



Greater Peterborough's Vital Signs® 2016 Text Only and Data Source Document

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About Vital Signs®

Community is complicated and Greater Peterborough is a complex place. It's our culture, our economy, our environment. Community is who we are and the things we do and the ways that we relate to one another.

Kind of like taking the pulse of our community to see how healthy we are, Vital Signs® is a tool we can use to recognize our community's strengths, identify where we need to make changes, and help us to understand how we're growing and shifting over time. But it's more than a simple report on our quality of life. It's community knowledge in action. Vital Signs® is used by many people and organizations in our community to educate, champion important issues and bring people together to make positive change. You can use it too.

Read Vital Signs®. Pass it on to a friend, neighbour or colleague. Use it to ask questions, start a conversation or take action.

F.Y.I.: This is the 4th Greater Peterborough's Vital Signs® report. To see past reports, check out other statistics and find information on data sources, visit www.cfgp.ca/vitalsigns

Highlights from Greater Peterborough's Vital Signs® 2016

Community means different things to each of us, and we each have a unique perspective on what it means to live in and contribute to the communities that make up Greater Peterborough. Some of the statistics in Vital Signs® might fit nicely with what we know, intuitively, about our community. Others may come as a surprise. And there will likely be a few that will challenge our perception of Peterborough, leave us asking questions and wanting to know more about this place we call home.

We already knew that Greater Peterborough is a giving, welcoming community. Almost a quarter of us donate to charity, more than half of us volunteer, and we are currently welcoming over 180 refugees to our area. It's not surprising to learn that we care about our environment and we're willing to put the time and effort in to protect it. At 8.5% of our population, students are a familiar part of our community, so it doesn't come as a shock to know that local post-secondary institutions - Trent, Fleming and Seneca - have a significant positive social and economic impact on our community.

We know that we have a rich agricultural history, but we're perhaps less aware that we're facing dramatic reductions in the amount of farmland and the number of farmers in our area. And while the population of Greater Peterborough is growing steadily overall, that growth is taking place in urban areas, as the result of people moving to the City of Peterborough, while the population of the County is shrinking. At home and throughout the region, our community is renowned for its vibrant arts and culture sector,



but it's worth mentioning that there's room for investment in this area if we want it to grow and thrive.

We may not be aware that mental health is a growing area of concern, with the number of people reporting good or excellent mental health falling faster in Greater Peterborough compared to the average in Ontario. And it's worth noting that most of us aren't meeting physical activity guidelines (in fact, we're falling far below targets). We have to re-examine some of the 'tried and true' stories we tell ourselves. With more than a third of our population under 30, we're not as old of a community as we think we are. And despite the persistent perception that there aren't any jobs, unemployment levels have been lower in Greater Peterborough than provincial and national averages in 2016. A healthy and growing entrepreneurial sector is worth celebrating, and suggests there's more to discuss about our economy than just unemployment. And since affordability is an issue that comes up again and again, in almost every area of community that we look at, it's no surprise that income levels should be front and centre in that conversation.

Take some time to read through Vital Signs®. Then have a few conversations. Share your reactions to the statistics you see here - the ones that leave you nodding, the surprises, and the questions. And if you find yourself inspired, as we are at the Community Foundation of Greater Peterborough, to take action in our community, get in touch. We'd love to hear from you.

Building Community Vitality Together

Building community vitality is our passion and purpose at the Community Foundation of Peterborough. That kind of work involves an understanding of our strengths and our needs in order to work together to move ourselves forward. We use Vital Signs® to help guide the Foundation's most important decisions, whether it's investing our grants in projects and charities that are on the front lines of community building or working with donors to develop funds that really make a difference, today and well into the future.

The information in Vital Signs® can tell us a lot about our community, but like any snapshot, it's incomplete. For every statistic we share, there are many questions to be asked. Vital Signs® can help paint a picture of where we are at as a community, but it's up to us to fill in the gaps when it comes to figuring out where we should go from here. As we continue to build our understanding of our community, we must engage in the more challenging - but exciting - task of deciding who we want to be, and what we need to do, together, to get there.

Building and sustaining community vitality is a long game, and the Community Foundation of Greater Peterborough is in it for the long term.



About The Community Foundation of Greater Peterborough

Inspiring giving to build a vital community for everyone.

We build community vitality through philanthropy, and our long-term view of our community gives us the staying power needed to address complex issues.

To find out more about the Community Foundation of Greater Peterborough and how you can contribute to building our vital community, contact us:

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Notes

Greater Peterborough

In this report, Greater Peterborough refers to the City and County of Peterborough, including eight townships (Asphodel-Norwood, Cavan Monaghan, Douro-Dummer, Havelock-Belmont-Methuen, North Kawartha, Otonabee South Monaghan, Selwyn and Trent Lakes) as well as Curve Lake First Nation and Hiawatha First Nation.

***Peterborough C.M.A.**

The Peterborough C.M.A. (Census Metropolitan Area) is a geographic area established by Statistics Canada which includes the City of Peterborough, four surrounding townships (Cavan Monaghan, Douro-Dummer, Otonabee South Monaghan and Selwyn), Curve Lake First Nation and Hiawatha First Nation. The population of the C.M.A. makes up 88% of the total population of Greater Peterborough.

***A note on indicators**

Wherever possible, the indicators in Vital Signs® cover the full area of Greater Peterborough. Sometimes data is only available at the CMA level. Indicators that refer to the Peterborough C.M.A. are marked with an asterisk (*).

Median

A 'median' is the middle number in a group of numbers. For example, if a median



income is given as \$26,000, it means that exactly half of the incomes reported are greater than or equal to \$26,000, and that the other half is less than or equal to the median amount.

Demographics

If Greater Peterborough were 100 people . . .

- 32 make less than \$20 000/year
- 11 make more than \$80 000/year
- 57 are employed
- 8 receive Employment Insurance
- 27 receive O.A.S. (Old Age Security)
- 34 receive C.P.P. (Canada Pension Plan)
- 8 access social assistance
- 26 spend more than 30% of income on housing costs
- 24 donate to charity

Sources:

Statistics Canada. Table 111-0038 - Canadian investment income, by characteristics of taxfilers with investment income, annual, CANSIM.

as per Workforce Development Board, Population 15 and over, Statistics Canada, CANSIM, table 282-0135 and Catalogue no. 71-001-XIE. Last modified: 2016-07-08.

Statistics Canada. Table 111-001 - Summary of charitable donors, annual, CANSIM.

Statistics Canada. Table 111-0004 - Neighbourhood income and demographics, summary table, annual, CANSIM.

Statistics Canada. Table 111-0041 - Summary characteristics of Canadian taxfilers, annual, CANSIM.

Statistics Canada. Table 111-0007 - Neighbourhood income and demographics, taxfilers and dependents with income, by source of income, annual, CANSIM.

Population

134 933

58% of the population lives in the City, and 42% of the population lives in the County. By 2025, Greater Peterborough will grow to 144 241 people, with 62% in the City and 38% in the County.

Source: Table VI-1-b; Statistics Canada, National Household Survey data in 2011; Peterborough Economic Development, 2015

Aboriginal Population

5 400: the number of people in Greater Peterborough who identify as Aboriginal. This includes 800 people who live at Curve Lake First Nation and 275 people who live at Hiawatha First Nation.

Source: Hiawatha First Nation; Annual Report for Curve Lake First Nation; Nijkiwendidaa Anishnaabekwewag Services Circle; NHS Aboriginal Population Profile, Peterborough, CMA, Ontario, 2011

Age

Percent of total population in 2015 by age

Age Range (years)	Percentage of Population (%)
0 – 14	14
15 – 29	20
30 – 44	16
45 – 59	23
60 – 74	20
75 +	7

Source: Statistics Canada. Table 051-0062 - Estimates of population by census division, sex and age group for July 1, based on the Standard Geographical Classification (SGC) 2011, annual (persons), CANSIM (database)

Income

Median Hourly Earnings* (2015)

- Greater Peterborough: \$20.00
- Ontario: \$22.00

Source: As per CFC, Statistics Canada, Labour Force Survey special request program

Living Wage

\$17.65/hour: The hourly wage required to afford basic everyday expenses and live a decent quality of life in Greater Peterborough in 2015

Source: Peterborough's 2016 Living Wage Report, Peterborough Social Planning



Council www.pspc.on.ca/peterboroughs-2016-living-wage-report

Median Total Income* (2014)

\$31 960

Source: Statistics Canada. Table 111-0004 - Neighbourhood income and demographics, summary table, annual (percent unless otherwise noted), CANSIM (database)

Social Assistance

Annual Ontario Works allowance in 2014 for a Single Person: \$7512

Source: Housing is Fundamental 2015

[http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental\\$!2c+AHAC/2015+Housing+is+Fundamental\\$!2c+AHAC.pdf](http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental$!2c+AHAC/2015+Housing+is+Fundamental$!2c+AHAC.pdf)

Poverty*

Families in Poverty, Low Income Measure, after tax, 2014: 15.8%

Source: Statistics Canada. Table 111-0015 - Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual (number unless otherwise noted), CANSIM

Arts And Culture

Investments in Arts and Culture

Municipal spending on libraries, museums and cultural services, per person in 2014

- Greater Peterborough: \$65.29
- Kingston and Frontenac County: \$106.26
- Guelph and Wellington County: \$107.58

Source: Ontario Ministry of Municipal Affairs, Financial Information Return 2014

Indigenous Cultural Celebrations

10 000: The number of people who gather annually at the Curve Lake First Nation Pow Wow and Hiawatha First Nation's Pow Wow. These celebrations build relationships and uphold traditions, while having a positive economic impact in Greater Peterborough.



Source: Correspondence with Hiawatha First Nation, Annual Report for Curve Lake First Nation 2015.

F.Y.I.: The Peterborough County Agricultural Heritage Building is planned to open in 2017 at Lang Pioneer Village Museum. This addition to Greater Peterborough's cultural landscape will interpret and celebrate our community's agricultural roots.

Source: Raise the Barn Peterborough County Agricultural Heritage Building
<http://www.raisethebarnlpv.com>

Community Involvement

F.Y.I.: 180 Government Assisted Refugees are expected to settle in the Peterborough area between 2016 and 2017. On a per capita basis, Greater Peterborough* will be welcoming more refugees during this time than larger cities such as Toronto, Ottawa and Vancouver.

Source: Custom Calculation, New Canadians Centre, 2016

School Connectedness

76%: Proportion of students (grade 9 - 12) who feel connected to their school (2014/2015)

In a 2010 survey, youth who identified as newcomers, L.G.B.T.T.Q.+, Aboriginal, or racialized were more likely to feel unwelcome at a community or school event.

Source: Propel Centre for Population Health Impact. Canadian Student Tobacco, Alcohol, and Drugs Survey <https://uwaterloo.ca/canadian-student-tobacco-alcohol-drugs-survey/about> ; KWIC Seeds for Justice, Why Youth (Don't) Get Involved, R. Edge, J. Reid, 2010

Volunteerism*

Volunteer rate in 2013

- Greater Peterborough: 54%
- Ontario: 44%
- Canada: 44%

Source: Statistics Canada, General Social Survey - Giving, Volunteering and Participating, 2013: Special request from Statistics Canada. Canada Survey of Giving, Volunteering and Participating, 2007 and 2010

Economy

Immigrant Entrepreneurship*

Rate of immigrant self-employment, 2012

- Greater Peterborough: 36%
- Kingston: 23%
- Hamilton: 22%

Of 35 C.M.A.s in Canada, Greater Peterborough has the highest rate of self-employed immigrants. Higher rates of immigrant entrepreneurship are linked to stronger economies.

Source: Conference Board of Canada, Benchmarking the Global Attractiveness of Canadian Cities, Mario Lefebvre, October 21 2013

New Business

Number of business start-ups and expansions

- 2012: 63
- 2013: 68
- 2014: 77
- 2015: 84

Source: Peterborough Economic Development Annual Reports, 2013, 2014, 2015

Employment*

Averages, January - July 2016

- 62 800 people in the labour force
- 59 800 people employed
- 3000 people unemployed
- 4.8 % unemployment rate

Unemployment Rate is the proportion of the labour force that is unemployed. Only those who have looked for work in the month prior to being surveyed are counted as 'unemployed' in this statistic. Greater Peterborough has seen a lower average unemployment rate during this time period compared to the provincial average of 6.7% and the national average of 7.1%.

Source: Statistics Canada. Table 282-0135 - Labour force survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, 3-month moving average, seasonally adjusted and unadjusted, monthly (persons unless otherwise noted), CANSIM (database)

Job Growth

Top three growing occupations, 2016 - 2021

1. Customer and information services representatives
2. Food counter attendants and kitchen helpers
3. Nurse aides, orderlies and patient service associates

Source: As per Workforce Development Board, July 2016 based on Statistics Canada, Canadian Business Patterns, December 2015

Education

Post-Secondary Student Population (2014)

- Trent University: 7300
- Fleming College: 3972
- Seneca College: 150

Post-Secondary students make up 8.5% of Greater Peterborough's population, and spend approximately \$118 million locally each year.

Source: Trent University, 2016 Report to the Community, June, 2016

<http://mycommunity.trentu.ca/file/documents/Trent-Economic-Impact-2016.pdf>;

Fleming College, Fact Sheet: Demonstrating the Value of Fleming College, 2015;

Seneca College, Peterborough Aviation Campus, 2016

Post-Secondary Education*

Proportion of population with a university degree, post-secondary certificate or diploma (15 years+) in 2015

- Greater Peterborough: 56.2%
- Ontario: 55.6%
- Canada: 55.4%

Source: As per CFC, Statistics Canada, Labour Force Survey

High School Completion*

Proportion of population that has not completed high school (15 years+) in 2015

- Greater Peterborough: 14%
- Ontario: 16%
- Canada: 17.3%

Source: As per CFC, Statistics Canada, Labour Force Survey by special request

Education & Employment

Education levels required in local job postings

- University degree: 24%
- College diploma: 29%
- Secondary school certificate: 32%
- No formal education: 15%

Source: Workforce Development Board Local Employment Planning Council, Vicinity Jobs assessment of the time between April 1, 2014 and July 4, 2016

Environment

Conservation*

Approximately 1 in 3 people in Greater Peterborough participated in voluntary activities to conserve or protect the environment in 2013, compared to 1 in 5 in Ontario.

Source: Statistics Canada. Table 153-0151 – Households and the environment survey, environmental engagement, Canada, provinces and census metropolitan areas (CMA), every 2 years (percent), CANSIM (database)

Parks and Greenspace*

Proportion of people who live within a ten minute journey of a park or green space.

- Greater Peterborough: 81%
- Ontario: 84%
- Canada: 85%

Source: Statistics Canada. Table 153-0148 – Households and the environment survey, parks and green spaces, Canada, provinces and census metropolitan areas (CMA), every 2 years (percent), CANSIM (database)

F.Y.I.: 58% of households used tap water (either municipal or well water supply) as their primary source of drinking water in 2013, up from 46% in 2007.

Source: Statistics Canada. Table 153-0063 – Households and the environment survey, primary type of drinking water consumed, Canada, provinces and census metropolitan areas (CMA), every 2 years (percent), CANSIM (database)

Cycling Routes

Total kilometres of cycling routes by year

Year	Kilometres
2000	45.9
2010	71.6
2015	109.8

Source: 2014 Peterborough Active Transportation and Health Indicators Report
<http://www.peterborough.ca/Assets/City+Assets/TDM/Documents/indicators+report.pdf>

Investment in Transit

Municipal spending on transit, per person in 2014

- Barrie: \$135.33
- Kingston: \$127.89
- City of Peterborough: \$166.26
- Guelph: \$234.10

Source: Province of Ontario - Ministry of Municipal Affairs, Financial Information Return 2014

Food Security

Farmers

Number of farmers under 35 years

- 1991: 270
- 2011: 85

Overall, the number of farmers in Greater Peterborough has decreased nearly 30% since 1991.

Source: Custom Calculation, Farms at Work, 2016.

Cost of Food

The cost for a family of four to purchase healthy food for one month, based on Canada's Food Guide.

- 2013: \$820
- 2015: \$865

That's 30% of the income of a family supported by a minimum wage earner, and 12% of an average family's income.



Source: Limited Incomes: A Recipe for Hunger, Peterborough Public Health, 2015, http://www.peterboroughpublichealth.ca/wp-content/uploads/2011/09/2015-Limited-Incomes_final.pdf

Food Banks

7 600: The average number of people accessing a food bank each month in 2015

Source: Kawartha Food Share, 2015 <http://www.kawarthafoodshare.com/index.html>

F.Y.I.: Over 2.5 million healthy breakfasts and snacks were served to 17 364 students in 49 local schools through the Food for Kids program during the 2015/2016 school year. Food for Kids aims to ensure that every student in Peterborough City and County attends school well-nourished and ready to learn.

Source: Food for Kids Peterborough and County Student Nutrition Programs Annual Report 2015-2016 <http://www.studentnutritionprogram.ca/2015-16%20FFK%20Annual%20Report.pdf>

Health And Wellness

Physical Activity

Proportion of population meeting recommended physical activity levels in 2014

- Adults (18+ years): 15.4%
- Youth (12-17 years): 4%
- Children (5 - 11 years): 7%

Source: 2014 Peterborough Active Transportation and Health Indicators Report <http://www.peterborough.ca/Assets/City+Assets/TDM/Documents/indicators+report.pdf>

Breastfeeding

87.3%: Proportion of women breastfeeding 48 hours after birth (2014)

Proportion of women breastfeeding 6 months after birth

- 2006: 40%
- 2012: 58.6%

The standard infant feeding recommendation by all major health organizations is for exclusive breastfeeding for the first six months of an infant's life.



Source: Peterborough Public Health Child Health Summary Series 2015/2016, 3. In Summary: Parenting Practices http://www.peterboroughpublichealth.ca/wp-content/uploads/2015/12/3_Parenting_Practices.pdf

Mental Health

Proportion of population reporting very good or excellent mental health (aged 12+)

Location	2003	2014
Greater Peterborough	74.4%	67.1%
Ontario	72.5%	70.4%

Source: Statistics Canada. Table 105-0501 - Health indicator profile, annual estimates, by age group and sex, Canada, provinces, territories, health regions (2013 boundaries) and peer groups, occasional, CANSIM (database)

Housing

Homelessness

At least 120 people were sleeping in shelters or on the street in the City of Peterborough on March 22 2016. Of those experiencing homelessness:

- 98% have a source of income
- 23% identified as Aboriginal
- 22% have attended post-secondary school

Source: United Way of Peterborough & District, Peterborough's 2016 Point-in-Time Count of Homelessness, 2016 <http://www.uwpeterborough.ca/2016/04/04/point-in-time-pit-count/>

Rent*

\$959/month: Average rent for a 2 bedroom apartment in 2015

A renter in Greater Peterborough would need an annual income of \$38 360, or an hourly wage of \$19.67 (working full time) for the average 2 bedroom apartment to be affordable.

Source: Custom Calculations in Housing is Fundamental 2016 [http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental\\$!2c+AHAC/2016+Housing+is+Fundamental\\$!2c+AHAC.pdf](http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental$!2c+AHAC/2016+Housing+is+Fundamental$!2c+AHAC.pdf)

F.Y.I.: There have been an average of 1543 households on the social housing waitlist in Greater Peterborough since 2009.



Source: Custom Calculation, Housing is Fundamental 2015

[http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental\\$!2c+AHAC/2015+Housing+is+Fundamental\\$!2c+AHAC.pdf](http://www.peterborough.ca/Assets/City+Assets/Housing/Documents/Reports/Housing+is+Fundamental$!2c+AHAC/2015+Housing+is+Fundamental$!2c+AHAC.pdf)

Acknowledgements

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- Affordable Housing Action Committee
- Camp Kawartha
- Canadian Mental Health Association
- City of Peterborough
- Community Care Peterborough
- CCRC
- Community Opportunity & Innovation Network
- County of Peterborough
- Electric City Culture Council
- Fleming College
- Greater Peterborough Chamber of Commerce
- GreenUP
- International Institute for Sustainable Development
- Kawartha Haliburton Children's Aid Society
- Kawartha World Issues Centre
- New Canadians Centre
- Nexicom
- Otonabee Region Conservation Authority
- Peterborough Council for Persons with Disabilities
- Peterborough Public Health
- Peterborough Economic Development
- Peterborough Police Services
- Peterborough Poverty Reduction Network
- Peterborough Social Planning Council
- Public Energy
- Reframe Peterborough
- Sustainable Peterborough
- Tamarack Institute
- Telecare Peterborough
- Trent Community Research Centre
- Trent University



- United Way of Peterborough and District
- VON 360 Degree Clinic
- Workforce Development Board
- YMCA of Central East Ontario - Balsillie Family Branch
- YWCA Peterborough Haliburton

Started by the Toronto Foundation in 2001, Vital Signs® is a national program coordinated by Community Foundations of Canada. Today more than 65 communities across Canada and around the world use Vital Signs® to mobilize the power of community knowledge.