

# GREATER PETERBOROUGH'S VITAL SIGNS® 2013

## DATA SOURCE DOCUMENT

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### **A NOTE ABOUT THE DATA USED:**

Indicators were selected based on:

- Availability of data
- Reputation and reliability of data sources
- Currency of data
- Perceived community interest
- Data that will be updated regularly for future trending

Vital Signs® is coordinated nationally by [Community Foundations of Canada](#) (CFC). Although the original source of most data is Statistics Canada, it was through CFC's national program that the Community Foundation of Greater Peterborough was able to access this data.

There are many publications and reports that have helped the Vital Signs® team to better understand the issues, facts, and trends. We strongly encourage readers to investigate the following for more information on issues and trends that are important to our quality of life:

- **Peterborough Social Planning Council** – [publications](#)
- **Peterborough County-City Health Unit** – [plans and reports](#)

## A) DATA SOURCES:

### If Greater Peterborough were 100 people

Information was derived from

- Statistics Canada Census, Community Profiles 2011
- Canadian Community Health Survey 2012
- National Household Survey 2011
- Trent University and Fleming College (Brealey campus) full-time enrollment numbers 2012

### Arts and Culture

Indicator	Source
Employment in occupations related to Arts, Culture, Recreation and Sport	<i>As per CFC:</i> Statistics Canada, Census 2001 and 2006, Community Profiles. 2011: National Household Survey
Municipal spending on recreation per household.	Frontier Centre for Public Policy, Local Government Performance Index; 2012
Count of libraries, arenas.	<i>As per county and township websites.</i>
Food for thought	City of Peterborough – <a href="#">Municipal Cultural Plan</a> Township of Cavan Monaghan – <a href="#">The Cultural Resource Mapping Project</a>

### Community Involvement

Indicator	Source
Life satisfaction	<i>As per CFC:</i> Statistics Canada, Cansim Table 105-0501, based on the Canadian Community Health Survey
Sense of Community Belonging	<i>As per CFC:</i> Statistics Canada, Cansim Table 105-0501 based on the Canadian Community Health Survey
Voter turnout	<i>As per CFC:</i> Elections Canada

### Employment

Indicator	Source
Employment Growth	<i>As per CFC:</i> Statistics Canada. Census 2001 and 2006 Community Profiles. Data for 2011 is from the National Household Survey Profiles

Median Annual Earnings	<i>As per CFC:</i> Statistics Canada. National Household Survey, 2011
Unemployment Rate	<i>As per CFC:</i> Statistics Canada. National Household Survey Profiles
Low Income	<i>As per CFC:</i> Statistics Canada. National Household Survey, 2011
Average Hourly Earnings	<i>As per CFC:</i> Statistics Canada, Labour Force Survey
Food for thought	<a href="#">Workforce Development Board</a> , Labour Market Plan 2013–2014

## Environment

Indicator	Source
Forest Cover	<a href="#">Otonabee Region Conservation Authority</a>
Recycling and Compost rates	City of Peterborough County of Peterborough
Water quality	<a href="#">Peterborough County-City Health Unit</a>
Source of Drinking Water	<a href="#">Otonabee Region Watershed Report Card 2013</a>
Food for thought	Ministry of Natural Resources, Otonabee Region Conservation Authority

## Food Security

Indicator	Source
Food insecurity; food price; nutritious food basket	Peterborough County-City Health Unit, " <a href="#">Limited Incomes/Nutritious Food Basket 2013</a> " (not yet released)
Number of farms; age of farmers	Peterborough Social Planning Council and Farms at Work, " <a href="#">The Future of Food and Farming: Next Steps</a> "
Food for thought	<a href="#">YWCA Peterborough Victoria Haliburton</a>

## Health and Wellness

Indicator	Source
Life expectancy	<i>As per CFC:</i> Statistics Canada, Vital Statistics- Deaths Database
Physical activity levels	<i>As per CFC:</i> Statistics Canada. Canadian Community Health Survey; <a href="#">Peterborough County-City Health Unit</a>
Falls	Peterborough County-City Health Unit, " <a href="#">Report on falls related injuries among older adults in Peterborough 2012</a> " (not yet released)
Teen pregnancy rates	<a href="#">Peterborough County-City Health Unit</a>
Mental Health	<i>As per CFC:</i> Statistics Canada. Canadian Community Health Survey

## B) THANK YOU:

The following individuals and organizations contributed to Greater Peterborough's Vital Signs® 2013:

<b>Organization</b>	<b>Individual</b>
<b>Community Foundations of Canada</b>	Cindy Lindsay
<b>Ontario Trillium Foundation</b>	
<b>Peterborough Social Planning Council</b>	Dawn Berry-Merriam
<b>Centre for the Study of Living Standards</b>	Andrew Sharpe
City of Peterborough	Ken Doherty Chris Kawalec Nancy Fischer Virginia Swinson Debra Soule
County of Peterborough	Gary King Laurie Westaway
Farms at Work	Pat Learmonth
Greater Peterborough Chamber of Commerce	Stu Harrison
GreenUP	Alix Taylor
Kawartha Food Share	Deb Aben
Kawartha Land Trust	Deanna Guttman
Lakeland Alliance	Mike Gibbs
New Canadians Centre Peterborough	Jason Stabler
Ontario Ministry of Agriculture and Food	Stephen Morris
Otonabee Region Conservation Authority	Allan K. Seabrooke Meredith Carter
Peterborough County-City Health Unit	Andrew Kurc Christine Post Chantal Stevens Carolyn Doris
Peterborough Economic Development	Dan Taylor
Peterborough Family Resource Centre	Emmy Ruttle
Peterborough Poverty Reduction Network	John Martyn
Public Energy	Bill Kimball
Sustain Ontario	Carolyn Young
Sustainable Peterborough	Linda Slavin
The Peterborough Examiner	Darren Murphy

Township of Asphodel-Norwood	Joe van Koeverden
Township of Cavan Monaghan	Brenda Whitehead
Township of Otonabee-South Monaghan	Eleanor J. Rath
Township of Selwyn	Mary Smith Janice Lavalley Paul Nopper
Trent University	Julie Davis
United Way of Peterborough & District	Lisa Smith Sarah Cullingham
Workforce Development Board	Joe Celestini
YWCA Peterborough, Victoria & Haliburton	Lynn Zimmer Joëlle Favreau
	Jean Koning
	Paula Anderson
Community Foundation of Greater Peterborough - Marketing and Communications Committee	Angela Rose, Michael Harris, Neil Morton, Beth McMaster, Kathryn Verhulst-Rogers
Community Foundation of Greater Peterborough - Board of Directors	Janice Green, William (Bill) Lockington, Bob Gallagher, Betty Morris, Michael Harris, Matt Holmes, Annie Johnston, John Martyn, Verne McKay, Beth McMaster, Michele Nicholls, Kate Ramsay, Tony Tilly

## **A NATIONAL INITIATIVE:**

This year, there are 25 other Vital Signs® initiatives taking place across Canada:

- Abbotsford, BC
- Burlington, ON
- Calgary, AB
- Cambridge and North Dumfries, ON
- Cape Breton, NS
- Central Okanagan, BC
- Edmonton, AB
- Grande Prairie, AB
- Kingston, ON
- Kitchener-Waterloo, ON
- Lethbridge and Southwestern Alberta, AB
- Lunenburg, NS
- Medicine Hat, AB
- Mississauga, ON
- North Okanagan, BC
- Prince Edward County, ON
- Prince Edward Island
- South Okanagan, BC
- Stratford and Perth County, ON
- Sudbury, ON
- Temiskaming, ON
- Toronto, ON
- Victoria, BC
- Windsor-Essex, ON
- Wolfville, NS

For more information about other Vital Signs® initiatives, as well as the national Vital Signs® report, please visit [www.vitalsignscanada.ca](http://www.vitalsignscanada.ca).

## **C) COMMUNITY PERCEPTION SURVEY:**

### **Methodology:**

Results were collected using cold-call telephone polling (by Preferences) and manually inputted into SurveyMonkey's online survey software (307 Responses). Community Foundation of Greater Peterborough used the on-line survey software to collect 409 responses and all results were analysed through the on-line survey program and manually analyzed using Excel and Atlas Ti. Qualitative responses were analysed for word choice and intent of communication and then organized into several larger thematic categories and one "Other" category – for responses unique enough to warrant separation.

Quantitative and qualitative data was first analyzed by the total pool of responses (Peterborough City and County), then by townships for quantitative responses, and then regionally for quantitative and qualitative responses to give a full perspective of the total pool of responses.

The Community Foundation of Greater Peterborough requested a "main theme" for each township which has been allotted its own section. This includes significant quotes from particular areas and representing the main themes. Also requested, was a Rating Average of City and County quantitative results.

### **Limitations:**

Overall, the total number of responses is significant at 711 started and 640 completed surveys. Respondents were given the option to answer any questions and could leave any questions blank. This resulted in 6 empty surveys bringing the project to 711 total possible respondents, 71 of which were partially completed. Based on the total population of Peterborough County, the margin of error in this project is 3.66%, 19 times out of 20.

### **Survey questions:**

1. Where do you live? *(Note: survey participants selected from a list including all Townships, First Nations, and the City of Peterborough).*

*For questions 2 – 7, survey participants were asked to rate each subject area based on a 5-point rating scale. The options were*

- Fantastic: Our community is doing great!
- Pretty good: Overall, we're doing a good job. Keep it up!

- So-so: Some things are good, but some things need to change.
- Uh-Oh: This is concerning and needs attention.
- Yikes! We urgently need to make some big changes.

2. Arts and Culture: How would you rate the arts and cultural environment in your community? Please think about things like opportunities to attend and participate in arts events (like theatre, film, music, and art), as well as cultural events (such as sports events, community festivals).

3. Community Involvement: How would you rate your community when it comes to the ability of residents to participate in, and contribute to, your community? Please think about things like volunteerism, membership in community organizations, opportunities for inclusion of diverse populations, sense of community belonging, etc.

4. Employment: How would you rate your community's overall employment environment? Please think about things like employment opportunities, the quality of work and wages, the unemployment rate, barriers to employment, new business opportunities, our region's competitive capacity, etc.

5. Environment: How would you rate your community when it comes to the environment? Please think about things like environmental awareness, recycling, initiatives aimed at reducing impacts of climate change, the health of local rivers, streams and lakes, waste production, air and water quality, landuse planning, access to nature, etc.

6. Food Security: How would you rate your community's overall food security? Please think about things like the cost and availability of local and nutritious food, the amount of available farmland, urban sprawl, use of food banks, etc.

7. Health and Wellness: How would you rate health and wellness in your community? Please think about things like life expectancy, levels of chronic disease, obesity, addictions, availability of mental health support programs, availability of medical care and other health programs and services, access to and availability of physical activity opportunities, healthy food, etc.

8. What are one or two priorities for action in your community?

9. What are one or two things that you love about your community?

10. Finish this sentence: "The Peterborough (County and/or City) I wish to build includes..."