

GREATER PETERBOROUGH'S

Vital Signs

2013



BECAUSE KNOWING YOUR COMMUNITY MATTERS.



COMMUNITY
FOUNDATION
OF GREATER
PETERBOROUGH

helping you connect the dots

Helping you connect the dots in your community



Whether you call home East City or the Electric City, Big Cedar or Cedar Valley, Millbrook or Hope Mill, South Monaghan or North Monaghan; whether your passion is sportfishing, snowboarding, singing, storytelling, or skating; whether you're young at heart or an old soul; you are a part of the Peterborough community, and this report is for **you**.

As a public foundation created by and for the people of Peterborough, the Community Foundation of Greater Peterborough helps individuals, businesses, and non-profits realize their charitable goals and address our community's most pressing needs. Together with our volunteers, donors, and friends, the Community Foundation works to make our community more vital, welcoming and supportive. To accomplish our mission, we are continually seeking ways to understand our community's strengths as well as areas of need.

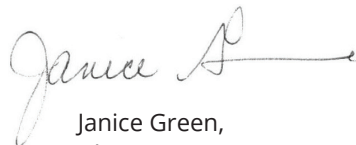
This is why we have created our first Vital Signs® report.

By offering a snapshot of Greater Peterborough through six subject areas, Vital Signs® offers a unique and accessible way for community members to learn more about the place they call home. We are proud to be one of 26 community foundations across Canada participating in this important initiative.

So what can you do? You can **read Vital Signs®**. You can **pass it on** to a friend, neighbour, or colleague. You can use it to **start a conversation, ask questions, or take action**.

This report is a call to become more informed about our vibrant community, and to see where you can fit in.

Because, at the Community Foundation, the Peterborough we wish to build includes **you**.



Janice Green,
Chair



Andrea Dicks,
Executive Director

GREATER PETERBOROUGH'S

VitalSigns

Because knowing your community matters.

Greater Peterborough's Vital Signs® is a collaborative community initiative led by the Community Foundation of Greater Peterborough. It is an annual snapshot of our community that:

- Measures the vitality of Greater Peterborough
- Identifies needs, strengths, and trends
- Supports action on issues that are critical to our quality of life

Vital Signs® is coordinated nationally by Community Foundations of Canada.

HOW WE DID IT

The Community Foundation of Greater Peterborough worked collaboratively with more than 20 community organizations to choose subject areas. A subject area is a general theme or topic. Additional subject areas will be reported on in following years. The Community Foundation worked in tandem with experts in data interpretation and statistical analysis to identify local sources of data and choose indicators that help to tell the story of each subject area.

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

More than 40 community leaders helped with this initiative. A further 711 residents participated in the community perception survey. For more information on indicators and sources, please visit www.cfgp.ca/vitalsigns.

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DATA SOURCES

The majority of indicators used in this report come from (or were derived using) data collected by Statistics Canada (e.g. Census, National Household Survey, Labour Force Survey). Some indicators are from local sources (e.g. Otonabee Region Conservation Authority, Peterborough County-City Health Unit).

For more information regarding sources, please visit:
www.cfgp.ca/vitalsigns.



GREATER PETERBOROUGH

In this report, Greater Peterborough includes:

CITY OF PETERBOROUGH

COUNTY OF PETERBOROUGH

comprised of eight Townships:

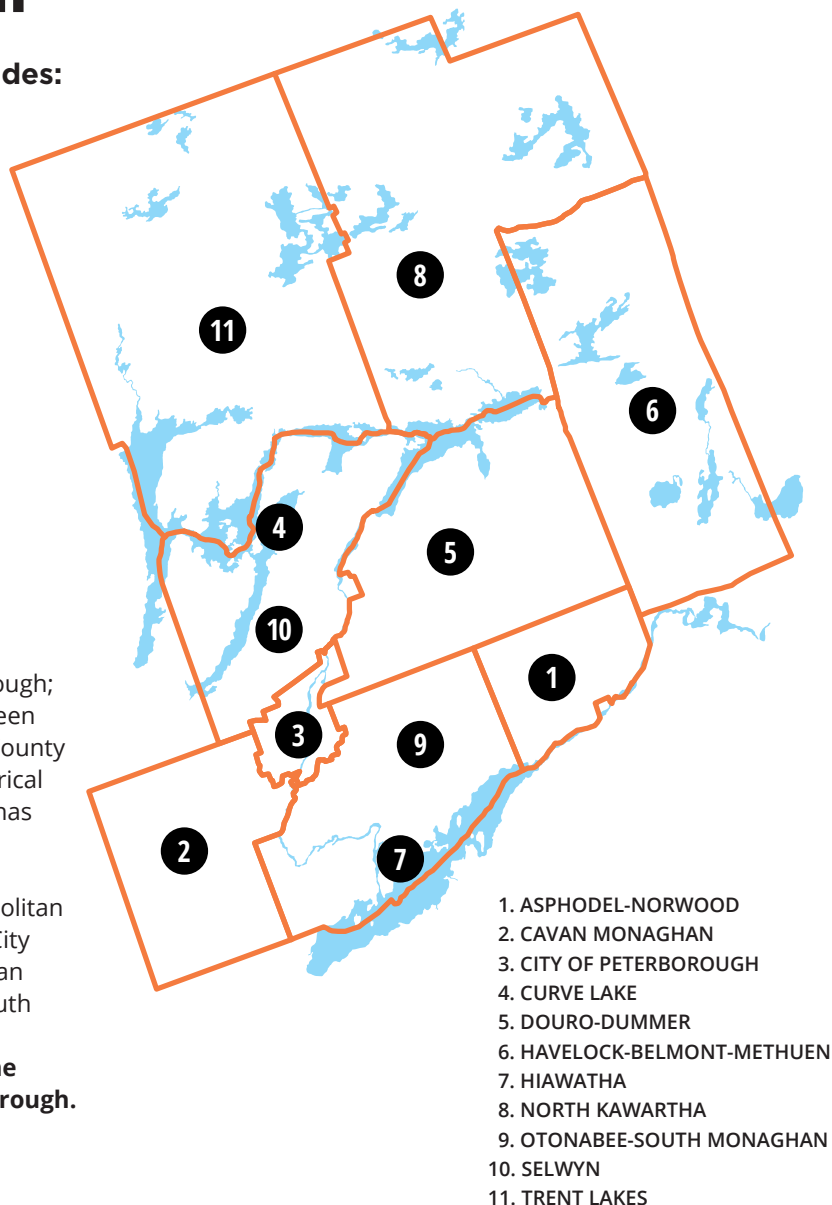
- Asphodel-Norwood
- Cavan Monaghan
- Douro-Dummer
- Havelock-Belmont-Methuen
- North Kawartha
- Otonabee-South Monaghan
- Selwyn
- Trent Lakes

FIRST NATIONS:

- Curve Lake
- Hiawatha

Most indicators cover the full area of Greater Peterborough; often, little or no significant difference was found between different geographic areas (for example, between the County and the City). Where there has been a significant numerical difference between geographic areas, the information has been expanded upon.

Sometimes, data is only available at the Census Metropolitan Area (CMA) level. The Peterborough CMA includes the City of Peterborough and four surrounding Townships (Cavan Monaghan, Selwyn, Douro-Dummer, and Otonabee-South Monaghan), and accounts for 88% of the population of Greater Peterborough. **Unless otherwise specified, the indicators presented hold for all of Greater Peterborough.**



IF GREATER PETERBOROUGH WERE 100 PEOPLE ...



* INDICATES POPULATION OVER 15 YEARS

DEMOGRAPHICS

In 2001, **children** (under 15 years of age) accounted for **17.7%** of Greater Peterborough's total population. In 2012, they accounted for **13.5%** of the population.

Since 2001, the proportion of **seniors** (aged 65+ years) has been **increasing** in Greater Peterborough, but **decreasing** in the City of Peterborough.

The **fastest-growing** group in the Peterborough CMA* is the **25 – 34 year old** cohort.

**See page 2 for details on the Peterborough CMA.*



POPULATION

- City of Peterborough: 78,698
- County of Peterborough: 54,870
 - Asphodel-Norwood: 4,041
 - Cavan Monaghan: 8,601
 - Douro-Dummer: 6,805
 - Havelock-Belmont-Methuen: 4,523
 - North Kawartha: 2,289
 - Otonabee-South Monaghan: 6,660
 - Selwyn: 16,846
 - Trent Lakes: 5,105
- Curve Lake First Nation: 1,003
- Hiawatha First Nation: 362

Total population of Greater Peterborough: 134, 933

IF THE CITY AND COUNTY WERE 100 PEOPLE ...



53 MARRIED OR COMMON-LAW*



67 MARRIED OR COMMON-LAW*

20 SINGLE PARENT HOUSEHOLDS

15 SINGLE PARENT HOUSEHOLDS

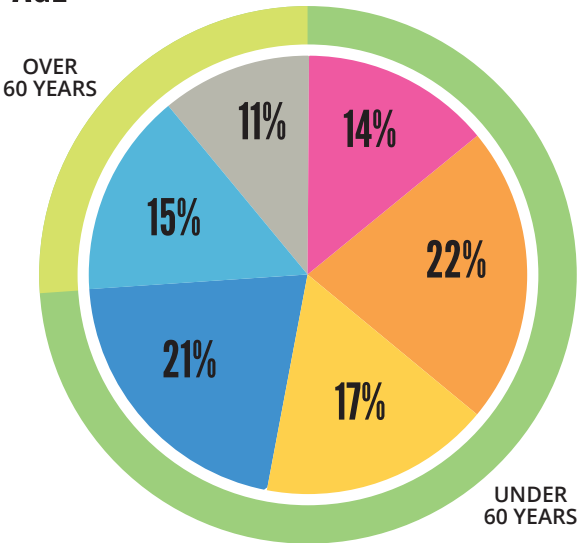
11 PEOPLE ARE 65 YEARS OR OLDER

20 PEOPLE ARE 65 YEARS OR OLDER

** Indicates population over 15 years*

PETERBOROUGH BY AGE

- 0 – 14 YEARS
- 15 – 29 YEARS
- 30 – 44 YEARS
- 45 – 59 YEARS
- 60 – 74 YEARS
- 75+ YEARS








COMMUNITY PERCEPTION SURVEY

WHO PARTICIPATED:

- 442 from the City of Peterborough
- 89 from Selwyn
- 49 from Cavan Monaghan
- 36 from Douro-Dummer
- 30 from Otonabee-South Monaghan
- 20 from Trent Lakes
- 19 from Asphodel-Norwood
- 11 from Havelock-Belmont-Methuen
- 10 from North Kawartha
- 3 from Curve Lake
- 2 from Hiawatha

Community members rated each subject area through a public survey, hosted and conducted by a local, independent research company. The survey also allowed community members to identify areas for action. 711 community members completed the survey.

PARTICIPANTS USED A 5-POINT RATING SCALE TO RATE EACH SUBJECT AREA:

-  **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.

SUMMARY OF THE SURVEY

City of Peterborough's TOP 5 PRIORITIES FOR ACTION

- 1. Employment opportunities
- 2. Access to health care and services
- 3. Affordable housing
- 4. Poverty reduction
- 5. Opportunities for youth



County of Peterborough's TOP 5 PRIORITIES FOR ACTION

- 1. Employment opportunities
- 2. Services and infrastructure
- 3. Access to health care and services
- 4. Opportunities for youth
- 5. Environmental sustainability



THINGS WE LOVE ABOUT GREATER PETERBOROUGH



- 1. We are a caring community
- 2. Arts and Culture (including festivals, sports, events)
- 3. Small town feel with big city amenities
- 4. Green space and proximity to nature
- 5. Outdoor activity in parks, trails, and waterways

ARTS AND CULTURE

HOW ARE WE DOING WHEN IT COMES
TO ARTS AND CULTURE? YOU SAID:



PRETTY GOOD

Arts and Culture contribute significantly to our quality of life, fuel innovation, and increase our attractiveness to visitors and residents.

From hockey to theatre, fall fairs to farmers' markets, live music to sportfishing, Peterborough's cultural environment is overflowing with events and opportunities that enrich the lives of residents and visitors alike.

Employment in occupations related to Arts, Culture, Recreation, and Sport

Proportion of the experienced
labour force in 2011.

- 3.2%** City of Peterborough
- 2.6%** Greater Peterborough
- 2.3%** Barrie
- 2.1%** Thunder Bay
- 1.9%** Kingston

There has been
a **2.8% increase**
since 2001.

MUNICIPAL SPENDING ON RECREATION AND CULTURE

City of Peterborough,
per household, in 2012.

- \$765** Toronto
- \$691** Peterborough
- \$658** Kingston
- \$627** Hamilton

This is **2.8%** of
Peterborough's total
expenditures but **0.9%**
of Toronto's.



cfn in action

The Community Foundation supported the
inaugural Peterborough in Portrait:

Our Inclusive Community art exhibition.
Hosted by Community Living Peterborough
– and in celebration of its 60th anniversary
– the event encouraged both artists and
non-artists alike to submit portraits of a
living Greater Peterborough resident.

More than 2,000 people attended the
exhibit and celebrated the incredible talent
that exists throughout our community.

food for thought

Both the City of Peterborough and the
Township of Cavan Monaghan have begun
mapping their cultural resources to better
understand how arts, culture, sports, and
recreation contribute to their communities.

THERE ARE **21 PUBLIC LIBRARIES** AND
16 ARENAS IN GREATER PETERBOROUGH.



COMMUNITY INVOLVEMENT

HOW ARE WE DOING WHEN IT COMES TO
COMMUNITY INVOLVEMENT? YOU SAID:



PRETTY GOOD

Our community engagement survey participants spoke loud and clear: we are a caring community!

Citing aspects like friendliness, inclusion, and an overall community spirit, being a caring community was the **#1** reason why we love Greater Peterborough.



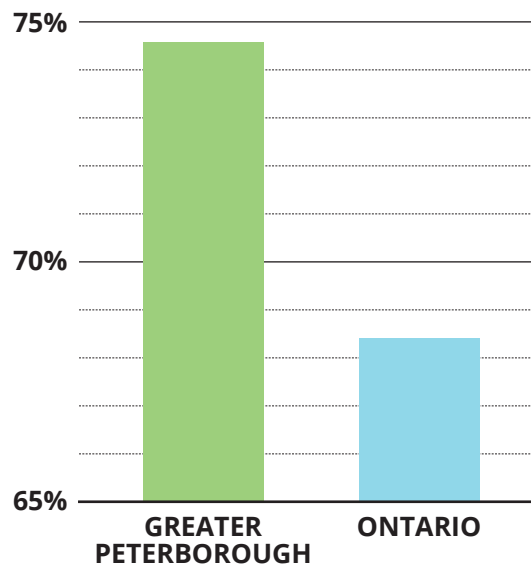
LIFE SATISFACTION

Percentage of individuals (aged 12+) who are satisfied or very satisfied in their overall life in 2012.

91.7%

SENSE OF COMMUNITY BELONGING

Percentage of individuals (aged 12+) reporting a strong or somewhat strong sense of community belonging in 2012.



VOTER TURNOUT

Percentage voter turnout in 2011 federal elections.

64.7%
GREATER
PETERBOROUGH

61.5%
ONTARIO



cjpg in action

As a fund held within the Community Foundation, the Cavan Monaghan and Millbrook Legacy Fund was created by residents of the Township to facilitate the philanthropic goals of individuals wishing to leave a legacy in Cavan Monaghan.

The Fund provides grants to support charitable activities within the Township. In 2013, it awarded a grant for a second time to the Millbrook and Cavan Historical Society.

EMPLOYMENT

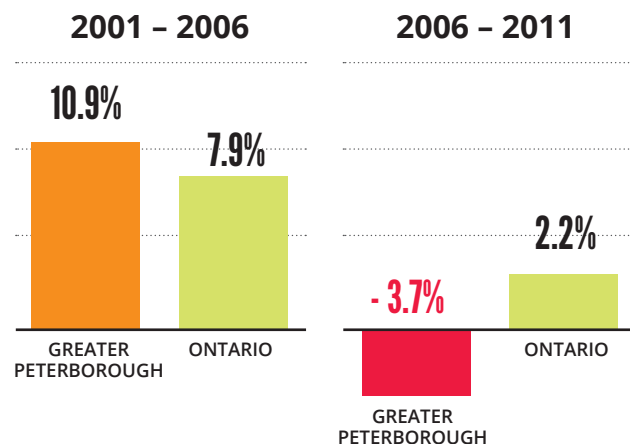
HOW ARE WE DOING WHEN IT COMES TO EMPLOYMENT? YOU SAID:



UH-OH

EMPLOYMENT GROWTH

Net change in the number of jobs.



LOW INCOME

The After-Tax Low-Income Measure, in 2010. This is also known as the Overall Poverty Rate.

16.1% City of Peterborough
13.6% Greater Peterborough
13.9% Ontario

MEDIAN ANNUAL EARNINGS

For persons working full-time and year-round in 2010.

\$45,328
Greater Peterborough
\$50,116 Ontario



AVERAGE HOURLY EARNINGS

In 2012.

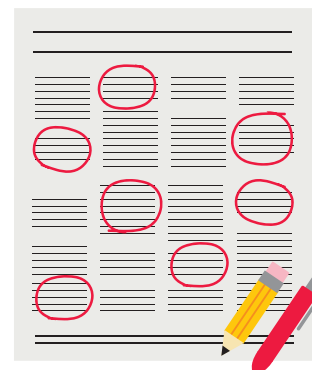
\$22.47
PETERBOROUGH CMA*
\$24.22
ONTARIO

*See page 2 for details on the CMA.

UNEMPLOYMENT RATE

Aged 15+ in 2011.

9.8%
City of Peterborough
8.7%
Greater Peterborough
8.3% Ontario



**food
for thought**

50%

of all businesses in
 Greater Peterborough are
owner-run and operated.

"The Peterborough I wish to build includes opportunities for gainful employment so that our young people and student graduates stay in Peterborough."

– Community perception survey participant

ENVIRONMENT

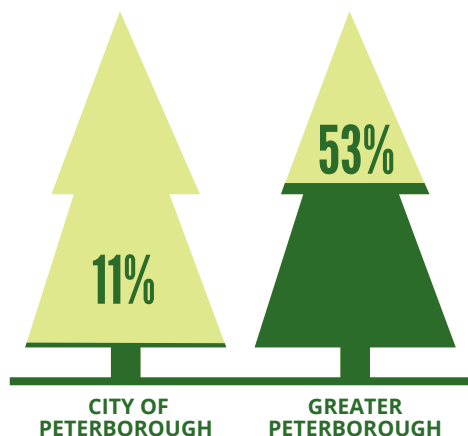
HOW ARE WE DOING WHEN IT COMES
TO THE ENVIRONMENT? YOU SAID:



SO-SO / PRETTY GOOD

FOREST COVER

An area with more than 60% tree cover, and where the trees are greater than 2 metres in height.



Environment Canada suggests **30% forest cover** is the **minimum** needed to **support healthy wildlife habitat**, but recognizes that **50% forest cover** will provide habitat for a greater variety of species and **support healthier aquatic ecosystems**.

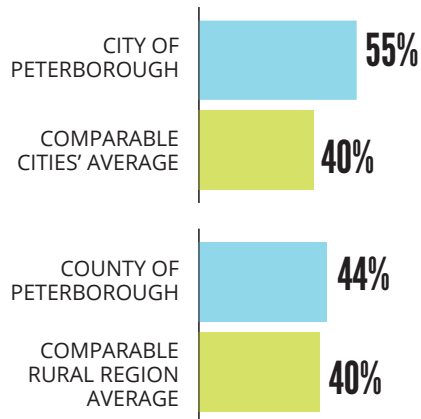
WATER QUALITY

From June to August 2012, Greater Peterborough's **17 public** beaches spent a combined **total of 111** days as "**posted,**" meaning that the water quality was unsafe for swimming and recreational use.

111

RECYCLING AND COMPOSTING RATES

Percentage of household waste that was diverted from the landfill in 2012.



SOURCE OF DRINKING WATER



2/3 of people get their drinking water from a municipal residential water system.



1/3 of people get their drinking water from private wells and lakes.



1 in 5 people in Ontario get their drinking water from wells or lakes.



cfp in action

In 2013, the Community Foundation provided funding to GreenUP to build the capacity of its team to deliver cutting edge programming and connect new audiences to GreenUP's Ecology Park.

food for thought

Ontario's only lizard, the **Five-lined Skink**, is found in Peterborough County. It is one of **42 species at risk** in our region.



FOOD SECURITY

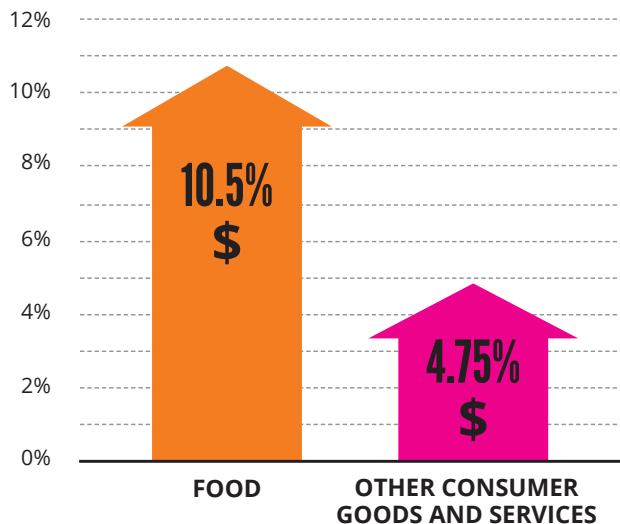
Food security means having both physical and economic access to sufficient, safe, and nutritious food in order to meet one's dietary needs and food preferences for an active and healthy life.* Being food insecure could mean that you are worried about not having enough to eat or that you have had to compromise the quality of the food you have eaten. Food security can be looked at from an individual basis as well as a geographic basis (e.g. Greater Peterborough).

**adapted from the World Health Organization's definition of food security*

FOOD PRICE

2010 - 2013

There has been a **10.5%** increase in food prices over the past three years. The price of other consumer goods and services has increased **4.75%** in this time.



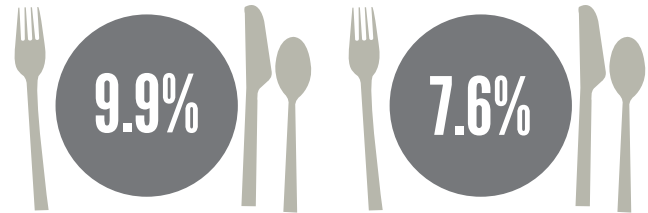
HOW ARE WE DOING WHEN IT COMES TO FOOD SECURITY? YOU SAID:



SO-SO / PRETTY GOOD

FOOD INSECURITY

Percentage of households that are food insecure.



GREATER
PETERBOROUGH

ONTARIO

NUTRITIOUS FOOD BASKET

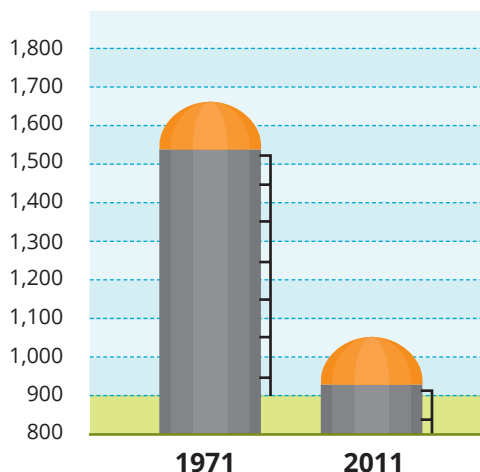
The cost for a family of four to purchase healthy food for one month, based on Canada's Food Guide. Calculated by Peterborough County-City Health Unit, 2013.



This represents about **30%** of the income of a family supported by a **minimum-wage earner**, and **12%** of an **average family's income**.

NUMBER OF FARMS

These are farms that are active (e.g. engaged in agricultural production).

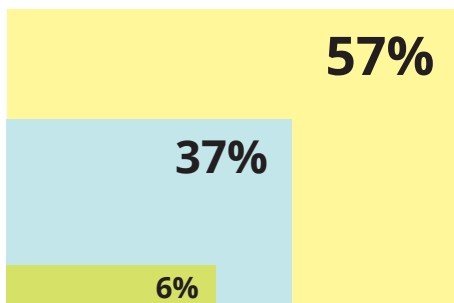


There has been a **36% DECREASE** in the number of farms and a **28% DECREASE** in the amount of farmland since 1971.

"The Peterborough I wish to build includes a Community Food Centre where we can improve food security for our residents, support local farmers, and engage our youth by teaching skills necessary to grow, cook and select healthy food and encourage positive attitudes towards healthy eating."

– Community perception survey participant

AGE OF FARMERS 2011



- LESS THAN 35 YEARS
- 35 - 54 YEARS
- 55 YEARS AND UP



The **average age** of farmers in Greater Peterborough is **56.5**.

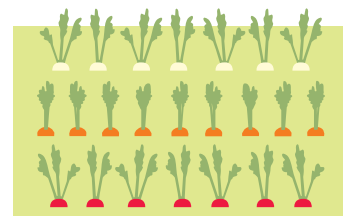


cjpgn in action

In 2013, the Community Foundation provided funding to the Peterborough Community Garden Network, a local collaborative that fosters community gardens in both the City and County of Peterborough, and aims to support local food security, environmental integrity, and community building.

food for thought

Greater Peterborough has
34 COMMUNITY GARDENS
and **8 FARMERS' MARKETS**.



HOW ARE WE DOING WHEN IT COMES TO HEALTH AND WELLNESS? YOU SAID:

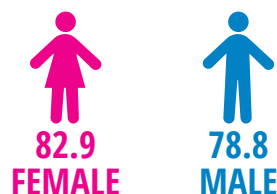


SO-SO

HEALTH AND WELLNESS

LIFE EXPECTANCY

In years.



PHYSICAL ACTIVITY LEVELS

Percentage of people who spend their leisure time being physically active or moderately active (age 12+) in 2012.

59.3% GREATER PETERBOROUGH

54.0% ONTARIO



A larger proportion of people with higher incomes are physically active or moderately active compared to people with lower incomes.

MENTAL HEALTH

Self-reported (age 12+) in 2012.

67.7% HAVE VERY GOOD OR EXCELLENT MENTAL HEALTH.



FALLS

In 2012.

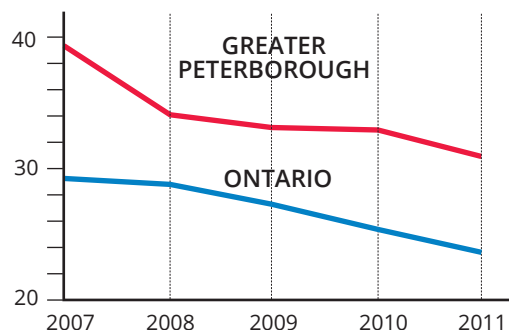
Falls account for **27.3%** of hospitalizations due to unintentional injuries.

Older adults (65+) account for **78.5%** of falls-related hospitalizations.



TEEN PREGNANCY RATE, PER 1,000

For girls 15 – 19 years, 2011.



cfgr in action

In 2013, the Community Foundation supported the Kawartha Haliburton Children's Foundation to conduct self-esteem workshops for girls aged 9-12 to encourage a positive self-image through physical activity and balanced eating. Workshops also addressed the stigma of being a foster child.

"The Peterborough I wish to build includes finding creative ways to reduce inequalities so that all citizens can live a healthy life."

– Community perception survey participant

ABOUT THE COMMUNITY FOUNDATION OF GREATER PETERBOROUGH

The Community Foundation of Greater Peterborough fosters philanthropy through the creation and management of endowed and special funds. Its grants to registered charities enhance the quality of life for local citizens. It is a part of a national network of more than 191 community foundations across Canada. The Community Foundation enables all residents to contribute to positive, lasting changes in our community.

Visit www.cfgp.ca for more information on what the Community Foundation is doing to make Greater Peterborough a vibrant and resilient community.

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THANK YOU

The Community Foundation of Greater Peterborough is thankful for the time, effort, ideas, and inspiration given by Think Tank members, data interpreters, community survey participants, and the dozens of other individuals who contributed to Vital Signs®.

Community Foundations of Canada
Ontario Trillium Foundation
Peterborough Social Planning Council

SMART & CARING
COMMUNITIES



Centre for the Study of Living Standards
City of Peterborough
County of Peterborough
Farms at Work
Greater Peterborough Chamber of Commerce
GreenUP
Kawartha Food Share
Kawartha Land Trust
Lakeland Alliance
New Canadians Centre Peterborough
Ontario Ministry of Agriculture and Food
Otonabee Region Conservation Authority
Peterborough County-City Health Unit
Peterborough Economic Development

Peterborough Family Resource Centre
Peterborough Poverty Reduction Network
Public Energy
Sustainable Peterborough
Sustain Ontario
The Peterborough Examiner
Township of Asphodel-Norwood
Township of Cavan Monaghan
Township of Otonabee-South Monaghan
Township of Selwyn
Trent University
United Way of Peterborough & District
Workforce Development Board
YWCA Peterborough, Victoria & Haliburton

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario.
Relève du gouvernement de l'Ontario.

Special thanks to the Toronto Community Foundation for developing and sharing the Vital Signs® concept and Community Foundations of Canada for supporting a coordinated national Vital Signs® initiative. For more information visit: www.vitalsignscanada.ca.

the Peterborough i wish to build includes...



Created from responses gathered via the community perception survey.