



Greater Peterborough's

Vital Signs

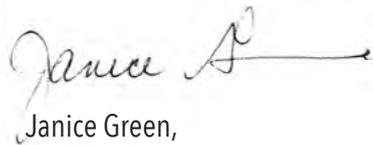
2014

YOUR COMMUNITY MAKES YOU. YOU MAKE YOUR COMMUNITY.

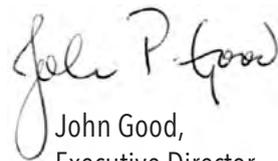
Each of us is a product of our community. The communities we grow up in, and move into, make us who we are. At the same time, our communities are the sum of those who live within them – a unique mix of our personalities, cultures, interests and endeavours. The causes we care about, the time we invest and the people we bring together shape our lives and our communities, now and for future generations.

Community vitality is about where we are and where we're going, and it involves an understanding of our strengths and our needs in order to work together to move ourselves forward. Vital Signs® offers us a snapshot of the vitality of our community, and this snapshot is as much a reflection of each of us as it is an invitation to give back, to keep shaping ourselves and our community.

Take a few minutes to read through Vital Signs®. We hope that you will find yourself reflected here, and we hope that you learn something new about your community. Most of all, we hope that you are as inspired as we are to keep giving back.



Janice Green,
Chair



John Good,
Executive Director

GREATER PETERBOROUGH'S 2ND ANNUAL VITAL SIGNS® REPORT



Links to further information – located throughout this report – are indicated by the icon shown here.

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GLOSSARY AND 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 CMA

The Peterborough CMA (Census Metropolitan Area) is a geographic area established by Statistics Canada which is comprised of the City of Peterborough and four surrounding townships: Cavan Monaghan, Douro-Dummer, Otonabee-South Monaghan and Selwyn. The population of the Peterborough CMA accounts for 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 CMA are marked by an asterisk.

IF GREATER PETERBOROUGH WERE 100 PEOPLE...

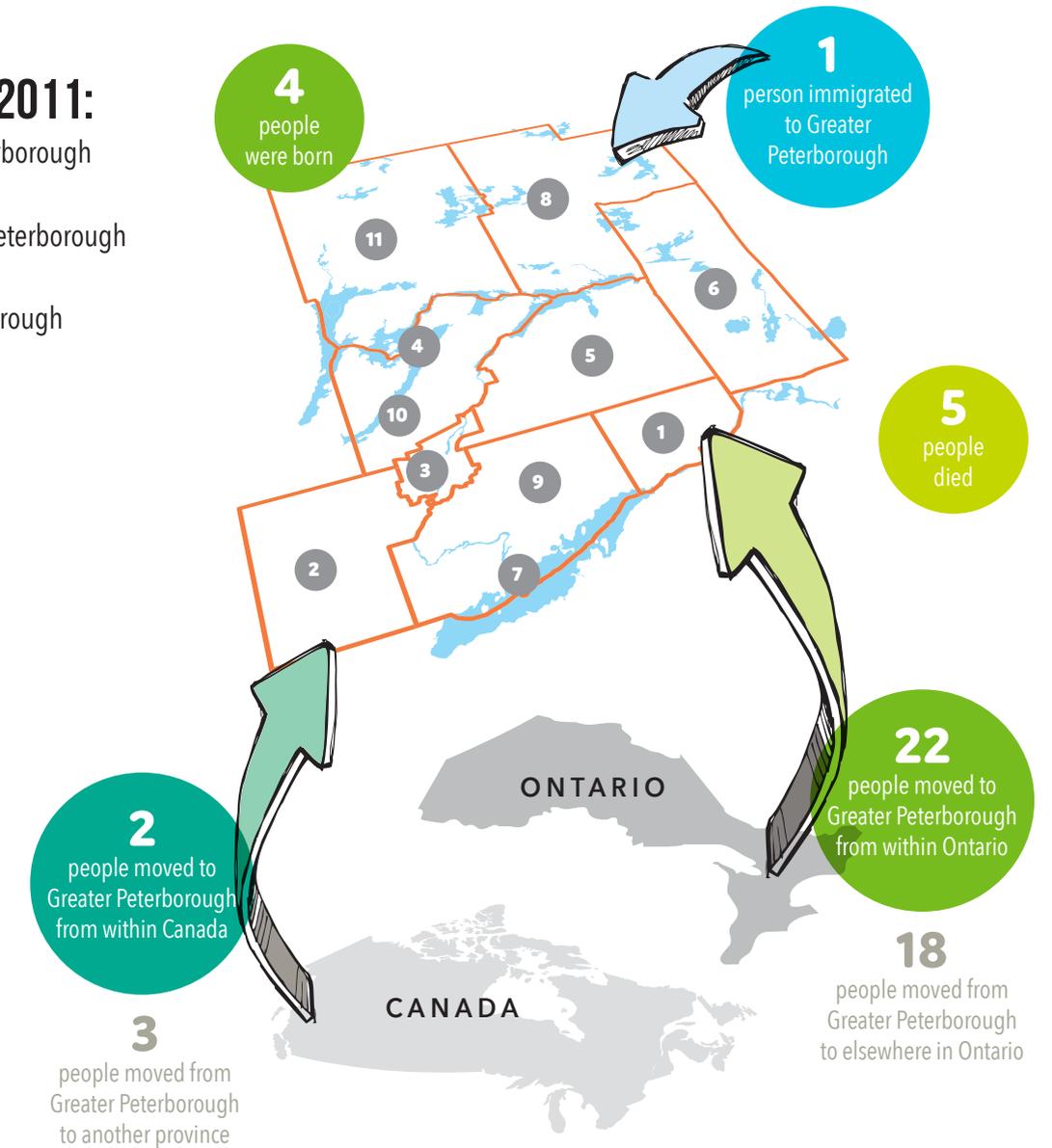
BETWEEN 2006 AND 2011:

The population of the City of Peterborough **increased overall by 4 people.**

The population of the County of Peterborough **decreased overall by 2 people.**

The population of Greater Peterborough **increased overall by 1 person.**

1. Asphodel-Norwood
2. Cavan Monaghan
3. City Of Peterborough
4. Curve Lake
5. Douro-Dummer
6. Havelock-Belmont-Methuen
7. Hiawatha
8. North Kawartha
9. Otonabee-South Monaghan
10. Selwyn
11. Trent Lakes



POPULATION

GREATER PETERBOROUGH



78 698

City of Peterborough
(58%)

56 235

County of Peterborough
(42%)

IN GREATER PETERBOROUGH...

First Nations make up 4% of the population

Visible Minorities make up 3.1% of the population

The median age of the population is 45.7 years

WHERE WE LIVE

73% Single Detached Houses

20% Apartment

7% Semi-detached/Row House

WHO WE LIVE WITH

26% single person households

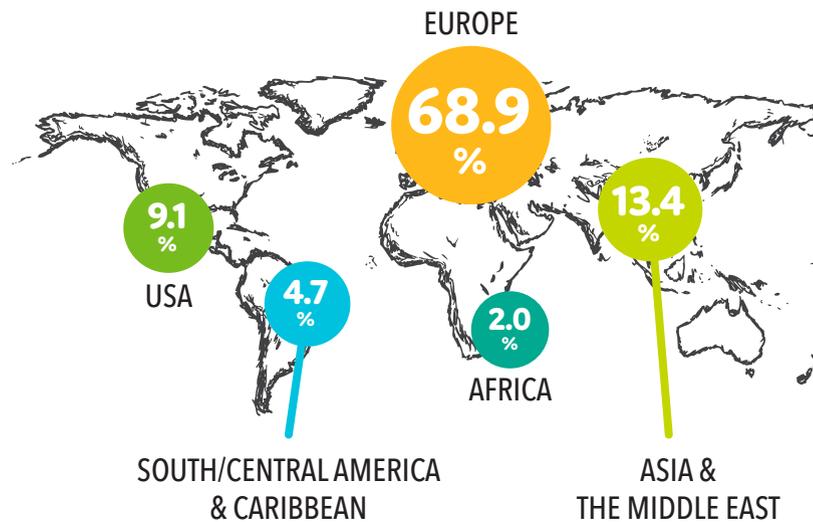
55% 2-3 person households

19% 4+ person households

FOREIGN-BORN POPULATION*

8.2% of people in Greater Peterborough were born in another country.

Birthplaces of foreign born population in Greater Peterborough:



POVERTY

(Low Income Measure, after tax)

16.3% Overall Poverty Rate

19.3% Child Poverty Rate

2.3% Elderly Poverty Rate

INCOME*

\$30 420

Median total income

\$45 328

Median employment income

On average, the median total incomes of women are 32% lower than those of men in the Peterborough CMA.

Community perspective is an important part of vitality. 580 people shared their thoughts on Greater Peterborough through the 2014 community perception survey, telling us about their priorities, what they love about living in our community, and where change is needed, as well as rating the vitality of each area covered in this report on a five point scale. Look for the Community Perception rating on the pages to follow.

Five point scale used to rate areas of community vitality:



Yikes! We urgently need to make some big changes.



Uh-Oh. This is concerning and needs attention



So-So. Some things are good, but some things need to change.



Pretty Good. Overall, we're doing a good job.



Fantastic! Our community is doing great.

Community Perception Survey participants said:

The top three priority areas for Greater Peterborough are...



The best things about living in Greater Peterborough are...



Things we'd like to change in Greater Peterborough include...



ARTS + CULTURE



Community Vitality includes: "... places and events where people gather, share experiences, and make connections."

LIBRARY USE

Average library usage per person in 2012



FYI: There were 230 artists employed fulltime in Greater Peterborough in 2011.

RECREATION FACILITIES

Square metres of municipally owned recreation facilities per 1000 people in 2012

INDOOR

Greater Peterborough	1054 m ²
Barrie	410 m ²
Oshawa	342 m ²

OUTDOOR

Barrie	3354 m ²
Greater Peterborough	621 m ²
Oshawa	27 m ²



ECONOMIC IMPACT OF ARTS & CULTURE*



The total amount of money spent in the local economy as a result of the following festivals and events

\$4 800 000	Peterborough Musicfest (2010)
\$766 234	Multicultural Canada Day (2013)
\$1 000 533	Liftlock Atom Hockey Tournament (2014)

The **Gwen and Bill Brown Fund for the Arts**, a permanent endowment, will make its first grants in 2015 to support charitable projects and organizations within the Peterborough arts community. Established by their daughter with an initial gift of \$50 000, the fund honours the artistic and cultural legacy of Gwen and Bill Brown, long-time residents of Peterborough.



COMMUNITY INVOLVEMENT

The best thing about Greater Peterborough is: "... being immersed in a community of concerned citizens who are actively working to make and keep Peterborough a great place to live."



CHARITABLE DONATIONS*

Proportion of tax filers making charitable donations, and the median charitable donation in 2012

Greater Peterborough	25.0%	\$290
Ontario	23.5%	\$320
Canada	22.4%	\$270



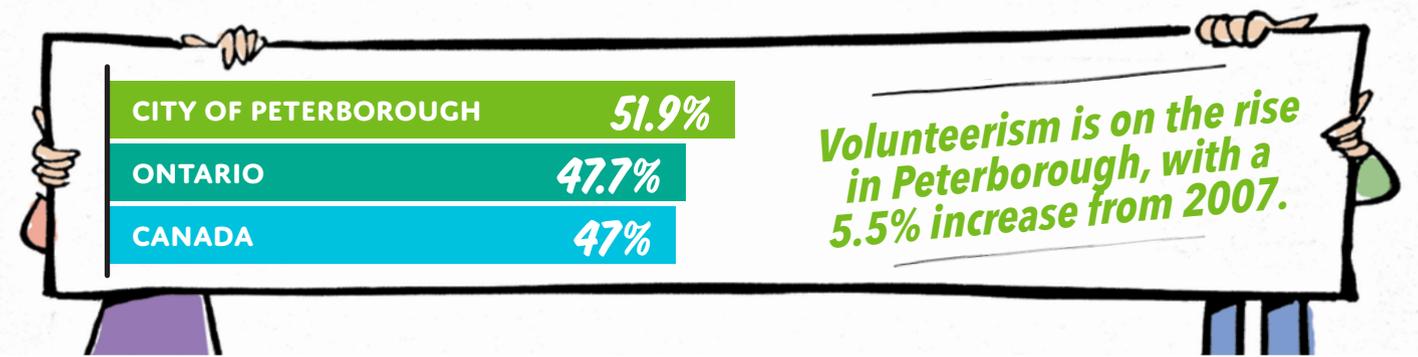
WOMEN IN GOVERNMENT

Proportion of women in municipal government in 2013

GREATER PETERBOROUGH	Mayors 22% , Councillors 26%
ONTARIO	Mayors 14% , Councillors 24%
CANADA	Mayors 16% , Councillors 26%

VOLUNTEERISM

Volunteer Rate in 2010



A 2013 grant to the **New Canadians Centre** enabled volunteers to complete community interpreter training in identified high needs languages including Spanish, Mandarin, Arabic and Korean. Increasing the quality and availability of volunteer interpretation helps people with limited English skills access important community, government and social services and increases their ability to participate in the life of their community.



ECONOMY

LIVING WAGE

The hourly wage required to afford basic everyday expenses and live a decent quality of life in Greater Peterborough in 2012

Single Person



Family of 4 (with 2 workers each earning a living wage)

\$16.47 / HOUR

57% of workers fall below the living wage. If all workers earned a living wage, there would be an additional \$10 million dollars flowing through our local economy every week.

OCCUPATIONS*

Fields of work by proportion of jobs in 2006



Creative occupations, or jobs where people are paid to 'think', rather than 'make', are expected to grow 23% by 2020.



PART TIME WORK*

Proportion of the labour force working part-time in 2010

Greater Peterborough	25.0%
Barrie	20.9%
Oshawa	19.5%



Community Vitality includes:
"... a decent standard of living for everyone, regardless of income."



ENVIRONMENT

The best thing about Greater Peterborough is:
"... the environment; green space, trails and parks, we have it all!"



OPEN SPACE

Average hectares of municipally owned open space per 1000 people in 2012



AIR QUALITY

Number of days with smog advisories



Greater Peterborough had an average of 6 days with smog advisories per year from 2010 - 2013, compared to the provincial average of 13 days per year.

PUBLIC TRAILS

Average kilometers of trails per 1000 people in 2012

There is a total of 108 km of trails in Greater Peterborough; 28 km in the City of Peterborough and 80 km in the County of Peterborough.



CFGF is investing in *Make Work*, a series of professional development activities designed to propel the careers of artists and cultural workers to the provincial and national level. Delivered by **ARTSPACE** and the **Peterborough Folk Festival**, this program will foster employment growth and economic sustainability within our region's arts and culture sector.



CFGF presented **7 Days of Green** during Environment Week in June 2014 with 22 community partners. Events, including honey tasting, bat watching and Peterborough's first ever buy-local cash mob, helped to encourage green living and green giving. 7 Days of Green allowed environmentally focused charities in our community to showcase their innovative programs and leverage their collective voices and resources to increase their impact in the community.

FOOD SECURITY

FOOD BANKS

Number of individuals who accessed a food bank in March 2013

7728



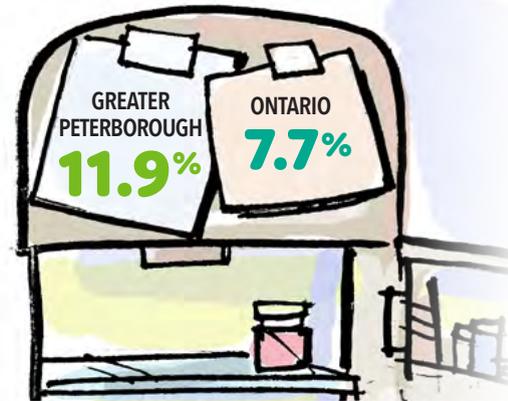
Of these 7728 people, 249 were seniors, 3153 were children, 152 were post-secondary students, 267 were employed, 1495 were receiving social assistance, 138 were home owners, 1786 rented and 391 lived in social housing.

FOOD INSECURITY

Percent of population (12+) in food insecure households in 2011/2012

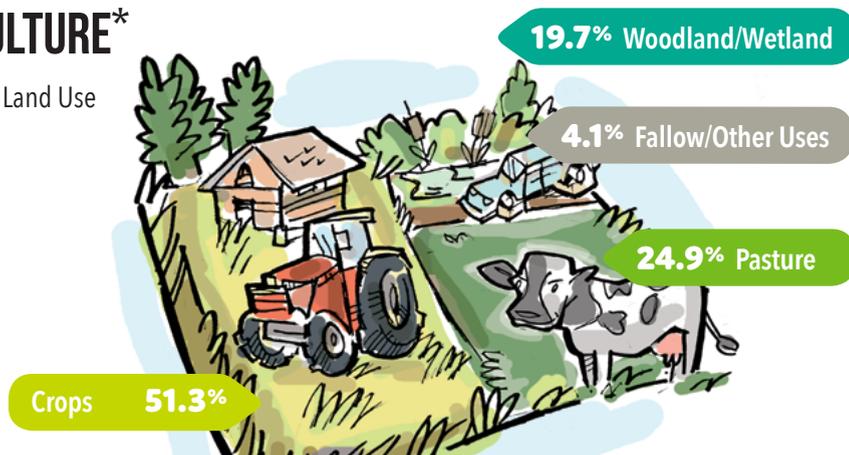
Food insecurity has increased by 4.1% since 2007.

NOTE: A household is considered food insecure if it is experiencing a shortage of good quality food, or is at risk of a shortage, because of a lack of income.



AGRICULTURE*

Agricultural Land Use in 2011



Community Vitality means:
"... everyone can access decent food, barrier free."

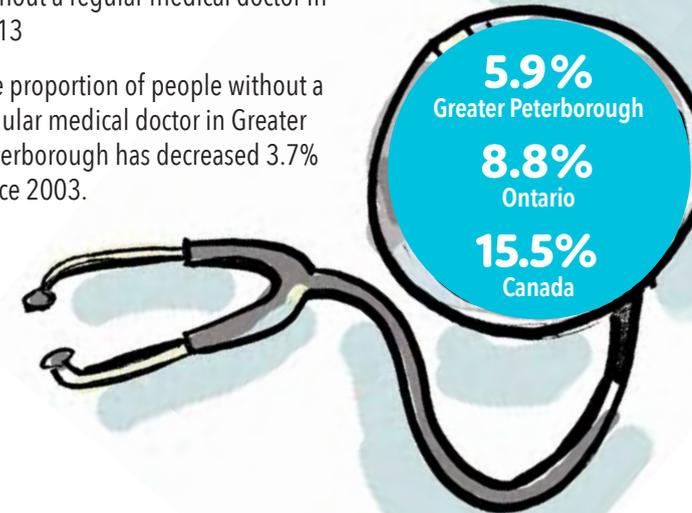


HEALTH + WELLNESS

ACCESS TO DOCTORS

Proportion of the population (12+) without a regular medical doctor in 2013

The proportion of people without a regular medical doctor in Greater Peterborough has decreased 3.7% since 2003.



MOOD DISORDERS

Population (12+) who reported that they have been diagnosed by a health professional as having a mood disorder in 2013

Greater Peterborough	13.0%
Ontario	8.4%
Canada	7.6%

DENTAL HEALTH

Proportion of the population (12+) that visited a dentist in the past 12 months (2009/2010)

74.4%
Greater Peterborough

70.2%
Ontario



43% of people in Greater Peterborough who hadn't seen a dentist in the past three years said that cost was a barrier, compared to 29% provincially.

Community Vitality means
"... everyone must be able to participate in the community and have equal access to a healthy life."





RENT*

Average rent for a 2 bedroom apartment in 2011

Greater Peterborough **\$899**

Ontario **\$940**

A renter in Greater Peterborough would need an annual income of \$38 200 for the average 2 bedroom apartment to be affordable.

AFFORDABILITY*

Proportion of households in core housing need in 2011

Overall	Renters	Owners
25.9%	48.1%	17.8%

Note: A Household is considered to be in 'core housing need' if shelter costs exceed 30% of income. Renters are more likely than homeowners to live in unaffordable housing.

RESALE PRICE*

Average resale price of a house in 2011

A homeowner in Greater Peterborough would need an annual income over \$71 100 for the average house to be affordable.



FYI: There are 3 emergency housing shelters in Greater Peterborough which sheltered an average of 57 people per night in 2013.

ACKNOWLEDGEMENTS

The Community Foundation of Greater Peterborough is grateful to all of the individuals and organizations who contributed to *Vital Signs*®.



Cavan Monaghan Libraries
 Centre for the Study of Living Standards
 City of Peterborough
 Community Counselling and Resource Centre
 County of Peterborough
 Douro Dummer Library
 Greater Peterborough Chamber of Commerce
 GreenUP
 Havelock-Belmont-Methuen Public Library
 Heads up for Inclusion
 Kawartha Food Share
 Kawartha Land Trust
 New Canadians Centre
 North Kawartha Library
 Peterborough County-City Health Unit

Peterborough Economic Development
 Peterborough Musicfest
 Peterborough Poverty Reduction Network
 Peterborough Social Planning Council
 Public Energy
 RBC Employee Volunteer Grant Program
 Selwyn Public Library
 Sport Kawartha
 Sustainable Peterborough
 Trent Centre for Community Based Education
 Trent Lakes Public Library
 Trent University
 United Way of Peterborough and District
 Workforce Development Board

**WANT TO GIVE BACK
TO YOUR COMMUNITY?**

