

## IF GREATER PETERBOROUGH\* WERE 100 PEOPLE...



**\$** 32 MAKE LESS THAN \$20,000/YEAR

**\$\$** 11 MAKE MORE THAN \$80,000+/YEAR

**ODSP** 8 ACCESS SOCIAL ASSISTANCE

**\$** 57 ARE EMPLOYED

**\$** 8 RECEIVE EMPLOYMENT INSURANCE

**\$** 26 SPEND 30% + OF INCOME ON HOUSING

**OAS** 27 RECEIVE OAS (OLD AGE SECURITY)

**CPP** 34 RECEIVE CPP (CANADA PENSION PLAN)

**\$** 24 DONATE TO CHARITY

### 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 know 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 land being farmed 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.

### ABOUT VITAL SIGNS®

Community is complicated and Greater Peterborough is a complex place. It's made up of many different parts. 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.

SHARE YOUR #VitalConversations

#VitalPtbo

@cfpg\_

communityfoundationptbo

cfgp.ca/vitalsigns

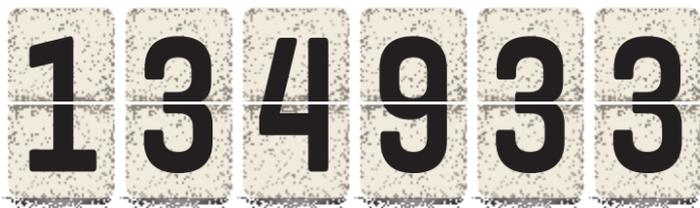


**FYI:** This is the 4th Greater Peterborough's Vital Signs® report. To see past reports, check out other statistics and find information on data sources, visit [cfgp.ca/vitalsigns](http://cfgp.ca/vitalsigns)



## DEMOGRAPHICS

### POPULATION



**78,698**  
City of Peterborough  
(58%)

**56,235**  
County of Peterborough  
(42%)

By **2025**, Greater Peterborough will grow to **144,241** people, with **62%** in the City, **38%** in the County

### ABORIGINAL POPULATION

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.



### MEDIAN HOURLY EARNINGS\* (2015)

**\$20.00** GREATER PETERBOROUGH

**\$22.00** ONTARIO

### SOCIAL ASSISTANCE

Annual Ontario Works allowance in 2014

**\$7,512** SINGLE PERSON

### POVERTY\*

Families in Poverty, Low Income Measure, after tax, 2014

**15.8%**

### LIVING WAGE

The hourly wage required to afford basic everyday expenses and live a decent quality of life in Greater Peterborough in 2015

**\$17.65** HOUR

### MEDIAN TOTAL INCOME\* (2014)

**\$31,960**

### AGE

Percent of total population in 2015



## ARTS & CULTURE

### INVESTMENTS IN ARTS AND CULTURE

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

**\$65.29**  
GREATER PETERBOROUGH

**\$106.26**  
KINGSTON & FRONTENAC COUNTY

**\$107.58**  
GUELPH & WELLINGTON COUNTY



### INDIGENOUS CULTURAL CELEBRATIONS

The number of people who gather annually at the Curve Lake First Nation Pow Wow and Hiawatha First Nation's Pow Wow.

**10,000**

These celebrations build relationships and uphold traditions, while having a positive economic impact in Greater Peterborough.

**FYI:** 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.

## COMMUNITY INVOLVEMENT

### SCHOOL CONNECTEDNESS

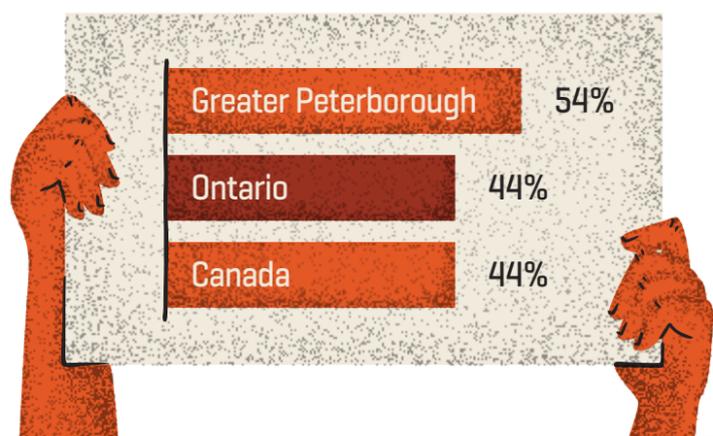
Proportion of students (grade 9 - 12) who feel connected to their school (2014/2015)

In a **2010** survey, youth who identified as newcomers, LGBTQ+, Aboriginal, or racialized were more likely to feel unwelcome at a community or school event.



### VOLUNTEERISM\*

Volunteer rate in 2013



## ECONOMY

### IMMIGRANT ENTREPRENEURSHIP\*

Rate of immigrant self-employment, 2012

**36%** GREATER PETERBOROUGH

**23%** KINGSTON

**22%** HAMILTON

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

### 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

### NEW BUSINESS

Number of business start-ups and expansions

**63** 2012

**68** 2013

**77** 2014

**84** 2015



### EMPLOYMENT\*

Averages, January - July 2016

**62,800** PEOPLE IN THE LABOUR FORCE

**59,800** PEOPLE EMPLOYED

**3,000** PEOPLE UNEMPLOYED

Unemployment Rate: **4.8%**

This 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%**.

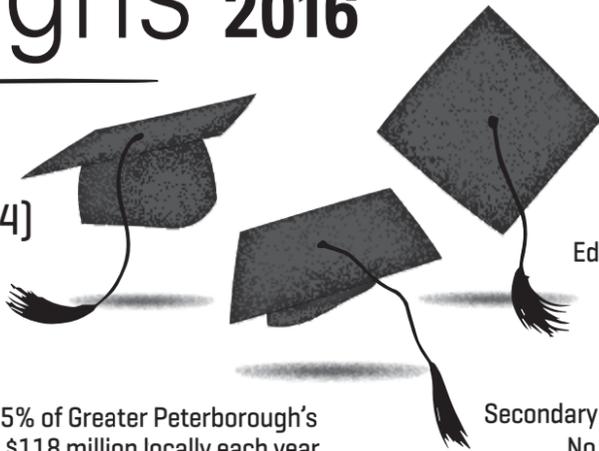
**FYI:** 180 Government Assisted Refugees are expected to settle in the Peterborough area between 2016 and 2017. On a per capita basis, Greater Peterborough\* will be welcoming more refugees during this time than larger cities such as Toronto, Ottawa and Vancouver.

## EDUCATION

### POST-SECONDARY (2014) STUDENT POPULATION

Trent University **7,300**  
Fleming College **3,972**  
Seneca College **150**

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



### EDUCATION & EMPLOYMENT

Education levels required in local job postings

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

## FOOD SECURITY

### FARMERS

Number of farmers under 35 years

**270** (1991)  
**85** (2011)

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

### POST-SECONDARY EDUCATION\*

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

**56.2%** GREATER PETERBOROUGH  
**55.6%** ONTARIO  
**55.4%** CANADA

### HIGH SCHOOL COMPLETION\*

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

**14%** GREATER PETERBOROUGH  
**16%** ONTARIO  
**17.3%** CANADA



## 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.

### CYCLING ROUTES

Total kilometres of cycling routes

### PARKS & GREENSPACE\*

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

**81%** GREATER PETERBOROUGH  
**84%** ONTARIO  
**85%** CANADA



### INVESTMENT IN TRANSIT

Municipal spending on transit, per person in 2014

**\$135.33** BARRIE  
**\$127.89** KINGSTON  
**\$166.26** CITY OF PETERBOROUGH  
**\$234.10** GUELPH

### COST OF FOOD

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

**\$820** (2013)  
**\$865** (2015)



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

### FOOD BANKS

Average number of people accessing a food bank each month in 2015



**FYI:** 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.

**FYI:** 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.

## 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



### RENT\*

Average rent for a 2 bedroom apartment in 2015

**\$959/MONTH**

An hourly wage of **\$19.67** (working full time) or an annual income of **\$38,360** is required for the average 2 bedroom apartment to be affordable.

## HEALTH & WELLNESS

### PHYSICAL ACTIVITY

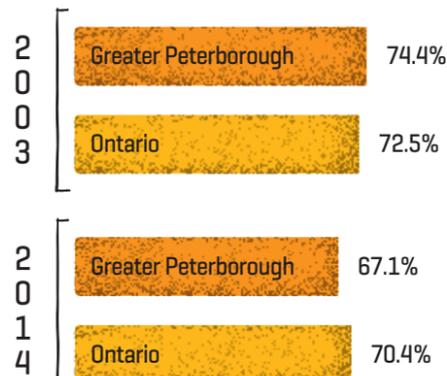
Proportion of population meeting recommended physical activity levels in 2014

**15.4%** ADULTS  
**4%** YOUTH  
**7%** CHILDREN



### MENTAL HEALTH

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



### BREASTFEEDING

Proportion of women breastfeeding 48 hours after birth (2014)

**87.3%** 2014

Proportion of women breastfeeding 6 months after birth

**40%** 2006

**58.6%** 2012

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

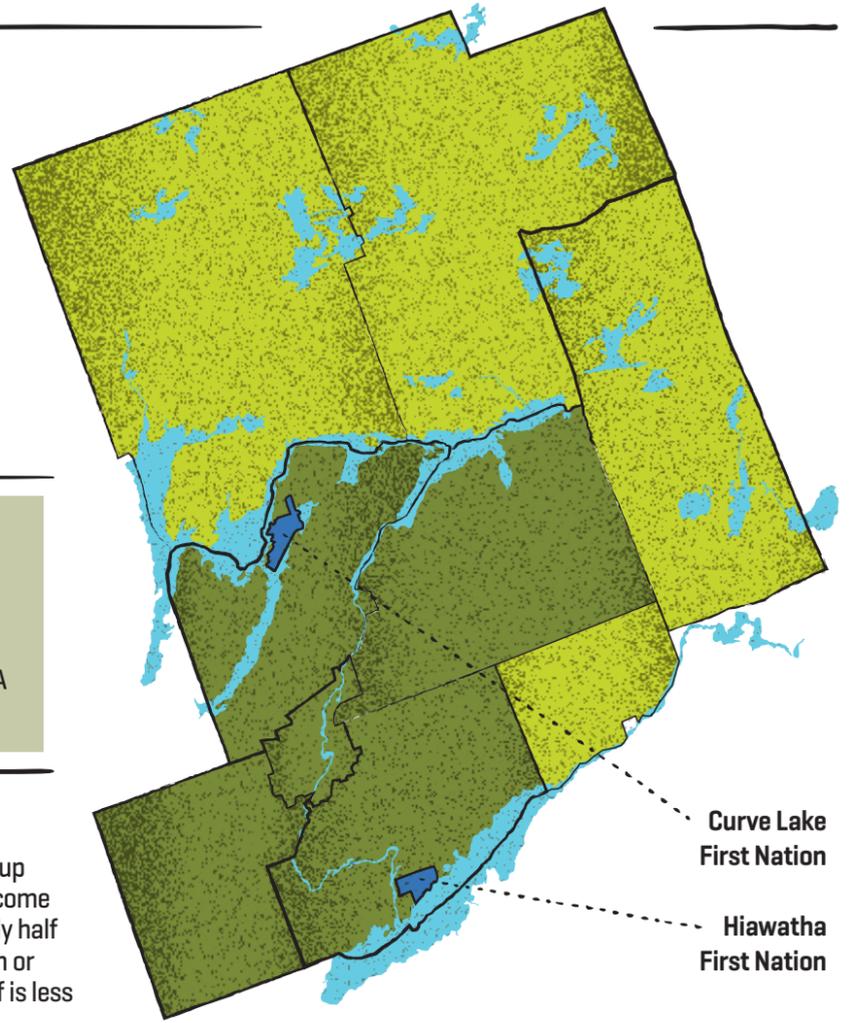
**FYI:** There have been an average of 1543 households on the social housing waitlist in Greater Peterborough since 2009.

## 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.

Statistics with this mark have been updated from previous Vital Signs® reports.



### \*PETERBOROUGH CMA

The Peterborough CMA (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 CMA 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 CMA are marked with an asterisk [\*].

### MEDIAN

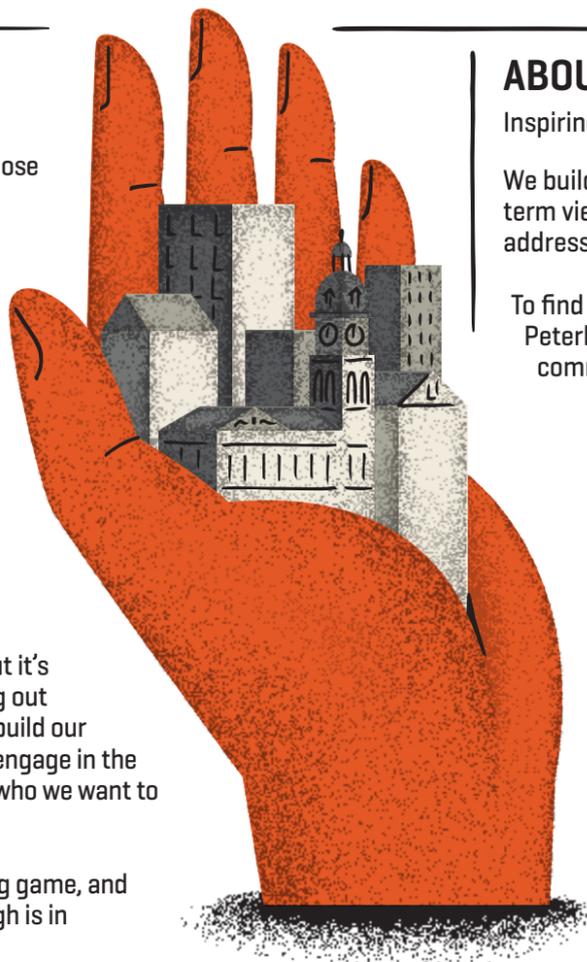
A 'median' is the middle number in a group of numbers. For example, if a median income is given as \$26,000, it means that exactly half of the incomes reported are greater than or equal to \$26,000, and that the other half is less than or equal to the median amount.

## 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 community's strengths and 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 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 Greater Peterborough, 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 CFGP

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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**COMMUNITY  
FOUNDATION  
OF GREATER  
PETERBOROUGH**

## ACKNOWLEDGEMENTS

Greater Peterborough's Vital Signs® is a collaborative community initiative led by the Community Foundation of Greater Peterborough. We are grateful to the many individuals and organizations who contributed to the report.

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