

**COMMUNITY FOUNDATION GREY BRUCE  
VITAL SIGNS REPORT (2016)  
INDICATORS AND DATA SOURCES**

## ***Grey Bruce Community Foundation Vital Signs 2016 Full Indicators and Data Sources***

### **Community Research Partners**

Four County Labour Market Planning Board

Grey Bruce Health Unit

Grey Bruce United Way

Nikaanaganaa Counselling & Learning Centre

Watson & Associates Economists Ltd.

### **Indicator Data Sources**

Community Foundation Grey Bruce VitalSigns Survey (2015)

Four County Labour Market Planning Board, Skills Gap Report (2014)

Grey Bruce Health Unit, Community Picture Report (2014)

Grey Bruce Health Unit, State of the Environment Report (2014)

Grey Bruce Newcomers Network

Grey Sauble Conservation Authority

Ontario Arts Council, Arts Engagement Study (2011)

Ontario Ministry of Health and Long-term Care

Ontario Ministry of Education

Ontario Ministry of Infrastructure

Regional Tourism Organization 7 (Bruce, Grey, Simcoe)

Saugeen Valley Conservation Authority

Statistics Canada, Canadian Community Health Survey (2013-14)

Statistics Canada, Census Profile (2011)

Statistics Canada, National Household Survey (2011)

Statistics Canada, T1 Family File (2011)

United Way of Bruce Grey Utility Assistance Program (2015/16)

United Way of Bruce Grey Hunger Report (2015)

Waste Diversion Ontario (2014)

## **DEMOGRAPHIC OF SURVEY RESPONDENTS**

*In 2015, Community Foundation Grey Bruce conducted a survey and three public engagement meetings that asked residents of Grey Bruce and the First Nations Territories which issues were important to them. Approximately 504 people responded to the survey. The survey respondents and public discussions helped to determine the areas of vitality that were examined in the Vital Signs report.*

### **Q54 Check the three areas of vitality that are most important to you.**

*Answered: 498; Skipped: 6*

Employment & Economy: 253  
Health & Wellness: 238  
Education & Learning: 157  
Environment: 145  
Community Involvement, Belonging & Leadership: 133  
Arts & Culture: 100  
Income Distribution & Poverty: 96  
Housing & Homelessness: 88  
Recreation & Leisure: 82  
Getting Around (Transportation): 70  
Food Security: 54  
Safety & Security: 54  
Diversity: 34  
Getting Started & Living Here: 31

*Please note, total responses exceed total number of survey respondents as up to three areas of vitality could be chosen by each respondent.*

### **Q54 Do you consider yourself to be part of an ethnic or cultural minority?**

*Answered: 492; Skipped: 12*

Yes: 59 (12%)  
No: 433 (88%)  
Total Responses: 492

### **Q55 How long have you live here?**

*Answered: 495; Skipped: 9*

Under 5 years: 61 (12%)  
6 to 10 years: 66 (13%)  
11 to 20 years: 91 (19%)  
More than 20 years: 276 (56%)  
Seasonal Dweller: 1(0%)  
Total Responses: 495

### **Q56 What is your gender?**

*Answered: 495; Skipped: 9*

Male: 139 (28%)  
Female: 355 (72%)  
Other: 1 (0%)  
Total Responses: 495

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**Q57 What age group do you fit into?**

*Answered: 498; Skipped: 6*

Under 14 years: 0 (0%)  
15 to 19 years: 11 (2%)  
20 to 24 years: 21 (4%)  
25 to 34 years: 62 (12%)  
35 to 44 years: 74 (15%)  
45 to 64 years: 254 (51%)  
65 to 84 years: 73 (15%)  
Over 85 years: 3 (1%)  
Total Responses: 498

**Q59 How many people currently live in your household? Please include yourself.**

*Answered: 493; Skipped: 11*

1 person: 68 (14%)  
2 people: 221 (45%)  
3 people: 88 (18%)  
4 people: 75 (15%)  
5 people: 26 (5%)  
6 or more people: 15 (3%)  
Total Responses: 493

## IF GREY BRUCE WERE A VILLAGE OF 100

### Source: Canadian Community Health Survey Indicators 2013-14

Grey Bruce Health Unit. (2016). Canadian Community Health Survey Indicators: 2013-14.

<https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/Canadian%20Community%20Health%20Survey%20Indicators%202013-14.pdf>

#### Current Smokers

"In your lifetime, have you smoked a total of 100 or more cigarettes (about 4 packs)? Yes, No" (Statistics Canada, 2015b, p. 150).

If yes:

"At the present time, do you smoke cigarettes daily, occasionally, or not at all?" (Statistics Canada, 2015b, p. 151).

Table 59. Percent who are current smokers by year, GBHU and Ontario

Year	GBHU	Ontario
2013/14	18.8 (15.3–22.4)	17.7 (17.1–18.3)

#### Leisure Time Physical Activity

This indicator is derived from a series of questions that ask about various physical activities that respondents may engage in. The resulting indicator measures three levels of physical activity: Active, Moderately active, and Inactive.

##### Moderately Active or Active

Table 68. Percent who are physically active by year, GBHU and Ontario

Year	GBHU	Ontario
2013/14	58.6 (53.0–64.2)	53.4 (52.5–54.4)

### Source: Statistics Canada 2011 Census Profile Grey Bruce

#### If Grey Bruce were a village of 100:

- Total Population 15 years and over by Marital Status: 134,770
  - Married or Living with a Common-Law Partner: 85,355 (63%)
  - Divorced: 6,980 (5%)
  - Single (and never legally married): 29,090 (22%)
- Total Population by age groups: 158,670
  - Over the age of 65 years: 32,745 (21%)
- Detailed Mother Tongue - Total population excluding institutional residents: 156,220
  - Single Responses English – 143,820 (92%)

#### If Ontario were a village of 100:

- Total Population 15 years and over by Marital Status: 10,671,050
  - Married or Living with a Common-Law Partner: 6,158,610 (58%)
  - Divorced: 593,735 (6%)
  - Single (and never legally married): 2,985,020 (28%)
- Total Population by age groups: 12,851,820
  - Over the age of 65 years: 1,878,335 (15%)
- Detailed Mother Tongue - Total population excluding institutional residents: 12,722,060
  - Single Responses English – 8,677,045 (68%)

### Source: Statistics Canada 2011 National Household Survey (NHS) Profile Grey Bruce

#### If Grey Bruce were a village of 100:

- Total Population in private households by immigrant status: 155,070
  - Immigrants: 11,660 (8%)
- Total labour force aged 15 years and over by class of worker: 82,080
  - Self-employed: 13,275 (16%)

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### **If Ontario were a village of 100:**

- Total Population in private households by immigrant status: 12,651,795
  - Immigrants: 3,611,365 (29%)
- Total labour force aged 15 years and over by class of worker: 6,864,985
  - Self-employed: 706,425 (10%)

## **HEALTH & WELLNESS**

### **Source: Canadian Community Health Survey Indicators 2013-14**

Grey Bruce Health Unit. (2016). *Canadian Community Health Survey Indicators: 2013-14*.

<https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/Canadian%20Community%20Health%20Survey%20Indicators%202013-14.pdf>

#### **Self-rated Health**

Self-rated health is a person's perception of his or her own health. Perceived health is an indicator of overall health status. It can reflect aspects of health not captured in other measures, such as incipient disease, disease severity, physiological and psychological reserves and social and mental function. Perceived health refers to a person's health in general—not only the absence of disease or injury, but also physical, mental and social well being.

It is presented in terms of the percentage of people who rated their health as very good or excellent.

Question "This survey deals with various aspects of your health. The following questions ask about physical activity, social relationships and health status. By health, we mean not only the absence of disease or injury but also physical, mental and social well-being. In general, would you say your health is: Excellent, Very good, Good, Fair, or Poor?"

Table 2. Percent in Very Good or Excellent Self-Rated Health by Region

Region	Rate
Canada	59.2 (58.8–59.7)
Ontario	59.5 (58.8–60.3)
GBHU	57.4 (52.3–62.4)

#### **Self-rated Mental Health**

Self-rated mental health is another indicator or predictor of real health status. It is a person's own perception of his or her own mental health status, and represents not only the absence of mental illness, but also the ability to enjoy life. Self-rated mental health is presented in terms of the percentage of people who rated their mental health as very good or excellent.

Question "In general, would you say your mental health is: Excellent, Very good, Good, Fair, or Poor?"

Table 8. Percent in Very Good or Excellent Self-Rated Mental Health by Region

Region	Rate
Canada	71.1 (70.6–71.6)
Ontario	70.7 (69.8–71.5)
GBHU	67.9 (64.1–71.7)

#### **Increase in Obesity Rates since 2003**

Body mass index (BMI) is derived from respondents' height and weight, as reported by them. It's weight in kg divided by the square of height in metres (BMI = kg/m<sup>2</sup>), rounded down to the nearest whole number for the purpose of categorizing by BMI class. A 2008 study published by Statistics Canada found that, on average, when comparing reported height and weight to measured height and weight, men underestimated their BMI by 0.9 kg/m<sup>2</sup>, while women underestimated it by 1.2 kg/m<sup>2</sup> (Shields, M., Connor Gorber, S., & Tremblay, M. S., 2008). This has implications for reported obesity and overweight rates—real obesity and overweight rates are likely to be higher than the rates presented.

BMI categories are as follows:

- <20 Underweight
- 20 to 24 Normal weight
- 25 to <30 Overweight
- 30 and over Obese
  - (30 to <35 = Class I obese)
  - (35 to <40 = Class II obese)
  - (40 and over = Class III obese)

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Table 43. Percent who are obese by year, GBHU and Ontario

Year	GBHU	Ontario
2003	22.7 (19.3–26.0)	15.2 (14.7–15.8)
2013/14	25.0 (20.1–29.8)	19.2 (18.5–19.9)

Reference: Shields, M., Connor Gorber, S., & Tremblay, M. S. (2008). *Estimates of obesity based on self-report versus direct measures. Component for Statistics Canada. Health Reports, Number 82-003-X.*

### Current Smokers

"In your lifetime, have you smoked a total of 100 or more cigarettes (about 4 packs)? Yes, No" (Statistics Canada, 2015b, p. 150).

If yes:

"At the present time, do you smoke cigarettes daily, occasionally, or not at all?" (Statistics Canada, 2015b, p. 151).

Table 59. Percent who are current smokers by year, GBHU and Ontario

Year	GBHU	Ontario
2013/14	18.8 (15.3–22.4)	17.7 (17.1–18.3)

### Life Satisfaction

Life satisfaction is a personal subjective assessment of global well-being. This indicator presents the responses to the question presented below ranging from 8 to 10.

Question "Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?"

Table 14. Percent in Who Are Satisfied or Very Satisfied with Life in General by Region

Region	Rate
Canada	92.0 (91.7–92.3)
Ontario	90.9 (90.4–91.5)
GBHU	90.5 (87.6–93.4)

### Regular Heavy Drinking

Shield et al. (2012) noted that by 2005, 7.7% of deaths of Canadians between the ages of 0 and 64 were alcohol-attributable, and "[t]he largest contributors to alcohol-attributable mortality were unintentional injuries, malignant neoplasms [cancer], and digestive diseases". Further, "[t]he most important specified causes of preventable deaths were liver cirrhosis ... and motor vehicle accidents" (ibid).

Although some diseases see a reduced risk with the consumption of small amounts of alcohol, alcohol consumption contributes to approximately 14 times the potential years of lives lost than it prevents (Shield et al., 2012), largely contributed to by heavy drinking (cirrhosis, motor vehicle accidents). Alcohol-attributable deaths are largely preventable through following safer drinking practices.

Canada's Low-risk Alcohol Drinking Guidelines suggests that the safest levels of alcohol consumption (besides abstinence) should fall within the following limits:

For men: 15 drinks a week, maximum, with no more than 3 drinks a day on most days  On special occasions, no more than 4 drinks

For women: 10 drinks a week, maximum, with no more than 2 drinks a day on most days  On special occasions, no more than 3 drinks

Source: (Canadian Centre on Substance Abuse, 2013)

The Regular Heavy Drinking indicator provides the estimate of the population who exceed the special occasion Low-Risk Drinking Guideline at least monthly.

Questions "During the past 12 months ... have you had a drink of beer, wine, liquor or any other alcoholic beverage? Yes, No"



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If Yes: "How often in the past 12 months have you had [5 if male, 4 if female] or more drinks on one occasion? Never, Less than once a month, Once a month, 2 to 3 times a month, Once a week, More than once a week"

Table 66. Percent in Who Are Regular Heavy Drinkers by Year

Region	Rate
Canada	18.4 (18.0–18.8)
Ontario	16.7 (16.0–17.3)
GBHU	22.7 (17.3–28.0)

References: Shield, K. D., Taylor, B., Kehoe, T., Patra, J., & Rehm, J. (2012). Mortality and potential years of life lost attributable to alcohol consumption in Canada in 2005. *BMC Public Health*, 12(1), 1–12.

### Leisure Time Physical Activity

This indicator is derived from a series of questions that ask about various physical activities that respondents may engage in. The resulting indicator measures three levels of physical activity: Active, Moderately active, and Inactive.

Table 68. Percent Who Are Physically Active by year, GBHU and Ontario

Year	GBHU	Ontario
2003	52.5 (48.3–56.6)	51.4 (50.7–52.1)
2013/14	58.6 (53.0–64.2)	53.4 (52.5–54.4)

### Nutrition – Consuming Fruits or Vegetables 5 or more Times a Day<sup>x</sup>

This indicator is a composite of six indicators that measure how many times a day the following are consumed: fruit juice, fruit, salad, potatoes, carrots, and other vegetables. It is based on the answers to a series of questions about consumption of specific fruit and vegetables and their juice.

Table 74. Percent Who Consume Fruit/Vegetables 5+ Times a Day by Year, GBHU and Ontario

Year	GBHU	Ontario
2003	47.0 (41.3–52.7)	41.9 (41.1–42.6)
2013/14	42.0 (36.8–47.2)	38.7 (37.9–39.6)

**Source:** [Statistics Canada 2011 Census Profile Grey Bruce](#)

### Aging Population

- Total Population by age groups: 12,851,820
  - Over the age of 65 years: 1,878,335 (15%)

**Source:** [Community Foundation Grey Bruce VitalSigns Survey](#)

### Q21 How would you rate the access to physical health & wellness services?

Answered: 499; Skipped: 5

Excellent: 75 (15%)

Good: 252 (50.5%)

Fair: 126 (25.25%)

Poor: 46 (9.25%)

Don't Know: 0 (0%)

Total Responses: 499

**Source:** [Ontario Ministry of Health and Long-term Care](#)

### Unintentional Falls

Emergency Room Visits ERV data were extracted from the Ambulatory Visits tables, which contain data from the National Ambulatory Care Reporting System (NACRS), developed by the Canadian Institute for Health Information (CIHI). The data citation for these emergency room visit data is:

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Reference: Ambulatory Visits 2003–2009, Ontario Ministry of Health and Long-term Care, IntelliHEALTH Ontario, Date Extracted: February 25, 2011.

*“Fall on same level involving ice and snow; Fall on same level from slipping, tripping and stumbling; Fall involving skates, skis, sport boards and in-line skates; Other fall on same level due to collision with, or pushing by, another person; Fall while being carried or supported by other persons; Fall involving wheelchair and other types of walking devices; Fall involving bed; Fall involving chair; Fall involving other furniture; Fall involving playground equipment; Fall on and from stairs and steps; Fall on and from ladder; Fall on and from scaffolding; Fall from, out of or through building or structure; Fall from tree; Fall from cliff; Diving or jumping into water causing injury other than drowning or submersion; Fall from one level to another; Other fall on same level; and Unspecified fall”*

Summary: Grey Bruce has a 72% higher age-standardized rate of unintentional falls ERVs (emergency room visits) ( $4922.4 \pm 56.6$  per 100,000 population, RR = 1.72) than Ontario. The four-year Grey Bruce age-standardized rate of unintentional falls ERVs has also risen by 5% over that of the last four-year period. Age-specific unintentional falls ERV rates are highest for the 0–14-year old and 65-year-old and over age groups ( $7434.7 \pm 161.3$  and  $7061.8 \pm 144.3$  per 100,000 population, respectively).

## **ARTS & CULTURE**

### **Source: Regional Tourism Organization 7 (Bruce, Grey, Simcoe)**

Regional Tourism Organization 7 provides strategic and collaborative leadership to build, sustain and grow tourism in [BruceGreySimcoe \(see map\)](#). We are one of 13 RTOs – independent, not-for-profit corporations - to which the Ontario government provides some \$38 million in annual funding to lead tourism planning, marketing and development in their respective [regions](#).

#### **Employment in Region 7 Tourism-related industries, 2011 – 2014**

Region	2011	2014
Bruce	3,229	3,274
Grey	5,360	5,580

References: Region 7 - <http://rto7.ca/Public/Home>  
Ministry of Tourism, Culture and Sport. (2014). <http://www.mtc.gov.on.ca/en/research/rtp/rtp.shtml>

### **Source: Ontario Arts Council**

#### **Support for Local Talent**

Reference: Ontario Arts Council. (2011). *Ontario Arts Engagement Study: Results from a 2011 Province-wide Study of the Arts Engagement Patterns of Ontario Adults*.

The Ontario Arts Engagement Study is an assessment of patterns of engagement in arts activities amongst Ontario residents, commissioned by the Ontario Arts Council (Ontario, Canada). Data collection was completed by Ipsos Reid in May and June of 2011. A total of 1,594 telephone interviews were completed, including a general population sample of 1,300 and booster samples of certain sub-populations of interest, including visible minorities, Aboriginals and Francophones.

This study group responses by area or region including: 1) City of Toronto, 2) 905 region (Greater Toronto Area excluding the City of Toronto), 3) Central Ontario, 4) Eastern Ontario, 5) Northern Ontario, and 6) Southwest Ontario. Bruce and Grey Counties are part of the Southwest Ontario group. Data was not able to extracted for just Bruce and Grey Counties.

**Frequency Index:** A standardized measure of frequency, with a baseline at 100 (the grand mean for all activities). This allows for comparison of subgroups of respondents on individual arts activities. For example, the frequency index for “listen to music on a local radio station” is 495 vs. an average of 100 for all 45 activities. In other words, Ontarians reported frequency of doing this activity is nearly five times higher than the average frequency of all activities.

Southwest (n = 307)

- Music Activities Compared: Attend concerts by students or community musicians = 109 (index)
- Theatre Activities Compared: Attend plays or musicals with student or community actors = 109 (index)

## **EDUCATION & LIFELONG LEARNING**

**Source: Grey Bruce Health Unit, Community Picture (2014)**

### **Vulnerability in School Readiness**

School readiness is a good indicator of early childhood growth and development, and a predictor of outcomes in later years. It is assessed using the Early Development Instrument (EDI), an internationally recognized tool completed by a child's teacher upon school entry that identifies vulnerabilities in readiness to learn in five domains: physical health and wellbeing, communication skills and general knowledge, emotional maturity, social competence, and language and cognitive development (Offord, 2007).

In Grey Bruce, 30.5% of children (Boys: 35.2%, Girls: 25.6%) entering school have vulnerabilities in one or more domains of school readiness, as compared to 27.6% in Ontario (Boys: 34.3%, Girls: 20.7%)

*Reference: Grey Bruce Health Unit. Community Picture (2014).*

[https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/2014\\_Grey\\_Bruce\\_Healthy\\_Community\\_Picture-FINAL-Aug\\_15\\_2014.pdf](https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/2014_Grey_Bruce_Healthy_Community_Picture-FINAL-Aug_15_2014.pdf)

*Offord, J. M. (2007). Development and psychometric properties of the early development instrument (EDI): A measure of children's school readiness. Canadian Journal of Behavioural Sciences, 39(1), 1–22.*

**Source: Statistics Canada NHS (2011)**

### **Educational Attainment**

Grey Bruce:

- Total Population aged 25 to 64 years and over by highest certificate, diploma or degree: 82,025
  - Postsecondary certificate, diploma or degree: 47,545
  - Apprenticeship or trades certificate or diploma: 9,495
  - College, CEGEP or other non-university certificate or diploma: 22,670

Ontario:

- Total Population aged 25 to 64 years and over by highest certificate, diploma or degree: 7,018,880
  - Postsecondary certificate, diploma or degree: 47,545
  - Apprenticeship or trades certificate or diploma: 546,565
  - College, CEGEP or other non-university certificate or diploma: 1,654,395

**Source: Four County Labour Market Planning Board (2014)**

### **Skills Gap Study (2014)**

As the economy of Ontario continues to change along with national and global impacts so too does the Four County Region. It is important to know, with some degree of certainty, what assets and liabilities are present as we fashion a workforce and economic development strategy that keeps the region progressing to the future. This Skills Gap Study was commissioned by the Four County Labour Market Planning Board and its community partners as an update to the 2005 reports completed for Bruce Grey and Huron Perth.

The high school survey was administered to Grade 12 students in the Four County Region. The main topics covered by the questionnaire focused on the current academic achievements of students, their involvement in extracurricular activities, their involvement in volunteer activities, their involvement in part-time and summer work activities, their involvement in school co-op programs, their level of skills, their plans for future education and training, and their plans for a future career.

A total of 1390 valid surveys were returned for the high school survey for an overall response rate of 75%. The survey had 698 (51.1%) responses from female students and 668 (48.9%) responses from male students. In all but Bruce County there was a higher proportion of female students than male.

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Reference: Four County Labour Market Planning Board. (2014). Skills Gap Study. <http://www.planningboard.ca/reports/skills-gap-study-2014/>

### **Staying in the Region**

58% of Bruce males do not expect to find a job or live in the region after school  
53% of Bruce females do not expect to find a job or live in the region after school  
58% of Grey males do not expect to find a job or live in the region after school  
66% of Grey females do not expect to find a job or live in the region after school

### **Future Education**

92% of Bruce students expect to finish high school and continue to post secondary school/apprenticeship programs  
97% of Grey students expect to finish high school and continue to post secondary school/apprenticeship programs

### **Source: Ministry of Education (2015)**

To ensure parents are well informed on how students are doing, Ontario is now publishing board-by-board graduation rates.

Reference: Ministry of Education. (2015). 2015 Graduation Rates Across the Province. <https://news.ontario.ca/edu/en/2016/05/2015-graduation-rates-across-the-province.html>

Bluewater DSB: Five Year Graduation Rate = 83.0%  
Bruce Grey Catholic DSB: Five Year Graduation Rate = 91.4%  
Ontario Average Five Year Graduation Rate = 85.5%

## **LIVING STANDARDS**

### **Source: Statistics Canada NHS (2011)**

#### Grey Bruce:

- Total number of private households by tenure: 65,450
  - Renter: 12,570
  - % of tenant households spending 30% or more of household total income on shelter costs:
    - Bruce County = 39.3%
    - Grey County = 43.0%
  - % of tenant households in subsidized housing:
    - Bruce County = 17.4%
    - Grey County = 17.3%
  -

#### Ontario:

- Total number of private households by tenure: 4,886,655
  - Renter: 1,389,915
  - % of tenant households spending 30% or more of household total income on shelter costs: 42.3%
  - % of tenant households in subsidized housing: 16.3%

### **Source: Statistics Canada T1 Family File (2011)**

“This activity is conducted for the development and dissemination of annual small area socio-economic data for Canadians and their families. These data, collected primarily from income tax returns submitted to the Canada Revenue Agency (CRA), provide income and demographic information for sub-provincial geographic areas. Data are used by municipal, provincial and federal government departments to evaluate programs and support policy recommendations. Data are used in business and educational fields to learn more about the markets targeted. Academics and researchers use the data for analyses of socio-economic conditions.”

“These data cover all persons who completed a T1 tax return for the year of reference or who received CCTB (Canada Child Tax Benefits), their non-filing spouses (including wage and salary information from the T4 file), their non-filing children identified from three sources (the CCTB file, the births files, and an historical file) and filing children who reported the same address as their parent. Development of the small area family data is based on the census family concept. The census family concept groups individuals either in a census family (parent(s) and children living at the same address) or identifies them as persons not in census families.”

Source: Statistics Canada. *Annual Income Estimates for Census Families and Individuals (T1 Family File)*. 2014.  
<http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=4105>

“Low-Income Measures (LIMs) included in the T1FF family tables 17 and 18 (CANSIM 111-0015) are a relative measure of low income. LIMs are a fixed percentage (50%) of adjusted median family income where *adjusted* indicates a consideration of family needs. The family size adjustment used in calculating the LIMs reflects the precept that family needs increase with family size. A census family is considered to be low-income when their income is below the Low-Income Measure (LIM) for their family type and size.”

Source: Statistics Canada. *Annual Income Estimates for Census Families and Individuals (T1 Family File) Family Data - User's Guide - Statistics Canada Income Statistics Division Statistics Canada*. 2014.

- % of Children Age 0-17 Living Below the LIM-AT: Bruce and Grey Counties: 4,770 (16.6%)

### **Source: United Way Utility Needs in Bruce Grey Counties**

#### **Cost of Living**

“The United Way of Bruce Grey’s Utility Assistance Program provides grants, of up to \$500 per funding source or utility, to low-income residents. The accounts need to be in arrears or are at risk of disconnection, or are already disconnected.

Applicants must meet strict [income guidelines](#) to be eligible for this program. The United Way has also implemented a policy that, when possible, applicants receive financial literacy counselling to address other issues that may present

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during the application process. This ensures that basic needs are addressed rather than outstanding issues with consumer debt etc. It is hoped that the onetime help will provide the clients with the ability to maintain their utility needs moving forward."

Reference: United Way of Bruce Grey. Utility Assistance Program. <http://unitedwayofbrucegrey.com/services-offered/utility-assistance-program/>

Over the past year, approximately 1 million dollars of support was provided y area social service agencies and charities to help people stay connected to their utilities.

- 2015/16 Utility Assistance Program – Total Granted = \$ 660,866.89
  - This represents actual dollars spent on actual bills
- The other \$300 000 is an estimate that includes staffing, travel, meetings, overhead etc. for all of the agencies that work on the energy file

Demographics of people assisted by United Way's Utility Assistance program in 2015/16

- Seniors assisted: 44
- Adults assisted: 752
- Children assisted: 542
- **Total: 1,338**

### **Source: United Way of Bruce Grey 2015 Hunger Report**

Reference: United Way of Bruce Grey. (2015). Hunger Report. <http://unitedwayofbrucegrey.com/2015-hunger-report-wtf-wheres-the-food/>

#### **Food Banks**

- There are a total of 21 food banks in Grey Bruce. 16 of the 21 completed the survey.
- 14 Food Banks collected data on the number of people and families that visited their food bank. Almost **26,000** families and individuals visited a food bank in 2015. 2014 Grey Bruce Hunger Report noted **13,500** people accessing food banks.

#### **Provincial data from The Ontario Association of Food Banks**

- The average food bank client spends 70% of their income on rent, leaving very little for all other necessities

### **Source: Grey Bruce Health Unit, Community Picture (2014)**

#### **SUBSIDIZED HOUSING**

- 2,131 - RGI housing units in Bruce Grey
- 133 - Affordable housing units in Bruce Grey
- 111 - Rent Supplement Subsidies

An average of 873 individuals and families in Grey and Bruce Counties (Grey 653; Bruce 220) were on waiting lists for RGI Housing during the period of 2009-2013 (County of Bruce, 2014; Grey County, 2014).

#### **YMCA OF OWEN SOUND GREY BRUCE HOUSING SUPPORT PROGRAM**

The YMCA of Owen Sound Grey Bruce Housing Support Program assists youth (aged 16 to 24) and adults (aged 25 and over) with housing related issues including homelessness. The program is available throughout Grey and Bruce Counties and is designed to assist people to find or maintain safe and affordable housing to prevent homelessness. Services include: assistance with finding/accessing emergency shelter; one-to-one assistance to find and secure appropriate housing; landlord mediation and support; assistance with completing applications for housing and financial assistance, and referrals to other services and supports. In 2013, there were 3517 people, including 483 youth, who accessed the program (County of Bruce, 1276; County of Grey, 2241).

References:

Grey County. (2014). Grey County Housing Program

County of Bruce. (2014). County of Bruce Housing Services

## Grey Bruce Community Foundation Vital Signs 2016 Full Indicators and Data Sources

### Source: Canadian Community Health Survey Indicators 2013-14

Grey Bruce Health Unit. (2016). Canadian Community Health Survey Indicators: 2013-14.

<https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/Canadian%20Community%20Health%20Survey%20Indicators%202013-14.pdf>

### Running Out of Food

Question “The food that [you/you and other household members] bought just didn’t last, and there wasn’t any money to get more. Was that often true, sometimes true, or never true in the past 12 months?”

Estimate In Grey Bruce, 6.5% (5.2%–8.0%) of households sometimes or often ran out of food before they could afford to buy more.

### Source: Four County Labour Market Planning Board (2014)

#### Skills Gap Study (2014)

The employee survey was conducted via telephone with the general population of the Four County Region. Eligibility for the survey was restricted to individuals who met the follow criteria: resident of either Bruce, Grey, Huron or Perth County, over 16 years of age, and not retired. The aim of the survey was to determine the particular levels of work experience, education and skills possessed by the residents of the area, as well as information on mobility, household activities and job satisfaction.

The employee survey generated 1207 completed surveys, which provides a confidence level of 95% with a  $\pm 6\%$  confidence interval. The survey aimed to have a 50:50 male to female ratio. The Four County Region had 594 male respondents (49.2%) and 613 female respondents (50.8%).

Reference: Four County Labour Market Planning Board. (2014). Skills Gap Study. <http://www.planningboard.ca/reports/skills-gap-study-2014/>

- 13% of Bruce employees have multiple jobs
- 20% of Grey employees have multiple jobs
- 18% of Bruce employees believe that they are underemployed
- 19% of Grey employees believe that they are underemployed

#### VICINITY JOBS

Top 5 online job postings Bruce and Grey counties 2015

- 3012 - Registered nurses and registered psychiatric nurses
- 0621 - Retail and wholesale trade managers
- 6421 - Retail salespersons
- 6623 - Other sales related occupations
- 4412 - Home support workers, housekeepers and related occupations

Source: Four County Labour Market Planning Board - Vicinity Jobs

#### TOP EMPLOYMENT SECTORS

Labour force survey estimates (LFS), employment by economic region based on 2011 Census boundaries and North American Industry Classification System (NAICS)

Top 5 employment sectors (2015)

- Wholesale and retail trade (41, 44-45)
- Manufacturing (31-33)
- Health care and social assistance (62)
- Construction (23)
- Agriculture (111-112, 1100, 1151-1152)

This data includes Bruce, Grey, Huron and Perth counties. It cannot be extrapolated for Bruce, Grey Counties only.

Source: Statistics Canada CANSIM 282-0125



**Grey Bruce Community Foundation Vital Signs 2016 Full Indicators and Data Sources**

**Source: Community Foundation Grey Bruce VitalSigns Survey**

**Q43 How would you rate the public transit services currently provided?**

*Answered: 494; Skipped: 10*

Excellent: 9 (2%)  
Good: 39 (8%)  
Fair: 113 (22.5%)  
Poor: 220 (45%)  
Don't know: 113 (22.5%)  
Total: 494

**Q48 Which of the following do you feel is the top priority for reducing poverty? Please check only one.**

*Answered: 496; Skipped: 8*

Job creation initiatives: 169  
Improved access to affordable food: 20  
Higher income assistance rates: 21  
More subsidized childcare: 9  
More affordable housing options: 85  
Higher minimum wage: 68  
Lower household utility costs: 60  
Other (please specify): 64  
Total: 494

## **ENVIRONMENT**

### **Source: Waste Diversion Ontario**

#### **2014 Residential Waste Diversion Rates**

The [2014 Ontario Residential Waste Diversion Rates report](#) includes links to spreadsheets with the 2014 residential waste diversion rates by municipal program and municipal group in Ontario. These rates are based on data submitted to WDO last year in the annual Municipal Datacall by 237 municipalities, recycling associations and First Nations (“municipal programs”).

The residential waste diversion rate is the percentage of Blue Box and other residential materials reported to WDO that are kept out of landfills or Energy-from-Waste facilities.

Please refer to WDO CEO Michael Scott’s blog [here](#), which explains the many variables that can affect the final residential waste diversion rates.

Source: Waste Diversion Ontario. (2014). *Ontario Residential Waste Diversion Rates*. [http://www.wdo.ca/Portals/0/Document\\_Folder/2014%20Residential%20Diversion%20Rates.pdf](http://www.wdo.ca/Portals/0/Document_Folder/2014%20Residential%20Diversion%20Rates.pdf)

#### **Waste Diversion Rates by Municipality**

- Meaford: 57.3%
- Owen Sound: 55.0%
- West Grey: 54.8%

### **Source: Conservation Authorities**

#### **Trees Planted Annually**

##### **Grey Sauble Conservation Authority**

2010 – 315,060  
2011 – 305,286  
2012 – 260,000  
2013 – 204,970  
2014 – 130,230  
Total – 1,215,546

Source: Grey Sauble Conservation Authority. *Annual Reports (2010 – 2014)*. <http://www1.greysauble.on.ca/about-us/publications/>

##### **Grey Sauble Conservation Authority**

2010 – 247,940  
2011 – 204,281  
2012 – 186,000  
2013 – 150,295  
2014 – 59,280  
Total – 847,796

Source: Saugeen Valley Conservation Authority. *Annual Reports (2010 – 2014)*. [http://www.svca.on.ca/publications\\_section.php?Category=2](http://www.svca.on.ca/publications_section.php?Category=2)

### **Source: Grey Bruce Health Unit, State of the Environment Report**

#### **Agricultural Land**

More than half (58% or 2360 km<sup>2</sup>) of the total land area of Bruce County is farmland, and nearly half (44%, 1986 km<sup>2</sup>) of the total land area of Grey County is farmland.

Source: Statistics Canada. (2011) *Census of Agriculture, Farm and Farm Operator Data*, catalogue no. 95-640-XWE.

## **Grey Bruce Community Foundation Vital Signs 2016 Full Indicators and Data Sources**

### **Source: [Wheels.ca](#)**

**Highway 21** — The scenic 170 km two-lane road along the Lake Huron shoreline from the Ipperwash Beach area stretches north through to Southampton, where it veers inland heading east to Owen Sound. This part of Ontario offers spectacular sunsets year round but it can be a challenging route when the winter snows blow off the lake. Be prepared to spend the night in one of the many delightful communities along the way if the OPP close the road when the weather gets bad.

Source: *Wheels.ca*. (2012). Ontario's 10 toughest winter roads. <http://www.wheels.ca/top-ten/10-challenging-winter-driving-routes/>

### **Source: [Weatherstats.ca](#)**

**Average Annual Snowfall:** Owen Sound ranks 7<sup>th</sup> for highest average snowfall (of approximately 347.24 cm)

Source: [http://climate.weather.gc.ca/winners/intro\\_e.html](http://climate.weather.gc.ca/winners/intro_e.html) Oct 12, 2010.

## COMMUNITY CONNECTION

### Source: Community Foundation Grey Bruce VitalSigns Survey

**Q8 How would you rate the present opportunities for residents to participate and contribute to their community?**

Answered: 498; Skipped: 6

Excellent: 101 (20%)

Good: 254 (51%)

Fair: 119 (24%)

Poor: 18 (4%)

Don't know: 6 (1%)

Total: 498

### Source: Canadian Community Health Survey Indicators 2013-14

Grey Bruce Health Unit. (2016). Canadian Community Health Survey Indicators: 2013-14.

<https://www.publichealthgreybruce.on.ca/Portals/0/Documents/Publications/General%20Reports/Canadian%20Community%20Health%20Survey%20Indicators%202013-14.pdf>

### Sense of Community Belonging

Question "How would you describe your sense of belonging to your local community? Would you say it is Very strong, Somewhat strong, Somewhat weak, or Very weak?"

Table 20. Percent with a Somewhat to Very Strong Sense of Community Belonging by Region, 2013-14

Region	Rate
Canada	66.2 (65.7–66.7)
Ontario	68.0 (67.1–68.9)
GBHU	73.2 (68.6–77.9)

### Source: Ministry of Infrastructure

#### Ultra-High Speed Internet Coming to 300 Communities in Southwestern Ontario

"The governments of Ontario and Canada are investing up to \$180 million to help bring ultra-high speed internet to homes and businesses in southwestern Ontario. Canada and Ontario will each provide up to \$90 million towards the total project cost of approximately \$281 million. This investment is part of the new Southwestern Integrated Fibre Technology (SWIFT) project, which will expand access to broadband by delivering fibre optic coverage to over 300 communities with a total population of 3.5 million -- spanning counties and municipalities in southwestern Ontario, as well as Caledon and Niagara. The project will help southwestern Ontario communities and businesses better compete in global markets, attract new jobs and improve quality of life. It will also allow individuals to use online resources to gain skills and experience.

Expanding high-speed internet access is part of the government's economic plan to build Ontario up and deliver on its number-one priority to grow the economy and create jobs. The four-part plan includes helping more people get and create the jobs of the future by expanding access to high-quality college and university education. The plan is making the largest infrastructure investment in hospitals, schools, roads, bridges and transit in Ontario's history and is investing in a low-carbon economy driven by innovative, high-growth, export-oriented businesses. The plan is also helping working Ontarians achieve a more secure retirement."

Source: <https://news.ontario.ca/moi/en/2016/07/ultra-high-speed-internet-coming-to-300-communities-in-southwestern-ontario.html>

### Source: Grey Bruce Newcomers Network

#### Refugees Welcomed into Grey Bruce

- 15 sponsoring groups, up to 75 incoming newcomers with the opportunity for continued sponsorship of refugees

Source: <https://refugeesowensound.org/>