

SIGN POSTS

GAUGING COMMUNITY TRENDS IN CAMBRIDGE AND NORTH DUMFRIES

We connect philanthropy to community needs through endowment building and donor service, grant making and community leadership in the areas of arts and culture, education and training, environment, health and social services, heritage, multiculturalism and recreation.



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Social Planning Council
of Cambridge and North Dumfries

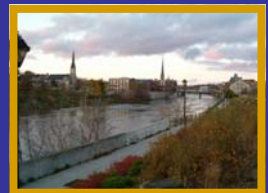
We actively and impartially participate in building and strengthening our community through social change, innovation, research, analysis and facilitation.

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layout and text by Laura E. Dent, 2006

The City of Cambridge (CC) and the Township of North Dumfries (TND) are exciting and dynamic places to live and work. There are tremendous changes taking place in both communities. The Cambridge & North Dumfries Community Foundation (Community Foundation) and the Social Planning Council of Cambridge and North Dumfries (SPC) have partnered on a pilot project called "Sign Posts" to initiate dialogue on trends within the broader community. The Community Foundation is interested in local donors and funders coming together to support local issues. The Social Planning Council has been tracking changing 'signs' and issues over the last 15 years and is interested in both expanding this work and getting the information to a broader audience. Together we hope that this document will bring light to community issues, leading to action. We encourage you to take a minute to read this bulletin to discover more about your community—and reflect on how you or your organization can harness community strengths ultimately for the well-being of all residents in Cambridge and North Dumfries.

A complete copy of *Community Trends in Cambridge and North Dumfries 2006* is available on the following website: www.socialplanningcouncil-cnd.org. For more information about the Community Foundation see our website: www.cambridgefoundation.org.

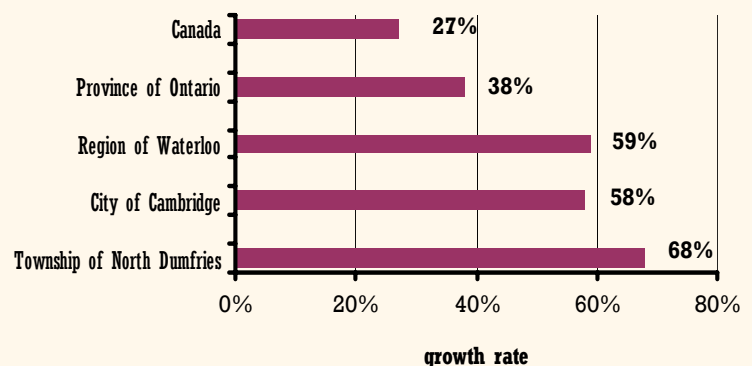


Population Makeup and Growth

The look and feel of our community is changing.

- ▣ The population of the City and Township is growing. Both areas are designated as part of an urban growth centre under the *Places to Grow Act*. By the year 2031, Cambridge and North Dumfries will have increased their populations by 58% and 68% respectively, and are expected to grow at much higher rates than either the province (38%) or country (27%).^a
- ▣ Cambridge, like the rest of Waterloo Region and Canada, has an aging population. The number of children and youth under age 15 in Cambridge is expected to decrease nearly 6% from 1996-2016 while the number of seniors (over 65) is projected to almost double from 10,800 to 19,395—increasing from 10.7% to 14.7% of the total population.^b
- ▣ The face of Cambridge is changing. In 2001, 9.2% of the population identified themselves as a visible minority, which has increased from 7.5% in 1996.^c

PROJECTED POPULATION GROWTH RATE 2001-2031



Sources: Statistics Canada; Toronto Board of Trade, 2004; *Ontario Population Projections Update*, April 2006; *Region of Waterloo Statistical Profile*, December 2003; *Regional Growth and Our Human Services*, June 2006.

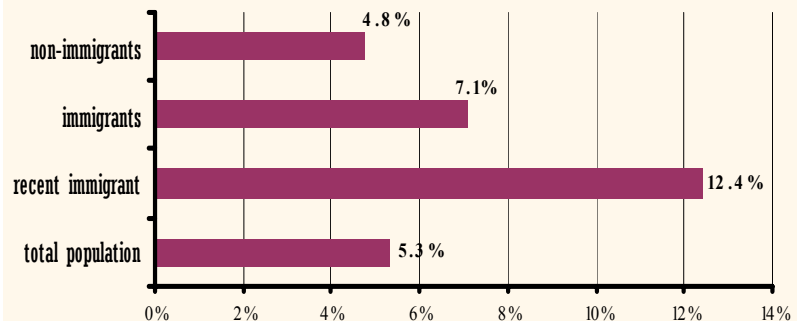
Sources for text: a) see sources for chart above; b) *Region of Waterloo Statistical Profile*, December 2003 and SPC, *Social Issues & Trends in Cambridge*, November 2003 (p 4); c) Statistics Canada, 1996 and 2001; *2003 Social Issues & Trends*, Social Planning Council of Cambridge and North Dumfries.

Income and Employment

Cambridge has a diverse and growing workforce, but access to its robust economy is easier for some than others.

- From 1995 to 2000, median household incomes in Cambridge increased nearly 18%; a rate double that of cost of living increases which total approximately 8.5% for that same period.^a
- Between 1996 to 2001, Cambridge's employed labour force increased by over 14%—while its population grew by only 11.4%.^b
- From 1996 to 2005, Cambridge's unemployment rate dropped from 6.5% to 5.3%, but rates among immigrant populations remain considerably higher (ranging from 7.1% to 12.4% in 2001).^c
- Over the past decade in the Waterloo Region, the income gap ratio—measuring the gap between rich and poor—climbed from 7.2 in 1990 to 10.2 in 2000; mirroring similar trends nationwide.^d

**UNEMPLOYMENT RATES OF IMMIGRANT AND NON-IMMIGRANT POPULATION
REGION OF WATERLOO—2001**

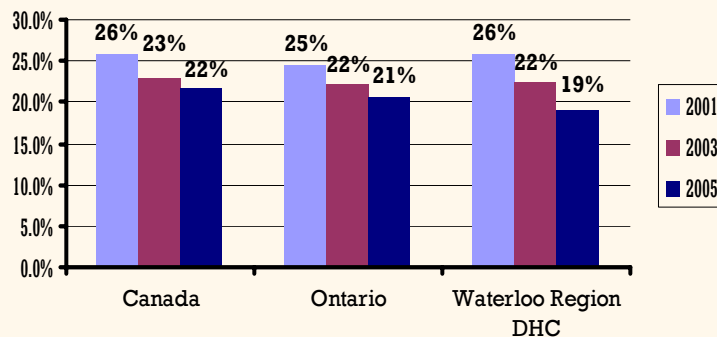


Sources: Statistics Canada, 1991, 2001 Census & Monthly Labour Force Survey; FCM, Municipal Survey Database.

Sources for text: a) Statistics Canada, 1996, 2001, and CPI; b) *Community Profile*, June 2006, City of Cambridge; *Cambridge Facts & Figures*, May 2004; c) Statistics Canada, 1996 and 1991, 2001 Census & Monthly Labour Force Survey; FCM, Municipal Survey Database; d) FCM, Municipal Survey Database.

Accessibility to health care services continues to be a critical issue, although individual behaviours may be changing.

**PREVALENCE OF SMOKING (DAILY & OCCASIONAL)
2001, 2003, 2005**



Sources: Statistics Canada, Health Indicators 2001, 2003, 2005.

Sources for text: a) Doctor Recruitment Task Force, personal communication with staff, 2006; Cambridge Memorial Hospital, personal communication with hospital staff, March 3, 2005; b) Community Care Access Centre, program statistics; c) Moving Forward Together, Resident Survey Database. d) Statistics Canada, Health Indicators 2001, 2003, 2005

Health & Supports

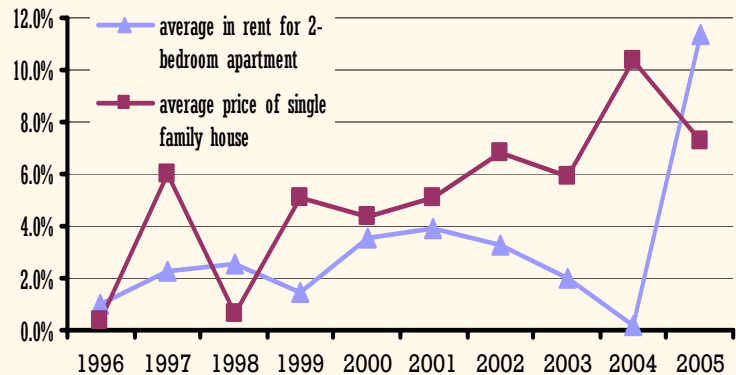
- From 1994 to 2005 there has been only a 10% net increase in physicians serving Cambridge. Meanwhile in the last two years, the number of people in need of a doctor has increased by 33%. Currently, approximately 20,000 people in Cambridge are in need of a doctor.^a
- The waiting list for residential placements in long term care facilities in Cambridge has more than doubled over the past decade; averaging 110 people to 238 at any given time.^b
- Seventy percent of residents in the CC and TND consider themselves to be in good or very good health, and nearly half of residents participate in sports and recreational activities in the community on a regular basis.^c
- Since 2001, there has been a 7% decline in the number of people who are daily or occasional smokers in the Region. This decline mirrors that of smoking prevalence at the province and nationwide levels.^d

Housing and Transportation

Our growing population is putting pressure on our infrastructure.

- In 2001, nearly 30% of Cambridge residents lived in rental accommodations; of these, almost 40% spent at least 30% of their family income on housing. This level is considerably higher than residents that owned their home with just 16% of 'owners' spending at least 30% of their family income on housing.^a
- Although vacancy rates in Cambridge have increased during the period 2001-2005 from 1.9 to 2.5, the average rent for a 2-bedroom apartment has increased dramatically since 2001 (18%), contributing to challenges for renters.^a
- Residents consider road conditions and traffic safety chief community challenges.^b
- In Cambridge, Grand River Transit has recorded a 64% increase in annual ridership (total number of rides) from 2000 to 2005. However, only 3% of residents reported using public transit as their primary mode of transportation to work.^c

PERCENTAGE CHANGE IN AVERAGE RENT AND AVERAGE HOUSE PRICE—CITY OF CAMBRIDGE



Source: *Annual Housing Report, 2005*, City of Cambridge; CMHC Rental Market Survey Data, October 1995-2005; CMHC, CREA, forecast summary, custom extraction for Cambridge.

Sources for text: a) Statistics Canada, 2001; *Annual Housing Report, 2005*, City of Cambridge; b) Moving Forward Together, Resident Survey Database; c) Grand River Transit, personal communication, March-May 2006; Statistics Canada, 2001.

More residents are gaining trade certifications than ever before, but adult illiteracy still remains prevalent.

Education

SCHOOL ATTENDANCE AND EDUCATIONAL ATTAINMENT (AGE 15+)—1996, 2001

	Region of Waterloo		City of Cambridge		Township of North Dumfries	
	1996	2001	1996	2001	1996	2001
university educated w/degree	13.4%	18.4%	8.4%	11.9%	12.4%	17.9%
trade certificate	3.4%	11.1%	3.6%	11.7%	4.6%	15.2%
non-univer./college	24.9%	23.8%	25.3%	25%	28.1%	24.7%
grade 9-13	39%	32.9%	43.8%	38.4%	39.7%	30.6%
< grade 9	10.7%	9%	12.2%	9.6%	6.8%	7.1%

Sources: Statistics Canada, 1996, 2001; *Statistical Profile, Population and Households*, Region of Waterloo, 1998 and 2003.

Sources for text: a) Statistics Canada, 1996, 2001; *Statistical Profile, Population and Households*, Region of Waterloo, 1998 and 2003; b) Statistics Canada, 1996, 2001, *Community Profiles; Canada's Technology Triangle, 2004 Community & Statistical Profile*, Region of Waterloo; c) Source: www.eqao.com/AboutEQAO/AboutEQAO.aspx?lang=E, retrieved on May 30, 2006; d) *International Adult Literacy Survey 1994*, retrieved on May 19th 2006 from: www.projectread.ca/facts.html.
 **These figures do not correlate with those in the table above which selectively lists categories of educational attainment for those aged 15+ as opposed to 20+.

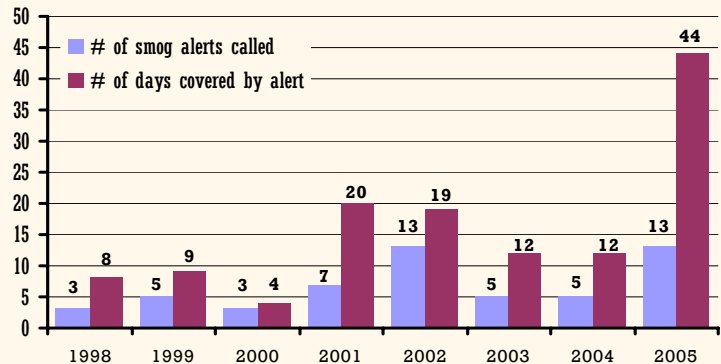
- From 1996 to 2001, nearly 4x the numbers of CC and TND residents are obtaining trade certifications. Increasing numbers of residents, as well, are successfully gaining university degrees.^a
- In 2001, around one-half of the workforce in CC and TND aged 20-64 had post-secondary qualifications. (44% in Cambridge and 54% in TND.)** This is less than provincial levels which are at approximately 55%.^b
- In the 2004/05 school year, 77% of students at the seven main Cambridge high schools passed the Ontario Secondary School Literacy Test (OSSLT). This marks a 19% increase from 2000/01 school year levels.^c
- High illiteracy rates in the CC and TND are above national(48%) and provincial (47%) levels with well over half of the adult population functioning at the lowest 2 levels (out of 5 levels); 59% and 56%, respectively.^d

Environment and Sustainability

Community members are taking some action to address environmental concerns, but more needs to be done.

- ▣ Residents of CC and the TND value the natural resources and amenities and express real concerns with the preservation of water quality and the impact of air, noise and 'traffic' pollution on the quality of life in this community.^a
- ▣ Average residential hydro usage levels in CC and TND are below the average provincial estimates per customer of 1000 kWh/month. In 2002, monthly hydro consumption rates were 754 kWh/month, and in 2004 rates were 785 kWh/month.^b
- ▣ In Waterloo Region, there have been some small gains in how much of our residential waste is being recycled. Since 1991, 3.6% more of residential waste is now recycled as a percentage of the total amount of waste collected.^c

SMOG ALERTS CALLED IN WATERLOO REGION 1998-2005

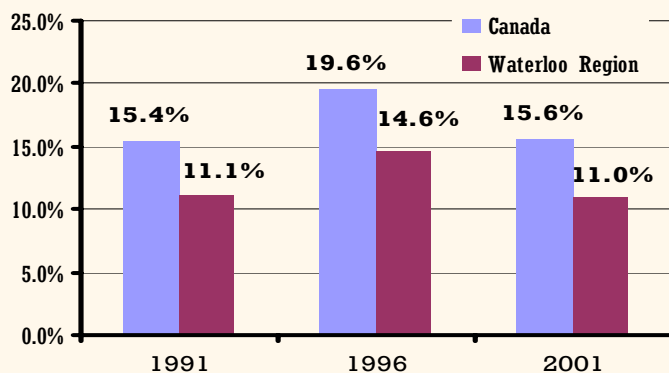


Sources: Ontario Ministry of the Environment (MOE); Region of Waterloo Public Health—Environmental Health & Lifestyle Resources Division; *Healthy Communities Report: The Health of the Region of Waterloo*, June 2003; *Plan It! Waterloo: Key Facts and Trends 2006 Report*, May 2006.

Sources for text: a) *Moving Forward Together, Resident discussion groups* (pp 11-12) and *Stakeholder perspectives* (pp 8-9); b) personal communication with staff, Cambridge North-Dumfries Hydro, July 2006; c) FCM, Municipal Survey Database, 2003.

The need for basic necessities remains a challenge for some.

CHILDREN LIVING IN POVERTY (AS A PERCENTAGE OF ALL CHILDREN) 1991 AND 2001



Sources: Statistics Canada, 1991, 2001 Census; FCM, Municipal Survey Database.

Sources for text: a) Cambridge Self-Help Food Bank, program statistics, 2005; b) *Out of the Cold*, program statistics, 2005; c) Statistics Canada; d) Statistics Canada, 1991, 2001 Census; FCM, Municipal Survey Database.

Social Conditions

- ▣ The use of emergency food supports in CC and TND has steadily increased over the past five years. From 2000-2005, the number of emergency food bank hampers distributed by the Cambridge Self-Help Food Bank has increased an average rate of 19% per year. This amounts to a total increase of 65% over the 6-year period from 1999-2005.^a
- ▣ Demand continues to rise for people requiring emergency housing. From 2001-2005, there has been a 42% increase in the average number of people sleeping at the various emergency shelter sites administered by the Cambridge Shelter Corporation.^b
- ▣ The incidence of low income among all family types has decreased in CC and TND from 1996 to 2001, and was below national and provincial levels in 2001.^c
- ▣ The percentage of children living in poverty in the Region (or those in families with incomes below LICO—lowest income cut off) has remained consistently 4-5% below national levels.^d