

# 2013 Vital Signs®



Community Foundation  
for Kingston & Area

published in partnership with KFL&A Public Health

## We're satisfied but... we have work to do!

### Among the highest ratings in Canada: Over 90% of Kingston, Frontenac, Lennox and Addington residents report that they are satisfied with their quality of life. Why?

You will discover the reasons in this Vital Signs® Report, our fifth annual community “report card”. We hope it will stimulate an on-going conversation and engage more and more citizens in fostering community wellbeing.

Thanks to a new national partnership between Community Foundations of Canada and the Canadian Index of Wellbeing (CIW) at the University of Waterloo, we were invited to be part of a pilot program to survey local community wellbeing. We invited KFL&A Public Health to be our local partner and together, this spring we asked you about your perceptions of your personal wellbeing and quality of life.

The CIW research group recognized that the Gross Domestic Product (GDP) indicator, a measure of national income, was not meant to measure wellbeing. They developed a framework that would do so. Their 2012 national report shows that, between 1994 and 2010, the GDP grew by 29%; but the wellbeing of Canadians grew much more slowly by just under 6%. They define wellbeing as “the presence of the highest possible quality of life in its full breadth of expression, focused on but not necessarily exclusive to, eight interconnected categories”. These categories are shown below.

We invited a random sample of 11,000 KFL&A residents aged 18 years and over to respond to our survey. Total population for the region in this age group is 155,839. We achieved a 14% response rate but were disappointed that very few people aged 18 - 24 years responded. Therefore, the results reflect perceptions of those residents aged 25+ years who did respond.

**We thank the 1,515 citizens who responded to this innovative survey, and the many who took extra time to provide thoughtful comments about their own wellbeing and insights on how to improve the wellbeing of their communities.**

To provide a fully-rounded picture, we are using the CIW wellbeing indicators as well as traditional indicators provided by Statistics Canada and others. In each section, Statistics Canada data (and data from sources such as KFL&A Public Health, City of Kingston, the Counties, etc.) are presented first, followed by CIW wellbeing survey results. Although we wanted to use KFL&A data in all areas, in instances where it isn't available we used Kingston Census Metropolitan Area (CMA) data. For a detailed list of information sources see the Community Foundation's website: [www.cfka.org](http://www.cfka.org).

Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. 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](http://www.vitalsignscanada.ca).



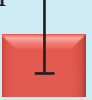
“This index will fill a large gap in the Canadian dialogue about public policy making. It will help build a dialogue that goes beyond what the Gross Domestic Product (GDP), as a purely economic measure, can tell us about our wellbeing. It:

- distinguishes between good things like health and clean air, and bad things like sickness and pollution;
- promotes volunteer work and unpaid care-giving as social goods, and overwork and stress as social deficits;
- puts a value on educational achievement, early childhood learning, economic and personal security, a clean environment, and social and health equity; and
- values a better balance between investment in health promotion and spending on illness treatment.

Collectively, the index helps us to determine trends in our overall quality of life, giving us a powerful tool for action.”

The Right Honourable David Johnston, Governor General of Canada

### Confidence Intervals

For all survey data, we have reported average responses. In addition, a confidence interval is shown. It represents a range of values around the average and means that if we were to repeat the survey with the same overall population, we would expect to get a result within this range 95% of the time. This confidence is shown in one of two ways: (a) the symbol:  is used to identify the range or (b) a ( ±%) is shown to define the range. CIW results are also presented by age group when a statistical test has shown that age groups differ. Overall CIW averages are presented when no differences have been found by age.



# Overall Wellbeing: a state of being happy and healthy

94% (±3%) of KFL&A residents report that they are “satisfied” or “very satisfied” with their quality of life. This is an impressive finding we should be proud of. Now we need to work to maintain our quality of life and to ensure *everyone* in KFL&A has an equal opportunity to be satisfied.



## Living Standard

Employment is an important aspect of wellbeing. Unemployment hurts not only those directly affected, but also those who are employed. They often feel less secure in their jobs.

### Labour market conditions have improved for many, but not for all.

- The overall employment rate in Kingston (CMA) improved 5% between 2000 and 2012, better than the Canadian and Ontario rates.
- The unemployment rate in the Kingston-Pembroke economic region (including KFL&A) in August 2013 was 7%, similar to the Ontario (8%) and Canada (7%) rates.

### Youth unemployment is high.

- In 2012, the unemployment rate for those aged 15 - 24 was 19% in Kingston (CMA), 5% above the national rate (14%).

*“We want to make sure that Kingston is a city where young people are cared for, supported, are engaged, are healthy and safe.”*

Pytor Hodgkin, Community Facilitator, Y2K Kingston Youth Strategy, approved September 2013

### We have trouble attracting immigrants to the region and their unemployment rates are high.

- The percentage of immigrants resident in Kingston (CMA) has not changed substantially from 2006 (13%) to 2011 (12%). In 2011, the immigrant unemployment rate was 15% (for those who arrived 6 – 10 years ago), almost double the non-immigrant unemployment rate of 8% at that time.

*“I think of what Maureen Shaw of the Mental Health Commission of Canada was quoted as saying recently. ‘It is not possible to have a great life without having a meaningful life and it is difficult to have a meaningful life without meaningful work.’”*

Survey Respondent

*“The National Household Survey reveals that more than 20% of Canada’s population is now foreign-born, a proportion not seen since that wave of immigration 100 years ago; but that Kingston’s proportion is much lower than the national average, and is decreasing further.”*

Leslie H. Morley, Kingston lawyer and Secretary of the Ontario Bar Association’s Citizenship and Immigration Section

### Some important facts about our children and those aged 65+.

- The percent of children living in poverty decreased in Kingston (CMA) from 19% in 2001 to 15% in 2010.
- The after-tax poverty rate of persons aged 65+ in Kingston (CMA) in 2010 was 3%, less than half that of the rest of Canada.

### You Responded ... Work

Of those aged 25 years or older,

- 60% (±4%) of you feel that your job is secure.
- 61% (±4%) of you feel that your salary/income is adequate, considering all your efforts and achievements.
- 69% (±4%) of you feel that your current occupational position adequately reflects your education and training.

### Financial Security

Some of you report significant hardship including not having enough money to buy the things you need or eating less because you did not have enough money for food (Table 1).

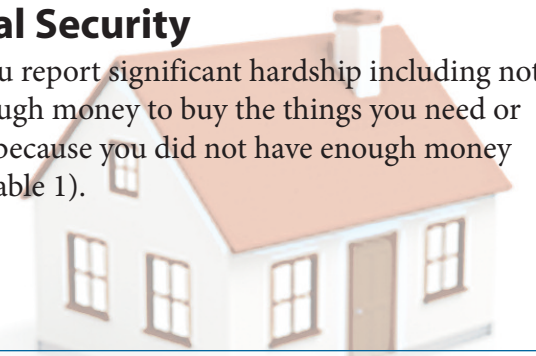


Table 1. Percentage of respondents reporting financial hardship at least once in the last year, by age (CIW Survey, KFL&A 2013). All percentages (95% CI)

Age group	Not enough money to buy things you needed	Ate less because you did not have enough money for food
25-44	34% (±7%)	22% (±6%)
45-64	17% (±3%)	8% (±2%)
65 +	7% (±2%)	3% (±1%)

*“The principal cause of hunger is poverty. Food bank usage is 31% higher than before the 2008 downturn. This problem won’t be solved with food donations.”*

Vital Signs® Community Foundations of Canada, October 2013



## Healthy Populations

*“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”*

World Health Organization

In 2012, KFL&A residents 12 years and older rated their health. Self-rating overall health is a good predictor of people’s future healthcare use. Self-rating of mental health specifically provides insight into the level of mental disorder, mental or emotional problems, or distress in the population.

- 67% (±7%) perceived their health as “excellent” or “very good”, comparable to the Ontario average.
- 73% (±7%) perceived their mental health as “excellent” or “very good”, comparable to the Ontario average.

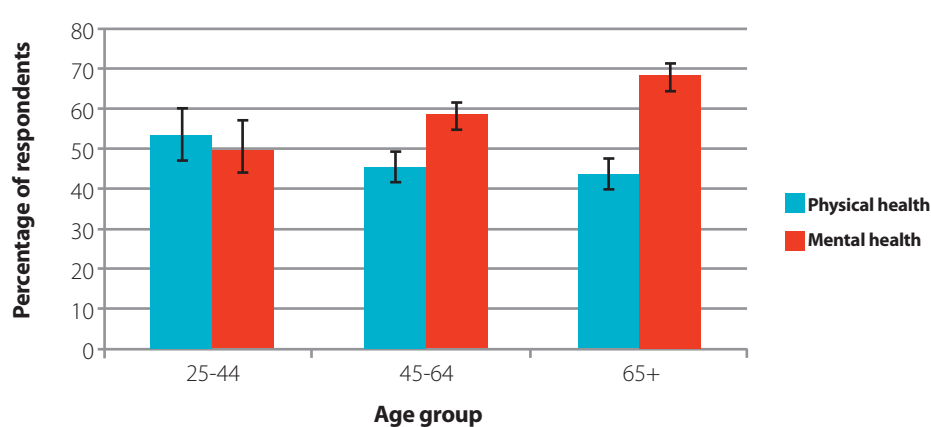
*...Depression is 50% more disabling than chronic physical illnesses like angina, asthma, arthritis or diabetes. In the working-age population, it accounts for as much disability as all the other diseases put together. If we include all age groups and measure the overall burden of disease so as to include not only disability but also premature death, mental illness accounts for 26% of the burden of disease in advanced countries.*

World Happiness Report

### You Responded ...

- You rated your overall physical and mental health. Responses differ by age (Figure 1). We have room to improve our health, particularly the mental health status of younger adults.

Figure 1. Percentage of respondents reporting that their physical and mental health is “excellent” or “very good”, by age (CIW Survey, KFL&A 2013). All percentages (95% CI)



- You also provided your perceptions about the quality and accessibility of health care services in KFL&A. Adults aged 65 + give higher ratings to the quality and accessibility of health care services than do younger respondents (Table 2).

Table 2. Percentage of respondents rating health care “excellent” or “very good”, by age (CIW Survey, KFL&A 2013). All percentages (95% CI)

Age	Percent rating quality as “excellent” or “very good”	Percent rating accessibility as “excellent” or “very good”
25-44 years	44% (±7%)	34% (±7%)
45-64 years	49% (±4%)	40% (±4%)
65+	61% (±4%)	54% (±4%)





# Education

“The impact of investment in education is profound: it results in raising income, improving health, promoting gender equality, mitigating climate change, and reducing poverty.”

Global Partnership in Education

“Imagine that there was one thing we could do to prevent chronic illness such as heart disease, diabetes, obesity and personal and social tragedies of alcoholism, drug abuse and mental illness. While there is no such ‘magic pill’, science is showing us more and more that what happens in the early years has long-reaching effects for lifelong health and wellness.”

Government of Alberta (2011). *Let’s Talk about the Early Years*

- The Early Development Instrument (EDI) was designed to measure children’s developmental outcomes during their early years as these influence readiness to learn at school. The recent Ontario EDI cohort report states that KFL&A children are slightly more vulnerable than their peers across Ontario, with vulnerability in one or more of the EDI domains at 28.6% (Figure 2).

## Are our education outcomes satisfactory? Some are. Some are not.

- High school graduation rates improved substantially in Ontario in the last decade. In 2003-2004, 68% of students graduated. In 2011-2012, 83% were successful.
- Along the way, Ontario students in grades 3, 6 and 9 are tested in math. In the 2012 – 2013 standardized test results, a declining number of Grade 6 students met the provincial math standards. In the Algonquin and Lakeshore Catholic and Limestone District School Boards the percent of students who met or exceeded the math standards declined to 49%, a decline in the last year from 55% and 54% respectively.

In Grade 10 every student in Ontario must pass a literacy test in order to graduate from secondary school. It was developed to ensure that all students who graduate from secondary school in Ontario have fundamental life literacy skills (Table 3).

“In each of the last five years, there have been increasing numbers of students who no longer meet the provincial math standard in Grade 6 despite having met it in Grade 3”

Education Quality and Accountability Office, Ontario, August 28, 2013

## Post-secondary education

According to the Canadian Council on Learning (2010), two thirds of jobs in Canada require some form of post-secondary education.

- In 2012, in Kingston (CMA), 56% of the population aged 15 years and over had completed post-secondary education (certificate to graduate degree), compared with 54% in Canada and 55% in Ontario.
- In 2011, in Kingston (CMA) the proportion of the aboriginal population aged 25 - 64 years who had completed one or more certificates, diplomas or degrees was 84%, above the Ontario and Canada rates.

Figure 2. KFL&A Early Development Instrument % Vulnerable

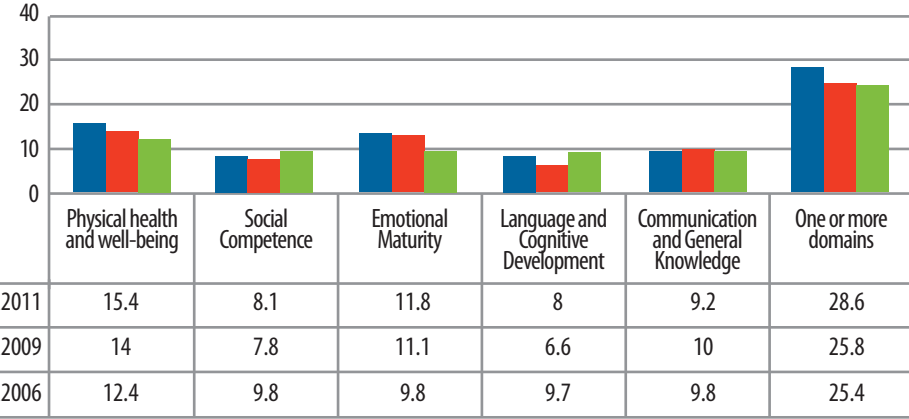


Table 3. Percentage of first time students taking the literacy test, March 2012.

	Algonquin & Lakeshore School Board	Limestone School Board	Ontario
Who participated fully	95%	97%	93%
Who were successful	86%	79%	82%

## You Responded ... You enjoy lifelong learning.

- The majority of you agree that there are plenty of opportunities to take education courses, although agreement differs to a large degree by whether you live in the City of Kingston (82% ±3%), or outside the City of Kingston (58% ±4%).



# Environment

“It is too late to head off entirely climate change and loss of biodiversity. There is still time, though, to mitigate the damage and to build resilience to the changes ahead. The quest for happiness will be carried out in the context of growing environmental risks”

World Happiness Report

## Citizens are engaging in conservation strategies.

- We increasingly engage in personal resource conservation strategies. In 2013, the City of Kingston reported a 92% recycling participation rate. Residents divert 52% of their total waste from landfills, placing them second in their municipal grouping and 16th overall in the province out of 400 municipalities.
- 83% of Kingston residents reported composting kitchen and/or yard waste, which is the third highest rate in the country.

## Greenhouse gas emissions continue to increase.

- The City of Kingston is not on track to achieve its goal of a 10% reduction from 2000 levels by 2014 (Figure 3).

## Energy Consumption also continues to rise.

- There was a 22% increase in energy consumption between 2000 and 2011.

## Some people are getting to work without a car.

- 9% of Kingstonians walk or cycle to work in the downtown core and surrounding area, placing the city second in Canada, tied with Halifax, and behind only Victoria.

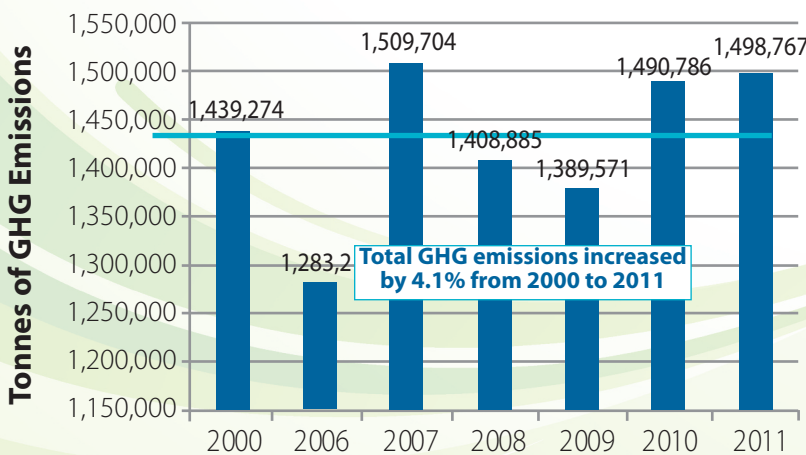
## You Responded ...

- You appreciate the quality of our natural environment (Table 4).
- However, only 13% (±2%) agree that you regularly participate in events organized by local groups to protect the natural environment.

“What would be a great improvement is transportation to other cities without using the car. I love our community of Bath, however, I wish there was a bus service to Kingston.”

Survey Respondent

Figure 3. City of Kingston Greenhouse Gas Emissions (2000 and 2006 to 2011).



“We enjoyed the pitch-in day (picking up trash in the community), so more than once a year would be wonderful – for us, as well as the city.”

Survey Respondent

Table 4. Percentage of respondents who “agree” to “very strongly agree” about statements related to the natural environment in the KFL&A area (CIW Survey, KFL&A 2013). All percentages (95% CI).

Age group	The quality of the natural environment in my city/town is high	There are plenty of opportunities to enjoy nature in my town/city
25-44	80% (±6%)	87% (±5%)
45-64	72% (±4%)	78% (±3%)
65 +	72% (±4%)	80% (±4%)

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# Time Use

*“Work-personal balance is out of whack for me, as it is for most people in today’s western world – not sure how this can be improved upon without a major shift in society’s attitudes about materialism and what makes for a healthy and successful life.”*

Survey Respondent

The ways in which people use and experience time have a significant impact on their wellbeing and that of their community. This includes physical and mental wellbeing, individual and family wellbeing, and present and future wellbeing.

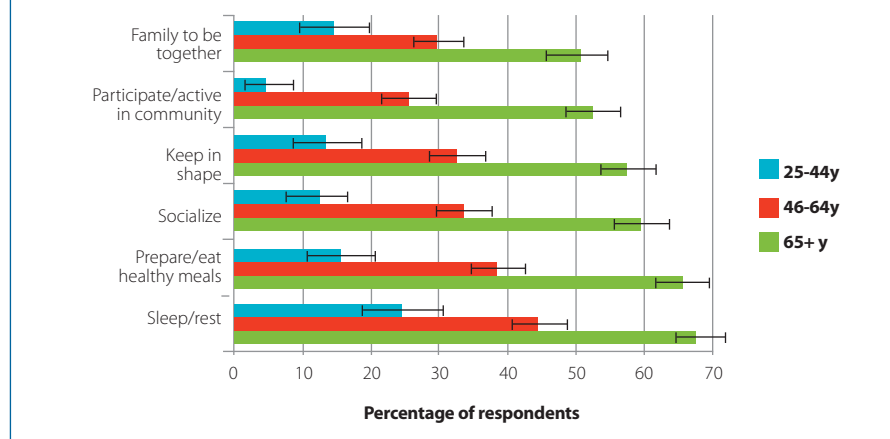
- 18% of Canadians 20 to 64 years of age reported high levels of time pressure in 2010, an increase of 10% from 1994.

### You Responded ...

- Just over 1 in 7 of you aged 25-64 years who are employed report working 50 hours or more a week for pay (±3%).
- Of those still working, a sizeable percentage in all age groups report that you are struggling to balance work and non-work activities. The group aged 25 - 44 is struggling significantly more than other age groups to achieve life balance.

25 - 44 years	47% (± 8%)
45 - 64 years	33% (± 5%)
65 + years	19% (±10%)

**Figure 4. Percentage of respondents reporting that they almost always have enough time” to do various activities of daily living, by age (CIW Survey, KFL&A 2013). All percentages (95% CI)**



- It is not surprising that, for all activities, younger respondents (25 to 44 years) report the most time constraints, given their child care and employment responsibilities (Figure 4), while those aged 65+ are most likely to report sufficient time. These results suggest that the younger age

group is most in need of supportive environments and policies that foster healthy behaviours. Older age groups appear to have more time available for activities which foster community engagement.



# Leisure and Culture

*“I can’t think of any better place to raise kids in a city or town. We have lived here for five years and are ALWAYS doing something. There are so many things to do in Amherstview geared to families.”*

Survey Respondent

Community facilities offer opportunities for leisure and culture. Studies show that when people live in proximity to parks, open spaces, and other arts and recreation facilities, they report higher rates of participation in social, leisure, cultural and physical activities.

- A community’s commitment to providing appropriate opportunities and facilities is critical. In 2011, employment in occupations related to arts, culture, recreation and sports represented 3% of total employment in Kingston (CMA), similar to the Ontario and Canada averages.

### You Responded ...

You enjoy leisure activities for relaxation, physical fitness and health, social connections and opportunities to learn new things.

- “Getting out with friends” is the most important social activity. 90% (±2%) of you (all age groups) report participating in this activity at least once in the previous month. Other activities are shown in Table 5.
- The majority of you agree that parks, recreational and cultural facilities are accessible. However, the perception that recreation programs are held at

convenient times differs by age group. Scheduling may be more of a barrier for younger age groups:

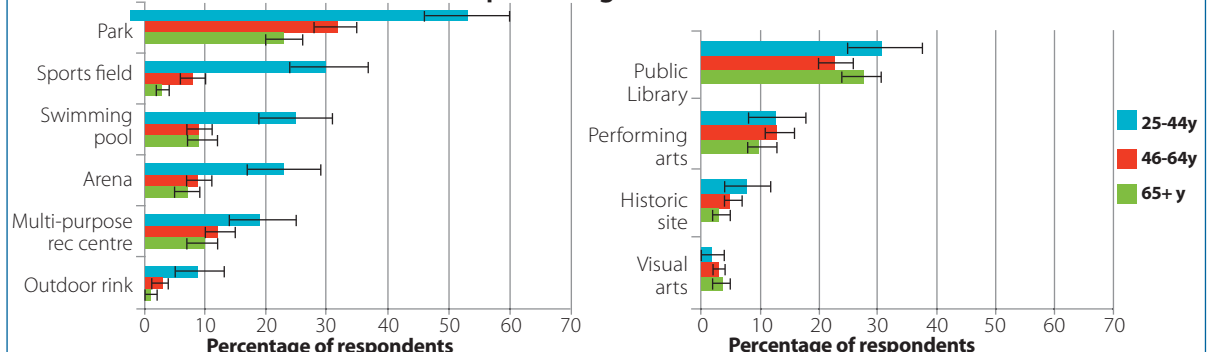
Age group	All Percentages (95% CI)
25 - 44	42% (±8%)
45 - 64	47% (±4%)
65 +	60% (±5%)

- Figure 5 shows the percentage of you who used recreational and cultural facilities “regularly”, “quite often”, or “all of the time” in the previous year.

**Table 5. Percentage of respondents reporting participation in various social activities at least once in the previous month (CIW Survey, KFL&A 2013). All percentages (95% CI).**

Age group	Clubs, bars, taverns	Movies	Spectator at a sporting event
25-44	40% (±7%)	54% (± 7%)	33% (±7%)
45-64	24% (±3%)	43% (±4%)	31% (±4%)
65+	17% (±3%)	33% (±4%)	23% (±4%)

**Figure 5. Percentage of respondents reporting participation in recreational and cultural facilities “regularly”, “quite often” or “all of the time” in the previous year (CIW Survey, KFL&A 2013). All percentages (95% CI).**



# Democratic Engagement

A healthy democracy requires more than participation in elections: it requires ongoing engagement both during and between elections.

### Fewer of us are voting in elections at all levels.

**Federal Elections:** Voter turnout in 2011 was 61% nationally, 63% in Kingston and the Islands and 65% in Lanark/Frontenac/Lennox and Addington. In 1988, the national rate was 75%.

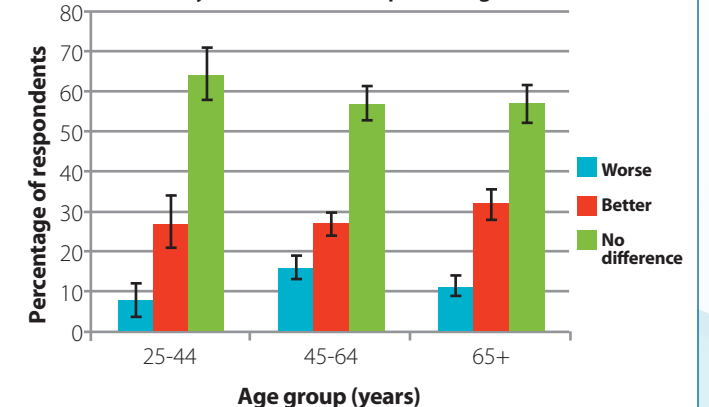
**Provincial Elections:** Provincial turnout in 2011 was 48%, the lowest on record. It was 45% in Kingston and the Islands and 50% in Lanark/Frontenac/Lennox and Addington.

**Municipal Elections:** In 2010, turnout in Kingston was 36%. In Frontenac County it exceeded 60% on Frontenac Islands but otherwise ranged from 34% to 46%. In Lennox and Addington, it ranged from 33% to 40%.

### You Responded ...

- The majority of you feel that local government programs and services have not made a difference to you (Figure 6). Compared to other age groups, a higher percentage of you in the 45 – 64 year age group feel that these programs and services have made you worse off.
- Participation in democratic activities differs by age group. The activities most often reported are listed in Table 6. For the other types of democratic activities asked about (e.g. attending a local planning, municipal council or ward/neighbourhood meeting), the percentage participating in the previous year was low, ranging from 4 – 20%.

**Figure 6. Percentage of respondents reporting that local government programs and services have made them worse off, better off, or made no difference (CIW Survey, KFL&A 2013). All percentages (95% CI).**



**Table 6: Percentage participating in three most common democratic activities within the previous 12 months, by age (CIW Survey, KFL&A 2013). All percentages (95% CI).**

Age group	Local event to support charity	Local event to support community	Joined Facebook page on a local issue
25-44	43% (±7%)	39% (±7%)	28% (±6%)
45-64	33% (±4%)	31% (±4%)	10% (±2%)
65 +	26% (±4%)	20% (±4%)	4% (±2)





# Community Vitality

*“Vital communities are those that foster strong, active and inclusive relationships – relationships that promote individual and collective wellbeing.” Canadian Index of Wellbeing*

*“We live in the ‘boonies’ several km from the nearest town or city. Wellbeing for us means watchful neighbours and volunteer drivers ... which we have.”*

**Survey Respondent**

## Sense of belonging

- In 2012, 72% of KFLA residents reported a “strong” or “somewhat strong” sense of community belonging (±7%). This has remained stable since 2003 and is similar to the Ontario and Canadian averages.

## Volunteering

- In 2010, Statistics Canada reported a volunteer rate of 38% in the Kingston-Pembroke region which includes all of KFL&A. The rate in Ontario and Canada was 47%.

## Charitable Donations

- About 1 in 4 tax filers report any charitable giving. In Kingston (CMA) the percent dropped from 28% in 2006 to 26% in 2011.

## Crime Levels

- In Kingston (CMA), the overall police-reported crime rate in 2012 was 5%. This is similar to the Ontario and national rates and 11% below the 2007 Kingston (CMA) rate.
- The rate of sexual assault in 2012 was 97 per 100,000 residents. This has increased 34% since 2011 and is higher than the national (63 per 100,000 residents) and Ontario rate (59 per 100,000 residents). This increase may represent a real increase or simply a change in the way sexual assault is reported and recorded.

*“Eastern Ontario is very different from central or southwestern Ontario. Everyone is polite but not always open to acceptance. There is an attitude that accepts the current reality and thinks change is either not deserved or not possible ... so the cycle continues.”*

**Survey Respondent**

## You Responded ...

The dimensions of community that are important to you are social connections and bonds, help in case of need; and the opportunities to satisfy your activity needs.

In addition to a strong sense of belonging, you feel a strong sense of safety and comfort.

- **78%** (±2%) of you feel relatively safe when walking alone in your neighbourhood at night: scores 5 to 7 on a scale from 1 (“very unsafe”) to 7 (“very safe”).
- A large majority of you say you never feel uncomfortable or out of place because of ethnicity, culture, race, or skin colour: on a scale from 1 (“never”) to 7 (“all the time”). But some of you report some level of discomfort (score of 2 to 7) and this differed by age group:

Age group	All percentages (95% CI)
25 - 44	15% (±5%)
45 - 64	11% (±3%)
65 +	7% (±2%)

- The percentage reporting any level of discomfort is also higher among those living in the City of Kingston than outside the city.

You enjoy volunteering and helping others.

- 51% (±3%) of you report doing unpaid volunteer work for an organization in the previous 12 months. This percentage is slightly higher in the City of Kingston than outside of the city.

You care for others.

- The majority of you report that people are available to give help if somebody needs it; but the percentage differs by age:

Age group	All percentages (95% CI)
25 - 44	70% (±7%)
45 - 64	78% (±4%)
65 +	83% (±3%)

- Across all age groups, most of you say you would check up on your neighbours if there was an emergency or disaster:

Age group	All percentages (95% CI)
25 - 44	90% (±4%)
45 - 64	96% (±2%)
65 +	94% (±2%)

- Fewer than 1 in 4 of you report being a member of, or participating in, a group serving the community (Table 7).

**Table 7: Percentage who were members of or participated in groups serving the community within the previous 12 months, by age (CIW Survey, KFL&A 2013). All percentages (95% CI).**

Age group	School group, neighbourhood, civic or community association	Service club or fraternal organization	Public interest group
25-44	19% (±6%)	6% (±4%)	15% (±6%)
45-64	13% (±3%)	10% (±3%)	18% (±3%)
65 +	15% (±3%)	16% (±3%)	17% (±3%)



*“When people are engaged they become committed to an idea not only because it is a good idea but because they had a hand in shaping it. Community engagement creates attachment. It can range from communication through consultation, participation and collaboration to shared decision-making and community leadership. It requires engaging with each other, learning and unlearning together and building trust in each other and the ideas they are creating together.”*

**Tamarack - An Institute for Community Engagement**

## A life snapshot of our most vulnerable in the City of Kingston

KFL&A Public Health invited Kingston Community Health Centres to interview a small group of residents of homeless shelters located throughout the City of Kingston (52 complete surveys).

### Some highlights:

- Almost half of respondents (**46%**) report participating in unpaid volunteer work in the previous 12 months (±14%).

- Only **25%** rate their physical health as “excellent” or “very good” (±12%). For mental health, this is **31%** (±13%). This is much lower than the response from the general survey.
- Respondents rarely use recreational and cultural facilities, with the exception of parks; **36%** report that they use parks “regularly,” to “all of the time” (±14%). Only 39% agree that recreational and cultural facilities are easy to get to from their homes (±15%).

- Almost a quarter (**23%**) report having participated in vigorous exercise such as aerobics, jogging, or weight training in the previous month (±12%).
- Finally, respondents were asked to rate their level of satisfaction with their life in general on a scale from 1 (very dissatisfied) to 5 (very satisfied). Only **20%** report being “satisfied” to “very satisfied” (±12%).

*Partnering with the Community Foundation for Kingston & Area, as well as KFL&A Public Health, has given us a tremendous opportunity to understand the many aspects of residents’ lives that contribute to and detract from their overall wellbeing. With this understanding comes greater opportunities to develop policies and improve services and supports for people living in the entire region. Residents report a strong sense of belonging to their local communities, and in order to maintain that connection, we want to ensure that everyone has the same degree of access to community services and programmes.*

**Dr. Bryan Smale, Director, Canadian Index of Wellbeing, University of Waterloo**

# Economic Growth. Might we fall behind other communities?

## Place Matters.

The *Soul of the Community* study reported that the strongest qualities that drive community attachment are social offerings, openness to diversity and physical aesthetics. Good marks in these drivers result in pride in the community, a positive outlook, a growing workforce, economic growth and a strong sense of community vitality. This link between attachment and economic growth is vital because KFL&A shares with most Canadian communities the critical need to attract new residents to drive the area's economic engine.

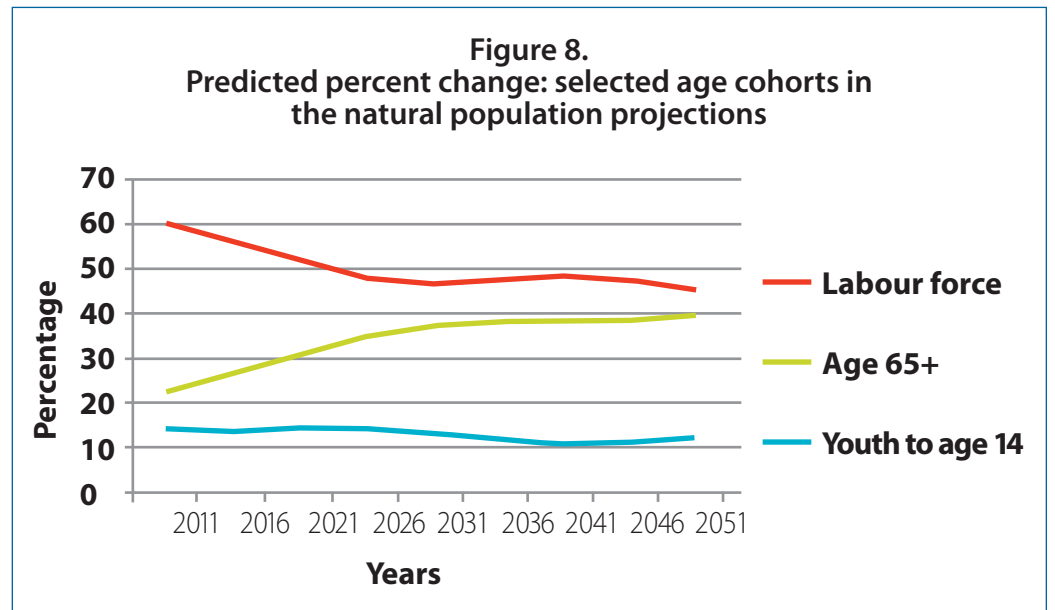
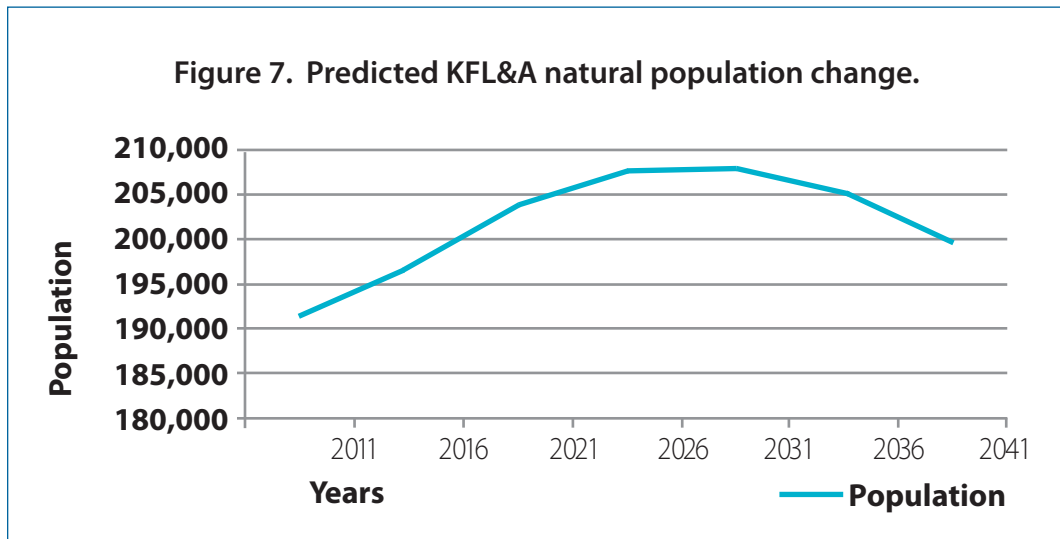
Kingston and surrounding areas currently have an average family income, income distribution and poverty levels that all compare favorably with both Ontario and the rest of Canada. The future is much more uncertain.

- A Declining Population Profile: community income depends on the labour force and its productivity. The population profile for KFLA is shown in the chart below (Figure 7), in five year census increments, beginning in 2011. This projection excludes any movement of people into, or out of, the communities. It represents the natural growth of our population, without newcomers, and without our young leaving. It is apparent that, without migration into our communities, our population is projected to decline significantly.

“Young people are choosing place over a job, saying “I will go and live in a place I want to live.”

Dr. Katherine Loflin, *Soul of the Community* study of 26 U. S. communities.

- An Aging Population: The potential decline in the labour force, from 60% of the total population (in 2011) to around 50% of the population during the next 15 years, is a certainty. Without replacements, our community income will decline in proportion, unless we can offset this decline with in-migration, or with more output per employed person. We cannot expect to bridge this large decline through productivity increases alone. Our ability to attract sufficient new members into our communities, to offset this prospective decline, will be imperative (Figure 8).



This brings us back to attachment. If we do not succeed in building further those elements that create strong attachment and directly influence the decision on where to live, we run the risk of falling economically behind where we currently are.

## We have work to do!

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**Community Foundation  
for Kingston & Area**

### Our Vision:

A vibrant community where everyone has the opportunity to take part in building a caring, healthy and culturally-rich community

### About the Community Foundation for Kingston & Area

- ✦ Established in 1995 by a dedicated group of leaders who love our communities, we serve Kingston and all the Frontenac and Loyalists Townships.
- ✦ We are one of 191 community foundations across Canada.
- ✦ We manage almost \$13 Million in endowed funds for donors who wish to support charitable organizations in the region.
- ✦ We promote philanthropy by working with donors to connect them with causes they care about.
- ✦ We support a broad range of charities and have provided almost 1,000 grants totaling \$2.4 million.
- ✦ We bring people and organizations together to address community needs and opportunities.

**Your community makes you and you make your community.**

165 Ontario Street, Kingston, ON K7L 2Y6

613.546.9696

info@cfka.org

www.cfka.org

<https://www.facebook.com/CFKingstonArea>

@CFKingstonArea