RURAL COMMUNITY WELLBEING PROJECT

PHASE 2 REPORT

Rural Ontario Institute | May 2025

Rural Community Wellbeing Project
Phase 2 Report

Rural Ontario Institute
May 2025

Contents

The Rural Ontario Institute gratefully acknowledges the financial support of the Ontario Ministry of Agriculture, Food and Agribusiness, the Ontario Trillium Foundation, EcoCanada, and the Rural Ontario Municipal Association.

ROI also thanks the Data Champions for reviewing this report and providing thoughtful feedback for revisions.

Summary

Although Ontario is Canada's most populated province, it has a low population density and most of its population is concentrated in southern urban areas. While the majority of Ontario's population lives in urban centres, most of the communities in Ontario are rural. Indeed, 2021 Census data shows that 73% of communities have a population of less than 10,000 people. Together, these rural communities make up 92% of Ontario's land area and are critical for Ontario's economic, social and environmental wellbeing. Despite this importance, there is a very real lack of information about rural Ontario at a local level. Urban cities have more resources that make it easier for them to access a wide range of local information for planning and decision making. We know a lot about the urban population and are very familiar with urban issues. Less is known about the people, opportunities, and issues in rural places. The data inequity between rural and urban communities needs to be acknowledged and addressed. Rural decision makers need the same easy access to local data that urban places have long benefited from.

The Rural Ontario Institute (ROI) has developed a Community Wellbeing Dashboard to improve access to information for rural decision making and storytelling. The dashboard features a standard set of indicators and centralizes data from various sources into a user friendly digital tool that is freely available to the public. Indicators provide a holistic perspective of wellbeing and cover a wide range of topics including demographics, economics, housing, health, society, and environment. The information presented in the dashboard can be used by municipal council and staff, community-based organizations, non-profits, and academic researchers to improve quality of life and wellbeing in rural communities.

The dashboard was developed in two phases. During Phase 1 (2021-2023), ROI created a pilot dashboard and tested it with four rural communities in Ontario. In Phase 2 (2023-2025), ROI completed an assessment of indicators from CSA Standard R113:22, which serves as the foundation for our system. This assessment revealed a lack of local data for many indicators. Through research and engagement with a larger group of data champions, we identified additional proxy indicators. We also held user testing sessions with the champions to further enhance the dashboard's design, accessibility, user-friendliness, and comprehension.

We launched the dashboard in September 2024 at the Ontario Municipal Social Services Association forum. Since then, we have published more than 10 knowledge mobilization resources, including a video user guide, an indicator list, indicator definitions, and data files. And we have spoken about the dashboard at more than 10 events, including community engagement sessions, webinars, workshops, and conferences.

Phase 3 will run from April 2025 to March 2028 and will include the following activities, as funding allows:

- Updating and maintaining the dashboard.
- Researching new data sources.
- Reviewing indicators and adjusting the list.
- Developing case studies and knowledge mobilization resources.
- Engaging with data champions and rural communities to gather feedback, mobilize knowledge, and build capacity for evidence-based decision making.
- Engaging with Indigenous communities regarding OCAP principles and data sovereignty.
- Reviewing dashboard design and platform.

Introduction

Rural areas are facing many new challenges and opportunities related to COVID-19, global economic trends, climate change, extreme weather events, and demographic changes. In order to comprehend and respond effectively to these challenges and opportunities, rural communities need easy access to accurate data that helps to translate information into understanding, and understanding into action. However, rural data is often missing or is difficult to find.

Where it is available, rural data is often collected at a broader scale, which means local data is usually not available for strategic planning. Some rural communities may have capacity to collect and analyze their own data, but the absence of guidelines and standards means that the results may not be comparable across jurisdictions. There are many systems that attempt to standardize data and produce indicators of community wellbeing, but most of these have been developed for urban areas or larger regions and are generally not useful in rural contexts.

The Rural Ontario Institute (ROI) is improving access to data through our Community Wellbeing Dashboard. Using CSA Standard R113:22 as our foundation, we selected 92 indicators of rural wellbeing and 10 data sources. The dashboard was launched in September 2024. It is freely available from our website for anyone to use. The website also includes numerous resources to help people understand what indicators we used, where we sourced the data from, and how often the dashboard will be updated.

The information presented in the dashboard can help communities establish a baseline, develop policies, set goals, measure progress, and tell stories. The dashboard can also be used to develop briefing materials, business cases, and research studies. This freely available tool ensures that communities in Ontario have access to a common foundation of

evidence for decision making. For communities with limited capacity to gather and analyze data, the dashboard can reduce costs for consultant reports or studies. The dashboard can serve as a starting point for information gathering which ensures the strategic and efficient use of resources to fill in gaps rather than duplicate existing efforts or datasets. Communities can also use the dashboard to identify others that may be experiencing similar situations and explore opportunities to learn from each other or work together toward common goals.

This report explains how we engaged with rural communities to select indicators, develop the dashboard, and mobilize knowledge.

Throughout this report, we use the term 'community' to mean census subdivisions, municipalities, or areas treated as municipal such as unorganized territories.

Data champions

The project team was honored to work with a dedicated group of volunteers. Our data champions group grew from 6 people in Phase 1 to more than 20 people in Phase 2. We are so thankful of everyone who volunteered their time to champion evidence-based decision making and rural data equity.

During Phase 2, the champions continued to support indicator and data selection, improve dashboard design, and raise awareness of this tool. Their input and feedback were critical for ensuring indicators are relevant, and the dashboard is user friendly.

Champions represented the following communities, regions, and organizations:

- Town of Goderich
- City of Temiskaming Shores
- Tay Valley Township
- Front of Yonge Township
- Township of Whitewater Region
- Municipality of North Grenville
- County of Huron
- Bruce County
- Grey County
- Oxford County
- Elgin County
- County of Haliburton
- Leeds, Grenville and Lanark District Health Unit
- Timiskaming Health Unit
- Four County Labour Market Planning Board

- Centre for Workforce Development
- Sarnia Lambton Workforce Development Board
- Workforce Planning Board of Grand Erie
- Ontario Federation of Agriculture
- Ontario Ministry of Agriculture, Food and Agribusiness
- Ontario Ministry of Rural Affairs

Project team and Steering Committee

The project team consisted of a mix of internal and external members, including:

- Project Manager - Danielle Letang, Rural Ontario Institute, Manager of Data Strategy
- Melanie Bidiuk, Rural Ontario Institute, Communications & Program Manager
- Brianna Pitt, Rural Ontario Institute, Communications Coordinator
- Yogesh Mandal, Rural Ontario Institute, GIS Technician
- Peri Dworatzek, Ecological Footprint Initiative, Senior Data Analyst
- Stacey McDonald, Ontario Trillium Foundation, Learning and Evaluation Specialist
- Nelson Rogers, Consultant, Community Transformation Associates

In early 2023, we formed a Steering Committee with approved terms of reference and a consensus-based decision making process. Members included funders, along with rural representatives from social service organizations, academia, municipalities, and the healthcare and nonprofit sectors. Over the last 2 years, members attended 11 committee meetings to provide strategic guidance and advice. Members facilitated connections with key contacts from their networks to help with data sourcing, indicator selection, and project promotion. The committee endorsed the list of indicators as recommended by the project team for inclusion in the dashboard. Members also provided input and feedback about dashboard design, and related written materials.

ROI is grateful to our dedicated steering committee members for their time and help in ensuring the successful delivery of this project:

- Chair - Ellen Sinclair, Executive Director, Rural Ontario Institute
- Kristin Crane, Director, Social Research & Planning Council, Huron-Perth United Way
- Liz Forsberg, Lead, Partnership Investments, Ontario Trillium Foundation
- Katie Kish, Assistant Professor, Shannon School of Business, Cape Breton University
- Steve McCabe, Councillor, Wellington North, ROMA Zone 2 representative
- Suzanne Trivers, Former Executive Director, Mount Forest Family Health Team (retired)
- Karla Uliana, Senior Policy Advisor, Ontario Ministry of Agriculture, Food and Agribusiness
- Candice Zhang, Policy Advisor, Ontario Nonprofit Network

Indicator assessment & selection

In Phase 1 we developed a pilot dashboard using 30 indicators from CSA Standard R113:22. But the standard contains more than 120 indicators in total. The first task in Phase 2 was to assess all of the indicators for potential inclusion. We examined data availability for each indicator. Availability of local data at the census subdivision level was a key requirement for indicator selection. It was found that 38 indicators did not meet this condition and were, therefore, excluded. We noted significant data gaps for indicators regarding health, environment, society, and institutions. While local data collection can help address gaps, there is no way to ensure data are collected the same way in different communities. Further, many communities do not have the capacity to gather local data.

To address gaps that arose from a lack of data, ROI conducted a comprehensive review of publicly available datasets, and other systems of indicators used in similar contexts nationally and internationally. A total of 33 additional or proxy indicators were identified through this process to ensure adequate coverage of indicator topics. In October 2023, we organized a workshop with data champions to test and validate our selection of indicators and data sources. An indicator selection workbook was developed for champions to clearly explain criteria for inclusion and the rationale for recommendations.

Champions were presented with a list of 70 recommended indicators. We used a "dotmocracy" process to finalize the selection of indicators. Dotmocracy, also known as dot voting, is an effective decision-making technique to gauge group preferences. In this process, all themes and potential indicators were organized onto a collaborative Google Jam Board so the workshop could be conducted online. Indicators were presented to the data champions, theme by theme. Participants had the opportunity to discuss each indicator, ask questions, and clarify its impact and relevance to different communities. Each data champion was given a set number of dot stickers, which they placed next to the indicators they believed were most crucial for the dashboard. The votes were tallied to identify which indicators had the most support, and these were prioritized for immediate integration into the dashboard. In addition, data champions were asked to identify what indicators were missing and how to prioritize data sourcing.

Champions were led through a discussion about local versus regional data. In many cases, data were only available at a regional level (i.e., census division, health unit…). We discussed whether regional data should be used in cases where community data are missing. While this approach would provide some useful information, it would not address community needs for local data in planning and decision making. Champions also discussed gaps that should be addressed in the future and the kinds of information that are difficult for communities to find.

Results of voting exercise

A total of 14 data champions participated in the dot-voting exercise. The highest ranked indicators included: unaffordable housing, average household income, age characteristics, wait time for long-term care beds, shelter costs, household tenure, and population change for young adults.

Data champions flagged several economic, social, demographic, and housing indicators for further investigation: type of work (industry), different levels of work (e.g., manager versus admin), percentage of children aged 0-5 for whom there is a regulated center-based childcare space, daycare space availability, student/educator ratios, how many businesses and organizations offer a living wage, gender expression, ethnicity, waitlists for housing, invisible homelessness, the number of available rentals, access to emergency shelters, risk factors such as racism and violence, and intersectional comparisons.

The wish list of health indicators was the longest. Data champions wanted to see a ratio of seniors to long-term care spaces, measurements of individual resiliency, mental health conditions, women and gender diverse health care, access to care for people living with disabilities, individual protective factors (e.g. ability to self-regulate, personal and social competence, optimism), reproductive health, positive parenting and parent-child relationships, sense of belonging, active transportation, and access to primary healthcare providers.

Data champions were interested in environmental indicators for boil water advisories, invasive species, home heating, distance to environmental hazards, deaths from extreme heat, availability of warming and cooling centers, biodiversity reduction and recovery, days of poor air quality, the ratio of park space per capita, extreme weather events, flood warning, emergency response, days recorded under -10 Celsius, and availability of firefighters in the region.

After voting, there was a general discussion. Champions noted that most indicators are deficit-based and wondered about finding more asset-based indicators that convey a positive message. They highlighted the importance of including additional indicators to provide a big picture overview of a social-ecological model of wellbeing, such as a strong sense of belonging, school data about bus safety, family domain dynamics, self-regulation, and access to green spaces. It was noted that these data are difficult to obtain, especially at a disaggregated and local level. Ongoing work is necessary to determine which additional indicators are needed to encompass the full spectrum of community wellbeing and whether data are available for those indicators.

2024 Indicator List

In total, 92 indicators were selected for the dashboard (see Appendix 1). We found local data for 65 indicators, which are currently featured in the dashboard. The remaining 27 indicators are not on the dashboard, but are listed as important to clearly highlight the data gaps. These indicators cover a wide range of topics such as labour force, community safety, civic engagement, health, and environmental hazards. We will actively search for data to support these indicators in Phase 3.

The set of wellbeing indicators will be reviewed annually based on feedback from users and analytics. Indicators may be removed if we receive consistent and repeated feedback that the indicator is not relevant for assessing wellbeing or for providing context. Indicators may be retired if the data will not be regularly updated, or if data becomes unavailable at the community level. Indicators may be added to the set if we receive consistent and repeated feedback that an indicator is needed to address a gap. Results from the annual review will be published on the website and the indicator list will be updated regularly.

Table 1. Summary of indicator status and data sources in Phase 2.

Category	Number of indicators	In use (local data is available)	Seeking local data or proxy (local data not available)	Data sources
Demographics	7	7	0	2021 Census Profile
Economics	15	11	4	2021 Census Profile, Analyst
Housing	13	13	0	2021 Census Profile
Health	15	8	7	2021 Census Profile, Ontario Long Term Care Association, ConnexOntario, GeoHub - Ontario Ministry of Health
Society	23	13	10	2021 Census Profile, Mass Culture Arts Data Platform, Open Database of Arts & Cultural Facilities
Environment	19	13	6	2021 Census Profile, Canadian Centre for Climate Services, ROI Ecological Footprint Project, GeoHub
Total	92	65	27	

Dashboard development & design

In tandem with the selection of indicators and data sources, we also improved the design of the pilot dashboard that was developed using Tableau during Phase 1. In November 2023, a consultant was hired, Purpose Analytics, to provide recommendations for

improving accessibility and user experience based on feedback received from champions during Phase 1. In February 2024, Purpose Analytics completed their work, and we updated the design based on their advice.

Alternative text was added to all data visualizations and images to improve accessibility. In-line text definitions were used as much as possible while minimizing hover text. Where hover text was used, we also added alternative text to the hoverable icons to ensure readability by screen readers. In addition, font size and the size of navigation buttons were increased, more whitespace was added around elements and redundant information was reduced. Accessible colour choices and stepped colour scales were applied to maps and visualizations. We also minimized the use of stacked bar charts and pie charts and simplified language for explanatory text and instructions.

In April 2024, dashboard design improvements and backend data organization were completed. User testing sessions were held in May 2024. A total of 6 champions volunteered to attend virtual testing sessions. During these sessions, champions shared their screens while completing a series of fact-finding questions. Observations were recorded about user interaction with the dashboard. In June 2024, we held a group testing engagement session with champions and asked them to complete a survey.

User observation results

The user observation sessions revealed significant navigation issues. Users had difficulty using and clearing the filters. There were too many comparator filter choices which users found confusing. We observed users struggling to switch between community and region filters. Some users ignored the filters, maps and visualizations altogether and navigated directly to the summary tables to find information.

We also noted significant issues with the design and layout of the dashboard. Users were not intuitively scrolling down the page to see all of the content because there was too much white space below the tables. When individual communities were selected, the dynamic visualizations shrank vertically which created extra white space and the illusion that no other content was presented below. Users were not interacting with the profile tab as expected. The intent of this tab was to enable the identification of similar, comparable communities. However, none of the users interacted with it in this way. Finally, we noted that it was easy for most users to find facts, but some users had difficulty interpreting what the numbers meant. And most users were unsure how to tell a story using related indicators from different categories.

User survey results

In June 2024, we provided the dashboard link to 23 Data Champions who were asked to explore the dashboard on their own and complete a short survey. Everyone who completed the survey was entered into a draw to win a free, custom wellbeing report for their community. Champions were given 2 weeks to test the dashboard and complete the survey. An engagement session was held midway through the survey period to answer questions and provide a demonstration.

Twelve champions attended the engagement session. Champions were provided with background information and context about the dashboard development process, followed by a demonstration of the dashboard, and an open discussion. Champions requested more definitions and information in hover text. They noted that more explanation and context is needed for the ecofootprint and biocapacity indicators because they are a new and unfamiliar concept. Champions also noted that the contextual information was placed too far away from the related indicators. We asked champions if they had any questions about the survey and encouraged them to complete it.

In total, 12 users completed the survey. The average time to complete the survey was 45 minutes. The fastest time was 10 minutes and the longest was 1 hour and 24 minutes. Most users were able to find answers to the survey's fact-finding questions. Slightly more than half of users were able to synthesize data from multiple indicators to make an evaluation or assessment. Most users agreed that the dashboard is visually appealing and contains helpful information about their community. Half of survey respondents said that the comparator filters were confusing. In the comments section, users noted that they liked the contextual visualizations and found the dashboard interesting, however the maps were difficult to use.

The Timiskaming Health Unit won the raffle for a free custom wellbeing report, which was published on the ROI website as a sample.

Dashboard design changes

Throughout July and August 2024, significant design changes were made to address the feedback from the observation sessions, the survey, and the engagement session. The dashboard was split up into separate pages and thematic groupings of indicators were added to improve comprehension and make storytelling easier. The width of the dashboard frame was increased to take up more horizontal space, and the vertical height was reduced to create a more compact layout. Indicator boxes were added to the thematic pages for more visual impact. We also minimized the use of maps and moved contextual visualizations to the top of each page.

To improve the user experience, the number of comparator filters were reduced, and comparator visualizations were replaced with a totals table. We added more instructions for using the filters and a clear filters button. The amount of white space was reduced, and dynamic visualizations were made smaller so that the content below is more obvious. Filters were moved from the top of the page to a sidebar along the left. The profile tab was redesigned to a Highlights page that features a selection of indicators across all categories, with infographics at the top. Several resources were also developed to help people navigate the dashboard and understand the information, including a video user guide.

A new section on the ROI website was created to embed the Tableau dashboards, with additional pages of supporting information. The dashboard is freely available to everyone and is best viewed on a desktop computer. While the dashboard can be viewed on mobile devices, it is not recommended as some elements may look and function differently on phones or tablets.

See Appendix 2 for the progression of dashboard design from prototype to final version.

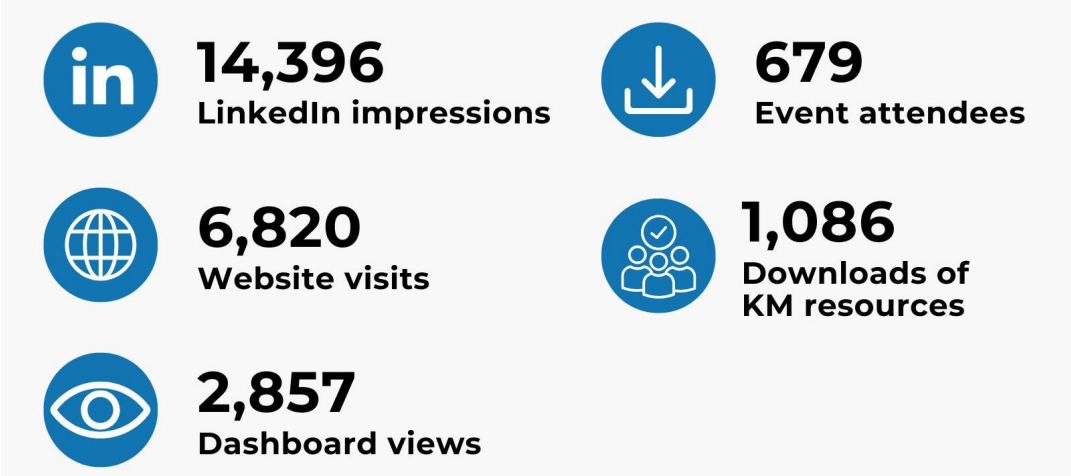
Launch and knowledge mobilization

We launched the dashboard in September 2024 at the Ontario Municipal Social Services Association forum, which was held virtually. Since then, more than 10 knowledge mobilization resources have been published, including an indicator list, indicator definitions, factsheets, and data files. Promotional posts on LinkedIn have received more than 16k impressions. In total, the associated dashboard websites have been viewed almost 7,000 times. The dashboard pages received 3,175 views and resources were downloaded over 1,200 times.

We engaged with over 650 people at meetings and events, including the following organizations:

- Canadian Rural Revitalization Foundation
- Rural Ontario Municipal Association
- International Ecological Footprint Learning Lab
- Mass Culture
- Workforce Planning Boards
- Ontario Resource Centre for Climate Adaptation
- Haliburton County Community Safety and Wellbeing Tabe
- Leeds, Grenville & Lanark District Health Unit
- Rural Active Transportation Collective
- Algonquin College
- McMaster University

- Environmental Leadership Canada



Case Study: County of Huron

ROI is helping County of Huron staff use the dashboard to conduct a community climate risk and vulnerability assessment that will inform their climate action plan. The county was curious to know if there were differences between communities in the region with respect to climate projections or vulnerability. The County of Huron established a small but diverse working group from local communities and organizations to conduct this exercise.

To support the risk assessment, ROI developed community profiles using data from the dashboard to show how the climate is expected to change for communities in this region, and where vulnerable populations may need targeted actions or strategies. The County of Huron used these profiles to develop climate impact statements that reflect potential intersections between the changing climate and local social, economic, and environmental circumstances. Working group members collaborated to assign scores for the likelihood and consequence of each climate impact statement based on their expertise and knowledge of the local communities. The unique social factors of each community help to explain differences between community scores and/or highlight vulnerable populations. The final step will be for working group members to brainstorm actions that will mitigate risk and improve resilience.

This work is ongoing as of April 2025. When the work is complete, a full report will be published that communities can use as a framework to help them develop climate risk assessments.

Next Steps

The Rural Ontario Institute is improving access to data through our Community Wellbeing Dashboard. The information presented in the dashboard can help communities establish a baseline, develop policies, set goals, measure progress, and tell stories.

Moving forward, we will ensure that the dashboard is updated, and that people understand how to use it. Phase 3 of this project will focus on maintaining and updating the dashboard, researching new data sources, mobilizing knowledge, developing use cases, and engaging with communities.

We are always seeking Data Champions in rural communities who want to help us ensure that the tool is relevant and useful. We are also seeking expressions of interest from potential partners to explore other areas of collaboration.

Please contact us if you are interested in participating in this project or would like more information.

Appendix 1. List of indicators and their status at the time of launch in September 2024.

Category	Theme	Indicators	Indicator status
Demographics	Age characteristics	Age distribution	In use
		Median age	
	Population	2021 Population	
		Population Change 2016-2021	
		Population density	
		Population change - young adults	
		Population dependency ratio	
Economics	Employment	Did not work	In use
		Casual employees	
		Worked from home	
		Jobs by industry/% change by industry 2021-2022	
		Local employment	
		Labour force participation	Seeking data source or proxy
		Unemployment rate	
		Employment rate	
	Income	Median household income	In use
		Household income distribution	
		Median individual Income	
		Low-income measure (individual)	
		Source of income	Seeking data source or proxy
	Internet	Households with 50/10 broadband service	In use
		Households without internet	
Housing	Core housing need	Inadequate housing	In use
		Unaffordable housing	
		Unsuitable housing	

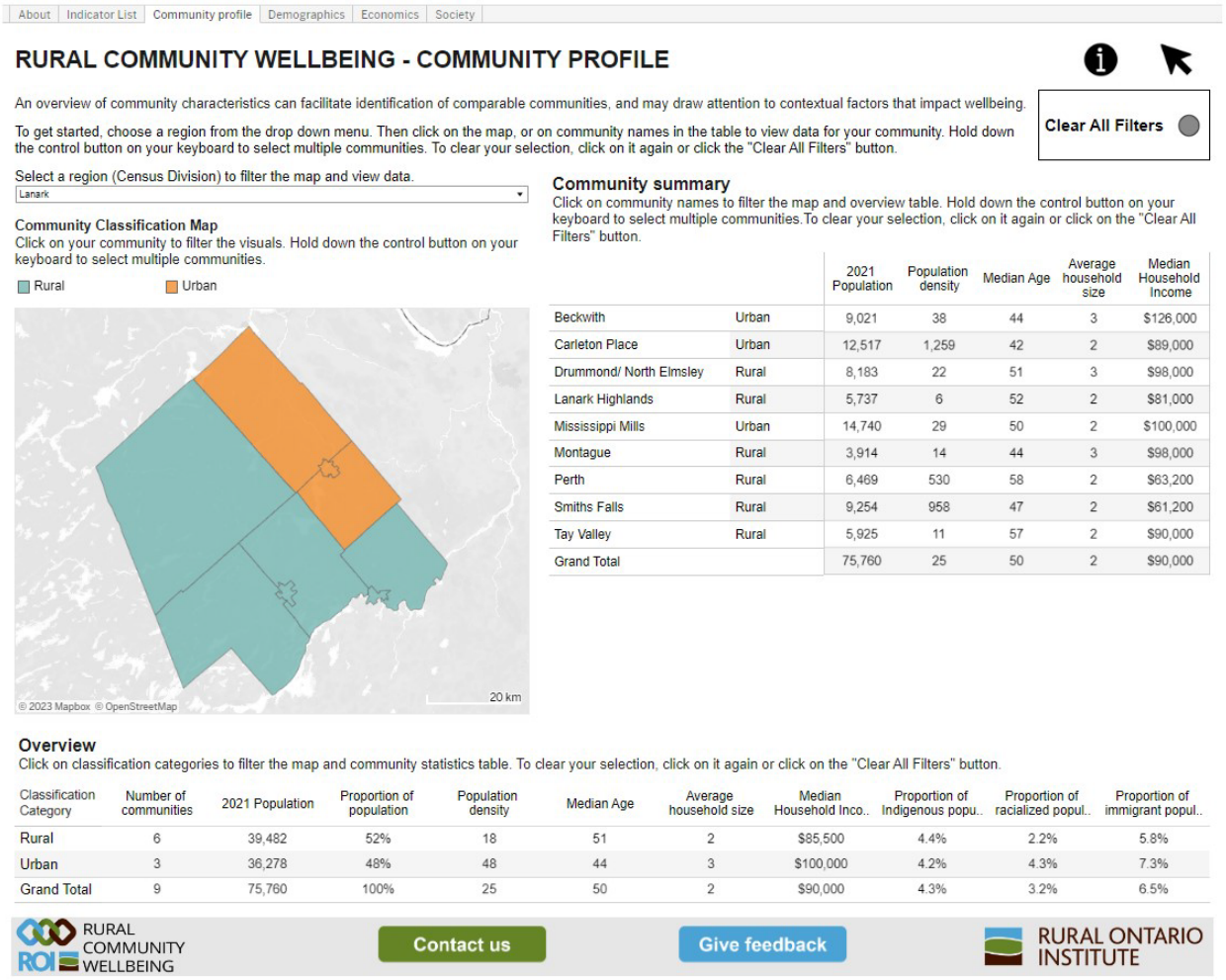
Category	Theme	Indicators	Indicator status
		Core housing need	
	Dwellings	Shelter costs	
		Usual residents	
		Dwelling size	
		Dwelling type	
	Households	Household type	
		Median income by household type	
		Household size	
		Household tenure	
		One-parent households	
Health	Access to health services	Number and types of health facilities	In use
		Access to a health care provider	Seeking data source or proxy
		Emergency department visits	
	Health behaviours	Nutrition	
		Physical activity	
	Long term care	Proportion of residents aged 85+	In use
		Number of long term care homes	
		Number of spaces	
		Wait times for long term care	
		Long term care ratio	
	Mental health	Number of calls for mental health services	
		Reasons for requesting mental health services	
		Perceived mental health	Seeking data source or proxy
	Mortality	Premature mortality	Seeking data source or proxy
		Common chronic conditions	

Category	Theme	Indicators	Indicator status
Society	Arts & Culture	Number and types of charitable arts organizations	In use
		Revenue of charitable arts organizations	
		Number of types of arts & cultural facilities	
	Education	Highest level of education achieved	
		High school diploma	
	Population Diversity	Knowledge of languages	
		Gender diversity	
		Indigenous identity	
		Immigration	
		Racialized groups	
		Religion & spirituality	
	Community safety	Violent crime	Seeking data source or proxy
		Property crime	
		Sexual crime	
		Crimes against children	
		Crimes against women	
		Young offenders	
		Crime severity index	
	Civic engagement & governance	Volunteering	Seeking data source or proxy
		Voter turnout	
		Acclaimed positions on council	
		Women in elected council positions	
		Municipal revenues and expenses	
Environment	Climate change	Hottest day	In use
		Coldest day	
		Length of winter season	
		Days with Humidex >35	
		Length of growing season	
		Total precipitation	

Category	Theme	Indicators	Indicator status
	Ecological Footprint	Ecological Footprint	
		Biological capacity	
		Biocapacity balance	
	Transportation	Main mode of commuting	
		Long commute	
		Local commute	
	Conservation	Protected areas	In use
	Environmental hazards	Forest disturbance by fire and pests	Under development
		Boil water advisories	Seeking data source or proxy
		Air quality warnings	
		Flood warnings	
		Extreme weather events	
		Emergency response to natural disasters	

Appendix 2. Screenshots showing the progression of dashboard design.

Appendix 2A – Community profile from the Phase 1 prototype design (February 2023).



About | Indicator List | Community profile | Demographics | Economics | Society

RURAL COMMUNITY WELLBEING - COMMUNITY PROFILE

An overview of community characteristics can facilitate identification of comparable communities, and may draw attention to contextual factors that impact wellbeing.

To get started, choose a region from the drop down menu. Then click on the map, or on community names in the table to view data for your community. Hold down the control button on your keyboard to select multiple communities. To clear your selection, click on it again or click the "Clear All Filters" button.

Clear All Filters

Select a region (Census Division) to filter the map and view data.

Lanark

Community Classification Map

Click on your community to filter the visuals. Hold down the control button on your keyboard to select multiple communities.

Rural Urban

Community summary

Click on community names to filter the map and overview table. Hold down the control button on your keyboard to select multiple communities.To clear your selection, click on it again or click on the "Clear All Filters" button.

		2021 Population	Population density	Median Age	Average household size	Median Household Income
Beckwith	Urban	9,021	38	44	3	$126,000
Carleton Place	Urban	12,517	1,259	42	2	$89,000
Drummond/ North Elmsley	Rural	8,183	22	51	3	$98,000
Lanark Highlands	Rural	5,737	6	52	2	$81,000
Mississippi Mills	Urban	14,740	29	50	2	$100,000
Montague	Rural	3,914	14	44	3	$98,000
Perth	Rural	6,469	530	58	2	$63,200
Smiths Falls	Rural	9,254	958	47	2	$61,200
Tay Valley	Rural	5,925	11	57	2	$90,000
Grand Total		75,760	25	50	2	$90,000

Overview

Click on classification categories to filter the map and community statistics table. To clear your selection, click on it again or click on the "Clear All Filters" button.

Classification Category	Number of communities	2021 Population	Proportion of population	Population density	Median Age	Average household size	Median Household Inco..	Proportion of Indigenous popu..	Proportion of racialized popul..	Proportion of immigrant popul..
Rural	6	39,482	52%	18	51	2	$85,500	4.4%	2.2%	5.8%
Urban	3	36,278	48%	48	44	3	$100,000	4.2%	4.3%	7.3%
Grand Total	9	75,760	100%	25	50	2	$90,000	4.3%	3.2%	6.5%

RURAL COMMUNITY WELLBEING

Contact us

Give feedback

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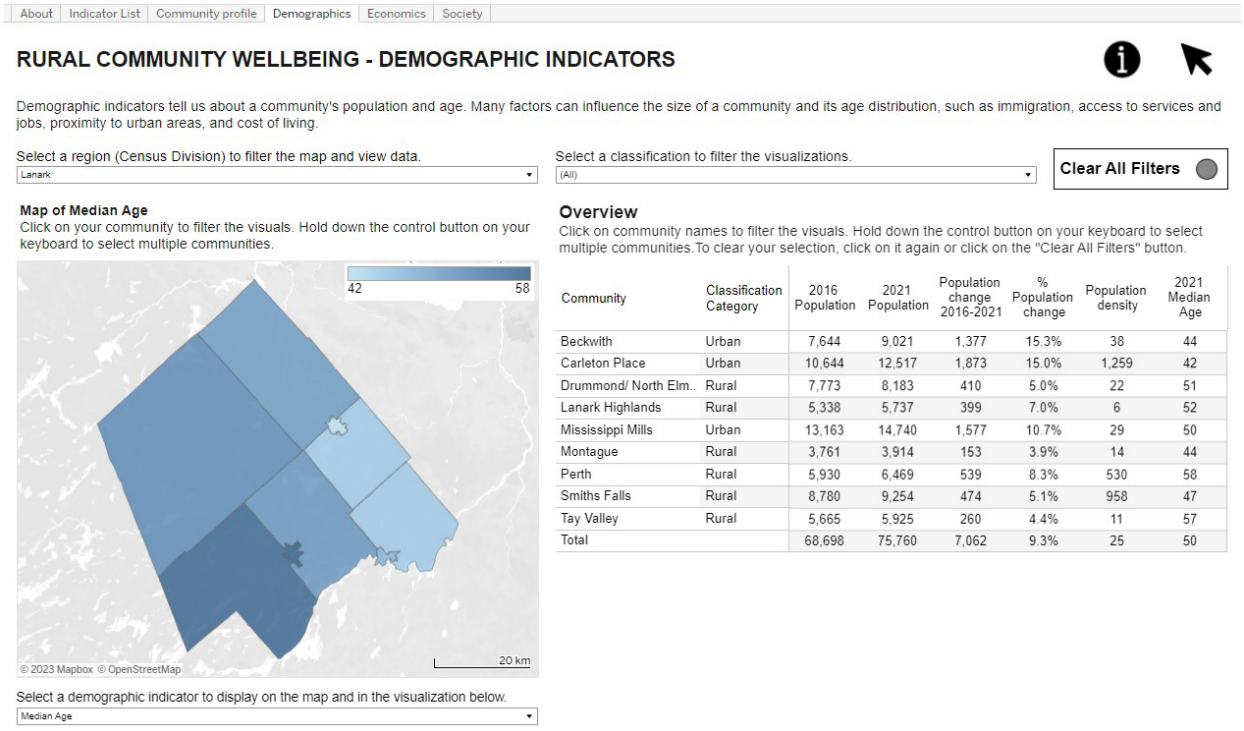
Appendix 2B – Demographic indicators from the Phase 1 prototype design (February 2023).



About | Indicator List | Community profile | Demographics | Economics | Society

RURAL COMMUNITY WELLBEING - DEMOGRAPHIC INDICATORS

Demographic indicators tell us about a community's population and age. Many factors can influence the size of a community and its age distribution, such as immigration, access to services and jobs, proximity to urban areas, and cost of living.

Select a region (Census Division) to filter the map and view data.
Lanark

Select a classification to filter the visualizations.
(All)

Clear All Filters

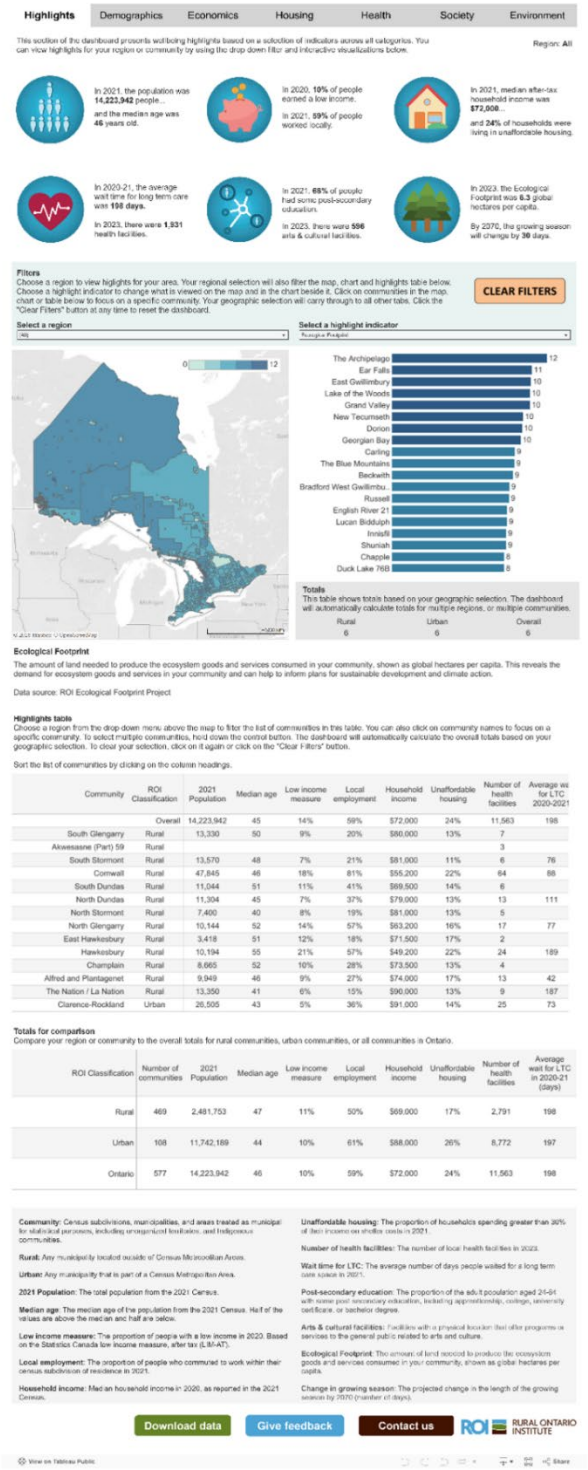
Map of Median Age
Click on your community to filter the visuals. Hold down the control button on your keyboard to select multiple communities.

Select a demographic indicator to display on the map and in the visualization below.
Median Age

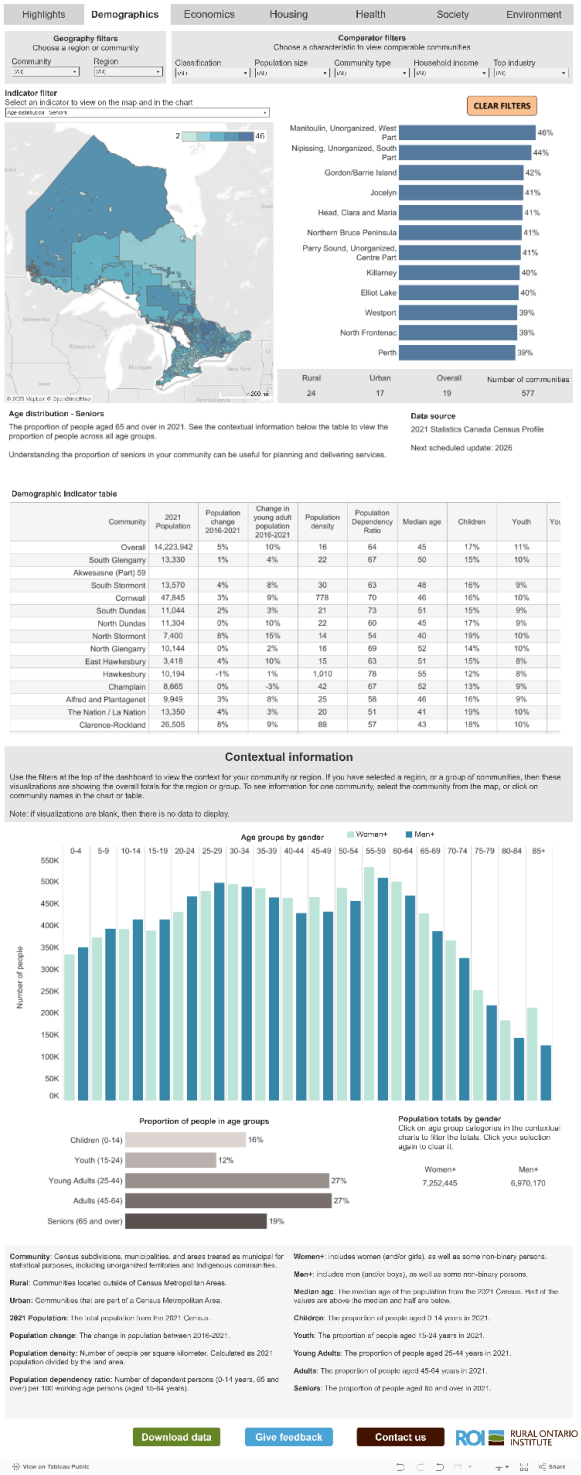
Overview
Click on community names to filter the visuals. Hold down the control button on your keyboard to select multiple communities.To clear your selection, click on it again or click on the "Clear All Filters" button.

Community	Classification Category	2016 Population	2021 Population	Population change 2016-2021	% Population change	Population density	2021 Median Age
Beckwith	Urban	7,644	9,021	1,377	15.3%	38	44
Carleton Place	Urban	10,644	12,517	1,873	15.0%	1,259	42
Drummond/ North Elm..	Rural	7,773	8,183	410	5.0%	22	51
Lanark Highlands	Rural	5,338	5,737	399	7.0%	6	52
Mississippi Mills	Urban	13,163	14,740	1,577	10.7%	29	50
Montague	Rural	3,761	3,914	153	3.9%	14	44
Perth	Rural	5,930	6,469	539	8.3%	530	58
Smiths Falls	Rural	8,780	9,254	474	5.1%	958	47
Tay Valley	Rural	5,665	5,925	260	4.4%	11	57
Total		68,698	75,760	7,062	9.3%	25	50

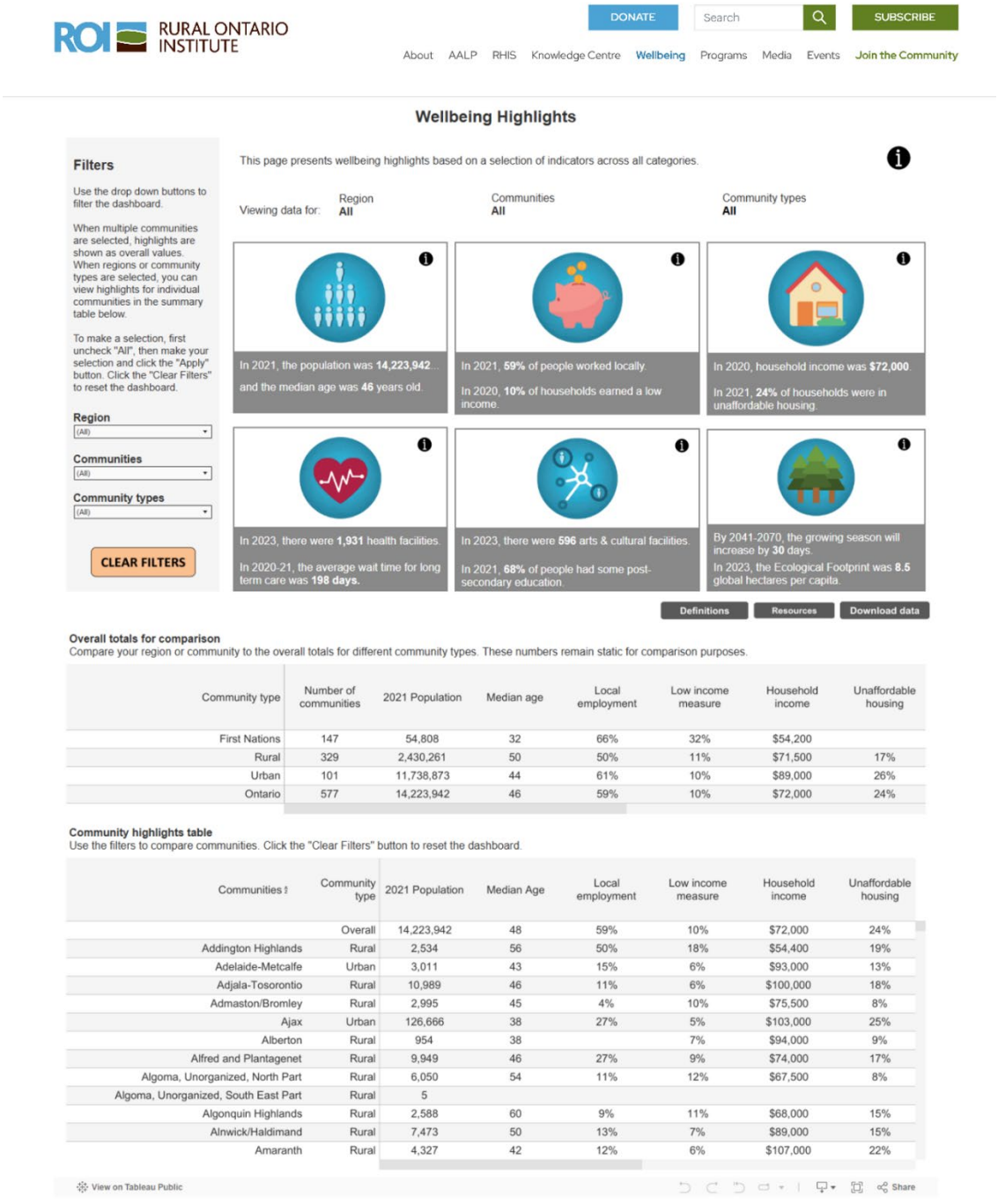
Appendix 2C – Highlights from Phase 2 beta testing design (May 2024).



Appendix 2D – Demographic indicators from Phase 2 beta testing design (May 2024).



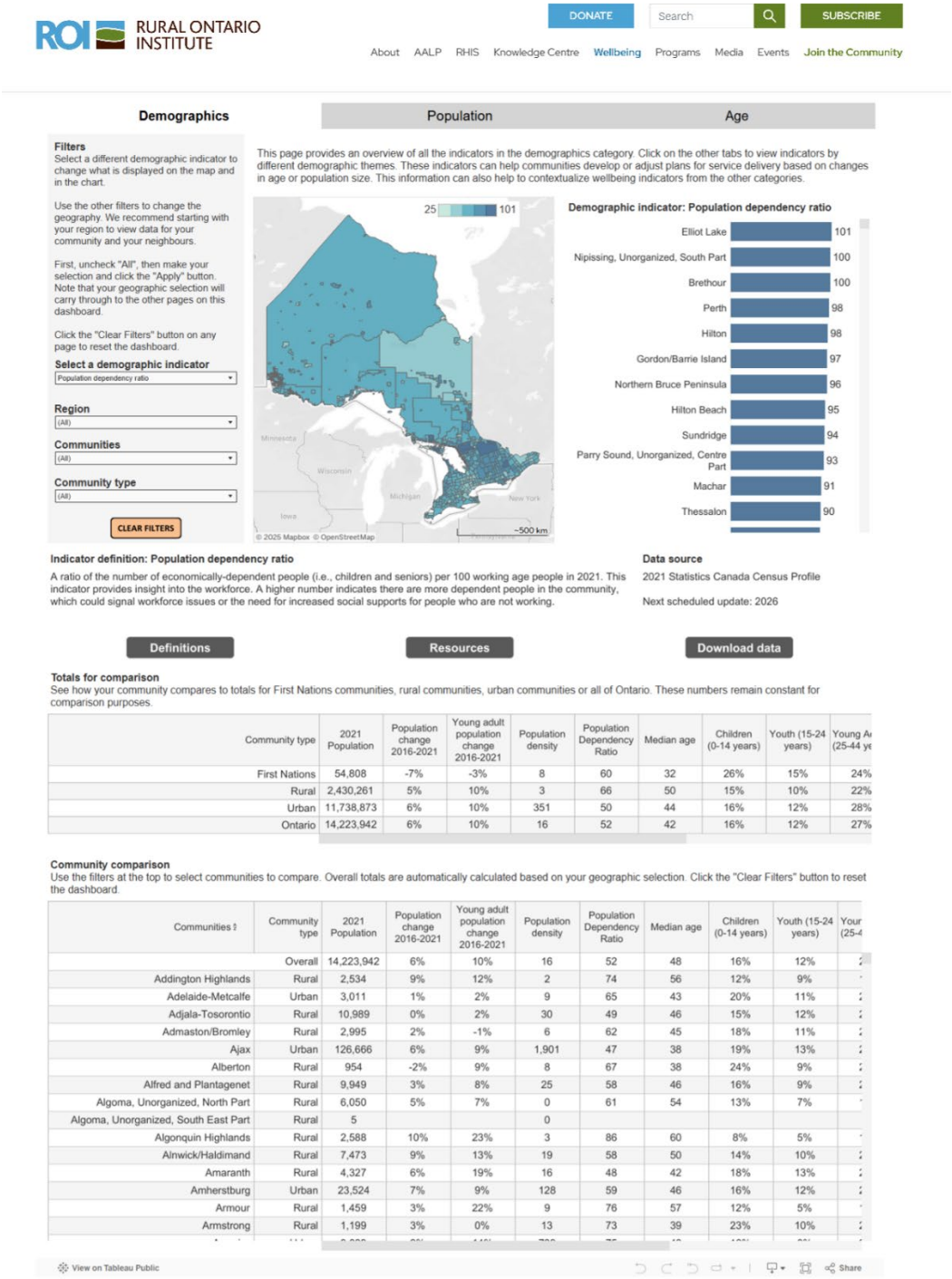
Appendix 2E – Highlights from final dashboard design (September 2024).



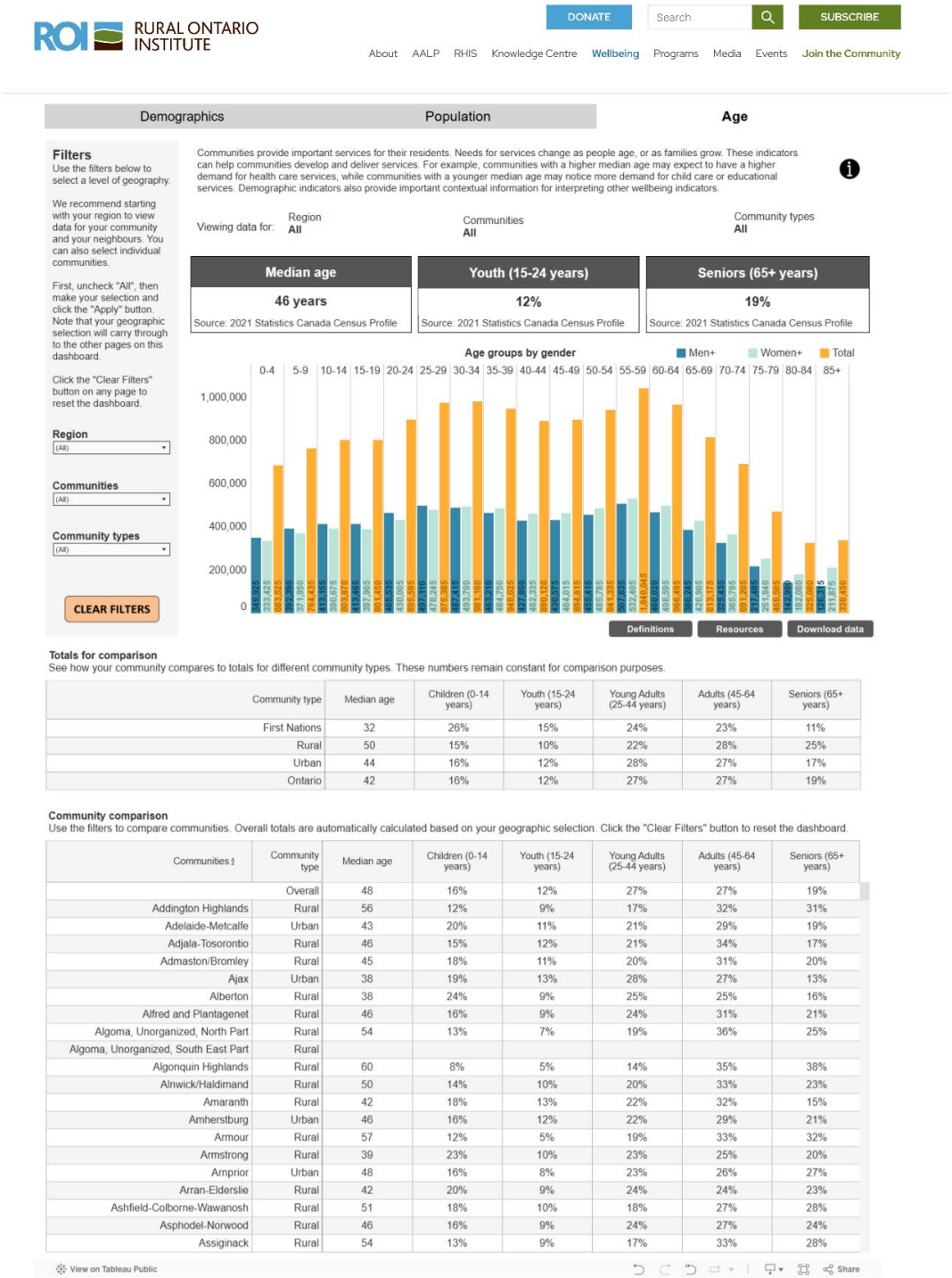
Community type	Number of communities	2021 Population	Median age	Local employment	Low income measure	Household income	Unaffordable housing
First Nations	147	54,808	32	66%	32%	$54,200	
Rural	329	2,430,261	50	50%	11%	$71,500	17%
Urban	101	11,738,873	44	61%	10%	$89,000	26%
Ontario	577	14,223,942	46	59%	10%	$72,000	24%

Communities	Community type	2021 Population	Median Age	Local employment	Low income measure	Household income	Unaffordable housing
Overall		14,223,942	48	59%	10%	$72,000	24%
Addington Highlands	Rural	2,534	56	50%	18%	$54,400	19%
Adelaide-Metcalfe	Urban	3,011	43	15%	6%	$93,000	13%
Adjala-Tosorontio	Rural	10,989	46	11%	6%	$100,000	18%
Admaston/Bromley	Rural	2,995	45	4%	10%	$75,500	8%
Ajax	Urban	126,666	38	27%	5%	$103,000	25%
Alberton	Rural	954	38		7%	$94,000	9%
Alfred and Plantagenet	Rural	9,949	46	27%	9%	$74,000	17%
Algoma, Unorganized, North Part	Rural	6,050	54	11%	12%	$67,500	8%
Algoma, Unorganized, South East Part	Rural	5					
Algonquin Highlands	Rural	2,588	60	9%	11%	$68,000	15%
Alnwick/Haldimand	Rural	7,473	50	13%	7%	$89,000	15%
Amaranth	Rural	4,327	42	12%	6%	$107,000	22%

Appendix 2F – Demographic overview page from final dashboard design (September 2024).



Appendix 2G – Age indicators from final dashboard design (September 2024).



Totals for comparison
See how your community compares to totals for different community types. These numbers remain constant for comparison purposes.

Community type	Median age	Children (0-14 years)	Youth (15-24 years)	Young Adults (25-44 years)	Adults (45-64 years)	Seniors (65+ years)
First Nations	32	26%	15%	24%	23%	11%
Rural	50	15%	10%	22%	28%	25%
Urban	44	16%	12%	28%	27%	17%
Ontario	42	16%	12%	27%	27%	19%

Community comparison
Use the filters to compare communities. Overall totals are automatically calculated based on your geographic selection. Click the "Clear Filters" button to reset the dashboard.

Communities	Community type	Median age	Children (0-14 years)	Youth (15-24 years)	Young Adults (25-44 years)	Adults (45-64 years)	Seniors (65+ years)
	Overall	48	16%	12%	27%	27%	19%
Addington Highlands	Rural	56	12%	9%	17%	32%	31%
Adelaide-Metcalfe	Urban	43	20%	11%	21%	29%	19%
Adjala-Tosorontio	Rural	46	15%	12%	21%	34%	17%
Admaston/Bromley	Rural	45	18%	11%	20%	31%	20%
Ajax	Urban	38	19%	13%	28%	27%	13%
Alberton	Rural	38	24%	9%	25%	25%	16%
Alfred and Plantagenet	Rural	46	16%	9%	24%	31%	21%
Algoma, Unorganized, North Part	Rural	54	13%	7%	19%	36%	25%
Algoma, Unorganized, South East Part	Rural						
Algonquin Highlands	Rural	60	8%	5%	14%	35%	38%
Alnwick/Haldimand	Rural	50	14%	10%	20%	33%	23%
Amaranth	Rural	42	18%	13%	22%	32%	15%
Amherstburg	Urban	46	16%	12%	22%	29%	21%
Armour	Rural	57	12%	5%	19%	33%	32%
Armstrong	Rural	39	23%	10%	23%	25%	20%
Arnprior	Urban	48	16%	8%	23%	26%	27%
Arran-Elderslie	Rural	42	20%	9%	24%	24%	23%
Ashfield-Colborne-Wawanosh	Rural	51	18%	10%	18%	27%	28%
Asphodel-Norwood	Rural	46	16%	9%	24%	27%	24%
Assiginack	Rural	54	13%	9%	17%	33%	28%

LET'S STAY CONNECTED

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