

RURAL COMMUNITY WELLBEING PROJECT

PHASE 1 REPORT



Rural Community Wellbeing Project Phase 1 Report

Rural Ontario Institute
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Overview

Progress on improving economic, social, and ecological wellbeing in rural communities has been hindered by the lack of a consistent approach for understanding and assessing wellbeing. Several approaches to similar issues in cities have been shown to be unsuitable for rural communities. The initiatives of the Standards Council of Canada and the Canadian Standards Association (CSA) to produce a national standard for rural wellbeing are steps in the right direction. However, field tests and resources will be needed to support the use of the standard in improving the quality of life, wellbeing, and sustainability of rural communities.

This report provides a summary of the first phase of ROI's Rural Community Wellbeing project. This project involves the development of a wellbeing dashboard to facilitate a field test of CSA standard R113-22.

Phase 1 work was focused on creating a pilot dashboard to present indicators selected from the CSA standard. Pilot dashboard design was informed by feedback obtained from four rural communities in Ontario. Phase 1 was funded by the Ontario Ministry of Agriculture, Food, and Rural Affairs, MITACS, and ECOCanada. ROI is grateful to our partners for supporting this important project.

Project timeline

- Phase 1 (2021-2023)
 - Create pilot dashboard
 - Select subset of indicators and identify data sources
 - Engage communities
- Phase 2 (2023-2025)
 - Expand dashboard
 - Finalize indicator selection and data sources
 - Engage communities & mobilize knowledge
- Phase 3 (2025-2027)
 - Update indicator data
 - Complete field test and assessment of CSA standard
 - Engage communities & mobilize knowledge
 - Prepare and publish final project report

Project consultant - Community Transformation Associates

ROI retained the services of Nelson Rogers (Community Transformation Associates) to assist with Phase 1 of this project. This report includes excerpts from materials that Nelson prepared as part of his contract with ROI.

CSA contracted Community Transformation Associates to recruit members of the standard development committee, and prepare the seed document that formed the basis of the CSA R113-22 standard. The Standards Council of Canada designated Community Transformation Associates as the Lead Industry Proponent for the development and utilization of CSA R113-22.

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. Consequently, rural communities are frequently unaware or unsure of critical challenges or opportunities and are unable to share evidence of effective responses.

Rural municipalities and community organizations may struggle to access and use the large quantity and variety of information available through open data and e-government initiatives. It can be very challenging to transform large datasets into useful information for decision-making, benchmarking, and accountability measures relevant for rural community development.

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 help 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 community contexts.

Review of wellbeing systems

A review of wellbeing systems conducted prior to the release of CSA R113-22 revealed that no standard existed for rural communities to collect and use wellbeing data easily or consistently.

Canadian Index of Wellbeing

The [Canadian Index of Wellbeing](#) (CIW) uses data from surveys conducted by Statistics Canada or by CIW staff. These are primarily opinion surveys that may or may not reflect objective measures of community conditions. Statistics Canada generally does not release the data from these surveys for geographies smaller than a Census Division, which means that community level data is often not available. In addition, the CIW features a composite wellbeing index based on a complex calculation that is not made public. The final number produced by the index may not provide useful information about individual components of wellbeing at the community level.

Vital Signs

Community Foundations generally have good track records for involving local organizations and citizens in the production of a [Vital Signs](#) report. However, the general and flexible nature of the research guidelines results in a wide variation in the quality of local research. Since each Vital Signs report is a unique local snapshot, it is not possible to integrate data across communities or track changes in a single community over time. The primary data source is usually Census Profile data compiled by Census Division, which may overlook important differences between neighbouring

municipalities. Work is underway to align this system with the Sustainable Development Goals, which could enable community comparisons across Canada and globally.

Sustainable cities and communities (ISO 37120)

On the international scene, [ISO 37120](#) provides indicators for city services and quality of life and supports reporting against some of the Sustainable Development Goals. However, some indicators do not apply to communities with small populations. For example, many of the indicators are calculated with units per 100,000 inhabitants, which is not relevant in the context of rural communities where the population is often fewer than 10,000 people. In addition, many indicators apply to specific urban issues not shared by many rural communities, such as access to parks and green spaces, or quality of public transit systems. Some of the quality of life dimensions represented in ISO 37120 are relevant to rural communities, however, the analytical approaches are so complex that expert consultants are usually required to produce an assessment. Complex wellbeing assessment systems may not be suitable for small communities with limited resources and capacity.

Community Safety and Wellbeing Plans

The Ontario government requires municipalities to prepare a [Community Safety and Wellbeing Plan](#). These plans aim to make communities safer and healthier by focusing local action on 4 key areas: social development, prevention, risk intervention, and incident response. This is a collaborative and coordinated effort to improve the overall wellbeing of communities.

The government provides a general framework for the planning process, which can take 1-2 years. Communities must gather evidence to prepare the plan and track outcomes, but there are no guidelines regarding the use of common data sources or indicators. Some communities use an adapted version of the Canadian Index of Wellbeing. However, as previously stated, this system requires a large amount of local data collection. Communities with limited resources or capacity may have difficulty in obtaining locally relevant data to assist with the development and review of these plans.

CSA Standard R113-22: Indicators for rural community well-being, services, and quality of life

The Canadian Standards Association (CSA) has developed a new standard to help address these challenges. [Standard R113-22](#) includes a set of indicators that can be used to identify and measure quality of life and wellbeing in rural communities. The CSA indicators provide a standardized approach to assess wellbeing using readily available data sources, common definitions and methods, and a rural focus. The standard will enable communities to establish a baseline, measure progress over time and compare themselves to similar rural communities across Canada.

Comparators and benchmarks

A thorough understanding of trends requires context. It can be helpful to use comparisons as a way to contextualize data and statistics. The ability to make meaningful comparisons depends on the consistent use of indicators over time, using

standardized methods, definitions, and criteria. An examination of how indicators change over time can produce a good understanding of potential problems in the community or emerging opportunities.

In addition to following trends within a community, it is also important to examine a community in relation to a broader regional context, such as the local geographic region (e.g., census division) or a defined area that is relevant to indicators under consideration (e.g., public health district).

The use of consistent indicators can also enable the comparison of communities that share common features, such as coastal communities, mining towns, or retirement destinations. Over time, the consistent use of a set of indicators will enable the identification of benchmarks that are associated with healthy, prosperous, and sustainable communities.

Field test of CSA R113-22

Although the publication of the first edition of this standard is a significant step toward improved understanding of rural wellbeing, additional work is needed to field test the useability of the indicators and to develop tools to facilitate data access and analysis.

Indicators are grouped into 7 broad categories: economic, environmental, health, housing, institutional, population, and society. The standard recommends gathering data primarily from government sources (e.g., Statistics Canada). A large number of indicators are supported by data from the Census profile, which is helpful for standardization and comparison. However, Census data is only available every 5 years, and some data are not available at the community level. It can be difficult for communities to obtain and analyze local data from such large datasets.

Many indicators will be useful for understanding and addressing rural community wellbeing, if appropriate data sources can be identified, and some guidelines for data interpretation can be provided.

Reporting Dashboard

The product of most wellbeing systems is usually a report that provides a snapshot of wellbeing at a specific point in time. These periodic reports are commonly produced every 5 years. The length of the reporting period can depend on update cycles for indicator data. Longer update schedules can result in a large amount of work because of the volume of new data that must be collected and analyzed.

Reports are a necessary and important culmination of the assessment process, however, it is possible to enable more flexibility if a reporting system is supported by a digital product. An online indicator platform can enable more frequent reporting because indicators can be easily updated as new data becomes available, which distributes the workload more evenly over time. In addition, a digital data platform enables targeted reporting on emerging priorities since updated data is already available for analysis when issues arise.

ROI is creating a wellbeing dashboard to display selected CSA indicators and related data. ROI will engage with rural communities to ensure that the dashboard and the indicators are relevant and helpful for assessing wellbeing. The dashboard will provide communities with a simple and interactive presentation of indicators and data. The dashboard will help communities understand their wellbeing within the local context by enabling them to: 1) notice what stands out for their community, 2) compare themselves to their neighbours and the broader region, and 3) track how things are changing over time.

Communities can use the dashboard to assess their wellbeing and produce reports at any time or interval that is relevant for them. ROI will develop guides and knowledge mobilization resources that will help communities use the dashboard to complete their assessment and prepare a wellbeing report.

Phase 1

Work on Phase 1 of this project was conducted between 2021-2023. Early work involved research and scoping to identify, select, and apply a wellbeing system, with the assistance of consultants. Following the selection of the CSA standard, ROI engaged with 4 rural communities to design a pilot dashboard and gather input about indicator relevance and utility.

Nelson Rogers facilitated connections with municipal staff in Tay Valley Township, the Town of Prescott, the Town of Goderich, and the City of Temiskaming Shores (see Figure 1 for a map). Communities were selected based on their interest in rural data and wellbeing as identified through prior working relationships, or recommendations from colleagues.

Community engagement

ROI organized and delivered 4 virtual community meetings between December 2022 and February 2023. Community feedback was obtained from meetings, email correspondence, and surveys. In total, ROI received feedback from 22 participants representing all four communities.

ROI provided a demonstration of the pilot dashboard on January 30, 2023. Participants were asked to provide feedback regarding the dashboard's visual appeal, navigation & interaction, comprehension, and comparators (Appendix I). Participants generally agreed that the dashboard was visually appealing, easy to use, and understand. Dashboard design was refined based on community feedback. ROI will continue improving dashboard design and function as the project progresses.

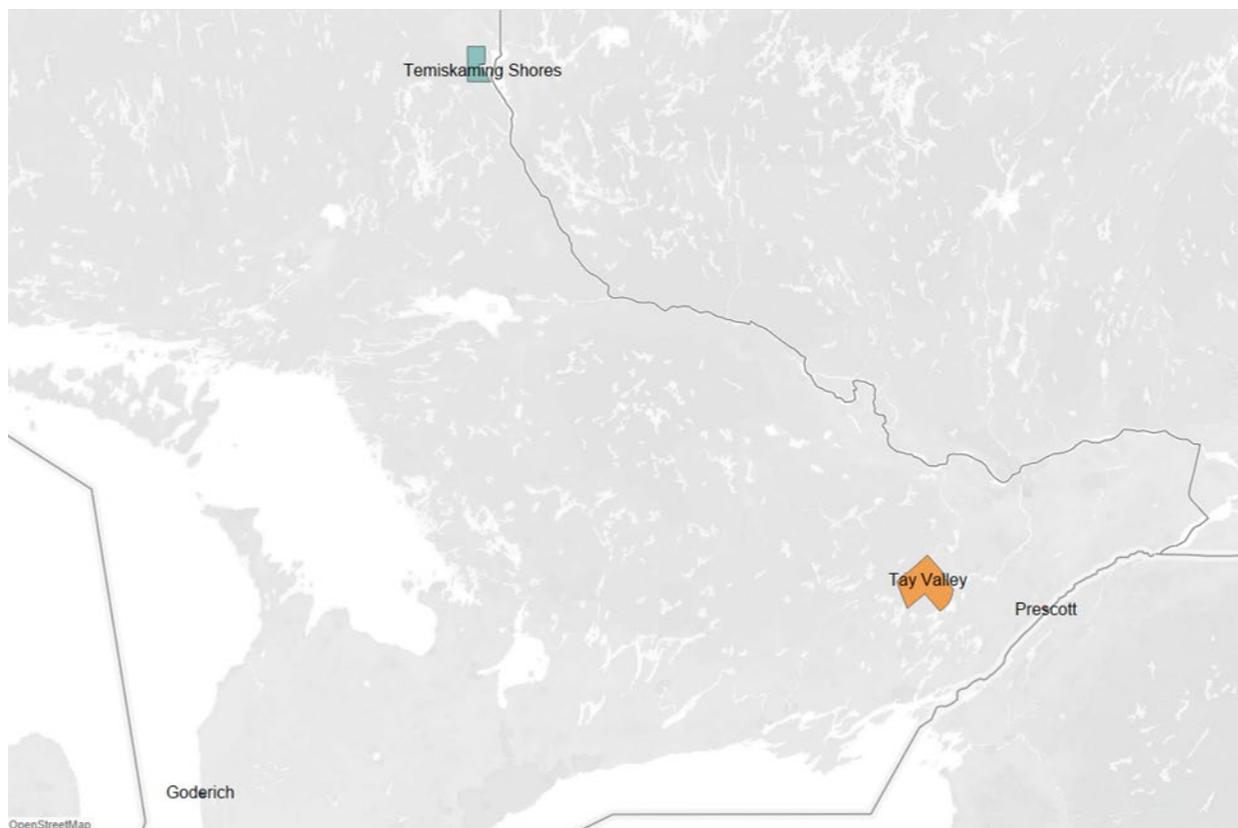


Figure 1. Map of Phase 1 communities.

ROI also gathered community input about dashboard use and indicator relevance for assessing wellbeing (Appendix II). The revised dashboard was presented to communities on February 21, 2023. Participants agreed that the dashboard and indicators would be useful for assessing wellbeing and decision making. There is a small amount of duplication and overlap with other wellbeing work, however participants agreed that the CSA indicators offer additional insight and complement other initiatives. Communities also agreed that they could use this dashboard to gather local data that would be helpful for other wellbeing systems. Finally, participants identified helpful knowledge mobilization products, including video tutorials, demonstrations, guides, and case studies. This feedback will be useful for field testing the standard and directing knowledge mobilization activities in the next phases of project work.

Pilot dashboard

ROI selected a subset of indicators from the CSA standard that were supported by readily available data sources. A total of 26 indicators were selected for inclusion in the pilot dashboard (Appendix III). Most of the data was obtained from the 2021 Statistics Canada Census Profile (24 indicators). Some data was also sourced from Analyst, an online tool of the Ontario Ministry of Agriculture, Food and Rural Affairs (2 indicators).

The pilot dashboard was hosted on Tableau Public. The dashboard included maps, tables, and data visualizations. Indicator data was organized hierarchically by Census Division and Census Subdivision. Users must select a Census Division to view indicator

data for each community within the region (Figure 2). This enabled easy comparisons between neighbouring communities. Indicator totals were also provided for rural and urban communities in each Census Division and for Ontario overall. See Appendix IV for screenshots of the dashboard.

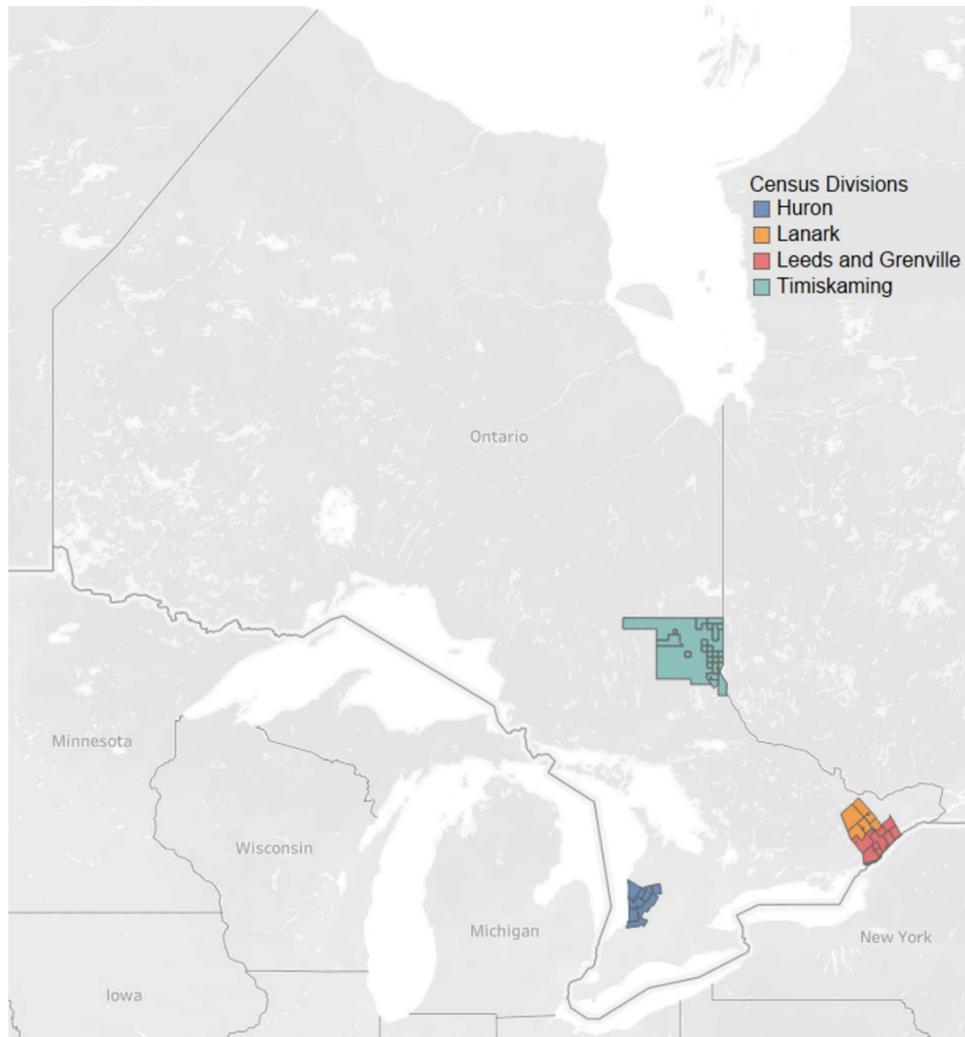


Figure 2. Map of Phase 1 Census Divisions.

Summary

Rural communities require easy access to reliable information that can help them assess their quality of life and wellbeing. CSA R113-22 provides a foundational framework for harnessing the power of data to improve the social, ecological and economic wellbeing of rural communities. ROI is developing a dashboard to present indicators selected from the CSA standard. ROI will assess the utility and relevance of CSA indicators in helping communities to establish a baseline, measure progress over time, and compare themselves to similar communities.

A good wellbeing system should enable communities to transform data into understanding and understanding into action. However, many rural communities have limited resources or capacity for data collection and analysis. ROI hopes that this project can help remove barriers and build capacity in rural communities for data-driven decision making and performance measurement.

Next steps

Phase 2 of this project will be focused on improving the pilot dashboard, expanding indicator selection, identifying data sources, and engaging with communities to inform the development of knowledge mobilization resources.

ROI is delighted to be working with existing and new partners during Phase 2, including the Ontario Ministry of Agriculture, Food, and Rural Affairs, the Ontario Trillium Foundation, and York University.

ROI is seeking Data Champions in rural communities to help ensure that the final product is as useful as possible. 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 I. Community feedback regarding Phase 1 pilot dashboard design.

Topic	Survey results & suggestions
Visual appeal	<ul style="list-style-type: none"> • 80% of respondents rated the dashboard as very visually appealing. • Charts and maps were the most visually appealing elements. • Font size and colour were the least appealing elements. • 70% of respondents rated data visualizations as very appealing. • Demographics is the most visually appealing tab. • Improve accessibility through better colour choices and/or use of stripes or lines. • Change the basemap to improve orientation. • Move the community profile table beside the map as organized on the other tabs for easier visual reference. • Choose a unique colour palette for each topic so that colours are not repeated. • Add colour to the Indicator List tab to make it less intimidating and more categorized.
Navigation & Interaction	<p>80% of respondents agree that:</p> <ul style="list-style-type: none"> • It is very easy to navigate between dashboard tabs. • All filter selection methods are easy to use. • Census Divisions are an appropriate scale for viewing community data. • Add instructions for selecting multiple communities. • Add a feature that maintains the region selection for all tabs (instead of choosing it for each one). • Improve labels for visualizations so that it is easy to obtain information for all communities. • Add instructions about what visualizations are affected by which filters.
Comprehension	<ul style="list-style-type: none"> • All respondents agreed that dashboard information is organized logically and is easy to understand. • 50% of respondents said the data visualizations are moderately complex. • Bar charts were rated as the easiest visualization to understand • 50% like minimal text for data labels, but 40% want longer text descriptions. • 80% of respondents want descriptions of what indicators are showing and relevance to wellbeing. • 40% of respondents rated complex visualizations and insufficient context as the top barriers for understanding information. • Enable selection of different geographies, like health units. • Include self-employment data for economic indicators.
Comparators	<ul style="list-style-type: none"> • All respondents agreed that the dashboard's comparators are helpful and relevant. • All respondents agreed that the comparator visualizations are easy to understand. • Additional community-level comparators identified: population size/density and economic conditions.

Topic	Survey results & suggestions
	<ul style="list-style-type: none"> • Most relevant regional comparators: 1) Rural areas, 2) economic regions, 3) census divisions, 4) ON. • 70% of respondents agreed that ROI's rural classification makes sense for their community. • 55% of respondents said that ROI should add categories to its rural classification. • Enable comparisons of different regions.

Appendix II. Community feedback regarding Phase 1 pilot dashboard utility.

Topic	Survey results & suggestions
Design changes	<ul style="list-style-type: none"> • All respondents agree that the new design is better. • 50% respondents were unsure about the relevance of a 3 category rural classification for their community. • 50% of respondents stated that adding a semi-urban classification category had no impact on how their community was classified. • Ensure that colour legends match between visualizations for accurate comparisons.
Assessing wellbeing	<ul style="list-style-type: none"> • All respondents agreed that the indicators featured on the pilot dashboard are relevant measures of wellbeing, however additional indicators are needed to understand the bigger picture. • Demographics and Health indicators were seen as relevant for measuring wellbeing by all respondents. • Economics, Society and Housing indicators were also relevant for 75% of respondents. • 50% of respondents stated that Environmental indicators are relevant. • Institutional indicators were considered relevant by 25% of respondents. • 75% of respondents agreed that it is easy for them to apply local knowledge and context to tell a story about their community's wellbeing. • 50% of respondents agreed that the dashboard should show the status of each indicator (e.g., good, moderate, poor), with 25% saying that the dashboard should not show indicator status because indicator assessment requires a thorough understanding of the local context. • More health and housing indicators would be welcome. • Keep the dashboard current over at least a decade or more to reflect how the communities have changed over time.
Decision making	<ul style="list-style-type: none"> • All respondents agreed that the dashboard revealed interesting or new information about their community. • Respondents stated that the information presented in the dashboard confirmed assumptions they previously held about their community. • Respondents were most surprised or interested by the information provided by the Economics indicators. • 75% of respondents agreed that the dashboard helped them understand how their community compares to others, while 25% said they gained no new insights with respect to community comparisons. • Respondents somewhat agreed that the information in the dashboard could help with community level decision making. • Respondents strongly agreed that the information in the dashboard could help with regional decision making. • All respondents agreed that the dashboard could support decision making by helping with research, report writing, policy review & development. • Most respondents agreed that the dashboard would also be useful for land use planning, setting goals or targets, briefing leadership, engaging the public, developing business cases, and tracking performance over time. • Enable selection of communities by health unit boundaries because they are aligned with work activities and data sources.

Topic	Survey results & suggestions
Duplication & synergy	<ul style="list-style-type: none"> • Communities are using or have previously used other wellbeing systems, including the Canadian Index of Wellbeing, Vital Signs, and UN Sustainable Development Goals. • 50% of respondents stated they were not currently using a wellbeing system to help with decision making. • 75% of respondents stated they are not using any wellbeing system to help develop or review their Community Safety and Wellbeing Plan. • Respondents agreed that the CSA standard could complement other wellbeing work they are already doing because it provides more insight than other systems and its rural focus differentiates it from other systems. • 50% of respondents stated that the demographic elements of the dashboard were most duplicative of other wellbeing work, while 50% stated that there is no duplication because no other wellbeing work is being conducted. • 75% of respondents agreed that the dashboard could help reduce the amount of local data collection or analysis needed to complete a wellbeing assessment based on another system.
Knowledge mobilization	<ul style="list-style-type: none"> • Respondents agreed that dashboard use would be facilitated by video tutorials, guides and comprehensive demonstrations. • Respondents agreed that dashboard comprehension would be facilitated by facilitated sessions, guides for assessing wellbeing, and case studies. • 50% of respondents strongly agreed that it is important to download custom selections of data from the dashboard as Excel files. • All respondents agreed that the dashboard should enable a user to download a report based on a customized selection of communities and indicators. • 50% of respondents would be willing to pay a cost recovery fee to receive a customized report for their community, while 50% may be willing to pay a fee if the cost is reasonable and the report includes analysis and key messaging.

Appendix III. List of indicators selected from CSA standard for Phase 1 pilot dashboard.

Category	Indicator name	Indicator description	Data Source
Community profile	Population - Current	Population count at the most recent census.	2021 Statistics Canada Census Profile
	Population density	The number of usual residents per square kilometre	
	Indigenous Identity	Percentage of population identifying with Indigenous peoples of Canada	
	Immigration	Percentage of population born outside Canada	
	Proportion of racialized population	Percentage of people who identified with racialized groups	
	Household size	Average number of persons per household	
	Household income	Median household income before taxes	
	Median age	Median age of the population	
Demographics	Population - Current	Population count - most recent census	2021 Statistics Canada Census Profile
	Population - Previous	Population count - previous census	
	Population density	The number of usual residents per square kilometre	
	Population Change	Percentage change per census period	
	Percentage of children	Percentage of people between the ages of 0-14	
	Percentage of youth	Percentage of people between the ages 15-24	
	Percentage of young adults	Percentage of people between the ages 25-44	
	Percentage of adults	Percentage of people between the ages 45-64	
	Percentage of seniors	Percentage of people aged 65 and over	
	Median age	Median age of the population	
	Households	Number of households	
	Household size	Average number of persons per household	

Category	Indicator name	Indicator description	Data Source
Economics	Income - median	Median individual income before taxes	2021 Statistics Canada Census Profile
	Income sources	Proportion of income from market sources or government transfers	
	Household income	Median household income before taxes	
	Low-income status (individual)	Low-income measure after tax (LIM-AT)	
	Income distribution	Number of people in income categories	
	Industry	Top 5 industries by percentage of jobs	OMAFRA's Analyst tool
	Jobs	Number of jobs by community in 2021	OMAFRA's Analyst tool
Society	Indigenous identity	Percentage of population identifying with Indigenous peoples of Canada	2021 Statistics Canada Census Profile
	Religion	Number of people who identify as having religious or spiritual beliefs	
	Racialized groups	Number of people who identified with racialized groups	
	Language diversity	Percentage of population speaking a non-official language at home	
	Immigration	Percentage of population born outside Canada	

Appendix IV. Screenshots of the Phase 1 pilot dashboard.

[About](#) | [Indicator List](#) | [Community profile](#) | [Demographics](#) | [Economics](#) | [Society](#)

RURAL COMMUNITY WELLBEING - ABOUT

Rural wellbeing systems
 There are many systems for assessing quality of life and wellbeing. However, many of these systems were designed for urban areas, or rely on labour-intensive data collection and analysis. Rural communities require easy access to reliable information that is relevant to the rural context.

The Canadian Standards Association has developed a new standard (CSA R113.22) to help address these challenges. The standard includes a set of indicators to identify and measure quality of life and wellbeing in rural communities. The CSA wellbeing indicators provide a standardized approach to assess wellbeing using readily available data sources, common definitions and methods, and a rural focus. The standard will enable communities to establish a baseline, measure progress over time and compare themselves to similar rural communities across Canada.

Testing the CSA standard
 ROI is conducting a pilot test of the CSA standard. ROI is working with four rural communities to create a wellbeing dashboard that displays selected CSA indicators and related data. The goal is for communities to use the dashboard to assess and interpret their wellbeing within their local rural context.

Data sources and references
 Unless otherwise stated, this dashboard uses definitions and data from the 2021 Census Profile.

Citation:
 Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001.

Maps were created using Statistics Canada boundary files and geographic attribute files.

Note!
 This a pilot dashboard, which is still in development. We cannot confirm the accuracy of information presented here during the development phase.

This dashboard is optimized for desktop devices using Chrome or Edge browsers. Dashboard elements may appear and function differently on mobile devices.

The information provided here is a summary of more detailed data that is featured in ROI's Rural Ontario Facts dashboards. If you would like more detail for specific topics, please see ROI's website.

Pilot testers
 Thank you for helping ROI test this dashboard! Please explore the dashboard and report any issues or errors you may encounter. We invite you to complete a short survey - click on "Give Feedback" to share your thoughts.

Rural Ontario Institute (ROI)
 ROI is a charitable not-for-profit. Our mission is to build vision, voice and leadership in rural communities. We do this by providing leaders with data and analysis to make informed decisions, offering leadership programs, and connecting leaders to create communities of practice.

ROI's data analysis products are housed in our Knowledge Centre website, including Rural Ontario Facts dashboards and factsheets.

Click on the ROI logos below to visit our website to access knowledge resources, or to learn more about our programs.





Contact us



Give feedback

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 

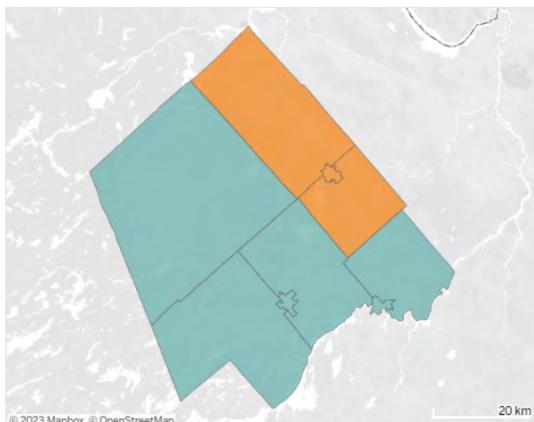
Select a region (Census Division) to filter the map and view data.

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 - 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

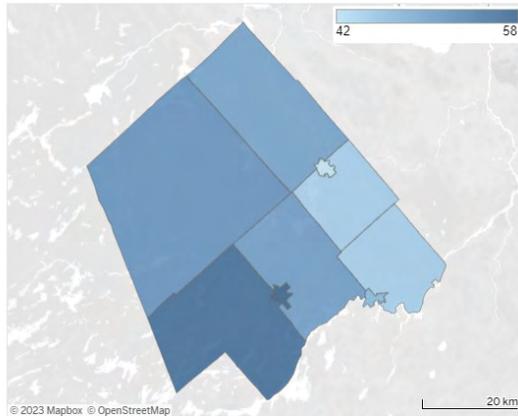
Select a classification to filter the visualizations.

(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.



© 2023 Mapbox © OpenStreetMap

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

Median Age

Overview

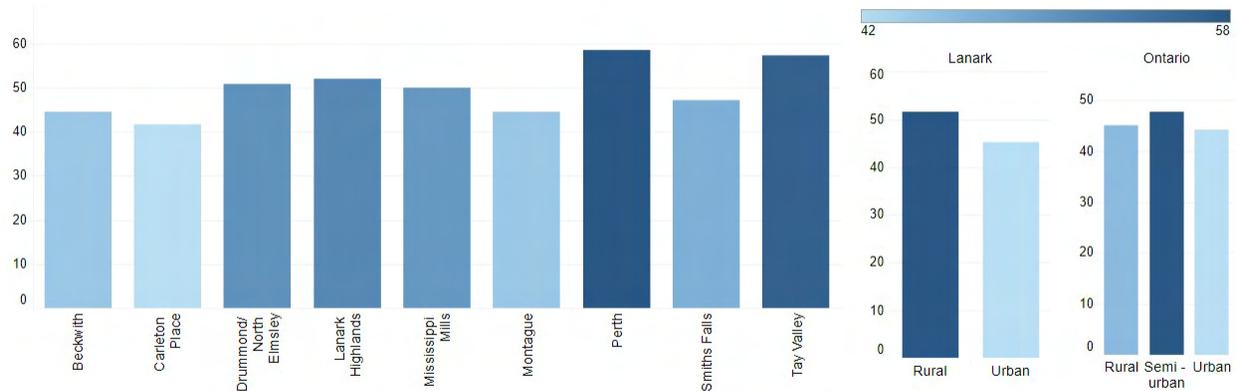
Click on community names to filter the visuals. Hold down the control button on your keyboard to select multiple communities. To clear your selection, click on it again or click on the "Clear All Filters" button.

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

Indicator: Median Age

This indicator matches what is being shown in the map.

Click on community names to filter the map and the overview table.



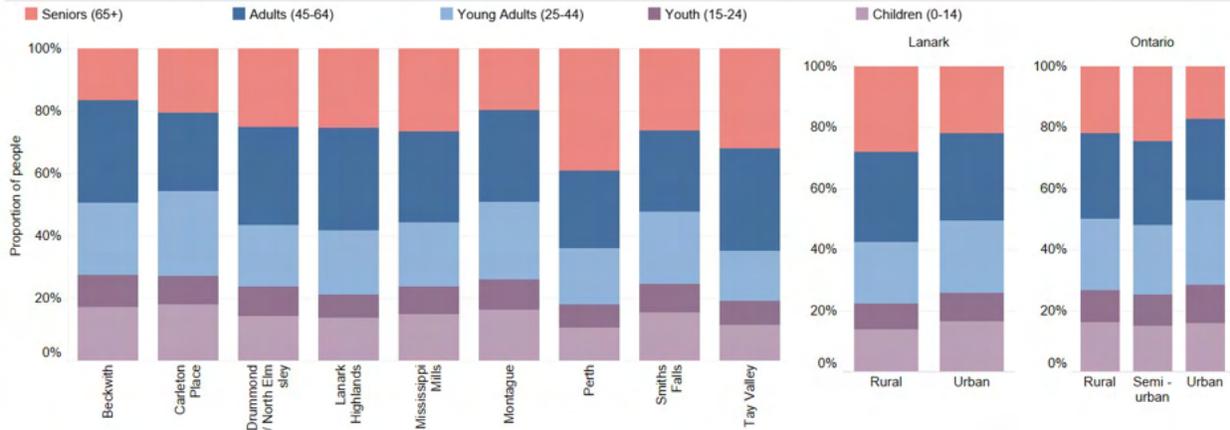
Summary of Median Age

Click on community names in the chart above to filter this table. When no community is selected, the table is showing statistics for the region.

Rural	Urban	Overall
52	45	50

Indicator: Age Distribution in Life Stages

This indicator shows the number of people in life stage categories.



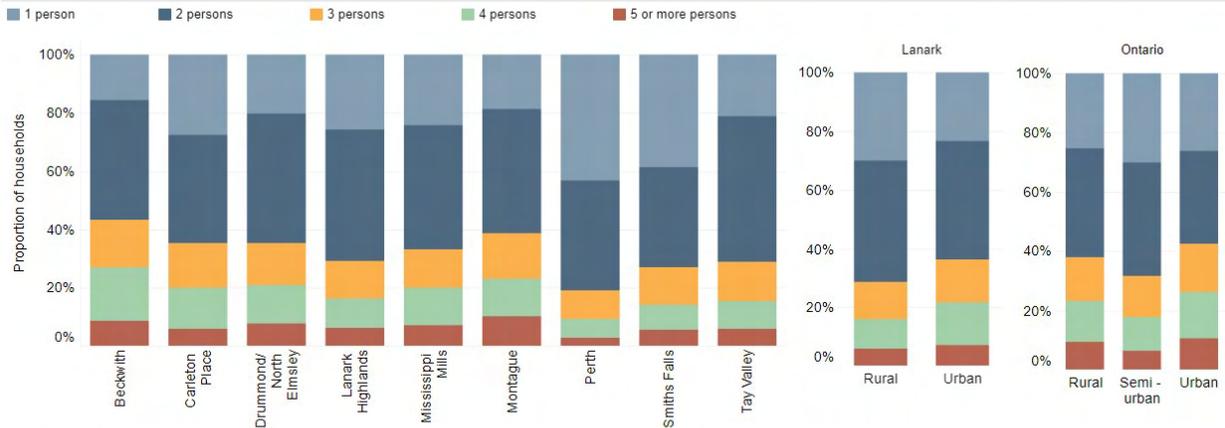
Summary of age distribution by gender

Click on community names in the chart above to filter this table. When no community is selected, the table is showing statistics for the region.

	Children (0-14)		Youth (15-24)		Young Adults (25-44)		Adults (45-64)		Seniors (65+)		Overall	
	Men+	Women+	Men+	Women+	Men+	Women+	Men+	Women+	Men+	Women+	Men+	Women+
Rural	2,750	2,635	1,720	1,645	4,045	3,935	5,580	5,990	5,170	5,925	19,265	20,130
Urban	3,065	2,920	1,785	1,605	4,205	4,355	4,975	5,425	3,725	4,265	17,755	18,570
Grand Total	5,815	5,555	3,505	3,250	8,250	8,290	10,555	11,415	8,895	10,190	37,020	38,700

Indicator: Household size

This indicator shows the number of households in categories of household size.



Summary of household size

Click on community names in the chart above to filter these tables. When no community is selected, the tables are showing statistics for the region.

	1 Person Hous..	2 Person Hous..	3 Person Hous..	4 Person Hous..	5+ Person Hou..	Average household size	Number of households
	Rural	5,170	7,165	2,235	1,695		
Urban	3,420	5,890	2,155	2,125	1,015	3	14,620
Grand Total	8,590	13,055	4,390	3,820	2,035	2	31,915

LET'S STAY CONNECTED

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