

A collection of stylized, flat-design illustrations of people in various poses and outfits, scattered around a central light blue rounded rectangle. The people are depicted in a variety of colors and styles, representing diversity. Some are walking, some are jumping, some are standing with arms raised, and others are in more dynamic poses. The background is white.

Quality of Life in Perth-Huron

EXECUTIVE
SUMMARY



Social Research &
Planning Council

How to use Reports and Data

Meant to be used broadly by the people to understand their community

Factors Increasing likelihood of Discrimination in Perth and Huron



How to use Reports and Data

We offer **recommendations** for:

- different levels of government
- community organizations and businesses
- individuals

Recommendation	Individual	Corporate	Municipal	Provincial /Federal
Employers increase their rates of pay to a living wage and certify with the Ontario Living Wage Network.		✓	✓	✓
Employers currently paying a living wage ensure procurement policies and supply chain decisions reflect the local living wage.		✓		
The provincial government raises the minimum wage to a living wage.				✓
Employers in all sectors perform both a salary audit to collect gender pay discrepancy data and address any pay inequities that emerge.		✓	✓	✓
The provincial government increases social assistance rates to the equivalent of a living wage so recipients can more adequately meet their basic needs, increase earnings exemptions and exemption rates for recipients and index rates to inflation.				✓
All levels of government establish policies that support income-based solutions to food insecurity including a living wage and guaranteed income.			✓	✓
Provincial and municipal government increases funding and resources to support and encourage small business entrepreneurship.			✓	✓

Quality of Life Summary of Data

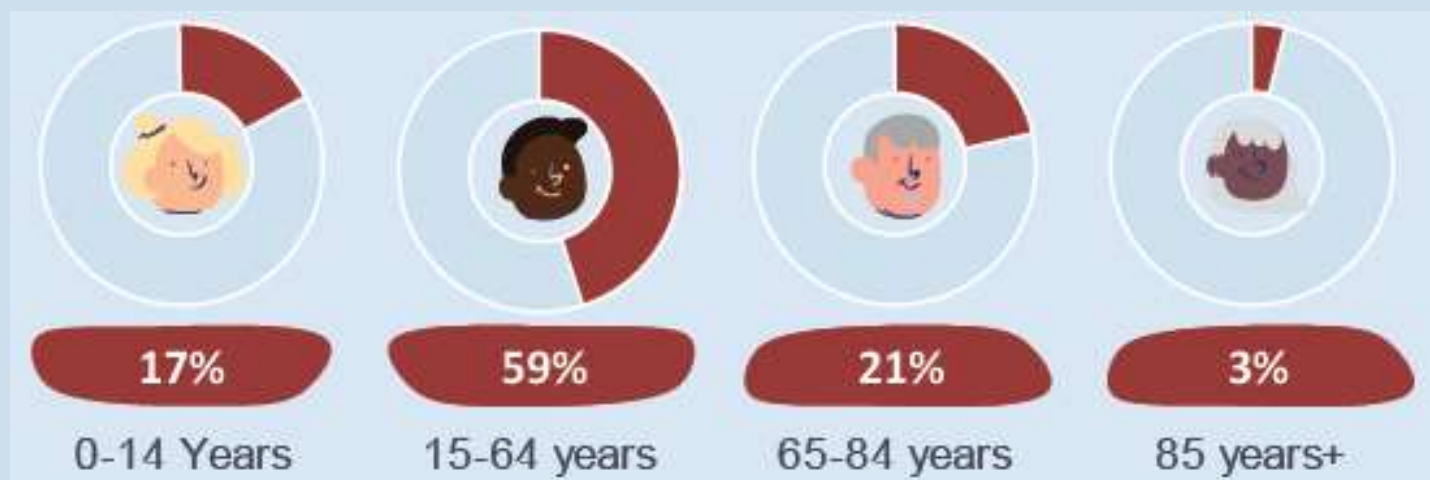
This presentation contains data from 5 Quality of Life reports on:

- Demographic Data
- Diversity and Identities
- Health and Wellbeing, Social Indicators
- Economic and Poverty Indicators
- Environmental Indicators

Population Stats and Trends

Median Age in Huron

= 46.8
(province is 41.6)



Ontarians Relocating is Contributing to Growth

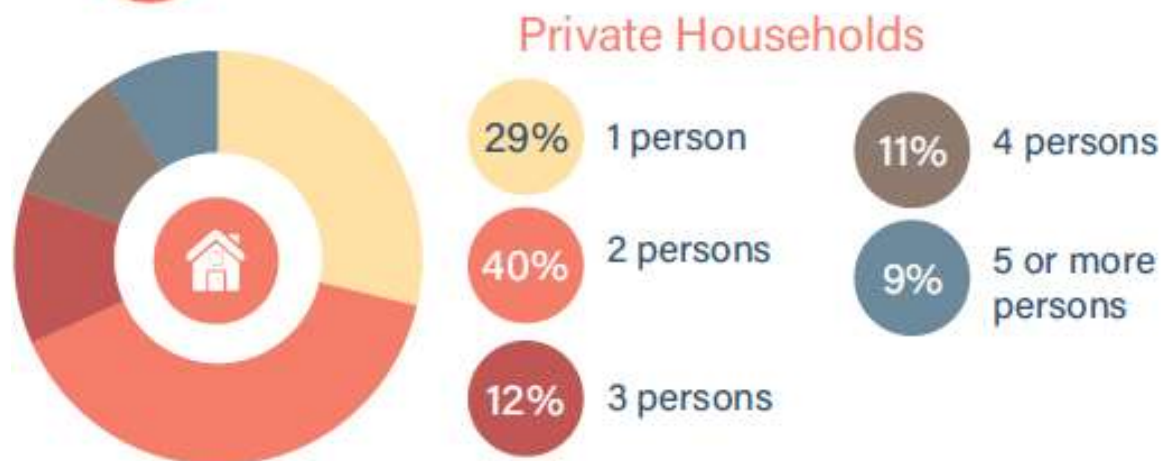
HURON	59,297	61,366	3.50%
Ashfield-Colborne-Wawanosh	5,422	5,884	8.50%
South Huron	10,096	10,063	-0.30%
North Huron	4,932	5,052	2.40%
Morris-Turnberry	3,496	3,590	2.70%
Huron East	9,138	9,512	4.10%
Howick	3,873	4,045	4.40%
Goderich	7,628	7,881	3.30%
Central Huron	7,576	7,799	2.90%
Bluewater	7,136	7,540	5.70%

Table 3: Population Growth by Central Populations, 2016-2021

Source: Statistics Canada, Census 2016 and 2021. Census subdivision. Population and dwellings section.

Huron Household Features

25,335 Total private households

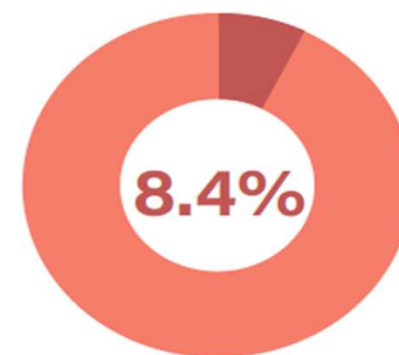


2 Average number of children in private household

Diversity in the Community

1,140 Indigenous People

4,200 immigrants in Huron



of the Perth-Huron population was born outside Canada

2%

of Huron are racialized

6%

of Perth are racialized

34%

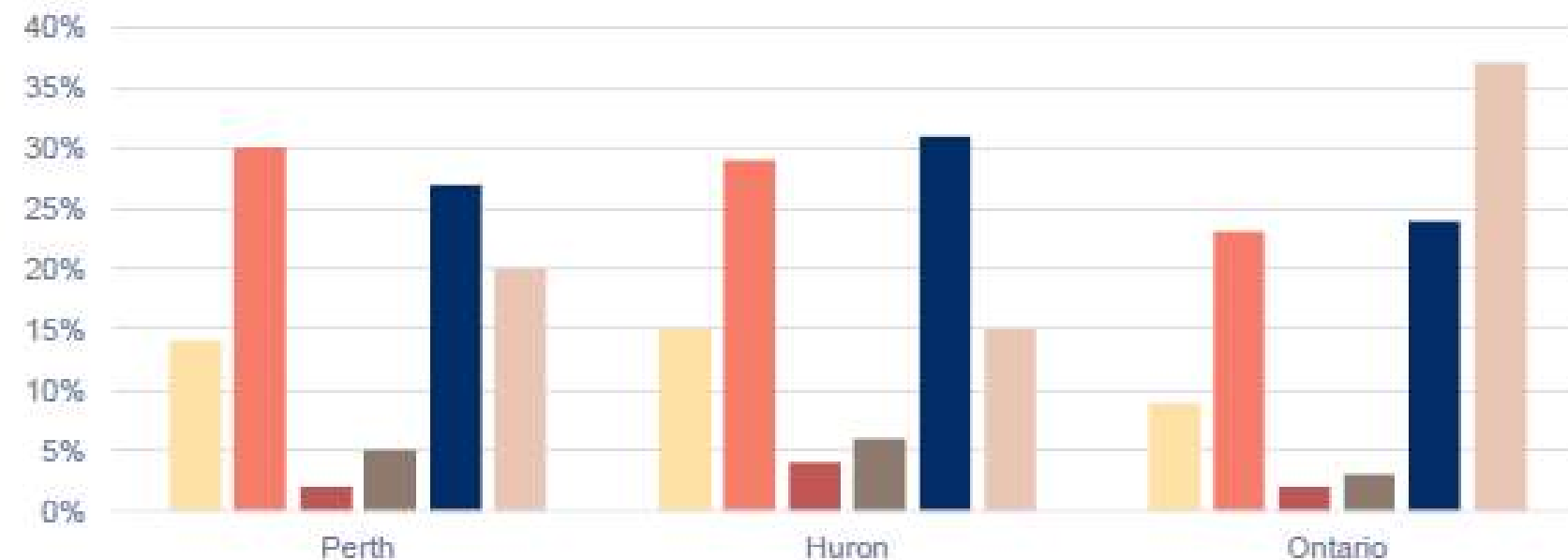
of Ontario are racialized

Educational Attainment

- No certificate, diploma or degree
- High (secondary) school diploma or equivalency certificate
- Non-apprenticeship trades certificate or diploma
- Apprenticeship certificate
- College, CEGEP or other non-university certificate or diploma
- Bachelor's degree or higher

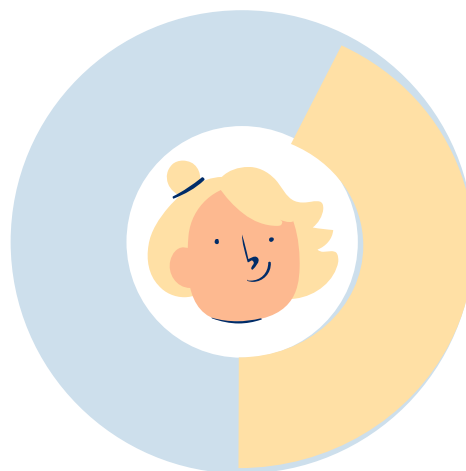
Graph 7: Highest Education in Perth, Huron, and Ontario

Source: Statistics Canada, 2023. (table). Census Profile, 2021 Census of Population



Incomes Are Lower than Province's

Huron Median
income is
\$36,400



ON Median
income is
\$39,200

**Living Wage is \$22.75 or annual
income of \$41,405**

A Minimum Wage earner would make
\$30,303

Rents are Unaffordable

16% of homeowners
and
31% of renters

spent more than 30% of income on
shelter costs



The
median
household
earning \$73,286
spends 29%
on rent



The median
one-adult
household
earning \$37,000
spends 46%
on rent

Housing Poverty and Unaffordability

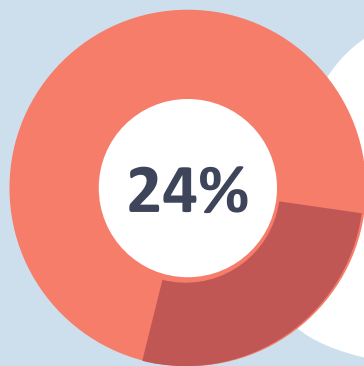
14% of tenant households are in **core housing need***

*housing is some combination of **unaffordable, inadequate** and **unsuitable**

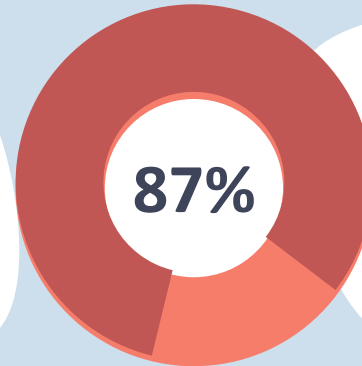
15% of tenants live in subsidized housing*

*any housing made **financially accessible to low-income** households

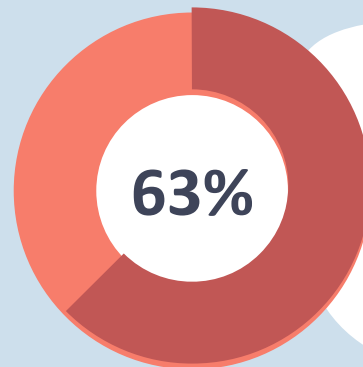
Food Insecurity is a Result of Inadequate Incomes



of respondents
incomes did not
meet their needs



Of respondents
had to sacrifice
food budget for
other expenses

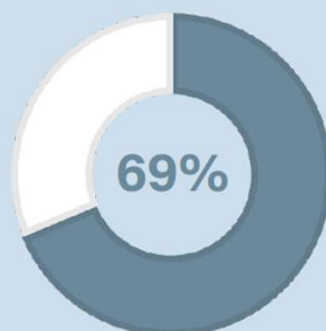


of respondents were
employed full-time

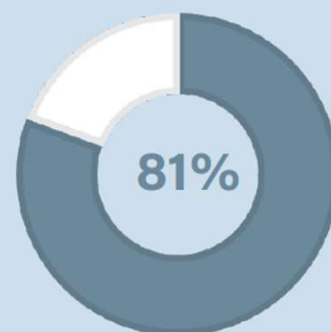


Discrimination In Perth-Huron

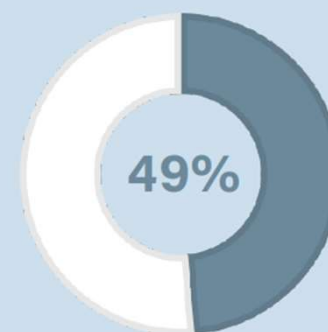
**Percentage of
Respondents
Who Experienced
Discrimination in the past
three years (2018-2021)**



Immigrants &
Visible Minorities



Indigenous
Peoples



White non-
immigrants

Many Ontario youth struggle with mental health, worse in pandemic

As a result of the pandemic

51% of youth reported their anxiety had increased

54% reported their loneliness had increased

Opioid-related emergency department visits & deaths have risen

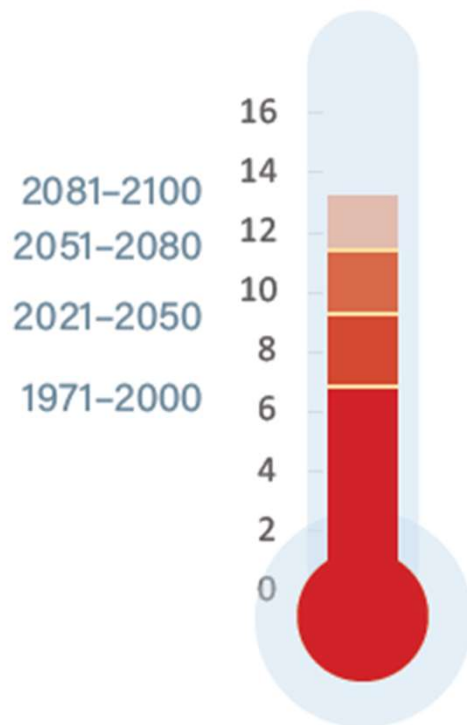
rate of ED visits & deaths *Source HPPH



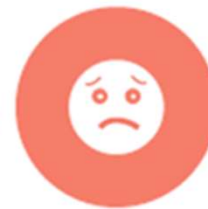
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Climate Change

Our climate is changing

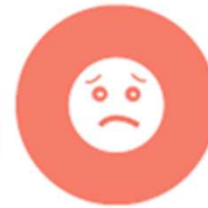


24%

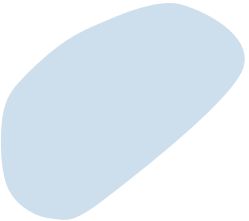


of Ontario students
report being worried
about climate change

50%



of Ontario students
are depressed about
the future because of
climate change



What We Can Celebrate and Actions We Can Take

Reported Life Stress is Lower, People are Generally Satisfied

Stats Can 2021 Census of Population

97%

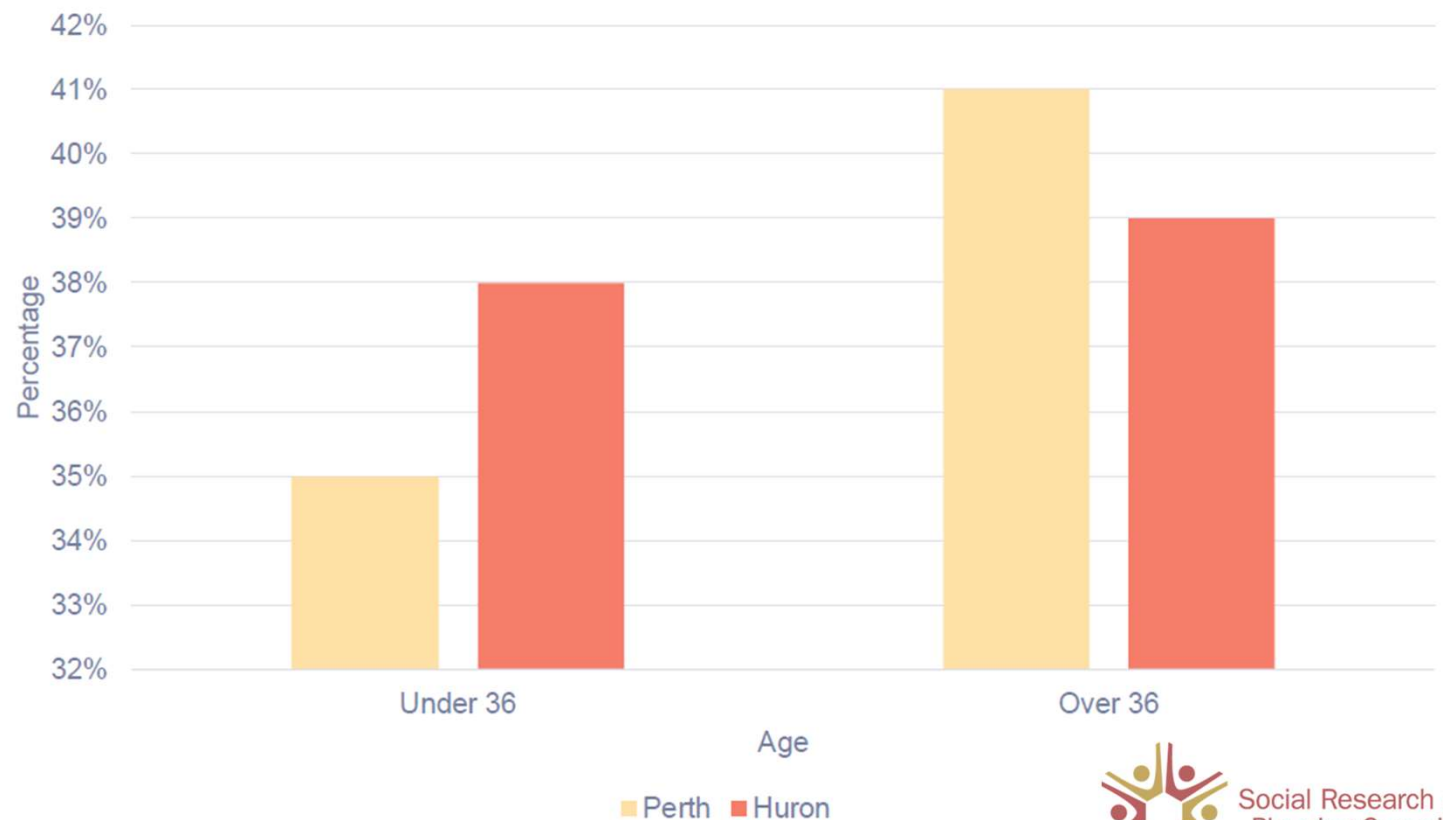


percent people report being either moderately satisfied or very satisfied with their lives

70%+



of Perth-Huron residents report they are either "satisfied" or "very satisfied" with their work/life balance.



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Strength of Small Business and Nonprofits Sector

The Nonprofit sector
contributes 7.9% to
Ontario's GDP

and
employs
844,000 people

And yet many are using
reserves to continue
operations as COVID
increased demand, but
costs are up

Strength of Small Business and Nonprofits Sector

54% of businesses and nonprofits
in Huron have 1 to 4 employees

Industry	Perth	Huron
Agriculture	26%	35%
Real Estate + Rental & Leasing	15%	16%
Construction	9%	8%
Retail Trade	7%	6%

Table 4: Industries with the most businesses

Source: 4 County Labour Market Planning Board

Actions to Consider Now

Paying a Living Wage (or more) and Supporting Living Wage Employers

- By supporting our local businesses, increases ability to pay Living
- Enhances Quality of life: employees experience less life stress, greater community participation is possible
- Employer receives enhanced loyalty, retention & productivity

Taking Steps to Enhance Inclusion & Safety Through Education

- Offering & participating in training & programming to reduce & prevent discrimination, increase social interactions between diverse populations
- To understand the warning signs & risks of Intimate Partner Violence

Actions to Consider Now

Designing Equitable Public Spaces that offer Free Programming

- Enables everyone to participate by removing barriers (physical, economic, social)
- Creates environments that encourage inclusion, offers opportunities to interact and learn about diversity

Supporting and Approving (deeply) Affordable Housing

- Our housing crisis requires a response from all levels of government, all sectors and partnerships within the community
- Allows Women's shelters to transition families from 2nd stage housing to permanent housing



United Way
Perth-Huron



Social Research &
Planning Council

Questions?

Kristin Crane
Director, Social Research & Planning
United Way Perth-Huron
kcrane@perthhuron.unitedway.ca