

# Greater Peterborough Fact Sheet

## Community Overview

- Pop. 140,000; 78,593 in City of Peterborough<sup>1</sup>
- 8 townships (Greater Peterborough County) and 1 city (Peterborough)<sup>2</sup>
- Unemployment rate: 6.4%<sup>3</sup>
- Income:<sup>4</sup>
  - Avg. Household Income: \$65,086
  - Avg. family income: \$74,219
  - Per Capita Income: \$26,345
  - Disposable Income/Household: \$42,124
  - Discretionary Income/Household: \$15,743
  - Income is 10% below national average
- County households (excluding city): 20,592 permanent, 1,612 farm, 12,081 seasonal<sup>5</sup>
- Largest commercial airport between Toronto and Ottawa<sup>6</sup>
- Four-lane access to GTA<sup>7</sup>
- Noted for Trent-Severn Waterway and Kawarthas tourism region<sup>8</sup>
- 6 million people live within 320 km radius<sup>9</sup>

## Townships

1. Asphodel -Norwood:
  - 20 min. east of Peterborough<sup>10</sup>
  - Industry is mainly agriculture, small manufacturing & service<sup>11</sup>
2. Cavan Monaghan:
  - Home to Kawartha Downs and Speedway (racing & slots)<sup>12</sup>
  - Mix of industrial, agriculture and commercial<sup>13</sup>

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<sup>1</sup> Greater Peterborough Area Economic Development Corporation. *Community Profile: Greater Peterborough*. 2008. <http://www.gpaedc.on.ca/pdfs/2008/2008%20Community%20Profile%20for%20web.pdf> (accessed October 21, 2008)

<sup>2</sup> Peterborough and the Kawarthas Tourism. *Peterborough and the Kawarthas Travel Planner*. 2008. <http://www.thekawarthas.net/pdf/PKTTTravelGuide.pdf> (accessed October 21, 2008)

<sup>3</sup> *Community Profile: Greater Peterborough*.

<sup>4</sup> Ibid.

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> *Travel Planner*.

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.

<sup>13</sup> Township of Cavan-Monaghan. *Economic & Community Development*. 2008. <http://www.cmm.ca/siteengine/activepage.asp?PageID=16> (accessed October 21, 2008)

3. Douro-Dummer:
  - Urban community on eastern edge of Peterborough; many hamlets and lakes<sup>14</sup>
  - Largely agriculture<sup>15</sup>
4. Galway-Cavendish-Harvey:
  - Known for natural beauty and seasonal tourism<sup>16</sup>
5. Havelock-Belmont-Methuen
  - Eastern half of county with large cottage-based tourism industry<sup>17</sup>
6. North Kawartha:
  - Northeastern part of county<sup>18</sup>
  - Small hamlets, with lots of seasonal tourism<sup>19</sup>
  - Year-round population of 2144, seasonal population of 12,000<sup>20</sup>
  - 55% of population is 45 or older<sup>21</sup>
7. Otonabee-South Monaghan:
  - South of Peterborough on Rice Lake<sup>22</sup>
  - Cottage resorts and historic communities<sup>23</sup>
  - Historically, agriculture is the dominant industry<sup>24</sup>
8. Smith-Ennismore-Lakefield:
  - Largest township and most populated municipality in county, largely rural with three urban centres<sup>25</sup>

## Industry

- Dominant industry is retail and other services (including tourism)<sup>26</sup>
- Historically, the southern part was largely agriculture-based
  - Currently, 1,202 farms with 1700 farm operators, covering almost 260,000 acres<sup>27</sup>

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<sup>14</sup> *Travel Planner*.

<sup>15</sup> *Travel Planner*.

<sup>16</sup> *Ibid.*

<sup>17</sup> *Ibid.*

<sup>18</sup> Township of North Kawartha. *Township of North Kawartha 2008 Strategic Plan*. 2008. <http://www.northkawartha.on.ca/Strategic%20Plan.html> (accessed Oct. 23, 2008) p. 7.

<sup>19</sup> *Travel Planner*.

<sup>20</sup> *Township of North Kawartha 2008 Strategic Plan*, p. 3.

<sup>21</sup> *Ibid.*

<sup>22</sup> *Travel Planner*.

<sup>23</sup> *Ibid.*

<sup>24</sup> Township of Otonabee South Monaghan. *Economic Development*. <http://www.otonabeesouthmonaghan.ca/ecodev.php> (accessed Oct. 23, 2008)

<sup>25</sup> Township of Otonabee South Moaghan. *Township of Smith-Ennismore-Lakefield Community Profile*. 2007. [http://www.smithennismorelakefield.on.ca/General/PDFs/EconomicDevelopment/COMMUNITY%20PROFILE%20-%20Feb%2007%20Updated\[1\].pdf](http://www.smithennismorelakefield.on.ca/General/PDFs/EconomicDevelopment/COMMUNITY%20PROFILE%20-%20Feb%2007%20Updated[1].pdf) (accessed Oct. 21, 2008)

<sup>26</sup> *Ibid.*

<sup>27</sup> Township of Douro-Dummer. *Agricultural Statistics – Greater Peterborough Area*. 2001. [www.dourodummer.on.ca/documents/Economic\\_Development/GPA%20EDC%20Agriculture%20Statistics.pdf](http://www.dourodummer.on.ca/documents/Economic_Development/GPA%20EDC%20Agriculture%20Statistics.pdf) (accessed Oct. 21, 2008)

- Economic Vision 2002-2012:<sup>28</sup>
  - Diversify into telecommunications & research
  - Continue to build tourism, agriculture, and aggregates
- PepsiCo Foods (Quaker), General Electric, Hispano-Suiza, Operitel Corporation, Siemens, Minute Maid and SGS Research are some of the largest industrial employers.<sup>29</sup>
- Shimano Canada, Ontario Federation of Anglers and Hunters, and Ontario Ministry of Natural Resources have head offices in Peterborough<sup>30</sup>
- Peterborough Health Centre:
  - Serves more than 300,000 people and is the region's largest employer with over 2000 employees<sup>31</sup>
  - New facility opened in June 2008<sup>32</sup>
- High-speed internet available in most places<sup>33</sup>

### Tourism

- 76% of overnight visits are to private homes or cottages<sup>34</sup>
- Tourism brings in almost \$200,000,000 of spending each year<sup>35</sup>

### Education

- Trent University:
  - Has 4200 full-time and 1,300 part-time students, with acclaimed programs in Environmental Resources and Canadian Studies<sup>36</sup>
  - Contributes \$190 million to the local economy annually<sup>37</sup>
  - World-class research facilities in watershed and environmental studies.<sup>38</sup>
- Sir Sandford Fleming:
  - A community college based in Peterborough with satellite campuses in Lindsay, Haliburton, and Cobourg. Enrolment is 12,000 full-time and part-time students<sup>39</sup>
  - Recently built a new wing focusing on technology, as well as the Institute for the Aging<sup>40</sup>

<sup>28</sup> *Smith-Ennismore-Lakefield Community Profile.*

<sup>29</sup> *Community Profile: Greater Peterborough.*

<sup>30</sup> Gordon Gibb and Sherrie Le Masurier. *Greater Peterborough Area – Second to None.* <http://www.peterboroughchamber.ca/community/> (accessed Oct. 21, 2008).

<sup>31</sup> *Community Profile: Greater Peterborough.*

<sup>32</sup> *Ibid.*

<sup>33</sup> *Smith-Ennismore-Lakefield Community Profile.*

<sup>34</sup> Township of Douro-Dummer. *Greater Peterborough Tourism Profile.* 2003. [http://www.dourodummer.on.ca/Economic\\_Development/GPA%20EDC%20Tourism%20Profile.pdf](http://www.dourodummer.on.ca/Economic_Development/GPA%20EDC%20Tourism%20Profile.pdf) (accessed Oct. 21, 2008)

<sup>35</sup> *Ibid.*

<sup>36</sup> *Community Profile: Greater Peterborough.*

<sup>37</sup> *Greater Peterborough Area – Second to None.*

<sup>38</sup> Greater Peterborough Area Economic Development Corporation. *Greater Peterborough Area Snapshot* [http://www.gpaedc.on.ca/profile\\_snapshot.html](http://www.gpaedc.on.ca/profile_snapshot.html) (accessed Oct. 21, 2008)

<sup>39</sup> *Community Profile: Greater Peterborough.*

<sup>40</sup> *Greater Peterborough Area – Second to None.*

### **Identified Needs to be Addressed in Next 3-5 Years:<sup>41</sup>**

1. Youth retention and training
2. Innovative infrastructure for long term sustainable growth
3. Investment in innovation and development of a risk-taking attitude
4. Determining a "brand" for Peterborough
5. Core funding support for small businesses and organizations
6. Economic and employment opportunities
7. Diverse green strategy for business and agriculture (environmental protection, waste disposal, climate change)
8. Identify and co-ordinate regional resources and initiatives
9. Respond to changing agricultural economy, including best use of agricultural land and promotion of locally produced food
10. Tourism strategy

### **Top Opportunities to Increase Prosperity:<sup>42</sup>**

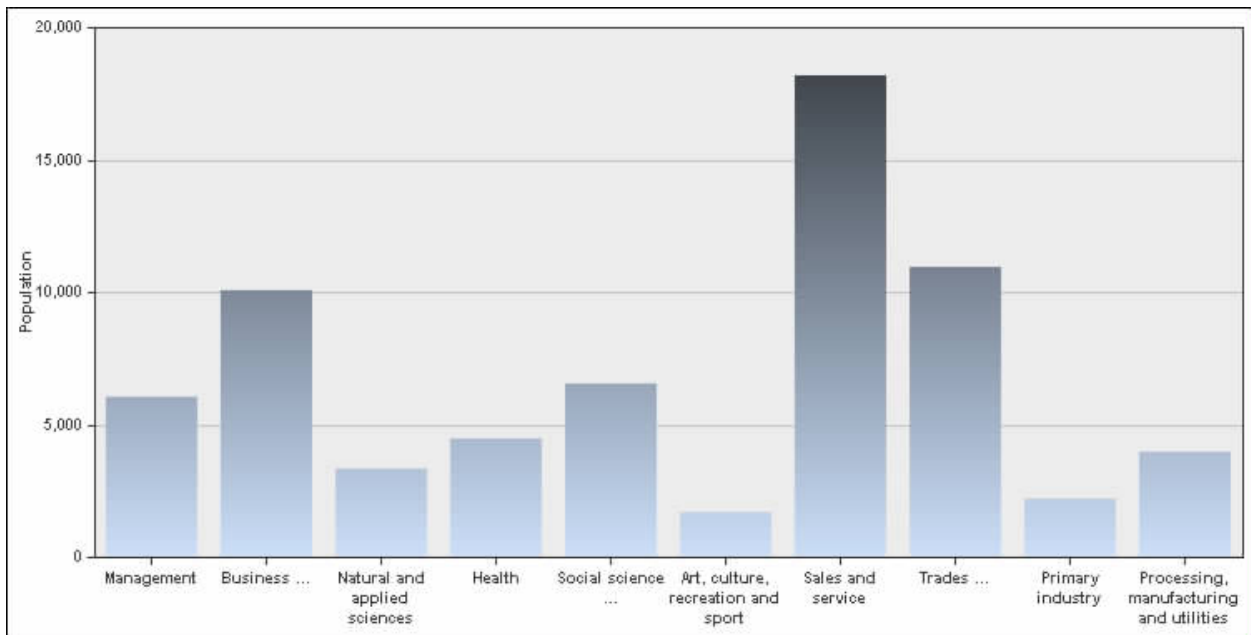
1. Promote managed growth through the development of infrastructure
2. Develop a community vision
3. Increase the availability of industrial land
4. Build a comprehensive transportation strategy
5. Create a more competitive municipal environment that reduces red tape
6. Develop a vision for downtown revitalization

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<sup>41</sup> Erik Lockhart. *Peterborough County Strategy Session Highlights*. Kingston: Queen's University Executive Decision Centre.

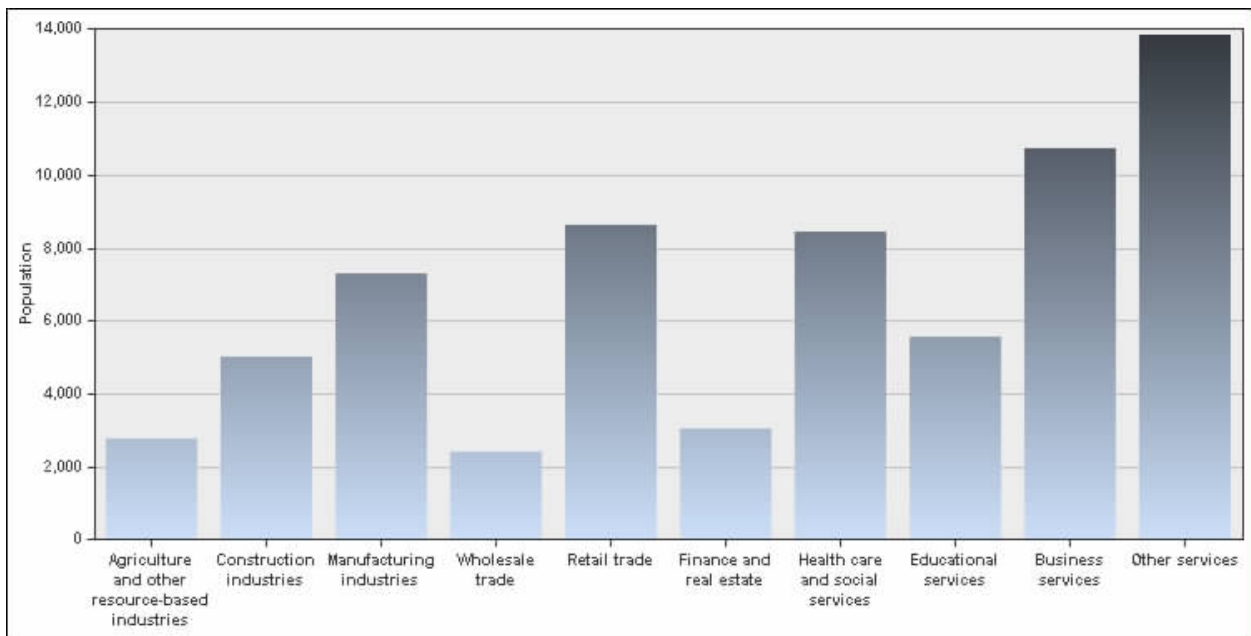
<sup>42</sup> Erik Lockhart. *Prosperity Roundtable: Engaging the Community in Shaping our Economic Future*. Kingston: QEDC, 2007.

### Peterborough Occupations – Experienced Labour Force 15 Years & Over<sup>43</sup>



Source: Statistics Canada, 2006 Census of Population.

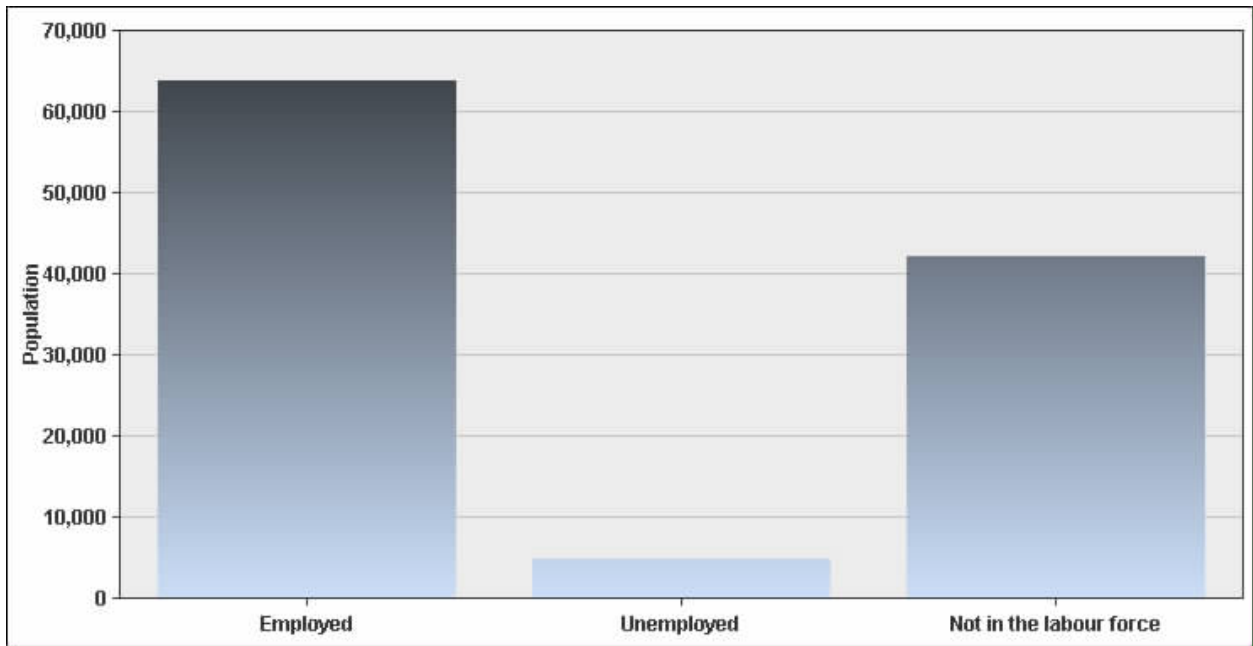
### Peterborough Employment by Industry – Experienced Labour Force 15 Years & Over<sup>44</sup>



<sup>43</sup> Statistics Canada. 2007. *Peterborough, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed October 23, 2008).

<sup>44</sup> Ibid.

**Peterborough Labour Force Activity – Population 15 Years and Over<sup>45</sup>**



<sup>45</sup> Peterborough, Ontario (table).