FACILITATION GUIDE:
SOCIO-DEMOGRAPHIC PROFILE

GATHER AND ANALYZE SECONDARY DATA ABOUT THE NEIGHBOURHOOD

Activity Type: Understand, Demonstrate and Evaluate

Participant Audience: Organizational Partners, Decision-makers, Researchers

Objectives

The participatory engagement tools we use paint a unique and locally grounded picture of the neighbourhood. However, smaller community-led projects don’t have the capacity to undertake robust demographic research. Using secondary data sources, like the census, can help add a layer of understanding to the neighbourhood portrait.

Using the Tool

Materials needed

1. Access to relevant data

   - The census will likely be your primary data source, but your municipality or province may have other large-scale surveys that are relevant to your work (such as the Transportation Tomorrow survey in Ontario). To access census data in Canada, visit [https://www12.statcan.gc.ca/census-recensement/index-eng.cfm](https://www12.statcan.gc.ca/census-recensement/index-eng.cfm). You are able to type in your community name, and download data from there.

2. Software to help analyze and display the data, including:

   - Microsoft excel or similar software

   - Optional: Adobe illustrator or similar software, to create graphs and infographics
Facilitation Process

1. Gather your data. Some useful pieces of census data include: age, income, household size, language, home ownership rates, housing types, dwelling repair statistics, mobility information (e.g. vehicle ownership rates, mode share rates) or other demographic or social trends that you are interested in learning about.

2. Pull data sets for your city as a whole, and then break it down to neighbourhood-scale using census tracts or dissemination areas.

3. Compare trends in the neighbourhood relative to the city as a whole.

4. Visually display your data using graphs, charts, or infographics. Check out the neighbourhood portraits on our “In the Field” page for inspiration on how to display your data.

**Tip:** This can be a great opportunity to engage post-secondary researchers. If you are uncertain how to start on this piece of research, if there is a university or college in your community, students or faculty there may be able to support you.
Sample Materials

1. Socio-demographic profile from Acadia, Calgary (via Sustainable Calgary)

Population and Dwellings

Population

<table>
<thead>
<tr>
<th>Population</th>
<th>Acadia</th>
<th>Calgary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 10,969</td>
<td>1,195,194</td>
<td></td>
</tr>
</tbody>
</table>

Median Age

<table>
<thead>
<tr>
<th>Median Age</th>
<th>Acadia</th>
<th>Calgary</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>36</td>
<td></td>
</tr>
</tbody>
</table>

Age Distribution

- 0% to 5%
- 5% to 10%
- 10% to 15%
- 15% to 20%

Dwelling Units

Total dwellings: 4,884

- 55% of dwelling units in Acadia are owner-occupied, compared to 69% for Calgary as a whole.

- 46% Single Family Home
- 2% Converted (suites)
- 3% Duplex
- 41% Apartment
- 8% Townhouse

Mode of Transport

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Acadia</th>
<th>Calgary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drove Alone</td>
<td>65.1%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>20.0%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Walk</td>
<td>5.6%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5.6%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Work from Home</td>
<td>1.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Carpool, Driver</td>
<td>3.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Carpool, Passenger</td>
<td>2.2%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
2. Socio-demographic profile from Jackson Park Brookdale, Peterborough (via GreenUP, TCAT and Ryerson University)

**GETTING TO KNOW YOUR NEIGHBOURS**

- Total Population
  - Jackson Park - Brookdale: 2,030
  - City of Peterborough: 81,030

- Average Age
  - Jackson Park - Brookdale: 42 yrs
  - City of Peterborough: 44 yrs

- Average Household Income
  - Jackson Park - Brookdale: $62,148
  - City of Peterborough: $73,774

**BROOKDALE HOUSEHOLD INCOME**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>% of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $20K</td>
<td>20%</td>
</tr>
<tr>
<td>$20K to $39K</td>
<td>30%</td>
</tr>
<tr>
<td>$40K to $59K</td>
<td>10%</td>
</tr>
<tr>
<td>$60K to $79K</td>
<td>5%</td>
</tr>
<tr>
<td>Over $80K</td>
<td>5%</td>
</tr>
</tbody>
</table>

**RENT VS. OWN**

- Rent: 26%
- Own: 74%

**Housing Typologies**

- Apartment: 77%
- Detached Home: 18%
- Row Home: 5%

**% Income Spent on Housing**

- Over 30%: 29%
- 30% & Under: 71%

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