Community Profile for SOUTH MARCH, OTTAWA, ON

LEGEND

A child's early development is shaped by different sectors of influence:

CHILD FAMILY COMMUNITY

Why are Population Demographics Important?

Collectively, population counts by age group and population growth can help us to adapt to the needs of the population as it changes over time. Population density measures how closely people live together in a geographic area. The higher the number, the more people live within that area.

Why are Park Areas Important?

Green spaces, like park areas, can enhance the community's well-being in several areas: social, recreational, environmental, physical and mental health, educational and economic. They filter pollutants and dust from the air, they provide shade and lower temperatures in urban areas, and they even reduce erosion of soil into our waterways.

Why are Crime Rates and Civic Engagement Important?

Crime rates are one way to identify and monitor local safety concerns, and target areas of crime prevention. Civic engagement provides an indication of residents' interest and involvement in community affairs; voting is one opportunity to provide a decision-making voice.

Why is Family Composition Important?

Research suggests that marital status may be linked to household stability, as unmarried couples who live together are more likely to experience a breakdown in the relationship than married couples. Knowledge of family size can help services better design programs according to need, including targeted support for single or first-time parents, or programming for children of varying ages.

Note: Census Families constitutes at least two people living together; these totals do not include single people who do not have children. Therefore, if the % of families with children is calculated based on these totals, it will be inflated as compared to the true population.

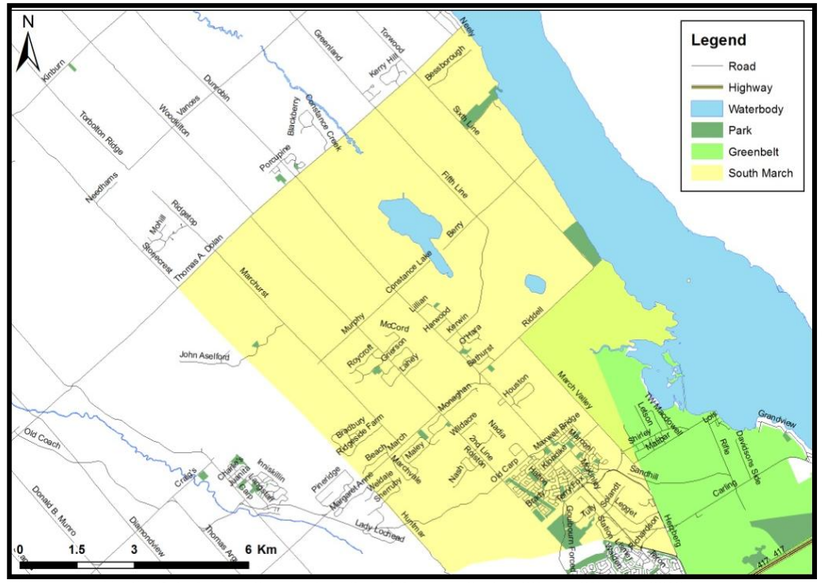
Why is Financial Well-Being Important?

Economic status is one of the largest external influences on a child's development. It can influence the ability to buy nutritious food, access safe and stable housing, participate in recreational activities, and access quality child care. A lack of financial resources has been linked to poorer health outcomes, and may force parents to work more and spend less time with their children. A family's finances are affected by their income, assets, credit history, shelter affordability and home ownership, and retirement savings. **Debt management** reflects financial responsibility. **Non-mortgage consumer debt** indicates the amount of outstanding debt based on credit cards, personal loans, lines of credit, car loans, and consumer product financing. **Risk Scores** predict the likelihood that a person will miss at least 3 consecutive payments in the next year, based on their existing credit history.

Why is Language Important?

Being able to communicate in at least one of Canada's official languages can influence an individual's ability to work, obtain services, and connect with their community. For services to effectively engage families from diverse communities they need to have policies, practices, and programs that are sensitive to language needs.

WHAT DOES OUR COMMUNITY LOOK LIKE?



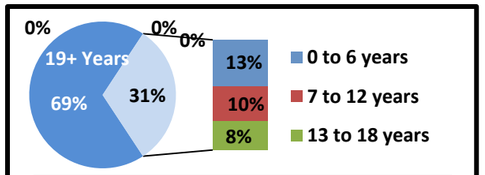
Map prepared by the Data Analysis Coordinators, Parent Resource Centre, Ottawa, ON. (April 2013)

DEMOGRAPHICS

Demographics	S. March	Ottawa
Population in 2011	18,473	883,391
Population in 2006	11,753	812,129
Population change (%)	57.2%	8.8%
Land area (square km)	98.5	2,790
Population per km^2	188	317
Park area (square km)	1.95	43.1
Population per km^2	9,465	20,500

Source: 2011 Census, *Population and Dwelling Counts.*

AGE DISTRIBUTION



Population Counts	S. March	Ottawa
Total	18,475	882,355
Aged 0 to 18 yrs	5,810	193,795
Aged 0 to 6 yrs	2,460	68,440

Source: 2011 Census, *Age Characteristics.*

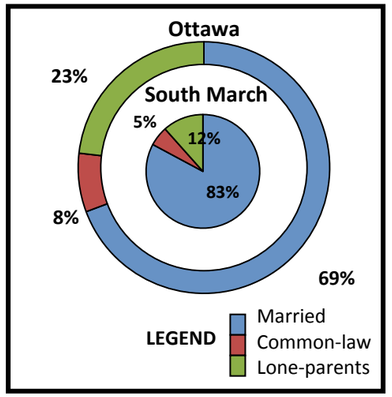
CRIME RATES AND CIVIC ENGAGEMENT

	Incidence of Crime[1]									Municipal Election Voter Turnout[2]
	Crimes Against the Person			Crimes Against Property			Drug Offences			
	2011		% Change since 2006	2011		% Change since 2006	2011		% Change since 2006	
	Actual	Rate*		Actual	Rate*		Actual	Rate*		
S. March	46	2.5	187.5%	179	9.7	12.6%	7	0.4	250.0%	41.9%
Ottawa	6,381	7.2	22.7%	27,497	31.1	15.1%	1,497	1.7	-5.1%	44.3%

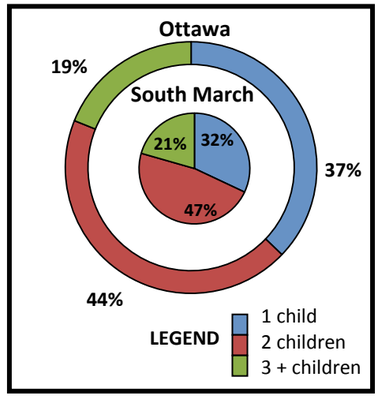
[1]Source: Ottawa Police Service. *Note: Rates calculated based on actual counts per 1,000 of population for a given geographic area.
[2]Source: City of Ottawa, 2010.

WHAT DO OUR FAMILIES LOOK LIKE?

WHAT DO OUR FAMILIES WITH CHILDREN (< 25 YRS OLD) LOOK LIKE?



HOW MANY CHILDREN (< 25 YRS OLD) ARE THERE AT HOME?



Number of Census Families	South March	Ottawa
Total Families	5,240	239,320
Average # Persons Per Family	3.3	3.0
Total Families With Children < 25 yrs old	3,500	129,495
Average # Children Per Family	1.3	1.0

Source: 2011 Census, *Family Characteristics.*

HOW ARE OUR FAMILIES DOING FINANCIALLY?

	Approx. % Low Income Families with Children[1]			Debt Management For Those with A Credit History[2]	
	All Families	Couple Families	Lone Parent Families	Average Non-Mortgage Consumer Debt	Average Risk Score*
S. March	6%	4%	21%	$31,530	776
Ottawa	11%	7%	26%	$25,450	759

[1]Source: *2010 Small Area and Administrative Data (SAAD) T1 Family File (T1FF)* released by Statistics Canada in 2013.
[2]Source: TransUnion 2012, Q1. Data used by permission from Trans Union of Canada, Inc. ©2013 TransUnion. All rights reserved.
*Note: The higher the risk score, the lower the likelihood of missing three consecutive payments in the next year.

WHAT LANGUAGES DO OUR FAMILIES SPEAK?

What language(s) are used at home?	South March	Ottawa
English and French / English, French and Other	1.4%	1.6%
English Only / English and Other	77.7%	77.7%
French Only / French and Other	3.9%	10.1%
Other Only	17.0%	10.5%
What language(s) can residents speak?	**South March**	**Ottawa**
English and French	27.8%	37.2%
English Only	69.5%	59.9%
French Only	0.7%	1.5%
Other Only	2.0%	1.4%
Total Population	**18,405**	**871,455**

Top "Other" Languages Spoken at Home for South March:
1. Chinese n.o.s.
2. Arabic
3. Vietnamese
4. Mandarin

Source: 2011 Census, *Knowledge of Official Languages; Detailed Language Spoken Most Often At Home.* *Note: Census estimates are rounded.

Last Updated: November, 2016

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For more information, please contact the Program Effectiveness Data Analysis Coordinators: www.parentresource.ca

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LEGEND

A child's early development is shaped by different sectors of influence:

CHILD | FAMILY | COMMUNITY

Why are Early Health Risks Important?

Early health risks and vulnerabilities, such as low birth weight and preterm birth, are adversely related to child health and well-being outcomes. Thus, these variables can be used as early indicators of healthy development.

LEGEND:
- ✓ at least 2% lower than Ottawa
- X at least 2% higher than Ottawa
- -- within (+/-) 2% of Ottawa

Note: *Data for cells containing less than six counts are suppressed. To provide an index of prevalence, despite suppression, we have listed the maximum value possible for that indicator (in %). This value is the maximum count of 5 divided by the total number of births in that community.*

Why are Child Injury Rates Important?

Unintentional injury is the leading cause of death and hospitalization for Canadian children between the ages of 1 and 14 years. Child injury rates are a way of identifying and monitoring local health and safety concerns, which can support public education, local injury prevention, and healthy public policy development.

Why is Developmental Health at School Entry Important?

The Early Development Instrument (EDI) assesses children's developmental health at school entry in five domains. Each EDI domain is further subdivided, for a total of 16 sub-domains. Each sub-domain represents a relatively homogenous aspect of child development.

To access the full EDI report and our other products please visit: www.parentresource.ca

WHAT ABOUT OUR CHILDREN'S DEVELOPMENTAL HEALTH AT SCHOOL ENTRY?

EDI DEMOGRAPHICS – CYCLE 4

Demographics	S. March	Ottawa
% Girls	51.0	49.8
% Learning in a Second Language	15.8	16.0
% Francophone	16.4	18.3
Total # Children in EDI Cycle 4	**292**	**8,961**

Source: Early Development Instrument (EDI), 2014-2015 (Cycle 4)

EDI VULNERABILITY

Cycle 4	S. March	Ottawa
1 + Domains	22.6%	26.1%

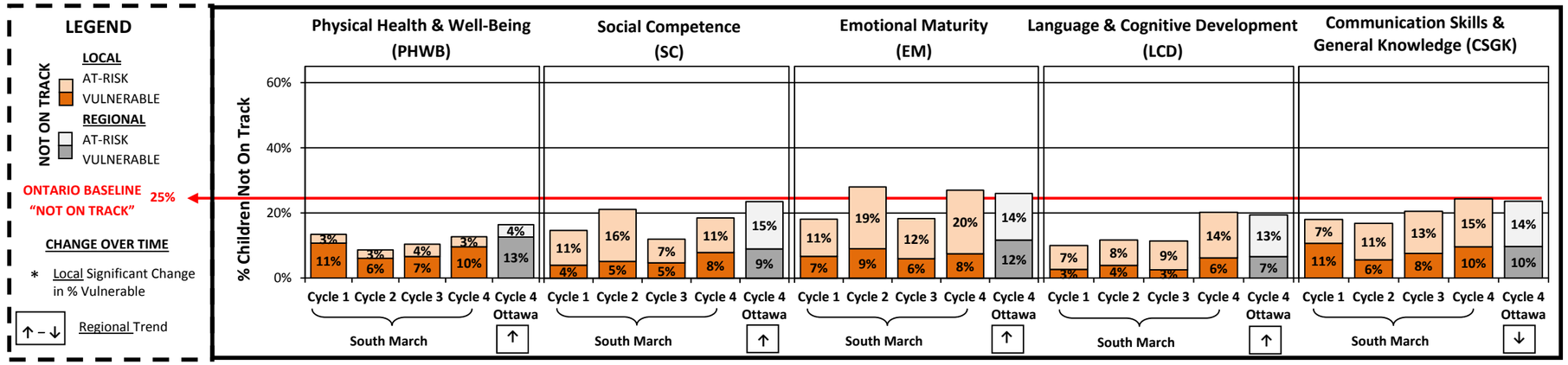
*Indicates a significant change over time; otherwise change is non-significant

WHAT ABOUT OUR CHILDREN'S HEALTH?

Early Health Risks[1] (2005-2011)		S. March	Ottawa
Teen Births (Maternal Age < 20 yrs)	--	≤ 0.3%	2.2%
Preterm Births (< 37 weeks)	--	10.0%	8.6%
Exclusively Formula Fed on Discharge	✓	4.6%	7.2%
Low Birth Weight (< 2500 g)	--	5.9%	6.2%
Maternal Smoking During Pregnancy	✓	1.9%	5.8%
No Antenatal Care Visit During 1st Trimester	✓	3.4%	5.6%
Total Births, 2005 to 2011		1,772	63,472
Incidence Rate* of ER Visits for Unintentional Injury[2]		**S. March**	**Ottawa**
0 to 6 years old		9.3	10.4
7 to 12 years old		7.6	9.7
13 to 18 years old		11.1	12.2

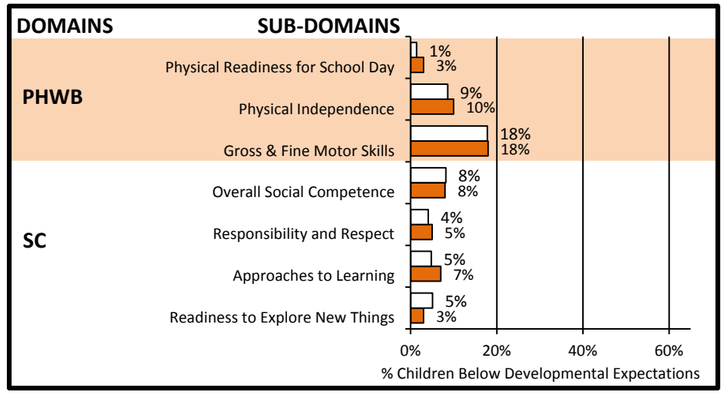
[1]Source: Better Outcomes Registry & Network (BORN) Ontario, 2005-2011.
[2]Source: ER visits, 2011. National Ambulatory Care Reporting System. IntelliHEALTH ONTARIO. Extracted September 2013 by Ottawa Public Health. *Note: Rates calculated per 100 persons within each age group.

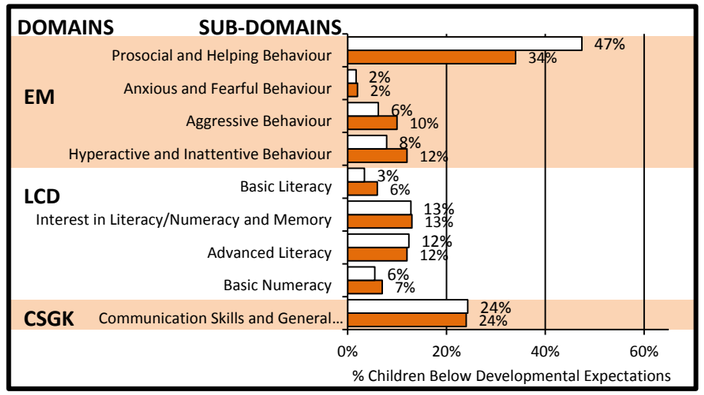
EDI DOMAIN RESULTS ACROSS TIME - CHILDREN NOT ON TRACK



Source: Early Development Instrument, 2005-2006 (Cycle 1), 2008-2009 (Cycle 2), 2010-2012 (Cycle 3) & 2014-2015 (Cycle 4)

EDI SUB-DOMAIN RESULTS FOR CYCLE 4 – CHILDREN BELOW DEVELOPMENTAL EXPECTATIONS





Source: EDI, 2014-2015 (Cycle 4)

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