

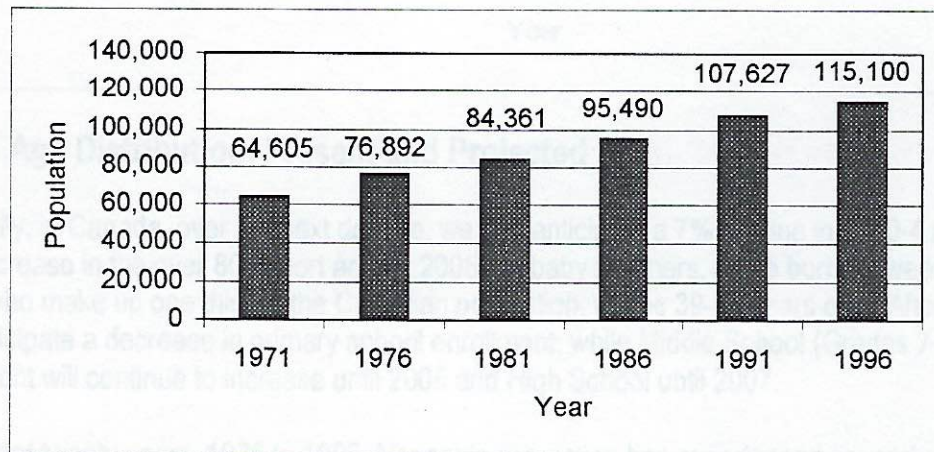
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Demographic Profile and the Implications for Recreation

David Foot, a Canadian economist, purports that demographics is one of the most underutilized, yet powerful tools, to both understand the past and to foretell the future; he argues *"that demographics explain about two-thirds of everything."*⁸

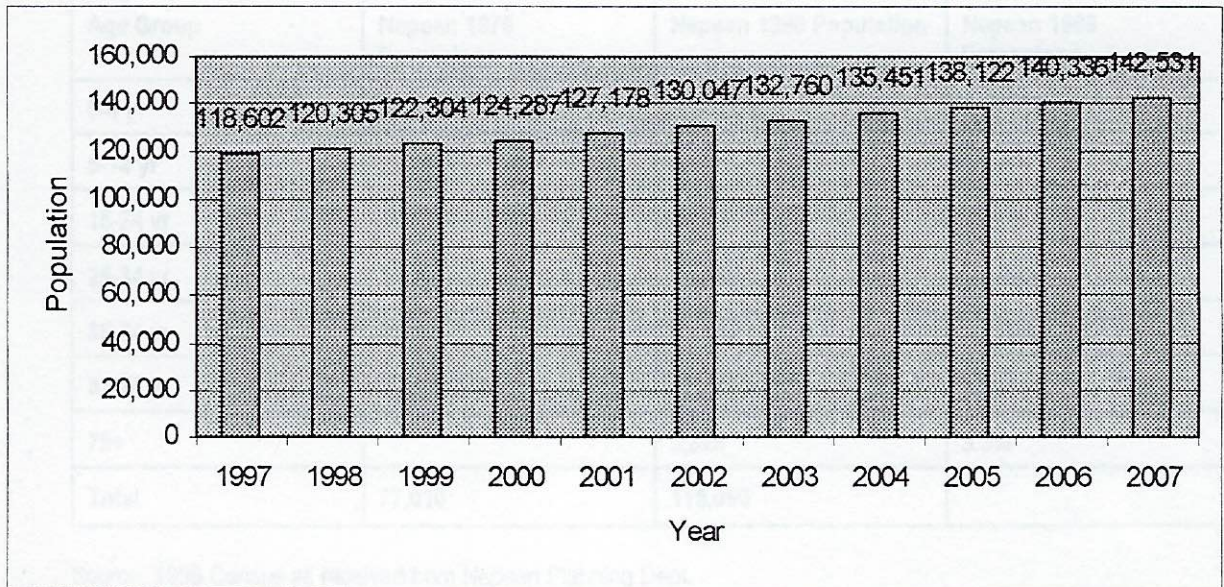
One of the most useful demographic variables is the age composition of the population. During the past twenty-five years Nepean has gone from a Township to a City, and grown by more than 50,000 people. Nepean will continue to grow steadily over the next decade, principally in the southern part of the City, just north of the Rideau River.

City of Nepean Population Growth 1971-1996



⁸ Foot, David K. 1996. Boom Bust and Echo. Toronto. p.2

City of Nepean Population Projections 1997-2007



3.1. Age Distribution, Present and Projected

Generally, in Canada, over the next decade, we can anticipate a 7% decline in the 0-4 age cohort, 38% increase in the over 80 cohort and by 2005 the baby boomers, those born between 1947 and 1966, who make up one third of the Canadian population, will be 39-58 years old. After 1998, we can anticipate a decrease in primary school enrollment, while Middle School (Grades 7 and 8) enrollment will continue to increase until 2005 and High School until 2007.

In the past twenty years, 1976 to 1996, Nepean's population has experienced several noticeable changes in age cohorts:

- very little change in 0-4 yr. cohort
- dramatic reduction in the 5-14 yr. and the 15-24 yr. cohort, from roughly 21% to 14% and 20% to 13%, respectively
- very little change in the 26-34 yr. group
- almost a doubling of the percentage in the 55-74 yr. cohort

By 2020, in the next twenty years, the baby boomers (30+% of Nepean's population) will be moving into the semi-retirement/ retirement category and will be 54-73 years of age.

City of Nepean Age Distribution Changes 1976-96

Age Group	Nepean 1976 Percentage	Nepean 1996 Population	Nepean 1996 Percentage
0-4 yr	7.09%	8,260	7.17%
5-14 yr	21.09%	16,175	14.05%
15-24 yr	19.50%	14,960	12.99%
25-34 yr	16.26%	19,315	16.78%
35-54 yr	27.03%	35,185	30.57%
55-74 yr.	9.03% [55+]	17,370	15.09%
75+		3,825	3.3%
Total	77,010	115,090	

Source: 1996 Census as received from Nepean Planning Dept.

Futurists predict that the concentration of baby boomers moving into their pre-retirement/retirement years will mean:

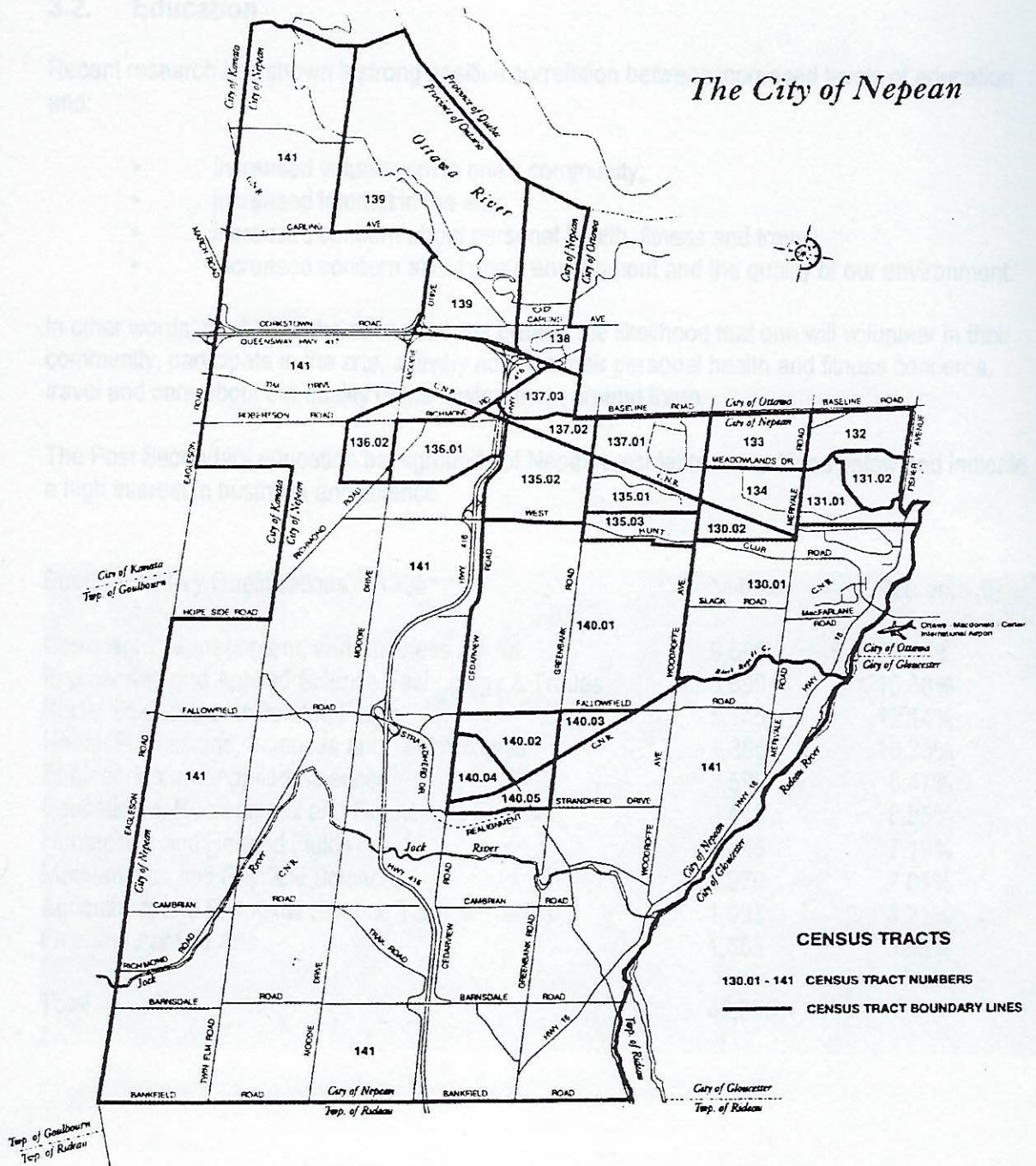
- the biggest investment boom in the history of securities trading in North America, borrowing decreasing and saving increasing
- increased participation in the arts (visual and performing)
- increased travel for education
- increased dining for special occasions, looking for quality and service

The Boomers will be looking for anything that will: make them feel younger, entertain them (selling an experience, not things), and make life easier (simplicity in life)

With respect to Beryl Gaffney Park, which will be a City-wide park, the needs of all residents and all ages must be met. At the same time, the City wants to ensure that the park will be "family oriented". The design will therefore need to delicately balance the spaces created for the unique opportunities and experiences of the different age groups and the common spaces that will encourage the mingling and be comfortable for all generations.

2.2 Education
 Nepean
 1991

The City of Nepean



CENSUS TRACTS
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3.2. Education

Recent research has shown a strong positive correlation between increased levels of education and:

- ▶ increased voluntarism in one's community;
- ▶ increased interest in the arts;
- ▶ increased concern about personal health, fitness and travel;
- ▶ increased concern about one's environment and the quality of our environment.

In other words, the higher the education, the greater the likelihood that one will volunteer in their community, participate in the arts, actively address their personal health and fitness concerns, travel and care about the quality of the environment around them.

The Post Secondary education backgrounds of Nepean residents are outlined below and indicate a high interest in business and science.

Post Secondary Qualifications 1996	Number	Percentage
Commerce, Management, and Business Admin.	9,550	22.54%
Engineering and Applied Science Technology & Trades	6,600	15.58%
Social Sciences and Related Fields	5,145	12.14%
Health Professions, Sciences and Technologies	4,385	10.35%
Engineering and Applied Sciences	3,590	8.47%
Educational, Recreational and Counseling Services	3,410	8.05%
Humanities and Related Fields	3,045	7.19%
Mathematics and Physical Sciences	2,970	7.01%
Agricultural and Biological Science Tech. & Trades	1,995	4.71%
Fine and Applied Arts	1,685	3.98%
Total	42,375	

City of Nepean 1996 Education Levels

Education	Nepean 1996	Nepean 1996 Percentage	Nepean Percentage 1986	RMOC 1996
< Gr. 9	3,810	4.24 %	4.8%	5.4%
Gr. 9-13, no certificate	13,940	15.52%	33.8% (with & without)	14.8%
Gr. 9-13, with certificate	11,475	12.78%		11.9%
Trades Certificate or Diploma	2,170	2.42%	26.5% (trade and other certificate)	2.1%
Other non-university, without certificate	5,690	6.34%		5.5%
Other non-university, with certificate	16,525	18.40%		14.7%
University, no degree	11,780	13.12%	34.8% (university)	11.4%
University, with degree	24,410	27.18%		22.8%

Note: Total Nepean Population 15 years and over is 89,800

Compared to the Ottawa-Carleton Region generally, Nepean has a slightly more highly educated population, 67.5% with more than a high school education, compared to 56.5% in the Region. Moreover, the education level has increased since 1986 in Nepean, from 61.3% to 67.5% with some post secondary education.

For Beryl Gaffney Park, higher education levels can mean:

- ▶ a greater interest in cultural events at the park;
- ▶ a greater probability of engaging volunteers in the development, support and programming of the park;
- ▶ a greater concern for the health of the environment of the park and interest in environmentally related issues such as water quality, fish habitat and the like;
- ▶ a greater interest in having "healthy lifestyle" opportunities in the park.

3.3. Ethnicity

The table below compares the cultural diversity of several neighbouring municipalities and the Ottawa-Carleton district as a whole.

Population by Visible Minority

	Nepean 1996	Gloucester 1996	Kanata Population	Ottawa Population	RMOC Population
Total Population	114,225	102,920	47,785	318,990	713,880
Total Visible Minority Population	17,805 (15.58%)	15,065 (14.64%)	6,520 (13.64%)	60,250 (18.89%)	107,270 (15.03%)

Source: 1996 Census

The Census indicated that the largest ethnic groups, as Nepean residents described their ethnic origin, were the following :

Group	Single Responses	Total Responses
English	8,680	36,140
Canadian	10,480	28,000
Irish	3,260	27,465
Scottish	2,665	24,085
French	3,235	17,385
German	1,435	9,290
Italian	4,770	7,685
Polish	1,755	4,320
Dutch	1,170	3,775
Jewish	2,100	3,640
East Indian	2,685	3,350
Ukrainian	530	2,430
Lebanese	1,805	2,375
North American Indian	205	1,850
Vietnamese	1,020	1,170

Household Income Distribution

Language Spoken in the Home	Nepean		RMOC	
English	97,175	(85.1%)	548,315	(76.8%)
French	2,115	(1.9%)	76,865	(10.8%)
Non-Official Languages	12,010	(10.5%)	67,625	(9.5%)
Total Population	114,225		713,880	

Of the Non-Official Languages spoken in the home, the following were listed for Nepean:

Chinese	2,245	11.7%	10%
Arabic	1,515	11.7%	1%
Italian	1,205	11.8%	3%
Polish	865	14.2%	3%
Vietnamese	805		
Punjabi	450		
Spanish	385		

Nepean will need to address the needs of its growing, culturally diverse, community. Again, commentary during the Open House and discussion on Beryl Gaffney Park, indicated that the group users of Andrew Haydon Park are frequently from diverse cultures.

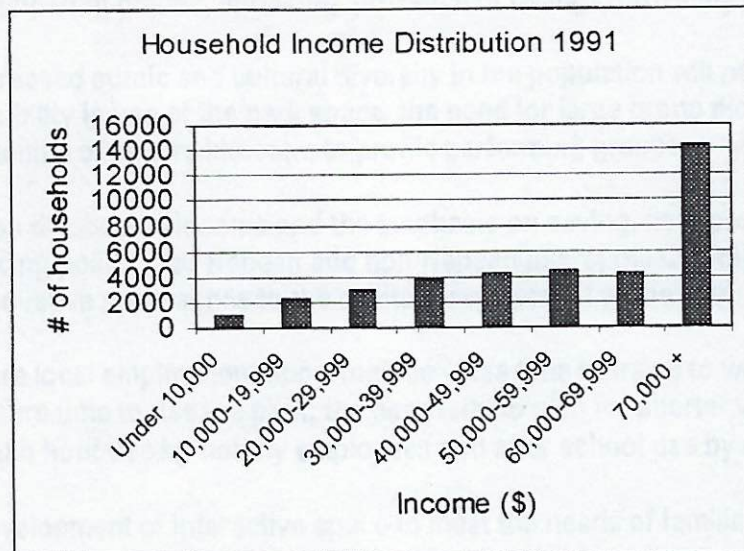
3.4. Household Income and Disposable Income

The City of Nepean has far fewer households with incomes below \$29,999, than the overall Region, 16.5% versus 29% respectively. However, there is less differentiation at the upper level where 38.2% of households in Nepean earn over \$70,000, compared to the Ottawa-Carleton Region at 32%.

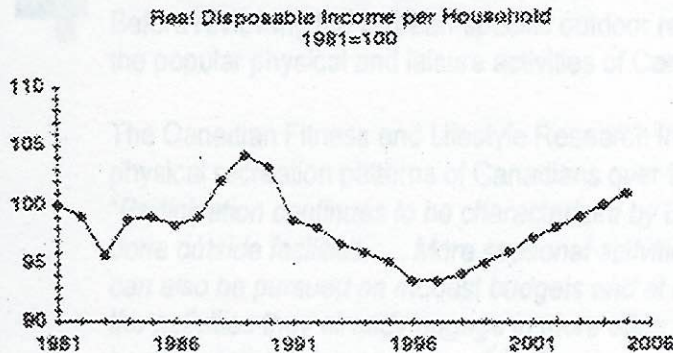
The importance of household income is its relationship to disposable income and thereby what residents will or can spend on recreation or leisure activities. The fact that over 25% or one quarter of the households in Nepean have an income of less than \$40,000 should be considered in the pricing and user pay policies for Beryl Gaffney Park.

Household Income Distribution

Income (\$)	1996 # of Nepean Households	1996 % of Households	1991 # of Nepean Households	1991 % of Households	1991 RMOC %
Under 10,000	1,225	3.1%	950	2.5%	7%
10,000-19,999	2,590	6.5%	2,265	6.1%	12%
20,000-29,999	3,380	8.5%	2,970	7.9%	10%
30,000-39,999	3,935	9.8%	3,810	10.2%	11%
40,000-49,999	4,125	10.3%	4,360	11.7%	10%
50,000-59,999	4,560	11.4%	4,385	11.7%	10%
60,000-69,999	3,940	9.85%	4,310	11.5%	9%
70,000+	16,240	40.6%	14,290	38.2%	32%



Real Incomes



In 1997, M. McCracken, CEO of Infometrica, predicted:

- ▶ a slow recovery of real disposable income
- ▶ more people looking for work
- ▶ continued polarization of incomes
- ▶ necessity of education
- ▶ modest pace of recovery
- ▶ incomes beginning to rise again

3.5 Summary of Demographic Implications for Recreation and Park Development

The population changes anticipated over the next twenty years imply the following for recreation services and park development and specifically for Beryl Gaffney Park:

- Importance of "Accessible", quality park design features especially when considering grades, surfacing, presence of railings, proximity of washrooms
- Increased ethnic and cultural diversity in the population will necessitate the flexibility in use of the park space, the need for large group picnic areas and the potential of an amphitheatre to profile performing groups
- Less disposable income and the emphasis on saving, not spending, will affect future pricing policies for Nepean and non-Nepean users; the City may need to look at innovative approaches to the capital development of the site
- More local employment opportunities - less time to travel to work, therefore more leisure time to use the park; the necessity to plan for shorter visits of 1-2 hours for lunch hour use by nearby employees and after school use by children
- Development of interactive space to meet the needs of families, people employed in High Tech sector seeking social/ environmental experience
- Strong support and interest in environmental lifestyle management.

