

Executive Dashboard - CommunityLife - Trade Area

This report is used to get an understanding of key elements of social dynamics, such as the frequency of contact with family and friends, political activism, trust in public institutions, and involvement in formal organizations, in a specified Trade Area.

CommunityLife | Trust and Confidence



Trade Area: Kingston, ON

The Trade Area selected for analysis.

Household Population 15+: 148,036

The household population in the Trade Area.

GENERAL TRUST

You cannot be too careful in dealing w people
45.4% Index: **96**
 Trust people in general

NEIGHBOUR TRUST

Most of the people
37.3% Index: **104**
 Trust in neighbourhood people

PERCIEVED LIKELIHOOD OF RETURN OF LOST WALLET*

Very likely
64.7% Index: **96**
 By police officer

Not at all likely
16.7% Index: **116**
 By neighbour

With an index of 116, the household population in Kingston is 16% more likely to have this opinion compared to the rest of Canada.

In the trade area of Kingston, 4,210 people are estimated to have no confidence at all in police, which are 2.84% of the total household population in Kingston. In comparison, 696,011 people in the benchmark (Canada) have no confidence at all in police, which make up a lower proportion at 2.19% of total household population in Canada and leads to an above-average index of 130 for Kingston. Of the total number of households who have no confidence at all in police, less than a percent (0.60%) reside in Kingston; this is the penetration rate.

CONFIDENCE IN INSTITUTIONS

	Count	%	Base Count	Base %	% Pen	Index
Police [Scale of 1 to 5]						
1: No confidence at all	4,210	2.84	696,011	2.19	0.60	130
2	4,635	3.13	1,210,089	3.80	0.38	82
3	21,128	14.27	5,199,045	16.34	0.41	87
4	37,513	25.34	10,218,928	32.12	0.37	79
5: A great deal of confidence	56,777	38.35	12,180,378	38.29	0.47	100
Justice system and courts [Scale of 1 to 5]						
1: No confidence at all	7,789	5.26	1,330,094	4.18	0.59	126
2	9,748	6.58	2,677,694	8.42	0.36	78
3	27,039	18.27	7,619,920	23.95	0.35	76
4	45,829	30.96	10,223,250	32.14	0.45	96
5: A great deal of confidence	31,659	21.39	7,152,461	22.48	0.44	95

People in neighbourhood [Scale of 1 to 5]						
1: Cannot be trusted at all	6,653	4.49	1,250,701	3.93	0.53	114
2	11,724	7.92	2,608,377	8.20	0.45	97
3	39,980	27.01	9,083,248	28.55	0.44	95
4	37,310	25.20	9,479,242	29.80	0.39	85
5: Can be trusted a lot	31,082	21.00	7,196,457	22.62	0.43	93
People from work or school [Scale of 1 to 5]						
1: Cannot be trusted at all	1,96	1.96	1,96	1.96	0.00	100
2	4,58	4.58	4,58	4.58	0.00	100
3	17,53	17.53	17,53	17.53	0.00	100
4	29,81	29.81	29,81	29.81	0.00	100
5: Can be trusted a lot	20,45	20.45	20,45	20.45	0.00	100

Count: The total number of household population in the trade area who represent this variable.
%: The percentage of household population in the trade area who represent this variable.
Base Count: The number of household population in the base area who represent this variable.
Base %: The percentage of household population in the base area who represent this variable.
% Pen: Of all household population with this opinion, **% Pen** is the proportion that are present in the trade area.
Index: Measures if the household population in the trade area are more or less likely to represent this variable when compared to the base area. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Benchmark: Canada

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Index Colours:	<80	80 - 110	110+
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