Executive Dashboard - CommunityLife - Target Group

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 Target Group.

CommunityLife | Trust and Confidence

ENVIRONICS
ANALYTICS

Target Group: Middle-Aged Families (03, 05, 15, 19, 30, 33)

The Target Group name including the component PRIZM segments.

Household Population 15+: 3,274,236

The household population in the Target Group.

GENERAL TRUST

Most people can be trusted

52.7% Index: 113

Trust people in general

NEIGHBOUR TRUST

Most of the people

37.8% Index: 105

Trust in neighbourhood people

PERCIEVED LIKELIHOOD OF RETURN OF LOST WALLET*

Very likely

74.0% Index:110

By police officer

Somewhat likely

40.9% Index:107

By neighbour

With an index of 110, the household population in this target group is 10% more likely to have this opinion compared to the rest of Canada.

In this target group, 56,709 people are estimated to have no confidence at all in police, which are 1.73% of the total household population in the group. In comparison, 690,417 people in the benchmark (Canada) have no confidence at all in police, which make up a higher proportion at 2.19% of total household population in Canada and leads to a below-average index of 79 for this target group.. Of the total number of households who have no confidence at all in police, 8.21% exist in this target group; 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	56,709	1.73	690,417	2.19	8.21	79
2	104,000	3.18	1,201,336	3.80	8.66	84
3	443,255	13.54	5,163,916	16.34	8.58	83
4	1,104,078	33.72	10,151,885	32.12	10.88	105
5: A great deal of confidence	1,367,962	41.78	12,100,067	38.29	11.31	109
Justice system and courts [Scale of 1 to 5]						
1: No confidence at all	99,167	3.03	1,319,916	4.18	7.51	73
2	184,957	5.65	2,658,467	8.41	6.96	67
3	732,060	22.36	7,569,778	23.95	9.67	93
4	1,133,257	34.61	10,157,229	32.14	11.16	108
5: A great deal of confidence	883,635	26.99	7,105,598	22.48	12.44	120
School system [Scale of 1 to 5]						
1: No confidence at all	62,954	1.92	761,920	2.41	8.26	80
2	165,341	5.05	2,034,403	6.44	8.13	78
3	800,631	24.45	7,752,831	24.53	10.33	100

3	921,840	28.15	9,021,161	28.54	10.22	99
4	1,123,330	34.31	9,419,367	29.80	11.93	115
5: Can be trusted a lot	731,014	22.33	7,152,360	22.63	10.22	99
People from work or school [Scale of 1 to 5]						
1: Cannot be trusted at all	24,088	0.74	411,237	1.30	5.86	57
2	133,632	4.08	1,164,751	3.69	11.47	111
3	530,029	16.19	5,001,083	15.82	10.60	102
4	1,043					
5: Can be trusted a lot	618					
People who speak a different language [S						
1: Cannot be trusted at all	126					
2	266					
3	1,092					
4	1,011					
5: Can be trusted a lot	489					

Count: The total number of household population in the target group who represent this variable.

%: The percentage of household population in the target group 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 target group.

Index: Measures if the household population in the target group 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+