

Executive Dashboard - CommunityLife - Customers

This report is used to get an understanding of key elements of social dynamics of the neighbourhoods where your customers live. These elements include the frequency of contact with family and friends, political activism, trust in public institutions, and involvement in formal organizations.

CommunityLife | Trust and Confidence



Customers: Sample Customer File: Record Count — The customer file selected for analysis.

GENERAL TRUST

Most people can be trusted
52.5% Index: **113**
 Trust people in general

NEIGHBOUR TRUST

Based on this customer file, 52.5% of the household population of the neighbourhoods where these customers live believe that most people can be trusted in general. With an index of 113, people in these customer neighbourhoods are more likely to have this belief compared to the rest of Canada.

PERCIEVED LIKELIHOOD OF RETURN OF LOST WALLET*

Very likely	Somewhat likely	Very likely
73.0% Index: 109	40.2% Index: 105	9.4% Index: 90
By police officer	By neighbour	By stranger

TRUST IN PEOPLE

	%	Base Count	Base %	Index
Members of family [Scale of 1 to 5]				

Based on this customer file, 18.49% of the household population of the neighbourhoods where these customers live believe people from work or school can be trusted a lot. In comparison, 4,991,334 people in the benchmark (Canada) believe people from work or school can be trusted a lot, which makes up a lower proportion at 15.69% of total household population in Canada. With an index of 118, people who live in these customer neighbourhoods are more likely to believe people from work or school can be trusted a lot compared to the rest of Canada.

	%	Base Count	Base %	Index
People from work or school [Scale of 1 to 5]				
1: Cannot be trusted at all	1.36	414,289	1.30	105
2	4.05	1,171,665	3.68	110
3	16.12	5,031,964	15.82	102
4	29.28	8,180,508	25.71	114
5: Can be trusted a lot	18.49	4,991,334	15.69	118

CONFIDENCE IN INSTITUTIONS

	%	Base Count	Base %	Index
Police [Scale of 1 to 5]				
1: No confidence at all	2.32	696,011	2.19	106
2	4.10	1,210,089	3.80	108
3	16.12	5,199,046	16.34	99
4	33.84	10,218,928	32.12	105
5: A great deal of confidence	39.69	12,180,378	38.29	104
Justice system and courts [Scale of 1 to 5]				
1: No confidence at all	3.99	1,330,094	4.18	95
2	8.08	2,677,694	8.42	96
3	23.68	7,619,920	23.95	99
4	34.13	10,223,250	32.14	106
5: A great deal of confidence	24.55	7,152,461	22.48	109
School system [Scale of 1 to 5]				
1: No confidence at all	2.25	767,405	2.41	93

%: The percentage of household population of customer neighbourhoods 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.
Index: Measures if the household population of customer neighbourhoods 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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