

COMMUNITYLIFE RELEASE NOTES

PRODUCT VINTAGE

2023

SURVEY SAMPLE SIZE

34,044

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

742

To view the complete list of variables please visit:
environicsanalytics.com/variables

WHAT IT IS

The CommunityLife database measures 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. Developed from Statistics Canada's General Social Survey, it also explores volunteer activity, union membership, religious group affiliation and cultural group associations. Combining this information with databases such as CrimeStats or GivingBack can provide additional insight for allocating municipal resources more effectively. The data are available at the postal code and all higher levels of geography.

WHAT'S NEW

This release of CommunityLife introduces 275 new variables for the 2023 vintage. These new variables provide data relating to themes

such as contact with one's community, being Canadian, and sense of belonging, amongst many others. All variable changes can be found on the variable change list.

HOW IT'S USED



Consumer packaged goods companies can use CommunityLife to better understand the diverse communities of Canada by identifying strongly held values, which can inform advertising campaigns and product messaging.



Municipalities can use CommunityLife to gauge residents' sense of belonging to their local communities and help plan community events and outreach programs targeted to neighbourhoods where residents exhibit a weak social connection.



Retailers can use CommunityLife along with our PRIZM® segmentation system to determine which of their customers belong to segments that exhibit a high propensity for civic engagement. Retailers can strengthen their brand with these segments by highlighting their community involvement as a part of their marketing strategy.

SAMPLE QUESTIONS IT CAN ANSWER

- Why are individuals in our city not voting as much as they should?
- What national symbols are most important to individuals?
- How much trust do people place in their police departments?
- How strongly do people feel they belong to their community from region to region?