

Community Living, Engagement and Interaction

In order to better understand the the overall results, the study needed to delve into what makes residents in different sizes of community tick. Have they lived in the community for a long period and therefore more likely to have developed relationships and habits that are entrenched? Or are they new to their community and less likely to be influenced by neighbours and traditional news sources.

| How Would Describe the Size of Community You Live in: | | GENDER | | | AGE CATEGORY | | | | | | |
|---|-------|--------|-------|-------|--------------|--------|----------|-------|-------|-------|-------|
| | АВ | SK | МВ | NWT | Male | Female | UNDER 35 | 35-44 | 45-54 | 55-64 | 65+ |
| A large city (100,000 or more population) | 21.0% | 17.7% | 21.1% | 0.0% | 19.4% | 24.1% | 19.4% | 24.1% | 22.2% | 17.6% | 20.4% |
| A suburb of a large city | 1.8% | 0.0% | 3.1% | 0.0% | 2.9% | 0.0% | 2.9% | 0.0% | 1.4% | 2.3% | 1.6% |
| A medium city (50,000 to 99,999 population) | 23.3% | 1.9% | 8.8% | 0.0% | 12.1% | 22.1% | 12.1% | 22.1% | 17.3% | 21.5% | 12.0% |
| A small city (10,000 to 49,999 population) | 14.5% | 47.5% | 26.0% | 66.7% | 19.2% | 25.4% | 19.2% | 25.4% | 26.2% | 21.2% | 23.7% |
| A town (5,000 to 9,999 population) | 20.1% | 11.3% | 14.2% | 0.0% | 26.4% | 14.0% | 26.4% | 14.0% | 16.8% | 18.2% | 16.2% |
| A village (1,000 to 4,999 population) | 6.2% | 12.0% | 11.2% | 33.3% | 7.1% | 4.1% | 7.1% | 4.1% | 5.8% | 10.5% | 9.4% |
| A rural area (less than 1,000 population) | 5.4% | 9.1% | 13.4% | 0.0% | 11.1% | 7.0% | 11.1% | 7.0% | 7.0% | 4.6% | 9.5% |
| TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013 N=1,015 | | | | | | | | | | | |

| How Long Have You Lived in This Community: | | CC | MMUNITY | SIZE | GEN | IDER | AGE CATEGORY | | | | | |
|---|--------|----------|-----------|------------|-------|-------|--------------|----------|-------|-------|-------|-------|
| | <5,000 | 5K - 10K | 10K - 50K | 50K - 100K | 50K+ | Male | Female | Under 35 | 35-44 | 45-54 | 55-64 | 65+ |
| Less than 1 year | 0.0% | 0.4% | 0.0% | 1.6% | 1.1% | 0.5% | 0.5% | 0.0% | 1.0% | 0.0% | 0.0% | 1.0% |
| 1 to 5 years | 8.5% | 3.8% | 5.4% | 5.5% | 4.0% | 4.4% | 5.6% | 16.6% | 4.4% | 2.9% | 3.8% | 5.4% |
| 6 to 10 years | 7.3% | 8.0% | 10.7% | 18.6% | 13.0% | 9.8% | 11.2% | 25.5% | 21.3% | 13.1% | 6.7% | 8.3% |
| 11 to 20 years | 15.5% | 20.0% | 20.4% | 17.2% | 15.4% | 18.4% | 16.4% | 19.0% | 30.7% | 24.0% | 13.9% | 14.3% |
| More than 20 years | 46.0% | 49.4% | 49.2% | 44.8% | 49.2% | 49.0% | 48.4% | 17.1% | 17.7% | 41.1% | 55.8% | 56.3% |
| All your life | 22.7% | 18.4% | 14.2% | 12.3% | 17.4% | 17.9% | 17.9% | 21.8% | 24.9% | 18.9% | 19.7% | 14.7% |
| Average number of years | 29.3% | 26.7% | 24.4% | 22.4% | 25.5% | 26.4% | 26.0% | 15.5% | 20.7% | 24.1% | 28.0% | 28.0% |
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| Do You Know the Names of the Neighbours Who Live Close to You: | | CO | MMUNITY | SIZE | GEN | IDER | AGE CATEGORY | | | | | |
|---|--------|----------|-----------|------------|-------|-------|--------------|----------|-------|-------|-------|-------|
| | <5,000 | 5K - 10K | 10K - 50K | 50K - 100K | 50K+ | Male | Female | Under 35 | 35-44 | 45-54 | 55-64 | 65+ |
| Yes, know them all | 66.0% | 47.9% | 40.7% | 37.6% | 36.1% | 43.1% | 46.2% | 41.9% | 21.7% | 50.8% | 46.6% | 45.4% |
| Yes, know only some | 33.6% | 51.7% | 58.6% | 59.7% | 61.1% | 55.5% | 52.3% | 55.2% | 74.6% | 47.8% | 52.1% | 53.6% |
| No, don't know any | 0.0% | 0.4% | 0.7% | 1.7% | 2.0% | 0.6% | 1.5% | 2.9% | 2.4% | 1.4% | 0.9% | 0.6% |
| Do not have neighbours close by | 0.5% | 0.0% | 0.0% | 1.0% | 0.7% | 0.8% | 0.0% | 0.0% | 1.3% | 0.0% | 0.4% | 0.4% |
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| What is the Overall Rating You Would Give Your Community as a Place to Live: | COMMUNITY SIZE | | | | | | DER | AGE CATEGORY | | | | | |
|---|----------------|----------|-----------|------------|-------|-------|--------|--------------|-------|-------|-------|-------|--|
| | <5,000 | 5K - 10K | 10K - 50K | 50K - 100K | 50K+ | Male | Female | Under 35 | 35-44 | 45-54 | 55-64 | 65+ | |
| Excellent | 43.2% | 37.8% | 45.1% | 47.2% | 49.7% | 43.8% | 46.6% | 44.8% | 39.7% | 41.7% | 45.0% | 47.7% | |
| Good | 45.3% | 54.9% | 41.5% | 42.3% | 40.8% | 46.8% | 42.5% | 34.1% | 49.3% | 42.3% | 46.3% | 44.9% | |
| Fair | 10.1% | 7.2% | 12.2% | 8.1% | 8.4% | 8.9% | 9.6% | 18.2% | 11.1% | 15.6% | 7.3% | 6.6% | |
| Poor | 1.4% | 0.0% | 1.2% | 2.4% | 1.2% | 0.6% | 1.3% | 2.9% | 0.0% | 0.5% | 1.4% | 0.8% | |
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| | | CO | MMUNITY | SIZE | GEN | DER | AGE CATEGORY | | | | | |
|--|--------|----------|-----------|------------|-------|--------|--------------|----------|--------|--------|--------|--------|
| Gender and Age of Respondent: | | | | | | | | | | | | |
| | <5,000 | 5K - 10K | 10K - 50K | 50K - 100K | 50K+ | Male | Female | Under 35 | 35-44 | 45-54 | 55-64 | 65+ |
| GENDER | | | | | | | | | | | | |
| Male | 43.7% | 51.1% | 49.3% | 48.8% | 52.3% | 100.0% | 0.0% | 33.4% | 45.2% | 48.4% | 51.0% | 52.5% |
| Female | 56.3% | 48.9% | 50.7% | 51.2% | 47.7% | 0.0% | 100.0% | 66.6% | 54.8% | 51.6% | 49.0% | 47.5% |
| AGE | | | | | | | | | | | | |
| 18 to 24 | 1.3% | 1.1% | 1.4% | 0.4% | 0.2% | 0.9% | 0.7% | 17.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| 25 to 34 | 5.8% | 2.1% | 4.5% | 3.1% | 3.5% | 2.2% | 5.5% | 82.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| 35 to 44 | 4.3% | 8.7% | 6.2% | 11.2% | 9.6% | 7.0% | 8.5% | 0.0% | 100.0% | 0.0% | 0.0% | 0.0% |
| 45 to 54 | 13.1% | 17.2% | 21.6% | 19.2% | 17.3% | 16.9% | 17.9% | 0.0% | 0.0% | 100.0% | 0.0% | 0.0% |
| 55 to 64 | 21.2% | 27.9% | 22.5% | 31.4% | 28.9% | 26.6% | 25.5% | 0.0% | 0.0% | 0.0% | 100.0% | 0.0% |
| 65 or older | 54.3% | 43.0% | 43.8% | 34.7% | 40.6% | 46.3% | 41.8% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% |
| | | | | | | | | | | | | |
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