

Growing Your Community

How to read the community analytics report

Sample Community Analytics Overview

1st Compare (local communities) - Col. 4: Coldwell|Region and Nearby Communities

2nd Compare (similar communities) - Col. 6: MB Rural Communities w/pop 1-4k

3rd Compare (prov) - Col. 8: MB

Source: Statistics Canada, 2016 Census Profile, Catalogue 98-316-X2016001, Comparison Method: Simple Average

Profile Variables		Rank & First Compare Geography	1. Local Value Pop	2. Local Value % Pop/1	3. First Compare (nearby) % Pop/1	4. Second Compare (similar) % Pop/1	5. Third Compare (prov.) % Pop/1	6. Local / First Compare % diff	7. Local / Second Compare % diff	8. Local / 3rd Compare % diff	
Reports	Demographic & Income	1 Population, 2016	1. West Interlake Region	2,162	2162	1651	2014	1278365	+31.0	+7.3	-99.8
			2. Armstrong MB Region	1,792	1792	1651	2014	1278365	+8.5	-11.0	-99.9
			3. Fisher Region	1,708	1708	1651	2014	1278365	+3.5	-15.2	-99.9
			4. St. Laurent Region	1,338	1338	1651	2014	1278365	-19.0	-33.6	-99.9
			5. Coldwell Region	1,254	1254	1651	2014	1278365	-24.0	-37.7	-99.9
		9 0 to 14 years	2. Coldwell Region	230	18.3%	17.9%	18.7%	19.1%	+2.2	-1.9	-3.8
		24 65 years and over	2. Coldwell Region	290	23.1%	22.4%	20.1%	15.6%	+3.1	+15.1	+49.0
		36 15 to 64 years	3. Coldwell Region	58.6	58.6%	59.8%	61.2%	65.4%	-2.0	-4.2	-10.4
	40 Median age of the population	4. Coldwell Region	46.8	46.8	47.3	44.5	38.3	-1.1	+5.2	+22.0	
	78 Total lone-parent families by sex of parent	2. Coldwell Region	60	4.8%	4.4%	2.9%	4.6%	+9.1	+65.0	+3.7	
	751 Average total income of households in 2015 (\$)	1. Coldwell Region	79,320	79320	69176	80304	85373	+14.7	-1.2	-7.1	
	847 Total - Low-income status in 2015 for the population in private households to whom low-income concepts are applicable - 100% data	4. Coldwell Region	1,225	97.7%	97.3%	92.6%	92.0%	+0.4	+5.5	+6.2	

Exceed Analysis 2019, (204) 757-2358

/1 % refers to % of population. /2 **Community Analysis** is done in three comparisons columns (6,7 & 8). **1st Comparison:** Column 6 compares community of interest (COI) variables with the average values of custom selected nearby communities (column 2 / column 3). **2nd Comparison:** Column 7 compares COI variables with the average values of other similar custom selected communities (column 2 / column 4). **3rd Comparison:** Column 8 compares COI variables with the average for all communities in a custom selected province (column 2 / column 5). Blue colors (higher values) indicate relative strength in the COI and orange (lower values) relative weakness. For more detail on understanding analytic reports please go to <http://www.exceedanalysis.com/services/community-analytics/>

- Report Headings:** The top headings in the report identify the three community comparison groups.
 - 1st Compare is a description of the nearby communities and variable 1 | Population lists them: West Interlake | Region, Armstrong MB | Region, Fisher | Region, St. Laurent | Region, and Coldwell | Region.
 - 2nd Compare is a description of the similar populated communities. In this case they are Manitoba rural communities with a population between 1,000 and 4,000.
 - 3rd Compare is the provincial comparison; Manitoba in this case.
 - Comparison Method: The method of aggregation for 1st and 2nd comparison communities can be changed between simple and weighted population average. This example uses a simple average.
- The Data:**
 - 1. Local Value Pop: Community of interest (local) raw population data as per the *Value Units* column. For example, variable 9 says there are 230 people aged 0 to 14 in the Coldwell region.
 - 2. Local Value % Pop: Community of interest (local) raw population data as a percent of the total population. For example, variable 9 says 18.3% of the Coldwell population is 0 - 14 years old.

- 3. First Compare (nearby) % Pop: This column provides the data for the average of the nearby communities comparison group. For example, variable 9 says that 17.9% of the nearby community population, on average, is 0 to 14 years old. Note that the heading area states this is a simple average.
- 4. Second Compare (similar) % Pop: This column provides the data for the average of the similar communities comparison group. For example, variable 9 says that, on average, 18.7% of these similar communities, are 0 to 14 years old. Note that the heading area also states this is a simple average. The heading area also states this is a simple average.
- 5. Third Compare (prov) % Pop: This column provides the data for the provincial average. For example, variable 9 says that 19.1% of the Manitoba population is aged 0 to 14.
- 6. Local / First Compare % diff: This column compares local community variables with the average of the custom selected nearby communities (column 2 / column 3) as a percent. For example, variable 9 says that Coldwell has a +2.2% higher proportion of its population 0 to 14 years old than the average of its nearby communities $(18.3\% / 17.9\%) - 100\% = 2.2\%$.
- 7. Local / Second Compare % diff: This column compares local community variables with the average of the custom selected similar communities (column 2 / column 4) as a percent. For example, variable 9 says that Coldwell has a -1.9% lower proportion of its population 0 to 14 years old than the average of similar communities $(18.3\% / 18.7\%) - 100\% = -1.9\%$.
- 8. Local / Third Compare % diff: This column compares local community variables with the provincial average (column 2 / column 5). For example, variable 9 says that Coldwell has a -3.8% lower proportion of its population 0 to 14 than the provincial average $(18.3\% / 19.1\%) - 100\% = -3.8\%$.

3. The Analysis:

- The three colored columns 6, 7 & 8 provide a heat map comparison for the local community against the three comparison community groups. Blue colors (higher values) indicate relative strength in the local community and orange (lower values) relative weakness. Grey colors show relatively similar values.
- The color variation between columns 6, 7 & 8 shows the variation in the strengths and weakness of a community and how critically the analysis depends on the comparison communities selected.
- Column 6: Shows the relative strength of the local community against the average of the surrounding nearby communities. This is typically the intuitive antidotal information that shows the local context.
- Column 7: Shows the relative strength of the local community against the average of custom selected similar communities. This is not information that's typically available through primary data sources (interviews). This likely provides the most important level of community analysis because it shows the true strengths (blue) and weakness (orange) of a community.
- Column 8: Shows the relative strength of the local community against the provincial average. Since the provincial average is, by definition, an average of strong and weaker communities, it typically has limited value in understanding the growth opportunities of a community.