

GATHER AND ANALYZE SECONDARY DATA ABOUT THE NEIGHBOURHOOD

Activity Type: Understand, Demonstrate and Evaluate

Participant Audience: Organizational Partners, Decision-makers, Researchers

Objectives

The participatory engagement tools we use paint a unique and locally grounded picture of the neighbourhood. However, smaller community-led projects don't have the capacity to undertake robust demographic research. Using secondary data sources, like the census, can help add a layer of understanding to the neighbourhood portrait.

Using the Tool

Materials needed

1. Access to relevant data
 - The census will likely be your primary data source, but your municipality or province may have other large-scale surveys that are relevant to your work (such as the Transportation Tomorrow survey in Ontario). To access census data in Canada, visit <https://www12.statcan.gc.ca/census-recensement/index-eng.cfm>. You are able to type in your community name, and download data from there.
2. Software to help analyze and display the data, including:
 - Microsoft excel or similar software
 - Optional: Adobe illustrator or similar software, to create graphs and infographics

Facilitation Process

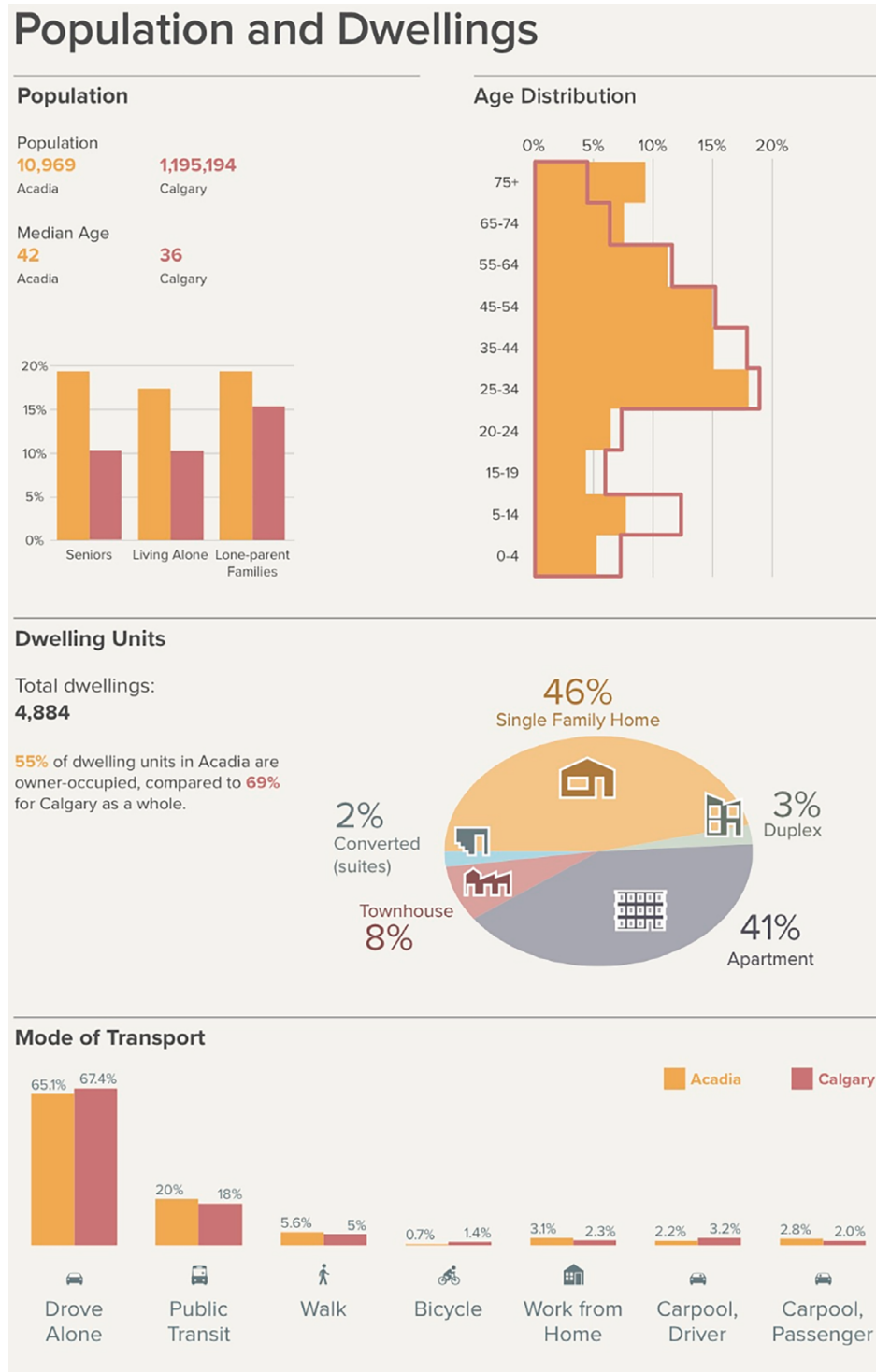
1. Gather your data. Some useful pieces of census data include: age, income, household size, language, home ownership rates, housing types, dwelling repair statistics, mobility information (e.g. vehicle ownership rates, mode share rates) or other demographic or social trends that you are interested in learning about.
2. Pull data sets for your city as a whole, and then break it down to neighbourhood-scale using census tracts or dissemination areas.
3. Compare trends in the neighbourhood relative to the city as a whole.
4. Visually display your data using graphs, charts, or infographics. Check out the neighbourhood portraits on our ["In the Field"](#) page for inspiration on how to display your data.



Tip: This can be a great opportunity to engage post-secondary researchers. If you are uncertain how to start on this piece of research, if there is a university or college in your community, students or faculty there may be able to support you.

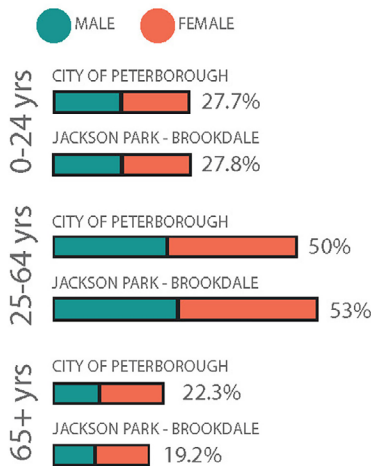
Sample Materials

1. Socio-demographic profile from Acadia, Calgary (via Sustainable Calgary)



2. Socio-demographic profile from Jackson Park Brookdale, Peterborough (via GreenUP, TCAT and Ryerson University)

GETTING TO KNOW YOUR NEIGHBOURS



Source: Census 2016

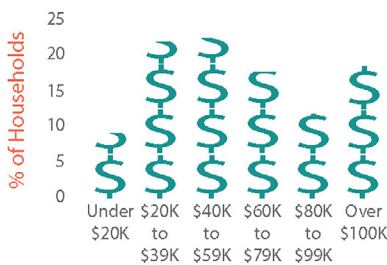
Total Population
 JACKSON PARK - BROOKDALE 2,030
 CITY OF PETERBOROUGH 81,030

Average Age
 JACKSON PARK - BROOKDALE 42 yrs
 CITY OF PETERBOROUGH 44 yrs

Average Household Income
 JACKSON PARK - BROOKDALE \$62,148
 CITY OF PETERBOROUGH \$73,774

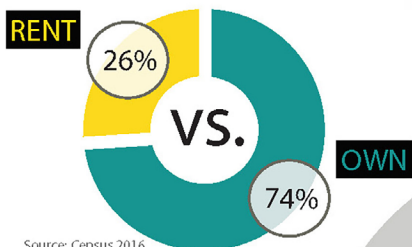
Source: Census 2016

BROOKDALE HOUSEHOLD INCOME



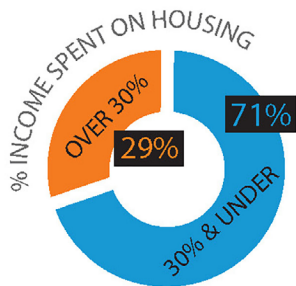
Source: Census 2016

HOW THE NEIGHBOURHOOD LIVES

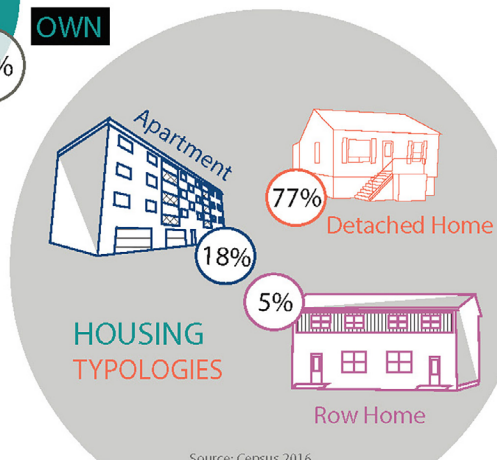


Source: Census 2016

The majority of the neighbourhood is composed of **RESIDENTIAL** units



Source: Census 2016



Source: Census 2016



Centre d'écologie urbaine de Montréal



Sustainable Calgary



the centre for active transportation

This resource was made possible through a financial contribution from the Public Health Agency of Canada. The ideas expressed here do not necessarily represent those of the Public Health Agency of Canada.