



THINKCOMMUNITY

SUMMARY REPORT, MARCH 2010

ACKNOWLEDGEMENTS

ThinkCommunity was made possible through the support of the following individuals and organizations:

- Julie Rachel Peters, University of Western Ontario (in-kind data analysis)
- Echidna Solutions Corp. (in kind on-line survey development)
- Web.i.sodes (in kind web video production)
- Murray MacDonald and Gillian Heisz (lead volunteers)
- London Public Library
- Middlesex County Library
- Jason Hastings, Associate Director, Community Services, United Way of London & Middlesex

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BACKGROUND

In October, 2009, United Way of London & Middlesex launched *thinkcommunity.ca*, an interactive way to seek *thought donations* about issues that matter most in London and Middlesex. The information yielded through this process was intended to:

- help guide decisions about United Way priorities
- identify emerging issues and challenges
- understand the vision, concerns, priorities and values of people in London and Middlesex

METHODOLOGY

Data collection took place between October 19, 2009 and December 19, 2009. Two vehicles were used to administer the survey: (a) internet based survey; and (b) paper surveys. Paper surveys were available in the following languages: English, French, Spanish, and Arabic.

Surveys were distributed broadly to United Way donors, volunteers (i.e., Board members, campaign cabinet, allocations volunteers), funded agencies, community partners, social planning networks (i.e., Child & Youth Network, Network for Inclusive Communities), and was promoted using web and social media including facebook, twitter.

In addition, every effort was made to engage community residents:

- thinkcommunity was promoted through local media
- partnerships with the London Public Library and Middlesex County Library allowed the survey link to be posted on their web sites, noting that all library locations offer free public access to computers
- a series of 18 community “kiosks” were located throughout London and Middlesex County.

Due to the viral nature of this sampling, it is difficult to confirm the sample size. A total of 1244 surveys were completed.



EXECUTIVE SUMMARY

ThinkCommunity provided important insights into how many London and Middlesex County residents view the social issues that affect their communities. We found that London and Middlesex is a place where people are aware of the issues and care enough to want to be a part of the solutions.

Participants were distributed across the 18 – 64 year old age range. While respondents came from all corners of London and Middlesex County, there was a high concentration of responses from London residents. Most participants are active in the labour force however, homemakers, retirees, people with disabilities and unemployed individuals collectively made up 17% of respondents. The survey also reached beyond United Way’s traditional groups of stakeholders. Nearly 20% identified ThinkCommunity as their first experience with United Way.

The issues of concern to people in London and Middlesex were fairly diverse with no single issue dominating the list. The top four issues were:

- adequate supply of food and basic necessities
- poverty
- access to affordable housing
- mental health.

When the issues were broken down based on respondent age categories, some clear patterns emerged:

- Youth (17 and under) identified “youth crime and gang activity” as well as “alcohol and drug abuse” as their top issues
- Seniors (65+) identified “isolated and vulnerable seniors” and “adequate supply of food and basic necessities” as important to them
- Those 25-44 years identified “access to affordable afterschool programs for children and youth” as a top concern.

In the comprehensive list of 24 social issues participants clearly identified some level of concern for each issue.

When asked how the community is doing at addressing these issues, half felt that we are “on the right track” while the other half feel that we are either “doing very little” or “on the wrong track”. On a more optimistic note, 96.7% feel that they have a role to play. Of those, nearly half feel that local residents “can do a lot to help”. Moreover, 89% of respondents either “agree” or “strongly agree” with the statement “I feel a strong sense of commitment to participate in my community.”

Participants were also asked to complete the statement “To me a community where everyone matters...”. The three major themes that emerged from the responses made reference to 1) community members care, 2) the ideal to which we strive and 3) equality of opportunity. Although each response was unique, it was clear that participants share an optimistic vision for a caring, inclusive, egalitarian community.

ThinkCommunity reaffirms that we, as a community, still have a lot of work to do. The challenges are varied and many but together we have the power to create, real lasting change.



QUANTITATIVE ANALYSIS

Note: there were 1117 valid respondents included in the quantitative analysis. To be considered valid, at least questions 1-6 needed to be answered (or questions 1-5 and 7-9). This eliminated 137 respondents from the quantitative analysis.

DEMOGRAPHIC PROFILE

The following participant demographics profile respondent age, location (as noted by postal code), work situation, and relationship to United Way.

AGE

The age category with the most respondents was age 45-54 (26%), followed by 35-44 (21.3%), 25-34 (19.1%), and 55-64 (13.7%).

	Frequency	Percent
• 17 and under	48	4.3
• 18 - 24	114	10.2
• 25 - 34	213	19.1
• 35 - 44	238	21.3
• 45 - 54	290	26.0
• 55 - 64	153	13.7
• 65 - 74	34	3.0
• 75 or over	27	2.4
Total	1117	100.0

POSTAL CODE¹

Survey participants were asked to give their six-digit postal code. Postal codes reflect the following areas of London and Middlesex:

- N6A + N6B = downtown / central London
- N5X + N5Y + N5V + N5W + Student = NorthEast
- N6M+N5Z = South East
- N6C + N6E + N6L + N6P + N6K + N6J = South West London
- N6G + N6H = NorthWest London
- N0N+N0M + N7G = North and West of London
- N0L + East and South of London = South and East of London
- Outside London

	Frequency	Percent
• Did not supply postal code	89	8.0
• South and East of London	27	2.4
• N0L	44	3.9
• N0M	46	4.1
• N0N	3	.3
• N5V	37	3.3
• N5W	40	3.6
• N5X	93	8.3
• N5Y	53	4.7
• N5Z	55	4.9
• N6A	55	4.9
• N6B	35	3.1
• N6C	85	7.6
• N6E	44	3.9
• N6G	97	8.7
• N6H	104	9.3
• N6J	62	5.6
• N6K	60	5.4
• N6L	1	.1
• N6M	8	.7
• N6P	12	1.1
• N7G	36	3.2
• Outside London	18	1.6
• Student	13	1.2
Total	1117	100.0

¹ Postal codes from areas not served by United Way London (ie/ Toronto, Kitchener) were grouped as "Outside London". Students who had listed their postal codes as outside of London (ie/ Ottawa, Toronto) were grouped as "students" as it was assumed they live in London but are still used to giving their home postal code. There were a number of postal codes given just outside of London with very few respondents per postal code. These were grouped as "South and East of London". Two postal code maps are provided in another file to help visualize the areas.

WORK SITUATION

Respondents were asked, "Which of the following best describes your current working situation?" and were given 9 options. One option was to choose 'Other' and the online survey then allowed the respondent to specify their working situation. Most of the 'Other' responses could be recoded into their proper category (for example, one respondent wrote 'Other' - teacher, this was recoded as 'Salaried or wage earning employee'). A significant number of respondents (10) who chose 'Other' wrote that they were on disability so a category was created to reflect this. The remaining respondents who chose 'Other' did not specify their work situation and were left as 'Other'.

The vast majority of respondents were 'Salaried or wage earning employees' (37.2%) or 'Professionals or managers' (27.6%). The next largest category was 'Student' (10.3%), followed by 'Retired' (7.1%) and 'Not currently employed' (6.6%).

	Frequency	Percent
• No Response	2	.2
• Homemaker	24	2.1
• Not currently employed	74	6.6
• Other	15	1.3
• On disability	10	.9
• Professional or manager	308	27.6
• Retired	79	7.1
• Salaried or wage earning employee	416	37.2
• Self-employed	48	4.3
• Small business owner	26	2.3
• Student	115	10.3
Total	1117	100.0

UNITED WAY INVOLVEMENT

Question Four of the survey asked “What is your current involvement with United Way”. Respondents could check all that applied. Respondents also had the option of choosing ‘Other’ and some then wrote in how they were connected to the United Way².

- almost half of respondents stated that they were currently United Way donors (48.4%)
- for 19.5% of respondents the ThinkCommunity survey was their first experience with United Way
- connected to one of the agencies funded by United Way (14.7%) or one of the community organizations that is a partner of United Way (12.9%)
- being a past United Way donor or volunteer (12.6%)
- 11.1% of respondents stated that they were currently United Way volunteers.

	Frequency	Percent
• No Response	5	.4
• I am a United Way donor	541	48.4
• I am a United Way volunteer	124	11.1
• I am an employee of United Way	20	1.8
• I am connected to Gen Next	5	.5
• I am connected to one of the agencies funded by United Way	164	14.7
• I am connected to one of the community organizations that is a partner of United Way in the community	144	12.9
• I have provided input or advice to United Way	64	5.7
• I have utilized United Way programs or services	12	1.1
• I used to be a United Way donor or volunteer	141	12.6
• I used to be an employee of United Way	12	1.1
• Other	50	4.5
• ThinkCommunity.ca is my first experience with United Way	218	19.5
Total	1117	100.0

² As part of the analysis, two subcategories were created. One was “I am connected to Gen Next” and the other was “I have utilized United Way Programs or Services” (a few of these identified themselves as having been part of the Sponsored Employee Program and a few identified themselves as being part of the YIA and YLT programs).

PRIORITY ISSUES

TOP SOCIAL ISSUES

Respondents were asked to choose the three top social issues that concerned them most in their community from a list of 23, with the option of choosing 'Other' if they felt that an issue not listed was one of their primary concerns³.

- the social issue of greatest concern to respondents was 'Adequate supply of food and basic necessities', which was chosen by 28.2% of respondents.
- the second most frequently chosen social issue was 'Poverty' (24.9%), while 20.5% of respondents chose 'Access to affordable housing (20.5%).
- the next most frequently chosen social issues were:
 - 'Mental health' (19.2%)
 - 'Homelessness' (16.6%)
 - 'Alcohol and drug abuse' (16.1%)
 - 'Access to affordable after school programs for children and youth' (15.0%).

³ One respondent did not choose any social issues. Six others only chose 2 social issues. These are represented as 'Blank'.

	Frequency	Percent
• Access to affordable after school programs for children and youth	168	15.0
• Access to affordable housing	229	20.5
• Access to help for immigrants and refugees to settle successfully in our community	112	10.0
• Access to parenting programs	55	4.9
• Accessible and affordable transportation	103	9.2
• Adequate supply and quality of affordable flexible daycare	88	7.9
• Adequate supply of food and basic necessities	315	28.2
• Adult education / training for employment	134	12.0
• Alcohol and drug abuse	180	16.1
• Crime	149	13.3
• Family and domestic violence	160	14.3
• Homelessness	185	16.6
• Isolated and vulnerable seniors	108	9.7
• Lack of opportunities for youth	160	14.3
• Literacy	115	10.3
• Mental health	215	19.2
• Neighborhood decline	71	6.4
• Opportunities and assistance for people living with disabilities	107	9.6
• Opportunities for Aboriginal people	19	1.7
• Other	52	4.6
• Personal and neighborhood safety	121	10.8
• Poverty	278	24.9
• Racial intolerance	70	6.3
• Youth crime and gang activity	148	13.2

SOCIAL ISSUES BY LOCATION

Data analysis was conducted to identify whether priority social issues were ranked differently according to where the respondent was from. Postal codes were combined to profile the following areas of London and Middlesex:

1. Downtown / Central London
2. Northeast London
3. Southeast London
4. Southwest London
5. Northwest London
6. North and West of London
7. South and East of London
8. Outside of London

Downtown/ Central London	SOCIAL ISSUES	• Adequate supply of food and basic necessities	30	11.1%
		• Poverty	29	10.7%
		• Mental health	24	8.9%
		• Access to affordable housing	22	8.1%
		• Homelessness	14	5.2%
Northeast London	SOCIAL ISSUES	• Adequate supply of food and basic necessities	73	10.3%
		• Poverty	56	7.9%
		• Homelessness	53	7.5%
		• Mental health	51	7.2%
		• Access to affordable housing	44	6.2%

Southeast London	SOCIAL ISSUES	• Poverty	19	10.1%
		• Adequate supply of food and basic necessities	18	9.5%
		• Crime	13	6.9%
		• Alcohol and drug abuse	12	6.3%
		• Access to affordable housing	10	5.3%
Southwest London	SOCIAL ISSUES	• Poverty	82	10.4%
		• Adequate supply of food and basic necessities	70	8.8%
		• Access to affordable housing	55	6.9%
		• Mental health	53	6.7%
		• Homelessness	42	5.3%
Northwest London	SOCIAL ISSUES	• Adequate supply of food and basic necessities	56	9.3%
		• Access to affordable housing	48	8.0%
		• Mental health	41	6.8%
		• Poverty	41	6.8%
		• Youth crime and gang activity	32	5.3%

North and West of London	SOCIAL ISSUES	• Adequate supply of food and basic necessities	24	9.4%
		• Access to affordable housing	19	7.5%
		• Alcohol and drug abuse	18	7.1%
		• Lack of opportunities for youth	16	6.3%
		• Personal and neighborhood safety	16	6.3%
South and East of London	SOCIAL ISSUES	• Adequate supply of food and basic necessities	22	10.3%
		• Access to affordable after school programs for children and youth	16	7.5%
		• Adult education / training for employment	16	7.5%
		• Poverty	16	7.5%
		• Access to affordable housing	14	6.6%
Outside London	SOCIAL ISSUES	• Access to affordable housing	5	9.3%
		• Adequate supply of food and basic necessities	5	9.3%
		• Family and domestic violence	5	9.3%
		• Access to help for immigrants and refugees to settle successfully in our community	4	7.4%
		• Lack of opportunities for youth	4	7.4%

SOCIAL ISSUES BY AGE

Data analysis was conducted to identify whether priority social issues were ranked differently according to respondent age.

Data was clustered according to the following age categories:

- 17 years and under
- 18-24 years
- 25-34 years
- 35-44 years
- 45- 54 years
- 55-64 years
- 65-74 years
- 75 years and older

Full summary tables of all responses by age are included in the appendix.

Highlights of the age analysis demonstrated:

- For respondents age 17 and under, youth crime and gang activity, alcohol and drug abuse, and accessible and affordable transportation are their top three social issues.
- This can be contrasted with those age 75 and over, for whom adequate supply of food and basic necessities, and isolated and vulnerable seniors were the top concerns (there was a 3-way tie for 3rd place with poverty, crime, and opportunities and assistance for people living with disabilities).
- For both the 25-34 and 35-44 age groups, those most likely to be parents, access to affordable afterschool programs for children and youth was a top 5 concern.

17 and under	SOCIAL ISSUES	• Youth crime and gang activity	16	11.1%
		• Alcohol and drug abuse	15	10.4%
		• Accessible and affordable transportation	13	9.0%
		• Crime	9	6.3%
		• Family and domestic violence	9	6.3%
		• Homelessness	9	6.3%
18 – 24	SOCIAL ISSUES	• Alcohol and drug abuse	31	9.1%
		• Poverty	27	7.9%
		• Family and domestic violence	25	7.3%
		• Adequate supply of food and basic necessities	22	6.4%
		• Access to affordable housing	20	5.8%
		• Youth crime and gang activity	20	5.8%
		25 – 34	SOCIAL ISSUES	• Poverty
• Adequate supply of food and basic necessities	46			7.2%
• Access to affordable housing	45			7.0%
• Mental health	43			6.7%
• Access to affordable after school programs for children and youth	40			6.3%
• Lack of opportunities for youth	38			5.9%

35 – 44	SOCIAL ISSUES	• Adequate supply of food and basic necessities	71	9.9%
		• Poverty	61	8.5%
		• Homelessness	46	6.4%
		• Access to affordable housing	42	5.9%
		• Access to affordable after school programs for children and youth	41	5.7%
		• Mental health	40	5.6%
45 – 54	SOCIAL ISSUES	• Adequate supply of food and basic necessities	100	11.5%
		• Poverty	76	8.7%
		• Mental health	73	8.4%
		• Access to affordable housing	67	7.7%
		• Lack of opportunities for youth	46	5.3%
		• Alcohol and drug abuse	45	5.2%
55 – 64	SOCIAL ISSUES	• Adequate supply of food and basic necessities	56	12.2%
		• Access to affordable housing	38	8.3%
		• Poverty	37	8.1%
		• Homelessness	35	7.6%
		• Mental health	32	7.0%

65 – 74	SOCIAL ISSUES	• Isolated and vulnerable seniors	10	9.8%
		• Access to affordable after school programs for children and youth	7	6.9%
		• Adequate supply of food and basic necessities	7	6.9%
		• Homelessness	6	5.9%
		• Mental health	6	5.9%
		• Opportunities and assistance for people living with disabilities	6	5.9%
75+	SOCIAL ISSUES	• Adequate supply of food and basic necessities	10	12.3%
		• Isolated and vulnerable seniors	8	9.9%
		• Crime	7	8.6%
		• Opportunities and assistance for people living with disabilities	7	8.6%
		• Poverty	7	8.6%

HOW IS THE COMMUNITY DOING?

Survey participants were asked to think about the social issues that they chose and decide how well they think the community is doing at addressing those issues. They were given the options of 'On the right track', 'On the wrong track', and 'Doing very little'.⁴

- approximately half of respondents felt that the community was 'On the right track' (49.5%).
- however, over forty percent felt that the community was 'Doing very little' (43.6%).
- only 5.8% of respondents felt that the community was 'On the wrong track'.

		Frequency	Percent
RESPONSES	• No response	12	1.1
	• Doing very little	487	43.6
	• On the right track	553	49.5
	• On the wrong track	65	5.8
Total		1117	100.0

⁴ Twelve participants (1.1%) did not respond.

ROLE OF LOCAL RESIDENTS

In addition to being asked to think about how the community was doing at addressing the issues chosen in question #6, respondents were also asked to think about how much local residents in the community can help with the issues. There were four options: 'Individuals can do a lot to help', 'Individuals can do something to help', 'Individuals can do only a little to help', and 'Individuals can't do much to help'.

- almost half of respondents felt that individuals could do a lot to help (49.2%)
- 39.3% of respondents felt individuals can do something to help
- 8.1% of respondents felt individuals can do only a little to help
- 2.2% of respondents felt individuals can't do much to help.

		Frequency	Percent
RESPONSES	• No response	12	1.1
	• Individuals can do a lot to help	550	49.2
	• Individuals can do only a little to help	91	8.2
	• Individuals can do something to help	439	39.3
	• Individuals can't do much to help	25	2.2
Total		1117	100.0

COMMUNITY PARTICIPATION

Respondents were given the statement, “I feel a strong sense of commitment to participate in my community, to help out and solve problems”, and asked to rank it according to ‘Strongly agree’, ‘Agree’, ‘Disagree’, ‘Strongly disagree’, and ‘Unsure’.

- Over half of respondents (52.8%) agreed with the statement
- 36.6% strongly agreed with the statement
- 6.4% were unsure.
- Only a small percentage disagreed (2.2%) or strongly disagreed (0.7%) with the statement.

	Frequency	Percent
RESPONSES	• No response	13 1.2
	• Agree	590 52.8
	• Disagree	25 2.2
	• Strongly agree	409 36.6
	• Strongly disagree	8 .7
	• Unsure	72 6.4
Total	1117	100.0



QUALITATIVE ANALYSIS

Note: All responses to Question # 5 were included. Of respondents who completed the survey, 85 did not answer the community question. This left 1036 responses. Responses were coded based on broad themes that emerged from the data. Responses could be coded as more than one theme.

This summary highlights:

- The top three themes
- Secondary themes
- Responses that reflect multiple themes.

A full summary of all themes from the qualitative analysis is included in the appendix.

A COMMUNITY WHERE EVERYONE MATTERS...

TOP THEMES

Respondents were asked to finish the sentence: “*To me, a community where everyone matters . . .*”. While a number of themes emerged, there were three that can be seen as the primary themes:

- Community members care
- The ideal to which we strive
- Equality of opportunity

**Community
members
care**

Approximately 23% of responses reflected this theme.

A community where everyone matters. . . is a community where people care about and share with all. Where everyone contributes, works together, and respects one another. Community members are engaged, caring, and helpful. They are aware of issues and problems in the community and work together to improve the lives of all. Community members interact and get to know one another. The physical aspects of the community enhance interaction; the neighbourhood is built around an inclusive approach.

“ . . . is a place that means more than just giving money where apathy is unacceptable and participation is paramount!”

“ . . . is one where people ask "how can I help" not "what will it cost me"

“ . . . is one where people are involved, help each other, and contribute to the social well being of all people.”

“ . . . is one where there are opportunities for all members to learn about each other's needs and to support each other.”

“ . . . is where everyone takes care of each other.”

“ . . . is when everyone is concerned for each other and is willing to lend a helping hand.”

**The ideal to
which we
strive**

Approximately 23% of responses reflected this theme.

A community where everyone matters. . . is the ideal place to live. It is what we strive for, where I want to live. It is a healthy community. It is vital. It is a strong community.

“ . . . is the only community worth living in.”

“ . . . helps to build a brighter tomorrow.”

“ . . . is what we all should work towards.”

Equality of opportunity

Approximately 21% of responses reflected this theme.

A community where everyone matters. . . is a community where there is equality of opportunity for all. All people know about and have access to services and amenities. Community policies meet the needs of all people, and people reach their full potential. There is equal access to health, housing, education, etc. There are no barriers and no discrimination.

“. . . is a community where everyone has access to the same opportunities as others.”

“. . . is a caring and inclusive community that provides equal opportunity for all to be the very best they can be.”

“. . . has equal access to education health transportation mental health services and safety.”

“. . . is a community where everyone is given the opportunity to reach their full potential.”

SECONDARY THEMES

• Values diversity / voices heard / people matter / inclusive community / no stigmatizing	125	12.1%
• Most vulnerable have access to services to meet their needs / strong safety net / no one out in the cold / given opportunity to know self sufficiency is possible	84	8.1%
• All people feel connected/safe/valued/feel they belong / accepted / all aspects of their being are attended to / strong sense of community	58	5.6%
• Children/youth are valued / safe / nurtured to full potential / empowered / have activities to take part in	36	3.5%
• Safety / where every feels safe	28	2.7%
• Community members involved in decision making, in community and in agencies / including those on the fringes / recognized for their contributions	25	2.4%
• Affordable housing / everyone has a home	21	2.0%

Below are some examples of responses that reflected various themes.

Theme 1

Most vulnerable have access to services to meet their needs / strong safety net / no one out in the cold / given opportunity to know self sufficiency is possible

“ . . . ensures that programs are in place to help those in greatest need of food clothing shelter.”

“ . . .organizes to protect the most vulnerable first.”

“ . . . a community where everyone matters is a place where the most vulnerable citizens can have full access to services for their health social and physical needs.”

“ . . . I think all homeless people should be given shelter food and training for a future job. Women's shelters need more help.”

Theme 2 | Values diversity / voices heard / people matter / inclusive community / no stigmatizing

“... includes full inclusion of transgendered and lesbian gay bisexual and queer people racialized people and religious community members and with diversely abled individuals. A community where everyone matter has visibility and leadership drawn from the community in a representative way.”

“... is one where we appreciate diversity and work together to achieve our potential as a community and as individuals. Where we see diversity as a strength.”

Theme 3 | Community members involved in decision making, in community and in agencies / including those on the fringes / recognized for their contributions

“... is one in which everyone has the ability to make decisions affecting their own well being and the well being of their neighbourhood. Members of this community are empowered to build capacity in order to actively contribute to their well being.”

“... actively creates opportunities for members of the community to be heard listen respond reflect and take action.”

Theme 4

All people feel connected/safe/valued/feel they belong / accepted / all aspects of their being are attended to / strong sense of community

“ . . . is a community where everyone understands in the truest sense what it is like to have value be respected feel safe and know that they are loved.”

INTEGRATED RESPONSES

Many responses reflected more than one theme. Below are a number of powerful responses that reflected many of the themes listed above.

“... should make it possible for those who have fallen on difficult times to have a meaningful opportunity to lift themselves back up. The community should help those who have never known self sufficiency to believe that it is possible (mentoring & motivation). The ultimate goal must always be to provide a hand up and to the extent that it is absolutely necessary there will be the need to provide hand-outs.”

“... provides basic needs services to all people who cannot afford food shelter clothing or mental health support. It is a place where everyone feels safe and valued. A community where everyone matters should offer recreational activities that are easily accessible to all people. It should encourage all members to get involved in some capacity.”

“...is healthy inclusive and compassionate. Neighbours look out for one another. People are kind to each other. In a community where everyone matters opportunities to become engaged in community life are emancipatory as opposed to participatory. In other words all stakeholders are ensured equal access to opportunities aimed at shaping the direction of local initiatives through direct decision-making that is enabled through power-sharing; in this model the agendas for community well-being and development cannot be determined by a small group of power-holders. Rather all stakeholders identify what projects/goals are meaningful and then apply their perspectives skills and abilities to achieve these outcomes.”

“... means that no one feels unsafe simply by virtue of where they reside. No one goes without because no one else realizes they are in need - or no one cares. In a community where everyone matters everyone feels a sense of community.”

“ . . .brings the collective needs energy and talents of all members of the community together to create an environment enriches the lives of everyone. In the best scenario it provides for the weakest members through the strength of the group. I work in Infection Prevention and Control. We refer to the 'herd immunity' provided by vaccination. When the majority of the group is vaccinated it provides protection even to the unvaccinated by the reduction of exposure to disease. I would like this to see this type of concept extended into the well being of the community in non-health issues.”

“ . . . every person has to be involved even in a small way. It has to be made aware from an early age about participating in helping the community whatever he/she can contribute, the importance of belonging and being able to contribute in the community, help in volunteering, etc is very important. We can learn from early years in a family setting. As we get older we still can learn a lot from others and the whole community.”

“ . . . Everyone belongs and has a voice. A place where people help one another. A place where it does not matter whether you have a disability what education level you have...everyone works together to ensure everyone has enough food clothing shelter...and are there when you need them.”

“ . . . everyone is respected and treated with respect. A community where there is no discrimination or differences. We all share common goal which is to make this community a great city great province and great country to live in.”

“ . . . is a community that embraces change and diversity. A community where everyone matters is a community that empowers its youth through engaging volunteer opportunities as well as training to be leaders and good decision makers.”

“... is a community that is sensitive to everyone's needs and strengths. It is a community where we take the time and the care to facilitate people to grow to the fullest potential they can grow to. When we do that in my experience people feel safe and they want to contribute in return. We must create programs for our youth to feel that they are worthy in our society as part of our community. It seems that we lose a lot of potential when our youth is neglected. They have to know that they matter from the inside out! It can become a positive cycle!”

“... is a community that takes into account all perspectives and celebrates diversity. Community is a place where we recognize that youth are our future and work to develop their leadership and citizenship skills by inviting youth to engage in service in our community to be part of the decision-making process that shapes that service. Strong confident engaged youth will make for much more confident and engaged and community-oriented adults.”

“... is a community that takes care of its most vulnerable citizens. The homeless the unemployed those with mental illness and other disabilities victims of violence and abuse the poor - those on social assistance and the working poor. It's a community where there are safe and accessible places for people to go for information for help for shelter and food and to have a place where they belong. It's a community where people have access to resources to improve their situation - education job training skill building counselling child care housing and transportation.”



APPENDIX

SOCIAL ISSUES BY POSTAL CODE

To enable the construction of a cross tabulation of postal code and social issue, the postal codes were grouped into 9 categories as follows:

1. N6A + N6B = downtown / central London
2. N5X + N5Y + N5V + N5W + Student = NorthEast
3. N6M+N5Z = South East
4. N6C + N6E + N6L + N6P + N6K + N6J = South West London
5. N6G + N6H = NorthWest London
6. N0N+N0M + N7G = North and West of London
7. N0L + East and South of London = South and East of London
8. Outside London
9. Did not supply postal code

Social Issue	Postal Code Group									Total
	Downtown	NE	SE	SW	NW	NW of L	SE of L	Outside	NA	
• No response	3	1	1	1	2	0	0	0	1	9
• Access to affordable after school programs for children and youth	10	40	8	34	31	14	16	3	12	168
• Access to affordable housing	22	44	10	55	48	19	14	5	12	229

• Access to help for immigrants and refugees to settle successfully in our community	8	16	7	36	22	8	1	4	10	112
• Access to parenting programs	2	6	7	15	9	7	5	0	4	55
• Accessible and affordable transportation	9	21	5	26	13	9	9	2	9	103
• Adequate supply and quality of affordable flexible daycare	7	27	7	18	13	3	11	1	1	88
• Adequate supply of food and basic necessities	30	73	18	70	56	24	22	5	17	315
• Adult education / training for employment	5	28	6	31	29	11	16	1	7	134
• Alcohol and drug abuse	11	39	12	38	28	18	13	2	19	180
• Crime	11	24	13	31	28	12	4	3	23	149
• Family and domestic violence	11	39	8	36	28	10	10	5	13	160
• Homelessness	14	53	8	42	28	7	6	3	24	185
• Isolated and vulnerable seniors	9	26	6	27	18	9	7	1	5	108
• Lack of opportunities for youth	11	31	7	33	27	16	14	4	17	160
• Literacy	10	22	3	32	19	7	6	2	14	115
• Mental health	24	51	6	53	41	15	7	3	15	215
• Neighborhood decline	12	13	7	13	10	4	3	1	8	71

• Opportunities and assistance for people living with disabilities	6	31	4	18	26	9	5	1	7	107
• Opportunities for Aboriginal people	0	2	1	9	5	0	0	0	2	19
• Other	8	6	2	12	10	3	5	0	6	52
• Personal and neighborhood safety	13	19	9	28	21	16	11	1	3	121
• Poverty	29	56	19	82	41	15	16	4	16	278
• Racial intolerance	0	9	7	18	18	5	2	2	9	70
• Youth crime and gang activity	5	31	8	34	32	14	10	1	13	148
Total Responses	270	708	189	792	603	255	213	54	267	3351

SOCIAL ISSUE BY AGE

Social Issue	Age								Total
	17 or under	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over	
• No response	0	0	1	3	1	0	0	4	9
• Access to affordable after school programs for children and youth	8	19	40	41	29	22	7	2	168
• Access to affordable housing	7	20	45	42	67	38	5	5	229
• Access to help for immigrants and refugees to settle successfully in our community	5	6	30	18	32	13	5	3	112
• Access to parenting programs	0	5	9	14	19	8	0	0	55
• Accessible and affordable transportation	13	11	20	21	24	9	2	3	103
• Adequate supply and quality of affordable flexible daycare	2	5	20	25	17	15	4	0	88
• Adequate supply of food and basic necessities	3	22	46	71	100	56	7	10	315
• Adult education / training for employment	8	13	19	31	43	12	5	3	134
• Alcohol and drug abuse	15	31	37	30	45	19	2	1	180
• Crime	9	17	26	37	31	18	4	7	149
• Family and domestic violence	9	25	25	38	34	22	4	3	160
• Homelessness	9	19	32	46	36	35	6	2	185
• Isolated and vulnerable seniors	2	6	9	21	25	27	10	8	108
• Lack of opportunities for youth	7	16	38	26	46	17	5	5	160
• Literacy	4	13	21	24	32	18	1	2	115
• Mental health	3	16	43	40	73	32	6	2	215
• Neighborhood decline	3	10	14	19	13	8	3	1	71
• Opportunities and assistance for people living with disabilities	3	6	16	18	38	13	6	7	107
• Opportunities for Aboriginal people	2	3	5	4	2	2	1	0	19

• Other	2	4	9	8	16	8	4	1	52
• Personal and neighborhood safety	2	13	32	32	29	10	3	0	121
• Poverty	6	27	59	61	76	37	5	7	278
• Racial intolerance	6	15	18	12	10	5	2	2	70
• Youth crime and gang activity	16	20	25	32	32	15	5	3	148
Total	144	342	639	714	870	459	102	81	3351

FULL LIST OF THEMES

The full list of themes, counts, and rough percentages is below. Many of the themes had only one or two people who addressed them, but they are retained in the list to show the diversity of responses that were given.

• People care about / share with all / everyone contributes	239	23.1%
• Is the ideal place to live / what we strive for	238	23.0%
• Equality of opportunity for all / access to services	220	21.2%
• Values diversity / voices heard / people matter / inclusive community / no stigmatizing	125	12.1%
• Most vulnerable have access to services to meet their needs / strong safety net / no one out in the cold / given opportunity to know self sufficiency is possible	84	8.1%
• All people feel connected/safe/valued/feel they belong / accepted / all aspects of their being are attended to / strong sense of community	58	5.6%
• Children/youth are valued / safe / nurtured to full potential / empowered / have activities to take part in	36	3.5%
• Safety / where every feels safe	28	2.7%
• Community members involved in decision making, in community and in agencies / including those on the fringes / recognized for their contributions	25	2.4%
• Affordable housing / everyone has a home	21	2.0%
• Programs/services/activities for resident of all ages / areas of city / agencies concerned with all	13	1.3%
• People given hand up not hand out	12	1.2%
• Is a pipe dream / is not likely to happen / utopian	11	1.1%
• Creative / Innovative / ideas needed / creative job training / Good ideas are acted upon	10	1.0%
• Cares about the environment / environmentally responsible	9	0.9%
• Requires Strong Leadership / good governance / Leaders focus on issues most important to community, not what will make them look best to outside world	8	0.8%
• Agencies work together to serve communities needs / business help as well	7	0.7%
• Shared values / common goal of bettering the community	5	0.5%

• That's the vision of UW London	5	0.5%
• Elders are looked after / valued / they have activities	5	0.5%
• Public education about available resources so all know what services are available and all know about issues	5	0.5%
• Where rights incur responsibilities	4	0.4%
• Welcomes new immigrants / international students	4	0.4%
• Affordable activities / programming for families / Community has meeting places	4	0.4%
• Families operate as a cohesive unit	4	0.4%
• Gap between haves and have nots shrinks / no gap	3	0.3%
• Is my community / is London	2	0.2%
• Value diversity but integrate as well (as Canadians)	2	0.2%
• No individual group matters more / takes priority over others	2	0.2%
• Monies are not wasted	2	0.2%

* anything below 2 responses is excluded



THINKCOMMUNITY, MARCH 2010
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