

Environics Analytics  
Community Report  
Prepared for: Ottawa Police Service

**ENVIRONICS**  
ANALYTICS

August 17, 2023  
Confidential

## Background and Objectives

The Ottawa Police Service (OPS) seeks to better understand the community it serves through the Environics Analytics (EA) data information. OPS is able to access EA resources through the City of Ottawa licence agreement.

The following report fulfills the following OPS objectives:

- 1) Describe Ottawa’s demographics, social values, and key community-related highlights.
- 2) Analyze and provide insights on trust and confidence in Ottawa neighbourhoods.
- 3) Provide implications on the key findings found in the report.

## Demographic Overview

- **Population:** The total population of Ottawa is 1,069,201, which is 7.1% of the total population of Ontario.
- **Households:** The total number of households in Ottawa is 419,483, which is 7.4% of Ontario’s total number of households.
- **Household Composition:** Households within Ottawa are typically composed of 1 or 2 people (61.3%) who are led by young to middle-aged maintainers; 40.9% of households have children living at home, 67.4% of which are 19 years old or younger.
- **Housing:** Almost two-thirds of residents own their home, while the other third rent. 42.0% live in single-detached houses, 21.6% live in row houses and 30.8% live in apartment buildings.
- **Income:** The median household income in Ottawa is \$103,435, which is 16% higher than the Ontario median. 8.9% of Ottawa households are under the low-income measurement after-tax.
- **Education:** Most residents in Ottawa have completed post-secondary education, with 48.5% earning a university degree or above, 37% higher than the rest of the province.
- **Employment:** Ottawa’s labour force participation rate is on par with the provincial average. Residents tend to work in occupations in government/education, sciences, and business/finance.
- **Diversity:** the table below describes key information on cultural diversity. Almost a third of Ottawans identify as part of a visible minority group, with a large representation of Black and Arab communities.

|  | Visible Minority<br>30.0% | Immigrants to Canada<br>24.9% | Top Languages<br>(Mother Tongue)<br>22.2% Non-Official | Religious Affiliation<br>77.5% |
|--|---------------------------|-------------------------------|--|--------------------------------|
| <b>Top 3</b>   | Black – 7.8%              | China – 1.9%                  | English – 58.6%  | Christian – 65.2%              |
| Most representative indicators based on population size. | Arab – 5.4%               | India – 1.5%                  | French – 15.4%   | No Religion – 22.6%            |
|  | South Asian – 5.2%        | UK – 1.4%                     | Arabic – 4.3%  | Muslim – 6.9%                  |

## Social Values Overview

- Residents of Ottawa are proud to be Canadian (*“National Pride”*) and believe that they can learn a great deal from all the different cultures that make up the country (*“Cultural Sampling”*).
- Although they express moderate confidence in institutions and major organizations, Ottawans are more likely to believe people in authority should always be questioned, likely as a form of accountability (*“Rejection of Authority”*).
- Ottawa locals may express themselves and their social standing through a display of objects (*“Ostentatious Consumption”*) and through the way they decorate their homes (*“Status via Home”*).
- Although they earn income above the provincial average, residents do not find personal fulfilment through their work (*“Fulfilment Through Work”*) and regularly feel the need to get away from the stresses of everyday life (*“Need for Escape”*).

## Community Highlights Overview – Ottawa

- 34.9% have lived in their current dwelling for 10 years or over and 24.2% of Ottawa residents have lived in their dwelling for less than 3 years. While most of the population (62.9%) are considered “non-movers”, 37.1% have moved within the past 5 years, which is higher than the Ontario average.
- They tend to have a few friends in the same community and have regular contact with their close friends. They are likely to see their relatives less frequently, about one to three times per month.
- Locals consider their self-assessed general health to be very good (34.6%) and their mental health to be excellent (34.3%). Both health indicators are slightly higher than the Ontario average.
- People in Ottawa tend to have a higher level of trust in people in their neighbourhood, as well as people who speak a different language compared to the Ontario average; however, they tend to have lower trust levels when it comes to strangers.
- With respect to confidence levels about various authority groups, the data shows a moderate confidence level towards police, a moderate-to-low level of confidence in the federal government and Canadian media, and a moderate-to-high confidence level in the justice system.
- Living in the nation’s capital, these residents had a higher voting turnout in the past elections at all government levels when compared to the provincial averages. 70.1% said they were very likely to vote in the next election, according to the data.

## Trust and Confidence Insights by Neighbourhood

A custom Trust and Confidence Index was calculated using several variables related to trust in institutions, confidence in government, experience with discrimination, and safety. With the aggregate for Ottawa considered the average, each neighbourhood was compared to the aggregate for the creation of the index. The following chart highlights the top ten and lowest ten neighbourhoods in regards to Trust and Confidence Index scores.

A high Trust and Confidence score generally indicates that the people who live in the neighbourhood have good relationships with their neighbours, feel secure in the surrounding areas, and have confidence in public institutions, such as the Ottawa Police. Low scores indicate that those in the neighbourhood tend to trust people less, and likely do not have a great deal of confidence in public institutions.

| Highest Trust and Confidence              | Index*    | Lowest Trust and Confidence       | Index*   |
|---|-----------|-----------------------------------|----------|
| Kinburn                                   | Very High | Lebreton Development              | Very Low |
| Findlay Creek                             | Very High | Wateridge Village                 | Very Low |
| Marlborough                               | Very High | Greenbelt-Edwards                 | Very Low |
| Stonebridge- Halfmoon Bay- Heart's Desire | Very High | Pineview                          | Very Low |
| North Gower- Kars                         | Very High | Vanier South                      | Very Low |
| Brookside- Briarbrook- Morgan's Grant     | Very High | Tanglewood                        | Very Low |
| Chapman Mills                             | Very High | Bells Corners West                | Very Low |
| Metcalfe                                  | Very High | Hawthorne Meadows- Sheffield Glen | Very Low |
| Constance Bay                             | Very High | Carlington                        | Low      |
| Munster- Ashton                           | Very High | Lowertown                         | Low      |

## Implications of Key Findings

### Top-line Findings

- Overall, the data shows a reasonable level of trust and confidence across the city in the institutions that serve its citizens. With a fairly affluent and well-educated population base, some degree of accountability is imposed on those institutions by residents, but that is to be expected. Please note that in reviewing the findings both above and below, that all data and findings are presented as correlative, not necessarily causative. Further analysis is required to understand the drivers of trust. Overarching themes related to these findings seem to be:
- The longer people have lived in their neighbourhoods, the more likely they are to know and trust each other.
- A desire for active government and institutions seems to have an inverse relationship to the extent of overall personal security people feel. Neighbourhoods with high trust and confidence don't feel any urgency related to police or other institutional action. The inverse is also true.

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\* An index of 100 represents the Ottawa average, indices over 100 are overrepresented or more likely to be found in the neighbourhood, while indices below 100 are underrepresented or less likely to be found in the neighbourhood.

- Accountability and transparency seem to be important signals to Ottawa residents. Those who need action want to see it. Those who don't need it, want it to stay that way.

### Commonalities among high Trust & Confidence scoring neighbourhoods

- In general, we see higher Trust & Confidence scores for neighbourhoods on the outskirts of Ottawa's core. For the most part, these are either bedroom communities or the more rural parts of the city. This is likely due to the smaller, closer-knit community dynamic that develops in those geographies. Residents get to know the representatives of these institutions in informal settings and build trust on a personal basis.
- In these neighbourhoods we tend to see a higher trust in people in general, especially those within their community. This is a trend that the data shows across smaller, fringe communities across Canada. Smaller communities tend to show greater trust towards others.
- These neighbourhoods do not seem to want more government involvement in resolving social issues. They may feel that they already receive enough support.
- There are some neighbourhoods with a "Very High" Trust and Confidence score, which tend to score lower for confidence in public institutions. However, these neighbourhoods also show a very low rate of discrimination having been experienced by their residents, which accounts for a substantial weight in the overall scoring model. These neighbourhoods include *Constance Bay, Kinburn, Munster-Ashton, North Gower-Kars, and Vars*.

### Commonalities among low Trust & Confidence scoring neighbourhoods

- In general, it is observed lower Trust & Confidence scores for neighbourhoods found in Ottawa's core.
- In these neighbourhoods, we see higher indexes related to discrimination in the past (culture, skin colour, sexual orientation etc.).
- They tend to not trust the people found within their neighbourhood and feel insecure about personal safety. This is likely due to the transitory nature of more urban neighbourhoods combined with a high-level of diversity in lifestyle types (not necessarily solely discrimination-based).
- Conversely to high-confidence neighbourhoods, low-scoring neighbourhoods do seem to have a desire for more government involvement in resolving issues (high *Active Government* score). This may be an indicator or signal for Ottawa's institutions, including Police, to establish a community outreach mechanism or otherwise develop a program that helps these communities better integrate within themselves.

## Appendix

The City of Ottawa has a population of 1,069,201 or 419,483 households. The City accounts for 7.1% of Ontario's population and 7.4% of Ontario's households. Households within the trade area are predominantly comprised of one to two people. The median household income is \$103K, which is higher than the Ontario average. There is also an above-average amount of people with University or Post-Graduate degrees, at 48.5%.

## Population and Households

**Total Population:** 1,069,201 (7.1%)

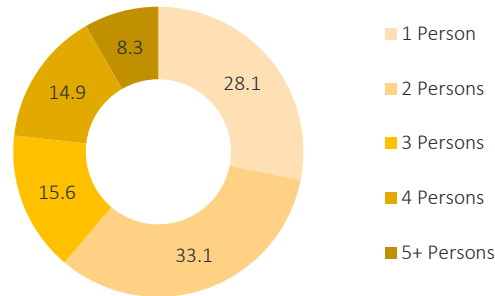
**Total Households:** 419,483 (7.4%)

**Household Size:** 1 to 2 Persons

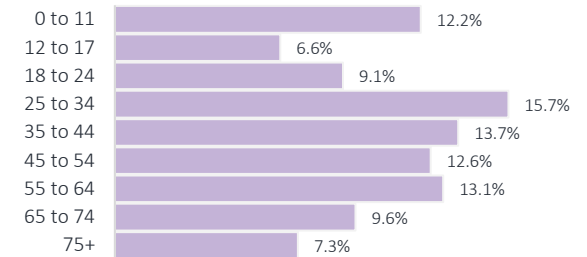
**Avg. Age of Hhld. Maintainer\*:** 25 to 54

\*Person in the household identified as someone who pays the rent, mortgage, taxes, or the electricity bill, etc. for the dwelling.

Household Size



Population Age



## Income and Education



**Median Household Income:** \$103K (116)\*\*

\*\*With an index value of 116, the median household income in Ottawa is 16% higher than the benchmark (Ontario) median household income.



**Households under Low-Income Thresholds**

Low Income Measurement after Tax (LIM-AT\*\*\*) 89,190

% of Ottawa Households under LIM-AT 8.9%

\*\*\*LIM-AT is a low-income measurement based on the adjusted median after-tax income of private households. The adjustment considers the household size to reflect better the number and percentage of households in need in a given geography.



4.9%  
Index: 58  
**No Certificate, Diploma or Degree**



18.2%  
Index: 77  
**High School Certificate or Equivalent**



3.8%  
Index: 67  
**Apprenticeship or Trades Certificate/Diploma**



24.7%  
Index: 92  
**College, CEGEP, Uni. Below Bachelor's Certificate/Diploma**



48.5%  
Index: 137  
**University Degree or Above**

Almost two-thirds of dwellings in the trade area are owned. While one-third are rented, it is above-average compared to Ontario. Housing types are likely single-detached homes, 5+ floor apartment buildings, or row houses. Diversity in Ottawa is slightly below-average compared to the rest of the province with 30% belonging to a visible minority group and 24.9% being immigrants to Canada.

## Housing

### Household Pop. by 5-year Mobility: Non-Movers – 60.5% (96\*)

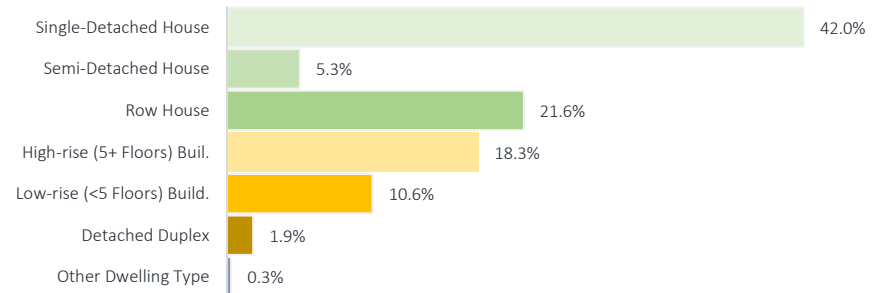
\*With an index value of 96, the likelihood of finding non-mover in Ottawa is 4% lower than the benchmark (Ontario) average.

### Housing by Tenure\*:

\*Band Housing (dwelling provided by the local government, First Nation, or Indian band) had a count of 0



### Housing Type

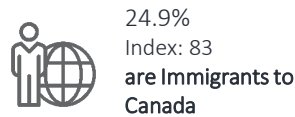


## Diversity



### Top 5 Visible Minorities

- Black – 7.8% (146)
- Arab – 5.4% (271)
- South Asian – 5.2% (49)
- Chinese – 4.7% (79)
- Southeast Asian – 1.4% (132)



### Top 5 Countries of Origin

- China – 1.9% (77)
- India – 1.5% (42)
- United Kingdom – 1.4% (86)
- Lebanon – 1.3% (451)
- Philippines – 1.1% (57)



### Top 5 Languages Most Spoken at Home

- English – 58.6% (89)
- French – 15.4% (388)
- Arabic – 4.3% (265)
- Mandarin – 2.0% (95)
- Spanish – 1.3% (90)



### Top 5 Religious Affiliations

- Christian – 65.2% (102)
- No Religion – 22.6% (99)
- Muslim – 6.9% (140)
- Hindu – 1.6% (49)
- Jewish – 1.3% (83)



Social Values



|                          | Index |
|--------------------------|-------|
| National Pride           | 112   |
| Culture Sampling         | 110   |
| Need for Escape          | 109   |
| Ostentatious Consumption | 108   |
| Rejection of Authority   | 108   |
| Religiosity              | 108   |
| Status via Home          | 108   |

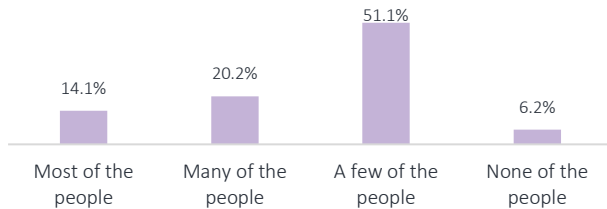


|                         | Index |
|-------------------------|-------|
| Fulfilment Through Work | 84    |
| Attraction to Nature    | 89    |
| Brand Apathy            | 92    |
| Parochialism            | 92    |
| Utilitarian Consumerism | 92    |
| Aversion to Complexity  | 93    |
| Obedience to Authority  | 93    |

*We are proud to be Canadian and believe that we can learn a great deal from all the different cultures that make up our country. Although we generally have confidence in institutions, we believe the individuals in authority positions should always be questioned, especially by young people. We express ourselves and our social standing through a display of objects and in the way we decorate our homes.*

Community

Know People in the Neighbourhood



Time Lived in the Neighbourhood

5 to 10 years



Contact with Relatives  
24.5%  
Index: 98  
**Not in the past month**



Contact with Friends  
24.7%  
Index: 108  
**A few times per week**



Close Friends (same city)  
29.5%  
Index: 109  
**2 to 3 close friends**

Self-Assessed Health

General Health



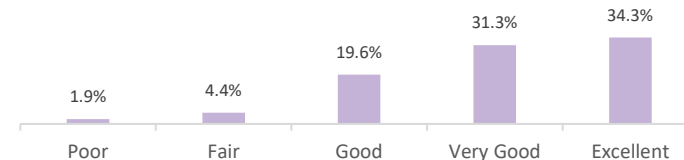
34.6%  
Index: 102  
**Very Good**

Mental Health



34.3%  
Index: **110**  
**Excellent**

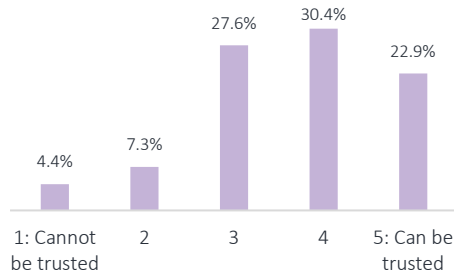
Perceived Mental Health



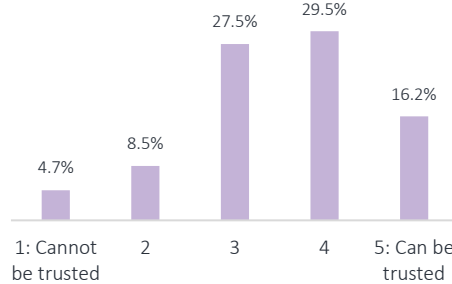
Ottawa residents tend to have a moderately high level of trust in people in their neighbourhood, as well as people who speak a different language. However, when it comes to strangers, they tend to have lower trust levels. When asked about their confidence level towards the Police, Ottawa residents expressed a moderate confidence which is slightly higher than what is observed for the Federal Government (level 2). Confidence levels for the Justice System and Canadian Media are consistent with the rest of Ontario. These residents have slightly above-average voting rates at all government levels compared to the rates found across the province; they consider themselves to be very likely to vote in the next federal election.

Ottawa CSD - Trust

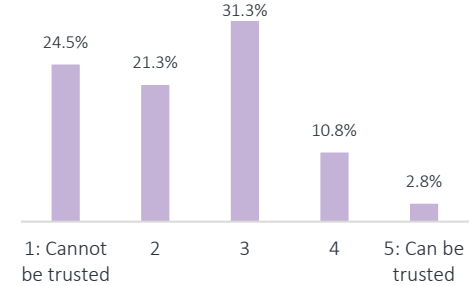
People in the neighbourhood



People who speak a different language



Strangers



Ottawa CSD - Confidence

|                         | Police<br> | Justice System<br> | Federal Government<br> | Canadian Media<br> |
|-------------------------|------------|--------------------|------------------------|--------------------|
| <b>Confidence Level</b> | Medium     | Medium-High        | Medium-Low             | Medium-Low         |

**Voted in the Past**

Federal Election: 65.8% (105)

Provincial Election: 62.7% (104)

Municipal Election: 54.2% (104)

**Will vote in the next Federal Election**

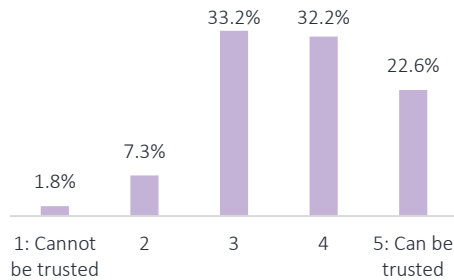
Very likely

Index: 103

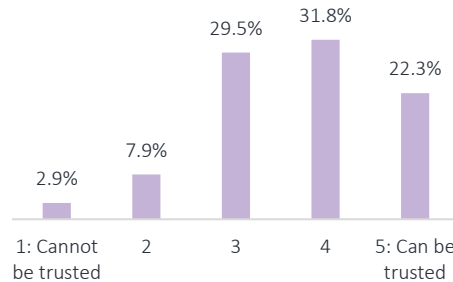
Households who are likely to have populations 0 to 17 in Ottawa tend to have a medium-high level of trust in the people in their neighbourhood, as well as people who speak a different language. When it comes to strangers, they tend to have a medium-low trust level. There is an above-average amount of residents from this cohort who have a great deal of confidence in the Police, the Justice System, the Federal Government, and the Canadian Media, when compared to Ottawa as a whole. Of those aged 0 to 17 in Ottawa that are eligible to vote in the next federal election, a slightly below-average amount consider themselves very likely to vote.

Population 0 to 17 - Trust

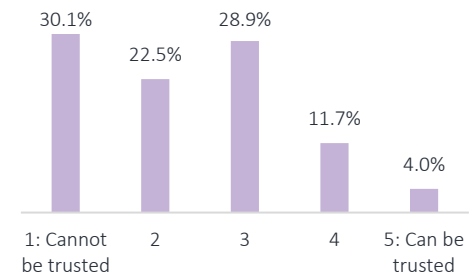
People in the neighbourhood



People who speak a different language



Strangers



Population 0 to 17 - Confidence

|                  | Police<br> | Justice System<br> | Federal Government<br> | Canadian Media<br> |
|------------------|------------|--------------------|------------------------|--------------------|
| Confidence Level | High       | High               | Medium-High            | Medium-High        |

Political Activity [Pst Yr]

Attended Public Meeting: 12.3% (84)

Participated in Demonstration: 6.6% (146)

Expressed View – Internet: 12.0% (93)

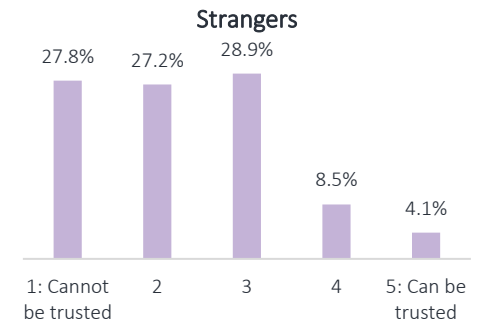
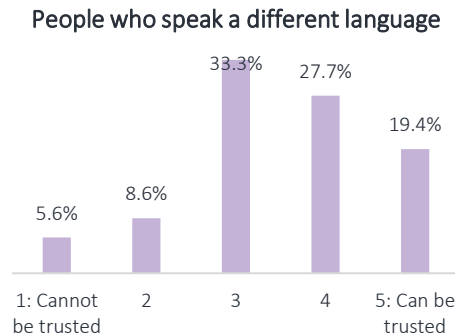
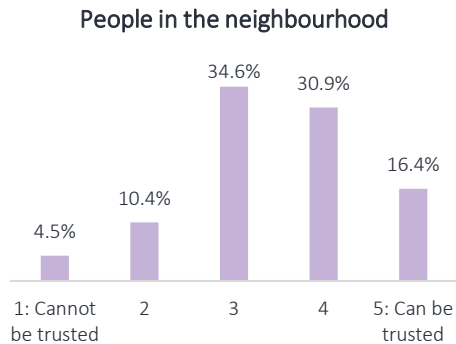
Will vote in the next Federal Election

Very likely

Index: 94

Households in Ottawa that have higher proportions of residents who identify as a visible minority tend to have moderate trust in the people in their neighbourhood, as well as people who speak a different language. However, when it comes to strangers, they tend to have a medium-low trust level. An above-average amount of these residents have a great deal of confidence in the Police, the Justice System, the Federal Government, and Canadian Media, when compared to Ottawa as a whole. When asked about their voting experience or intentions, more than two-thirds express not voting in past elections at all government levels, and not likely to vote in the next federal election.

### Visible Minority - Trust



### Visible Minority - Confidence

|                  | Police<br> | Justice System<br> | Federal Government<br> | Canadian Media<br> |
|------------------|------------|--------------------|------------------------|--------------------|
| Confidence Level | High       | High               | High                   | Mixed              |

#### Voted in the Past

Federal Election: 47.3% (72)  
 Provincial Election: 40.9% (65)  
 Municipal Election: 37.6% (69)

#### Will vote in the next Federal Election

Very likely  
 Index: 83