

Ottawa Police Service

Ottawa Ward Analysis



Objective: A ward analysis of the 24 wards that encompass the city of Ottawa, with a view through the lens of safety, security, and trust and confidence in police and public sector institutions.

Deliverables: An aggregated view of each ward across the city of Ottawa with an emphasis on demographics, psychographics and perceptions of trust, confidence and safety.

The report is in the form of 24 individual ward reports, along with summary key insights.

Key Questions addressed:

- What is the perception of safety at each ward level?
- What insecurities are most acute for each ward population?
- What are each ward populations' attitudes towards police and their trust in police?
- What are the demographic and socio-economic characteristics of each ward population?
- What are the top 3 visible minority populations for each ward?
- To what extent does each ward population feel safe and secure in their respective communities?
- What are the strongest and weakest social values for each ward population?

Methodology and Approach

Methodology

Integration of key variables from across multiple Environics Analytics datasets, including demographic, psychographic, perception, safety, trust, confidence and other attributes that aim to answer the key questions posed in the project outline.

Product Name	Geography Level
DemoStats	FSALDU
SocialValues (CAN)	FSALDU
Opticks Vividata	FSALDU
CommunityLife	FSALDU

Approach

In this exercise, EA’s approach was to synthesize and collate substantial intelligence about each ward into a single output that can be easily read and ingested. To do this:

- Where possible, we combined perception variables that came from 5-point scales to assign “high” and “low” confidence with respect to trust in institutions
- We identified the top 3 racialized (visible minority) populations within each ward. An important note here is that while only the top 3 were identified, there may be a presence of other racialized communities within each ward that were not captured in the context of the ward reports. This information remains available to the Ottawa Police Service through its licence access and through ENVISION.
- When looking at relative levels of trust, confidence and other perceptions, we measured each ward’s output against the Ottawa CSD (census subdivision) average. This gives us a clear idea of how a variable ranks in each ward compared the city’s average and gives us a sense for where the areas of investigation may lie.

Confidence in Police Summary and Key Insights

Confidence in Police Summary

Ottawa CSD High Confidence in Police: 55%

Ward No	Ward Name	% with High Confidence in Police
1	Orleans East-Cumberland	56%
2	Orleans West-Innes	62%
3	Barrhaven West	57%
4	Kanata North	67%
5	West Carleton-March	13%
6	Stittsville	50%
7	Bay	62%
8	College	59%
9	Knoxdale-Merivale	65%
10	Gloucester-Southgate	60%
11	Beacon Hill-Cyrville	64%
12	Rideau-Vanier	45%

Ward No	Ward Name	% with High Confidence in Police
13	Rideau-Rockcliffe	58%
14	Somerset	41%
15	Kitchissippi	52%
16	River	62%
17	Capital	58%
18	Alta Vista	63%
19	Orleans South-Navan	58%
20	Osgoode	29%
21	Rideau-Jock	18%
22	Riverside South-Findlay Creek	60%
23	Kanata South	64%
24	Barrhaven East	63%

Key Insights

- At an overall level, City of **Ottawa residents lean towards showing high confidence in police** as 19 wards from the total of 24 wards showcase high confidence. Kanata North, Knoxdale-Merivale, and Beaconhill-Cyrville have residents with high confidence in the police. Residents from West Carleton-March, Rideau-Jock, and Osgoode exhibit lower confidence in police. **Wards with high confidence in police generally also showed high confidence levels in other public sector institutions** (Justice System, Federal Parliament, School System, and Canadian Media).
- Riverside South-Findlay Creek, Osgoode, and Rideau Jock are the wealthiest wards with high household incomes, while Rideau-Vanier, Somerset, and Bay had the lowest household incomes. **The average household income and high confidence in the police are generally not directly correlated.** Gloucester-Southgate, Barrhaven East, and Riverside South-Findlay Creek had the highest proportion of those who identify with a racialized group. Rideau-Jock, West Carleton-March, and Osgoode had the lowest proportion. **Wards with a high presence of racialized groups tend to show higher confidence levels in police.**
- The analysis reveals **mixed perceptions of safety across the wards.** Residents in wards like Beacon Hill-Cyrville and Bay report feeling relatively safe, with lower perceived levels of aggression. Conversely, in Rideau-Vanier and Somerset, there are **higher concerns about violence and crime, which likely contribute to the lower trust in policing services** in these areas. Wards like Kanata North and Barrhaven West, which exhibit **high confidence in policing, also hold strong values related to social status and confidence in larger institutions**, such as big business and the justice system. In contrast, wards like Rideau-Jock and Osgoode lean toward more **conservative values, such as cultural assimilation and financial conservatism, and demonstrate lower levels of trust in the OPS and other public institutions.**
- Among the wards with high confidence in police, the tendency to purchase security system is shown to be low and vice versa. There may be a correlative relationship between the tendency to purchase security systems and the level of trust and safety perceived by residents. When considering the strategic implications of the analyses, it is EA's finding that **a combined approach that includes outreach, media-based messaging, and collaboration** of OPS resources with other municipal assets (libraries, community centres) may be the most effective way to manage trust and confidence among the diversity of the wards in this analysis. Orleans South-Navan has a **high rate of security system purchases**, reflecting underlying concerns about safety despite reasonable trust in the police. This insight suggests that in certain wards, residents may feel the need to supplement policing efforts with their own security measures, pointing to a potential area where police visibility and response could be improved.

How to use key insights to apply organizational change

The following strategies are examples of how Ottawa Police can use the findings of the Ward Analysis to make actionable changes to policing actions, strategies, and services:

1. Enhanced Community Policing in Low-Trust Wards

- In areas such as Rideau-Jock, West Carleton-March, and Osgoode, where confidence in the OPS is low, targeted community policing initiatives should be introduced. Increasing police visibility, hosting public forums, and collaborating with local organizations to address specific concerns will help rebuild trust. Regular outreach programs can also improve relationships with community leaders and residents.

2. Focus on Cultural Competency and Anti-Discrimination Initiatives

- In wards with significant racial diversity, such as Gloucester-Southgate and Barrhaven East, OPS should increase training on cultural competence and anti-discrimination practices. Regular dialogues with community leaders from diverse racial backgrounds and the establishment of advisory boards could ensure that residents feel heard and supported by the police.

3. Youth Engagement and Educational Outreach in Progressive Wards

- Wards like Kitchissippi and Capital, with younger and more progressive populations, would benefit from tailored youth engagement programs. Partnering with local schools, universities, and youth organizations to co-create public safety programs could foster positive relationships between the police and younger residents. This would help reduce skepticism and build long-term trust with the younger generation.

4. Tailored Communication Strategies

- As trust in public institutions varies widely between wards, OPS should develop customized communication strategies that align with the social values and concerns of each community. For example, wards that prioritize traditional family values may respond better to messages emphasizing community safety, while progressive wards may appreciate transparency and inclusivity in OPS outreach efforts.

Ward Reviews

WARD 1 Orleans East-Cumberland

56% Have High Confidence in Police

Orleans East – Cumberland households are primarily older family homeowners with incomes nearing \$165K annually. Nearly a quarter of the residents identify as part of a racialized group, which is below the City of Ottawa’s average. These residents tend to believe that aggression in society has increased, but they are satisfied with their standard of living. Additionally, they are unlikely to have faced discrimination since the beginning of the pandemic and generally have lower confidence in the justice system and federal parliament. However, on par with the City, 56% of the residents express high confidence in the police



Demographics (DemoStats)

Total Households



Ward: 19,785
Ottawa CSD: 446,499

Total Household Population



Ward: 53,943
Ottawa CSD: 1,121,031

Average Maintainer Age



56

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
36%	University Degree
26%	High School Certificate
22%	College Diploma

Average Household Income



\$164,650

% of Households with Children at Home



47%

Population by Racialized Identity

24% identify with a racialized group

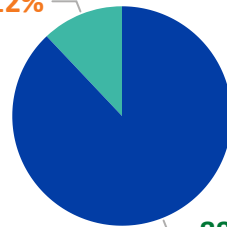


Racialized Pop. Group	%
Black	9%
Arab	4%
South Asian	3%

Dwelling Status



12%



88%

Psychographics (SocialValues)

Strong Values



- Confidence in Advertising
- Cultural Assimilation
- Need for Status Recognition
- Obedience to Authority
- Propriety

Weak Values



- Equal Relationship with Youth
- Flexible Families
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

29% Strongly Agree

There is more aggression in society than there used to be

45% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

19% Strongly Agree

I am an optimist

19% Strongly Agree

I am perfectly happy with my standard of living

21% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

39% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

51% Strongly Agree

Estimated Value of Home



\$1Mill to \$2Mill

Most Recent Vehicle Spend



Under \$15,000

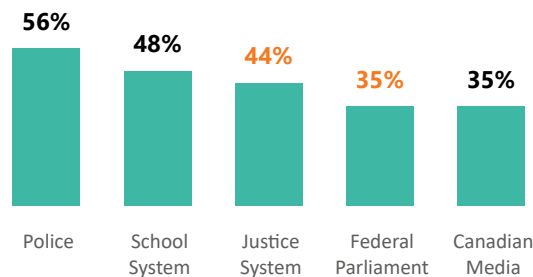
Security Systems Bought Last Year



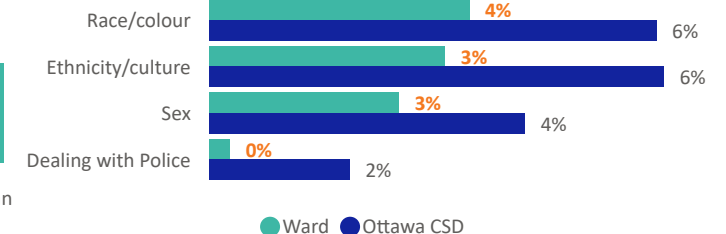
14% Bought Security Systems
5% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



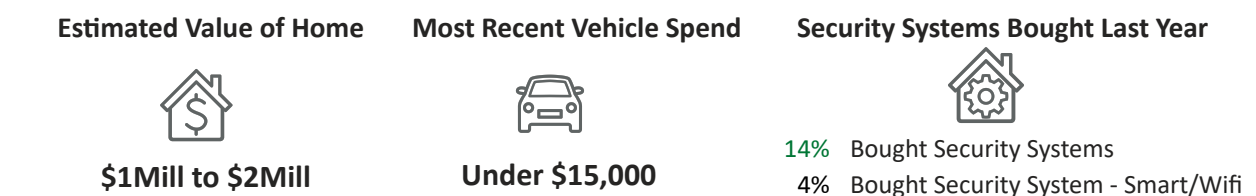
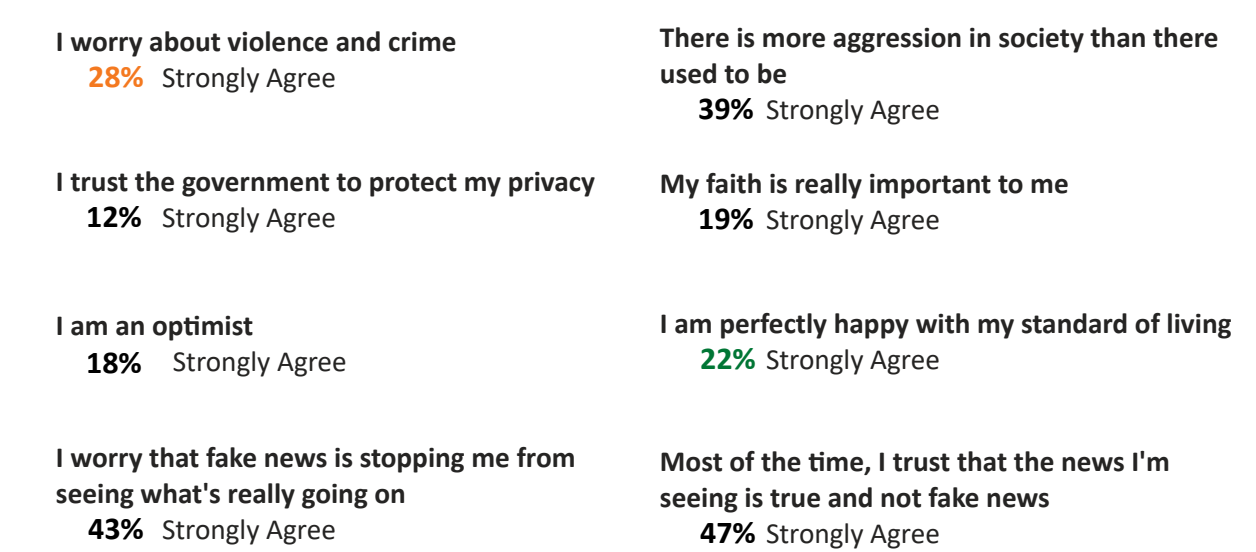
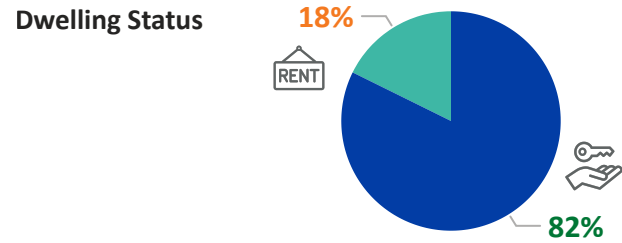
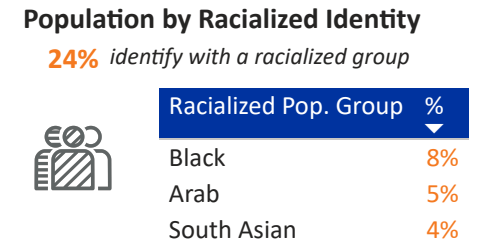
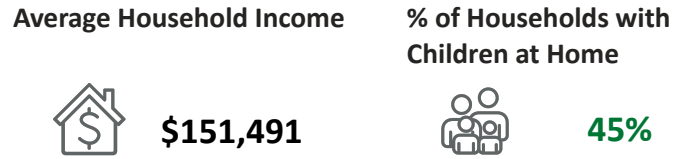
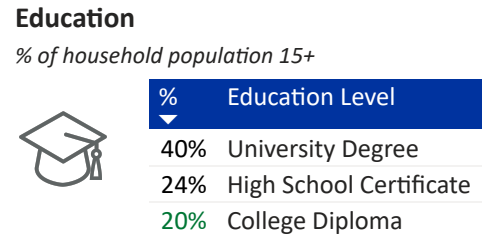
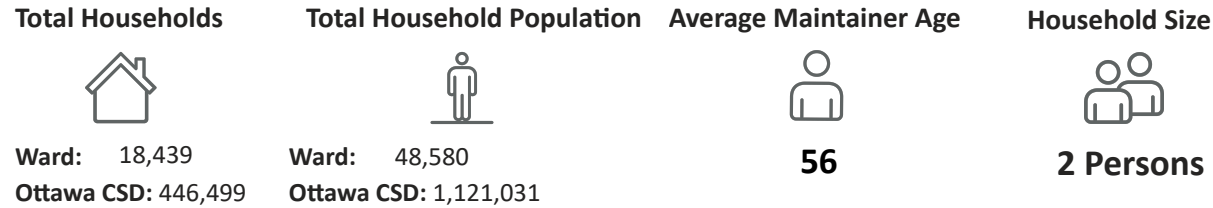
WARD 2 Orleans West-Innes

62% Have High Confidence in Police

Orleans West – Innes households are predominantly older families with average household incomes. Less than a quarter of the residents identify as part of a racialized group. These residents are more likely to have high confidence in the police (62%), while their confidence in other major institutions generally remains on par with the City’s perception. Additionally, they are less likely to have faced race/colour discrimination since the beginning of the pandemic, but these households have purchased security systems in the past year as they strongly worry about violence and crime.



Demographics (DemoStats) Behavioural (Vividata)

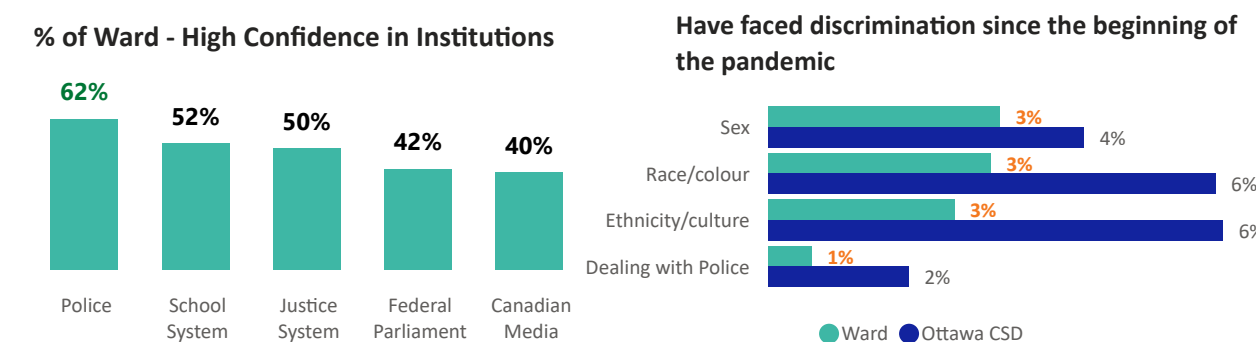


Psychographics (SocialValues)



Key Social Values
Acceptance of Violence
Moderate
National Pride
Moderate

Behavioural (CommunityLife)



Sources: DemoStats 2024, SocialValues 2024, Opticks Vividata 2024, CommunityLife 2023 Index Legend: index 110+ / index <=90

WARD 3 Barrhaven West

57% Have High Confidence in Police

Barrhaven West households are predominantly families from racialized communities with annual incomes above the City of Ottawa's average. Compared to other residents, they exhibit high confidence in the school system, justice system, and federal parliament; their trust in the police and Canadian media tends to be on par with the average Ottawan. Since the pandemic began, they have experienced fewer instances of discrimination related to their sex or dealing with police.



Demographics (DemoStats)

Total Households



Ward: 19,596
Ottawa CSD: 446,499

Total Household Population



Ward: 59,431
Ottawa CSD: 1,121,031

Average Maintainer Age



50

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
44%	University Degree
22%	High School Certificate
19%	College Diploma

Average Household Income



\$165,324

% of Households with Children at Home



57%

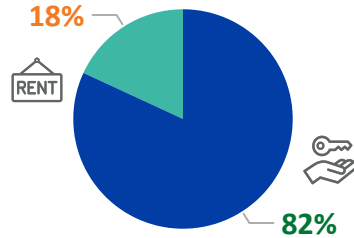
Population by Racialized Identity

46% identify with a racialized group



Racialized Pop. Group	%
South Asian	11%
Chinese	10%
Arab	8%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

32% Strongly Agree

There is more aggression in society than there used to be

43% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

12% Strongly Agree

I am an optimist

21% Strongly Agree

I am perfectly happy with my standard of living

18% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

51% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

45% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$30,000 to \$49,999

Security Systems Bought Last Year



10% Bought Security Systems
4% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

North American Dream
Patriarchy
Religiosity
Social Darwinism
Traditional Family

Weak Values

Apocalyptic Anxiety
Attraction to Nature
Duty
Financial Concern Regarding the Future
Rejection of Inequality

Key Social Values

Acceptance of Violence

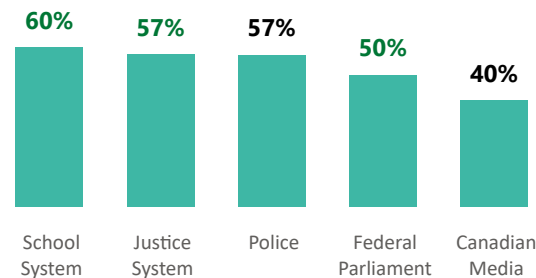
Moderate

National Pride

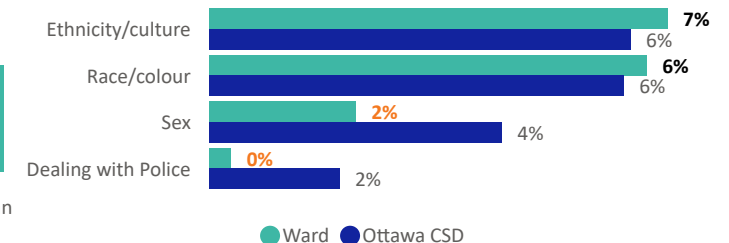
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 4 Kanata North

67% Have High Confidence in Police

Kanata North households are characterized as being financially well-established families led by university-graduated individuals. Nearly half of the residents identify as part of a racialized group, with higher representations of Chinese (16%) and South Asian (12%) communities. They generally exhibit high confidence in major institutions, with 67% expressing strong confidence in the police. While residents in this ward are more likely to have faced discrimination based on race/colour, they are less likely to have experienced discrimination due to their ethnicity/culture, sex, or interactions with the police, when compared to Ottawa's average.



Demographics (DemoStats)

Total Households



Ward: 16,613
Ottawa CSD: 446,499

Total Household Population



Ward: 46,880
Ottawa CSD: 1,121,031

Average Maintainer Age



55

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
51%	University Degree
21%	High School Certificate
14%	College Diploma

Average Household Income



\$169,858

% of Households with Children at Home



51%

Population by Racialized Identity

48% identify with a racialized group

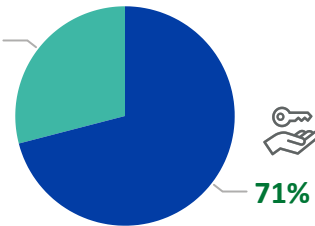


Racialized Pop. Group	%
Chinese	16%
South Asian	12%
Arab	6%

Dwelling Status



29%



71%



Psychographics (SocialValues)

Strong Values

- Legacy
- Need for Status Recognition
- Ostentatious Consumption
- Social Darwinism
- Status via Home

Weak Values

- Attraction to Nature
- Brand Apathy
- Financial Concern Regarding the Future
- Fulfilment Through Work
- Rejection of Inequality

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

33% Strongly Agree

There is more aggression in society than there used to be

39% Strongly Agree

I trust the government to protect my privacy

11% Strongly Agree

My faith is really important to me

15% Strongly Agree

I am an optimist

20% Strongly Agree

I am perfectly happy with my standard of living

14% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

50% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

45% Strongly Agree

Estimated Value of Home



\$300K to \$400K

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year

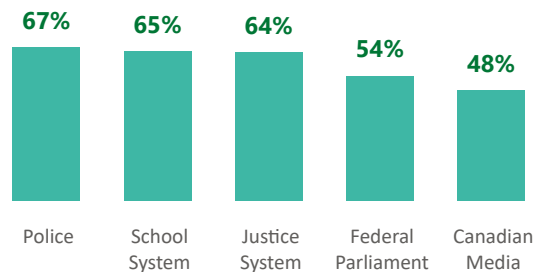


10% Bought Security Systems
3% Bought Security System - Smart/Wifi

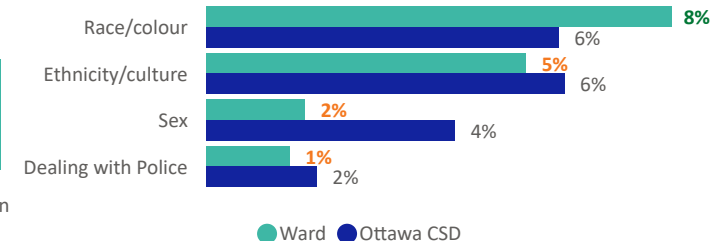
Psychographics (SocialValues)

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 5 West Carleton-March

13% Have High Confidence in Police

West Carleton – March households are middle-income homeowners. Most residents have a high school certificate or college diploma, and less than 10% identify as part of a racialized group. They are proud Canadians, satisfied with their standard of living, and reject the notion of violence in their community. Confidence in major institutions is notably low, with only 13% expressing high confidence in the police. Even though, they are less likely to have faced discrimination since the beginning of the pandemic.



Demographics (DemoStats)

Total Households



Ward: 9,961
Ottawa CSD: 446,499

Total Household Population



Ward: 27,791
Ottawa CSD: 1,121,031

Average Maintainer Age



56

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
34%	University Degree
26%	High School Certificate
23%	College Diploma

Average Household Income



\$172,649

% of Households with Children at Home



46%

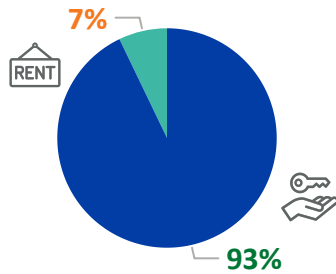
Population by Racialized Identity

9% identify with a racialized group



Racialized Pop. Group	%
South Asian	2%
Latin American	1%
Black	1%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

23% Strongly Agree

There is more aggression in society than there used to be

40% Strongly Agree

I trust the government to protect my privacy

14% Strongly Agree

My faith is really important to me

15% Strongly Agree

I am an optimist

25% Strongly Agree

I am perfectly happy with my standard of living

28% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

28% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

49% Strongly Agree

Estimated Value of Home



\$2Mill+

Most Recent Vehicle Spend



Under \$15,000

Security Systems Bought Last Year



21% Bought Security Systems
1% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

- Attraction to Nature
- Cultural Assimilation
- Discriminating Consumerism
- Duty
- Financial Concern Regarding the Future

Weak Values

- Attraction For Crowds
- Importance of Aesthetics
- Ostentatious Consumption
- Penchant for Risk
- Pursuit of Originality

Key Social Values

Acceptance of Violence

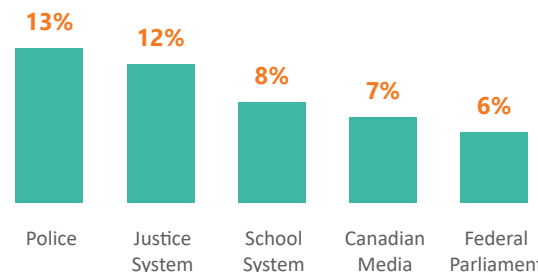
Weak

National Pride

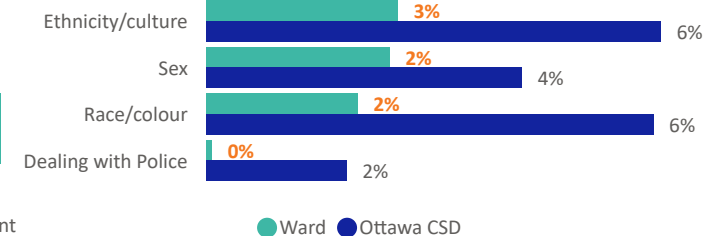
Strong

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 6 Stittsville

50% Have High Confidence in Police

Stittsville households have a higher presence of affluent, university-educated families. Only 29% of residents identify as part of a racialized group, which is below the City of Ottawa's average. These residents tend to be optimistic and trust the government to protect their privacy. Confidence in major institutions tends to be on par or below the city's average, with 50% expressing high confidence in the police. Additionally, residents of this ward are more likely to have faced discrimination based on ethnicity/culture when compared to the average Ottawan.



Demographics (DemoStats)

Total Households



Ward: 17,947
Ottawa CSD: 446,499

Total Household Population



Ward: 52,105
Ottawa CSD: 1,121,031

Average Maintainer Age



52

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
46%	University Degree
21%	High School Certificate
19%	College Diploma

Average Household Income



\$178,519

% of Households with Children at Home



53%

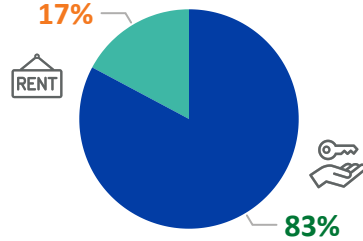
Population by Racialized Identity

29% identify with a racialized group



Racialized Pop. Group	%
South Asian	9%
Black	4%
Arab	4%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

34% Strongly Agree

There is more aggression in society than there used to be

43% Strongly Agree

I trust the government to protect my privacy

16% Strongly Agree

My faith is really important to me

18% Strongly Agree

I am an optimist

22% Strongly Agree

I am perfectly happy with my standard of living

15% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

47% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

48% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year



13% Bought Security Systems
3% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

- Authoritarian Impulse
- North American Dream
- Obedience to Authority
- Personal Control
- Technology Anxiety

Weak Values

- Brand Apathy
- Global Consciousness
- Multiculturalism
- Primacy of Environmental Protection
- Rejection of Inequality

Key Social Values

Acceptance of Violence

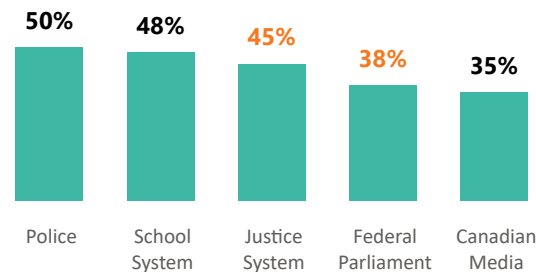
Moderate

National Pride

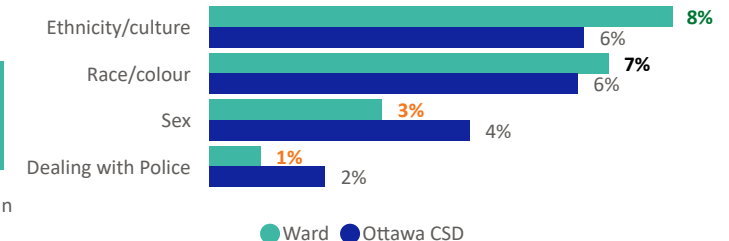
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 7 Bay

62% Have High Confidence in Police

Bay households typically comprise older singles and couples without children, earning modest incomes. Approximately one-third of these residents identify as part of a racialized group, which aligns with the City of Ottawa levels. They generally exhibit high confidence in institutions, with 62% expressing strong trust in the police. Furthermore, since the onset of the pandemic, they have been less likely to face discrimination based on their ethnicity/culture, sex, or when dealing with the police.



Demographics (DemoStats)

Total Households



Ward: 23,674
Ottawa CSD: 446,499

Total Household Population



Ward: 52,677
Ottawa CSD: 1,121,031

Average Maintainer Age



54

Household Size



1 Person

Education

% of household population 15+



%	Education Level
44%	University Degree
23%	High School Certificate
17%	College Diploma

Average Household Income



\$124,041

% of Households with Children at Home



31%

Population by Racialized Identity

35% identify with a racialized group

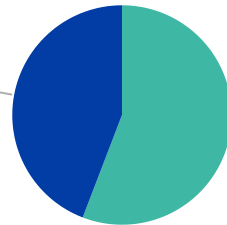


Racialized Pop. Group	%
Black	10%
South Asian	8%
Arab	6%

Dwelling Status



44%



56%

Psychographics (SocialValues)

Strong Values

- Brand Apathy
- Financial Concern Regarding the Future
- Rejection of Inequality
- Skepticism Toward Small Business
- Spiritual Quest

Weak Values

- Confidence in Small Business
- Need for Status Recognition
- Personal Control
- Propriety
- Social Darwinism

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

34% Strongly Agree

There is more aggression in society than there used to be

40% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

20% Strongly Agree

I am an optimist

20% Strongly Agree

I am perfectly happy with my standard of living

15% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

47% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

40% Strongly Agree

Estimated Value of Home



\$300K to \$400K

Most Recent Vehicle Spend



\$15,000 to \$29,999

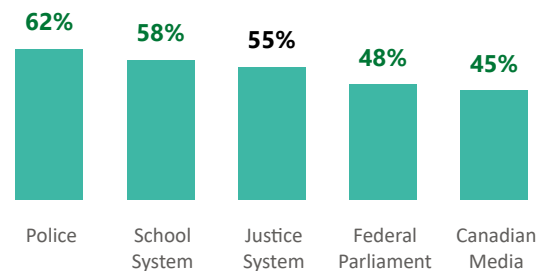
Security Systems Bought Last Year



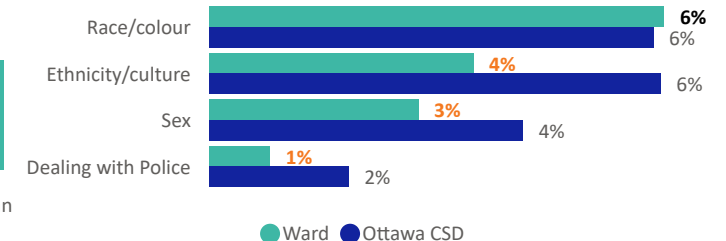
10% Bought Security Systems
4% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 8 College

59% Have High Confidence in Police

College comprises family households led by middle-aged maintainers and school-aged children at home. Less than a third of College's residents identify as part of a racialized group, significantly below the City of Ottawa's average. Confidence in institutions is on par with other Ottawans, with 59% expressing high confidence in the police. Additionally, since the beginning of the pandemic, they have been slightly more likely to experience discrimination based on ethnicity/culture, sex, or when dealing with the police.



Demographics (DemoStats)

Total Households



Ward: 22,263
Ottawa CSD: 446,499

Total Household Population



Ward: 55,011
Ottawa CSD: 1,121,031

Average Maintainer Age



53

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
40%	University Degree
24%	High School Certificate
21%	College Diploma

Average Household Income



\$133,787

% of Households with Children at Home



37%

Population by Racialized Identity

30% identify with a racialized group

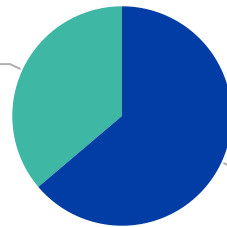


Racialized Pop. Group	%
South Asian	7%
Black	5%
Chinese	5%

Dwelling Status



36%



64%

Behavioural (Vividata)

I worry about violence and crime

33% Strongly Agree

There is more aggression in society than there used to be

39% Strongly Agree

I trust the government to protect my privacy

11% Strongly Agree

My faith is really important to me

21% Strongly Agree

I am an optimist

19% Strongly Agree

I am perfectly happy with my standard of living

14% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

50% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

43% Strongly Agree

Estimated Value of Home



\$300K to \$400K

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year



10% Bought Security Systems
3% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

- Brand Apathy
- Primacy of Environmental Protection
- Rejection of Inequality
- Social Learning
- Time Stress

Weak Values

- Confidence in Big Business
- Ecological Fatalism
- Need for Status Recognition
- Social Darwinism
- Social Intimacy

Key Social Values

Acceptance of Violence

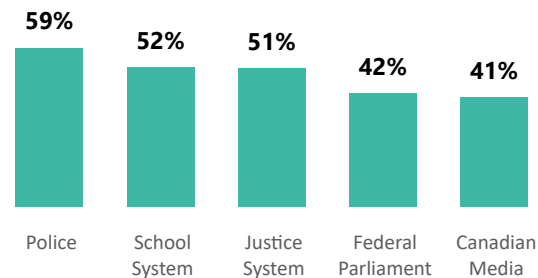
Moderate

National Pride

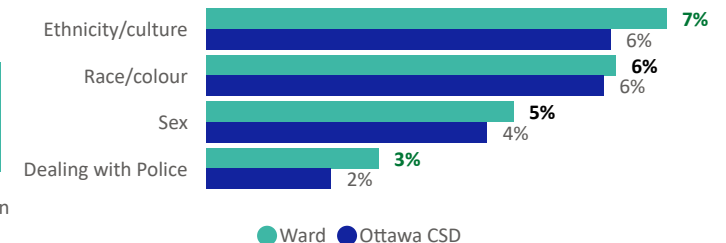
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 9 Knoxdale-Merivale

65% Have High Confidence in Police

Knoxdale-Merivale households closely reflect the overall demographics of the City of Ottawa; residents tend to be middle-aged, earn average household incomes, 40% have children at home, and 35% identify as part of a racialized community. Their levels of educational attainment and home ownership are also average. In this ward, residents express high confidence in the police and other major institutions. Moreover, more than one-third of these residents worry about violence and crime, and faith is important to them. Since the beginning of the pandemic, residents have generally been less likely to face discrimination.



Demographics (DemoStats)

Total Households



Ward: 16,650
Ottawa CSD: 446,499

Total Household Population



Ward: 42,879
Ottawa CSD: 1,121,031

Average Maintainer Age



55

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
40%	University Degree
24%	High School Certificate
19%	College Diploma

Average Household Income



\$136,883

% of Households with Children at Home



39%

Population by Racialized Identity

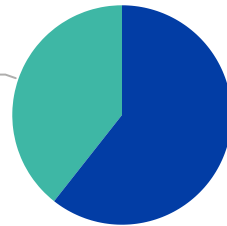
35% identify with a racialized group



Racialized Pop. Group	%
Black	9%
Arab	8%
South Asian	6%

Dwelling Status

39%
RENT



61%

Psychographics (SocialValues)

Strong Values

- Brand Apathy
- Culture Sampling
- Financial Concern Regarding the Future
- Rejection of Inequality
- Social Learning

Weak Values

- Adaptability to Complexity
- Need for Status Recognition
- Personal Challenge
- Social Intimacy
- Xenophobia

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

35% Strongly Agree

There is more aggression in society than there used to be

40% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

23% Strongly Agree

I am an optimist

19% Strongly Agree

I am perfectly happy with my standard of living

15% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

48% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

45% Strongly Agree

Estimated Value of Home



\$300K to \$400K

Most Recent Vehicle Spend



\$50,000 to \$74,999

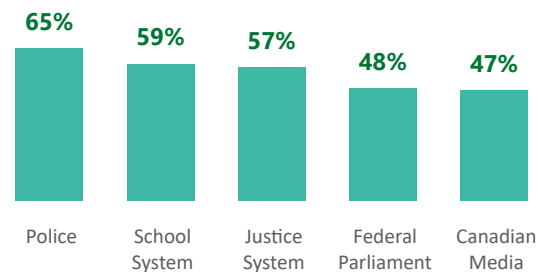
Security Systems Bought Last Year



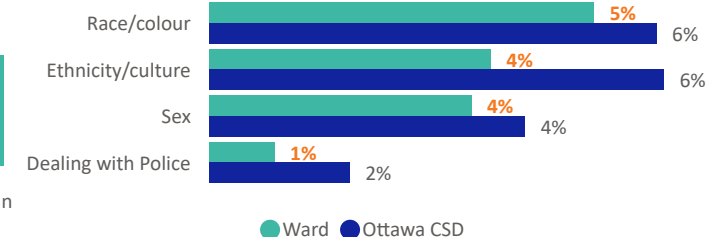
11% Bought Security Systems
3% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



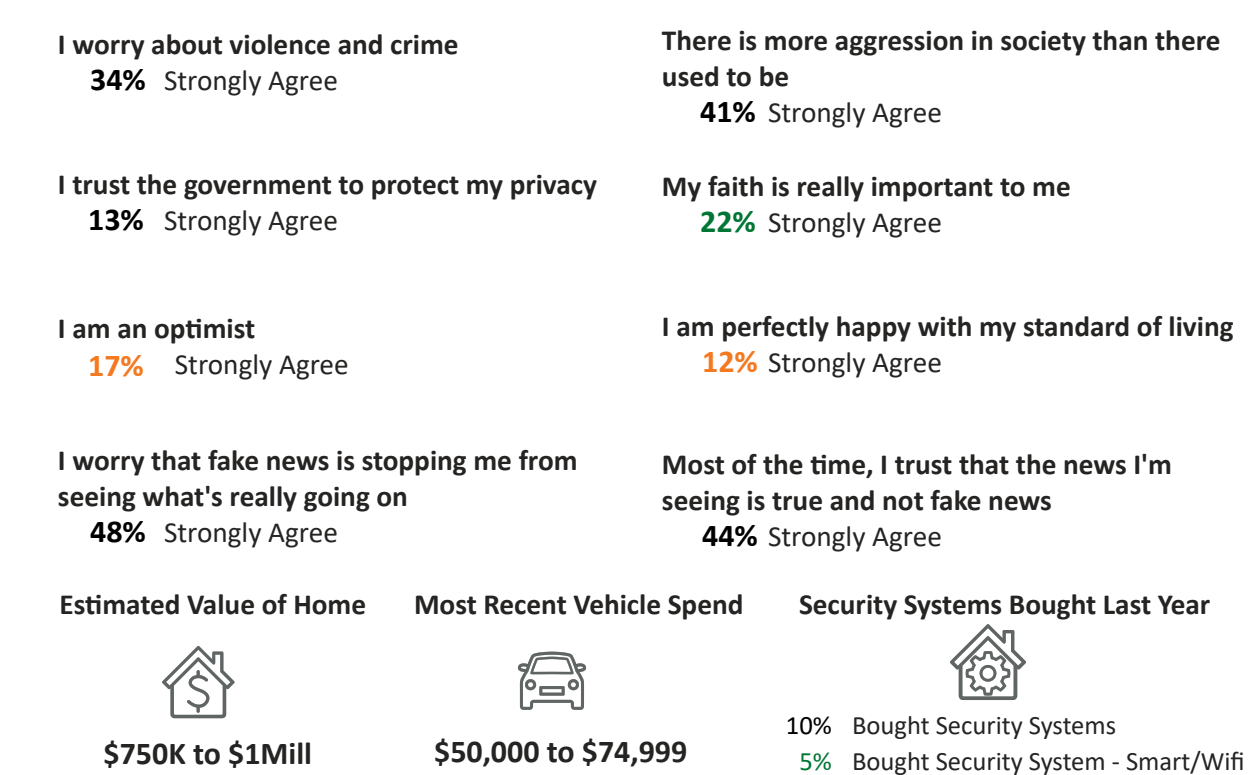
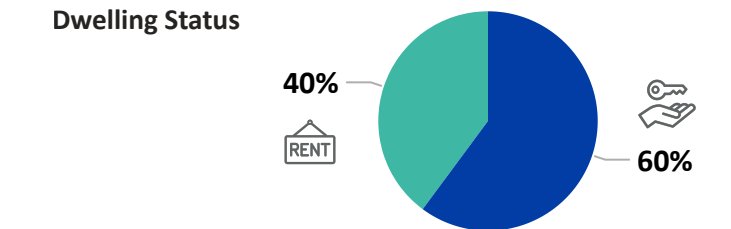
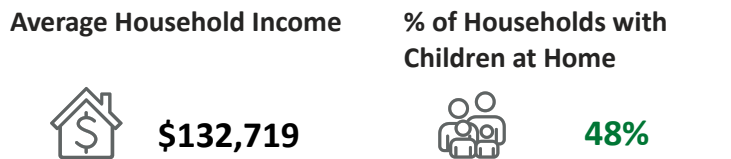
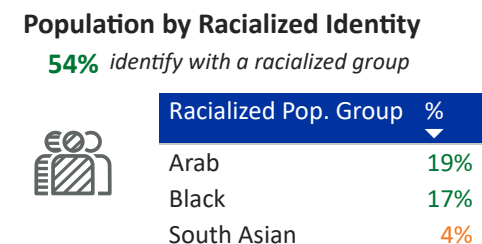
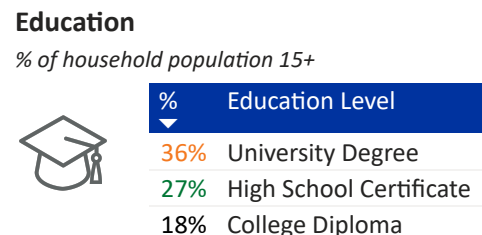
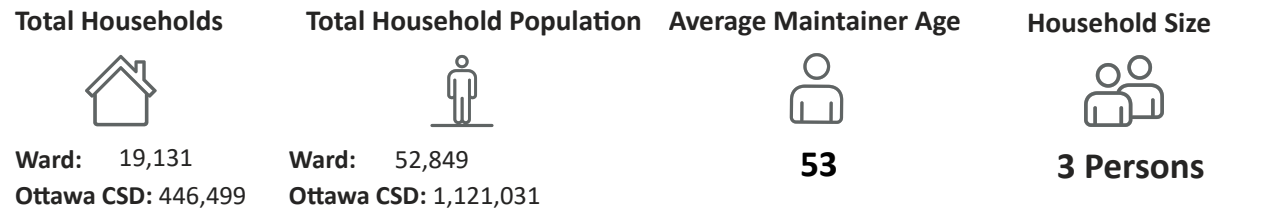
WARD 10 Gloucester-Southgate

60% Have High Confidence in Police

Gloucester-Southgate households are predominantly middle-aged families from racialized groups, with a notable presence of Arab (19%) and Black (17%) populations. Residents in this ward are more likely to have experienced racial or sex-based discrimination compared to the rest of Ottawa and tend to accept that violence may occur within their community. While their confidence in the police is average, with 60% expressing high confidence, they exhibit above-average confidence in other institutions such as the justice system, school system, and federal parliament.



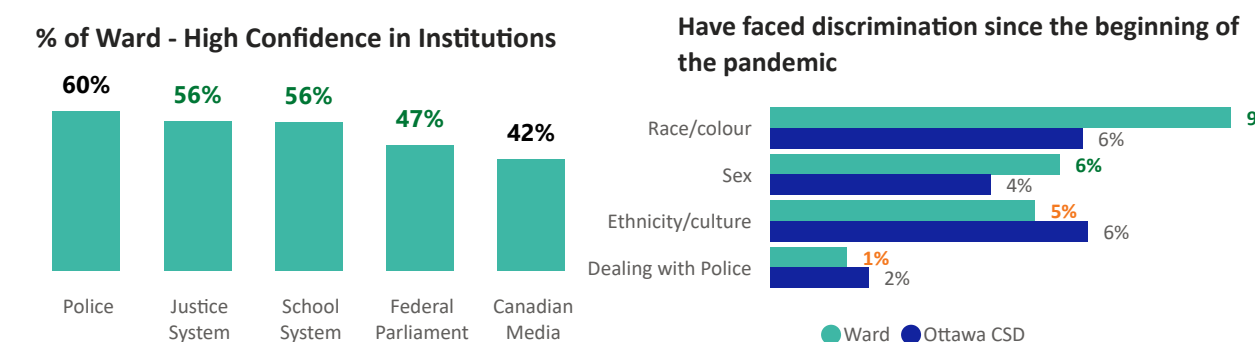
Demographics (DemoStats) Behavioural (Vividata)



Psychographics (SocialValues)



Behavioural (CommunityLife)



Sources: DemoStats 2024, SocialValues 2024, Opticks Vividata 2024, CommunityLife 2023 Index Legend: index 110+ / index <=90

WARD 11 Beacon Hill-Cyrville

64% Have High Confidence in Police

Beacon Hill – Cyrville has family households with middle-aged to older maintainers and children of various ages. In this ward, 41% of residents identify as part of a racialized group, including 16% who are Black. These residents generally show high confidence in institutions, with 64% expressing strong trust in the police. Additionally, in the past four years, they have reported lower instances of discrimination based on ethnicity/culture, sex, or interactions with the police.



Demographics (DemoStats)

Total Households



Ward: 14,535
Ottawa CSD: 446,499

Total Household Population



Ward: 37,485
Ottawa CSD: 1,121,031

Average Maintainer Age



54

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
39%	University Degree
25%	High School Certificate
18%	College Diploma

Average Household Income



\$134,006

% of Households with Children at Home



42%

Population by Racialized Identity

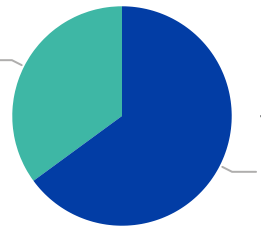
41% identify with a racialized group



Racialized Pop. Group	%
Black	16%
Arab	7%
South Asian	5%

Dwelling Status

35%



65%

Psychographics (SocialValues)

Strong Values



- Fulfilment Through Work
- Multiculturalism
- Need for Escape
- Primacy of Environmental Protection
- Time Stress

Weak Values



- Cultural Assimilation
- Ecological Fatalism
- Personal Control
- Rejection of Authority
- Vitality

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

31% Strongly Agree

I trust the government to protect my privacy

12% Strongly Agree

I am an optimist

17% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

45% Strongly Agree

Estimated Value of Home



\$1Mill to \$2Mill

Most Recent Vehicle Spend



Under \$15,000

Security Systems Bought Last Year



11% Bought Security Systems
4% Bought Security System - Smart/Wifi

There is more aggression in society than there used to be

40% Strongly Agree

My faith is really important to me

19% Strongly Agree

I am perfectly happy with my standard of living

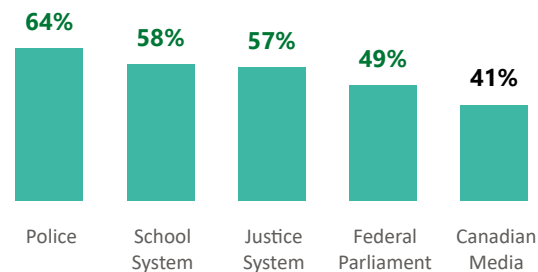
16% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

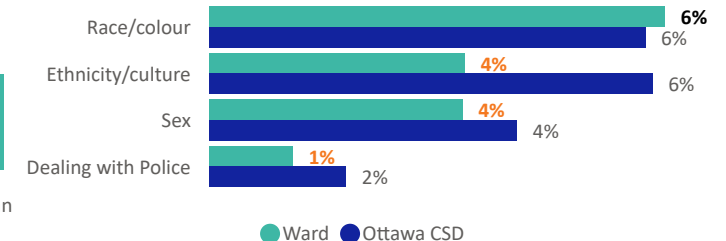
45% Strongly Agree

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



● Ward ● Ottawa CSD

WARD 12 Rideau-Vanier

45% Have High Confidence in Police

Rideau – Vanier households are predominantly young singles and couples without children, renting and earning below-average household incomes. Over one-third of residents identify as part of a racialized group, consistent with Ottawa’s average, with a notably higher proportion identifying as Black (16%) and Arab (7%). Since the beginning of the pandemic, this group has faced increased discrimination based on ethnicity/culture, sex, race/colour, or when dealing with the police. Additionally, residents of this ward exhibit lower confidence in major institutions, with only 45% expressing high confidence in the police.



Demographics (DemoStats)

Total Households



Ward: 27,648
Ottawa CSD: 446,499

Total Household Population



Ward: 50,504
Ottawa CSD: 1,121,031

Average Maintainer Age



47

Household Size



1 Person

Education

% of household population 15+



%	Education Level
47%	University Degree
24%	High School Certificate
14%	College Diploma

Average Household Income



\$91,195

% of Households with Children at Home



18%

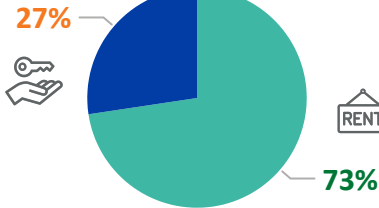
Population by Racialized Identity

34% identify with a racialized group



Racialized Pop. Group	%
Black	16%
Arab	4%
South Asian	4%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

29% Strongly Agree

There is more aggression in society than there used to be

38% Strongly Agree

I trust the government to protect my privacy

12% Strongly Agree

My faith is really important to me

19% Strongly Agree

I am an optimist

19% Strongly Agree

I am perfectly happy with my standard of living

16% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

42% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

40% Strongly Agree

Estimated Value of Home



\$500K to \$750K

Most Recent Vehicle Spend



\$30,000 to \$49,999

Security Systems Bought Last Year



10% Bought Security Systems
3% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

Anomie-Aimlessness
Intuition & Impulse
Pursuit of Intensity
Rejection of Authority
Rejection of Inequality

Weak Values

Authoritarian Impulse
Legacy
North American Dream
Obedience to Authority
Traditional Family

Key Social Values

Acceptance of Violence

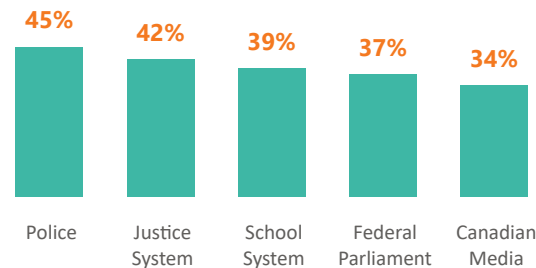
Moderate

National Pride

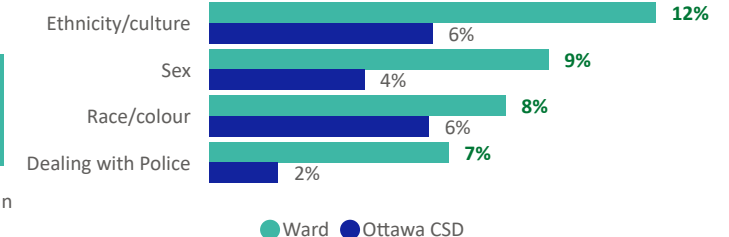
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 13 Rideau-Rockcliffe

58% Have High Confidence in Police

Rideau Rockcliffe households have a high representation of middle-income singles and couples without children. The proportion of residents identifying as part of a racialized group is also average at 36% of the total household population. Confidence in the police is moderate, with 58% expressing high confidence, while confidence in the Federal Parliament (47%) and Canadian media (45%) is above average. Additionally, residents have faced discrimination based on ethnicity/culture, sex, and interactions with the police at below-average rates compared to the City of Ottawa.



Demographics (DemoStats)

Total Households



Ward: 18,776
Ottawa CSD: 446,499

Total Household Population



Ward: 41,597
Ottawa CSD: 1,121,031

Average Maintainer Age



54

Household Size



1 Person

Education

% of household population 15+



%	Education Level
43%	University Degree
23%	High School Certificate
15%	College Diploma

Average Household Income



\$136,329

% of Households with Children at Home



32%

Population by Racialized Identity

36% identify with a racialized group

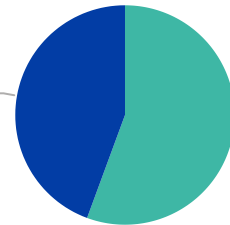


Racialized Pop. Group	%
Black	14%
Arab	7%
South Asian	3%

Dwelling Status



44%



56%

Behavioural (Vividata)

I worry about violence and crime

33% Strongly Agree

There is more aggression in society than there used to be

40% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

21% Strongly Agree

I am an optimist

19% Strongly Agree

I am perfectly happy with my standard of living

16% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

42% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

43% Strongly Agree

Estimated Value of Home



2024 Housing -...

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year



11% Bought Security Systems
5% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values



Financial Concern Regarding the Future
Fulfilment Through Work
Rejection of Inequality
Spiritual Quest
Utilitarian Consumerism

Weak Values



Authoritarian Impulse
Financial Security
Need for Status Recognition
Social Darwinism
Vitality

Key Social Values

Acceptance of Violence

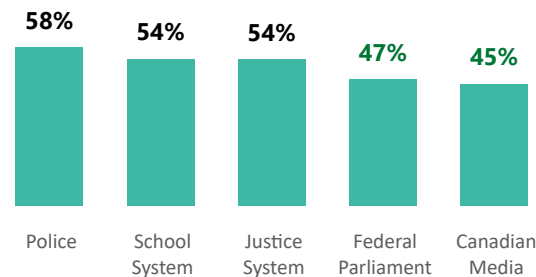
Moderate

National Pride

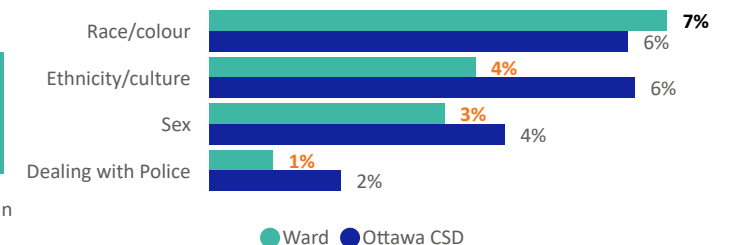
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 14 Somerset

41% Have High Confidence in Police

Somerset households are primarily university-educated singles and couples renting and earning incomes below Ottawa's average. The proportion of residents identifying as part of a racialized group is 30%. Since the beginning of the pandemic, these residents have faced higher rates of discrimination based on ethnicity/culture, sex, race/colour, and interactions with the police. As such, their confidence in major institutions is low, with only 41% expressing high confidence in the police.



Demographics (DemoStats)

Total Households



Ward: 28,821
Ottawa CSD: 446,499

Total Household Population



Ward: 46,672
Ottawa CSD: 1,121,031

Average Maintainer Age



44

Household Size



1 Person

Education

% of household population 15+



%	Education Level
60%	University Degree
17%	High School Certificate
13%	College Diploma

Average Household Income



\$101,129

% of Households with Children at Home



11%

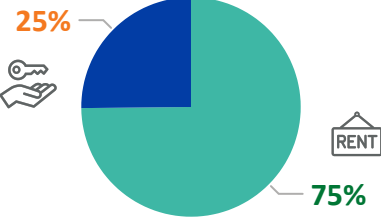
Population by Racialized Identity

30% identify with a racialized group



Racialized Pop. Group	%
Black	6%
South Asian	5%
Arab	3%

Dwelling Status



75%

Behavioural (Vividata)

I worry about violence and crime

24% Strongly Agree

There is more aggression in society than there used to be

38% Strongly Agree

I trust the government to protect my privacy

14% Strongly Agree

My faith is really important to me

17% Strongly Agree

I am an optimist

18% Strongly Agree

I am perfectly happy with my standard of living

14% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

41% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

45% Strongly Agree

Estimated Value of Home



\$500K to \$750K

Most Recent Vehicle Spend



\$30,000 to \$49,999

Security Systems Bought Last Year



6% Bought Security Systems
2% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

Flexible Families
Global Consciousness
Rejection of Authority
Rejection of Inequality
Sexual Permissiveness

Weak Values

Authoritarian Impulse
Obedience to Authority
Patriarchy
Religiosity
Traditional Family

Key Social Values

Acceptance of Violence

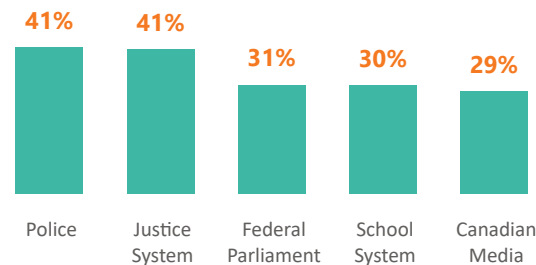
Moderate

National Pride

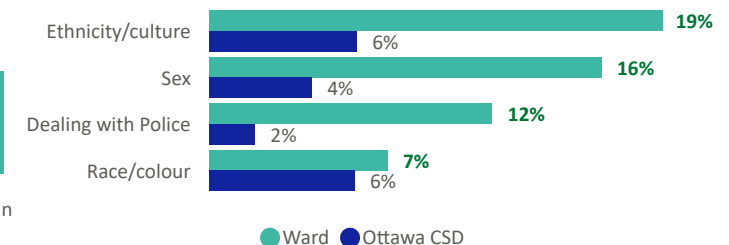
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 15 Kitchissippi

52% Have High Confidence in Police

Kitchissippi households are predominantly university-educated young singles and couples without children, earning incomes above the City of Ottawa's average. Only 20% of residents identify as part of a racialized group, and their trust in the police and other major institutions is on par with the average Ottawan. These residents tend to be optimistic and satisfied with their standard of living, even though a significant number of them have faced discrimination based on ethnicity/culture, sex, or interactions with the police since the beginning of the pandemic.



Demographics (DemoStats)

Total Households



Ward: 20,031
Ottawa CSD: 446,499

Total Household Population



Ward: 41,277
Ottawa CSD: 1,121,031

Average Maintainer Age



50

Household Size



1 Person

Education

% of household population 15+



%	Education Level
62%	University Degree
15%	High School Certificate
12%	College Diploma

Average Household Income



\$161,842

% of Households with Children at Home



27%

Population by Racialized Identity

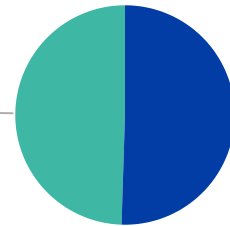
20% identify with a racialized group



Racialized Pop. Group	%
Black	5%
South Asian	4%
Chinese	3%

Dwelling Status

50%



51%

Psychographics (SocialValues)

Strong Values

- Ecological Concern
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality
- Rejection of Orderliness

Weak Values

- Authoritarian Impulse
- Confidence in Advertising
- Patriarchy
- Religiosity
- Sexism

Key Social Values

Acceptance of Violence

Weak

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

30% Strongly Agree

There is more aggression in society than there used to be

39% Strongly Agree

I trust the government to protect my privacy

10% Strongly Agree

My faith is really important to me

21% Strongly Agree

I am an optimist

21% Strongly Agree

I am perfectly happy with my standard of living

19% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

44% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

46% Strongly Agree

Estimated Value of Home



\$500K to \$750K

Most Recent Vehicle Spend



\$15,000 to \$29,999

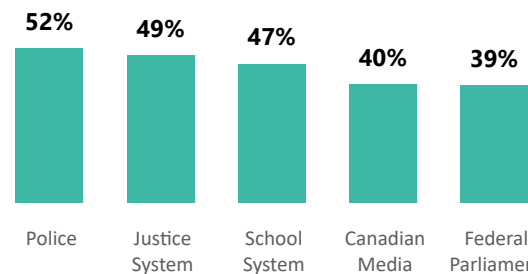
Security Systems Bought Last Year



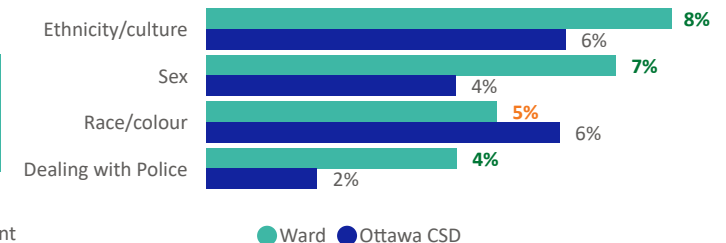
8% Bought Security Systems
3% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 16 River

62% Have High Confidence in Police

River households are primarily singles, couples and younger families. They earn below-average household incomes and have a higher-than-average proportion of residents identifying as part of a racialized group (42%). Since the beginning of the pandemic, these residents have faced discrimination based on race/colour. Additionally, they exhibit high confidence in major institutions, with 62% showing strong trust in the police.



Demographics (DemoStats)

Total Households



Ward: 21,903
Ottawa CSD: 446,499

Total Household Population



Ward: 52,200
Ottawa CSD: 1,121,031

Average Maintainer Age



52

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
44%	University Degree
24%	High School Certificate
16%	College Diploma

Average Household Income



\$130,538

% of Households with Children at Home



36%

Population by Racialized Identity

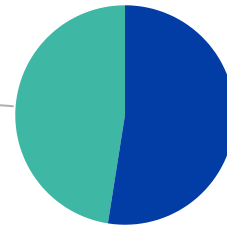
42% identify with a racialized group



Racialized Pop. Group	%
Black	14%
Arab	8%
South Asian	5%

Dwelling Status

48%



52%

Psychographics (SocialValues)

Strong Values

- Anomie-Aimlessness
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality
- Spiritual Quest

Weak Values

- Authoritarian Impulse
- Cultural Assimilation
- Obedience to Authority
- Religion a la Carte
- Vitality

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

32% Strongly Agree

There is more aggression in society than there used to be

38% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

22% Strongly Agree

I am an optimist

20% Strongly Agree

I am perfectly happy with my standard of living

14% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

48% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

43% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$50,000 to \$74,999

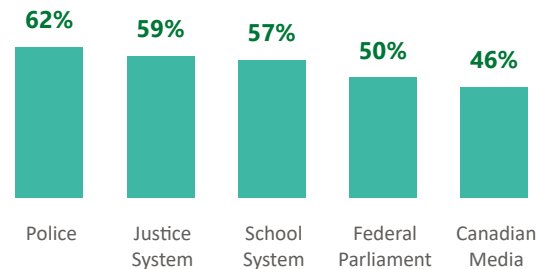
Security Systems Bought Last Year



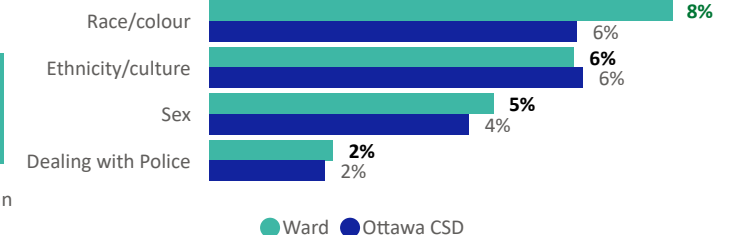
10% Bought Security Systems
4% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 17 Capital

58% Have High Confidence in Police

Capital households are predominantly young university graduates, often singles or couples without children. Compared to the City of Ottawa, they are less likely to identify as part of a racialized group. Residents in this ward generally have an average level of confidence in institutions, except for the Canadian Media, in which they have a strong confidence. Since the beginning of the pandemic, they have been more likely to experience discrimination based on ethnicity/culture, sex, or when interacting with the police.



Demographics (DemoStats)

Total Households



Ward: 19,309
Ottawa CSD: 446,499

Total Household Population



Ward: 41,585
Ottawa CSD: 1,121,031

Average Maintainer Age



49

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
61%	University Degree
19%	High School Certificate
10%	College Diploma

Average Household Income



\$155,780

% of Households with Children at Home



26%

Population by Racialized Identity

27% identify with a racialized group

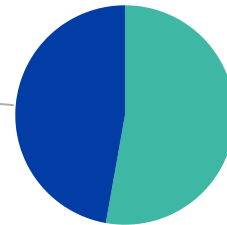


Racialized Pop. Group	%
South Asian	6%
Chinese	5%
Black	5%

Dwelling Status



47%



53%

Behavioural (Vividata)

I worry about violence and crime

31% Strongly Agree

There is more aggression in society than there used to be

36% Strongly Agree

I trust the government to protect my privacy

10% Strongly Agree

My faith is really important to me

21% Strongly Agree

I am an optimist

22% Strongly Agree

I am perfectly happy with my standard of living

17% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

46% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

43% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$15,000 to \$29,999

Security Systems Bought Last Year



7% Bought Security Systems
4% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

- Ecological Concern
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality
- Rejection of Orderliness

Weak Values

- Authoritarian Impulse
- Confidence in Advertising
- Patriarchy
- Primacy of the Family
- Religiosity

Key Social Values

Acceptance of Violence

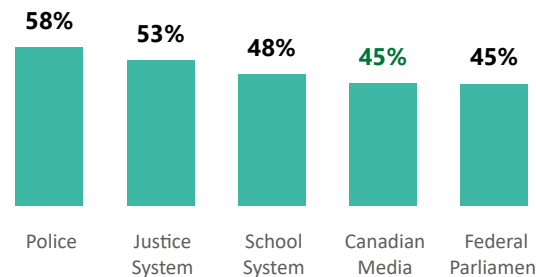
Weak

National Pride

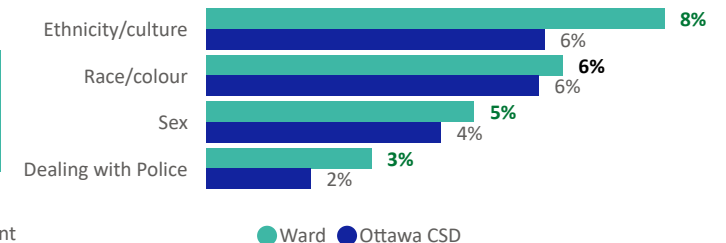
Weak

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



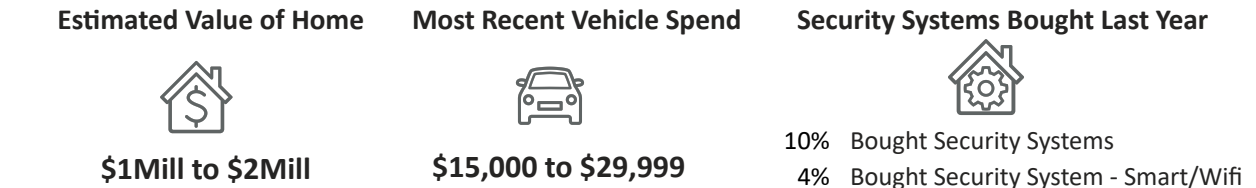
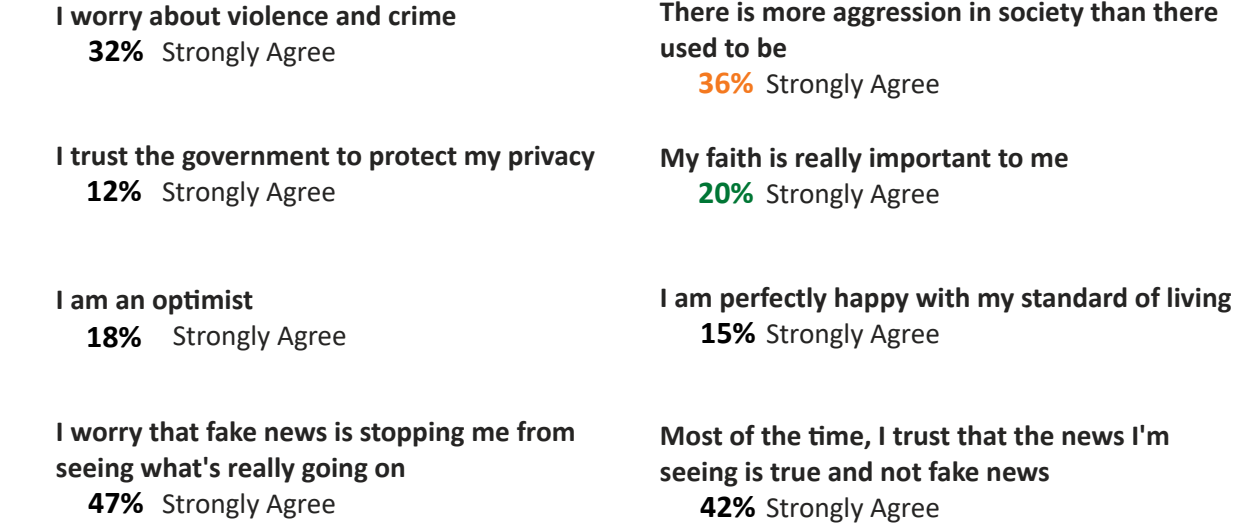
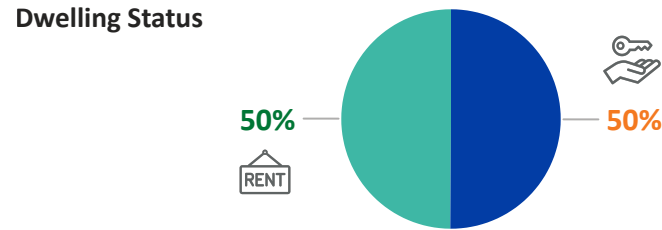
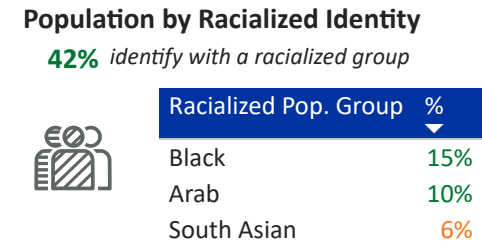
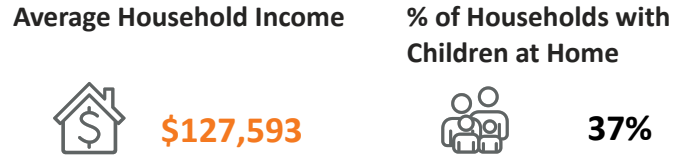
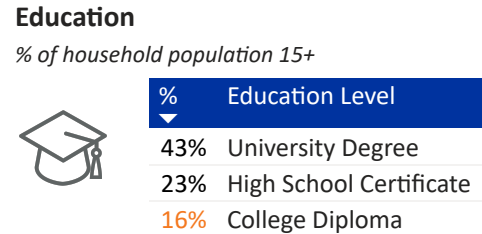
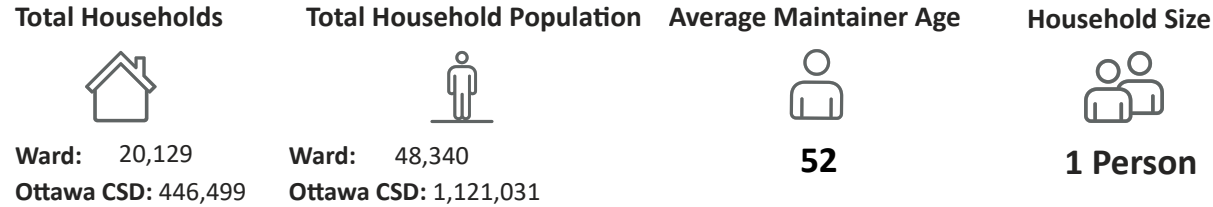
WARD 18 Alta Vista

63% Have High Confidence in Police

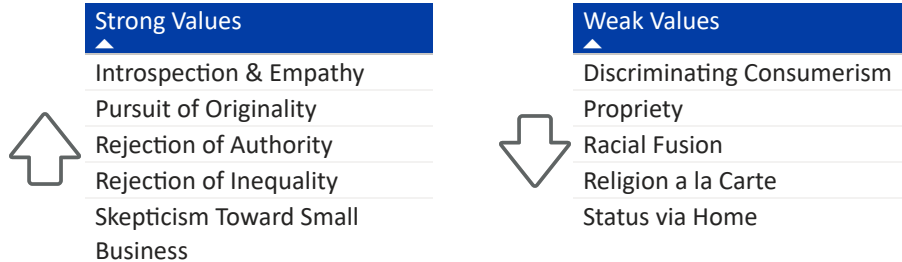
Alta Vista predominantly consists of singles and couples' households, with a notable representation of individuals from racialized communities. These residents exhibit high confidence in major institutions, with 63% expressing strong trust in the police, above the City of Ottawa's average. Furthermore, since the onset of the pandemic, they have reported lower instances of discrimination based on sex, ethnicity/culture, or dealing with the police.



Demographics (DemoStats) Behavioural (Vividata)



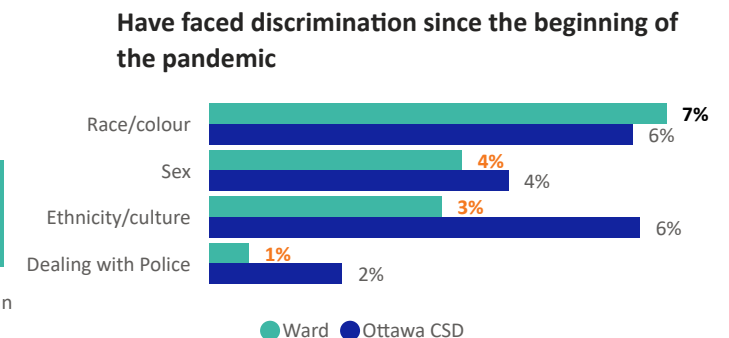
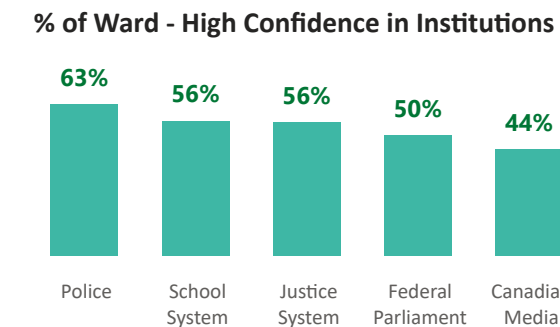
Psychographics (SocialValues) Behavioural (CommunityLife)



Key Social Values

Acceptance of Violence
Moderate

National Pride
Moderate



Sources: DemoStats 2024, SocialValues 2024, Opticks Vividata 2024, CommunityLife 2023 Index Legend: index 110+ / index <=90

WARD 19 Orleans South-Navan

58% Have High Confidence in Police

Orleans South – Navan comprises households with younger affluent families. In this ward, 42% of residents identify as part of a racialized group, including Black (14%), Arab (8%), and South Asian (8%) communities. These residents perceive an increase in societal aggression and tend to worry about violence and crime. As such, an above-average number of households have purchased smart/wi-fi-based security systems in the past year. When asked about confidence in major institutions, they favour the school system and Federal Parliament; 58% express high confidence in the police.



Demographics (DemoStats)

Total Households



Ward: 19,126
Ottawa CSD: 446,499

Total Household Population



Ward: 57,633
Ottawa CSD: 1,121,031

Average Maintainer Age



50

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
41%	University Degree
23%	High School Certificate
20%	College Diploma

Average Household Income



\$165,990

% of Households with Children at Home



56%

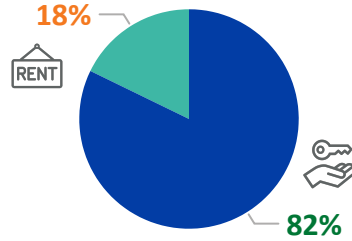
Population by Racialized Identity

42% identify with a racialized group



Racialized Pop. Group	%
Black	14%
Arab	8%
South Asian	8%

Dwelling Status



Psychographics (SocialValues)

Strong Values



- Confidence in Big Business
- Need for Status Recognition
- Patriarchy
- Religiosity
- Social Darwinism

Weak Values



- Financial Concern Regarding the Future
- Primacy of Environmental Protection
- Rejection of Authority
- Rejection of Inequality
- Social Learning

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

I worry about violence and crime

35% Strongly Agree

There is more aggression in society than there used to be

45% Strongly Agree

I trust the government to protect my privacy

14% Strongly Agree

My faith is really important to me

12% Strongly Agree

I am an optimist

16% Strongly Agree

I am perfectly happy with my standard of living

20% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

44% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

52% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$30,000 to \$49,999

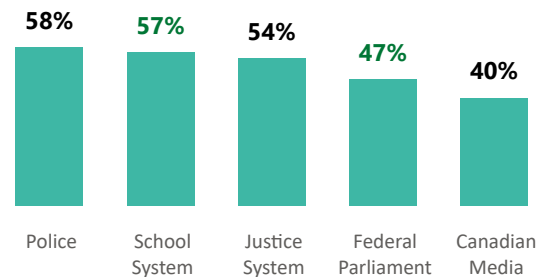
Security Systems Bought Last Year



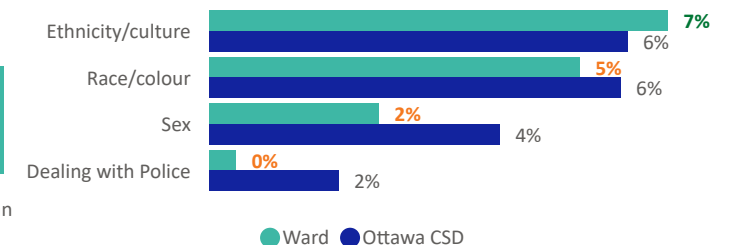
9% Bought Security Systems
12% Bought Security System - Smart/Wifi

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 20 Osgoode

29% Have High Confidence in Police

Osgoode households are comprised of financially well-established homeowner families, who likely have a high school certificate or college diploma as their highest level of education. Only 11% of the population in this ward identifies as part of a racialized group, which is significantly below the City of Ottawa's average. These residents are less concerned about violence and crime than the average Ottawan. Additionally, they exhibit low confidence in institutions, with only 29% expressing high confidence in the police. Residents of Osgoode are also less likely to have faced discrimination since the beginning of the pandemic.



Demographics (DemoStats)

Total Households



Ward: 11,580
Ottawa CSD: 446,499

Total Household Population



Ward: 32,770
Ottawa CSD: 1,121,031

Average Maintainer Age



55

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
31%	University Degree
26%	High School Certificate
24%	College Diploma

Average Household Income



\$181,369

% of Households with Children at Home



48%

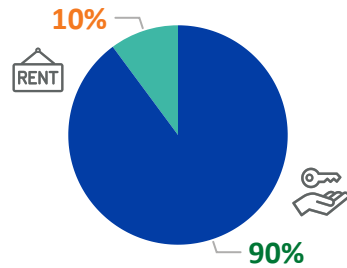
Population by Racialized Identity

11% identify with a racialized group



Racialized Pop. Group	%
South Asian	2%
Arab	2%
Black	2%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

24% Strongly Agree

There is more aggression in society than there used to be

43% Strongly Agree

I trust the government to protect my privacy

15% Strongly Agree

My faith is really important to me

19% Strongly Agree

I am an optimist

24% Strongly Agree

I am perfectly happy with my standard of living

20% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

38% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

47% Strongly Agree

Estimated Value of Home



\$500K to \$750K

Most Recent Vehicle Spend



Under \$15,000

Security Systems Bought Last Year



17% Bought Security Systems
1% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

Apocalyptic Anxiety
Attraction to Nature
Cultural Assimilation
Discriminating Consumerism
Financial Concern Regarding the Future

Weak Values

Attraction For Crowds
Enthusiasm for Technology
Multiculturalism
Ostentatious Consumption
Pursuit of Originality

Key Social Values

Acceptance of Violence

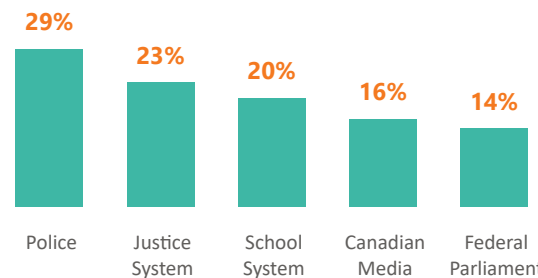
Weak

National Pride

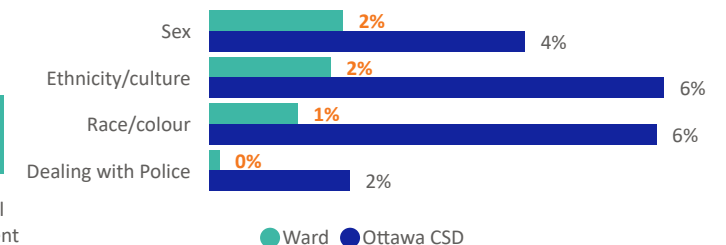
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 21 Rideau-Jock

18% Have High Confidence in Police

Rideau – Jock households have a higher presence of older homeowner families who earn above Ottawa’s average household income. Only 8% of residents identify as part of a racialized group, which is one of the lowest levels in all of Ottawa’s wards. These residents generally do not worry about violence and crime and do not accept that violence should occur in their community. Confidence in major institutions is low, with only 18% expressing high confidence in the police. Additionally, residents are far less likely to have faced discrimination since the pandemic's beginning most Ottawans.



Demographics (DemoStats)

Total Households



Ward: 11,549
Ottawa CSD: 446,499

Total Household Population



Ward: 31,953
Ottawa CSD: 1,121,031

Average Maintainer Age



57

Household Size



2 Persons

Education

% of household population 15+



%	Education Level
36%	University Degree
24%	High School Certificate
24%	College Diploma

Average Household Income



\$181,925

% of Households with Children at Home



46%

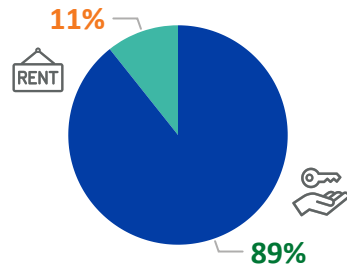
Population by Racialized Identity

8% identify with a racialized group



Racialized Pop. Group	%
South Asian	2%
Black	1%
Arab	1%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

23% Strongly Agree

There is more aggression in society than there used to be

42% Strongly Agree

I trust the government to protect my privacy

14% Strongly Agree

My faith is really important to me

18% Strongly Agree

I am an optimist

25% Strongly Agree

I am perfectly happy with my standard of living

27% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

37% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

49% Strongly Agree

Estimated Value of Home



\$500K to \$750K

Most Recent Vehicle Spend



Under \$15,000

Security Systems Bought Last Year



18% Bought Security Systems
1% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

- Attraction to Nature
- Cultural Assimilation
- Discriminating Consumerism
- Duty
- Financial Concern Regarding the Future

Weak Values

- Attraction For Crowds
- Multiculturalism
- Ostentatious Consumption
- Penchant for Risk
- Pursuit of Originality

Key Social Values

Acceptance of Violence

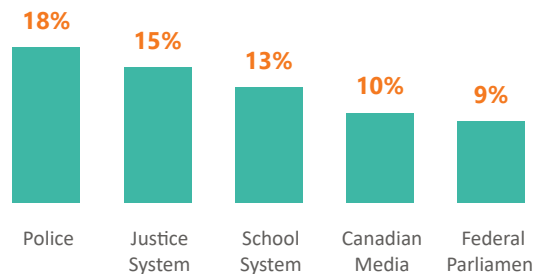
Weak

National Pride

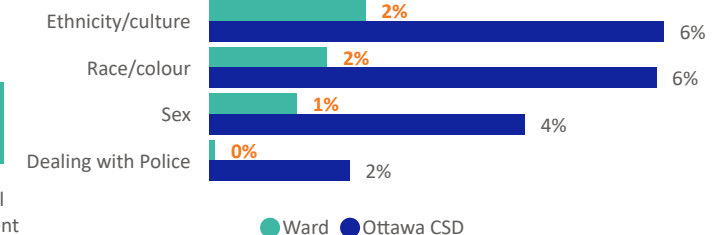
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



WARD 22 Riverside South-Findlay Creek

60% Have High Confidence in Police

Riverside South – Findlay Creek households are primarily younger families who own their homes and earn above-average household incomes. Half of the residents identify as part of a racialized group, with Arab (15%) and South Asian (10%) being the most common. Confidence in major institutions ranges from moderate to high, with 60% expressing high confidence in the police. However, residents in this ward are more likely to have faced discrimination based on ethnicity/culture or race/colour compared to others in the city.



Demographics (DemoStats)

Total Households



Ward: 12,620
Ottawa CSD: 446,499

Total Household Population



Ward: 39,638
Ottawa CSD: 1,121,031

Average Maintainer Age



48

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
47%	University Degree
21%	High School Certificate
17%	College Diploma

Average Household Income



\$184,088

% of Households with Children at Home



60%

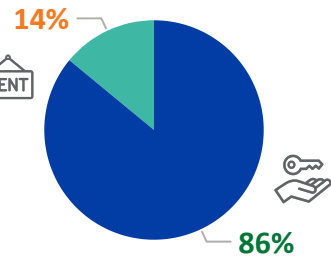
Population by Racialized Identity

50% identify with a racialized group



Racialized Pop. Group	%
Arab	15%
South Asian	10%
Black	8%

Dwelling Status



Behavioural (Vividata)

I worry about violence and crime

35% Strongly Agree

There is more aggression in society than there used to be

45% Strongly Agree

I trust the government to protect my privacy

13% Strongly Agree

My faith is really important to me

13% Strongly Agree

I am an optimist

17% Strongly Agree

I am perfectly happy with my standard of living

16% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

46% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

46% Strongly Agree

Estimated Value of Home



\$400K to \$500K

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year



9% Bought Security Systems
6% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values

Confidence in Big Business
Patriarchy
Religiosity
Social Darwinism
Status via Home

Weak Values

Brand Apathy
Cultural Assimilation
Financial Concern Regarding the Future
Primacy of Environmental Protection
Rejection of Inequality

Key Social Values

Acceptance of Violence

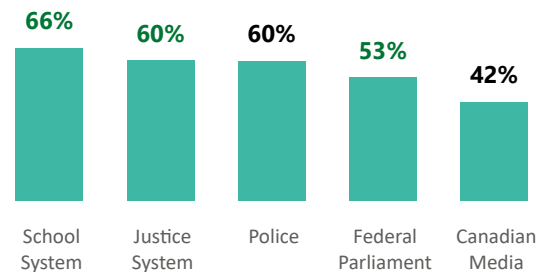
Moderate

National Pride

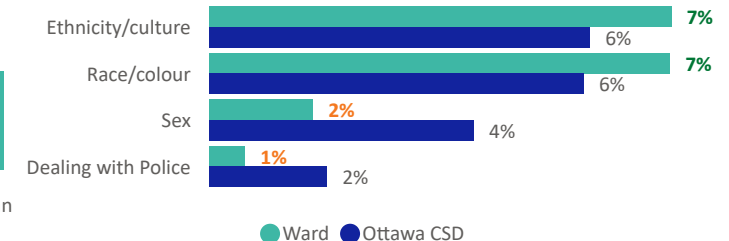
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



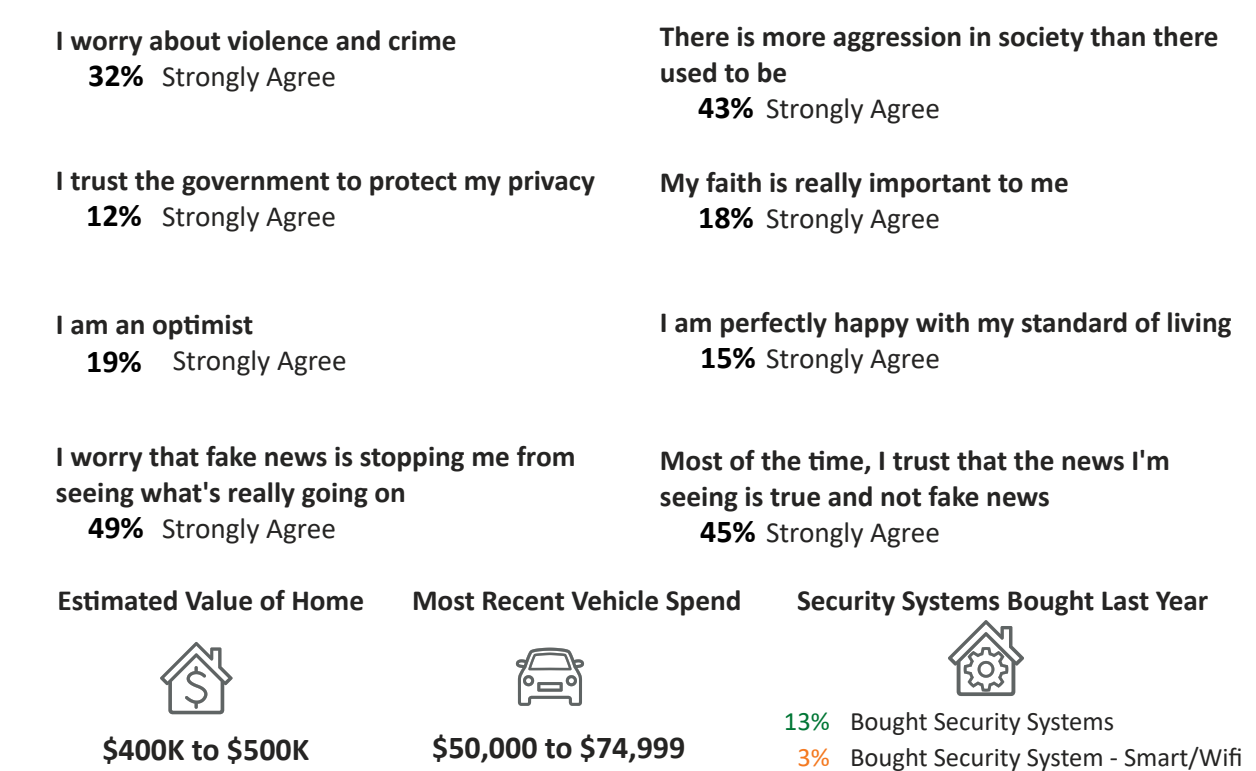
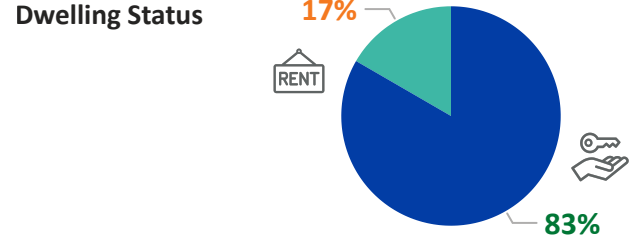
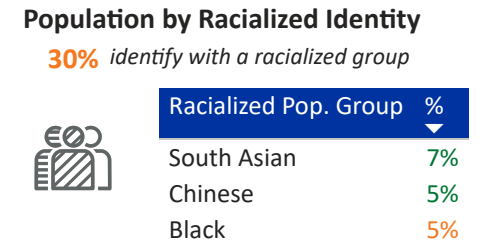
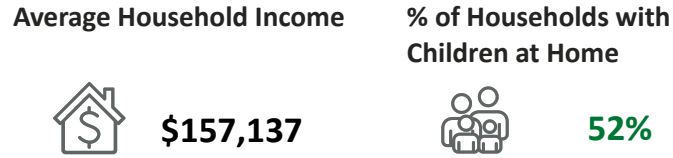
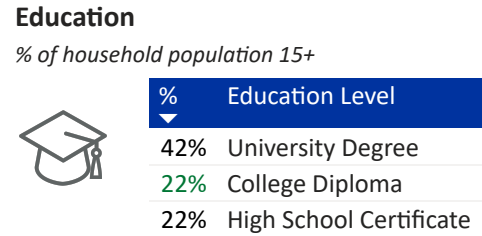
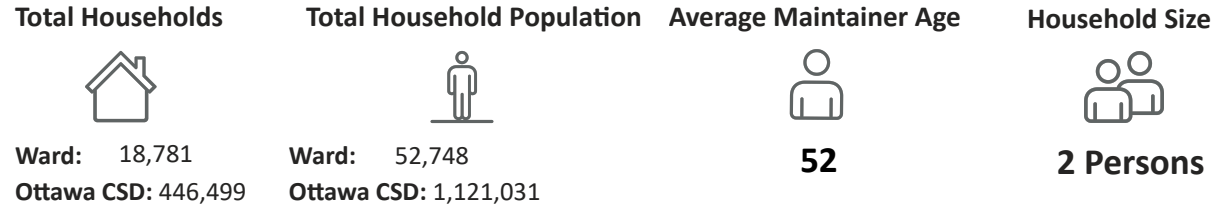
WARD 23 Kanata South

64% Have High Confidence in Police

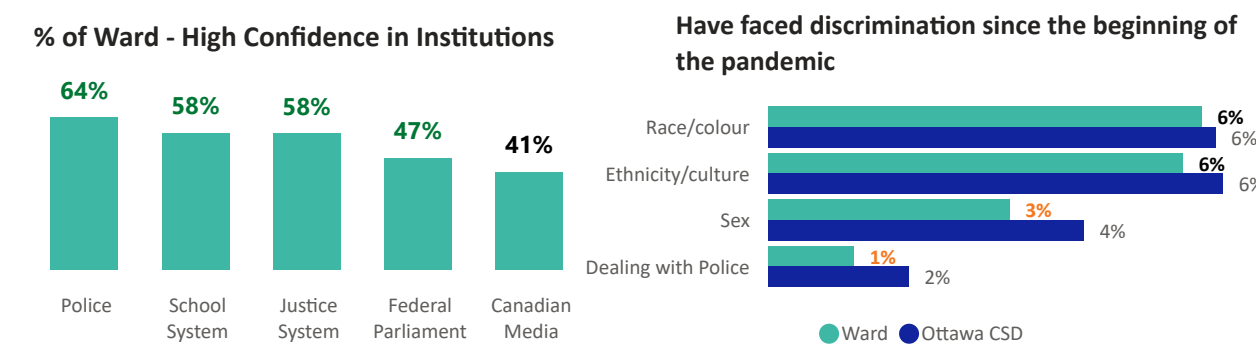
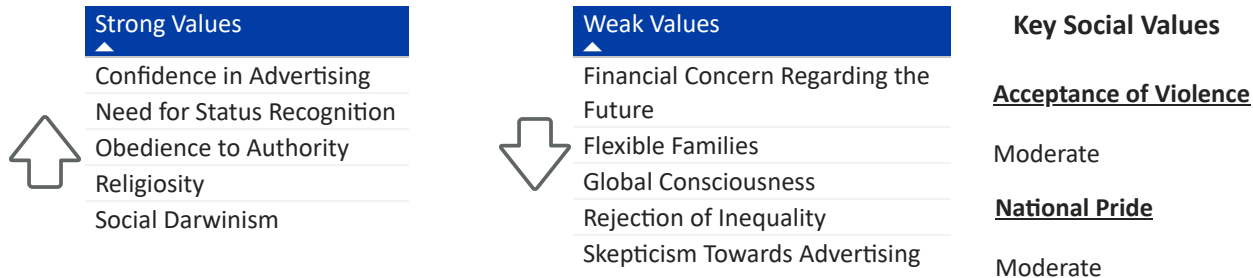
Kanata South is comprised of middle-income family households. Nearly a third of the residents identify as part of a racialized group, which is below the City of Ottawa's average. They generally exhibit high confidence in the police (64%) and other major institutions, even though an above-average number of these households have purchased a security system in the past year. Also, since the onset of the pandemic, they have been less likely to face discrimination based on sex or when dealing with the police.



Demographics (DemoStats) Behavioural (Vividata)



Psychographics (SocialValues) Behavioural (CommunityLife)



Sources: DemoStats 2024, SocialValues 2024, Opticks Vividata 2024, CommunityLife 2023 Index Legend: index 110+ / index <=90

WARD 24 Barrhaven East

63% Have High Confidence in Police

Barrhaven East households mainly consist of high-earning families, with half identifying as part of a racialized group. These families show strong confidence in major institutions, with 63% expressing high confidence in the police. However, residents in this ward are more likely to have experienced racial discrimination compared to residents in Ottawa. Additionally, there is a general acceptance that violence may occur within their community.



Demographics (DemoStats)

Total Households



Ward: 17,632
Ottawa CSD: 446,499

Total Household Population



Ward: 54,483
Ottawa CSD: 1,121,031

Average Maintainer Age



51

Household Size



4 Persons

Education

% of household population 15+



%	Education Level
42%	University Degree
23%	High School Certificate
19%	College Diploma

Average Household Income



\$163,071

% of Households with Children at Home



59%

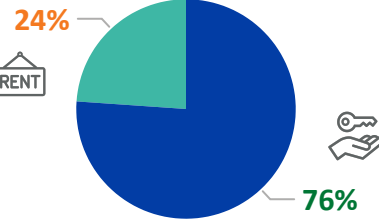
Population by Racialized Identity

50% identify with a racialized group



Racialized Pop. Group	%
South Asian	11%
Arab	10%
Chinese	9%

Dwelling Status



76%

Behavioural (Vividata)

I worry about violence and crime

30% Strongly Agree

There is more aggression in society than there used to be

39% Strongly Agree

I trust the government to protect my privacy

14% Strongly Agree

My faith is really important to me

16% Strongly Agree

I am an optimist

17% Strongly Agree

I am perfectly happy with my standard of living

10% Strongly Agree

I worry that fake news is stopping me from seeing what's really going on

54% Strongly Agree

Most of the time, I trust that the news I'm seeing is true and not fake news

47% Strongly Agree

Estimated Value of Home



\$300K to \$400K

Most Recent Vehicle Spend



\$50,000 to \$74,999

Security Systems Bought Last Year



11% Bought Security Systems
5% Bought Security System - Smart/Wifi

Psychographics (SocialValues)

Strong Values



Confidence in Big Business
Enthusiasm for Technology
Need for Status Recognition
Social Darwinism
Status via Home

Weak Values



Brand Apathy
Cultural Assimilation
Financial Concern Regarding the Future
Rejection of Inequality
Skepticism Toward Small Business

Key Social Values

Acceptance of Violence

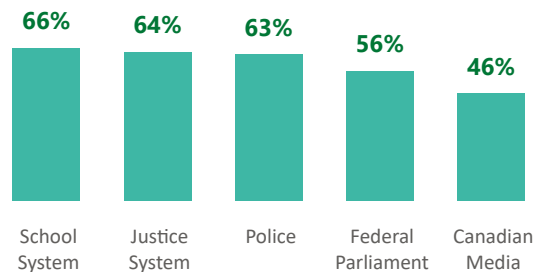
Strong

National Pride

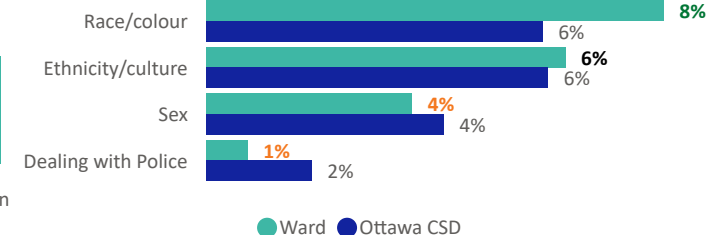
Moderate

Behavioural (CommunityLife)

% of Ward - High Confidence in Institutions



Have faced discrimination since the beginning of the pandemic



Thank You!
