

Ottawa Police Service

Ottawa Ward Analysis Update



Project Overview

Objective: A ward analysis update 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. EA will utilize the latest data (2025) for updating the ward profiles.

Enable OPS personnel to leverage existing PowerBI templates to continue maintenance and data updates of the ward analysis.

Deliverables:

- One-page output for each ward
 - Presentation
- How to Use PowerBI Template documentation
 - Presentation/Training Session

Methodology and Approach

Methodology and Approach

- To understand the confidence in police across the 24 wards within the Ottawa CSD, EA utilized a dataset called “CommunityLife .” This subset of the Stats Canada general census focuses on communal variables and people’s perceptions about Canada, their neighbourhood, and public sector enterprises. To showcase high confidence in the police, EA used the top 2 boxes (very high confidence and high confidence) of the Likert scale. The same approach was applied to understand the high confidence levels in other public sector enterprises.
- EA utilized the “DemoStats” dataset to comprehend the demographic makeup of each ward through variables that include the number of households, household population, average household income, education, dwelling status, and racialized identities. Due to the paucity of space, EA included the Top 3 racialized groups in each ward.
- The psychographic make-up can be understood through the “SocialValues” dataset, which showcases the strong and weak social values by each ward. These values can be utilized as communication levers, while designing messaging and can also be part of the strategic initiatives. Acceptance of Violence and National Pride were also highlighted for each ward.
- The behavioural variables from the “Opticks Vividata” dataset provide a glimpse of more psychographics and help to understand the personalities of the residents within the ward.

Confidence in Police Summary and Key Insights

Ward Summary

Ottawa CSD High Confidence in Police This Year: 56%
 Ottawa CSD High Confidence in Police Last Year: 55%

Ward Name	% with High Confidence in Police		
	This Year	Last Year	Difference
Kanata North	66%	67%	-1%
Orleans West-Innes	65%	62%	+3%
Kanata South	65%	64%	+1%
Bay	64%	62%	+2%
Knoxdale-Merivale	63%	65%	-2%
Barrhaven East	62%	63%	-1%
Gloucester-Southgate	62%	60%	+2%
Orleans East-Cumberland	61%	56%	+5%
Riverside South-Findlay Creek	61%	60%	+1%
River	61%	62%	-1%
Alta Vista	60%	63%	-3%
Beacon Hill-Cyrville	60%	64%	-4%

Ward Name	% with High Confidence in Police		
	This Year	Last Year	Difference
Barrhaven West	60%	57%	+3%
Stittsville	58%	50%	+8%
College	58%	59%	-1%
Rideau-Rockcliffe	57%	58%	-1%
Orleans South-Navan	52%	58%	-6%
Capital	51%	58%	-7%
Kitchissippi	48%	52%	-4%
Osgoode	48%	29%	+19%
Rideau-Vanier	40%	45%	-5%
West Carleton-March	33%	13%	+20%
Somerset	32%	41%	-9%
Rideau-Jock	27%	18%	+9%

Index Legend:
 index >= 110+ / index <= 80
 Difference Legend:
 >= +2% / <= -2%



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Key Insights (1/2)

Confidence in Police Services

Overall, City of Ottawa residents tend to show reasonable trust and confidence in police, as 20 of the total of the 24 wards showcase high confidence. Urbanity seems to be a driver of trust and confidence, as **suburban wards** (Kanata North, Orleans West-Innes, and Kanata South) tend to show **higher confidence** in police services, while **rural and central urban wards** such as Rideau-Jock, Somerset, West Carleton-March, and Rideau-Vanier are more likely to report **lower confidence**.

Investing in a deeper dive into the lifestyles, perspectives and attributes by urbanity may unveil additional insights worth pursuing on a community-level.

Income Distribution

There is no definitive correlation between income and confidence in police services, which suggests that **income alone is not a key indicator of trust and confidence**, which means that other dimensions of citizen life and livelihood will move the needle where it counts.

Again, it seems that urbanity plays a more significant role. Among wards that show lower rates of trust and confidence, rural or semi-rural wards (West Carleton-March, Osgoode, and Rideau-Jock) have higher average household incomes while more centrally located wards (Rideau-Vanier, Somerset, and Bay) show lower incomes.

The key insight here is that an overall sense of stability and security is not borne alone out of income. Other factors are at play.

Trust in Institutions

There does seem to be a direct correlation between trust in police services and trust in other institutions. Wards with above-average confidence in police services also tended to show higher levels of trust in other major institutions, including the justice system, federal parliament, school system, and Canadian media. The inverse also holds true, wards with lower levels of confidence in police, also show lower levels of confidence in other institutions.

This presents an opportunity for the OPS to invest in developing strategic communications and collaboration opportunities to maintain high confidence among already-supportive wards. Conversely, this is also an indicator that the OPS would benefit from exploring and implementing different mechanisms of engagement among low-confidence wards.

Key Insights (2/2)

Racialized Community Representation

Wards with **higher proportions of racialized residents and higher police confidence** are generally concentrated in the **southern urban/suburban areas**, while those with **lower proportions and lower confidence** are more **rural and geographically dispersed** across Ottawa's outer edges.

This presents an additional potential area of investment for deeper insights analysis, and links back directly to the potential to ***develop unique, measurable engagement programs for wards with greater ethnic and cultural diversity.***

Discrimination and Confidence Patterns

The overall pattern suggests that **urban density, diversity, and geographic location** all play roles in shaping both discrimination experiences and trust in police services. **Rural wards** located on the **outer edges** of Ottawa (West Carleton-March, Rideau-Jock, Osgoode) reported low levels of discrimination alongside low Police confidence.

Bay, Kanata South, Knoxdale-Merivale, and Orleans East-Cumberland reported low discrimination and high confidence. Somerset and Rideau-Vanier show high discrimination and low confidence, whereas Barrhaven East, Barrhaven West, Gloucester-Southgate, Kanata North, and Riverside South-Findlay Creek reported both high discrimination and high confidence.

There seem to be pockets across the city wherein negative experience associated with discrimination exist in higher concentrations. ***These wards warrant a deeper population analysis to support OPS initiatives to both decrease and mitigate this issue.***

How to use key insights to apply organizational changes (1/2)

The following are Environics Analytics' perspectives on how the Ottawa Police Service could use the findings of the ward analysis to either continue to do what is working, or make actionable changes to policing actions, strategies and tactics:

- **Targeted Community Engagement in Low-Confidence Wards**

To strengthen community trust, hosting regular listening sessions in Rideau-Jock, Somerset, and West Carleton-March could help to better understand local concerns. Collaborating with respected community leaders in these areas can help co-create safety initiatives that reflect local needs. Additionally, launching ward-specific outreach campaigns through local media and social platforms could improve visibility and promote transparency.

- **Enhance Diversity, Equity & Inclusion (DEI) Training**

Updating OPS training modules to reflect current trends in discrimination and cultural sensitivity and including real stories and lived experiences from racialized and marginalized communities could make the training more meaningful. To track progress, **OPS could invest in pre- and post-training surveys** and gather feedback from community partners to understand the impact. Additionally, OPS could leverage the cultural knowledge and backgrounds of its own staff to help support, educate and empower officers engaging with diverse communities.

How to use key insights to apply organizational changes (2/2)

- **Leverage High-Trust Wards as Models**

OPS could strengthen community policing by documenting successful approaches from Kanata North, Barrhaven East, and Orleans West-Innes. Officers from these high-trust wards could mentor colleagues in areas with lower public confidence, sharing practical strategies and lessons learned. Replicating proven programs in under-performing wards that share other similarities with high-confidence wards could help build consistency and trust across the city.

- **Strengthen Cross-Institutional Collaboration**

The OPS can strengthen community support by working closely with other public sector institutions to deliver coordinated services for maintenance of high support among key wards. Investment in joint messaging campaigns can help reinforce public trust across agencies. Continuing to work across agencies to tackle complex issues like homelessness, addiction, and youth violence could ensure a more unified and effective response with a higher potential positive impact on community perceptions overall.

- **Implement Data-Driven Communication Strategies**

OPS could use its access to key EA datasets to tailor messaging that fits each ward's unique profile. By segmenting audiences based on trust levels, demographics, and media habits, outreach efforts can be more targeted and effective. Tracking engagement—like social media sentiment and event attendance—will help refine messaging over time and ensure it resonates with each community.

Ward Reviews

Alta Vista

60% Have High Confidence in Police This Year

63% Had High Confidence in Police Last Year

Alta Vista is a diverse Ottawa ward where 42% of residents identify as part of racialized communities, notably Black and Arab. The area features mostly two-person households, an average maintainer age of 52, and a household income on par with the city average. Nearly half of the residents rent, and 37% of households have children. Education levels are high, with 43% holding university degrees. Confidence in the Police has dipped slightly in the past year, from 63% to 60%, while trust in other institutions like the school system (53%) and justice system (51%) remains on par with the rest of Ottawa. Social values emphasize culture sampling, social responsibility, and work ethic, with weaker ties to financial security and obedience to authority. Reports of discrimination due to ethnic/cultural reasons or when dealing with the Police are relatively low compared to other neighbourhoods in Ottawa.



Demographics

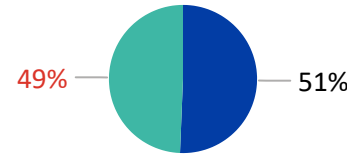


Variable Name	Ward	Ottawa CSD
Household Population	49,852	1,144,378
Households	20,713	454,557

Dwelling Status



● Own ● Rent



Education (% of household population 15+)



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



Average Maintainer Age

52



Household Size

2 Persons



Average Household Income

\$132,650



% of Households with Children at Home

37%

Population by Racialized Community

42% identify with a racialized group



Racialized Pop. Group	%
Black	15%
Arab	10%
South Asian	6%

Psychographics (SocialValues)



Strong Values

Culture Sampling
Rejection of Authority
Sexual Permissiveness
Social Responsibility
Work Ethic



Weak Values

Acceptance of Violence
Attraction to Nature
Financial Security
Obedience to Authority
Rejection of Orderliness

Key Social Values

Acceptance of Violence

Moderate

National Pride

Moderate

Behavioural (Vividata)

47% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

42% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

32% I worry about violence and crime - Strongly Agree

36% There is more aggression in society than there used to be - Strongly Agree

18% I am an optimist - Strongly Agree

20% My faith is really important to me - Strongly Agree

12% I trust the government to protect my privacy - Strongly Agree

15% I am perfectly happy with my standard of living - Strongly Agree



Estimated Value of Home

\$1.0M to \$2.0M



Most Recent Vehicle Spend

\$30K to \$49.9K



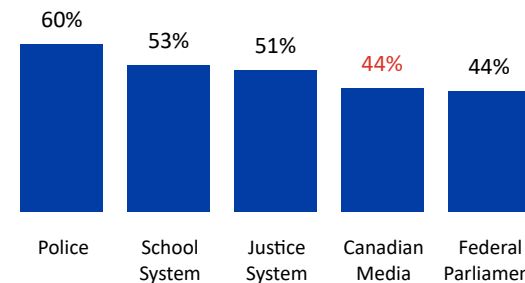
Security Systems Bought Last Year

10% Bought - Security System
4% Bought - Security System - Smart/Wi-Fi

Behavioural (CommunityLife)

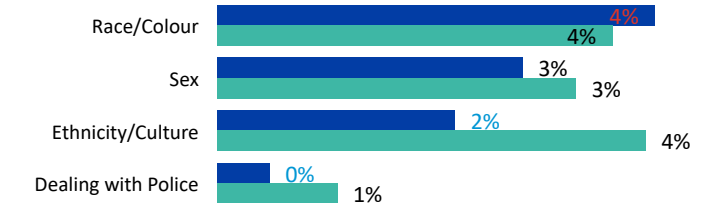
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Barrhaven East

62% Have High Confidence in Police This Year

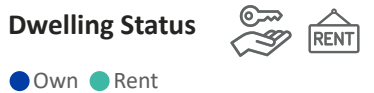
63% Had High Confidence in Police Last Year

Barrhaven East is a highly diverse ward, with 51% identifying as part of a racialized community, primarily South Asian, Arab, and Chinese. Households earn above-average incomes, and 76% of residents own their homes. Most households have two people, and 59% have children at home. Education levels are strong, with 43% holding university degrees. Confidence in the Police remains above-average at 62%, but down slightly from 63% last year. Reports of discrimination based on race (9%), sex (4%), ethnicity (7%), and dealing with the Police (3%) are above city averages. Social values emphasize personal expression, religiosity, and novelty. Additionally, confidence in institutions is above Ottawa's average.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	54,503	1,144,378
Households	17,991	454,557



Education (% of household population 15+)

Education Level	%
University Degree	43%
High School Certificate	23%
College Diploma	19%



Population by Racialized Community

51% identify with a racialized group

Racialized Pop. Group	%
South Asian	12%
Arab	10%
Chinese	9%



Behavioural (Vividata)

- 54% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 47% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 30% I worry about violence and crime - Strongly Agree
- 39% There is more aggression in society than there used to be - Strongly Agree
- 17% I am an optimist - Strongly Agree
- 16% My faith is really important to me - Strongly Agree
- 14% I trust the government to protect my privacy - Strongly Agree
- 10% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Confidence in Big Business
- Importance of Price
- Personal Expression
- Pursuit of Novelty
- Religiosity

Weak Values

- Attraction to Nature
- Brand Apathy
- Confidence in Small Business
- Racial Fusion
- Rejection of Inequality

Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward

Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD

Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Barrhaven West

60% Have High Confidence in Police This Year
 57% Had High Confidence in Police Last Year

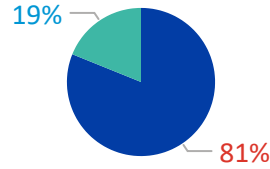
Barrhaven West is a diverse, family ward, with 48% identifying as part of a racialized community, mainly South Asian, Chinese, and Arab. These families have an above-average household income, and 81% of residents own their homes. Households in the neighbourhood tend to be comprised of 2 people; however, there is also a strong contingent (57%) of households with children at home. Education levels are high, with 45% holding university degrees. Confidence in the Police has increased from 57% to 60%, though it remains average when compared to the rest of the city. Social values emphasize religiosity, traditional family, and status recognition. Reports of discrimination are high, especially for ethnicity/culture. Confidence in institutions tends to be higher, particularly for the justice system (57%), school system (57%), and federal parliament (47%).



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	63,704	1,144,378
Households	20,694	454,557

Dwelling Status
 ● Own ● Rent



Education (% of household population 15+)

Education Level	%
University Degree	45%
High School Certificate	22%
College Diploma	19%

Average Maintainer Age
 51

Household Size
 2 Persons

Population by Racialized Community

48% identify with a racialized group

Racialized Pop. Group	%
South Asian	12%
Chinese	10%
Arab	9%

Average Household Income
 \$170,943

% of Households with Children at Home
 57%

Behavioural (Vividata)

- 51% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 32% I worry about violence and crime - Strongly Agree
- 43% There is more aggression in society than there used to be - Strongly Agree
- 21% I am an optimist - Strongly Agree
- 18% I am perfectly happy with my standard of living - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree
- 12% My faith is really important to me - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Active Government
- Need for Status Recognition
- Ostentatious Consumption
- Religiosity
- Traditional Family

Weak Values

- Anomie-Aimlessness
- Attraction to Nature
- Brand Apathy
- Financial Concern Regarding the Future
- Primacy of Environmental Protection

Key Social Values

Acceptance of Violence

Moderate

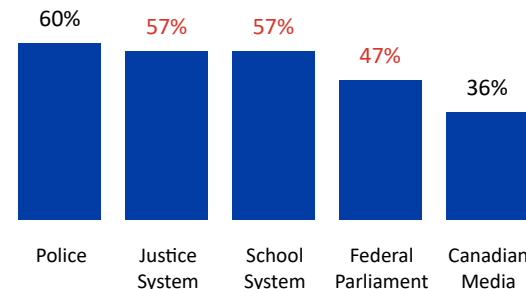
National Pride

Strong

Behavioural (CommunityLife)

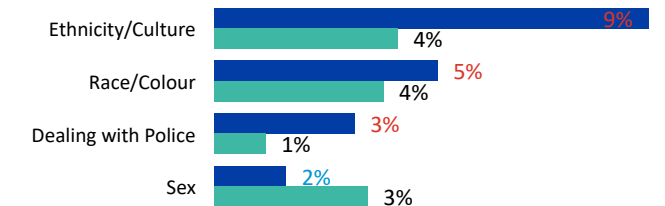
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Bay

64% Have High Confidence in Police This Year

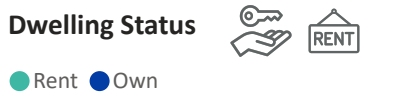
62% Had High Confidence in Police Last Year

Bay ward has a moderately diverse population, with 36% identifying as part of a racialized community, primarily Black and South Asian. The average household income is on par with the city average, and 56% of residents own their homes. Households tend to consist of one person, and close to a third of them (32%) have children. Education levels are strong, with 44% holding university degrees. Confidence in the Police has increased from 62% to 64% in the past year, remaining above-average. Social values emphasize work ethic, equal relationships with youth, and skepticism toward authority. Reports of discrimination are low, especially in Police interactions. Confidence in institutions is high across all major institution types.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	54,122	1,144,378
Households	24,142	454,557



Education (% of household population 15+)

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



Population by Racialized Community

36% identify with a racialized group

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



Behavioural (Vividata)

- 47% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 40% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 40% There is more aggression in society than there used to be - Strongly Agree
- 34% I worry about violence and crime - Strongly Agree
- 20% My faith is really important to me - Strongly Agree
- 20% I am an optimist - Strongly Agree
- 15% I am perfectly happy with my standard of living - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Equal Relationship with Youth
- Rejection of Authority
- Sexual Permissiveness
- Skepticism Towards Advertising
- Work Ethic

Weak Values

- Acceptance of Violence
- Financial Security
- Legacy
- Obedience to Authority
- Propriety

Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward

Institution	Ward	Ottawa CSD
Police	64%	57%
School System	57%	56%
Justice System	56%	50%
Federal Parliament	50%	46%
Canadian Media	46%	-

Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD

Category	Ward	Ottawa CSD
Race/Colour	3%	4%
Sex	2%	3%
Ethnicity/Culture	1%	4%
Dealing with Police	0%	1%

Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Beacon Hill-Cyrville

60% Have High Confidence in Police This Year

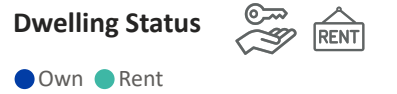
64% Had High Confidence in Police Last Year

Beacon Hill-Cyrville is a diverse ward, with 41% identifying as part of a racialized community, primarily Black. The average household income is on par with the city average, and 65% of residents own their homes. Most households have two people, and 42% include children. Over a third of adults in these households hold a university degree. Confidence in the Police has declined from 64% to 60%, shifting from above-average to average. Social values emphasize personal expression, social responsibility, and work ethic. Reports of discrimination are low for ethnicity and dealing with the Police, but slightly higher for race/colour and sex. Additionally, confidence in major institutions is on par with the Ottawa average.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	37,262	1,144,378
Households	14,399	454,557



Education (% of household population 15+)

Education Level	%
University Degree	39%
High School Certificate	26%
College Diploma	18%



Population by Racialized Community

41% identify with a racialized group

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

Average Household Income	\$139,137
% of Households with Children at Home	42%

Behavioural (Vividata)

- 45% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 40% There is more aggression in society than there used to be - Strongly Agree
- 31% I worry about violence and crime - Strongly Agree
- 19% My faith is really important to me - Strongly Agree
- 17% I am an optimist - Strongly Agree
- 16% I am perfectly happy with my standard of living - Strongly Agree
- 12% I trust the government to protect my privacy - Strongly Agree

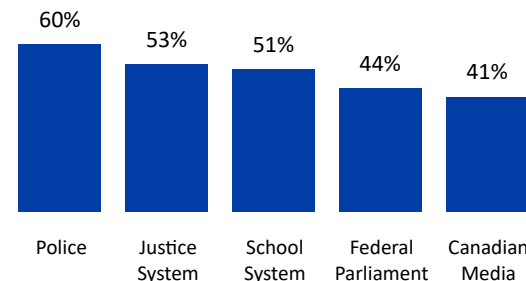
Psychographics (SocialValues)

Strong Values	Weak Values	Key Social Values
Joy of Consumption	Acceptance of Violence	Acceptance of Violence
Personal Expression	Attraction to Nature	Moderate
Social Learning	Ecological Fatalism	National Pride
Social Responsibility	Rejection of Orderliness	Moderate
Work Ethic	Social Darwinism	

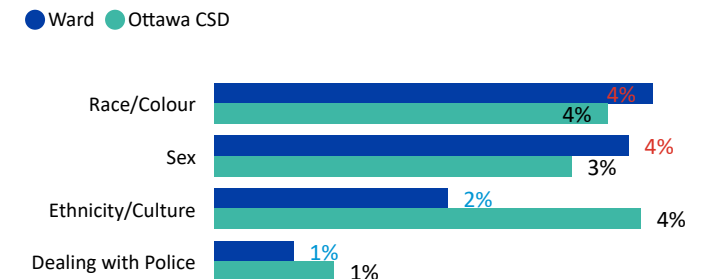
Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic



Capital

51% Have High Confidence in Police This Year

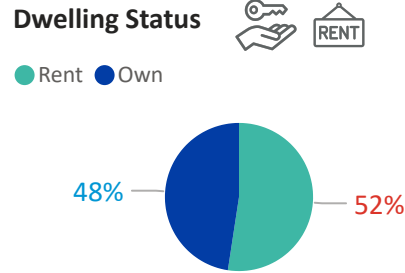
58% Had High Confidence in Police Last Year

The Capital ward has high levels of education; 64% hold a university degree. Also, compared to the rest of the city, the diversity levels are lower, with 27% identifying as part of a racialized community. The average household income is on par with the city average. Most households have two people; only 27% include children, and over half of residents rent (52%). Confidence in the Police has declined from 58% to 51%, indicating a notable change in confidence levels. Social values emphasize environmental protection, cultural sampling, and personal control. Discrimination reports are mostly low, but are significantly above-average for sex-based discrimination. Overall, confidence in major institutions is on par with the Ottawa averages.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	43,043	1,144,378
Households	19,814	454,557



Education (% of household population 15+)

Education Level	%
University Degree	64%
High School Certificate	18%
College Diploma	10%



Population by Racialized Community

27% identify with a racialized group

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



Behavioural (Vividata)

- 46% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 43% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 36% There is more aggression in society than there used to be - Strongly Agree
- 21% My faith is really important to me - Strongly Agree
- 31% I worry about violence and crime - Strongly Agree
- 22% I am an optimist - Strongly Agree
- 10% I trust the government to protect my privacy - Strongly Agree
- 17% I am perfectly happy with my standard of living - Strongly Agree

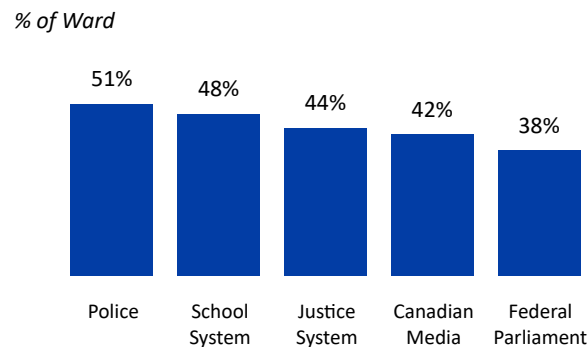


Psychographics (SocialValues)

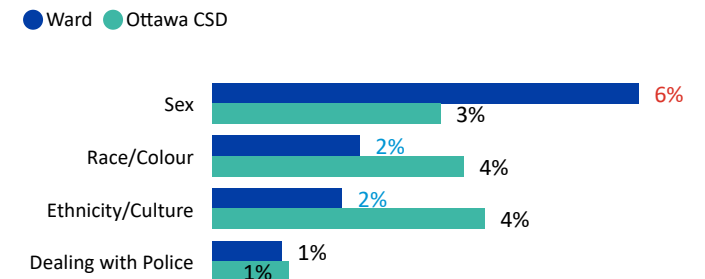
Strong Values	Weak Values	Key Social Values
Culture Sampling	Authoritarian Impulse	Acceptance of Violence
Ecological Concern	Fatalism	Weak
Personal Control	Obedience to Authority	National Pride
Primacy of Environmental Protection	Parochialism	Moderate
Rejection of Authority	Sexism	

Behavioural (CommunityLife)

High Confidence in Institutions



Have Faced Discrimination Since the Beginning of the Pandemic



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

College

58% Have High Confidence in Police This Year

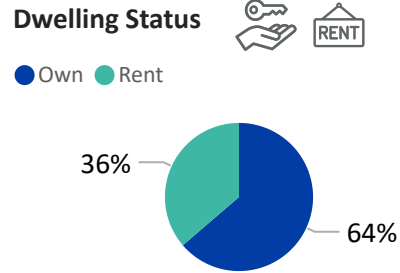
59% Had High Confidence in Police Last Year

College ward is moderately diverse, with 31% identifying as part of a racialized community. Households earn average household incomes, and 64% of residents own their homes. Most households have two people, and 37% include children. Education levels are solid, with 41% holding university degrees. Confidence in the Police has slightly declined from 59% to 58%, remaining average. Reports of discrimination are slightly higher for race (4%) and sex (4%), but lower for ethnicity (3%) and Police interactions (1%). Social values emphasize environmental protection, social responsibility, and work ethic. Additionally, confidence in major institutions tends to be average.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	55,787	1,144,378
Households	22,467	454,557



Education (% of household population 15+)

Education Level	%
University Degree	41%
High School Certificate	24%
College Diploma	21%



Population by Racialized Community

31% identify with a racialized group

Racialized Pop. Group	%
South Asian	8%
Black	5%
Chinese	5%



Behavioural (Vividata)

- 50% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 43% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 33% I worry about violence and crime - Strongly Agree
- 39% There is more aggression in society than there used to be - Strongly Agree
- 19% I am an optimist - Strongly Agree
- 21% My faith is really important to me - Strongly Agree
- 11% I trust the government to protect my privacy - Strongly Agree
- 14% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Culture Sampling
- Primacy of Environmental Protection
- Social Learning
- Social Responsibility
- Work Ethic

Weak Values

- Acceptance of Violence
- Attraction For Crowds
- Attraction to Nature
- Ecological Fatalism
- Social Darwinism

Key Social Values

Acceptance of Violence

Moderate

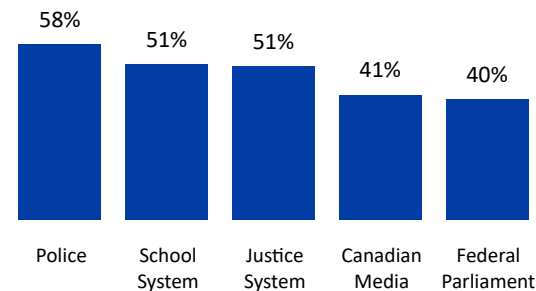
National Pride

Moderate

Behavioural (CommunityLife)

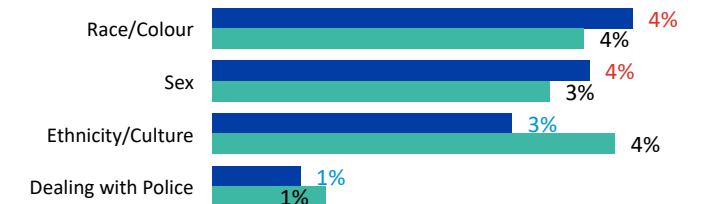
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Gloucester-Southgate

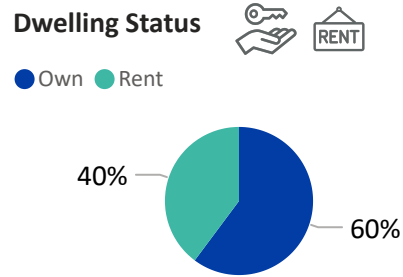
62% Have High Confidence in Police This Year
60% Had High Confidence in Police Last Year

Gloucester-Southgate is a highly diverse ward, with 54% identifying as part of a racialized community, primarily Arab and Black. The average household income is on par with the city average, and 60% of residents own their homes. Most households have two people, and 48% include children. Education levels vary, with 36% holding a university degree and 27% a high school diploma. Confidence in the Police has increased from 60% to 62%, rising from average to above-average. Reports of discrimination are notably higher for race (8%) and ethnicity (5%). These residents also tend to have high confidence in major institutions, particularly the Police (62%), Justice System (58%), School System (55%), and Federal Parliament (48%). Social values emphasize creativity, novelty, and price sensitivity.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	53,188	1,144,378
Households	19,390	454,557



Education (% of household population 15+)

Education Level	%
University Degree	36%
High School Certificate	27%
College Diploma	17%



Population by Racialized Community

54% identify with a racialized group

Racialized Pop. Group	%
Arab	19%
Black	17%
South Asian	4%



Behavioural (Vividata)

- 48% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 44% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 41% There is more aggression in society than there used to be - Strongly Agree
- 22% My faith is really important to me - Strongly Agree
- 17% I am an optimist - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree
- 12% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Importance of Price
- Joy of Consumption
- Personal Creativity
- Pursuit of Novelty
- Search for Roots

Weak Values

- Attraction to Nature
- Fulfilment Through Work
- Rejection of Authority
- Rejection of Orderliness
- Sensualism

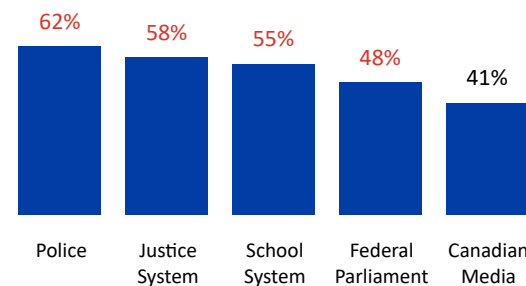
Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)

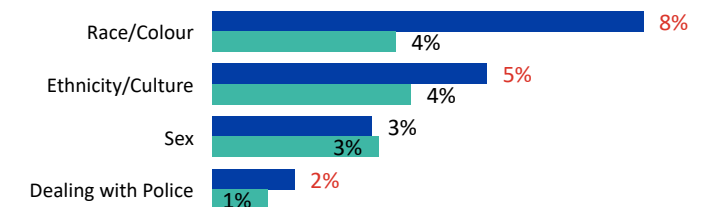
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, SocialValues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Kanata North

66% Have High Confidence in Police This Year

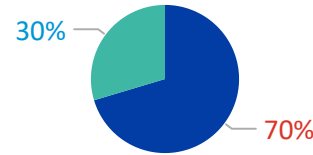
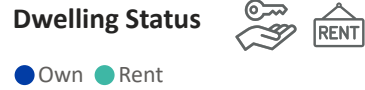
67% Had High Confidence in Police Last Year

Kanata North is a highly diverse ward, with 49% identifying as part of a racialized community, mainly Chinese and South Asian. Households earn above-average incomes compared to the city, and 70% of residents own their homes. Most households have two people, and 51% include children. Education levels are strong, with 53% holding university degrees. Confidence in the Police has decreased slightly from 67% to 66%, though it remains above-average. Reports of discrimination are above-average for race (6%), ethnicity (6%), and dealing with the Police (3%). Social values emphasize novelty, big business, and sexual permissiveness. The ward shows high trust in major institutions overall.



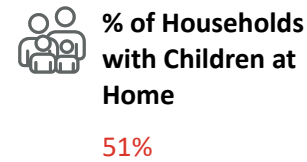
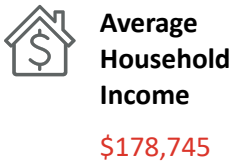
Demographics

Variable Name	Ward	Ottawa CSD
Household Population	47,146	1,144,378
Households	16,808	454,557



Education (% of household population 15+)

Education Level	%
University Degree	53%
High School Certificate	21%
College Diploma	14%



Population by Racialized Community

49% identify with a racialized group

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

Behavioural (Vividata)

- 50% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 33% I worry about violence and crime - Strongly Agree
- 39% There is more aggression in society than there used to be - Strongly Agree
- 20% I am an optimist - Strongly Agree
- 15% My faith is really important to me - Strongly Agree
- 11% I trust the government to protect my privacy - Strongly Agree
- 14% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Confidence in Big Business
- Pursuit of Novelty
- Sexism
- Sexual Permissiveness
- Social Darwinism

Weak Values

- Apocalyptic Anxiety
- Attraction to Nature
- Brand Apathy
- Confidence in Small Business
- Rejection of Inequality

Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward

Institution	Police	Justice System	School System	Federal Parliament	Canadian Media
Confidence (%)	66%	64%	62%	56%	47%

Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD

Category	Ward (%)	Ottawa CSD (%)
Race/Colour	6%	4%
Ethnicity/Culture	6%	4%
Dealing with Police	3%	1%
Sex	3%	3%

Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Kanata South

65% Have High Confidence in Police This Year

64% Had High Confidence in Police Last Year

Kanata South is a moderately diverse ward, with 31% identifying as part of a racialized community, mainly South Asian and Chinese. The average household income is on par with the city average, and 83% of residents own their homes. Most households have two people, and 52% include children. Education levels are strong, with 43% holding university degrees. Confidence in the Police has increased slightly from 64% to 65%, remaining above-average. Reports of discrimination are lower compared to Ottawa averages. The ward shows high trust in institutions overall.

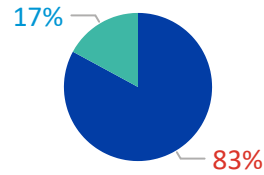


Demographics

Variable Name	Ward	Ottawa CSD
Household Population	54,634	1,144,378
Households	19,522	454,557

Dwelling Status

Own Rent



Education (% of household population 15+)

Education Level	%
University Degree	43%
College Diploma	22%
High School Certificate	22%

Average Maintainer Age

52

Household Size

2 Persons

Population by Racialized Community

31% identify with a racialized group

Racialized Pop. Group	%
South Asian	8%
Chinese	5%
Black	5%

Average Household Income

\$163,696

% of Households with Children at Home

52%

Behavioural (Vividata)

49% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

32% I worry about violence and crime - Strongly Agree

43% There is more aggression in society than there used to be - Strongly Agree

19% I am an optimist - Strongly Agree

18% My faith is really important to me - Strongly Agree

12% I trust the government to protect my privacy - Strongly Agree

15% I am perfectly happy with my standard of living - Strongly Agree

Estimated Value of Home

\$750K to \$1.0M

Most Recent Vehicle Spend

\$30K to \$49.9K

Security Systems Bought Last Year

13% Bought - Security System

2% Bought - Security System - Smart/Wi-Fi

Psychographics (SocialValues)

Strong Values

- Confidence in Big Business
- Personal Expression
- Pursuit of Novelty
- Religiosity
- Sexism

Weak Values

- Attraction to Nature
- Brand Apathy
- Confidence in Small Business
- Primacy of Environmental Protection
- Rejection of Inequality

Key Social Values

Acceptance of Violence

Moderate

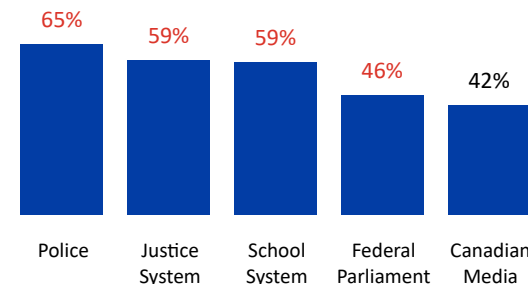
National Pride

Moderate

Behavioural (CommunityLife)

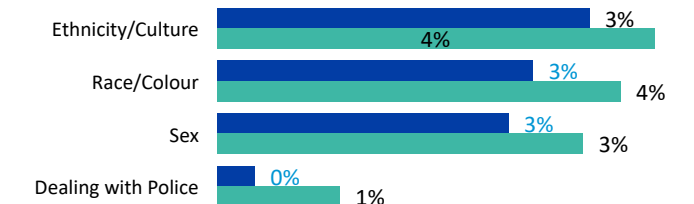
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

Ward Ottawa CSD



Kitchissippi

48% Have High Confidence in Police This Year

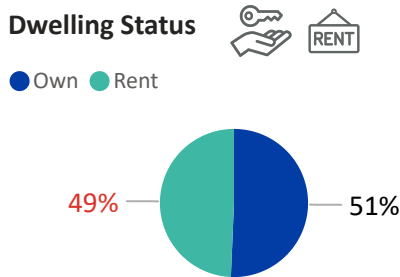
52% Had High Confidence in Police Last Year

Kitchissippi ward has incomes well-above the Ottawa average and almost two-thirds of their residents hold a university degree. Within this neighbourhood, only 21% identify as part of a racialized community, and close to half of the residents rent (49%). Most households consist of one person, and just 27% include children. Confidence in the Police has declined from 52% to 48%, but remains average. Reports of discrimination are below average for ethnicity (3%), race/colour (2%), and when dealing with the Police (1%), but higher for sex (5%). Social values emphasize environmental protection, personal control, and cultural sampling. Overall, confidence in major institutions tends to be on par with the city average.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	42,641	1,144,378
Households	20,376	454,557



Education (% of household population 15+)

Education Level	%
University Degree	63%
High School Certificate	15%
College Diploma	12%



Population by Racialized Community

21% identify with a racialized group

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



Behavioural (Vividata)

- 44% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 46% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 30% I worry about violence and crime - Strongly Agree
- 39% There is more aggression in society than there used to be - Strongly Agree
- 21% I am an optimist - Strongly Agree
- 21% My faith is really important to me - Strongly Agree
- 10% I trust the government to protect my privacy - Strongly Agree
- 19% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Culture Sampling
- Ecological Concern
- Personal Control
- Primacy of Environmental Protection
- Rejection of Authority

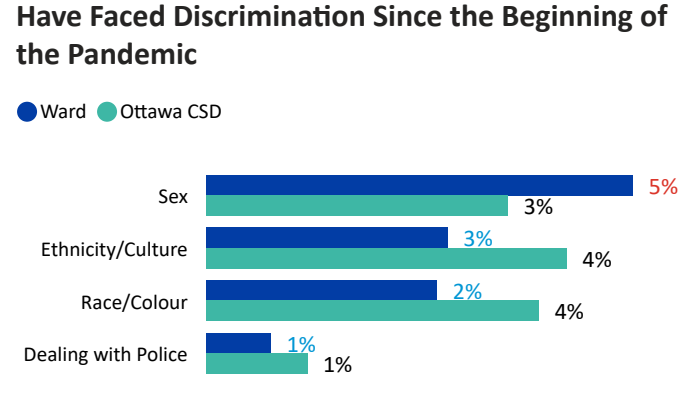
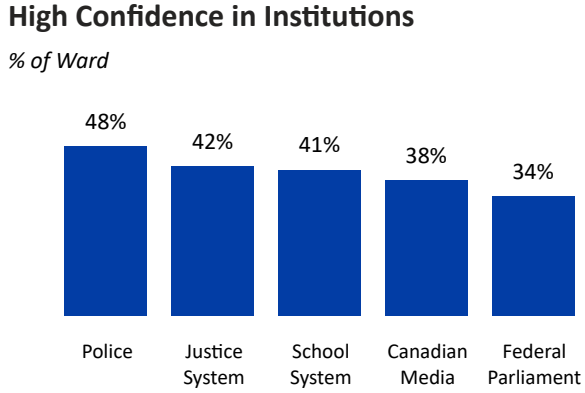
Weak Values

- Acceptance of Violence
- Attraction to Nature
- Fatalism
- Obedience to Authority
- Parochialism

Key Social Values

- Acceptance of Violence: Weak
- National Pride: Moderate

Behavioural (CommunityLife)



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Knoxdale-Merivale

63% Have High Confidence in Police This Year

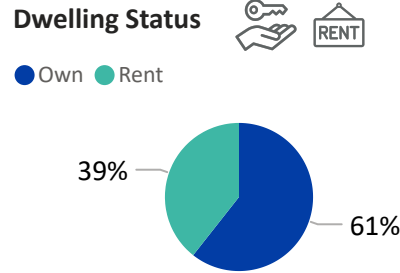
65% Had High Confidence in Police Last Year

Knoxdale-Merivale is a moderately diverse ward, with 36% identifying as part of a racialized community, primarily Black and Arab. The average household income is on par with the city average, and 61% of residents own their homes. Most households have two people, and 39% include children. Education levels are solid, with 41% holding university degrees. Confidence in the Police has declined slightly from 65% to 63%, though it remains above-average. Confidence in major institutions is high overall, while reports of discrimination are low across all categories. Social values emphasize duty, social responsibility, and work ethic.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	43,895	1,144,378
Households	16,957	454,557



Education (% of household population 15+)

Education Level	%
University Degree	41%
High School Certificate	24%
College Diploma	19%



Population by Racialized Community

36% identify with a racialized group

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



Behavioural (Vividata)

- 48% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 35% I worry about violence and crime - Strongly Agree
- 40% There is more aggression in society than there used to be - Strongly Agree
- 19% I am an optimist - Strongly Agree
- 23% My faith is really important to me - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree
- 15% I am perfectly happy with my standard of living - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Duty
- Sexual Permissiveness
- Social Learning
- Social Responsibility
- Work Ethic

Weak Values

- Acceptance of Violence
- Attraction For Crowds
- Attraction to Nature
- Obedience to Authority
- Xenophobia

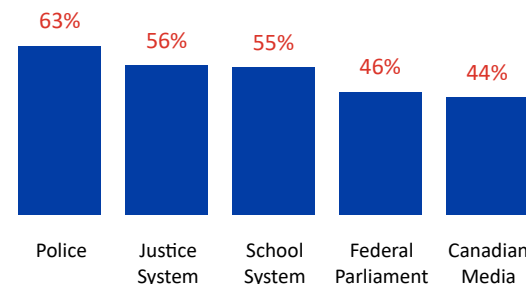
Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)

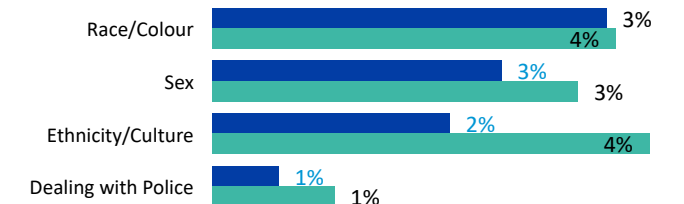
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Orleans East-Cumberland

61% Have High Confidence in Police This Year

56% Had High Confidence in Police Last Year

Orléans East – Cumberland is an affluent ward where majority of residents own their homes (88%), and 47% have children at home. The population is moderately diverse, with 24% identifying as part of a racialized community. Education levels are strong, with 36% holding university degrees. Confidence in the Police is above-average at 61%, up from 56% last year. Reports of discrimination are below city averages across all categories. Social values emphasize appearance, religiosity, and social responsibility. Confidence in institutions like the justice and school systems is near average, while they tend to have high confidence in the Police.



Demographics

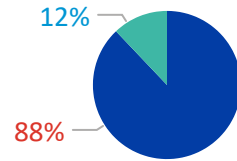


Variable Name	Ward	Ottawa CSD
Household Population	54,697	1,144,378
Households	20,216	454,557

Dwelling Status



● Own ● Rent



Education (% of household population 15+)



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



Average Maintainer Age

56



Household Size

2 Persons



Average Household Income

\$170,593



% of Households with Children at Home

47%

Behavioural (Vividata)

39% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

51% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

29% I worry about violence and crime - Strongly Agree

45% There is more aggression in society than there used to be - Strongly Agree

19% I am an optimist - Strongly Agree

21% I am perfectly happy with my standard of living - Strongly Agree

13% I trust the government to protect my privacy - Strongly Agree

19% My faith is really important to me - Strongly Agree

Population by Racialized Community

24% identify with a racialized group



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



Estimated Value of Home

\$1.0M to \$2.0M



Most Recent Vehicle Spend

\$30K to \$49.9K



Security Systems Bought Last Year

14% Bought - Security System
5% Bought - Security System - Smart/Wi-Fi

Psychographics (SocialValues)



Strong Values

Concern for Appearance
Pursuit of Novelty
Religiosity
Social Responsibility
Vitality



Weak Values

Acceptance of Violence
Apocalyptic Anxiety
Attraction to Nature
Confidence in Small Business
Rejection of Inequality

Key Social Values

Acceptance of Violence

Moderate

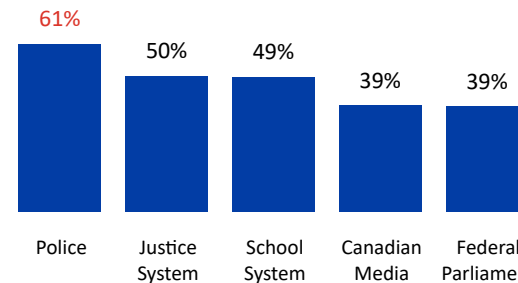
National Pride

Moderate

Behavioural (CommunityLife)

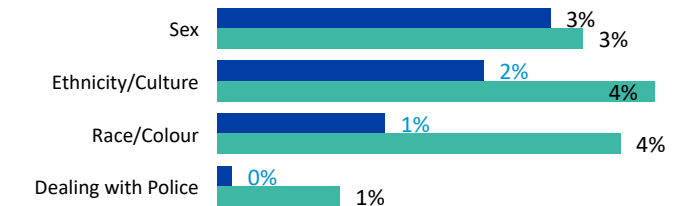
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Orleans South-Navan

52% Have High Confidence in Police This Year

58% Had High Confidence in Police Last Year

Orléans South – Navan is an affluent ward where 82% of residents own their homes and 56% have children at home. The population is highly diverse, with 43% identifying as part of a racialized community, primarily Black, South Asian, and Arab. Education levels are strong, with 41% holding university degrees. Confidence in the Police is average at 52%, down from last year, but remaining average. Reports of discrimination based on ethnicity or culture (6%) are above the city average. Social values emphasize status, personal expression, and religiosity, with strong national pride. Confidence in major institutions tends to be average, yet close to 50% express high confidence in the justice and school systems.

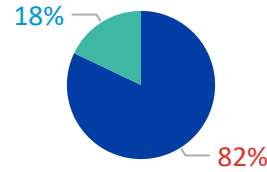


Demographics

Variable Name	Ward	Ottawa CSD
Household Population	58,478	1,144,378
Households	19,444	454,557

Dwelling Status

● Own ● Rent



Education (% of household population 15+)

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

Average Maintainer Age

50

Household Size

2 Persons

Population by Racialized Community

43% identify with a racialized group

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

Average Household Income

\$173,973

% of Households with Children at Home

56%

Behavioural (Vividata)

44% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

52% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

35% I worry about violence and crime - Strongly Agree

45% There is more aggression in society than there used to be - Strongly Agree

16% I am an optimist - Strongly Agree

20% I am perfectly happy with my standard of living - Strongly Agree

14% I trust the government to protect my privacy - Strongly Agree

12% My faith is really important to me - Strongly Agree

Estimated Value of Home

\$500K to \$750K

Most Recent Vehicle Spend

\$30K to \$49.9K

Security Systems Bought Last Year

12% Bought - Security System - Smart/Wi-Fi
9% Bought - Security System

Psychographics (SocialValues)

Strong Values

Confidence in Big Business
Need for Status Recognition
Ostentatious Consumption
Personal Expression
Religiosity

Weak Values

Anomie-Aimlessness
Brand Apathy
Primacy of Environmental Protection
Racial Fusion
Rejection of Inequality

Key Social Values

Acceptance of Violence

Moderate

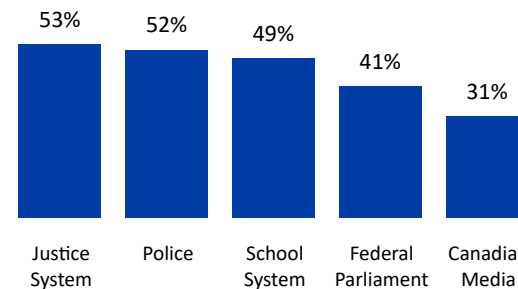
National Pride

Strong

Behavioural (CommunityLife)

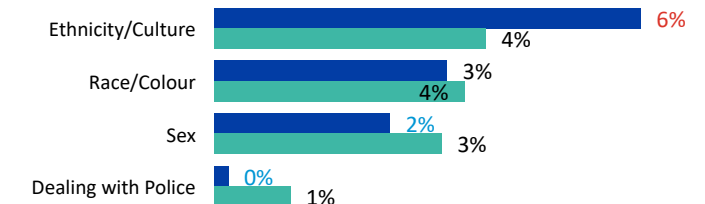
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Orleans West-Innes

65% Have High Confidence in Police This Year
62% Had High Confidence in Police Last Year

Orléans West – Innes leans to be a mature ward with an average maintainer age of 57 and household incomes that align with the city average. Most residents own their homes (82%), and 45% have children at home. The population is on the lower end, with 25% identifying as part of a racialized community. Education levels are strong, with 41% holding university degrees. Confidence in the Police is above-average at 65%, up from 62% last year and remaining above-average. Reports of discrimination are below city averages, though sex discrimination is slightly elevated. Social values emphasize duty, emotional control, and social responsibility. Confidence in major institutions is average, except for Police; however, more than half express high confidence in the justice and school systems.

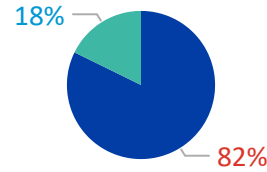


Demographics

Variable Name	Ward	Ottawa CSD
Household Population	49,782	1,144,378
Households	18,686	454,557

Dwelling Status

Own Rent



Education (% of household population 15+)

Education Level	%
University Degree	41%
High School Certificate	25%
College Diploma	20%

Average Maintainer Age

57

Household Size

2 Persons

Population by Racialized Community

25% identify with a racialized group

Racialized Pop. Group	%
Black	8%
Arab	5%
South Asian	4%

Average Household Income

\$159,448

% of Households with Children at Home

45%

Behavioural (Vividata)

- 43% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 47% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 28% I worry about violence and crime - Strongly Agree
- 39% There is more aggression in society than there used to be - Strongly Agree
- 18% I am an optimist - Strongly Agree
- 22% I am perfectly happy with my standard of living - Strongly Agree
- 12% I trust the government to protect my privacy - Strongly Agree
- 19% My faith is really important to me - Strongly Agree

Psychographics (SocialValues)

Strong Values	Weak Values	Key Social Values
Duty	Acceptance of Violence	Acceptance of Violence
Emotional Control	Attraction For Crowds	Moderate
Social Learning	Attraction to Nature	National Pride
Social Responsibility	Confidence in Small Business	Moderate
Work Ethic	Xenophobia	

Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward

Institution	Ward (%)	Ottawa CSD (%)
Police	65%	54%
School System	51%	43%
Justice System	41%	41%
Federal Parliament		
Canadian Media		

Have Faced Discrimination Since the Beginning of the Pandemic

Category	Ward (%)	Ottawa CSD (%)
Sex	4%	3%
Race/Colour	2%	4%
Ethnicity/Culture	2%	4%
Dealing with Police	1%	1%

Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Osgoode

48% Have High Confidence in Police This Year

29% Had High Confidence in Police Last Year

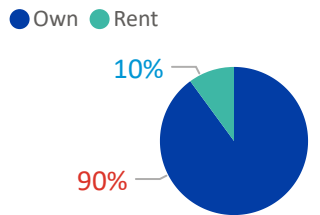
Osgoode is one of the most affluent wards in Ottawa, where 90% of residents own their homes and 48% have children at home. The population is less diverse, with 11% identifying as part of a racialized community—primarily South Asian, Arab, and Black. Education levels vary, with 31% holding university degrees, 26% with high school diplomas, and 23% with college degrees. Confidence in the Police is average at 48%, but has risen significantly from 29% last year. Reports of discrimination are well below city averages across all categories. Social values emphasize ecological concern, personal control, and cultural assimilation. Confidence in major institutions is below-average across the board, including the justice system, school system, federal parliament, and Canadian media.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	33,006	1,144,378
Households	11,632	454,557

Dwelling Status



Education (% of household population 15+)

Education Level	%
University Degree	31%
High School Certificate	26%
College Diploma	23%

Average Maintainer Age
55

Household Size
2 Persons

Population by Racialized Community

11% identify with a racialized group

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

Average Household Income
\$199,882

% of Households with Children at Home
48%

Behavioural (Vividata)

- 38% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 47% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 24% I am an optimist - Strongly Agree
- 43% There is more aggression in society than there used to be - Strongly Agree
- 24% I worry about violence and crime - Strongly Agree
- 20% I am perfectly happy with my standard of living - Strongly Agree
- 15% I trust the government to protect my privacy - Strongly Agree
- 19% My faith is really important to me - Strongly Agree

Estimated Value of Home
\$500K to \$750K

Most Recent Vehicle Spend
\$30K to \$49.9K

Security Systems Bought Last Year
17% Bought - Security System
1% Bought - Security System - Smart/Wi-Fi

Psychographics (SocialValues)

Strong Values

- Cultural Assimilation
- Ecological Concern
- Fulfillment Through Work
- Personal Control
- Rejection of Orderliness

Weak Values

- Anomie-Aimlessness
- Joy of Consumption
- Multiculturalism
- Pursuit of Novelty
- Status via Home

Key Social Values

- Acceptance of Violence: Weak
- National Pride: Moderate

Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward

Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD

Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Rideau-Jock

27% Have High Confidence in Police This Year

18% Had High Confidence in Police Last Year

Rideau-Jock is an affluent ward where 90% of residents own their homes and 46% have children at home. The population is less diverse, with just 8% identifying as part of a racialized community. Education levels are solid, with 36% holding university degrees and 24% college diplomas. Confidence in the Police is significantly below-average at 27%, though up from 18% last year. Reports of discrimination are below city averages across all categories. Social values emphasize ecological concern, cultural assimilation, and fulfillment through work. Confidence in major institutions is below-average across the board, including the justice system, school system, federal parliament, and Canadian media.

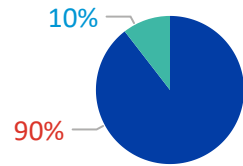


Demographics

Variable Name	Ward	Ottawa CSD
Household Population	30,805	1,144,378
Households	11,128	454,557

Dwelling Status

Own Rent



Education (% of household population 15+)

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

Average Maintainer Age

57

Household Size

2 Persons

Population by Racialized Community

8% identify with a racialized group

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

Average Household Income

\$190,371

% of Households with Children at Home

46%

Behavioural (Vividata)

37% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

49% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

25% I am an optimist - Strongly Agree

42% There is more aggression in society than there used to be - Strongly Agree

23% I worry about violence and crime - Strongly Agree

27% I am perfectly happy with my standard of living - Strongly Agree

14% I trust the government to protect my privacy - Strongly Agree

18% My faith is really important to me - Strongly Agree

Estimated Value of Home

\$500K to \$750K

Most Recent Vehicle Spend

\$30K to \$49.9K

Security Systems Bought Last Year

18% Bought - Security System

1% Bought - Security System - Smart/Wi-Fi

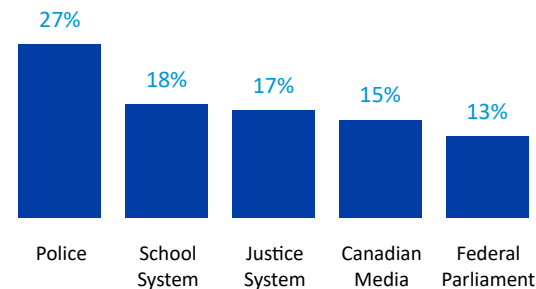
Psychographics (SocialValues)

Strong Values	Weak Values	Key Social Values
Cultural Assimilation	Joy of Consumption	Acceptance of Violence
Discriminating Consumerism	Multiculturalism	Moderate
Ecological Concern	Pursuit of Intensity	National Pride
Fulfilment Through Work	Pursuit of Novelty	Moderate
Rejection of Orderliness	Status via Home	

Behavioural (CommunityLife)

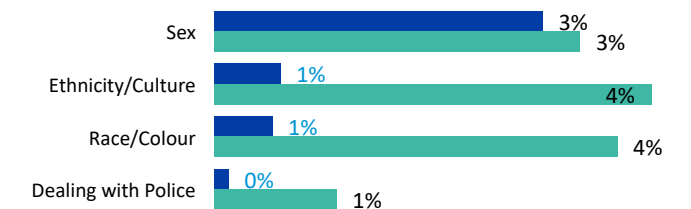
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Rideau-Rockcliffe

57% Have High Confidence in Police This Year

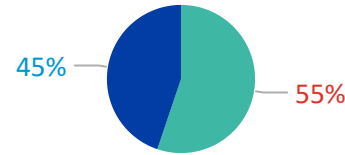
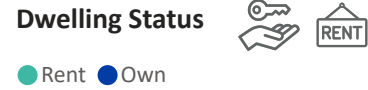
58% Had High Confidence in Police Last Year

Rideau-Rockcliffe is a ward where 55% of residents rent and 33% have children at home. The population is diverse, with over a third identifying as part of a racialized community, primarily Black and Arab. Education levels are strong, with 43% holding university degrees, and the household incomes are average. Confidence in the Police is average at 57%, down from 58% last year. Reports of discrimination are at or slightly below city averages, except for discrimination for race/colour, which is slightly above-average. Social values emphasize global consciousness, rejection of inequality, and rejection of authority. Confidence in institutions is average across the board.



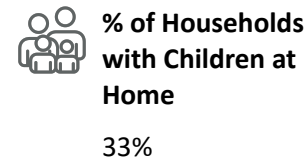
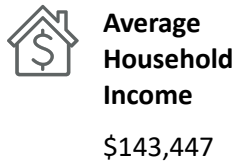
Demographics

Variable Name	Ward	Ottawa CSD
Household Population	42,775	1,144,378
Households	19,251	454,557



Education (% of household population 15+)

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



Population by Racialized Community

36% identify with a racialized group

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

Behavioural (Vividata)

42% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

43% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

33% I worry about violence and crime - Strongly Agree

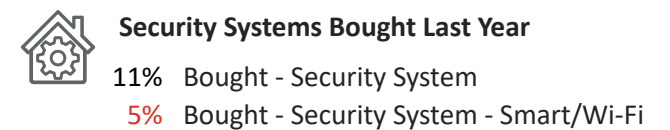
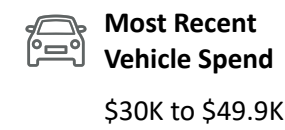
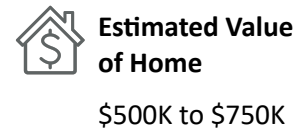
40% There is more aggression in society than there used to be - Strongly Agree

19% I am an optimist - Strongly Agree

21% My faith is really important to me - Strongly Agree

13% I trust the government to protect my privacy - Strongly Agree

16% I am perfectly happy with my standard of living - Strongly Agree



Psychographics (SocialValues)

Strong Values

- Equal Relationship with Youth
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality
- Skepticism Towards Advertising

Weak Values

- Attraction to Nature
- Financial Security
- Obedience to Authority
- Ostentatious Consumption
- Utilitarian Consumerism

Key Social Values

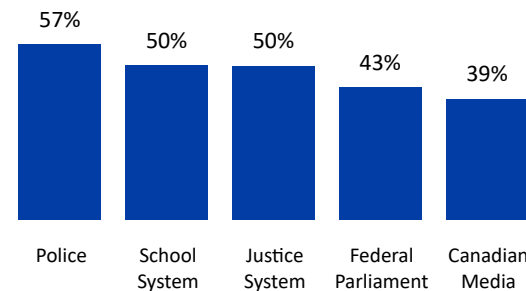
Acceptance of Violence
Moderate

National Pride
Moderate

Behavioural (CommunityLife)

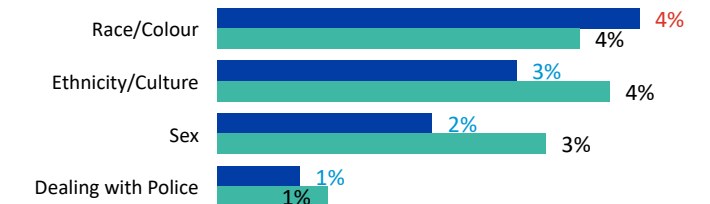
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Rideau-Vanier

40% Have High Confidence in Police This Year

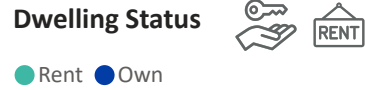
45% Had High Confidence in Police Last Year

Rideau-Vanier is a lower-income ward where 72% of residents rent their homes and only 18% have children at home. Diversity is average, with 34% identifying as part of a racialized community, primarily Black. Education levels are high, with 48% holding university degrees. Confidence in the Police is below-average at 40%, down from 45% last year. Reports of discrimination are below city averages for race/colour, but above-average for sex and dealing with the Police. Social values emphasize global consciousness, rejection of inequality, and skepticism toward authority. Overall, Confidence in public institutions like the Police, justice system, and the Federal Parliament is below-average.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	52,932	1,144,378
Households	28,419	454,557



Education (% of household population 15+)

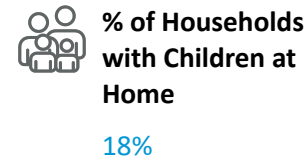
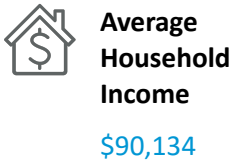
Education Level	%
University Degree	48%
High School Certificate	23%
College Diploma	14%



Population by Racialized Community

34% identify with a racialized group

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



Behavioural (Vividata)

42% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

40% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

29% I worry about violence and crime - Strongly Agree

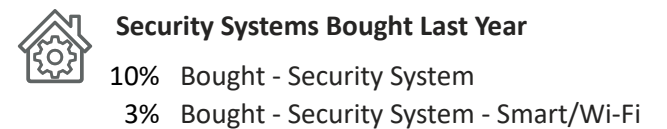
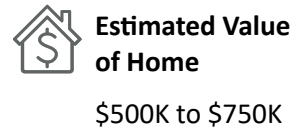
38% There is more aggression in society than there used to be - Strongly Agree

19% I am an optimist - Strongly Agree

19% My faith is really important to me - Strongly Agree

12% I trust the government to protect my privacy - Strongly Agree

16% I am perfectly happy with my standard of living - Strongly Agree



Psychographics (SocialValues)

Strong Values

- Culture Sampling
- Global Consciousness
- Rejection of Authority
- Rejection of Inequality
- Skepticism Towards Advertising

Weak Values

- Legacy
- Obedience to Authority
- Parochialism
- Propriety
- Rejection of Orderliness

Key Social Values

Acceptance of Violence
Moderate

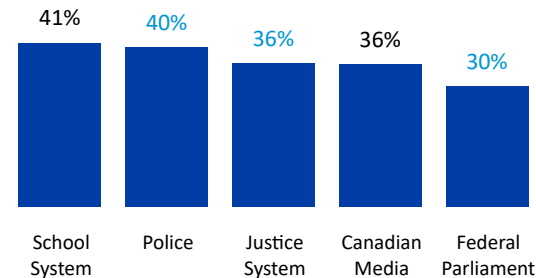
National Pride

Moderate

Behavioural (CommunityLife)

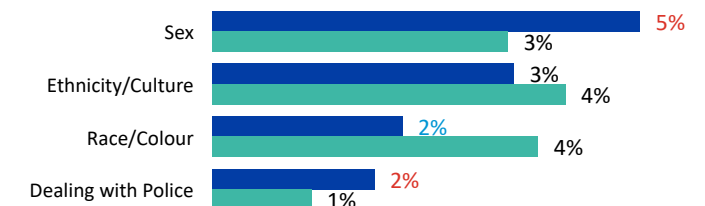
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

River

61% Have High Confidence in Police This Year

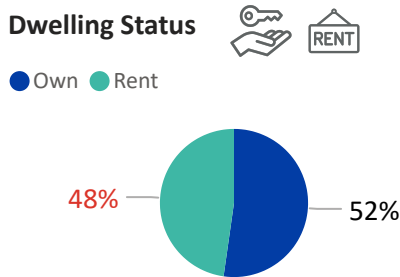
62% Had High Confidence in Police Last Year

River is a diverse ward where 52% of residents own their homes and 36% have children at home. The population is highly diverse, with 43% identifying as part of a racialized community—primarily Black and Arab. Education levels are strong, with 44% holding university degrees. Household incomes are average. Confidence in the Police is average at 61%, down slightly from 62% last year. Reports of discrimination are above-average for race/colour, slightly below-average for ethnicity/culture, and for dealing with the Police. Social values emphasize novelty, social learning, and responsibility. Confidence in institutions is above-average for the school system, Canadian media, and federal parliament.



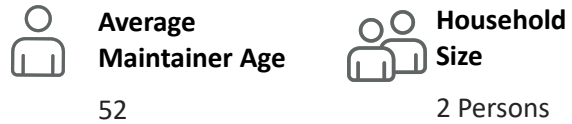
Demographics

Variable Name	Ward	Ottawa CSD
Household Population	52,492	1,144,378
Households	21,703	454,557



Education (% of household population 15+)

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



Population by Racialized Community

43% identify with a racialized group

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



Behavioural (Vividata)

- 48% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 43% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 38% There is more aggression in society than there used to be - Strongly Agree
- 32% I worry about violence and crime - Strongly Agree
- 22% My faith is really important to me - Strongly Agree
- 20% I am an optimist - Strongly Agree
- 14% I am perfectly happy with my standard of living - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree

Psychographics (SocialValues)

Strong Values

- Pursuit of Novelty
- Sexual Permissiveness
- Social Learning
- Social Responsibility
- Work Ethic

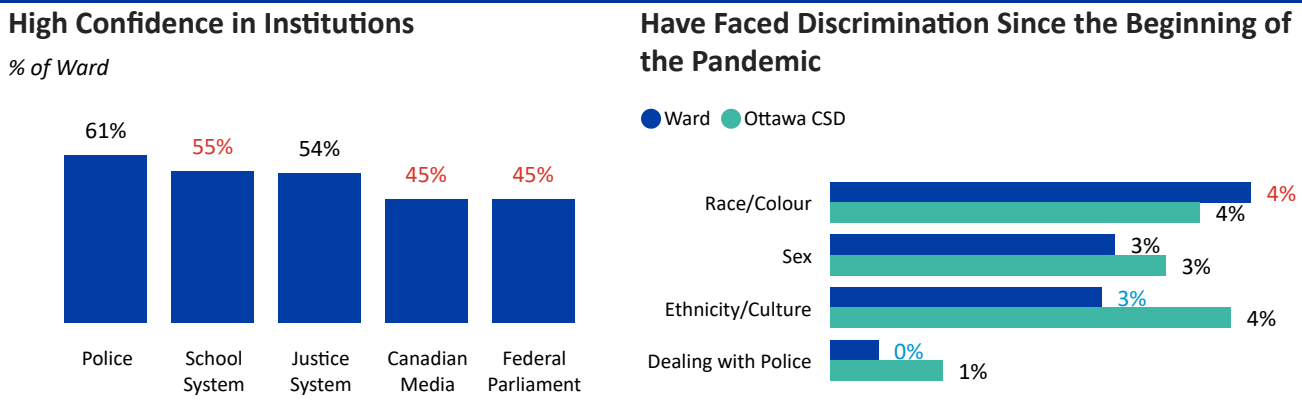
Weak Values

- Attraction to Nature
- Financial Security
- Obedience to Authority
- Rejection of Orderliness
- Utilitarian Consumerism

Key Social Values

- Acceptance of Violence: Moderate
- National Pride: Moderate

Behavioural (CommunityLife)



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Riverside South-Findlay Creek

61% Have High Confidence in Police This Year
60% Had High Confidence in Police Last Year

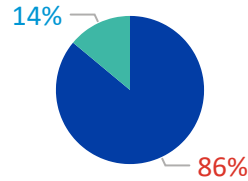
Riverside South – Findlay Creek is an affluent ward where 86% of residents own their homes and 60% have children at home. The population is highly diverse, with 51% identifying as part of a racialized community, primarily Arab and South Asian. Education levels are strong, with 48% holding university degrees. Confidence in the Police is above-average at 61%, up slightly from 60% last year. Reports of discrimination are well above-average for ethnicity/culture, race/colour, and when dealing with the Police, but below-average for sex-based discrimination. Social values emphasize status, religiosity, and traditional family life. Confidence in institutions is above-average for the justice system, school system, and federal parliament.



Demographics

Variable Name	Ward	Ottawa CSD
Household Population	41,311	1,144,378
Households	13,376	454,557

Dwelling Status
● Own ● Rent



Education (% of household population 15+)

Education Level	%
University Degree	48%
High School Certificate	21%
College Diploma	17%

Average Maintainer Age
49

Household Size
2 Persons

Population by Racialized Community

51% identify with a racialized group

Racialized Pop. Group	%
Arab	16%
South Asian	10%
Black	8%

Average Household Income
\$189,862

% of Households with Children at Home
60%

Behavioural (Vividata)

- 46% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 46% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 45% There is more aggression in society than there used to be - Strongly Agree
- 35% I worry about violence and crime - Strongly Agree
- 17% I am an optimist - Strongly Agree
- 16% I am perfectly happy with my standard of living - Strongly Agree
- 13% I trust the government to protect my privacy - Strongly Agree
- 13% My faith is really important to me - Strongly Agree

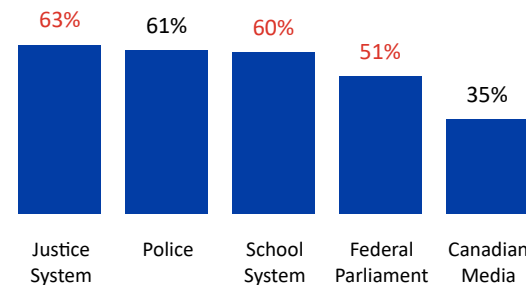
Psychographics (SocialValues)

Strong Values	Weak Values	Key Social Values
Confidence in Big Business	Brand Apathy	Acceptance of Violence
Need for Status Recognition	Fulfilment Through Work	Moderate
Ostentatious Consumption	Primacy of Environmental Protection	National Pride
Religiosity	Racial Fusion	Strong
Traditional Family	Work Ethic	

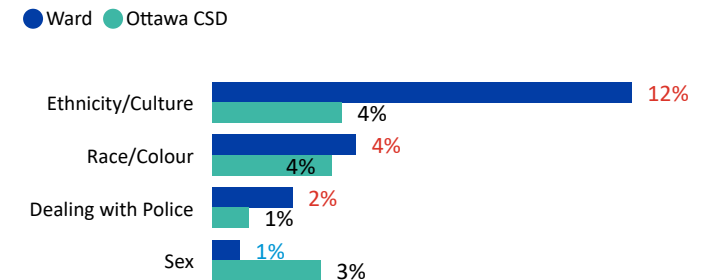
Behavioural (CommunityLife)

High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Somerset

32% Have High Confidence in Police This Year

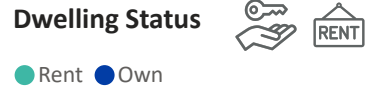
41% Had High Confidence in Police Last Year

Somerset is a highly educated ward where 74% of residents rent their homes and only 11% have children at home. The population is moderately diverse, with 31% identifying as part of a racialized community, primarily Chinese. Education levels are very strong, with 61% holding university degrees, and household incomes are below-average. Confidence in the Police is low at 32%, down from 41% last year, and has remained below-average. Reports of discrimination are well above-average for sex-based discrimination and slightly elevated for dealing with the Police. Social values emphasize culture sampling, social learning, and rejection of inequality. For the most part, confidence in major institutions is below-average for Police, the justice system, federal parliament, and the school system.



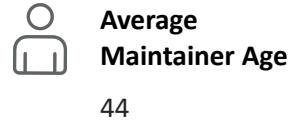
Demographics

Variable Name	Ward	Ottawa CSD
Household Population	48,364	1,144,378
Households	28,939	454,557



Education (% of household population 15+)

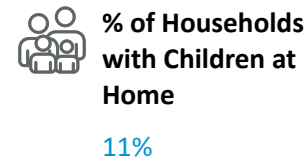
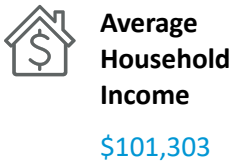
Education Level	%
University Degree	61%
High School Certificate	16%
College Diploma	12%



Population by Racialized Community

31% identify with a racialized group

Racialized Pop. Group	%
Black	7%
Chinese	6%
South Asian	5%



Behavioural (Vividata)

41% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

45% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

24% I worry about violence and crime - Strongly Agree

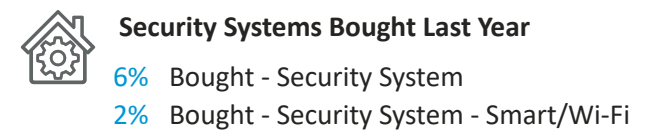
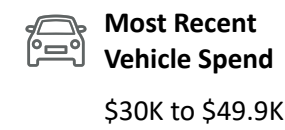
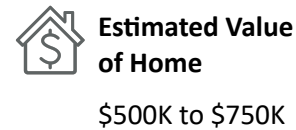
38% There is more aggression in society than there used to be - Strongly Agree

18% I am an optimist - Strongly Agree

17% My faith is really important to me - Strongly Agree

13% I trust the government to protect my privacy - Strongly Agree

14% I am perfectly happy with my standard of living - Strongly Agree



Psychographics (SocialValues)

Strong Values

- Culture Sampling
- Rejection of Authority
- Rejection of Inequality
- Skepticism Towards Advertising
- Social Learning

Weak Values

- Buying on Impulse
- Legacy
- Obedience to Authority
- Parochialism
- Religiosity

Key Social Values

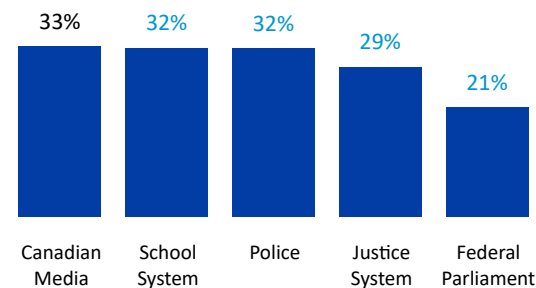
Acceptance of Violence
Moderate

National Pride
Moderate

Behavioural (CommunityLife)

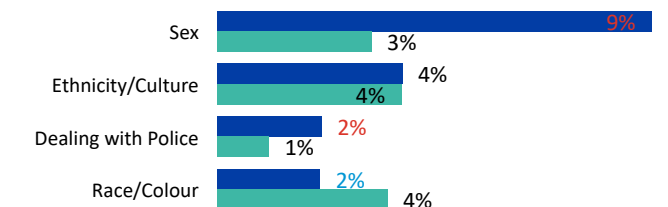
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



Stittville

58% Have High Confidence in Police This Year

50% Had High Confidence in Police Last Year

Stittville is an affluent ward where 83% of residents own their homes and 52% have children at home. The population is moderately diverse, with 30% identifying as part of a racialized community, primarily South Asian. Education levels are strong, with 47% holding university degrees. Confidence in the Police is average at 58%, up from 50% last year. Reports of discrimination are below city averages for race, sex, and dealing with the Police, but elevated for ethnicity/cultural reasons. Social values emphasize health, status, and religiosity. Confidence in major public institutions is average.



Demographics

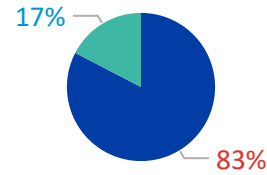


Variable Name	Ward	Ottawa CSD
Household Population	53,072	1,144,378
Households	18,733	454,557

Dwelling Status



● Own ● Rent



Education (% of household population 15+)



Education Level	%
University Degree	47%
High School Certificate	21%
College Diploma	19%



Average Maintainer Age

51



Household Size

2 Persons



Average Household Income

\$187,786



% of Households with Children at Home

52%

Behavioural (Vividata)

47% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree

48% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree

34% I worry about violence and crime - Strongly Agree

43% There is more aggression in society than there used to be - Strongly Agree

22% I am an optimist - Strongly Agree

18% My faith is really important to me - Strongly Agree

16% I trust the government to protect my privacy - Strongly Agree

15% I am perfectly happy with my standard of living - Strongly Agree

Population by Racialized Community

30% identify with a racialized group



Racialized Pop. Group	%
South Asian	9%
Chinese	5%
Black	4%



Estimated Value of Home

\$500K to \$750K



Most Recent Vehicle Spend

\$30K to \$49.9K



Security Systems Bought Last Year

13% Bought - Security System
3% Bought - Security System - Smart/Wi-Fi

Psychographics (SocialValues)



Strong Values

Effort Toward Health
Need for Status Recognition
North American Dream
Ostentatious Consumption
Religiosity



Weak Values

Anomie-Aimlessness
Brand Apathy
Financial Concern Regarding the Future
Primacy of Environmental Protection
Work Ethic

Key Social Values

Acceptance of Violence

Moderate

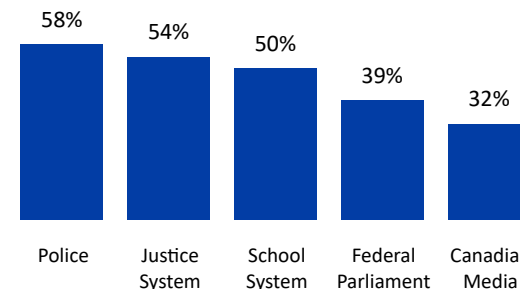
National Pride

Moderate

Behavioural (CommunityLife)

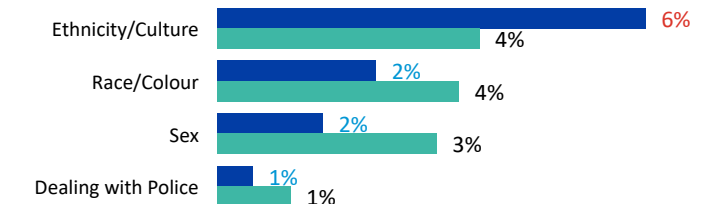
High Confidence in Institutions

% of Ward



Have Faced Discrimination Since the Beginning of the Pandemic

● Ward ● Ottawa CSD



West Carleton-March

33% Have High Confidence in Police This Year

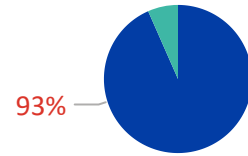
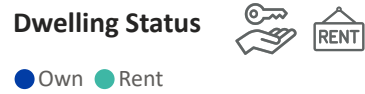
13% Had High Confidence in Police Last Year

West Carleton-March is a highly affluent ward where 93% of residents own their homes and 46% have children at home. The population is less diverse, with 9% identifying as part of a racialized community. Education levels vary, with 34% holding a university degree, 27% high school diplomas, and 23% college diplomas. Confidence in the Police is below-average at 33%, though up significantly from 13% last year. Reports of discrimination are well below city averages across all categories. Social values emphasize nature, ecological concern, and cultural assimilation. Confidence in major institutions is below-average across the board.



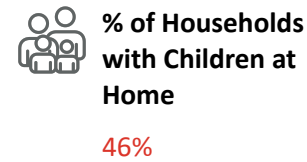
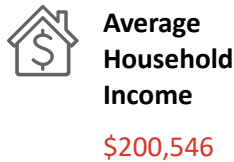
Demographics

Variable Name	Ward	Ottawa CSD
Household Population	26,938	1,144,378
Households	9,772	454,557



Education (% of household population 15+)

Education Level	%
University Degree	34%
High School Certificate	27%
College Diploma	23%



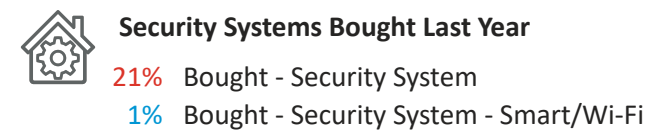
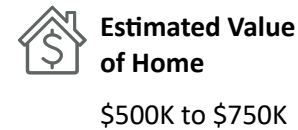
Population by Racialized Community

9% identify with a racialized group

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

Behavioural (Vividata)

- 28% I worry that fake news is stopping me from seeing what's really going on - Strongly Agree
- 25% I am an optimist - Strongly Agree
- 23% I worry about violence and crime - Strongly Agree
- 14% I trust the government to protect my privacy - Strongly Agree
- 49% Most of the time, I trust that the news I'm seeing is true and not fake news - Strongly Agree
- 40% There is more aggression in society than there used to be - Strongly Agree
- 28% I am perfectly happy with my standard of living - Strongly Agree
- 15% My faith is really important to me - Strongly Agree

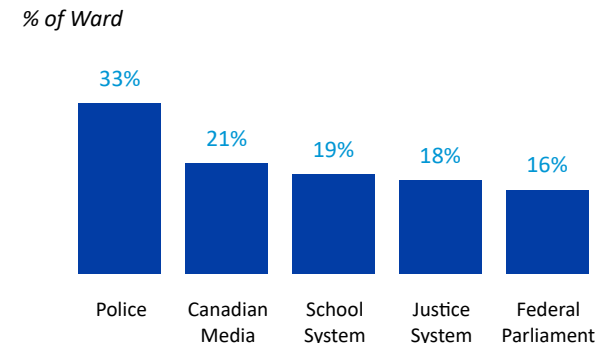


Psychographics (SocialValues)

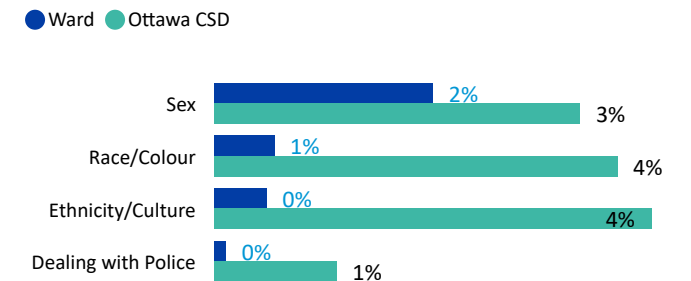
Strong Values	Weak Values	Key Social Values
Attraction to Nature	Joy of Consumption	Acceptance of Violence
Cultural Assimilation	Multiculturalism	Weak
Ecological Concern	Pursuit of Intensity	National Pride
Fulfilment Through Work	Pursuit of Novelty	Moderate
Rejection of Orderliness	Status via Home	

Behavioural (CommunityLife)

High Confidence in Institutions



Have Faced Discrimination Since the Beginning of the Pandemic



Sources: DemoStats 2025, Socialvalues 2025, Opticks Vividata 2025, CommunityLife 2024/2023 Index Legend: index >= 110+ / index <= 80

Thank You

www.environicsanalytics.com

