

Table 3

What is going to be the most important factor influencing which Mayoral candidate you prefer to see win?

Base: Ottawa residents who may vote in the next municipal election

	Total	GENDER		AGE			HOUSEHOLD INCOME			
		Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Weighted Total	685	319	354	194	220	270	123	150	149	189
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	755	371	375	118	250	387	135	164	164	207
Housing / Affordability / Cost of living	136	48	86	60	38	38	47	30	28	25
	20%	15%	24%	31%	17%	14%	38%	20%	19%	13%
			B	EF			HIJ			
Transit / OC Transpo / LRT	100	39	58	31	36	33	7	20	25	31
	15%	12%	16%	16%	16%	12%	6%	14%	17%	16%
								G	G	G
Taxes / Budget / Fiscal management	85	53	32	8	25	52	8	15	21	32
	12%	17%	9%	4%	11%	19%	7%	10%	14%	17%
		C			D	DE				G
Competence / Leadership / Integrity	77	36	40	10	23	44	16	12	25	17
	11%	11%	11%	5%	11%	16%	13%	8%	17%	9%
						D			HJ	
Roads / Infrastructure / Traffic	67	36	29	12	18	37	4	20	11	23
	10%	11%	8%	6%	8%	14%	3%	13%	7%	12%
						D		G		G
Homelessness / Addiction / Social disorder	32	15	16	7	14	11	8	10	6	6
	5%	5%	5%	4%	6%	4%	6%	7%	4%	3%
Economic development / Jobs	31	21	11	14	15	2	5	7	7	8
	5%	6%	3%	7%	7%	1%	4%	5%	5%	4%
		C		F	F					
Ideology / Political values	25	11	13	4	12	9	2	3	4	14
	4%	4%	4%	2%	5%	3%	2%	2%	3%	7%
										GH
City services / General management	24	15	9	5	9	10	3	5	3	12
	3%	5%	3%	2%	4%	4%	2%	3%	2%	7%
Crime / Public safety / Policing	22	7	13	5	9	8	4	3	7	3
	3%	2%	4%	2%	4%	3%	4%	2%	4%	2%
Support/Opposition to current	11	6	5	-	6	5	1	3	4	2

mayor	2%	2%	1%		3%	2%	1%	2%	3%	1%
Development / Developers	9	2	8	3	6	1	1	2	1	4
	1%	0%	2%	1%	3%	0%	1%	2%	0%	2%
			B		F					
Rural representation	6	-	6	-	-	6	3	1	-	-
	1%		2%			2%	2%	0%		
Other	16	4	12	8	2	6	6	3	2	5
	2%	1%	3%	4%	1%	2%	5%	2%	1%	2%
Don't know	33	19	13	21	8	4	5	10	7	6
	5%	6%	4%	11%	3%	2%	4%	7%	4%	3%
				EF						
Prefer not to answer	12	6	4	7	1	4	2	5	1	-
	2%	2%	1%	4%	0%	2%	2%	4%	0%	
Chi-Square		<-----40.81----->		<-----130.12----->			<-----103.07----->			
Significance		100%		100%*			100%*			

Comparison Groups: BC/DEF/GHIJ

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.