

Table 4

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

		EDUCATION			HOUSEHOLD OCCUPANTS			CHILDREN 17 AND UNDER IN HOUSEHOLD		HOUSEHOLD OWNERSHIP	
	Total	High school or less	Vocational/ Technical/ College/ CEGEP	University	One	Two to three	Four or more	Yes	No	Own	Rent
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Weighted Total	685	68	133	480	145	374	158	199	477	434	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	755	70	150	532	179	417	152	189	558	505	236
Housing / Affordability / Cost of living	136	15	36	82	35	70	29	51	83	53	78
	20%	21%	27%	17%	24%	19%	18%	26%	17%	12%	34%
			D					I			J
Transit / OC Transpo / LRT	100	8	17	75	18	55	27	25	74	72	25
	15%	12%	13%	16%	12%	15%	17%	12%	15%	17%	11%
Taxes / Budget / Fiscal management	85	4	21	59	12	54	17	19	64	71	13
	12%	6%	16%	12%	8%	14%	11%	10%	13%	16%	6%
			B							K	
Competence / Leadership / Integrity	77	12	10	55	16	49	12	14	63	56	20
	11%	17%	8%	11%	11%	13%	8%	7%	13%	13%	9%
									H		
Roads / Infrastructure / Traffic	67	4	11	51	16	36	13	18	49	46	21
	10%	6%	9%	11%	11%	10%	9%	9%	10%	11%	9%
Homelessness / Addiction / Social disorder	32	7	3	22	10	11	11	11	20	21	10
	5%	10%	2%	5%	7%	3%	7%	5%	4%	5%	4%
Economic development / Jobs	31	5	1	24	3	14	13	19	12	14	15
	5%	8%	1%	5%	2%	4%	8%	10%	3%	3%	6%
				C			E	I			
Ideology / Political values	25	-	1	24	4	15	6	9	16	21	4
	4%		1%	5%	3%	4%	4%	4%	3%	5%	2%
				C							
City services / General management	24	2	3	19	2	13	9	11	13	18	6
	3%	3%	2%	4%	1%	4%	5%	6%	3%	4%	3%
Crime / Public safety / Policing	22	1	5	15	5	13	4	4	18	16	6
	3%	2%	4%	3%	4%	3%	2%	2%	4%	4%	2%

Support/Opposition to current mayor	11 2%	- 1%	2 1%	9 2%	5 4%	5 1%	1 1%	1 1%	10 2%	6 1%	5 2%
Development / Developers	9 1%	- 3%	3 1%	6 1%	- 1%	5 1%	4 3%	7 4%	2 0%	7 2%	2 1%
Rural representation	6 1%	5 7%	1 1%	- 1%	- 2%	6 2%	- 1%	- 1%	6 1%	6 1%	- 1%
Other	16 2%	1 2%	5 4%	9 2%	4 3%	9 2%	2 2%	7 4%	8 2%	10 2%	6 3%
Don't know	33 5%	2 3%	10 8%	20 4%	13 9%	9 2%	9 6%	3 2%	28 6%	12 3%	13 6%
Prefer not to answer	12 2%	2 2%	3 2%	8 2%	2 1%	10 3%	1 0%	- 3%	12 3%	6 1%	7 3%
Chi-Square		<-----85.28----->			<-----55.03----->			<-----60.56----->		<-----73.23----->	
Significance		100%*			100%*			100%		100%	

Comparison Groups: BCD/EFG/HI/JK

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.