Ottawa Mission Survey Results

NANOS

THE ottawa MISSION

November 14th, 2019
Ottawa, ON

@niknanos

**Chief Data Scientist and Founder
NANOS RESEARCH**

**Chair, Board of Governors, Carleton
University, Ottawa**

Author, *Age of Voter Rage*

ABOUT THE PROJECT

Purpose

- Provide a baseline of public awareness and attitudes on homelessness
- Measure evolution of these perceptions over time

Topics

- Homelessness in Ottawa
- Impact of and concern about homelessness
- Factors contributing to homelessness
- Personal responses to homelessness
- Supporting those who are homeless
- Awareness of services provided by The Ottawa Mission

Objectives

- Help inform public awareness of homelessness
- Assist with anti-stigma work
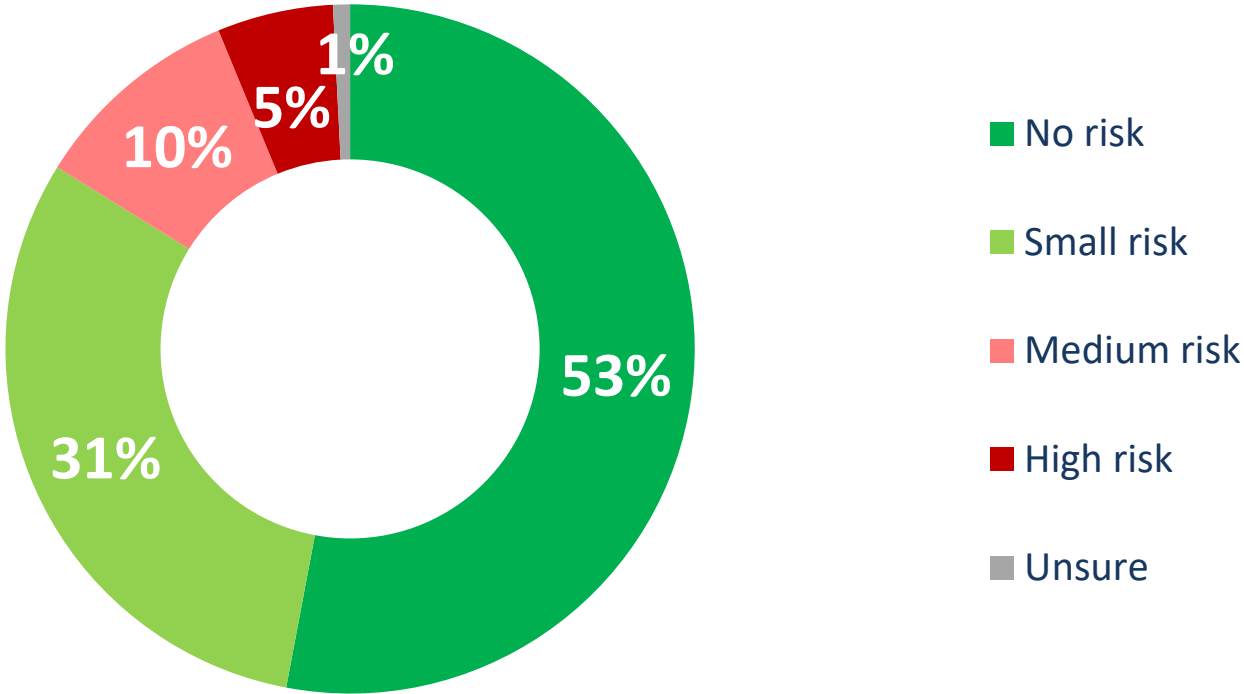- Aid political engagement with the issue

RDD dual frame (land- and cell-lines) random telephone survey

801 City of Ottawa residents

October 22nd to November 1st, 2019.
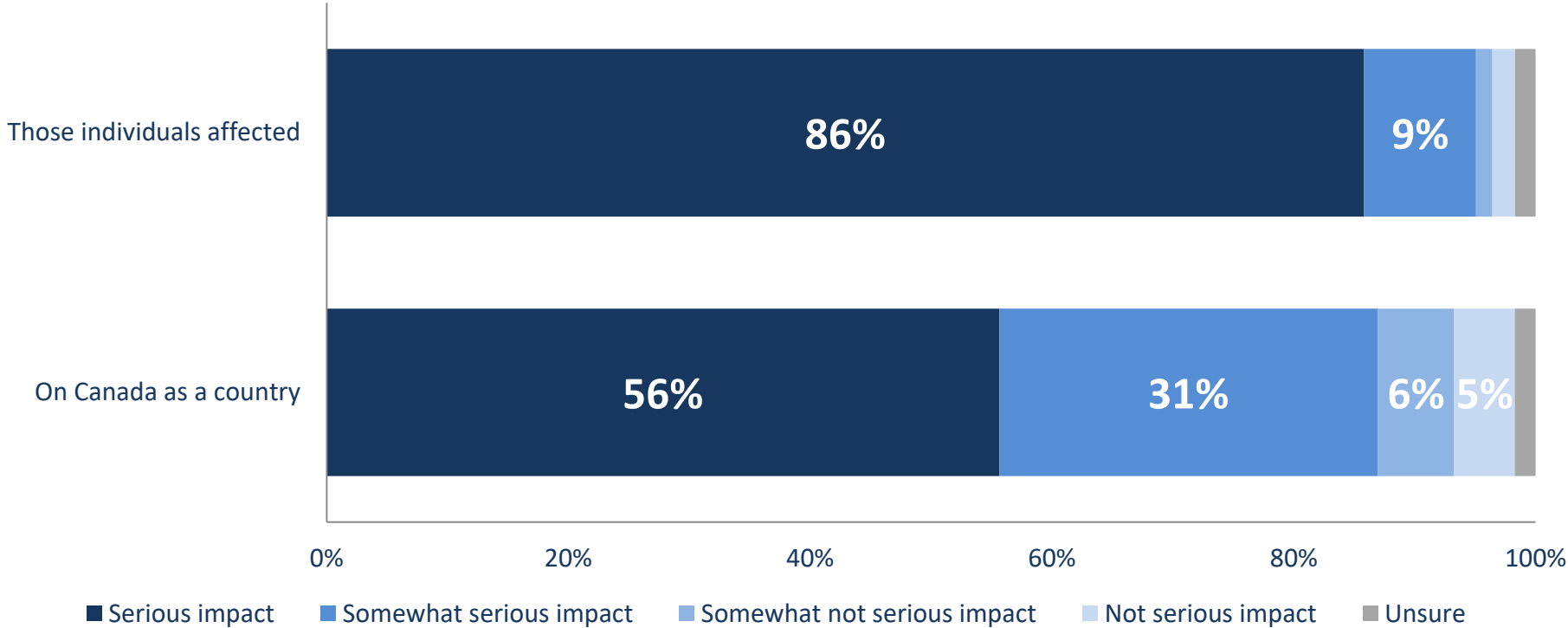
Margin of error : ±3.5 percentage points, 19 times out of 20
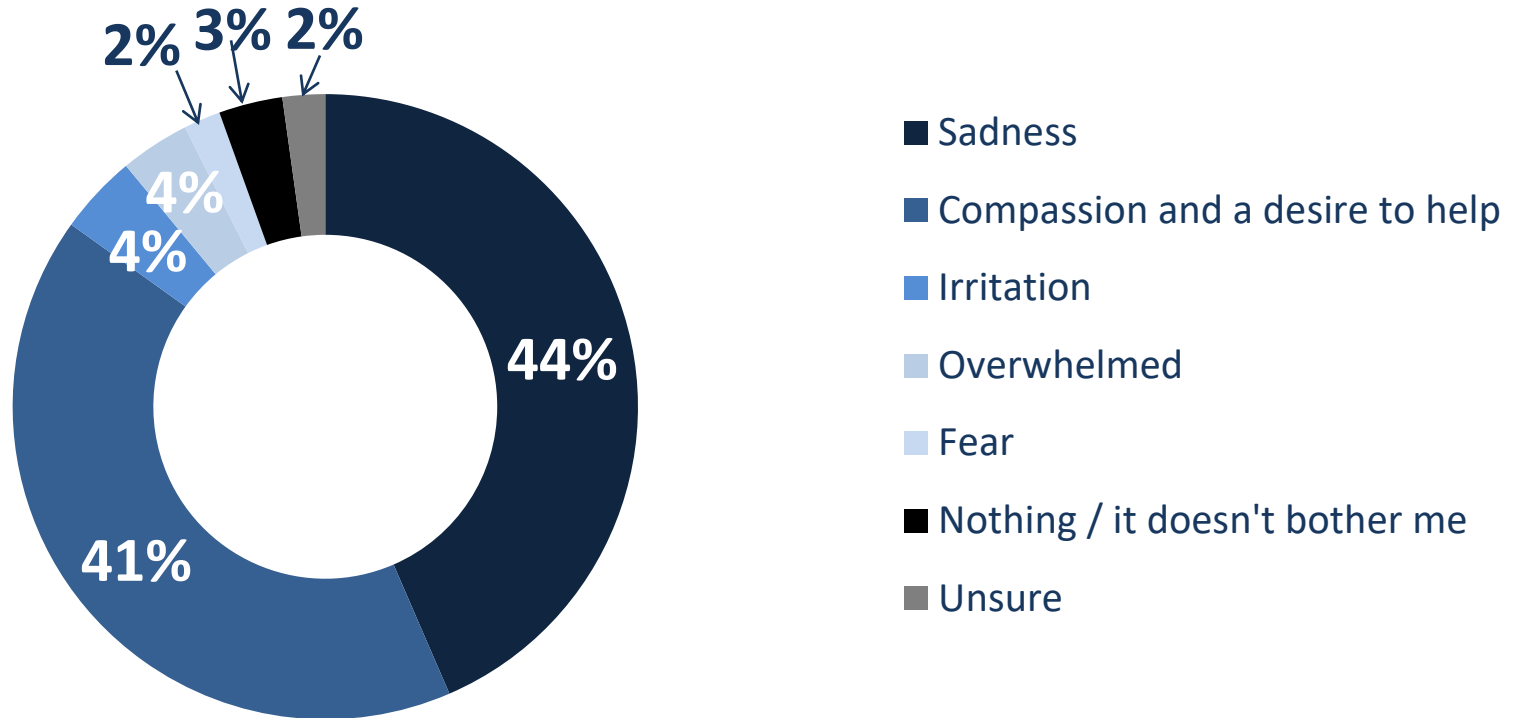
Risk of being homeless

- No risk
- Small risk
- Medium risk
- High risk
- Unsure

53%

31%

10%

5%

1%

QUESTION – To what extent do you think that people you care about may be at risk of being homeless?

4

Impact of homelessness in Canada

Those individuals affected: Serious impact 86%, Somewhat serious impact 9%

On Canada as a country: Serious impact 56%, Somewhat serious impact 31%, Somewhat not serious impact 6%, Not serious impact 5%

Legend:
- ■ Serious impact
- ■ Somewhat serious impact
- ■ Somewhat not serious impact
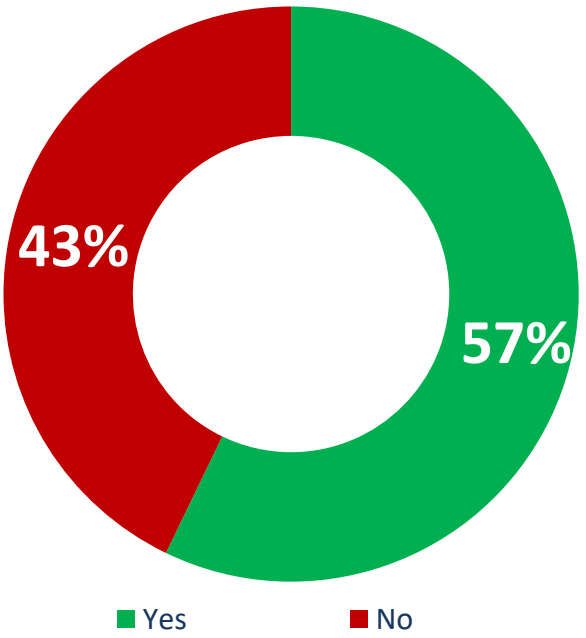- ■ Not serious impact
- ■ Unsure

QUESTION – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on the following: [RANDOMIZE]

Emotions towards homelessness

Sadness — 44%
Compassion and a desire to help — 41%
Irritation — 4%
Overwhelmed — 4%
Fear — 2%
Nothing / it doesn't bother me — 3%
Unsure — 2%

QUESTION – When you see someone whom you think may be homeless, what is the ONE MAIN emotion that you feel? [Select one] [RANDOMIZE]
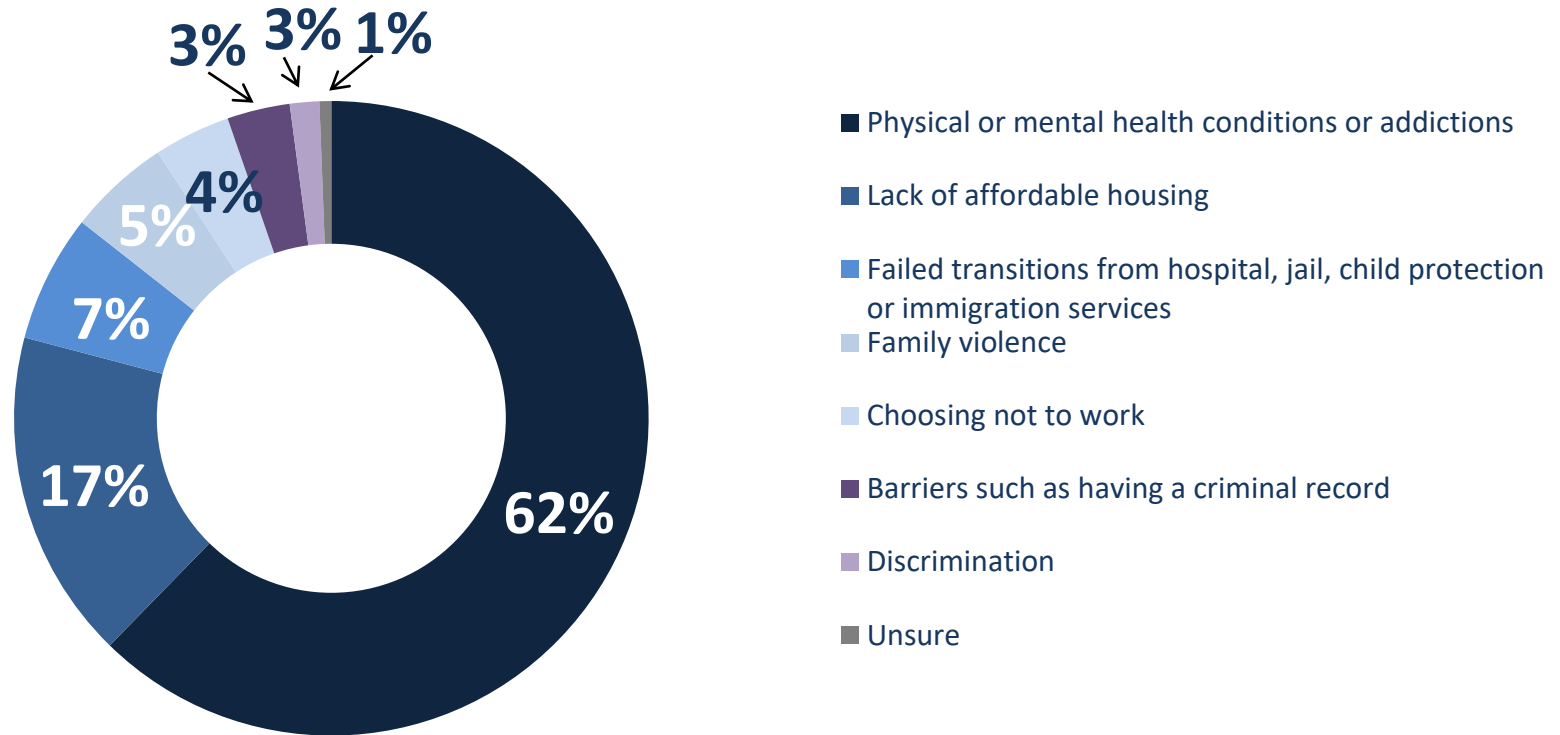
Support for those who are homeless

43%
57%

- ■ Yes
- ■ No

	Frequency (n=541)
Donate (funds or in-kind donations) to organizations hat support those who are homeless	77.1%
Vote for those running for elected office who promise to support and/or have provided support to those who are homeless	25.6%
Volunteer with organizations that support those who are homeless	19.8%
Directly help them (personally give them money, food, verbal support)	22.4%
Provide housing to those in need	2.1%
Other	2.5%

QUESTION – Do you provide support for people who are homeless?

QUESTION – [IF YES] How do you provide this support? [Select all that apply]

Factors contributing to homelessness

QUESTION – Please rank the top three factors that contribute to homelessness, where 1 is the biggest contributor to homelessness, 2 is the second biggest contributor, and 3 is the third biggest contributor. [RANDOMIZE]
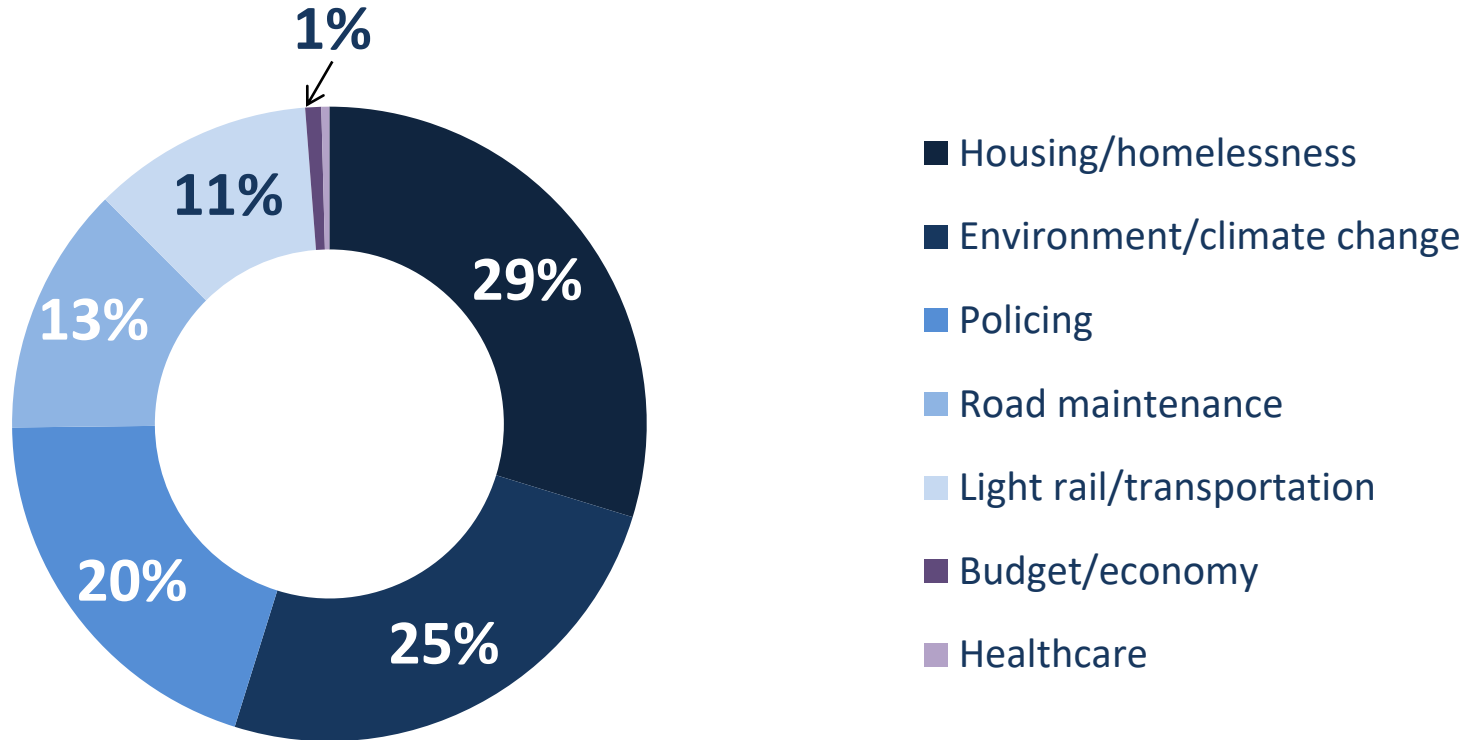***First rank shown**

8

Institutions who should be responsible for dealing with homelessness

	First Rank (n=801)	Second Rank (n=500)	Third Rank (n=490)
All of the above	38.4%	-	-
Federal Governments	15.2%	13.7%	26.6%
Municipal Governments	15.1%	22.4%	26.7%
Families and friends of those who are homeless	14.5%	8.4%	11.4%
Provincial Governments	13.1%	39.7%	12.0%
Charitable organizations	3.0%	11.2%	16.9%
Religious institutions	0.7%	4.6%	6.4%

QUESTION – Please rank the top three groups or institutions who should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]

Municipal government priorities

Housing/homelessness

Environment/climate change

Policing

Road maintenance

Light rail/transportation

Budget/economy

Healthcare

QUESTION – Please rank the priorities below of the current municipal government in order of importance where 1 is the most important to you, 2 is the second most important priority, and so on. [RANDOMIZE]
*First rank shown

What we learned

- Homelessness and the risk of homelessness have an impact on individuals, our community, and our country as a whole

- Ottawans have empathy for those who are homeless and support them

- The top factors that contribute to homelessness are structural issues within our society such as physical or mental health conditions or addictions and lack of affordable housing

- Residents of Ottawa are split when it comes to who they think should be responsible for dealing with homelessness, with the top response being all are responsible

CONTACT US TODAY

For the full version of the survey report, please visit our website nanos.co

Ottawa 613.234.4666 x237
Toronto 416.493.1965 x237
Washington 202.697.9924

North America
Toll-free
1.888.737.5505 x237

Nik Nanos
Chief Data Scientist
nik@nanos.co