



## MEDIA RELEASE

For immediate release

**June 6, 2022**

### **IELECT Hamilton Releases Second Report in Collaboration with McMaster University Research Shop**

New in-depth analysis of IELECT Resident Survey results conducted by researchers at McMaster reveals citywide patterns

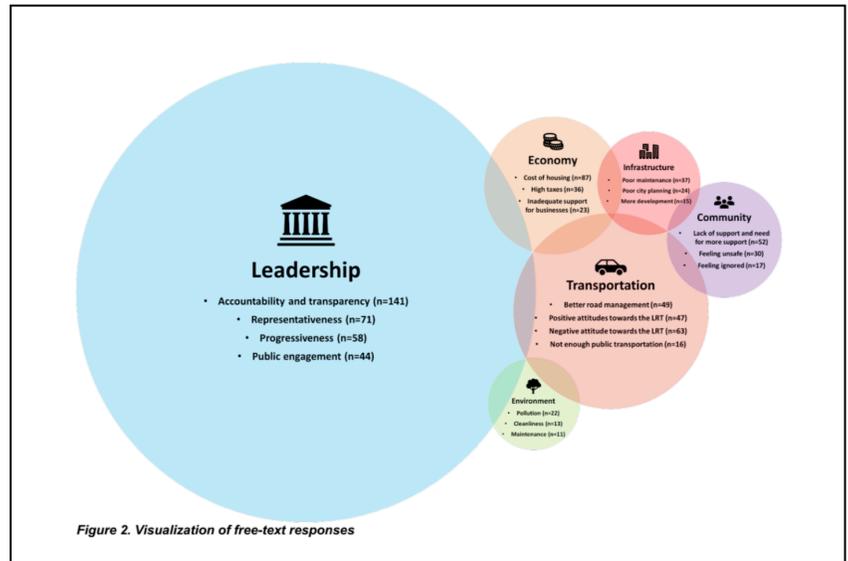
IELECT Hamilton, a city-wide grassroots campaign promoting new leadership for a better Hamilton, has released a new report completed in partnership with the McMaster University Research Shop. The report takes a deep dive on data provided to McMaster by IELECT from their citywide Resident Survey completed in 2021.

The McMaster Report, called **Examining the IELECT Hamilton Resident Survey:- A Visual and Thematic Analysis**, investigated spatial patterns to the data and themes from the open-ended feedback. The Research Shop team geo-coded survey responses onto a map of Hamilton's wards using postal code data provided by participants. The team then visually examined the resulting distribution for patterns or "clusters" of responses. The team also analyzed the written comments provided by respondents, looking for themes and organized the resulting themes under each of IELECT's six priority areas - Infrastructure, Economy, Leadership, Environment, Community, Transportation.

The report provides a number of observations and conclusions including:

*"Results from our visual examination of geo-coded survey responses suggest some Hamiltonians, regardless of where they live, hold universally negative views on particular municipal issues, including all aspects of municipal leadership, housing affordability, action to curb climate change and protect the local environment, citizen engagement, and transportation decisions."*

*“We developed a summary figure to illustrate the interconnected themes across wards in Hamilton, organized by the pillars of IELECT (Figure 2). In this figure, the size of the circles relates to the frequency that the pillar was discussed in the free-text survey response. The most frequently discussed codes for each category/pillar are listed in bullet points inside each circle.”*



Craig Burley, a member of the Board of Directors of IELECT, speaks highly of the experience with the McMaster research team. “I am enormously impressed with the care with which we were considered and listened to, and impressed with the final product which is top-class.” Burley added, “This is, to be honest, far preferable to what I see in public opinion reports generated by much larger private shops.”

The McMaster Research Shop works with public, non-profit, and community organizations in Hamilton to provide plain-language answers to research questions. They began their process by interviewing members of the IELECT Hamilton team and reviewing the first report produced by IELECT before agreeing to take on the project.

“Members of their team conducted a pretty rigorous assessment of our needs and our existing data,” says Graham Crawford, a member of IELECT. “I was impressed with the kinds of questions they asked us before they even agreed to work with us. I knew that we’d be in good hands and the final report proves my confidence was well-founded. It provides a level of analysis beyond our capabilities as volunteers.”

Rebecca Correia, who led the McMaster research team said, “It was our pleasure to work on this project with (IELECT)! Thank you for your engagement over the past few months, and I hope the report will be useful to its readers. This project has been a great learning opportunity for our team.”

The members of the McMaster research team were Rebecca Correia, Aliana Fristensky, Hani Choksi, Dusan Kovacevic, Megan Li, and Evan Gravely.

Ryan Moran, a member of IELECT, adds, "I think this report provides a next level analysis of issues the public feel are important to them. Every candidate in this October's election should take the time to study this report and use its findings to help guide their election plans." I hope that the public will use it to ask questions of candidates running in their Wards."

The full report by McMaster, **Examining the IELECT Hamilton Resident Survey:- A Visual and Thematic Analysis**, is posted on the IELECT Hamilton website, as is the original **Resident Survey Top Line Results Report**.

IELECT Hamilton is an Ontario not-for-profit corporation. It has three Directors - Ryan Moran, Craig Burley and Graham Crawford. The group also has Committee Chairs for functions such as communications, social media, fundraising, volunteer coordinations, community outreach, and research. Funding is provided by entirely by donations from individuals via the IELECT Hamilton website.

For more information about **IELECT Hamilton** please visit [ielecthamilton.ca](http://ielecthamilton.ca)

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