

NOVEMBER 7, 2012



## Citizen Satisfaction Survey Results



**ENVIRONICS**  
R E S E A R C H   G R O U P

# Table of contents

	Page
Executive summary	3
Research overview and methodology	6
Demographic profile of respondents	10
Quality of life and issues facing Mississauga	15
Local services	24
Drivers analysis: service priorities	48
Communications and citizen engagement	53
Value for taxes	64
Environmental protection and initiatives	68
Appendix	72



# Executive summary



# Executive summary

- Mississauga residents enjoy living in their City, and are proud to say they live there – nearly all think they have a very high quality of life (95%), and are truly satisfied with their City as a place to live (96%). As a vibrant and welcoming City, few residents are concerned about the direction in which the City is heading.
- This happiness notwithstanding, residents identify a few pressing challenges facing the City, including traffic congestion (20%) and inadequate public transit (15%). They believe that these challenges have largely remain unaddressed, and will therefore continue to affect the City in the future.
- When averaged together, the City of Mississauga receives a satisfaction score of 7 out of 10 for the services evaluated by this study.
- Road services receive more positive assessments than transit services: seven in ten (69%) residents are satisfied with Mississauga's road services, while 51 percent express satisfaction with transit services. Despite residents' tendency to focus on transportation issues such as traffic congestion as Mississauga's most pressing challenge, comparatively few (11%) see it as a *crisis* currently facing the City, but many nevertheless view it as at least somewhat of a problem.
- Residents are very satisfied with their municipal government, and most of the services that their government offers. Fire and emergency services top the list, with more than nine in ten expressing satisfaction with these specific services. Moreover, three-quarters of residents rate the City's libraries (75%), parks and forestry services (75%) and recreation services (73%) positively. Majorities also express satisfaction with Mississauga's arts and culture (64%), regulatory (60%) and land development services (57%).



# Executive summary

- Mississauga residents respond relatively well to both the information they receive from the City, and the public engagement process. This is likely because they believe the City provides them with meaningful opportunities to participate (53%).
- Citizens are more likely to access the City's website than have direct contact with the City. Six in ten (63%) residents accessed the City website sometime in the past six months, compared to four in ten (42%) who directly contacted the City in the past year. Regardless of the method of contact, nearly all residents were able to find the information they were seeking.
- When considering Mississauga's future taxation and service delivery policy, Mississauga residents provide little guidance. They are generally satisfied with the value for taxes that they receive (60%), but there is little agreement over whether the best strategy is to cut services in order to maintain or reduce taxes (52%), or increase taxes in order to continue to maintain or improve services (48%).
- Residents are strongly committed to environmental protection, and think that funding initiatives that would protect the local and global environment are important, especially those that help improve local air quality (82%), use renewable energy (79%), and reduce greenhouse gas emissions (76%).



# Research overview and methodology



# Research objectives

The City of Mississauga wanted to obtain direct feedback from its citizens to measure their satisfaction with programs and services, and their perception of the importance of these service, to assist in setting funding priorities. To meet this objective, the City has implemented a broad-based market research program that will assemble and analyze citizen opinions and inputs. This report is of one key component: a survey of residents, conducted in the summer of 2012.

The survey gauges residents' stated importance of, and satisfaction with, specific programs and services, and perceived value for services, as well as providing feedback on specific areas. It gives the City insights for the business planning process, by providing information on what services specifically drive citizen satisfaction.



# Methodology

<b>Method</b>	Online survey with residents of Mississauga, using phone-to-web recruiting to augment online panel availability.
<b>Respondents</b>	Results based on a sample of 1,135 Mississauga residents. Environics set quotas that are reflective of 2006 census data for age, gender and income as well as ward quotas (100 respondents per ward), to ensure that the sample would be representative of the general population.
<b>Timing</b>	July 20, 2012 – Aug 3, 2012
<b>Topics covered</b>	Quality of life and important local issues, service delivery, value for taxes, communications and citizen engagement, environmental protection and initiatives.





# How to read the report

## Reporting of results

This report provides a detailed description of the survey findings based on City-wide weighted results, of all respondents. Subgroup differences are mentioned when they are significant.

**All data shown are *percentages* unless otherwise noted.**

## Margins of error

Because online panel surveys are not random probability samples, margin of sampling error cannot be cited.

## Other notes

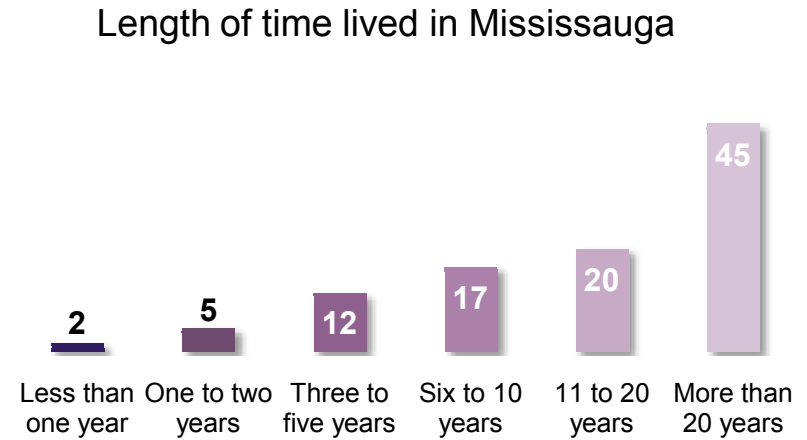
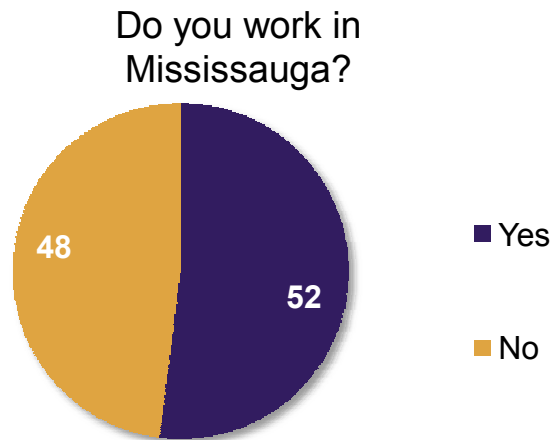
Some graphs will not show results equal to 100%; in those cases, this is due to the reported numbers being rounded or to multiple mentions.



# Demographic profile of 1,135 respondents

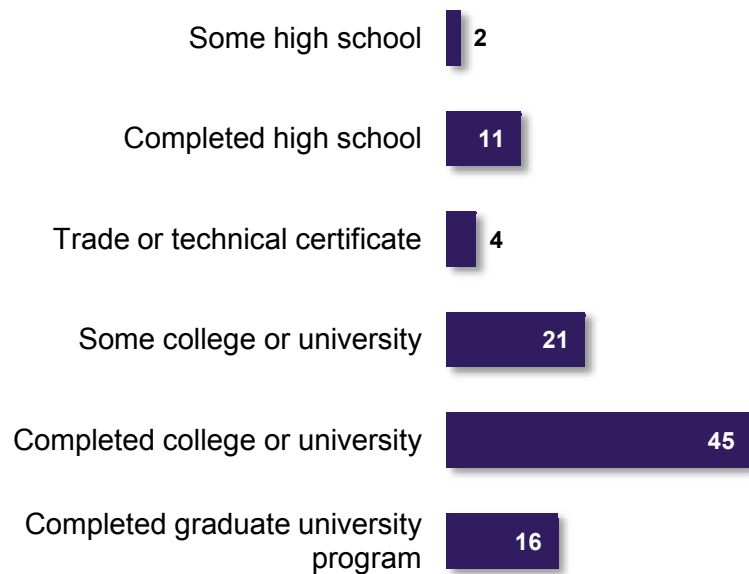


# Demographic profile

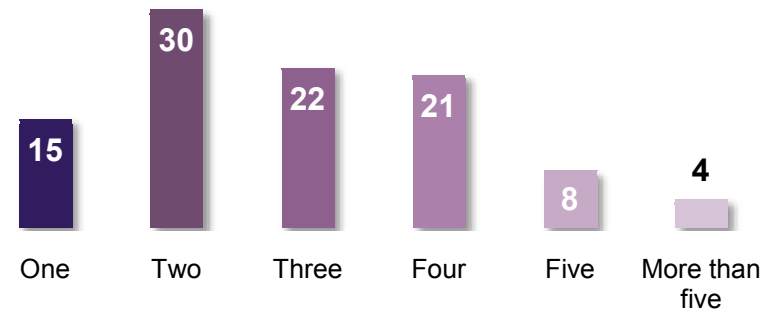


# Demographic profile

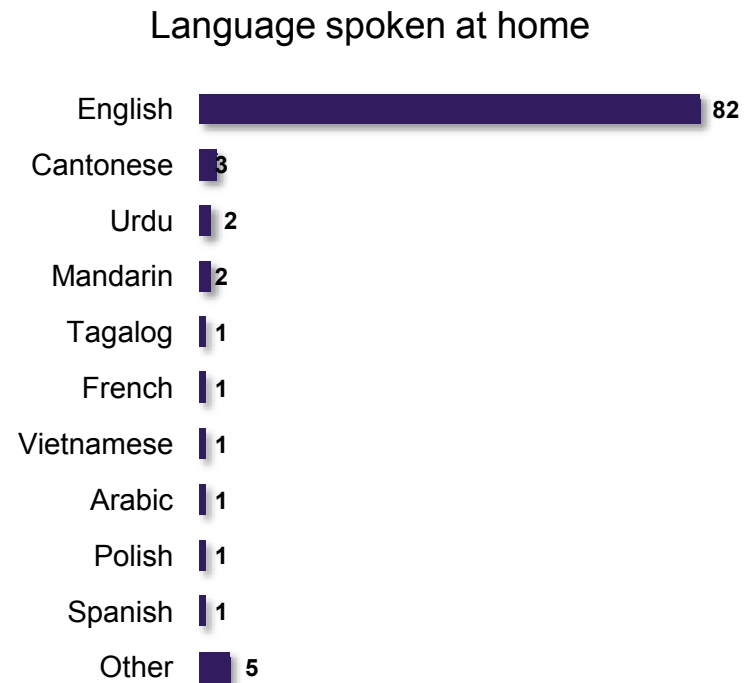
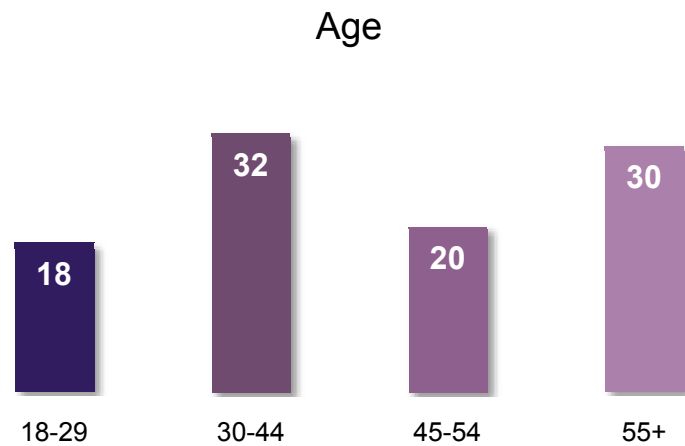
Education



Number of people in household

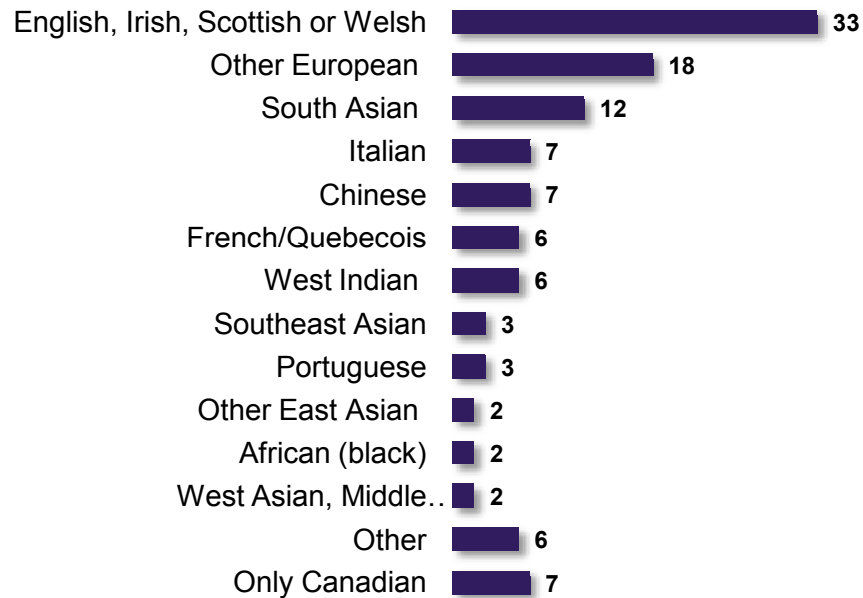


# Demographic profile

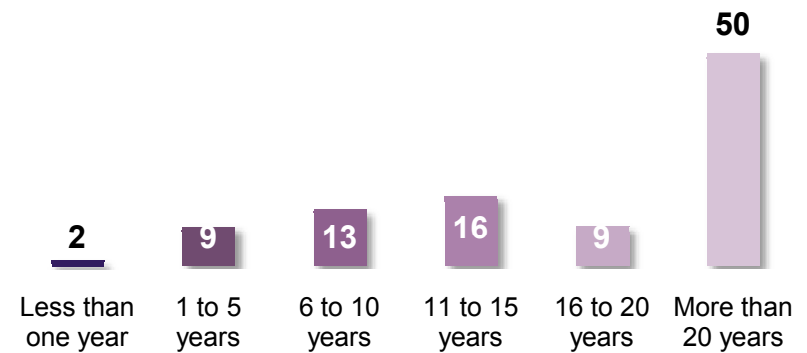


# Demographic profile

Ethnicity



Length of time living in Canada





# Quality of life and issues facing Mississauga today



# Quality of life and issues facing Mississauga



## Key findings

- Residents are very happy living in Mississauga: more than nine in ten rate their quality of life as excellent or good (95%), and a similar proportion (96%) are truly satisfied with their City as a place to live.
- Eight in ten residents agree they are *proud* to say they're from Mississauga (81%), and strong majorities agree it is welcoming (78%), vibrant (78%), and celebrates local diversity (86%).
- Although happy, residents express some concerns. Residents are most likely to identify transportation issues – such as congestion (20%) and inadequate public transit (15%) – as the City's top challenges, and they think these issues will continue to affect the City in the future.
- The Mississauga government receives very positive assessments from residents, with seven in ten (70%) expressing satisfaction with their municipal government.



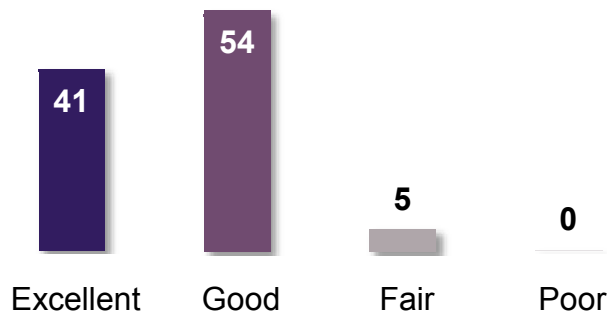


# Quality of life and issues facing Mississauga

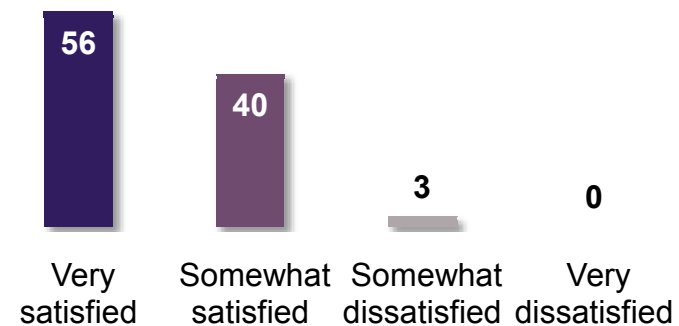


***Mississauga residents are very positive about their City. Nearly all (95%) rate their quality of life as excellent or good, and an equal proportion (96%) are satisfied, if not very satisfied, with living in the City.***

Rating of quality of life in Mississauga



Satisfaction with Mississauga as a place to live



Q1 Overall, how would you rate the quality of life in Mississauga?

Q2 How satisfied do you generally feel about the City of Mississauga as a place to live?

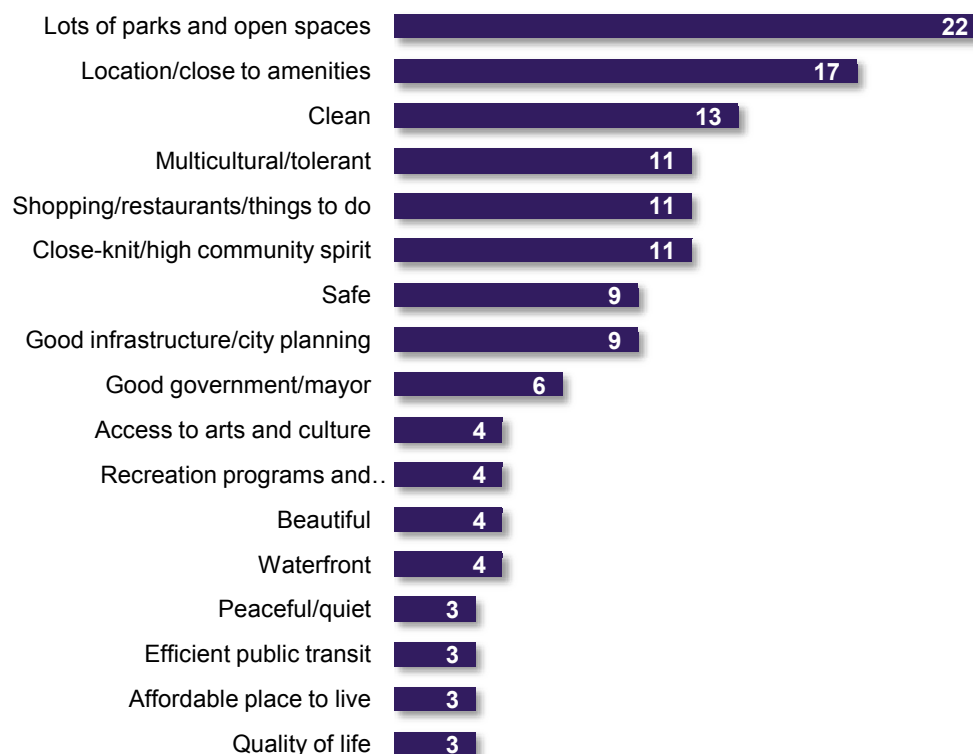


# Quality of life and issues facing Mississauga



***When asked what are the most appealing things about Mississauga, residents focus primarily on the number of parks and open spaces (22%), as well as the location – its proximity to other amenities (17%) and its cleanliness (13%).***

## Most appealing elements of Mississauga



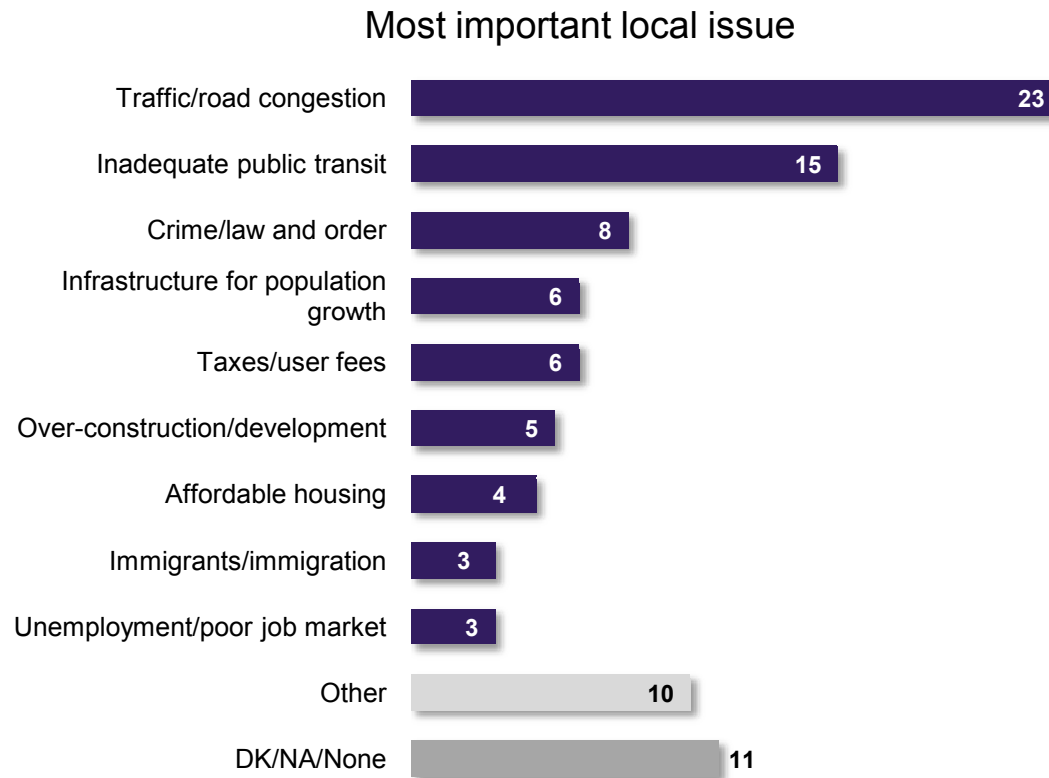
Q5 What, in your opinion, would you say are the most appealing things about Mississauga? (Open-ended question, responses unprompted)



# Quality of life and issues facing Mississauga



***Transportation issues top the public agenda in Mississauga. Residents are most likely to identify traffic (23%) or inadequate public transit (15%) as the City's top challenges.***



Q4 What, in your opinion, is the single most important local problem facing Mississauga today? (Open-ended question, responses unprompted)

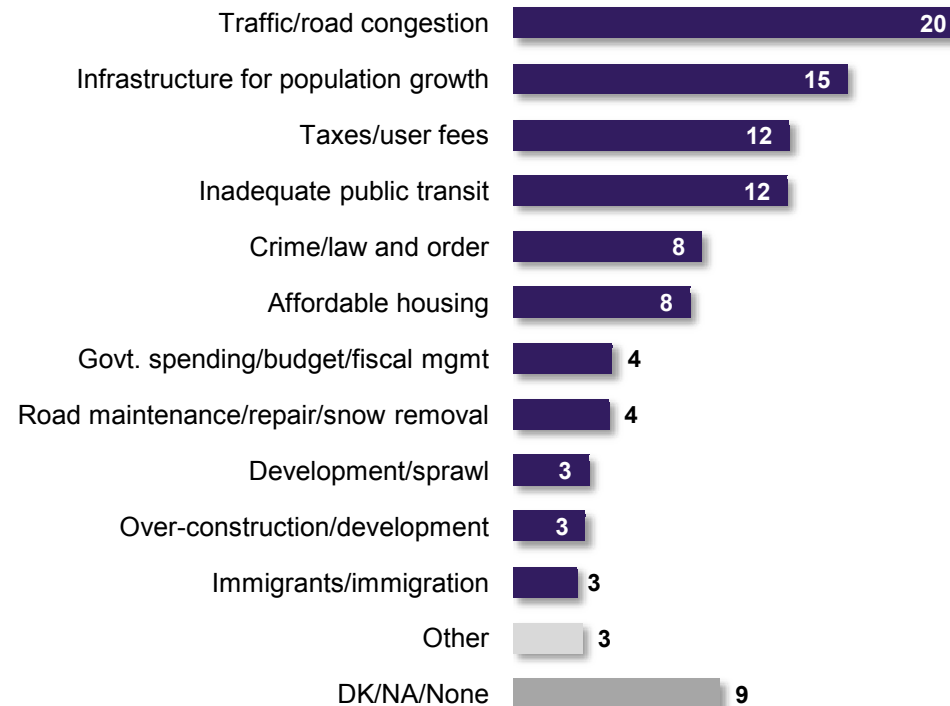


# Quality of life and issues facing Mississauga in the next five years



**Many residents think issues that are currently of concern – such as traffic congestion (20%) and the infrastructure needed to match population growth (15%) – will continue to affect Mississauga in the future.**

## Issues facing Mississauga in the future



Q50 What do you think are the most important issues that Mississauga will have to deal with in the next five years? (Open-ended question, responses unprompted)



# Quality of life and issues facing Mississauga



***Local residents offer very positive assessments of their City. Just under nine in ten (86%) agree the City celebrates cultural diversity, and about eight in ten are proud to tell others they are from Mississauga (81%) or to think it is moving in a direction that will ensure a dynamic and beautiful global City (78%).***

## Agreement with statements about Mississauga



Q3 Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with the following statements.

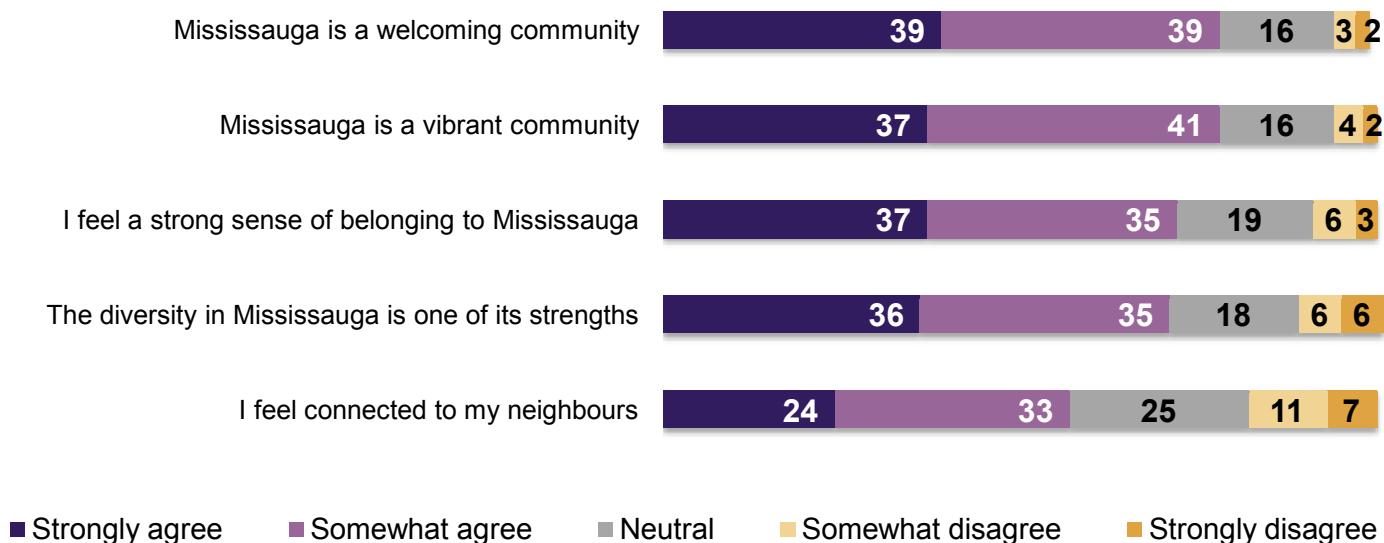


# Quality of life and issues facing Mississauga



***Strong majorities of residents agree Mississauga is welcoming (78%), vibrant (78%), has diversity as a strength (71%), or feel a strong sense of belonging (72%). A smaller proportion (57%) indicate feeling connected to their neighbours, suggesting that it may be difficult for some residents to make more personal connections with others in their community.***

## Agreement with statements about Mississauga



Q3 Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with the following statements.

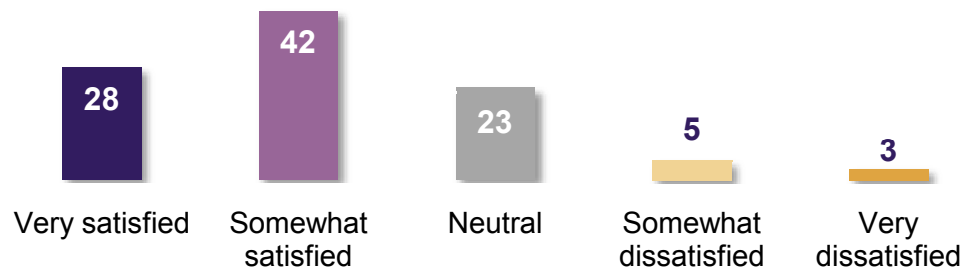


# Quality of life and issues facing Mississauga



***Residents are generally happy with the performance of their municipal government, with seven in ten (70%) expressing satisfaction.***

Satisfaction with the local government



Q7 Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' please rate the extent to which you are satisfied with the overall performance of your municipal government.





## Local services





# Satisfaction with local services



The pages that follow describe the findings regarding satisfaction with City services. For this analysis, the 10-point performance scores have been grouped into five categories: the percentages of residents that scored each service as a 9 or 10 (labelled as “Very satisfied”); as a 7 or 8 (labelled as “Somewhat satisfied”); as a 5 or 6 (labelled as “Neutral”), as a 3 or 4 (labelled as “Somewhat dissatisfied”); or as 1 or 2 (labelled as “Very dissatisfied”).

In general, residents who believe that Mississauga has an excellent quality of life, or who have higher levels of satisfaction with Mississauga and with the municipal government overall, are also more likely to report being satisfied with most of the individual service elements.

**When averaged together, the City of Mississauga receives a satisfaction score of 7 out of 10 for the services evaluated by this study.**



# Satisfaction with local services



## Key findings

- Residents are largely very satisfied with the services offered by the City government. Fire and emergency services receive the highest ratings, with nine in ten residents expressing satisfaction for most specific fire and emergency services. However, these services are unique and cannot be used as a yardstick to measure satisfaction with *other* services.
- The majority of residents typically commute to work, school or appointments by car, primarily as the driver (81%). Residents are somewhat divided about the issue of traffic congestion, with four in ten (38%) saying it is not a problem, compared to one-third (33%) who think the traffic is nearing or has reached a crisis.
- Seven in ten (69%) residents express satisfaction with road services; transit services receive the lowest satisfaction rating of all the services evaluated (51%).
- Residents are very happy with the City's libraries (75%), parks and forestry services (75%), and recreation (73%) services. Somewhat fewer, but still a majority, express satisfaction with arts and culture (64%), regulatory (60%) and land development (57%) services.
- Mississauga's parks and natural spaces are heavily used, with residents visiting a Mississauga park, trail or natural area – on average – 29 times in the past year. Likely reflective of this heavy usage, three-quarters (75%) are satisfied with parks and forestry services in general, and strong majorities are satisfied with every park and forestry service evaluated (with the lowest satisfaction – 58% – expressed for washroom facilities).

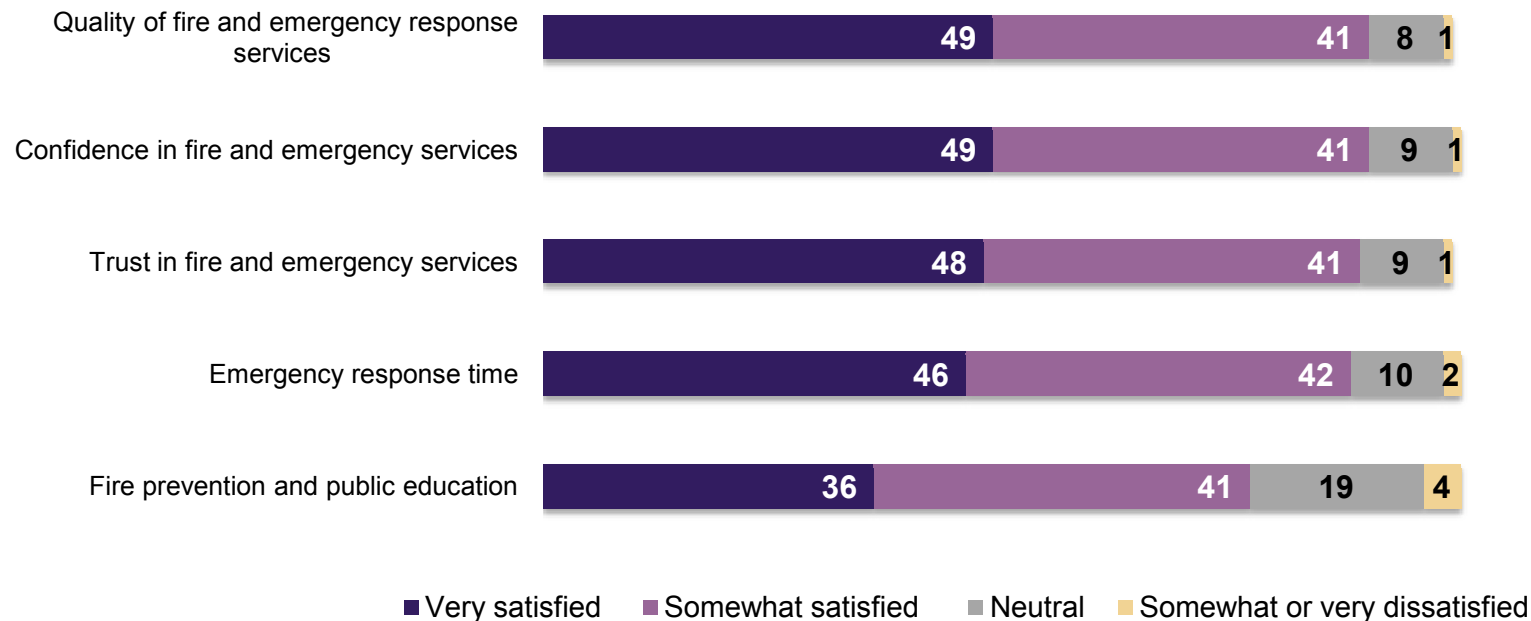


# Fire and emergency services



***Fire and emergency services are so essential that they are somewhat of an outlier in terms of assessing satisfaction with government services. Nearly all City residents are satisfied with the quality of emergency services (90%), and express confidence (90%) and trust (89%) in them.***

## Satisfaction with fire and emergency services



Q9 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of each of the following fire and emergency services in Mississauga?

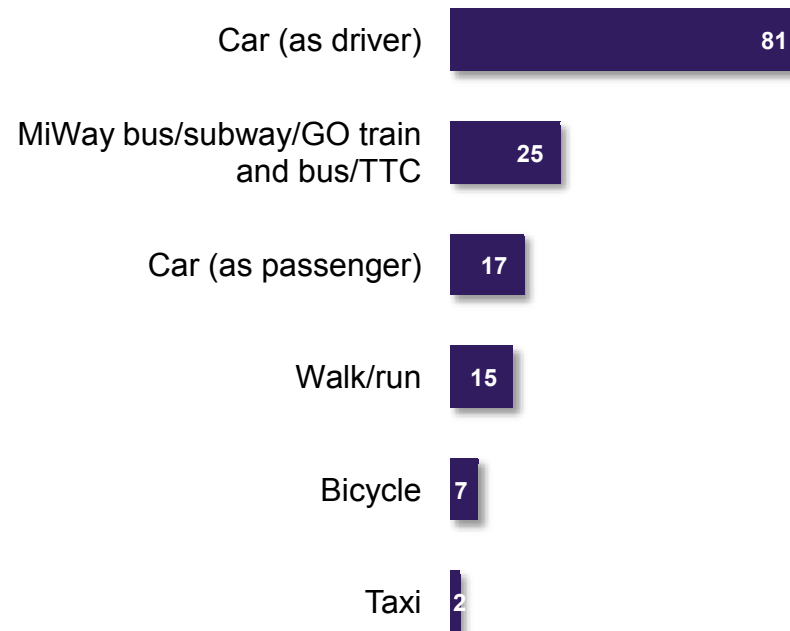


# Road services and transportation



***Cars are the main mode of transportation for Mississauga residents, with residents being most likely (81%) to drive themselves to work, school or appointments. Far fewer (one-quarter or less) report consistent use of any alternate transportation method as their normal way to get to work, school or appointments.***

## Typical mode of transportation



Q13 What mode of transportation do you typically use to get to work, school or appointments? MULTIPLE RESPONSES ACCEPTED

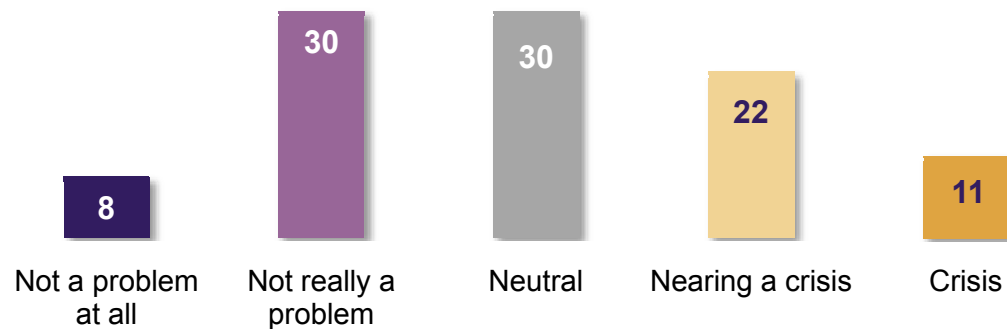


# Road services and transportation



***Residents are largely divided over the state of traffic congestion on Mississauga's local roads. Four in ten (38%) say it is not a problem, while one-third (33%) think it is nearing or in a state of crisis.***

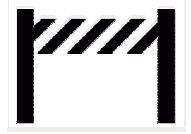
State of traffic congestion on Mississauga's local roads



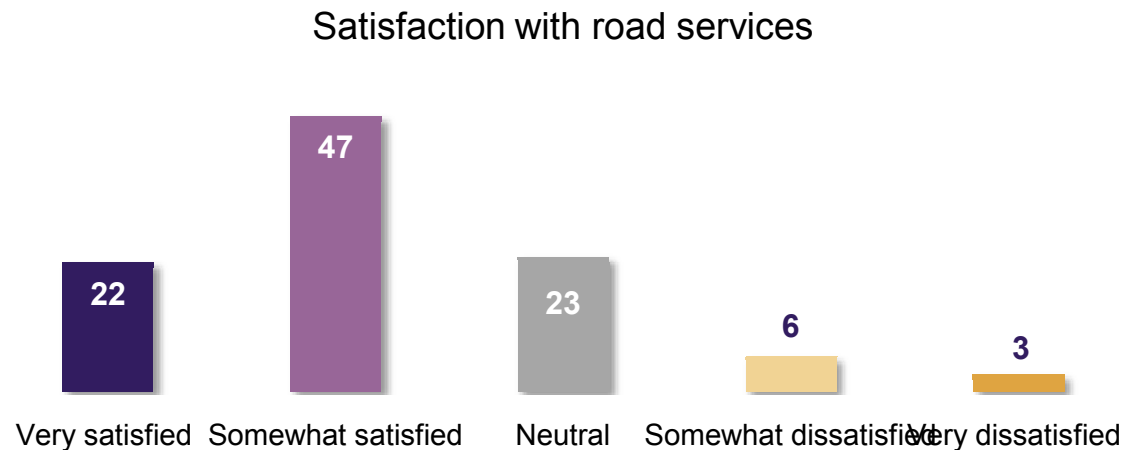
Q14 How do you view the state of traffic congestion on the City's local roads (not including major highways)? Use a scale of 1 to 10, where 1 means "it's in a state of crisis" and 10 means "it's not a problem at all."



# Road services and transportation



***Residents are largely satisfied with Mississauga's road services, with seven in ten (69%) being at least somewhat satisfied; few (9%) express dissatisfaction.***



Q11 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with road services in Mississauga?  
Road services include ensuring the City's roads are maintained, pedestrian and cyclist-friendly, efficient and safe.

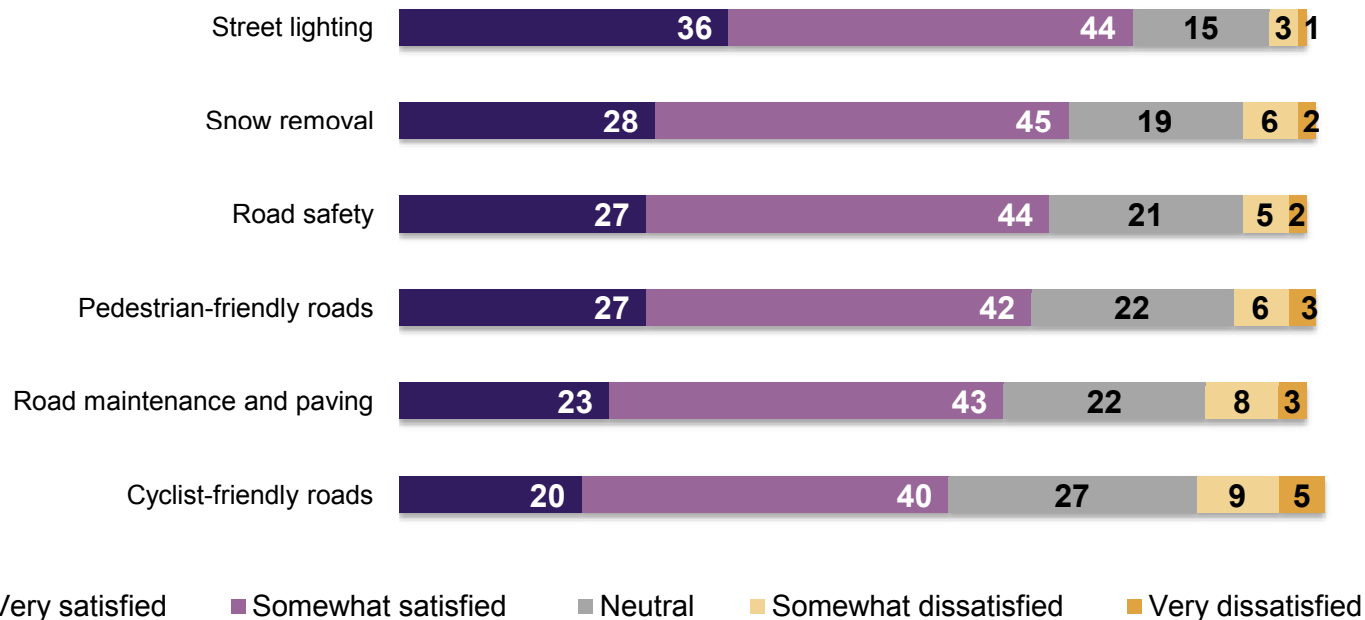


# Road services and transportation



**Mississauga residents express high levels of satisfaction with most Mississauga road services. Eight in ten (80%) are satisfied with street lighting, and seven in ten are satisfied with snow removal (73%), road safety (71%) and pedestrian-friendly roads (69%). Somewhat fewer (60%) are satisfied with cyclist-friendly roads.**

Satisfaction with specific road services



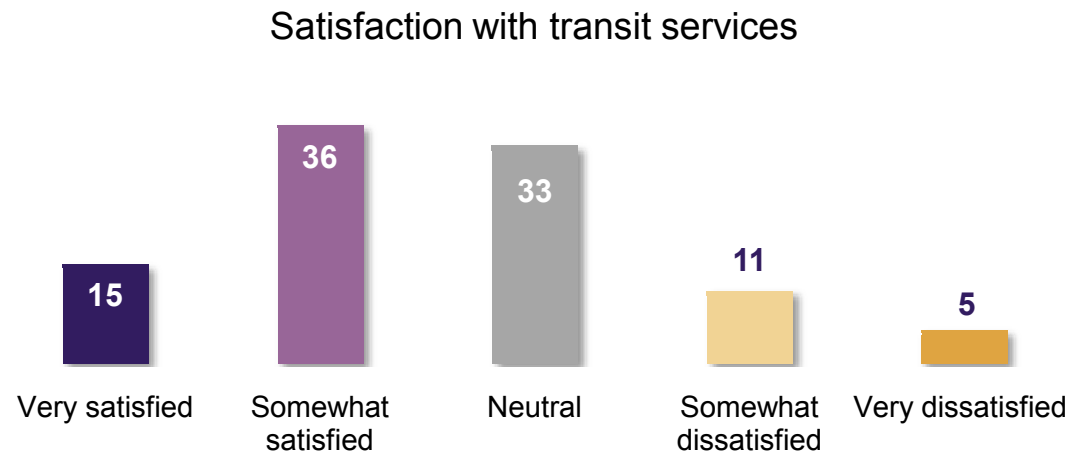
Q12 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of each of the following road services in Mississauga?



# Transit services



***Half (51%) of residents express some level of satisfaction with MiWay transit.***



Q16 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with transit services in Mississauga? Transit services refer only to Mississauga's MiWay bus service.

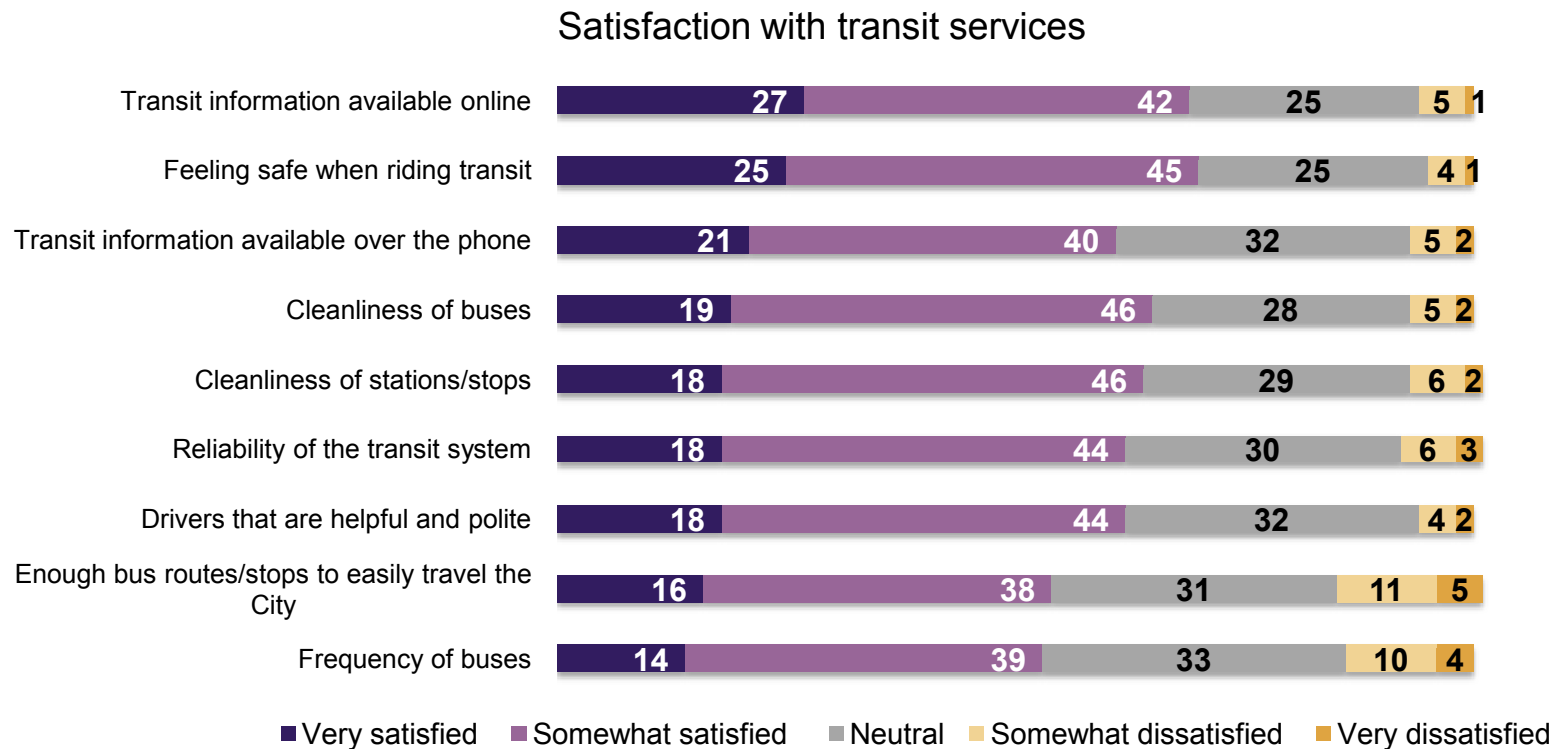




# Transit services



**Seven in ten residents are satisfied with online transit information (69%) and with feeling safe on transit (70%), and six in ten each are satisfied with most other transit services. Somewhat fewer express satisfaction with the number of bus stops (54%) and the frequency of buses (53%).**



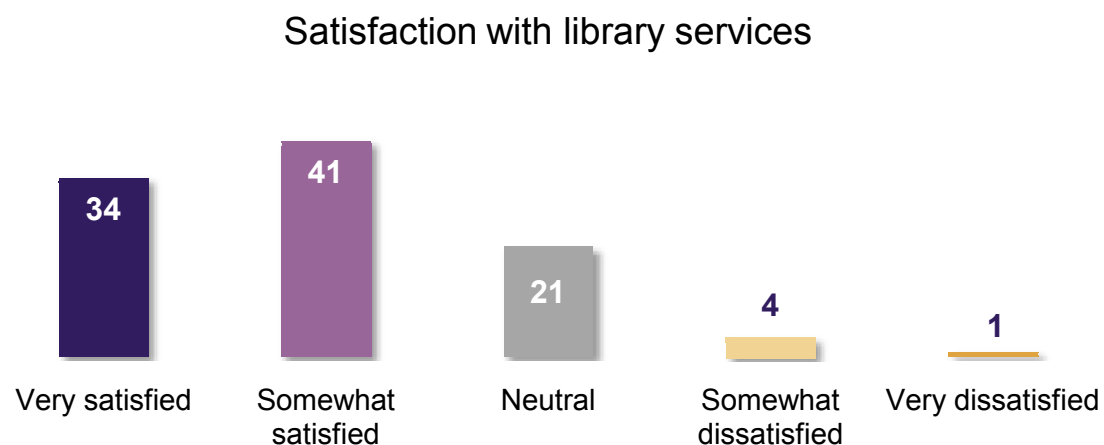
Q17 Using a scale of 1 to 10, where 1 means “very dissatisfied” and 10 means “very satisfied,” overall, how satisfied are you with the quality of these elements of transit services in Mississauga?





# Library services

***Three in four residents (75%) are satisfied with the library services offered in Mississauga.***



Q19 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with library services in Mississauga?

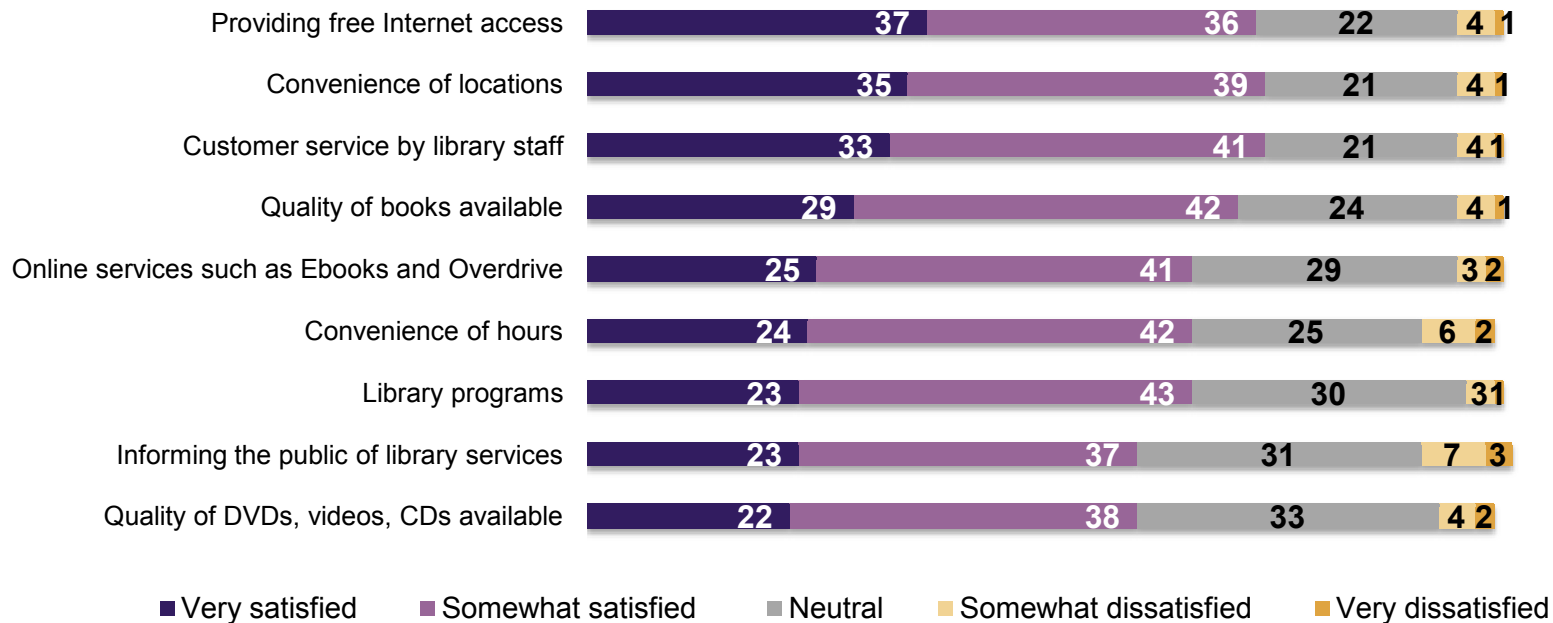


# Library services



***Residents are most satisfied with Internet access provided at Mississauga libraries (73%), convenience of locations (74%) and the customer service (74%). Satisfaction is somewhat lower, but still the majority view, for the quality of electronic media available (60%) and the information provided about library services (60%).***

Satisfaction with specific library services



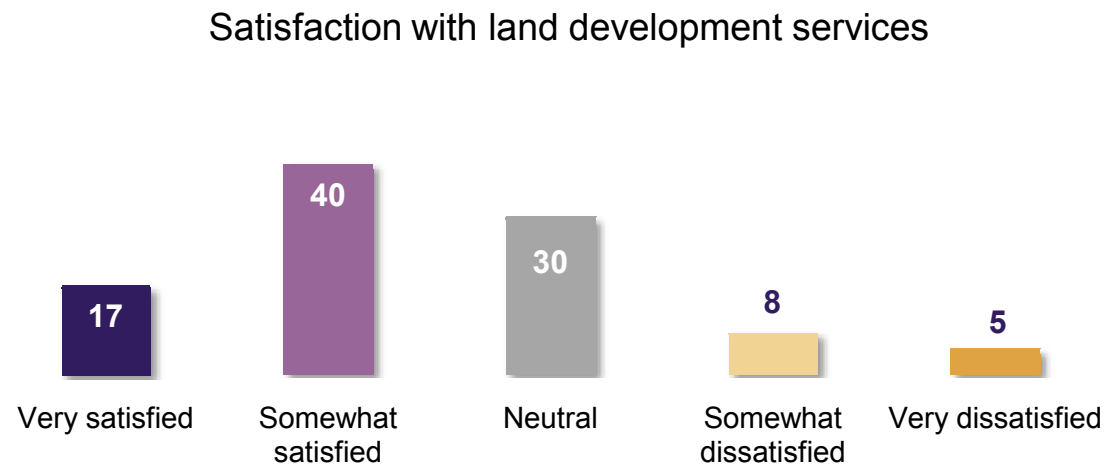
Q20 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following library services in Mississauga?





# Land development services

***A majority of residents (57%) are satisfied with land development services.***



Q22 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with land development services in Mississauga? Land development services include the planning of neighbourhoods, business and shopping areas, as well as building permits and codes.

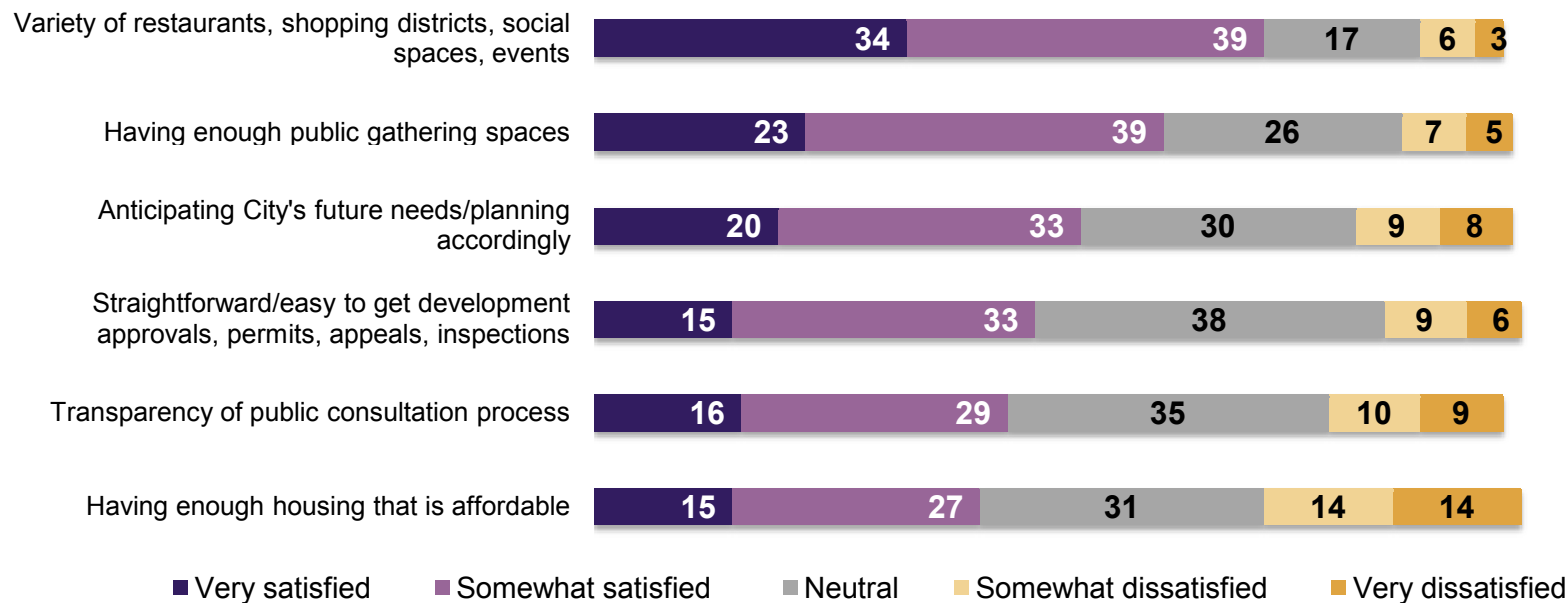




# Land development services

**Residents express varying levels of satisfaction with land development services, with the variety of restaurants, shopping and social spaces (73%) topping the list. Fewer are satisfied with the permits, appeals and approvals process (48%), the transparency of the consultation process (45%) and the availability of affordable housing (42%).**

## Satisfaction with specific land development services



Q23 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following land development services in Mississauga?

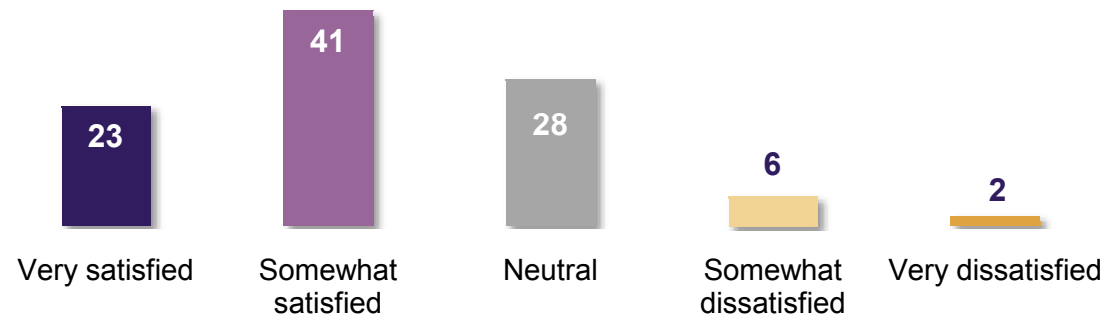


# Arts and culture services



***Residents are generally happy with Mississauga's arts and culture services, with two-thirds (64%) expressing satisfaction.***

Satisfaction with arts and culture services



Q25 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with arts and culture services in Mississauga? Arts and culture services include such things as the funding and hosting of theatrical performances, festivals and art displays.

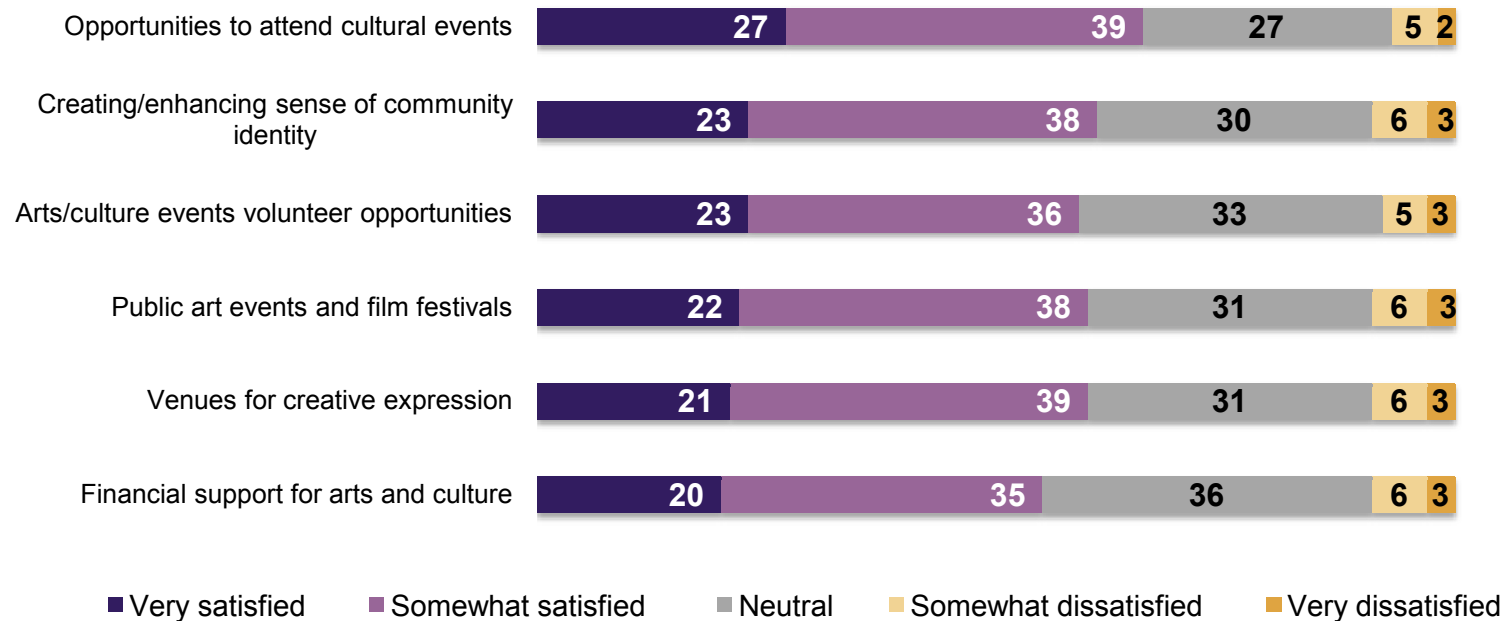


# Arts and culture services



***A majority of residents are satisfied with all aspects of arts and culture services. Satisfaction is highest with opportunities to attend cultural events (66%) and lowest for the financial support of arts and culture (55%).***

## Satisfaction with specific arts and culture services



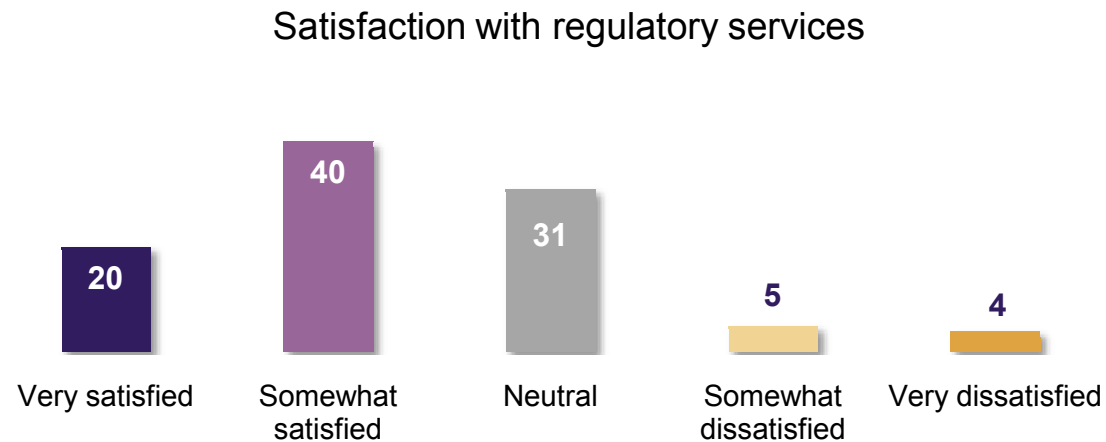
Q26 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following arts and culture services in Mississauga?



# Regulatory services



***Six in ten (60%) residents say they are satisfied with regulatory services provided by the City of Mississauga.***



Q28 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with regulatory services in Mississauga?  
Regulatory services achieve compliance with municipal by-laws to maintain order, safety and community standards in the City in the areas of animal services, compliance and licensing enforcement and charity gaming, mobile licensing enforcement and parking enforcement.



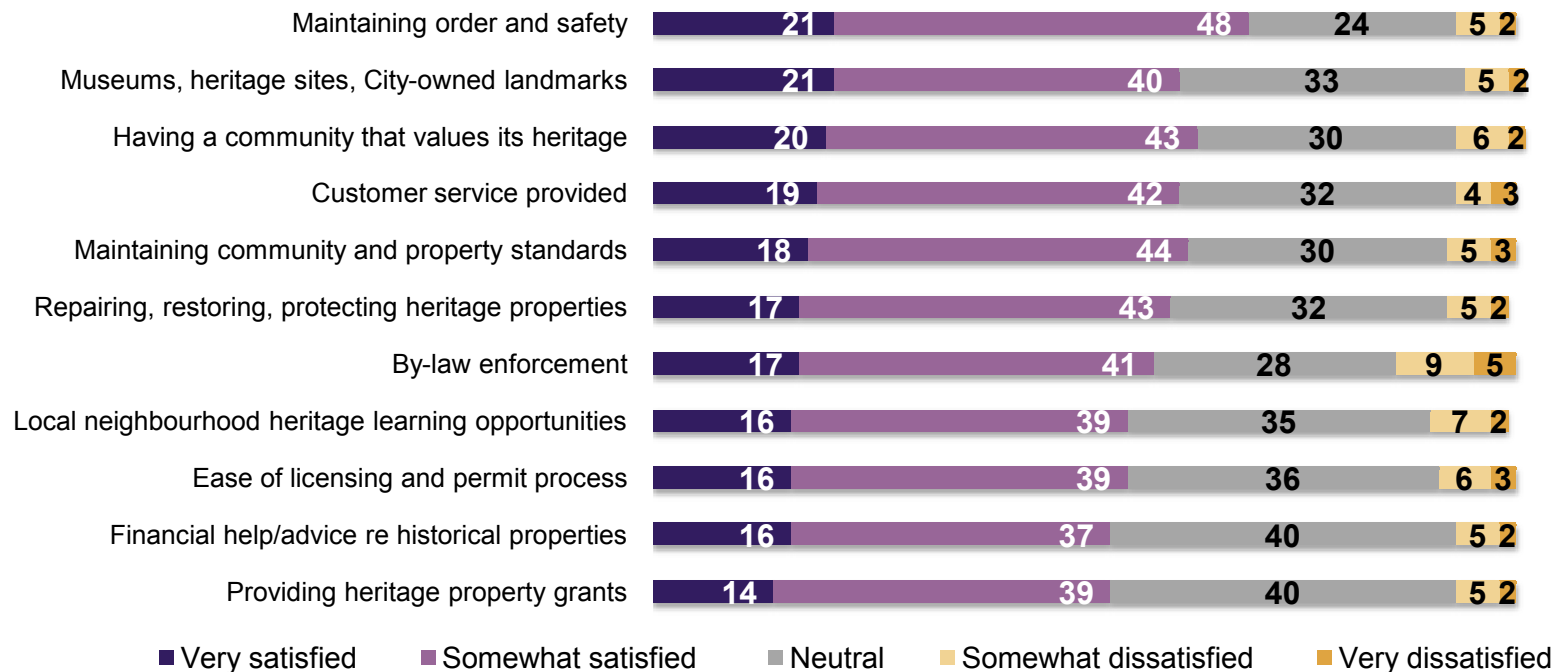


# Regulatory services



***Majorities of Mississauga residents are satisfied with all of the regulatory services evaluated, but are most satisfied with maintenance of order and safety provided by regulatory services (69%), followed by City-owned landmarks (61%). Six in ten (63%) are also satisfied with the value their community places on its heritage.***

Satisfaction with specific regulatory services



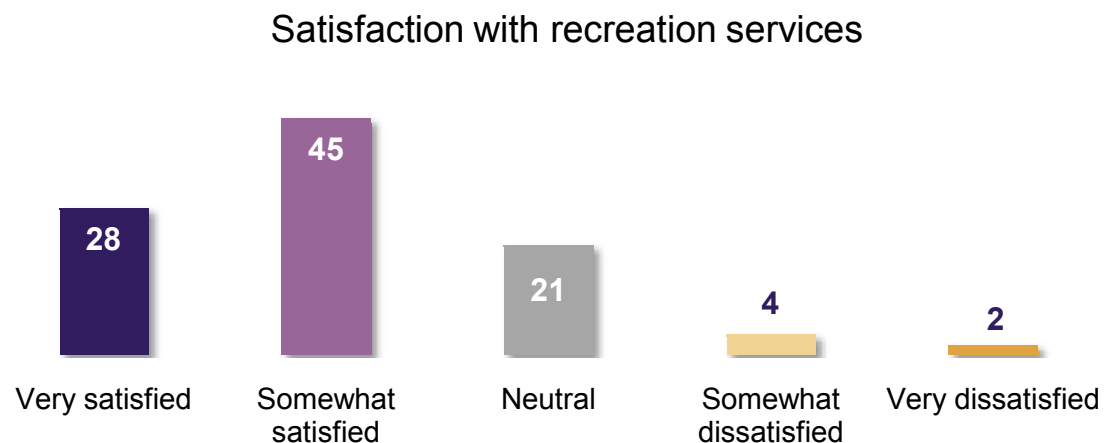
Q29 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following regulatory services in Mississauga?





# Recreation services

***Three-quarters (73%) express satisfaction overall with recreation services provided by the City of Mississauga.***



Q31 Using a scale of 1 to 10, where 1 means “very dissatisfied” and 10 means “very satisfied,” how satisfied are you with recreation services in Mississauga? Recreation services include community and recreation centres, as well as fitness and activity programs, offered by the City.

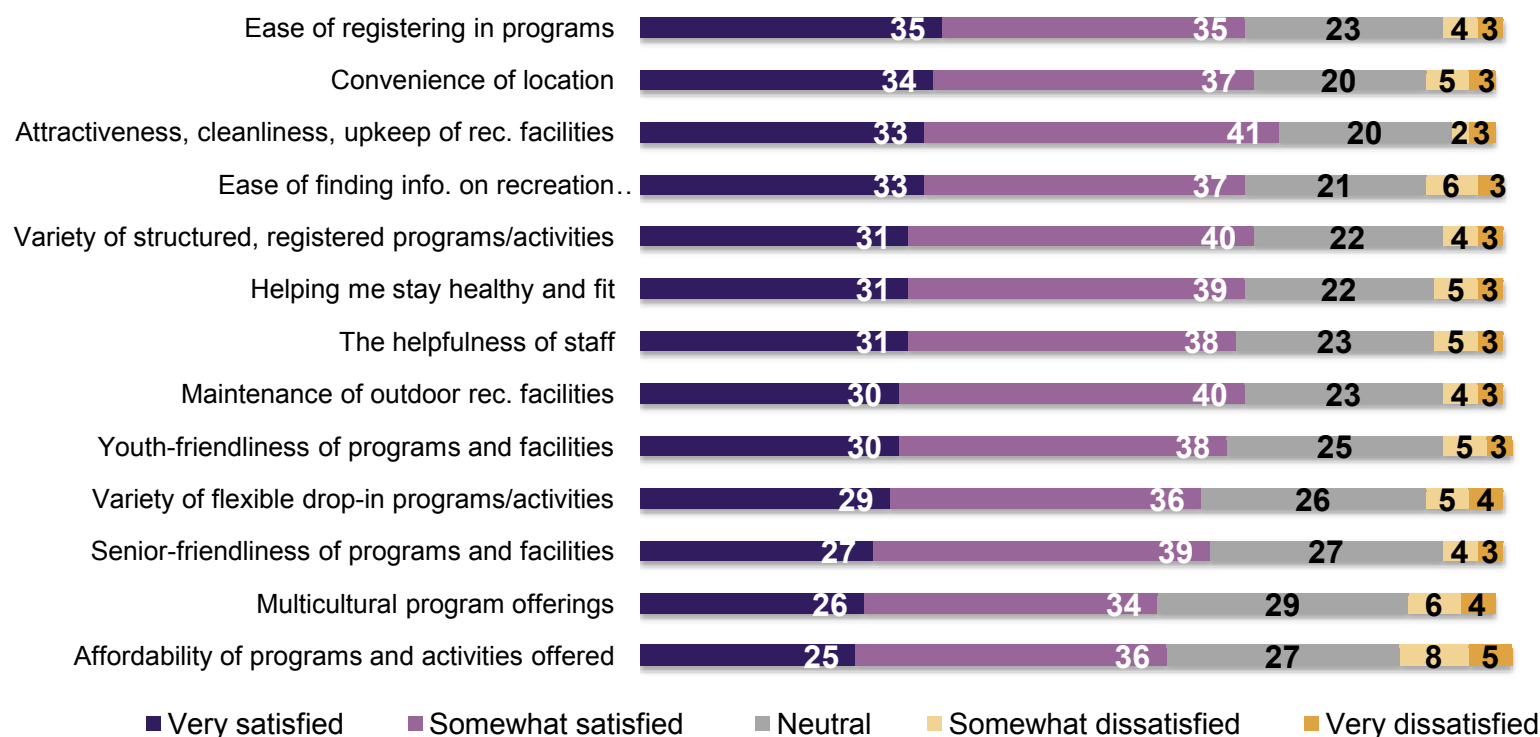




# Recreation services

***Six in ten or more are satisfied with each of a range of recreation service aspects. Satisfaction is highest for cleanliness and upkeep of facilities (74%), the convenience of locations (71%), the variety of structured programs (71%), the ease of registering (70%) and the ease of finding information about recreation services (70%).***

Satisfaction with specific recreation services



Q32 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following recreation services in Mississauga?





# Suggestions for new City programs



***Few residents are able to spontaneously suggest any new programs for the City, suggesting that the range currently on offer meets the community's needs.***

Q33 What programs, if any, would you like to see the City offer that you feel are not currently available?

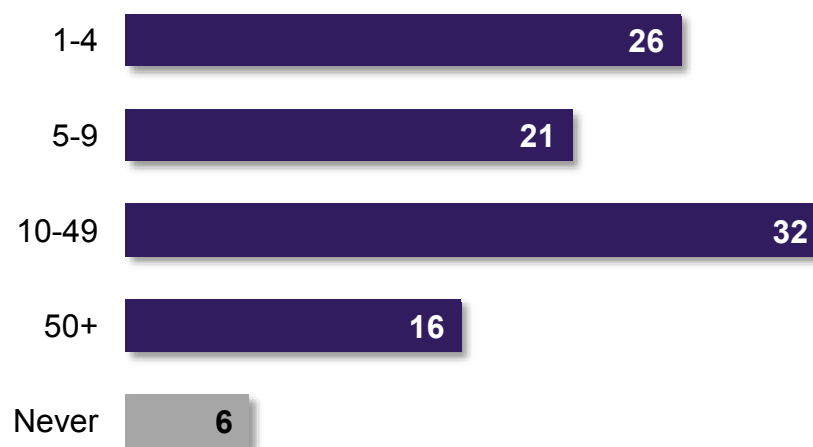


# Parks and forestry services



***Mississauga residents have visited a park, trail or natural area in the City, on average, 29 times in the past year. Only a small number of residents (6%) made no visits to a park or natural area.***

Number of visits in past year to Mississauga parks, trails or natural areas



Q37 In the past year, how many times have you visited a Mississauga park, trail or natural area?

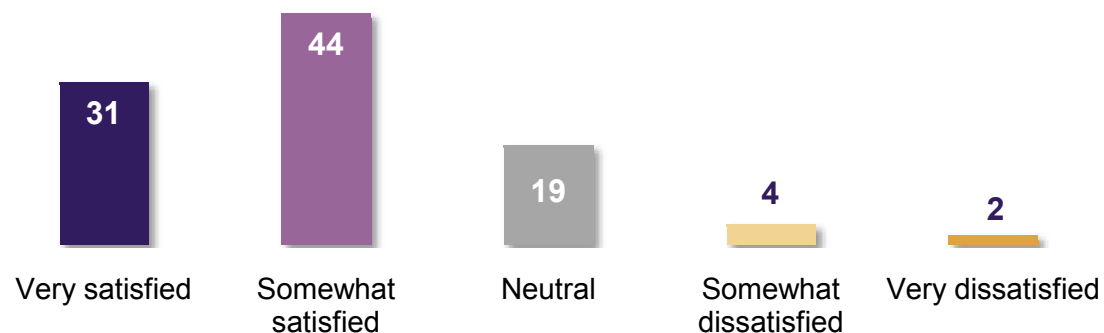


# Parks and forestry services



***Three-quarters (75%) of residents are satisfied with Mississauga's parks and forestry services.***

Satisfaction with parks and forestry services



Q35 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with parks and forestry services in Mississauga? Parks and forestry services include parks and natural areas.

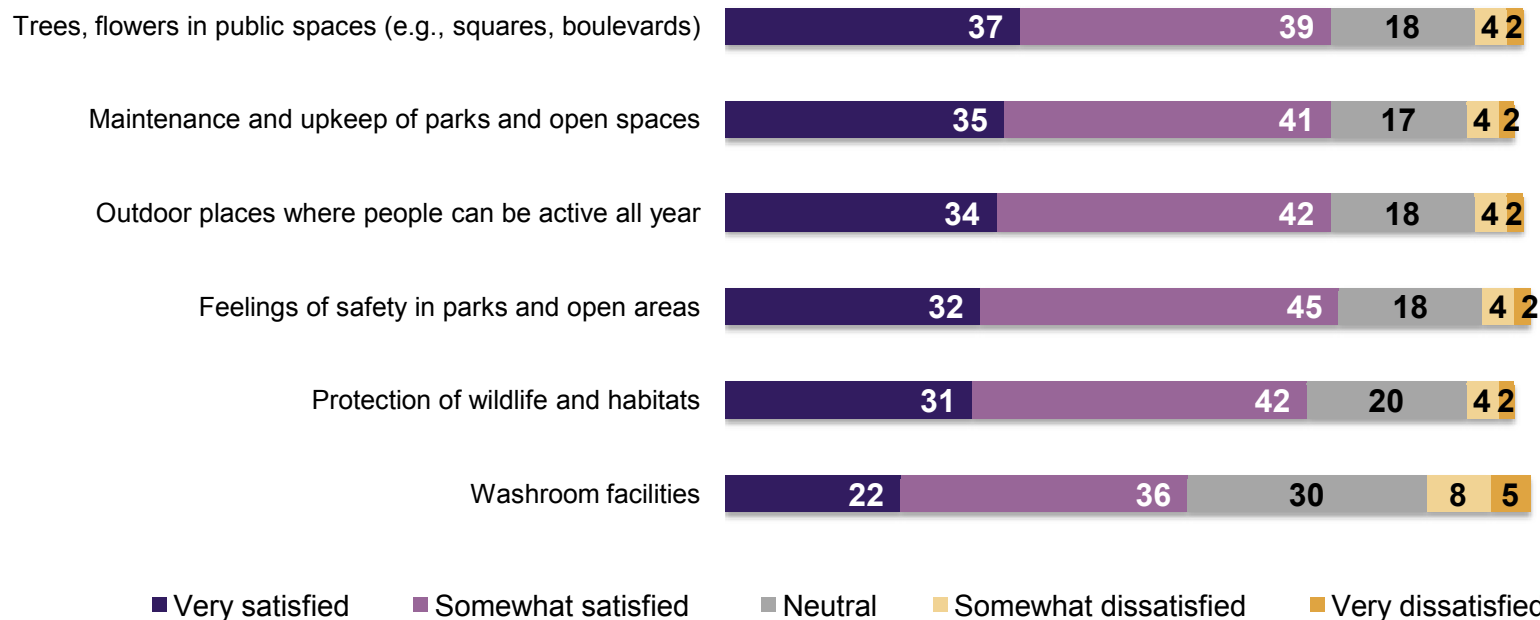




# Parks and forestry services

***Three-quarters of residents are satisfied with the safety of parks and open areas (77%), maintenance and upkeep (76%), provision of outdoor places to be active (76%), and having trees and flowers in public spaces (76%). Residents are less likely to be satisfied with the washroom facilities in Mississauga parks (58%).***

## Satisfaction with specific parks and forestry services



Q36 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following parks and forestry services in Mississauga?





# Drivers analysis: Service priorities

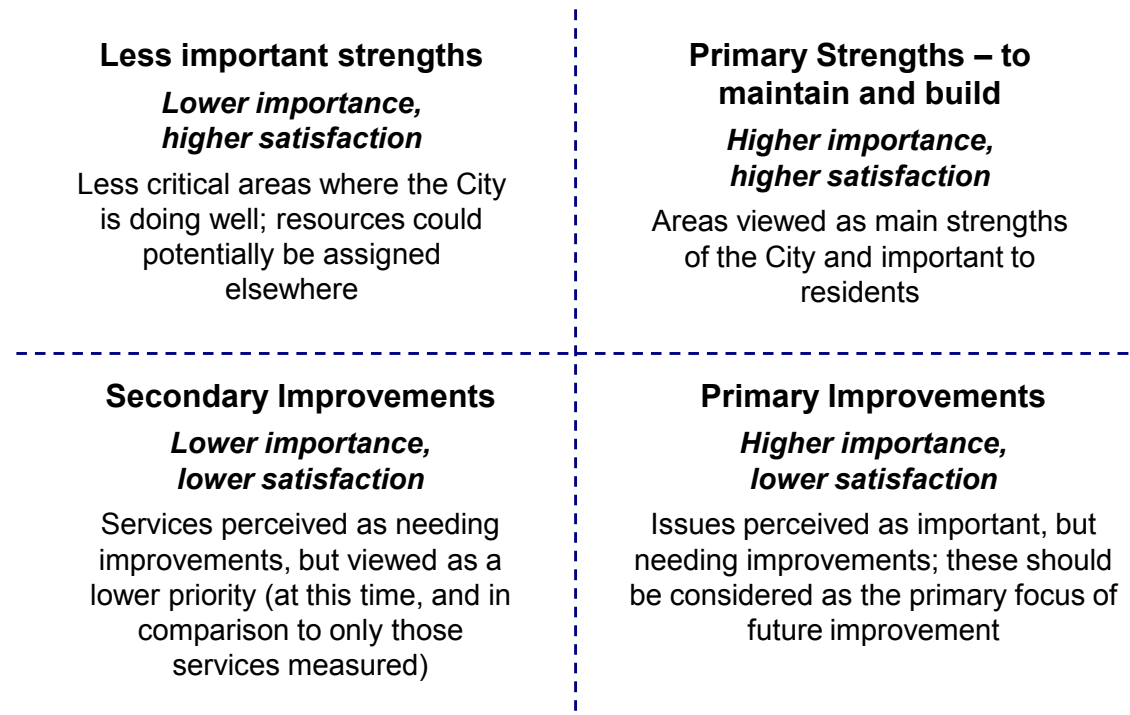






# Drivers analysis: service priorities matrix

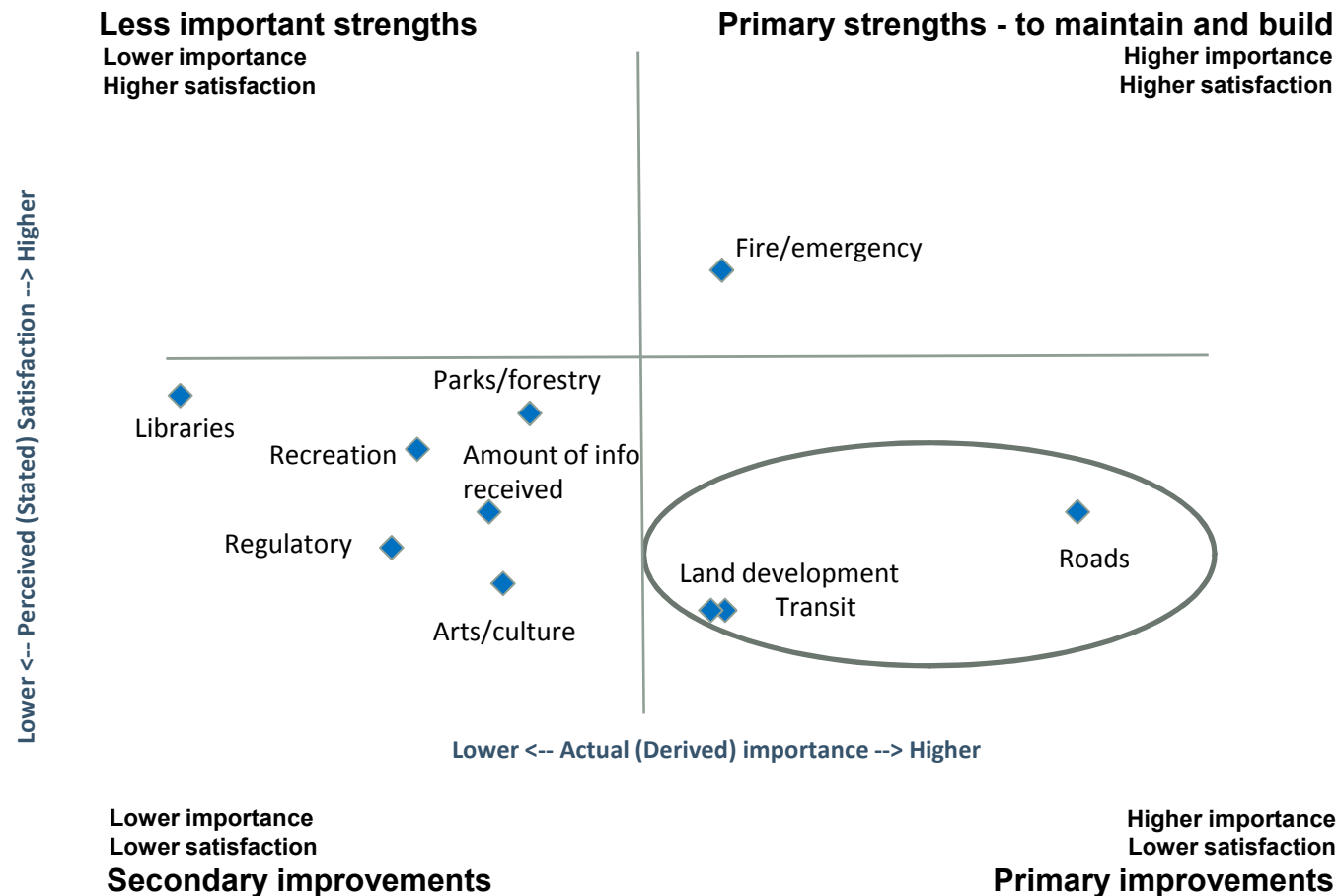
- Satisfaction and importance assessments are designed to help municipalities identify where best to allocate resources for services
- Services with lower levels of satisfaction may not necessarily be areas where improvement is most desired or needed. For example, if residents have a lower level of satisfaction with a service but this dissatisfaction has no effect on their overall assessment of the City, then focusing on improving this service will have limited impact on overall views of the City's activities.
- In general, services falling in the lower right quadrant should be the ones of primary focus for the City



# Priority improvements for the City



The driver analysis indicates that **land development, transit and roads** are **both** strong drivers of overall satisfaction with the City government **and** areas where citizens express lower satisfaction levels. These should be the priority improvement areas for Mississauga.





# Key drivers of satisfaction with City government

Satisfaction with the following service areas is most closely linked to being satisfied with the Municipal government as a whole:

TOP DRIVER: Road Services

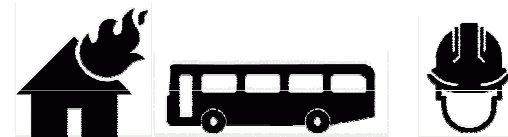


SECOND LEVEL DRIVERS:

Fire and emergency services

Transit services

Land development services

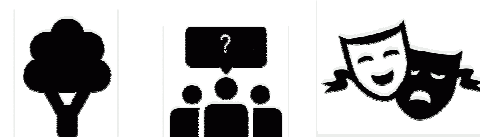


THIRD LEVEL DRIVERS:

Parks and forestry services

Amount of information received from the City

Arts and culture services





# Key drivers of satisfaction with City government

Within each of the service areas that are top drivers of satisfaction with the municipal government, the following are the sub-service areas that are of most importance to residents.

**Road services:** *road maintenance and paving*

**Fire and emergency services:** *all services of equal importance*

**Transit services:** *having enough bus routes, reliability and frequency*

**Land development services:** *anticipating the future needs of the City and planning accordingly*

**Parks and forestry services:** *Protection of wildlife and habitats; having outdoor places where people can be active all year round; maintenance and upkeep of parks and open spaces*

**Arts and culture services:** *Opportunities to attend cultural events*

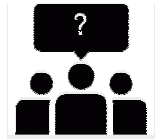




# Communications and citizen engagement



# Communications and citizen engagement

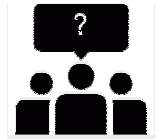


## Key findings

- Mississauga residents are generally satisfied with the information they receive from the City (58%).
- Half (53%) of residents think that the City provides them with meaningful opportunities to provide input on important matters, but only one third (33%) report having actually participated in any public engagement activities in the past year. Among those who did take part, two-thirds (66%) are satisfied with the process.
- Four in ten (42%) residents report having direct contact with the City sometime in the past year, most often online – through the City’s website (35%), or by email (29%). Most think they received good service, and received the information they were searching for in a timely manner (75%).
- Six in ten (63%) residents reporting that they visited the City’s website sometime in the past six months. Nearly all (91%) of these residents found it easy to find the information they were seeking.

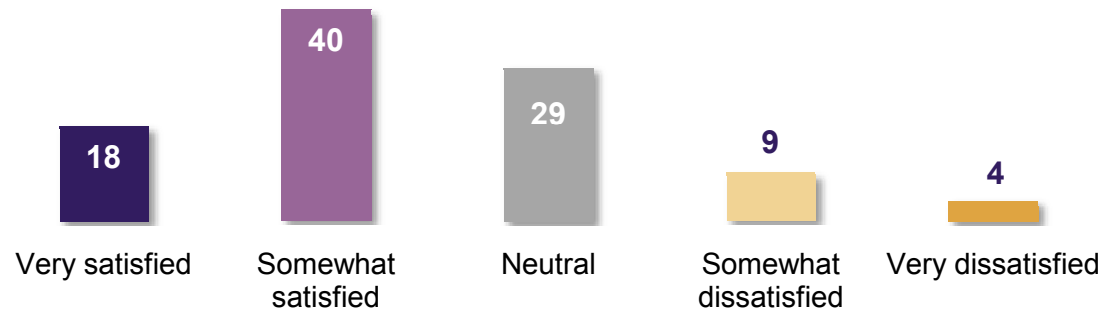


# Communications and citizen engagement



***Six in ten residents (58%) are at least somewhat satisfied with the amount of information they receive from the City.***

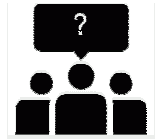
Satisfaction with information received from City



Q41 The amount of information you receive from the City of Mississauga. Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied are you with the amount of information you receive from the City of Mississauga?

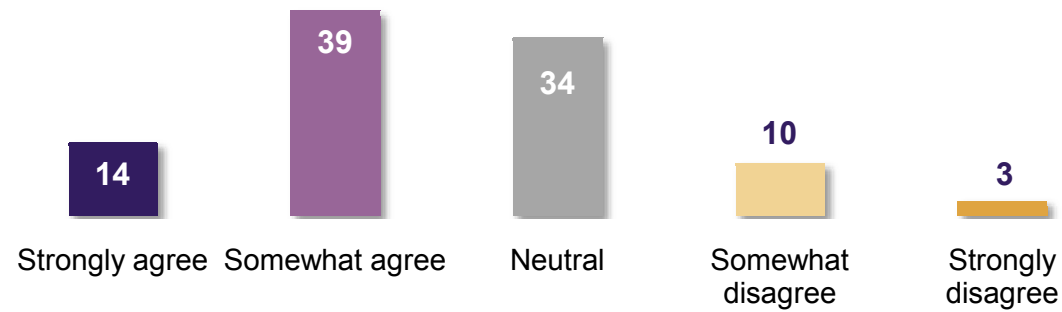


# Communications and citizen engagement



***Just over half (53%) of Mississauga residents agree there are meaningful opportunities to engage with, or be consulted about matters of importance to the City.***

Does the City offer meaningful opportunities for citizens to participate?

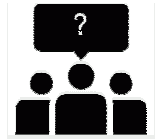


Q42 Using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree,' please rate the extent to which you agree or disagree that there are meaningful opportunities, offered by the City, to engage with or be consulted on matters important to Mississauga.



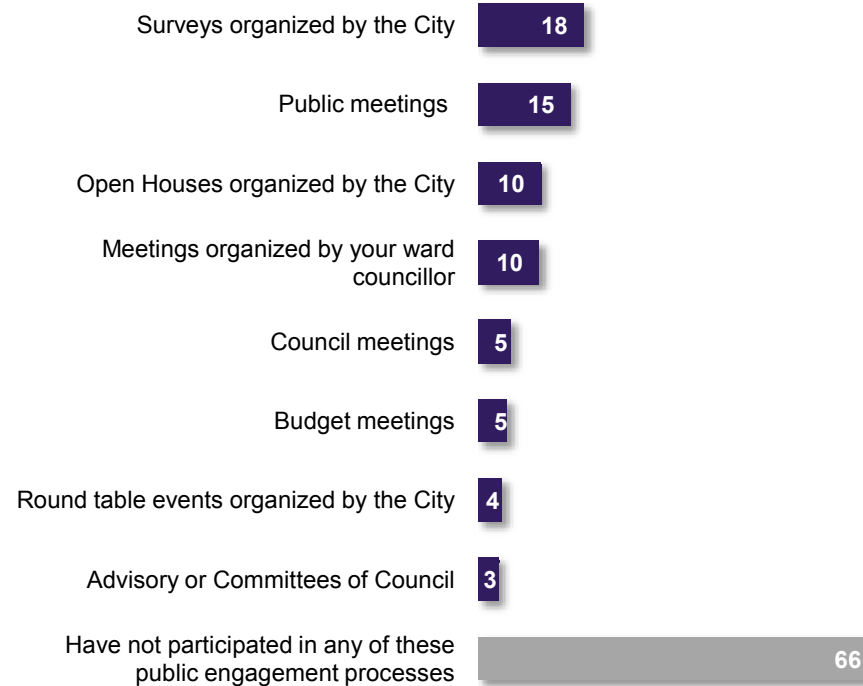


# Communications and citizen engagement



***Two-thirds (66%) of residents have not taken part in any form of the public engagement process. Surveys (18%) and public meetings (15%) are the most common ways citizens have become involved.***

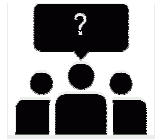
## Citizen participation in engagement processes



Q43 Have you participated in any of the following public engagement processes in the past 12 months?

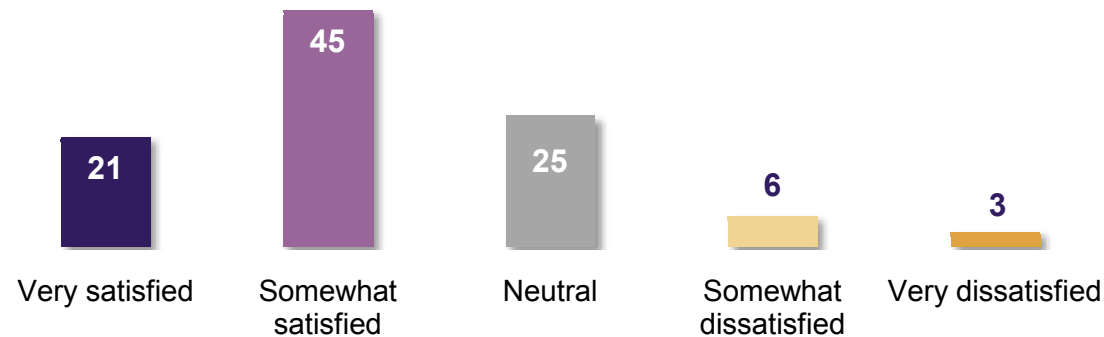


# Communications and citizen engagement



***Among residents who have participated in public engagement in the past 12 months, two-thirds (66%) are satisfied with the process.***

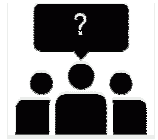
Satisfaction with public engagement process



Q44 Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied were you with the public engagement processes you participated in? Subsample: Those who participated in the public engagement process in the past 12 months (n=383)

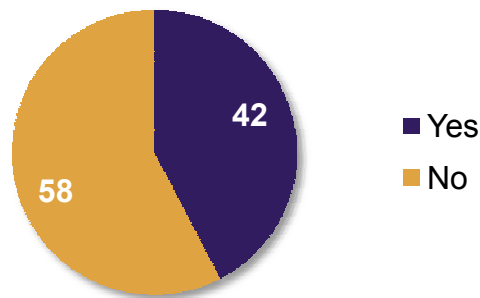


# Communications and citizen engagement

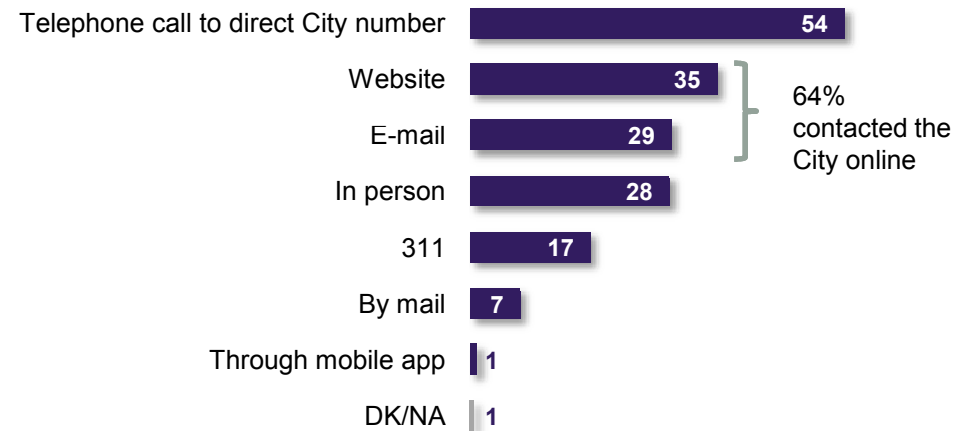


***Four in ten (42%) residents have had contact with the City of Mississauga in the past year. Residents turned most often to the Internet, and either accessed the City website (35%), or communicated with the City via email (29%).***

Did you have contact with the City in the past year?



Method of contact with City

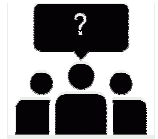


Q45 Have you had contact with the City of Mississauga in the past 12 months?

Q46 How did you come into contact with the City of Mississauga? Subsample: Those who have had contact with the City in the past 12 months (n=477)



# Communications and citizen engagement



***Residents contacted the City for a variety of reasons, including community and recreation programs (11%), taxes (9%), garbage pickup (9%) and parking (8%).***

Reason for contact with the City

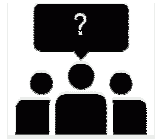


Q47 What was your most recent contact in relation to?

Subsample: Those who have had contact with the City in the past 12 months (n=477)

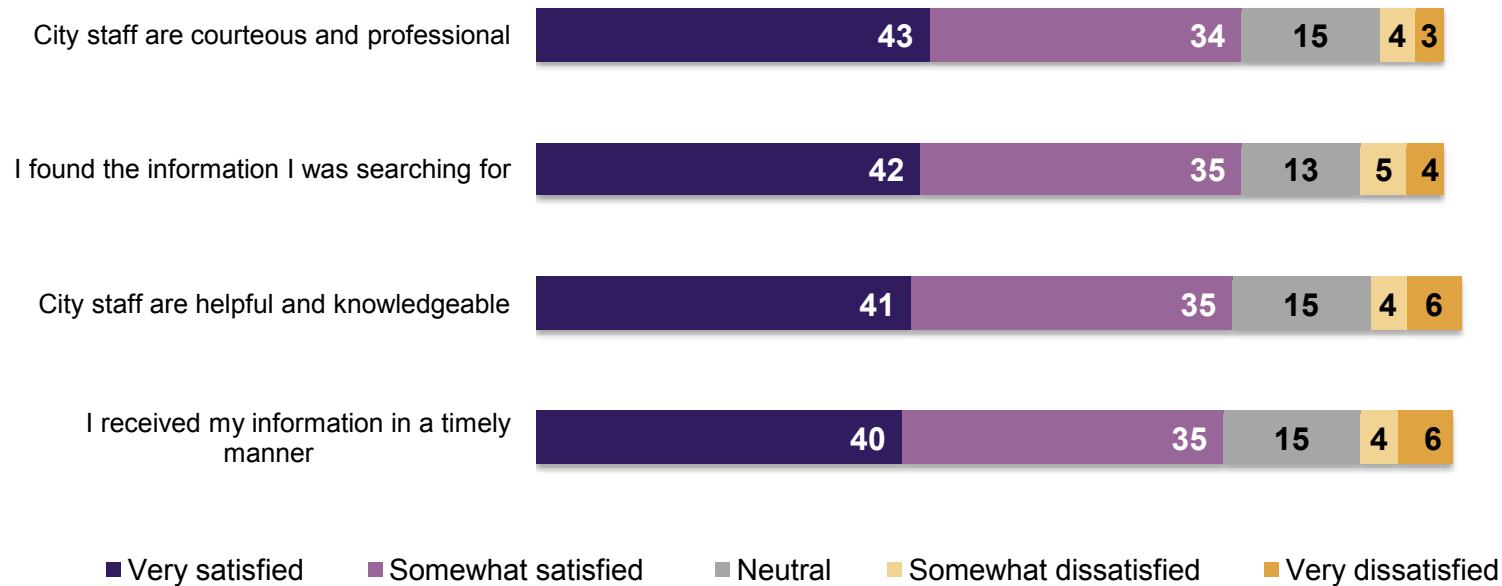


# Communications and citizen engagement



**Residents who have contacted City staff are generally pleased with the service received. Three-quarters each are satisfied with the extent to which staff were courteous and professional (77%), and helpful and knowledgeable (76%). A similar proportion received the information they were looking for in a timely manner (75%).**

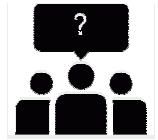
Evaluation of City staff and information



**Q48** Thinking about your recent contact with the City of Mississauga and your general impressions, and using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with each. Subsample: Those who have had contact with the City in the past 12 months (n=477)

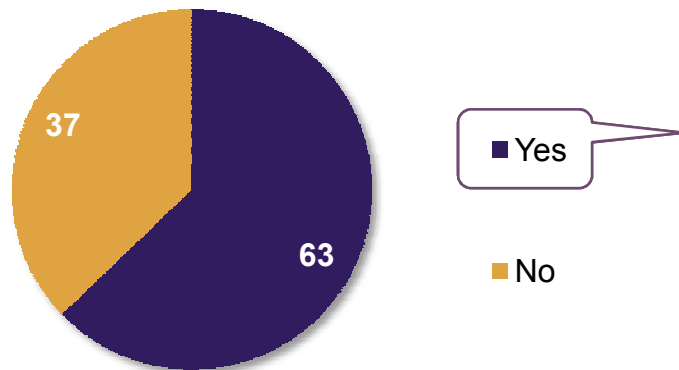


# Communications and citizen engagement

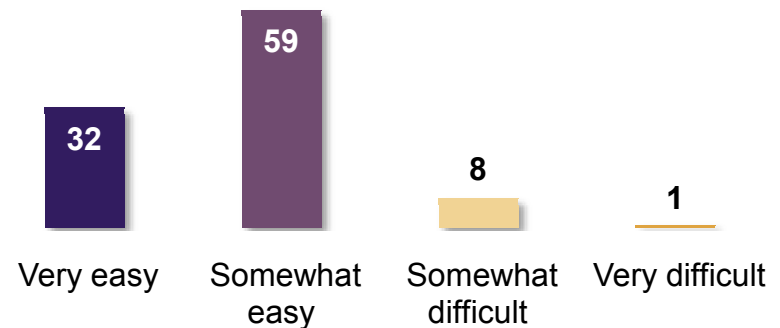


***Six in ten (63%) residents have visited the City website in the past six months. Nearly all (91%) of those who visited the site found it easy to find the information for which they were looking.***

Have you visited the City website in past 6 months?



Ease of finding information on City website

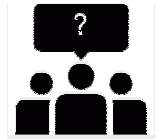


Q49A Have you visited the City's website any time in the last six months?

Q49B How easy or difficult would you say it was to find the information you were looking for on the City's website? Would you say it was...? Subsample: Those who visited the City's website in the past six months (n=723)

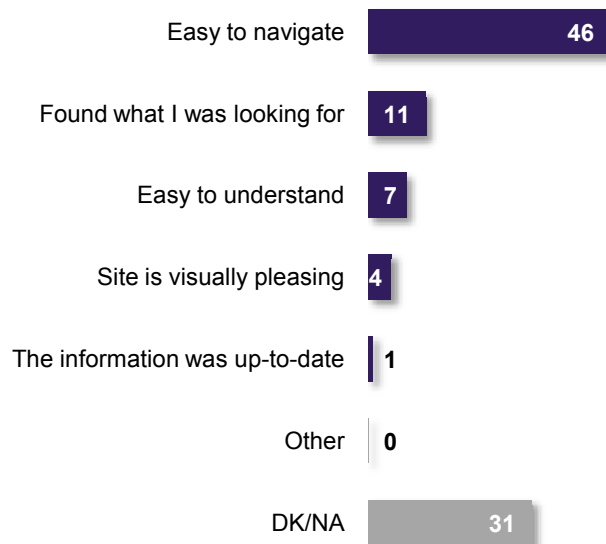


# Communications and citizen engagement

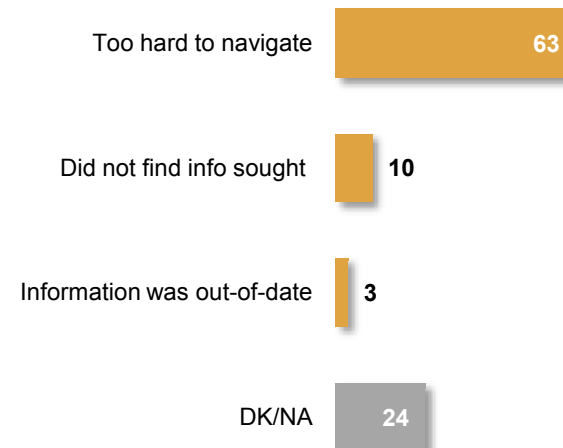


***Navigation is the most important factor influencing residents' experience with the City website: both residents who found it easy and those who thought it was difficult cite navigation as the main reason for success or failure in locating needed information.***

Why was it easy to find information?



Why was it difficult to find information?



Q49C Why was it difficult to find the information you were looking for? Subsample: Those who found it difficult to find the information they were looking for (n=61)  
Q49D Why was it easy to find the information you were looking for? Subsample: Those who found it easy to find the information they were looking for (n=662)





# Value for taxes





# Value for taxes



## Key findings

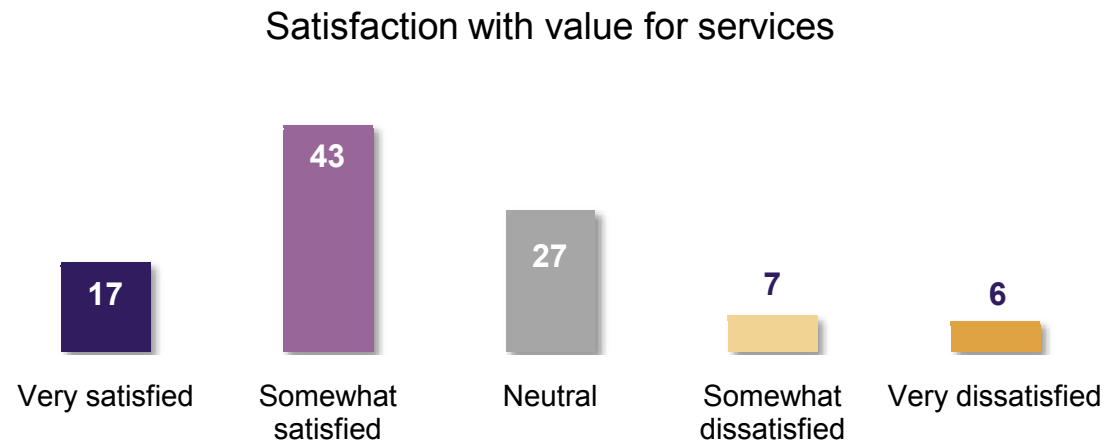
- Mississauga residents are generally happy with the value they receive for the taxes they pay, with six in ten (60%) expressing some level of satisfaction.
- Residents are divided over the best approach towards taxation and service delivery. Equal proportions advocate cutting services in order to maintain or reduce taxes (52%), and increasing taxes to maintain or expand service offerings (48%), indicating that there is no easy solution to the future of service delivery (and its relationship with taxation levels) in Mississauga.



# Value for taxes



***Residents offer positive assessments of the value they receive for their taxes, with six in ten (60%) indicating they are somewhat or very satisfied.***



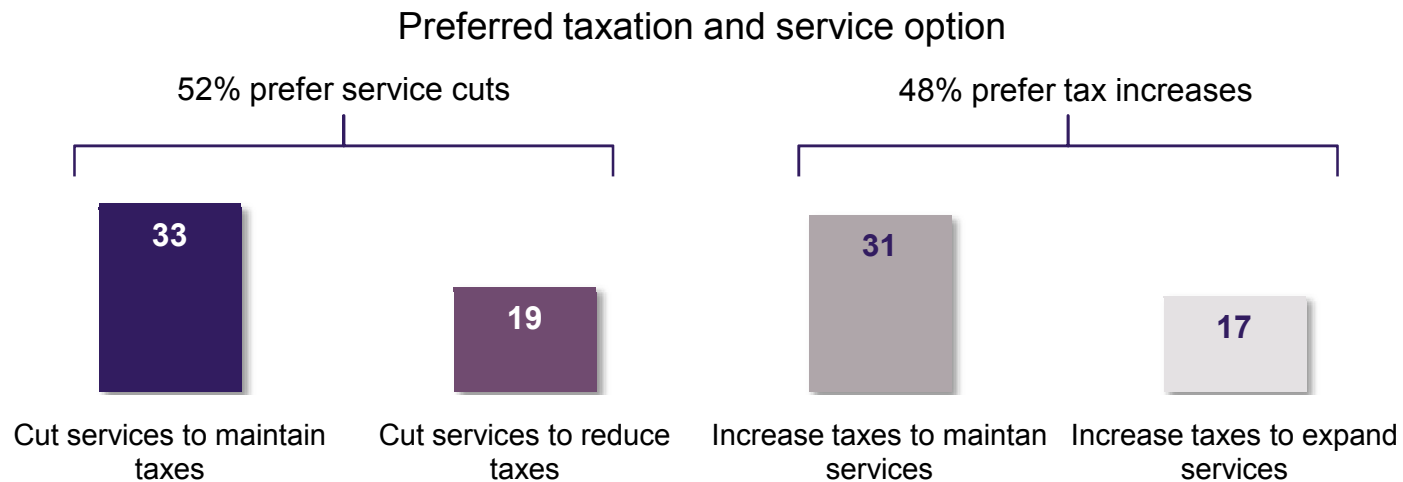
Q38 Please rate the extent to which you are satisfied with the value of services you receive for the City of Mississauga property tax that you pay. Your property taxes are shared between the City of Mississauga, the Region of Peel and the Province (for education). For every dollar a resident pays in property taxes, the City of Mississauga receives approximately 30 cents.



# Value for taxes



***Equal proportions of residents prefer cutting services in order to maintain or reduce taxes (52%), or increasing taxes to maintain or expand service offerings (48%).***



Q39 *Property taxes are the primary way to pay for services and programs provided by the City of Mississauga. Due to the increased cost of maintaining current services levels and infrastructure, the City must balance taxation and service delivery levels. Please indicate which of the following taxation and service options you would most prefer.*





# Environmental protection and initiatives



# Environmental protection and initiatives



## Key findings

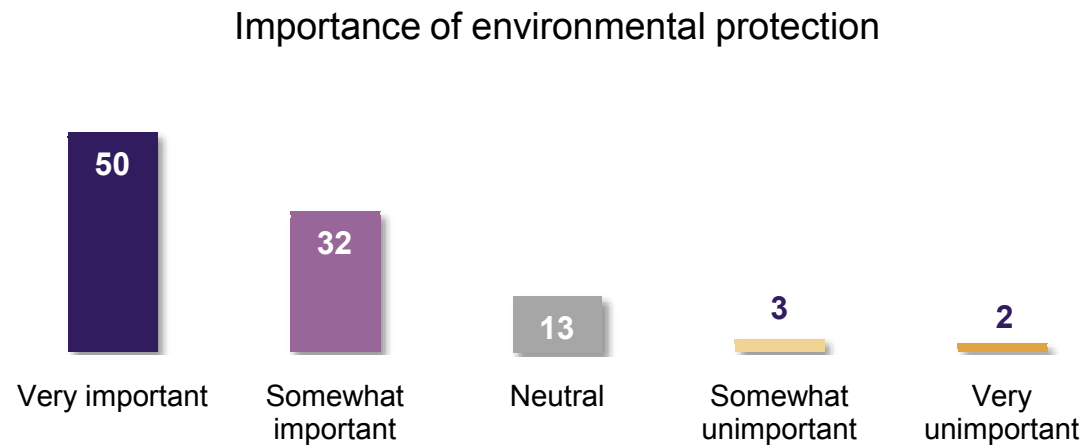
- Residents are strongly in favour of protecting the environment, with eight in ten saying that environmental protection is *very* (50%) or *somewhat* important (32%).
- Consistent with this environmental commitment, strong majorities of residents also think that specific initiatives designed to protect the environment are very important, including activities to improve local air quality (82%), use renewable energy (79%) and reduce greenhouse gas emissions (76%).



# Environmental protection and initiatives



***A very strong majority (83%) of Mississauga residents think environmental protection is important.***



Q51 Using a scale of 1 to 10, where 1 means 'very unimportant' and 10 means 'very important,' how important is protecting the environment to you?

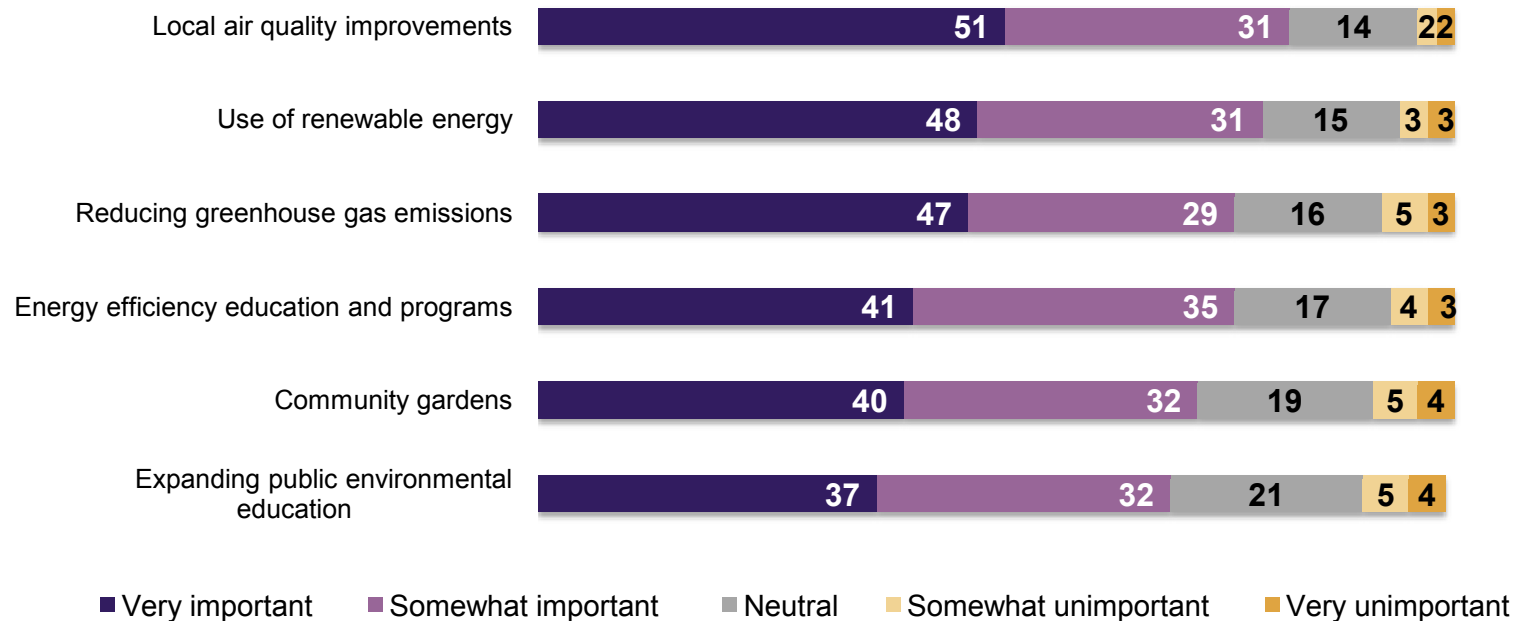


# Environmental protection and initiatives



***Residents overwhelmingly agree that funding the environmental initiatives evaluated is important, especially those that focus on improving local air quality (82%), using renewable energy (79%) and reducing greenhouse gas emissions (76%).***

## Funding environmental initiatives



Q52 Using a scale of 1 to 10, where 1 means 'very unimportant' and 10 means 'very important,' how important is funding the following environmental initiatives...?





# Appendix: Driver analysis



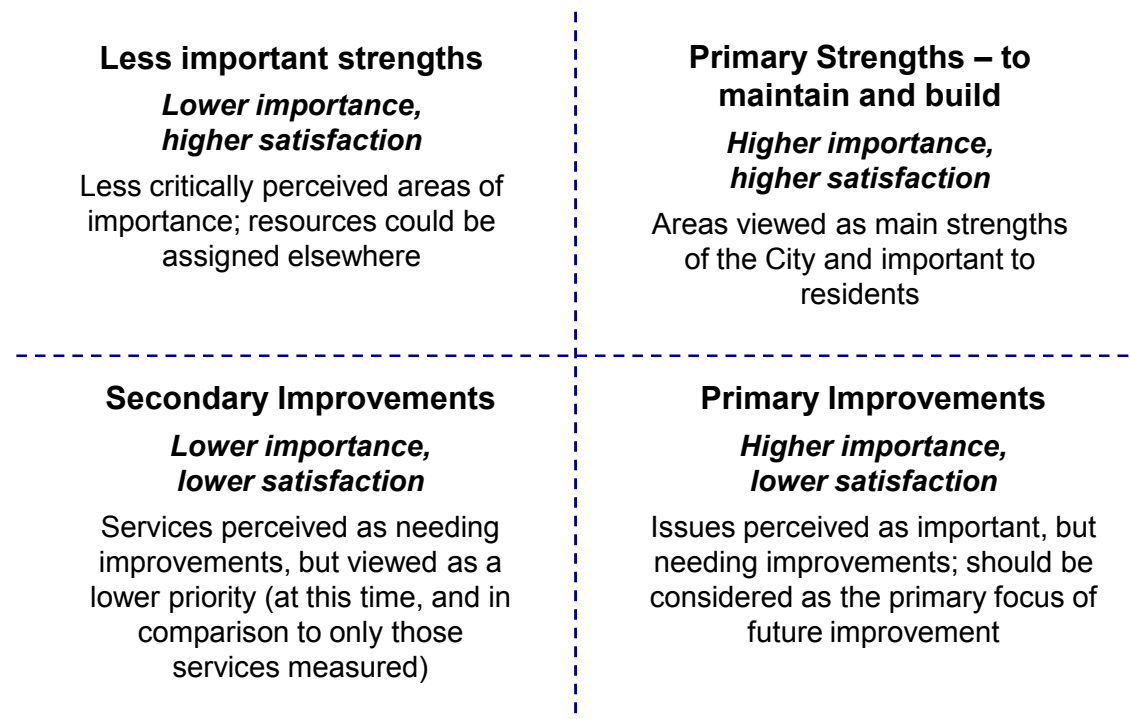




# Overall importance vs. satisfaction

## Performance matrix – how to read:

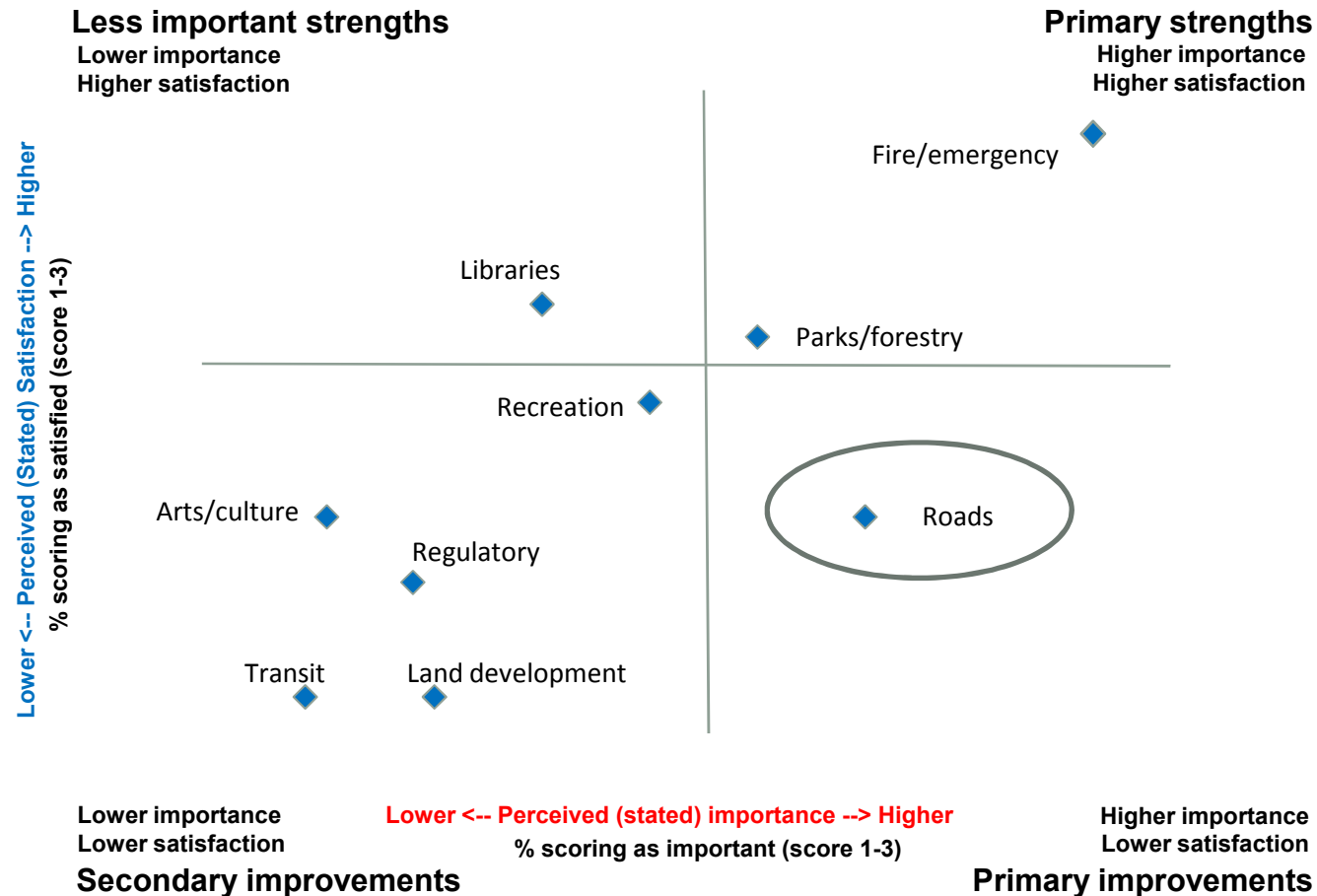
- In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. For example, if residents are dissatisfied with a service, but this dissatisfaction has no effect on their overall assessment of the City, then focusing on improving this service will probably have limited impact on their overall views of the City's activities.
- The following two-dimensional graph maps out the service priorities, taking into consideration residents' *perceived* level of importance for specific service areas and their stated level of satisfaction with that service.





# Stated importance vs. stated satisfaction matrix

*Ratings of satisfaction with Mississauga services are largely matched to citizens' perception of their importance, with the exception of road services, for which satisfaction is lower.*





# Key drivers analysis

## Explanation of key drivers analysis:

The City of Mississauga aims to provide services that meet or exceed the expectations of its residents. It is important to understand what influences, or “drives,” general opinions of the City’s performance in delivering these services.

To go one step beyond the stated importance vs. satisfaction matrix, a key drivers analysis was conducted. A key drivers analysis is a statistical (multivariate) technique used to understand which factors most influence a given outcome. In the case of the Mississauga Citizen Satisfaction Survey, the drivers analysis has been used to identify how strongly satisfaction with specific services provided by the City are associated with overall satisfaction with the municipal government.

The technique works by finding patterns in the data that show how the dependent variable (overall satisfaction with the municipal government) is linked up with independent variables (the services measured in the survey).

A linear regression is developed to build an overall model. Each of the independent variables (specific services) is paired with the dependent variable (overall satisfaction with the local government) to see how much each of them explains variation in the dependent variable. A list is produced assigning each of the independent variables with a Beta weight. These Beta weights are not percentages: they are units that tell you the relative importance of a factor in predicting the criterion (in this case, satisfaction with the City government).

The larger the absolute value of the beta weight, the more influence this factor has on predicting the criterion. In this case, the Beta weights tell us the relative importance of the specific services in predicting overall satisfaction with the local government. The larger the Beta weight, the more a specific service predicts overall satisfaction with services.





## Key drivers analysis (cont'd)

Note that, in addition to the City services assessed in the survey, *the amount of information received* is also a notable driver of how satisfied citizens are with their local government.

City of Mississauga service	Satisfaction with Municipal Government (q7) Beta weight
Satisfaction: Road services in Mississauga	<b>0.22</b>
Satisfaction: Index of Fire and emergency services performance	<b>0.13</b>
Satisfaction: Transit services in Mississauga	<b>0.13</b>
Satisfaction: Land development services in Mississauga	<b>0.13</b>
Satisfaction: Parks and forestry services in Mississauga	<b>0.08</b>
Satisfaction: The amount of information you receive from the City of Mississauga	<b>0.08</b>
Satisfaction: Arts and culture services in Mississauga	<b>0.07</b>
Satisfaction: Recreation services in Mississauga	0.06
Satisfaction: Regulatory services in Mississauga	0.05
Satisfaction: Library services in Mississauga	-0.04

Note: Beta weights in **bold** are statistically significant; n=1,135





## Key drivers analysis (*cont'd*)

### Interpretation of key drivers analysis:

Once the Beta weights were established for each of the services, we created two matrices.

The first matrix plots *derived* importance (based on the Beta weight – how much each *actually* drives overall satisfaction) with *stated* importance (the importance rating given to each service using a scale from 1 to 10, where 1 means “not at all important” and 10 means “very important.”) In this case, what is plotted for stated importance is taken from the proportion of residents who rated each service aspect as important (scored as 8, 9 or 10).

The second matrix plots derived importance with the *rated satisfaction* rating given to each service (the satisfaction rating given to each service using a scale from 1 to 10, where 1 means “very dissatisfied ” and 10 means “very satisfied.”). In this case, what is plotted for stated satisfaction is taken from the proportion of residents who rated each service aspect as satisfactory (scored as 8, 9 or 10).

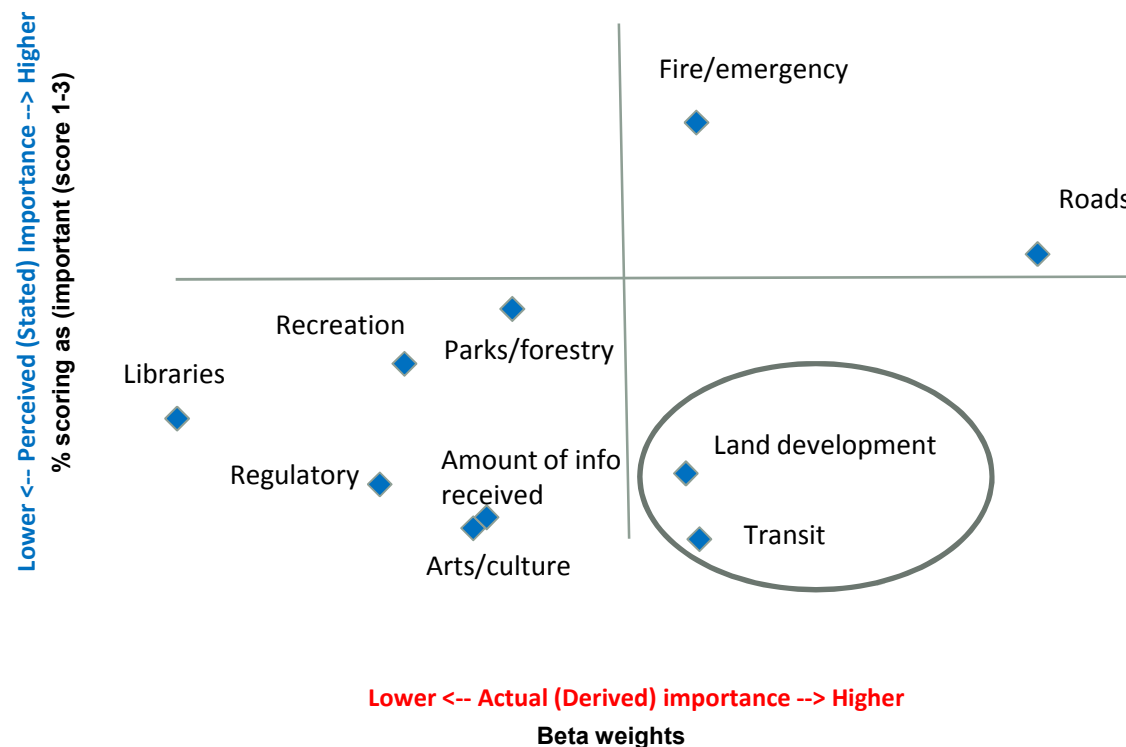
The following slides present the two matrices and the resulting findings of the drivers analysis.





# Perceived importance vs. actual (derived) importance

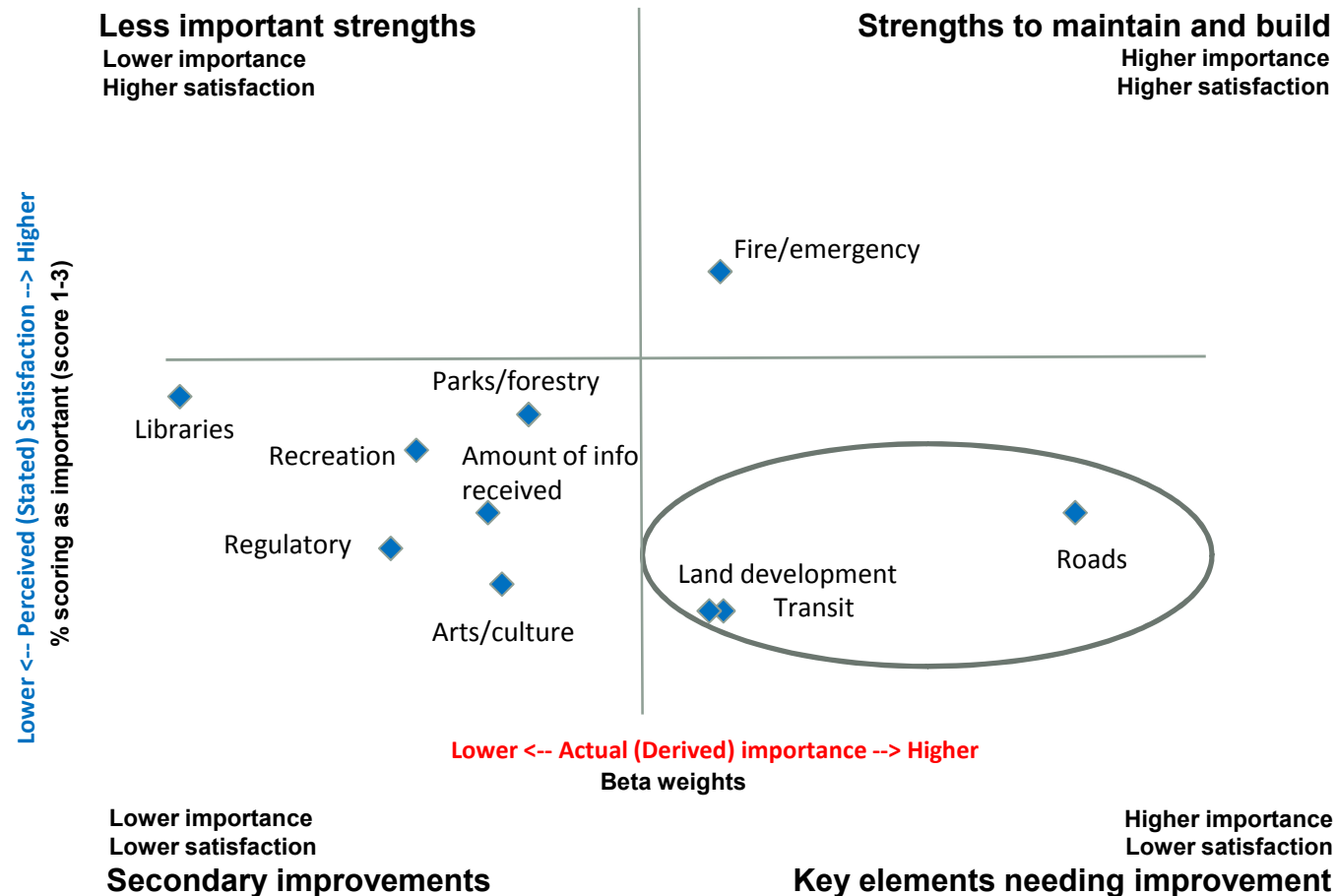
Below, the derived importance of services are graphed against the importance residents stated for each factor or service in the survey. Services in the upper right quadrant are the most important, both as stated by residents and as determined by the driver analysis. Services in the lower right quadrant (land development and road services) are rated as less important by residents, but are in fact stronger drivers of overall satisfaction with the municipal government – and this should be factored into resource allocation.





# Actual (derived) importance vs. satisfaction rating

The driver analysis indicates that land development, transit and roads are strong drivers of overall satisfaction with the City government for which citizens express lower satisfaction levels.



# Summary of service priorities



Conducting a drivers analysis gives a more objective picture of the drivers of overall satisfaction with the City of Mississauga government than just asking residents what they think is important. In addition to looking at the services overall, the drivers analysis also identifies which sub-services examined play the strongest role in making a resident satisfied with the service area in general.

The key drivers of satisfaction ***within*** each service area are summarized on the following pages.

**The higher the Beta weight, the greater the impact on satisfaction any improvements in that area should yield.**

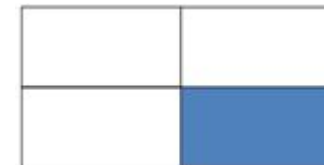




## Services in the quadrant

### *Key elements needing improvement*

Of each of the sub-services examined in the survey, the ones shown are those that make a significant impact on satisfaction with that service as a whole. The higher the Beta weight, the greater the impact on satisfaction improvements in that area should yield.



Higher importance  
Lower satisfaction

Road Services	Satisfaction with service overall Beta weight
Road maintenance and paving	.53
Road safety	.18
Pedestrian-friendly roads	.10
Cyclist-friendly roads	.07

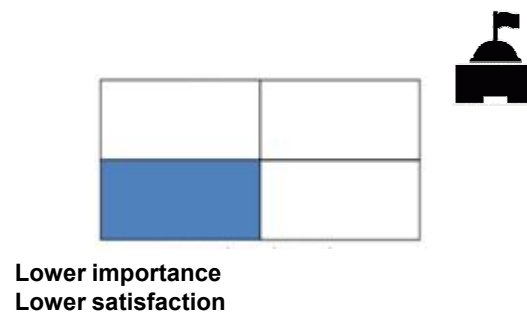
Transit Services	Satisfaction with service overall Beta weight
Having enough bus routes and stops to easily travel the City	.30
Frequency of buses	.24
Reliability of the transit system	.24
Feeling safe when riding transit	.12

Land Development Services	Satisfaction service Beta weight
Anticipating the future needs of the City and planning accordingly	.34
Straightforward/easy to get dev. approvals, permits, appeals, inspections	.16
Having enough public gathering spaces	.14
Variety of restaurants, shopping districts, social spaces, events	.07



## Services in the quadrant *Less important weaknesses*

Of each of the sub-services examined in the survey, the ones shown are those that make a significant impact on satisfaction with that service as a whole. The higher the Beta weight, the greater the impact on satisfaction improvements in that area should yield.



Regulatory Services	Satisfaction with service overall Beta weight
By-law enforcement	.32
Maintaining community and property standards	.19
Customer service provided	.12
Maintaining order and safety	.12
Ease of licensing and permit process	.07

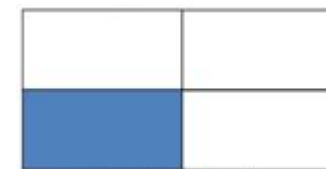
Arts and cultural Services	Satisfaction with service overall Beta weight
Opportunities to attend cultural events	.32
Public art events and film festivals	.19
Creating and enhancing a sense of community identity	.18
Financial support for arts and culture	.13
Venues for people to express themselves creatively	.10



## Services in the quadrant

### *Less important weaknesses (cont'd)*

Of each of the sub-services examined in the survey, the ones shown are those that make a significant impact on satisfaction with that service as a whole. The higher the Beta weight, the greater the impact on satisfaction improvements in that area should yield.



Lower importance  
Lower satisfaction



Parks and Forestry Services	Satisfaction with service overall Beta weight
Protection of wildlife and habitats	.25
Having outdoor places where people can be active all year round	.22
Maintenance and upkeep of parks and open spaces	.21
Having trees and flowers in public spaces like squares and boulevards	.17

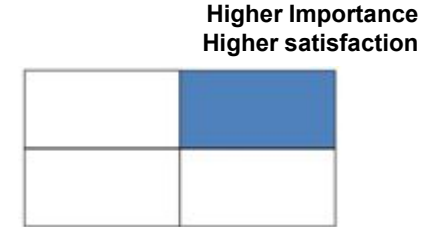
Recreation Services	Satisfaction with service overall Beta weight
The attractiveness, cleanliness and upkeep of recreation facilities	.17
Helping me stay healthy and fit	.15
Variety of structured, registered programs/activities	.13
Maintenance of outdoor recreational facilities such as sports fields	.12
Convenience of location	.09

Library Services	Satisfaction with service overall Beta weight
Quality of books available	.25
Customer service by library staff	.23
Convenience of locations	.20
Library programs	.09



## Services in the quadrant *Strengths to maintain and build*

Of each of the sub-services examined in the survey, the ones shown are those that make a significant impact on satisfaction with that service as a whole. Because Fire and Emergency services are such essential services, it is not surprising that all five facets are significant and have similar weights.



Fire and Emergency Services	Satisfaction with service overall Beta weight
Fire prevention and public education	<b>.24</b>
Emergency response time	<b>.22</b>
Trust in fire and emergency services	<b>.21</b>
Confidence in fire and emergency services	<b>.21</b>
Quality of fire and emergency response services	<b>.21</b>

