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City of Mississauga

Citizen Satisfaction Survey – Key Findings

May 25, 2017



Executive Summary

A survey has been conducted of Mississauga residents over the age of 18, and its key findings are highlighted in this summary.

The results for 2017 see a continued high level of satisfaction among residents as they evaluate their overall satisfaction with the quality of life in Mississauga. This widespread satisfaction can be seen in their belief that Mississauga is more open and welcoming than it was 2 years ago and that the city continues to move in the right direction to ensure it is a dynamic and beautiful global city. Overall satisfaction with all City delivered services measured in this survey either increased or remained statistically the same as in 2015.

Quality of Life

Mississauga's quality of life remains of high value, with 89% of residents rating it as either good or excellent. The proportion of satisfied people has experienced a marginal decline since 2015 (4%), but remains very strong. Mississauga also received high scores in a number of areas, with significant increases in ratings for being *open and welcoming* (87%, up 5%) and *in the belief that the city's diversity is one of its strengths* (84%, up 9%). Mississauga also received strong scores for *resident pride in saying they are from Mississauga* (84%), *the city's vibrancy* (82%), and people having a *strong sense of belonging to Mississauga* (79%).

A large majority of residents also feel the *city is moving in the right direction to ensure we are a dynamic and beautiful global city*, with 76% of respondents agreeing with the statement.

Value for Taxes

Mississauga residents showed a significant increase in their satisfaction levels regarding value for taxes relative to the services provided by the City, with 63% indicating they are somewhat or very satisfied, up 9% from 2015. Also notable compared to 2015 is growth in preference toward increasing taxes at the rate of inflation to maintain services (+12% from 2015 to 55%), and declines in the proportion of respondents that prefer to reduce taxes and cut services (-11%, from 27% in 2015). Residents were equally divided between those that felt City services and programs should be paid for by everyone through general tax revenue, and those that felt they should be paid primary through user fees (52% to 48%, respectively). This is a significant change from the 2015 results where the split was 37% to 63%, respectively.

Executive Summary

Communication

Overall satisfaction with City communications in terms of the amount of information people receive remained stable at 52%, compared to 53% in 2015. People are most interested in receiving information about the City budget and taxes (36%), building, zoning and development information (22%), general news/information/updates (21%), Recreation and leisure programs (19%) and community events and festivals (13%).

Satisfaction in City Services

Overall, 82% of residents are either very satisfied or somewhat satisfied with the services provided by the City.

70% of respondents expressed high or somewhat high satisfaction with Mississauga's **Road Services**, (an increase of 6% since 2015). Both *road safety* (79%) and having *pedestrian-friendly roads* (76%) experienced increases in satisfaction levels since 2015, up 6% and 4% respectively. The lowest rated road service category was having *cyclist-friendly roads*, yet even for this category most people (55%) are either very or somewhat satisfied.

MiWay transit service experienced a sharp increase in satisfaction with 68% being either somewhat satisfied or very satisfied with the service provided (up 17% from 2015). MiWay's specific services have all demonstrated significant improvements since 2015 (for all indicators that were comparable). The area with the most room for improvement is the *frequency of buses* (61%), but even this category has witnessed improved satisfaction, up 8% since 2015.

90% of people in Mississauga are somewhat or very satisfied with Library Services, a 5% increase since 2015. The convenience of locations (91%) and customer service (90%) were rated with high levels of satisfaction, and each demonstrated significant increases of 6% and 18%, respectively. The only indicator to experience a decrease in 2017 was informing the public of Library Services, which declined 12% since the previous survey.

Executive Summary

Land Development Services have an average satisfaction rating of 64%, which is a significant change since 2015, up 7%. Interestingly, despite the positive increases in overall satisfaction with Land Development Services, most of the categories associated with the land development sector have either remained at relatively similar levels to 2015 or have declined in satisfaction; specifically, *having enough housing that is affordable*, decreased by 8%. Also, the overall *affordability of housing*, a new category, had the lowest overall satisfaction level at 25%.

Regulatory Services satisfaction levels remained steady, at 68% compared to 66% in 2015. Areas for improvement generally centred around heritage considerations, including; museums, heritage sites and other City-owned heritage landmarks (61%), repairing, restoring and protecting heritage properties, buildings and sites (59%), and opportunities to learn about local neighbourhood heritage (54%). While these values remain generally positive they do represent an opportunity for overall improvement.

Arts, Culture and Heritage have experienced no significant decline in satisfaction since 2015, with satisfaction levels remaining positive at 71%. However, satisfaction in the *level of municipal financial support for arts, culture and heritage* declined 7% since 2015, from 62% to 55%.

Satisfaction with **Recreation Services** is generally rated highly among residents, with an average satisfaction rate of 86%, representing an increase of 6% over 2015's results. Only one category, *the helpfulness of staff*, saw a significant change since 2015 (86%, an increase of 6% from the previous survey).

Most residents are satisfied with Parks and Forestry Services in Mississauga (88%), a significant increase of 9% in the proportion of people that indicated they were satisfied in 2015. Maintenance and upkeep of parks and open spaces saw the largest increase over 2015 results with 83% indicating they were satisfied (up 45%). Conversely, Washroom facilities remained the area where residents were least satisfied at 57%, down 3% from 2015.

Executive Summary

A combined 78% of residents believe the **air, water and land quality** in Mississauga are good or excellent, with 84% being either somewhat satisfied or very satisfied with the City's **protection of the environment**.

Virtually equal proportions of people agree that they are **personally prepared in the event of an emergency** (66%) as those that have confidence that the **City has effective plans and procedures** in place to respond to a future emergency (also 66%).

Methodology

This survey was conducted using a Computer-Assisted-Telephone-Interviewing (CATI) methodology of randomly selected residents in the City of Mississauga. Residents were 18 years of age or older. In total 1,115 interviews were conducted across all 11 Wards in Mississauga, ranging between 99 and 106 people per Ward. The results have a margin of error of +/-3%, 19 times out of 20. Comparisons were made to 2015 survey results where question phrasing and answer options remained consistent.

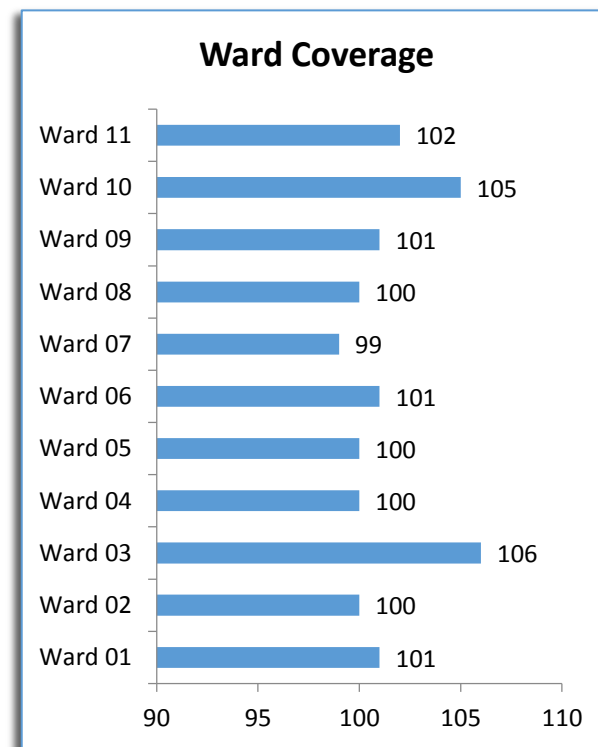


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Research Methodology

Research Methodology

- Research was conducted via Computer-Assisted-Telephone-Interviewing (CATI) methodology of randomly selected residents in the City of Mississauga that were 18 years of age or older.
- A total of 1,115 interviews were conducted, each approximately 29 minutes in length.
- Ward coverage ranged between 99 and 106 people per Ward
- Surveys were conducted from March 28 to April 9 (evening and weekend calling only).
- The margin of error is +/-3.0%, 19 times out of 20.
- 2015 survey data was used as a point of comparison for all applicable survey questions.



Note: This report uses a two-asterisk system to convey results that are statistically significant. Whenever measures of significance are reported they are either accompanied by a single asterisk (*) denoting a confidence interval of +95%, or a double asterisk (**) denoting a confidence interval of +90%.



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Detailed Findings



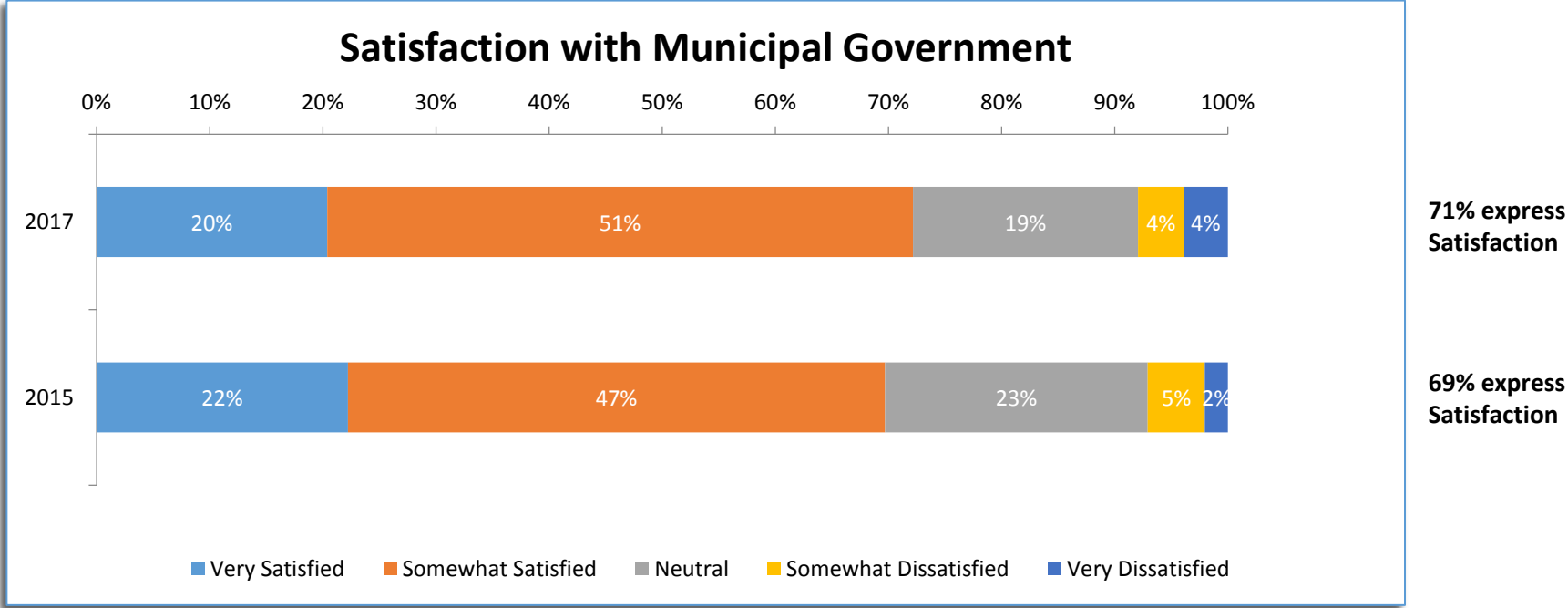
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Detailed Findings

Overall Satisfaction

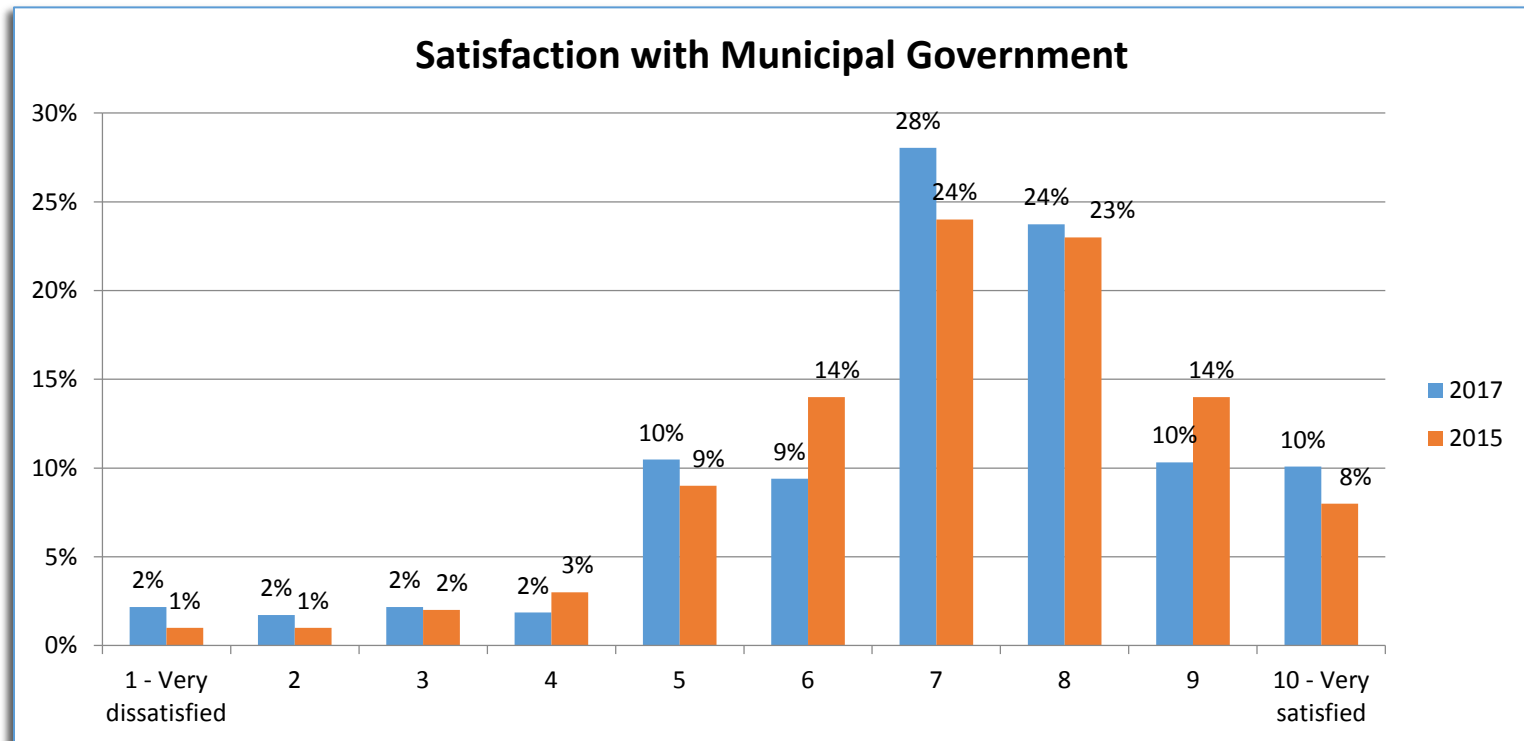
Overall Satisfaction

There has been no statistically significant change in the level of satisfaction with Mississauga’s Municipal Government since 2015, with 2017 reporting a 71% satisfaction rate.



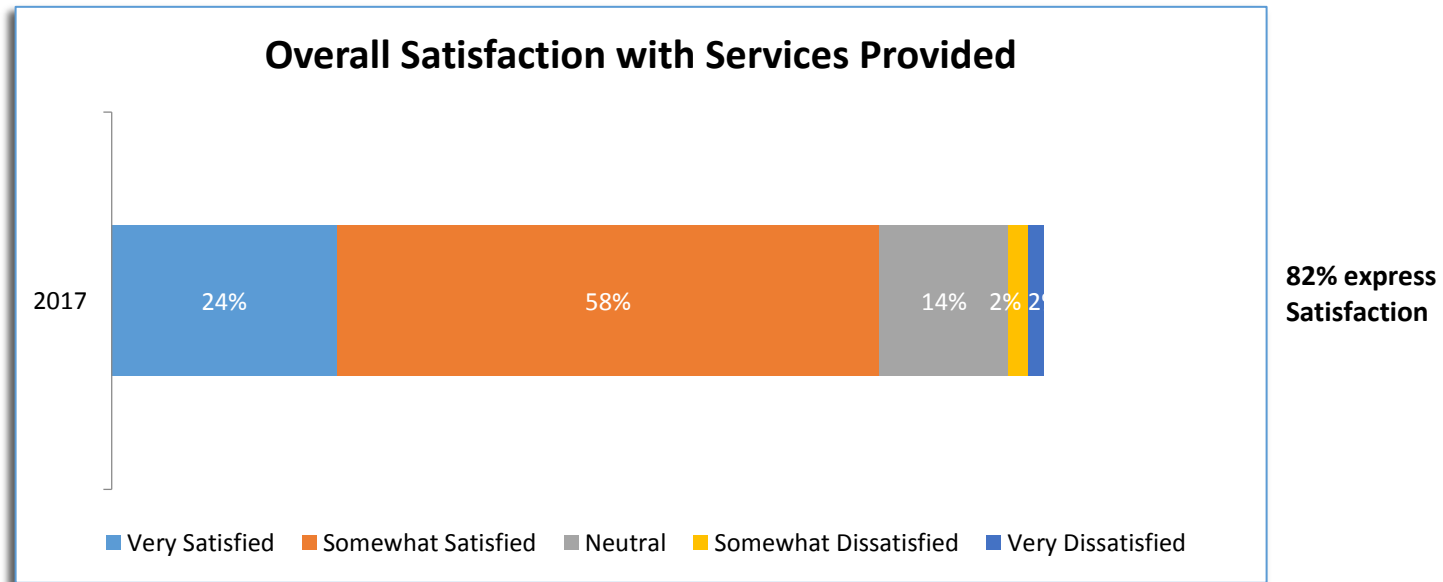
Overall Satisfaction

The figure below shows the complete distribution of responses for the question about satisfaction with Municipal Government.



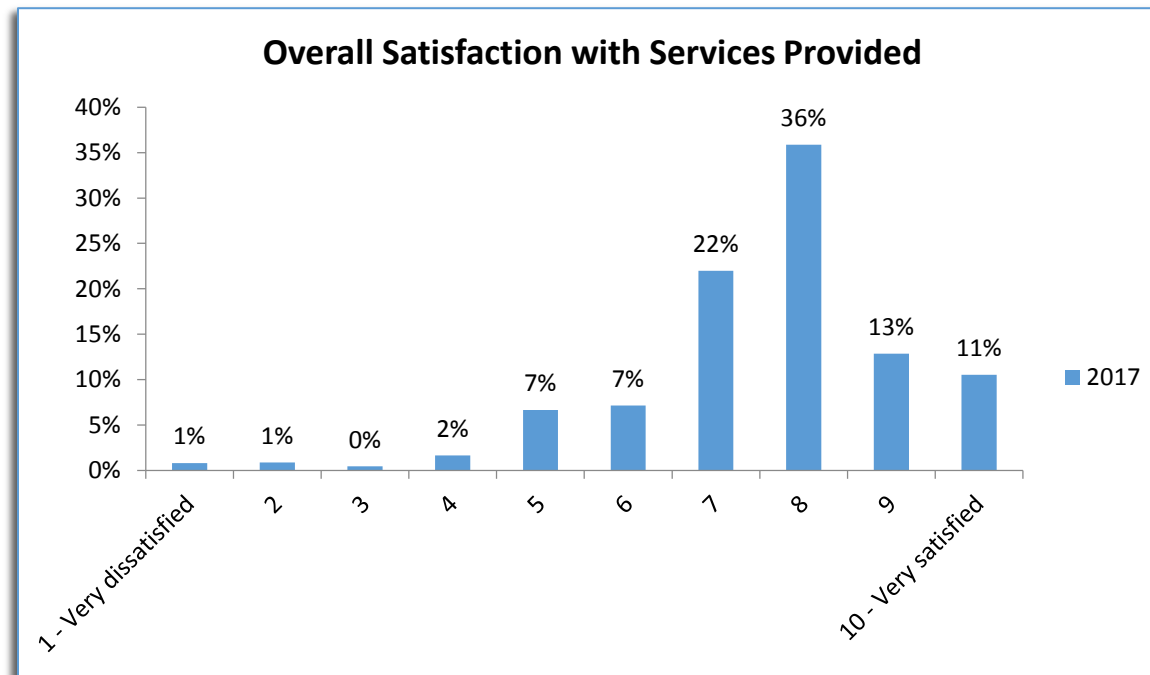
Overall Satisfaction

The majority of Mississauga residents (82%) are satisfied with the services provided by the City; with over half of residents being somewhat satisfied (58%), and nearly a quarter (24%) being very satisfied.



Overall Satisfaction

The figure below shows the complete distribution of responses for the question about satisfaction with Municipal Services.





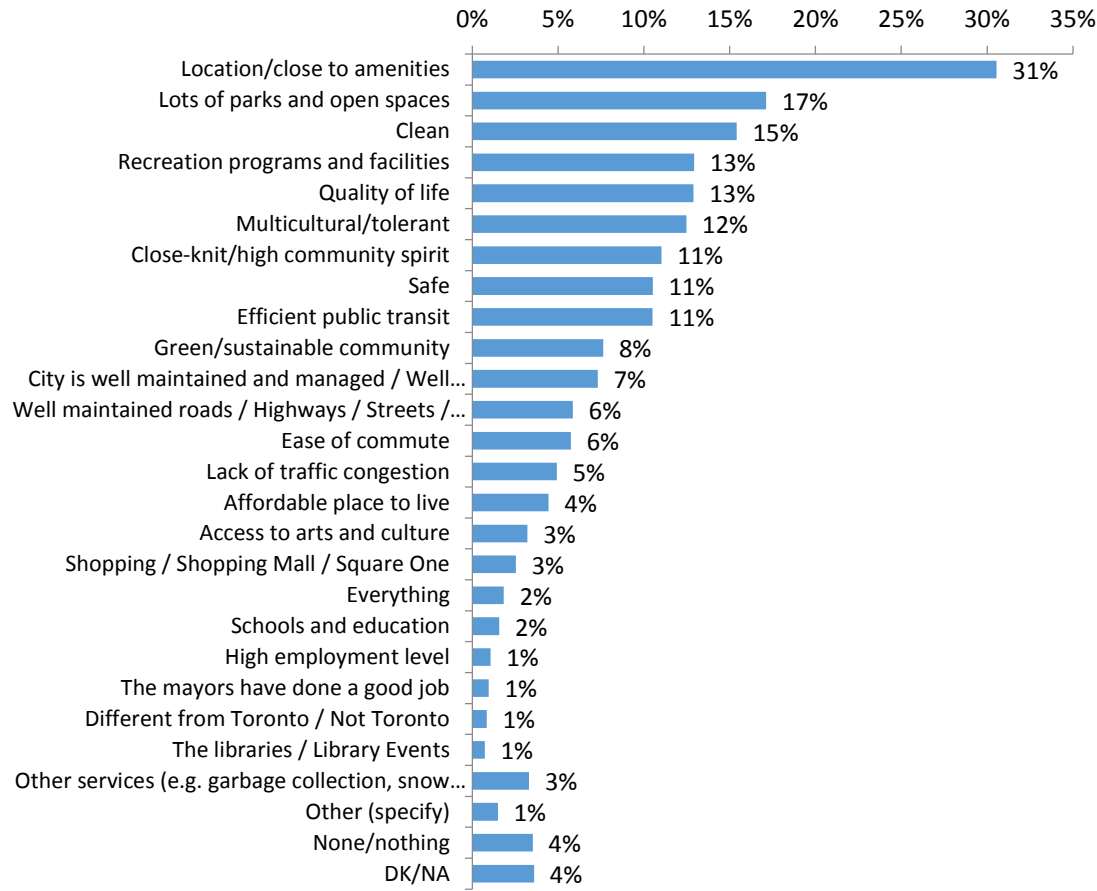
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Detailed Findings

Quality of Life

Quality of Life

Most Appealing Elements of Mississauga

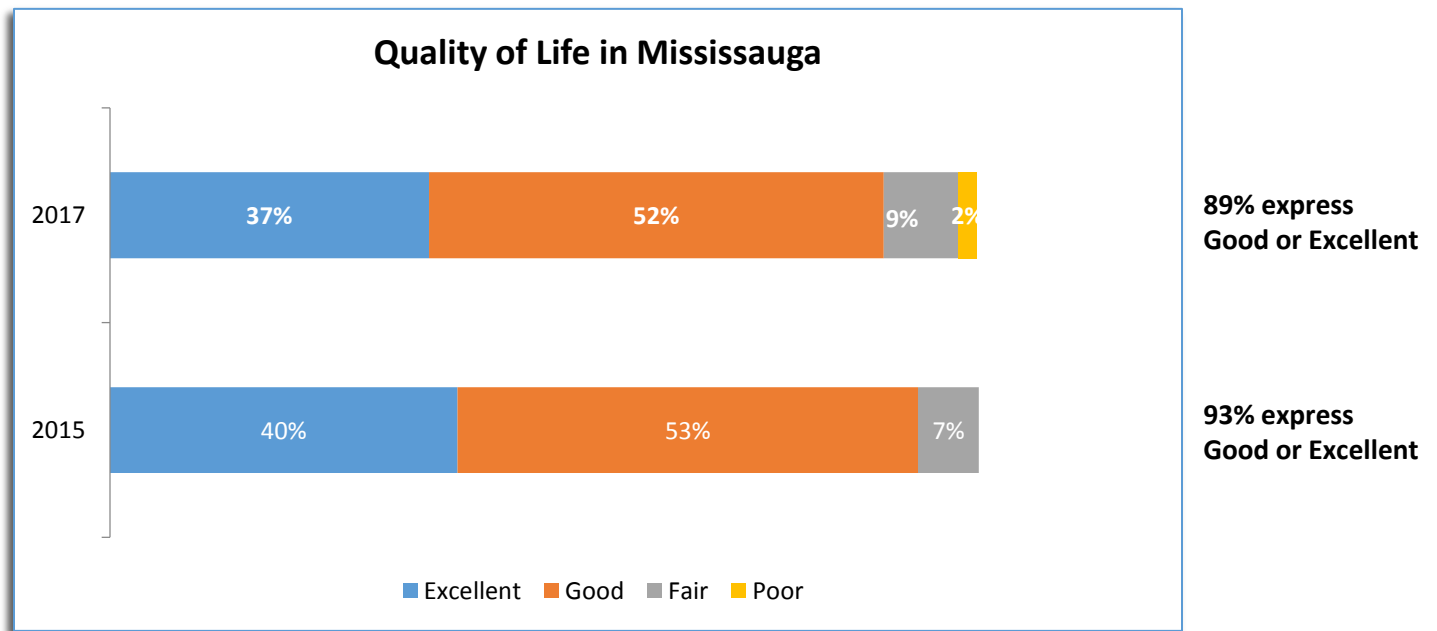


Topping the list of most appealing elements is Mississauga's location and proximity to amenities (31%), at nearly twice as many people compared to the second highest ranking (17%).

Note: Response coding differences prohibit direct comparison to 2015 data.

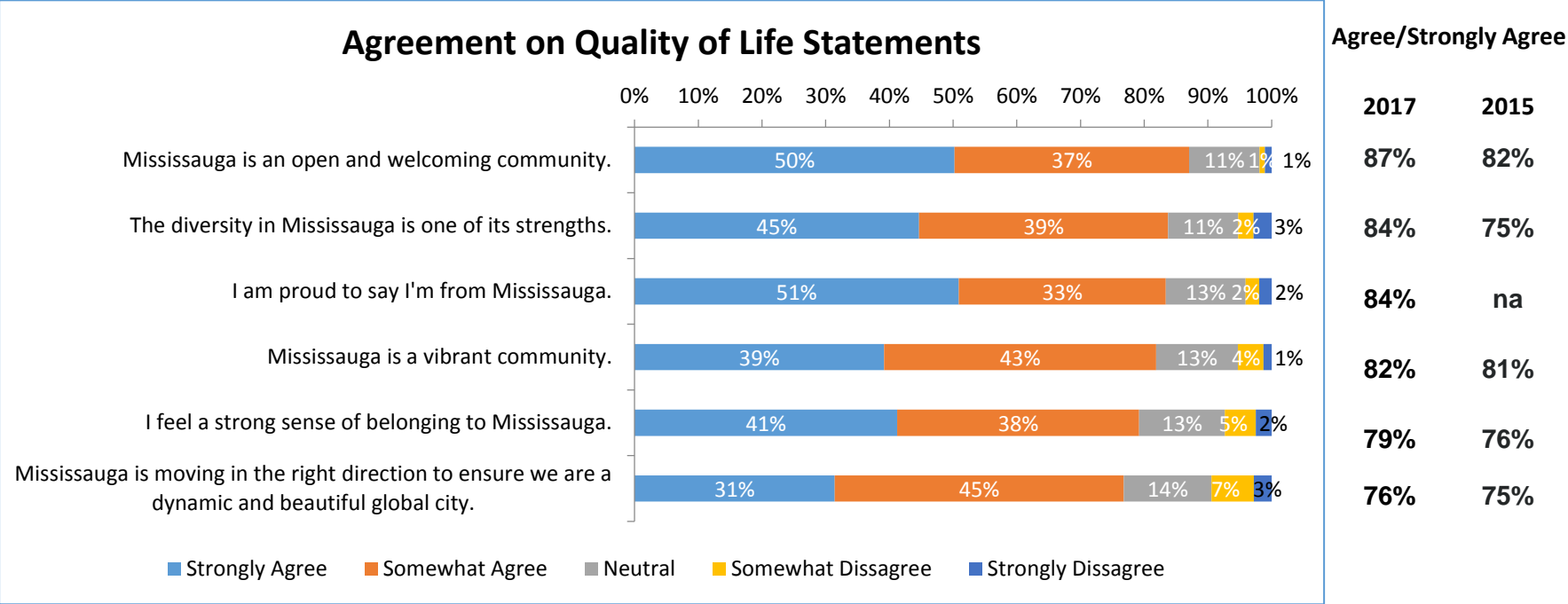
Quality of Life

Cumulatively, 89% of Mississauga residents rate Quality of Life as excellent or good, with the majority rating it as good (52%). Since 2015, there has been a modest* decline of 4%.



Quality of Life

Mississauga is perceived as more *open and welcoming* than it was in 2015, growing from 82% strong agreement to 87%. *The diversity in Mississauga is one of its strengths* has also shown strong growth, from 75% to 84% strong agreement. Rated lowest is that the *city is moving in the right direction to ensure we are a dynamic and beautiful global city*, which statistically remains at the same level as in 2015.





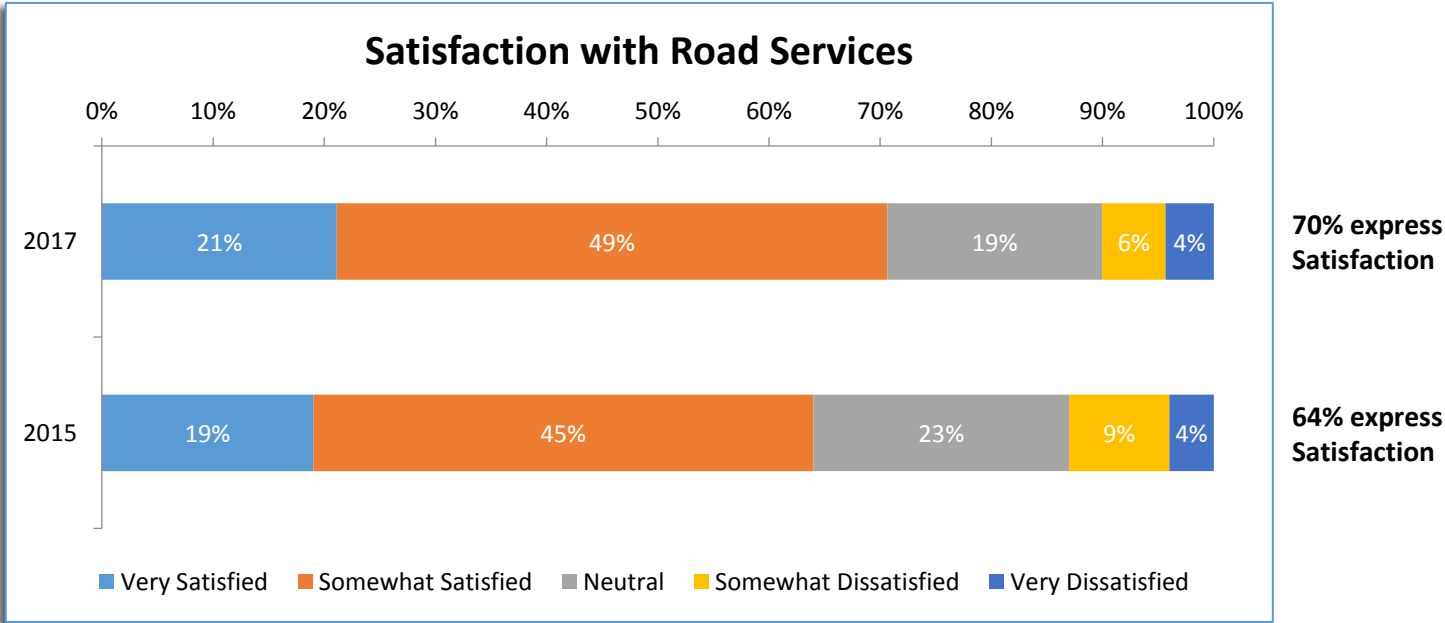
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Detailed Findings

Road Services & MiWay

Road Services

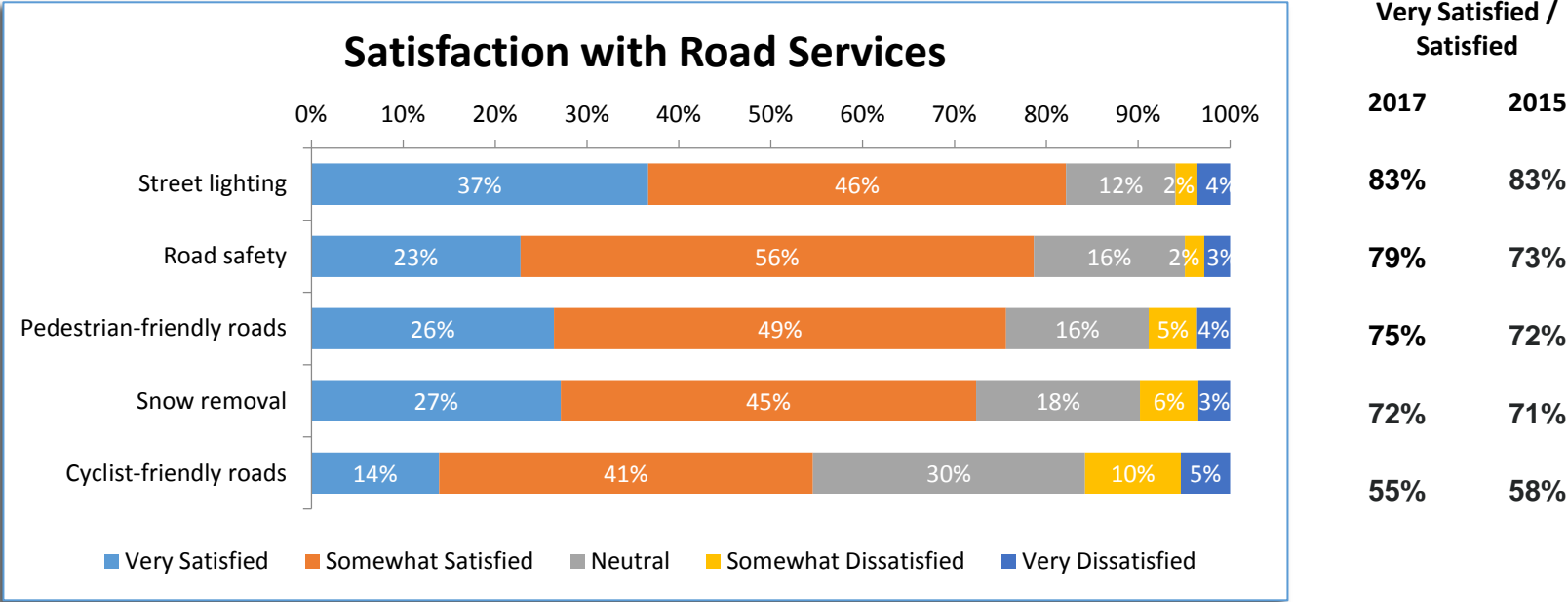
70% of Mississauga residents express high or somewhat high satisfaction with Mississauga’s road services, constituting a net increase in 6% satisfaction**.



Q6. Using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied," Please indicate how satisfied you are with road services in Mississauga? Road services include ensuring the City's roads are maintained, efficient and safe.

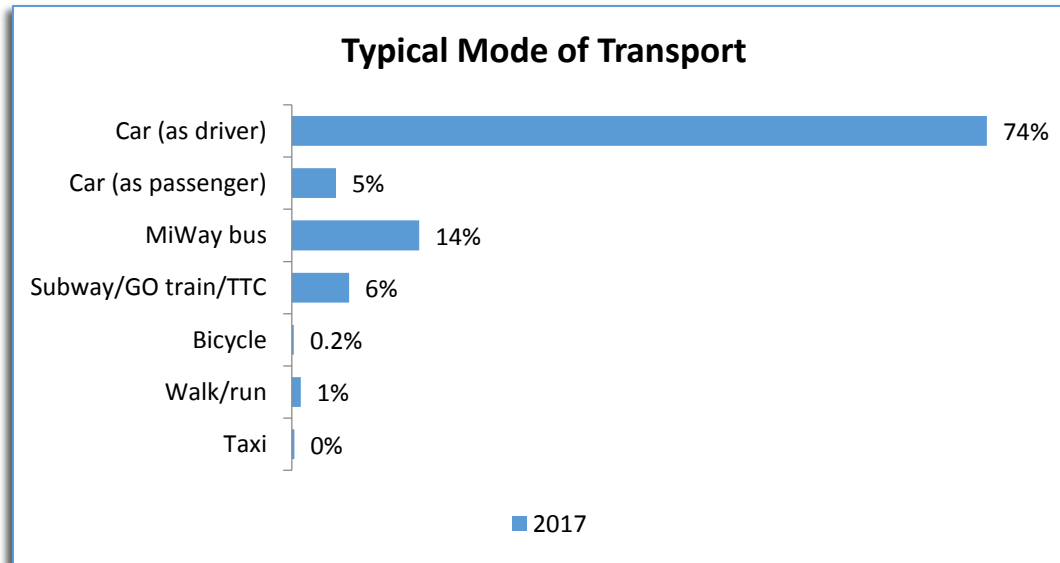
Road Services

Overall, there are only two significant differences from 2015; *road safety* and *pedestrian-friendly roads*. Both experienced significant* increases in satisfaction. The lowest rated road service relates to having cyclist-friendly roads, yet the majority of people (55%) are nonetheless satisfied with the category.



Road Services

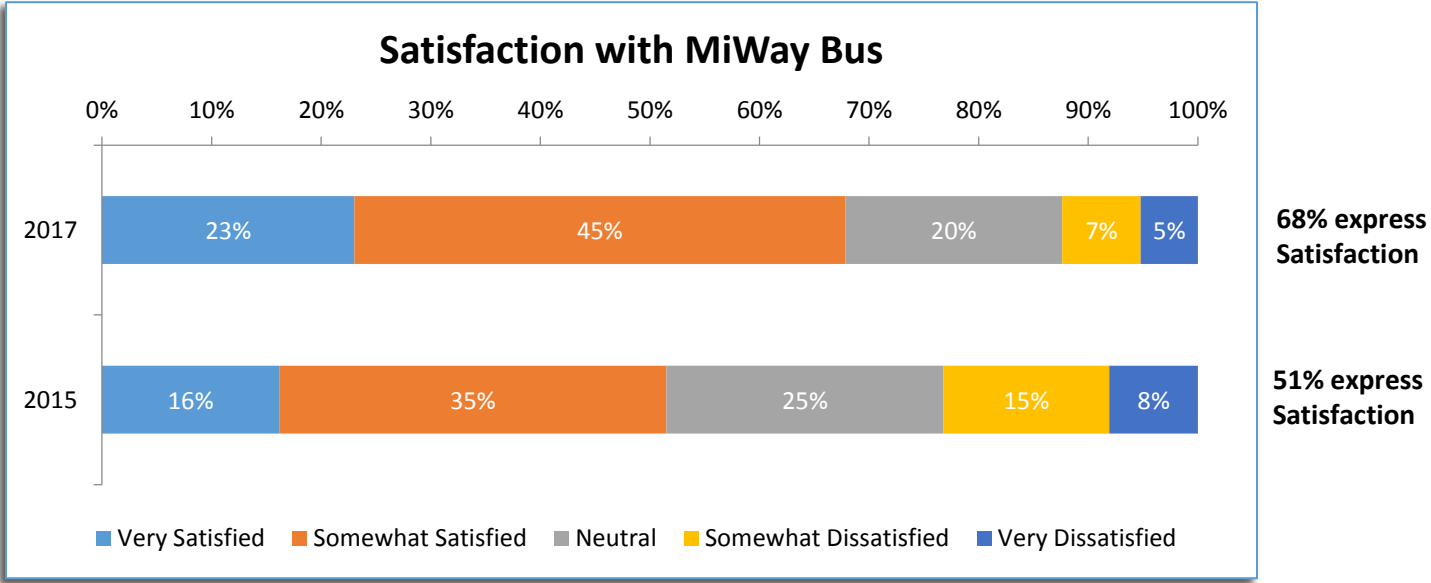
An overwhelming majority (74%) of people typically drive cars to get around for work, school or appointments. Active transportation (walking/running, cycling) constitutes less than 2% of all typical modes of transportation.



Note: The 2015 survey employed a different scoring methodology for this question; therefore results are not comparable to 2017. The 2017 survey limited responses to only one per participant, whereas the 2015 survey allowed multiple responses. Also, MiWay bus and Subway/GO train/TTC were combined.

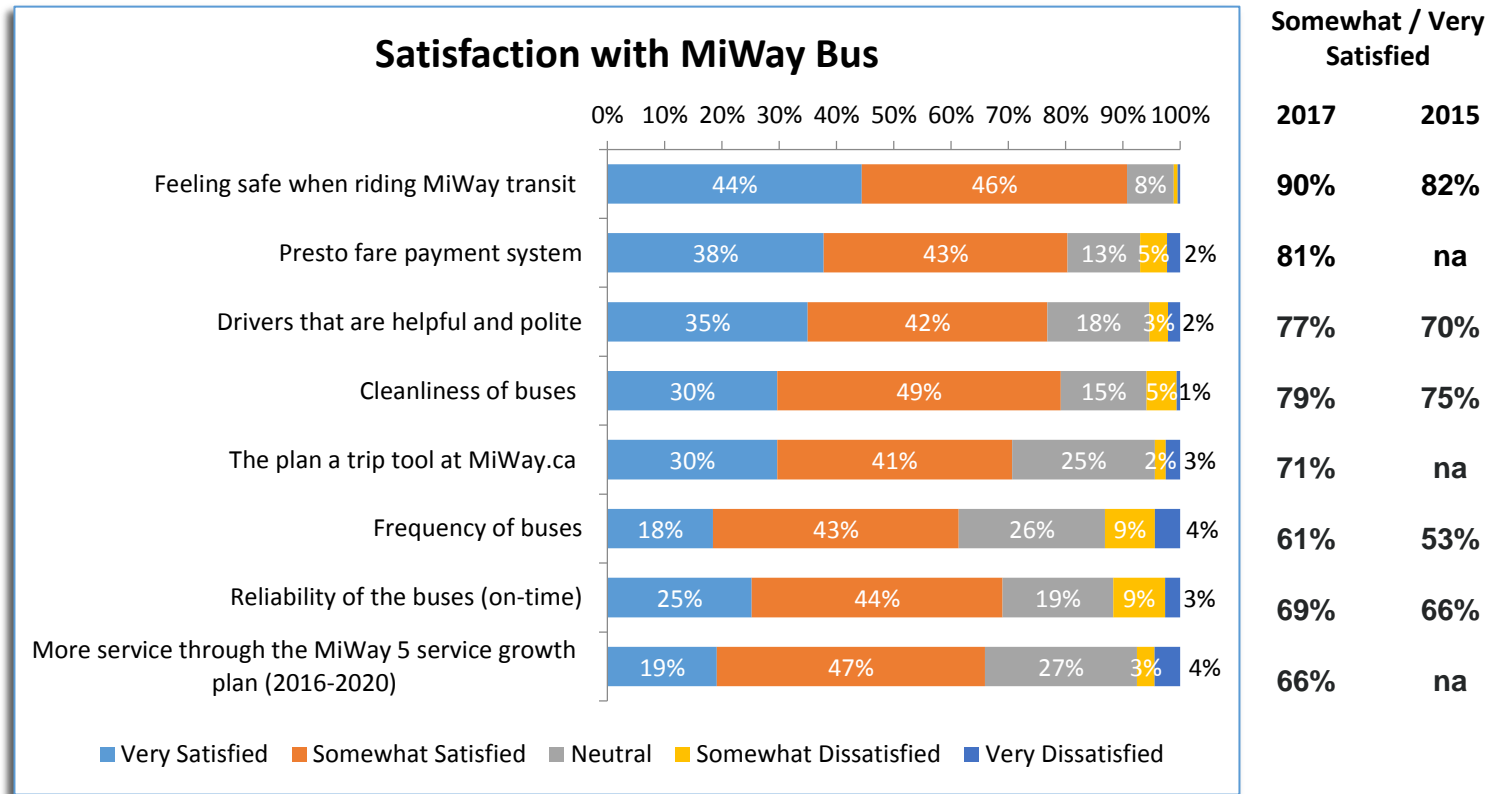
MiWay Bus

The MiWay transportation service demonstrates a high value for Mississauga’s residents, with 68% being either somewhat satisfied or very satisfied. Moreover, both of these categories have seen significant improvement since 2015.



MiWay Bus

MiWay's specific services have all demonstrated significant improvements since 2015 (for comparable indicators). The area with the most room for improvement is the frequency of buses, but even this category has witnessed improved satisfaction since 2015, from 53% to 61%.





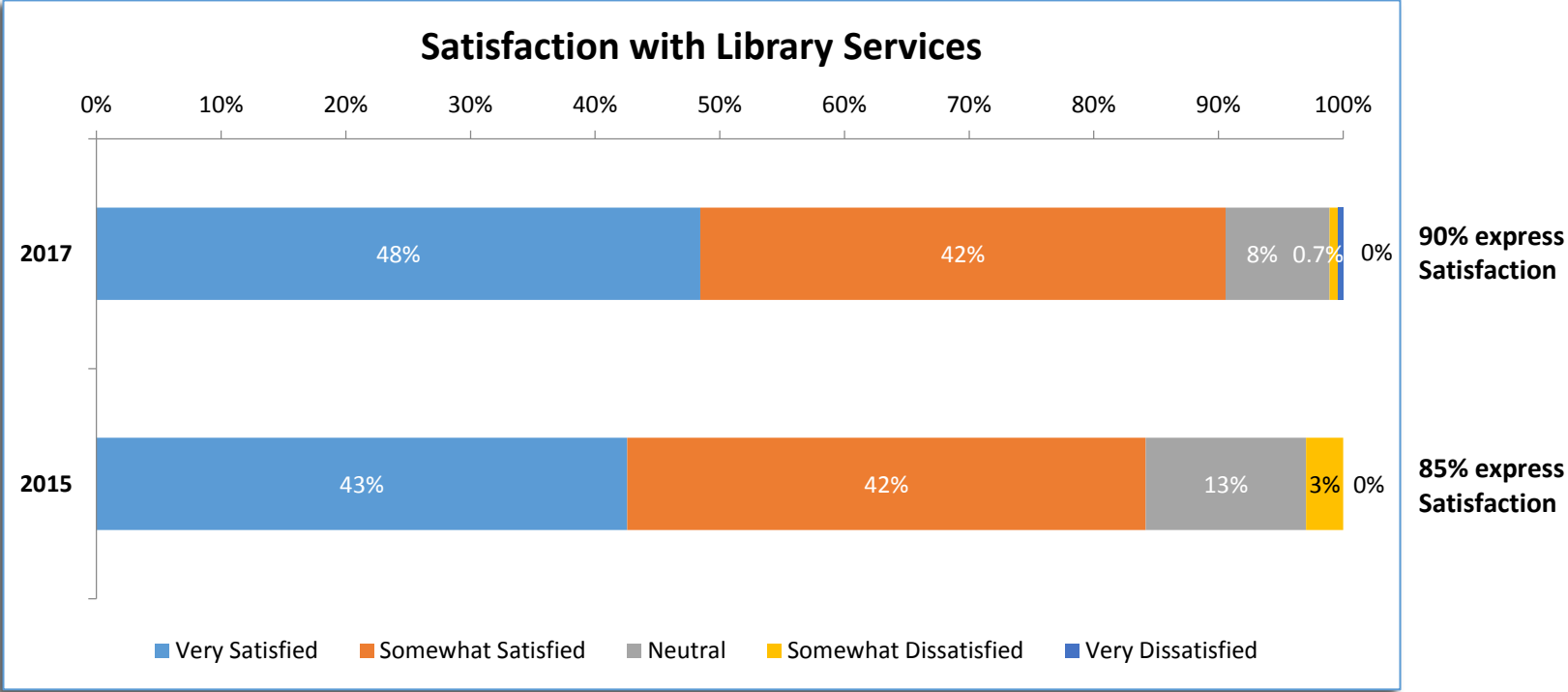
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Detailed Findings

Library Services

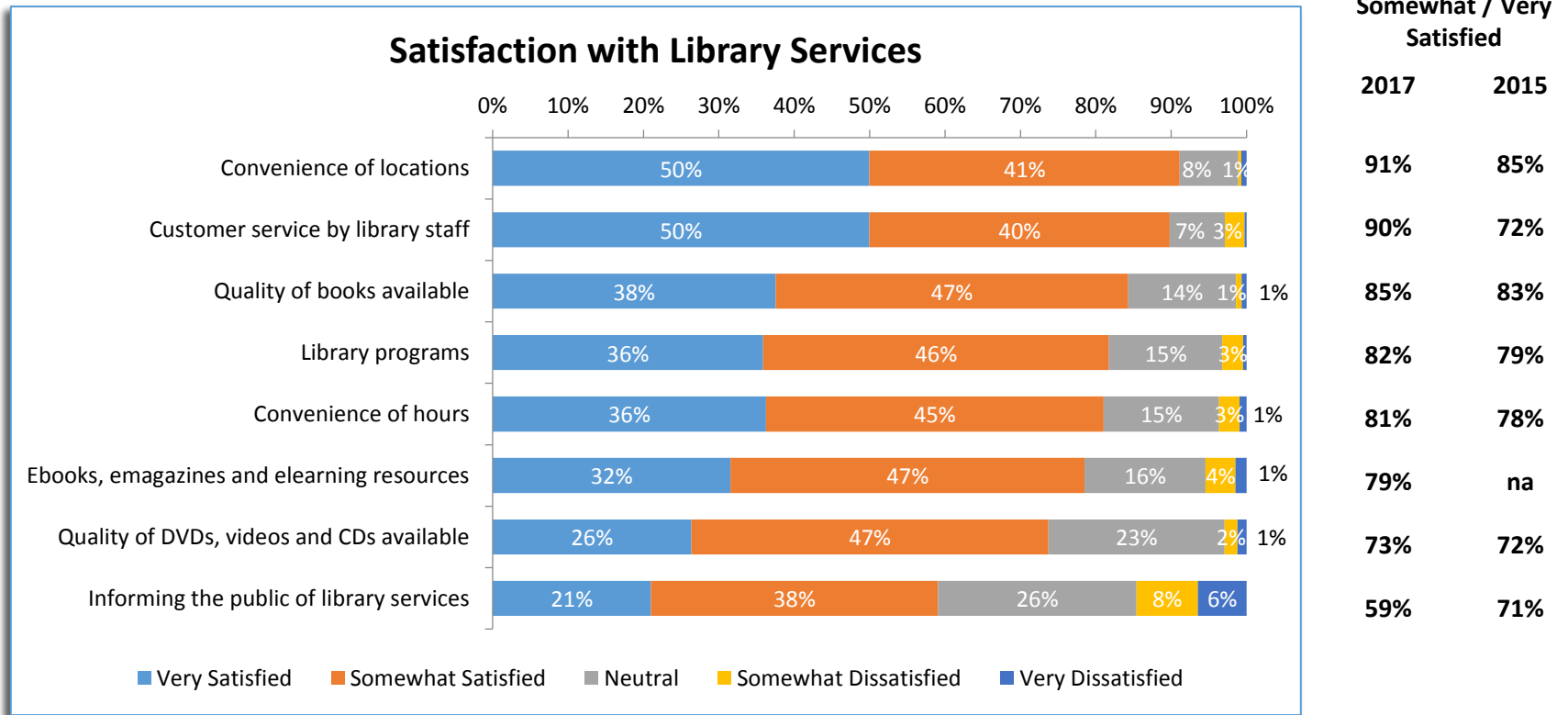
Library Services

90% of people in Mississauga are somewhat or very satisfied with library services in the city; representing a 5% increase since 2015.



Library Services

The *convenience of locations* and *customer service* were similarly rated with high levels of satisfaction, and each demonstrate a significant* increases of net 6% and 18% improvement since 2015 respectively. People are least satisfied with *informing the public of library services*, which has declined significantly at 12%.





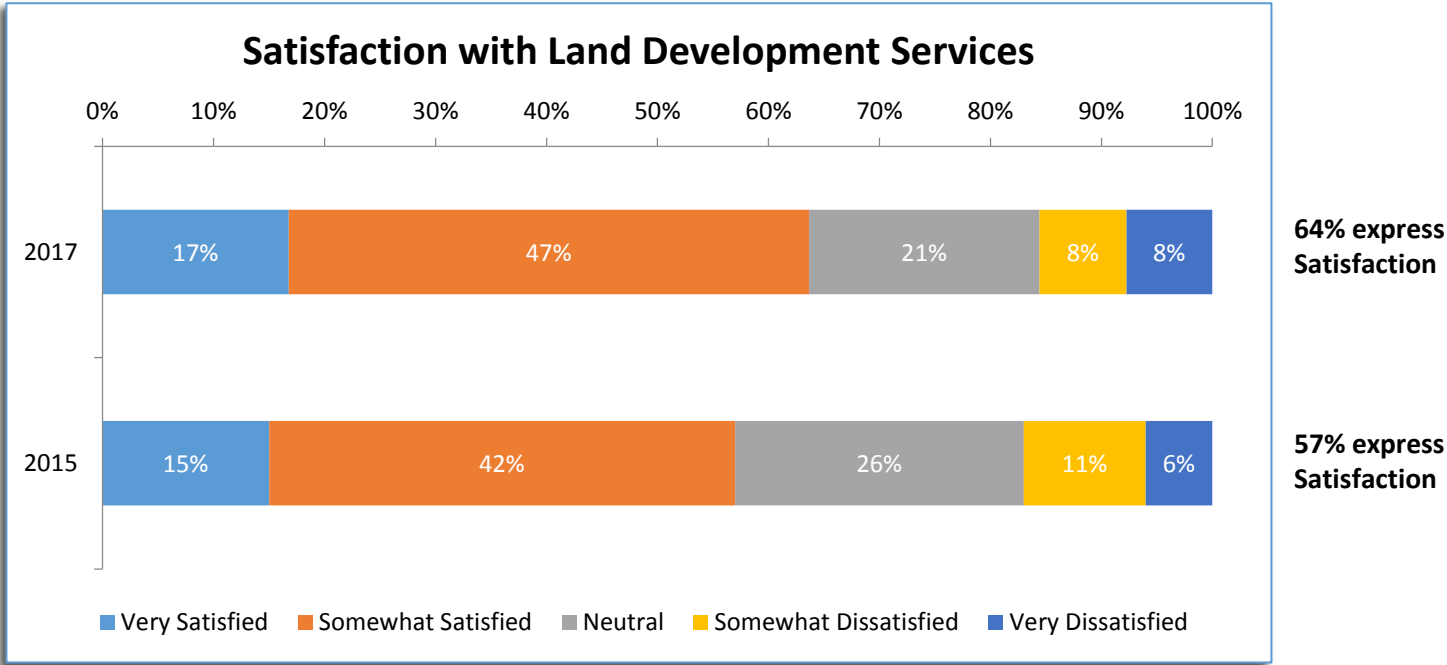
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Detailed Findings

Land Development & Regulatory Services

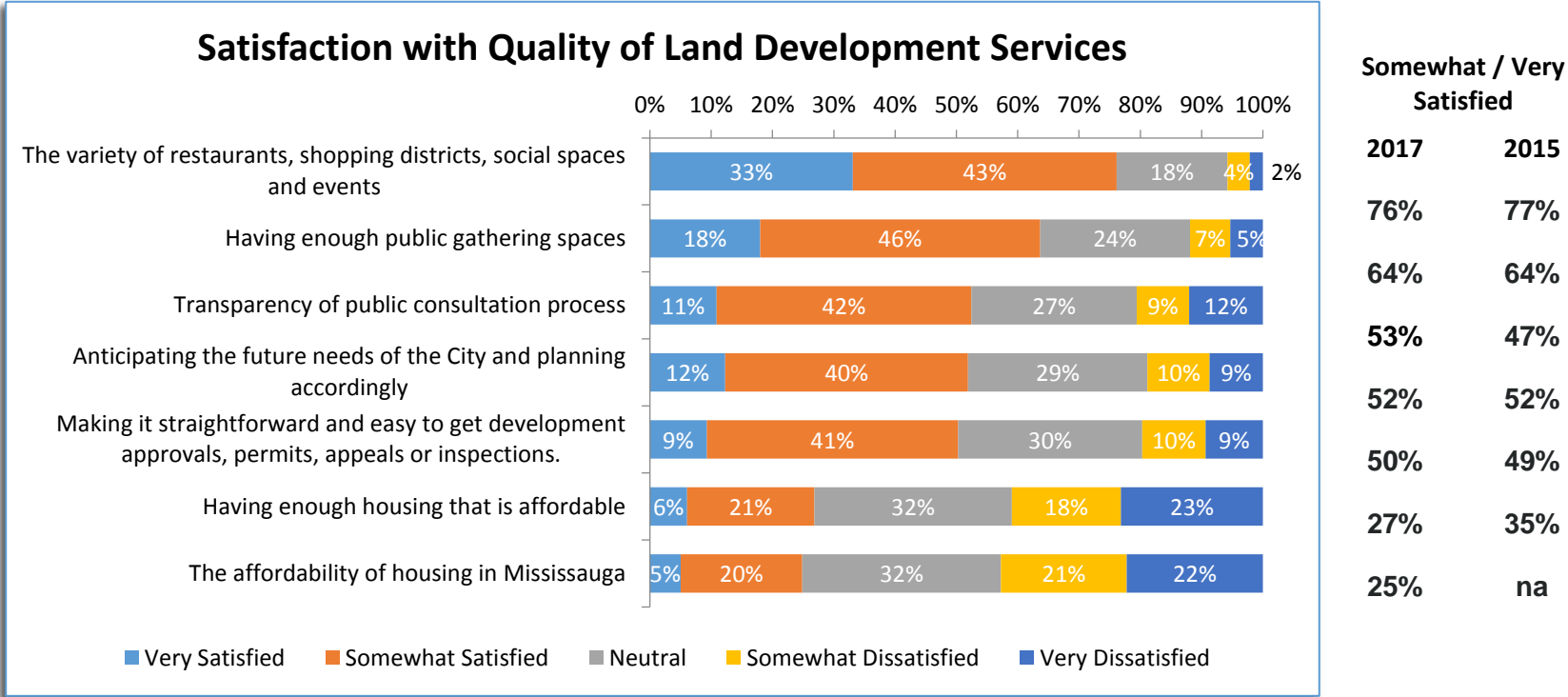
Land Development & Regulatory Services

Land development services have an average satisfaction rating of 64%, which is a notably significant* change since 2015.



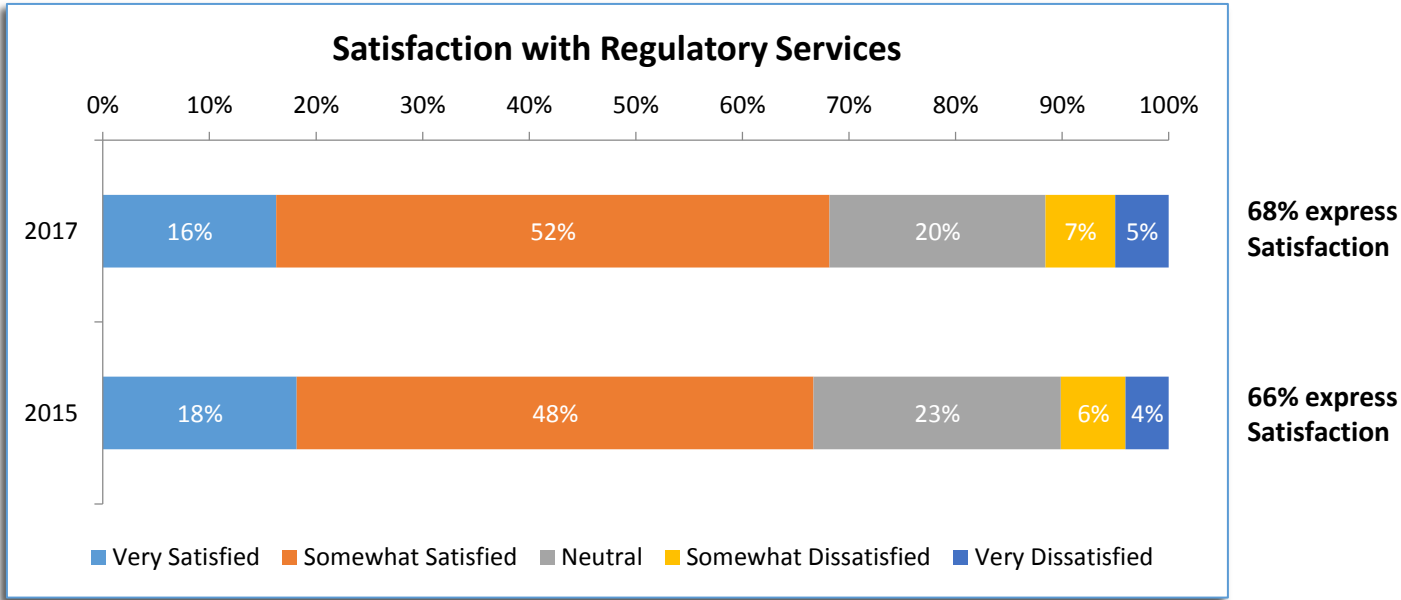
Land Development & Regulatory Services

Most of the categories associated with the land development services indicate they have either remained at similar levels (i.e. not demonstrating any significant change) or have declined in satisfaction (having enough affordable housing is down 8% since 2015). Also, affordability of housing, a new category, had the lowest overall satisfaction at 25%.



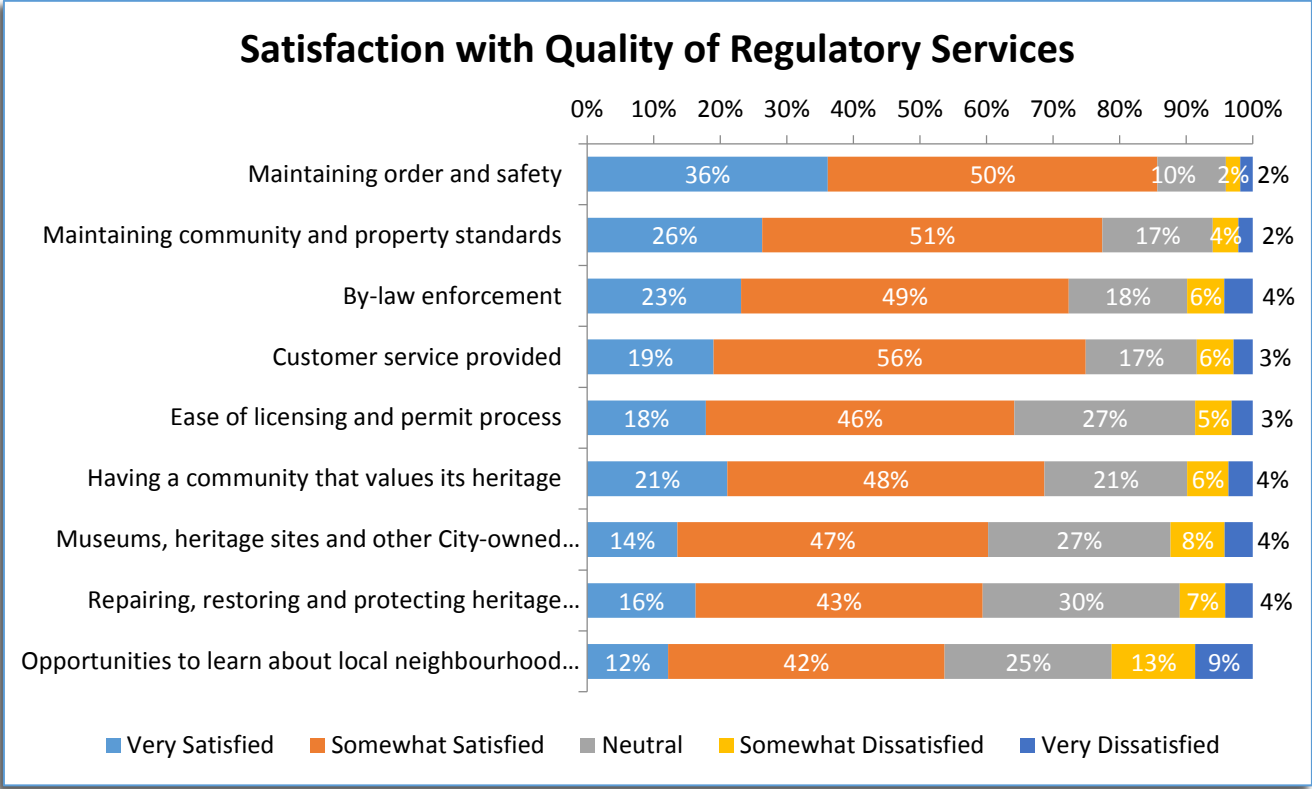
Land Development & Regulatory Services

On average, residents rate the City's regulatory services at a 68% satisfaction rate. The change since 2015 is not statistically significant; indicating levels remain relatively the same as in the previous survey round.



Land Development & Regulatory Services

The four top rated regulatory service categories have seen significant** increases in satisfaction since 2015; however, the bottom 5 categories have remained similar or declined in satisfaction.



Somewhat / Very Satisfied

2017	2015
86%	76%
77%	72%
72%	64%
75%	70%
64%	67%
69%	71%
61%	70%
59%	70%
54%	63%

Areas with lower satisfaction ratings generally revolve around heritage.



Q18. 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?



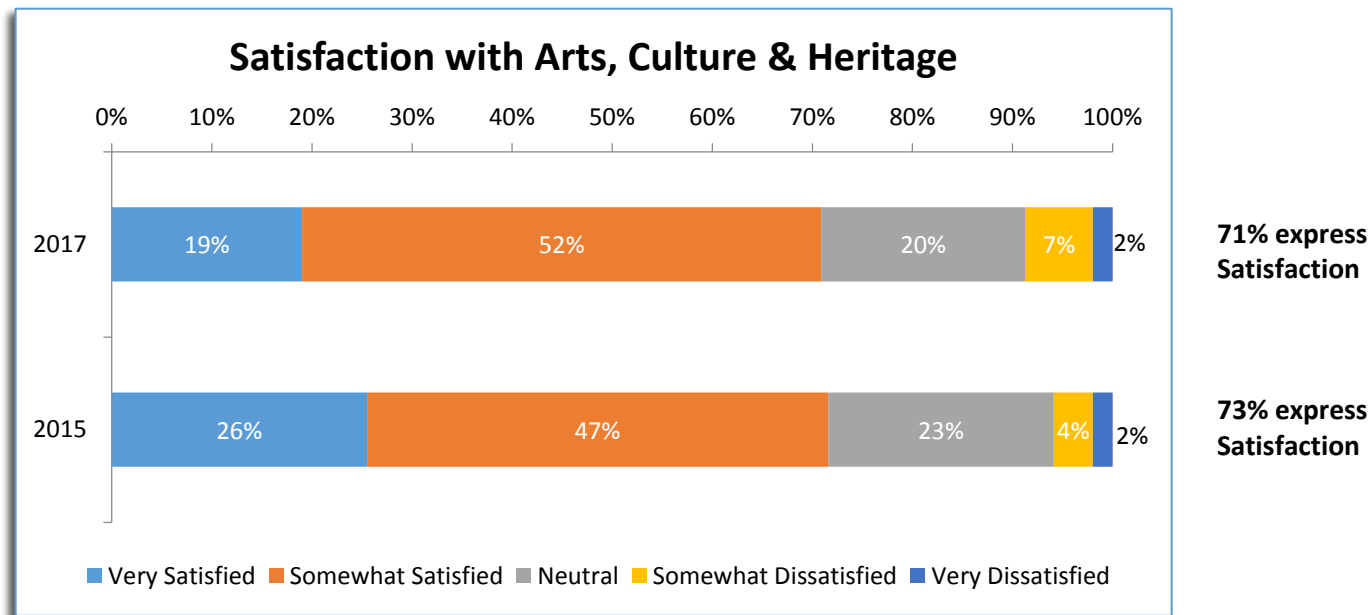
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Detailed Findings

Arts, Culture & Heritage

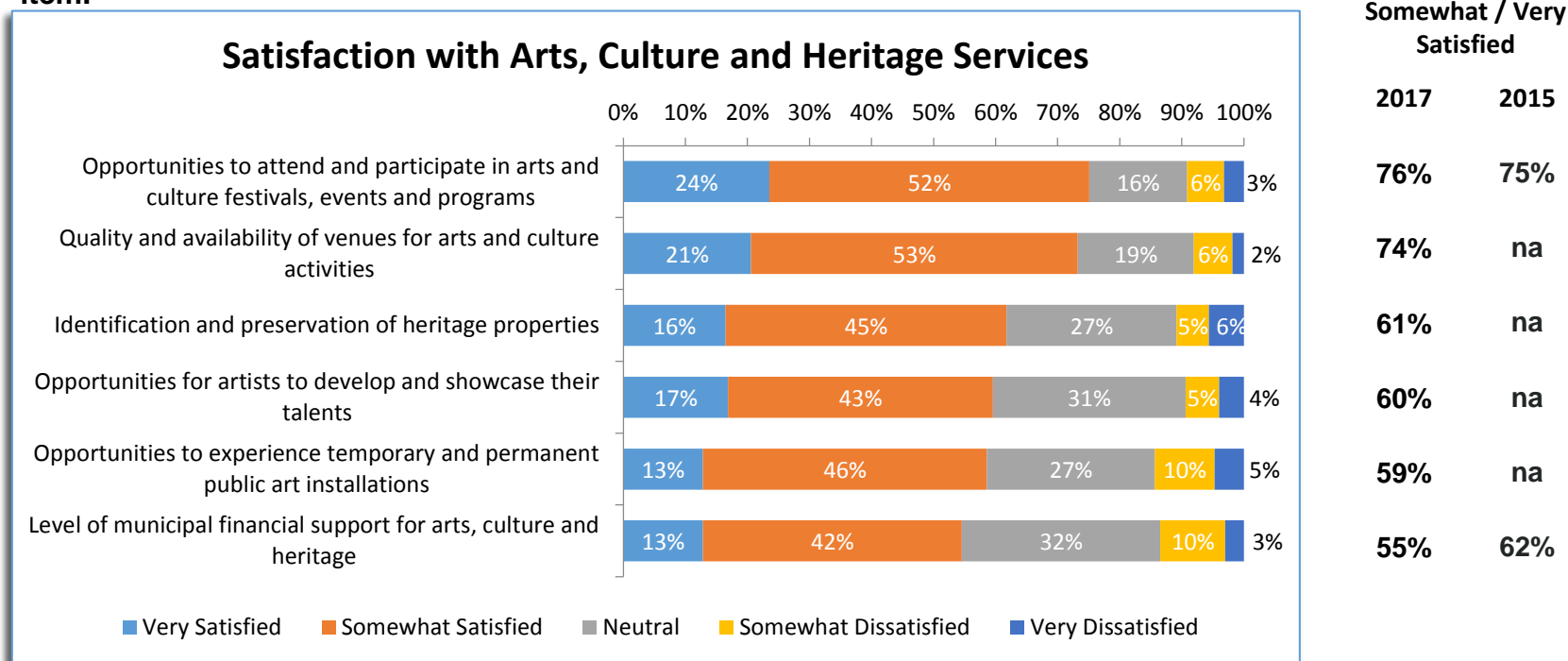
Arts, Culture and Heritage

Arts, culture and heritage services have experienced no significant decline in satisfaction since 2015. Satisfaction levels remain positive overall, at 71%. Approximately half of Mississauga residents are *somewhat* satisfied with arts, culture and heritage (52%).



Arts, Culture and Heritage

Opportunities to attend and participate in festivals, events and programs are rated with the highest degree of satisfaction (76%). Overall satisfaction is lowest for the *level of municipal financial supports for arts, culture and heritage* (55%), but as the value indicates, most people are somewhat or very satisfied with even this lowest scoring item.





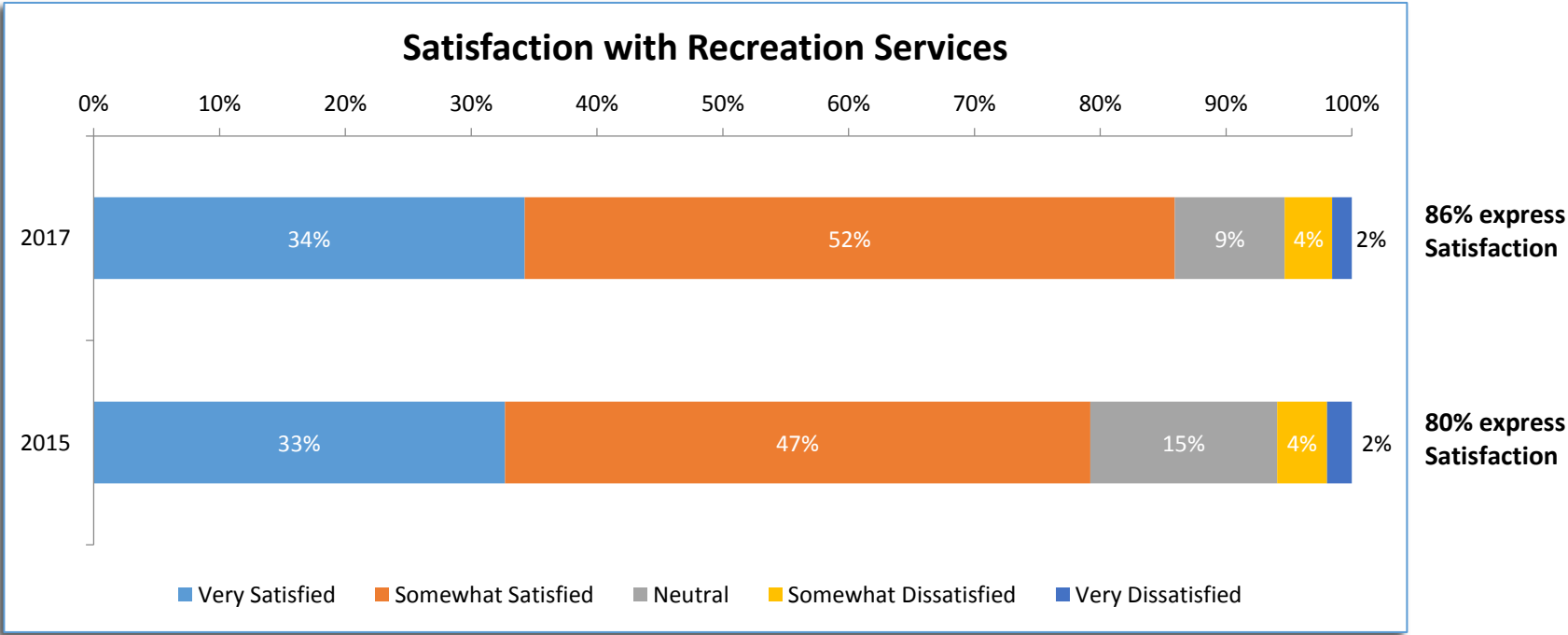
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Detailed Findings

Recreation, Parks and Forestry & Environment

Recreation Services

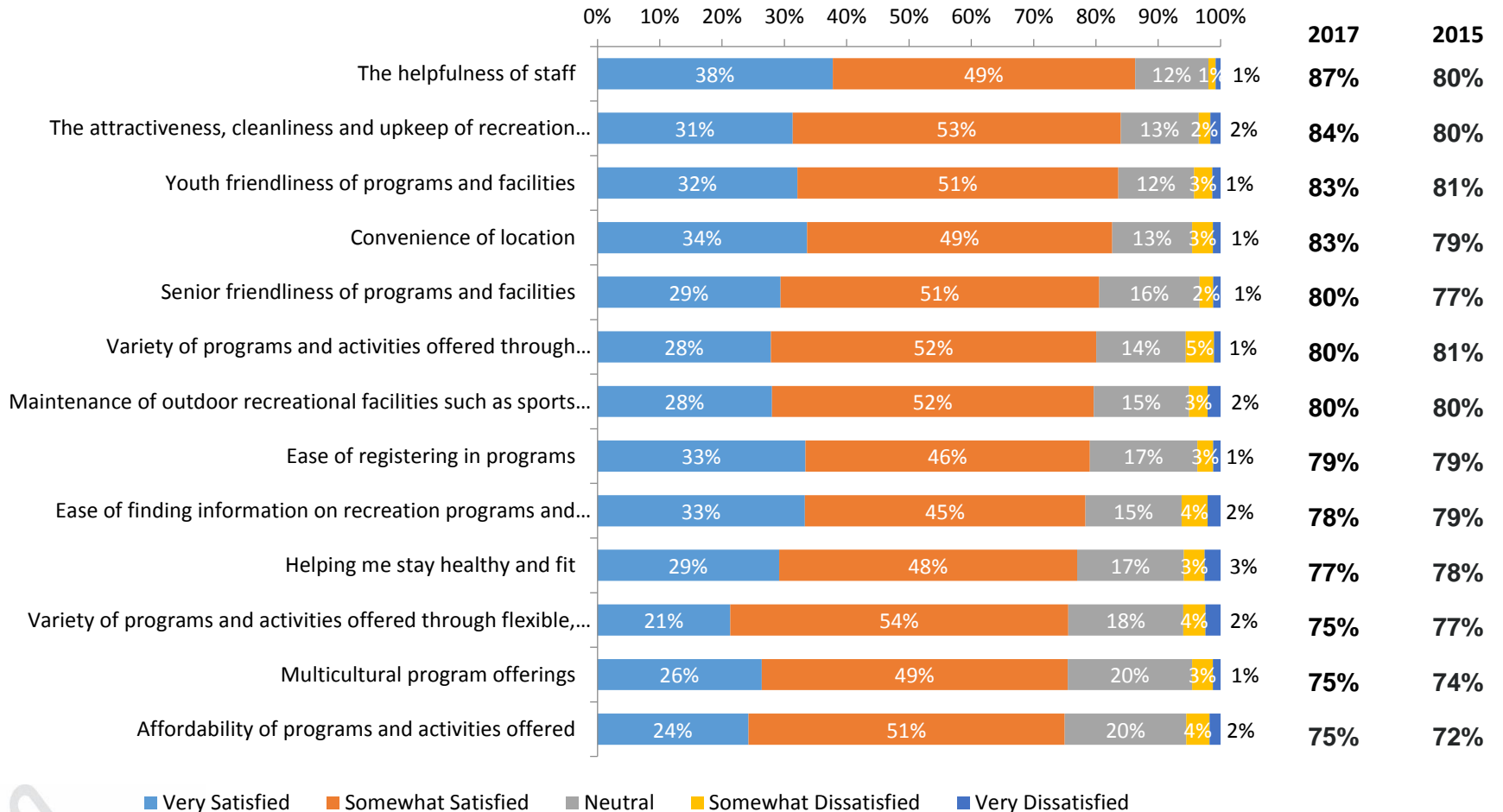
Satisfaction with recreational services is generally rated highly among residents, with an overall satisfaction rating of 86%**², representing a moderate gain over 2015's 80%.



Recreation Services

Satisfaction with Recreation Services

Somewhat / Very Satisfied



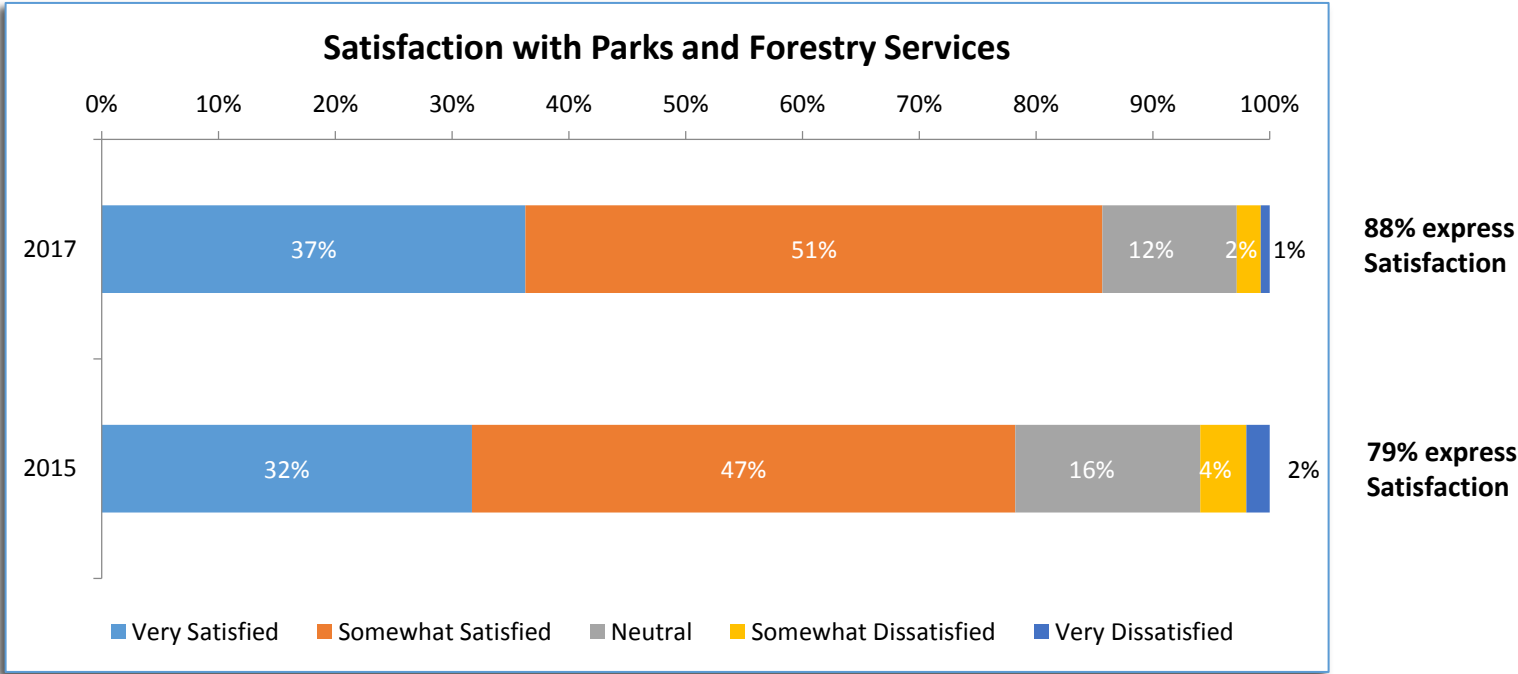
Recreation Services

Only one category, the *helpfulness of staff*, experienced a significant* change since 2015. The other categories remain too close to their 2015 values to indicate any significant increase or decline. Helpfulness of staff was also the top rated category according to overall satisfaction, with 87% being either somewhat or very satisfied.

The three lowest ranking categories were the variety of programs and activities offered through flexible, drop-in programs (75%), multicultural program offerings (75%), and affordability (75%). As the numbers demonstrate, satisfaction still remains notably high, even if these are the lowest rated ones.

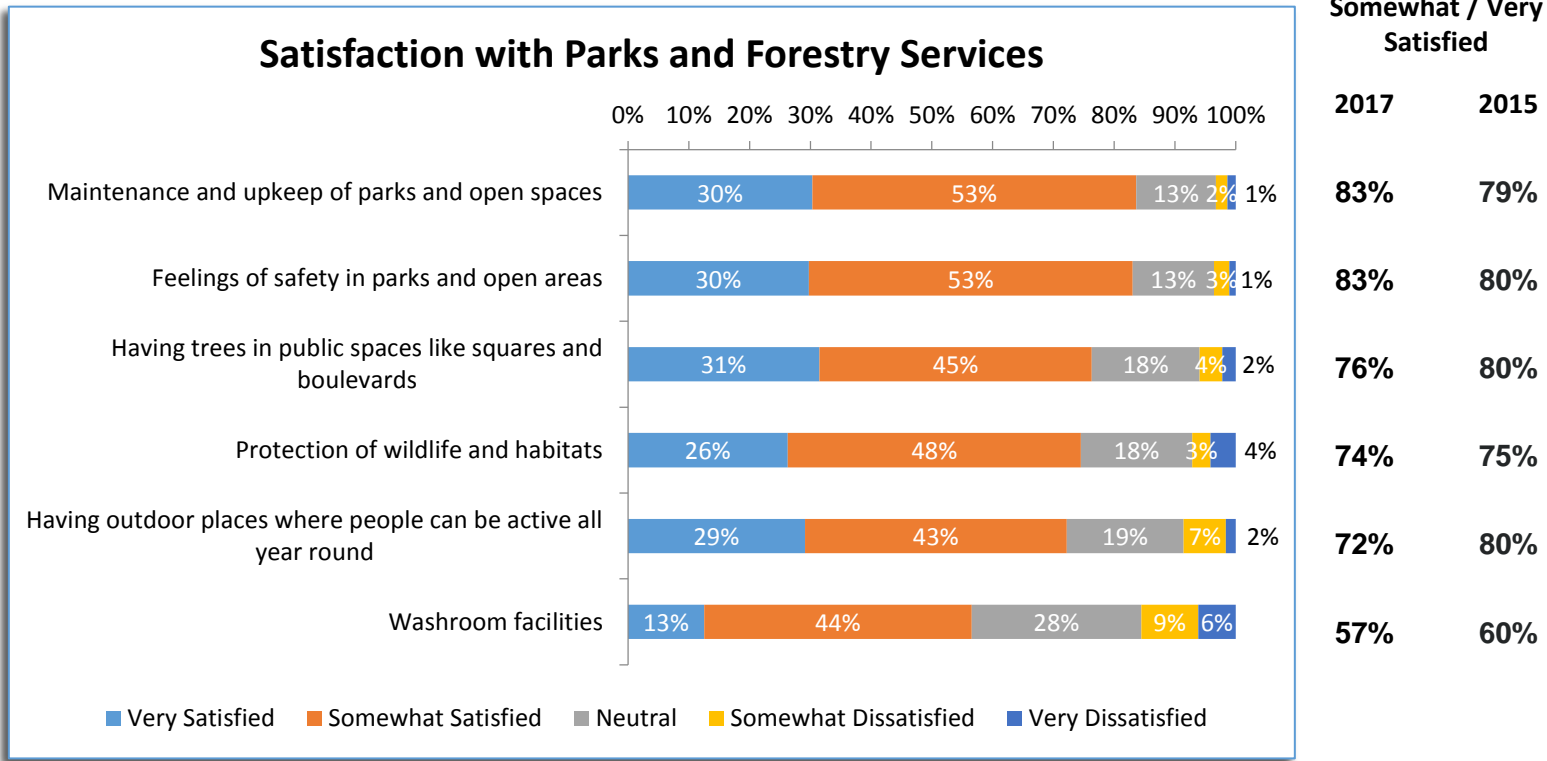
Parks and Forestry Services

Most residents are satisfied with Parks and Forestry services in Mississauga (88%). Moreover, there has been a significant* increase in the proportion of people that are satisfied since 2015 of 9%.



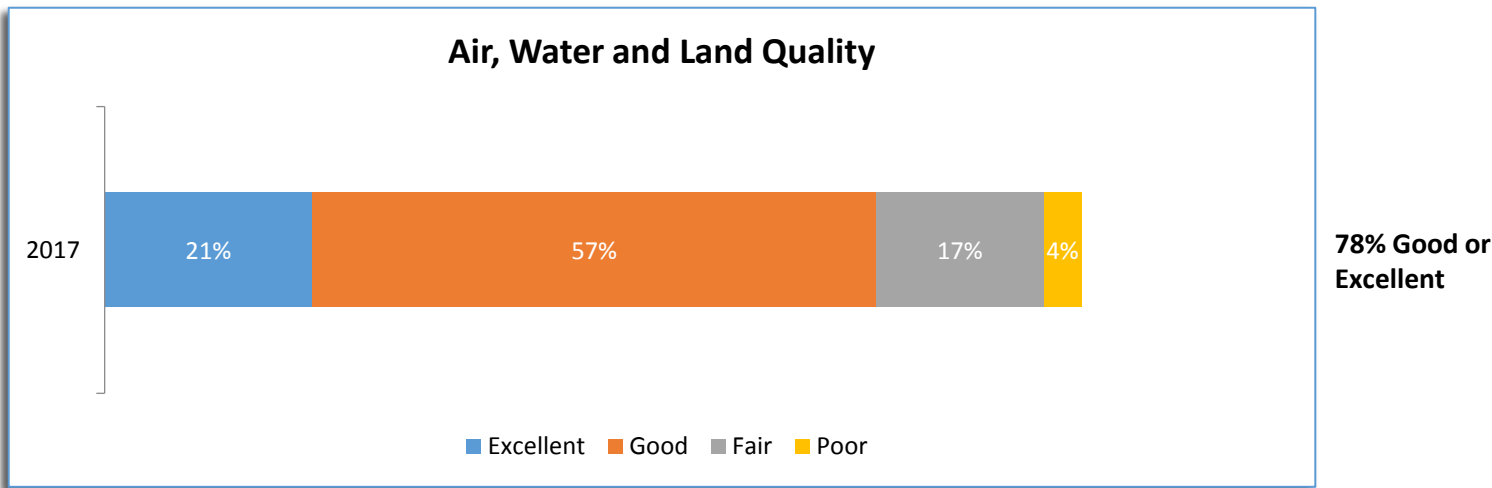
Parks and Forestry Services

All categories have high levels of satisfaction. *Washroom facilities* has the lowest proportion of residents indicating high levels of satisfaction (57%). All categories have experienced similar responses or modest declines compared to 2015. *Having outdoor places where people can be active all year round* was the only category to demonstrate a significant * decline.



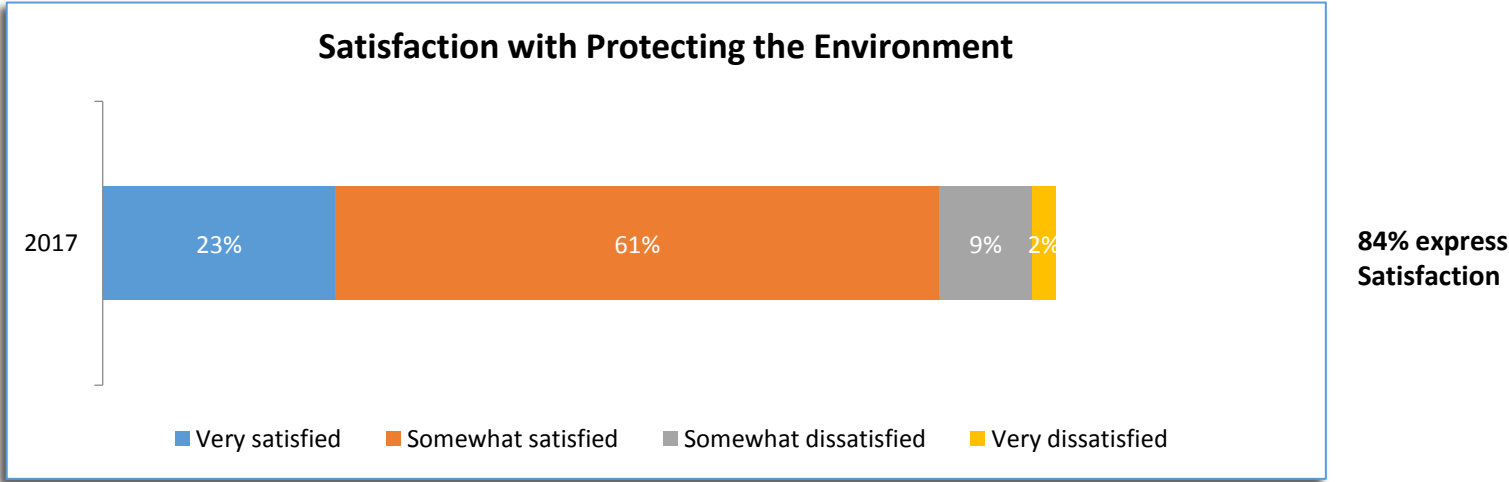
Environmental Quality

A combined 78% of residents believe the air, water and land quality in Mississauga are good or excellent.



Environmental Quality

A combined 84% of residents are somewhat satisfied or very satisfied with Mississauga’s protection of the environment.





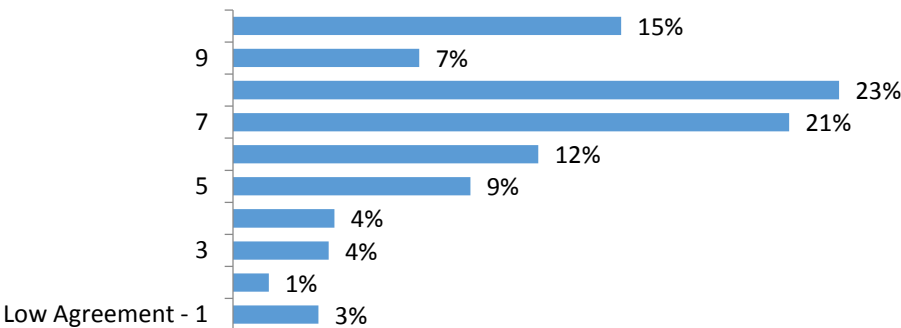
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Detailed Findings

Emergency Preparedness

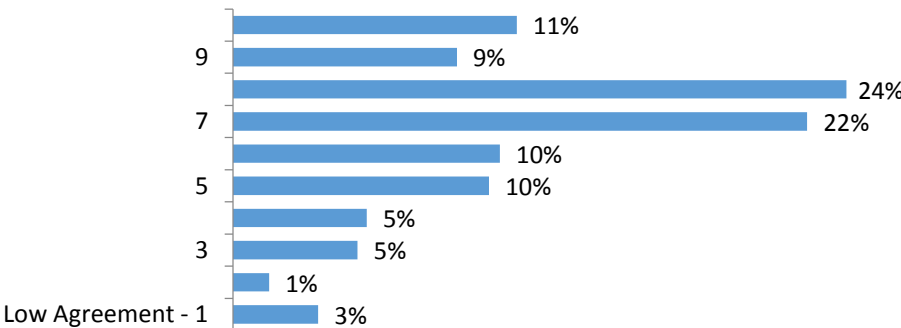
Emergency Preparedness

You personally feel prepared in the event of an emergency



66% agreement
(7 or greater)

The city has effective plans and procedures to respond to a future emergency



66% agreement
(7 or greater)



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Q25. Please tell me how much you agree with the following statements where 1 means you strongly disagree and 10 means you strongly agree?



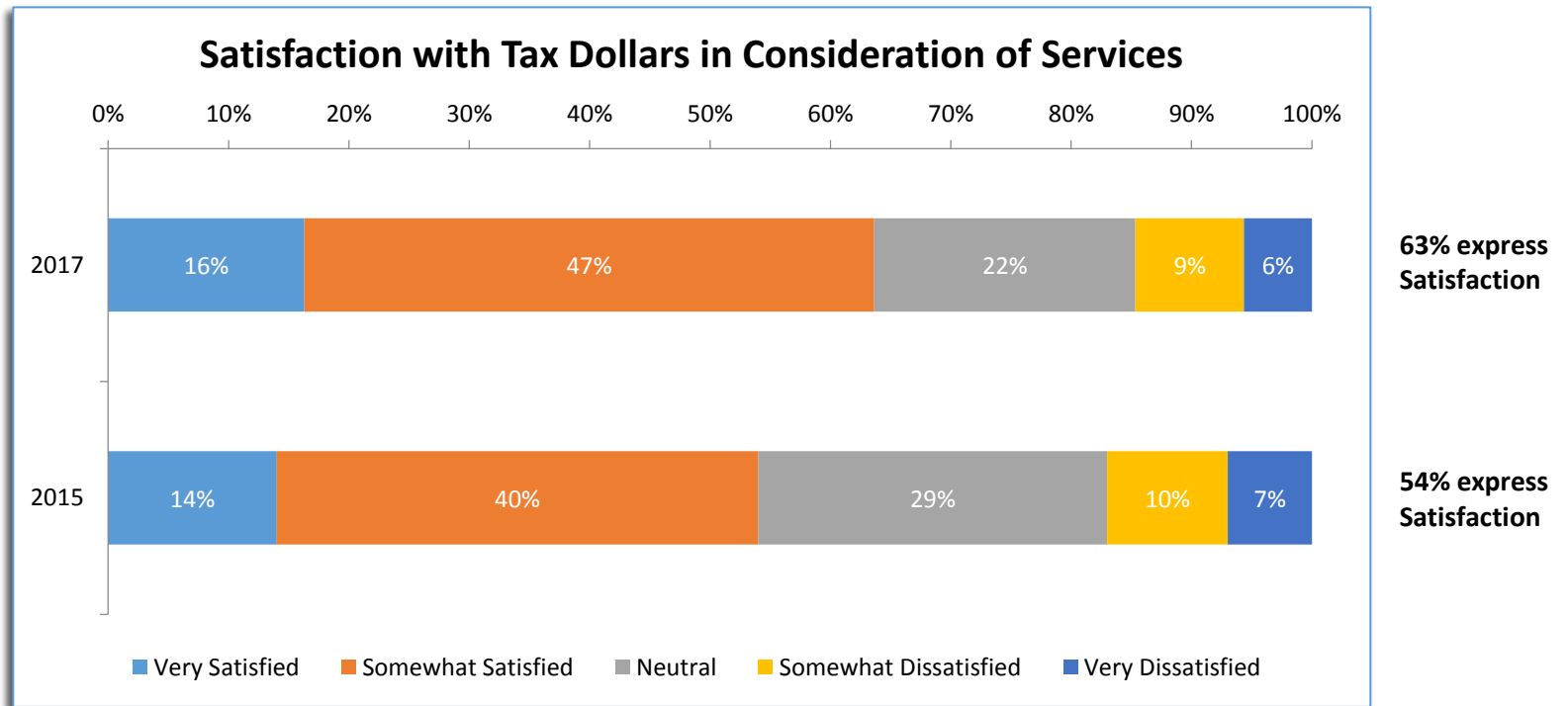
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Detailed Findings

Value for Taxes

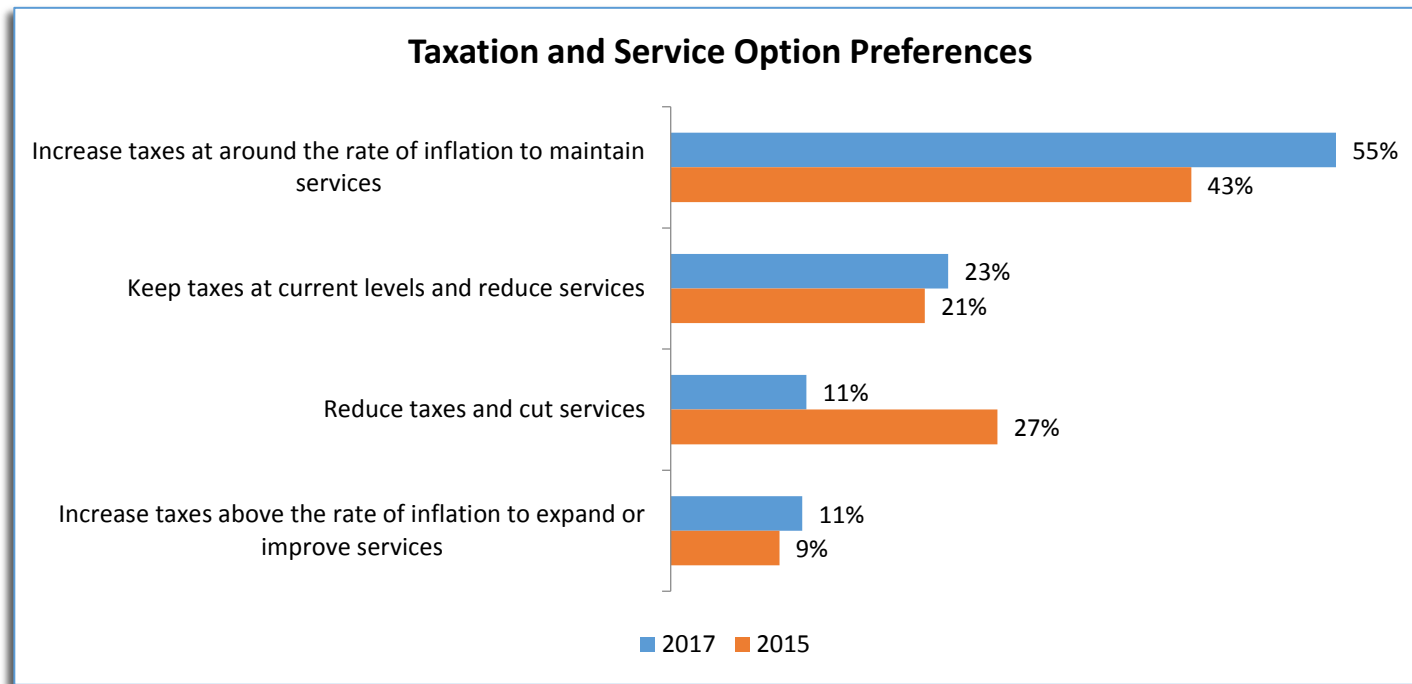
Value for Taxes

Value for tax dollars relative to services has improved substantially since 2015; resulting in a satisfaction rate of 63%, compared to 54% in 2015.



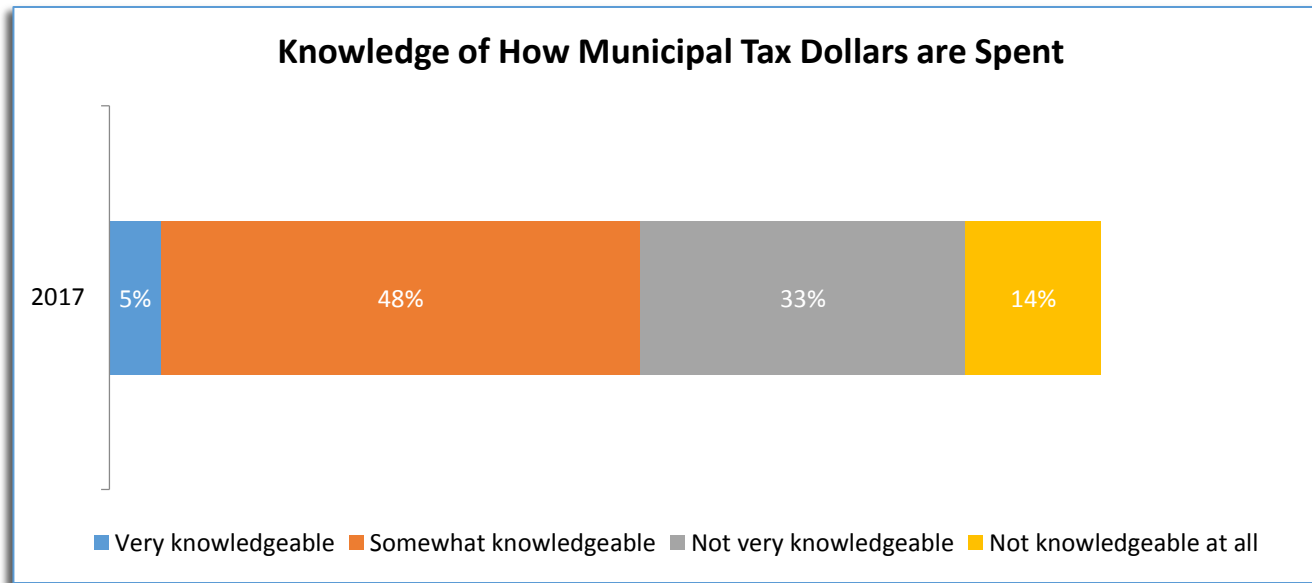
Value for Taxes

A greater proportion of people than in 2015 believe that taxes should increase at the rate of inflation, and significantly fewer people think that taxes should be reduced along with cutting services than in 2015.



Value for Taxes

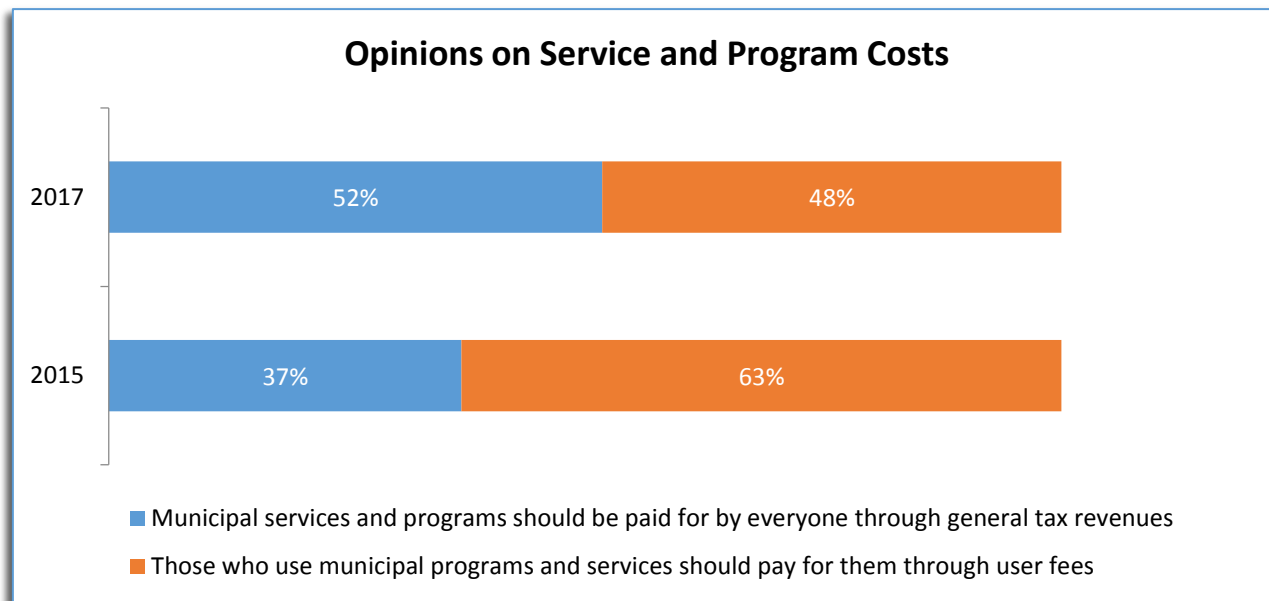
The population is generally equally divided between their levels of knowledge about how municipal tax dollars are spent. 53% are very knowledgeable or somewhat knowledgeable, compared to 47% as not very knowledgeable or not knowledgeable at all.



53% are very or somewhat knowledgeable

Value for Taxes

A larger proportion of residents believe that municipal services should be paid for by everyone through general tax revenues in 2017 than in 2015.





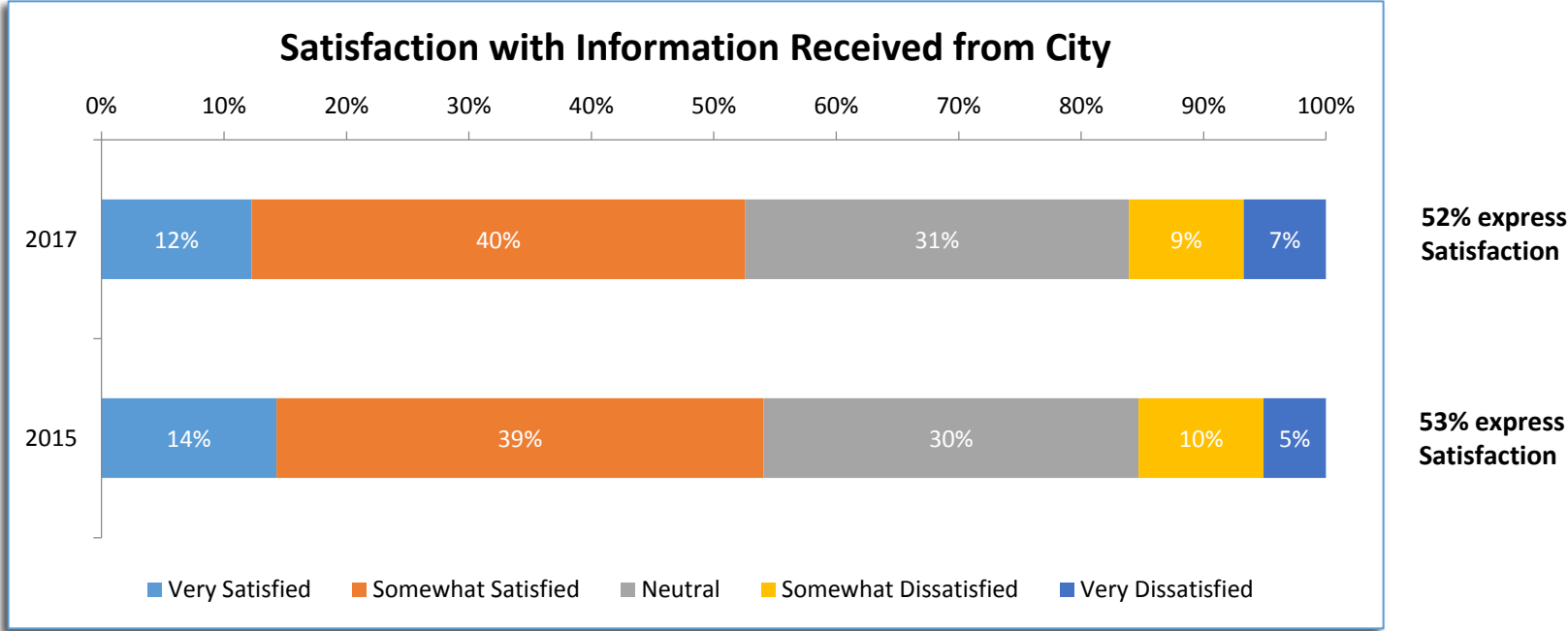
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Detailed Findings

**Communications, Citizen Engagement &
Customer Service**

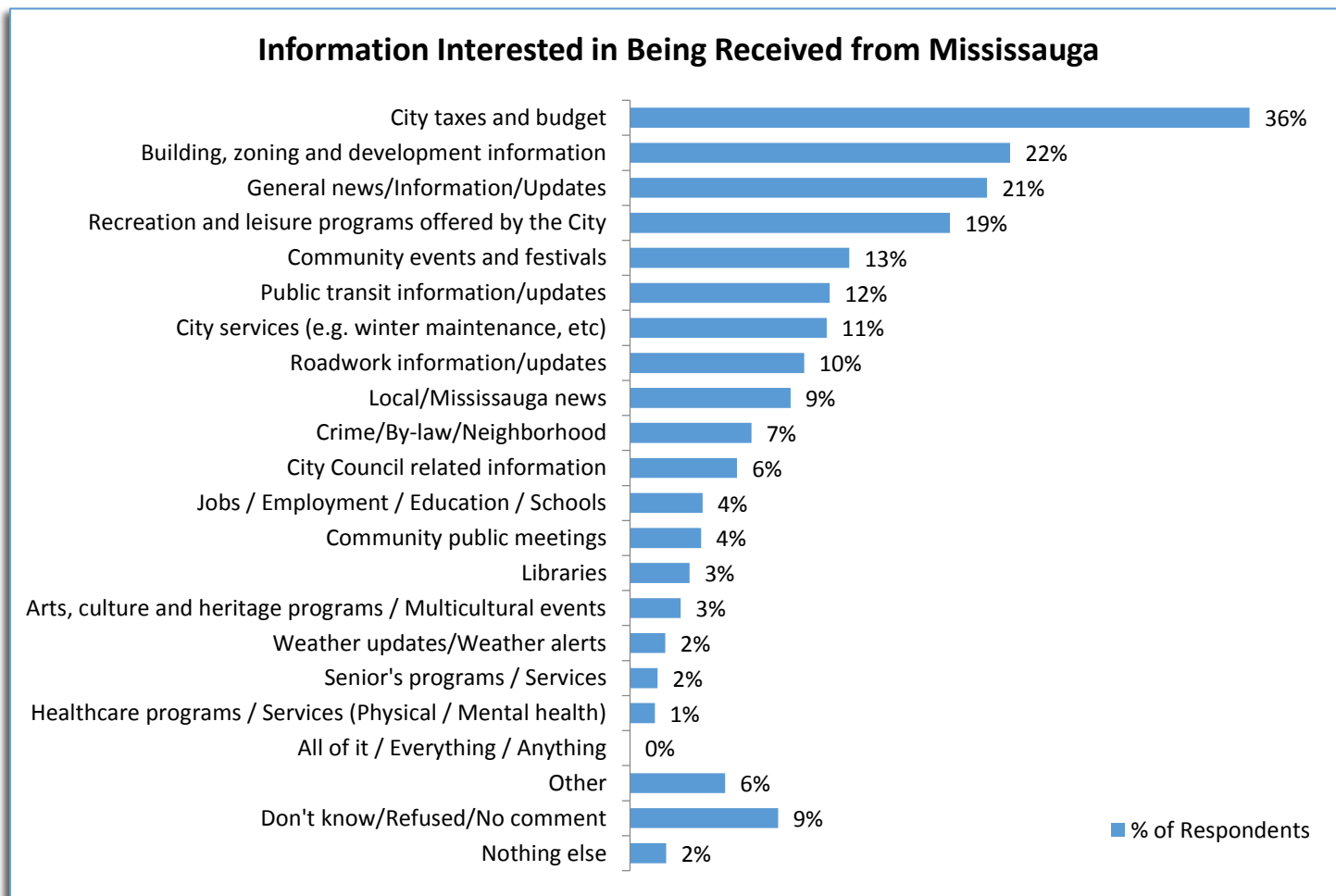
Communications, Citizen Engagement & Customer Service

Satisfaction levels remain virtually identical to 2015 levels for satisfaction with information received from the City. Approximately half the population remains somewhat or very satisfied with the information they receive.



Communications, Citizen Engagement & Customer Service

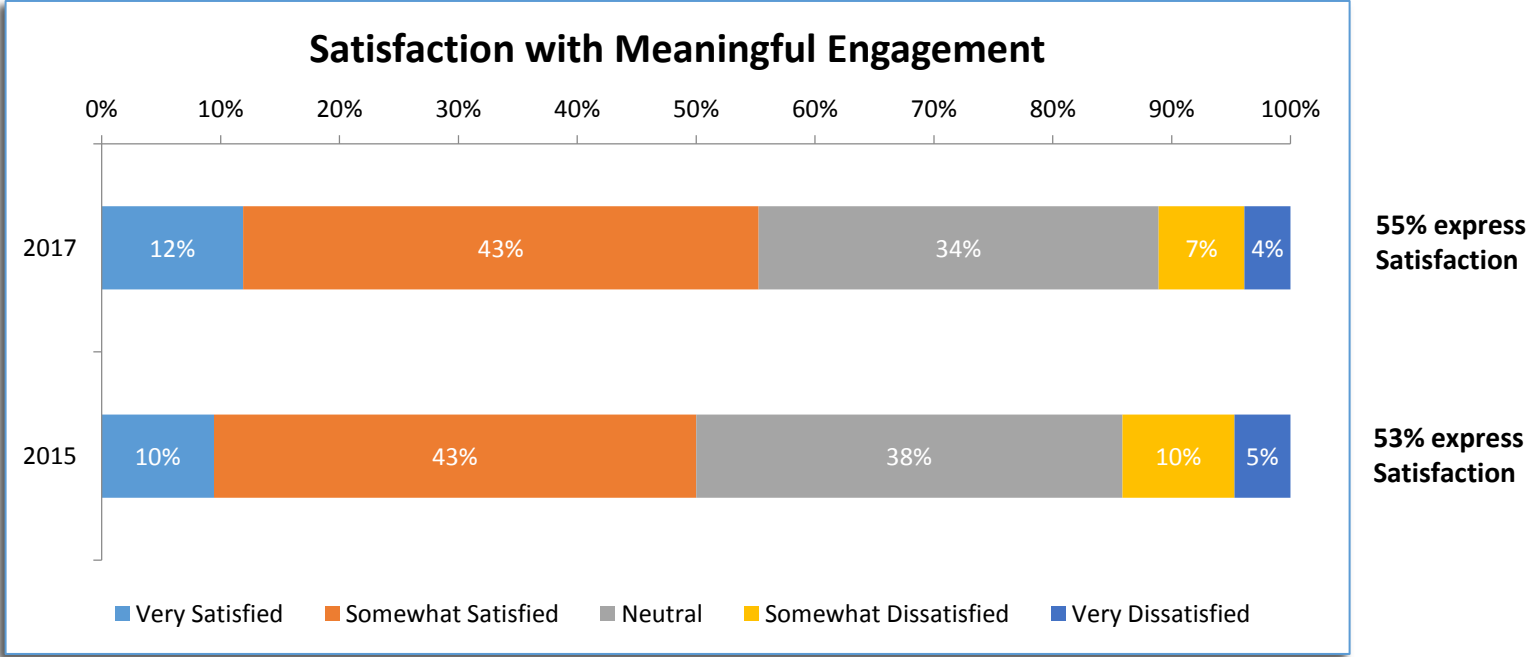
Residents are most interested in getting information about City taxes and budgets (36%), followed by building, zoning and development information (22%)



Note: 2015 coded responses not comparable to 2017.

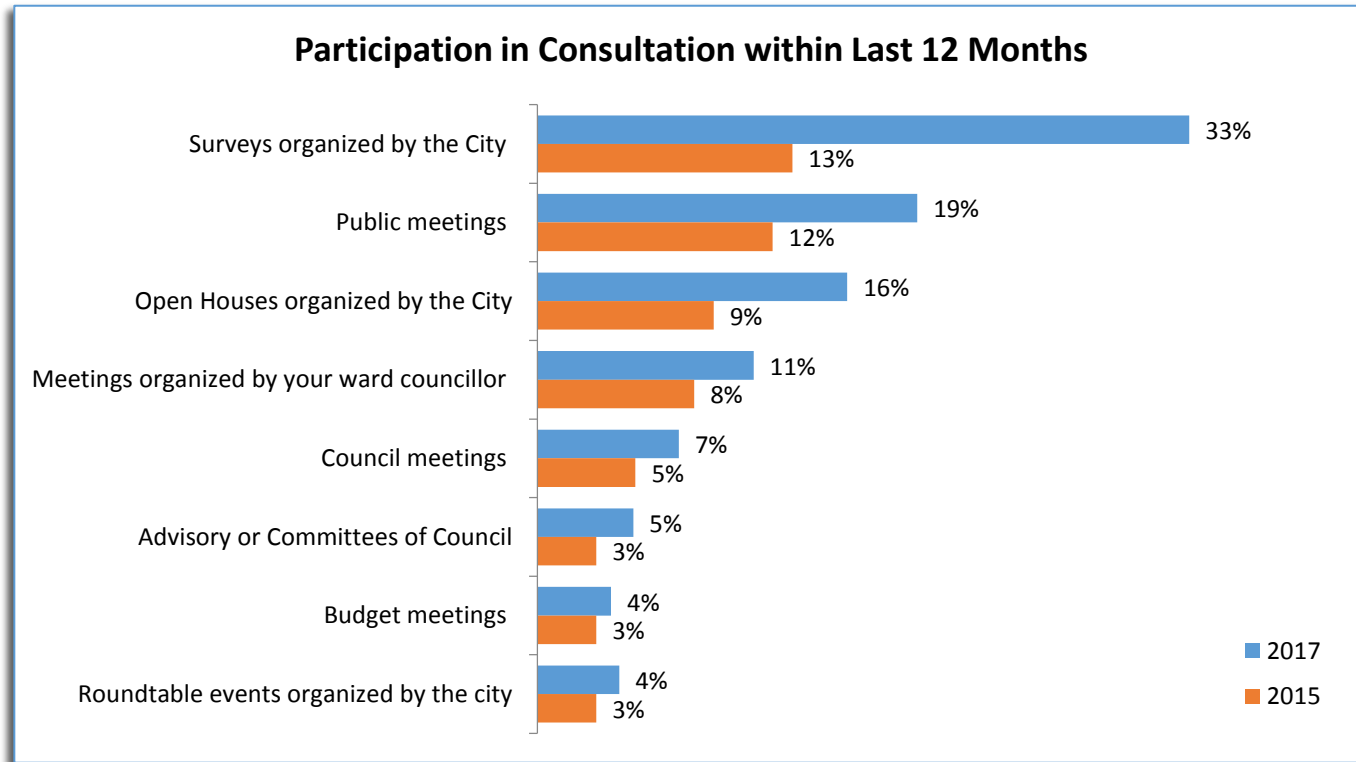
Communications, Citizen Engagement & Customer Service

Overall, there has been no significant change in satisfaction levels regarding meaningful opportunities to engage with or be consulted by the City. Approximately half the adult population (55%) is either somewhat or very satisfied with meaningful opportunities for engagement.



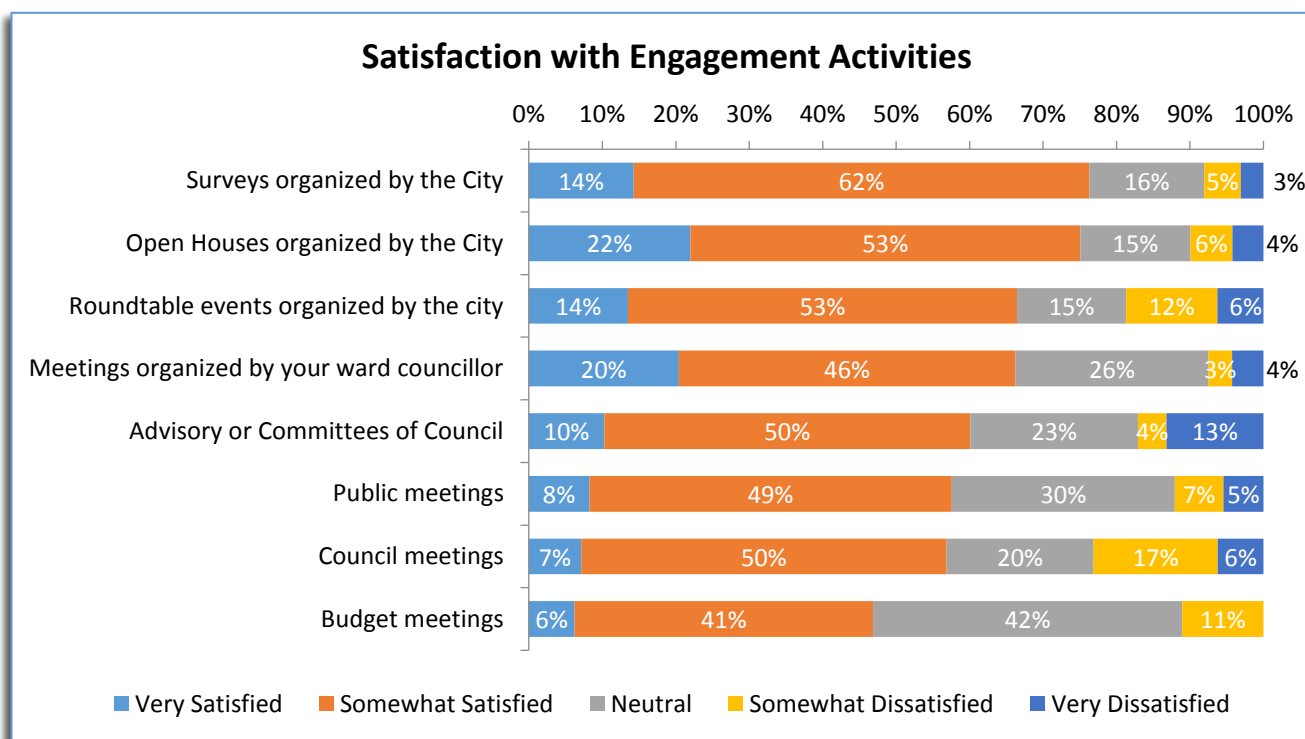
Communications, Citizen Engagement & Customer Service

On average, participation in consultations with Mississauga has increased by 5% since 2015. Increases have been most profound in regard to surveys (net increase of 20%), public meetings (net increase of 7%), and open houses by the City (net increase of 7%).



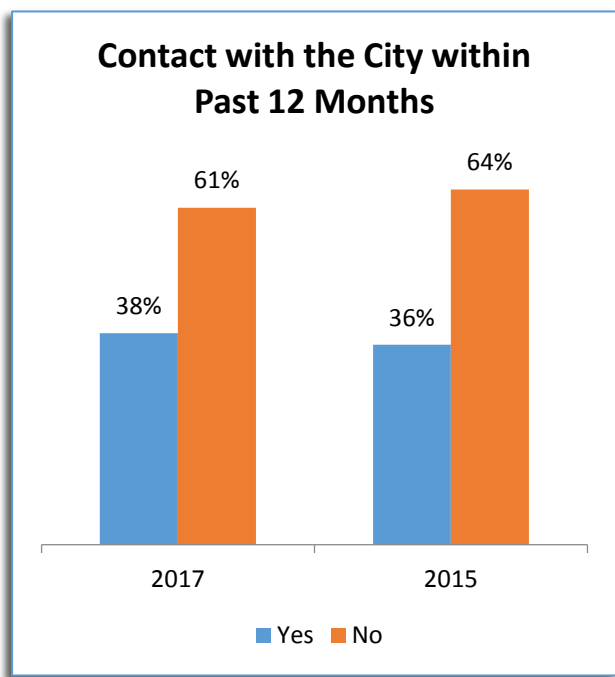
Communications, Citizen Engagement & Customer Service

Satisfaction is highest among those that participated in surveys, with 76% being either somewhat or very satisfied. Open houses and round tables organized by the City are also viewed with high satisfaction levels (75%, and 67% respectively). Satisfaction ratings were lowest for budget meetings (47%).

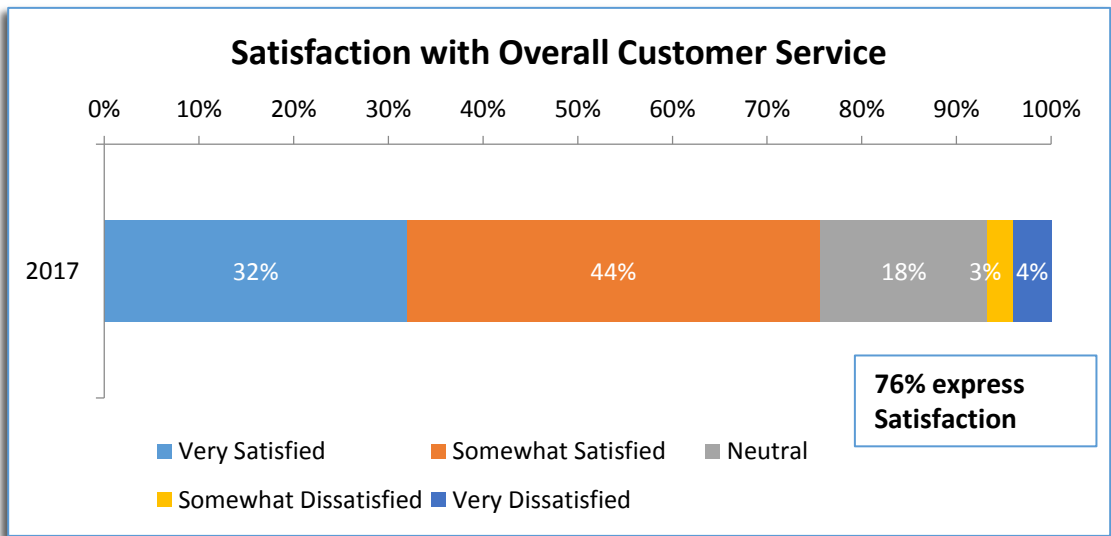


Communications, Citizen Engagement & Customer Service

There is generally no difference in proportion of people that have contacted the city within the last 12 months than in 2015.



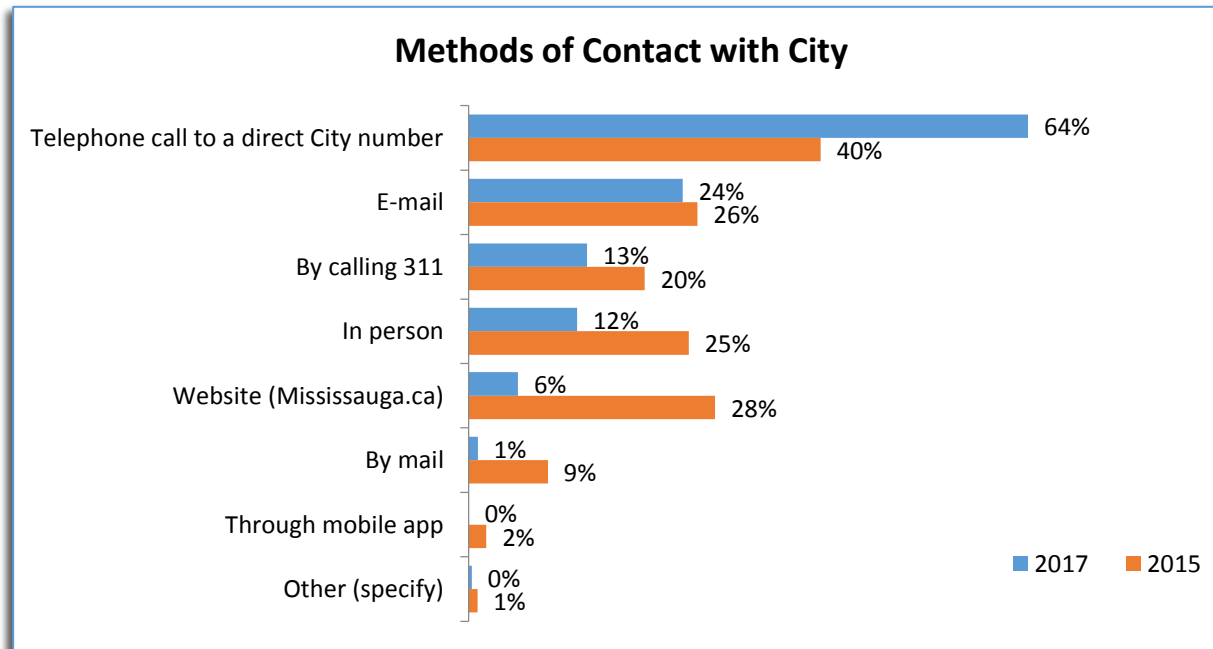
The majority of people (76%) are somewhat or very satisfied with overall customer service of the City.



Communications, Citizen Engagement & Customer Service

Like 2015, telephone calls to a direct City number is the most common method of contact with the City; however, there has been a net increase of 24%.

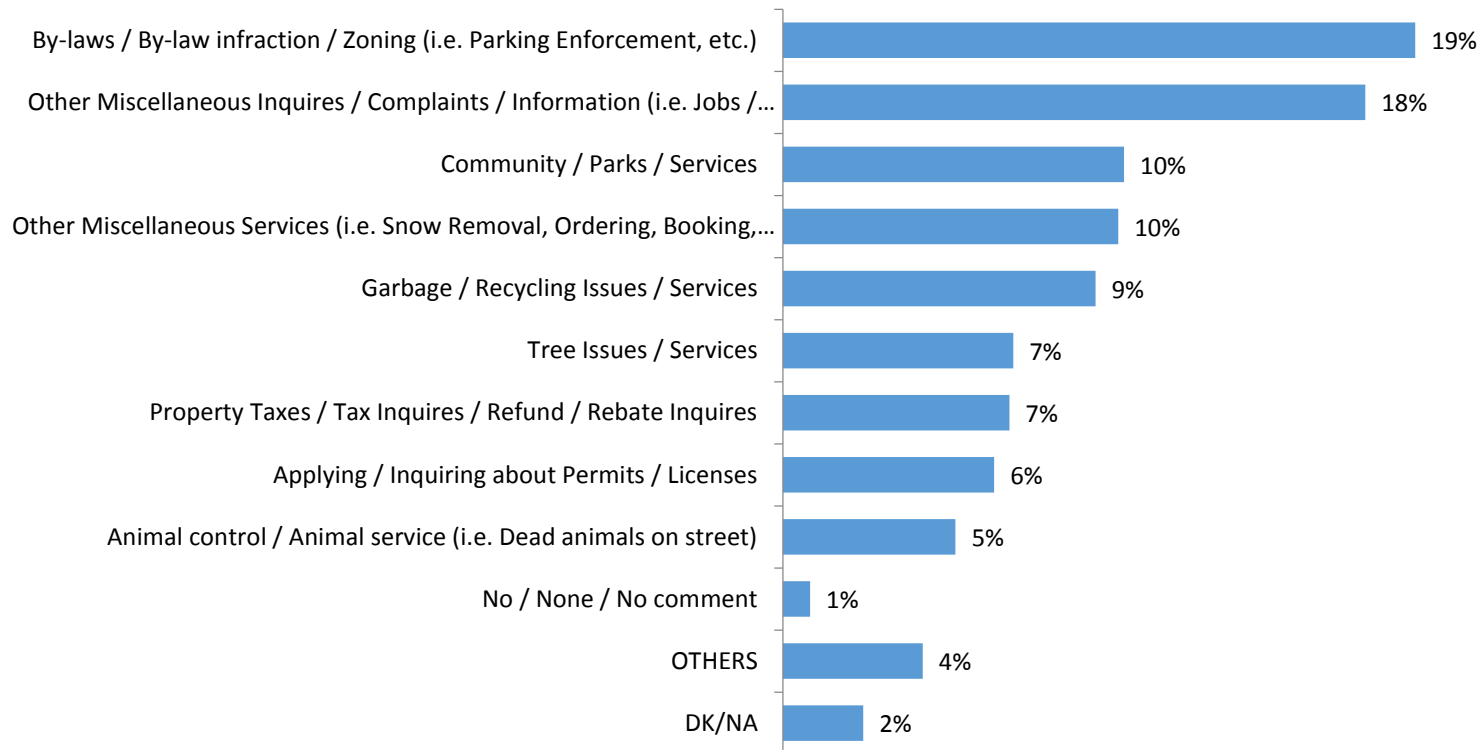
Methods in low use include the Mississauga website and mobile app.



Communications, Citizen Engagement & Customer Service

By-laws, by-law infractions, and zoning related purposes (19%) as well as other miscellaneous inquiries, complaints, and information (18%) are most common reasons for contacting the City.

Purpose for Contact with Mississauga



Communications, Citizen Engagement & Customer Service

People generally agree that City staff are courteous, helpful and knowledgeable (78%, strongly/somewhat agree), and that they found the information they were searching for (also 78%). People are least likely to agree that City staff are easy to get a hold of.

