

City of Mississauga Citizen Satisfaction Survey Final Results

Phone Survey Report | September 8, 2023

Executive Summary

The City of Mississauga commissioned Forum Research to undertake a high-quality, statistically valid citizen satisfaction survey to obtain feedback regarding the community's level of satisfaction with services delivered by the City. This report summarizes the final results of the survey, which was conducted by phone in April 2023. Where available, results have been included from previous years for comparison including some commentary on differences from the most recent survey conducted in July 2019.

Overall Satisfaction & Quality of Life

- Regarding the quality of life in Mississauga, satisfaction among residents remains stable. Overall, 66% of residents are satisfied with the municipal government and 74% are satisfied with the services provided by the City.
- The high level of satisfaction continues as 79% rate the quality of life as excellent or good. Mississauga residents agree on the following statements about Mississauga; it's an open and welcoming community (85%), the City's diversity (81%), resident pride and saying they are from the City (80%), and that the City is moving in the right direction (60%).
- However, most quality of life aspects have either remained statistically the same since 2019 or have slightly decreased.

Value for Taxes

- Mississauga residents showed a slight decrease in their satisfaction levels regarding value for taxes relative to the services provided by the City, with 54% indicating they are somewhat or very satisfied (down 4% from 2019).
- In contrast to 2019, more respondents prefer to reduce taxes and cut services (21%, up 12% from 2019), and keep taxes at current levels (32%, up 7% from 2019).
- There continues to be a relatively equal proportion of those that believe the City services and programs should be paid for by everyone through general tax revenue (50%, an increase of 5% since 2019), and those that felt they should be paid primary through user fees (50%, a decrease of 5% since 2019).

Housing affordability

- More than 4 in 5 (TOP2: 82%) are concerned about house prices and rents in Mississauga, and 2 in 3 respondents (TOP2: 66%) report that house prices and rents will have a moderate or significant impact on their ability to live in Mississauga over the next five years.



Executive Summary

Communication & Citizen Engagement

- The majority (52%) of residents expressed satisfaction with the amount of information received from the City. Respondents continue to be most interested in getting information about City taxes and budget (29%, a decrease of 1%), building/zoning and development information (25%, an increase of 4%), and general news/information and updates (22%, a decrease of 3%).
- Agreement that the City offers meaningful opportunities to engage or consult on important matters decreased, from 59% in 2019, when opportunities were more likely to be in-person prior to the COVID-19 pandemic, to 47% in 2023
- Residents were most engaged with surveys organized by the City (33%, an increase of 2%), virtual public meetings (18%, a decrease of 4%), and virtual meeting organized by the Mayor and/or ward councilors (15%).
- Of those who participated in citizen engagement activities, residents were most satisfied with surveys organized by the City (70%, up 3%), virtual meetings organized by the Mayor and/or ward councilors (64%, down 10%) and virtual open house organized by the City (63%, down 14%).

Customer Satisfaction

- 1 in 3 residents (33%) had some contact with the City of Mississauga in the past 12 months, down from 39% in 2019 (notably, the 2019 survey was conducted prior to the COVID-19 pandemic.) Though there was a slight decrease in the overall satisfaction with the customer service provided by the City, the value for customer service remains high as 7 in 10 (68%) are satisfied with the service.
- Telephone call to a direct City number remains as the most common method to contact the City at 51%. 2 in 5 (40%) prefer to use email while 1 in 10 prefer to go in person (11%) or call 311 (10%).
- 1 in 10 respondents (10%) of those who had contacted the City within the last 12 months said the purpose of their contact was related to bylaws, compared to 1 in 4 (25%) in 2019, while 1 in 3 (32%) contact the City for other questions or inquiry.
- 7 in 10 believe city staff are courteous, helpful and knowledgeable (76%, down 4% from 2019) and they found the information they were searching for (69%, down 12% from 2019), with other measures of satisfaction decreased moderately from 2019.



Project Overview

Background, Objectives and Methodology

Background, Objectives, and Methodology

Method: CATI (Computer Aided Telephone Interview)

Criteria for Participation: Residents in the City of Mississauga who are 18 years of age or older

Sample Size: n=1000

Average Length of Interview (LOI): 16.5 min

Margin of Error: $\pm 3.1\%$ at a 95% confidence level (entire sample)

Fieldwork Dates: April 6th – April 27th, 2023

Additional Notes:

- CATI sample was drawn using random digit dialing (RDD) among City of Mississauga residents. A mix of landline and cell phone numbers were used.
- Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.
- The 2023 survey was of shorter duration (16.5 min on average) than the 2019 survey (30 min) as questions regarding satisfaction with specific services were explored on a separate online survey.



Interpreting This Report

TOP2 / BTM2 Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “concerned” may be the combined result of “very concerned” and “somewhat concerned,” where a grouping of “not concerned” (BTM2) may be the combined result of “somewhat unconcerned” and “not concerned at all”.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “What, in your opinion, would you say are the most appealing things about Mississauga?”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

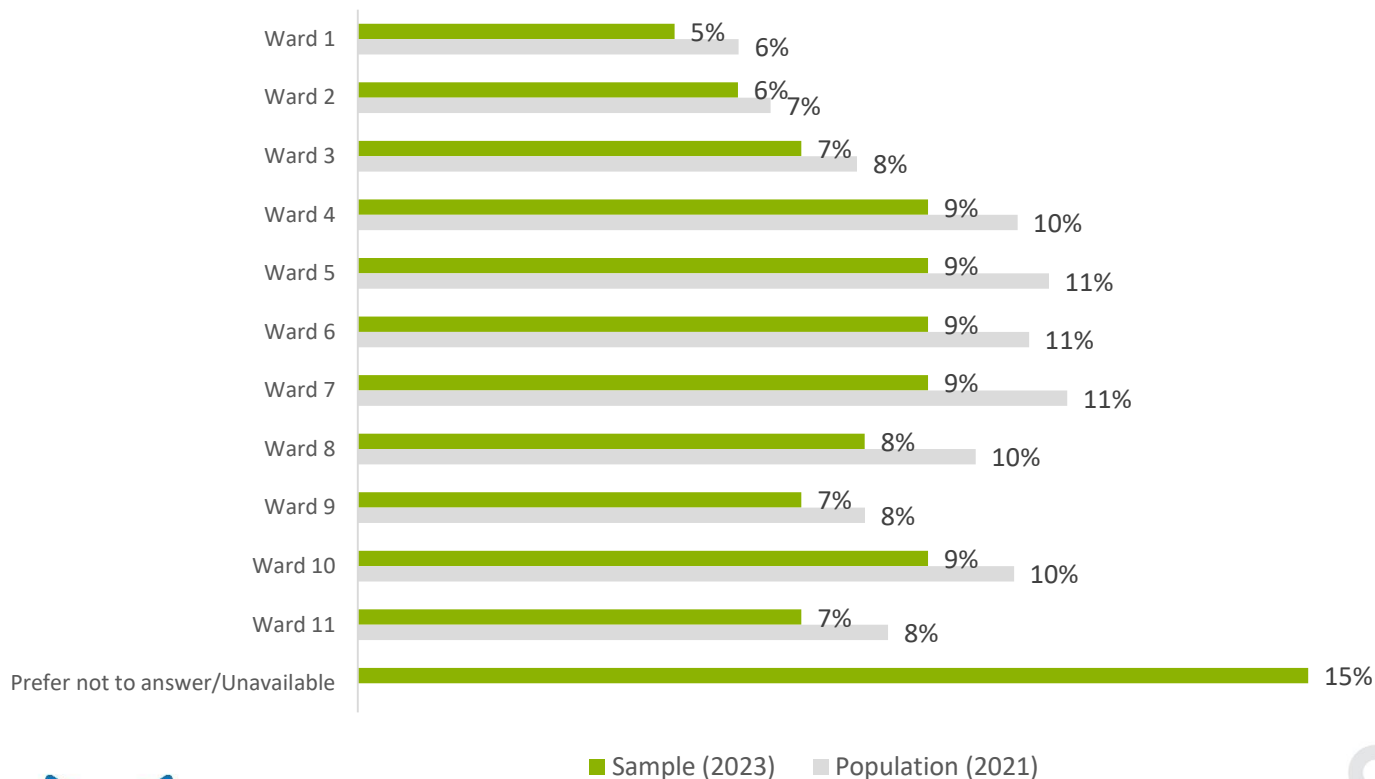
Comparisons to 2019

Where question wording matches exactly and results are available, comparisons to the previous survey conducted in 2019 have been included in the analysis. It should be noted that the survey duration was considerably longer (approx. 30 minutes) in 2019, which may have had an effect on respondents’ answers. Also, many of the questions in the 2023 survey were new and no comparisons are available. Sample sizes accompanying charts (presented as “n=” in the slide’s footnote) refer only to 2023 sample sizes.



Ward Distribution

- Respondents were asked for their postal code, which was matched to their ward using list provided by the City of Mississauga.
- The final category on the chart captures respondents who preferred not to answer or provided a postal code that was not on the list used for ward coding.

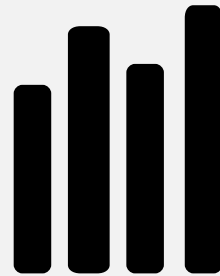


Note: Population proportions on the chart for reflect figures for estimated population by ward in 2021, provided by the City of Mississauga



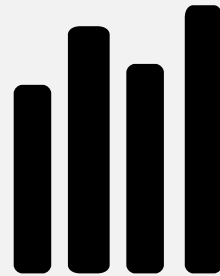
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Detailed Findings

Telephone Survey Research Results

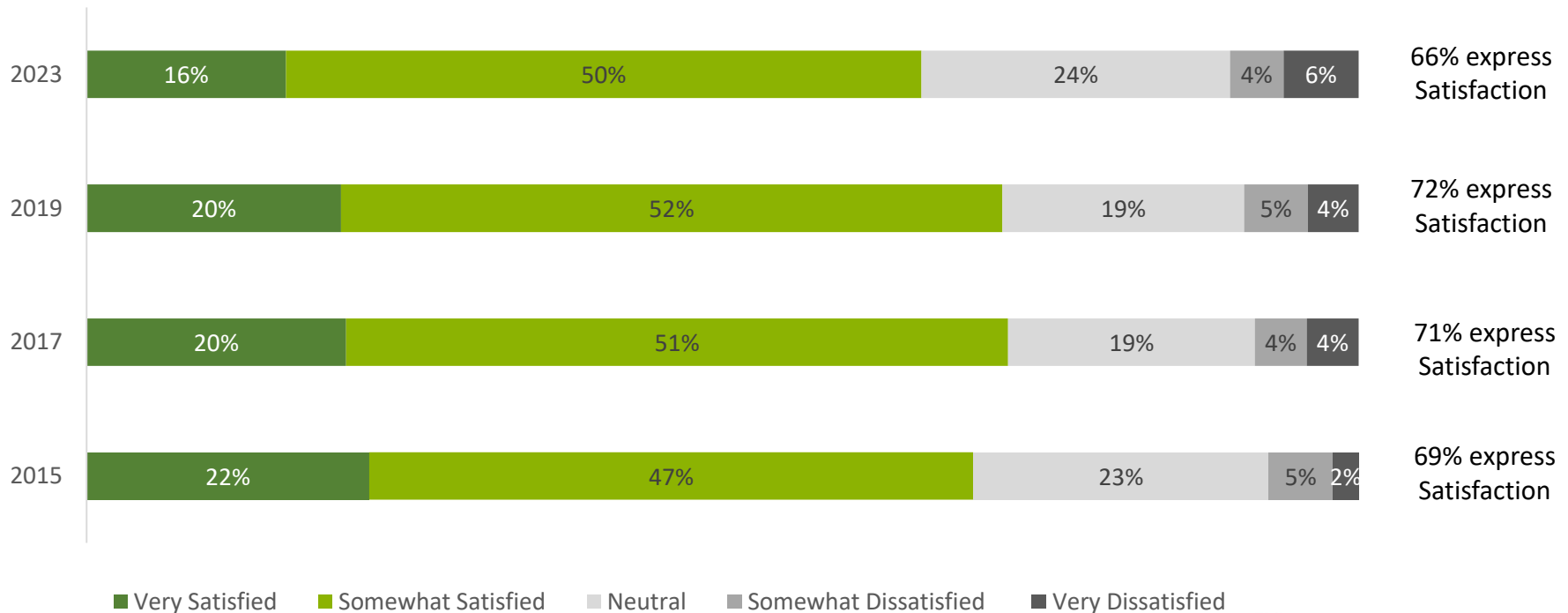


Detailed Findings
Overall Satisfaction

Overall Satisfaction

- The level of satisfaction with Mississauga's municipal government has slightly decreased in 2023, compared to 2019 (72% vs 66%).
- 3 in 5 (66%) are satisfied with Mississauga's municipal government with 1 in 6 (16%) who are very satisfied and half (50%) who are somewhat satisfied.

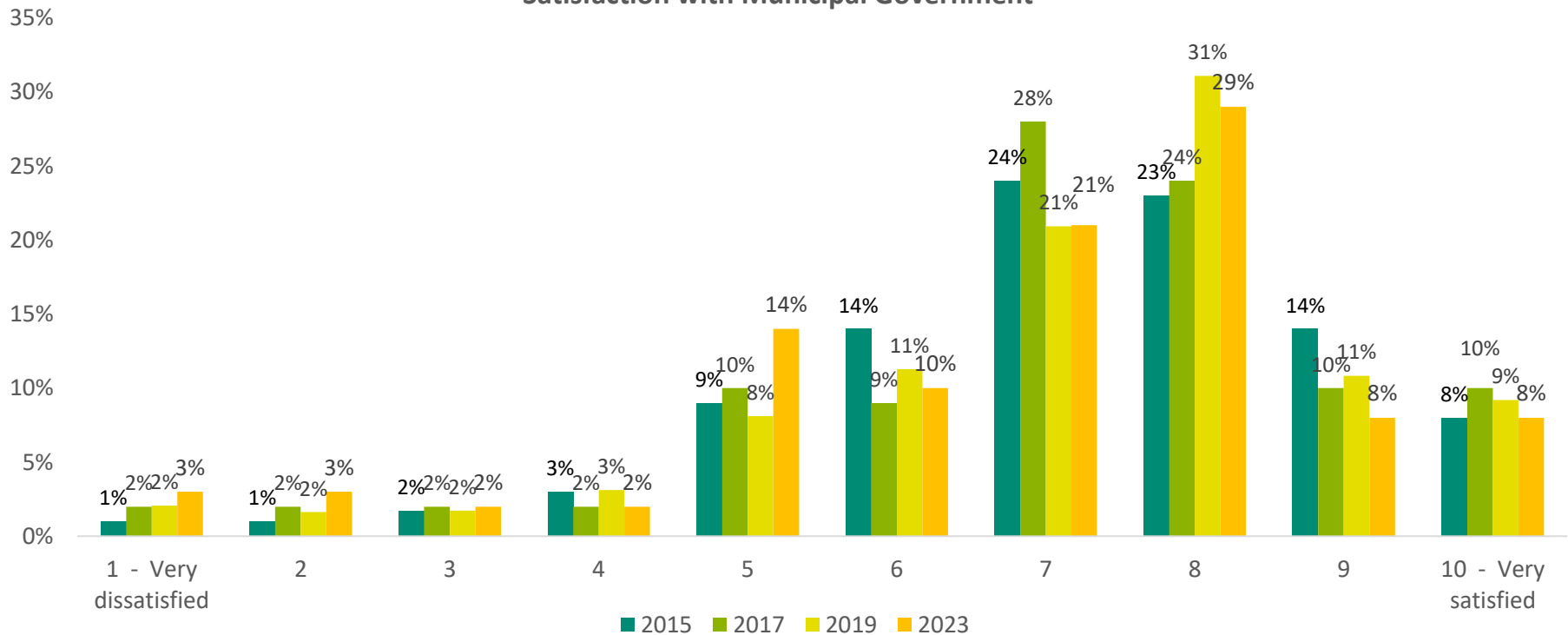
Satisfaction with Municipal Government



Overall Satisfaction

- The figure below shows the complete distribution of responses for the question about satisfaction with the municipal government.
- 3 in 10 (29%) rated their satisfaction level as an 8, similar to 2019 (31%).

Satisfaction with Municipal Government



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Q4. How satisfied are you with the City of Mississauga municipal government? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied".
(n= 941)

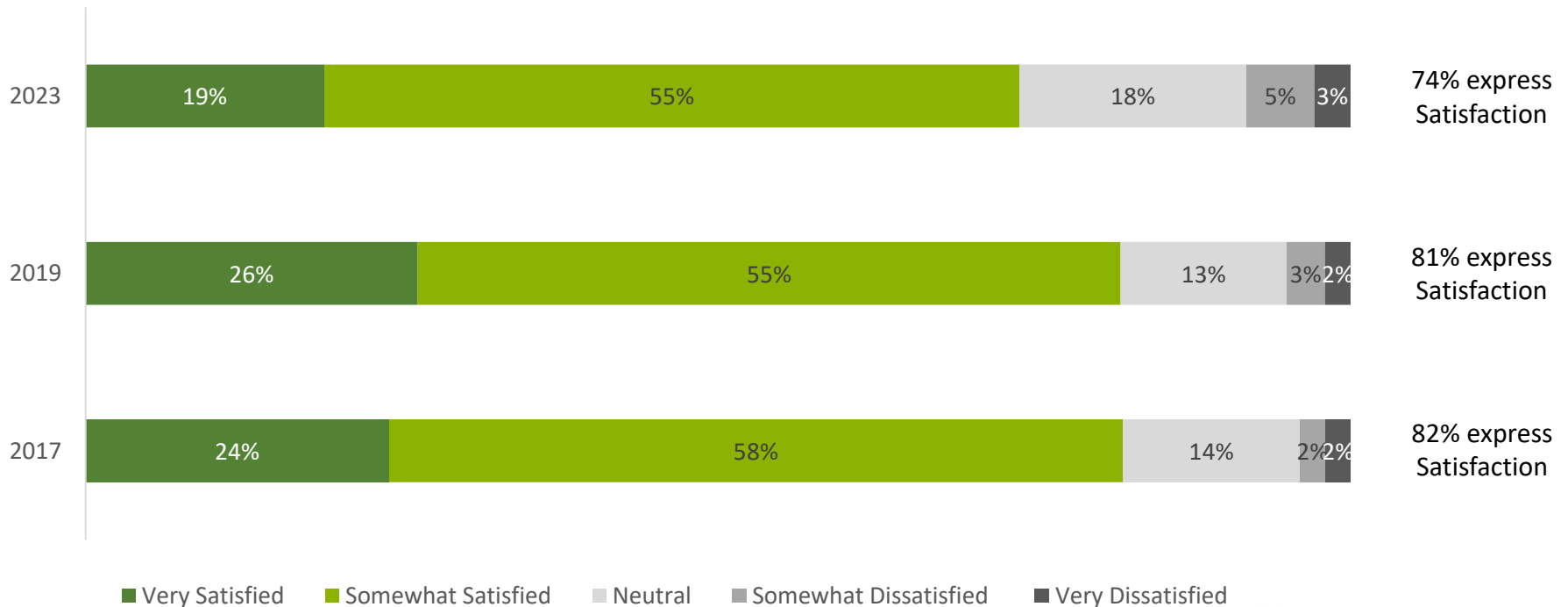


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Overall Satisfaction

- Overall satisfaction levels with the services provided by the City of Mississauga have decreased moderately (-7%) since 2019.
- About 3 in 4 (74%) are satisfied with the services provided by the City with half (55%) who are somewhat satisfied and 1 in 5 who are very satisfied (19%).

Overall Satisfaction with Services Provided



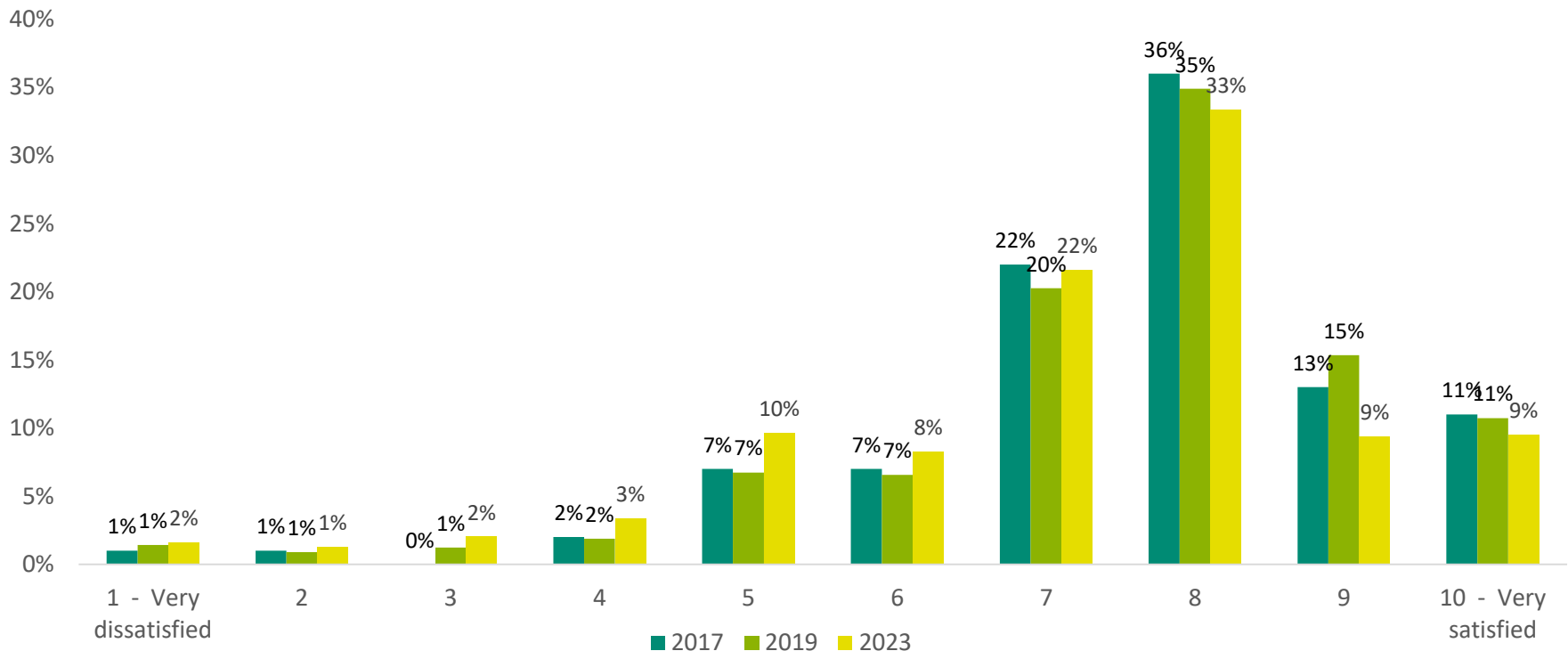
Q3. Overall, how satisfied are you with the services provided by the City of Mississauga, using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"? (n= 983)



Overall Satisfaction

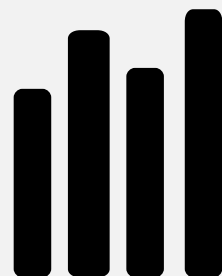
- The figure below shows the complete distribution of responses for the question about satisfaction with the services provided by the City of Mississauga.

Overall Satisfaction with Services Provided



Q3. Overall, how satisfied are you with the services provided by the City of Mississauga using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"? (n=983)

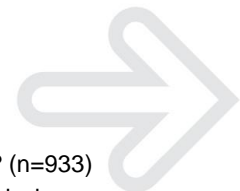
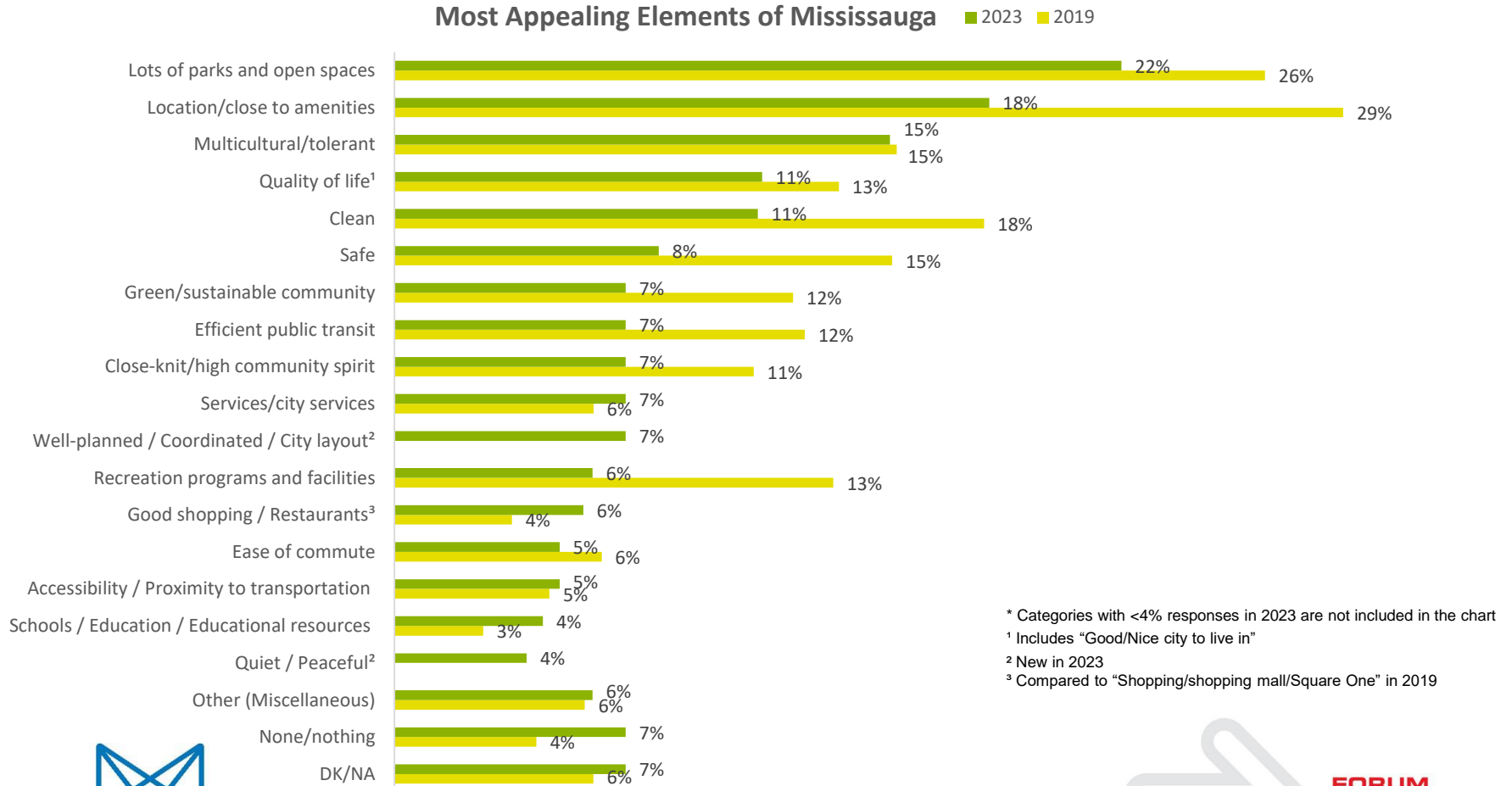




Detailed Findings
Quality of Life

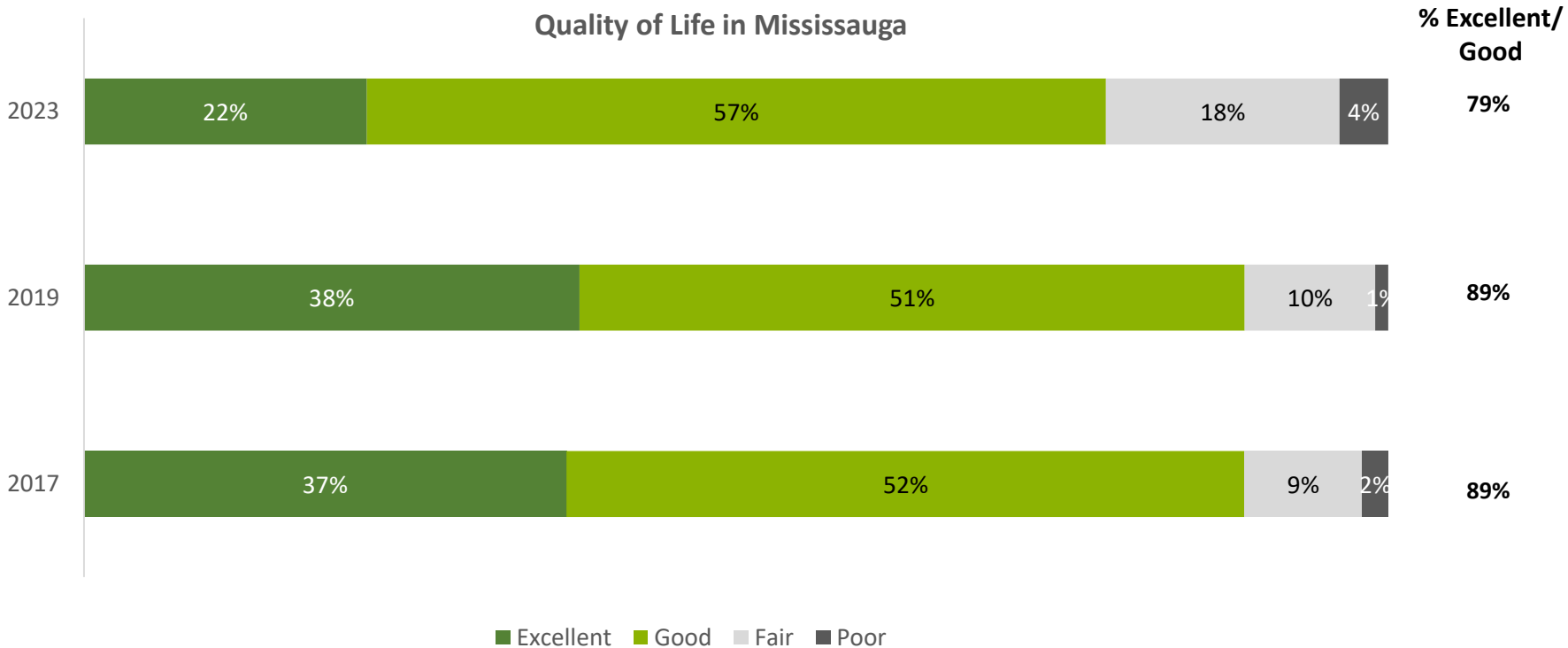
Quality of Life

- About 1 in 5 (22%) say that the abundance of parks and open spaces is the most appealing thing about Mississauga, while about as many (18%) cite location and proximity to amenities. These were also the top 2 factors in 2019.



Quality of Life

- Overall, the level of satisfaction with Mississauga's Quality of Life has decreased since 2019. 79% of residents rate the Quality of Life as excellent or good, compared to 89% in 2019.
- Half of respondents (57%) rate the Quality of Life as good while one-fifth (22%) rate it as excellent.

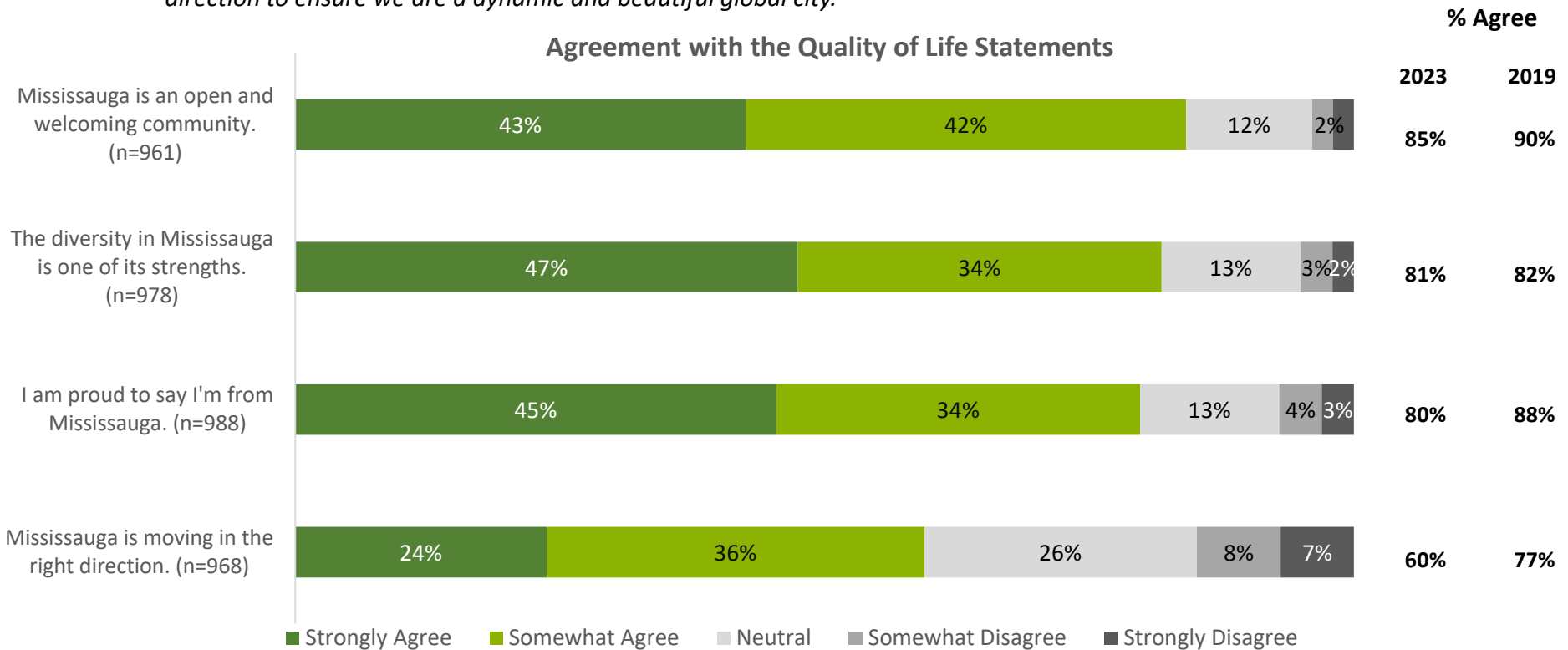


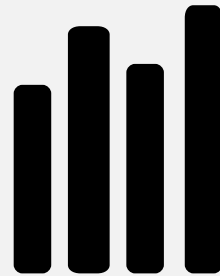
Q2. Please think about the overall quality of life in Mississauga for you and your family.
Would you say, overall that the quality of life in Mississauga is...
(n=991)



Quality of Life

- *Mississauga is an open and welcoming community* is the highest rated statement (85%), followed by *The diversity in Mississauga is one of its strengths* (81%), and *I am proud to say I'm from Mississauga* (80%).
- *Mississauga is moving in the right direction* has been rated the lowest at 60%, a decrease compared to the results from 2019. However, results are not directly comparable as in 2019 the statement was "*Mississauga is moving in the right direction to ensure we are a dynamic and beautiful global city.*"



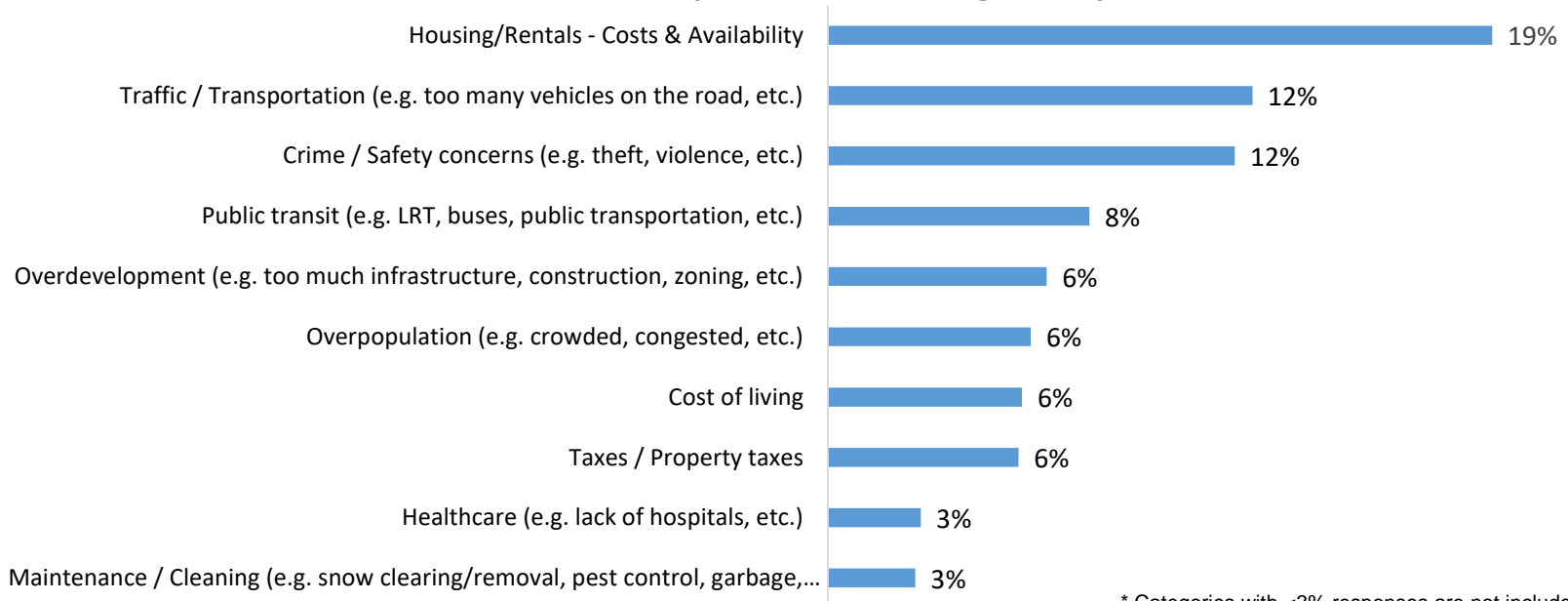


Detailed Findings
Top of Mind Issues

Top of Mind Issues

- New in 2023, residents were asked to express their opinion on the single most important issue facing Mississauga
- The most frequently mentioned issue was **housing** (19%), including mentions of **affordable housing, high rental costs, and lack of housing/rental availability**
- **Traffic/transportation** issues and **crime/safety concerns** (12% each) and **public transit** (8%) were among the most mentioned issues
- The 10 issues summarized in the chart below represent about 4 in 5 (80%) responses from those who answered the question

Most Important Issues Facing the City



* Categories with <3% responses are not included in the chart

Q6. In your opinion, what is the single most important issue facing the City of Mississauga today?
(n=904)

Methodology note: Responses have been categorized into themes for the purpose of analysis.



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Top of Mind Issues

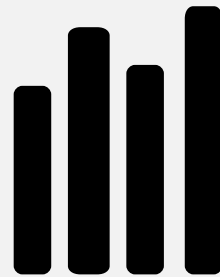
- A minority of respondents (20%, about 1 in 5) provided other answers, listed in the chart below in order of decreasing frequency. The entry for 8% “Other (Miscellaneous)” categorizes items that were not mentioned frequently enough to form their own category.

Response	%
Road safety	2%
Poverty / Homelessness	2%
Jobs / Unemployment	2%
Equality / Diversity / Inclusivity	2%
Government / Leadership concerns	2%
Education	1%
Environment	1%
Independence from Peel Region	1%
Good / No issues or concerns	1%
Other (Miscellaneous)	8%

Q6. In your opinion, what is the single most important issue facing the City of Mississauga today? (n=904)

Methodology note: Responses have been categorized into themes for the purpose of analysis.





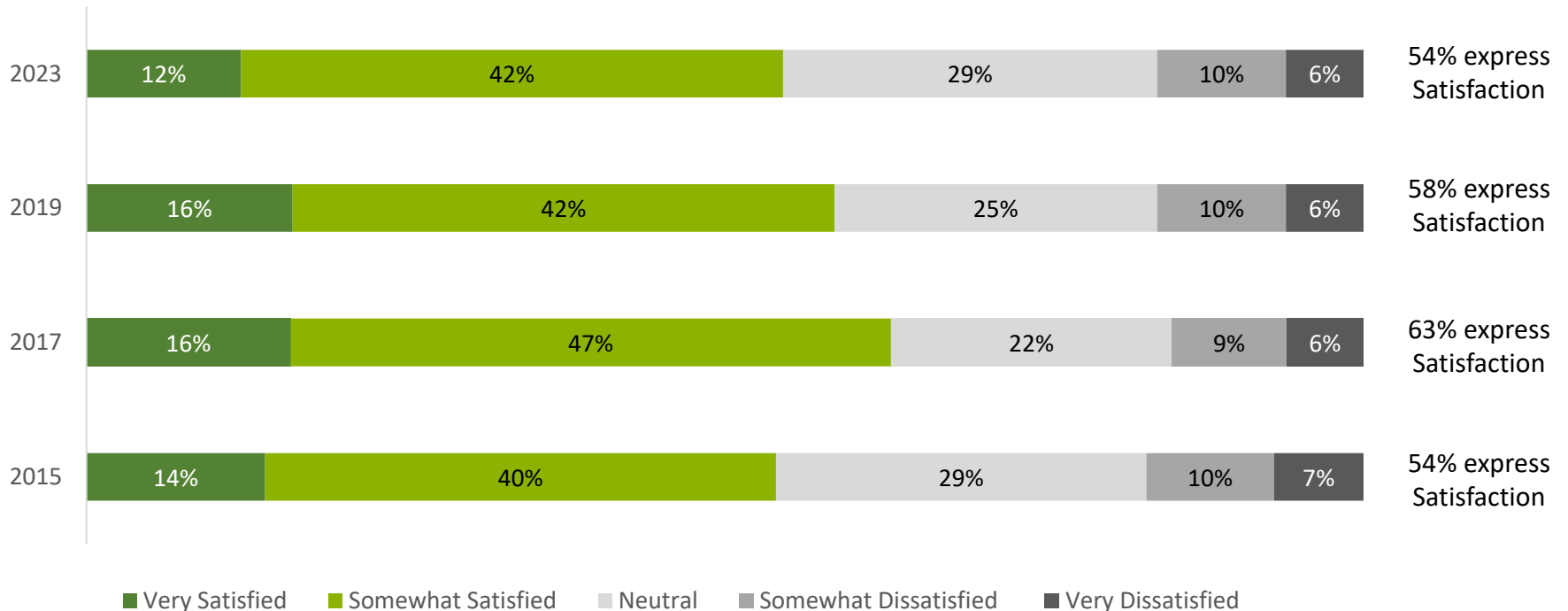
Detailed Findings

Value of Taxes

Value of Taxes

- There was a slight decrease in satisfaction (-4%) regarding the value for tax dollars relative to services. Just over 1 in 2 residents (54%) are satisfied with 42% who are somewhat satisfied and 12% who are very satisfied.

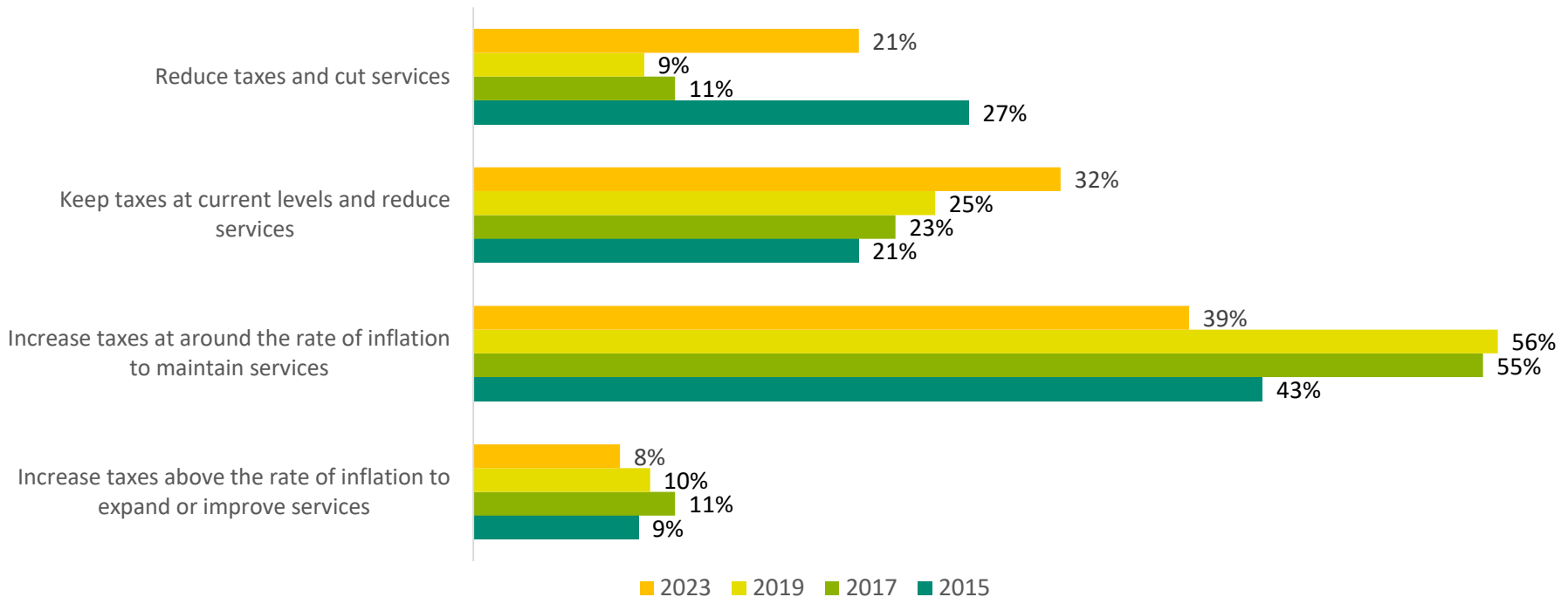
Satisfaction with Tax Dollars in Consideration of Services



Value of Taxes

- In the 2023 results, 2 in 5 residents believe taxes should increase at the rate of inflation to main services (39%), compared to more than half (56%) in 2019.
- There has been an increase in those who believe that taxes can be kept at current levels with reduced services (+7%).
- Significantly more residents believe taxes should be reduced and services should be cut (21% in 2023 vs 9% in 2019).

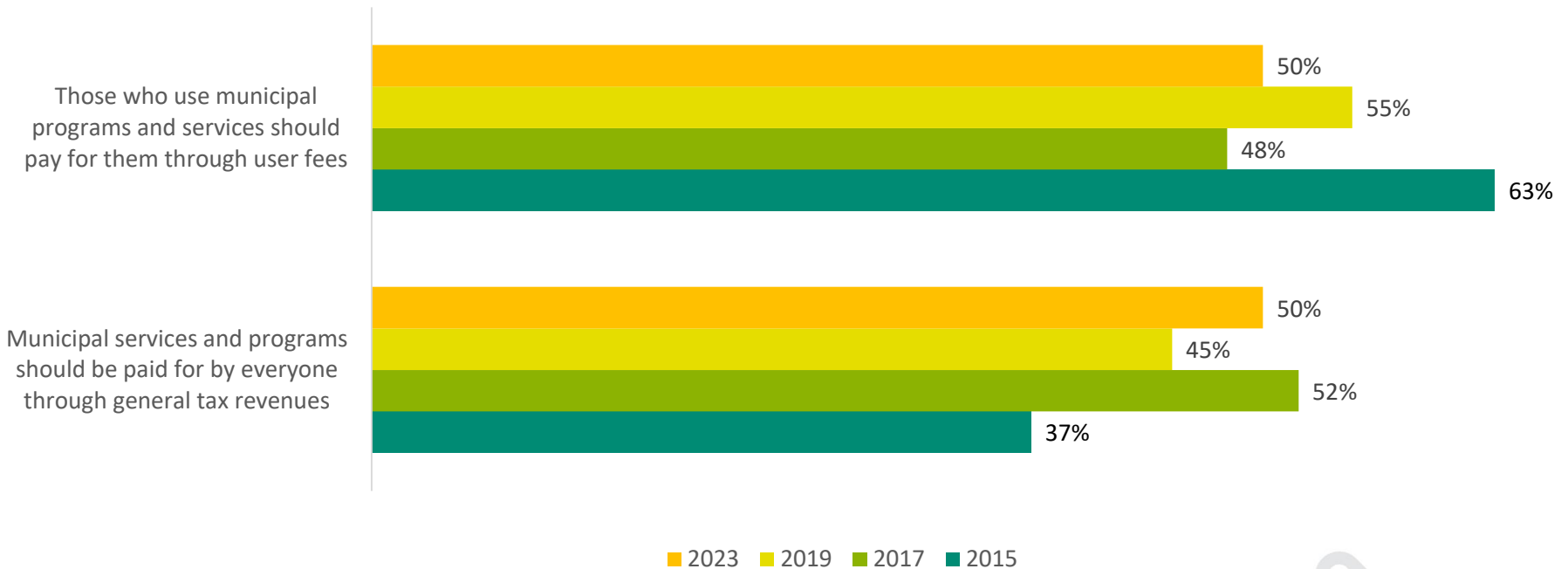
Taxation and Service Option Preferences



Value of Taxes

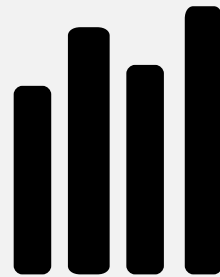
- Residents' opinions are split on how to pay for municipal services, with half (50%, up from 45% in 2019) supporting municipal services and programs being paid through general tax revenues, and the other half (50%, down from 55% in 2019) supporting municipal programs and services being paid through user fees.

Opinion on Services and Programs Costs



Q9. I'm going to read you two statements. After hearing both of them, please tell me which of the following statements is closer to your own opinion?
(n=946)



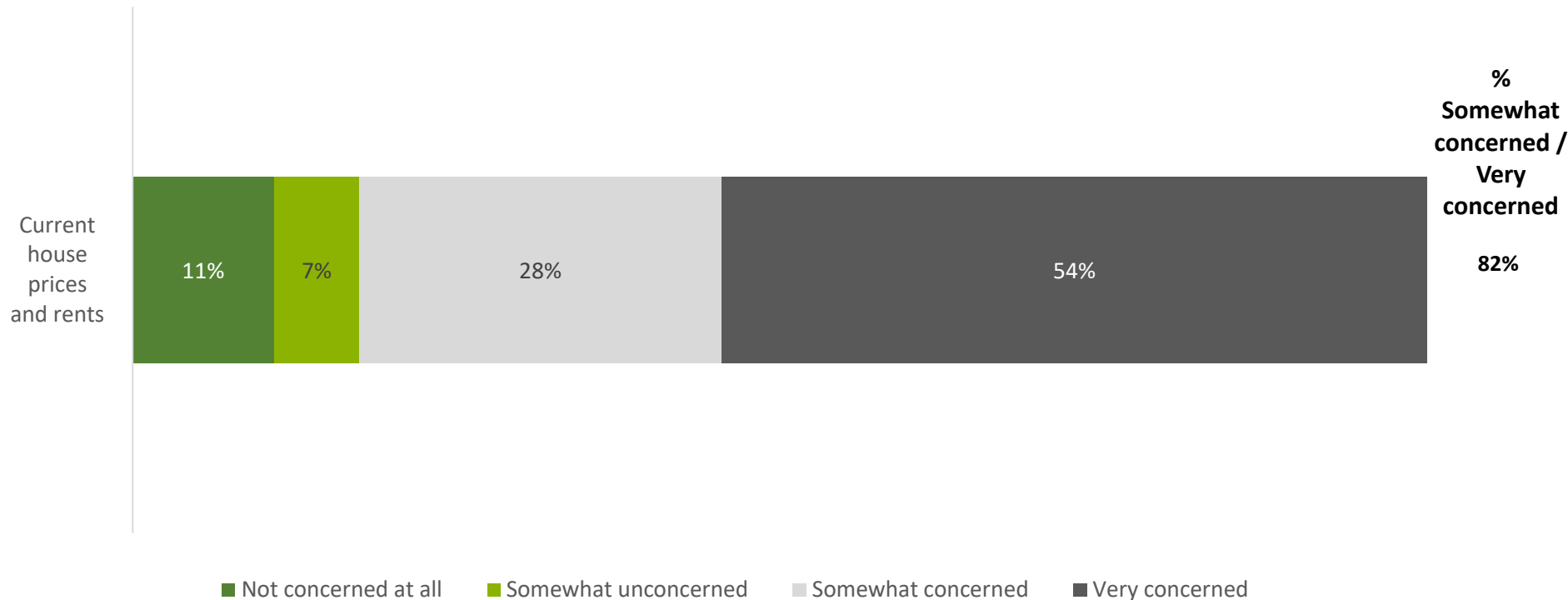


Detailed Findings

Housing Affordability

Housing Affordability

- More than 4 in 5 (TOP2: 82%) are concerned about house prices and rents in Mississauga.

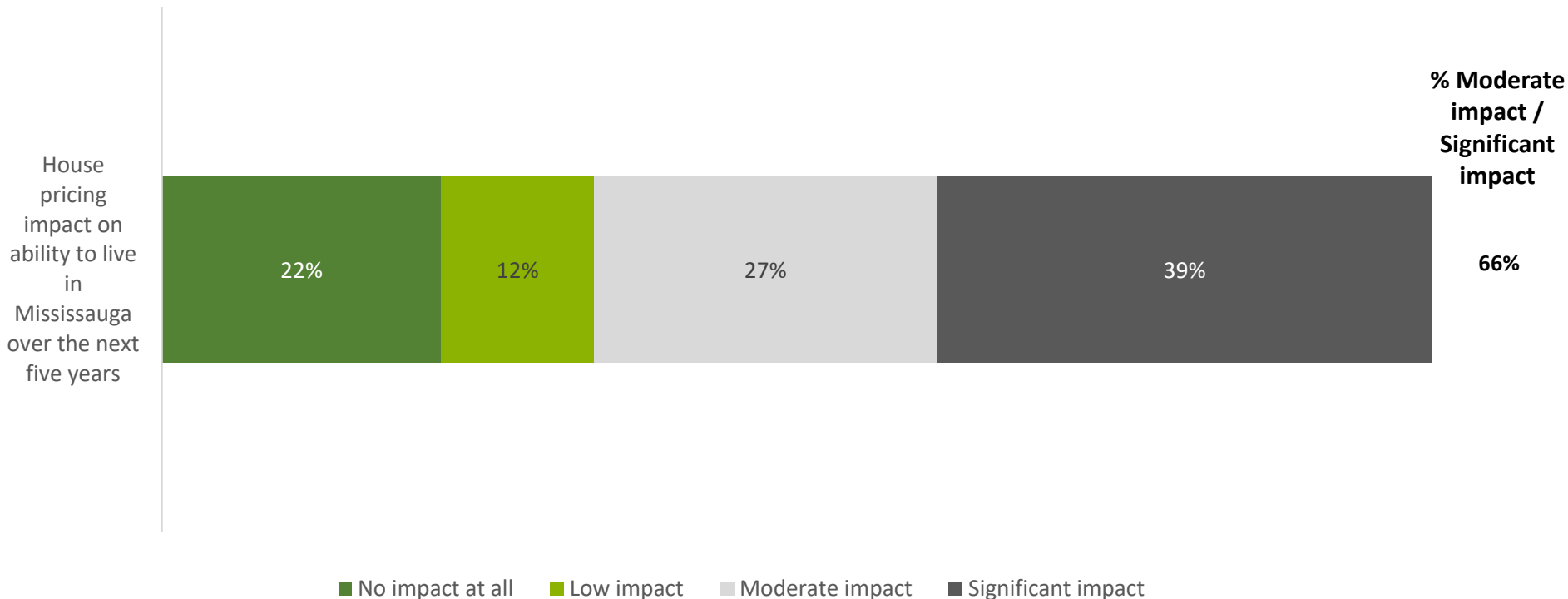


Q10. How concerned are you about current house prices and rents in Mississauga? Would you say...
(n=985)



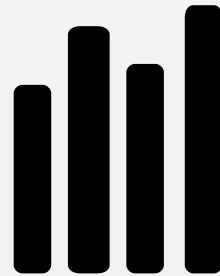
Housing Affordability

- 2 in 3 residents (TOP2: 66%) report that house prices and rents will have a moderate or significant impact on their ability to live in Mississauga over the next five years.



Q11. How much of an impact are house prices and rents likely to have on your ability to live in Mississauga over the next five years? Would you say...
(n=986)



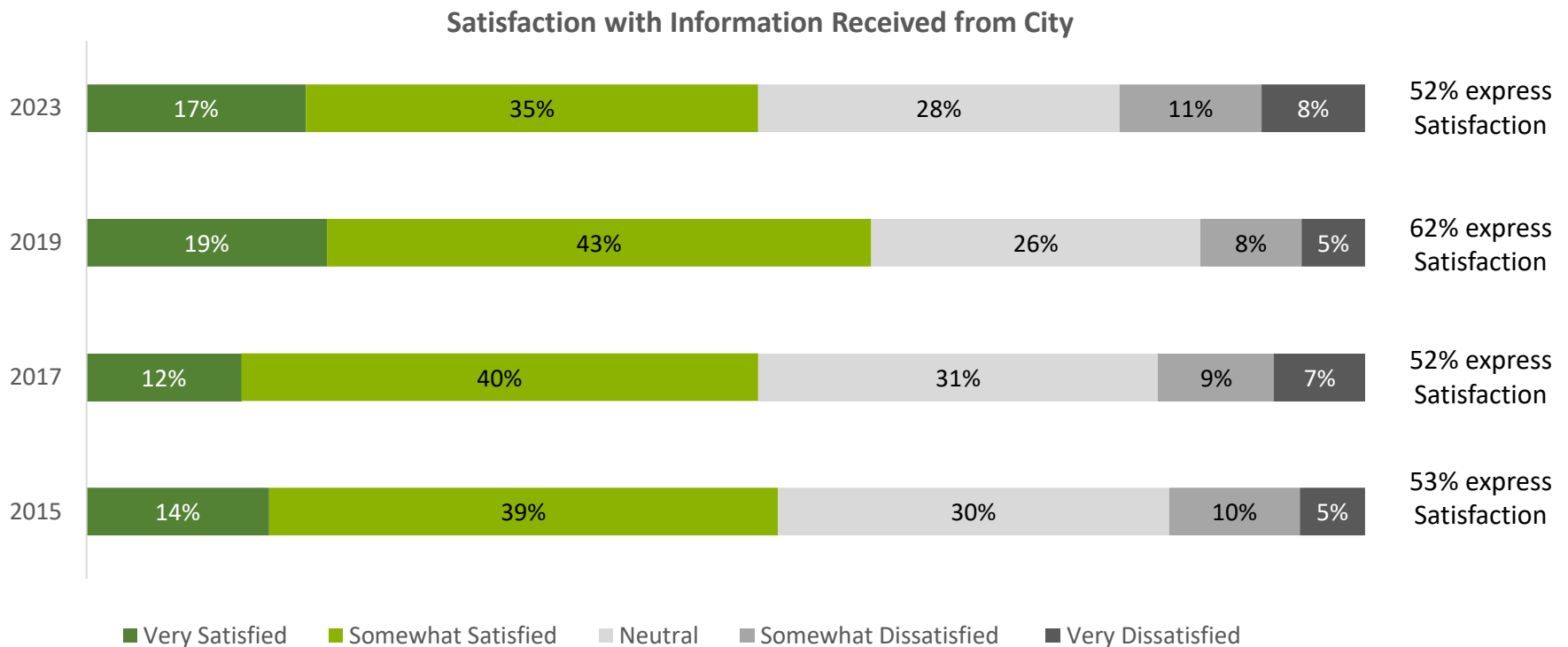


Detailed Findings

Perceptions of Communications and Citizen
Engagement

Communications & Citizen Engagement

- The majority (52%) of residents expressed satisfaction with the amount of information received from the City.
- 52% are satisfied with the amount of information received, a decrease compared to 62% in 2019.
- 1 in 3 (35%) are somewhat satisfied while 1 in 5 (17%) are very satisfied.



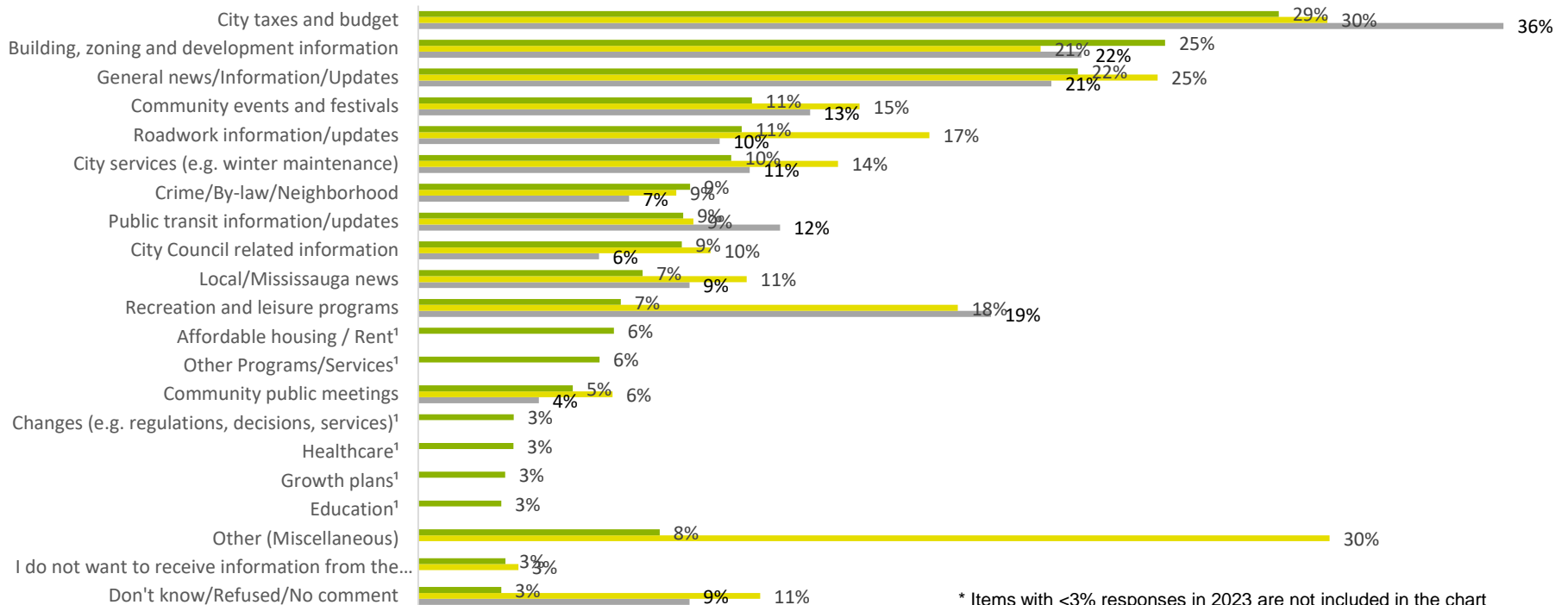
Q12. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with the amount of information you receive from the City of Mississauga?
(n=984)



Communications & Citizen Engagement

- 3 in 10 (29%) are interested in getting information about City taxes and budget while a quarter (25%) are interested to get building, zoning and development information from the City.
- 1 in 5 (22%) are interested in getting information about general news / information / updates.

Types of Information Residents Are Most Interested in Receiving ■ 2023 ■ 2019 ■ 2017



* Items with <3% responses in 2023 are not included in the chart

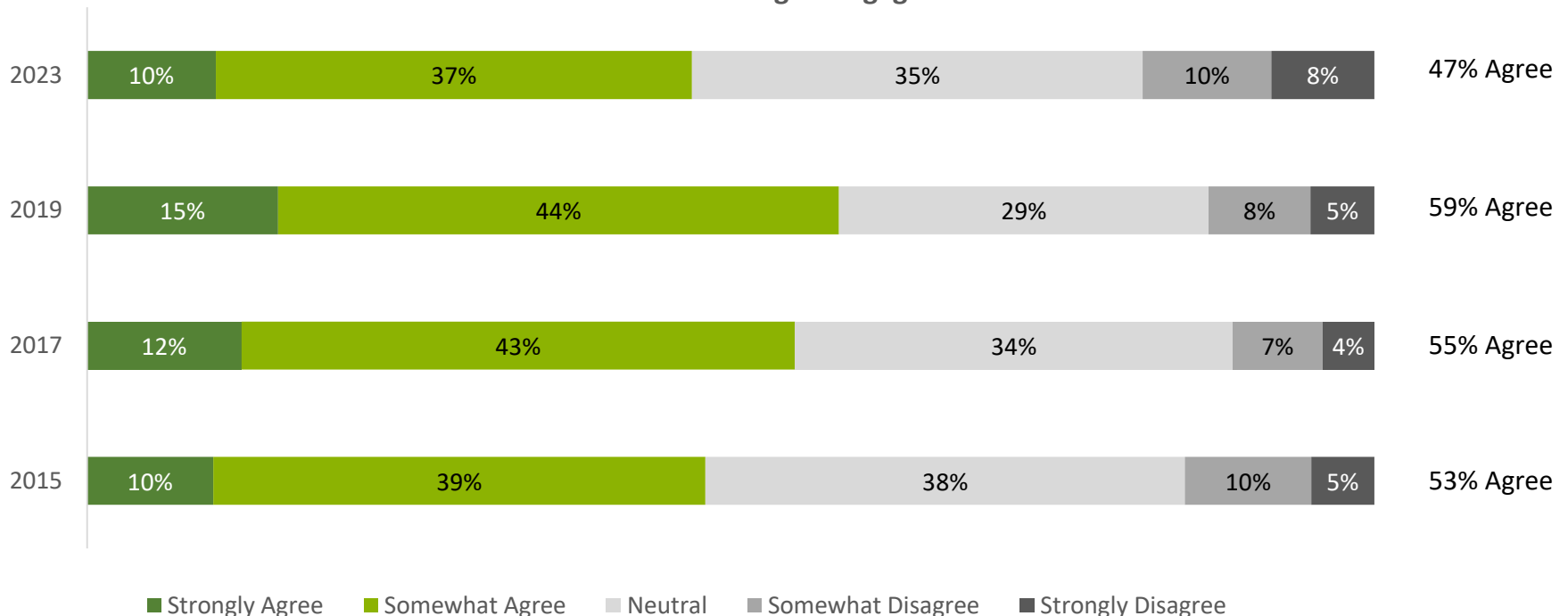
¹ New in 2023



Communications & Citizen Engagement

- About 1 in 2 (47%) agree that the City offers meaningful opportunities for engagement on important matters.
- Agreement levels were higher (59%) in the 2019 survey, which was conducted before the COVID-19 pandemic when opportunities were more likely to have been in-person rather than virtual.

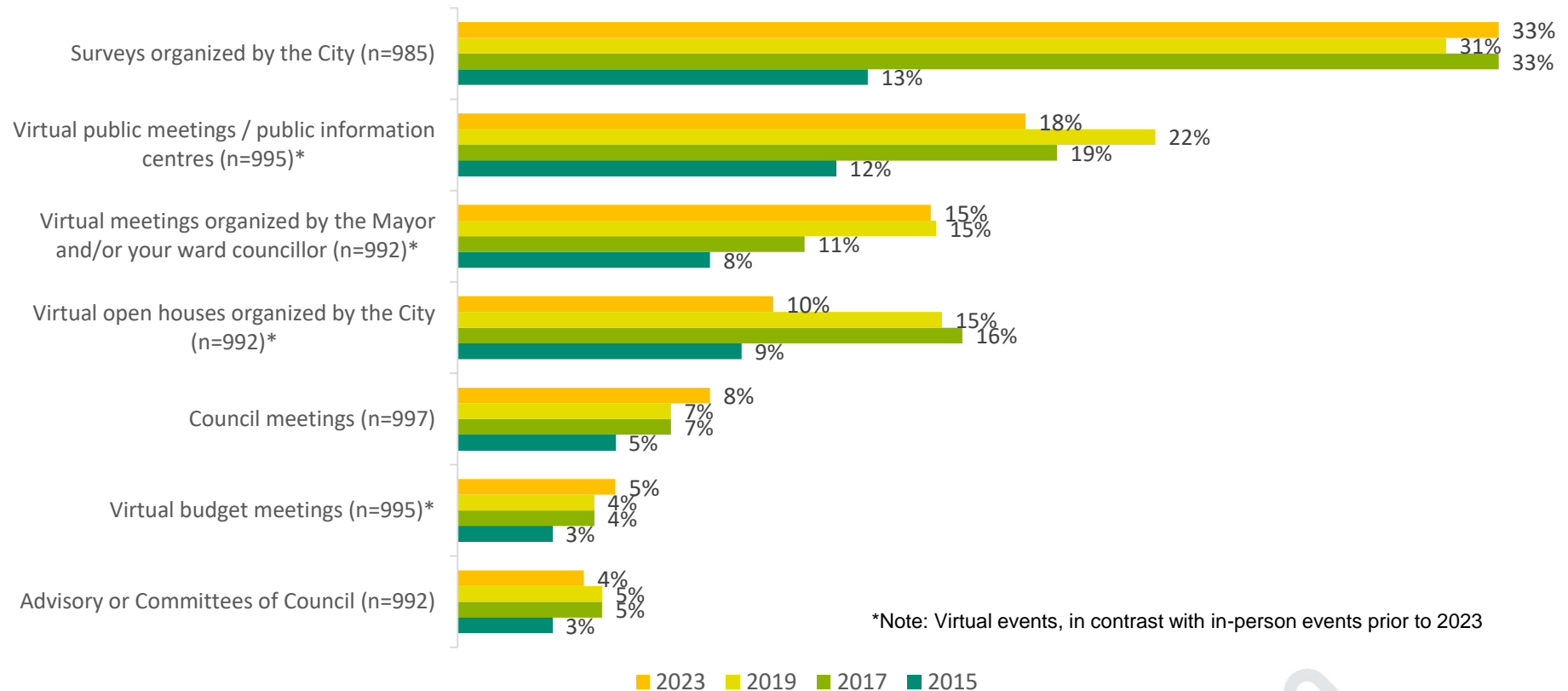
Satisfaction with Meaningful Engagement



Communications & Citizen Engagement

- 1 in 3 (33%) participated in survey organized by the City while 1 in 5 (18%) have participated in virtual public meetings.

Participation in Consultations within the Last 12 Months



*Note: Virtual events, in contrast with in-person events prior to 2023

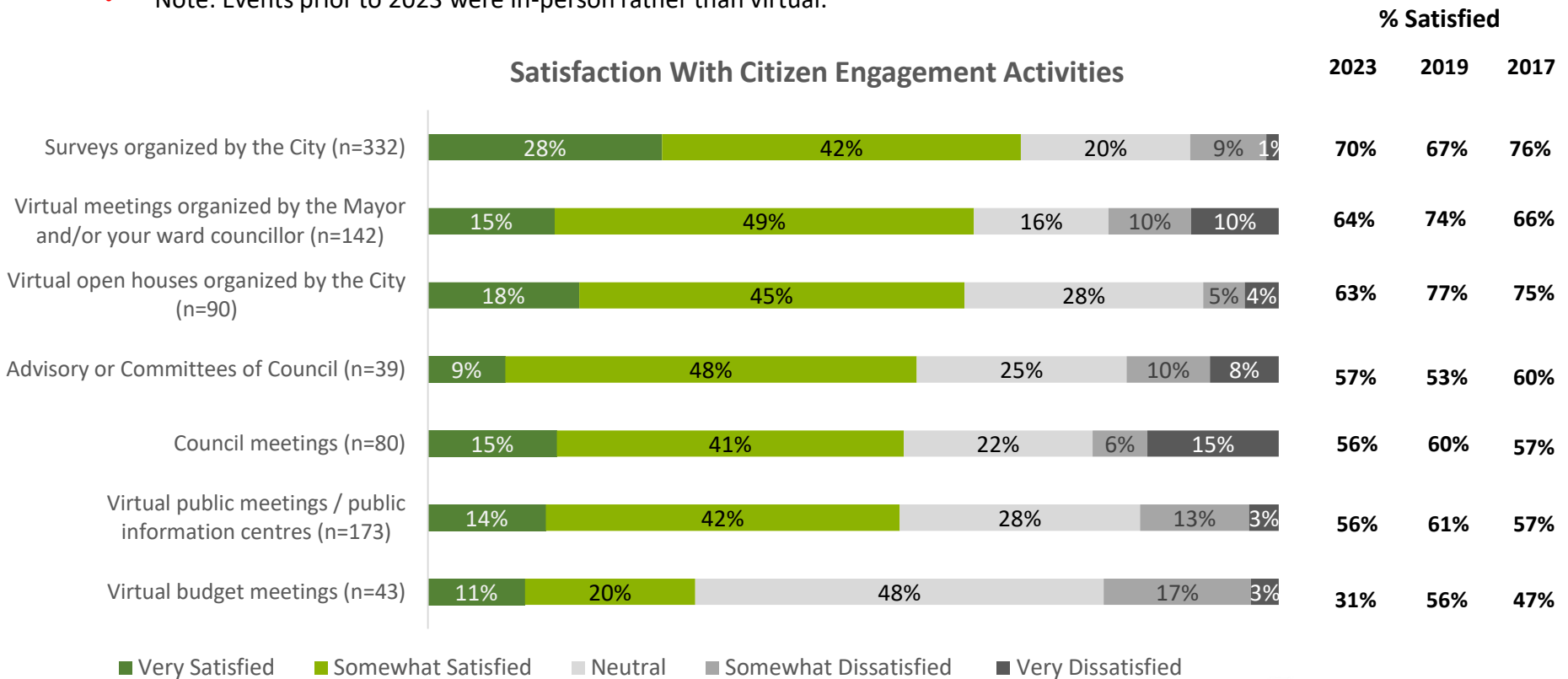
2023 2019 2017 2015

Q15. Have you participated in any of the following public engagement processes in the past 12 months?

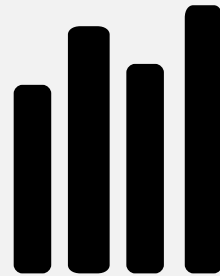
(Sample size shown in chart)

Communications & Citizen Engagement

- Of those who participated in the following communication and citizen engagement events, those who participated in surveys organized by the City are the most satisfied with 7 in 10 (70%) who have high level of satisfaction.
- Virtual budget meetings received the lowest satisfaction scores, with 3 in 10 (31%) somewhat or very satisfied.
- Note: Events prior to 2023 were in-person rather than virtual.



Q16. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied were you with the [insert event] you participated in?
(Sample size shown in chart)



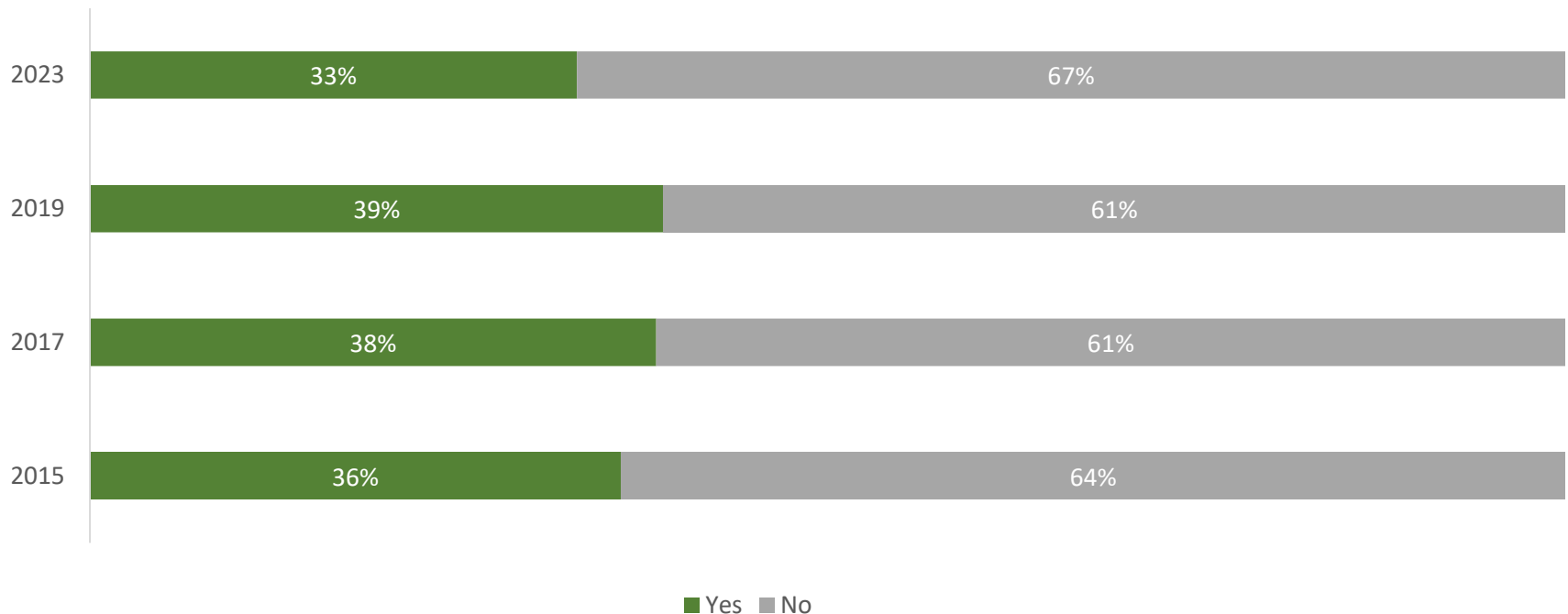
Detailed Findings

Customer Satisfaction

Customer Satisfaction

- 1 in 3 residents (33%) had some contact with the City of Mississauga in the past 12 months, down from 39% in 2019 (notably, the 2019 survey was conducted prior to the COVID-19 pandemic.)

Contact with the City of Mississauga within the past 12 months

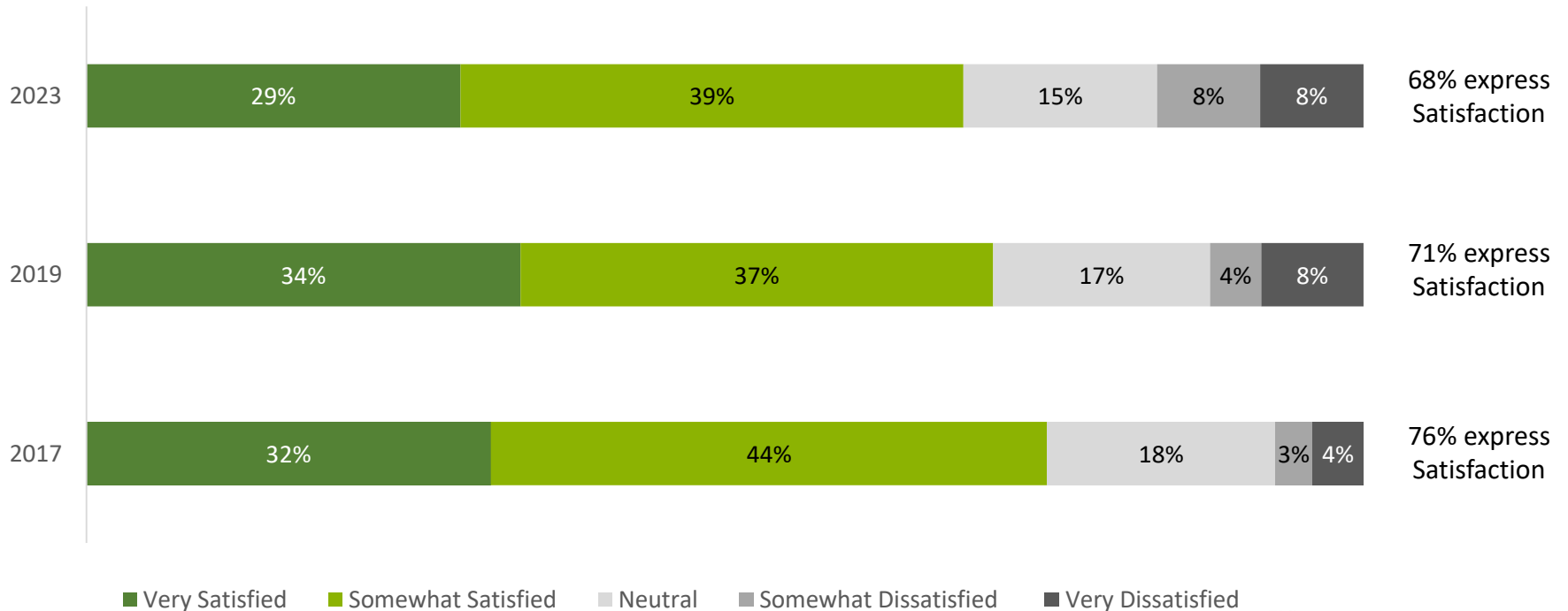


Q17. Have you had any contact with the City of Mississauga in the past 12 months?
(n=984)

Customer Satisfaction

- Though there was a slight decrease (-3%) in the overall satisfaction with the customer service provided by the City, the value for customer service remains high as 7 in 10 (68%) are satisfied with the service.

Satisfaction with Overall Customer Service



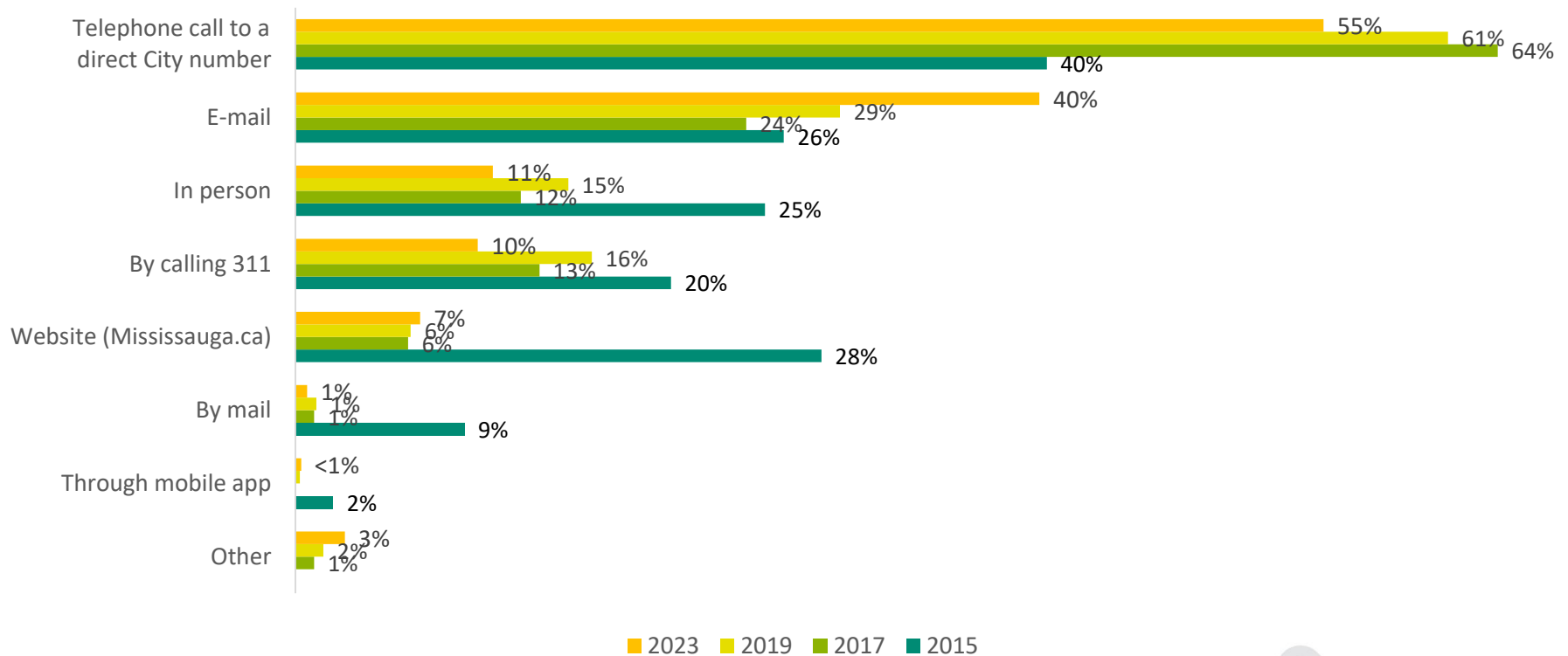
Q18. Using a scale of 1 to 10, where 1 means "Very dissatisfied" and 10 means "very satisfied," how satisfied were you overall with the customer service provided by the City of Mississauga? (n=314)



Customer Satisfaction

- Telephone call to a direct City number remains the most common method to contact the City at 55%.
- 2 in 5 (40%) prefer to use email, 1 in 10 (11%) prefer to go in person or call 311 (10%), while 7% use Mississauga.ca

Method to Contact City of Mississauga



Q19. What method did you use to contact the City of Mississauga? For instance telephone or email, etc.
(n=319)



Customer Satisfaction

- 1 in 10 (10%) of those who had contacted the City within the last 12 months said the purpose of their contact was related to bylaws, compared to 1 in 4 (25%) in 2019.
- About 1 in 3 (32%) contact the City for other questions or inquiries.



Q20. What was the purpose of your most recent contact with the City of Mississauga?
 (n=324)

Methodology note: Responses have been categorized into themes for the purpose of analysis.

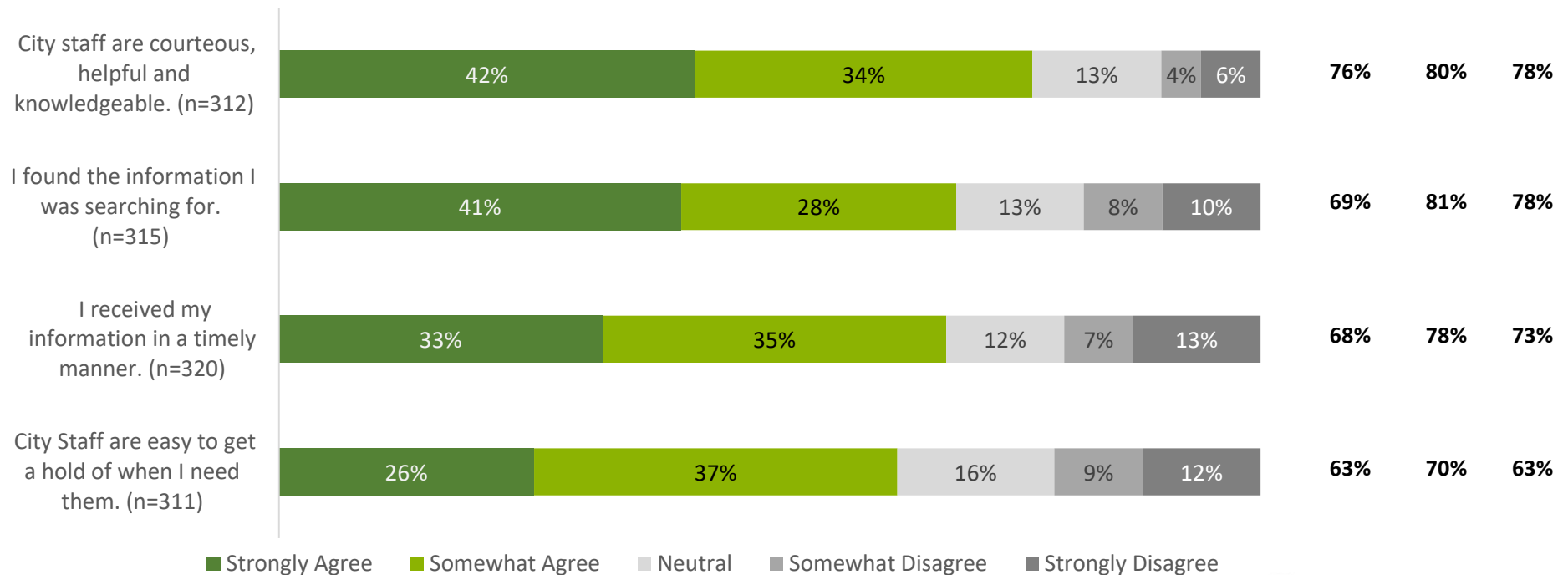
Customer Satisfaction

- 7 in 10 believe city staff are courteous, helpful and knowledgeable (76%) and they found the information they were searching for (69%).
- Measures of satisfaction decreased moderately from 2019 (-4% to -12%).

Agreement on Statements about Customer Service

% Agree

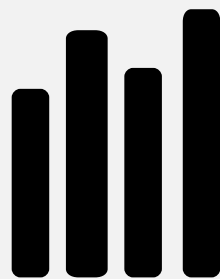
2023 2019 2017



Q21. Thinking about your recent contact with the City of Mississauga and using a scale of 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree," how much do you agree or disagree with each of the following statements about the City?

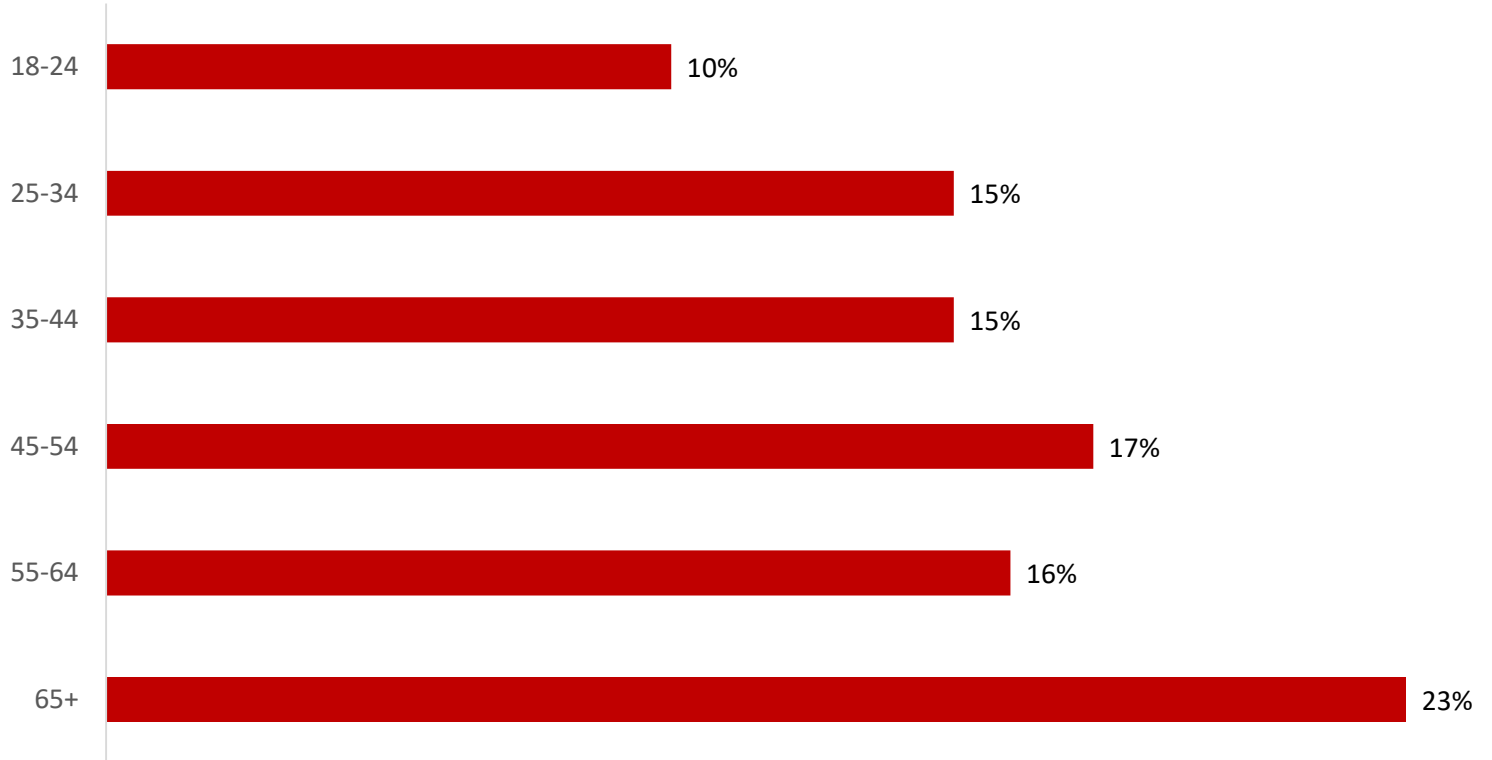
(Sample size shown in chart)





Demographics

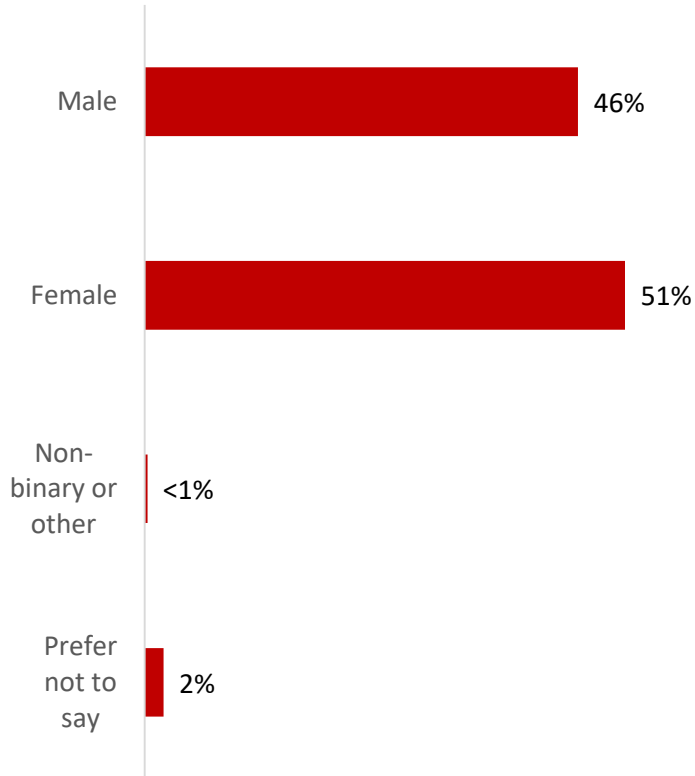
Age



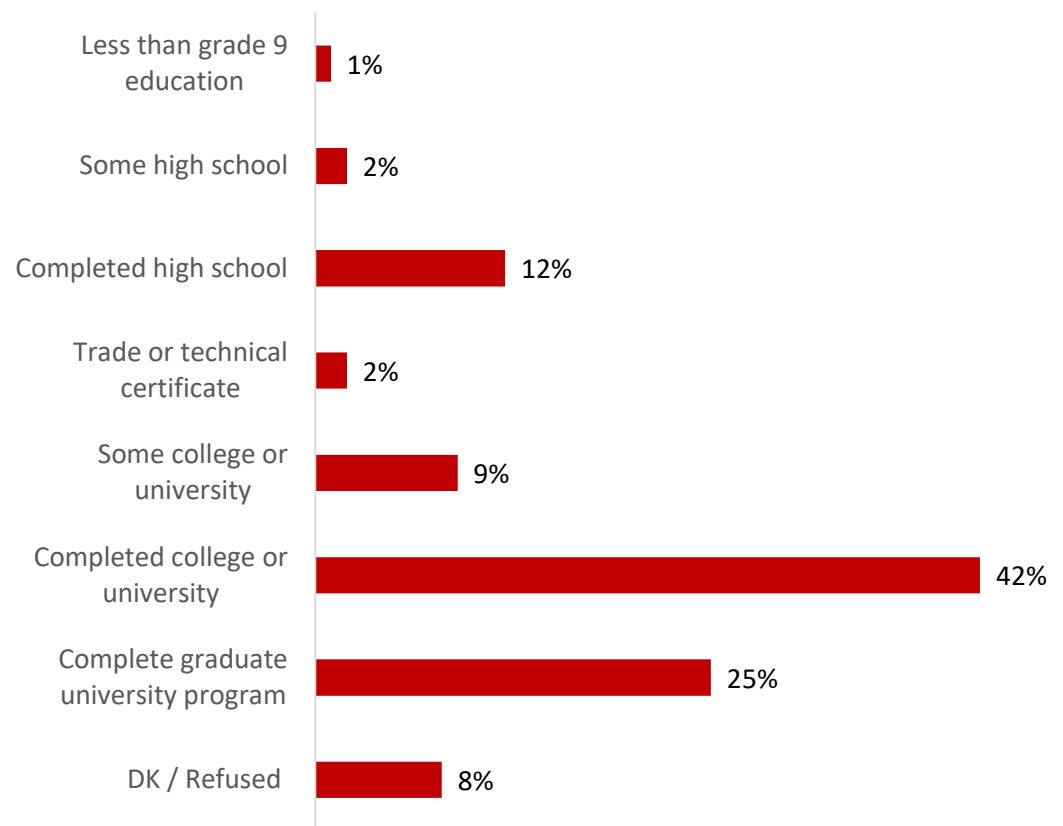
D2. How old are you? (n=1000)

Gender & Highest Level of Education

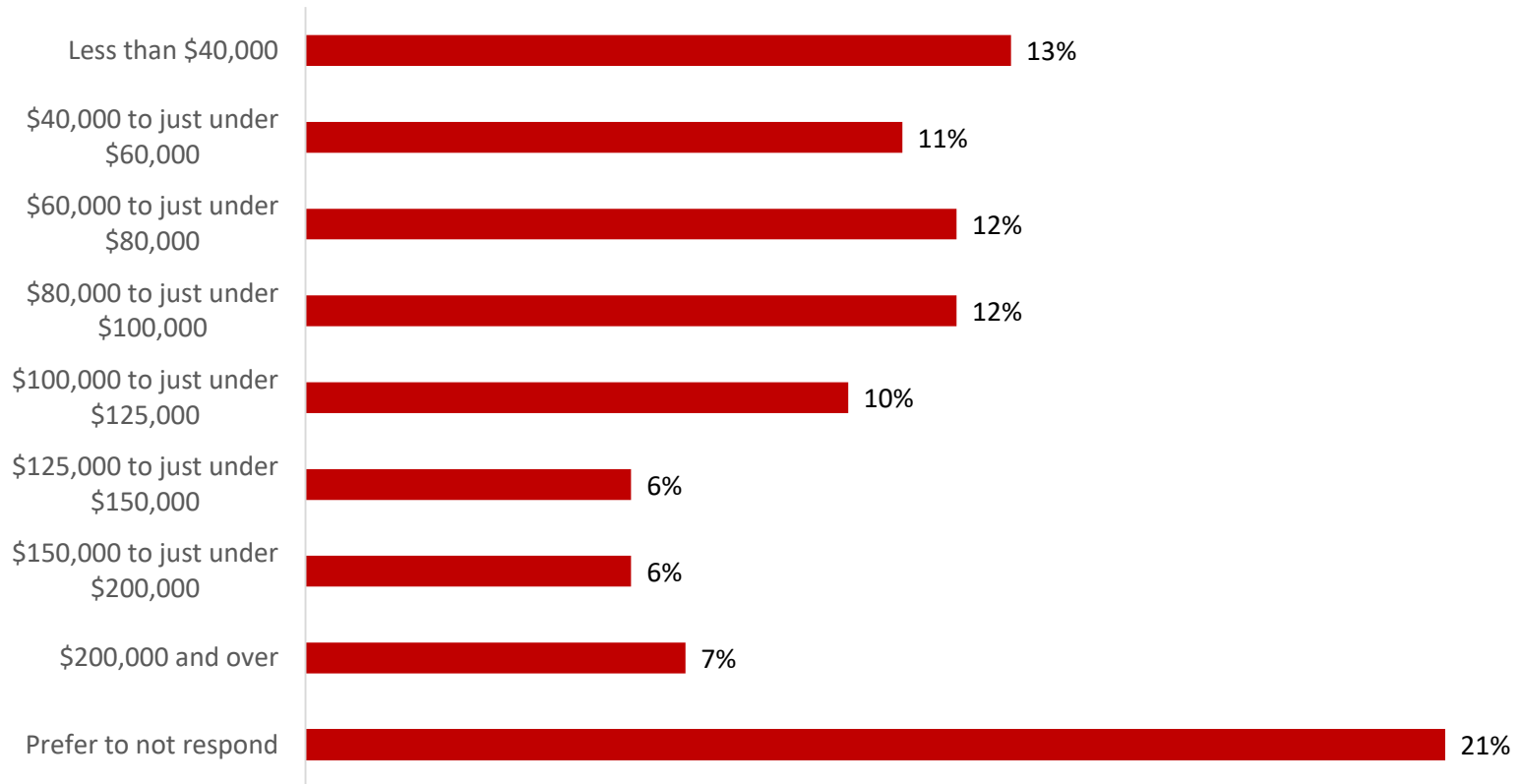
Gender



Level of Education



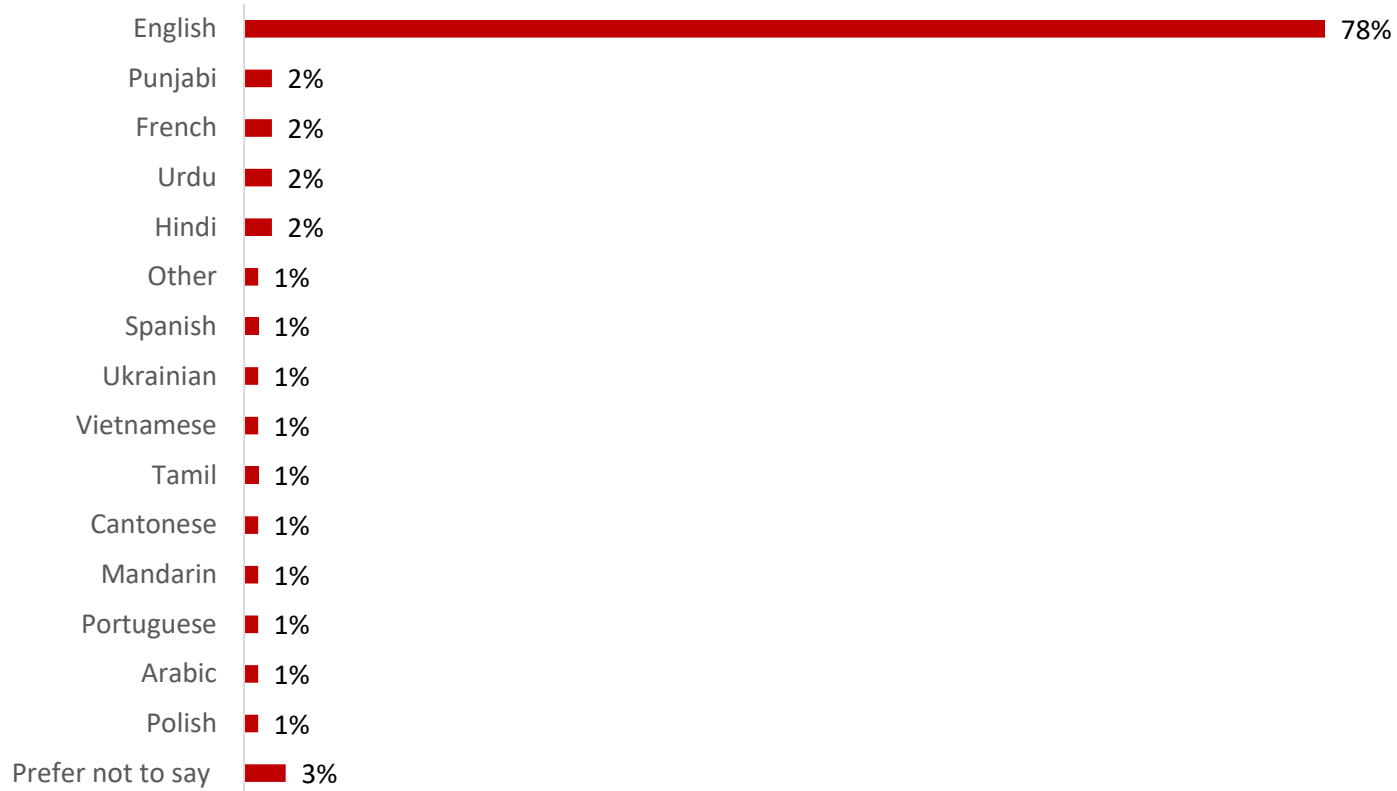
Household Income



D4. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Which category applies to your total household income before taxes for 2022? (n=1000)



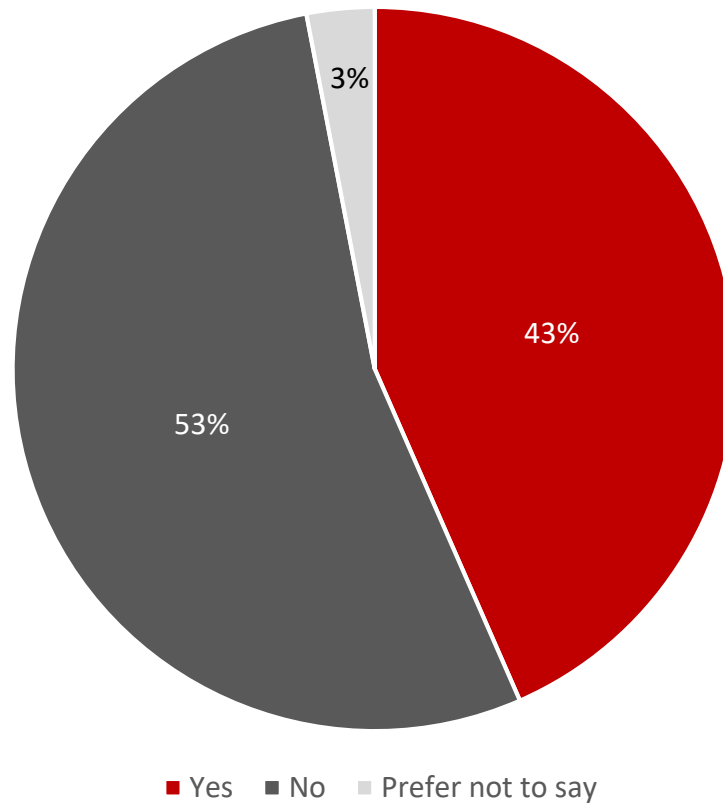
Language



D5. What language is spoken most often in your household?
(n=1000)



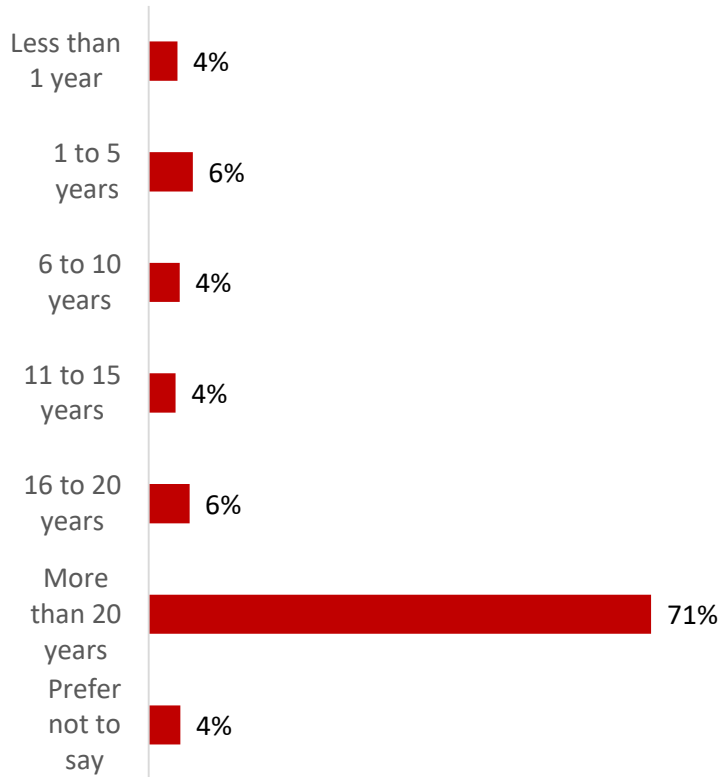
Work in Mississauga



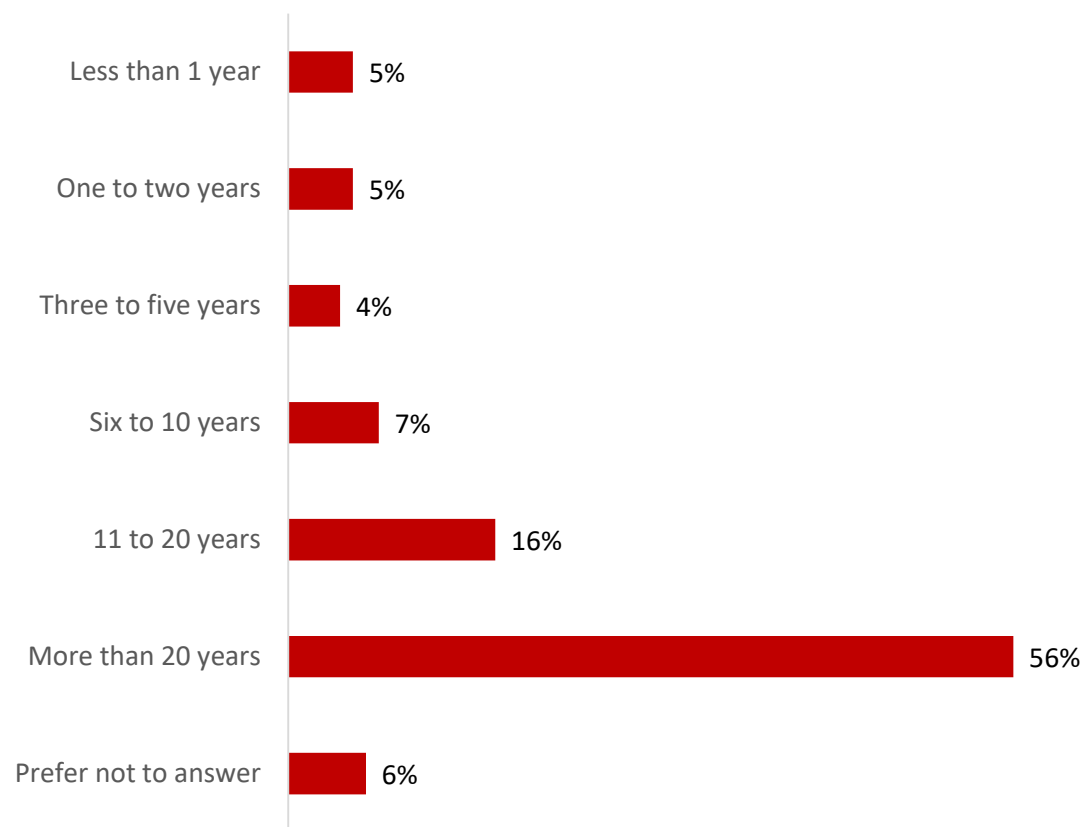
D6. Do you work in Mississauga? (n=1000)

Time living in Canada & Mississauga

Time in Canada

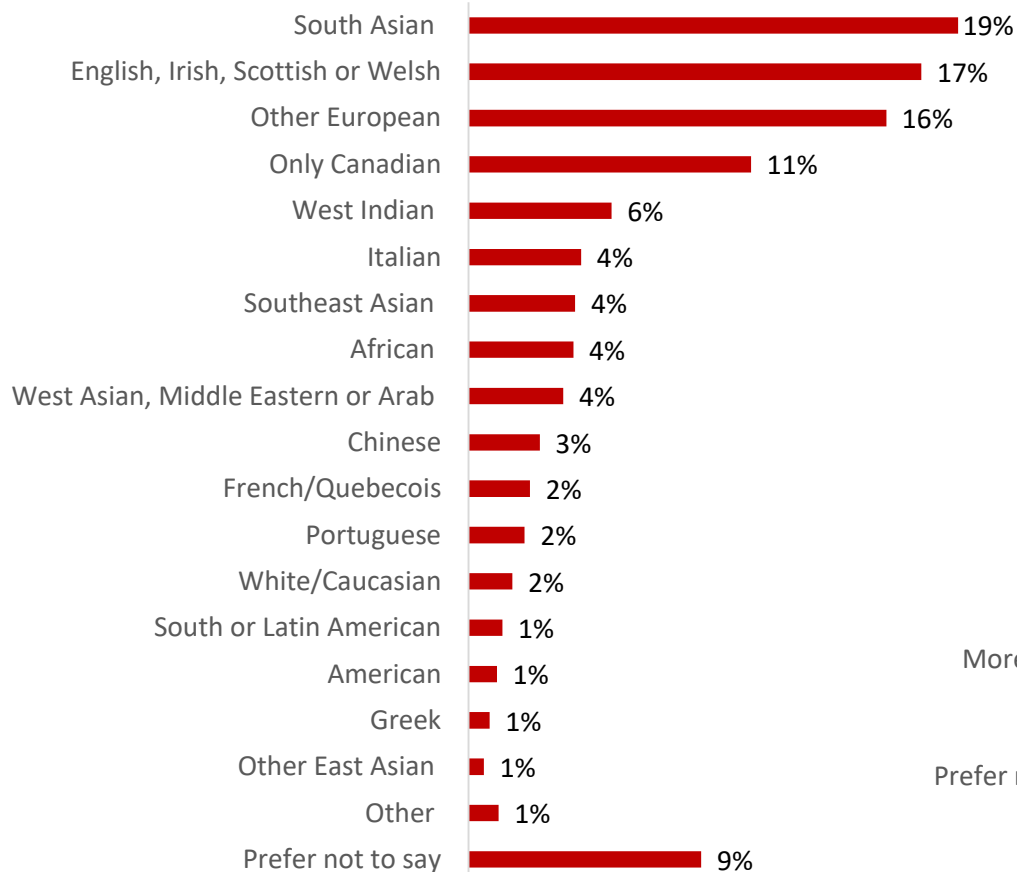


Time in Mississauga

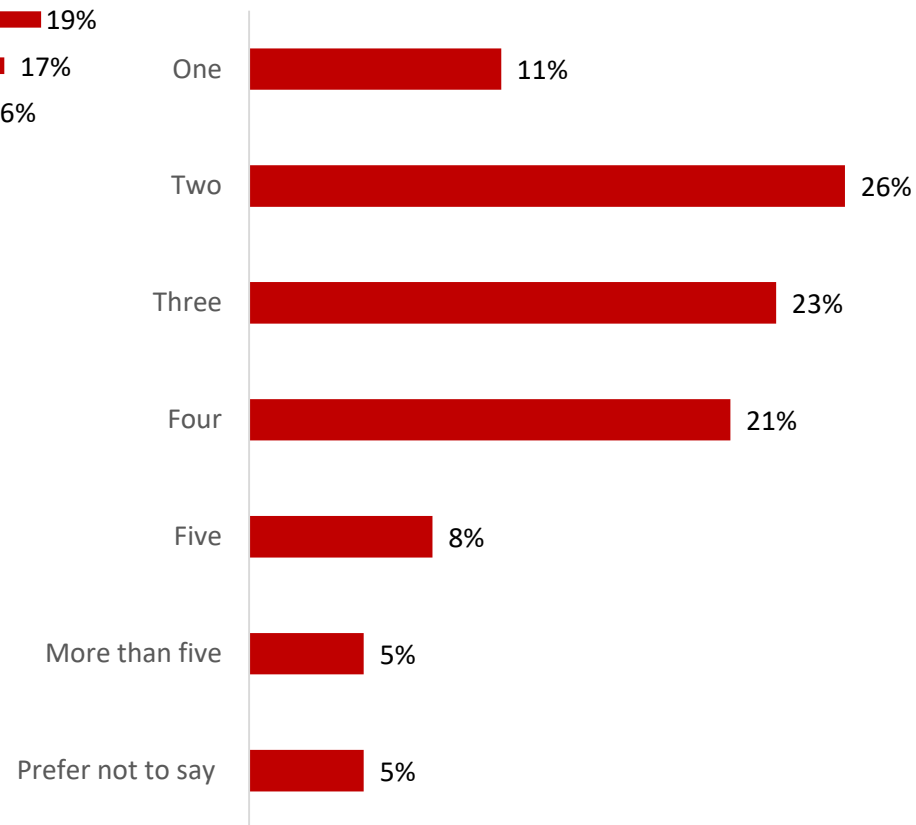


Ethnicity and Household Number

Ethnicity / Cultural Background



Number of People Living in the Household



D7B. In addition to being Canadian, what is your ethnic or cultural background?

D7. Including you, how many people live in your household?

(n=1000)

