

City of Mississauga Service Satisfaction Survey

Final Research Results

June 29, 2023

Introduction

The City of Mississauga commissioned Forum Research to undertake a **service 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 online in April 2023.

Where available, comparisons have been included to the previous citizen satisfaction survey, conducted by Forum Research for the City of Mississauga in June 2019 by phone. However, comparisons must be interpreted with caution due to the methodology change between surveys.

The transition from a phone-based methodology to an online approach was driven by the extended duration of the previous phone survey which required approximately thirty minutes per respondent, whereas the online platform allowed for more efficient completion times.



Executive Summary

Satisfaction with Road Services

- Satisfaction with Mississauga's Road Services saw an 8% decline from 69% in 2019 to 61% in 2023.
- There has been a slight decline regarding satisfaction with the quality of road services provided. Street lighting (71%) and road safety (63%) experienced a decline of 11% and 10% respectively.
- Satisfaction with the experience of using roads in Mississauga is highest among those who are a passenger in a friend or family member's car (72%), a 7% decline from 2019 (79%).
- Cyclists expressed the least satisfaction with the experience of using roads, however, it should be noted that over half (52%) were satisfied and there was a slight improvement from 2019 (50%).
- The overall level of ease to get around Mississauga has remained similar at 73% in 2023 compared to 76% in 2019.

Fire and Emergency Services

- Overall satisfaction with fire and emergency services is high with 85% of respondents very satisfied or somewhat satisfied.

MiWay Satisfaction

- Satisfaction with MiWay transit services saw an increase of 3% from 2019 to 2023. Residents were most satisfied with the credit card tap feature on PRESTO payment system (74%, PRESTO card loading options (74%) and feeling safe when riding MiWay (73%). There was a notable significant decrease with satisfaction regarding feeling safe when riding MiWay 73%, compared to 89% in 2019.
- An area of improvement would be the frequency of buses; however, it is noted that satisfaction remains relatively high at 60% for this service.
- Half (48%) of the respondents would likely recommend MiWay to a friend or colleague.

Executive Summary

Stormwater Services

- Overall satisfaction with the stormwater services is high with 63% of respondents satisfied, a 14% decline from 2019.
- An area of improvement is with the flood prevention information where 6 in 10 (61%) of respondents are very satisfied or somewhat satisfied.

Library Services

- There is a high level of satisfaction with library services with 82% who are satisfied. Residents were most satisfied with customer service (82%, down 11%), providing a safe and welcoming space for all residents (81%), and convenience of locations (80%, down 12%).

Arts, Culture and Heritage

- There is a high level of satisfaction with arts, culture and heritage services with 76% who are satisfied (an increase of 1%).
- Satisfaction with specific services is generally comparable to 2019, with slight increases in satisfaction for the two services with the least overall satisfaction (64%): “opportunities to experience temporary and permanent public art installations” (3% increase) and “level of municipal financial support for arts, culture and heritage” (1% increase)

Regulatory Services

- Satisfaction with regulatory services have remained the same from 2019. 70% are satisfied with regulatory services in 2019 and 2023.
- Though the overall satisfaction level has remained the same, there was a decrease in most categories associated with regulatory services. Residents are most satisfied with the administration of pet licensing (67%, down 12%).

Executive Summary

Recreation Services

- Satisfaction with recreation services is high at 75% (85% in 2019). Respondents were most satisfied with the convenience of location (76%) and the helpfulness of staff (75%).
- The lowest level of satisfaction was regarding the affordability of programs and activities offered. However, the level of satisfaction was still relatively high at 63%.

Parks and Forestry

- Satisfaction with recreation services is high at 79% (down 5%). The satisfaction rating regarding parks and forestry remains steady. Respondents were most satisfied with the feelings of safety in parks and open areas 74% (down 6%), having outdoor places where people can be active all year round 73% (down 2%), maintenance and upkeep of parks and open spaces 73% (down 7%), and having trees in public spaces like squares and boulevards 73% (down 4%).

Environment

- 66% of residents think the air, water and land quality is excellent or good, a decrease of 16% from 2019.
- There was a significant decrease in the satisfaction level regarding the job Mississauga is doing to protect the environment from 92% in 2019 to 79% in 2023.
- Half (54%) of the respondents consider the average amount of litter in public spaces to be good or excellent
- 65% of respondents think climate change is having a large to moderate impact on Mississauga, as well as half (54%) think climate change is having a large to moderate impact on their daily lives.



Project Overview

Background, Objectives and Methodology

Background, Objectives, and Methodology

Method: CAWI (Computer Aided Web-based Interview)

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

Sample Size: n=1082

Average Length of Interview (LOI): 12.4 min

Margin of Error: As the survey was conducted online, the sample cannot be assumed to be truly random. A random sample of this size would have a margin of error of $\pm 2.98\%$, 19 times out of 20.

Fieldwork Dates: April 6th – April 25th, 2023

Additional Notes:

- The respondents were drawn from online panels of Mississauga residents.
- 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.

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.”

Rating Scales

For questions which asked respondents to provide a rating from 1 to 10, results have been grouped as follows: very dissatisfied (1-2), somewhat dissatisfied (3-4), neutral (5-6), somewhat satisfied (7-8), very satisfied (9-10).

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.

Comparisons to Previous Surveys

Where question wording matches exactly and results are available, comparisons to the previous surveys in 2017 and 2019 have been included in the analysis. Some questions in the 2023 survey were new and no comparisons are available. Additionally, due to the change in methodology, comparisons to previous years should be interpreted with caution.

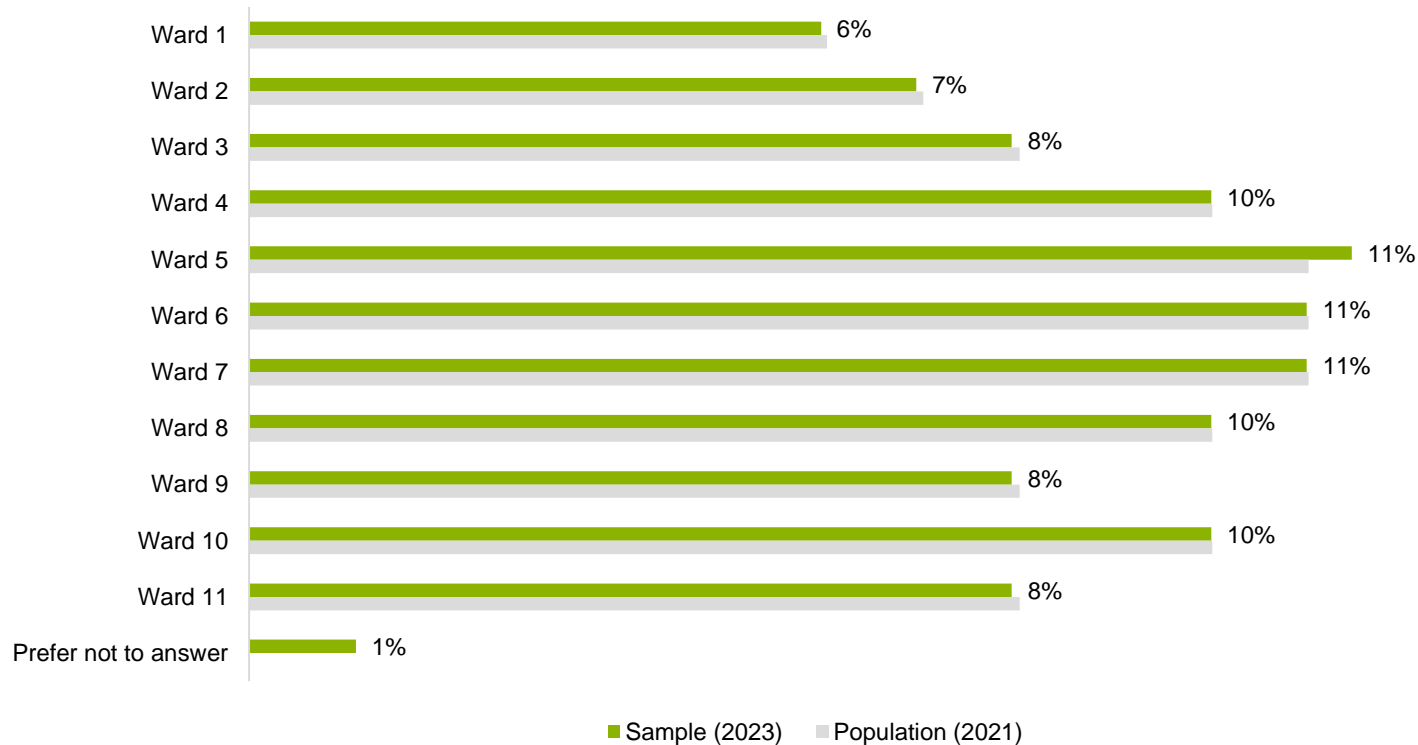
Subsample Sizes

Throughout the report, sample size is indicated with “n=”; those who answered “don’t know” or “prefer not to answer” are excluded from the reported figures and charts.

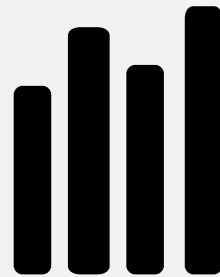


Ward Distribution

- Respondents were asked to indicate the ward they currently live in with the help of a map of Mississauga's wards. The distribution of responses closely mirrored the population distribution as of 2021.



*Chart displays only one set of data labels as rounded percentages match for all wards; discrepancies in bar size indicate a difference of less than 0.5%.



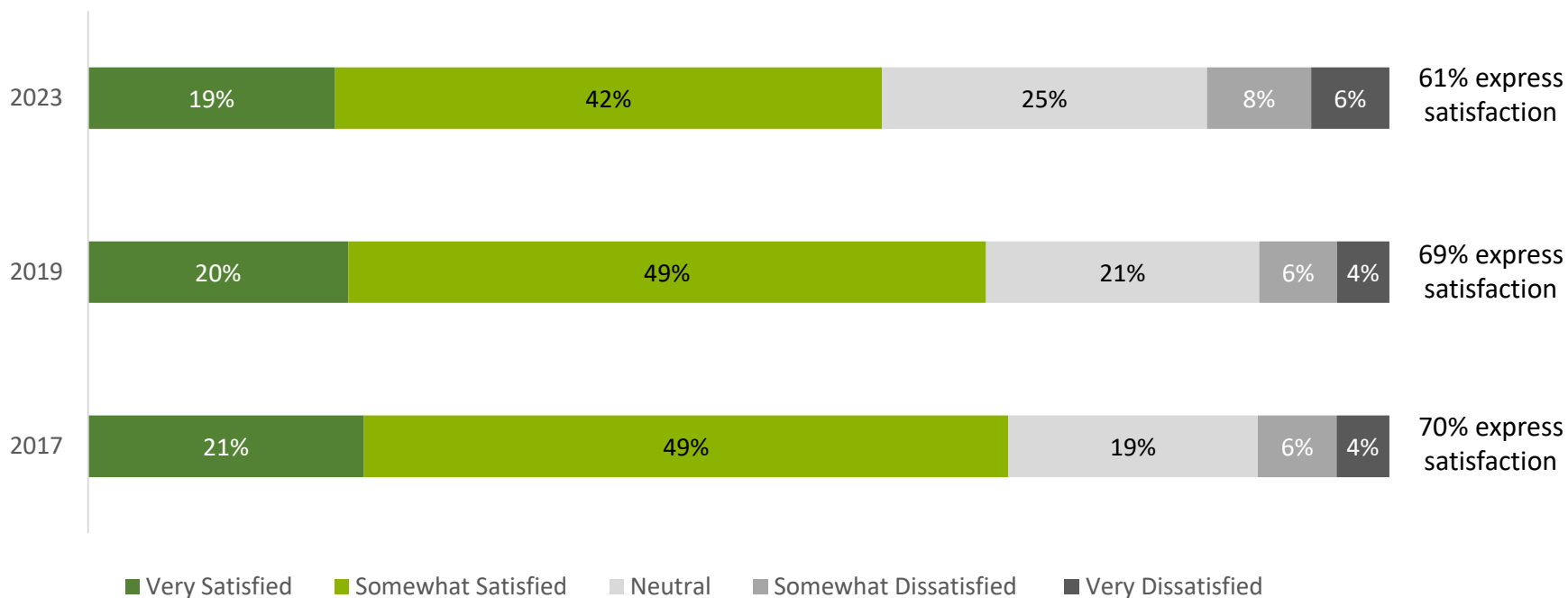
Detailed Findings

Road Services

Road Services

- About 3 in 5 (61%) are satisfied with road services in Mississauga which a slight decrease (-8%) from the 2019 survey.
- Approximately 2 in 5 (42%) are somewhat satisfied with the road services in Mississauga and 1 in 5 (19%) are very satisfied.

Satisfaction with Road Services



Q1. 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.

(n=1072)

Road Services

- The level of satisfaction regarding the quality of the road services has decreased 9% since 2019.
- Overall, 7 in 10 (71%) respondents are satisfied with street lighting with nearly 2 in 5 (42%) who are somewhat satisfied and 3 in 10 (29%) who are very satisfied.
- Slightly more than half (56%) of respondents are satisfied with the condition of the road, an 18% decrease from 2019 (74%).



Q2A to Q2D. 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 road services in Mississauga?

(sample sizes indicated in chart)



Road Services

- Satisfaction with the experience of using roads in Mississauga is highest (72%) among those who use them as a passenger in a friend or family member's car.
- About 2 in 3 drivers (66%), passengers in a vehicle-for-hire (64%), and transit riders (64%) reported being satisfied
- Cyclists experience the lowest level of satisfaction with half (52%) indicating that they are satisfied

Satisfaction with Using Roads in Mississauga

% Satisfied

2023 2019

As a passenger in a friend or family member's car (n=989)



72% 79%

As a driver (n=1018)



66% 77%

As a passenger in a vehicle-for-hire (e.g. taxi or TNC) (n=716)



64% 77%

As a rider of transit (e.g. MiWay, GO Transit) (n=746)



64% 74%

As a pedestrian (n=1018)



63% 71%

As a cyclist (n=640)



52% 50%

■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied



Q3A-Q3F. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the experience of using roads in Mississauga in the following ways?

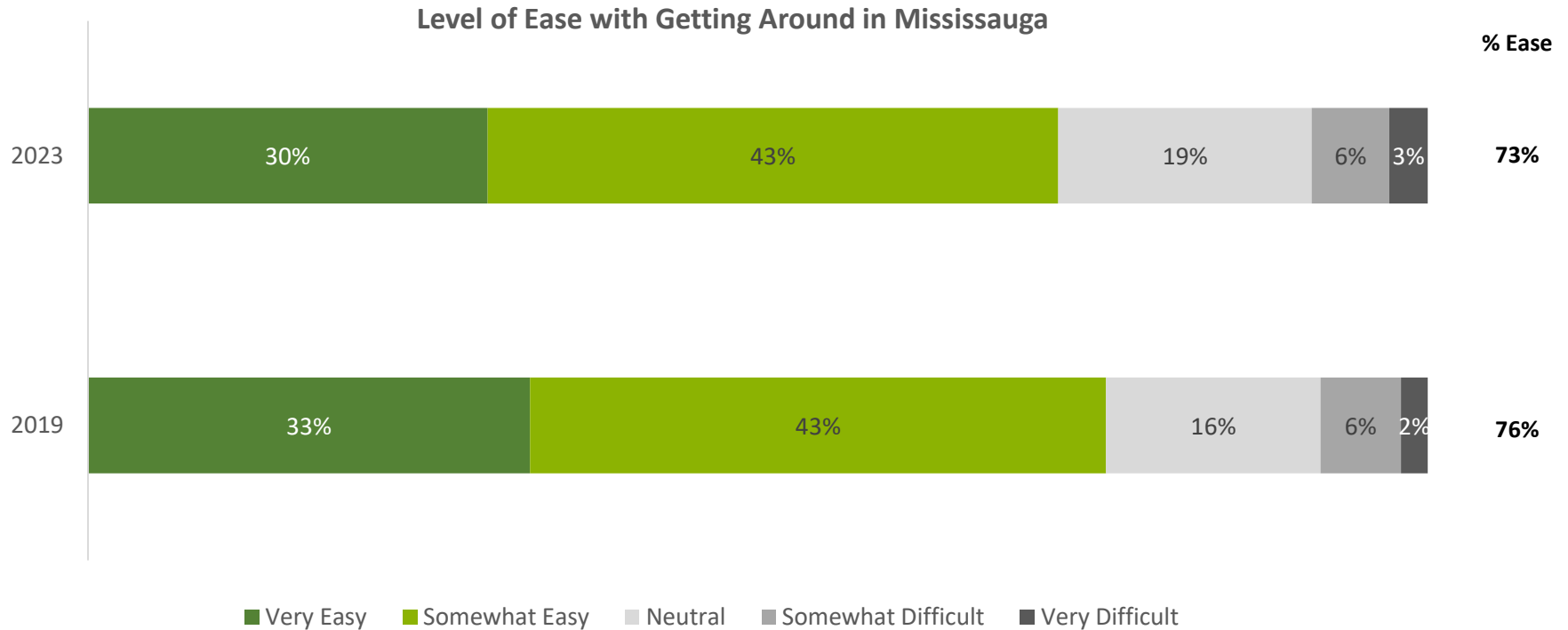
(sample sizes indicated in chart)



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Road Services

- A large majority (73%) find it easy to get around in Mississauga, similar to 2019 results (76%)



Q4. Using a scale of 1 to 10 where 1 means "Very difficult" and 10 means "Very easy," please indicate how easy it is for you to get around in Mississauga?

(n=1077)

Note: Question was new in 2019.

Road Services

- Nearly half (46%) indicated that their age has little to no impact on their ability to get around Mississauga.
- The factors that most impact the ease of getting around are familiarity with the City (rated impactful by 50%) and the mode of transportation typically used to get around (rated impactful by 52%).



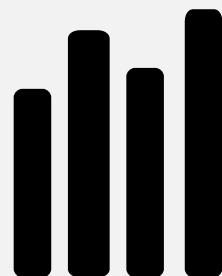
Q5A to Q5E. Using a scale of 1 to 10, where 1 means "no impact" and 10 means "significant impact" how do the following factors affect how easy it is for you to get around in Mississauga?

(sample sizes indicated in chart)



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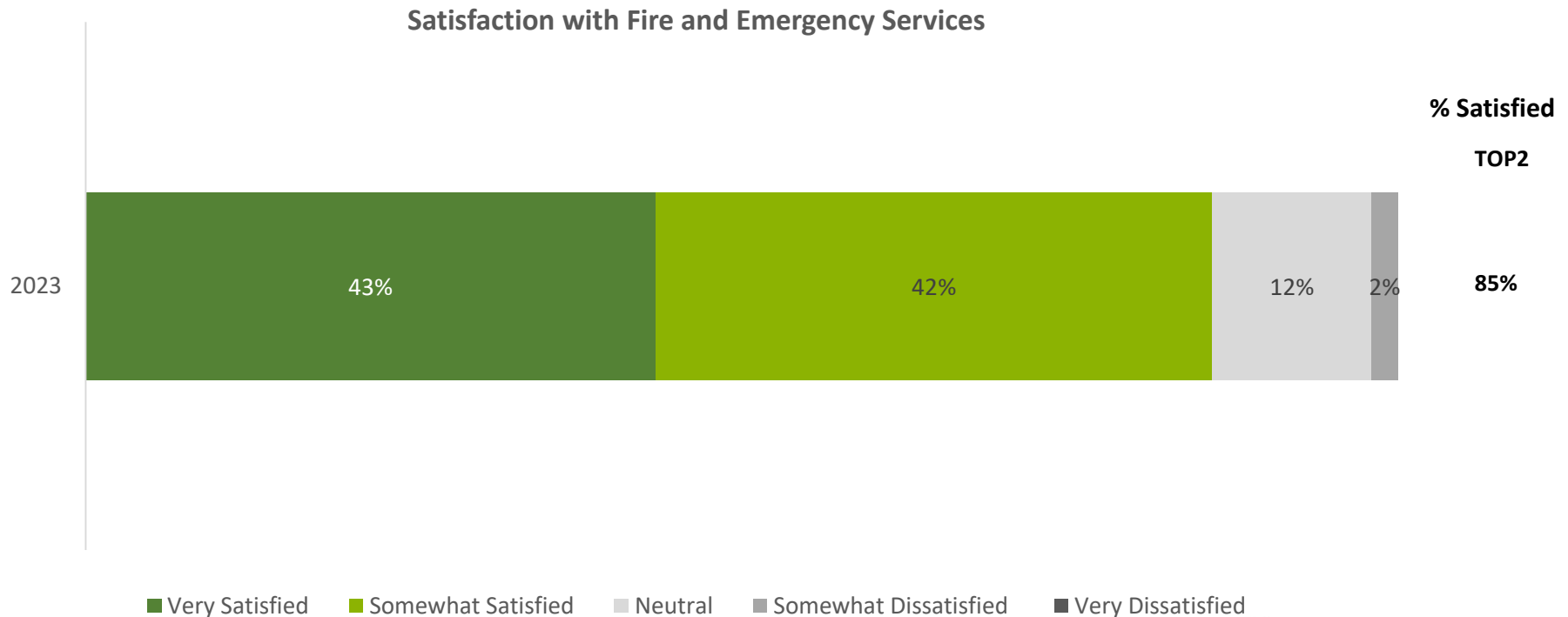


Detailed Findings

Fire and Emergency Services

Fire and Emergency Services

- New in 2023, residents were asked about their satisfaction with fire and emergency services. Overall, satisfaction is high with more than 4 in 5 (85%) expressing satisfaction.
- About 2 in 5 (42%) are somewhat satisfied and 2 in 5 (43%) are very satisfied.

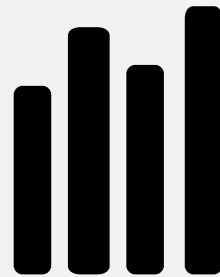


Q6. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you overall with the Fire and Emergency Services in Mississauga? Fire and Emergency Services include front-line operations, fire safety inspections, public education, and emergency management. (n=980)



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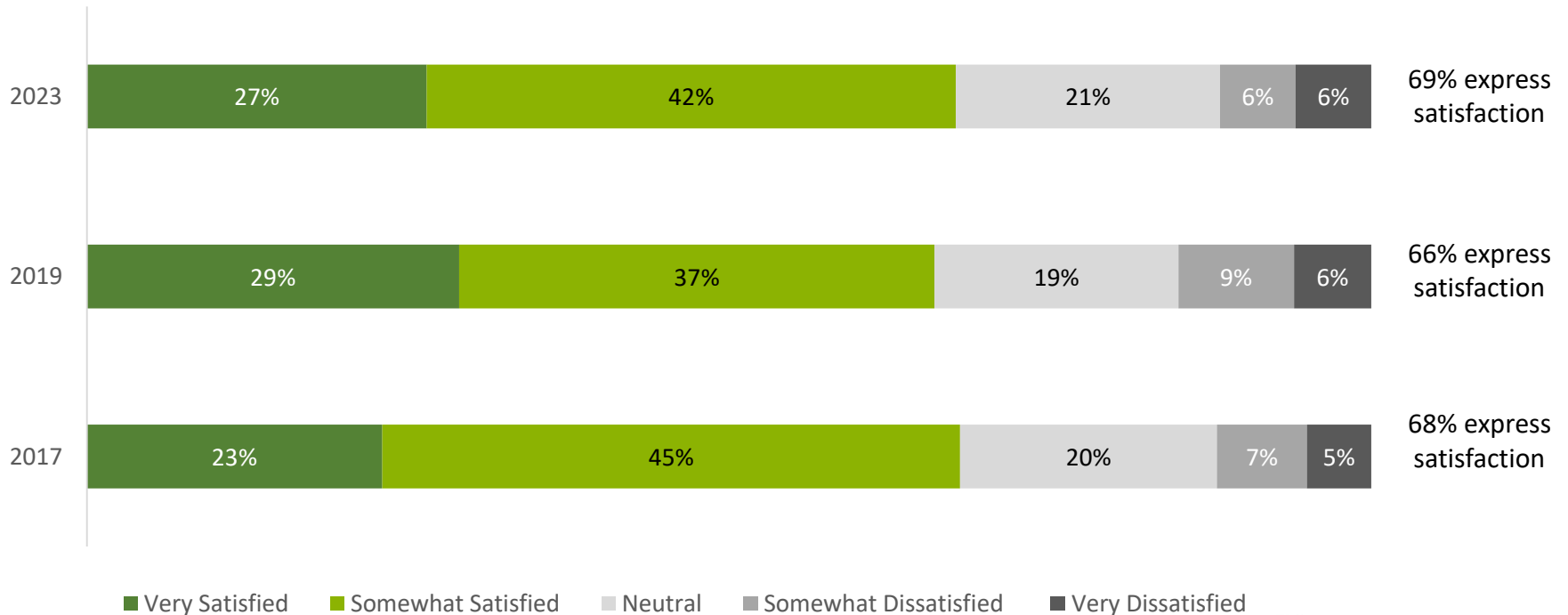
Detailed Findings

MiWay Services

MiWay Services

- Overall satisfaction with MiWay Transit services has increased with 69% of respondents expressing satisfaction with MiWay services in 2023 compared to 66% in 2019.
- When comparing those who are 'very satisfied', there has been a slight decrease with 27% very satisfied in 2023 compared to 29% in 2019.

Satisfaction with MiWay Transit

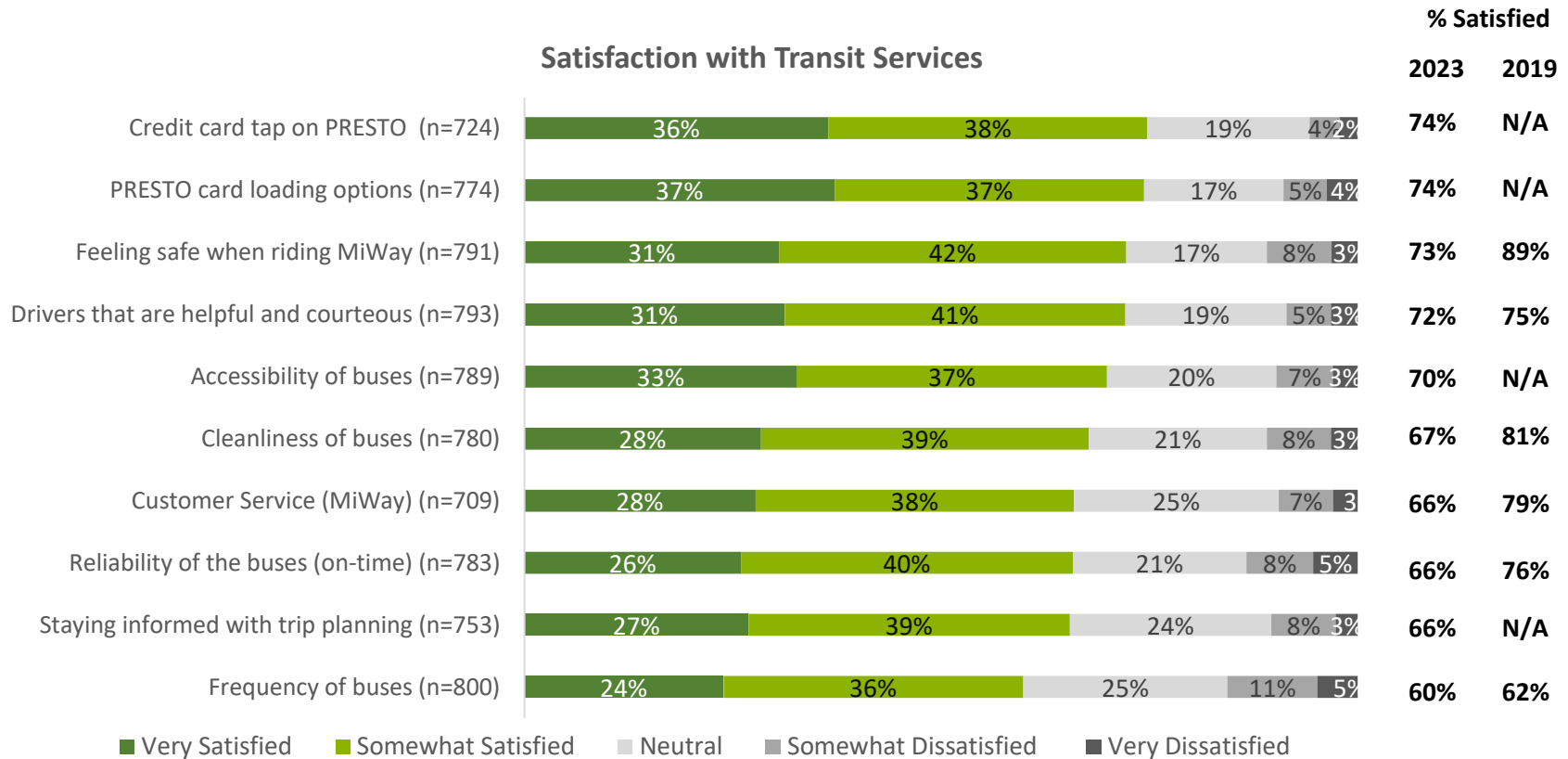


Q7. Using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied" how satisfied are you overall with MiWay transit services in Mississauga?
(n=776)



MiWay Services

- About 3 in 4 (74%) are satisfied with the credit card tap feature on PRESTO and the PRESTO card loading options.
- Feeling safe when riding MiWay (73%) has decreased since 2019 (89%).



Q8A to Q8H. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with the quality of these elements of transit services in Mississauga?

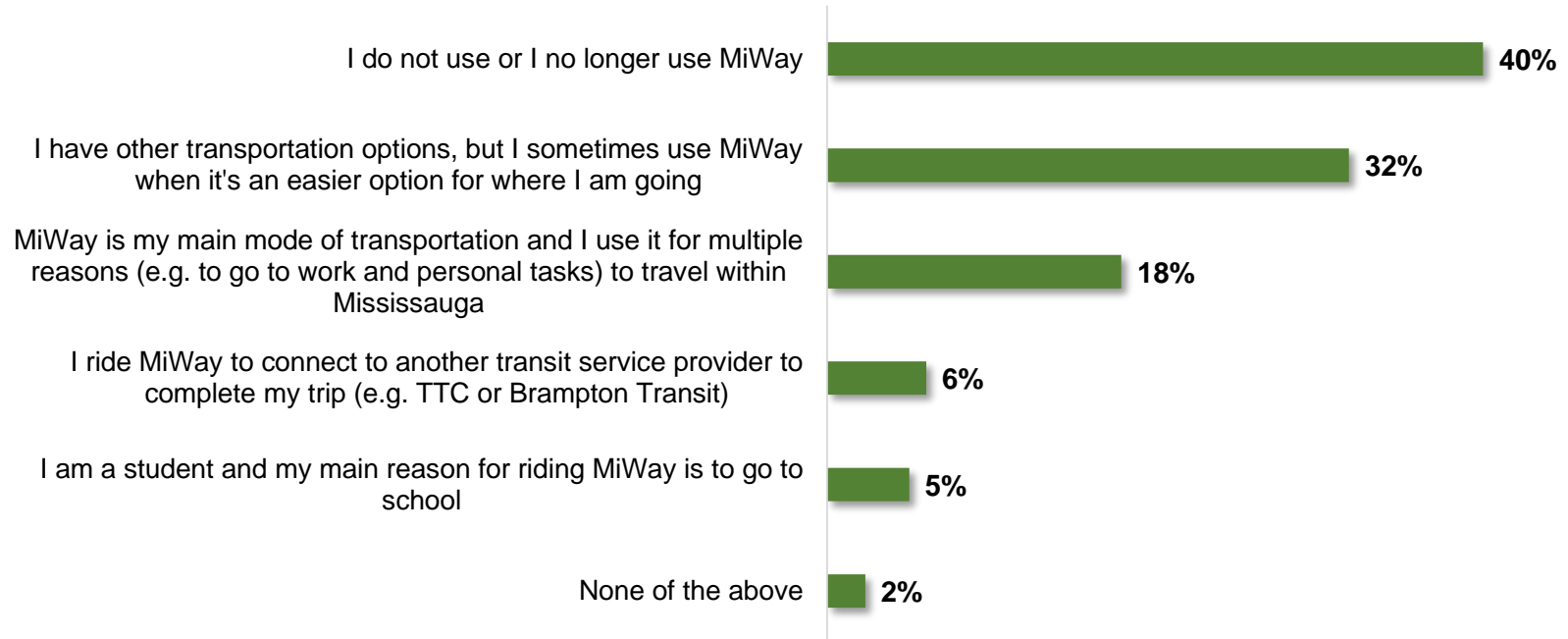
(sample sizes indicated in chart)



MiWay Services

- New in 2023, residents were asked why they use MiWay
- 2 in 5 (40%) do not use or no longer use MiWay services, and nearly 1 in 3 (32%) say they have other options but use MiWay if it's an easier option for where they are going
- More people use MiWay as their main mode of transportation (18%) than to connect to other transit services (6%)

Uses of MiWay Services

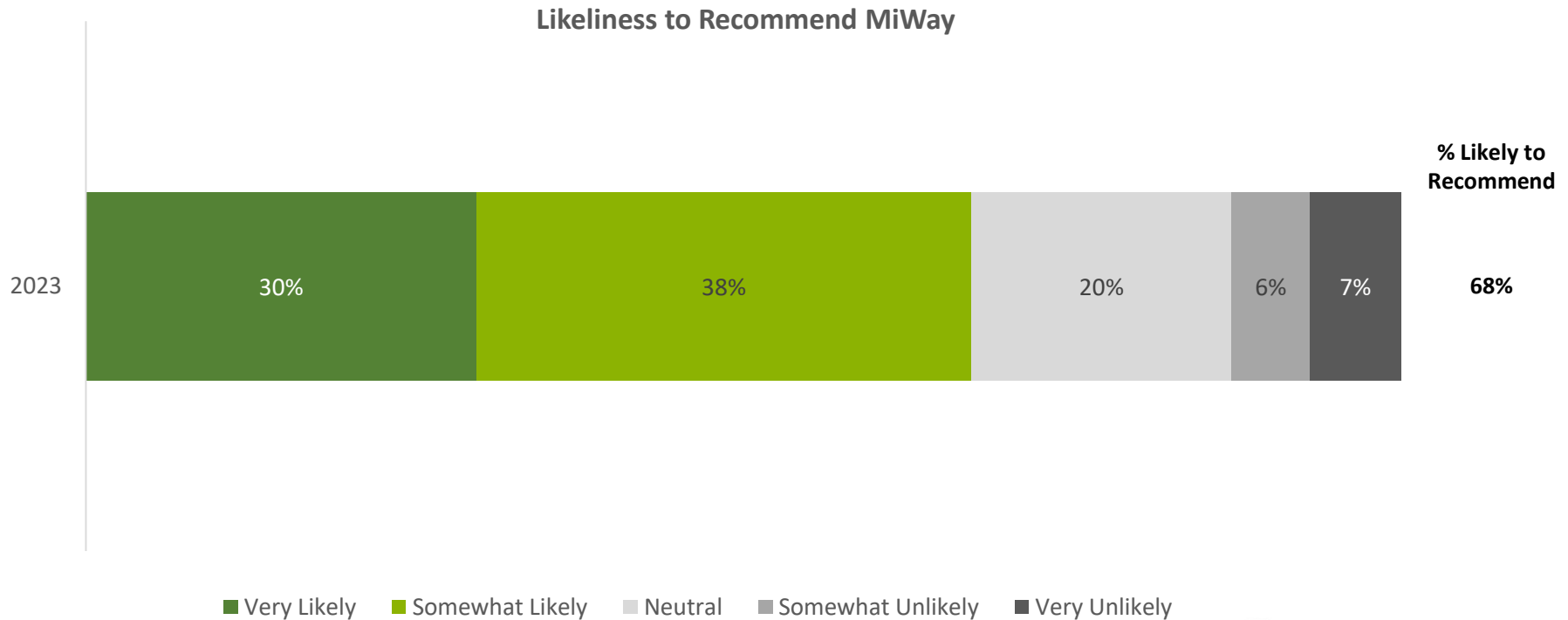


Q9. What best describes why you use MiWay? (n=1057)



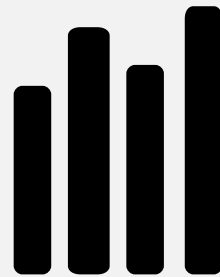
MiWay Services

- New in 2023, residents were asked if they would recommend MiWay. Nearly 7 in 10 (68%) said they would likely recommend MiWay to a friend or colleague.



Q10. On a scale of 1 to 10 where 1 means very unlikely and 10 means very likely, how likely would you be to recommend MiWay to a friend or colleague. (n=880)



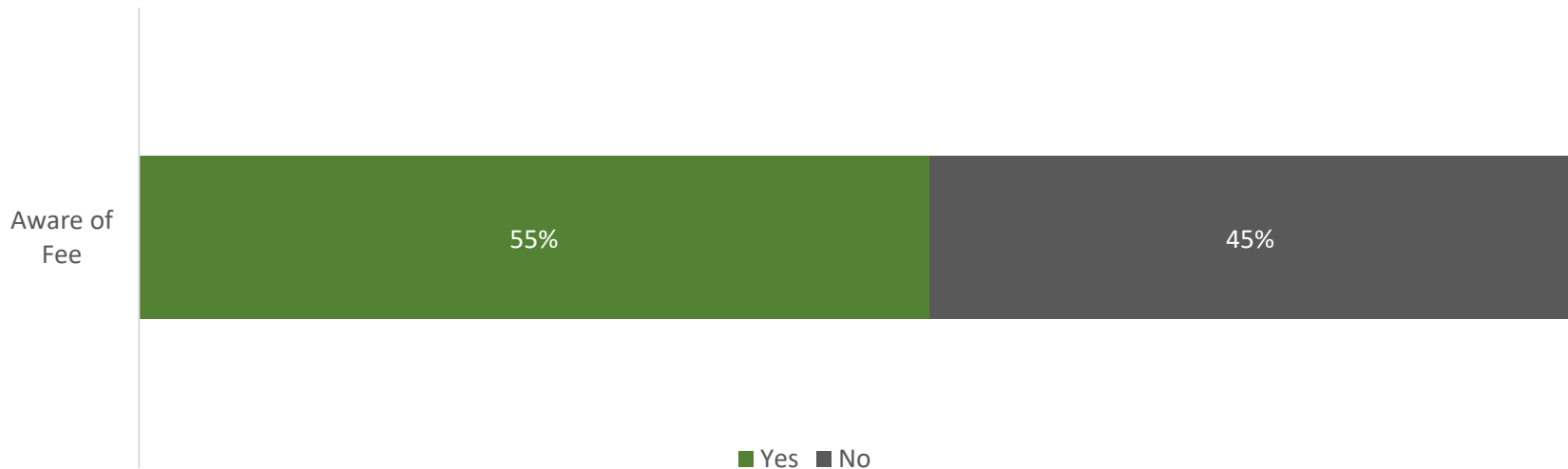


Detailed Findings

Stormwater Services

Awareness of Stormwater User Fee

- New in 2023, residents were asked if they are aware of the stormwater user fee charged by the City of Mississauga.
- Just over half (55%) are aware of the fee.



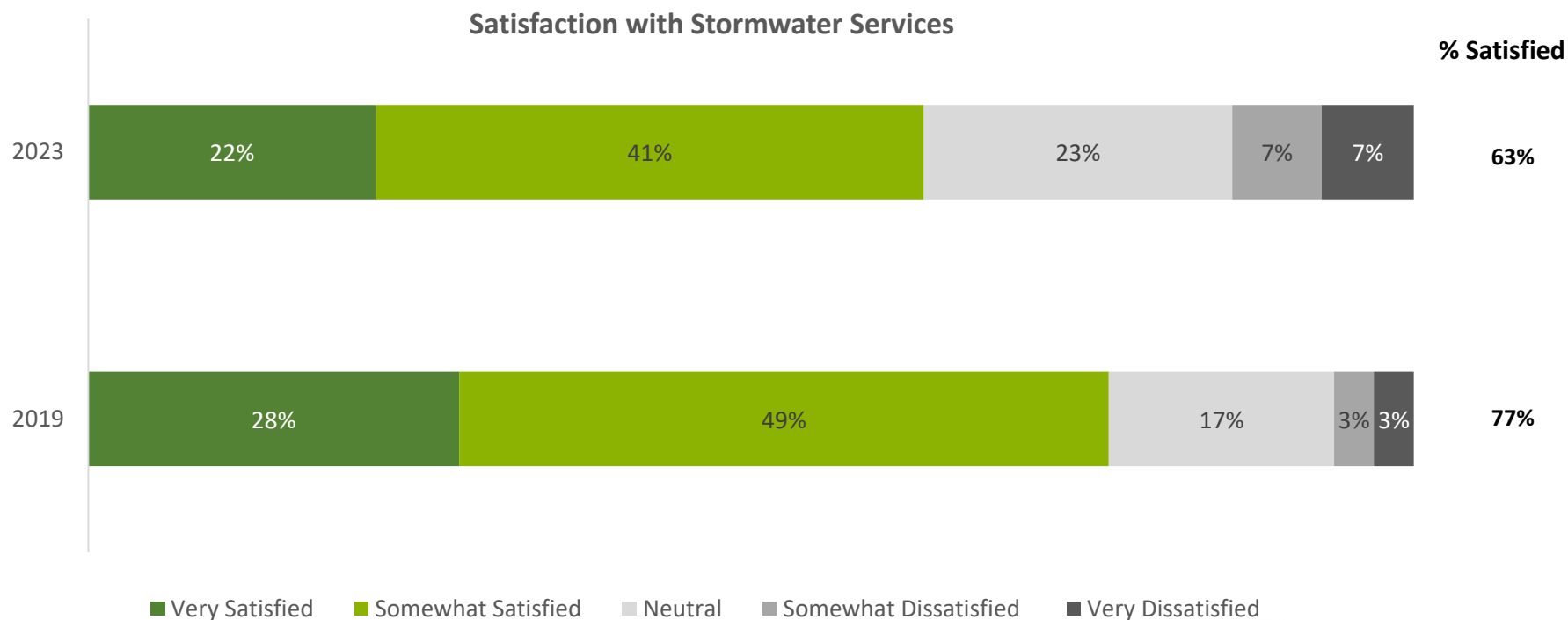
Q11A. Are you aware that Mississauga charges properties a Stormwater user fee (typically on your Region of Peel water bill)? (n=1033)



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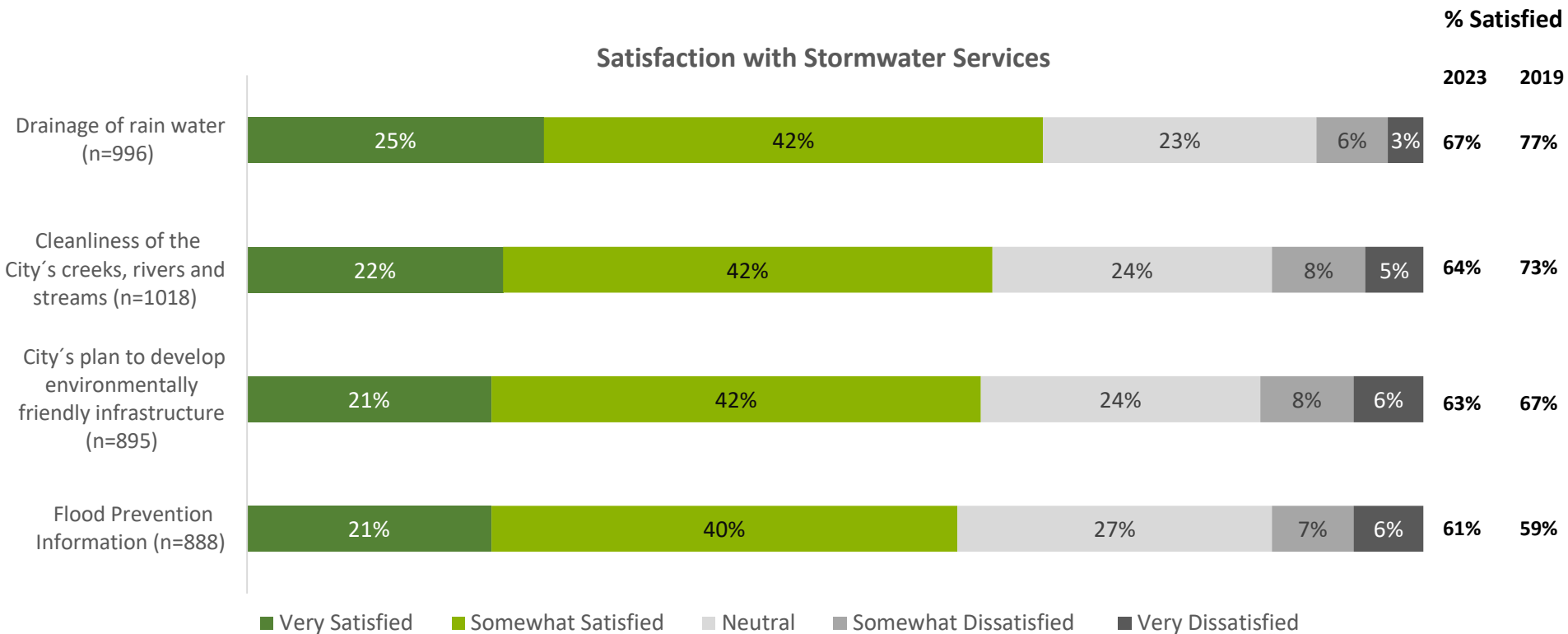
Stormwater Services

- Overall satisfaction regarding Stormwater Services in Mississauga is high with 3 in 5 (63%) satisfied with the service.
- 2 in 5 (41%) respondents are somewhat satisfied and 1 in 5 (22%) are very satisfied.
- Satisfaction has decreased by 14% since 2019 (77%).



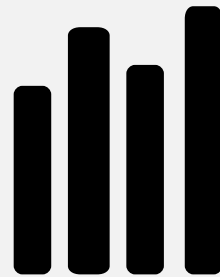
Stormwater Services

- Respondents were most satisfied with the drainage of rain water as a stormwater service with 67% satisfied.
- Satisfaction with the City's plan to develop environmentally friendly infrastructure is notably lower in 2023 (63%) than 2019 (77%).



Q12A-12D. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the following:
(sample sizes indicated in chart)



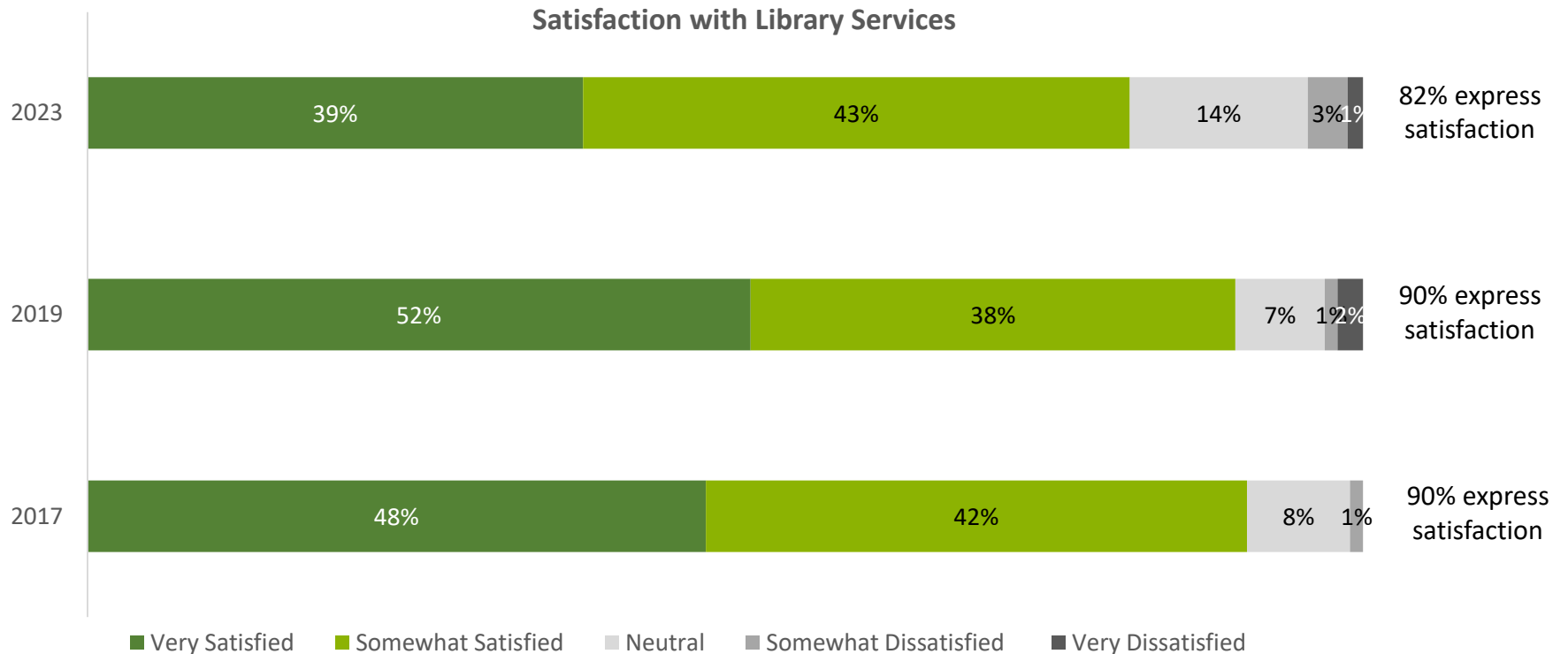


Detailed Findings

Library Services

Library Services

- Library services remain a high value for Mississauga's residents, with more than 4 in 5 (82%) satisfied with the services.
- Overall satisfaction with library services has decreased by 8% in 2023 from 2019 (90%).



Q13. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you overall with library services in Mississauga?
(n=909)



Library Services

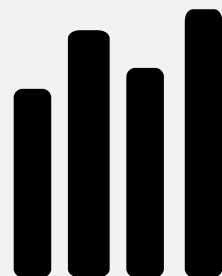
- As in 2019, customer service by library staff earned the highest satisfaction rating (82%) among all library-related services.
- Satisfaction with *informing the public of library services* is higher in 2023 (67%) than 2019 (64%).



Q14A to Q14I. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you with the quality of the following library services in Mississauga?

(sample sizes indicated in chart)





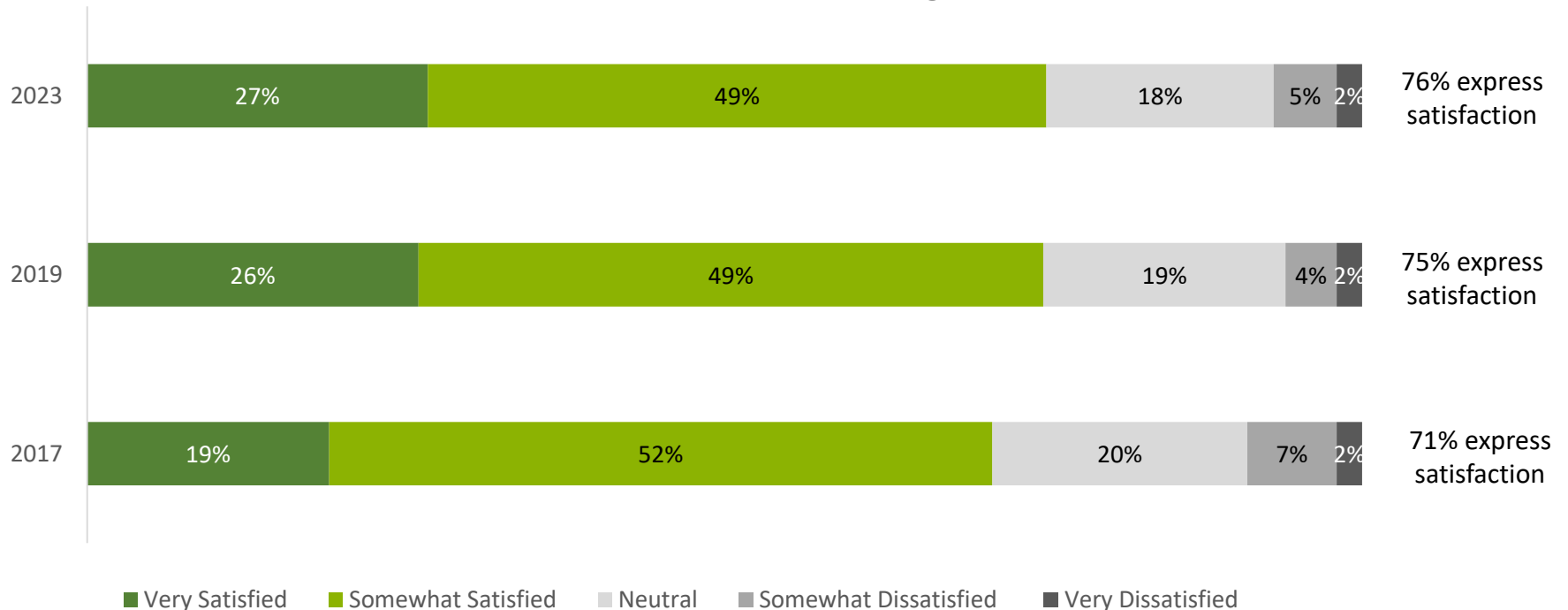
Detailed Findings

Arts and Culture Services

Arts, Culture & Heritage

- Satisfaction with arts, culture and heritage services remains high with 3 in 4 (76%) satisfied, a slight increase since 2019 (75%).
- Half (49%) are somewhat satisfied with nearly 3 in 10 (27%) very satisfied.

Satisfaction with Arts, Culture & Heritage Services



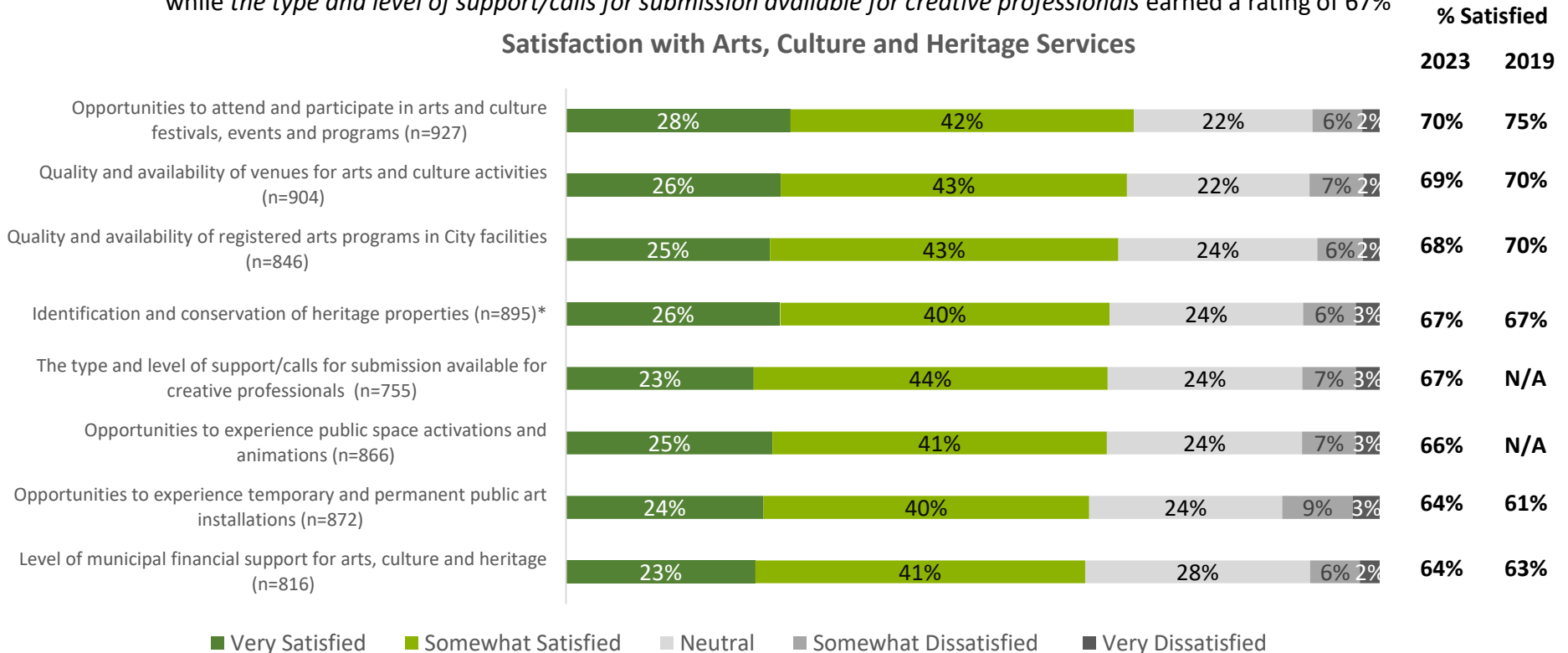
Q15. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you overall with arts, culture and heritage services in Mississauga? Arts culture and heritage services include such things as the support and delivery of public squares, museums, theatres, festivals and events, programs, public art and the identification of heritage properties.

(n=943)

Arts, Culture & Heritage

- 7 in 10 (70%) are satisfied with *opportunities to attend and participate in art and culture festivals, events and programs*.
- New in 2023, *opportunities to experience public space activations and animations* earned a satisfaction rating of 66% while *the type and level of support/calls for submission available for creative professionals* earned a rating of 67%

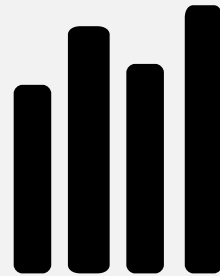
Satisfaction with Arts, Culture and Heritage Services



*In 2019, this item was named "identification and preservation of heritage properties"

Q16A to Q16H. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" specifically how satisfied are you with the quality of the following arts, culture and heritage services in Mississauga?
(sample sizes indicated in chart)



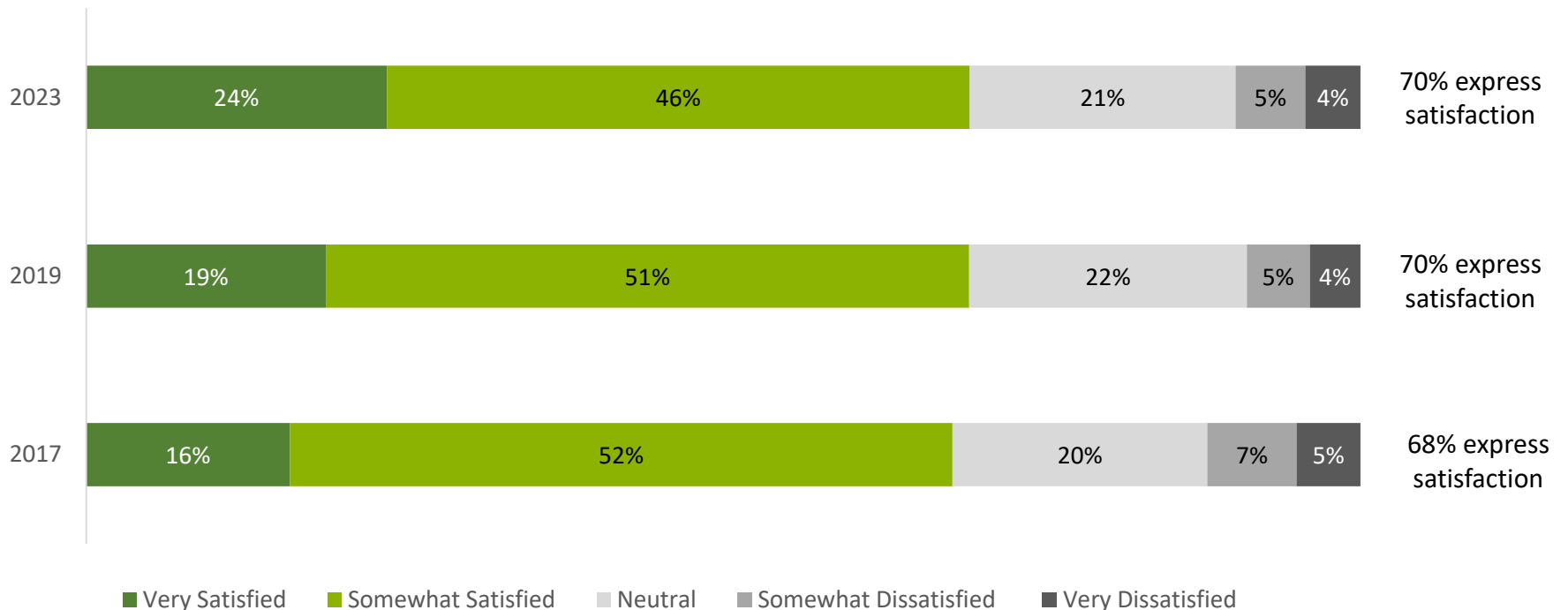


Detailed Findings
Regulatory Services

Regulatory Services

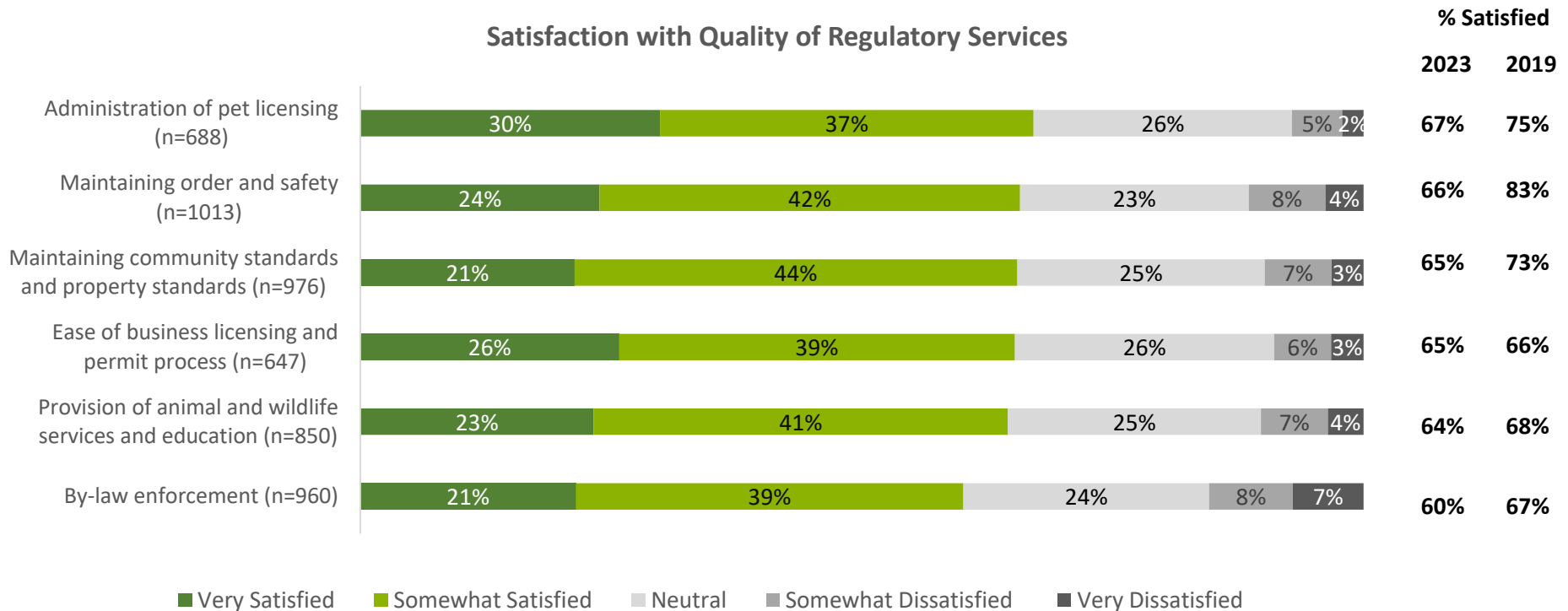
- Residents expressed a satisfaction level of 70% with regulatory services in the City. This remains the same from 2019.
- Nearly half (46%) are somewhat satisfied while almost 1 in 4 (24%) are very satisfied.

Satisfaction with Regulatory Services



Regulatory Services

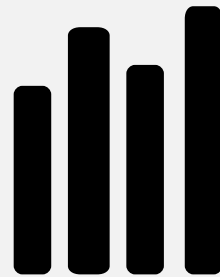
- All results saw a decline in satisfaction levels with *maintaining order and safety* seeing the largest decline from 83% in 2019 to 66% in 2023.
- Among regulatory services, satisfaction was highest (67%) with *administration of pet licensing*.



Q18A to Q18F. 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?
(sample sizes indicated in chart)



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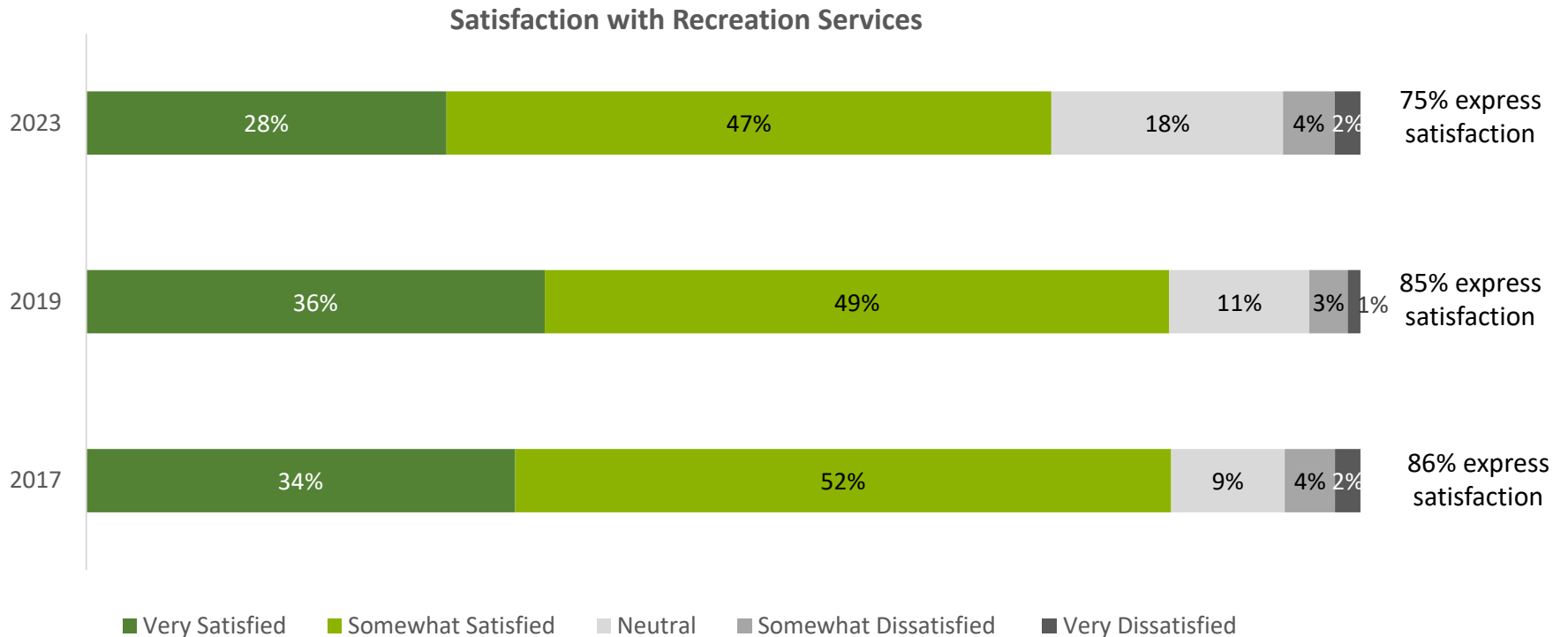


Detailed Findings

Recreation Services

Recreation Services

- The overall level of satisfaction with recreation services has decreased, with 75% satisfied compared to 85% in 2019.
- About half (47%) are somewhat satisfied while nearly 3 in 10 (28%) are very satisfied with recreation services.



Q19. 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.

(n=962)

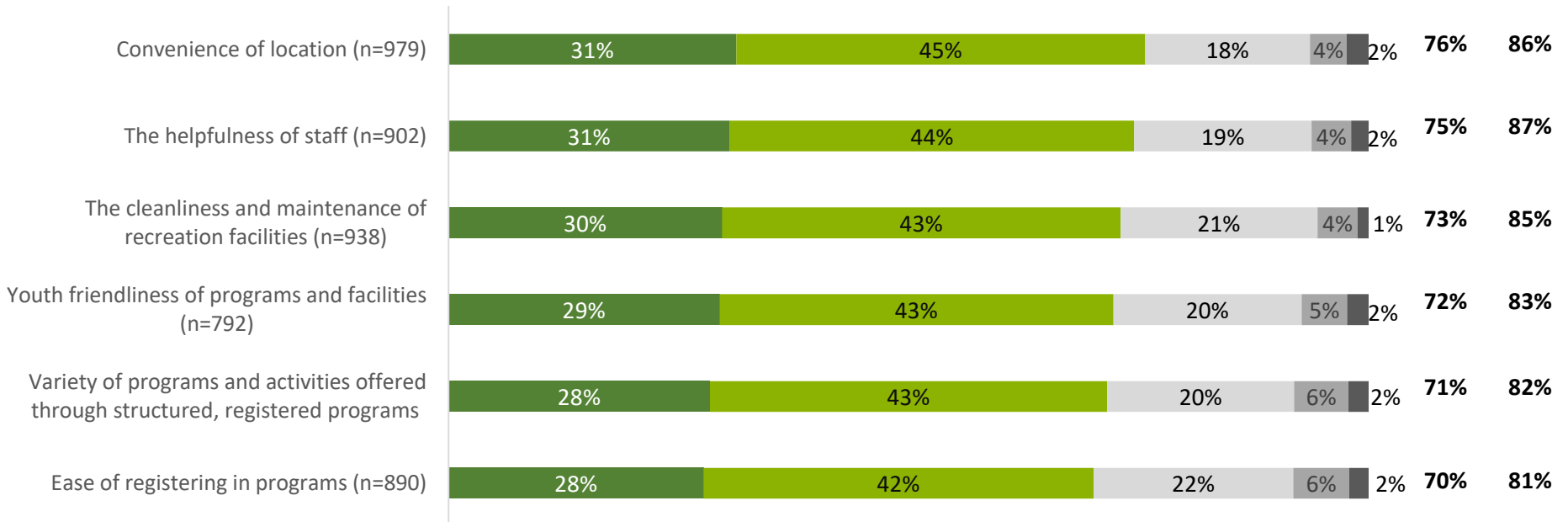
Recreation Services

- Overall satisfaction for each service remains high with the highest degree of satisfaction at 76% for *convenience of location*.
- *The helpfulness of staff and the cleanliness and maintenance of recreation facilities* saw the greatest decline in satisfaction levels (-12%) since 2019.

Satisfaction with Recreation Services

% Satisfied

2023 2019



■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied

Q20A-L (chart 1 of 2). 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?
(sample sizes indicated in chart)



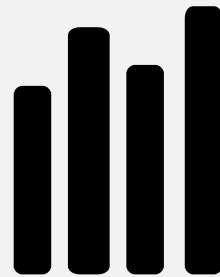
Recreation Services

- About 7 in 10 are satisfied with most recreation services (68%-73%)
- Satisfaction is lowest for *affordability of programs and activities offered* (63%)



Q24A-L (chart 2 of 2). 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??
(sample sizes indicated in chart)



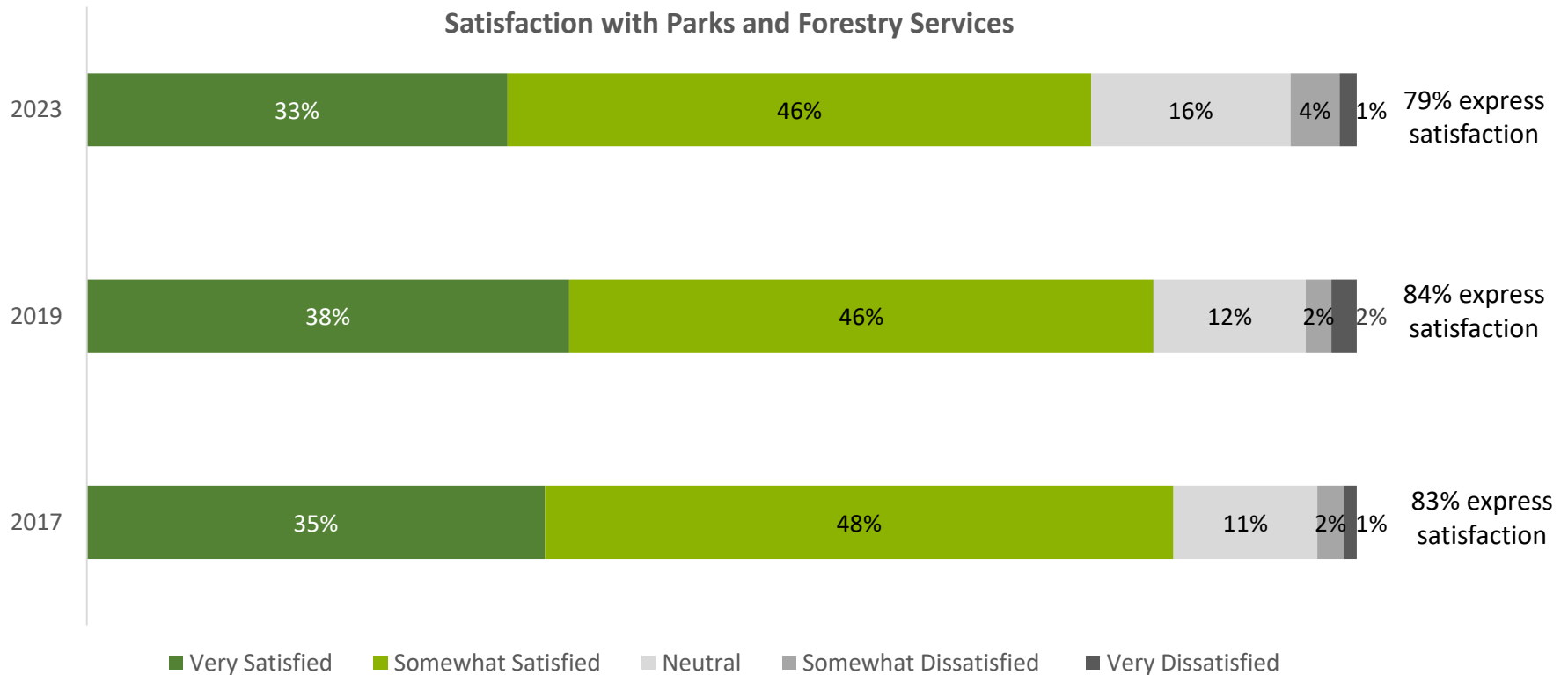


Detailed Findings

Parks and Forestry

Parks & Forestry

- About 4 in 5 (79%) remain satisfied overall with parks and forestry services in Mississauga, similar to 2019 (84%).
- One third (33%) are very satisfied with the service and nearly half (46%) are somewhat satisfied.

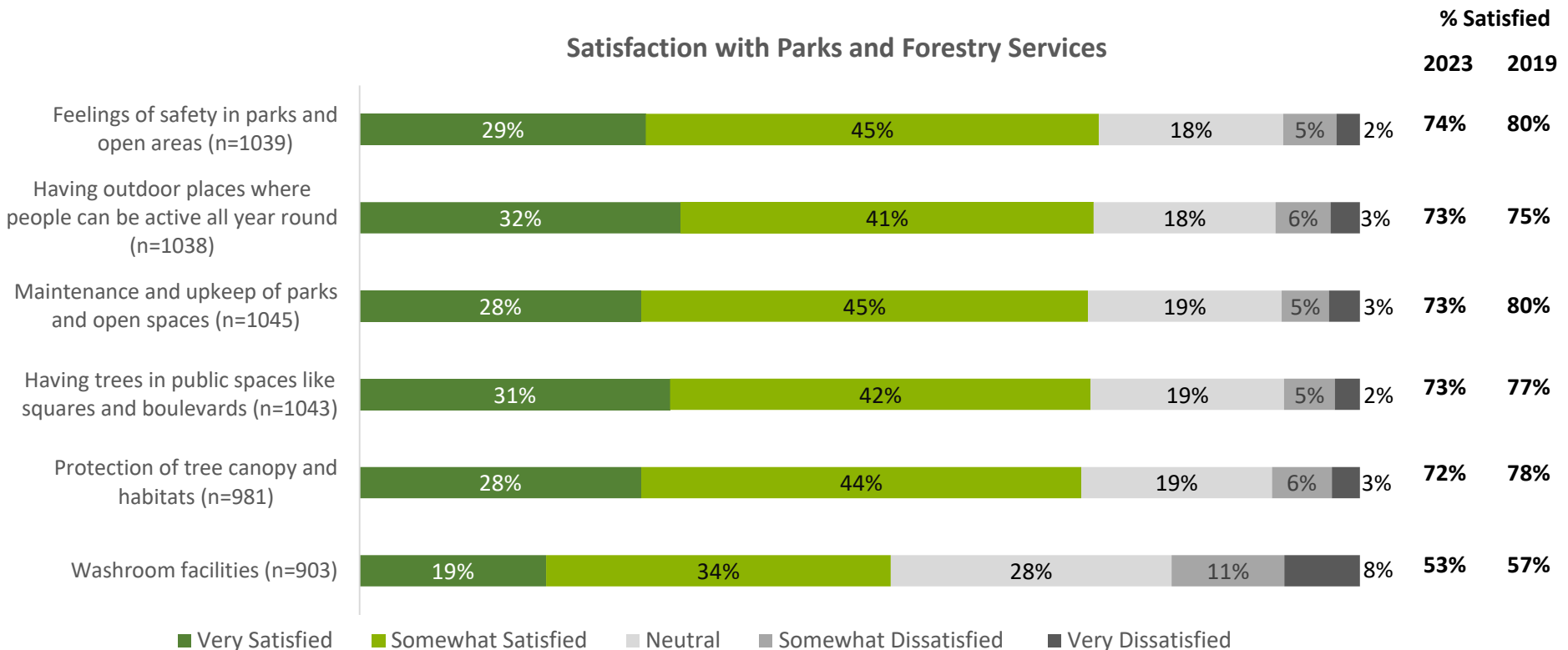


Q21. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you overall with parks and forestry services in Mississauga?
Parks and forestry services include parks, trails, sports fields and natural areas.
(n=1031)



Parks and Forestry

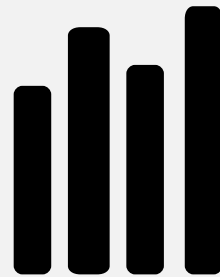
- Regarding specific Parks and Forestry services, about 7 in 10 (72%-74%) are satisfied with most services
- An area for improvement is *washroom facilities* which has slightly decreased at a satisfaction level of 53% from 57% in 2019.



Q22A to Q22F22. Using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with the quality of the following specific Parks and Forestry services in Mississauga? (sample sizes indicated in chart)



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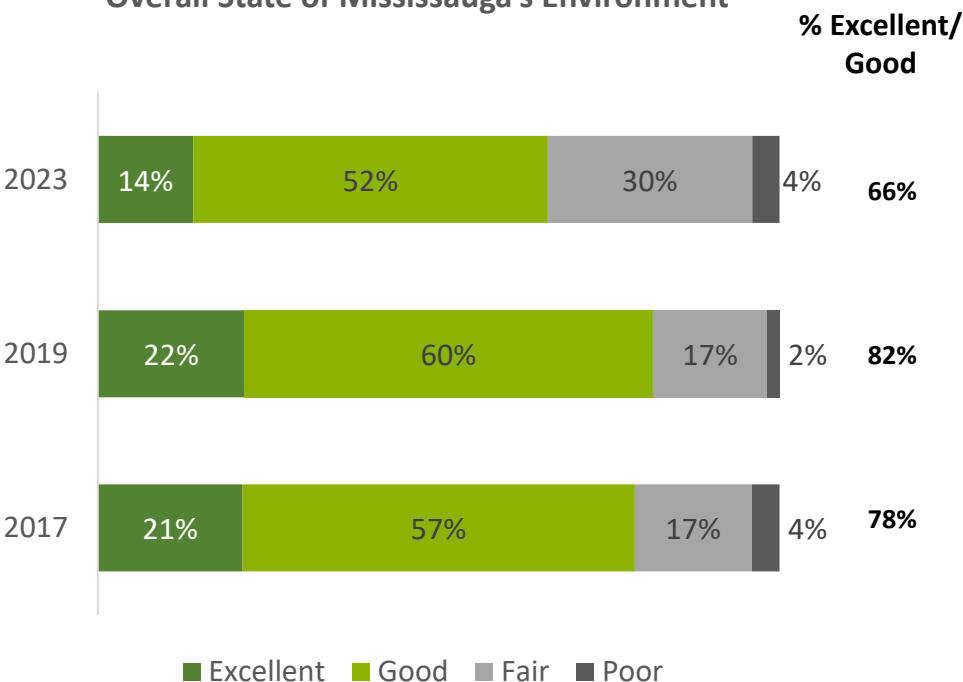


Detailed Findings Environment

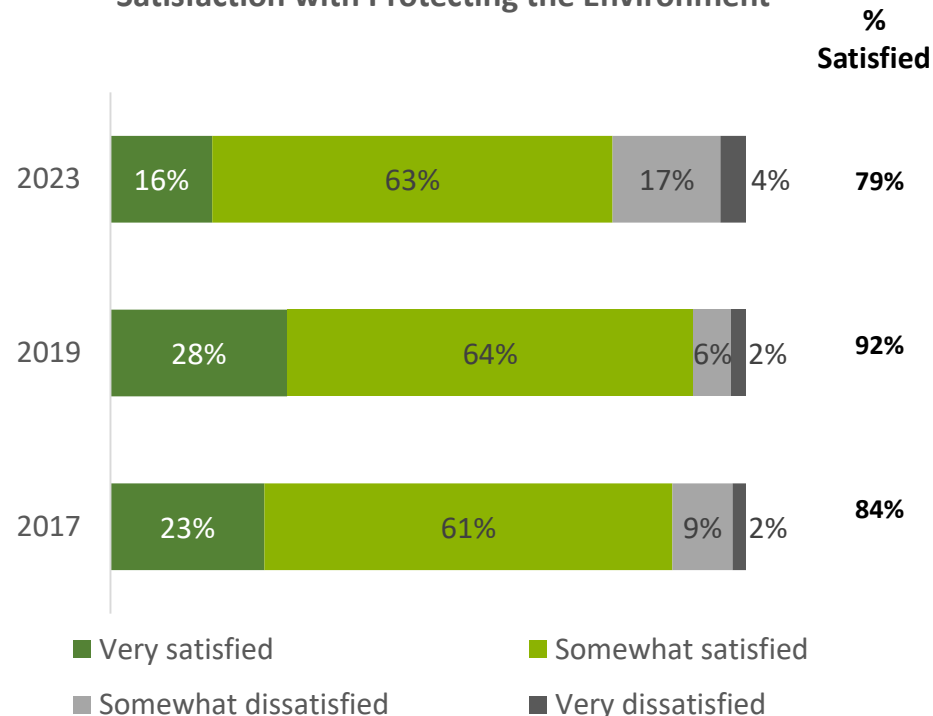
Environmental Position

- In 2023, 66% believe the air, water, and land quality in Mississauga is excellent or good, compared to 82% in 2019.
- Satisfaction with the job that Mississauga is currently doing to protect the environment decreased from 2019 (92%) to 2023 (79%).

Overall State of Mississauga's Environment



Satisfaction with Protecting the Environment



Q23. Thinking about air, water and land quality in Mississauga, how would you rate the overall state of Mississauga's environment today? (n=1065)

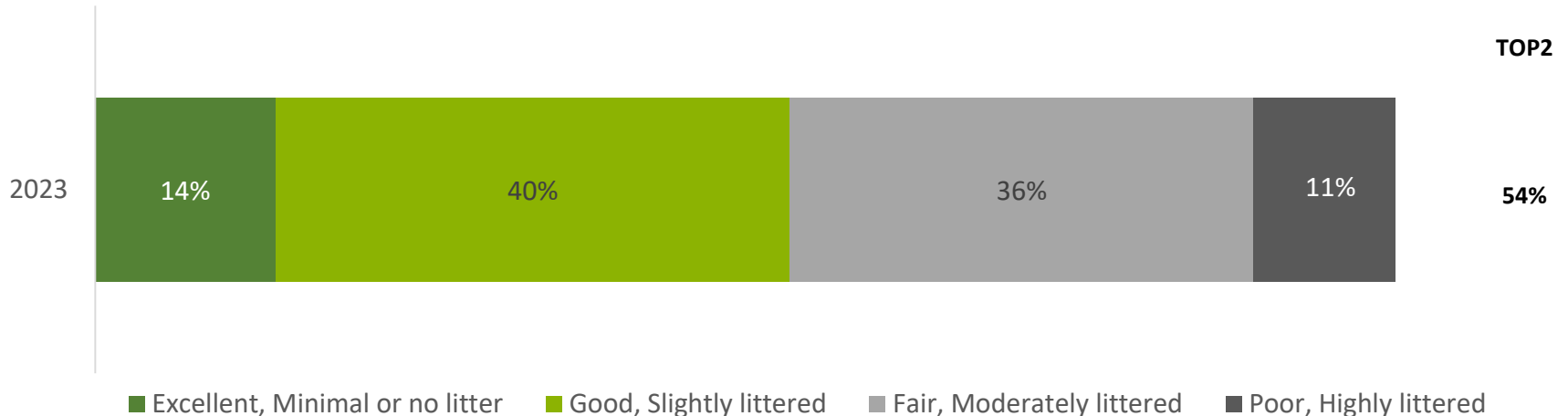
Q24. How satisfied are you with the job the City of Mississauga is currently doing to protect the environment? ? (n=963)



Environmental Position

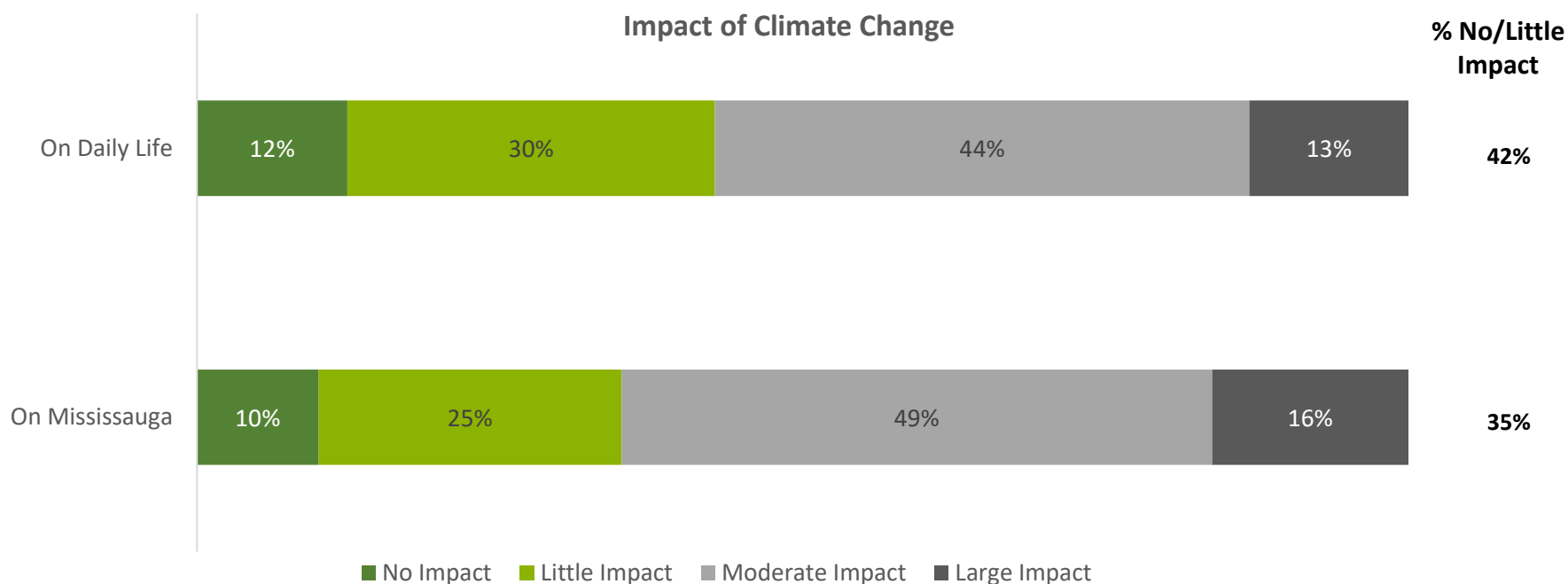
- New in 2023, residents were asked how they would rate the average amount of litter in public spaces. The majority (54%) provided a rating of good or excellent, indicating slight or minimal to no litter.
- Just over 1 in 3 (36%) provided a rating of fair, indicating moderate litter, while about 1 in 10 (11%) provided a rating of poor, indicating high litter in public spaces.

Litter in Public Spaces



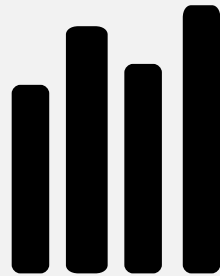
Environmental Position

- New in 2023, residents were asked to rate the impact of climate change.
- About 2 in 5 (42%) said climate change is having no or little impact on their daily lives, while slightly more than 1 in 3 (35%) said climate change is having no or little impact on Mississauga.



Q26. How much of an impact do you think climate change is having on Mississauga?
(n=1007)

Q27. How much of an impact do you think climate change is having on your daily life?
(n=1032)



Priority Ranking

Priorities for Mississauga

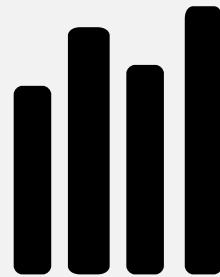
Service Area	% Satisfied	% Neutral	% Dissatisfied	Rank ¹
Road Services	61%	25%	14%	10
Stormwater Services	63%	24%	13%	9
MiWay Transit Services	69%	19%	12%	8
Regulatory Services	70%	21%	9%	7
Recreational Services	75%	19%	6%	6
Arts, Culture and Heritage	76%	17%	7%	5
Protecting the Environment	79%	N/A	21%	4
Parks and Forestry Services	79%	15%	6%	3
Library Services	82%	14%	4%	2
Fire and Emergency Services	85%	12%	2%	1



High Priority
Moderate Priority
Low Priority

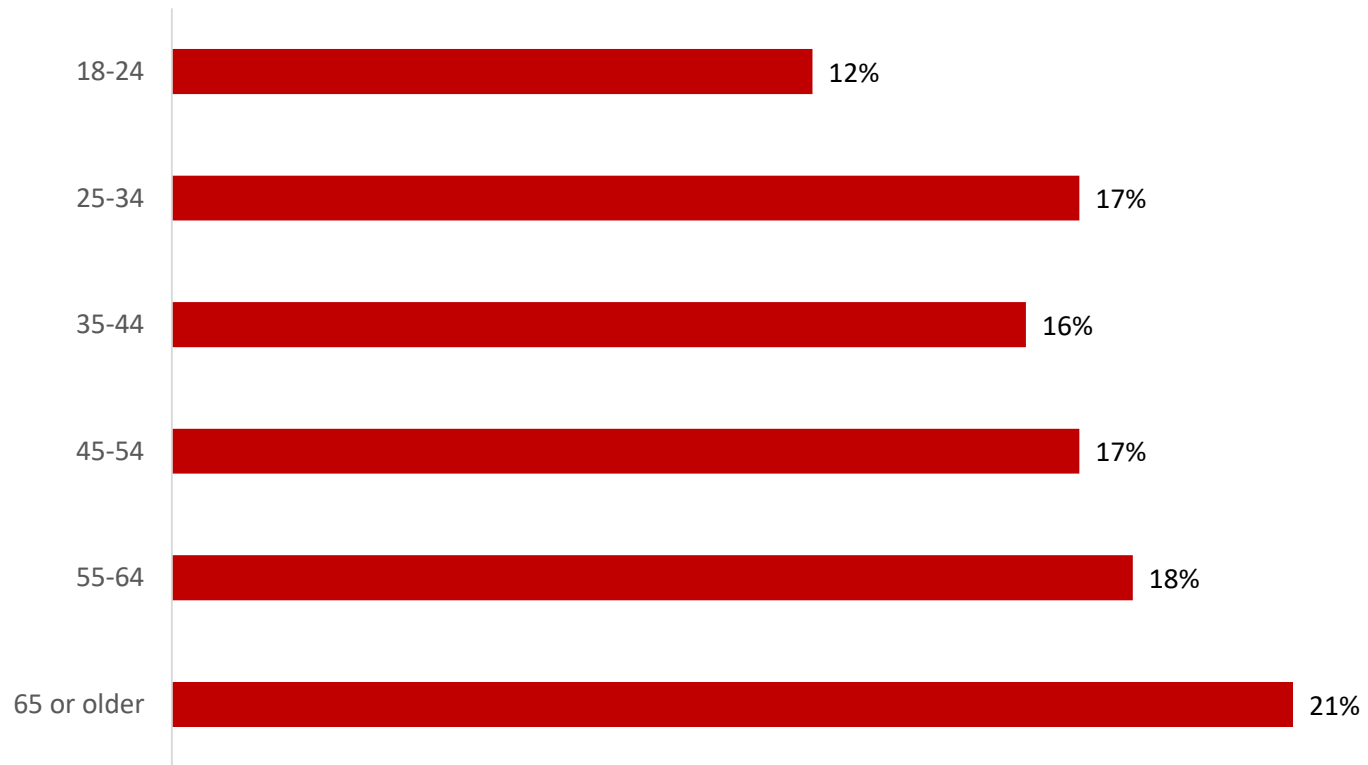


¹ Based on TOP2 satisfaction levels for overall service area.



Demographics

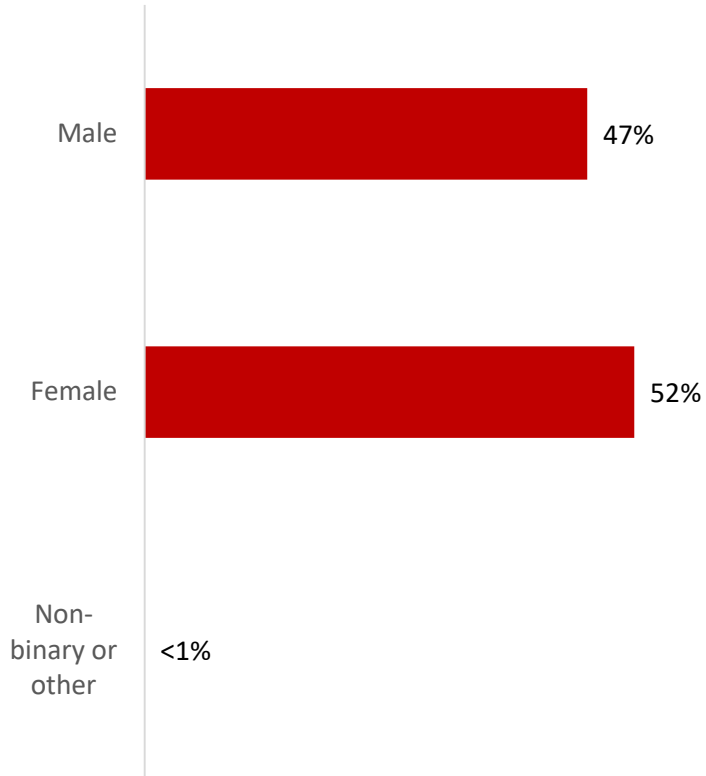
Age



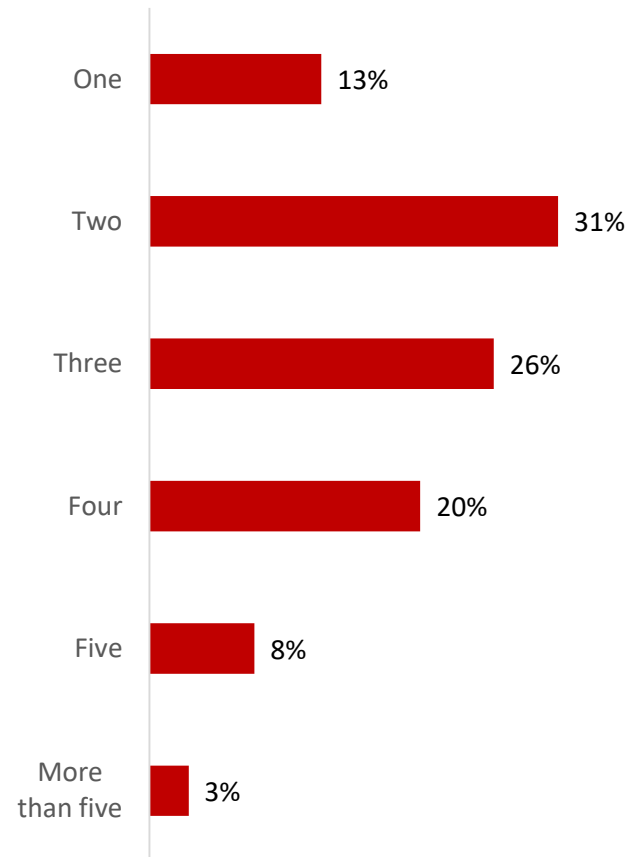
D2. How old are you? (n=1075)

Gender & Household Size

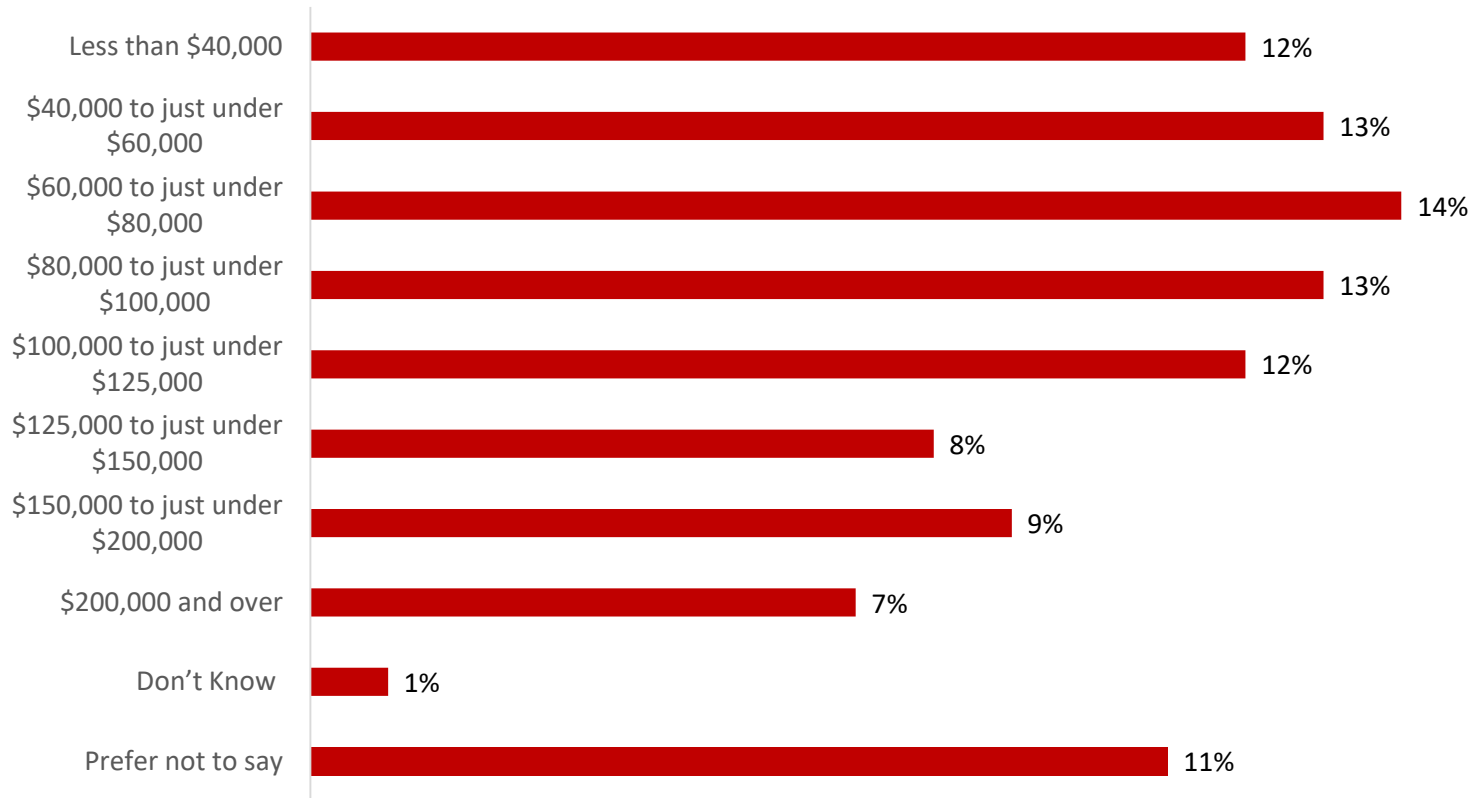
Gender



Individuals in Household



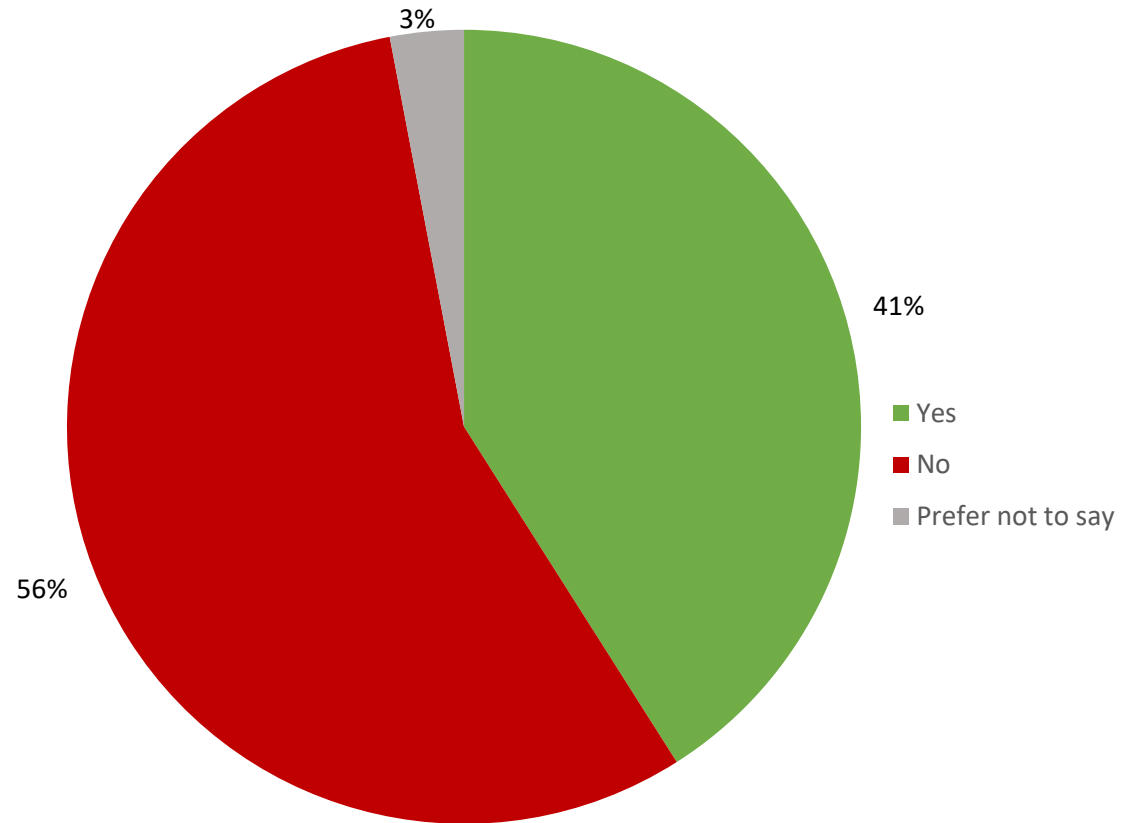
Household Income



D4. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please indicate category applies to your total household income before taxes for 2022. (n=1082)

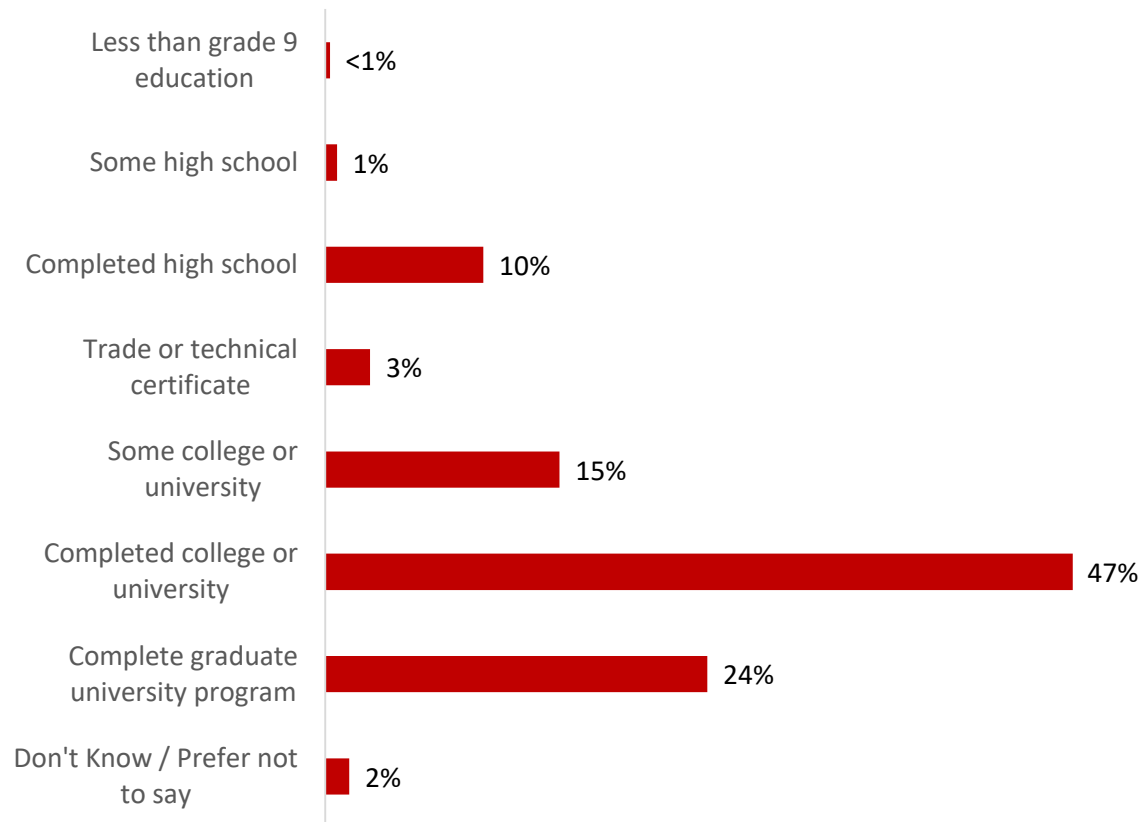


Work in Mississauga



D6. Do you work in Mississauga? (n=1082)

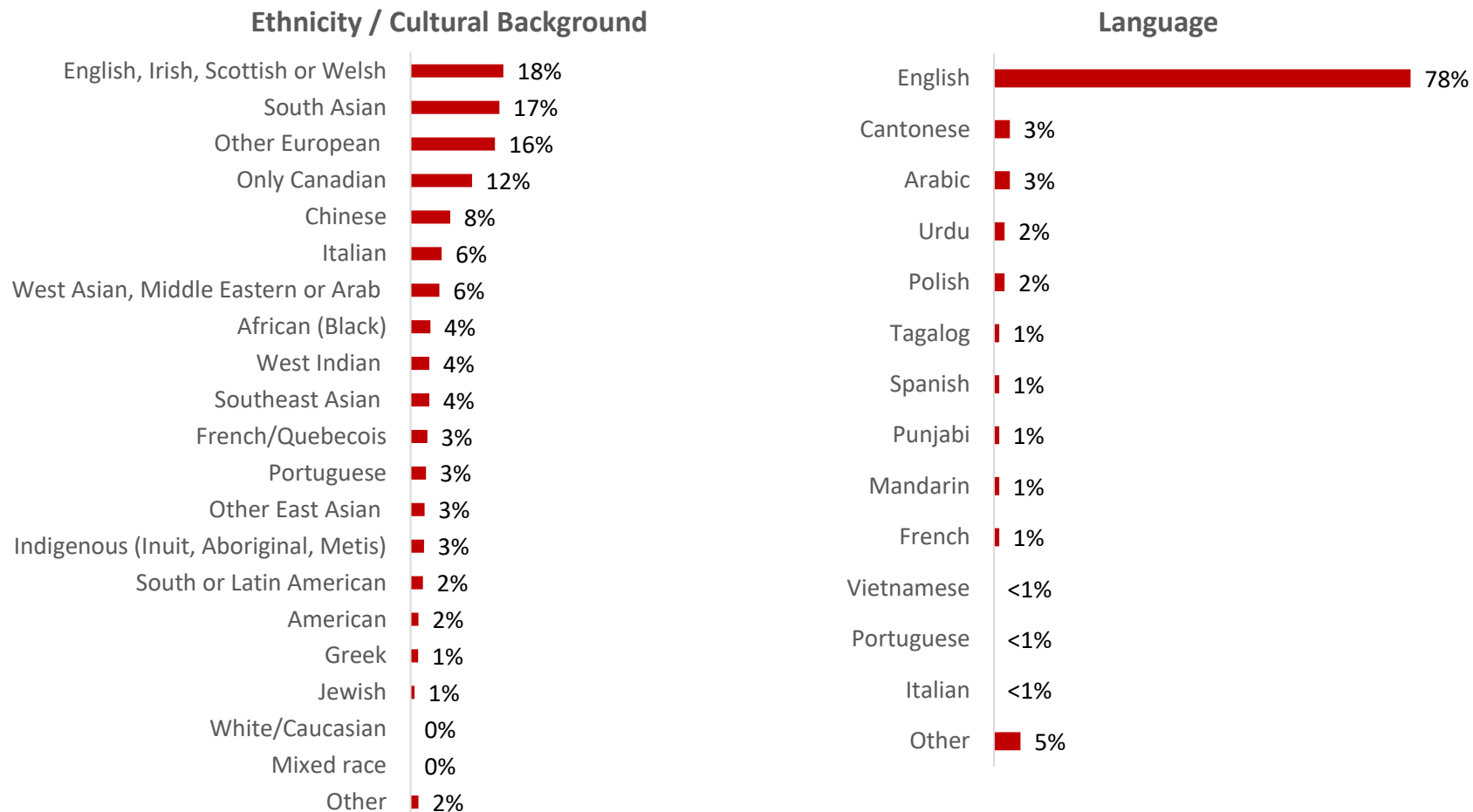
Education



D9. What is the highest level of education that you have achieved?
(n=1082)



Ethnicity & Language



D7B. In addition to being Canadian, what is your ethnic or cultural background? (multiple responses were allowed)

D5. What language is spoken most often in your household?

(n=1073)



Duration of Residency

