

City of Mississauga: 2025 Resident Experience Survey Research Results

December 2025



Introduction

The City of Mississauga commissioned Forum Research to undertake a **resident experience 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 beginning in October 2025.

Where available, comparisons have been included to previous citizen satisfaction surveys conducted by phone and online. However, comparisons must be interpreted with caution due to the methodology change between surveys.

The shift from a phone-based methodology to an online approach was primarily driven by considerations of cost, survey length, and overall duration. With changes in phone usage patterns and the growing prevalence of spam calls, conducting this study through traditional telephone surveys would have been increasingly difficult and expensive. Previous phone surveys took around thirty minutes per respondent, whereas the online platform enabled participants to complete the survey more efficiently and in less time.

A benchmark analysis was conducted to compare the City's scores with other Canadian municipalities. Municipalities for benchmarking were selected based on population size, proximity, survey availability, and question alignment, with results adjusted across differing scales, methodologies, and reporting conventions to ensure comparability.

Survey results are organized by service areas—including overall satisfaction, value of taxes, housing affordability, communication preferences, contact with the City, transportation and mobility, flood prevention, environmental action, regulatory services, and satisfaction with specific City services—to help readers easily navigate topics of interest. An executive summary and a project overview on methodology and report interpretation are also included to set the context for this report.

Executive Summary

Overall Satisfaction with City Services and Municipal Government, and Top of Mind Issues

- 76% of residents are satisfied with the services provided by the City, consistent with 2023's findings (74%). Residents' satisfaction with the City's services is nearly consistent with comparable municipalities in Canada. *(Slide 14, 16)*
- Satisfaction with the City's municipal government remains unchanged since 2023 at 66%. *(Slide 17)*
- Since 2023 (12%-19%), housing/rental costs and availability as well as crime/safety concerns continue to be the top issues that Mississauga faces as identified by 17%-18% of residents through unaided responses. Improvements on housing affordability or cost of living are also the most commonly suggested improvements among residents to make the City a better place for the future *(Slides 19, 70)*

Value for Taxes

- Since 2023 (55%), there was a drop in the proportion of residents who feel that they receive good value from their municipal tax dollars relative to the services they receive from the City, with 49% rating the value they receive as somewhat or very good value. Residents' perceived value of taxes in relation to the services they receive from the City is lower than comparable municipalities in Canada. *(Slide 21, 22)*
- 3 in 5 residents agree with increasing taxes or user fees to either maintain existing programs and service levels (34%) or add new programs and services to improve resident quality of life (25%). Among these residents, 47% prefer increase to user fees for funding, while 19% prefer increase to property taxes. *(Slides 23, 24)*
- 81% of residents believe that the cost-sharing formula for regional services with other municipalities in Peel Region should be changed based on population size instead of property value. *(Slide 25)*
- When it comes to the City's budget spending, 36% of residents say they are familiar with how the City spends its budget across different services. Among all residents, affordable property taxes and fees, infrastructure maintenance, and investments made on essential services were the top suggestions for budget priorities. *(Slides 26, 27)*

Housing Affordability

- 72% of residents believe that house and rent prices are likely to either moderately or significantly impact their ability to live in the city over the next 5 years, up from 66% in 2023. *(Slide 29)*

Executive Summary

Resident Communication Preferences

- 50% of residents are satisfied with how well the City communicates about its services, programs, and plans, while 28% say they are neutral. (Slide 31)
- Residents continue to be most interested in receiving information about city taxes and budget (53%) since previous years (2017-2023: 29%-36%). The City's website (38%) and media (36%) are two of the most common sources where residents find or receive this and other City information. Among residents who want to receive information from the City, 40% prefer emails. (Slides 32-34)
- 54% agree that the City offers meaningful opportunities for its residents to engage with or be consulted on matters important to Mississauga, up from 47% in 2023. (Slide 36)
- 37% of residents have participated in at least one of the City's public consultations or engagement processes in the past 12 months, with surveys conducted by the City on a project, issue or topic being the most common activity. 69% of residents who participated reported being satisfied with these activities. (Slide 37-38)

Contact with the City

- 23% of residents have contacted the City in the past 12 months, with 67% of these residents contacting the City using either its 3-1-1 or direct City number. (Slides 40, 42).
- More than half of these residents are satisfied with the overall customer service from the City (69%) and have expressed positive sentiments toward its various customer service elements (54%-66%). (Slides 41, 43)

Transportation and Mobility Services

- More than half of residents are satisfied with the overall quality and condition of roads in the City (60%), and with specific services that help ensure the City's roads are well-maintained, efficient and safe (51%-68%). Proportions remain consistent compared to 2023 (overall road quality and condition satisfaction: 61%, satisfaction with specific services: 56%-71%). (Slide 45, 46)
- 70% of residents believe that the City's various road safety measures are helping Mississauga in its goal towards achieving Vision Zero by making roads safe for all. (Slide 47)

Executive Summary

Flood Prevention

- 52% of residents said that they were slightly, moderately, or severely impacted by either of the two severe flooding events since July 2024. Among them, 49% rated the City as good or excellent when it comes to its efforts in managing these situations. (Slides 49, 50)
- Over half of residents (54%-57%) are satisfied with the City's various flood prevention and support efforts. (Slide 51)

Environmental Action

- 64% of residents rated the average amount of litter in public spaces in Mississauga managed by the City as none/very little or some litter, up from 53% in 2023. Fewer residents reported "a lot of litter" in 2025 (26%) than in 2023 (36%). (Slide 53)
- 34% of residents continue to think that climate change has little to no impact on Mississauga compared to 2023 (35%). (Slide 54)

Regulatory Services

- Compared to previous years (2017-2023: 68%-70%), satisfaction with the City's overall regulatory services decreased to 62%. While more than half of residents who rated their satisfaction with the City's overall regulatory services are satisfied with the specific regulatory services in the City (55%-64%), satisfaction levels continued to decrease since 2019 (66%-83%). (Slide 56, 57)

Executive Summary

Fire and Emergency Services

- Overall satisfaction with the City's fire and emergency services among residents slightly dropped from 85% in 2023 to 81% in 2025. (Slide 59)

MiWay Transit Services

- Overall satisfaction with MiWay Transit Service remains consistent at 69% since 2017 (68%). (Slide 60)

Library Services

- Overall satisfaction with the City's library services remains unchanged since 2023 at 82%. This service area received the highest satisfaction rating in 2025. (Slide 61)

Arts, Culture and Heritage Services

- Overall satisfaction with the City's arts, culture and heritage services remains nearly the same as previous years (71%-75% in 2017-2023) at 72%. (Slide 62)

Recreation Services

- Overall satisfaction with the City's recreation services remains consistent with 2023 (76%) at 74%. (Slide 63)

Parks and Forestry Services

- Overall satisfaction with the City's parks and forestry services remains unchanged since 2023 at 79%. (Slide 64)



Project Overview

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, excluding City employees

Sample Size: n=1,002

Average Length of Interview 13.9 minutes

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 $\pm 3.10\%$, 19 times out of 20.

Fieldwork Dates: October 6th – November 6th, 2025

Additional Notes:

- The respondents were drawn from online panels of Mississauga residents. Panel respondents were randomly invited to complete the survey.
- Results throughout this report have been statistically weighted by age, gender and ward, to ensure that the sample reflects the target population according to 2021 Census data.

Interpreting this Report

% of Residents Satisfied/Familiar/Agreeing, % of Moderate/Significant Impact, % of Residents Rating City as Excellent/Good reference the collected TOP2 positive or BOTTOM2 negative responses, respectively, where applicable. For example, a grouping labelled as “% of Residents Satisfied” may refer to the combined result of “very satisfied” and “somewhat satisfied”.

Rating Scales

For questions that asked respondents to provide a rating from 1 to 10, results have been grouped as follows: very dissatisfied/not at all familiar/strongly disagree (1-2), somewhat dissatisfied/somewhat not familiar/somewhat disagree (3-4), neutral (5-6), somewhat satisfied/somewhat familiar/somewhat agree (7-8), very satisfied/very familiar/strongly agree (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 % of Residents Satisfied/Familiar/Agreeing, % of Moderate/Significant Impact, and % of Residents Rating City as Excellent/Good 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 type(s) of information are you most interested in from the City of Mississauga? Please select all that apply.”), 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.

Question Framework

The footnote on each page indicates the related question from the survey questionnaire, the sample framework used in the analysis, and the sample size of the related data.

Comparisons to Previous Surveys

- **Shifts in Data Collection Methods**

Given the shift in the data collection method, questions around overall quality of life, perceived value of taxes, housing affordability, resident communication preferences, and customer satisfaction that were previously asked via telephone survey were asked via this year's online survey. Each slide around these topics includes a note to indicate questions where the data collection method changed, where applicable.

- **Updates to Question and/or Answer Option Phrasing**

Where question and/or answer option phrasing matches and results are available, or may have been slightly updated, comparisons to the previous surveys (2015-2023) have been included in the analysis. A note has been included in each slide to inform on any question phrasing updates, where applicable.

- **New Questions and/or Answer Options Added**

There were new questions and/or answer options added to the 2025 survey (e.g., "If [maintaining service levels/adding new programs and services] meant an increased in cost to provide those services, which would you prefer?"). A note has been included in each slide to inform on these additions, where applicable.

- **Updates to Survey Question Methodology**

There were also questions where survey question methodology were updated (e.g., when asking the types of information residents are most interested in receiving, the previous waves (2015-2023) asked this in an open-ended manner where residents volunteered their responses, whereas in the 2025 survey, residents were provided with a list of answer options to select from). A note has been included in each slide to outline these updates, where applicable.

These considerations are important to keep in mind when interpreting comparative results.

Benchmarks with Other Municipalities

Benchmark analysis was conducted to compare the City's score with other municipalities in Canada. The following were considered for selecting municipalities for benchmarking:

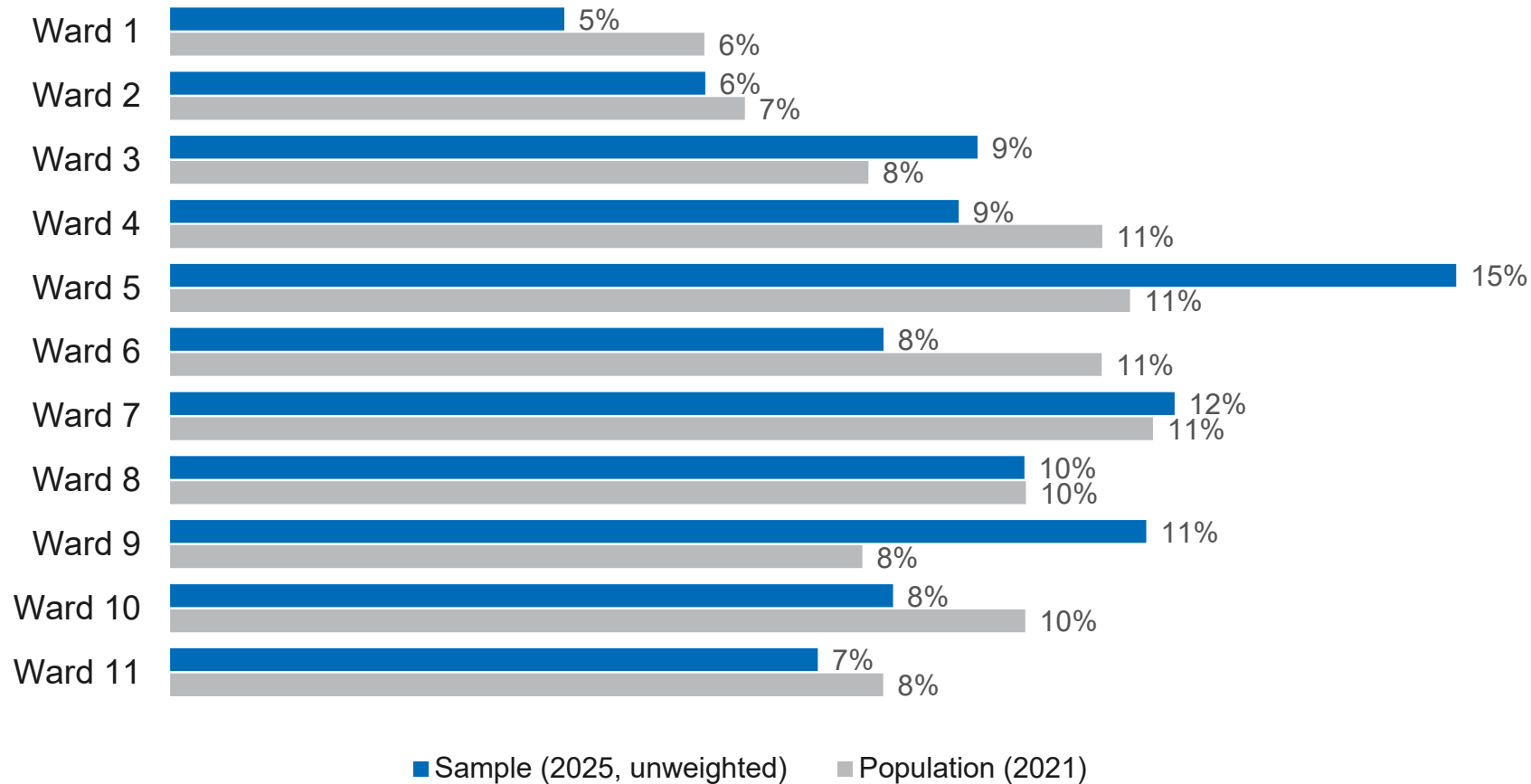
- Municipalities with population sizes between 200,000 and 900,000 based on 2021 Census data;
- Neighbouring municipalities of the City of Mississauga;
- Municipalities who have conducted a resident satisfaction, citizen satisfaction, or citizen engagement surveys in their cities between 2023 and 2025, and whose results are publicly available in official city websites;
- Municipalities who have asked a question on any of the following topics:
 - Overall satisfaction with city services
 - Satisfaction with tax dollars in consideration of city services (or value of tax dollars)

When interpreting benchmarking results, it is important to keep the following in mind:

- Rating or answer option scales may differ between city surveys. For example, overall satisfaction on city services for some municipalities were measured using an 11-point rating scale (0-10), some a 4-point Likert scale (Very dissatisfied-Very satisfied), and the City of Mississauga using a 10-point rating scale (1-10). Value of taxes, on the other hand, were measured by either a 4-point Likert scale (Very poor value-Very good value) or a 10-point rating scale (1-10). To make results comparable for benchmarking analysis, scores have been calculated to include "very satisfied" and "somewhat satisfied" combined results, and "very good" and "fairly good"/"good" combined results.
- Surveys for these municipalities were conducted by other research firms aside from Forum Research, Inc., and may have employed different methods of sampling, survey questionnaire design, data collection, interpretation and reporting.
- Results of satisfaction scores may also differ between surveys. Some cities reported satisfaction scores with "Don't know" responses included in the calculations, while others' scores were reported that excluded "Don't know" responses. To make results comparable for benchmarking analysis, some scores have been calculated to exclude "Don't know" responses in the calculation where data are available.

Ward Distribution

- Residents were asked to either indicate their full postal code or select their ward from Mississauga's map to identify the wards they currently live in. To closely mirror the population distribution as of 2021, results have been weighted based on the 2021 census data from Statistics Canada.



A1a. What is your postal code? // A1b. Which ward do you currently live in? Please indicate your ward by clicking on the map displayed below.

Sample size: A1a: n=857 // A1b n=73

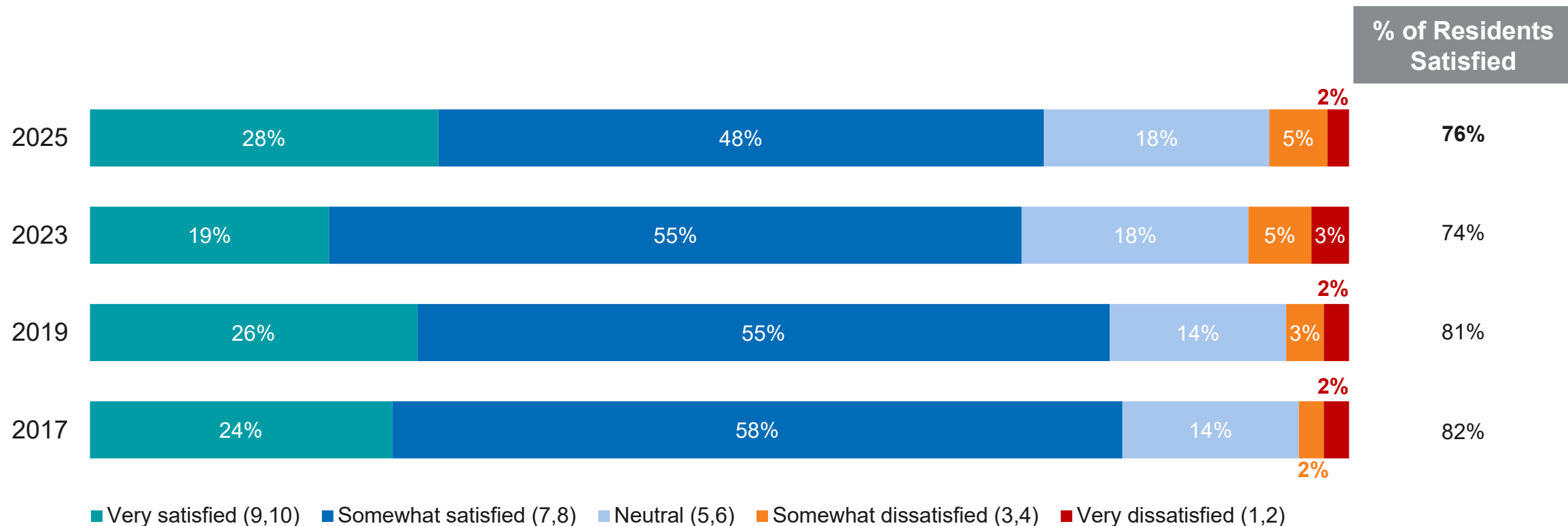
Base: A1a: All respondents // A1b: Respondents who did not provide their postal codes (excluding Prefer not to say responses)



Overall Satisfaction with City Services and Municipal Government, and Top of Mind Issues

Overall Satisfaction with the Services from the City

- About 3 in 4 residents (76%) are satisfied with the services provided by the City of Mississauga, with 28% being very satisfied and 48% being somewhat satisfied.
- Overall satisfaction (76%) is consistent with 2023's findings (74%).



*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

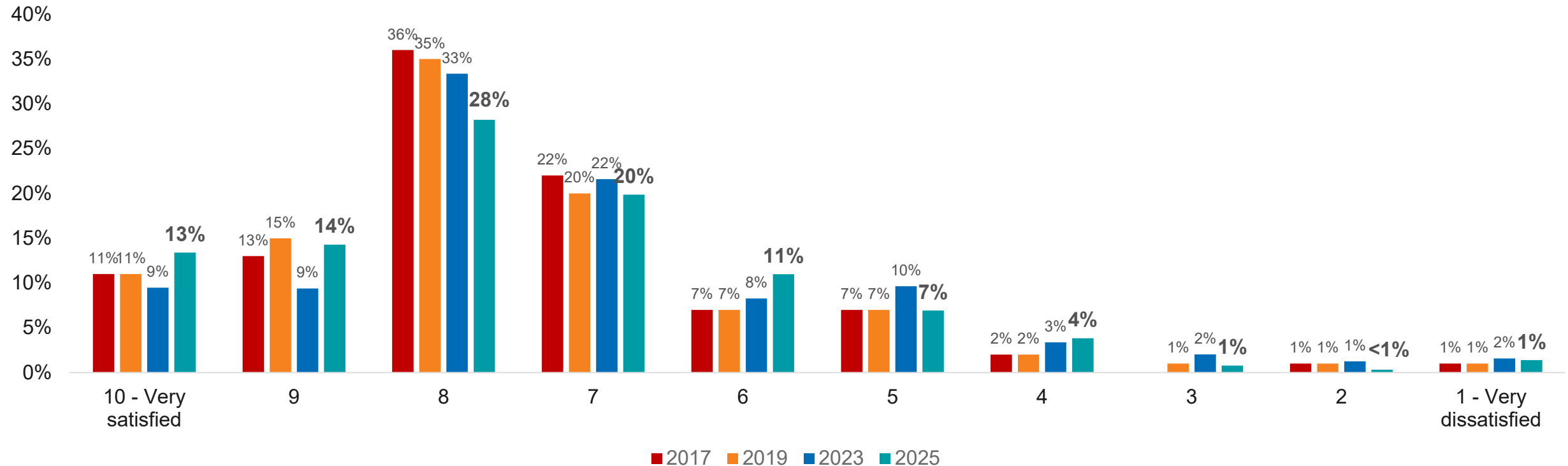
B1. Overall, how satisfied are you with the services provided by the City of Mississauga, using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"?

Sample size: n=979

Base: All respondents (excluding Don't know/Not applicable responses)

Overall Satisfaction with the Services from the City

- The figure below shows the complete distribution of responses for the question about satisfaction with the services provided by the City of Mississauga.
- Compared to 2023, a larger proportion of respondents in 2025 have rated their satisfaction as a “9” or “10” (9/10: 9%/9% in 2023 vs. 14%/13% in 2025).



*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

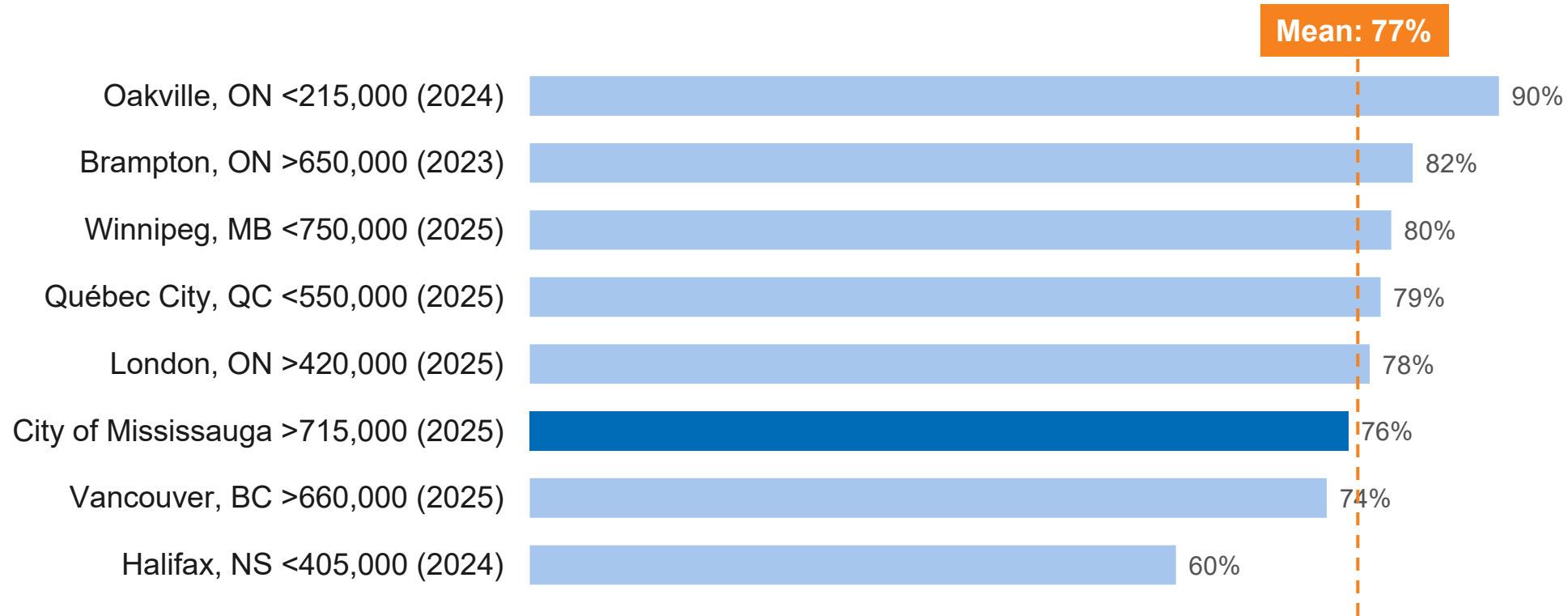
B1. Overall, how satisfied are you with the services provided by the City of Mississauga, using a scale of 1 to 10 where 1 means “very dissatisfied” and 10 means “very satisfied”?

Sample size: n=979

Base: All respondents (excluding Don't know/Not applicable responses)

Overall Satisfaction with City Services Benchmarks

- 76% of City of Mississauga residents are satisfied with the services provided by the City, which is nearly consistent with benchmark municipalities.



*This benchmark analysis is based on the results of surveys conducted between 2023-2025 that asked a question around residents' overall satisfaction on the services provided by their Cities. Satisfaction rating scales may differ, where some used an 11-point rating scale (0-10), some a 4-point Likert scale (Very dissatisfied-Very satisfied), and the City of Mississauga using a 10-point rating scale (1-10). For benchmarking purposes, some scores have been recalculated to exclude Don't know responses in the calculation where data are available, and to include very satisfied and somewhat satisfied combined results. Comparisons for this question include 8 municipalities across Canada, with populations ranging from ~215,000 to ~750,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data, while years enclosed in parentheses are reference years to the most recent publicly available reports from these municipalities' city websites. It is also important to note that resident/community/civic satisfaction/engagement reports published by the above municipalities were conducted by other research firms and may have employed data collection and survey question methods that may be different from the methodology used in this survey.

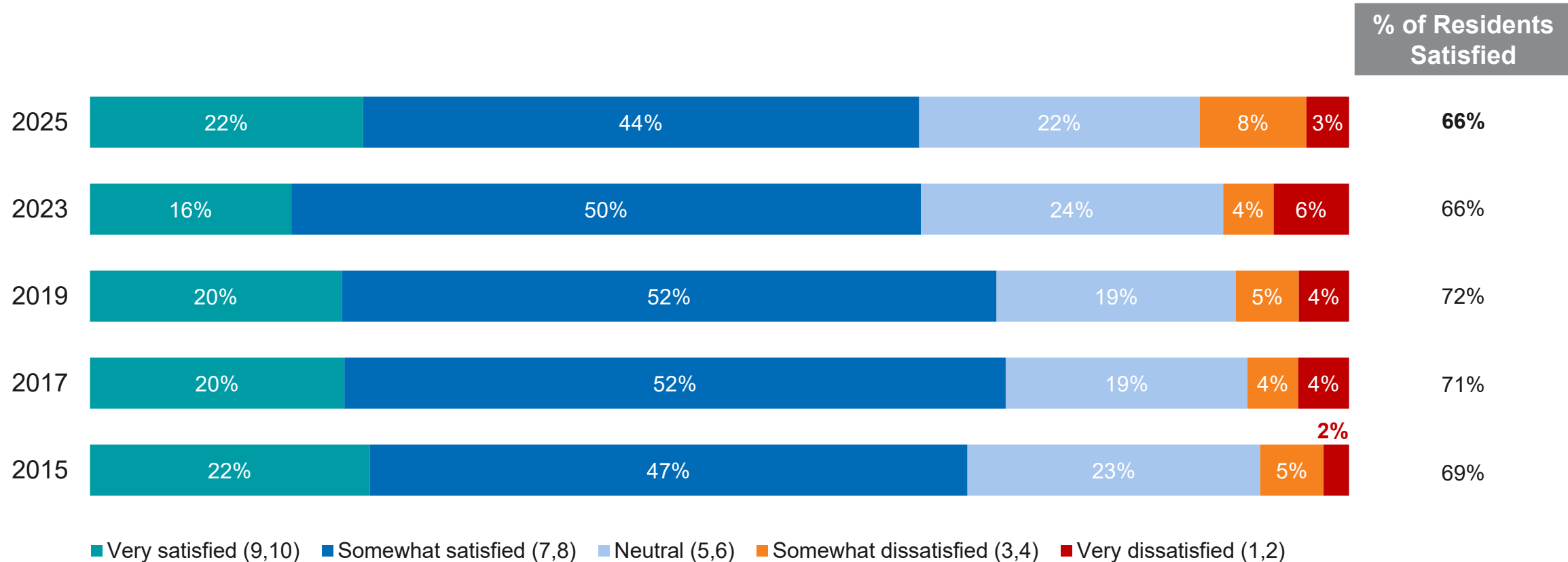
B1. Overall, how satisfied are you with the services provided by the City of Mississauga, using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"?

Sample size: n=979

Base: All respondents (excluding Don't know/Not applicable responses)

Overall Satisfaction with the City's Municipal Government

- Similar to 2023, 2 in 3 residents (66%) are satisfied with the City's municipal government.



*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

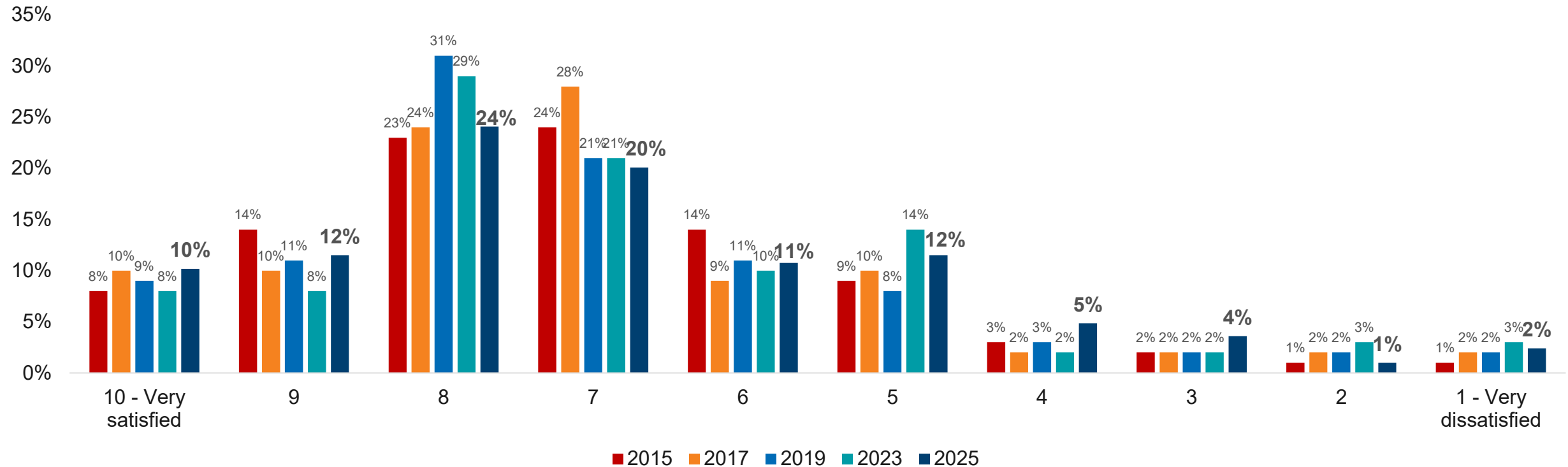
B2. How satisfied are you with the City of Mississauga's municipal government, using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"?

Sample size: n=975

Base: All respondents (excluding Don't know/Not applicable responses)

Overall Satisfaction with the City's Municipal Government

- The figure below shows the complete distribution of responses for the question about satisfaction with the City's municipal government.
- Most proportions have remained relatively consistent year over year, with bulk of the ratings coming from the rating of "7" or "8".



*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

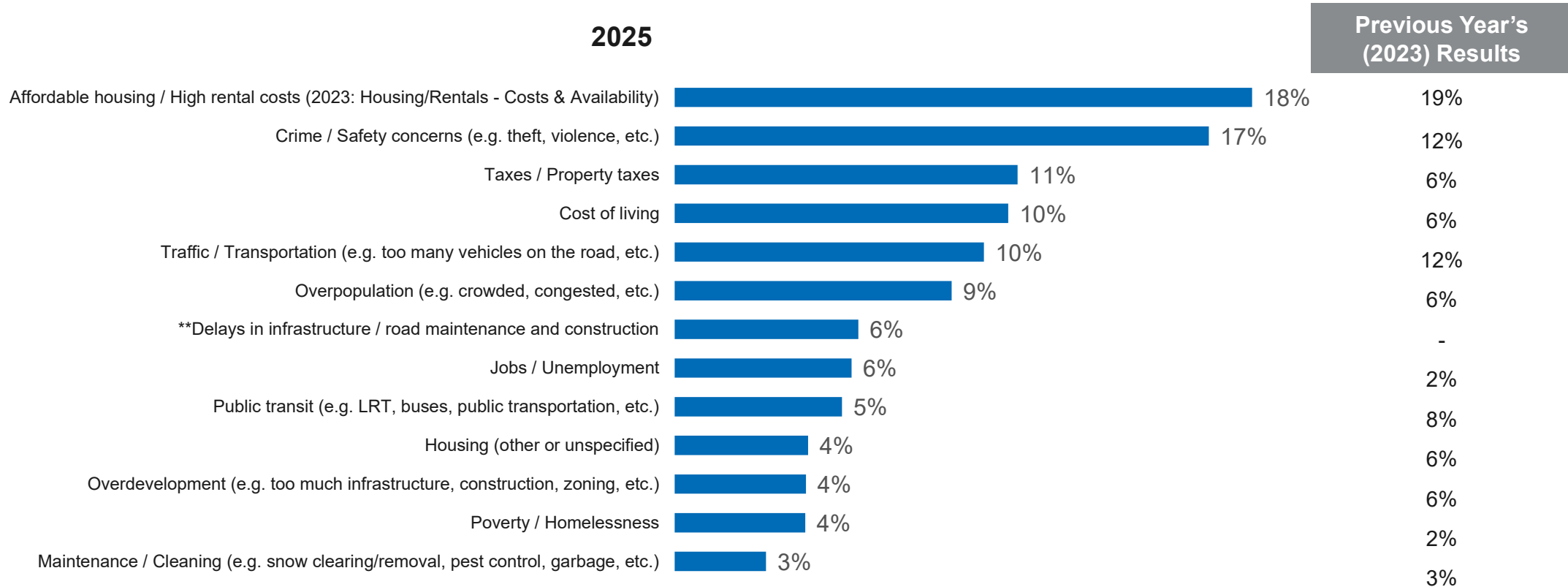
B2. How satisfied are you with the City of Mississauga's municipal government, using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"?

Sample size: n=975

Base: All respondents (excluding Don't know/Not applicable responses)

Top of Mind Issues (Unaided)

- Housing or rental costs and availability continue to be the top cited issue that the City faces, as expressed by 18% of residents. Crime or safety concerns continue to be the second most cited issue among 17% of residents.



*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD to telephone survey (CATI) data collection
- For visualization, categories with <3% mentions are excluded from the above chart.
- Responses have been categorized into themes for the purposes of analysis..
- **Delays in infrastructure / road maintenance and construction" is a new theme in the 2025 survey.

B3. In your opinion, what is the single most important issue facing the City of Mississauga today?

Sample size: n=977

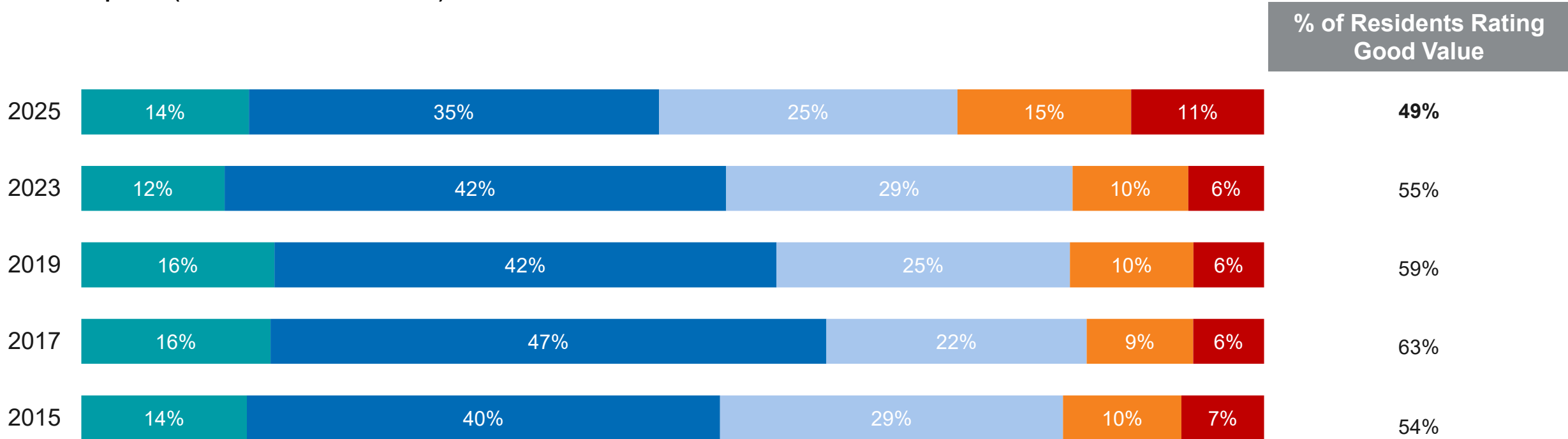
Base: All respondents (excluding Don't know/Not applicable responses) [Multi-Mention]



Perceived Value of Taxes

Perceived Value of Taxes Relative to Services from the City

- Nearly half of residents (49%) feel that they receive good value from their municipal tax dollars relative to the services they receive from the City.
- The proportion of residents saying they receive good value from their municipal tax dollars in consideration of the services from the City declined since 2023 (55% in 2023 vs. 49% in 2025). This drop could be linked to the increase in the proportion of residents citing taxes/property taxes as a top-of-mind issue over the same period (6% in 2023 vs. 11% in 2025).



*Notes: ■ Very good value (9,10) ■ Somewhat good value (7,8) ■ Neutral (5,6) ■ Somewhat poor value (3,4) ■ Very poor value (1,2)

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
- 2025 survey question was updated from previous year's "Your property taxes are shared between the City of Mississauga, the Region of Peel and the Province. For every dollar a resident pays in property taxes, the City of Mississauga receives approximately 36 cents. Using a scale of 1 to 10, where 1 means "very poor value" and 10 means "very good value," please rate the value you feel you receive from your municipal tax dollars, taking into consideration all of the services you receive from the City of Mississauga."
- While in the 2023 report, scale labels used for reporting were "1-Very dissatisfied to 10-Very satisfied", the 2025 report has aligned the scale labels in the report with what was used in the survey.

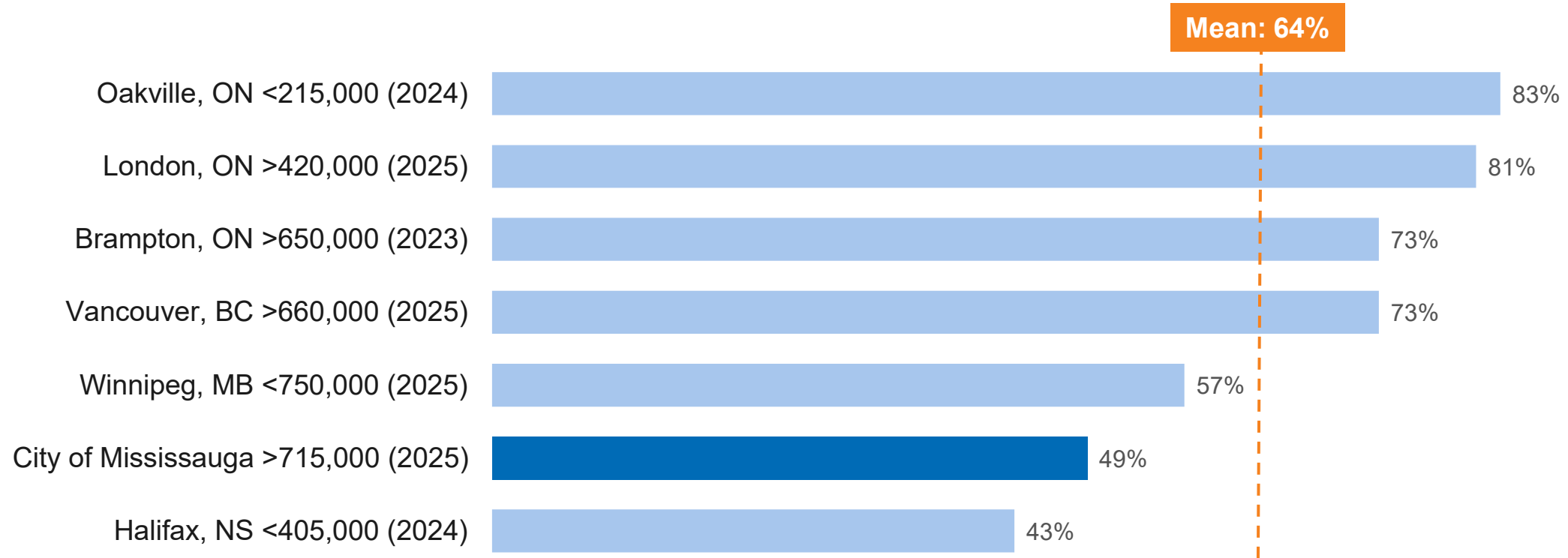
C1. Your property taxes are shared between the City of Mississauga, the Region of Peel and the Province. For every dollar a resident pays in property taxes, the City of Mississauga only receives approximately 37 cents. Using a scale of 1 to 10, where 1 means "very poor value" (very dissatisfied) and 10 means "very good value" (very satisfied), please rate the value you feel you receive from your municipal tax dollars, taking into consideration all of the services you receive from the City of Mississauga.

Sample size: n=955

Base: All respondents (excluding Don't know/Not applicable responses)

Perceived Value of Taxes Relative to City Services Benchmarks

- 49% of City of Mississauga residents are satisfied with the value of their taxes in relation to the services from the City, which is lower than the average satisfaction score of 64% among benchmark municipalities.



*This benchmark analysis is based on the results of surveys conducted between 2023-2025 that asked a question around residents' overall rating of the value of taxes in consideration with the programs and/or services they receive from their Cities. Value for taxes rating scales may differ, where some a 4-point Likert scale (Very poor value-Very good value), and the City of Mississauga using a 10-point rating scale (1-10). For benchmarking purposes, some scores have been recalculated to exclude Don't know responses in the calculation where data are available, and to include very good value and fairly good value combined results. Comparisons for this question include 7 municipalities across Canada, with populations ranging from ~215,000 to ~750,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data, while years enclosed in parentheses are reference years to the most recent publicly available reports from these municipalities' city websites. It is also important to note that resident/community/civic satisfaction/engagement reports published by the above municipalities were conducted by other research firms and may have employed data collection and survey question methods that may be different from the methodology used in this survey.

C1. Your property taxes are shared between the City of Mississauga, the Region of Peel and the Province. For every dollar a resident pays in property taxes, the City of Mississauga only receives approximately 37 cents. Using a scale of 1 to 10, where 1 means "very poor value" (very dissatisfied) and 10 means "very good value" (very satisfied), please rate the value you feel you receive from your municipal tax dollars, taking into consideration all of the services you receive from the City of Mississauga.

Sample size: n=955

Base: All respondents (excluding Don't know/Not applicable responses)

Balancing Services with Taxes/User Fees

- Around 2 in 5 residents (41%) believe that the City should not increase taxes or user fees amid increase in costs for programs and services brought about by inflation, even if it means cuts to programs and services that improve resident quality of life. Meanwhile, the remaining 3 in 5 residents agree with increasing taxes or user fees to either maintain existing programs and services (34%) or add new ones (25%).

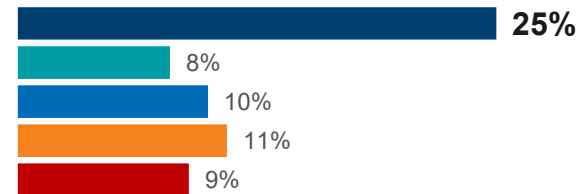
**The City should not increase taxes or user fees, even if it means cuts to programs and services that improve resident quality of life
(2015-2023: Keep taxes at current levels and reduce services / Reduce taxes and cut services)



The City should maintain existing programs and service levels, even if it means taxes or user fees must increase
(2015-2023: Increase taxes at around the rate of inflation to maintain services)



The City should add new programs and services that improve resident quality of life, even if it means taxes or user fees must increase
(2015-2023: Increase taxes above the rate of inflation to expand or improve services)



■ 2025 ■ 2023 ■ 2019 ■ 2017 ■ 2015

*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
2. 2025 survey question was updated from previous year's "Property taxes are the primary way to pay for services and programs provided by the City of Mississauga. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. I'm going to read you four statements. After hearing all of them, please tell me which one of the following taxation and service options you would most prefer for the City of Mississauga."
3. 2025 answer options were updated since previous years, as indicated in above chart.
4. **Results for the answer options "Keep taxes at current levels and reduce services" and "Reduce taxes and cut services" have been combined to be able to trend 2025 results with previous years'.

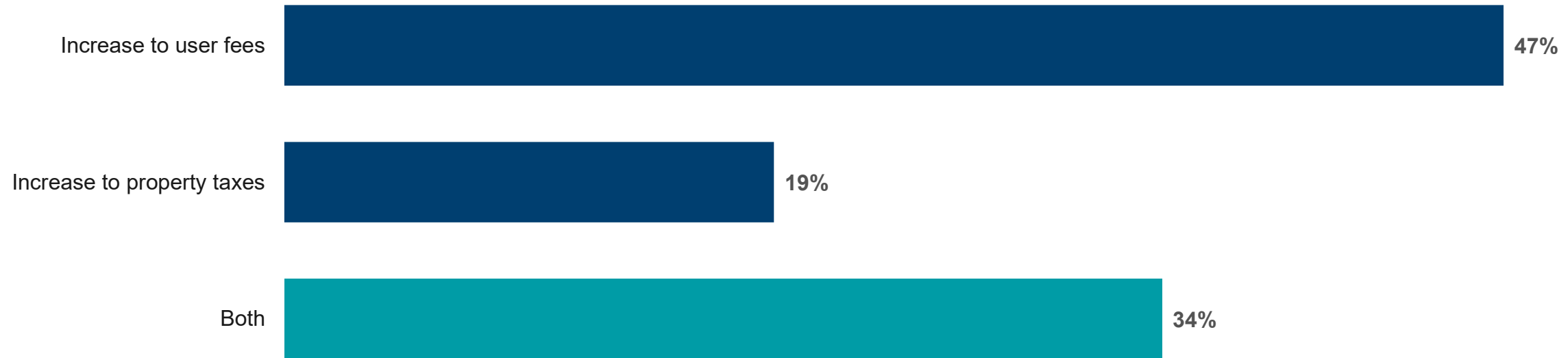
C2. As the cost of providing programs and services increases every year due to inflation, which of the following statements best reflects your view?

Sample size: n=1002

Base: All respondents

Balancing Services with Taxes/User Fees

- Among residents who agree with increasing tax or user fees for either maintaining existing or adding new programs and services, nearly half of residents (47%) prefer increases to user fees to fund maintaining service levels or adding new programs and services.
- Meanwhile, around a third of residents (34%) prefer increases to both user fees and property taxes to cover increase in costs.



*Notes:

1. New question asked in 2025 survey.

C3. If [maintaining service levels / adding programs and services] meant an increased cost to provide those services, which would you prefer?

Sample size: n=488

Base: Respondents who agree with increase in taxes or user fees to either add new or maintain existing programs and services/service levels (excluding Don't know responses)

Views on Cost Sharing Formula for Regional Services

- When it comes to cost sharing for regional services with other municipalities in Peel Region, around 4 in 5 residents (81%) believe that the formula should be changed based on population instead of property value.

The formula should be changed to reflect population size instead of property value

81%

The current funding formula based on property value is fair and should stay the same

19%

*Notes:

1. New question asked in 2025 survey.

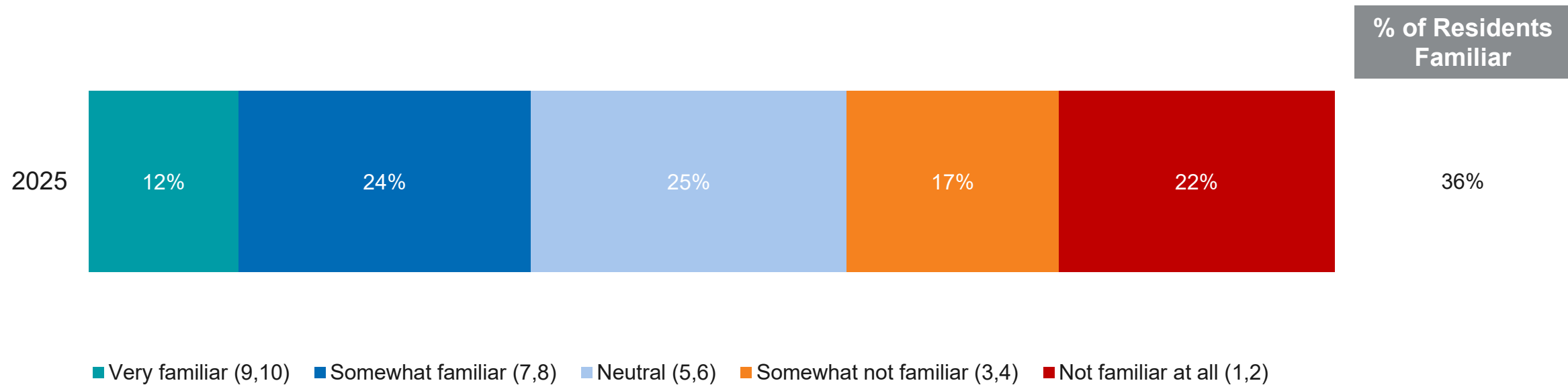
C4. The City of Mississauga contributes to the cost of sharing regional services such as police and regional roads with other municipalities in Peel Region. These costs are currently distributed among the municipalities based on property value rather than population size. As a result, Mississauga pays millions of dollars more for these services than it would under a population-based formula. This means that Mississauga currently pays 58% of the Region's operating costs, while Brampton pays 35%, and Caledon pays 7%. This also means that Mississauga pays 62% of the policing cost while Brampton pays 38%. Which of the following best reflects your opinion?

Sample size: n=904

Base: All respondents (excluding Don't know/Not applicable responses)

Familiarity with the City's Budget Spending

- More than 1 in 3 residents (36%) say they are familiar with how the City spends its budget across different services, with more residents being somewhat familiar (24%) compared to those being very familiar (12%).
- Meanwhile, about 2 in 5 residents (39%) say they are either somewhat or not at all familiar with how the City spends its budget across different services, while 1 in 4 (25%) say they are neutral.



*Notes:

1. New question asked in 2025 survey.

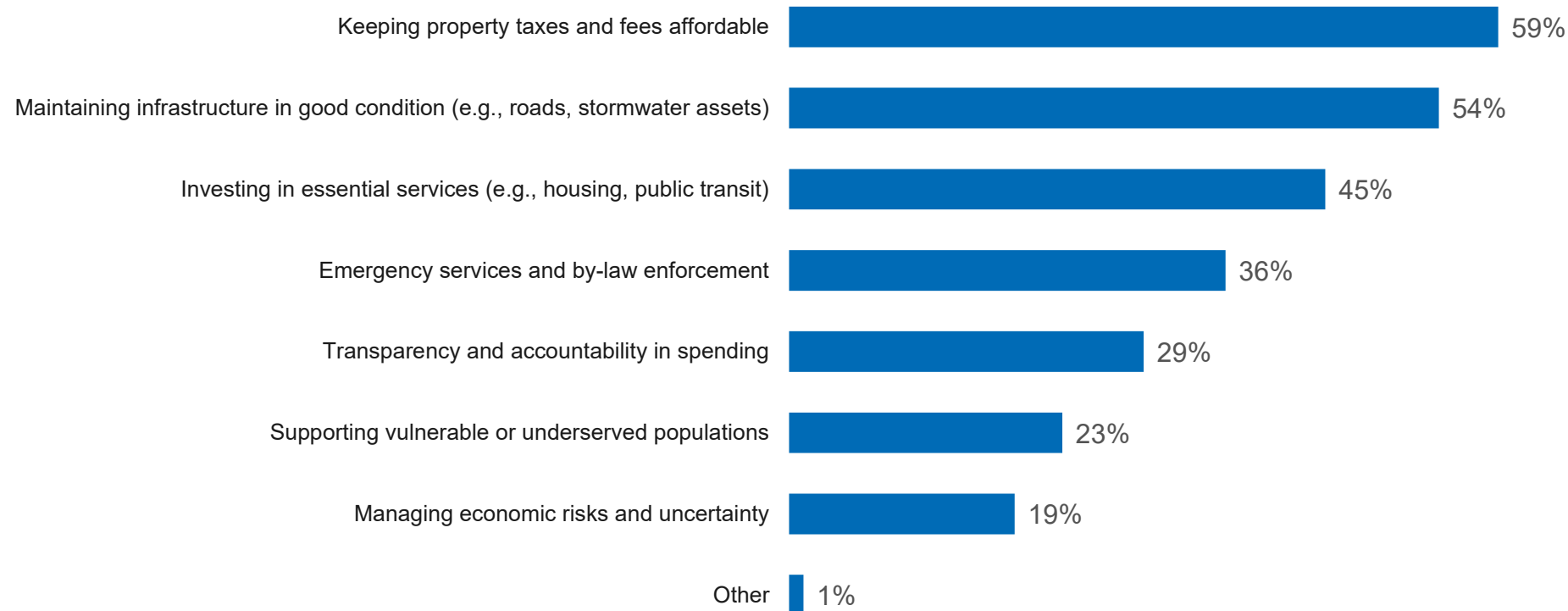
C5. Using a scale of 1 to 10, where 1 means "not familiar at all" and 10 means "very familiar", how familiar are you with how the City spends its budget across different services (like transportation, housing, parks, recreation, libraries, and more)?

Sample size: n=965

Base: All respondents (excluding Don't know/Not applicable responses)

Residents' Suggestions for Budget Priorities

- **Keeping property taxes and fees affordable (59%), maintaining infrastructure in good condition (54%), and investing in essential services (45%) are three of the most cited suggestions from residents as areas to be prioritized in the City's budget.**



*Notes:

1. New question asked in 2025 survey.

C6. As a taxpayer, which of the following areas do you think should be prioritized in the City's budget? Please select up to three.

Sample size: n=975

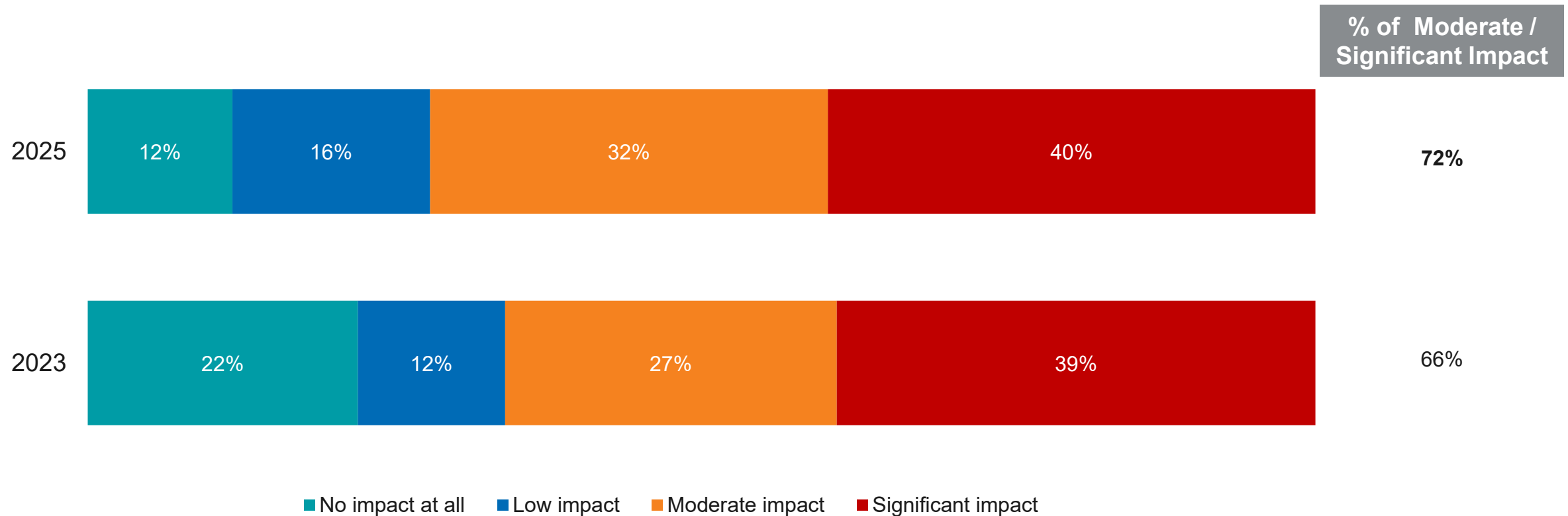
Base: All respondents (excluding Don't know/Not applicable responses) [Multi-Select, Max of 3 Responses]



Housing Affordability

Impact of House Prices and Rents on Living in the City

- About 7 in 10 residents (72%) believe that house and rent prices are likely to either moderately or significantly impact their ability to live in Mississauga over the next 5 years.
- The proportion of residents seeing either a moderate or significant impact has increased since 2023 (66% in 2023 vs. 72% in 2025), with the larger year over year change being an increase from those who are seeing a moderate impact (27% in 2023 vs. 32% in 2025).



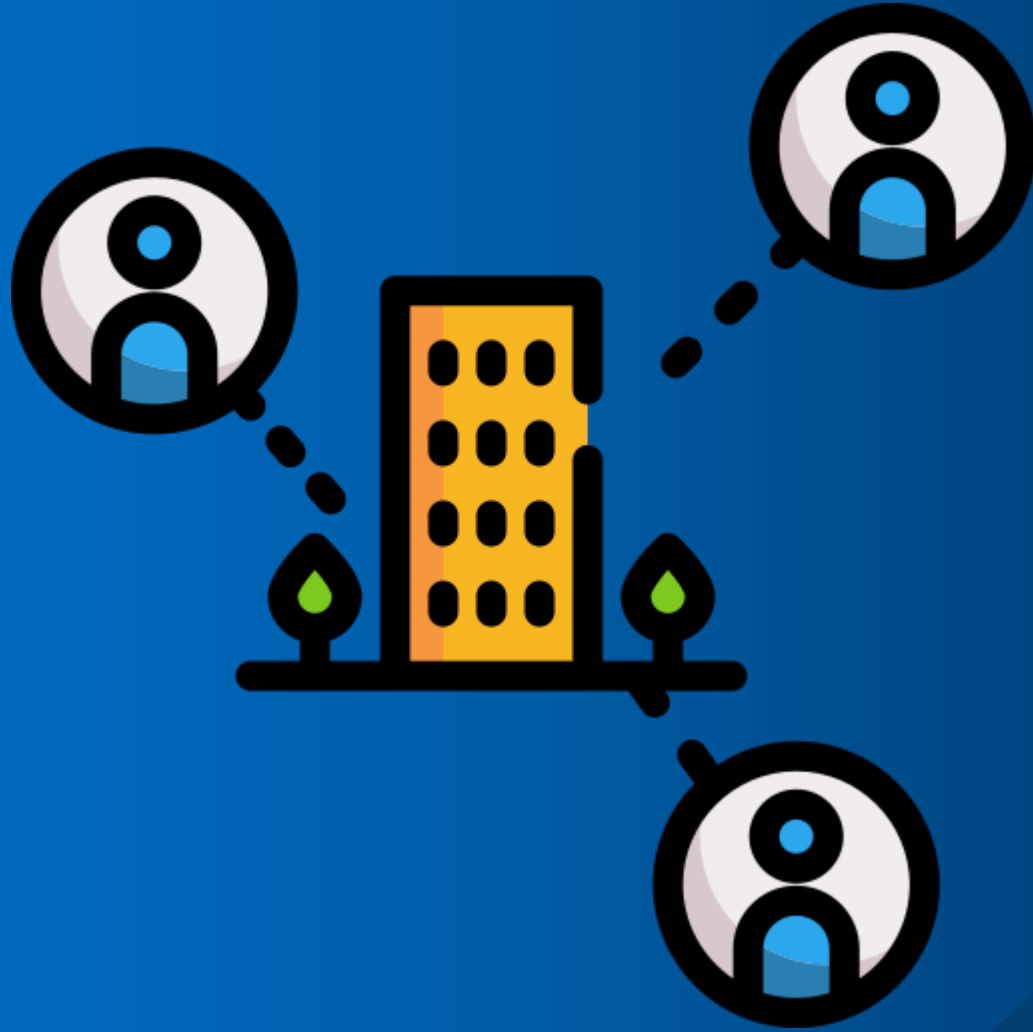
*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

D1. How much of an impact are house and rent prices likely to have on your ability to live in Mississauga over the next five years? Would you say...

Sample size: n=959

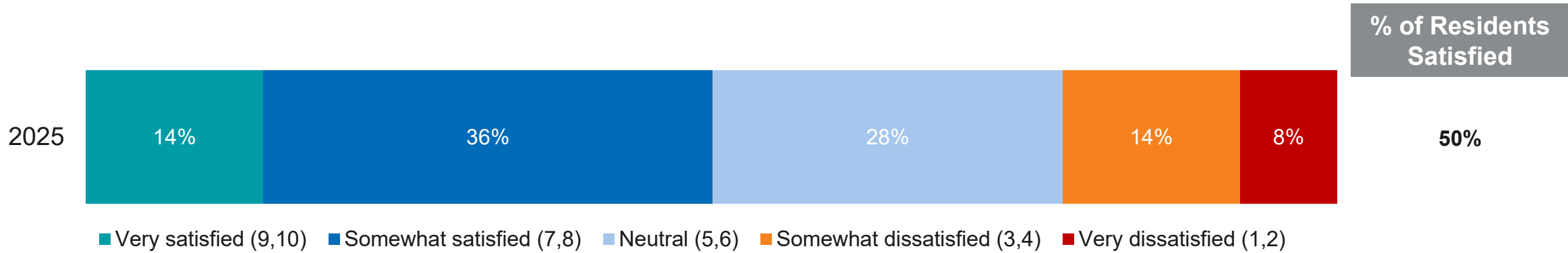
Base: All respondents (excluding Don't know/Not applicable responses)



Resident Communication Preferences

Satisfaction with the City's Communications

- Half of residents (50%) are satisfied with how well the City communicates about its services, programs and plans, while more than a quarter (28%) say they are neutral.



In previous years (2015-2023), 53%-62% of residents said they were satisfied with the amount of information received from the City of Mississauga.

***Notes:**

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
2. 2025 survey question was updated from previous year's "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?". Given that the 2025 survey asks about satisfaction with how well the City communicates about its services, programs and plans, and previous waves ask about satisfaction with the amount of information from the City, results cannot be trended.

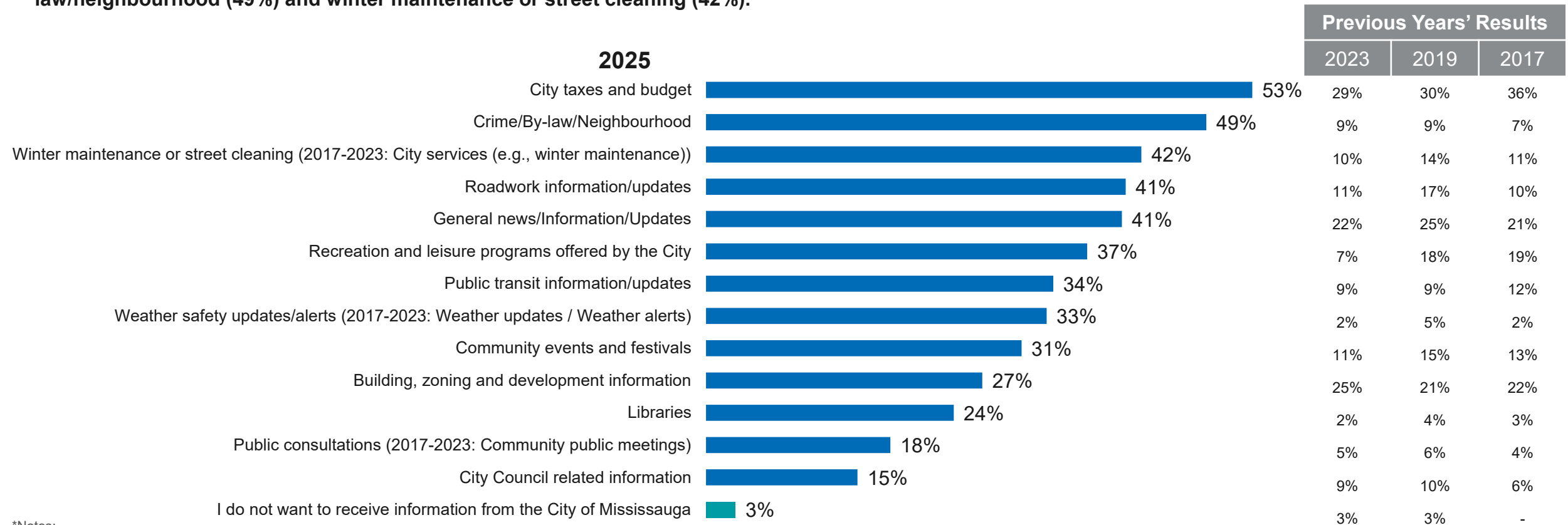
E1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you with how well the City communicates about its services, programs and plans?

Sample size: n=965

Base: All respondents (excluding Don't know/Not applicable responses)

Types of Information Residents are Most Interested in Receiving

- City taxes and budget (53%) remain the type of information residents are most interested in receiving from the City, followed by information on crime/by-law/neighbourhood (49%) and winter maintenance or street cleaning (42%).



*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
- 2025 survey question methodology was updated. Whereas in previous years, residents mentioned types of information they are most interested in receiving, in 2025, residents were asked to select from a list.
- For visualization, "Other" and "Don't know/No comment" responses are excluded from the above chart.

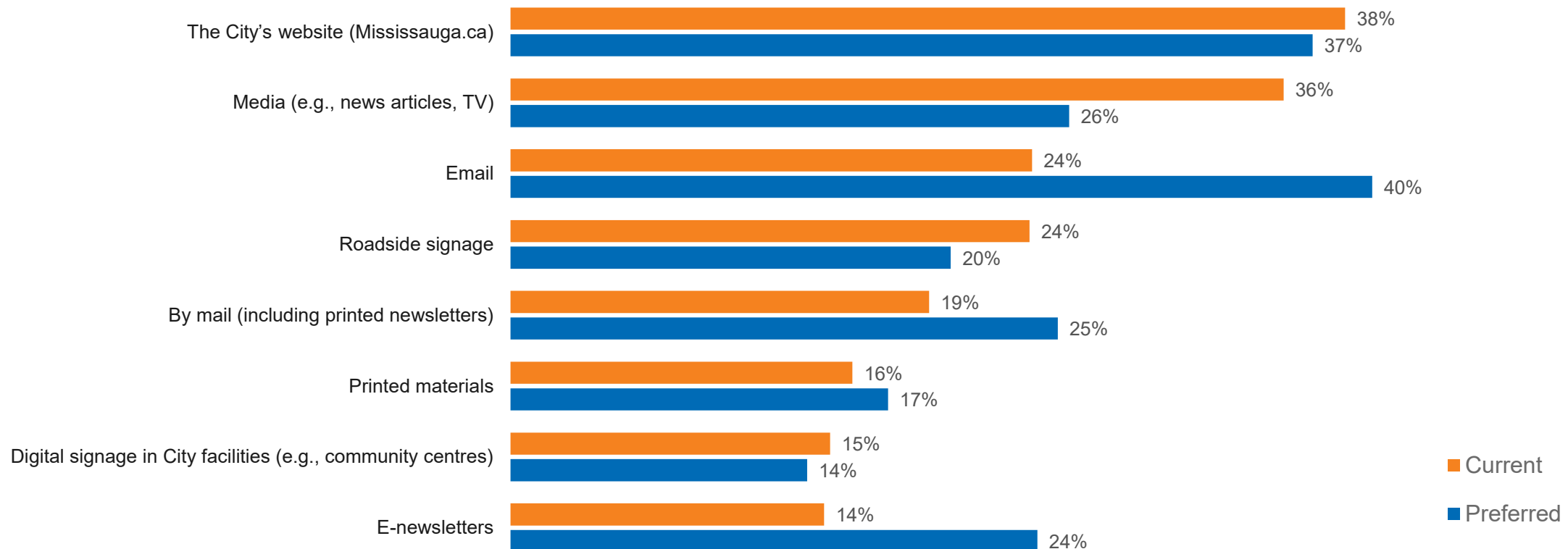
E2. What type(s) of information are you most interested in from the City of Mississauga? Please select all that apply.

Sample size: n=1002

Base: All respondents [Multi-Select]

Current vs. Preferred Ways of Finding or Receiving Information

- Nearly 2 in 5 residents say they currently find or receive City information from the City's website (38%), while a similar proportion (36%) say they find or receive information from media like news articles or TV.
- Among residents who currently find or receive information from the City, email (40%) is the commonly preferred way for finding or receiving information, followed by the City's website (37%).



*Notes:

1. New question asked in 2025 survey.

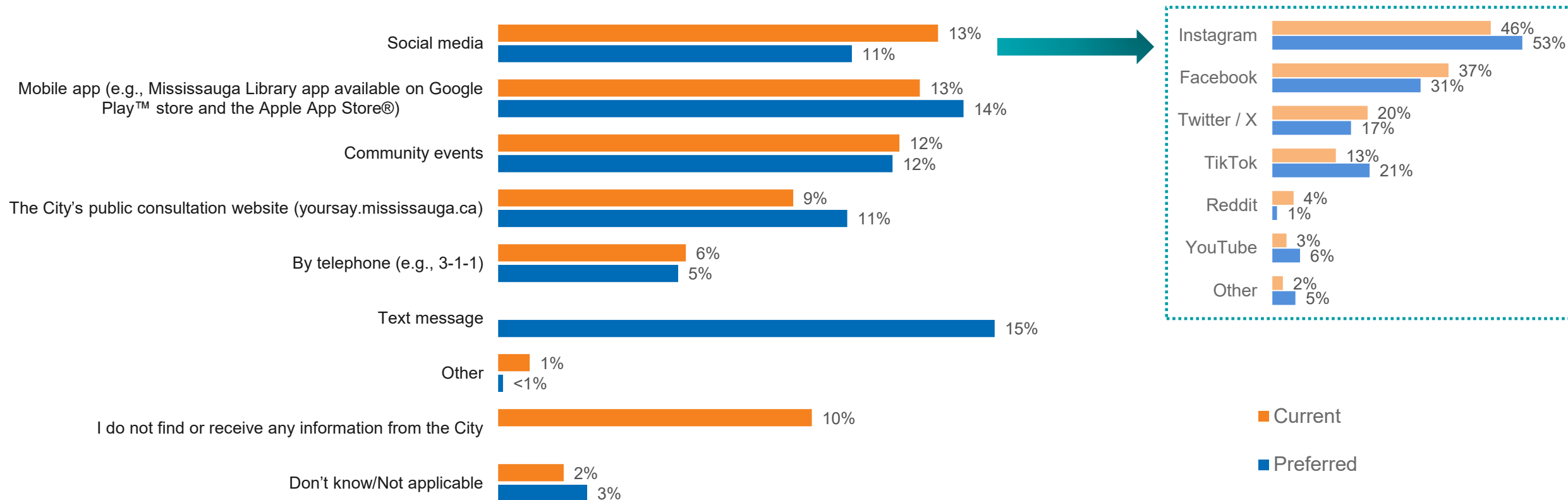
E3. How do you currently find or receive City information? Please select all that apply. // E4. And what is or what would be your preferred method of finding or receiving information from the City? Please select all that apply.

Sample size: E3: n=1002 // E4: n=952

Base: E3. All respondents // E4. Respondents who identified at least one way they currently find or receive City information

Current vs. Preferred Ways of Finding or Receiving Information (con't)

- Among residents who use social media to find or receive City information, Instagram is both the most commonly used (46%) and preferred (53%) social media platform for finding or receiving City information.
- A tenth of residents (10%) expressed that they currently do not find or receive any information from the City.



*Notes:

1. New question asked in 2025 survey.

E3. How do you currently find or receive City information? Please select all that apply. // E4. And what is or what would be your preferred method of finding or receiving information from the City? Please select all that apply.

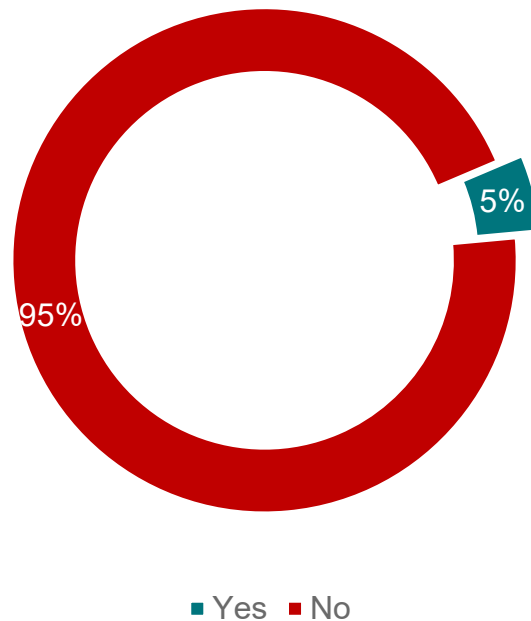
Sample size: E3: n=1002 // E4: n=952

Base: E3. All respondents // E4. Respondents who identified at least one way they currently find or receive City information

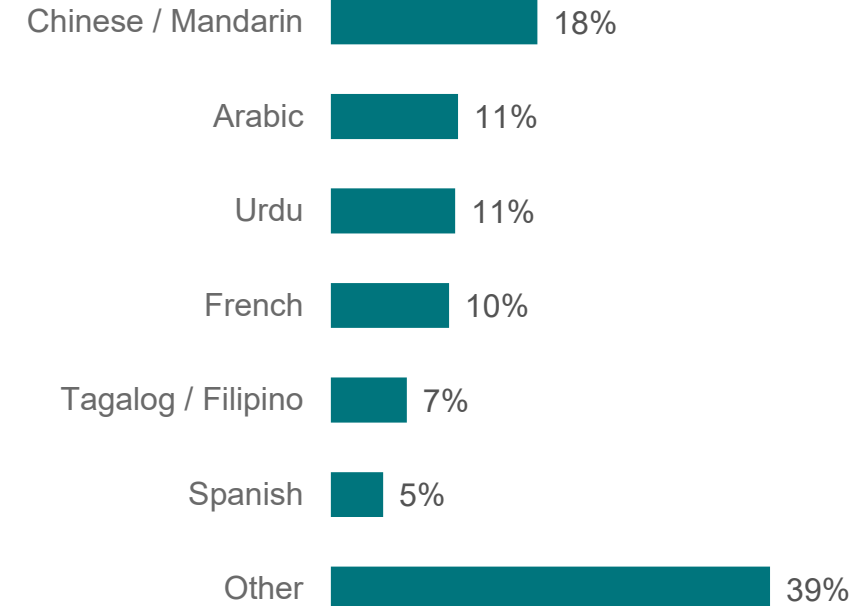
Preferred Language for City Communications

- Only 1 in 20 residents (5%) prefer receiving City communications in a language other than English, with Chinese/Mandarin (18%) being the most commonly preferred language.

Preference for Receiving City Communications in a Language other than English



Preferred Language



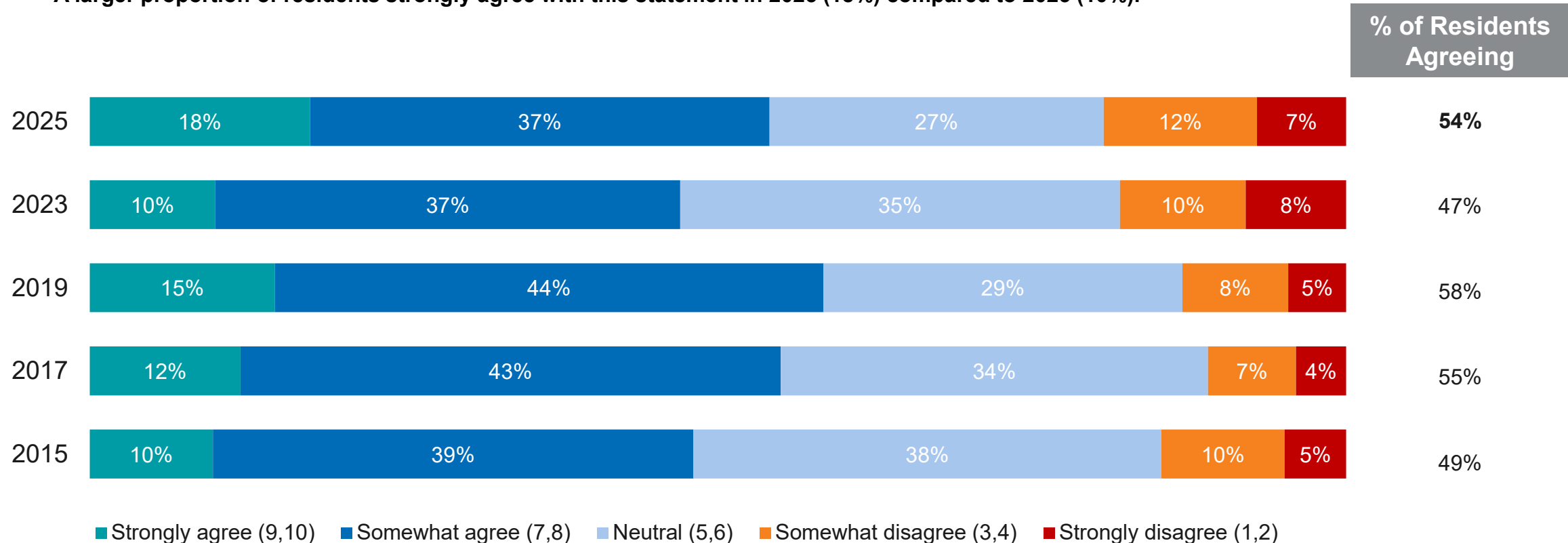
*Notes:

1. New question asked in 2025 survey.

E5. Would you or anyone in your household prefer to receive City communications in a language other than English?
 Sample size: Preference for receiving city communications in a language other than English: n=1000; Preferred language: n=49
 Base: All respondents (excluding "Don't know" responses)

Perceptions on City Offering Meaningful Engagement or Consultation Opportunities

- More than half of residents (54%) agree that the City offers meaningful opportunities for its residents to engage with or be consulted on matters important to Mississauga.
- A larger proportion of residents strongly agree with this statement in 2025 (18%) compared to 2023 (10%).



*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
2. 2025 survey question was updated from previous year's "Using a scale of 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree," how much do you agree or disagree that there are meaningful opportunities, offered by the City, to engage with or be consulted on matters important to Mississauga."

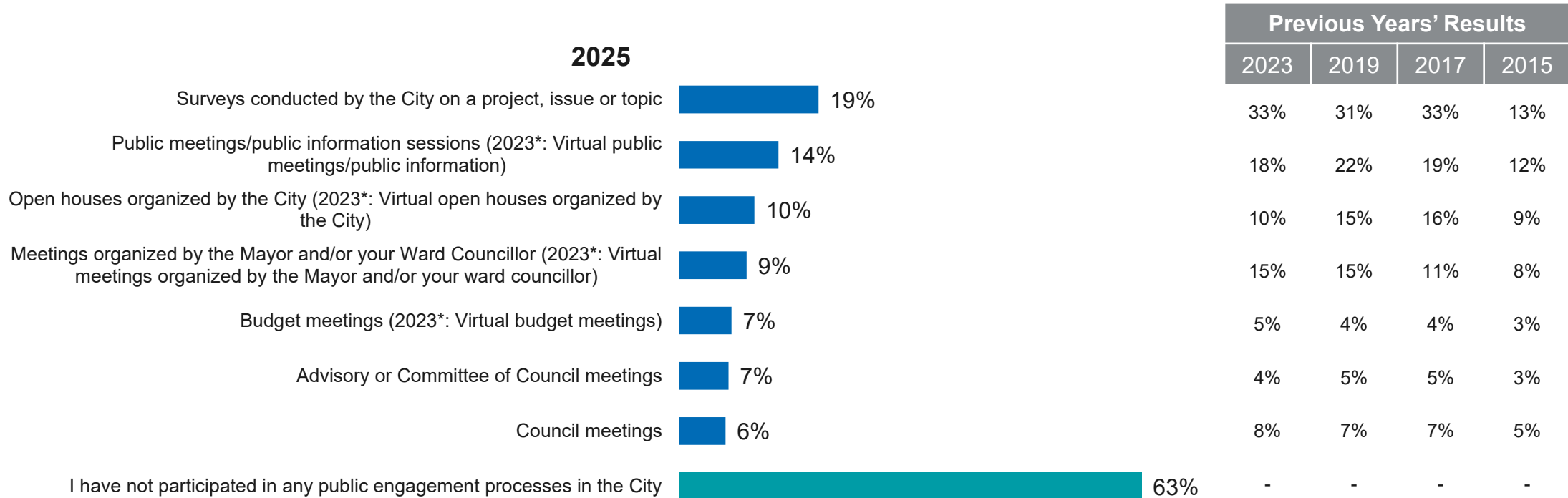
E6. Using a scale of 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree", how much do you disagree or agree that the City offers meaningful opportunities for its residents to engage with or be consulted on matters important to Mississauga?

Sample size: n=913

Base: All respondents (excluding Don't know/Not applicable responses)

Participation in Public Consultation/Engagement Processes

- **More than 3 in 5 residents (63%) have not participated in any public engagement process in the City.**
- **Participating in surveys conducted by the City on a project, issue or topic (19%) continues to be the most common process that residents have participated in, followed by public meetings or public information sessions (14%).**



*Notes:

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
2. In 2025, the survey question methodology was updated. In 2025, respondents were asked to select from a list of engagement processes, whereas in previous years, respondents were asked to select "Yes", "No", or "Don't know/Not applicable" for each process.
3. In 2023, some public engagement processes were virtual events rather than in-person. This is noted in the visual above.
4. "I have not participated in any public engagement processes in the City" is a new answer option in 2025.

E7. In the past 12 months, have you participated in any of the following public consultation/engagement processes in the City either in-person or virtually? Please select all that apply.

Sample size: n=1002

Base: All respondents [Multi-Select]

Satisfaction with Public Engagement Activities

- Nearly 7 in 10 residents (69%) who participated in any of the City's public consultation or engagement processes activities in the past 12 months were satisfied with these activities, with 23% being very satisfied and 46% being somewhat satisfied.



In previous years, the survey asked residents to rate their satisfaction with each engagement activity. On average, 57% of residents were satisfied in 2023, 64% were satisfied in 2019, and 63% were satisfied in 2017.

***Notes:**

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
- 2025 survey question and methodology was updated from previous year's "Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied were you with the [Insert Mention from Q15] you participated in?", where respondents were asked to rate their satisfaction for each public engagement activity they participated in. Previous years' results were calculated based on excluded "Don't know/Not applicable" responses in the distribution. In 2025, the question was updated to ask respondents' overall satisfaction with public engagement activity(ies) they participated in? Given shifts in methodology, results cannot be trended.

E8. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied were you with the public engagement activity(ies) you participated in?

Sample size: n=370

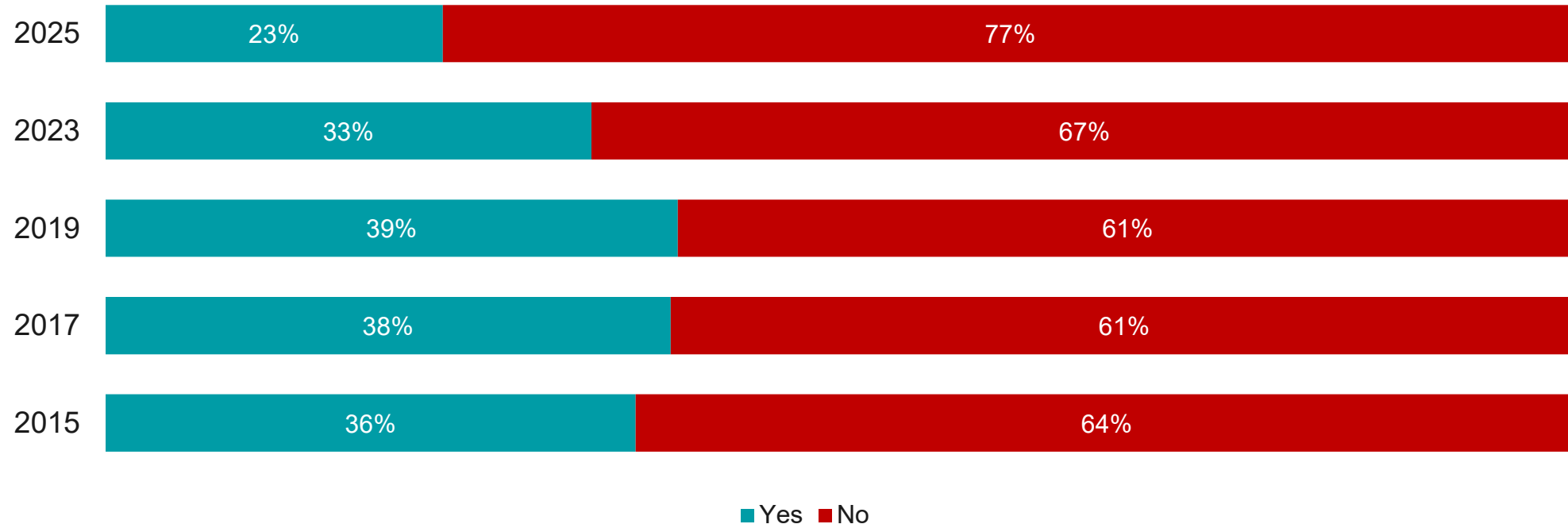
Base: Respondents who have participated in any of the City's public consultation or engagement process activities in the past 12 months (excluding Don't know/Not applicable responses)



Contact with the City

Contact with the City in the Past 12 Months

- Nearly a quarter of residents (23%) have contacted the City in the past 12 months.



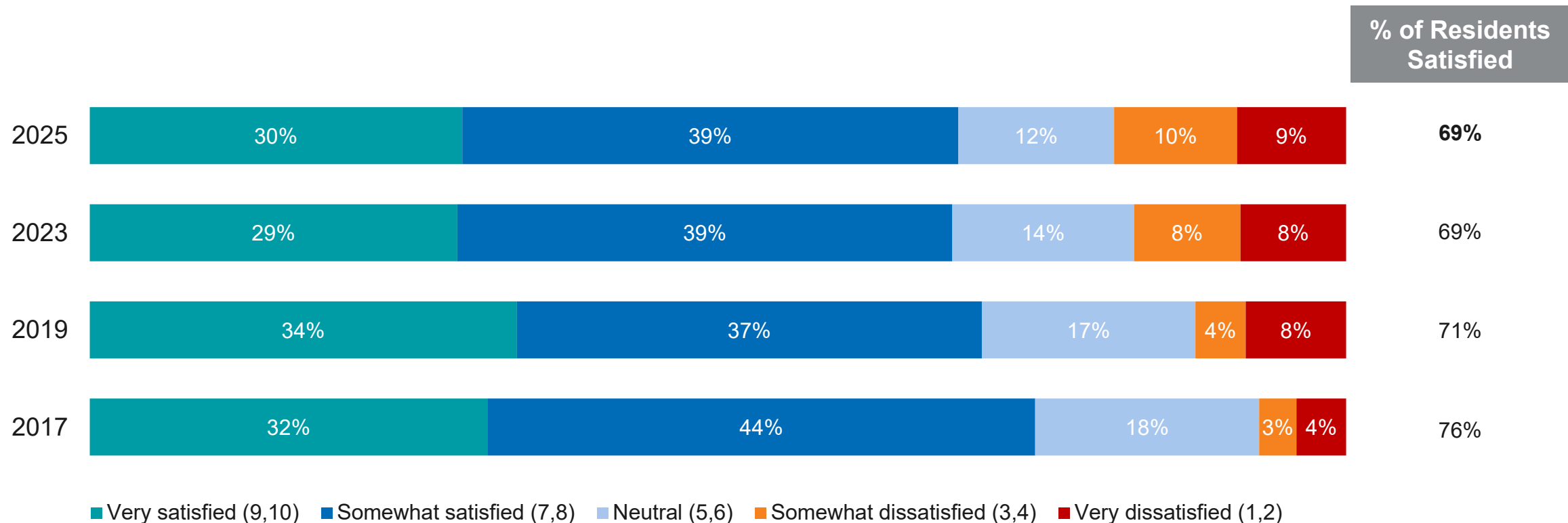
*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
- 2025 survey question was updated from previous year's "Have you had any contact with the City of Mississauga in the past 12 months?"

F1. Have you contacted the City of Mississauga in the past 12 months?
 Sample size: n=972
 Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Overall Customer Service

- Nearly 7 in 10 residents (69%) who have contacted the City in the past 12 months are satisfied with the customer service provided by the City. This remains unchanged since 2023.



*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.

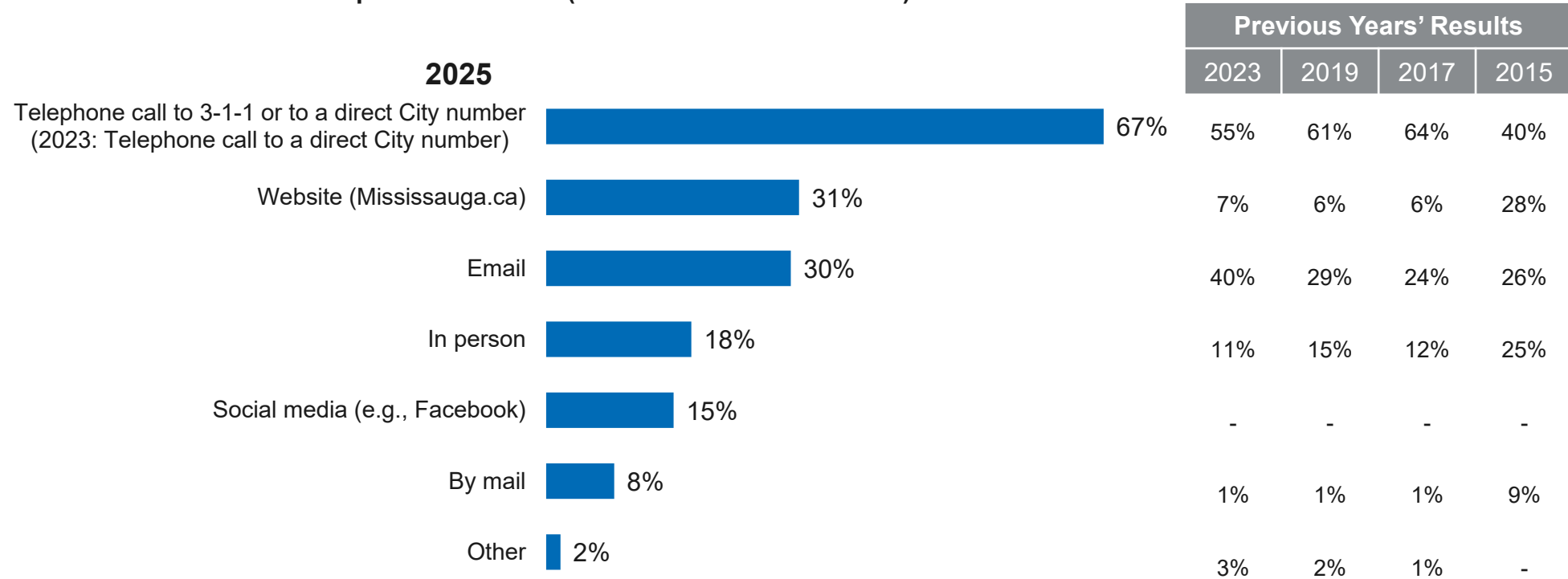
F2. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied were you overall with the customer service provided by the City of Mississauga?

Sample size: n=221

Base: Respondents who have contacted the City of Mississauga in the past 12 months (excluding Don't know/Not applicable responses)

Methods of Contact

- Telephone calls (67%), either to the City's 3-1-1 or direct City number, remain the most popular method of contact among residents who contacted the City in the past 12 months. Emails (30%) also continue to be a popular contact method.
- Using the City's website as a contact method spiked since 2023 (7% in 2023 vs. 31% in 2025).



***Notes:**

1. In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
2. 2025 survey question and methodology was updated from previous year's "What method did you use to contact the City of Mississauga? For instance telephone or email, etc. ", where respondents volunteered their responses on methods of contact instead of selecting from the list of various methods of contacts.
3. "Social media (e.g., Facebook)" is a new answer option in the 2025 survey.

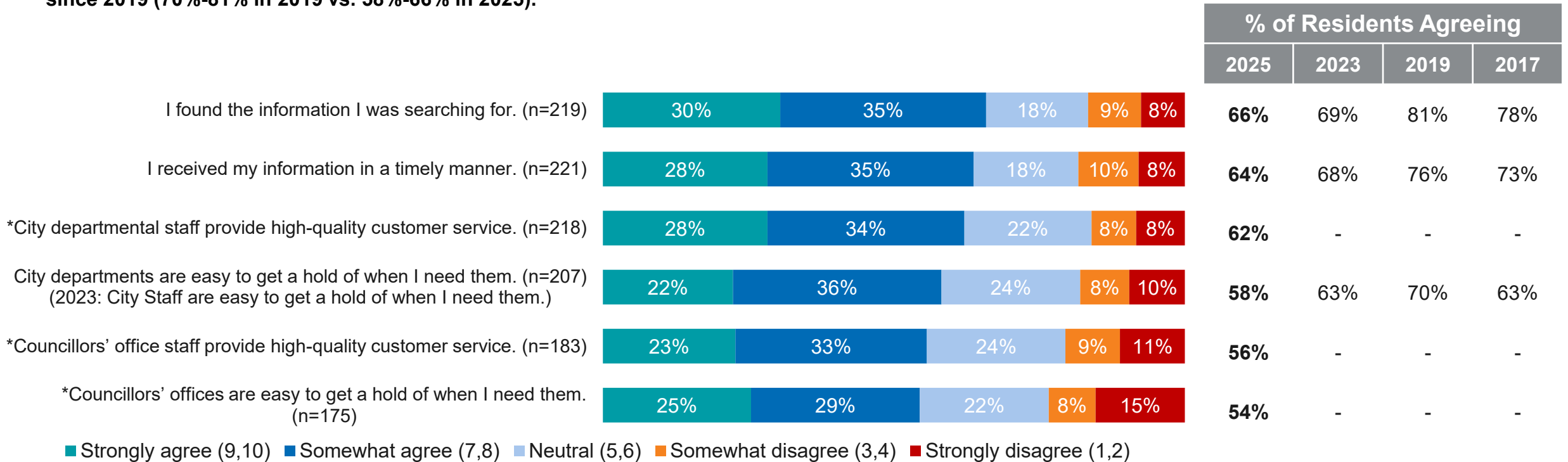
F3. What method did you use to contact the City of Mississauga? Please select all that apply.

Sample size: n=223

Base: Respondents who have contacted the City of Mississauga in the past 12 months (excluding Don't know/Not applicable responses) [Multi-Select]

Experience with City Contacting the City

- More than half of residents share positive sentiments toward the various elements of the City's customer service (54%-66%). More than 3 in 5 agree that they found the information they were searching for (66%), received their information in a timely manner (64%), and that the City's departmental staff provided high-quality customer service (62%).
- Residents' level of agreement with respect to finding information, timeliness of receiving information, and the ease of reaching City departments has declined since 2019 (70%-81% in 2019 vs. 58%-66% in 2025).



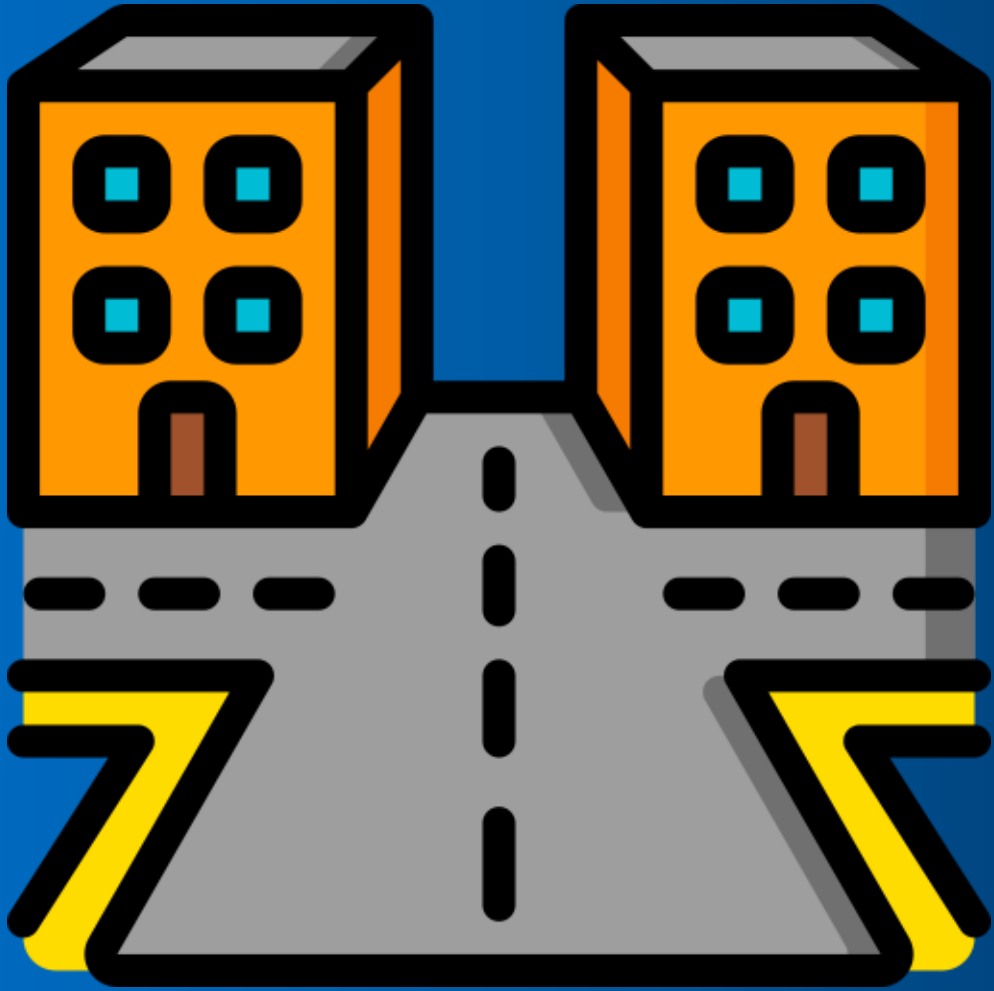
*Notes:

- In 2025, data collection methodology was updated to online (CAWI) data collection from previous years' RDD telephone survey (CATI) data collection.
- "City departmental staff provide high-quality customer service", "Councillors' office staff provide high-quality customer service", and "Councillors' offices are easy to get a hold of when I need them" are new statements for rating in the 2025 survey.

F4. 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 disagree or agree with each of the following statements about the City?

Sample size: Sample sizes varies, and are indicated in above chart.

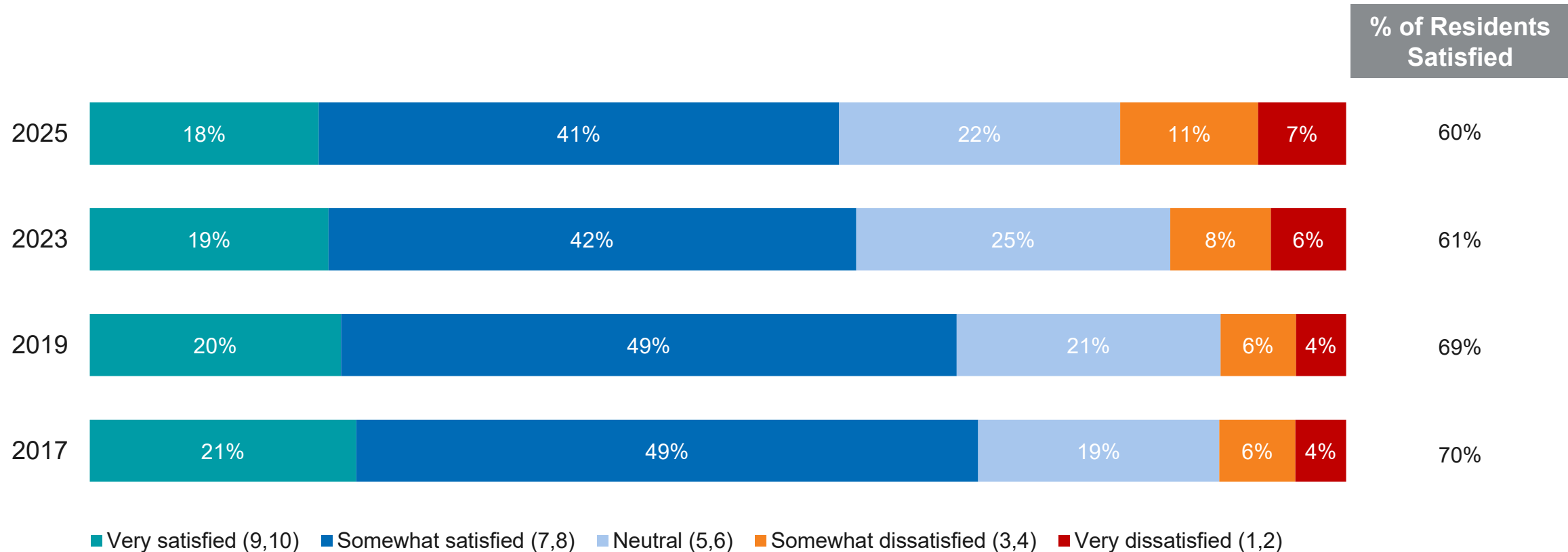
Base: Respondents who have contacted the City of Mississauga in the past 12 months (excluding Don't know/Not applicable responses)



Transportation and Mobility Services

Satisfaction with Quality and Condition of Roads in the City

- **3 in 5 residents (60%) are satisfied with the quality and condition of the roads in the City.**
- **Satisfaction remains consistent with 2023 (61% in 2023 vs. 60% in 2025).**



*Notes:

1. 2025 survey question was updated from previous year's "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."

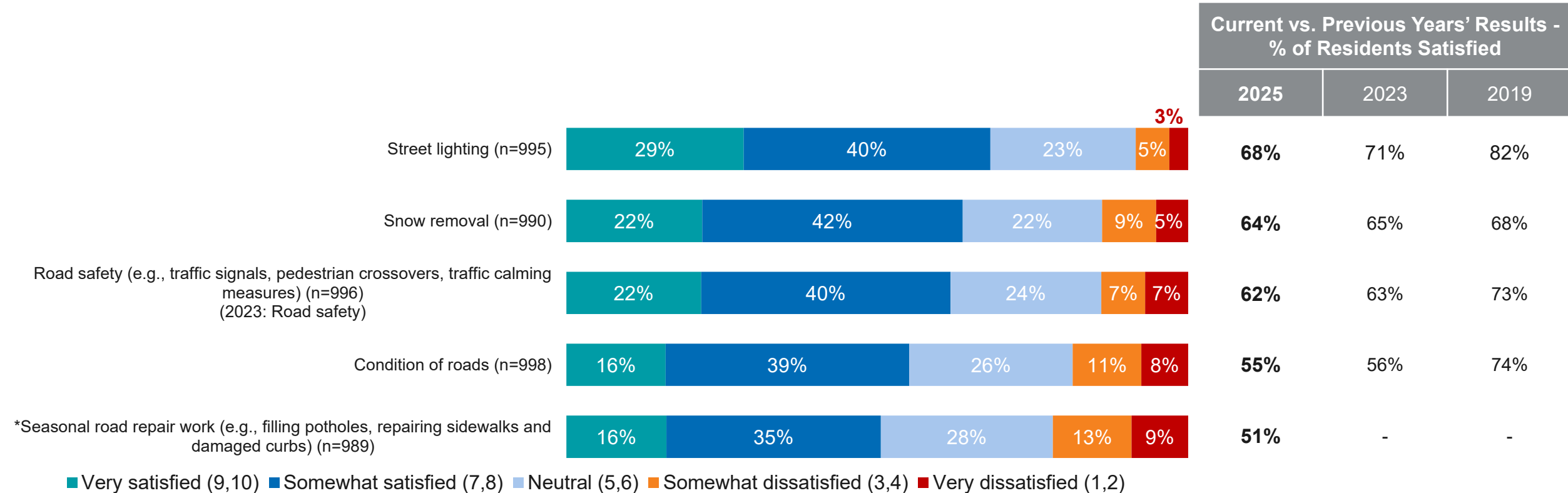
G1. Using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you **overall** with the quality and condition of roads in Mississauga?

Sample size: n=996

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Quality and Condition of Roads in the City

- More than half of residents (51%-68%) continue to be satisfied with the services related to the City's roads, with the largest proportion of residents being the most satisfied with the City's street lighting (68%).
- Resident satisfaction levels with the City's road services has remained consistent with 2023, where applicable (56%-71% in 2023 vs. 55%-68% in 2025).



*Notes:

1. 2025 survey question was updated from previous year's "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?"
2. "Seasonal road repair work" is a new answer option in the 2025 survey.

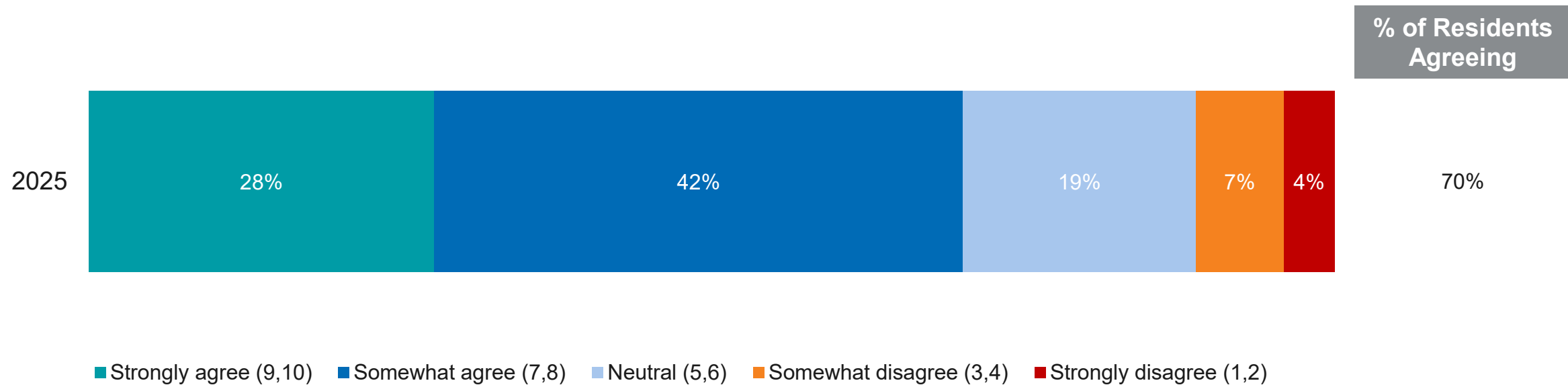
G2. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you with these specific services that help ensure the City's roads are well-maintained, efficient and safe?

Sample size: Sample sizes vary, and are indicated in above chart.

Base: All respondents (excluding Don't know/Not applicable responses)

Goal Towards Achieving Vision Zero

- 7 in 10 residents (70%) believe that the City's various road safety measures are helping the City in achieving its goal to make roads safe for all as part of the City's commitment to Vision Zero, with 28% agreeing strongly to this view.



*Notes:

1. New question asked in 2025 survey.

G3. The City of Mississauga has a goal to make our roads safe for all users. As part of this, the City has committed to Vision Zero, a pledge to achieve zero deaths and serious injuries from collisions on our roads. To achieve this goal, the City has introduced various road safety measures, such as: pedestrian crossovers, dedicated left turn signals, lower speed limits in school zones, bicycle signals and green pavement for bicycle crossings at intersections, speed humps, raised crossings, and automated speed enforcement cameras to help improve road safety. To what extent do you disagree or agree that these measures are helping the City achieve its goal to make roads safe for all?

Sample size: n=983

Base: All respondents (excluding Don't know/Not applicable responses)

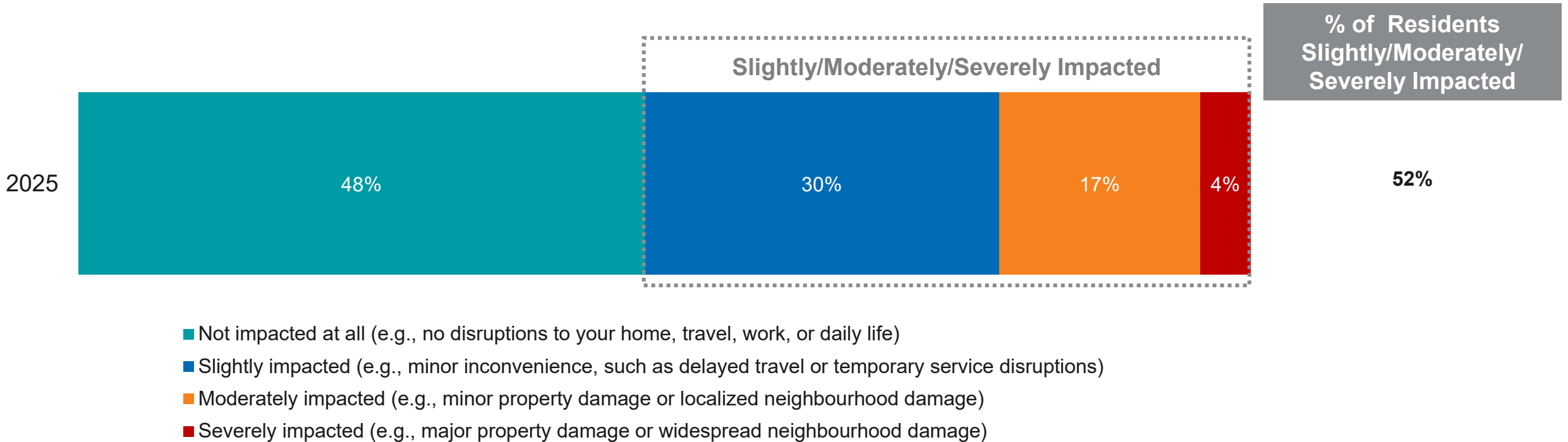


Flood Prevention

*Note: In 2019 and 2023, this section was previously “Stormwater Services”. As not all residents may be aware of the City’s Stormwater Services, this section was updated to “Flood Prevention”.

Impact of Two Severe Flooding Events Since July 2024

- About half of residents (52%) have described themselves as slightly, moderately or severely impacted by either of the two severe flooding events since July 2024, while the other half (48%) say they were not impacted at all.



*Notes:

1. New question asked in 2025 survey..

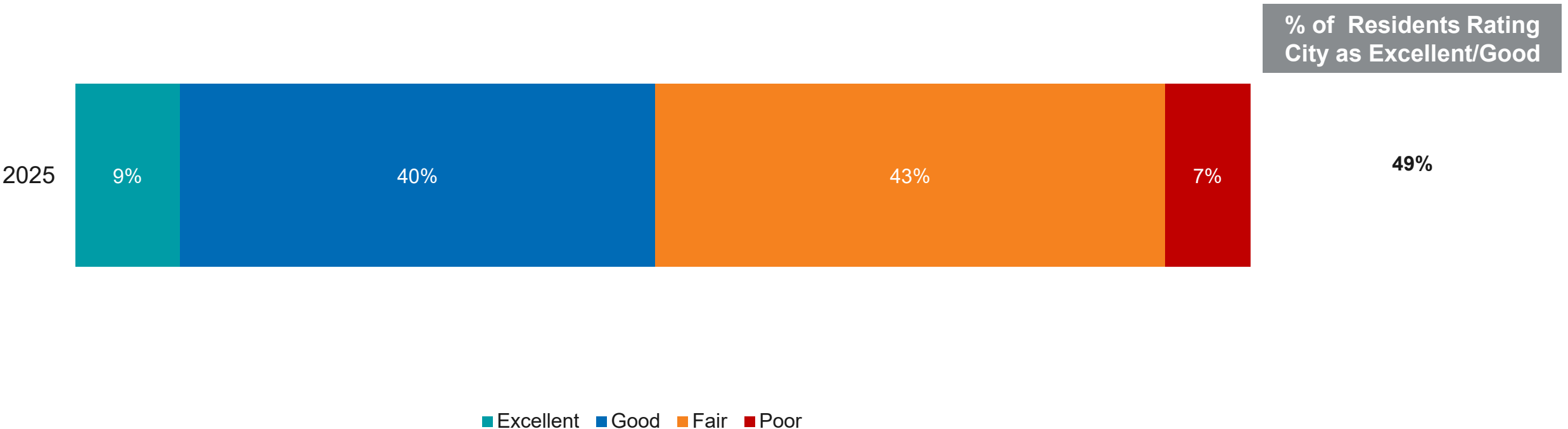
J1. Mississauga has experienced two severe flooding events since July 2024. To what extent have you personally been affected by either of these events?

Sample size: n=970

Base: All respondents (excluding Don't know/Not applicable responses)

Rating the City's Efforts on Flood Management

- Among residents who have been slightly, moderately or severely impacted by either of these flooding events, about half (49%) say that the City has been doing either a good or excellent job in managing flooding situations.
- More than 2 in 5 residents describe the City's efforts as fair (43%), while fewer than 1 in 10 describe the City's efforts as poor (7%).



*Notes:

1. New question asked in 2025 survey..

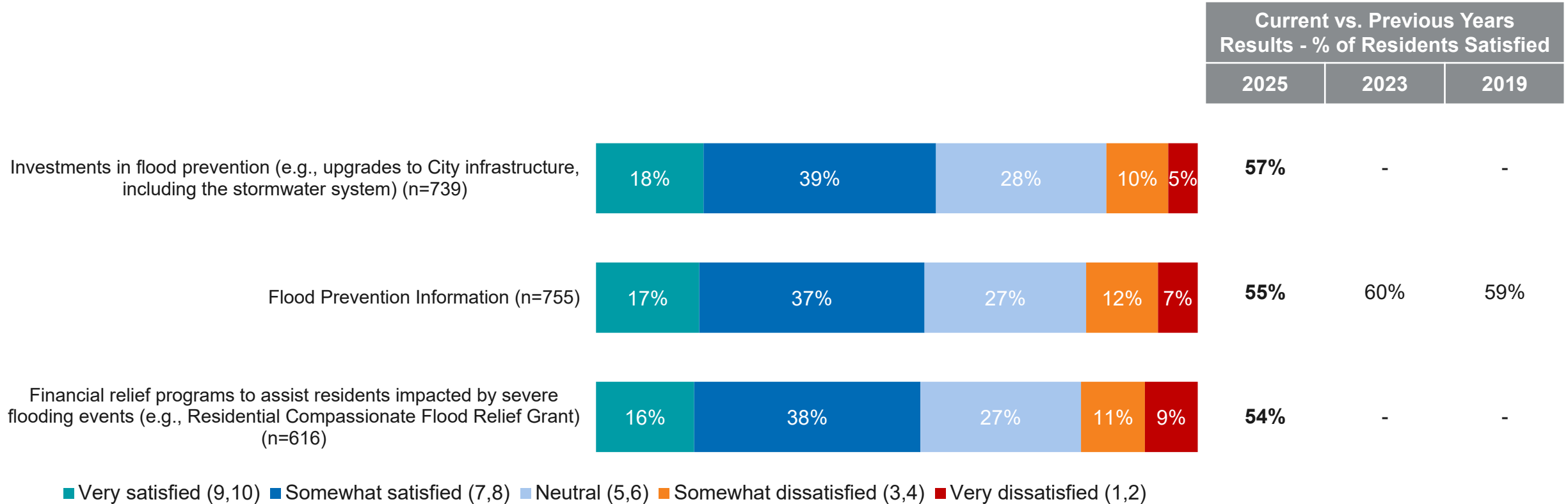
J2. Considering these instances of flooding in the City, how would you rate the City's efforts in managing these situations?

Sample size: n=484

Base: Respondents who were slightly, moderately, or severely impacted by either of the two severe flooding events since July 2024 (excluding Don't know/Not applicable responses)

Satisfaction with the City's Flood Prevention and Support Efforts

- **Over half of residents (54%-57%) are satisfied with the City's various flood prevention and support efforts.**
- **Satisfaction with the City's Flood Prevention Information slightly decreased from 60% in 2023 to 55% in 2025.**



*Notes:

1. 2025 survey question was updated from previous years. Whereas in previous years, this question was about the City's Stormwater Services, in 2025, this question was about the City's flood prevention services.
2. The 2023 survey's "City's plan to develop environmentally friendly infrastructure" was removed from the 2025 survey.
3. "Investments in flood prevention" and "Financial relief programs to assist residents impacted by severe flooding events" are new statements asked in the 2025 survey.

J3. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you with the following in Mississauga:

Sample size: Sample sizes varies, and are indicated in above chart.

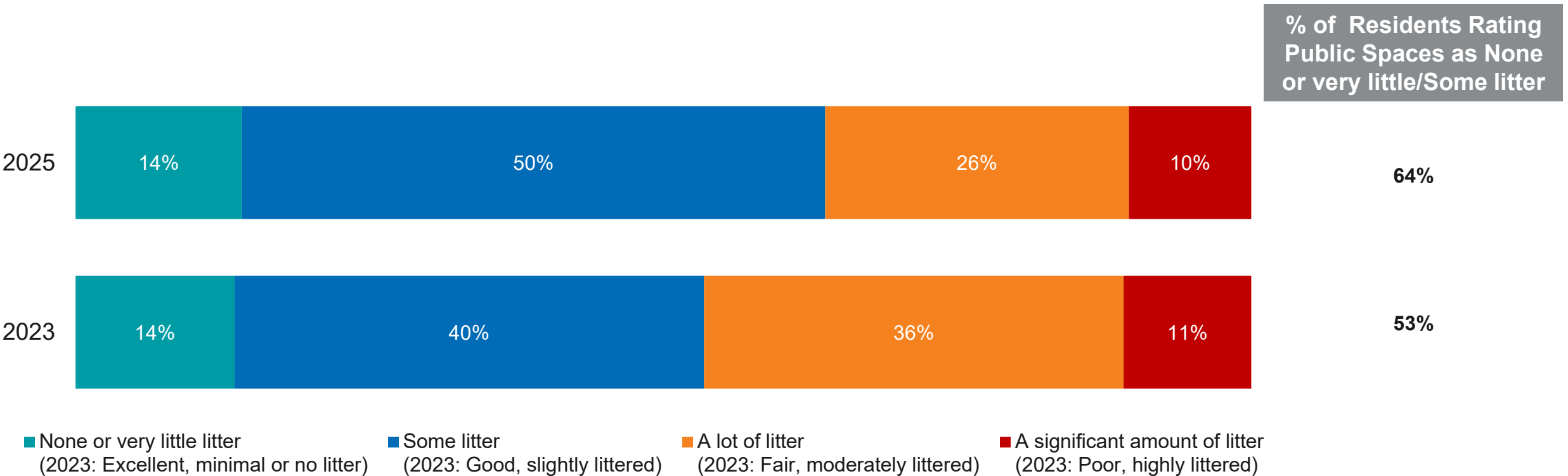
Base: All respondents (excluding Don't know/Not applicable responses)



Environmental Action

Litter in Public Spaces

- Nearly 2 in 3 residents (64%) described the average amount of litter in public spaces managed by the City as none/very little or some.
- There are more residents who reported “some litter” in 2025 than in 2023 where residents reported “good, slightly littered” (40% in 2023 vs. 50% in 2025). Meanwhile, there are fewer residents who reported “a lot of litter” in 2025 than in 2023 where residents reported “fair, moderately littered” (36% in 2023 vs. 26% in 2025).



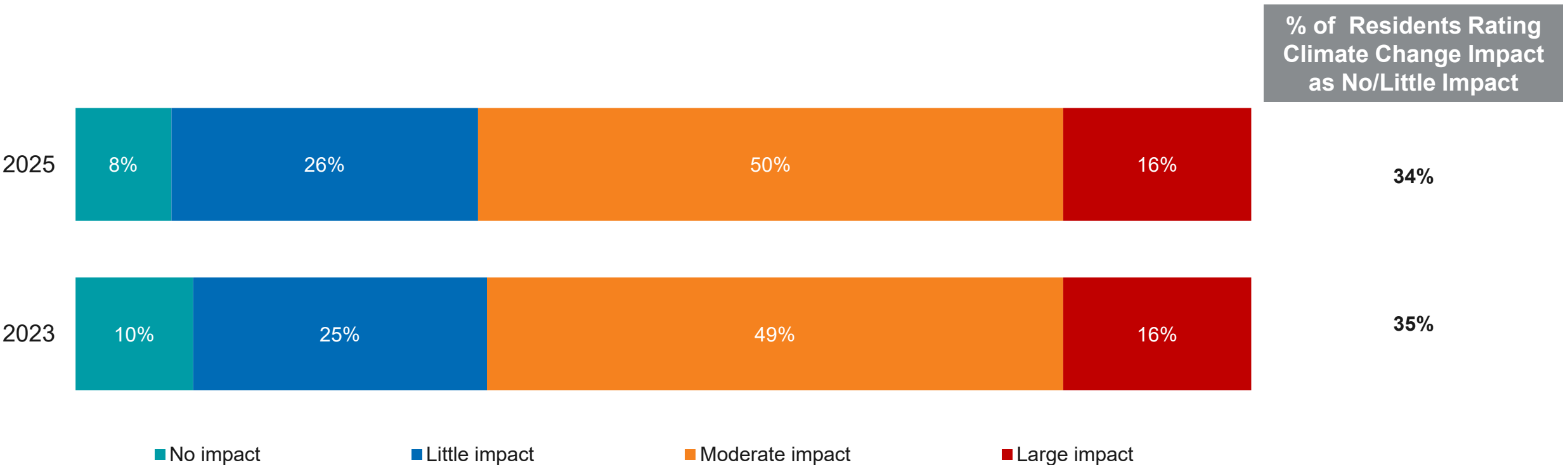
P1. How would you rate the average amount of litter in public spaces in Mississauga managed by the City (e.g., sidewalks, roadsides, parks, trails)?

Sample size: n=983

Base: All respondents (excluding Don't know/Not applicable responses)

Impact of Climate Change

- Remaining steady since 2023, around a third of residents think that climate change has little to no impact on Mississauga (35% in 2023 vs. 34% in 2025).

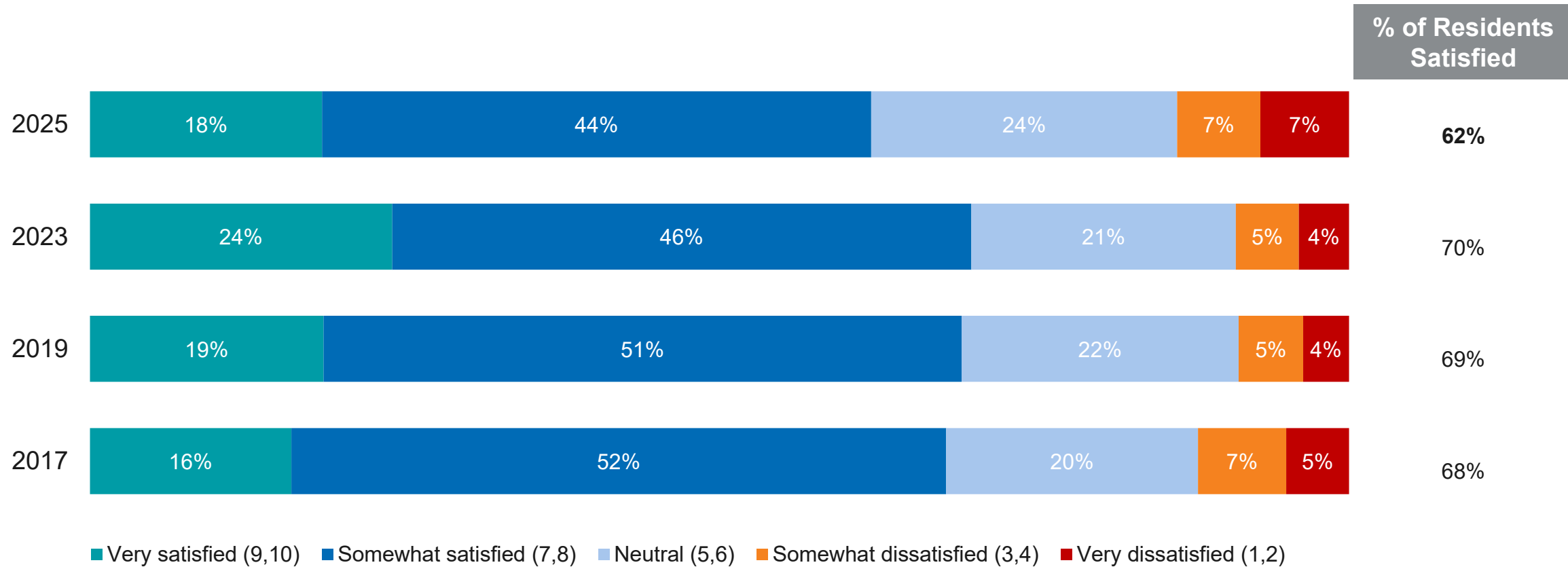




Regulatory Services

Satisfaction with Overall Regulatory Services

- Around 3 in 5 residents (62%) are satisfied with the City's overall regulatory services.
- The proportion of satisfied residents is lower than in previous years (68%-70% in 2017-2023 vs. 62% in 2025).



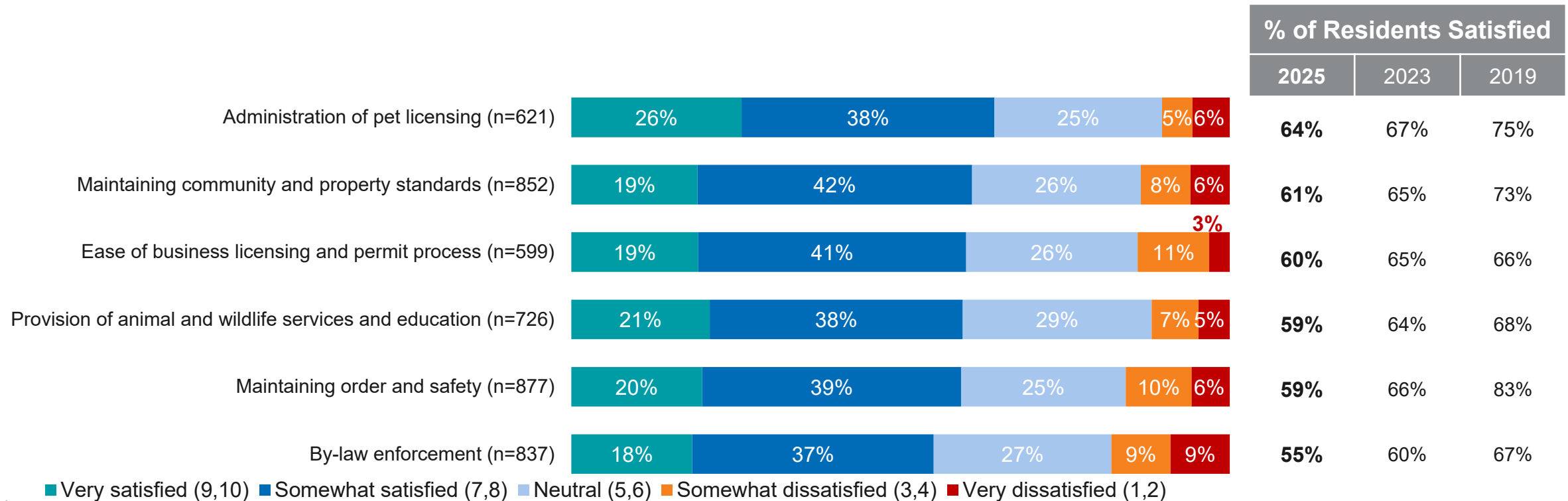
M1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you overall with regulatory services in Mississauga? Regulatory services achieve compliance with municipal by-laws to maintain order, safety and community standards in the City in the areas of animal services, compliance and licensing enforcement and charity gaming, mobile licensing enforcement, and parking enforcement.

Sample size: n=899

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Specific Regulatory Services

- Among residents who shared their level of satisfaction with the overall regulatory services, between 55%-64% of residents are satisfied with the specific regulatory services in the City, with administration of pet licensing having the highest proportion of satisfied residents (64%). Meanwhile, by-law enforcement has the lowest proportion of satisfied residents (55%).
- All regulatory services have seen year over year decreases in satisfaction compared to 2023 and 2019 (60%-67% in 2023 and 66%-83% in 2019 vs. 55%-64% in 2025).



*Notes:

- 2025 survey question methodology was updated from previous years. Whereas in previous years, this question was respondents who either gave ratings between 1 and 10 or answered "Don't know/Not applicable", in 2025, this was asked to respondents who gave a rating to their overall satisfaction with the City's regulatory services between 1 and 10.

M2. 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 regulatory services in Mississauga?

Sample size: Sample sizes vary, and are indicated in above chart.

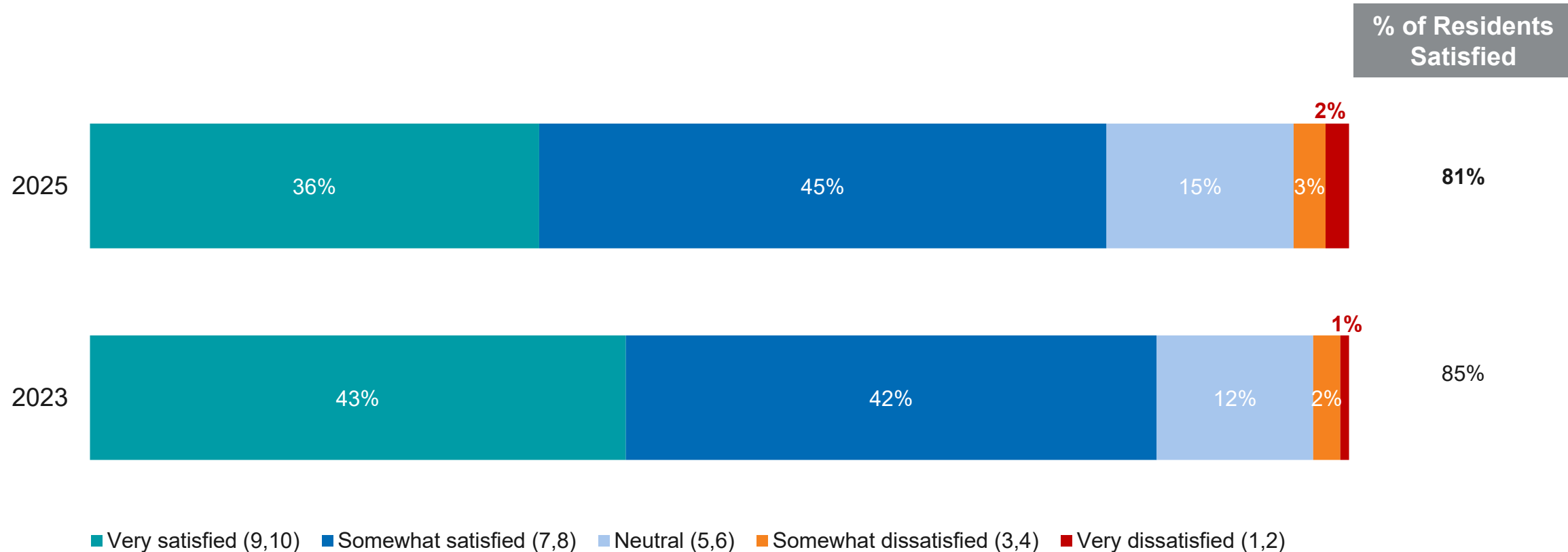
Base: Respondents who rated between 1 and 10 to the City's overall regulatory services (excluding Don't know/Not applicable responses)



Satisfaction with Various City Services

Satisfaction with Fire and Emergency Services

- **4 in 5 residents (81%) are satisfied with the City's fire and emergency services.**
- **Compared to 2023, there are fewer residents who are very satisfied with these services (43% in 2023 vs. 36% in 2025).**



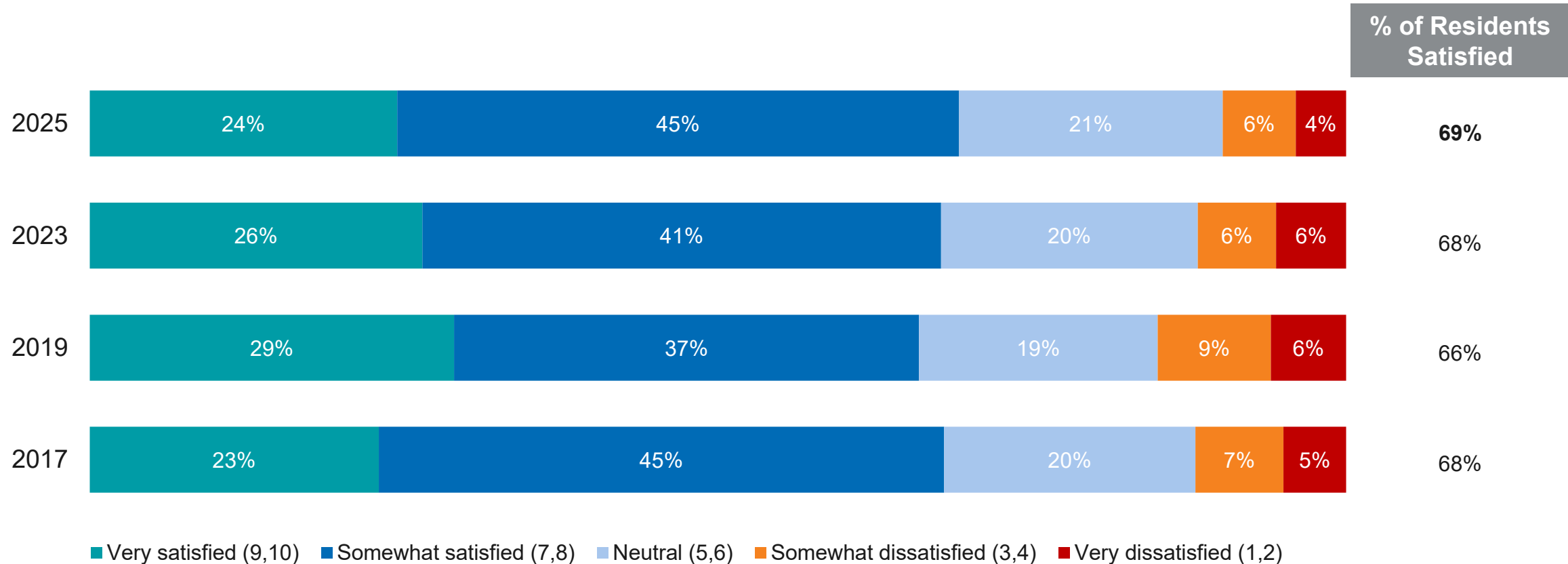
H1. Using a scale of 1 to 10, where 1 means “very dissatisfied” and 10 means “very satisfied”, how satisfied are you **overall** with the Fire and Emergency Services in Mississauga?
 Fire and Emergency Services include front-line operations, fire safety inspections, public education, and emergency management.

Sample size: n=912

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with MiWay Transit Services

- Nearly 7 in 10 residents (69%) are satisfied with the City's MiWay transit services.
- Satisfaction has remained stable since 2017 (68% in 2017 vs. 69% in 2025).



*Notes:

1. 2025 survey question was updated from previous year's "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?"

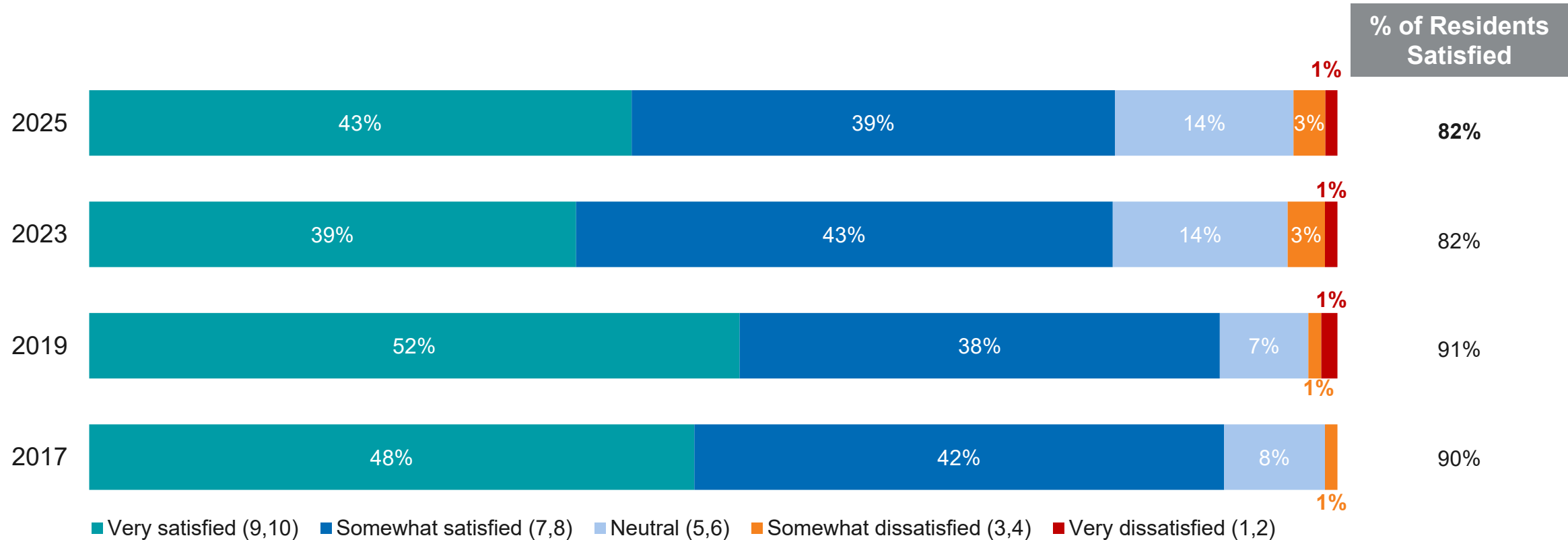
I1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you **overall** with MiWay transit services in Mississauga? *If you do not use this service, please select "Don't Know/Not Applicable".*

Sample size: n=703

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Library Services

- Around 4 in 5 residents (82%) are satisfied with the City's library services. This service area received the highest satisfaction rating in 2025.
- Satisfaction remains unchanged since 2023 (82%), with slightly more residents being very satisfied with the City's library services this year compared to the previous year (39% in 2023 vs. 43% in 2025).



*Notes:

1. 2025 survey question was updated from previous year's "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?"

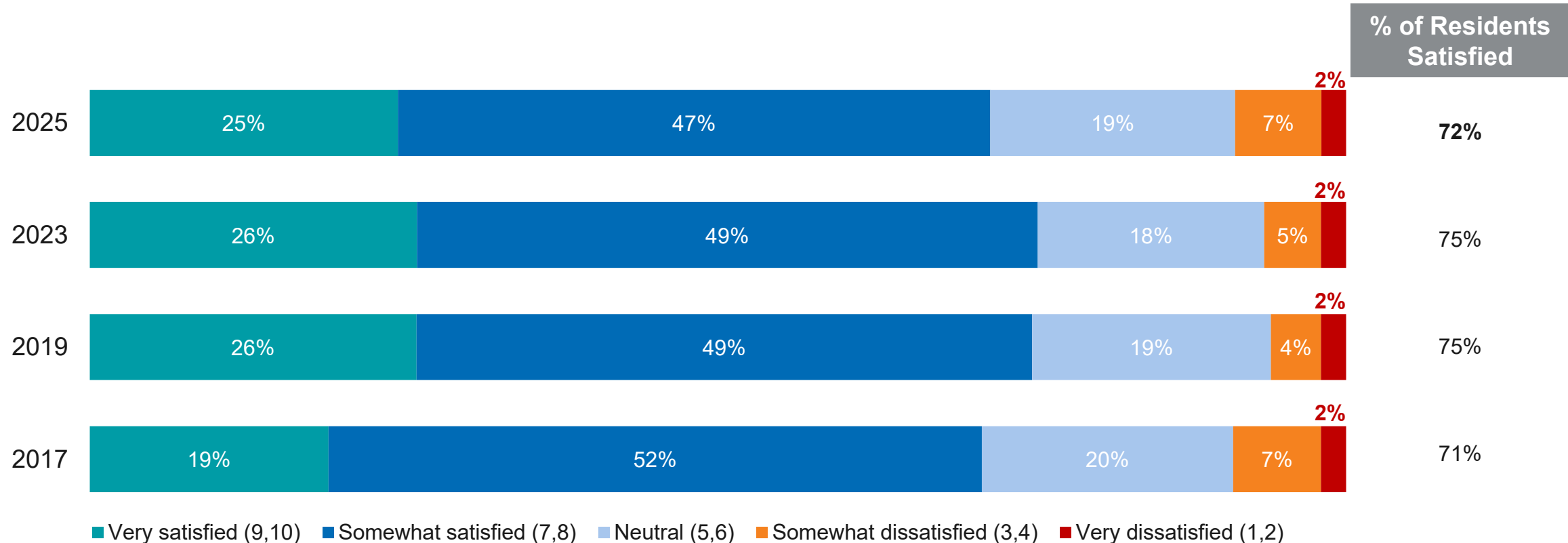
K1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you overall with library services in Mississauga? If you do not use this service, please select "Don't Know/Not Applicable".

Sample size: n=788

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Arts, Culture and Heritage Services

- Nearly 3 in 4 residents (72%) are satisfied with the City's arts, culture and heritage services.
- Satisfaction remain nearly the same as in previous years (71%-75% in 2017-2023 vs. 72% in 2025).



*Notes:

1. 2025 survey question was updated from previous year's "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."

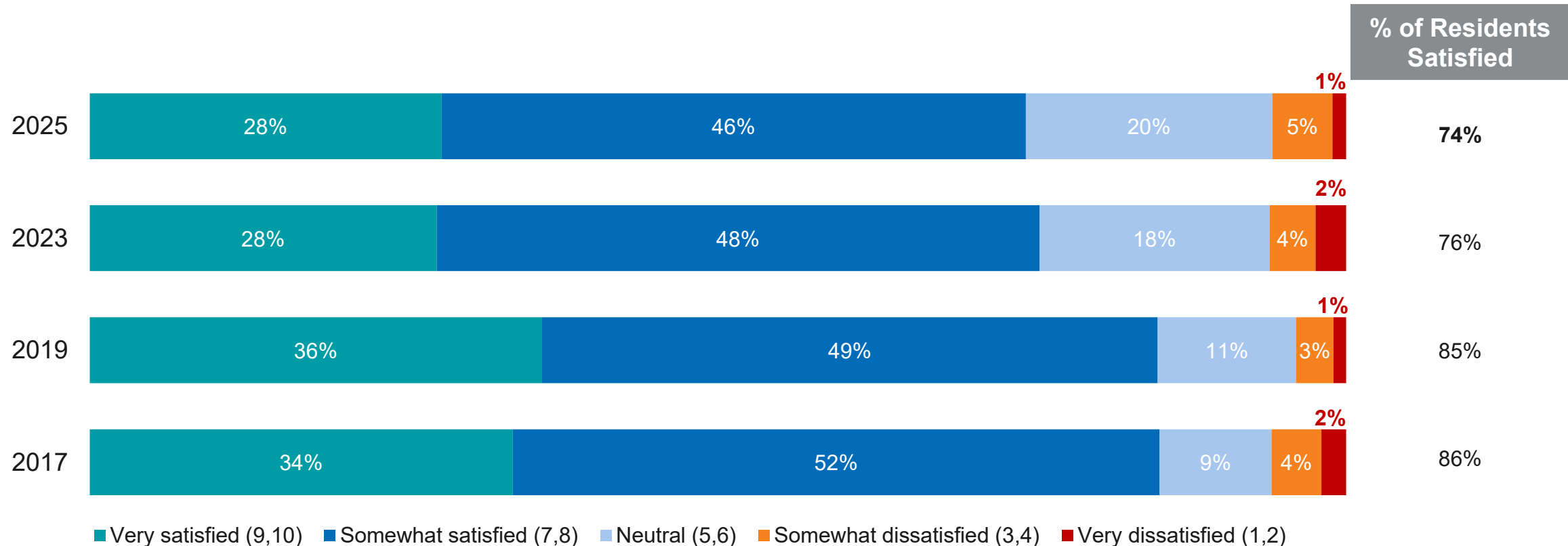
L1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you overall with arts, culture and heritage services in Mississauga? Arts, culture and heritage services include such things as the support and delivery of public squares, museums, theatres, festivals and events, programs, public art and the identification of heritage properties.

Sample size: n=855

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Recreation Services

- Nearly 3 in 4 residents (74%) are satisfied with the City's recreation services.
- Satisfaction with recreation services remains consistent with 2023 (76% in 2023 vs. 74% in 2025).



*Notes:

1. 2025 survey question was updated from previous year's "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."
2. 2015 results have been added back to the 2025 report since 2023.

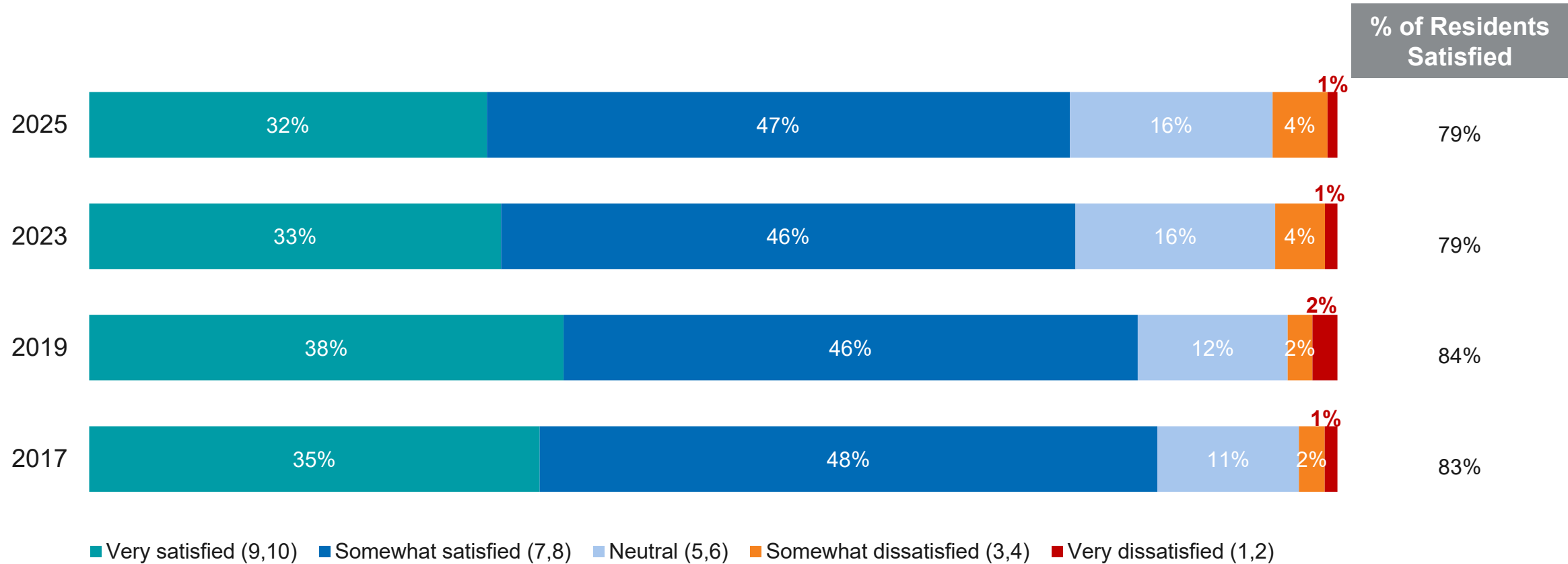
N1. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied", how satisfied are you overall with recreation services in Mississauga? Recreation services include community and recreation centres as well as fitness and activity programs offered by the City. If you do not use these services, please select "Don't Know/Not Applicable".

Sample size: n=770

Base: All respondents (excluding Don't know/Not applicable responses)

Satisfaction with Parks and Forestry Services

- Nearly 4 in 5 residents (79%) are satisfied with the City's parks and forestry services.
- Satisfaction remains unchanged since 2023 (79%).



*Notes:

1. 2015 results have been added back to the 2025 report since 2023.

O1. 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.

Sample size: n=958

Base: All respondents (excluding Don't know/Not applicable responses)

1

2

3

Drivers of Overall Satisfaction

Interpreting Drivers of Overall Satisfaction

Drivers of overall satisfaction were identified through Gap analysis. The Gap analysis shows the difference between how satisfied residents are with each City service and the impact of the services to residents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (% of residents satisfied) with each of the individual City services.
- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to residents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as derived importance.

As a result of the analysis, City services are distributed among four areas:

1. Primary Areas for Improving Satisfaction:

Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with City services.

2. Secondary Areas for Improving Satisfaction:

Services that have lower impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

3. Primary Areas for Maintaining Satisfaction:

Services that have a relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. Secondary Areas for Maintaining Satisfaction:

Services that have a lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Drivers of Overall Satisfaction



*Based on % of Residents Satisfied for overall service area.

Drivers of Overall Satisfaction Summary

Priority Areas for Maintaining Satisfaction	% Satisfied	Priority Areas for Improving Satisfaction	% Satisfied	Secondary Areas for Maintaining Satisfaction	% Satisfied	Secondary Areas for Improving Satisfaction	% Satisfied
Fire and emergency services	81%	Regulatory services	62%	Library services	82%	Arts, culture and heritage services	72%
				Parks and forestry services	79%	MiWay transit	69%
				Recreation services	74%	Road quality and condition	60%

*Based on % of Residents Satisfied for overall service area.



Residents' Suggestions to Make Mississauga a Better Place

Residents' Suggestions for City's Improvements (Unaided)

- Improvements on housing affordability or cost of living (17%) was the improvement most commonly suggested by residents to make the City a better place for the future, followed by improvements on roads, traffic congestion & infrastructure maintenance (15%).



*Notes:

1. New question asked in 2025 survey.
2. For visualization, categories with <3% mentions and "Other" are excluded from the above chart.
3. Responses have been categorized into themes for the purposes of analysis.

Q1. What is the one thing you would change about Mississauga to make it a better place for the future? This could include improvements to a program, service, or anything else you feel is important.

Sample size: n=902

Base: All respondents (excluding Don't know/Not applicable responses) [Multi-Mention]

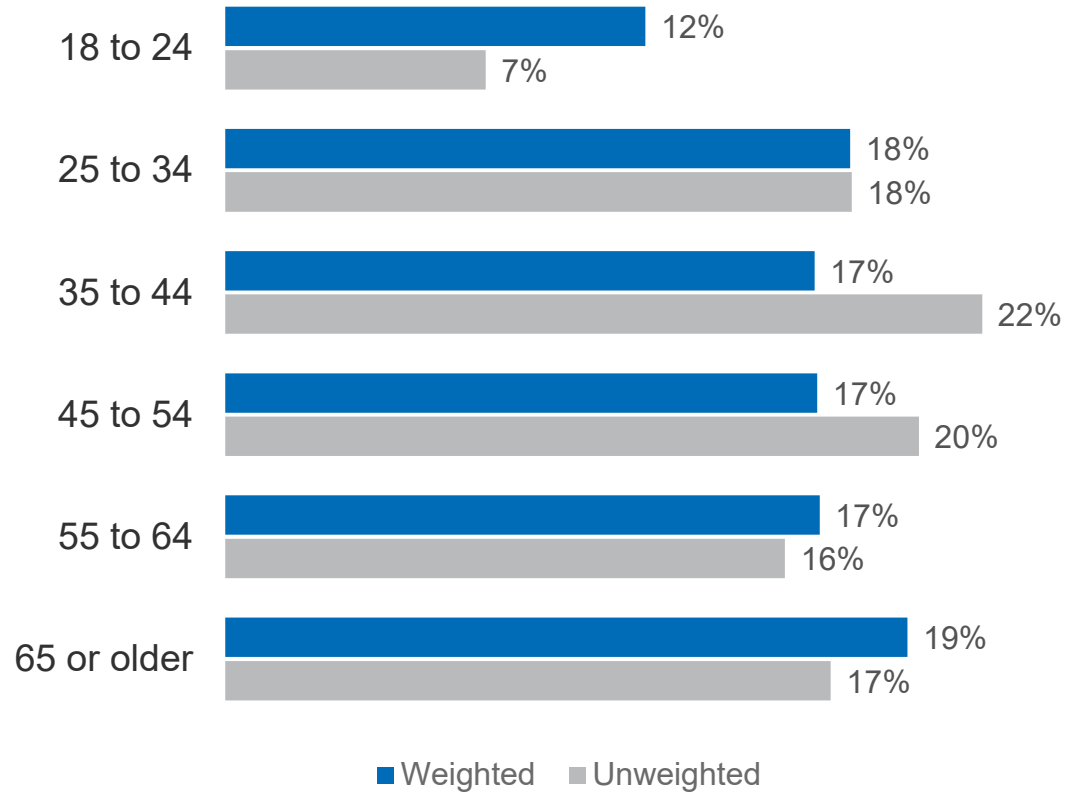


Demographics

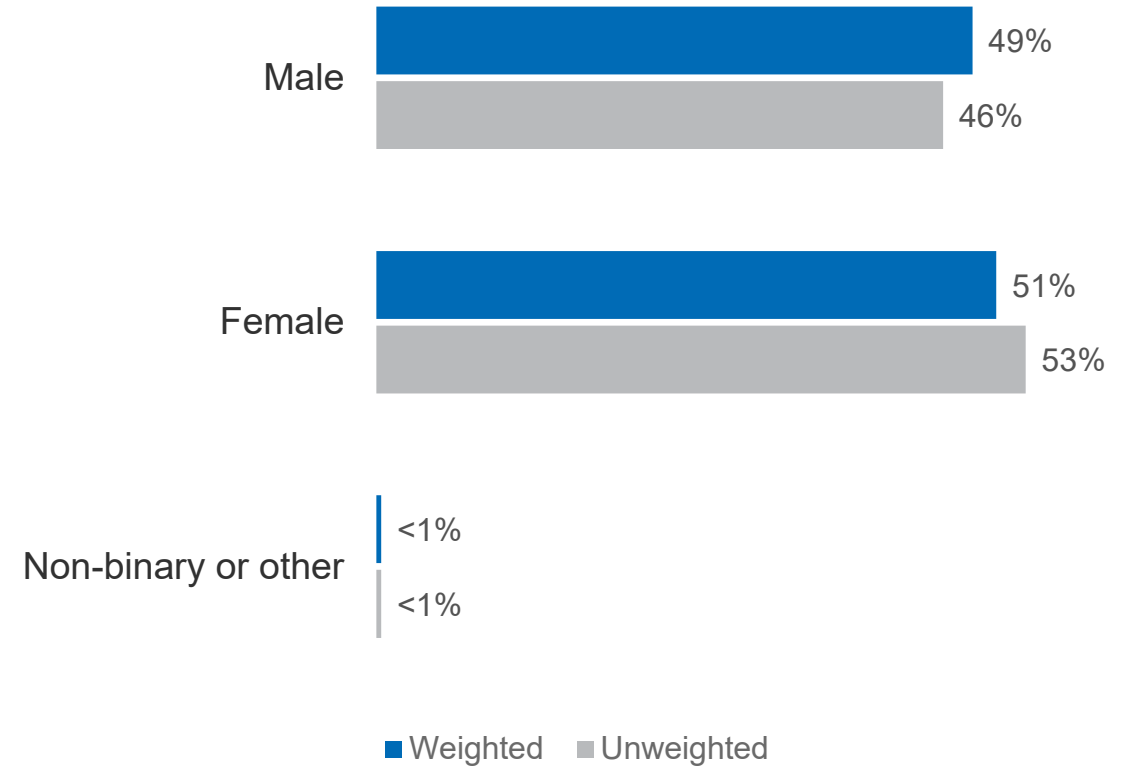
*Note: Results have been weighted by age, gender and ward to reflect target population sizes according to 2021 Census data.

Age and Gender

Age



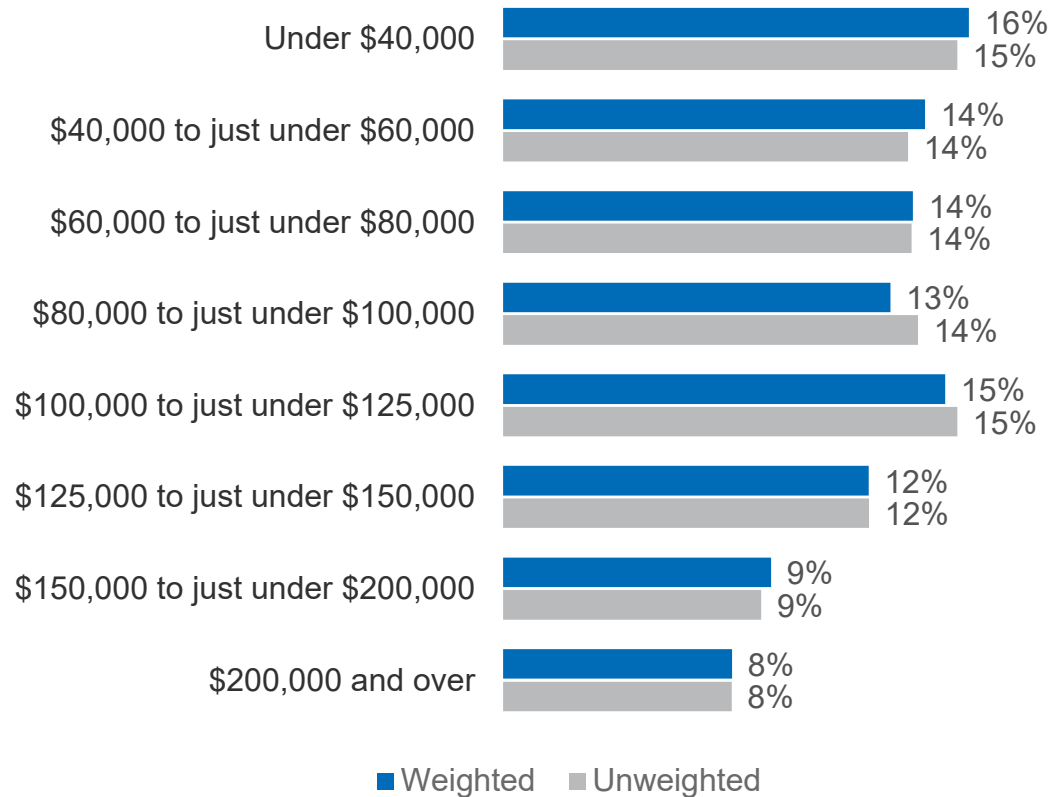
Gender



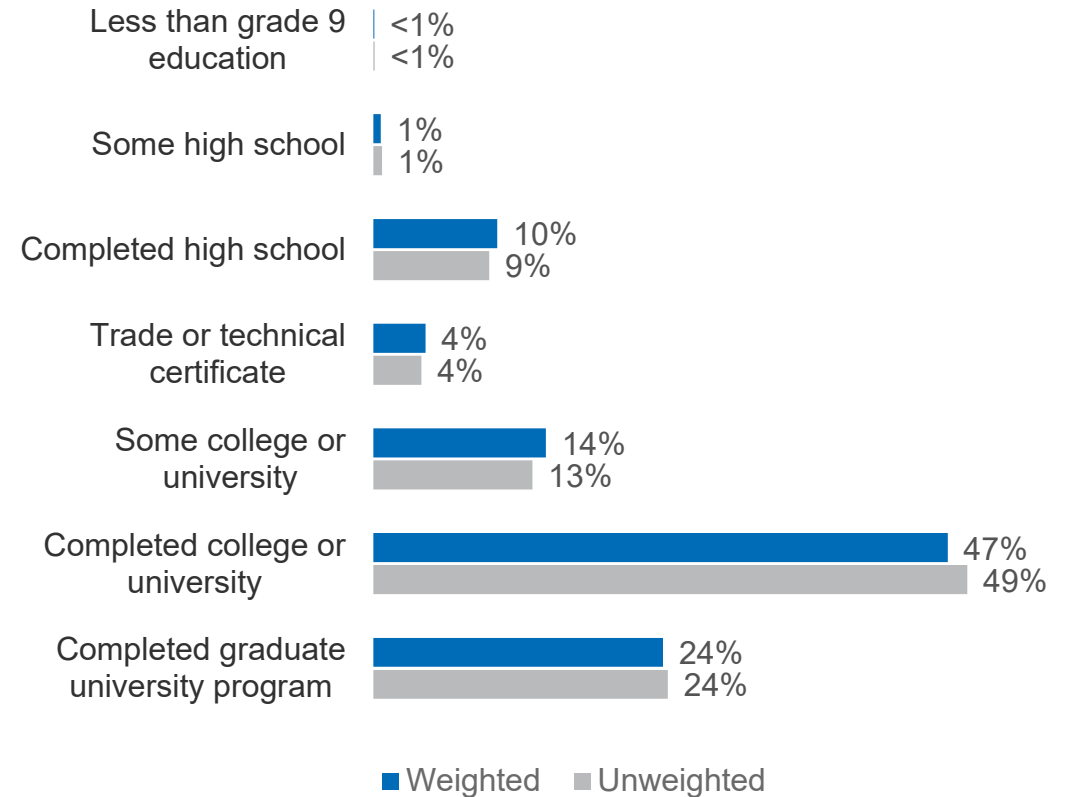
A2. Which age group do you belong to? // A3. What is your gender?
 Sample size: A2: n=995; A3: n=991
 Base: A2 and A3: All respondents (excluding Prefer not to say responses)

Income and Education

Household Income



Highest Level of Education



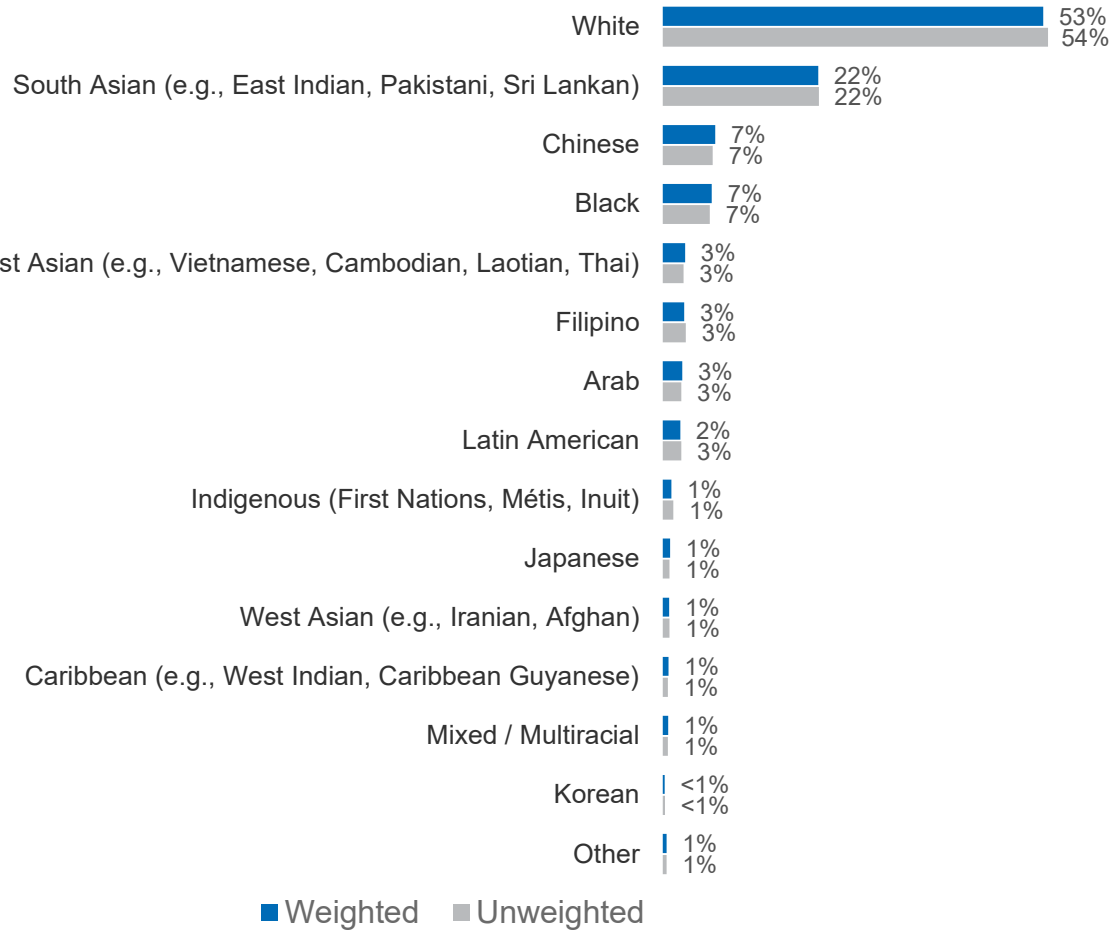
A4. Which category applies to your total household income before taxes for 2024? // A10. What is the highest level of education that you have achieved?

Sample size: A4: n=908 (weighted), n=915 (unweighted); A10: n=989 (weighted), n=991 (unweighted)

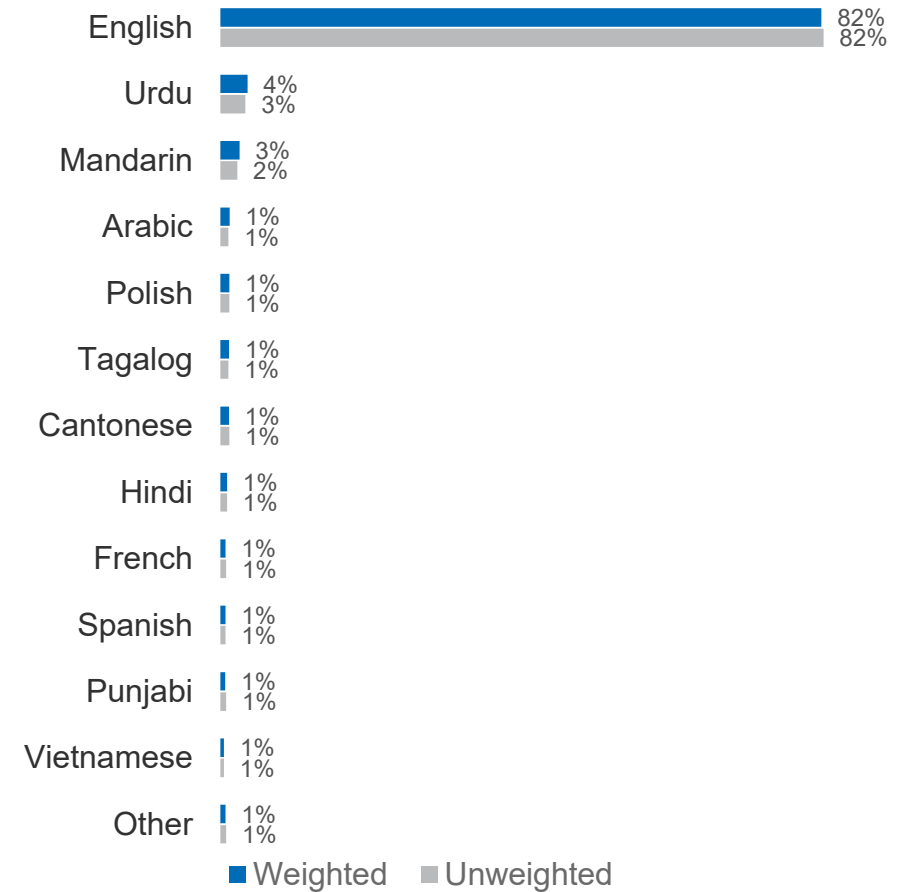
Base: A4 and A10: All respondents (excluding Prefer not to say responses)

Ethnicity and Language

Ethnicity



Language



*Note: For visualization, categories with <1% mentions are not included in the above chart.

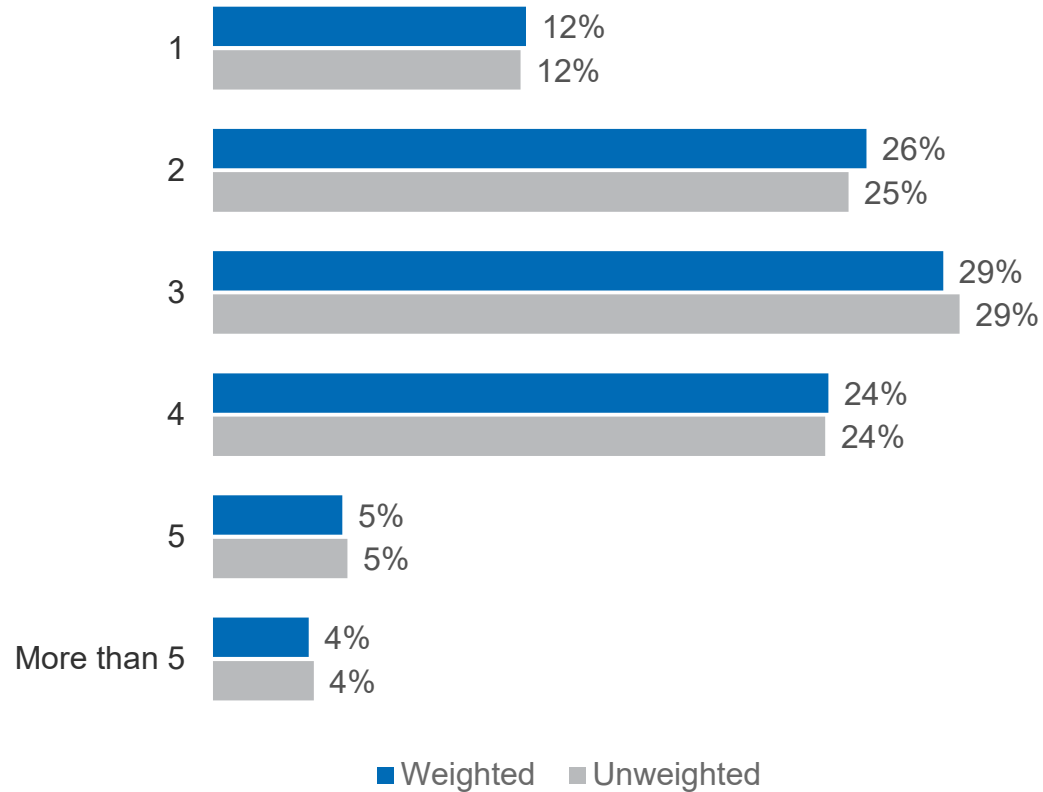
A7b. Which of the following population group(s) do you identify with? Please select all that apply. // A5. What language is spoken most often in your household?

Sample size: A7b: n=964 (weighted), n=963 (unweighted); A5: n=990 (weighted), n=991 (unweighted)

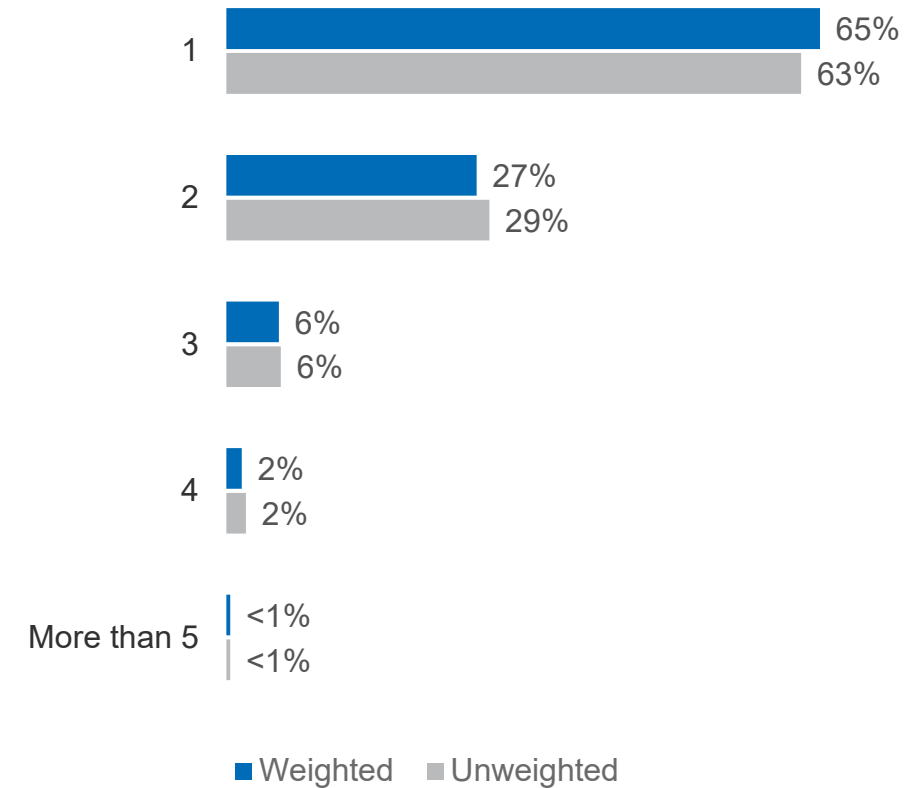
Base: A7b: All respondents (excluding Prefer not to say responses) [Multi-Select] // A5: All respondents (excluding Prefer not to say responses)

Household Size

Household Size



Children in the Household



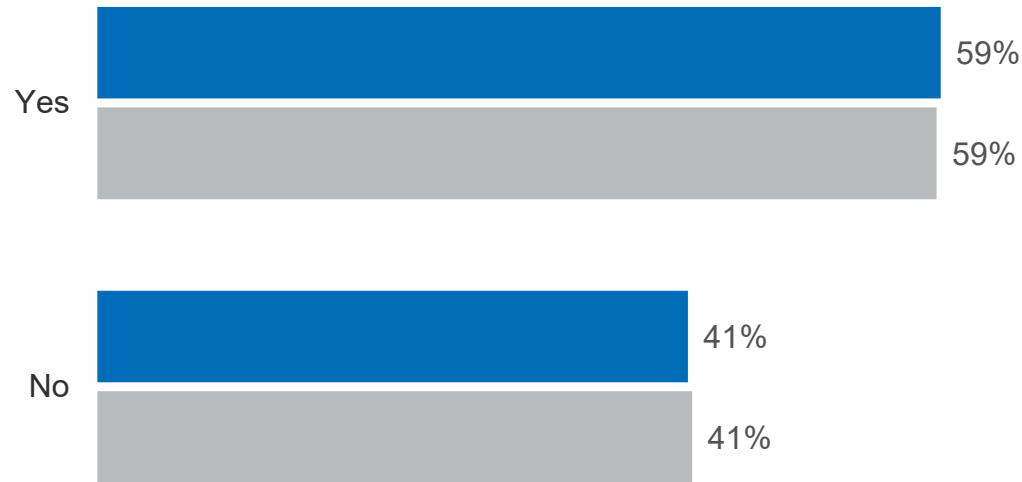
A7. Including you, how many people live in your household? // A7a. And how many children under the age of 18 are living in your household??

Sample size: A7: n=980 (weighted), n=982 (unweighted); A7a: n=442 (weighted), n=470 (unweighted)

Base: A7: All respondents (excluding Prefer not to say responses) // A7a: Respondents who have more than 1 person in the household (excluding Prefer not to say responses)

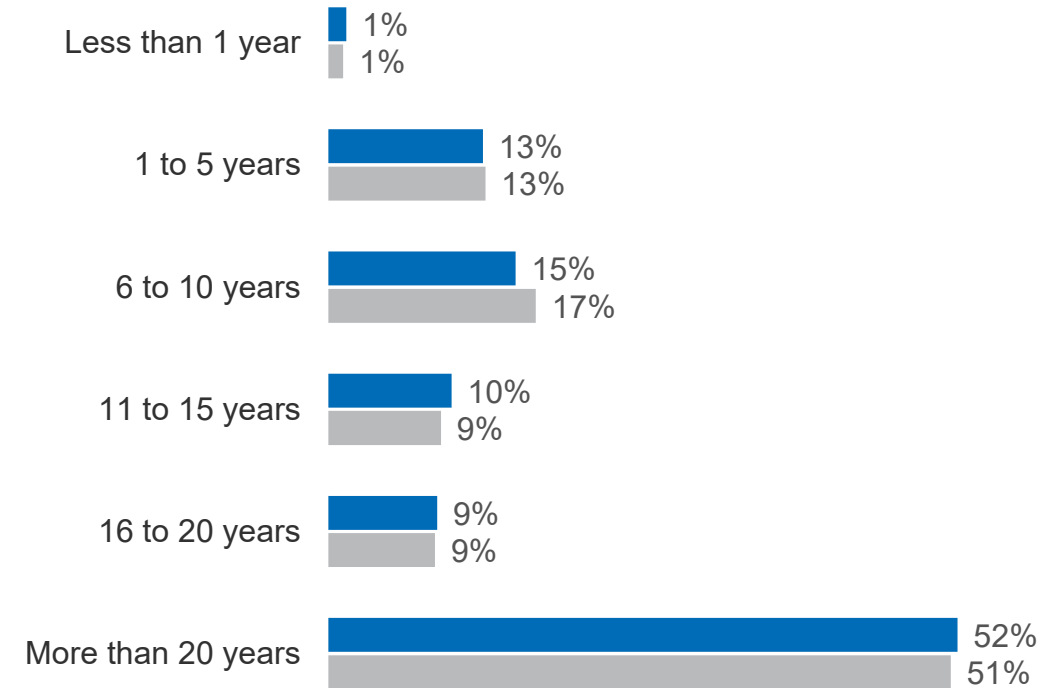
Place of Birth and Residence in Canada

Born in Canada



■ Weighted ■ Unweighted

Residence in Canada

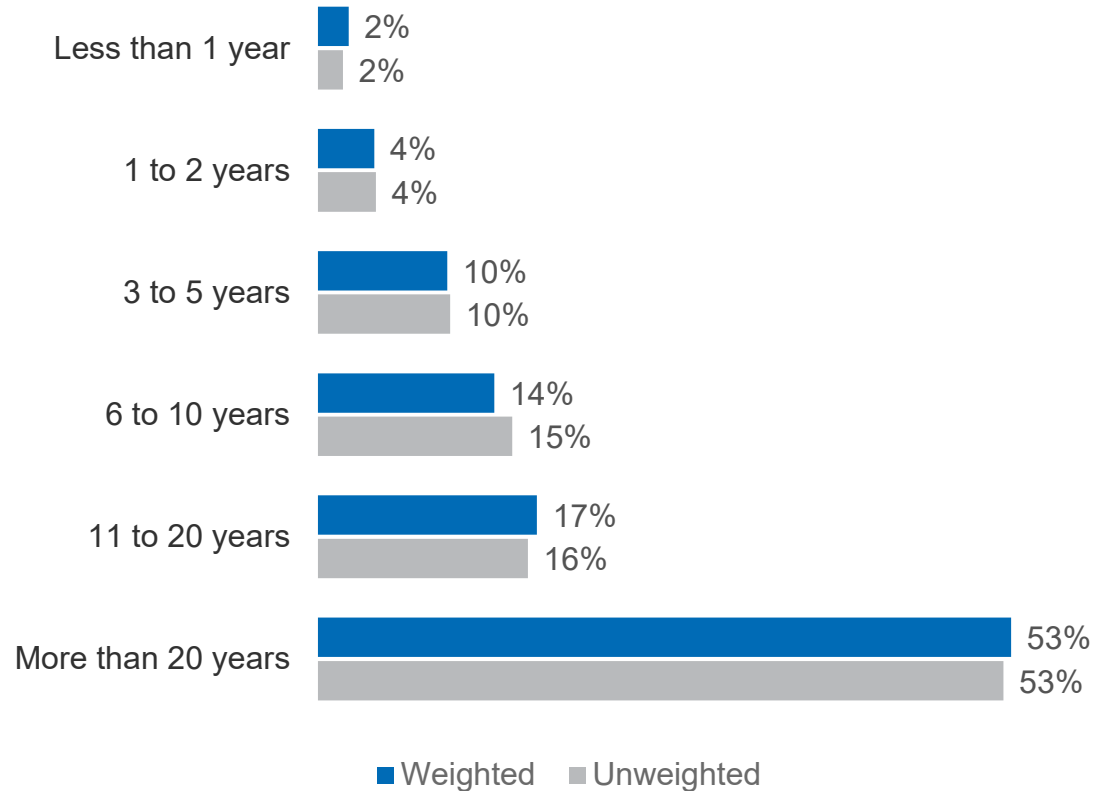


■ Weighted ■ Unweighted

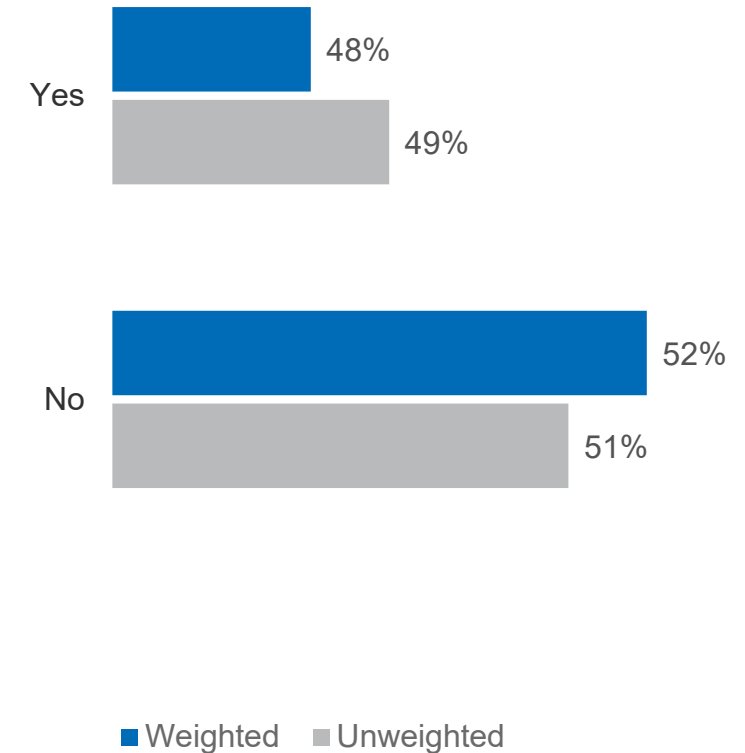
A8. Were you born in Canada? // A8a. How long have you been living in Canada?
 Sample size: A8: n=992 (weighted), n=991 (unweighted); A8a: n=410 (weighted), n=412 (unweighted)
 Base: A8: All respondents (excluding Prefer not to say responses) // A8a: Respondents who were born outside of Canada (excluding Prefer not to say responses)

Living and Working in Mississauga

Living in Mississauga



Working in Mississauga



Previous survey results are available at:
www.mississauga.ca/resident-experience-survey

