

# City of Mississauga Citizen Satisfaction Survey

## Final Research Results

Prepared for: **City of Mississauga**

**August 2, 2019**

# Executive Summary

- A survey has been conducted using Computer-Assisted-Telephone-Interviewing (CATI) methodology of randomly selected Mississauga residents over the age of 18. The key findings are highlighted in this summary.

## Overall Satisfaction & Quality of Life

- There is continued high satisfaction among residents regarding the quality of life in Mississauga. Overall, 72% of residents are satisfied with the municipal government and 81% are satisfied with the services provided by the City.
- This high level of satisfaction is also seen with 89% of respondents rating their quality of life as excellent or good.
- Mississauga also saw a steady increase in scores relating to Mississauga being an open and welcoming community (90%, up 3%), resident pride and saying they are from the City (88%, up 4%), the City's vibrancy (85%, up 3%) and that the City is moving in the right direction (77%, up 1%).
- A majority of residents (82%) believe that diversity in Mississauga is one of its strengths.
- Most quality of life aspects have either remained statistically the same since 2017 or have slightly increased.

## Value for Taxes

- Mississauga residents showed a slight decrease in their satisfaction levels regarding value for taxes relative to the service s provided by the City, with 58% indicating they are somewhat or very satisfied (down 5% from 2017).
- A trend has appeared where there has been a continued growth of preference regarding the increase of taxes at the rate of inflation to maintain services (56%, up 1%), and a decline in the proportion of respondents that prefer to reduce taxes and cut services (9%, down 2%).
- There continues to be a relatively equal proportion of those that believe the City services and programs should be paid for by everyone through general tax revenue (55%, an increase of 7%), and those that felt they should be paid primary through user fees (45%, a decrease of 7%).

# Executive Summary

## Communication & Citizen Engagement

- A significant proportion of residents expressed satisfaction with the amount of information received from the City ( 62%, an increase of 11%). Respondents continue to be most interested in getting information about City taxes and budget (30%, a decrease of 6%), general news/information and updates (25%, an increase of 4%) and building/zoning and development information (21%, a decrease of 1%).
- There is an increase with satisfaction regarding the meaningful opportunities offered by the City to engage or to be consulted on important matters (59%, an increase of 4%).
- Residents were most engaged with surveys organized by the City (31%), public meetings (22%) and both open houses organized by the City and meetings organized by their Ward Councillors (15%).
- Of those who participated in citizen engagement activities, residents were most satisfied with open houses organized by the City (77%, up 2%), meetings organized by ward councilor (74%, up 8%) and roundtable events organized by the City (71%, up 4%).

## Road Services

- Satisfaction with Mississauga's Road Services remains relatively the same at 69% who are satisfied (down 1%).
- Road safety (73%) and snow removal (68%) experienced a decline of 6% and 4% respectively.
- Satisfaction with experience using roads in Mississauga is highest among those who are a passenger in a friend or family member's car (79%).
- The lowest satisfaction rating was with those who are cyclists, however, it should be noted that 50% of respondents were very satisfied or somewhat satisfied.

# Executive Summary

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## MiWay

- Satisfaction with MiWay transit services remained steady at 66% (down 2%). The majority of aspects regarding the quality of transit services remained at a similar level as 2017, demonstrating stability in transit services. Residents were most satisfied with safety (89%, down 1%), cleanliness (81%, up 2%) and customer service (79%). There was a notable significant increase with satisfaction regarding the reliability of buses at 76%, compared to 69% in 2017.
- An area of improvement would be the frequency of buses; however it is noted that satisfaction remain relatively high at 62% for this particular service.

## Library Services

- There is a continued high level of satisfaction with library services with 90% (unchanged) who are satisfied. All aspects with the quality of library services saw an increase in satisfaction. Residents were most satisfied with customer service (93, up 3%), convenience of locations (92%, up 1%) and quality of physical materials (89%, up 4%).
- There was a significant increase in satisfaction with quality of ematerials with 83% who are satisfied, up 10% from 2017.

## Stormwater

- Mississauga residents indicated broad satisfaction with the City's stormwater services with 77% being satisfied or extremely satisfied.
- Respondents were most satisfied with the drainage of rain water as a stormwater service with 77% who are satisfied.
- The indicator with the lowest satisfaction was the City's flood prevention information with 59% indicating they were satisfied or very satisfied.

# Executive Summary

## Land Development Services

- There was a modest decrease in satisfaction regarding land development services from 64% to 59%.
- Though there was a decrease in the overall satisfaction rating, there was an increase in most categories associated with Land Development Services. Respondents were most satisfied with the variety of restaurants/shopping districts/social paces and events at 83%, an increase of 7%. There was an increase of 4% with public gather spaces (68%) and anticipating future needs of the City (56%).
- The lowest level of satisfaction was affordability of housing in Mississauga with a 28% satisfaction rating. However, that is an increase of 3% from 2017.

## Regulatory Services

- Satisfaction with regulatory services has seen an increase since 2015. 70% are satisfied with regulatory services in 2019, compared to 68% in 2017 and 66% in 2015.
- Though there has been an overall increase in satisfaction, there was a decrease in most categories associated with regulatory services. Residents are most satisfied with maintaining order and safety (83%, down 3%).
- Though the ease of business licensing and permit process has the lowest satisfaction rating of 66%, that is an increase of 2% from 2017.

## Arts, Culture and Heritage

- There is a high level of satisfaction with arts, culture and heritage services with 75% who are satisfied (an increase of 4%) .
- All aspects with the quality of arts and culture services remained steady with the exception of identification and preservation of heritage properties, which has a satisfaction increase of 6% from 61% to 67%.

# Executive Summary

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## Recreation Services

- Satisfaction with recreation services is high at 85% (down 1%). The satisfaction rating regarding quality of recreation services remains steady. Respondents were most satisfied with the helpfulness of staff (87%) and convenience of location (86%).
- The lowest level of satisfaction was regarding the affordability of programs and activities. However, the level of satisfaction was still high at 74%.

## Parks and Forestry

- Most residents are satisfied with Parks and Forestry Services in Mississauga (84%), statistically unchanged from 2017.
- Protection of the City of Mississauga's tree canopy and habitats saw the largest increase (4%) over 2017 results with 78%.
- Most other categories for the quality of parks and forestry services have a satisfaction level that is similar to the results from 2017.
- Washroom facilities remains as the area with the lowest satisfaction level at 57% (unchanged since 2017).

## Environment

- 82% of residents think the air, water and land quality is excellent or good, an increase of 4%.
- There was a significant increase in the satisfaction level regarding the job Mississauga is doing to protect the environment from 84% in 2017 to 92% in 2019.



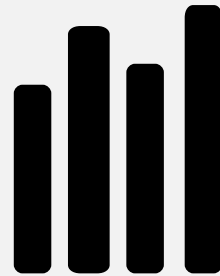
## **Project Overview**

Background, Objectives and Methodology

# Background, Objectives, and Methodology

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- The City of Mississauga required a professional market research firm to carry out a high-quality survey research concerning citizen satisfaction of various public services.
- Forum Research carried out the research study utilizing a telephone survey research methodology (CATI).
- This survey was conducted from June 3<sup>rd</sup> to June 22<sup>nd</sup>, 2019.
- Surveying was conducted with adult (18+) respondents.
  - Surveying was conducted with n=1124 Mississauga residents.
  - The volume of surveys ensured that an MoE of +/- 2.92% was obtained for the sample group.
- The survey was 30 minutes in length.
- Results of this survey are weighed by Ward, age and gender, therefore, results are representative of the population.
- This report will focus on the final results of this survey.
- Results may not equal to 100% due to rounding and the data shows total valid responses only.

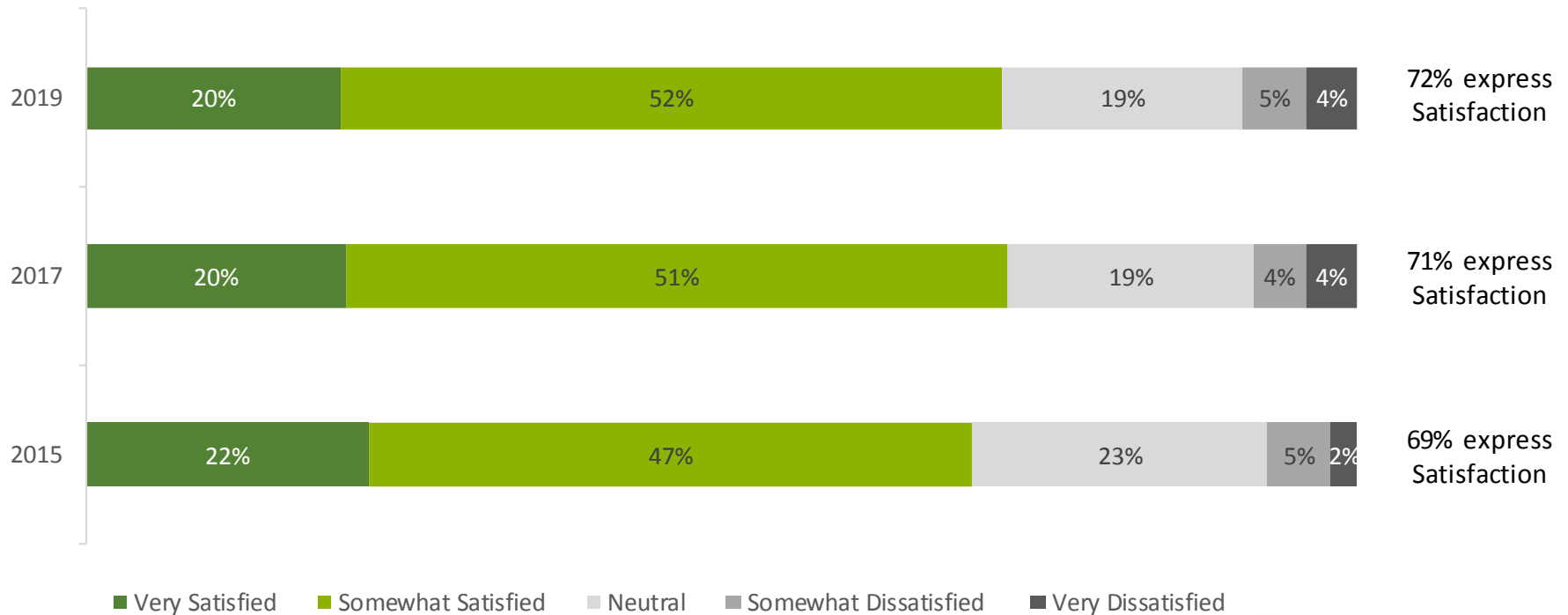


**Detailed Findings**  
Overall Satisfaction

# Overall Satisfaction

- There has been no statistically significant change since 2015 regarding the level of satisfaction with Mississauga's municipal government.
- 7 in 10 (72%) are satisfied with Mississauga's municipal government with 1 in 5 (20%) who are very satisfied and half (52%) who are somewhat satisfied.

Satisfaction with Municipal Government



Q4. How satisfied are you with the City of Mississauga municipal government? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied".  
(n=1124)

Note: Q4 was listed as Q5 in the 2017 survey.



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# Overall Satisfaction

- The figure below shows the complete distribution of responses for the question about satisfaction with the municipal government
- 3 in 10 (31%) rated their satisfaction level as an 8, a comparable difference when looking at 2017 where quarter (24%) rated their satisfaction as an 8.

Satisfaction with Municipal Government



Q4. How satisfied are you with the City of Mississauga municipal government? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied".  
(n=1124)

Note: Q4 was listed as Q5 in the 2017 survey.

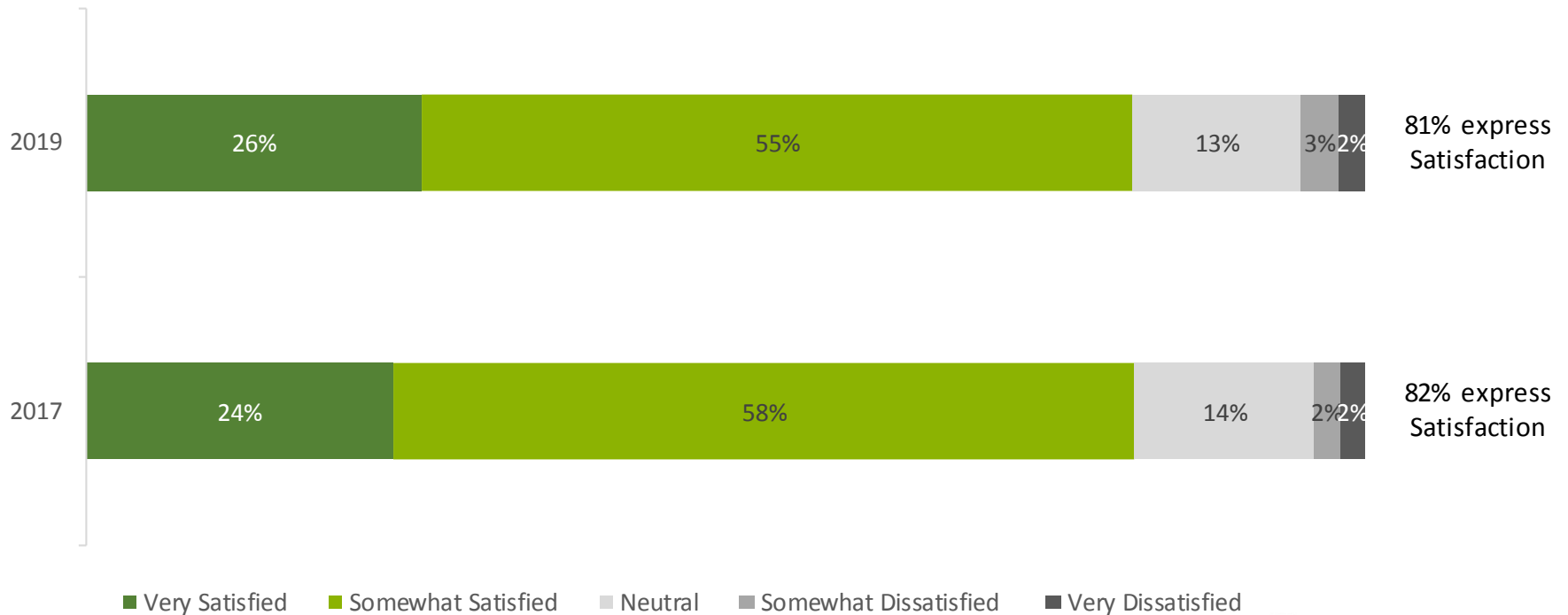


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# Overall Satisfaction

- Overall satisfaction levels with the services provided by the City of Mississauga have remained steady since 2017.
- 8 in 10 (81%) are satisfied with the services provided by the City with half (55%) who are somewhat satisfied and over a quarter who are very satisfied (26%).

Overall Satisfaction with Services Provided



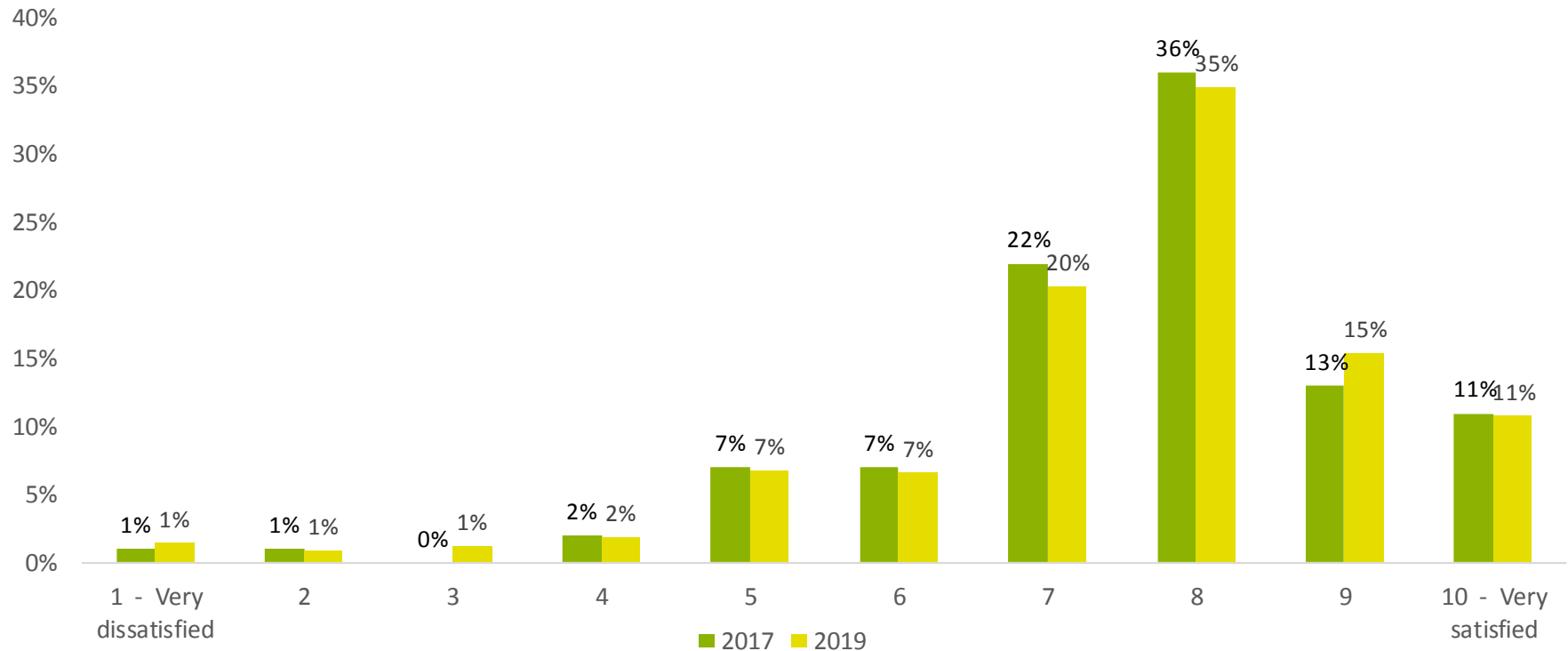
Q3. Overall how satisfied are you with the services provided by the City of Mississauga using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"? (n=1124)



# Overall Satisfaction

- The figure below shows the complete distribution of responses for the question about satisfaction with the services provided by the City of Mississauga.
- The results for 2019 are similar to the results from 2017, with very little notable differences between the two surveys.

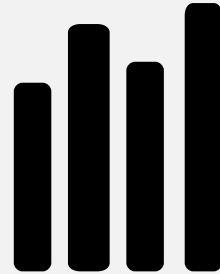
Overall Satisfaction with Services Provided



Q3. Overall how satisfied are you with the services provided by the City of Mississauga using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied"? (n=1124)



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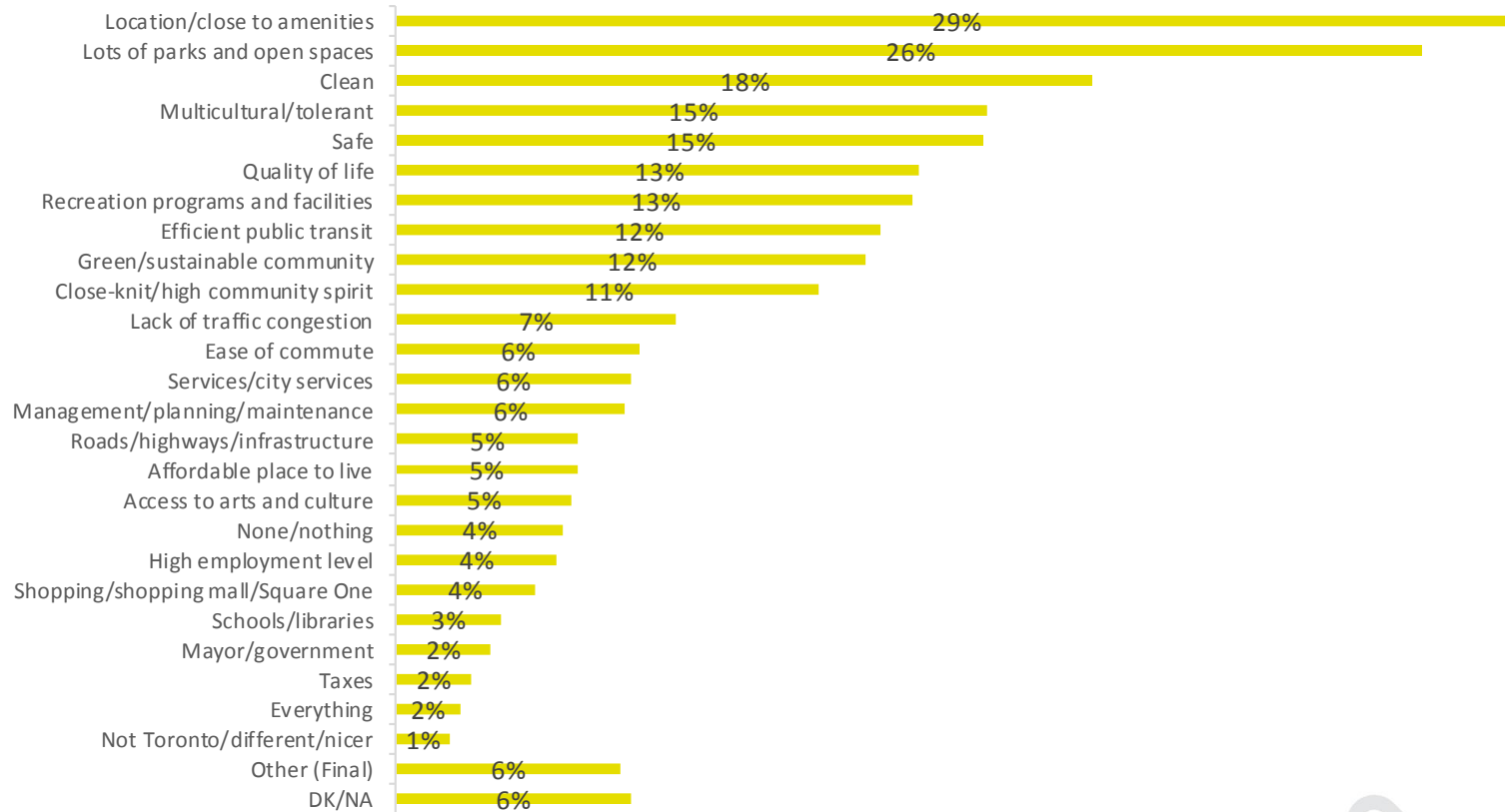
## Detailed Findings

### Quality of Life

# Quality of Life

- The top 3 elements that makes Mississauga so appealing has remained the same since 2017. Location/close to amenities (29%), lots of parks and open spaces (26%) and cleanliness (18%) remain as the most appealing items about Mississauga.

**Most Appealing Elements of Mississauga**



Q1. What, in your opinion, would you say are the most appealing things about Mississauga?  
(n=1124)

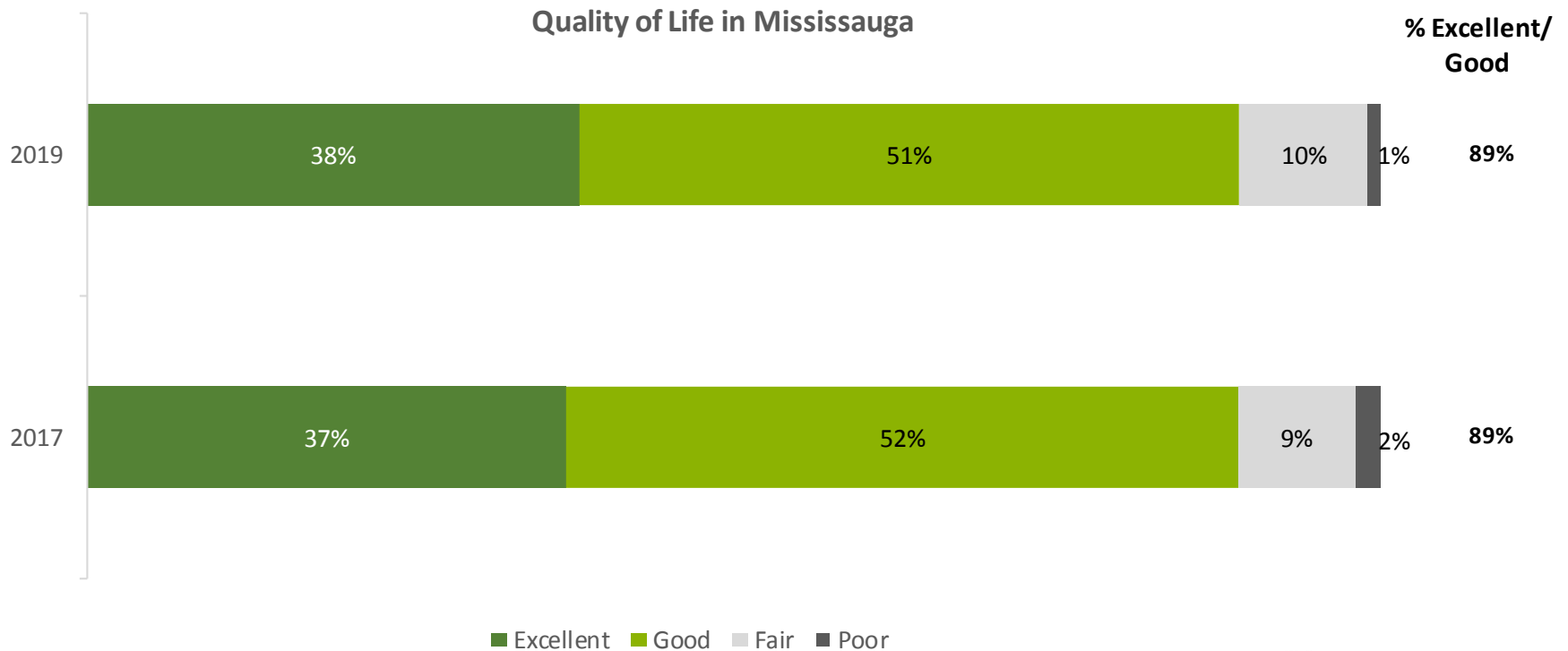


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# Quality of Life

- Overall, the level of satisfaction with Mississauga's Quality of Life has remained the same since 2017. 89% of residents rate the Quality of Life as excellent or good.
- Half of respondents (51%) rate the Quality of Life as good while over a third (38%) rate it as excellent.



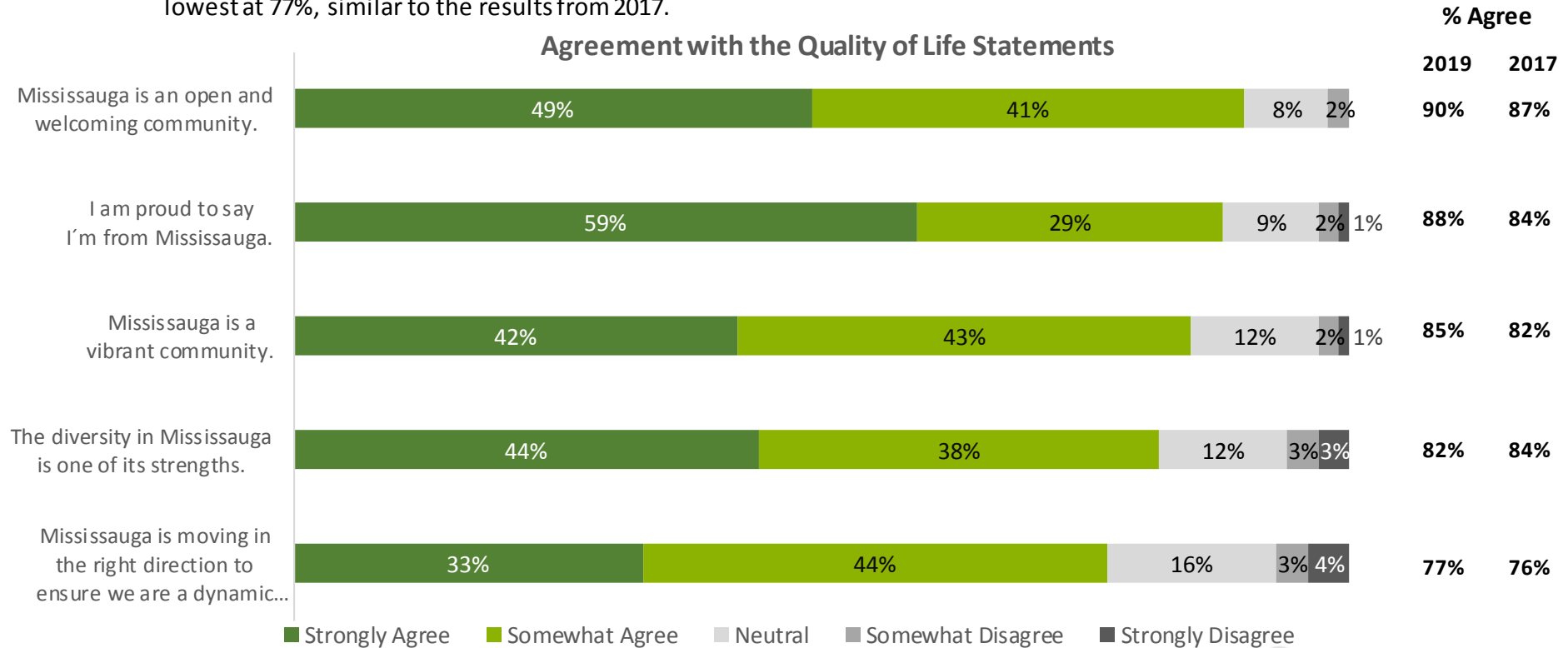
Q2. Please think about the overall quality of life in Mississauga for you and your family.  
 Would you say, overall that the quality of life in Mississauga is?  
 (n=1124)



# Quality of Life

- The statement, *I am proud to say I'm from Mississauga*, saw a steady growth in the level of agreement from 2017 (84%) to 2019 (88%). *Mississauga is an open and welcoming community* and *Mississauga is a vibrant community* saw a 3% growth from 2017 to 2019.
- Mississauga is moving in the right direction to ensure we are a dynamic and beautiful global city* has been rated the lowest at 77%, similar to the results from 2017.

Agreement with the Quality of Life Statements



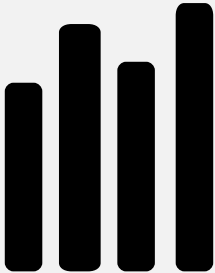
Q5A to Q5E. Using a scale of 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree," Please indicate the extent to which you agree or disagree with the following statements

(n=1124)

Note: Q5 was listed as Q4 in the 2017 survey.



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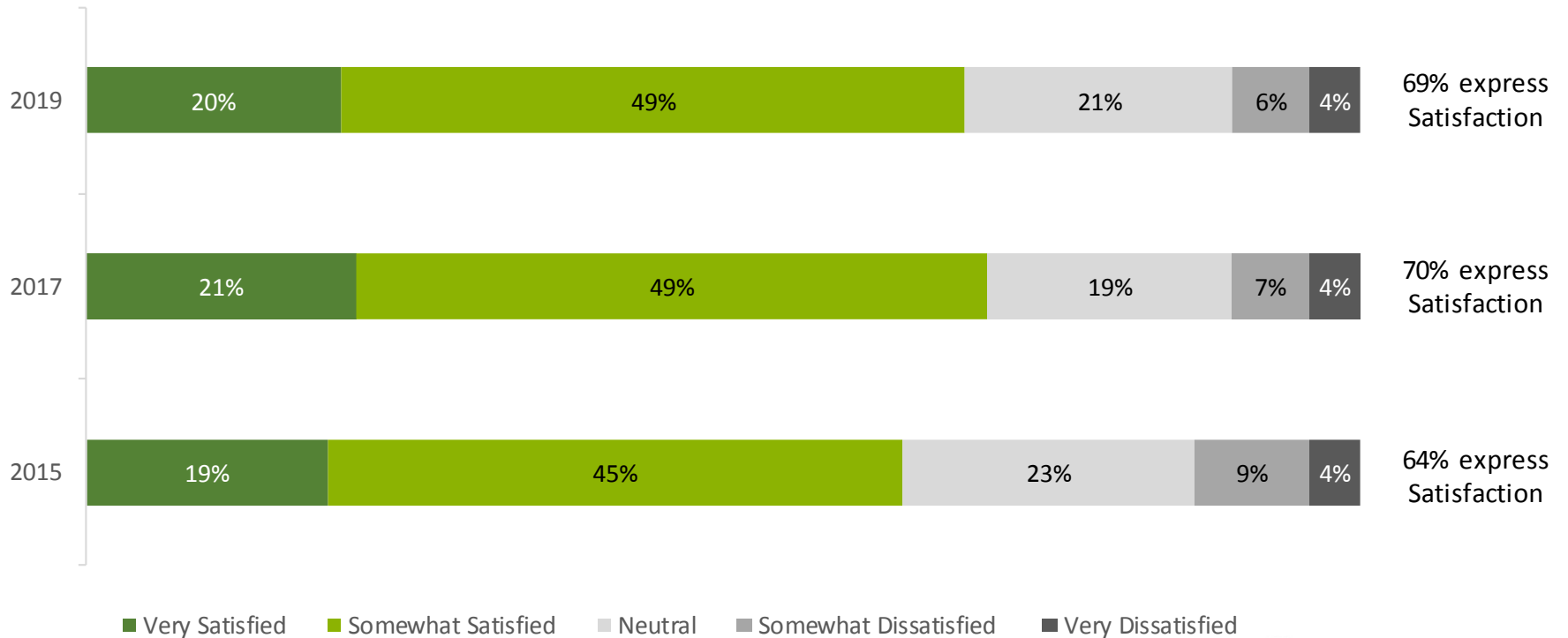


**Detailed Findings**  
Road Services

# Road Services

- 7 in 10 (69%) are satisfied with the road services in Mississauga which is a similar result as the 2017 survey.
- Half (49%) are somewhat satisfied with the road services in Mississauga and 1 in 5 (20%) are very satisfied.

Satisfaction with Road Services



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

(n=1124)

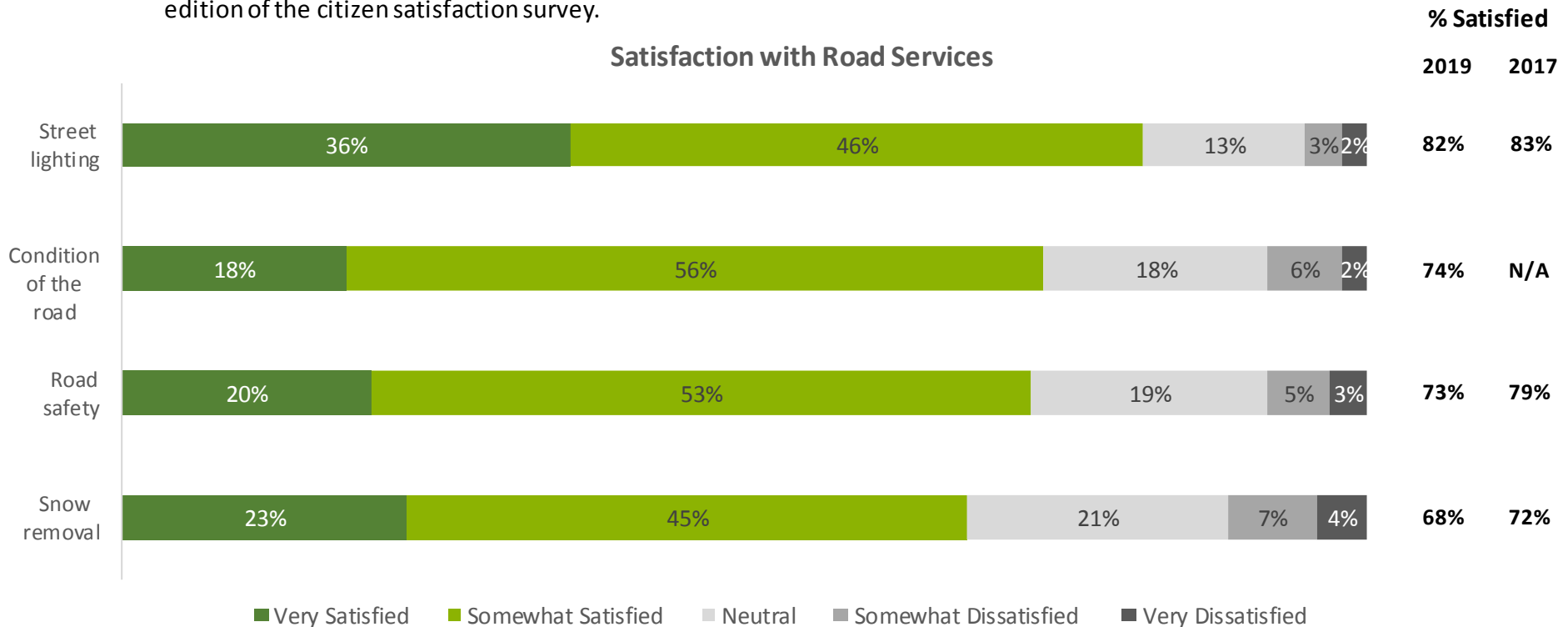


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# Road Services

- Overall, 8 in 10 (82%) respondents are satisfied with street lighting with almost half (46%) who are somewhat satisfied and a third (36%) who are very satisfied.
- 7 in 10 (73%) are satisfied with road safety, a 6% decreased from 2017 (79%).
- The level of satisfaction regarding the condition of roads in Mississauga was 74%. This question was new for the 2019 edition of the citizen satisfaction survey.



Q7A to Q7D. 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?

(n=1124)



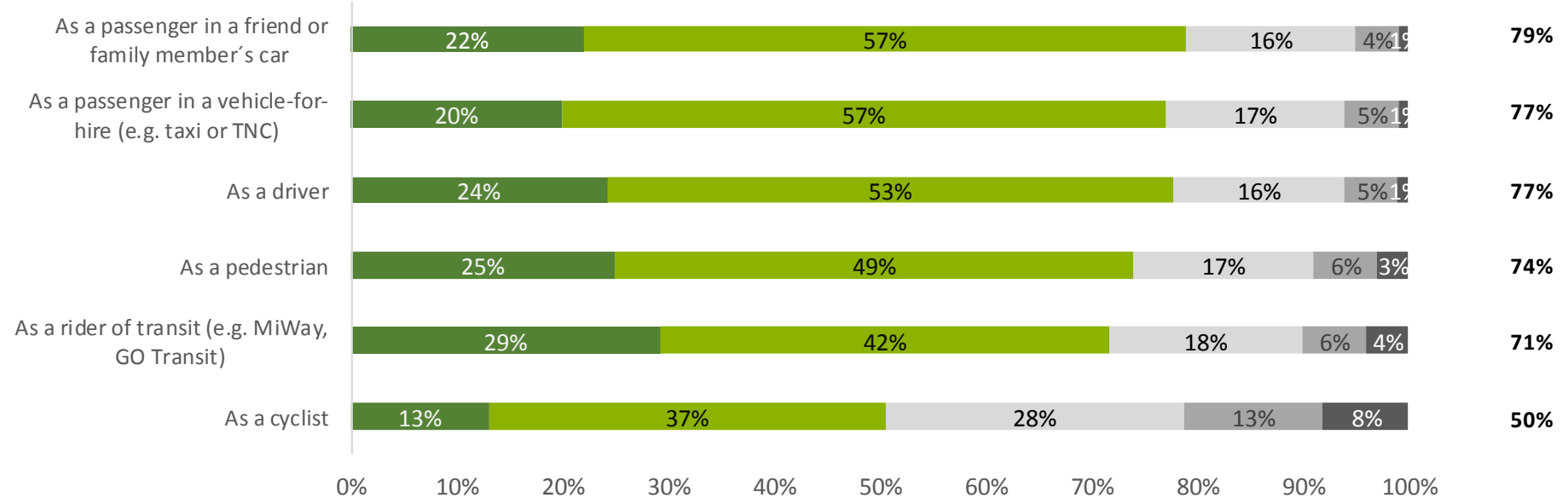
# Road Services

- The level of satisfaction for using roads in Mississauga was highest for those who are a passenger in a friend or family member's car at 79%.
- Passenger in a vehicle-for-hire and drivers also had a high level of satisfaction with over three quarters (77%) who are satisfied with their experience using roads in Mississauga.
- Cyclist had the lowest level of satisfaction with half (50%) rating their experience as somewhat satisfied or very satisfied.

Satisfaction with Using Roads in Mississauga

% Satisfied

2019



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



Q8A to Q8E. 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?

(n=1124)

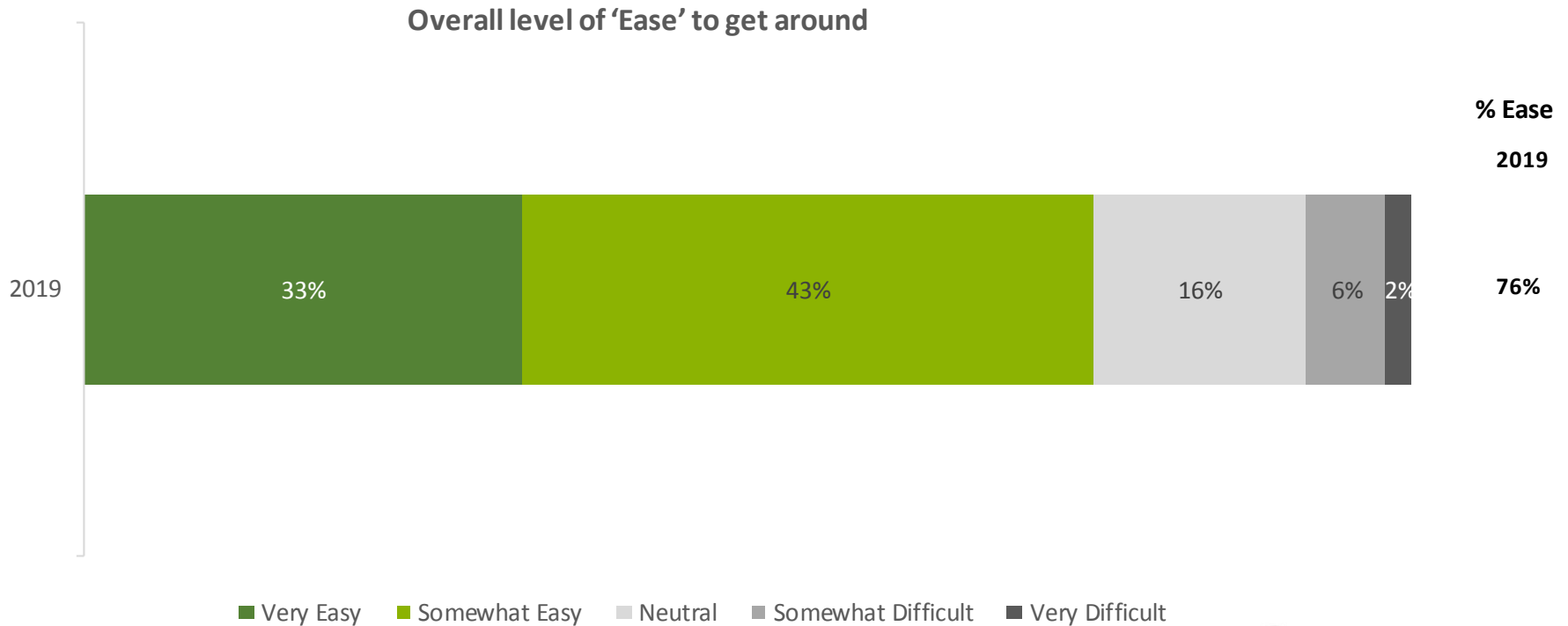
Note: The 2017 survey employed a different methodology and had different wording in the question. The 2019 results are not comparable to the 2017 survey.



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# Road Services

- 76% of residents find it 'Easy' to get around in Mississauga, which is a high level of satisfaction.
- 4 in 10 (43%) find it 'somewhat easy' while a third (33%) find it very easy to get around Mississauga.



Q9. 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=1124)

Note: No comparable results in 2017 survey as this is a new question.



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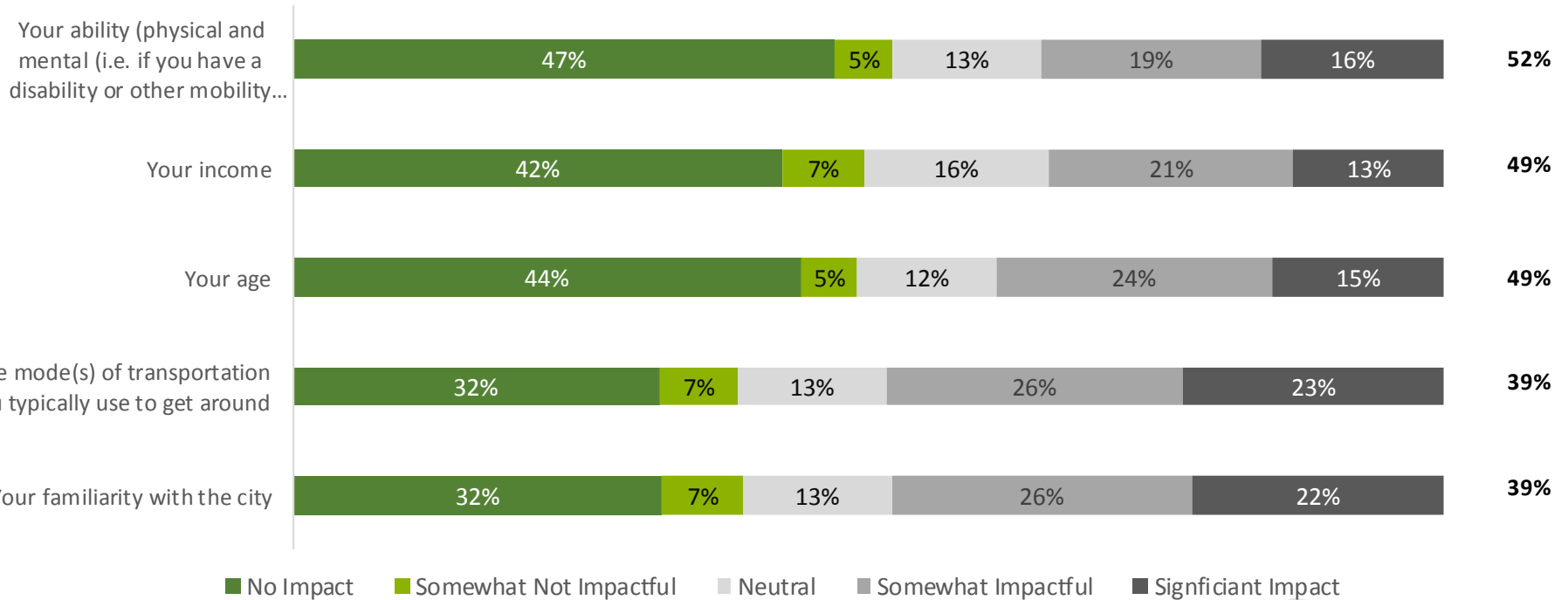
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# Road Services

- The factors that had the most amount of impact is the mode of transportation typically used to get around (52%) and their familiarity with the City (51%).

Level of Impact to get around due to various factors

% Little to No Impact  
2019

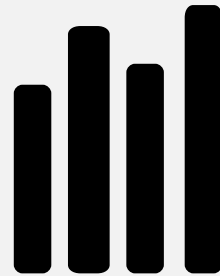


Q10A to Q10E. Using a scale of 1 to 10, where 1 means "no impact" and 10 means "significant impact" how do the following factors affect how easy it is for you to get around in Mississauga?

(n=1124)

Note: No comparable results in 2017 survey as this is a new question.





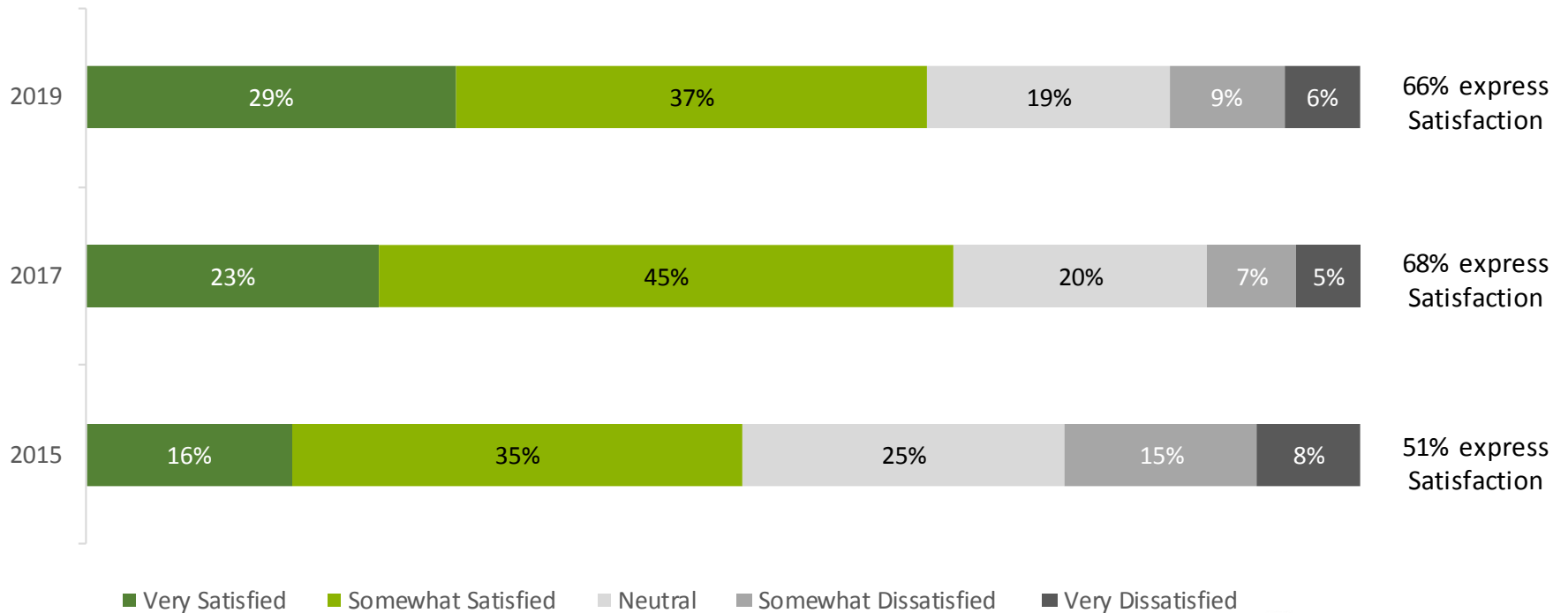
## Detailed Findings

### MiWay Services

# MiWay Services

- Overall satisfaction with MiWay Transit services has remained steady with 66% of respondents who are satisfied with MiWay services in 2019 compared to 68% who were satisfied in 2017.
- When comparing those who are 'very satisfied', there has been a significant improvement with 29% who are very satisfied in 2019 compared to 23% in 2017 and 16% in 2015.

Satisfaction with MiWay Transit



Q11. Using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied" how satisfied are you with MiWay transit services in Mississauga?

(n=1124)

Note: Q11 was listed as Q9 in the 2017 survey.



# MiWay Services

- There was a significant improvement with the *reliability of buses (on-time)* with 76% of respondents indicating they were satisfied in 2019, compared to 69% in 2017.
- Most MiWay indicators have remained at a similar level to the 2017 results. An exception is the *presto fare payment system* where there was a 6% decrease in the level of satisfaction since 2017.



Q12A to Q12H. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of these elements of transit services in Mississauga?

(n=1124)

Note: Q12 was listed as Q10 in the 2017 survey.



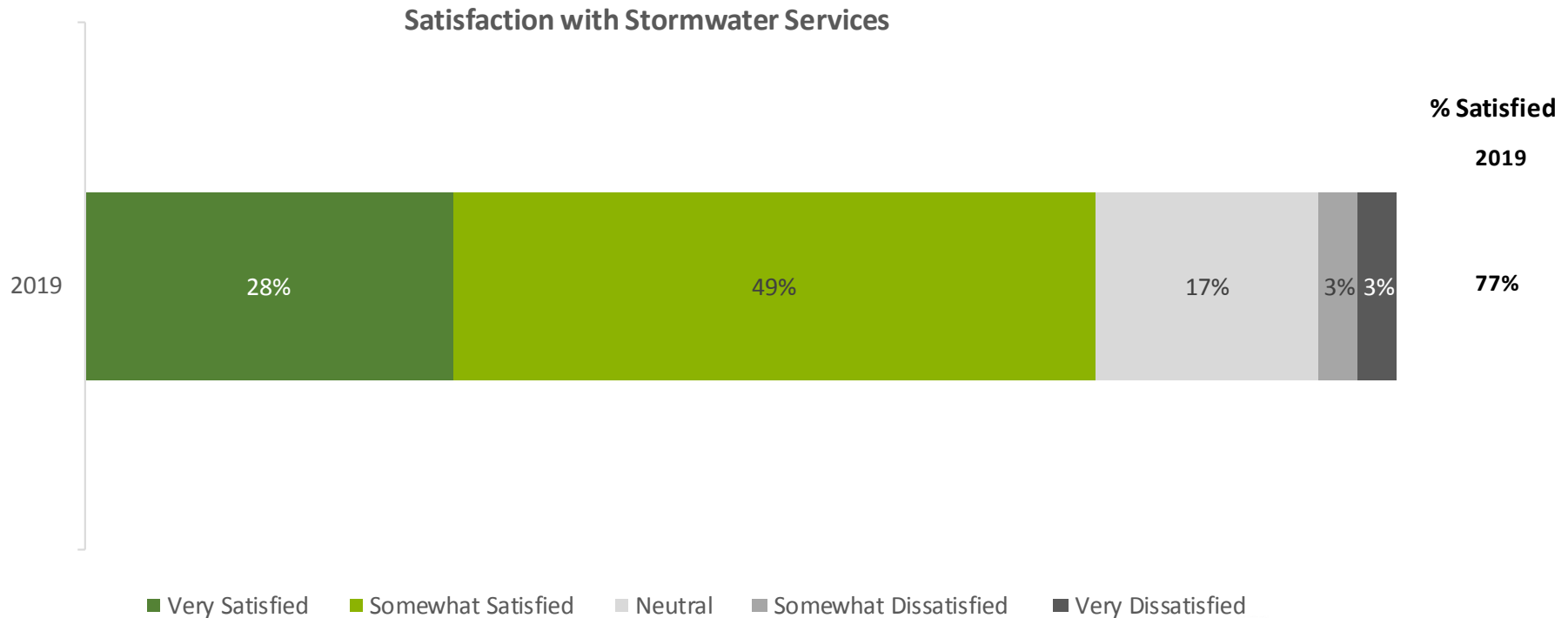
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**Detailed Findings**  
Stormwater Services

# Stormwater Services

- Overall satisfaction regarding Stormwater Services in Mississauga is high with 7 in 10 (77%) who are satisfied with the service.
- Half of respondents (49%) who are somewhat satisfied and 3 in 10 (28%) who are very satisfied.



Q13. Using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied" how satisfied are you with Stormwater Services in Mississauga? The Stormwater Services includes the development and maintenance of the system which protects property, infrastructure and the natural environment from erosion and flooding and enhances water quality. (n=1124)

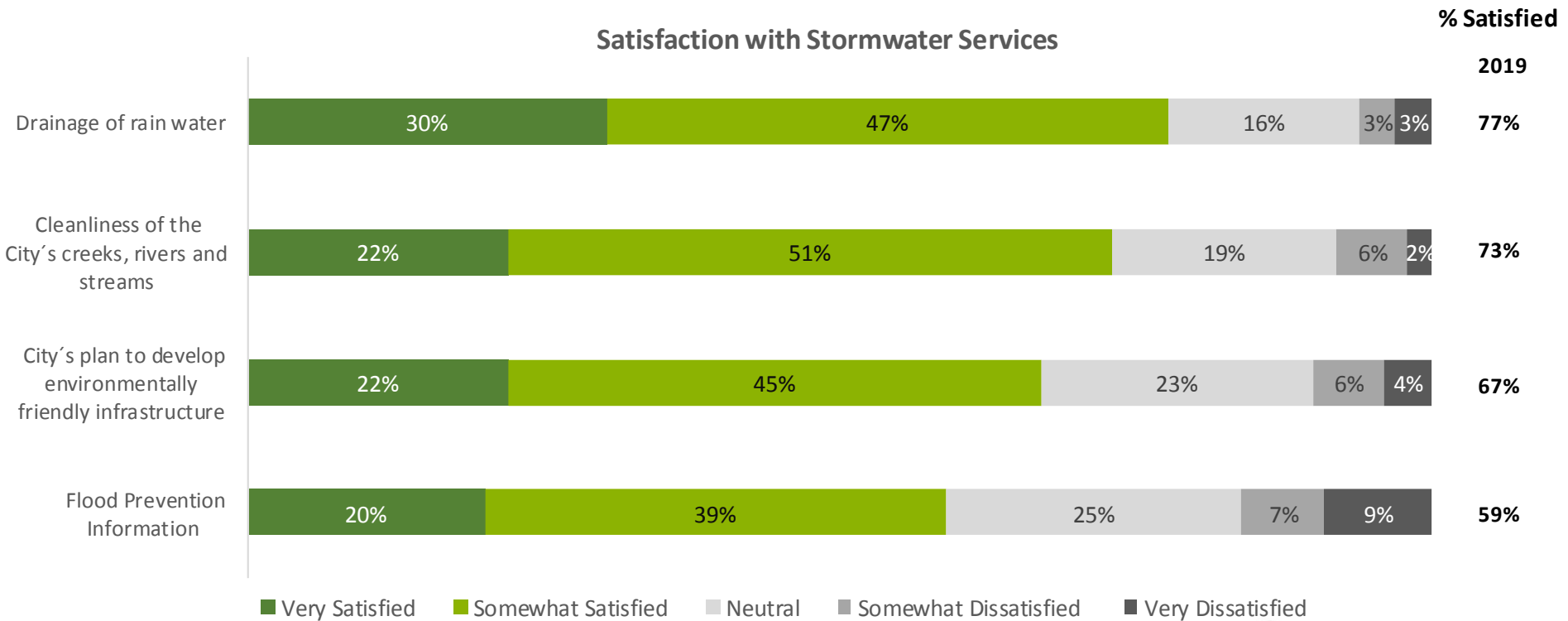
Note: No comparable results in 2017 survey



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# Stormwater Services

- Respondents were most satisfied with the drainage of rain water as a stormwater service with 77% who are satisfied.
- An area for improvement is with *Flood Prevention Information*. 6 in 10 (59%) are satisfied with *Flood Prevention Information*.



Q14A to Q14D. 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:

(n=1124)

Note: No comparable results in 2017 survey

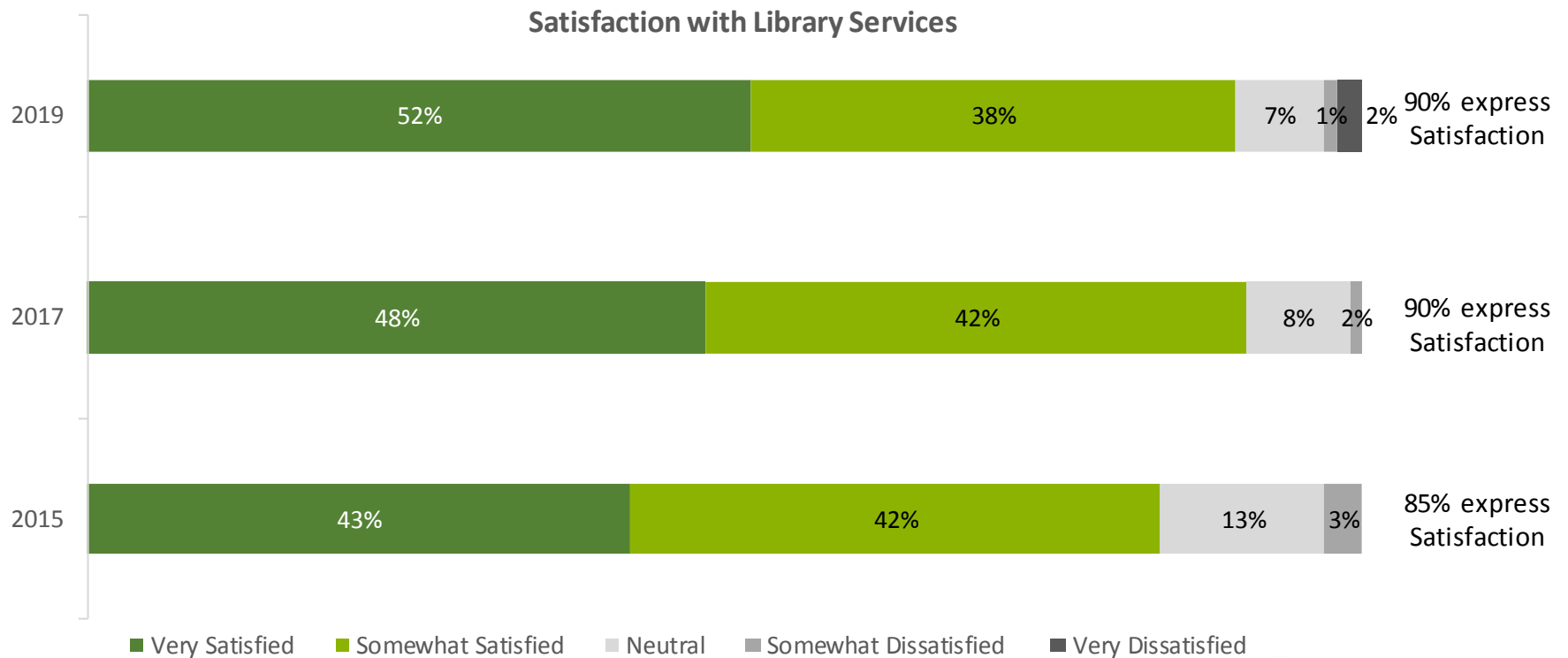




**Detailed Findings**  
Library Services

# Library Services

- Library services remain a high value for Mississauga's residents, with 90% who are satisfied with the services.
- Satisfaction with library services has remained steady with a 5% increase in satisfaction from 2015 to 2019.
- Over half of respondents (52%) are very satisfied with the library services provided.



Q15. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you with library services in Mississauga?

(n=1124)

Note: Q15 was listed as Q11 in the 2017 survey



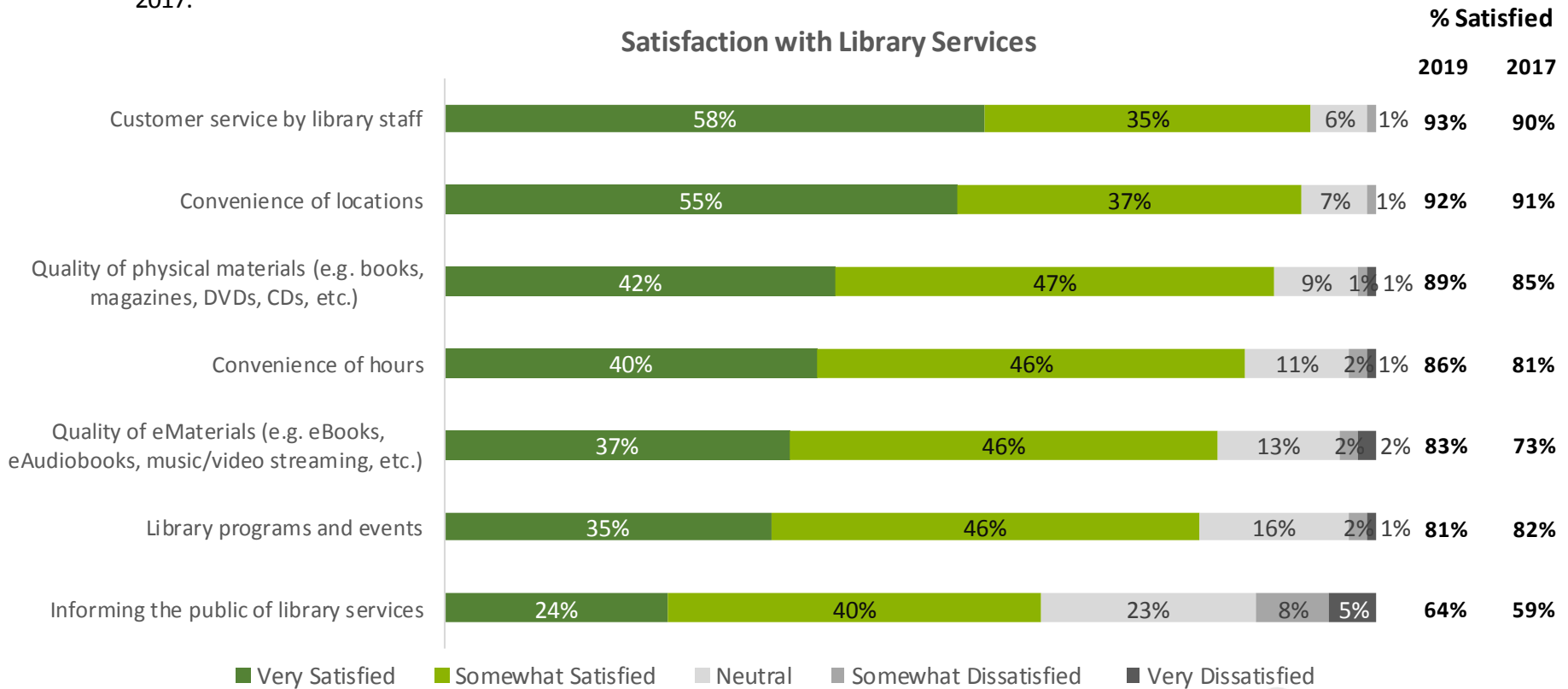
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# Library Services

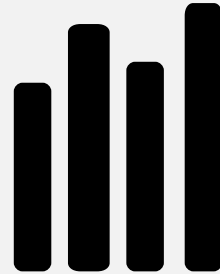
- All library services satisfaction have remained at a similar level or have increased since 2017. There is a statistically significant increase of 10% for Quality of eMaterials.
- Though *information the public of library services* received the lowest satisfaction rating of 64%, that is a 5% increase since 2017.



Q16A to Q16G. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of the following library services in Mississauga?

(n=1124)





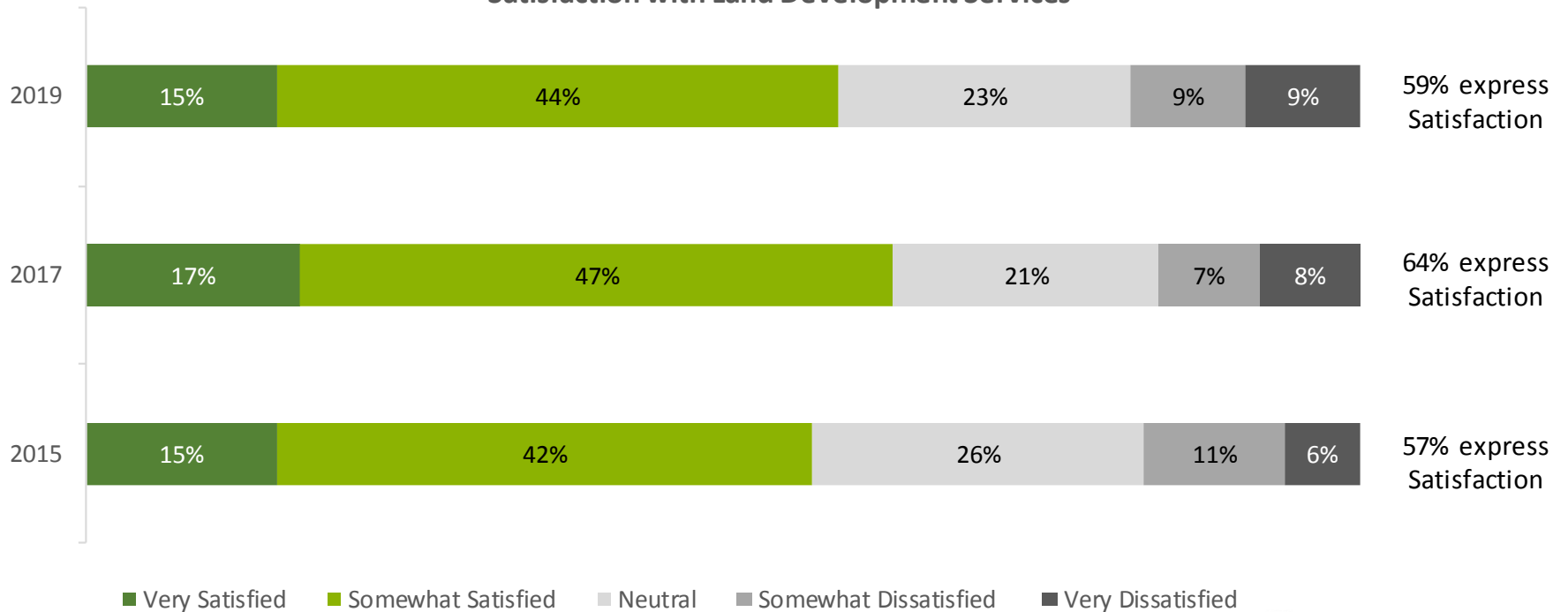
## Detailed Findings

### Land Development Services

# Land Development

- Satisfaction regarding land development services has modestly decreased 5% since 2017 from 64% to 59%.
- 4 in 10 (44%) are somewhat satisfied with the land development services and 1 in 7 (15%) are very satisfied.

Satisfaction with Land Development Services



Q17. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you with land development services in Mississauga? Land development services include the planning of neighbourhoods, business and shopping areas, as well as building permits and codes.

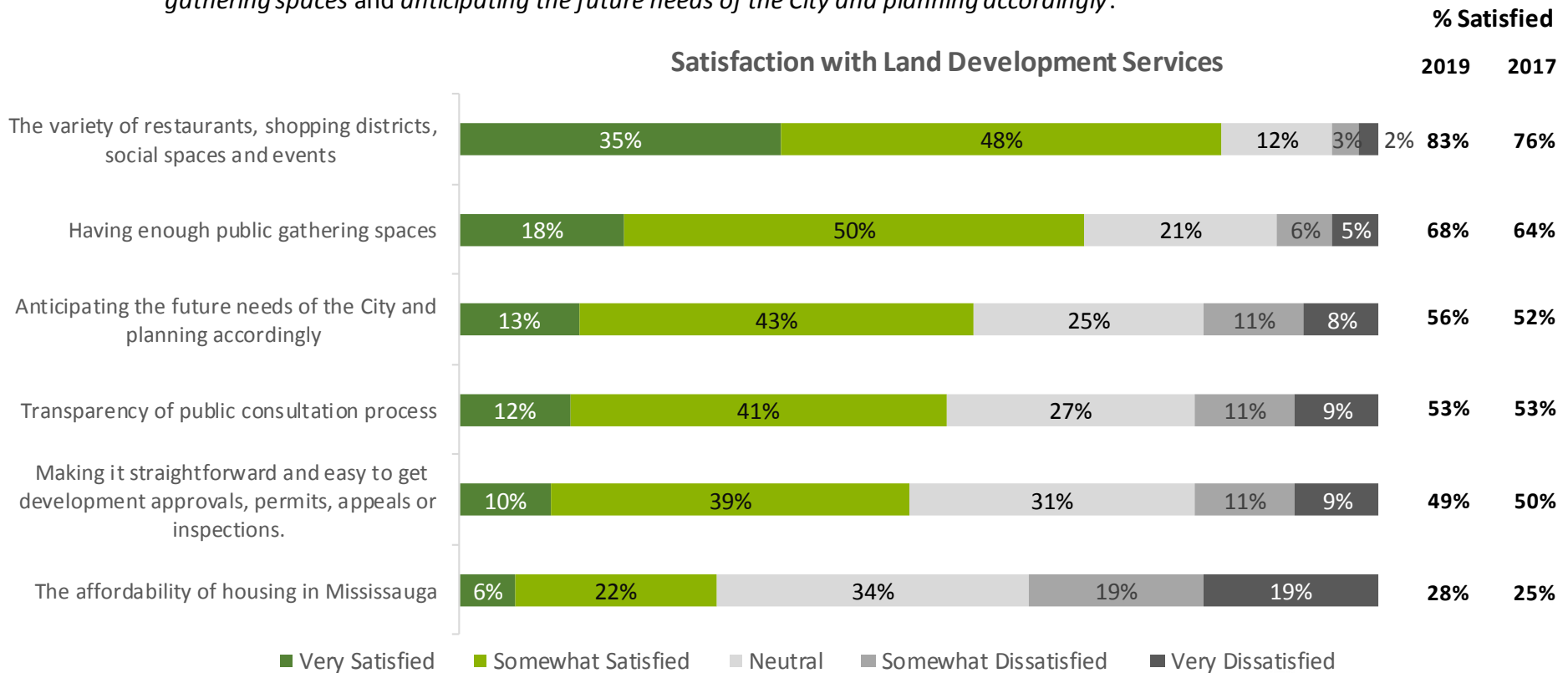
(n=1124)

Note: Q17 was listed as Q13 in the 2017 survey



# Land Development

- There is a notably significant increase regarding *variety of results, shopping districts, social space and events* from 2017 (76%) to 2019 (83%).
- Most land services had a similar satisfaction level as the 2017 survey. There was a 4% increase with having *enough public gathering spaces* and *anticipating the future needs of the City and planning accordingly*.

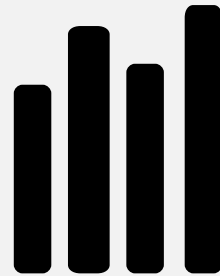


Q18A to Q18F. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of the following land development services in Mississauga?

(n=1124)

Note: Q18 was listed as Q14 in the 2017 survey





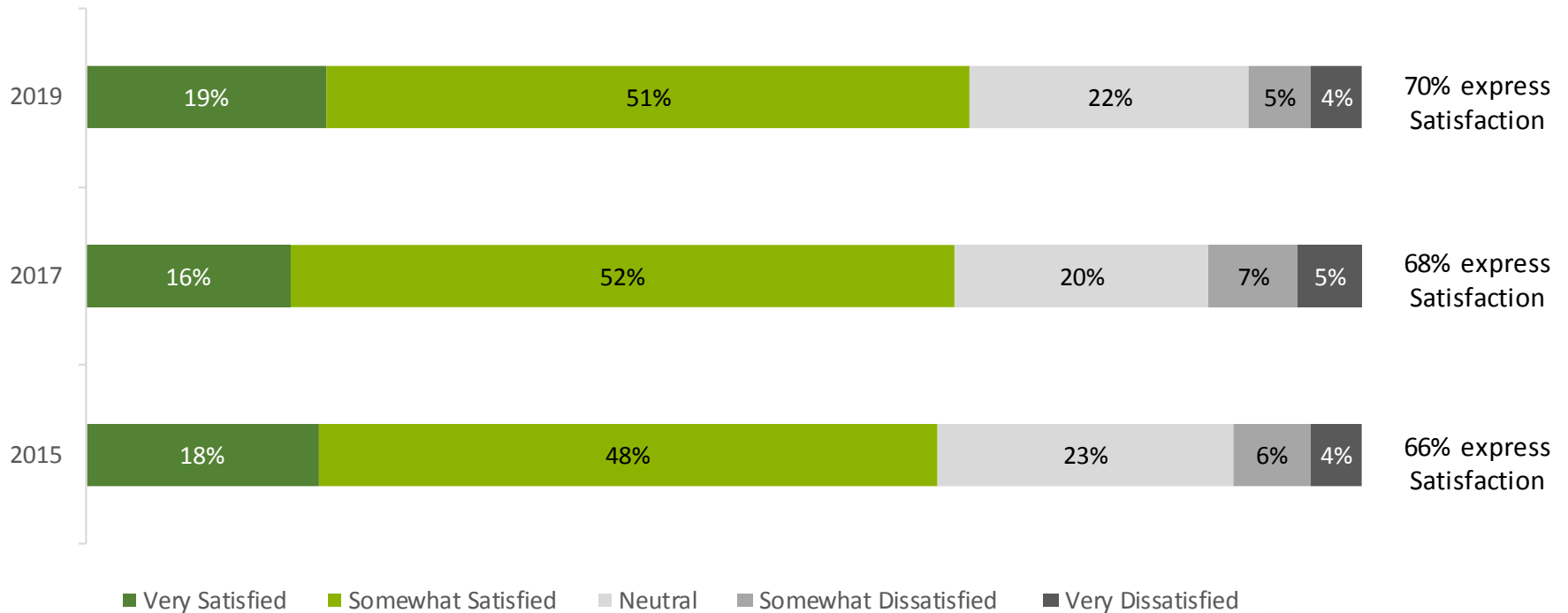
## Detailed Findings

### Regulatory Services

# Regulatory Services

- Residents expressed a satisfaction level of 70% with regulatory services in the City. This is a slight increase from 2017 and 2015 results where satisfaction levels were 68% and 66% respectively.
- Half of residents (51%) are somewhat satisfied while 1 in 5 (19%) are very satisfied.

Satisfaction with Regulatory Services



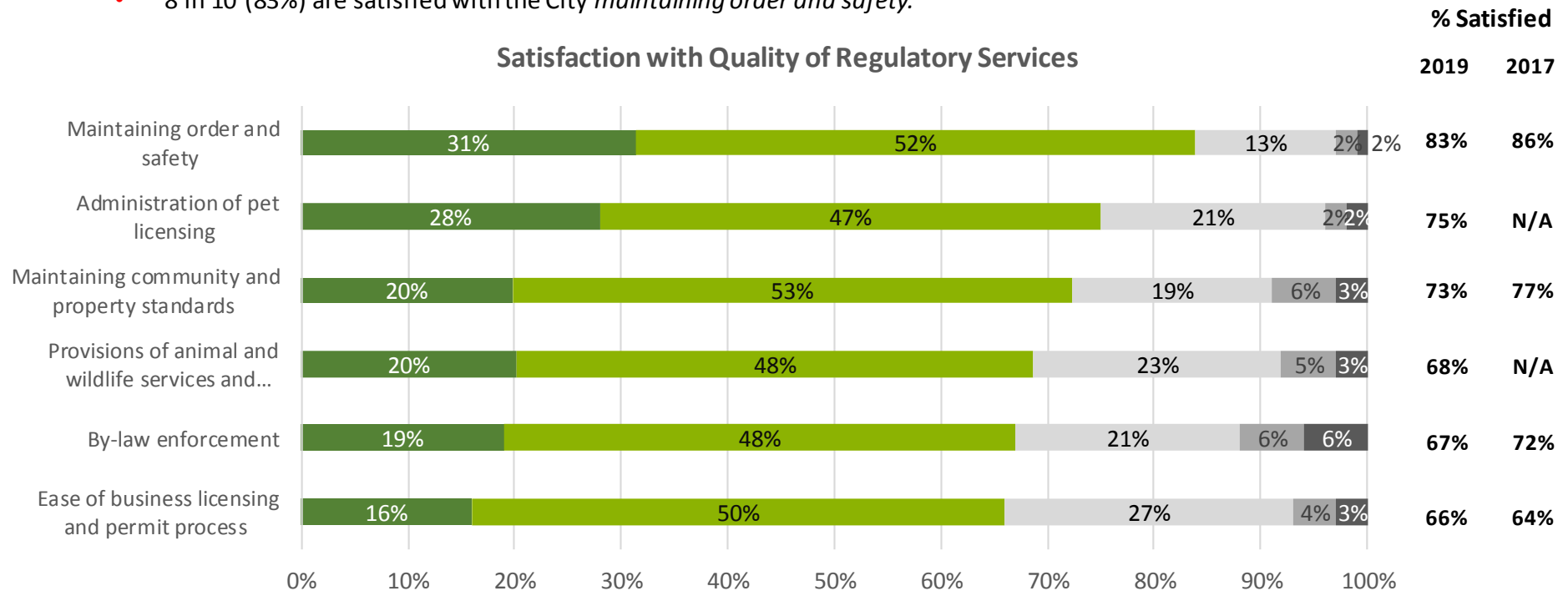
Q21. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you with regulatory services in Mississauga? Regulatory services achieve compliance with municipal by-laws to maintain order, safety and community standards in the City in the areas of animal services, compliance and licensing enforcement and charity gaming, mobile licensing enforcement and parking enforcement.

(n=1124) Note: Q21 was listed as Q17 in the 2017 survey



# Regulatory Services

- All comparable results saw a slight decline in satisfaction levels with the exception of *ease of business licensing and permit process*, where there was a 2% increase from 64% to 66%.
- The most significant decline was in *by-law enforcement* where there was a 5% decrease.
- 8 in 10 (83%) are satisfied with the City *maintaining order and safety*.



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

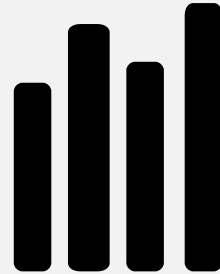


Q22A to Q22F. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of the following regulatory services in Mississauga?

(n=1124)

Note: Q22 was listed as Q18 in the 2017 survey





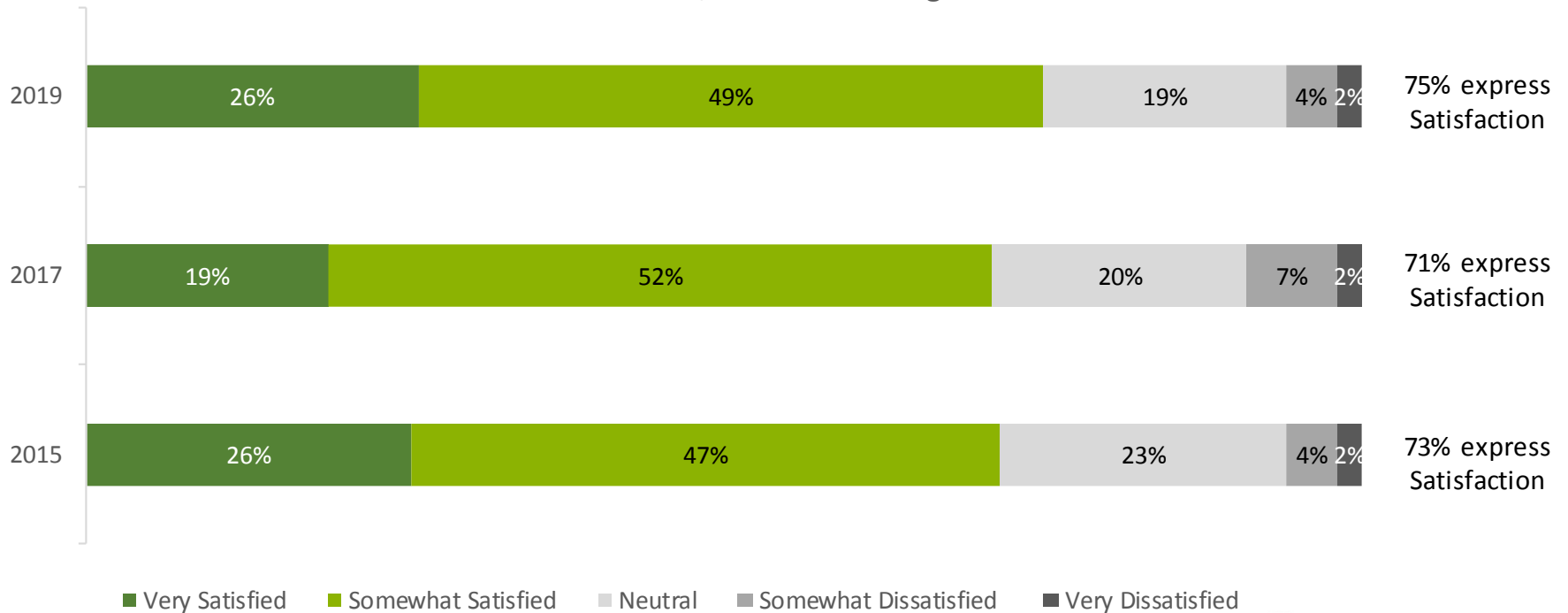
## Detailed Findings

### Arts and Culture Services

# Arts, Culture & Heritage

- Satisfaction with arts, culture and heritage remains high with three quarters who are satisfied (75%), a 4% increase since 2017.
- Half of respondents (49%) are somewhat satisfied and a quarter (26%) who are very satisfied.

Satisfaction with Arts, Culture & Heritage Services



Q19. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you 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=1124) Note: Q19 was listed as Q15 in the 2017 survey

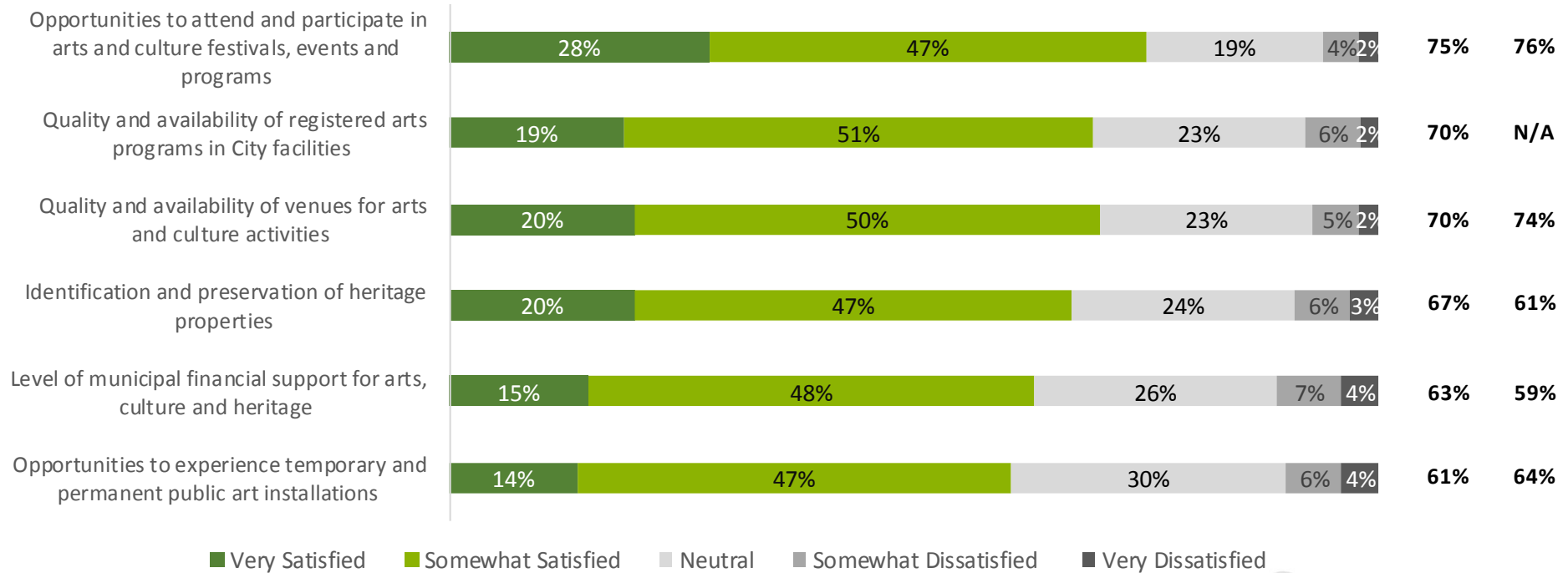


# Arts, Culture & Heritage

- Overall satisfaction is lowest for *opportunities to experience temporary and permanent public art installations* at 61%.
- Three quarters (75%) are satisfied with *opportunities to attend and participate in art and cultures festivals, events and programs*.
- There was a notable increase in satisfaction regarding identification and preservation of heritage properties from 2017 (61%) to 2019 (67%).

**Satisfaction with Arts, Culture and Heritage Services**

**% Satisfied**  
**2019    2017**

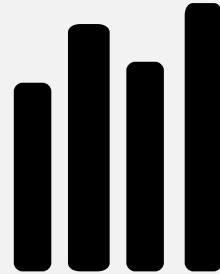


Q20A to Q20F. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" specifically how satisfied are you with the quality of the following arts, culture and heritage services in Mississauga?

(n=1124)

Note: Q20 was listed as Q16 in the 2017 survey



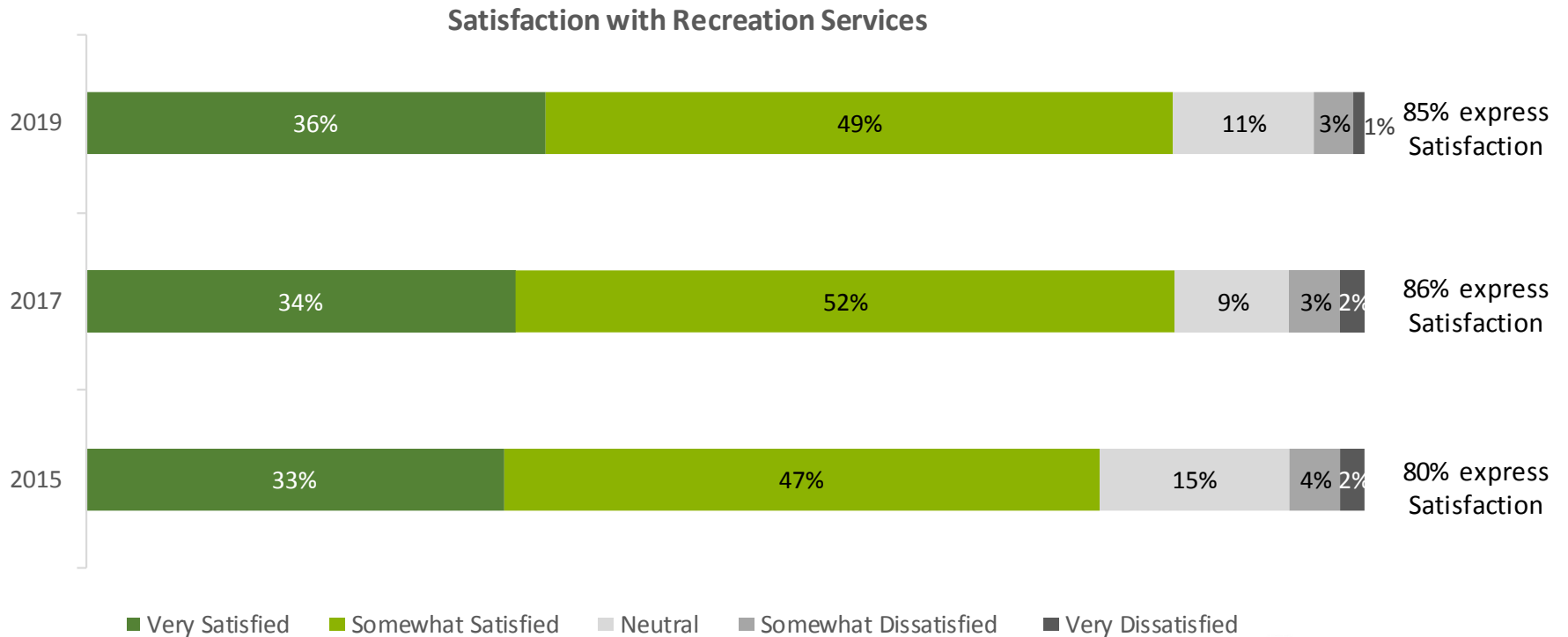


## Detailed Findings

### Recreation Services

# Recreation Services

- The overall level of satisfaction with recreation services has largely remained the same with 85% who are satisfied. There is no statistical difference from the 2017 survey.
- Half (49%) are somewhat satisfied while over a third (36%) are very satisfied with recreation services.



Q23. 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=1124)

Note: Q23 was listed as Q19 in the 2017 survey



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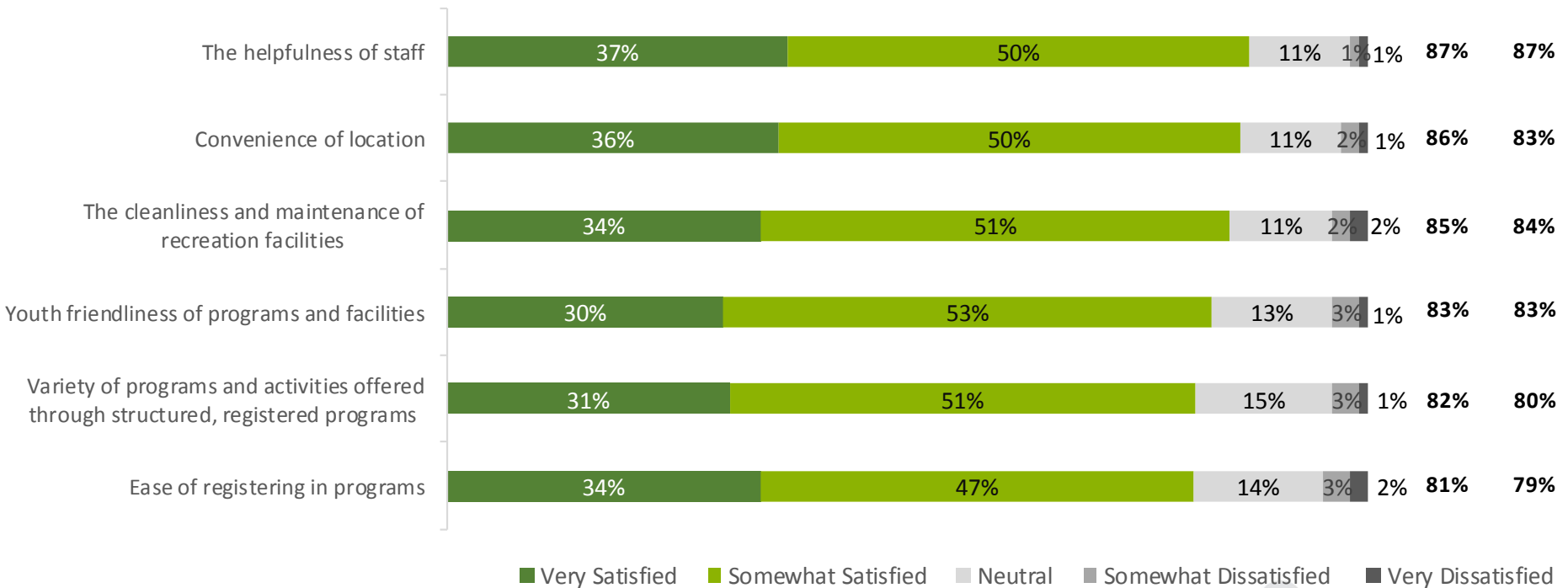
# Recreation Services

- Overall satisfaction for each service remains high with the highest degree of satisfaction at 87% for *helpfulness of staff*.
- Most recreation indicators are at a comparably similar level as the 2017 survey with around half respondents who have rated each individual service as somewhat satisfied (47% to 53%) and a third as very satisfied (30% to 37%).

Satisfaction with Recreation Services

% Satisfied

2019 2017



Q24G to Q24L. 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??

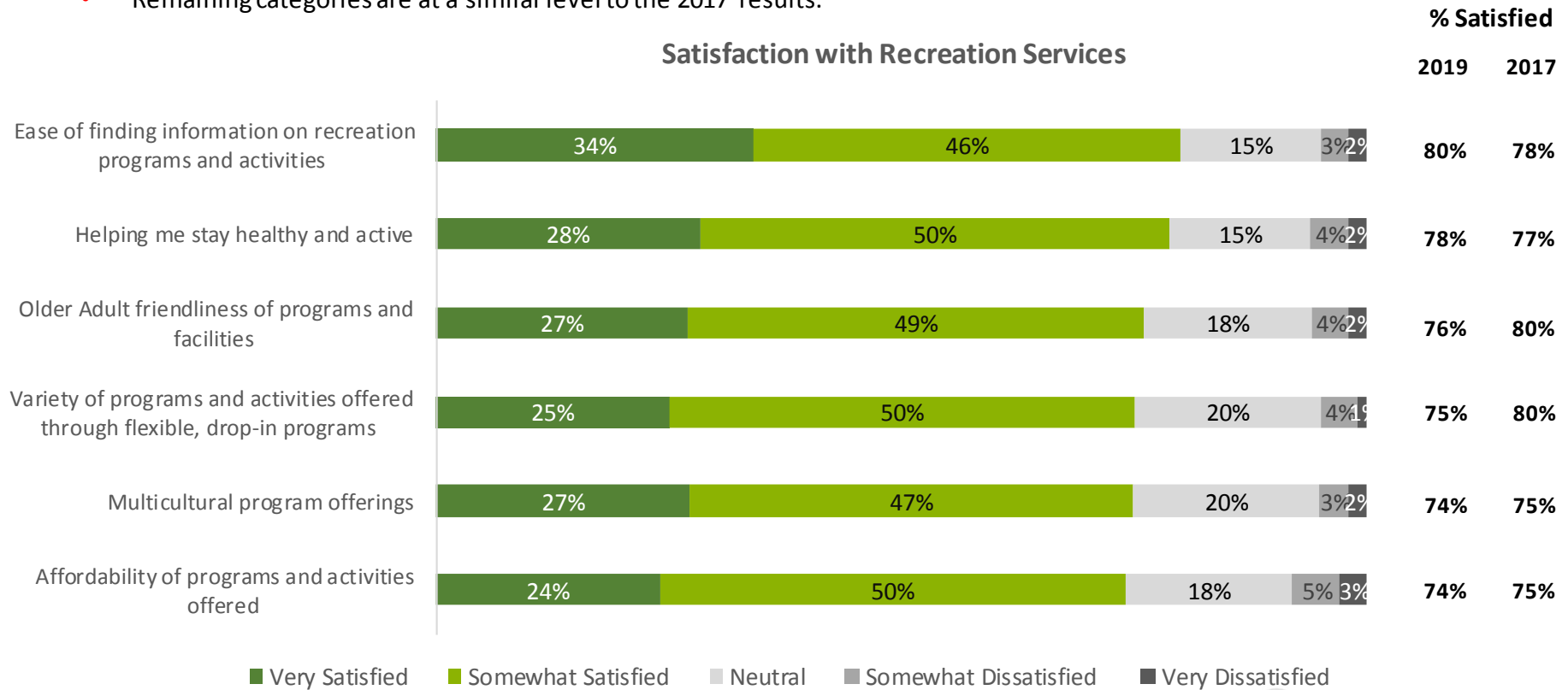
(n=1124)

Note: Q24 was listed as Q20 in the 2017 survey



# Recreation Services

- Satisfaction remains high even with the lowest rated recreation indicators. Three quarters are satisfied with *affordability of programs and activities* (74%), *multicultural program offerings* (74%) and *variety of programs an activities offered through flexible, drop-in programs* (75%).
- Remaining categories are at a similar level to the 2017 results.

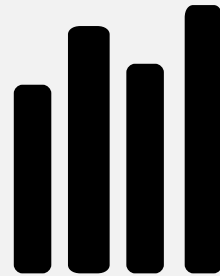


Q24A to Q24F. Using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of the following recreation services in Mississauga??

(n=1124)

Note: Q24 was listed as Q20 in the 2017 survey



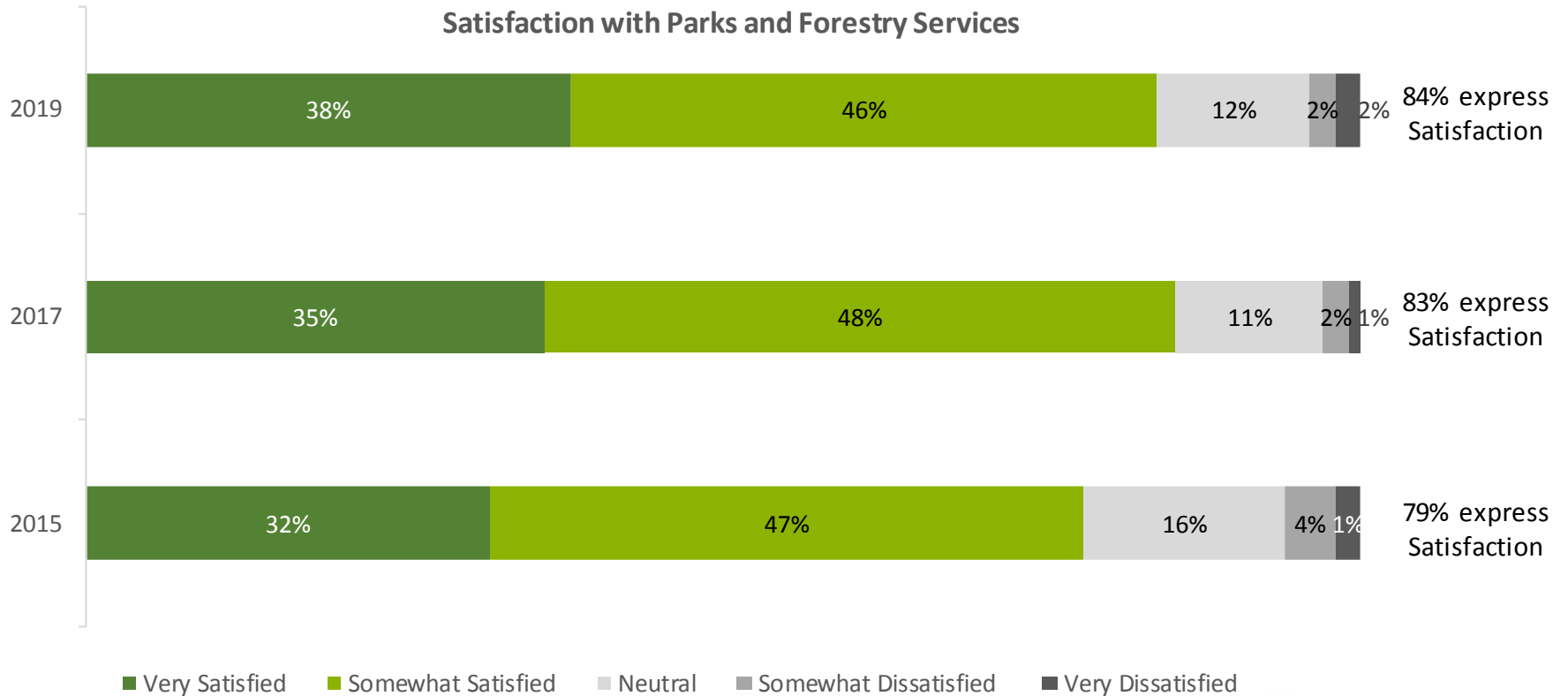


## Detailed Findings

### Parks and Forestry

# Parks & Forestry

- Overall, satisfaction for parks and forestry services remains high at 84%. This is a 1% increase from 2017 (83%).
- Over a third (38%) are very satisfied with the service and nearly half (46%) are somewhat satisfied.



Q25. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you with parks and forestry services in Mississauga? Parks and forestry services include parks, trails, sports fields and natural areas.

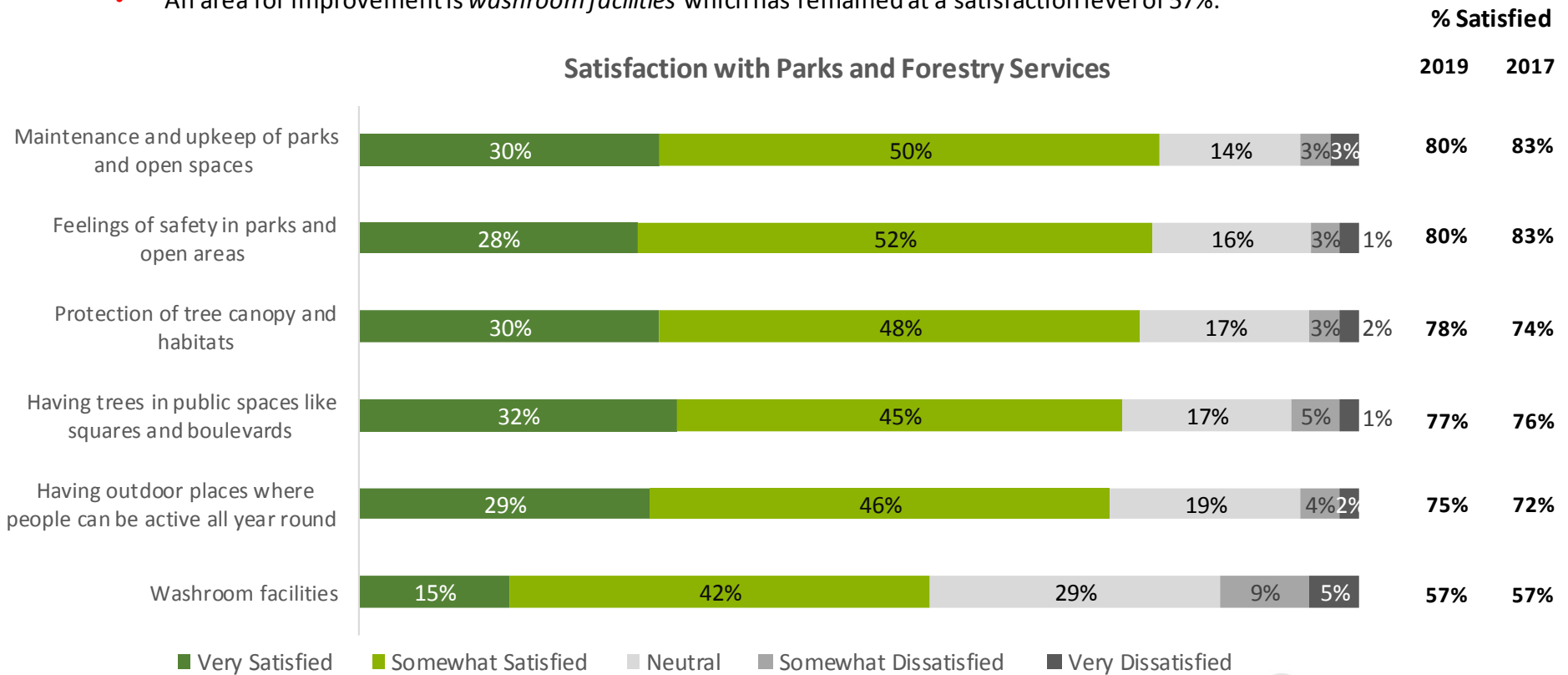
(n=1124)

Note: Q25 was listed as Q21 in the 2017 survey



# Parks & Forestry

- Most categories for the quality of parks and forestry services have a satisfaction level that is similar to the results from 2017. There was a notable increase in satisfaction for *protection of tree canopy and habitats* from 2019 (78%) to 2017 (74%).
- An area for improvement is *washroom facilities* which has remained at a satisfaction level of 57%.

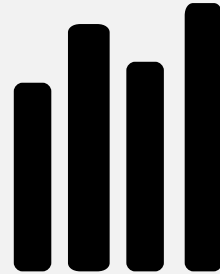


Q26A to Q26F. Using a scale of 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied" overall, how satisfied are you with the quality of the following Parks and Forestry services in Mississauga?

(n=1124)

Note: Q26 was listed as Q22 in the 2017 survey





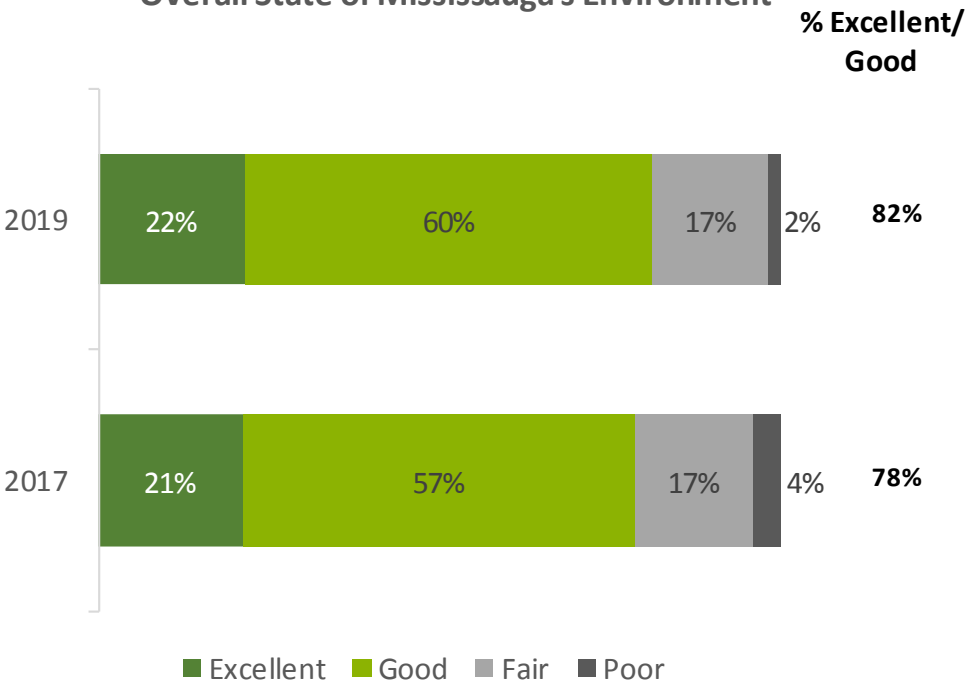
## Detailed Findings

### Environmental Quality

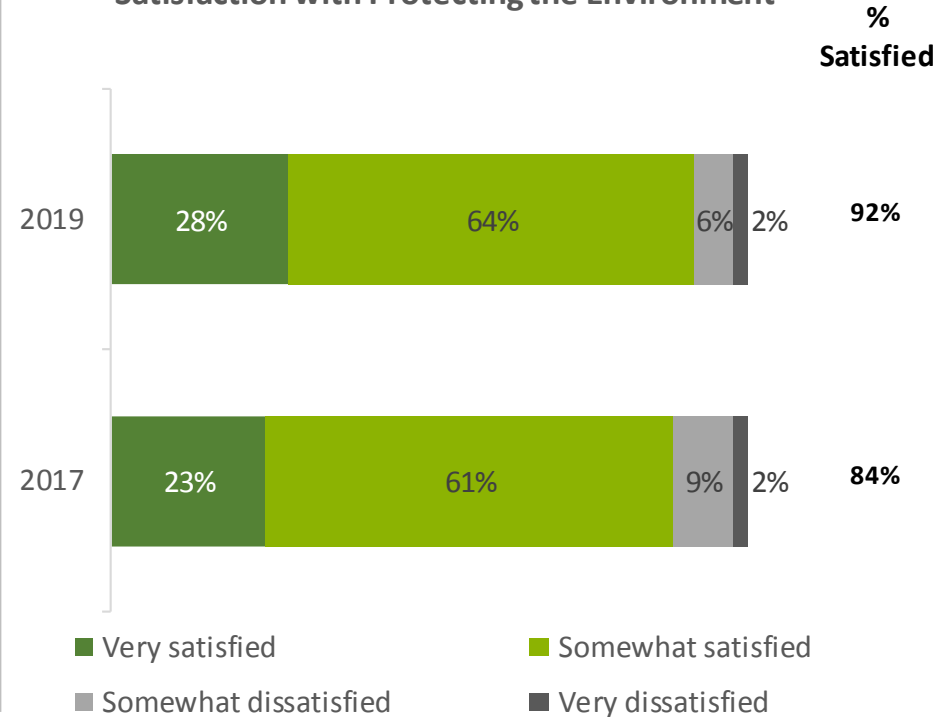
# Environmental Position

- 82% believe the air, water and land quality is excellent or good.
- There was a significant increase in satisfaction with the job that Mississauga is currently doing to protect the environment from 2017 (84%) to 2019 (92%).

## Overall State of Mississauga's Environment



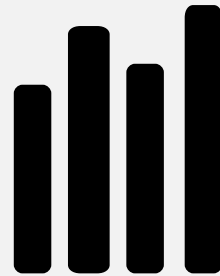
## Satisfaction with Protecting the Environment



Q27. Thinking about things such as air, water and land quality in Mississauga, how would you rate the overall state of Mississauga's environment today? (n=1124) Note: Q27 was listed as Q23 in the 2017 survey

Q28. How satisfied are you with the job that City of Mississauga is currently doing to protect the environment? (n=1124) Note: Q28 was listed as Q24 in the 2017 survey



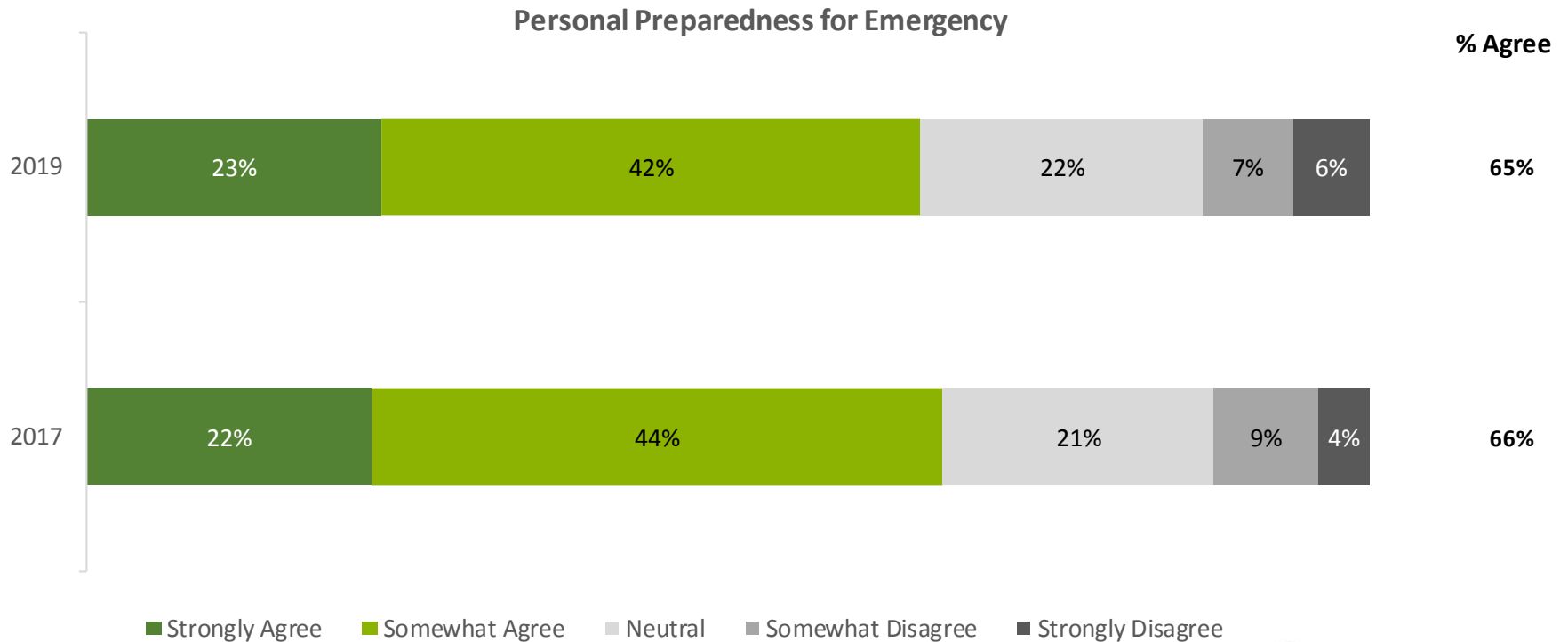


## Detailed Findings

### Emergency Management Preparedness

# Emergency Management

- When asked if respondents personally feel prepared in the event of an emergency, 65% agreed with the statement which is a similar proportion in 2017 (66%).
- 4 in 10 (42%) somewhat agree with the statement while a quarter (23%) strongly agree.



Q29A to Q29B. Please tell me how much you agree with the following statements where 1 means you "Strongly disagree" and 10 means you "Strongly agree"? You personally feel prepared in the event of an emergency.

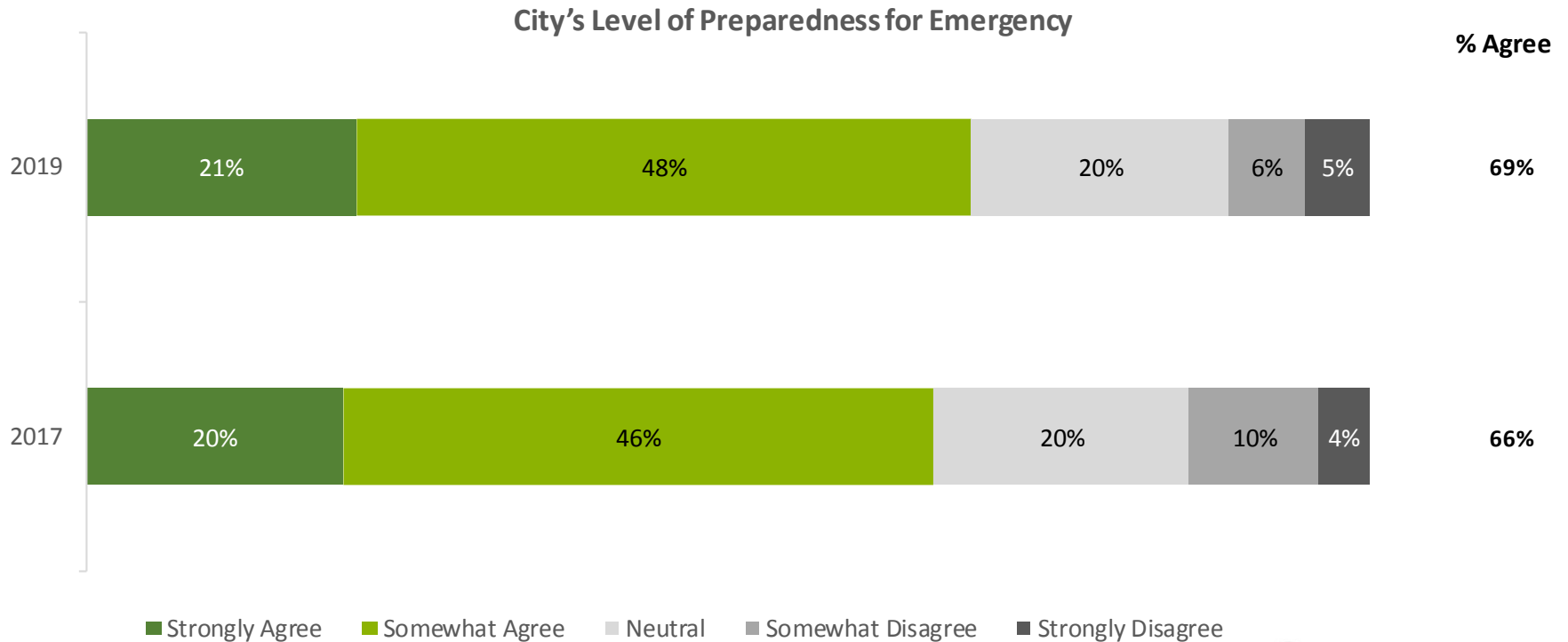
(n=1124)

Note: Q29 was listed as Q25 in the 2017 survey



# Emergency Management

- When asked if respondents feel the City has effective plans and procedures to respond to a future emergency, 69% agreed with the statement. Once again, this is a similar proportion to the results from 2017 (66%).
- Half (48%) somewhat agree with the statement while a 1 in 5 (21%) strongly agree.



Q29A to Q29B. Please tell me how much you agree with the following statements where 1 means you "Strongly disagree" and 10 means you "Strongly agree"? The city has effective plans and procedures to respond to a future emergency

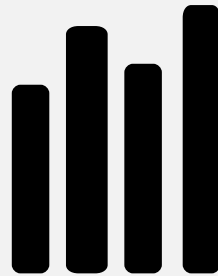
(n=1124)

Note: Q29 was listed as Q25 in the 2017 survey



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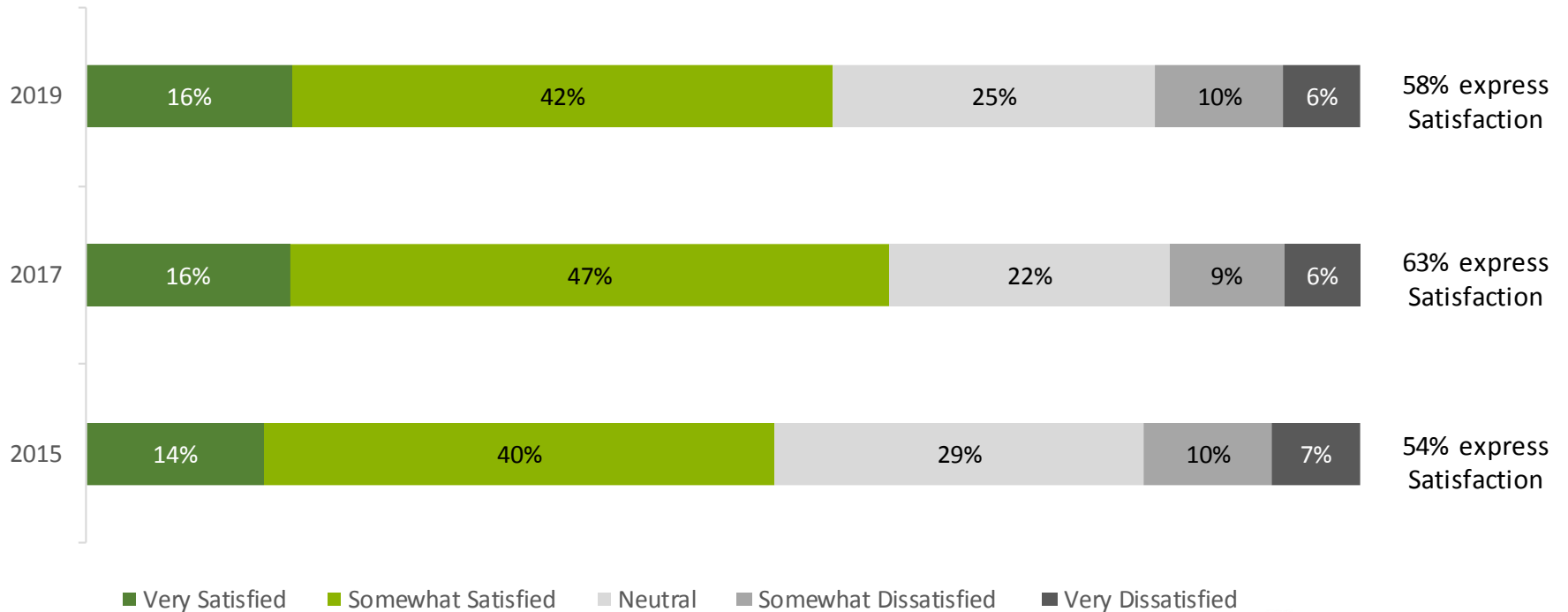
## Detailed Findings

### Value of Taxes

# Value of Taxes

- There was a slight decrease in satisfaction regarding the value for tax dollars relative to services. 6 in 10 residents (58%) are satisfied with 42% who are somewhat satisfied and 16% who are very satisfied.

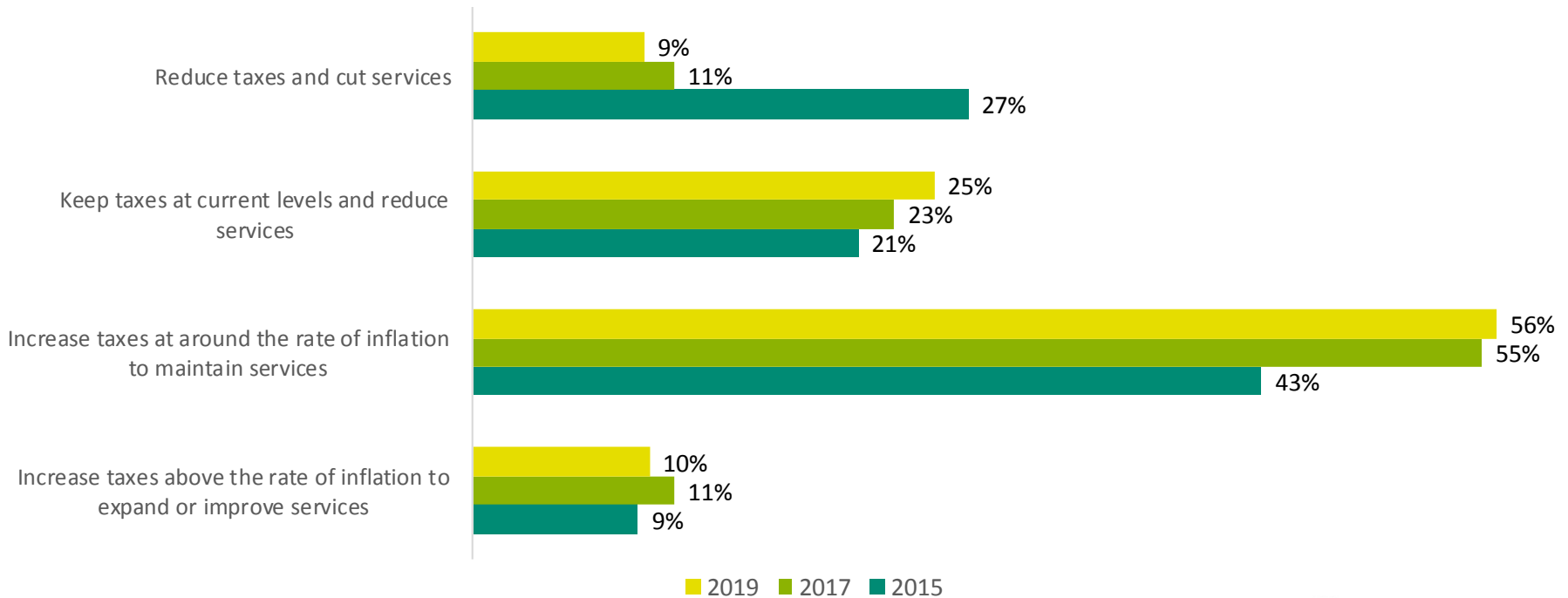
Satisfaction with Tax Dollars in Consideration of Services



# Value of Taxes

- As in the 2017 results, a larger proportion of residents believe taxes should increase at the rate of inflation to maintain services (56%).
- There has also been a steady increase in those who believe that taxes can be kept at current levels with reduced services.
- Significantly less residents believe taxes should be reduced and cut services (9%).

## Taxation and Service Option Preferences



Q31. Property taxes are the primary way to pay for services and programs provided by the City of Mississauga. Due to the increased cost of maintaining current services levels and infrastructure, the City must balance taxation and service delivery levels. Please indicate which of the following taxation and service options you would most prefer for the City of Mississauga. (n=1124)

Note: Q31 was listed as Q27 in the 2017 survey.



# Value of Taxes

- A majority of residents believe that those who use municipal programs and services should pay for them through user fees (55%).
- Conversely 45% believe the municipal services and programs should be paid for by everyone through general tax revenues.

## Opinion on Services and Programs Costs



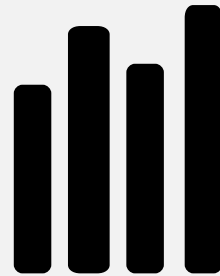
■ 2019 ■ 2017 ■ 2015

Q32. Which of the following statements is closer to your own opinion?

(n=1124)

Note: Q32 was listed as Q29 in the 2017 survey.



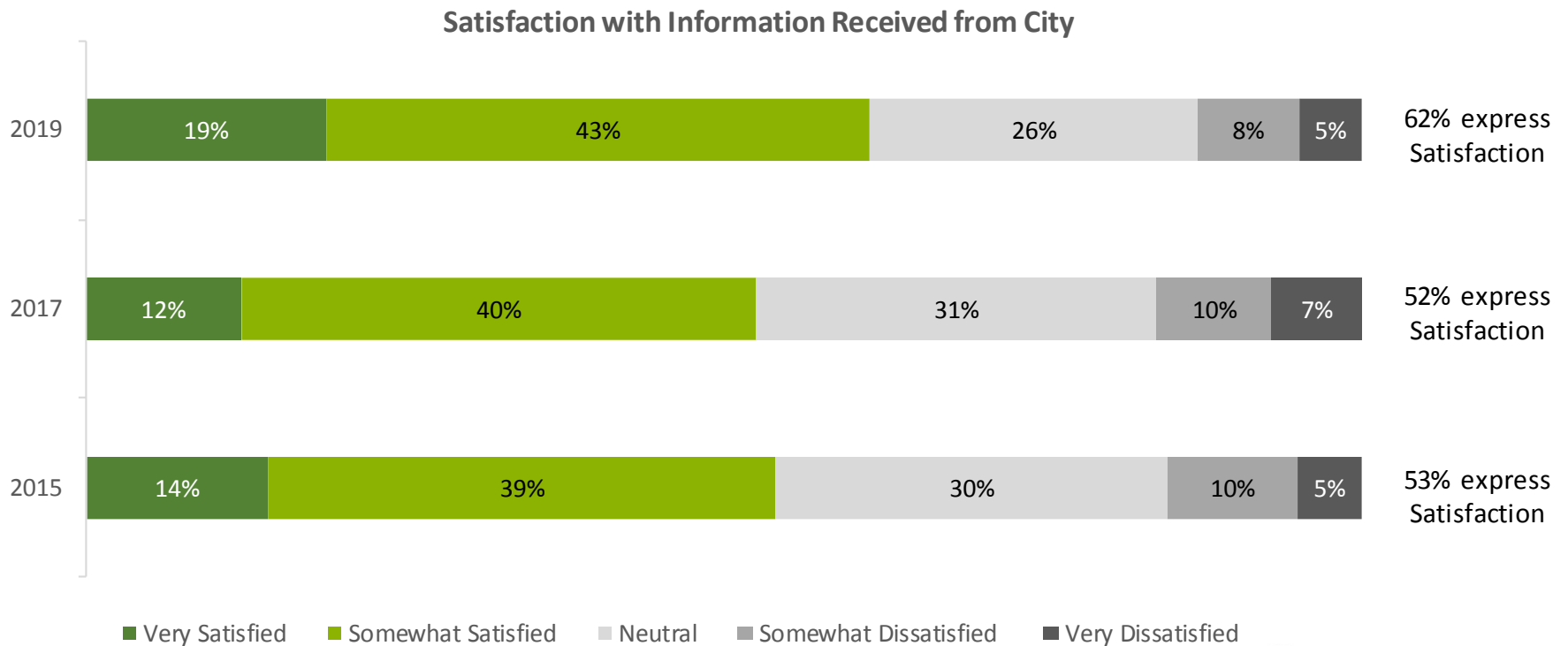


## Detailed Findings

Perceptions of Communications and Citizen  
Engagement

# Communications & Citizen Engagement

- A significant proportion of residents expressed satisfaction with the amount of information received from the City.
- 62% are satisfied with the amount of information received compared to 52% who stated the same in 2017.
- 4 in 10 (43%) are somewhat satisfied while 1 in 5 (19%) are very satisfied.



Q33. Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied are you with the amount information you receive from the City of Mississauga? (n=1124)

Note: Q33 was listed as Q30 in the 2017 survey.



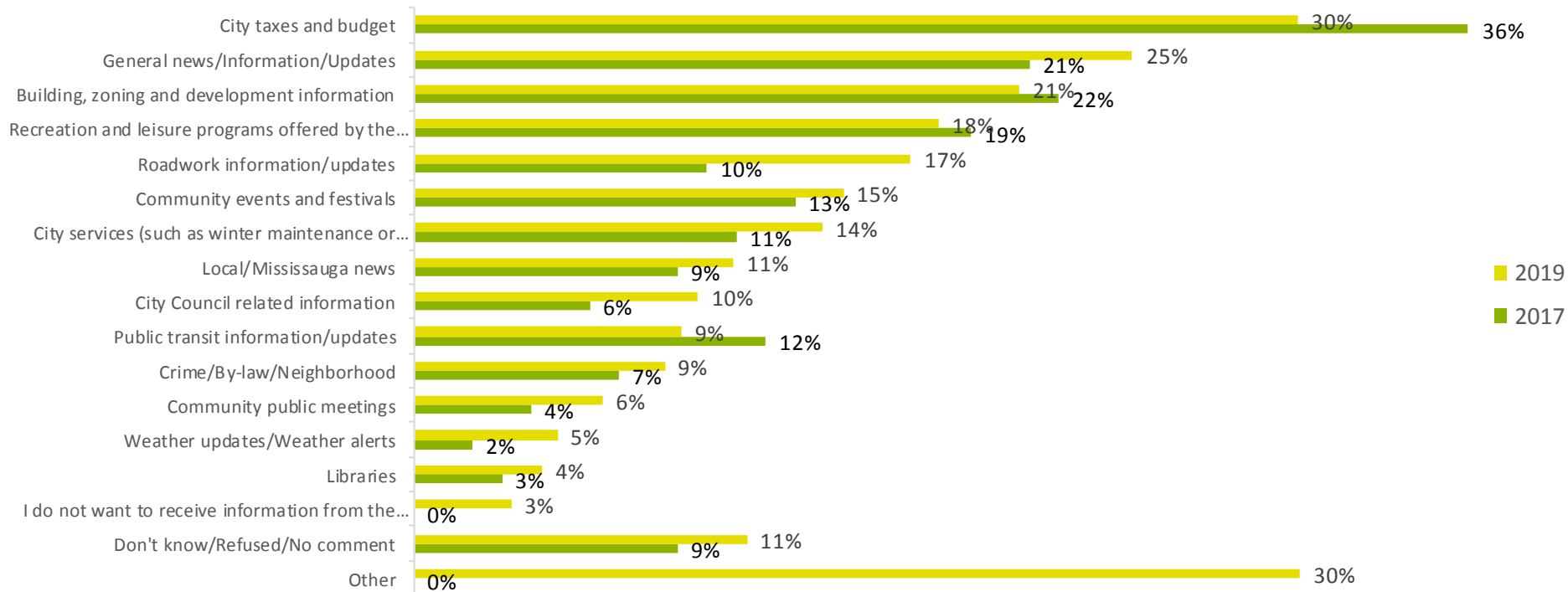
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# Communications & Citizen Engagement

- 3 in 10 (30%) are interested in getting information about City taxes and budget while a quarter (25%) are interested to get general news information and updates from the City.
- 1 in 5 (21%) are interested in getting information about building, zoning and development.

Information Interested in Being Received from Mississauga



Q34. What type(s) of information are you most interested in receiving from the City of Mississauga?

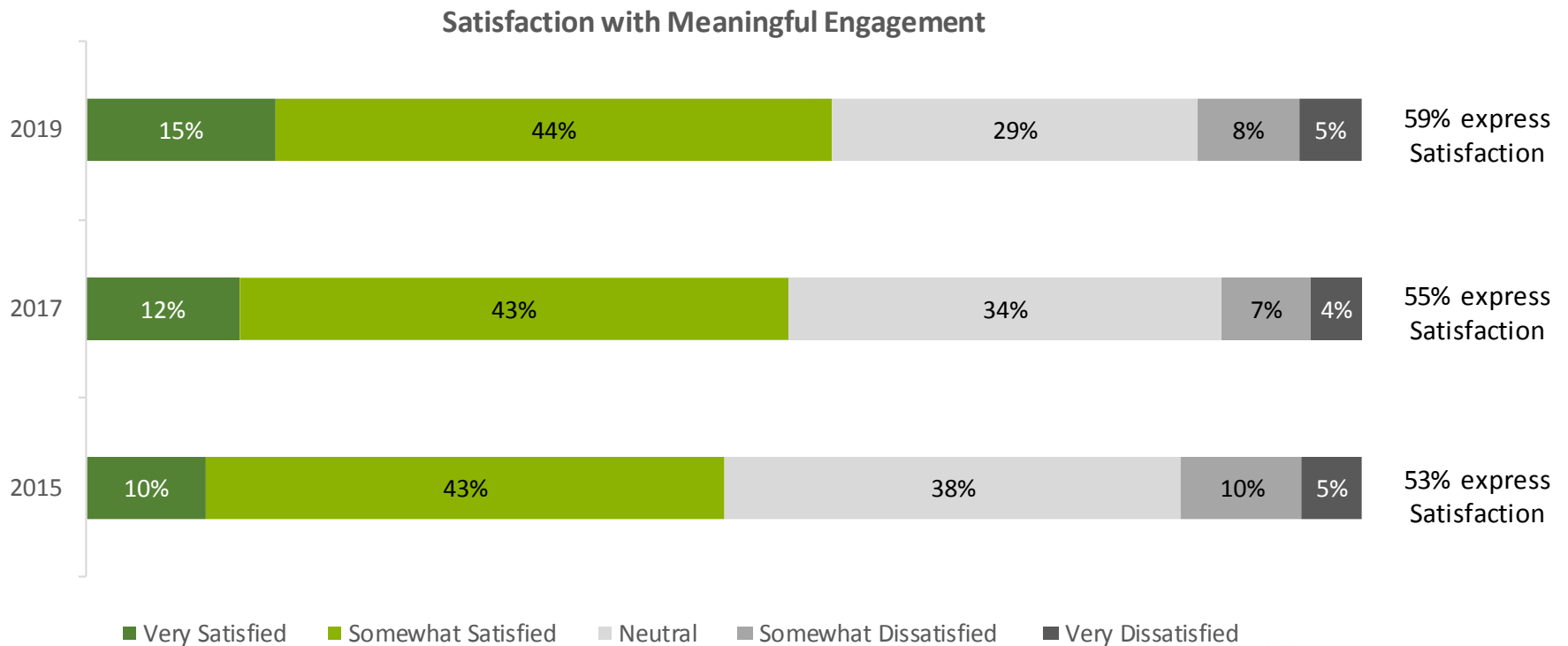
(n=1124)

Note: Q34 was listed as Q31 in the 2017 survey.



# Communications & Citizen Engagement

- 6 in 10 (59%) are either somewhat or very satisfied with meaningful opportunities for engagement.
- There has been a significant change in satisfaction levels regarding meaningful opportunities to engage with or be consulted by the City when compared to the 2015 survey (up 6% from 53% in 2015).



Q35. Using a scale of 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree," please rate the extent to which you agree or disagree that there are meaningful opportunities, offered by the City, to engage with or be consulted on matters important to Mississauga. (n=1124)

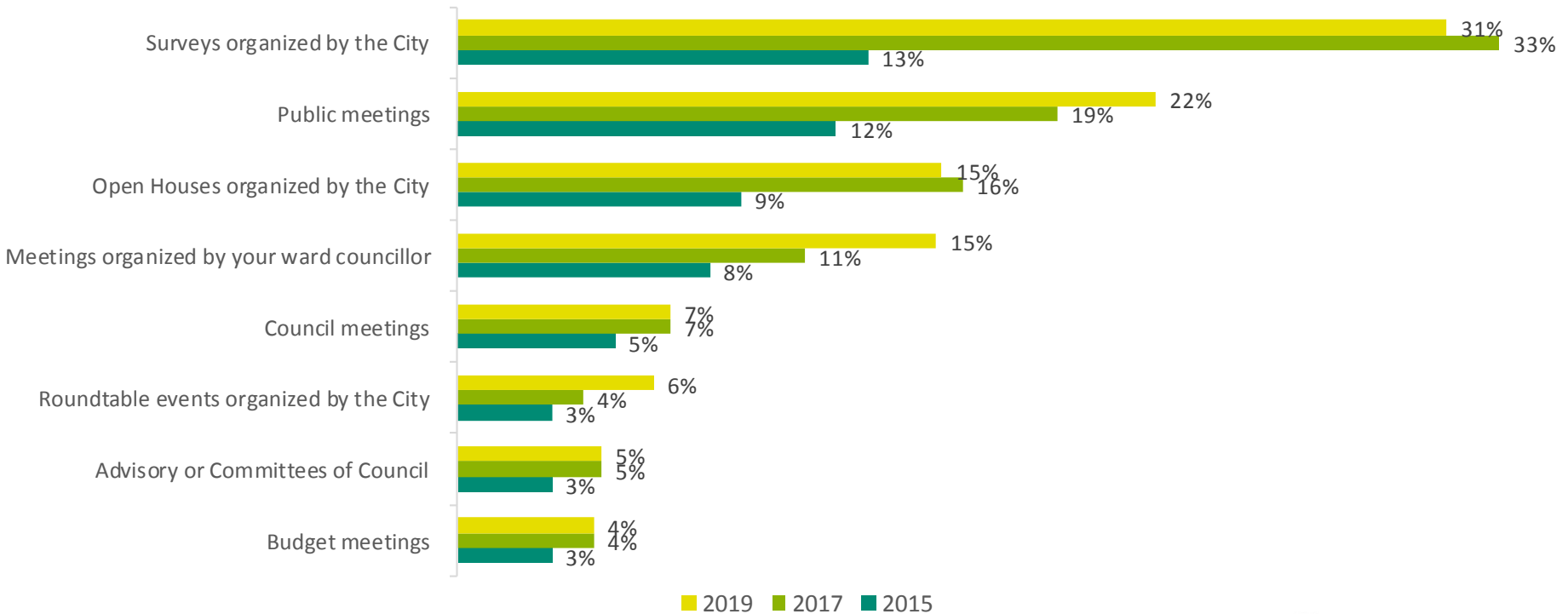
Note: Q35 was listed as Q32 in the 2017 survey.



# Communications & Citizen Engagement

- 3 in 10 (31%) participated in survey organized by the City while 1 in 5 (21%) have participated in public meetings.
- There was a 4% increase in the number of participants for meetings organized by ward councillor from 11% to 15%.

Participation in Consultation within the Last 12 Months



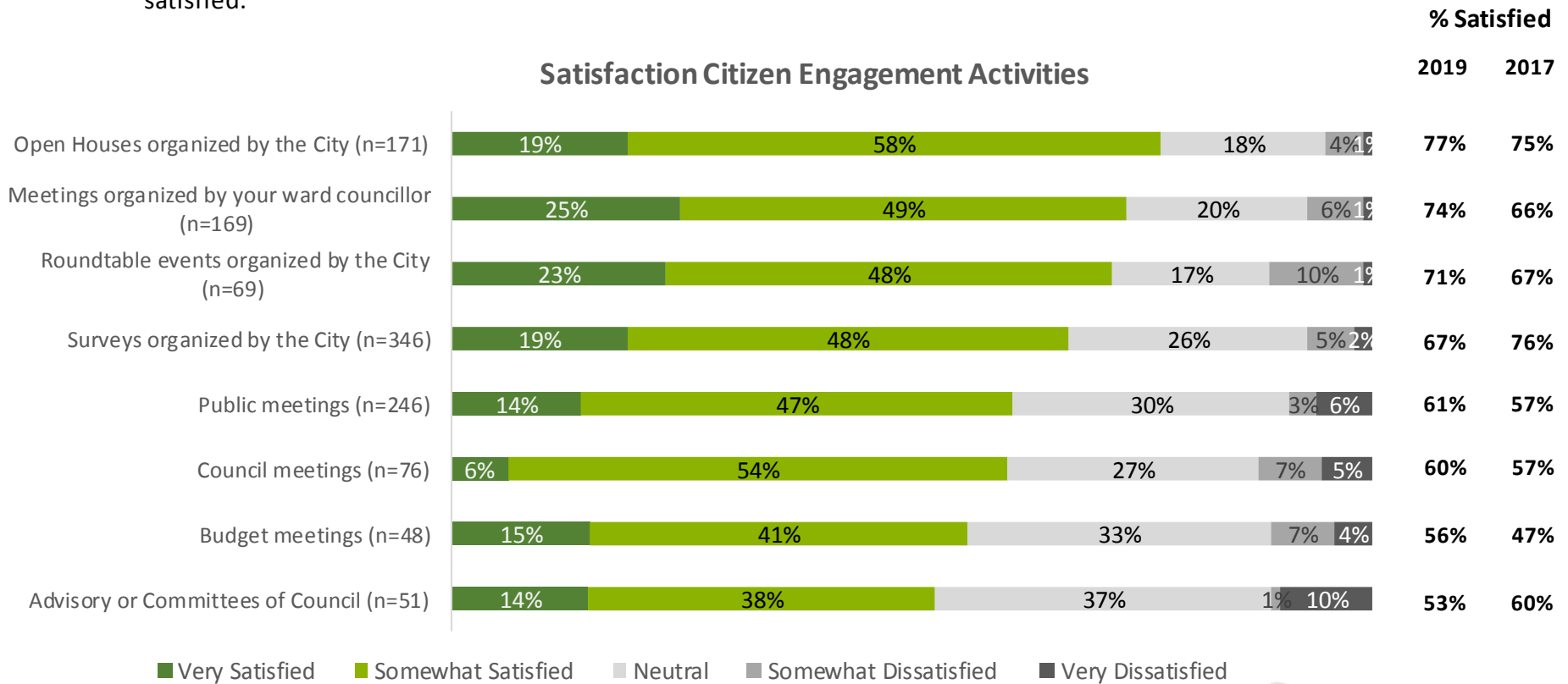
Q36A to Q36H. Have you ever participated in any of the following public engagement processes in the past 12 months? (n=1124)

Note: Q36 was listed as Q33 in the 2017 survey.



# Communications & Citizen Engagement

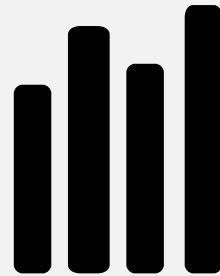
- Of those who participated in the following communication and citizen engagement events, those who attended Open Houses organized by the City are the most satisfied with over three quarters (77%) who have high level of satisfaction.
- Though advisory or committees of council received the lowest satisfaction scores, over half (53%) are somewhat or very satisfied.



Q37A to Q37H: Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied" how satisfied were you with the [insert event] you participated in.

Note: Q37 was listed as Q34 in the 2017 survey.





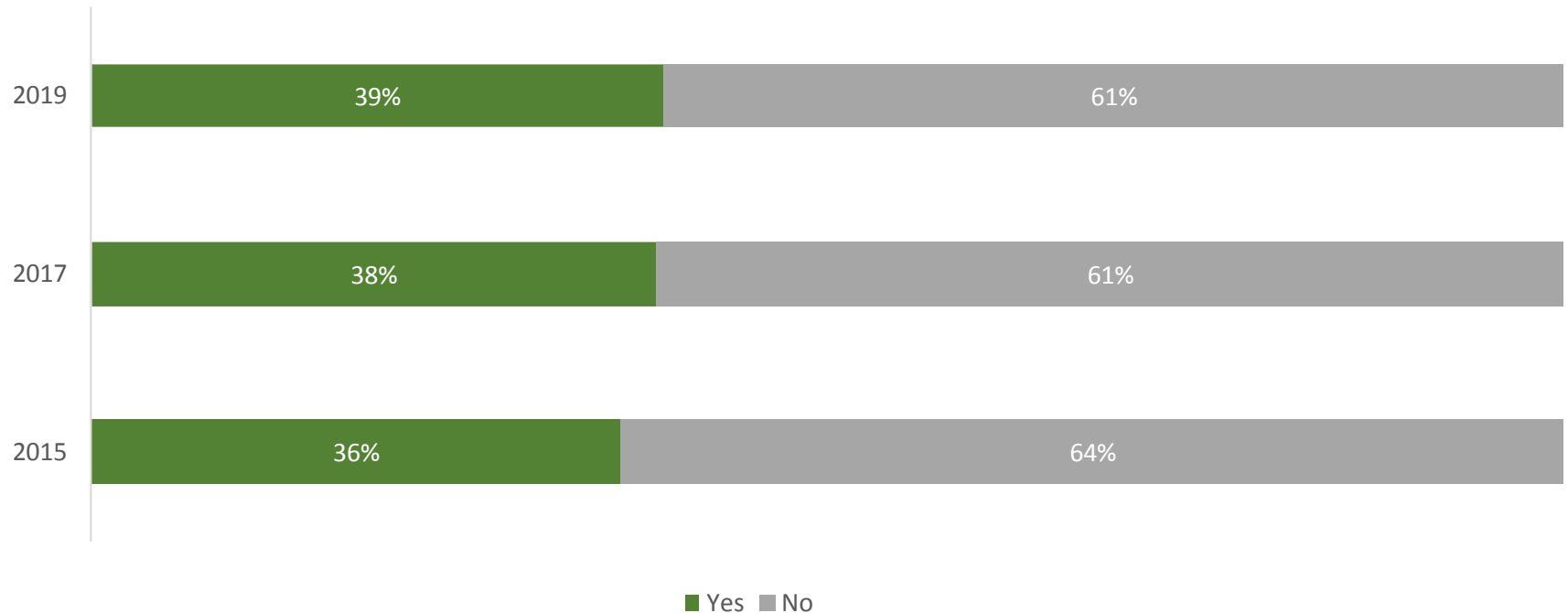
## Detailed Findings

### Customer Satisfaction

# Customer Satisfaction

- There is no difference in the proportion of residents who have contacted the City of Mississauga within the past 12 months.

Contact with the City of Mississauga within the past 12 months



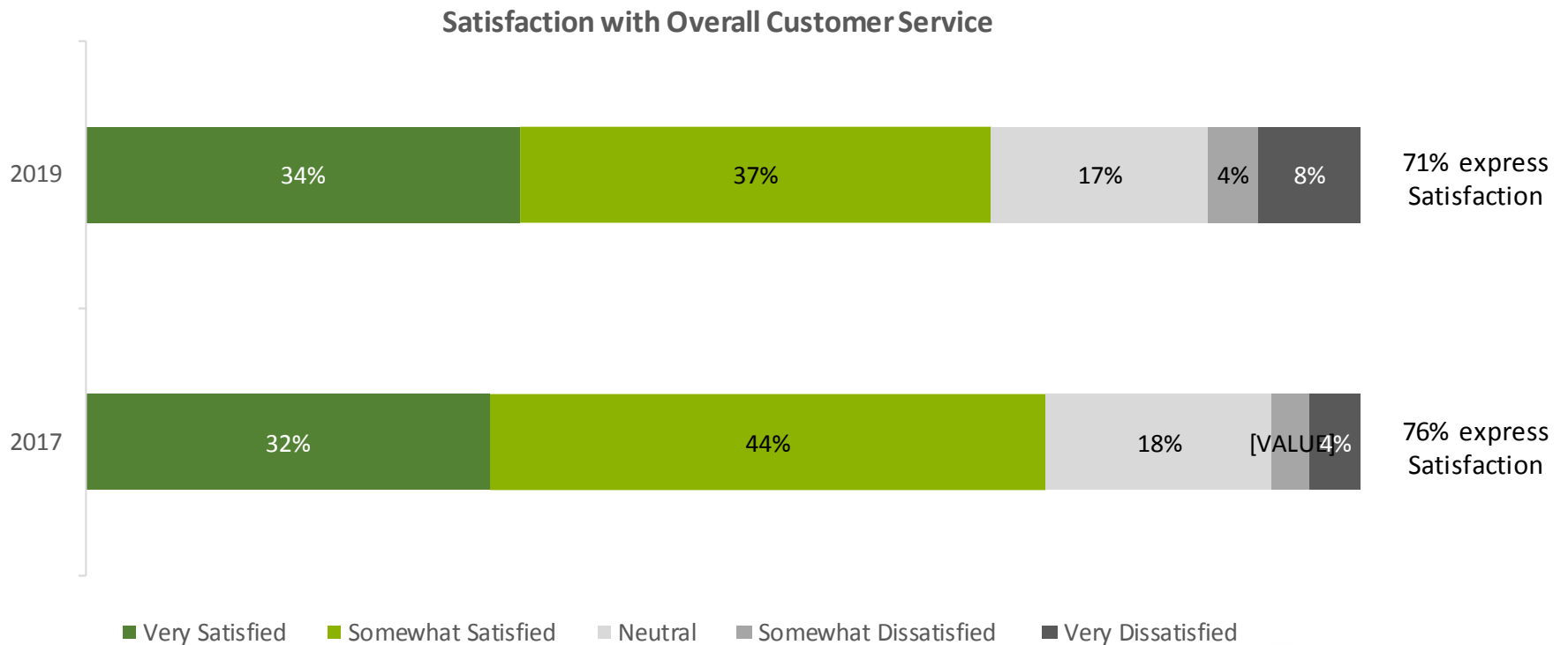
Q38. Have you had any contact with the City of Mississauga in the past 12 months?  
(n=1124)

Note: Q38 was listed as Q35 in the 2017 survey.

\*Results do not equal to 100 due to rounding

# Customer Satisfaction

- Though there was a slight decrease in the overall satisfaction with the customer service provided by the City, the value for customer service remains high as 7 in 10 (71%) are satisfied with the service.



Q39. Using a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "very satisfied" how satisfied were you overall with the customer service provided by the City of Mississauga?

(n=432)

Note: Q39 was listed as Q36 in the 2017 survey.



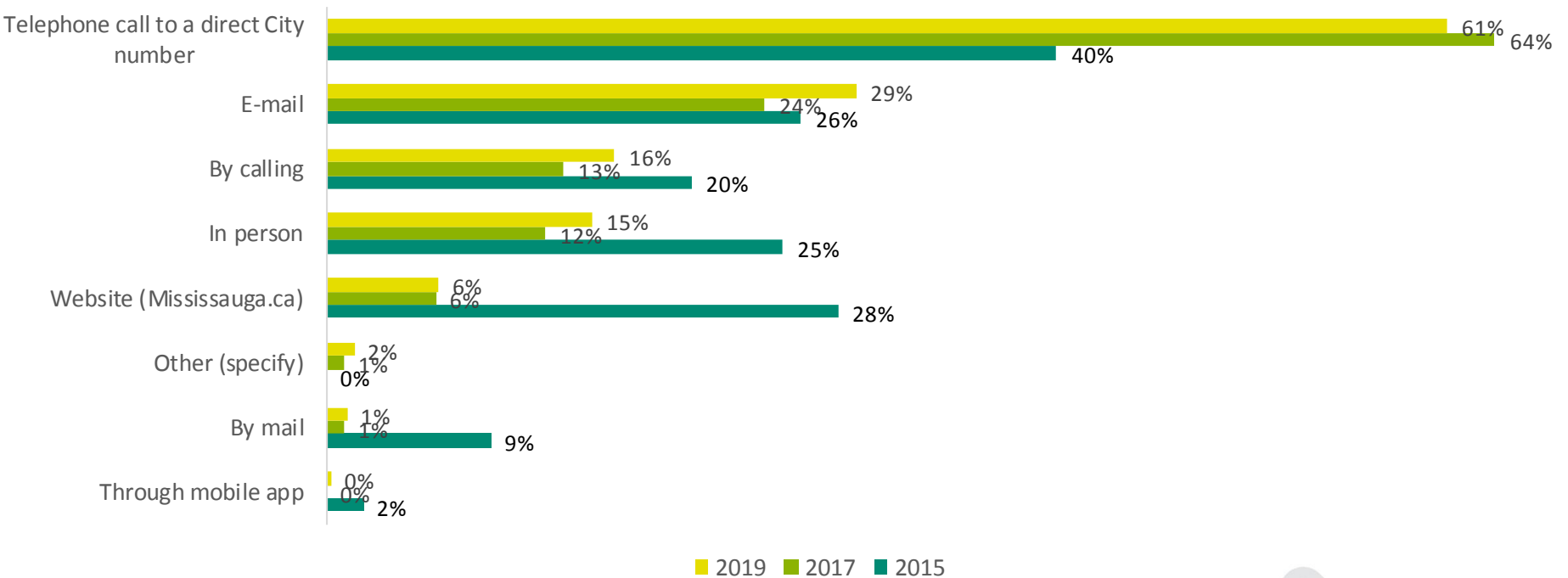
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# Customer Satisfaction

- Telephone call to a direct City number remains as the most common method to contact the City at 61%.
- 3 in 10 (29%) of respondents preferred to use email while 1 in 7 (16%) prefer to call.
- There has been little to no use of the mobile app since 2015.

Method to contact City of Mississauga



Q40. What method did you use to contact the City of Mississauga? For instance telephone or email etc. (n=432)

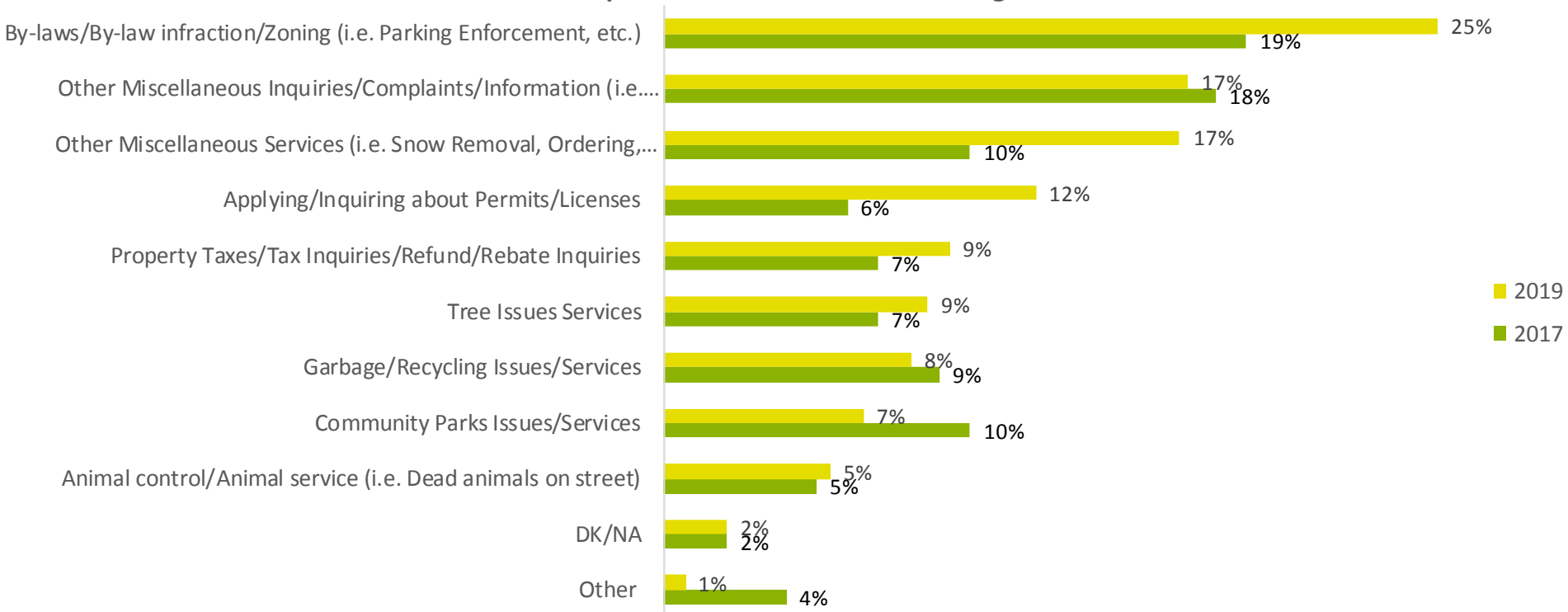
Note: Q40 was listed as Q37 in the 2017 survey.



# Customer Satisfaction

- By-laws, by-law infractions and zoning remains the most common reason for contacting the City (25%).
- 1 in 7 (17%) contact the City for other miscellaneous inquiries such as complaints and information.

## Purpose for Contact with Mississauga



Q41. What was the purpose of your most recent contact with the City of Mississauga?  
(n=432)

Note: Q41 was listed as Q38 in the 2017 survey.

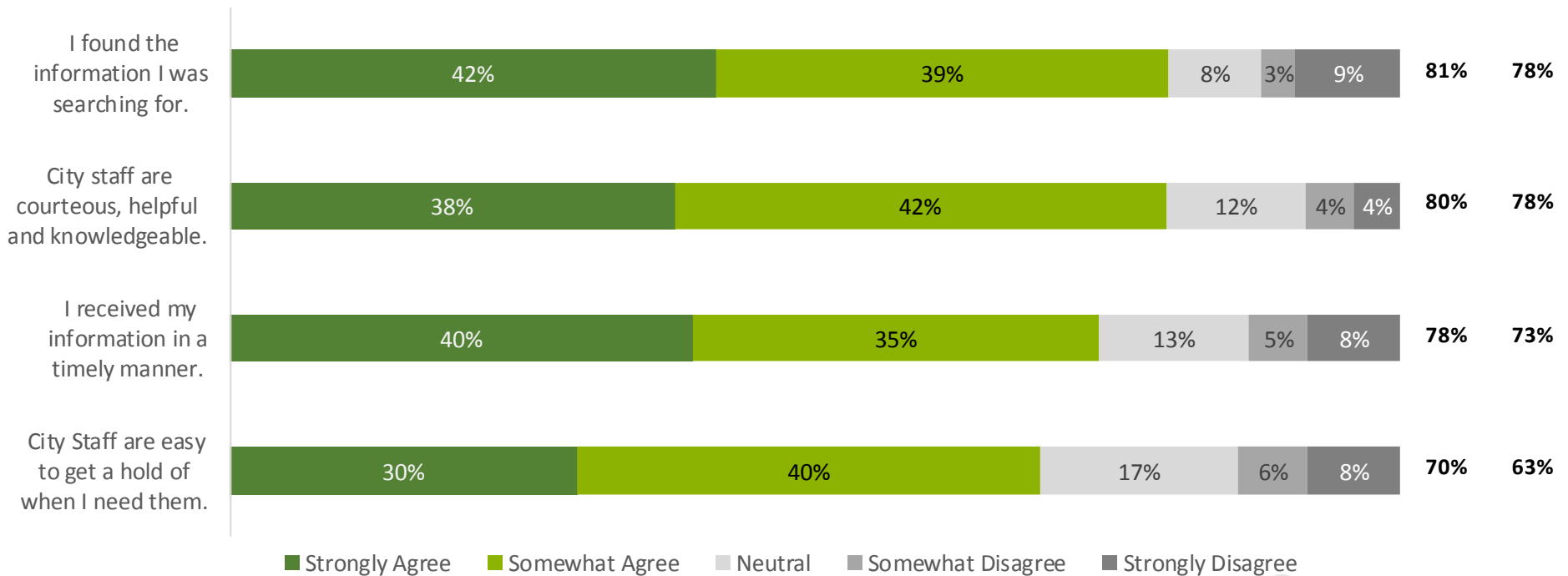


# Customer Satisfaction

- There was a significant increase in satisfaction with *City staff are easy to get hold of when I need them*, from 63% in 2017 to 70% in 2019.
- 8 in 10 believe city staff are courteous, helpful and knowledgeable (80%) and they found the information they were searching for (81%).

## Agreement on Statements about Customer Service

% Agree  
2019 2017



Q42A to Q42D. Thinking about your recent contact with the City of Mississauga and your general impressions, and using a scale of 1 to 10, where 1 means "strongly disagree" and 10 means "strongly agree," please indicate the extent to which you agree or disagree with each of the following statements about the City.

(n=432)

Note: Q42 was listed as Q39 in the 2017 survey.

