





# Mississauga Foundation

Building Tomorrow's  Mississauga Together.



# ROOTED IN THE COMMUNITY

- Operating in Mississauga since 2001
- Connected with almost 400 charitable organizations in our community
- Award 120 to 150 grants each year
- Helping 20 charitable organizations to build their own endowed funds
- More than \$26 million granted to date



# Charities Supported











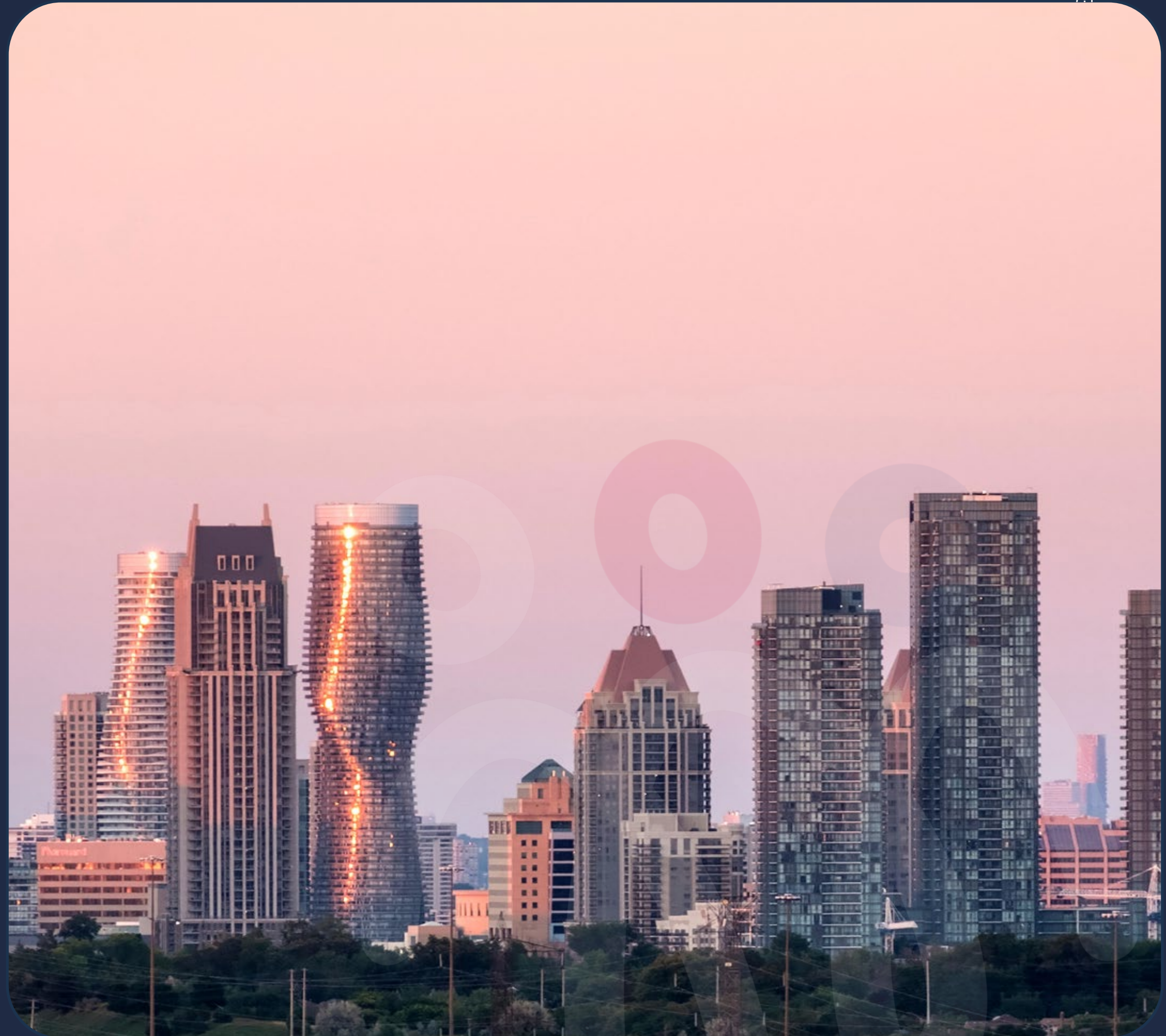
# WHAT IS THE NEED IN OUR COMMUNITY?

Grant applications exceed  
dollars available by a ratio of

**5:1**



# Mississauga's Vital Signs





# Background

Annual check-up that measures the vitality of the city.

The survey used a 5-letter grade scale:

<b>A</b>	<b>EXCELLENT,</b> stay the course
<b>B</b>	<b>GOOD,</b> but some improvements could be made
<b>C</b>	<b>AVERAGE</b> performance, suggest additional effort be made to address these
<b>D</b>	<b>BELOW AVERAGE</b> performance, additional work is required
<b>F</b>	<b>POOR,</b> immediate action is crucial

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## 13 KEY AREAS

- Arts & Culture
- Belonging
- Community Engagement
- Diversity, Equity and Inclusion
- Economy
- Environment
- Health & Wellness
- Housing
- Learning
- Safety
- Sports & Recreation
- Standard of Living
- Transportation



# Methodology

## Method

### Online Survey

Sample:

Leger's LEO panel and an Open Link



### Secondary Research



## When

**August 15 to October 4, 2024**

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## Completes

**546 completed surveys.**

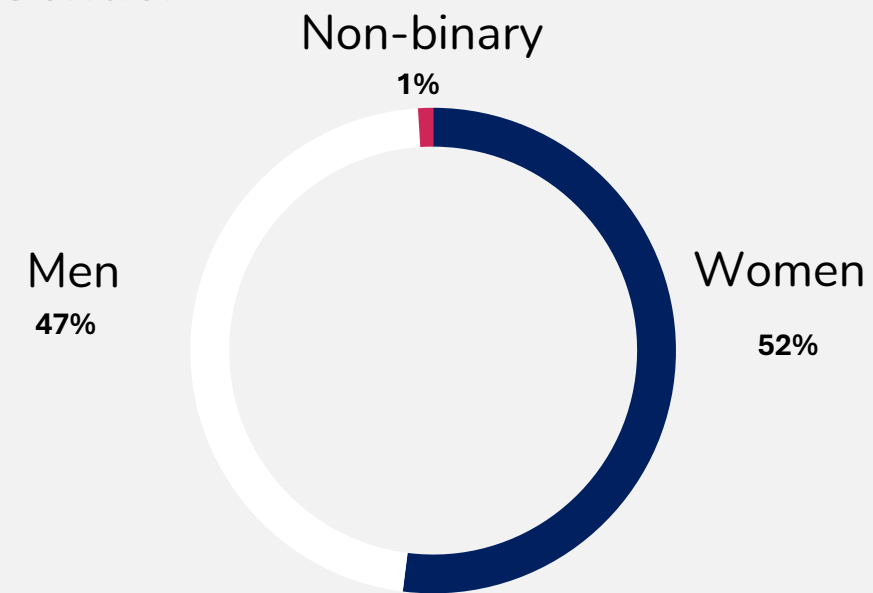
- 399 surveys were completed via research panel
- 147 completed the survey via open-link





# Who Answered the Survey

## Gender



## Age

18 to 24 years old	10%
25 to 34 years old	20%
35 to 44 years old	16%
45 to 54 years old	17%
55+ years old	38%

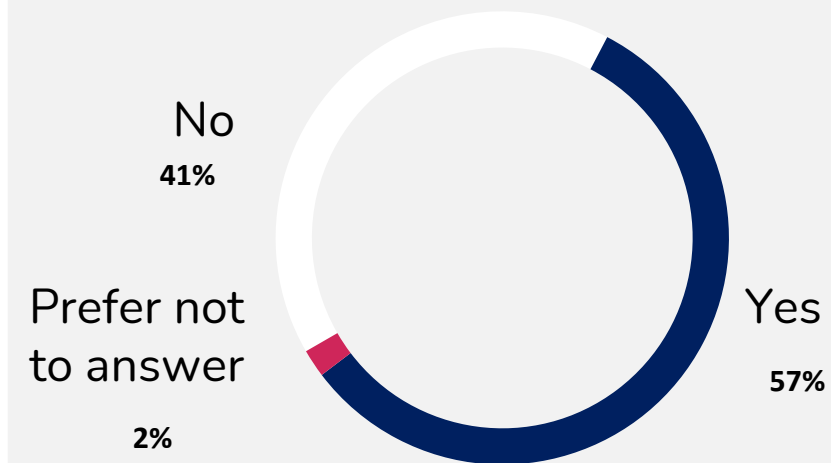
## Tenure in Mississauga

<1 year	2%
1 to 5 years	12%
6 to 10 years	11%
More than 10 years	72%
Prefer not to answer	2%

## Income

Less than \$20,000	7%
\$20,000 - \$49,999	17%
\$50,000 - \$109,999	35%
\$110,000+	29%
Prefer not to answer	12%

## Born in Canada



## Identity





Key themes that arose.

## Mississaugans rate their quality of life **positively**.



Affordability, especially regarding housing and cost of living, emerges as a key area of concern.

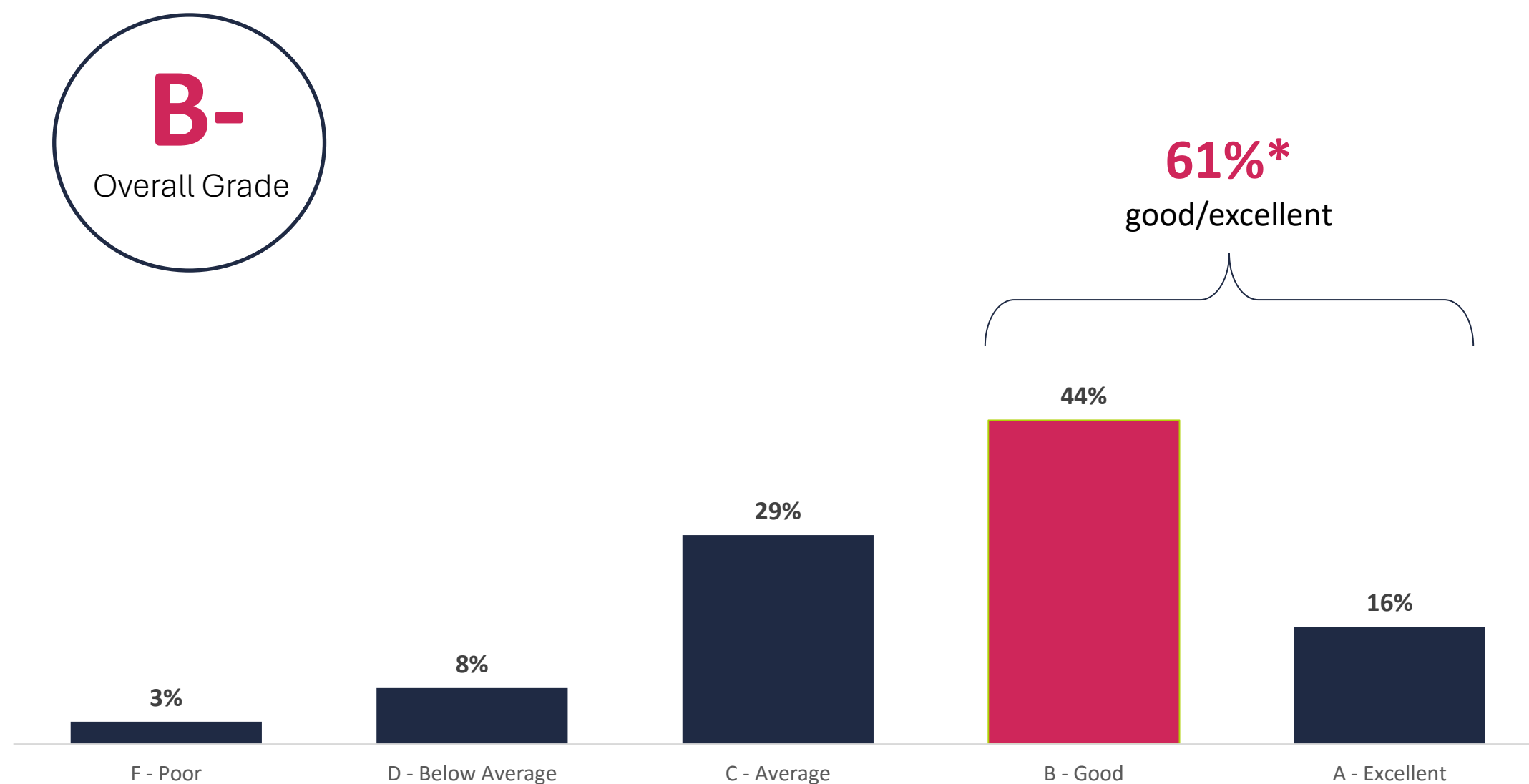
Economy and Transportation are areas that could be improved.



Safety concerns are rising.



## Overall Quality of Life Grade

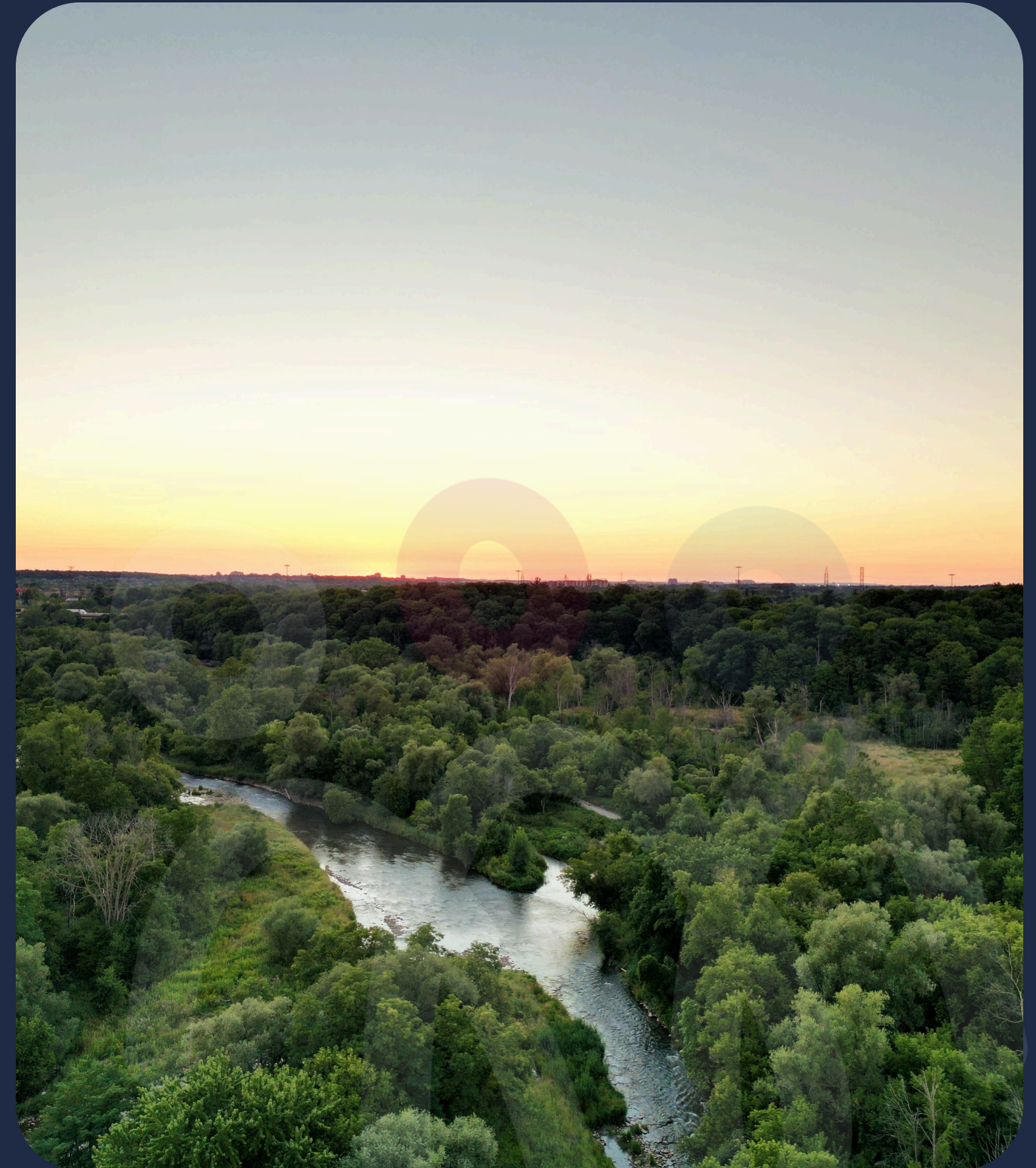


Base: All respondents (n=546).  
Q1n. How would you grade your quality of life in Mississauga?

\*indicates rounding

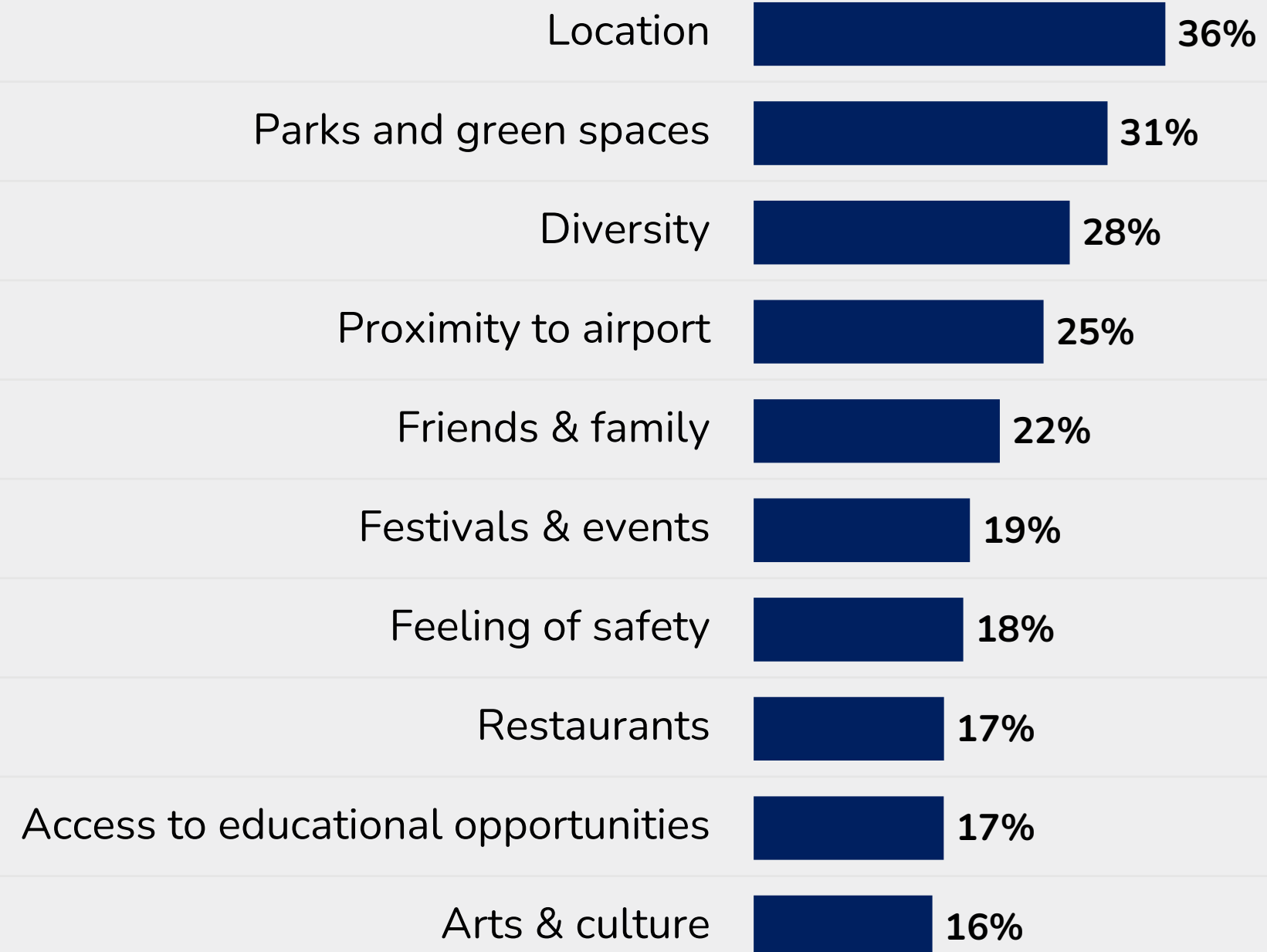


# Quality of Life: Best Things and Top Issues



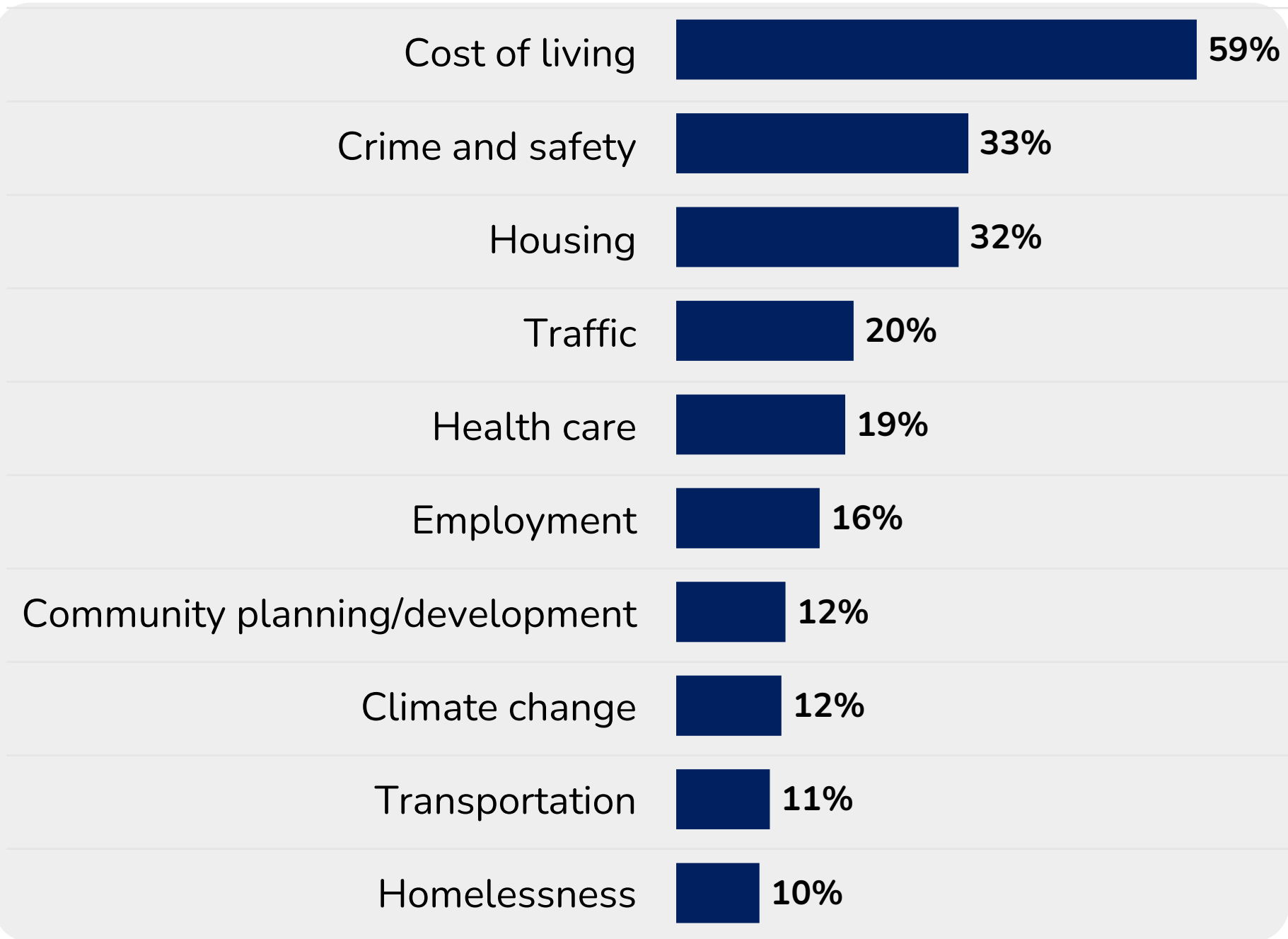


# Best Things About Mississauga





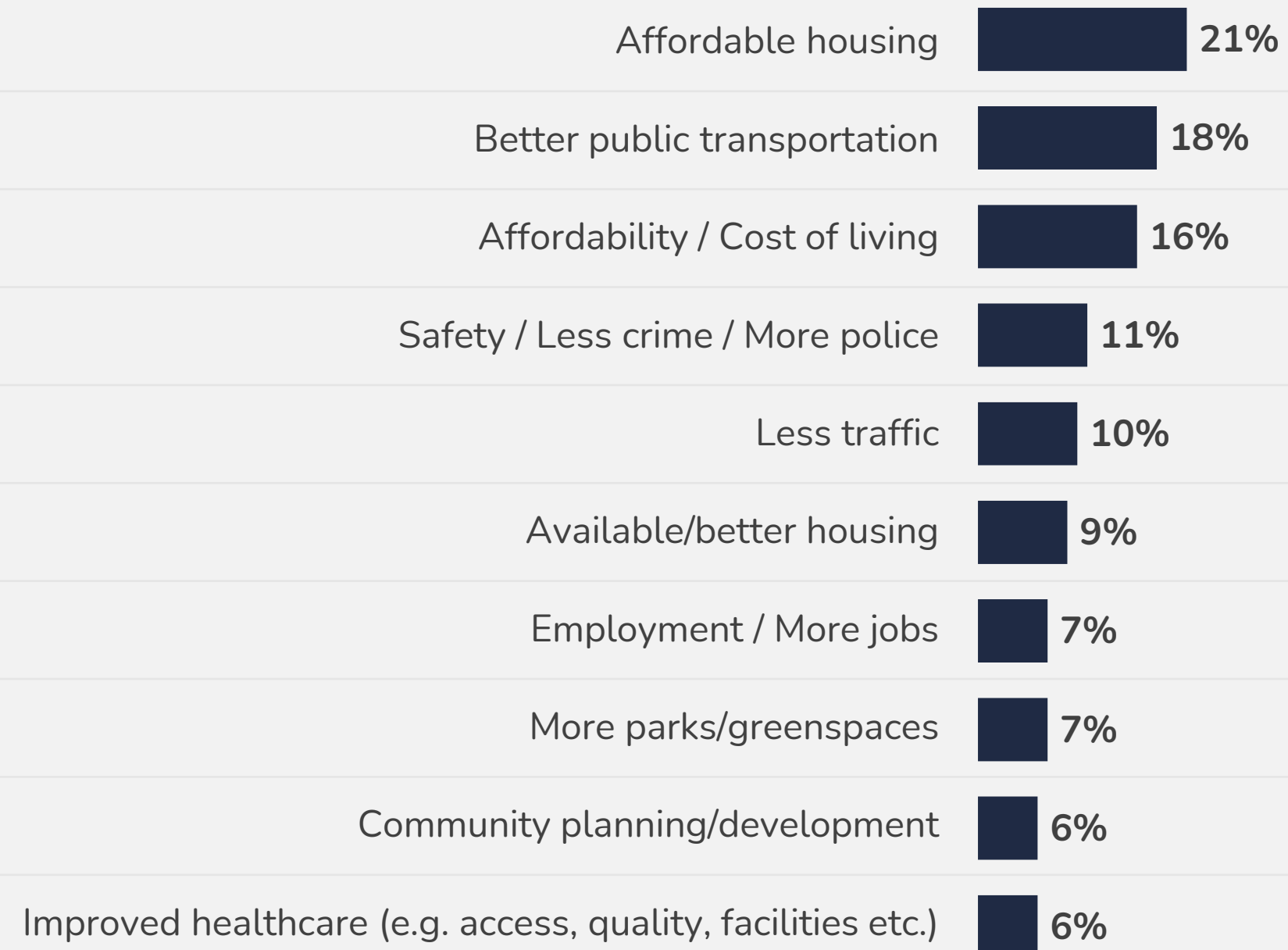
## Top Issues in Mississauga Today



Base: All respondents (n=546).

Q2. Please select what you think are the three most important issues facing Mississauga today.  
Top 10 responses shown.

## Making Mississauga Better



**21%**  
**SAY AFFORDABLE  
HOUSING WOULD MAKE  
MISSISSAUGA AN EVEN  
BETTER PLACE TO LIVE.**

Base: All respondents, excluding those who did not respond/had nothing to say/are satisfied (n=358).  
Q5. What would make Mississauga an even better place to live for you? (open-end).  
Top 10 responses shown.



# Key Metrics

The 2024 overall **Quality of Life** grade is B-.

Category	Grade
Diversity, Equity, Inclusion	B+
Sports and Recreation	B
Belonging	B-
Environment	B-
Health and Wellness	B-
Learning	B-
Arts and Culture	C+
Engagement	C+
Safety	C+
Standard of Living	C+
Economy	C
Transportation	C
Housing	D+



# How Data is presented in the Reports

Data from the Summary Report



## Safety

Safety is a top priority for Mississauga, with about half of residents rating it as average or lower. While Mississauga’s proactive approach to safety, including community engagement and strong public services, aim to ensure that residents feel secure in their neighbourhoods, crime rates are rising with over two-thirds indicating crime in Mississauga increased over the last year. As the city grows, efforts on crime prevention and enhancing public safety measures will be critical for making Mississauga a safe and welcoming place for all.

**SUSTAINABLE DEVELOPMENT GOALS**

3 GOOD HEALTH AND WELL-BEING

11 SUSTAINABLE CITIES AND COMMUNITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Safety remains a priority focus in Mississauga. With a rise in the crime rate, nearly half indicate crime in their neighbourhood increased in the past year and over two-in-five rate the degree to which they feel safe in their neighbourhood as average at best. The city’s commitment to building safe and resilient communities aim to ensure that all residents can live, work, and play in secure neighbourhoods. High trust in public institutions and law enforcement is evident in the city’s effective police, fire, and emergency services.

REGIONAL DATA

## Safety in Mississauga



The crime rate in Peel in 2023 was 3,408.14 incidents per 100,000 people. Up from a rate of 3,055.66 incidents per 100,000 people in 2022.

The crime severity index score in 2023, up from 47.67 in 2022 for **Peel**

51.41

Source: Statistics Canada

In Ontario in 2023, the crime rate was 4,723.4 incidents per 100,000 people in 2023. Up from 672,285 actual incidents and a rate of 4,438.99 incidents per 100,000 people in 2022.

The crime severity index score in 2023, up from 58.81 in 2022 for **Ontario**

60.88

When asked how the following has changed in Mississauga over the past year, 67% indicate crime in Mississauga has increased, 47% indicate crime in their neighbourhood increased.

Source: Mississauga Vital Signs Report

In 2023, Peel region police reports show:

Source: Peel Regional Police

- 13,487 people charged
- 53,057 criminal code violations (up 19% over 2022).
- 23 homicide victims (down 23% over 2022).
- 833 robberies (up 8.5% over 2022).
- 2,842 break and enters (up 27% over 2022).
- 8,322 auto-thefts (up 38% since 2022).

### Sustainable Development Goals

3 GOOD HEALTH AND WELL-BEING

11 SUSTAINABLE CITIES AND COMMUNITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

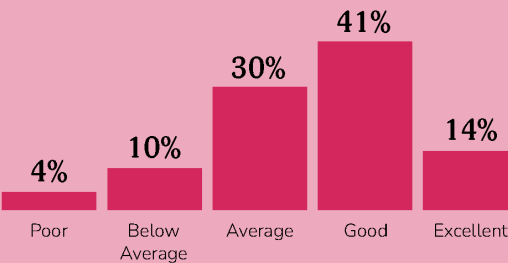
Promote health and well-being for all.

Create inclusive, safe, and sustainable cities.

Promote peaceful and safe societies, with access to justice and accountable institutions.

### Respondents rate the degree to which they feel safe in their neighbourhood as:

Source: Mississauga Vital Signs Report



- 81% believe their neighbourhood is safe for children to play
- 64% believe their neighbourhood is safe to walk in at night
- 64% have high confidence in police
- 48% have high confidence in the justice system and courts
- 85% are satisfied (very/somewhat) with fire and emergency services (2023, City of Mississauga, Citizen of Satisfaction Report)

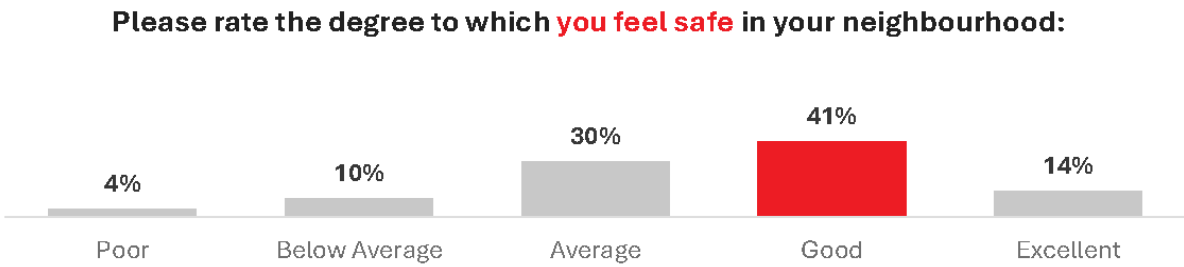
Source: Peel Social Capital Report and City of Mississauga



How data is presented in the reports

Rating Aspects of Safety

Safety is a growing concern in Mississauga and is mentioned among the top three issues Mississauga is currently facing. Two-in-five rate the degree of safety in their neighbourhood as good, however about two-thirds indicate crime in Mississauga has increased over the past year.

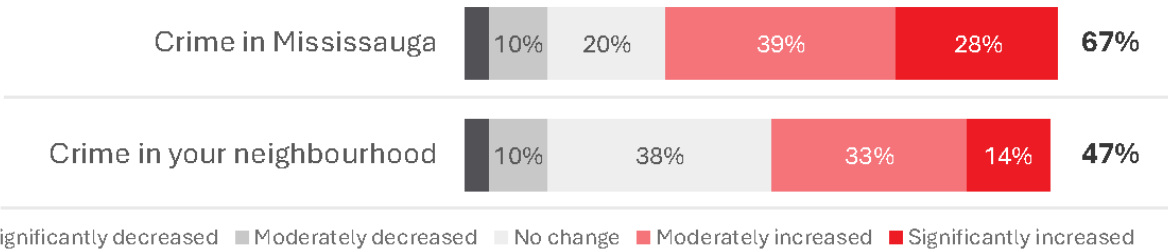


Those **more likely** to rate as good/excellent:

- Those who are BIPOC (61% vs. 51% White).
- Those who were not born in Canada (61% vs. 51% born in Canada).

How have the following aspects changed in Mississauga over the past year?

NET Top 2



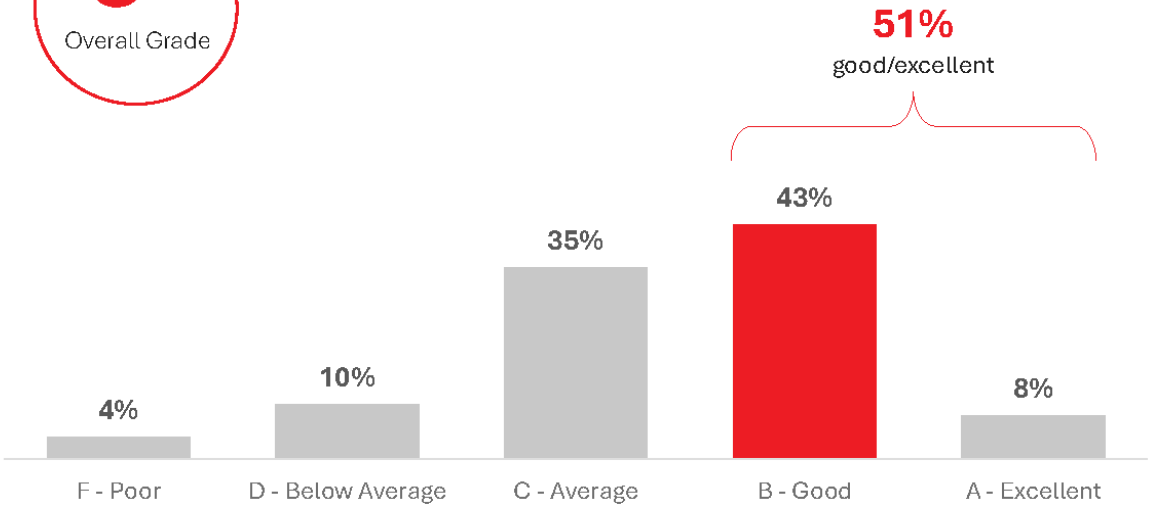
Base: All respondents, excluding not applicable (n=529-541).  
Q12. Please rate the following aspect of **safety** in Mississauga as it applies to you personally.  
Q12b. In your opinion, how have the following aspects changed in Mississauga over the past year?  
Responses 4% or less not labelled.

Data from the Primary Report

Overall **Safety** Grade

Just over half rate safety in Mississauga as good/excellent, while over one-third give it a grade of C-average.

C+  
Overall Grade



Those **more likely** to grade good/excellent:

- Males (57% vs. 46% female).
- Those who were not born in Canada (58% vs. 46% born in Canada).
- Those who have lived in Mississauga for 5 years or less (70% vs. 47% 11+ years).

Base: All respondents (n=546).  
Q1g. How would you grade Mississauga when it comes to **safety**?

# Data from the Secondary Report

Safety

Leger

## Safety in Mississauga

According to statistics Canada incident-crime statistics:

There were **51,139 actual incidents** in **Peel** and a rate of **3,408.14 incidents per 100,000 people** in **2023**. Up from **44,192** actual incidents and a rate of **3,055.66 incidents per 100,000 people** in **2022**.

There were **737,246 actual incidents** in **Ontario** and a rate of **4,723.4 incidents per 100,000 people** in **2023**. Up from **672,285** actual incidents and a rate of **4,438.99 incidents per 100,000 people** in **2022**.

Source: Statistics Canada

The crime severity index score:

**51.41**

in **2023** up from **47.67** in **2022** for **Peel**

**60.88**

in **2023** up from **58.81** in **2022** for **Ontario**

### FEELINGS OF SAFETY

According to the 2021 Peel Social Capital Report:

- **81%** believe their neighbourhood is safe for children to play
- **64%** believe their neighbourhood is safe to walk in at night
- **64%** have high confidence in police
- **48%** have high confidence in the justice system and courts
- **85%** are satisfied (very/somewhat) with fire and emergency services

(2023, City of Mississauga, Citizen of Satisfaction Report)

Source: Peel Social Capital Report and City of Mississauga

### CRIME IN PEEL

In 2023, police reports show:

→ <b>13,487</b> people charged over 2022).	→ <b>3,926</b> thefts from vehicles (down 5.9% over 2022).	→ <b>50</b> shooting victims (down 14% over 2022).
→ <b>53,057</b> criminal code violations (up 19% over 2022).	→ <b>2,842</b> break and enters (up 27% over 2022).	→ <b>4,235</b> reports of mischief (up 23.9% over 2022).
→ <b>23</b> homicide victims (down 23% over 2022).	→ <b>1,257</b> sexual violations (up 9.4% over 2022).	→ <b>9,570</b> domestic disputes with an intimate partner (up 3% over 2022).
→ <b>833</b> robberies (up 8.5% over 2022).	→ <b>8,322</b> auto thefts (up 37.7% over 2022).	→ <b>30</b> motor vehicle collision deaths (down 19% over 2022).

Source: Peel Regional Police

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GOOD HEALTH AND WELL-BEING

Promote health and well-being for all.

11

SUSTAINABLE CITIES AND COMMUNITIES

Create inclusive, safe, and sustainable cities.

16

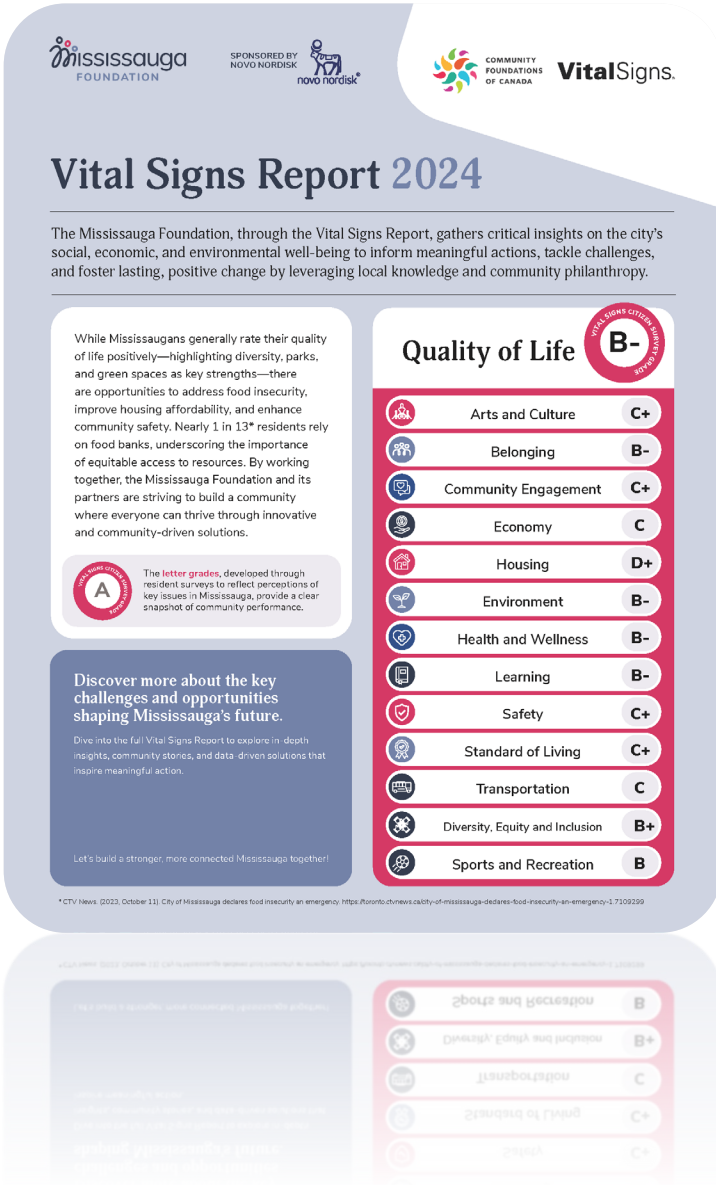
PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and safe societies, with access to justice and accountable institutions.

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All four reports are available to read at [www.mississaugafoundation.ca](http://www.mississaugafoundation.ca)





# Next Steps

1. Disseminate the data and raise awareness
2. Granting
3. Vital Conversations
4. Build Partnerships
5. Mississauga Fund







# Mississauga FOUNDATION

Building Tomorrow's **Mississauga Together.**

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## Thank you!

[www.mississaugafoundation.ca](http://www.mississaugafoundation.ca)