

FLOWER CITY



BRAMPTON.CA



The City of Brampton Youth Engagement Survey 2016

Key Findings Report
Conducted by YouthfulCities



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EXECUTIVE SUMMARY

The City of Brampton seeks to engage young people in the planning and development of the city. In the first survey of its kind in Brampton, we sought to understand who makes up the youth population, what is most important to them and what are the most critical issues they face, as well as understand their attitudes and habits.

Youth ages 15-29 living in Brampton are:

- Predominantly living at home;
- Have lived in Brampton for most or all of their lives; and
- Plan on staying in Brampton for the next several years

These youth feel that they are hardworking, engaged, enthusiastic and believe Brampton excels in several areas:

- Parks and Public Space;
- Recreation and sports programs; and
- Diversity and sense of community

And while youth have much to celebrate in Brampton, there are also areas where they seek improvement, or there is the opportunity to address their needs in new ways.

Brampton can improve in the following areas:

- Entertainment options
- Employment
- Affordability
- Transit

Young people are keen to be involved in building Brampton's future, with the majority of respondents expressing interest in attending meetings about the city's future (41.6% yes, 38.4% maybe). This is a critical opportunity to engage youth, and have them help to develop Brampton into a more youthful city.



METHODOLOGY

Sample Details

Total Respondents: 911

Collection dates: March 29th - May 10th, 2016

Collection method: Through an online/mobile and paper-based intercept surveying.

Background and Objectives

The City of Brampton is one of the largest, most diverse and multicultural cities in the Greater Toronto Area (GTA), as well as the second fastest growing city in Canada. Home to more than 500,000 residents and thousands of businesses, the City of Brampton continues to grow and prosper. As part of its strategy to improve the delivery of services and respond to resident concerns and input, the City of Brampton elected YouthfulCities to conduct a youth survey amongst Brampton residents aged 15-29.

YouthfulCities' HQ team has more than 30 years of research design experience. Using this experience the team developed a 58-question questionnaire. It has been tested with youth around the world to ensure clarity. For the City of Brampton, we took our knowledge from three iterations of our global survey and added a few questions specific to the Brampton case.

The objectives of the 2015 Brampton Youth Survey were to:

- Measure importance levels among 23 critical urban attributes;
- Determine how well the city of Brampton is performing across these 23 attributes; and,
- Understand what young people feel the most and least proud of in their city

Questions and Analysis

There are three main sections in the Survey:

1. About You: This section captured demographic details and psychographic questions
2. About Your City: This section focused on 23 urban attributes and asked three questions:
 - a. How important is this attribute to you, on a scale of 1-10?
 - b. How well do you think your city is performing on this attribute, on a scale of 1-10?
 - c. What is the biggest issue facing your city right now that needs to be resolved in the next few years?
3. About Youthfulness and Brampton: This section asked a few questions based around youth engagement, knowledge about events in Brampton, reasons for leaving the city and patterns regarding urban mobility.



Capturing data:

In order to capture responses we recruited a local Research Coordinator and volunteers. They were trained and then tasked with promoting the Survey and collecting responses from a representative sample of local youth.

The local coordinator distributed surveys in person at a variety of locations, including events, schools, community centres, university and colleges and this was supplemented by promotion through email and social media channels. For representation, we targeted for age, gender, neighbourhood and student/non-student status.

Analysis:

Regarding the results to quantitative questions, frequency tables and cross tabulations were used in order to analyze totals across different groupings. The groupings were:

- Sex (male/female);
- Age (15-19/20-29); and
- Ward (1+5/2+6/3+4/7+8/9+10)

Tests of statistical significance were run within each group in order to determine statistical likelihood among group members. For the open-ended (qualitative) questions, an iterative process of reading and rereading was used in order to determine emergent themes. Responses were tagged accordingly with these themes.

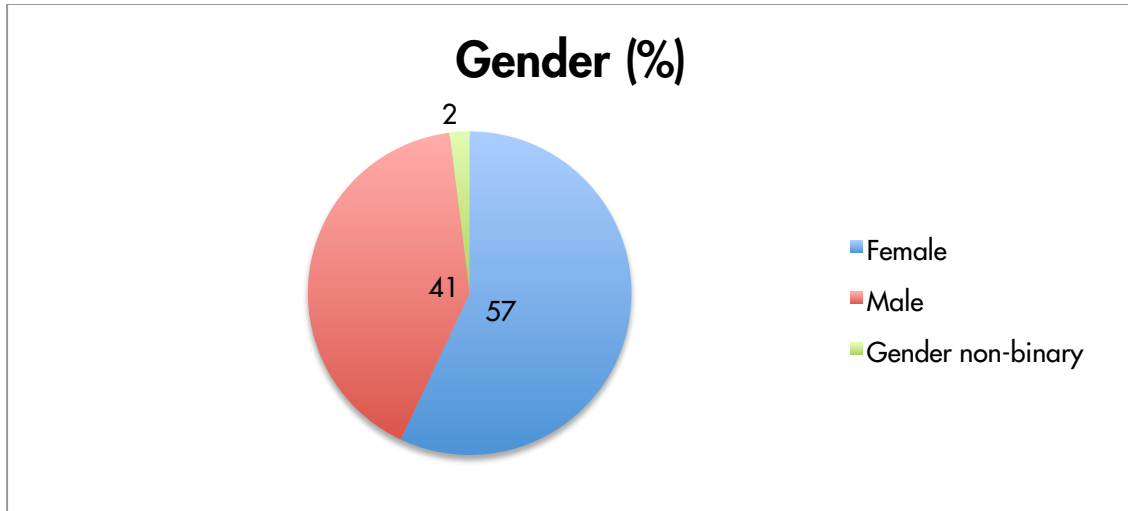
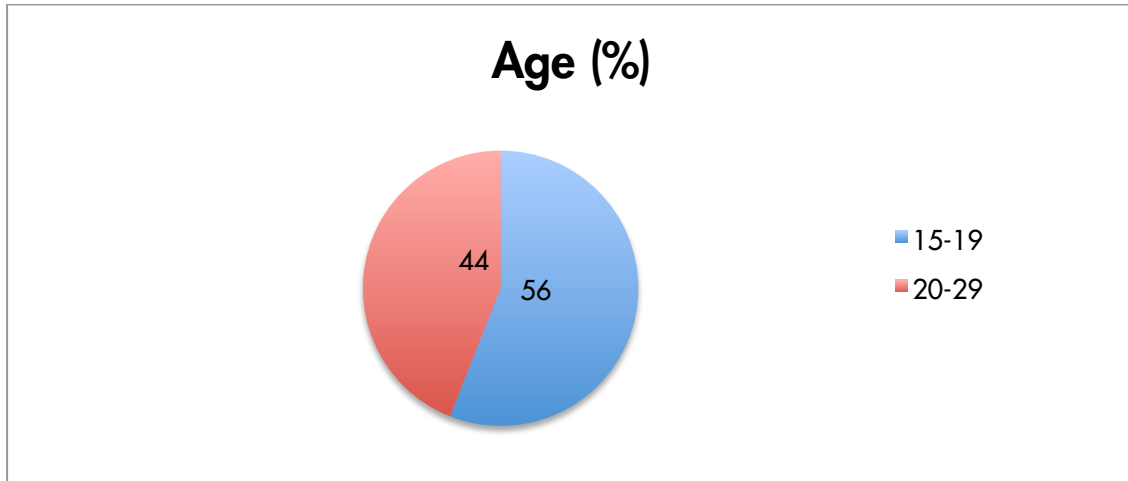
Statistical Confidence Level:

We compute that a 95% confidence interval around the overall average would be about +/- 4.6% for top 3 boxes in terms of the felt importance of affordability (i.e., the proportion of people who felt a given attribute was 'important'), and + / - 2.2% for the average importance of a given attribute, as summary statistics of these data, and inferentially for the total sample.



Age and Gender of Respondents

There is a fairly even gender split and representation of older and younger youth within our sample.

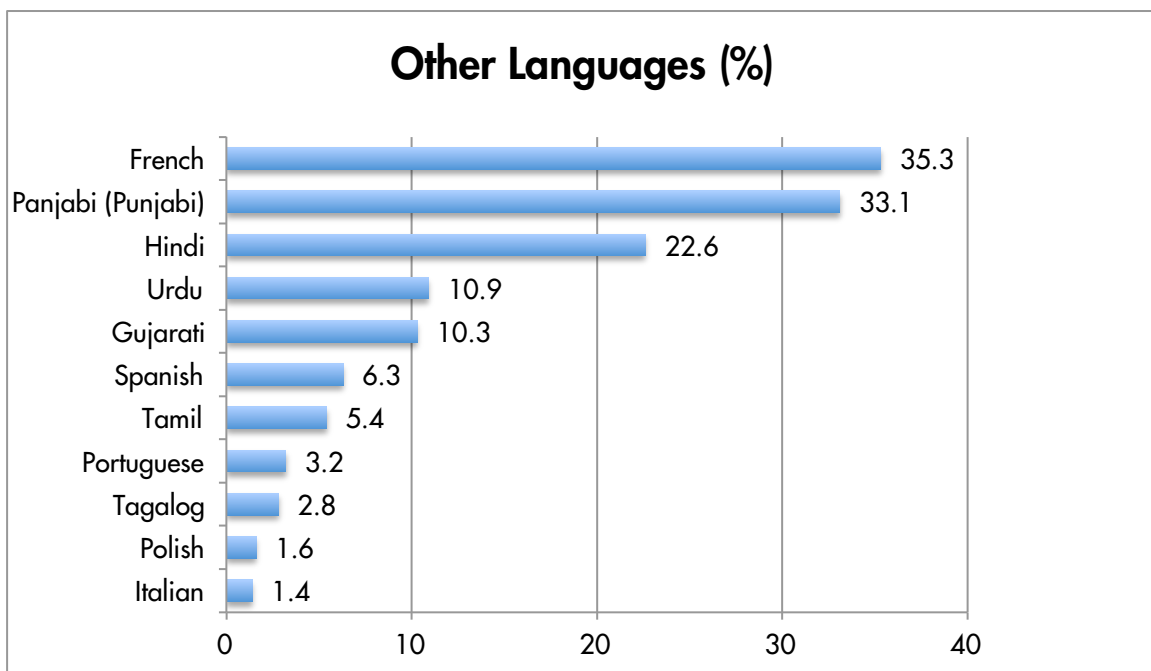
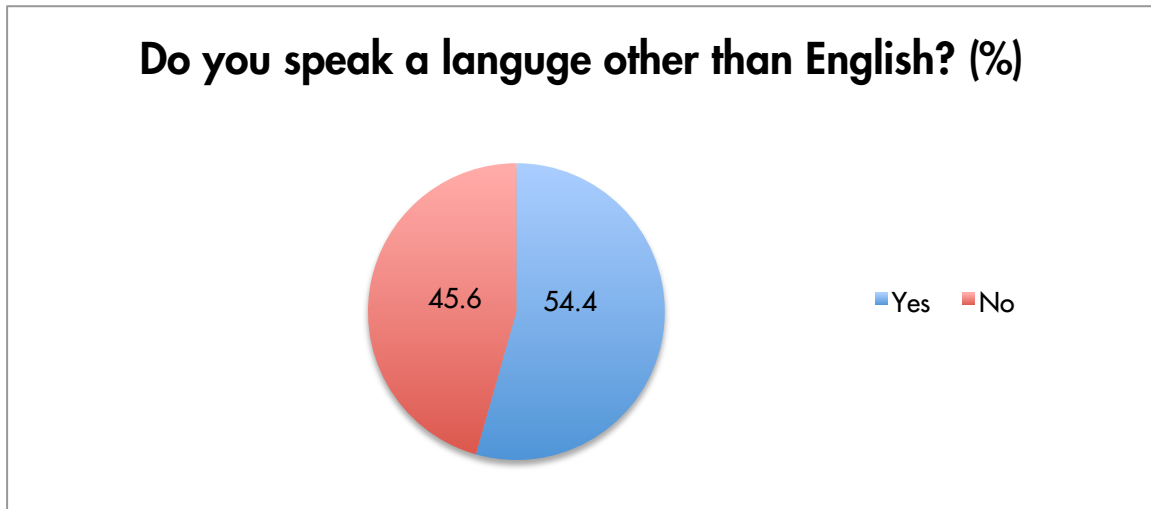


Q. 1. How old are you?
Q. 2. What is your sex?



Diversity of Languages Spoken

When respondents were asked if they spoke any other language other than English there was a fairly even divide of those who said yes they did (54.4%) and those who said no they do not (45.5%). For those speak a language other than English, the top three languages are French (35.3%), Panjabi (Punjabi) (33.1%) and Hindi (22.6%).



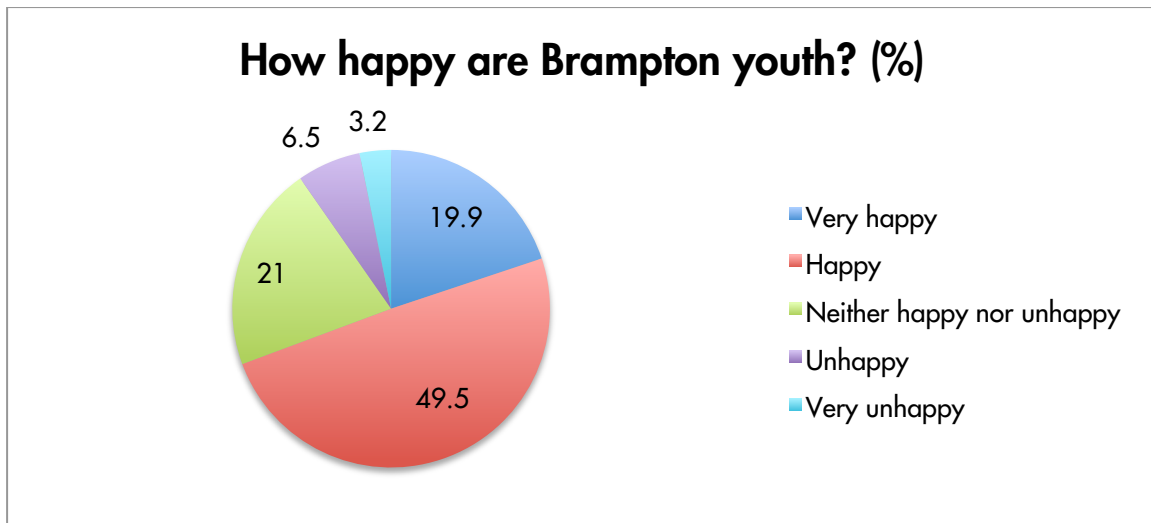
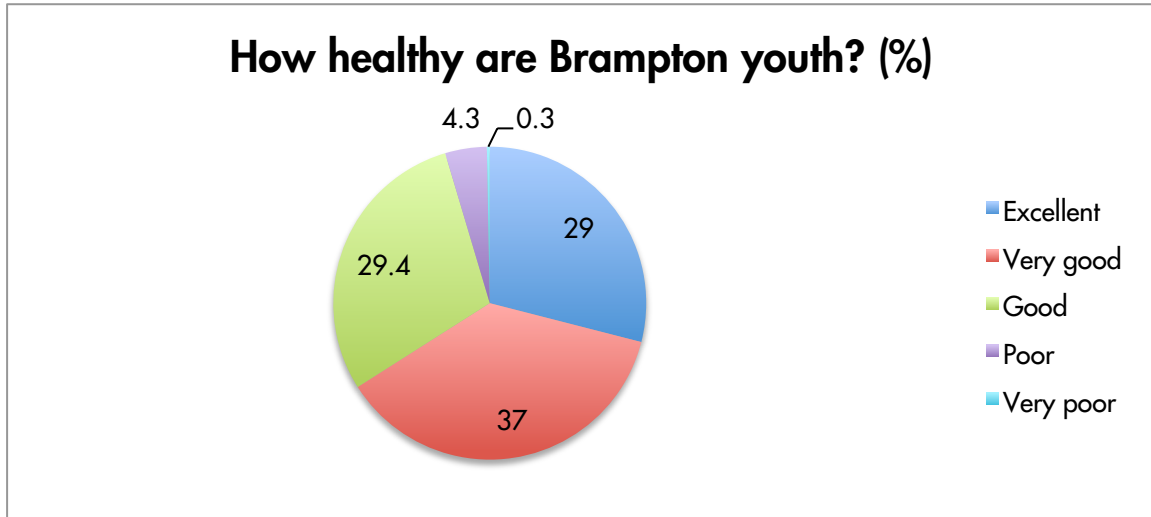
Q. 3. Do you speak a language other than English?

Q. 4. What other language(s) do you speak?



Health and Happiness

Respondents were asked to rate their health and happiness, and overall, youth in Brampton consider themselves to be happy and healthy. The majority (66%) consider themselves to be in excellent or very good health, and 69.4% feel they are happy (19.9% very happy, and 49.5% happy).



Q. 12. In general, would you say your health is:

Q. 13. How happy are you in general



How Youth See Themselves

When youth are asked to describe themselves, youth in Brampton self-identify with a number of positive characteristics. Over 2/3 (70.4%) of youth consider themselves to be hardworking, ¼ (21.8%) believe they are entrepreneurial, and nearly 40% say they are engaged citizens.

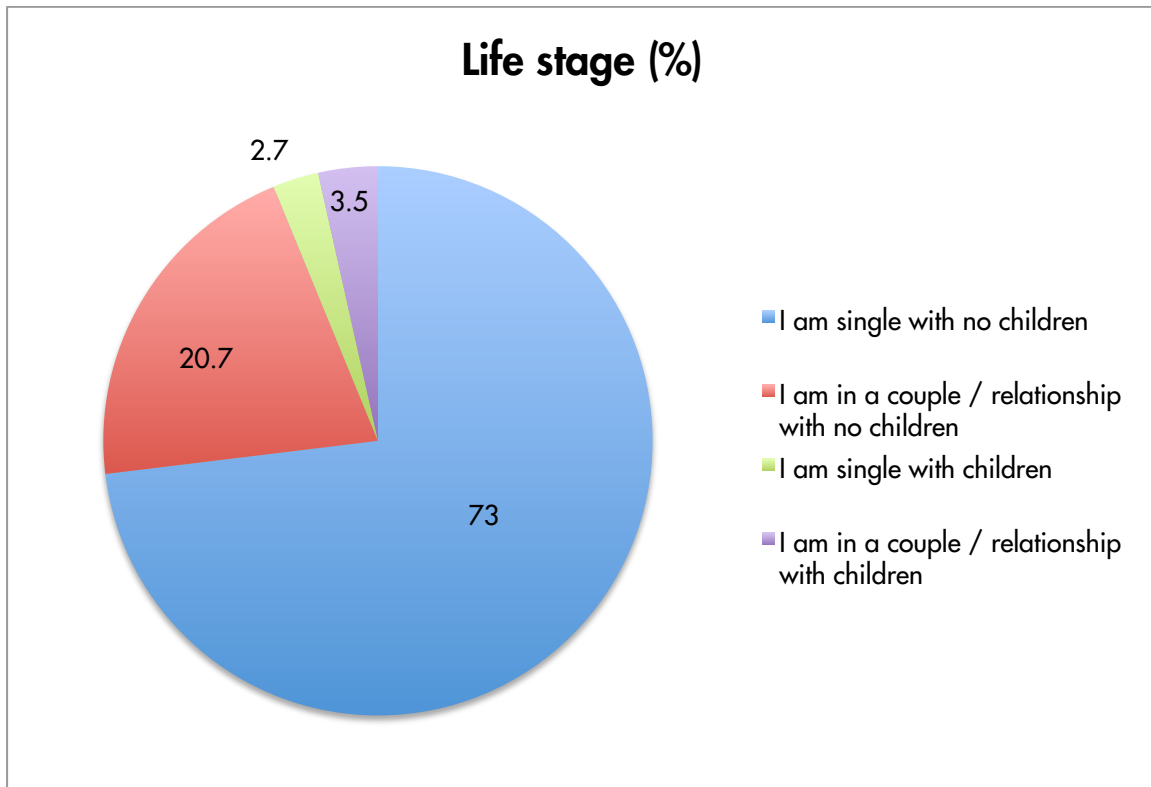


Q. 52. Which of the following do you agree with?



Current Life Stage

When asked about life stage nearly $\frac{3}{4}$ of respondents are single with no children (73%). The second largest response came from those who are in a relationship without children (20.7%). Very few respondents have children, a total of 6.2%.

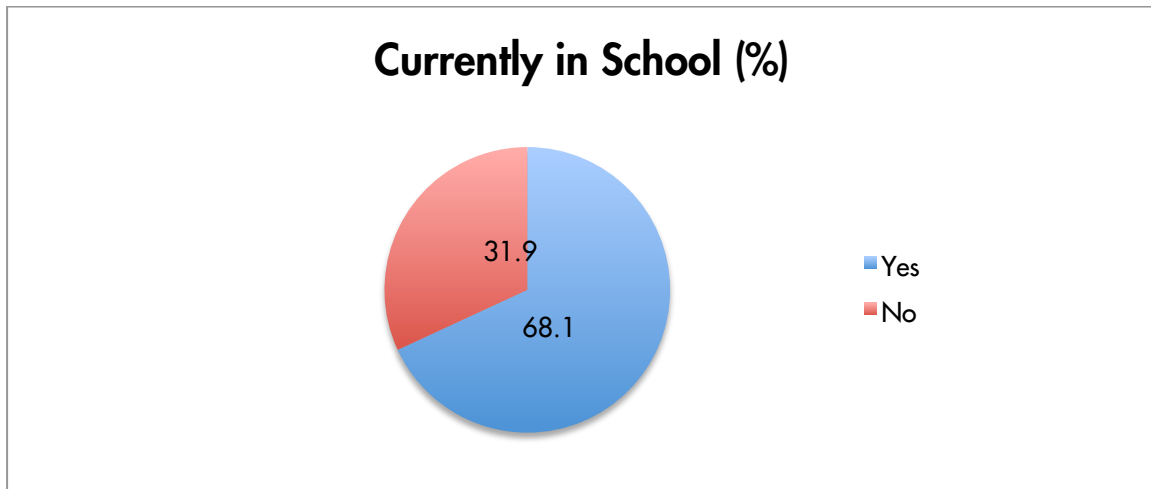


Q. 7. Which of the following best describes your stage of life?

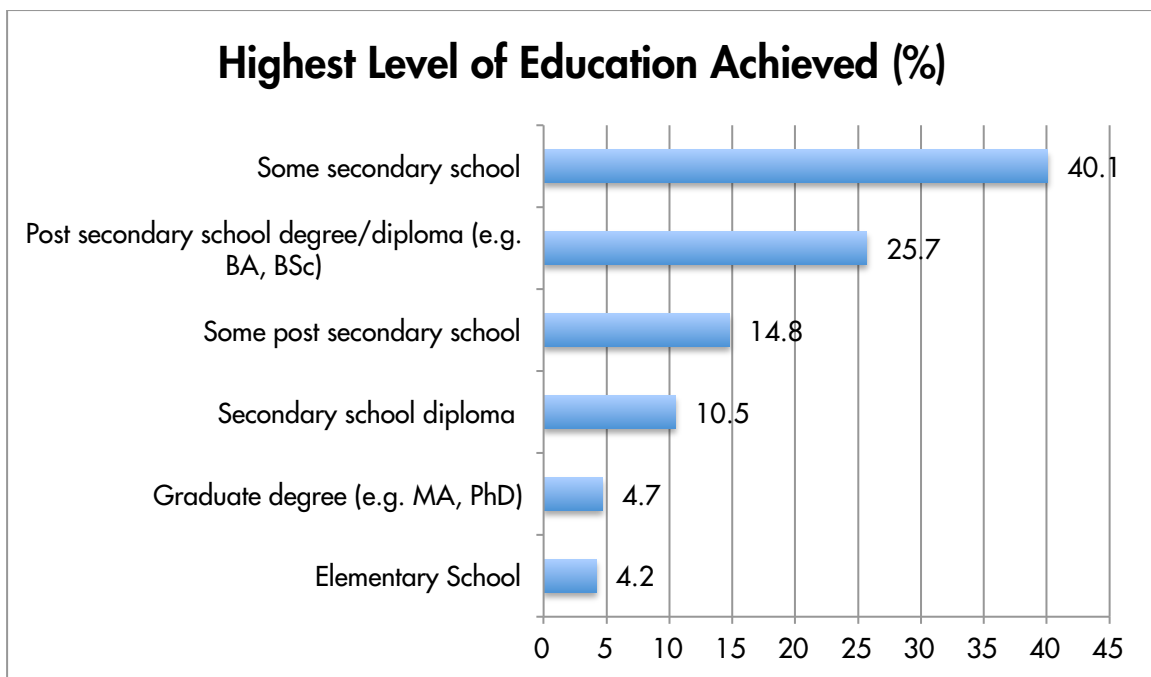


Current Life Stage- School vs. Not in School

More than half of the respondents within the sample currently attend high school, college or university (68.1%). In addition, when respondents were asked what is the highest level of education they achieved the top two responses were "Some secondary school" (40.1%) and "Post secondary school degree/diploma" (25.7%).



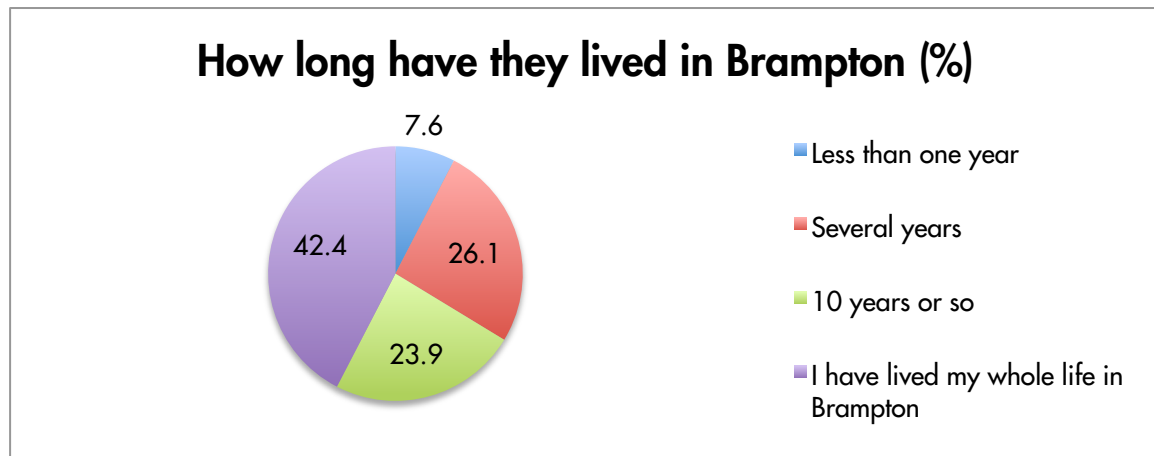
Q. 10. Are you currently in school, college or university?



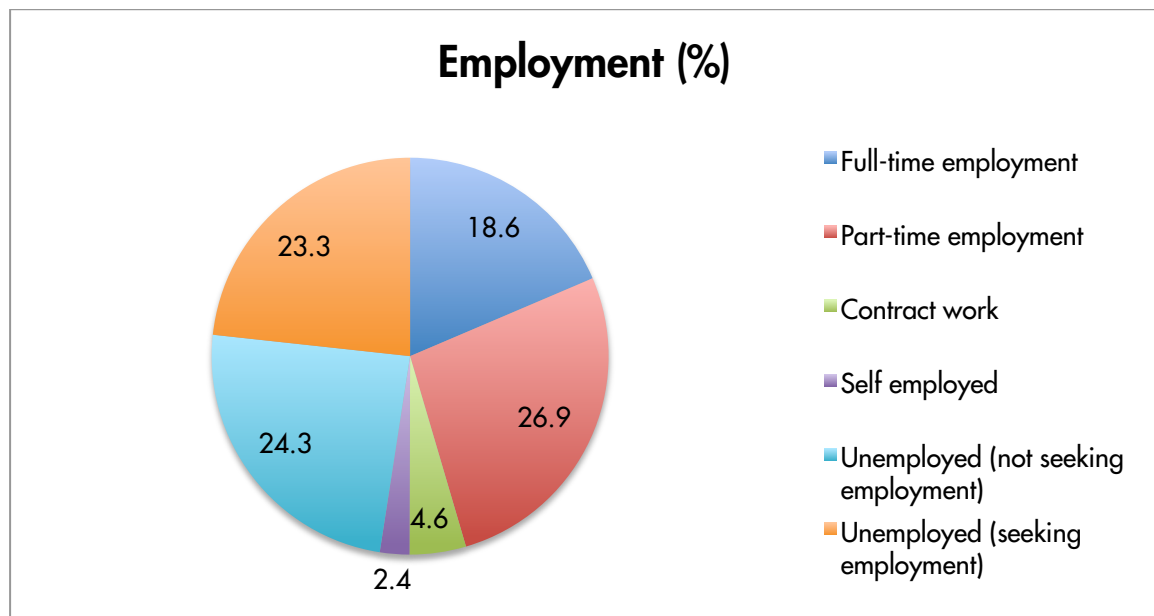
Q. 11. What is the highest level of education you have achieved?

Living in Brampton

The majority of respondents have lived their whole lives in Brampton (42.4%), with an additional half of respondents living in the city for several years or more. There is also a small amount of newcomers (7.6%), who have been in Brampton for less than a year. Respondents predominantly live at home with parents or family (83.5%) and there is a fairly even split between youth who are employed (18.6% full time, 26.9% part-time) and those who are unemployed (24.3% not seeking employment and 23.3% seeking employment).



Q. 53. How long have you lived in Brampton?



Q. 8. Which of the following best describes your employment situation?

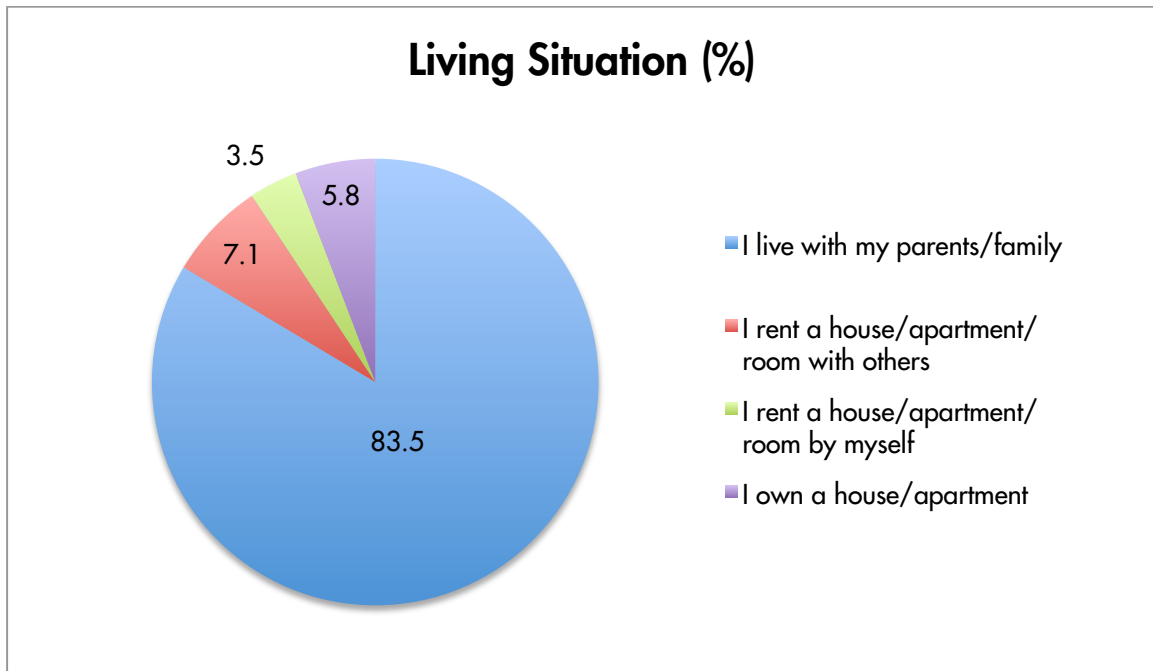


Living in Brampton- Where youth live

There is a fairly even representation of respondents residing in the various wards within Brampton, with a slight majority of individuals living in Ward 2+6 (22.5%). The vast majority of respondents are living with their parents or family (83.5%), and the fewest respondents were homeowners, at 5.8%.



Q. 5. What ward do you live in?

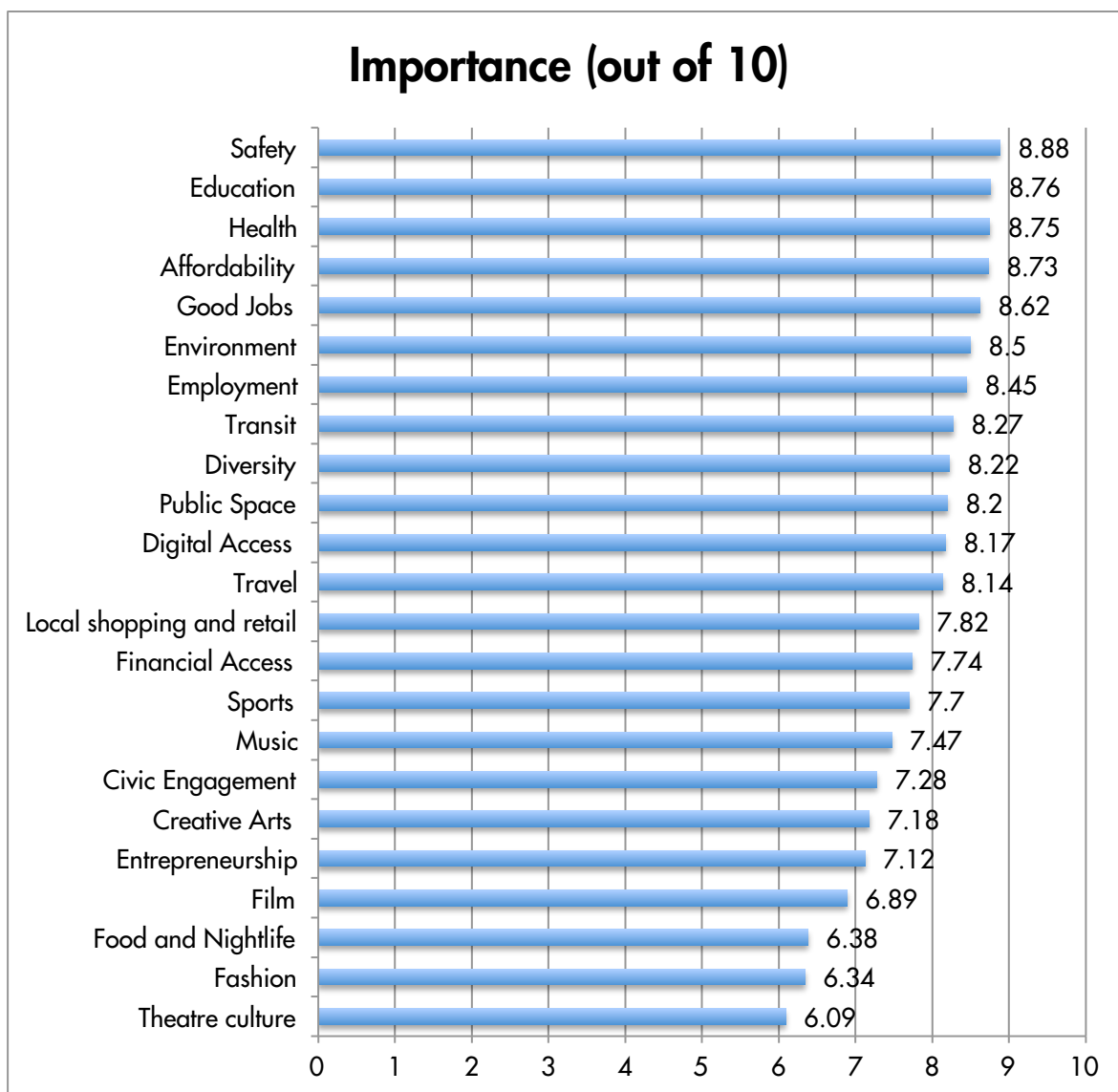


Q. 6. Which of the following best describes your living situation?



Overall Ranking: Importance

Respondents were asked to rank 22 attributes from 1-10 on how important this attribute is to them personally. Importance rankings across all 22 attributes are high, with all attributes ranked between 6 and 9 out of a possible 10. Attributes in the Play category, such as food and nightlife, fashion, arts and culture, rank lower than those in Live and Work. This ranking is consistent with our global research, as youth need to have their basic needs met before they can give these “fun” attributes higher importance.

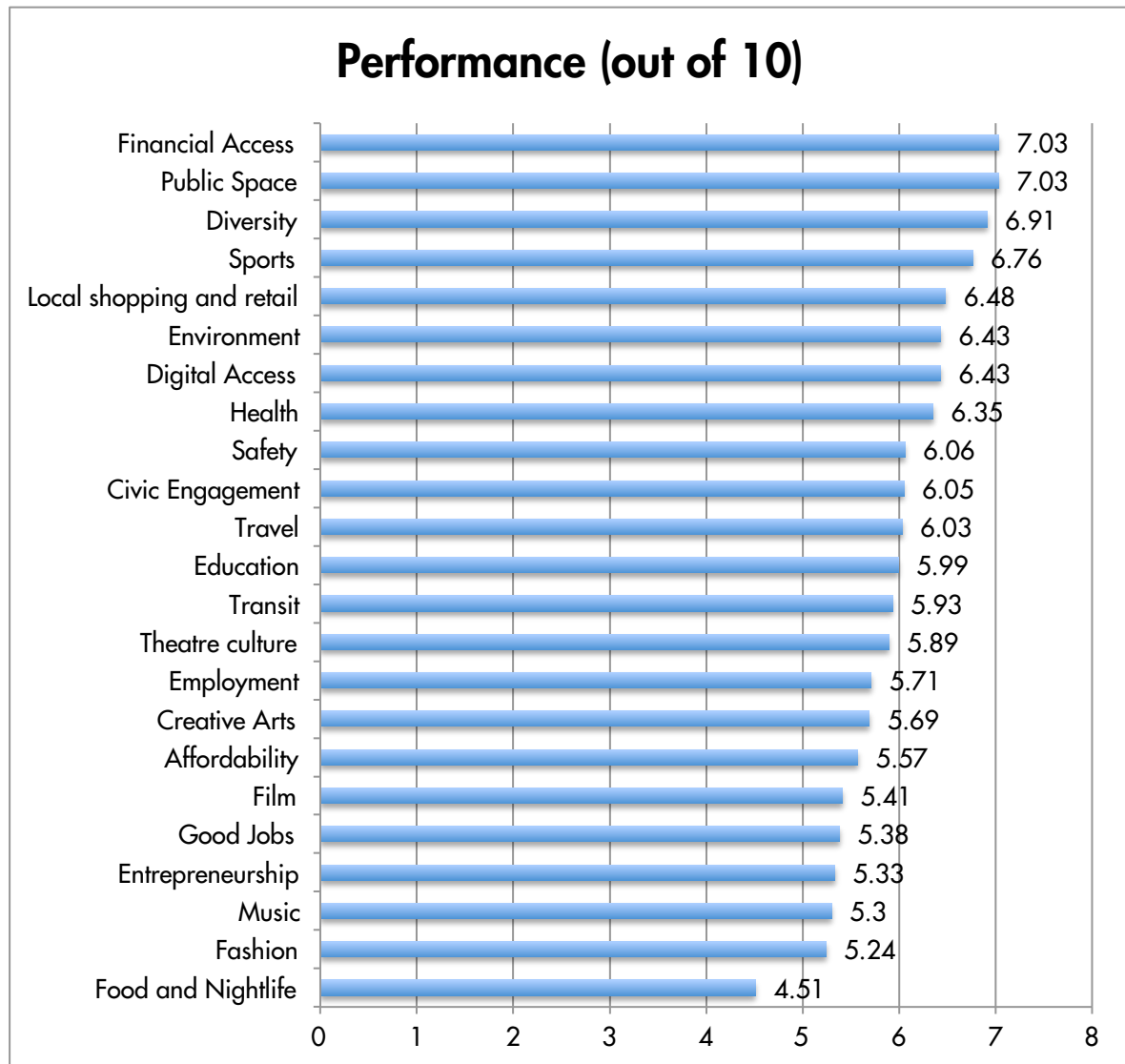


Qs. 14 - 36. How important is [attribute] to you on a scale from 1-10?



Overall Ranking: Performance

On the whole, Performance rankings are lower than Importance, which is consistent with our global research. Brampton performs well in several areas, including Public Space, Financial Access, and Diversity. There is significant opportunity for growth and engagement in the Play categories, with Food and Nightlife (22nd), Fashion (21st), Music (20th) all at the bottom of the Performance rankings. Brampton stands out in Sports (4th), which is the only Play attribute in the top 10.

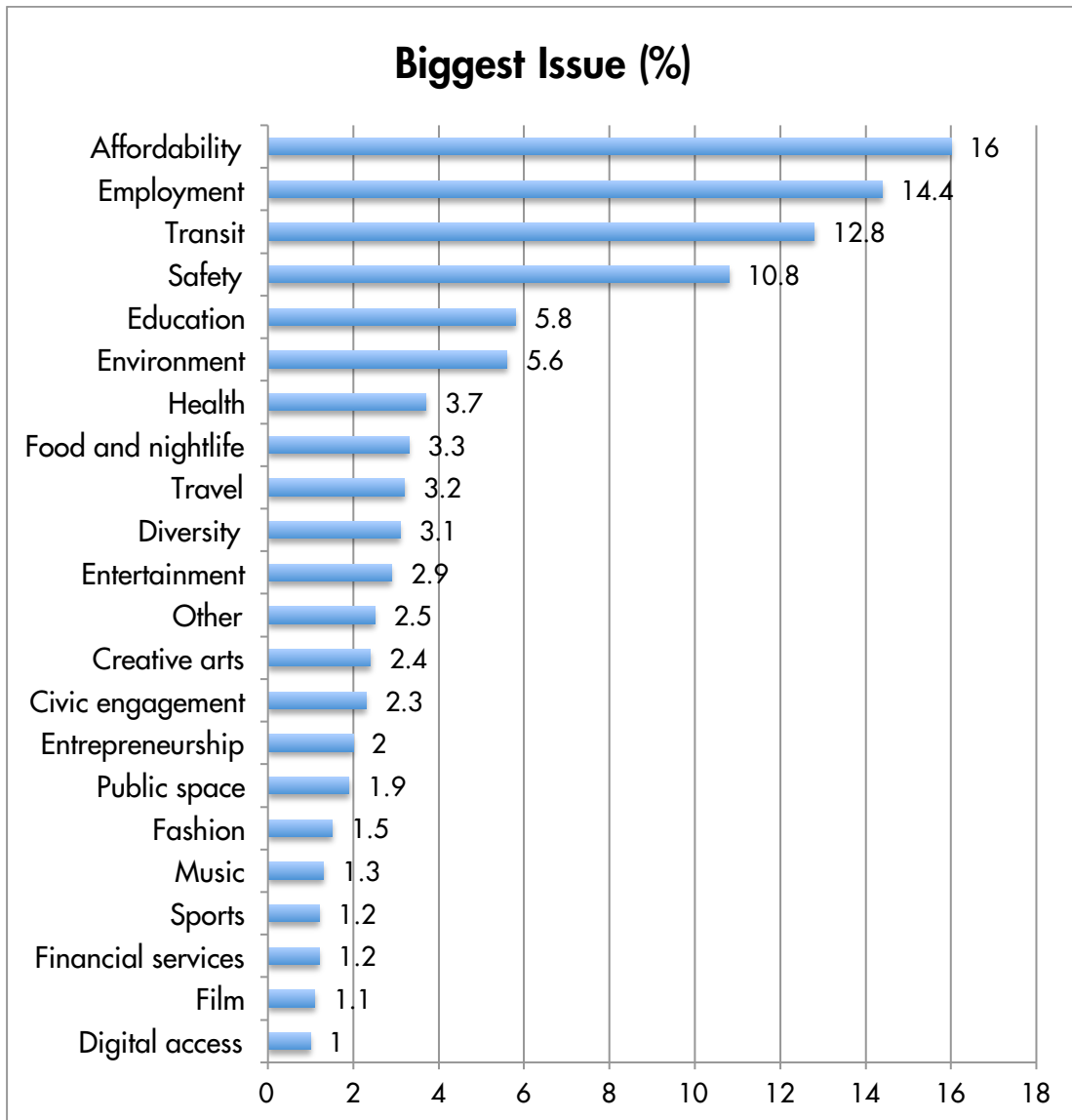


Qs. 14 - 36. How does Brampton perform in terms of [attribute] on a scale from 1-10?



Most Important Issue Facing Brampton Today

When youth are asked what they believe the biggest issue Brampton faces right now, youth indicate four main standout issues: Affordability, Employment, Transit and Safety. Other issues were named, but at a significantly lower rate, with a 5% difference between Safety and Education.



Q. 37. What is the biggest issue facing your city right now that needs to be resolved in the next few years?



Most important issue facing Brampton today

When asked to elaborate on their choice for the biggest issue facing their city, youth had a lot to say.

Affordability:

"Brampton is getting very expensive to live in as a young adult. Prices keep increasing but the quality isn't. For example, the bus fares keep increasing yet there doesn't seem to be much improvement on how the buses run...A lot of young people want to leave Brampton because it's not worth staying here." *Female, 22*

Employment:

"...I have high net worth in-demand tech skills for which there are shortages. However, my skills are not in demand in Brampton. This is because this city lacks the sort of high-tech industry that will be needed in order to thrive tomorrow... I want you to diversify this economy and create the conditions necessary so that Brampton doesn't remain a one-trick economic pony." *Male, 27*

Transit:

"Transit buses take forever to come to their stop as they are always late. If you miss the bus by a mere few minutes because you are at the lights across from it you have to wait. I am from one of the newly developed parts that construction finished 4 years back... and I'm still not getting a direct bus to my house. My stops don't even have the basics of chairs and those box like things for harsh winter weather protection." *Female, 15*

Safety:

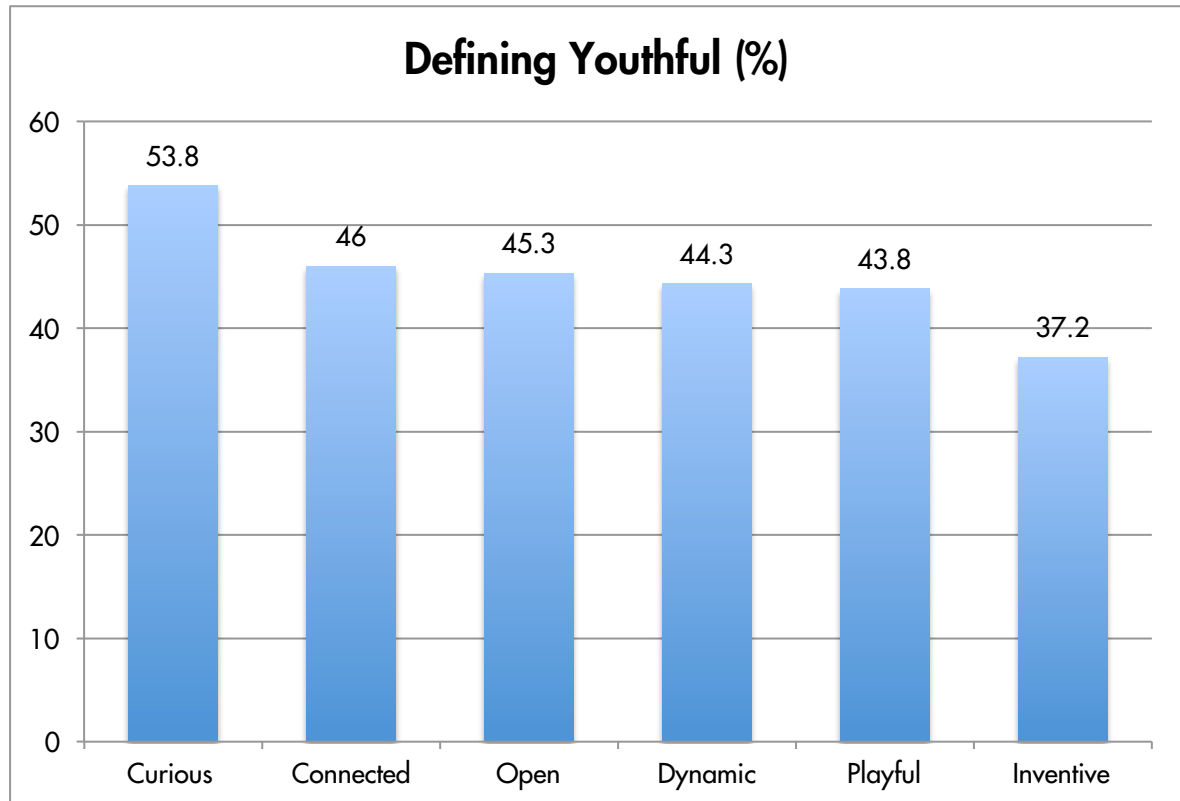
"I feel like the city is becoming more and more unsafe over the last few years. The crime rate has gone up in my area and it genuinely makes me question how good of an idea it is to walk places. Even if it's light out." *Male, 18*

38: Please explain more specifically what the biggest issue is and why you chose it.



How do youth define a youthful city?

Respondents were provided with a list of words and asked which they thought best described what it means to be youthful. Results were fairly evenly split across all options.

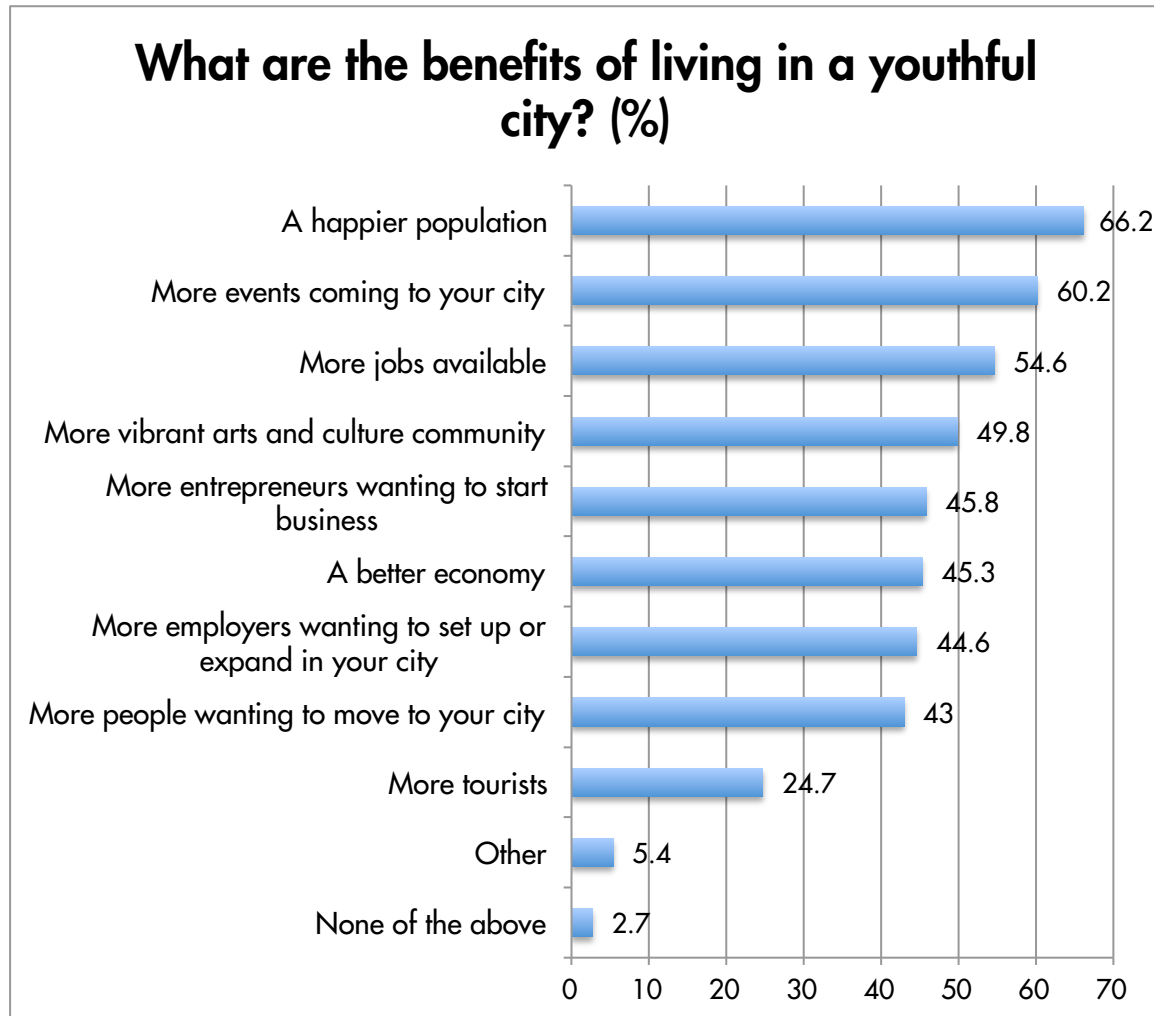


Q. 39. Which of the following defined the word "youthful" for you?



What Does a Youthful City Look Like?

When asked to describe what would be the benefits of a youthful city, youth are very optimistic, saying that being known as a youthful city will result in happier residents, more events and vibrant arts and culture sector, more employment opportunities, and more entrepreneurship.

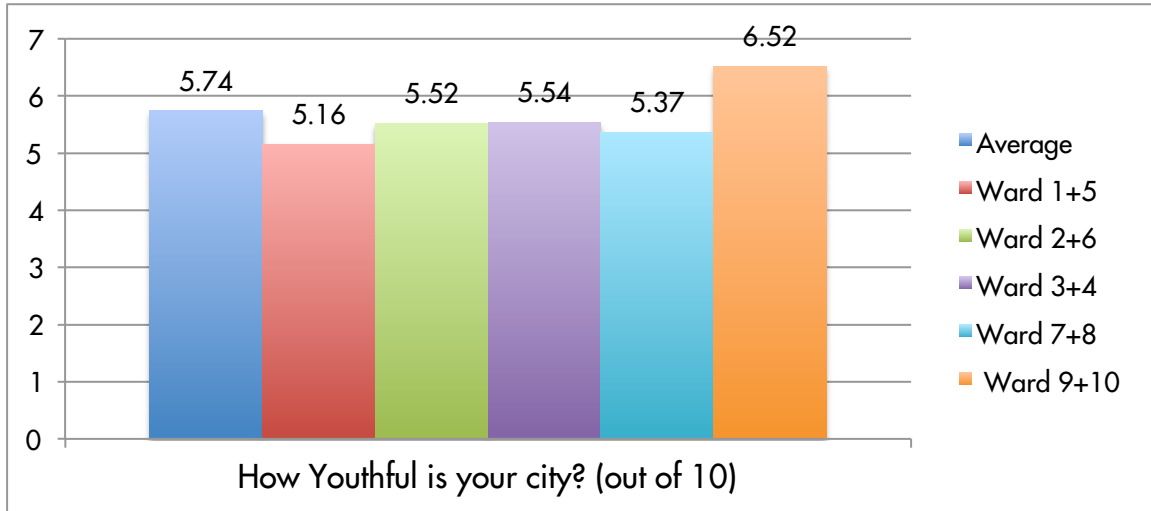


Q. 41. What are the benefits of living in a youthful city (connected, open dynamic, curious, inventive and playful) in your opinion?

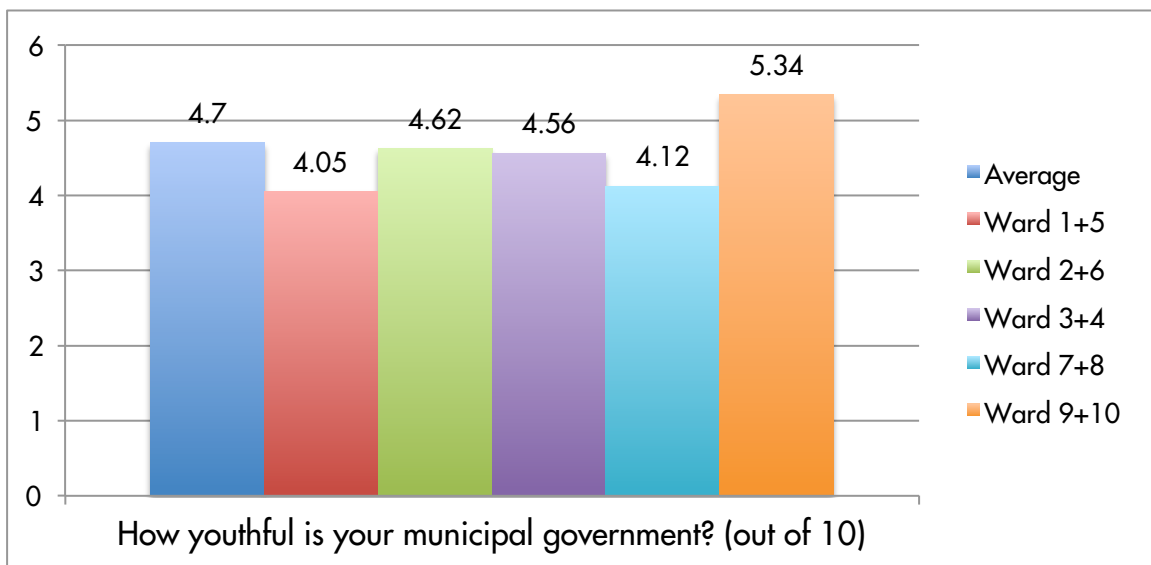


How Youthful is Brampton?

Youth were asked to rank their city's and government's Youthfulness on a scale of 1-10. The average was 5.74 for the city and 4.7 for the municipal government. There was very little deviation, except in wards 9+10, which saw a statistically significant elevation in both the youthfulness of the city, and the youthfulness of the municipal government.



Q. 40. How youthful is your city on a scale of 1-10 where 10 is very youthful?

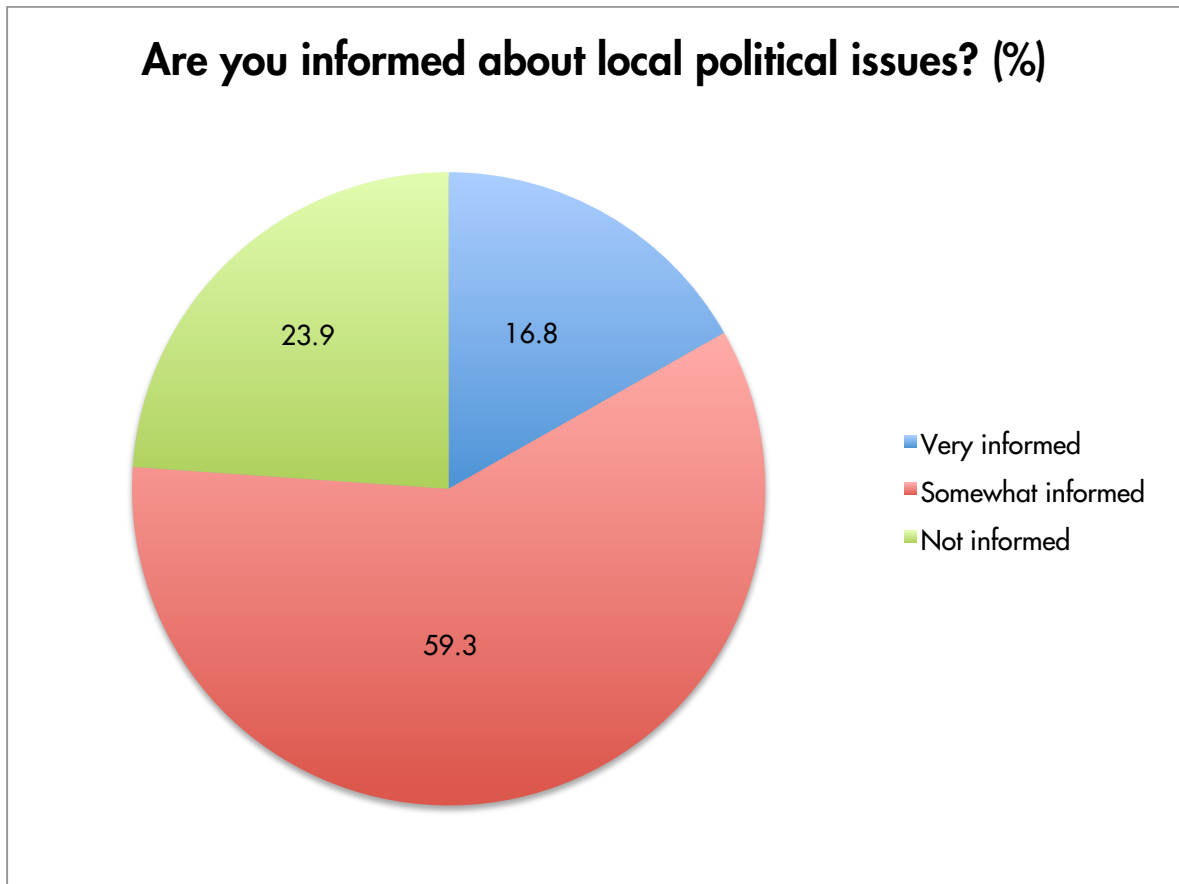


Q. 42. How youthful is your municipal government on a scale of 1-10 where 10 is very youthful?



Are Youth informed?

The respondents appear to be fairly informed when it comes to local political issues in Brampton. When respondents were asked how informed they were more than half said they were somewhat informed but only 23.9% felt they were very informed.

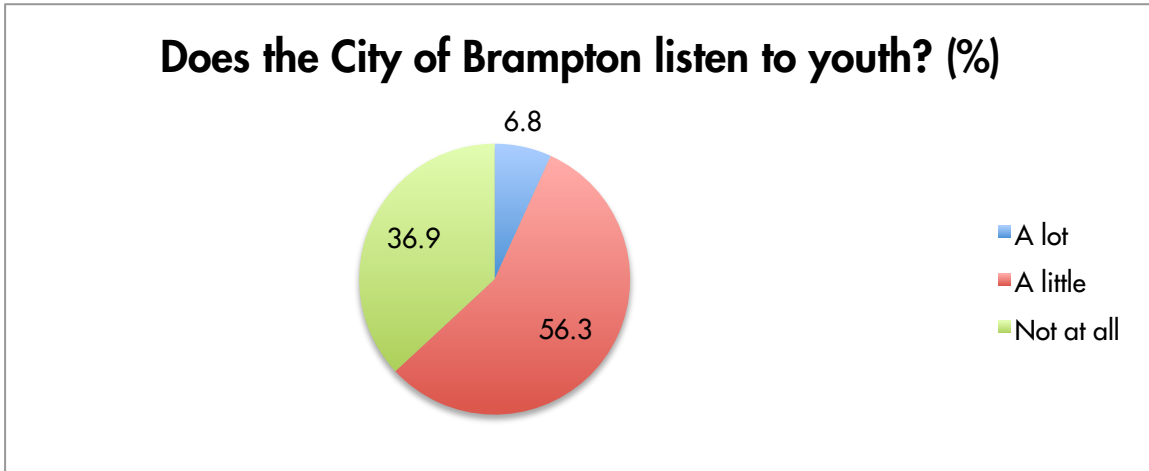


Q. 45. How informed are you about local political issues in Brampton?

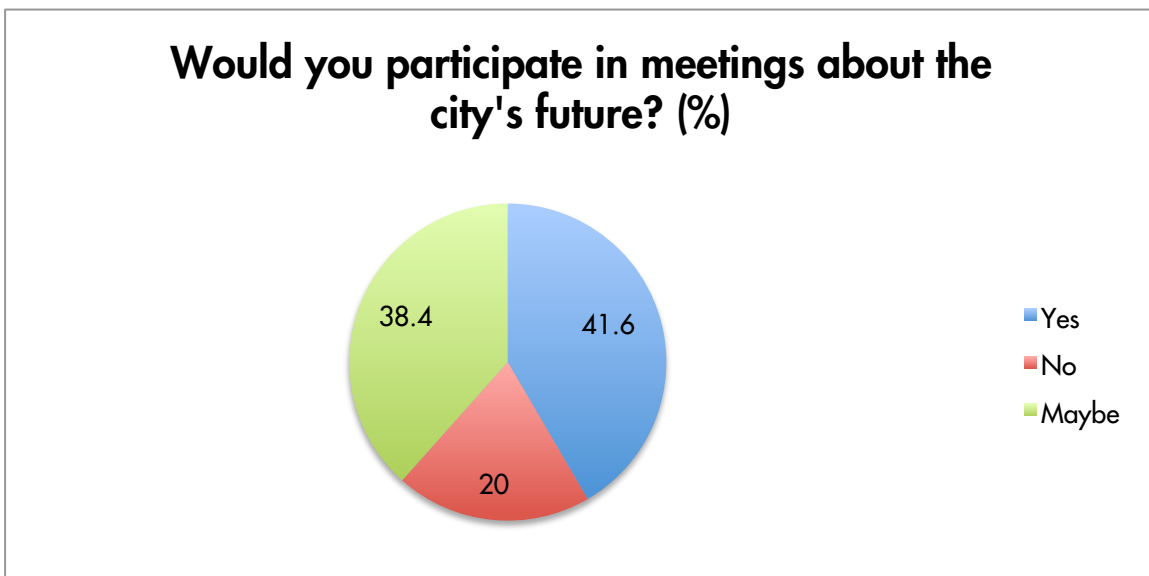


Are Youth Engaged?

When asked whether the City of Brampton is listening to young people as it plans its future, respondents were fairly critical, with over 90% saying youth aren't listened to at all, or very little. However, there is an excellent opportunity to engage youth. When asked if they'd like to participate in meetings about their city's future, respondents were enthusiastic, with 80% saying 'yes' or 'maybe'.



Q. 43. Do you think your municipal government listens to youth as it plans the future of your city?

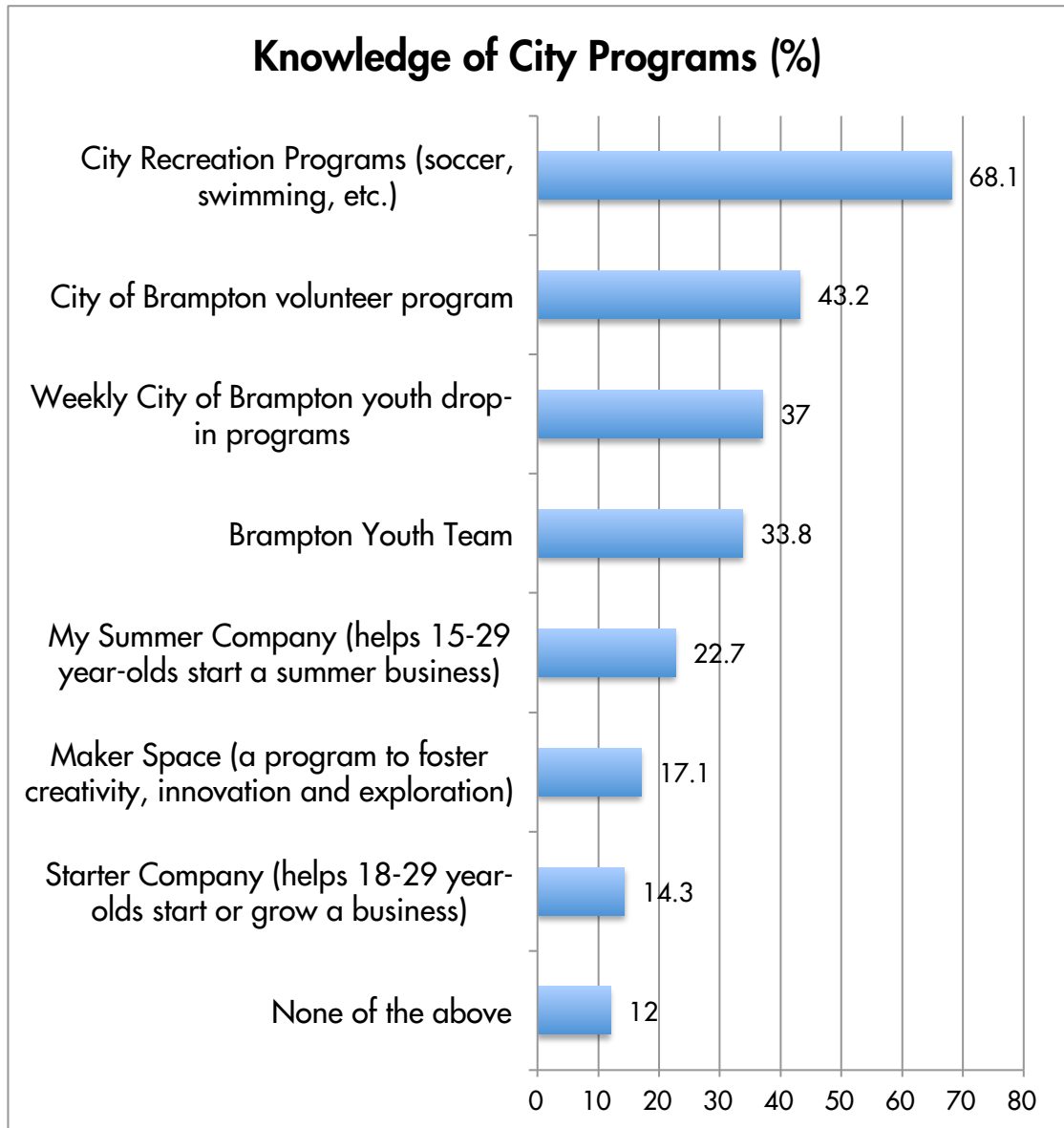


Q. 44. Would you like to participate in meetings and discussions about your city's future?



Program Awareness

Brampton's City recreation programs are well known and well regarded by youth. However, programs related to skills development and entrepreneurship still have room to grow, with less than 1/3 of youth aware that they exist.

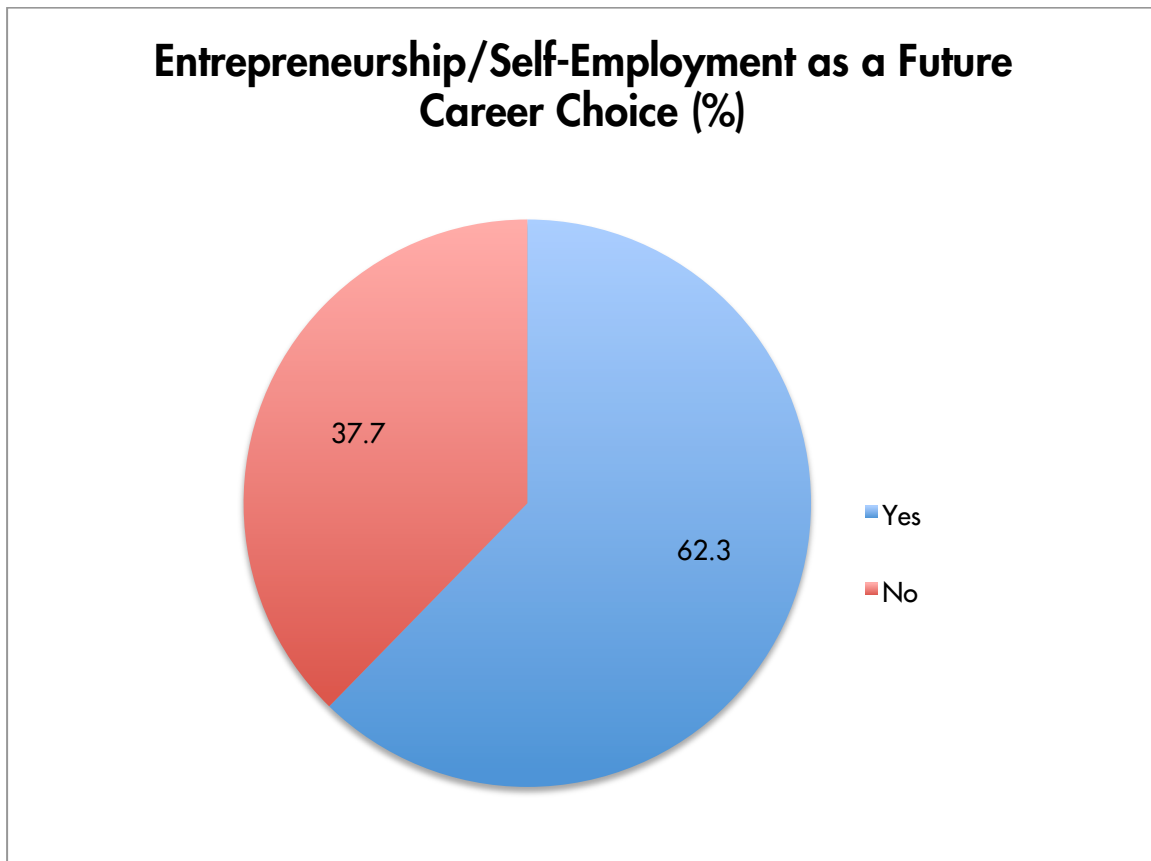


Q. 46. Are you aware of any of the following City of Brampton programs?



Youth Are Entrepreneurial

While entrepreneurial programs may be less well known than Brampton's Recreation programs, a large portion of the youth population would benefit from business and entrepreneurial guidance. Over half of respondents (62.3%) stated that they would consider entrepreneurship or self-employment as a career choice.

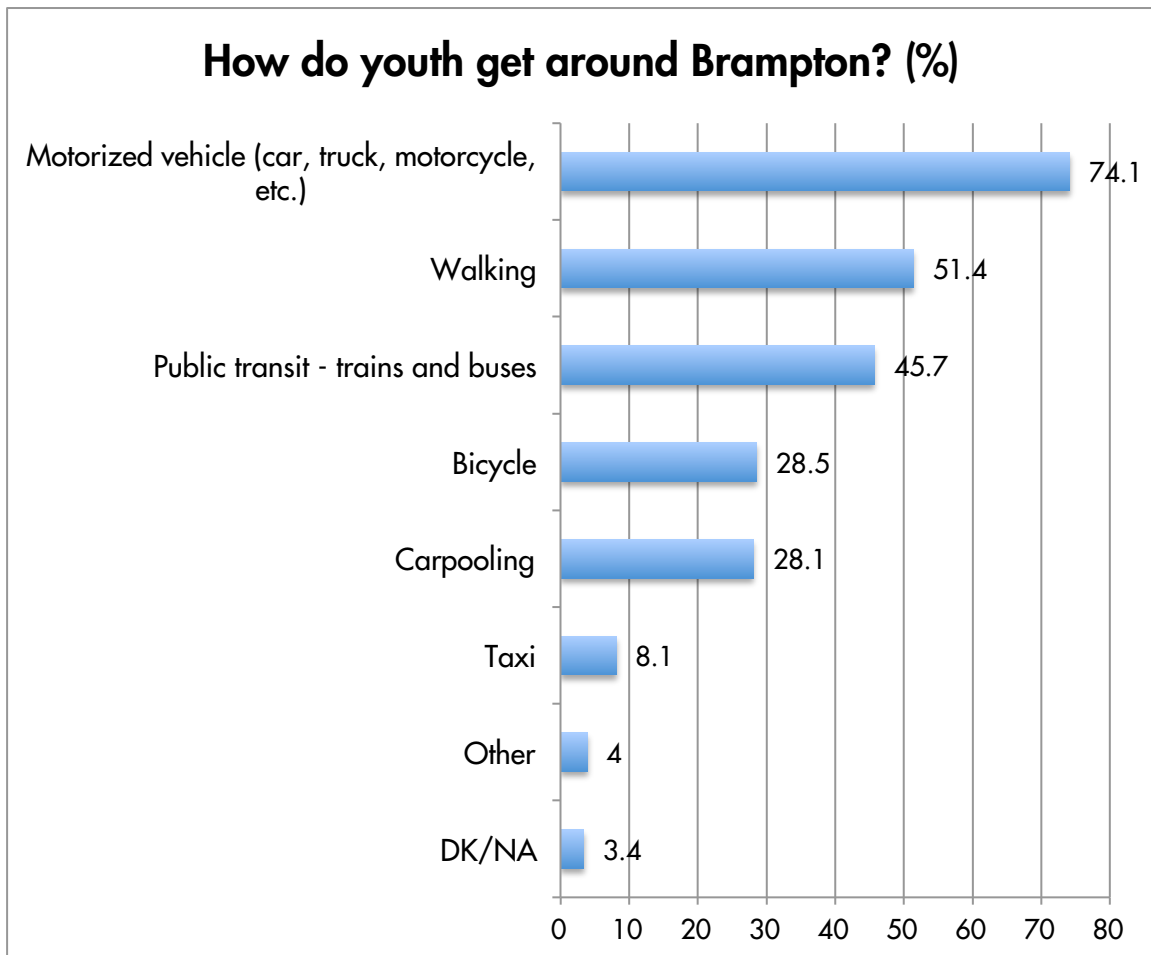


Q. 9. Would you consider entrepreneurship/self-employment as a future career choice?



Transportation in Brampton

Youth travel in Brampton using a variety of transit options. An overwhelming three quarters are using private vehicles to get through the city, but those youth are also using alternative methods: public transit is used by 45%, whereas walking, carpooling and cycling are predominantly used by the younger group.

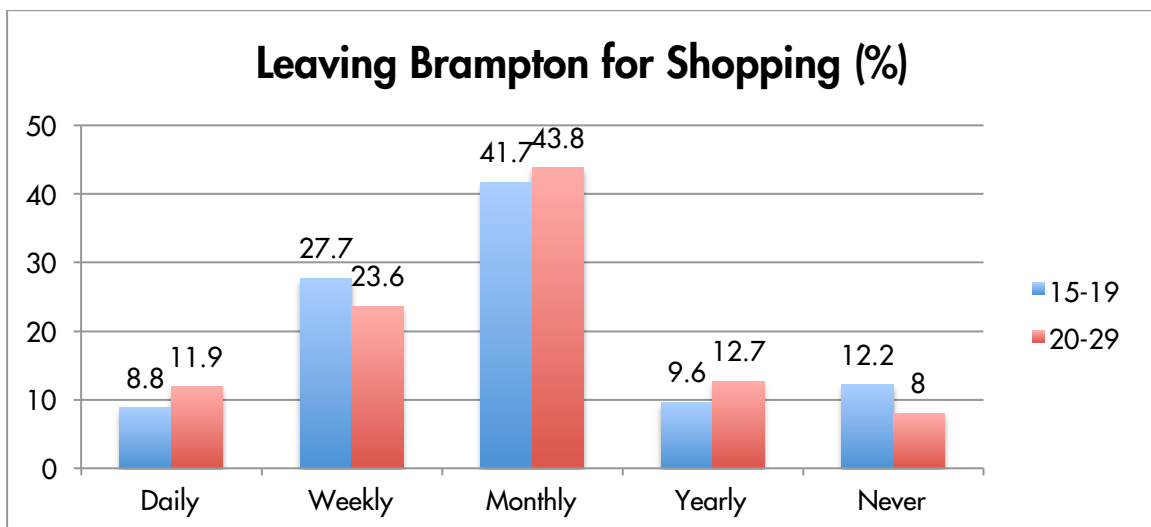
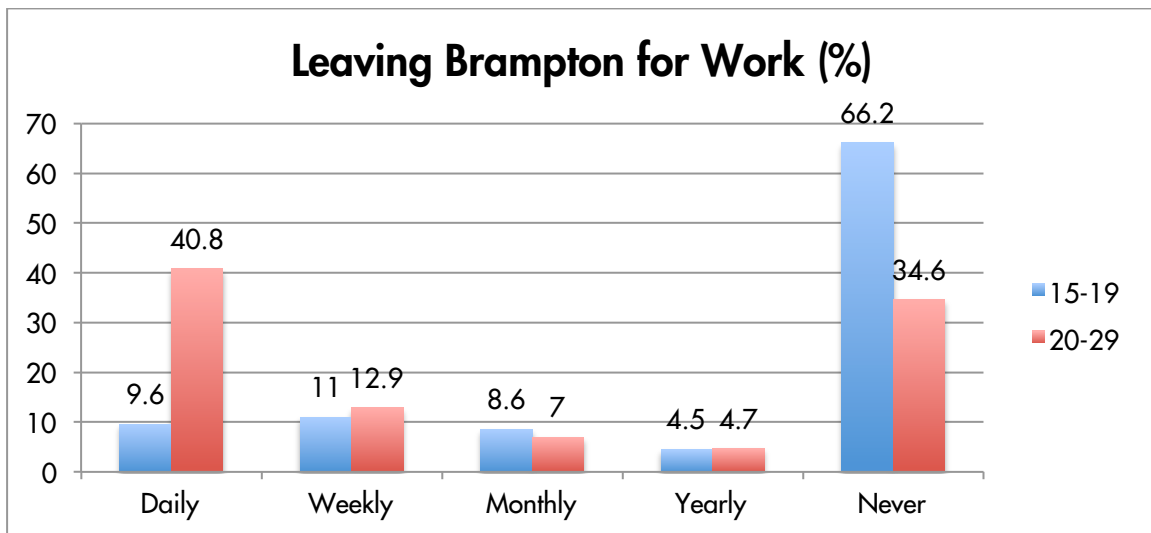


Q. 57. How do you get around your city?

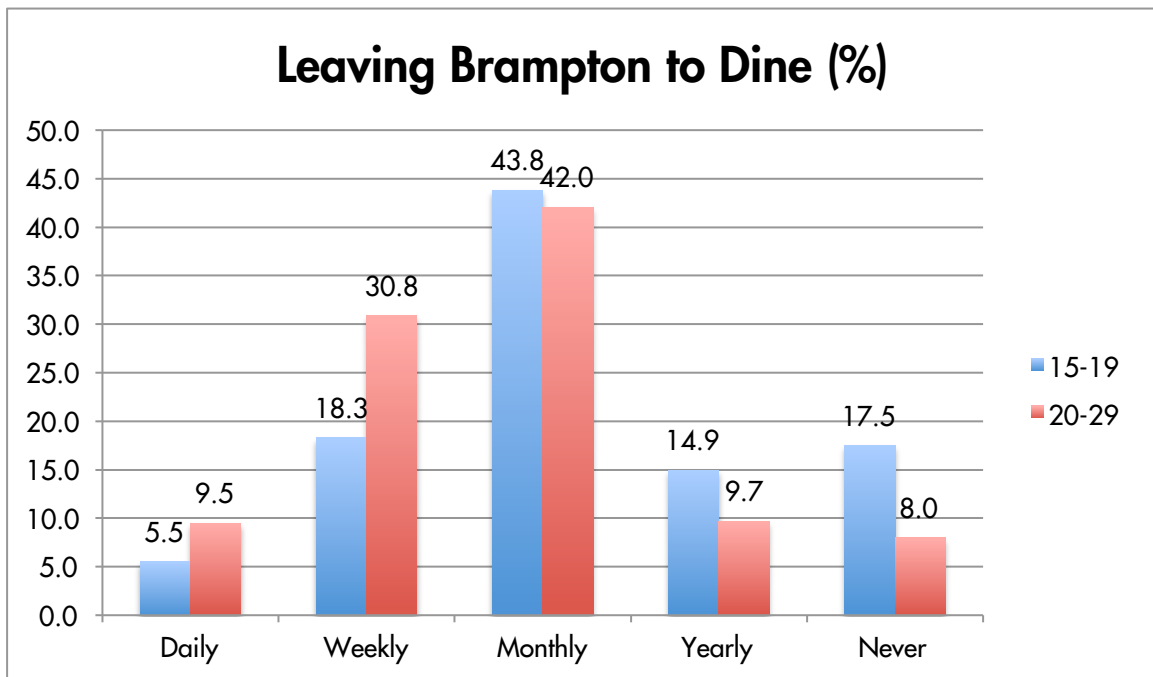
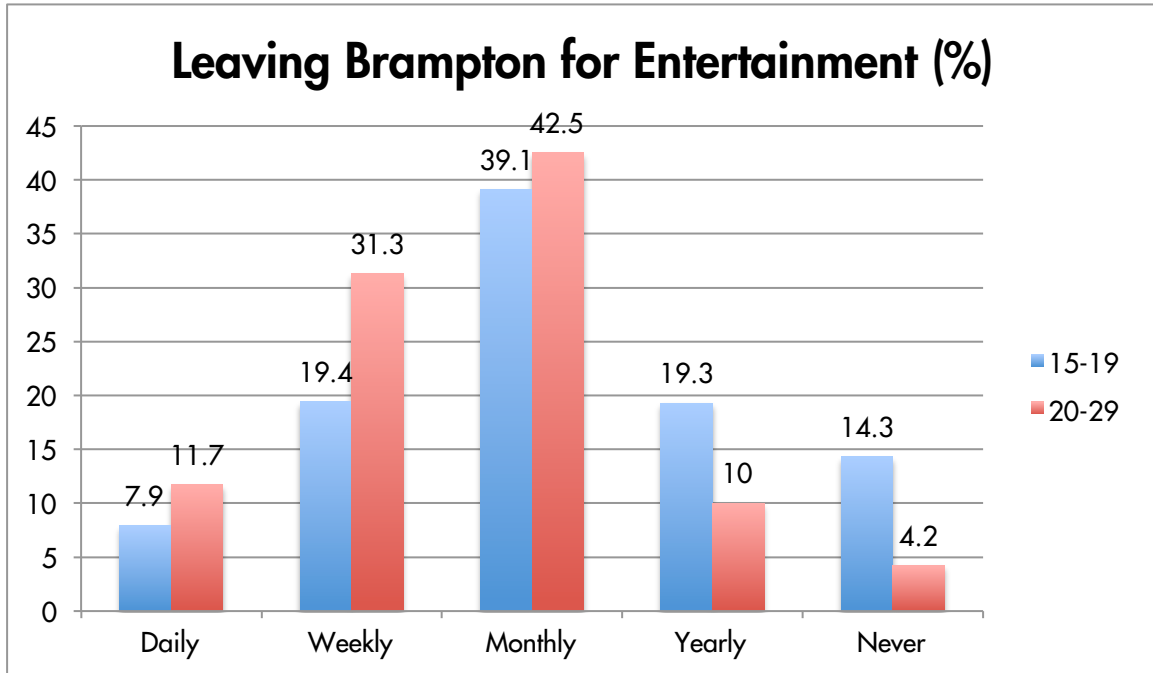


Leaving Brampton

Youth regularly seek entertainment and employment options outside of Brampton. For younger youth, employment is predominantly found in Brampton (66%), however when young people reach age 20-29, over 40% need to travel outside of Brampton to go to work. Results for entertainment were similar across age groups, with the majority of youth leaving monthly to seek shopping, restaurants and entertainment elsewhere



Q. 56. For which of the following activities do you leave Brampton, and how often?

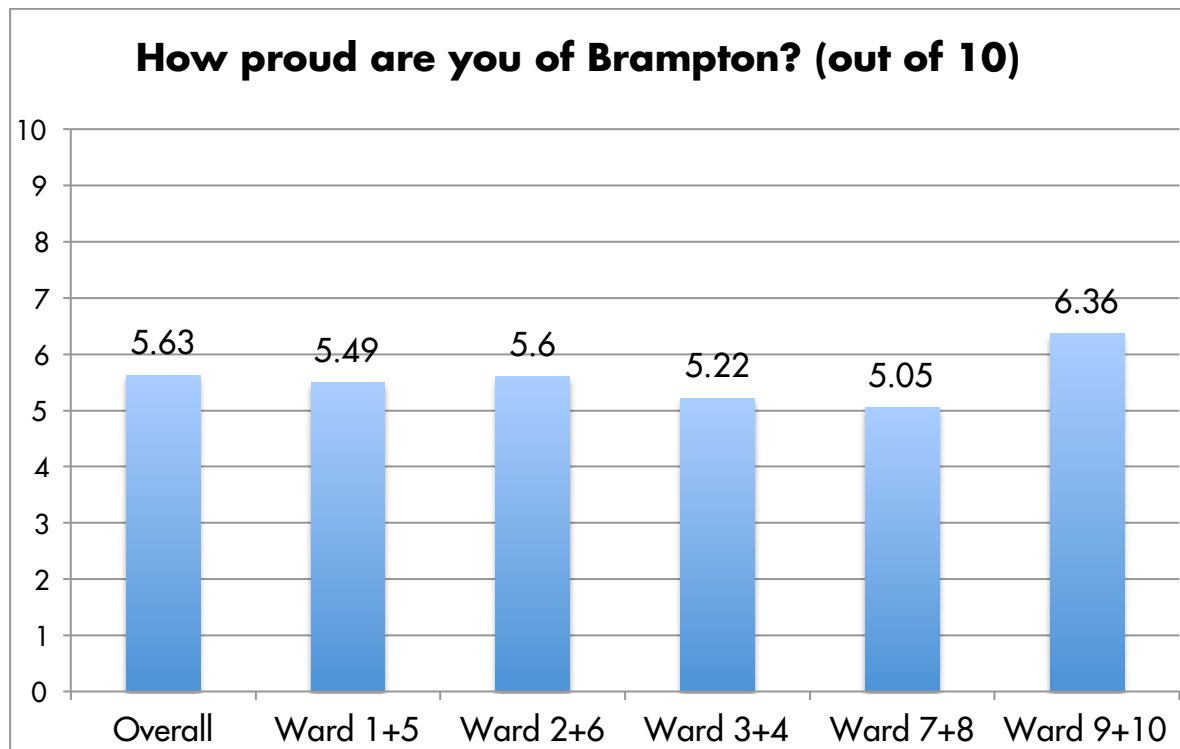


Q. 56. For which of the following activities do you leave Brampton, and how often?



What makes youth proud of Brampton?

Respondents were asked to rank how proud they are of the City of Brampton on a scale of 1-10. With an average of 5.63/10, there was little deviation from the average between wards, with the exception of wards 9 and 10, which had a statistically significant higher ranking.



Q. 48. Thinking about the city, the spaces and the people in Brampton, how proud are you of living here, on a scale of 1-10?



What makes youth most proud and least proud?

Youth were also asked to elaborate on what makes them most and least proud of Brampton. These were open-ended questions, with the two most frequent answers for what made them most proud being *diversity* (mentioned 245 times) and the *community and people in Brampton* (mentioned 129 times). While other aspects of the city were mentioned, they were all mentioned under 65 times. These include:

- Parks/Public Space
- Safety
- Education
- Interconnected and connected to other cities
- Beauty and reputation as the "Flower City"
- Environment and cleanliness

"The thing that makes me most proud about Brampton would probably be the diversity. Living in a city where I get to meet and interact with different people from diverse backgrounds is amazing. Canada's multiculturalism is reflected in Brampton." *Female, 16*

Q. 49. What makes you most proud of Brampton? This might be a day-to-day factor or a broader, more far-reaching aspect.

When it came to what made youth the least proud of Brampton, once again two main themes emerged: *Boredom and lack of entertainment* (mentioned 244 times) and *safety* (162 times). Other themes were mentioned 55 times or fewer:

- Affordability
- Transit
- Traffic and road safety
- Cleanliness and the environment
- Racism

"There isn't anything grandiose or very diverse in terms of infrastructure, things to do, businesses, etc. In my experience, when people think "Brampton", they don't think fun, or interesting. When my group of friends look for things to do, we go to Toronto, Vaughan, Mississauga, or Markham." *Male, 23*

Q. 50. What makes you least proud of Brampton? This might be something you experience everyday or a broader issue.



How can Brampton be better for youth?

Respondents were asked what Brampton could do to become a better city for young people. The majority of responses (229) said more entertainment options were key. These include festivals, volunteer opportunities, youth programs, more independent business and improved nightlife (bars, clubs).

"More options for food and entertainment. I feel that there should be more encouragement for young entrepreneurs to open unique businesses." *Female, 24*

After entertainment, more jobs and improved safety (109 responses each) were the best ways to improve the city. Youth are looking for more entry-level jobs, but also for career options so they are able to stay in the city while pursuing professional goals. Respondents stated that presently they feel that there are limited career options available to them in Brampton, and believe they will need to look elsewhere for work.

"For youth, Brampton is a great city for part-time student jobs. There are plenty of businesses who are looking for a hand. Brampton does not make it easy to find employment opportunities for long-term growth. Young graduates are being forced to leave Brampton to move into Toronto for greater corporate and business opportunities later on in life" *Female, 21*

Safety is also top of mind for respondents. Whether it is alcohol or drug use, crime, road safety or bullying, respondents want to feel safe in their schools and community.

"Less illegal substances circulating in the community and more community programs to get involved." *Male, 17*

Other ways respondents believe Brampton can be better for youth:

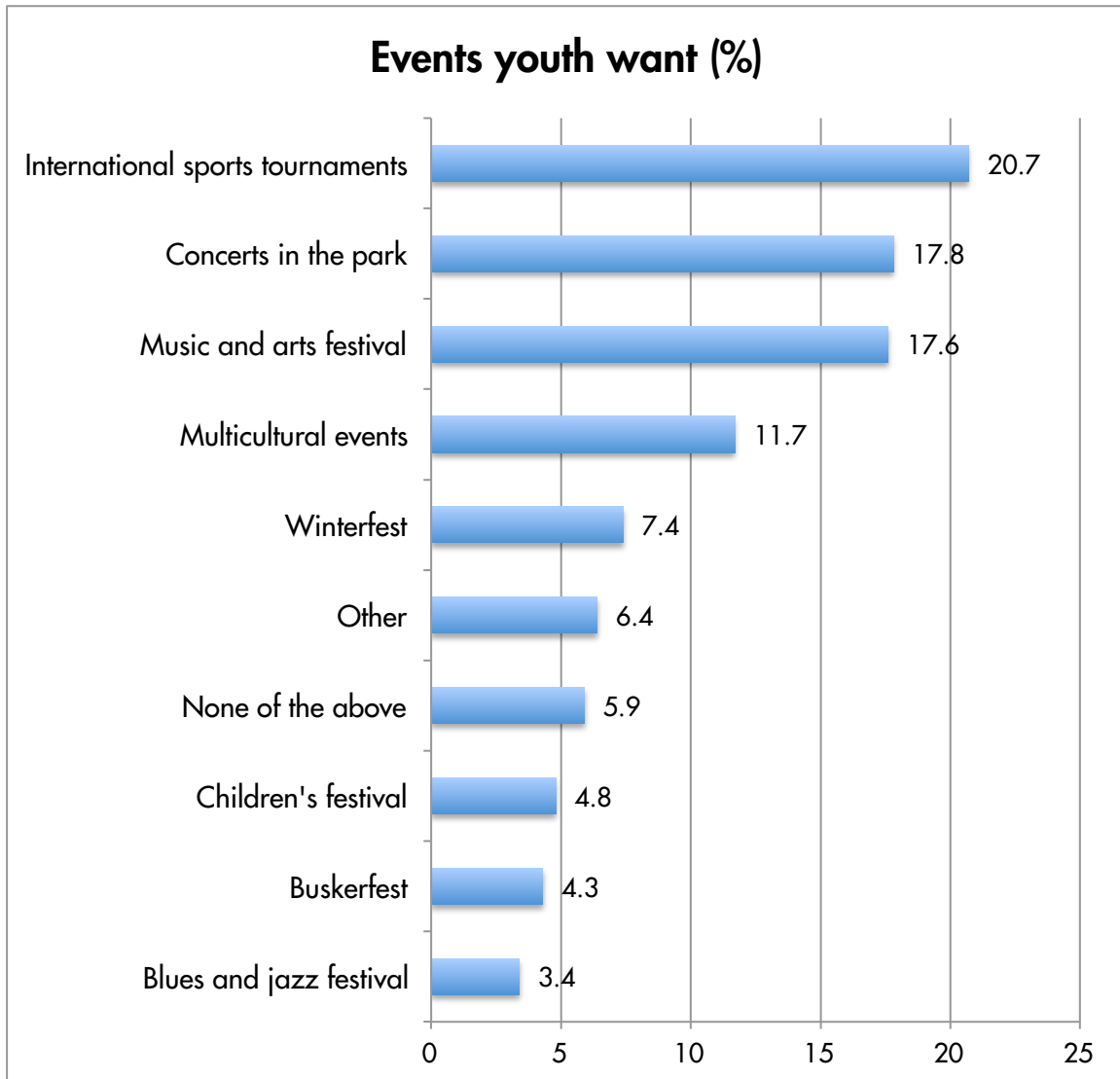
- More or improved public spaces (indoor and outdoor)
- Improved and more affordable public transit
- Local university and improved education
- Affordability and cost of living

Q. 51. What would make Brampton a better place for young people?



Events Youth would like to see in the Future

When it comes to events youth want to see in Brampton, there are three standouts: International Sports tournaments (21%), concerts in the park (18%) and music and arts festivals (18%). Interestingly, all of these events are appropriate across the two youth age groups, and typically held in public spaces, making them more accessible to all youth.

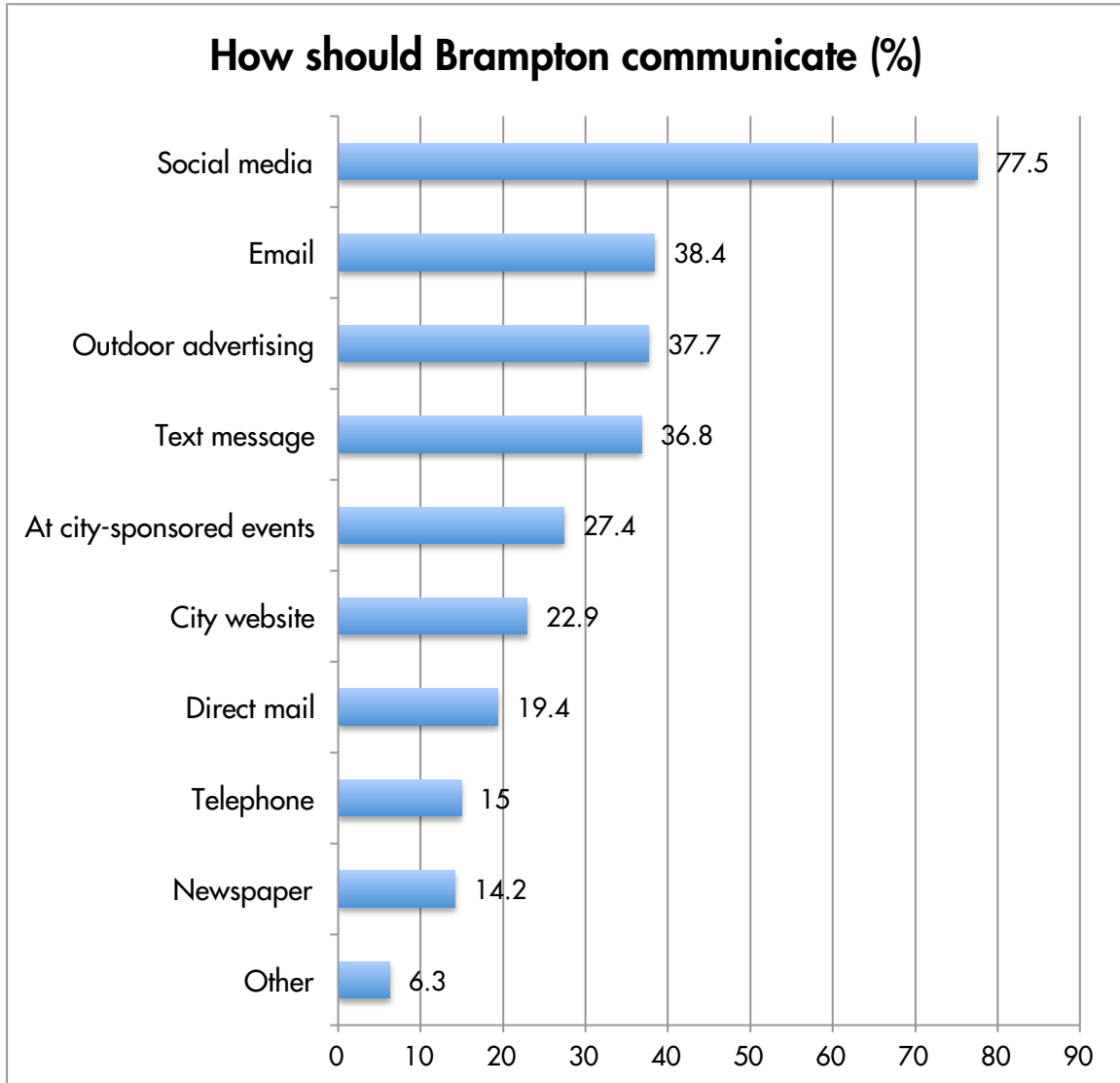


Q. 47. Which of the following events would you most like to see brought to the City of Brampton in the near future?



Communicating with youth

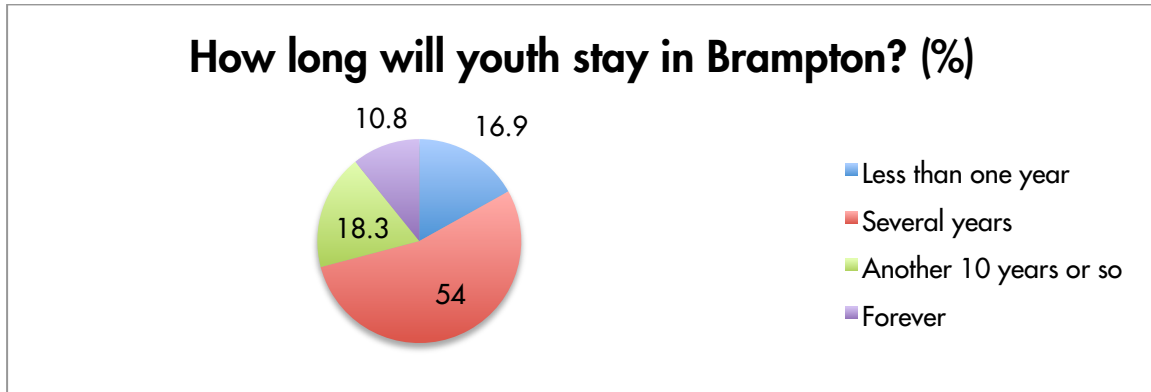
It is critical the City of Brampton be able to communicate about existing youth programs and infrastructure, as well as be able to engage youth in the city's planning and development. By far, the way youth most want to hear from the city is through social media.



Q. 58. If the city wanted to deliver a message to youth in Brampton, what do you think would be the best way for them to do so?

Staying in Brampton

While over half of the respondents plan to stay in Brampton for the next several years, far fewer plan to stay ten years or more.



Youth provided an extremely varied number of reasons for wanting to stay or leave Brampton. The majority of respondents did not see themselves leaving Brampton immediately, but feel as though they will not be able to stay long term if they want to reach personal and professional goals such as owning property or advancing in their career. For younger respondents, there was also a desire to explore and live in other places both in Canada or abroad, or leave to attend post-secondary education. Respondents also expressed a desire to stay in the city if they felt it was safe, could afford to invest in property and find a career. There is an opportunity to keep youth living in Brampton long-term if the issues they've identified are addressed.

"I believe I will be living in Brampton only for another few years because I would like to explore more of what there is in other cities around the GTA instead of just staying in Brampton forever, which would make life boring." *Male, 16*

"I've stayed in Brampton this long because I believe in the potential of the city. But as most of my creative friends have done before me, I fear I will outgrow Brampton. There isn't much opportunity for creative people." *Male, 29*

"I'd love to stay here forever and have built a great network here, but if things don't start to change in the city allowing for growth and advancement of my family and career then I may have to leave." *Female, 27*

Q. 54. How long do you anticipate living in Brampton?

Q. 55. Thinking about how long you anticipate living in Brampton, tell us why you selected the previous response.



Appendix A: Ward results

The following table presents raw data from our Youth Engagement survey, broken down by ward. Data highlighted are statistically higher or lower than each other, i.e. outside the margin of error (blue = significantly higher and red = significantly lower).

| | | WARD | | | | |
|--|---|------|------|------|------|------|
| | | 1+5 | 2+6 | 3+4 | 7+8 | 9+10 |
| 14A) How important is Affordability to you on a scale from 1-10? | <i>(note: values shown for questions 14-36 are out of 10)</i> | 9.01 | 8.96 | 8.75 | 8.76 | 8.68 |
| 14B) How does your city perform in terms of Affordability on a scale from 1-10? | | 5.05 | 5.68 | 5.28 | 5.19 | 5.9 |
| 15A) How important is Safety to you on a scale from 1-10? | | 9.34 | 9.16 | 8.88 | 8.66 | 8.85 |
| 15B) How does your city perform in terms of Safety on a scale from 1-10? | | 5.79 | 6.28 | 5.49 | 5.66 | 6.47 |
| 16A) How important is Digital Engagement to you on a scale from 1-10? | | 8.05 | 8.14 | 8.18 | 8.18 | 8.35 |
| 16B) How does your city perform in terms of Digital Engagement on a scale from 1-10? | | 6.21 | 6.33 | 6.47 | 5.97 | 6.66 |
| 17A) How important is Accessible Transit to you on a scale from 1-10? | | 8.69 | 8.27 | 8.22 | 8.09 | 8.29 |
| 17B) How does your city perform in terms of Accessible Transit on a scale from 1-10? | | 5.27 | 5.99 | 5.74 | 5.57 | 6.37 |
| 18A) How important is Civic Engagement to you on a scale from 1-10? | | 7.46 | 7.72 | 6.73 | 6.76 | 7.51 |
| 18B) How does your city perform in terms of Civic Engagement on a scale from 1-10? | | 5.56 | 6.36 | 5.67 | 5.74 | 6.36 |
| 19A) How important is Diversity to you on a scale from 1-10? | | 8.32 | 8.56 | 8.12 | 7.79 | 8.19 |
| 19B) How does your city perform in terms of Diversity on a scale from 1-10? | | 6.57 | 7.34 | 6.7 | 6.51 | 6.94 |
| 20A) How important is Environmental Sustainability to you on a scale from 1-10? | | 8.62 | 8.87 | 8.2 | 8.36 | 8.56 |
| 20B) How does your city perform in terms of Environmental Sustainability on a scale from 1-10? | | 6.19 | 6.58 | 6.18 | 6.05 | 6.83 |
| 21A) How important is Access to Health Services to you on a scale from 1-10? | | 9.12 | 9 | 8.77 | 8.51 | 8.63 |



| | | | | | | |
|--|--|------|------|------|------|------|
| 21B) How does your city perform in terms of Access to Health Services on a scale from 1-10? | | 6 | 6.65 | 6.3 | 5.73 | 6.53 |
| 22A) How important are Accessible Parks and Public Space to you on a scale from 1-10? | | 8.37 | 8.6 | 8.18 | 7.92 | 8.08 |
| 22B) How does your city perform in terms of Accessible Parks and Public Space on a scale from 1-10? | | 6.8 | 7.34 | 6.78 | 6.95 | 7.15 |
| 23A) How important is Access to Post-Secondary Education to you on a scale from 1-10? | | 8.88 | 9.03 | 8.8 | 8.24 | 8.85 |
| 23B) How does your city perform in terms of Access to Post-Secondary Education on a scale from 1-10? | | 5.61 | 6.06 | 6.04 | 5.45 | 6.14 |
| 24A) How important is High Youth Employment to you on a scale from 1-10? | | 8.63 | 8.55 | 8.57 | 8.4 | 8.43 |
| 24B) How does your city perform in terms of High Youth Employment on a scale from 1-10? | | 5.27 | 5.92 | 5.74 | 4.88 | 6.06 |
| 25A) How important is Access to Good Jobs to you on a scale from 1-10? | | 8.87 | 8.61 | 8.85 | 8.47 | 8.6 |
| 25B) How does your city perform in terms of Access to Good Jobs on a scale from 1-10? | | 4.78 | 5.54 | 5.17 | 4.81 | 5.82 |
| 26A) How important is An Entrepreneurial Culture to you on a scale from 1-10? | | 7.19 | 6.95 | 7.15 | 6.82 | 7.33 |
| 26B) How does your city perform in terms of being an Entrepreneurial Culture on a scale from 1-10? | | 4.95 | 5.48 | 5.07 | 4.85 | 5.63 |
| 27A) How important is Access to Financial Services to you on a scale from 1-10? | | 7.82 | 7.88 | 7.51 | 7.58 | 7.86 |
| 27B) How does your city perform in terms of Access to Financial Services on a scale from 1-10? | | 6.75 | 7.25 | 6.94 | 7.03 | 7.11 |
| 28A) How important is a Music Culture to you on a scale from 1-10? | | 7.42 | 7.6 | 7.29 | 7.27 | 7.58 |
| 28B) How does your city perform in terms of creating a Music Culture on a scale from 1-10? | | 4.76 | 5.48 | 4.79 | 4.98 | 5.61 |
| 29A) How important is a Film Culture to you on a scale from 1-10? | | 6.77 | 6.91 | 6.62 | 6.6 | 7.23 |
| 29B) How does your city perform in terms of creating a Film Culture on a scale from 1-10? | | 4.96 | 5.57 | 5.07 | 5.14 | 5.65 |
| 30A) How important is a Fashion Culture to you on a scale from 1-10? | | 6.01 | 6.53 | 5.72 | 6.44 | 6.53 |



| | | | | | | |
|---|------------------|-------|-------|-------|-------|-------|
| 30B) How does your city perform in terms of creating a Fashion Culture on a scale from 1-10? | | 4.78 | 5.41 | 4.68 | 5.12 | 5.5 |
| 31A) How important is a Sports and Fitness Culture to you on a scale from 1-10? | | 7.69 | 7.82 | 7.78 | 7.47 | 7.79 |
| 31B) How does your city perform in terms of creating a Sports and Fitness Culture on a scale from 1-10? | | 6.58 | 7.03 | 6.61 | 6.39 | 6.75 |
| 32A) How important is an Arts and Design Culture to you on a scale from 1-10? | | 7.17 | 7.4 | 6.91 | 6.88 | 7.32 |
| 32B) How does your city perform in terms of creating an Arts and Design Culture on a scale from 1-10? | | 5.16 | 5.86 | 5.61 | 5.26 | 5.86 |
| 33A) How important is Nightlife to you on a scale from 1-10? | | 6.08 | 6.43 | 6.57 | 6.06 | 6.72 |
| 33B) How does your city perform in terms of Nightlife on a scale from 1-10? | | 3.92 | 4.47 | 4.05 | 4.27 | 4.96 |
| 34A) How important is Travel Access to you on a scale from 1-10? | | 8.51 | 8.26 | 8.06 | 8.27 | 7.95 |
| 34B) How does your city perform in terms of Travel Access on a scale from 1-10? | | 5.71 | 6.19 | 5.9 | 5.8 | 6.01 |
| 35A) How important is Local Shopping and Retail to you on a scale from 1-10? | | 7.95 | 8.05 | 7.75 | 7.53 | 7.8 |
| 35B) How does your city perform in terms of Local Shopping and Retail on a scale from 1-10? | | 6.28 | 6.6 | 6.04 | 6.47 | 6.67 |
| 36A) How important is Theatre Culture to you on a scale from 1-10? | | 5.88 | 6.02 | 5.81 | 5.86 | 6.39 |
| 36B) How does your city perform in terms of Theatre Culture on a scale from 1-10? | | 5.59 | 5.99 | 5.7 | 5.64 | 6.06 |
| 40. How youthful is your city on a scale of 1-10 where 10 is very youthful? | NET:Top 3 (8-10) | 16.7% | 22.0% | 25.4% | 21.6% | 39.0% |
| 42. How youthful is your municipal government on a scale of 1-10 where 10 is very youthful? | NET:Top 3 (8-10) | 7.1% | 15.1% | 16.7% | 6.8% | 19.8% |
| 43. Do you think your municipal government listens to youth as it plans the future of your city? | A lot | 5.1% | 8.8% | 4.3% | 5.4% | 7.0% |
| | A little | 52.6% | 58.0% | 54.3% | 51.4% | 59.9% |
| | Not at all | 42.3% | 33.2% | 41.3% | 43.2% | 33.1% |
| 44. Would you like to participate in meetings and discussions about your city's future? | Yes | 49.4% | 42.4% | 41.3% | 44.6% | 36.6% |
| | No | 15.4% | 15.6% | 16.7% | 18.9% | 25.0% |



| | | | | | | |
|--|------------------|-------|-------|-------|-------|-------|
| | Maybe | 35.3% | 42.0% | 42.0% | 36.5% | 38.4% |
| 48. Thinking about the city, the spaces and the people in Brampton, how proud of you are of living here, on a scale of 1-10? | NET:Top 3 (8-10) | 20.5% | 27.8% | 26.1% | 18.2% | 34.9% |



Appendix B – Youth Engagement Survey Questionnaire

*Reporting values are listed in brackets

1. How old are you?
2. What is your sex?
 - Male (1)
 - Female (2)
 - Other (3)
3. Do you speak a language other than English?
 - Yes (1)
 - No (2)
4. What other language(s) do you speak? Check all that apply.
 - French (1)
 - Panjabi (Punjabi) (2)
 - Urdu (3)
 - Portuguese (4)
 - Gujarati (5)
 - Spanish (6)
 - Hindi (7)
 - Tamil (8)
 - Tagalog (9)
 - Italian (10)
 - Polish (11)
 - Other - Write In Please enter an 'other' value for this selection. (13)
5. What is your 6-digit postal code? (OPEN)
6. Which of the following best describes your living situation?
 - I live with my parents/family (1)
 - I rent a house/apartment/room with others (2)
 - I rent a house/apartment/room by myself (3)
 - I own a house/apartment (4)
7. Which of the following best describes your stage of life?
 - I am single with no children (1)
 - I am in a couple / relationship with no children (2)
 - I am single with children (3)
 - I am in a couple / relationship with children (4)
8. Which of the following best describes your employment situation?



- full-time employment (1)
- part-time employment (2)
- contract work (3)
- self employed (4)
- unemployed (not seeking employment) (5)
- unemployed (seeking employment) (6)

9. Would you consider entrepreneurship/self-employment as a future career choice?

- Yes (1)
- No (2)

10. Are you currently in school, college or university?

- Yes (1)
- No (2)

11. What is the highest level of level of education you have achieved?

- Elementary School (1)
- Some Secondary School (2)
- Secondary School Diploma (3)
- Some Post Secondary School (4)
- Post Secondary School Degree/Diploma (e.g. BA, BSc) (5)
- Graduate Degree (e.g. MA, PhD) (6)

12. In general, would you say your health is:

- Excellent (1)
- Very good (2)
- Good (3)
- Poor (4)
- Very poor (5)

13. How happy are you in general?

- Very Happy (1)
- Happy (2)
- Neither Happy nor Unhappy (3)
- Unhappy (4)
- Very Unhappy (5)

Now please think about your life in Brampton. We are going to ask you a series of questions about aspects of your city. We ask you to be patient and please make it through all of the questions. This is super important because we want your voice to be heard :)

We want you to rate each of these aspects in two ways:



First, how important it is to you on a scale of 1-10 where 1 is not important at all and 10 is extremely important.

Then, we want to know how you think Brampton performs on that same aspect on a 1-10 scale. 1 is performing very poorly and 10 is performing very well.

OK here we go...and thanks!

14) Affordability: housing, food, entertainment, transportation, communications*

- How important is Affordability to you on a scale from 1-10?
- How does Brampton perform in terms of Affordability on a scale from 1-10?

15) Safety: low crime rate, good police/community involvement*

- How important is Safety to you on a scale from 1-10?
- How does Brampton perform in terms of Safety on a scale from 1-10?

16) Digital Engagement: access to wifi, internet, social media, mobile telecommunications, video gaming*

- How important is Digital Engagement to you on a scale from 1-10?
- How does Brampton perform in terms of Digital Engagement on a scale from 1-10?

17) Public Transit: government run trains/buses, bicycles routes, walkability*

- How important is Public Transit to you on a scale from 1-10?
- How does Brampton perform in terms of Public Transit on a scale from 1-10?

18) Civic Engagement: voting, volunteerism, participating in the political process*

- How important is Civic Engagement to you on a scale from 1-10?
- How does Brampton perform in terms of Civic Engagement on a scale from 1-10?

19) Diversity: cultures, religions, sexual orientation, food*

- How important is Diversity to you on a scale from 1-10?
- How does Brampton perform in terms of Diversity on a scale from 1-10?

20) Environmental Sustainability: clean air, efficient energy and waste removal + recycling*

- How important is Environmental Sustainability to you on a scale from 1-10?



- How does Brampton perform in terms of Environmental Sustainability on a scale from 1-10?
- 21) Access to Health Organizations and Services*
- How important is Access to Health Services to you on a scale from 1-10?
 - How does Brampton perform in terms of Access to Health Services on a scale from 1-10?
- 22) Access to Parks and Public Space*
- How important are Accessible Parks and Public Space to you on a scale from 1-10?
 - How does Brampton perform in terms of Accessible Parks and Public Space on a scale from 1-10?
- 23) Access to Post-Secondary Education*
- How important is Access to Post-Secondary Education to you on a scale from 1-10?
 - How does Brampton perform in terms of Access to Post-Secondary Education on a scale from 1-10?
- 24) High Youth Employment*
- How important is High Youth Employment to you on a scale from 1-10?
 - How does Brampton perform in terms of High Youth Employment on a scale from 1-10?
- 25) Access to Good Jobs in growth industries *
- How important is Access to Good Jobs to you on a scale from 1-10?
 - How does Brampton perform in terms of Access to Good Jobs on a scale from 1-10?
- 26) Entrepreneurial Culture: opportunities and support for young entrepreneurs *
- How important is An Entrepreneurial Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of being an Entrepreneurial Culture on a scale from 1-10?
- 27) Access to Banking: personal and business financial services *
- How important is Access to Financial Services to you on a scale from 1-10?
 - How does Brampton perform in terms of Access to Financial Services on a scale from 1-10?



- 28) Music Culture: lots of venues, festivals and artists*
- How important is a Music Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of creating a Music Culture on a scale from 1-10?
- 29) Film Culture: lots of cinemas, festivals and filmmakers*
- How important is a Film Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of creating a Film Culture on a scale from 1-10?
- 30) Fashion Culture: lots of designers, festivals and shopping*
- How important is a Fashion Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of creating a Fashion Culture on a scale from 1-10?
- 31) Sports and Fitness Culture: teams, facilities, opportunities*
- How important is a Sports and Fitness Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of creating a Sports and Fitness Culture on a scale from 1-10?
- 32) Arts and Design Culture: artists, venues, festivals, space*
- How important is an Arts and Design Culture to you on a scale from 1-10?
 - How does Brampton perform in terms of creating an Arts and Design Culture on a scale from 1-10?
- 33) Nightlife: restaurants, nightclubs and bars*
- How important is Nightlife to you on a scale from 1-10?
 - How does Brampton perform in terms of Nightlife on a scale from 1-10?
- 34) Travel access to other cities by bus and rail*
- How important is Travel Access to you on a scale from 1-10?
 - How does Brampton perform in terms of Travel Access on a scale from 1-10?
- 35) Local Shopping and Retail*
- How important is local Shopping and Retail to you on a scale from 1-10?
 - How does Brampton perform in terms of local Shopping and Retail on a scale from 1-10?
- 36) Theatre Culture*



- How important is a Theatre Culture to you on a scale from 1-10?
- How does Brampton perform in terms of a Theatre Culture on a scale from 1-10?

37) What is the biggest issue facing your city right now that needs to be resolved in the next few years? (Select One)*

- Affordability (1)
- Civic Engagement (2)
- Creative Arts (3)
- Digital Access (4)
- Diversity (5)
- Education (6)
- Employment (7)
- Entrepreneurship (8)
- Entertainment (9)
- Environment (10)
- Fashion (11)
- Film (12)
- Financial Services (13)
- Food and Nightlife (14)
- Health (15)
- Music (16)
- Public Space (17)
- Safety (18)
- Sports (19)
- Transit (20)
- Travel (21)
- Other (22)

38) Please explain more specifically what the biggest issue is and why you chose it. (OPEN)

39) Which of the following defines the word "youthful" for you? [select all that apply]

- Connected (1)
- Dynamic (2)
- Open (3)
- Curious (4)
- Inventive (5)
- Playful (6)
- Other: (7)

40) How youthful is your city on a scale of 1-10 where 10 is very youthful?*



41) What are the benefits of living in a more youthful city (connected, open, dynamic, curious, inventive and playful) in your opinion? (Select all that apply)*

- More jobs available (1)
- A better economy (2)
- A happier population (3)
- More tourists (4)
- More people wanting to move to your city (5)
- More entrepreneurs wanting to start business (6)
- More employers wanting to set up or expand in your city (7)
- More events coming to your city (8)
- More vibrant arts and culture community (9)
- Other - Write In: (10)
- Exclusive / None of the above (11)

42) How youthful is your municipal government on a scale of 1-10 where 10 is very youthful?*

43) Do you think your municipal government listens to youth as it plans the future of your city?*

- A lot (1)
- A little (2)
- Not at all (3)

44) Would you like to participate in meetings and discussions about your city's future?*

- Yes (1)
- No (2)
- Maybe (4)

45) How informed are you about local political issues in Brampton?*

- Very informed (1)
- Somewhat informed (2)
- Not informed (3)

46) Are you aware of any of the following City of Brampton Programs? (Check all that apply)*

- My Summer Company (helps 15-29 year-olds start a summer business) (1)
- Starter Company (helps 18-29 year-olds start or grow a business) (2)
- Maker Space (a program to foster creativity, innovation and exploration) (3)

- City Recreation Programs (soccer, swimming, etc.) (4)
- Brampton Youth Team (5)
- Weekly City of Brampton youth drop-in programs (6)



- City of Brampton volunteer program (7)
- None of the above (8)

47) Which of the following events would you most like to see brought to the City of Brampton in the near future? (Please select one)*

- International Sports Tournaments (1)
- Multicultural Events (2)
- Concerts in the Park (3)
- Children's Festival (4)
- Blues and Jazz Festival (5)
- Music and Arts Festival (6)
- Winterfest (7)
- Buskerfest (8)
- None of the above (9)
- Other - Write In: (10)

48) Thinking about the city, the spaces and the people in Brampton, how proud of you are of living here, on a scale of 1-10: 1 being not proud at all and 10 being very proud?*

49) What makes you most proud of Brampton? This might be a day-to-day factor or a broader, more far-reaching aspect.* (OPEN)

50) What makes you least proud of Brampton? This might be something you experience everyday or a broader issue.* (OPEN)

51) What would make Brampton a better place for young people?*(OPEN)

52) Which of the following do you agree with? (Select all that apply)*

- I am an engaged citizen- voting and getting involved when I can (1)
- I am a physically active person in fitness and sports (2)
- I am a creative person (3)
- I am an environmentally conscious person (4)
- I am an entrepreneurial person (5)
- I want to start my own business or organization at some point (6)
- I am a hard working person (7)
- I am a financially motivated person (8)
- I think I will be better off financially than my parents (9)
- I feel I have the skills to get the job I want (10)

53) How long have you lived in Brampton?*

- Less than one year (1)
- Several years (2)



- 10 years or so (3)
- I have lived my whole life in Brampton (4)

54) How long do you anticipate living in Brampton?*

- Less than one year (1)
- Several years (2)
- Another 10 years or so (3)
- Forever (4)

55) Thinking about how long you anticipate living in Brampton, tell us why you selected the previous response: (OPEN)

56) For which of the following activities do you leave Brampton, and how often? (Please make one selection per row)*

| | Daily | Weekly | Monthly | Yearly | Never |
|--|-------|--------|---------|--------|-------|
| Shopping | (1) | (2) | (3) | (4) | (5) |
| Employment | (1) | (2) | (3) | (4) | (5) |
| Entertainment (Concerts, clubs, sporting events, festivals etc.) | (1) | (2) | (3) | (4) | (5) |
| Restaurants | (1) | (2) | (3) | (4) | (5) |

57) How do you get around your city? (Please select all that apply)*

- Public transit - trains and buses (1)
- Motorized vehicle (car, truck, motorcycle, etc.) (2)
- Bicycle (3)
- Walking (4)
- Taxi (5)
- Carpooling (6)
- Other - Write In: (7)

58) If the city wanted to deliver a message to youth in Brampton, what do you think would be the best way for them to do so? (Select all that apply)*

- Email (1)
- Telephone (2)
- City Website (3)
- Text Message (4)
- Social Media (5)
- Outdoor Advertising (6)
- Newspaper (7)
- Direct Mail (8)



- At City-Sponsored Events (9)
- Other - Write In: (10)