

COMMUNITY SATISFACTION SURVEY

Council Presentation

City of Brampton

2023

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BRAMPTON

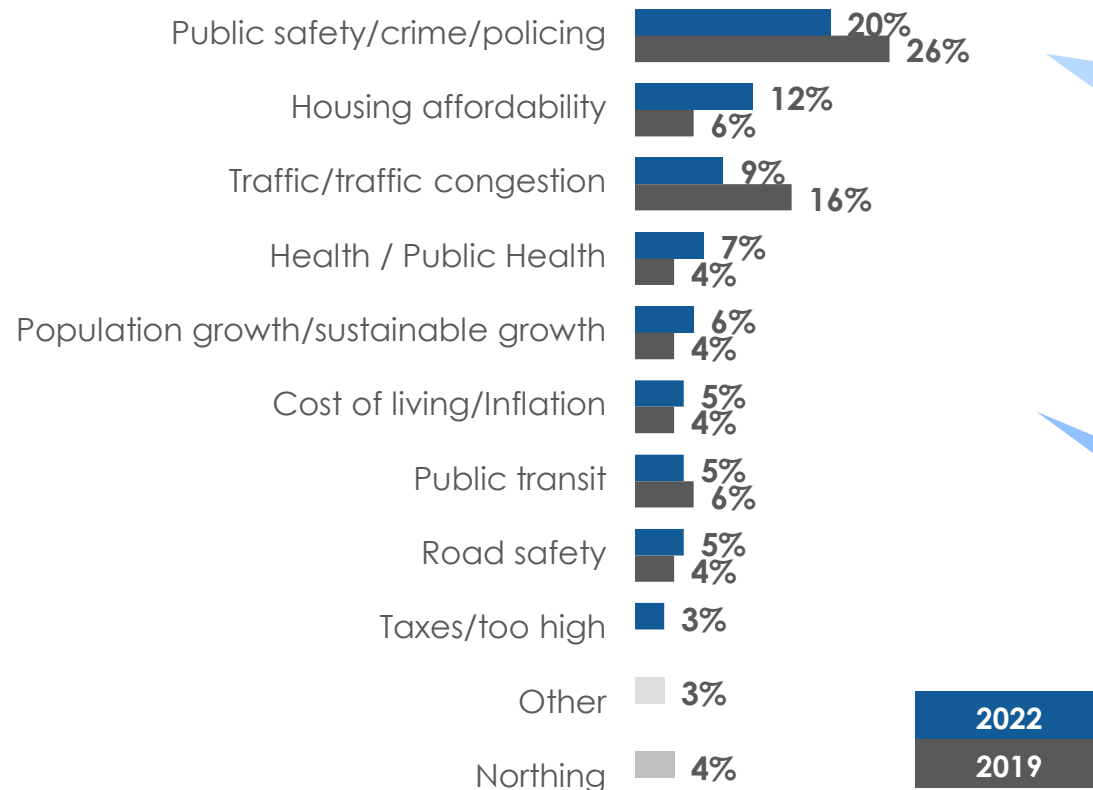


Survey Methodology

- A 20-minute representative and probabilistic telephone survey was conducted among adult (18+) residents of the City of Brampton.
- A mix of cell phone and landline telephone surveys were conducted, including n=609 interviews via cell phone and n=391 interviews via landline phone.
- Interviews were conducted in both English and Punjabi.
- The surveys were conducted between December 5, 2022 and January 7, 2023. All English language surveys were conducted by December 31st, 2022.
- The overall margin of error for a sample of n=1000 interviews is +/- 3.1%, 19 times out of 20.
- Quota sampling and weighting according to the latest census data was applied according to age and gender to ensure that the survey results are representative of the adult population of the City of Brampton.
- Where applicable, results from the City of Brampton are compared with a normative database of survey responses from residents from over 25 studies over the past five years.
- Following this report, the City of Brampton conducted a series of four focus groups with residents to further explore and understand residents' opinions and attitudes in April, 2023. The results from this qualitative research can be found in a separate report.

Most Important Issues Among Brampton Residents

- Two in ten (20%) residents say that public safety/crime/policing is the single most important issue facing Brampton today. Around one in ten say housing affordability (12%) is the most important issue in Brampton, followed by traffic/traffic congestion (9%), health/public health (7%), and population growth/sustainable growth (6%).
- Residents aged 18 to 54 are more likely to say that housing affordability (13% vs. 8% aged 55+) or cost of living/inflation (6% vs. 2% 55+) is the most important issue facing Brampton today. Those with less than 2 years of residence in Brampton are more likely to say public transit (20% vs. 3%) or jobs/employment (6% vs. 1% 3+ years of residence) is the most important issue.



Public safety/crime/policing verbatims:

“There has been so much car stealing and bad drivers. Residential is not feeling safe.”
 “Safety of people”
 “crime, drugs, break-ins, stolen vehicles”
 “Increase in crime”
 “Criminals, violence”
 “car theft”
 “Security and Safety”

Housing affordability verbatims:

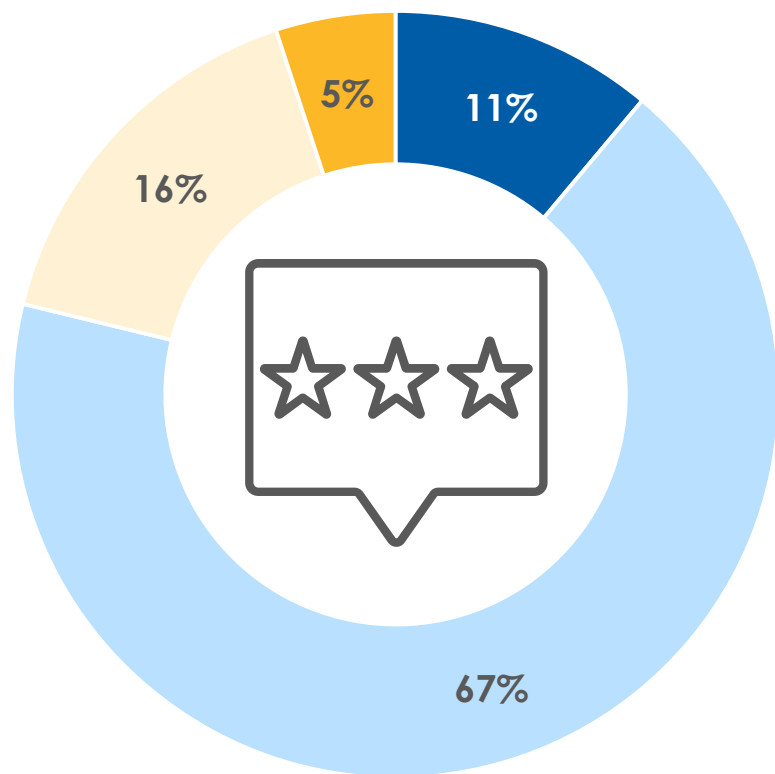
“at my age, almost impossible to get a house without parent's help”
 “Home taxes/property”
 “Foreign investor hiking the price of housing...”

Base: All respondents (n=1000)
 Q4. What is the single most important issue facing Brampton today?

<3% Data are not labelled

Overall Quality of Life in Brampton

- A majority (79%) of Brampton residents say that the overall quality of life in the City of Brampton today is very good/good, less than municipal norms (92%). On the other hand, two in ten (21%) say it is poor/very poor, greater than municipal norms (7%).
- Brampton residents who are aged 18 to 34 are among the most likely to say that the quality of life in the City of Brampton is good (72% vs. 65% aged 35+). The proportions that say that their quality of life is very good/good tend to decrease as the years of residence in Brampton increase. Specifically, those with less than 2 years of residence in Brampton are more likely to say their quality of life is very good/good (92% vs. 76% 3+ years of residence).

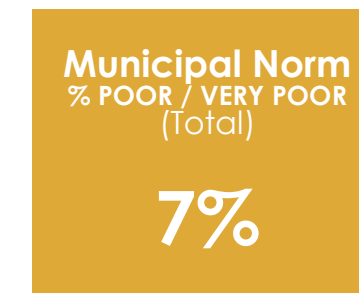
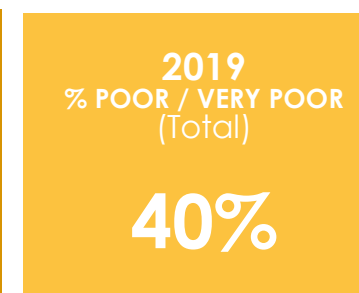
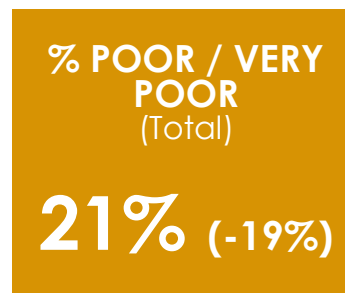
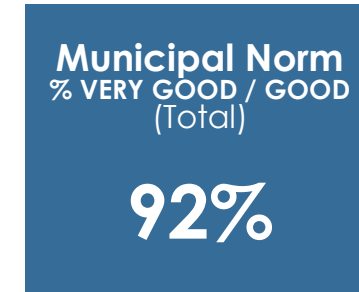
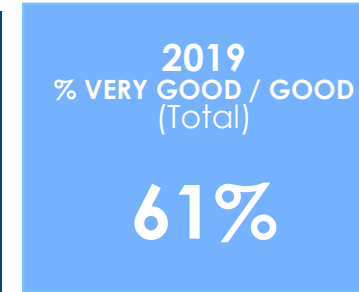
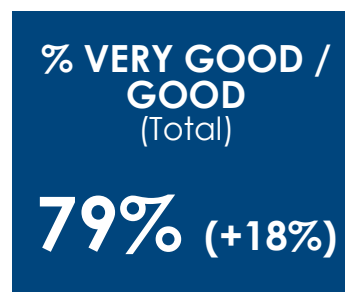


VERY GOOD

GOOD

POOR

VERY POOR



Base: All respondents (n=1000)

Q1. How would you rate the overall quality of life in the City of Brampton today?

Note: **Green** and **red** indicate statistically significant differences (Brampton vs. Municipal Norm; 2022 vs. 2019)

Change in Quality of Life Over Past 3 Years

- 47% of Brampton residents report feeling that the quality of life in the City of Brampton has worsened in the past three years, greater than municipal norms where on average about one third of residents across the country say the same (35%). Around four in ten (38%) say that their quality of life stayed the same over the past three years and only one in ten (11%) say it improved.
- Older residents of Brampton (aged 35+) are more likely to say that the quality of life in the City of Brampton has worsened in the past three years (52% vs. 37% aged 18-34). Brampton residents who are visible minorities are more likely to say their quality of life improved (13% vs. 7% non-visible minority).
- The proportions that say their quality of life has worsened tend to increase as the years of residence in Brampton increase. More specifically, those who lived in Brampton for more than three years are more likely to say their quality of life has worsened (52% vs. 15% less than 2 years residence).

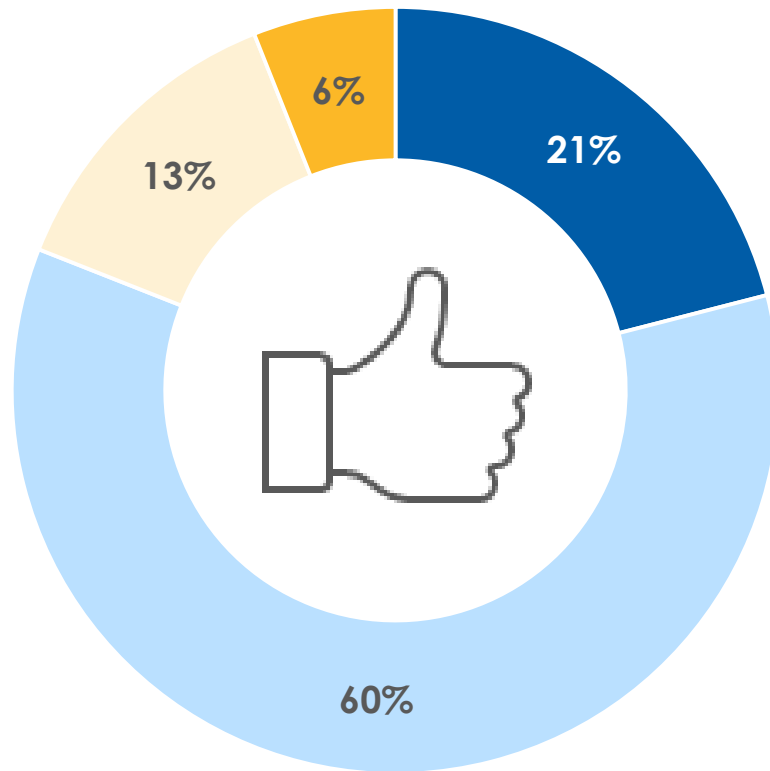


	Worsened	Stayed the Same	Improved
2019	42% (+5%)	37% (+1%)	14% (-3%)
Municipal Norm	35% (+12%)	48% (-10%)	17% (-6%)

Base: All respondents (n=1000)
 Q2. Do you feel that the quality of life in the City of Brampton in the past three years has...?
 Note: **Green** and **red** indicate statistically significant differences (Brampton vs. Municipal Norm; 2022 vs. 2019)

Overall Satisfaction With Services Provided by City of Brampton

- Eight in ten (81%) Brampton residents say they are satisfied with the overall level and quality of services provided by the City of Brampton, with one in five (21%) saying they are *very satisfied*. However, one in five say they are not satisfied (19%), greater proportions than municipal norms (11%).
- Those with less than one year of residence in Brampton are among the most likely to say that they are *very/somewhat satisfied* with the overall level and quality of services provided by the City of Brampton (95% vs. 80% 2+ years of residence).



VERY SATISFIED

SOMEWHAT SATISFIED

NOT VERY SATISFIED

NOT AT ALL SATISFIED

% SATISFIED
(Total)

81%

Municipal Norm
% SATISFIED
(Total)

89%

% NOT SATISFIED
(Total)

19%

Municipal Norm
% NOT SATISFIED
(Total)

11%

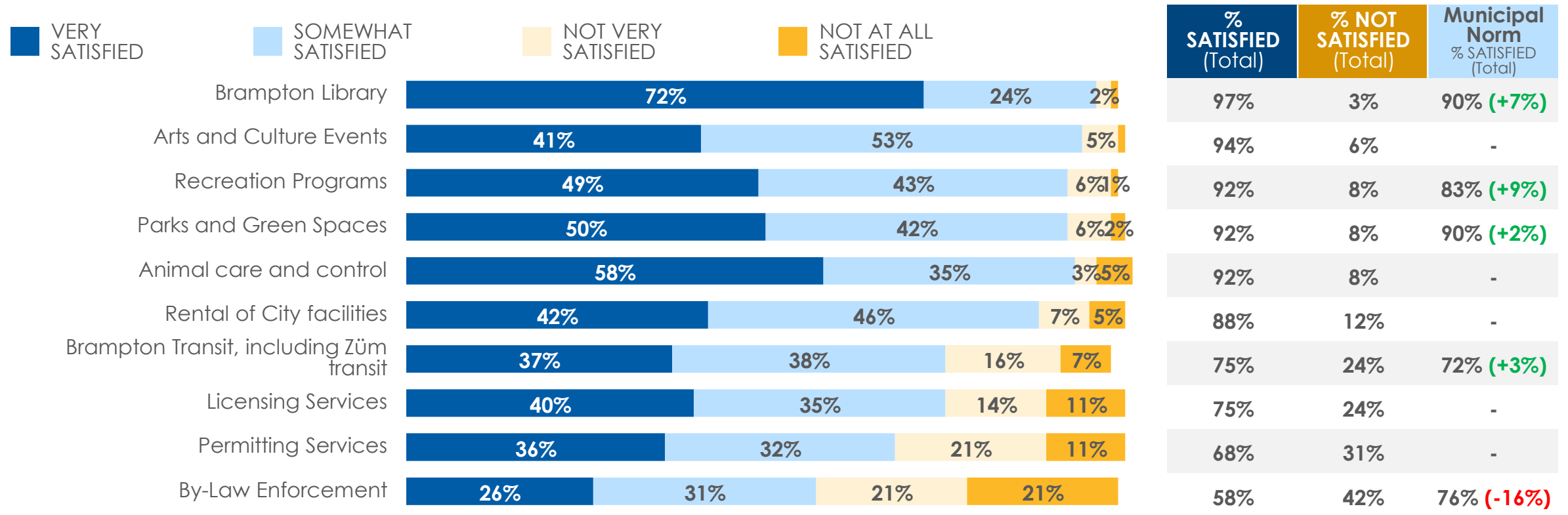
Base: All respondents (n=1000)

Q5. Please tell me how satisfied you are with the overall level and quality of services provided by the City of Brampton.

Note: **Green** and **red** indicate statistically significant differences (Brampton vs. Municipal Norm)

Satisfaction With Services Provided by City of Brampton

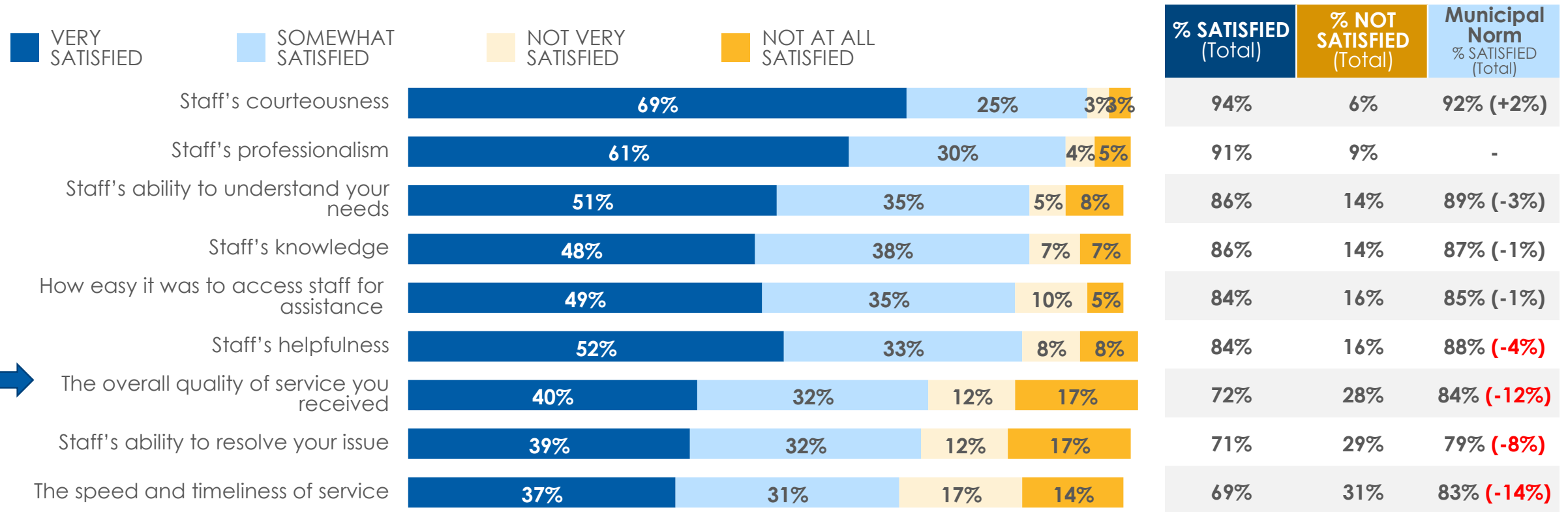
- Among those residents who used any service, majorities say they are satisfied with the services they used in the past 12 months. More than nine in ten Brampton residents who used Brampton Library (97%), Arts and culture events (94%), recreation programs (92%), parks and green spaces (92%) and animal care and control (92%) in the past 12 months say they are satisfied with the services. On the other hand, over four in ten (42%) Brampton residents who used by-law enforcement in the past 12 months say they are not satisfied with the service, greater than municipal norms (19%).
- Residents who are aged 35 or older are more likely to say they are satisfied with Brampton Transit, including Züm Transit (84% vs. 68% aged 18-34).



Base: Have used [INSERT SERVICE] in past 12 months (n=varies)
 Q8. How satisfied or dissatisfied are you with [INSERT SERVICE]?
 Note: Green and red indicate statistically significant differences (Brampton vs. Municipal Norm)

Satisfaction With Staff and Service When Contacting City of Brampton

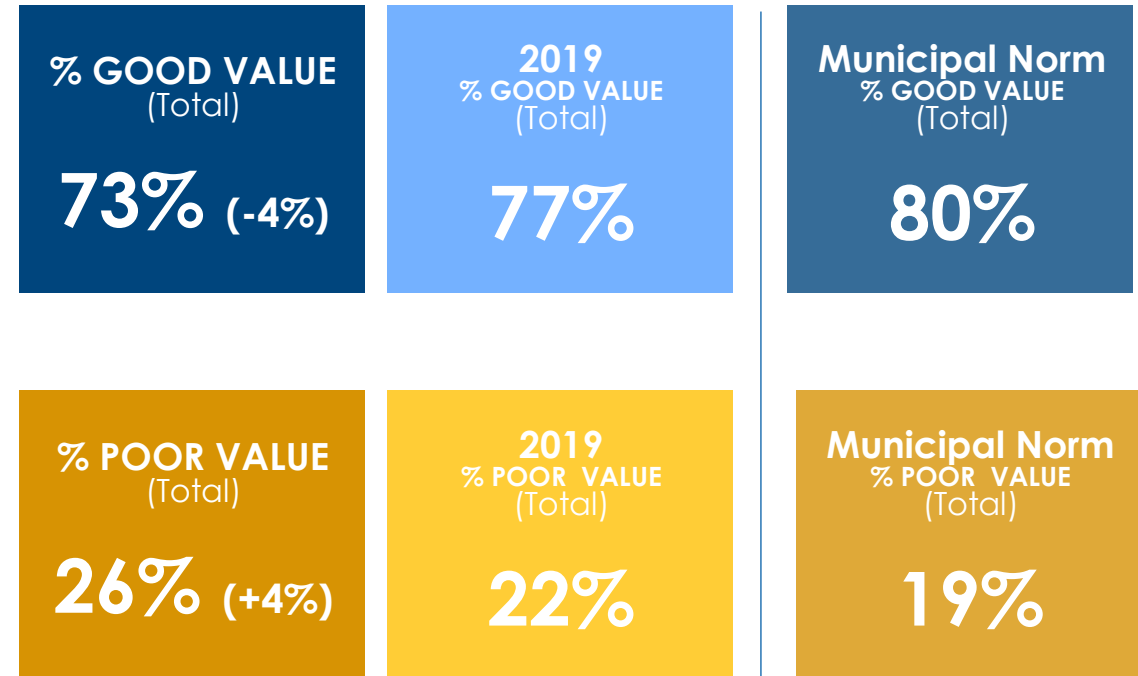
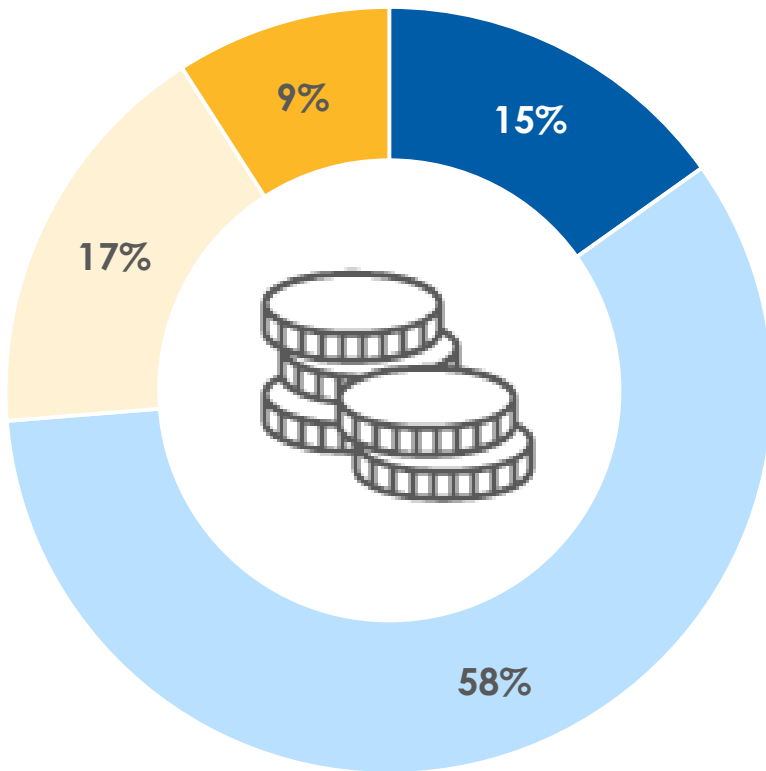
- Among Brampton residents who contacted the City of Brampton in the past 12 months, the vast majority say they are satisfied with staff's courteousness (94%) and professionalism (91%), on par with municipal norms. Similar proportions say they are satisfied with staff's ability to understand their needs (86%), staff's knowledge (86%), staff's helpfulness (84%) and how easy it was to access staff for assistance (84%).
- Three in ten Brampton residents say they are not satisfied with the overall quality of service they received (28%), the speed and timeliness of service (31%), and staff's ability to resolve their issue (29%), greater proportions than municipal norms.



Base: Contacted City of Brampton in past 12 months (n=384)
 Q16. And thinking about your most recent interaction with the City of Brampton, how satisfied or dissatisfied were you with...?
 Note: Green and red indicate statistically significant differences (Brampton vs. Municipal Norm)

Perceived Value From Tax Dollars

- Most (73%) residents say that they get good value for the tax dollars they pay regarding all the programs and services they receive from the City of Brampton. This proportion is driven largely by those who say they get *fairly good value* (58%), on par with municipal norms (61%).
- Those with less than two years of residence in Brampton are more likely to say that they get good value for the tax dollars (84% vs. 70% more than 3 years of residence). On the other hand, those aged 35-54 are among the most likely to say they get poor value for the tax dollars (30% vs. 24% all other age groups).



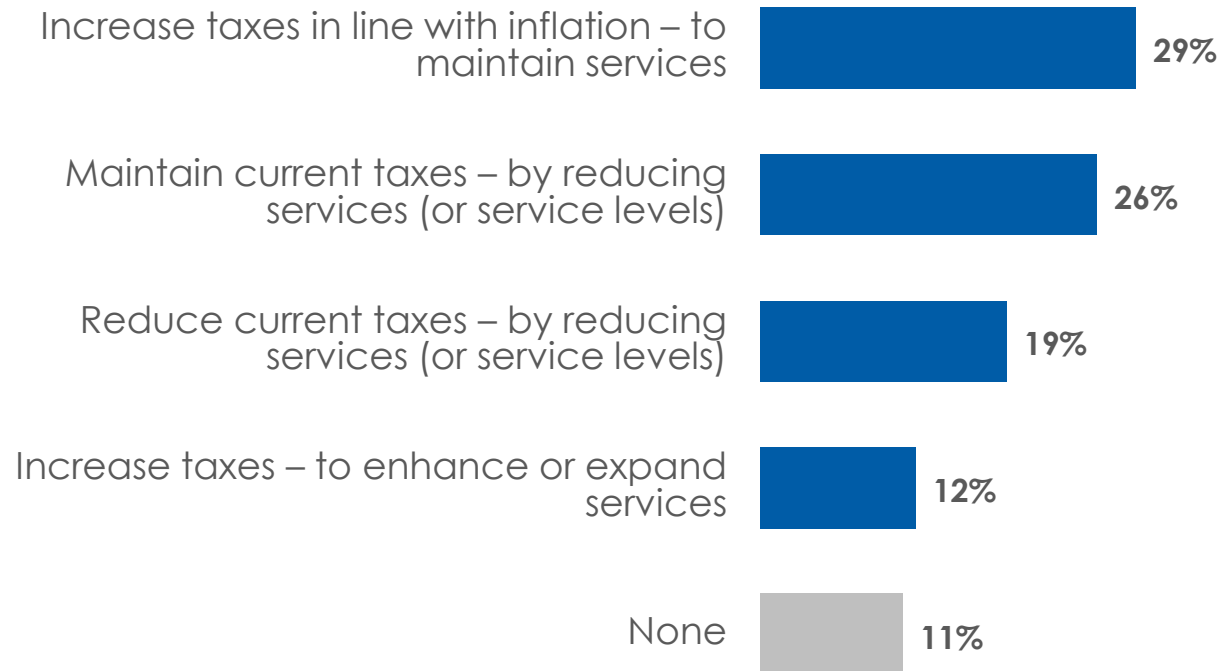
Base: All respondents (n=1,000)

Q19. Thinking about all the programs and services you receive from the City of Brampton, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Note: **Green** and **red** indicate statistically significant differences (Brampton vs. Municipal Norm; 2022 vs. 2019)

Preferred Paths Regarding Taxes and Services Offered

- Three in ten (29%) Brampton residents say that they prefer the City of Brampton to increase taxes in line with inflation in order to maintain the services offered; 26% say they should maintain their current taxes by reducing services. Two in ten (19%) say the City should reduce current taxes by reducing services and one in ten (12%) say they should increase taxes to enhance or expand services.
- Those aged 18-54 are more likely to say they prefer the City to maintain current taxes by reducing services (28% vs. 21% aged 55+). Older residents (aged 55+) are more likely to say they prefer the City to not pursue any actions (16% vs. 8% aged 18-54).



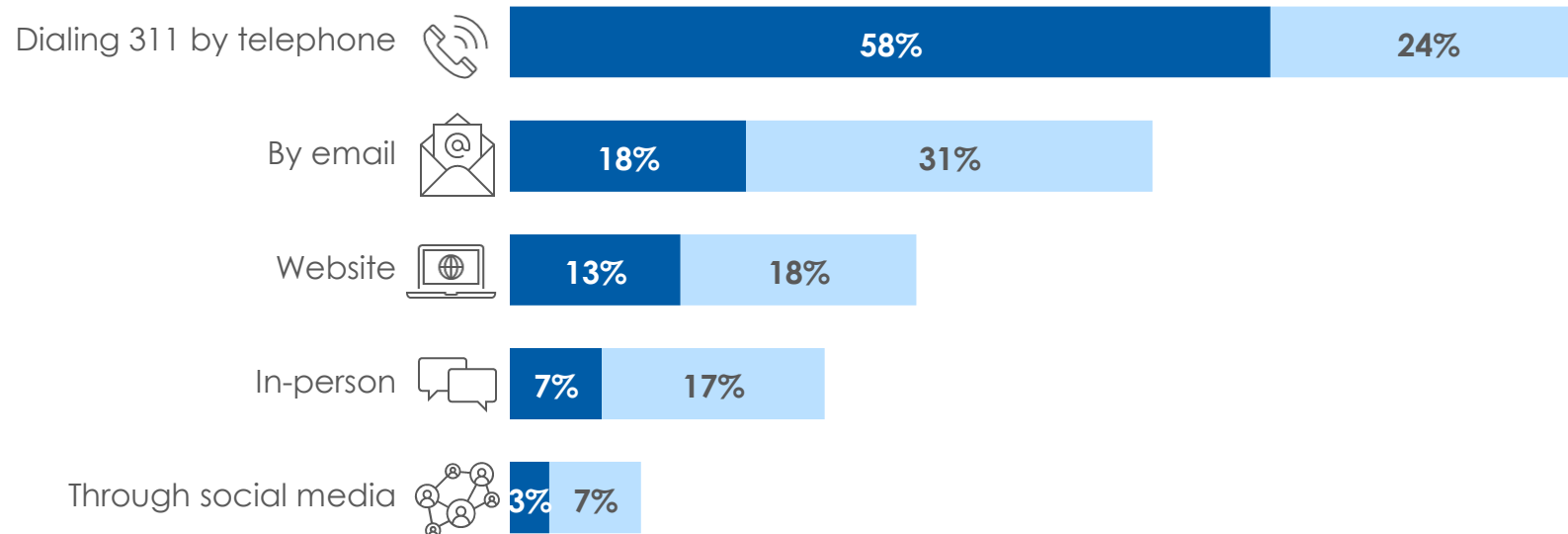
Base: All respondents (n=xxx)

Q20. Property taxes are the primary funding source for City services. The cost of maintaining current service levels and infrastructure has increased, which means that the City must examine taxation and service delivery. Which of the following actions would you prefer the City of Brampton to pursue to address this situation?

Preferred Method of Contacting With City of Brampton

- 82% (First + Second choice) of Brampton residents mention dialing 311 by telephone as their most preferred way of contacting the City, with nearly six in ten (58%) saying it is their first choice. Around half (49%) say that email is their preferred method of contacting the City and considerably fewer mention website (31%) or in-person (24%). Only one in ten (10%) say that social media is their preferred method of contact.
- Residents aged 35 or older are more likely to mention dialing 311 by telephone as their preferred way of contacting the City (85% vs. 77% aged 18-34; First + Second choice), whereas younger residents (aged 18-34) are more likely to mention social media as their preferred method of contact (17% vs. 6% aged 35+).

■ FIRST CHOICE ■ SECOND CHOICE



FIRST + SECOND CHOICE

TOTAL	AGE		
	18-34 (A)	35-54 (B)	55+ (C)
82%	77%	85% A	85% A
49%	48%	56% C	43%
31%	32%	34%	27%
24%	25% B	17%	30% B
10%	17% BC	6%	5%

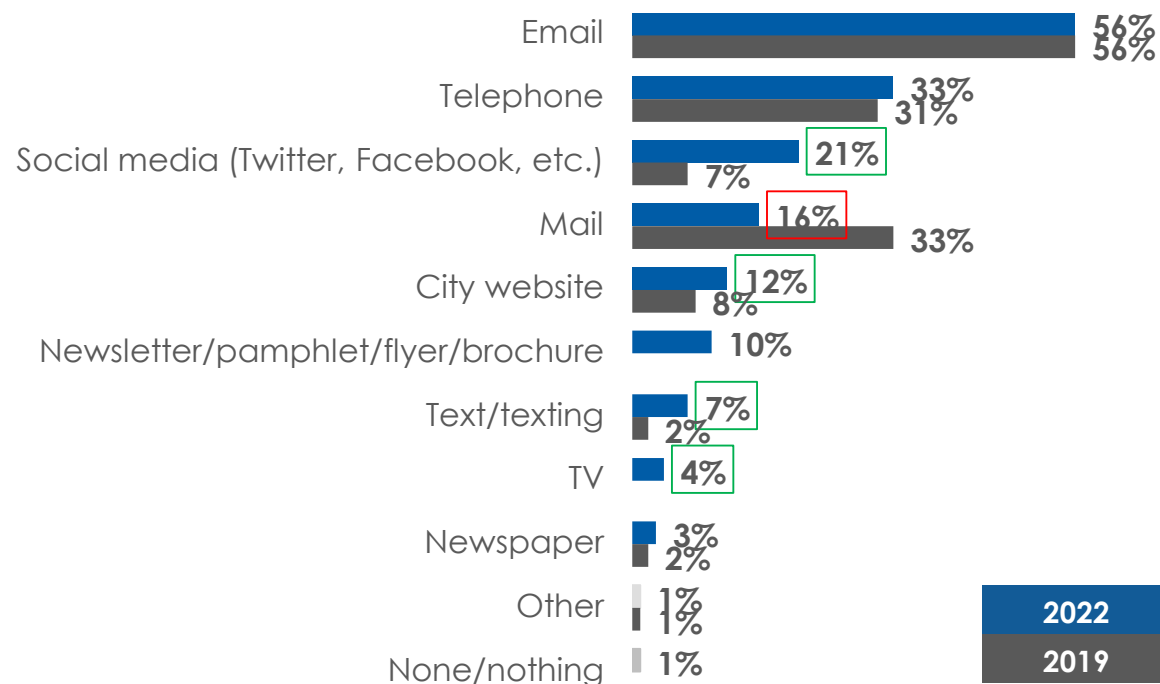
Base: All respondents (n=1,000)

Q17. There are many ways that you can contact or interact with the City of Brampton. I am going to read you a list of different ways you can contact and then ask you what is your first and second most preferred way of contacting the City should you need to do so. What is your most preferred method?

Q17a. What is your second most preferred?

Preferred Method For City to Communicate Information to Residents

- When Brampton residents are asked how the City can best communicate information to them, at over half (56%), the highest proportion mention email as the best method. One third (33%) mention telephone as the best method for the City to communicate information, greater than municipal norms (7%). Two in ten mention social media (21%) as the preferred method, followed by mail (16%), and city website (12%).
- Younger residents (aged 18-34) are more likely to mention email (60% vs. 47% aged 55+), social media (26% vs. 8%) and text/texting (9% vs. 3%) as the best method for City to communicate information to them, whereas older residents (aged 55+) are more likely to mention telephone (40% vs. 29% aged 18-54) and newspaper (7% vs. 2%) as the best method.



Base: All respondents (n=1,000)
 Q18. How can the City best communicate information to you?
 Note: Green and red indicate statistically significant differences (2022 vs. 2019)

<3% Data are not labelled

**THANK
YOU.**

