

COMMUNITY SATISFACTION SURVEY

Detailed Report

City of Brampton

February 15, 2023

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BRAMPTON



Table of Contents

- 03** Objectives and Methodology
- 06** Key Findings
- 09** Executive Summary
- 14** Detailed Findings
- 15** Life in Brampton

- 21** Importance and satisfaction with Services
- 29** Gap Analysis
- 33** Contacting the City of Brampton
- 40** Spending and Taxation
- 43** Demographics

OBJECTIVES AND METHODOLOGY

Background

The City of Brampton provides a range of services to meet the needs of its growing and diverse population. As part of the City 2040 Vision, the City is constantly engaging residents to gain valuable feedback and insight into how well residents needs and expectations are being met by the services that the municipality provides, while also identifying opportunities for enhancement.

The objectives of the Community Satisfaction Survey are to gain a detailed understanding of residents' awareness, attitudes, and opinions towards the City of Brampton's services.

Specifically, the research investigated:

- The most pressing issues facing City of Brampton residents, as well as evaluating their quality of life in the City.
- Awareness and knowledge of services offered by the City of Brampton, as well as satisfaction with such services among those who accessed them.
- Preferred methods and effectiveness of communications between the City of Brampton and its residents.
- The value-add of the City of Brampton's programs and services they offer for residents' tax dollars.

The survey will track progress since benchmark research was conducted in 2019 and provide strategic insight into the quality-of-service delivery, operational planning, KPIs, and more. A follow-up phase of qualitative research is planned for in the coming months.

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.



KEY FINDINGS



Key Findings (1)

1 Public safety and crime is the most important issue mentioned by one in five (20%) residents, followed by housing affordability (12%).

2 The vast majority (79%) of Brampton residents rate the quality of life as good or very good in the City of Brampton. This rating is lower than the Ipsos Municipal Norm (-13%), however it has improved significantly since 2019 (+18%). Perceptions of quality of life tend to decrease as the years of residence in Brampton increase, while positive perceptions are most often held by younger residents as well.

3 Despite the improvement in overall perceptions, almost half (47%) of residents say that the quality of life in Brampton has worsened over the past three years, which is higher than the Ipsos Municipal Norm and on-par with perceptions in 2019.

4 At eight in ten (81%), the vast majority of residents are satisfied with the programs and services provided by the City of Brampton. Satisfaction is slightly lower than the Ipsos Municipal Norm (-8%).



Key Findings (2)

5

Satisfaction is highest for Brampton Library (97%) and Arts and Culture Events (94%), while satisfaction is lowest for By-Law Enforcement (58%) and Permitting Services (68%).

6

Three quarters (73%) of residents say that they receive good or very good value from their tax dollars. This rating is slightly lower than the Ipsos Municipal Norm (+7%).

7

When thinking about raising, maintaining, or reducing the amount of tax paid to the City, residents are split on their support for increasing taxes in line with inflation to maintain City services compared to maintaining current tax levels by reducing City services (29%, compared to 26% respectively).



EXECUTIVE SUMMARY



Executive Summary (1)



VAST MAJORITY OF BRAMPTON RESIDENTS SAY THEY HAVE A GOOD QUALITY OF LIFE IN THE CITY OF BRAMPTON; HOWEVER, MANY SAY THEIR QUALITY OF LIFE IS IN DECLINE

- Eight in ten (79%) Brampton residents say that the overall quality of life in the City of Brampton today is very good/good, although two in ten (21%) say it is poor/very poor. The proportion of residents who say that their quality of life is good has increased since 2019 (+18%).
- Despite improving perceptions overall, around half (47%) of Brampton residents say that the quality of life in the City of Brampton has worsened in the past three years. About 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.
 - Perceptions of quality of life and changes in quality of life in Brampton are different depending on demographics, for example residents over the age of 35 are more likely to say that the quality of life in Brampton has worsened in the past three years (52% vs. 37% among residents between the ages of 18-34). Brampton residents who are visible minorities are twice as likely as non-visible minority residents to indicate that their quality of life improved (13% vs. 7% non-visible minority).
- Public safety and crime is the most important issue mentioned by Brampton residents (20%), followed by housing affordability (12%), traffic/traffic congestion (9%), health/public health (7%), and population growth/sustainable growth (6%).



Executive Summary (2)



STRONG MAJORITY OF RESIDENTS SAY THEY ARE SATISFIED WITH THE PROGRAMS AND SERVICES PROVIDED BY THE 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, while one in five say that they are dissatisfied (19%). Levels of satisfaction are slightly lower compared with Ipsos Municipal Norms (-8%).
- There is considerable agreement among Brampton residents that the City of Brampton services are important and majorities of those that have used any of the services in the past 12 months say they are satisfied. Specifically, parks and green spaces (95%) is the most important service mentioned by Brampton residents, and over eight in ten (83%) say they have used parks and green spaces in the past 12 months. In addition, the vast majority (92%) of those that have used parks and green spaces say they are satisfied.

HALF OF RESIDENTS ARE NOT SATISFIED WITH THE MANGEMENT OF TRAFFIC, WHILE A STRONG MAJORITY SAY THEY ARE SATISFIED WITH THE QUALITY OF SIDEWALK MAINTENANCE.

- Over half (53%) of residents are not satisfied with the management of traffic and congestion and four in ten (39%) are not satisfied with road safety, including pedestrians and cyclists.
- Eight in ten (79%) say they are satisfied with the quality of sidewalk maintenance and three quarters say they are satisfied with the quality of winter maintenance, including snow removal (74%) and road maintenance (73%).



Executive Summary (3)



SATISFACTION WITH RECREATION PROGRAMS AND FACILITIES IS HIGH

- Satisfaction with recreation programs is high as about nine in ten residents who have used rec programs indicate that they are satisfied with Brampton's recreation facilities and amenities (94%), the convenience of locations (90%), and recreation program content (90%).

FOUR IN TEN BRAMPTON RESIDENTS SAY THEY HAVE CONTACTED THE CITY AND A PHONE IS THE MOST COMMON METHOD OF CONTACT.

- Four in ten (38%) say they have personally contacted the City in the last 12 months and among those who have contacted the City, the highest proportion, at three quarters (73%) say they used a phone. Service request or assistance (26%) is the most common reason for contact.
- Among those who have contacted the City in the past 12 months, the vast majority say they are satisfied with staff's courteousness (94%) and professionalism (91%) of staff, while 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%).
- On the other hand, 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%).
- Residents say dialing 311 by phone is their most preferred way of contacting the City (82%) and email is the best method for the City to communicate information to them (56%).



Executive Summary (4)



MOST BRAMPTON RESIDENTS SAY THEY RECEIVE A GOOD VALUE FROM THEIR TAX DOLLARS.

- Three quarters (73%) of residents say that they get good value for the tax dollars they pay regarding all the City of Brampton programs and services, although one in four (26%) say they get poor value.
- When thinking about preferred paths regarding taxes and City services, three in ten (29%) Brampton residents say they prefer the City to increase taxes in line with inflation to maintain the services offered, while slightly fewer (26%) say they should maintain their current taxes by reducing services. One in five (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.



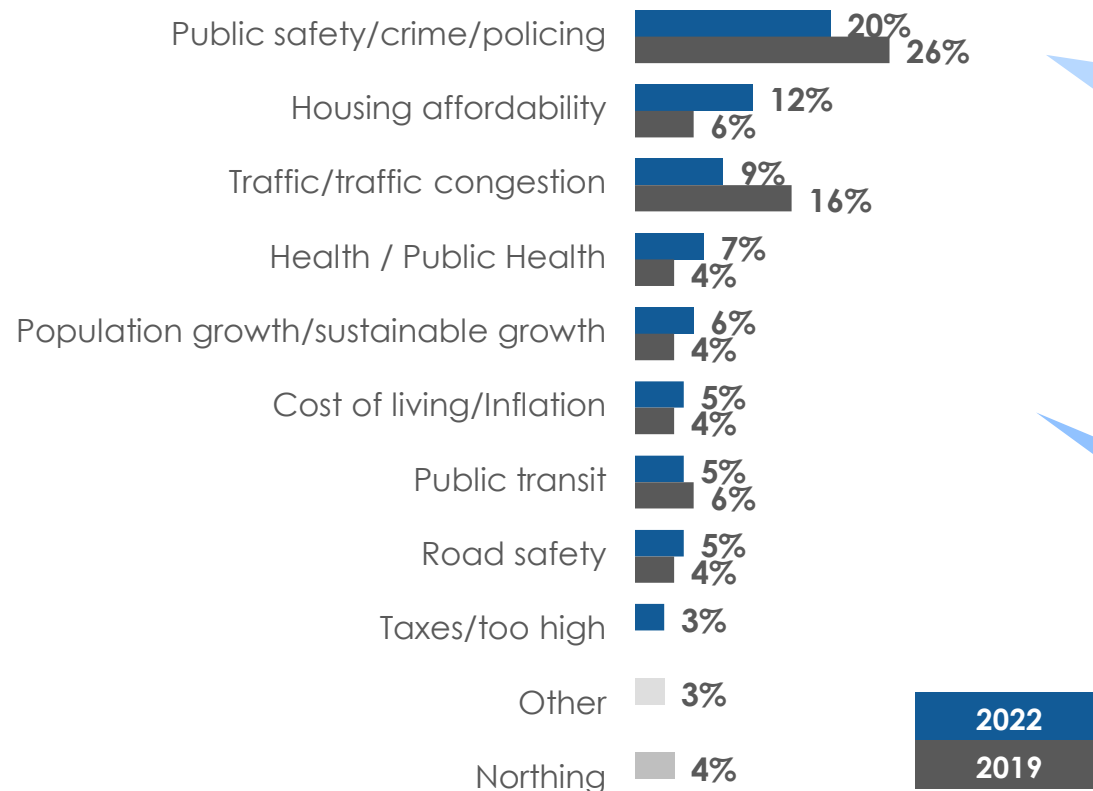
DETAILED FINDINGS

LIFE IN BRAMPTON



Most Important Issues

- At two in ten (20%), the highest proportion of Brampton 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 of Brampton who are 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:

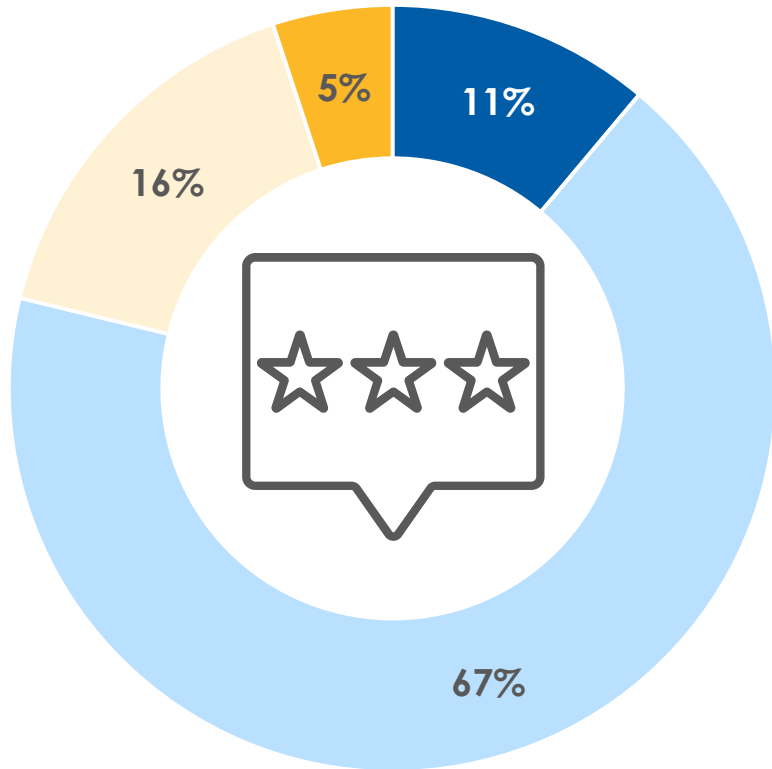
“at my age, almost impossible to get a house without parent's help”
 “Home taxes/property”
 “Foreign investor hiking the price of housing...”

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

- 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

% VERY GOOD / GOOD (Total)	Municipal Norm % VERY GOOD / GOOD (Total)	2019 % VERY GOOD / GOOD (Total)
79%	92% (-13%)	61% (+18%)
% POOR / VERY POOR (Total)	Municipal Norm % POOR / VERY POOR (Total)	2019 % POOR / VERY POOR (Total)
21%	7% (+14%)	40% (-19%)

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

- Nearly half (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).

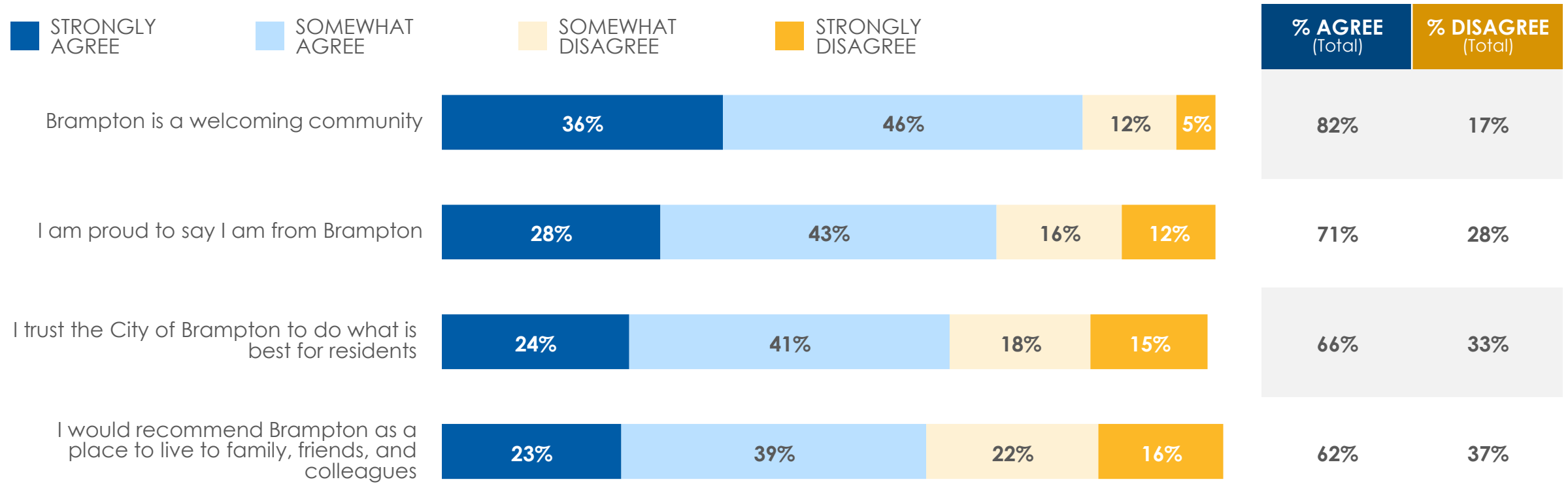


	Worsened	Stayed the Same	Improved
Municipal Norm	35% (+12%)	48% (-10%)	17% (-6%)
2019	42% (+5%)	37% (+1%)	14% (-3%)

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)

Perceptions of Life in Brampton

- The vast majority of Brampton residents say that Brampton is a welcoming community (82%). Seven in ten (71%) Brampton residents say they are proud to say they are from Brampton. About two thirds of Brampton residents say they trust the City of Brampton to do what is best for residents (66%) and similar proportions say they would recommend Brampton as a place to live to family, friends, and colleagues (62%), although about one third disagree (37%).
- Those aged 18 to 54 are more likely to say that Brampton is a welcoming community (86% vs. 74% aged 55+) and that they are proud to say they are from Brampton (74% vs. 65%). Agreement with most statements tends to decrease as the years of residence in Brampton increase and those who were not born in Canada are more likely to agree with the statements.

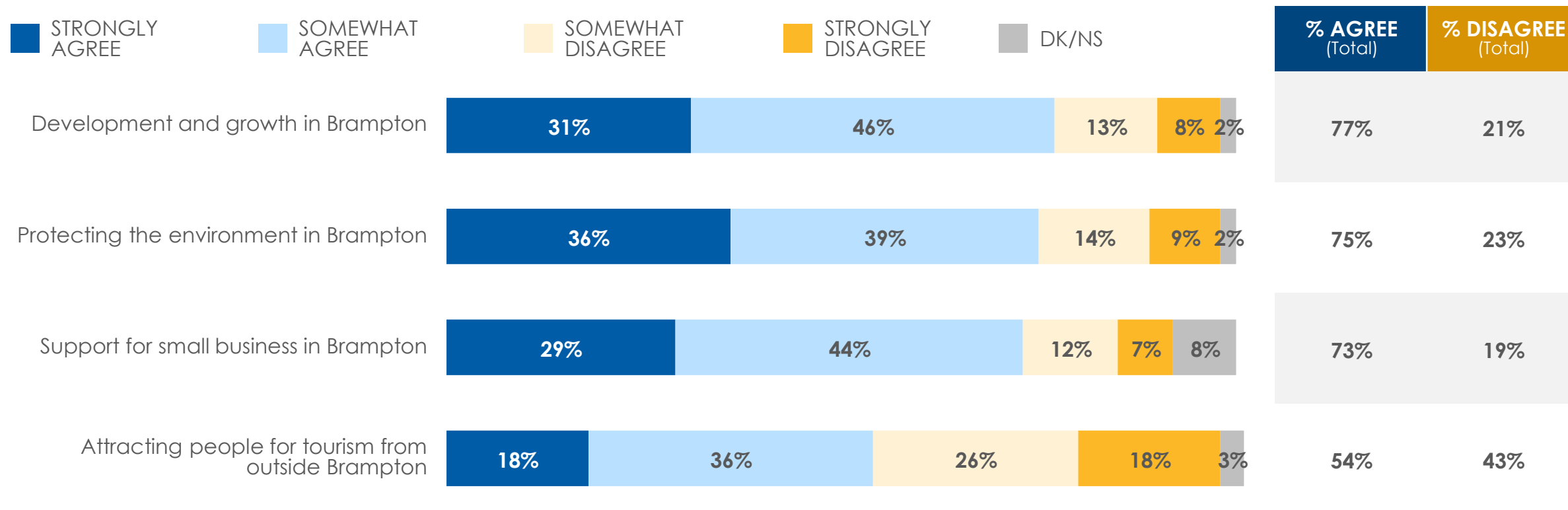


Base: All respondents (n=1000)

Q3. Please rate the extent to which you agree or disagree with the following statements. How about...[INSERT]? (READ LIST). (How about...) [INSERT NEXT]?

Perceptions of City of Brampton Priorities

- About three quarters of Brampton residents agree that the City of Brampton prioritizes the development and growth in Brampton (77%), protecting the environment in Brampton (75%) and support for small business in Brampton (73%). Over four in ten (43%) disagree with the idea that the City Brampton prioritizes attracting people for tourism from outside Brampton.
- Younger Brampton residents (aged 18-34) are more likely to agree that the City prioritizes the development and growth in Brampton (82% vs. 74% aged 35+), whereas older residents (aged 55+) are more likely to agree that the City prioritizes attracting people for tourism from outside Brampton (58% vs. 52% aged 18-54).



Base: All respondents (n=1000)

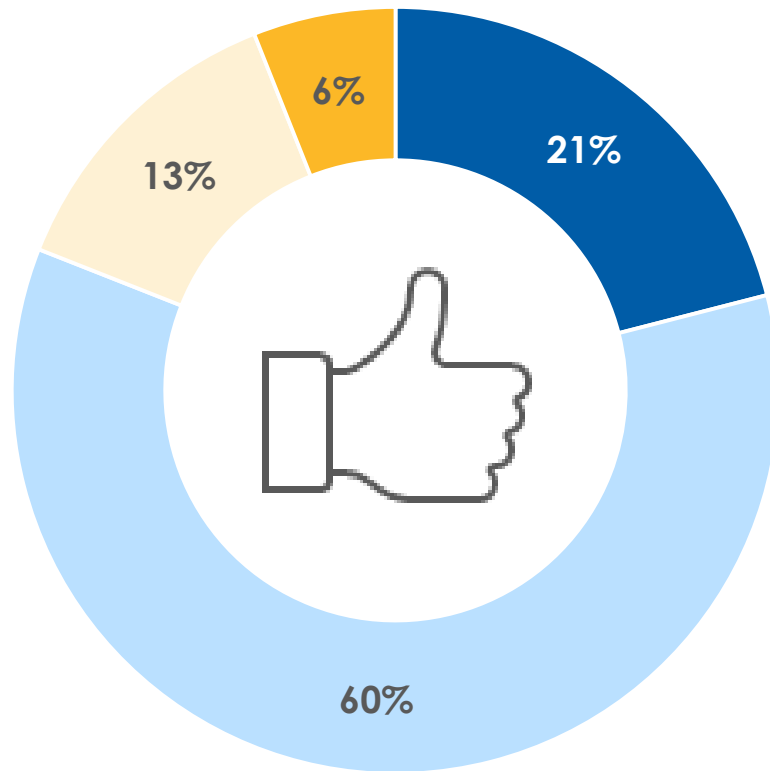
Q9. To what extent do you agree or disagree that the City of Brampton prioritizes the following?

IMPORTANCE AND SATISFACTION WITH SERVICES



Overall Satisfaction With Services Provided

- 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% (-8%)

% NOT SATISFIED
(Total)

19%

Municipal Norm
% NOT SAITSFIED
(Total)

11% (+8%)

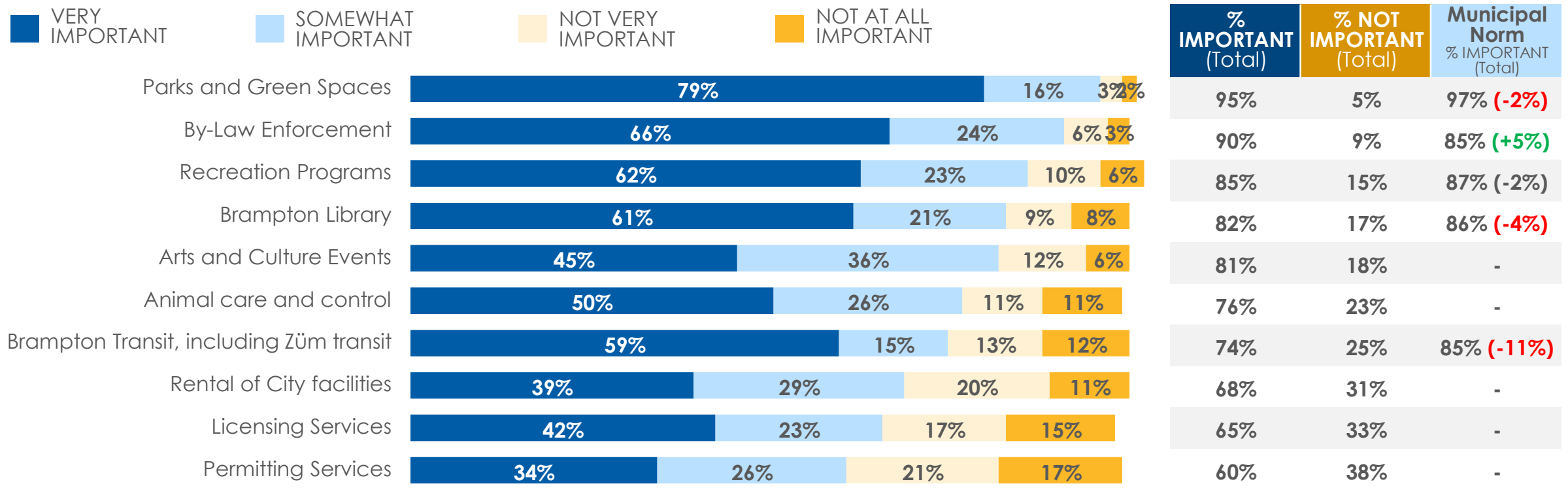
Base: All respondents (n=1000)

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)

Importance of Services to Residents

- There is considerable agreement among Brampton residents that the City of Brampton services are important. At over nine in ten (95%), highest proportion say parks and green spaces are important to them, with eight in ten (79%) saying it is *very important*, on par with municipal norms. Similar proportions say by-law enforcement (90%) is important, followed by recreation programs (85%), Brampton library (82%), and Arts and culture events (81%).
- Those aged 18 to 54 are more likely to say that the City of Brampton services are important, save for by-law enforcement, which older residents (aged 35+) are more likely to say is important (92% vs 86% aged 18-34). Visible minorities are more likely to say that Brampton Transit (79% vs. 60% non-visible minority), licensing services (70% vs. 51%), permitting services (64% vs. 48%), rental of city facilities (72% vs. 53%), and Brampton Library (85% vs. 76%) is important.

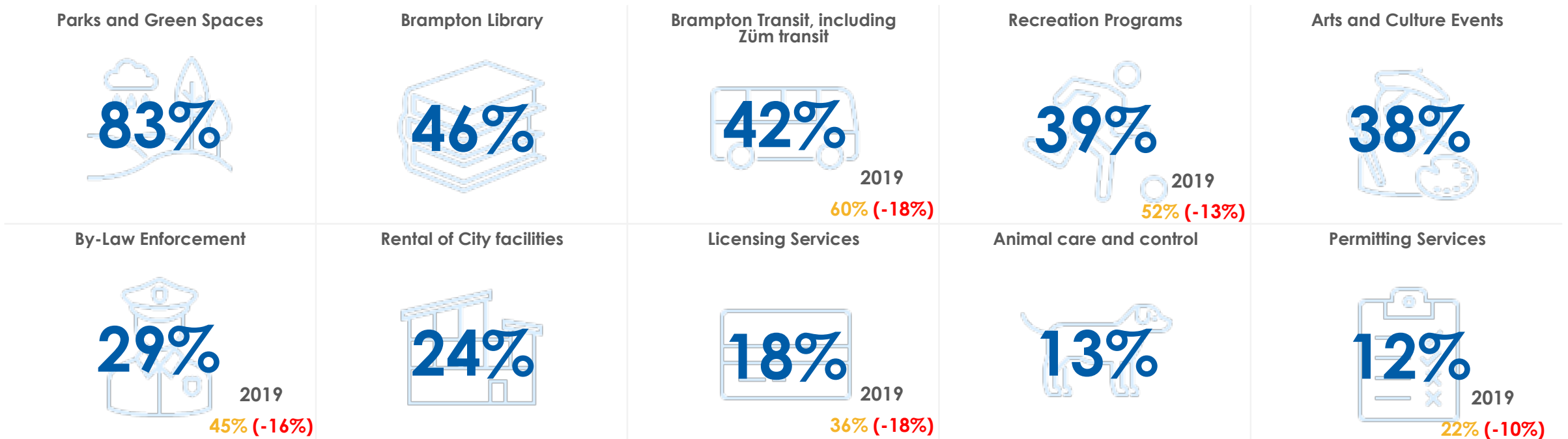


Base: All respondents (n=1000)
 Q6. Thinking about [INSERT SERVICE], How important is this service to you?
 Note: **Green** and **red** indicate statistically significant differences (Brampton vs. Municipal Norm)

Service Usage in Past 12 Months

- The vast majority of Brampton residents report having used parks and green spaces in the past 12 months (83%). Nearly half (46%) say they used Brampton library in the past 12 months, followed by Brampton Transit (including Züm transit; 42%), recreation programs (39%) and arts and culture events (38%). Three in ten (29%) say they used by-law enforcement and one in four (24%) say they used rental of city facilities.
- Those aged 18 to 54 are more likely than those aged 55 or older to say they have used any of the services in the past 12 months. Those who have children in the house are more likely to say they have used recreation programs (56% vs. 29% have no children), arts and culture events (44% vs. 36%), rental of city facilities (39% vs. 23%), and Brampton Library (56% vs. 39%).

% YES



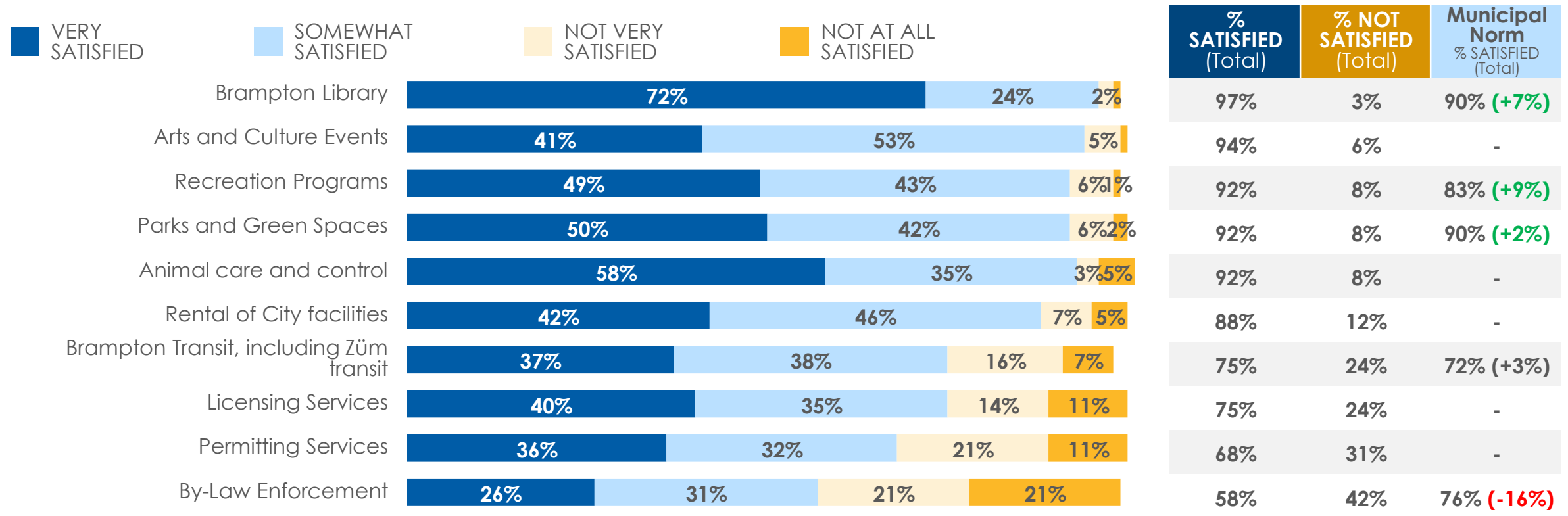
Base: All respondents (n=1000)

Q7. Have you used [INSERT SERVICE] in the past 12 months?

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

Satisfaction With Services

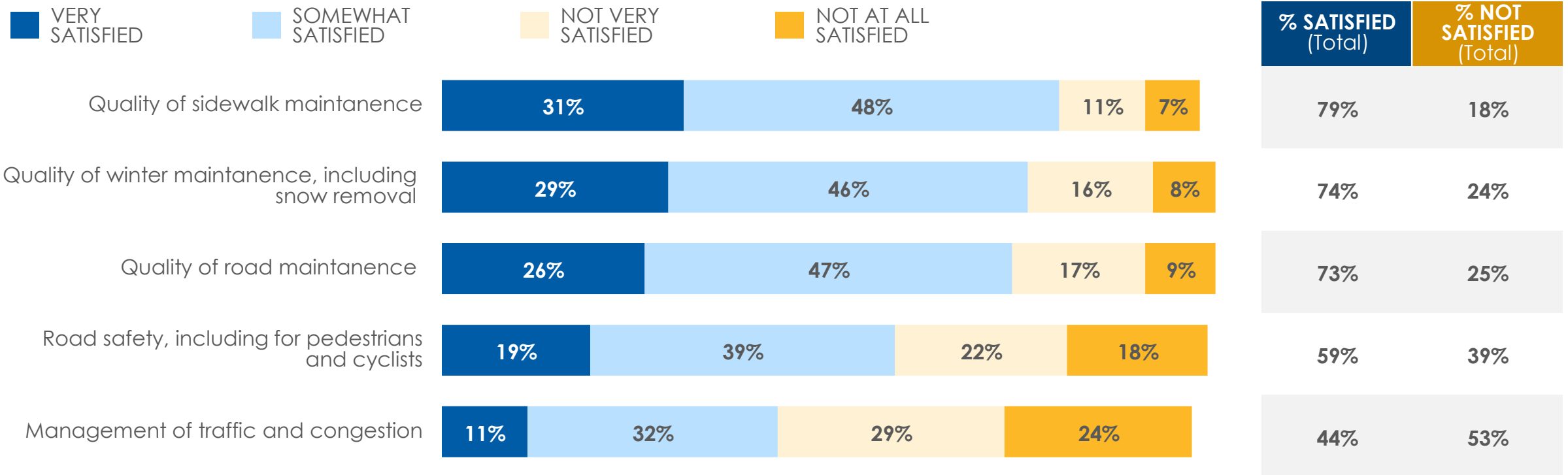
- Among those residents who used any service, majorities say they are satisfied with the services they used in the past 12 months. More than nine in ten Brampton residents who used Brampton Library (97%), Arts and culture events (94%), recreation programs (92%), parks and green spaces (92%) and animal 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 Transportation Infrastructure and Roads

- Eight in ten Brampton residents say they are satisfied with the quality of sidewalk maintenance (79%) and around three quarters say they are satisfied with the quality of winter maintenance, including snow removal (74%) and road maintenance (73%). On the other hand, over half (53%) of Brampton residents say they are not satisfied with the management of traffic and congestion, with one quarter (24%) saying they are *not at all satisfied*. Four in ten (39%) say they are not satisfied with road safety, including pedestrians and cyclists.
- Those aged 18 to 54 are more likely to say they are satisfied with the quality of sidewalk maintenance (82% vs. 74% aged 55+).
- Those who own a business in Brampton are more likely say they are not satisfied with the management of traffic and congestion (68% vs. 53% do not own a business in Brampton).

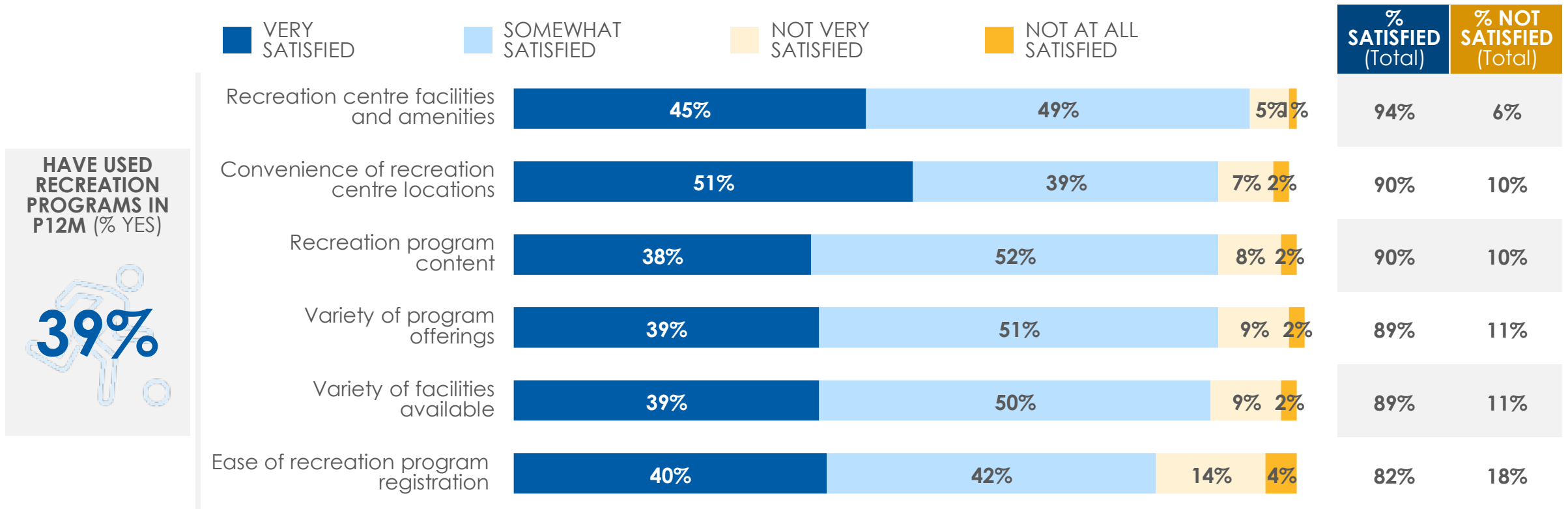


Base: All respondents (n=1000)

Q11. Now, thinking about Brampton's transportation infrastructure and roads, how satisfied or dissatisfied are you with each of the following? If you do not know please say so.

Satisfaction With Recreation Programs

- The vast majority of Brampton residents who used recreation programs in the past 12 months say they are satisfied with recreation centre facilities and amenities (94%), convenience of recreation centre locations (90%), recreation program content (90%), variety of program offerings (89%) and variety of facilities available (89%).
- Eight in ten (82%) say they are satisfied with ease of recreation program registration, although two in ten (18%) disagree.



HAVE USED RECREATION PROGRAMS IN P12M (% YES)

39%

Base: Used Recreation Programs in past 12 months (n=379)
 Q10. Thinking about recreation opportunities offered by the City of Brampton, how satisfied or dissatisfied are you with each of the following? If you do not know or if it's not applicable please say so.

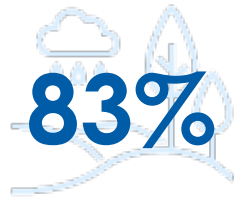
Comparison of Importance, Usage and Satisfaction of Services

% Service Usage

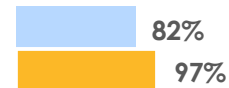
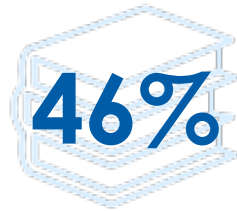
■ Importance (%Total)

■ Satisfaction (%Total)

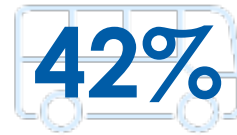
Parks and Green Spaces



Brampton Library



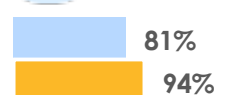
Brampton Transit, including
Züm transit



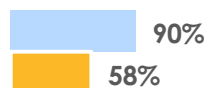
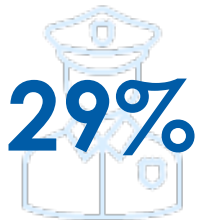
Recreation Programs



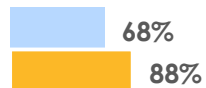
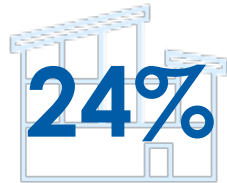
Arts and Culture Events



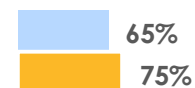
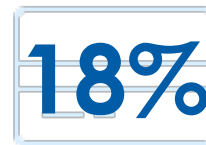
By-Law Enforcement



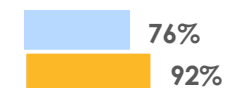
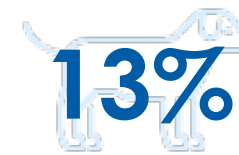
Rental of City facilities



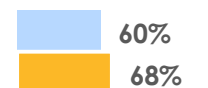
Licensing Services



Animal care and control



Permitting Services



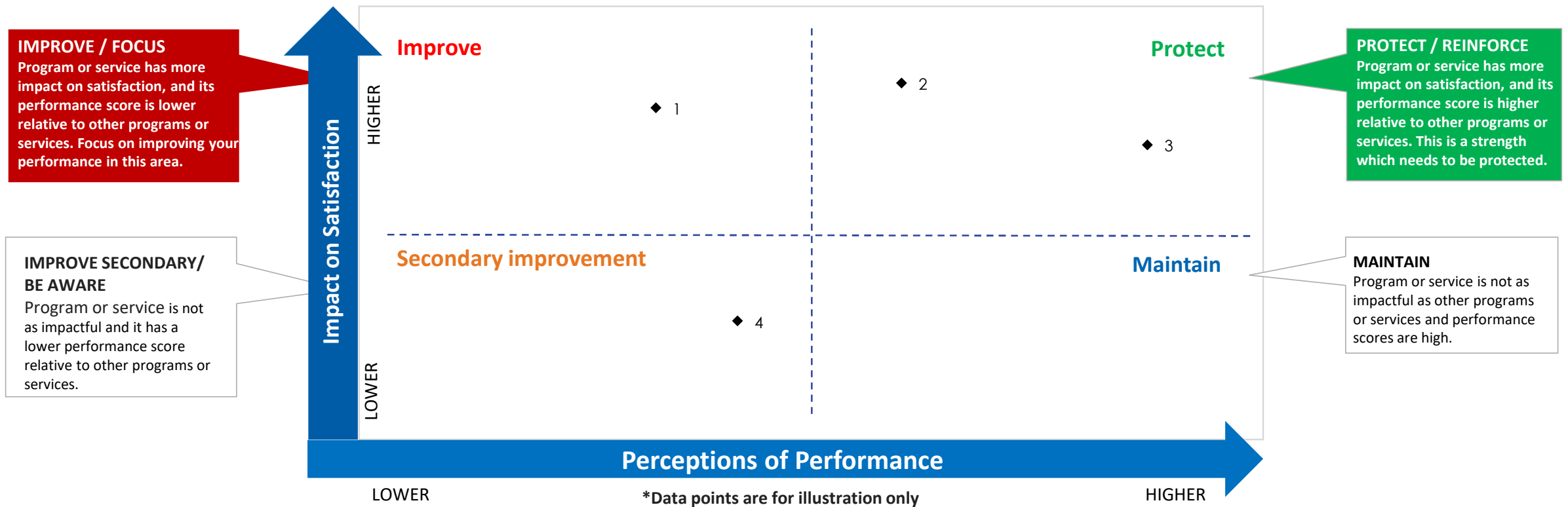
Base: All respondents (n=1000); Q6. Thinking about [INSERT SERVICE]. How important is this service to you?; Q7. Have you used [INSERT SERVICE] in the past 12 months?
Base: Have used [INSERT SERVICE] in past 12 months (n=varies); Q8. How satisfied or dissatisfied are you with [INSERT SERVICE]?

GAP ANALYSIS

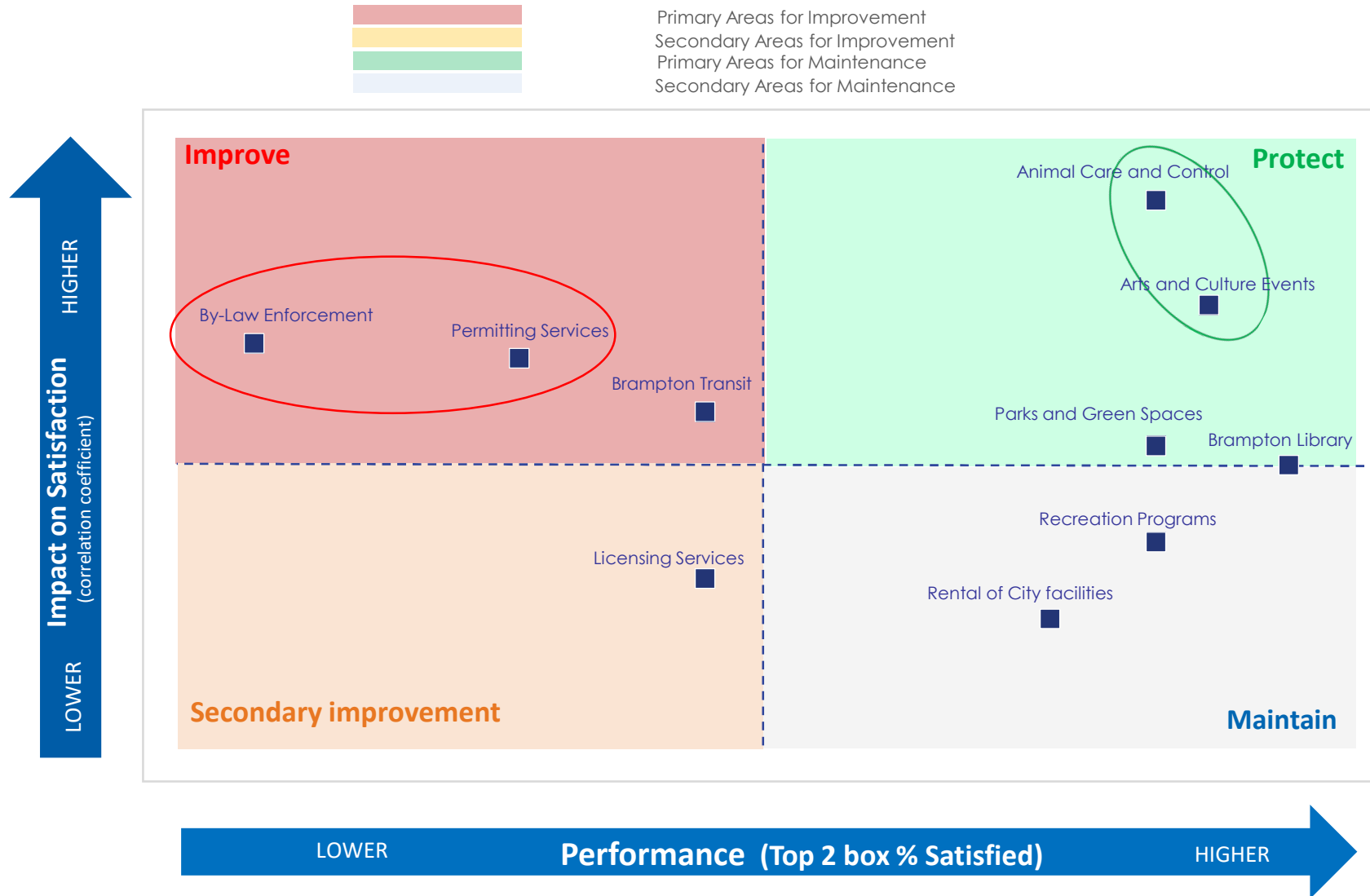


Understanding the Priorities

- A priority matrix allows for decision makers to identify priorities for improvement by comparing how well residents feel Brampton is performing with how much impact that area has on residents' overall satisfaction. It helps to answer the question 'what can we do to improve satisfaction'. Each driver or component will fall into one of the quadrants explained below, depending on its impact on overall satisfaction and its performance score (provided by survey respondents).



Gap Analysis



Results of the Gap Analysis

- The primary areas of focus for Brampton are by-law enforcement, permitting services and Brampton transit. These are areas that have an important impact on the overall satisfaction with services, but where performance scores are the lowest. **Improvements in these areas would have a positive impact on the overall satisfaction with services.**

Areas to protect are:

- **Animal Care and Control**
- **Arts and Culture Events**
- **Parks and Green Spaces**

- These are areas of strength for Brampton, as these services are of high importance and high satisfaction levels. Brampton should continue to maintain and protect these areas as they correlate highly with overall satisfaction with service delivery among residents.

Primary areas for improvement are:

- **By-Law Enforcement**
- **Permitting Services**
- **Brampton Transit**

- By-Law Enforcement, Permitting Services and Brampton Transit should be the primary areas for improvement for Brampton. These services have relatively higher derived importance scores and is a somewhat stronger driver of satisfaction with Brampton's overall level of service.

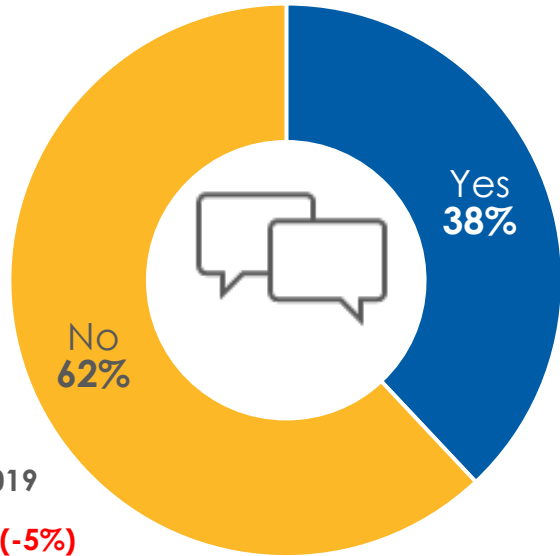
CONTACTING THE CITY OF BRAMPTON



Contact With City of Brampton in Past 12 Months

- Nearly four in ten (38%) Brampton residents say they have personally contacted or dealt with the City of Brampton or one of its staff in the last 12 months. Among those who have personally contacted the City, at three quarters (73%), highest proportion mention a phone as a method of contact. Specifically, half (50%) say they used 311 by phone and over one third (36%) say they used direct phone call to contact the City. One quarter (26%) mention email as a method of contact, followed by in-person (20%), and website (14%). Only a few (3%) say they used social media to contact the City.
- Those who are aged 35 or older (43% vs. 28% aged 18-34), born in Canada (50% vs. 32% not born in Canada) and not a visible minority (50% vs. 34% visible minority) are among the most likely to say they have personally contacted the City in the last 12 months.

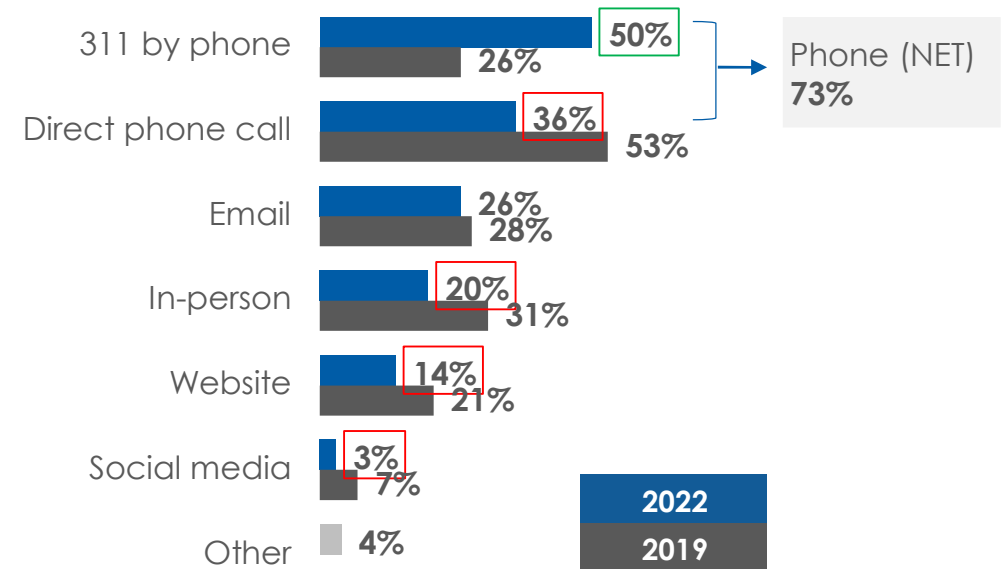
HAVE PERSONALLY CONTACTED CITY PAST 12 MONTHS



Municipal Norm	2019
46% (-8%)	43% (-5%)
50% (+12%)	57% (+5%)



METHOD OF CONTACT



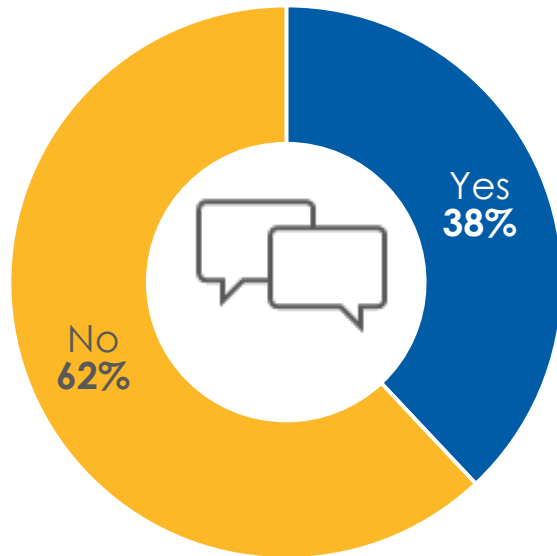
Base: All respondents (n=1,000)
 Q12. In the last 12 months, have you personally contacted or dealt with the City of Brampton or one of its staff?
 Note: Green and red indicate statistically significant differences (Brampton vs. Municipal Norm; 2022 vs. 2019)

Base: Contacted City of Brampton in past 12 months (n=384)
 Q13. How did you contact the City of Brampton?
 Note: Green and red indicate statistically significant differences (2022 vs. 2019)

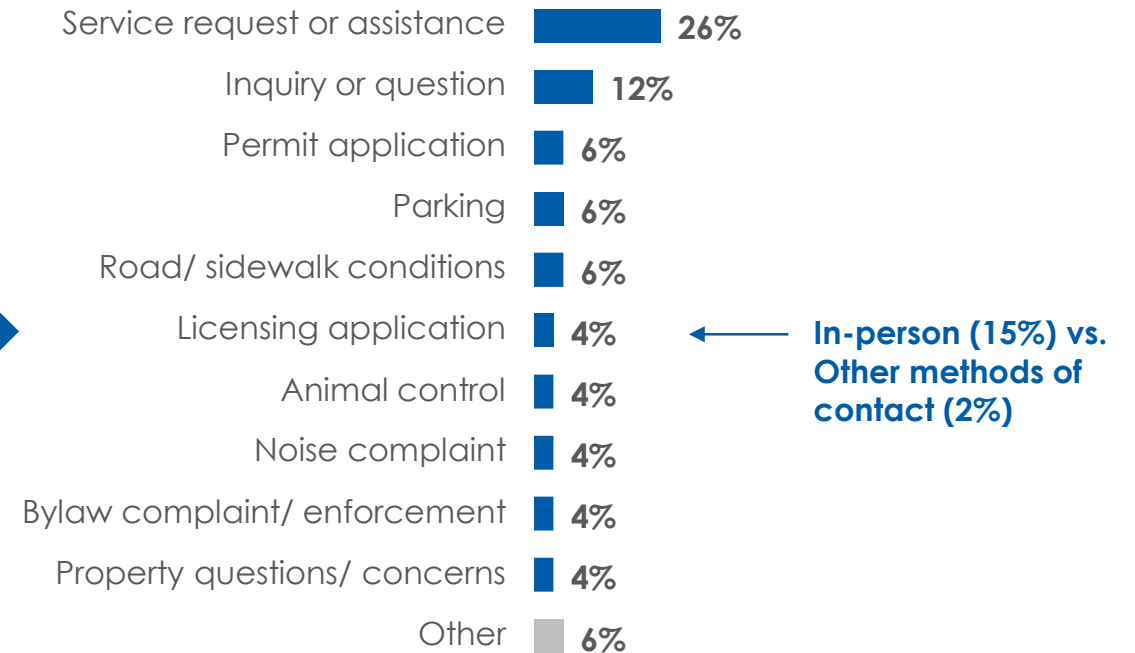
Reason For Contacting City of Brampton

- Those residents who have personally contacted the City of Brampton in the last 12 months did so most often for a service request or assistance (26%). Around one in ten (12%) mention inquiry or question as the reason for contacting the City, followed by permit application (6%), parking (6%), and road/sidewalk conditions (6%).
- Among those who personally contacted the City, residents over the age of 34 are more likely to mention service request or assistance as the reason for contact (29% vs. 15% residents aged 18-34). Younger residents (18-34) are more likely to mention permit application (14% vs. 4%) and licensing application (9% vs. 2% aged 35+) as the reason for contact.

HAVE PERSONALLY CONTACTED CITY



REASON FOR CONTACT

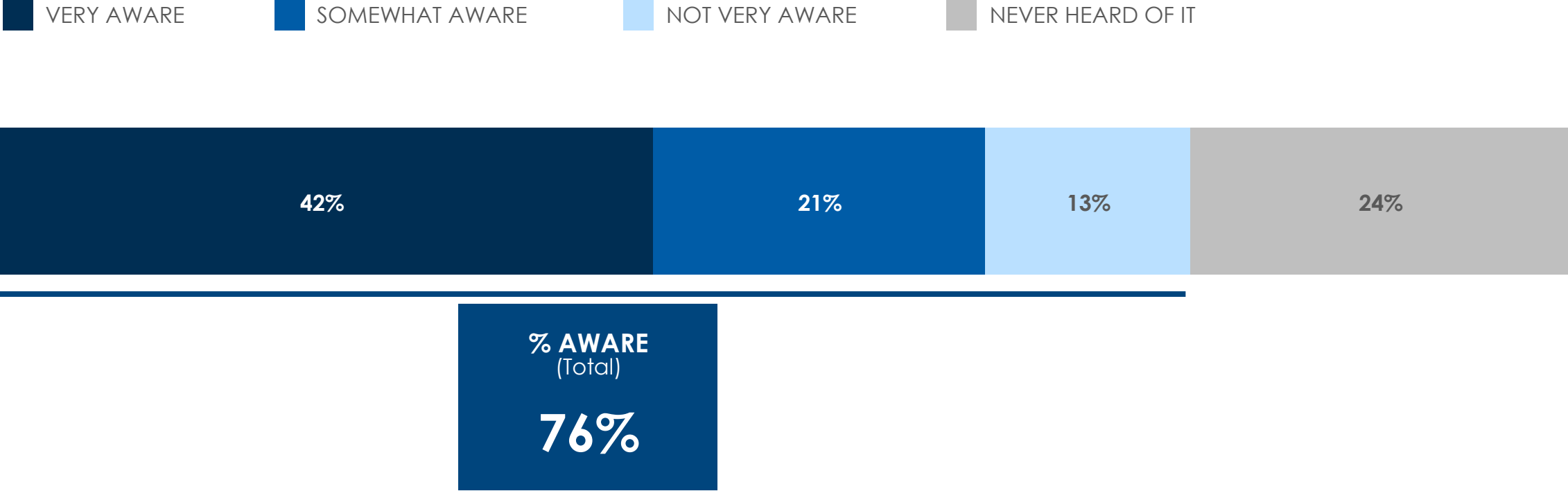


Base: All respondents (n=1,000)
Q12. In the last 12 months, have you personally contacted or dealt with the City of Brampton or one of its staff?

Base: Contacted City of Brampton in past 12 months (n=384)
Q15. Why did you contact the City of Brampton?

Awareness of 311 to Contact City of Brampton (Among Those Who have Not Used Service)

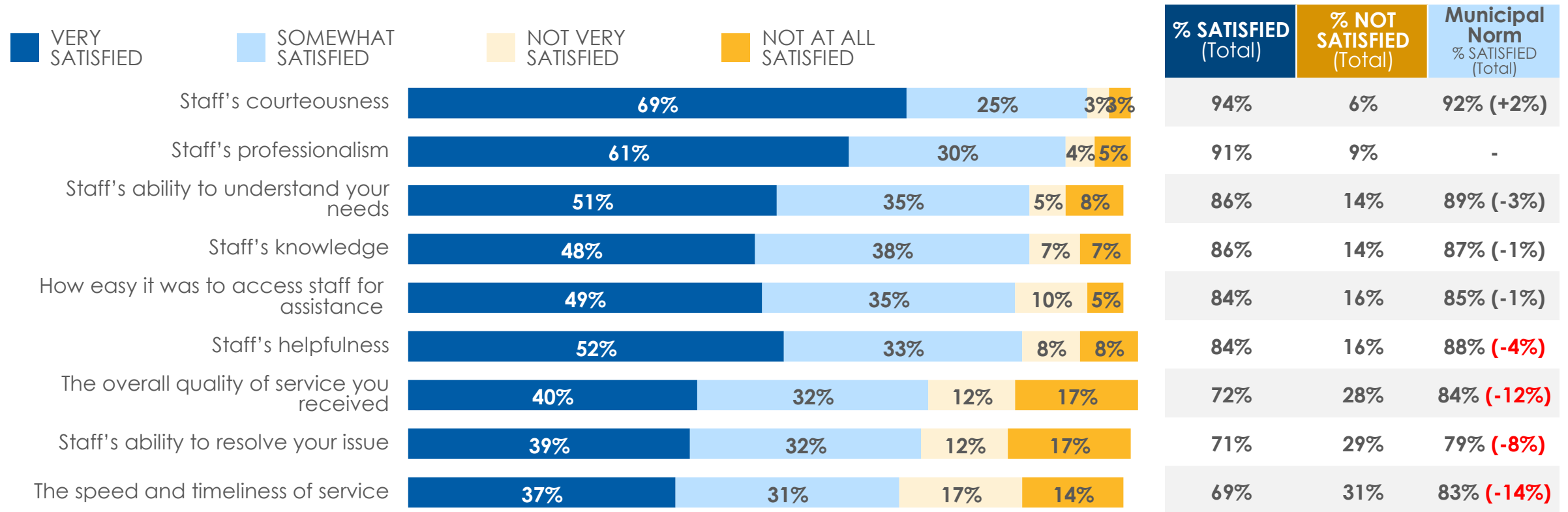
- Among those who have contacted the City of Brampton in the last 12 months not via 311 by phone, three in four (76%) say they are aware of 311 as a method of contact.
- Of those who contact the City of Brampton and did not use 311 by phone, those aged 35 or older are more likely to say they are aware that they can use 311 via telephone or online to contact the City (82% vs. 65% aged 18-34). Those who are born in Canada (85% vs. 72% not born in Canada) and who are not a visible minority (88% vs. 72% visible minority) are more likely to say they are aware of 311 as a method of contacting the City.



Base: Have contacted City of Brampton, excluding those who've contacted via 311 by phone (n=808)
Q14. Are you aware that you can use 311 via telephone or online, to contact the City for service and assistance? Would you say that you are...

Satisfaction With Staff and Service When Contacting 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%).
- Despite this, 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.

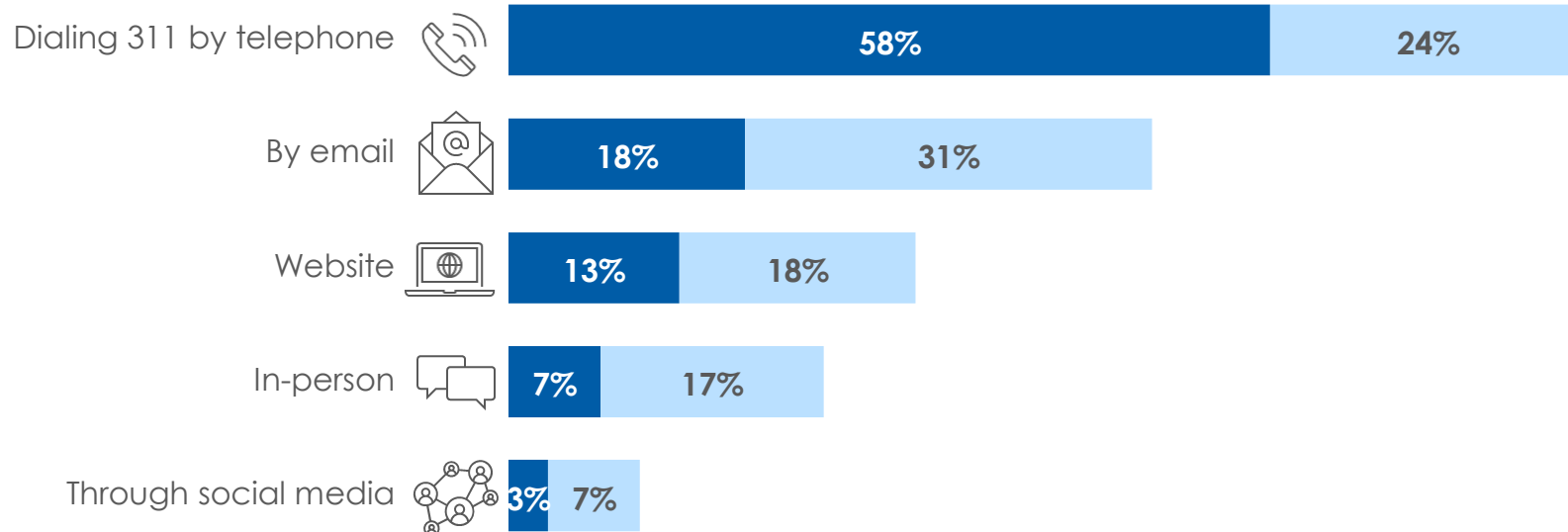


Base: Contacted City of Brampton in past 12 months (n=384)
 Q16. And thinking about your most recent interaction with the City of Brampton, how satisfied or dissatisfied were you with...?
 Note: Green and red indicate statistically significant differences (Brampton vs. Municipal Norm)

Preferred Method of Contacting City of Brampton

- The vast majority (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%

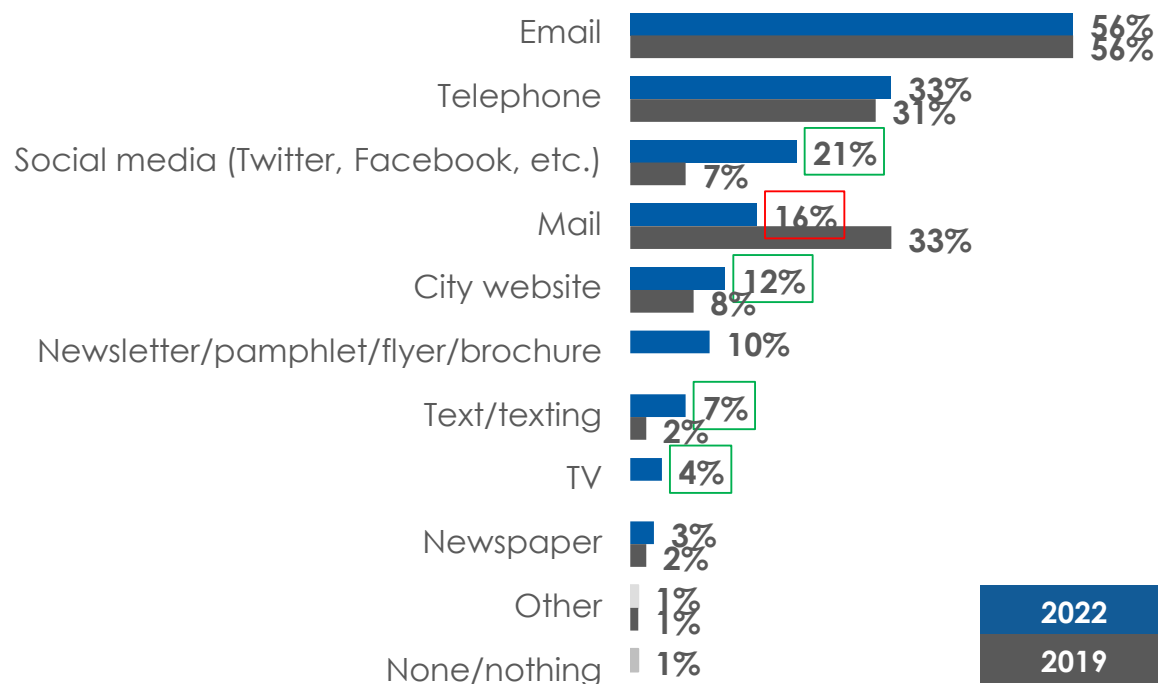
Base: All respondents (n=1,000)

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.



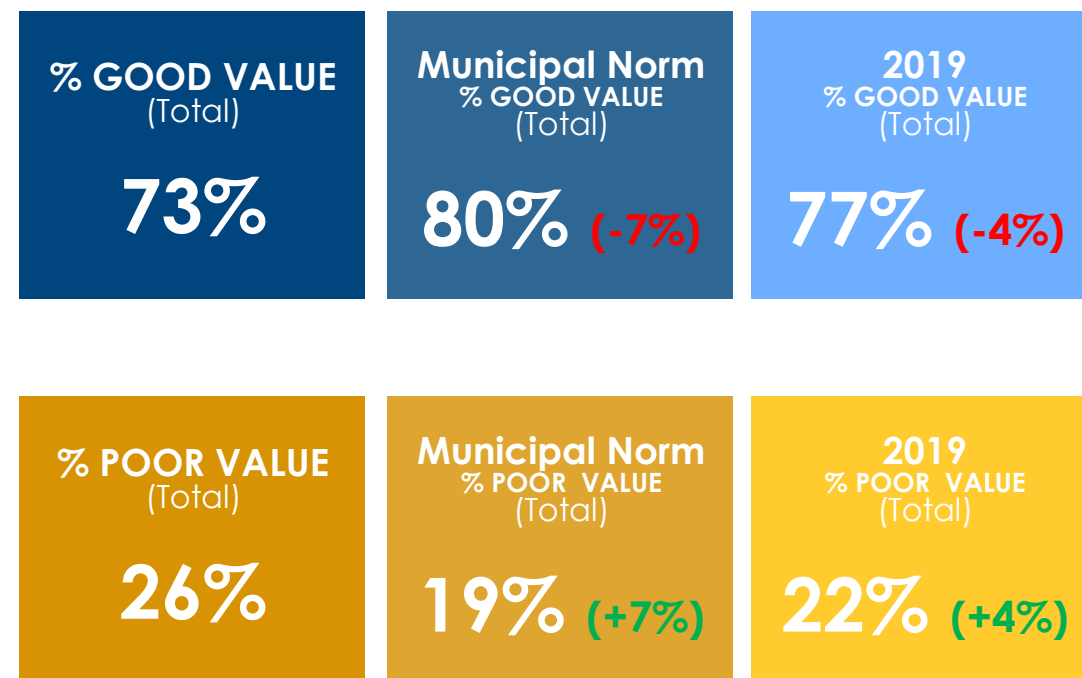
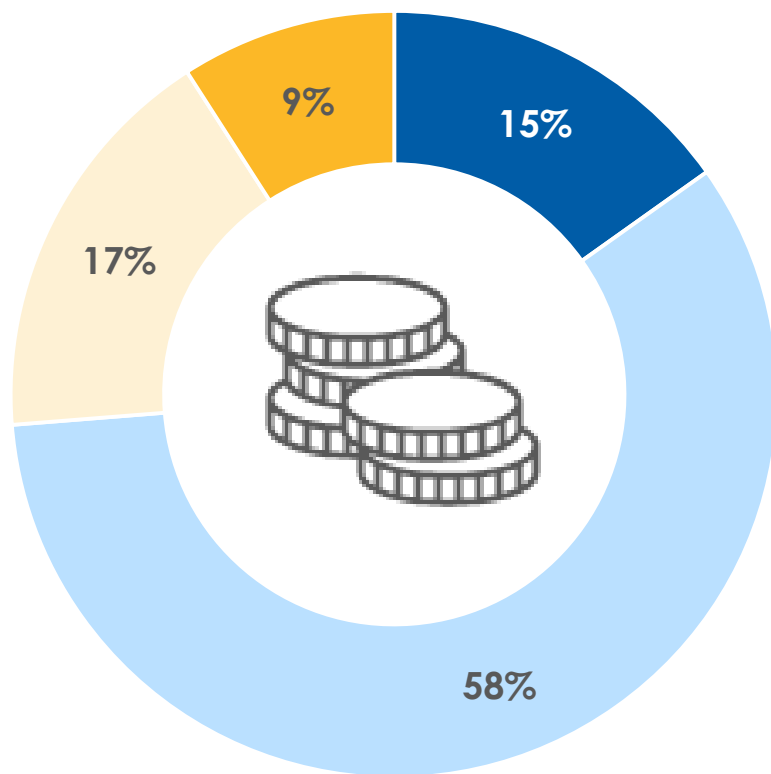
Base: All respondents (n=1,000)
 Q18. How can the City best communicate information to you?
 Note: Green and red indicate statistically significant differences (2022 vs. 2019)

<3% Data are not labelled

SPENDING AND TAXATION

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).



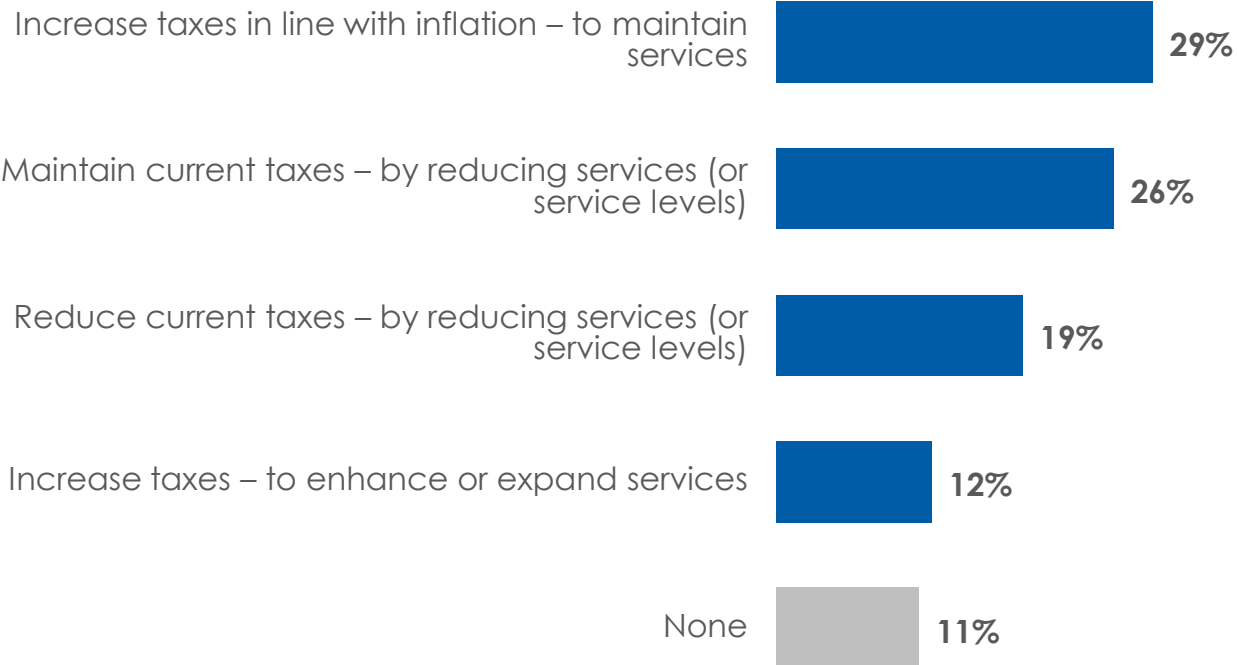
Base: All respondents (n=1,000)

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)

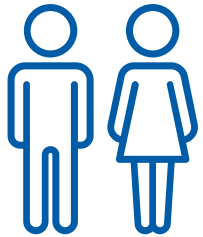
Q20. Property taxes are the primary funding source for City services. The cost of maintaining current service levels and infrastructure has increased, which means that the City must examine taxation and service delivery. Which of the following actions would you prefer the City of Brampton to pursue to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

DEMOGRAPHICS



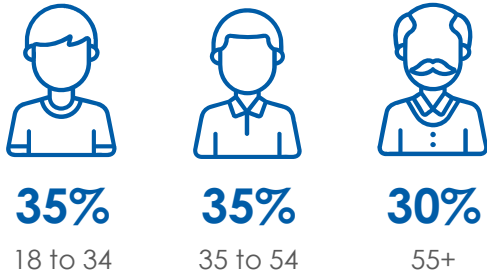
Demographics

GENDER

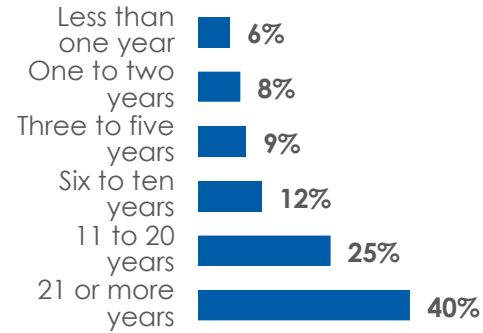


48% Male
49% Female
1% Other gender identity
1% Prefer not to answer

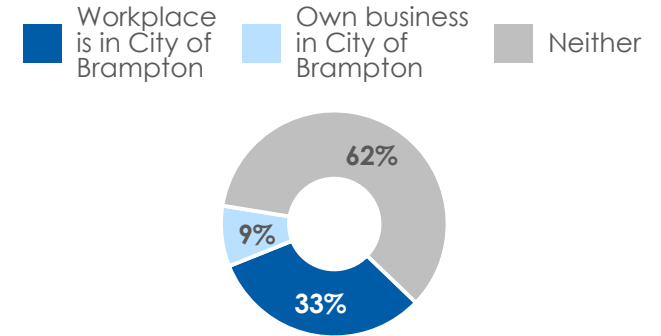
AGE



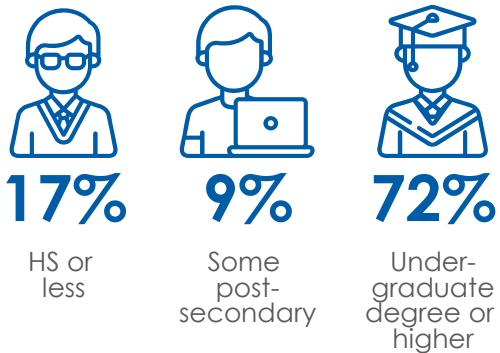
YEARS LIVED IN BRAMPTON



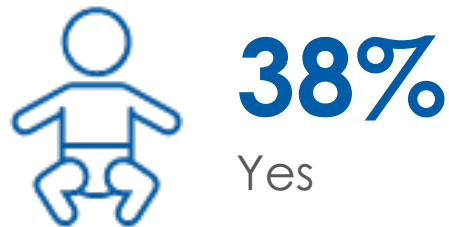
WORKPLACE



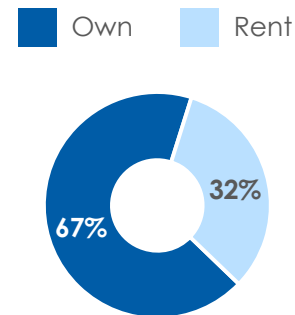
EDUCATION



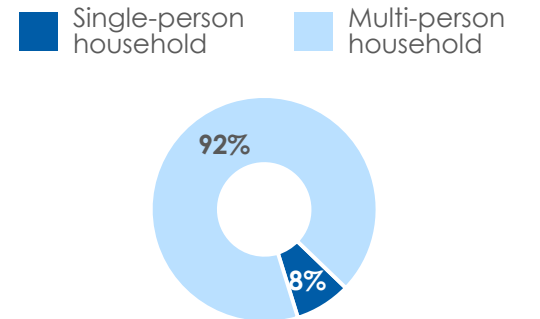
CHILDREN UNDER 18 IN HOUSE



OWN VS. RENT

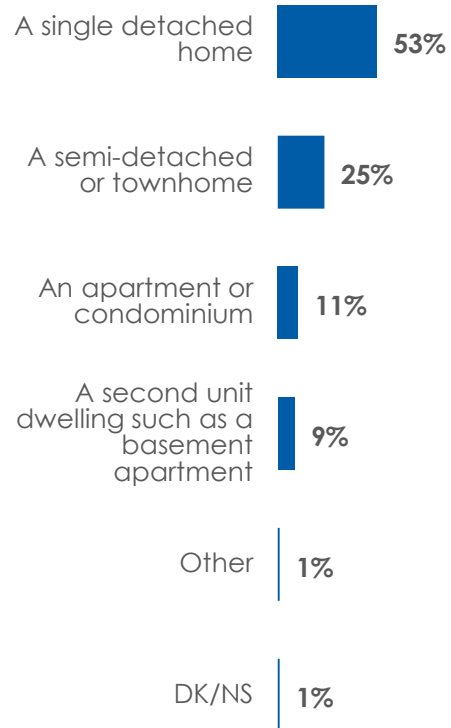


HOUSEHOLD COMPOSITION



Demographics (cont.)

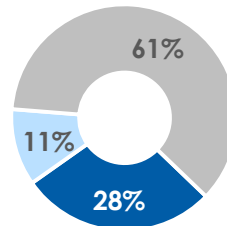
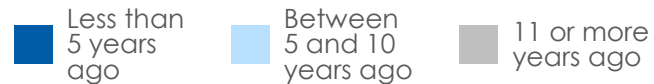
CURRENTLY LIVE IN...



BORN IN CANADA?

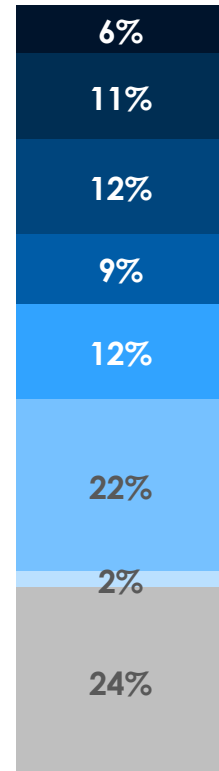


CAME TO CANADA...



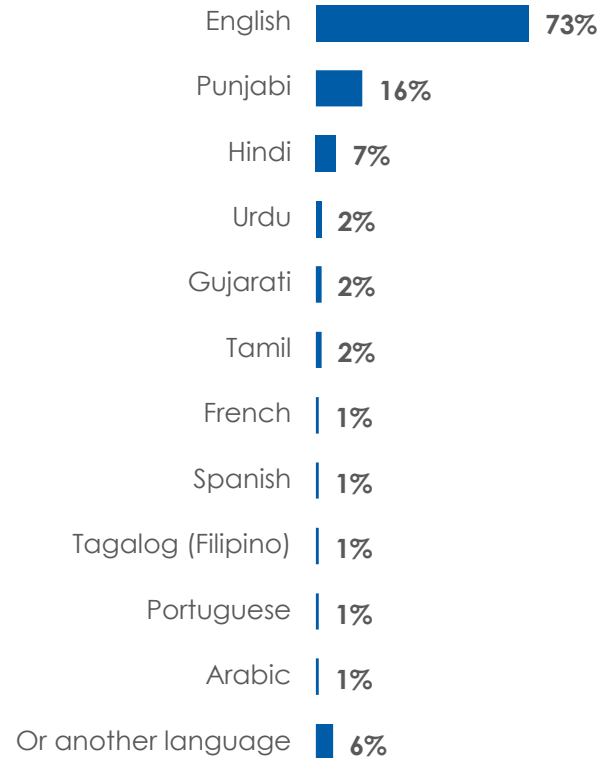
HOUSEHOLD INCOME

- Less than \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$250,000
- More than \$250,000
- Prefer not to say

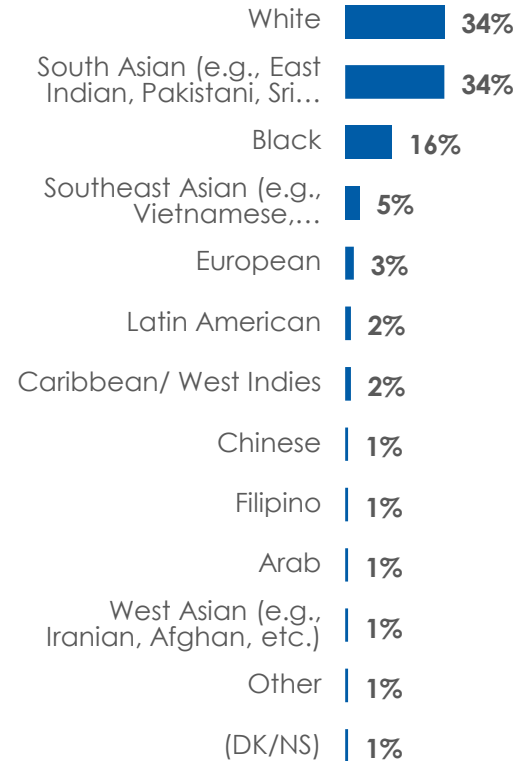


Demographics (cont.)

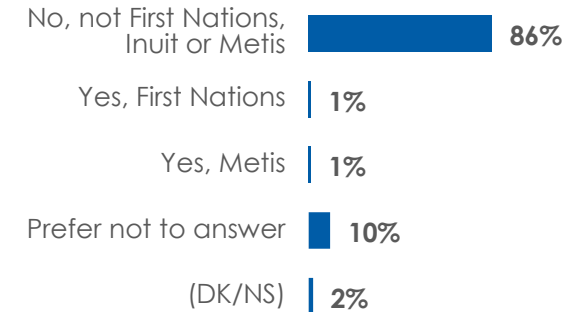
LANGUAGE SPOKEN AT HOME



ETHNIC OR CULTURAL ORIGINS



ANCESTRY



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Game Changers

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You act better when you are sure.

**THANK
YOU.**

