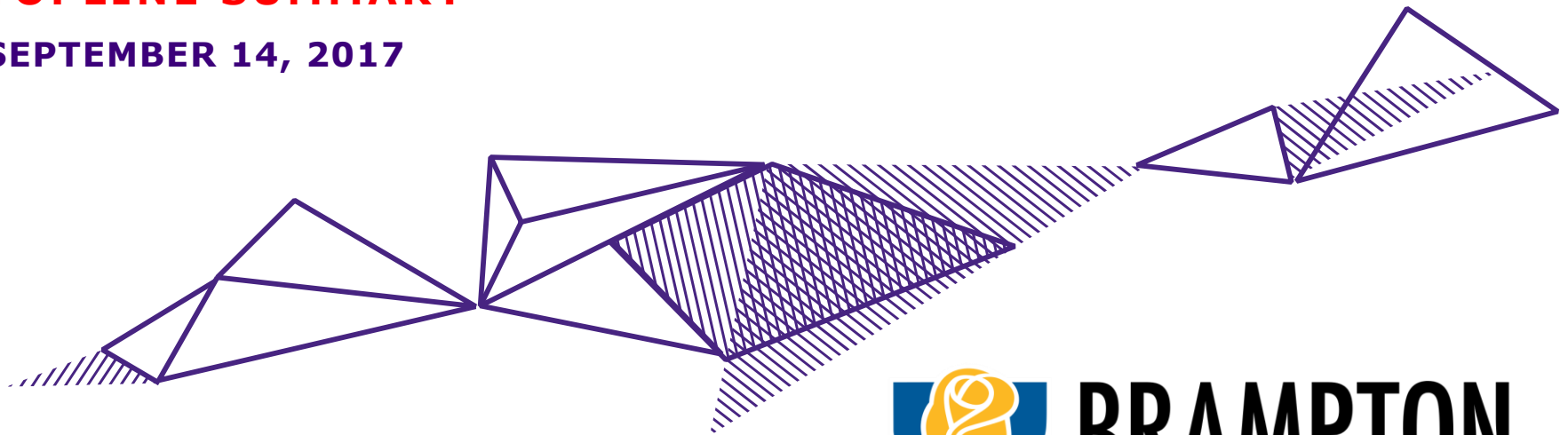


2017 Citizen Satisfaction Survey

CITY OF BRAMPTON
TOPLINE SUMMARY

SEPTEMBER 14, 2017



BRAMPTON
Flower City

INTRODUCTION AND METHODOLOGY

The City of Brampton commissioned Environics Research to conduct its biennial citizen satisfaction report. This study utilized an approach that allowed a broad cross-section of Brampton residents to participate in the survey, while at the same time ensuring that the sample is representative and reflects the known characteristics of the city's population.

This survey employed two methodologies to reach a total sample of n=1,599 Brampton residents:

- An online, English-language representative survey of n=645 members of an online access panel. This survey was available from June 28-July 26, 2017;
- A survey of n=954 Brampton residents who voluntarily completed the survey using a web link on the City's website. This survey was available in five languages (English, French, Portuguese, Punjabi and Urdu). This survey was available from July 6-26, 2017.

The final dataset was weighted by age, gender and ward to reflect the known characteristics of Brampton residents (based on StatsCan and City of Brampton population data).

Because this is a online sample of convenience, no margin of error can be ascribed, and results may not be considered to be statistically significant. For the purposes of comparison, the margin of error on a non-probability sample of n=1,599 is +/-2.45%, 19 times out of 20.

Results in this report may not add to exactly 100% due to rounding.

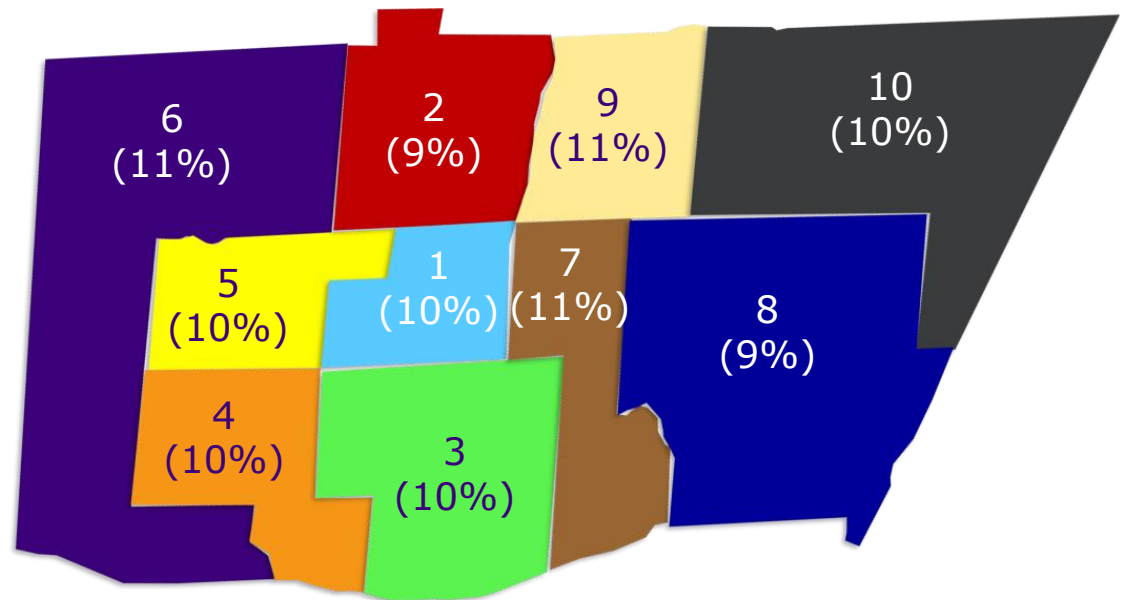
PROFILE OF RESPONDENTS WEIGHTED PROFILE

GENDER



Male	48%
Female	51%
Other	<1%

WARD



AGE DISTRIBUTION



18-34	35-49	50-64	65+
32%	29%	24%	15%

CHILDREN IN THE HOUSEHOLD



Yes	32%
No	68%

COUNTRY OF BIRTH



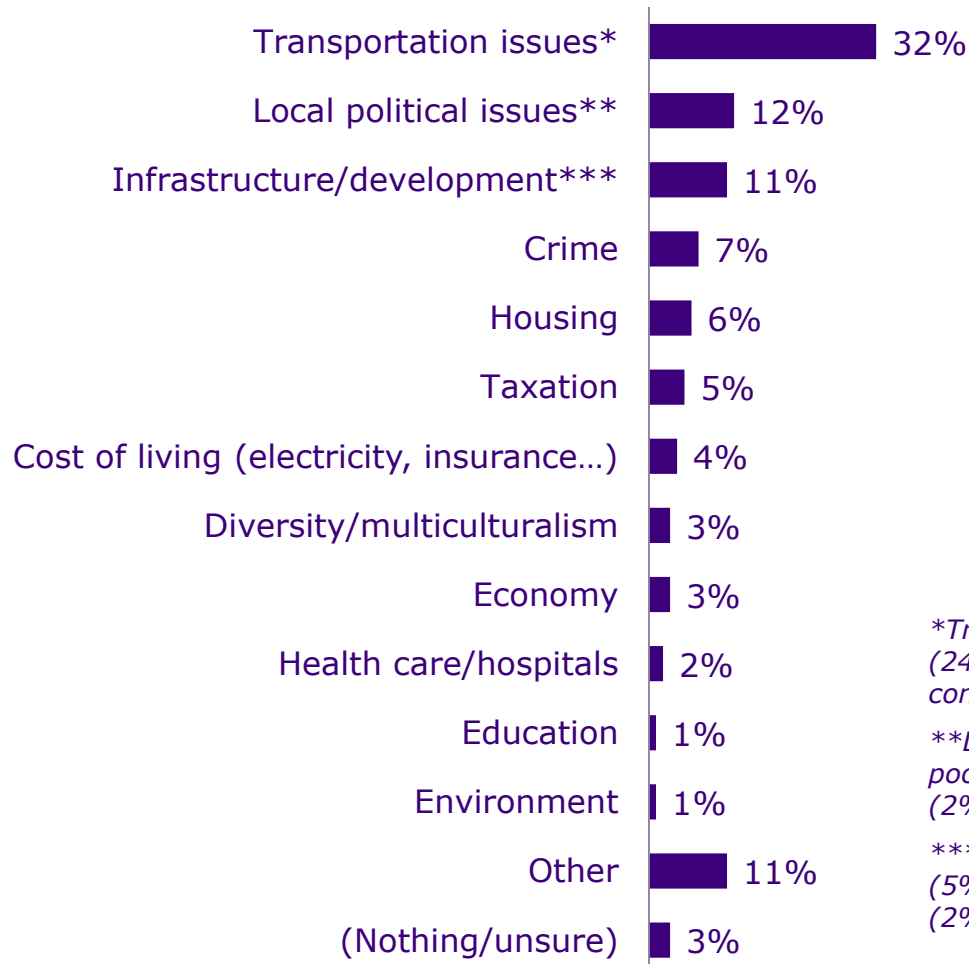
Canada	66%
Other	33%

IDENTITY GROUP

Visible minority	29%
Persons w/ a disability	8%
Indigenous	2%
LGBTQ*	5%

MOST IMPORTANT ISSUE

Q1. What, in your opinion, is the single most important local problem facing Brampton today?

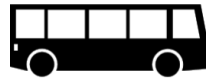


*Transportation includes traffic congestion/roads/drivers (24%), public transit (5%) and road conditions/maintenance (3%).

**Local political issues includes the mayor/council (5%), poor government/infighting (4%), fiscal management (2%) and accountability/transparency (1%).

***Infrastructure/development includes over-population (5%), infrastructure (3%), over-construction/urban sprawl (2%), and growth management/development (2%).

MOST IMPORTANT ISSUE EXAMPLES OF VERBATIM RESPONSES



Transportation (32%)

"Traffic due to population growth and insufficient infrastructure."

"Too many cars on the road driving too fast."

"Lack of public transit, not only within Brampton but in terms of links to the rest of the GTA."



Local Political Issues (12%)

"Disconnect between city council and local population."

"Lack of cooperation and transparency in city council. Too many administrative layers."

"The way government is using our tax dollars."



Development/ Infrastructure (11%)

"The explosive growth of new construction and the need to be able to keep up with the infrastructure needs for this growth."

"Rental units in private homes. Which leads to overcrowding and rundown neighbourhoods."



Crime (7%)

"Crime. Especially violent crimes which include gun violence and home robberies."

"We don't have enough police for the size of the city and some just don't do anything when contacted.."

Q1 What, in your opinion, is the single most important local problem facing Brampton today?

MOST APPEALING THINGS ABOUT BRAMPTON

Q2. What, in your opinion, would you say are the most appealing things about Brampton?

Top 15 Responses



MOST APPEALING THINGS

EXAMPLES OF VERBATIM RESPONSES

Parks/open spaces

"The multitude of parks and green space."

"The downtown core. Gage Park, the market, restaurants, free entertainment."

Location/Proximity

"Closeness to the airport and downtown TO."

"Suburb of Toronto so close to the metropolis while still having the perks of a suburb."

Diversity

"Multicultural city."

"Diversity of the population makes it an interesting place to live."

Beautification/Flower City

"Appearance (Flower City branding is something I still hold onto)."

Facilities/programs

"Access to family activities like Rec centres, rinks and parks."

Affordability

"Housing cost in relation to other neighbouring municipalities."

Shopping/retail/restaurants/events

"Downtown Brampton events."

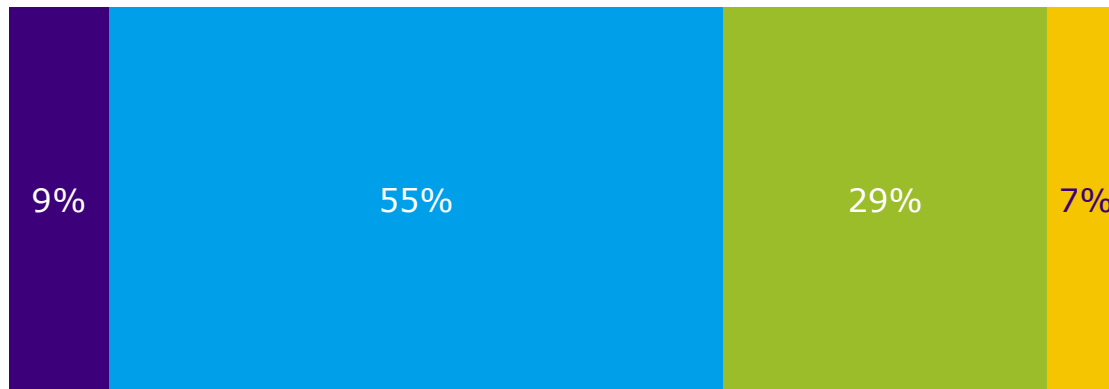
"The city provides lots of family friendly activities."

"Plenty of Shopping variety."

Q2 What, in your opinion, would you say are the most appealing things about Brampton?

QUALITY OF LIFE ASSESSMENT

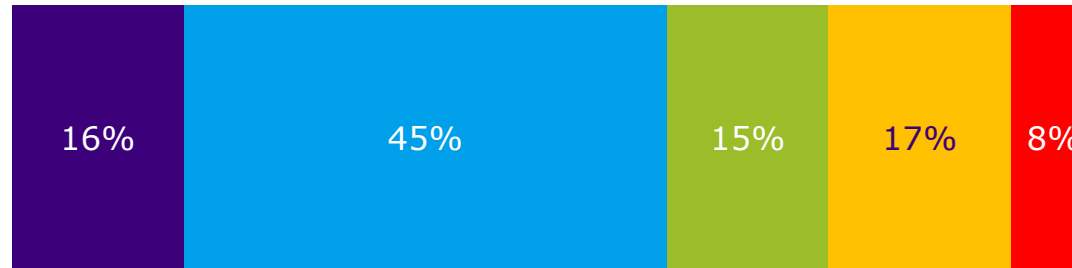
Q3. Overall, how would you rate the quality of life in Brampton today?



■ Excellent ■ Good ■ Fair ■ Poor

SATISFACTION WITH BRAMPTON AS PLACE TO LIVE

Q4. And how satisfied or dissatisfied are you with the City of Brampton as a place to live?



■ Very satisfied

■ Somewhat satisfied

■ Neither satisfied/dissatisfied

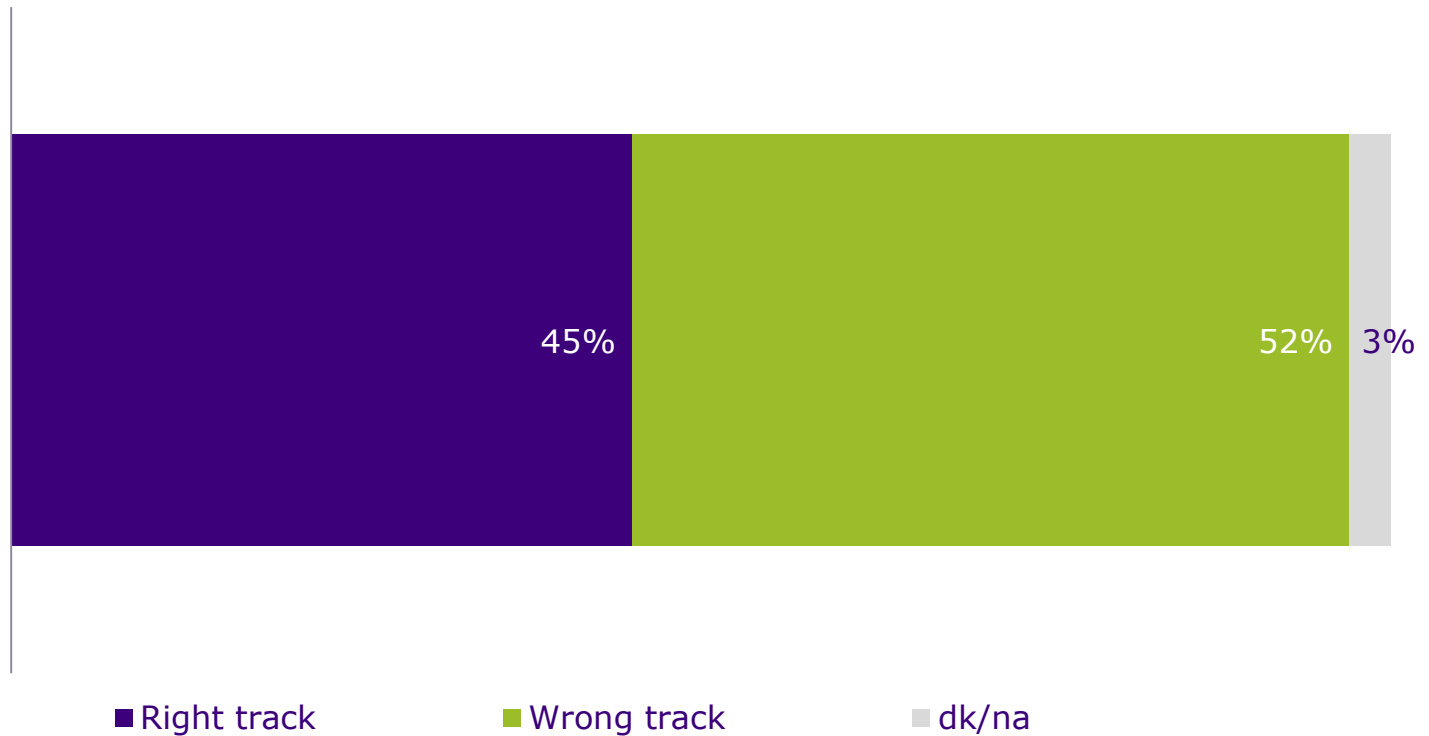
■ Somewhat dissatisfied

■ Very dissatisfied

**Top-2 includes those who are very or somewhat satisfied*

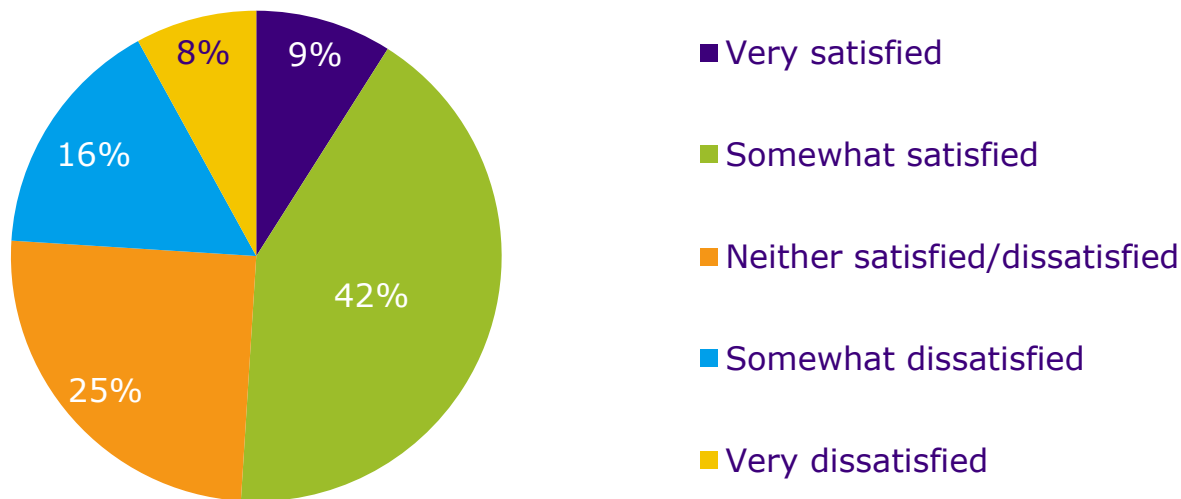
DIRECTION OF THE CITY

Q4B. Would you say that the City of Brampton is on the right track or the wrong track in addressing the issues facing your community?



SATISFACTION WITH CITY SERVICES

Q5. Please rate your overall satisfaction with the services delivered by the City of Brampton using the 5-point scale below:



EVALUATION OF CITY SERVICES

Q6. Please rate your satisfaction with the following services delivered by the City of Brampton using the 5-point scale below:



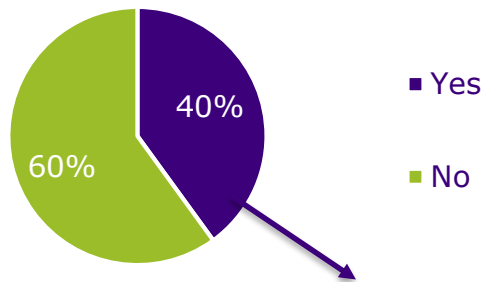
Percentages above include those who are very/somewhat satisfied (4-5 on 5-point scale)

PUBLIC TRANSIT USAGE/SATISFACTION

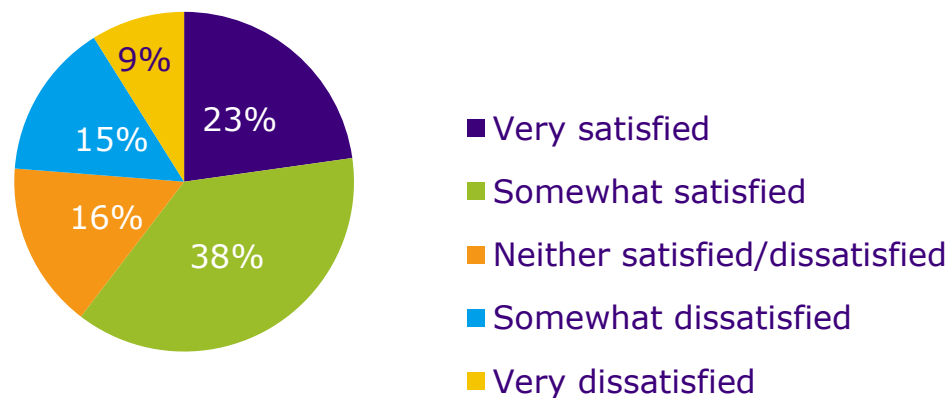
Q7. Do you use public transit?

Q8. Please rate your satisfaction with Brampton Transit (including Züm) using the 5-point scale below.

Usage of Public Transit

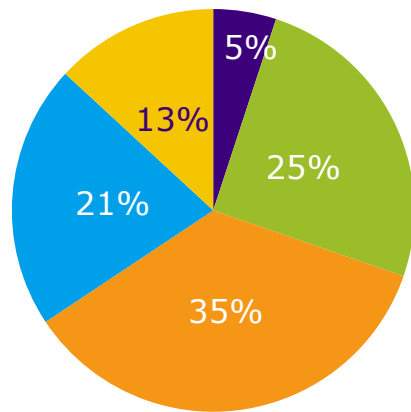


Satisfaction with Brampton Transit/Züm (Base: Public transit users, n=622)



SATISFACTION WITH ECONOMIC DEVELOPMENT

9. Please indicate how satisfied are you with the way the City of Brampton attracts and retains businesses and jobs in Brampton using the 5-point scale below:



- Very satisfied
- Somewhat satisfied
- Neither satisfied/dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

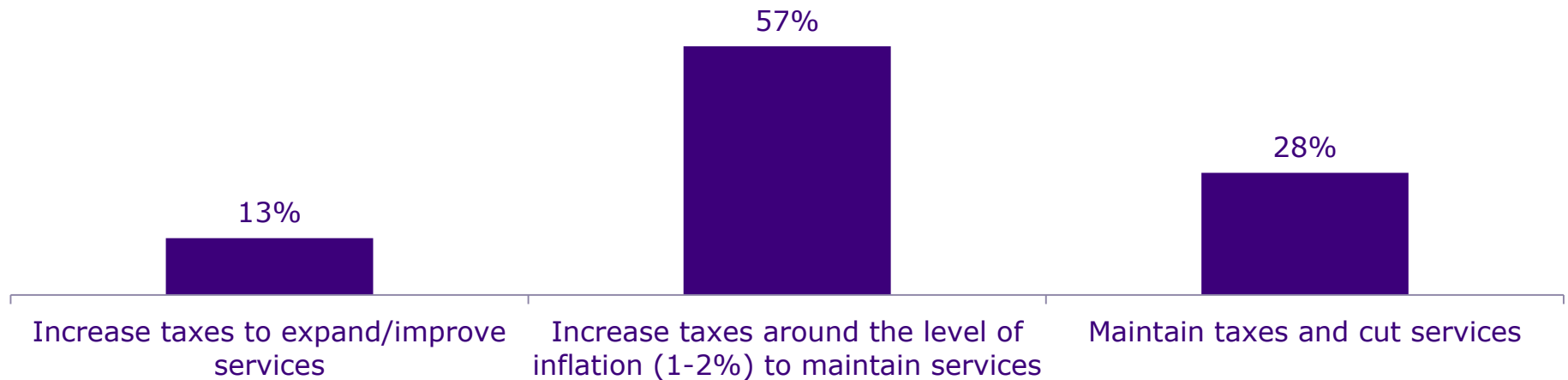
PERCEIVED VALUE FOR TAX DOLLARS

Q10. Thinking about all the programs and services you receive from the City of Brampton/your municipality, would you say that, overall, you receive very good, fairly good, fairly poor or very poor value for your tax dollars?



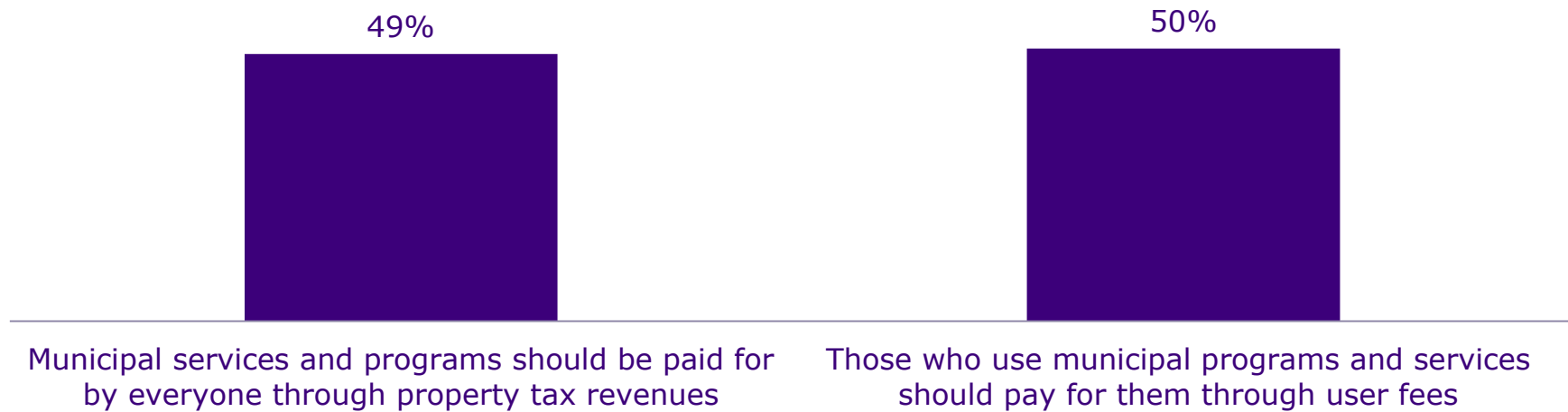
TAX INCREASE PREFERENCES

Q11. Local governments must balance the cost of delivering services with taxation. Which of the following options would you most prefer in Brampton?



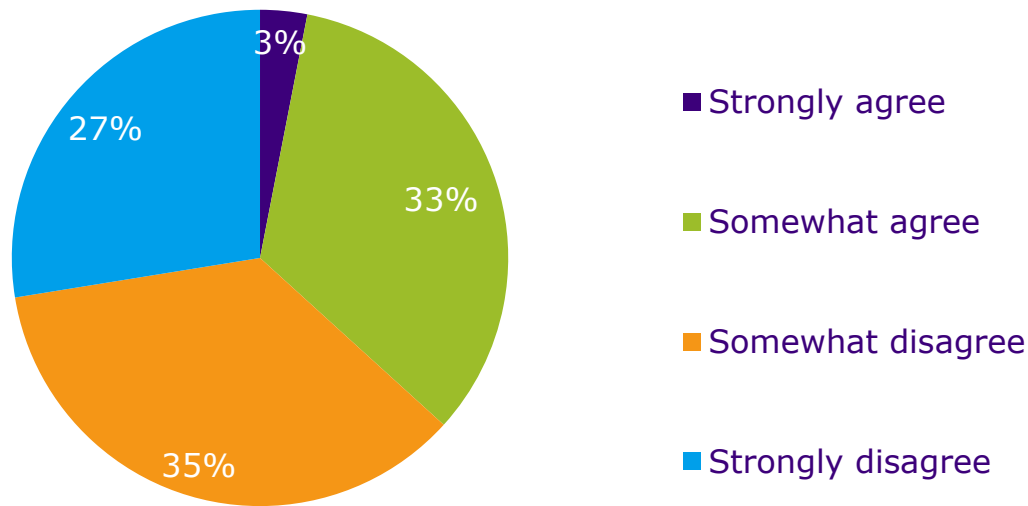
TAXES VS. USER FEES

Q12. Which of the following statements is closer to your own opinion?



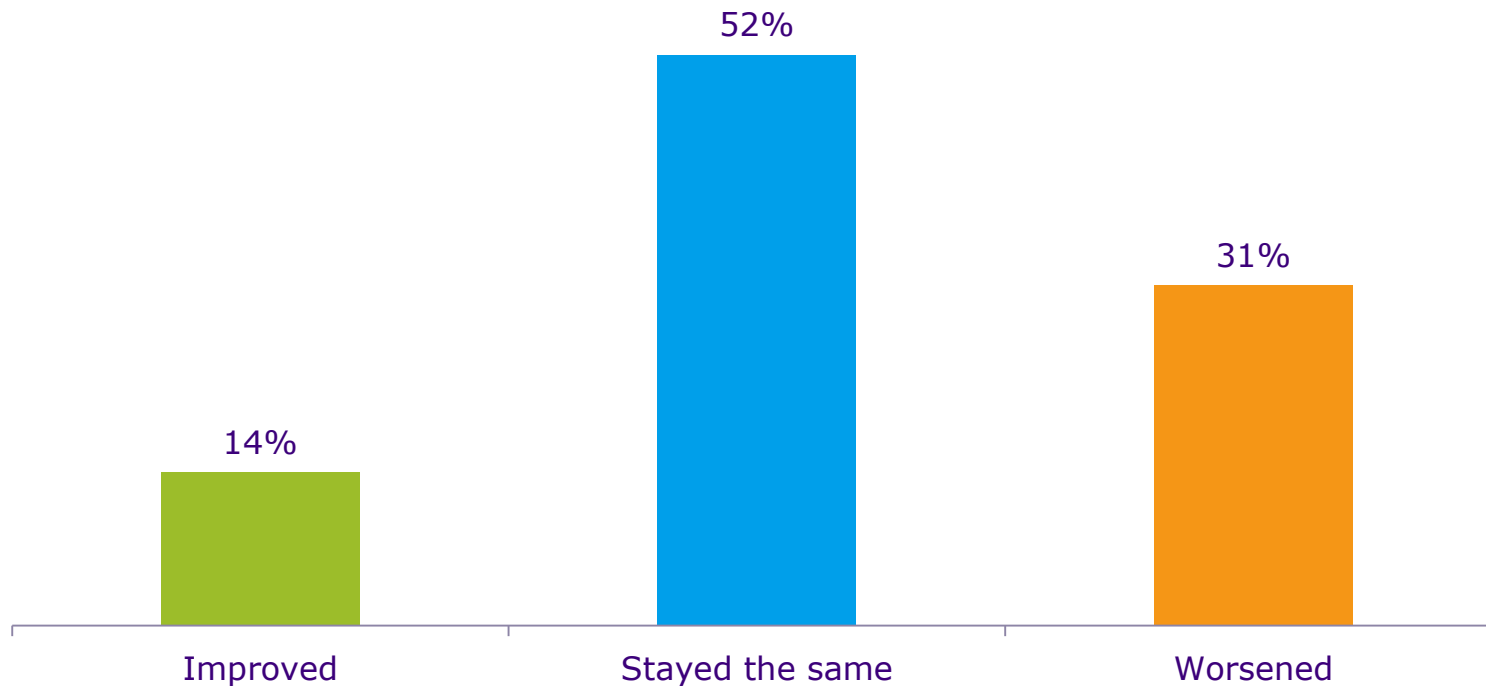
PERCEPTIONS OF HOW THE CITY SPENDS

Q13. To what extent do you agree or disagree that the City of Brampton is efficient in its management of tax dollars?



CITY'S ABILITY TO MANAGE SPENDING

Q14. In the last two years, has the City of Brampton's ability to manage spending improved, stayed the same or worsened?

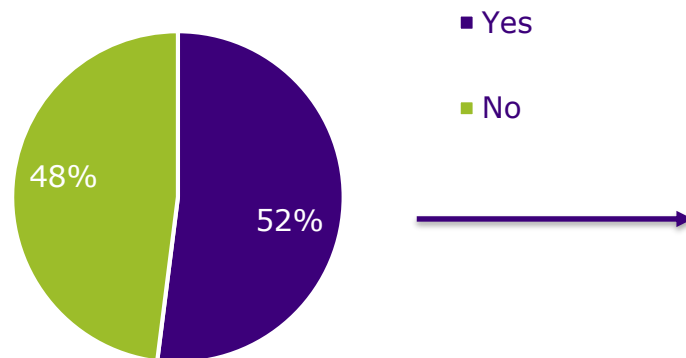


SERVICE INTERACTION

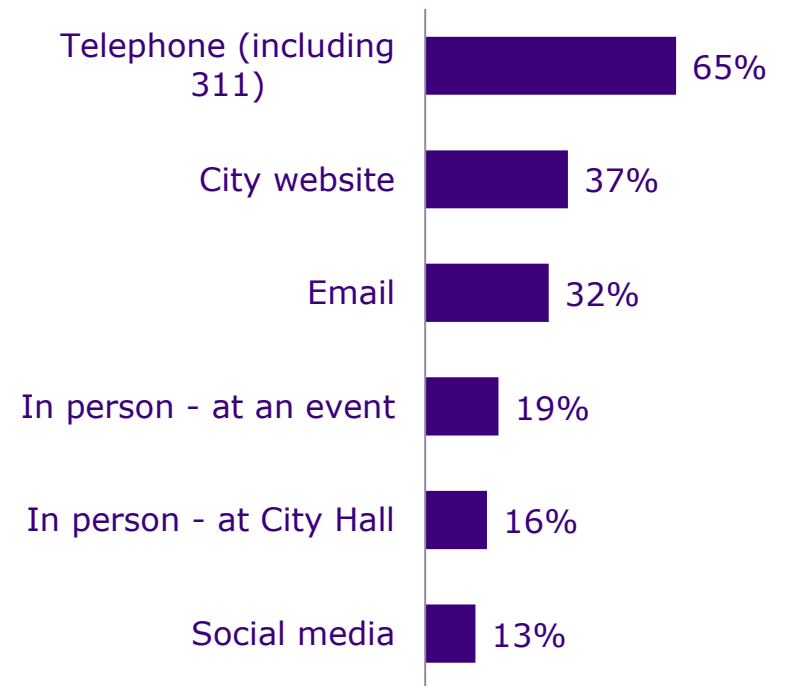
Q15. Within the past 12 months, have you personally contacted the City of Brampton for information or for a service?

Q16. Which of the following methods have you used in the past 12 months to contact the City?

**Accessed Services
(All respondents)**



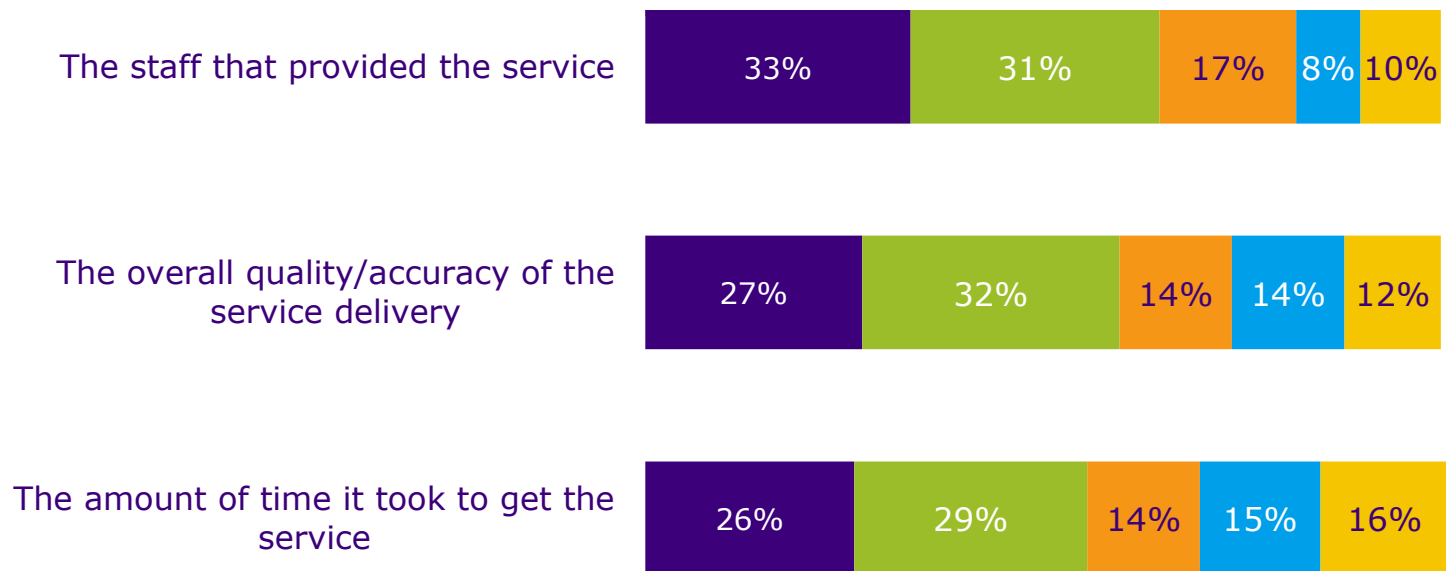
**Method used to access service
(Base: Those who contacted
City, n=852)**



SATISFACTION WITH SERVICES

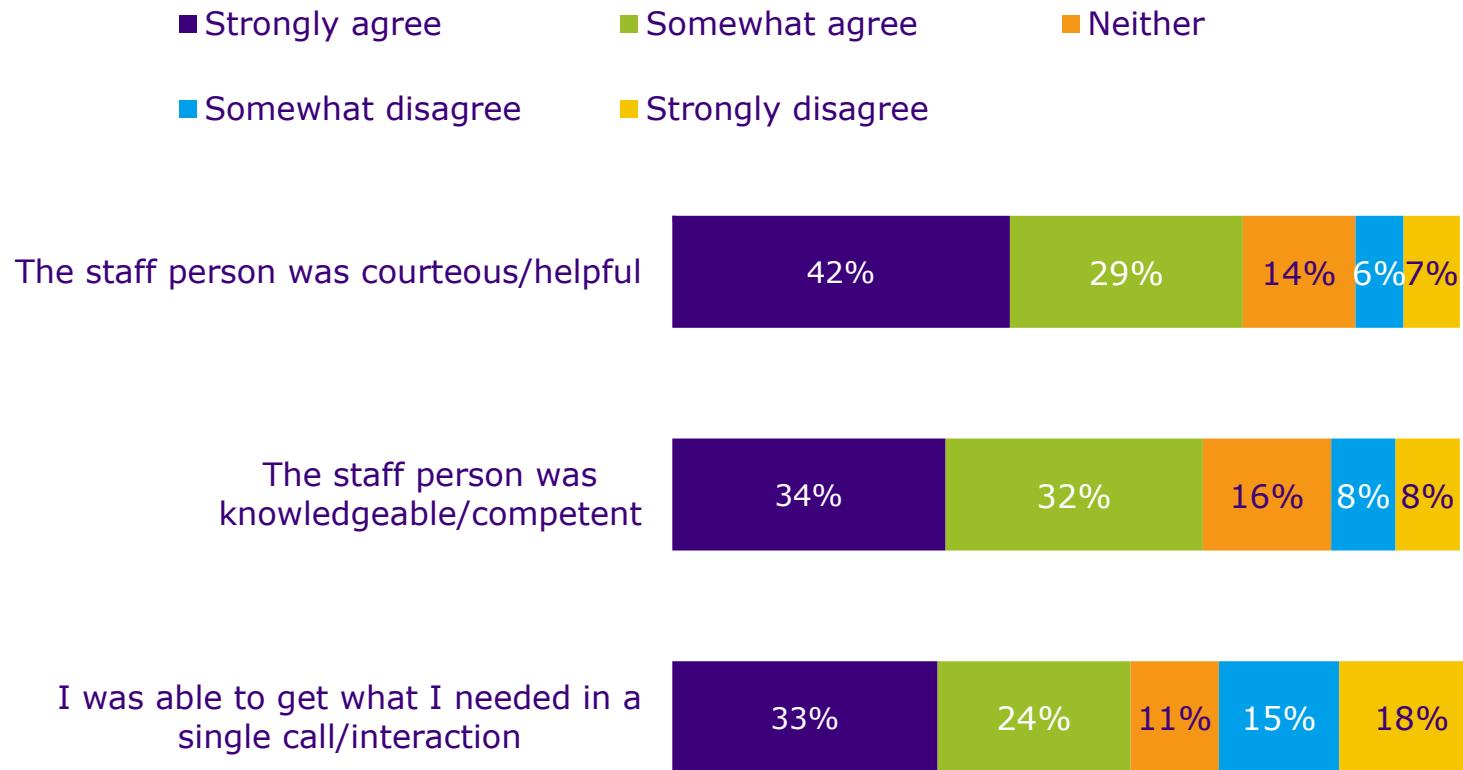
Q17. Thinking about your most recent interaction with the City, how satisfied are you with each of the following? (Base: Those who contacted the City, n=852)

- Very satisfied
- Somewhat satisfied
- Neither
- Somewhat dissatisfied
- Very dissatisfied



PERCEPTIONS OF SERVICES RECEIVED

Q18. Still thinking about your most recent interaction with the City, please rate your level of agreement with the following statements about your experience: (Base: Those who contacted the City, n=852)

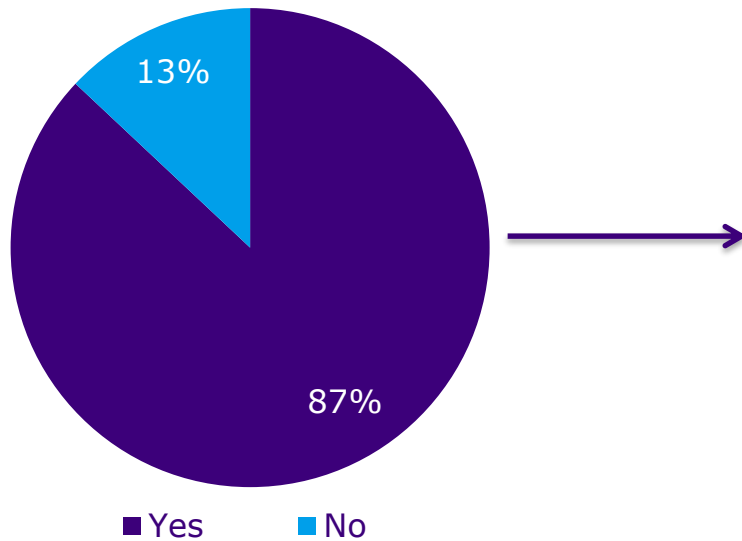


WEBSITE USAGE

Q20. Have you ever used the City of Brampton's website?

Q21. For which of the following reasons have you ever used the City of Brampton website?

**Used City website
(All respondents)**

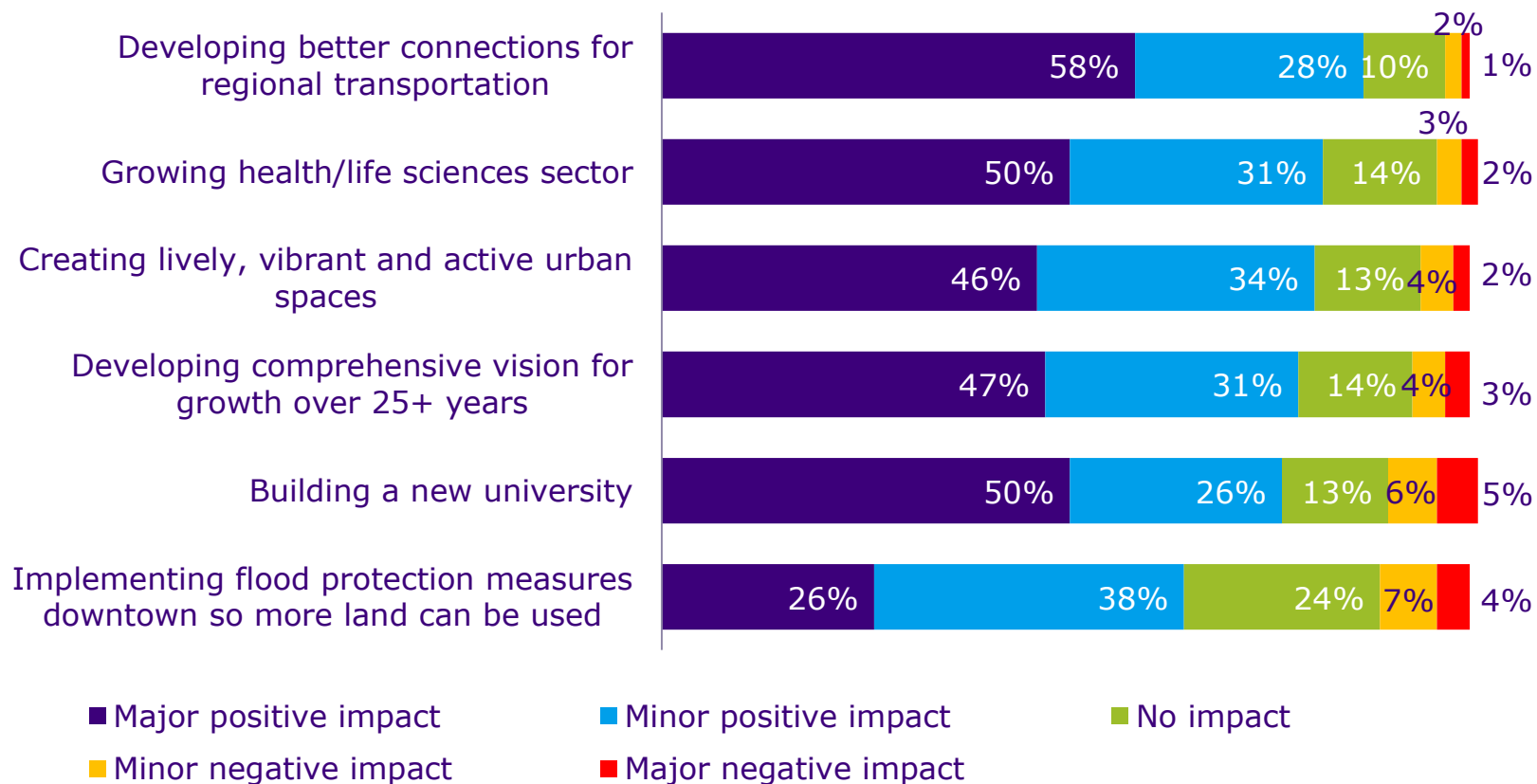


**Reasons for using City website
(Base: Website users, n=1,390)**



STRATEGIC PLAN PRIORITIES

Q19. The City of Brampton’s 2016-2018 Strategic Plan focuses on 6 key priorities. To what extent do you think each of the following will have an impact on Brampton? Please indicate if you think this idea will have a major positive impact, a minor positive impact, no impact, a minor negative impact or a major negative impact:



**FOR FURTHER INFORMATION
OR QUESTIONS, CONTACT:**



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