OAKVILLE

Citizen Satisfaction Survey

Quantitative Report

February 2022

FORUM RESEARCH

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OAKVILLE

INTRODUCTION

METHODOLOGY

Method	CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview)
Criteria for Participation	Residents of Oakville who are 18 years of age or older
Sample Size	CATI: n = 811 / CAWI: n = 990
Average Length	CATI: 27 min / CAWI: 18 min
Margin of Error	CATI: ±2.93% / CAWI: ±2.65%
Fieldwork Dates	Jan. 24 – Feb. 06, 2022
Additional Notes	CATI sample was drawn using random digit dialing (RDD) among Town of Oakville residents and a mix of landline and cell phone sample was used (59% cellphone / 41% landline). CATI results throughout this report have been statistically weighted by age to ensure that the sample reflects the target population according to 2016 Census data. Results have been weighted by age only as the sample closely matched other demographic variables. CAWI data was collected through an open link hosted on the Town of Oakville's website. The sample from CAWI consist of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all having computer access and internet connection. Due to this fact, CAWI data is reported separately as it is affected by self-selection bias and cannot be representative of Oakville demographics.

RESEARCH OBJECTIVES

- Forum Research Inc. is pleased to present the Town of Oakville with the results of the 2022 Citizen Satisfaction Survey.
- Specific areas explored in the research include (but are not limited to):
  - Satisfaction with the government of the Town of Oakville, overall livability of the Town, top-of-mind issues in need of attention;
  - Perceptions of Town attributes and services, including satisfaction and drivers of satisfaction;
  - Prioritization of the issues and initiatives the Town should address in the future;
  - Perceptions of value for tax dollar and views towards property tax, user fees, and overall budget decisions;
  - Preferred communication needs and interaction with the Town.

REPORTING CONSIDERATIONS

TOP2 / BTM2 and TOP4 / BTM4

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., *“What are the qualities or features of the Town of Oakville that make it livable?”),* it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

REPORTING CONSIDERATIONS

OAKVILLE

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been shown in demographic breakout slides.

Denotes the percentage which is **significantly highest** (at the 95% confidence level) within one demographic subgroup.

Denotes the percentage which is **significantly lowest** (at the 95% confidence level) within one demographic subgroup.

85%
B

Denotes the percentage which is **significantly higher** than the segment with the corresponding letter. Each segment is denoted with letters (e.g., A, B, C, etc.). If the letter "A" appears under the response of a certain segment, this indicates that the response of that segment is significantly higher than the response of the segment denoted with the letter "A".

Please note that statistical differences have been indicated where they exist.

Benchmark Data

Comparisons to other municipalities have been included where possible.

Tracking Data

Tracking data has been included where possible. Please note that data prior to 2022 comes from surveys conducted by another vendor. Caution should be used in comparing 2022 data with the previous surveys.

KEY FINDINGS

Key Findings

LIVABILITY

Overall perceptions of livability remained strong in 2022

- The majority of residents (74%) agree that Oakville is a better place to live than most areas of the GTA. Further analysis indicates that residents are more likely to say they would recommend the Town as a place to live than say they would not. *Slides 17, 20, 21*

Residents continue to feel positive about the local government and quality of life in Oakville, though affordable housing is an increasing concern

- A vast majority (TOP2: 80%) continue to feel positive about the Government of the Town of Oakville in 2022. *Slide 15*
- 51% said the quality of life in Oakville has stayed the same in the last 3 years, and 11% said it has become better. *Slide 25*
- When asked what the most important issue facing the Town of Oakville is, the plurality said *affordable housing* (19%), followed by *urban sprawl/rapid development* (16%), and *Covid-19* (14%). Compared to previous surveys, there has been a sharp increase in affordable housing (+12%), while *traffic/congestion*, which was the top issue in 2019, decreased (-7%). *Slide 29*
- Although Covid-19 has been one of the top-of-mind issues for residents, nearly 8 in 10 (78%) expressed that they were satisfied with how the Town adapted its services in response to the Covid-19 pandemic. *Slide 30*

Key Findings

SATISFACTION WITH THE TOWN ATTRIBUTES AND SERVICES

Residents continue to express high levels of satisfaction with the Town's services and attributes…

- The vast majority of residents (TOP2: 93%) expressed a high-level of overall satisfaction with the quality of services provided by the Town. *Slide 35*
- The specific services residents were most satisfied with were *parks and green spaces* (TOP2: 93%) and *harbours and waterfront areas* (TOP2: 90%). Although *availability of parking* (TOP2: 71%) and *public transit* (TOP2: 61%) were the services that residents were least satisfied with, the 2022 score for parking remained the same while the score for public transit increased (+2%) compared to 2019. *Slides 37-38*
- When asked about their satisfaction with the Town attributes, nearly all residents said they were satisfied with a *feeling of being safe in their neighbourhood* (TOP2: 95%) and *the overall appearance of their community* (TOP2: 92%). *Slide 33*

…but there is room for improvement

- An analysis was done to determine how a specific service impacted and contributed to residents' overall service satisfaction levels. *Slides 40-41*
  - Findings from this analysis found 2 primary areas of improvement for the Town: *Availability of online services* and *Public transit*.
  - In addition, 3 services positioned in the primary areas for maintenance, but very close to primary areas for improvement, may require special attention in the long-term: *Recreation programs*; *Arts, heritage and culture offerings and venues*; and *Town roads and sidewalks*.

Key Findings

PRIORITIES AND PLANNING

Residents' priorities are vast when it comes to determining where the Town should allocate current budget funding

- Top priorities included:
  - *Protecting and maintaining parks, trails and green spaces* (20%) when thinking about climate change. *Slide 43*
  - *Attracting new companies to Oakville* (12%) when thinking about economic growth. *Slide 44*
  - *Offering park space for unstructured use* (22%) when thinking about parks amenities and recreation programs. *Slide 45*
  - *Adding and widening roads and bridges* (17%) and *increasing the frequency of public transit* (16%) when thinking about ease of travelling within Oakville. *Slide 47*
  - *Ensuring open and accountable government decision-making* (15%) when thinking about governing and managing the Town. *Slide 48*
  - *Protecting the character of existing neighbourhoods* (21%) when thinking about controlling rate and type of growth in Oakville. *Slide 49*

Key Findings

TAXATION

Residents receive good value for their tax dollars, and would increase taxes though user fees in order to maintain service levels or add new services and facilities

- Considering the programs and services provided by the Town, most residents (TOP2: 85%) said they receive good value for their tax dollars. *Slide 51*
- When asked about their preference for an increase or decrease in taxes or user fees, about 6 in 10 (62%) opted for an increase in order to maintain service levels or add new services and facilities. Compared to previous survey, slightly more residents preferred an increase in taxes or user fees (from 59% to 62%). Of these residents, another 6 in 10 (62%) preferred an increase to user fees, whereas a quarter (24%) preferred an increase to property taxes. *Slide 54*

INFORMATION AND SERVICE USAGE

The Town's website is the platform that residents have interacted with most over the past 12 months, and is the most common source they turn to when seeking information

- Residents have interacted with the Town through the Town's website (61%), by telephone (39%), and through email (35%) within the past 12 months. When looking to find information about the Town, residents are most likely to find the information they seek through the Town's website (58%). *Slides 56, 64*
- Of those who have used the Town's website, 9 in 10 (89%) were satisfied with it. While most did not experience any barriers while visiting or interacting with the Town's website (59%), the top barrier experienced surrounded difficulty navigating or not being able to find what they're looking for (27%). *Slide 63*
- Common reasons for residents' most recent interaction (regardless of method) were to find information (16%) or to request a service or permit (12%), and they were satisfied with the service the received (TOP2: 85%). About 9 in 10 agreed that the information from the Town was easy to understand (TOP2: 89%) and that employees were respectful (TOP2: 89%). *Slides 58-59, 61*

OAKVILLE

DETAILED FINDINGS

OAKVILLE

1. LIVABILITY

Satisfaction with the Government of the Town of Oakville

8 in 10 residents (TOP2: 80%) are satisfied with the Government of the Town of Oakville. TOP2 satisfaction level remained stable over the last three waves.

*Visual excludes "don't know"

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Government of the Town of Oakville - Demographic Breakouts

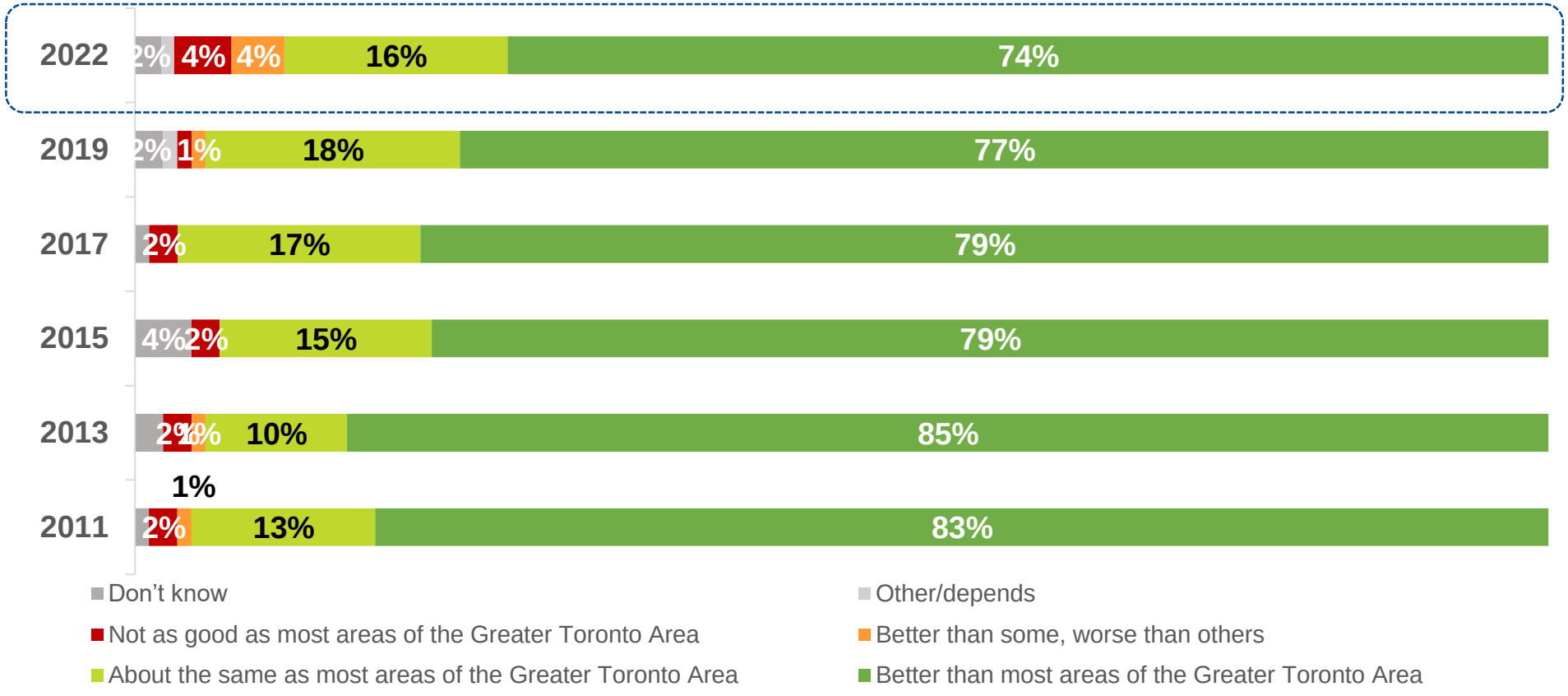
	Total	**18-34**	**35-54**	**55+**	**Working**	**Student**	**Unemployed**	**Retired**	**Having disability**	**No disability**
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**
n =	**811**	155	236	410	484	25	32	256	62	732
TOP2 Satisfied	**80%**	85%	77%	81%	79%	75%	76%	85%	53%	82%
		B						D		

85%	**Letter denotes significantly higher percentage than the segment with the corresponding letter**
B	

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

Livability in Oakville compared to rest of GTA

Three quarters of residents (74%) think that Oakville is better than most areas of the GTA in terms of livability.



Q4. Thinking about Oakville as a place to live, would you say that the degree of livability in Oakville is generally...
Framework: All Respondents (CATI)
Sample size: n = 811

Livability in Oakville compared to rest of GTA
Demographic Breakouts

		$												
	Total	$30K or less	$30K-$70K	$70K-$125K	$125K+	Elem./ Some H.S./ Comp. H.S.	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.	Working	Student	Unemployed	Retired
		A	B	C	D	E	F	G	H	I	J	K	L	M
n =	**811**	40	104	182	305	97	51	130	366	157	484	25	32	256
Better than most areas of the GTA	**74%**	42%	67%	77%	78%	66%	71%	66%	78%	76%	73%	85%	56%	77%
					B				E G			L		L

	Total	Own a house	Rent a house	WARD 1	WARD 2	WARD 3	WARD 4	WARD 5	WARD 6	WARD 7
		A	B	D	E	F	G	H	I	J
n =	811	655	129	121	134	116	153	146	101	40
Better than most areas of the GTA	**74%**	77%	60%	74%	64%	78%	79%	74%	69%	76%
						E	E			

Denotes significantly highest percentage within subgroups

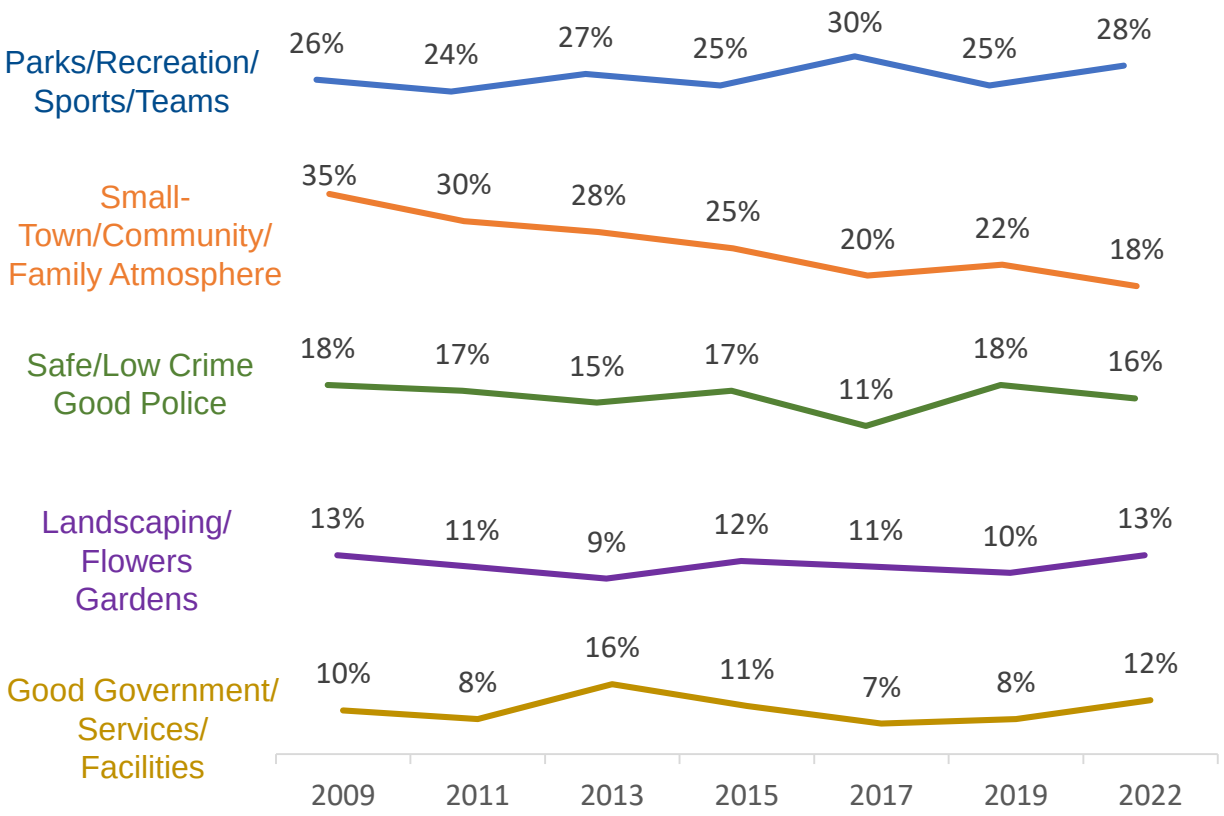
Denotes significantly lowest percentage within subgroups

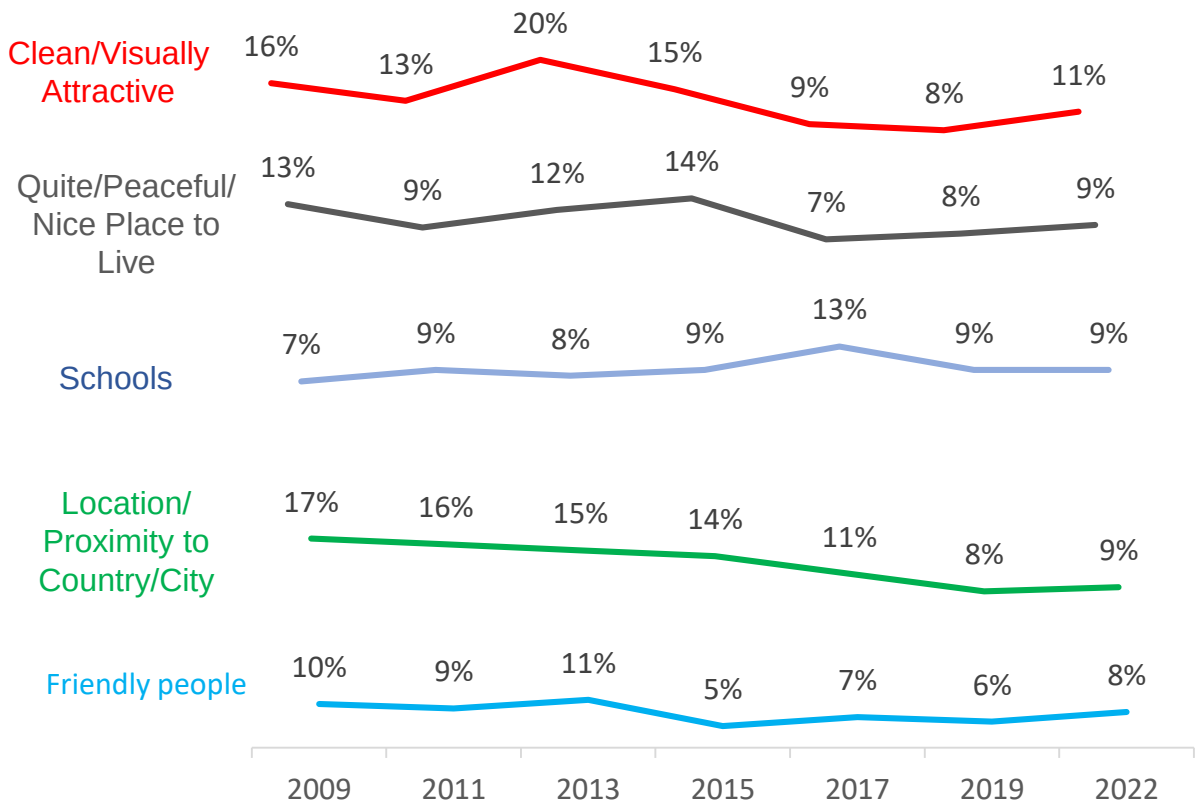
28% / C — Letter denotes significantly higher percentage than the segment with the corresponding letter

Q4. Thinking about Oakville as a place to live, would you say that the degree of livability in Oakville is generally...
Framework: All Respondents (CATI)
Sample size: n = 811

Qualities that Make Oakville Livable - Top 10

Parks/recreation/sports/teams has been the top quality which makes Oakville livable, followed by small town/community/family atmosphere and safe/low crime/good police.



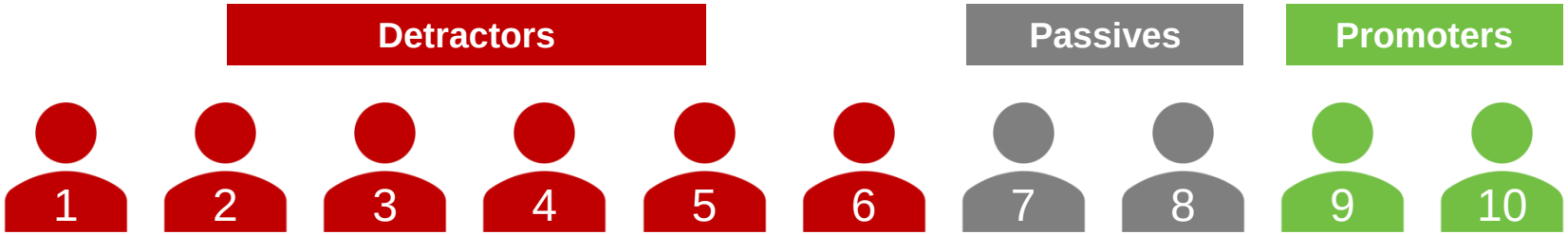


Q3. What are the qualities or features of the Town of Oakville that make it livable? [Do not read, accept 3 mentions]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual excludes “don’t know”

Net Promoter Score (NPS) Analysis

Net Promoter Score = Promoters – Detractors

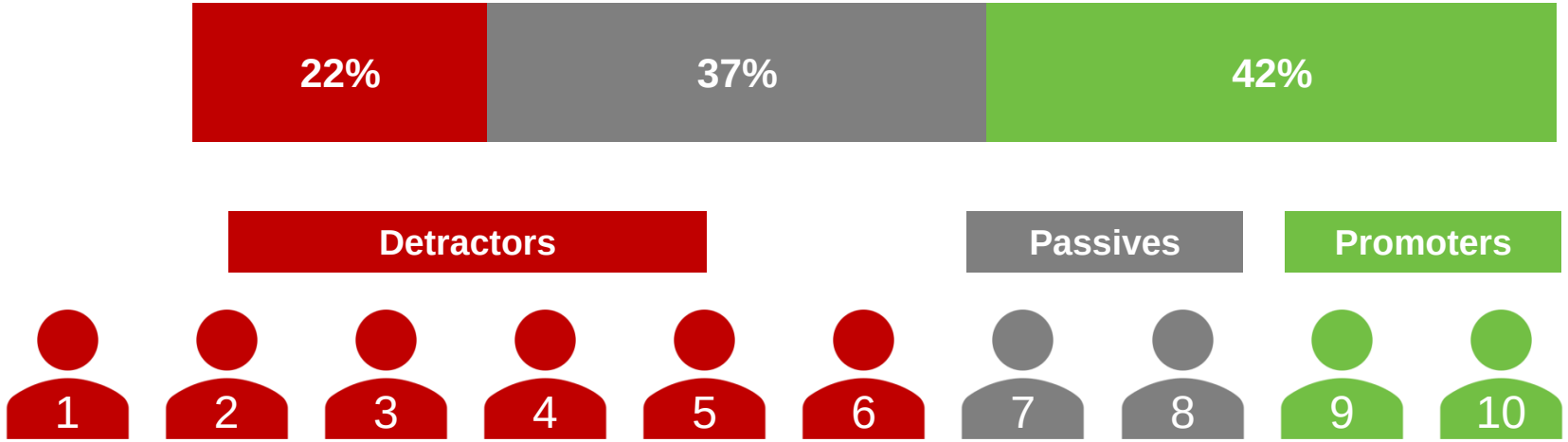


Question: *How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.*

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Oakville. The NPS was measured by asking residents to rate their likelihood of recommending Oakville as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Oakville.
- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Oakville.

Recommending the Town of Oakville
Net Promoter Score (NPS) Analysis

A positive NPS of 20 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not.

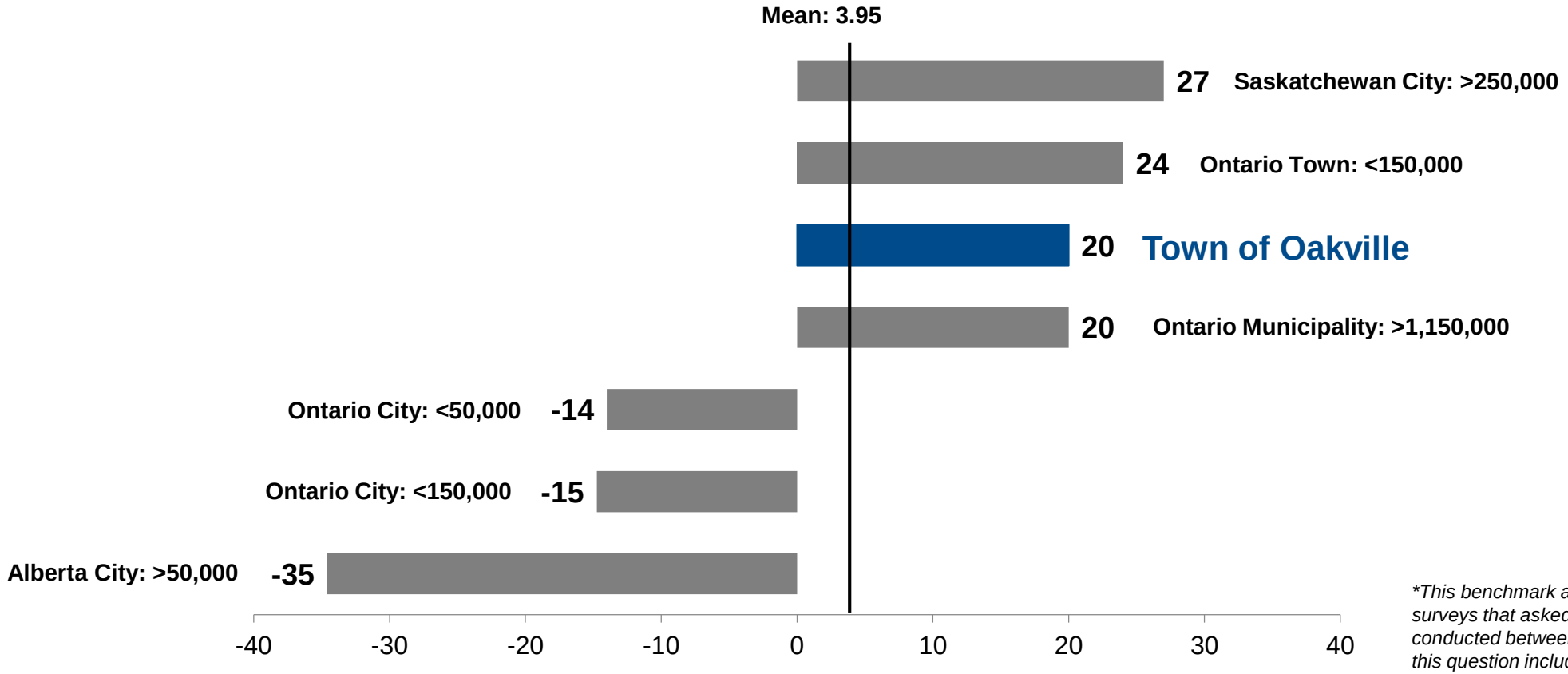


Net Promoter Score (Phone) = 42 – 22 = 20

NPS. How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Framework: All Respondents (CATI)
Sample size: n = 811

Recommending the Town of Oakville
Benchmark Comparison

Oakville's NPS is higher than the municipal benchmark average



**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

NPS. How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Framework: All Respondents (CATI)
Sample size: n = 811

Recommending the Town of Oakville
Demographic Breakouts - 1

	Total	18-34	35-54	55+	Elem./ Some H.S./ Comp. H.S.	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.	Working	Student	Unemp.	Retired	Own a house	Rent a house
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
n =	811	155	236	410	97	51	130	366	157	484	25	32	256	655	129
Promoters	**42%**	24%	45%	51%	34%	34%	39%	43%	48%	41%	23%	26%	52%	45%	32%
									D	J					
Passives	**37%**	48%	34%	31%	38%	37%	34%	37%	35%	38%	46%	46%	29%	36%	37%
										L					
Detractors	**22%**	28%	21%	18%	27%	29%	27%	20%	17%	21%	31%	28%	19%	19%	31%
		C													

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

28% / C — Letter denotes significantly higher percentage than the segment with the corresponding letter

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Recommending the Town of Oakville
Demographic Breakouts - 2

	Total	WARD 1	WARD 2	WARD 3	WARD 4	WARD 5	WARD 6	WARD 7	$30K or less	$30K-$70K	$70K-$125K	$125K+	Having disability	No disability
		A	B	C	D	E	F	G	H	I	J	K	M	N
n =	811	121	134	116	153	146	101	40	40	104	182	305	62	732
Promoters	**42%**	49%	42%	44%	47%	38%	31%	33%	22%	42%	38%	47%	25%	43%
		F			F									
Passives	**37%**	30%	29%	33%	37%	43%	44%	44%	41%	35%	39%	34%	35%	36%
						A B	A B							
Detractors	**22%**	21%	29%	23%	16%	19%	25%	23%	37%	23%	23%	18%	40%	20%
			D						K					

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

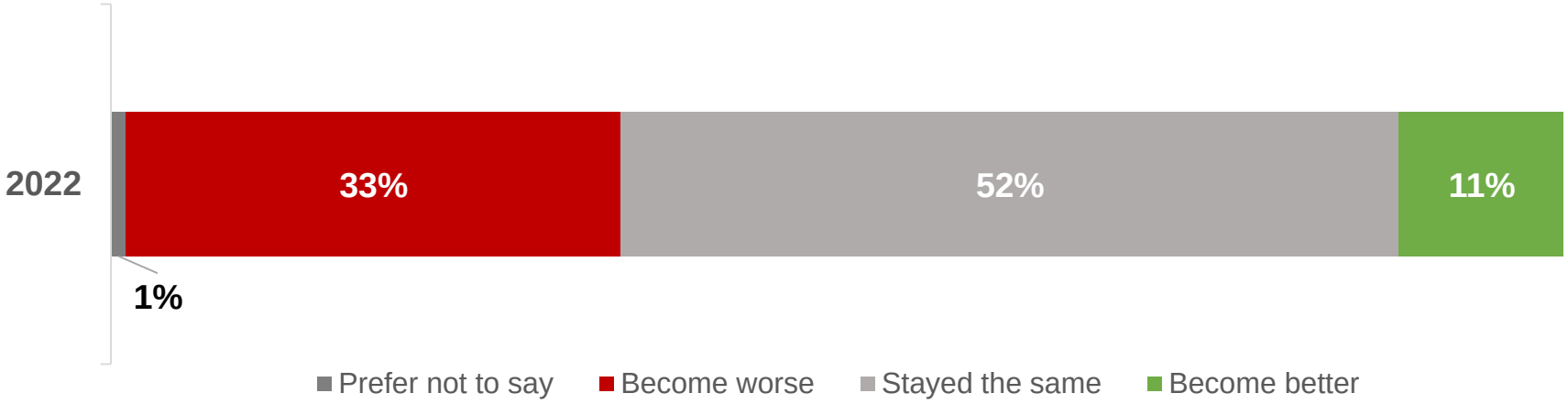
28%
C

Letter denotes significantly higher percentage than the segment with the corresponding letter

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Change in the Quality of Life

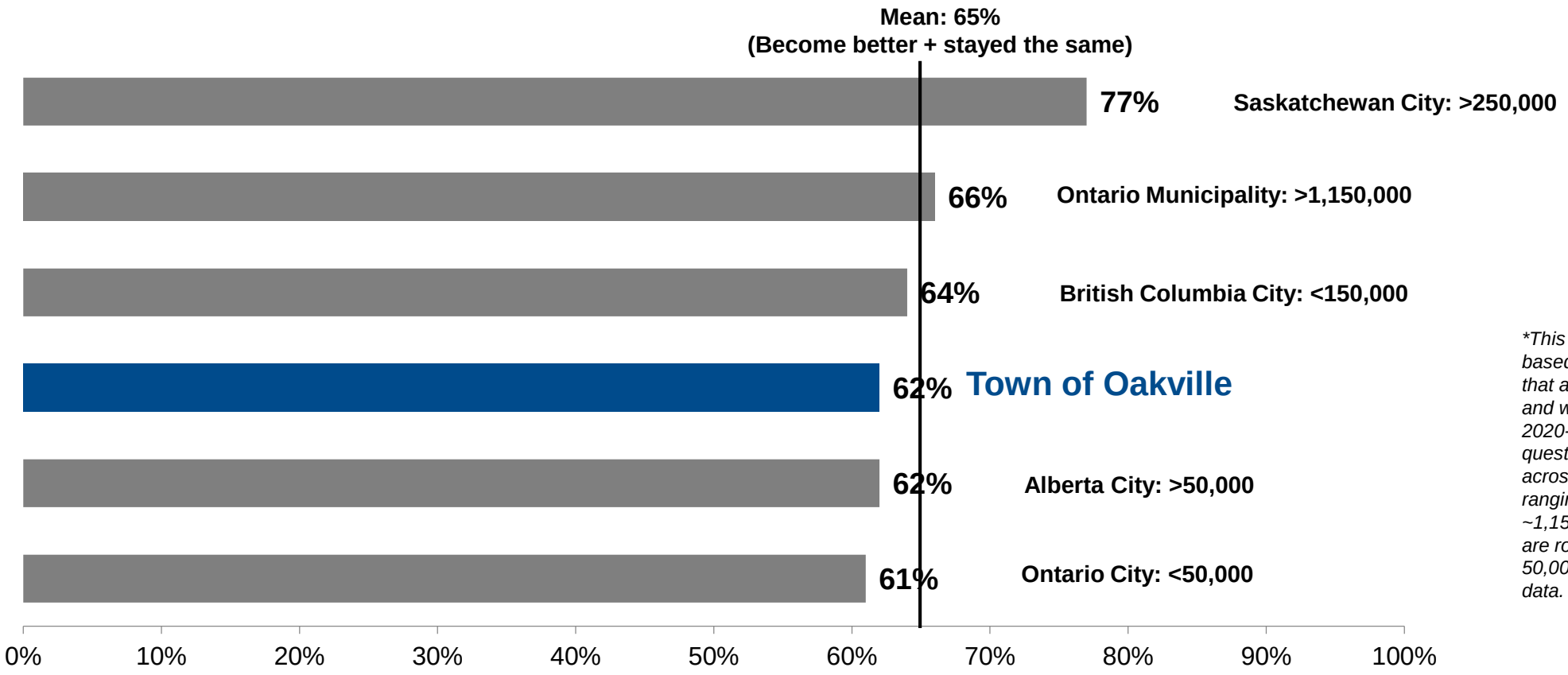
While 1 in 10 residents (11%) think the quality of life in Oakville has become better in the past 3 years, half (51%) say it stayed the same and one third (33%) say it has become worse.



QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Change in the Quality of Life
Benchmark Comparison

62% of Oakville residents stated the quality of life in Oakville has become better or stayed the same in the last 3 years - which is slightly lower than the average benchmark score.



**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 5 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Change in the Quality of Life
Demographic Breakouts - 1

	Total	**18-34**	**35-54**	**55+**	**Elem./ Some H.S./ Comp. H.S.**	**Some College/ Tech./ Uni.**	**Comp. College/ Tech.**	**Comp. Uni.**	**Comp. Post Grad.**	**Working**	**Student**	**Unemp.**	**Retired**
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**
n =	811	155	236	410	97	51	130	366	157	484	25	32	256
Become better	**11%**	15%	9%	11%	14%	23%	9%	12%	6%	12%	0%	3%	11%
					H	F H		H		J K			J K
Stayed the same	**51%**	57%	48%	53%	61%	37%	44%	53%	52%	49%	69%	59%	55%
					E F			E			I		
Become worse	**33%**	24%	37%	34%	20%	38%	43%	32%	36%	34%	27%	30%	31%
							G						

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

28%
C

Letter denotes significantly higher percentage than the segment with the corresponding letter

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Change in the Quality of Life
Demographic Breakouts - 2

	Total	**Own a house**	**Rent a house**	**WARD 1**	**WARD 2**	**WARD 3**	**WARD 4**	**WARD 5**	**WARD 6**	**WARD 7**
		A	**B**	**D**	**E**	**F**	**G**	**H**	**I**	**J**
n =	811	655	129	121	134	116	153	146	101	40
Become better	**11%**	10%	16%	12%	15%	19%	8%	7%	7%	12%
					H	G H I				
Stayed the same	**51%**	54%	41%	53%	54%	43%	53%	54%	54%	45%
Become worse	**33%**	33%	34%	33%	27%	29%	38%	35%	37%	31%

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

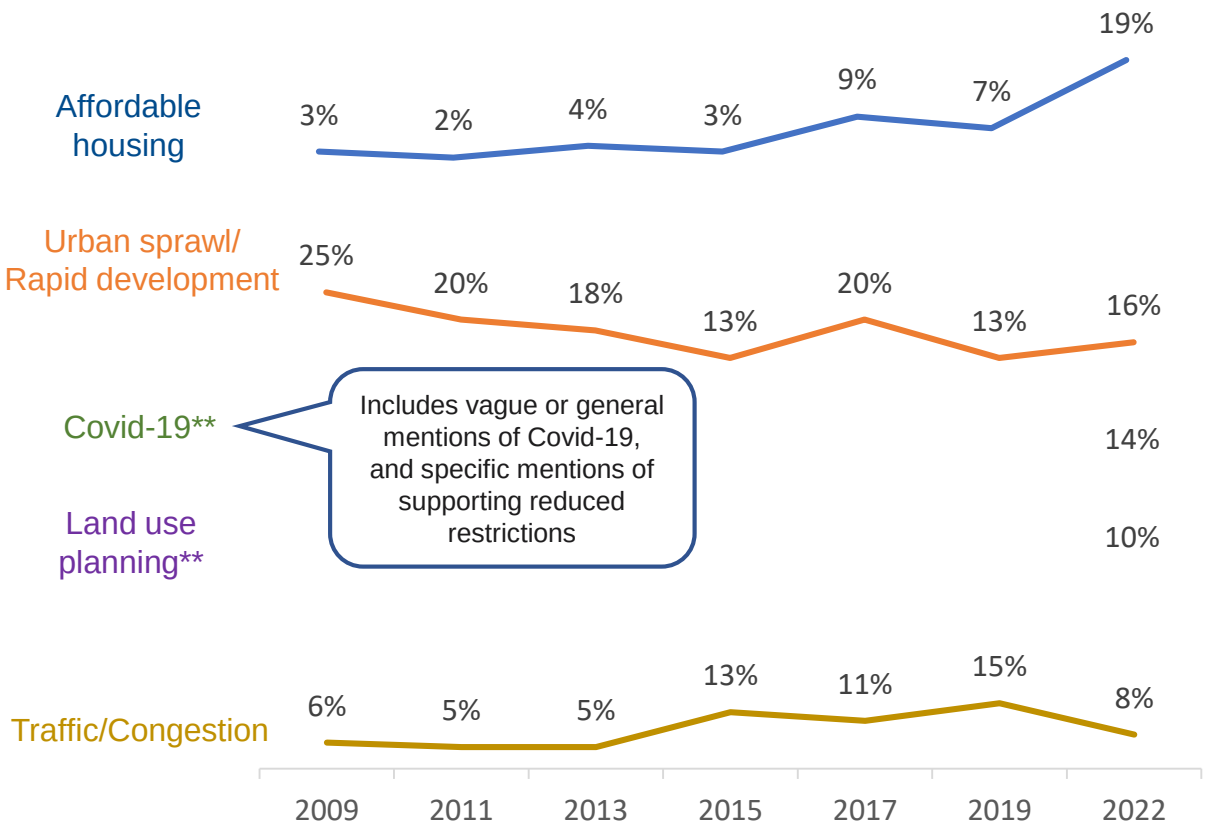
28%
C

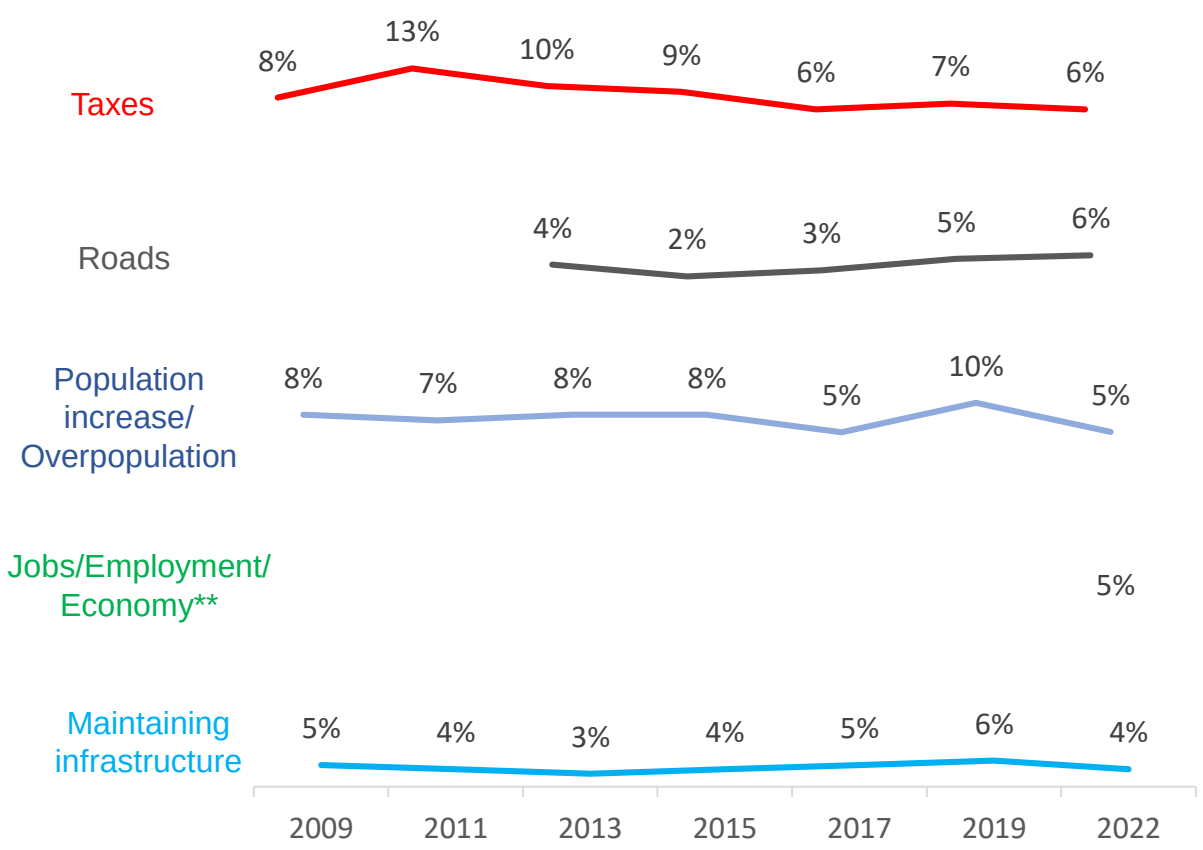
Letter denotes significantly higher percentage than the segment with the corresponding letter

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Issue Agenda – Top 10

Affordable housing, urban sprawl/rapid development, and Covid-19 have been the three top of mind issues for Oakville residents.



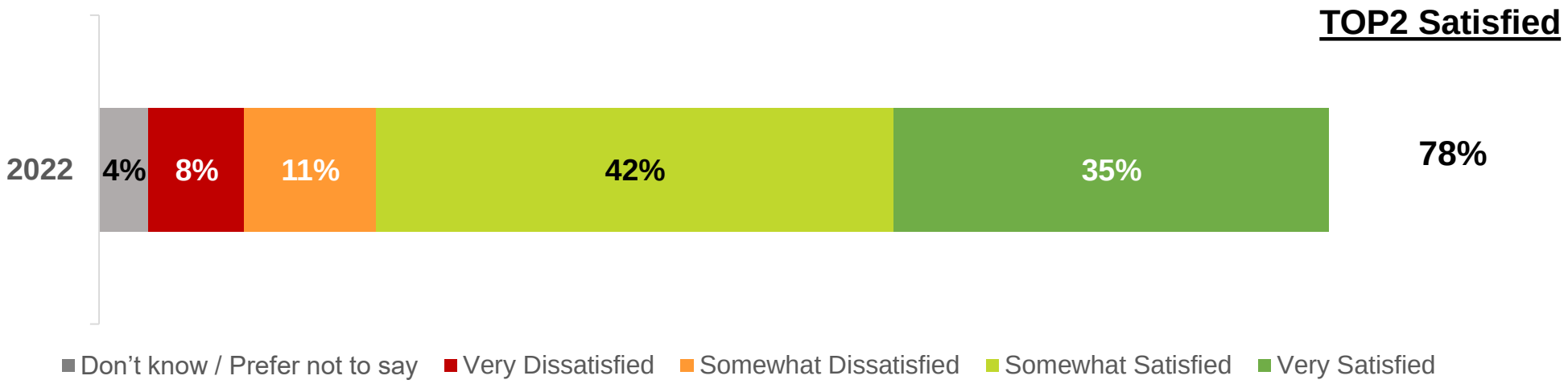


Q1. In your opinion, what the single most important issue facing the Town of Oakville today? [Do not read, accept 3 mentions]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual excludes "don't know"
**No data for Covid-19, Land use planning, and Jobs/Employment/Economy mentions in previous waves

Satisfaction with the Town's Response to Covid-19

More than three quarters of residents (TOP2: 78%) were satisfied with how the Town adapted its services to the Covid-19 pandemic.



C1. And overall, what is your level of satisfaction with how the Town adapted its services in response to the Covid-19 pandemic?
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town's Response to Covid-19
Demographic Breakouts

	Total	**18-34**	**35-54**	**55+**	**Elem./ Some H.S./ Comp. H.S.**	**Some College/ Tech./ Uni.**	**Comp. College/ Tech.**	**Comp. Uni.**	**Comp. Post Grad.**	**Working**	**Student**	**Unemp.**	**Retired**
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**
n =	811	155	236	410	97	51	130	366	157	484	25	32	256
TOP2 Satisfied	**78%**	73%	76%	82%	74%	74%	69%	81%	80%	77%	69%	68%	85%
				A				F					I

28%	**Letter denotes significantly higher percentage than the segment with the corresponding letter**
C	

C1. And overall, what is your level of satisfaction with how the Town adapted its services in response to the Covid-19 pandemic?
Framework: All Respondents (CATI)
Sample size: n = 811

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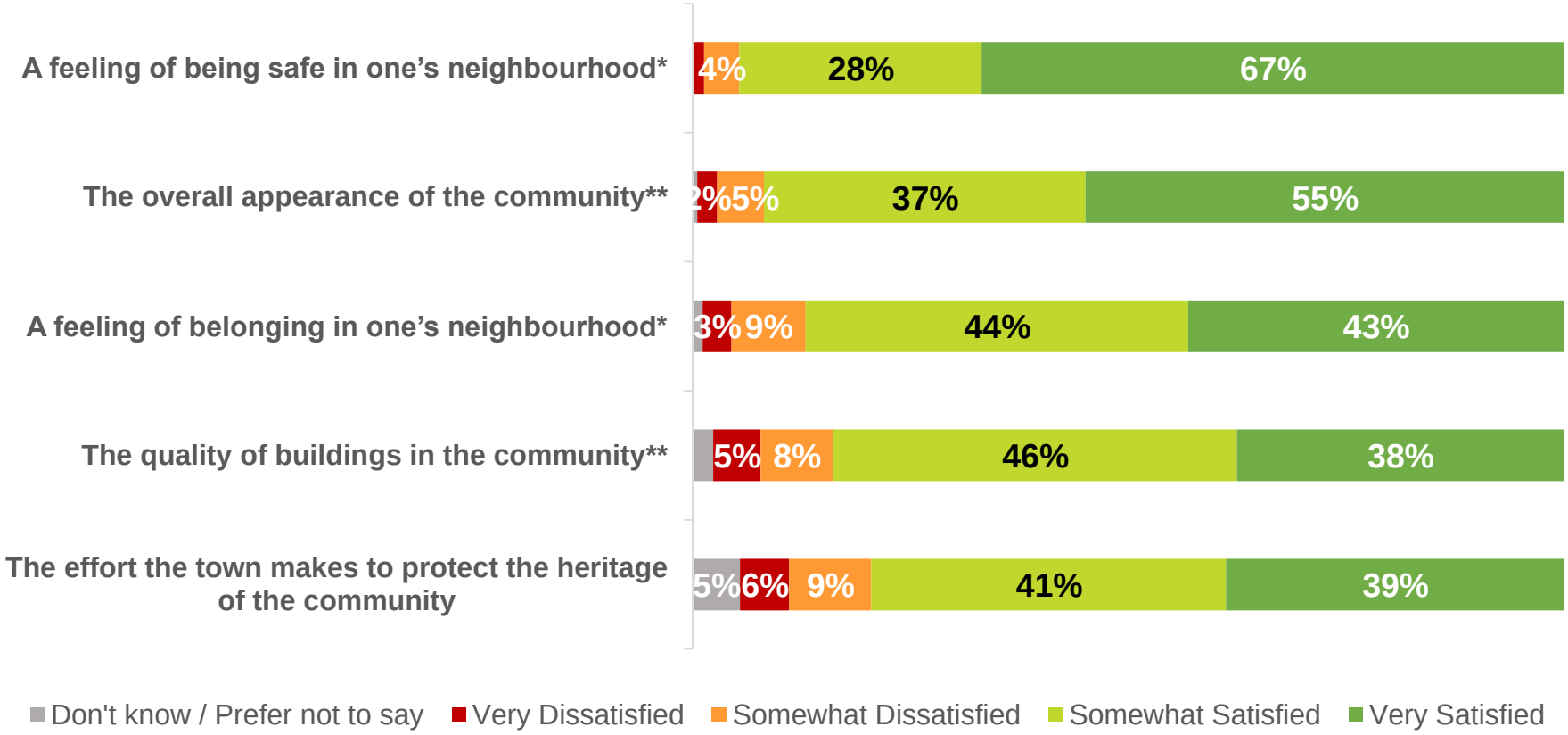
2. SATISFACTION WITH THE TOWN SERVICES & ATTRIBUTES

Satisfaction with the Town Attributes

The vast majority of residents expressed high satisfaction with the feeling of safety in their neighbourhood (TOP2: 95%) and the overall appearance of their community (TOP2: 92%).



TOP2 Satisfied

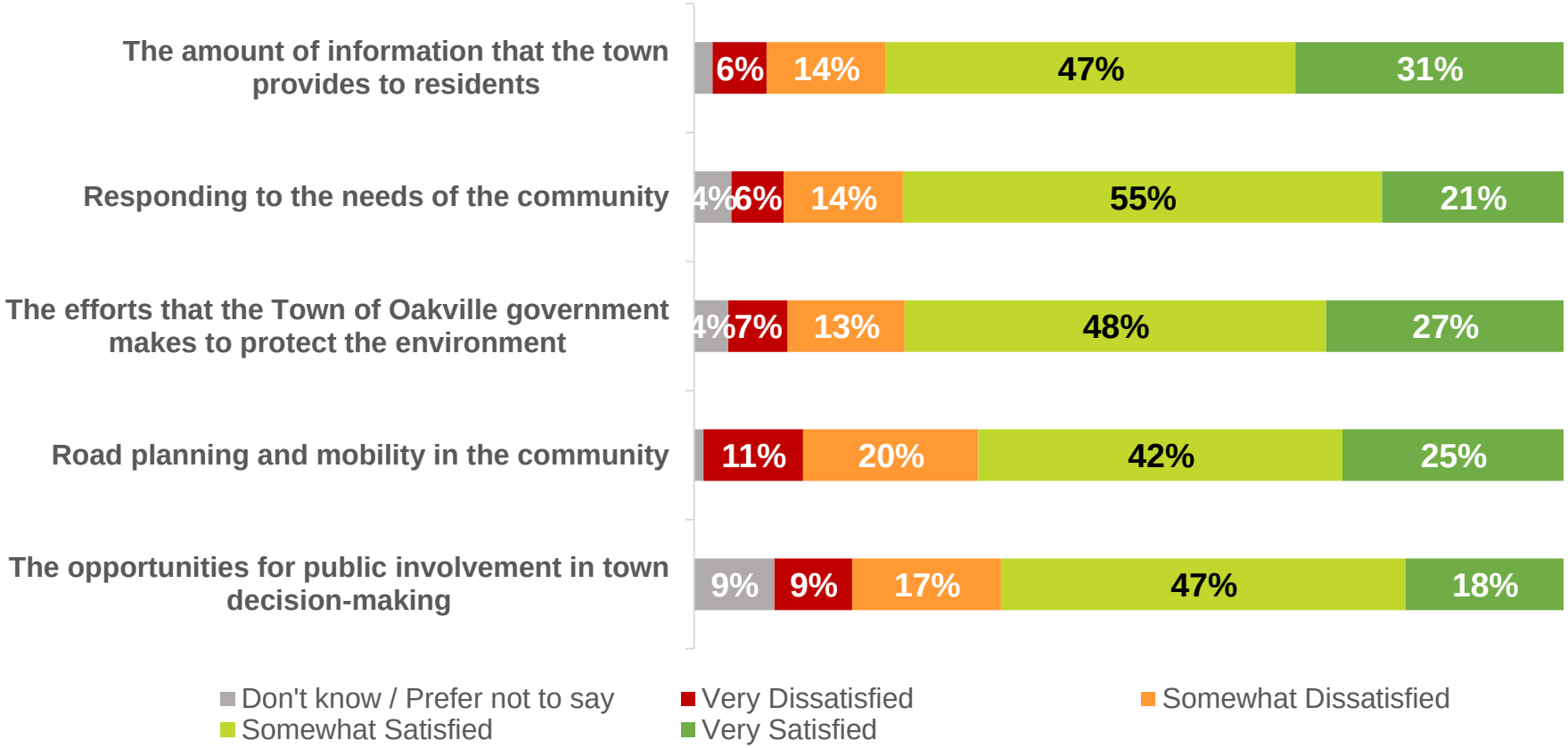
	2022	2019
A feeling of being safe in one's neighbourhood*	95%	93%*
The overall appearance of the community**	92%	87%**
A feeling of belonging in one's neighbourhood*	87%	93%*
The quality of buildings in the community**	84%	87%**
The effort the town makes to protect the heritage of the community	79%	82%

*These two answer options were combined in 2019
**These two answer options were combined in 2019

Q5. I am going to read a list of attributes about the Town of Oakville. For each one, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town for each one. What about…
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town Attributes cont'd

Road planning and mobility (TOP2: 67%) and the opportunities for public involvement in town decision-making (TOP2: 65%) were the attributes that the residents were least likely to feel satisfied.



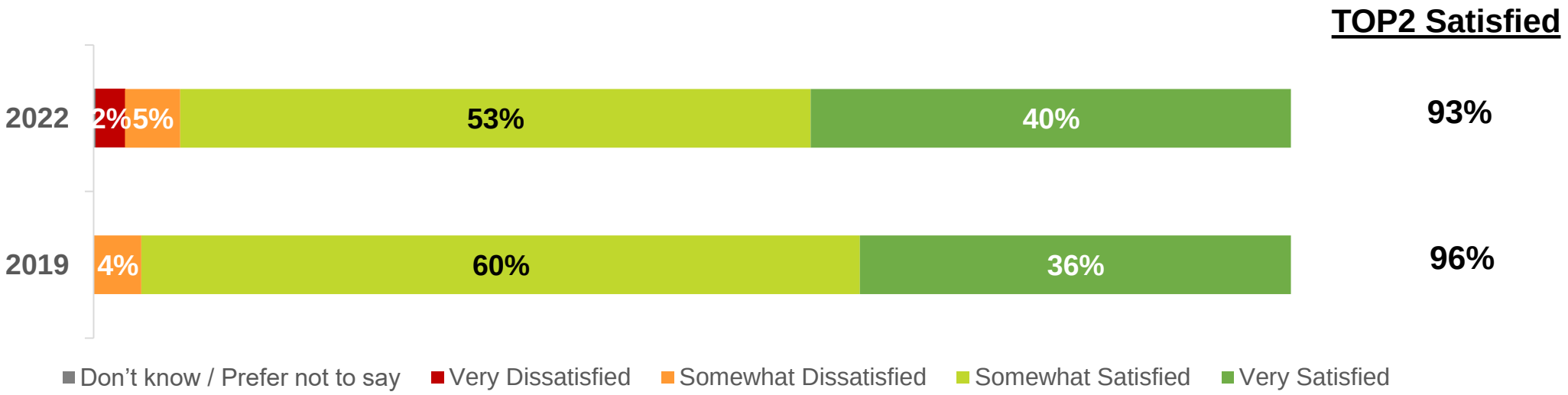
TOP2 Satisfied

	2022	2019
The amount of information that the town provides to residents	78%	80%
Responding to the needs of the community	76%	78%
The efforts that the Town of Oakville government makes to protect the environment	76%	77%
Road planning and mobility in the community	67%	-
The opportunities for public involvement in town decision-making	65%	71%

Q5. I am going to read a list of attributes about the Town of Oakville. For each one, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town for each one. What about…
Framework: All Respondents (CATI)
Sample size: n = 811

Overall Satisfaction with the Quality of Services

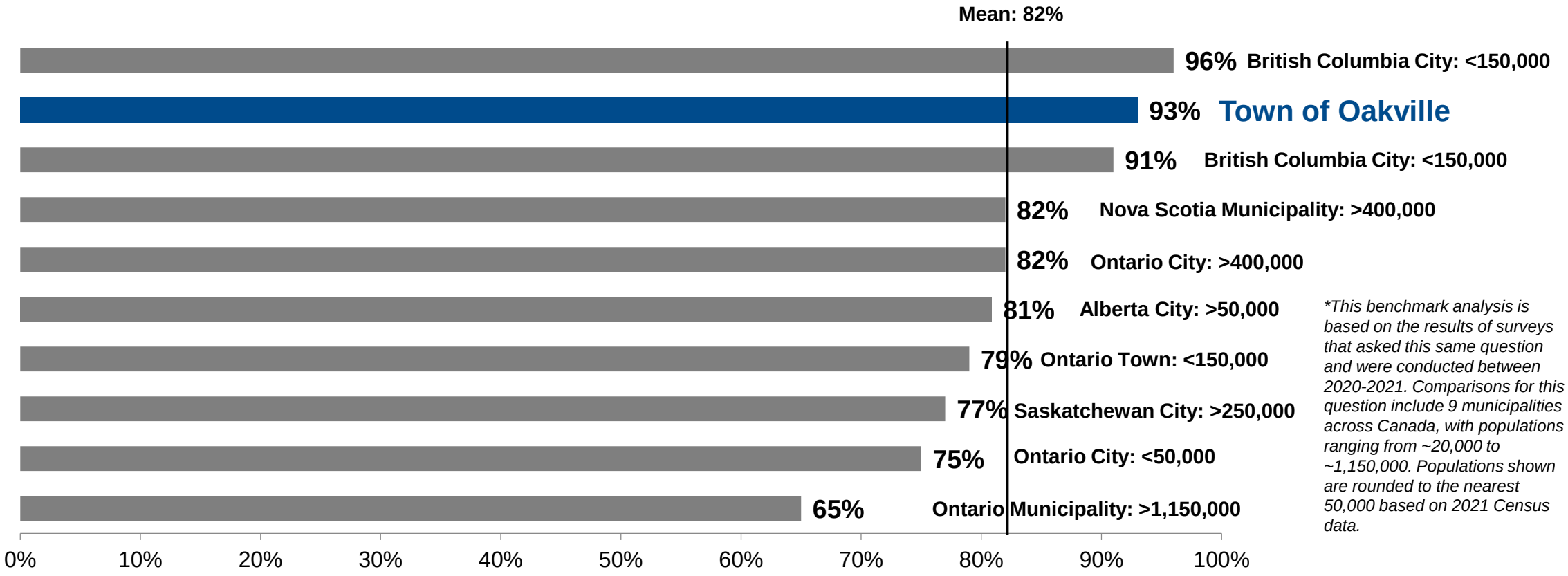
An overwhelming majority of residents (TOP2: 93%) reported to be satisfied with the overall quality of the services provided by the Town of Oakville.



Q8. How satisfied are you with the overall level and quality of services provided by the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

Overall Satisfaction with the Quality of Services
Benchmark Comparison

The Town of Oakville's overall satisfaction with the quality of services provided (93%) is higher than the benchmark average (82%).

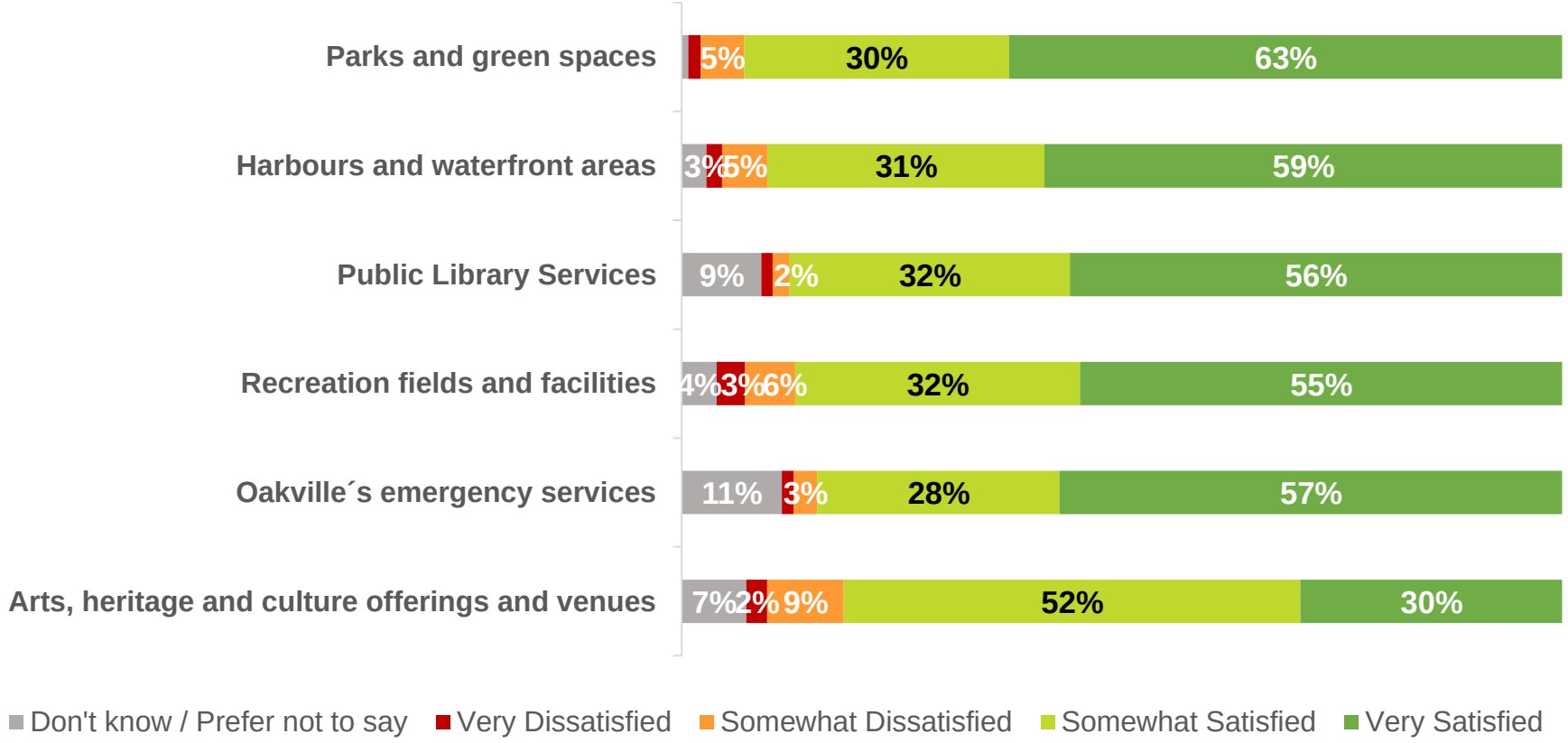


**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 9 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

Q8. How satisfied are you with the overall level and quality of services provided by the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town Services

Residents expressed high satisfaction levels with various service areas, where parks & green spaces and harbours & waterfront areas topped the list.



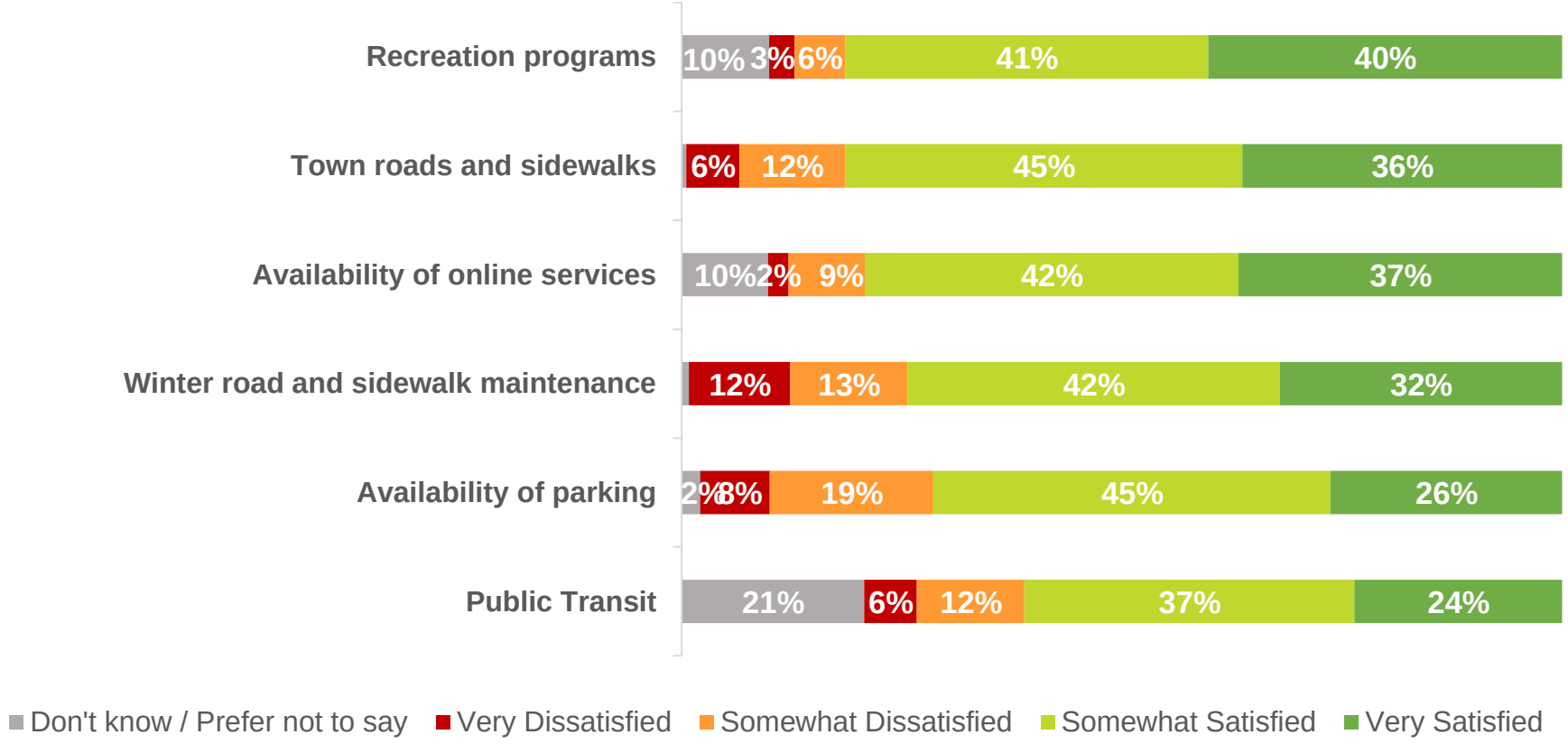
TOP2 Satisfied

	2022	2019
Parks and green spaces	93%	93%
Harbours and waterfront areas	90%	86%
Public Library Services	88%	91%
Recreation fields and facilities	87%	89%
Oakville´s emergency services	85%	81%
Arts, heritage and culture offerings and venues	82%	85%

Q6. And using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town Services cont'd

Availability of parking (TOP2: 71%) and public transit (TOP2: 61%) were the services that the residents were least likely to feel satisfied with.



TOP2 Satisfied

	2022	2019
Recreation programs	81%	88%
Town roads and sidewalks	81%	83%
Availability of online services	79%	78%
Winter road and sidewalk maintenance	74%	76%
Availability of parking	71%	71%
Public Transit	61%	59%

Q6. And using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?
Framework: All Respondents (CATI)
Sample size: n = 811

3. GAP ANALYSIS

Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied residents are with each Town service and the impact of the services to residents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual Town services.
- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to residents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, town services have distributed among four areas:

1. **Primary Areas for Improvement:**
Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the Town can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with Town services.

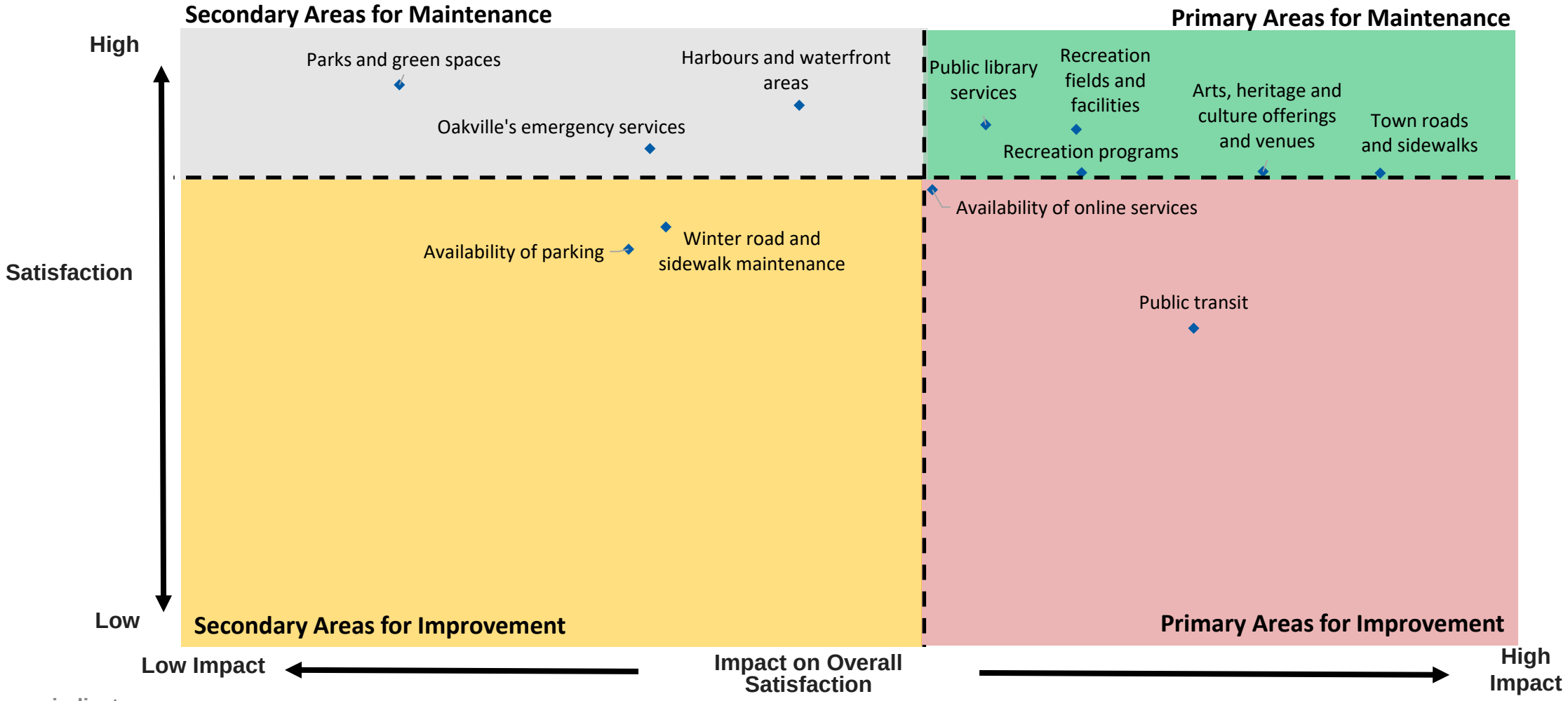
2. **Secondary Areas for Improvement:**
Services that have relatively high impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

3. **Primary Areas for Maintenance:**
Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. **Secondary Areas for Maintenance:**
Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis – Town Services

<u>Public transit</u> and <u>availability of online services</u> are the services to consider as primary areas for improvement. Recreation programs, arts, heritage and culture offerings and venues, and Town roads and sidewalks need special attention.

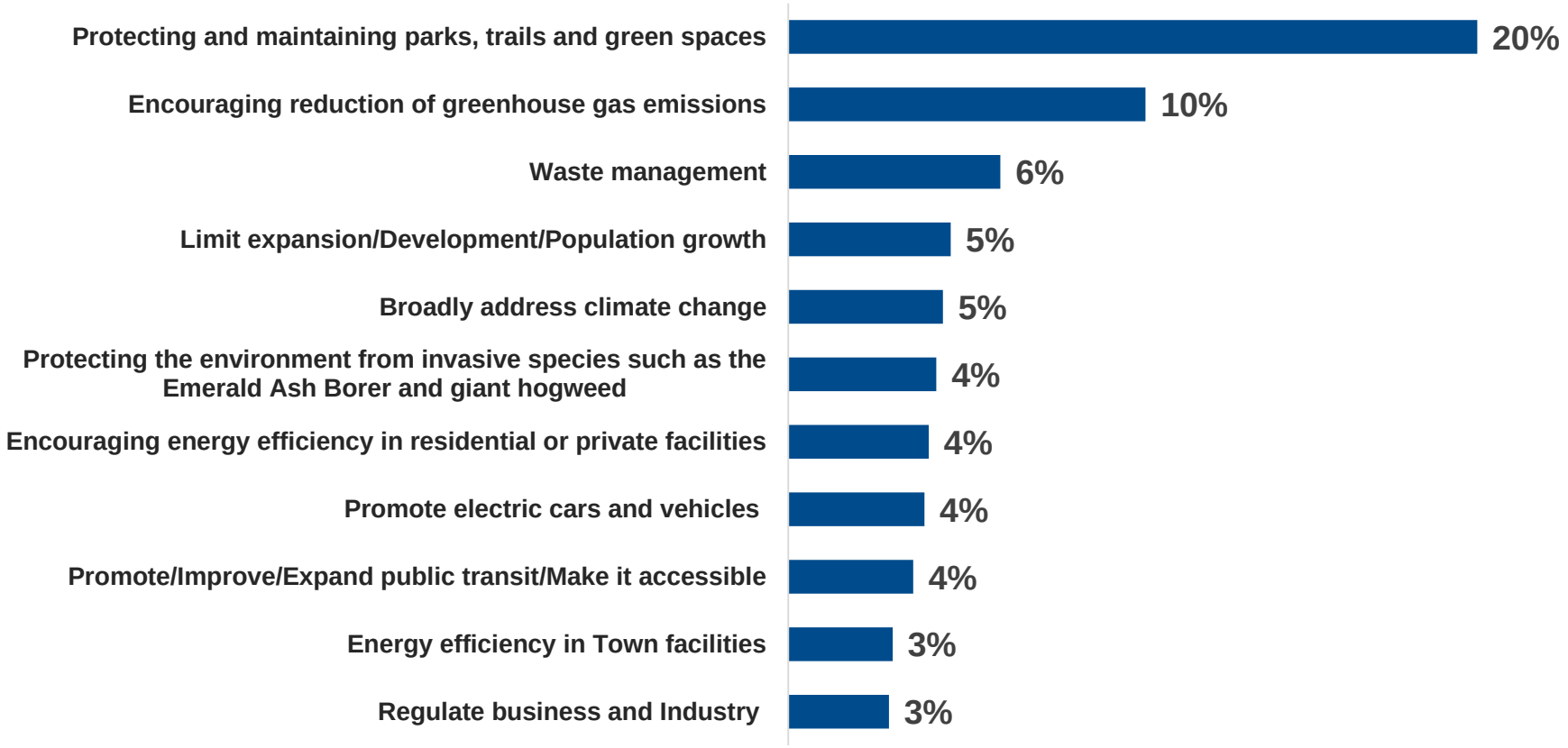


- - - indicates mean

4. PRIORITIES AND PLANNING

Response to Climate Change: Top Priority

Protecting and maintaining parks, trails and green spaces was the top priority area mentioned by one fifth of the residents (20%) in terms of Town's response to climate change.

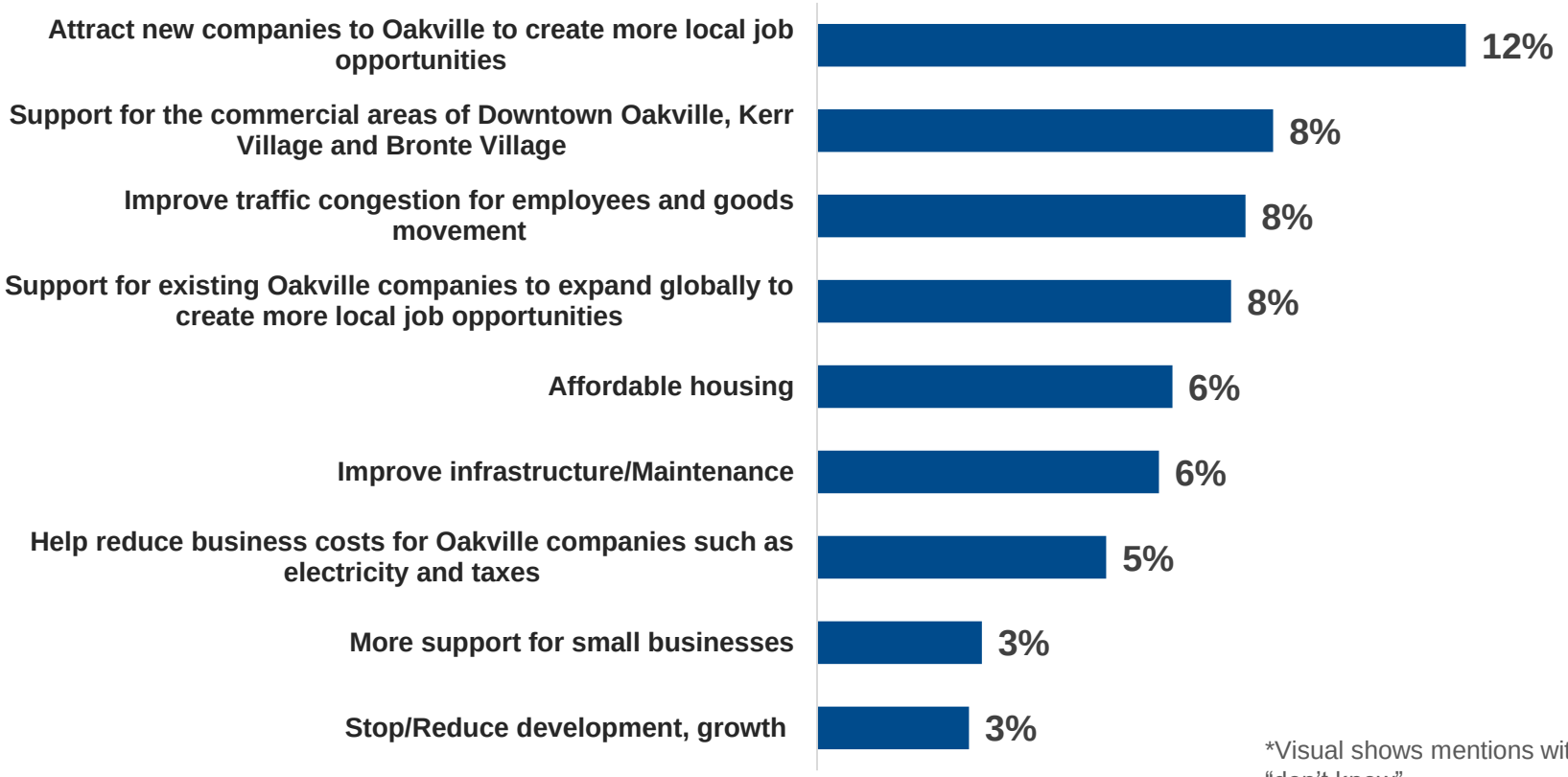


Q41. In your opinion, what should the Town of Oakville prioritize in its response to climate change? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual shows mentions with 3% and higher, and excludes "don't know", "none of the above"

Economic Growth: Top Priority

Residents mentioned attracting new companies to Oakville as the top priority for economic growth.

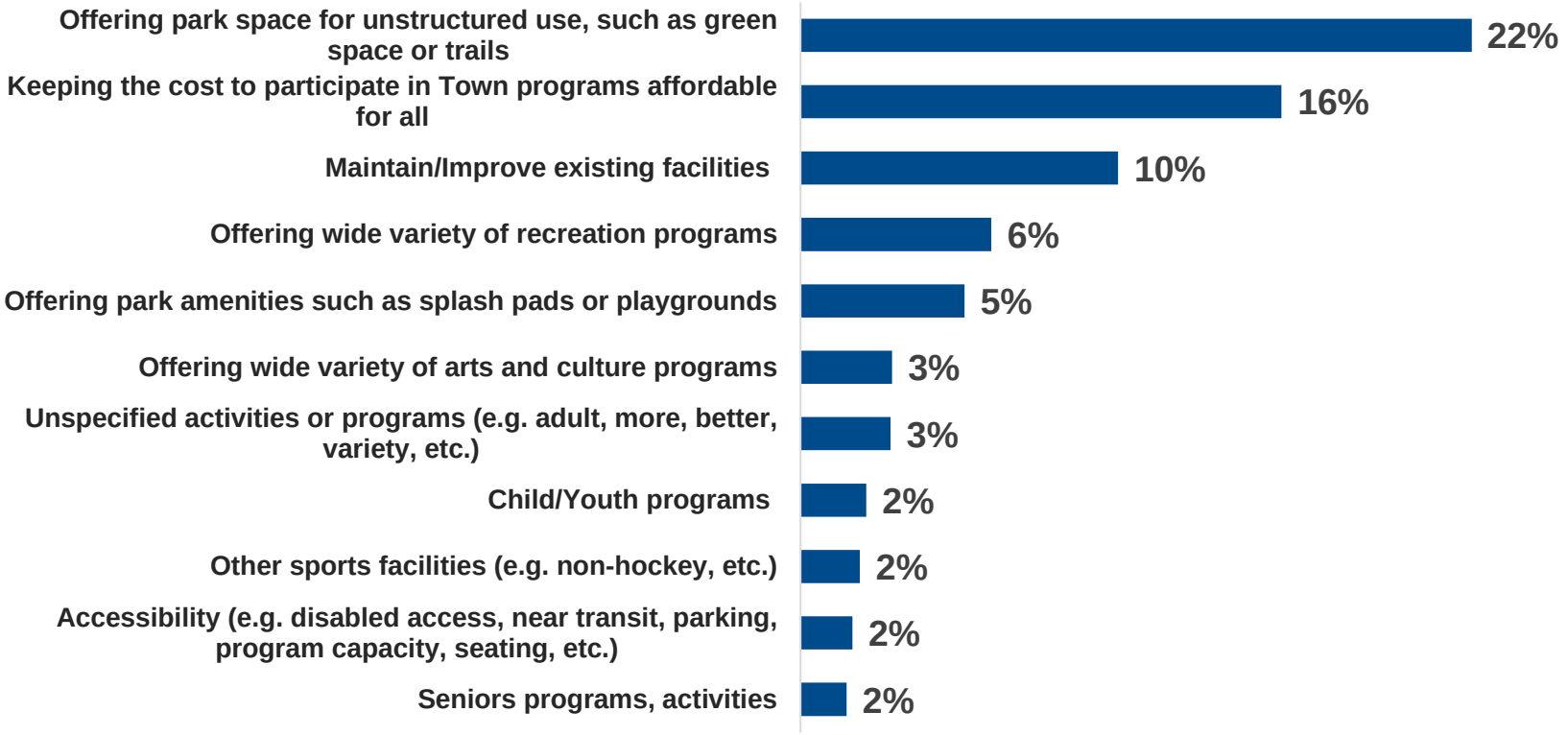


*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q42. Thinking about Oakville's economic growth, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Parks Amenities and Recreation Programs: Top Priority

Over a fifth of the residents (22%) stated offering park space for unstructured use as the top priority for parks amenities and recreation programs.

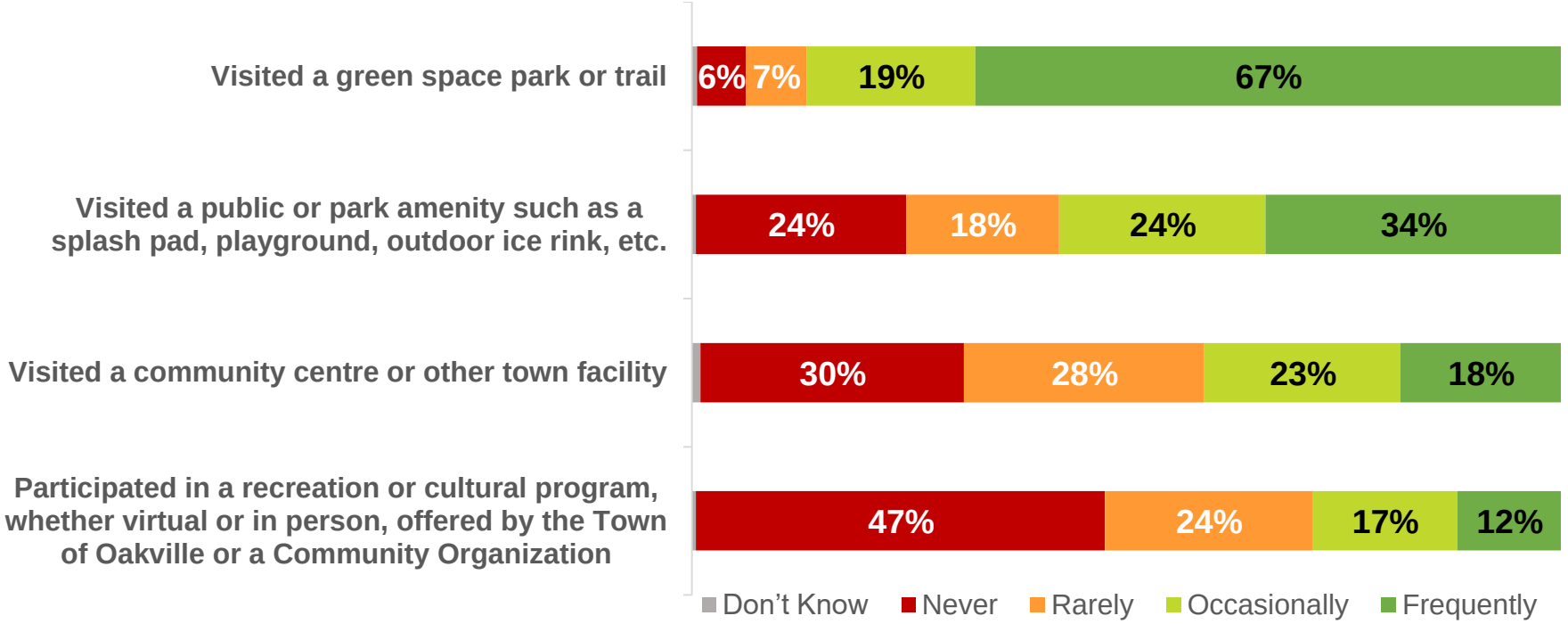


*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q42. Thinking about the Town of Oakville's parks amenities and recreation programs, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Frequency of Activities in the Last 12 Months

A majority of the residents (TOP2: 87%) regularly visited green spaces/parks/trails within the past 12 months.
However, there has been a drop in regularly visiting community centers or participating in programs since the onset of the Covid-19 pandemic.



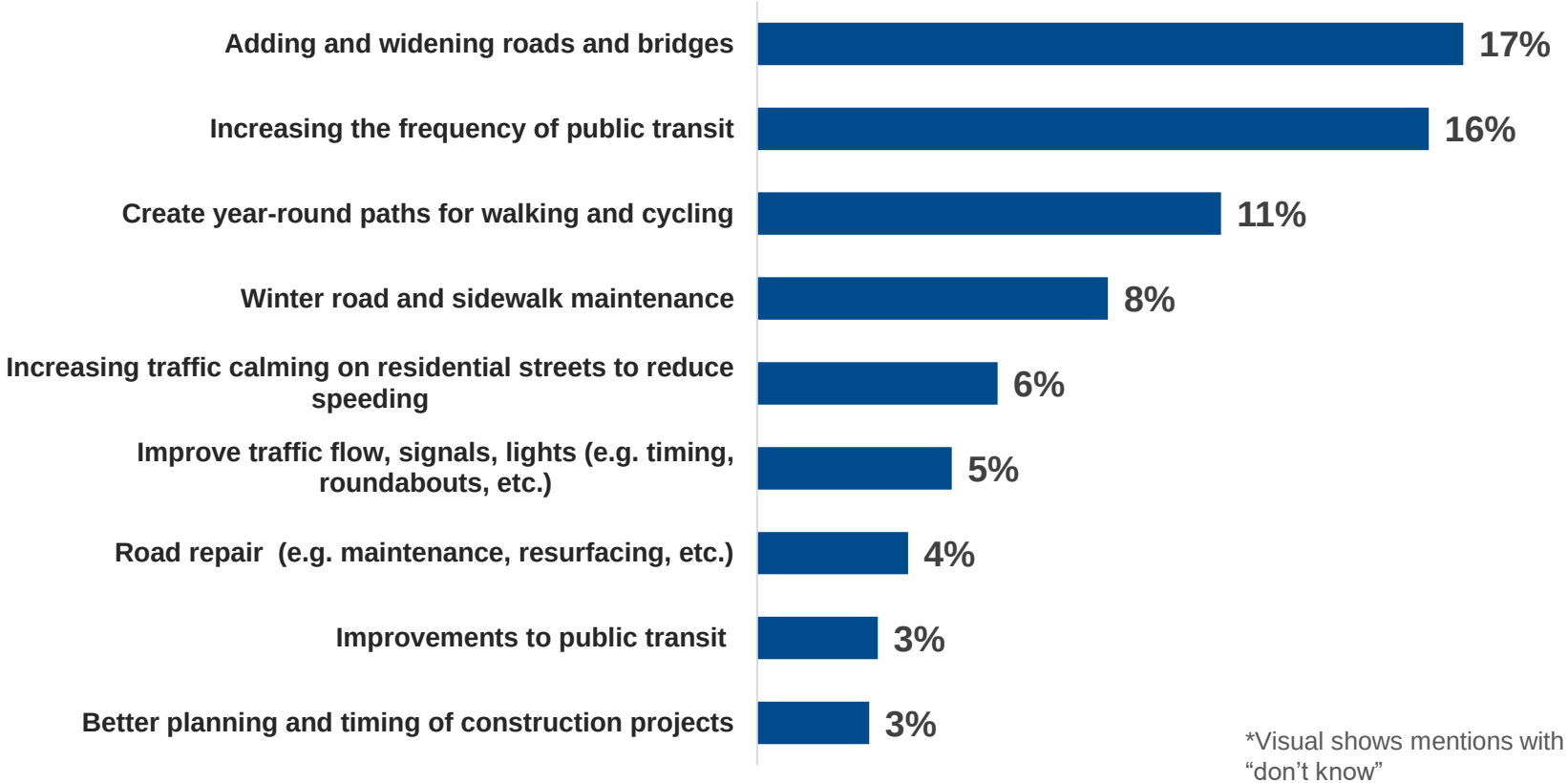
Regularly (frequent / occasionally)

	2022	2019
Visited a green space park or trail	87%	89%
Visited a public or park amenity such as a splash pad, playground, outdoor ice rink, etc.	58%	48%
Visited a community centre or other town facility	41%	71%
Participated in a recreation or cultural program, whether virtual or in person, offered by the Town of Oakville or a Community Organization	29%	53%

Q54. Within the past 12 months how often have you have done each of the following activities?
Framework: All Respondents (CATI)
Sample size: n = 811

Ease of Travelling within Oakville: Top Priority

The most mentioned top priority areas related to ease of travelling were adding and widening roads and bridges (17%) and increasing the frequency of public transit (16%).

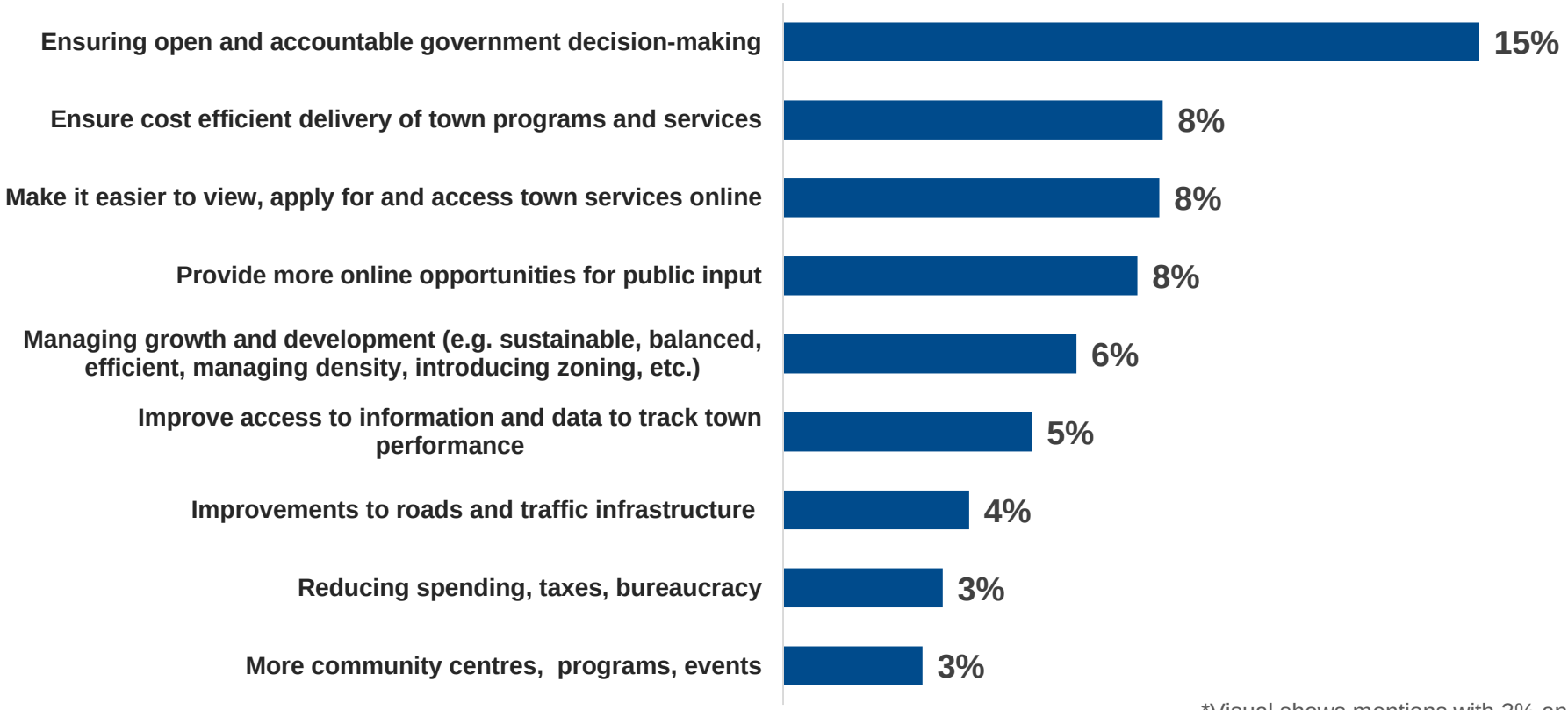


*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q48. Thinking about the ease of travelling within Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Governing and Managing the Town of Oakville: Top Priority

Residents were most likely to prioritize open and accountable government decision-making as the top priority area for governing and managing the Town.

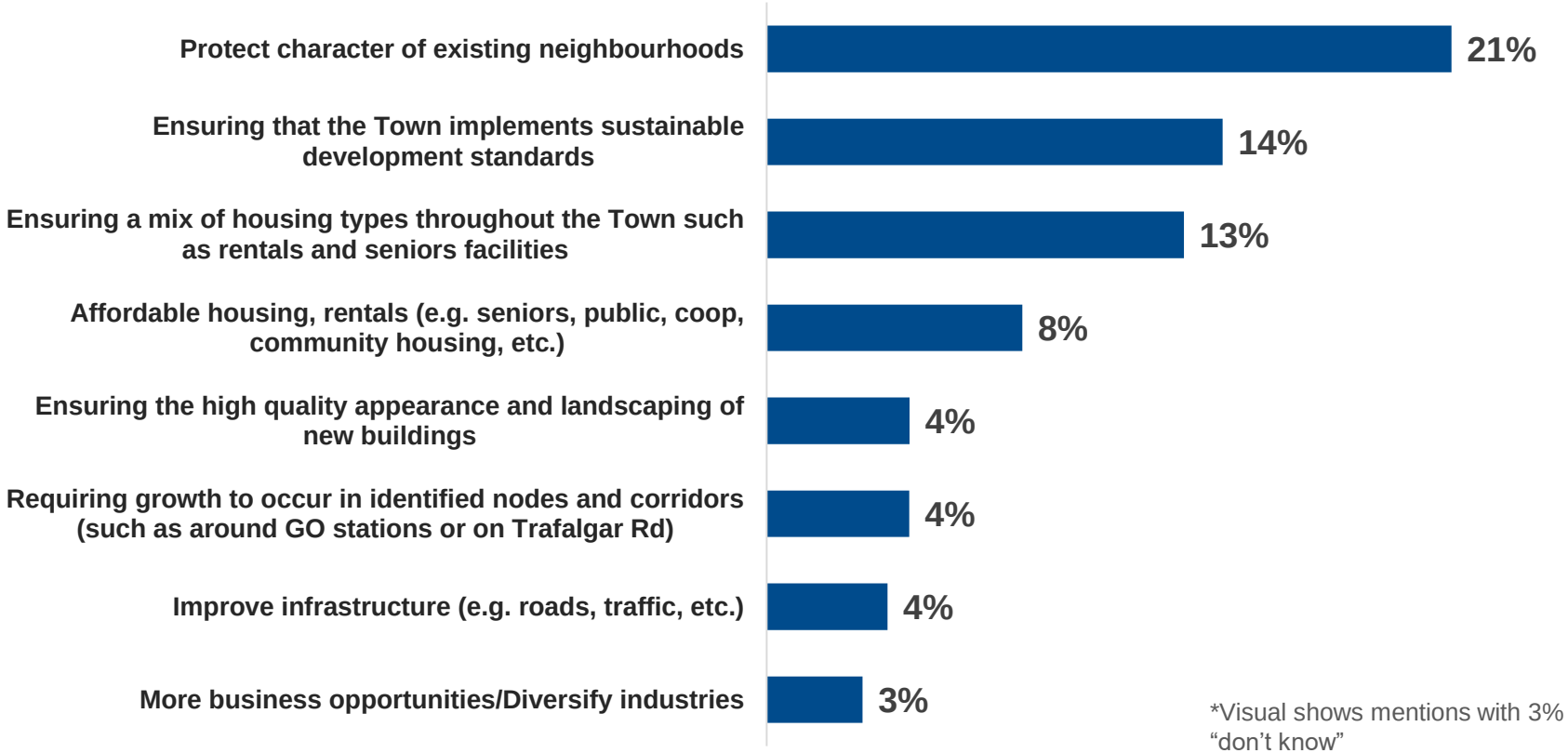


*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q50. Thinking about governing and managing the Town of Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Controlling the Rate and Type of Growth in Oakville: Top Priority

One fifth (21%) preferred protecting the character of existing neighbourhoods as a top priority area for controlling the rate and type of growth in Oakville.



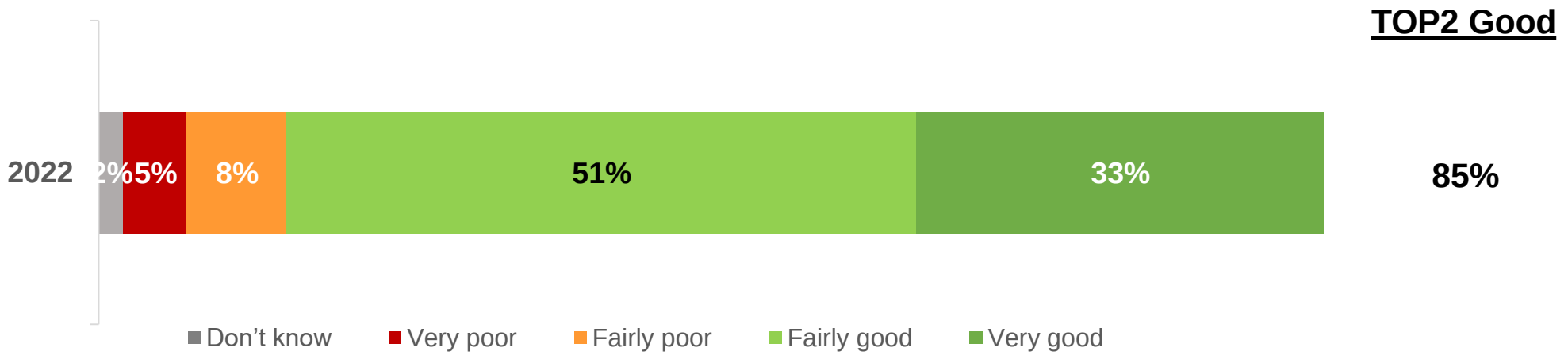
*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q51. Thinking about controlling the rate and type of growth in Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

5. TAXATION

Value for Tax Dollars

More than 8 in 10 residents (TOP2: 85%) think they receive overall a good value for their tax dollars considering the programs and services provided by the Town.



Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Framework: All Respondents (CATI)
Sample size: n = 811

Value for Tax Dollars
Demographic Breakouts

	Total	Men	Women	Elem./ Some H.S./ Comp. H.S.	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.	Working	Student	Unemployed	Retired
		A	B	C	D	E	F	G	H	I	J	K
n =	**811**	40	305	97	51	130	366	157	484	25	32	256
TOP2 Good	**85%**	82%	88%	89%	85%	76%	86%	85%	83%	85%	85%	89%
				E			E					H

Denotes significantly highest percentage within subgroups

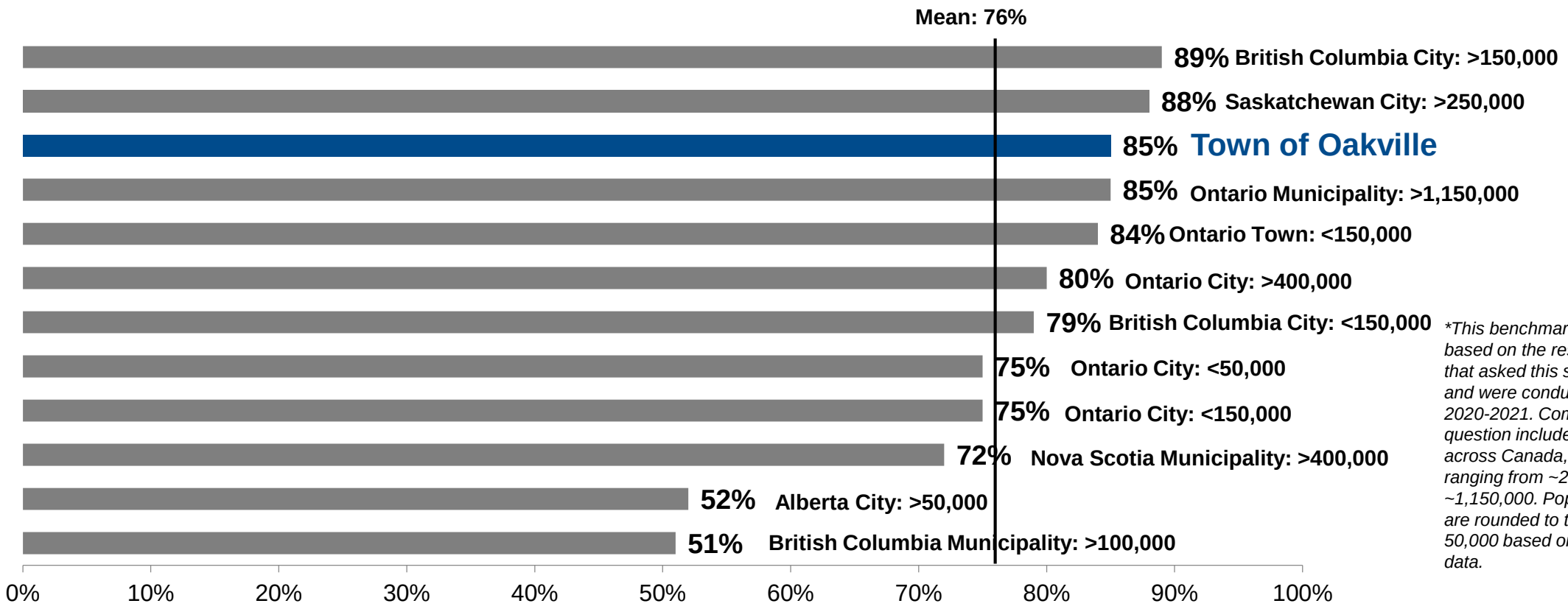
28%
C

Letter denotes significantly higher percentage than the segment with the corresponding letter

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Framework: All Respondents (CATI)
Sample size: n = 811

Value for Tax Dollars
Benchmark Comparison

With TOP2: 85% of the residents saying they receive good value for their tax dollars, the Town of Oakville ranked above the average rating of value for tax dollars.



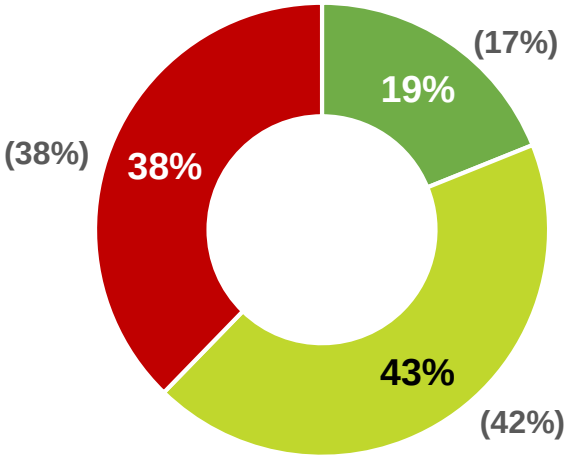
**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 11 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Framework: All Respondents (CATI)
Sample size: n = 811

Balance of Services and Taxation

Compared to previous survey, there has been a slight increase in the proportion of the residents who preferred either <u>maintaining service levels</u> or <u>adding services and facilities</u>, even if it means an increase in taxes or user fees. Of those residents, 62% preferred increase to user fees while 24% preferred increase to property taxes.

Increase or Decrease in Taxes or User Fees

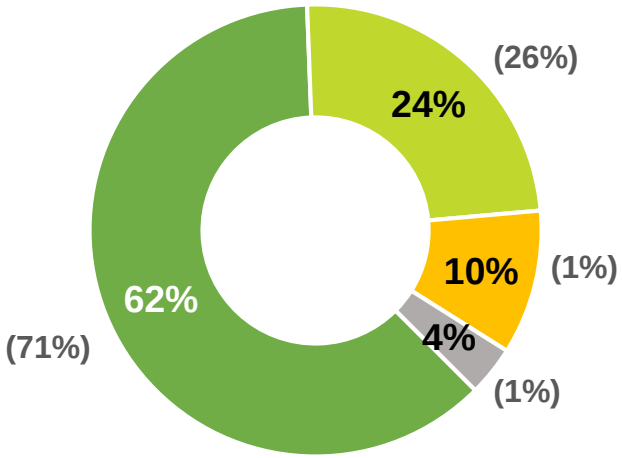


- Add new services and facilities, even if it means taxes or user fees must increase
- Maintain existing service levels, even if it means taxes or user fees must increase
- Not increase taxes or user fees, even if it means cuts to services

62% (59%)
Those who preferred increase in taxes or user fees

*(2019 results)

Increase User Fees or Property Taxes



- Increases to user fees
- Increases to property taxes
- Both
- Don't know/Refused

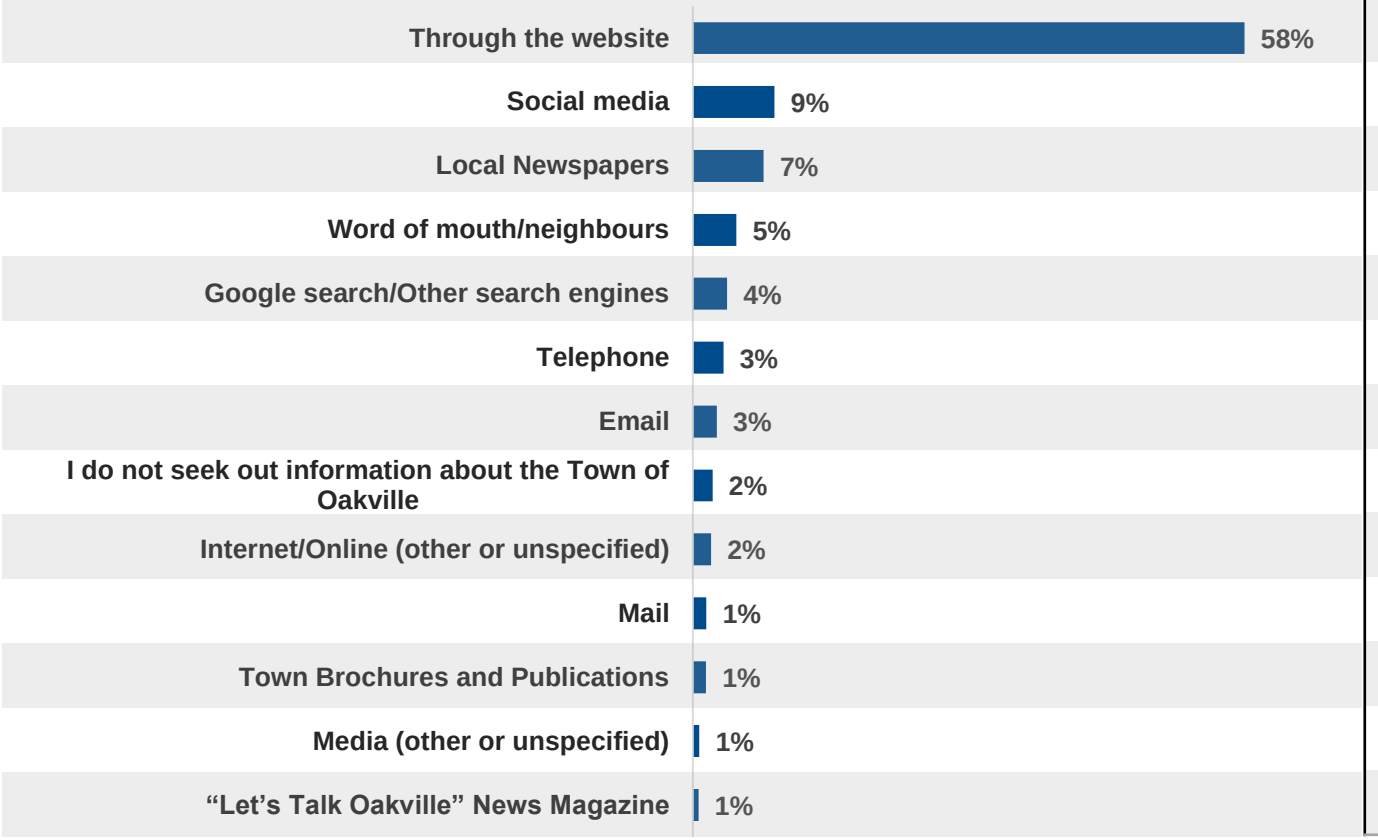
Q52A. Which of the following comes closest to your view?
Framework: All Respondents (CATI)
Sample size: n = 811

Q52B. And if maintaining service levels/adding services and facilities meant an increased cost to provide those services, which would you prefer? **Framework:** Respondents who said they should add new services and facilities or maintain existing service levels (CATI)
Sample size: n = 523

6. INFORMATION AND SERVICE USAGE

Finding Town Information

Most residents (58%) stated to use the Town's website to find information about the Town of Oakville.



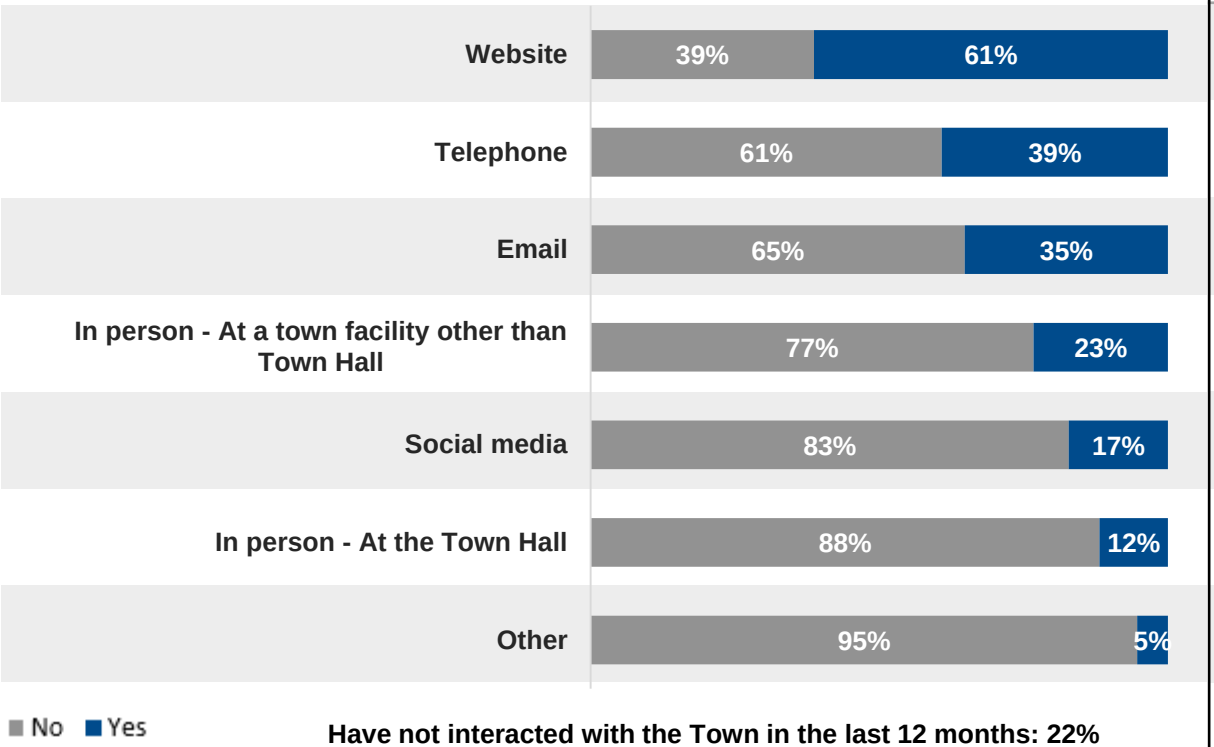
	2019	2017	2015	2013	2011
Through the website	68%	73%	74%	64%	65%
Social media	4%	3%	1%	-	-
Local Newspapers	6%	4%	5%	12%	12%
Word of mouth/neighbours	-	-	-	-	-
Google search/Other search engines	-	-	-	-	-
Telephone	3%	5%	7%	4%	5%
Email	2%	1%	2%	-	-
I do not seek out information about the Town of Oakville	-	-	-	-	-
Internet/Online (other or unspecified)	-	-	-	-	-
Mail	-	-	-	-	-
Town Brochures and Publications	2%	3%	2%	5%	5%
Media (other or unspecified)	-	-	-	-	-
"Let's Talk Oakville" News Magazine	-	-	-	-	-

*Visual shows mentions with 1% and higher

Q63. How do you most often find information about the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

Methods of Interaction with the Town of Oakville

Most residents (61%) interacted with the Town using the Town's website within the last 12 months which is followed by telephone (39%) and email (35%).



Have not interacted with the Town in the last 12 months: 22%

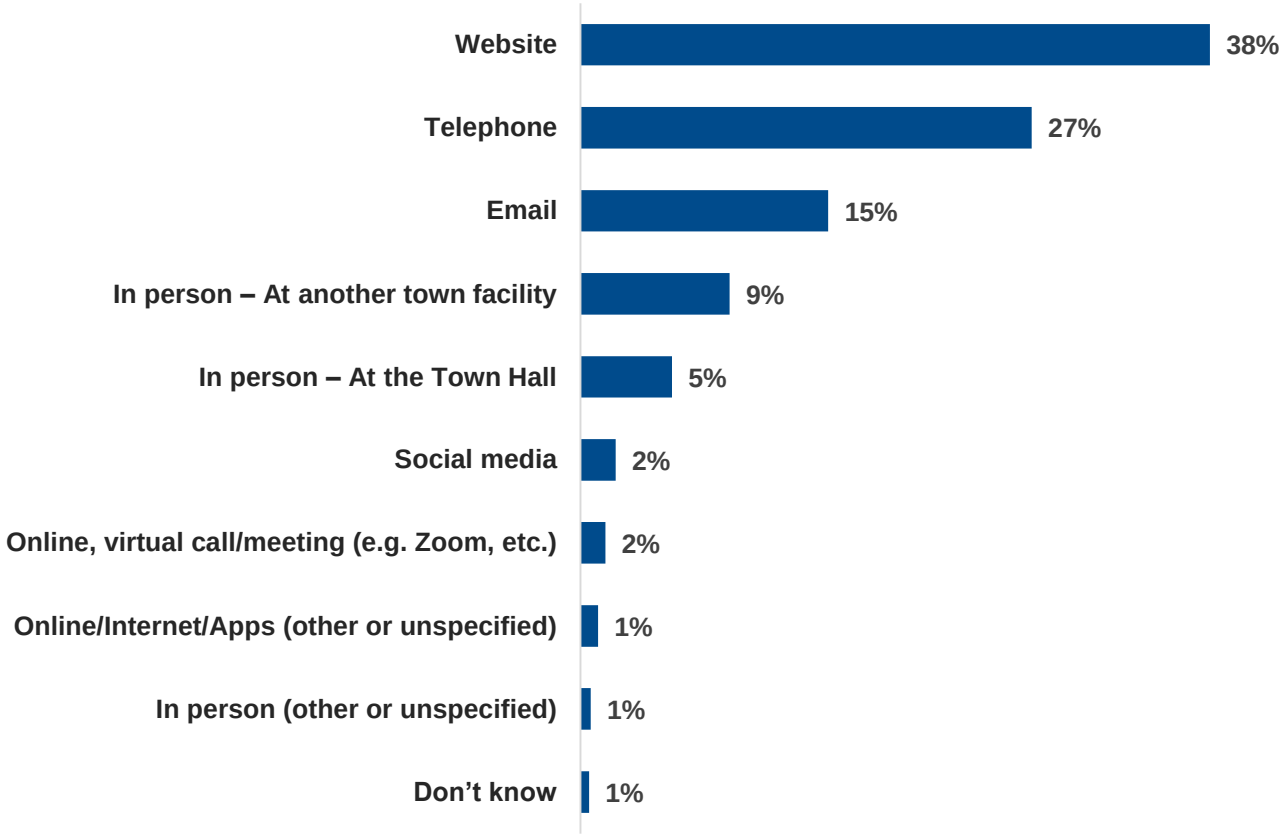
	2019	2017	2015	2013	2011
Website	45%	12%	9%	8%	5%
Telephone	14%	32%	32%	34%	31%
Email	6%	1%	10%	10%	9%
In person - At a town facility other than Town Hall	2%	1%	1%	1%	1%
Social media	1%	-	-	-	-
In person - At the Town Hall	10%	7%	10%	6%	9%
Other	-	-	-	-	-
Have not interacted with the Town in the last 12 months	19%	36%	36%	39%	44%

Q53. In the past 12 months, have you interacted with the Town of Oakville using any of the following methods?
Framework: All Respondents (CATI)
Sample size: n = 811

*The question in the previous waves was slightly different: *In the past two years, have you interacted with the Town of Oakville or visited its website for any reasons? If so, how did you first contacted the Town?*

Method of Most Recent Interaction with the Town of Oakville

Most of the residents used Town's website (38%) for their most recent interaction with the Town, which is followed by telephone (27%) and email (15%).

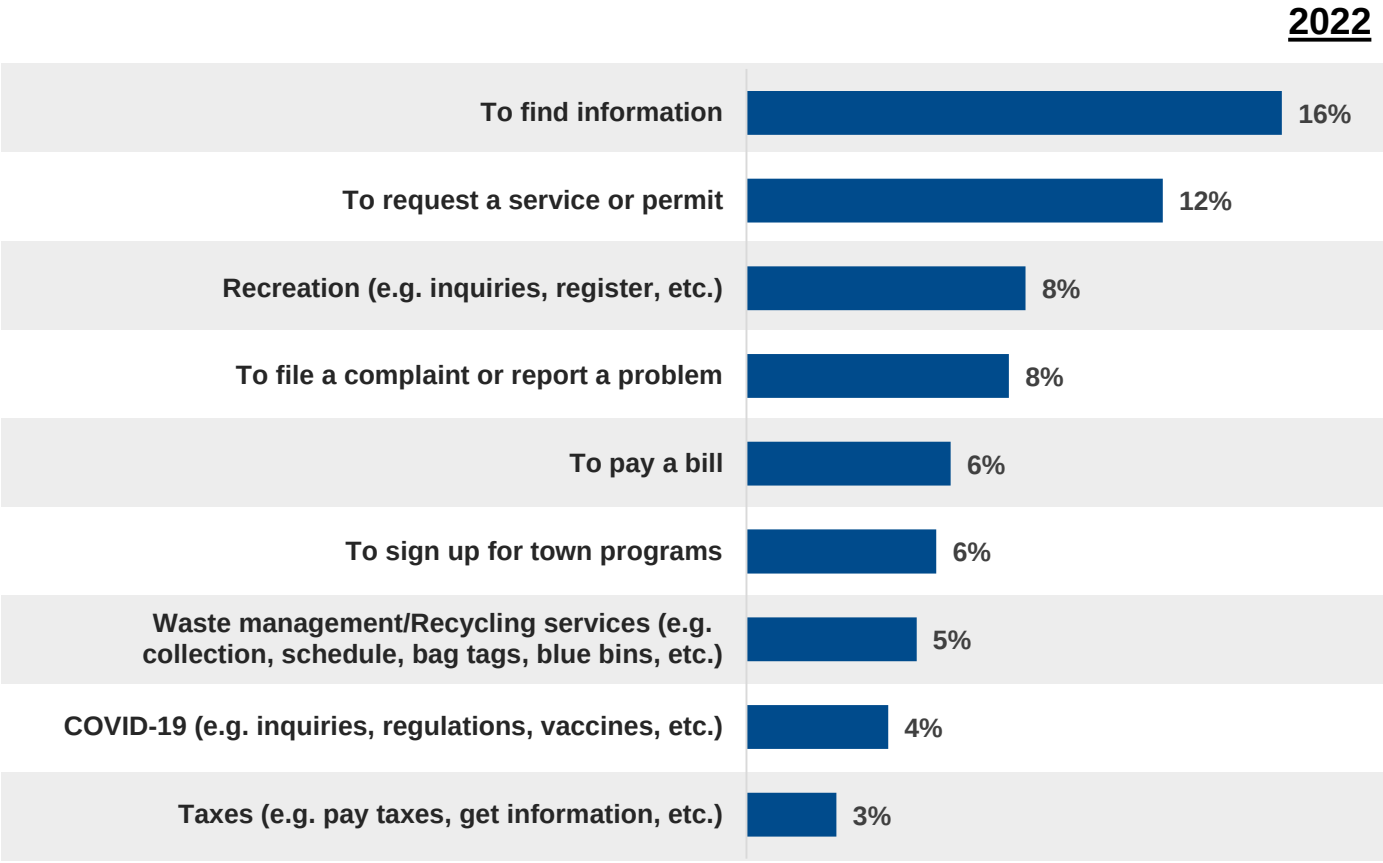


Q53. And which method did you use for your most recent interaction with the Town of Oakville?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 634

Reasons for Contacting the Town

OAKVILLE

Residents mostly contacted the Town to find information (16%) and to request a service or permit (12%).



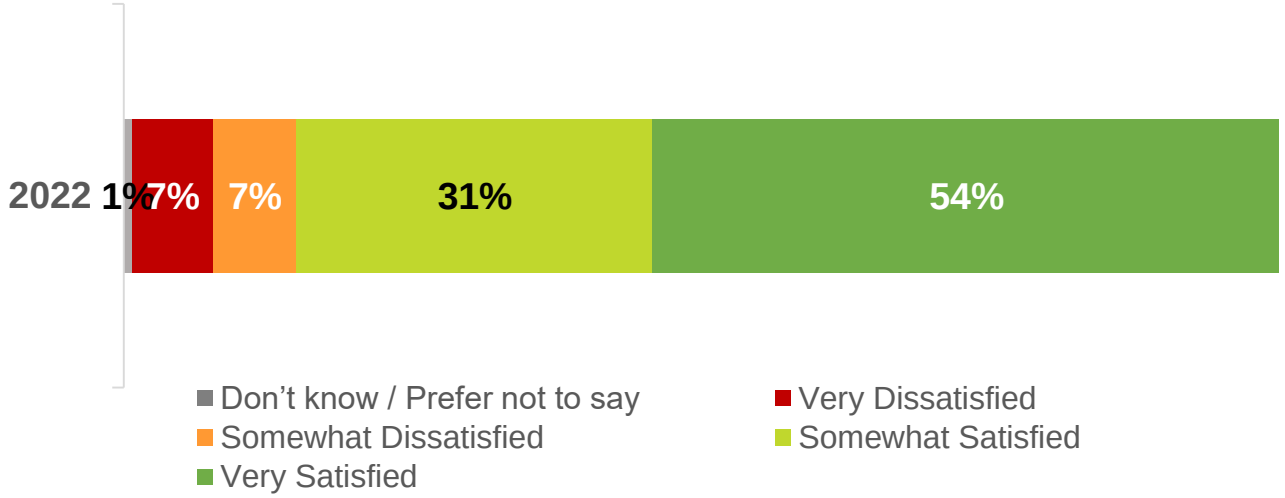
	2019	2017	2015	2013
To find information	26%	-	-	-
To request a service or permit	27%	30%	40%	33%
Recreation (e.g. inquiries, register, etc.)	-	-	-	-
To file a complaint or report a problem	12%	16%	19%	17%
To pay a bill	5%	6%	4%	12%
To sign up for town programs	12%	20%	15%	17%
Waste management/Recycling services (e.g. collection, schedule, bag tags, blue bins, etc.)	-	-	-	-
COVID-19 (e.g. inquiries, regulations, vaccines, etc.)	-	-	-	-
Taxes (e.g. pay taxes, get information, etc.)	-	-	-	-

Q55A. These next few questions focus on your most recent interaction with the Town of Oakville. What was the primary reason for your most recent interaction with the Town of Oakville?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 634

*Visual shows mentions with 3% and higher, and excludes "don't know"
**The question in the previous waves referred to residents' interaction with the Town in the past 2 years and the list of options was read (*What was the primary reason you contacted the town? Was it…(READ LIST)*. Please interpret with caution.

Satisfaction with the Service Received in the Most Recent Interaction

Of the residents who interacted with the Town in the last 12 months, a vast majority (TOP2: 85%) stated they were satisfied with the service they received.



TOP2 Satisfied

2022	2019	2017	2015	2013	2011
85%	88%	85%	84%	84%	78%

Q56. And still thinking about the most recent interaction you had with the Town of Oakville… Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 632

Satisfaction with the Service Received in the Most Recent Interaction - Demographic Breakouts

		Elem./ Some H.S./ Comp. H.S.	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.	Having disability	No disability
		A	B	C	D	E	F	G
n =	632	71	40	92	289	131	48	571
TOP2 Satisfied	**85%**	93%	78%	80%	86%	84%	72%	86%
		C						

Denotes significantly highest percentage within subgroups

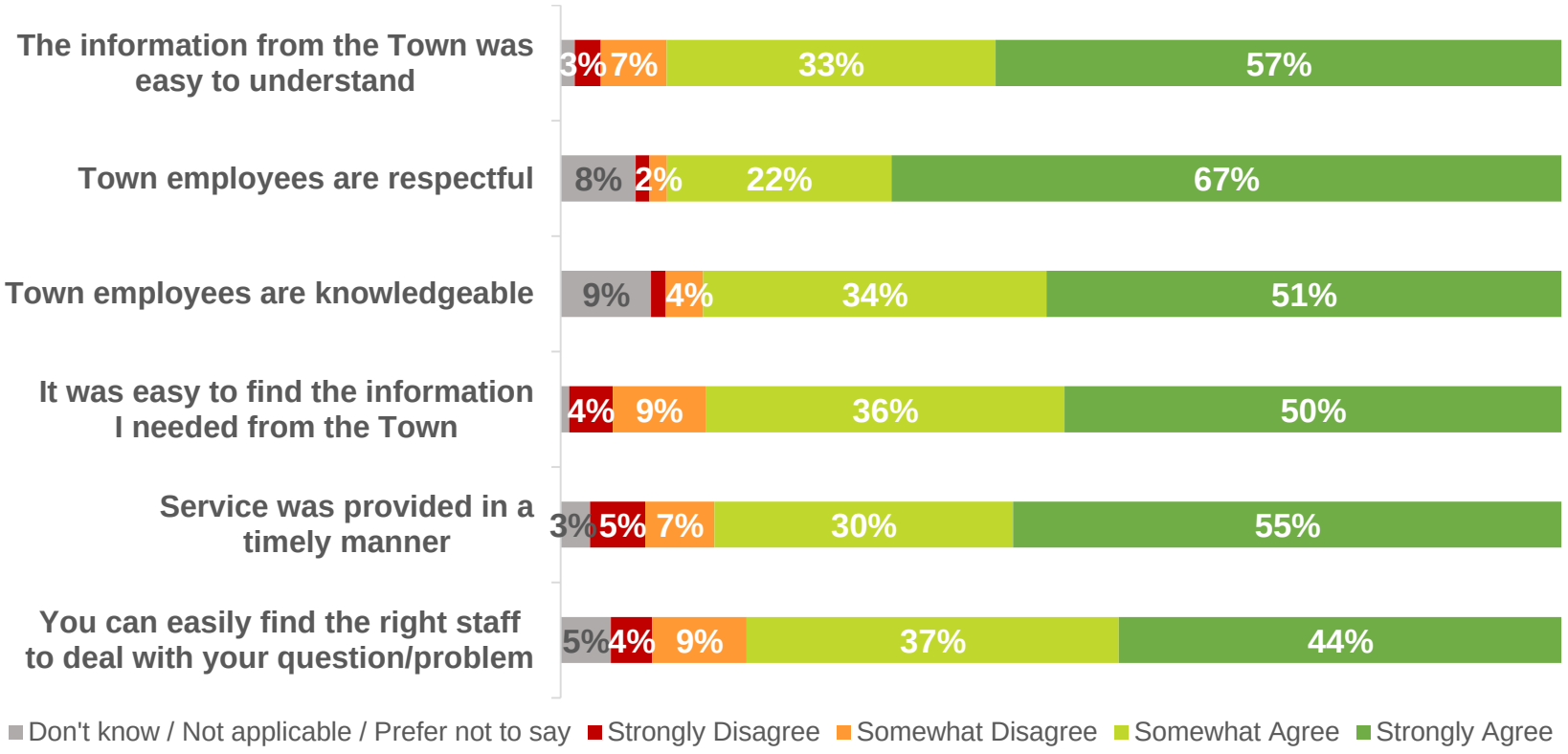
28%
C

Letter denotes significantly higher percentage than the segment with the corresponding letter

Q56. And still thinking about the most recent interaction you had with the Town of Oakville… Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 632

Recent Contact Service Evaluations

Considering their most recent contact with the Town, residents were mostly satisfied with the easiness of the information (TOP2: 89%) and the respectfulness of the employees (TOP2: 89%).



TOP2 Satisfied

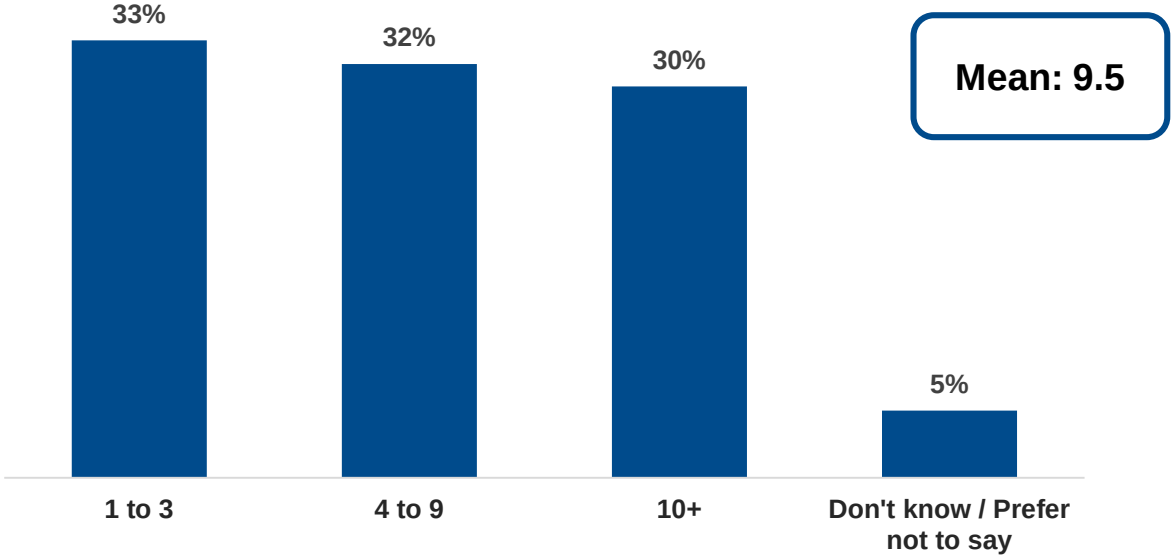
	2022	2019	2017	2015	2013	2011
The information from the Town was easy to understand	89%	92%	95%	89%	-	-
Town employees are respectful	89%	93%	91%	96%	95%	91%
Town employees are knowledgeable	86%	87%	91%	89%	88%	88%
It was easy to find the information I needed from the Town	86%	86%	86%	85%	-	-
Service was provided in a timely manner	85%	87%	87%	84%	86%	83%
You can easily find the right staff to deal with your question/problem	81%	79%	86%	82%	83%	77%

Q57. And still thinking about the most recent interaction you had with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 632

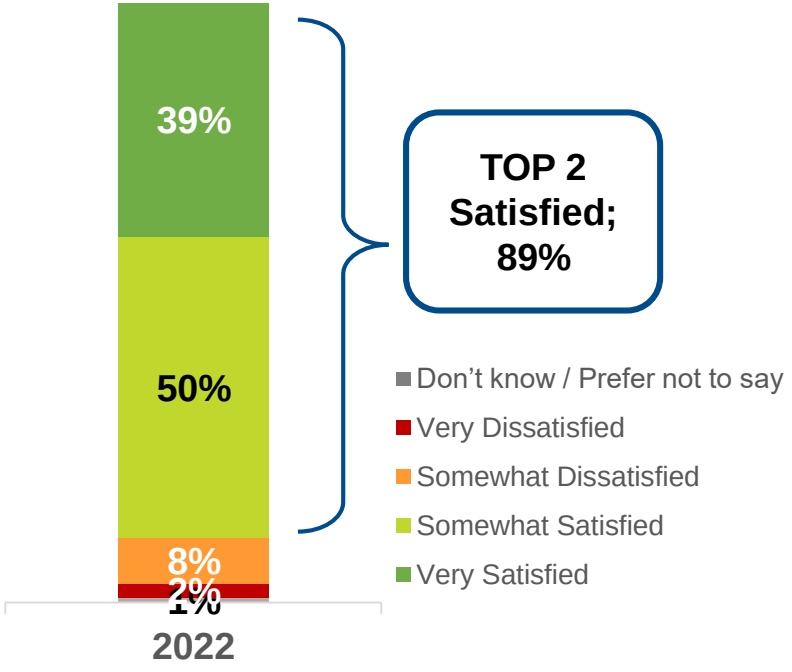
Usage and Satisfaction with the Town of Oakville's Website

Residents who interacted with the Town using the Town's website in the past 12 months stated to have visited it 9.5 times on the average. Almost 9 in 10 of these residents (TOP2: 89%) were satisfied with the website.

Frequency of Website Usage



Satisfaction with the Website

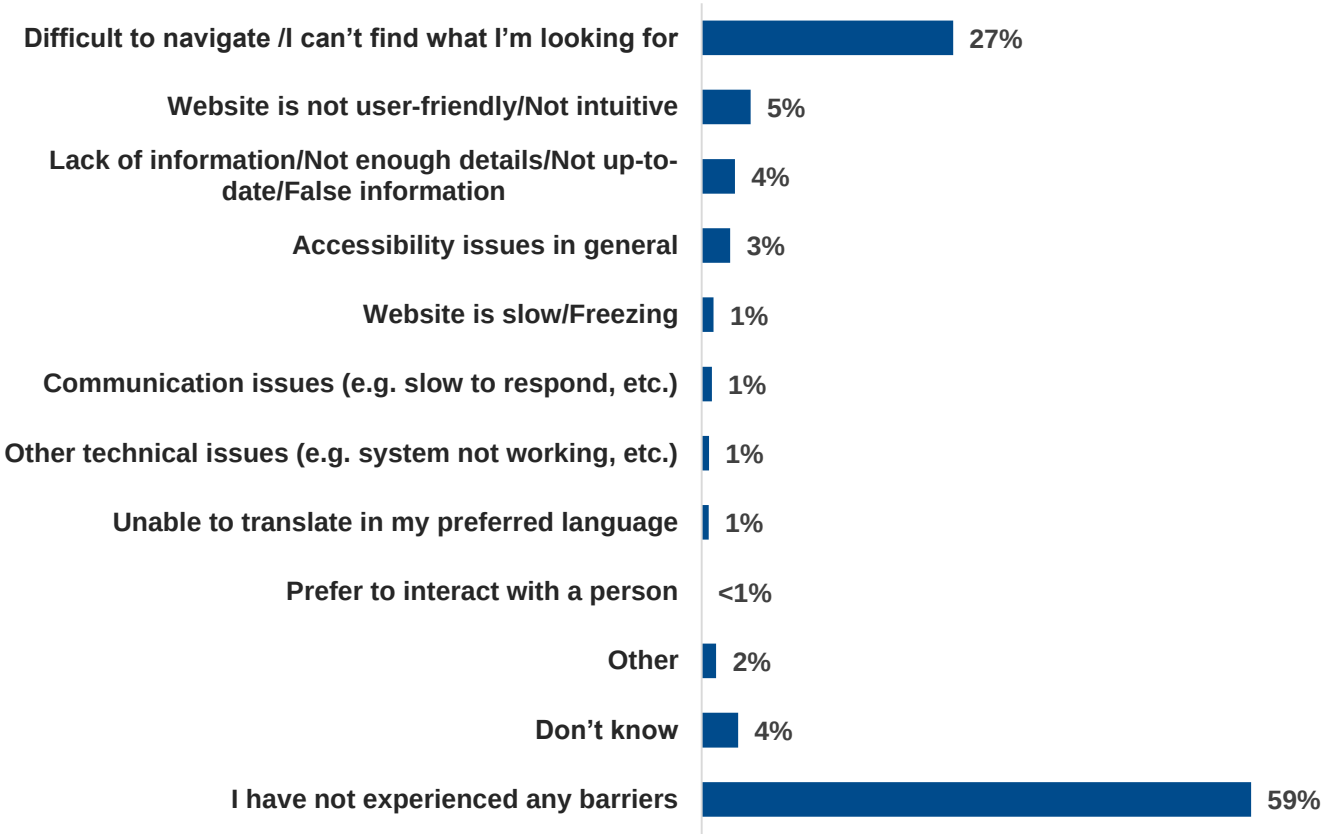


Z5. Over the past 12 months, about how many times have you visited the Town of Oakville's website? If you are unsure, your best guess is fine.
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

Z6. Overall, how satisfied are you with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

Barriers with the Town of Oakville's Website

The most reported barrier was difficulty to navigate (27%), while almost 6 in 10 residents (59%) who have used the Town's website stated they have not experienced any barriers.



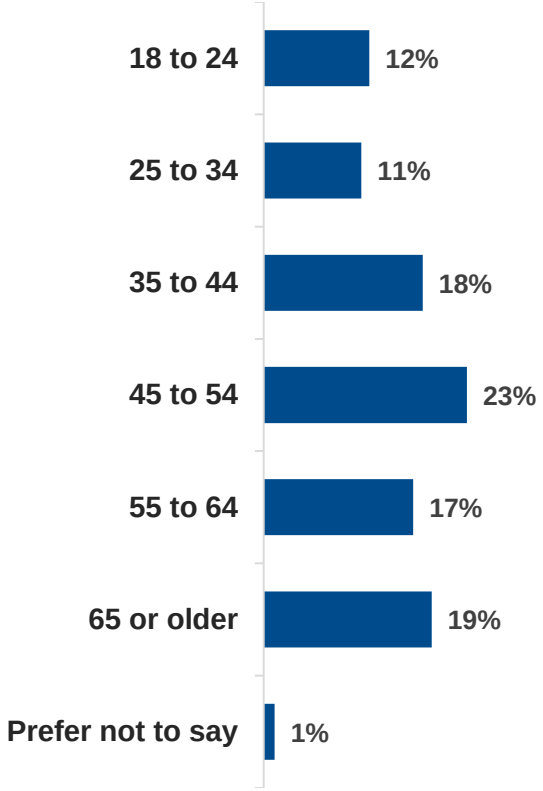
Z7. What barriers, if any, have you experienced while visiting or interacting with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

OAKVILLE

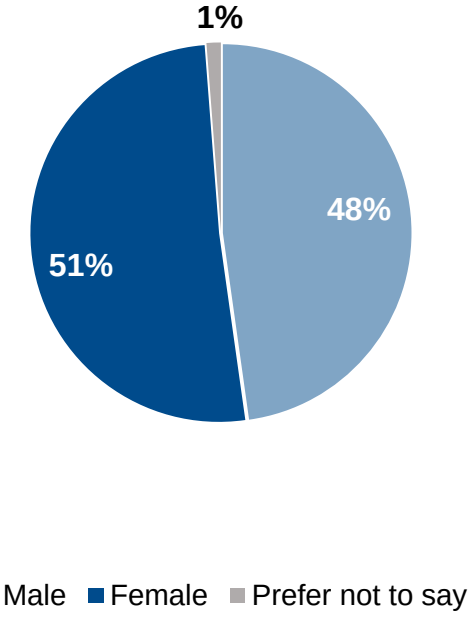
DEMOGRAPHICS

Respondent Profile

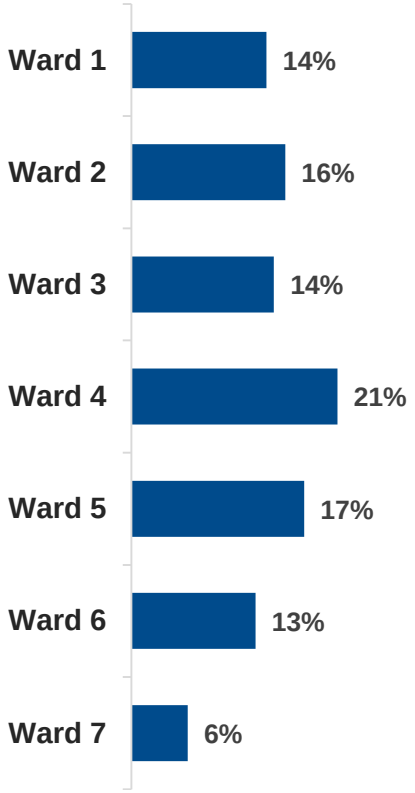
Age



Gender

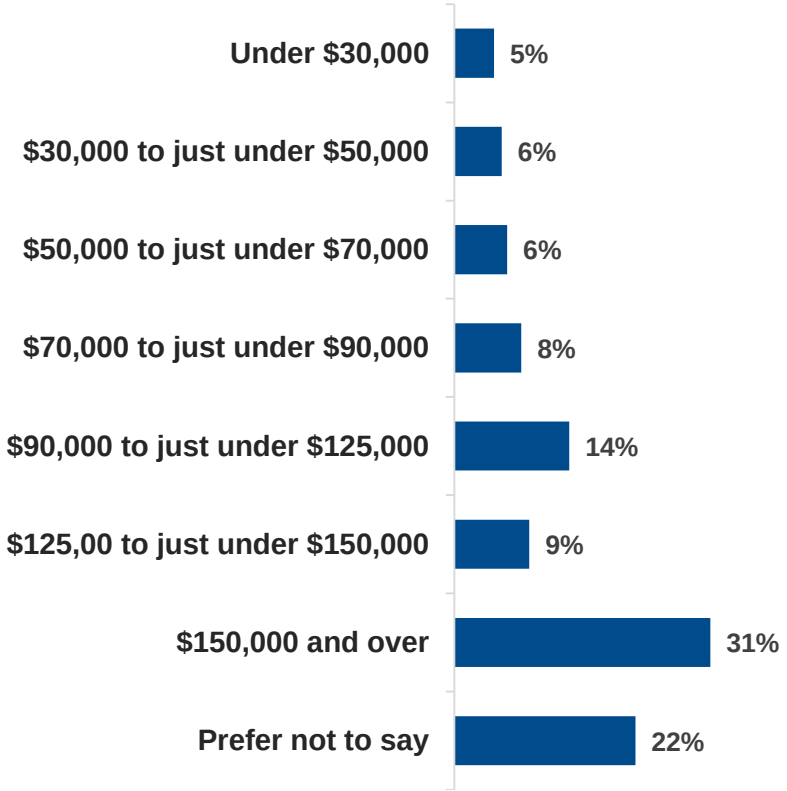


Wards Lived in

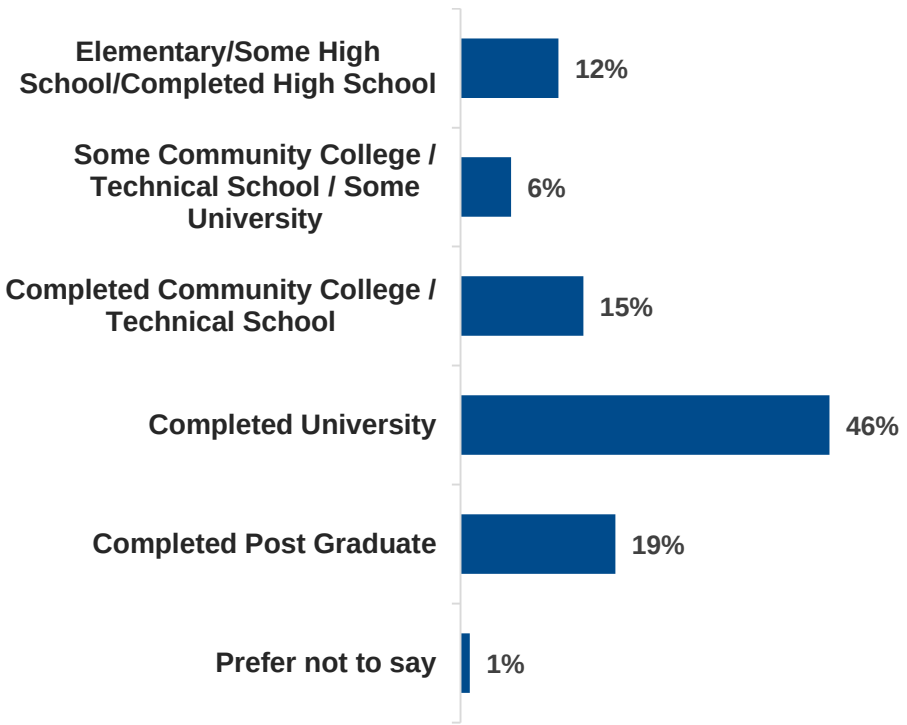


Respondent Profile

Income

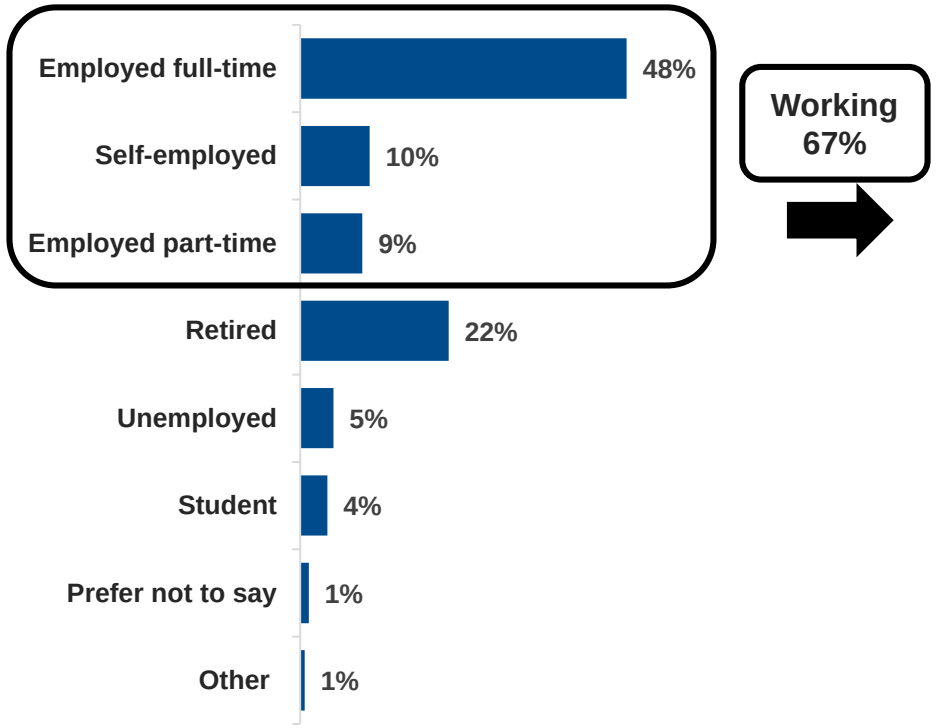


Education

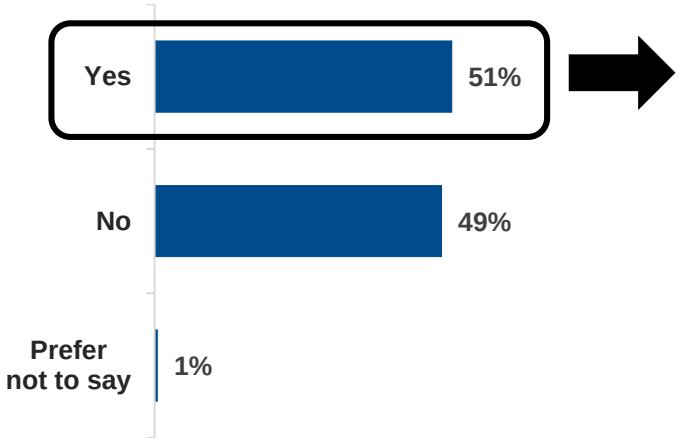


Respondent Profile

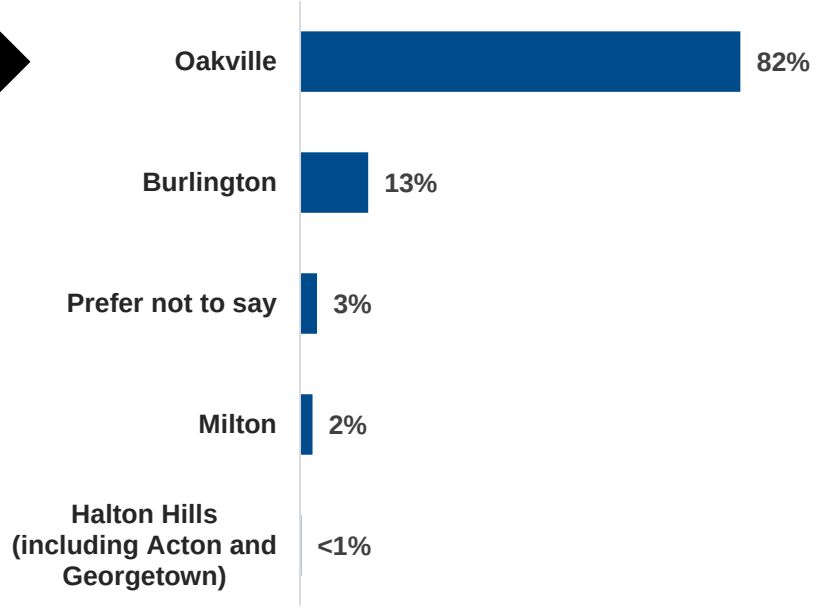
Employment Status



Working in Halton Region

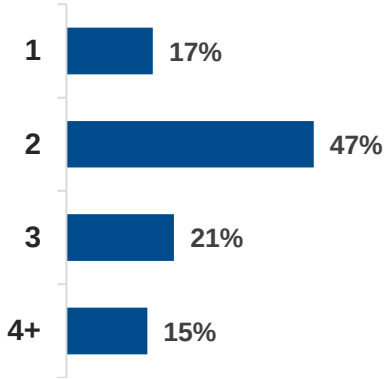


Cities Working in

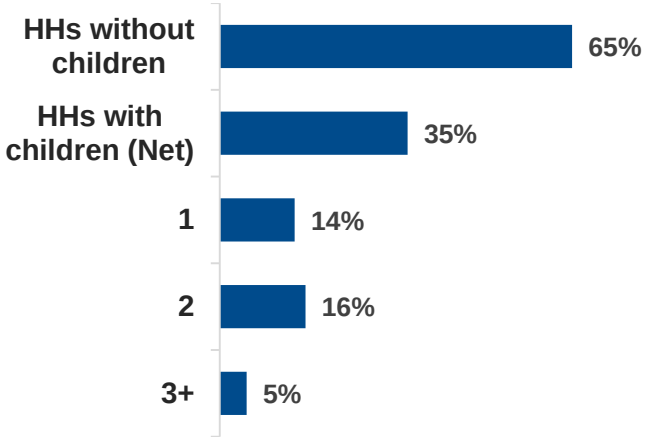


Respondent Profile

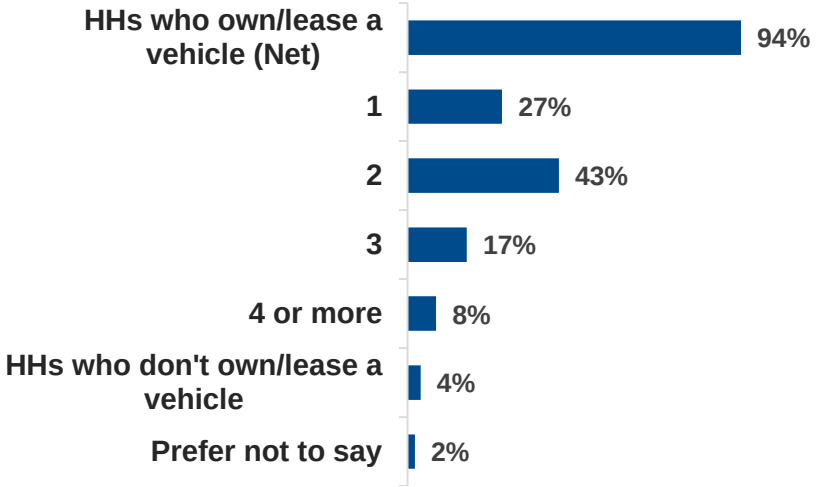
Number of Adults in the Household



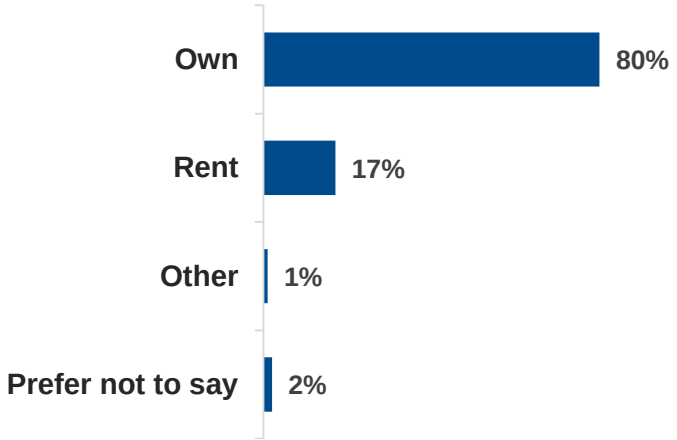
Number of Children in the Household



Car Ownership

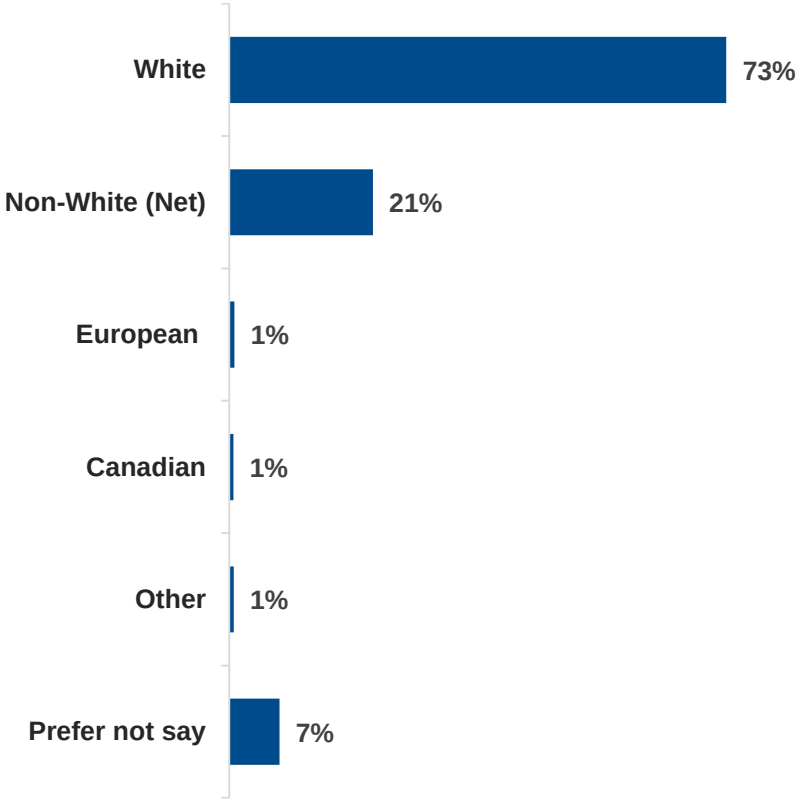


Home Ownership

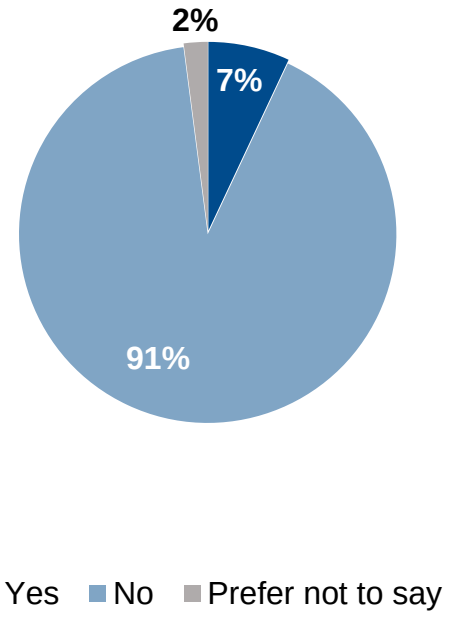


Respondent Profile

Racial Background



Disability



OAKVILLE

Online Self-Selected Survey Results

Most Important Issues Facing The Town Of Oakville

The most commonly stated issues facing the Town of Oakville were the availability of affordable housing (29%), urban sprawl/growth (26%), and traffic/congestion (23%).

housing
traffic
growth
development
affordable housing
need
lack
infrastructure
green space
service
building
road
community
downtown
park
house
taxes
area
high
access
price
urban sprawl
traffic congestion
maintenance
crime
many
home
city
control
etc
car
one
street
increasing
population
expansion
north
people
parking
senior
new
covid
keeping
congestion
environment
school
safe
public
build
increase
maintaining
time
especially
pandemic
climate change
intensification
farmland
issue
stop
better
tree
resident
snow removal
construction
cost
much
planning
garbage
property taxes
transit
sprawl
space
safety
transportation
housing affordability
population growth
neighbourhood
residential
enough
high density
recreation
greenspace
support
without
program
place
rental
around
keep
bronte
pedestrian
north dundas
lot
loss
money
impact
done
empty
activities
natural
bike lanes
lakeshore
work
lake
day
recreational
business
snow
speed
sidewalk
environmental
even
property tax
improve
along
route
urban
well
new development
restrictions
care
neighborhood
health
plan
e
including
make
help
hospital
bus
within
real estate
education
seen
south
currently
affordability
existing
developers
example
health care
enforcement
older
going
kids
waste
near
families
job
dundas
built
limited
getting
speeding
apartment
trafalgar
use
public transit
density
housing development
businesses
increased
facilities
reduce
community centre
density housing
public transportation
local
open
good
affordable
want
high rise
town
lack affordable
used
character
way
bylaw
take
management
noise
small
property
s
level
trail
much growth
cost living
due
low
living
densification
south
education
seen
currently
real estate
hospital
bus
within
help
make
huge
qew
snow
sidewalk
speed
including
day
lake
work
stop
place
program
activities
natural
impact
done
empty
loss
money
even
property tax
improve
along
route
urban
well
new development
restrictions
care
neighborhood
health
plan
e
lot
time
pedestrian
north dundas
increase
maintaining
build
public
especially
pandemic
rental
around
keep
bronte
school
safe
keeping
environment
congestion
green space
lack
need
development
housing
community
climate change
population growth
housing affordability
downtown
park
one
urban sprawl
price
access
high
traffic congestion
maintenance
crime
many
home
city
control
etc
car

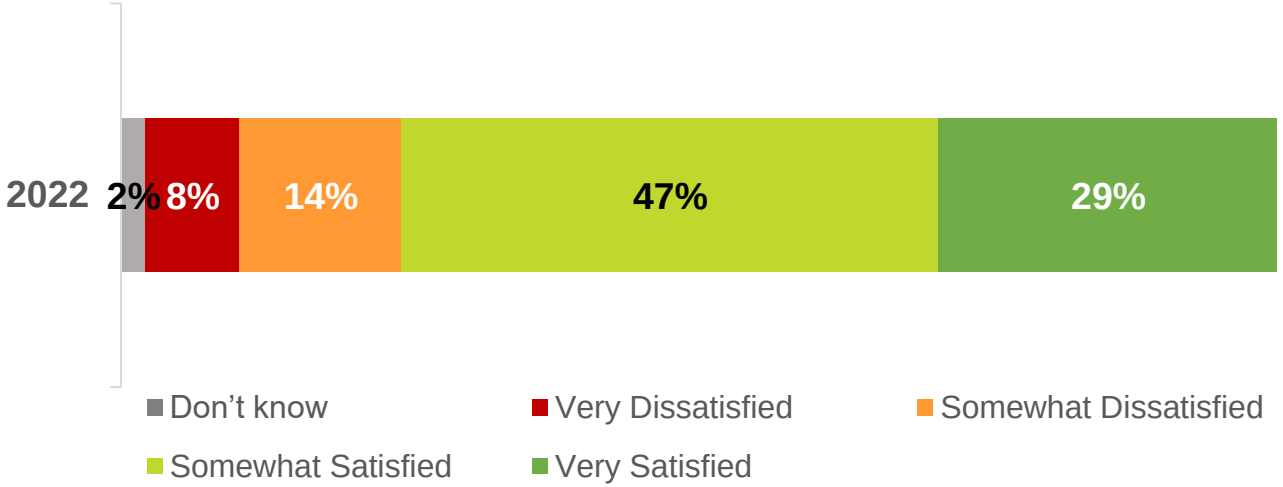
Qualities that Make Oakville Livable

The most commonly stated qualities that make Oakville livable were nature-related (parks, trails, green spaces), a sense of community, community centres, and the safety of the area.

access
park
services
green space
community
safety
neighbourhood
trail
toronto
amenities
downtown
area
parks trail
great
waterfront
beautiful
location
programs
school
lake
city
tree
close
safe
environment
greenspace
many
transit
road
public
people
recreational
clean
facilities
excellent
nicelot
accessible
small
nature
proximity
housing
lakeshore
development
cleanliness
resident
easy access
senior
infrastructure
citizens
library
activities
local
community centre
feeling
go train
relatively
art
outdoor
variety
small feel
keep etc
planning
parkland
highway
hospital
open space
restaurants
new
walking
events
stores
provide
lake ontario
libraries
recreation facilities
mississauga
recreation
education
low crime
high
well maintained
lakefront
traffic
space
quality
easy
walkability
downtown core
building
livable
canopy
walkable
shopping
transportation
walking trails
crime rate
businesses
nearby
drive
live
natural
attractive
neighborhood
green
glen abbey
size
need
generally
system
options
working
well
feel
harbour
children
although
available
accessibility
great school
culture
heritage
love
enjoy
old
wonderful
golf course
well managed
older
families
diversity
bronte
place
large
quiet including
time
parks open
friendly
work
government
shop
new hospital
much
trail system
still
availability
part
better
social
residential
make
cultural
cities
mayor
proximity lake
space
outdoor
level
less
spirit
living
centre
high
communities
one
things
restaurants
open space
hospital
walk
historic
ages
growth
home
maintenance
health
issue
parks recreation
congestion
taxes
within
go
rec
lake
access
house
family
ie
recreations
facilities
walk
run
will
street
lakefront
walkable
atmosphere
charm
help
canopy
building
citizens
senior
easy access
council
reasonable
safe community
walkability
downtown core
walking
events
stores
provide
keep etc
outdoor
variety
small feel
clean
facilities
excellent
nicelot
available
although
harbour
children
planning
system
options
working
well
feel
parkland
highway
low crime
communities
high
hospital
open space
restaurants
nature
need
generally
recreation facilities
mississauga
recreation
education
mayor
lake ontario
libraries
neighborhood
attractive
maintained
size
green
glen abbey
programs
small
tree
lake
city
businesses
social
nearby
drive
live
natural
transportation
walking trails
crime rate
development
quality life
shopping
lakeshore
housing
better
proximity
parks recreation
relatively
congestion
art
go train
issue
feeling
close
safety
safe
environment
cleanliness
resident
easy access
senior
infrastructure
citizens
many
greenspace
neighbourhood
trail
toronto
amenities
community
accessible
well maintained
proximity lake
still
availability
part
better
social
residential
make
cultural
cities
mayor

Satisfaction with the Government of the Town of Oakville

3 in 4 residents (TOP2: 76%) feel satisfied with the Government of the Town of Oakville. TOP2 satisfaction has remained stable since 2019.



TOP2 Satisfied

2022	2019
76%	77%

Q2A. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?
Framework: All Respondents (CAWI)
Sample size: n = 990

Satisfaction with the Government of the Town of Oakville - Demographic Breakouts

	Total	**18-34**	**35-54**	**55+**	**Working**	**Student**	**Unemployed**	**Retired**
		A	**B**	**C**	**D**	**E**	**F**	**G**
n =	**990**	43	328	619	478	3	20	432
TOP2 Satisfied	**80%**	63%	72%	79%	73%	67%	85%	82%
								D

Denotes significantly highest percentage within subgroups

28%
C

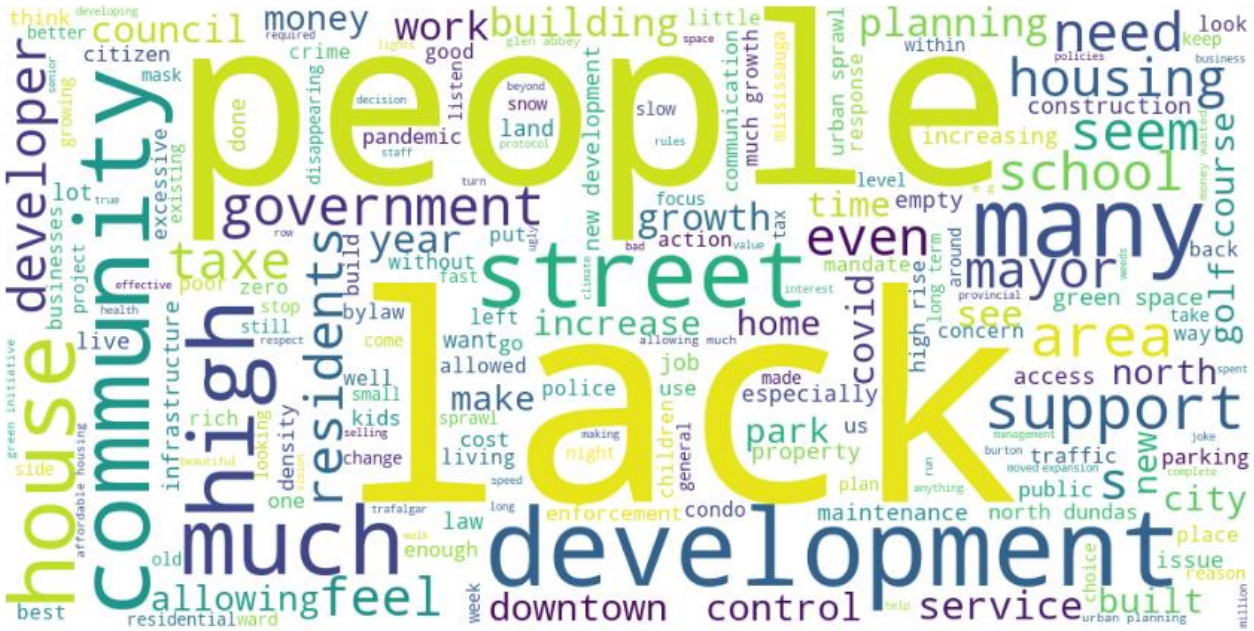
Letter denotes significantly higher percentage than the segment with the corresponding letter

Q2A. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?
Framework: All Respondents (CAWI)
Sample size: n = 990

Reasons for Satisfaction / Dissatisfaction with the Government

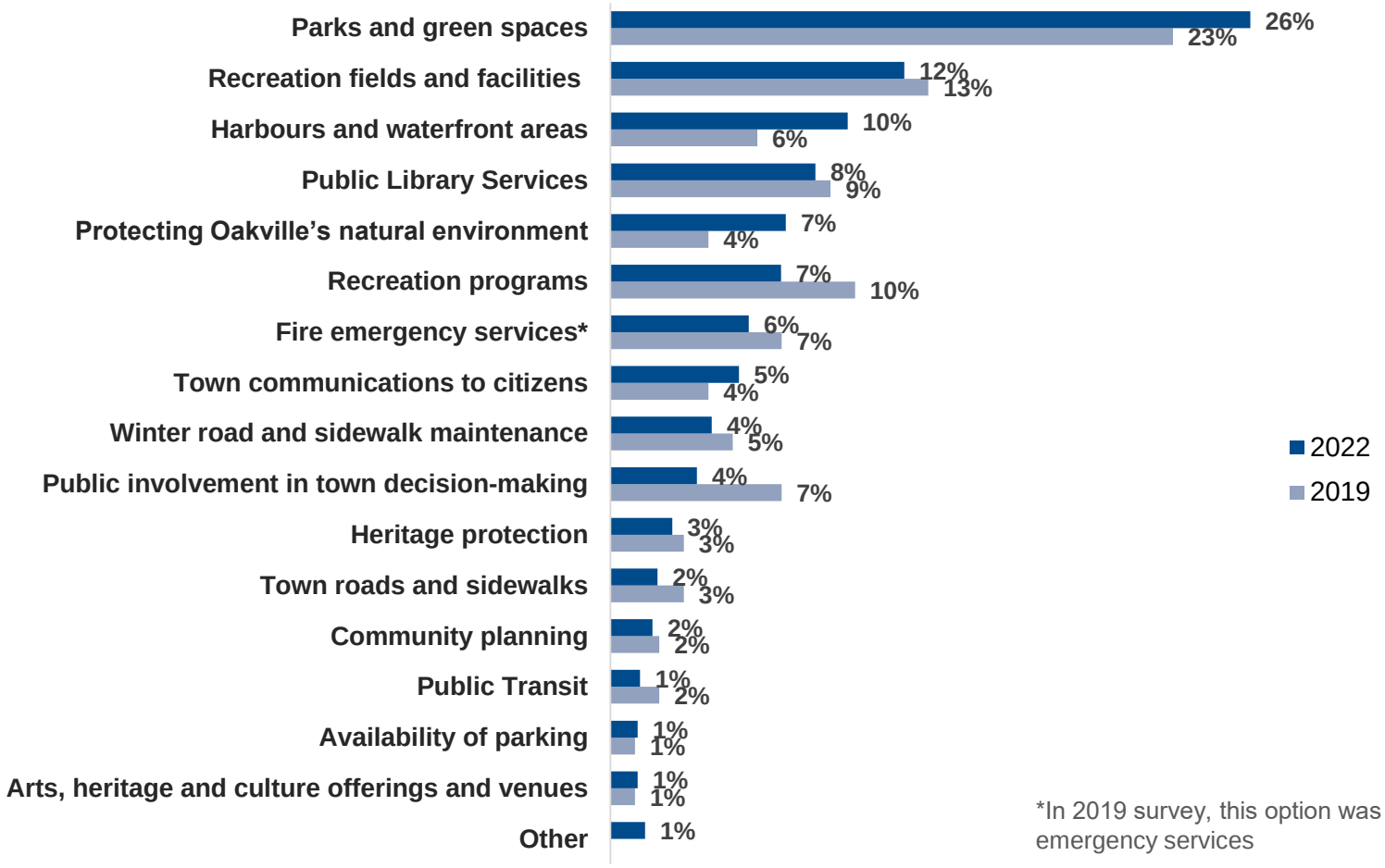
Reasons for satisfaction with the government

Reasons for dissatisfaction with the government


people
lack
development
high
house
community
developer
residents
street
government
taxe
council
money
work
building
planning
need
housing
many
mayor
school
seem
area
support
north
much
feel
allowing
downtown
control
service
built
city
parking
traffic
public
maintenance
north dundas
place
issue
reason
choice
enforcement
condo
law
enough
old
best
residential
ward
week
trafalgar
long
walk
speed
night
making
change
living
cost
sprawl
kids
small
well
density
looking
one
side
rich
infrastructure
green initiative
affordable housing
vision
beautiful
developing
better
required
tight
good
glen abbey
space
crime
citizen
mask
growing
senior
lot
true
excessive
existing
disappearing
decision
listen
beyond
snow
land
pandemic
staff
turn
protocol
slow
rules
done
development
new
communication
much growth
mississauga
urban sprawl
response
within
policies
business
keep
look
construction
increasing
level
focus
growth
action
value
tax
time
empty
even
mandate
interest
climate
bad
row
required
pool
zero
stop
still
respect
health
effective
bylaw
fast
without
put
year
build
businesses
project
live
come
left
want
go
allowed
increase
home
covid
high rise
long term
around
provincial
concern
see
green space
back
take
way
go
golf course
allowing much
make
police
use
job
especially
made
park
property
us
children
general
access
traffic
parking
joke
burton
moved expansion
complete
management
spent
new
s

Programs and services

Best program or service

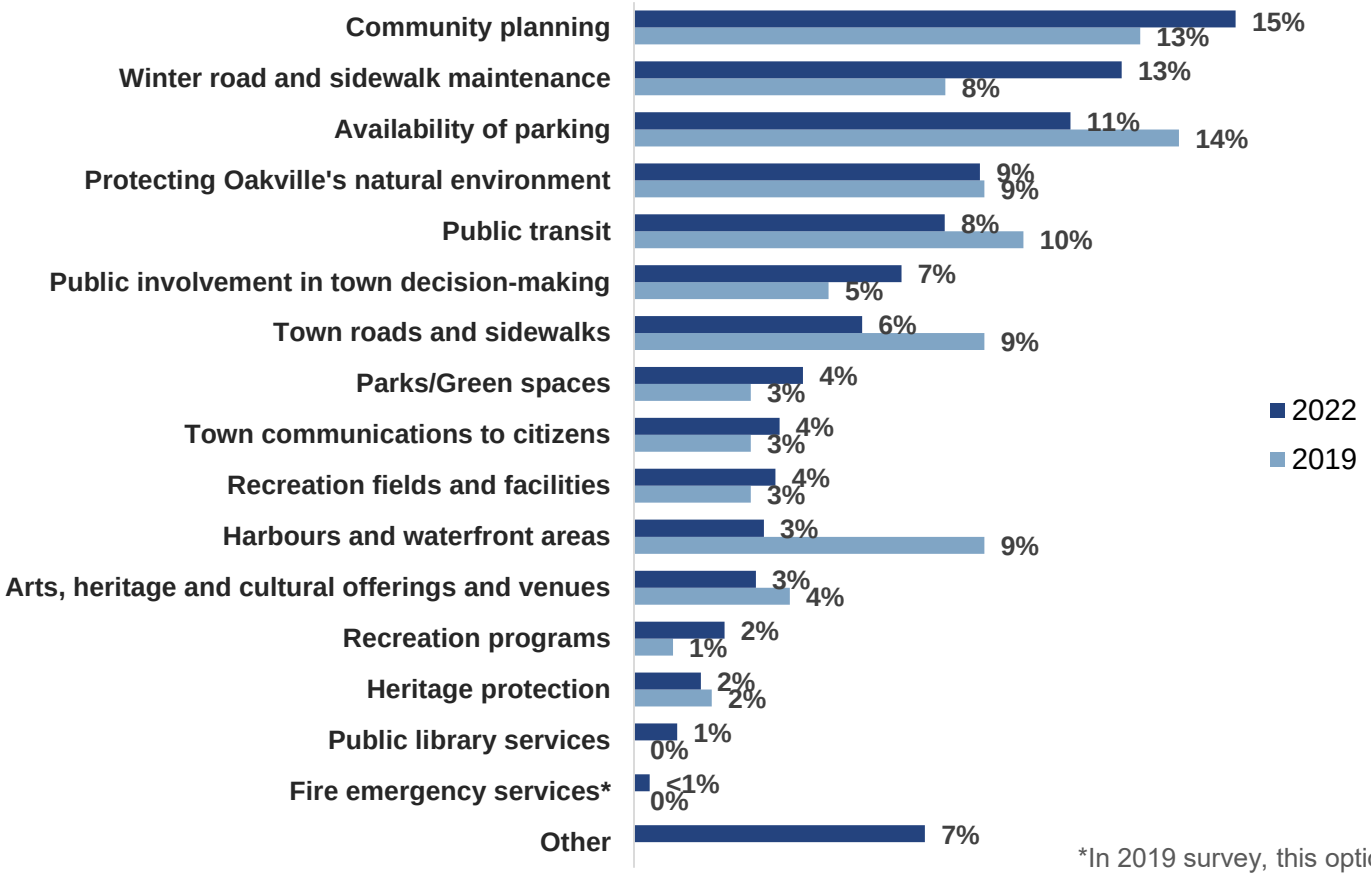


*In 2019 survey, this option was shown as Oakville's emergency services

BMI1. Of all the programs and services offered and maintained by the Town of Oakville, which one would you say they do best? And which service needs most improvement?
Framework: All Respondents (CAWI)
Sample size: n = 990

Programs and services

Service or program that most needs improvement



*In 2019 survey, this option was shown as Oakville's emergency services

BMI1. Of all the programs and services offered and maintained by the Town of Oakville, which one would you say they do best? And which service needs most improvement?
Framework: All Respondents (CAWI)
Sample size: n = 990

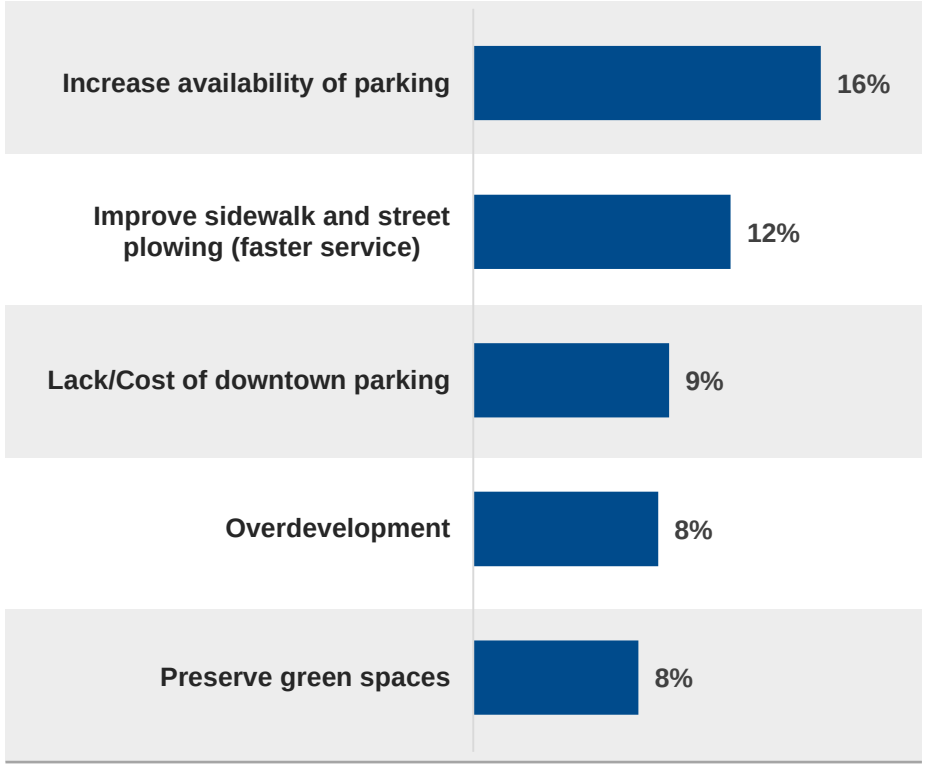
Reasons for Best Program or Service

Respondents most commonly justified their choice for best program and service by citing maintenance, variety/quality of services, and availability/variety of programs.

well maintained
trail service
always
program
good
great
lot
park
many
area
facility
waterfront
excellent
available
accessible
clean
staff
use
best
book
downtown
recreation
safe
heritage
maintenance
citizen
etc
used
job
see
information
green space
city
new
time
mayor
offered
sidewalk
work
library
enjoy
seem
provide
covid
need
community centre
north
walking
activity
opportunity
year
bronte
public
one
love
live
fire
important
offer
maintaining
road
able
pool
beautiful
availability
harbour
nice
path
keep
issue
variety
space
community
people
tree
around
feel
make
open
home
walk
access
often
pandemic
park green quality
street
number
daily
resident
communication
natural
park trail
done
place
outdoor
maintained
senior
parking
family
attractive
facility
area
great
good
lot
many
park
beautiful
availability
harbour
trail
service
well maintained
staff
improvement
clean
year
accessible
love
one
live
offer
maintaining
road
able
pool
opportunity
need
activity
walking
north
community centre
always
seem
provide
covid
much
enjoy
library
work
walk
access
pandemic
park green quality
street
number
daily
resident
communication
natural
often
tree
around
feel
make
open
home
waterfront
parking
family
attractive
senior
maintained
outdoor
place
done
park trail
variety
space
people
community
green space
city
new
time
mayor
offered
sidewalk
path
keep
nice
issue
information
see
job
etc
used
citizen
heritage
maintenance
excellent
available
need
activity
opportunity
north
community centre
walking
bronte
public
one
live
fire
important
offer
maintaining
road
able
pool
provide
seem

Reasons for Programs or Services that Need Most Improvement

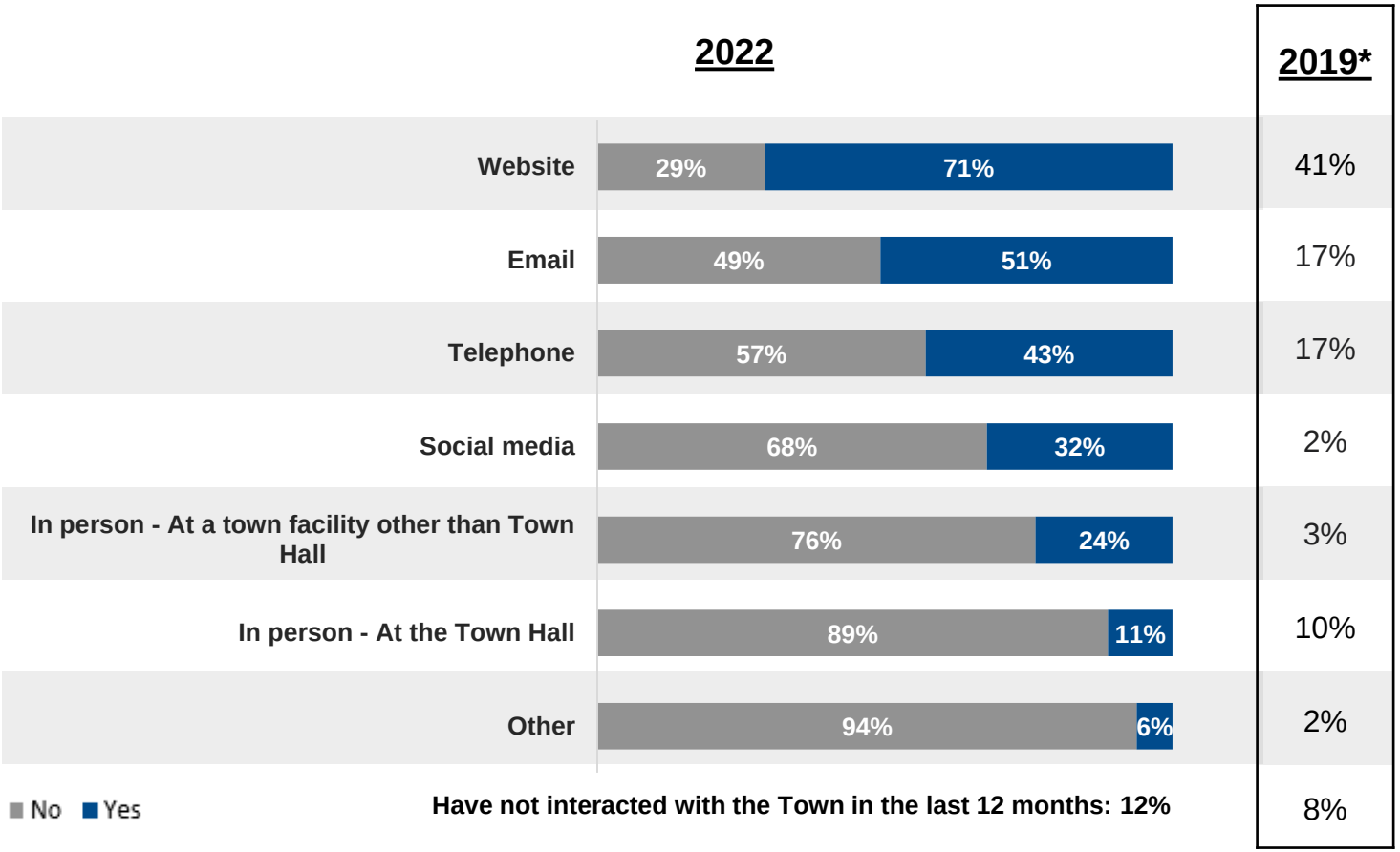
Respondents most commonly justified their choice for the program or service that most needs improvement by asking for increased parking availability and faster snow plowing.



BMI1. You indicated that <BMI1A> is the program or service on which the town needs most improvement. What is the main reason you say so? [OPEN]
Framework: All Respondents (CAWI)
Sample size: n = 990

Methods of Interaction with the Town of Oakville

Most residents (71%) interacted with the Town using the Town's website within the last 12 months which is followed by email (51%) and telephone (43%).

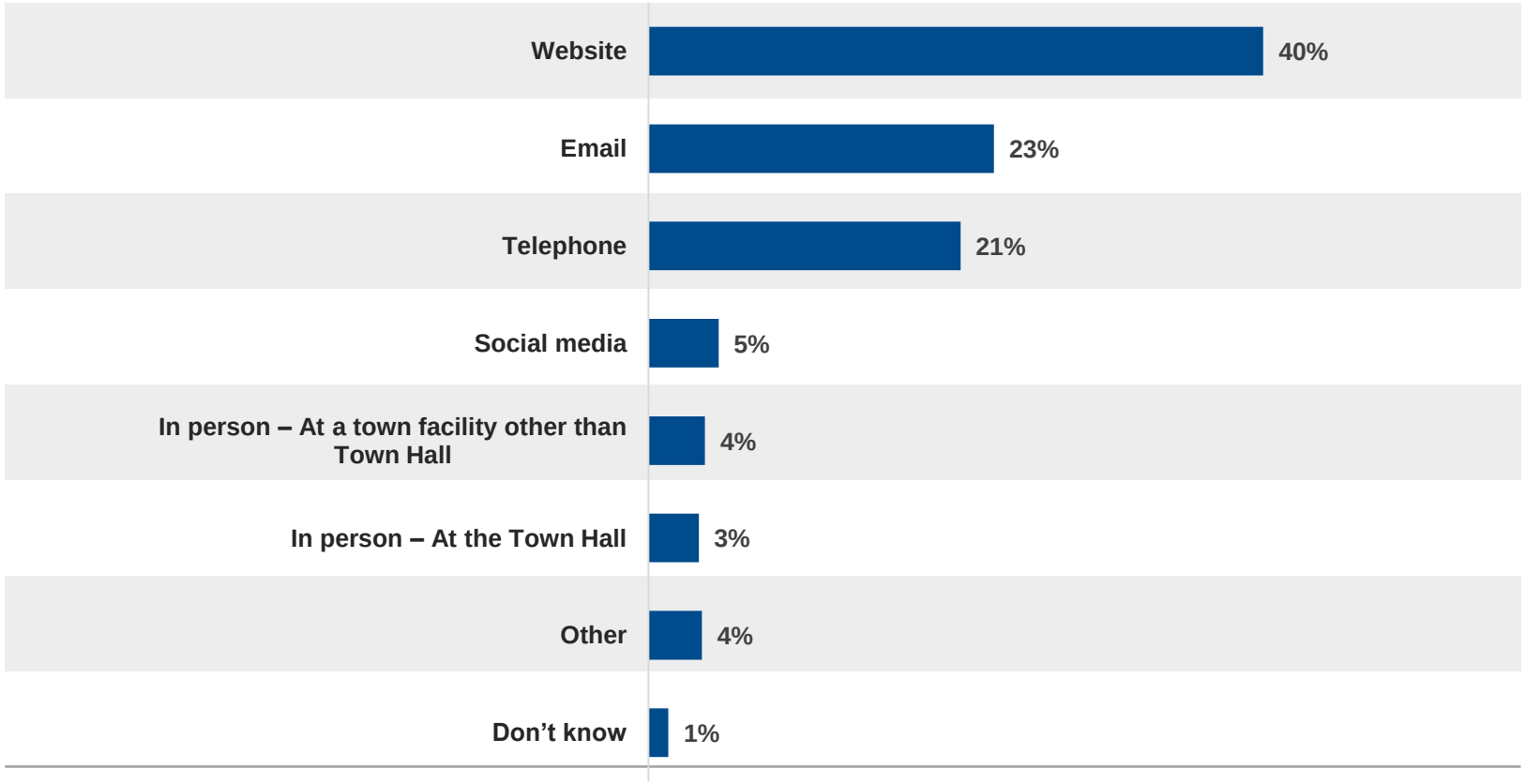


*The question in the previous waves was slightly different: *In the past two years, have you interacted with the Town of Oakville or visited its website for any reasons? If so, how did you first contacted the Town?* Please interpret with caution.

Q53. In the past 12 months, have you interacted with the Town of Oakville using any of the following methods?
Framework: All Respondents (CAWI)
Sample size: n = 990

Method of Most Recent Interaction with the Town of Oakville

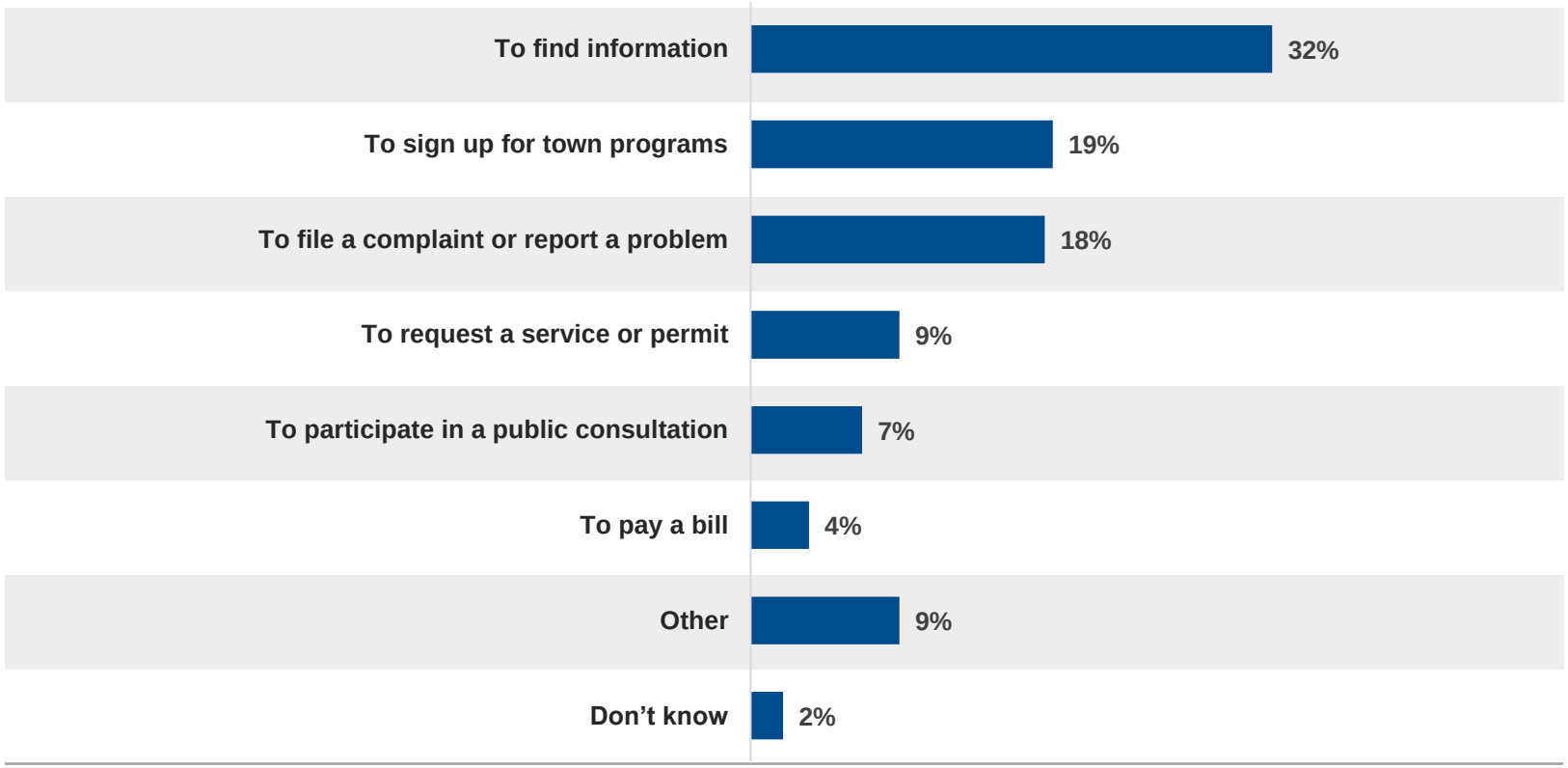
Most of the residents used Town's website (40%) for their most recent interaction with the Town, which is followed by email (23%) and telephone (21%).



Q55b. And which method did you use for your most recent interaction with the Town of Oakville?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CAWI)
Sample size: n = 868

Reasons for Contacting the Town

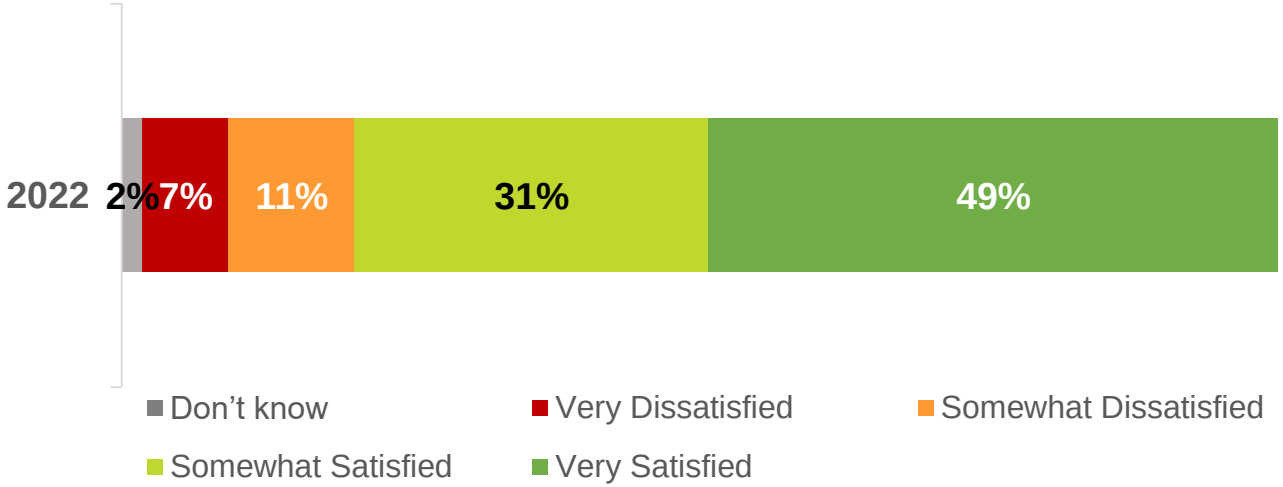
Residents mostly contacted the Town to find information (32%), to sign up for town programs (19%), or to file a complaint (18%).



Q55A. These next few questions focus on your most recent interaction with the Town of Oakville. What was the primary reason for your most recent interaction with the Town of Oakville?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CAWI)
Sample size: n = 868

Satisfaction with the Service Received in the Most Recent Interaction

Of the residents who interacted with the Town in the last 12 months, a vast majority (TOP2: 80%) stated they were satisfied with the service they received.



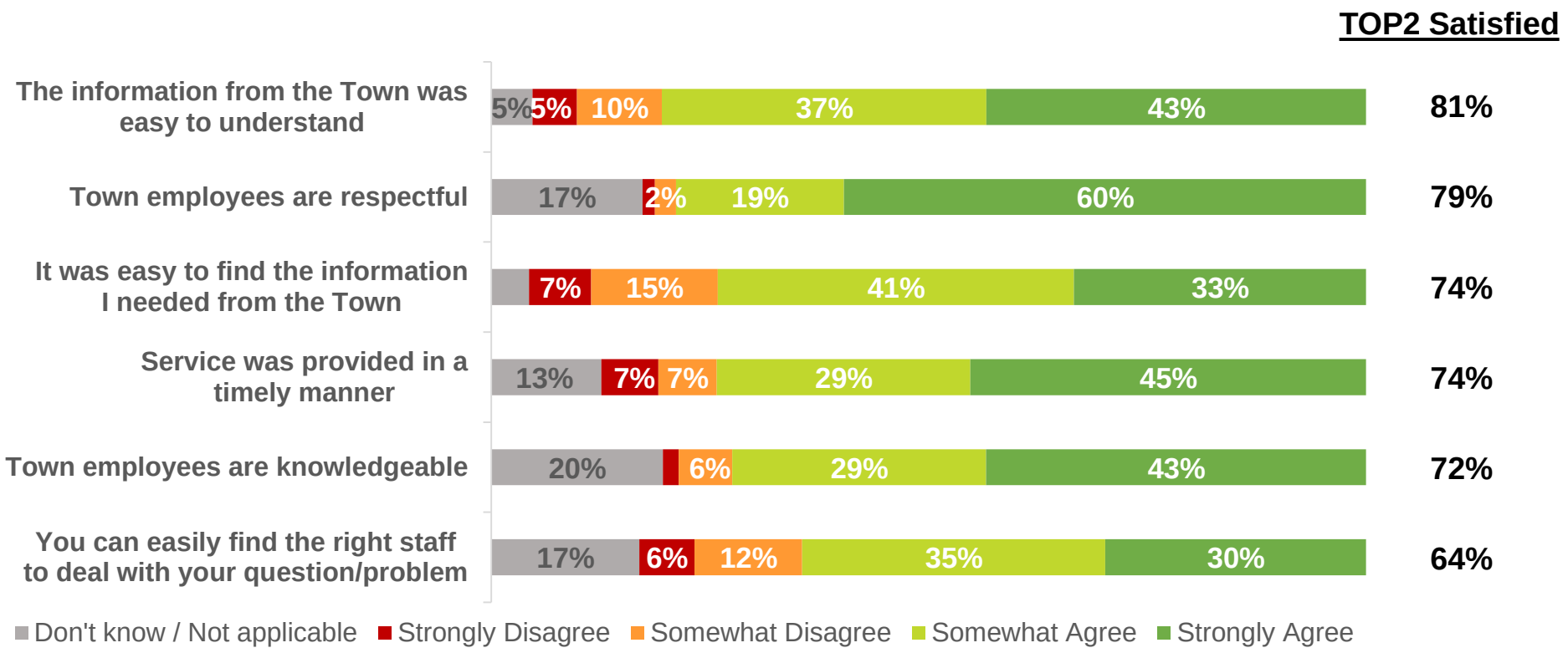
TOP2 Satisfied

2022	2019
80%	76%

Q56. And still thinking about the most recent interaction you had with the Town of Oakville… Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CAWI)
Sample size: n = 868

Recent Contact Service Evaluations

Considering their most recent contact with the Town, residents were mostly satisfied with the easiness of the information (TOP2: 81%) and the respectfulness of the employees (TOP2: 79%).

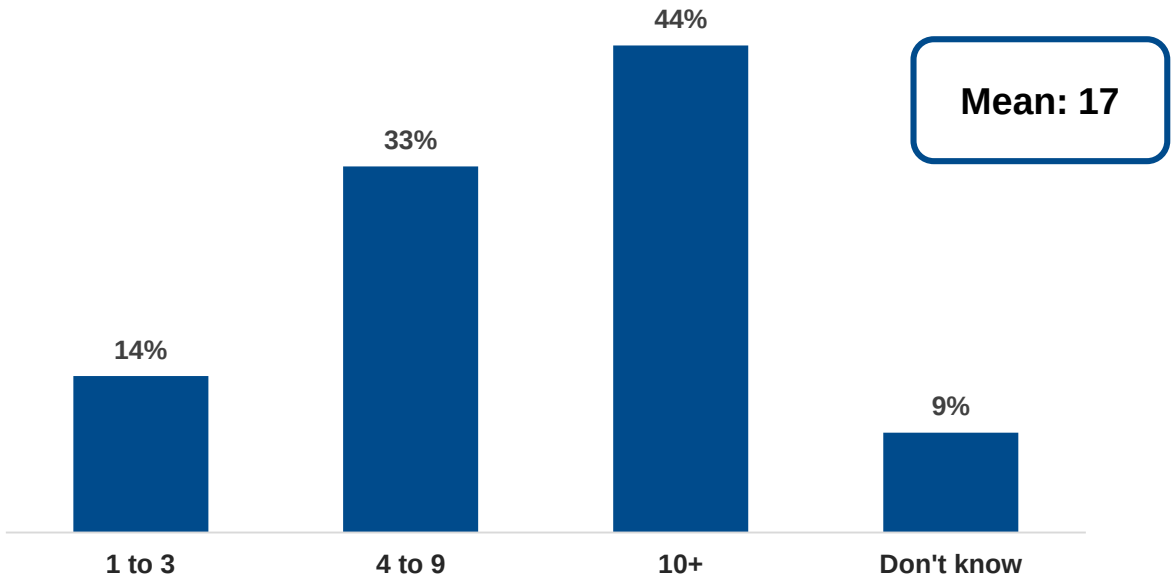


Q57. And still thinking about the most recent interaction you had with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CAWI)
Sample size: n = 868

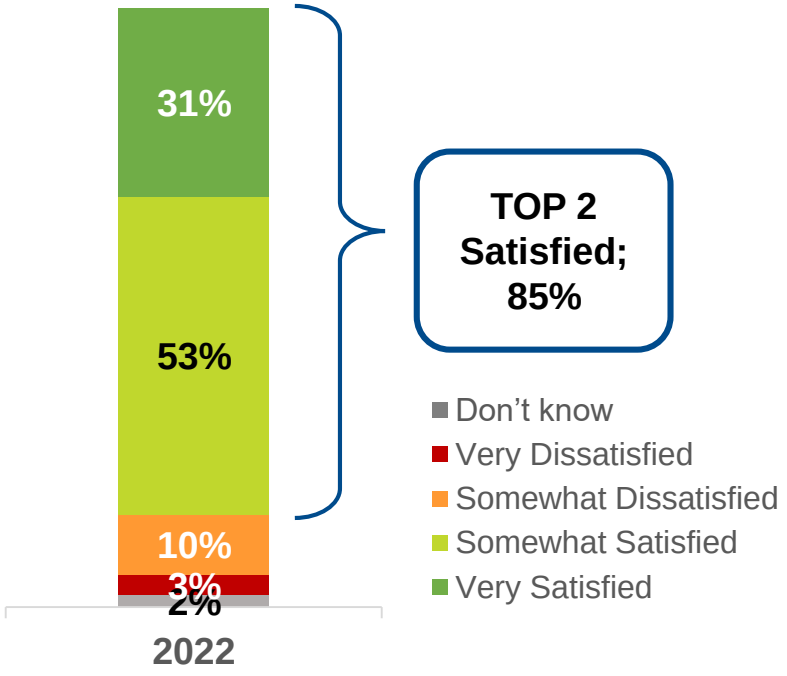
Usage and Satisfaction with the Town of Oakville's Website

Residents who interacted with the Town using the Town's website in the past 12 months visited the site 17 times on average. A majority (TOP2: 85%) of these were satisfied with the website.

Frequency of Website Usage



Satisfaction with the Website

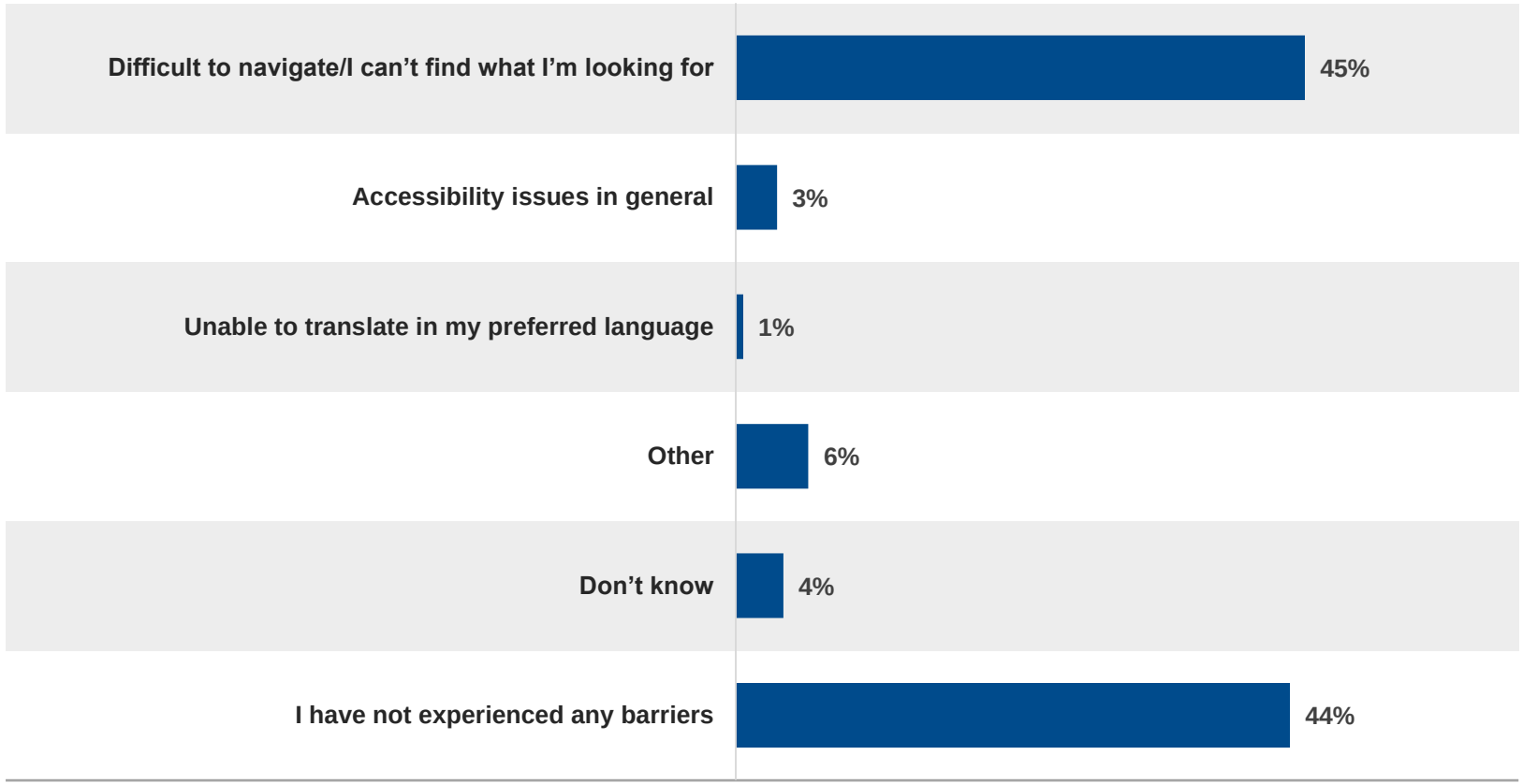


Z5. Over the past 12 months, about how many times have you visited the Town of Oakville's website? If you are unsure, your best guess is fine.
Framework: Respondents who used the Town of Oakville website (CAWI)
Sample size: n = 702

Z6. Overall, how satisfied are you with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website
Sample size: n = 702

Barriers with the Town of Oakville's Website

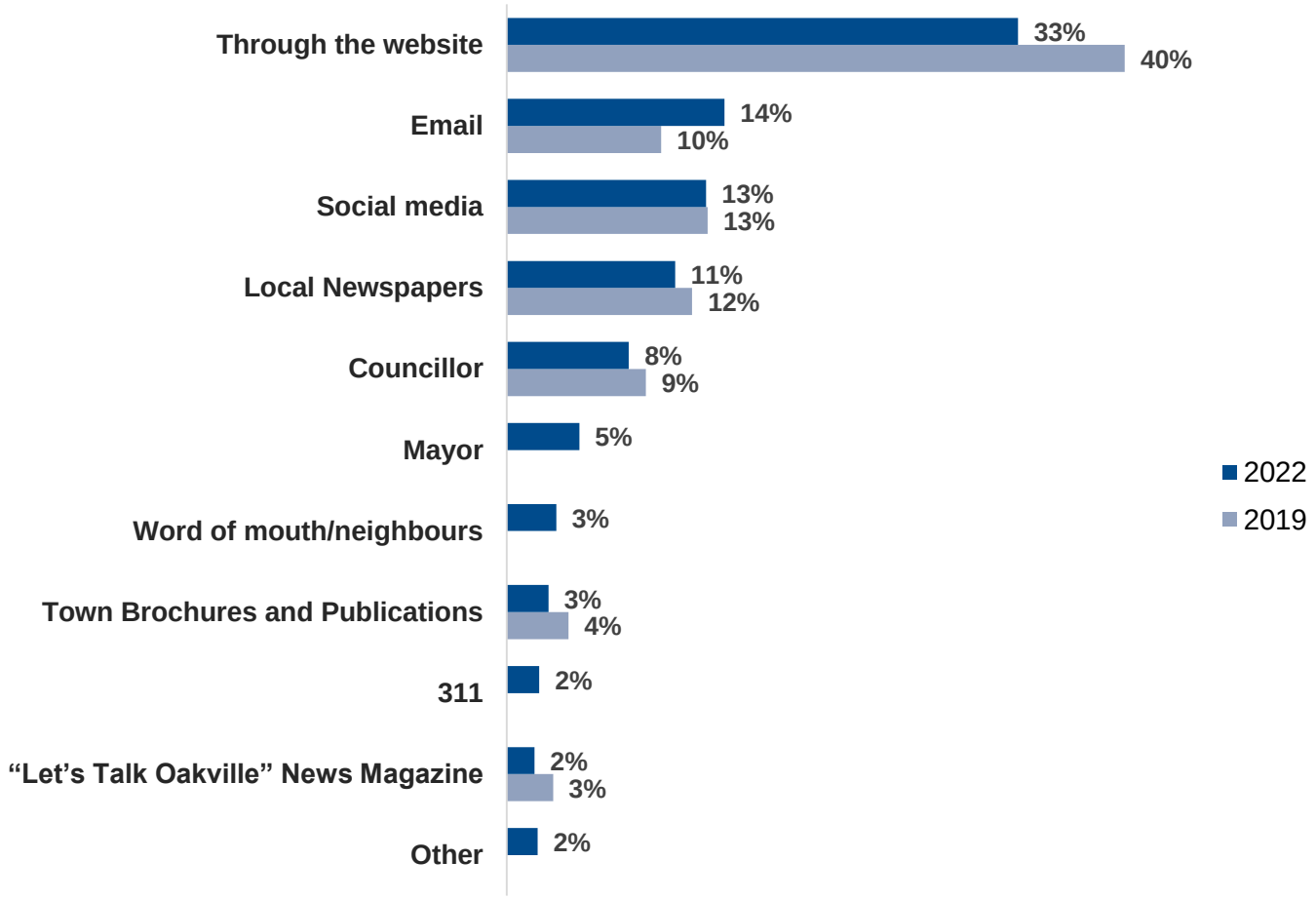
The most reported barrier was difficulty to navigate (45%), while a similar proportion of residents (44%) who have used the Town's website stated they have not experienced any barriers.



Z7. What barriers, if any, have you experienced while visiting or interacting with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website (CAWI)
Sample size: n = 702

Finding Town Information

Most residents (33%) use Town's website to find information about the Town of Oakville.



*Visual shows mentions with 2% and higher.

Q63. How do you most often find information about the Town of Oakville?
Framework: All Respondents (CAWI)
Sample size: n = 811

Resident Suggestions for Website Improvement

Site organization

- Improve the website's search function (many results are irrelevant to the user's search)
- Optimize the navigation (some respondents say the navigation is not intuitive)
- Information can be hard to find (layering and subsets can make specific information hard to find)
- Bylaw information is difficult to find and navigate
- Use more layman's language
- Optimize the mobile site
- Remove need for residents to join and create a password when they want to use certain site functionalities
- Ensure that complaints and comments sent through the website are addressed (respondents mention never receiving responses and needing to call in)

Booking

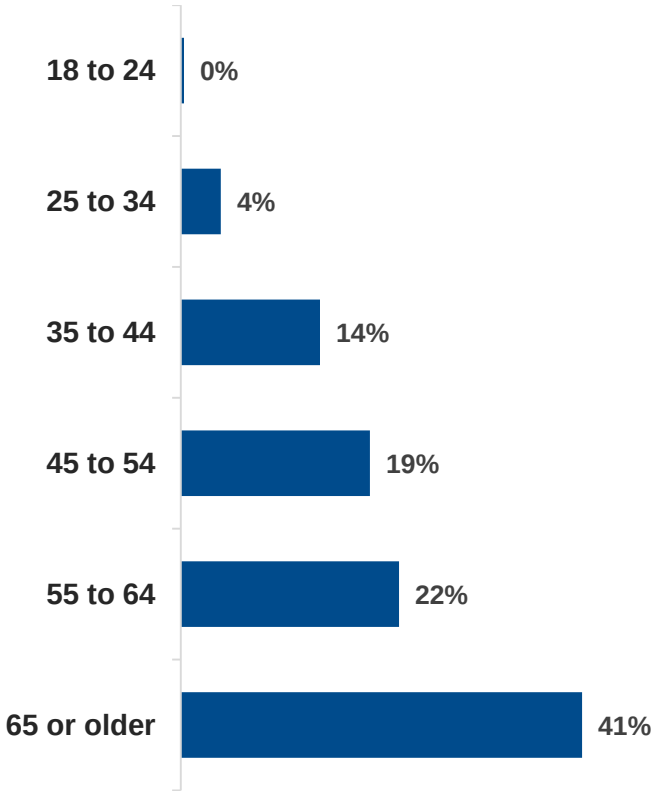
- Optimize the booking and online payment system for programs
- Facilitate canceling appointments for recreational programs
- Optimize time slots for recreational programs (a respondent mentioned that they are currently designed for retired individuals)

OAKVILLE

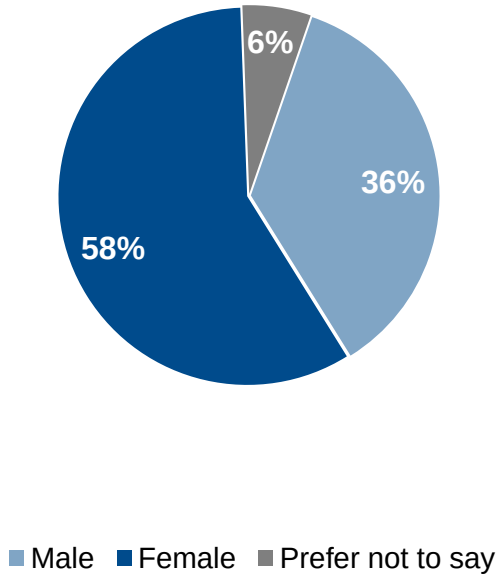
DEMOGRAPHICS
Online Self-Selected Survey Results

Respondent Profile

Age

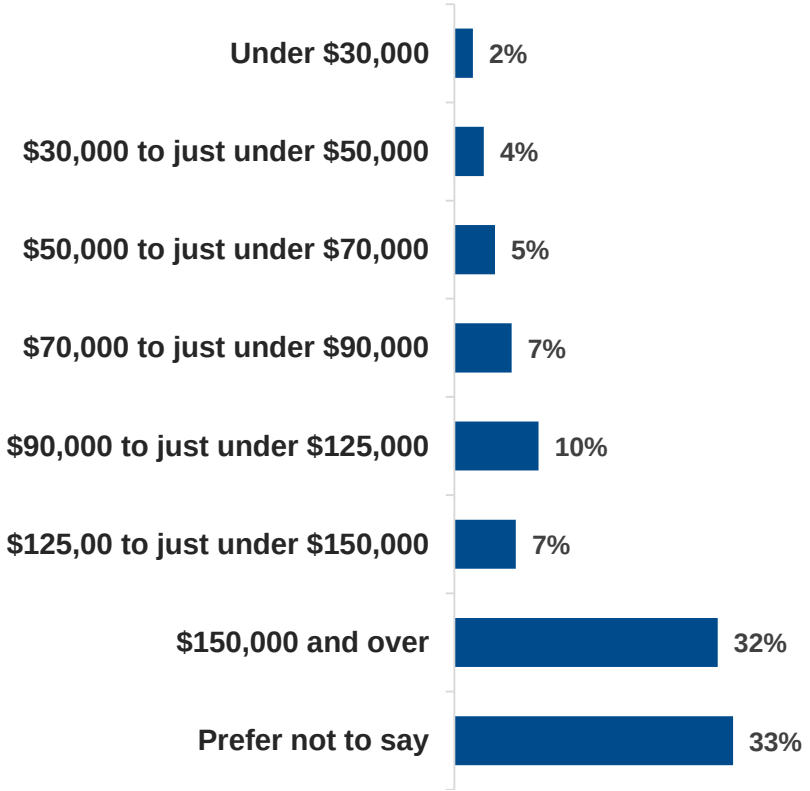


Gender

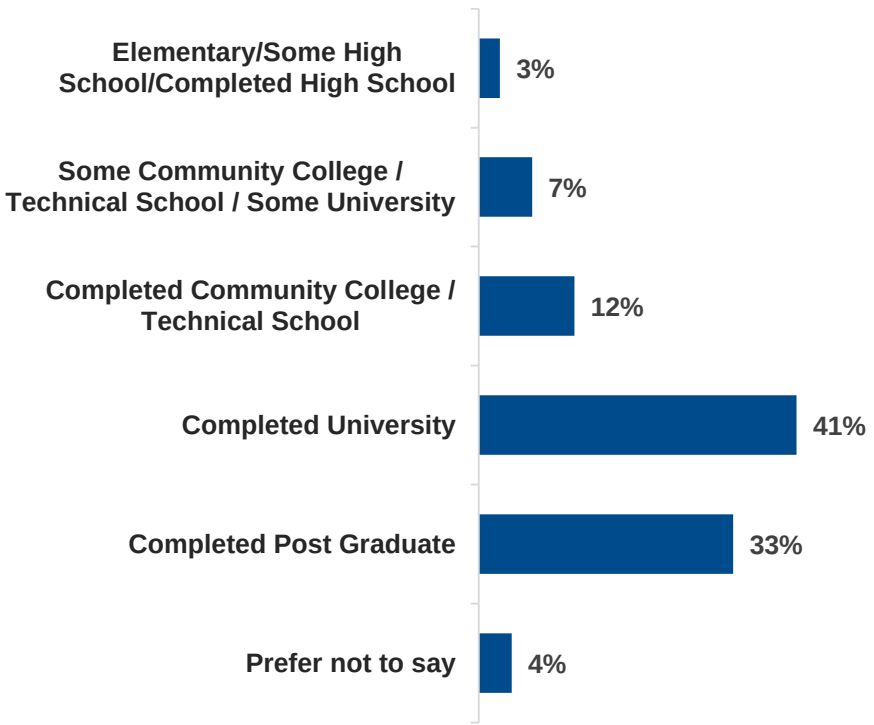


Respondent Profile

Income

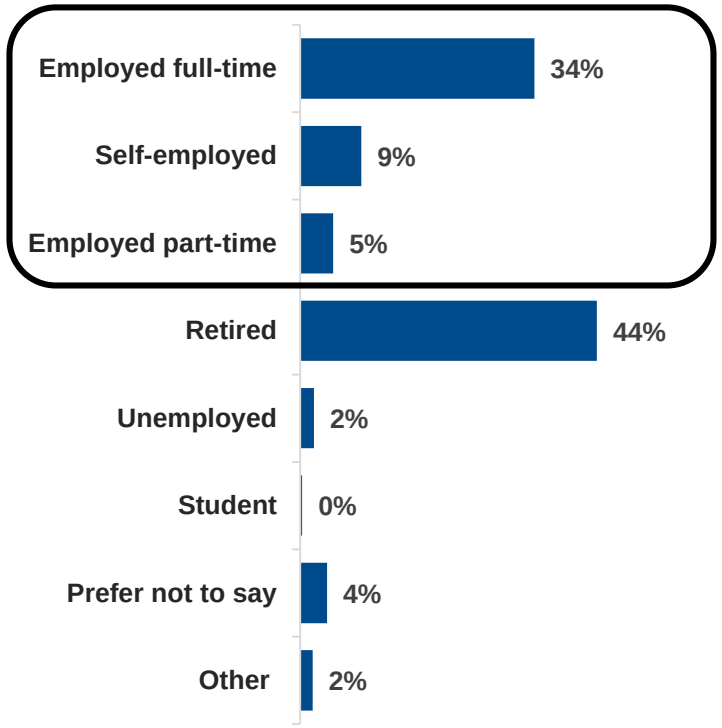


Education



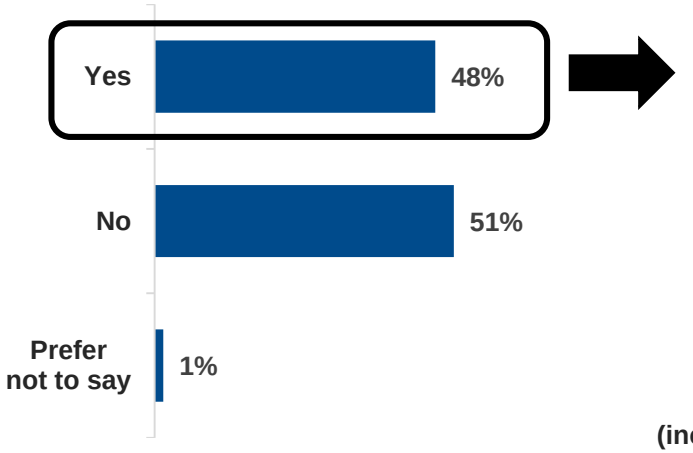
Respondent Profile

Employment Status

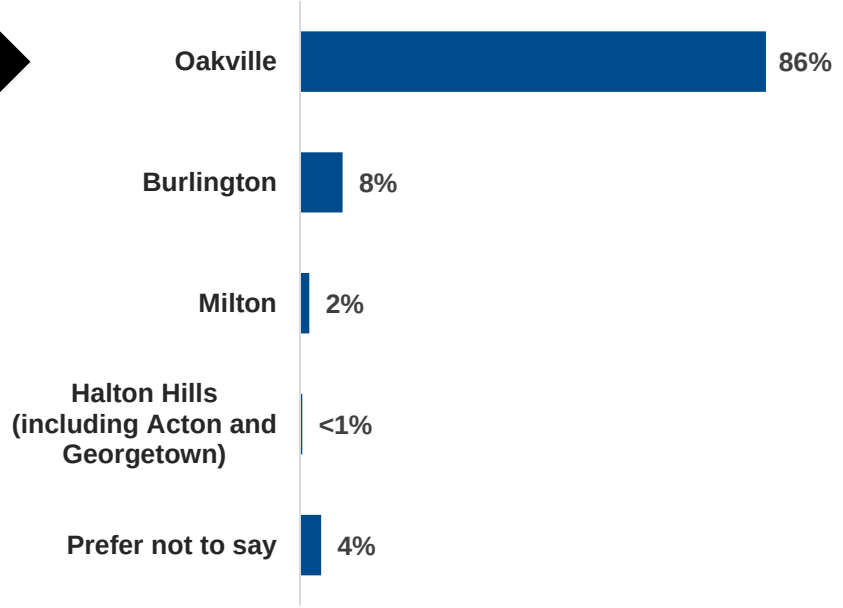


Working 48%

Working in Halton Region

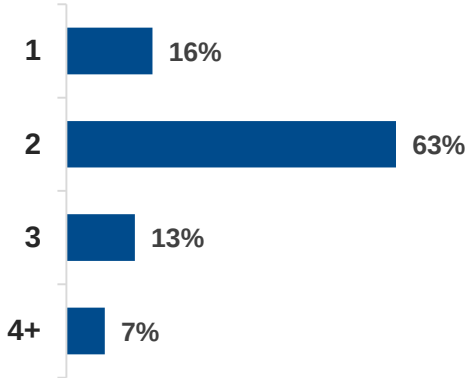


Cities Working in

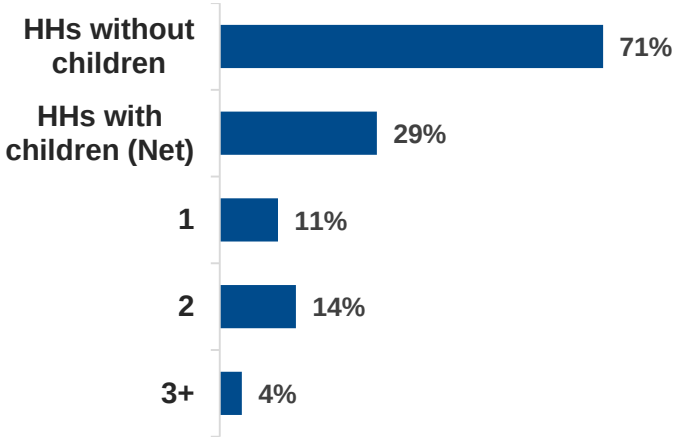


Respondent Profile

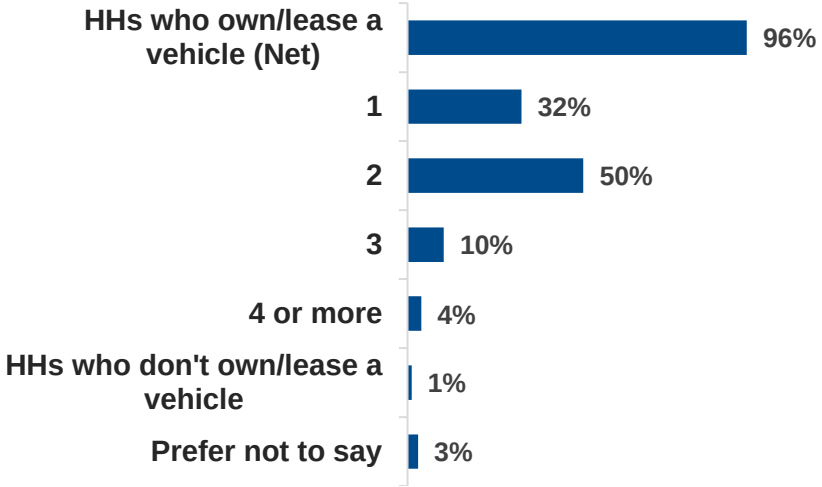
Number of Adults in the Household



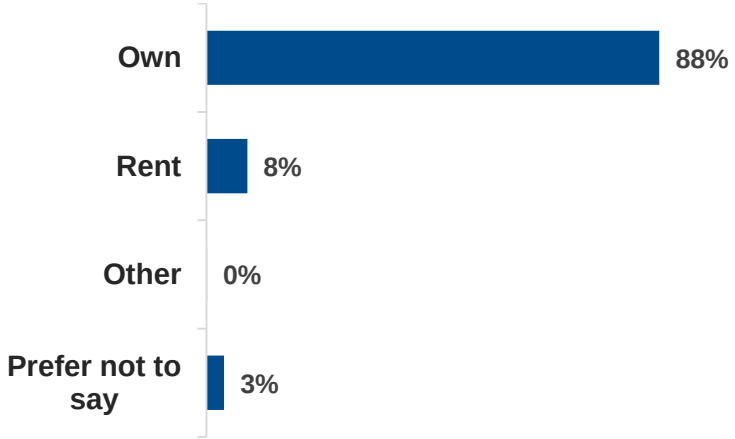
Number of Children in the Household



Car Ownership

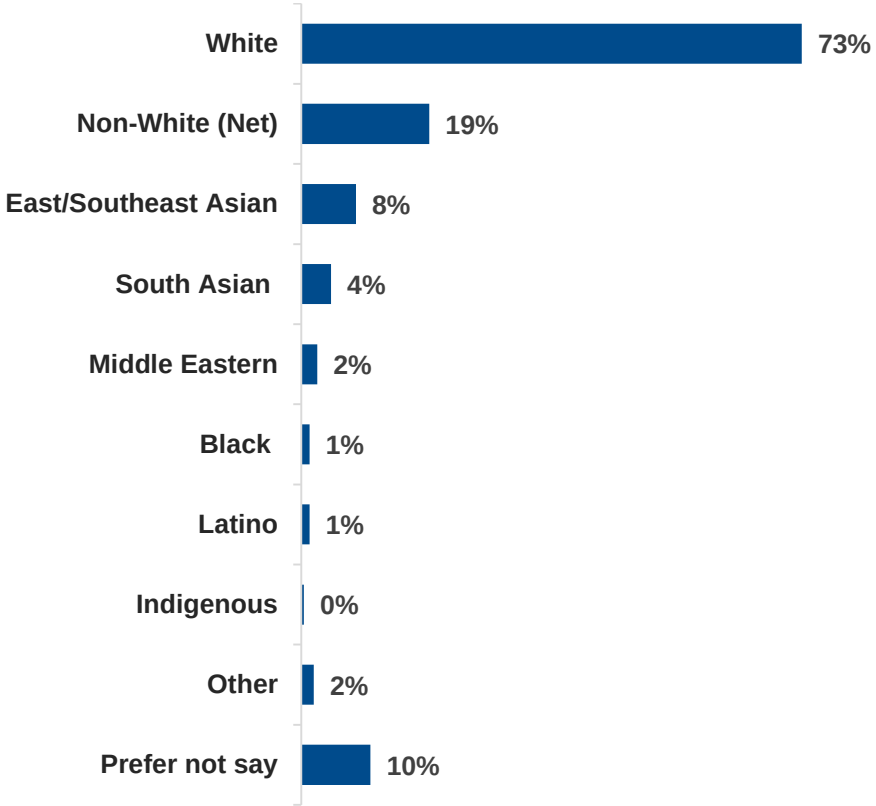
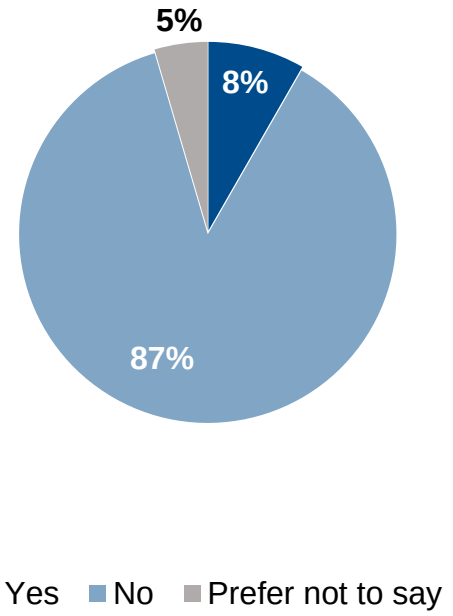


Home Ownership



Respondent Profile

Racial Background



Disability