

# Community Satisfaction Survey

Quantitative Report

Town of Oakville

April 2024



# Methodology

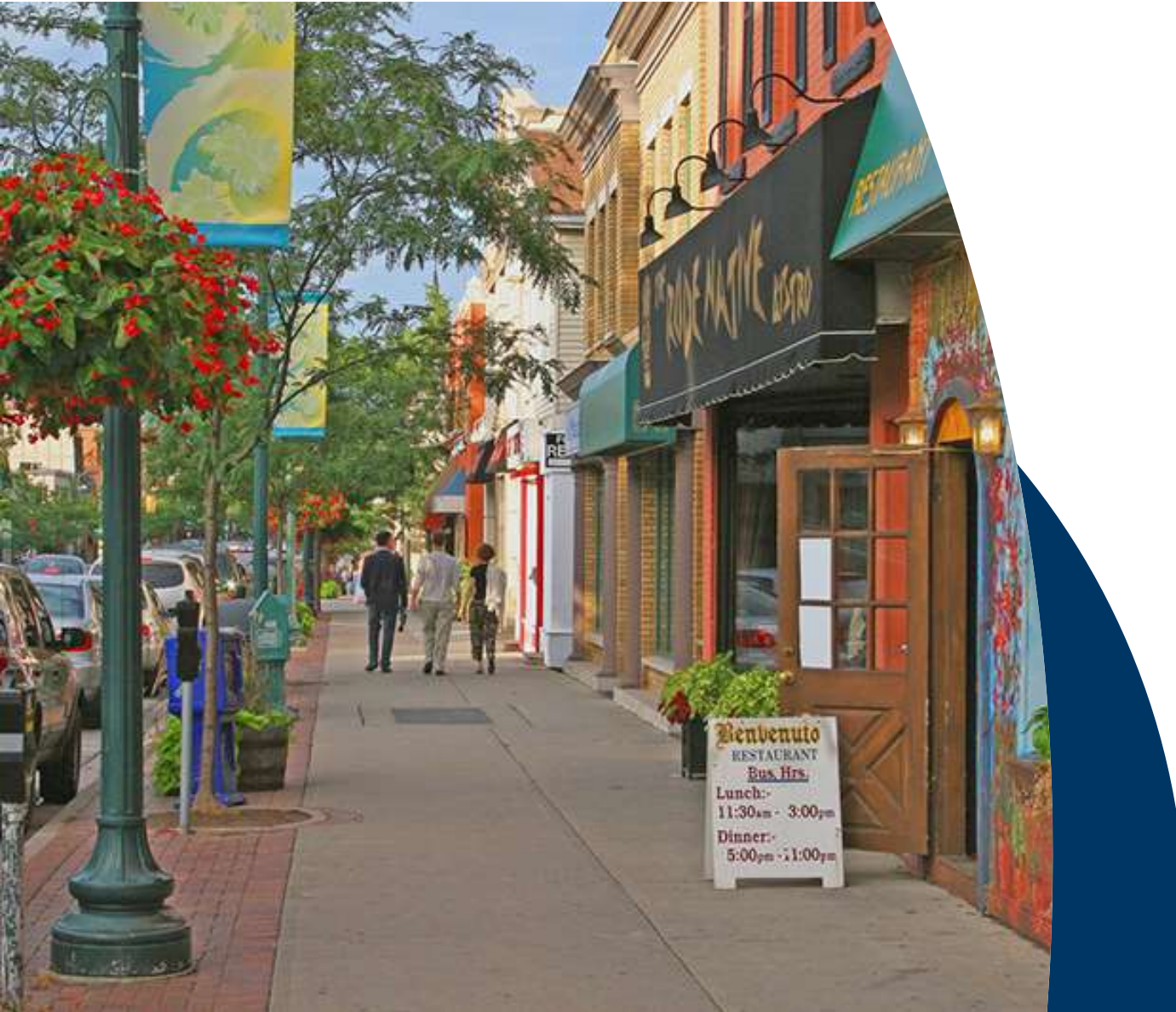
<b>Method</b>	CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview)
<b>Criteria for Participation</b>	Residents of Oakville who are 18 years of age or older
<b>Sample Size</b>	CATI: n = 805 / CAWI: n = 782
<b>Average Length</b>	CATI: 19.9 min / CAWI: 14.5 min
<b>Margin of Error</b>	CATI: $\pm 3.45\%$
<b>Fieldwork Dates</b>	February 13 (CAWI) 15 (CATI) – March 8, 2024
<b>Additional Notes</b>	<p>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 (60% cellphone / 40% landline).</p> <p>CATI results throughout this report have been statistically weighted by age and gender to ensure that the sample reflects the target population according to 2021 Census data.</p> <p>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.</p>





# Detailed Findings

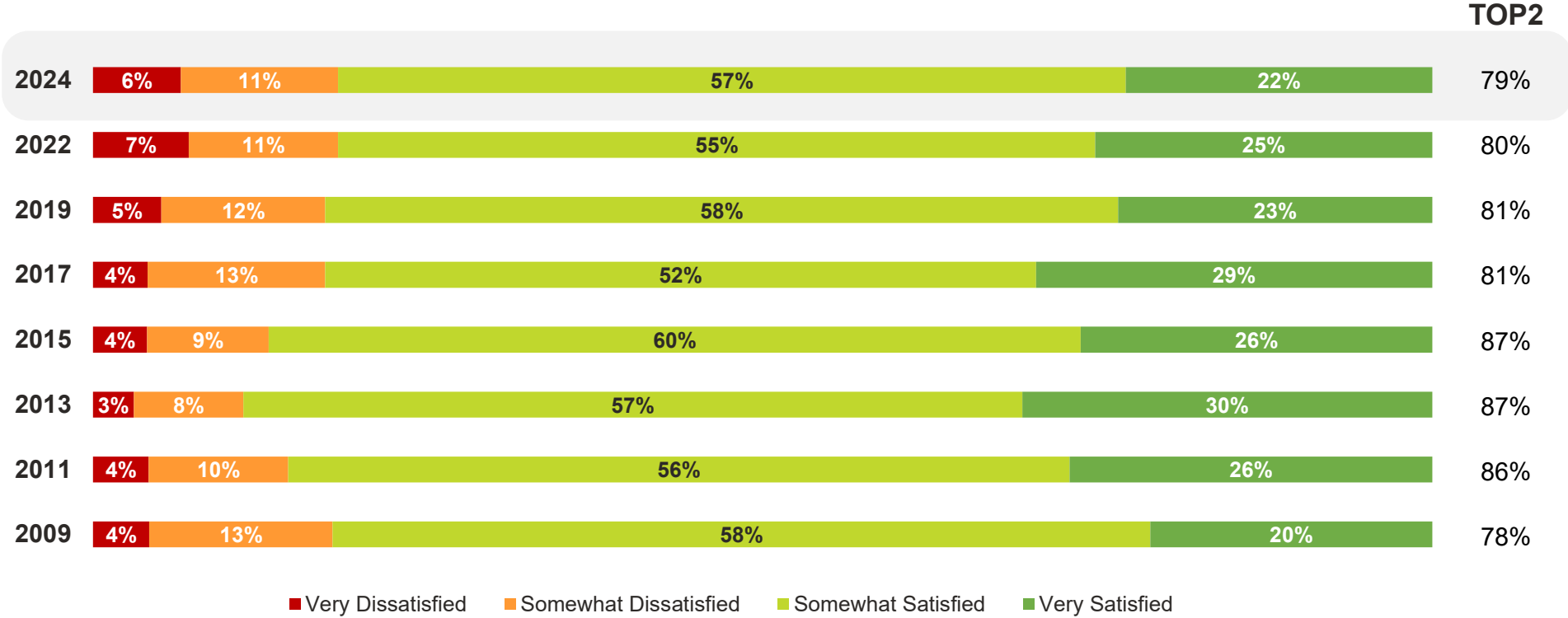




# Livability

# Satisfaction with the Town of Oakville Government

Almost 8 in 10 residents (TOP2: 79%) are satisfied with the Town of Oakville Government. TOP2 satisfaction level remained stable since 2017.



Note: 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?

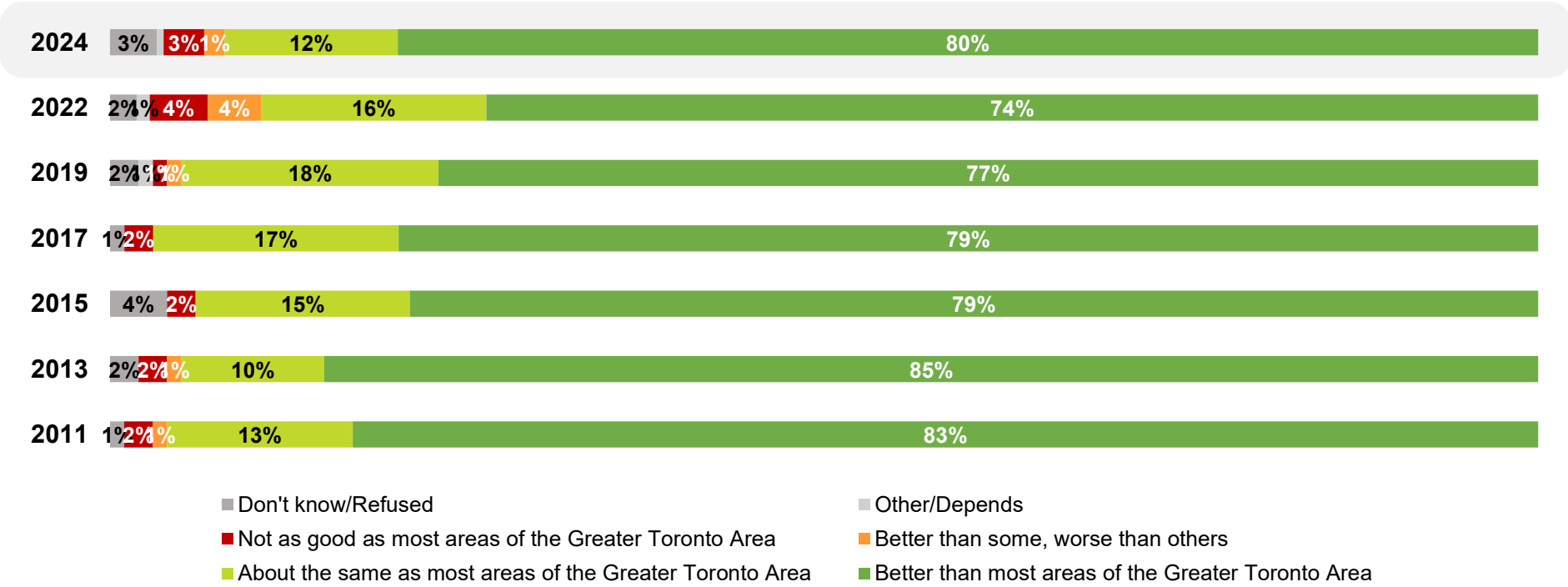
Sample Size: n=805

Base: All respondents (CATI)



# Livability in Oakville Compared to rest of GTA

4 in 5 residents (80%) think that Oakville is better than most areas of the GTA in terms of livability.

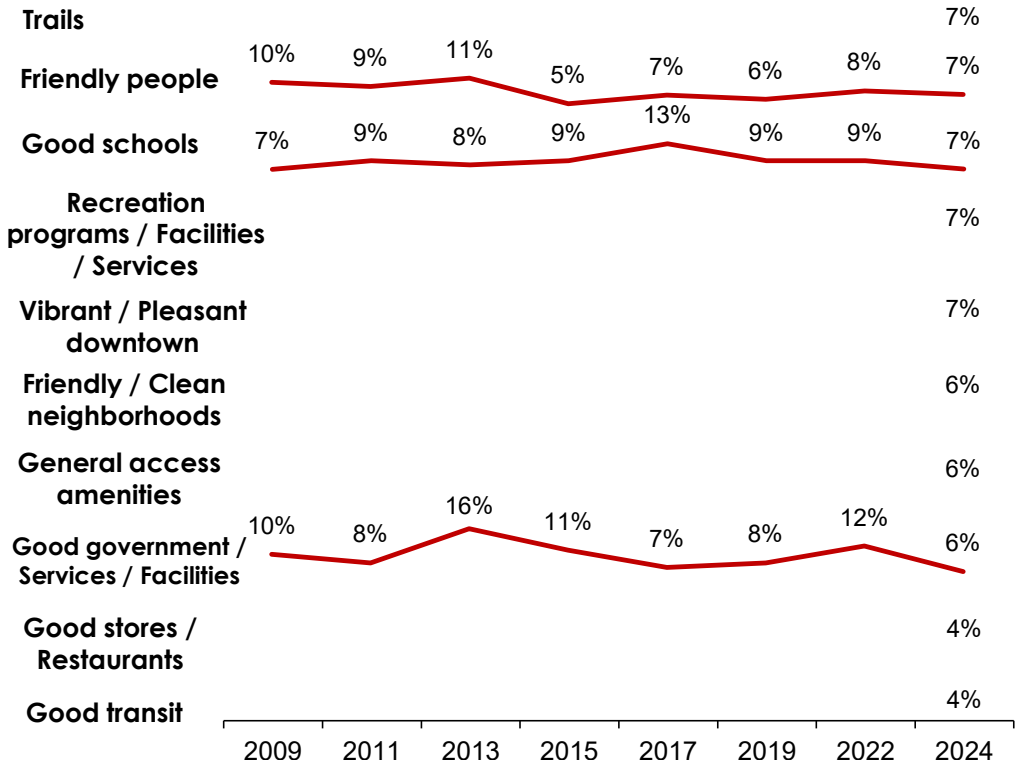
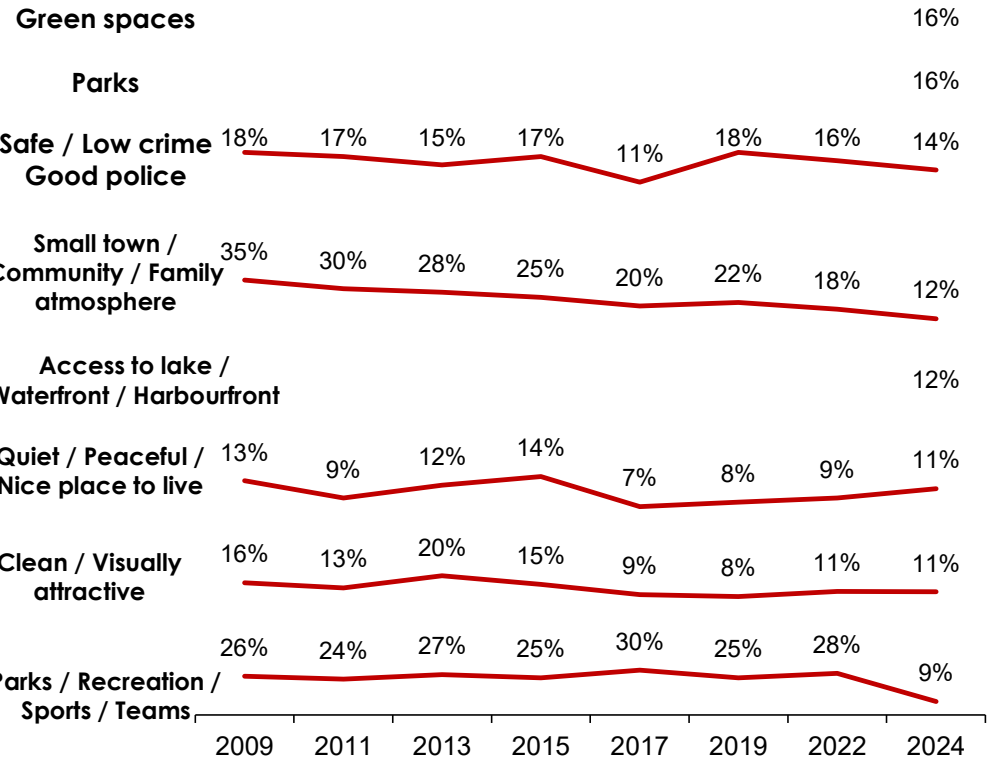


Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...  
 Sample Size: n=805  
 Base: All respondents (CATI)



# Qualities that make Oakville Vibrant and Livable

Green spaces (16%) is a top quality which makes Oakville vibrant and livable, followed by parks (16%), and safety/low crime/good police (14%).



\*Visual shows mentions with 4% and higher, and excludes "other", "don't know", "none of the above", and "refused"  
 Note: Visual excludes "Don't know" Note: Question has been updated to 'livable and vibrant' from 'livable'.  
 Q3. What are the qualities or features of the Town of Oakville that make it livable and vibrant?  
 Sample Size: n=805  
 Base: All respondents (CATI)

\*The question in previous waves was slightly different: *What are the qualities or features of the Town of Oakville that make it livable?* Please interpret with caution.



# 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.*

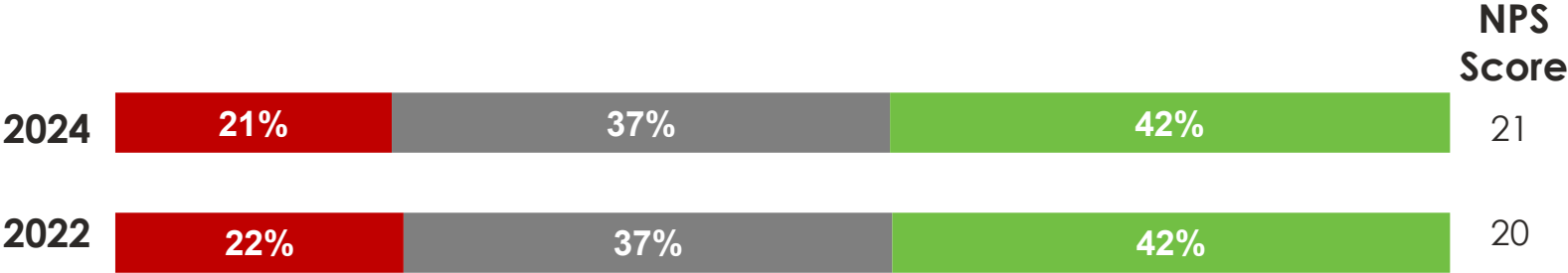
- The Net Promoter Score (NPS) assesses the willingness of residents to promote Oakville. The NPS was measured by asking residents to rate their likelihood of recommending Oakville as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score 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 21 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not.



**Net Promoter Score (2024 Phone) = 42 - 21 = 21**

**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 at all likely, and 10 is extremely likely.

**Sample Size:** n=805

**Base:** All respondents (CATI)

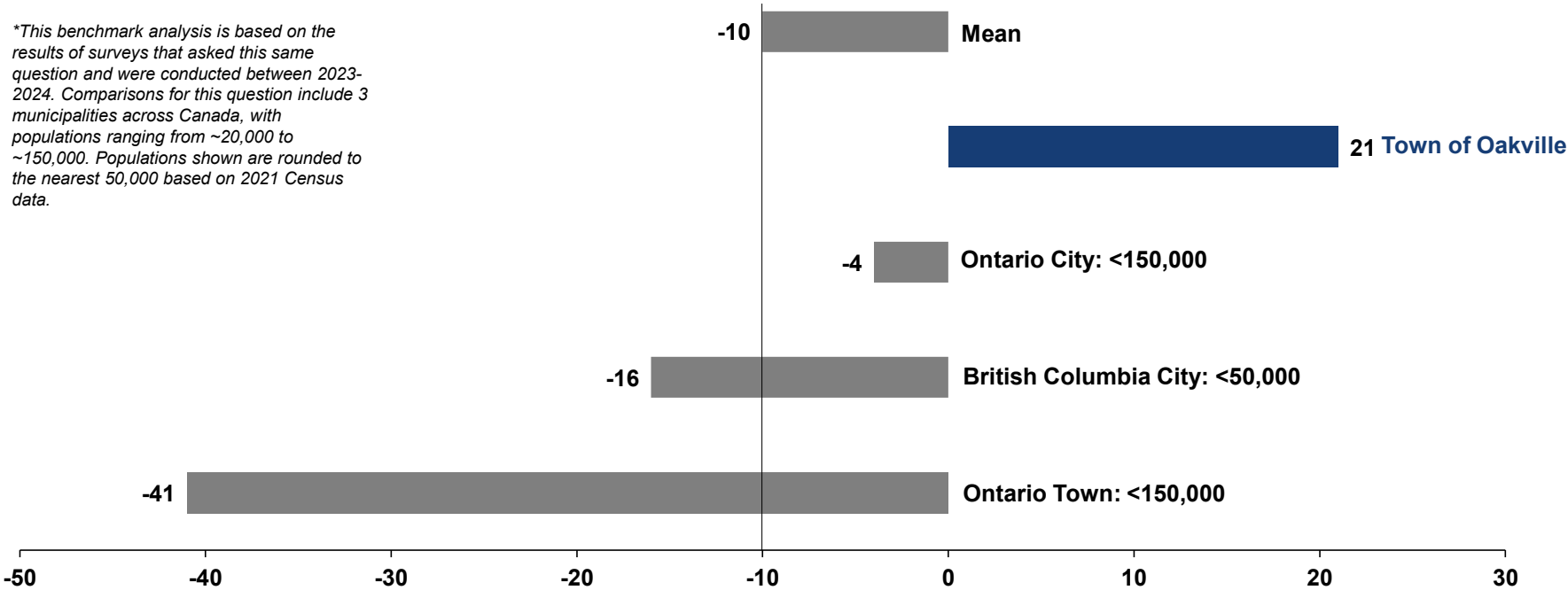


# Recommending the Town of Oakville

## 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 2023-2024. Comparisons for this question include 3 municipalities across Canada, with populations ranging from ~20,000 to ~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 at all likely, and 10 is extremely likely.

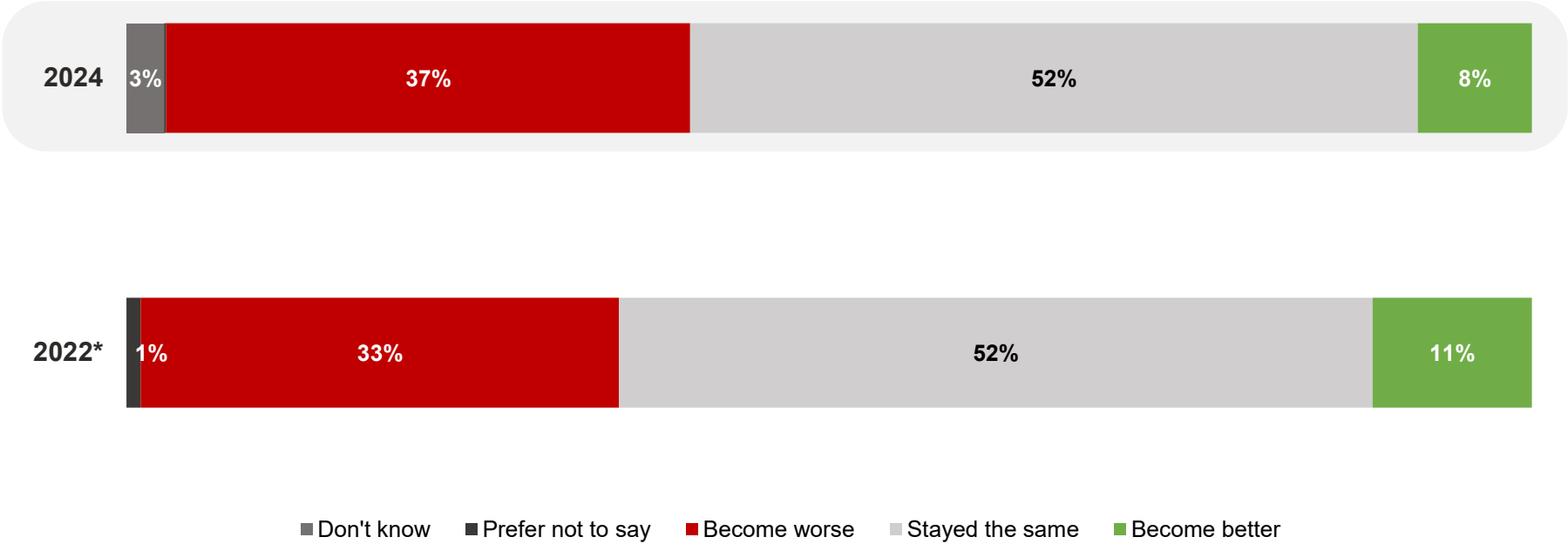
**Sample Size:** n=805

**Base:** All respondents (CATI)



# Change in Quality of Life

While almost one tenth of residents (8%) think the quality of life in Oakville has become better in the past 2 years, half (52%) say it stayed the same and nearly two fifths (37%) say it has become worse.



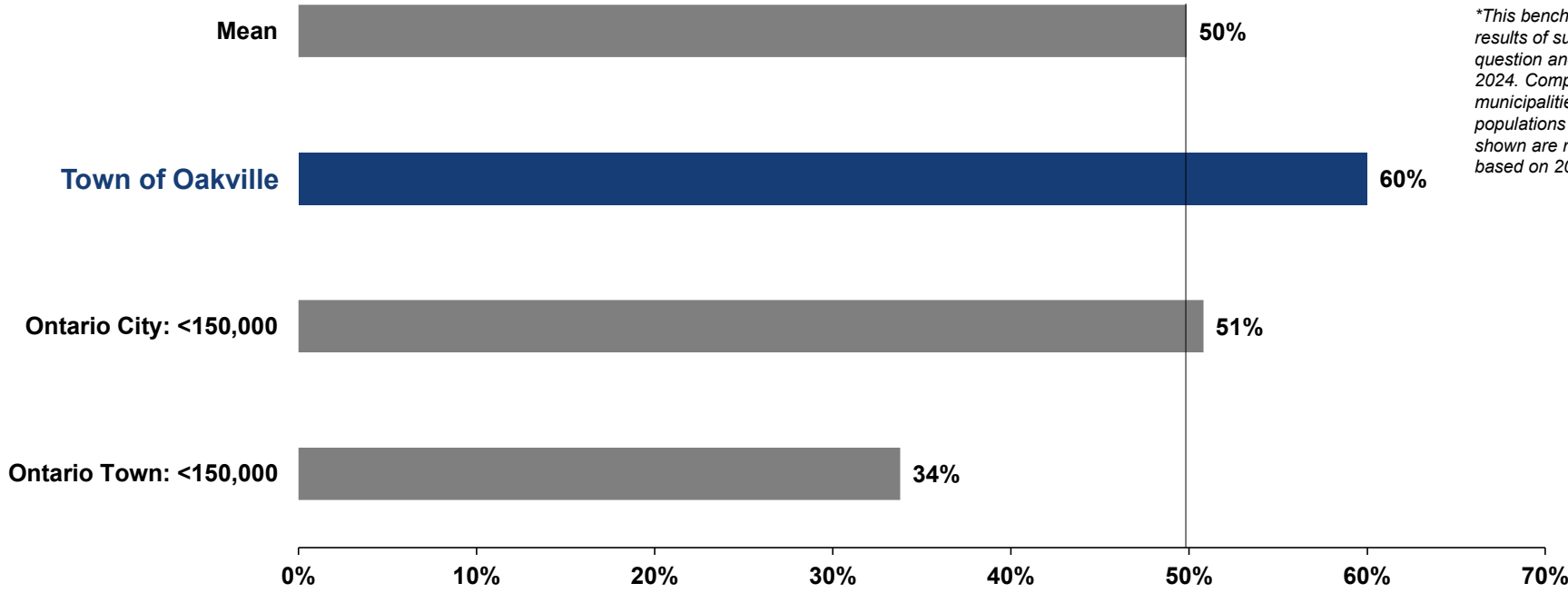
\*Note: respondents were asked about their quality of life in the past three years in the 2022 survey.  
QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...  
Sample Size: n= 805  
Base: All respondents (CATI)



# Change in Quality of Life

## Benchmark Comparison

60% of Oakville residents stated the quality of life in Oakville has become better or stayed the same in the last 2 years - which is higher than the average benchmark score.



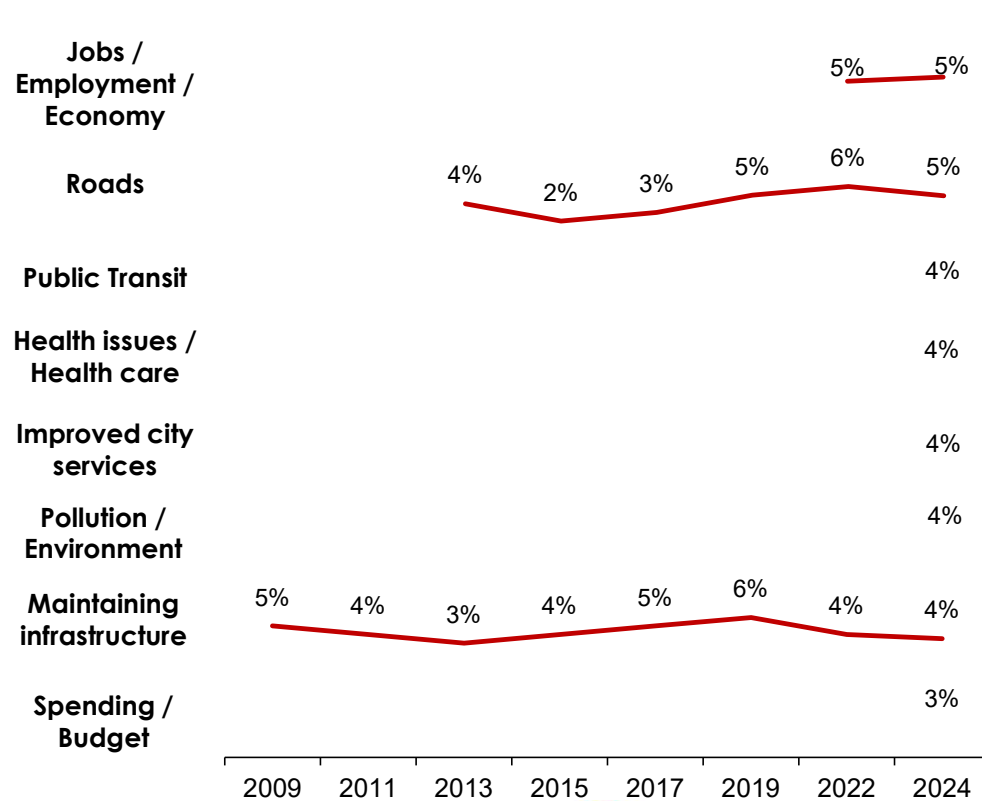
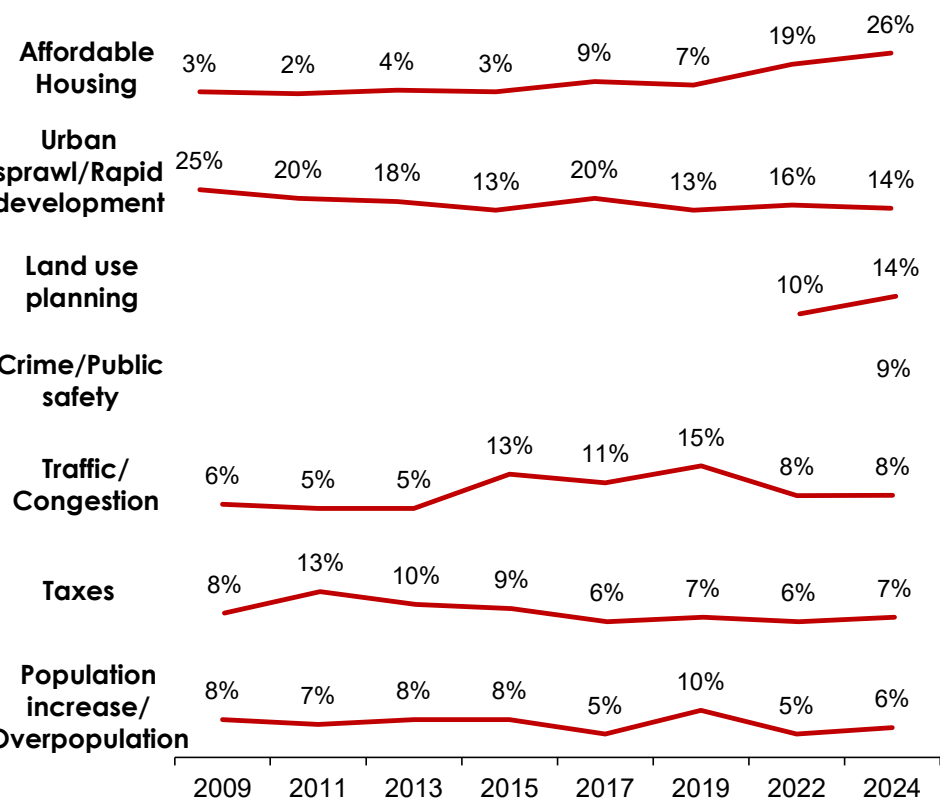
*\*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2023-2024. Comparisons for this question include 2 municipalities across Canada, with populations around 150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...  
Sample Size: n= 805  
Base: All respondents (CATI)



# Issue Agenda

**Affordable housing (26%), urban sprawl/rapid development (14%), and land use planning (14%) are the three top of mind issues for Oakville residents.**



\*Visual shows mentions with 3% and higher, and excludes "other", "don't know", "none of the above", and "refused"  
 Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? [Do not read, accept up to 3 mentions]  
 Sample Size: n=805  
 Base: All respondents (CATI)

# Recap – Livability in the Town of Oakville

*Overall, perceptions of livability have continued to remain strong in 2024.*

- The large majority of residents (80%) agree that Oakville is a better place to live than most areas in the GTA. Residents are also more likely to say they would recommend the Town of Oakville as a place to live to friends and colleagues than say they would not.

*Residents continue to feel positive about the local government, quality of life in Oakville, and its qualities that make it livable and vibrant, though affordable housing is an increasing concern.*

- A large majority (TOP2: 79%) continue to feel positive about the Government of the Town of Oakville in 2024.
- Half (52%) said the quality of life in Oakville has stayed the same in the last 2 years, and about 1 in 10 (8%) said it has become better.
- Green spaces (16%) and parks (16%) are top quality which makes Oakville vibrant and livable, followed by safety/low crime/good police (14%), and the small town/community/family atmosphere (12%).
- When asked what the most important issue facing the Town of Oakville is, affordable housing remained the top concern (26%), followed by urban sprawl/rapid development (14%), and land use planning (14%). Affordable housing continues to be the most important issue, with an increase of 12 percentage points from 2019 to 2022, and another 7 percentage points from 2022 to 2024.

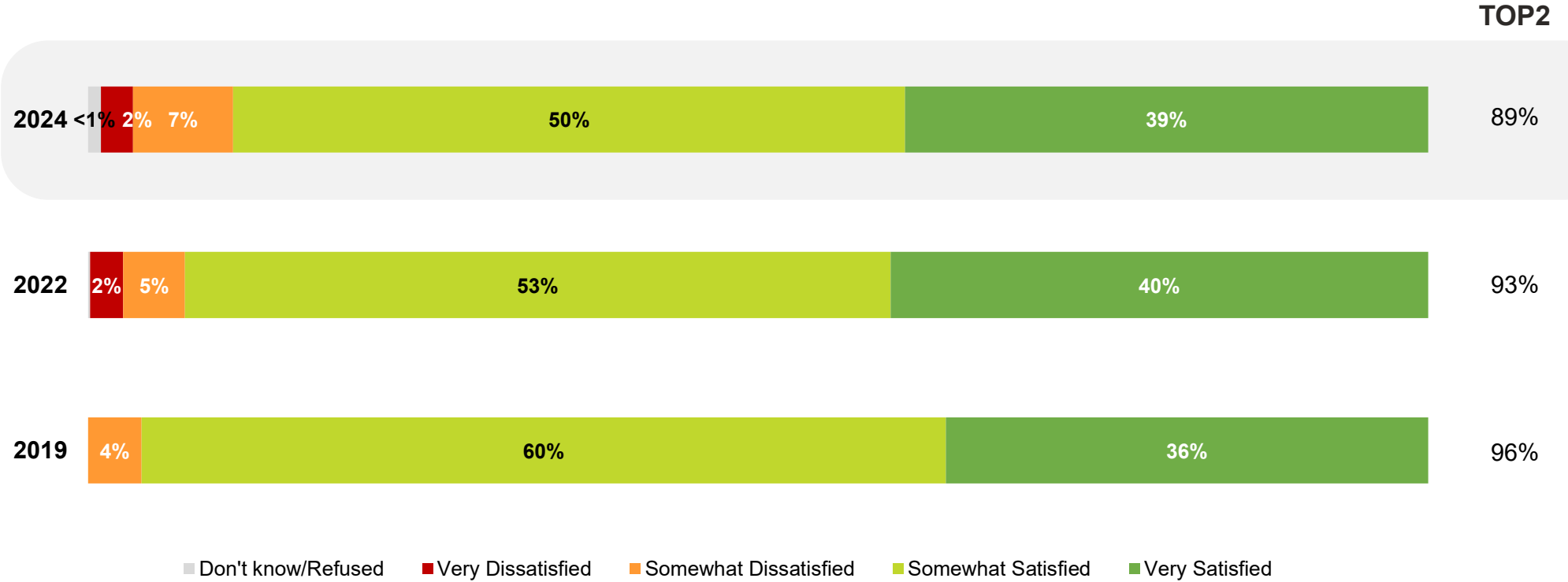




## **Satisfaction with the Town Services & Attributes**

# Overall Satisfaction with the Quality of Services

Nearly 9 in 10 residents (TOP2: 89%) are satisfied with the overall quality of the services provided by the Town of Oakville. Satisfaction has slightly decreased by 4 percentage points since 2022.

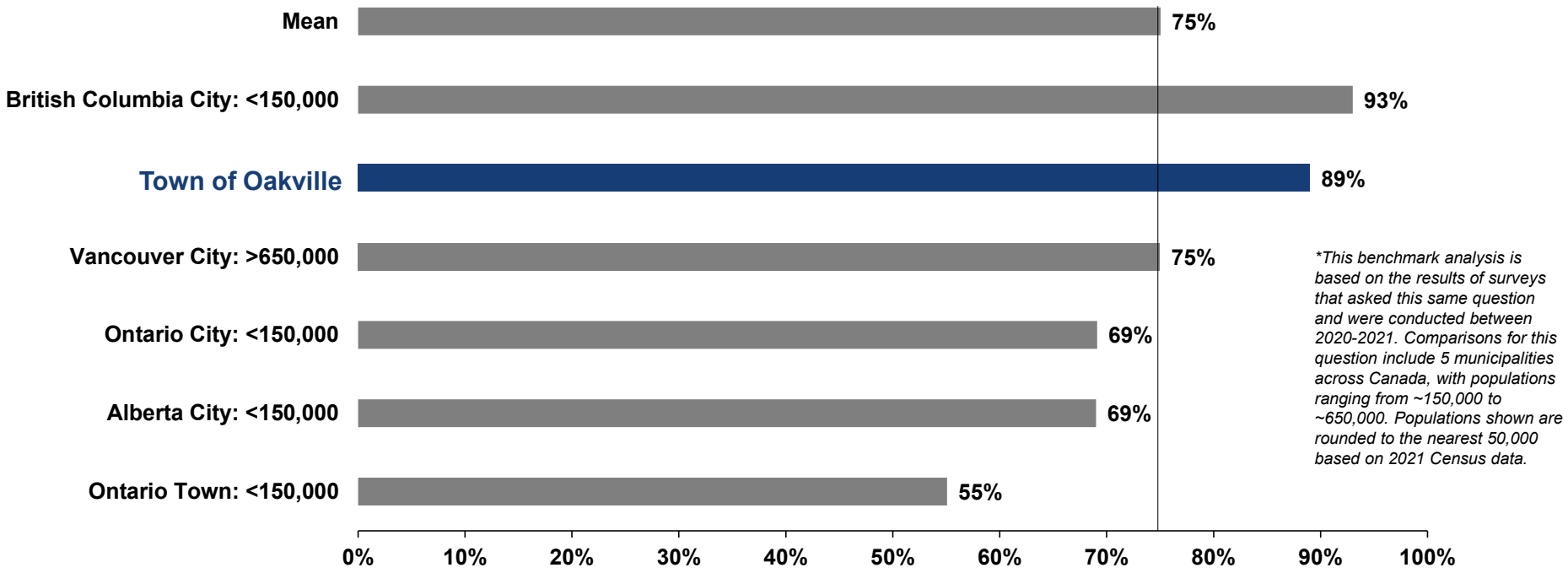


Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?  
 Sample Size: n=805  
 Base: All respondents (CATI)

# Overall Satisfaction with the Quality of Services

## Benchmark Comparison

The Town of Oakville’s overall satisfaction with the quality of services provided (89%) is higher than the benchmark average (75%).



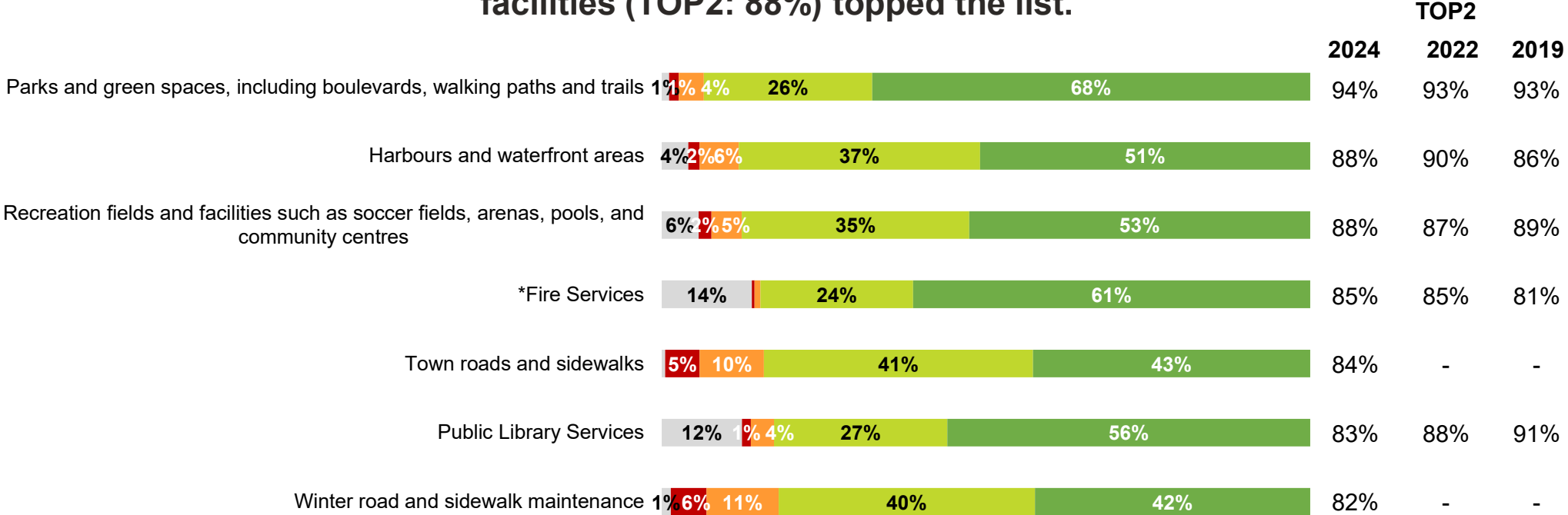
**Q8.** Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?  
**Sample Size:** n=805  
**Base:** All respondents (CATI)





# Satisfaction with the Town Services

Residents expressed high satisfaction levels with various service areas, where parks & green spaces (TOP2: 94%), harbours & waterfront areas (TOP2: 88%) and recreation fields and facilities (TOP2: 88%) topped the list.



■ Don't know/Refused ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

\*Note: Fire services was called emergency services in previous survey waves.

Q6. 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?

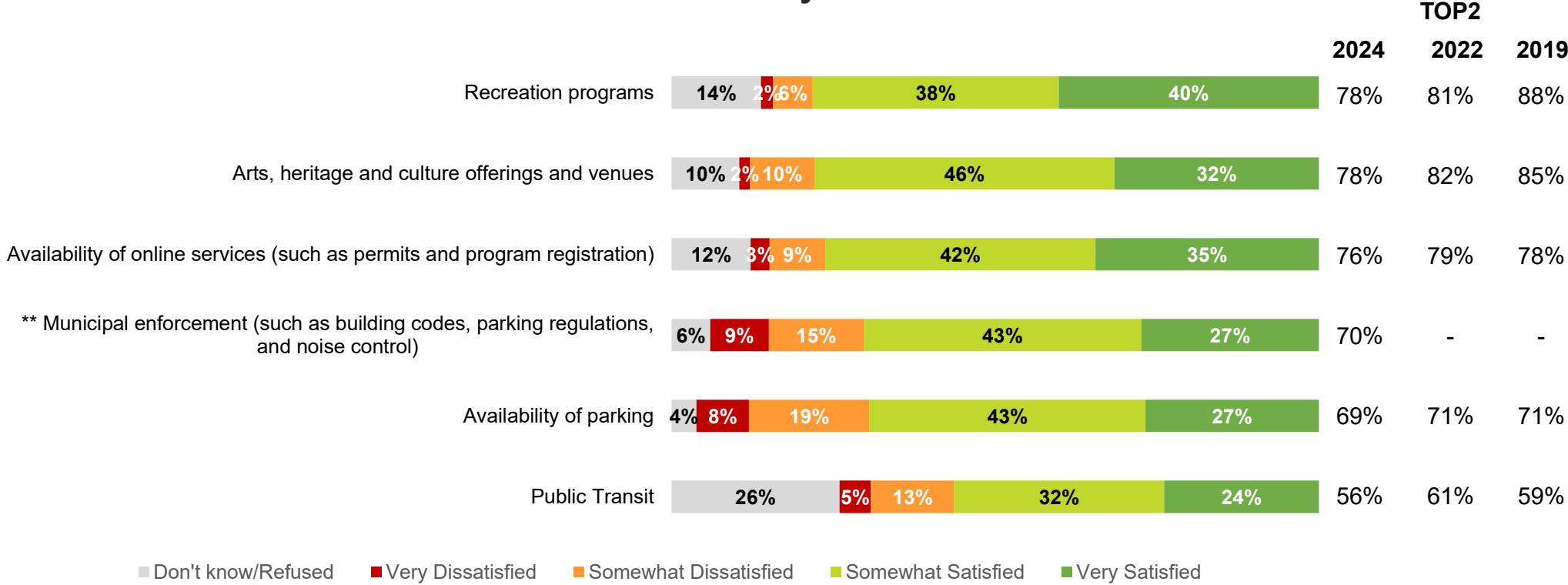
Sample Size: n=805

Base: All respondents (CATI)



# Satisfaction with the Town Services (con'd)

**Availability of parking (TOP2: 69%) and public transit (TOP2: 56%) were the services that residents were least likely to feel satisfied with.**



\*\*Note: Municipal enforcement services was added this year so there is no data available from previous survey waves.

Q6. 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?

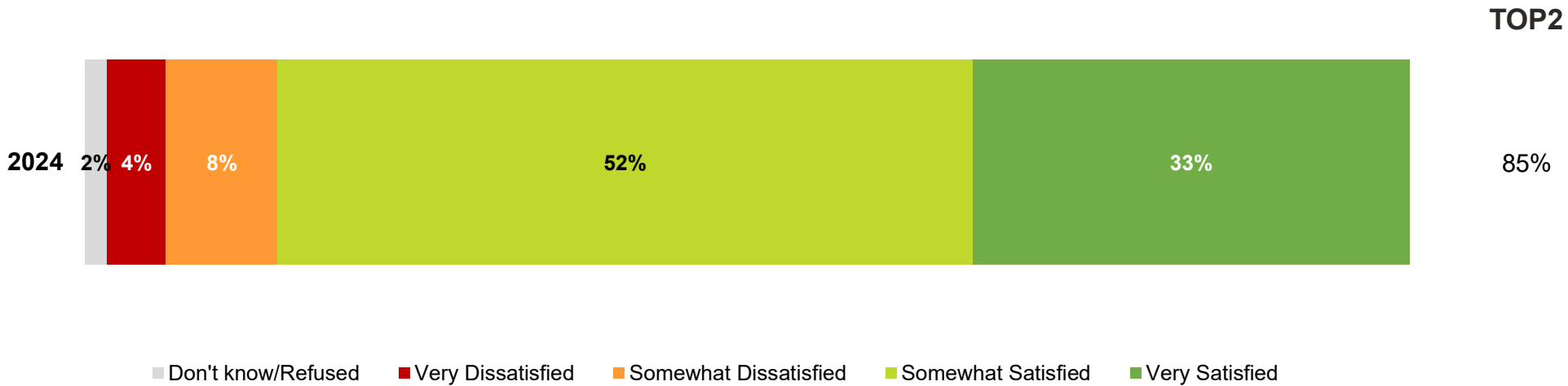
Sample Size: n=805

Base: All respondents (CATI)



# Satisfaction with Sense of Belonging with the Community

The majority of residents (TOP2: 85%) are satisfied with their sense of belonging with the community.



**Q5.** Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your sense of belonging with the community?  
**Sample Size:** n=805  
**Base:** All respondents (CATI)





# 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 low 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:

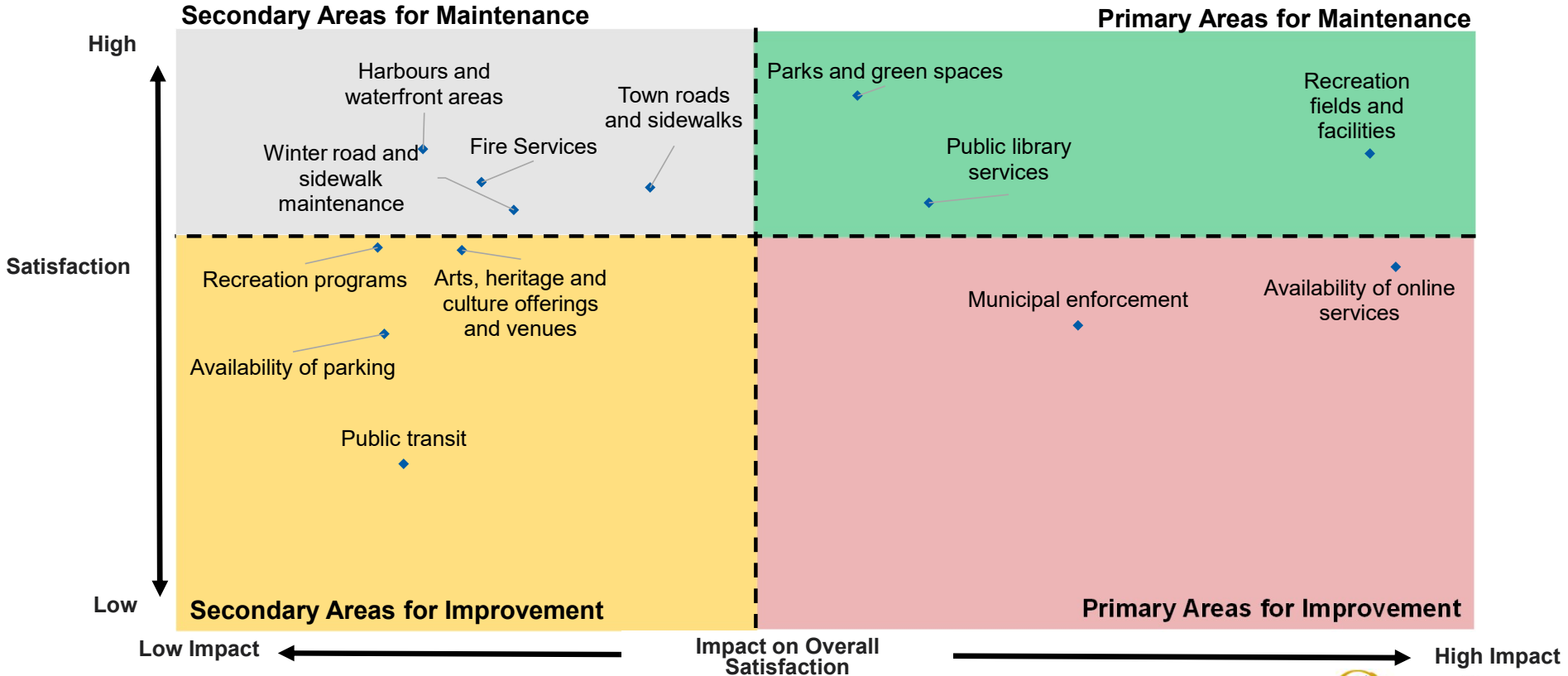
Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

## 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

Availability of online services and municipal enforcement are the services to consider as primary areas for improvement. Heritage and culture offerings and venues, public transit, availability of parking, and recreation programs are secondary areas for improvement.



--- indicates mean

# Recap – Satisfaction with Town Services & Attributes

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

- 9 in 10 residents (TOP2: 89%) expressed overall satisfaction with the quality of services provided by the Town.
- The specific services residents were most satisfied with were parks and green spaces (TOP2: 94%), harbours and waterfront areas (TOP2: 88%), and recreation fields and facilities (TOP2: 88%). Residents were least satisfied with public transit (TOP2: 56%), with a slight decrease (-5 percentage points) since 2022, and the availability of parking (TOP2: 69%).
- However, over 8 in 10 (TOP2: 85%) were satisfied with their sense of belonging with the community.

## *...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.
- Findings from this analysis found 2 primary areas of improvement for the Town: (1) availability of online services, and (2) municipal enforcement.



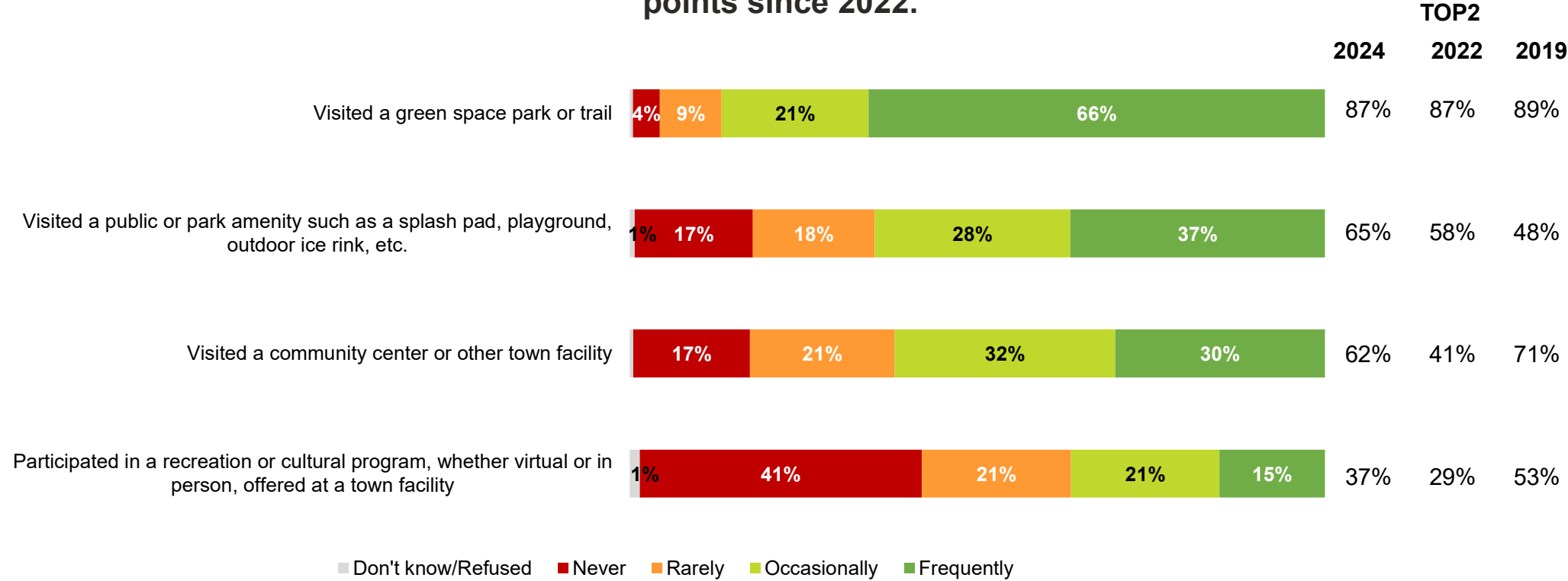


# Priorities and Planning



# Frequency of Activities in the Last 12 Months

Almost 9 in 10 residents (TOP2: 87%) regularly visited green spaces/parks/trails in the past 12 months. There has also been an increase in regularly visiting community centers by 21 percentage points since 2022.



Q54. Within the past 12 months, how often have you done each of the following activities?  
 Sample Size: n=805  
 Base: All respondents (CATI)

# Important Considerations for Growth and Land Use Planning

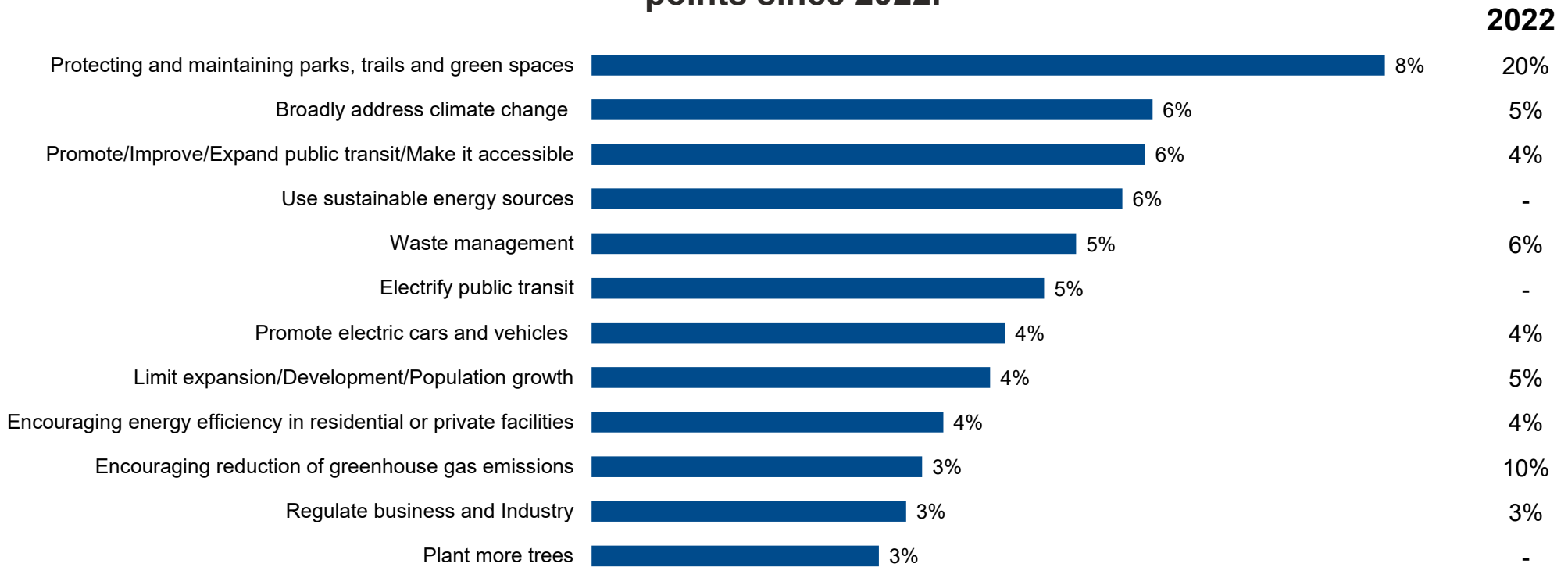
As it relates to growth and land use planning, protecting the character of existing neighbourhoods (30%) was mentioned by almost one third of the residents.



NEWQ1. As it relates to growth and land use planning, what, if anything, is most important to you?  
Sample Size: n=805  
Base: All respondents (CATI)

# Response to Climate Change: Top Priority

Protecting and maintaining parks was the top priority area mentioned by almost one tenth of the residents (8%) in terms of Town’s response to climate change, decreasing 12 percentage points since 2022.



\*Visual shows mentions with 3% and higher, and excludes “other”, “don’t know”, “none of the above”, and “refused”

Q41. In your opinion, what should the Town of Oakville prioritize in its response to climate change? [OPEN-END]

Sample Size: n=805

Base: All respondents (CATI)

# Recap – Priorities and Planning

## *Residents continue to enjoy visiting green spaces such as parks and trails in the Town.*

- In the past 12 months, nearly 9 in 10 (TOP2: 87%) reported regularly visiting a green space, park, or trail. Use of green spaces has been consistent throughout all survey waves.

## *Resident's priorities for growth and planning focus on the protection of character and greenery in the Town.*

- Top priorities include:
  - Protecting the character of existing neighbourhoods (30%) and diversifying housing options (26%) when thinking of growth and land use planning.
  - Protecting and maintaining parks, trails, and green spaces (8%) when thinking about climate change.

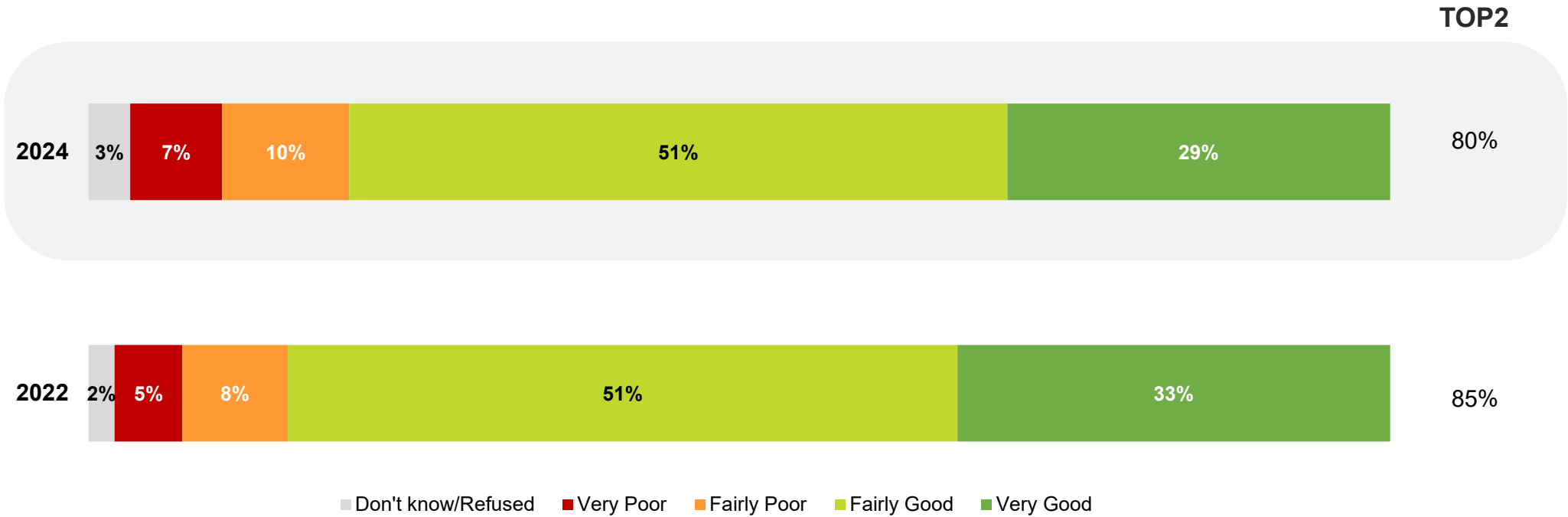


# Taxation



# Value for Tax Dollars

8 in 10 residents (TOP2: 80%) think they receive an overall good value for their tax dollars considering the programs and services provided by the Town.

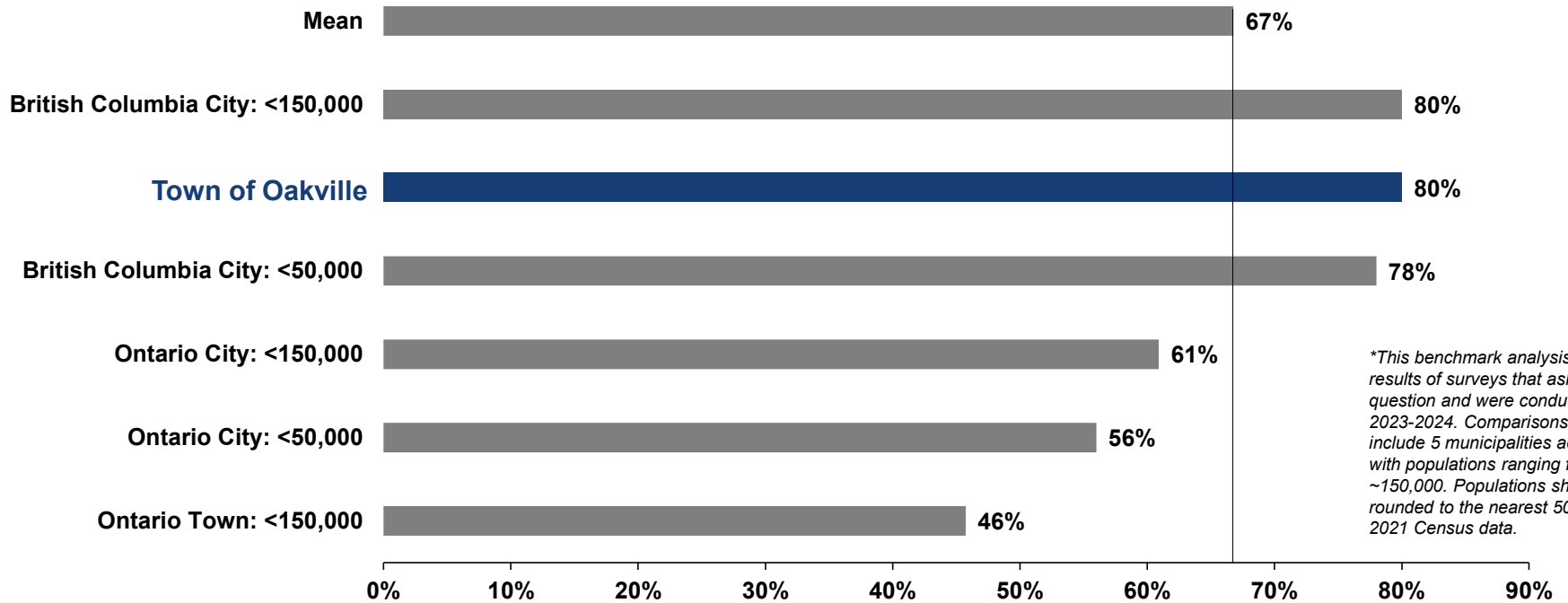


Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?  
 Sample Size: n=805  
 Base: All respondents (CATI)

# Value for Tax Dollars

## Benchmark Comparison

With the majority of residents (TOP2: 80%) 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 2023-2024. Comparisons for this question include 5 municipalities across Canada, with populations ranging from ~20,000 to ~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?

Sample Size: n=805

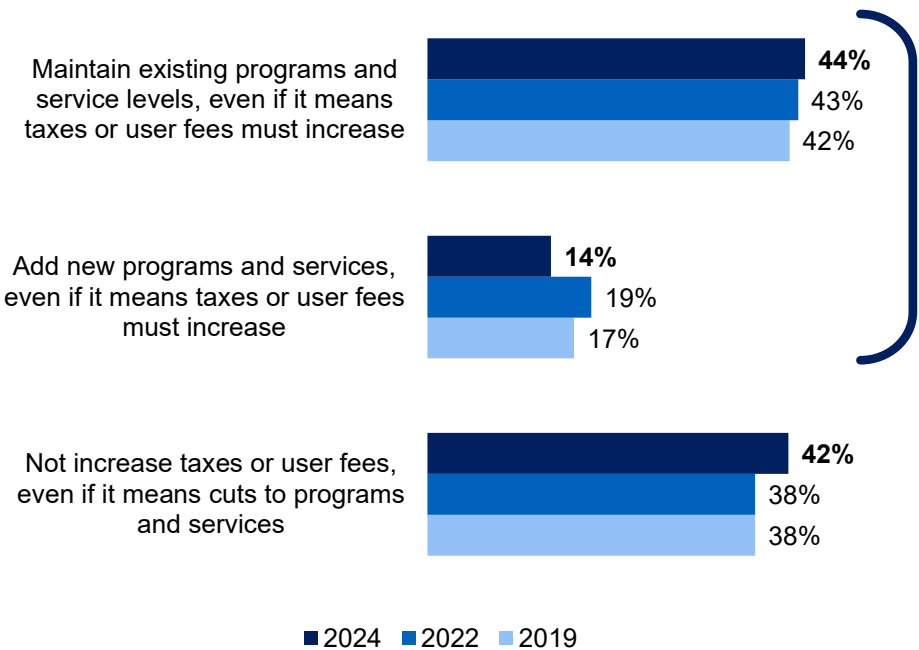
Base: All respondents (CATI)



# Balance of Services and Taxation

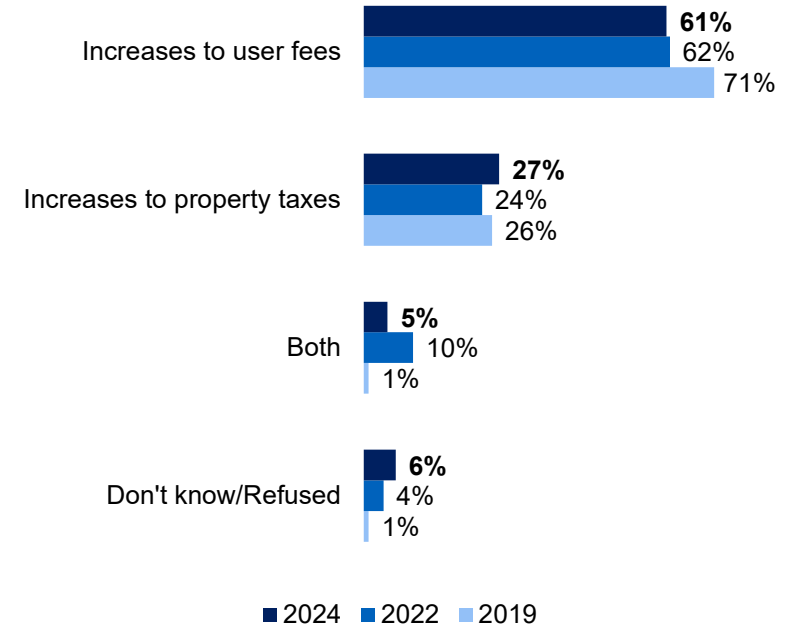
Compared to the 2022 survey results, there has been a slight decrease of 4 percentage points in the proportion of residents who preferred either maintaining service levels or adding services and facilities, even if it means an increase in taxes or user fees. Of those residents, 61% preferred increase to user fees while 27% preferred increase to property taxes.

## Increase or Decrease in Taxes or User Fees



**58%**  
of respondents  
preferred an increase  
in taxes or user fees

## Increase User Fees or Property Taxes



**Q52a.** Which of the following statements best reflects your view?  
**Sample Size:** n=805  
**Base:** All respondents (CATI)

**Q52b.** And if maintaining service levels/adding services and facilities meant an increased cost to provide those services, which would you prefer?  
**Sample Size:** n=468  
**Base:** Respondents who said they should add new services and facilities or maintain existing service levels (CATI)



# Recap – Taxation

*Residents continue to 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.*

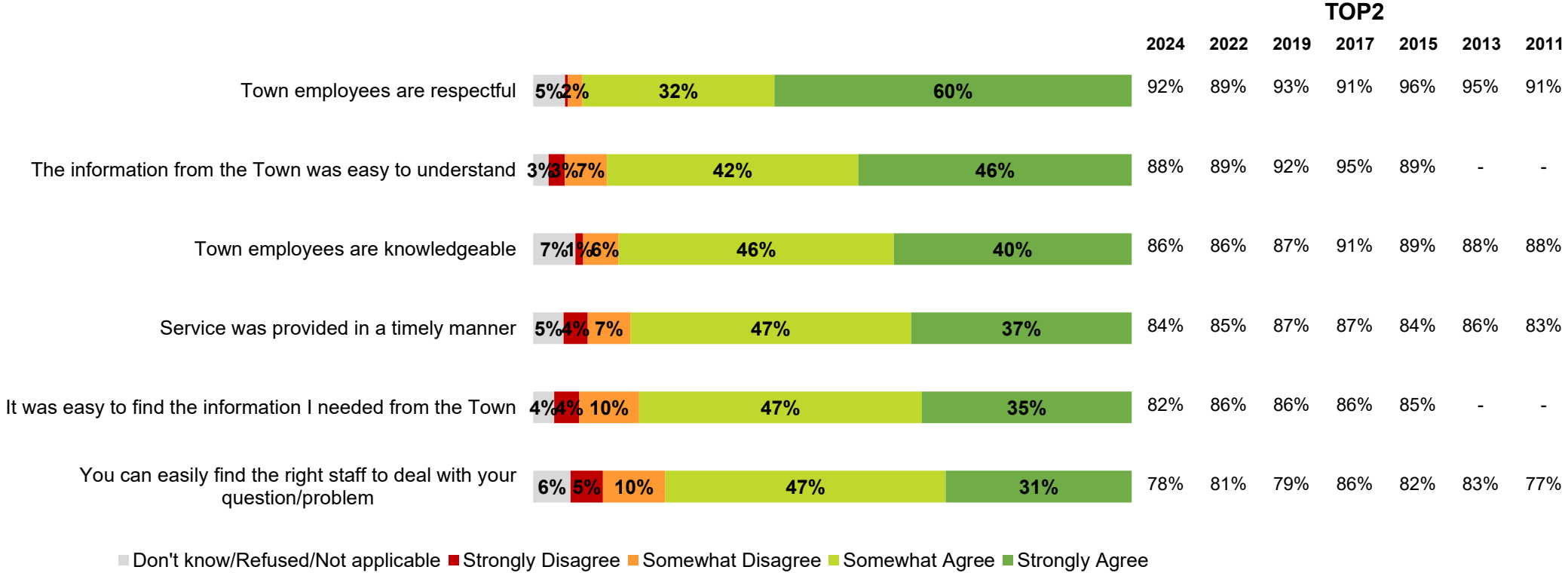
- Considering the programs and services provided by the Town, most residents (TOP2: 80%) said they receive good value for their tax dollars.
- When asked about their preference for an increase or decrease in taxes or user fees, 58% opted for an increase in order to maintain service levels or add new services and facilities. Compared to 2022, slightly less residents preferred an increase in taxes or user fees (from 62% to 58%). Of these residents, 61% preferred an increase to user fees, whereas 27% preferred an increase to property taxes, in order to maintain or add services and facilities. These figures are relatively consistent since 2022.



# Information and Service Usage

# Town Contact Service Evaluations

Considering their most recent contact with the Town, over 9 in 10 residents (TOP2: 92%) are satisfied with the respectfulness of the employees, 3 percentage points more than 2022.

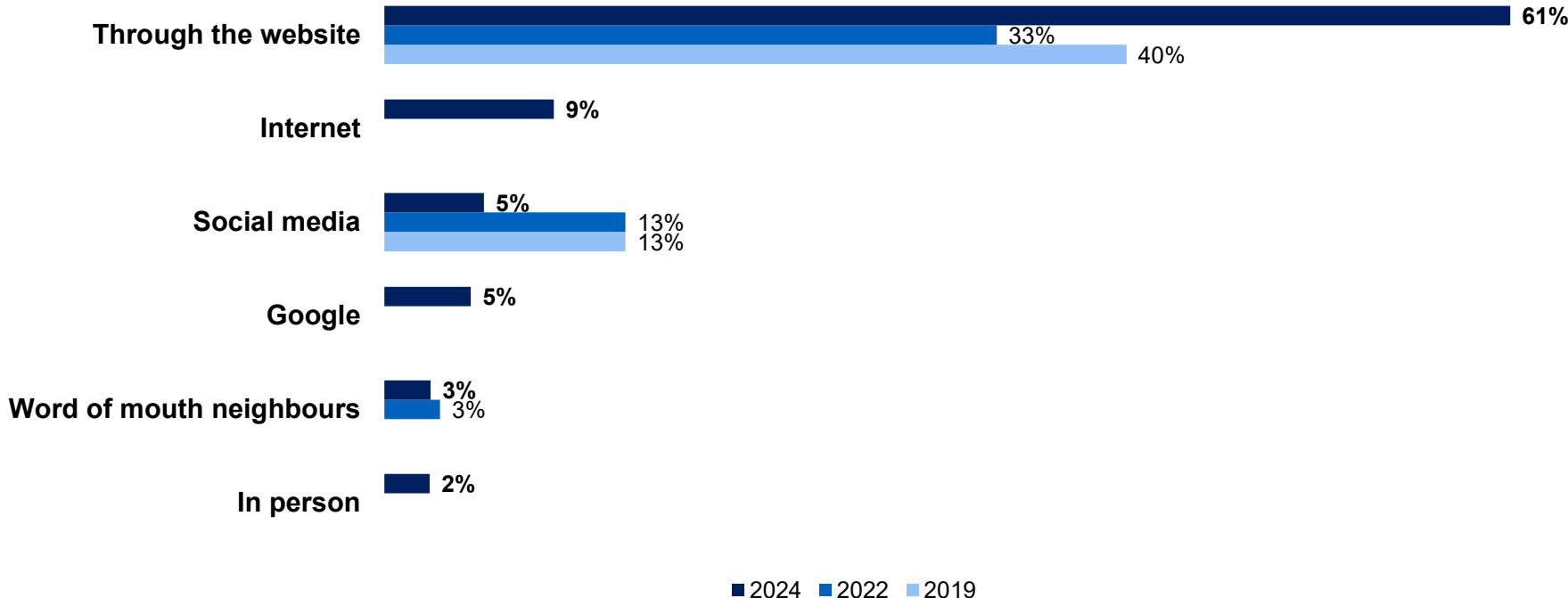


\*Note: respondents were asked to base their response on their most recent interaction with the Town in the previous report.  
**Q57.** When dealing with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?  
**Sample Size:** n=805  
**Base:** All respondents (CATI)



# Finding Town Information

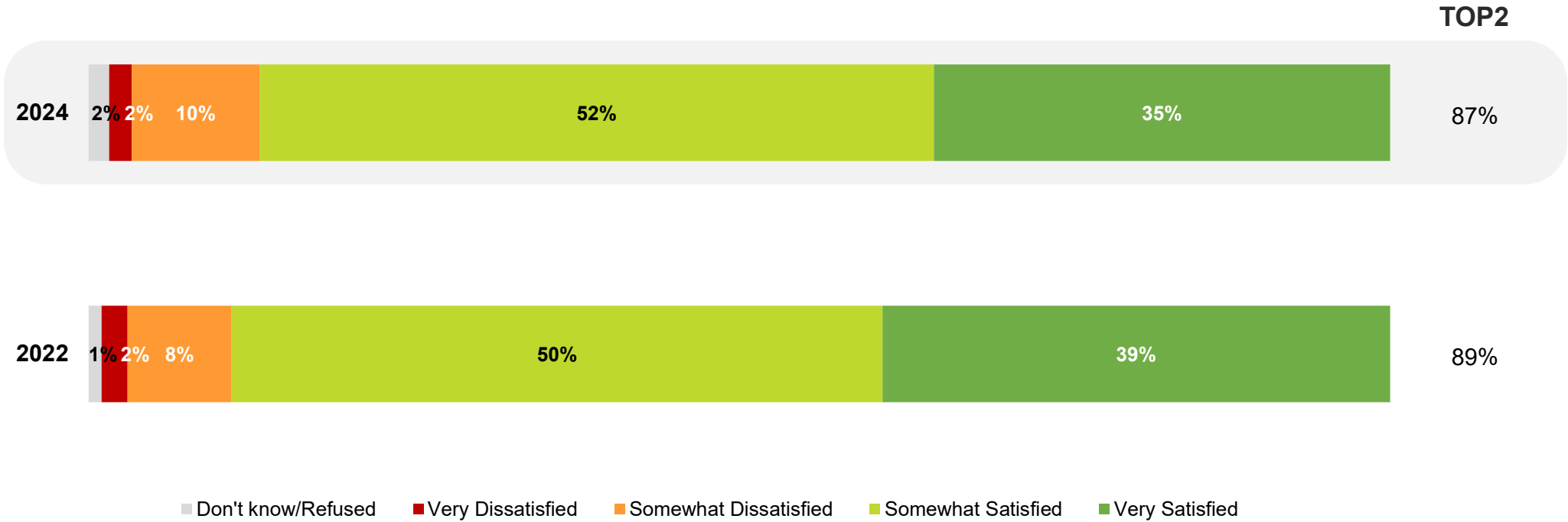
The majority of residents (61%) use the Town’s website to find information about the Town of Oakville. Use of the Town’s website is up 28 percentage points since 2022.



\*Note: visual shows mentions with 2% and higher, and excludes “other”, “don’t know”, and “refused”  
 Q63. How do you most often find information about the Town of Oakville? [OPEN-ENDED]  
 Sample Size: n=805  
 Base: All respondents (CATI)

# Satisfaction with Town's Website

The majority of residents (TOP2: 87%) who have used the Town's website were satisfied with their experience using it.



Z6. You selected the Town of Oakville's website as a way you find information about the town. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your experience using the Town's website?  
**Sample Size:** n=488  
**Base:** Respondents who used the Town of Oakville website (CATI)

# Recap – Information and Service Usage

## *Residents report positive experiences from their most recent interaction with the Town.*

- Considering their most recent contact with the Town, 9 in 10 residents (TOP2: 92%) are satisfied with the respectfulness of the employees, 3 percentage points more than 2022.

## *The Town's website is the platform that residents report using the most to find information about the town, and they are satisfied with their experience on the website.*

- The majority of residents (61%) use the Town's website to find information about the Town of Oakville, followed by the internet (9%), and social media (5%).
  - Of those who have used the Town's website, the majority (TOP2: 87%) are satisfied with their experience.

# Community Satisfaction Survey

Quantitative Report

Town of Oakville

April 2024

