



OAKVILLE

2015 Town of Oakville Citizen Survey

Presentation of Findings

February 23, 2015

POLLARA 
STRATEGIC INSIGHTS

Objectives and Methodology

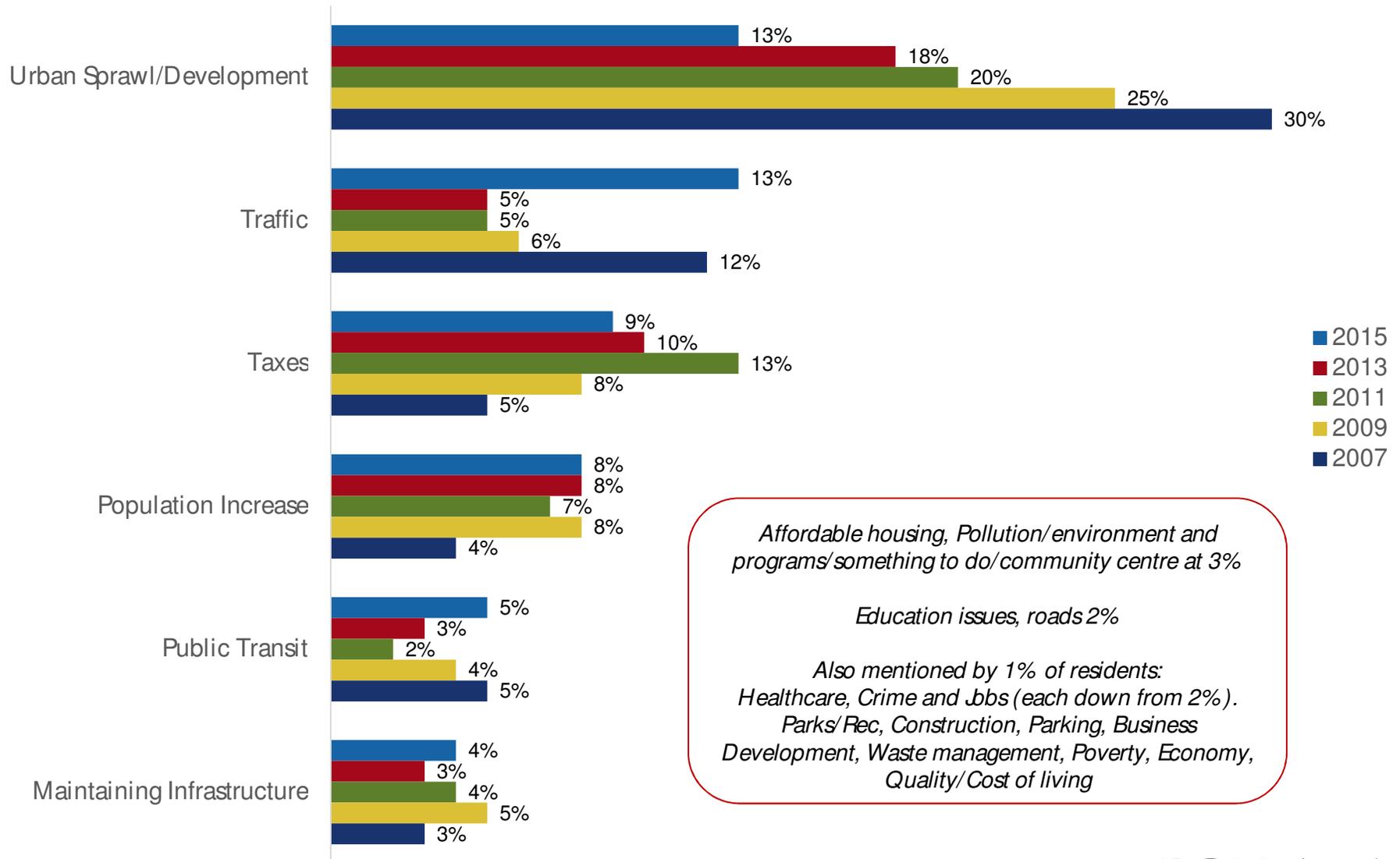
- **In December of 2015, The Town of Oakville contacted Pollara to conduct a survey of residents regarding the following:**
 - Satisfaction with town government, initiatives, and local and area services, including ratings of customer service attributes on interactions between town staff and residents;
 - Priorities for future planning for the Town of Oakville government;
 - Policy preferences on portfolios including Oakville’s local environment, infrastructure, recreation & culture programs, transit, governance, and managing growth;
 - Recent municipal election participation, and the impact online voting would have on future voter intention; and,
 - Use of Local Transit, and funding preferences for upkeep.
- **In order to gather the opinions of local residents in the most comprehensive and efficient way, Pollara conducted a 20-minute telephone survey among 808 randomly-selected residents of the Town of Oakville, between January 12th to 20th, 2015. Sampling employed a quota structure, to ensure a sufficient sample size in each ward to render statistically reliable data.**
- **Responses were weighted according to the ward, age and gender distributions throughout the town to the most recently available census data, rendering an overall margin of error of $\pm 3.46\%$, nineteen times out of twenty. Margins of error for ward populations are illustrated in the chart below.**
- **Where changes from 2013 are deemed statistically significant, numbers are noted in red.**

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total
Sample Size	106	109	102	238	152	101	808
Margin of Error	$\pm 9.8\%$	$\pm 9.8\%$	$\pm 8.9\%$	$\pm 6.7\%$	$\pm 8.0\%$	$\pm 9.1\%$	$\pm 3.46\%$

Context and Livability

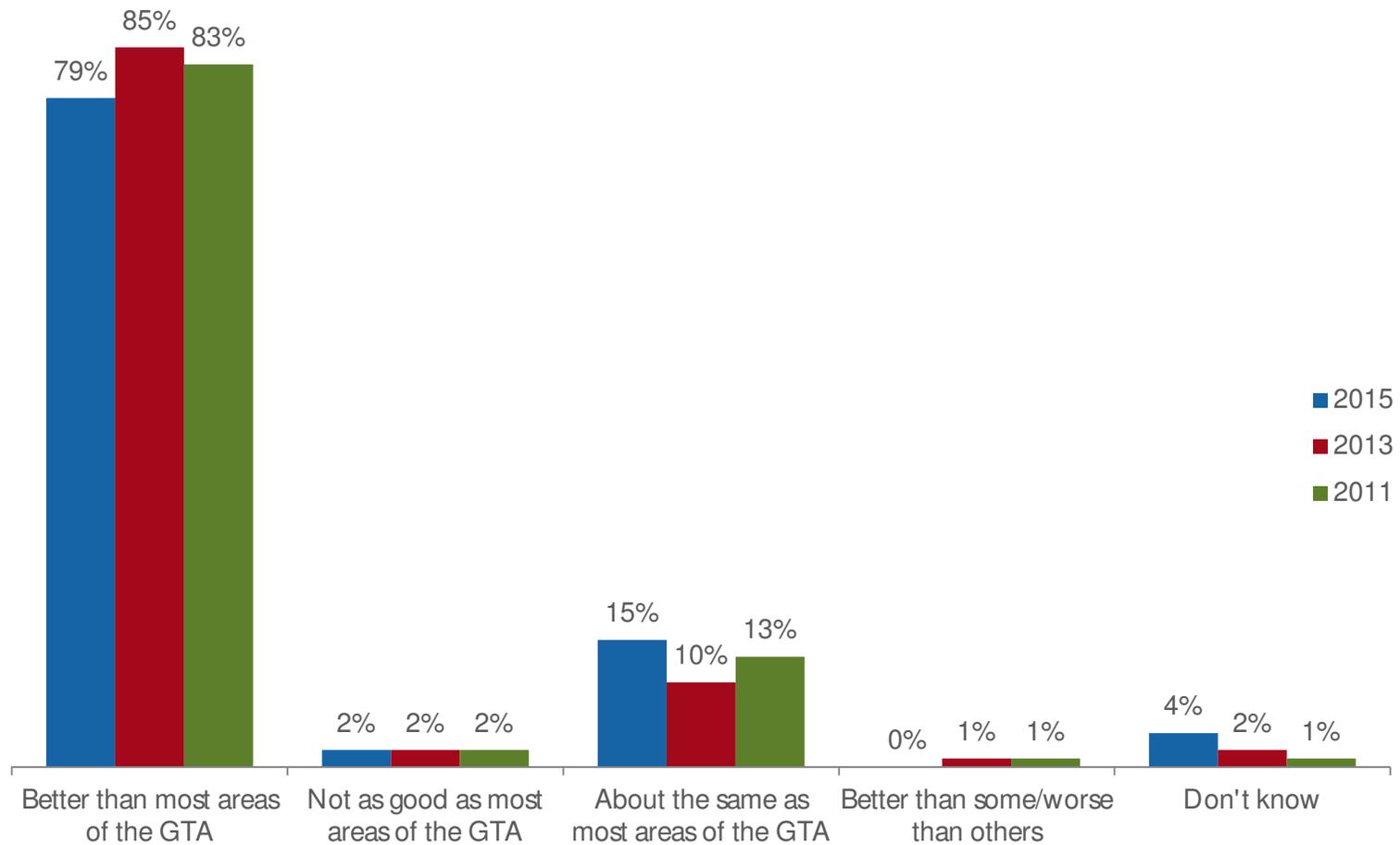
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Issue Context: Most Important Issue



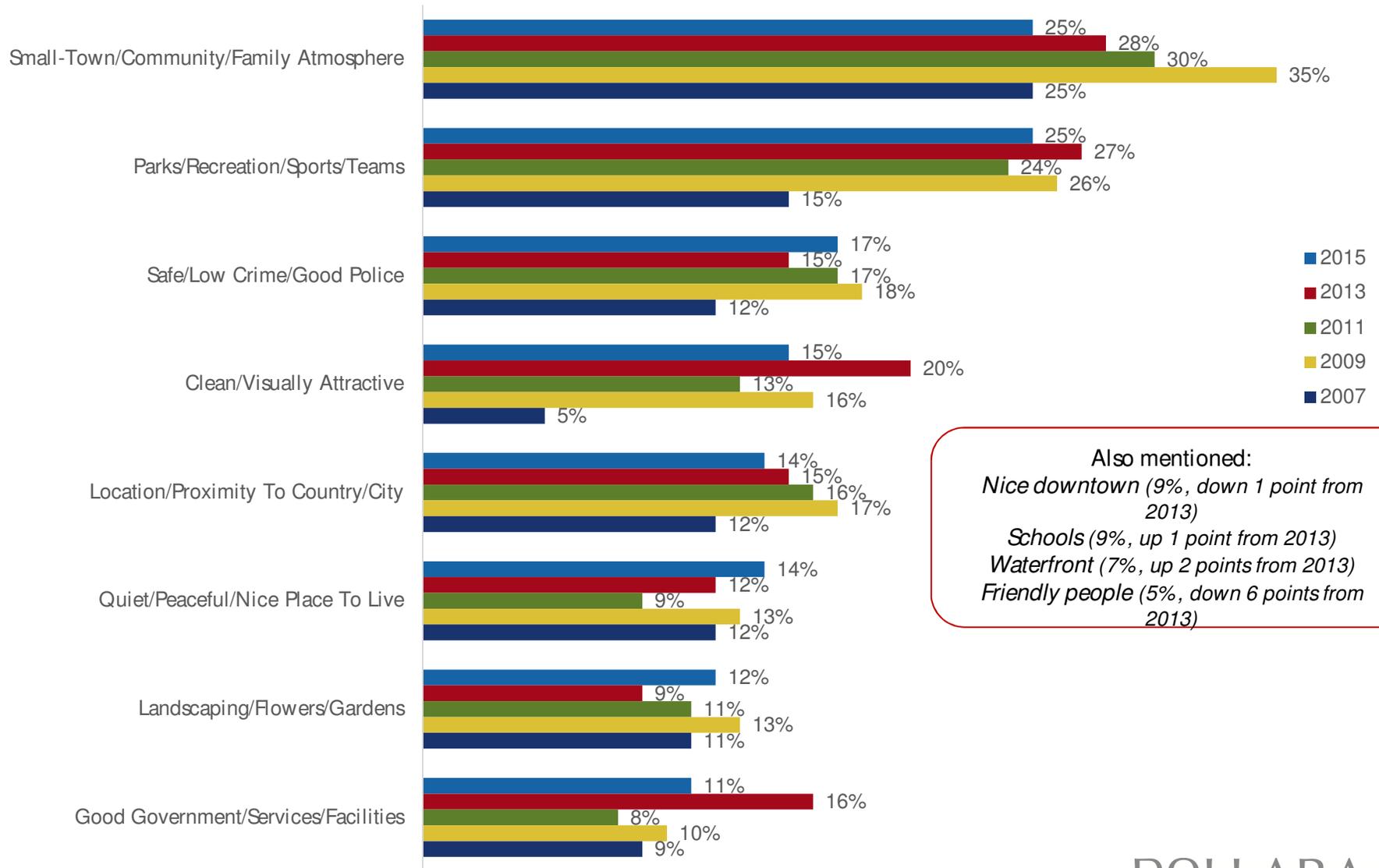
Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? (N=808)

Comparative Livability in Oakville



Q5. Thinking about Oakville as a place in which to live, would you say that the degree of livability in Oakville is generally... (N=808)

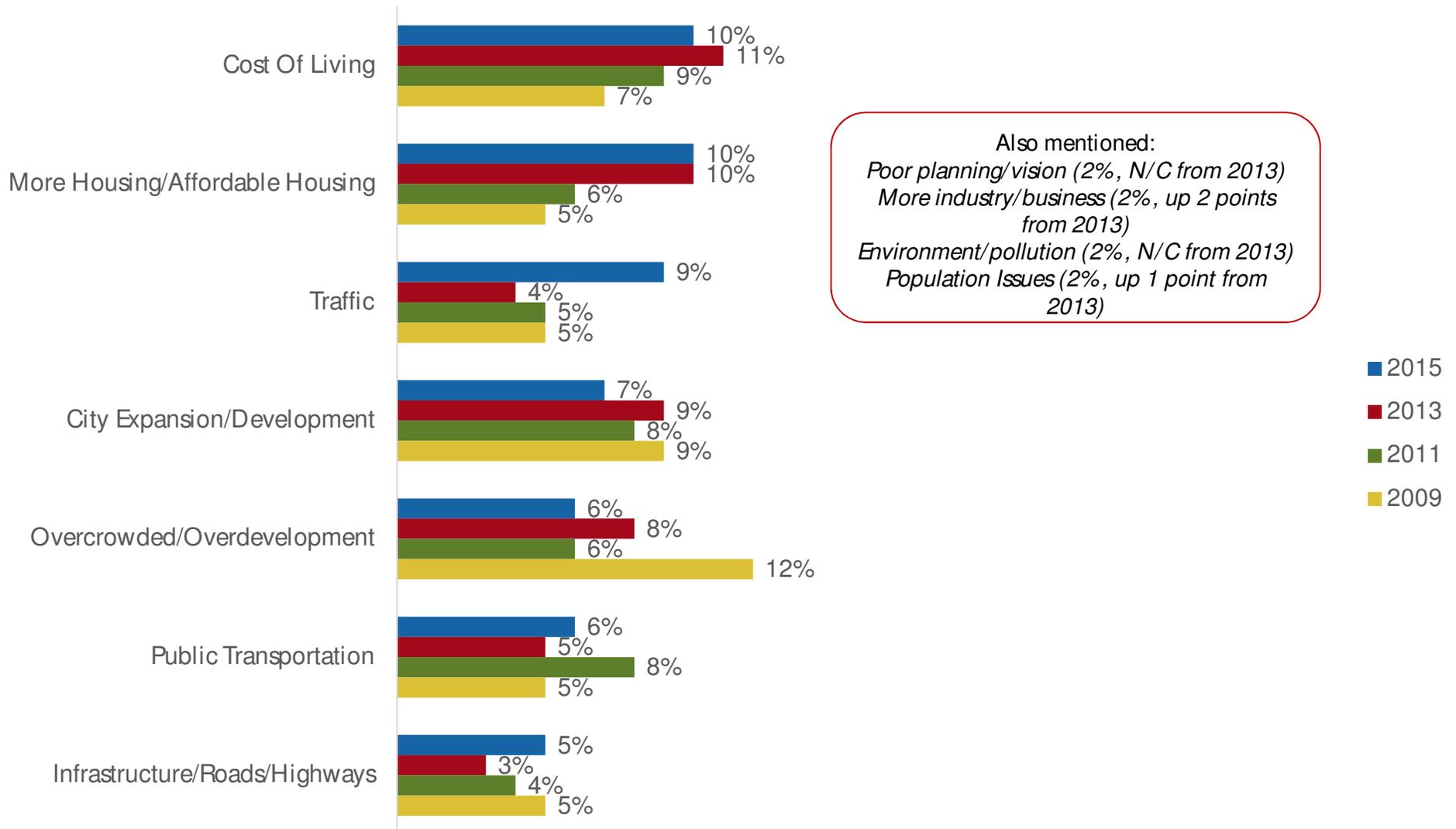
Qualities that Make Oakville Livable



Also mentioned:
Nice downtown (9%, down 1 point from 2013)
Schools (9%, up 1 point from 2013)
Waterfront (7%, up 2 points from 2013)
Friendly people (5%, down 6 points from 2013)

Q3. What are the qualities or features of the Town of Oakville that make it livable? (N=808; multiple response variable)

Obstacles to Being Most Livable Town in Canada



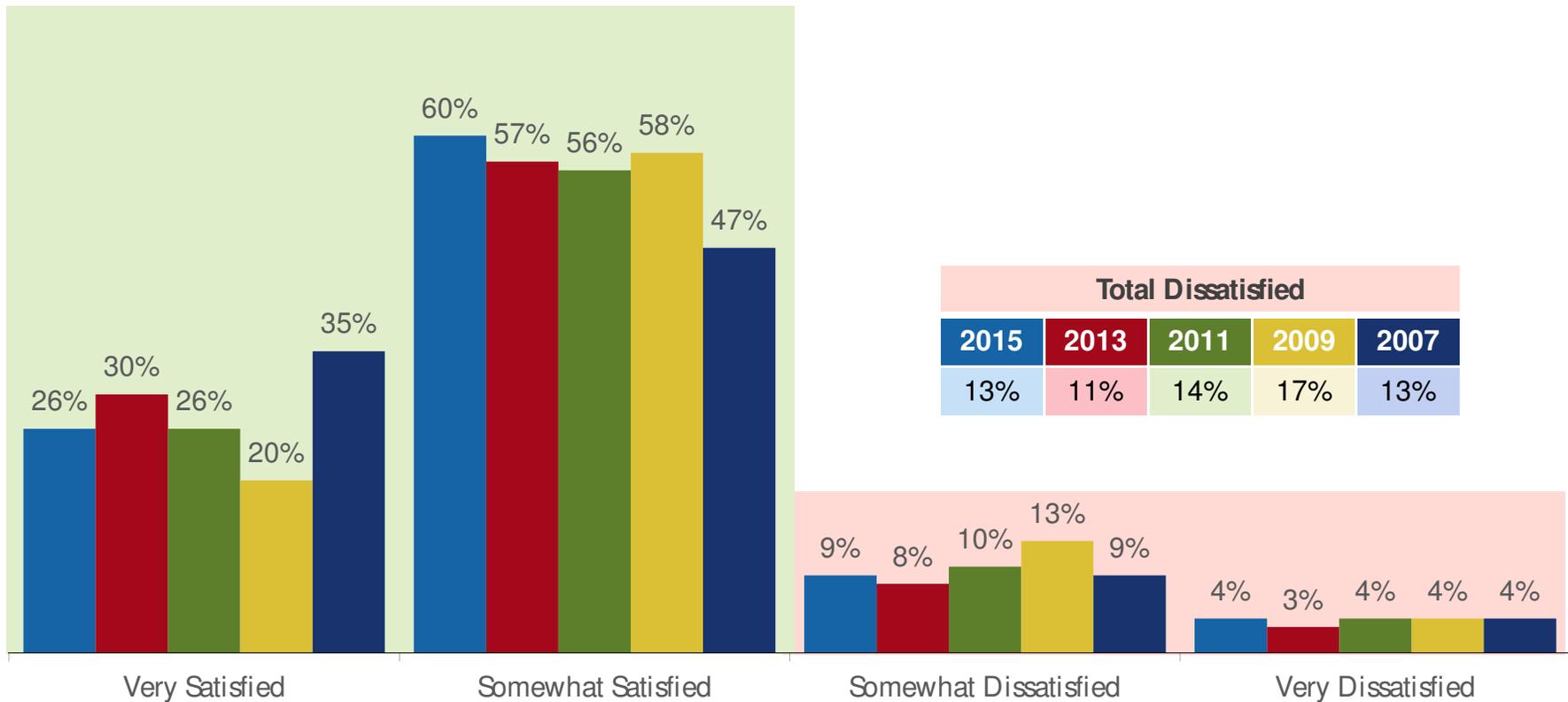
Q4. What is the greatest challenge that prevents the Town of Oakville from being the most livable town in Canada? (N=808); Multiple Response variable)

Satisfaction with the Town and Services

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Overall Satisfaction with Government of the Town of Oakville: 87%

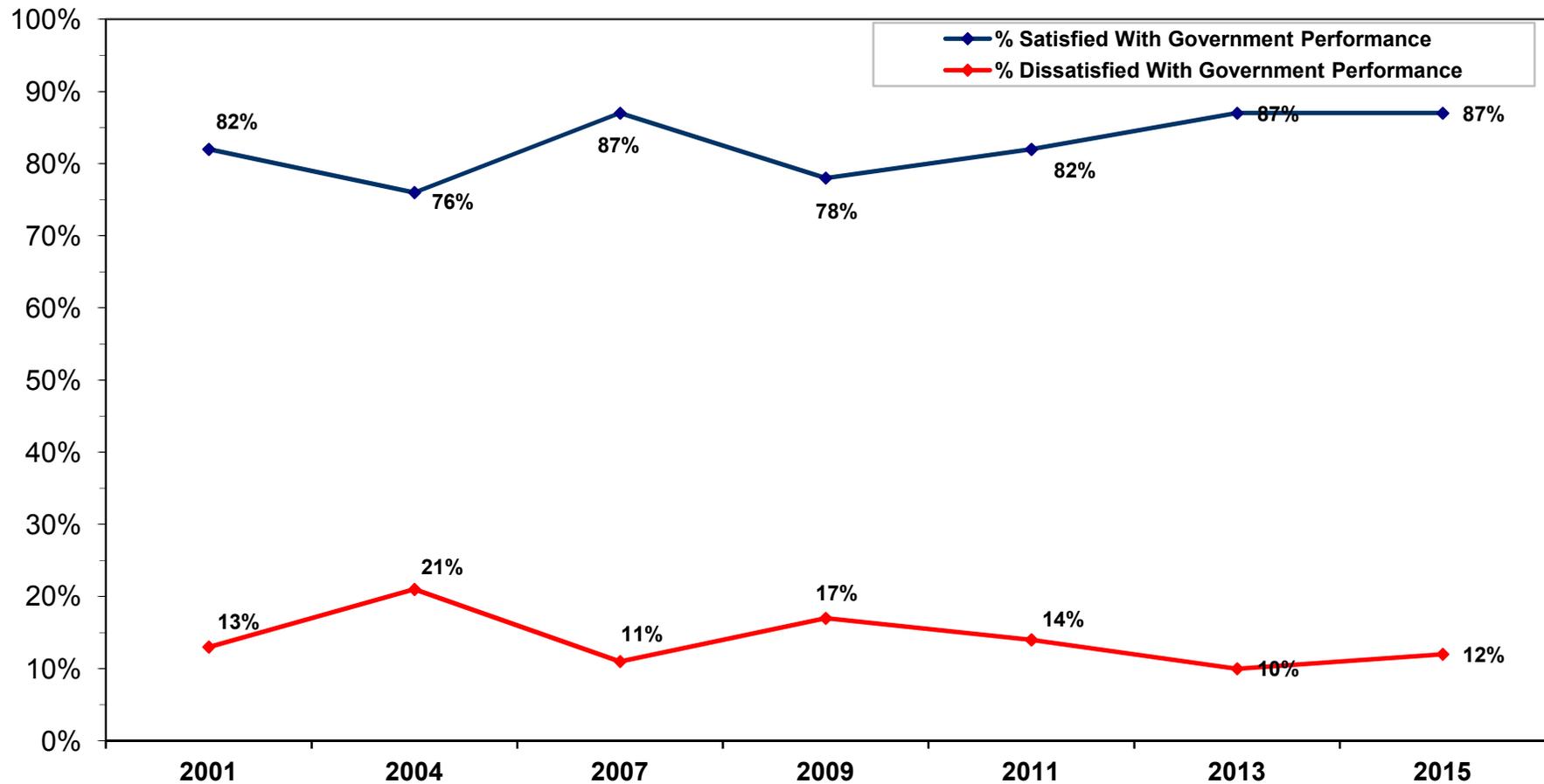
Total Satisfied				
2015	2013	2011	2009	2007
87%	87%	86%	78%	82%



Total Dissatisfied				
2015	2013	2011	2009	2007
13%	11%	14%	17%	13%

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town of Oakville government? (N=808)

Overall Satisfaction with the Town of Oakville (Tracking)



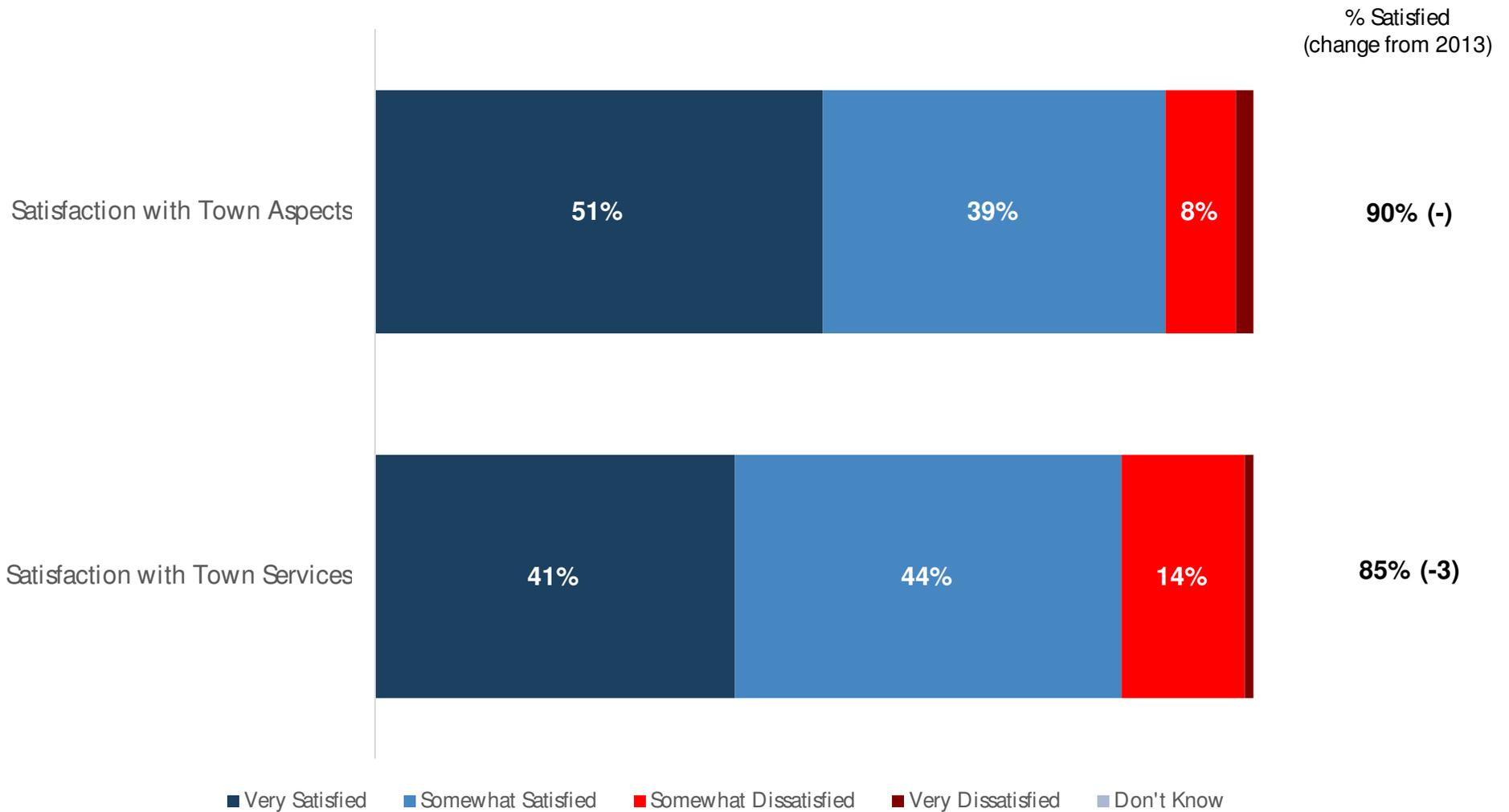
Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town of Oakville government?

Overall Satisfaction with Government of the Town of Oakville, by gender, age, and income groups

	Total	Men	Women	18-34	35-54	55+	HHI \$30K or less	HHI \$30K-\$70K	HHI \$70K-\$110K	HHI \$110K-\$150K	HHI \$150K+
Total Satisfied	87%	87%	86%	87%	87%	85%	82%	83%	91%	85%	87%
Very Satisfied	26%	26%	26%	29%	24%	26%	53%	25%	22%	20%	23%
Somewhat satisfied	60%	61%	60%	58%	63%	59%	29%	58%	69%	66%	64%
Somewhat dissatisfied	9%	8%	10%	10%	7%	10%	15%	15%	9%	14%	12%
Very Dissatisfied	4%	5%	2%	3%	4%	4%	12%	3%	4%	1%	3%

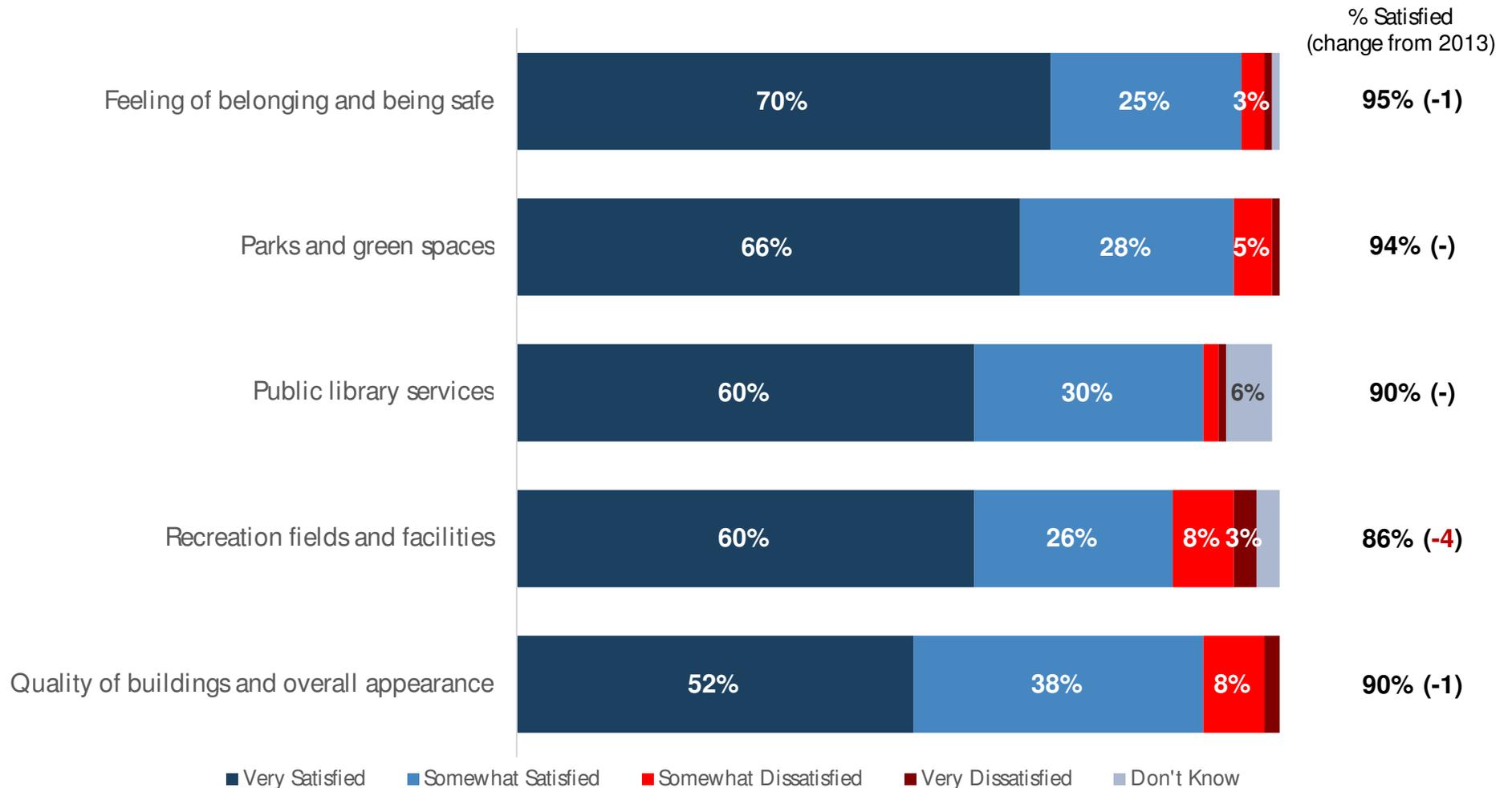
Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town of Oakville government?

Satisfaction with Town Aspects and Services



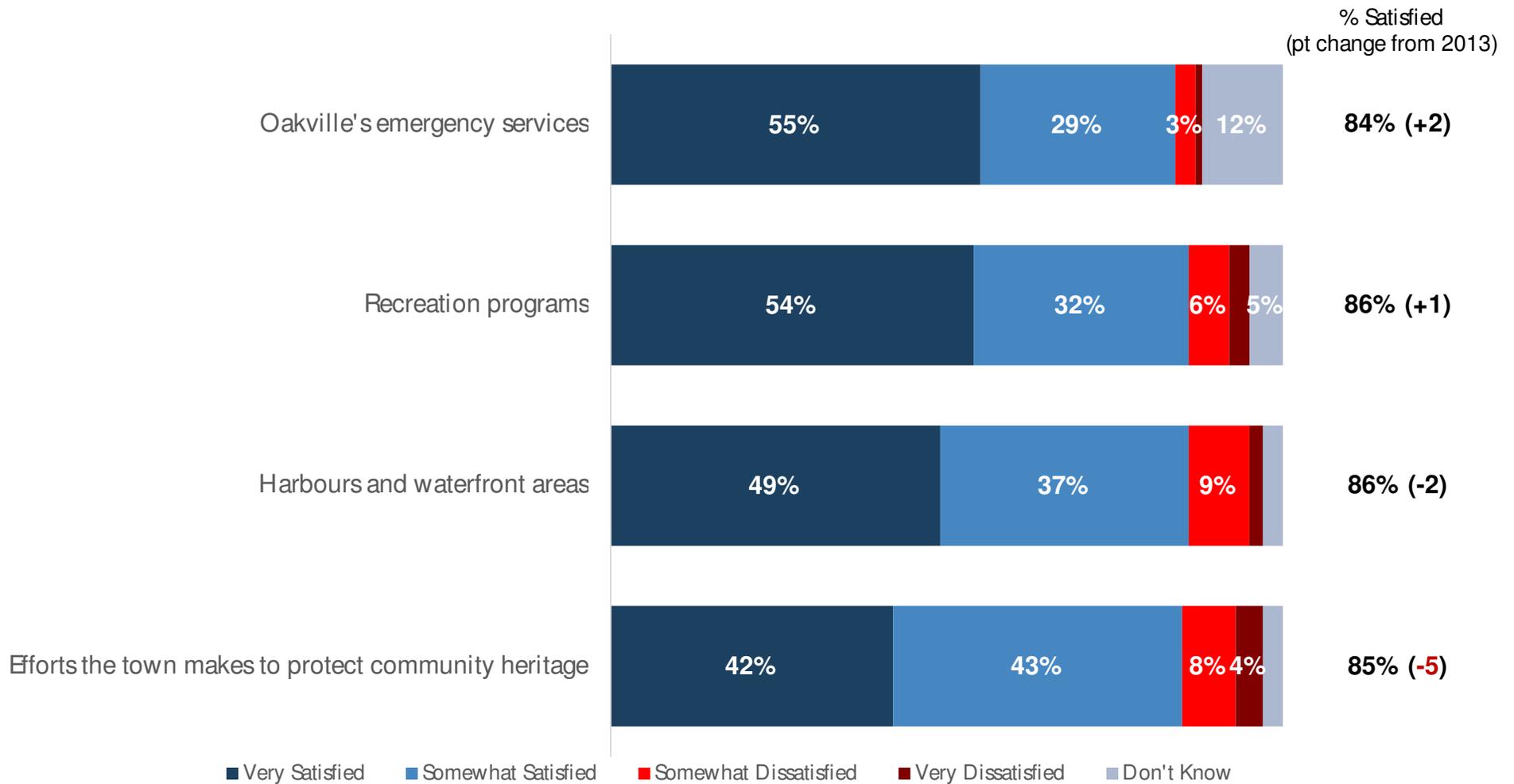
Q6-Q24. How satisfied are you with the following...? What about...? (N=808 for each).

Satisfaction with Town Programs and Services



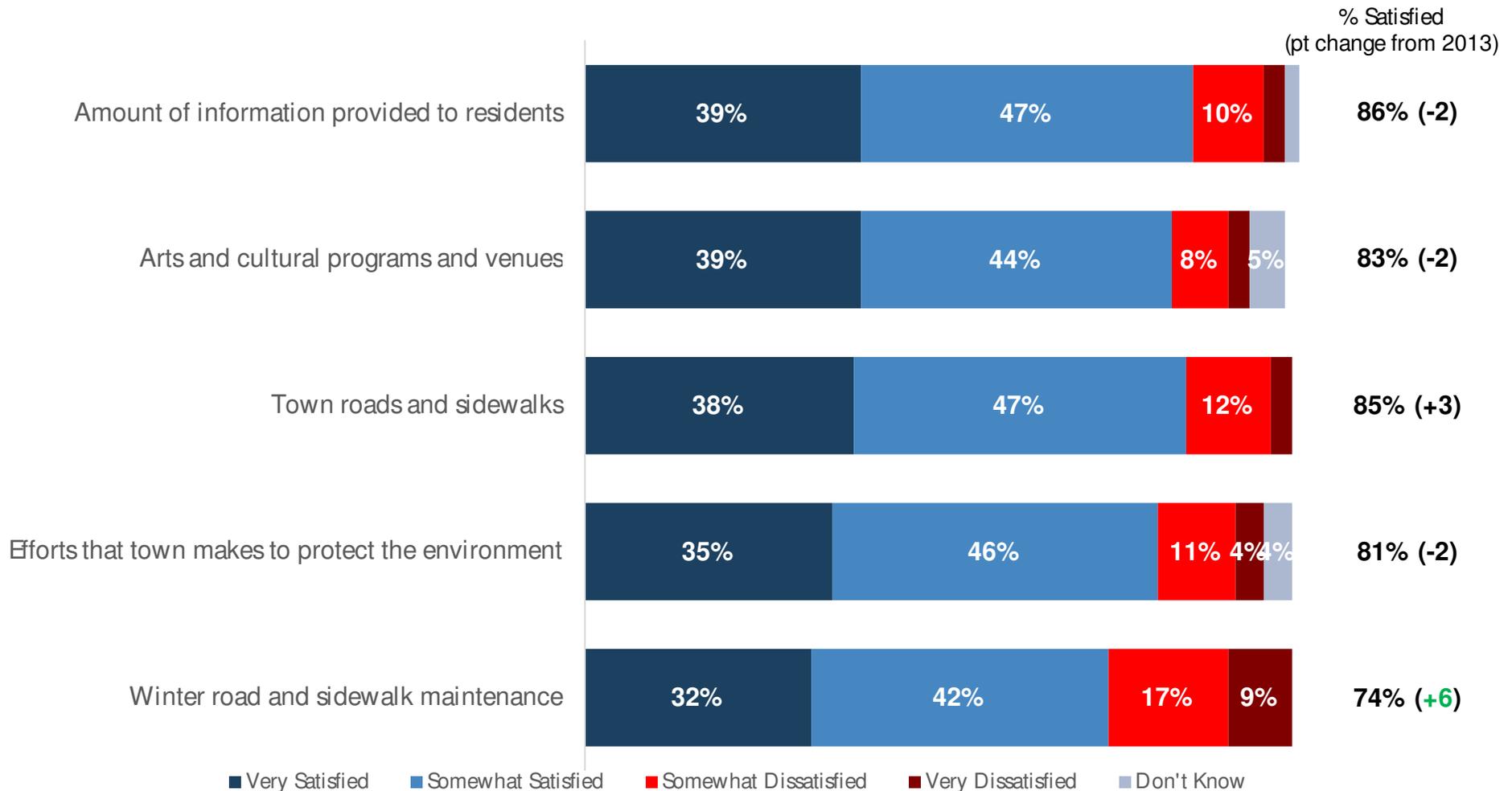
Q6-Q24. How satisfied are you with the following...? What about...? (N=808 for each).

Satisfaction with Town Programs and Services (Con't)



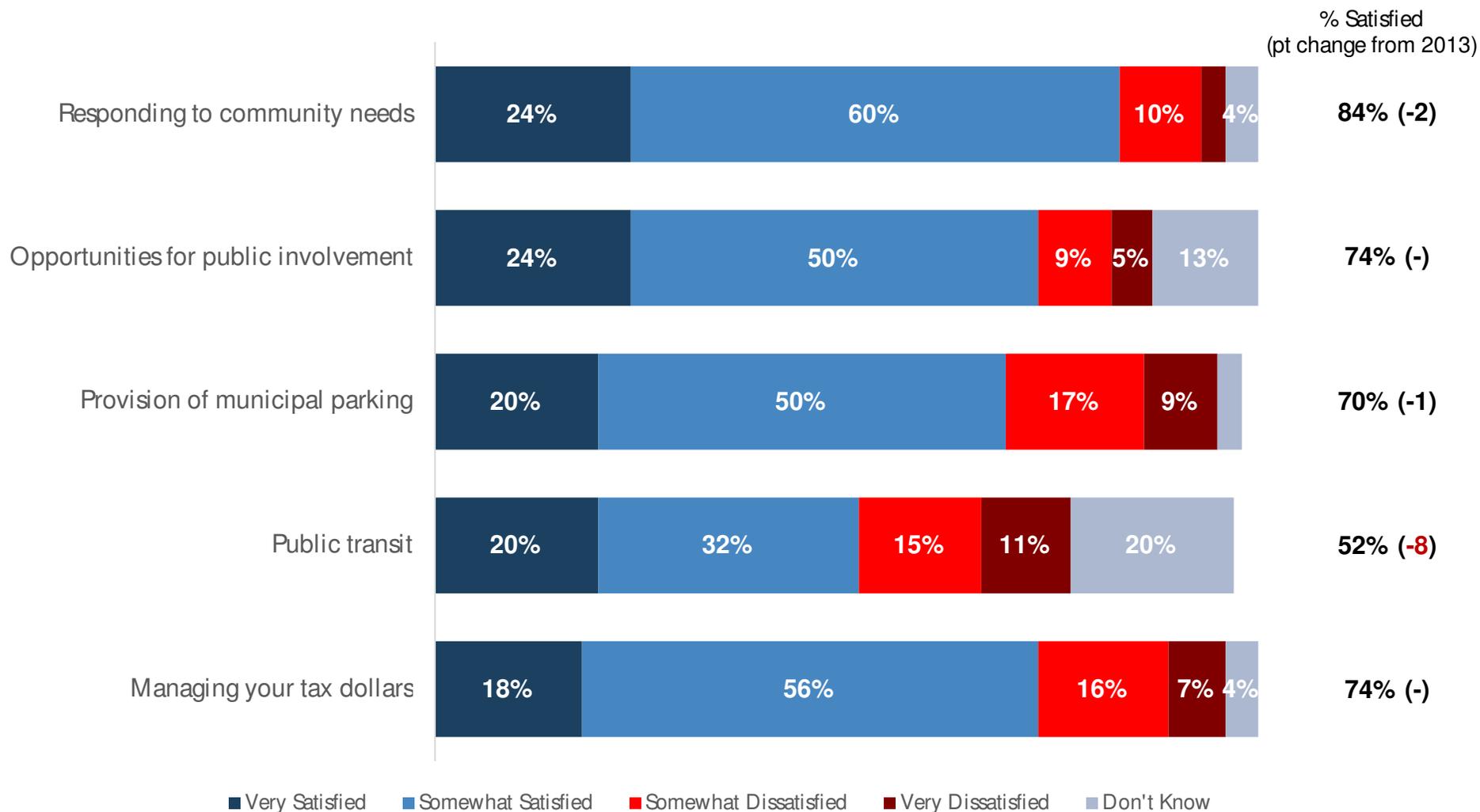
Q6-Q24. How satisfied are you with the following...? What about...? (N=808 for each).

Satisfaction with Town Programs and Services (Con't)



Q6-Q24. How satisfied are you with the following...? What about...? (N=808 for each).

Satisfaction with Town Programs and Services (Con't)



Q6-Q24. How satisfied are you with the following...? What about...? (N=808 for each).

Satisfaction with Town programs and services – by ward

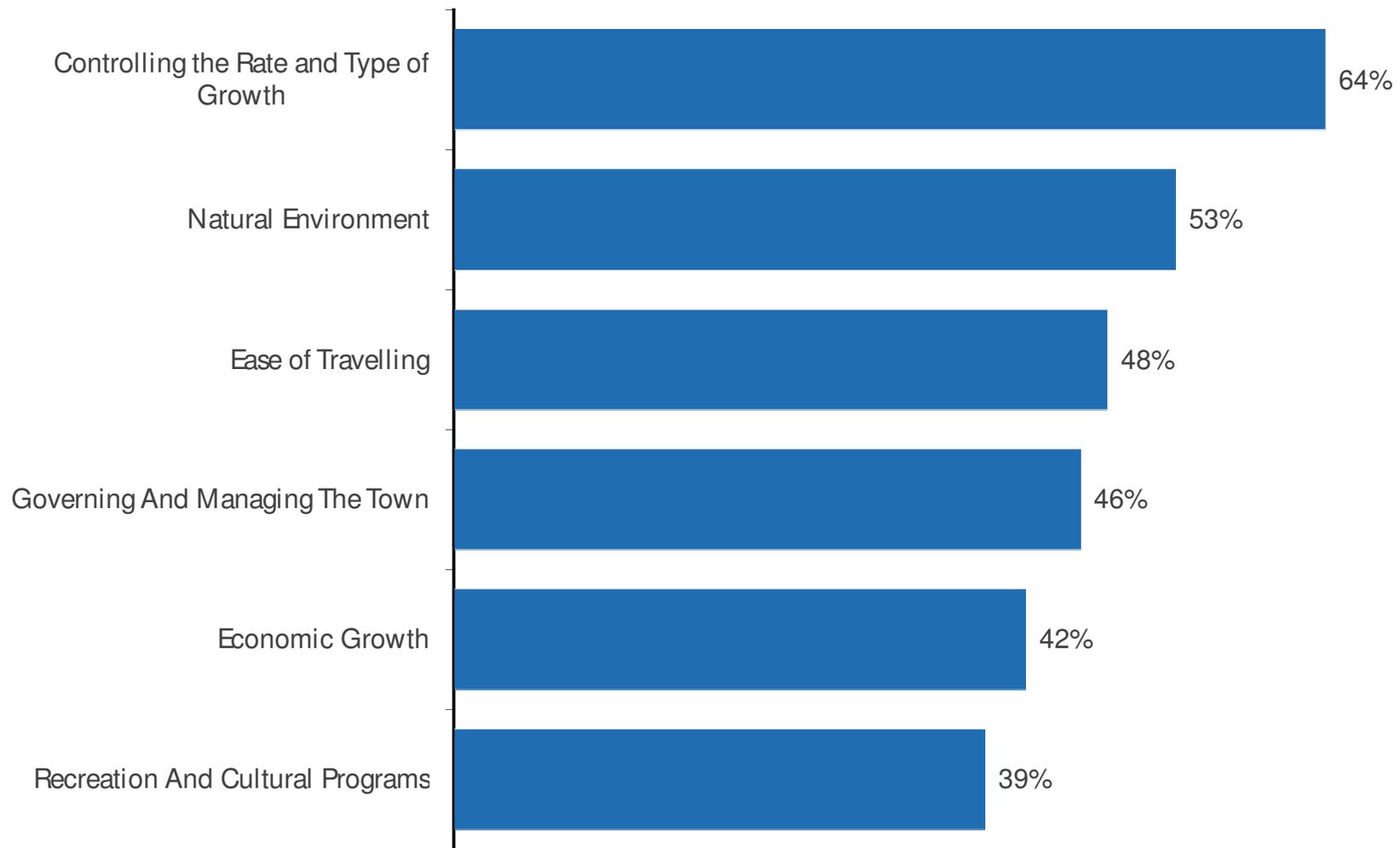
Note: ward base sizes are approximately n=100, with an associated margin of error of +/-9.8, 19 times out of 20.

	Overall	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
A feeling of belonging and being safe in one's neighbourhood	95%	95%	96%	96%	94%	96%	96%
Parks and green spaces	94%	94%	82%	95%	96%	95%	96%
Public library services	91%	89%	88%	91%	91%	89%	94%
The quality of buildings and overall appearance of the community	90%	93%	78%	89%	93%	93%	89%
Harbours and waterfront areas	87%	89%	87%	87%	87%	86%	86%
Recreation programs	87%	79%	77%	80%	91%	88%	98%
Recreation fields and facilities	87%	80%	82%	76%	91%	91%	92%
Amount of information the town provides to residents	86%	85%	92%	77%	88%	86%	90%
Effort the town makes to protect the heritage of the community	86%	84%	75%	87%	89%	85%	92%
Town roads and sidewalks	85%	85%	75%	80%	89%	86%	87%
Emergency services	84%	65%	85%	87%	86%	91%	79%
Arts and cultural programs and venues	84%	73%	86%	84%	84%	84%	89%
Responding to the needs of the community	84%	86%	83%	76%	85%	85%	89%
The efforts that the Town of Oakville government makes to protect the environment	81%	73%	68%	86%	84%	83%	87%
Opportunities for public involvement in local government	74%	81%	69%	77%	74%	67%	78%
Winter road and sidewalk maintenance	73%	80%	75%	63%	79%	71%	67%
Managing your tax dollars	73%	62%	63%	70%	74%	75%	88%
Municipal parking	71%	73%	68%	58%	70%	73%	82%
Public transit	52%	36%	46%	52%	52%	57%	63%

Priorities and Planning

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Number of Times Each Priority is Selected



Q26-41. Tabulation of the total results of the pairwise testing; % wins based on number of times selected out of total number of times shown.

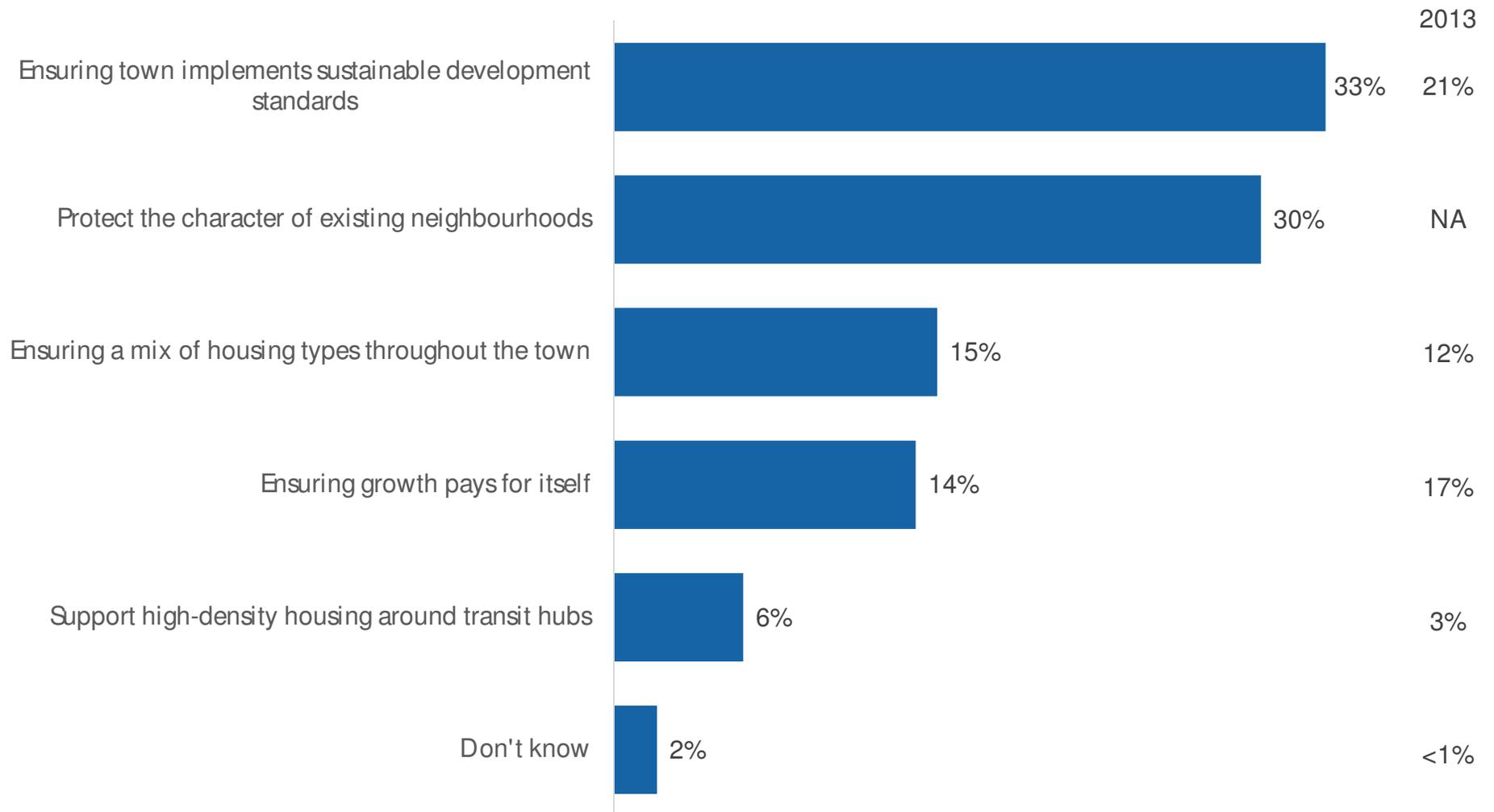
Priority Sequence: Survey Results



	Oakville's natural environment	Governing and managing the Town	Controlling the rate and type of growth	Oakville's economic growth	Recreation and cultural programs	Ease of Traveling
Oakville's Natural Environment	-	53%	56%	36%	35%	43%
Governing and Managing the Town	44%	-	65%	41%	53%	51%
Controlling the Rate and Type of Growth	42%	32%	-	33%	29%	32%
Oakville's Economic Growth	63%	56%	66%	-	40%	55%
Recreation and Cultural Programs	62%	45%	68%	57%	-	59%
Ease of Traveling	55%	47%	65%	42%	40%	-

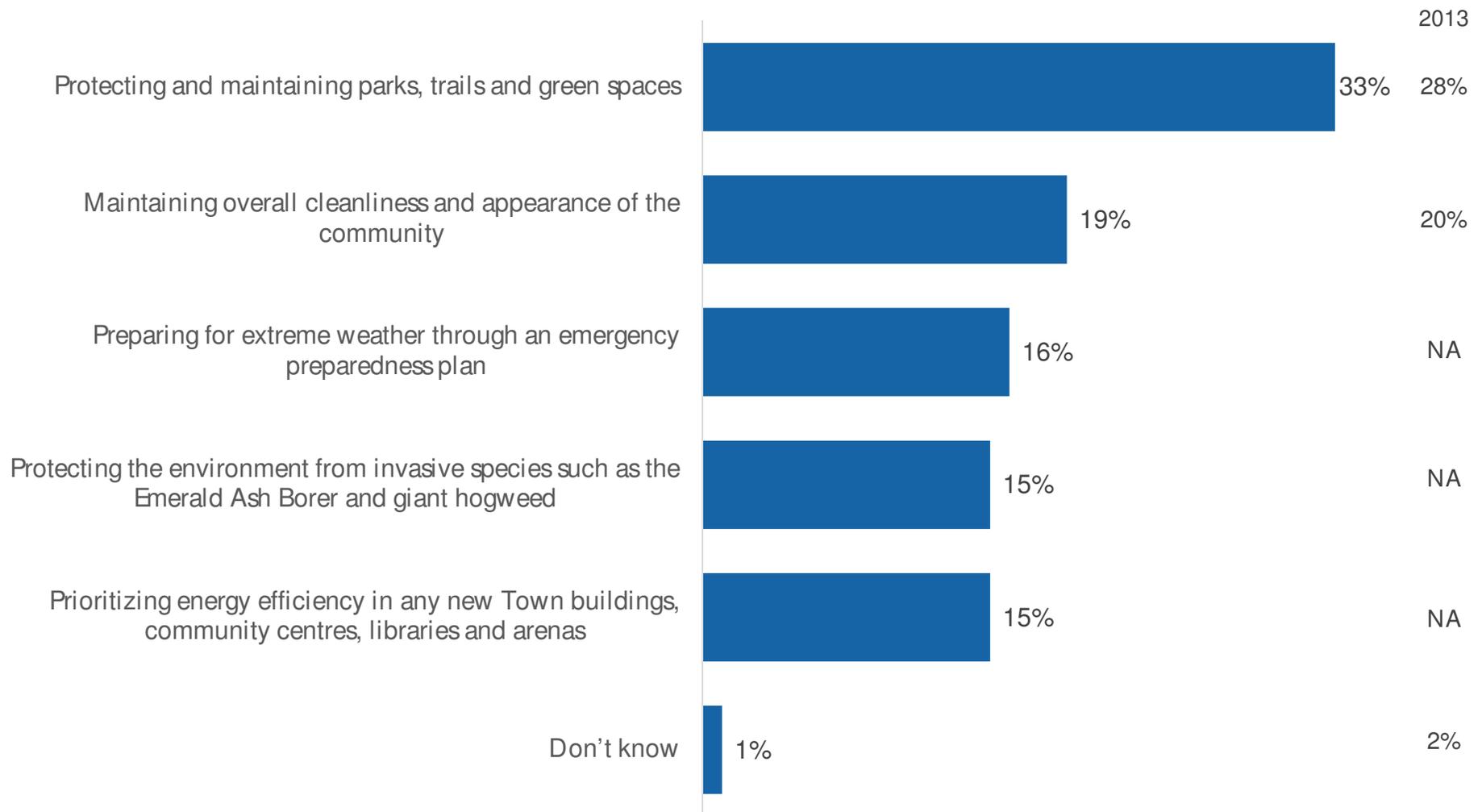
Q26-41. Tabulation of the total results of the pairwise testing; % wins based on number of times selected out of total number of times shown.

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



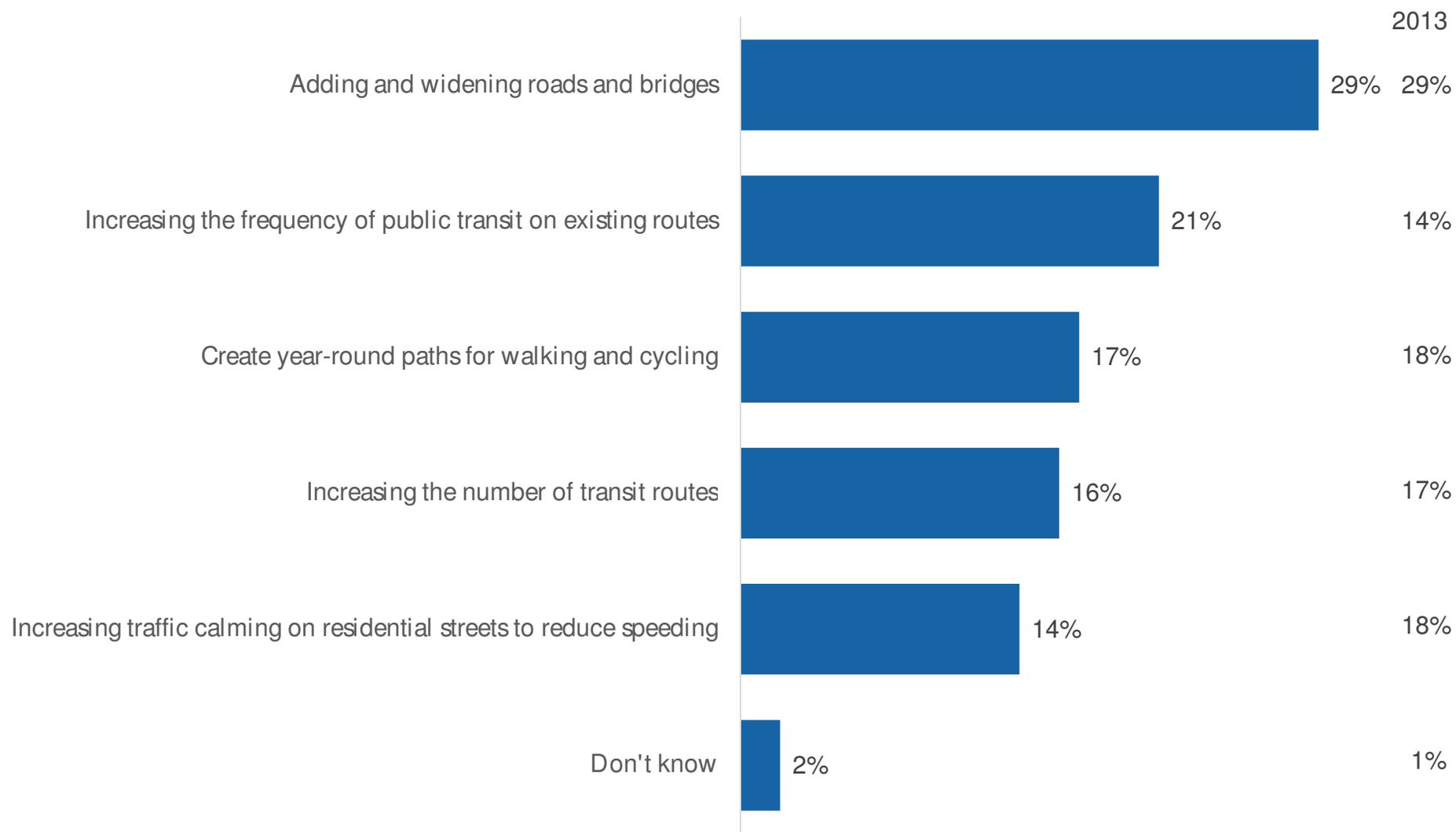
Q47. Thinking about controlling the rate and type of growth in Oakville, which one of the following would you most prefer the town make its top priority when allocating budget funds in this area? (N=404)

Oakville's Natural Environment: Top Priority



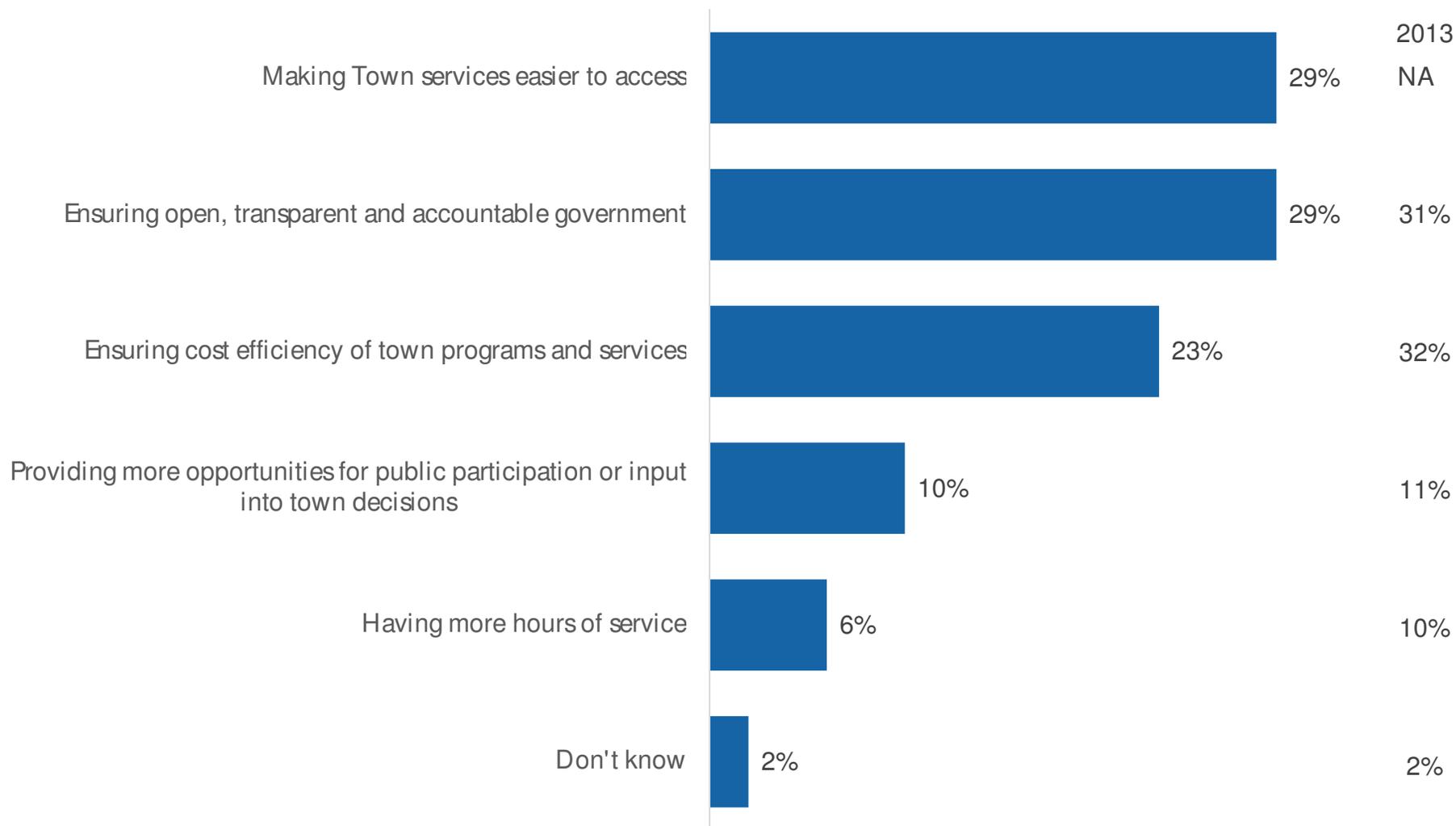
Q42: Thinking about Oakville's natural environment, which one of the following would you most prefer the town make its top priority when allocating budget funds in this area? (N=404)

Ease of Travelling Around Oakville: Top Priority



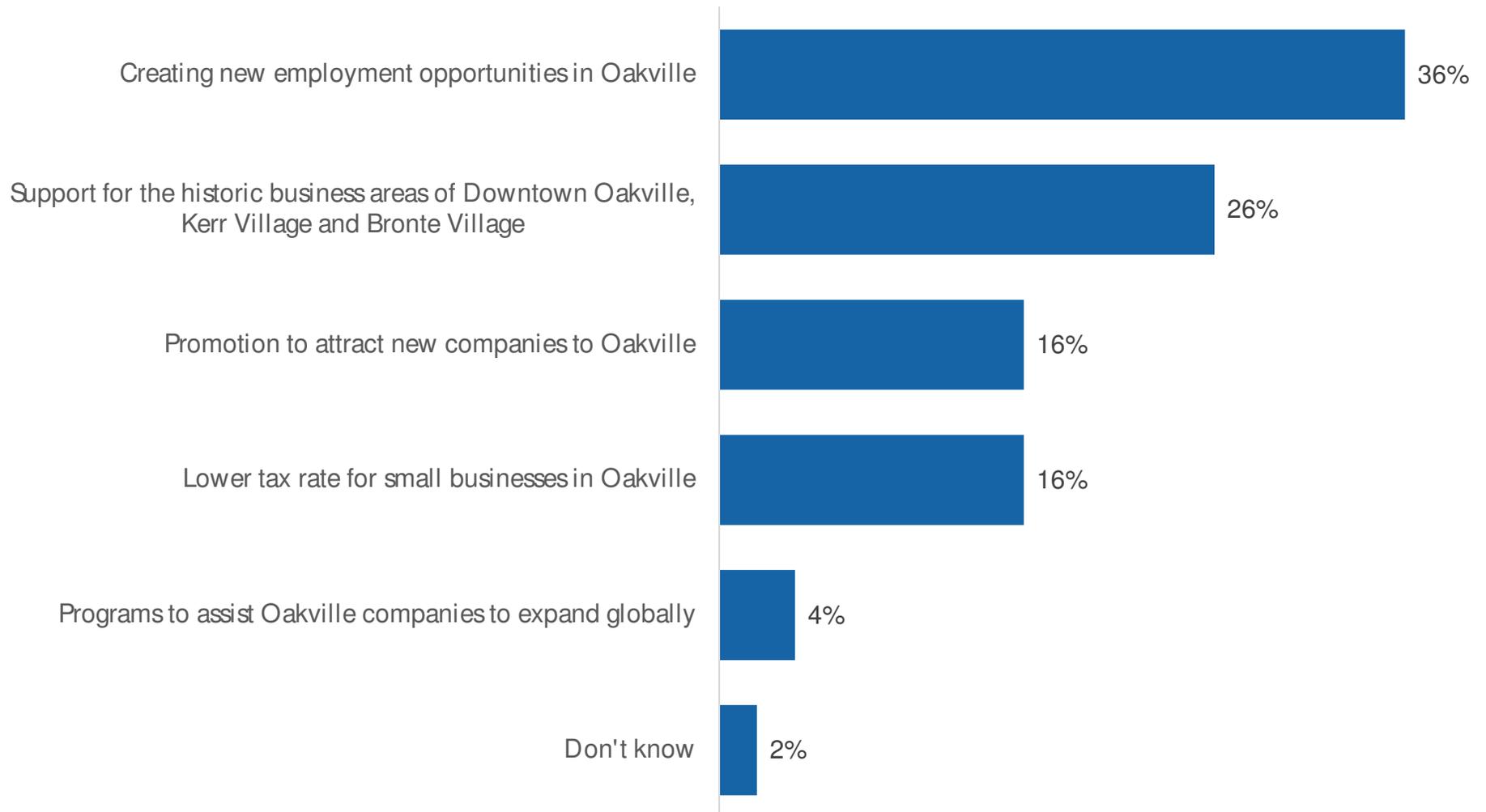
Q45: Thinking about the ease of travelling within Oakville, which one of the following would you most prefer the town make its top priority when allocating budget funds in this area? (N=404)

Governing and Managing Oakville: Top Priority



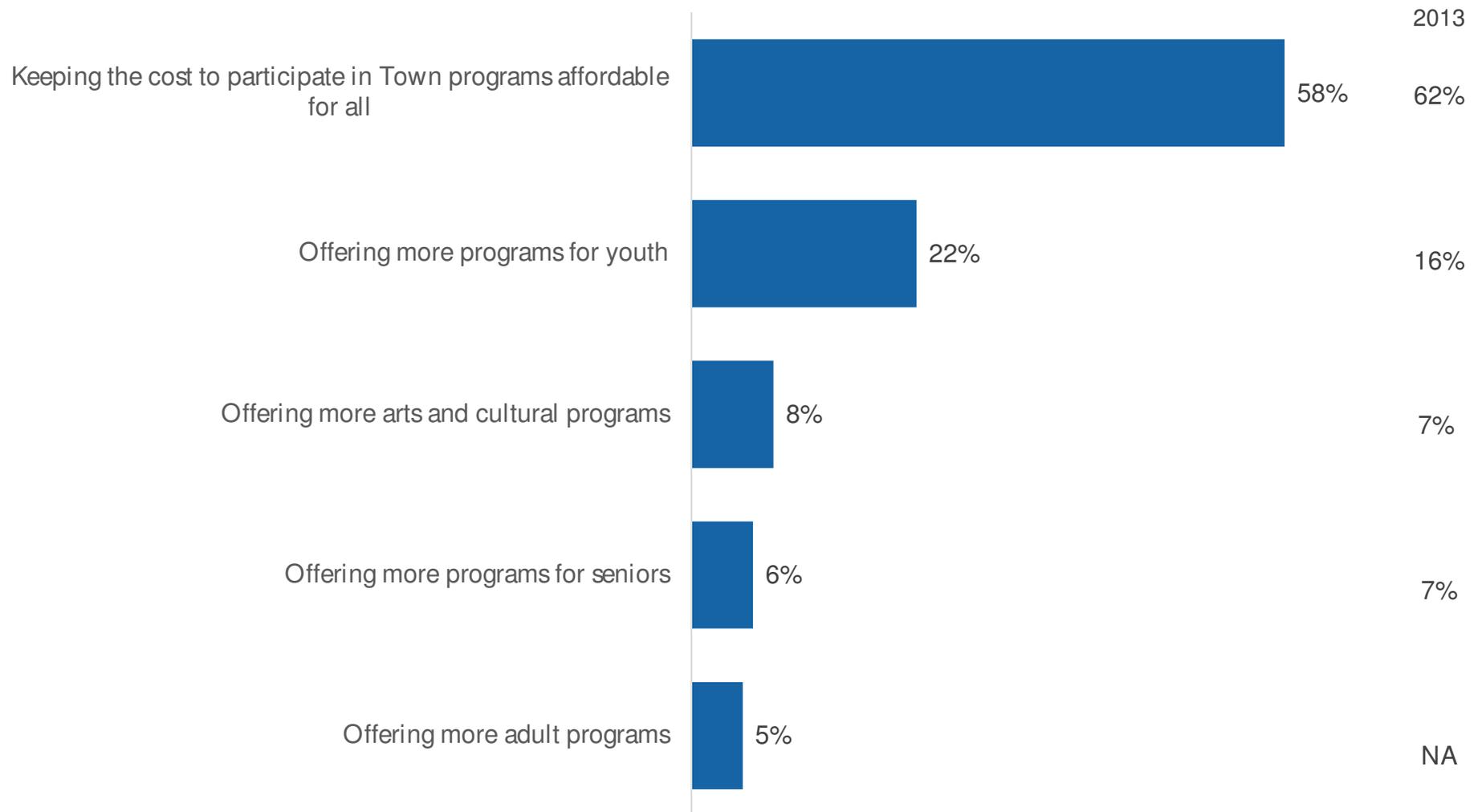
Q46: Thinking about governing and managing the Town of Oakville, which one of the following would you most prefer the town make its top priority when allocating budget funds in this area?(N=404)

Oakville's Economic Growth: Top Priority



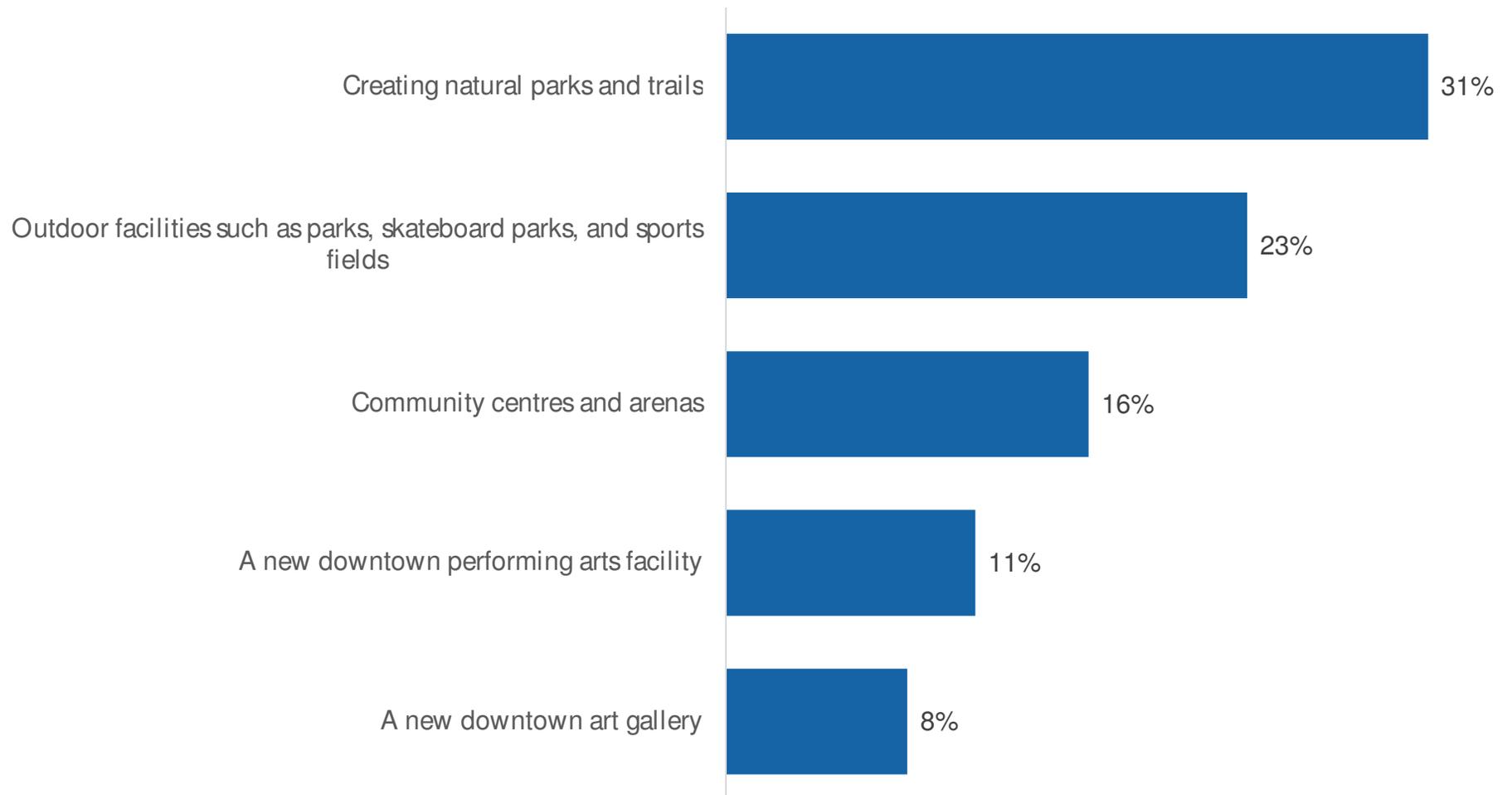
Q43: Thinking about Oakville's economic growth, which one of the following would you like to see the town make its top priority when allocating budget funds in this area? (N=404)

Oakville's Recreation and Cultural Programs: Top Priority



Q44: Thinking about the Town of Oakville's recreation and cultural programs, which one of the following would you most prefer the town make its top priority when allocating budget funds in this area? (N=404)

Prioritization of Facilities/Projects Town May Fund



QN69: Thinking of new facilities or projects that the town might fund, which would be your top priority? N=808

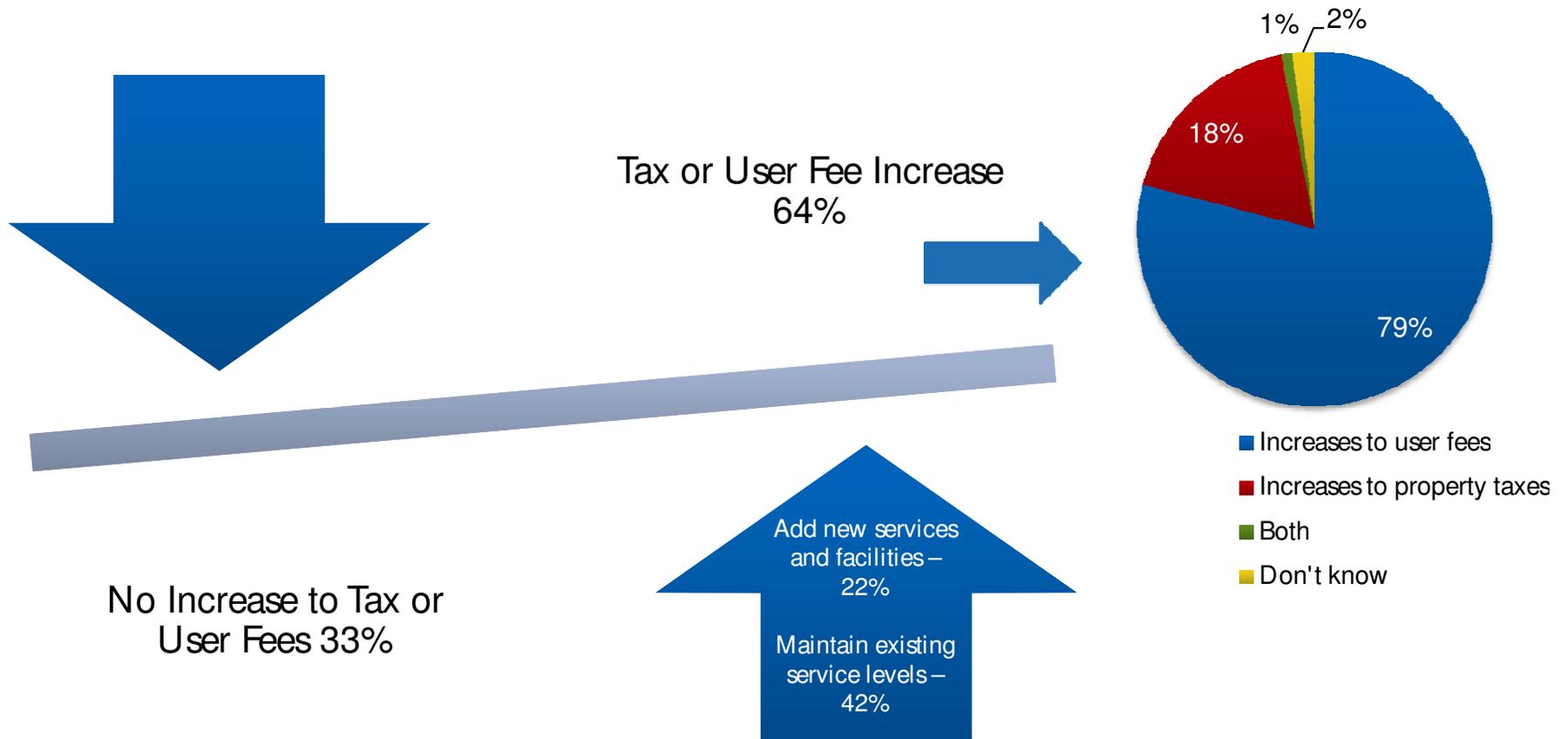
Prioritization of Facilities/Projects Town May Fund

Note: ward base sizes are approximately n=100, with an associated margin of error of +/-9.8, 19 times out of 20.

	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Creating natural parks and trails	31%	28%	34%	23%	32%	34%	32%
Outdoor facilities such as parks, skateboard parks, and sports fields	23%	22%	24%	22%	23%	31%	16%
Community centres and arenas	16%	14%	10%	27%	14%	10%	22%
A new downtown performing arts facility	11%	21%	13%	11%	11%	10%	6%
A new downtown art gallery	8%	6%	5%	4%	12%	5%	12%
A new downtown central library	7%	2%	6%	8%	6%	7%	10%

QN69: Thinking of new facilities or projects that the town might fund, which would be your top priority? N=808

Preference: Tax or User Fee Increase to Maintain/Increase Service Levels



Q48: Which of the following comes closest to your view? Q49: And if [adding services and facilities / maintaining service levels] meant an increased cost to provide those services, which would you prefer? (N=808)

Preference: Tax or User Fee Increase to Maintain/Increase Service Levels

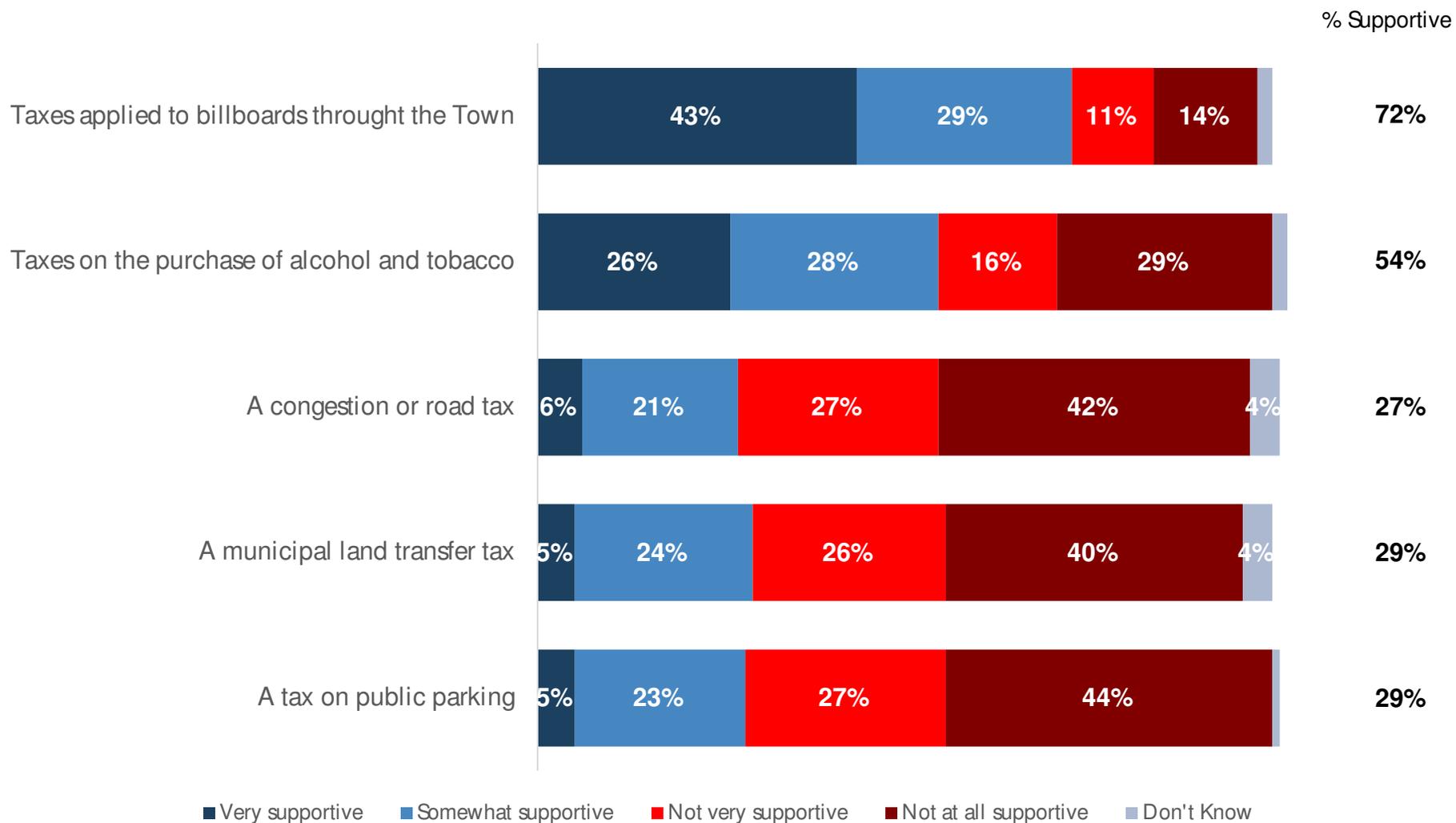
Note: ward base sizes are approximately n=100, with an associated margin of error of +/-9.8, 19 times out of 20.

	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Total Tax Increase	64%	73%	58%	55%	61%	72%	64%
The Town of Oakville should add new services and facilities	22%	30%	14%	29%	19%	18%	28%
The Town of Oakville should maintain existing service levels	42%	43%	44%	27%	42%	54%	36%
The Town of Oakville should not increase taxes or user fees	33%	22%	40%	42%	36%	23%	36%
Don't know	2%	4%	2%	1%	3%	3%	0%

	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Increases to user fees	79%	80%	82%	76%	83%	75%	77%
Increases to property taxes	18%	16%	15%	18%	16%	22%	18%
Both	1%	4%	1%	4%	0%	1%	0%
Don't know	2%	0%	1%	3%	0%	2%	6%

Q48: Which of the following comes closest to your view? Q49: And if [adding services and facilities / maintaining service levels] meant an increased cost to provide those services, which would you prefer? (N=808)

Additional Municipal Funding Options

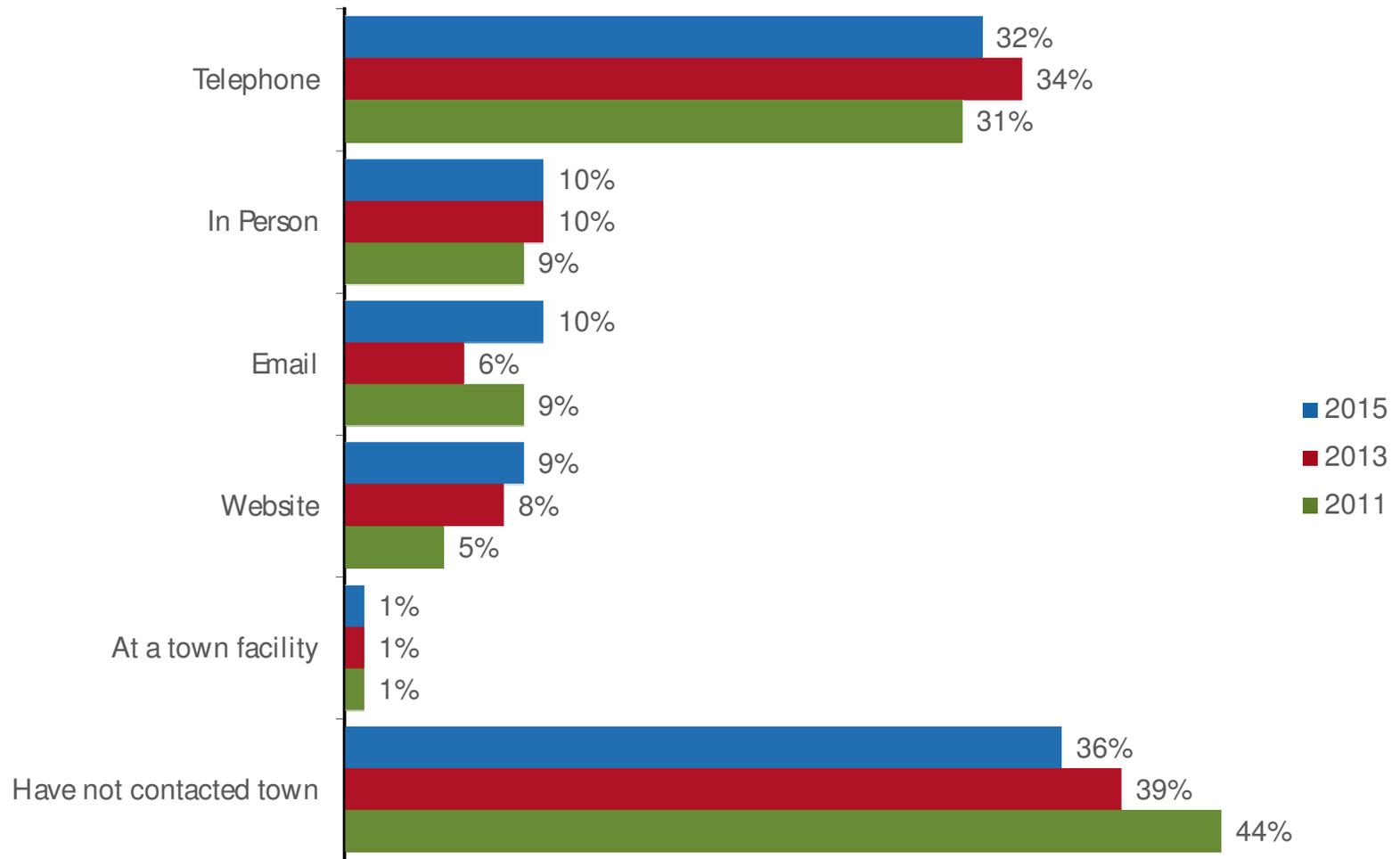


QN50E: The Town of Oakville is always investigating other funding options to support town services. The City of Toronto is currently the only Ontario municipality with the following funding options available. How supportive would you say you are of the following types of revenue tools to help fund additional services if the Town of Oakville was able to implement them? (N=808 for each).

Contact with the Town

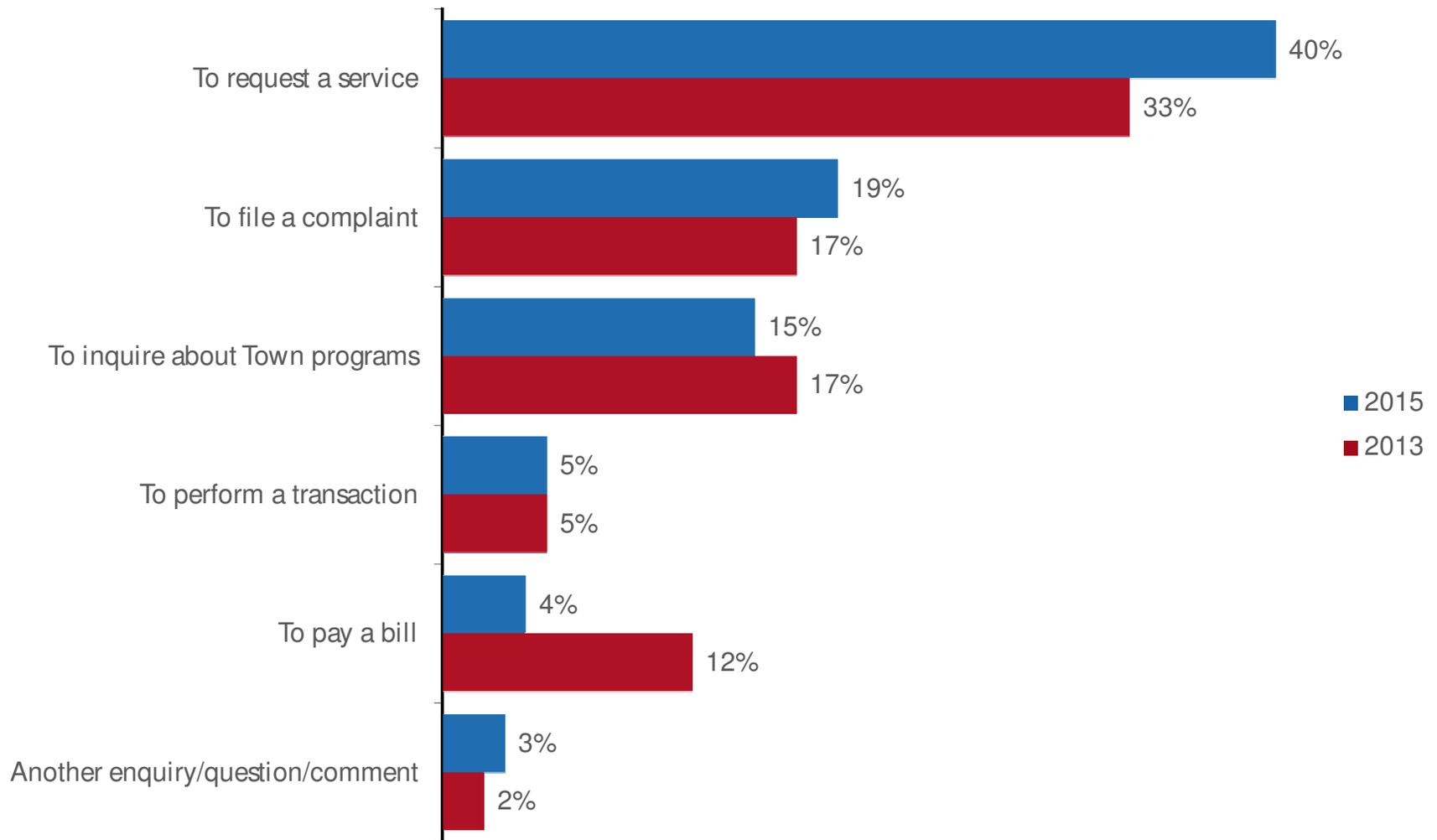
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Methods for Town Contact



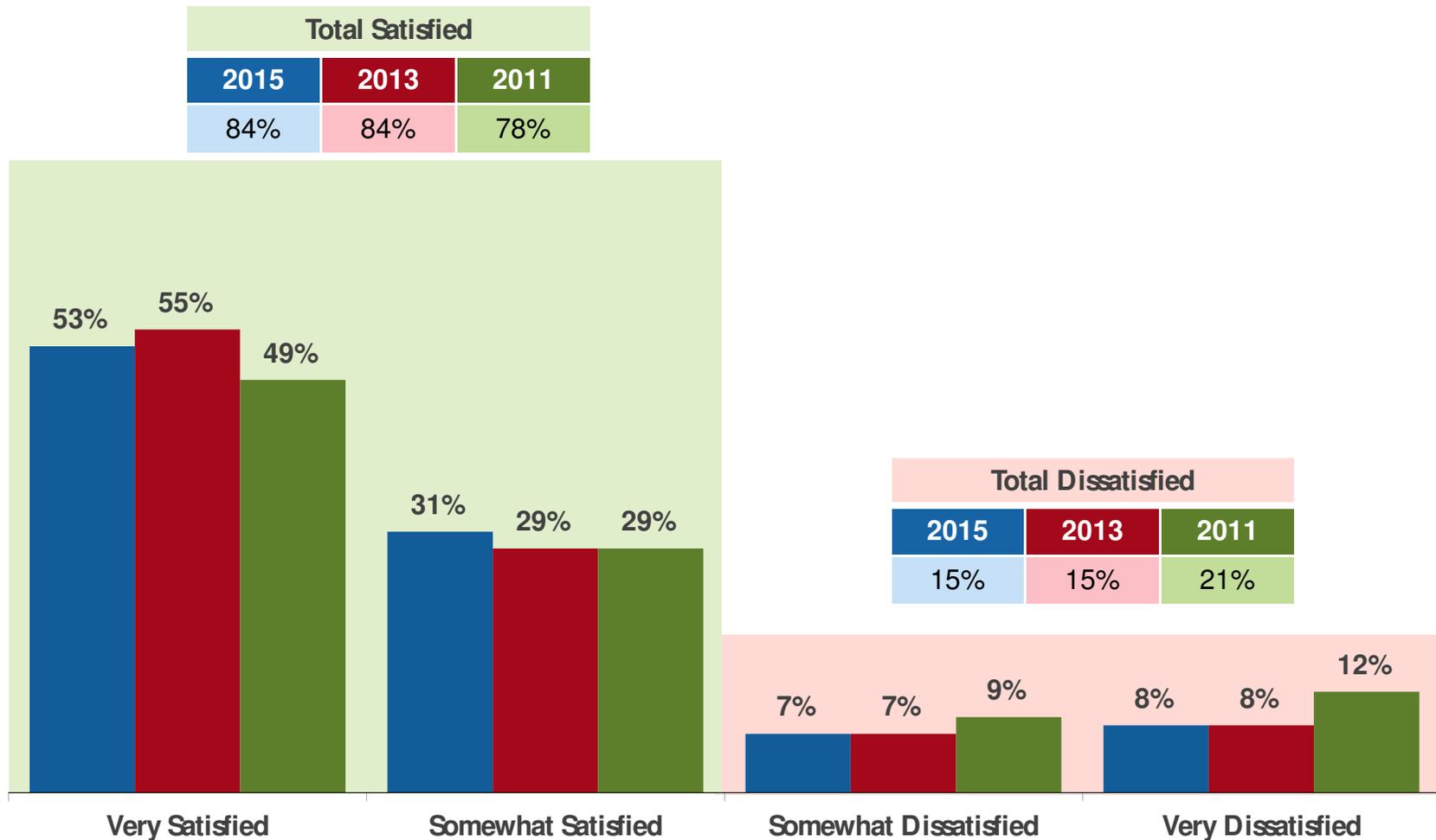
Q50. In the past two years, have you contacted the Town of Oakville for any reason? If so, how did you first contact the town? Was it by... (N=808)

Reasons for Contacting the Town



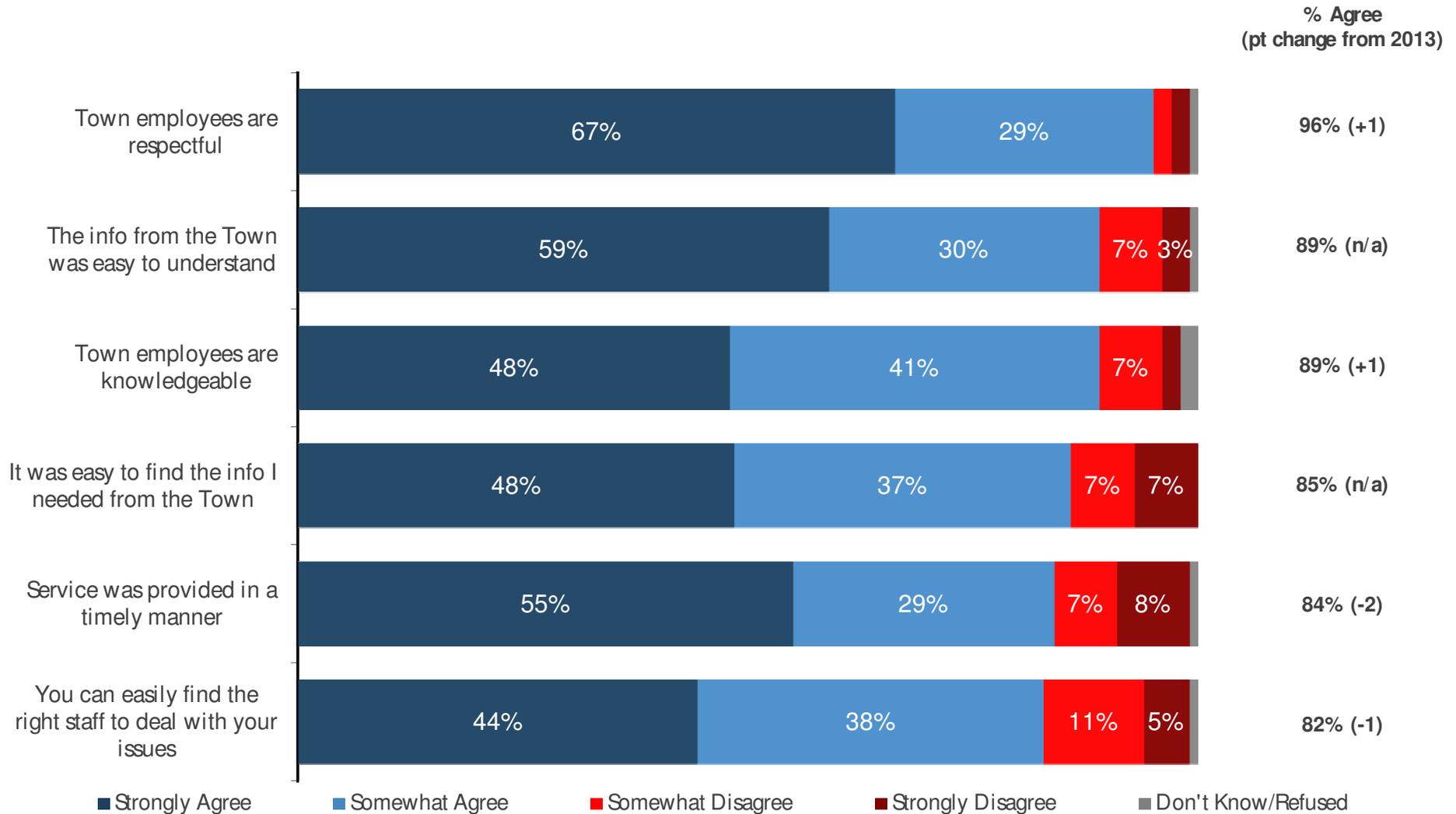
QN51. What was the primary reason you contacted the town? Was it...(Base: those who have contacted the Town; N=548).

Satisfaction with Service



Q51. And thinking about the most recent contact 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? (N=548; among those who indicated that they had contacted the town in the past two years)

Recent Contact Service Ratings



Q52-56. And still thinking about the most recent contact you had with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...? What about...? (N=548; among those who have contacted town in past 2 years).

Key Driver Analysis

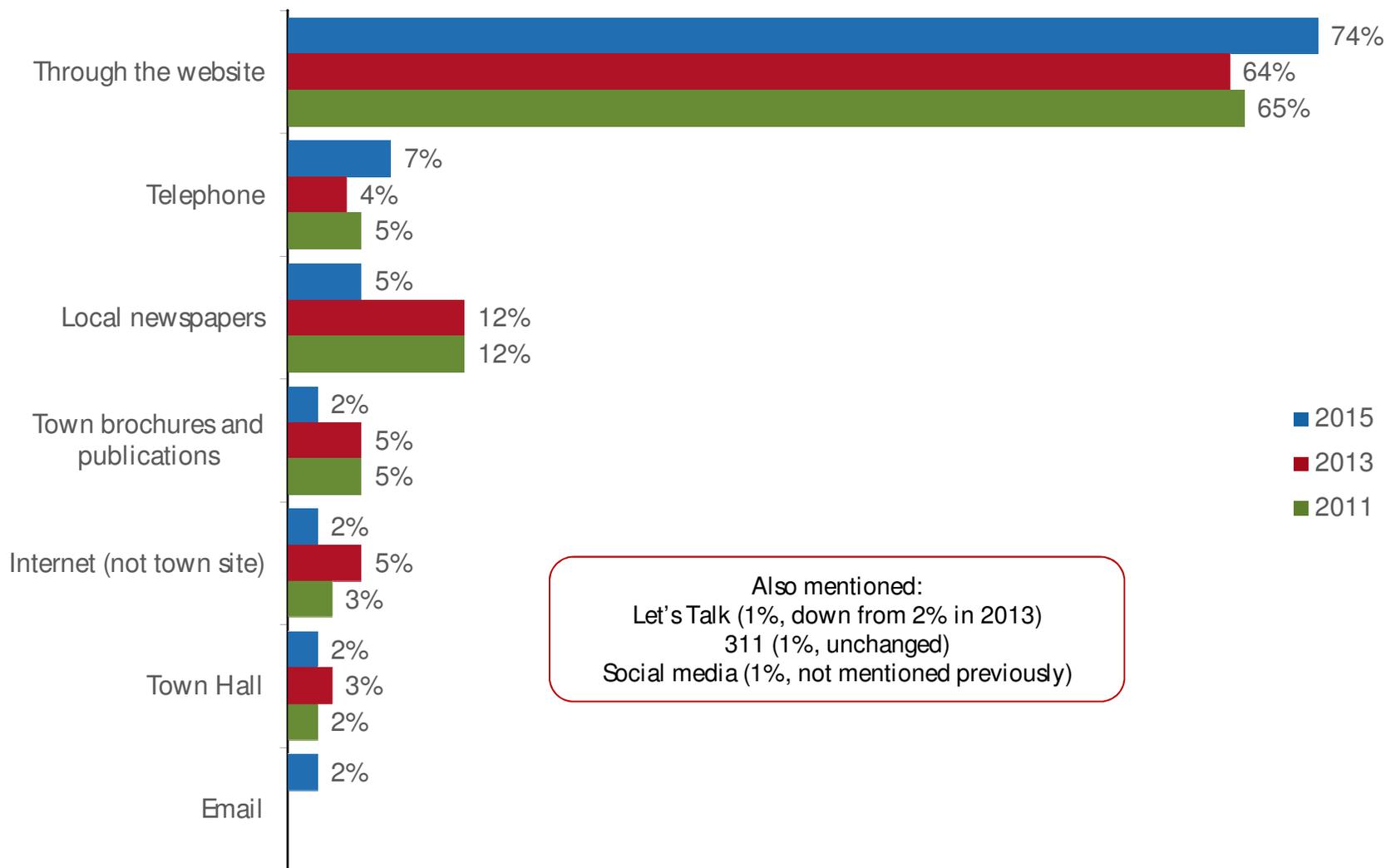
- It often happens that all attributes are deemed to be important by respondents, some are very closely related to one another and still others while critically important, are "price of entry" offerings. To help us cut through the confusion, we conduct a key driver analysis.
- A key driver is a useful technique to help us understand what influences or "drives" satisfaction of those who have interacted with the Town by examining the statistical ones.
- A key driver analysis is in fact a multivariate statistical technique, in this case a linear regression. It measures the impact of independent variables (employees being knowledgeable, respectful, info was easy to understand etc.) on the dependent variable (satisfaction with service experience). The regression analysis inputs each of the independent variables into a model to examine the impact each has on the dependent measure.
- When we look at each of the independent variables together as a group then, we are able to understand the overall impact they have on the dependent variable. This gives us the strength of the model (the R^2 value) or the amount of change (variance) that can be explained in the dependent variable. To put it simply, the independent variables, explain about 54% of what it means to be satisfied with the service experience.
- The impact of each independent variable is measured by a beta score. The higher the value of the beta score, the stronger the influence, or impact, it has on the dependent variable.
- These are shown moving clockwise from the top.

Key Driver Analysis – Recent Service Satisfaction



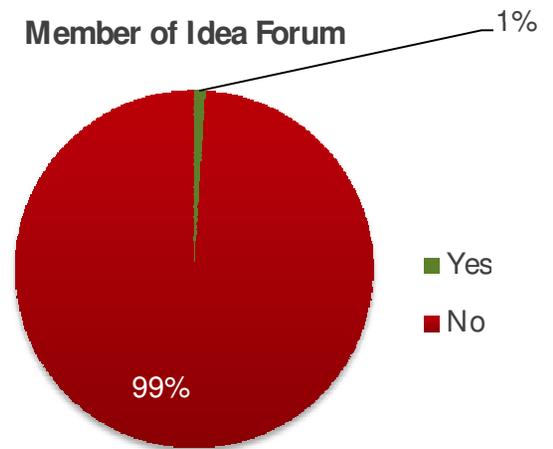
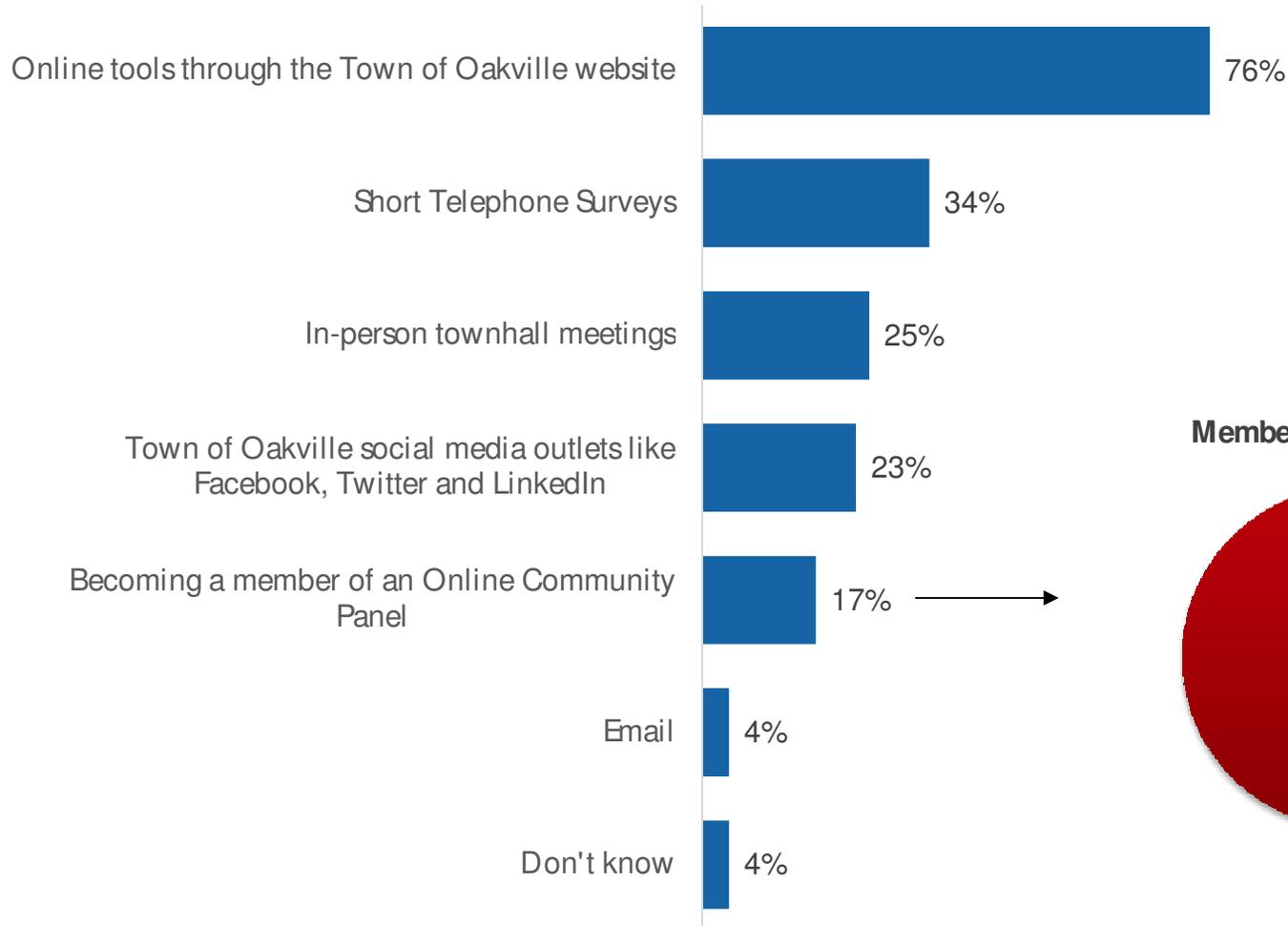
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Sources for Information on the Town of Oakville



Q57. How would you most often find information about the Town of Oakville? (N=808)

Ways to Interact with the Town



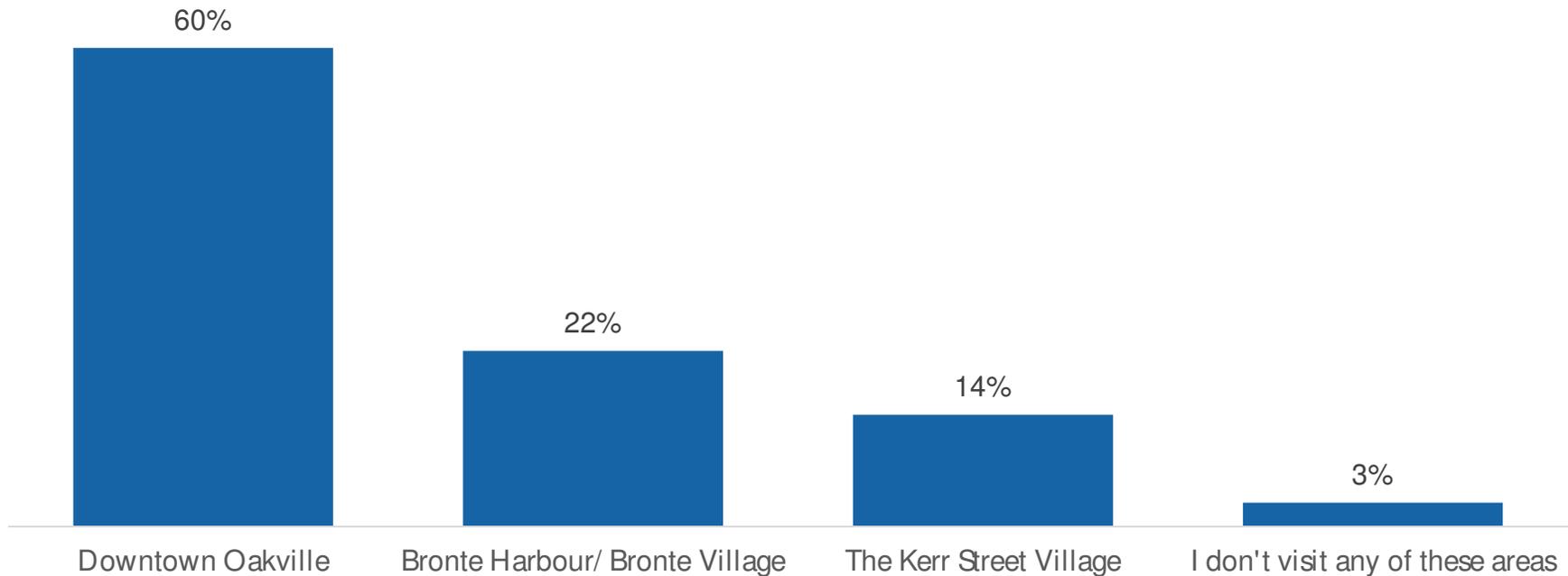
QN58B: The Town of Oakville regularly seeks input from its residents. Which of the following methods would you be most likely to use to interact with the Town of Oakville? - All mentions N=808
 QN59: Are you currently a member of Idea Forum? Asked of those who mention online panel - N=142

Around Town

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Business Areas Visited Most

Downtown Oakville is the business area visited most frequently by the majority of residents. Bronte Harbour/Village and Kerr Street Village both follow at a distance.

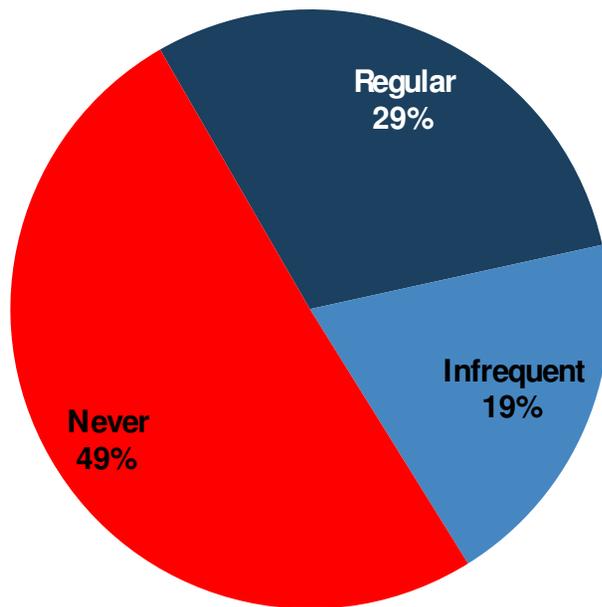


	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Downtown Oakville	60%	31%	45%	77%	55%	74%	69%
Bronte Harbour/ Bronte Village	22%	62%	18%	4%	31%	11%	11%
The Kerr Street Village	14%	7%	34%	13%	11%	14%	10%
I don't visit any of these areas	3%	0%	2%	7%	2%	1%	7%

Note: ward base sizes are approximately n=100, with an associated margin of error of +/-9.8, 19 times out of 20.

QN68: Which of the following historic business areas of Oakville do you visit most often? Is it...? N=808

Household Usage and Preferences for Public Transit System Maintenance



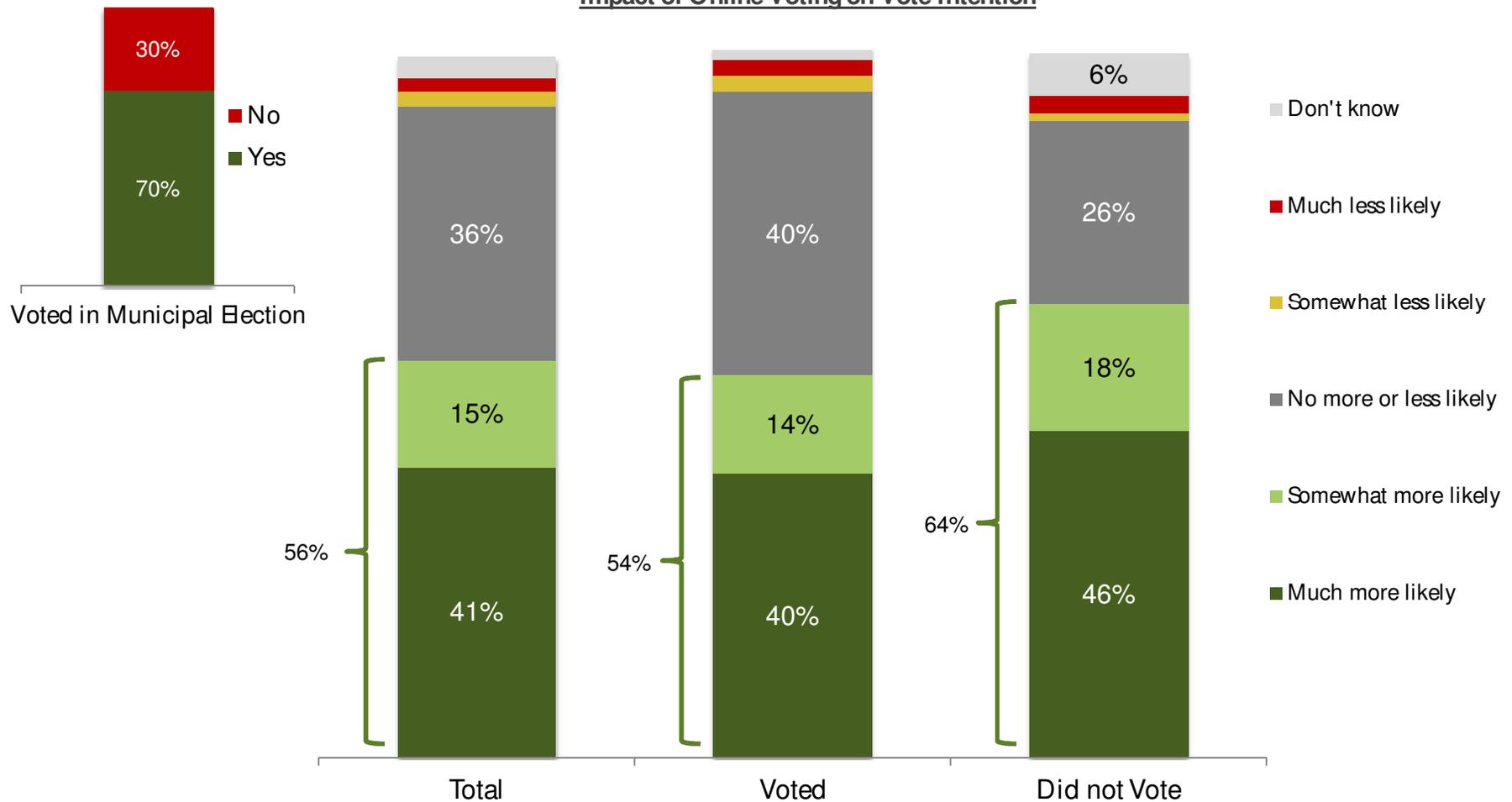
How to fund improvements?	Total	Regular	Infreq.	Never
Increase transit fares	50%	32%	38%	58%
Increase parking rates	24%	35%	21%	15%
Increase property taxes	19%	22%	29%	12%

Q58. Thinking about the member of your household who uses Oakville's local public transit system the most...Over the past 12 months, how frequently do they use it – if at all? (N=808) (Regular = daily, weekly, or monthly)

Q59. (sidebar) And, how would you most prefer that the town fund maintenance and improvements to Oakville's local public transit system? Is it through... (N=808 ; 8% responded "don't know/refused")

Voter Turnout and Support of Online Voting

Impact of Online Voting on Vote Intention



QN70: Did you vote in the most recent municipal election in October 2014 QN71: The town is considering offering internet or online voting as an additional way to vote for municipal elections. Would having the option to cast your ballot online for municipal elections make you... N=808



Thank You!
Any Questions?