



OAKVILLE

2013 Town of Oakville Citizen Survey Report of Findings

May 2013

POLLARA ●●●●

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Methodology

- In January of 2013, The Town of Oakville commissioned Pollara to conduct a survey of residents regarding the following satisfaction with the town, its programs and services, and other key measures, including policy planning and use of local transit.
- 800 randomly-selected residents of the town of Oakville were surveyed by telephone between February 22nd and March 7th, 2013. The survey averaged approximately 20 minutes in length, depending on the respondent's answers. Sampling employed a quota structure, to ensure a sufficient sample size in each ward to render statistically reliable data. In accordance with MRIA guidelines, 10 per cent of all calls were monitored by in-house field supervisors. Prior to classifying a household as "no-response," a minimum of eight calls were made.
- 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 2011 or 2009 are deemed statistically significant, numbers are noted in **red**.

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total
Sample Size	100	100	120	215	150	115	800
Margin of Error	$\pm 9.8\%$	$\pm 9.8\%$	$\pm 8.9\%$	$\pm 6.7\%$	$\pm 8.0\%$	$\pm 9.1\%$	$\pm 3.46\%$

Key Findings: Context & Themes

Satisfaction scores continue to be high and positive (and in 2013, growing)

- **No acute pressure points where discontent or demand are high**
- **Limited room for improvement: in some cases, upwards of 90% of residents are content/satisfied with Oakville's services or service agent's responses to inquiries**
- **Top-5 services have all shown slight increases in satisfaction, overall, since 2011**

Oakville's residents have a clear and present interest in their community

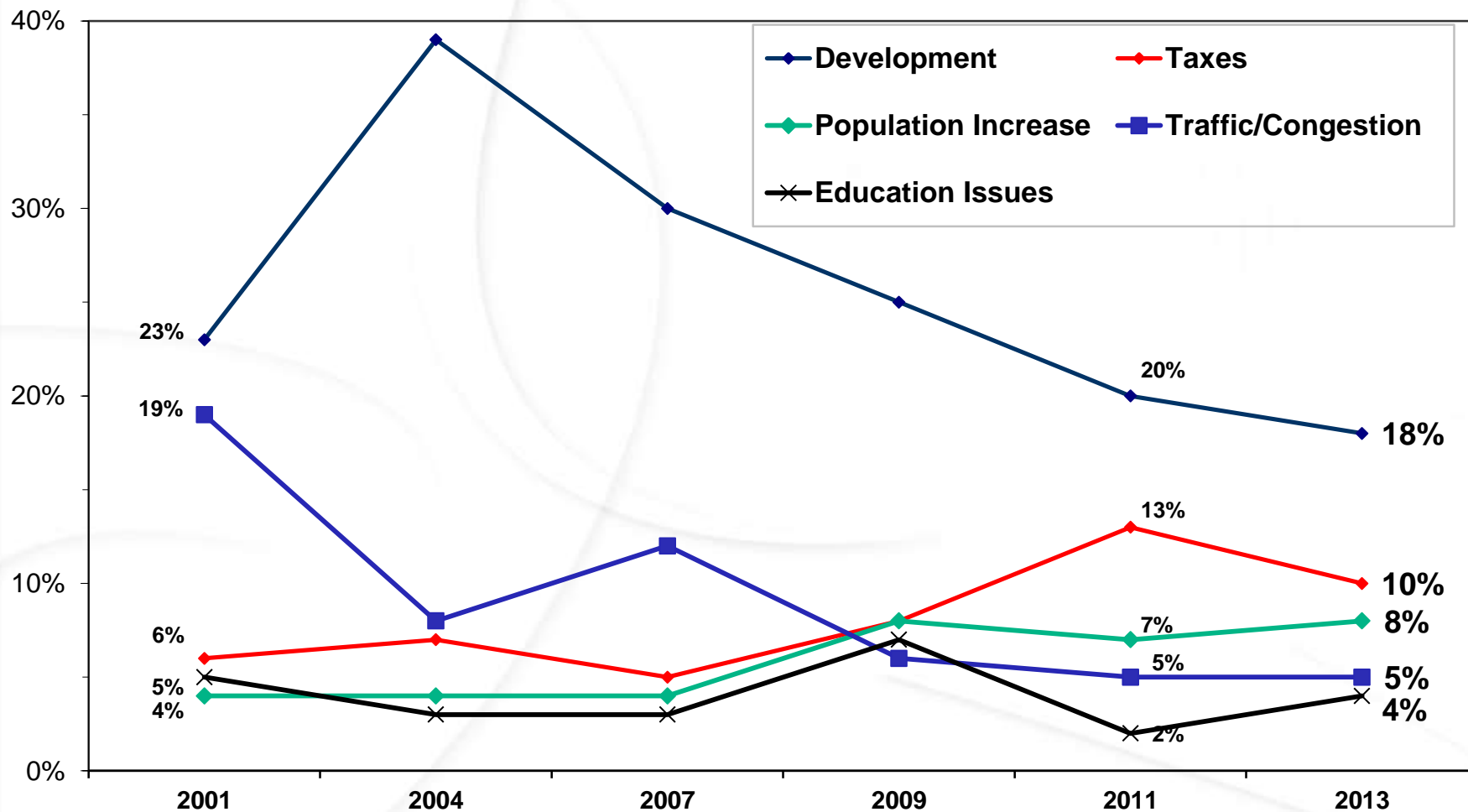
Key Findings: Priorities and Planning

- Of the six priorities tested head-to-head, *controlling the rate and type of growth* is once again selected most often as the top priority.
- Cost sensitivity may be less top-of-mind than in 2011, but it is still very much a present concern.
- There is a positive response to the prospect of introducing new online services through the town Website.

Context and Livability

Most Important Issue in the Town of Oakville (Tracking)

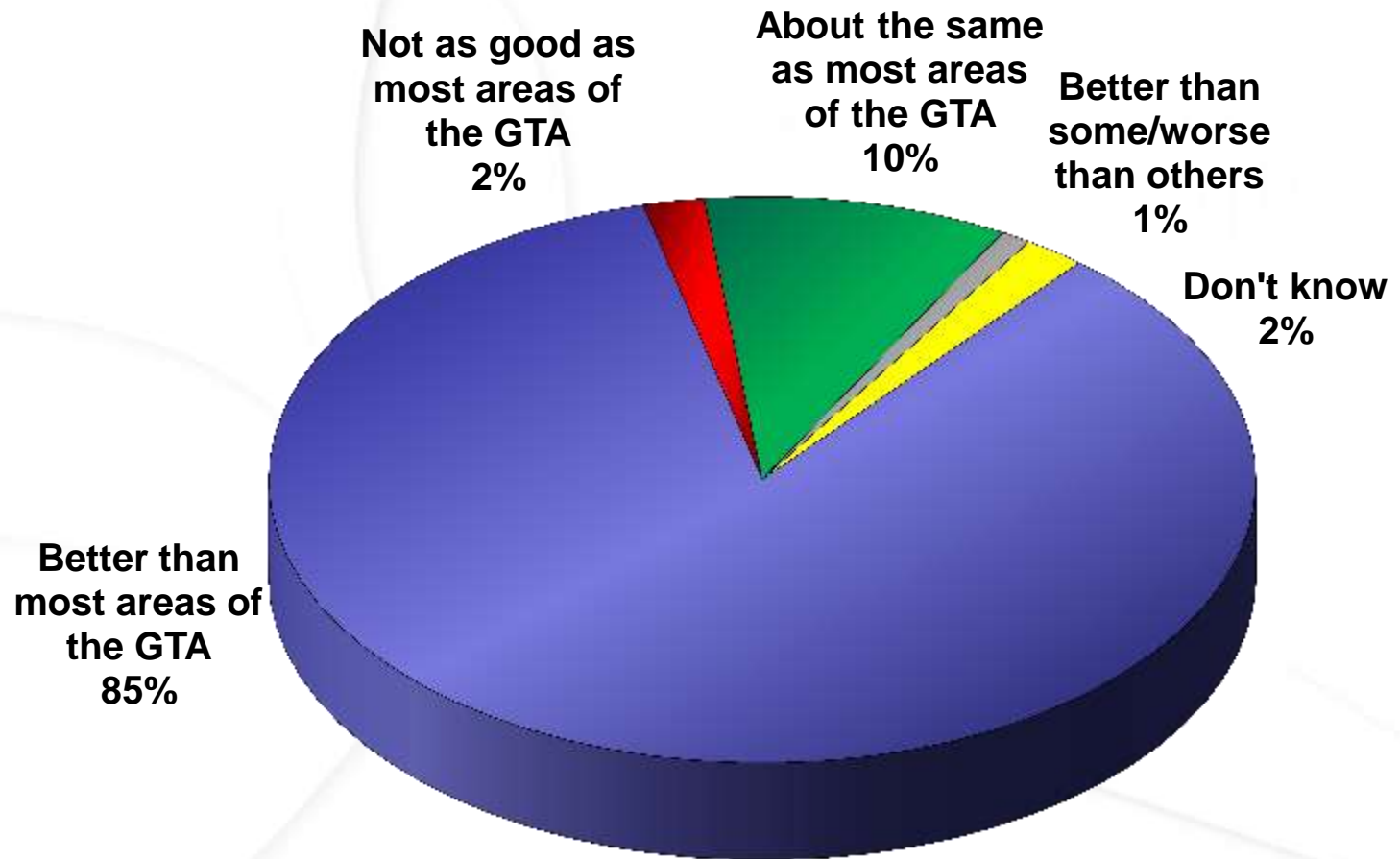
Development and taxes have both decreased in salience this year, though only slightly



Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? (Top 5 issues shown)

Comparative livability in Oakville

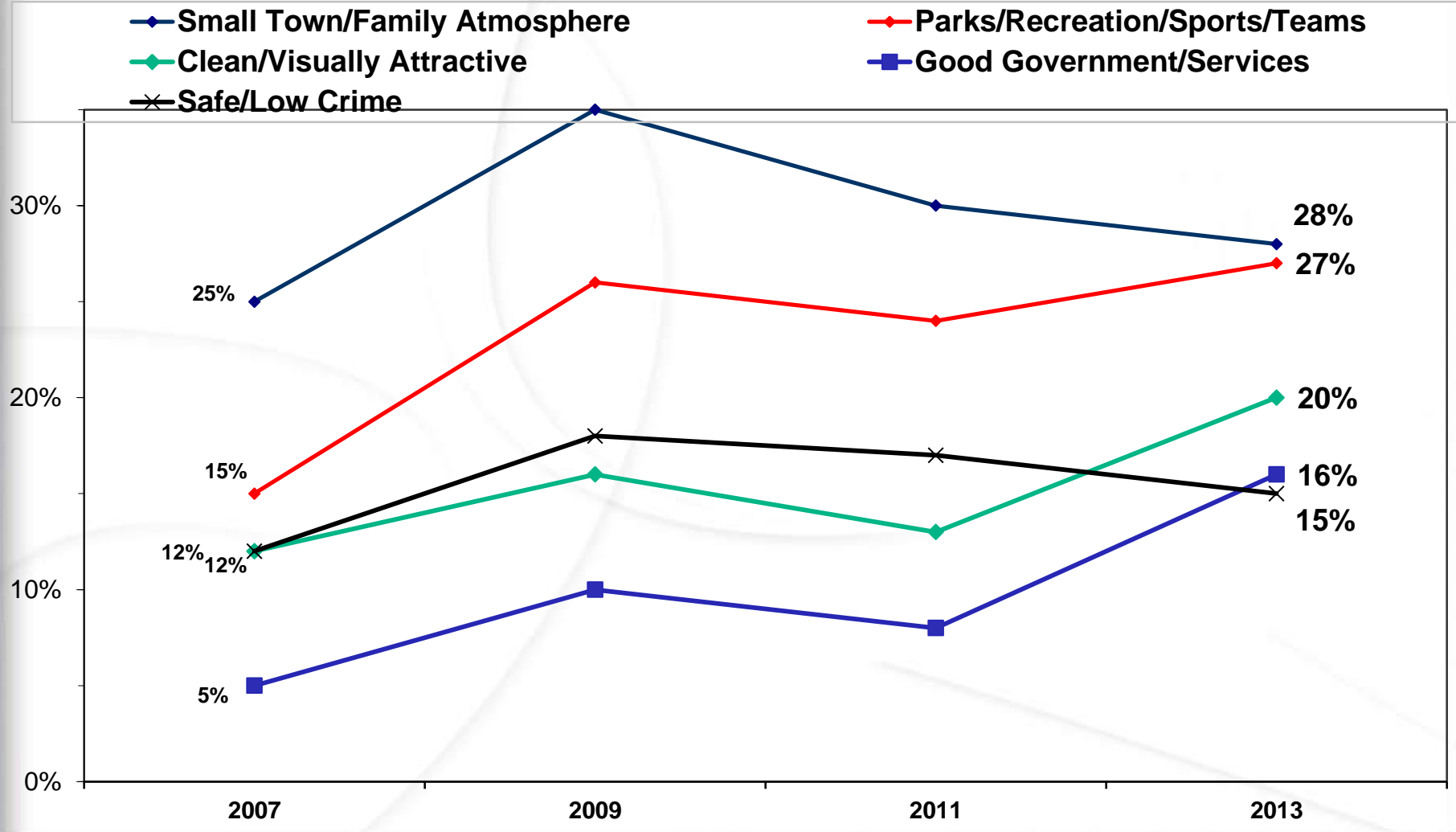
85% of residents feel that Oakville is more livable than other areas in the GTA; 10% say that it is about the same.



Q5. Thinking about Oakville as a place in which to live, would you say that the degree of livability in Oakville is generally...(N=800)

Qualities that make Oakville livable (Tracking)

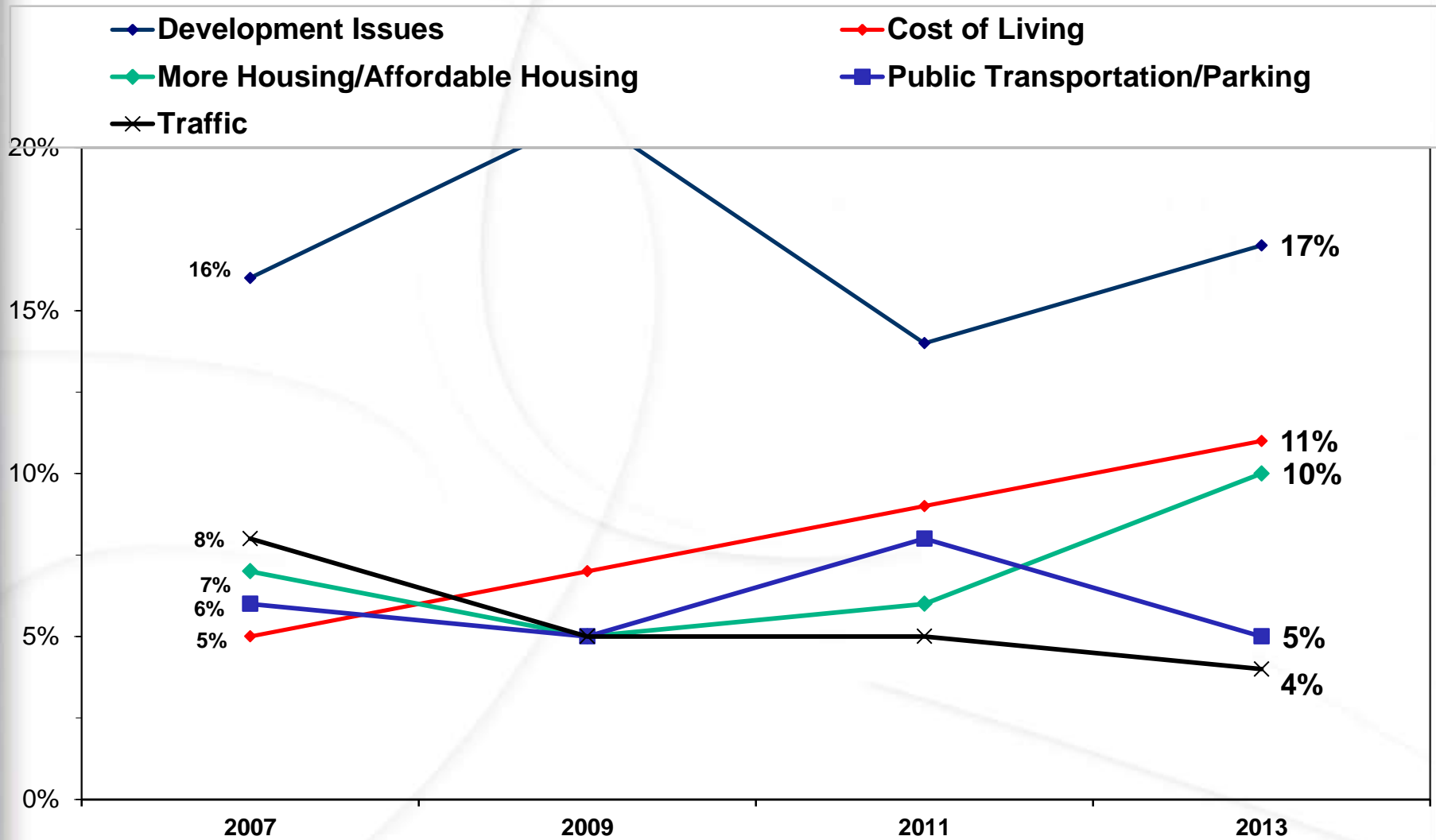
Three attributes have increased in resonance since 2011: parks/recreation (27%, +3), clean/attractive (20%, +7), and good government (16%, +8).



Q3. What are the qualities or features of the Town of Oakville that make it livable? (N=800; top 5 qualities shown)

Greatest Challenge to Oakville's Livability (Tracking)

Development issues and cost-of-living issues have both increased slightly in salience from 2011

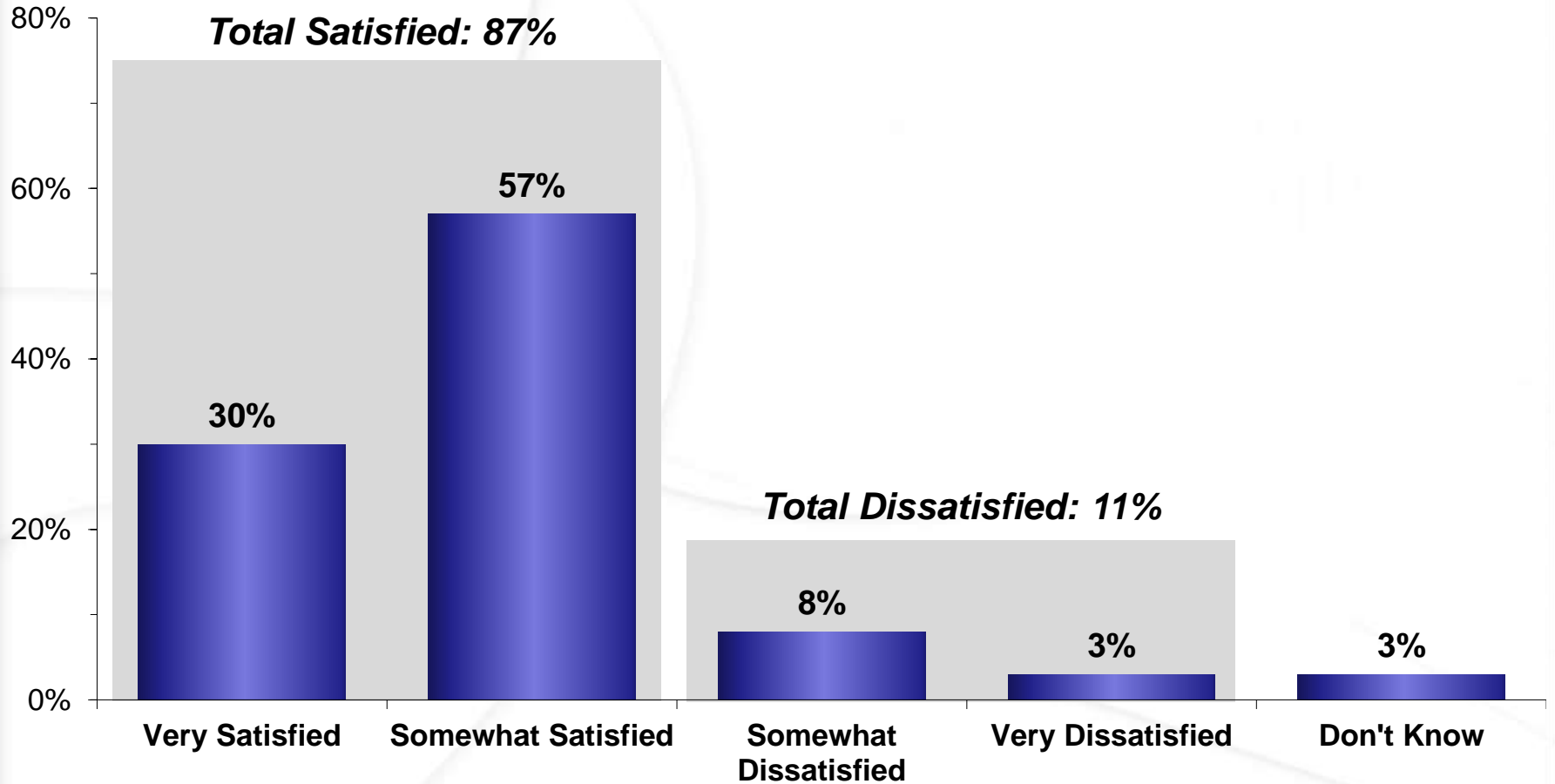


Q5. What is the greatest challenge that prevents the Town of Oakville from being the most livable town in Canada?

*Development Issues is an amalgam of Town Expansion/Development and Overcrowded/Overdevelopment

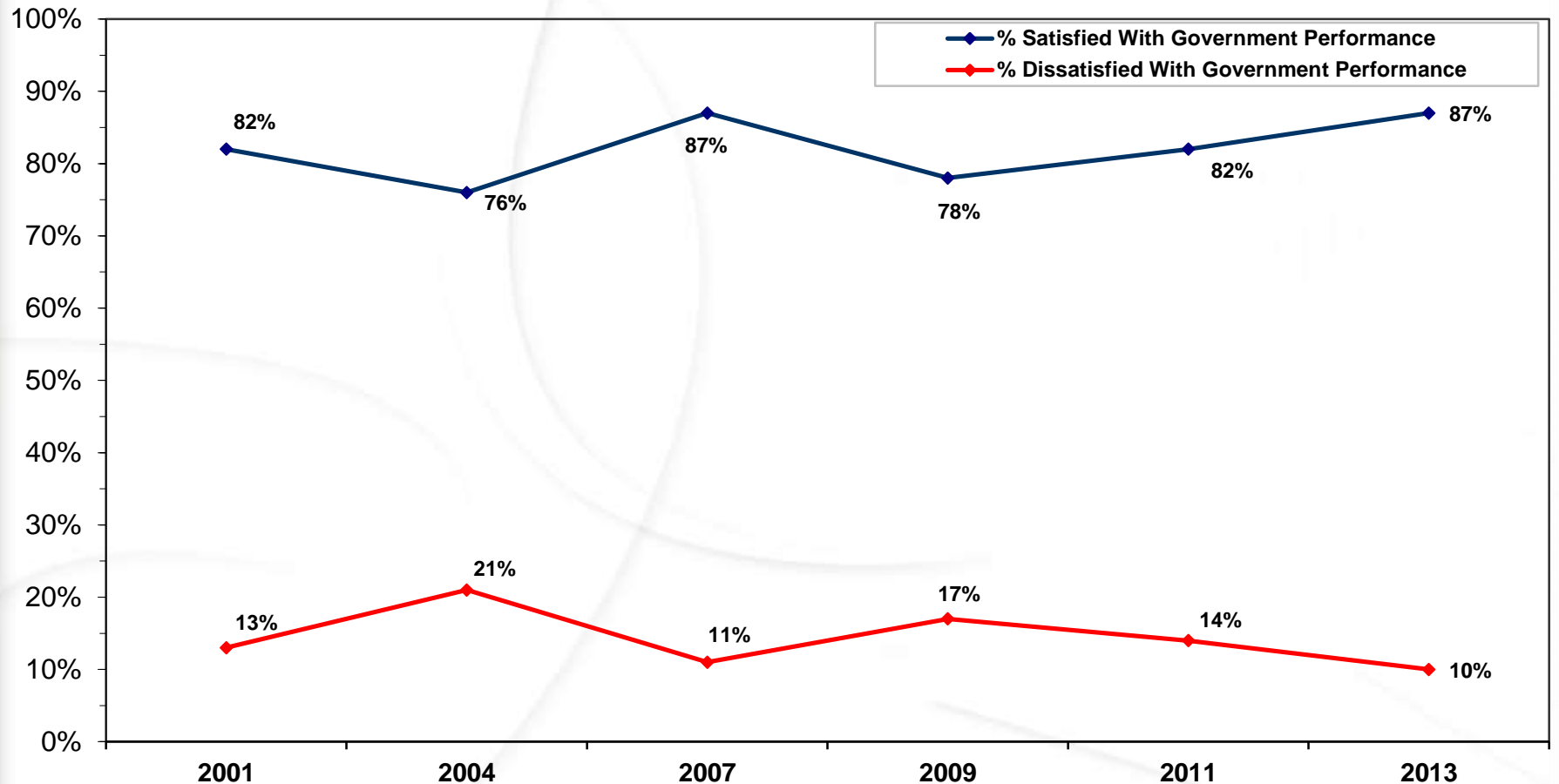
Satisfaction with the Town and Services

Overall satisfaction with government of the Town of Oakville: 87%



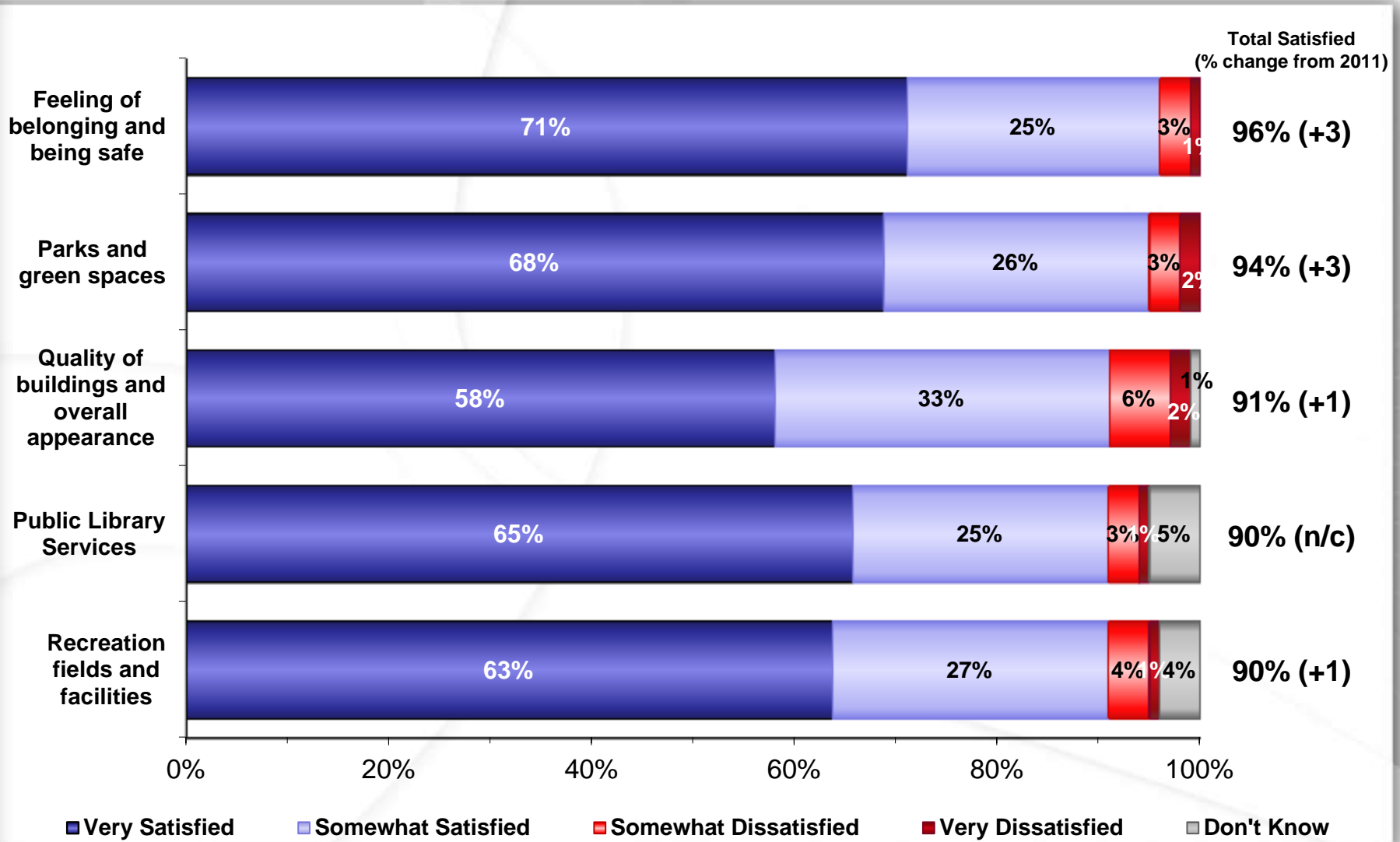
Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville? (N=800)

Overall Satisfaction with the Town of Oakville (Tracking)



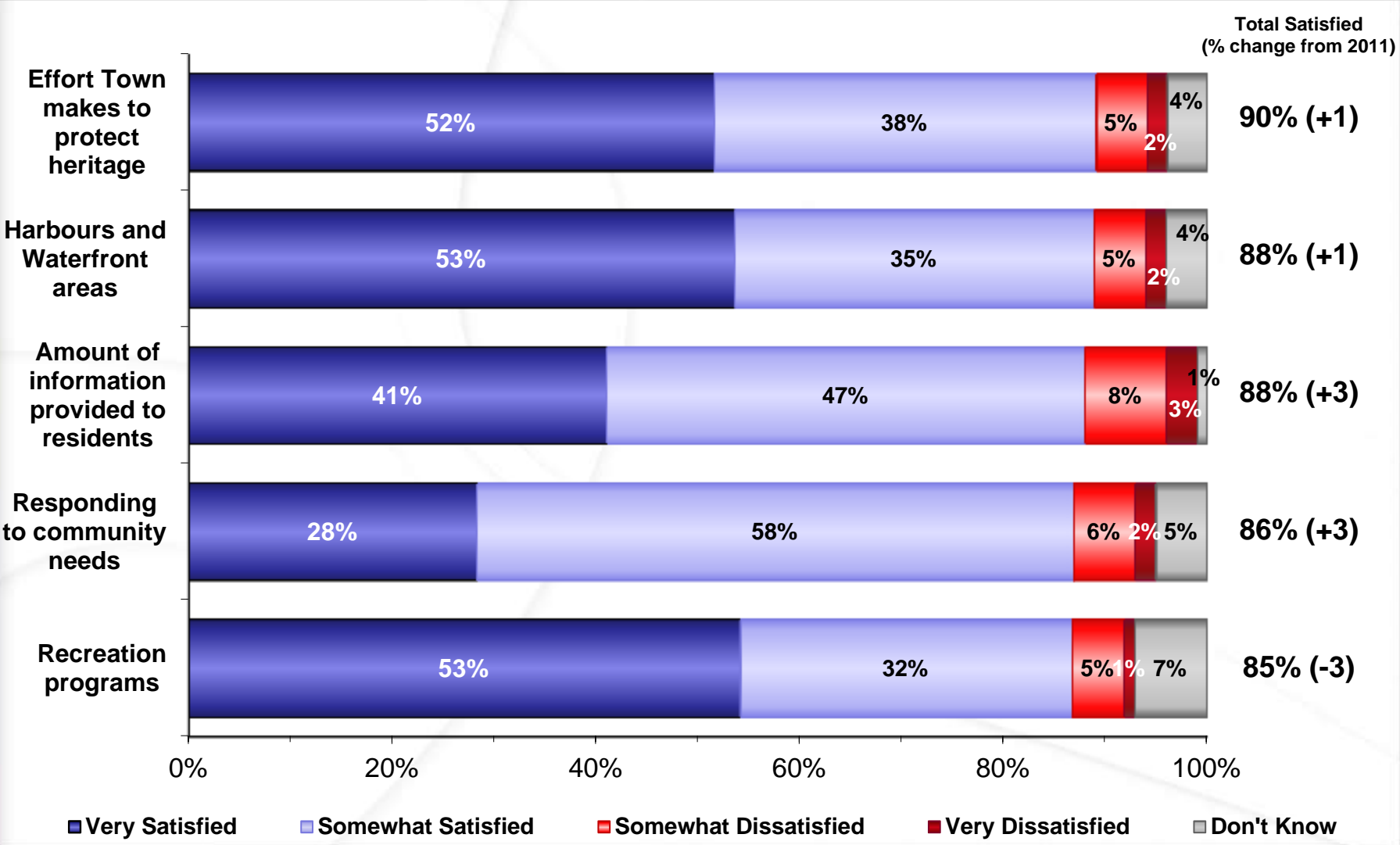
Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town of Oakville government?

Satisfaction with Town programs and services (Top 5)



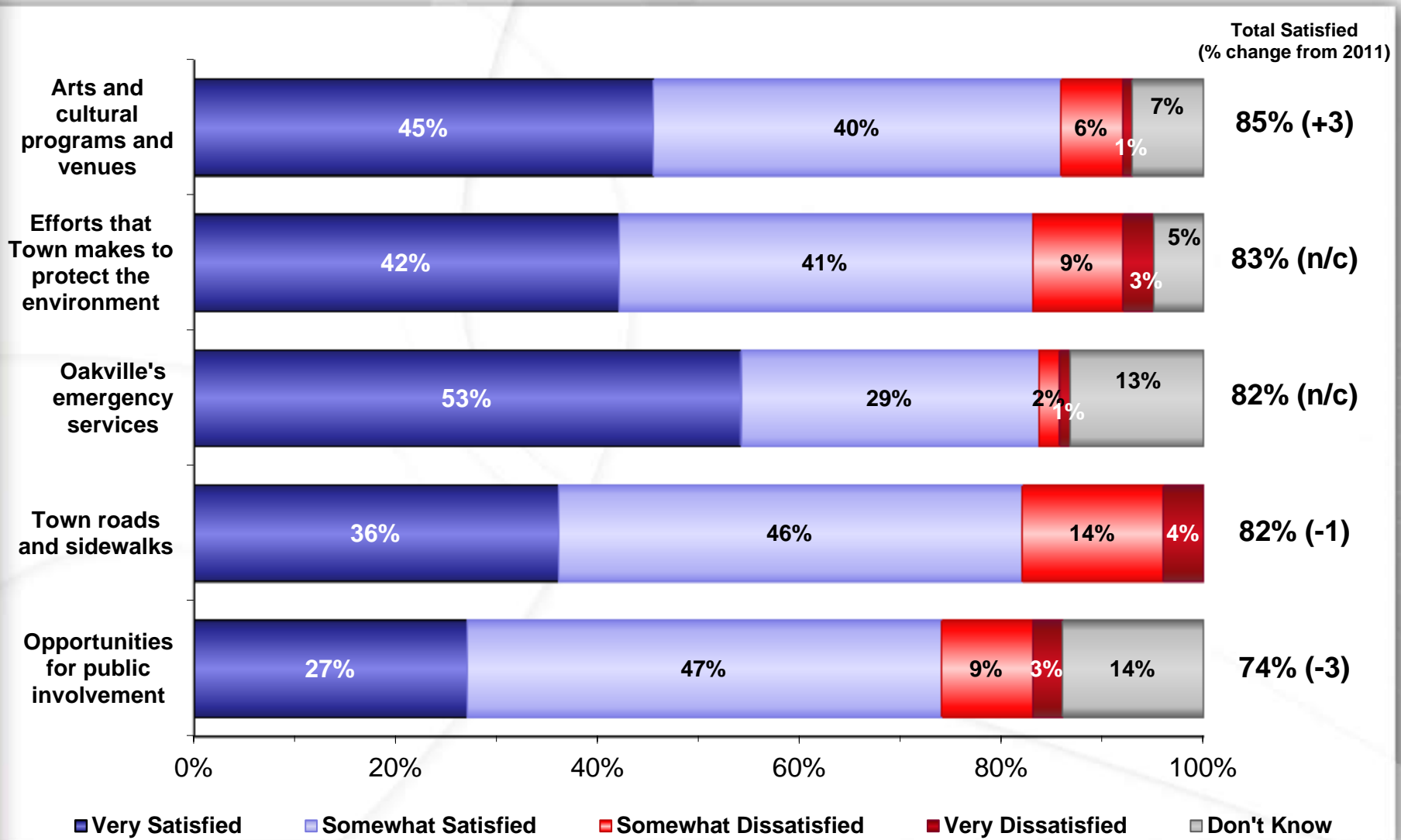
Q6-Q24. How satisfied are you with the following...? What about...? (N=800 for each).

Satisfaction with Town programs and services (Second Tier)



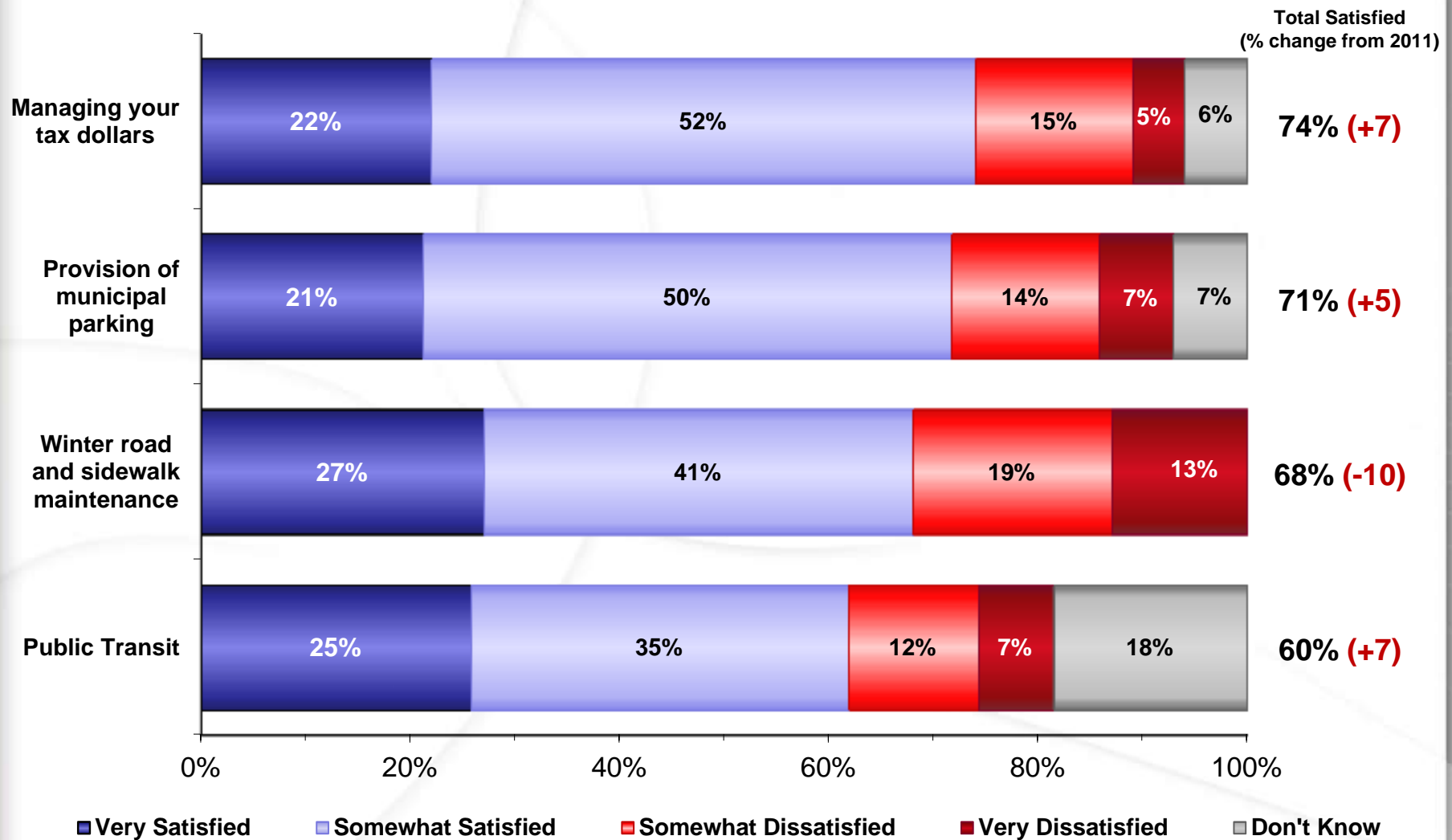
Q6-Q24. How satisfied are you with the following...? What about...? (N=800 for each).

Satisfaction with Town programs and services (Third Tier)



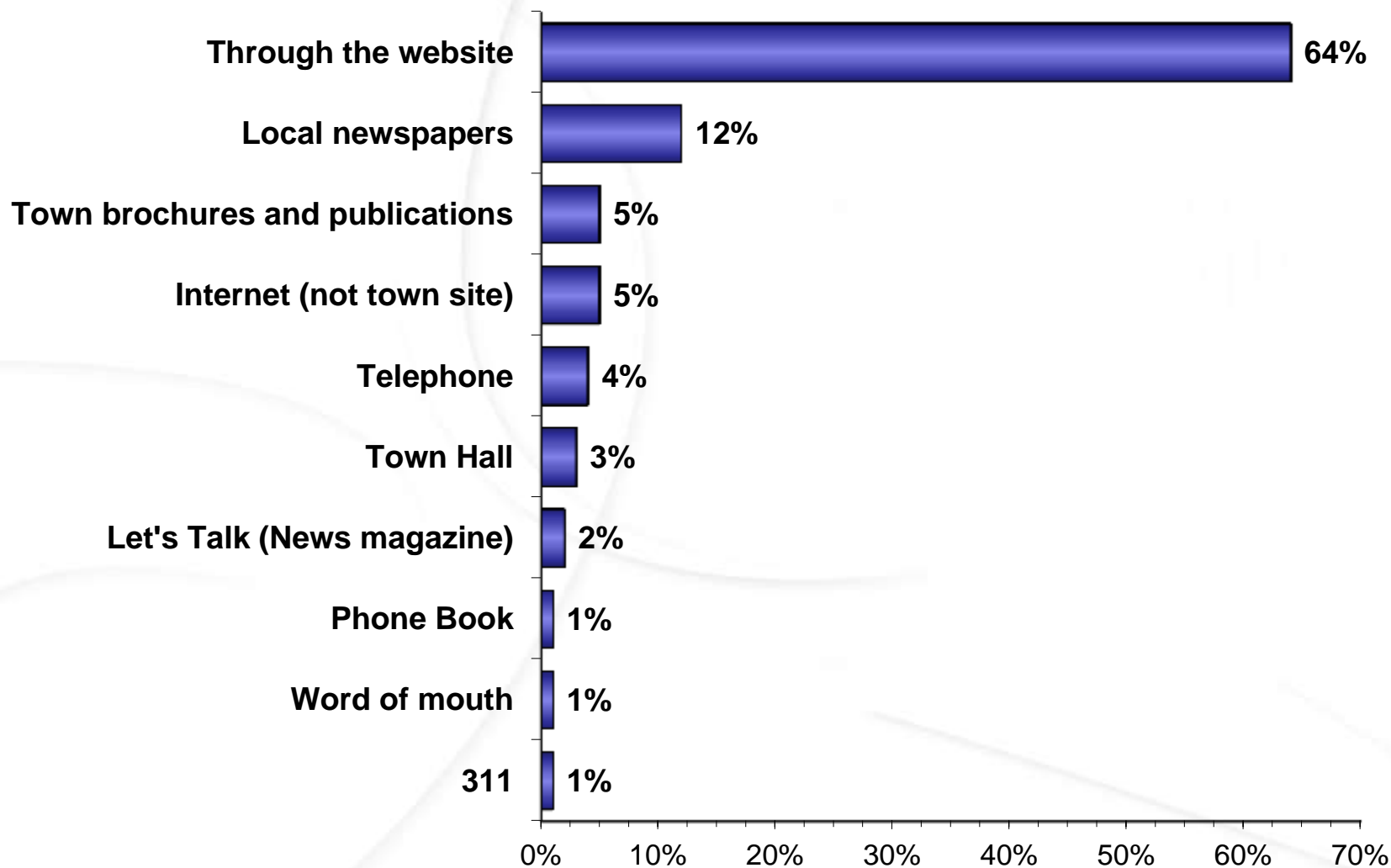
Q6-Q24. How satisfied are you with the following...? What about...? (N=800 for each).

Satisfaction with Town programs and services (Bottom Tier)



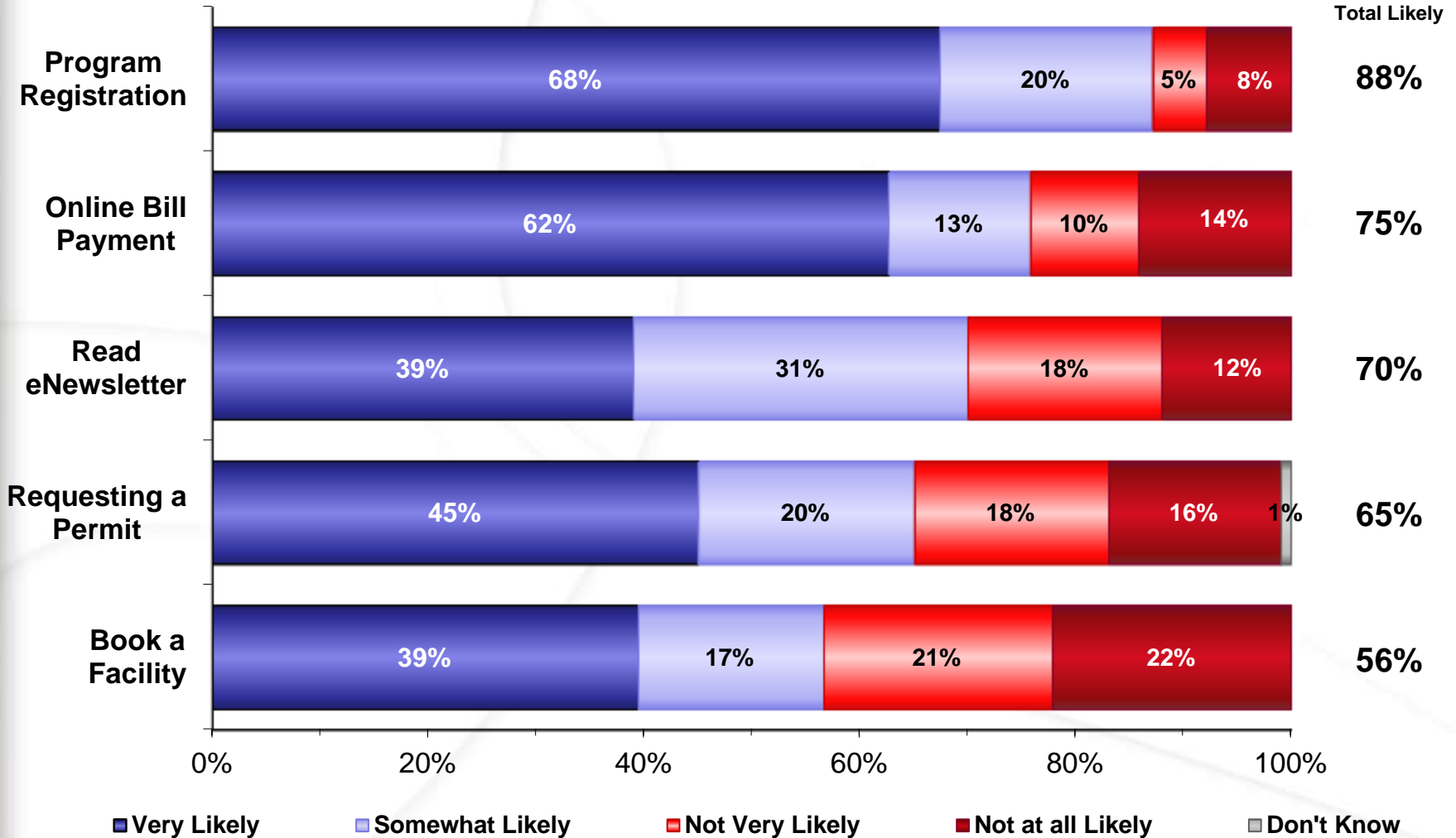
Q6-Q24. How satisfied are you with the following...? What about...? (N=800 for each).

Nearly two-thirds of residents find their town-related information from Oakville's website



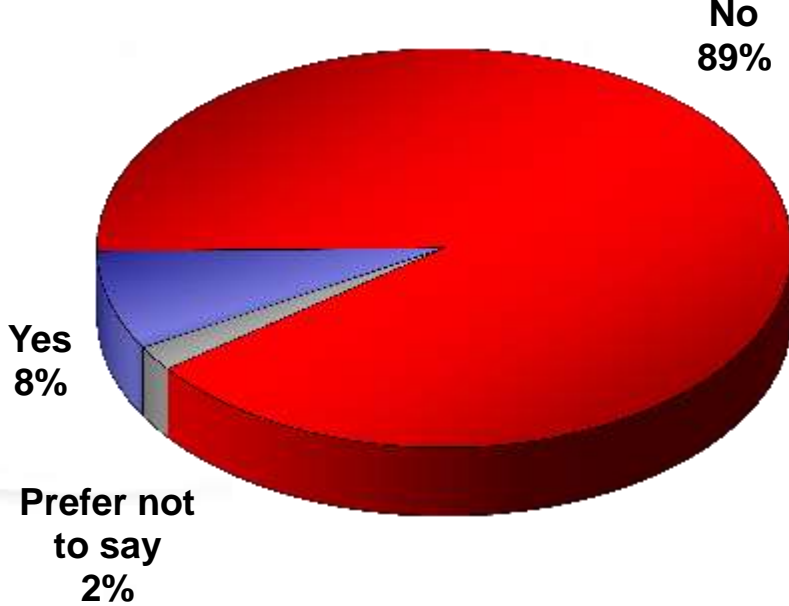
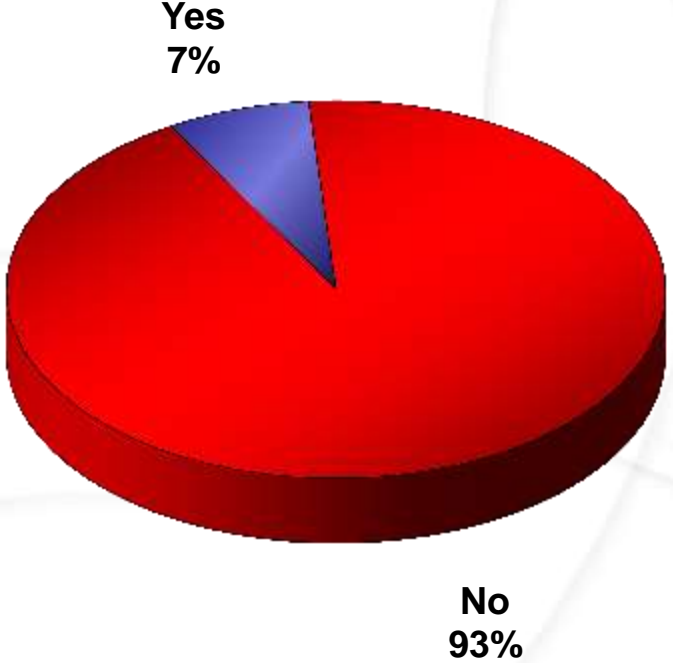
Q57. How would you most often find information about the Town of Oakville? (N=800)

Likelihood to use new Online Services



QN58-62. Now, a few questions about the town's online services. The town of Oakville is considering offering more of its services online. Thinking about this, would you be very likely, somewhat Likely, not very likely, or not at all likely to make use of the following online services. What about...? (N=489-496 for each)

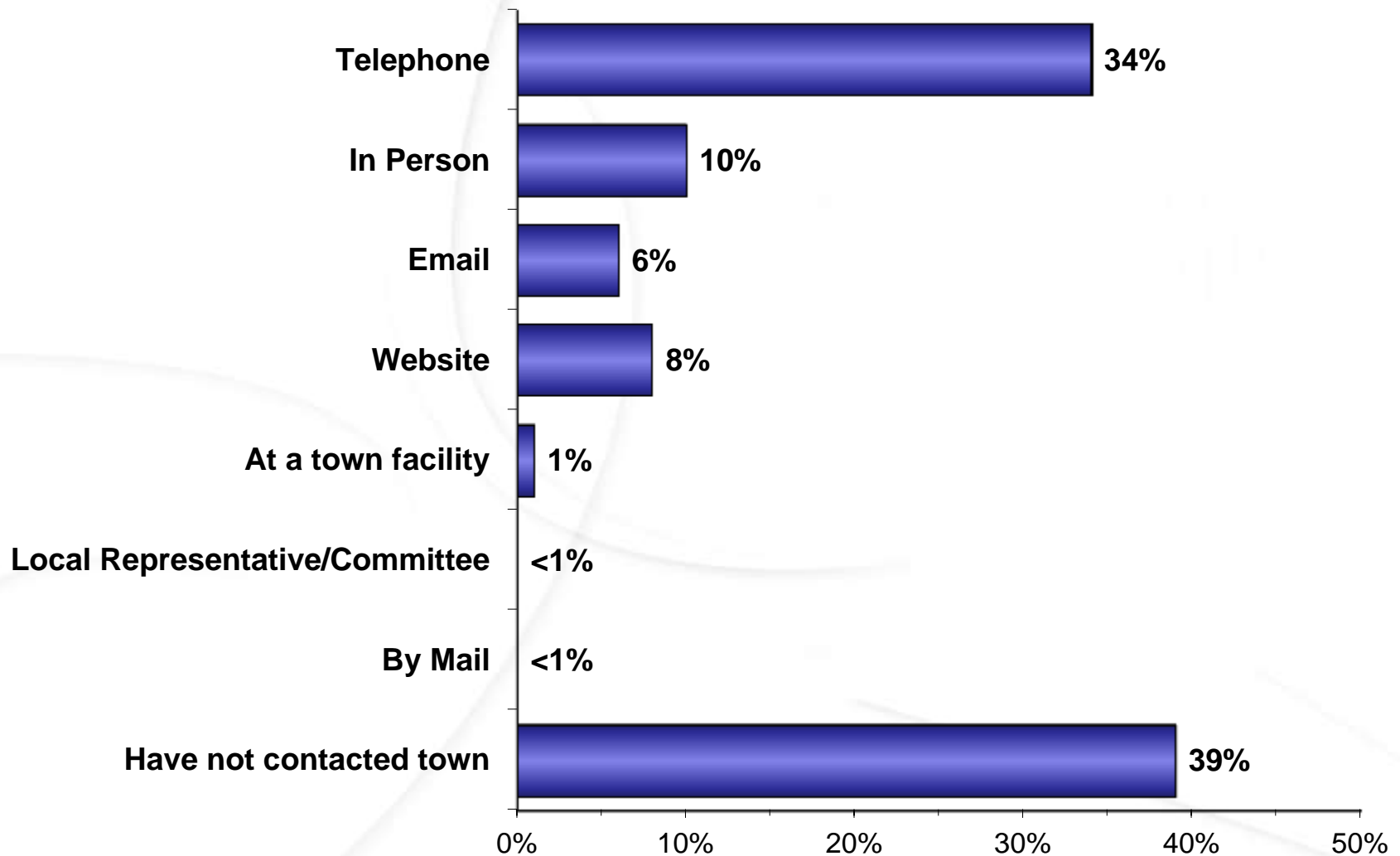
Familiarity with Oakville's Idea Forum



QN64. As you may know, the town of Oakville launched a new online citizen engagement tool called Idea Forum, where Oakville residents can share their opinions and ideas about issues in the town. Before today, had you heard of Idea Forum? (N=800)

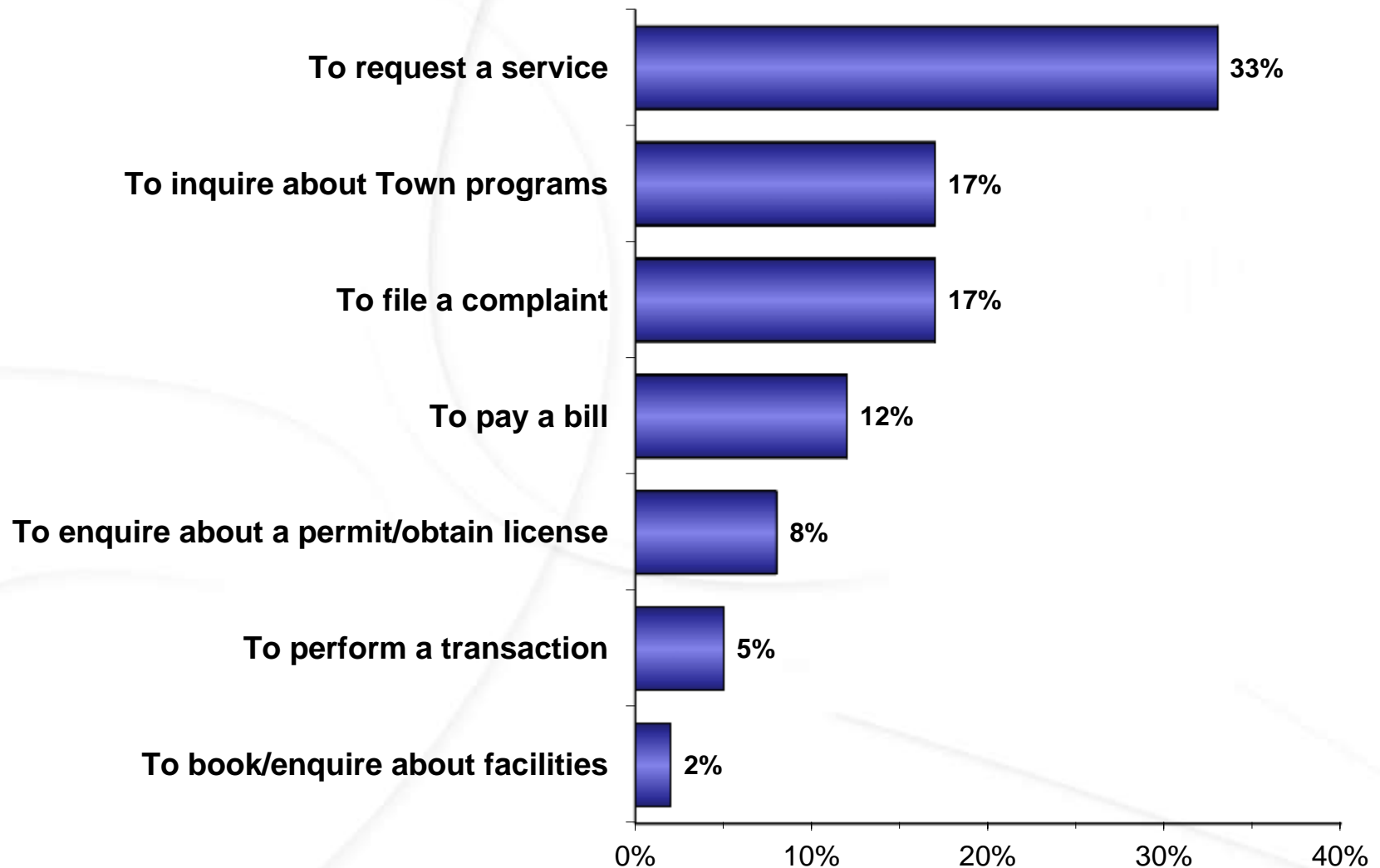
N59B. Are you currently a member of Idea Forum? (Among those who indicated "Yes" to N64; N=64)

In total, three-in-five say that they have contacted the town in the last two years



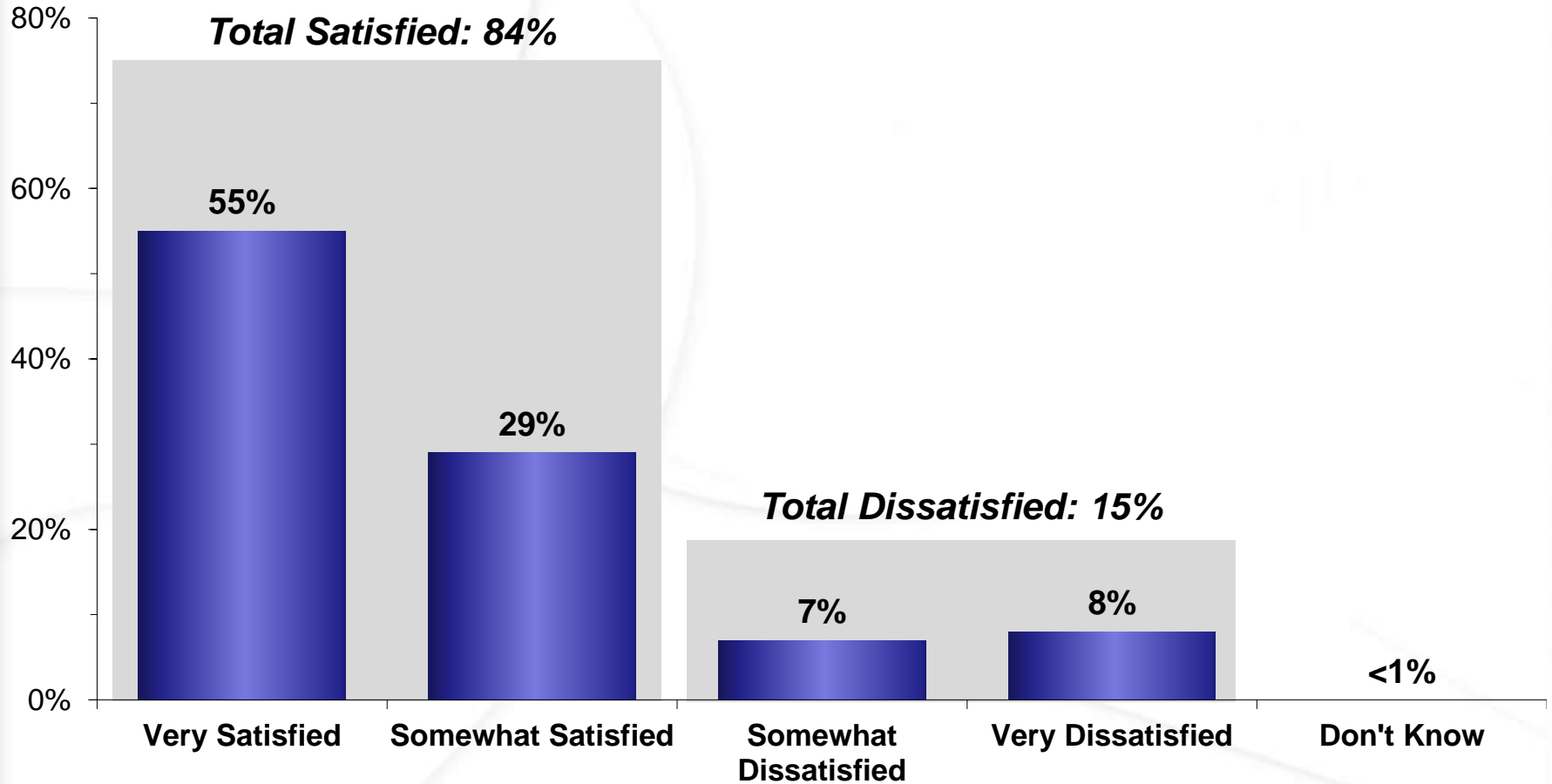
Q50. In the past two years, have you contacted the Town of Oakville for any reason? If so, how did you first contact the town? Was it by... (N=800)

Of those who have contacted the town, one-in-three note it was to request a service



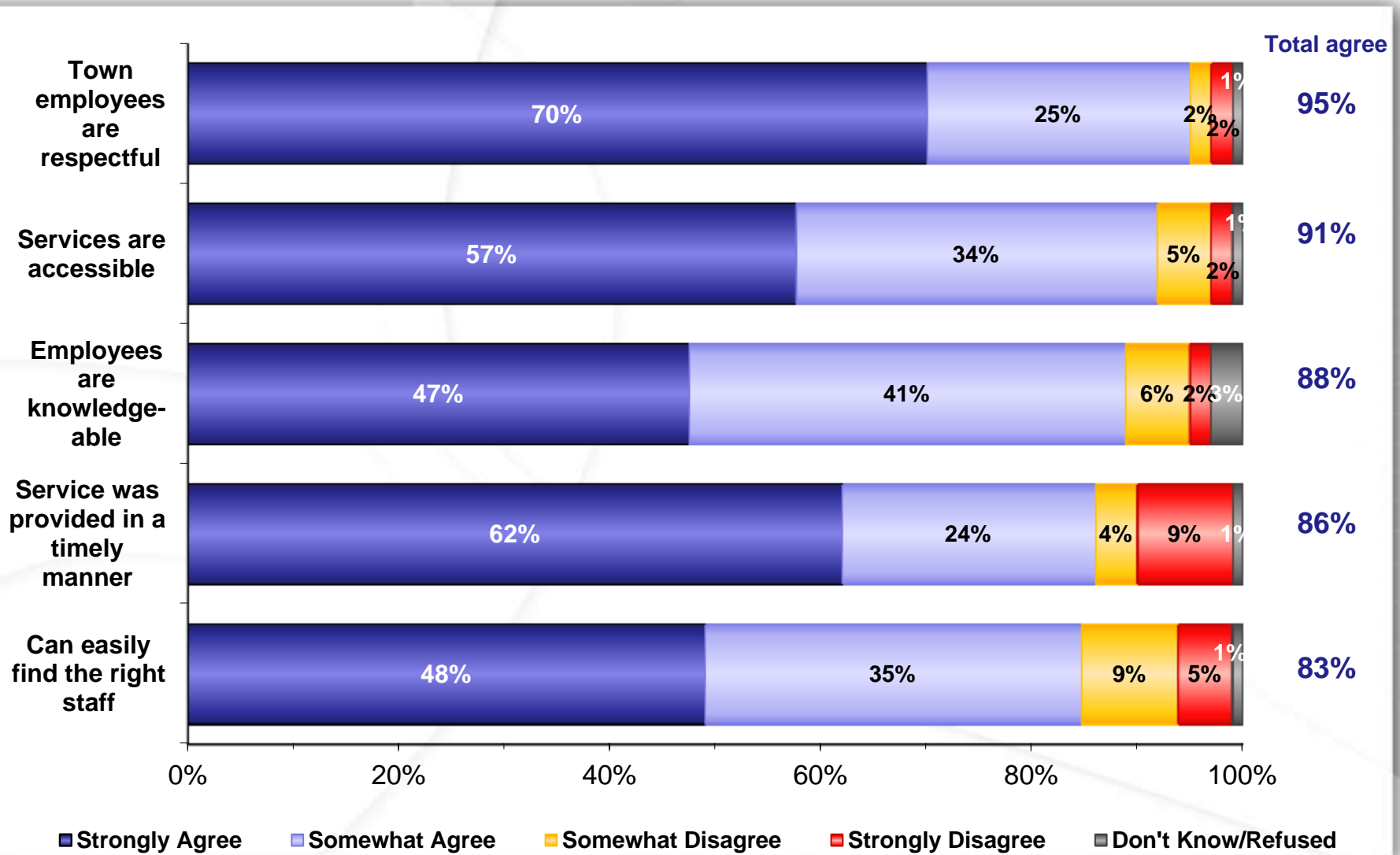
QN51. What was the primary reason you contacted the town? Was it... (Base: those who have contacted the Town; N=501; top 7 responses shown).

More than eight-in-ten say that they are satisfied with their most recent experience contacting the town of Oakville



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=501; among those who indicated that they had contacted the Town in the past two years.)

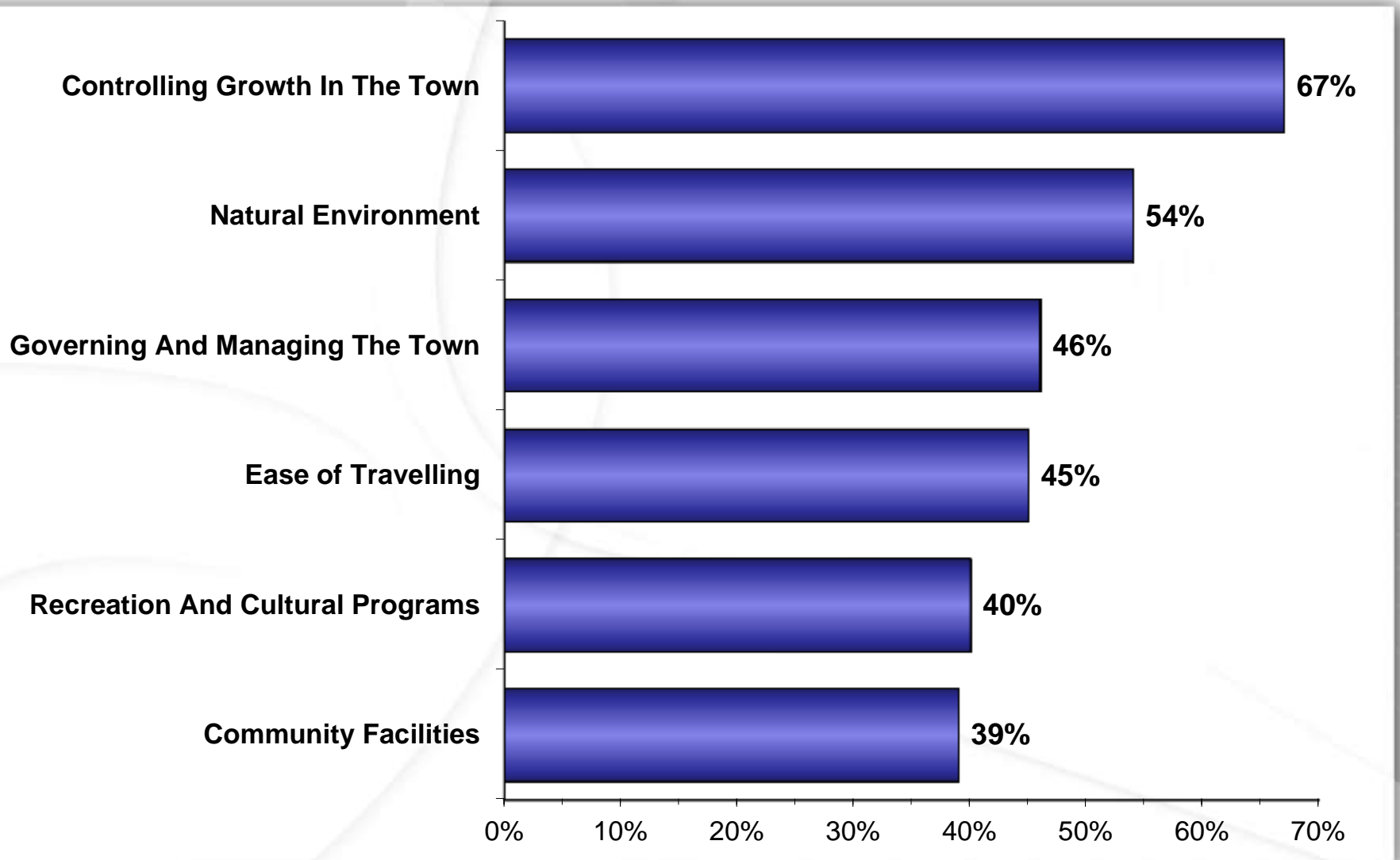
Service Ratings: Between three-quarters and nine-in-ten agree that employees meet positive customer service attributes



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=501; among those who have contacted Town in past 2 years).

Priorities and Planning







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.

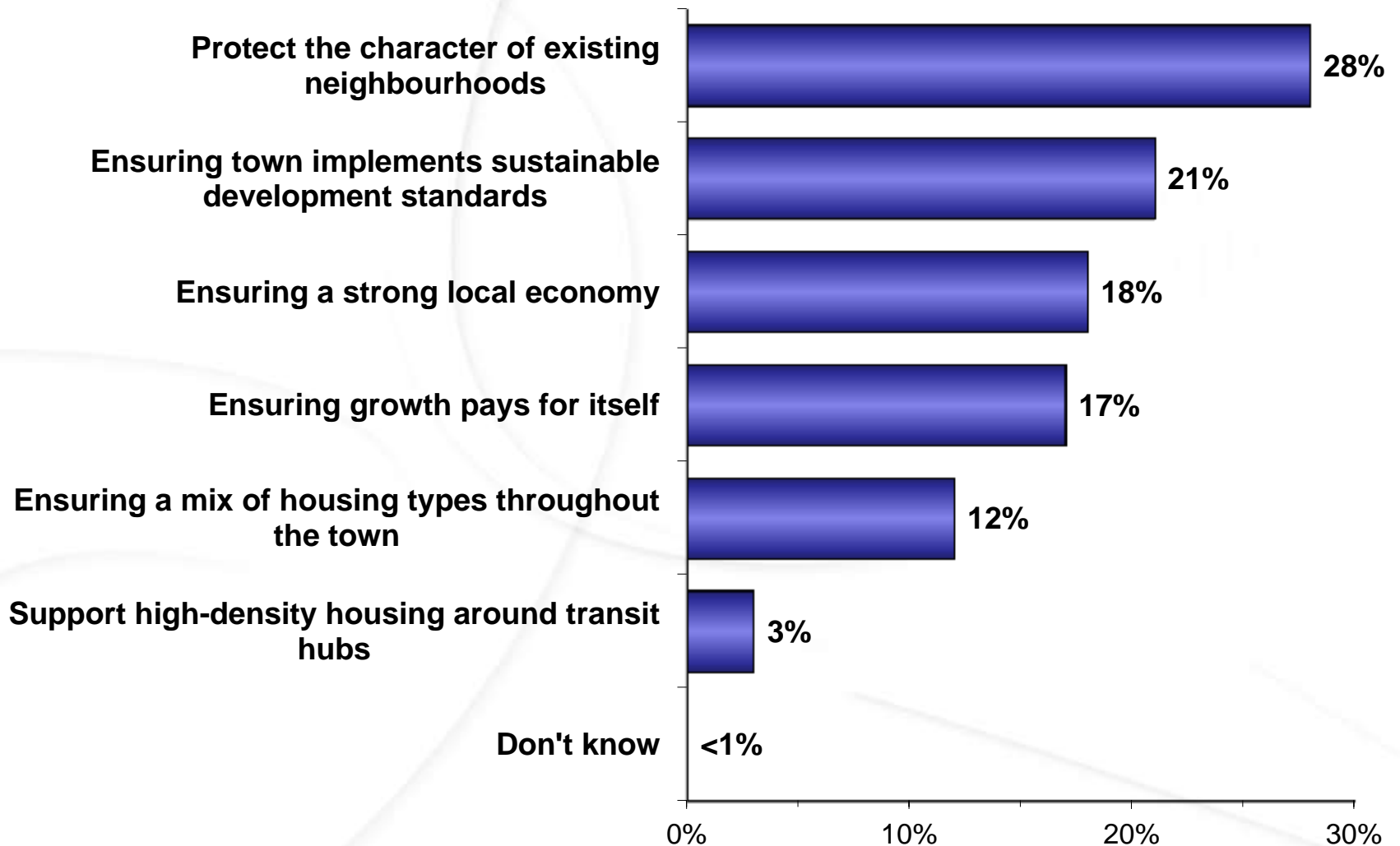
Priority Sequence: Survey Results

Read down the columns: e.g. when “Oakville’s Natural Environment” paired with “community facilities and attractions” 66% of respondents chose “Natural Environment”; “wins” circled in red

	 Oakville's natural environment	 Governing and managing the Town	 Controlling the rate and type of growth	 Community facilities and attractions	 Recreation and cultural programs	 Ease of Traveling
Oakville's natural environment	-	51%	60%	31%	33%	38%
Governing and managing the town	47%	-	69%	44%	42%	52%
Controlling the rate and type of growth	37%	29%	-	26%	28%	33%
Community facilities and attractions	66%	52%	72%	-	46%	57%
Recreation and cultural programs	64%	50%	70%	50%	-	48%
Ease of traveling	60%	46%	66%	41%	49%	-

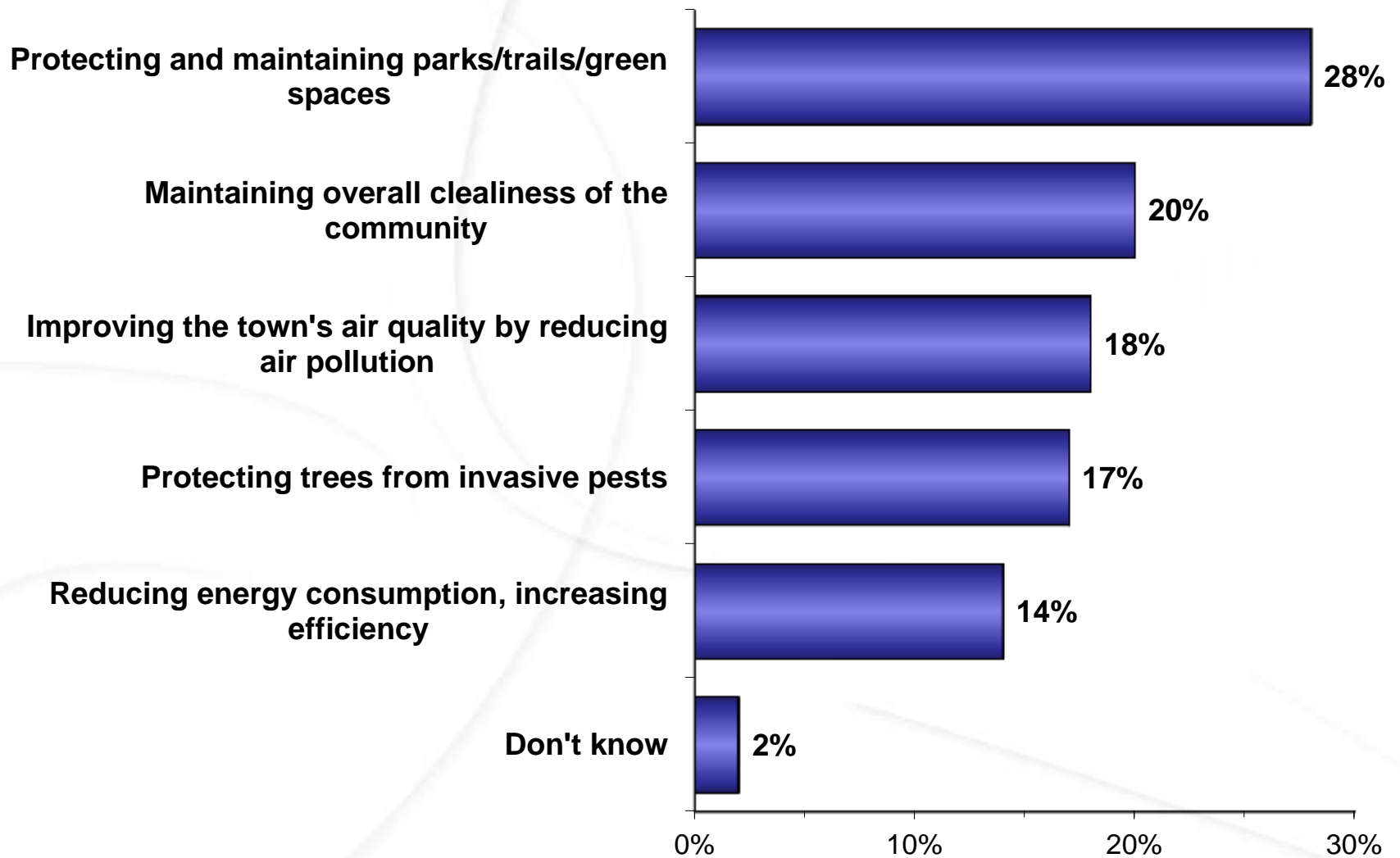
Q26-41. Now, I am going to read you a number of pairs of specific areas that the Town of Oakville could focus their attention on. I would like you to tell me which one you feel should receive a higher priority when allocating Town budget funds. So, what about... (3-way split sample series; N=257-274)

Controlling the rate and type of growth in Oakville: Top Priority



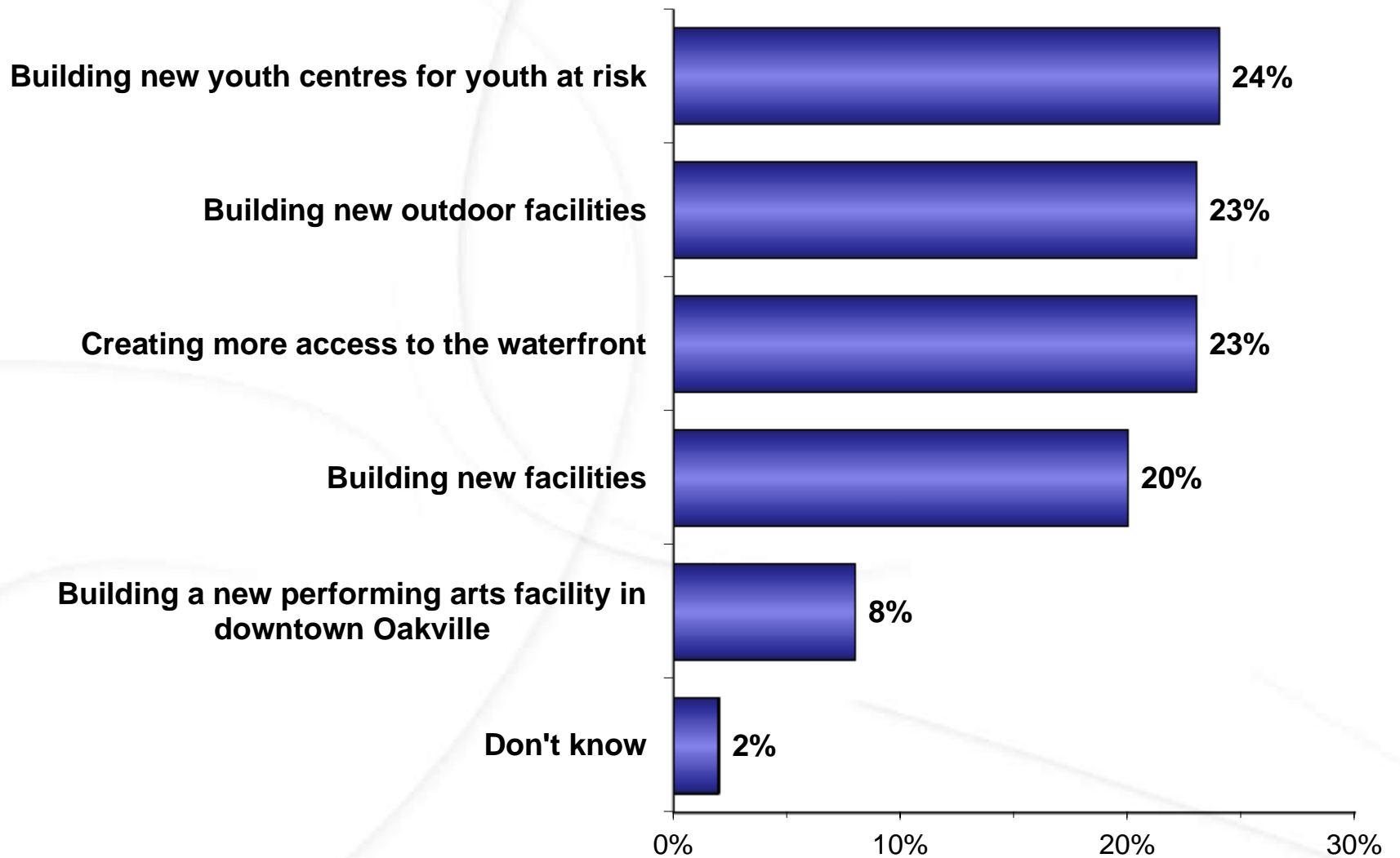
Q42. Thinking about controlling the rate and type of growth in Oakville, which one of the following would you most prefer the Town make its top priority when allocating budget funds in this area? (N=404)

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=396)

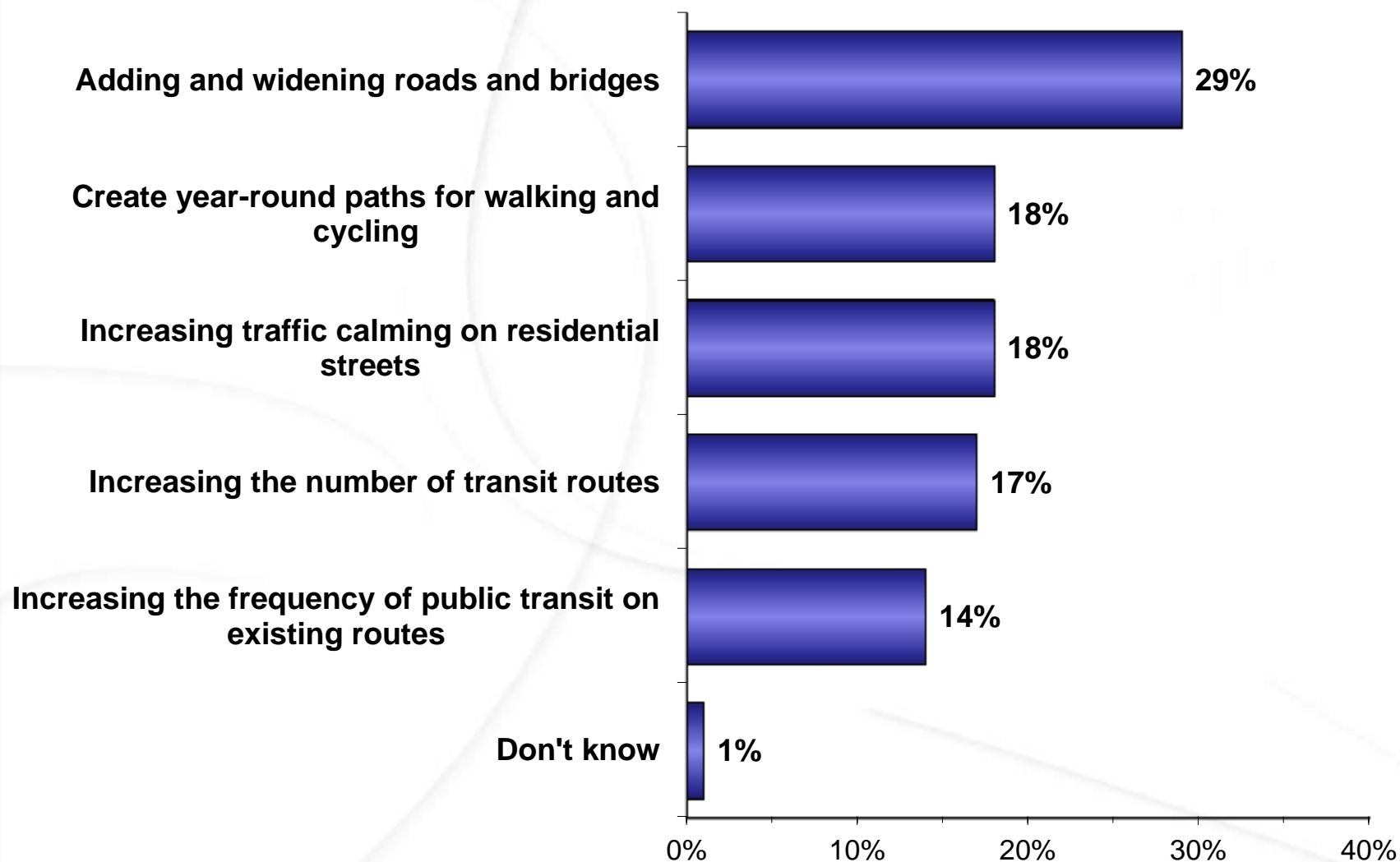
Oakville's Community Facilities and Attractions: Top Priority



Q42. Thinking about Oakville's community facilities and attractions, which one of the following would you most prefer the Town make its top priority when allocating budget funds in this area? (N=396)

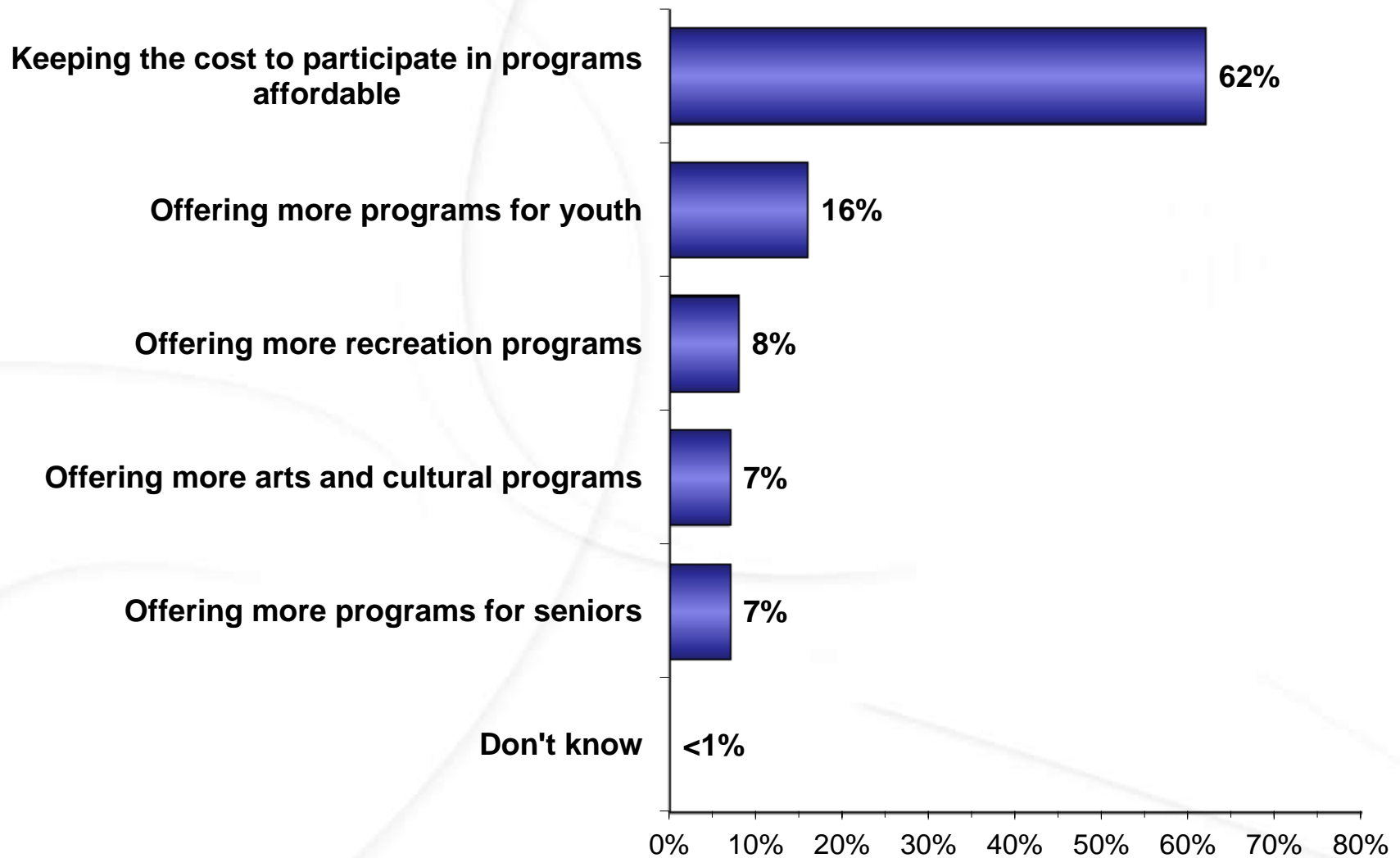
* Indicates low base size. Interpret results as directional and with caution.

Ease of Travelling in Oakville: Top Priority



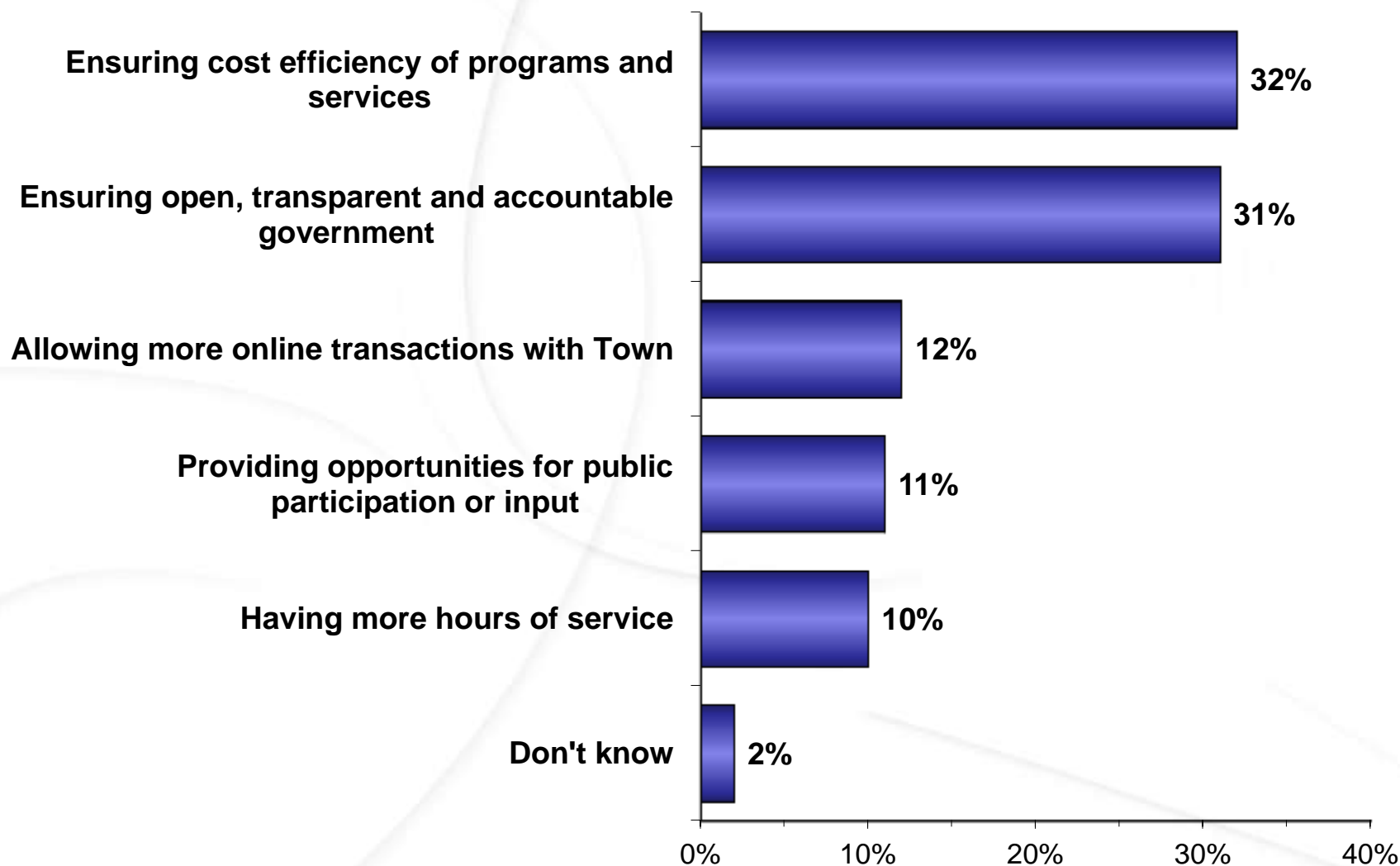
Q42. Thinking about the ease of traveling within Oakville, which one of the following would you most prefer the Town make its top priority when allocating budget funds in this area? (N=404)

Oakville's Recreation and Cultural Programs: Top Priority



Q42. Thinking about 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=396)

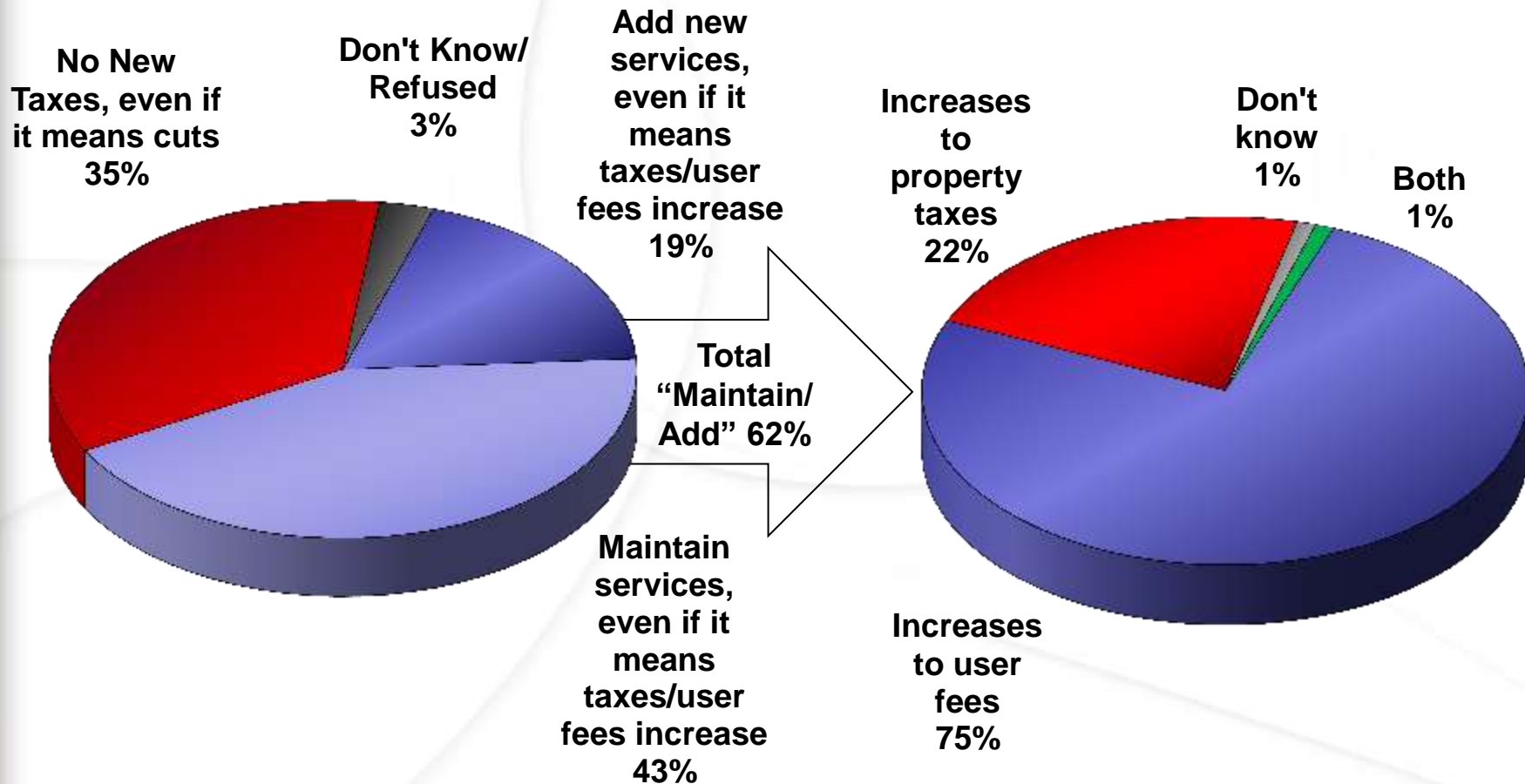
Governing and Managing Oakville: Top Priority



Q42. 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)

*Use caution when interpreting result due to low base size

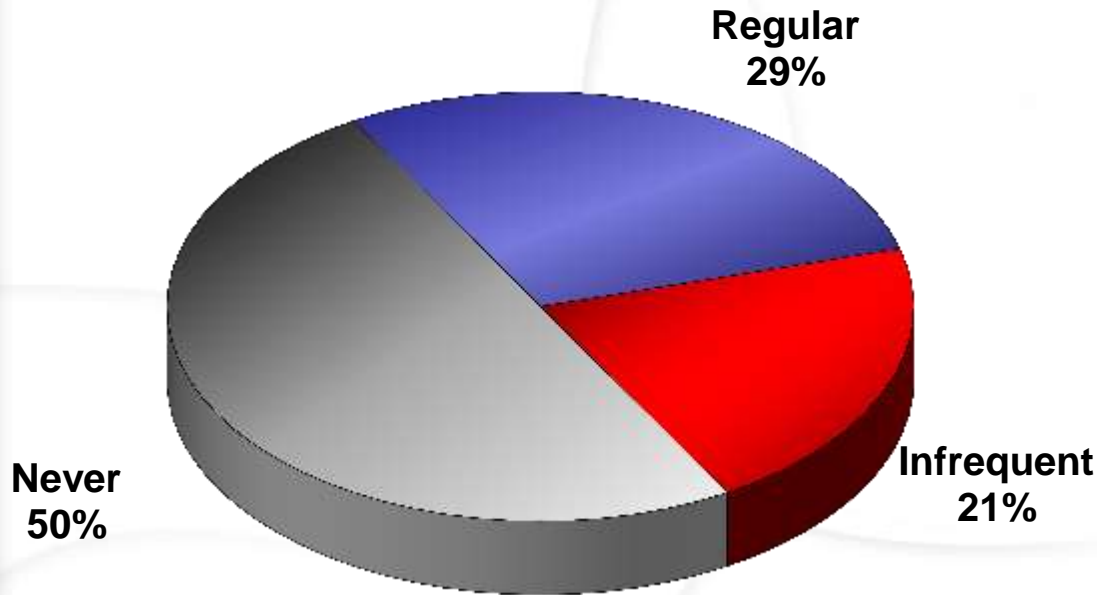
Preference: Tax or user fee increase to maintain/increase service levels



Q48. Which of the following comes closest to your view? (N=800)

Q49. [IF "Tax Increase" to Q48] And if adding services and facilities/maintaining service levels meant an increased cost to provide those services, which would you prefer...? (N=485)

Household usage and preferences for maintenance of public transit system

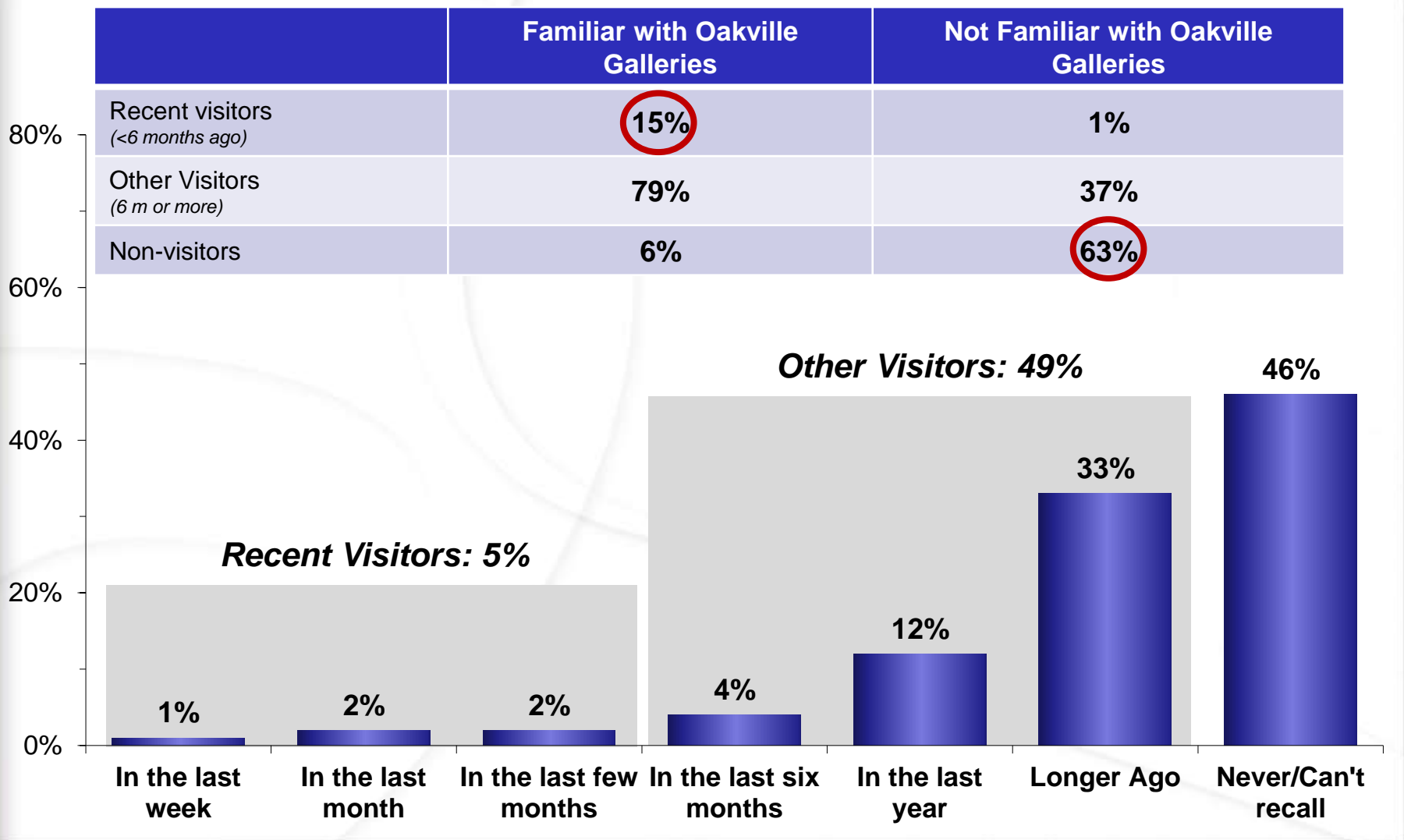


How to fund improvements?	%
Increase transit fares	53%
Increase property taxes	12%
Increase parking rates	25%

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=800) (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=800 ; 8% responded "don't know/refused")

Just over half of residents who have heard of Oakville Galleries say that they have visited either site (54%) while 46% indicate that they have not



QN66. Have you visited the Oakville Galleries? If so, when did you last visit? (N=789, among those who indicate that they have at least heard of the Oakville Galleries at N65.)

POLLARA

**1255 Bay Street, Suite 900
Toronto, Canada M5R 2A9**

Tel: 416.921.0090 | Fax: 416.921.3903

www.pollara.com