Community Satisfaction Survey

Quantitative Report

Town of Oakville

April 2024

OAKVILLE

FORUM RESEARCH

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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 = 805 / CAWI: n = 782
Average Length	CATI: 19.9 min / CAWI: 14.5 min
Margin of Error	CATI: ±3.45%
Fieldwork Dates	February 13 (CAWI) 15 (CATI) – March 8, 2024
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 (60% cellphone / 40% landline). 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. 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 2024 Community 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 and vibrant?”),* 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.

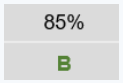
Reporting Considerations

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.



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 2024 data with the previous surveys.

Key Findings

Key Findings

Livability

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. ***(slide 16, slide 19-20)***

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. ***(slide 14)***
- 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 ***(slide 24)***
- 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%). ***(slide 18)***
- 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. ***(slide 28)***

Key Findings

Satisfaction with the Town Attributes and Services

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. ***(slide 30)***
- 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%). ***(slide 32-33)***
- However, over 8 in 10 (TOP2: 85%) were satisfied with their sense of belonging with the community. ***(slide 34)***

…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 ***(slide 35-37)***
- Findings from this analysis found 2 primary areas of improvement for the Town: (1) availability of online services, and (2) municipal enforcement.
- In addition, 2 services positioned in the secondary areas for improvement that may require special attention in the long-term include: (1) arts, heritage, and cultural offerings and venues, and (2) availability of parking.

Key Findings

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. ***(slide 39)***

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. ***(slide 40)***
  - Protecting and maintaining parks, trails, and green spaces (8%) when thinking about climate change. ***(slide 41)***

Key Findings

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. *(slide 43)*
- 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. *(slide 46)*

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. *(slide 48)*

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%). *(slide 49)*
    - Of those who have used the Town's website, the majority (TOP2: 87%) are satisfied with their experience. *(slide 50)*

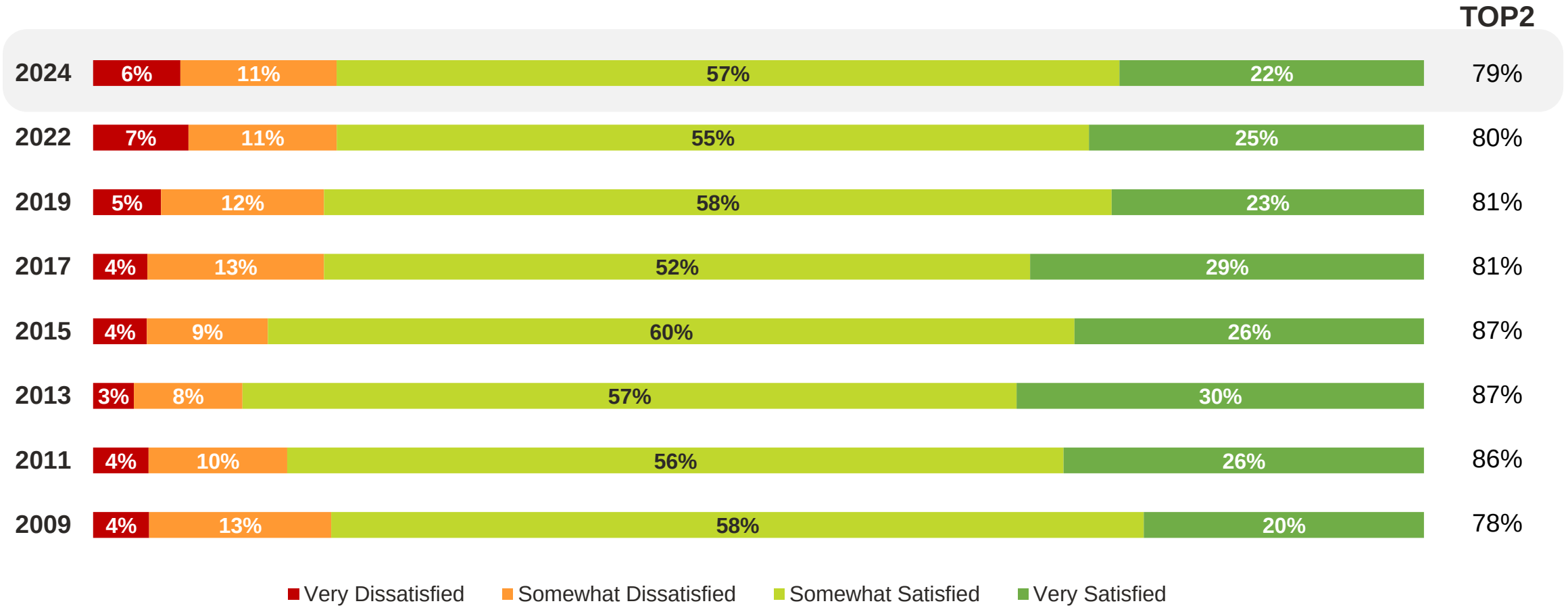
Detailed Findings

Benvenuto
RESTAURANT
Bus. Hrs.
Lunch:-
11:30am - 3:00pm
Dinner:-
5:00pm - 11:00pm

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 over the last three waves.



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)

OAKVILLE FORUM RESEARCH

Satisfaction with the Town of Oakville Government

Demographic Breakouts

		Age			Employment Status				Disability	
	Total	18-34	35-54	55+	Working	Student	Unemp.	Retired	With Disability	No Disability
		A	B	C	D	E	F	G	H	I
N=	805	167	314	307	477	40	65	179	86	672
TOP2 Satisfied	79%	71%	81%	82%	77%	85%	81%	84%	64%	80%
				A				D		H

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

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)

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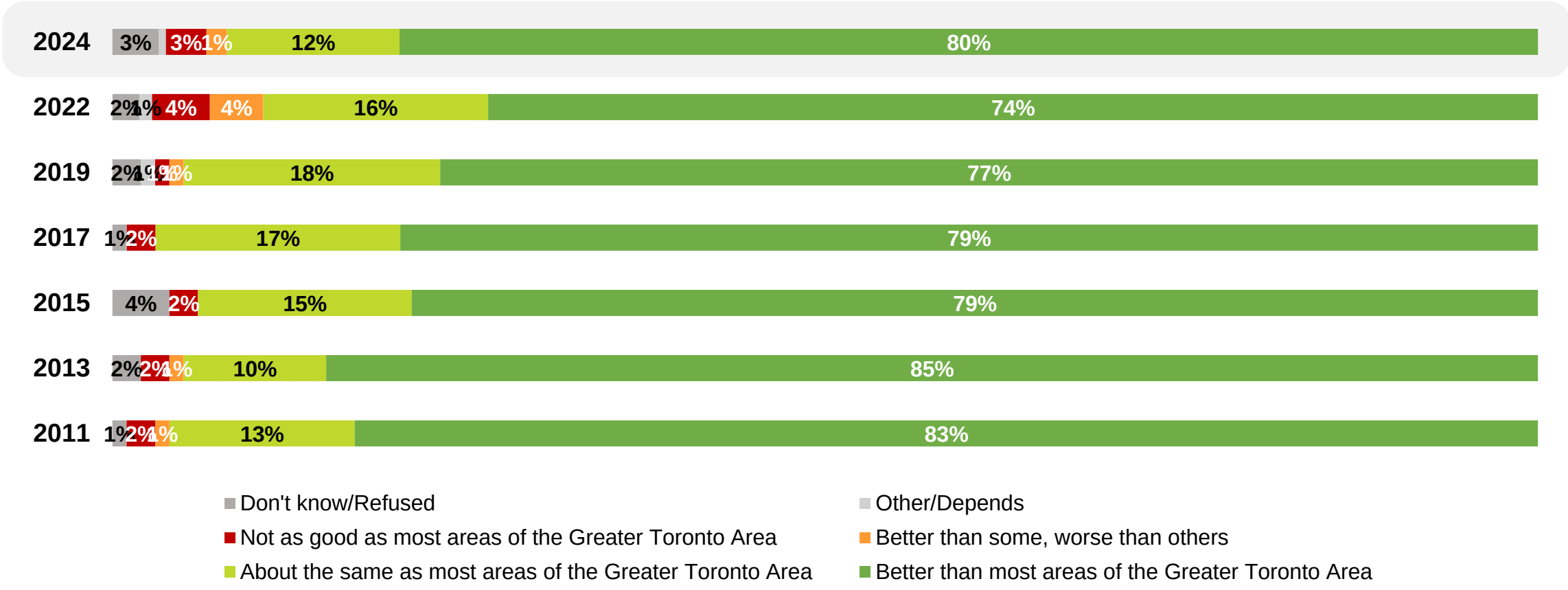
Livability in Oakville Compared to rest of GTA

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)

Livability in Oakville Compared to rest of GTA

Demographic Breakouts

		Income				Education					Employment Status			
	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	Unemp.	Retired
		A	B	C	D	E	F	G	H	I	J	K	L	M
N=	805	37	102	150	299	89	64	129	314	165	477	40	65	179
Better than most areas of the GTA	80%	78%	80%	81%	83%	70%	82%	77%	80%	86%	80%	84%	75%	81%
										E				

		Home		Ward						
	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=	805	607	155	113	134	93	181	148	103	17
Better than most areas of the GTA	80%	80%	81%	79%	82%	73%	81%	82%	79%	84%

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

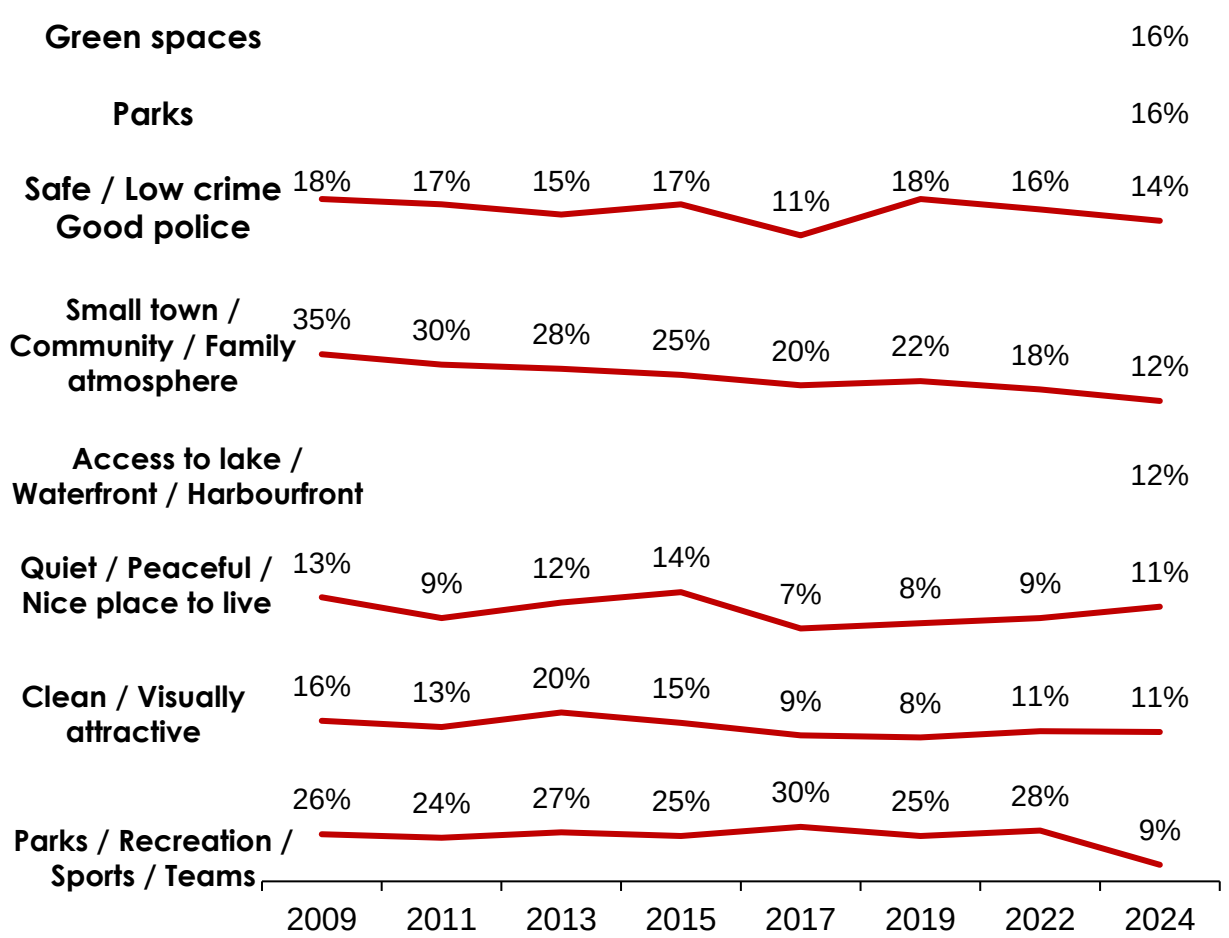
28% / C — Letter denotes significantly higher percentage than the segment with the corresponding letter

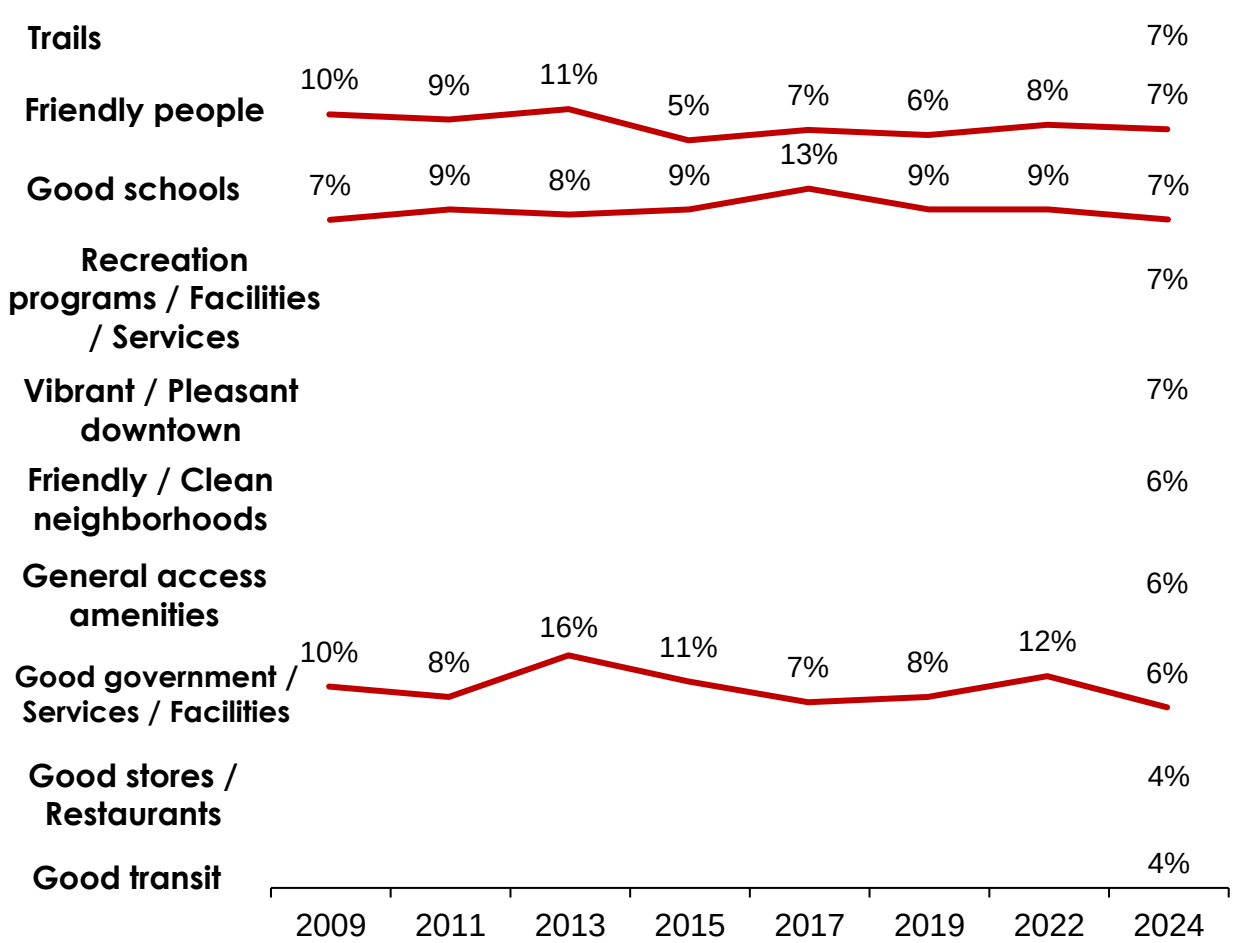
Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...
Sample Size: n=805
Base: All respondents (CATI)

OAKVILLE FORUM RESEARCH

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

Detractors	Passives	Promoters
Scores between 1 and 6	**Scores between 7 and 8**	**Scores between 9 and 10**

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.*

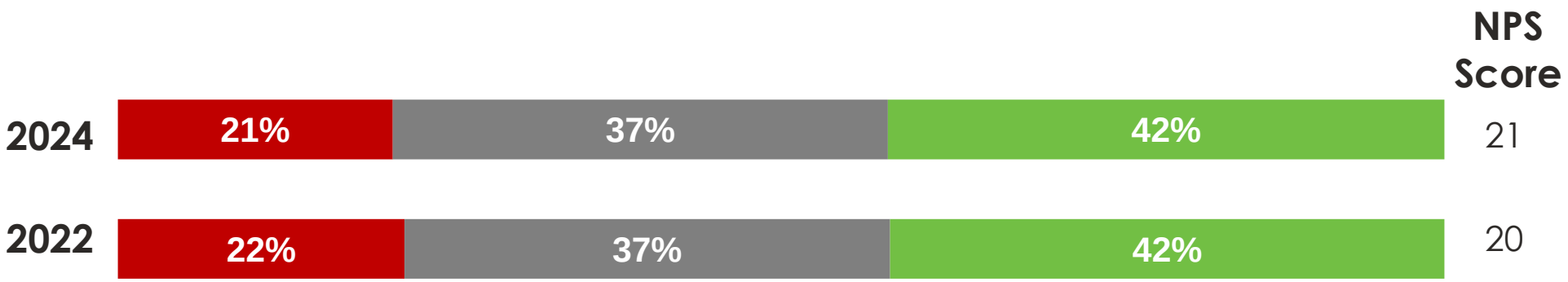
- The Net Promoter Score (NPS) assesses the willingness of residents to promote Oakville. The NPS was measured by asking residents to rate their likelihood of recommending Oakville as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score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

OAKVILLE FORUM RESEARCH

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

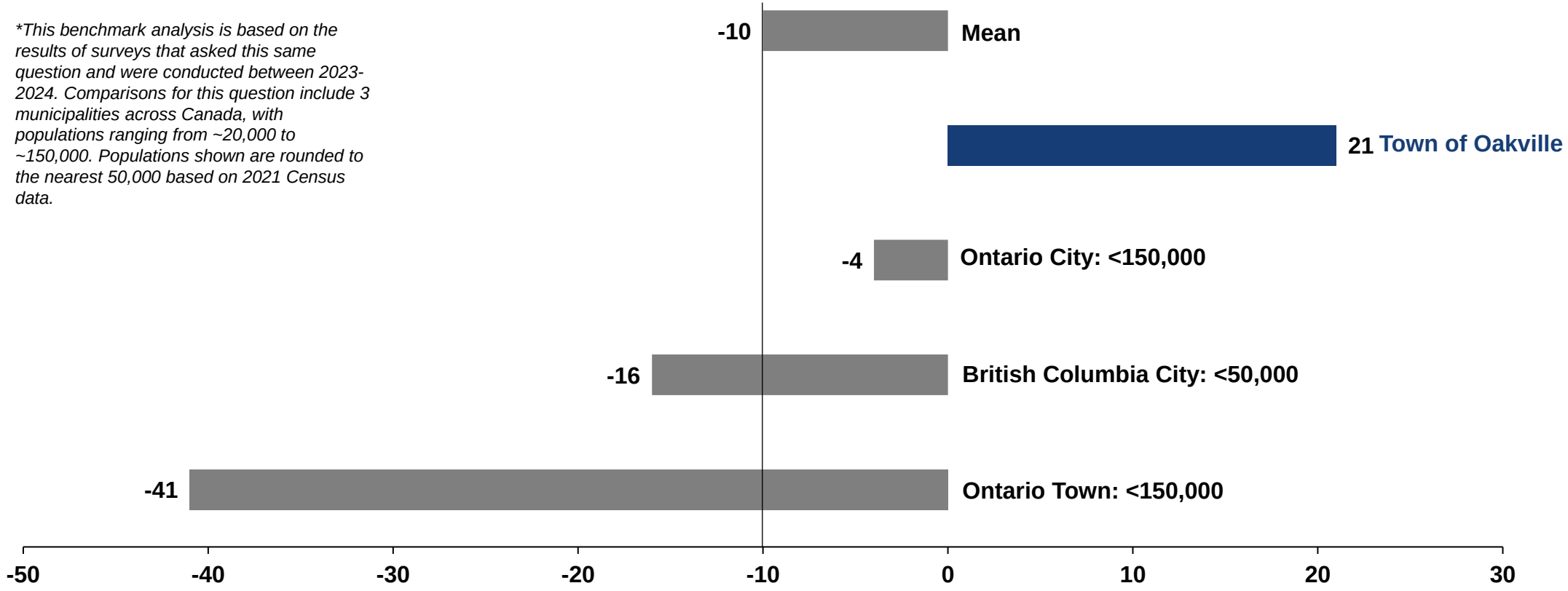
NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.
Sample Size: n=805
Base: All respondents (CATI)

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)

OAKVILLE

FORUM RESEARCH

Recommending the Town of Oakville

Demographic Breakouts - 1

		Age			Education					Employment Status				Home	
	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=	805	167	314	307	89	64	129	314	165	477	40	65	179	607	155
Promoters	42%	28%	42%	50%	43%	38%	38%	43%	47%	41%	29%	44%	50%	42%	45%
			A	A									I J		
Passives	37%	43%	36%	36%	32%	35%	38%	41%	35%	37%	56%	34%	36%	38%	34%
											L				
Detractors	21%	28%	23%	14%	25%	27%	24%	16%	18%	22%	15%	22%	14%	20%	20%
		C	C							L					

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

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)

OAKVILLE FORUM RESEARCH

Recommending the Town of Oakville
Demographic Breakouts - 2

		Ward							Income				Disability	
	Total	WARD 1	WARD 2	WARD 3	WARD 4	WARD 5	WARD 6	WARD 7	$30K or less	$30K-$70K	$70K-$125K	$125K+	With Disability	No Disability
		A	B	C	D	E	F	G	I	J	K	L	M	N
N=	805	113	134	93	181	148	103	17	37	102	150	299	86	672
Promoters	42%	42%	40%	50%	44%	38%	38%	62%	60%	41%	40%	43%	34%	43%
Passives	37%	42%	35%	35%	37%	31%	49%	22%	37%	32%	38%	42%	30%	39%
							B E							
Detractors	21%	16%	25%	16%	19%	31%	13%	16%	3%	27%	22%	16%	37%	18%
			F			A C D F				I L	I	I	N	

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

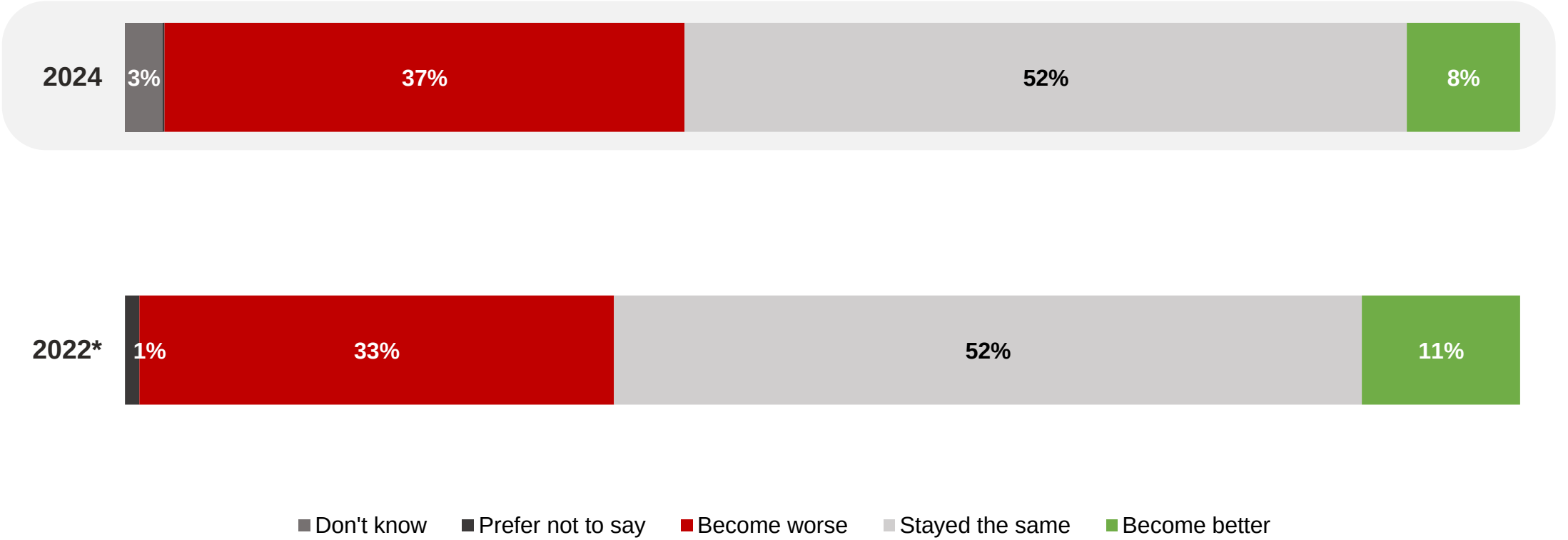
28%
C
Letter denotes significantly higher percentage than the segment with the corresponding letter

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)

OAKVILLE FORUM RESEARCH

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.

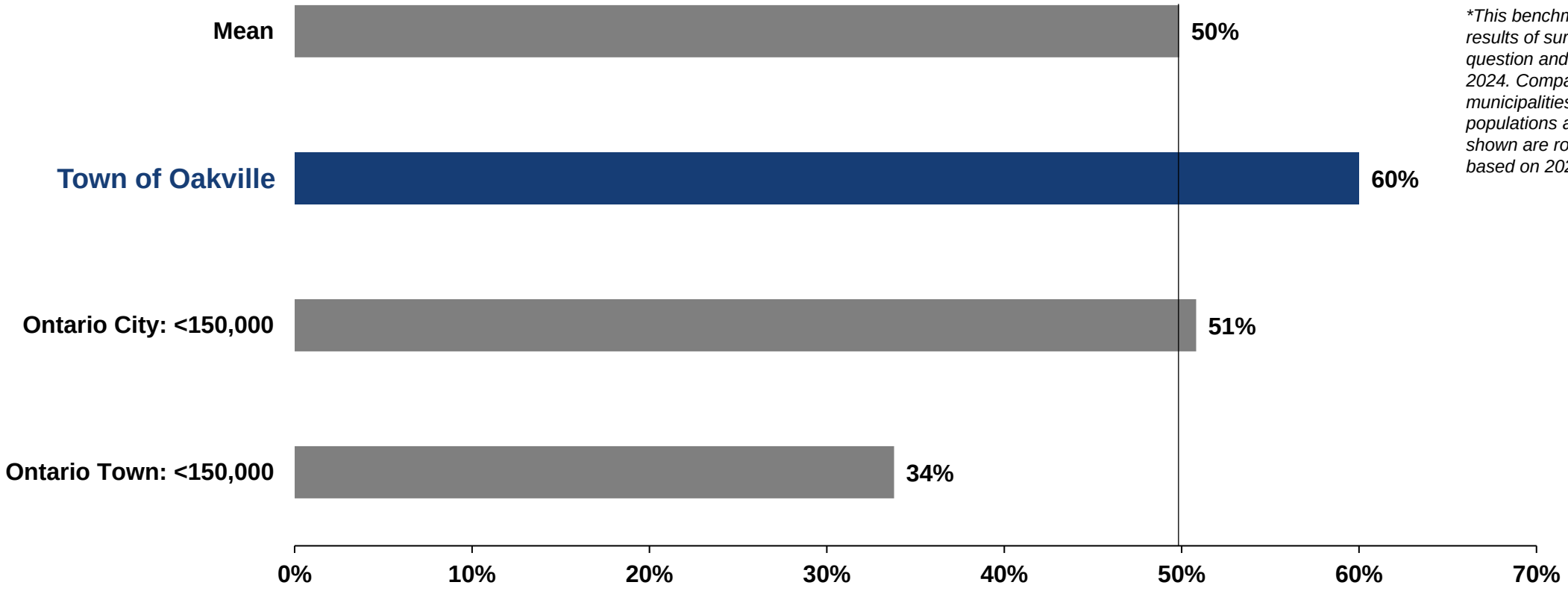


*Note: respondents were ask about there quality of life in the past three years in the 2022 survey.

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)

Change in Quality of Life
Demographic Breakouts - 1

		Age			Education					Employment Status			
	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=	805	167	314	307	89	64	129	314	165	477	40	65	179
Become better	8%	12%	6%	7%	11%	11%	7%	8%	6%	7%	8%	17%	9%
Stayed the same	52%	48%	51%	56%	54%	53%	46%	54%	50%	50%	53%	50%	57%
Become worse	37%	35%	40%	35%	32%	35%	42%	35%	40%	41%	35%	28%	31%
										L			

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 two years, has the quality of life in the Town of Oakville…
Sample Size: n= 805
Base: All respondents (CATI)

OAKVILLE FORUM RESEARCH

Change in Quality of Life
Demographic Breakouts - 2

		Home		Ward						
	Total	Own a house	Rent a house	WARD 1	WARD 2	WARD 3	WARD 4	WARD 5	WARD 6	WARD 7
		A	B	C	D	E	F	G	H	I
N=	805	607	155	113	134	93	181	148	103	17*
Become better	8%	6%	18%	12%	12%	9%	6%	6%	6%	0%
			A	I*	I*	I*	I*	I*	I*	
Stayed the same	52%	54%	47%	52%	49%	56%	55%	47%	52%	44%
Become worse	37%	38%	30%	32%	35%	34%	37%	45%	36%	56%
								C		

*Note: small sample, interpret with caution

Denotes significantly highest percentage within subgroups

Denotes significantly lowest percentage within subgroups

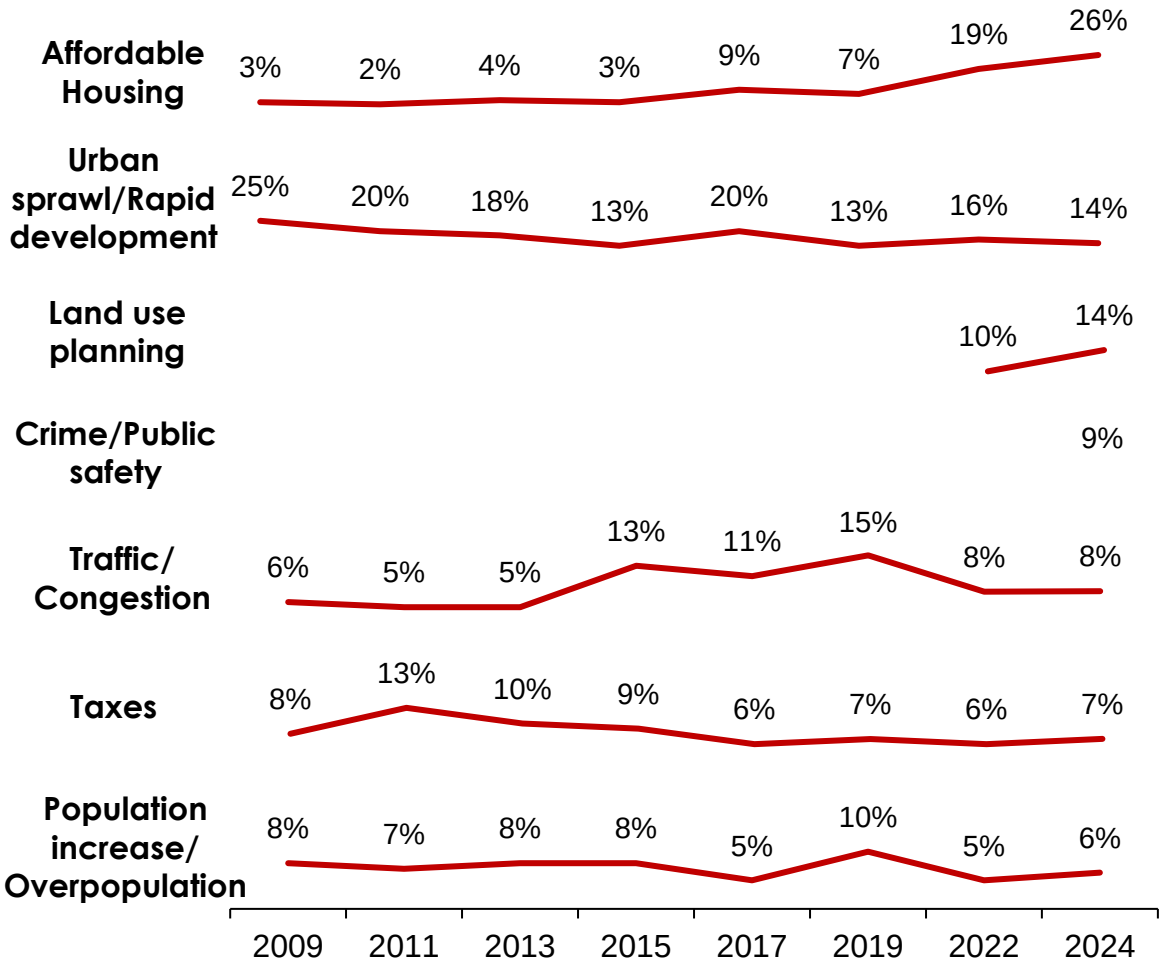
28% / C — Letter denotes significantly higher percentage than the segment with the corresponding letter

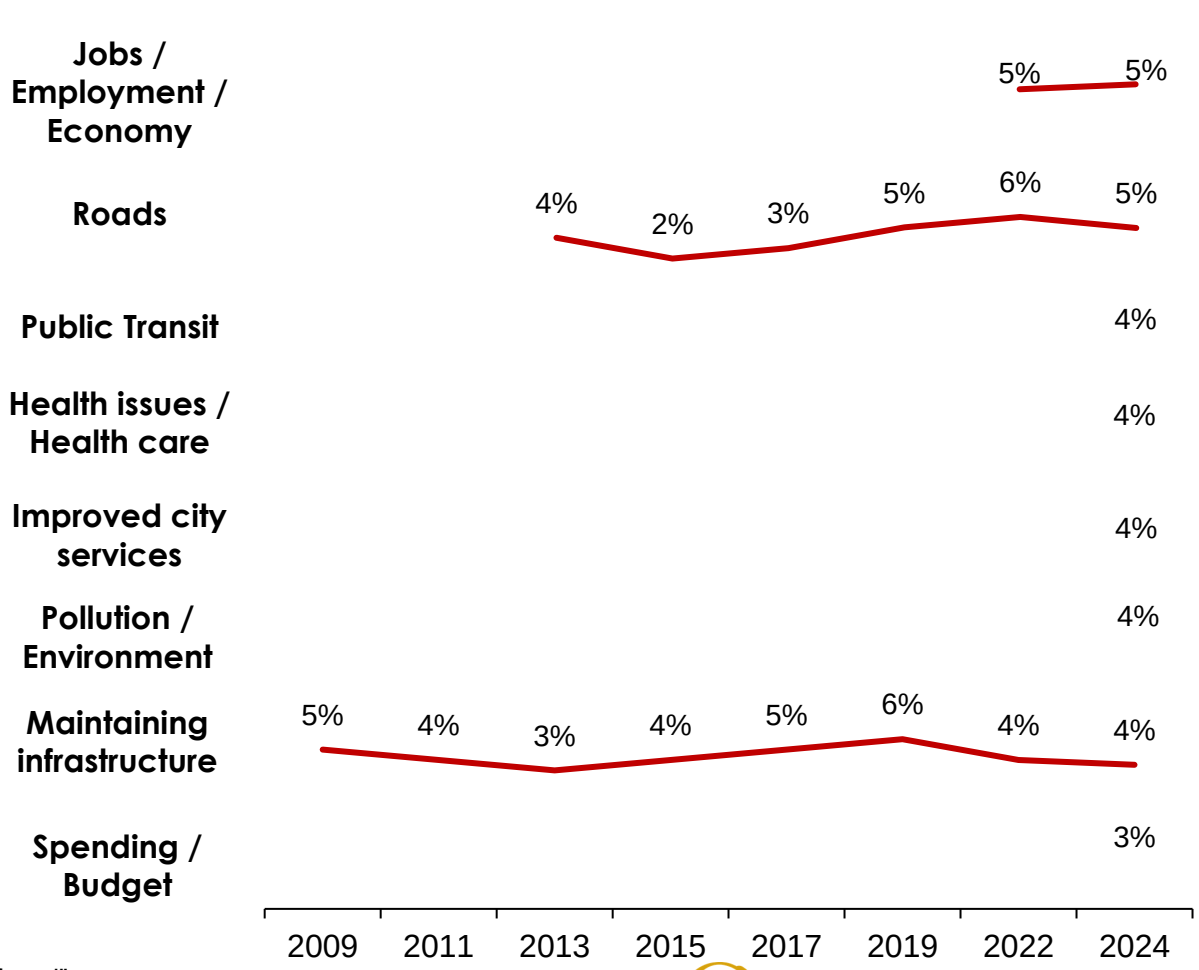
QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville…
Sample Size: n= 805
Base: All respondents (CATI)

OAKVILLE FORUM RESEARCH

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.





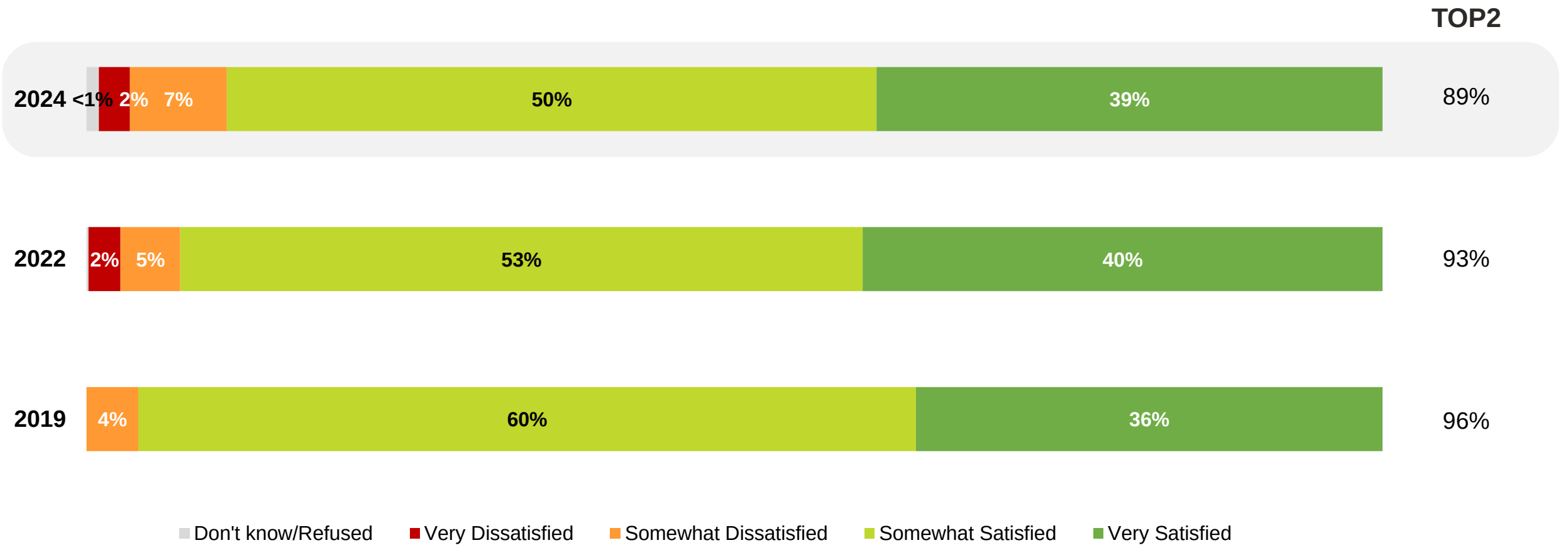
*Visual shows mentions with 3% and higher, and excludes "other", "don't know", "none of the above", and "refused"
Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? [Do not read, accept up to 3 mentions]
Sample Size: n=805
Base: All respondents (CATI)

OAKVILLE FORUM RESEARCH

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.

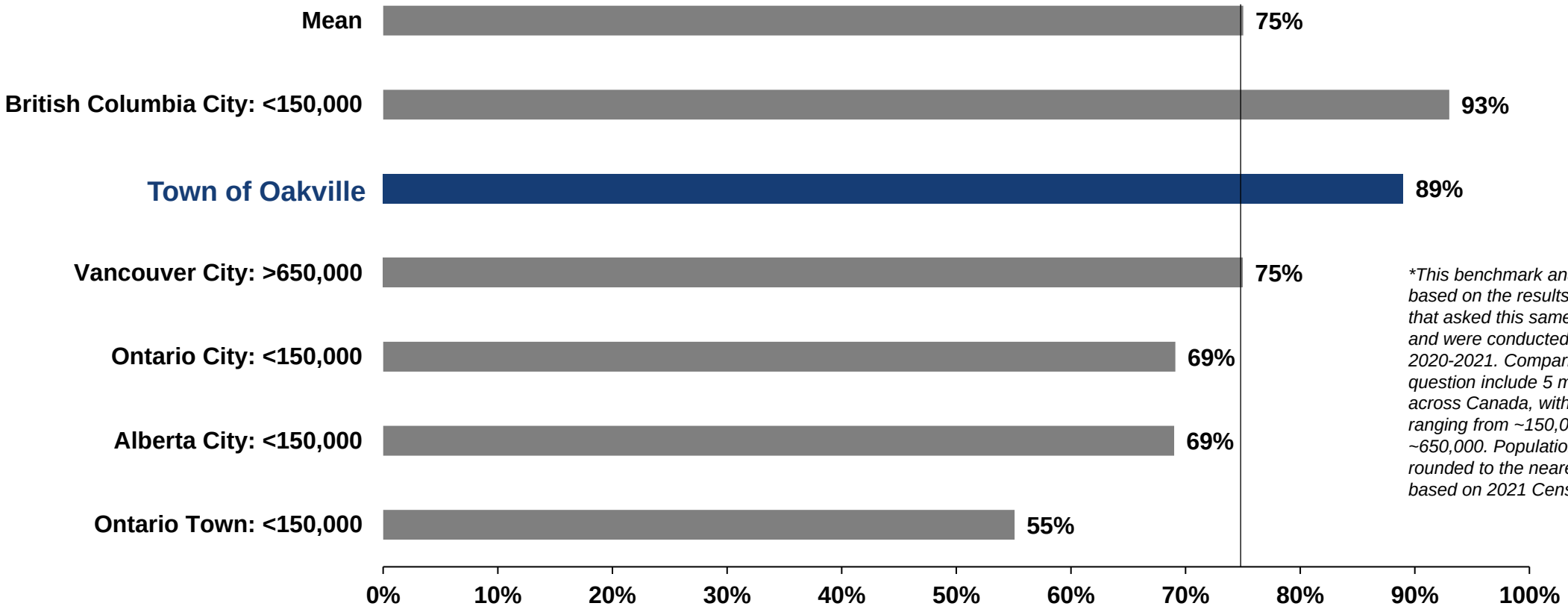


Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?
Sample Size: n=805
Base: All respondents (CATI)

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%).



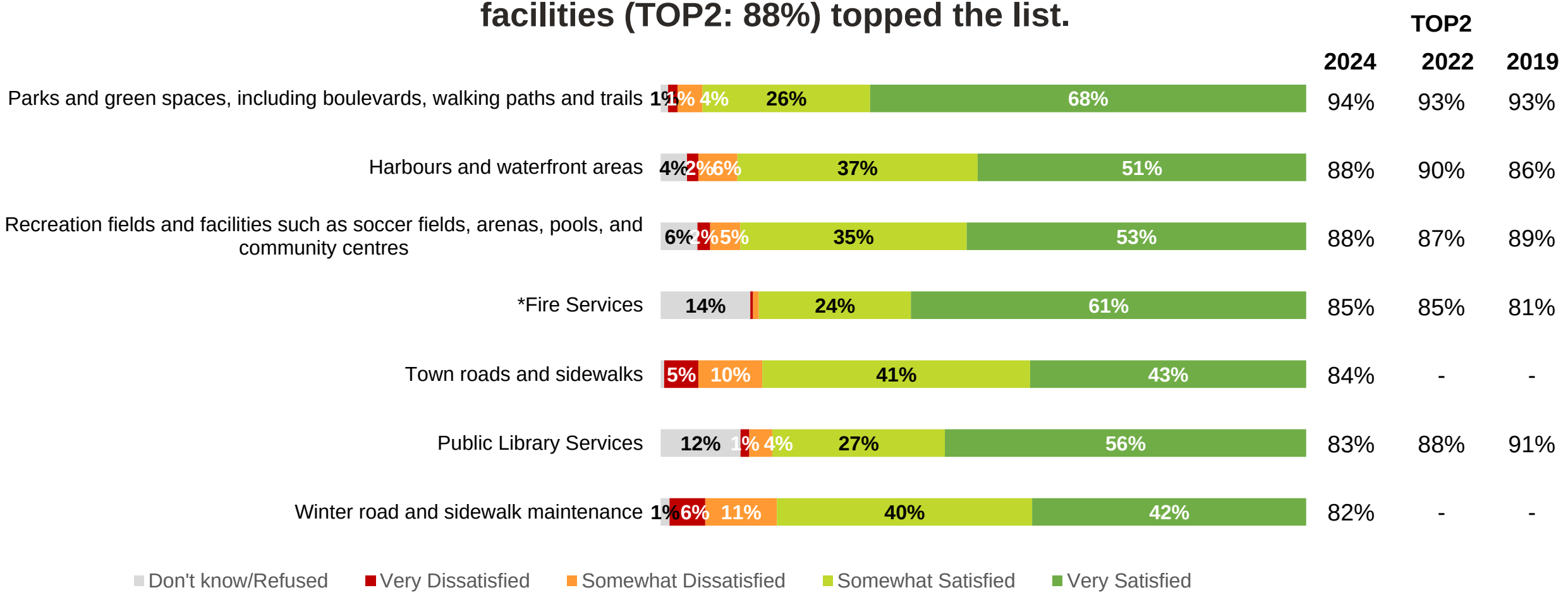
**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 5 municipalities across Canada, with populations ranging from ~150,000 to ~650,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.*

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)

OAKVILLE FORUM RESEARCH

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.



*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

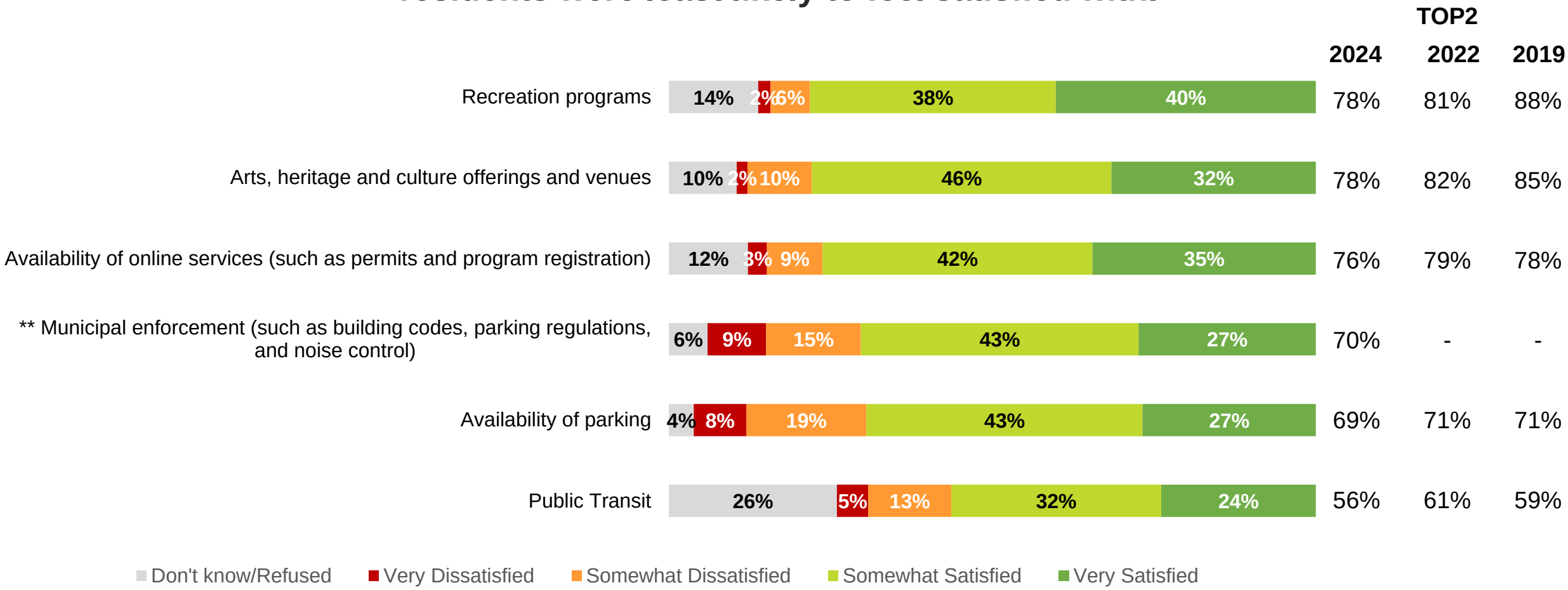
Base: All respondents (CATI)

OAKVILLE

FORUM RESEARCH

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.

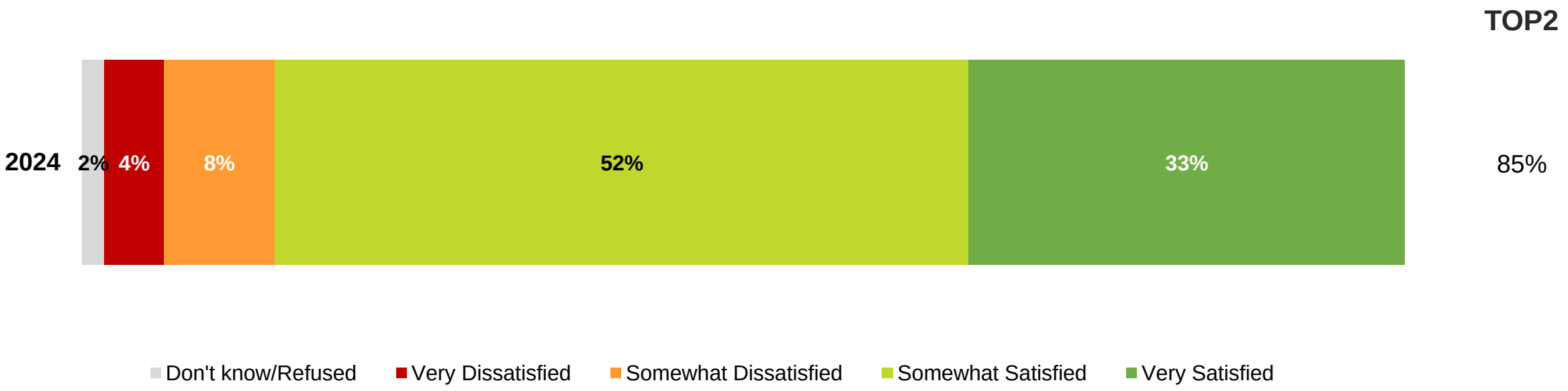


**Note: Municipal enforcement services was added this year so there is no data available from previous survey waves.

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.

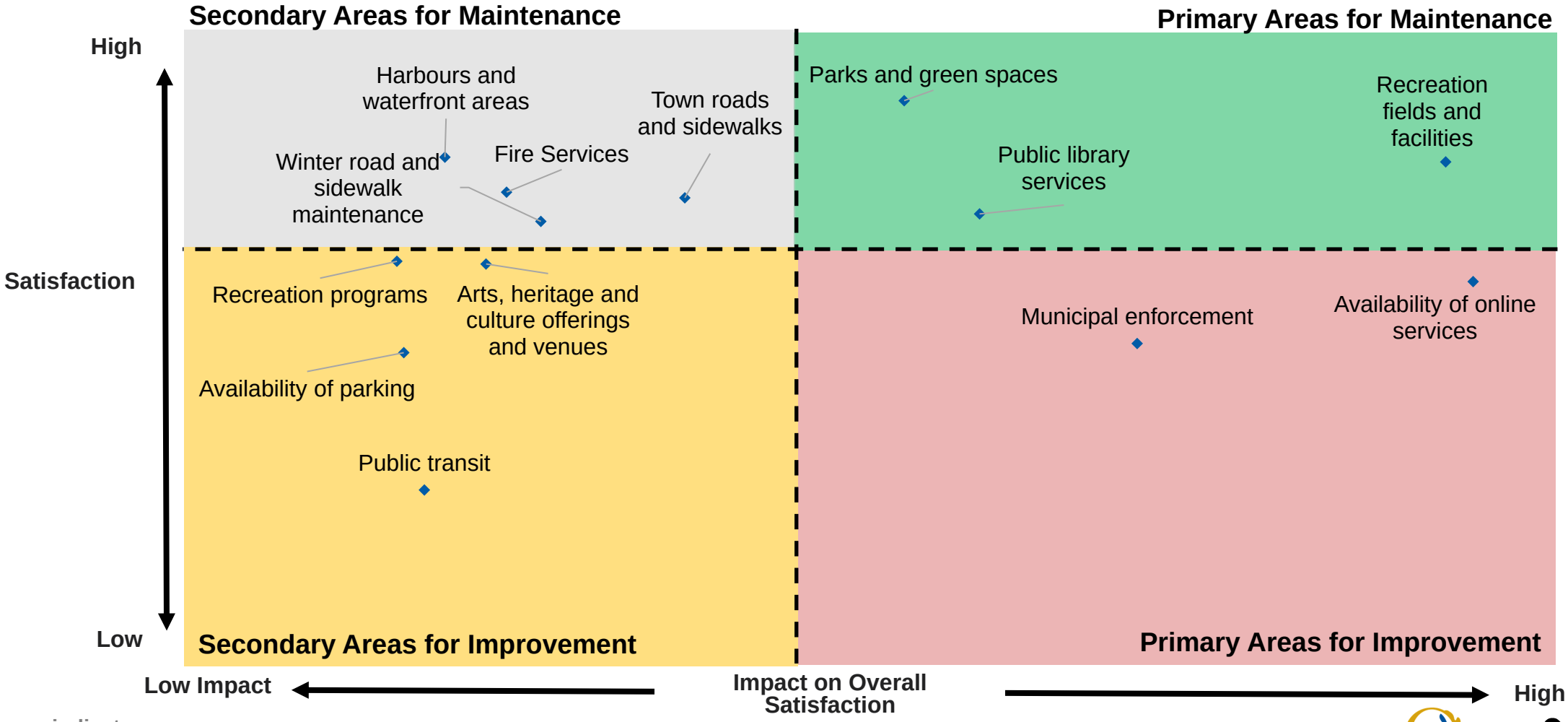
2. **Secondary Areas for Improvement:**
Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

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

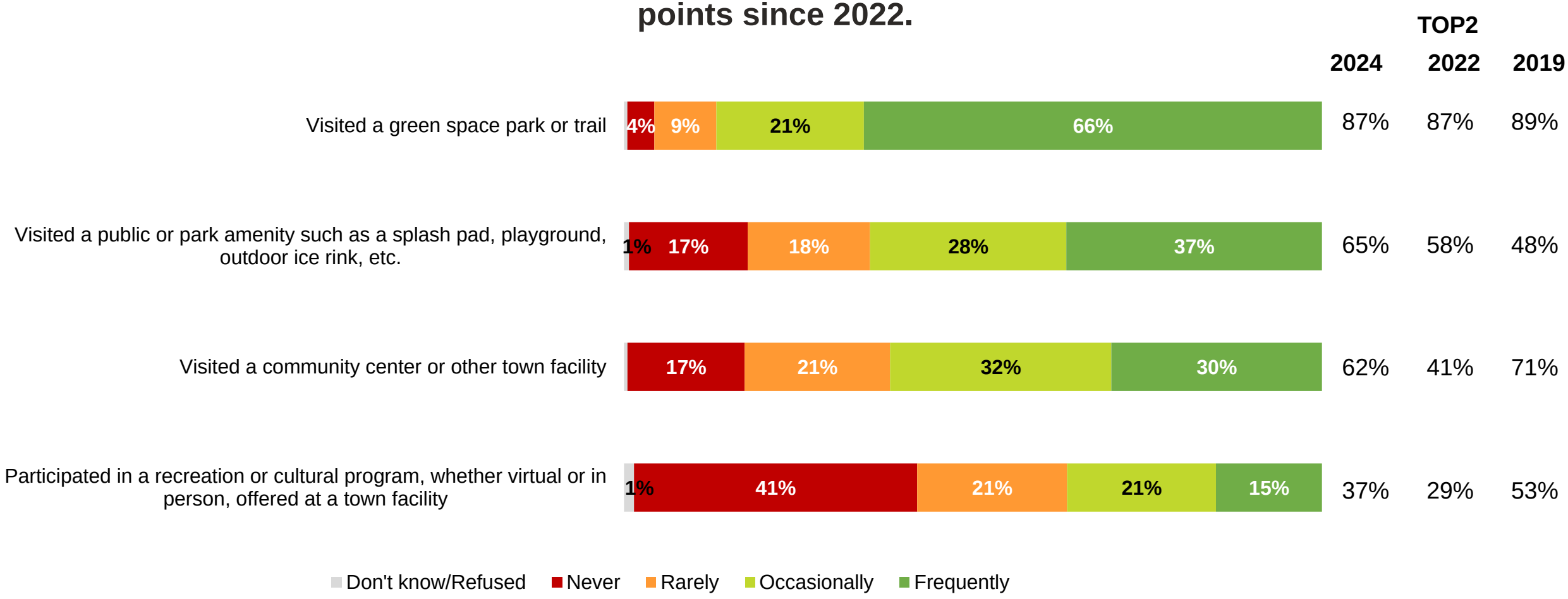
OAKVILLE

FORUM RESEARCH

Priorities and Planning

Frequency of Activities in the Last 12 Months

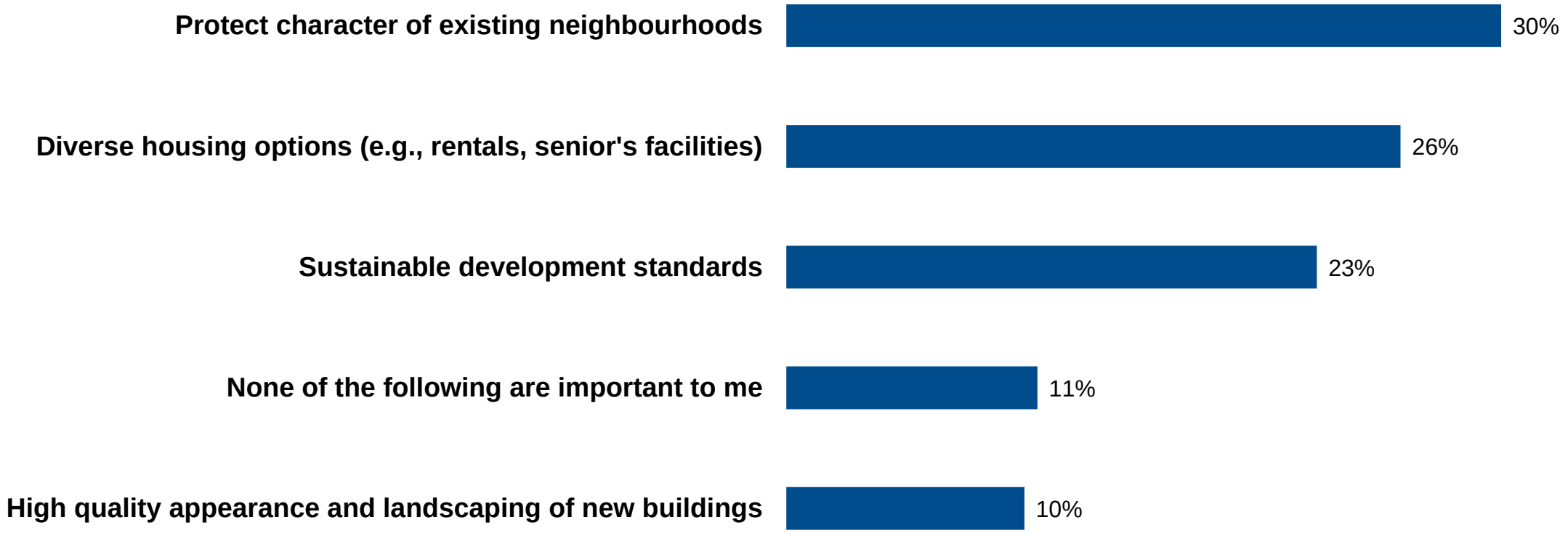
Almost 9 in 10 residents (TOP2: 87%) regularly visited green spaces/parks/trails in the past 12 months. There has also been an increase in regularly visiting community centers by 21 percentage points since 2022.



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

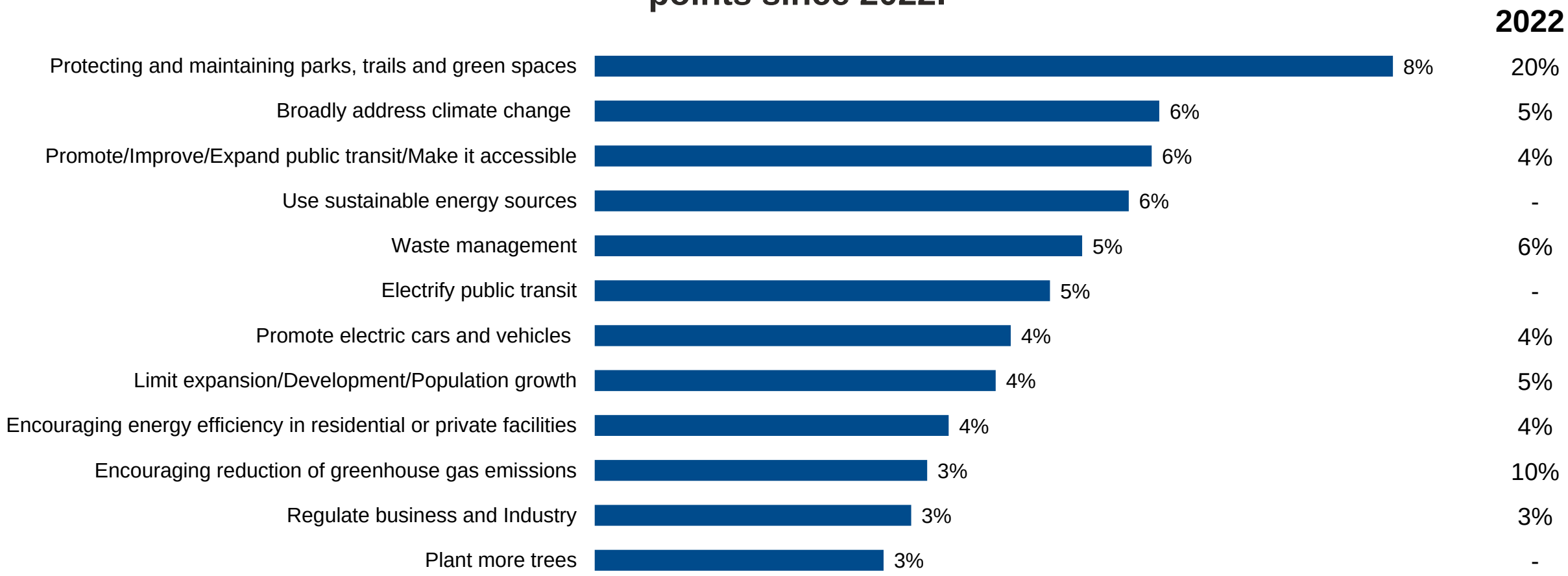
As it relates to growth and land use planning, protecting the character of existing neighbourhoods (30%) was mentioned by almost one third of the residents.



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, decreasing12 percentage points since 2022.

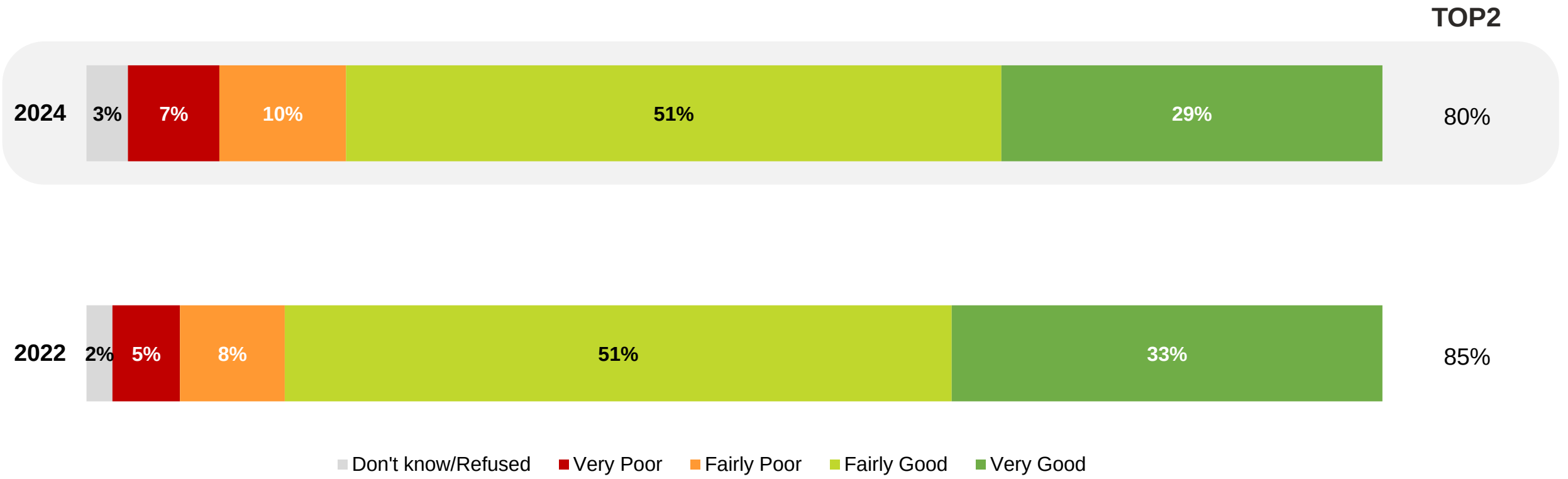


*Visual shows mentions with 3% and higher, and excludes "other", "don't know", "none of the above", and "refused"
Q41. In your opinion, what should the Town of Oakville prioritize in its response to climate change? [OPEN-END]
Sample Size: n=805
Base: All respondents (CATI)

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.

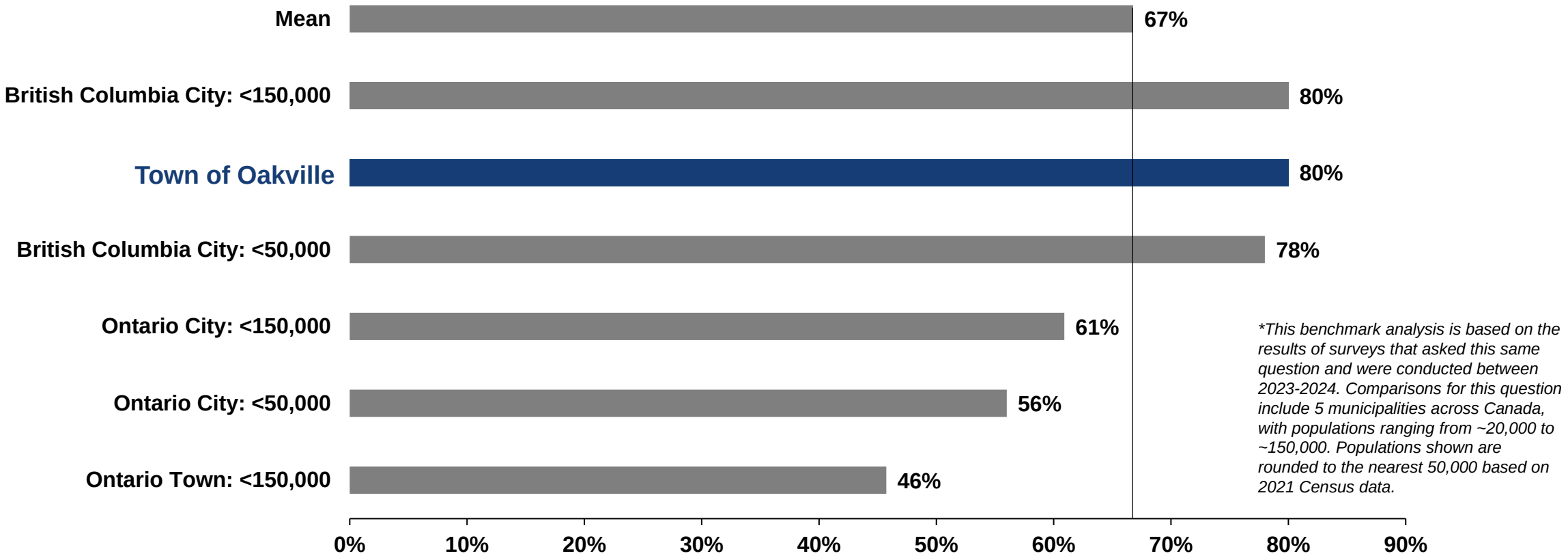


Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Sample Size: n=805
Base: All respondents (CATI)

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)

OAKVILLE FORUM RESEARCH

Value for Tax Dollars
Demographic Breakouts

		Gender		Education					Employment Status			
	Total	Men	Women	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
N=	805	372	409	89	64	129	314	165	477	40	65	179
TOP2	80%	76%	83%	83%	73%	77%	82%	79%	77%	78%	81%	88%
			A									H

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

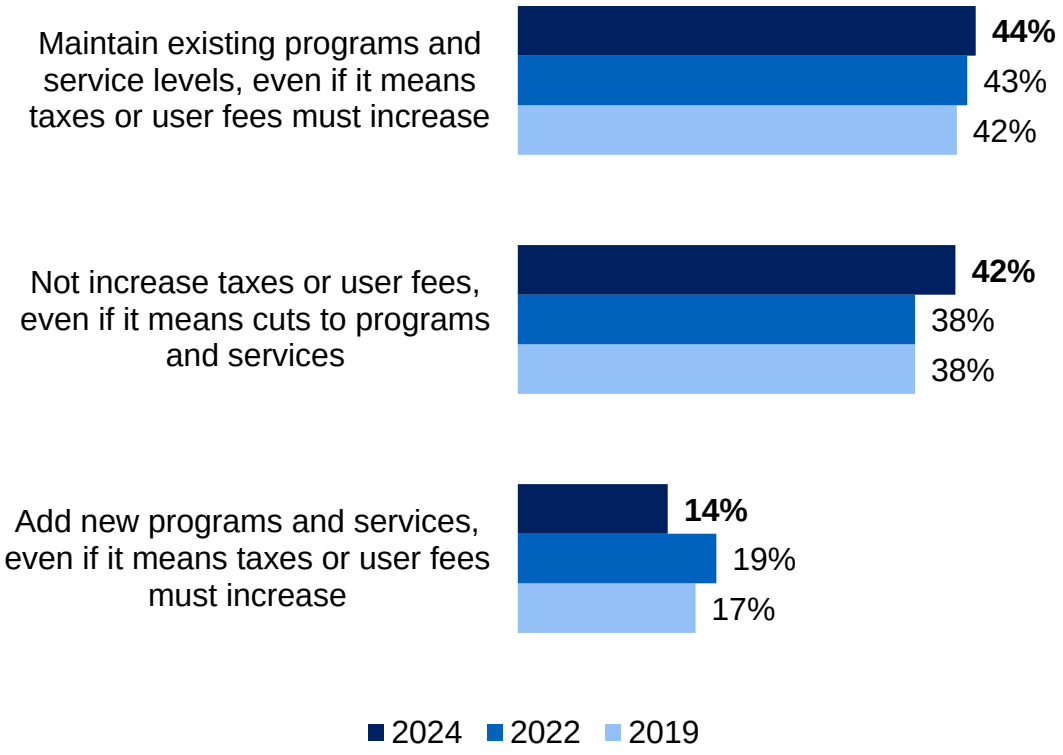
Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Sample Size: n=805
Base: All respondents (CATI)

OAKVILLE FORUM RESEARCH

Balance of Services and Taxation

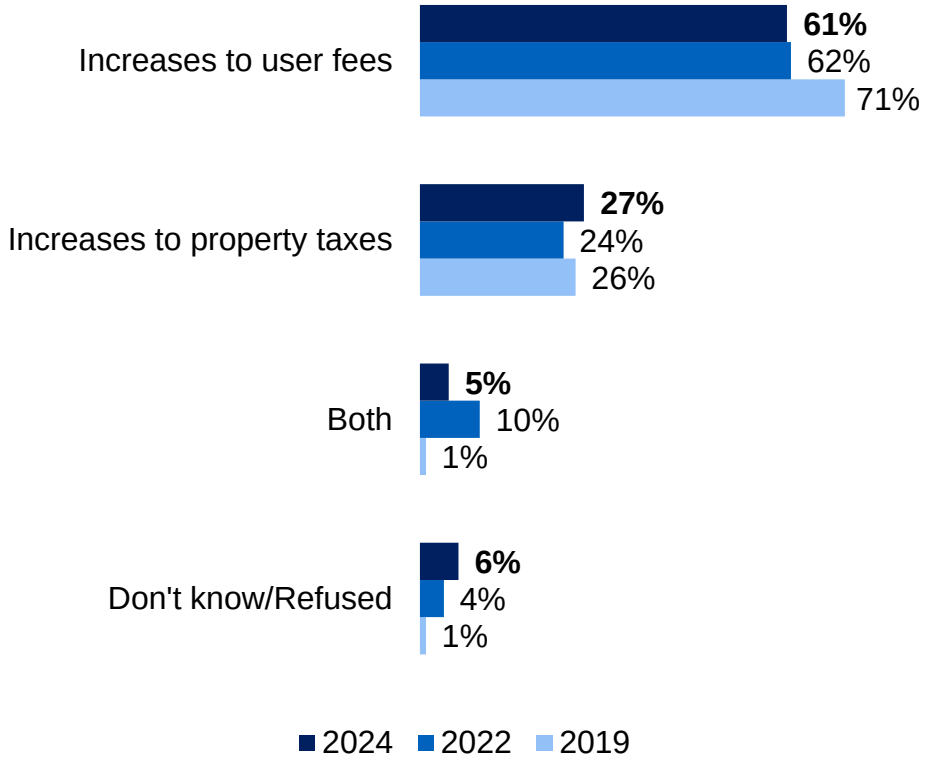
Compared to the 2022 survey results, there has been a slight decrease of 4 percentage points in the proportion of residents who preferred either maintaining service levels or adding services and facilities, even if it means an increase in taxes or user fees. Of those residents, 61% preferred increase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



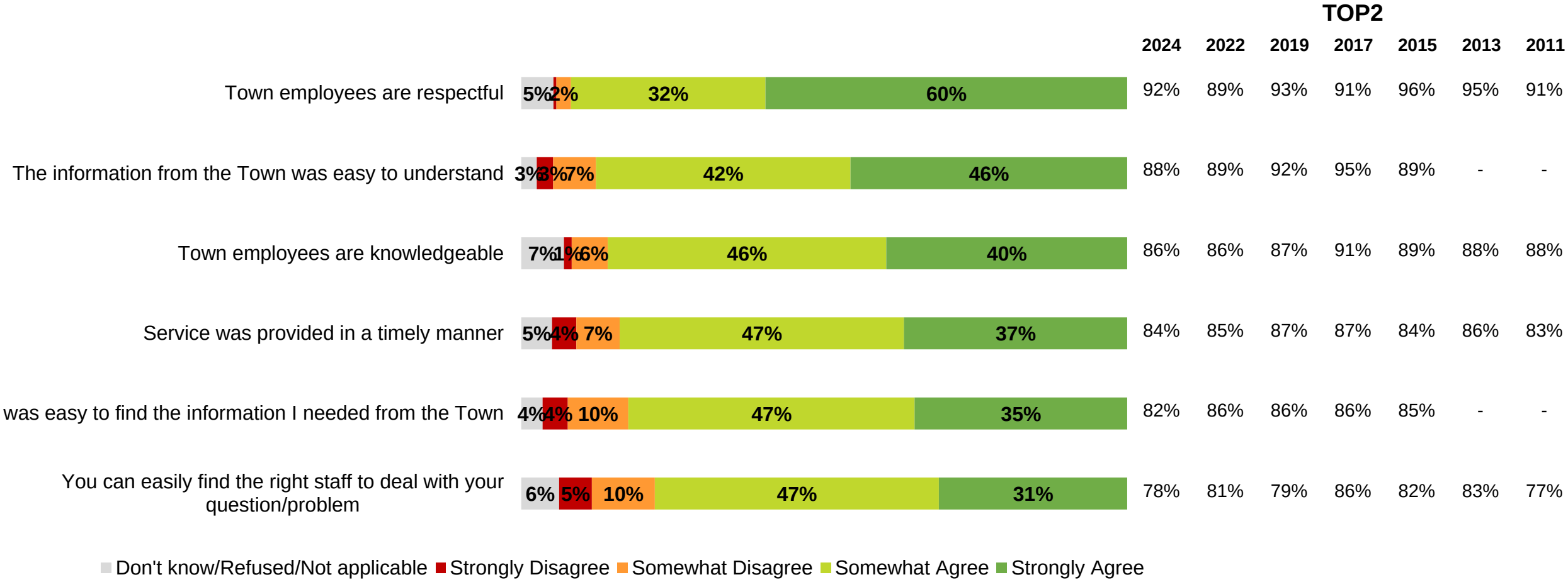
Q52a. Which of the following statements best reflects your view?
Sample Size: n=805
Base: All respondents (CATI)

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)

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.

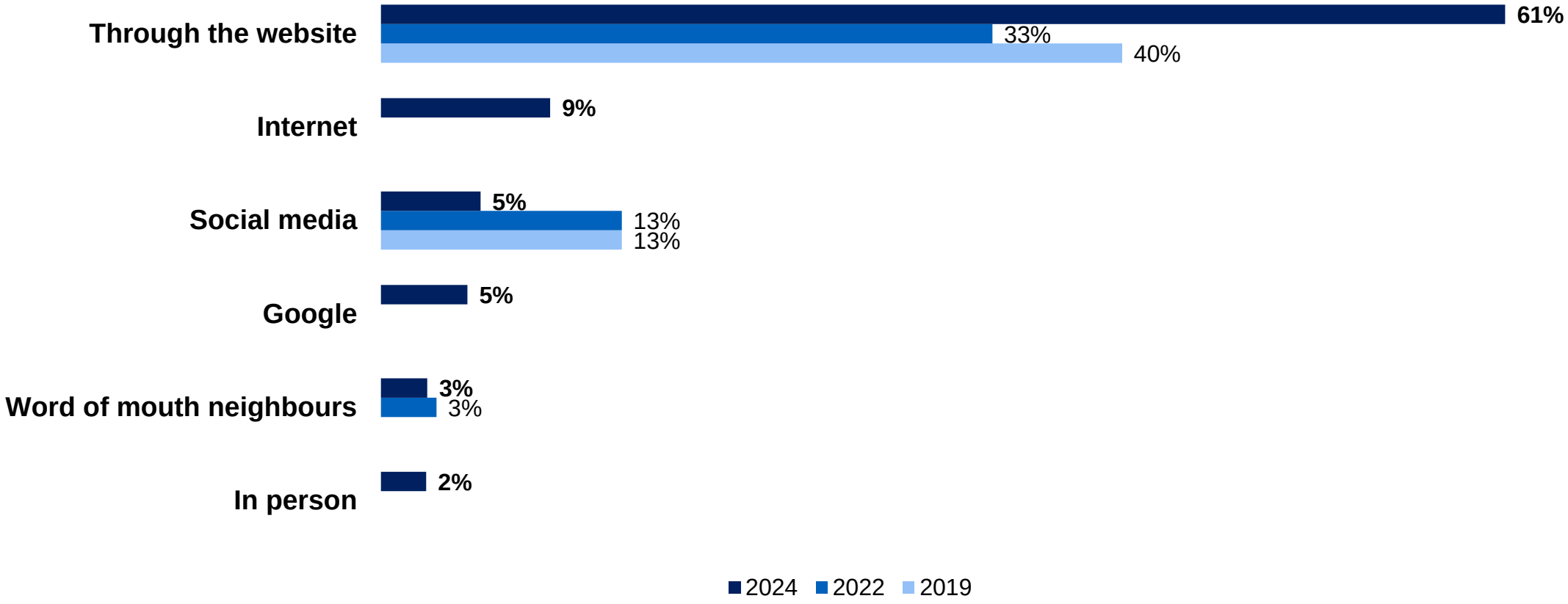
Q57. When dealing with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

Sample Size: n=805

Base: All respondents (CATI)

Finding Town Information

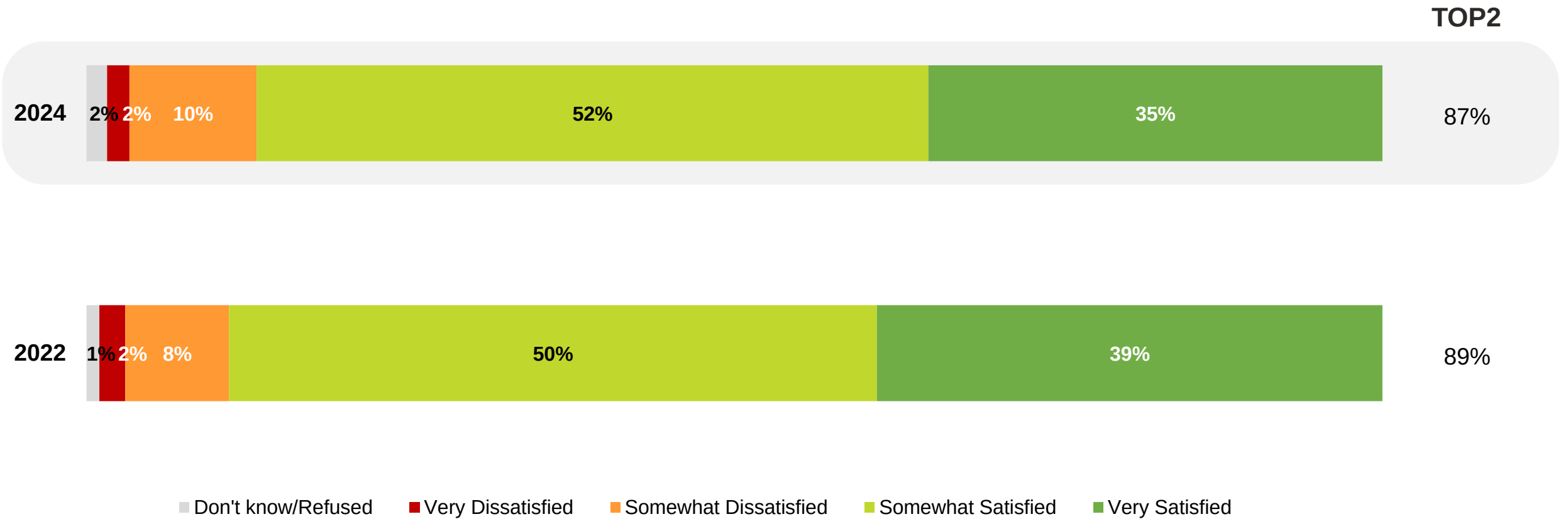
The majority of residents (61%) use the Town's website to find information about the Town of Oakville. Use of the Town's website is up 28 percentage points since 2022.



*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

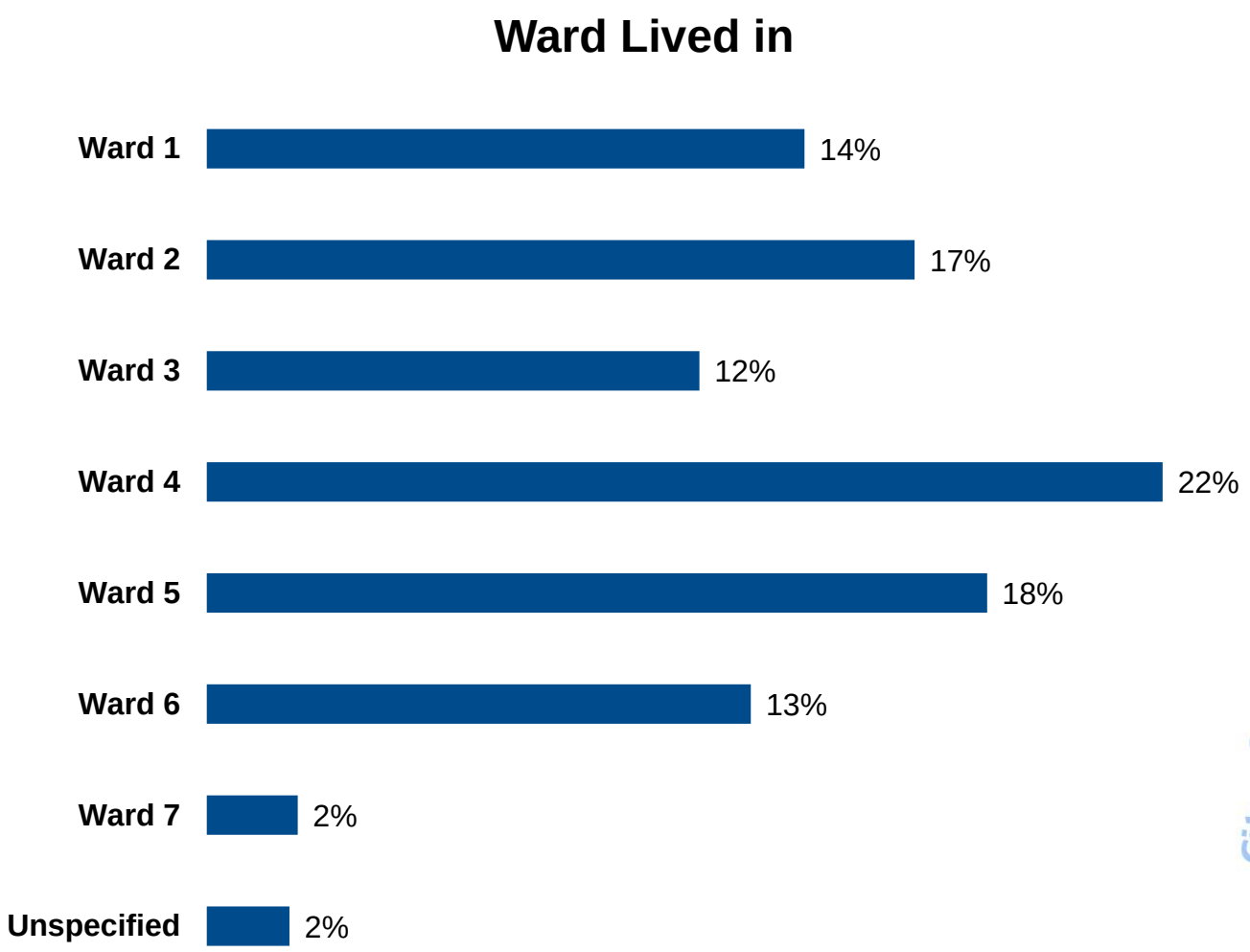
The majority of residents (TOP2: 87%) who have used the Town's website were satisfied with their experience using it.



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)

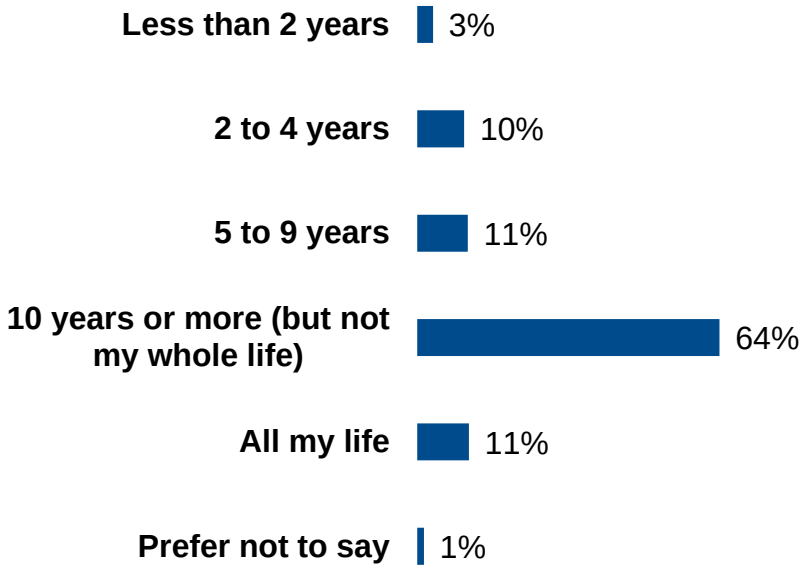
Demographics

Respondent Profile

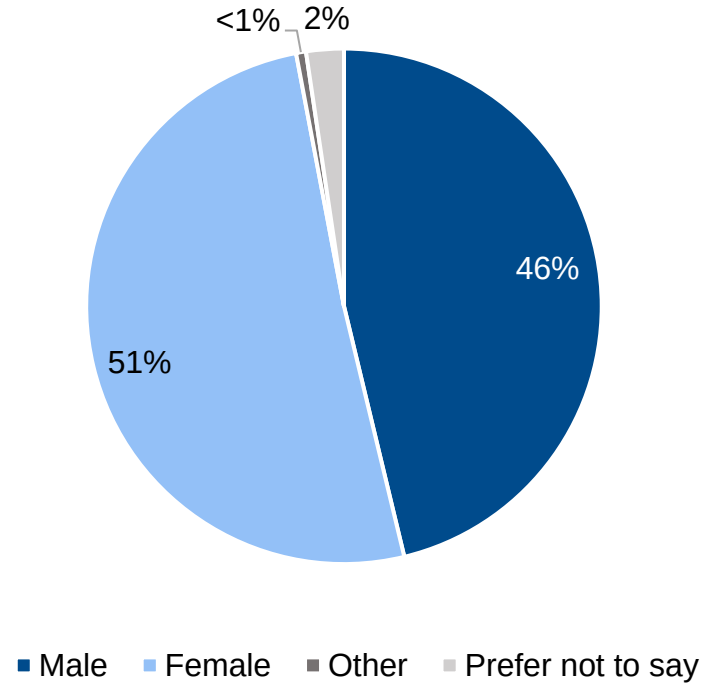


Respondent Profile

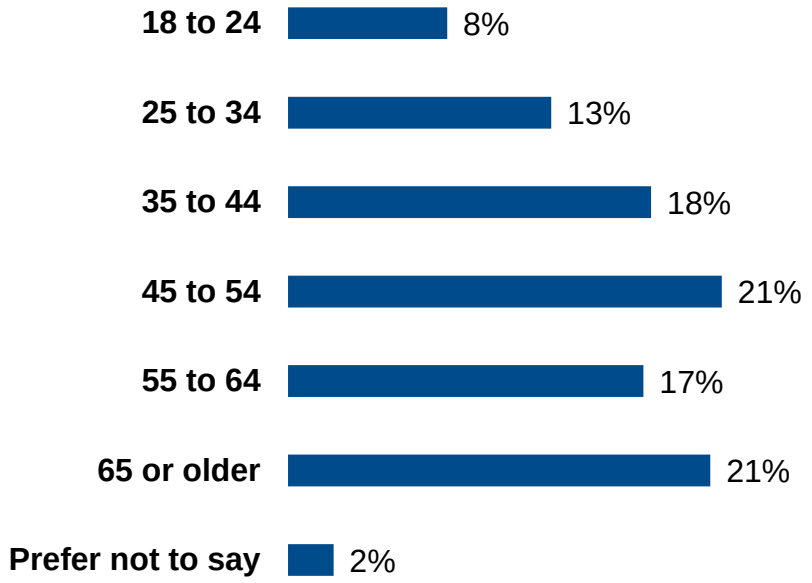
Years lived in Oakville



Gender

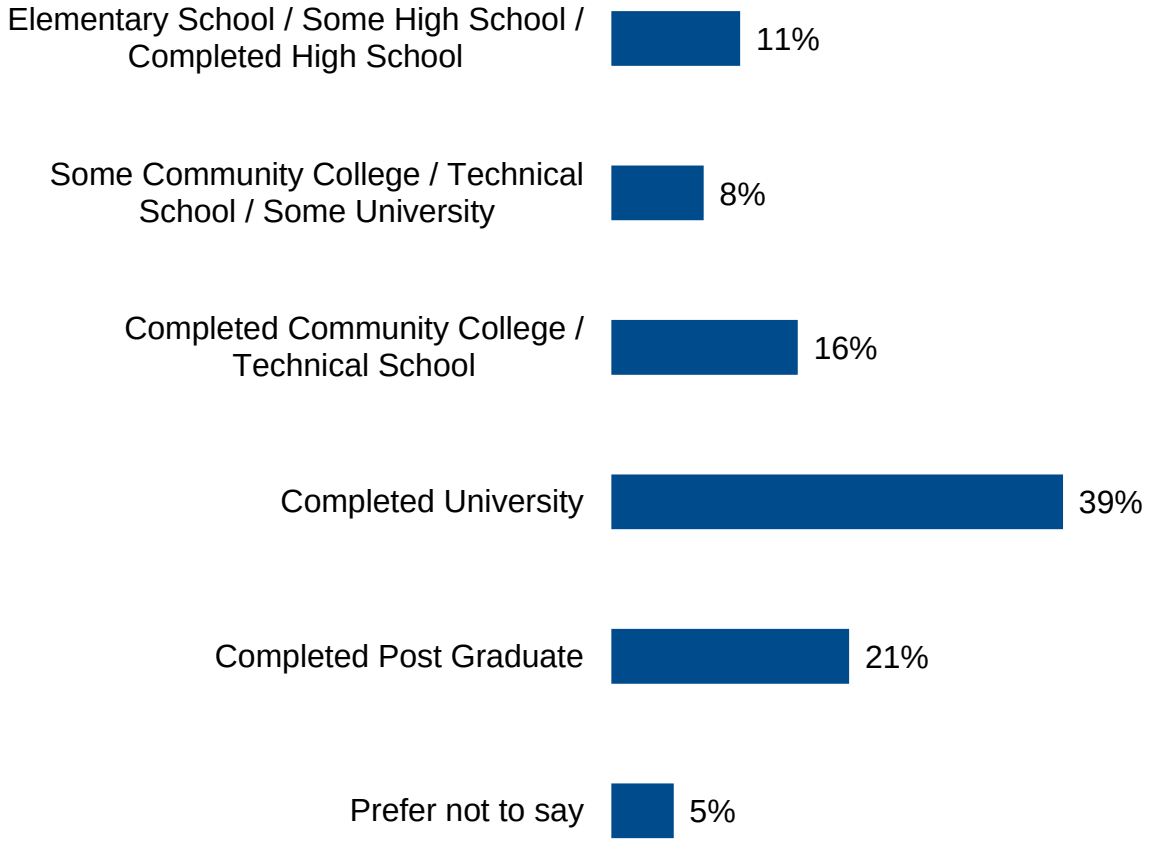


Age

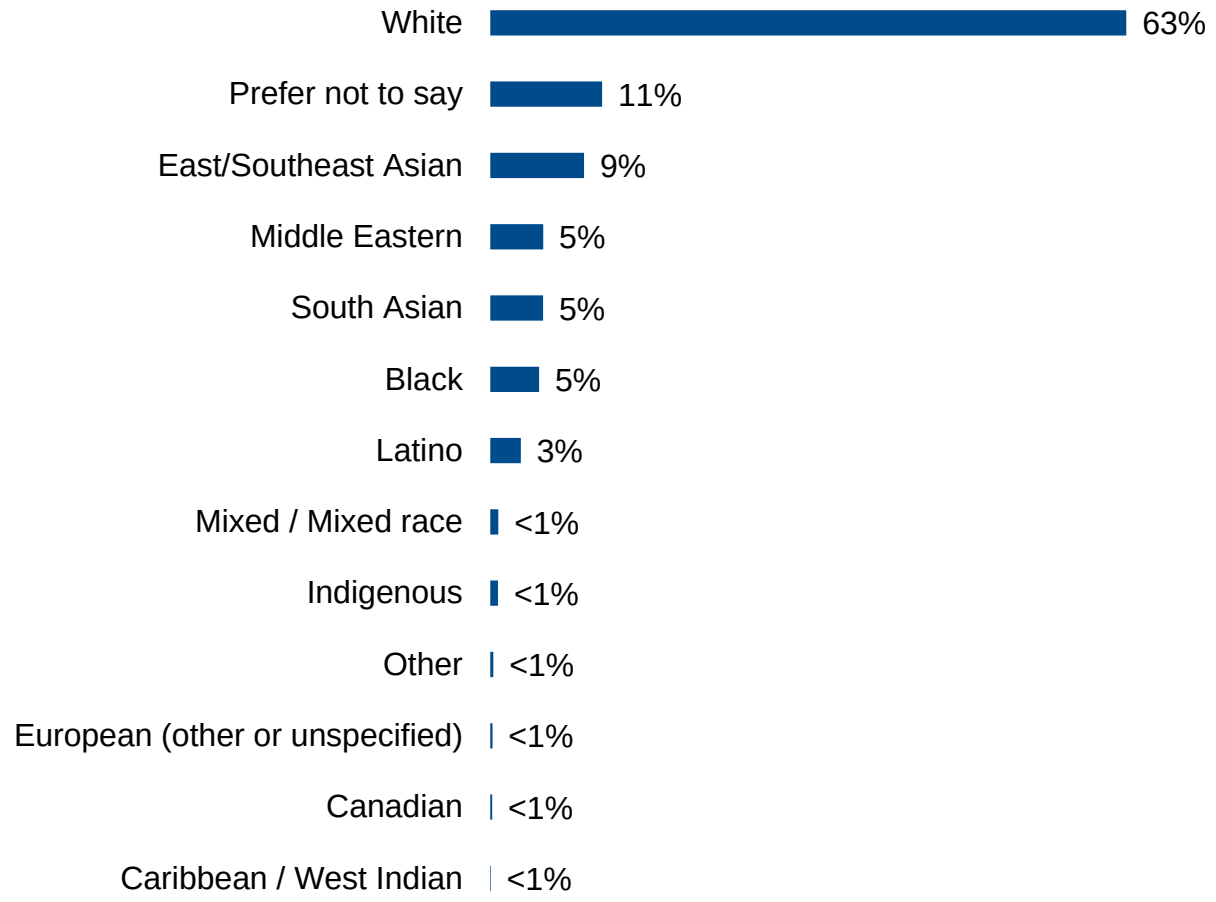


Respondent Profile

Education

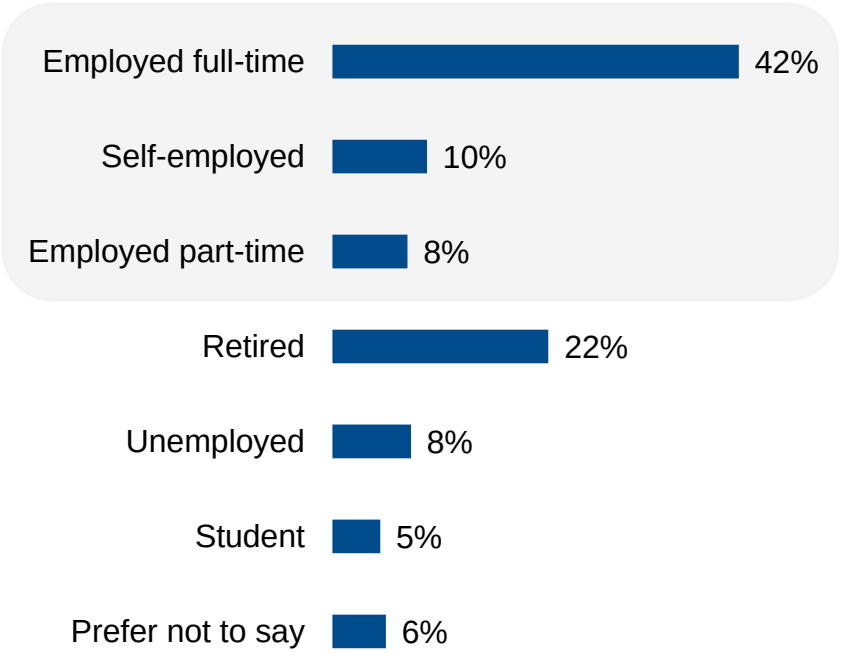


Ethnicity



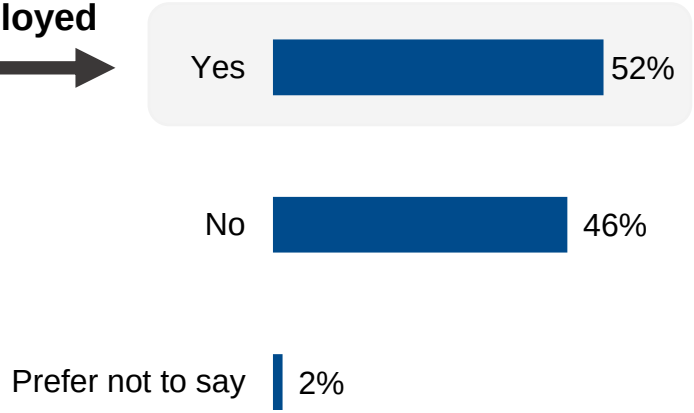
Respondent Profile

Employment Status

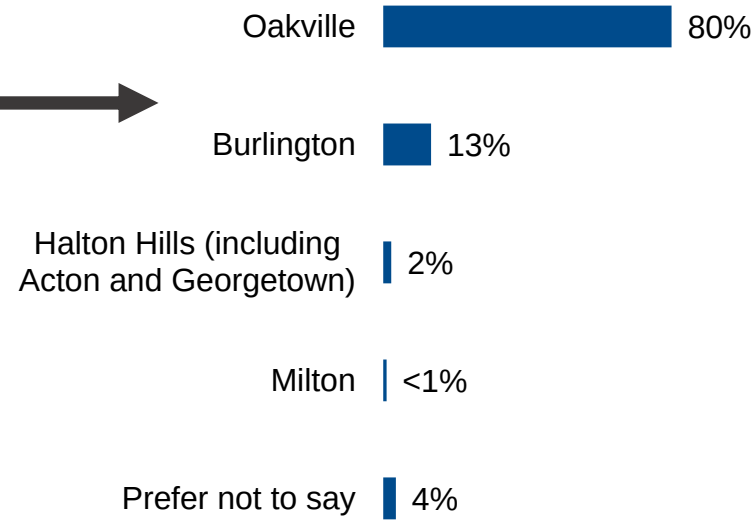


59% Employed

Working in Halton Region

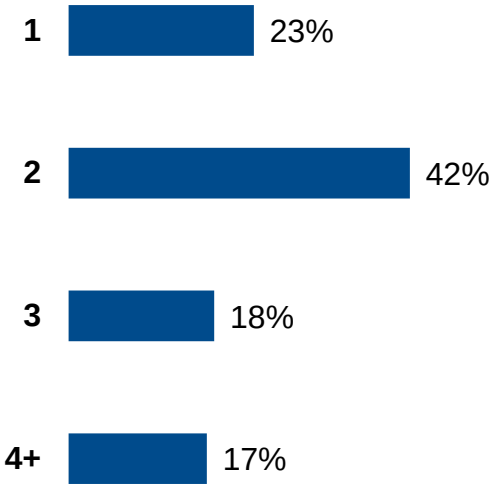


Cities Working in

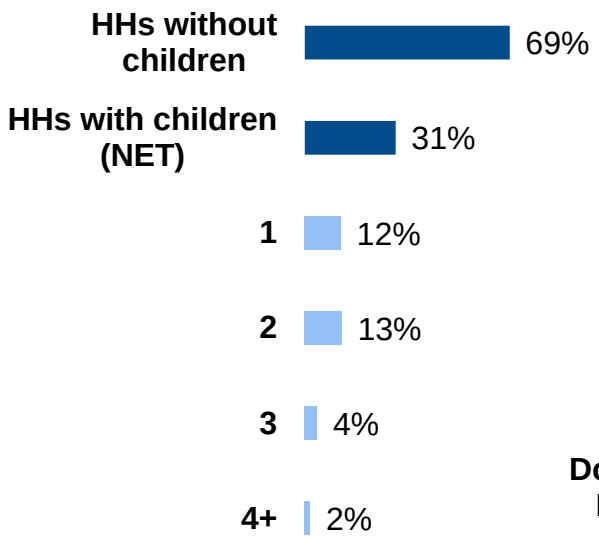


Respondent Profile

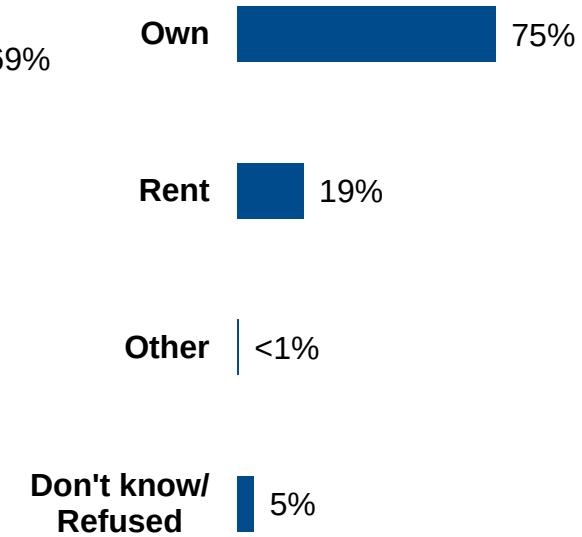
Number of Adults in the Household



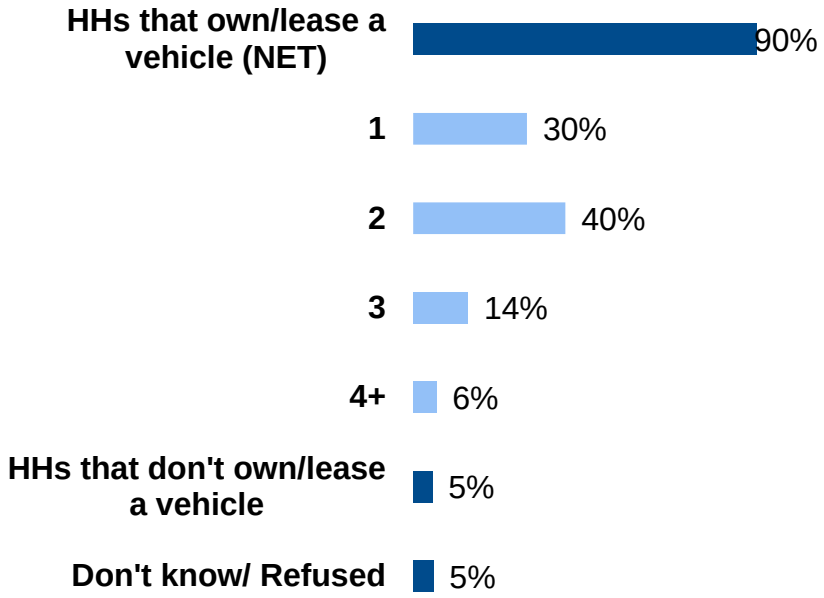
Number of Children in the Household



Home Ownership

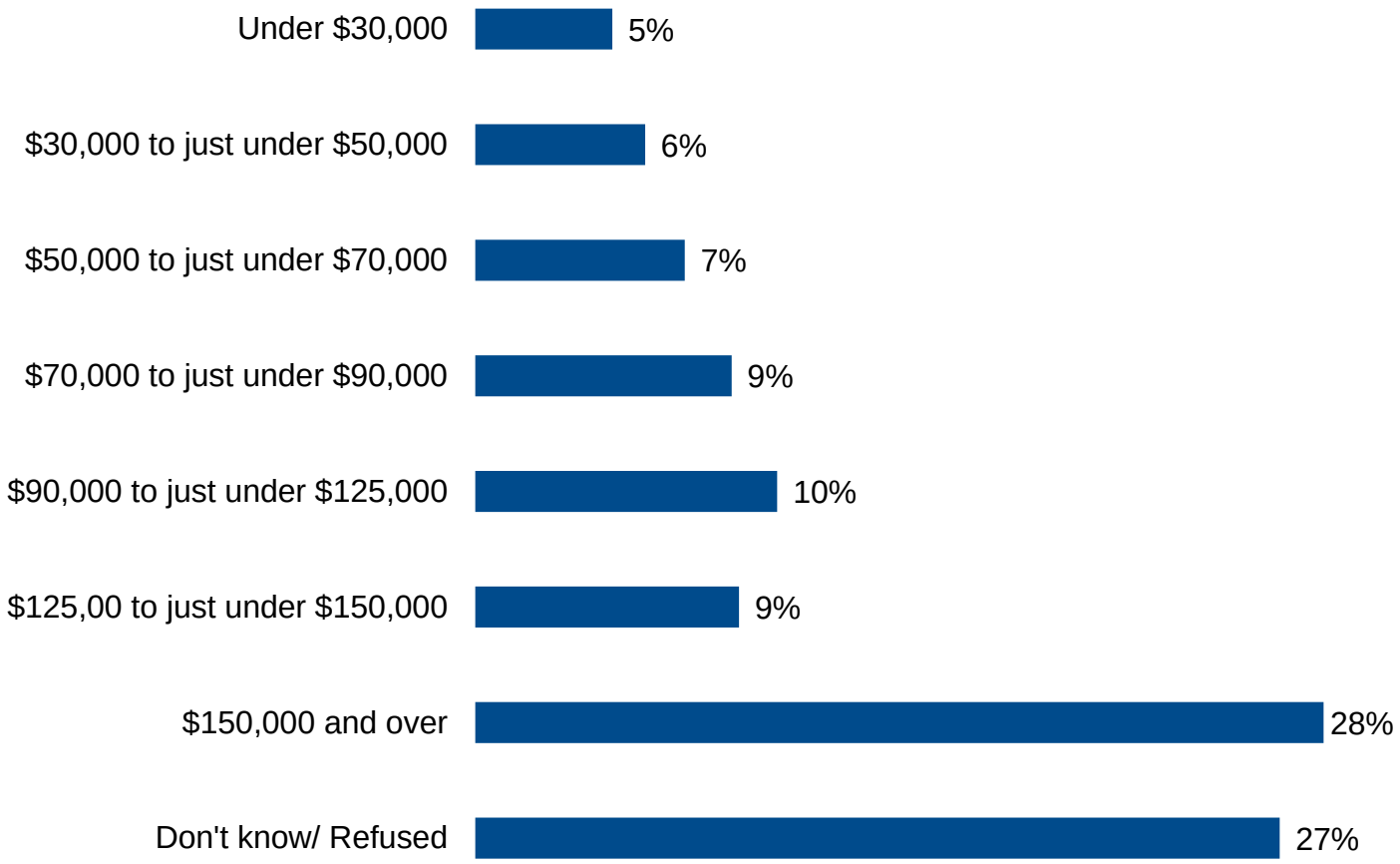


Car Ownership

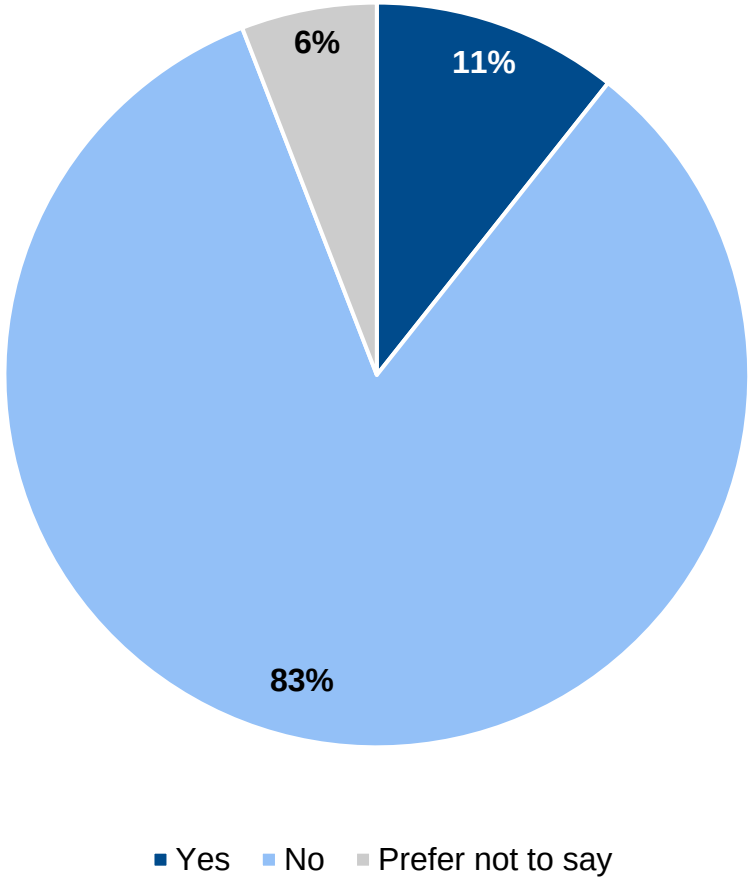


Respondent Profile

Household Income



Disability



Respondent Profile

Age	Forum Survey 2024 (u/w)	Forum Survey 2024 (w/t)	StatsCan Census (2021)
18 to 24	6%	8%	8%
25 to 34	8%	13%	13%
35 to 44	8%	18%	18%
45 to 54	19%	22%	22%
55 to 64	21%	18%	18%
65 and older	38%	21%	21%
Gender			
Male	50%	47%	48%
Female	49%	52%	52%
Income			
Under $30,000	5%	6%	8%
$30,000 to just under $50,000	7%	7%	8%
$50,000 to just under $70,000	9%	9%	9%
$70,000 to just under $90,000	12%	11%	9%
$90,000 to just under $125,000	14%	13%	15%
$125,00 to just under $150,000	10%	11%	9%
$150,000 and over	35%	36%	42%

Education	Forum Survey 2024 (u/w)	Forum Survey 2024 (w/t)	StatsCan Census (2021)
Elementary School / Some High School / Completed High School	11%	12%	9%
Some Community College / Technical School / Some University	10%	8%	-
Completed Community College / Technical School	16%	17%	49%
Completed University	40%	41%	34%
Completed Post Graduate	23%	22%	8%
Household			
Own	82%	79%	78%
Rent	17%	20%	22%
Household Size			
1	24%	20%	18%
2	33%	28%	28%
3	15%	17%	19%
4+	28%	35%	35%
Employment			
Employed (full-time, part-time, self-employed)	53%	63%	58%
Unemployed	6%	9%	8%
Not in the labour force (student, retired)	42%	29%	35%

Note: CATI results throughout this report have been statistically weighted by age and gender only. Gender and age percentages from the 2021 Census data represent residents 20 years of age and older. Income, education, and employment percentages represent residents 15 years of age and older. Prefer not to answer was excluded from the calculation.

StatsCan Sources: Statistics Canada. Census Profile, 2021Census

Respondent Profile

Ward	Forum Survey 2024 (u/w)	Forum Survey 2024 (w/t)	StatsCan Census (2021)
Ward 1	16%	14%	15%
Ward 2	17%	17%	14%
Ward 3	13%	12%	13%
Ward 4	19%	22%	24%
Ward 5	18%	18%	18%
Ward 6	14%	13%	13%
Ward 7	1%	2%	3%

Ethnicity	Forum Survey 2024 (u/w)	Forum Survey 2024 (w/t)	StatsCan Census (2021)
White	79%	71%	57%
East/Southeast Asian	7%	10%	16%
Middle Eastern	4%	6%	6%
South Asian	5%	6%	14%
Black	4%	5%	3%
Latino	3%	3%	2%
Mixed / Mixed race	1%	<1%	-
Indigenous	<1%	<1%	-
European (other or unspecified)	<1%	<1%	-
Canadian	<1%	<1%	-
Caribbean / West Indian	<1%	<1%	-

Note: CATI results throughout this report have been statistically weighted by age and gender only. Ward percentages are from the Town of Oakville proposal (2021). Ethnicity percentages is from the 2021 Census Profile. Prefer not to answer was excluded from the calculation.
StatsCan Sources: Statistics Canada. Census Profile, 2021 Census

Online Self-Selected Survey Results

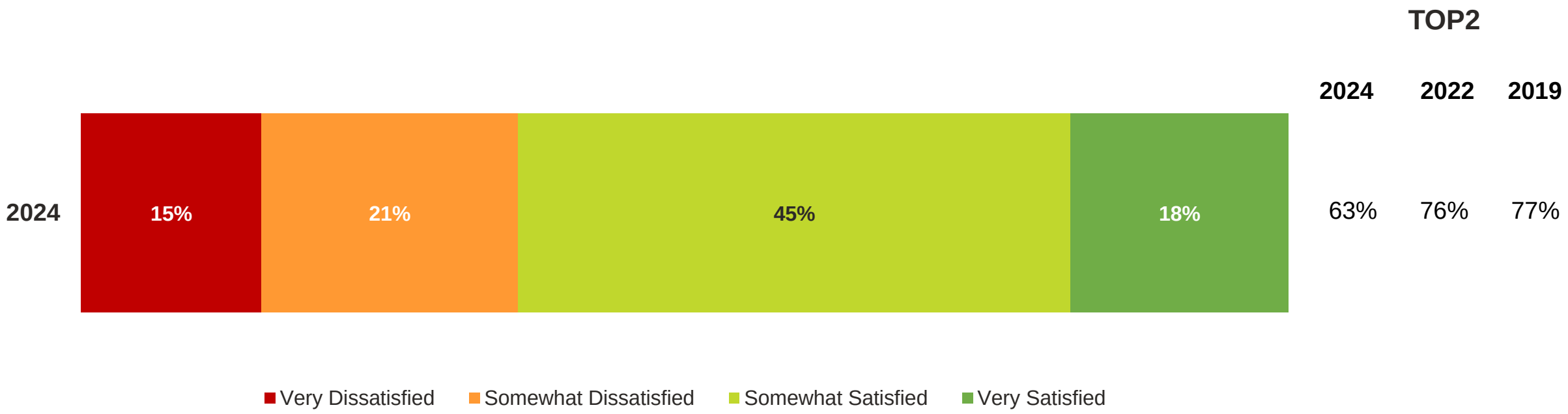
Issue Agenda

The most commonly stated issues facing the Town of Oakville were housing, traffic, and growth.

Note: Visual excludes “Don’t know”
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=782
Base: All respondents (CAWI)

Satisfaction with the Town of Oakville Government

3 in 5 residents (TOP2: 63%) are satisfied with the Town of Oakville Government. TOP2 satisfaction has decreased by 13 percentage points since 2022.



Note: Visual excludes “Don’t know” and “Refused”
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=782
Base: All respondents (CAWI)

Qualities that make Oakville Vibrant and Livable

The most commonly stated qualities that make Oakville livable and vibrant were parks, downtown, and trails.

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=782
Base: All respondents (CAWI)

Livability in Oakville Compared to rest of GTA

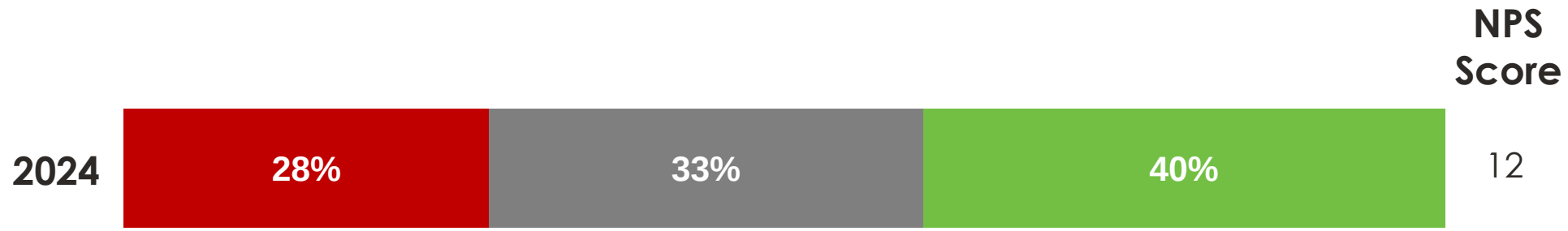
Almost three quarters of residents (73%) think that Oakville is better than most areas of the GTA in terms of livability.

Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...
Sample Size: n=782
Base: All respondents (CAWI)

Recommending the Town of Oakville

Net Promoter Score (NPS) Analysis

A positive NPS of 12 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not.



Net Promoter Score (2024 Online) = 40 − 28 = 12

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=782
Base: All respondents (CAWI)

Change in Quality of Life

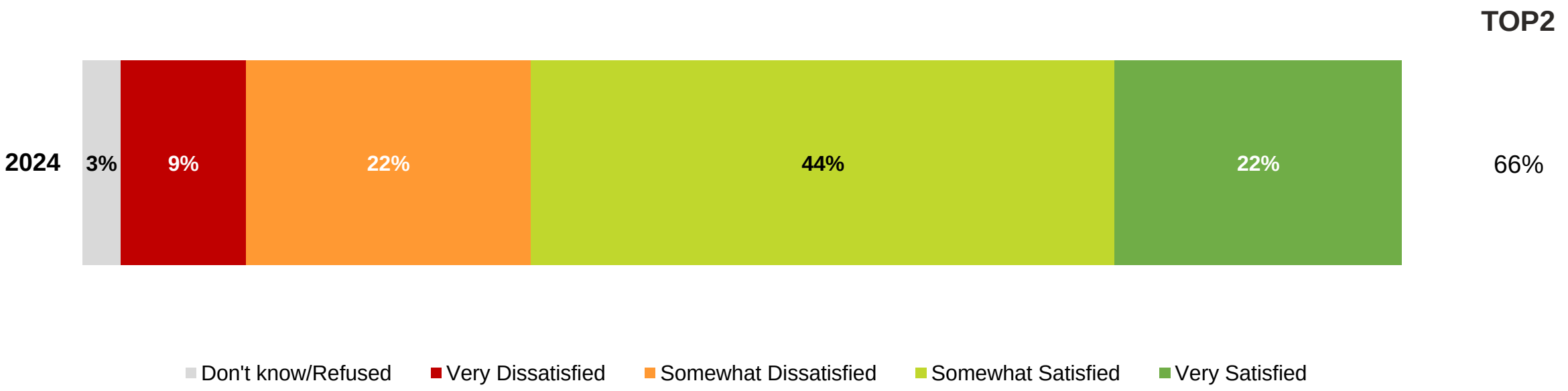
While almost 1 in 10 residents (7%) think the quality of life in Oakville has become better in the past 2 years, one third (32%) say it stayed the same and more than half (59%) say it has become worse.

*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= 782
Base: All respondents (CAWI)

Satisfaction with Sense of Belonging with the Community

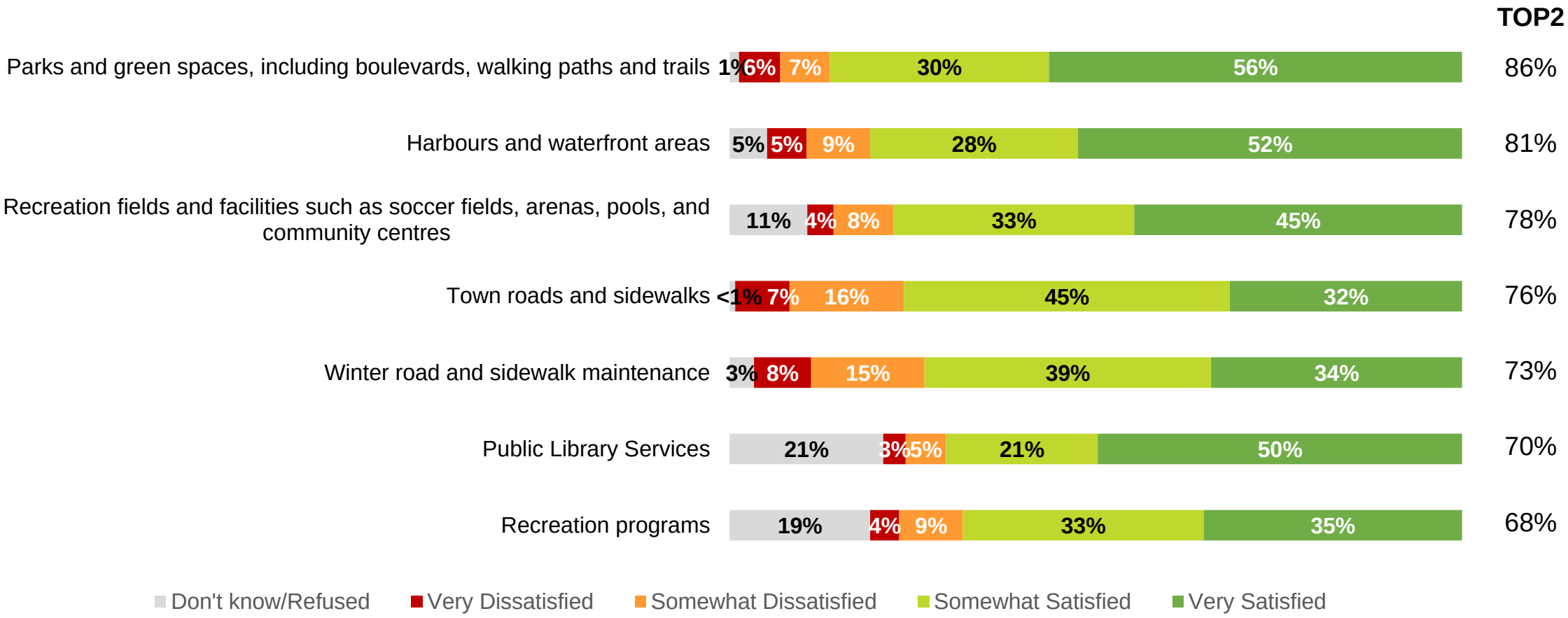
Two thirds of residents (TOP2: 66%) are satisfied with their sense of belonging with the community.



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=782
Base: All respondents (CAWI)

Satisfaction with the Town Services

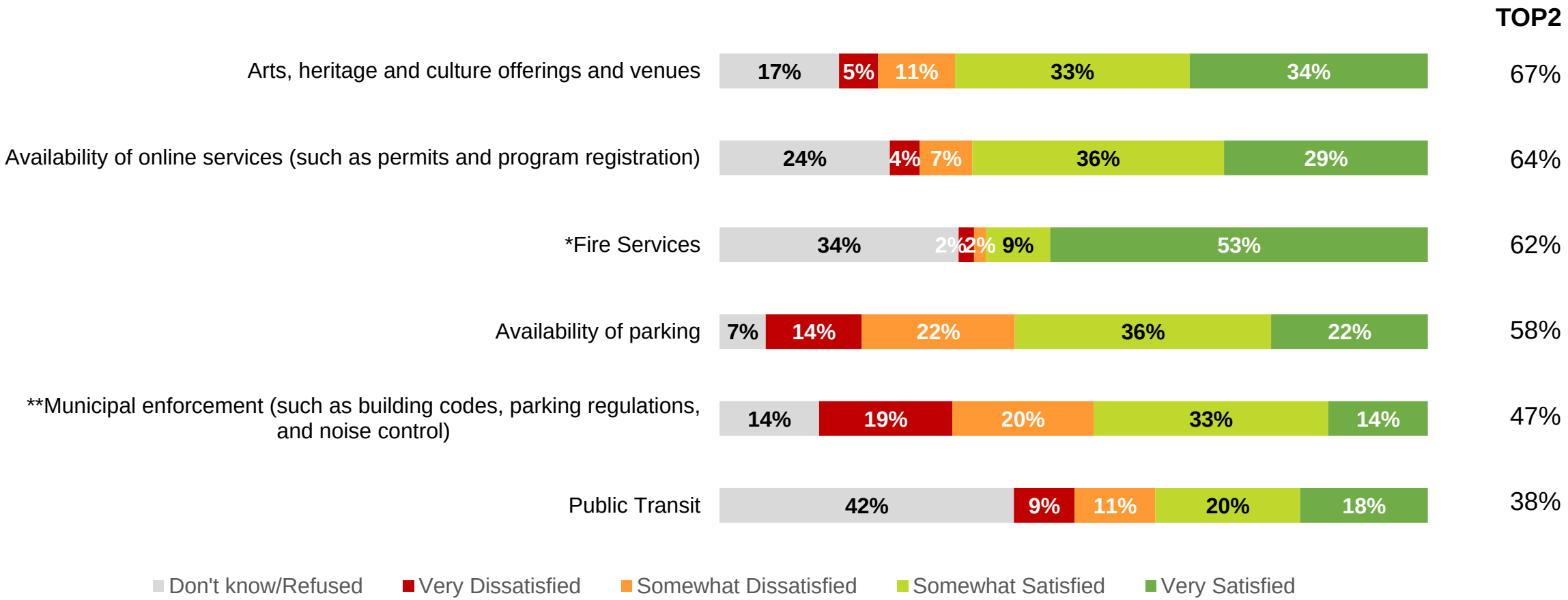
Residents expressed high satisfaction levels with various service areas, where parks & green spaces (TOP2: 86%) and harbours & waterfront areas (TOP2: 81%) topped the list.



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=782
Base: All respondents (CAWI)

Satisfaction with the Town Services (con'd)

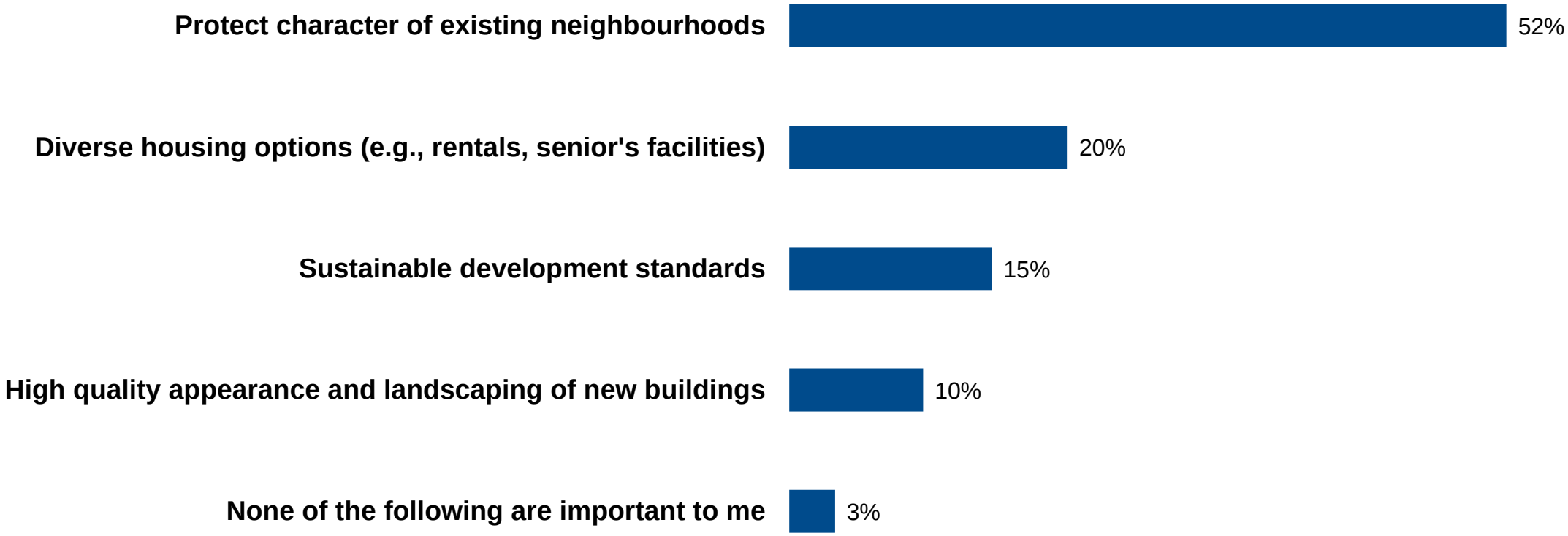
Municipal enforcement (TOP2: 47%) and public transit (TOP2: 38%) were the services that residents were least likely to feel satisfied with.



*Note: Fire services was called emergency services in previous survey waves.
**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=782
Base: All respondents (CAWI)

Important Considerations for Growth and Land Use Planning

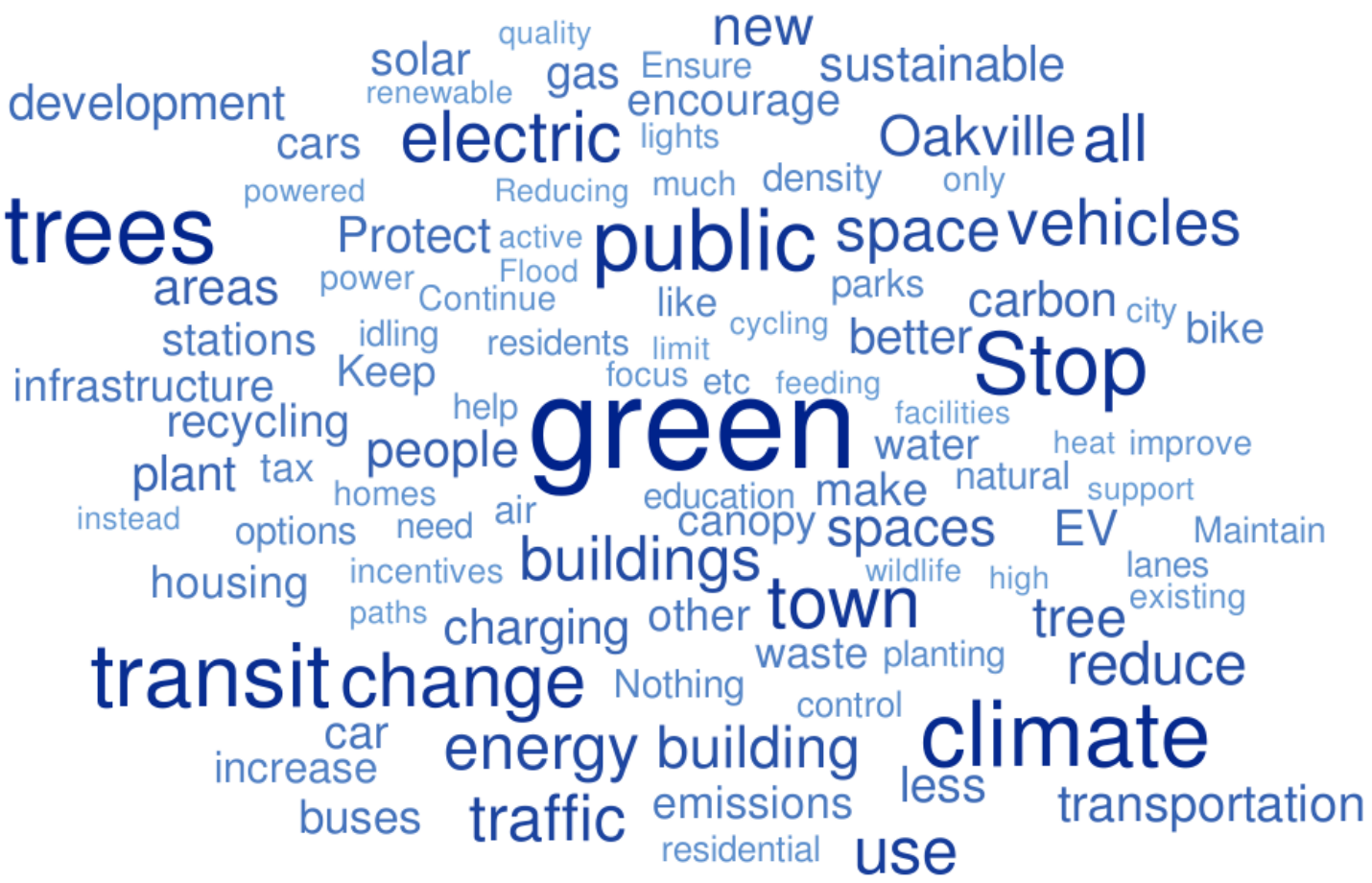
As it related to growth and land use planning, protecting the character of existing neighbourhoods (52%) was mentioned by half of the residents.



NEWQ1. As it relates to growth and land use planning, what, if anything, is most important to you?
Sample Size: n=782
Base: All respondents (CAWI)

Response to Climate Change: Top Priority

The most commonly stated priorities in response to climate change were green, trees, climate, and transit.



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

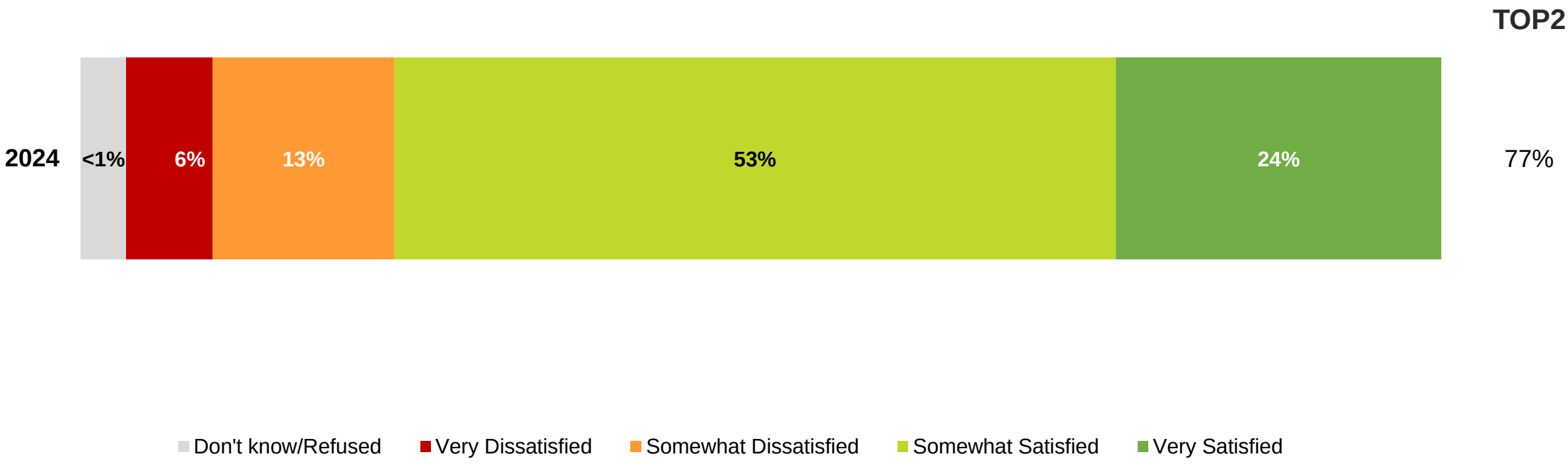
Q41. In your opinion, what should the Town of Oakville prioritize in its response to climate change? [OPEN-END]

Sample Size: n=782

Base: All respondents (CAWI)

Overall Satisfaction with the Quality of Services

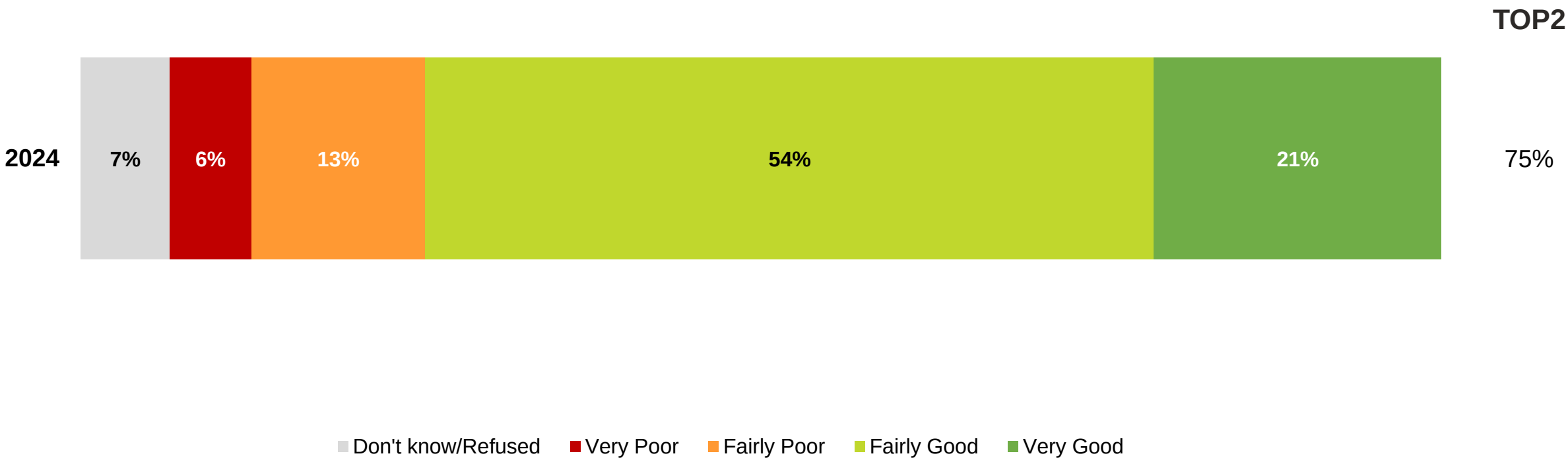
Over 3 in 4 residents (TOP2: 77%) are satisfied with the overall quality of the services provided by the Town of Oakville.



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=782
Base: All respondents (CAWI)

Value for Tax Dollars

3 in 4 residents (TOP2: 75%) think they receive overall a good value for their tax dollars considering the programs and services provided by the Town.

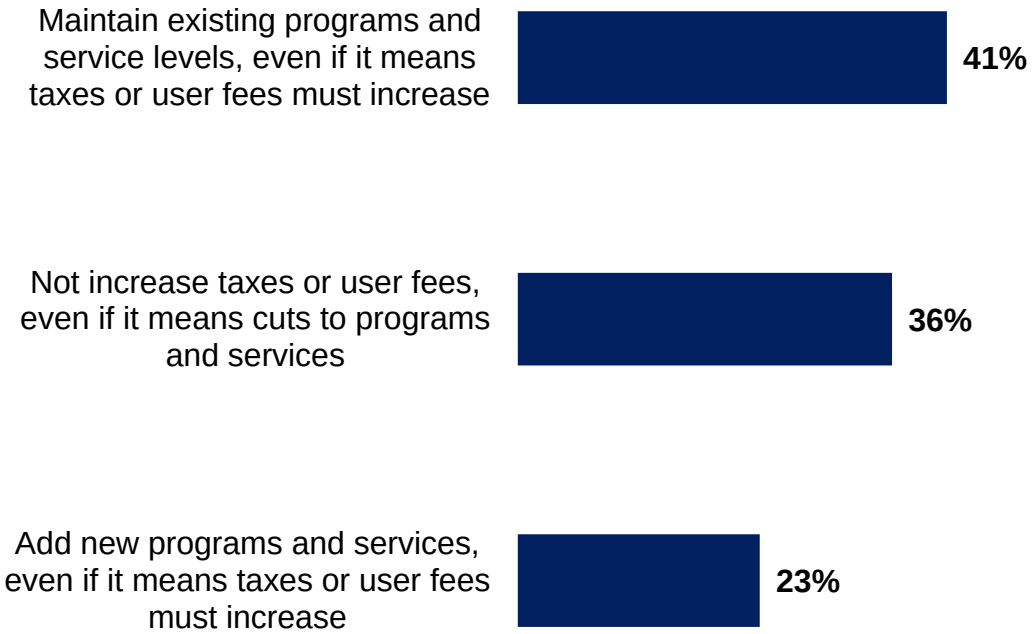


Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Sample Size: n=782
Base: All respondents (CAWI)

Balance of Services and Taxation

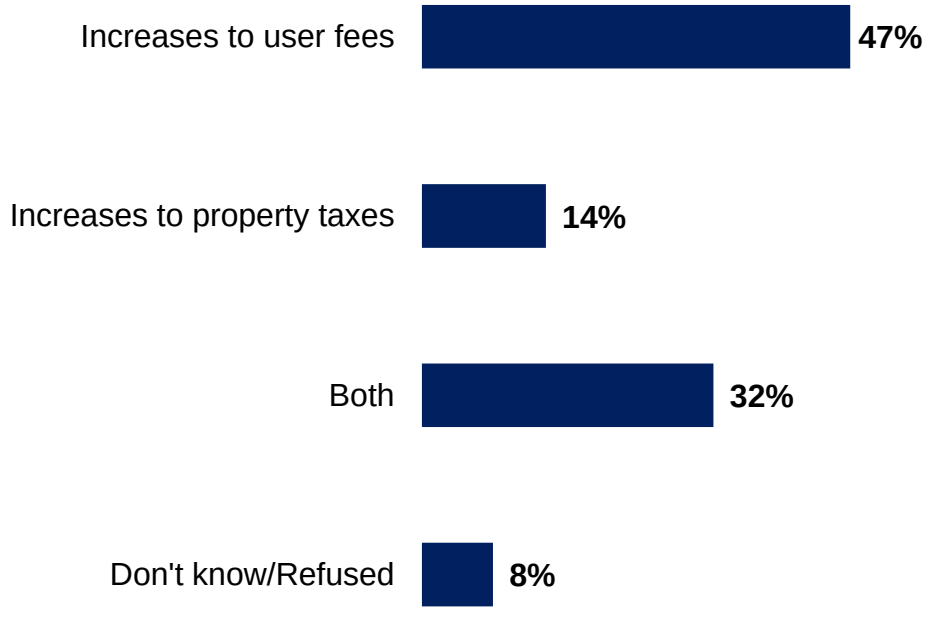
Two thirds of residents (64%) prefer maintaining service levels or adding services and facilities, even if it means an increase in taxes or user fees. Of those residents, 47% preferred increase to user fees while 14% preferred increase to property taxes. 32% preferred a combination of user fees and property taxes.

Increase or Decrease in Taxes or User Fees



64%
of respondents preferred an increase in taxes or user fees

Increase User Fees or Property Taxes

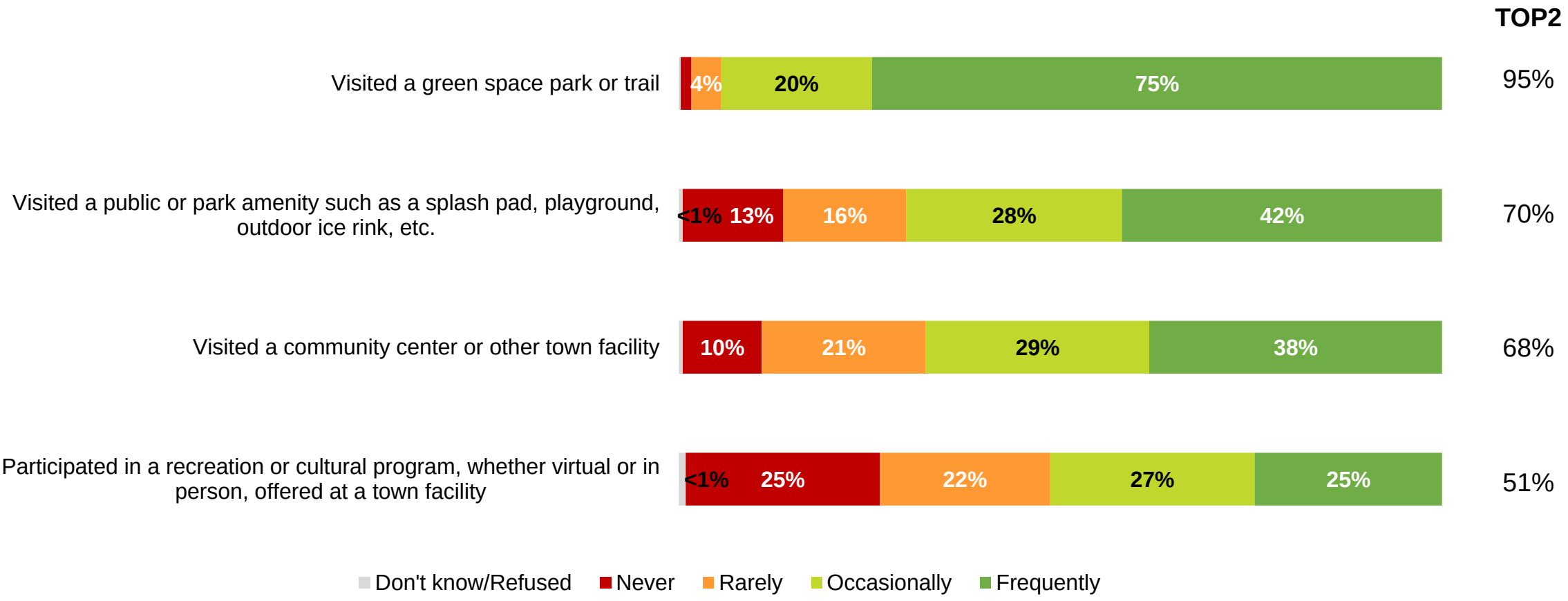


Q52a. Which of the following statements best reflects your view?
Sample Size: n=782
Base: All respondents (CAWI)

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=502
Base: Respondents who said they should add new services and facilities or maintain existing service levels (CAWI)

Frequency of Activities in the Last 12 Months

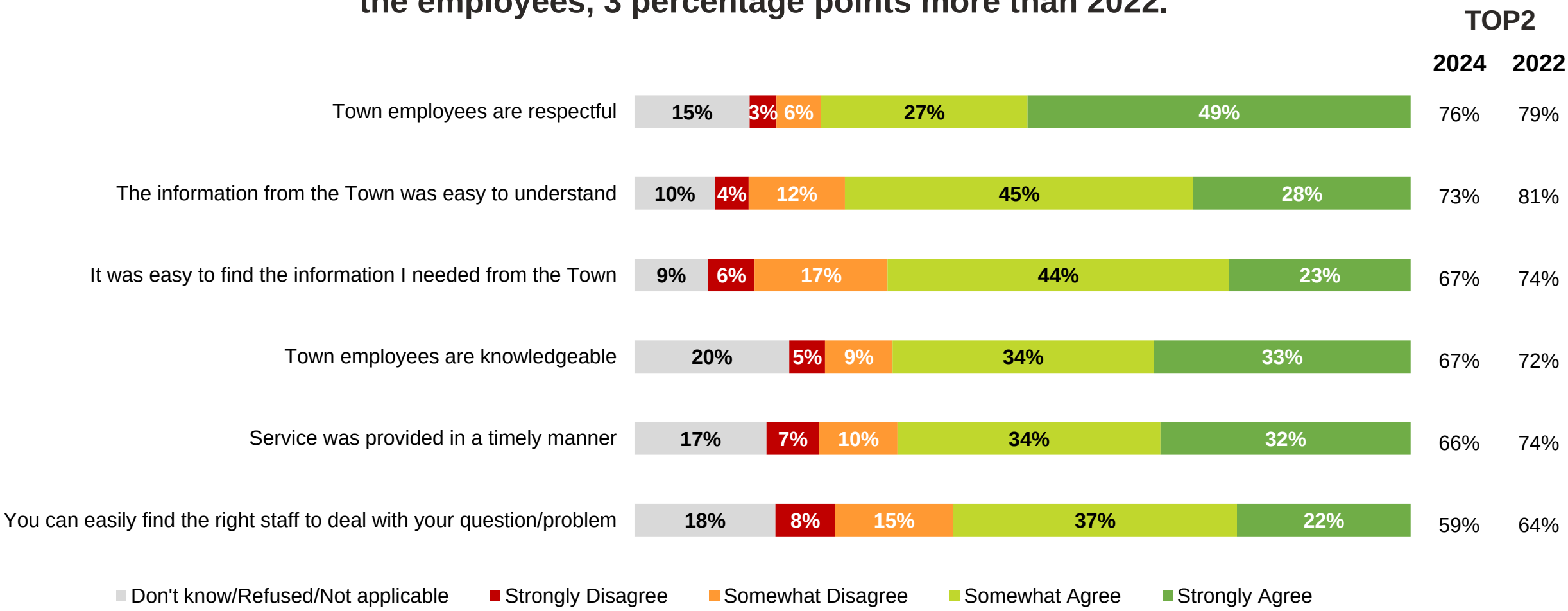
The majority of residents (TOP2: 95%) regularly visited green spaces/parks/trails in the past 12 months.



Q54. Within the past 12 months, how often have you done each of the following activities?
Sample Size: n=782
Base: All respondents (CAWI)

Town Contact Service Evaluations

When dealing with the Town, 9 in 10 residents (TOP2: 92%) are satisfied with the respectfulness of the employees, 3 percentage points more than 2022.

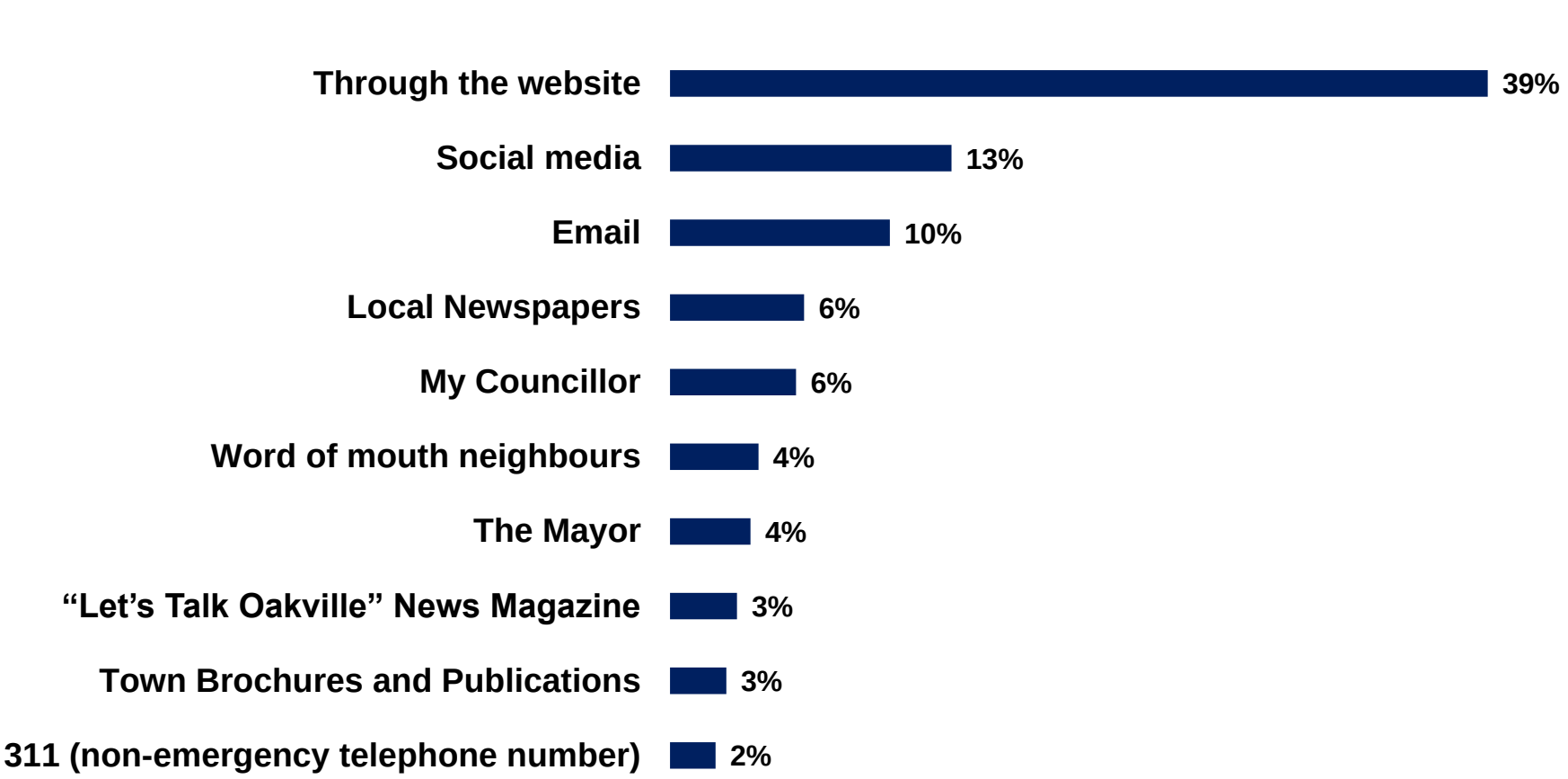


*Note: respondents were asked to base their response on their most recent interaction with the Town in the previous report.
Q57. When dealing with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Sample Size: n=782
Base: All respondents (CAWI)

OAKVILLE FORUM RESEARCH

Finding Town Information

Nearly 2 in 5 residents (39%) use the Town's website to find information about the Town of Oakville.



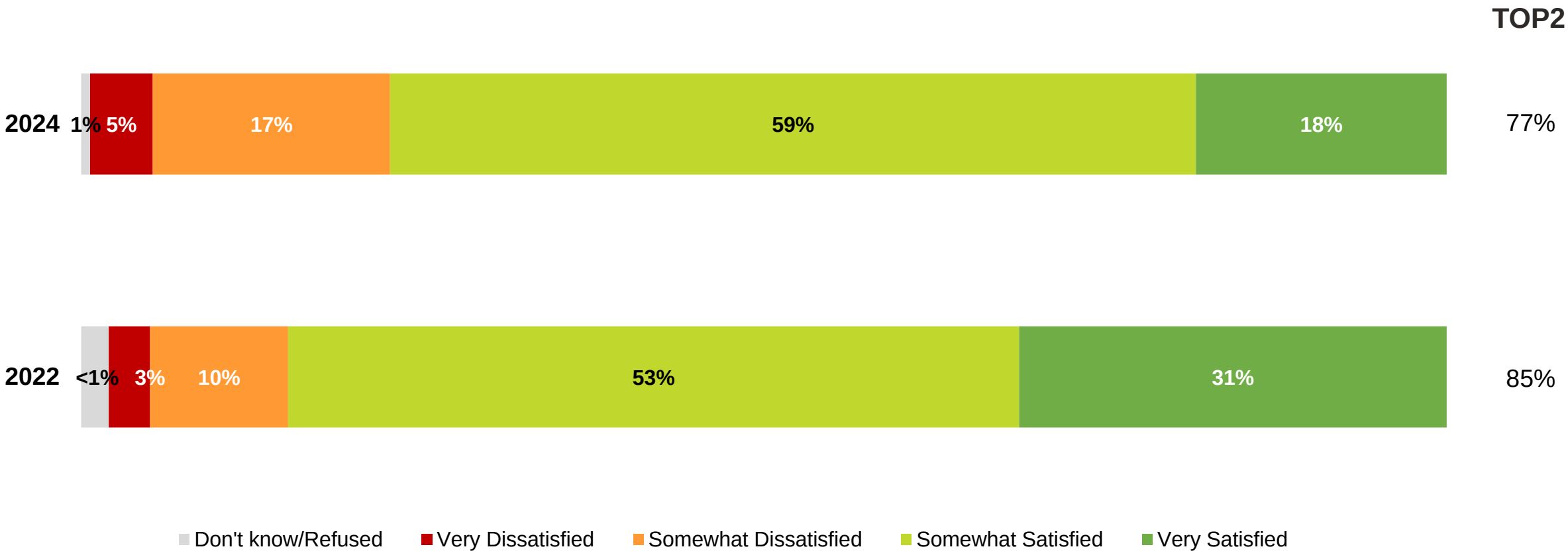
	2022	2019*
Through the website	71%	41%
Social media	32%	2%
Email	51%	17%
Local Newspapers	-	-
My Councillor	-	-
Word of mouth neighbours	-	-
The Mayor	-	-
"Let's Talk Oakville" News Magazine	-	-
Town Brochures and Publications	-	-
311 (non-emergency telephone number)	-	-

*The question in the 2019 survey 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.

*Note: visual shows mentions with 2% and higher, and excludes "somewhere else", "don't know", and "refused"
Q63. How do you most often find information about the Town of Oakville? [OPEN-ENDED]
Sample Size: n=782
Base: All respondents (CAWI)

Satisfaction with Town's Website

The majority of residents (TOP2: 77%) who have interacted with the Town using the Town's website were satisfied with their experience using it.

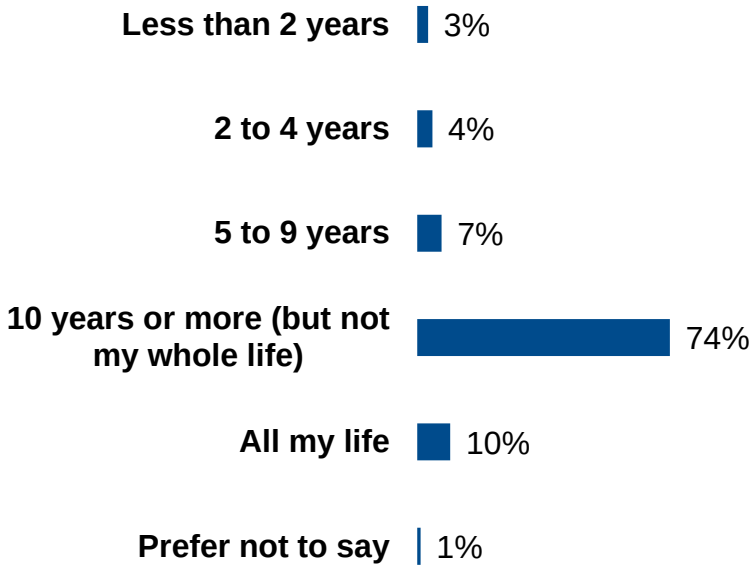


Z6. You selected the Town of Oakville's website as a way you find information about the town. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your experience using the Town's website?
Sample Size: n=305
Base: Respondents who used the Town of Oakville website (CAWI)

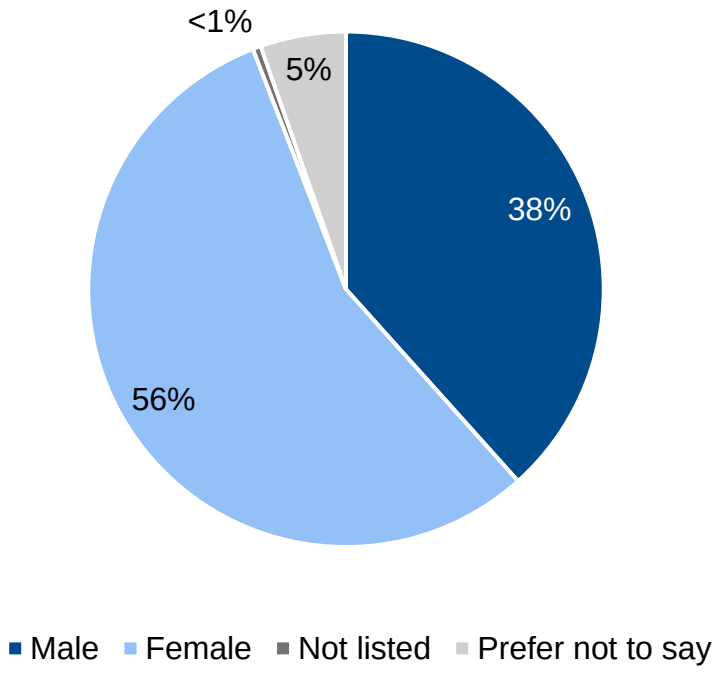
Demographics

Respondent Profile

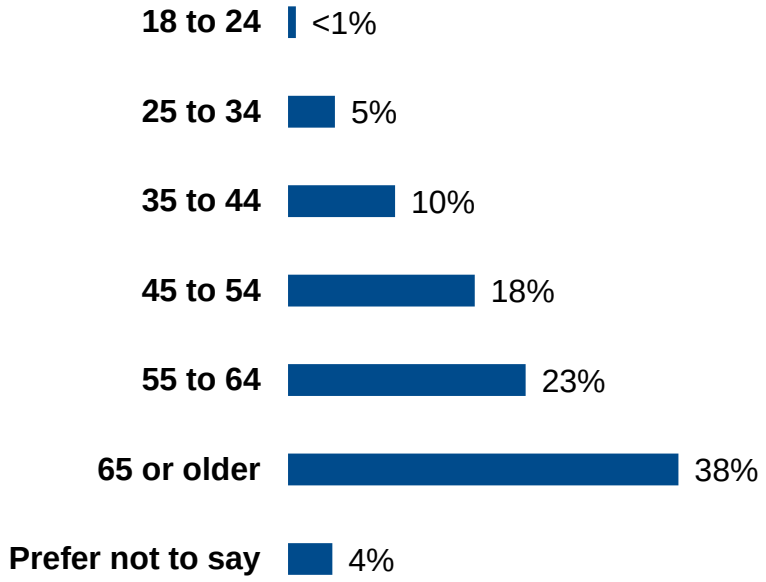
Years lived in Oakville



Gender

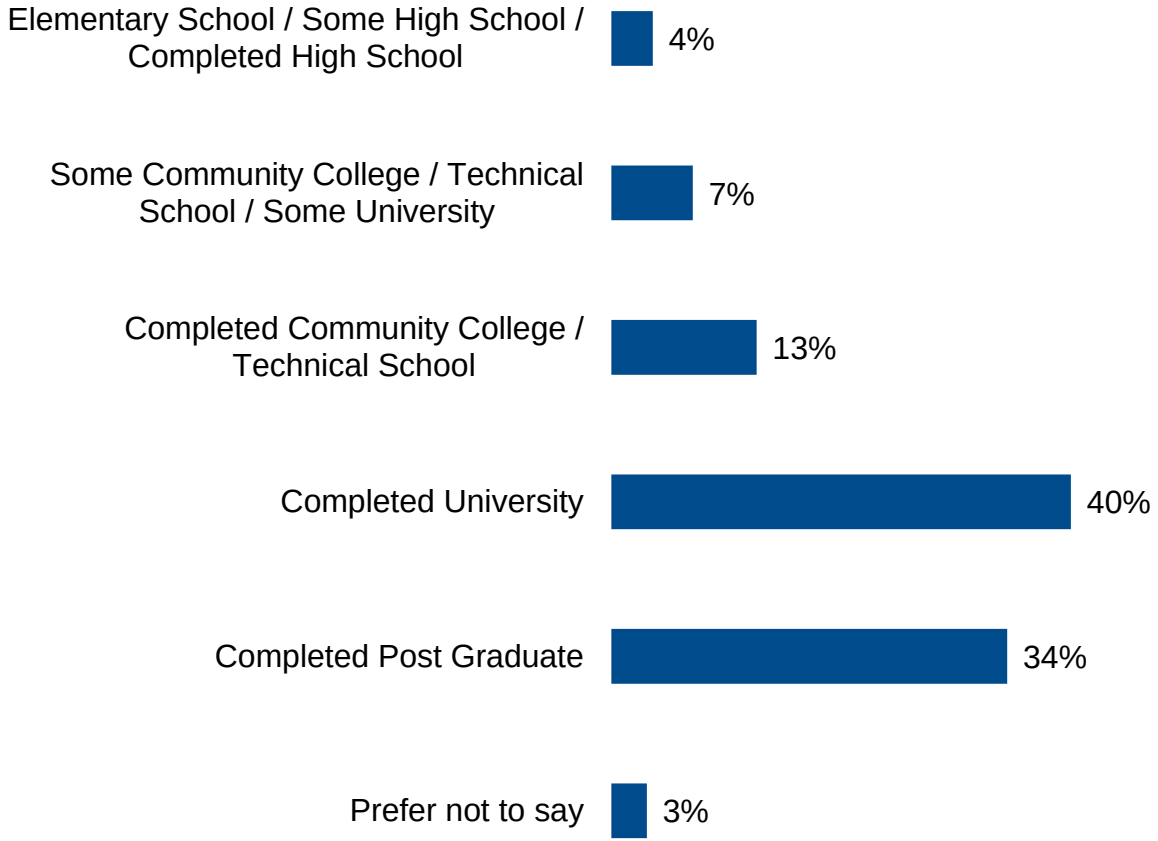


Age

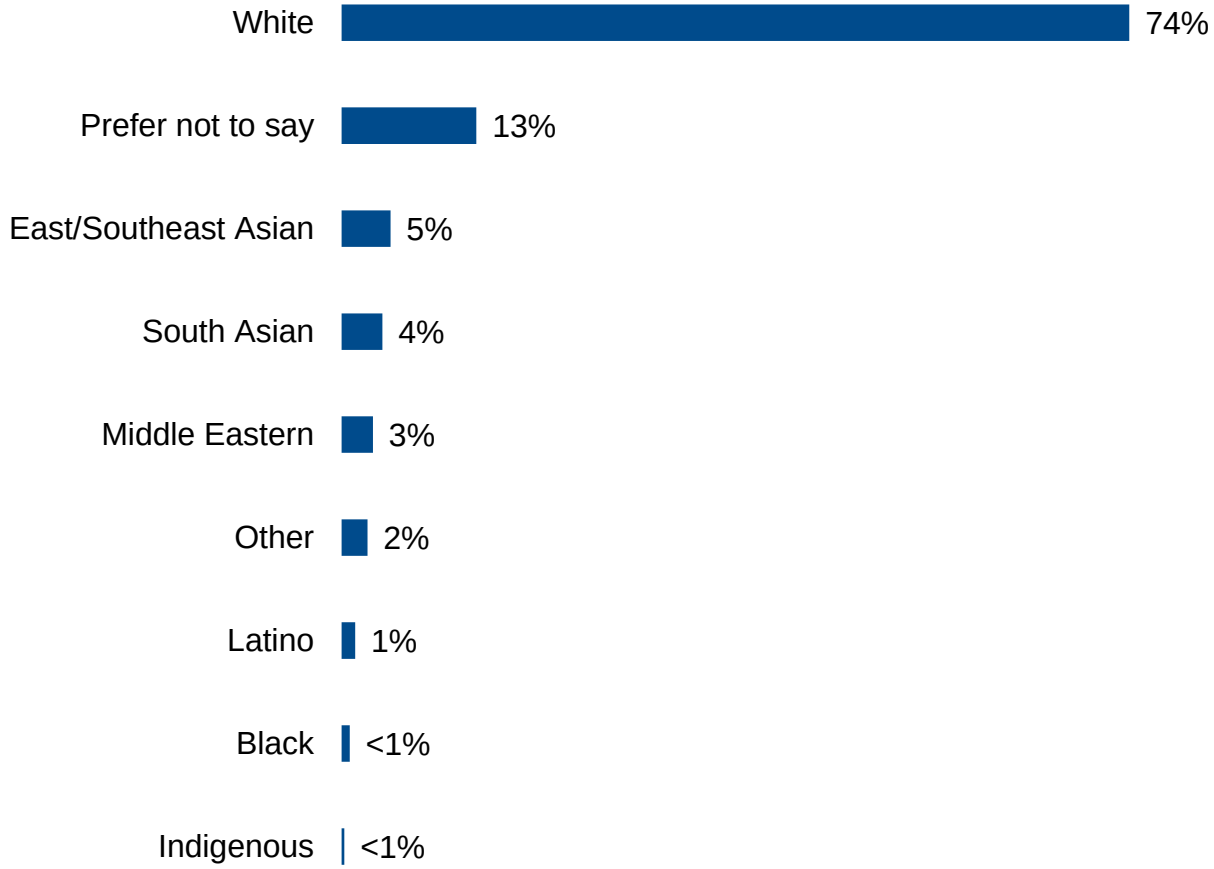


Respondent Profile

Education

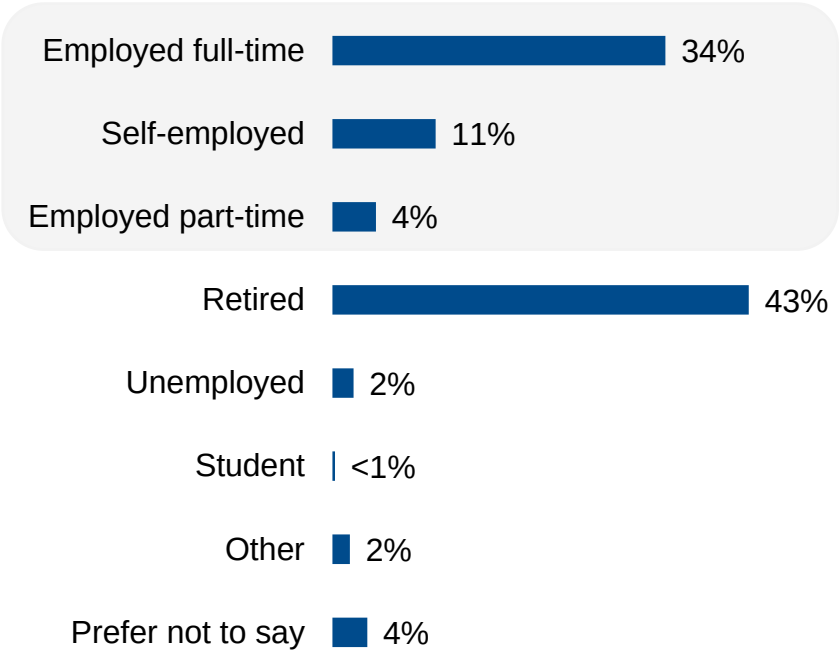


Ethnicity



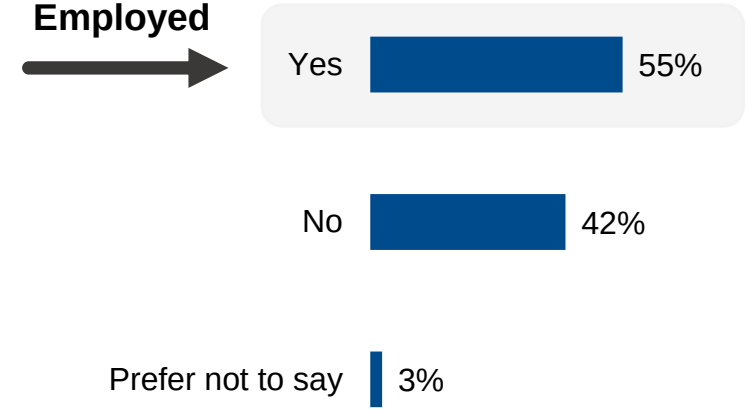
Respondent Profile

Employment Status

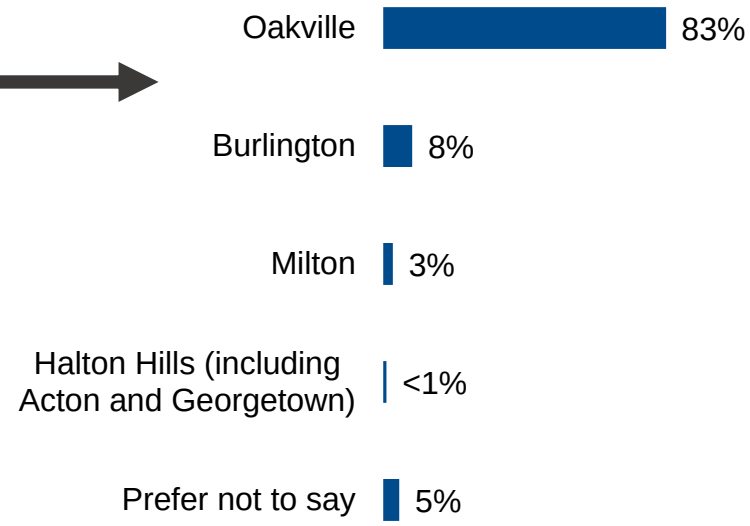


49% Employed

Working in Halton Region

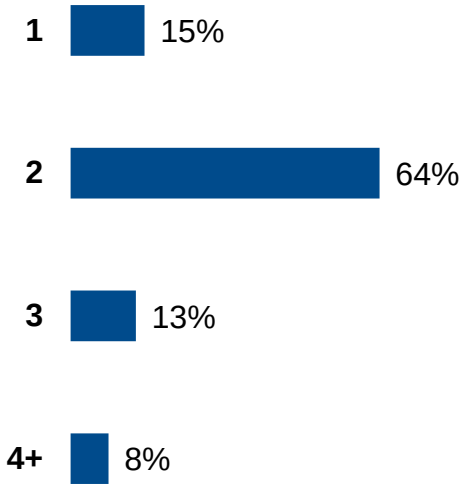


Cities Working in

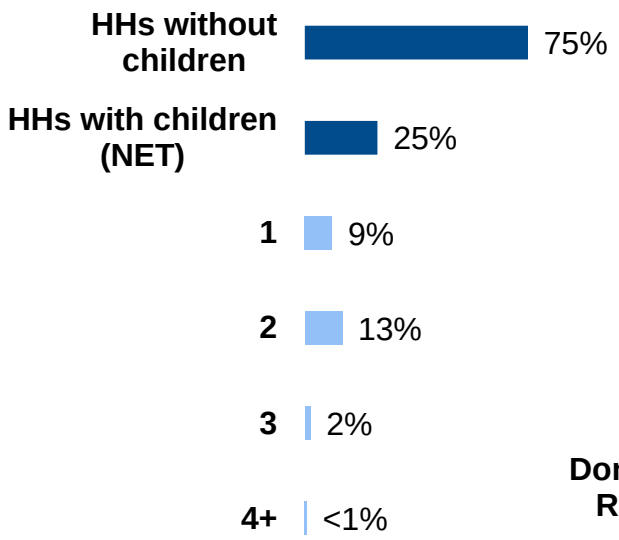


Respondent Profile

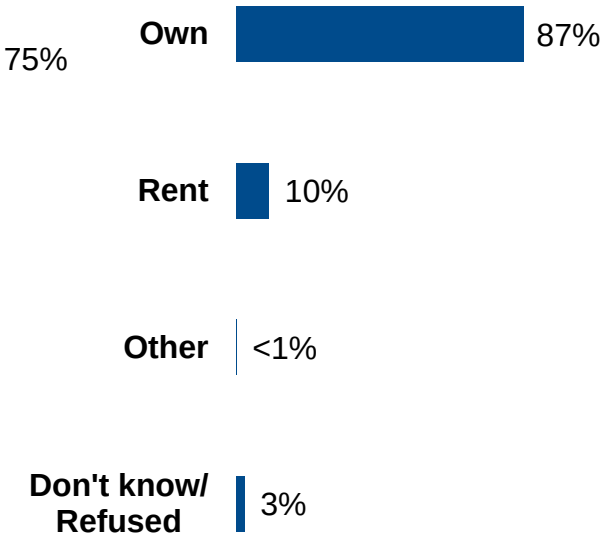
Number of Adults in the Household



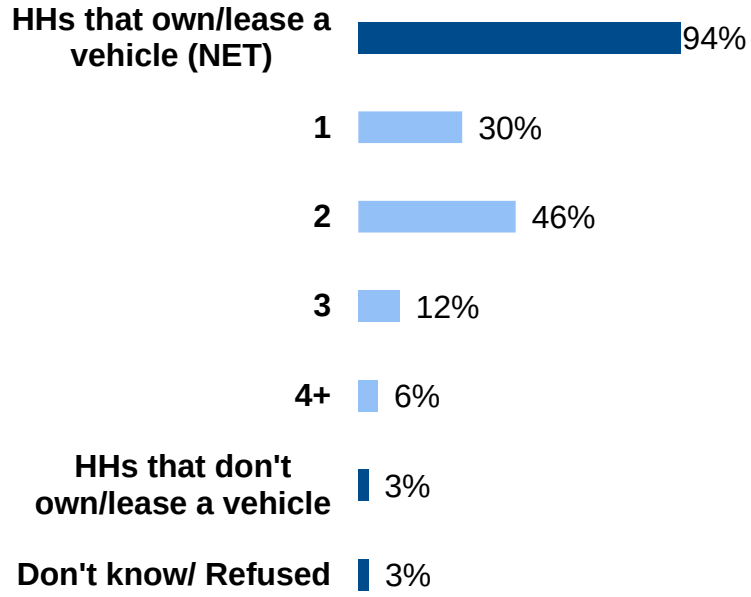
Number of Children in the Household



Home Ownership

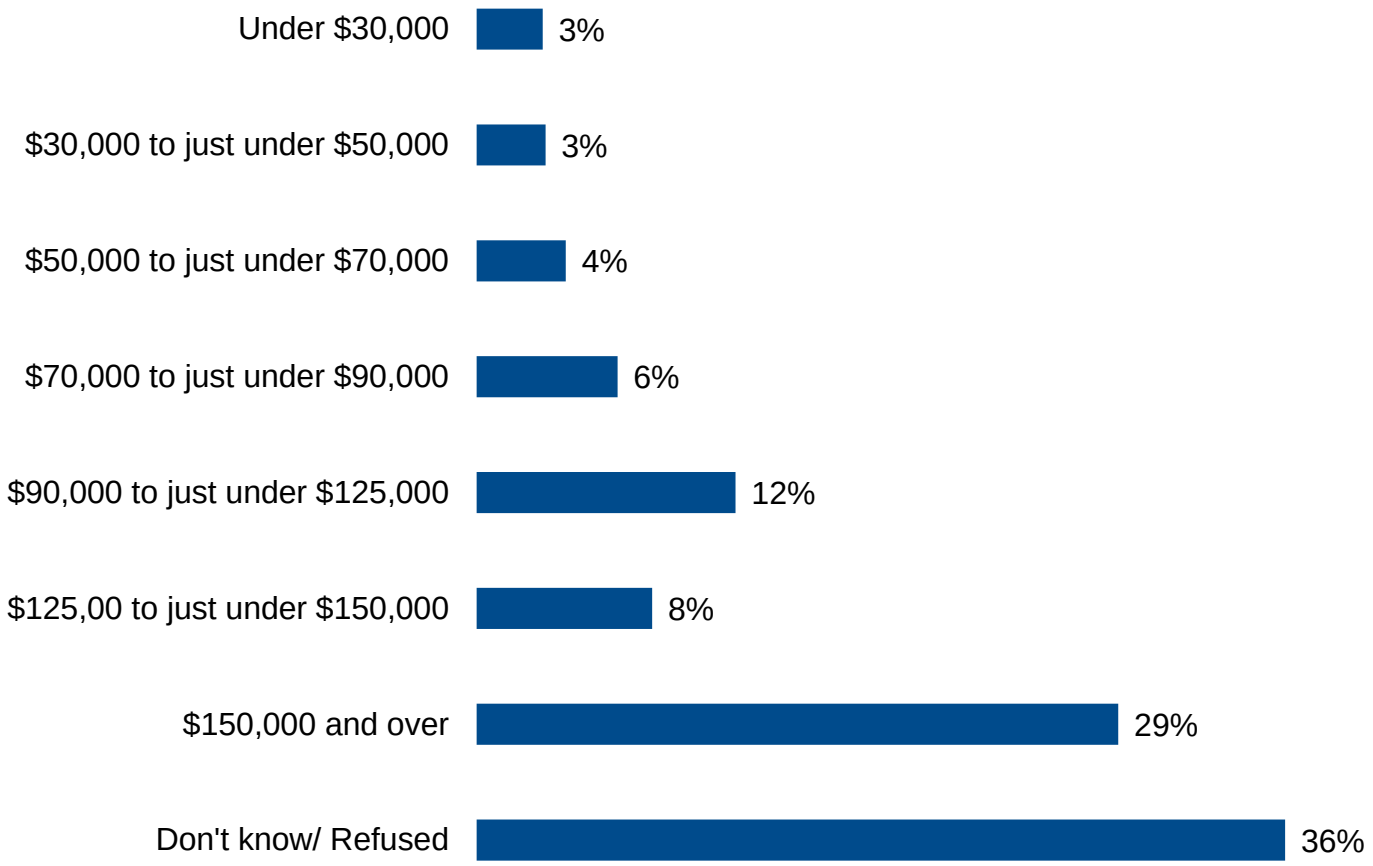


Car Ownership

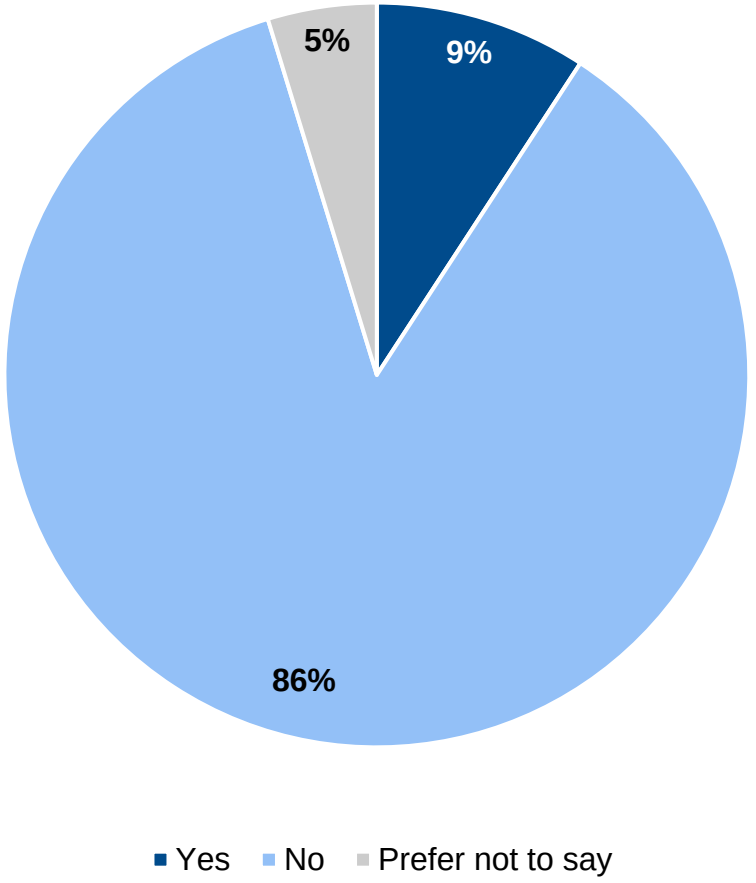


Respondent Profile

Household Income



Disability



Respondent Profile

Age	Forum Survey 2024 (u/w)	StatsCan Census (2021)
18 to 24	<1%	8%
25 to 34	5%	13%
35 to 44	11%	18%
45 to 54	19%	22%
55 to 64	24%	18%
65 and older	40%	21%
Gender		
Male	41%	48%
Female	59%	52%
Income		
Under $30,000	5%	8%
$30,000 to just under $50,000	5%	8%
$50,000 to just under $70,000	6%	9%
$70,000 to just under $90,000	10%	9%
$90,000 to just under $125,000	18%	15%
$125,00 to just under $150,000	12%	9%
$150,000 and over	45%	42%

Education	Forum Survey 2024 (u/w)	StatsCan Census (2021)
Elementary School / Some High School / Completed High School	4%	9%
Some Community College / Technical School / Some University	7%	-
Completed Community College / Technical School	13%	49%
Completed University	41%	34%
Completed Post Graduate	35%	8%
Household		
Own	90%	78%
Rent	10%	22%
Household Size		
1	15%	18%
2	44%	28%
3	17%	19%
4+	24%	35%

Note: Gender and age percentages from the 2021 Census data represent residents 20 years of age and older. Income, and education, percentages represent residents 15 years of age and older. Prefer not to answer was excluded from the calculation.
StatsCan Sources: Statistics Canada. Census Profile, 2021Census

OAKVILLE FORUM RESEARCH

Respondent Profile

Employment	Forum Survey 2024 (u/w)	StatsCan Census (2021)
Employed (full-time, part-time, self-employed)	51%	58%
Unemployed	2%	8%
Not in the labour force (student, retired)	45%	35%

Ethnicity	Forum Survey 2024 (u/w)	StatsCan Census (2021)
White	85%	57%
East/Southeast Asian	5%	16%
South Asian	4%	14%
Middle Eastern	3%	6%
Other	3%	2%
Latino	1%	2%
Black	<1%	3%
Indigenous	<1%	-

Note: Employment percentages from the 2021 Census data represent residents 15 years of age and older. Prefer not to answer was excluded from the calculation.
StatsCan Sources: Statistics Canada. Census Profile, 2021Census