



# 2016 Citizen Satisfaction Survey

February 2017

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# BACKGROUND AND OBJECTIVES



- The City of Vaughan is one of the fastest growing cities in Southern Ontario. The City provides a range of services to meet the needs of its growing population, including licensing, procurement, building inspections, facilities maintenance, by-law enforcement, planning, financial management, fire and emergency services, recreational and cultural programs and facilities, park development and maintenance, public works and environmental services, Council services, human resources support and resident communications.
- Since 2007, the City has conducted citizen surveys to assess citizen satisfaction with existing programs and services provided by the City and to prioritize issues in order to improve municipal service delivery.
- The City of Vaughan commissioned Ipsos to conduct the 2016 survey. The results will assist the City in identifying key trends and issues of importance in continuing to strive for service excellence.
- The objectives of the 2016 Citizen Satisfaction Survey are to:
  - Determine the overall impressions and identify top-of-mind issues toward the quality of life in the City of Vaughan;
  - Determine the level of satisfaction of services provided by the City of Vaughan;
  - Identify citizen perceptions and expectations concerning specific municipal planning priorities given current rapid growth;
  - Benchmark the results of the 2016 Citizen Survey with those from previous surveys; and
  - Provide a baseline to track our progress delivering Service Excellence.

# METHODOLOGY AND REPORTING CONVENTIONS

## METHODOLOGY

- The survey was conducted by telephone (CATI) between November 1 and 13, 2016.
- The survey was conducted among 800 respondents 18 years of age and older living in the City of Vaughan.
- The margin of error for a sample of n=800 completed interviews is +/- 3.5 %, nineteen times out of twenty.
- The results of the survey have been weighted based on age, gender and sub-region within the City of Vaughan to match the general population of the City of Vaughan based on 2011 Census data.

## REPORTING CONVENTIONS

- In some questions those who were unable to provide a response (i.e., answered “don’t know” or “no opinion” or “not enough experience”) were removed from the analysis. Therefore, the “n” reported for each of these questions will not always equal the total sample of 800.
- Due to rounding, there are some cases where totals do not round to exactly 100%. In other cases, respondents were able to provide multiple responses to a survey question and for this reason the total percent exceeds 100%.
- Please note that throughout the report, significant differences with the average have been designated as follows:
  - Significantly higher 
  - Significantly lower 

# NORMATIVE COMPARISONS AND ANALYSIS BY WARD

## Normative Comparisons

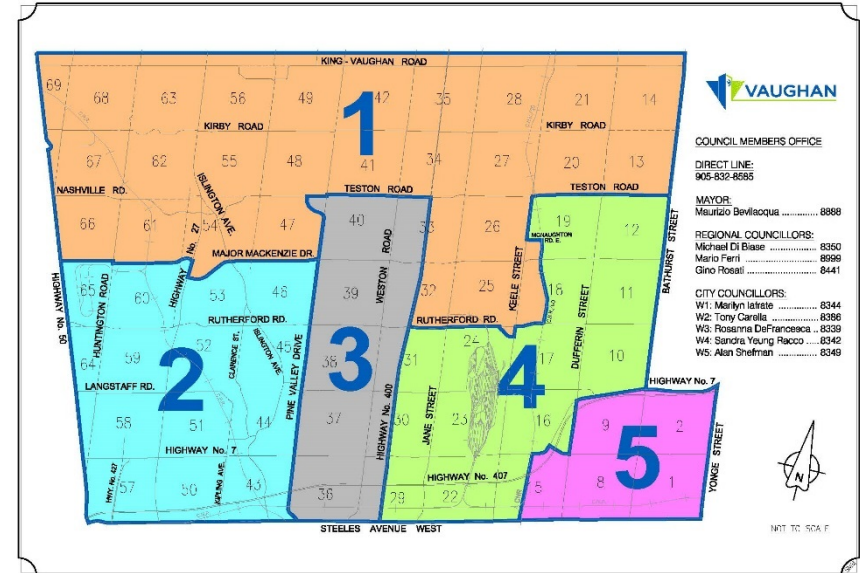
- Comparisons have been made between the results of the 2016 Vaughan Citizen Satisfaction Survey to Ipsos' database of municipal normative data where possible.
- This normative database is comprised of survey findings for select questions from other municipal government from across the country.

## Ward Comparisons

- An analysis of surveys results by Ward within the City of Vaughan is included throughout the report where statistically significant differences by Ward exist.

## WARD & COUNCILLOR AREA MAP

TERM: December 1, 2014 to November 30, 2018



# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY (1)

**The results of the 2016 Citizen Satisfaction Survey for the City of Vaughan are very positive: more residents in 2016 hold positive perceptions of quality of life, the City’s overall delivery of services, and the majority are satisfaction with nearly all specific services. Moreover, these views are consistent across demographic subgroups.**

- Positive perceptions of quality of life are at a very high level (97%), and the proportion of residents who perceive it to be “very good” is up significantly by 16 points from 32% to 48% since 2014.
- Overall satisfaction with the delivery of all services by the City has increased by 4 points to 94%, and the proportion who are “very satisfied” has more than doubled from 15% to 38% over the course of the past two years.
- Majorities of six in ten residents or more are satisfied with 23 out of the 24 services tested in the survey, with the highest satisfaction found for fire services (99%), Local Public Libraries (97%), followed by online services (93%), off-road multi-use/ natural trails (92%), arts and culture (92%), garbage, recycling, organics and yard waste collection (91%), recreation and fitness facilities (91%), recreation and fitness service programs (91%), business support services (91%), and maintenance of parks and green space (90%). Moreover, satisfaction with sidewalk snow removal (up 7 points) and business support services (up 5 points), is up significantly, and the latter service is at the highest level recorded. The only area where perception are negative include traffic flow and congestion, where residents provide a very low satisfaction score of 25%.
- In calculating derived importance, the results indicate that there are four areas that the City should focus on maintaining service levels – business support services, financial services, building permits and inspection services and online services – as residents express majority satisfaction with these services and they are the main drivers of overall satisfaction with service delivery.

## EXECUTIVE SUMMARY (2)

**The survey further finds that those who had contact with City staff or have accessed/ used its services/ programs are satisfied with their experience. There are also high levels of likelihood to access services online.**

- Among those who had contact with City staff, about nine in ten or more are satisfied with overall quality of service. On other aspects, residents are most satisfied with courteousness (69% very satisfied), followed by helpfulness (59%) and knowledge (56%) of staff and less satisfied with the timeliness of service (46%) and the ease of reaching staff (45%).
- Among those who accessed services/ programs large majorities are satisfied with accessibility of the service, the overall quality of service delivery and the amount of time it took to get the service.
- Among those who use services, large majorities of two-thirds or more indicate that they are likely to use these services online, particularly online bill payment (65% say very likely) and online voting (63%) and much less so to purchase animal tags (29%).

**Other positive findings are increasing perceptions of receiving value for tax dollars and an openness to maintaining service levels and to spending on infrastructure, even if this means increasing property taxes or user fees.**

An increasing proportion of residents believe they are receiving good value for their tax dollars (85%, up 13 points), including an increase in perceptions of receiving “very good value” (up from 12% to 19%).

There is also more openness to the City increasing taxes/ user fees to maintain existing service levels (up from 34% to 47%), and this view is now on par with the belief that the City should not increase taxes or user fees, even if it means cuts to services (45%).

There is large majority support to spending money on infrastructure renewal and construction (79%) and, this figure is up 6 points from 2014. A smaller number (55%) , but still a majority, support increasing property taxes to pay for this infrastructure renewal.



## EXECUTIVE SUMMARY (3)

**Other findings indicate that transportation issues continue to dominate the public agenda in Vaughan, and these issues are becoming increasingly more important.**

A total of six in ten (62%) mention transportation issues as the most important issues facing their community, and this figure is up 12 points from 2014.

There have also been increases in the importance of healthcare (up from 6% to 11%), growth (up from 7% to 11%), parks/ recreation/ culture (now mentioned by 7%), social issues (up from 2% to 6%) and education (up from 2% to 5%).

**With respect to communications, a sizeable proportion of residents want more information from the City mainly via newsletters (mail or email), the City's website, and local newspapers. Residents would also find other modes of communication useful.**

- Although most residents (53%) are satisfied with the amount of information they receive from the City of Vaughan, a sizeable proportion of 43 percent think they receive too little information.
- Newsletters and brochures via mail, the City website, E-newsletters sent via email, and local newspapers are the most preferred modes of contact with the City of Vaughan.
- A large majority (86%) would find it useful to have access to high quality information about the City of Vaughan government online that can be accessed any time and through any device, with less support for communication through short online videos (55%) and social media (48%).

**When it comes to use and perceptions of the City's website, a majority of residents (62%) accessed the City of Vaughan's website and, among these, most found the information they needed and found it useful.**

## EXECUTIVE SUMMARY (4)

### **City of Vaughan residents are engaging in most energy-saving behaviours tested in the survey, but there is room for improvement**

Majorities are **always** drinking tap water (64%), checking their fixtures (61%) and making an effort to reduce water consumption (57%), while about half (47%) are always washing clothes in cold water to save power. However, sizeable proportions of between two and four in ten are only “sometimes” engaging in these actions. Moreover, only a minority (31%) are never drinking bottled water at home.

**On awareness of new developments in Vaughan, residents are twice as likely to be “very aware” of the new TTC subway that will connect Vaughan to downtown Toronto than they are of the Vaughan Metropolitan Centre, which is the City of Vaughan’s new Downtown (62% vs. 31%).**

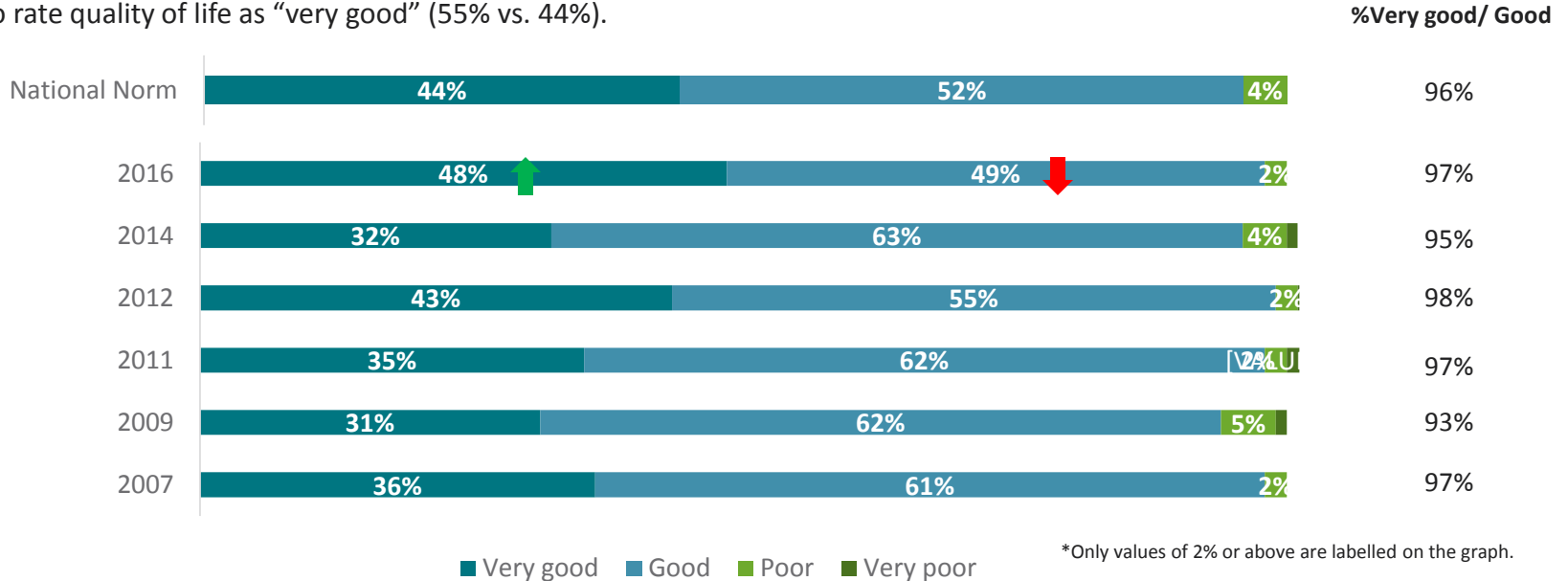
# ASSESSMENT OF LIFE IN VAUGHAN

# QUALITY OF LIFE

The overall perception of quality of life remains high (97% say very good or good) and is similar to 2014. But the proportion of residents who believe it is “very good” has increased significantly to half of residents (up 16 points from 2014).

Overall quality of life is similar to the national norm (97% vs. 96%, respectively), but the perception that it is very good is slightly higher (48% vs. 44%).

There are few significant differences across demographic subgroups, except that those aged 18 to 34 are more likely than those aged 55 and older to rate quality of life as “very good” (55% vs. 44%).



Q2. How would you rate the overall quality of life in the City of Vaughan today? Base: All respondents (excl. Dk/NA) 2016 (n=796); 2014 (n=797); 2012 (n=498); 2011 (n=500); 2009 (n=300); 2007 (n=300)

# QUALITY OF LIFE BY WARD

The overall perception of quality of life is very high (97% say very good or good) and this pattern holds across every ward in the City of Vaughan.

Ratings for quality of life are the highest in Ward 3, with virtually all (99%) residents saying quality of life is very good or good. Residents of Ward 3 are also significantly more likely than residents of Ward 1 to rate overall quality of life positively (99% versus 96%).

		WARD				
	Total	1	2	3	4	5
Top2Box (Very Good / Good)	97%	96%	97%	99%	98%	98%

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q2. How would you rate the overall quality of life in the City of Vaughan today? Base: All respondents (excl. Dk/NA) 2016 (n=796); Ward 1 (n=220), Ward 2 (n=127), Ward 3 (n=141), Ward 4 (n=96\*), Ward 5 (n=212)

# MOST IMPORTANT ISSUES FACING COMMUNITY

Transportation-related issues continue to be top-of-mind among Vaughan residents. Six in ten (62%) residents cite transportation as the most important issue facing their community. One in ten each mention taxation and municipal government spending (13%), healthcare (11%) or growth or development (11%). Since 2014, there have been increases in mentions of many issues, particularly transportation.

Transportation is the top issue across all demographic groups, but is higher among those with incomes of \$80,000 or above than among those with lower incomes (67% vs. 46%).

	2014	2016
Transportation (NET)	50%	62% ↑
Taxation/ Municipal Government Spending (NET)	10%	13%
Healthcare (NET)	6%	11% ↑
Growth (NET)	7%	11% ↑
Parks/ Recreation/ Culture (NET)	-	6% ↑
Education (NET)	2%	5% ↑
Municipal Government Services (NET)	4%	4%
Crime (NET)	5%	4%
Social (NET)	2%	3%
Economy (NET)	1%	3%
Environment (NET)	-	1%

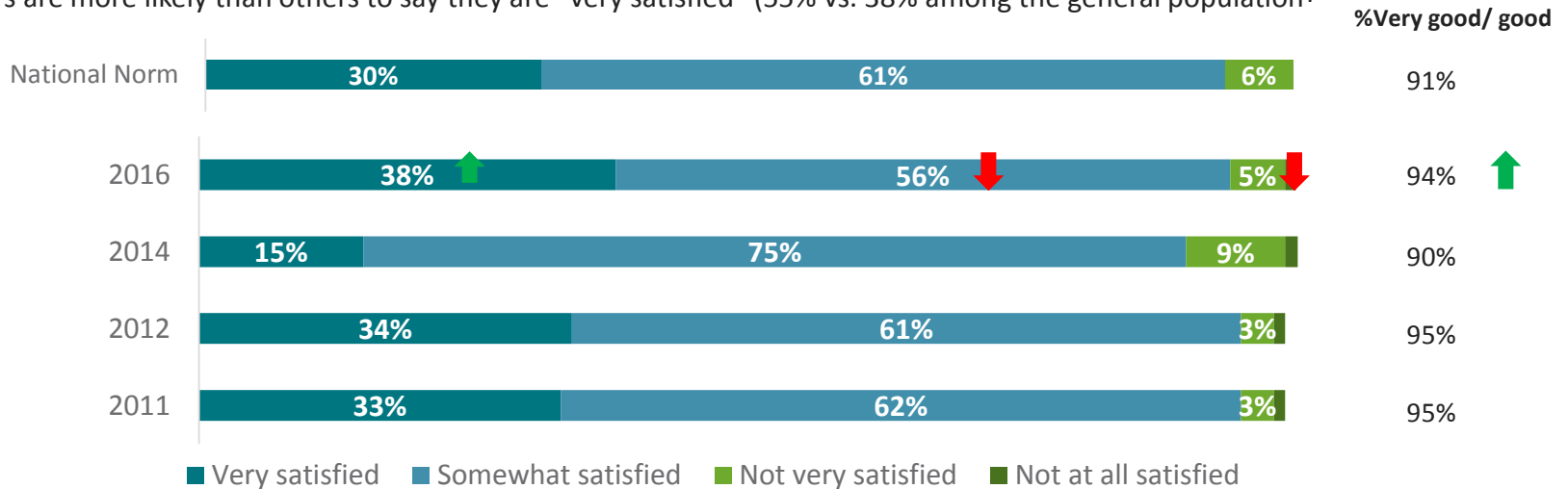
# SERVICE SATISFACTION

# OVERALL SATISFACTION WITH SERVICES

Satisfaction with City services continues to be very high. Currently, 94% of residents indicate that they are satisfied with the delivery of all services provided by the City of Vaughan; this figure is up four points from 2014. Moreover, there has been a significant increase of 23 points in the proportion who are “very satisfied.”

Overall satisfaction with services is on par with the national norm (94% vs. 91%, respectively), but the proportion of Vaughan residents who are “very satisfied” is significantly higher than the national norm (38% vs. 30%).

Overall satisfaction with services does not differ much across demographic subgroups, but those who have lived in Vaughan for less than five years are more likely than others to say they are “very satisfied” (55% vs. 38% among the general population)<sup>1</sup>



\*Only values of 3% or above are labelled on the graph.

Q3. Overall, how satisfied are you with the delivery of all the services provided by the City of Vaughan? Base: All respondents (excl.dk/na) 2016 (n=795); 2014 (n=780); 2012 (n=498); 2011 (n=500)



# OVERALL SATISFACTION WITH SERVICES BY WARD

Across all wards, nine out of ten or more rate satisfaction with City services positively.

Residents of Ward 4 are by far the most satisfied with City services, with virtually everyone (99%) indicating a high level of satisfaction. Residents of Ward 4 are also significantly more likely than residents of Wards 2 and 3 to be satisfied with the services provided by the City (99% versus 90% and 91% respectively).

		WARD				
	Total	1	2	3	4	5
Top2Box (Very / Somewhat Satisfied)	94%	95%	90%	91%	99%	95%

## Significantly Higher

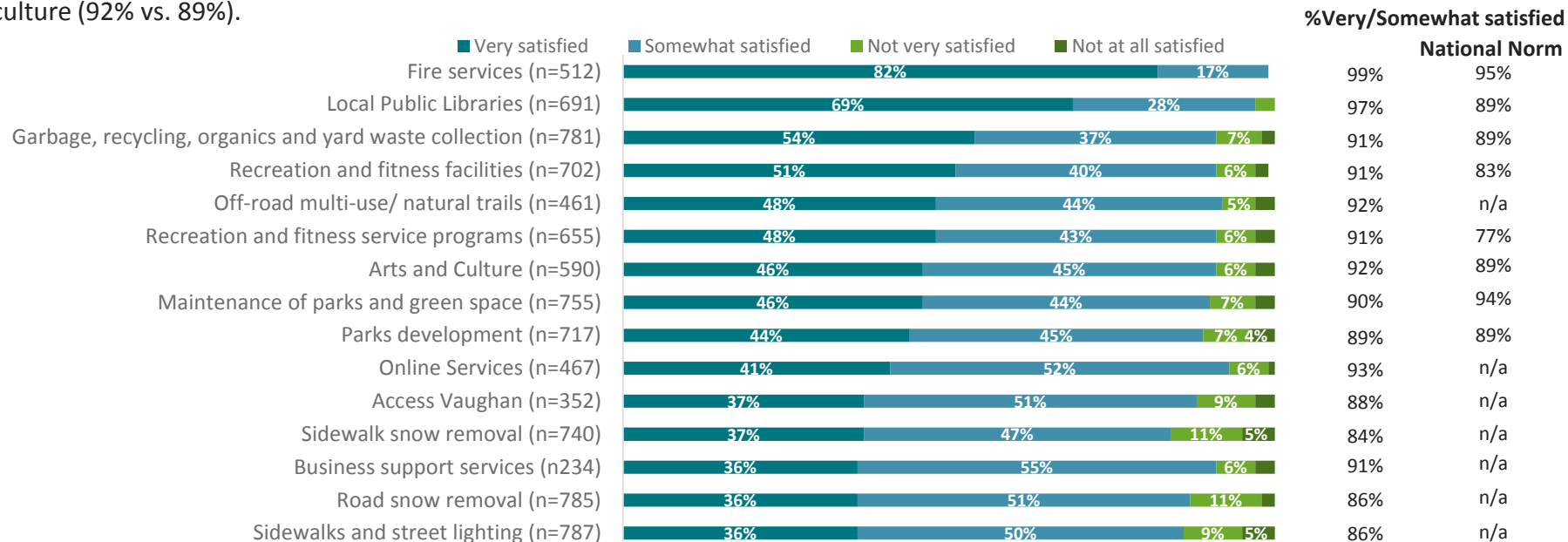
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q3. Overall, how satisfied are you with the delivery of all the services provided by the City of Vaughan? Base: All respondents (excl.dk/na) 2016 (n=795); Ward 1 (n=218); Ward 2 (n=128); Ward 3 (n=141); Ward 4 (n=95\*); Ward 5 (n=213)

# SATISFACTION WITH INDIVIDUAL SERVICES (1)

Majorities of two-thirds of residents or more are satisfied with 23 out of 24 services provided by the City of Vaughan. Residents are most satisfied with fire services and Local Public Libraries (82% and 69%, respectively are “very satisfied”). More than half are also very satisfied with garbage, recycling, organics and yard waste collection (54%) and recreation and fitness facilities (51%).

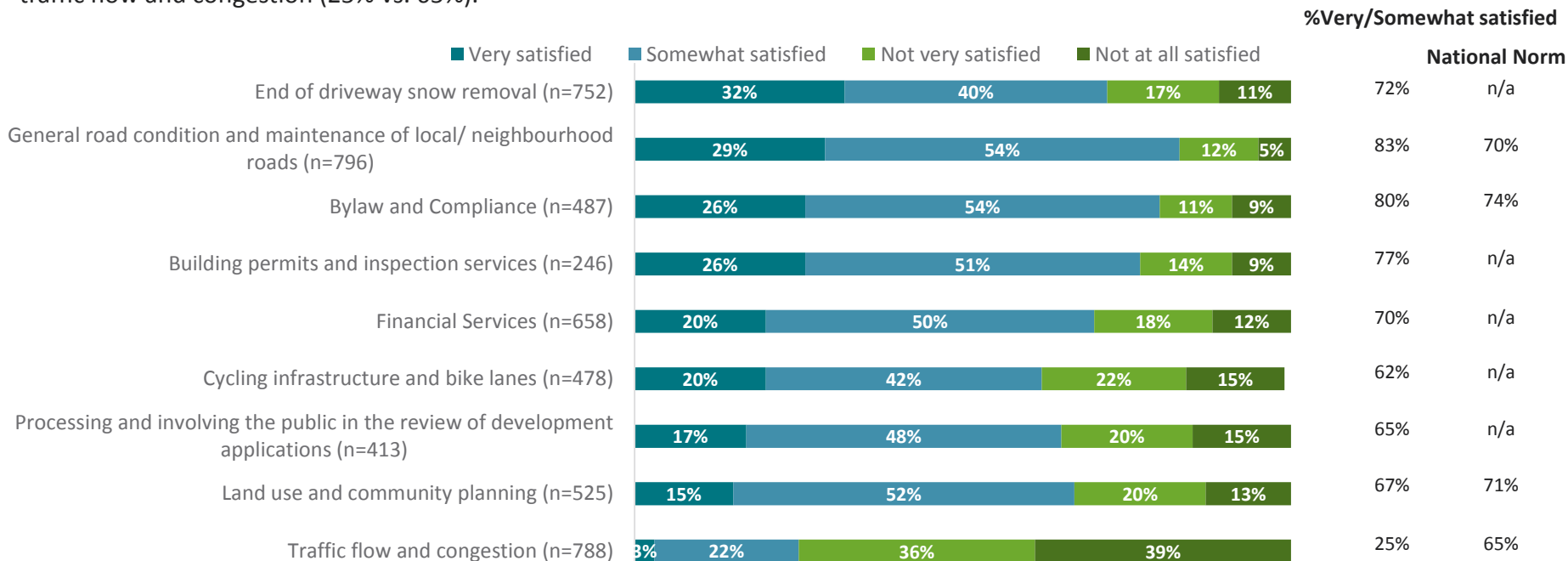
The City of Vaughan scores higher than the national norm on fire services (99% vs. 95%, respectively), recreation and fitness service programs (91% vs. 77%) and facilities (91% vs. 83%), Local Public Libraries (97% vs. 89%), lower on maintenance of parks and green space (90% vs. 94%), and on par on garbage, recycling, organics and yard waste collection (91% vs. 89%), parks development (89% vs. 89%), and arts and culture (92% vs. 89%).



# SATISFACTION WITH INDIVIDUAL SERVICES (2)

The lowest satisfaction level is found for traffic flow and congestion, with only one-quarter expressing satisfaction and only three percent being “very satisfied.”

The City of Vaughan scores higher than the national norm on general road condition and maintenance or local/ neighbourhood roads (83% vs. 70%, respectively) and bylaw and compliance (80% vs. 74%), lower on land use and community planning (67% vs. 71%) and especially on traffic flow and congestion (25% vs. 65%).



Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so. How about .... Base: All respondents (excl. dk/na/ not enough experience) 2016 (Bases vary)

# SATISFACTION WITH INDIVIDUAL SERVICES (TRACKING)

There have been statistically significant increases in satisfaction with sidewalk snow removal and business support services and a decline in end of driveway snow removal.

	2009	2011	2012	2014	2016	2014-2016 Performance Gap
Sidewalk snow removal	-	79%	87%	77%	84%	+7
Business support services	-	79%	86%	86%	91%	+5
Garbage, recycling, organics and yard waste collection	80%	88%	91%	88%	91%	+3
Local Public Libraries	-	86%	92%	94%	97%	+3
Road snow removal	-	86%	91%	84%	86%	+2
Arts and culture	-	75%	78%	90%	92%	+2
Fire services	89%	90%	99%	99%	99%	0
Sidewalks and street lighting	72%	82%	87%	86%	86%	0
Maintenance of parks and green spaces	-	88%	86%	90%	90%	0
Recreation and fitness service programs	-	86%	88%	92%	91%	-1
Bylaw and Compliance	-	76%	82%	81%	80%	-1
Land use and community planning	-	72%	74%	70%	67%	-3
End of driveway snow removal	-	74%	83%	76%	72%	-4

# SATISFACTION WITH INDIVIDUAL SERVICES BY WARD

Residents of Ward 5 are significantly more satisfied than residents of Wards 1, 2, and 3 with business support services (100% versus 88%, 87% and 88% respectively) and are significantly more satisfied than residents of Wards 1, 2, and 4 with the maintenance of parks and green space (94% versus 89%, 87%, and 88% respectively).

Residents of Ward 1 are significantly more satisfied than residents of Wards 2 & 3 with garbage, recycling, organics, and yard waste collection (95% versus 87%) and residents of Ward 4 are significantly more satisfied than residents of Ward 1 with parks development (95% versus 83%).

		W A R D				
TOP2BOX (Very/ Somewhat Satisfied)	Total	1	2	3	4	5
Fire services	99%	98%	100%	99%	100%	99%
Local Public Libraries	97%	98%	95%	97%	96%	98%
Online Services	93%	91%	90%	97%	92%	94%
Off road multi-use / natural trails e.g. Humber River Trail, Bartley Smith Trail	92%	90%	89%	94%	93%	94%
Arts and Culture (e.g. Canada Day Event, Concerts in the Parks)	92%	94%	93%	92%	89%	90%
Garbage, recycling, organics and yard waste collection	91%	95%	87%	87%	90%	92%
Recreation and fitness service programs	91%	91%	87%	92%	87%	93%
Recreation and fitness facilities (including community centers, arenas and pools)	91%	92%	87%	93%	91%	92%
Business support services	91%	88%	87%	88%	90%	100%
Maintenance of parks and green space	90%	89%	87%	90%	88%	94%
Parks development, incl. quantity/quality of playgrounds, sports fields and trails	89%	83%	90%	91%	95%	90%
Access Vaughan, the call centre for Vaughan residents to call for questions about City services	88%	87%	90%	87%	91%	89%

## Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# SATISFACTION WITH INDIVIDUAL SERVICES BY WARD

Even though less than four in ten (36%) Ward 5 residents are satisfied with traffic flow and congestion, their level of satisfaction is significantly higher than that of residents from all other wards. Ward 5 residents are also significantly more satisfied than residents of Ward 3 with financial services (78% versus 64%).

Residents of Ward 3 are significantly more satisfied than residents of Ward 1 with sidewalks & street lighting (89% versus 81%), sidewalk snow removal (91% versus 82%), building permits (91% versus 73%), and involving the public in the review of development applications (77% versus 58%). Ward 3 residents are significantly more satisfied than Ward 2 residents with sidewalk snow removal (91% versus 82%), by law and compliance (88% versus 73%), building permits (91% versus 65%), and involving the public in the review of development applications (77% versus 57%). Ward 3 residents are also more satisfied than Ward 5 residents with sidewalk snow removal (91% versus 82%).

Ward 4 residents are significantly more satisfied than Ward 1 residents with sidewalks & street lighting (92% versus 81%).

TOP2BOX (Very/ Somewhat Satisfied)	Total	W A R D				
		1	2	3	4	5
Sidewalks and street lighting	86%	81%	87%	<b>89%</b>	<b>92%</b>	86%
Road snow removal	86%	85%	84%	90%	82%	87%
Sidewalk snow removal	84%	82%	82%	<b>91%</b>	84%	82%
General road condition and maintenance of local/neighbourhood roads	83%	84%	84%	83%	85%	81%
By law and Compliance	80%	78%	73%	<b>88%</b>	82%	80%
Building permits and inspection services	77%	73%	65%	<b>91%</b>	88%	77%
End of driveway snow removal	72%	69%	72%	73%	71%	76%
Financial Services, such as property tax bill, bill payments, and city accounting	70%	69%	68%	64%	68%	<b>78%</b>
Land use and community planning	67%	64%	66%	73%	64%	68%
Processing and involving the public in the review of development applications	65%	58%	57%	<b>77%</b>	67%	68%
Cycling infrastructure and bike lanes	62%	61%	67%	63%	71%	58%
Traffic flow and congestion	25%	20%	20%	20%	22%	<b>36%</b>

## Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# GAP ANALYSIS

# USING THE GAP ANALYSIS

The Gap analysis that follows (p. 19) shows the difference between how important various City services are to residents and how satisfied they are with the services. Importance scores are plotted horizontally across the bottom of the chart (along the X-axis). Satisfaction scores are plotted vertically (along the Y-axis). Importance scores are derived from correlation analysis with overall City service satisfaction and satisfaction scores represent overall stated satisfaction (very & somewhat) with each of the individual City services.

Typically, it is most advantageous to focus on improving services that are of high importance to residents but where satisfaction is relatively low. However, in some instances it can also make strategic sense to focus on lower importance items if the City can see that a big difference can be made.

On the graph, four areas are identified:

**Primary Areas for Improvement** – services that are considered very important, but with lower satisfaction scores. The focus here is on improving these services to increase satisfaction. This is slated as the primary area for improvement because the correlation analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction this will have the largest impact on overall perceptions of City services.

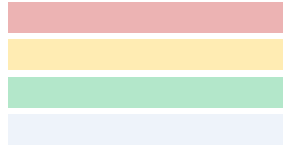
**Secondary Areas for Improvement** – services that are relatively less important, with the lowest satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

**Primary Areas for Maintenance** – services of relatively high importance and high satisfaction. The focus here is on maintaining the current level of service and satisfaction.

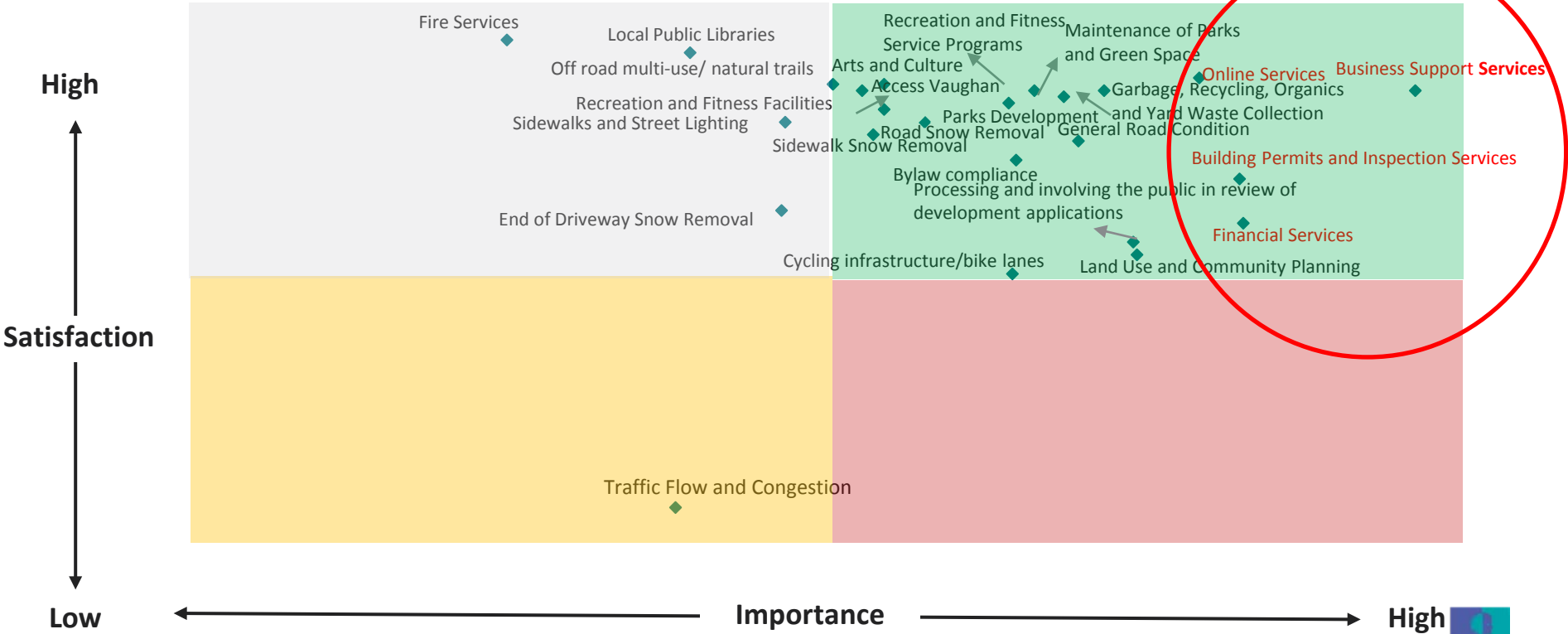
**Secondary Areas for Maintenance** – services with lower importance scores but high satisfaction scores. The focus here should be to maintain satisfaction levels.



# GAP ANALYSIS



Primary Areas for Improvement  
 Secondary Areas for Improvement  
 Primary Areas for Maintenance  
 Secondary Areas for Maintenance



# UNDERSTANDING THE GAP ANALYSIS

## AREAS FOR MAINTENANCE ARE:

- **Business support services**
- **Financial services**
- **Building permits and inspection services**
- **Online services**
- A particular emphasis should be placed on maintaining these services as they are of high importance and satisfaction levels. Tracking data from 2014 indicates that there has been an increase in satisfaction with business support services, which is the service that correlates highly with overall satisfaction with service delivery.

## PRIMARY AREAS FOR IMPROVEMENT ARE:

- There are no primary areas for improvement for the City of Vaughan due to the overall high levels of satisfaction with the delivery of City provided services.

## SECONDARY AREAS FOR IMPROVEMENT ARE:

- **Traffic flow and congestion**
- This area is currently less important to residents than other services in determining overall satisfaction as residents may not see the City playing a primary role in managing traffic flow and congestion in Vaughan. However, as transportation is mentioned as an increasingly important top-of-mind issue among residents for the City, efforts to improve traffic flow and congestion should be undertaken.

# INTERACTION WITH THE CITY

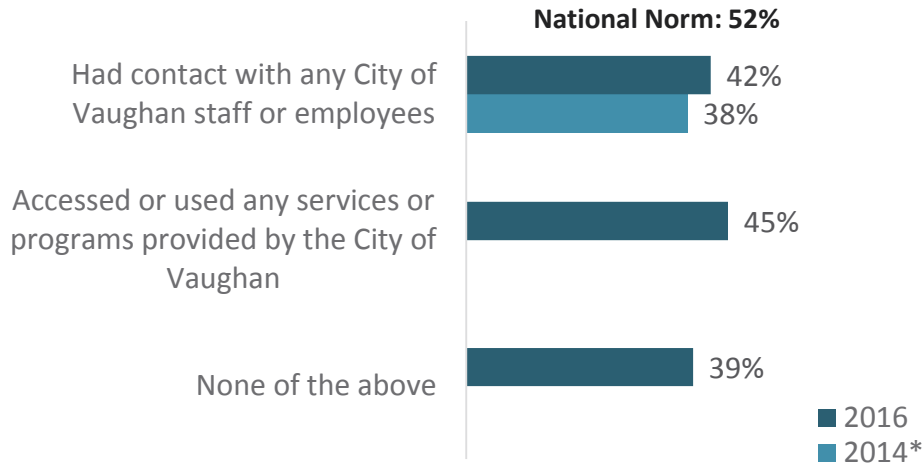
# CONTACT WITH CITY IN PAST 12 MONTHS

Four in ten (42%) residents indicate that they have had contact with a City of Vaughan staff or employee, up four points from 2014. More than four in ten (45%) say they accessed or used a service or program provided by the City of Vaughan. Four in ten did not have any contact with the City.

The proportion of residents who say they have had contact with City staff is lower than the national norm (42% vs. 52%, respectively).

Almost half (45%) of residents accessed or used any service provided by the City in the past 12 months.

Those residents between the ages of 35 and 54 are the most likely to have both had contact with City staff and have accessed or used any programs or services provided by the City in the past 12 months.

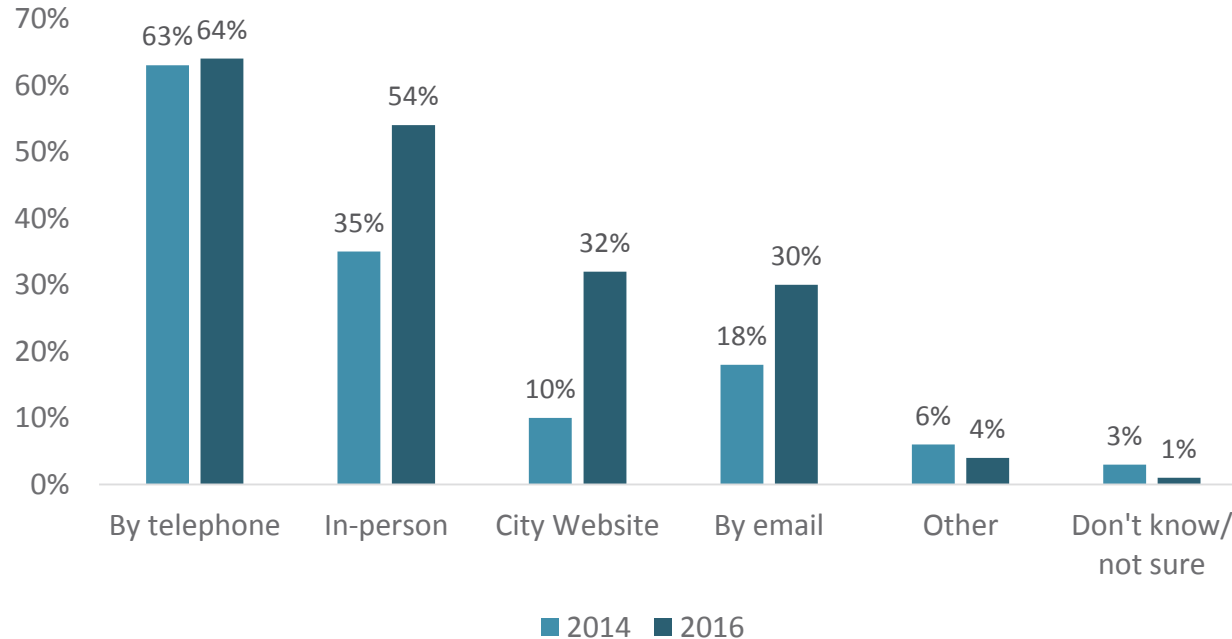


Contact with City of Vaughan	Age		
	18-34	35-54	55+
Had contact with any staff or employee	33%	48%	40%
Accessed or used any services or programs	42%	54%	36%

Q6. In the past 12 months, have you...? Base: All respondents 2016 (n=800); 2014 (n=800)

# TYPE OF INTERACTION WITH THE CITY OF VAUGHAN IN PAST 12 MONTHS

Among residents who had contact with a City of Vaughan staff or employee, the most common mode of contact was telephone (64%); this figure is unchanged from 2014. Increasing proportions are contacting City staff in-person (54%, up 19 points), through the City Website (32%, up 22 points) and by email (30% up 12 points).



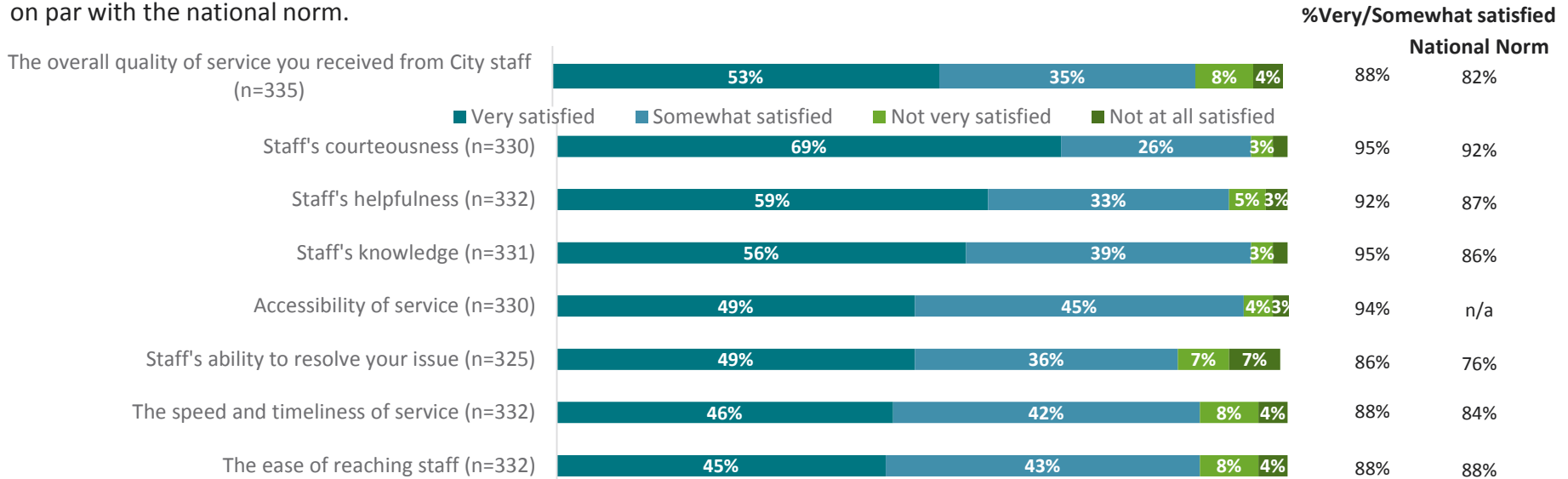
Q7. How have you had contact with City of Vaughan in the past 12 months? Base: Those who had contact with Vaughan staff or employees in past 12 months 2016 (n=338); Those who had contact with the City in the past 12 months 2014 (n=306)

# ASSESSMENT OF CITY STAFF

Among those who had contact with City staff or employees, nine in ten (88%) express satisfaction with the overall quality of service received from staff, including more than half (53%) who are “very satisfied.”

Overwhelming majorities of about nine in ten or more express satisfaction with all aspects of staff assessments included in the survey. Residents are most satisfied with courteousness (69% very satisfied), followed by helpfulness (59%) and knowledge (56%) of staff and less satisfied with the timeliness of service (46%) and the ease of reaching staff (45%).

Compared to the national norm, residents of Vaughan are more satisfied with the overall quality of service (88% vs. 82%), the staff’s knowledge (95% vs. 86%), staff’s helpfulness (92% vs. 87%), and staff’s ability to resolve their issue (86% vs. 76%). The other attributes are on par with the national norm.



Q8. How satisfied are you with [INSERT ITEM]? ? Base: Those who had contact with Vaughan staff or employees in past 12 months 2016 (n=338)

\*Only values of 3% or above are labelled on the graph.

# ASSESSMENT OF CITY STAFF BY WARD

At least eight in ten or more have positive assessments of City staff across all wards.

Within the wards, satisfaction with staff's courteousness is significantly higher in Ward 1 than in Ward 3 (98% versus 90%). Wards 4 & 5 are significantly more satisfied with the ease of reaching staff than residents of Ward 3 (96% and 92% versus 79%).

Residents of Ward 5 express significantly more satisfaction than residents of Ward 1 with the accessibility of service (99% versus 91%), staff's helpfulness (97% versus 88%), and the overall quality of service they received from City staff (93% versus 83%). Residents of this ward are also significantly more satisfied than residents of Wards 2 & 3 with the accessibility of service (99% versus 91% and 88% respectively) and significantly more satisfied than residents of Ward 2 with the overall quality of service they received from City staff (93% versus 83%) and the staff's helpfulness (97% versus 88%).

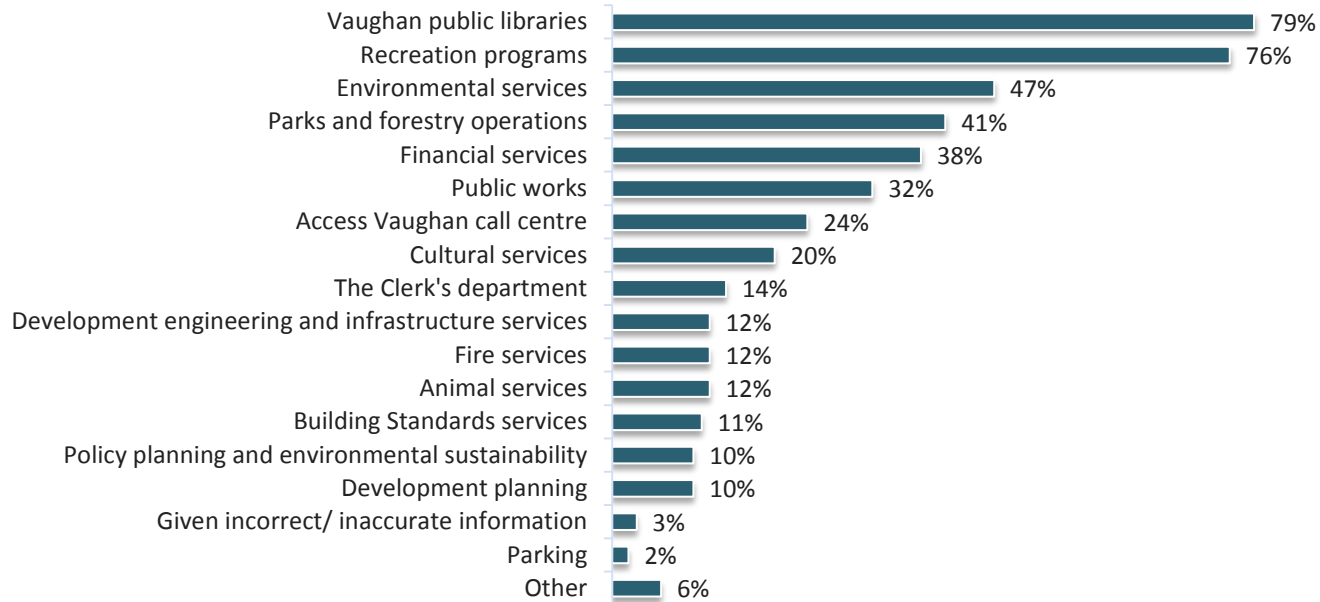
TOP2BOX (Very/ Somewhat Satisfied)	Total	WARD				
		1	2	3	4	5
Staff's knowledge	95%	95%	91%	92%	95%	98%
Staff's courteousness	95%	<b>98%</b>	93%	90%	97%	96%
Accessibility of service	94%	91%	91%	<b>88%</b>	97%	<b>99%</b>
Staff's helpfulness	92%	88%	88%	92%	94%	<b>97%</b>
The overall quality of service you received from City staff	88%	83%	83%	92%	91%	<b>93%</b>
The speed and timeliness of service	88%	87%	84%	87%	91%	90%
The ease of reaching staff	88%	89%	83%	79%	<b>96%</b>	<b>92%</b>
Staff's ability to resolve your issue	86%	81%	88%	82%	91%	91%

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

## SERVICE ACCESSED IN PAST 12 MONTHS

Among those who accessed or used any services or programs provided by the City, the most commonly accessed service/program are Vaughan public libraries (79%) and recreation programs (76%). About half have accessed environmental services (47%), while between two and four in ten have accessed parks and forestry operations (41%), public works (32%), Access Vaughan call centre (24%) and cultural services (20%).

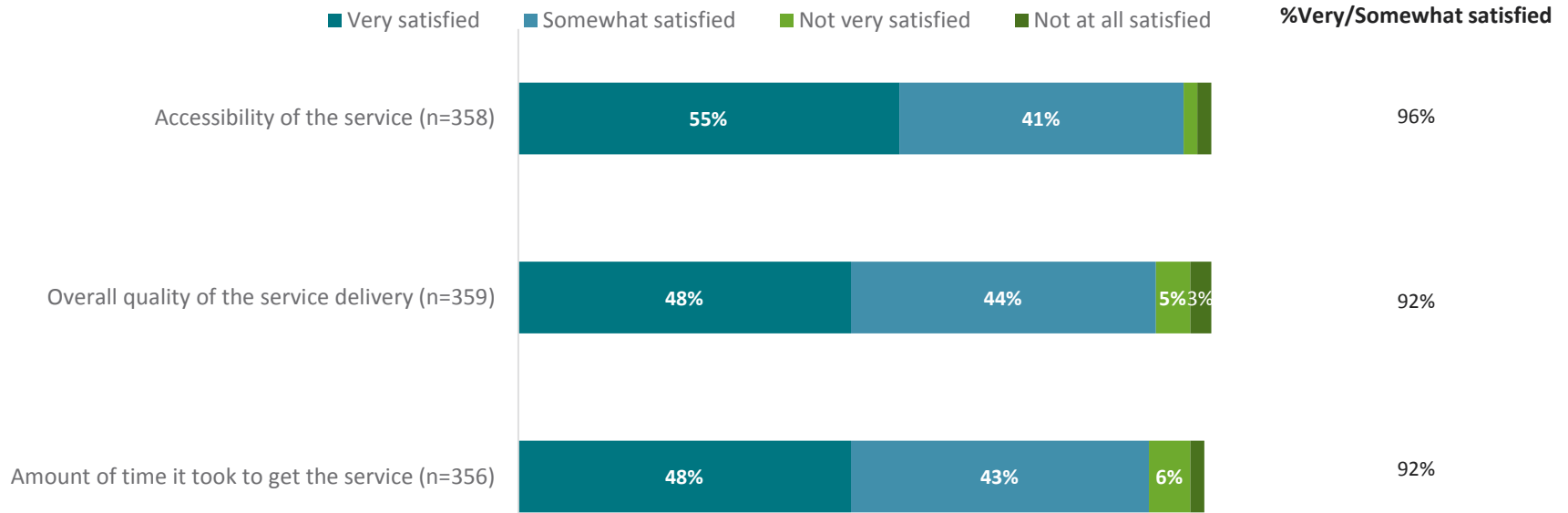


Q9. Which of the following City of Vaughan services have you accessed in the past 12 months? Base: Respondents who accessed services or programs provided by the City of Vaughan in the past 12 months 2016 (n=361)



# SATISFACTION WITH CITY SERVICES

Among those who accessed or used services or programs provided by the City, large majorities of more than nine in ten express satisfaction with their most recent experience with the City. Residents are most satisfied with accessibility of the service (55%), followed by overall quality of the service delivery (48%) and amount of time it took to get the service (48%).



Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who accessed services or programs provided by the City of Vaughan in the past 12 months (excl. dk/na) 2016 (Base varies)

# SATISFACTION WITH CITY SERVICES BY WARD

Across all wards, close to nine in ten or more express satisfaction with their most recent experience with the City.

Residents of Ward 4 are generally the most satisfied with their most recent experience. An overwhelming majority are satisfied with the accessibility of service (98%), the amount of time it took to get the service (98%), and the overall quality of the service delivery (98%).

Residents of Ward 4 are also significantly more satisfied than residents of Ward 5 with the amount of time it took to get the service (98% versus 86%).

		WARD				
TOP2BOX (Very / Somewhat Satisfied)	Total	1	2	3	4	5
Accessibility of the service	96%	96%	94%	98%	98%	94%
Amount of time it took to get the service	92%	93%	96%	91%	98%	86%
Overall quality of the service delivery	92%	93%	93%	93%	98%	88%

 Significantly Higher

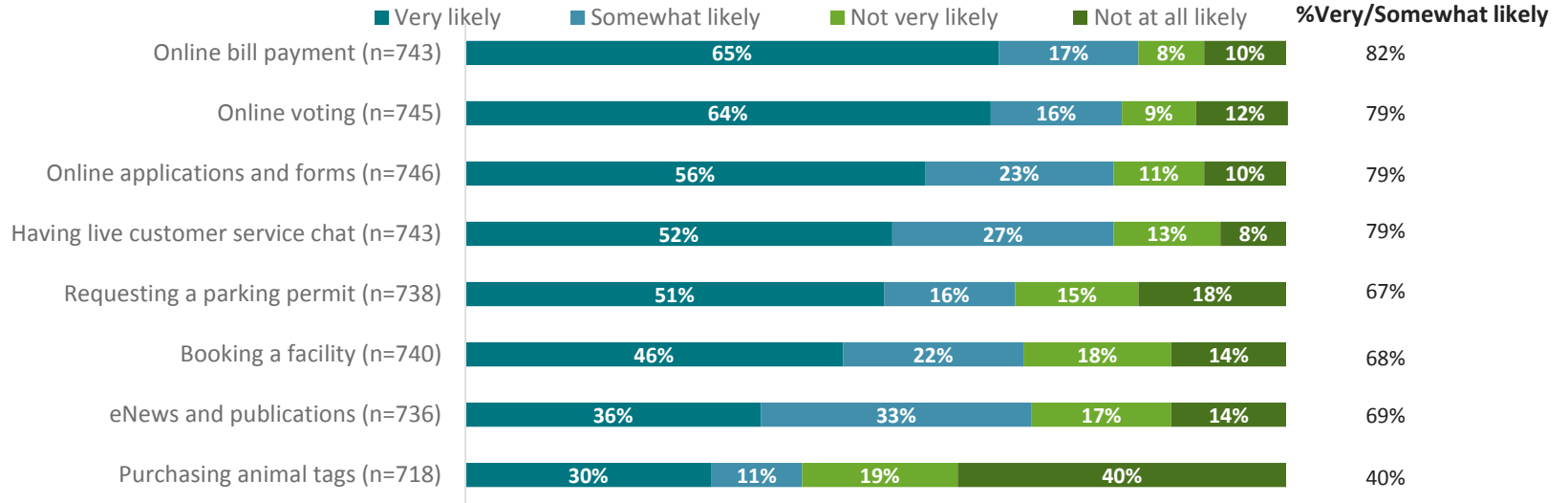
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who accessed services or programs provided by the City of Vaughan in the past 12 months (excl. dk/na) 2016 (Base varies)

# LIKELIHOOD TO USE ONLINE SERVICES

Residents were informed that the City of Vaughan is considering expanding how it delivers services online and asked the likelihood of using specific services online.

Among those who use these services, large majorities of two-thirds or more indicate that they are likely to use nearly all these services online. Residents are most likely to say they would use online bill payment (65% say very likely) and online voting (64%) and least likely to purchase animal tags (30%), with 40 percent indicating they are “not at all likely” to use this online service.



Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2016 (Bases vary)

# LIKELIHOOD TO USE ONLINE SERVICES BY WARD

Ward 4 residents are significantly more likely to use online bill payment services than residents of all other wards and significantly more likely than residents of Wards 1, 3, and 5 to use online voting services (90% versus 78%, 76%, and 77% respectively). Residents of this ward are also more likely to use live online customer service than residents of Wards 2 & 5 (86% versus 74%).

Wards 1, 2, 3, and 4 residents are all significantly more likely than residents of Ward 5 to book a facility online. Residents of Ward 1 are also significantly more likely than residents of Ward 5 to use online applications and forms (84% versus 72%) and online publication services (73% versus 64%).

Residents of Wards 3 & 4 are significantly more likely than residents of Ward 2 to request a parking permit online (72% and 73% versus 59%) and residents of Wards 1, 2, and 3 are significantly more likely than residents of Ward 5 to purchase animal tags online (43%, 44%, and 47% versus 32%).

TOP2BOX (Very / Somewhat Likely)	Total	WARD				
		1	2	3	4	5
Online bill payment	82%	83%	77%	77%	93%	82%
Online applications and forms	79%	84%	77%	81%	81%	72%
Having live customer service	79%	80%	74%	83%	86%	74%
Online voting for municipal elections	79%	78%	82%	76%	90%	77%
eNews and publications	69%	73%	69%	68%	71%	64%
Booking a facility	68%	70%	70%	72%	71%	60%
Requesting a parking permit	67%	67%	59%	72%	73%	65%
Purchasing animal tags	40%	43%	44%	47%	39%	32%

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2016 (Bases vary)

## LIKELIHOOD TO USE ONLINE SERVICES – BY AGE

Residents aged 35 to 54 are more likely than those aged 55 and older to be “very likely” to use all of the online services. Those aged 18 to 34 are also more likely than those aged 55 and older to be “very likely” to use most of these services.

Very likely to use online services	Age		
	18-34	35-54	55+
Online bill payment	70%	70%	53%
Online voting	62%	71%	52%
Online applications and forms	54%	64%	44%
Having live customer service chat	53%	56%	44%
Requesting a parking permit	52%	57%	40%
Booking a facility	51%	51%	32%
eNews and publications	31%	41%	32%
Purchasing animal tags	26%	38%	19%

Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2016 (Bases vary)

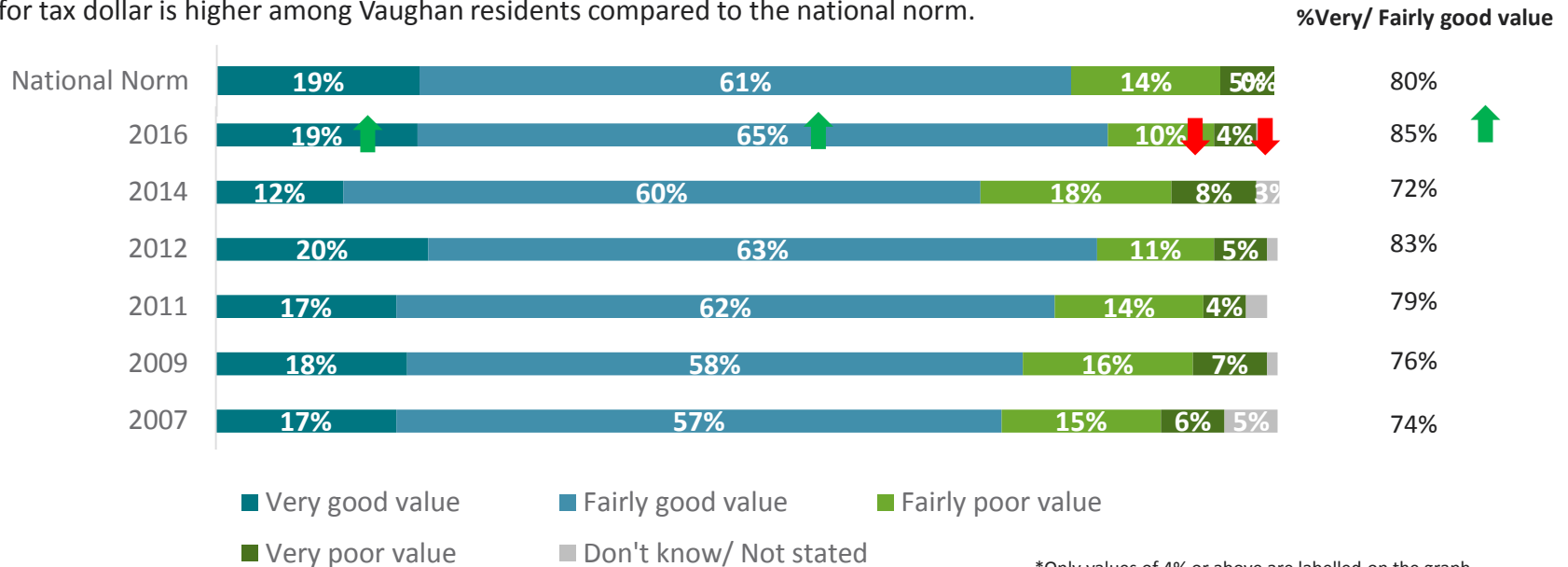
# TAXES AND SERVICE COSTS

# VALUE FOR TAX DOLLARS

After a significant decline in 2014, the proportion of residents who believe they receive good value for their tax dollars has rebounded and is now at the highest level recorded. At present, 85 percent agree that they receive at least fairly good value for their tax dollars, up significantly by 13 points from 2014. Moreover, the proportion who say “very good value” is up seven points to 19%

The perception of good value for tax dollars is slightly higher than the national norm (85% vs. 80%).

Value for tax dollar is higher among Vaughan residents compared to the national norm.



\*Only values of 4% or above are labelled on the graph.

Q12. Thinking about all of the programs and services you receive from The City of Vaughan, would you say that overall you get good value or poor value from your tax dollars? Is that ... Base: All respondents 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500); 2009 (n=300); 2007 (n=300)

# VALUE FOR TAX DOLLARS BY WARD

The proportion of residents who believe they receive good value for their tax dollars is significantly higher in Wards 4 & 5 than it is in Wards 1, 2, and 3 (90% versus 81%, 80%, and 83% respectively).

		WARD				
	Total	1	2	3	4	5
<b>Top2Box (Very/ Fairly Good Value)</b>	85%	81%	80%	83%	<b>90%</b>	<b>90%</b>

 **Significantly Higher**

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. Thinking about all of the programs and services you receive from The City of Vaughan, would you say that overall you get good value or poor value from your tax dollars? Is that ... Base: All respondents 2016 (n=800); Ward 1 (n=220); Ward 2 (n=128); Ward 3 (n=143); Ward 4 (n=96\*); Ward 5 (n=213)



# BALANCE OF TAXATION AND SERVICES

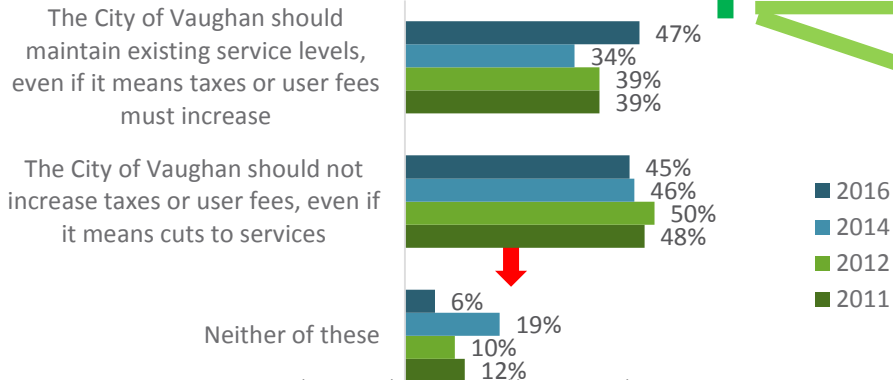
Residents were informed that Vaughan City Council has committed to a maximum tax rate increase of not more than three percent per year and presented with two options regarding taxation and services.

There has been an increase of 13 points in the proportion, now 47% of residents, who prefer that the City of Vaughan should maintain existing service levels even if it means an increase in taxes or user fees. This figure is now on par with the 45% who say the City should not increase taxes or user fees, even if it means cuts to services. There has been a decline of 13 points in the proportion who choose neither of these options (6%).

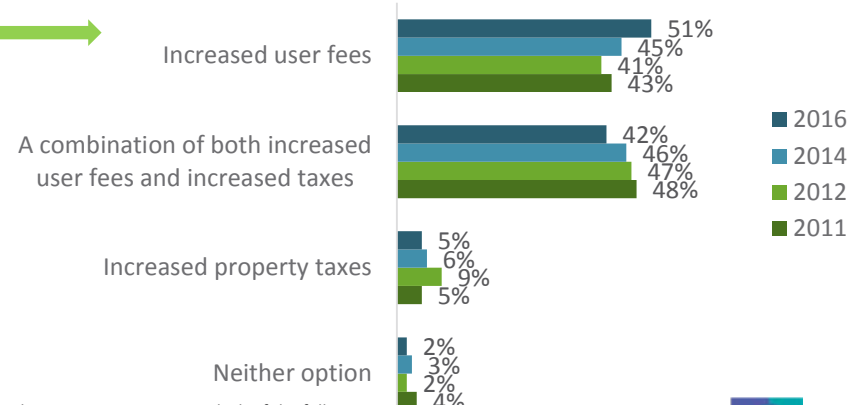
Among those who believe the City should maintain current service levels, attitudes are divided as to how to pay for the cost increases: 51% (now at the highest level recorded) favour increased user fees, while 42% (now at the lowest level recorded) prefer a combination of increased user fees and property taxes. As in past waves, few (5%) opt for increased property taxes.

There are no significant variations in results across demographic subgroups.

Perceptions around taxation and services



Preferred action to maintain service levels



Q13. As you may know, Vaughan City Council has committed to a maximum tax rate increase of not more than three per cent per year. Which of the following comes closest to your own point of view? Base: All respondents 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500)

Q14. If maintaining service levels meant an increased cost to provide these services, which of the following options would you most prefer? Base: Those who said the City of Vaughan should maintain existing service levels even if it means taxes or user fees must increase 2016 (n=375); 2014 (n=275); 2012 (n=194); 2011 (n=194)

# BALANCE OF TAXATION AND SERVICES BY WARD

Ward 5 residents are significantly more likely than residents of all other wards to believe that the City of Vaughan should maintain existing service levels, even if it means taxes or user fees must increase. Conversely, residents of all other wards are significantly more likely than Ward 5 residents to believe that the City of Vaughan should not increase taxes or user fees, even if it means cuts to services.

Perceptions around taxation and services	Total	WARD				
		1	2	3	4	5
The City of Vaughan should maintain existing service levels, even if it means taxes or user fees must increase	47%	45%	43%	42%	40%	<b>57%</b>
The City of Vaughan should not increase taxes or user fees, even if it means cuts to services	45%	<b>47%</b>	<b>51%</b>	<b>50%</b>	<b>51%</b>	35%
Neither of these	6%	7%	3%	4%	7%	6%
Don't know	2%	1%	2%	3%	-	2%
Refusal	1%	-	1%	1%	1%	

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

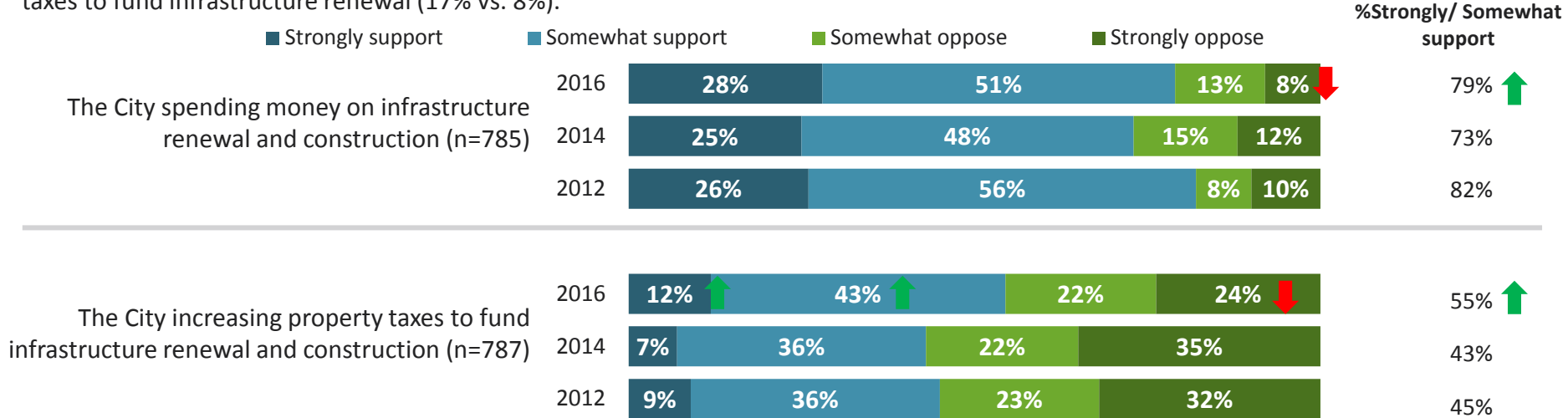
Q13. As you may know, Vaughan City Council has committed to a maximum tax rate increase of not more than three per cent per year. Which of the following comes closest to your own point of view? Base: All respondents 2016 (n=800); Ward 1 (n=220); Ward 2 (n=128); Ward 3 (n=143); Ward 4 (n=96); Ward 5 (n=213)

# SPENDING ON INFRASTRUCTURE RENEWAL

A large majority of eight in ten residents (79%) say they would strongly (28%) or somewhat (51%) support the City spending money on infrastructure renewal and construction. Overall support has increased six points from 2014 and similar to the level found in 2012.

Residents continue to be less supportive of the City increasing property taxes to fund infrastructure renewal and construction, with just over half (55%) saying they would strongly (12%) or somewhat (43%) support this action. Overall support is up 12 points from 2014 to the highest level recorded, with strong support up five points and those who are somewhat supportive up seven points.

Men are more likely than women to “strongly support” spending money on infrastructure renewal (34% vs. 22%) and on increasing property taxes to fund infrastructure renewal (17% vs. 8%).



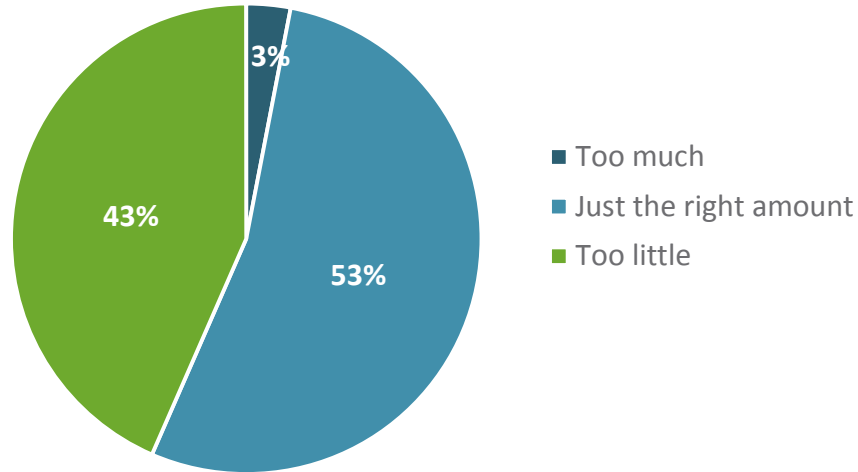
Q15. Property taxes in the City of Vaughan in part allow the City to spend money to renew infrastructure. By infrastructure we mean assets like roads, bridges, storm sewers, parks, recreation Centres, arenas, libraries and other City facilities. In the future the City may need additional funds to maintain City assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following... Base: All respondents (excl. dk/na) 2016 (Varied bases); 2014 (Varied bases); 2012 (Varied bases)

# COMMUNICATIONS

# PERCEIVED AMOUNT OF INFORMATION RECEIVED FROM THE CITY OF VAUGHAN

Most residents (53%) think they receive just the right amount of information from the City of Vaughan. A sizeable proportion of 43% think they receive too little information, while only three percent think they receive too much.

Residents under the age of 55 are more likely than their older counterparts to think they receive too little information from the City (49% among 18-34 year old and 46% among 35-54 year old vs. 33% among aged 55 and older).



\*Only values of 1% or above are shown in the graph.

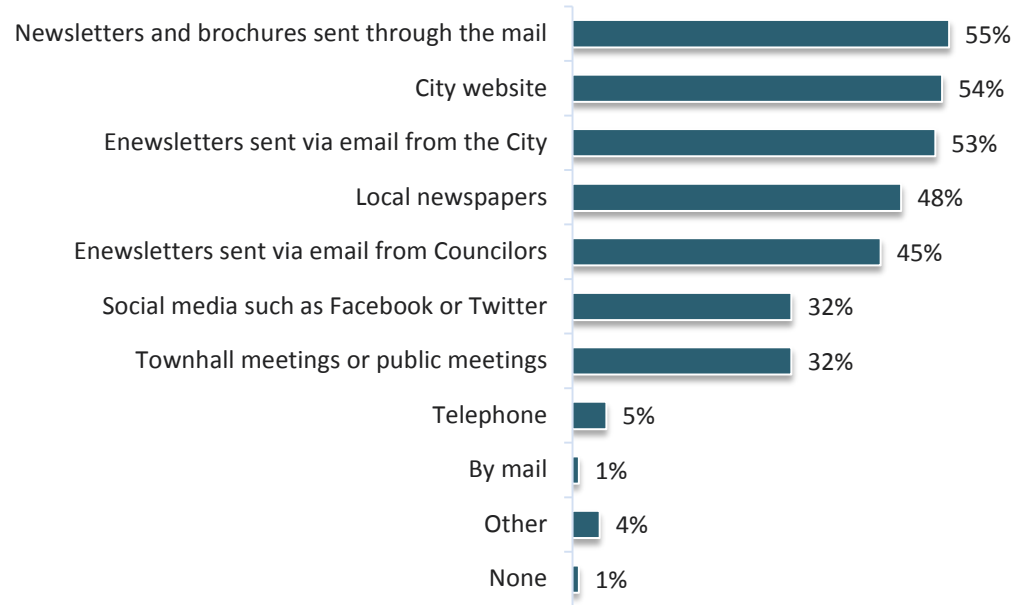
Q16. In your opinion, do you currently receive (READ LIST) information from the City of Vaughan? Base: All respondents 2016 (n=800)

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# PREFERRED METHODS OF CONTACT WITH THE CITY OF VAUGHAN

Newsletters and brochures sent through the mail, the City website and Enewsletters sent via email from the City/ Councilors, and local newspapers are the most preferred ways of contact with the City of Vaughan.

Respondents under the age of 55 are more likely than their older counterparts to prefer the City Website, Enewsletters and social media, while those 55 and older have a stronger preference for newsletters and brochures sent through the mail.



Methods of Contact	Age		
	18-34	35-54	55+
Newsletters and brochures sent through the mail	51%	51%	64%
City Website	58%	58%	44%
Enewsletters sent via email from the City	59%(c)	59%	41%
Local newspapers	45%	48%	50%
Enewsletters sent via email from Councilors	50%	48%	38%
Social media such as Facebook or Twitter	55%	29%	16%
Townhall meetings or public meetings	26%	34%	34%
Telephone	4%	5%	5%
By mail	1%	1%	1%
Other	3%	4%	3%

Q17. What are your preferred methods for City of Vaughan communicating with you? Base: All respondents 2016 (n=800)

# PREFERRED METHODS OF CONTACT WITH THE CITY OF VAUGHAN BY WARD

Ward 3 residents are significantly more likely to indicate their preferred method of contact is newsletters/brochures sent through the mail than residents of Wards 2, 4, and 5 (65% versus 51%, 45%, and 53% respectively).

Residents of Wards 1, 3, & 4 are significantly more likely to indicate their preferred method of contact is the City website than residents of Wards 2 & 5 (58%, 61%, and 58% versus 46% and 47% respectively).

Ward 1 & 4 residents are significantly more likely than Ward 2 residents to list email (from City or Councilors) as their preferred method of contact while Ward 5 residents are also significantly more likely than Ward 2 residents to list email from the City as their preferred method of contact (56% versus 42%).

	Total	WARD				
		1	2	3	4	5
Newsletters and brochures sent through the mail	55%	57%	51%	65%	45%	53%
City website	54%	58%	46%	61%	58%	47%
Enewsletters sent via email from the City	53%	58%	42%	49%	58%	56%
Local newspapers	48%	50%	49%	50%	39%	47%
Enewsletters sent via email from Councilors	45%	49%	36%	44%	54%	44%
Social media, such as Facebook or Twitter	32%	34%	30%	33%	33%	29%
Townhall meetings or public meetings	32%	34%	35%	35%	30%	28%
Telephone	5%	5%	7%	6%	2%	4%
By mail	1%	1%	-	-	3%	2%
Other	4%	6%	2%	3%	5%	2%
None	1%	1%	1%	-	2%	-

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

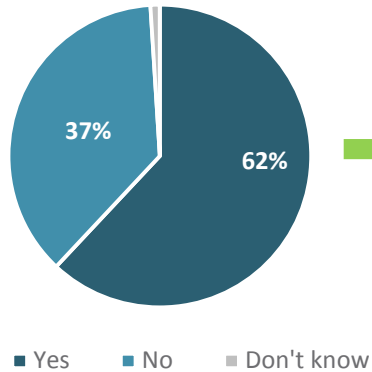
Q17. What are your preferred methods for City of Vaughan communicating with you? Base: All respondents 2016 (n=800); Ward 1 (n=220); Ward 2 (n=128); Ward 3 (n=143); Ward 4 (n=96\*); Ward 5 (n=213)

# USE AND ASSESSMENT OF CITY WEBSITE

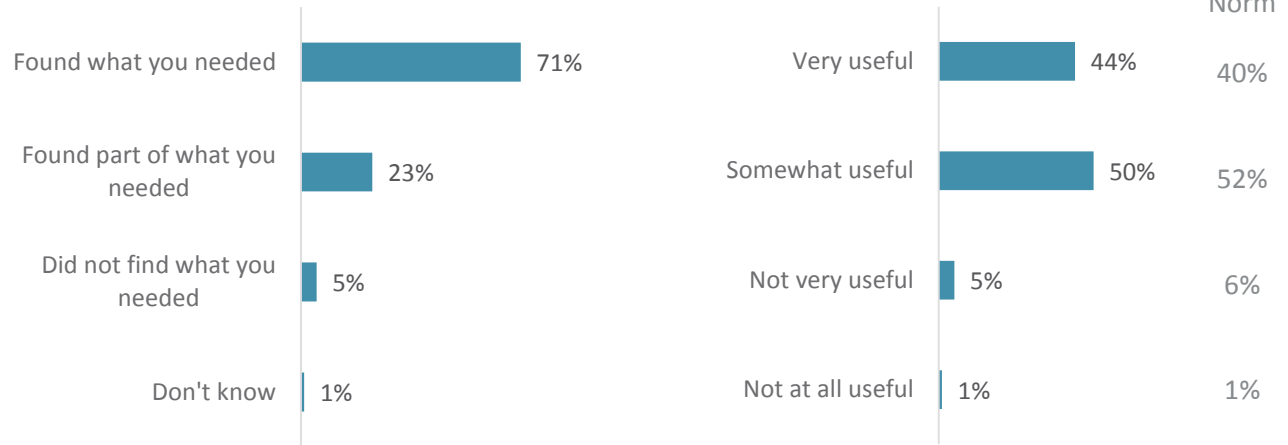
Six in ten residents report visiting the City of Vaughan’s website in the past 12 months. Use of the City’s website is higher among men than among women (66% vs. 59%) and among residents under age 55 than among older residents (age 18-34 years:62% and age 35-54 years:74% vs. age 55 and older: 47%).

Among past 12-month visitors to the City’s website, seven in ten found the information that they needed. Three in ten found part of what they needed (23%) or did not find what they needed (5%).

Among past 12-month visitors to the City’s website, more than nine in ten (94%) found the content of the information and online services available on the website to be useful, including 44 percent who found it “very useful.”



**National Norm: Yes 59% No 41%**



Q18. Have you been to the City of Vaughan’s website in the past 12 months? Base: All respondents 2016 (n=800)

Q19. In searching for the desired information on the City’s website, did you find what you were looking for? Base: Those who have been to the City’s website in the past 12 months 2016 (n=493)

Q20. How useful was the content of information and online services available on the website? Base: Those who have been to the City’s website in the past 12 months 2016 (n=493)



# USEFULNESS OF SPECIFIC FORMS OF COMMUNICATION

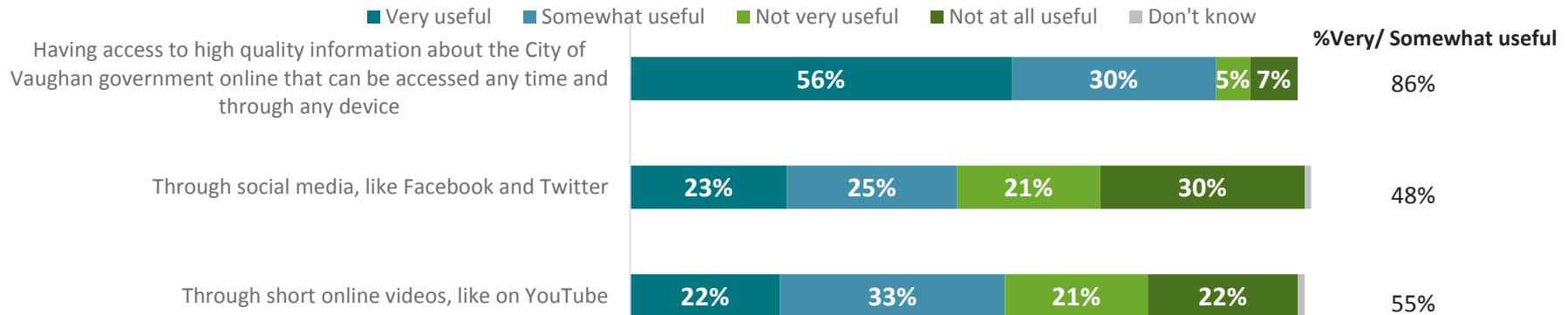
Residents were asked about the usefulness of specific forms of communication for the City of Vaughan to provide information to them.

A large majority (86%) say that having access to high quality information about the City of Vaughan government online that can be accessed any time and through any device, such as through a smart phone, laptop, tablet, or home computer is useful, including over half (56%) who think this would be “very useful.”

Smaller proportions think communication through short online videos, like on YouTube (55%) or through social media, like Facebook and Twitter (48%) would be useful, including about two in ten who think each of these forms of communication would be very useful.

Those under the age of 55, particularly those aged 18 to 34, are more likely than their older counterparts to find all of these forms of communication “very useful.”

Men are more likely than women to find access to high quality information and communication through short online videos to be “very useful.”



Q21. And, how useful would you find the following forms of communication for the City of Vaughan to provide information to you? Base: All respondents (n=800)

# USEFULNESS OF SPECIFIC FORMS OF COMMUNICATION BY WARD

Ward 4 residents are significantly more likely than residents from Wards 1, 2, and 5 to think that having access to high quality information about the City of Vaughan government online that can be accessed any time and through any device, such as through a smart phone, laptop, tablet, or home computer is useful (95% versus 87%, 85%, and 82% respectively).

Ward 5 residents are significantly less likely than residents from all other wards to think communication through short online videos, like on YouTube would be useful. Ward 4 residents are significantly more likely than Ward 3 residents to think communication through social media would be useful.

		W A R D				
	Total	1	2	3	4	5
Having access to high quality information about the City of Vaughan government online that can be accessed any time and through any device, such as through a smart phone, laptop, tablet, or home computer	86%	87%	85%	89%	95%	82%
Through short online videos, like on YouTube	55%	56%	61%	61%	58%	46%
Through social media, like Facebook and Twitter	48%	52%	45%	42%	57%	45%

 Significantly Higher

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q21. And, how useful would you find the following forms of communication for the City of Vaughan to provide information to you? Base: All respondents (n=800); Ward 1 (n=220); Ward 2 (n=128); Ward 3 (n=143);

Ward 4 (n=96\*); Ward 5 (n=213)

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# ENERGY-SAVING BEHAVIOUR

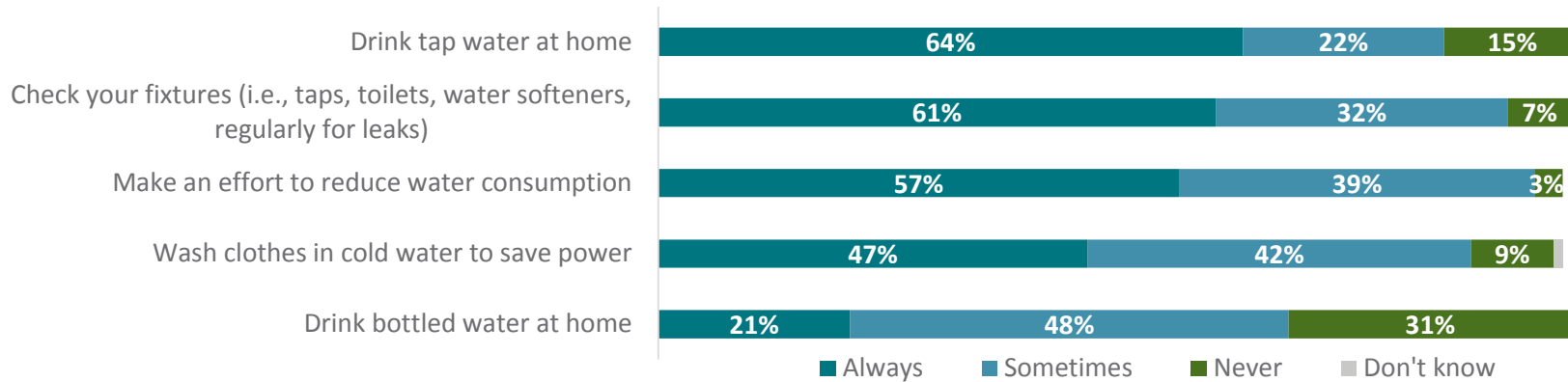
# FREQUENCY OF ENERGY-SAVING BEHAVIOUR

When residents are asked the frequency of engaging in specific energy-saving behaviours, majorities of residents are **always** engaging in most of the positive behaviours tested in the survey, but a minority of residents say they **never** drink bottled water at home.

About six in ten each indicate that they **always** drink tap water at home (64%), check their fixtures (61%) and make an effort to reduce water consumption (57%). About half (47%) **always** wash clothes in cold water to save power. About two to four in ten “sometimes” engage in these behaviours, while one in ten or fewer never do any of these.

Two in ten (21%) always drink bottled water at home, and another half (48%) sometimes do this, while only 31 percent **never** do this.

There is little variation in response across demographic subgroups, but those aged 35 and older are more likely than those aged 18 to 34 to **always** make an effort to reduce water consumption (62% vs. 45%), check their fixtures (67% vs. 43%), while those aged 18 to 34 are more likely than those aged 35 and older to **always** engage in the negative behaviour of drinking bottled water at home (28% vs. 19%).



Q22. Please tell me how often you participate in each of the following activities. Do you always, sometimes or never? How about...? Base: All respondents 2016 (n=800)

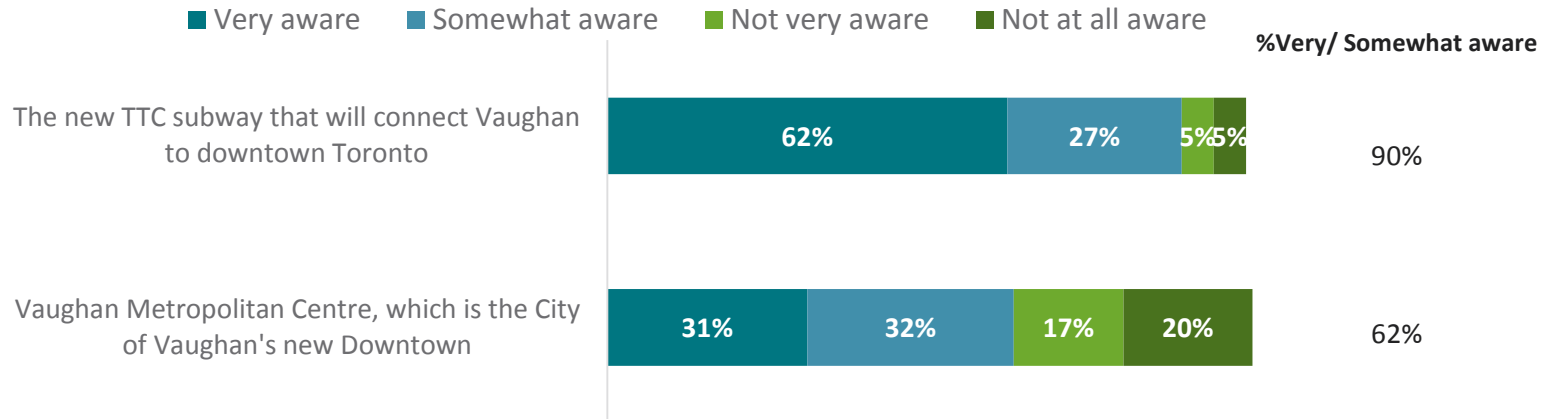
# AWARENESS OF NEW VAUGHAN DEVELOPMENTS

There is higher awareness of the new TTC subway than there is of the Vaughan Metropolitan Centre.

Nine in ten express awareness of the new TTC subway that will connect Vaughan to downtown Toronto, including six in ten who say they are “very aware.”

Six in ten are aware of the Vaughan Metropolitan Centre, which is the City of Vaughan’s new Downtown, including three in ten who are “very aware.” Two in ten say they are “not at all aware” of the Centre.

Awareness does not differ very significantly across most demographic subgroups, but awareness of the Vaughan Metropolitan Centre is higher among those aged 35 and older than among their younger counterparts (66% very/somewhat aware vs. 53%, among those aged 18 to 34). Men are more likely than women to be “very aware” of the new TTC subway (68% vs. 57%).



Q23. How aware are you of the following? Base: All respondents 2016 (n=800)

\*Only values of 3% or above are labelled on the graph.

# AWARENESS OF NEW VAUGHAN DEVELOPMENTS BY WARD

Across all wards there is higher awareness of the new TTC subway than there is of the Vaughan Metropolitan Centre.

Residents of Ward 1 are more likely than residents of all other wards to be aware of the Vaughan Metropolitan Centre, and significantly more likely than residents of Ward 5 to be aware of the Vaughan Metropolitan Centre.

		WARD				
<b>Top2Box (Very/ Somewhat Aware)</b>	<b>Total</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Vaughan Metropolitan Centre	62%	69%	62%	66%	59%	56%
The new TTC subway that will connect Vaughan to downtown Toronto	90%	92%	92%	90%	90%	87%

 **Significantly Higher**

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q23. How aware are you of the following? Base: All respondents 2016 (n=800); Ward 1 (n=220); Ward 2 (n=128); Ward 3 (n=143); Ward 4 (n=96\*); Ward 5 (n=215)

# COMPARING ONLINE SURVEY RESULTS

# METHODOLOGY AND REPORTING CONVENTIONS FOR ONLINE SURVEY

## METHODOLOGY

- The survey was conducted online by open-link survey between November 1<sup>st</sup> and November 28<sup>th</sup>, 2016.
- The survey was programmed and hosted by Ipsos.
- The survey was conducted among n=156 respondents online who are 18 years of age and older live in the City of Vaughan.

## NOTES TO READER

- The City of Vaughan commissioned Ipsos to conduct two surveys in 2016: the 2016 representative telephone survey and the 2016 online survey. While the surveys run parallel to each other, the methodological differences between the two prohibit formal comparisons in the body of this report.
- Considering that the online survey was hosted as an open-link and not designed to be representative of the population of Vaughan residents the results from the survey should be interpreted with caution.
- The telephone survey offers the only true representative sample and therefore it is recommended that the results of the telephone survey, not the online survey, be used to assist the City when identifying key trends and issues of importance.
- Thus, the purpose of this section of the report is to offer comparisons between the online and telephone surveys that otherwise are not possible in the report.



# ONLINE VS REPRESENTATIVE TELEPHONE SURVEY (1)

## Service Satisfaction:

- The level of satisfaction is generally lower in the online survey than it was in the telephone survey.
- While positive perceptions of quality of life remain at a very high level (90%) in the online survey, the proportion of residents who perceive it to be “very good” is significantly lower in the online survey (31%) than it was in the telephone survey (48%).
- Overall satisfaction with the delivery of all services by the City is at a high level (87%) in the online survey, but the proportion of residents who perceive it to be “very good” is significantly lower in the online survey (30%) than it was in the telephone survey (38%).
- More than half of residents who completed the online survey are satisfied with 21 out of 24 services provided by the City of Vaughan. While satisfaction is positive for most individual services in the online survey, the level of satisfaction is lower than it was in the telephone survey for all services except financial services and end of driveway snow removal.

# ONLINE VS REPRESENTATIVE TELEPHONE SURVEY (2)

## Interaction with the City:

- Significantly more residents reported having contact with City staff in the online survey (55%) than in the telephone survey (42%).
- Significantly more residents reported email as the type of interaction they had with the City of Vaughan in the past 12 months in the online survey (42%) than in the telephone survey (30%).
- Among those who had contact with City staff or employees, more than eight in ten (83%) express satisfaction with the overall quality of service received from staff in the online survey. While not significant, this figure is five points lower than what was observed in the telephone survey (88%). In fact, the level of satisfaction was lower on every staff assessment in the online survey versus the telephone survey.
- Among those who use services, those who took the online survey are more likely than those who took the telephone survey to use every online service. Those who took the online survey are significantly more likely to use the following online services: online voting (89% vs. 79%), online applications and forms (88% vs. 79%), eNews and publications (84% vs. 69%), and book a facility (76% vs. 68%).

## Taxes and Services Costs:

- Significantly more believe they are receiving value for their tax dollars in the telephone survey (85%) than in the online survey (77%).
- Less than half support the City increasing property taxes to fund infrastructure renewal and construction (46%) in the online survey, a figure which is significantly less than it was in the telephone survey (55%).

# ONLINE VS REPRESENTATIVE TELEPHONE SURVEY (3)

## Communications:

- Almost two-thirds (63%) think they receive just the right amount of information from the City of Vaughan in the online survey, a figure which is significantly higher than in the telephone survey (53%).
- Significantly more list the local newspaper as the preferred method of contact with the City of Vaughan in the telephone survey (48%) than in the online survey (28%). Townhall or public meetings are also listed as the preferred method of contact by significantly more in the telephone survey than in the online survey (32% versus 17%).
- Significantly more residents accessed the City of Vaughan's website in the online survey (88%) than in the telephone survey (62%) but among those who accessed the City of Vaughan's website, significantly less found what they needed in the online survey (49%) versus the telephone survey (71%) and significantly less found the website "very useful" in the online survey (34%) versus the telephone survey (44%).
- A large majority in the online survey (94%) would find it useful to have access to high quality information about the City of Vaughan government online that can be accessed any time and through any device, a figure which is significantly higher than in the telephone survey (86%).

## Energy-Saving Behaviour & Awareness of new Vaughan developments:

- Almost half (43%) never drink bottled water at home in the online survey, a figure which is significantly higher than in the telephone survey (31%).
- Significantly more indicate awareness of the Vaughan Metropolitan Centre in the online survey (80%) than in the telephone survey (62%).

# DEMOGRAPHIC PROFILE

# DEMOGRAPHIC PROFILE OF TELEPHONE SURVEY RESPONDENTS

## Gender

Male	48%
Female	52%

## Age

18 – 34	25%
35 – 54	44%
55 and older	31%

## Ward

Ward 1	27%
Ward 2	16%
Ward 3	18%
Ward 4	12%
Ward 5	27%

## Years lived in Vaughan

0-4 years	9%
5 to 9 years	12%
10 to 14 years	16%
15 to 19 years	17%
20 or more	45%

## Household Size

1 person	6%
2 persons	20%
3 or more persons	74%

## Children under 18 Living in Household (Base: More than one person living in household)

None	50%
1	17%
2	23%
3	8%
4	25%

## Household Income

Less than \$40,000	8%
\$40,000 to less than \$80,000	15%
\$80,000 to less than \$120,000	23%
\$120,000 to less than \$160,000	17%
\$160,000 or above	16%
Prefer not to say	16%

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