Report to Strategic Priorities and Policy Committee

To: Chair and Members
Strategic Priorities and Policy Committee
From: Lynne Livingstone, City Manager
Subject: 2021 Resident Satisfaction Survey
Date: November 30, 2021

Recommendation

That on the recommendation of the City Manager, the report, including the attached 2021 Resident Satisfaction Survey, **BE RECEIVED** for information.

Executive Summary

The 2021 Resident Satisfaction Survey was conducted by Forum Research Inc. between September 22 and October 8, 2021. The survey was conducted by telephone and the sample was drawn using random digit dialling among City of London residents, which included both landline and cell phone only households. A total of 508 interviews were completed among residents 18 years of age and older. Results throughout the report have been statistically weighted by age and gender to reflect the population of London based on the 2016 Census and comparisons to other municipalities in Southern Ontario have been included where possible.

The survey provides Londoners with an opportunity to share their perspectives and perceptions of key issues in our community. It covers a wide range of topics including top of mind issues, quality of life, value for tax dollars, satisfaction with municipal services and experiences with City staff, communication, and welcoming and belonging.

Survey findings provide data-driven and performance-based reporting for Council, administration, and the public. The Resident Satisfaction Survey is a critical tool to gather opinions on a number of key questions to help inform strategic decisions and ensure that organizational priorities are aligned with the needs of residents.

Linkage to the Corporate Strategic Plan

Council's 2019-2023 Strategic Plan includes the Strategic Area of Focus 'Leading in Public Service.' This includes the Expected Result 'The City of London is trusted, open, and accountable in service of our community' and the Strategy 'Improve public accountability and transparency in decision making.'

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

Strategic Priorities and Policy Committee (SPPC): August 31, 2015, July 25, 2016, August 21, 2017, November 19, 2018, August 26, 2019.

2.0 Discussion and Considerations

2.1 Background

Each year the City of London undertakes a resident satisfaction survey as part of our efforts to improve service to our community, noting that survey was paused in 2020 due to the COVID-19 pandemic.

The survey provides Londoners with an opportunity to share their perspectives and perceptions of key issues in our community. It covers a wide range of topics including top of mind issues, quality of life, value for tax dollars, satisfaction with municipal services and experiences with City staff, communication, and welcoming and belonging.

Survey findings provide data-driven and performance-based reporting for Council, administration, and the public. The Resident Satisfaction Survey is a critical tool to gather opinions on a number of key questions to help inform strategic decisions and ensure that organizational priorities are aligned with the needs of residents.

These surveys are one of many tools the City uses to measure performance. Other tools include ongoing internal performance measurement processes (e.g., Strategic Plan Annual Performance Reports, Strategic Plan Impact Assessments, budgeting, business planning, measurement of operational activities and services within individual Service Areas), participation in sector benchmarking initiatives (e.g., the Municipal Benchmarking Network of Canada, the Financial Information Return), and through external assessments (e.g., Macleans Best Places to Live reports).

2.2 2021 Survey Results

The 2021 Resident Satisfaction Survey, attached as Appendix A, was conducted by Forum Research Inc. between September 22 and October 8, 2021.

The survey was conducted by telephone and the sample was drawn using random digit dialling among City of London residents, which included both landline and cell phone only households. A total of 508 interviews were completed among residents 18 years of age and older. Results throughout the report have been statistically weighted by age and gender to reflect the population of London based on the 2016 Census and comparisons to other municipalities in Southern Ontario have been included where possible.

While satisfaction scores for quality of life, City services, and interactions with City staff remain relatively high, 2021 saw an overall decrease in satisfaction scores. It will be important to closely monitor this data to determine if this decline is related to impacts to services during the pandemic or indicative of a trend. Service Areas also continue to closely monitor service specific data that is collected such as contact centre performance data, satisfaction with recreation facilities and programming, etc.

Top of Mind Issues

- Transportation is identified as the most important issue facing the City as identified by 34% of respondents. It was also the most important issue in 2019 (38%), 2018 (35%) and 2017 (36%). Mentions of transportation include traffic, road congestion, traffic lights, inadequate public transit/transportation, and rapid transit.
- Poverty is identified as the second most important issue facing Londoners as mentioned by 28% of respondents, representing a 16% increase over the 2019 survey. This increase is largely driven by specific mentions of homelessness (from 10% to 27%)
- Around one in four residents (23%) identified development and infrastructure as the most important issue facing the city, which is consistent with previous years. Mentions of development/infrastructure include roads, road repair, snow removal, poorly maintained roads, infrastructure, development, urban sprawl, loss of green space and parking.

Quality of Life

- Compared to other municipalities in Southern Ontario, the City of London ranks close to the average rating of quality of life. 87% of Londoners say their quality of life in London is good or very good, with one in five residents saying it is very good.
- There has been a slight decrease in the number of residents who indicate that they have a good quality of life compared to 2019 (from 93% in 2019 to 87% in 2021), however, most residents still rate their quality of life in London positively.

- Male residents (28%) are more likely to state they have a good quality of life than female residents (17%). Residents aged 55 and older are also more likely to rate their quality of life as very good compared to those aged 18 to 34. Perceptions of a very good quality of life are also highest among residents who earn $100,000 to $150,000 (35%) and completed post-graduate studies (34%).
- The most common reason for residents having a good quality of life in the city is because it is a good, friendly, or nice city (23%).
- Approximately one in ten residents (13%) rate their quality of life in London poorly. Factors contributing to a poor quality of life include homelessness (24%); cost of living (23%), and crime/public safety/policing (23%).

City Services Assessment

- Most residents (82%) say they are satisfied with the overall level and quality of services provided by the City of London, with one in five (20%) saying they are very satisfied. When compared to other municipalities, the City ranks close to the average rating of City service satisfaction.
- The number of residents satisfied with City services has decreased slightly since 2019 (from 89% to 82%). Around one in five residents say that they are not satisfied with City services.
- Most residents are satisfied with the quality of service delivery (80%), the accessibility of services (75%), and the time it takes to receive services (68%), however, the proportion of residents that are satisfied with these factors has decreased slightly from 2019.
- Parks and other green spaces have the overall highest satisfaction among residents at 91%, followed by drinking water (90%), protection services (84%), garbage collection (83%) and public libraries (83%).
- Residents are least satisfied with social and affordable housing, with only 25% of respondents expressing satisfaction.

Gap Analysis

- The gap analysis shows the difference between resident satisfaction with various City services and the perceived importance of each service.
- The gap analysis chart identifies areas for improvement and maintenance and is used for illustrative purposes to indicate the relative placement of the various services to other services, and not as a statistical placement of data.
- Primary areas for improvement are social/affordable housing, city expansion/protection of farmland, City owned golf courses, roads, children's services, public transit, revitalization of old neighbourhoods, and by-law enforcement.

Value for Tax Dollars

- Most residents (80%) believe that they receive good value for their tax dollars, including 18% who believe they receive very good value.
- The number of residents who perceive good value for tax dollars has remained steady over the past three years. When compared to other municipalities, the City of London ranks above the average.
- When asked how to help the City balance taxation and service delivery levels, 18% of residents said they would prefer to increase taxes to enhance or expand services, 30% said they would prefer to increase taxes to maintain current service levels, 24% said they would prefer to cut services to maintain current tax levels, and 12% said they would prefer to cut services to reduce taxes.
- Compared to 2019, there has been a decrease in the number of residents who prefer to increase taxes, which is driven by a decrease in those who prefer to increase taxes to enhance services (from 31% to 18%).

Experience with City Staff

- 68% of residents who contacted the City were satisfied with the services they received. This represents a decline from 2019 levels when 80% of residents were satisfied with the services they received.
- Of residents who interacted with the City, 58% say they received all of the service or support they needed, compared to 70% in 2019.
- 87% of residents who had contact with the City thought that staff were courteous, 83% thought they were treated fairly, and 80% felt that staff were knowledgeable. About half (55%) said staff went the extra mile.

Communications

- When asked how they usually learn about or receive updates from the City of London, 25% of residents said they used social media, followed by local television (20%), and the City's website (19%).
- 23% of residents prefer to receive City updates through email, followed by social media (21%), and regular mail (22%).
- When contacting the City with an inquiry or concern, there continues to be a strong preference (60%) to do this over the telephone.
- Looking ahead, 49% of residents would be interested in attending online information and engagement sessions, while the other half (49%) would not.

Welcoming and Belonging

- 85% of residents believe that London is a welcoming community and that they have a strong sense of belonging to the city (82%).
- Compared to 2019, there has been a decrease (5%) in the number of residents who feel London is a welcoming community and of those who feel they belong in the city (6%).
- It is important to note that results of the Resident Satisfaction Survey have been statistically weighted by age and gender to reflect the population of London based on the 2016 Census. Of those participating in the survey, 72% self-identified as White. We believe that if the survey was completed with a higher number of participants from equity-deserving communities these results would not reflect such positive results. There is much work to be done to dismantle systemic racism and oppressions in our community and to make London a welcoming community where all residents have a strong sense of belonging.

Conclusion

Surveys are an important tool used by municipalities to assess residents' attitudes, needs, priorities and satisfaction levels. This data can support Council decision-making, inform the work of Administration, and contribute to an overall understanding of the London community. The Annual Resident Satisfaction Survey is also a key component of Council's 2019-2023 Strategic Plan and the commitment to "Improve public accountability and transparency in decision making," in the service of Londoners.

Prepared and Submitted by:	**Rosanna Wilcox, Director, Strategy and Innovation**
Recommended by:	**Lynne Livingstone, City Manager**

Annual Resident Satisfaction Survey

The City of London

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Survey Background

Objectives

Forum Research Inc. is pleased to present the City of London with the results of the 2021 Citizen Satisfaction Survey.

Specific areas explored in the research include (but are not limited to):

- Top-of-mind issues in need of attention from local leaders;
- Overall impressions of the quality of life in the City of London;
- Perceptions of City services, including satisfaction and drivers of satisfaction (i.e., perceived importance);
- Perceptions of value for tax dollar and taxes in general;
- Preferred communication needs and interaction with the City;
- Interest in information sessions; and
- Sense of welcoming and belonging to the city.

Executive Summary

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Executive Summary

Life in the City of London

- The vast majority of residents (TOP2: 87%) rate the quality of life in the City of London as either good or very good. *Slide 18;*
  - Factors contributing to Londoners good quality of life include it being a friendly and nice city (23%), safe (16%), having lots to do (16%), and having everything they need (15%). *Slide 21;*
- Most residents (TOP2: 85%) agree that London is a welcoming community, and about 4 in 5 (TOP2: 82%) agree that they have a strong sense of belonging to the city. *Slide 49*

- However, there are some concerns expressed by residents:
  - Transportation (NET: 34%) remains the biggest ongoing issue facing the city, with more respondents (+12%) mentioning traffic/road congestion/traffic lights (22%) as a concern compared to 2019. *Slide 15;*
  - Residents also mentioned poverty (NET: 28%) as another pressing issue, especially homelessness (27%), which saw a 17% increase since 2019. Lack of affordable housing (20%) ranks high in this list as well. *Slides 15-16;*
  - Additionally, and consistent with previous years, development and infrastructure remains a top concern for Londoners (NET: 23% and 21%, respectively). *Slide 15*

Executive Summary

Core Services & Satisfaction

- The majority of London residents are satisfied with City services, namely the quality of service delivery (TOP2: 80%), accessibility of services (TOP2: 75%), and time it takes to receive services (TOP2: 68%) *Slide 27*

- Parks and other green spaces (TOP2: 91%) and drinking water (TOP2: 90%) are the services residents were most happy with. Other services which showed a decrease from 2019 but were still rated highly by residents were: protection services (TOP2: 84%), public libraries (TOP2: 83%), recreation facilities (TOP2: 80%), and public health (TOP2: 77%). *Slide 28;*
  - On the other hand, London residents expressed the least satisfaction with social or affordable housing (TOP2: 25%). *Slide 30*

- A statistical analysis has been used to show the difference between how satisfied residents are with each City service and the impact of the services to residents' overall service satisfaction (i.e., perceived importance). Findings from this analysis found 8 primary areas of improvement for the City: *Slides 32-33;*
  - Social/affordable housing
  - City expansion/protection of farmland
  - City owned golf courses
  - Roads
  - Children's services
  - Public transit
  - Revitalization of old neighbourhoods
  - By-law enforcement

Executive Summary

Spending and Taxation

- Most London residents (TOP2: 80%) say they receive a good value for their tax dollars. This proportion has remained relatively stable over the years. *Slide 35*

- In order to help the City balance taxation and service delivery levels, a plurality of respondents chose increasing taxes (NET: 48%) over cutting services (NET: 36%). Nevertheless, fewer respondents this year are in favor of increasing taxes to maintain current service levels or enhance or expand services, compared to 2019 (NET: 58%). *Slide 37;*
    - Of those who support increasing taxes, 30% believe that these dollars should be used to maintain current service levels, while 18% would rather services be enhanced or expanded services. *Slide 37*

Executive Summary

Experience with City Staff and Communication

- The proportion of London residents who have had contact with the City has remained relatively steady over the years (2021: 39%). The majority of those who have contacted the City are satisfied with the service they received (TOP2: 68%), and also said they received all the service and support they needed (58%). *Slides 39-41;*
  - These residents also felt that the staff were courteous (TOP2: 87%), fair (TOP2: 83%) and knowledgeable (TOP2: 80%). *Slide 42*

- A quarter (25%) of Londoners usually learn about or receive updates from the City through social media, while a fifth learn about the City through local television (20%), the City's website (19%), or local newspaper (19%). *Slide 44*

- Residents would most prefer to be informed about City projects, initiatives, and community information through email (23%), social media (21%) and regular mail (22%). However, when reaching out for an inquiry or a concern, the majority of residents prefer to contact the City by telephone communication (60%), followed by email (23%). *Slides 45-46*

- Looking ahead, half of London residents (49%) would be interested in attending online information sessions. The other half (49%) expressed disinterest towards the virtual sessions. *Slide 47*

Methodology

Methodology

Method: CATI (Computer Aided Telephone Interview)

A CAWI (Computer Aided Web Interview) open-link was available to residents upon request. 5 residents completed the survey via open-link and are not included in the results due to small sample size. As well, the sample from CAWI consists of only self-selected respondents who have chosen to take part in the survey on their own accord. Due to this, CAWI data is affected by self-selection bias and is not representative of City of London demographics, and therefore cannot be combined with CATI data.

Criteria for Participation: Residents in the City of London who are 18 years of age or older

Sample Size: n=508

Average Length: 19 min

Margin of Error: ± 3.71%

Fieldwork Dates: September 22nd – October 8th, 2021

Additional Notes:

- CATI sample was drawn using random digit dialing (RDD) among City of London residents. A mix of landline and cell phone sample was used to reach cell phone-only households.
- Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2016 Census data.
- Tracking data has been included where possible. Please note that the 2013 data comes from an online survey conducted by another vendor. Data from 2015 to 2019 was also conducted by another vendor, though methodology has been as closely matched as possible. Caution should be used in comparing the 2013 online data to the 2015 to 2021 telephone data because of the methodological differences in the data collection approaches.
- Comparisons to other municipalities in Southern Ontario have been included where possible.
- Significant differences across sub-groups are noted where they exist.

Reporting Considerations

TOP2 / BTM2

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., “Which of the following communication methods have you used?”), 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. For example, respondents were able to select “email” and “physical mail/inserts” as their answer.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes. In demographic breakout slides, statistically significant results (at the 95% confidence level) are highlighted in red and statistically significant differences between segments are indicated with letters. Each segment is denoted with letters (e.g., J, K, L, etc.). If the letter “J” 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 “J”.

Detailed Findings

Top of Mind Issues

Top of Mind Issues

Around 1 in 3 (34%) residents say transportation is the most important issue facing the city – remaining as the highest ranking issue over the years. Poverty is also a commonly identified issue with 3 in 10 (28%) mentioning it.

Issue	2021	2019	2018	2017	2016	2015
NET: Transportation*	**34%**	**38%**	**35%**	**36%**	**23%**	**13%**
Traffic/road congestion/traffic lights	22%	10%	7%	4%	5%	4%
Inadequate public transit/transportation	12%	20%	17%	17%	10%	-
Rapid transit/support rapid transit	6%	4%	1%	10%	-	-
Opposition to rapid transit	1%	3%	7%	4%	-	-
NET: Poverty*	**28%**	**12%**	**4%**	**5%**	5%	**3%**
Homelessness	27%	10%	3%	4%	3%	2%
Poverty	4%	3%	1%	2%	3%	1%
NET: Development/Infrastructure*	**23%**	**21%**	**20%**	**11%**	**19%**	**21%**
Roads/Road repair/snow removal/poorly maintained roads	13%	12%	11%	5%	9%	11%
Infrastructure	9%	8%	3%	3%	8%	7%
Development urban sprawl/loss of greenspace	5%	5%	3%	2%	2%	3%
Parking	1%	-	-	-	-	-
NET: Economy*	**5%**	**7%**	**4%**	**4%**	**13%**	**13%**
Unemployment/ Jobs/ poor job market	5%	6%	4%	3%	12%	12%
NET: Mayor/City government*	**4%**	**8%**	**4%**	**4%**	**4%**	**4%**
Fiscal management/government spending/budget	3%	4%	2%	-	-	-
Poor government/political infighting/no leadership	2%	3%	1%	2%	-	-

Transportation remains as the most important issue facing the city with 1 in 3 (NET: 34%) residents saying so. Specifically, around 1 in 5 (22%) mentioned 'traffic/road congestion/traffic lights' – an increase from 10% in 2019.

Poverty is identified as the next most important issue by residents with 3 in 10 (NET: 28%) saying so – an increase from 12% in 2019. Specifically, mentions of homelessness (from 10% to 27%) drives this increase.

Around 1 in 4 (23%) residents say development and infrastructure is the most important issue facing the city – remaining consistent with previous years.

A few residents also say the economy (5%) and the City government (4%) are the most important issues facing the city.

*Net categories for multiple response questions are calculated by adding up the number of responses (not percentages) for each sub-category and dividing the total number by the total sample size.
Q1. What are the most important issues facing the City of London? That is, what issues should receive the greatest attention from City Council? [Multi-select];
Framework: All respondents.
Sample Size: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

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Top of Mind Issues (cont'd)

Housing is also one of the more commonly identified issues facing the city with 1 in 5 (20%) mentioning it.

Issue	2021	2019	2018	2017	2016	2015
NET: Other*	**62%**	**-**	**-**	**-**	**-**	**-**
Housing - lack of affordable housing	20%	11%	3%	4%	2%	2%
Public safety (e.g., crime, policing, speeding)	14%	-	-	-	-	-
Mental health/Drug addiction	10%	-	-	-	-	-
COVID-19 (e.g., restrictions, vaccines, in general)	8%	-	-	-	-	-
Environment/pollution	4%	6%	3%	3%	5%	6%
Hospital wait times/lack of medical care	4%	4%	4%	-	-	-
Education	4%	4%	2%	-	1%	3%
Economic growth/attract, retain businesses/manufacturing	3%	3%	2%	-	-	-
Taxes	3%	6%	3%	3%	5%	6%
Social equity (e.g., racism, discrimination, Indigenous issues)	3%	-	-	-	-	-
Waste management (e.g., garbage collection, recycling, composting)	2%	-	-	-	-	-
City cleanliness (e.g., dirty graffiti, needles lying around)	1%	-	-	-	-	-
Senior care	1%	-	-	-	-	-
Social assistance (e.g., employment insurance, sick benefits)	1%	-	-	-	-	-
Other	9%	-	-	-	-	-
Nothing	3%	3%	5%	5%	4%	2%
Don't know/Refused	5%	9%	8%	12%	10%	13%

There has been an increase of residents saying the lack of affordable housing is an important issue in the city, from 11% to 20%.

Some of the common important issues residents also identified as those that should receive attention from city council include:

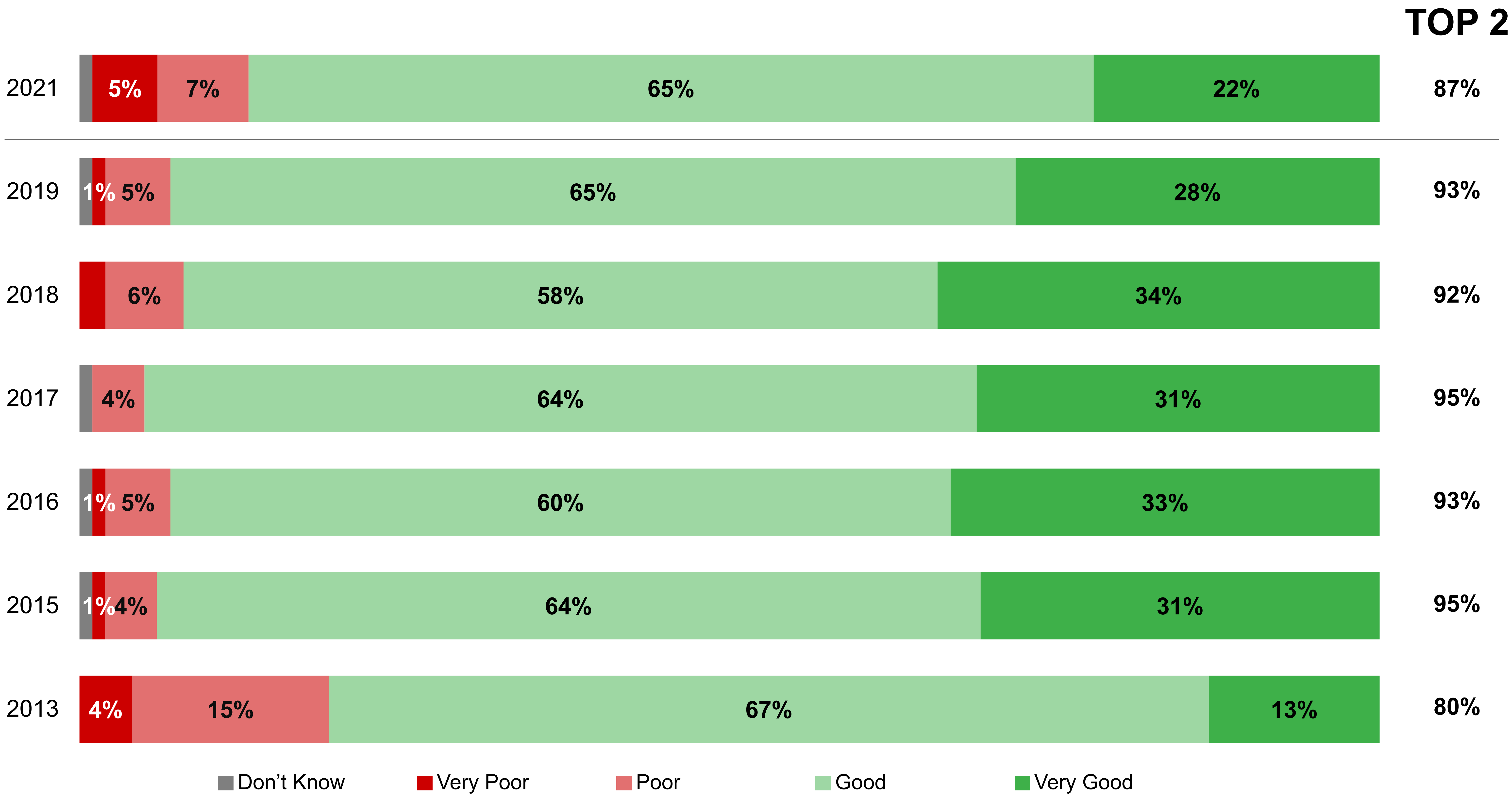
- Public safety (e.g., crime, police) (14%)
- Mental health/drug addiction (10%)
- COVID-19 (e.g., restrictions, vaccines) (8%)
- Environment/pollution (4%)

*Net categories for multiple response questions are calculated by adding up the number of responses (not percentages) for each sub-category and dividing the total number by the total sample size.
Q1. What are the most important issues facing the City of London? That is, what issues should receive the greatest attention from City Council? [Multi-select];
Framework: All respondents.
Sample Size: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Quality of Life

Quality of Life

Around 9 in 10 (TOP2: 87%) residents rate their quality of life in London as good or very good.



The majority of London residents (TOP2: 87%) say their quality of life in London is good or very good, with 1 in 5 (22%) saying it's very good.

There is a slight decrease of residents saying they have a good quality of life compared to 2019 (TOP2: 87% vs TOP2: 93%), however the vast majority still rate their quality of life in London positively.

Around 1 in 10 (BTM2: 13%) residents rate their quality of life in London poorly.

Q2. How would you rate the overall quality of life in the City of London today? Would you say it's…?
Framework: All respondents.
Sample Size: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500); 2013 (n=501).

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Quality of Life - Demographics

Perceptions of a very good quality of life are highest among residents who are male (28%), aged 55+ (27%), earn more than $100K (32%) and have completed post-graduate studies (34%).

Quality of Life (% Very Good)

Year	Total	Gender		Age			Income			Education					
		Male	Female	18-34	35-54	55+	< $50K	$50K - < $100K	$100K +	Elem. / Some H.S.	H.S. Grad	Some College / Tech/ Uni	Comp. College /Tech	Comp. Uni	Comp. Post Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
2021	22%	28%	17%	14%	23%	27%	17%	19%	32%	0%	18%	20%	16%	27%	34%
		B				C			FG		I	I	I	IM	IJM
2019	28%	28%	29%	19%	34%	33%	18%	29%	37%						
					C	C			F						
2018	34%	35%	34%	26%	42%	34%	25%	41%	41%						

Male residents are more likely to say they have a very good quality of life in London than female residents (28% vs 17%).

Residents aged 55 and older are also more likely to rate their quality of life in London as very good compared to those aged 18 to 34 (27% vs 14%).

Perceptions of a very good quality of life are also highest among residents who earn $100K-$150K (35%) and completed post-graduate studies (34%).

Residents who find the city welcoming (26%) and feel that they belong (24%) are more likely to express a very good quality of life compared to those who don't.

*Education categories were different in previous years, and thus are not shown above.
Q2. How would you rate the overall quality of life in the City of London today? Would you say it's…?
Framework: All respondents;
Sample Size: 2021 (n=508); 2019 (n=500); 2018 (n=500).

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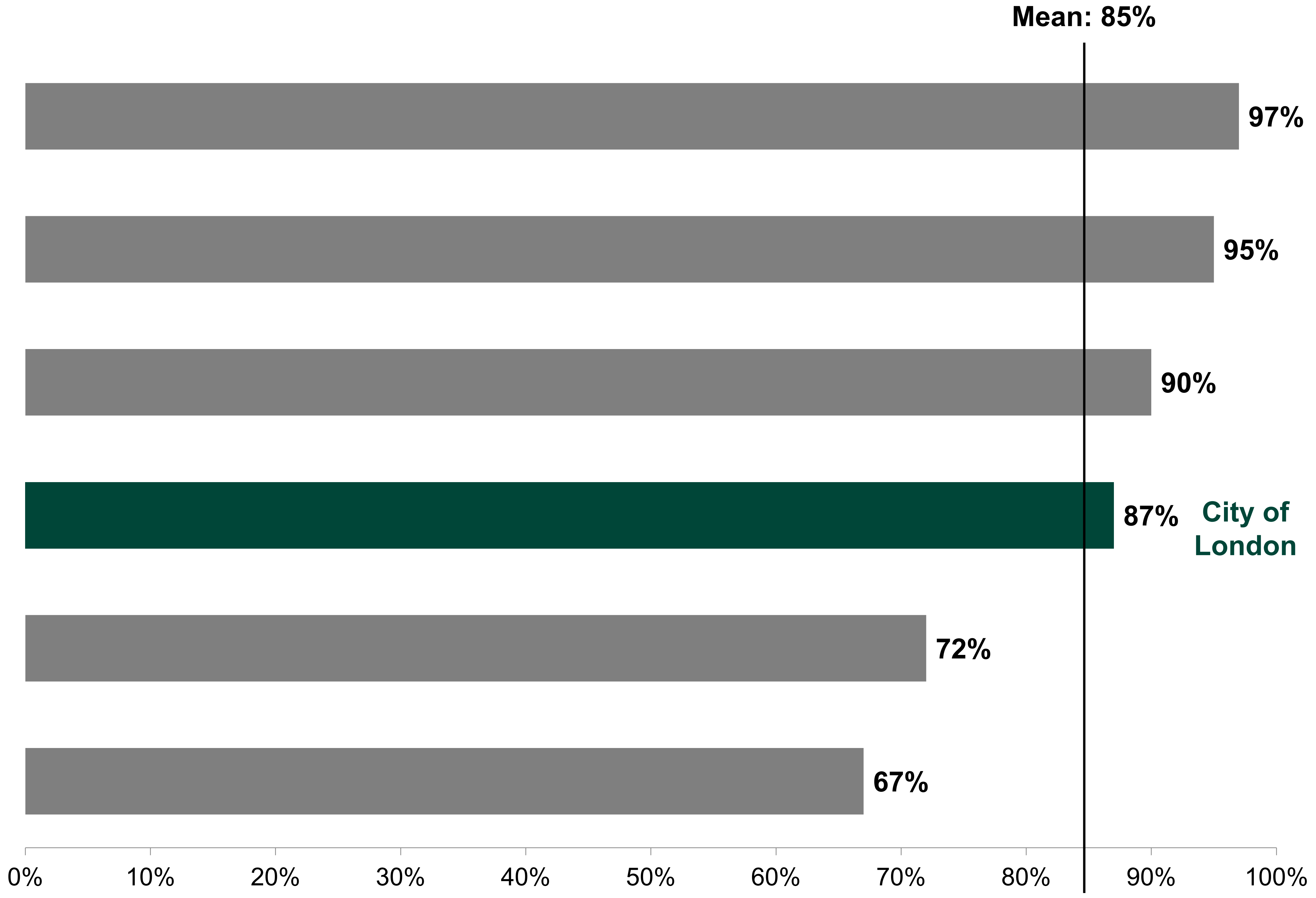
Quality of Life - Benchmarks

87% of City of London residents rate their quality of life as 'good' or 'very good' – which is close to the average score (85%) of 5 municipalities in Southern Ontario.



When compared with other municipalities in Southern Ontario of similar size, the City of London ranks close to the average rating of quality of life.

*Municipalities with a population of 100,000 to 500,000 in Southern Ontario have been included in the analysis.
*The 'Don't Know' was excluded from analysis to make it comparable with other municipalities.
Q2. How would you rate the overall quality of life in the City of London today? Would you say it's…?
Framework: All respondents;
Sample Size: 2021 (n=508).

Reason for Good Quality of Life

Around a quarter (23%) of those who say their quality of life in the city is good is because it is a good, friendly or nice city.

Reason	2021	2019	2018	2017	2016	2015
Good/Friendly/Nice City	23%	13%	7%	13%	18%	20%
Safe city/ Low crime	16%	13%	15%	13%	17%	16%
Lots to do (Events, activities, amenities, culture, entertainment, etc.)	16%	20%	17%	13%	20%	17%
Convenience – Everything you need is here	15%	8%	7%	8%	8%	10%
Quality of life/ Good standard of living/ Better than other cities	12%	12%	17%	5%	10%	10%
Good income/Have a job here	11%	11%	11%	9%	8%	6%
Environment – Clean, green, beautiful	11%	7%	6%	11%	10%	12%
Pleasant neighbourhood(s)	10%	5%	5%	2%	5%	3%
Healthcare	10%	7%	9%	6%	8%	5%
Nature trails/Parks	10%	8%	11%	5%	10%	7%
Good services (police/fire)/Social programs	10%	6%	7%	6%	9%	8%
Good schools	8%	8%	8%	7%	5%	6%
Affordable living	7%	6%	7%	4%	5%	11%
Easy to get around (not overcrowded)	6%	7%	5%	4%	5%	3%
No issues/problems	6%	8%	3%	3%	6%	5%
Right size/ Not too big	5%	10%	9%	11%	10%	12%
Other	8%	-	-	-	-	-

The most common reason for residents having a good quality of life in the city is because it is a good, friendly or nice city (23%) – which is an increase from 13% in 2019.

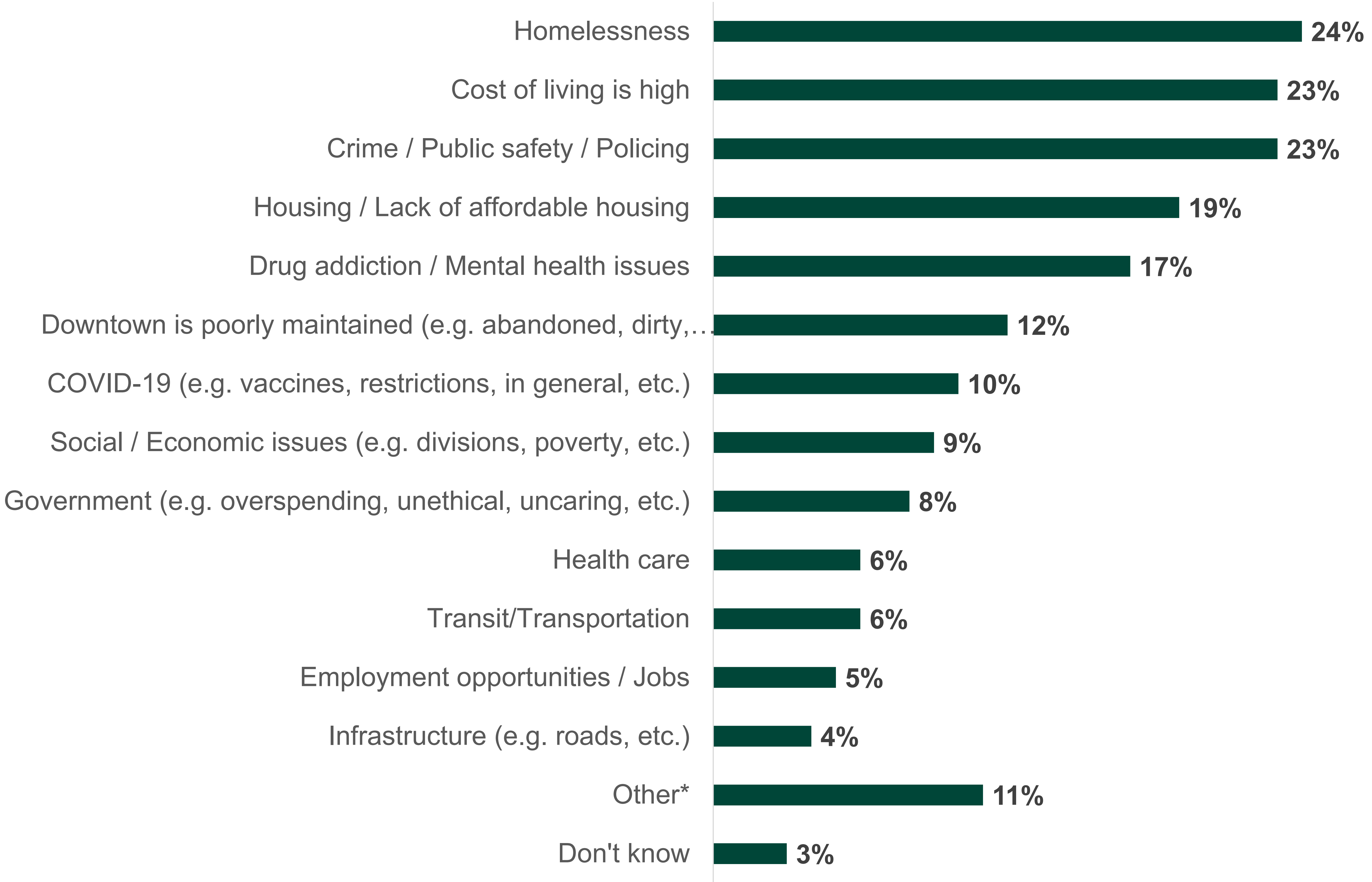
Other common reasons the residents identified for their good quality of life include:

- It is a safe city/There's low crime (16%)
- There's lots to do in the city (16%)
- Convenience – everything is in the city (15%)

Q3a. Why do you think the quality of Life is [good/ very good]? *Visualization does not include responses with less than 5% mentions.*
Framework: Respondents who said good/very good;
Sample Size: 2021 (n=441).

Reason for Poor Quality of Life

Around 1 in 4 of those who say they have a poor quality of life in the city say it's because of homelessness (24%), high cost of living (23%) and crime/public safety (23%).



Around a quarter of residents who perceive a poor quality of life in the city is because it of homelessness (24%), cost of living (23%) and crime/public safety/policing (23%).

Other common reasons that contributes to the poor quality of residents include:

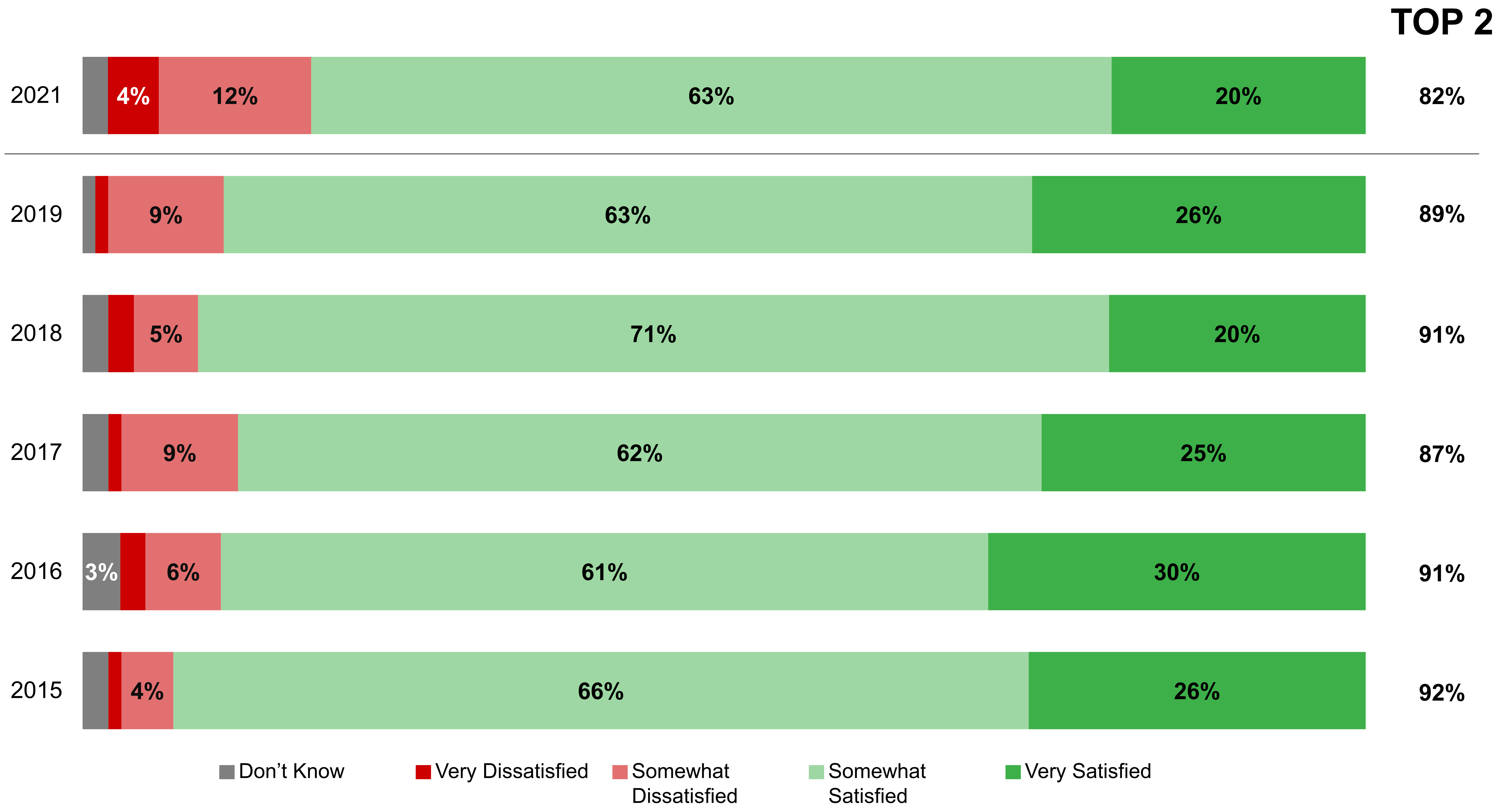
- Lack of affordable housing (19%)
- Mental health/drug addiction (17%)
- Poorly maintained downtown (12%)

*Other responses include single mentions that cannot be grouped into categories.
Q3b. Why do you think the quality of life is [poor/ very poor]? (open-end);
Framework: Respondents who said poor/very poor;
Sample Size: 2021 (n=63).

City Service Assessment

Overall Satisfaction

Around 4 in 5 London residents (TOP2: 82%) are satisfied with the overall level and quality of services provided by the city.



The majority of London residents (TOP2: 82%) say they are satisfied with the overall level and quality of services provided by the City, with 1 in 5 (20%) saying they are very satisfied.

The number of residents being satisfied with City services has decreased slightly compared to 2019 (TOP2: 89% vs TOP2: 82%). Despite this, the majority of residents are satisfied overall with the services the City provides.

Around 1 in 5 (BTM2: 16%) residents say they are not satisfied with City services.

Q4a. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of London, on a scale of very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied?
Framework: All respondents; **Sample Size**: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Overall Satisfaction - Demographics

There is no significant difference among residents of different gender, age groups, income groups and education background who are very satisfied with city services.

Satisfaction with City Services (% Very Satisfied)

Year	Total	Gender		Age			Income			Education					
		Male	Female	18-34	35-54	55+	< $50K	$50K - < $100K	$100K +	Elem. / Some H.S.	H.S. Grad	Some College / Tech/ Uni	Comp. College /Tech	Comp. Uni	Comp. Post Grad
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
2021	20%	21%	19%	22%	16%	21%	20%	20%	16%	13%	22%	23%	15%	19%	25%
2019	26%	28%	24%	27%	27%	26%	-	-	-	-	-	-	-	-	-
2018	20%	19%	21%	14%	17%	27%	-	-	-	-	-	-	-	-	-

Those who say they are very satisfied of City services does not significantly differ between residents of different gender, age, income and education.

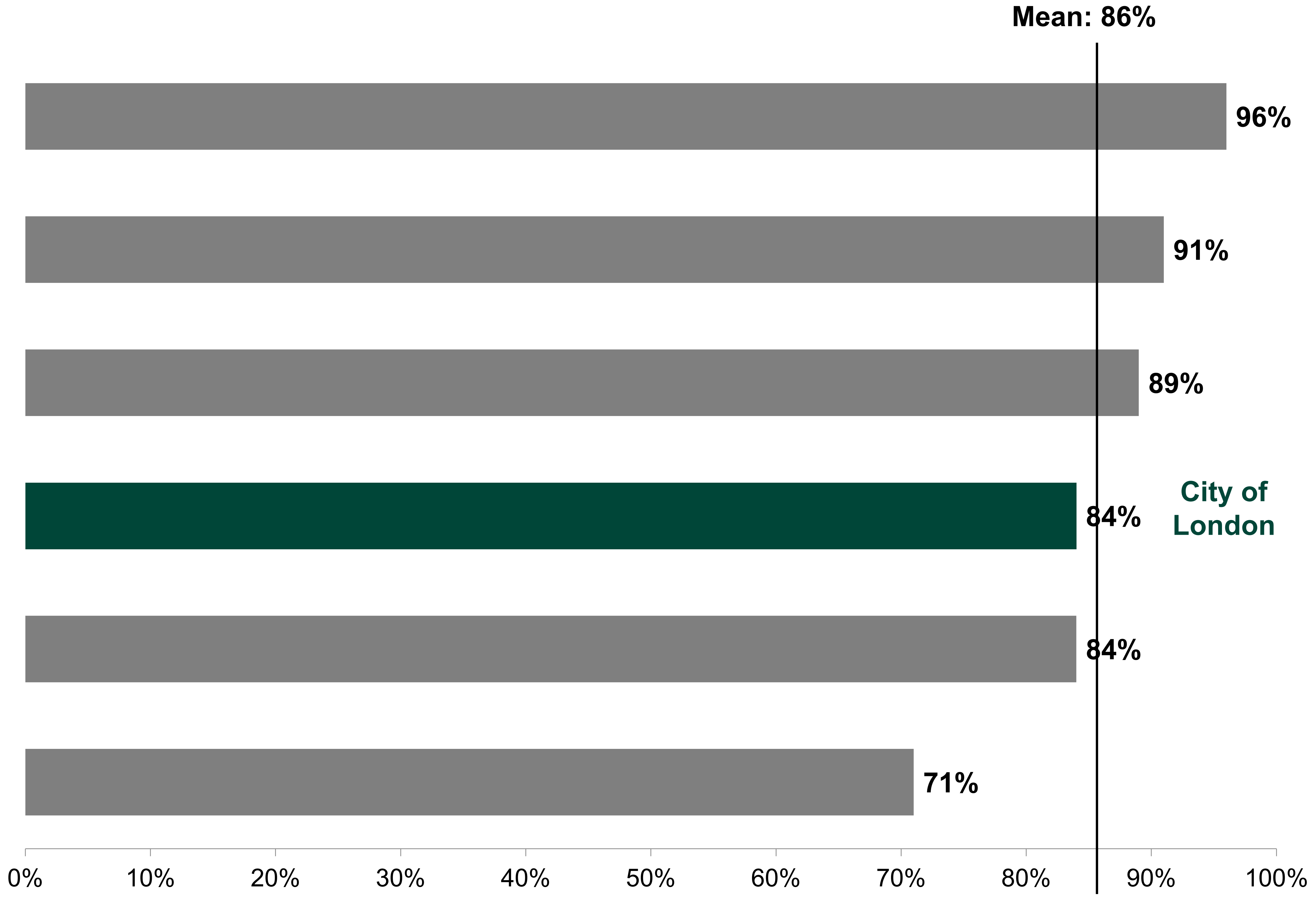
Residents who find the city welcoming (22%) and feel that they belong (22%) are more likely to express that they are very satisfied with overall City services.

Residents who don't have children under 18 are also more likely to be very satisfied with City services than those who do (21% vs 12%).

Q4a. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of London, on a scale of very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied?
Framework: All respondents; **Sample Size**: 2021 (n=508); 2019 (n=500); 2018 (n=500).

Overall Satisfaction - Benchmarks

84% of City of London residents are satisfied with the overall services the city provides – which is similar to the average score (86%) of 5 other municipalities in Southern Ontario.

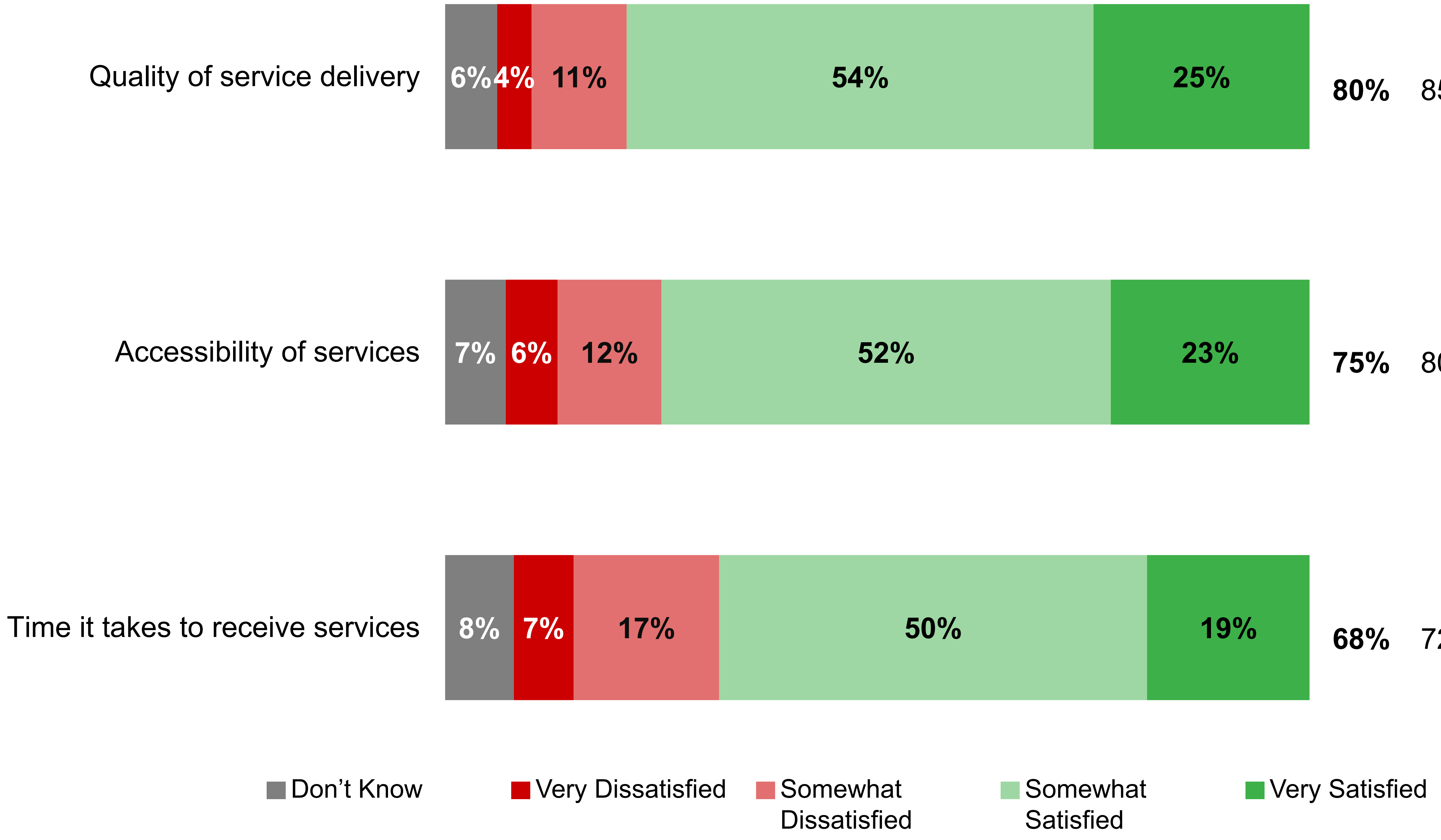


When compared with other municipalities in Southern Ontario of similar size, the City of London ranks close to the average rating of city service satisfaction.

*Municipalities with a population of 100,000 to 500,000 in Southern Ontario have been included in the analysis.
*The 'Don't Know' was excluded from analysis to make it comparable with other municipalities.
Q4a. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of London, on a scale of very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied?
Framework: All respondents; **Sample Size**: 2021 (n=508).

Satisfaction with Aspects of Services

The majority of London residents are satisfied with the quality of service delivery (TOP2: 80%), the accessibility of services (TOP2: 75%), and the time it takes to receive services (TOP2: 68%).



TOP 2

	2021	2019	2018	2017	2016	2015
Quality of service delivery	**80%**	85%	84%	84%	84%	87%
Accessibility of services	**75%**	80%	81%	80%	83%	85%
Time it takes to receive services	**68%**	72%	75%	71%	79%	79%

Residents are most satisfied with the quality of service delivery from the City, with 4 in 5 (TOP2: 80%) saying they are satisfied, and specifically 1 in 4 (25%) saying they are very satisfied.

Three quarters (TOP2: 75%) say they are satisfied with the accessibility to City services, with 1 in 4 (23%) saying they are very satisfied.

About 7 in 10 (TOP2: 68%) express their satisfaction with the timeliness of City services, with 1 in 5 (19%) saying they are very satisfied.

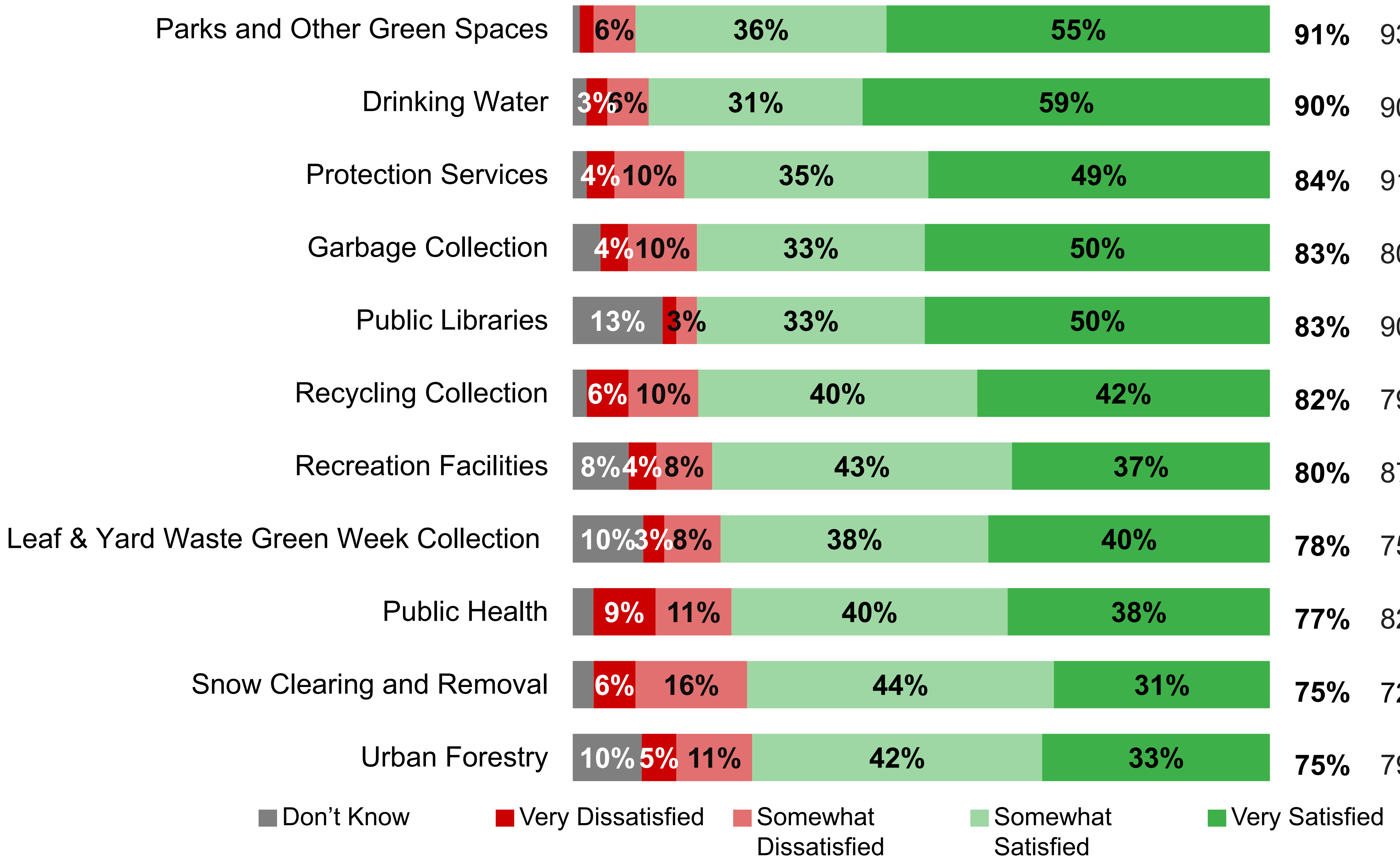
The proportion of residents being satisfied with the quality of service delivery, accessibility of services, and the timeliness of services has decreased slightly from 2019.

Q4b-d. And using that same satisfaction scale, how about…?
Framework: All respondents;
Sample Size: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

London CANADA

Satisfaction with Individual Services

Majority of London residents are satisfied with 26 out of 33 services provided by the City. Residents are most satisfied with the parks and other green spaces (TOP2: 91%) and the drinking water in the city (TOP2: 90%).



TOP 2

	2021	2019	2018	2017	2016	2015
Parks and Other Green Spaces	**91%**	93%	95%	92%	92%	93%
Drinking Water	**90%**	90%	93%	92%	91%	92%
Protection Services	**84%**	91%	91%	92%	93%	89%
Garbage Collection	**83%**	80%	84%	84%	86%	86%
Public Libraries	**83%**	90%	88%	87%	87%	88%
Recycling Collection	**82%**	79%	86%	84%	88%	89%
Recreation Facilities	**80%**	87%	87%	88%	88%	86%
Leaf & Yard Waste Green Week Collection	**78%**	75%	79%	73%	84%	80%
Public Health	**77%**	82%	73%	66%	68%	66%
Snow Clearing and Removal	**75%**	72%	73%	73%	73%	76%
Urban Forestry	**75%**	79%	83%	81%	81%	78%

Residents are most satisfied with parks other green spaces (TOP2: 91%) and drinking water (90%).

Parks and other green spaces remains as the City service with the highest satisfaction from residents.

Around 8 in 10 residents are satisfied with City's protection services, garbage collection, public libraries, recycling collection, recreation facilities and leaf & yard waste green week collection.

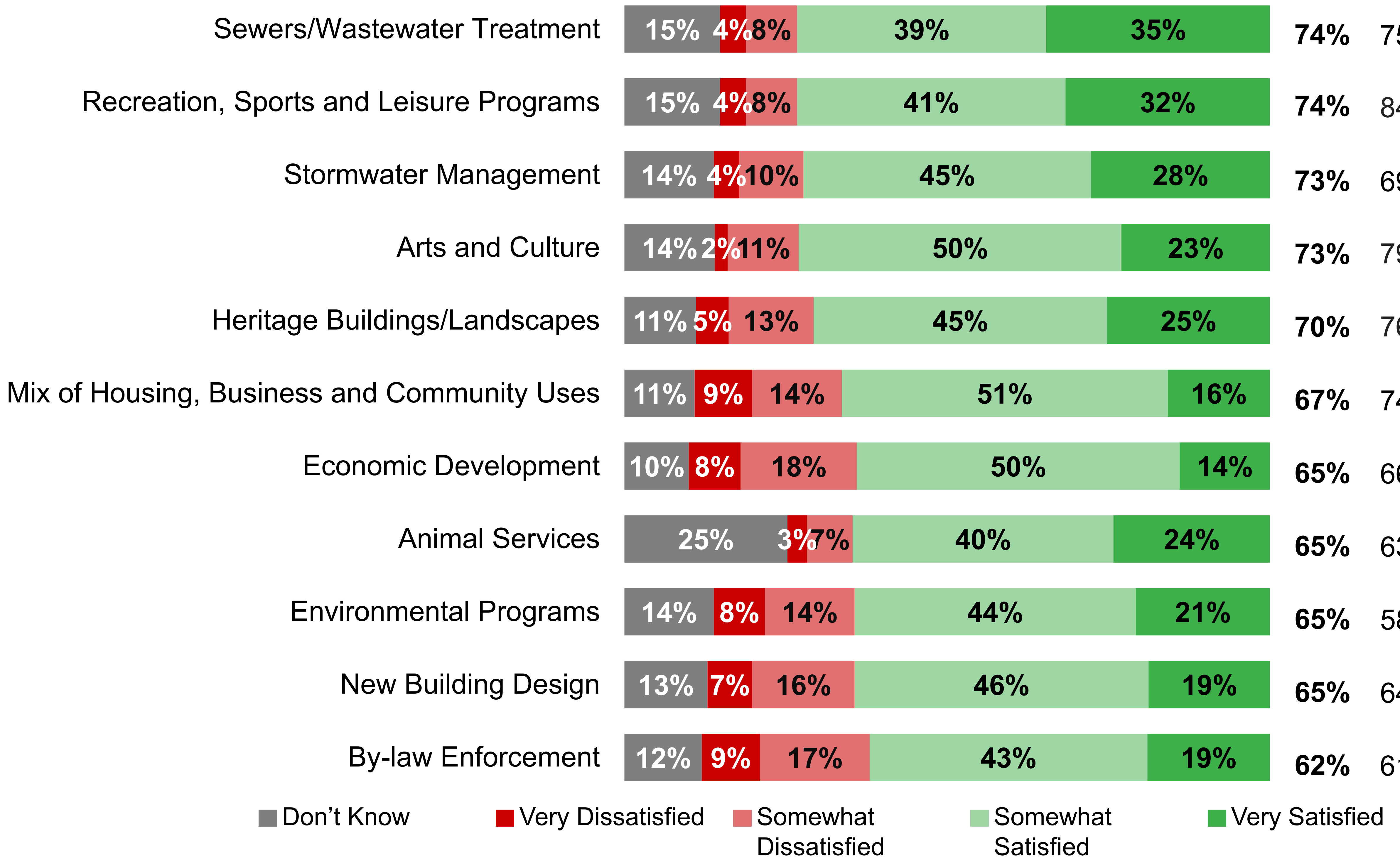
Around three quarters of residents are also satisfied with the City's public health, snow clearing and removal and urban forestry.

Compared to 2019, satisfaction has slightly decreased for protection services, public libraries, recreation facilities, and public health.

Q5. Now we'd like to know how satisfied you are with a variety of services provided by the City of London.
Framework: All respondents;
Sample Size: 2021 (n=505); (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Satisfaction with Individual Service (cont'd)

Satisfaction for city recreation/sports/leisure programs has notably decreased from 2019 (TOP2: 74% vs TOP2: 84%).



TOP 2

	2021	2019	2018	2017	2016	2015
Sewers/Wastewater Treatment	**74%**	75%	76%	74%	77%	73%
Recreation, Sports and Leisure Programs	**74%**	84%	81%	83%	81%	81%
Stormwater Management	**73%**	69%	71%	65%	70%	65%
Arts and Culture	**73%**	79%	78%	76%	75%	77%
Heritage Buildings/Landscapes	**70%**	76%	74%	74%	77%	73%
Mix of Housing, Business and Community Uses	**67%**	74%	73%	-	-	-
Economic Development	**65%**	66%	60%	56%	58%	-
Animal Services	**65%**	63%	63%	52%	51%	52%
Environmental Programs	**65%**	58%	67%	68%	73%	71%
New Building Design	**65%**	64%	64%	-	-	-
By-law Enforcement	**62%**	61%	60%	47%	50%	60%

Close to 3 in 4 residents are satisfied with the City's sewers/wastewater treatment, recreation/sports/leisure programs, stormwater management and arts/culture.

Around 2 in 3 residents are satisfied with the City's heritage buildings/landscapes, mix of housing/business/community uses, economic development, animal services, environmental programs and by-law enforcement.

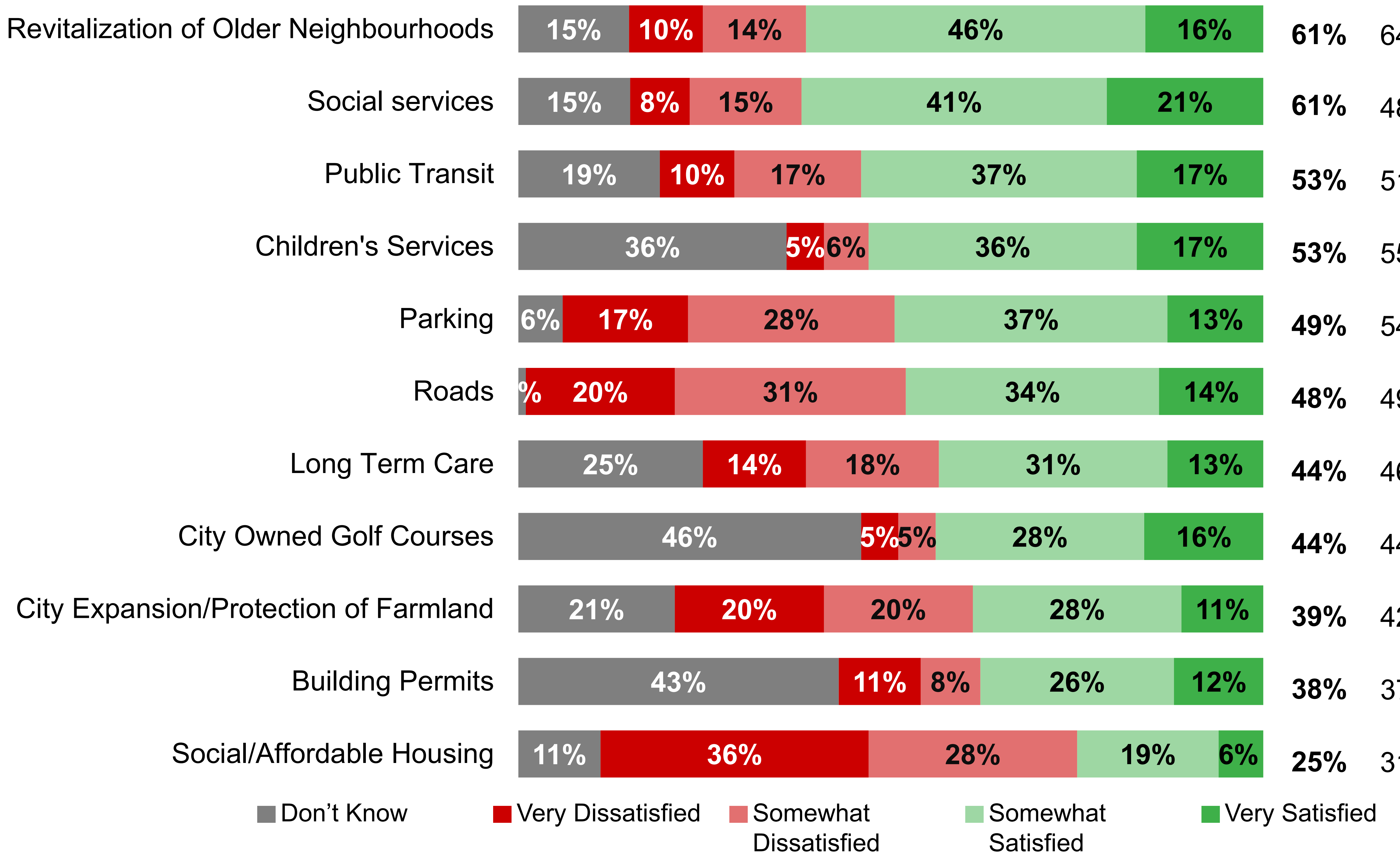
Compared to 2019, satisfaction has decreased for recreation programs, arts and culture, heritage buildings, and the mix of housing/business/community uses.

In contrast, satisfaction has increased for the City's environmental programs.

Q5. Now we'd like to know how satisfied you are with a variety of services provided by the City of London.
Framework: All respondents;
Sample Size: 2021 (n=505); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Satisfaction with Individual Service (cont'd)

Residents are least satisfied with social/affordable housing in the city (TOP2: 25%).



TOP 2

	2021	2019	2018	2017	2016	2015
Revitalization of Older Neighbourhoods	**61%**	64%	65%	-	-	-
Social services	**61%**	48%	50%	56%	60%	58%
Public Transit	**53%**	51%	49%	47%	51%	48%
Children's Services	**53%**	55%	49%	52%	56%	60%
Parking	**49%**	54%	55%	61%	64%	78%
Roads	**48%**	49%	50%	50%	57%	-
Long Term Care	**44%**	46%	43%	48%	54%	50%
City Owned Golf Courses	**44%**	44%	39%	42%	47%	46%
City Expansion/Protection of Farmland	**39%**	42%	46%	-	-	-
Building Permits	**38%**	37%	34%	33%	41%	39%
Social/Affordable Housing	**25%**	31%	41%	51%	58%	-

Majority of residents are satisfied with the City's revitalization of older neighbourhoods, social services, public transit and children's services.

Less than half of residents are satisfied with City parking, roads, long term care, City owned golf courses, City expansion and building permits.

Social/affordable housing remains as the City service that residents are least satisfied of, with only 1 in 4 expressing satisfaction.

Compared to 2019, satisfaction for social services in the city has increased by 12%. Contrarily, satisfaction has decreased for social/affordable housing.

Q5. Now we'd like to know how satisfied you are with a variety of services provided by the City of London.
Framework: All respondents;
Sample Size: 2021 (n=505); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Gap Analysis

Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied residents are with each City 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 (TOP4%) with each of the individual City 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") contribute 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, City services have distributed among four areas:

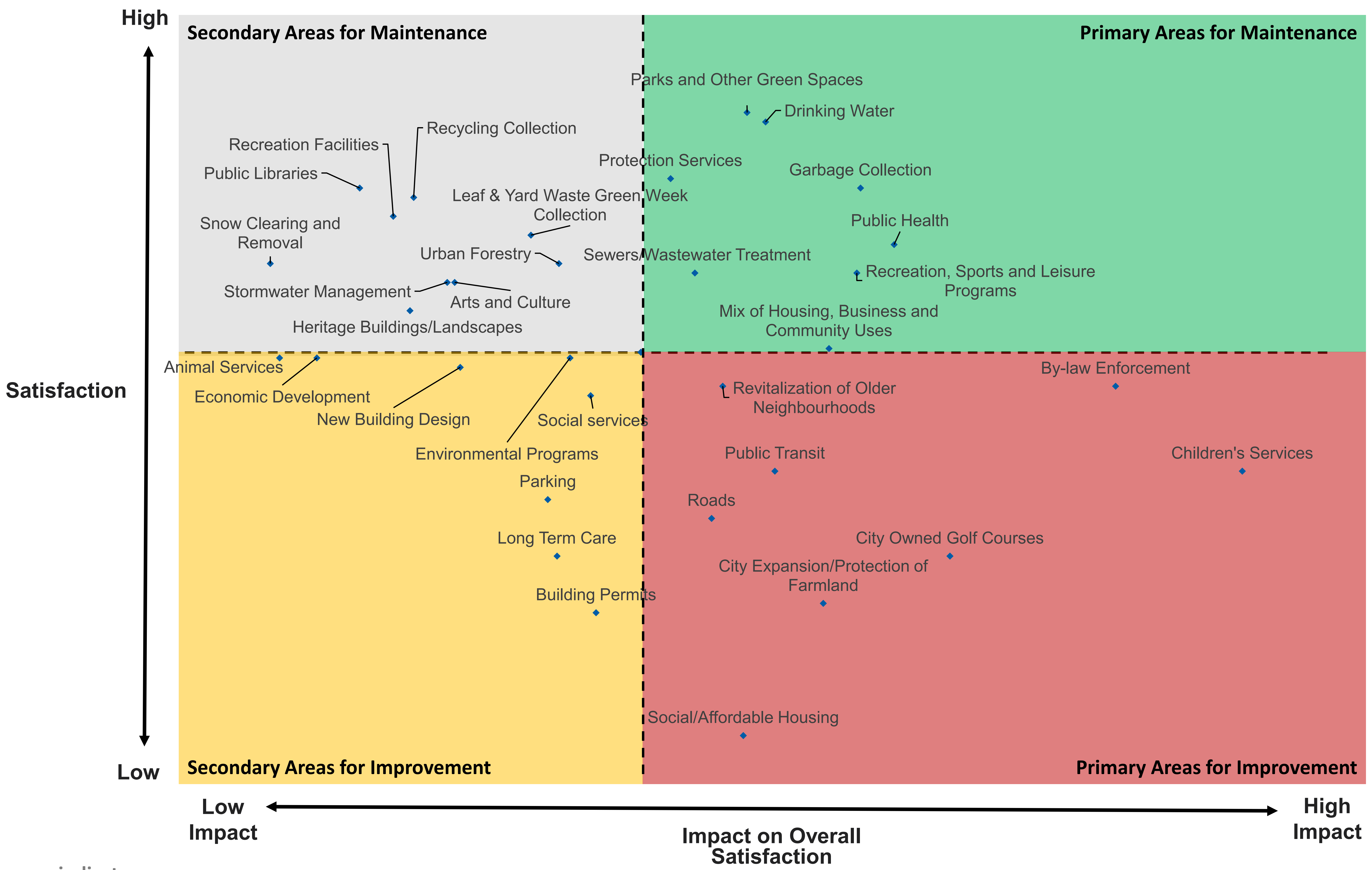
1. **Primary Areas for Improvement:**
Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with City services.

2. **Secondary Areas for Improvement:**
Services that have relatively high 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



- - - indicates mean

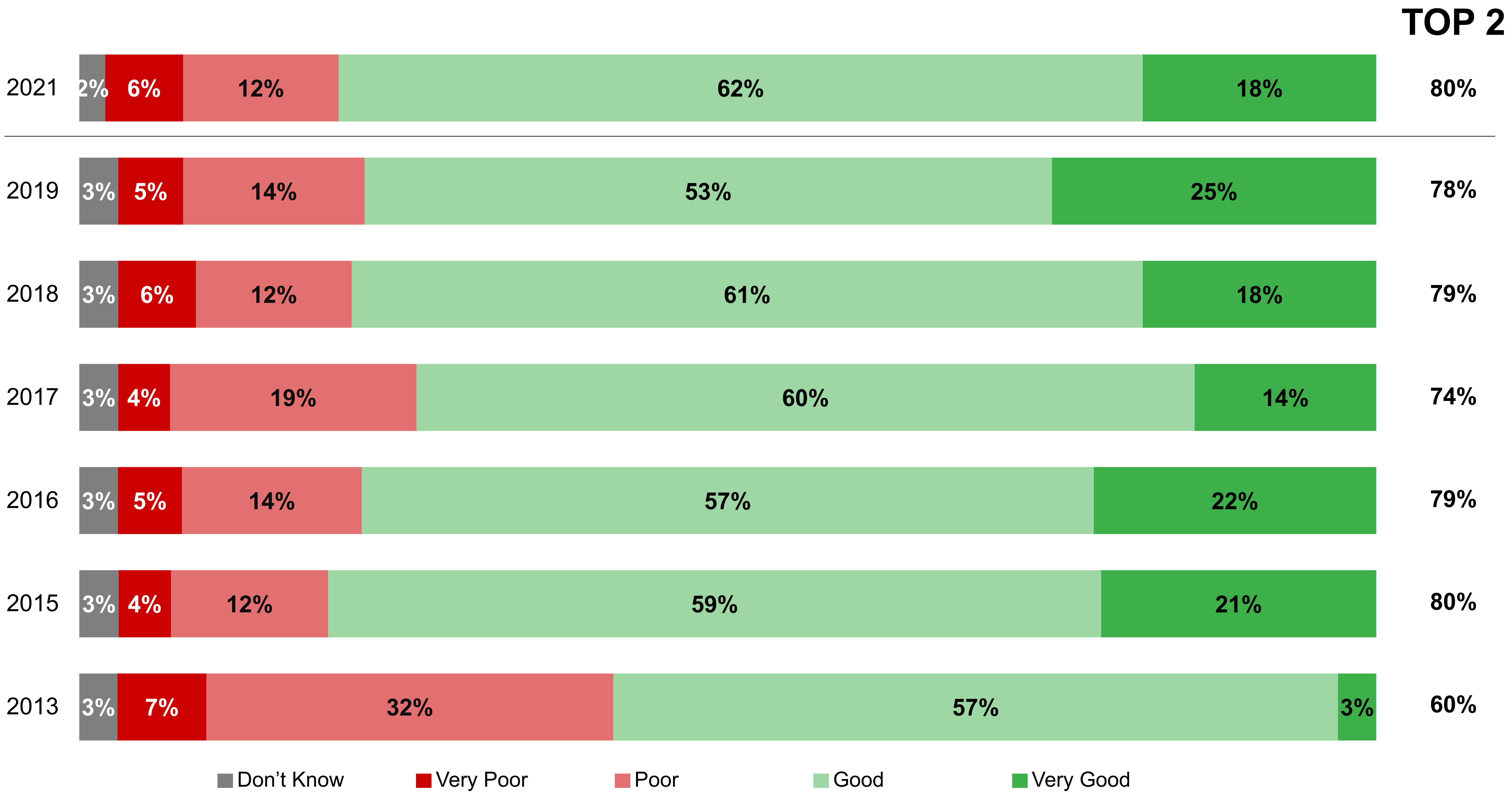
The services that the city should consider as **primary areas for improvement** include:

- Social/Affordable Housing
- City Expansion/Protection of Farmland
- City Owned Golf Courses
- Roads
- Children's Services
- Public Transit
- Revitalization of Old Neighbourhoods
- By-law Enforcement

Value for Tax Dollars

Value for Tax Dollars

4 in 5 (TOP2: 80%) residents believe that they receive good value of programs and services from the city for their tax dollars.



4 in 5 (TOP2: 80%) London residents say they receive overall good value of City programs and services for their tax dollars, with around 1 in 5 (18%) saying they it's a 'very good' value.

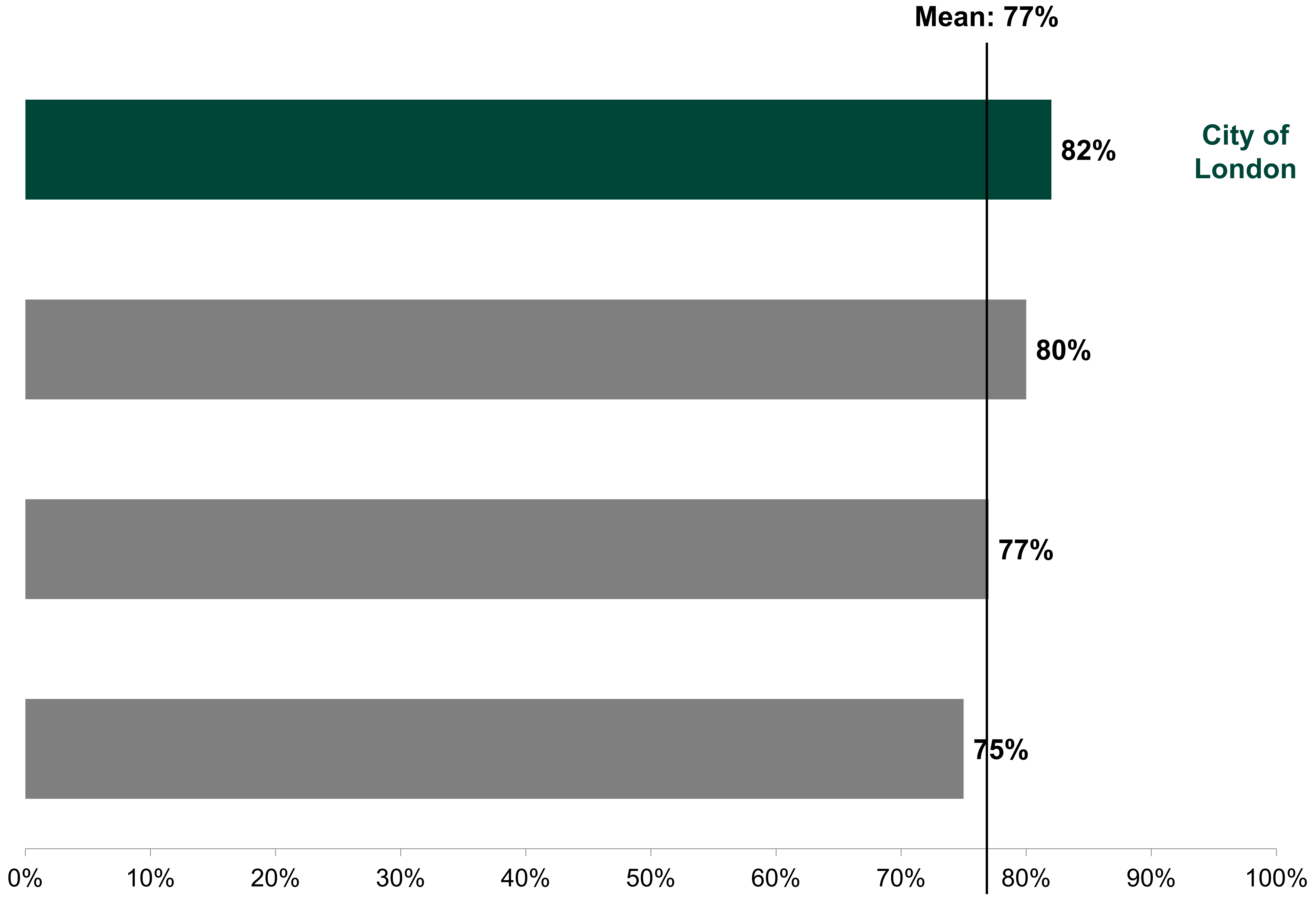
The number of residents who perceive good value of City services and programs have remained steady over the past 3 years.

Around 1 in 5 (BTM2: 18%) residents say they receive poor value of City services for their taxes.

Q6. Thinking about all the programs and services you receive from the City of London, would you say that overall you get a very good, good, poor, or very poor value for your tax dollars?
Framework: All respondents; **Sample Size**: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500); 2013 (n=501).

Value for Tax Dollars - Benchmarks

82% of City of London residents say they receive overall a good value for their tax dollars – which is slightly higher than the average score (77%) of 3 other municipalities in Southern Ontario.

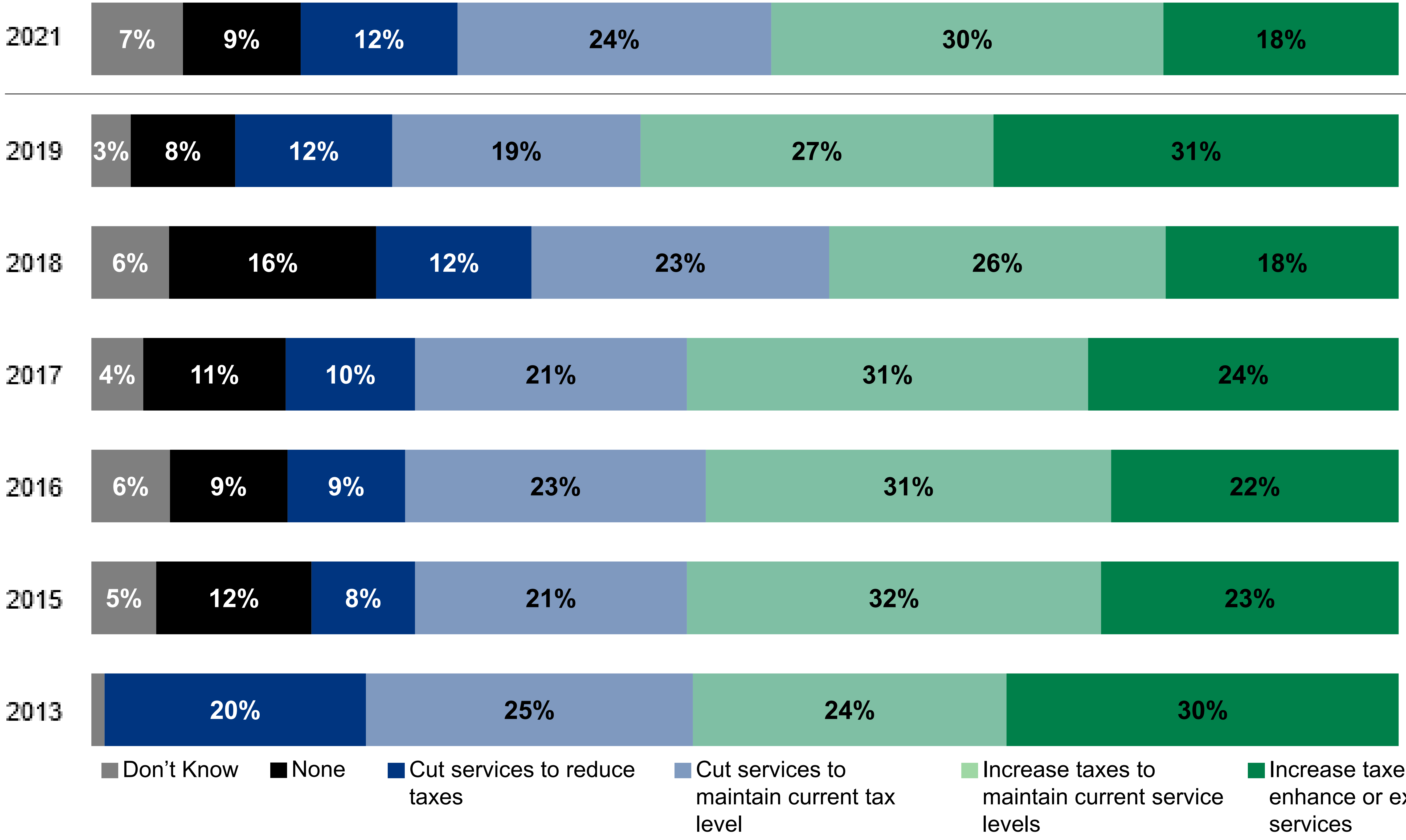


When compared with other municipalities in Southern Ontario of similar size, the City of London ranks above the average rating of value of city services for tax dollars.

*Municipalities with a population of 100,000 to 500,000 in Southern Ontario have been included in the analysis.
*The 'Don't Know' was excluded from analysis to make it comparable with other municipalities.
Q6. Thinking about all the programs and services you receive from the City of London, would you say that overall you get a very good, good, poor, or very poor value for your tax dollars?
Framework: All respondents; **Sample Size**: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500); 2013 (n=501).

Balance of Taxation and Services

More residents would prefer for the City to increase taxes (48%) than cut services (36%) to help the City balance taxation and service delivery levels. 3 in 10 (30%) specifically would prefer to increase taxes to maintain the current service levels.



Year	Cut Services	Increase Taxes
2021	**36%**	**48%**
2019	31%	58%
2018	35%	44%
2017	31%	55%
2016	32%	53%
2015	29%	55%
2013	45%	54%

Around half (48%) of residents would rather taxes be increased to help balance taxation and services in the city. Specifically, 2 in 10 (18%) would want to increase taxes to enhance services, while 3 in 10 (30%) would want it to maintain service levels.

More than a third (36%) of residents would prefer to cut services, with 1 in 4 (24%) saying it to maintain tax levels and 1 in 10 (12%) saying it to reduce taxes.

Compared to 2019, there has been a decrease of residents who prefer to increase taxes. This is specifically driven by a decrease of those who prefer to increase taxes to enhance services (from 31% to 18%).

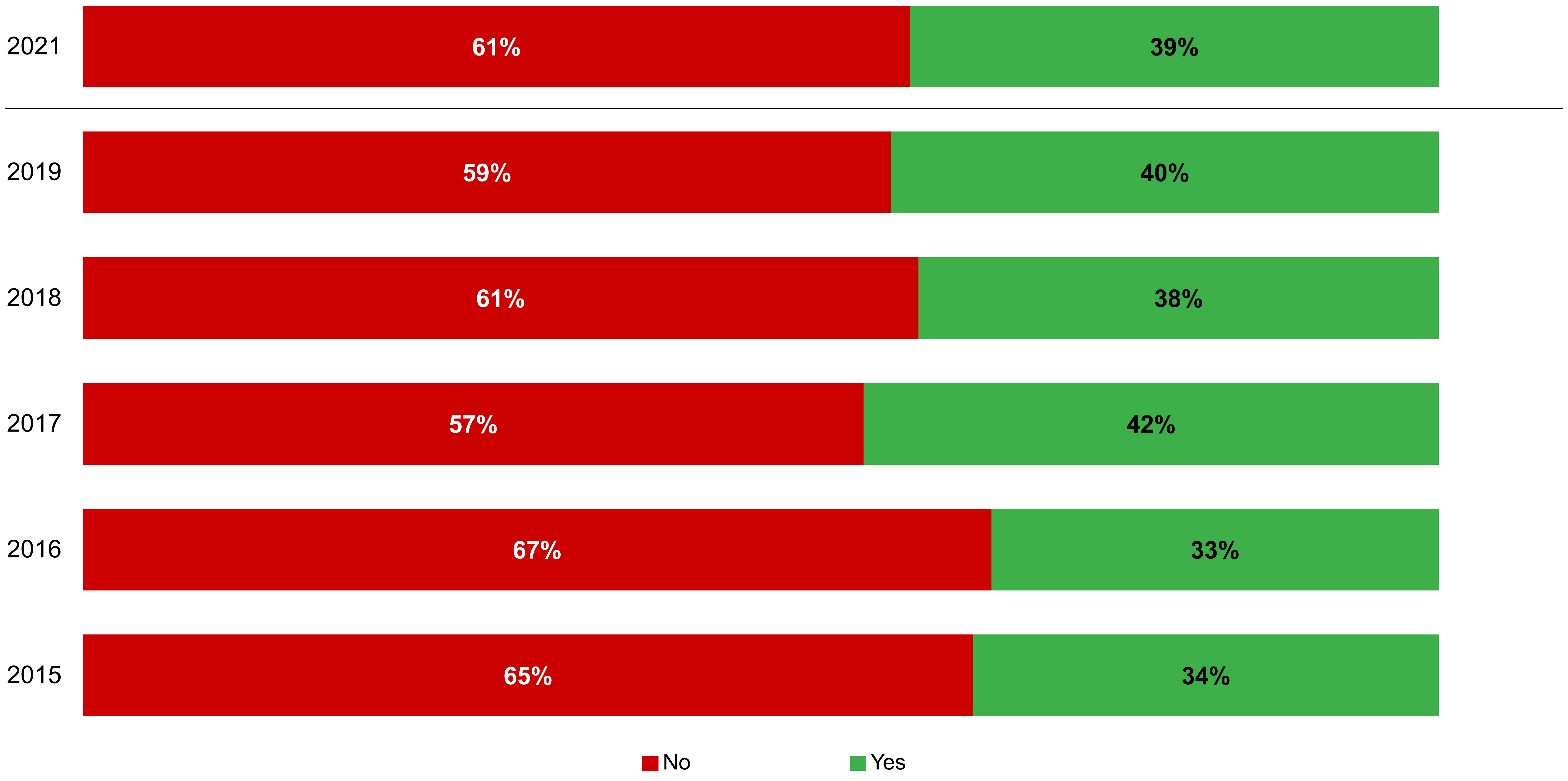
In contrast, there is slight increase of those who prefer to cut services instead, especially those who want it to maintain the current tax level (from 19% vs 24%).

Q7. Municipal property taxes are the primary way to pay for services provided by the City of London. To help the City of London balance taxation and service delivery levels, which of the following four options would you most like the City of London to pursue?
Framework: All respondents; **Sample Size**: 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500); 2013 (n=501).

Experience with City Staff

Contact with City in Last 12 Months

Around 4 in 10 (39%) have personally contacted or dealt with the City in the last 12 months.



Compared to other age groups, 35 to 54 year-olds (51%) contact the City the most. Those earning more than $100,000 (49%) also contact the City more than those earning less than $50,000 (30%).

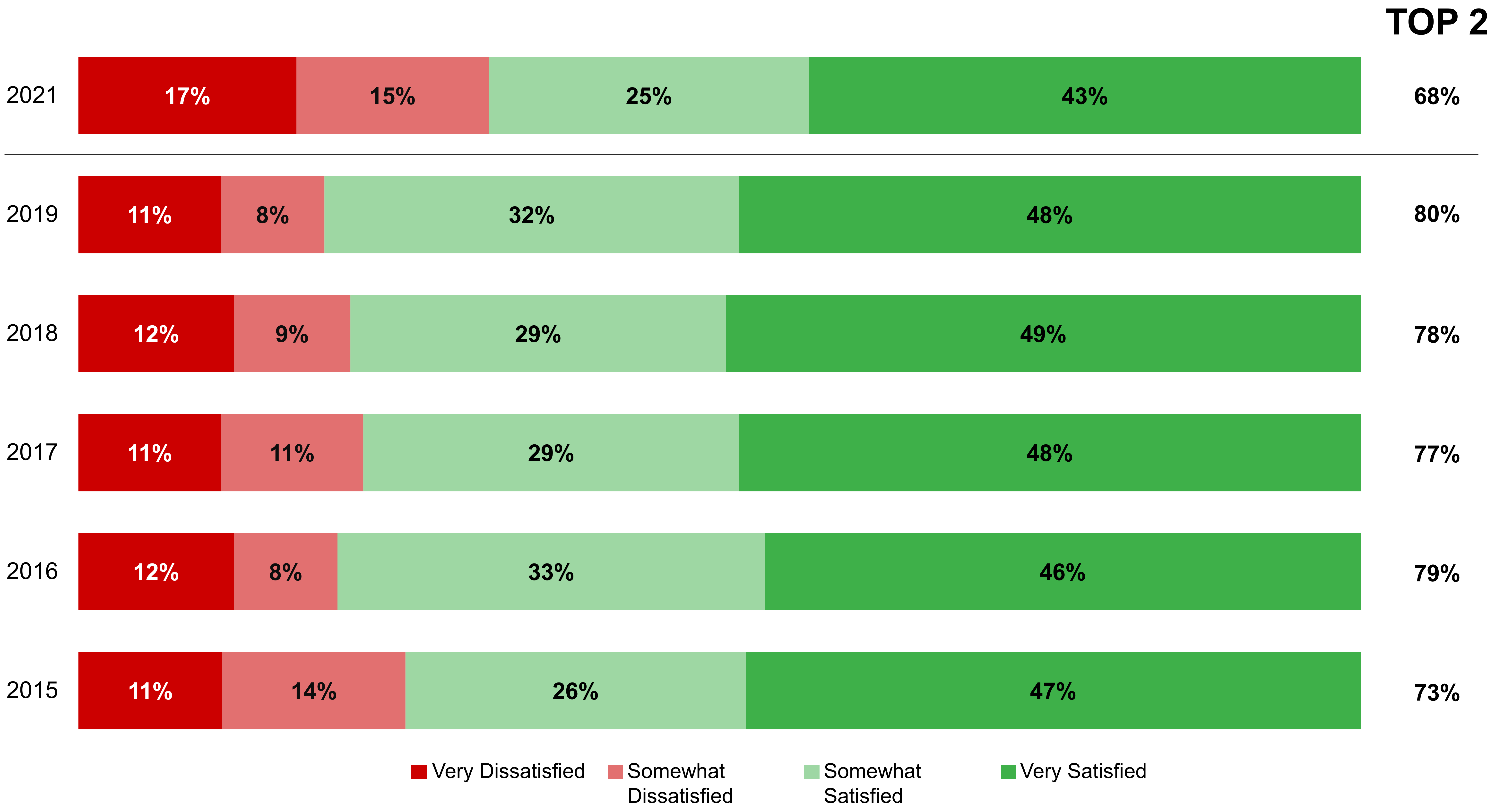
Residents who disagree that London is a welcoming community (54%) are more likely to contact the City than those who agree that London is a welcoming community (37%).

Overall, there hasn't been a substantial change in the frequency of those reaching out to the City over the last 4 years.

Q8. In the last 12 months, have you personally contacted or dealt with the City of London or one of its employees?
Framework: All respondents;
Sample Size: 2021 (n= 508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500); 2013 (n=501).

Overall Satisfaction with City Staff

Around 2 in 3 (TOP2: 68%) residents who contacted the City were satisfied with the overall service they received.



Residents who agree that they have a strong sense of belonging in the city (TOP2: 72%) are more satisfied with the service they received than residents who do not (TOP2: 48%).

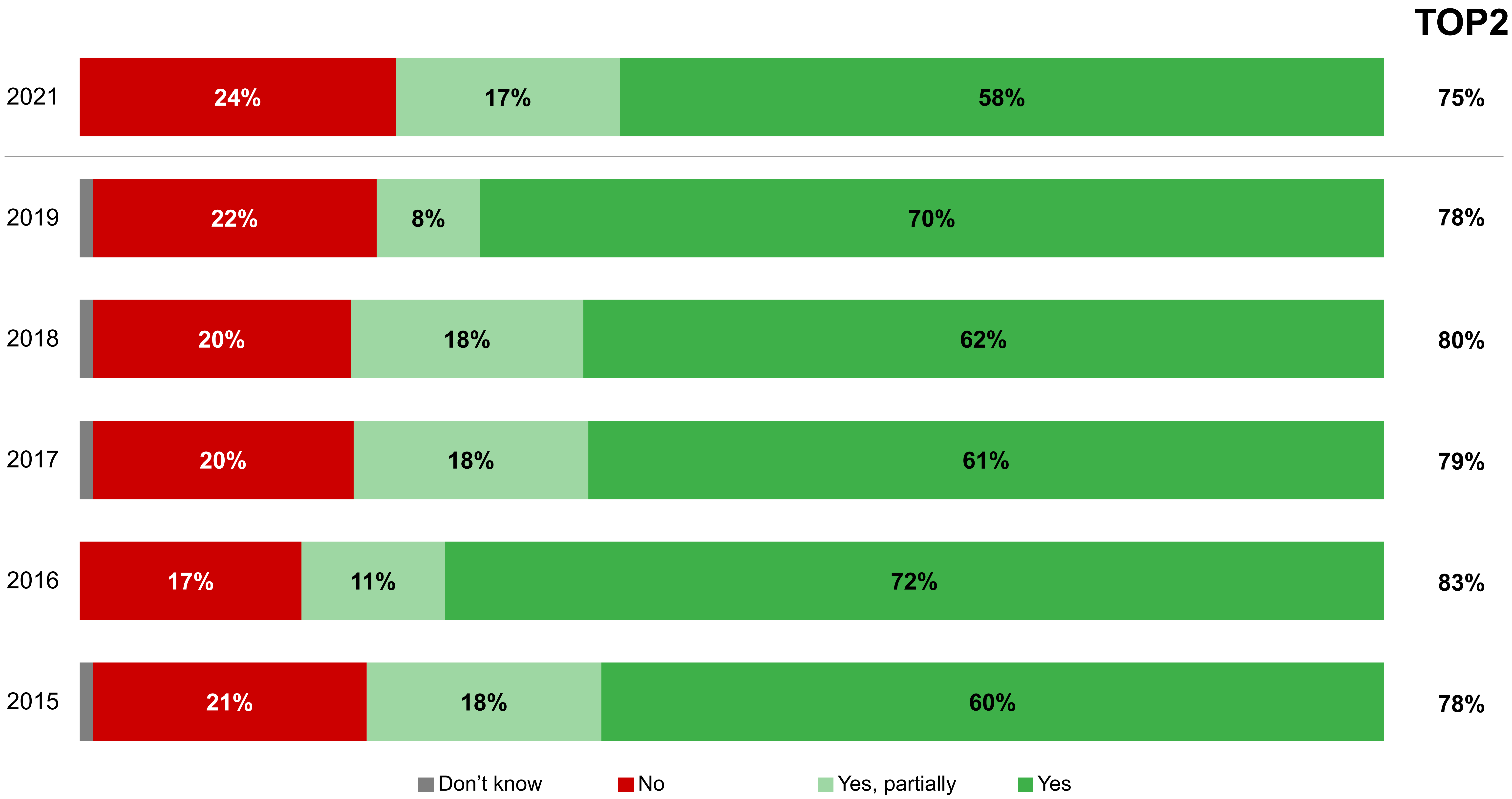
Likewise, residents who agree that London is a welcoming community (TOP2: 73%) are also more satisfied with the service they received than those who do not (TOP2: 44%).

Overall, satisfaction with interaction with the City has declined – from 80% (TOP2) in 2019 to 68% (TOP2) in 2021.

Q9. And thinking of the last time you contacted the City of London, how satisfied were you with the overall service you received? Would you say you were…?
Framework: Contacted the city (Yes to Q8); **Sample Size**: 2021 (n=200); 2019 (n=199); 2018 (n=192); 2017 (n=196); 2016 (n=166); 2015 (n=172)

Received Needed Service or Support

Around 3 in 5 (58%) who contacted the City received all of the service or support they needed.



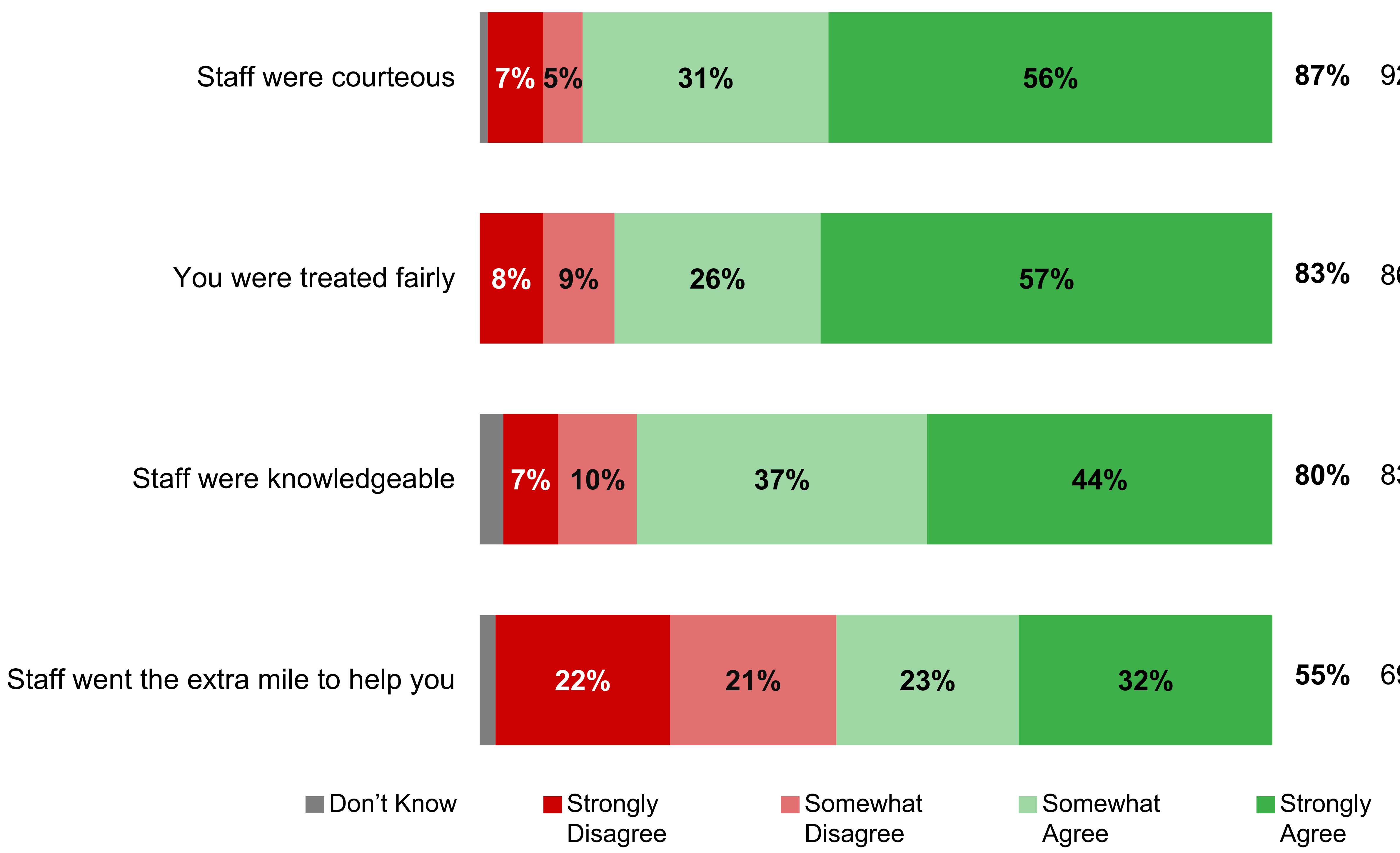
Of those who interacted with the City, 3 in 5 (58%) say they received all of the service or support they needed, while around 1 in 5 (17%) say they received partial support.

The proportions of residents who felt the City catered their needs completely and partially has remained similar over the year. However, the proportion of those who say they receive complete support has decreased from 70% to 58%.

Q10. In the end, did you receive the service or support you needed?
Framework: Contacted the city (Yes to Q8);
Sample Size: 2021 (n=200); 2019 (n=199); 2018 (n=192); 2017 (n=196); 2016 (n=166); 2015 (n=172).

Satisfaction of Service Experience

Of the residents who contacted the City, around 9 in 10 (TOP2: 87%) thought the staff were courteous. About 8 in 10 thought they were treated fairly (TOP2: 83%) and that staff were knowledgeable (TOP2: 80%).



TOP 2

	2021	2019	2018	2017	2016	2015
Staff were courteous	**87%**	92%	90%	91%	87%	90%
You were treated fairly	**83%**	86%	83%	85%	86%	83%
Staff were knowledgeable	**80%**	83%	82%	86%	84%	86%
Staff went the extra mile to help you	**55%**	69%	67%	62%	64%	64%

At least 8 in 10 residents who had contact with the City thought the staff were courteous (TOP2: 87%), they were treated fairly (TOP2: 83%) and staff were knowledgeable (TOP2: 80%).

About half (TOP2: 55%) say staff went the extra mile to help them.

The proportion of residents who say staff were courteous has slightly decreased from 92% to 87%. Also, those who say staff went the extra mile for them decreased by 14%.

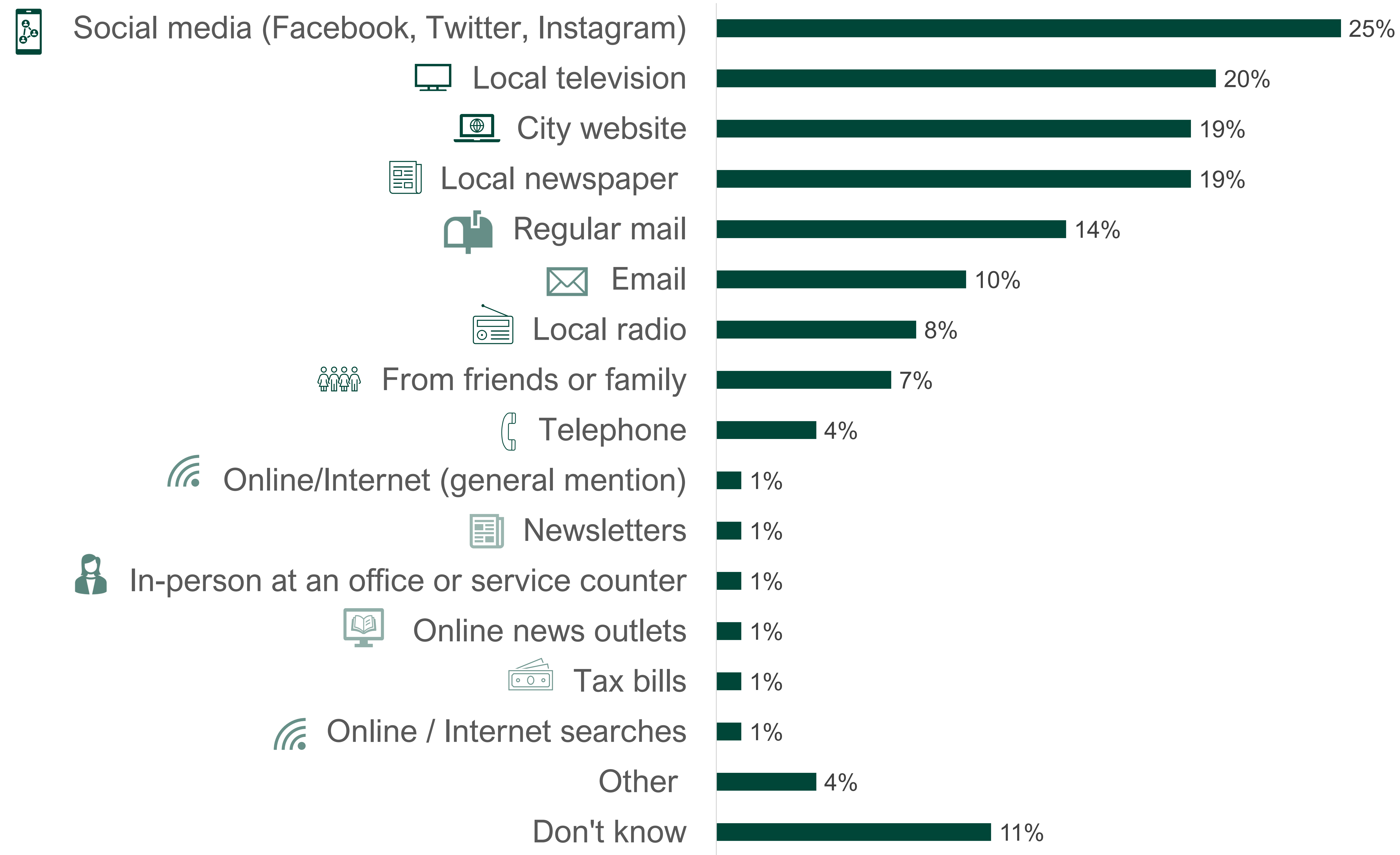
Those with some elementary/high school education are more likely to perceive staff as fair (TOP2: 100%) and courteous (TOP2: 100%) than those who completed their post secondary education.

Q11. Continuing to think about your most recent experiences with the City of London, would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that…?
Framework: Contacted the city (Yes to Q8); **Sample Size**: 2021 (n=200); 2019 (n=199); 2018 (n=192); 2017 (n=196); 2016 (n=166); 2015 (n=172).

Communication

Updates from the City

1 in 4 (25%) London residents receive updates from the City through social media.



After social media, London residents stay up to date with the City through traditional media outlets, such as the local television (20%), local newspapers (19%), and the City website (19%).

The use of social media to learn about the City is highest among those:

- Aged 18 to 34 (42%)
- Earning $50,000 to $100,000 (32%) compared to those earning $100,000 or more (18%)
- Who don't have children under 18 (27%) compared to those who do (17%)

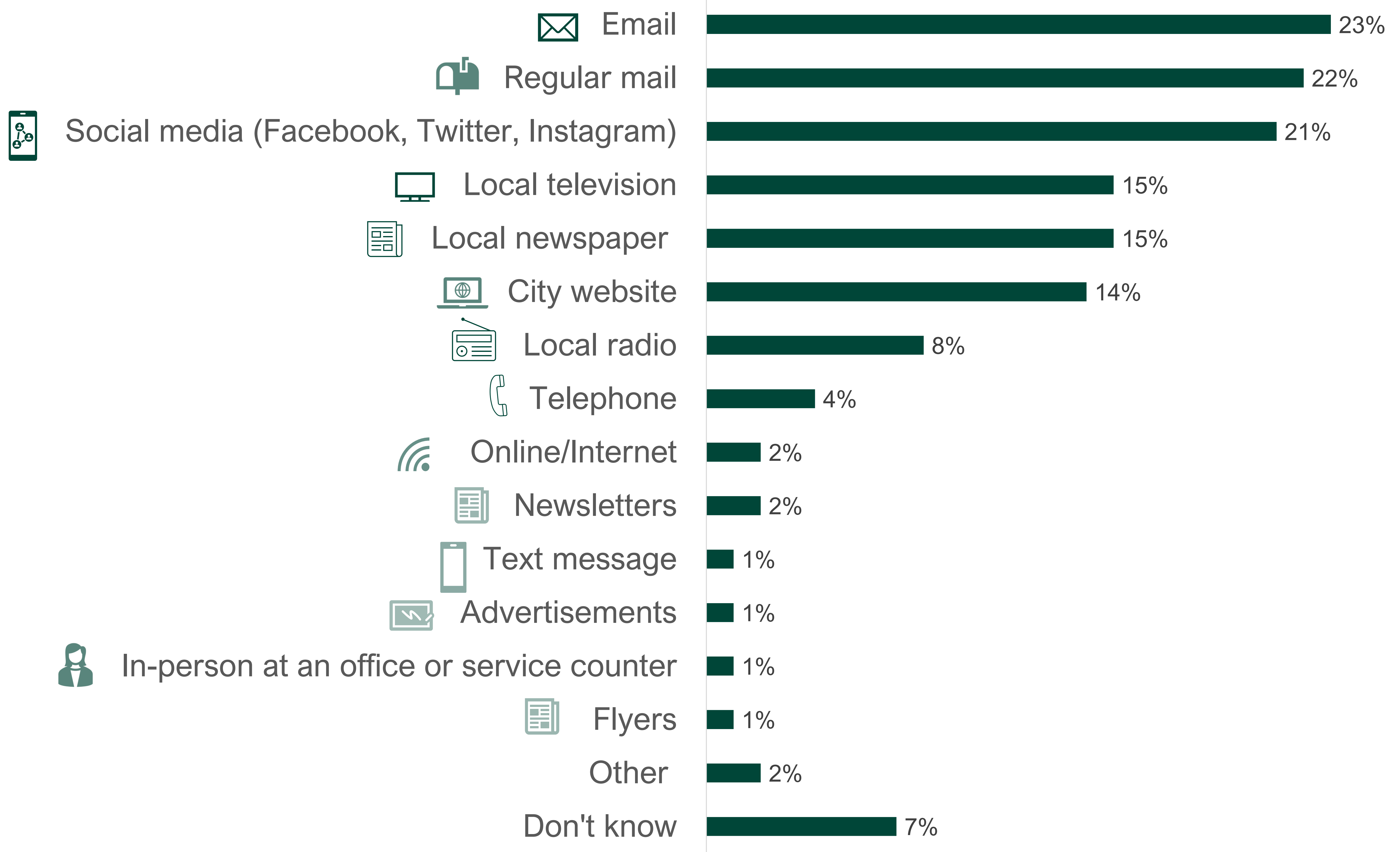
The use of local mediums to receive updates about the City is highest among residents aged 55 and older (local TV: 34%, local newspaper: 33%) compared to other age groups.

The City website was not frequented at all for updates by elementary school graduates or those with some high school education (0%).

(2021 NEW) QC1a. How do you usually learn about or receive updates from the City of London? [Multiselect];
Framework: All respondents;
Sample Size: 2021 (n= 508).

Preferred Method of Receiving Information

1 in 5 respondents prefer to receive City updates through email (23%), social media (21%) or regular mail (22%).



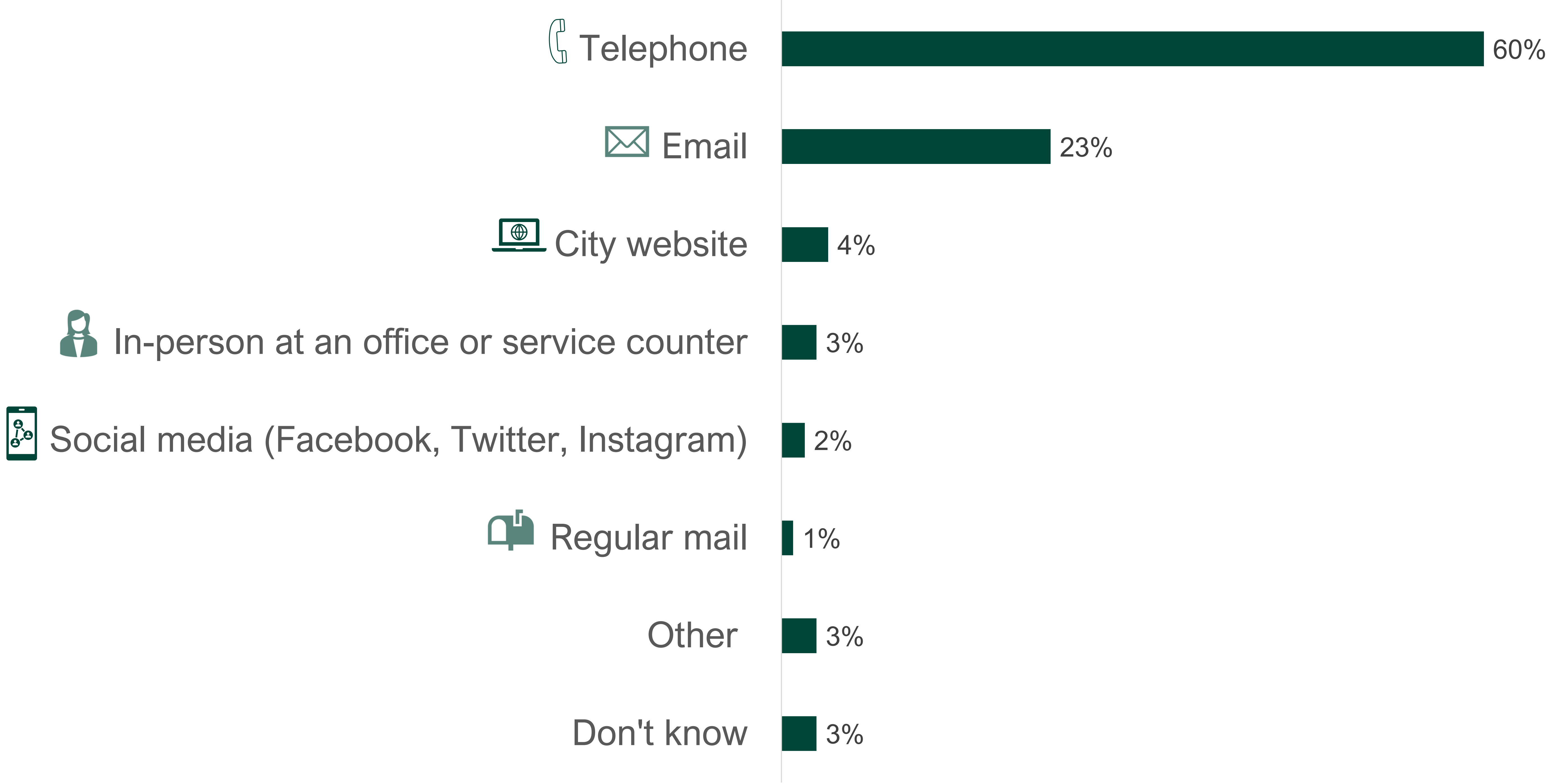
While preference for email updates is popular among respondents 54 and younger (18 to 34: 28%, 35 to 54: 28%), it was also the most common selection among residents with children under 18 (33%) compared to those without children (20%).

Regular mail is a bigger preference among residents aged 35 and older (35 to 54: 26%, 55 and older: 29%) compared to those aged 18 to 34 (10%).

Note: a similar question was asked in the previous year. However, the question was single-select and therefore not trended.
(2021 NEW) QC1b. How would you prefer to be informed about City of London projects, initiatives, and community information? [Multiselect];
Framework: All respondents; **Sample Size**: 2021 (n=508).

Preferred Method of Contacting the City

Telephone (60%) is the most preferred method of contacting the City, followed by email (23%).



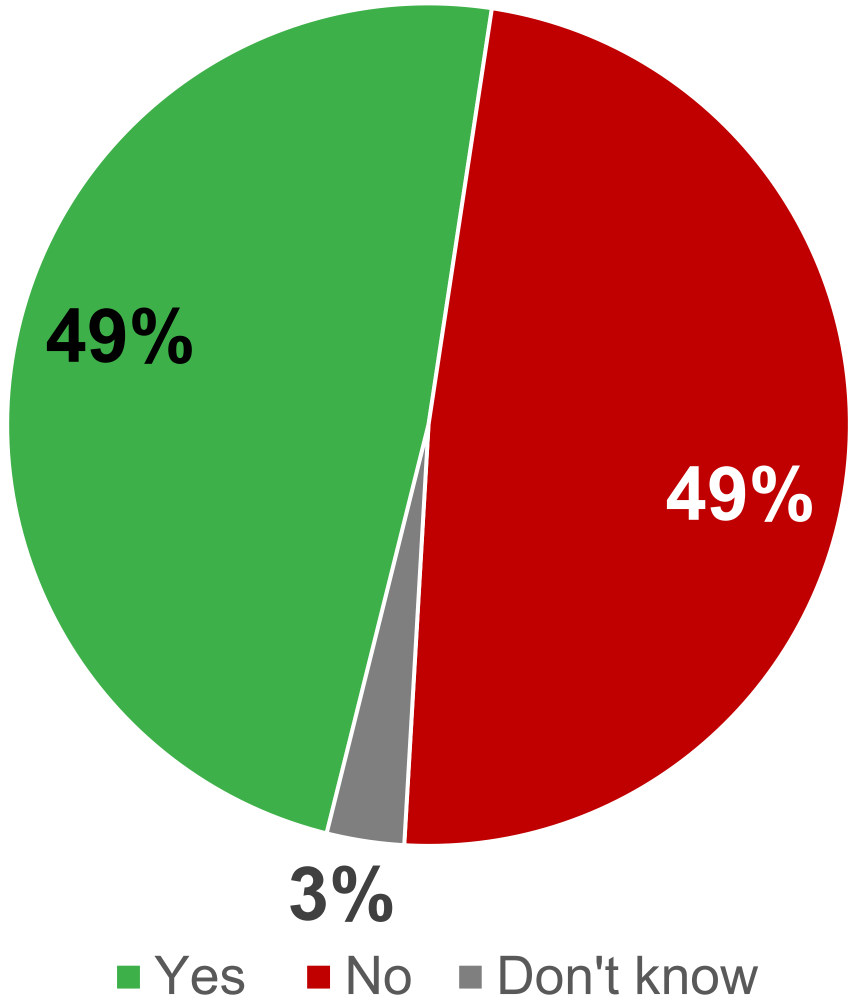
While telephone is the preferred method of contacting the City, residents with a disability are more likely to prefer this method compared to residents without a disability (74% vs. 59%).

Residents aged 55 and older are more likely to prefer to call City officials (72%) than all younger age groups (18 to 34: 47%, 35 to 54: 60%).

(2021 NEW) QC2a. What is your most preferred method of contacting the City with an inquiry or concern?
Framework: All respondents;
Sample Size: 2021 (n= 508).

Participating in Information Sessions

Half (49%) of London residents would be interested in attending online info sessions, while the other half (49%) would not.



Younger residents (18 to 34: 57%, 35 to 54: 54%) are more open to attending online info sessions than older residents (55 and older: 36%).

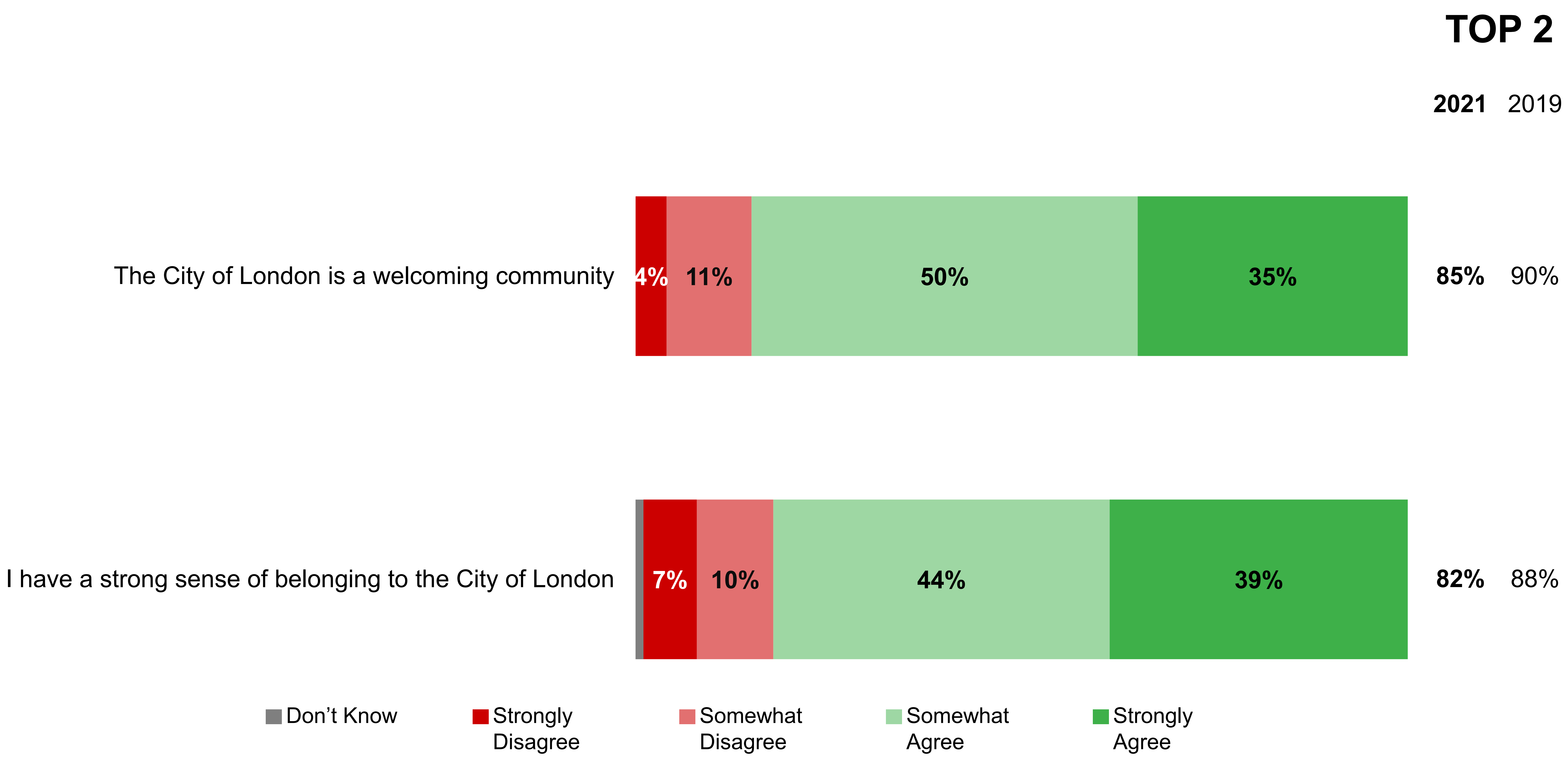
Those who completed university (58%) are more willing to attend virtual sessions than those with elementary school or some high school education (28%), high school graduates (39%), and those with some college or university education (40%).

(2021 NEW) QC3b. During the pandemic, many City of London public consultation initiatives have been provided online. Looking ahead, would you be interested in participating in information sessions if more were available online?
Framework: All respondents; **Sample Size**: 2021 (n= 508).

Welcoming & Belonging

Welcoming & Belonging

More than 8 in 10 residents believe that London is a welcoming community (TOP2: 85%) and that they have a strong sense of belonging to the city (TOP2: 82%).



Residents 35 and older (35 to 54: 42%, 55 and older:44%) are more likely to strongly agree that they had a strong sense of belonging in London compared to residents aged 18 to 34 (29%).

Compared to 2019, there has been a decrease of residents who felt London is a welcoming community by 5% and of those who felt they belong in the city by 6%.

(Previously Q3c). W1. Please rate the extent to which you agree or disagree with the following statements:
Framework: All respondents;
Sample Size: 2021 (n= 508); 2019 (n=500).

Demographics

Demographics

Gender	Forum Survey (2021)	StatsCan Census (2016)
Male	47%	48%
Female	52%	52%
Transgender	0%	N.A.
Gender non-conforming	0%	N.A.
Prefer not to respond	1%	N.A.
Age		
18-34	31%	31%
35-54	32%	32%
55 and over	36%	37%
Prefer not to respond	1%	N.A.
Education Level (highest completed)		
Less than High School	3%	16%
High School/Equivalent	30%	28%
College/Technical School	23%	29%
University/Postgraduate	43%	27%
Identify as a Person with a Disability		**StatsCan Study (2017)**
Yes	14%	27%
No	85%	73%
Prefer not to respond	2%	N.A.

Children <18 Living at Home	Forum Survey (2021)	StatsCan Census (2016)
Yes	22%	37%
No	76%	63%
Prefer not to respond	2%	N.A.
Household Income		
Less than $25,000	12%	17%
$25,000 to $49,999	19%	23%
$50,000 to $74,999	12%	33%
$75,000 to $99,999	13%	
$100,000 to $149,999	13%	16%
$150,000 or more	11%	11%
Prefer not to respond	13%	N.A.
Race/Ethnicity		
White	72%	78%
East/Southeast Asian	8%	6%
Indigenous	4%	3%
Black	3%	3%
South Asian	3%	3%
Middle Eastern	3%	5%
Latino	2%	2%
Prefer not to respond	7%	N.A.

Note: Gender and age percentages represent residents 18 years of age and older. Education, ethnicity, income and disability percentages represent residents 15 years of age and older. 'Children <18 living at home' percentages represents proportions of households.

StatsCan Sources: Statistics Canada. Census Profile, 2016 Census; and Canadian Survey on Disability (2017).