



# Municipal Satisfaction in Canada Normative Benchmarks



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Wave 3: 2019

# Methodology

- **Sampling:** Online survey of randomly-selected sample of **2,500 adults (18+) Canadians**.
  - The total N=2,500 dataset is a merged sample of two datasets:
    - National study of 1,000 adult (18+) Canadians. Study was conducted from June 23 to July 3, 2019
    - Ontario study of 1,500 adult (18+) Ontarians. Study was conducted from June 25 to 28, 2019
  - The total, merged dataset has been weighted according to the most current gender, age, and regional Census data, to ensure sample reflects actual population of adult Canadians as well as Ontarians across the Ontario sub-regions displayed.
- **Reliability:** Online surveys do not permit the application of a margin of error. A probability sample of N=2,500 carries a margin of error of  $\pm 2.0\%$ , 19 times out of 20. A sample of N=1,500 carries a margin of error of  $\pm 2.5\%$ , 19 times out of 20. A sample of N=1000 carries a margin of error of  $\pm 3.1\%$ , 19 times out of 20. The margin of error is larger for sub-segments.

STUDY 1: NATIONAL		
Region	Number of interviews	Margin of error*
Atlantic Canada	108	$\pm 9.4\%$
Quebec	180	$\pm 7.3\%$
Ontario	290	$\pm 2.3\%$
Manitoba	79	$\pm 11.0\%$
Saskatchewan	73	$\pm 11.5\%$
Alberta	130	$\pm 8.6\%$
British Columbia	140	$\pm 8.3\%$
Canada	1,000	$\pm 2.0\%$

STUDY 2: ONTARIO ONLY		
Region	Number of interviews	Margin of error*
Toronto	340	$\pm 5.3\%$
905 GTA Belt	419	$\pm 4.8\%$
Hamilton-Niagara	166	$\pm 7.6\%$
Southwest	257	$\pm 6.1\%$
East	216	$\pm 6.7\%$
North	102	$\pm 10.0\%$
Canada	1,500	$\pm 2.0\%$



# National Results

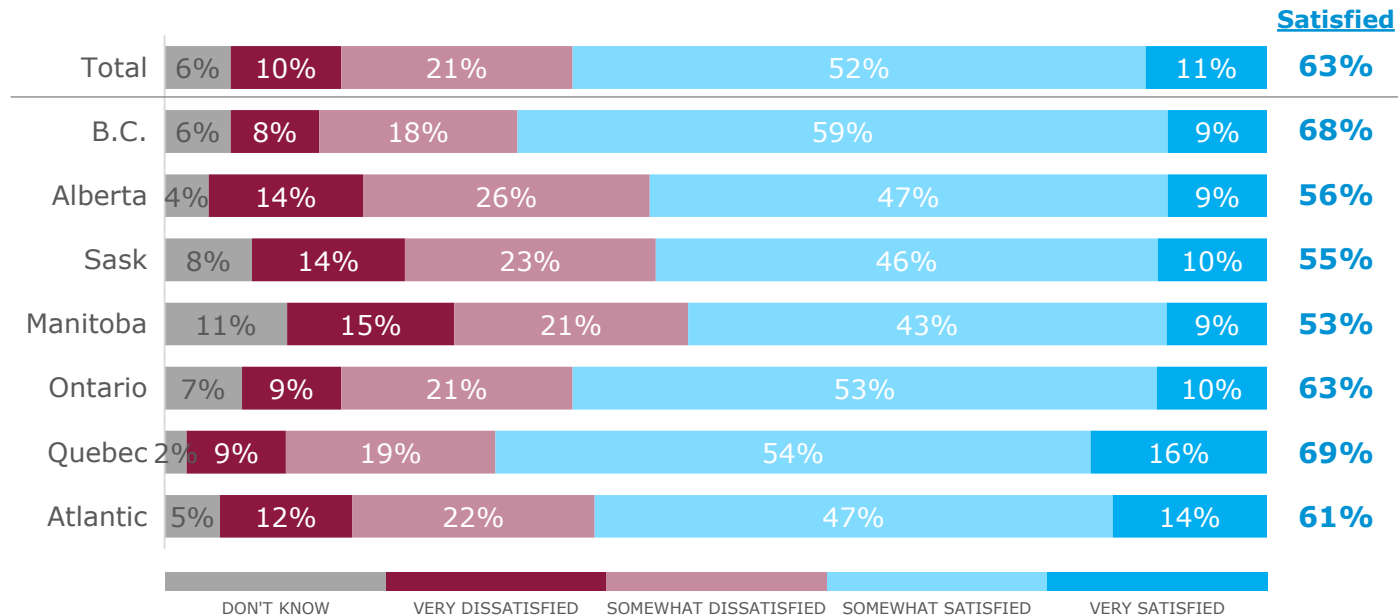


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# Satisfaction with local municipal government: Overall



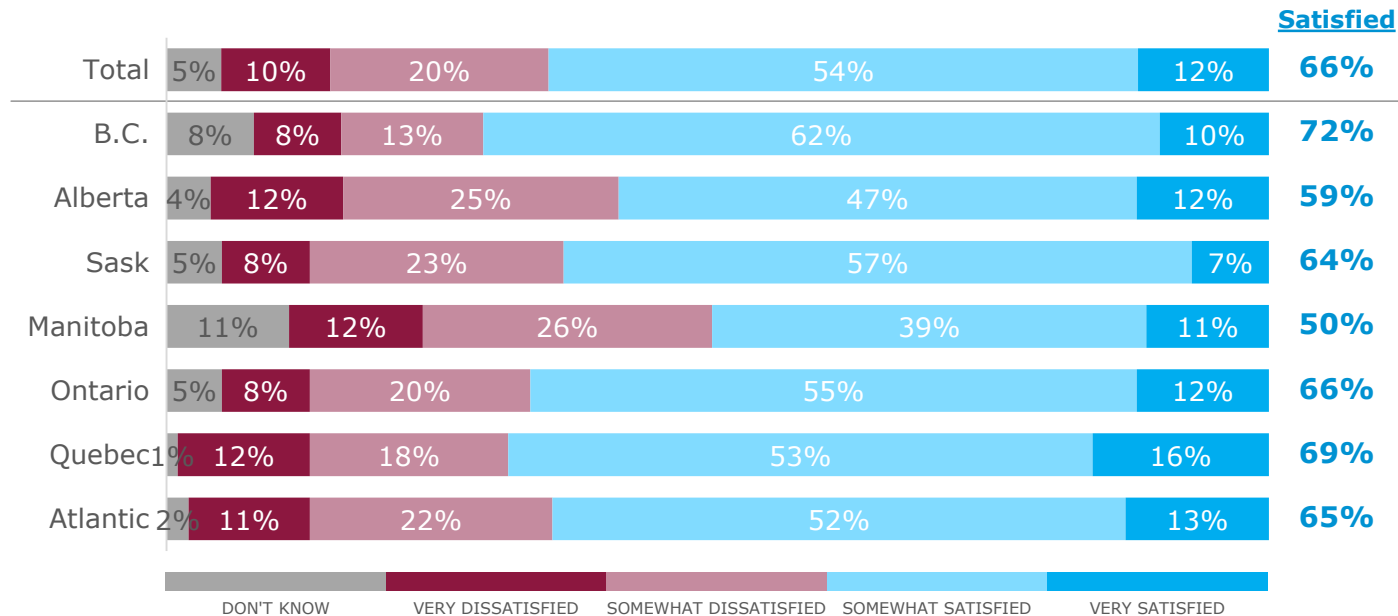
- Overall, two-thirds are satisfied with their local municipal government, while three-in-ten are dissatisfied (31%). Quebec (69%) and BC (68%) residents are most satisfied, while Ontario (63%) and Atlantic Canada (61%) are moderately positive. Satisfaction is lower - just over half are satisfied, with close to four-in-ten being dissatisfied in Alberta (39%), Saskatchewan (37%) and Manitoba (37%).



# Satisfaction with local municipal government: Quality of services provided



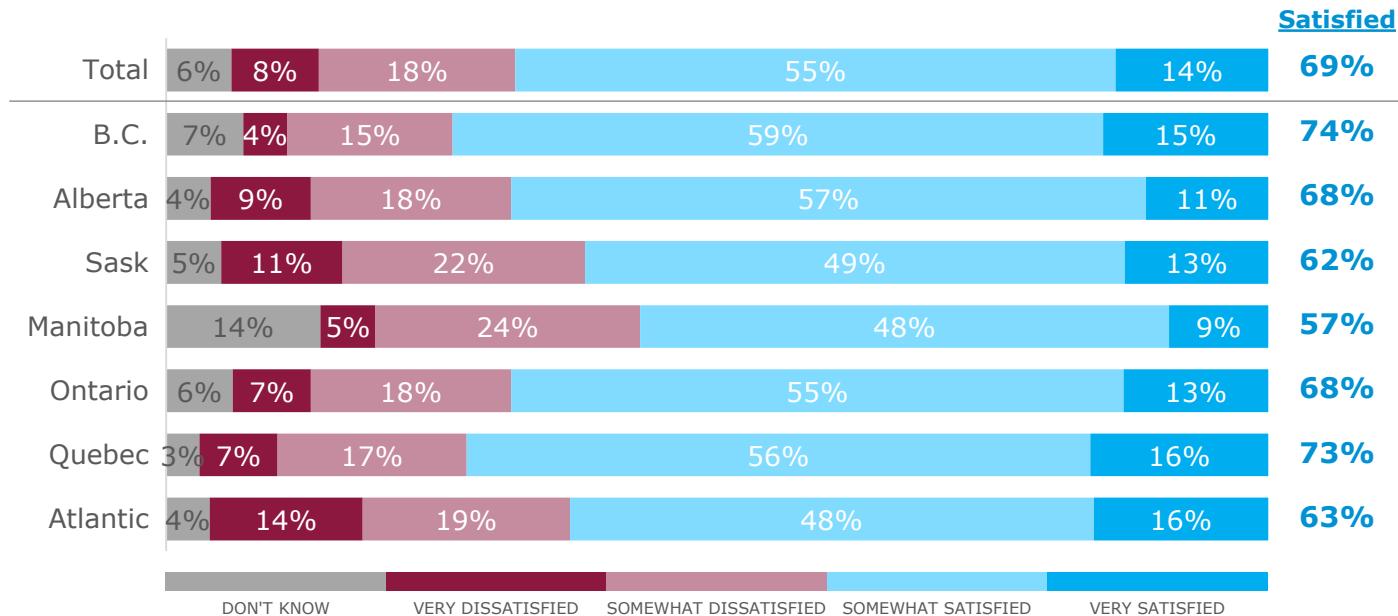
- Majority are satisfied with the quality of services provided by their local municipal government (66%). Similar to overall satisfaction, residents of BC (72%) and Quebec (69%) are most satisfied. Alberta (59%) and Manitoba (50%) residents are less satisfied and give lower scores for the quality of services their local municipal governments provide. Satisfaction is moderate in the remaining provinces.



# Satisfaction with local municipal government: Range of services provided



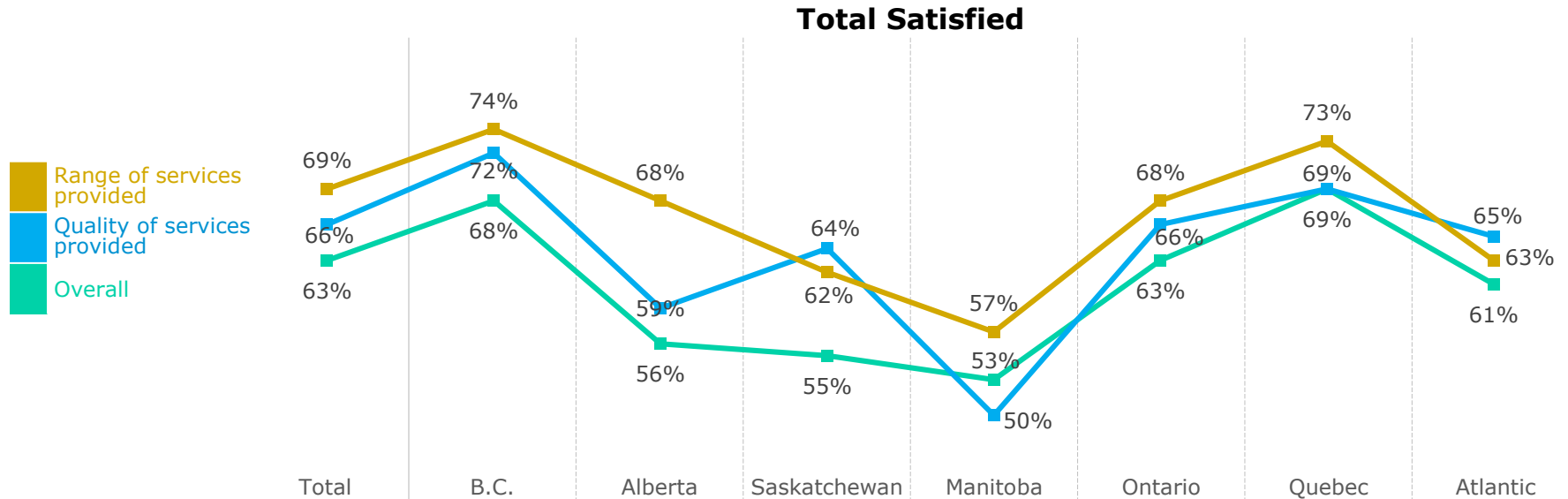
- Seven-in-ten (69%) majority are satisfied with range of services offered by the local municipal government. BC (74%) and Quebec (73%) residents are most satisfied. Satisfaction is moderate in the remaining provinces. Residents of Manitoba are however least satisfied with the range of services offered (57%).



# Satisfaction with local municipal government: At a glance



- Two-thirds of Canadians are satisfied with their local municipal government; **satisfaction being higher for the range of services offered** compared to quality of services and overall satisfaction.
- BC and Quebec residents are most satisfied with their local municipal government and Manitobans and Albertans are least satisfied.





# Ontario Regional Results



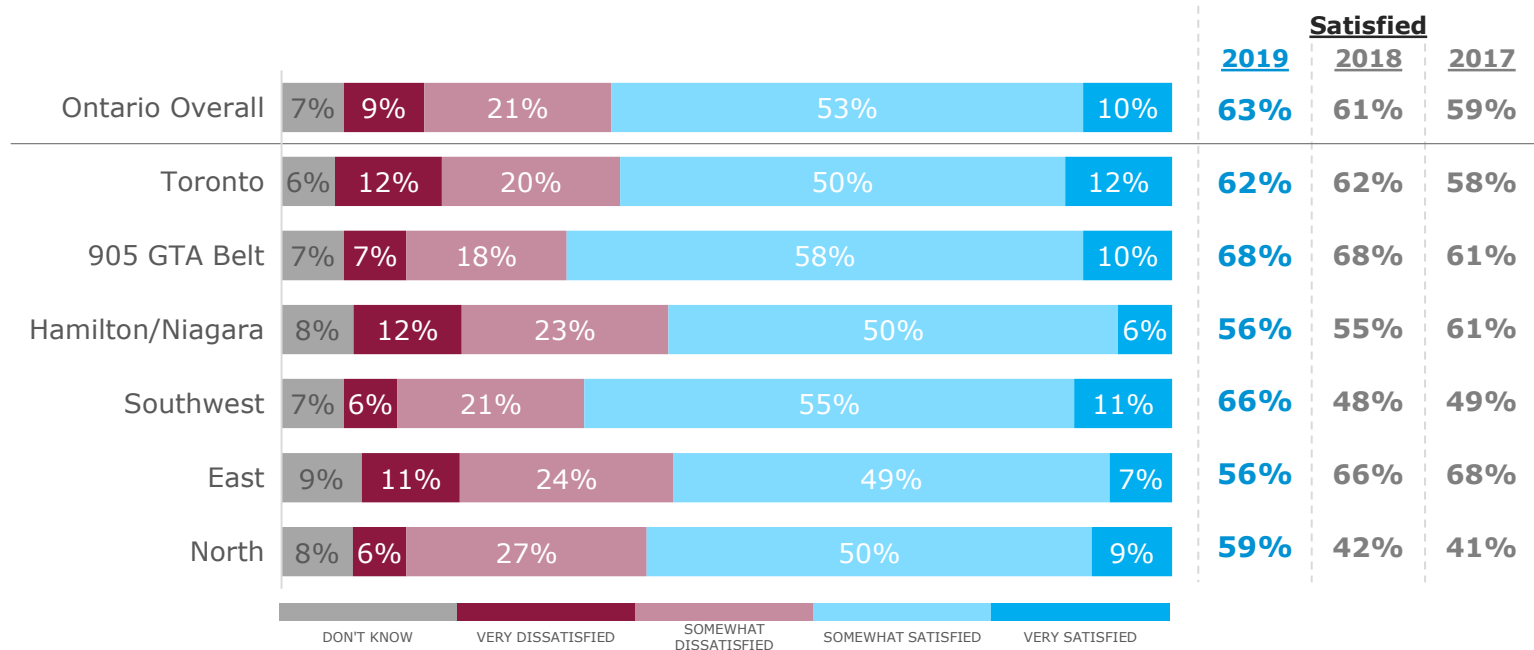
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# Satisfaction with local municipal government: Overall



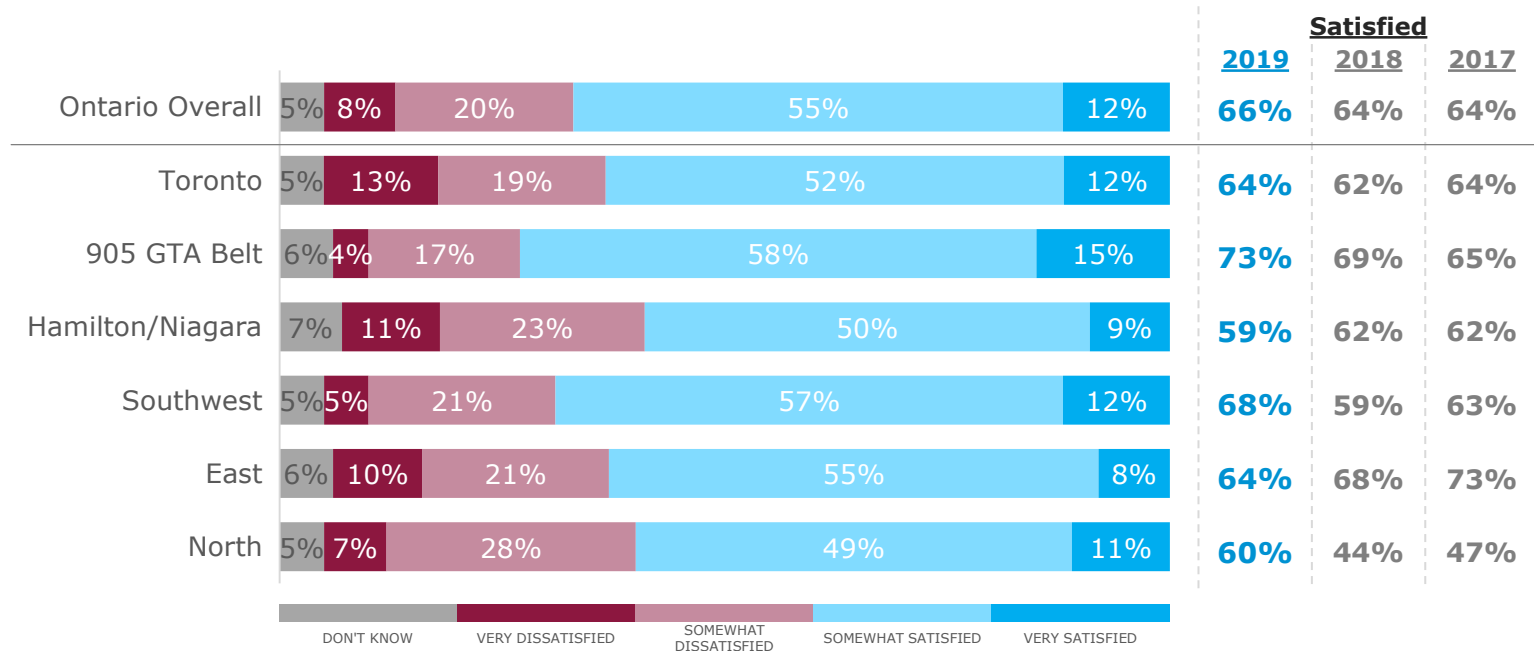
- Overall, two-thirds are satisfied with their local municipal government in Ontario. Scores are lower in the Hamilton/Niagara (56%) and East (56%) regions. While satisfaction levels in the East have fallen (-10pts), those in the North (+17pts) and Southwest (+18pts) have significantly improved.



# Satisfaction with local municipal government: Quality of services provided



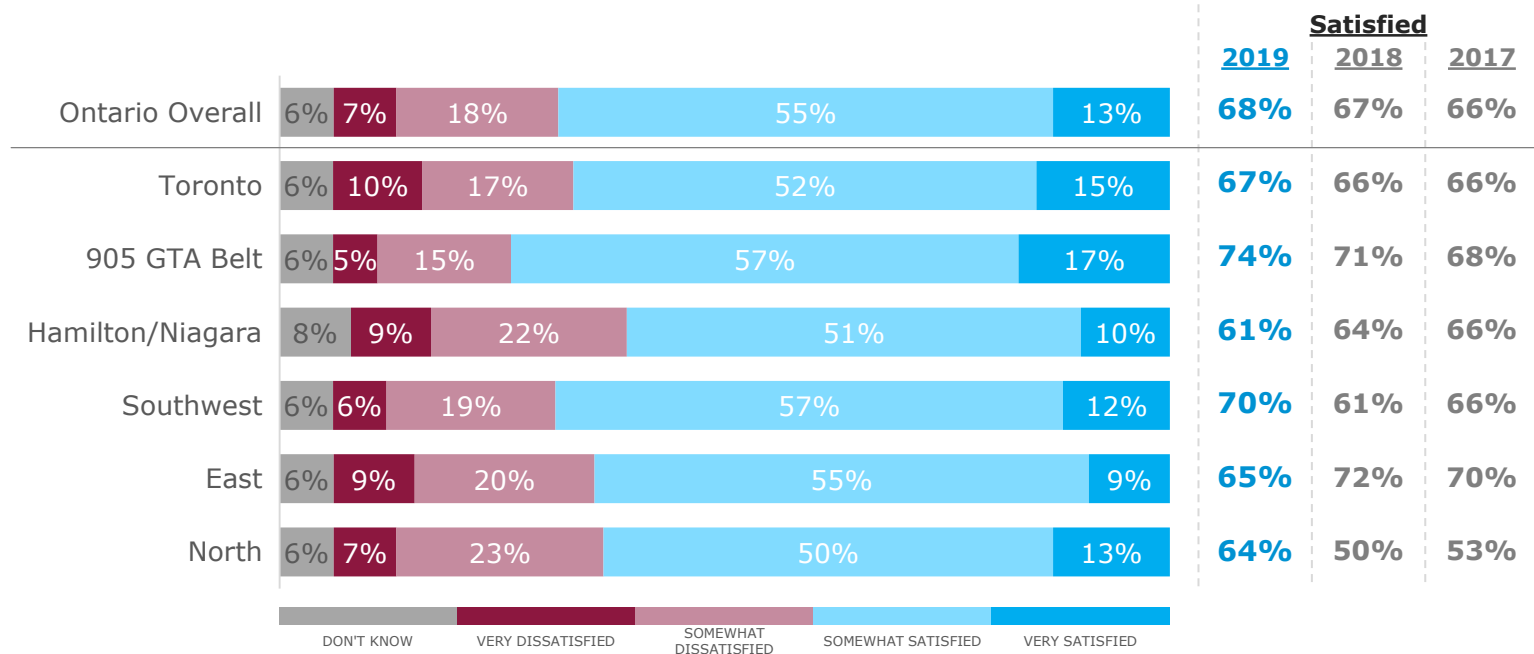
- Scores for quality of services provided by local Ontario government overall remain steady since 2017. 905 GTA belt are most satisfied (73%), while scores in Hamilton/Niagara continue to be low (59%). As seen with overall satisfaction, scores have significantly increased in the North (+16pts) and somewhat in the Southwest (+9pts) regions.



# Satisfaction with local municipal government: Range of services provided



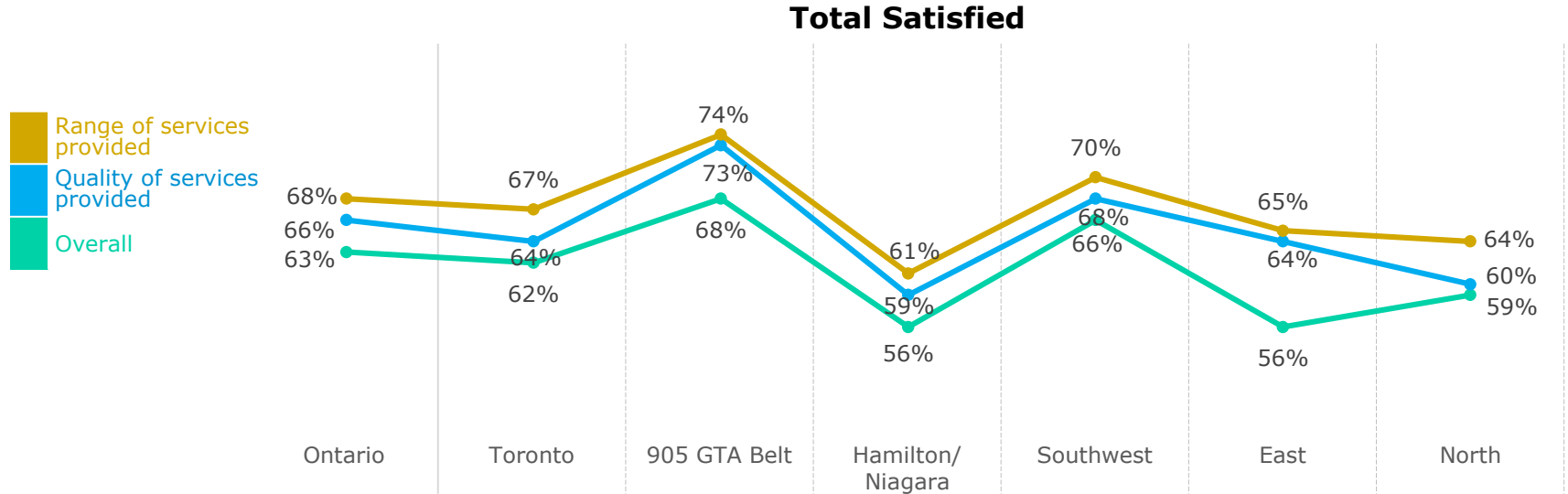
- Nearly seven-in-ten are satisfied with the range of services provided. 905 GTA belt are most satisfied with the services offered by their local municipality (74%). Satisfaction scores fall in the East (-7pts) but improve significantly in the North (+14pts) and somewhat in the Southwest (+9pts) regions.



# Satisfaction with local municipal government: At a glance

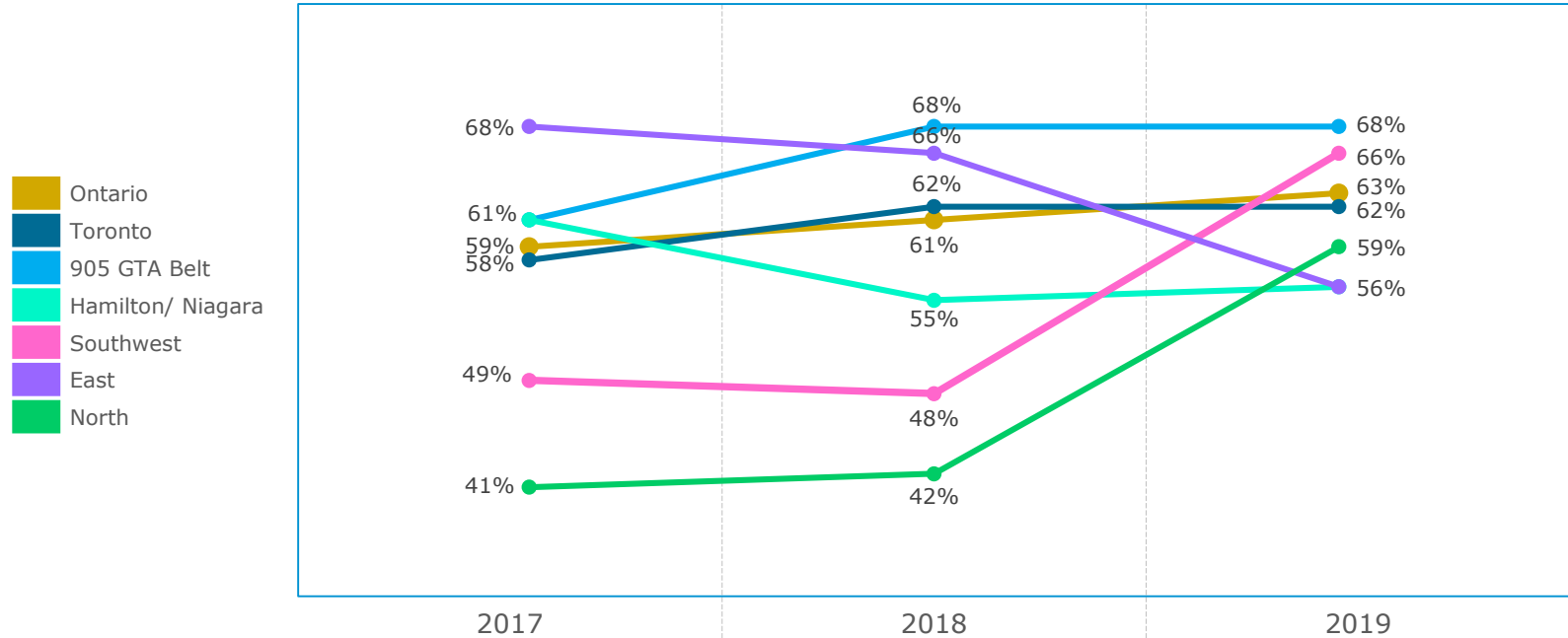


- Two-thirds of Ontarians are satisfied with their local municipal government; **satisfaction being higher for the range of services offered** compared to quality of services and overall satisfaction.
- Residents of the 905 GTA belt and Southwest region are most satisfied with their local municipal government on all aspects and those in the Hamilton/Niagara, East and North regions are least satisfied. While scores for the Hamilton/Niagara region continue to remain low, those in the East have fallen and those in the Southwest and North have increased since 2017.



# Satisfaction with local municipal government: Overall

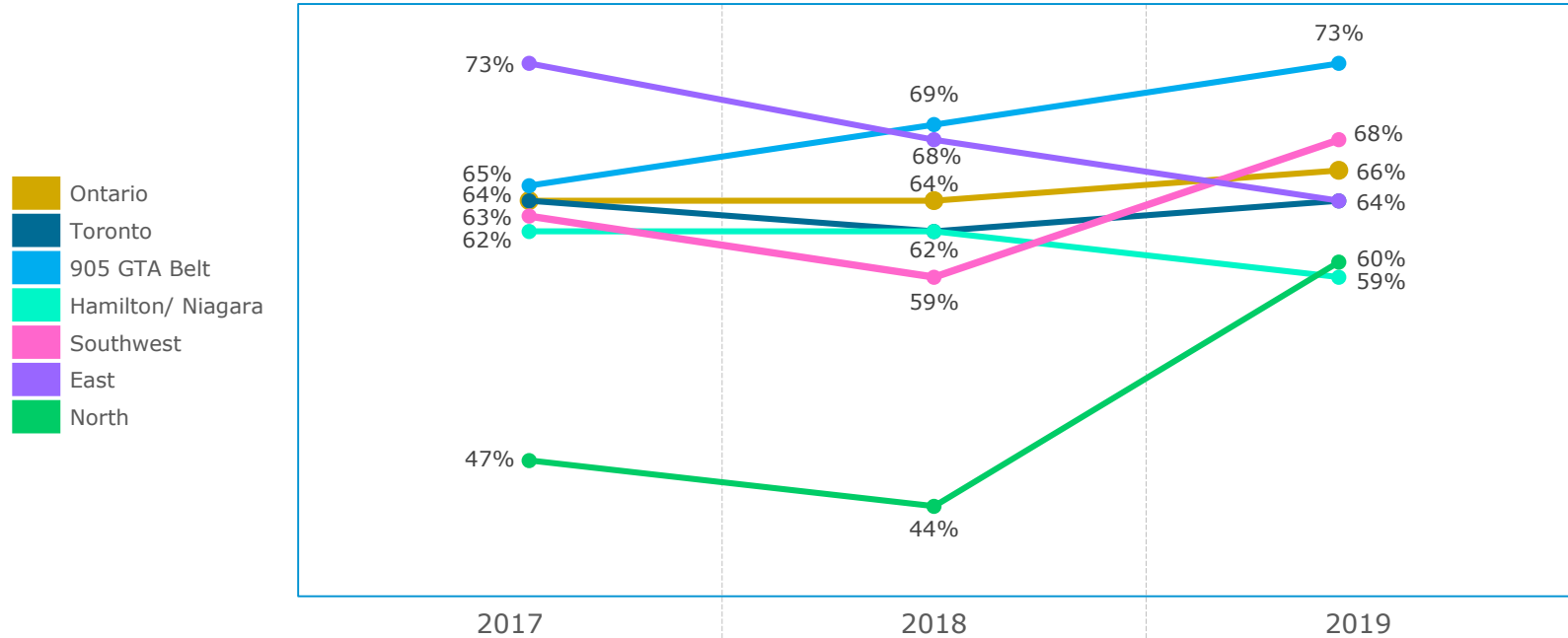
## Tracking by region



Total Satisfied = Very Satisfied + Somewhat Satisfied

# Satisfaction with local municipal government: Quality of services provided

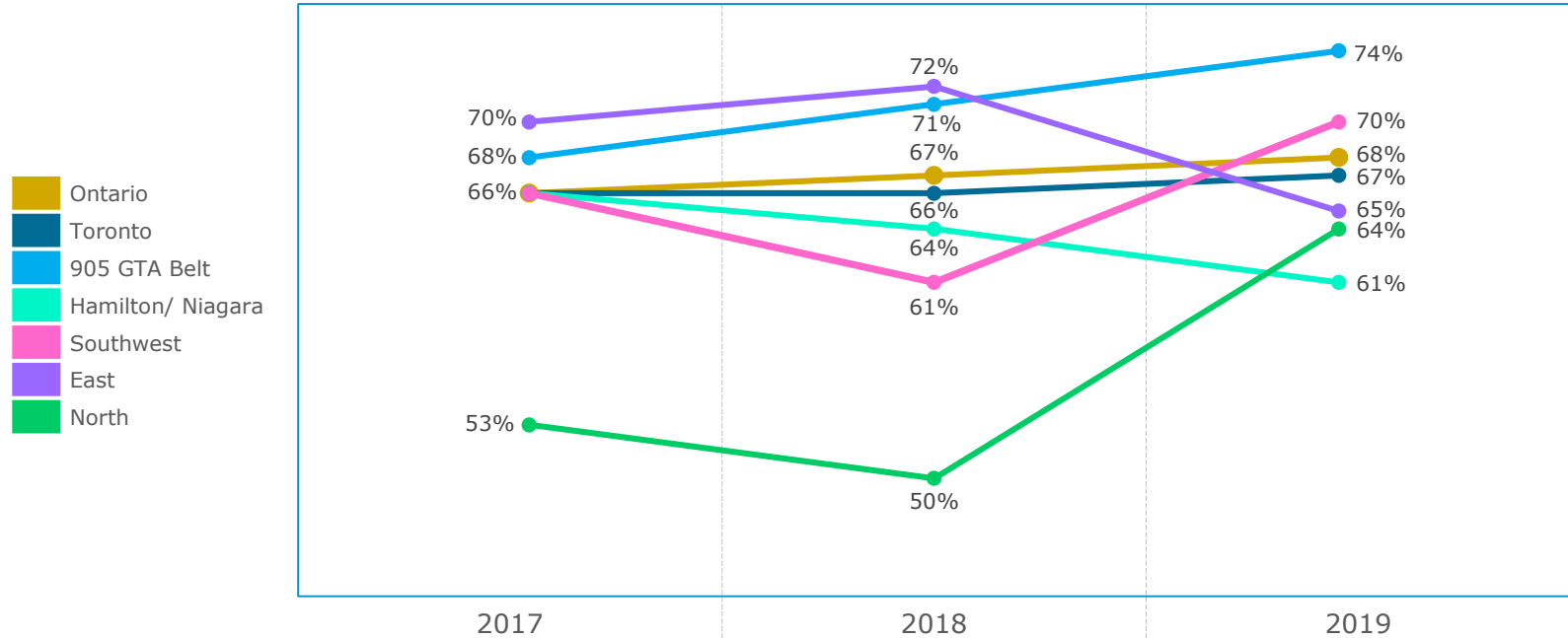
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# Satisfaction with local municipal government: Range of services provided

## Tracking by region



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