

September 2016

Survey of Peel Region Residents

BRES Option 3



Technical

- CICIC Research is pleased to present to BRES Option 3 the findings of an online survey conducted among residents of Peel Region between September 23 and September 27, 2016. The study was undertaken among residents of the three communities within Peel on a proportionate to community size basis.
- A total of 400 Peel residents completed the survey. Proportionate sampling in each of the communities (based on the most recent 2011 Statistics Canada Census data) is as follows:

Peel Region	Population (based on 2011 Census)	% of Peel Region	Sample (n = 400)
Caledon	59,635	5%	20
Brampton	523,881	40%	160
Mississauga	713,452	55%	220
TOTAL PEEL REGION	1,296,968	100	400

- A random survey of 400 respondents within Peel Region would yield a margin of ± 4.9 percentage points, nineteen times out of twenty.

Key Findings

Decision-making on Developments in Peel Region – Local Mayors and Council’s emerge on top

- While all local, regional and province-wide stakeholders are deemed to have an important role to play in decision-making about developments in Peel Region, the local mayor and council are the most likely to be seen as having an important role. Almost nine-in-ten Peel residents (86%) describe the **local mayor and council** in Caledon, Brampton and Mississauga as having an important role, with fully six-in-ten (61%) describing the mayor and council’s role as “very important.”
- By comparison, only slightly more than half of Peel residents (53%) see the Peel Regional Council’s role as “very important” and fewer than four-in-ten (38%) see the provincial government’s role as “very important.”
- When asked who should have final decision-making power about decisions within local communities in Peel Region, the largest proportion of respondents (33%) identify their local mayor and council. By contrast, only one-in-five (20%) identify Peel Region and only one-in-twenty (5%) point to the Government of Ontario.

Key Findings

Decision-making on Developments in Peel Region – Local Mayors and Council’s emerge on top

- When presented with a series of statements about decision-making around developments within the region, the strongest agreement emerges around those that identify **local mayors and council** as key decision-makers:
 - 72% of residents agree with the statement: *“I think my local council is going to better represent my interests than the regional Council of Peel.”* Agreement is notably hard: 34% “strongly agree”.
 - Almost the same majority (71%) agree with the view, *“I believe that my mayor and council are the best able to make informed decisions about housing development in my community.”* Again, agreement is hard, with 32% reporting that they “strongly agree.”
 - Almost seven-in-ten (68%) agree with the statement, *“I believe that my local council is better than the regional council at representing my community’s interests when it comes to determining the location of new housing developments.”* Almost one-third (31%) “strongly agree”.
 - Similarly, almost seven-in-ten (67%) agree with the view, *“I trust my local mayor and council to make the best decisions about development in my town because they have the local community’s interests at heart.”* One-third (34%) “strongly agree” with this view.

Key Findings

Regional Decision-makers are notably less important to local residents of Caledon, Brampton and Mississauga

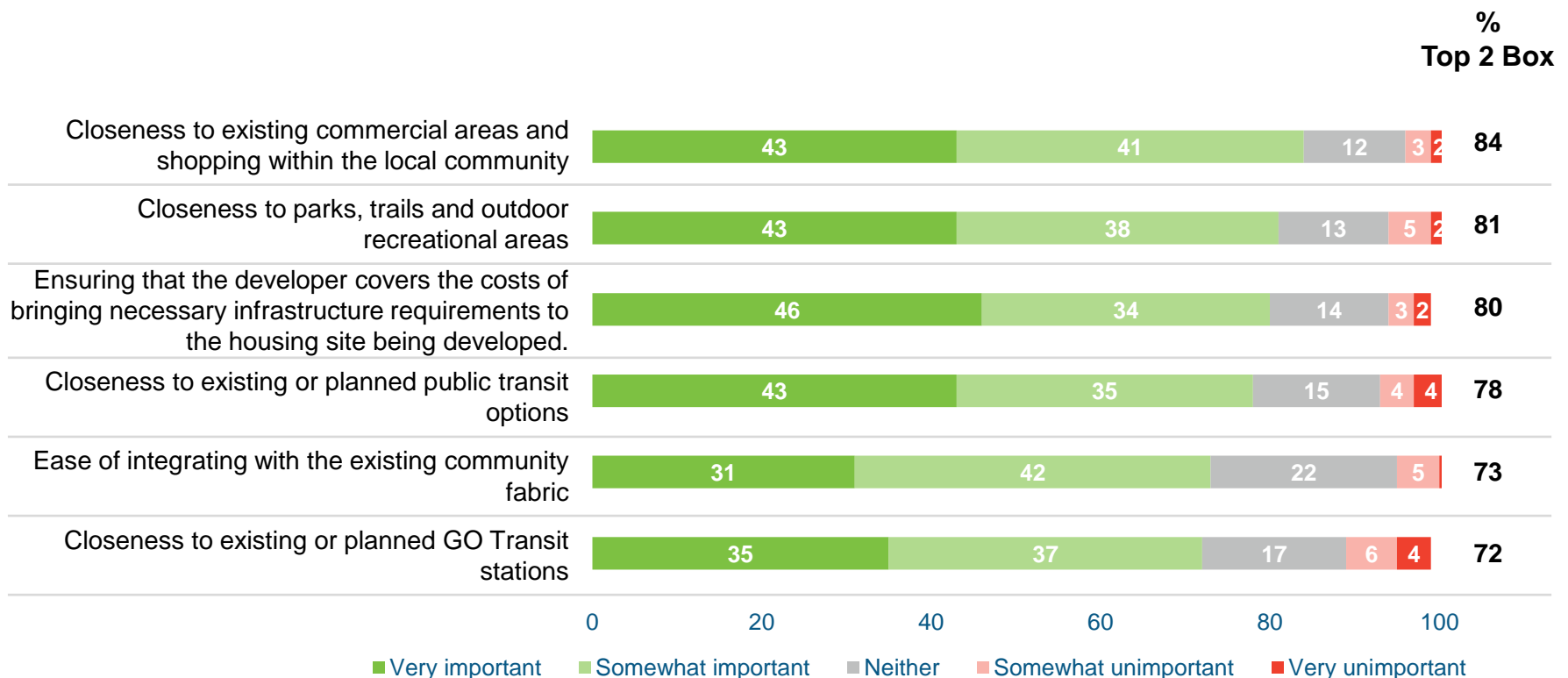
- By contrast, agreement with statements on Regional decision-making is notably lower and softer.
- Only a slight majority (54%) of Peel residents agree with the view, *“The Region of Peel has the best overview of issues in this region to make decisions about housing developments in communities like mine.”* Agreement is soft: only one-in-five residents (18%) “strongly agree” with this view.
- In fact, almost six-in-ten (57%) of Peel residents agree with the view, *“The Region of Peel is too large to fully understand the needs of my community when it comes to new developments.”*
- Only a minority (47%) of residents agree that they are *“...comfortable with the Region of Peel imposing their views about development in my community, even if it is different from my local community’s decision.”*

Key Findings

Resident of Peel Region are almost unanimous in ascribing importance to local communities when decisions about new developments and boundary expansions are being made

- More than nine-in-ten (91%) residents of Caledon, Brampton and Mississauga believe it is important that “...*the Region of Peel takes into account and supports the viewpoint of local communities when considering new developments and boundary expansions.*” In fact, six-in-ten (59%) see it as “very important” that the local community’s views are taken into account and supported by the Region.
- Almost the same substantial majority (89%) report that it is important that “the local council’s preferences on location and type of development are taken into account and factored into the Region of Peel’s decisions about urban boundary expansions.” Again, the majority of residents see this as “very important.”

Importance of specific factors to decisions on planning for new developments



Q3-8. As you may know, Peel Region is one of the fastest growing communities in Canada, with development and home building occurring in several municipalities and towns within the region. Different people say that different things are important when decisions about the planning of new housing developments are being made. How important are each of the following to you for developments that are or may be occurring in the area in which you live?

Base: Total sample

Importance of specific factors to decisions on planning for new developments

NET: Very/Somewhat Important

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
Closeness to existing commercial areas and shopping within the local community	84	85	68	84	81	86
Closeness to parks, trails and outdoor recreational areas	81	81	75	81	79	82
Ensuring that the developer covers the costs of bringing necessary infrastructure requirements to the housing site being developed	81	78	93	81	77	84
Closeness to existing or planned public transit options	77	76	68	80	76	79
Ease of integrating with the existing community fabric	73	70	75	74	69	76
Closeness to existing or planned GO Transit stations	72	74	61	73	67	78

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Base: Total sample

Importance of specific factors to decisions on planning for new developments

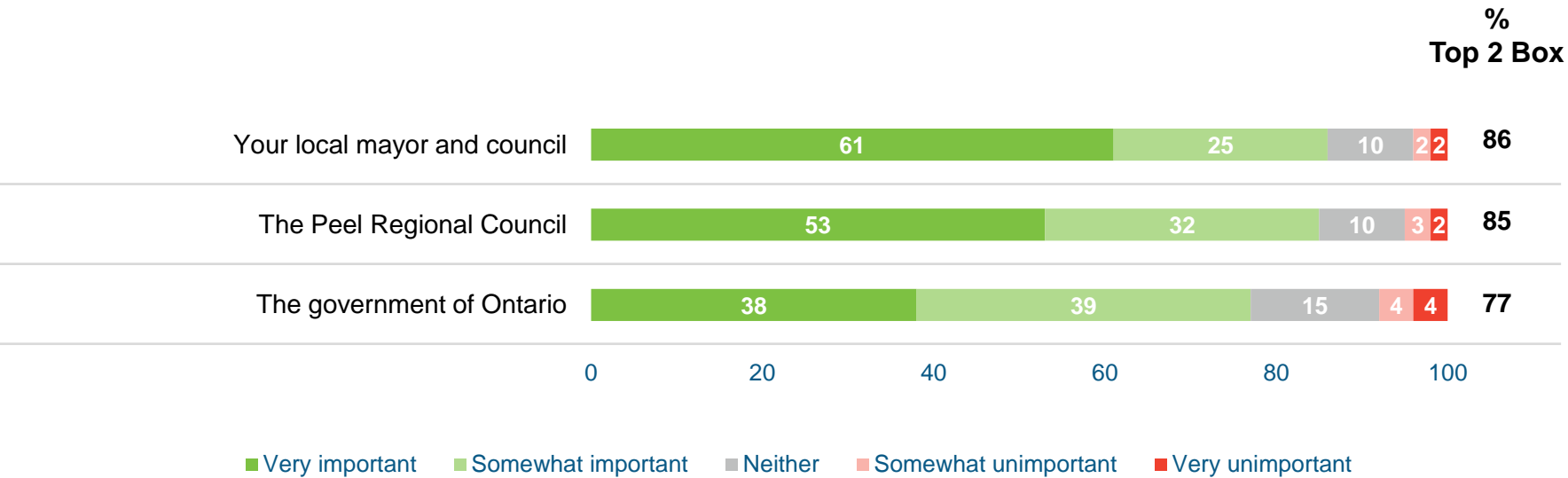
NET: Very/Somewhat Important

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
Closeness to existing commercial areas and shopping within the local community	84	86	86	79	83
Closeness to parks, trails and outdoor recreational areas	81	80	89	77	67
Ensuring that the developer covers the costs of bringing necessary infrastructure requirements to the housing site being developed	81	75	84	86	73
Closeness to existing or planned public transit options	77	87	79	71	63
Ease of integrating with the existing community fabric	73	74	74	73	62
Closeness to existing or planned GO Transit stations	72	83	73	67	55

Q3-8. As you may know, Peel Region is one of the fastest growing communities in Canada, with development and home building occurring in several municipalities and towns within the region. Different people say that different things are important when decisions about the planning of new housing developments are being made. How important are each of the following to you for developments that are or may be occurring in the area in which you live?

Base: Total sample

Importance of Stakeholders in decision-making on new developments



Q9-11. When it comes to decisions about new developments, a number of different levels of government can have a viewpoint and a role in making the decisions about such developments. Thinking about your own local area – that is, the town or local community that you live in – how important is it to you that each of the following participate in decisions about developments?
Base: Total sample

Importance of Stakeholders in decision-making on new developments

NET: Very/Somewhat Important

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
Your local mayor and council	86	85	93	86	84	89
The Peel Regional Council	85	86	86	84	82	88
The government of Ontario	77	77	78	78	72	82

Q9-11. When it comes to decisions about new developments, a number of different levels of government can have a viewpoint and a role in making the decisions about such developments. Thinking about your own local area – that is, the town or local community that you live in – how important is it to you that each of the following participate in decisions about developments?

Base: Total sample

Importance of Stakeholders in decision-making on new developments

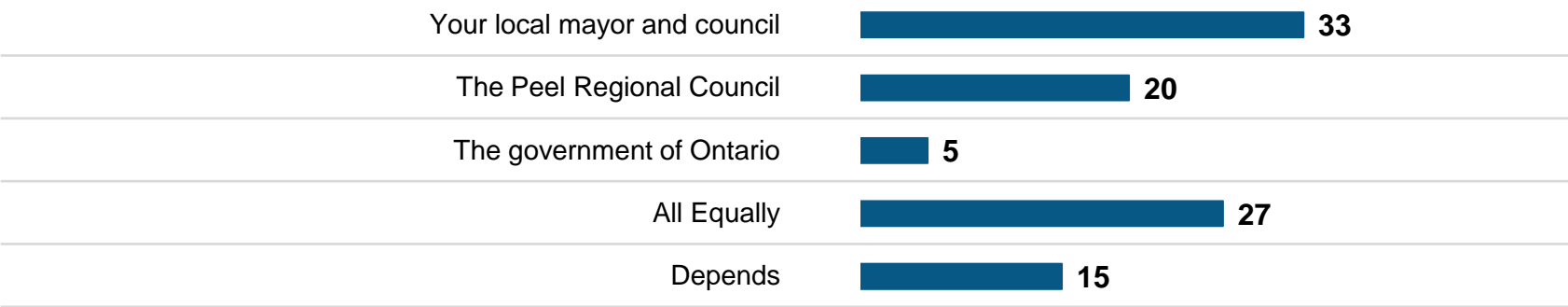
NET: Very/Somewhat Important

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
Your local mayor and council	86	75	89	91	97
The Peel Regional Council	85	82	88	84	89
The government of Ontario	77	80	80	73	73

Q9-11. When it comes to decisions about new developments, a number of different levels of government can have a viewpoint and a role in making the decisions about such developments. Thinking about your own local area – that is, the town or local community that you live in – how important is it to you that each of the following participate in decisions about developments?

Base: Total sample

Most important final decision-maker on new developments



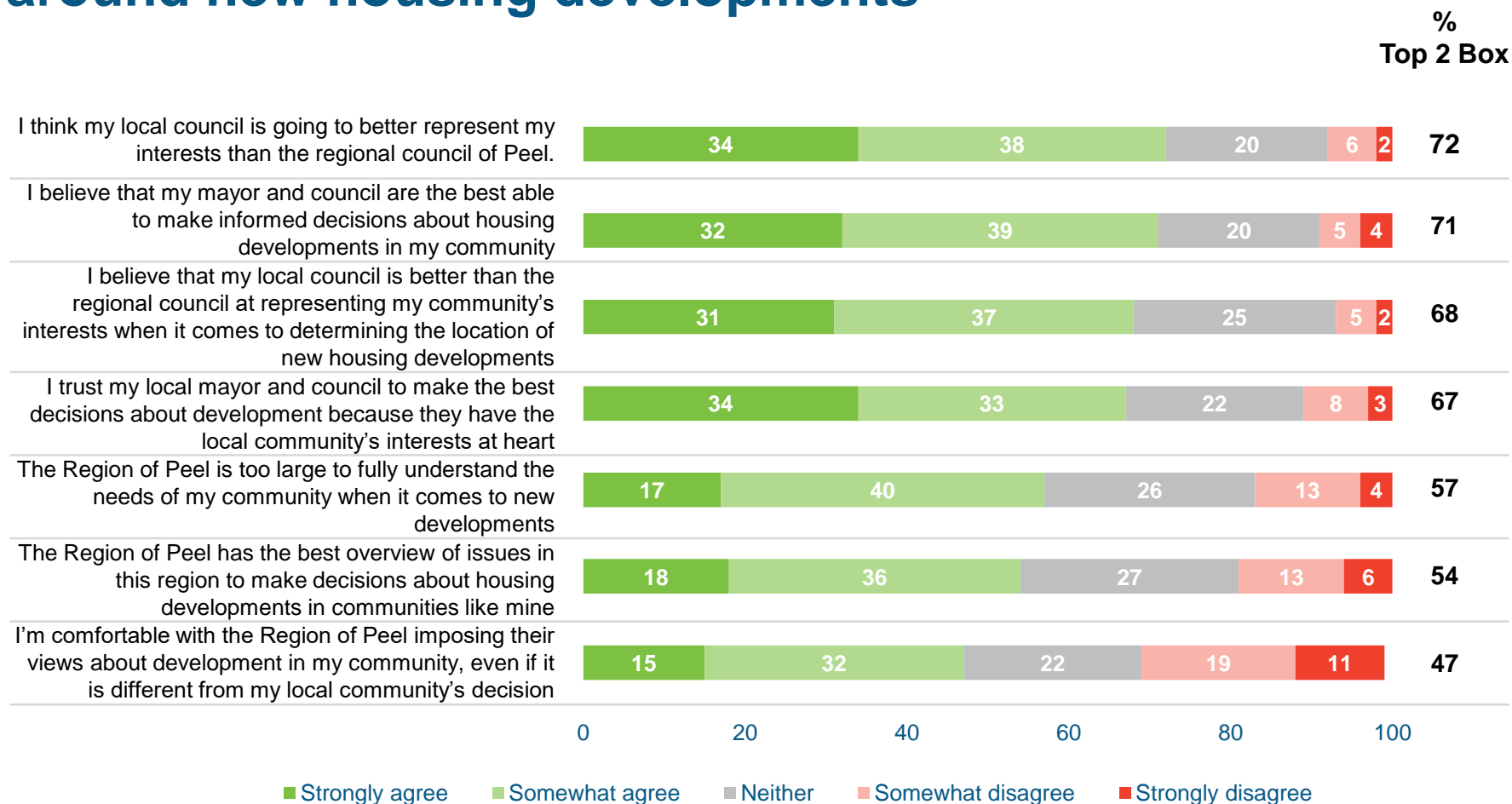
Most important final decision-maker on new developments

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
Your local mayor and council	33	29	55	35	41	27
The Peel Regional Council	20	18	14	22	16	24
The government of Ontario	5	8	-	4	6	5
All Equally	27	28	30	25	25	28
Depends	15	17	-	14	12	17

Most important final decision-maker on new developments

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
Your local mayor and council	33	26	23	40	70
The Peel Regional Council	20	27	25	13	4
The government of Ontario	5	9	3	7	-
All Equally	27	22	39	22	14
Depends	15	16	10	18	12

Agreement with statements about decision-making around new housing developments



Q13-19. For each of the following statements, please indicate if you agree or disagree.

Base: Total sample

Agreement with statements about decision-making around new housing developments

NET: Strongly/Somewhat Agree

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
I think my local council is going to better represent my interests than the regional council of Peel.	72	66	79	76	77	68
I believe that my mayor and council are the best able to make informed decisions about housing developments in my community	71	60	79	78	76	66
I believe that my local council is better than the regional council at representing my community's interests when it comes to determining the location of new housing developments	68	58	79	74	74	62
I trust my local mayor and council to make the best decisions about development because they have the local community's interests at heart	67	54	72	76	74	60
The Region of Peel is too large to fully understand the needs of my community when it comes to new developments	57	57	71	56	63	53
The Region of Peel has the best overview of issues in this region to make decisions about housing developments in communities like mine	54	50	53	57	56	53
I'm comfortable with the Region of Peel imposing their views about development in my community, even if it is different from my local community's decision	47	43	51	50	50	44

Q13-19. For each of the following statements, please indicate if you agree or disagree.

Base: Total sample

Agreement with statements about decision-making around new housing developments

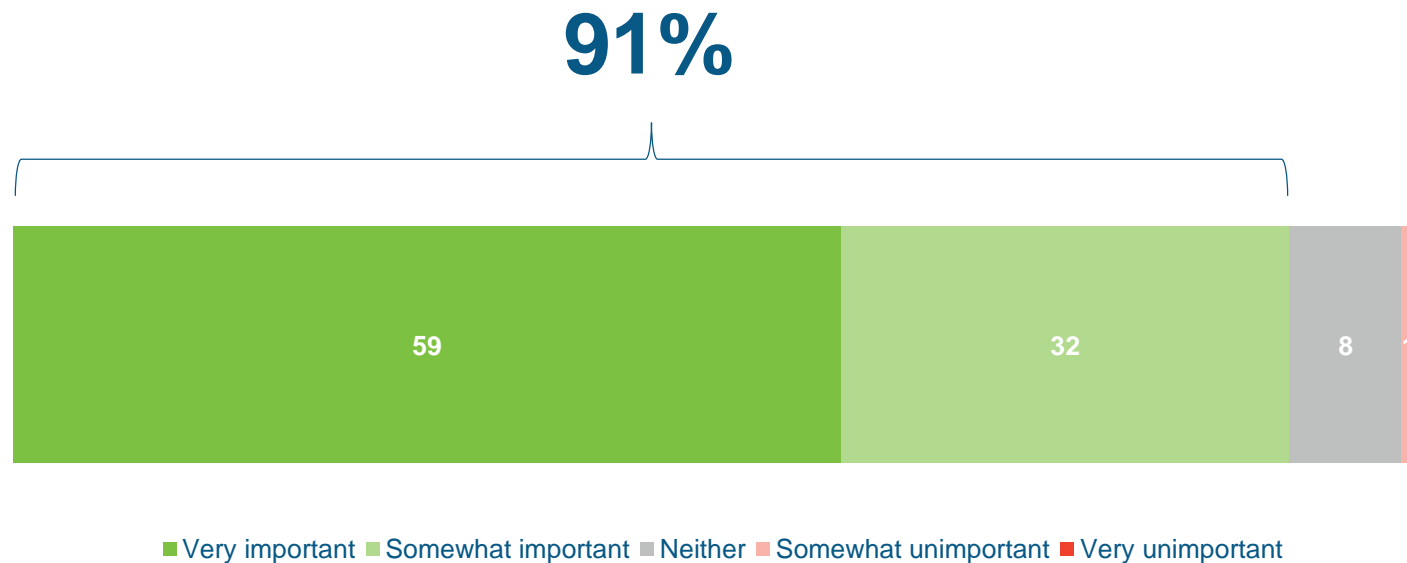
NET: Strongly/Somewhat Agree

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
I think my local council is going to better represent my interests than the regional council of Peel.	72	67	73	73	83
I believe that my mayor and council are the best able to make informed decisions about housing developments in my community	71	64	76	67	87
I believe that my local council is better than the regional council at representing my community's interests when it comes to determining the location of new housing developments	68	59	72	70	78
I trust my local mayor and council to make the best decisions about development because they have the local community's interests at heart	67	64	74	60	78
The Region of Peel is too large to fully understand the needs of my community when it comes to new developments	57	51	55	63	72
The Region of Peel has the best overview of issues in this region to make decisions about housing developments in communities like mine	54	58	65	44	39
I'm comfortable with the Region of Peel imposing their views about development in my community, even if it is different from my local community's decision	47	52	56	39	29

Q13-19. For each of the following statements, please indicate if you agree or disagree.

Base: Total sample

Importance of Peel Region taking into account and supporting local community viewpoints on new developments and boundary expansions



Q20. Traditionally, when it comes to decision-making about new developments and urban boundary expansion, the local community undertakes a thorough and comprehensive review. The Region of Peel typically follows the local community's lead and supports the local community's viewpoint. How important is it to you that the Region of Peel takes into account and supports the viewpoint of local communities when considering new developments and boundary expansions? Is it...

Base: Total sample

Importance of Peel Region taking into account and supporting local community viewpoints on new developments and boundary expansions

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
NET: Important	91	91	93	90	90	91
Very important	59	58	46	60	58	59
Somewhat important	32	33	47	30	32	32
Neither important nor unimportant	8	7	7	9	8	8
Somewhat unimportant	1	3	-	0	1	1
Very unimportant	-	-	-	-	-	-
NET: Unimportant	1	3	-	0	1	1

Q20. Traditionally, when it comes to decision-making about new developments and urban boundary expansion, the local community undertakes a thorough and comprehensive review. The Region of Peel typically follows the local community's lead and supports the local community's viewpoint. How important is it to you that the Region of Peel takes into account and supports the viewpoint of local communities when considering new developments and boundary expansions? Is it...

Base: Total sample

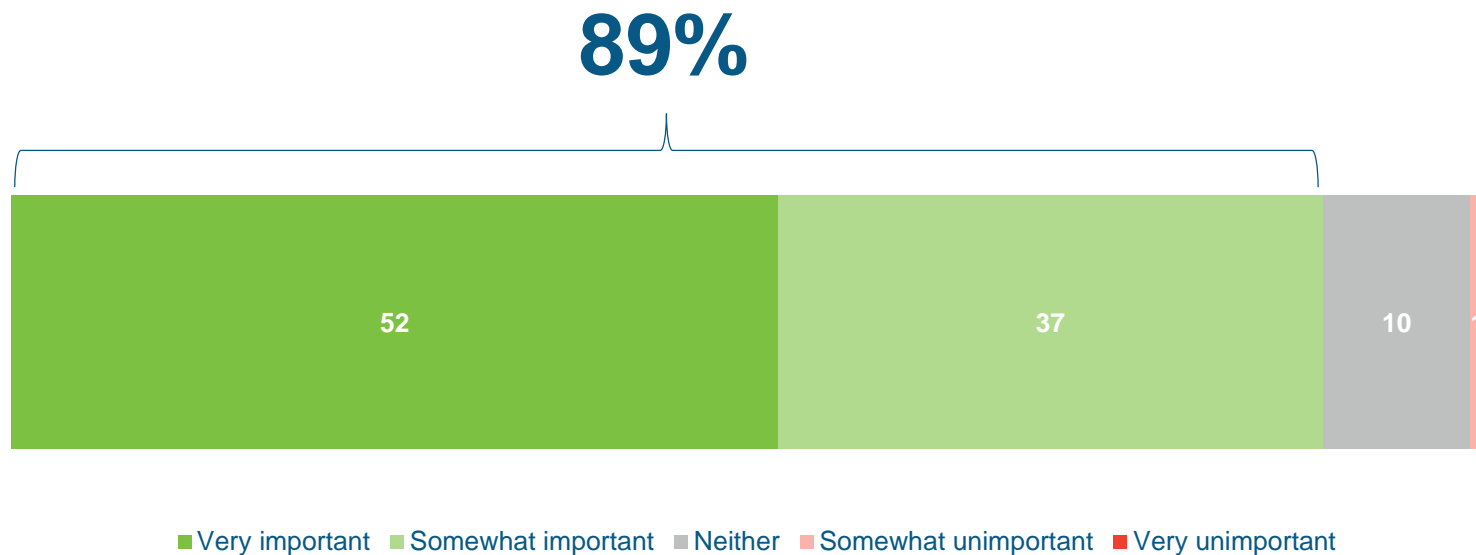
Importance of Peel Region taking into account and supporting local community viewpoints on new developments and boundary expansions

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
NET: Important	91	87	92	92	92
Very important	59	53	59	63	57
Somewhat important	32	34	33	28	35
Neither important nor unimportant	8	13	6	8	3
Somewhat unimportant	1	-	2	1	5
Very unimportant	-	-	-	-	-
NET: Unimportant	1	13	6	8	3

Q20. Traditionally, when it comes to decision-making about new developments and urban boundary expansion, the local community undertakes a thorough and comprehensive review. The Region of Peel typically follows the local community's lead and supports the local community's viewpoint. How important is it to you that the Region of Peel takes into account and supports the viewpoint of local communities when considering new developments and boundary expansions? Is it...

Base: Total sample

Importance that local Council's preferences on location and type of developments are factored into Peel Region decisions about boundary expansions



Q21. How important is it to you that the local municipal Council's preferences on location and type of development are taken into account and factored into the Region of Peel's decisions about urban boundary expansions? Is it...

Base: Total sample

Importance that local Council's preferences on location and type of developments are factored into Peel Region decisions about boundary expansions

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
NET: Important	89	88	83	89	89	88
Very important	52	50	61	53	50	54
Somewhat important	37	38	22	37	39	35
Neither important nor unimportant	10	10	17	10	10	11
Somewhat unimportant	1	2	-	1	2	1
Very unimportant	0	-	-	0	-	0
NET: Unimportant	1	2	-	1	2	1

Q21. How important is it to you that the local municipal Council's preferences on location and type of development are taken into account and factored into the Region of Peel's decisions about urban boundary expansions? Is it...

Base: Total sample

Importance that local Council's preferences on location and type of developments are factored into Peel Region decisions about boundary expansions

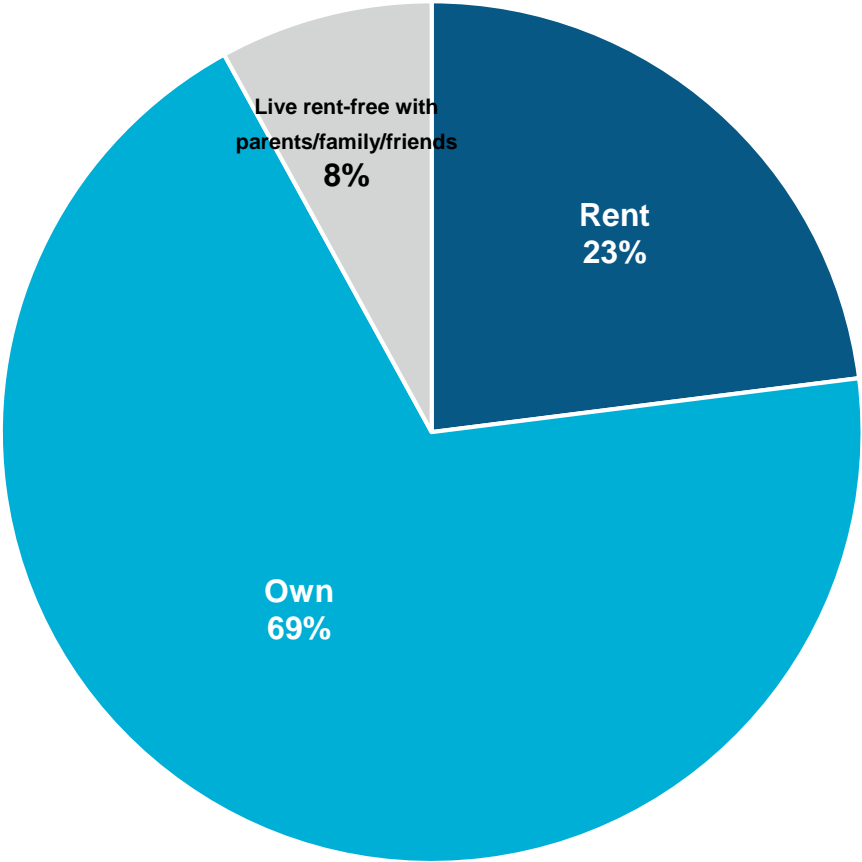
		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
NET: Important	89	84	89	93	86
Very important	52	43	53	60	48
Somewhat important	37	41	36	33	37
Neither important nor unimportant	10	14	9	6	14
Somewhat unimportant	1	1	2	1	-
Very unimportant	0	1	-	-	-
NET: Unimportant	1	2	2	1	-

Q21. How important is it to you that the local municipal Council's preferences on location and type of development are taken into account and factored into the Region of Peel's decisions about urban boundary expansions? Is it...

Base: Total sample

Residency in Peel Region

Residence Status: Homeowners or Renters



Q1. Do you own or rent the home that you currently live in?
Base: Total Base

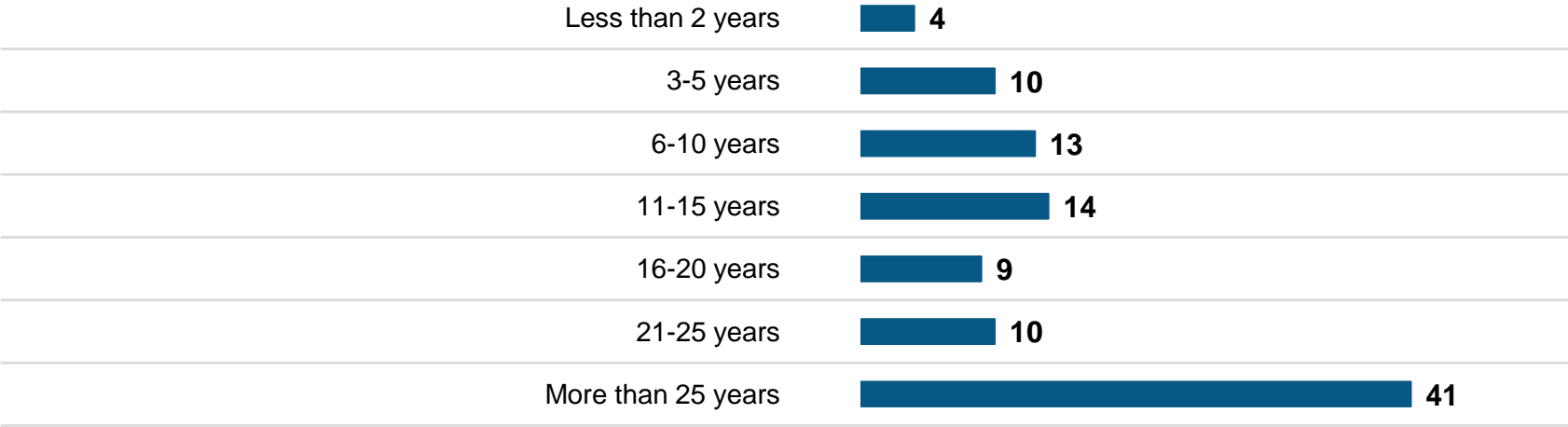
Residence Status: Homeowners or Renters

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
Own	69	67	78	70	73	65
Rent	23	25	15	22	20	25
Live rent-free with parents/family/friends	8	8	7	8	7	10

Residence Status: Homeowners or Renters

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
Own	69	47	74	80	87
Rent	23	31	23	18	13
Live rent-free with parents/family/friends	8	22	3	2	-

Years Residing in Peel region



Years Residing in Peel region

		Region			Gender	
	Total Sample	Brampton	Caledon	Mississauga	Male	Female
		A	B	C	D	E
n=	400	160	20	220	195	205
	%	%	%	%	%	%
Less than 2 years	4	3	-	5	4	4
3-5 years	10	6	8	13	12	8
6-10 years	13	10	22	14	12	13
11-15 years	14	14	7	14	12	15
16-20 years	9	9	-	9	11	7
21-25 years	10	12	-	10	9	11
More than 25 years	41	45	63	36	40	41

Years Residing in Peel region

		Age			
	Total Sample	18-34 Millennials	35-49 Gen X	50-69 Boomers	70+ Silents
		A	B	C	D
n=	400	121	124	116	39
	%	%	%	%	%
Less than 2 years	4	8	3	2	-
3-5 years	10	15	11	6	4
6-10 years	13	12	21	7	4
11-15 years	14	16	18	8	8
16-20 years	9	17	5	5	8
21-25 years	10	12	6	15	4
More than 25 years	41	20	37	57	71

Q2. How long have you been a resident of Peel Region?

Base: Total Base

