



2019 Community Survey

FINAL REPORT

MAY 14, 2019

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INTRODUCTION

Background and Methodology

Background

- Richmond Hill is a city in south-central York Region. It is York Region's third most populous municipality.
- Since 2000, Richmond Hill has conducted a community survey six times.
- Results of the 2019 Community Survey were benchmarked against community surveys conducted in 2000, 2002, 2007, 2012 and 2016. All historical results are included within this report. Due to changes in the questionnaire, some questions could not be benchmarked to previous surveys.

Methodology (1)

- The City of Richmond Hill commissioned Ipsos to conduct its 2019 Community Survey.
- The survey was conducted by telephone among n=800 respondents 18 years of age and older living in the City of Richmond Hill. The survey was conducted between March 25 and April 9, 2019.
- The margin of error for a sample of n=800 completed interviews is +/- 3.5 %, 19 times out of 20.
- The results of the survey have been weighted based on age, gender and ward to match the demographic profile of residents based on 2016 census data.
- The response rate for this survey was 12 percent, which is typical of a telephone survey with multiple quotas (age, gender and ward quotas were set for the 2019 survey). Quotas by age were set to achieve a minimum of n=100 completes among residents aged 18 to 35. Ward quotas of n=120 were also set to ensure each ward was represented within the data.
- In an effort to be as inclusive as possible, respondents were given the option to complete the survey in English, Cantonese, Farsi or Russian, as these are the top languages spoken in the City of Richmond Hill according to Statistics Canada.
- All randomly selected respondents were asked, after a brief introduction, if they were comfortable conducting the interview in English. Respondents who said they were not, were then asked if they would prefer to receive a call back to complete the survey in either Cantonese, Farsi or Russian. In the case that a respondent expressed interest to complete the survey in one of the specified languages, the interviewer would arrange a call back in the preferred language.
- A total of 34 call backs were requested in a different language (7 in Russian, 20 in Cantonese, and 7 in Farsi); 5 of which resulted in completed interviews - 4 in Cantonese and 1 in Farsi.

Methodology (2)

- An effort was made to contact residents via cell phone, but almost all the cell phone numbers assigned to the Richmond Hill cell phone exchange were non-assigned numbers. Sample from other cell phone exchanges within York Region that are in close proximity to Richmond Hill was also utilized, however these phone numbers were also unassigned.
- The main reason for including cell phone sample in the study was to ensure that the survey included sufficient response from residents aged 18 to 35 (who are less likely to have a landline). In response to low performing cell phone sample, Ipsos ensured that a sufficient number of residents in this age group were reached via landline as a significant proportion of this demographic population also resides with older adults in the same household.



Reporting Conventions and Normative Comparisons (1)

REPORTING CONVENTIONS

In some questions those who were unable to provide a response (i.e., Answered “don’t know” or “no opinion” 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 between 2016 and 2019 have been designated as follows:

- Significantly higher 
- Significantly lower 

Differences among subgroups are designated with pink and green shading. Green indicates that the number in that cell(s) is(are) significantly higher than the cell(s) shaded pink within a specific demographic category. In the example below, the number for men is significantly higher than the number for women.

Male	Female
22%	12%

Reporting Conventions and Normative Comparisons (2)

References to “Top 2 Box” score refer to the net of the highest 2 categories on a rating scale. For example, if the scale is: very satisfied, somewhat satisfied, somewhat dissatisfied and strongly dissatisfied, then the combined category of somewhat satisfied and strongly satisfied is referred to as the Top 2 Box Score.

Please note that as Richmond Hill became a City while the current survey was in field, the questionnaire referred to it as a Town. Within the report, Richmond Hill will be referred to as a city, except where the actual wording of a question includes the word “Town.”

NORMATIVE COMPARISONS

Comparisons have been made between the results of the 2019 City of Richmond Hill Community 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.

EXECUTIVE SUMMARY

Executive Summary (1)

The results of the 2019 Community Survey for the City of Richmond Hill continue to be very positive: large majorities of residents are satisfied with Richmond Hill as a place to live, believe Richmond Hill is welcoming and vibrant, feel a strong sense of belonging to Richmond Hill, and express overall satisfaction with services. In fact, majorities of residents express satisfaction with all specific services provided by the City. Nonetheless, satisfaction in a few areas has declined, namely about the maintenance of infrastructure and the quality of roads and snow clearing, which has had an impact on perceptions of the City as a place to live.

Life in Richmond Hill

An overwhelming majority (92%) of residents are satisfied with Richmond Hill as a place to live (including half who are very satisfied), however slightly fewer residents indicate this as compared to in 2016 (down 4 points). Residents continue to find Richmond Hill's location (being close to amenities, such as shopping and other services) its greatest appeal (42%). And, although the City continues to grow, an increasing number of residents still find it appealing as a close-knit community (24%, up 6 points), and large majorities see Richmond Hill as welcoming (85%) and feel a sense of belonging (79%).

The City receives good ratings on its natural areas, with a growing number of residents who say the large number of parks and open spaces is the most appealing thing about the City (27%, up 7 points), similarly an overwhelming majority think Richmond Hill has a good network of parks, natural areas and trails (89%).

In contrast, there has been some decline in perceptions of infrastructure, with fewer agreeing that it is well-maintained (78%, down 5 points), and an increasing number of residents believe that improving the road system will be an important issue within the next 5 to 10 years (26%, up 15 points).

Executive Summary (2)

Satisfaction with Services

Almost all residents (92%) say they are satisfied (either very or somewhat) with the services offered by the City of Richmond Hill overall. Moreover, majorities of residents express satisfaction with all services, with satisfaction highest for fire protection services (98%), recreation facilities (95%), parks, open spaces and pathways (94%), and condition and maintenance of water and sewage systems (94%), and lowest for land use planning (66%) and road quality and maintenance (65%).

Since 2016, satisfaction has improved for by-law and parking enforcement (up 7 points), parks, open spaces and pathways (up 5 points), land use planning (up 5 points), and recreation facilities (up 4 points), while it has deteriorated for infrastructure-related services, such as road quality and maintenance (down 14 points) and condition and maintenance of Town sidewalks (down 6 points), as well as for snow clearing from roads and sidewalks (down 6 points), and libraries (down 3 points).

To improve satisfaction with services overall, the City must focus on service areas that are most important and have the most room for improvement. Based on the derived importance analysis, the 3 priority areas for improvement are: snow clearing from roads and sidewalks, land use planning, and road quality and maintenance.

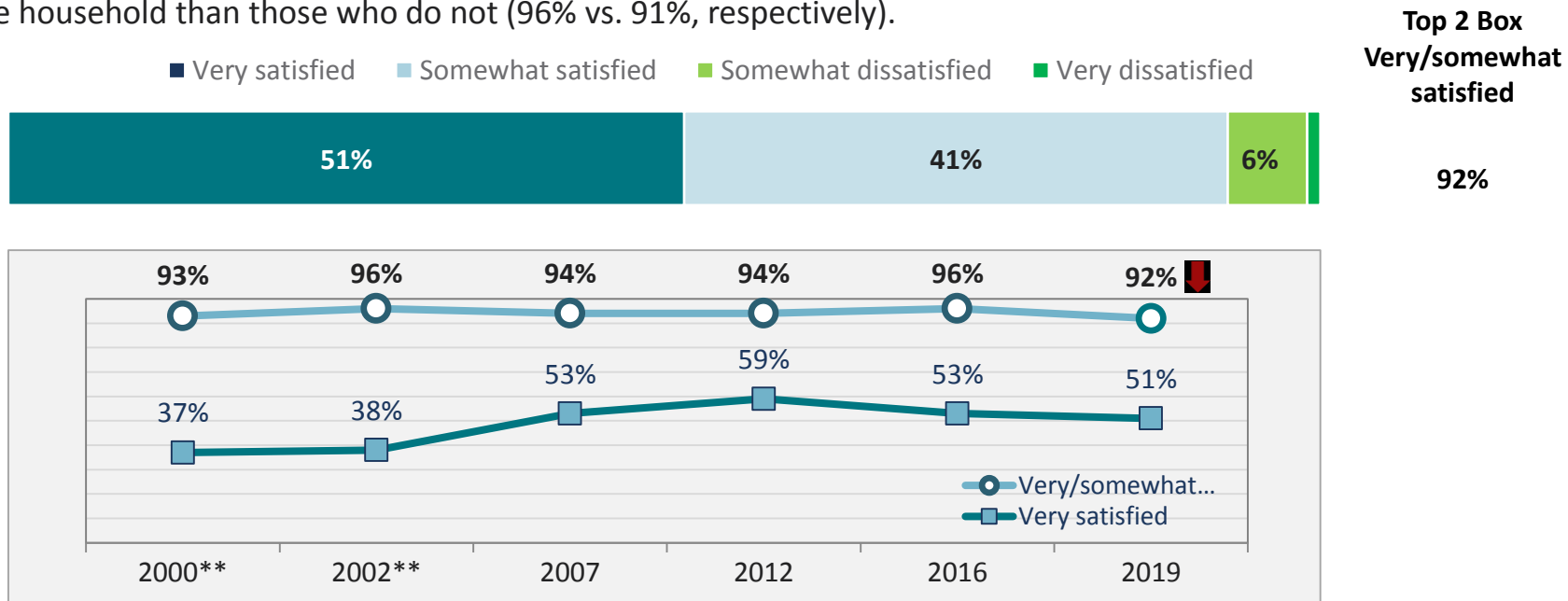
Community Engagement and Communication

When it comes to the current opportunities offered by Richmond Hill to engage or be consulted regarding important matters, the majority of respondents (60%) continue to be satisfied with the level of engagement/consultation the City offers. Although most residents (55%) believe they receive the right amount of information, a sizeable number (44%) say they are receiving too little information. The most preferred ways for the City to communicate information are e-mail (54%), followed by mail (33%), and newsletters, pamphlets, flyers and brochures (21%).

LIFE IN RICHMOND HILL

Richmond Hill As a Place to Live

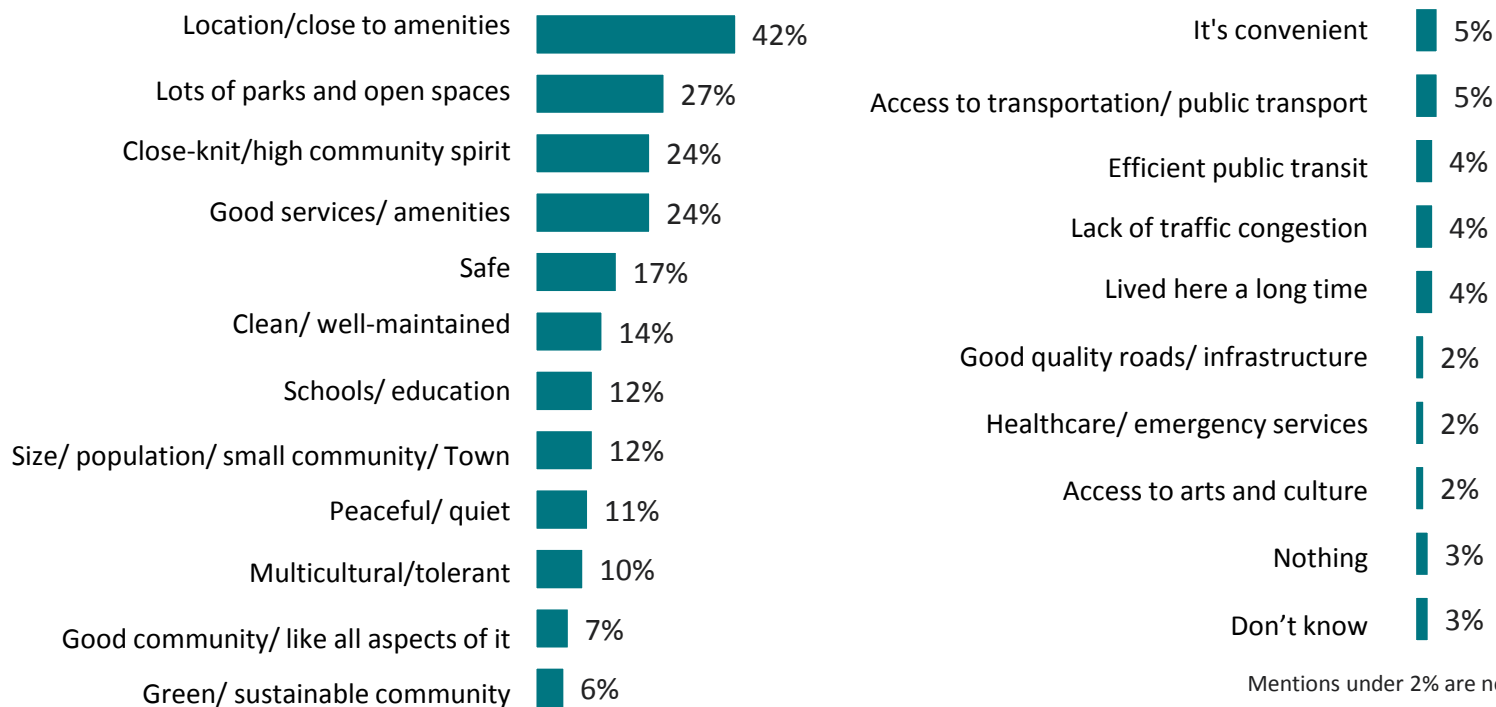
- The vast majority (92%) of residents are satisfied with Richmond Hill as a place to live, including half (51%) who are very satisfied. However, satisfaction is down 4 points from 2016.
- Satisfaction with Richmond Hill as a place to live is significantly higher among those who have children under 18 in the household than those who do not (96% vs. 91%, respectively).



**Not directly comparable due to coding differences.

Most Appealing Aspects About Richmond Hill

When residents were asked what they believe to be the most appealing aspects about Richmond Hill, the most commonly mentioned responses (top-of-mind) is location/close to amenities (42%), followed by availability of parks and open spaces (27%), close-knit/high community spirit (24%), good service/amenities (24%) and safety (17%).



Mentions under 2% are not shown.

Most Appealing Aspects About Richmond Hill – In Their Own Words



Location proximity to services and downtown Toronto. It's a good place to live, low crime, lots of parks, lots of services.



There are two main factors. One is safety factor: it is very safe and it's very important for me. Second thing is, convenience. It's close to work, close to where I shop. Everything I need is close to where I live.



Green space. Having parks and open spaces not getting over built like some areas...Generally, just good neighborhoods and good people. The fact that it still has the small town feel to it.



Community services. The different attractions like lakes, old architecture buildings. The different recreational activities and community centres. The venues are all top notch.

Most Appealing Aspects About Richmond Hill Over Time

Location/close to amenities (42%) continues to be the most appealing aspect of Richmond Hill. More residents are mentioning lots of parks and open spaces (27%, up 7 points), close-knit/high community spirit (24%, up 6 points) and schools/education (12%, up 6 points), while fewer cite access to arts and culture (2%, down 5 points).

There are several new mentions in 2019, the largest being good services and amenities (24%),

Top-of-mind Responses (%)*	2002	2007	2012	2016	2019
Location/close to amenities	36%	39%	41%	46%	42%
Lots of parks and open spaces	17%	24%	15%	20%	27% ↑
Close-knit/high community spirit	32%	15%	24%	18%	24% ↑
Good services/ amenities	-	-	-	-	24%
Safe	20%	19%	13%	16%	17%
Clean/ well-maintained	26%	20%	12%	12%	14%
Schools/education	-	3%	4%	6%	12% ↑
Size/ population/small community/Town	-	-	-	-	12%
Peaceful/quiet	-	6%**	4%**	8%	11%
Multicultural/tolerant	3%	3%	7%	9%	10%
Good community/like all aspects of it	-	-	-	-	7%
Green/sustainable community	-	-	6%	9%	6%

**Not directly comparable due to coding differences.

Top-of-mind Responses (%)	2002	2007	2012	2016	2019
It's convenient	-	-	-	3%	5%
Access to transportation/ public transport	-	-	-	-	5%
Efficient public transit	2%	7%	4%	5%	4%
Lack of traffic congestion	2%	4%	3%	5%	4%
Lived here a long time	-	-	-	-	4%
Good quality roads/ infrastructure	-	-	-	-	2%
Healthcare/ emergency services	-	-	-	-	2%
Access to arts and culture	2%	2%	4%	7%	2% ↓
Nothing	-	-	-	3%	3%
Don't know	5%	5%	6%	3%	3%

Mentions under 2% are not shown.

Most Appealing Aspects About Richmond Hill– by Gender, Age, Children in Household

Men are more likely than women to say location/ close to amenities, feeling safe and being a peaceful or quiet community are what they find most appealing about Richmond Hill.

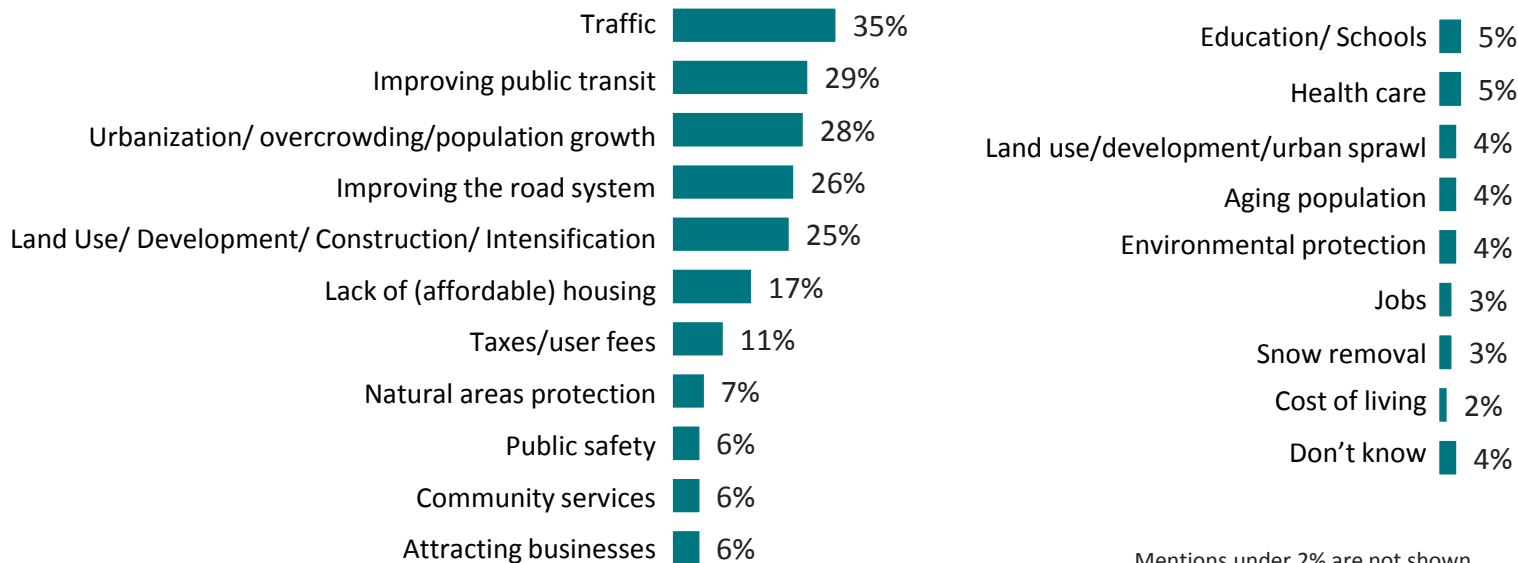
Residents aged 36 to 75 are more likely than their younger and older counterparts to say location/ close to amenities is the most appealing aspect of Richmond Hill. Those aged 18 to 55 are more likely than older residents to mention feeling safe. Those aged 36 to 55 are more likely than other age groups to mention schools/education.

Residents with children under 16 in the household are more likely than those without to mention close-knit/ high community spirit, feeling safe and schools/education as the most appealing aspects of Richmond Hill.

Select Items	Male	Female	18-35	36-55	56-75	75+	Children <16 in Household	No Children <16 in Household
Location/ close to amenities	37%	47%	32%	50%	45%	35%	46%	41%
Close-knit/high community spirit	24%	25%	28%	25%	21%	22%	29%	22%
Safe	22%	11%	25%	18%	10%	5%	21%	14%
Schools/ education	11%	13%	9%	20%	4%	4%	23%	7%
Peaceful/ quiet	16%	6%	11%	12%	10%	8%	12%	11%

Most Important Issues in Richmond Hill

In this question, residents were asked what they think will be the most important issues that Richmond Hill will deal with in the next 5 or 10 years. The most commonly mentioned issues are traffic (35%), improving public transit (29%), urbanization/population growth (28%) and improving the road system (26%).



Mentions under 2% are not shown.

Q3T. What do you think are the most important issues that Richmond Hill will have to deal with in the next 5 to 10 years? Base: All respondents (n=800)

Most Important Issues Over Time

Traffic remains at the top of the list of the most important issues Richmond Hill will have to deal with in the next 5 to 10 years, but concern is down since 2016 (down 10 points).

In contrast, residents are more likely to mention improving the road system (up 15 points to the highest level since it was first mentioned in 2000), which is related to traffic and congestion.

Other issues of greater importance include improving public transit, urbanization, land use, and a lack of affordable housing, which has significantly increased by 13 points since 2016.

Top-of-mind Responses	2000	2002	2007	2012	2016	2019	
Traffic	44%	43%	34%	33%	45%	35%	↓
Improving public transit	20%	26%	20%	26%	31%	29%	
Urbanization/overcrowding/ population growth	36%	41%	36%	25%	29%	28%	
Improving the road system	-	13%	10%	9%	11%	26%	↑
Land Use/ Development/ Construction/ Intensification	26%	34%	17%	18%	21%	25%	
Lack of (affordable) housing	-	-	-	-	4%	17%	↑
Taxes/user fees	-	-	-	-	9%	11%	
Natural areas protection	22%	26%	9%	3%	4%	7%	
Public safety	-	-	-	-	2%	6%	↑
Community services	-	-	-	-	2%	6%	↑
Attracting businesses	-	-	-	-	-	5%	
Education/ Schools	-	-	-	-	-	5%	
Health care	-	-	-	-	-	5%	
Aging population	-	-	-	-	5%	4%	
Environmental protection	-	22%	-	3%	5%	4%	
Jobs	-	-	-	-	2%	3%	
Snow removal	-	-	-	-	-	3%	
Cost of living	-	19%	7%	6%	7%	2%	↓
Don't know	10%	3%	9%	6%	3%	4%	

Mentions under 2% are not shown.

Most Important Issues (Top 5 Mentions) – by Gender, Age

Women are more likely than men to mention traffic as the most important issue that Richmond Hill will have to deal with in the next 5 to 10 years.

Those aged 18 to 75 are more likely than older residents to mention urbanization/ overcrowding/ population growth. Those aged 36 to 75 are more likely than those aged 18 to 35 to mention traffic.

Top 5 Mentions	Male	Female	18-35	36-55	56-75	75+
Traffic	30%	39%	23%	41%	38%	33%
Improving public transit	28%	29%	31%	29%	28%	24%
Urbanization/overcrowding/ population growth	29%	27%	32%	28%	27%	15%
Improving the road system	27%	25%	25%	24%	32%	19%
Land Use/ Development/ Construction/ Intensification	23%	27%	17%	27%	29%	22%

Perceptions Toward Community Life (% Rated 5, 6 or 7)

When asked their perceptions of various aspects of life in Richmond Hill, residents are most likely to agree that Richmond Hill has a good network of parks, natural areas and trails (89%), that Richmond Hill is a welcoming community (85%), that the diversity in Richmond Hill is one of its strengths (82%), and Richmond Hill is a vibrant community (81%). In contrast, residents continue to be least likely to agree that they feel connected to their neighbours (67%) and that their tax dollars are being used effectively (63%).

Since 2016, agreement that there are meaningful opportunities to volunteer has rebounded to the highest level ever (up 11 points), following a decline in 2016. There has been a smaller increase of 4 points in agreement that diversity is one of Richmond Hill's strengths. In contrast, agreement that infrastructure is well-maintained is down to its lowest level ever.

	2012	2016	2019
Richmond Hill has a good network of parks, natural areas and trails	n/a	n/a	89%
Richmond Hill is a welcoming community	85%	85%	85%
The diversity in Richmond Hill is one of its strengths	78%	78%	82% ↑
Richmond Hill is a vibrant community	81%	83%	81%
You feel a strong sense of belonging to Richmond Hill	81%	79%	79%
Infrastructure is well-maintained	83%	83%	78% ↓
There are meaningful opportunities to volunteer in the Town	71%	65%	76% ↑
Richmond Hill is environmentally responsible in its actions	74%	71%	74%
You feel connected to your neighbours	71%	69%	67%
Your tax dollars are being used effectively by the Town of Richmond Hill	66%	59%	63%

Q8T. I am going to read you a list of statements. Using a scale of 1 to 7 where 1 means "strongly disagree" and 7 means "strongly agree," please rate the extent to which you agree or disagree with each statement. Base: All respondents (n=800)

Perceptions Toward Community Life (% Rated 5, 6 or 7) – by Gender & Age

Women are more likely than men to agree that Richmond Hill is a vibrant community, while men are more likely than women to agree that Richmond Hill is environmentally responsible.

Residents aged 18 to 35 are less likely than their older counterparts to agree that they feel a strong sense of belonging to Richmond Hill and feel connected to their neighbours. They are also less likely than those aged 36 to 55 and 75 and older to feel that Richmond Hill is a vibrant community.

Select Aspects	Male	Female	18-35	36-55	56-75	75+
Richmond Hill is a vibrant community	77%	85%	72%	85%	82%	88%
You feel a strong sense of belonging to Richmond Hill	78%	79%	70%	83%	80%	86%
Richmond Hill is environmentally responsible in its actions	78%	71%	74%	75%	75%	69%
You feel connected to your neighbours	67%	68%	56%	69%	74%	76%

Q8T. I am going to read you a list of statements. Using a scale of 1 to 7 where 1 means “strongly disagree” and 7 means “strongly agree,” please rate the extent to which you agree or disagree with each statement. Base: All respondents n=800

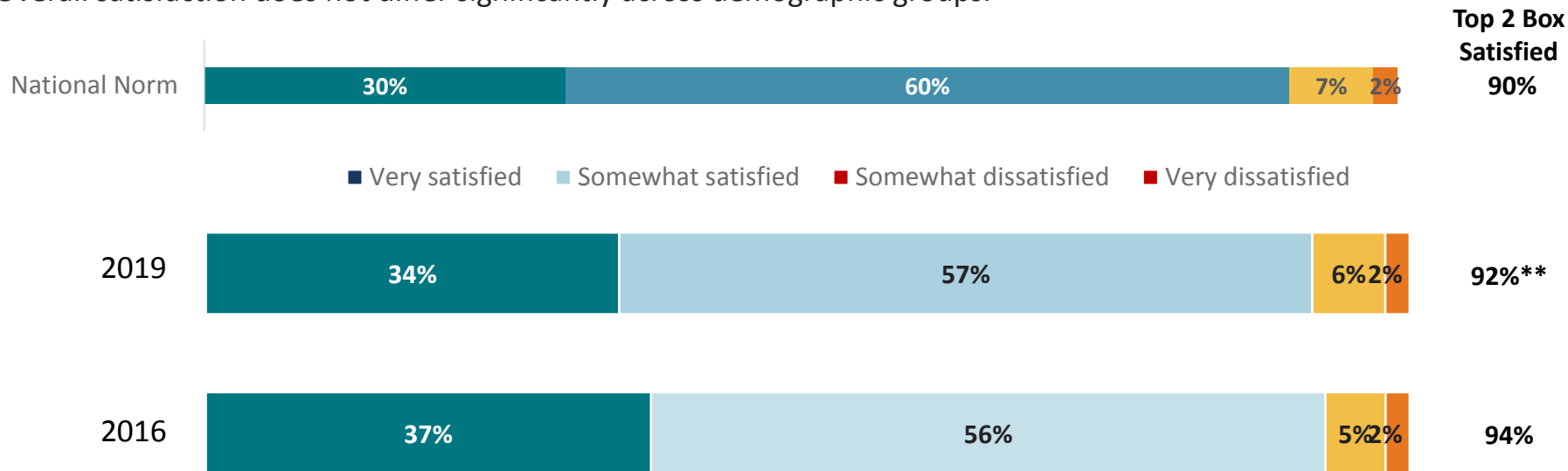
SATISFACTION WITH SERVICES

Overall Satisfaction With Services

The vast majority (92%) of residents are satisfied with the services offered by Richmond Hill, more residents mention that they are ‘somewhat satisfied’ (57%). These figures are not significantly different from 2016.

Overall satisfaction with services is on par with the national norm* (92% vs. 90%), but the proportion of Richmond Hill residents who are “very satisfied” is significantly higher than the national norm* (34% vs. 30%).

Overall satisfaction does not differ significantly across demographic groups.



*Comparisons have been made between the results of the 2019 City of Richmond Hill Community Survey to Ipsos’ database of municipal normative data where possible.

**The total of the Top 2 Box does not add to the sum of “very satisfied” and “somewhat satisfied” due to rounding.

Q4A. Thinking about all of the services offered by the Town of Richmond Hill, how satisfied are you with the quality of services overall? Would you say...? Base: (n=790) excluding don’t know

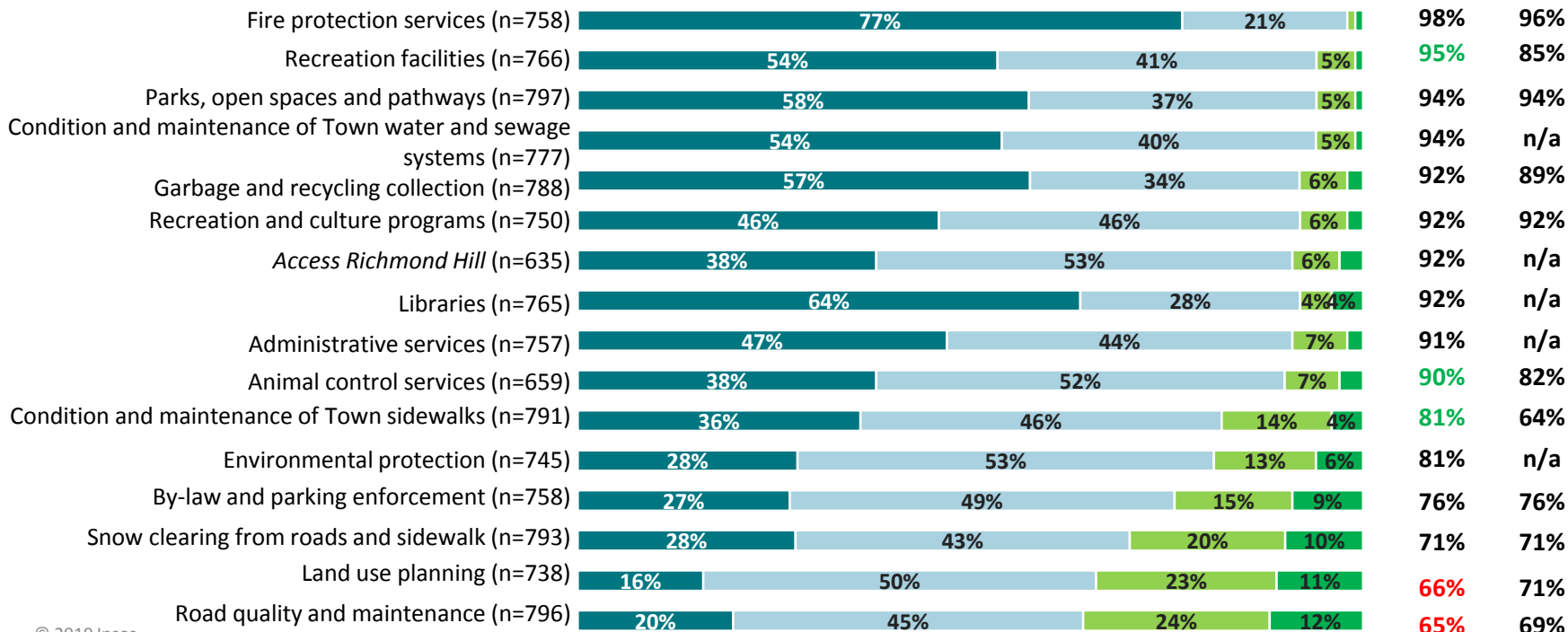
Satisfaction with Individual Services

Majorities of residents are satisfied with all the services tested in the survey. Satisfaction is strongest for fire protection services (77% very satisfied), libraries (64%), parks, open spaces and pathways (58%) and garbage and recycling collection (57%).

Richmond Hill scores higher than the National Norm in the following areas: recreational facilities, animal control services, condition and maintenance of sidewalks, but lower in the areas of road quality and maintenance and land use planning.

**Top 2 Box
Very/
somewhat National
satisfied Norm**

■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied



Satisfaction with Individual Services Over Time

Since 2016, satisfaction has increased significantly for by-law and parking enforcement (up 7 points), parks, open spaces and pathways (up 5 points and back to the level in 2012), land use planning (up 5 points), and recreation facilities (up 4 points). In contrast, there have been significant declines in road quality and maintenance (down 14 points from 2016 and 19 points from 2012), and smaller declines for condition and maintenance of Town sidewalks (down 7 points from 2016 and 9 points from 2012), snow clearing from roads and sidewalks (down 6 points from 2016 and 12 points from 2012), and libraries (down 3 points from 2016).

Top 2 Box Score (very/somewhat satisfied)	2007	2012	2016	2019	% Change from 2016
Fire protection services	99%	99%	99%	98%	-1%
Recreation facilities	n/a	n/a	91%	95%	+4%
Parks, open spaces and pathways	89%	94%	89%	94%	+5%
Condition and maintenance of Town water and sewage systems	93%	97%	95%	94%	-1%
Garbage and recycling collection	86%	94%	93%	92%	-1%
Recreation and culture programs	n/a	n/a	91%	92%	+1%
<i>Access Richmond Hill</i>	n/a	n/a	n/a	92%	n/a
Libraries	94%	95%	95%	92%	-3%
Administrative services	91%	93%	91%	91%	n/a
Animal control services	83%	91%	87%	90%	+3%
Condition and maintenance of Town sidewalks	88%	90%	88%	81%	-7%
Environmental protection	82%	89%	80%	81%	+1
By-law and parking enforcement	70%	79%	69%	76%	+7%
Snow clearing from roads and sidewalk	81%	83%	77%	71%	-6%
Land use planning	71%	72%	61%	66%	+5
Road quality and maintenance	79%	84%	79%	65%	-14%

GAP ANALYSIS

Drivers of Overall Satisfaction of Services

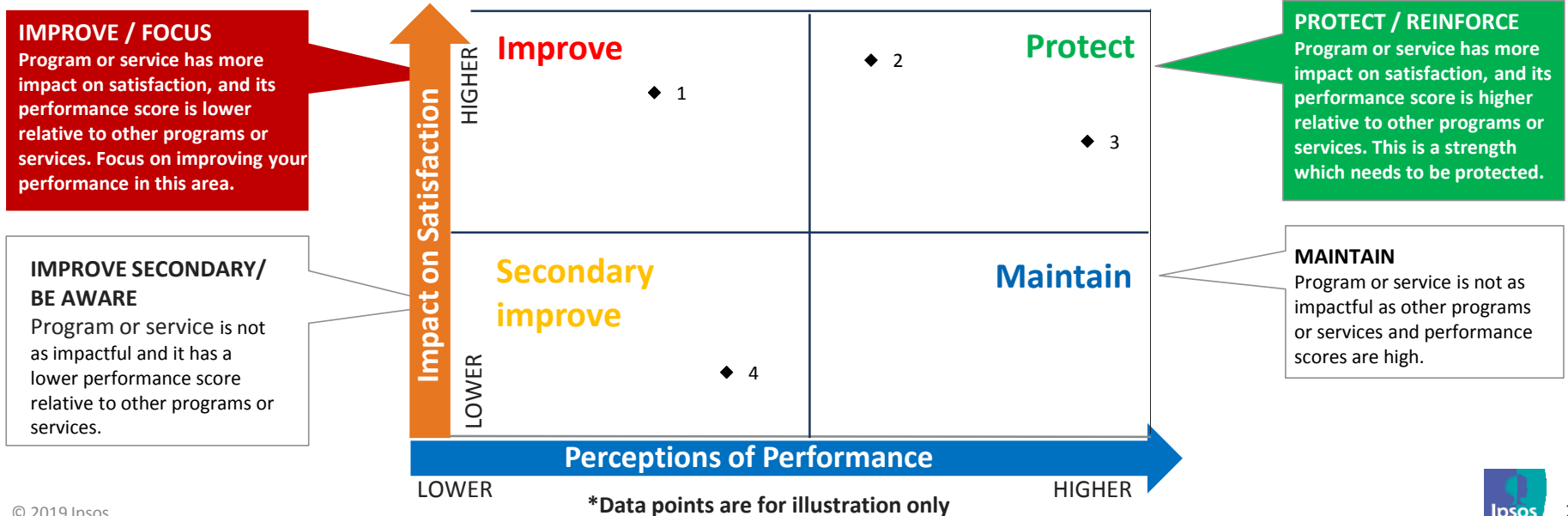
Derived importance is based on the correlation between satisfaction with individual services as determined in Q4b (p. 25), and satisfaction with services provided by the Town overall as determined in Q4a (p. 24).

The values displayed are correlation coefficients – the greater the decimal value, the more it drives overall satisfaction.



UNDERSTANDING POLICY PRIORITIES (GAP ANALYSIS)

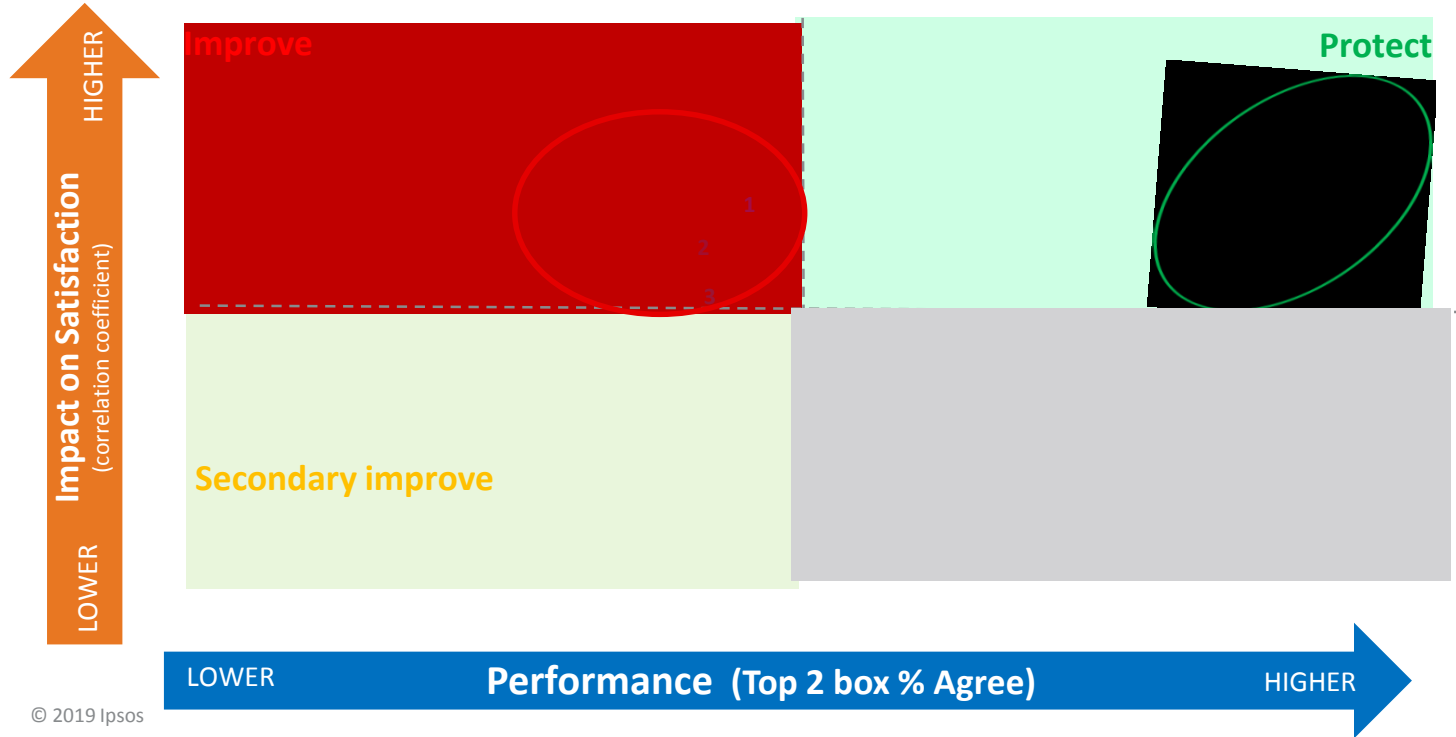
A priority matrix allows for decision makers to identify policy priorities for improvement by comparing how well residents feel the City of Richmond Hill is performing with how much impact that area has on residents' overall satisfaction (derived importance). It helps to answer the question 'what can we do to improve satisfaction'. Each driver or component will fall into one of the quadrants explained below, depending on its impact on overall satisfaction (correlation coefficient) and its performance score (provided by survey respondents).



GAP ANALYSIS



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



	Protect
1	Recreation and Culture programs
2	Access Richmond Hill
3	Administrative Services

	Improve
1	Snow clearing from roads and sidewalks
2	Land use planning
3	Road quality and maintenance

RESULTS OF THE GAP ANALYSIS

AREAS FOR PROTECTION ARE:

- **RECREATION AND CULTURE PROGRAMS**
- *ACCESS RICHMOND HILL*
- **ADMINISTRATIVE SERVICES**
 - These are areas of strength for the City of Richmond Hill, as these services are of high importance and have high satisfaction levels. The City should continue to maintain and protect these areas as they correlate highly with overall satisfaction with service delivery among residents.

PRIMARY AREAS FOR IMPROVEMENT ARE:

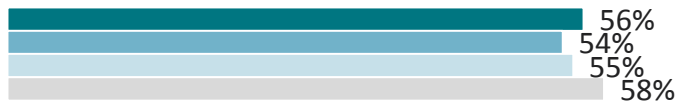
- **SNOW CLEARING FROM ROADS AND SIDEWALKS**
- **LAND USE PLANNING**
- **ROAD QUALITY AND MAINTENANCE**
 - These are areas for improvement for the City of Richmond Hill, as these services are of high importance and have relatively low satisfaction levels. The City needs to prioritize these areas (as they correlate highly with overall satisfaction with service delivery among residents).

FISCAL PREFERENCES

Preferred Direction of Future Budgets

- When residents were asked to consider which of 3 guiding principles would they most prefer to be adopted when designing future budgets, views have remained relatively stable since 2007.
- A majority (56%) continue to prefer maintaining or increasing services primarily by increasing user fees for those services, while far fewer opt for reducing services to maintain or decrease property taxes (21%) or maintaining or increasing services primarily by increasing property taxes (15%).
- Those older than 75 are more likely than their younger counterparts to prefer maintaining or increasing services primarily by increasing property taxes.

Maintain or increase services primarily by increasing user fees for those services



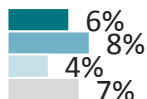
Reduce services to maintain or decrease property taxes



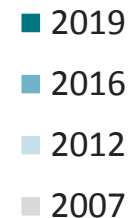
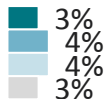
Maintain or increase services primarily by increasing property taxes



None of these



Don't know

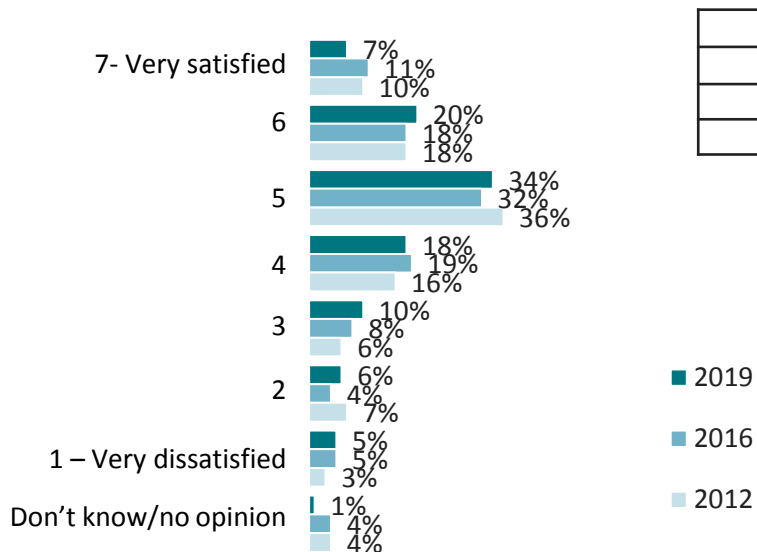


COMMUNITY ENGAGEMENT AND COMMUNICATIONS

Satisfaction with Current Opportunities to Engage or be Consulted

Residents were asked on a scale of 1 to 7 (1 being very dissatisfied, and 7 being very satisfied), how satisfied they are with the current opportunities offered by Richmond Hill to engage with or be consulted regarding important City matters. A majority of 6 in 10 (60%) continue to be satisfied with the level of engagement/consultation offered by the Town (rated 5, 6 or 7); with about 3 in 10 (27%) saying that they are very satisfied (rated 6 or 7). Satisfaction levels have remained consistent since 2012.

Satisfaction with opportunities to engage or be consulted is significantly higher among older age groups, particularly those older than 75, than among those aged 18 to 35.



Satisfied (5, 6 and 7)	
2019	60%
2016	61%
2012	64%

Satisfied (5,6 and 7)				
	18-35	36-55	56-75	75+
2019	51%	61%	64%	80%

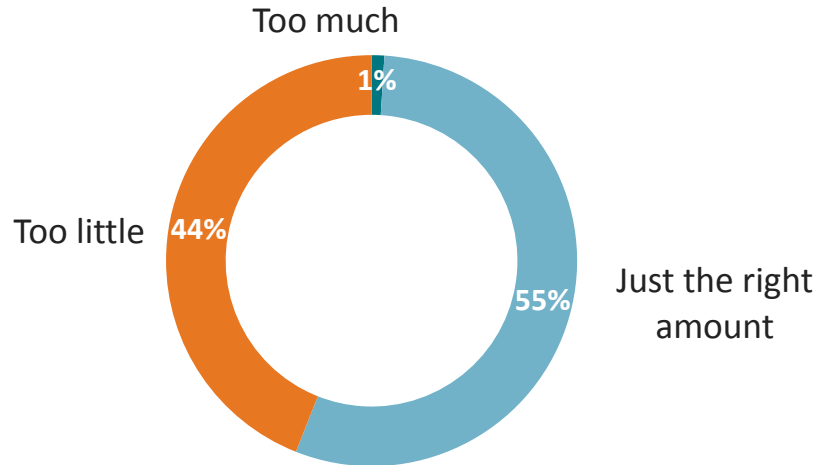
Q9T. How satisfied are you with the current opportunities offered by the Town of Richmond Hill to engage with or be consulted on important Town matters, using a scale of 1 to 7, where 1 means “very dissatisfied” and 7 means “very satisfied”. Base: All respondents (n=800)

Perceived Amount of Information Received from the City of Richmond Hill

Most residents (55%) believe they are receiving just the right amount of information from the City of Richmond Hill. A sizeable proportion of 44% say they are receiving too little, while very few (1%) say they are receiving too much information.

The proportion of residents who say they are receiving too little information is on par with the National Norm (44% vs. 43%, respectively).

Residents aged 75 and under, particularly those aged 18 to 35, are significantly more likely than those older than 75 to believe they are receiving too little information, while those aged 75 and older are significantly more likely than those aged 18 to 55 to say they are receiving the right amount.

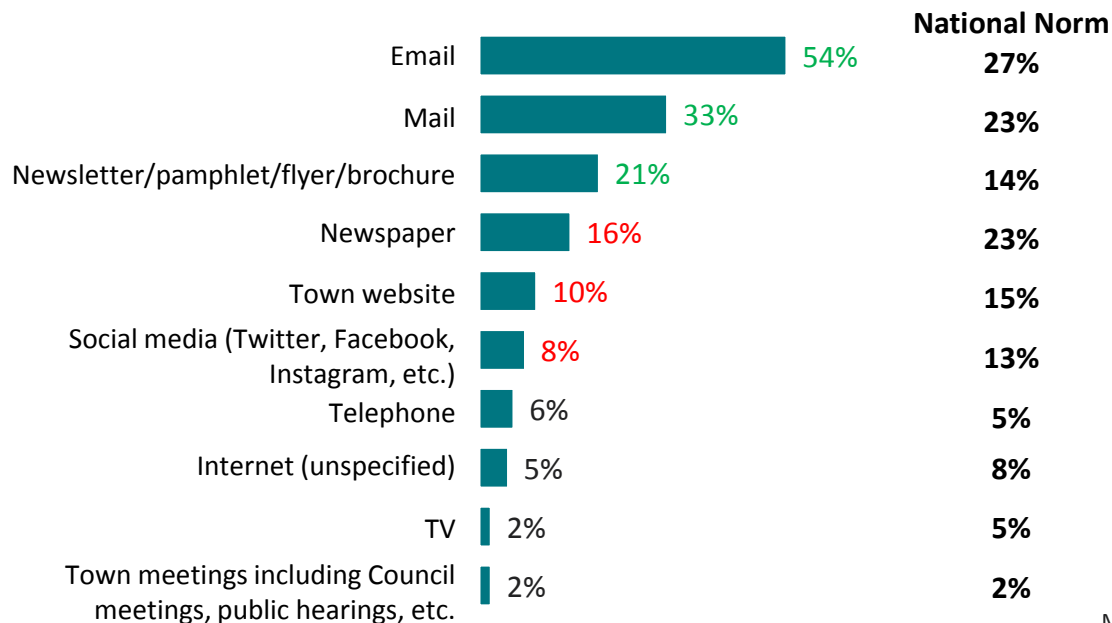


	18-35	36-55	56-75	75+
Too much	-	1%	1%	2%
Just the right amount	47%	55%	58%	70%
Too little	54%	43%	40%	27%

Preferred Methods for Communication

Email (54%), followed by mail (33%), newsletters, pamphlets, flyers and brochures (21%), newspapers (16%), the Town website (10%) and social media (8%) are seen as the best ways for the City of Richmond Hill to communicate information. Smaller proportions mention other methods.

When compared to the National Norm, preference for Email (54% vs. 27%), mail (33% vs. 23%), and newsletters/pamphlet/flyer/brochure (21% vs. 14%) is significantly higher among Richmond Hill residents, while preference for newspapers (16% vs. 23%), the Town website (10% vs. 15%), and social media (8% vs. 13%) is lower.



Mentions under 2% are not shown.

Preferred Methods for Communication – by Age

Residents aged 18 to 55 tend to prefer email and social media, while older residents are more likely to prefer newspapers. However, those aged 56 to 75 are more likely than other age groups to prefer newsletters, pamphlets, flyers and brochures and those older than 75 are more likely than the youngest age group to prefer mail. Those 75 and younger are more likely than those older than 75 to prefer the City website.

Top mentions	18-35	36-55	56-75	75+
Email	59%	63%	42%	29%
Mail	28%	35%	33%	43%
Newsletter/pamphlet/flyer/brochure	19%	18%	28%	16%
Newspaper	5%	12%	30%	29%
Town website	11%	13%	8%	1%
Social media (Twitter, Facebook, Instagram, etc.)	15%	7%	3%	-

PROFILE OF RESPONDENTS

Profile of Respondents

GENDER



48%

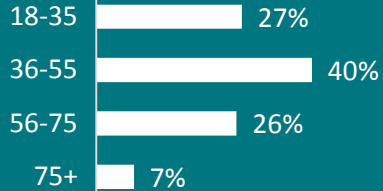
Male



52%

Female

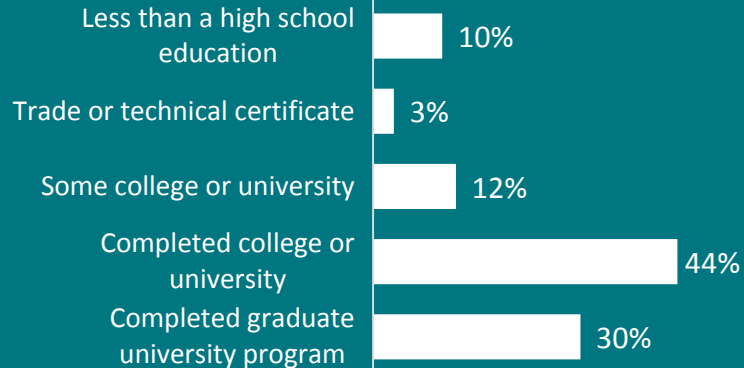
AGE



WARD

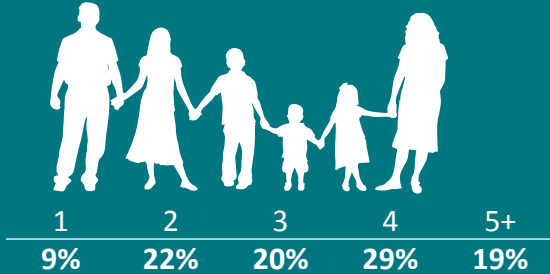


LEVEL OF EDUCATION



Profile of Respondents

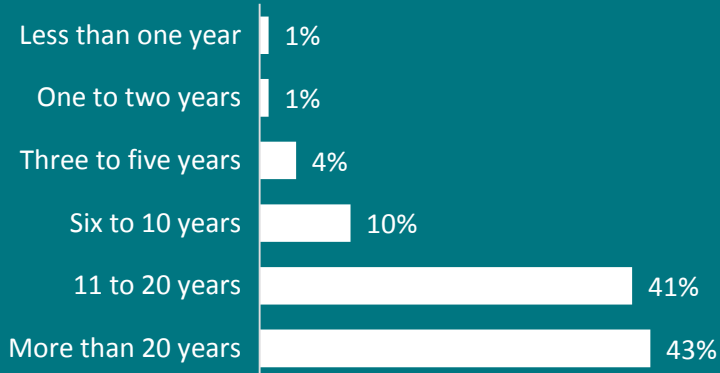
HOUSEHOLD SIZE



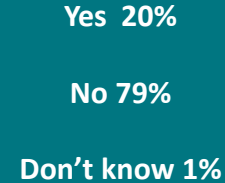
CHILDREN <16 YRS IN HHLD



YEARS LIVED IN RICHMOND HILL

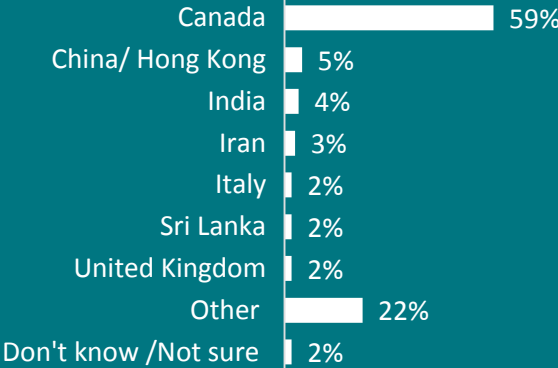


WORK IN RICHMOND HILL



Profile of Respondents

COUNTRY OF BIRTH



YEARS LIVING IN CANADA (THOSE BORN OUTSIDE CANADA)

