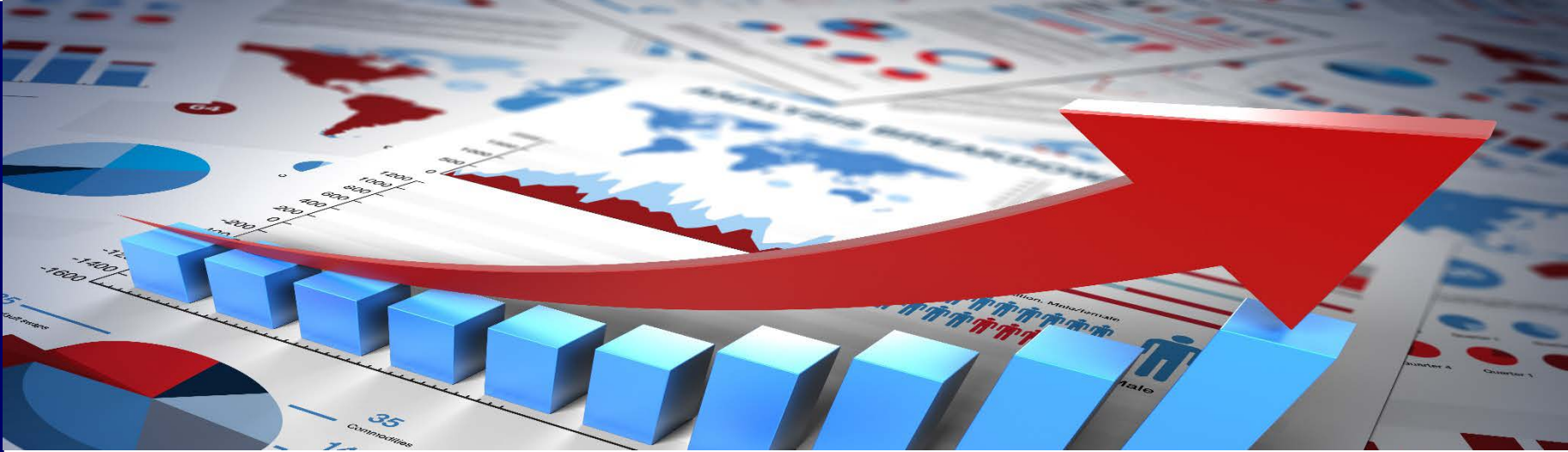*Municipal Social Services*
Ontario Perceptions on Nanos Research Survey
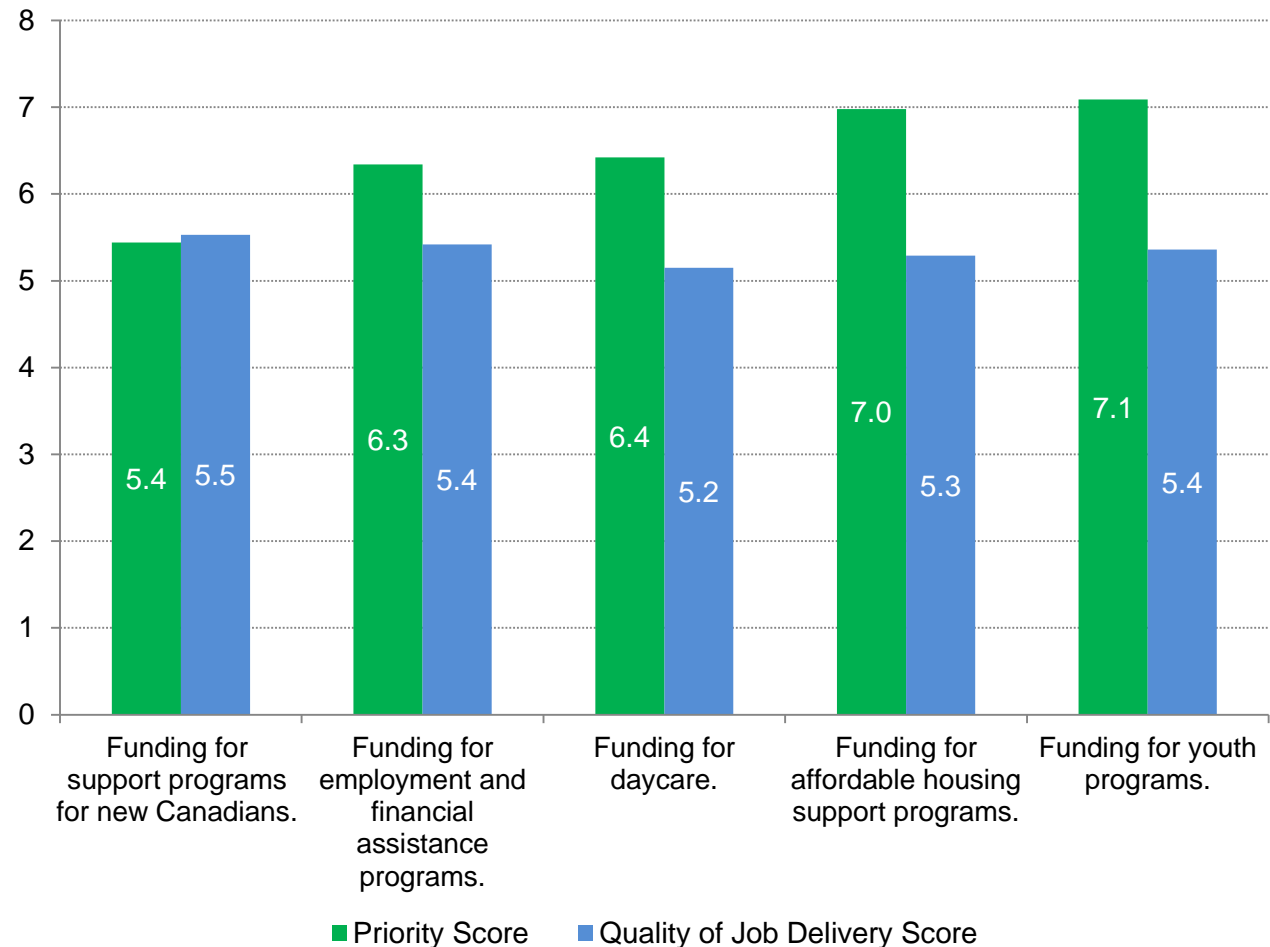
Executive Summary

A new survey by Nanos Research examined the views Ontarians have of municipal social services. This included exploring perceptions on service delivery and funding priorities.

Ontarians were more likely to believe that programs for youth and affordable housing should be funding priorities compared to services for new Canadians. Scores related to perceptions of the quality of service delivery for all areas was marginally above a score of 5 on a 10 point scale, where 1 was a very poor job and 10 was a very good job.

Funding Priority & Service Delivery Scores Compared

QUESTION – On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding [ROTATE]

On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services [ROTATE]:

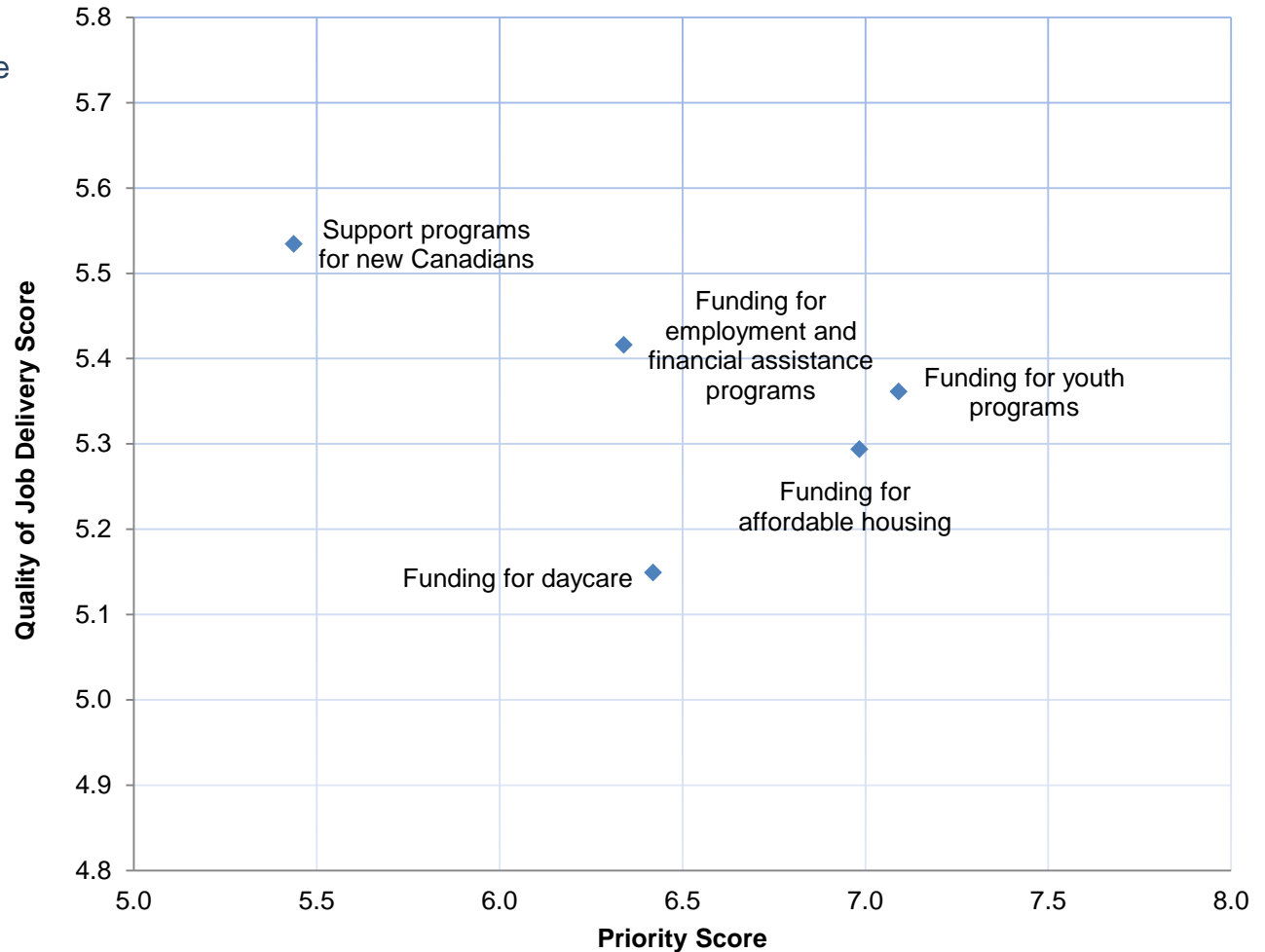| Category	Priority Score	Quality of Job Delivery Score
Funding for support programs for new Canadians.	5.4	5.5
Funding for employment and financial assistance programs.	6.3	5.4
Funding for daycare.	6.4	5.2
Funding for affordable housing support programs.	7.0	5.3
Funding for youth programs.	7.1	5.4

A random telephone survey of 500 Ontarians is accurate 4.4 percentage points, plus or minus, 19 times out of 20 completed between September 24th and 29th, 2013

3

Funding Priority & Service Delivery Map

QUESTION – On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding [ROTATE]

On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services [ROTATE]:

A random telephone survey of 500 Ontarians is accurate 4.4 percentage points, plus or minus, 19 times out of 20 completed between September 24th and 29th, 2013
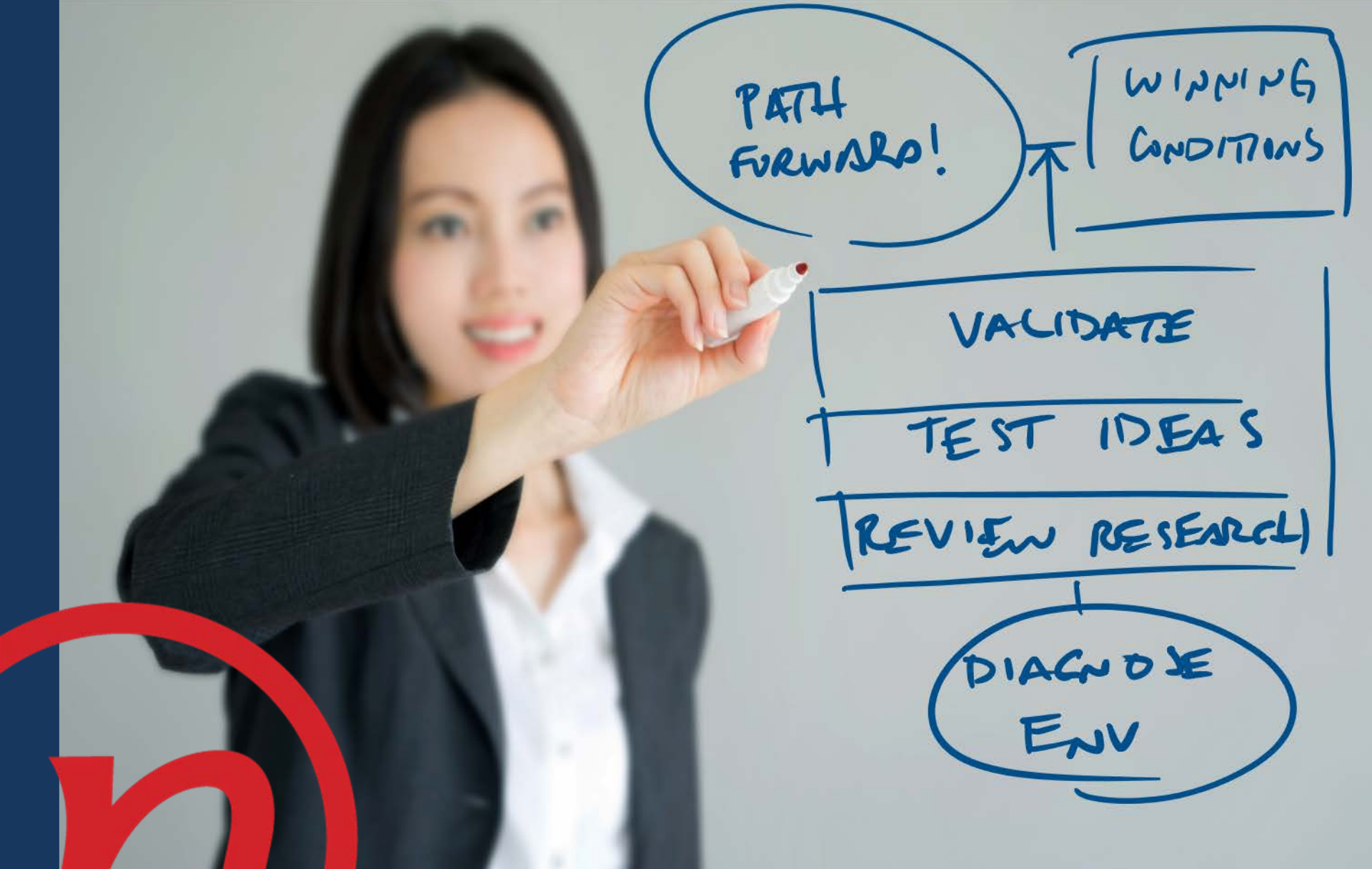
Methodology

Methodology

The Ontario Omnibus is conducted by the Nanos Research Corporation, which is headquartered in Canada and operates in Canada and the United States. The data is based on random telephone interviews with 500 Ontarians 18 years of age and over conducted between September 24th and 29th, 2013. The sample included both land- and cell-lines. The results were statistically checked and weighted using the latest Census data.

A random telephone survey of 500 Ontarians is accurate ± 4.4 percentage points, 19 times out of 20.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Tabulations

Confidential

Question 1 - On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding - Funding for affordable housing support programs (for groups such as seniors, those needing emergency shelter, low income individuals subsidized housing)

		Total		Not at all a priority	2	3	4	5	6	7	8	9	Very high priority	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	6.98	2.2	2.1	3.4	3.3	12.9	13.3	15.7	20.0	9.5	15.2	2.4
	Male	250	6.76	2.5	2.0	3.4	3.3	15.3	13.9	16.7	19.7	7.4	11.7	4.2
	Female	250	7.20	1.9	2.2	3.5	3.2	10.6	12.8	14.7	20.3	11.5	18.7	.5
Age	18 to 29	102	7.18	3.7	2.0	.0	2.0	8.9	16.3	16.6	18.6	18.9	11.2	1.7
	30 to 39	88	6.73	1.7	.0	5.4	4.2	22.1	9.6	17.9	17.5	5.0	14.6	2.1
	40 to 49	106	7.17	1.9	1.0	4.9	1.0	5.7	17.8	19.9	19.5	8.8	15.8	3.7
	50 to 59	86	6.75	2.5	3.8	3.2	5.1	15.4	10.9	13.5	24.4	6.4	14.2	.6
	60 plus	118	7.01	1.3	3.3	3.8	4.4	14.3	11.4	11.1	20.3	7.6	19.4	3.2

Question 2 - On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding - Funding for daycare

		Total		Not at all a priority	2	3	4	5	6	7	8	9	Very high priority	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	6.42	5.0	4.1	3.8	6.3	13.6	12.2	16.7	16.2	5.8	13.4	3.0
	Male	250	6.26	6.2	5.5	4.1	6.0	10.8	13.6	18.7	12.9	5.4	13.2	3.4
	Female	250	6.57	3.8	2.8	3.5	6.6	16.4	10.7	14.7	19.4	6.1	13.5	2.6
Age	18 to 29	102	6.86	.0	.0	1.7	9.4	13.4	12.9	25.2	13.2	7.4	11.2	5.4
	30 to 39	88	6.76	3.3	1.7	3.7	5.8	17.1	11.2	12.5	22.1	7.5	15.0	.0
	40 to 49	106	6.89	2.9	6.6	2.9	3.1	8.8	13.5	16.6	15.8	8.6	19.5	1.9
	50 to 59	86	5.77	10.2	6.4	5.8	6.4	12.2	11.5	14.7	15.4	3.2	10.3	3.8
	60 plus	118	5.83	8.6	5.7	4.9	6.9	16.4	11.5	14.1	15.2	2.3	10.8	3.5

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Question 3 - On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding - Funding for support programs for new Canadians (such as support to help find a job or to help settling in a community)

		Total		Not at all a priority	2	3	4	5	6	7	8	9	Very high priority	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.44	10.4	5.7	5.1	10.1	18.9	10.9	14.9	12.0	4.5	5.4	2.2
	Male	250	5.25	13.2	6.6	5.2	10.7	16.3	10.3	13.3	11.8	4.1	5.9	2.5
	Female	250	5.62	7.6	4.7	5.0	9.5	21.4	11.5	16.4	12.2	5.0	4.8	1.8
Age	18 to 29	102	6.27	5.2	2.0	.0	11.4	22.1	7.7	14.9	21.8	6.0	7.2	1.7
	30 to 39	88	5.38	11.7	2.1	7.1	9.6	25.8	9.2	15.8	8.8	2.1	7.9	.0
	40 to 49	106	5.74	7.8	3.9	4.7	12.5	16.1	11.7	15.4	12.5	10.5	3.1	1.9
	50 to 59	86	5.08	10.9	7.7	11.5	9.6	11.5	16.6	12.2	9.6	1.9	5.8	2.5
	60 plus	118	4.74	16.0	11.6	3.8	7.6	18.7	10.0	15.6	7.2	1.7	3.8	4.1

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Question 4 - On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding - Funding for youth programs (such as support to get a job, counselling for youth facing alcohol, drug or tobacco addiction, support of young single parents)

		Total		Not at all a priority	2	3	4	5	6	7	8	9	Very high priority	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	7.09	1.4	1.2	2.5	5.3	11.6	13.0	17.6	19.1	11.5	14.4	2.4
	Male	250	6.99	2.1	2.0	2.5	5.9	11.2	11.2	20.4	16.1	10.8	15.0	2.7
	Female	250	7.19	.8	.4	2.4	4.7	11.9	14.9	14.8	22.1	12.1	13.9	2.2
Age	18 to 29	102	7.65	1.7	.0	2.0	7.7	5.4	9.2	8.9	23.2	18.3	21.8	1.7
	30 to 39	88	6.98	.0	.0	1.7	.0	18.3	21.2	22.5	15.4	10.0	9.2	1.7
	40 to 49	106	7.25	.0	2.9	1.9	5.7	4.9	15.1	20.9	19.7	12.5	14.6	1.9
	50 to 59	86	7.03	1.9	.6	4.5	5.8	14.7	9.6	11.5	23.1	11.5	15.4	1.3
	60 plus	118	6.57	3.2	2.1	2.5	6.2	15.5	10.9	22.9	14.9	5.6	11.2	4.9

Between September 26th and 29th 2013, Nanos Research conducted a random telephone survey of 500 Ontarians 18 years of age and older. The margin of error for a random telephone survey of 500 Ontarians is ±4.4 percentage points, 19 times out of 20.

Question 5 - On a scale of 1 to 10 where 1 is not a priority at all and 10 is a very high priority, how would you rate the following in terms of priorities for municipal funding - Funding for employment and financial assistance programs (such as financial support for single parents, immigrants and refugees, others in need of financial support)

		Total		Not at all a priority	2	3	4	5	6	7	8	9	Very high priority	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	6.34	4.2	2.9	3.8	6.2	16.8	16.1	15.0	17.4	5.5	10.0	2.1
	Male	250	6.45	4.1	2.5	2.9	5.1	18.1	15.4	13.9	19.2	5.0	10.9	2.9
	Female	250	6.23	4.3	3.2	4.8	7.4	15.4	16.7	16.1	15.6	6.0	9.1	1.3
Age	18 to 29	102	6.82	1.7	2.0	2.0	4.0	12.9	13.4	25.8	20.1	7.4	8.9	1.7
	30 to 39	88	6.69	1.7	.0	3.3	9.2	20.8	11.2	15.8	18.7	3.7	15.4	.0
	40 to 49	106	6.28	4.7	1.0	6.8	4.9	12.7	24.4	10.7	19.3	5.7	8.0	1.9
	50 to 59	86	5.94	5.8	5.1	3.2	8.3	20.5	14.1	14.1	12.8	5.8	8.3	1.9
	60 plus	118	5.99	6.6	5.7	3.7	5.6	17.9	15.8	9.7	15.7	4.8	10.0	4.4

Question 6 - On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services - Funding for affordable housing support programs (for groups such as seniors, those needing emergency shelter, low income individuals subsidized housing)

		Total		Very poor job	2	3	4	5	6	7	8	9	Very good job	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.29	4.6	4.5	6.9	12.3	15.5	17.7	14.1	6.7	1.7	2.2	13.7
	Male	250	5.33	3.5	4.7	6.9	10.9	16.8	19.1	15.4	6.1	.3	2.3	14.0
	Female	250	5.26	5.8	4.3	7.0	13.8	14.1	16.3	12.8	7.4	3.0	2.1	13.5
Age	18 to 29	102	5.66	3.7	3.4	3.7	7.4	18.3	20.6	14.9	9.4	2.0	2.0	14.3
	30 to 39	88	5.42	.0	5.8	9.6	11.2	15.0	18.3	15.0	3.7	3.3	2.1	15.8
	40 to 49	106	5.13	8.0	2.0	3.1	18.6	13.5	24.0	14.6	3.9	.0	1.9	10.5
	50 to 59	86	4.93	7.7	4.5	8.4	16.0	17.3	10.9	11.5	6.4	1.3	2.6	13.5
	60 plus	118	5.31	3.7	6.6	10.2	9.0	13.8	14.0	14.3	9.4	1.8	2.4	14.8

Question 7 - On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services - Funding for daycare

		Total		Very poor job	2	3	4	5	6	7	8	9	Very good job	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.15	4.1	5.2	9.0	8.1	19.0	10.5	13.6	5.9	1.7	1.5	21.4
	Male	250	5.18	5.5	4.3	5.4	7.4	20.6	11.6	14.3	5.1	1.1	1.3	23.4
	Female	250	5.12	2.7	6.0	12.7	8.7	17.5	9.3	12.8	6.7	2.4	1.7	19.5
Age	18 to 29	102	5.44	5.4	1.7	8.0	3.7	13.4	14.1	20.6	5.4	2.0	.0	25.5
	30 to 39	88	5.23	2.1	3.3	8.3	15.4	22.9	5.4	16.7	5.4	3.7	.0	16.7
	40 to 49	106	5.12	4.7	4.9	13.7	8.2	14.7	9.8	17.2	6.8	.0	2.9	17.0
	50 to 59	86	5.02	5.1	5.1	8.3	7.1	23.7	10.3	8.3	6.5	1.3	1.9	22.4
	60 plus	118	4.96	3.1	9.8	6.8	7.0	21.4	11.8	5.7	5.5	1.8	2.4	24.6

Question 8 - On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services - Funding for support programs for new Canadians (such as support to help find a job or to help settling in a community)

		Total		Very poor job	2	3	4	5	6	7	8	9	Very good job	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.53	3.6	2.6	4.1	9.0	19.4	16.9	14.2	5.0	3.2	1.8	20.1
	Male	250	5.33	2.9	2.9	4.2	9.8	20.4	18.6	12.3	1.7	3.6	.3	23.1
	Female	250	5.72	4.3	2.3	4.0	8.3	18.3	15.1	16.1	8.3	2.8	3.3	17.2
Age	18 to 29	102	5.72	2.0	.0	3.4	12.9	17.8	16.6	18.0	4.0	.0	4.0	21.2
	30 to 39	88	5.48	2.1	1.7	.0	15.4	25.4	22.9	9.6	1.7	5.4	.0	15.8
	40 to 49	106	5.87	5.9	1.0	3.1	2.9	14.1	18.4	20.1	3.1	7.6	1.0	22.8
	50 to 59	86	5.36	5.1	3.2	8.3	7.7	19.2	11.5	15.4	9.1	1.3	1.9	17.3
	60 plus	118	5.25	3.0	6.6	5.6	7.4	21.1	15.0	8.1	7.3	1.8	1.8	22.1

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Question 9 - On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services - Funding for youth programs (such as support to get a job, counselling for youth facing alcohol, drug or tobacco addiction, support of young single parents)

		Total		Very poor job	2	3	4	5	6	7	8	9	Very good job	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.36	3.4	4.9	6.7	10.2	20.6	12.9	18.2	7.3	.9	1.7	13.3
	Male	250	5.28	4.4	4.8	4.9	9.8	24.5	10.2	18.5	5.6	.5	1.8	14.9
	Female	250	5.44	2.5	5.0	8.4	10.6	16.8	15.6	17.9	8.9	1.3	1.5	11.6
Age	18 to 29	102	5.72	3.7	4.0	4.0	8.9	15.8	14.9	28.3	9.7	.0	1.7	8.9
	30 to 39	88	5.60	4.2	.0	7.1	8.8	19.2	18.3	22.9	7.5	1.7	.0	10.4
	40 to 49	106	5.10	4.7	3.9	10.8	5.1	25.2	12.1	13.5	5.7	.0	1.9	17.0
	50 to 59	86	4.95	3.8	8.3	8.3	12.8	23.1	10.3	12.2	6.5	1.3	1.3	12.1
	60 plus	118	5.38	1.1	7.7	3.7	15.0	19.9	9.8	14.5	6.9	1.8	3.0	16.6

Question 10 - On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the following in terms of how well municipalities are doing to deliver the following services - Funding for employment and financial assistance programs (such as financial support for single parents, immigrants and refugees, others in need of financial support)

		Total		Very poor job	2	3	4	5	6	7	8	9	Very good job	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 2013-09	500	5.42	4.0	2.9	5.5	11.2	20.4	15.8	16.1	8.6	1.9	.4	13.2
	Male	250	5.25	5.0	1.9	6.7	12.4	22.2	14.2	16.1	7.8	.3	.3	13.1
	Female	250	5.58	3.1	4.0	4.4	9.9	18.6	17.3	16.1	9.4	3.4	.5	13.3
Age	18 to 29	102	5.74	3.7	.0	5.4	8.9	14.9	22.1	18.9	7.4	4.0	.0	14.6
	30 to 39	88	5.47	2.1	3.3	3.7	9.6	27.9	15.0	22.5	3.7	1.7	.0	10.4
	40 to 49	106	5.28	4.7	4.1	6.8	12.5	18.4	17.0	13.5	11.5	1.0	.0	10.5
	50 to 59	86	5.30	4.4	2.5	5.7	15.4	19.2	16.1	14.1	9.7	.6	.6	11.5
	60 plus	118	5.29	4.8	4.4	5.7	10.0	22.3	9.5	12.8	9.7	1.8	1.3	17.7