FORUM RESEARCH INC.

Annual Resident Satisfaction Survey

The City of London

October 2022



London CANADA

Top of Mind Issues



Top of Mind Issues

Nearly half (47%) of residents say poverty is the most important issue facing the city – a significant increase from 28% in the previous year.

Issue	2022	2021	2019	2018	2017	2016	2015
NET: Poverty*	**47%**	**28%**	**12%**	**4%**	**5%**	5%	**3%**
Homelessness	44%	27%	10%	3%	4%	3%	2%
Poverty	5%	4%	3%	1%	2%	3%	1%
NET: Transportation*	**30%**	**34%**	**38%**	**35%**	**36%**	**23%**	**13%**
Traffic/road congestion/traffic lights	17%	22%	10%	7%	4%	5%	4%
Inadequate public transit/transportation	14%	12%	20%	17%	17%	17%	10%
Rapid transit/support rapid transit	3%	6%	4%	1%	10%	-	-
Opposition to rapid transit	1%	1%	3%	7%	4%	-	-
NET: Development/Infrastructure*	**28%**	**23%**	**21%**	**20%**	**11%**	**19%**	**21%**
Roads/Road repair/snow removal/poorly maintained roads	11%	13%	12%	11%	5%	9%	11%
*** Housing - lack of affordable housing	10%	20%	11%	3%	4%	2%	2%
Infrastructure	8%	9%	8%	3%	3%	8%	7%
Development urban sprawl/loss of greenspace	3%	5%	5%	3%	2%	2%	3%
Parking	1%	1%	-	-	-	-	-
NET: Health*	**20%**	**-**	**-**	**-**	**-**	**-**	**-**
*** Mental health / Drug addiction	13%	10%	-	-	-	-	-
*** Hospital wait times / lack of medical care	7%	4%	4%	4%	-	-	-
*** COVID-19 (e.g. restrictions, vaccines, in general)	2%	8%	-	-	-	-	-

Poverty has become the most important issue facing the city with nearly 1 in 2 (NET: 47%) residents saying so. Specifically, mentions of homelessness (from 27% to 44%) drives this increase.

Transportation is identified as the next most important issue by residents with 3 in 10 (NET: 30%) saying so. Specifically, nearly 1 in 5 (17%) mentioned ‘traffic/road congestion/traffic lights’.

Around 3 in 10 (NET: 28%) residents say development and infrastructure is the most important issue facing the city – remaining consistent with previous years.

1 in 5 (NET: 20%) residents also say health is the most important issue facing the city with mental health and drug addiction as the most important health issue (13%).

Fewer residents are finding the COVID-19 pandemic as an important issue facing the city compared to the previous year (from 8% to 2%).

*** In 2015-2021, mentions were not grouped under the net categories. So, the net percentages do not include these mentions in these previous years.

*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: 2022 (n=500); 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Top of Mind Issues (cont'd)

Issue	2022	2021	2019	2018	2017	2016	2015
NET: Economy*	**20%**	**5%**	**7%**	**4%**	**4%**	**13%**	**13%**
High interest rates	12%	-	-	-	-	-	-
Unemployment/ Jobs/ poor job market	3%	5%	6%	4%	3%	12%	12%
High inflation rates	2%	-	-	-	-	-	-
*** Economic growth / attract, retain businesses / manufacturing	2%	3%	3%	2%	-	-	-
*** Social assistance (e.g. employment insurance, sick benefits, etc.)	2%	1%	-	-	-	-	-
Taxes	2%	3%	6%	3%	3%	5%	6%
NET: Mayor/City government*	**2%**	**4%**	**8%**	**4%**	**4%**	**4%**	**4%**
Fiscal management/government spending/budget	1%	3%	4%	2%	-	-	-
Poor government/political infighting/no leadership	1%	2%	3%	1%	2%	-	-

1 in 5 (NET: 20%) residents also say the economy is the most important issue facing the city. Specifically, around 1 in 10 (12%) mentioned 'high interest rates'.

A few residents also say the city government (2%) are the most important issues facing the city.

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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: 2022 (n=500); 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Top of Mind Issues (cont'd)

Issue	2022	2021	2019	2018	2017	2016	2015
NET: Other*	-	-	-	-	-	-	-
Public safety (e.g., crime, policing, speeding)	10%	14%	-	-	-	-	-
Education	4%	4%	4%	2%	-	1%	3%
Lack of support for vulnerable communities	3%	-	-	-	-	-	-
Environment/pollution	2%	4%	6%	3%	3%	5%	6%
Waste management (e.g., garbage collection, recycling, composting)	2%	2%	-	-	-	-	-
City cleanliness (e.g., dirty graffiti, needles lying around)	1%	1%	-	-	-	-	-
Senior care	1%	1%	-	-	-	-	-
Social equity (e.g., racism, discrimination, Indigenous issues)	<1%	3%	-	-	-	-	-
Other	4%	9%	-	-	-	-	-
Nothing	1%	3%	3%	5%	5%	4%	2%
Don't know/Refused	5%	5%	9%	8%	12%	10%	13%

Public safety is also another common important issue in the city identified by 1 in 10 residents (10%).

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Framework: All respondents.
Sample Size: 2022 (n=500); 2021 (n=508); 2019 (n=500); 2018 (n=500); 2017 (n=500); 2016 (n=500); 2015 (n=500).

Priorities Over the Next 4 Years

More than a third (36%) of residents thinks the City Council should tackle poverty (36%) in the next 4 years, specifically reducing the number of residents experiencing homelessness (34%).

Priority	2022
NET: Poverty	**36%**
Reduce the number of residents experiencing homelessness	34%
Reduce the number of residents experiencing poverty	6%
NET: Economics	**26%**
Increase affordable housing	18%
Economic growth / attracting, retaining businesses / manufacturing	6%
Reducing unemployment	3%
Reducing taxes	3%
NET: Transportation	**26%**
Improve public transit / transportation	15%
Reduce traffic and road congestion	12%
Increase access to public transit / transportation	5%
Improve quality of pedestrian environments	3%
NET: Development / Infrastructure Items	**21%**
Improve maintenance of roads (including road repair and snow removal)	13%
Increase development / quality of housing options	9%
Development of green spaces (e.g., parks, conservation areas)	3%

Poverty is the most important issue that residents think the City Council should prioritize, especially in reducing the number of residents experiencing homelessness (34%).

Two other important aspects that should be prioritized are economic issues (NET: 26%), such as increasing affordable housing (18%), as well transportation issues (NET: 26%), such as improving public transit (15%).

Around 1 in 5 residents (NET: 21%) say development and infrastructure should be a City Council priority, for instance improving the maintenance of roads (13%).

*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.
(NEW) Q1B. In your opinion, what priorities should the City Council focus on in the next 4 years?. [Multi-select];
Framework: All respondents.
Sample Size: 2022 (n=500)

Priorities Over the Next 4 Years (cont'd)

Priority	2022
NET: Health / Wellbeing	**17%**
Improve access to mental health and addiction resources	13%
Improve health and well-being of residents	**7%**
NET: Climate Change / Sustainability	**5%**
Improve education / schools	3%
Increase education amongst residents towards supporting the environment	1%
Protecting and conserving natural areas	1%
Promote waste reduction in the city	1%
NET: Mayor / City Gov't	**4%**
Reduce barriers to access city services and information	2%
Improve public accountability and transparency in the local government	2%
NET: Sustainability	**2%**
Promote and increase waste reduction	2%
NET: Other	**19%**
Improve public safety (e.g., crime, policing, speeding)	9%
Improve access to support for vulnerable populations	4%
Improve access to recreation, sports and leisure activities	3%
Improve the feeling of welcoming and inclusion in the city	2%
Other	3%

Nearly 1 in 5 (NET: 17%) residents also say that health should be a priority. Specifically, around 1 in 10 (13%) mentioned 'improved access to mental health and addiction resources'.

A few residents also say that climate change (5%), government issues (4%), and sustainability (2%) should be priorities for the City Council.

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(NEW) Q1B. In your opinion, what priorities should the City Council focus on in the next 4 years?. [Multi-select];
Framework: All respondents.
Sample Size: 2022 (n=500)