



Report

2024 Mississauga Vital Signs



January 2025



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Introduction



Methodology



Methodology

n=546 respondents answered the survey.
There are two types of survey participants:

- n=147 who volunteered to take part in the survey which was open to all interested individuals in Mississauga (open-link)*.
- n=399 who are a part of Leger's proprietary LEO research panel in Mississauga (panel survey).



When

The open link was open from August 15 to October 4, 2024.

The panel survey was open from August 15 to August 30, 2024.



Analysis

As a non-random internet survey, a margin of error is not reported. Had the data been collected through a random sample, the margin of error for n=546 at a 95% confidence level, would be +/- 4.2%, 19 times out of 20. Most market research involves smaller samples of around 400 and a margin of error + or - 5%, 19 times out of 20.

The numbers presented in this report have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers, indicated with * throughout the report.

The 'average grade' for each key area was derived by taking the average (or mean) score and comparing it to a calculated range associated with the 12-grade scale point (A+, A, A-, B+, B, B-, etc.)

In each section of the report, the responses have been examined in relation to demographics to determine if there are statistically significant differences at a .05 level. In statistics, a significant difference refers to differences between groups that are not due to chance.

→ A statistically significant difference may not always be a meaningful or important difference.

Weighting

Data from both the open link survey and panel survey were combined and weighted in analysis to age and gender Census Canada figures to provide a sufficient sample size and ensure accurate representation of the general population.

* The open-link survey is based on a 'self-selected' respondent population. Therefore, the results should be considered as representative of 'interested residents in the region' and may not be representative of the Mississauga population overall.

Context and Objectives

Background

Mississauga's Vital Signs is a survey that measures the vitality of the city, identifies significant trends, and assigns grades on areas critical to the quality of life in Mississauga.

With the use of both grading scales and an additional inquiry, the survey provides insight into what is (or isn't) working and why.

Objectives

→ Assess 13 key areas of quality of life:

- Arts and culture
- Community engagement
- The economy
- The environment
- Housing
- Learning
- Safety
- Sports and recreation
- Transportation
- Standard of living
- Belonging
- Health and wellness
- Diversity, equity, and inclusion



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Key Findings



Key Metrics

The 2024 overall **Quality of Life** grade is B-.

Percent of Key Areas Graded 'B' or Higher

66%	Diversity, equity and inclusion
62%	Sports and recreation
60%	Learning
57%	Health and wellness
56%	Environment
53%	Standard of living
52%	Belonging
51%	Safety
51%	Arts and culture
47%	Community engagement
46%	Transportation
46%	Economy
32%	Housing

Key Grading Summary

Arts and Culture	C+	Housing	D+
Belonging	B-	Learning	B-
Community Engagement	C+	Safety	C+
Diversity, Equity, and Inclusion	B+	Sports and Recreation	B
Economy	C	Standard of Living	C+
Environment	B-	Transportation	C
Health and Wellness	B-		

Key Findings

61%Rate **quality of life** as good/excellent**41%**Rate their **current household's finances** as good/excellent**32%**Rate **the economic outlook for Mississauga over the next year** as good/excellent**39%**Rate their **ability to afford necessities** as good/excellent**30%**Rate their **wage in relation to cost of living** as good/excellent**21%**Rate the **availability of affordable home ownership options that meet their needs** as good/excellent**67%**Indicate **crime in Mississauga has increased** over the past year

Mississaugans rate their quality of life positively, with three-in-five giving it a good or excellent rating, particularly among older and higher-income groups. When asked about the best parts of Mississauga, location and parks and green spaces were the top responses. Over two-thirds rated the availability and quality of green spaces/parks in their communities as good or excellent. Diversity, equity, and inclusion is also rated highly, with diversity mentioned among the top three best things about Mississauga.

Affordability, especially regarding housing and cost of living, emerges as a key area of concern, a nation-wide trend, and particularly for younger, lower-income, and BIPOC residents in Mississauga. While feelings of community belonging are strong, there are notable economic challenges, with only two-in-five rating their household finances as good or excellent and one-third expressing optimism about Mississauga's economic outlook. Many are finding the availability of entry-level jobs and the ability to find suitable employment, challenging. Ability to afford necessities was rated good/excellent by less than two-in-five, and wage in relation to cost of living by less than one-third, both rated higher among males and those with a higher annual income. Housing receives the lowest grade among the 13 grading areas, with affordability and availability of home ownership and rental housing that meets needs rated poorly (over half rated as poor/below average).

Safety concerns are rising with a perceived increase in crime in both neighbourhoods and the city in general. Safety was mentioned as one of the top five ways to make Mississauga better and among the top three issues facing Mississauga. This highlights the need for focused efforts on crime prevention and enhancing public safety measures.

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Detailed Findings

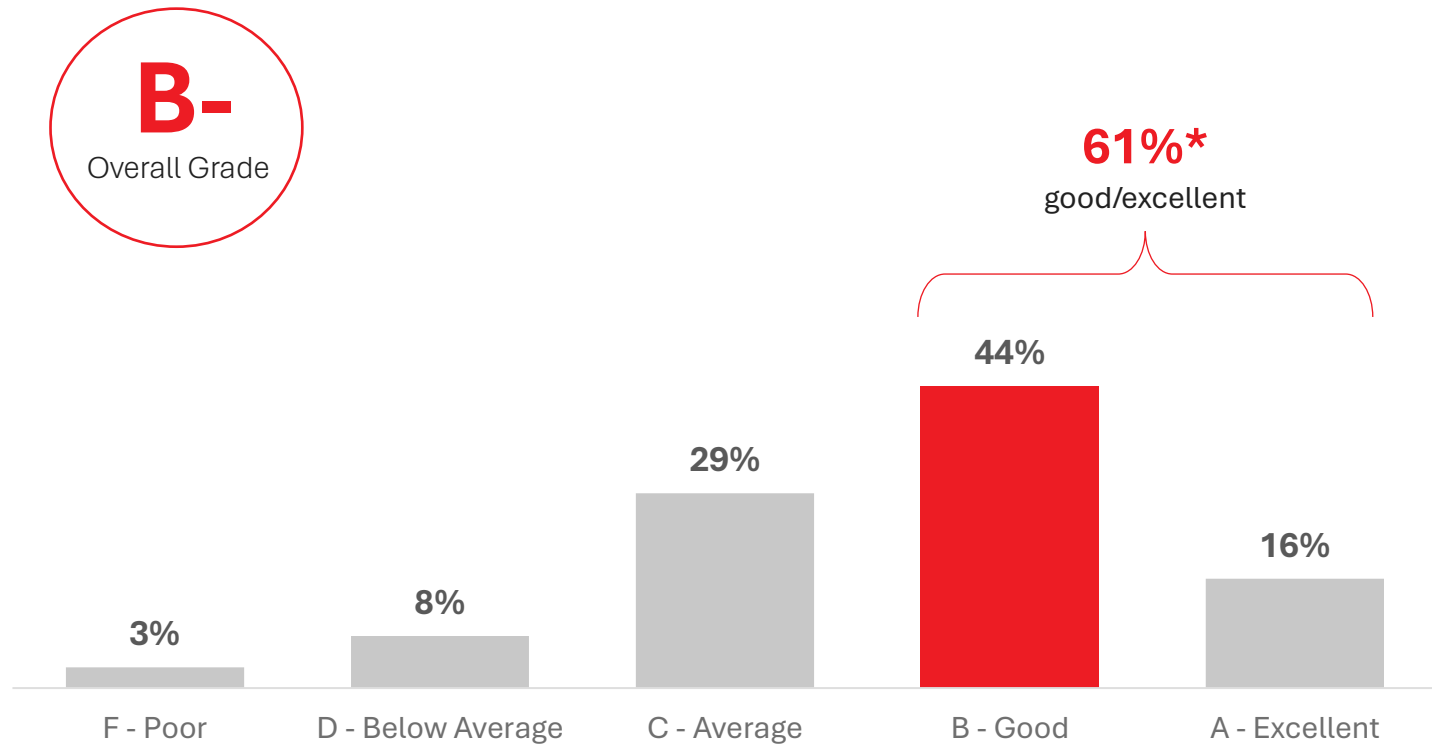


Quality of Life



Overall Quality of Life Grade

Over three-in-five rated quality of life in Mississauga as good/excellent, with more than double rating it as good compared to excellent.



Those **more likely** to grade good/excellent:

- Those ages 55+ (65% vs. 53% 18-34).
- Those with an annual income of \$80k+ (66% vs. 54% <\$50k).

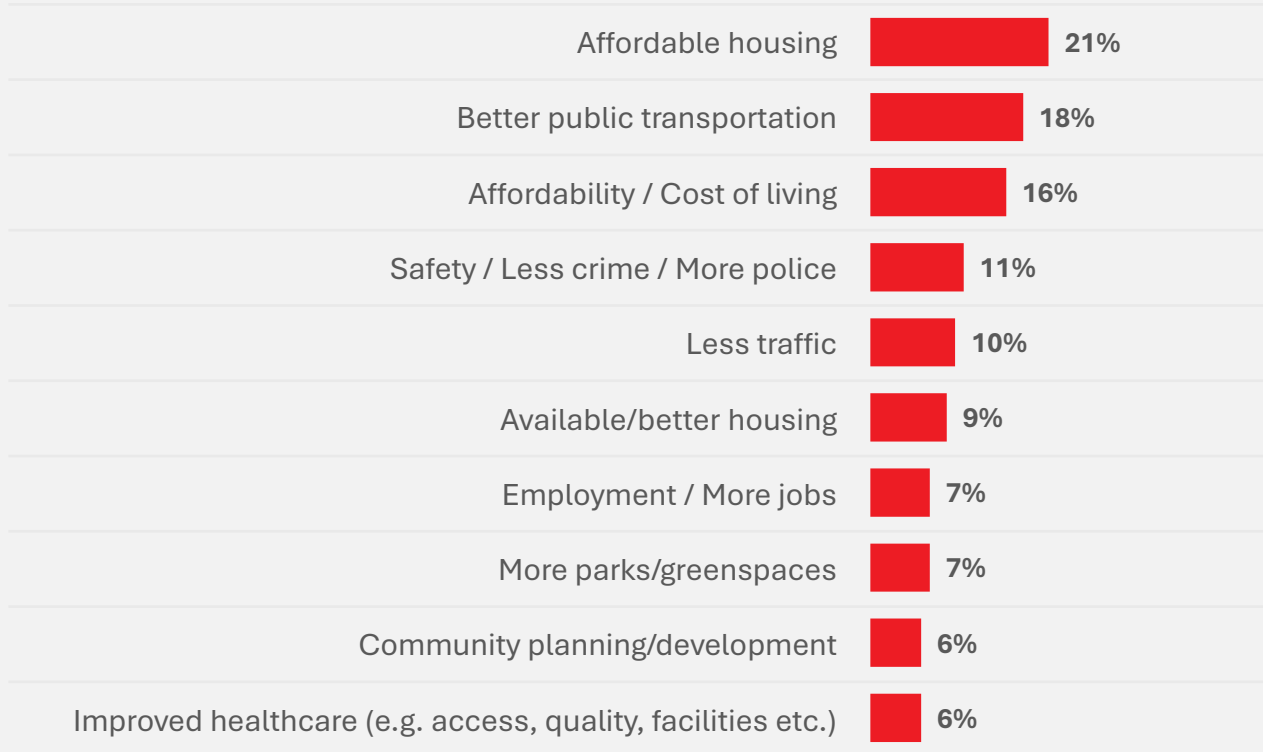
Those **more likely** to grade poor/below average:

- Those with an annual income <\$50k and \$50k - <\$80k (13% and 15% vs. 6% \$80k+).

Making Mississauga Better

Affordability, transportation, and safety are top of mind for Mississaugans when it comes to making their city a better place to live.

What would make Mississauga an even better place to live for you?



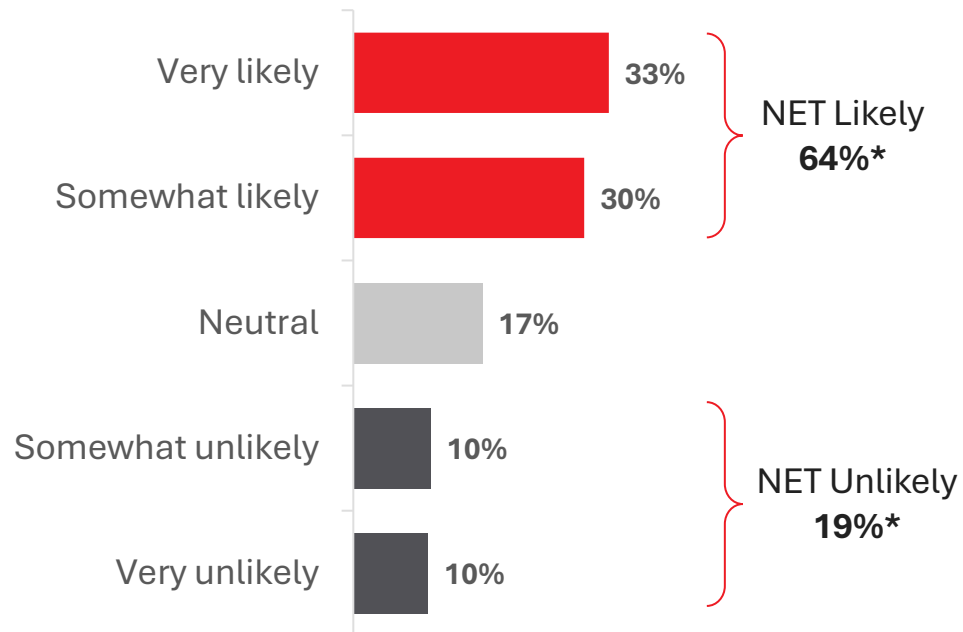
Those **more likely** to indicate **Affordability / Cost of living**:

- Those ages 18-34 (23% vs. 10% 55+).
- Those who are BIPOC (22% vs. 10% White).
- Those with an annual income of <\$50k (28% vs. 11% \$50k-<\$80k and 12% \$80k+).
- Those who rated their quality of life as below average/poor (30% vs. 12% good/excellent).

Living and Working in Mississauga

Close to two-thirds indicate they are likely to be living and/or working in Mississauga 10 years from now.

How likely are you to be living and/or working in Mississauga 10 years from now?



Those **NET likely** to be living and/or working in Mississauga in 10 years:

- Those ages 35-54 (71% vs. 55% 18-34).
- Those with an annual income of \$50k - <\$80k (74% vs. 57% <\$50k).
- Those who rated their quality of life as good/excellent (76%).

Base: All respondents, excluding not applicable (n=538).
 Q4. How likely are you to be living and/or working in Mississauga 10 years from now?

*indicates rounding

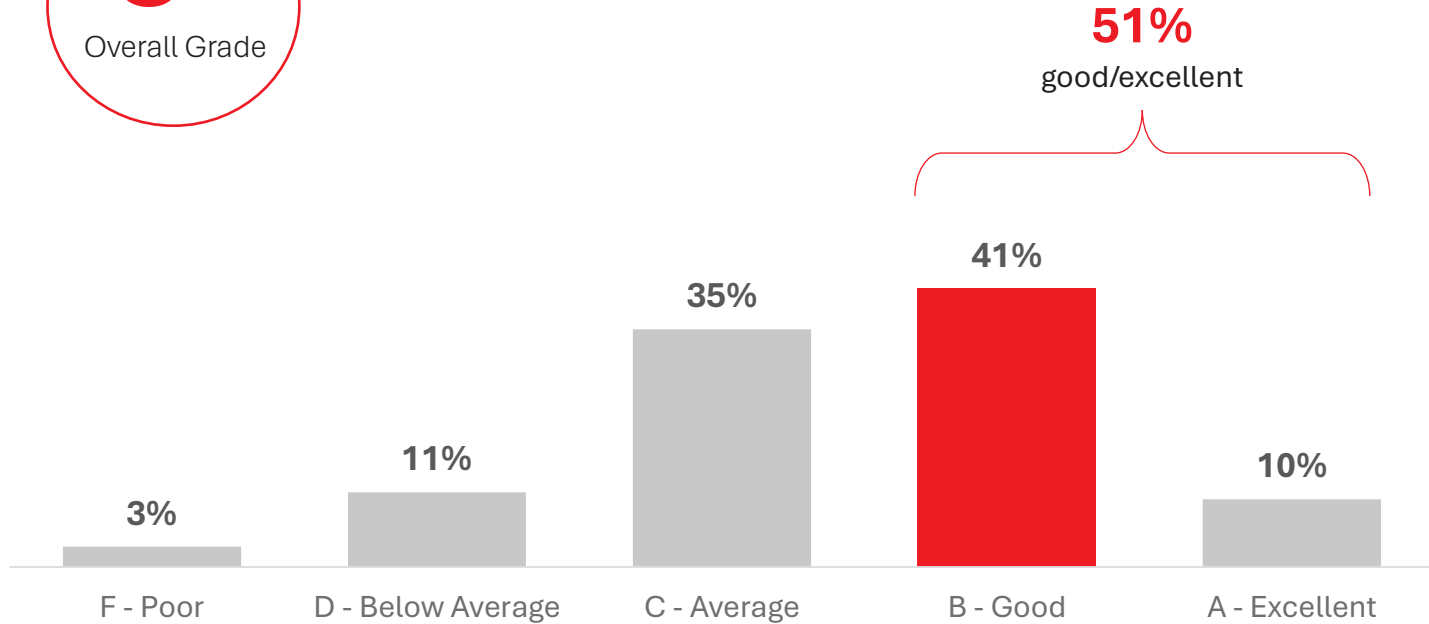
Arts and Culture



Overall Arts and Culture Grade

Half rate arts and culture in Mississauga as good/excellent, however over one-third give it a grade of C-average.

C+
Overall Grade



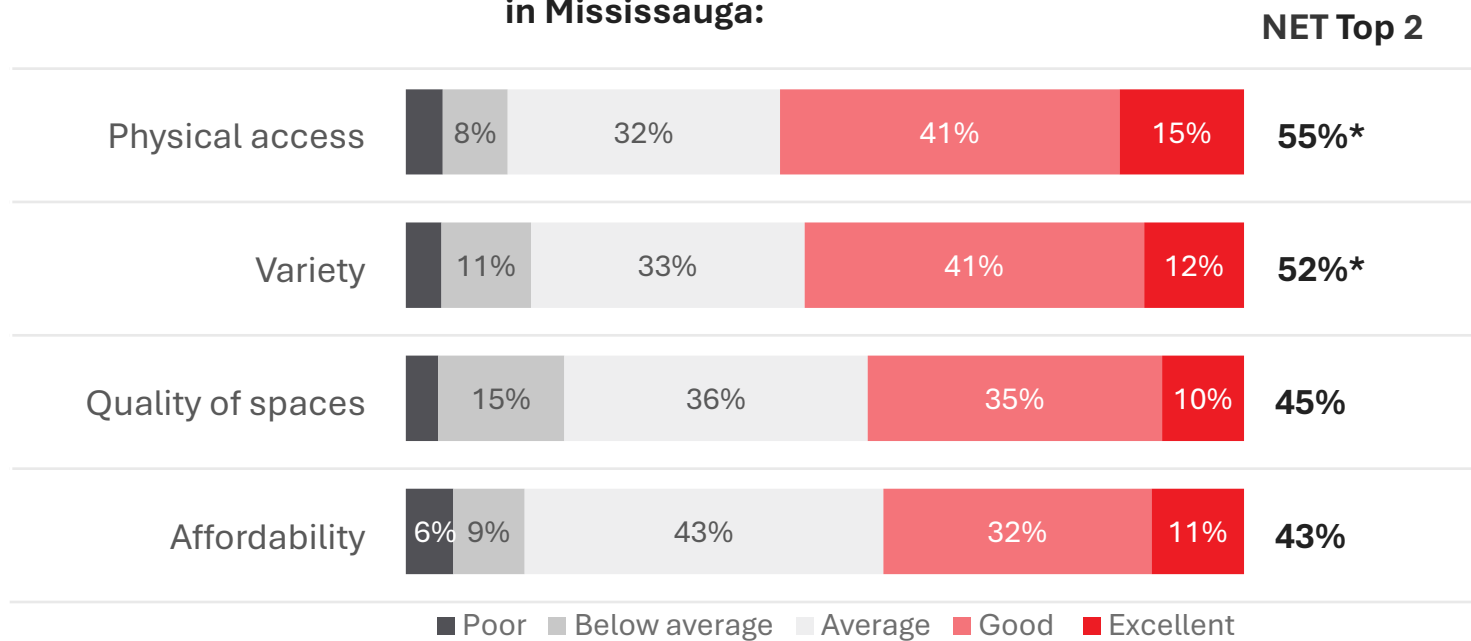
Those **more likely** to grade good/excellent:
 → Those who have lived in Mississauga for 5 years or less (63% vs. 49% 11+ years).

Base: All respondents (n=546).
 Q1a. How would you grade Mississauga when it comes to arts and culture?

Rating Aspects of Arts and Culture

Over half rate physical access to and the variety of arts and cultural events (e.g., festivals, concerts, galas) as good/excellent. While two-in-five indicate that affordability is excellent or good, the same proportion indicate it is only average.

Please rate the following aspects of **arts and culture** in Mississauga:



Those **more likely** to rate the following as good/excellent:

Physical access

→ Those with an annual income of <\$50k (64% vs. 52% \$80k+).

Variety

→ Those ages 18-34 (58% vs. 46% 55+)

→ Those with an annual income of <\$50k (63% vs. 51% \$80k+).

Quality

→ Those ages 18-34 (54% vs. 40% 55+).

→ Those who are BIPOC (53% vs. 38% White).

→ Those with an annual income of <\$50k (57% vs. 43% \$80k+).

Affordability

→ Males (48% vs. 37% females).

Base: All respondents, excluding not applicable (n=505-510).
 Q6. Please rate the following aspects of **arts and culture** in Mississauga as they apply to you personally.
 Responses 4% or less not labelled.

*indicates rounding

Belonging

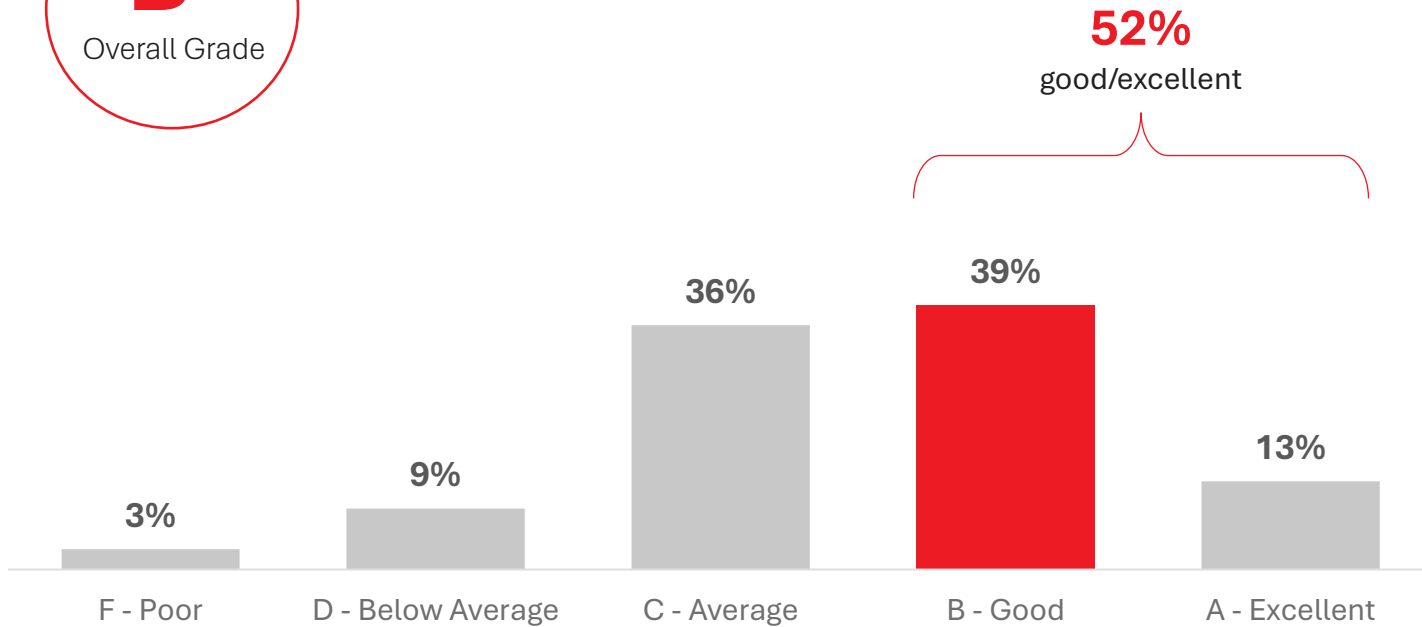


Overall **Belonging** Grade

“Belonging” isn’t just a concept for newcomers, it can be applicable to everyone– i.e. LGBTQIA+, Trans community, low-income, aboriginal, BIPOC, non-marginalized groups etc.

About half rate belonging in Mississauga as good/excellent, however over one-third give it a grade of C-average.

B-
Overall Grade

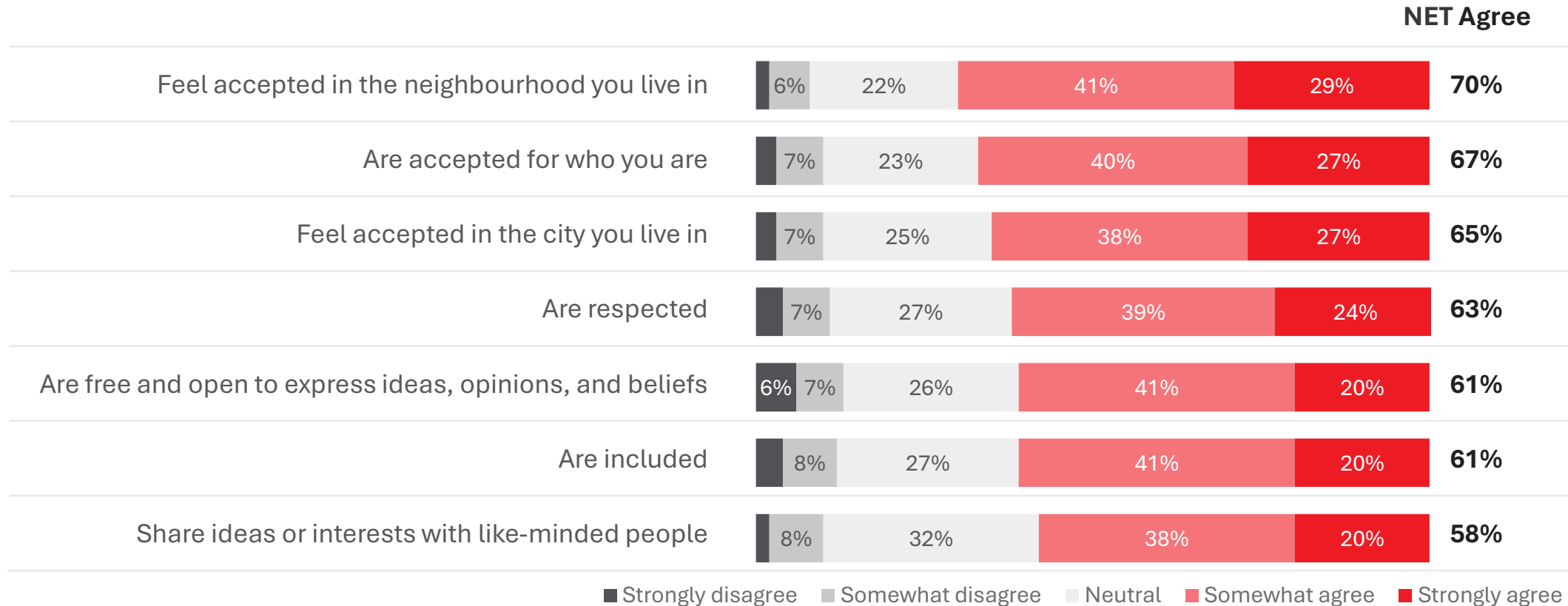


Those **more likely** to grade good/excellent:
 → Those who are BIPOC (57% vs. 48% White).

Base: All respondents (n=546).
 Q1k. How would you grade Mississauga when it comes to **belonging**?

Rating Aspects of Belonging

Feelings of belonging are high in Mississauga, with acceptance—both overall and within the city and neighbourhood—receiving the highest ratings. While sharing ideas or interests with like-minded people ranks at the bottom of the list, nearly three-in-five still agree with this sentiment.



Base: All respondents, excluding not applicable (n=523-535).
 Q17. In Mississauga, to what extent do you agree or disagree that you...?
 Responses 4% or less not labelled.

Community Engagement

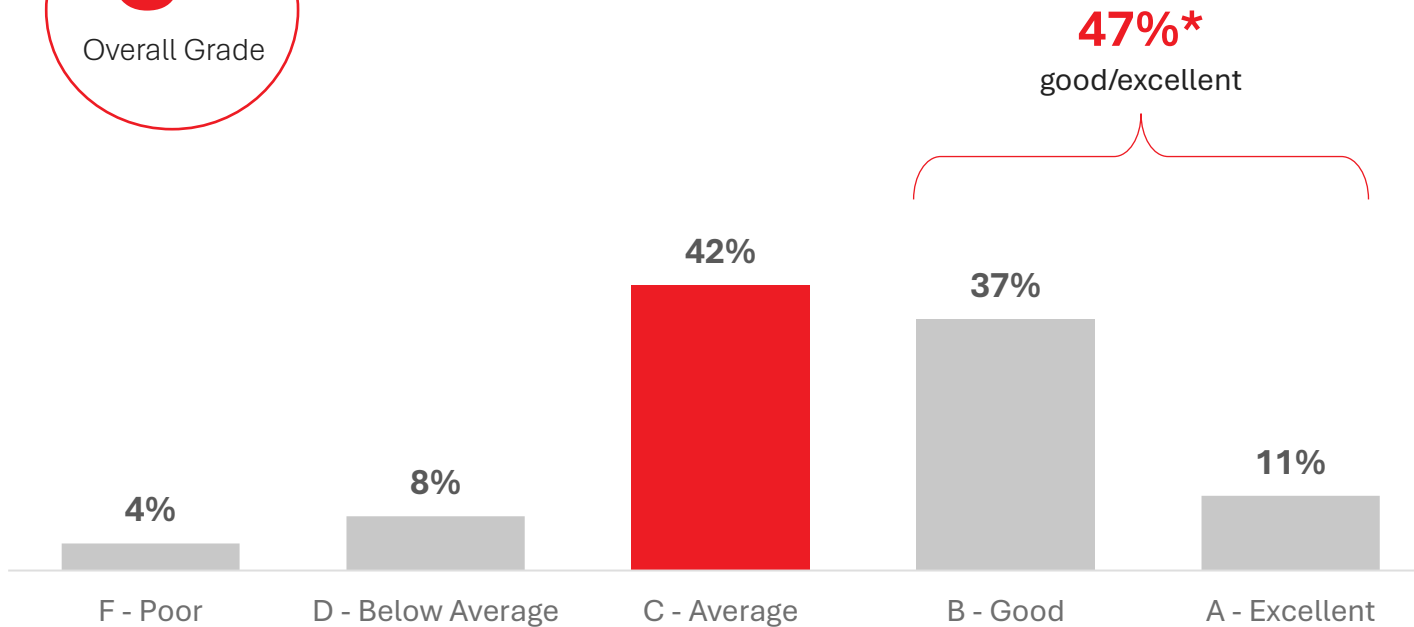


Overall Community Engagement Grade

That is, how engaged are members of the community when it comes to volunteering and participating in community activities, or collaborating with individuals, groups or the community at large to address issues and solve problems that affect the community.

Close to half rate community engagement in Mississauga as good/excellent. While the overall grade for community engagement is C+, over two-in-five give it a grade of C-average.

C+
Overall Grade



Those **more likely** to grade good/excellent:

- Those ages 18-34 and 35-54 (53% and 51% vs. 39% 55+).
- Those who have lived in Mississauga for 5 years or less (62% vs. 45% 11+ years).

Those **more likely** to grade average:

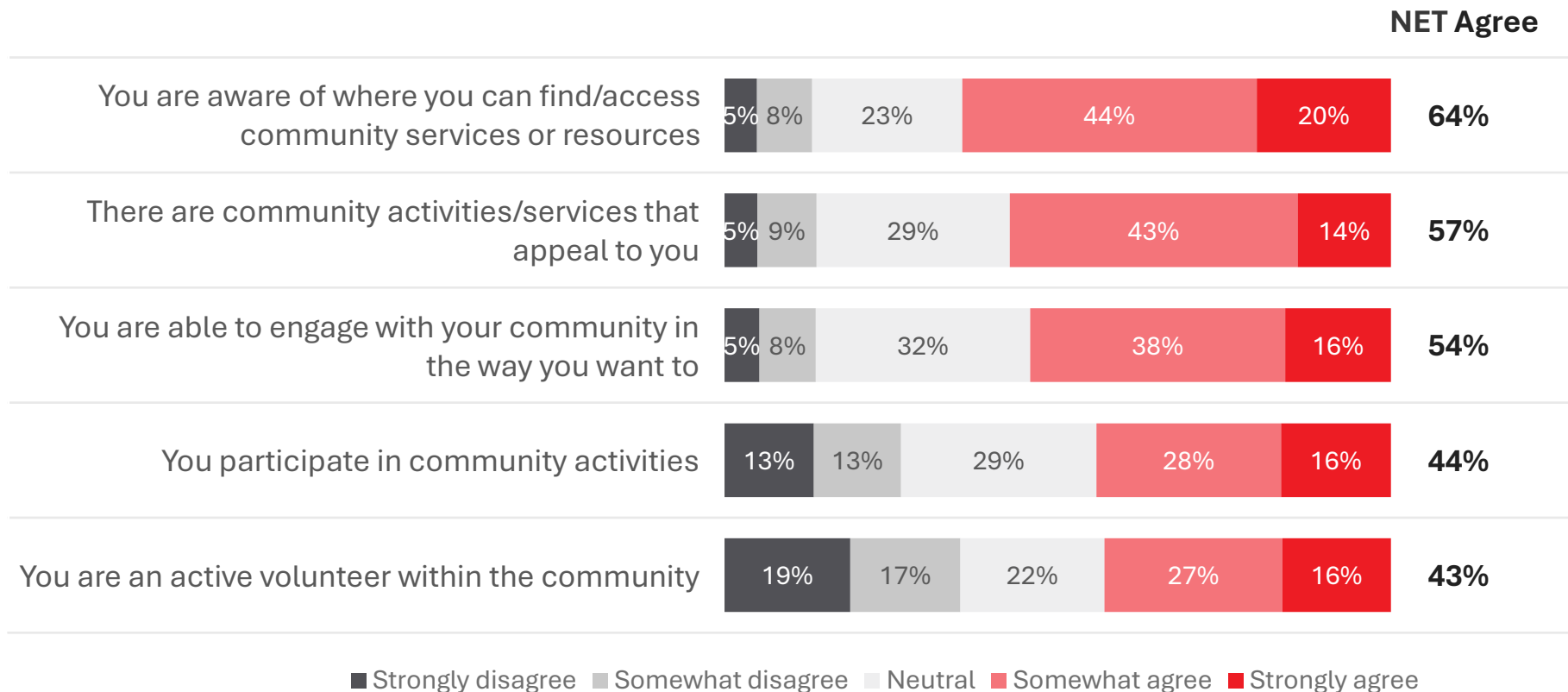
- Those 55+ (50% vs. 36% 35-54 and 37% 18-34).
- Those who are White (46% vs. 36% BIPOC).
- Those with an annual income of \$80k+ (45% vs. 25% \$50k-<\$80k).

Base: All respondents (n=546).
Q1b. How would you grade Mississauga when it comes to community engagement?

*indicates rounding

Rating Aspects of Community Engagement

Most agree they are aware of where to find/access community services or resources and that there are community activities/services that appeal to them. However, participation in these activities as well as volunteering is lower.



Base: All respondents, excluding not applicable (n=483-529).

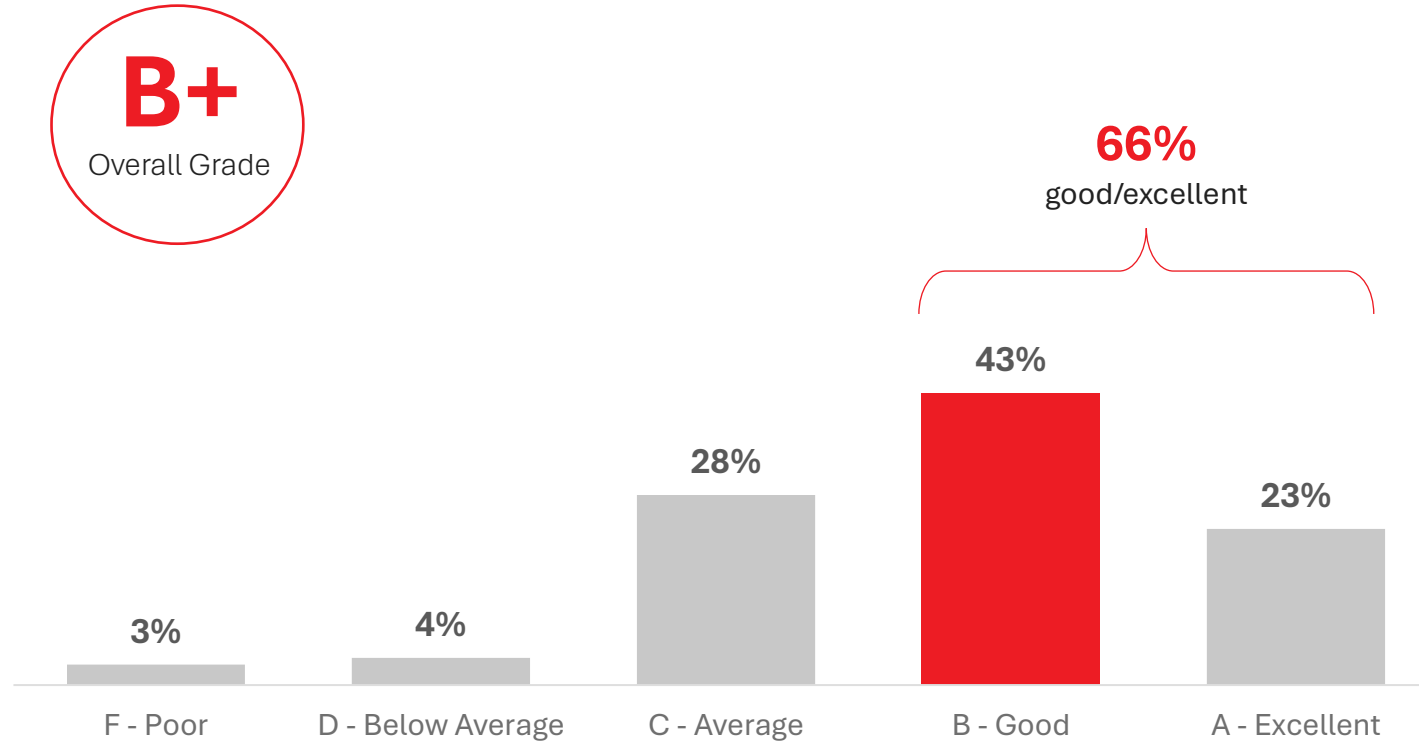
Q7. Please rate your level of agreement with the following statements as they apply to you personally.

Diversity, Equity, and Inclusion



Overall Diversity, Equity, and Inclusion Grade

Two-thirds rate diversity, equity, and inclusion in Mississauga as good/excellent. Diversity was mentioned as one of the top three best things in Mississauga.

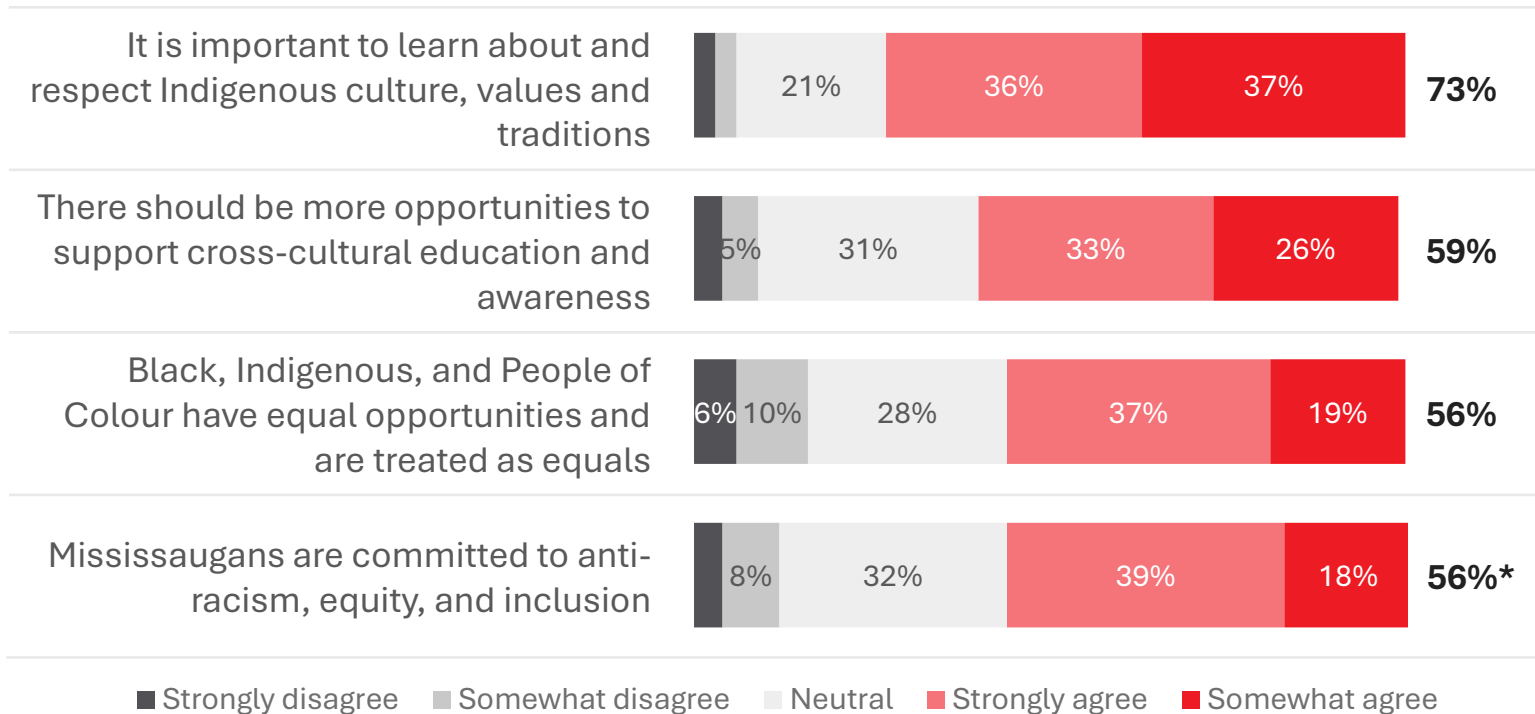


Base: All respondents (n=546).
 Q1m. How would you grade Mississauga when it comes to diversity, equity, and inclusion?

Rating Aspects of Diversity, Equity, and Inclusion

Most agree that it is important to learn about and respect Indigenous culture, values and tradition. Over half agree that Black, Indigenous, and People of Colour have equal opportunities and that Mississaugans are committed to anti-racism, equity, and inclusion.

NET Agree



Those **more likely** to NET agree:
There should be more opportunities to support cross-cultural education and awareness

- Those ages 18-34 (67% vs. 54% 55+).
- Those who are BIPOC (68% vs. 52% White).

Base: All respondents, excluding not applicable (n=526-534).
 Q19. In Mississauga, to what extent would you agree or disagree that...
 Responses 4% or less not labelled.

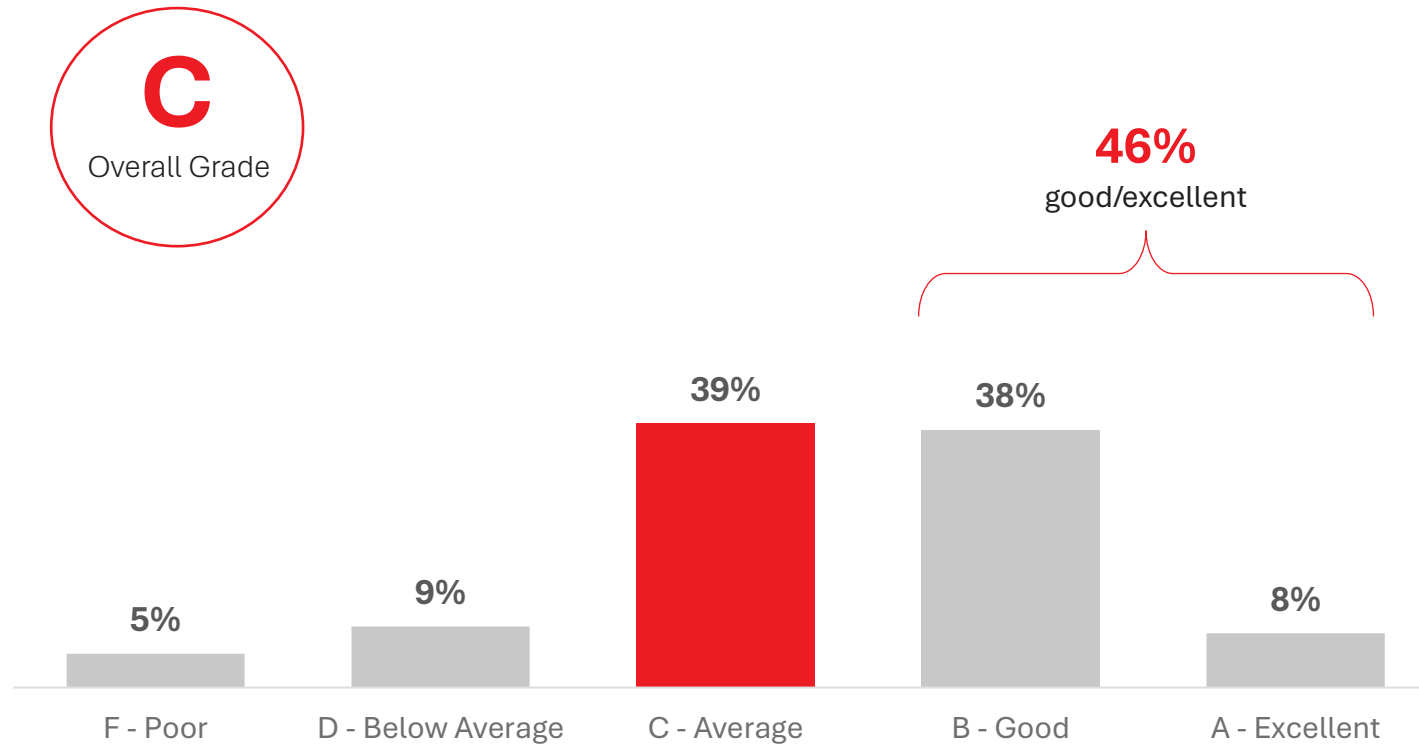
*indicates rounding

Economy



Overall **Economy** Grade

Less than half rate the economy in Mississauga as good/excellent, with close to two-in-five giving it a grade of C-average. Affordability and cost of living are top of mind for Mississaugans.



Those **more likely** to grade good/excellent:

- Males (55% vs. 38% females).
- Those with an annual income of \$80k+ (53% vs. 38% \$50k-<\$80k).

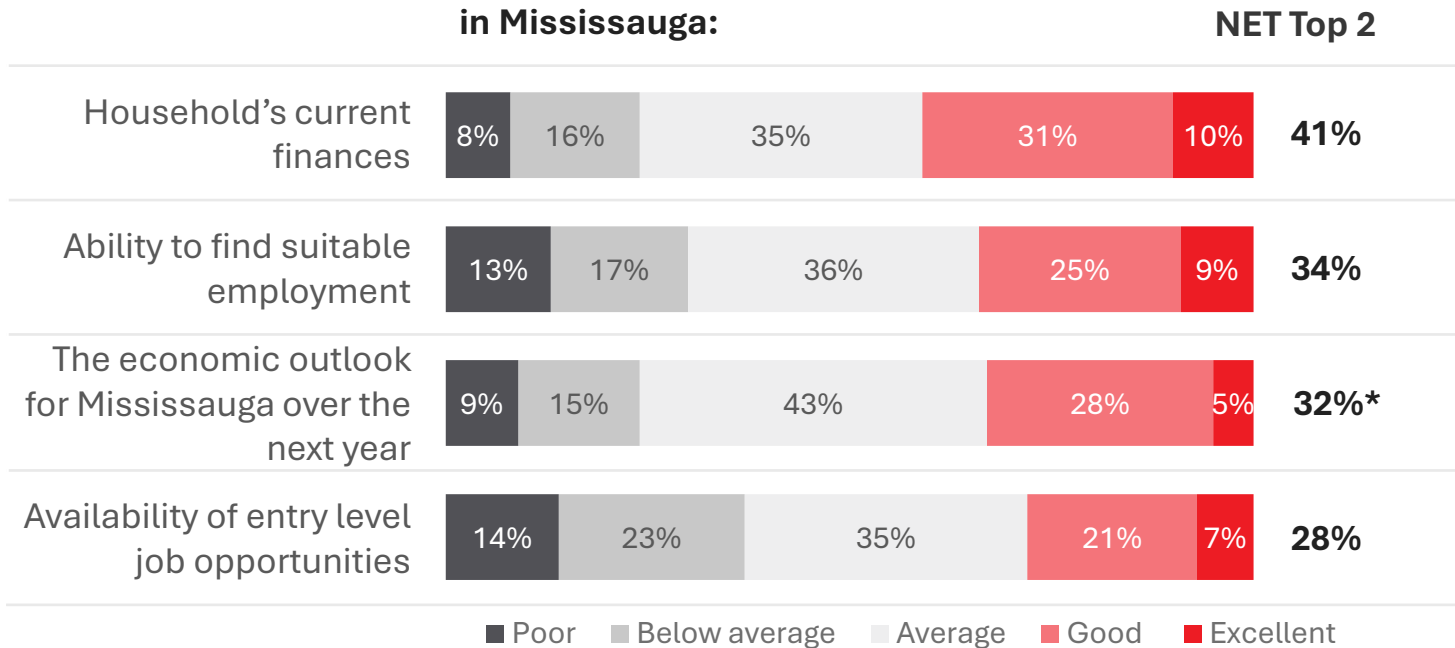
Those **more likely** to grade average:

- Those who were born in Canada (43% vs. 34% those not born in Canada).

Rating Aspects of the Economy

Ratings of the economy are low with just over one-third finding the availability of entry level job opportunities to be below average/poor and only one-third rating the ability to find suitable employment as good/excellent. One-quarter find both the economic outlook of Mississauga over the next year and their household’s current finances to be below average/poor, likely contributing to the lower overall grade.

Please rate the following aspects of **the economy** in Mississauga:



Those **more likely** to rate as good/excellent:

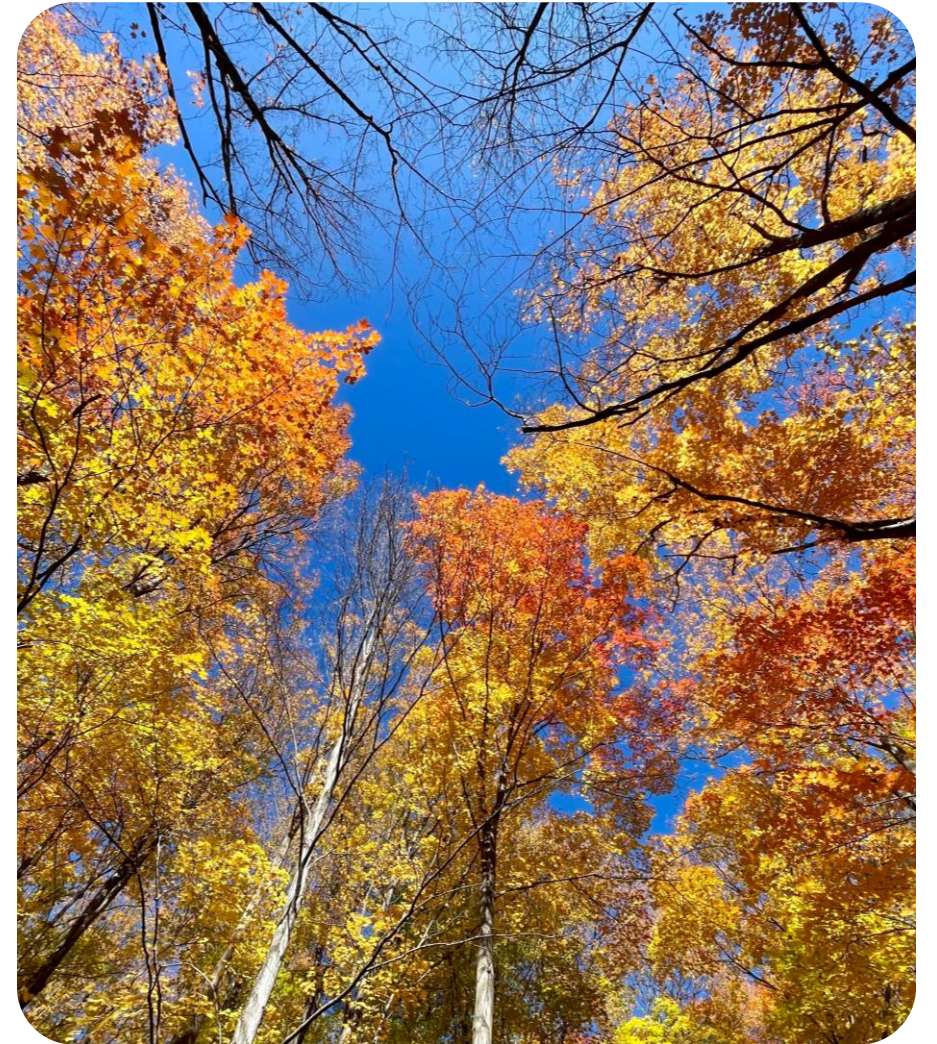
Household’s current finances

- Males (46% vs. 37% females).
- Those ages 55+ (47% vs. 37% 34-54).
- Those who are White (46% vs. 37% BIPOC).
- Those with an annual income of \$80k+ (54% vs. 33% \$50k - <\$80k and 20% <\$50k).
- Those who have lived in Mississauga for 11+ years (45% vs. 31% 6-10 years and 30% 5 years or less).

Base: All respondents, excluding not applicable (n=402-537).
 Q8. Please rate the following aspects of **the economy** in Mississauga.

*indicates rounding

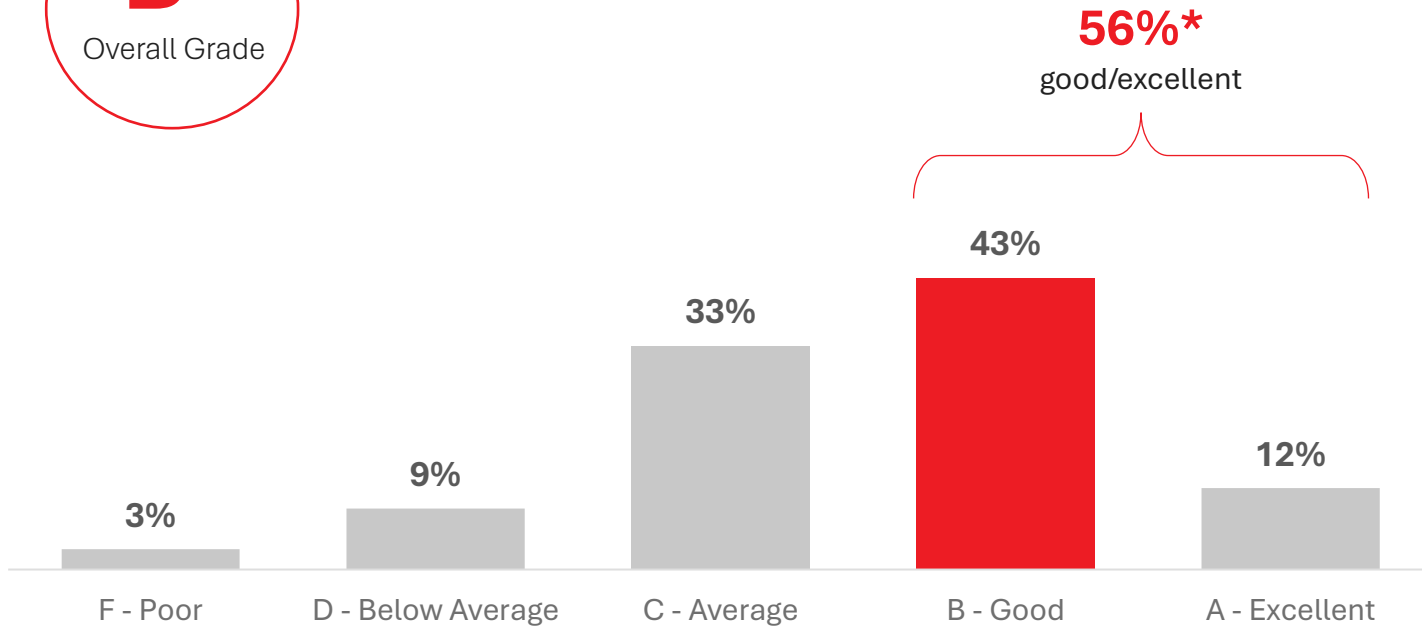
Environment



Overall Environment Grade

Over half rate the environment in Mississauga as good/excellent, while one-third give it a grade of C-average.

B-
Overall Grade



Those **more likely** to grade good/excellent:

- Males (63% vs. 49% females).
- Those who were not born in Canada (64% vs. 51% born in Canada).
- Those who have lived in Mississauga for 5 years or less (67% vs. 53% 11+ years).

Base: All respondents (n=546).
Q1d. How would you grade Mississauga when it comes to the environment?

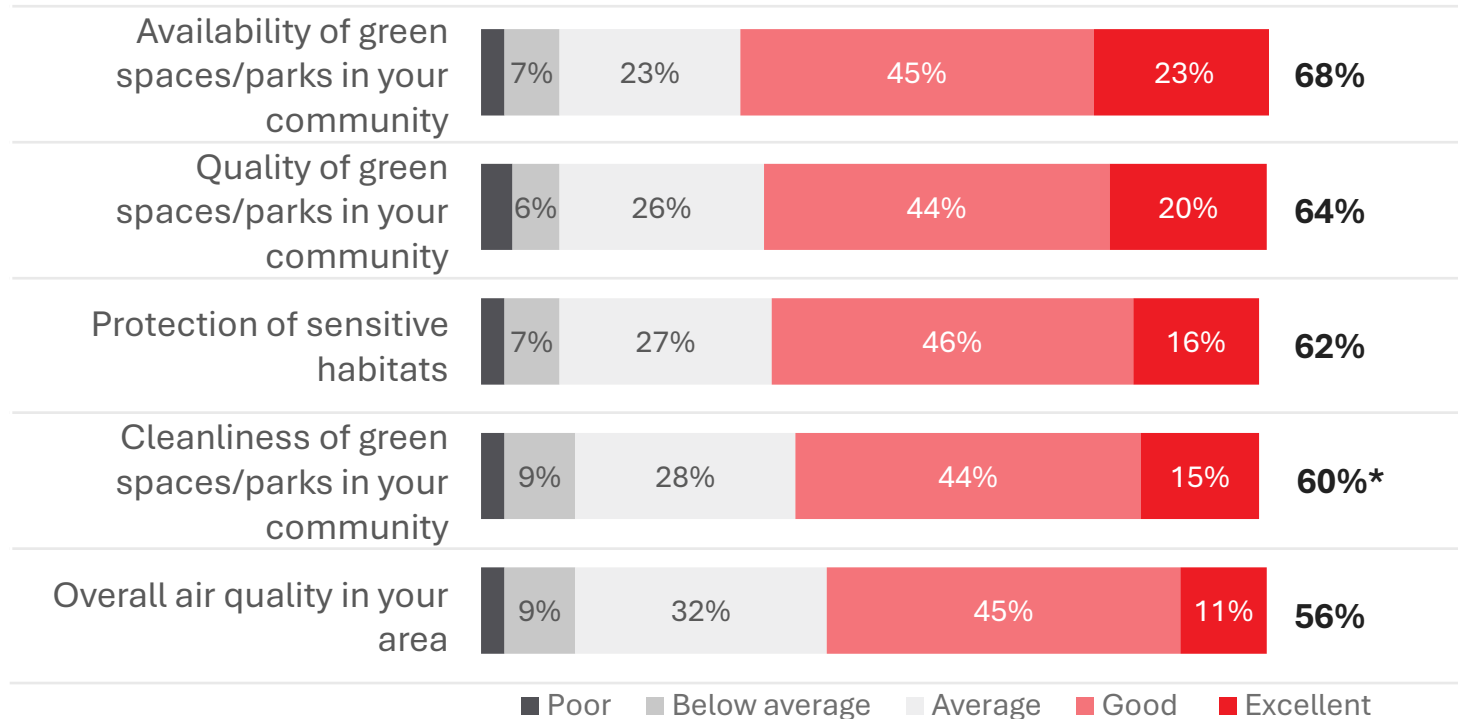
*indicates rounding

Rating Aspects of the Environment

Ratings of environment are high in Mississauga with availability and quality of green spaces/parks in their communities being rated the highest. Parks and green spaces are also mentioned among the top three best things about Mississauga. Air quality is rated the lowest, however over half still rate it as good/excellent.

Please rate the following aspects of **the environment** in Mississauga:

NET Top 2



Those **more likely** to rate as good/excellent:

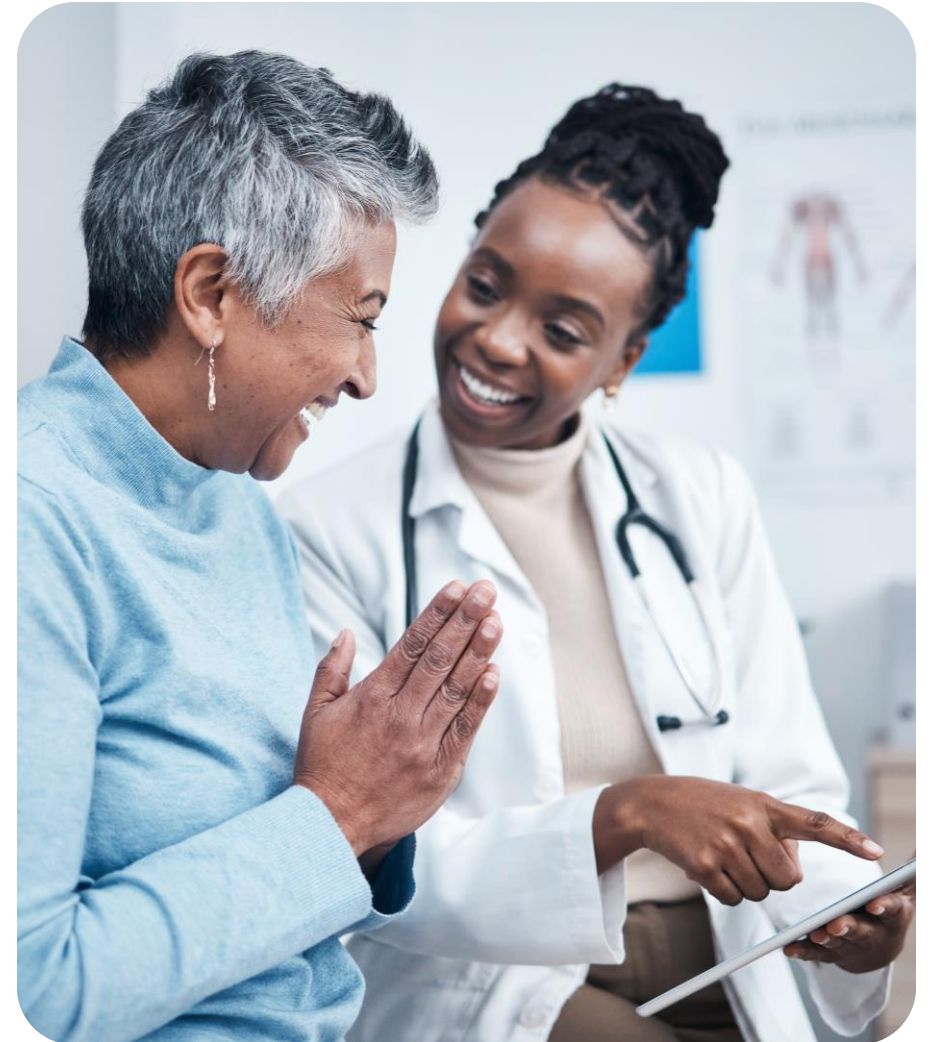
Overall air quality

- Those ages 18-34 (63% vs. 50% 55+).
- Those who are BIPOC (63% vs. 50% White).
- Those who were not born in Canada (66% vs. 51% born in Canada).

Base: All respondents, excluding not applicable (n=531-542).
 Q9. Please rate the following aspects of **the environment** in Mississauga as they apply to you personally.
 Responses 4% or less not labelled.

*indicates rounding

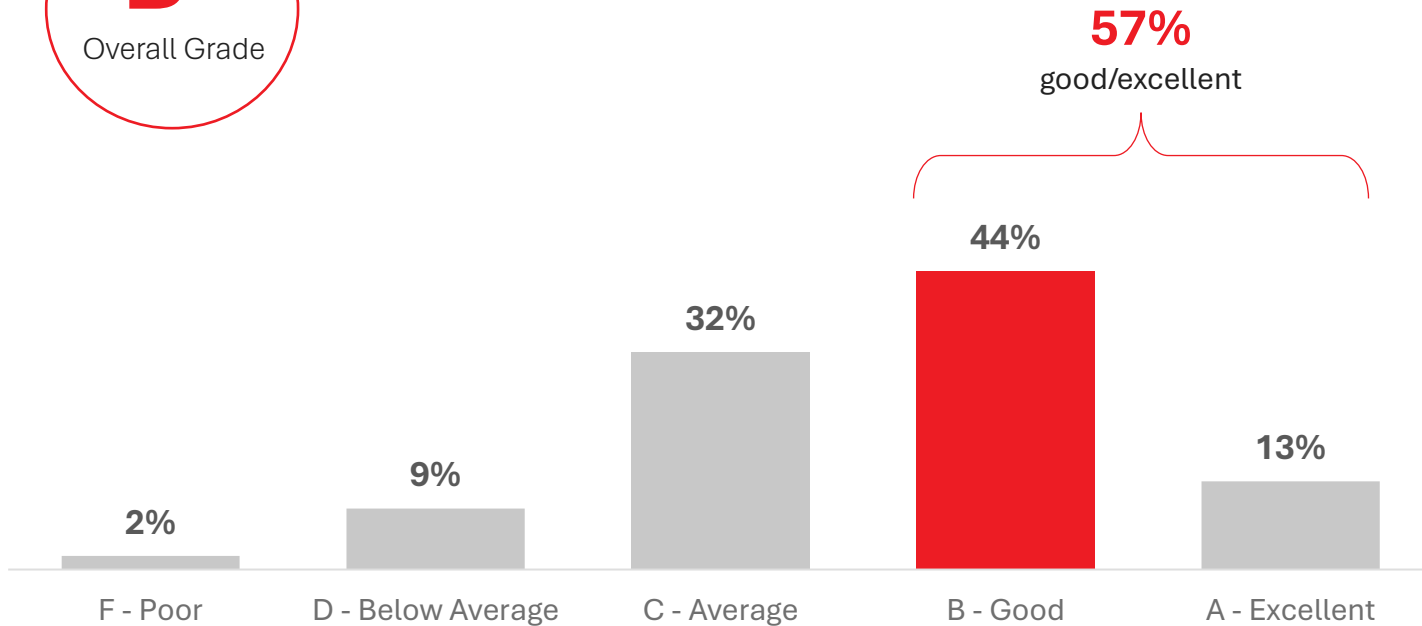
Health and Wellness



Overall Health and Wellness Grade

Over half rate health and wellness in Mississauga as good/excellent, while close to one-third give it a grade of C-average.

B-
Overall Grade



Those **more likely** to grade good/excellent:

- Those ages 55+ (62% vs. 51% 18-34).
- Those who were not born in Canada (63% vs. 54% born in Canada).

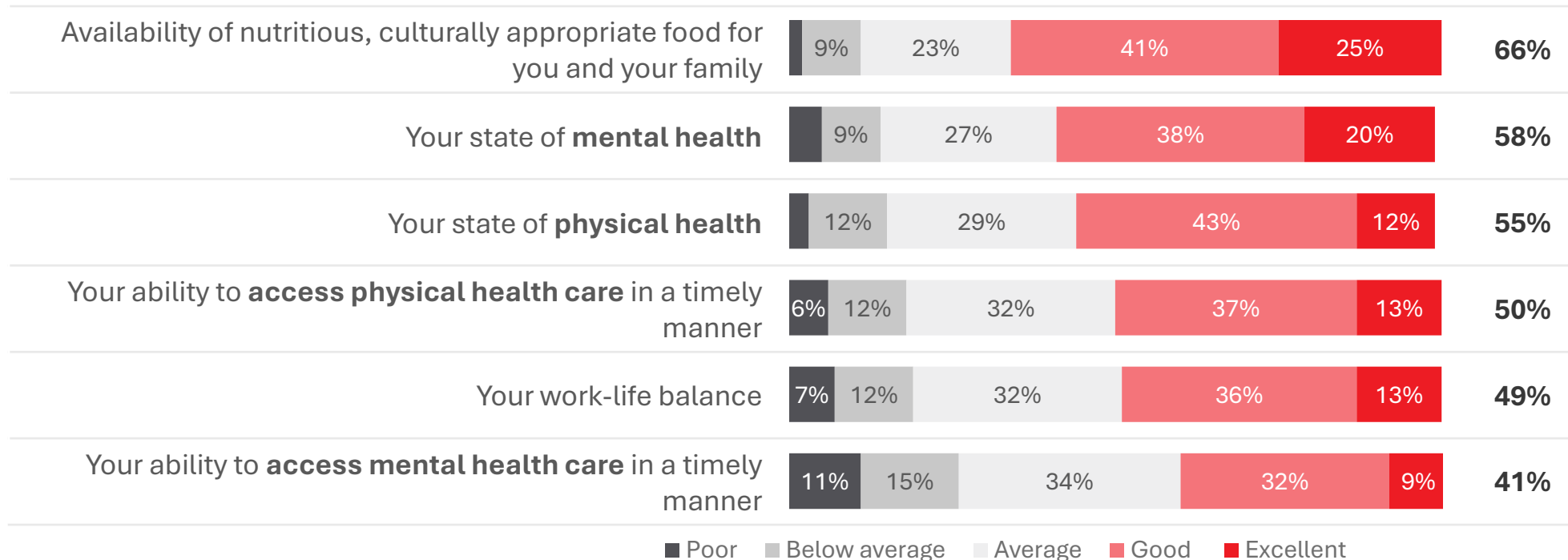
Base: All respondents (n=546).
Q11. How would you grade Mississauga when it comes to **standard of living**?

Rating Aspects of Health and Wellness

Over half indicate their state of both physical and mental health is good/excellent, however access to care for both is not as highly rated. Improved healthcare (e.g. access, quality, facilities etc.) is mentioned among the top ten ways to make Mississauga better.

Please rate the following aspects of **health and wellness** in Mississauga:

NET Top 2

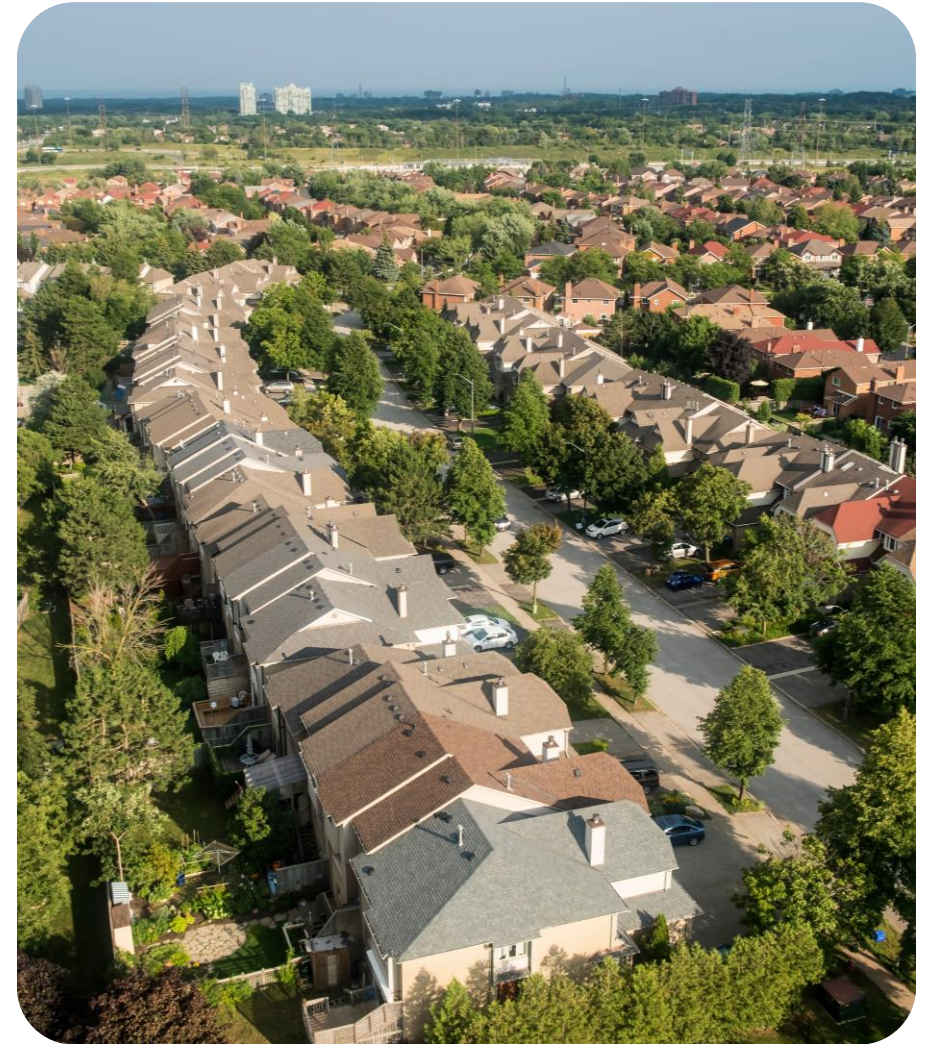


Base: All respondents, excluding not applicable (n=394-537).

Q18. Please rate the following aspects of **health and wellness** in Mississauga as they apply to you personally.

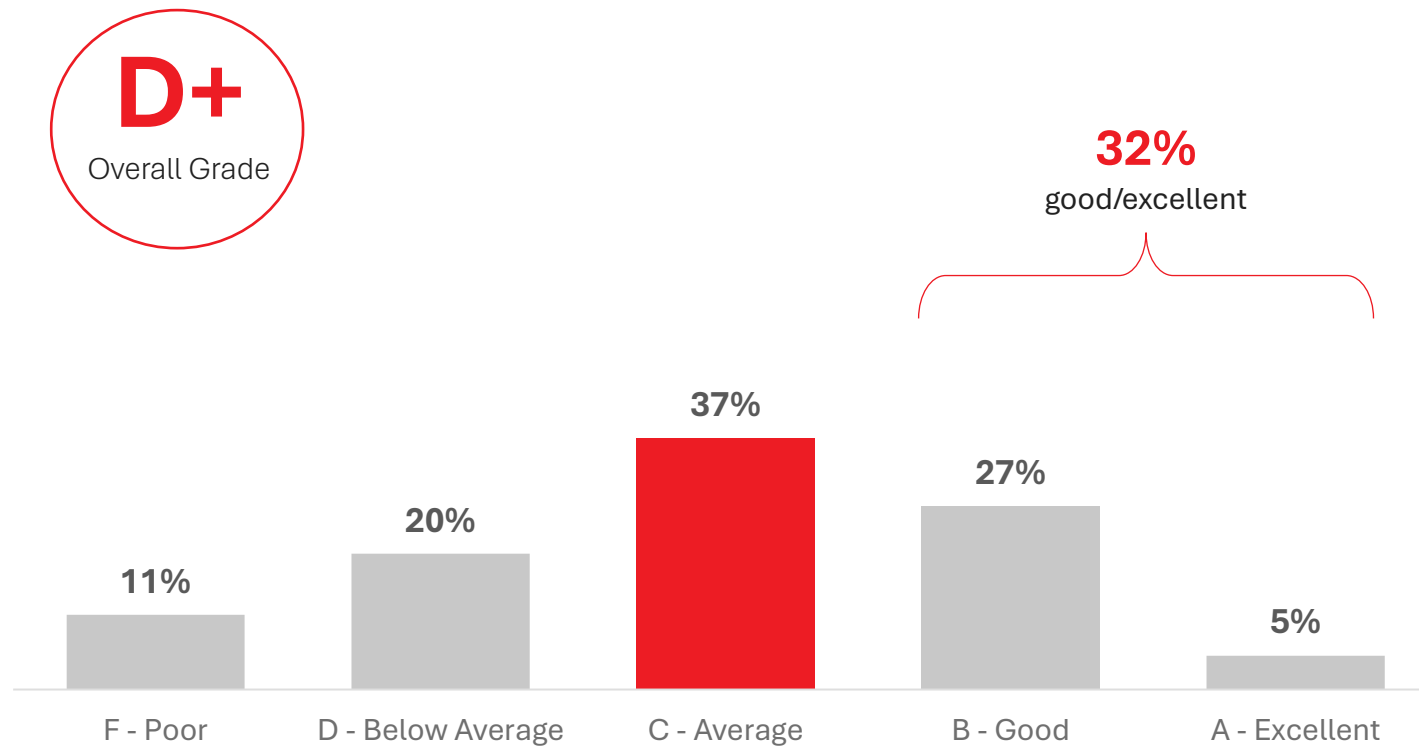
Responses 4% or less not labelled.

Housing



Overall Housing Grade

Just under one-third rate housing as good/excellent with the majority giving it a grade of C-average. Affordable housing is a top-of-mind issue for Mississaugans.



Those **more likely** to grade good/excellent:

- Male (39% vs. 27% females).
- Those ages 18-34 (40% vs. 27% 35-54).
- Those who were not born in Canada (37% vs. 29% born in Canada).
- Those who have lived in Mississauga for 5 years or less (44% vs. 30% 11+ years) .

Those **more likely** to grade average:

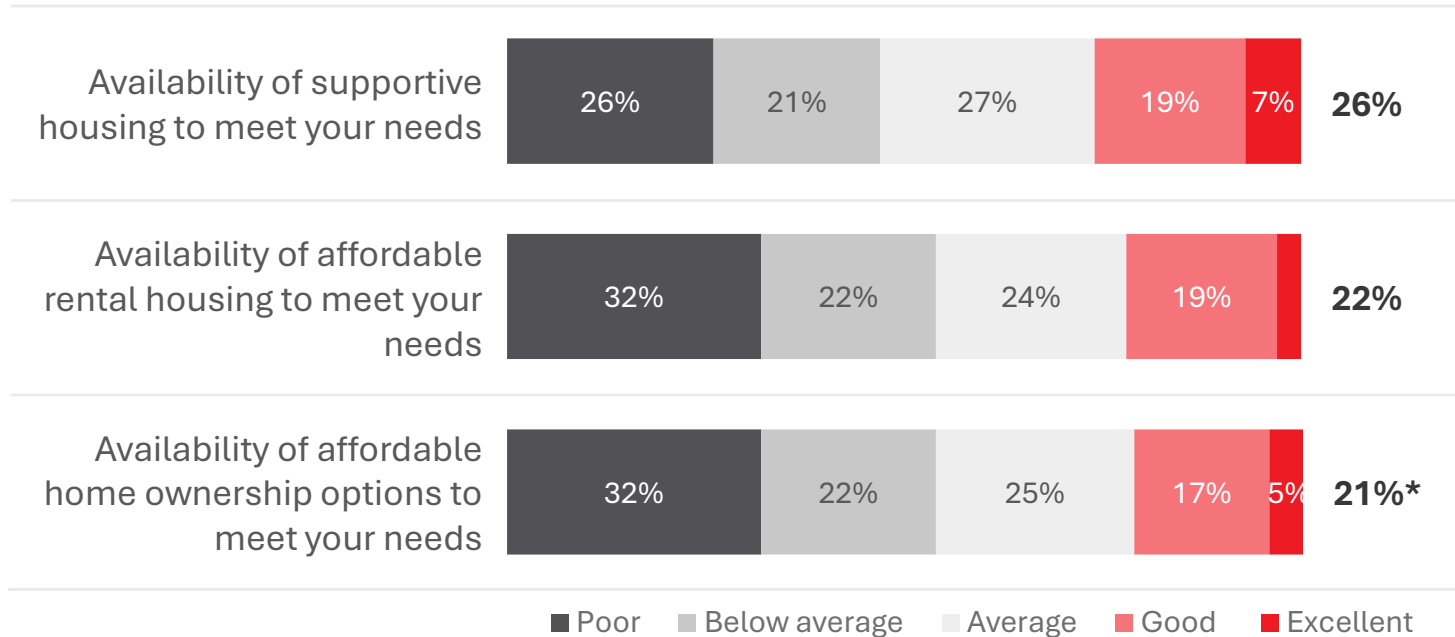
- Those ages 35-54 and 55+ (42% and 40% vs. 25% 18-34).
- Those who have lived in Mississauga for 11+ years (40% vs. 24% 5 years or less).

Rating Aspects of Housing

Availability of affordable home ownership and rental housing options that meet needs in Mississauga are rated as below average/poor by over half of respondents. Housing is mentioned among the top three issues facing Mississauga.

Please rate the following aspects of **housing** in Mississauga:

NET Top 2



Those **more likely** to rate as good/excellent:

Affordable rental housing

- Males (28% vs. 17% females).
- Those ages 18-34 (30% vs. 14% 55+).
- Those with an annual income of \$80k+ (29% vs. 15% \$50k - <\$80k).

Base: All respondents, excluding not applicable (n=379-459).
 Q10. Please rate the following aspects of **housing** in Mississauga as they apply to you personally.
 Responses 4% or less not labelled.

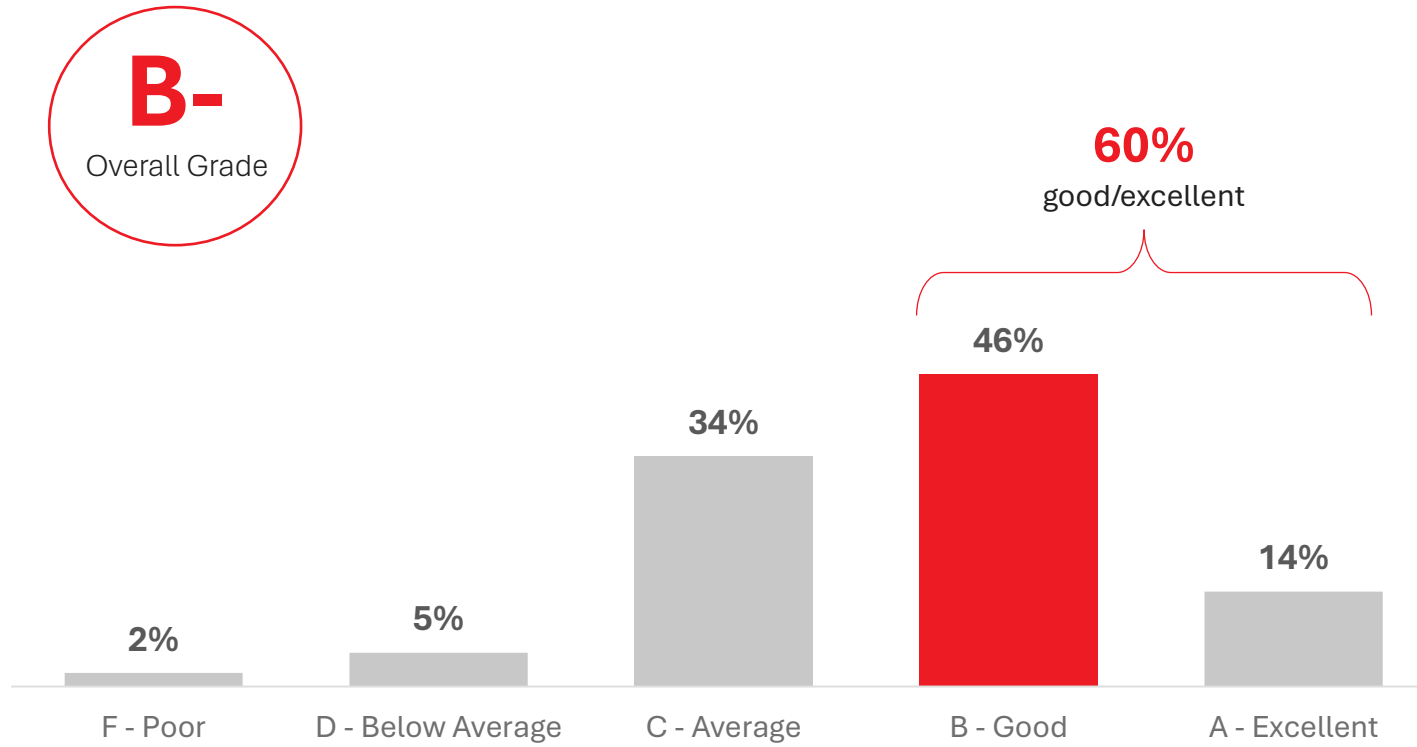
*indicates rounding

Learning



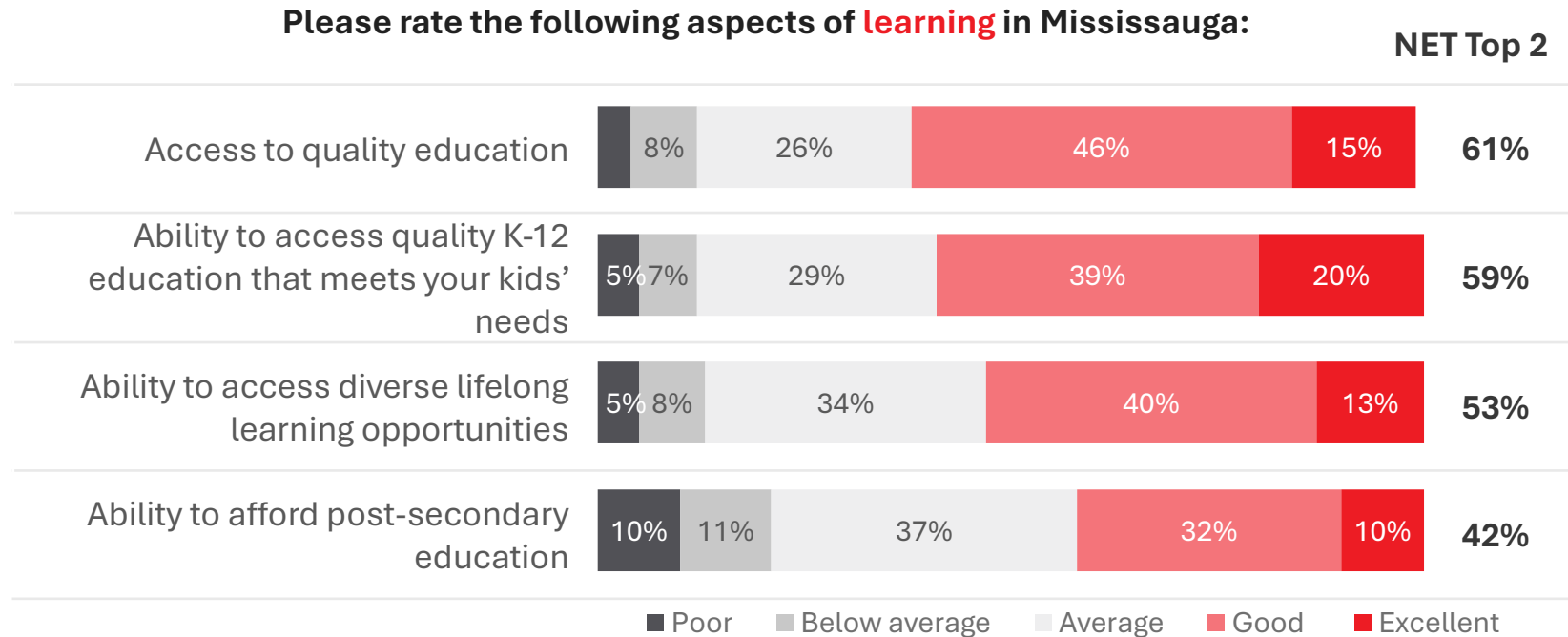
Overall Learning Grade

Three-in-five rate learning in Mississauga as good/excellent, while about one-third give it a grade of C-average.



Rating Aspects of Learning

Access to quality education is highly rated, however ability to afford post-secondary education is rated as good/excellent by less than half.



Base: All respondents, excluding not applicable (n=315-439).
 Q11. Please rate the following aspects of **learning** in Mississauga as they apply to you personally.
 Responses 4% or less not labelled.

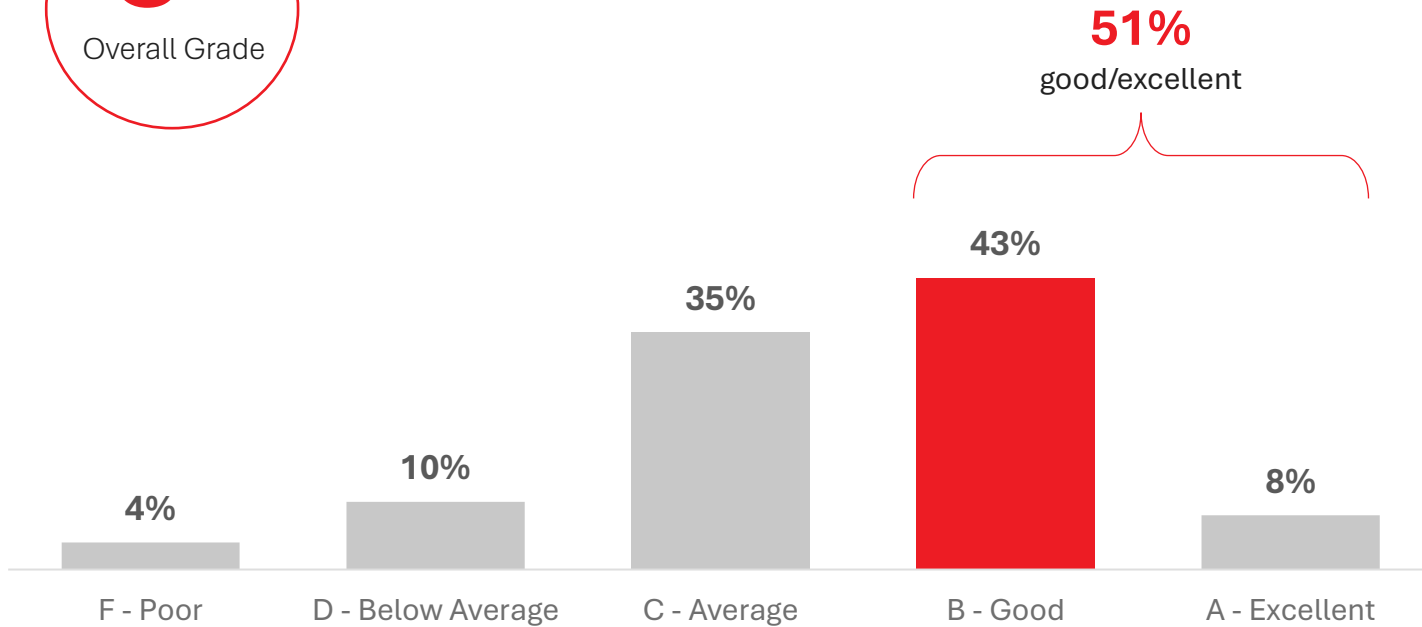
Safety



Overall **Safety** Grade

Just over half rate safety in Mississauga as good/excellent, while over one-third give it a grade of C-average.

C+
Overall Grade



Those **more likely** to grade good/excellent:

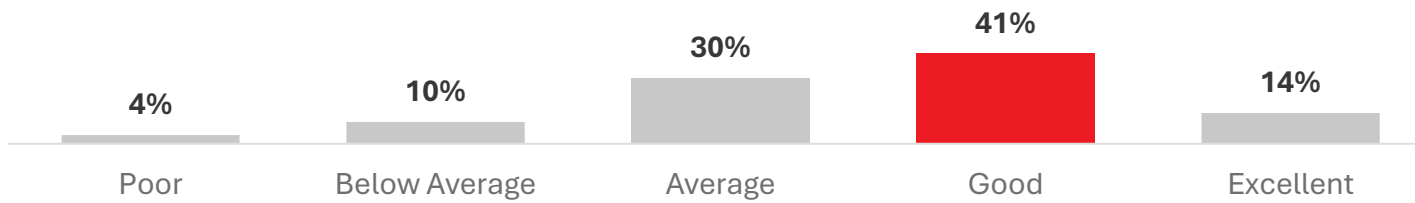
- Males (57% vs. 46% female).
- Those who were not born in Canada (58% vs. 46% born in Canada).
- Those who have lived in Mississauga for 5 years or less (70% vs. 47% 11+ years) .

Base: All respondents (n=546).
Q1g. How would you grade Mississauga when it comes to **safety**?

Rating Aspects of Safety

Safety is a growing concern in Mississauga and is mentioned among the top three issues Mississauga is currently facing. Two-in-five rate the degree of safety in their neighbourhood as good, however about two-thirds indicate crime in Mississauga has increased over the past year.

Please rate the degree to which **you feel safe** in your neighbourhood:

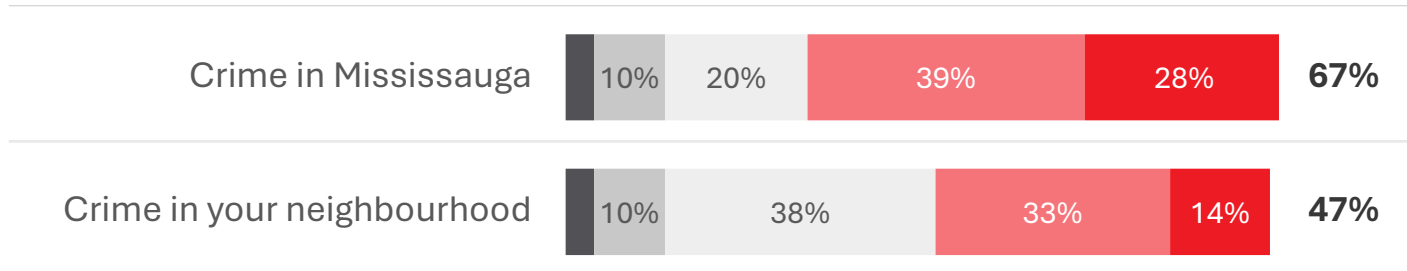


Those **more likely** to rate as good/excellent:

- Those who are BIPOC (61% vs. 51% White).
- Those who were not born in Canada (61% vs. 51% born in Canada).

How have the following aspects changed in Mississauga over the past year?

NET Top 2



■ Significantly decreased ■ Moderately decreased ■ No change ■ Moderately increased ■ Significantly increased

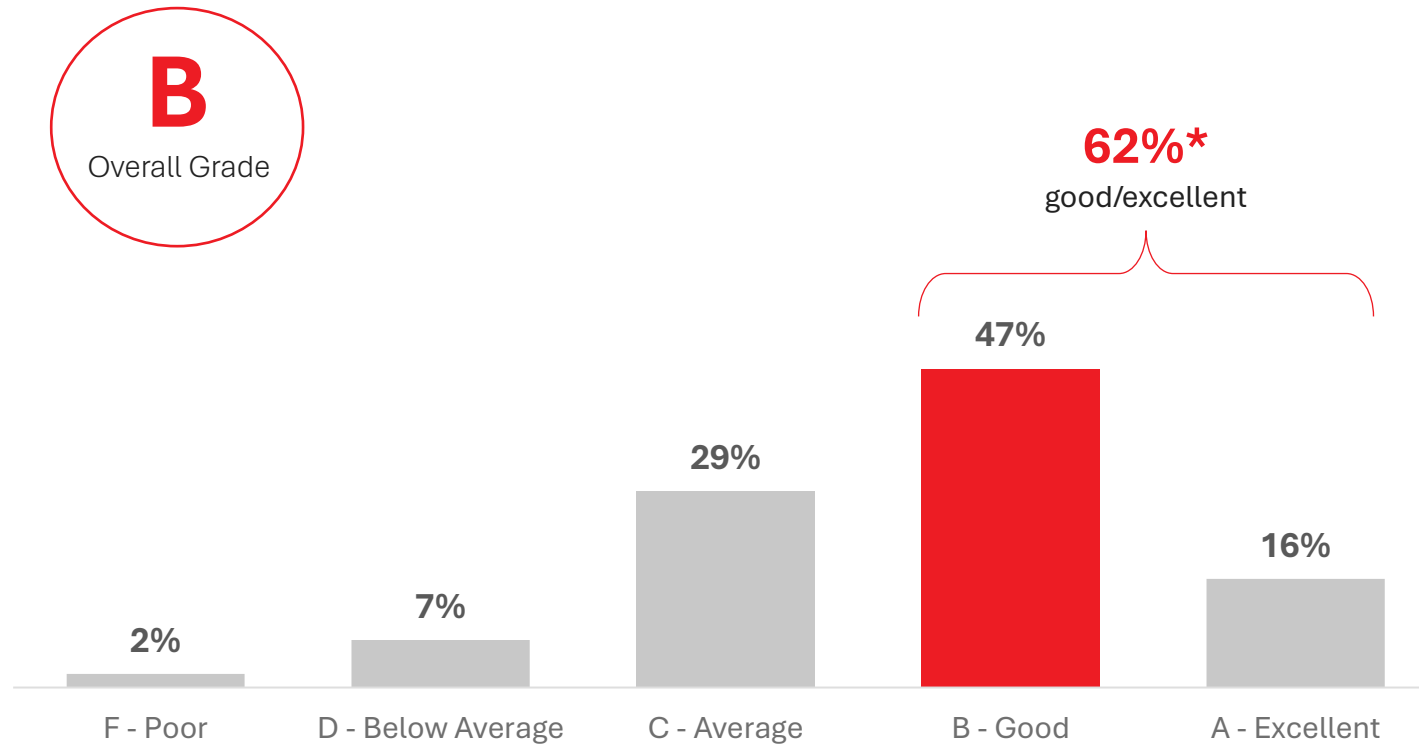
Base: All respondents, excluding not applicable (n=529-541).
 Q12. Please rate the following aspect of **safety** in Mississauga as it applies to you personally.
 Q12b. In your opinion, how have the following aspects changed in Mississauga over the past year?
 Responses 4% or less not labelled.

Sports and Recreation



Overall Sports and Recreation Grade

Three-in-five rate sports and recreation in Mississauga as good/excellent, while over one-quarter give it a grade of C-average.



Those **more likely** to grade good/excellent:

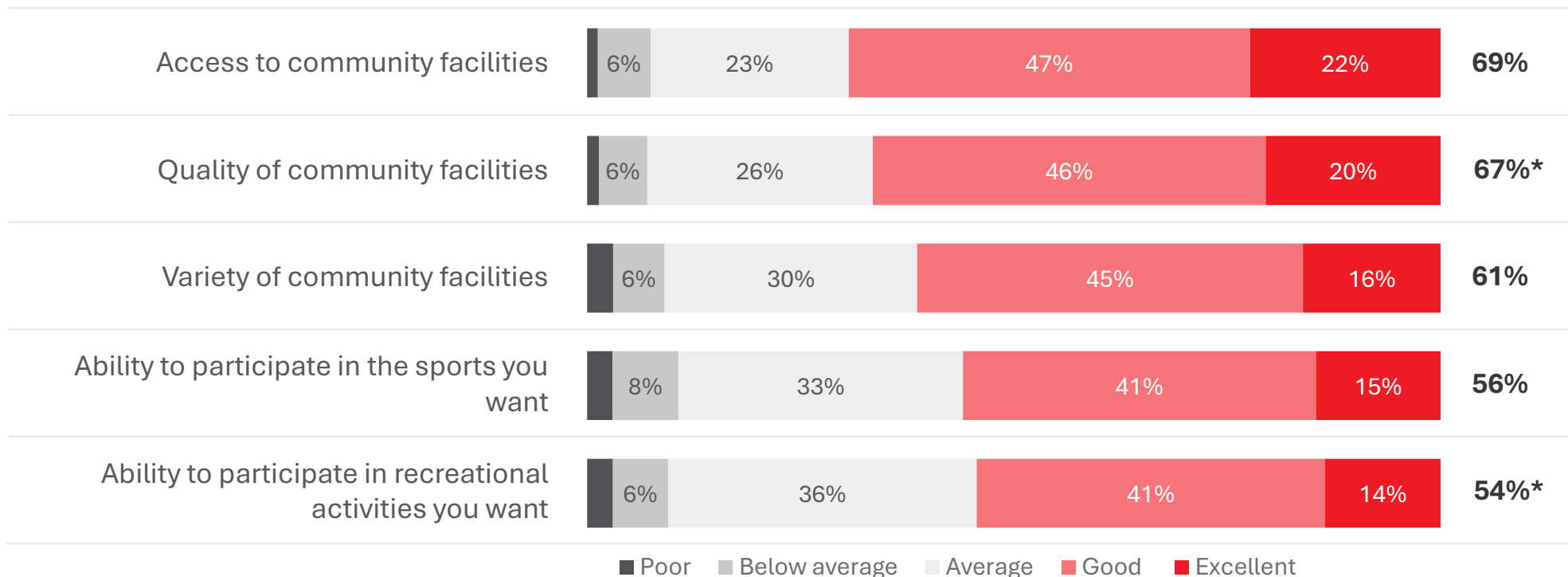
→ Those 55+ (67% vs. 57% 35-54).

Rating Aspects of Sports and Recreation

Access, quality, and variety of sports and recreation in Mississauga are rated highly.

Please rate the following aspects of **sports and recreation** in Mississauga:

NET Top 2



Base: All respondents, excluding not applicable (n=430-527).

Q13. Please rate the following aspects of **sports and recreation** in Mississauga as they apply to you personally.

Responses 4% or less not labeled.

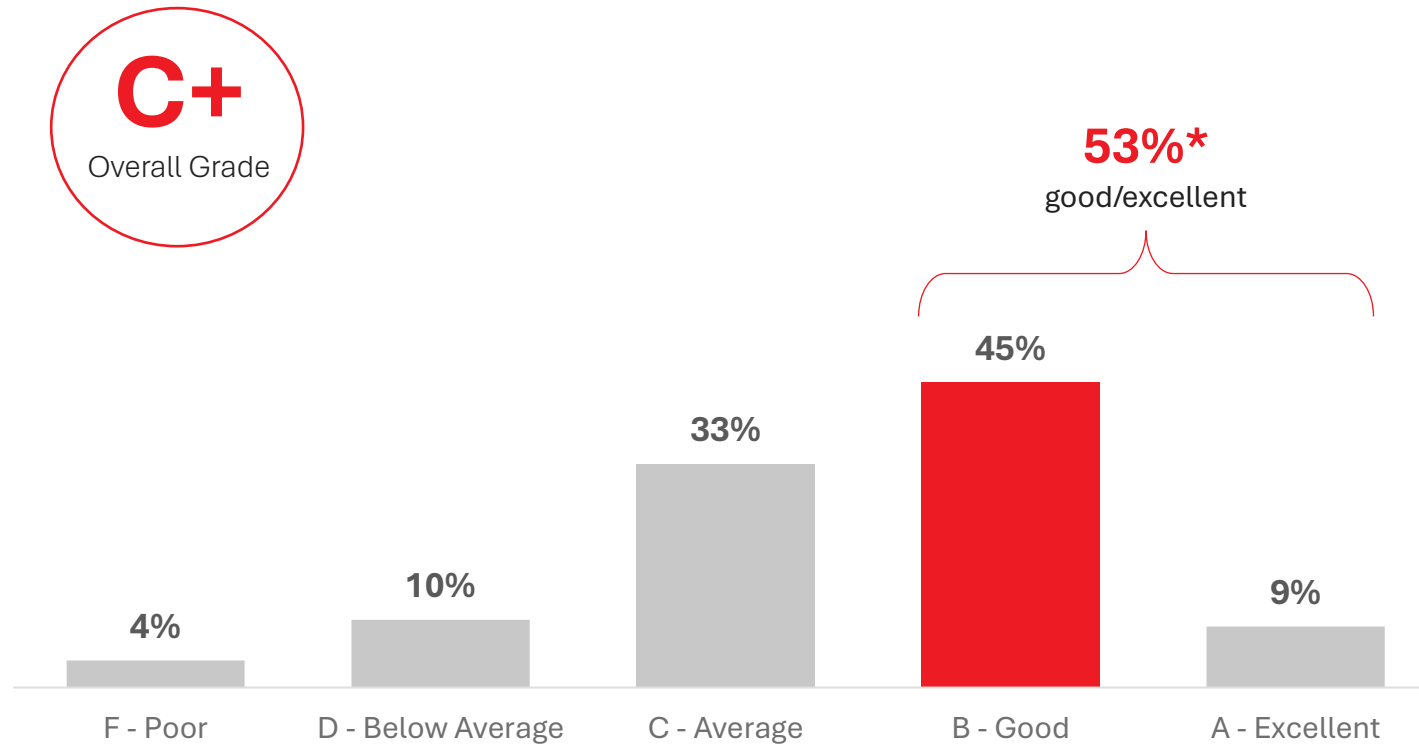
*indicates rounding

Standard of Living



Overall Standard of Living Grade

Over half rate the standard of living in Mississauga as good/excellent, while one-third give it a grade of C-average.

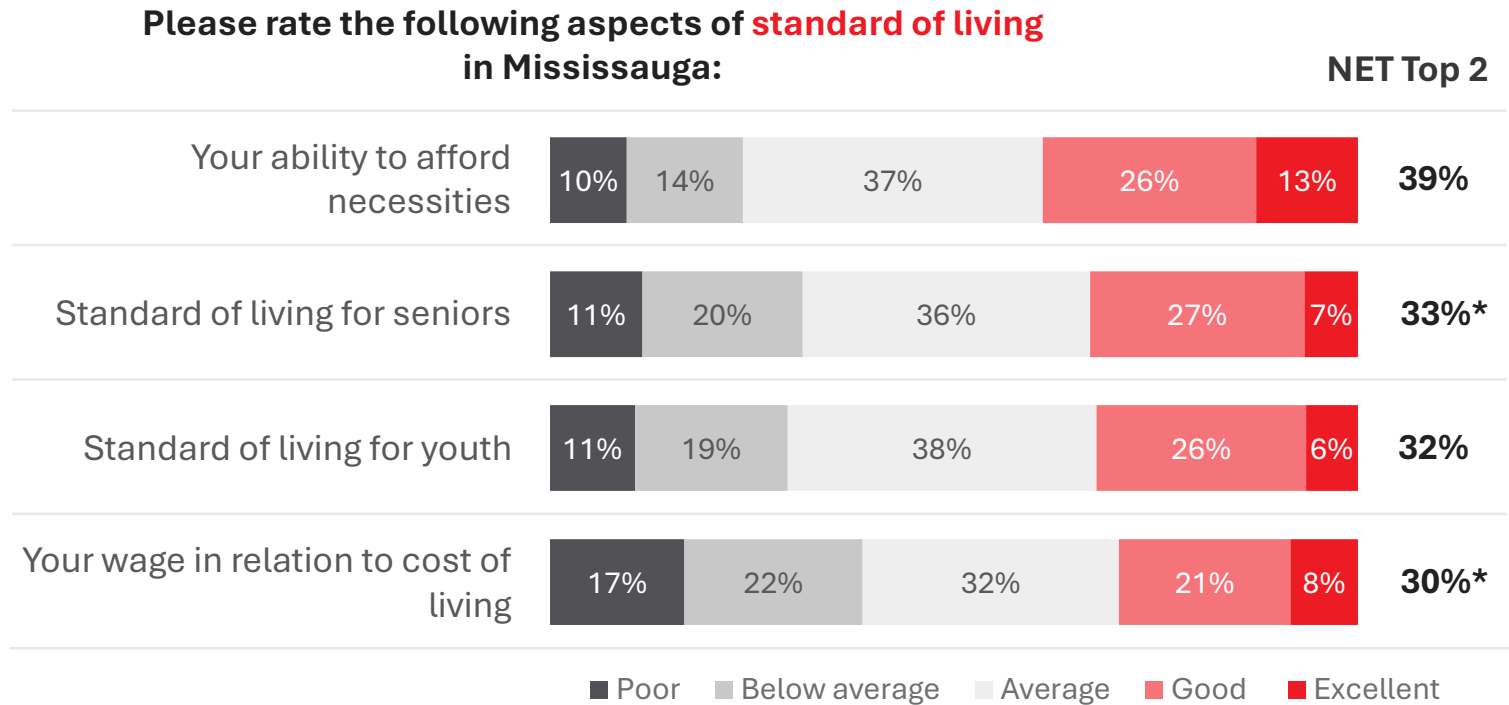


Those **more likely** to grade good/excellent:

→ Males (60% vs. 46% females).

Rating Aspects of Standard of Living

Standards of living for both youth and seniors are rated less highly than overall standard of living in Mississauga. Less than two-in-five rate their ability to afford necessities as good/excellent and nearly two-in-five rate their wage in relation to cost of living as below average/poor.



Those **more likely** to rate as good/excellent:

Ability to afford necessities

- Males (44% vs. 35% females).
- Those with an annual income of \$80k+ (50% vs. 34% \$50k - <\$80k and 23% <\$50k).

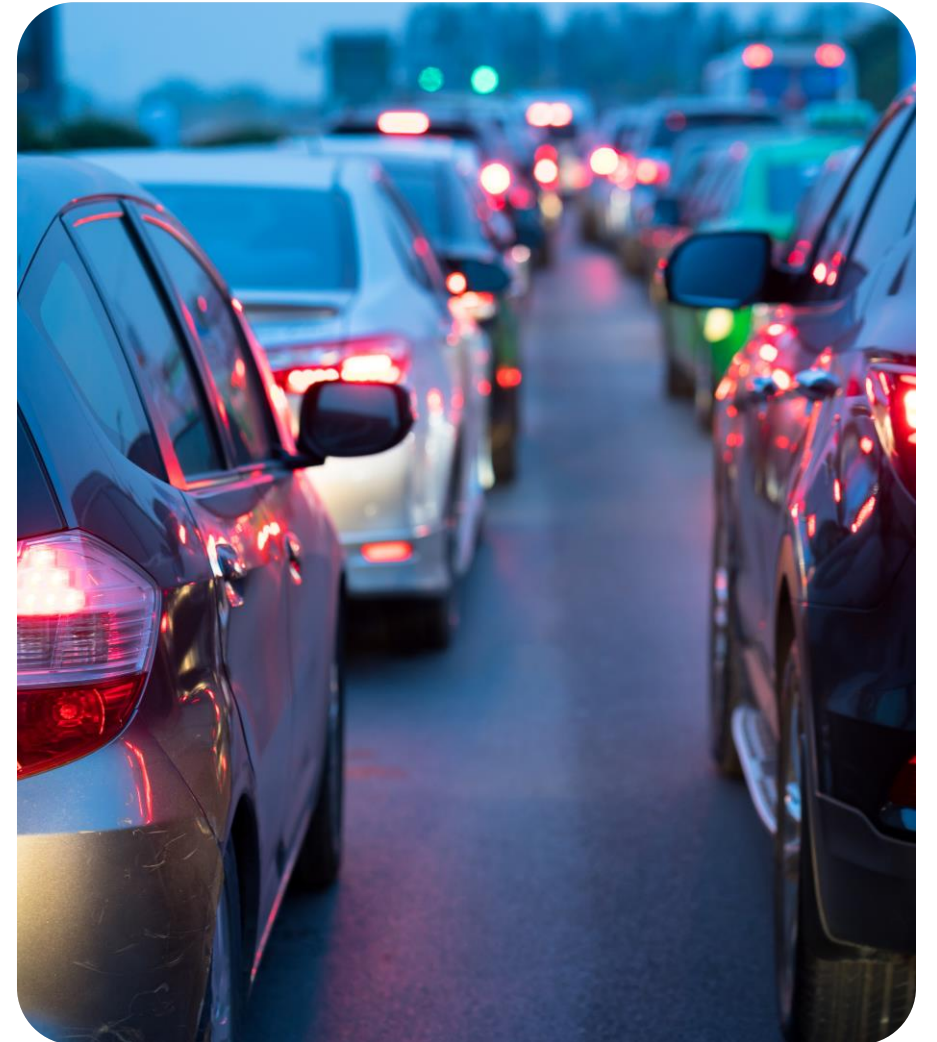
Wage in relation to cost of living

- Males (34% vs. 25% females).
- Those with an annual income of \$80k+ (42% vs. 17% \$50k - <\$80k and 15% <\$50k).
- Those who have lived in Mississauga for 11+ years (32% vs. 17% 6-10 years).

Base: All respondents, excluding not applicable (n=448-532).
 Q16. Please rate the following aspects of **standard of living** in Mississauga as they apply to you personally.

*indicates rounding

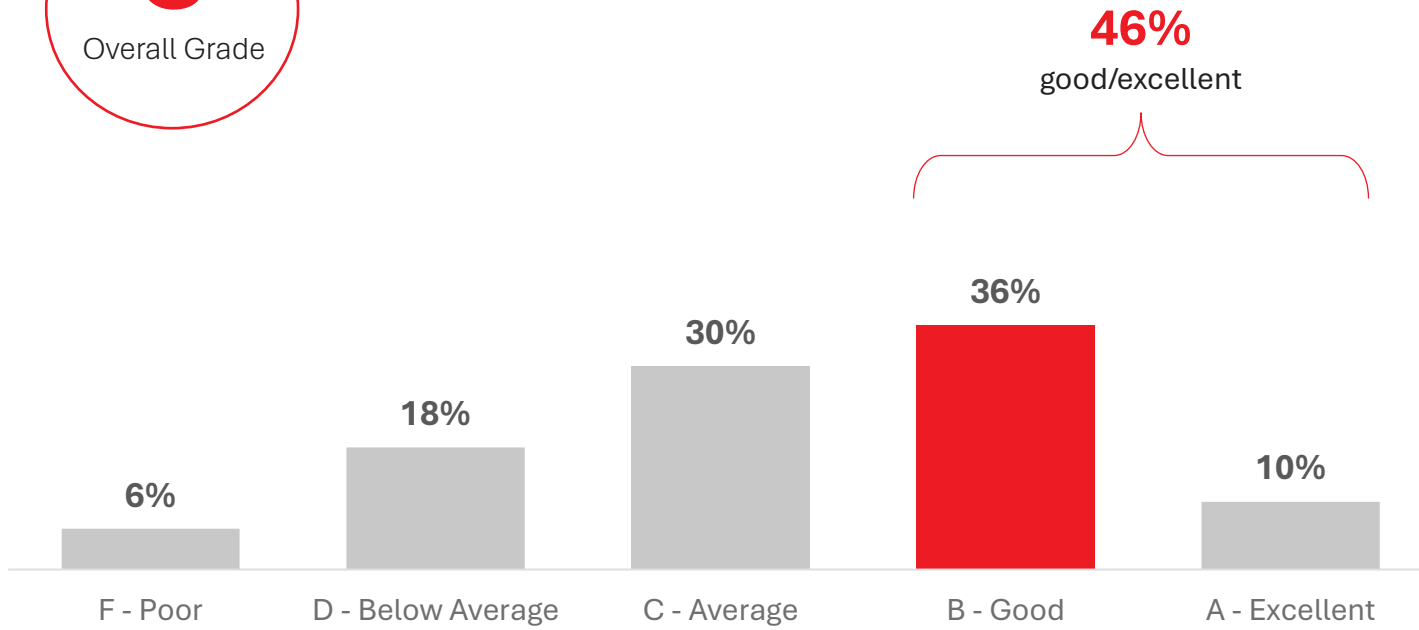
Transportation



Overall **Transportation** Grade

Less than half rate transportation in Mississauga as good/excellent.

C
Overall Grade



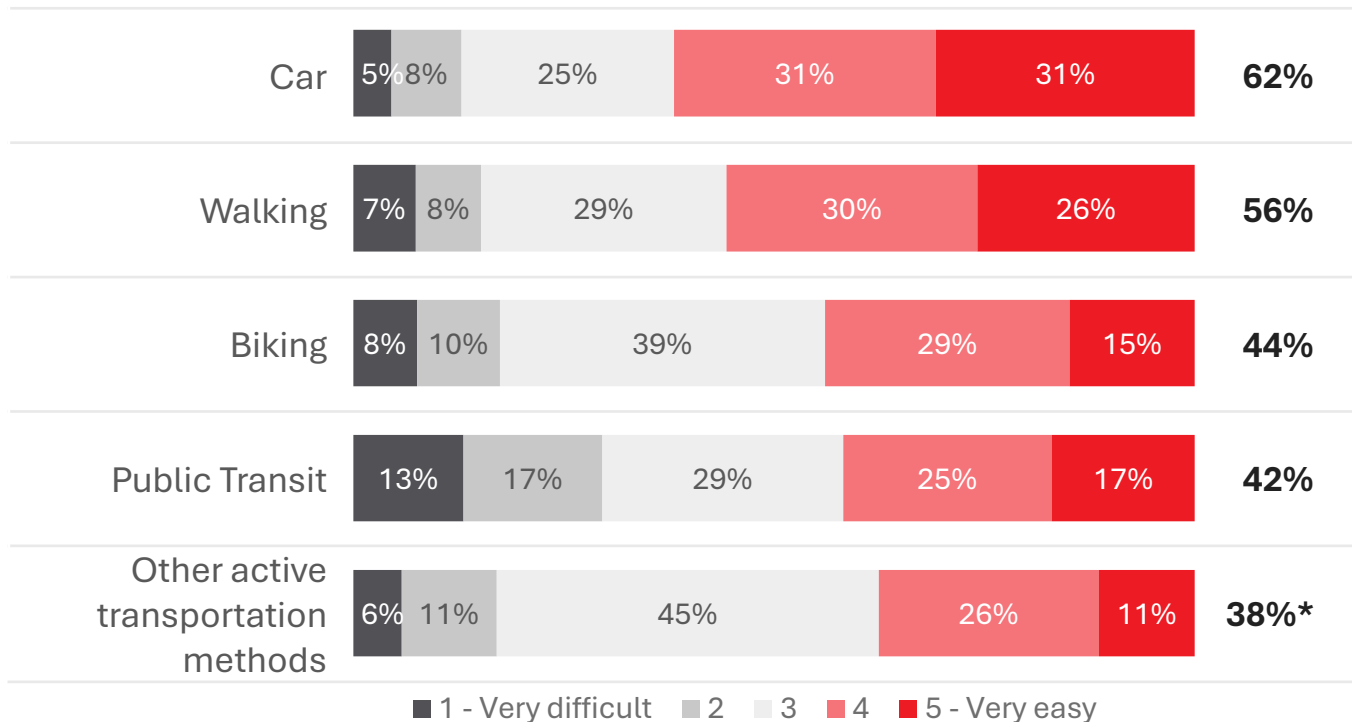
Those **more likely** to grade good/excellent:
 → Those who are BIPOC (52% vs. 40% White).

Base: All respondents (n=546)
 Q1i. How would you grade Mississauga when it comes to **transportation**?

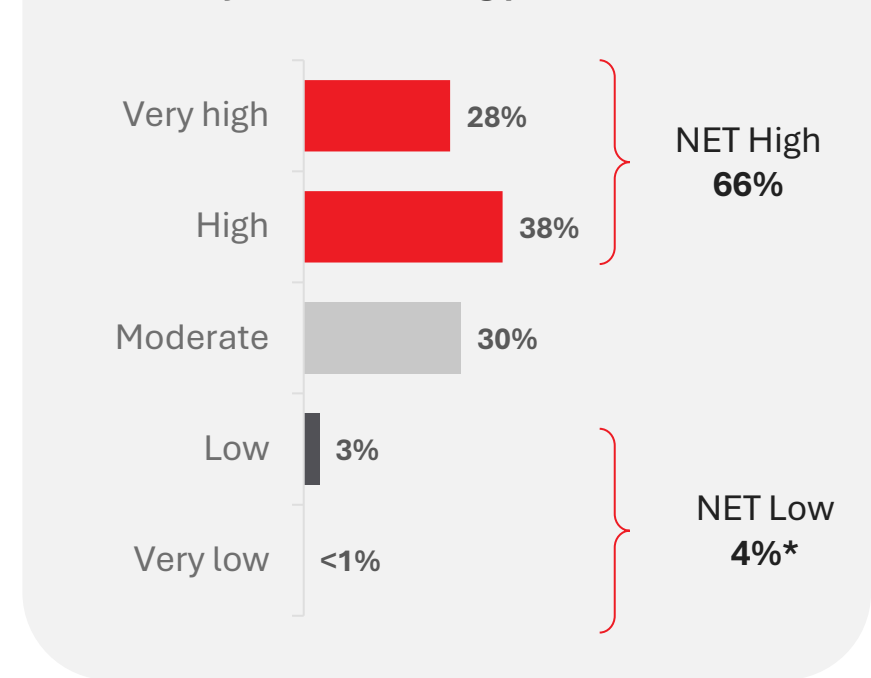
Getting Around Mississauga

Traffic congestion is high during peak times in Mississauga, likely contributing to the lower overall grade. Public transportation was mentioned within the top three ways to make Mississauga better, and just under one-third indicate it is difficult (1,2) to get around this way. Over three-in-five rate getting around Mississauga by car is easiest, followed by walking and biking.

How easy or difficult is it to **get around Mississauga** using the following: **NET Top 2**



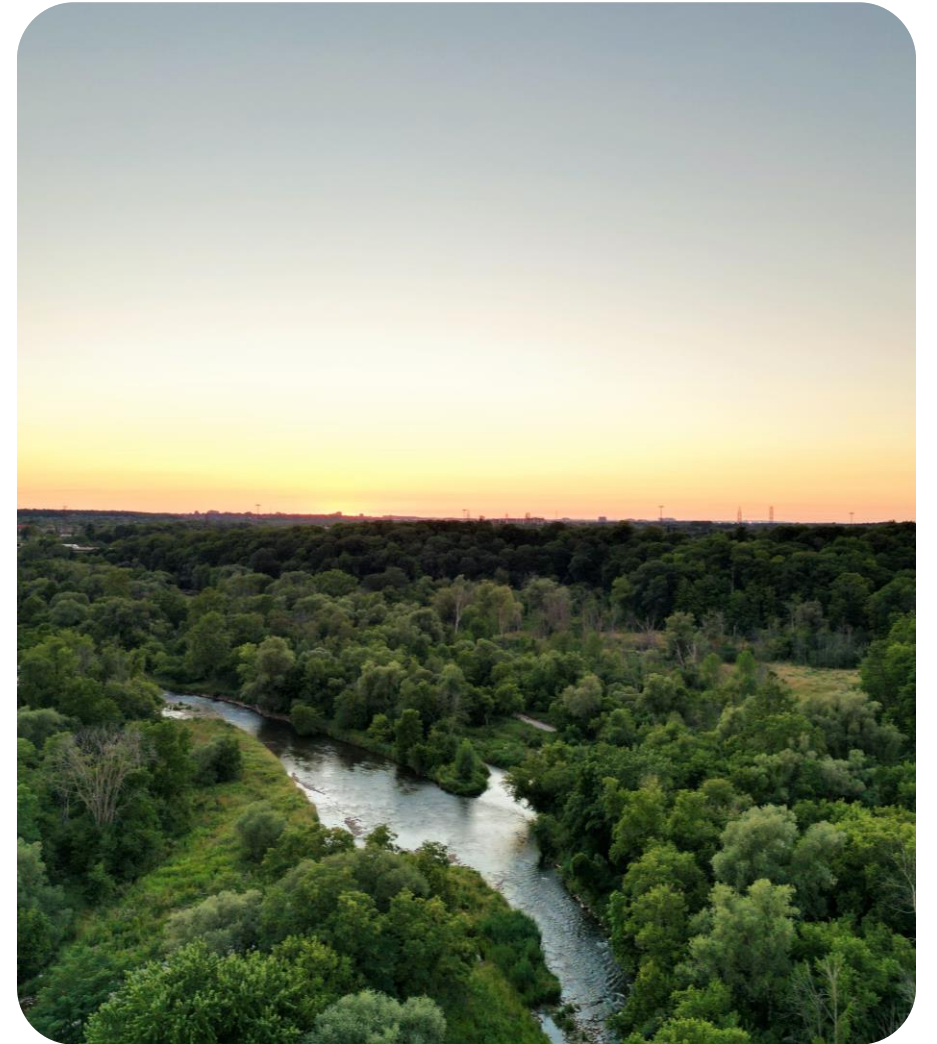
How would you rate the traffic congestion in your area during peak times?



Base: All respondents, excluding not applicable (n=321-541).
 Q14. Please indicate how easy or difficult you feel it is to get around Mississauga using the following transportation methods.
 Q15. How would you rate the traffic congestions in your area during peak times?

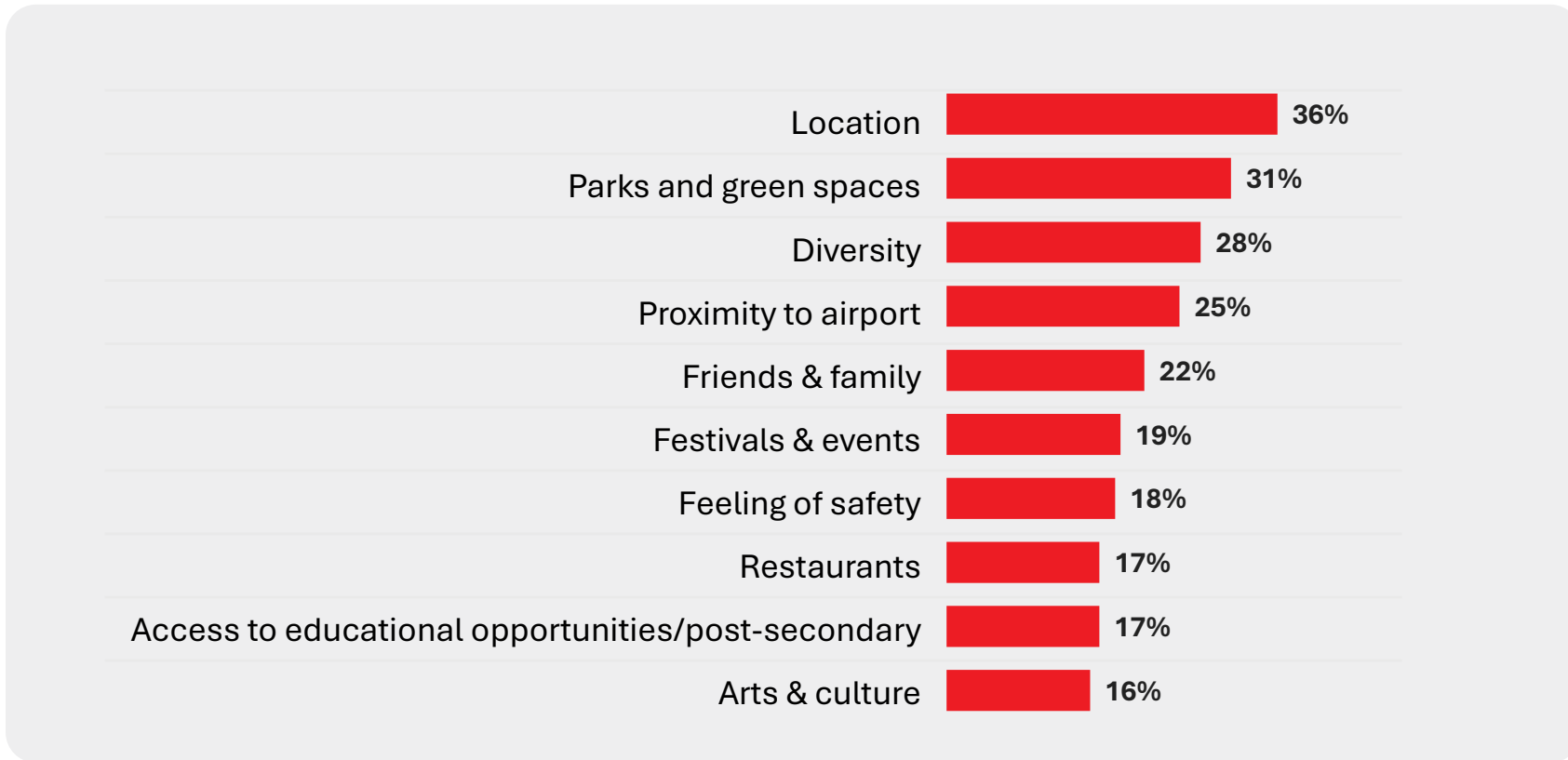
*indicates rounding

Issues and Best Things



Best Things About Mississauga

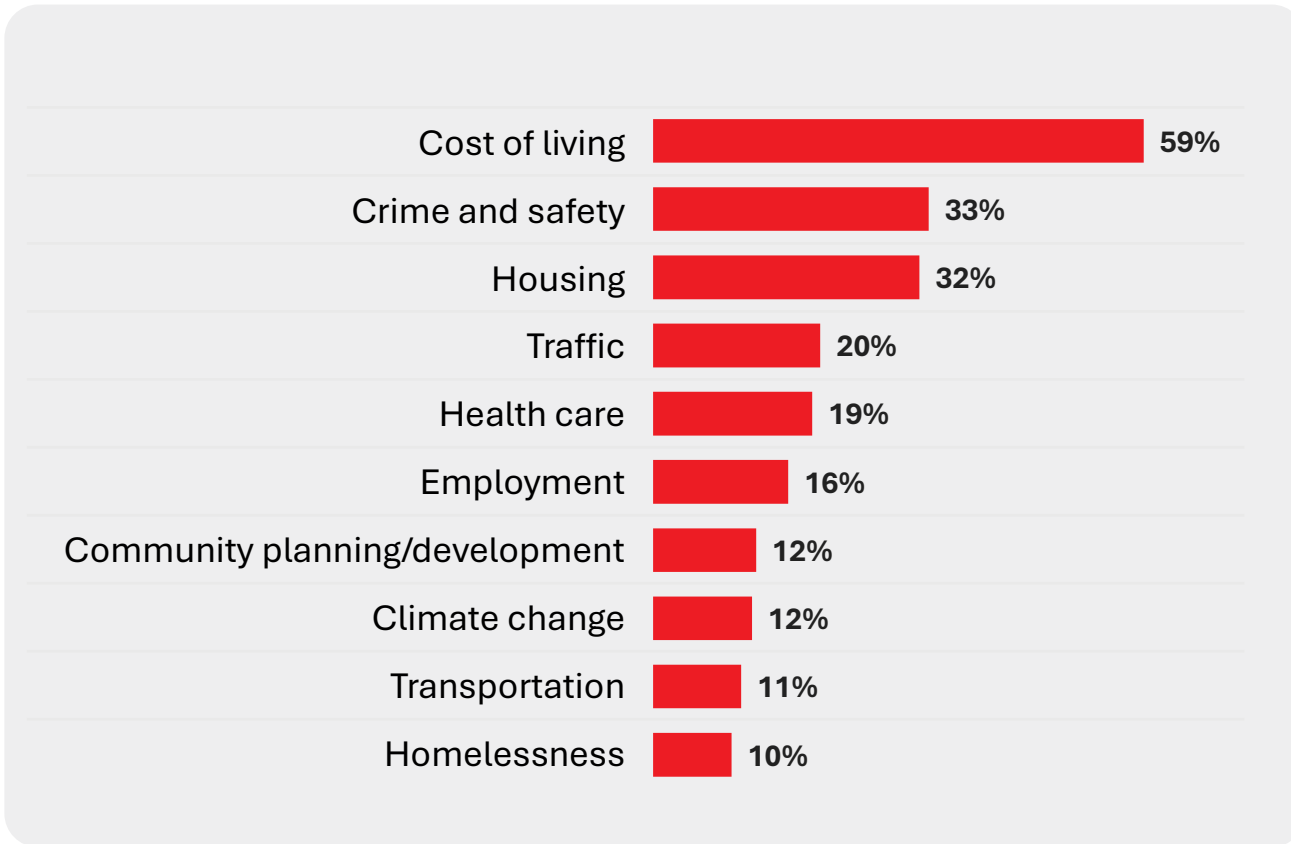
Location, parks and green spaces and diversity are the best things about Mississauga today.



Base: All respondents (n=546).
 Q3. Please select what you think are the three best things about Mississauga today.
 Top 10 responses shown.

Top Issues in Mississauga Today

Cost of living, crime and safety, and housing are the top issues Mississaugans are facing today.



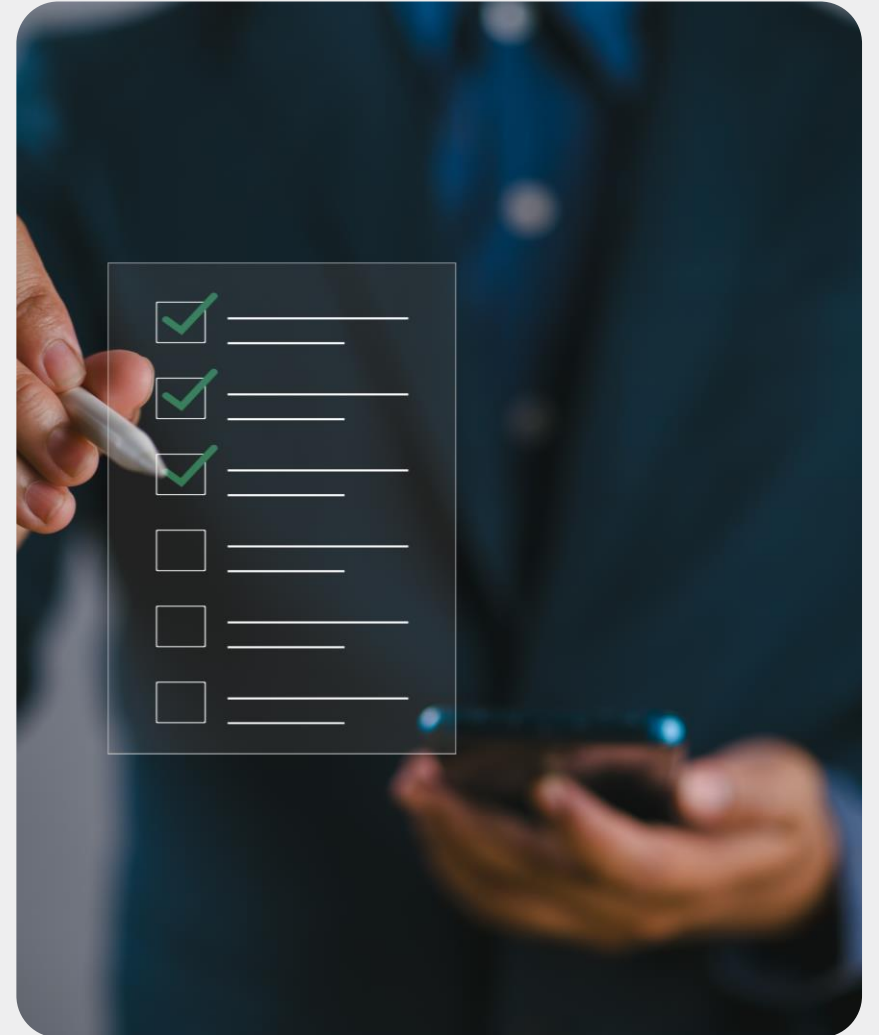
Those **more likely** to indicate **cost of living**:

- Those who are BIPOC (68% vs. 53% White).
- Those with an annual income of <\$50k and \$50k - <\$80k (70% and 68% vs. 56% \$80k+).
- Those who were not born in Canada (66% vs. 56% born in Canada).

Base: All respondents (n=546).
 Q2. Please select what you think are the three most important issues facing Mississauga **today**.
 Top 10 responses shown.

4

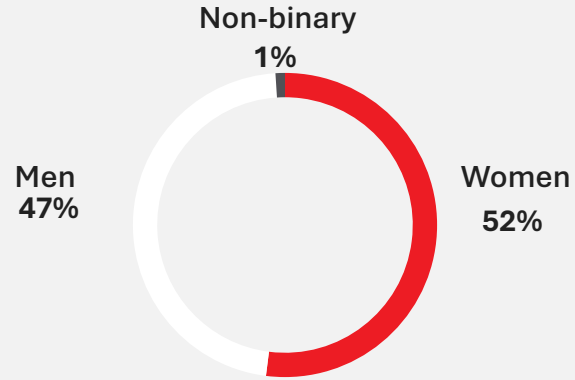
Respondent Profile



Respondent profiles

All respondents, (Base n=546)

Gender

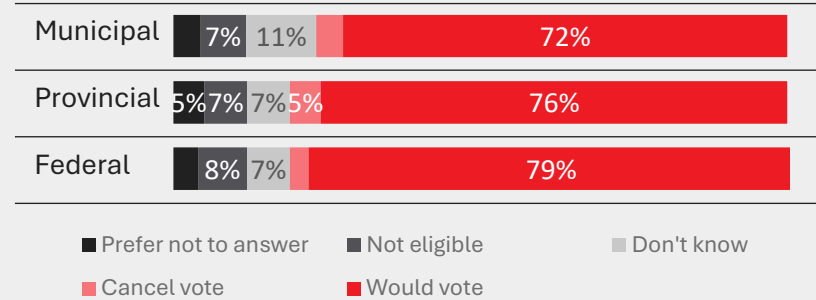


Age

18 to 24 years old	10%
25 to 34 years old	20%
35 to 44 years old	16%
45 to 54 years old	17%
55+ years old	38%

Voting Intentions

Responses less than 4% not labelled.



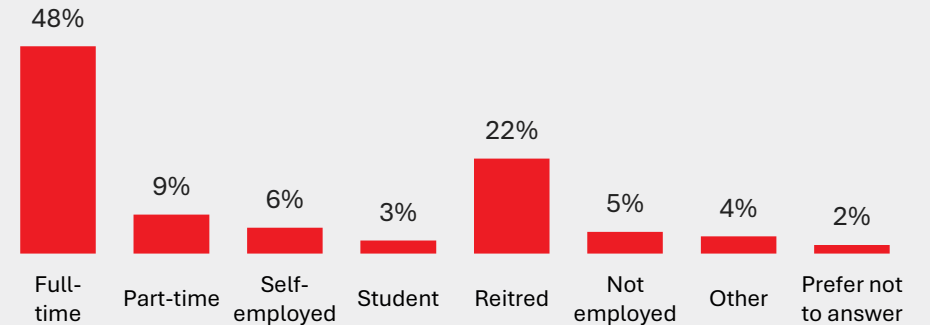
Income

Less than \$20,000	7%
\$20,000 - \$49,999	17%
\$50,000 - \$109,999	35%
\$110,000+	29%
Prefer not to answer	12%

Education

High School or less	12%
Trades certificate or diploma	32%
Bachelor's degree	32%
Degree or certificate above Bachelor's	23%
Prefer not to answer	1%

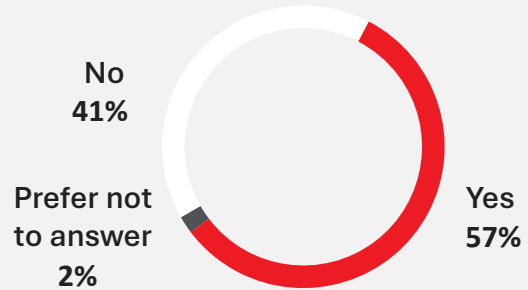
Employment



Respondent profiles

All respondents, (Base n=546)

Born in Canada



Identity



Ethnicity

White	52%
South Asian	21%
Chinese	8%
Black	7%
Filipino	4%
Arab	4%
Latin American	2%
Southeast Asian	2%
West Asian	2%
Korean	1%
Japanese	1%
Indigenous	1%
Other	2%
Prefer not to answer	3%

Tenure in Canada

Those not born in Canada (n=225)

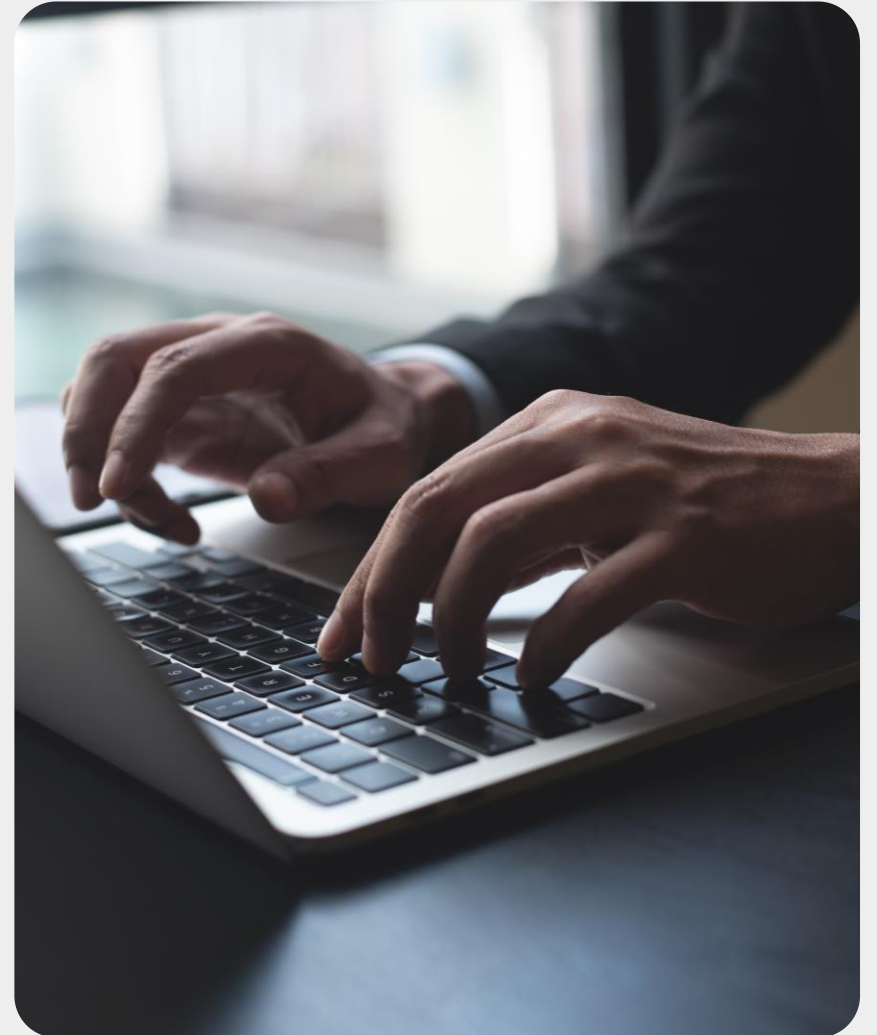
<1 year	4%
1 to 5 years	12%
6 to 10 years	15%
More than 10 years	65%
Prefer not to answer	3%

Tenure in Mississauga

<1 year	2%
1 to 5 years	12%
6 to 10 years	11%
More than 10 years	72%
Prefer not to answer	2%

5

Leger Credentials



Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

600
employees

185
consultants

8
offices

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EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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