



BUILDING MARKHAM'S FUTURE TOGETHER

Summary of Public Engagement & Research



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PURPOSE

This report summarizes the findings from research conducted in support of the Building Markham's Future Together (BMFT) Council Strategic Plan 2015-2019. The purpose of this report is to confirm the strategic areas of focus for the Council Strategic Plan 2015-2019 and to establish any new areas of focus based on resident feedback regarding the municipal services received.

This document summarizes data collected from the following research:

1. MetroQuest Public Engagement Tool Outcomes
2. Community Ranking
3. Findings
4. Satisfaction Survey Results
5. Demographic Results
6. Community Segmentation Results

EXECUTIVE SUMMARY

Building Markham's Future Together was developed in 2008 and since that time most of the action plans associated with the seven strategic areas of focus have been completed. Through the development of Council's Strategic Plan with a series of Council and Senior Staff training and education sessions held from February to May 2015, Building Markham's Future Together is currently under review. In an effort to inform through public engagement a MetroQuest BMFT survey was created to gauge public input regarding the importance of specific strategic objectives to Markham residents, business owners and individuals who work in the City. The survey was administered from July to early October 2015 through direct public engagement (face-to-face) and online social media campaigns.

The core objective is to inform and educate residents and stakeholders on Building Markham's Future Together 2015 to 2019, while seeking resident and stakeholder confirmation of the direction and support for outcomes. Over four months volunteers connected with a diversity of residents seeking out new voices. Public engagement events included GlobalFest, Night It Up, RBC Milliken Children's Festival, Markham Fair, and various Community Centres and Library's and Senior Centres. The online campaigns involved online citizen engagement, information posted on markham.ca and social media marketing.

The analysis of the data collected from the BMFT Survey supports the Goals, Objectives and Action Statements developed during the Council and Senior Staff training and education sessions. The four aspiration Goals are Exceptional Services by Exceptional People, Engaged, Diverse and Thriving City, Safe and Sustainable Community and Stewardship of Money and Resources. The survey highlights seven strategic objectives related to the goals and asked respondents to rank the top four strategic objectives based on importance.



METROQUEST PUBLIC ENGAGEMENT TOOL

From July 7 to October 7, 2015 staff went to where the people were and with the help of 12 volunteers, attended a number of community events to seek input on the draft BMFT 2015-2019 Strategic Plan. The survey was conducted using the MetroQuest public engagement website tool.

Public Engagement Program – Going to Where the People Are

The June 23rd General Committee decision included a direction to staff to provide engagement opportunities across the City throughout the Summer and Fall of 2015 to solicit community feedback from a broad cross-section of residents and businesses.

This Community Engagement program was developed to inform, educate and provide opportunities for input by residents and stakeholders on *Building Markham’s Future Together 2015-2019 Council Strategic Plan*.

Public feedback was obtained through an online survey and presence at various key community events and locations in the City. In addition to the survey, an online campaign was implemented with information posted on www.markham.ca and social media marketing. Staff and volunteers were present at GlobalFest, Night It Up, Unionville Jazz Festival, RBC Milliken Children’s Festival, Markham Fair, seniors centres, and various community centres and libraries.

The Public Engagement Program concluded in October with a Public Open House and Information meeting, providing an additional opportunity to further engage residents and businesses. Over 70 people were in attendance to ask questions, get further clarification on the draft strategic plan, and complete the on-line survey.

Results of the Public Engagement Program

It is important to note that the Strategic Objectives set out in the survey tool were not identical to the BMFT 2015 – 2019 Strategic Plan Strategic Objectives. Rather, the Strategic Objectives were condensed to be more understandable to the public. The following chart shows the difference between the BMFT Strategic Objectives and the Survey Strategic Objectives:

BMFT Strategic Objectives	Survey Strategic Objectives
1. Improving Customer Service	1. Improving Customer Services and Transforming Services Through Technology and Innovation
2. Transforming Services Through Technology and Innovation	
3. Strengthening Organizational Capacity and Effectiveness	N/A (Internal Objective)
4. 5. Increasing Community Engagement	2. Increasing Community Engagement & Ensuring Markham is Welcoming and Inclusive



6. Ensuring Markham is Welcoming and Inclusive	
7. Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries	3. Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries
8. Managing our Transportation and Road Network	4. Managing our Transportation and Road Network
9. Managing Growth in Markham	5. Managing Growth in Markham
10. Ensuring the Reliability of the Corporation's Services	N/A (Internal Objective)
11. 12. Ensuring a Fiscally Prudent and Efficient Municipality	6. Ensuring a Fiscally Prudent and Efficient Municipality and Increase Transparency and Accountability
13. Stewardship of the City's Assets	
14. Increasing Transparency and Accountability	
15. Protecting and Respecting Our Built and Natural Environment	7. Protecting and Respecting Our Built and Natural Environment

The Action Statements set out in the survey tool were also a more “user friendly” version of the Action Statements included in the draft 2015-2019 Strategic Plan, to facilitate survey response. For example, the 2015-2019 Strategic Plan Action Statement “Develop Corporate Volunteer Management Program” was reworded to “Volunteerism- Provide easy access and meaningful volunteer opportunities for residents”. While the full 2015-2019 Strategic Plan includes forty-nine Action Statements, only thirty-five Action Statements were included in the survey, The remaining Action Statements were not included because they are corporate, internal actions and did not require public input, e.g., “Implement a corporate People Plan - to put into place critical people-related actions to support direction of organization” or “Update and communicate Departmental Service Standards”

The survey statements were carefully drafted to align with 2015-2019 Strategic Plan objectives and Action Statements (see Appendix A), and to enable a reliable analysis of results.

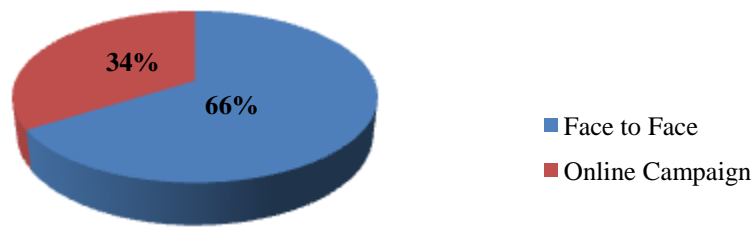
The total number of surveys completed by Markham residents, business owners, and individuals employed in the City were 1,965. Approximately 66% (1297) of the responses were obtained in-person through the City's presence at various community events and locations. The online campaigns involved online citizen engagement, information posted on markham.ca and social



media marketing. Contributions from online campaigns totalled approximately 34%, or 668 of the total number of responses:

During the public engagement campaign, 1965 residents, business owners and individuals employed within the City of Markham participated in the BMFT survey. Sixty-six (66) per cent of the total responses (1297) were obtained from face-to-face interaction. The online campaigns involved online citizen engagement, information posted on markham.ca and social media marketing. Contributions from online campaigns totalled 34 per cent or 668 responses.

Community Engagement



Strategic Objectives – Ranking

The survey respondents were asked to rank their top four Strategic Objectives out of seven presented. The chart below shows that “Managing our Transportation and Road Network” was placed in the top four by the majority of respondents (81.9%). The chart also shows that “Improving Customer Services and Transforming Services Through Technology and Innovation” was placed in the top four by the lowest percentage of respondents (31.8%).

Overall Rank	Percentage	Total Resident Response	Strategic Objective
1	81.9%	1609	Managing our Transportation and Road Network
2	68.4%	1344	Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries
3	67.9%	1334	Protecting and Respecting Our Built and Natural Environment
4	65.3%	1283	Managing Growth in Markham
5	47.9%	942	Ensuring a Fiscally Prudent and Efficient Municipality and Increase Transparency and Accountability
6	35.4%	696	Increasing Community Engagement & Ensuring Markham is Welcoming and Inclusive
7	31.8%	624	Improving Customer Services and Transforming Services Through Technology and Innovation
Total		7832	

There is strong agreement among survey respondents on the most significant strategic objectives. The top four strategic objectives identified in the survey (managing our transportation and road network; promoting Markham as the best place in Canada to invest and locate knowledge based industries; protecting and respecting our built and natural environment; and, managing growth in



Markham) ranged from 1283 to 1609 of 1965 top four responses. The three additional strategic objectives (ensuring a fiscally prudent and efficient municipality and increase transparency and accountability; increasing community engagement and ensuring Markham is welcoming and inclusive; and, improving customer services and transforming services through technology and innovation) attribute a range of 624 to 942 top four responses.

Participants had the opportunity to evaluate the Action Statements associated with each draft strategic objective. Using a *weighted average, all listed Action Statements (35 in total) were identified, on average, as either important or very important in the survey (see Appendix B for details). Participants were asked to review the statements for each strategic objective and indicate on a scale of 1 - 5 stars how strongly they agree or disagree on the importance of the Action Statement:

-  (1-star)= *Not Important at All*
-  (2-star)= *Not Very Important*
-  (3-star)= *Important*
-  (4-star)= *Very Important*
-  (5-star)= *Extremely Important*

The average weighted* importance ranking of each action items under the strategic objectives is provided in the following section. Comments included in the following summaries reflect participant survey responses.

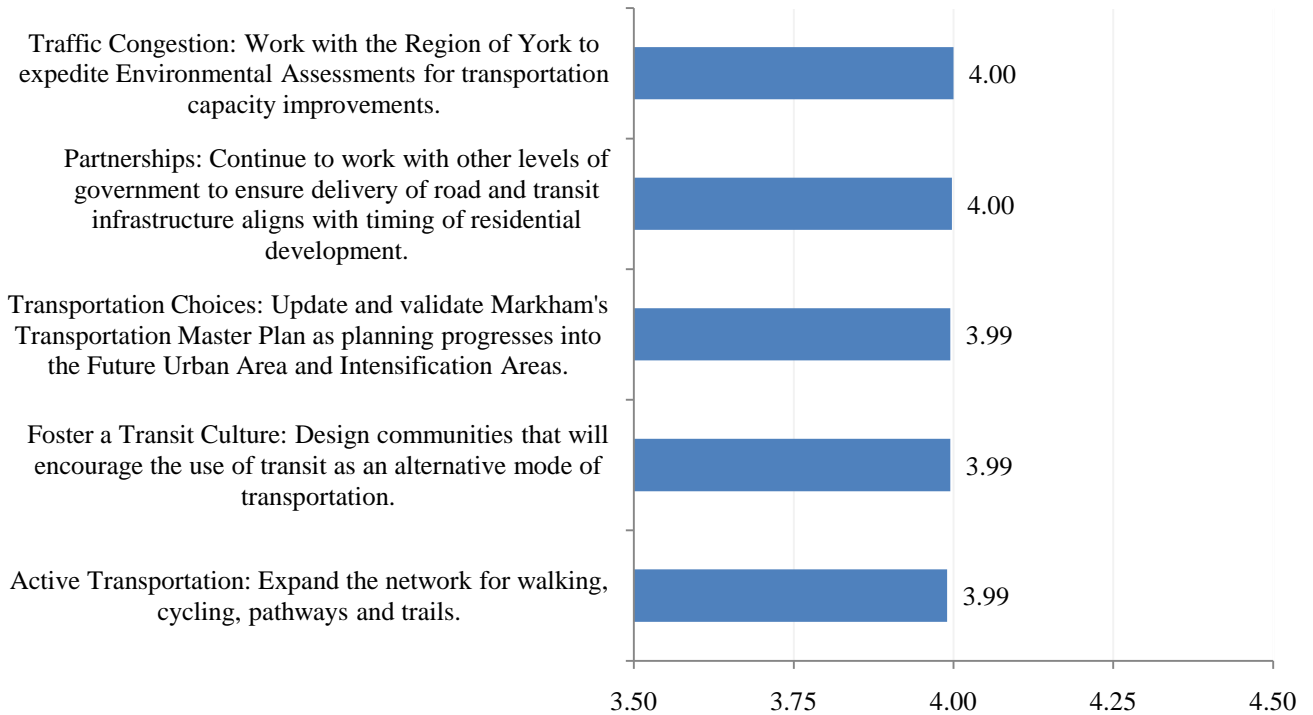
*Weighting Methodology

- Not Important at All (1-star) = 1 point
- Not Very Important (2-star) = 2 points
- Important (3-star) = 3 points
- Very Important (4-star) = 4 points
- Extremely Important (5-star) = 5 points



Managing our Transportation and Road Network

This strategic objective is most important to survey respondents. 1609 of 1965 respondents ranked transportation and transit in their top four as a top priority. The survey statements on traffic congestion and partnerships are identified as very important (4-star rating) to participants, while transportation choices, fostering a transit culture and active transportation are identified as important (3-star) by a small margin. This result reinforces transportation and transit as the largest area of importance.



Important <4.0
Very Important 4.0+

Traffic Congestion

Traffic congestion is identified as the contentious issue within this priority, it is clear that rapid growth in the Greater Toronto Area, York Region and Markham has resulted in many transportation challenges. Respondents propose the installation of more roundabouts, enhanced traffic light synchronization and road widening as methods to alleviate traffic delays. The City of Markham will continue to work with the Region of York to expedite Environmental Assessments for transportation capacity improvements.

Partnerships

The City must continue to work with York Region, Metrolinx and other levels of government agencies including Toronto, GoTransit and other stakeholders to address transit challenges. Collaboration with partners ensures that the delivery of road and transit infrastructure aligns with the timing of residential development. Integration amongst several transit networks, more



frequent YRT general operation in new developments, TTC expansion into major intersections (TTC/YRT/GO/VIVA) and subway expansion will enhance Markham transportation.

Transportation Choices

Continuing to develop rapid transit infrastructure and create transit-friendly policies in all aspects of City planning remains a priority. Together, building an integrated Greater Toronto Area transit system and road network will address road improvements for local and regional roads. This requires an updated and validated Markham Transportation Master Plan as planning progresses into the Future Urban Area and Intensification Areas.

Foster a Transportation Culture

Designing communities that encourage the use of transit as an alternative mode of transportation is important to the future growth and sustainability of Markham. We need to continue working with our partners to provide incentives for public transit use during peak times and investigate reduced transit fees for youth and seniors.

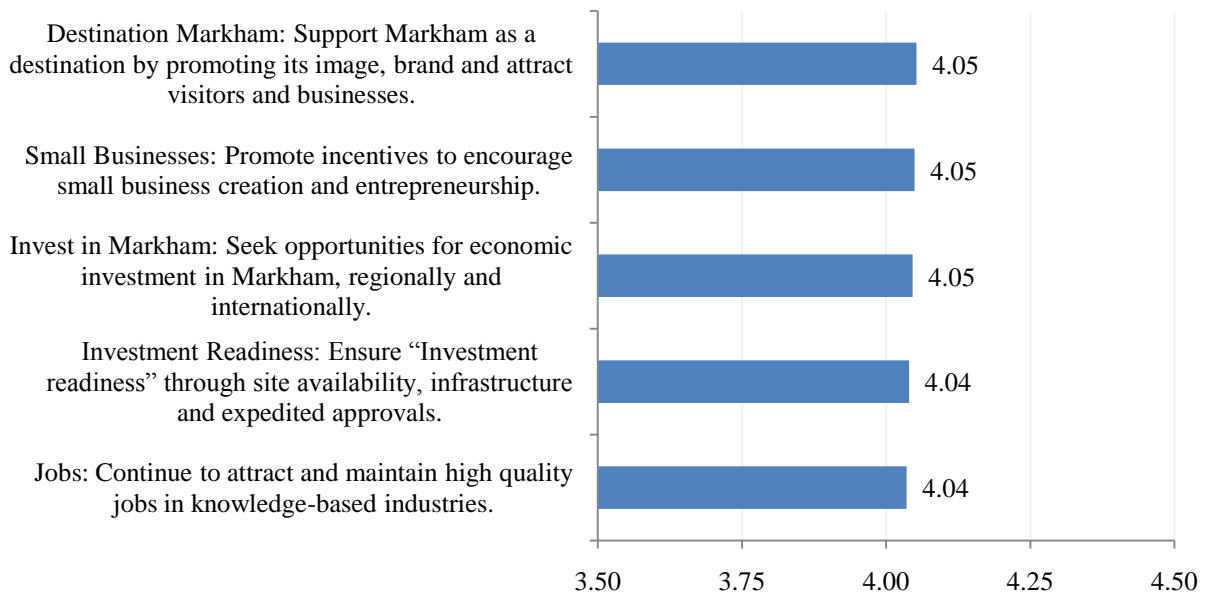
Active Transportation

Participants comment on network expansion for walking, cycling, pathways and trails. More bike lanes and interconnected route networks promote healthy lifestyles for residents.



Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries

This strategic objective focuses on providing a competitive economy to sustain the financial health of residents, businesses and the municipality. All Action Statements under this strategic objective are very important (4-star rating) and 1344 of 1965 respondents ranked economic development as a top four priority. Markham’s economic development strategy continues to be engaging, creative and innovative.



Important <4.0
Very Important 4.0+

Destination Markham

Markham is respected locally and known internationally for its cooperative and innovative approach to building business and cultural relationships. Markham continues to provide access to the Canadian market as well as a potential gateway to wider North American markets as a result of a strong economy and business development. This supports Markham as a destination by promoting its image, brand and attracts visitors and businesses.

Small Business

Continuing to attract and maintain high quality jobs in knowledge-based industries, promoting incentives to encourage small business creation and entrepreneurship while investing in Markham are areas of emphasis. Providing tax breaks and incentives for small business will help strengthen the Markham economy and community as a whole.

Invest in Markham

Markham is one of Canada’s leading centers of the new knowledge-based economy and continues to perform as a top-tier municipality. This positive performance of the high-tech sector has proven



to be a key economic driver of Markham's economy. Respondents have stressed the importance of investing in knowledge based high-tech industries and continuing on as Canada's High-Tech Capitol. Markham will continue to seek opportunities for economic investment in Markham, regionally and internationally.

Investment Readiness

Markham has an excellent opportunity to ensure investment readiness through site availability, infrastructure and expedited approvals. By leveraging the competitive advantages of an expanding market, excellent infrastructure, effective transportation links, and a welcoming pro-business attitude, Markham is attracting business investments from across Canada and around the world.

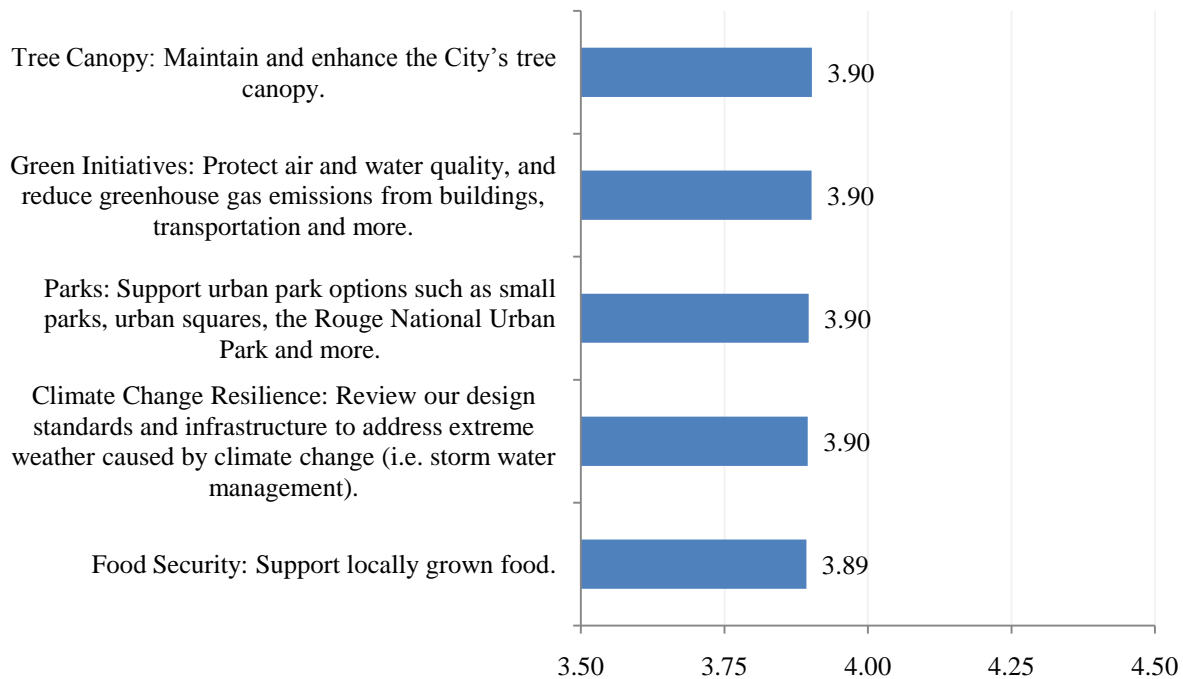
Jobs

Respondents comment on keeping professionals in Markham. There is a need to provide more local job opportunities within Markham and many young professionals are relocating elsewhere due to opportunity and convenience in proximity to their job. The goal remains to attract and maintain high quality jobs in knowledge-based industries.



Protecting and Respecting our Built and Natural Environment

With the economic and population growth expected for Markham it is critical to ensure that the growth is managed effectively in relation to the natural environment. Promoting the protection of agricultural lands and the changing environment requires a strategy to promote a safe and sustainable community. All Action Statements under this strategic objective are cited as important (3-star rating) and 1334 of 1965 respondents selected built and natural environment as a top four priority.



Important <4.0
Very Important 4.0+

Tree Canopy

Both in new and small communities, respondents want enhanced walkability in their community and the City to continue to plant trees. More bike trails and bike lane routes assist in the connection of parks and various green spaces. In consideration of the Emerald Ash Borer issues, the continued tree replacement programs and education remain a priority.

Green Initiatives

Establishing green initiatives and continued leadership in environmental standards continues to be a priority. Markham needs to protect air and water quality, and reduce greenhouse gas emissions from buildings, transportation and more. The BMFT 2015-2019 Strategic Plan will continue to build on existing programs to improve parks, streets and natural areas with the intention to enhance beautification.



Parks Expansion and Green Spaces

The Green Print strategy for Markham includes a continued focus on maintaining and enhancing the City's tree canopy while supporting urban park options such as small parks, urban squares, the Rouge National Urban Park and more.

Climate Change Resilience

Markham reviews design standards and infrastructure to address extreme weather caused by climate change (i.e. storm water management). The City of Markham is a leader in environmental protection, enhancement and sustainability, while balancing economic prosperity, growth, and the social and cultural health and vibrancy of our communities.

Food Security

Proper land management and reinforcing the Green Belt helps promote a sustainable community. Community gardens, seed programs (permaculture) and other sustainable green initiatives promote urban agriculture and support locally grown food.



Managing Growth in Markham

Markham is one of the fastest growing municipalities in Canada. Growth management was the fourth most commonly selected strategic objective. 1283 of 1965 respondents selected Growth Management as one of their top four priorities and all of the reference action items listed below have been determined as important (3-star rating) to participants.



Important <4.0
 Very Important 4.0+

Parks & Streetscapes

Create parks and streetscapes that ensure the public realm (parks, open spaces and streetscapes) is of high quality and is pedestrian focused. Participants called for a blend of environmental conservation programs and integrated land use to address their environmental priorities.

Comprehensive Zoning By-law

Markham's Comprehensive Zoning By-law will reflect land use permissions in the Official Plan and guides high quality development. Approximately 1100 site specific amendments have also been approved by Council to facilitate development in the City. A new Official Plan to guide development in the City to 2031 was approved by the Region in 2014, and is under appeal to the OMB. In addition to working through the appeals, Markham will focus on implementing the new Official Plan through the preparation of Secondary Plans for the Future Urban Area and intensification areas within the current urban boundary.



Housing Choices

Building complete communities promotes a high quality of life for residents of all ages by increasing the diversity and quality of choices for housing. Low-income families and seniors citizens groups require diverse housing options within Markham. Residents report concern over housing affordability and inability to invest in the expensive housing market. Complete communities involve incorporating healthy active living, excellence in community design, efficient infrastructure and providing a mix of housing types (singles, semi-detached, townhouses, apartments, live work units, rental housing). High quality, energy efficient homes and business areas are integral to growth, especially in consideration of the downtown core of Markham.

Neighbourhoods for People

A walkable, bicycle-friendly community for citizens increases the level of accessibility and travel options for residents while reducing the environmental impacts of transportation. This involves a cultural transformation from automobile dependency to alternative modes of travel. There is a need for parks and streetscapes that ensure the public realm (parks, open spaces and streetscapes) is pedestrian focused, walkable and bicycle-friendly.

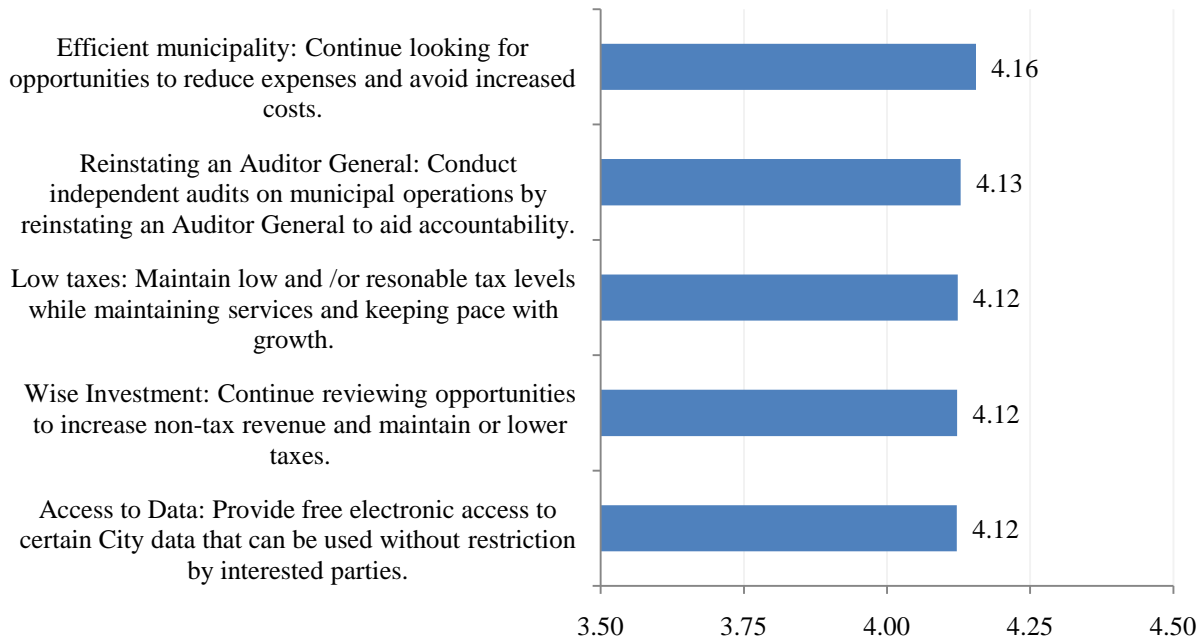
Complete Communities

Intensification is a concern of respondents considering the population growth over the last twenty years. Therefore, transit infrastructure, community facilities, employment and shopping opportunities need to be provided in a timely manner to support development. Participants placed high priority on the development of compact and mixed use areas close to shopping, transit and other community amenities.



Ensuring a Fiscally Prudent and Efficient Municipality and Increase Transparency and Accountability

Providing the best quality of life and municipal services for Markham residents remains the foundation of City operations. 942 of 1965 respondents found transparency and fiscal governance a top four priority. All Action Statements under this strategic objective are very important (4-star rating) to respondents.



Important <4.0
 Very Important 4.0+

Efficient municipality

Markham maintains a transparent approach to municipal governance and prudent financial management. Markham will continue looking for opportunities to reduce expenses and avoid increased costs.

Reinstating an Auditor General

An auditor general aids in transparency, efficiency and overall value in operation of the municipality. The mandate of the Auditor General will be to assist Council in holding itself and its administrators accountable for the quality of stewardship over public funds and for the achievement of value of money in operations.

Low Taxes

In 2014, Markham continued to exercise strong fiscal leadership on taxes. From 2009 to 2014, Markham’s total tax rate increase was 5.49 per cent, or an average of less than one per cent per year, over a six year period, the lowest in the GTA. The seven-year tax rate increase of 7.99 per cent is still the lowest in the GTA and Markham has maintained the lowest industrial and multi-



residential tax rates in the GTA since 2009, and the lowest commercial tax rates since 2013. Through innovation, new technology, operational efficiencies and new revenue opportunities Markham looks to continue a record of fiscal excellence.

Wise Investment

Continue reviewing opportunities to increase non-tax revenue and maintain or lower taxes. An efficient municipality identifies opportunities to reduce expenses and avoid increased costs. Markham continues to expand and improve its infrastructure through new parks and trails, contemporary community-based centres and cultural facilities, and substantial improvements to roads infrastructure.

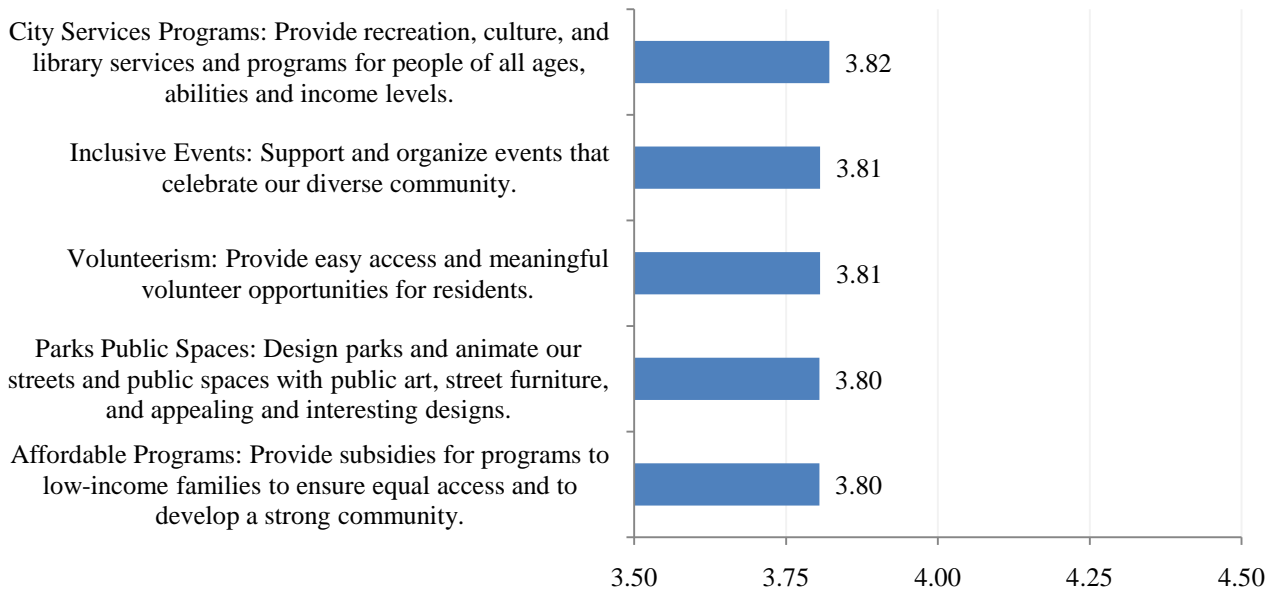
Access to Data

Timely and effective communication is critical to engaging and informing the community about Markham's programs and activities. The use of social media, live streaming of important forums and consultations, City of Markham mobile app, the award winning web portal, accessible online services, and the quarterly household publication Markham Life continue to create strong connections with the Markham community.



Increasing Community Engagement and Ensuring Markham is Welcoming and Inclusive

Markham is Canada’s most diverse city and 696 of 1965 survey respondents have ranked this priority in their top four. The goal of this strategic objective ensures that residents of all ages, backgrounds and abilities are welcomed, valued and engaged.



Important <4.0
Very Important 4.0+

City Services & Programs

Markham’s goal is to provide recreation, culture, and library services and programs for people of all ages, abilities and income levels. It all starts with the planning process, and Markham, along with other agencies, ensures accessibility issues are identified and addressed through the full range of services and initiatives.

Inclusive Events

There are many cultural festivals and activities such as the Many Faces of Markham, Black History Month, the South Asian Festival, Chinese New Year, Taste of Asia, and flag raising ceremonies. Markham continues to support, celebrate and organize events that embrace its diversity and the contribution of residents to the community.

Volunteerism

Residents, community organizations, and Markham Council and staff have been deeply involved in the preparations of the many countdown celebrations and logistical preparations, and provided an outstanding experience for our Pan Am Athletes and visitors. Providing easy access and



meaningful volunteer opportunities for residents are critical to the success of Markham's community events.

Parks & Public Spaces

Design parks and animate Markham streets and public spaces with public art, street furniture, and appealing and interesting designs. Respondents want to see the City to continue to provide parks in new development areas in a timely manner.

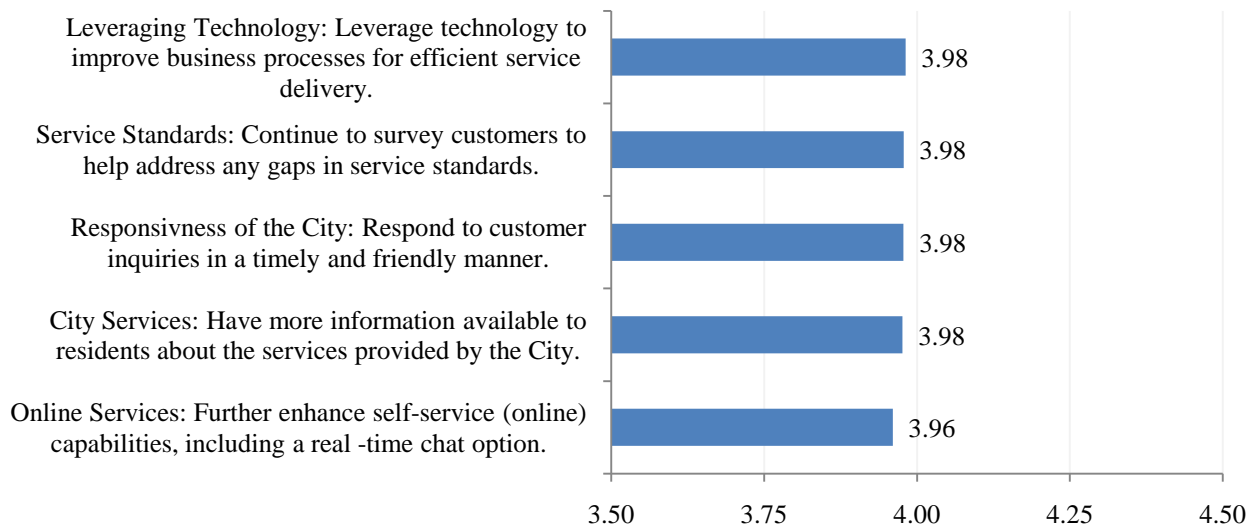
Affordable Programs

Provide subsidies for programs to low-income families to ensure equal access and to develop a strong community. Respondents want to see more affordable programs for seniors and youth friendly evening programs and entertainment opportunities.



Improving Customer Service and Transforming Services Through Technology and Innovation

When citizens experience excellent customer service from their municipality, it helps build trust in government and the public service. The customer experience strategy is an organization-wide project to develop a standard approach to how we offer our community excellent customer service. 624 of 1965 respondents ranked this strategic objective in their top four and cite the below Action Statements as important overall.



Important <4.0
 Very Important 4.0+

Leveraging Technology

Markham leverages technology to improve business processes for efficient service delivery. The City of Markham capitalizes on the use of social media, live streaming of important forums and consultations, City of Markham mobile app, an award winning web portal, accessible online services, in order to create strong connections with the broader community.

Service Standards

Markham will continue to build on the momentum already established and survey customers in order to help address any gaps in service standards. The City is on the right track and there is opportunity for sustained excellence as it relates to customer service.

Responsiveness of the City

The Customer Experience Promise has been a focal point for City Council. Responding to customer inquiries in a timely and friendly manner and having more information available to residents about the services provided by the City is very important. Timely follow up on resident issues like snow plowing, building permits and parking enforcement are priority for residents.



City Services

Markham understands that its residents expect and deserve excellent municipal services and uses a variety of customer surveys to determine resident expectations. Markham strives to continuously improve their service experience while providing more information available to residents about the services provided by the City. Respondents commented on the need for extended hours for public services for Markham Public Library, recreation programs and summer camps.

Online Services

Through the use of self-service (online) capabilities, including a real-time chat option, Markham reinforces its status as the high-tech capital. More online transactional services available 24/7 help overall end to end service automation to reduce manual processes. An improved portal design, navigation and search capability enhances and adds value to the customer service experience. Mobile Services like the mobile app keeps residents connected with municipal government and serves as a tool for feedback and improved administration. Developing innovative practices and transforming services through technology and innovation enables Markham to efficiently and effectively service its residents and businesses today and into the future.



Building Markham’s Future Together Resident Satisfaction Survey

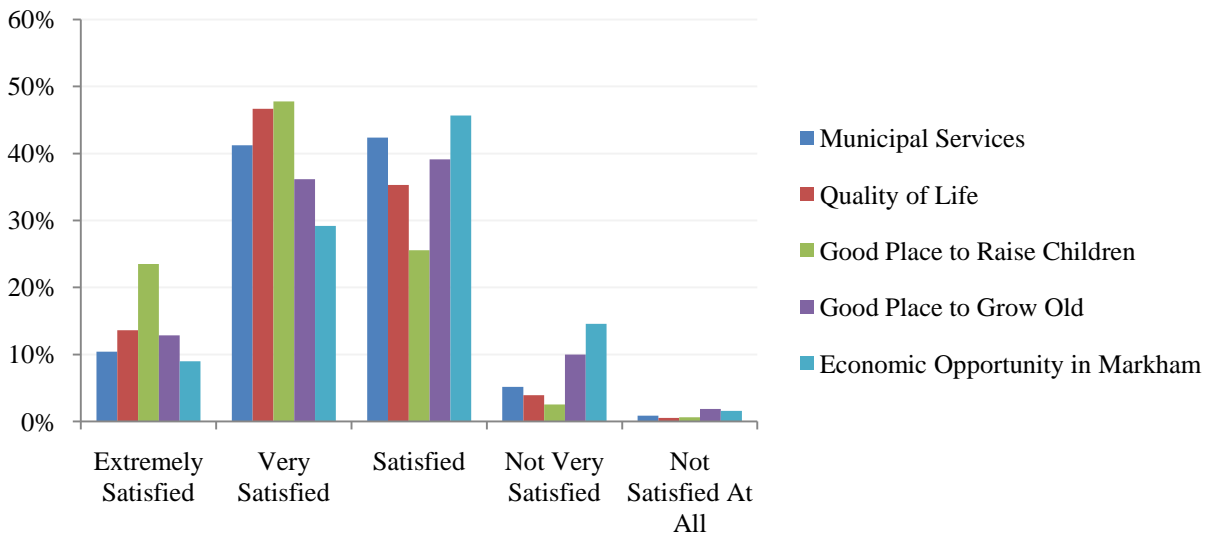
Markham provides many services to its residents. Residents expect quality services that are cost-effective and responsive to their needs. The BMFT survey gauged the level of satisfaction specific to quality of life and municipal service. Findings reinforce the BMFT 2015-2019 Strategic Plan and support the steps taken to provide excellent municipal services. The goal is to ensure an effective, economical and sustainable Markham for the future.

This survey provides insight into service satisfaction. In addition to validating some of the existing data on preferred strategic objectives, this qualitative Survey allows respondents to offer suggestions for service improvement. Based on the feedback received and total satisfaction obtained both qualitative and quantitative data reinforces approaches that have been previously established.

Methodology

In addition to seeking input on the strategic plan, staff also took the opportunity to gage the level of satisfaction of survey respondents with City services and quality of life in Markham. Participants were asked to rate their level of satisfaction (extremely satisfied, very satisfied, satisfied, not very satisfied and not at all satisfied) with the municipal services you receive from the City of Markham:

1. Overall, please rate your satisfaction with the municipal services you receive from the City of Markham.
2. Are you satisfied with the quality of life in the City of Markham?
3. Are you satisfied that Markham is a good place to raise children?
4. Are you satisfied that Markham is a good place to grow old?
5. Are you satisfied that there is economic opportunity in Markham?





Satisfaction Survey Results

Municipal Services

93% of respondents have reported satisfaction (satisfied 42% + very satisfied 41% + extremely satisfied 10%) with municipal services. Of those, 51% of respondents are extremely or very satisfied with the municipal services they receive from the City.

Quality of Life

96% of respondents have reported satisfaction (satisfied 35% + very satisfied 47% + extremely satisfied 14%) with quality of life in the City. Of those, 61% are extremely or very satisfied with the quality of life in Markham.

Good Place to Raise Children

98% of respondents have reported satisfaction (satisfied 26% + very satisfied 48% + extremely satisfied 24%) with Markham as a good place to raise children. Of those, 72% are extremely or very satisfied.

Good Place to Grow Old

88% respondents have reported satisfaction (satisfied 39% + very satisfied 36% + extremely satisfied 13%) with Markham as a good place to grow old. Of those, 49% are extremely or very satisfied.

Economic Opportunity in Markham

84% respondents have reported satisfaction (satisfied 46% + very satisfied 29% + extremely satisfied 9%) with economic opportunities in Markham. Of those, 38% are extremely or very satisfied.

Survey respondents' feedback on the BMFT Satisfaction Survey is generally very positive. The responses reflect overall combined satisfaction of 91.8%.



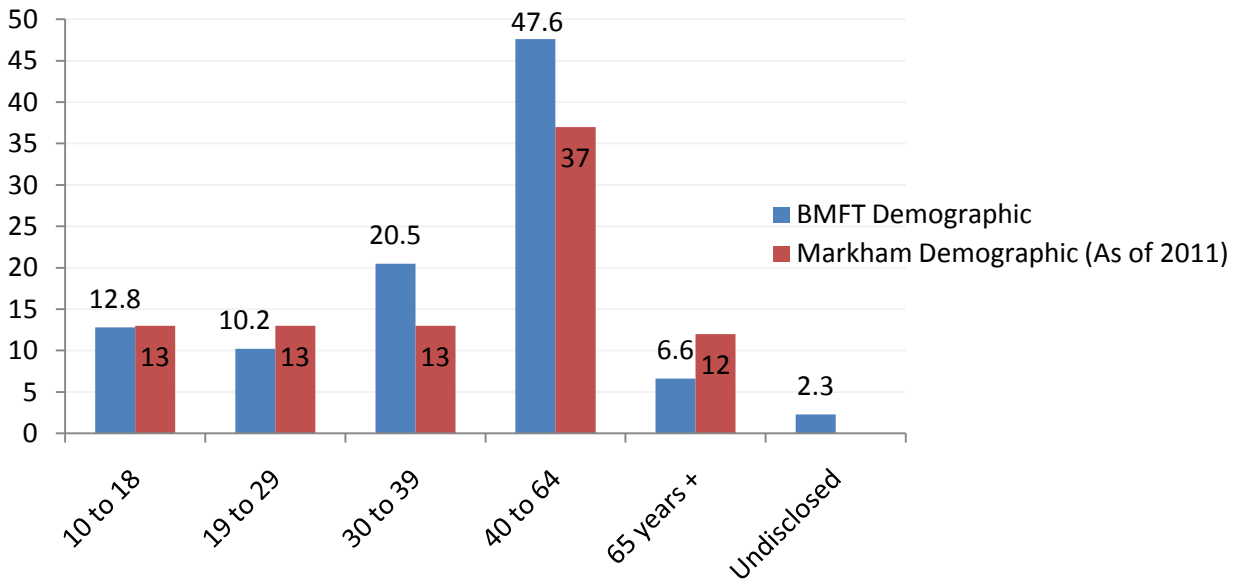
Demographic Research

Age Segmentation

The survey includes a sample size of 1965 and 68.09 per cent of respondents are between the ages of 30 to 64. 23 per cent total respondents fall between the ages 10 to 29 while individuals 65 years of age and over represent the smallest sample of respondents of 6.6%.

In an attempt to obtain more senior’s representation within the survey, staff visited several senior community centres. Due to an aging population, the number of residents over the age of 60 is expected to increase exponentially. Meeting the needs of seniors both today and in the future is something that the BMFT 2015-2019 Strategic Plan must carefully consider. Specifically transportation options, social services and housing needs became areas of priority in addressing the complex needs of our senior residents.

This was an opinion survey and through the various engagement opportunities staff feel that we obtained feedback from diverse age groups representative of the broader municipality. The chart below compares the BMFT age segmentation to the Markham age demographic segmentation (as of 2011):







Community Segmentation

Respondents have several neighbourhoods to select from on the survey. Markham is identified as the broader community including all other neighbourhoods not specifically referenced (i.e. Berczy, Angus Glen and Box Grove). 47.89 per cent of survey respondents self-identified as Markham residents. It is important to note that the location of the community events seemed to have an impact on community segmentation in the BMFT survey. For example, the second largest community identified is Unionville (25.8 per cent) may be a result of GlobalFest located on Main Street, Unionville at the Pan Am Centre.

