

Vaughan Business Survey

Prepared by: Forum Research

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Survey Research Method

Three 1-hour focus group discussions were held with key informants from multiple sectors including manufacturing, professional service, supply chain, arts and culture, small business and entrepreneurs (less than 20 employees).

The quantitative survey that followed was informed by key information collected in the focus groups.

Fieldwork Dates	Focus Groups – November 8 Survey – November 30 - December 14
Method	Computer Assisted Telephone Interviewing (CATI)
Criteria for Participation	Business owner/Senior Management operating out of Vaughan
Sample Size	212
Margin of Error	± 6.73%, 19 times out of 20

TOP2 indicates the sum of the two positive answer options. BTM2 indicates the sum of the two negative answer options

Reasons your Business is located in Vaughan

- Many respondents indicated Vaughan is a good location for their business (39%)
- They live in Vaughan (21%)
- Their customers are located in Vaughan (20%)
- The vast majority (TOP2 = 95%) indicated the overall quality of life in the city of Vaughan is very good or good.

Services provided by Vaughan

- The majority (TOP2 = 52%) of respondents indicated they were very aware or somewhat aware of the services that the City of Vaughan provides to local businesses.
- 9-in-10 respondents (TOP2 = 91%) are satisfied with the delivery of services provided by the City of Vaughan.
- Looking only at large businesses (100+ employees), respondents are satisfied with the delivery of services provided by the city (TOP2 = 94%).

Executive Summary

Respondents have heard of about half of the services. The services are grouped by known and less known.

Known Services (At least 50% of respondents have heard of the service):	Less Known Services (33% or less of respondents have heard of the service):
Fire and Emergency Services (80%)	Entrepreneurship Programs (17%)
Bylaw Enforcement (72%)	Location Assistance (18%)
Building Standards (68%)	Procurement Services (23%)
Business Licenses (67%)	Small Business Services (25%)
Library (61%)	Environmental Sustainability services (26%)
Waste Management (60%)	Sponsorship/Advertising (29%)
Recreation, Sports and Wellness Services (57%)	Economic Development Services (32%)
Planning and Development Services (52%)	Business to Business Networking (33%)

Business Growth

- The vast majority (TOP2 = 93%) indicated their business is growing or staying about the same.

Challenges

The top 5 challenges for businesses are:

- Competition (15%)
- Costs (10%)
- Traffic/Congestion/ Travel Times (10%)
- Customers/Sales (9%)
- Staffing (8%)

Digital/Innovative Technology

- The majority (TOP2 = 61%) of respondents indicated they are not strongly negatively affected or not affected at all by digital or online products/competitors.
- The majority (TOP2 = 67%) of respondents estimated they will spend a significant/some investment on new/innovative technology for their business.

Vaughan Metropolitan Centre

- The majority (TOP2 = 52%) of respondents indicated the City of Vaughan is effectively promoting the Vaughan Metropolitan Centre as a location where businesses want to invest.
- However, about 2-in-10 (22%) indicated the City of Vaughan is not effectively promoting the Vaughan Metropolitan Centre at all.
- The majority of respondents from Large businesses indicated the City of Vaughan is not effectively promoting the Vaughan Metropolitan Centre (BTM2 = 53%).

Services: Focus Areas

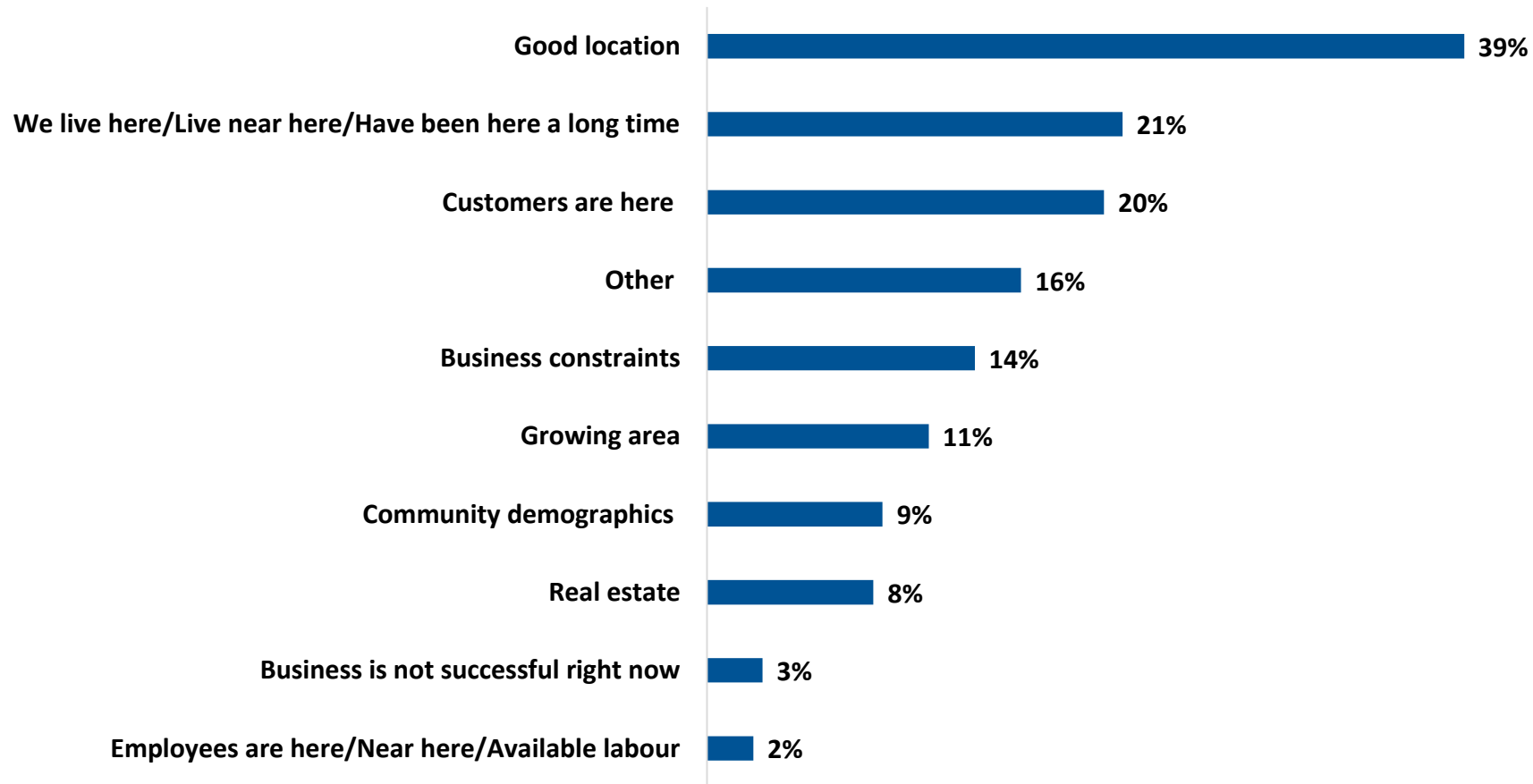
- The City of Vaughan could consider focusing its economic development efforts to improve road infrastructure (40%), encourage businesses (26%) and improve public transit (18%).

Contacting the City of Vaughan

- Just over 3-in-10 respondents have contacted the city of Vaughan for a reason related to their business (37%).
- Of those who contacted the City, almost 7-in-10 indicated the reason for their contact was resolved to their satisfaction (68%).

Key Findings

Reasons your Business is Located in Vaughan



Respondents were asked to list some of the reasons their business is located in Vaughan.

Many respondents indicated Vaughan is a good location for their business (39%), they live in Vaughan (21%), or their customers are located in Vaughan (20%).

Reasons your Business is Located in Vaughan



Respondents were asked what are some of the reasons your business is located in Vaughan. Here are some of the responses on location:

“Due to location. We are near the airport, close to major 400 highways.”

“It's the location I chose. Good relationship with my customers. Providing the jobs required.”

“Location. It's close to highways and the business we are serving. Traffic times, the lower rent than in other cities we've looked at.”



Reasons your Business is Located in Vaughan



Respondents were asked what are some of the reasons your business is located in Vaughan. Here are some of the responses on living in Vaughan, and their customers are located in Vaughan:

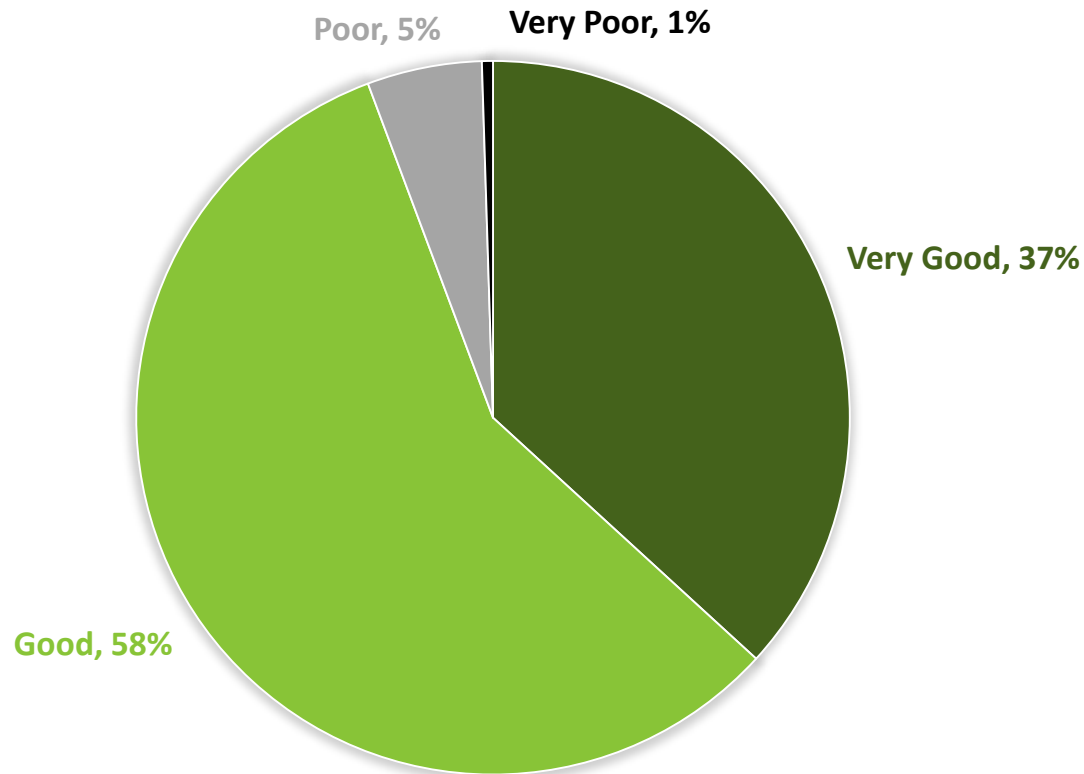
“This is where we live and it's close to our house, it's a historical older building it's been around for nearly fifty years. Our customer base: we have a lot of repeat customers and word of mouth”

“We're here for the last 12 years. Good relationship with patients.”



Key Findings

QUALITY OF LIFE IN VAUGHAN

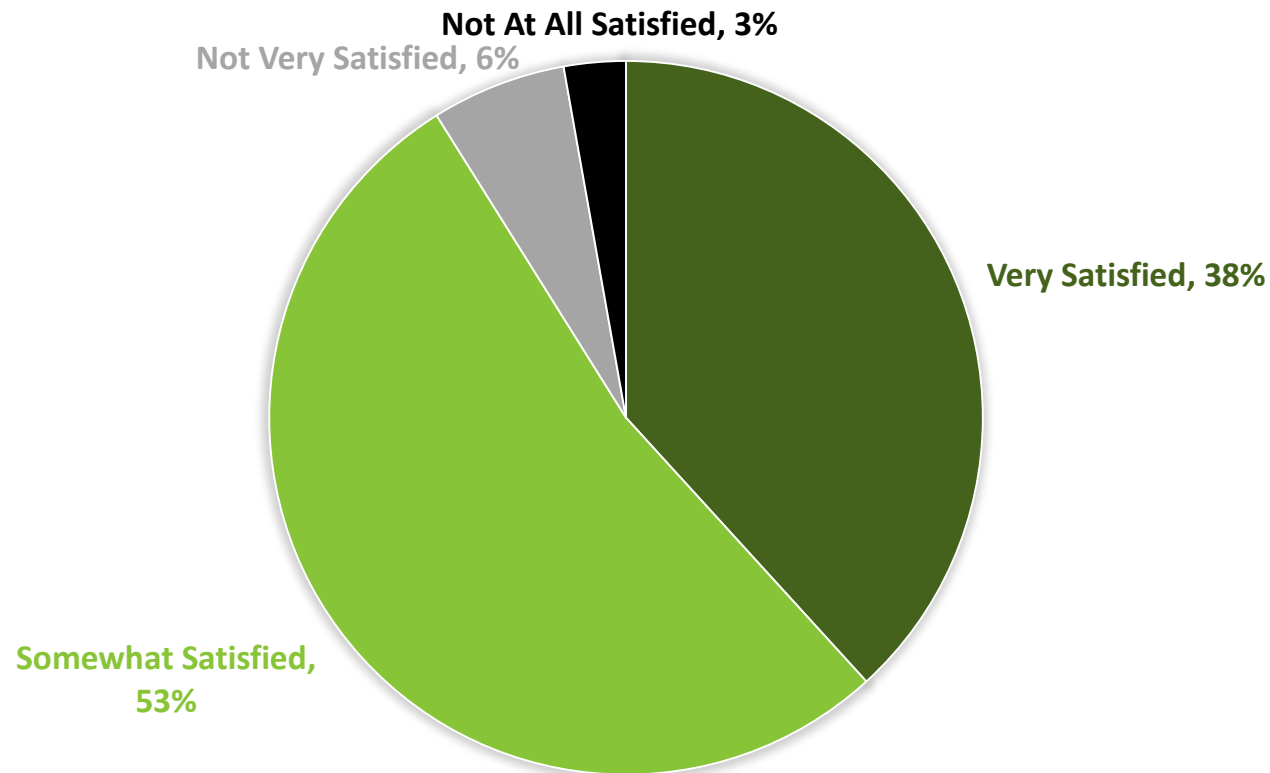


Respondents were asked to rate the overall quality of life in the City of Vaughan using a 4-point scale.

The vast majority (TOP2 = 95%) indicated the overall quality of life in the City of Vaughan is very good or good.

Key Findings

SATISFACTION WITH DELIVERY OF SERVICES

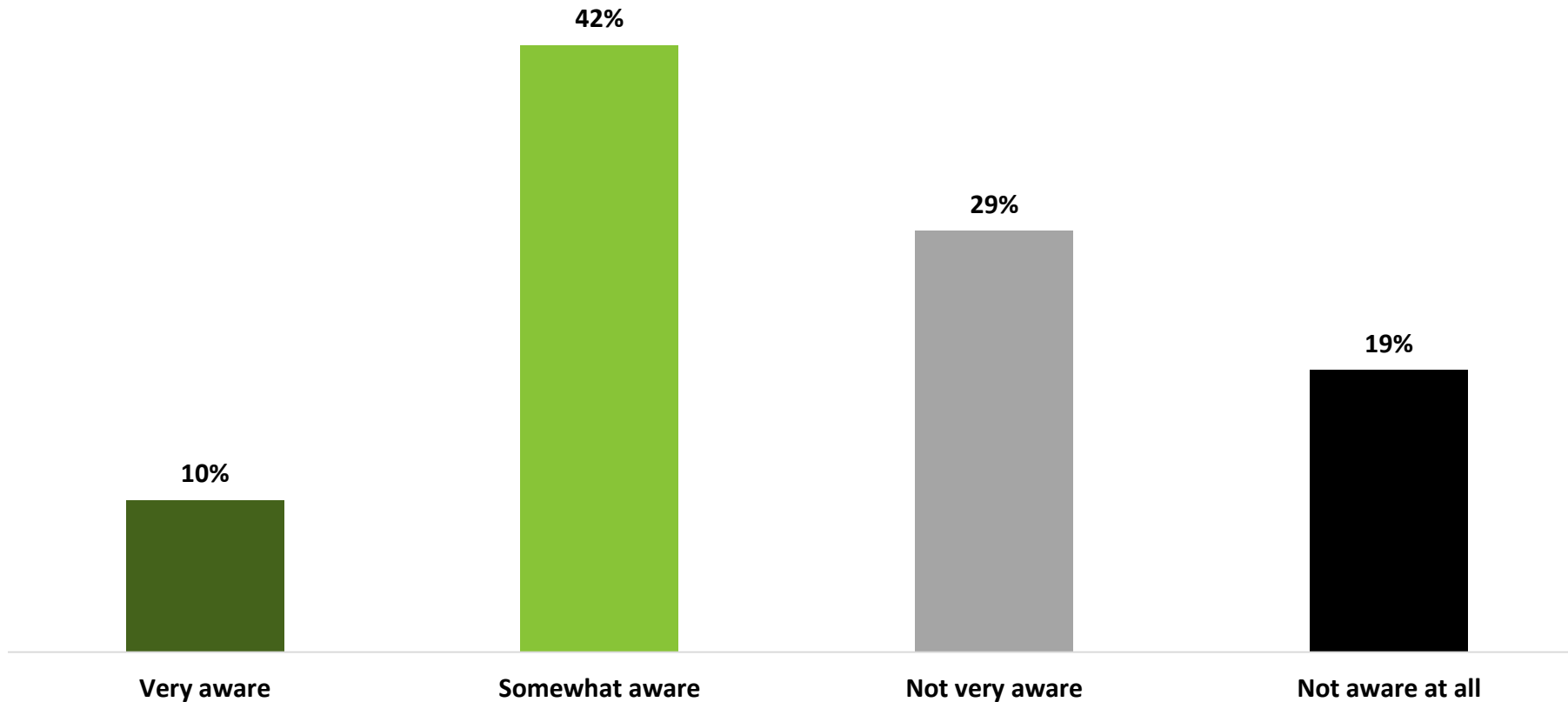


Respondents were asked how satisfied they are with the delivery of services provided by the City of Vaughan on a 4-point scale.

The vast majority (TOP2 = 91%) are satisfied with the delivery of services provided by the City of Vaughan.

Key Findings

Generally, how aware are you of the services that the city of Vaughan provides specifically to local businesses?

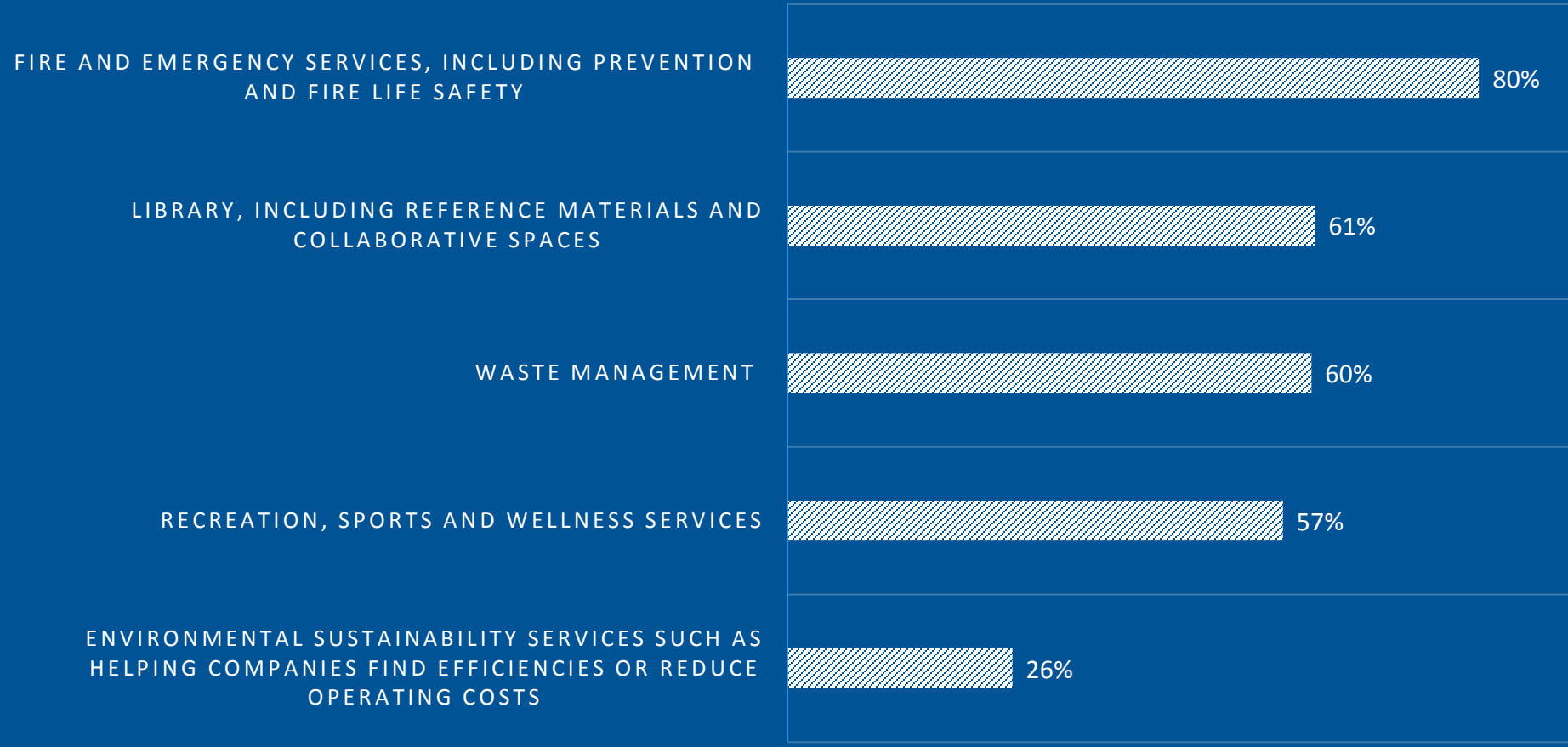


Respondents were asked how aware they are of the services Vaughan provides to local businesses using a 4-point scale.

The majority (TOP2 = 52%) of respondents indicated they were very aware or somewhat aware of the services that the City of Vaughan provides to local businesses.

Key Findings

SERVICES BUSINESSES HAVE HEARD ABOUT



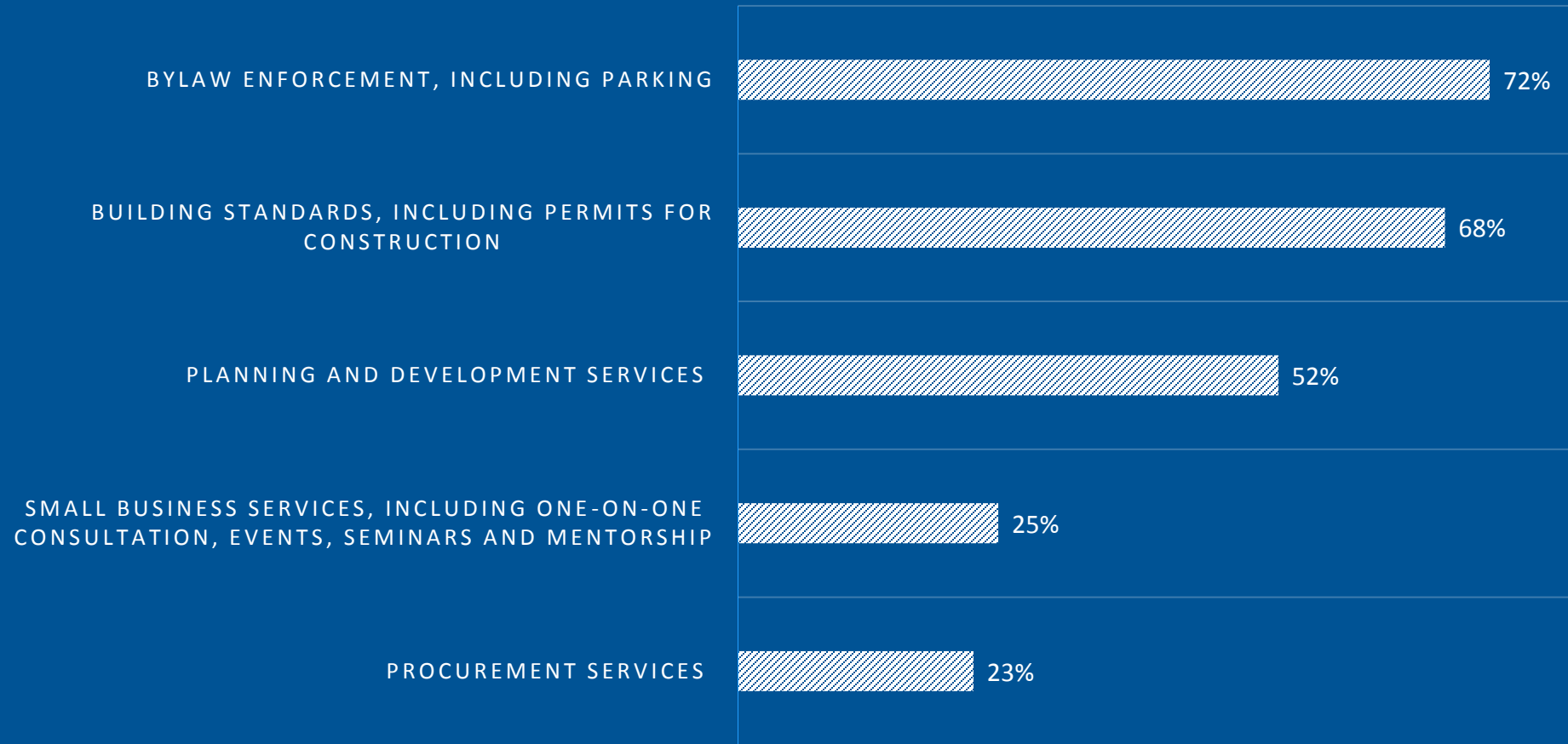
The majority of respondents have heard about:

- Fire and Emergency Services (80%)
- Library (61%)
- Waste Management (60%)
- Recreation, Sports and Wellness Services (57%)

However, only a quarter of respondents have heard about Environmental Sustainability services (26%)

Key Findings

SERVICES BUSINESSES HAVE HEARD ABOUT



The majority of respondents have heard about:

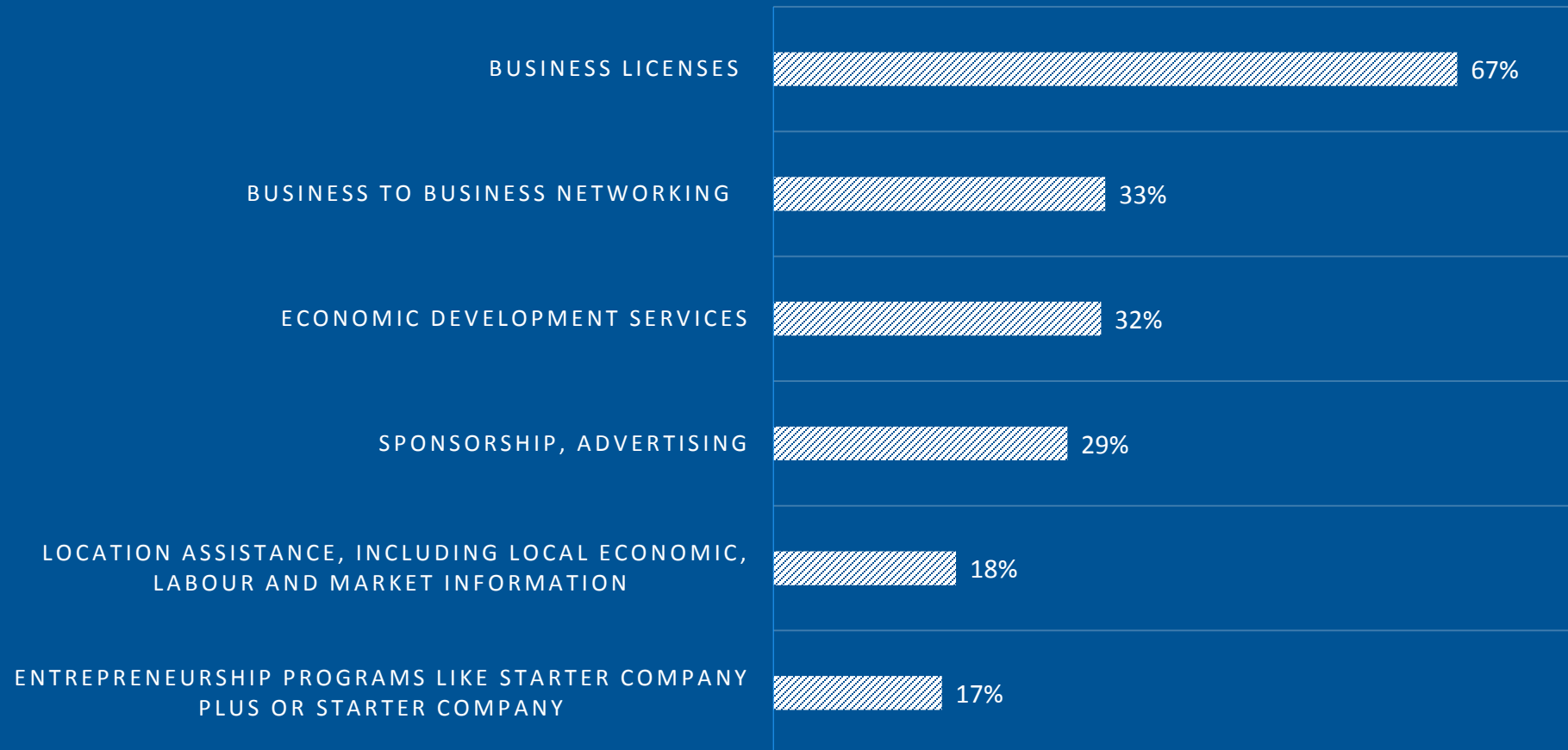
- Bylaw Enforcement (72%)
- Building Standards (68%)
- Planning and Development Services (52%)

However, only a quarter of respondents have heard about:

- Small Business Services (25%)
- Procurement Services (23%)

Key Findings

SERVICES BUSINESSES HAVE HEARD ABOUT



The majority of respondents have heard about:

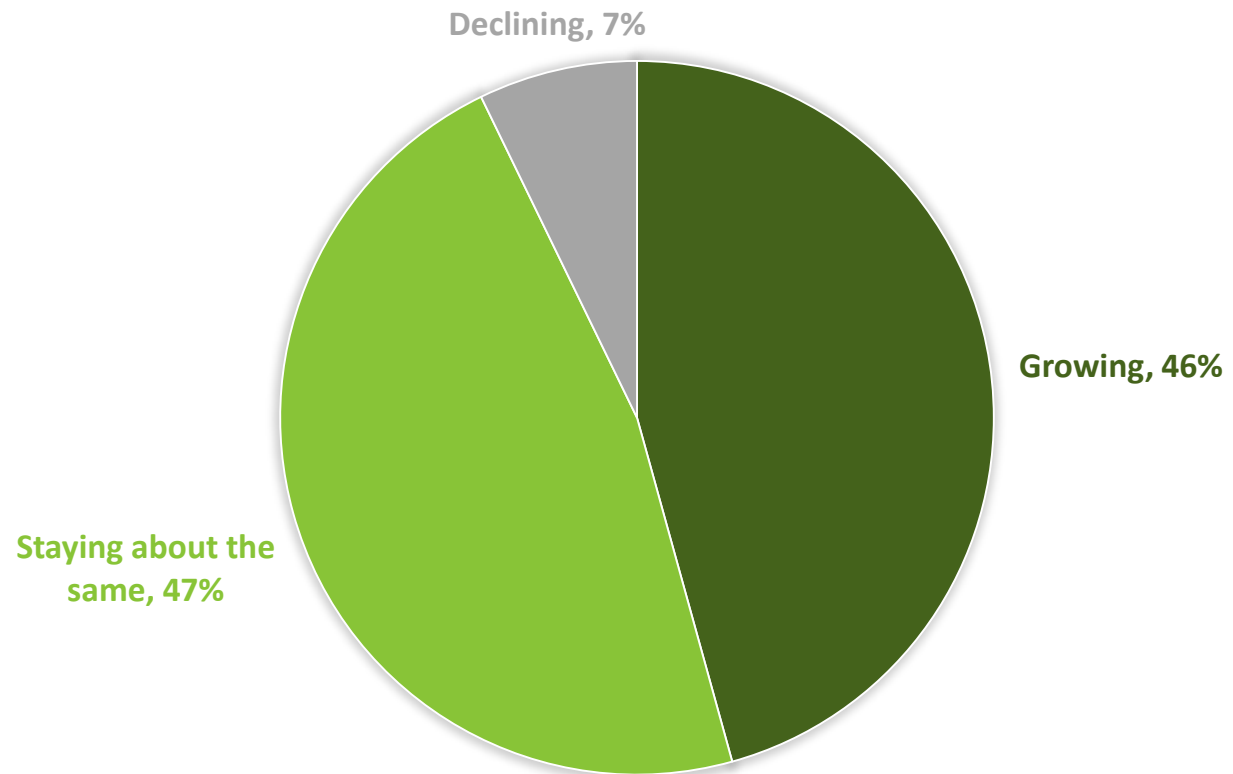
- Business Licenses (67%)

However, only one third or fewer respondents have heard about:

- Business to Business Networking (33%)
- Economic Development Services (32%)
- Sponsorship/Advertising (29%)
- Location Assistance (18%)
- Entrepreneurship Programs (17%)

Key Findings

BUSINESS GROWTH/DECLINE

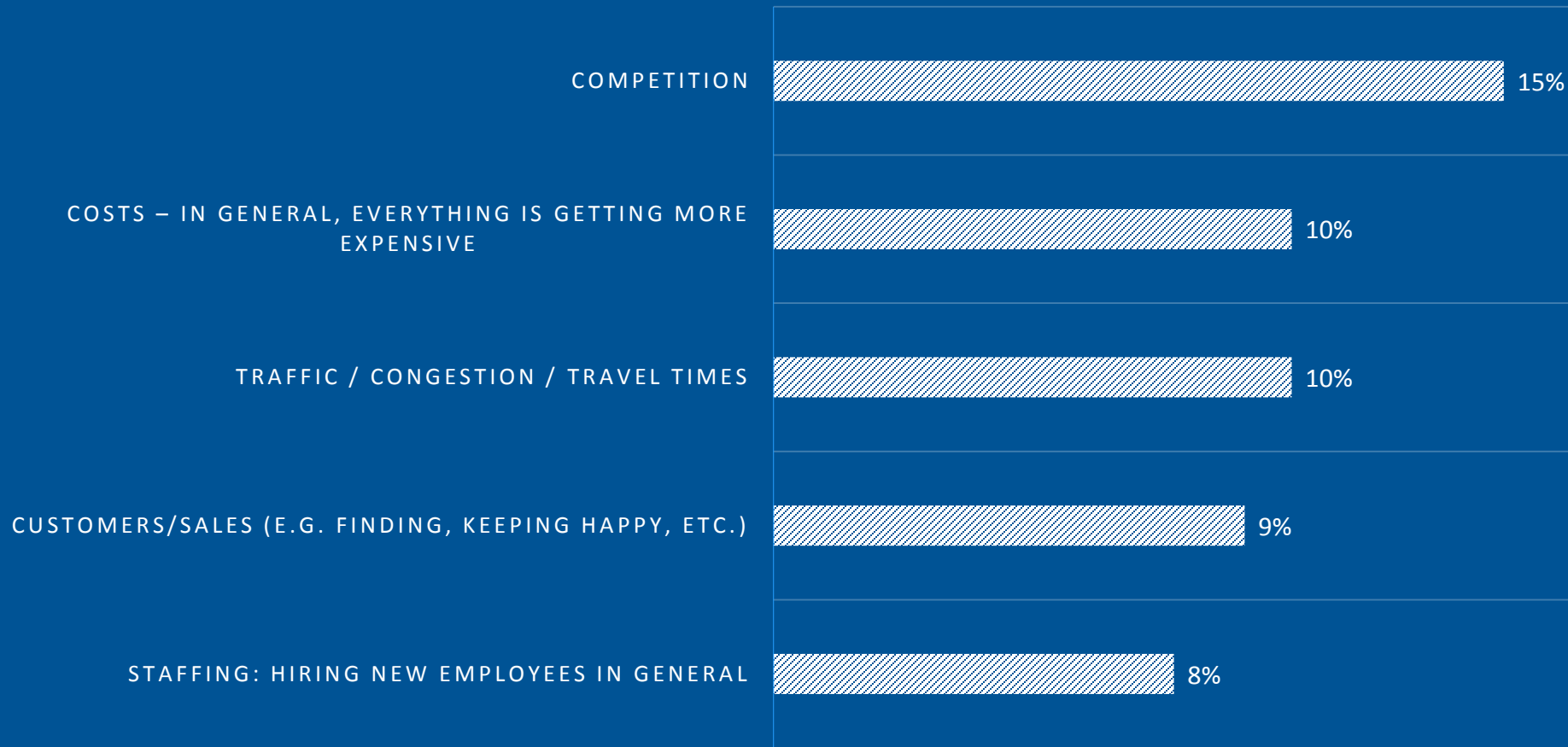


Respondents were asked about the current growth/decline of their business.

The vast majority (TOP2 = 93%) indicated their business is growing or staying about the same.

Key Findings

TOP 5 CHALLENGES FOR BUSINESSES



The top 5 challenges for businesses are:

1. Competition (15%)
2. Costs (10%)
3. Traffic/Congestion/Travel Times (10%)
4. Customers/Sales (9%)
5. Staffing (8%)

Question: What would you say are the biggest challenges your business faces? (multi-mention)

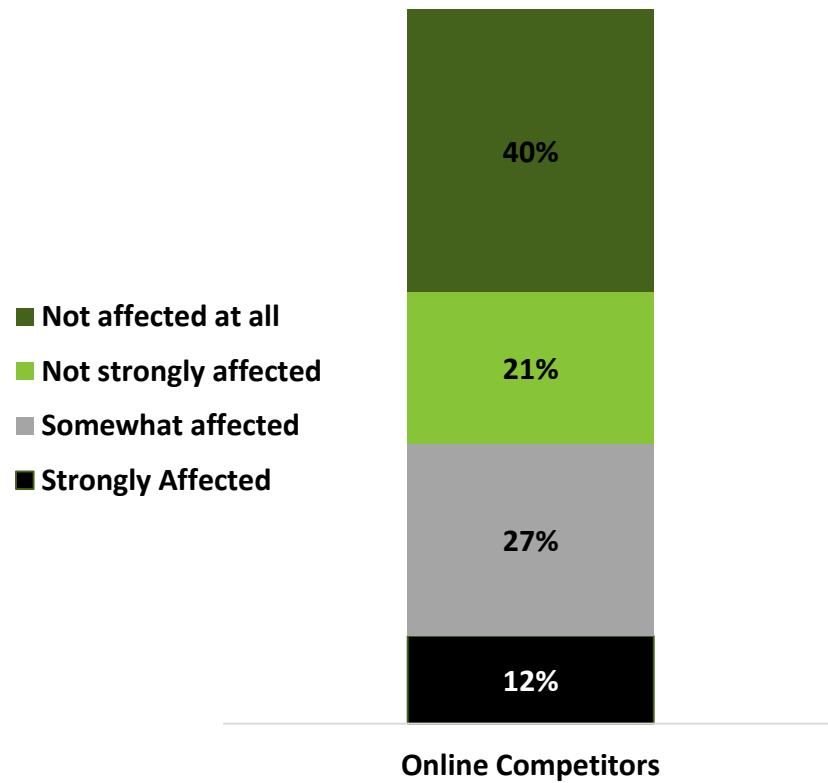
Sample: 212

Framework: All

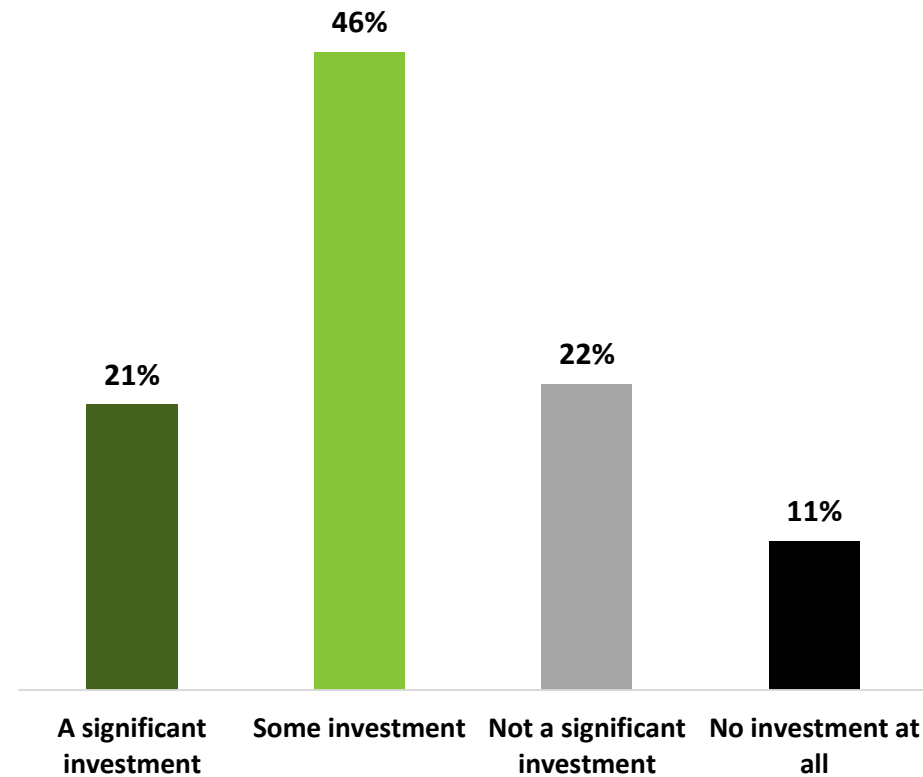


Key Findings

How much is your business, if at all, being negatively affected by digital or online products or competitors?



In the next five years, how much of an investment do you expect you will make in new or innovative technology for your business?

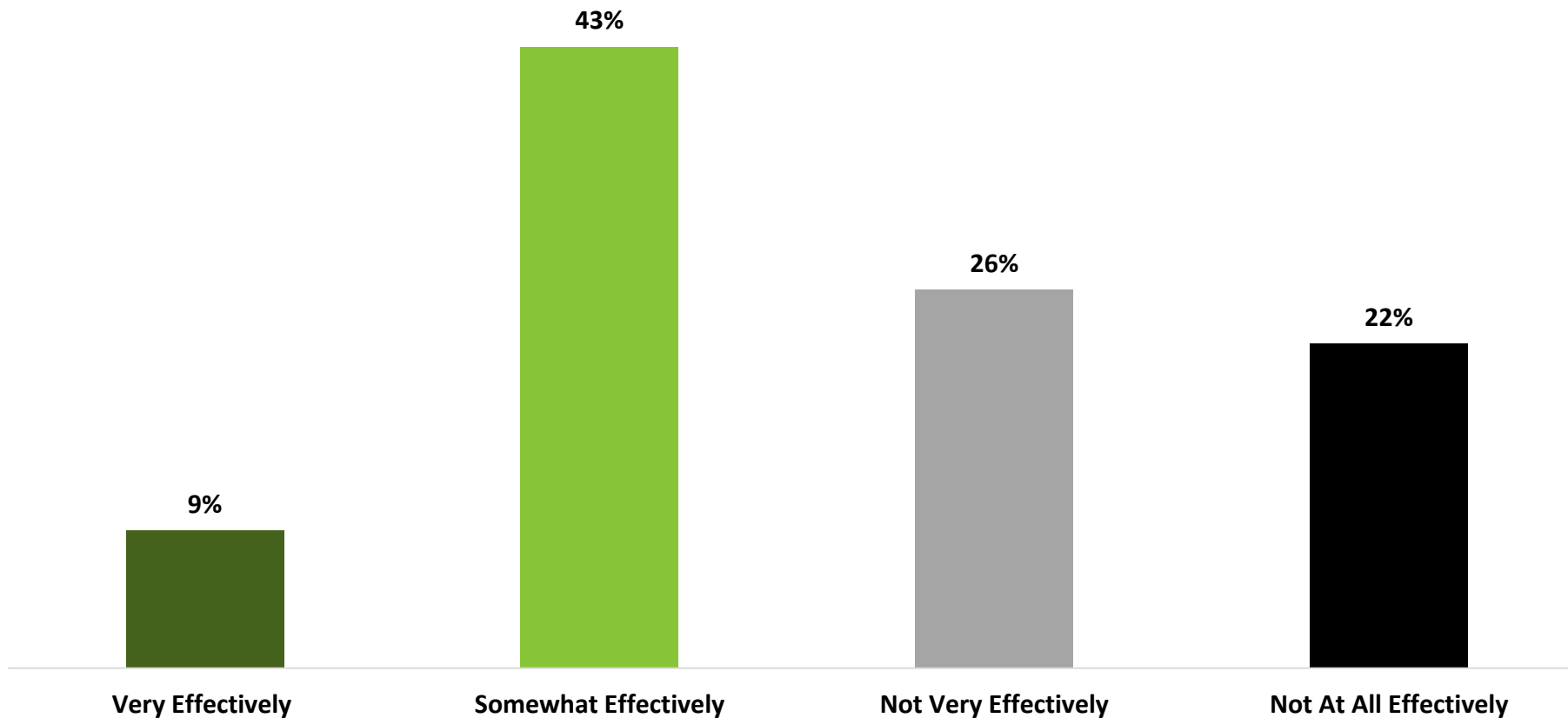


The majority (TOP2 = 61%) of respondents indicated they are not strongly negatively affected or not affected at all by digital or online products/competitors.

The majority (TOP2 = 67%) of respondents estimated they will spend a significant/some investment on new/innovative technology for their business.

Key Findings

How effectively is Vaughan promoting the Vaughan Metropolitan Centre as a location where businesses want to invest?



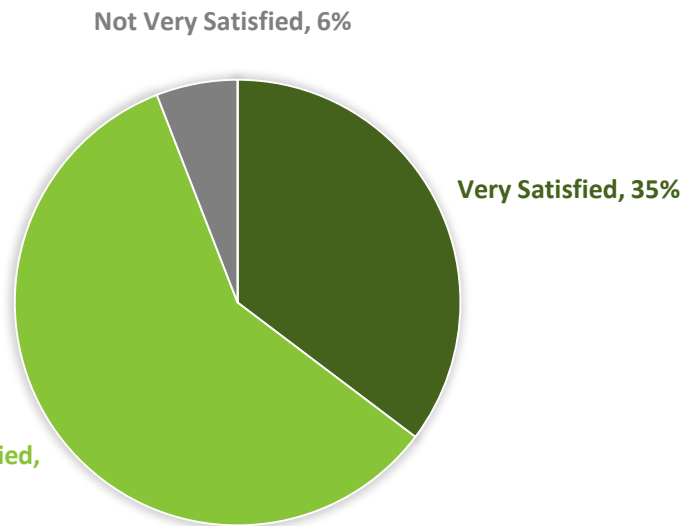
Respondents were asked to rate how effectively Vaughan is promoting the Vaughan Metropolitan Centre as a location where businesses want to invest on a 4-point scale.

The majority (TOP2 = 52%) of respondents indicated the City of Vaughan is effectively promoting the Vaughan Metropolitan Centre as a location where businesses want to invest.

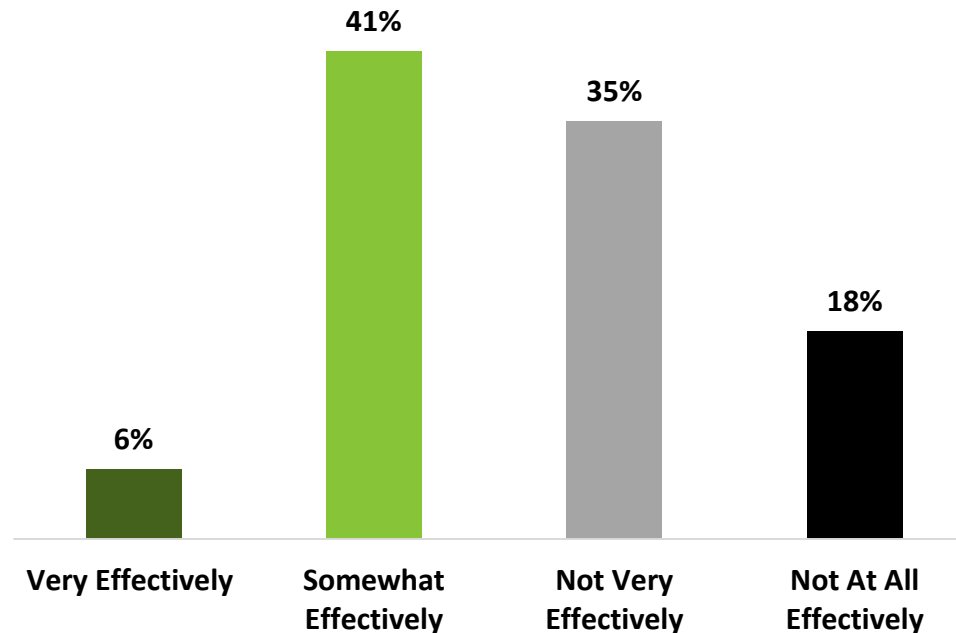
However, about 2-in-10 (22%) indicated the city of Vaughan is not effectively promoting the Vaughan Metropolitan Centre at all.

Key Findings – Large Businesses

SATISFACTION WITH DELIVERY OF SERVICES



How effectively is Vaughan promoting the Vaughan Metropolitan Centre as a location where businesses want to invest?



Looking only at Large businesses (100+ employees), respondents are satisfied with the delivery of services provided by the city (TOP2 = 94%).

The top 5 challenges for large businesses are focused around costs, resources and staffing.

The majority of respondents from Large businesses indicated the City of Vaughan is not effectively promoting the Vaughan Metropolitan Centre (BTM2 = 53%).

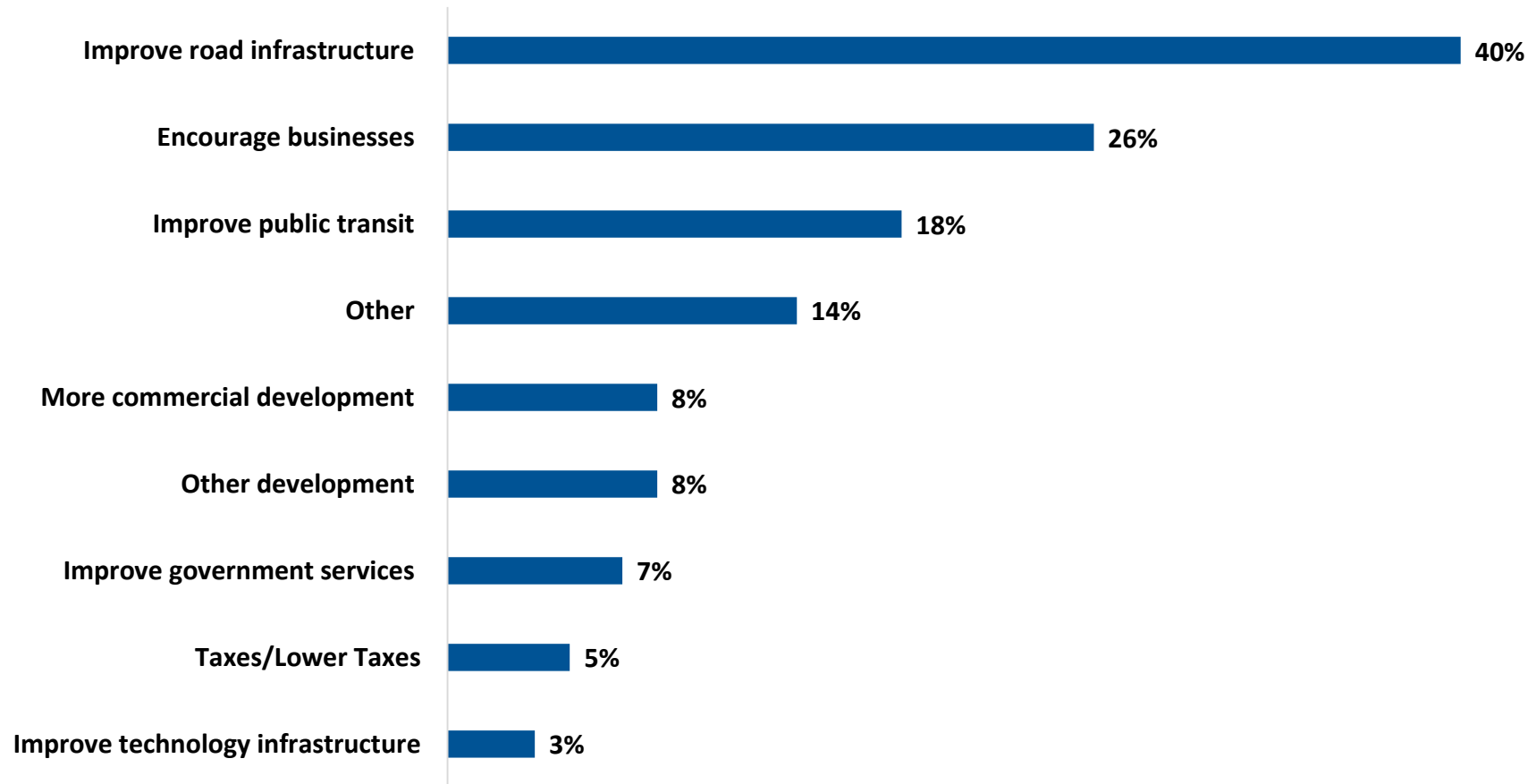
Question: [Top Left] Overall, how satisfied are you with the delivery of all the services provided by the city of Vaughan? [Top Right] What would you say are the biggest challenges your business faces? [Bottom] How effectively is the city of Vaughan promoting the Vaughan Metropolitan Centre as a location where businesses want to invest?

Sample: 17

Framework: Large Businesses Only (100+ employees)

Key Findings

Areas to Focus Economic Development Efforts



Respondents were asked to list where the city of Vaughan should be focusing its economic development efforts over the next five years.

The City of Vaughan could consider focusing its economic development efforts to improve road infrastructure (40%), encourage businesses (26%) and improve public transit (18%).

Question: Over the next five years, specifically where should the city of Vaughan be focusing its economic development efforts?
Sample: 58
Framework: All

Areas to Focus Economic Development Efforts



Respondents were asked where the City of Vaughan should be focusing its economic development efforts. Here are some of the responses on improve road infrastructure, encouraging businesses and improve public transit:

“Definitely traffic and making general business popular here and connecting with Toronto.”

“Alleviating gridlock and manage flow of traffic. Start encouraging use of public transport. Get people moving all over the city in a cost efficient manner and in an environmentally conscious manner.”



Areas to Focus Economic Development Efforts



Respondents were asked where the City of Vaughan should be focusing its economic development efforts. Here are some of the responses on improve road infrastructure, encouraging businesses:

“Improving traffic as the city is growing and traffic has increased.”

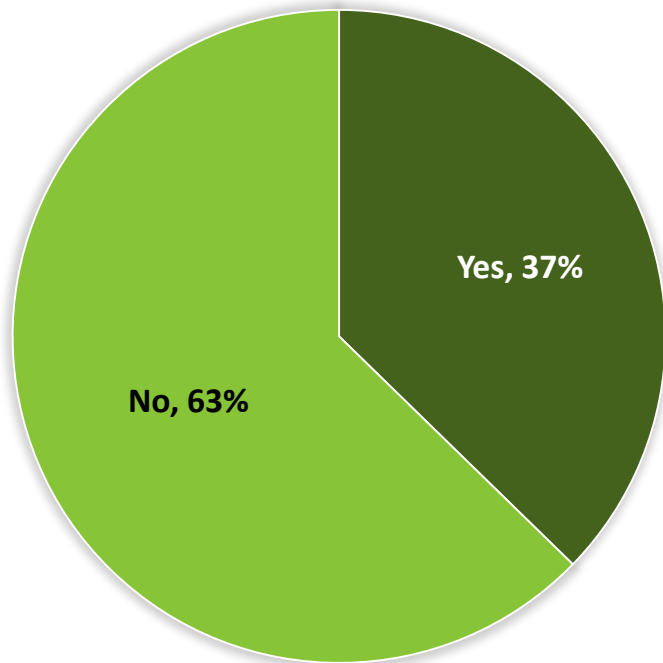
“Support the businesses that exist instead of allowing space to bring in more business.”

“Helping small businesses by lower taxes and making regulations easier.”

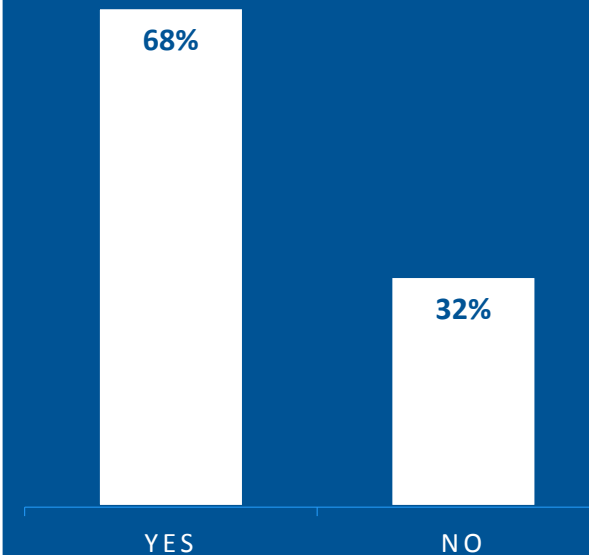


Key Findings

CONTACTED CITY: BUSINESS RELATED



WAS THE REASON RESOLVED TO YOUR SATISFACTION?



Just over 3-in-10 respondents have contacted the City of Vaughan for a reason related to their business (37%).

Of those who contacted the City, almost 7-in-10 indicated the reason for their contact was resolved to their satisfaction (68%).

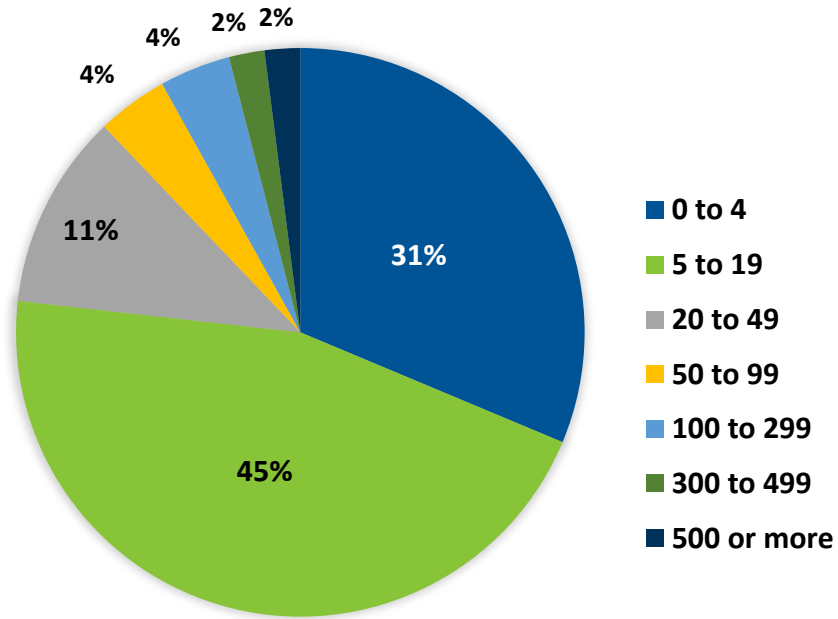
Question: [Left] Have you ever contacted the city of Vaughan for a reason related to your business? [Right] Would you say that the reason for your contact of the city resolved to your satisfaction?

Sample: [Left] 212; [Right] 79

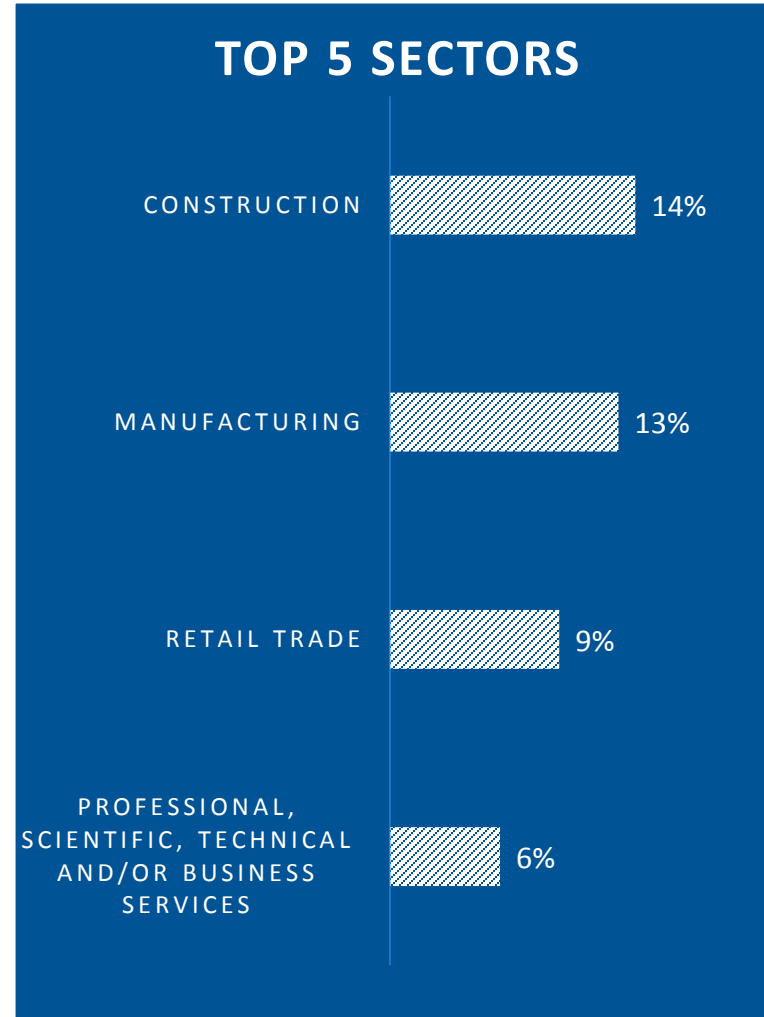
Framework: [Left] All; [Right] Those who have contacted the City.

Respondent Information

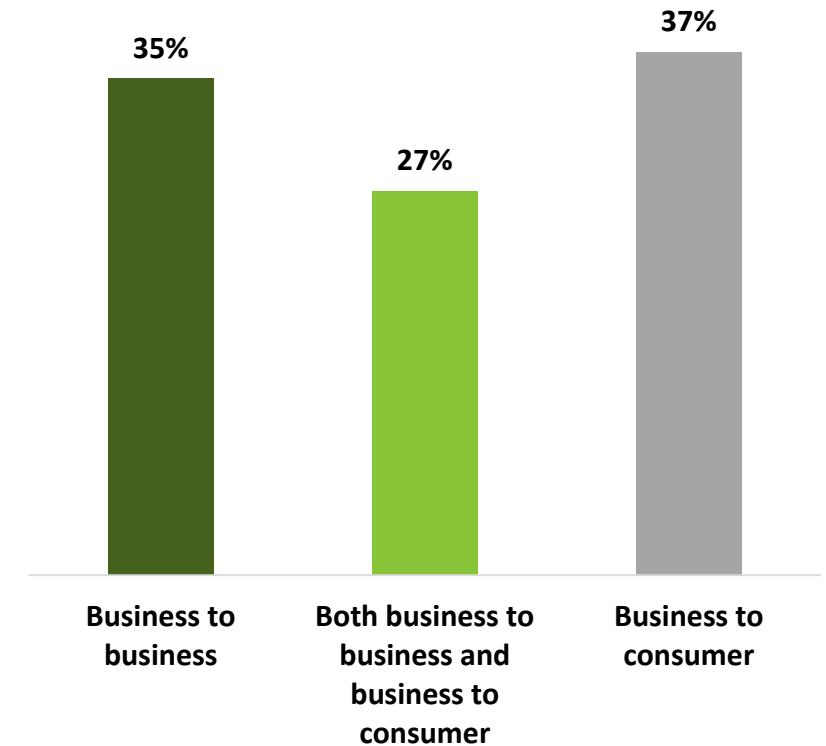
NUMBER OF EMPLOYEES



TOP 5 SECTORS



How effectively is Vaughan promoting the Vaughan Metropolitan Centre as a location where businesses want to invest?



Question: [Left] How many employees does your business have? [Middle] In what sector does your business primarily operate? [Right] Would you say that your business model is primarily business to business, business to consumer, or close to equal parts of both?

Sample: [Left] 206; [Middle] 212; [Right] 212

Framework: All

Next Steps



- Businesses are satisfied with the quality of life and the delivery of services provided by the City.
- Businesses have mixed feelings about the effectiveness of the City's promotion of the Vaughan Metropolitan Centre for a location where businesses should invest.
 - The City should consider further research into the promotion of the Vaughan Metropolitan Centre.
- One of the top challenges for businesses, both small and large, is costs in general.
 - The City could use this finding for future planning initiatives.
- Businesses are not aware of the entrepreneurship programs offered by the city of Vaughan, Sponsorship services, and location assistance.
 - The could consider additional advertising for these lesser known services.
- Many businesses will be investing in new/innovative technology for their businesses.
 - The City could consider offering technical assistance or other offers for future planning initiatives.
- Businesses have suggested that the City focus its economic development efforts to improve road infrastructure, encourage businesses, and improve public transit.

