



November 2009

Dear [NAME]:

The City of Kitchener needs your input. By taking the time to complete this survey, you have a chance to let City Hall know how you want Kitchener to look in five, 10 or 20 years from now.

You can tell us how you feel about life in Kitchener today by completing the survey. You can also rate the services we currently provide and tell us what your hopes are for your City's future. Where should we grow? What should we build? What don't we need? What can we be doing better?

Your household's participation in this survey is extremely important to us. While completing the survey will take an investment of your time, we believe that you will find it interesting, thought-provoking and fun to complete.

This project is an update of a survey undertaken in 2005 that was used extensively by the City in setting its strategic plan and taking actions to meet residents' expectations. These surveys and the reporting of results are co-ordinated by Compass Kitchener – a committee of citizens whose mandate it is to engage the community in developing a shared vision for our future. Compass Kitchener has been working hard with City staff and Environics Research, one of Canada's leading market research firms, to make sure that the information resulting from this survey informs the City's long term and day-to-day planning and service delivery.

If you prefer, you may complete the survey on-line by going to [www.kitchenersurvey.com](http://www.kitchenersurvey.com) and using this password:

We thank you in advance for your willingness to participate in this very important public engagement initiative. We hope you take advantage of this opportunity to let us know what you really think. It's all about you, your neighbourhood and your City.

Sincerely

Carl Zehr  
Mayor, City of Kitchener

Theron Kramer  
Chair, Compass Kitchener

## INSTRUCTIONS

1. If you have difficulty reading this questionnaire in English, please call KW Multicultural Centre at (519) 745-2531 and ask for Interpreter Services (at the expense of the City).
2. To ensure a representative sample, the survey should be completed by the person living in your household who is 18 years of age or older with the next birthday. If that person is not available, the survey should be completed by the person to whom the envelope was addressed.
3. Please complete the survey as soon as possible and return it in the postage reply envelope by November 30.

*Instructions continued on reverse ...*

**INSTRUCTIONS** *continued*

- 4.** If you have any questions about the survey, please contact our information line at (519) 741-2600.
- 5.** Remember that, for many questions, there are no right or wrong answers. We are interested in your opinions.
- 6.** Please be assured that your responses will be **entirely confidential**. When Environics has tabulated all of the results from across the City, a summary will be made public. At no time will any individual responses be identified.

### SURVEY OF CITY OF KITCHENER RESIDENTS

Please be assured that your responses to the questions are entirely confidential and your answers will only be viewed in aggregate form, that is, grouped with the answers of other anonymous respondents. Please try to answer every question. However, if you do not feel qualified to answer a question, please skip it and continue to answer the next question. If you do not understand how to answer a question, please feel free to contact our information line at (519) 741-2600.

**1** In the most general terms, do you feel that Kitchener as a whole is heading in the right direction or in the wrong direction?

**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Right direction
- <sub>02</sub> Wrong direction

**2** Thinking about the whole community of Kitchener, what are the two or three things you *like* the *most*?

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**3** Thinking about the whole community of Kitchener, what are the two or three things you *dislike* the *most*?

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**4A** Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the City of Kitchener government overall? **PLEASE CHECK ONE ONLY**

- <sub>01</sub> Very satisfied
- <sub>02</sub> Somewhat satisfied
- <sub>03</sub> Somewhat dissatisfied
- <sub>04</sub> Very dissatisfied

**4B** Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the municipal services provided by the City of Kitchener government?

**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Very satisfied
- <sub>02</sub> Somewhat satisfied
- <sub>03</sub> Somewhat dissatisfied
- <sub>04</sub> Very dissatisfied

**5** Here is a **three-part question** about specific services currently delivered in the City of Kitchener.

- A** First, would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the service?
- B** Second, whether or not you are familiar, would you say you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?
- C** Thirdly, please indicate whether you think the City of Kitchener should be spending more, spending less or spending the same on the service. Keep in mind that as spending increases or decreases, taxes may rise or fall, or spending on other services may need to be re-allocated.

**COMMUNITY SERVICES**

	A. FAMILIARITY				B. SATISFACTION				C. SPENDING		
	Very Familiar	Somewhat Familiar	Not Very Familiar	Not At All Familiar	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	Spend More	The Same	Spend Less
1. Parks, playgrounds and natural areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
2. Indoor ice rinks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
3. Community centres	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
4. Seniors' services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
5. Swimming pools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
6. Indoor sports	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
7. Outdoor facilities (sports fields, winter rinks)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
8. Condition of sports fields	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
9. Registration for programs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
10. Public library services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
11. Municipal grass cutting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
12. Art galleries and theatres	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
13. Firefighting (services, prevention, education)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
14. Availability of leash-free zones for dogs in parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
15. Walking/bike trails	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
16. Bike lanes on City roads	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
17. The Auditorium	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

5 continued

	A. FAMILIARITY				B. SATISFACTION				C. SPENDING		
	Very Familiar	Somewhat Familiar	Not Very Familiar	Not At All Familiar	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	Spend More	Spend The Same	Spend Less
<b>COMMUNITY SERVICES continued</b>											
18. Your Kitchener Market .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Doon and Rockaway golf courses .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Cemeteries .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Support for neighbourhood associations, affiliated sports groups and volunteers .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Vehicle and bicycle parking .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Public transit .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. On-street parking restrictions near your home .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Street lighting .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Municipal road and sidewalk construction and maintenance .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Winter road maintenance (snow clearing) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Street sweeping .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Leaf collection .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. New traffic control and calming initiatives .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Utilities (water and gas) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Crossing guards .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Accessibility (curb cuts, wheelchair access, automatic doors) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Availability of services for new Canadians .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PLANNING AND BUILDING</b>											
35. The planning and development of the City as a whole .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. The planning and development of the downtown area .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Public participation in the planning and development process .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	A. FAMILIARITY				B. SATISFACTION				C. SPENDING			
	Very Familiar	Somewhat Familiar	Not Very Familiar	Not At All Familiar	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	Spend More	Spend The Same	Spend Less	
<b>PLANNING AND BUILDING SERVICES continued</b>												
38. The promotion of the City as a place to locate a business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
39. The appearance or look of new neighbourhoods in Kitchener .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
40. The appearance or look of new commercial buildings/areas ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
41. Preservation and re-use of heritage buildings.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
42. Building permit process.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>CORPORATE SERVICES</b>												
43. On-street parking enforcement .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
44. Methods of payment available – tax, parking permits, parking tickets, etc. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
45. Provision of marriage licences, and birth and death registrations .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
46. Review and control of signage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
47. Communication of City news and events and services .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
48. Property standards and bylaw enforcement.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
49. Business licensing, lottery licensing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>GENERAL</b>												
50. Opportunities for citizens to participate in City and community decision-making .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
51. City performance reducing environmental impacts .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**6A** Thinking about the range of services available to Kitchener residents, in which areas, if any, have you seen improvement?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**6B** And still thinking about the full range of City services, in which areas do you think improvement is needed?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7** Now, I would like to ask some questions about your feelings of safety. How safe do you feel ...?

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Alone in your neighbourhood after dark.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Alone in your home after dark .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Alone on transit system after dark.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Alone downtown after dark.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

**8** Within the past year, have you visited, telephoned, faxed or e-mailed any Kitchener municipal office, a community centre or a library to conduct municipal business or obtain services?

**PLEASE CHECK ALL THAT APPLY**

- 1 Yes, have personally visited
  - 2 Yes, by telephone
  - 3 Yes, by fax
  - 4 Yes, by Internet or e-mail
  - 5 Yes, by other electronic media (e.g., library database)
  - 6 No personal experience with City employees
  - 7 Other type of experience
- PLEASE SPECIFY** \_\_\_\_\_
- \_\_\_\_\_

**9** Which is your preferred method of conducting municipal business or obtaining municipal services?

**PLEASE CHECK ONE ONLY**

- 1 Visiting in person
  - 2 By telephone
  - 3 By fax
  - 4 By Internet or e-mail
  - 5 Other **PLEASE SPECIFY**
- \_\_\_\_\_
- \_\_\_\_\_

**10** Based on your recent contact with the City or on what you have read or heard, would you agree or disagree with the following statements ...?

	Agree	Disagree
City employees are courteous .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2
City employees are knowledgeable .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Staff go the extra mile to make sure you get what you need .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2
You can easily find the right staff to deal with your situation .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Services are dependable and accurate .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Services are delivered in a timely fashion .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2

**11** Do you have any comments about the availability or quality of City services?

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**12A** When did you come to live in Kitchener or have you always lived here?

**PLEASE CHECK ONE ONLY**

1 Came to Kitchener in \_\_\_\_\_  
**PLEASE RECORD YEAR**  
**IF CAME WITHIN PAST 20 YEARS, GO TO Q.12B; OTHERWISE, GO TO Q.13**

2 Have always lived in Kitchener  
**PLEASE GO TO Q.13**

**IF CAME WITHIN THE PAST 20 YEARS**

**12B** What was the main reason you moved to Kitchener in the first place? Please rank in order of importance, with 1 being the least important reason and 8 being the most important reason. **PLEASE USE EACH NUMBER ONLY ONCE. USE 0 (ZERO) FOR REASONS THAT DO NOT APPLY TO YOUR SITUATION.**

\_\_\_\_\_ For employment

\_\_\_\_\_ To be with family/loved ones

\_\_\_\_\_ To be with friends

\_\_\_\_\_ Wanted a change from where you were

\_\_\_\_\_ Saw Kitchener and liked it

\_\_\_\_\_ Kitchener was recommended to you by someone

\_\_\_\_\_ For housing

Other **PLEASE SPECIFY** \_\_\_\_\_

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**FOR ALL**

**13** Which of the following best describes main reasons why you stay here? Please rank in order of importance, with 1 being the *least important* reason and 8 being the *most important* reason. **PLEASE USE EACH NUMBER ONLY ONCE. USE 0 (ZERO) FOR REASONS THAT DO NOT APPLY TO YOUR SITUATION.**

\_\_\_\_\_ For employment

\_\_\_\_\_ To be with family/loved ones

\_\_\_\_\_ To be with friends

\_\_\_\_\_ Too much hassle to move

\_\_\_\_\_ Cannot afford to move

\_\_\_\_\_ Kitchener is as good as any other place

\_\_\_\_\_ Like the housing that I have

\_\_\_\_\_ Really like living in Kitchener

Other **PLEASE SPECIFY** \_\_\_\_\_

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**NOW, WE WOULD LIKE YOU TO SHIFT GEARS A BIT AND THINK A LITTLE MORE PHILOSOPHICALLY. PLEASE THINK ABOUT THE FUTURE – SAY, ABOUT 20 YEARS FROM NOW.**

**14** What do you think will be the two or three most important issues facing Kitchener 20 years from now?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**15** Thinking about yourself personally, and trying to be as realistic as possible, do you think it is very likely, somewhat likely, not very likely or not at all likely that you will still be residing in Kitchener 20 years from now? **PLEASE CHECK ONE ONLY**

<sub>01</sub> Very likely

<sub>02</sub> Somewhat likely

<sub>03</sub> Somewhat unlikely

<sub>04</sub> Very unlikely

**16** Where would you most prefer to be living 20 years from now? **PLEASE CHECK ONE ONLY**

1 Kitchener

2 Toronto

3 Somewhere in the GTA

4 In Ontario, but outside the GTA

5 In Canada, but outside Ontario

6 Outside Canada

**17** Regardless of where, realistically, you think you will be in 20 years, what, if anything, would make you want to leave Kitchener (i.e., make it intolerable or unpleasant for you to live here)?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**WE WOULD NOW LIKE TO ASK YOU ABOUT FUTURE PRIORITIES FOR THE CITY OF KITCHENER GOVERNMENT, AS IT PLANS FOR THE NEXT 20 YEARS OR SO.**

**18** Keeping in mind all the issues that the City of Kitchener government has to deal with, would you say that it should put a high priority, medium priority or low priority on pursuing each of the following “corporate goals” ...?

	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY
1. Improving quality of life in Kitchener .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
2. Encouraging resident participation in decision-making about local issues .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
3. Promoting the equitable access and meaningful inclusion of all residents in the social, economic and cultural activities of the community .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
4. Carefully planning neighbourhoods and managing growth .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
5. Building a vital and lively downtown with a unique mix of exciting amenities and diverse services .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
6. Protecting the environment and improving sustainability .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

**19** In relation to each of the following City of Kitchener priorities, are there any changes you would like to see implemented?

1. Improving quality of life in Kitchener

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2. Encouraging resident participation in decision-making about local issues

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3. Promoting the equitable access and meaningful inclusion of all residents in the social, economic and cultural fabric of the community

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4. Carefully planning neighbourhoods and managing growth

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5. Building a vital and lively downtown with a unique mix of exciting amenities and diverse services

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6. Protecting the environment and improving sustainability

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**20** Are there any other issues that we have not yet mentioned, but which you think should be a high priority for Kitchener's government in the future?

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**NOW, WE WOULD LIKE YOU TO KEEP THINKING AHEAD TO THE FUTURE, LET'S SAY THE YEAR 2025 ...**

**21A** Would you like Kitchener to be ...?

**PLEASE CHECK ONE ONLY**

<sub>01</sub> Much the same as it is now

<sub>02</sub> Quite different from what it is now

**21B** What are the one or two changes that you would *most* like to see?

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**22** Still thinking ahead, suppose that the residents of Kitchener want their community to be rated as the best city in Canada. What are two or three of the things that the City of Kitchener government should be doing over the next five years to make sure this happens?

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HERE ARE SOME QUESTIONS IN WHICH YOU WILL BE ASKED TO MAKE SOME CHOICES. SOME OF THESE CHOICES MAY STRIKE YOU AS BEING RATHER EXTREME AND YOU MAY THINK YOU WOULD RATHER HAVE A MIDDLE OPTION. HOWEVER, IT WILL BE MUCH MORE USEFUL FOR THE SURVEY IF YOU CAN INDICATE WHICH OF THE TWO EXTREMES IS CLOSER TO YOUR VIEWS. THIS WILL HELP THE CITY OF KITCHENER GAUGE THE DIRECTION IN WHICH YOU WOULD LIKE TO SEE THE CITY MOVING.

**23** In 10 to 20 years or so, would you rather that ...?  
**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Kitchener be known as a community with the lowest property taxes in the country, even if this means cuts to local services, or
- <sub>02</sub> Kitchener be known as a community that provides its residents with the greatest number and the highest quality of local services, despite a higher level of taxes than those found in the surrounding municipalities

**24** In 10 to 20 years or so, would you rather that ...?  
**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Kitchener be a community that emphasizes the quality of life that is familiar now, or
- <sub>02</sub> a community that emphasizes growth and development, and the economic benefits that come with it

**25** In 10 to 20 years or so, would you rather that ...?  
**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Kitchener be a community with an “exciting big city atmosphere,” or
- <sub>02</sub> Kitchener be a community with a “small city Ontario” feel

**26** In 10 to 20 years or so, would you rather that ...?  
**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Kitchener be a multicultural community in which many different ethnic groups, including your own, are encouraged to retain their different cultures and lifestyles, or
- <sub>02</sub> Kitchener be a community in which many different ethnic groups, including your own, are encouraged to meld into one integrated “melting pot”

**27** In 10 to 20 years or so, would you rather that ...?  
**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Kitchener be known for volunteering and having citizens involved in community activities, or
- <sub>02</sub> as a city where everyone went about their business and looked after their own priorities

**FOR EVERYONE**

**D1** On a scale of 1 to 5, where 1 means very unhappy and 5, very happy, how happy do you consider yourself to be: .....

Very unhappy  1     2     3     4     5    Very happy

**PLEASE CHECK ONE ONLY**

**D2** What types of transportation do you use on a regular basis? **PLEASE CHECK ALL THAT APPLY**

<sub>01</sub> Car – driver

<sub>02</sub> Car – passenger

<sub>03</sub> Bus

<sub>04</sub> GO Train or bus

<sub>05</sub> Subway

<sub>06</sub> Walk

<sub>07</sub> Taxi

<sub>08</sub> Bicycle

<sub>09</sub> Other **PLEASE SPECIFY** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**D3** At which of the following locations, if any, do you access the Internet ...?

**PLEASE CHECK ALL THAT APPLY**

<sub>01</sub> At home

<sub>02</sub> At work

<sub>03</sub> At a school

<sub>04</sub> At the library

<sub>05</sub> At someone else’s home

<sub>06</sub> Other **PLEASE SPECIFY** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<sub>07</sub> Do not access the Internet

**PLEASE GO TO Q.D5** \_\_\_\_\_

**D4** How frequently, if ever, do you use the Internet for the following?

	Daily	Weekly	Monthly	Less than monthly	Never
A Read or contribute to a Blog.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
B Participate in a social networking site like Facebook or MySpace.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
C View, post or download videos from sites like YouTube .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
D Access an RSS feed.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
E Download a podcast, videocast, or webcast.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
F Use a message board, on-line forum, or chat room .....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
G Fill out on-line surveys.....	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**D5** Do you volunteer time to any of the following types or organization or cause ...?

**PLEASE CHECK ALL THAT APPLY**

- <sub>01</sub> No, don't volunteer
- <sub>02</sub> School
- <sub>03</sub> Community centre
- <sub>04</sub> Church/synagogue/temple/religious organization
- <sub>05</sub> Political party
- <sub>06</sub> Service club (Kiwanis, Rotary)
- <sub>07</sub> Environmental organization
- <sub>08</sub> A charity or social cause
- <sub>09</sub> Local residents/tenants/condo association
- <sub>10</sub> Cultural group/institution (gallery, theatre, ethnic association)
- <sub>11</sub> An advocacy group
- <sub>12</sub> Other **PLEASE SPECIFY** \_\_\_\_\_
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**D6** What is the highest level of education that you have reached?

**PLEASE CHECK ONE ONLY**

- <sub>01</sub> Some elementary (Grades 1-7)
- <sub>02</sub> Completed elementary (Grade 8)
- <sub>03</sub> Some high school (Grades 9-11)
- <sub>04</sub> Completed high school (Grades 12 or 13)
- <sub>05</sub> Community college, vocational, trade school
- <sub>06</sub> Some university
- <sub>07</sub> Completed university (Bachelor's Degree)
- <sub>08</sub> Post-graduate/professional school (Master's Degree or Ph. D.)
- <sub>09</sub> No schooling

**D7** Which, if any, of the following have you done during the past year ...?

**PLEASE CHECK ALL THAT APPLY**

- <sub>01</sub> Spoken at a public meeting
- <sub>02</sub> Written a letter to the editor, an article for publication or a blog on issues
- <sub>03</sub> Called a television or radio talk show
- <sub>04</sub> Been a member of a community service organization
- <sub>05</sub> Written to an elected representative or worked for a political party

**D8** Are you ...? **PLEASE CHECK ONE ONLY**

- <sub>01</sub> Single, never married
- <sub>02</sub> Married or living together as a couple
- <sub>03</sub> Widowed
- <sub>04</sub> Separated
- <sub>05</sub> Divorced

**D9** Which one of the following categories best describes the situation of the people living in your household ...? *By couple, we mean either married or common-law.* **PLEASE CHECK ALL THAT APPLY**

- <sub>01</sub> A couple without any children at home
- <sub>02</sub> A couple with children, all of whom are 17 years of age or younger
- <sub>03</sub> A couple with at least one child 17 years of age or younger at home
- <sub>04</sub> A single-parent family with at least one child 17 years of age or younger at home
- <sub>05</sub> A single-parent family with at least one child 18 years of age or older at home
- <sub>06</sub> A couple or single-parent family with children at home who are all 18 years of age or older (without children 17 or younger)
- <sub>07</sub> Living with siblings but no parents
- <sub>08</sub> Living with people who are not members of your own family (e.g., roommates or living with a boarder)
- <sub>09</sub> Living alone
- <sub>10</sub> Other **PLEASE SPECIFY** \_\_\_\_\_
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**D10** In what year were you born?

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**D11** For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes for 2008.

**PLEASE CHECK ONE ONLY**

- <sub>01</sub> \$10,000 or less
- <sub>02</sub> \$10,001 to \$20,000
- <sub>03</sub> \$20,001 to \$30,000
- <sub>04</sub> \$30,001 to \$40,000
- <sub>05</sub> \$40,001 to \$50,000
- <sub>06</sub> \$50,001 to \$60,000
- <sub>07</sub> \$60,001 to \$70,000
- <sub>08</sub> \$70,001 to \$80,000
- <sub>09</sub> \$80,001 to \$90,000
- <sub>10</sub> \$90,001 to \$100,000
- <sub>11</sub> \$100,001 to \$125,000
- <sub>12</sub> \$125,001 to \$150,000
- <sub>13</sub> \$150,001 to \$175,000
- <sub>14</sub> \$175,001 to \$200,000
- <sub>15</sub> \$200,001 and over

**D12** Are you ...?

- <sub>01</sub> Male
- <sub>02</sub> Female

**D13** What is the language you speak most often at home? **PLEASE CHECK ONE ONLY**

- <sub>01</sub> English
- <sub>02</sub> French
- <sub>03</sub> Other **PLEASE SPECIFY**

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May we have your permission to contact you in the future about this survey? If yes, please enter your name, address and phone number below. Thank you.

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