

Region of Waterloo Interactive Voice Response (IVR) Survey Summary Report

About the Survey

The Interactive Voice Response (IVR) survey was conducted by Professor Anthony Piscitelli with assistance from students at Conestoga College for the 2019 Public Service Capstone Project.

The survey was funded by the Region of Waterloo to support the development of the 2019-2023 Strategic Plan. Professor Anthony Piscitelli and 2019 Public Service Capstone project students worked with Region of Waterloo Strategic Planning and Strategic Initiative staff to develop a set of survey questions (see Appendix A)

The results of this poll are based on an interactive voice response survey conducted from March 15 - March 17, 2019. A response rate of 1.5% was achieved and a total of 715 people completed the entire survey. People under 18 and people outside of Waterloo Region were excluded from the study.

Results of this survey have been weighted by age, gender, and city/township according to the 2016 census. Although weighting the numbers can bring us closer to accurate results, it is still not always completely precise.

Disclaimer

The survey results will exhibit sampling error as a result of the mismatch created by the random dialling of phone numbers as opposed to randomly sampling actual Waterloo Region residents. This survey was approved by the Conestoga College Research Ethics Board

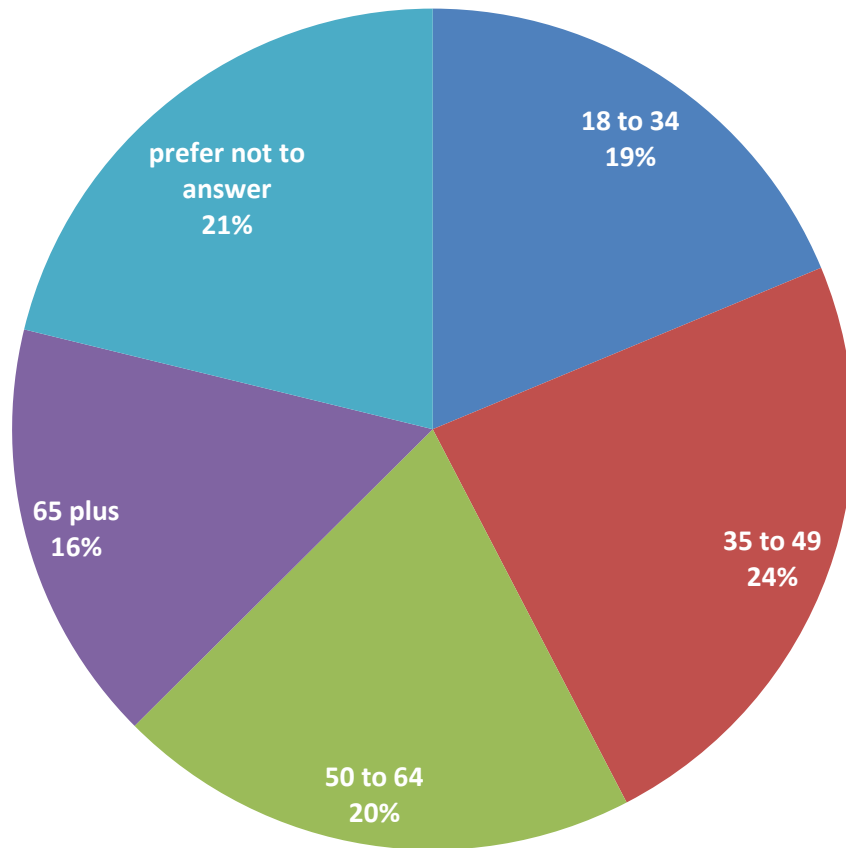
Results

The pie charts placed in this report have been calculated by adding up the total number of respondents and dividing each category by that number.

Please begin, by telling us how old you are?

Age	Number of Respondents	Percent
18 to 34	183	19%
35 to 49	231	24%
50 to 64	197	20%
65 plus	159	16%
Prefer not to answer	207	21%

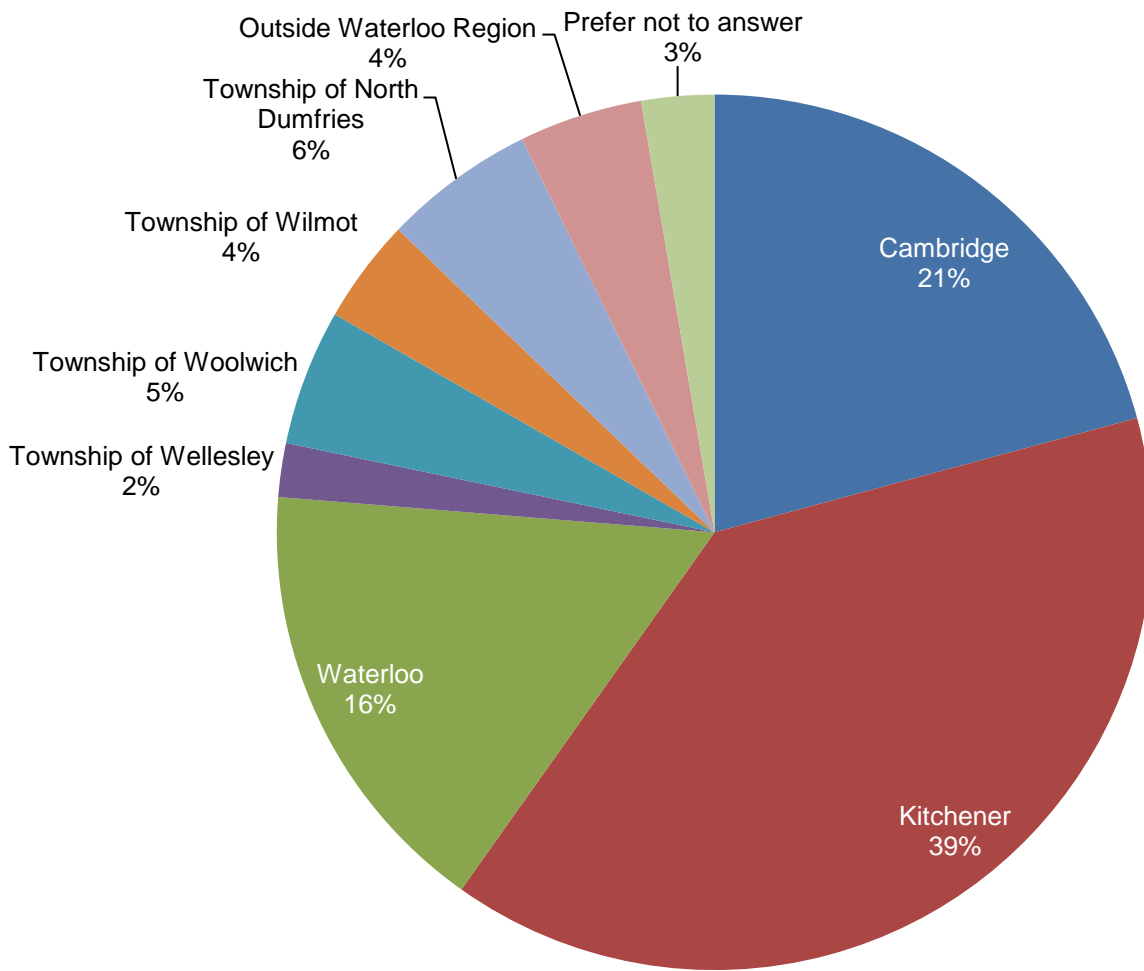
Please begin, by telling us how old you are?



Next we would like to know where you live? Please select one of the following?

Where IVR Telephone survey respondents live	Frequency	Percent
Cambridge	178	21%
Kitchener	334	39%
Waterloo	141	16%
Township of Wellesley	17	2%
Township of Woolwich	43	5%
Township of Wilmot	33	4%
Township of North Dumfries	48	6%
Outside Waterloo Region	39	4%
Prefer not to answer	23	3%

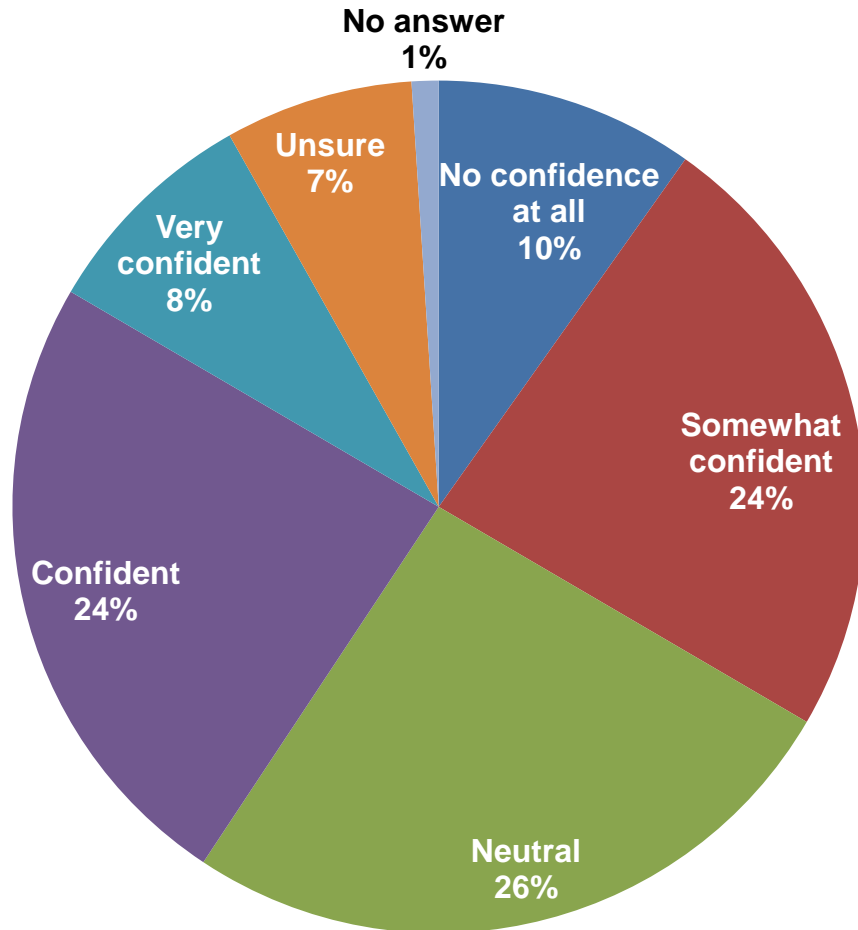
Next we would like to know where you live? Please select one of the following options:



How much confidence do you have in Regional Government?

Level of Confidence	Frequency	Percent
No confidence at all	77	10%
Somewhat confident	185	24%
Neutral	203	26%
Confident	189	24%
Very confident	66	8%
Unsure	56	7%
No answer	8	1%

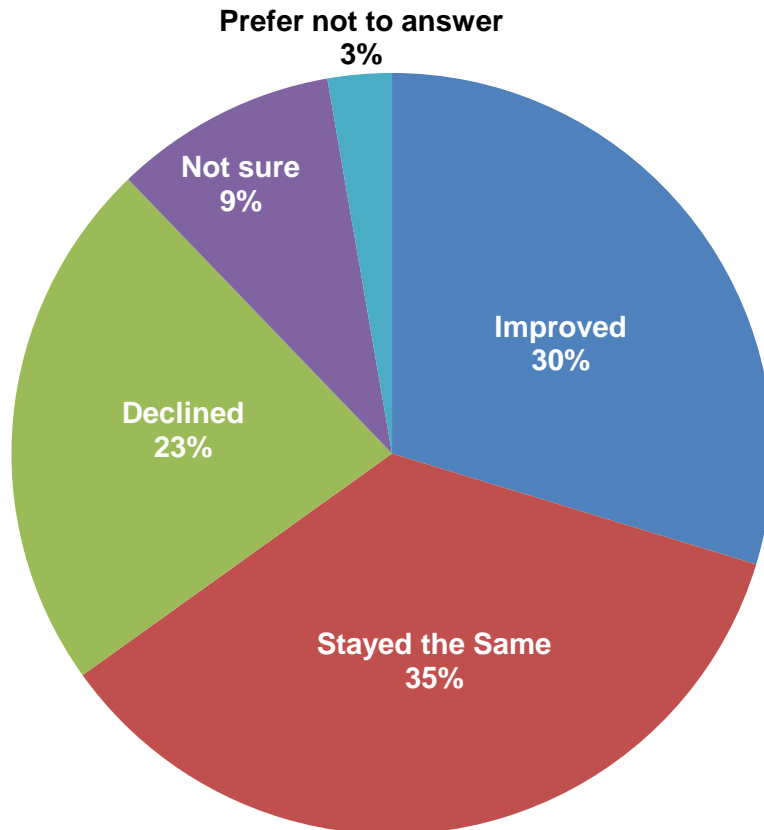
How much confidence do you have in Regional Government?



Over the past few years, would you say that the quality of life in Waterloo Region has improved, stayed the same or declined?

Quality of Life	Number of Respondents	Percent
Improved	229	30%
Stayed the same	273	35%
Declined	175	23%
Not sure	73	9%
Prefer not to answer	21	3%

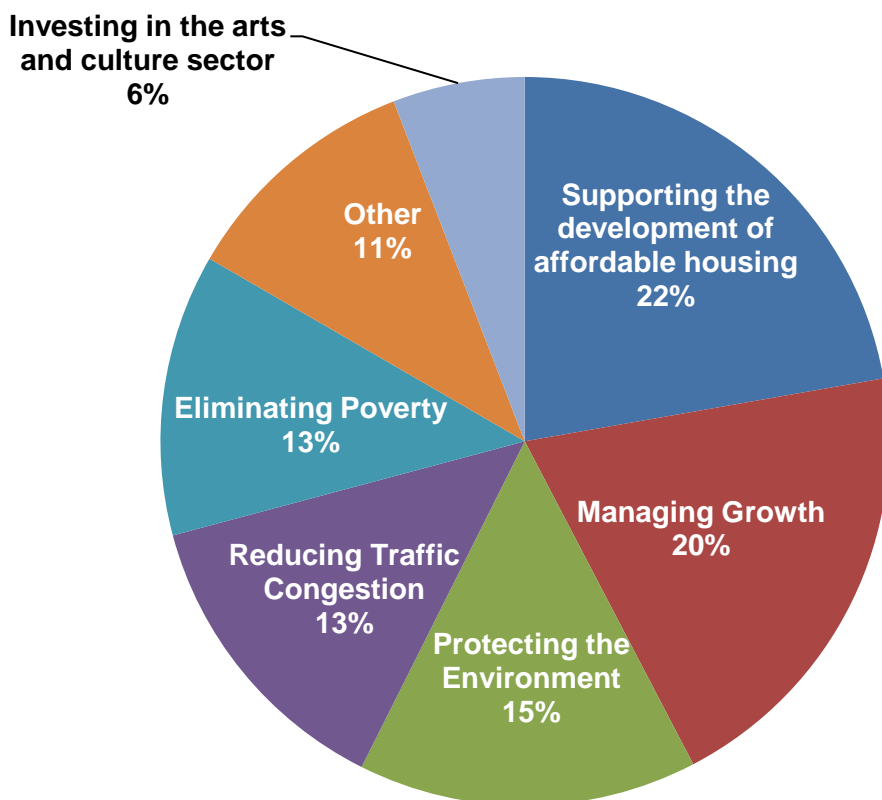
Over the past few years, would you say that the quality of life in Waterloo Region has improved, stayed the same or declined?



What do you think the biggest priority in Waterloo Region that Regional Government should address?

Ranked Priority	Number of Respondents	Percent
Supporting the development of affordable housing	167	22%
Managing growth	151	20%
Protecting the environment	113	15%
Reducing traffic congestion	101	13%
Eliminating poverty	94	13%
Other	81	11%
Investing in the arts and culture sector	44	6%

What do you think is the biggest priority in Waterloo Region that Regional Government should address?

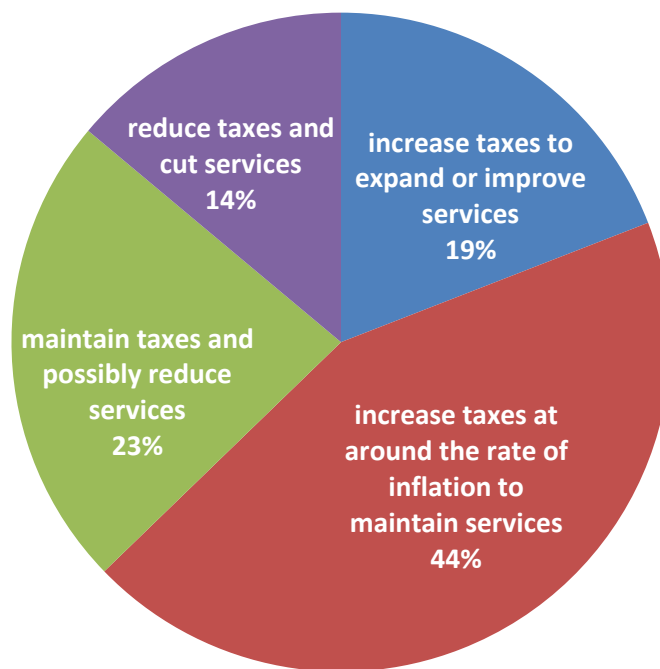


The top 3 priorities are: 1) Supporting the development of affordable housing 2) Managing growth, 3) Protecting the environment.

Regional Government must balance the cost of delivering services with taxation. Which of the following would you most prefer for property taxes in Waterloo Region?

Property Taxes	Number of Respondents	Percent
Increase taxes to expand or improve services	140	19%
Increase taxes at around the rate of inflation to maintain services	320	44%
Maintain taxes and possibly reduce services	171	23%
Reduce taxes and cut services	102	14%

Regional Government must balance the cost of delivering services with taxation. Which of the following would you most prefer for property taxes in Waterloo Region?

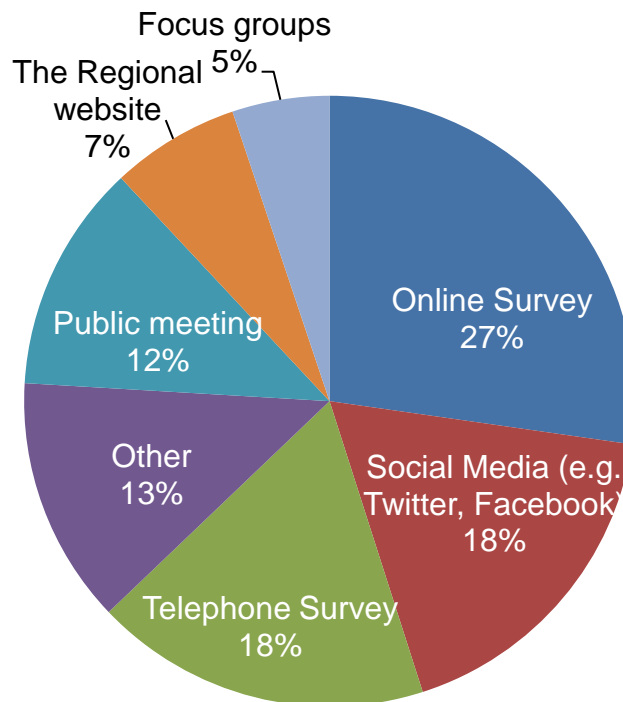


The results indicate that 44% of citizens would prefer that the Region of Waterloo increase taxes at around the rate of inflation in order to maintain services and that the lowest percentage of responders (14%) believe that decreasing taxes is the best method.

If the Region of Waterloo wanted to gather public input or engage you on major issues or decisions, what are the best ways?

Platform	Number of Respondents	Percent
Online Survey	196	27%
Social media (e.g. Twitter, Facebook)	128	18%
Telephone Survey	128	18%
Other	94	13%
Public meeting	87	12%
The Regional website	49	7%
Focus groups	37	5%

If the Region of Waterloo wanted to gather public input or engage you on major issues or decisions, what are the best ways?

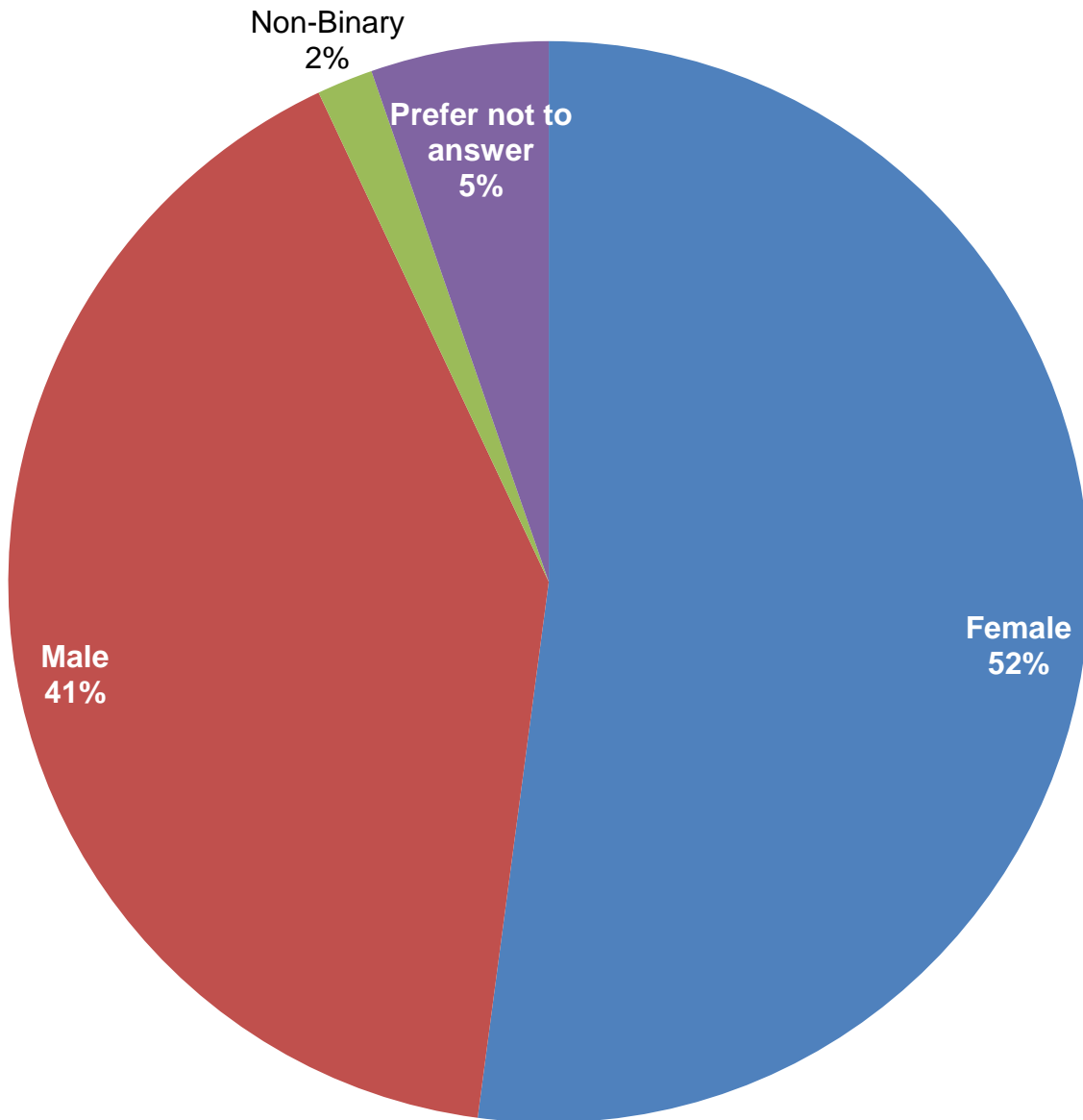


The best ways that the Region of Waterloo can gather public input or engage on major issues/decisions are listed in order above. The top 3 are: 1) Online Survey, 2) Social Media, and 3) Telephone Survey.

Would you describe your gender as:

Gender	Frequency	Percent
Female	372	52%
Male	292	41%
Non-Binary	12	2%
Prefer not to answer	38	5%

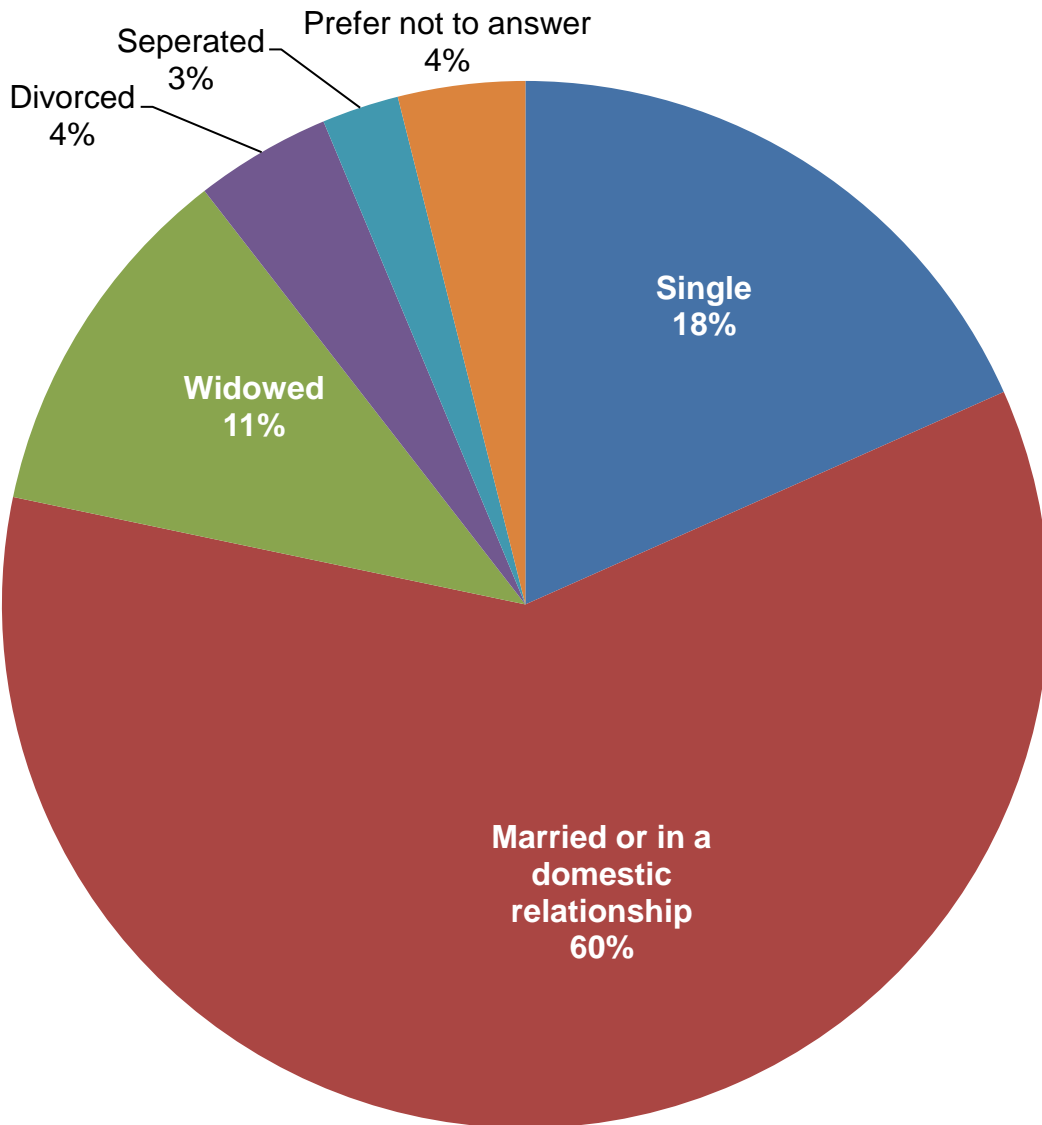
Would you describe your gender as:



What is your marital status?

Marital Status	Frequency	Percent
Single	131	18%
Married or in a domestic relationship	428	60%
Widowed	80	11%
Divorced	30	4%
Separated	17	3%
Prefer not to answer	28	4%

What is your marital status?



Appendix A

IVR Survey Questions

1. Please begin, by telling us how old you are?
 - 18 to 34
 - 35 to 49
 - 50 to 64
 - 65 plus
 - Prefer not to answer

2. Next we would like to know where you live? Please select one of the following options:
 - Cambridge
 - Kitchener
 - Waterloo
 - Township of Wellesley
 - Township of Woolwich
 - Township of Wilmot
 - Township of North Dumfries
 - Outside Waterloo Region
 - Prefer not to answer

3. How much confidence do you have in Regional Government?
 - No confidence at all
 - Somewhat confident
 - Neutral
 - Confident
 - Very Confident
 - Unsure
 - No answer

4. Over the past few years, would you say that the quality of life in Waterloo Region has improved, stayed the same or declined?
 - Improved
 - Stayed the same
 - Declined
 - Not Sure
 - Prefer not to Answer

5. What do you think is the biggest priority in Waterloo Region that Regional government should address?
 - Reducing traffic congestion
 - Protecting the Environment
 - Managing Growth
 - Support the development of affordable housing
 - Investing in the arts and culture sector
 - Eliminating poverty
 - Other
 - No answer

6. Regional Government must balance the cost of delivering services with taxation. Which of the following would you most prefer for property taxes?
 - Increase taxes to expand or improve services.
 - Increase taxes at around the rate of inflation to maintain services.
 - Maintain taxes and possibly reduce services.
 - Reduce taxes and cut services.
 - No answer.

7. If the Region of Waterloo wanted to gather public input or engage you on major issues or decisions, what are the best ways?

- Social media (e.g. Twitter, Facebook)
- Public meeting
- On-line survey
- Telephone survey
- Focus groups
- The Regional website
- Other
- No answer

8. Would you describe your gender as:

- Female
- Male
- Non-Binary
- Prefer not to answer

9. What is your marital status?

- Single
- Married or in a domestic relationship
- Widowed
- Divorced
- Separated
- Prefer not to answer