

Waterloo Region Matters Survey 2019 Overview and highlights of the results

Research Acknowledgement

We are grateful to the Survey Research Centre at the University of Waterloo for the expert administration of the Waterloo Region Matters mixed-mode survey.

About the Survey

The Waterloo Region Matters Survey 2019 was conducted by the University of Waterloo Survey Research Centre. Local organizations and university departments partnered on this project to learn more about region-wide opinions and awareness of different topics such as regional services like transit, public health, immigration and planning as well as gather information about household demographics.

The survey included a set of questions (Appendix A) specifically designed to inform the development of the Region of Waterloo's 2019-2023 Strategic Plan. Survey demographics and the results from this set of strategic planning questions are highlighted in this report.

Key Survey Details:

Study population: Adult residents (18 years or older) within Waterloo Region, including Kitchener, Waterloo, Cambridge and the four townships.

Methodology:

- Telephone survey data collection took place from January 25 to March 8, 2019
- Online survey data collection took place from January 22 to March 11, 2019.

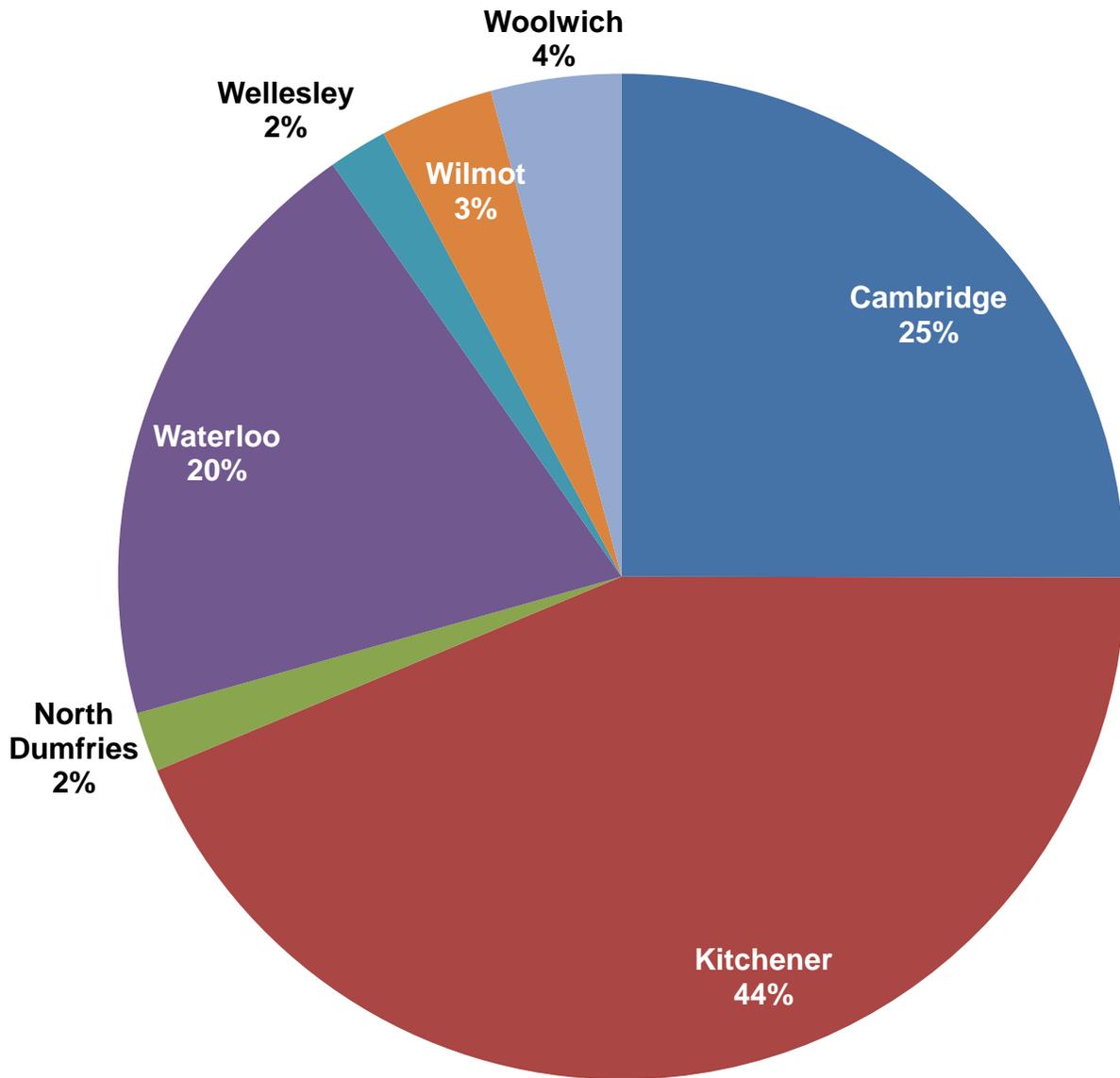
Sample Size

500 surveys were completed, representative by region/municipality and age.

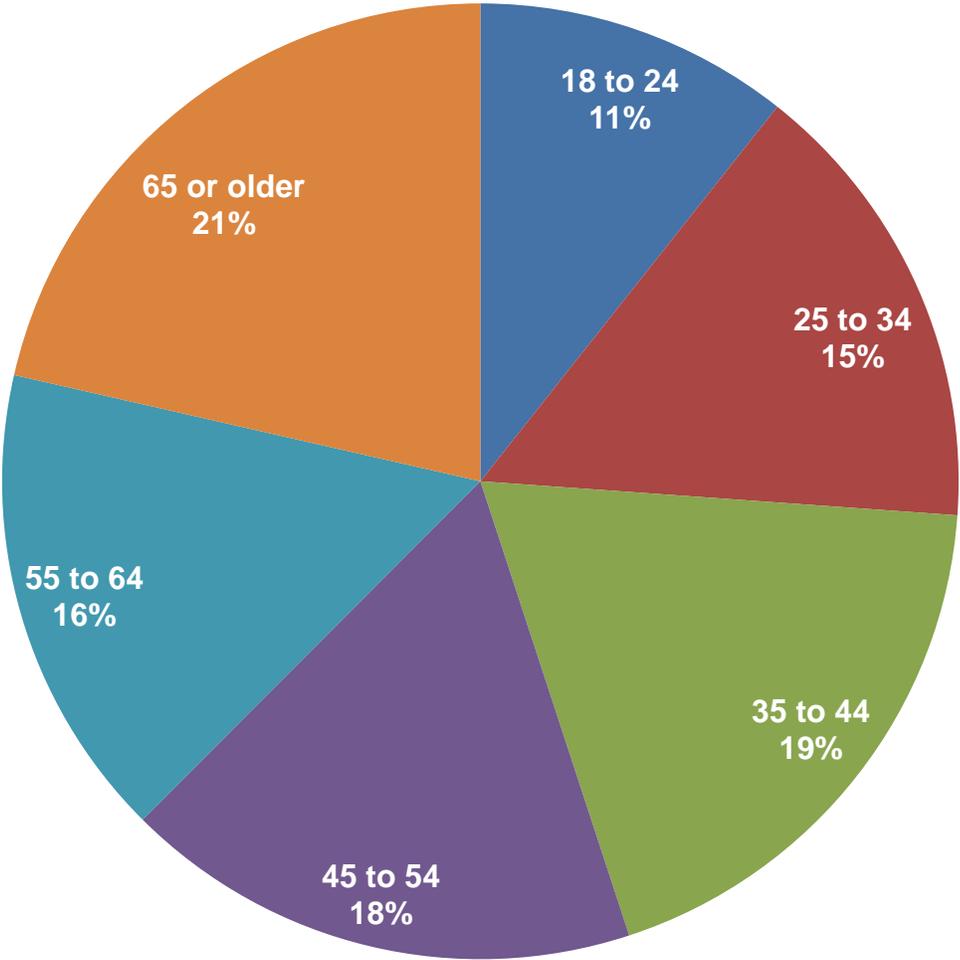
- 303 surveys completed over the telephone
- 197 surveys completed over the web

Clarifying Questions

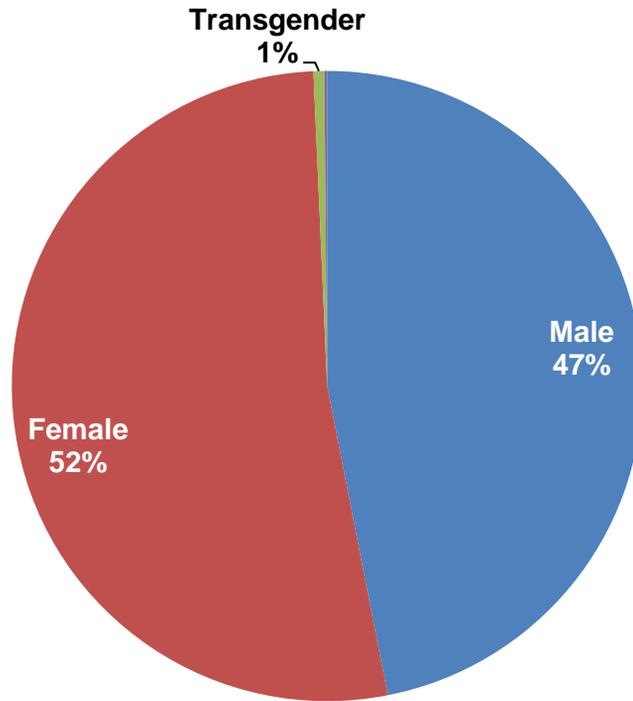
In which city or township do you live?



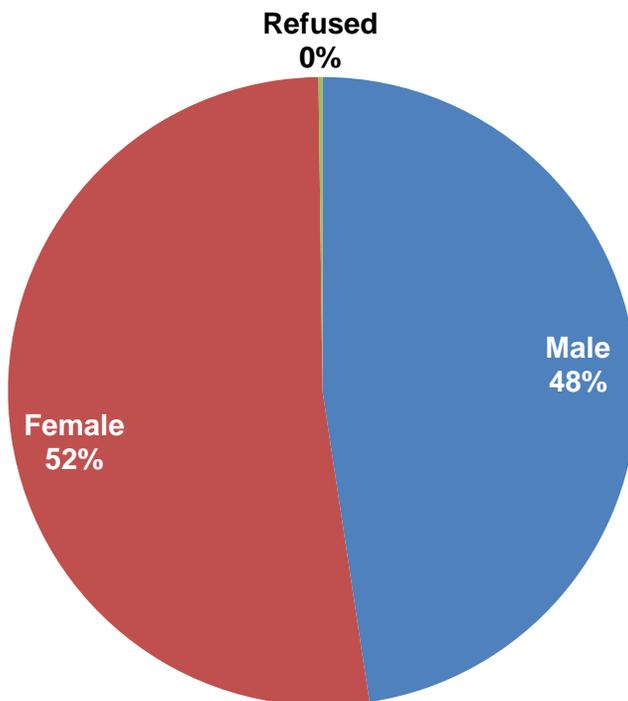
Which age group do you belong to?



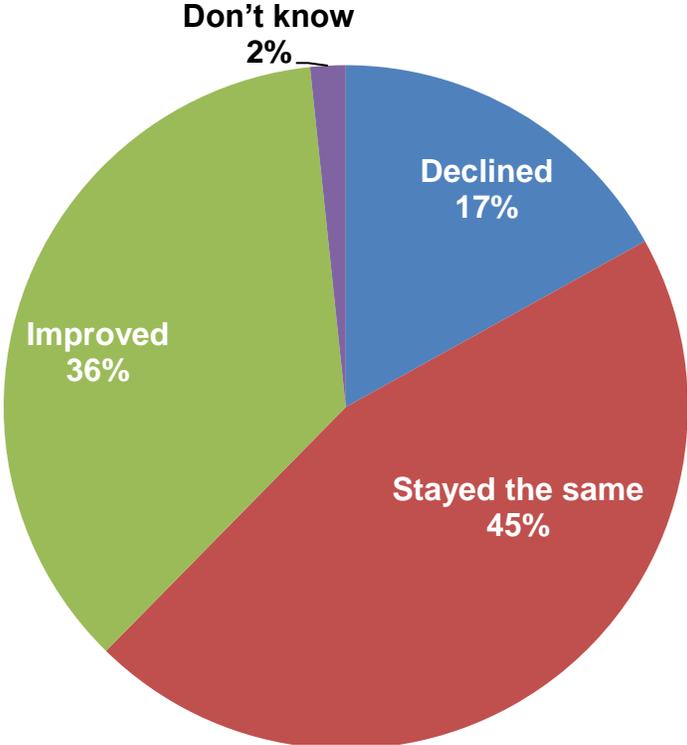
Please confirm your gender:



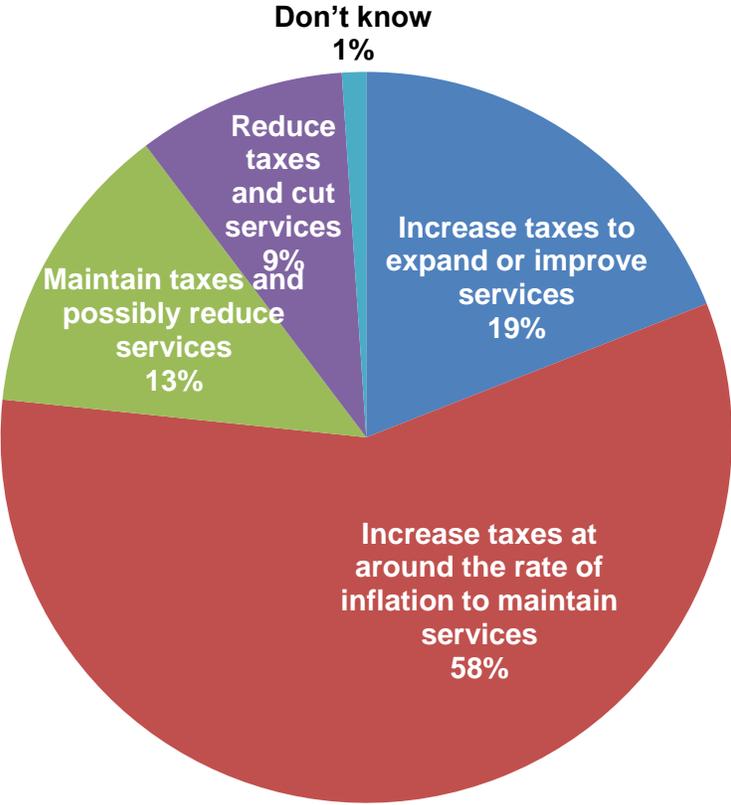
What was your sex at birth?



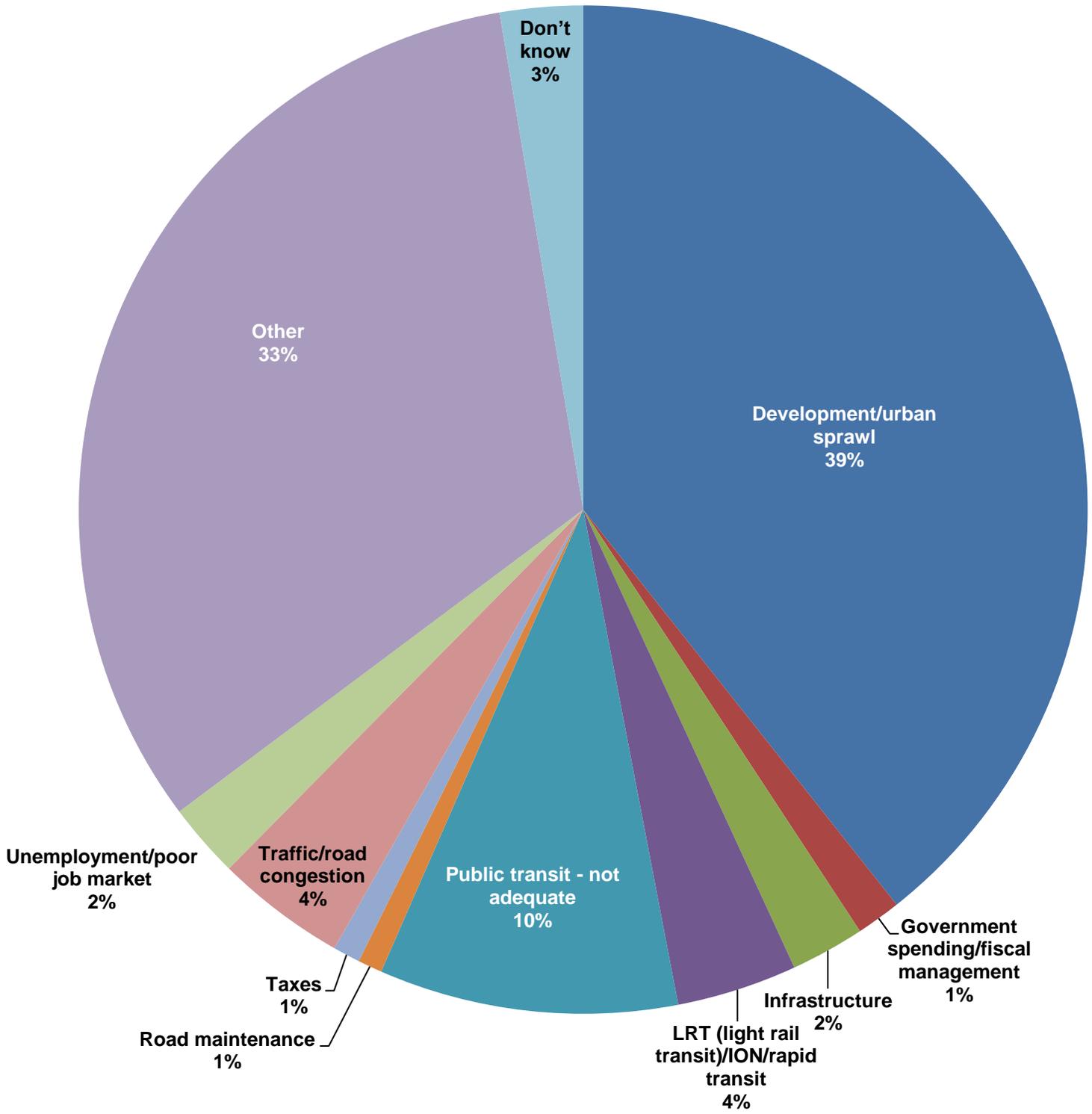
Over the past few years, would you say that the quality of life in Waterloo Region has declined, stayed the same or improved?



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

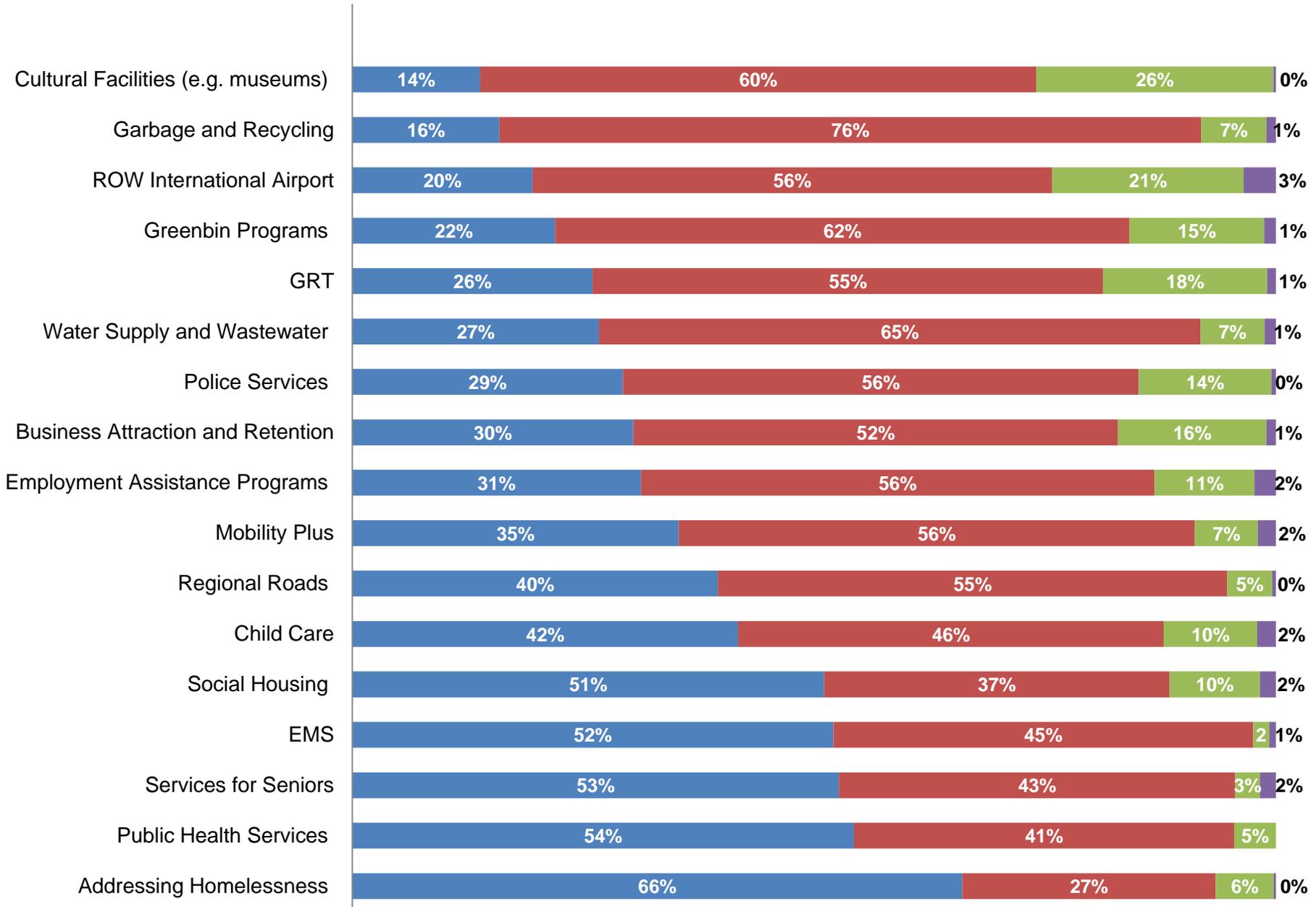


What, in your opinion, is the single most important local issue facing Waterloo Region today?

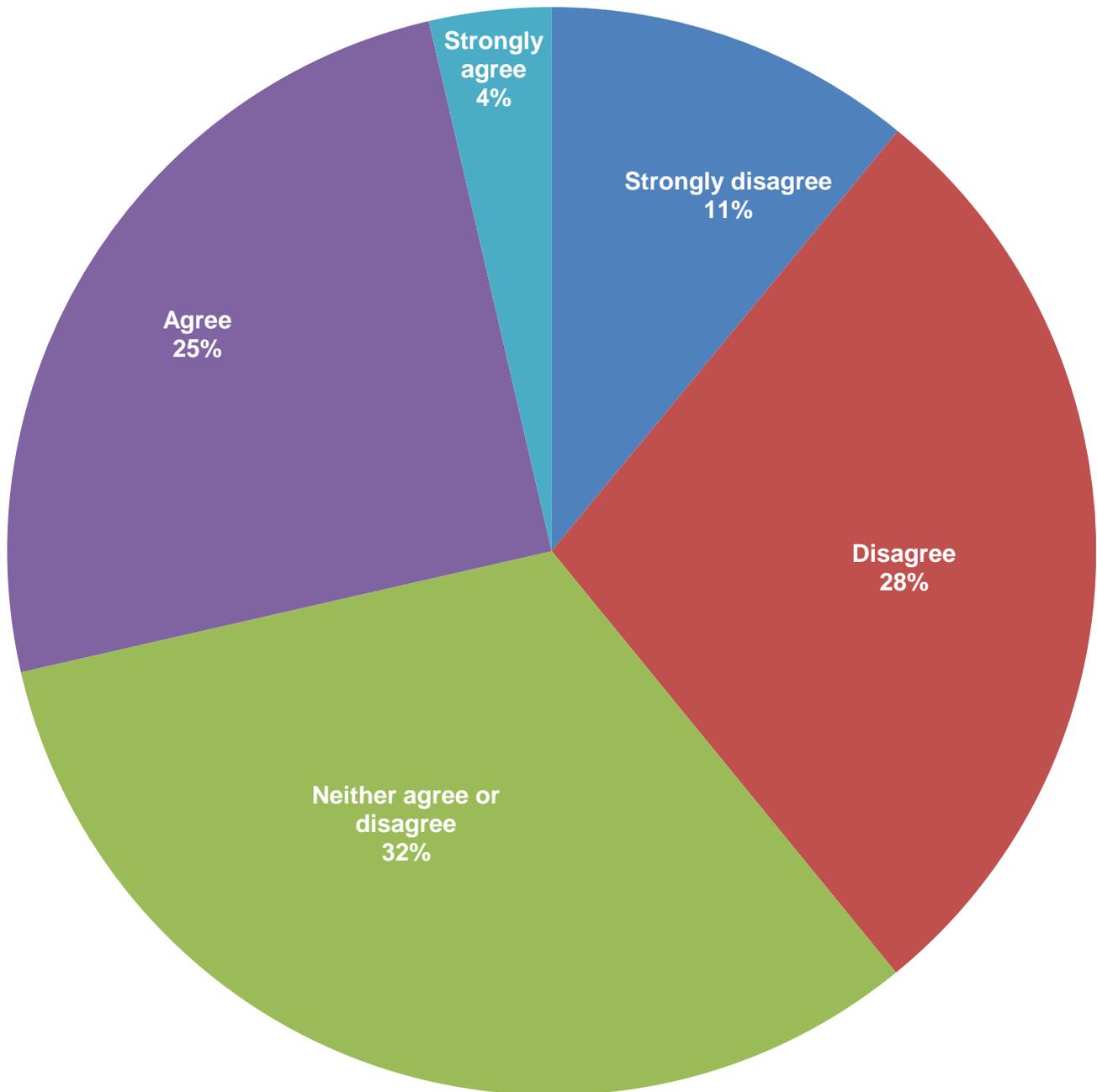


Government spending on services

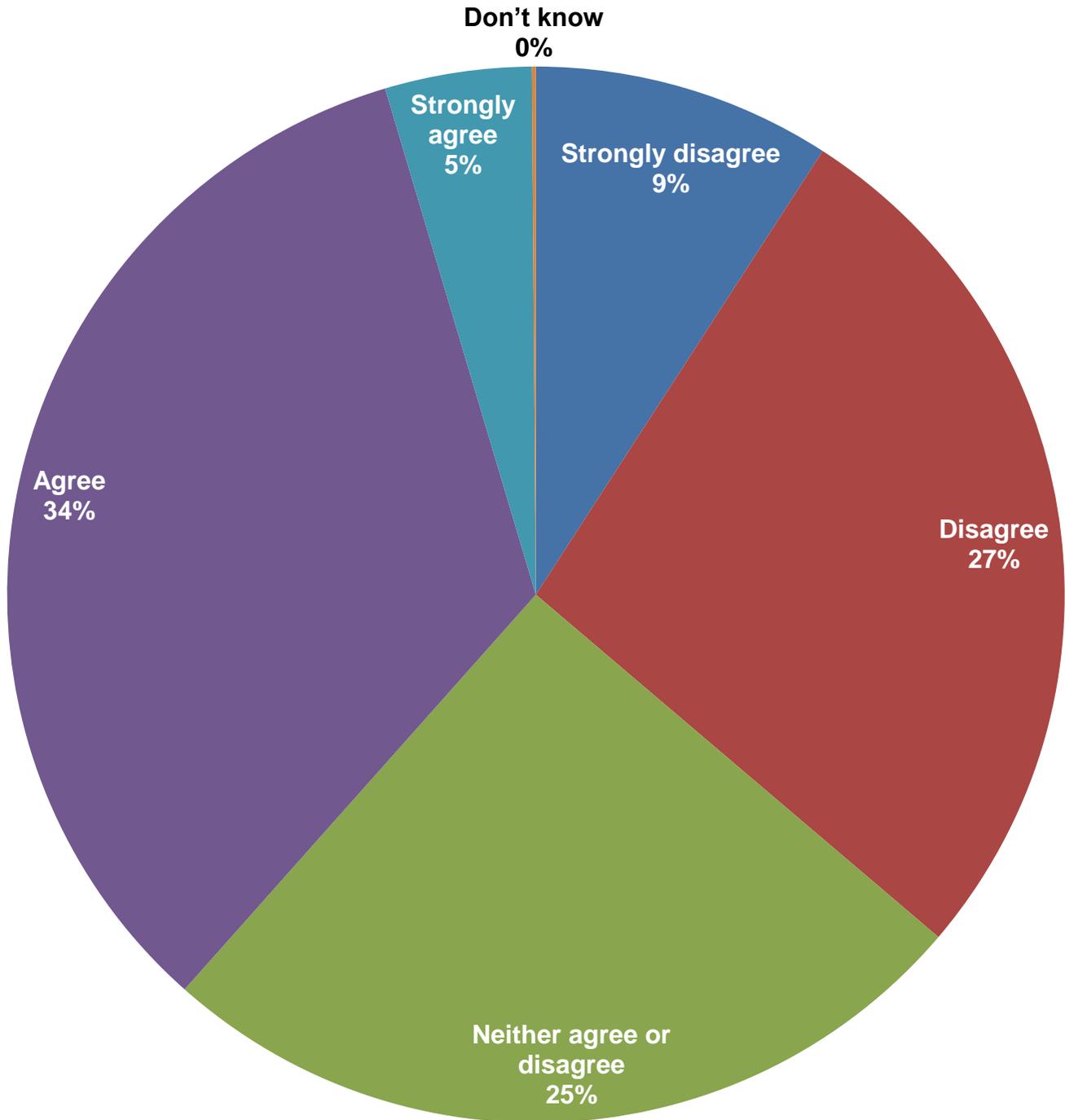
■ Spending More
 ■ Spending About the Same
 ■ Spending Less
 ■ Don't Know



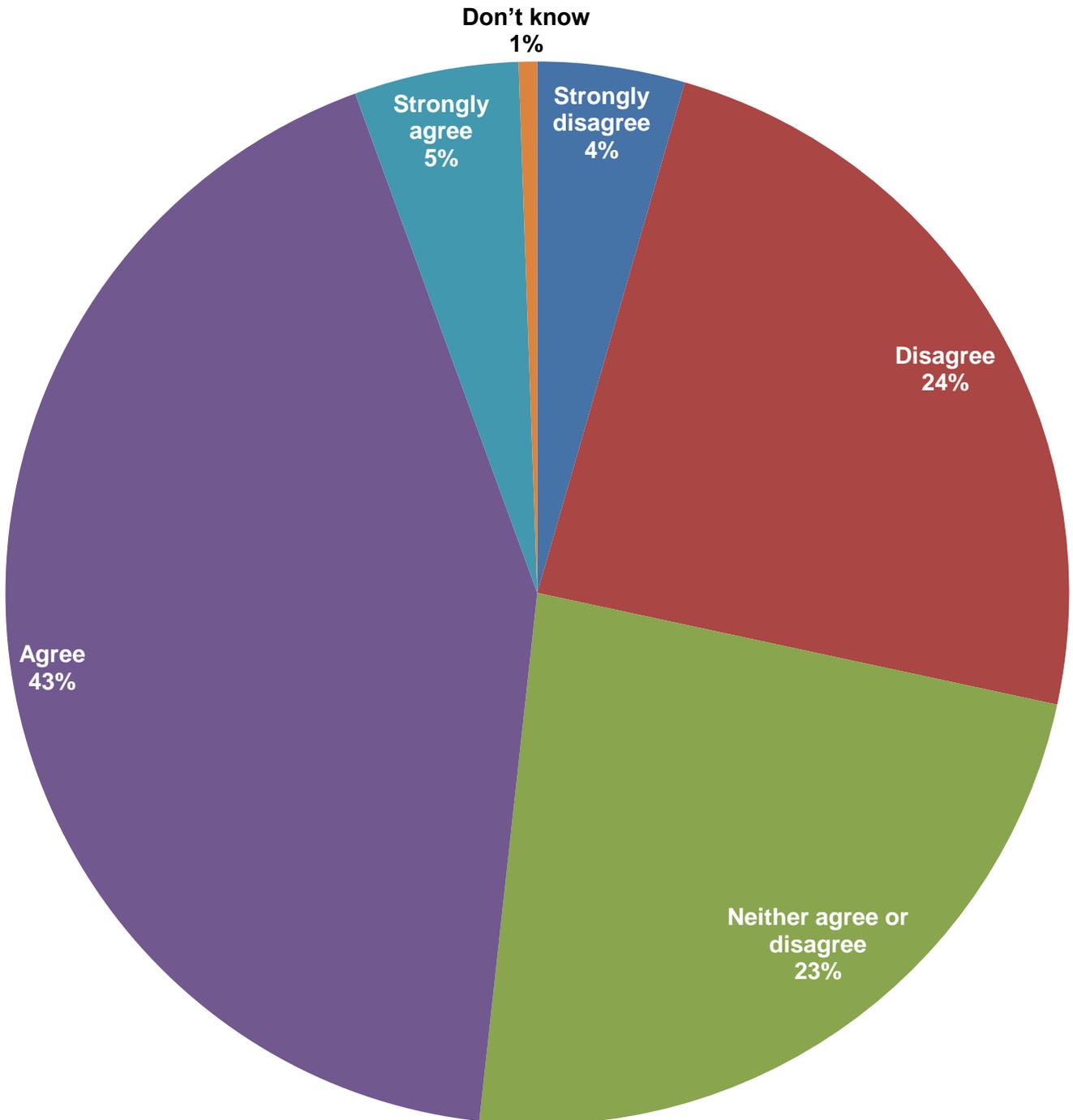
[Please indicate your level of agreement or disagreement with...] I feel involved in decisions that impact me as a resident of Waterloo Region.



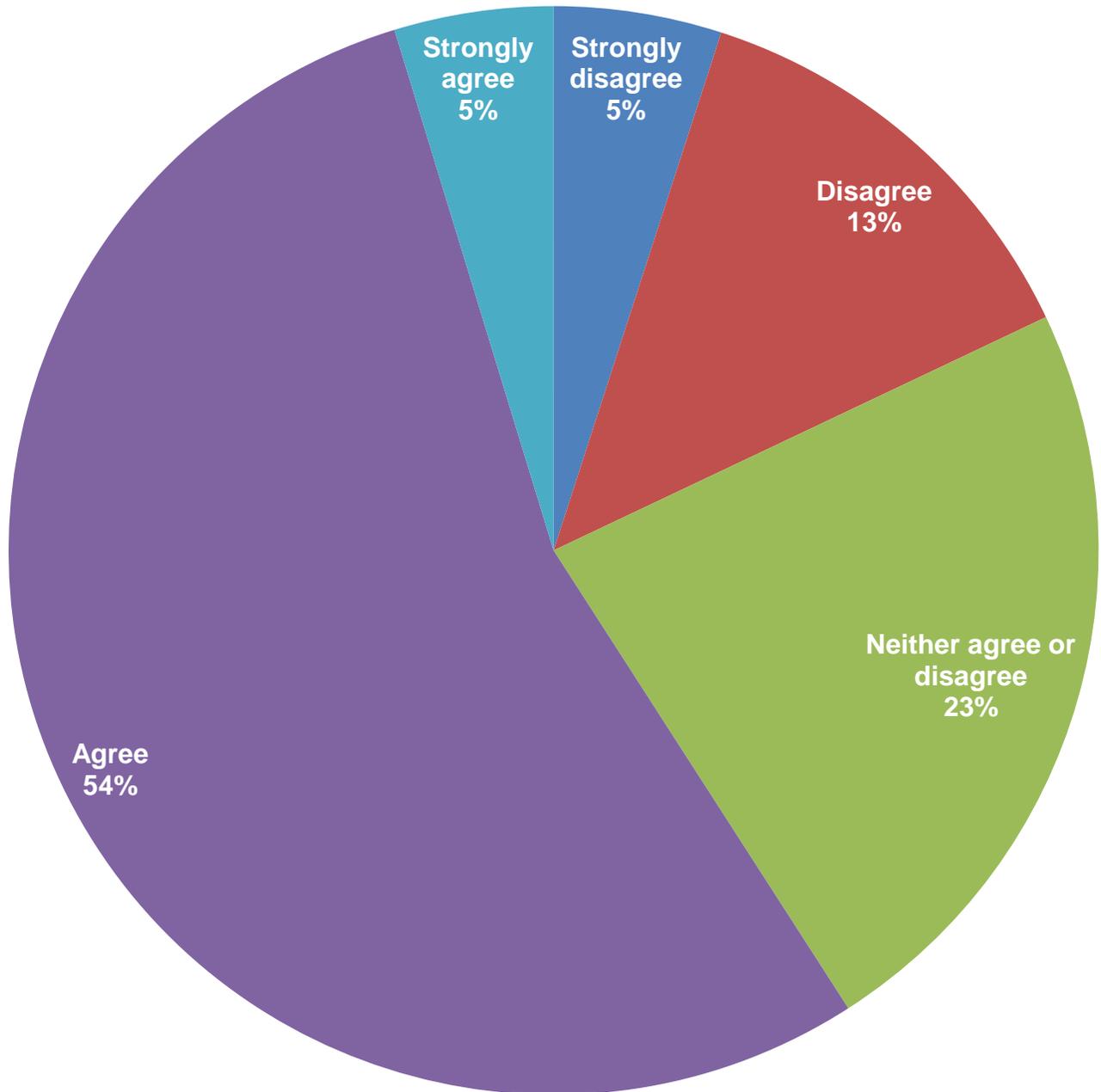
[Please indicate your level of agreement or disagreement with...] **The Region of Waterloo government is in touch with the needs of my community.**



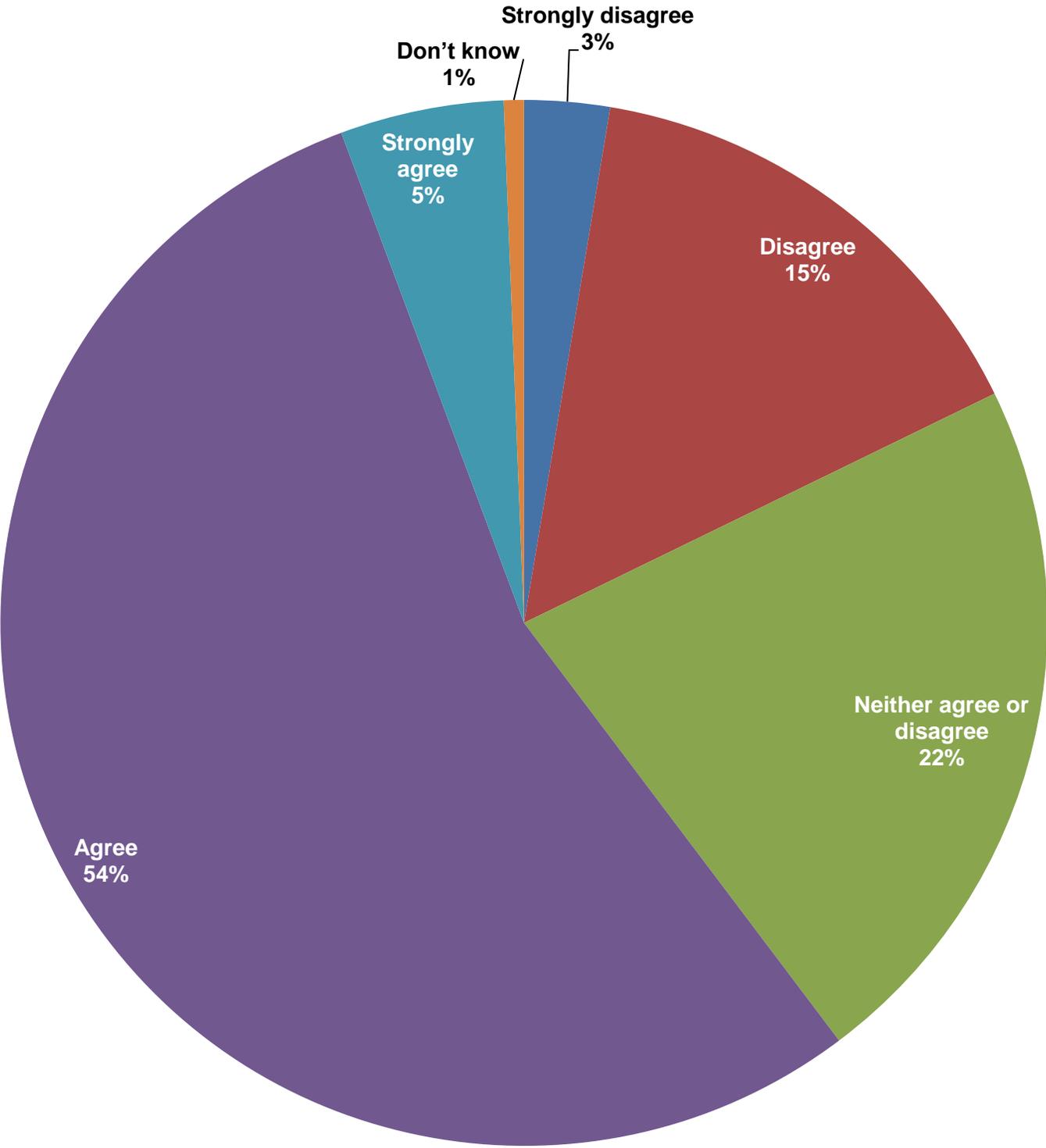
[Please indicate your level of agreement or disagreement with...] **The Region of Waterloo government does a good job keeping its residents informed.**



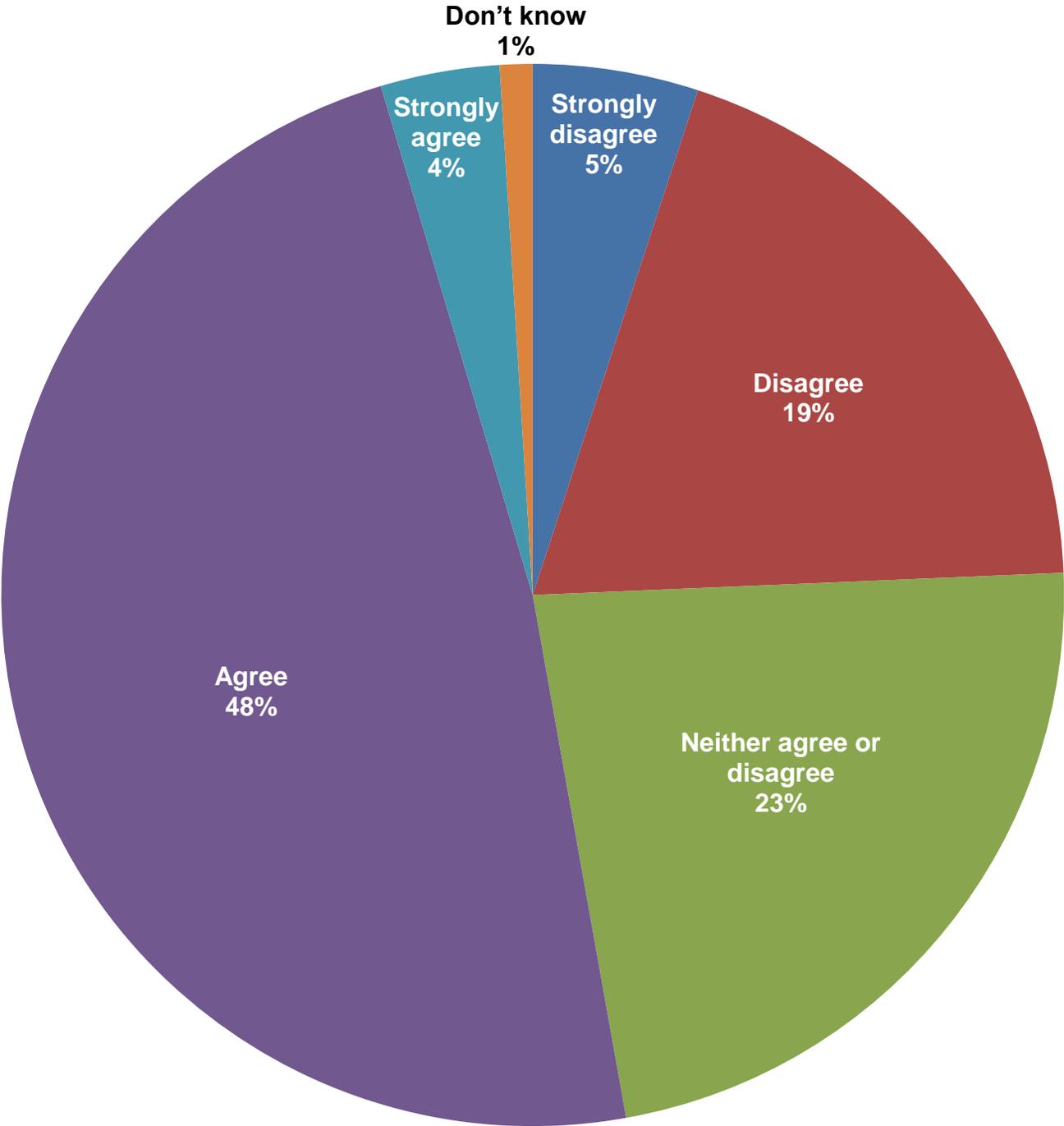
[Please indicate your level of agreement or disagreement with...] **All things considered, the Region of Waterloo government is doing a good job.**



[Please indicate your level of agreement or disagreement with...] I can readily access any Region of Waterloo government services that I need.

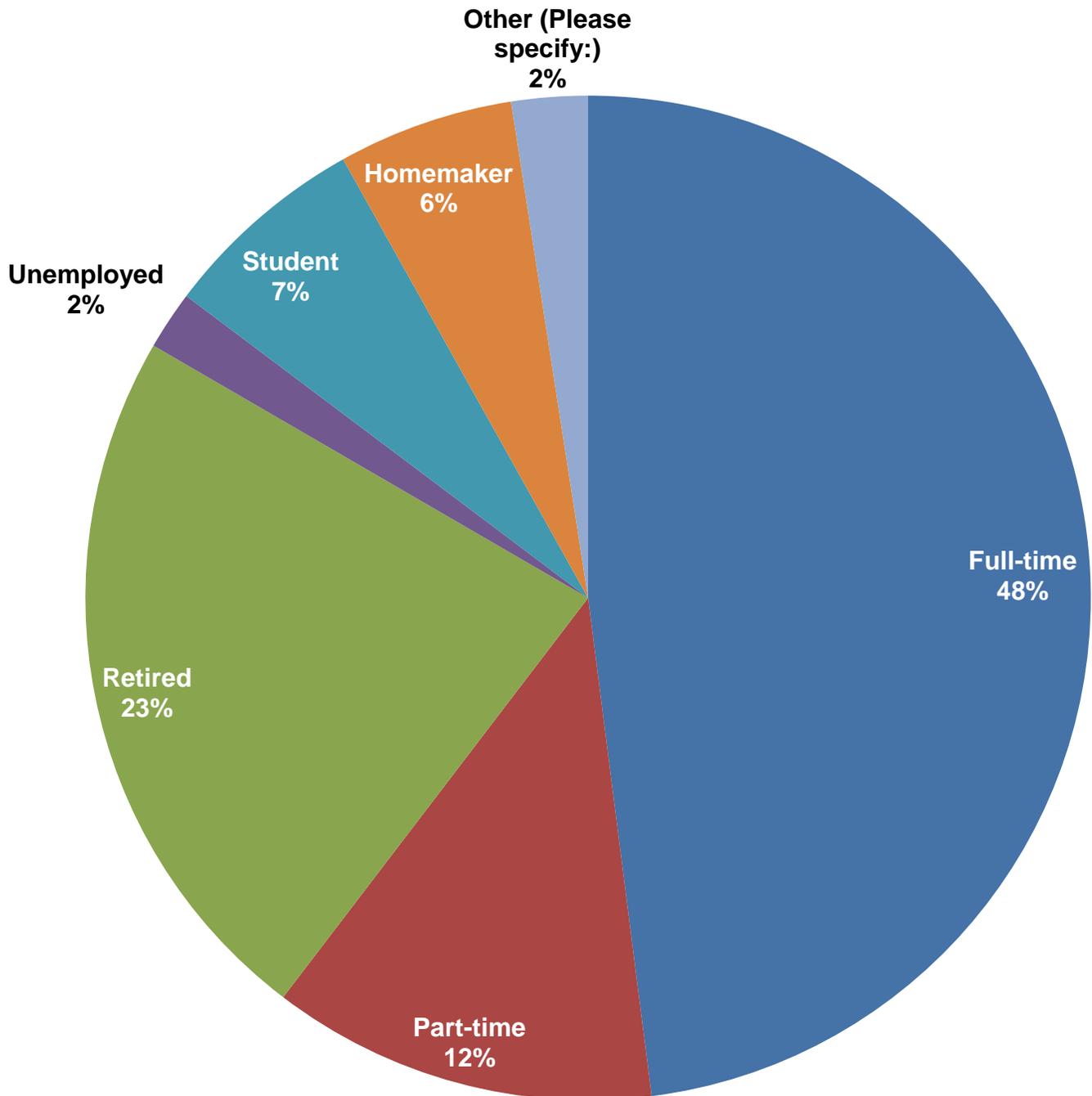


[Please indicate your level of agreement or disagreement with...] **Considering the services I receive, I get good value for my Region of Waterloo tax dollars.**

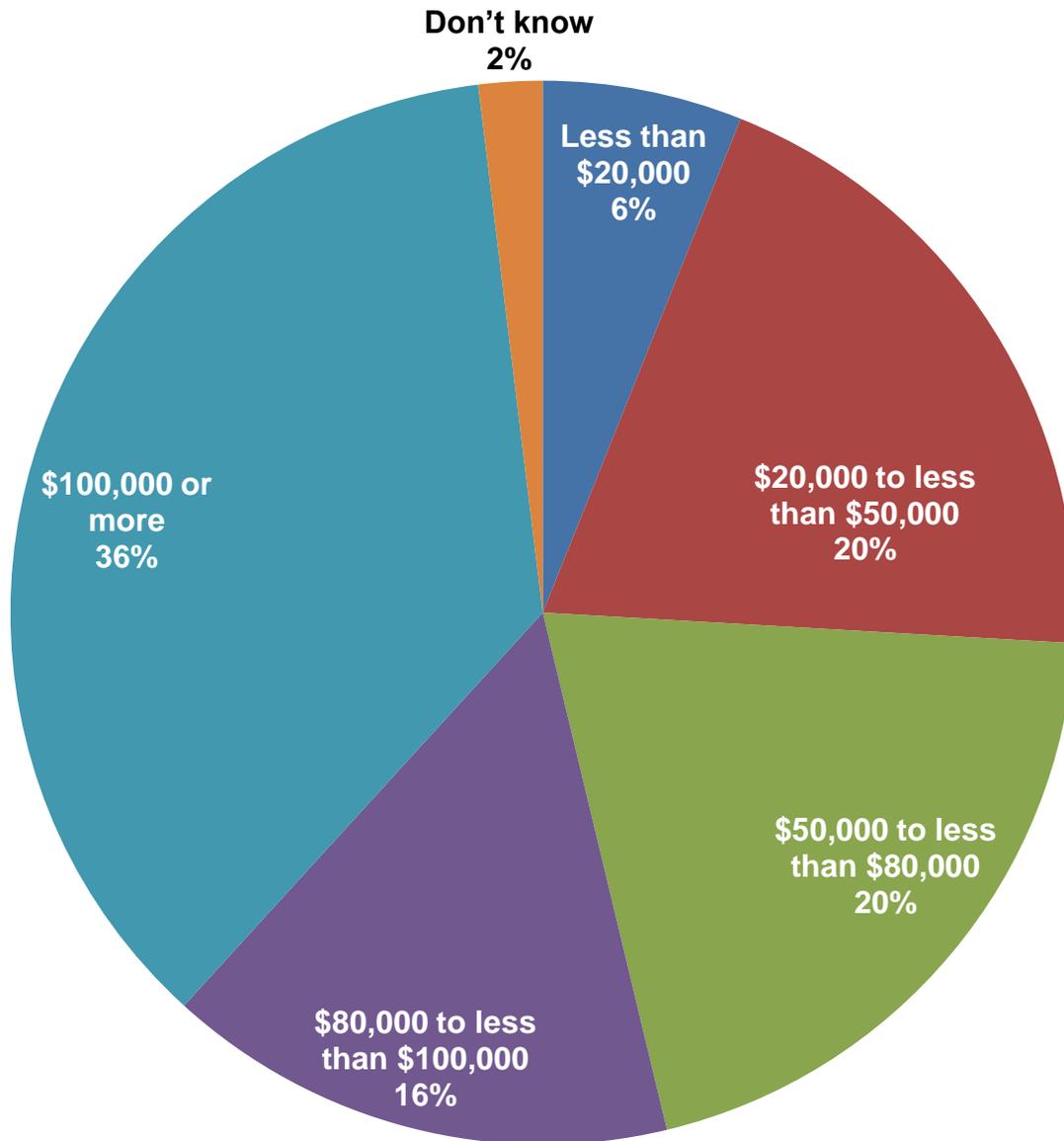


Survey Respondent Demographics

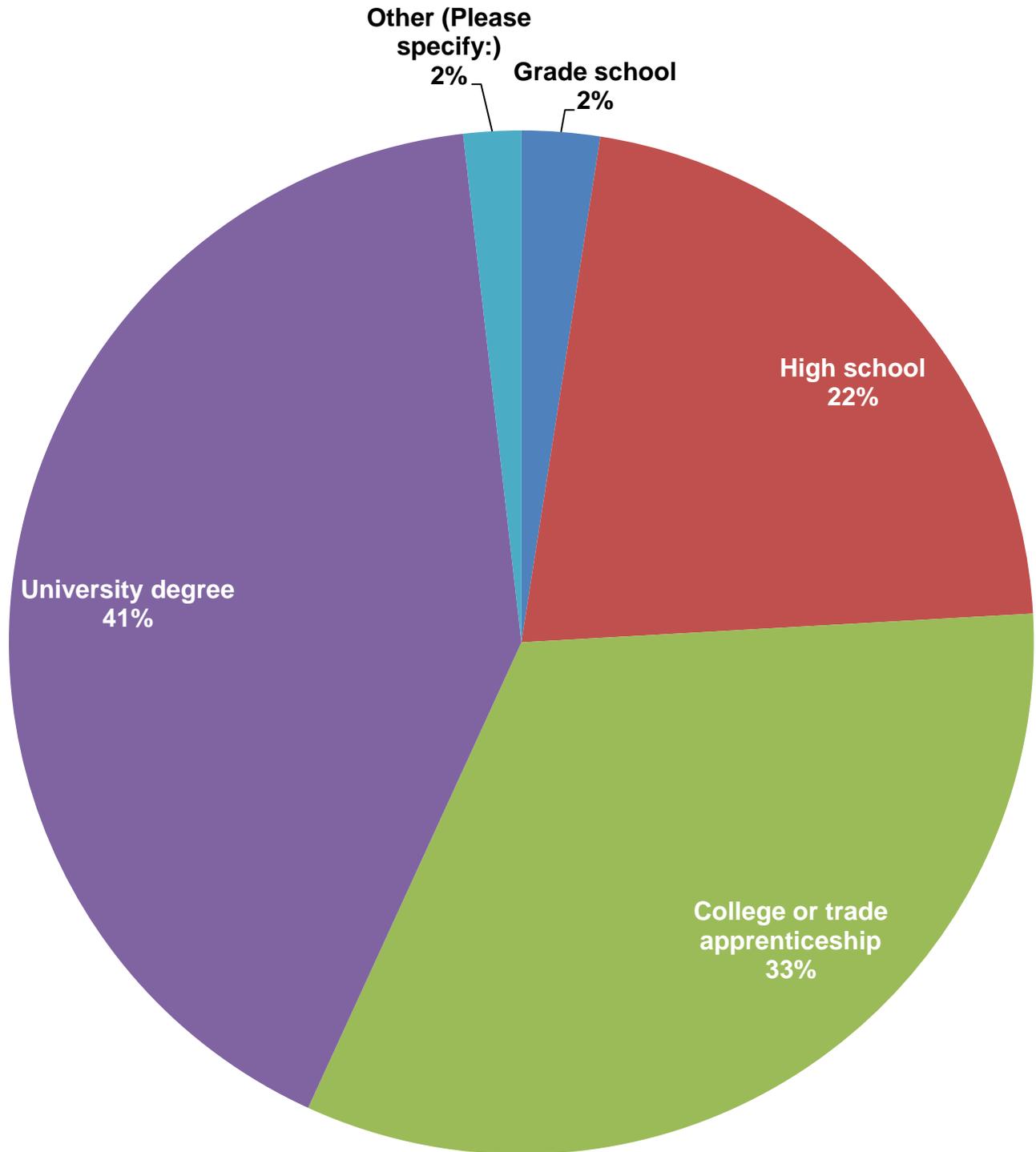
Current Employment Status



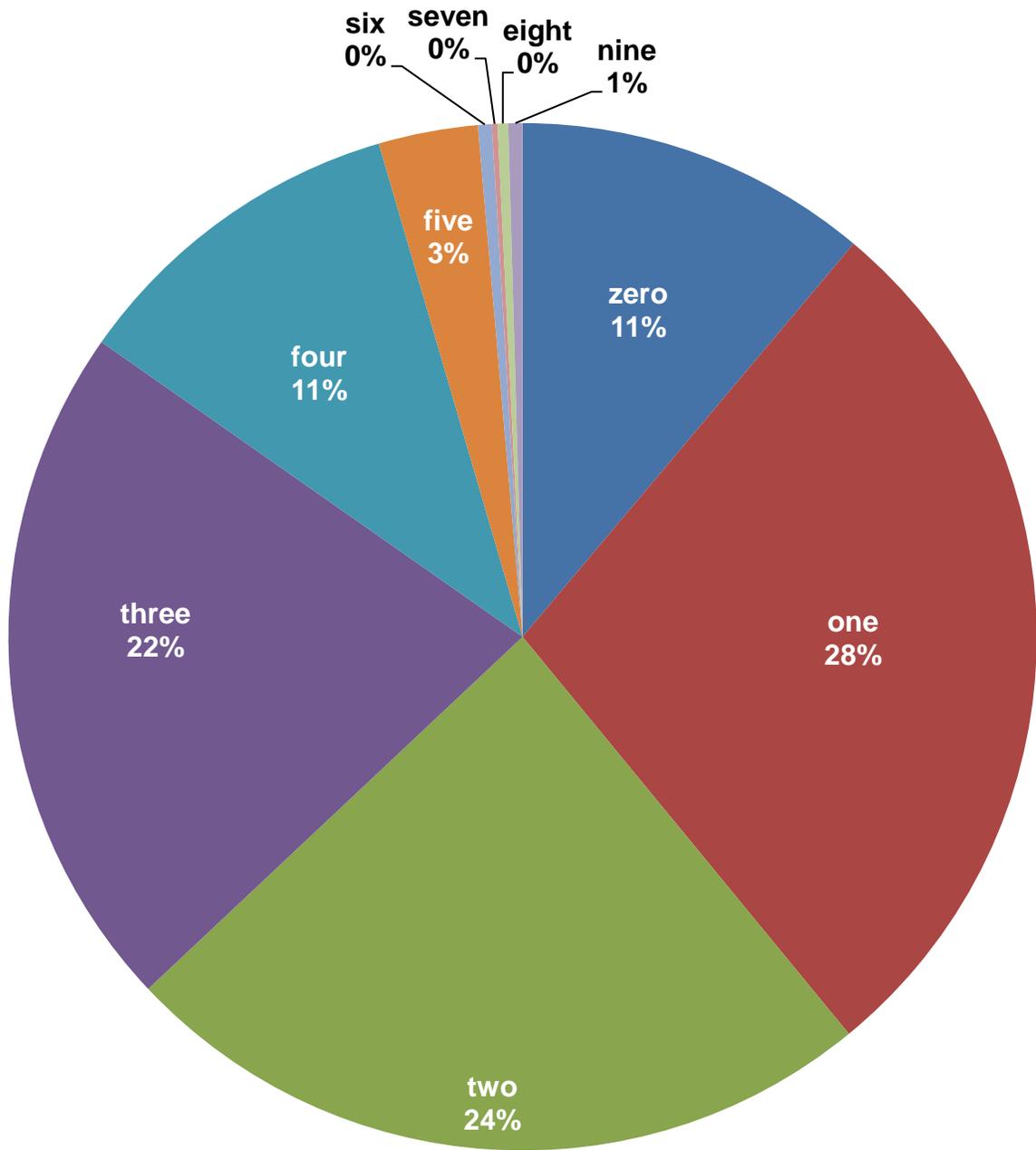
What is your current household income before taxes?



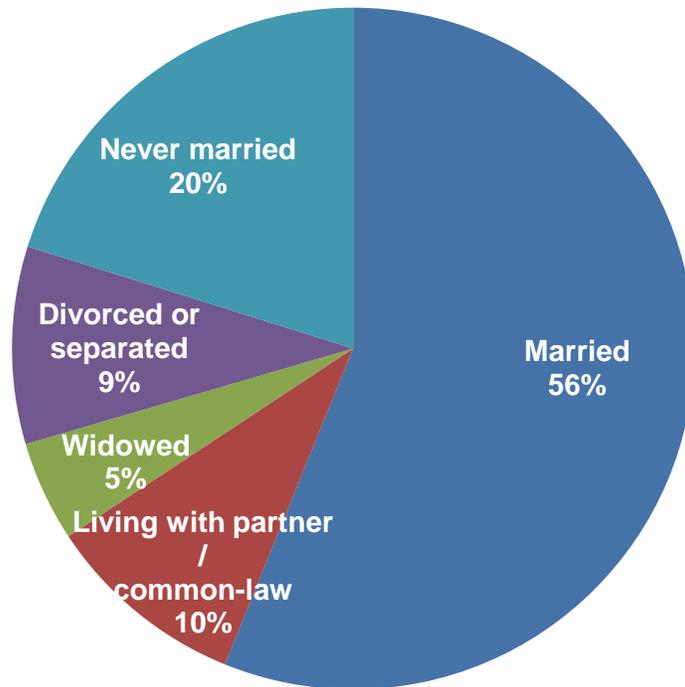
What is the highest level of formal education that you have completed?



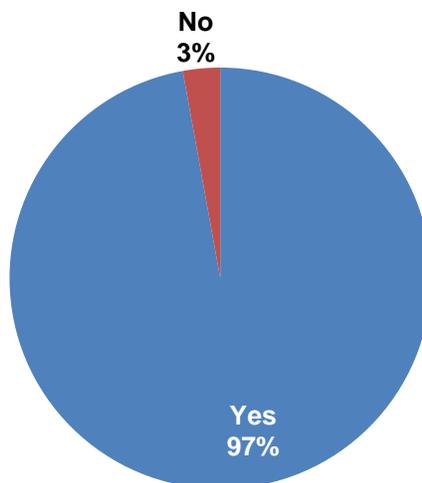
**Not including yourself, how many people live in your household?
Please include all adults, other than yourself, and any
children that live with you all or most of the time. # in household:**



At present, are you married, living with a partner, widowed, divorced, separated, or have you never been married?



Do you have regular Internet access, whether at home, work or school or by some other means?



Appendix A
Waterloo Region Matters
Demographics and Strategic Planning Survey Questions

Question Name	Description	Answer Codes
New Record No	Unique identifier (within sample type) for each record	<i>Numerical</i>
Weighting	A numerical value used to make data representative by age and region. Please see text below for explanation.	<i>Numerical</i>
A3	Which age group do you belong to?	01 18 to 24 02 25 to 34 03 35 to 44 04 45 to 54 05 55 to 64 06 65 or older 07 Under 18 88 Don't know 99 Refused
A4	<i>Depending on the response given to A3, either of the following text could have been used:</i> (If the respondent answered 88 'Don't know' or 99 'refused'): To qualify to complete this survey, we must confirm that you are 18 years of age or older. Are you 18 or older? (If the respondent answered anything other): Have you turned 18?	01 Yes 02 No 88 Don't know 99 Refused
AGE_GROUP	Calculated variable: Determines which age group the respondent belongs to based on their answers to the two prior questions.	01 18 to 24 02 25 to 34 03 35 to 44 04 45 to 54 05 55 to 64 06 65 or older 07 Under 18 88 Don't know 99 Refused

Question Name	Description	Answer Codes
A5	Please confirm your gender	01 Male 02 Female 03 Transgender 88 Don't know 99 Refused
A5_B	What was your sex at birth?	01 Male 02 Female 88 Don't know 99 Refused
SECTION S: ROW Strategic Planning and Strategic Initiatives		
S1	What, in your opinion, is the single most important local issue facing Waterloo Region today?	01 Development/urban sprawl 02 Government spending/fiscal management 03 Infrastructure 04 LRT (light rail transit)/ION/rapid transit 05 Public transit – not adequate 06 Road maintenance 07 Taxes 08 Traffic/road congestion 09 Unemployment/poor job market 10 Other 88 Don't know 99 Refused
S10	What, in your opinion, is the single most important local issue facing Waterloo Region today? 10 Other	<i>Text response</i>
S2	Over the past few years, would you say that the quality of life in Waterloo Region has declined, stayed the same or improved?	01 Declined 02 Stayed the same 03 Improved 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S3	The Region of Waterloo government must balance the cost of delivering services with taxation. Which of the following would you most prefer for property taxes in Waterloo Region?	01 Increase taxes to expand or improve services 02 Increase taxes at around the rate of inflation to maintain services 03 Maintain taxes and possibly reduce services 04 Reduce taxes and cut services 88 Don't know 99 Refused
S4_A	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Grand River Transit bus service	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_B	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Ambulance and paramedic services	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_C	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Curb side garbage and recycling collection	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S4_D	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Regional roads</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_E	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Public health services</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_F	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Social housing</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_G	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Child care</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_H	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Greenbin programs</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S4_I	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Services for seniors	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_J	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Employment assistance services	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_K	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Region of Waterloo International Airport	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_L	Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services? Cultural facilities, such as museums	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S4_M	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Mobility Plus accessible transit</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_N	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Addressing homelessness</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_O	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Water supply and waste water</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S4_P	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Business attraction and retention</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S4_Q	<p>Keeping in mind that taxes may increase if spending increases, do you think that your Region of Waterloo government should be spending less, about the same as now, or more on each of the following services?</p> <p>Police services</p>	01 Spending less 02 Spending about the same 03 Spending more 88 Don't know 99 Refused
S5_A	<p>I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following:</p> <p>I feel involved in decisions that impact me as a resident of Waterloo Region.</p>	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused
S5_B	<p>I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following:</p> <p>The Region of Waterloo government is in touch with the needs of my community.</p>	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused
S5_C	<p>I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following:</p> <p>The Region of Waterloo government does a good job keeping its residents informed.</p>	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused

Question Name	Description	Answer Codes
S5_D	I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following: All things considered, the Region of Waterloo government is doing a good job.	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused
S5_E	I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following: I can readily access any Region of Waterloo government services that I need.	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused
S5_F	I would like to read you several statements that touch on your general impressions of Region of Waterloo government. How much do you agree or disagree with the following: Considering the services I receive, I get good value for my Region of Waterloo tax dollars.	01 Strongly disagree 02 Disagree 03 Neither agree or disagree 04 Agree 05 Strongly agree 88 Don't know 99 Refused
SECTION H		
H1	This section asks about you and your household. The answers to these questions are used only for broad analysis purposes, and the information that you provide is completely confidential. What is your current employment status?	01 Full-time 02 Part-time 03 Retired 04 Unemployed 05 Student 06 Homemaker 07 Other (Please specify) 88 Don't know 99 Refused

Question Name	Description	Answer Codes
H1_O	This section asks about you and your household. The answers to these questions are used only for broad analysis purposes, and the information that you provide is completely confidential. What is your current employment status? Other (Please specify)	<i>Text response</i>
H2	What is your current household income before taxes?	01 Less than \$20,000 02 \$20,000 to less than \$50,000 03 \$50,000 to less than \$80,000 04 \$80,000 to less than \$100,000 05 \$10,000 or more 88 Don't know 99 Refused
H3	What is the highest level of formal education that you have completed?	01 Grade school 02 High school 03 College or trade apprenticeship 04 University degree 05 Other (Please specify): 88 Don't know 99 Refused
H3_O	What is the highest level of formal education that you have completed? Other (Please specify):	<i>Text response</i>
H4	Not including yourself, how many people live in your household? Please include all adults, other than yourself, and any children that live with you all or most of the time.	<i>Numerical response</i> 88 Don't know 99 Refused
H5	At present, are you married, living with a partner, widowed, divorced, separated, or have you never been married?	01 Married 02 Living with partner / common-law 03 Widowed 04 Divorced or separated 05 Never married 88 Don't know 99 Refused

Question Name	Description	Answer Codes
H6	Do you have regular Internet access, whether at home, work or school or by some other means?	01 Yes 02 No 88 Don't know 99 Refused