

REGION OF WATERLOO - RESIDENT SURVEY

PRESENTATION TO COUNCIL

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Region of Waterloo



BACKGROUND & METHODOLOGY



Background



The objectives of this research are to gain a detailed understanding of local residents' awareness, attitudes, and opinions towards the Region of Waterloo's services, specifically in Kitchener, Cambridge, Waterloo and the surrounding Region of Waterloo area.

Specifically, the research investigated:

- The most pressing issues facing Region of Waterloo residents, as well as evaluating their quality of life in the region.
- Awareness and knowledge of services offered by the Region of Waterloo, as well as satisfaction with such services among those who accessed them.
- Preferred methods and frequency of communications from the Region of Waterloo to its residents, including impressions of the Waterloo Region website.
- The value-add of the Region of Waterloo's programs and services they offer for residents' tax dollars.



Methodology



- A 20-minute telephone survey (landlines and cell phones) was conducted among residents of the Region of Waterloo, including Kitchener, Cambridge, Waterloo and other townships including North Dumfries, Wellesley, Wilmot, and Woolwich.
- The surveys were conducted between October 7 and November 1, 2022. In total, n=1000 surveys were completed, including n=430 in Kitchener, n=250 in Cambridge, n=200 in Waterloo and n=120 in another region within Waterloo.
- The overall margin of error for a sample of n=1000 interviews is +/- 3.5%, 19 times out of 20.



KEY FINDINGS



Key Findings



- 1 Housing and homelessness by far the most important issues according to residents.
- 2 Almost all residents rate the quality of life as very good or good in the Region of Waterloo.
- 3 Seven in ten residents are satisfied with services provided by the Region.
- 4 Telephone is by far the most common method of contacting the Region.
- 5 Satisfaction with interactions with the regional staff is strong, with some opportunities for improvement.

Key Findings (continued)



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Among all residents, the phone is the preferred method of contact, however there is a desire for more digital services and online interactions. Digital services are also a key driver of satisfaction with regional services.

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A large majority feel they receive good value for their tax dollars.

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There is an appetite to receive more information from the Region among many residents.

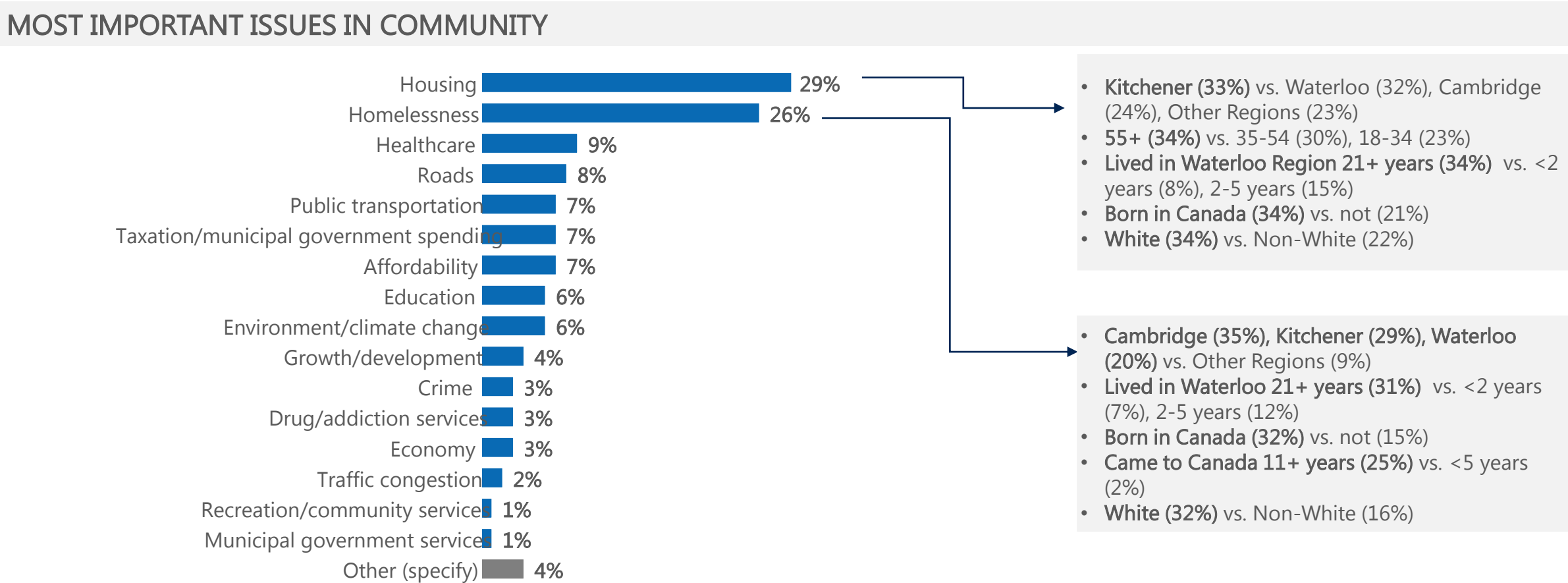
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Although most know how to contact the Region regarding input, fewer say they have the opportunity to do so.

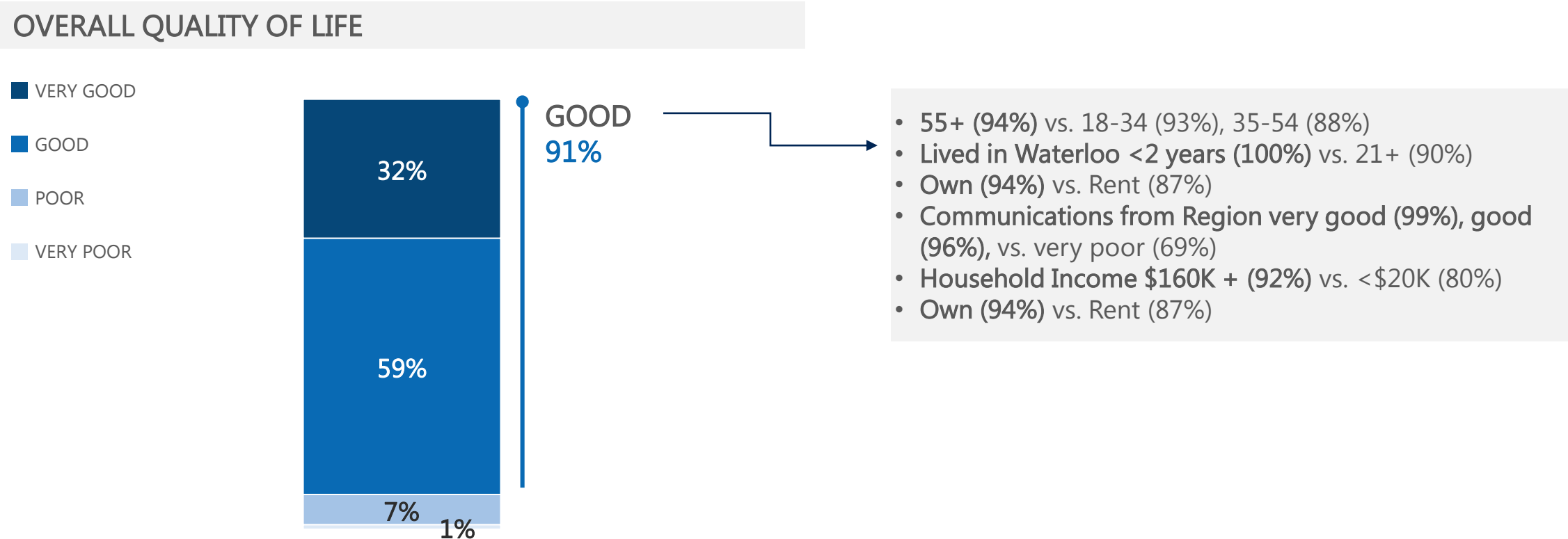
DETAILED FINDINGS



Nearly the same proportions of residents in Waterloo Region say that housing and homelessness are the most important issues facing the community and should receive the greatest attention from local leaders.



A strong majority of Waterloo Region residents say that their quality of life is very good or good, on par with municipal norms.

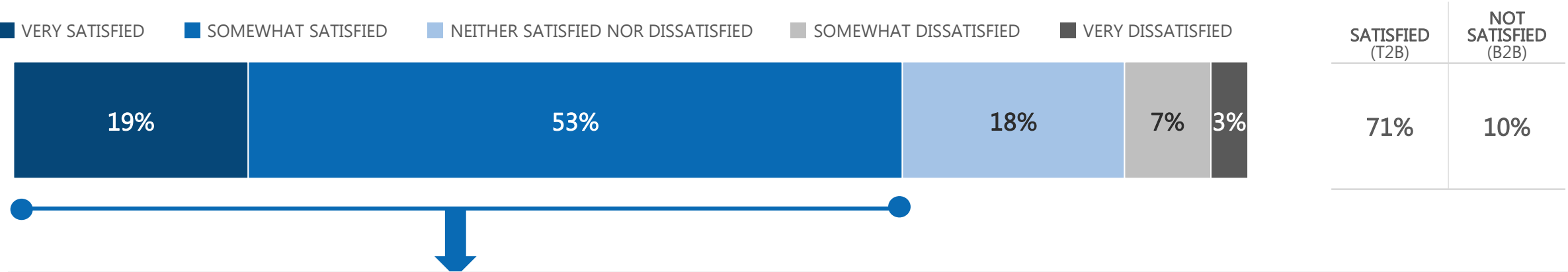


CLIENT EXPERIENCE AND SERVICE QUESTIONS



Nearly three quarters of residents are satisfied with the services that they receive from the Region of Waterloo (excluding those provided by the city or township).

SATISFACTION WITH SERVICES RECEIVED IN WATERLOO REGION



SATISFACTION WITH SERVICES RECEIVED IN WATERLOO REGION BY DEMOGRAPHICS

		AGE	AGE	AGE	GENDER	GENDER	GENDER	BORN IN CANADA	BORN IN CANADA	VALUE FOR TAX \$	VALUE FOR TAX \$	VALUE FOR TAX \$	VALUE FOR TAX \$
Overall satisfaction T2B (very/ somewhat satisfied)	TOTAL	18-43 (A)	35-54 (B)	55+ (C)	Woman (D)	Man (E)	Other (F)	Yes (H)	No (I)	Very good (J)	Fairly good (K)	Fairly poor (L)	Very poor (M)
Overall satisfaction	71%	70%	66%	78% AB	70%	73% F	54%	69%	82% H	96% KLM	75% LM	37%	28%



Key Drivers to Overall Satisfaction with Services

- Value for tax dollars is the main driver in overall satisfaction with the Region of Waterloo, seeing the highest impact score.
- Beyond tax dollar value, community engagement is a frequent driver in overall satisfaction as well, specifically in engaging residents in decision-making and using their input about Regional projects and services.
- Another driver in the top three is ensuring that the Region offers services online.

Continuing to communicate how the Region is putting tax dollars to work and enhancing engagement opportunities to incorporate residents' input into decision-making processes regarding the Region's services and programs is crucial in driving overall satisfaction.

	Drivers (abbreviated statements)	Themes	Impact Score
1	Thinking about all the programs and services you receive from the Region of Waterloo, would you say that overall you get good value or poor value for your tax dollars?	Value for tax dollars	0.511
2	The Region of Waterloo does a good job of engaging residents in decision-making about Regional projects and services	Community Engagement	0.428
3	The Region has done a good job of offering services online	Online services	0.402
4	The Region of Waterloo uses input from residents in decision-making about Regional projects and services	Community Engagement	0.401
5	Overall, how would you rate the Region of Waterloo in terms of how well it communicates with residents about its services, programs, policies, and plans? Would you say the	Communications	0.395
6	Staff went the extra mile	Staff	0.368

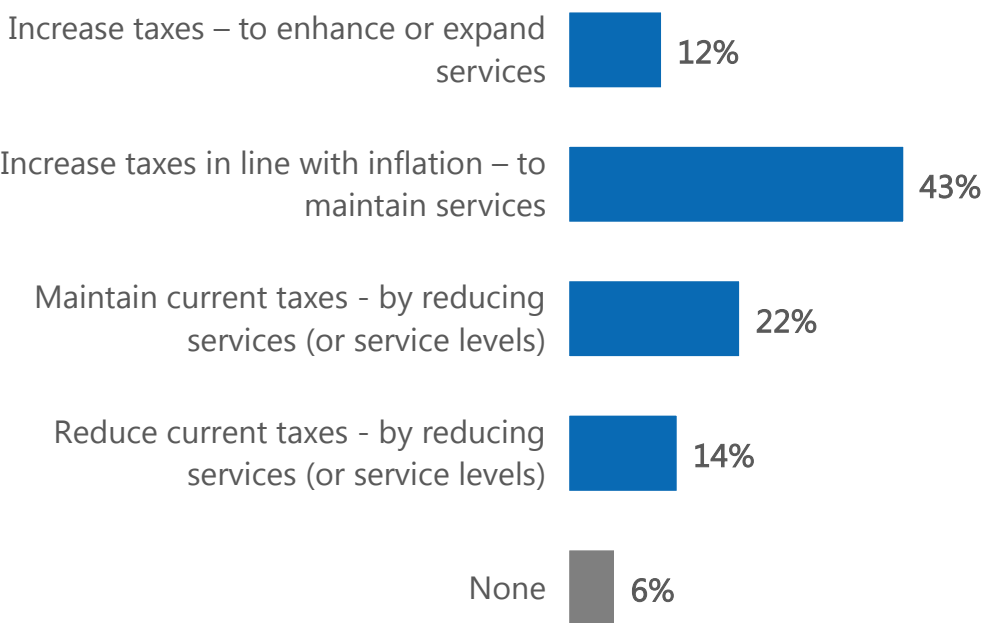
BUDGET AND TAXATION QUESTIONS

A strong majority say they get good value for the tax dollars they pay regarding all the programs and services they receive from the Region of Waterloo. This proportion is driven largely by those who say they get *fairly good value*.



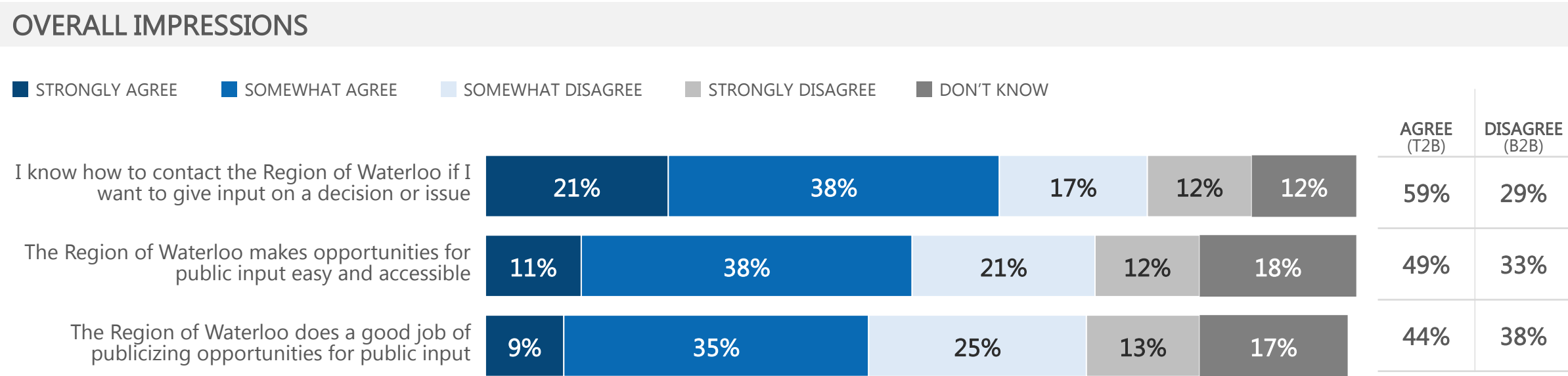
Four in ten residents in Waterloo Region say they prefer the Region to increase taxes in line with inflation in order to maintain the services offered – the most preferred option.

PREFERRED PATHS REGARDING TAXATION AND SERVICE DELIVERY LEVELS

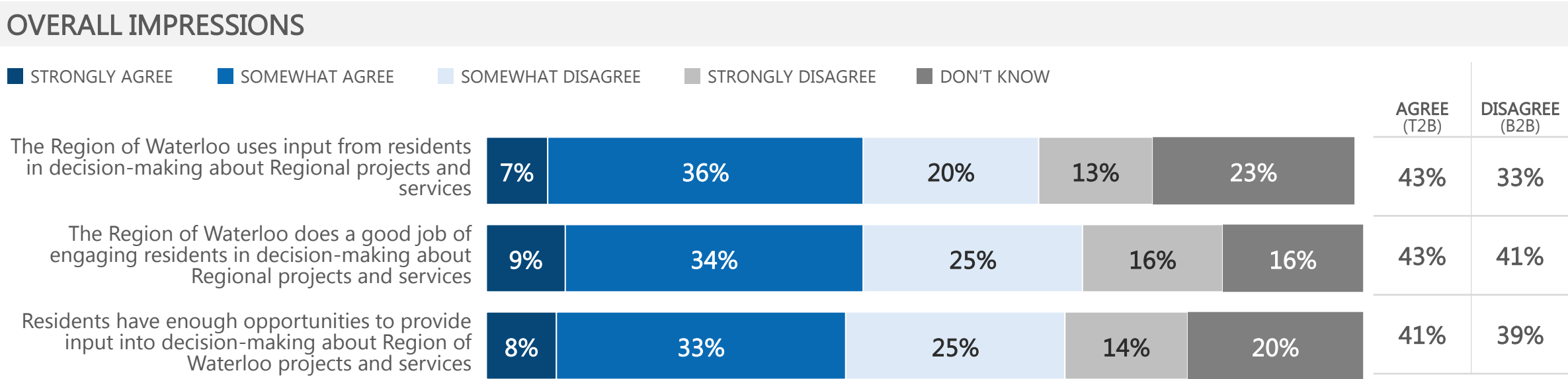


COMMUNITY ENGAGEMENT AND COMMUNICATIONS

Most residents in the Waterloo Region know how to contact the Region if they wanted to give input on a decision or issue, although a notable proportion say they do not know how to.



Four in ten say they have enough opportunities to provide input into decision-making about Region of Waterloo projects and services, with nearly the same proportion say they do not. About one in five residents don't know enough to provide a response to these questions.



THANK YOU

