

Resident Satisfaction Survey

City of Kitchener

April 2026



Methodology

- Sample size: 861 Kitchener residents over the age of 18
 - 532 phone & 329 online
- Survey field dates: March 23 to April 2, 2026.
 - Point-in-time context: Survey fielding at the end of March coincided with heightened visibility of winter-related road conditions and regional service concerns (water, garbage), which may have influenced resident perceptions.
- Margin of error: (+/-) ~3.3%, 19 times out of 20.
- The data was weighted according to census data to ensure that the sample matched Kitchener's population by age, gender, education, and ward.
- Totals may not add up to 100 due to rounding.
- Throughout the report, **green font** indicates a statistically significant higher result, while **red font** indicates a statistically significant lower result within groups.



Methodology

Results are benchmarked throughout against three key studies, providing clear context and showing how perceptions have evolved over time

- **2022 Kitchener Resident Satisfaction Survey**
 - n=1,006 residents (18+)
 - March 18 to April 4, 2022
- **2024 FCM National Study**
 - n=10,000 Canadians (n=274 in Kitchener)
 - August 26 to September 9, 2024
- **2026 Abacus Data National Omnibus**
 - n=2,000 Canadians (18+)
 - April 16 to 22, 2026
 - Note: throughout the report “Large city” refers to cities with a population of 150K-500K.



PRECARITY IS THE LENS



AS CANADIANS WERE FOCUSED ON SOLVING SCARCITY, EXTERNAL FORCES DISRUPTED STABILITY.

CANADIANS BEGAN TO FEAR COLLAPSE OF SYSTEMS ONCE SEEN AS STRONG.

RESIDENTS ARE NO LONGER JUST MANAGING COSTS, THEY ARE MANAGING UNCERTAINTY



Life still works day to day, but feels less secure



Rising costs, housing pressure, and economic uncertainty are compounding



Focus is shifting from getting ahead → staying afloat



Confidence in the future is softer, even when current satisfaction is stable

PRECARITY LOOKS DIFFERENT ACROSS LIFE STAGES

18-34: STARTING OUT

Housing feels out of reach

Delayed milestones

“Can I build a future here?”

35-49: Peak pressure

Balancing housing, childcare, and income

Most financially stretched

“Can I keep up?”

50-64: Holding ground

Watching costs rise while planning ahead

More cautious outlook

“Can I maintain what I have?”

65+: More stable

Less directly impacted by housing pressures

More positive overall

“Is the system working for others?”

PRECARITY IS CHANGING HOW RESIDENTS JUDGE THE CITY

It's no longer just about services, it's about stability

Residents are asking: “Can the City keep things stable?”

Strong services matter, but are no longer enough

Greater focus on affordability, growth management, and long-term planning

Trust becomes more conditional and performance-based

**THIS MINDSET IS CRITICAL TO
UNDERSTANDING HOW RESIDENTS ARE
EXPERIENCING KITCHENER TODAY.**

WHAT KITCHENER RESIDENTS ARE TELLING US

KEY INSIGHTS

A city that delivers today, but leaves questions about tomorrow

Strong day-to-day performance drives high livability, with access (83%), programs (80%), and family appeal (78%). But confidence is softer on connection (59%) and future planning (53%), revealing a gap between today's experience and tomorrow's outlook.

Affordability is the dominant pressure shaping perception

Cost of living (32%) and housing (29%) dominate concerns and define overall perception.

High expectations for action are met with uncertainty (19%), reflecting financial pressure and limited confidence in solutions.

Strong service delivery, but clear weaknesses where it matters most

Overall satisfaction is high (70%), led by parks (81%), fire (79%), libraries (77%), and recreation (77%).

But satisfaction drops sharply for housing (26%) and roads (24%), highlighting a gap between quality-of-life services and long-term pressures.

KEY INSIGHTS

Trust and satisfaction are uneven, with pressure strongest in mid-life

Overall satisfaction is moderate (51%), but drops sharply among those aged 35 to 49 (32%) versus 63% among older residents. Trust is limited, with fewer than half saying the City listens (44%), is transparent (39%), or accountable (40%).

Residents look beyond the City for housing solutions

Residents prioritize working with (34%) or advocating to (29%) other governments over local actions like building housing (20%) or speeding approvals (17%). This reflects a clear view that housing solutions extend beyond municipal control.

Economic priorities reflect a focus on stability over transformation

Residents prioritize attracting employers (44%) and supporting small businesses (40%), followed by skills training (32%). Less emphasis on innovation or tourism signals a focus on stability and reliable opportunity.

Connection is shaped more by access than programming

Only 59% feel connected, with residents prioritizing affordability (54%) and public spaces (53%) over events or programming. Connection is seen as driven by access and environment, not just activity.

KEY INSIGHTS

Safety is broadly felt, but not deeply secure

Most feel safe (79%), though fewer feel very safe (28%), pointing to a solid foundation with opportunity to build stronger confidence

A shift toward cost-consciousness and lower tolerance for taxes

Value perceptions are split (47% good vs 50% poor), with growing preference for holding taxes steady and increased openness to user fees (40%)

Confidence in direction is softening, not collapsing

A majority still see the city on the right track (52%), though this has declined since 2022 and uncertainty has grown (22%)

Strong attachment remains despite rising pressures

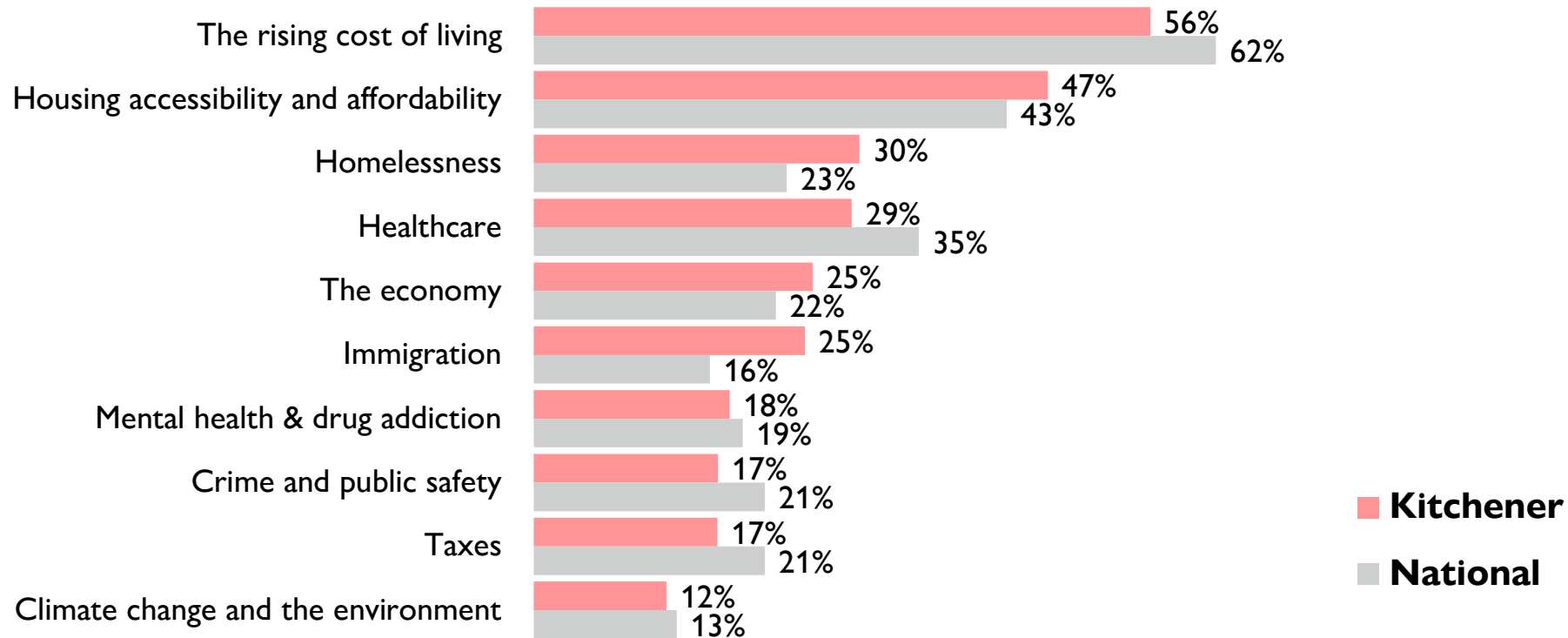
Most residents plan to stay (70%), reflecting continued commitment even as affordability pressures increase

LOOKING BACK TO 2024

HOUSING AND AFFORDABILITY EMERGE AS THE DEFINING ISSUE

Affordability was already the defining issue in 2024, with housing and cost of living leading concerns. Residents began using housing as the primary lens to judge the City’s performance and future direction.

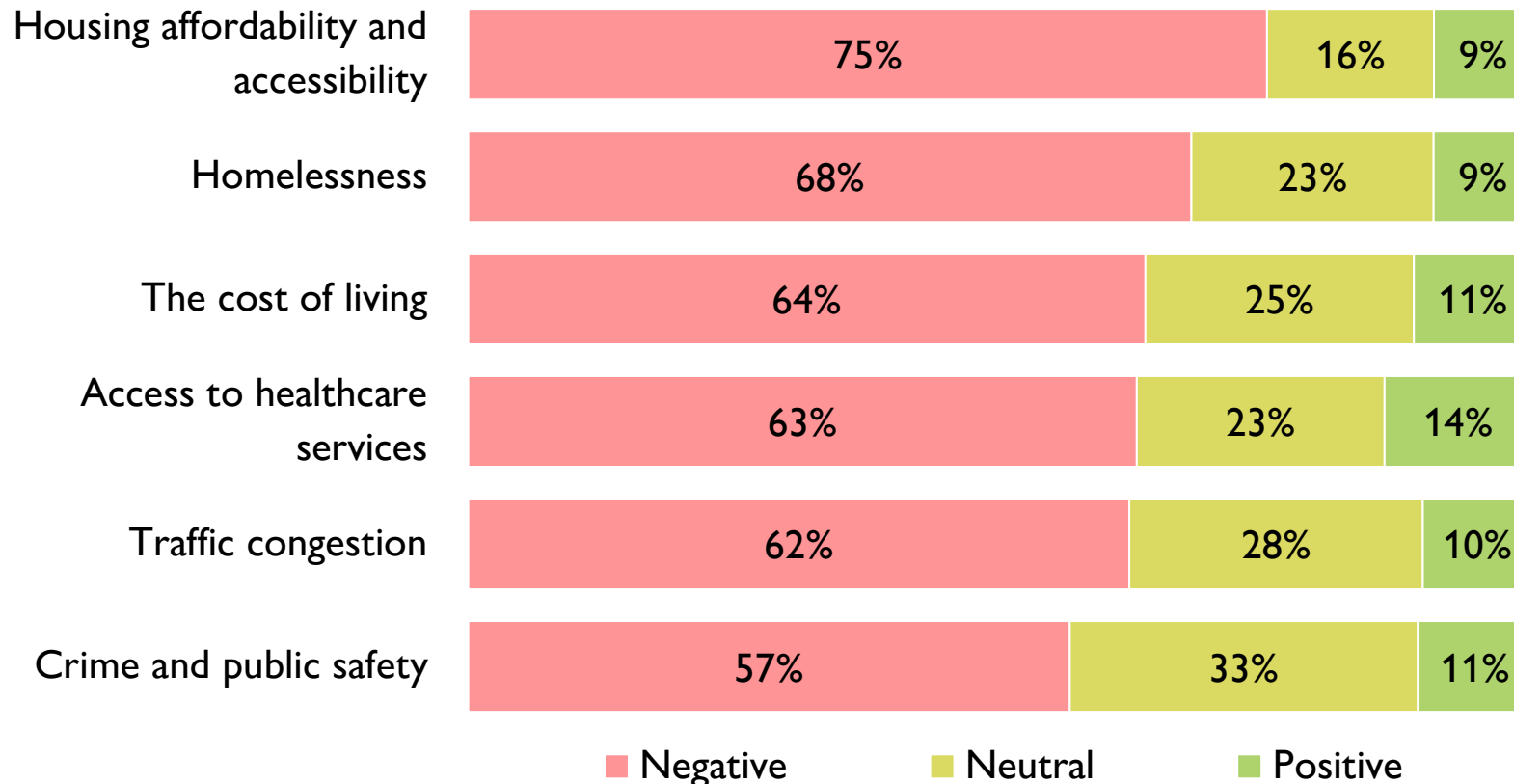
TOP ISSUES FACING KITCHENER (IN 2024)



GROWTH WAS ACCELERATING AND SHAPING EXPECTATIONS

By 2024, residents saw Kitchener’s rapid growth as a source of strain, particularly on affordability, congestion, and infrastructure. The focus shifted from service delivery to whether the City can manage growth and keep pace with rising pressures.

IMPACT OF POPULATION GROWTH ON MUNICIPALITIES

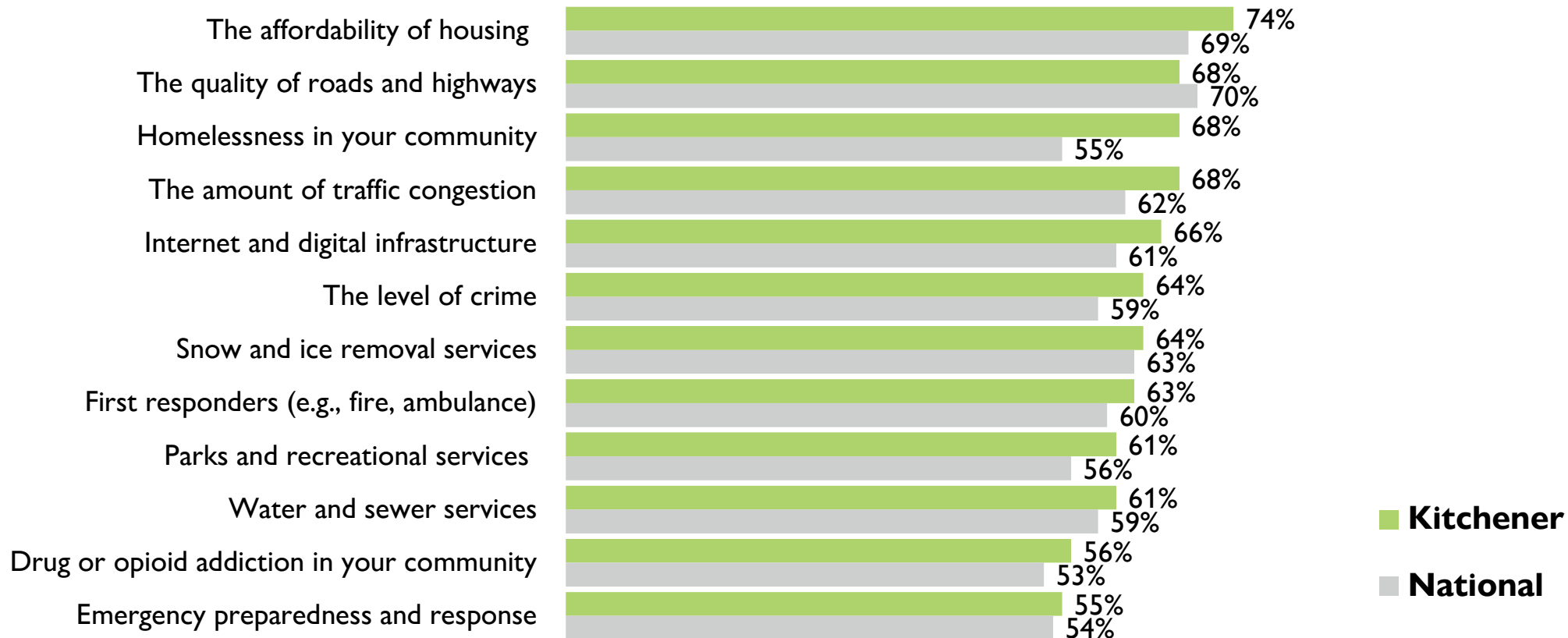


55%
BELIEVE THEIR MUNICIPALITY IS GROWING “QUICKLY”
(vs. 41% Nationally)

INFRASTRUCTURE STRAIN IS VISIBLE IN EVERYDAY LIFE

Infrastructure, especially roads and congestion, was a visible pressure point in 2024. As conditions were seen to worsen, concerns grew about the City’s ability to keep up with growth.

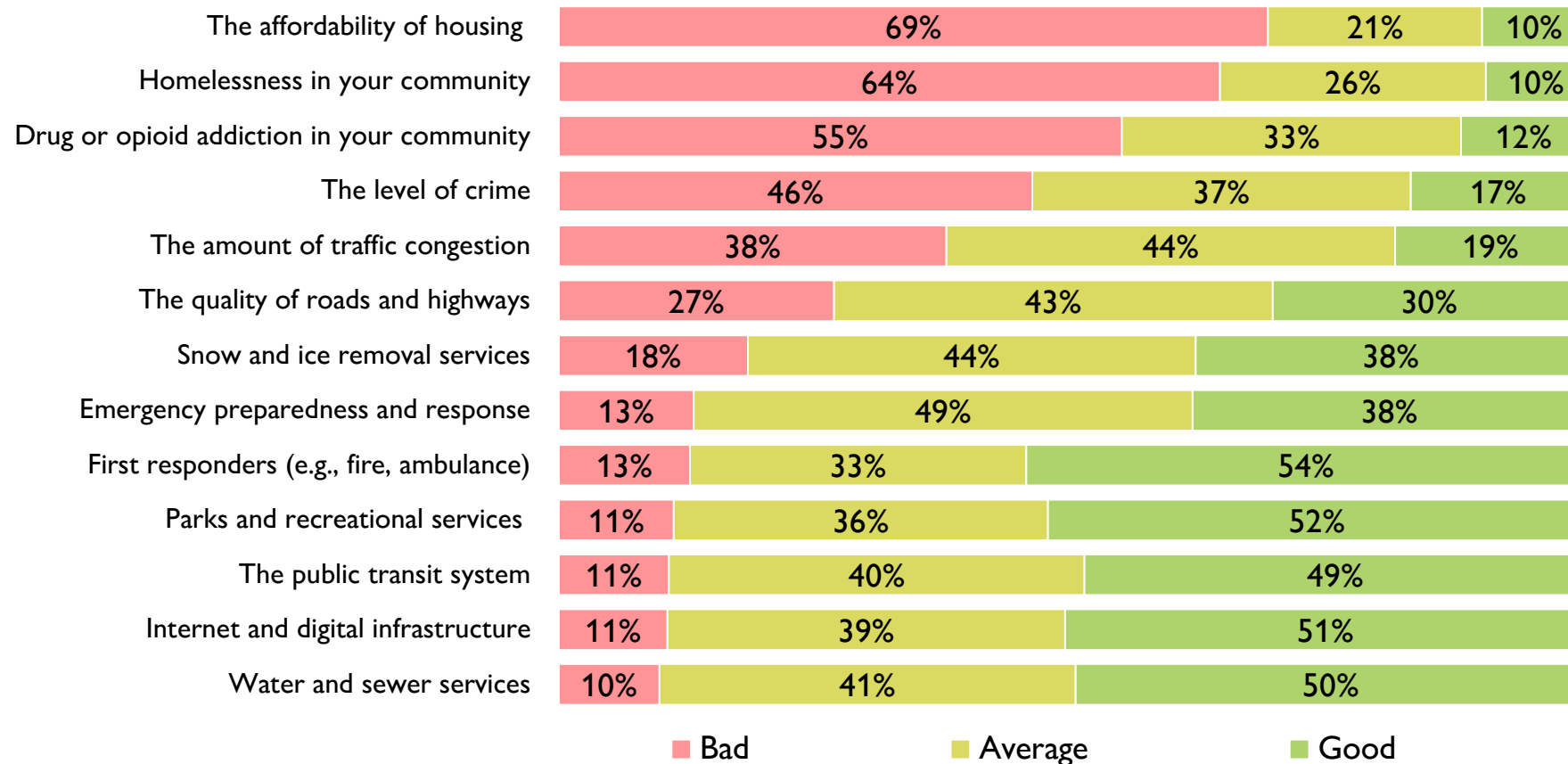
IMPACT OF MUNICIPAL SERVICES AND INFRASTRUCTURE ON QUALITY OF LIFE (% Somewhat / A lot)



STRONG QUALITY OF LIFE BUT GROWING UNCERTAINTY ABOUT THE FUTURE

Despite growing pressures, residents still reported strong quality of life in 2024, driven by parks, recreation, and amenities. However, this was paired with rising uncertainty about the future as growth challenges intensified.

QUALITY OF MUNICIPAL SERVICES AND INFRASTRUCTURE



54%
RATE QUALITY OF LIFE AS GOOD
(vs. 50% Nationally)

**IN 2024, RESIDENTS STILL VALUED
KITCHENER'S QUALITY OF LIFE BUT
GROWING PRESSURES AROUND
AFFORDABILITY, INFRASTRUCTURE,
AND CAPACITY WERE ALREADY
SHAPING EXPECTATIONS FOR WHAT
COMES NEXT.**

2026 RESIDENT SATISFACTION SURVEY: DETAILED RESULTS

LIFE IN KITCHENER

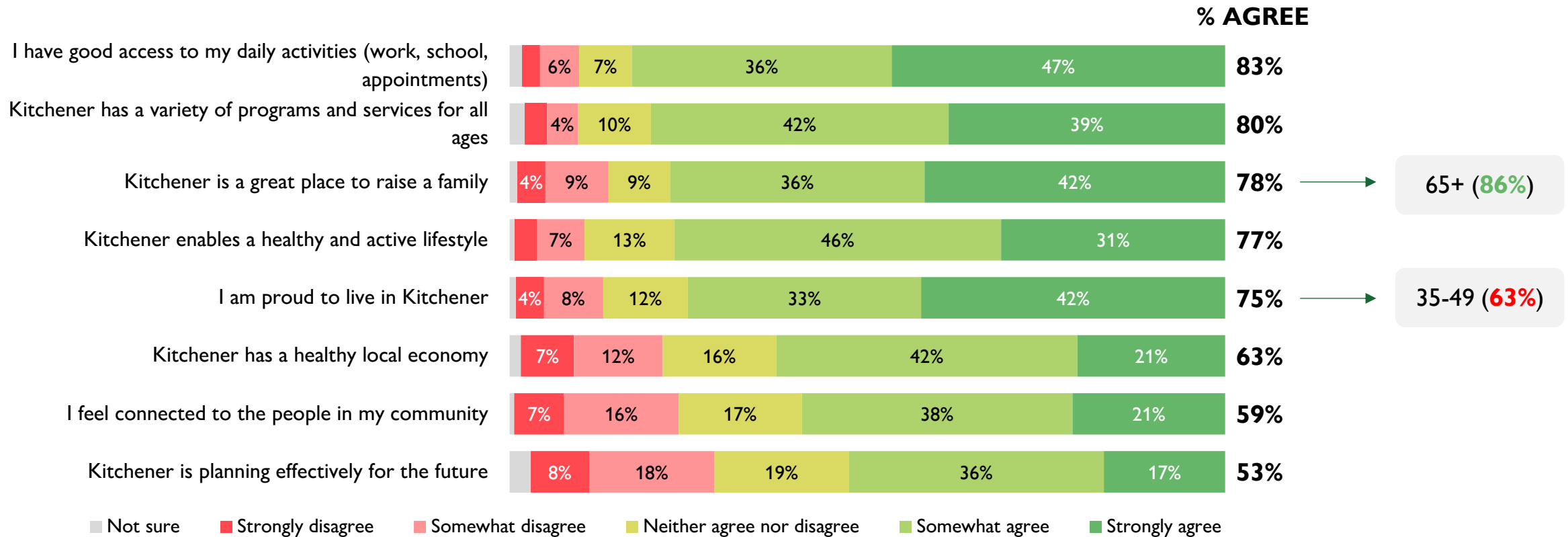




Please indicate your level of agreement with each statement.

PERCEPTIONS OF KITCHENER

Kitchener is seen as highly livable and accessible, with strong day-to-day experiences, though perceptions of community connection, economic strength, and confidence in the future are more moderate, pointing to an opportunity to strengthen the longer-term outlook.



Base: All respondents (n=861)



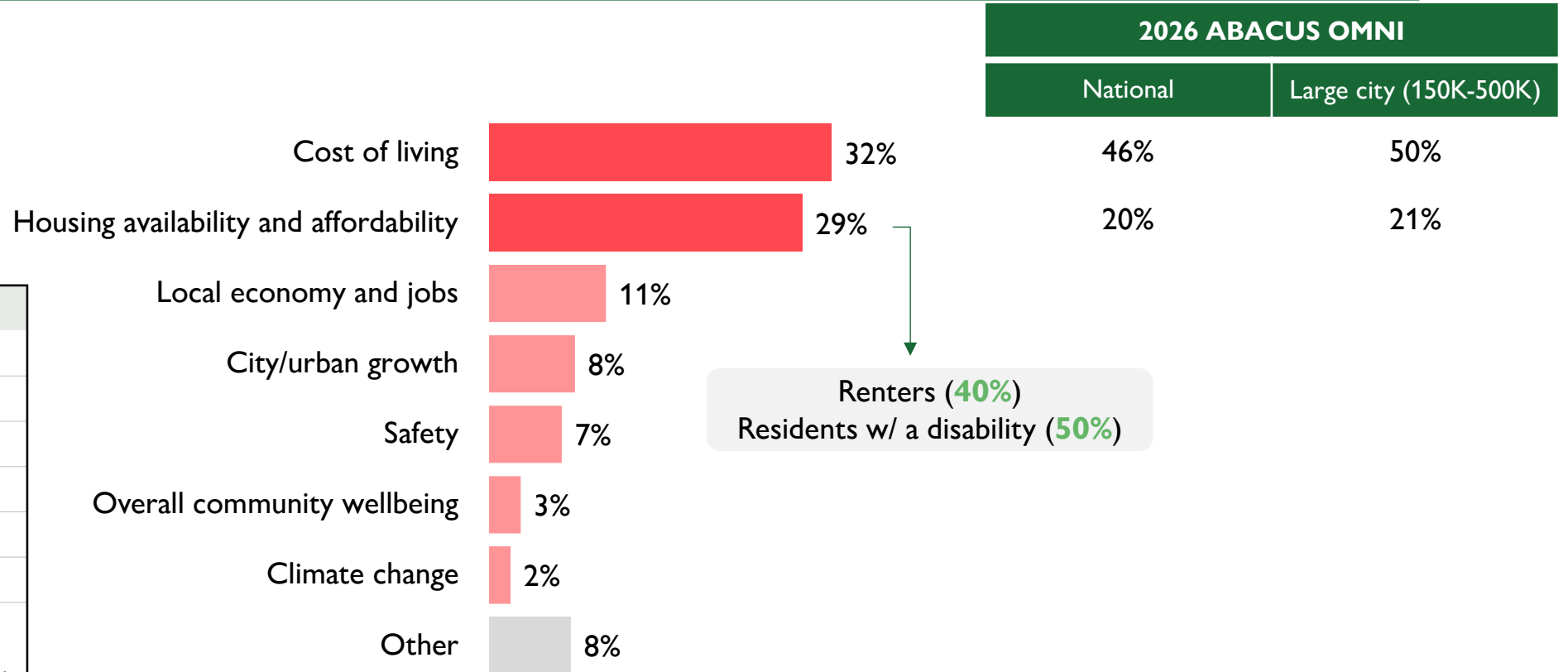
Which issue is the most important issue facing Kitchener today? Select one only.

KEY ISSUES FACING KITCHENER TODAY

Cost of living and housing are the top concerns for residents, standing well above other issues, with pressure felt widely across the city rather than concentrated in any one area.

2022	
Affordable housing	33%
Roads / urban development	9%
Homelessness / poverty	7%
Public services / transport	4%
Crime and safety	3%
Covid response	3%
Inflation	3%

Note: question from 2022 survey was an open-ended question. Trend with caution.



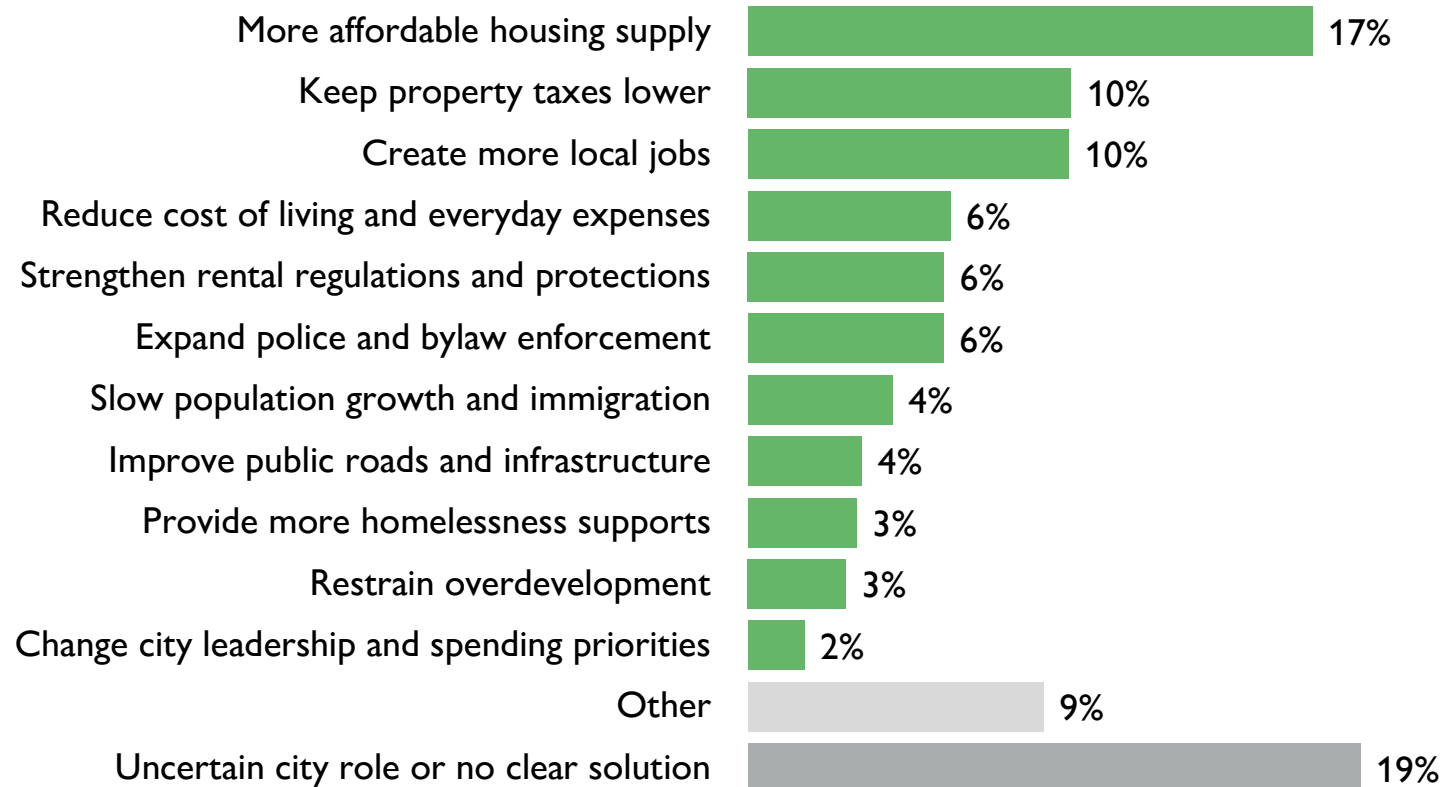
Base: All respondents (n=861)



Explain one thing the City can do to address this issue? Open end

OPPORTUNITY TO IMPROVE ON KEY ISSUES

Residents most often point to increasing housing supply as the key action the City can take, alongside tax relief and job creation, though responses are varied and nearly one in five are unsure of the City's role, suggesting an opportunity to build clearer understanding of how these challenges can be addressed.



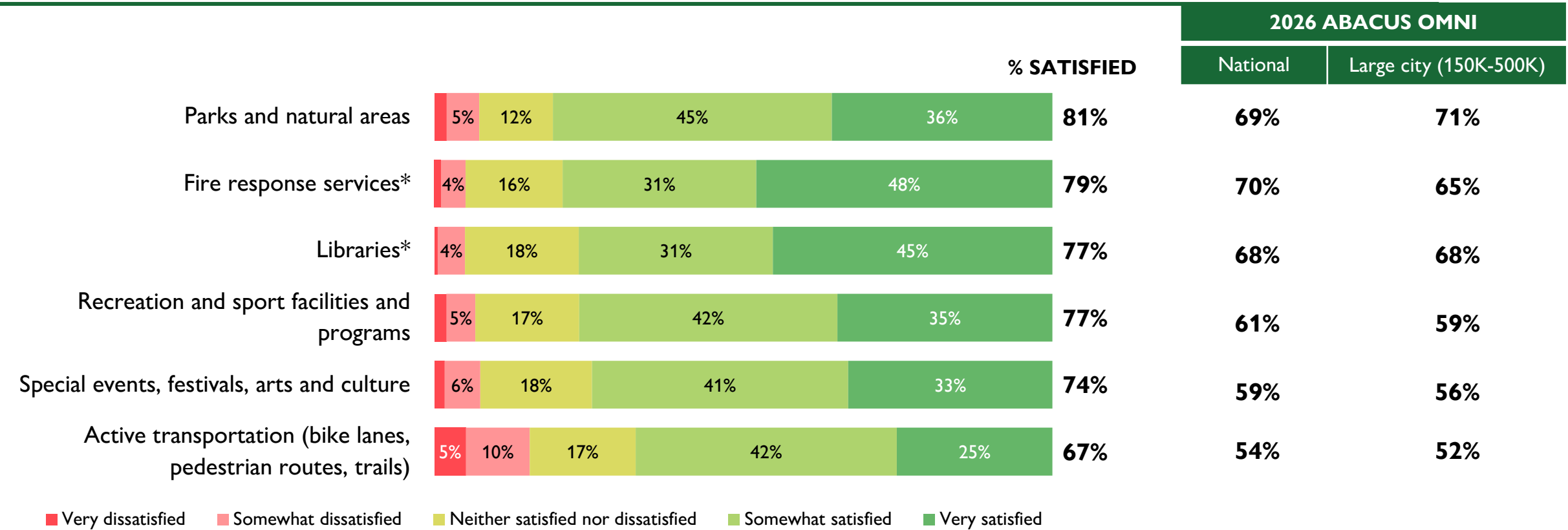
Base: Online survey respondents only (n=329)



For each of the following services provided by the City of Kitchener, please indicate how satisfied you are with the service.

SATISFACTION WITH MUNICIPAL SERVICES: WHAT'S WORKING

Residents report strong satisfaction with core, everyday services like parks, recreation, libraries, and emergency response, with active transportation also performing well. These strengths are consistent across the city and reflect a solid foundation of reliable service delivery.



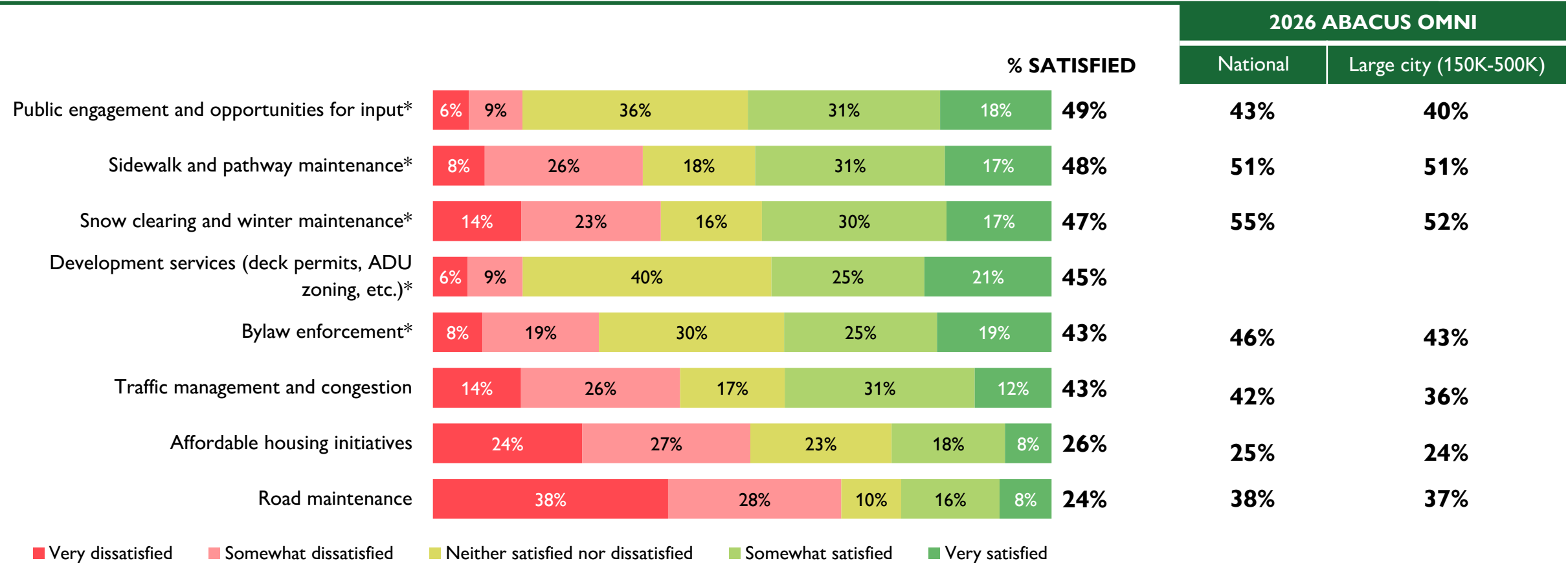
Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329). *Excludes those who are not familiar with the service.*



For each of the following services provided by the City of Kitchener, please indicate how satisfied you are with the service.

SATISFACTION WITH MUNICIPAL SERVICES: GAPS & PRESSURE POINTS

Satisfaction is more moderate for infrastructure, housing, and development services, including road maintenance, housing initiatives, and traffic, pointing to areas where residents are looking for continued improvement as the city grows.



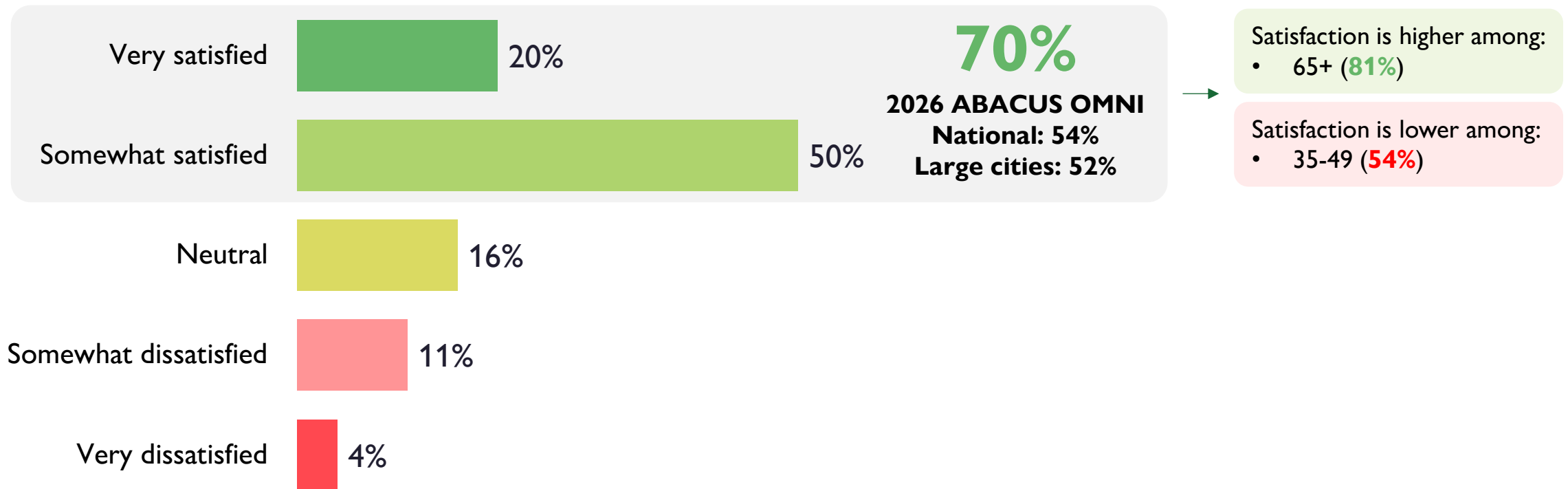
Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329). *Excludes those who are not familiar with the service.*



For each of the following services provided by the City of Kitchener, please indicate how satisfied you are with the service.

SATISFACTION WITH MUNICIPAL SERVICES: OVERALL SATISFACTION WITH THE CITY

Overall satisfaction with City services is strong, with some variation across age groups. Ratings are higher among older residents and more moderate among those aged 35 to 49, suggesting an opportunity to better align experiences across the city.



Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329). *Excludes those who are not familiar with the service.*

HOUSING

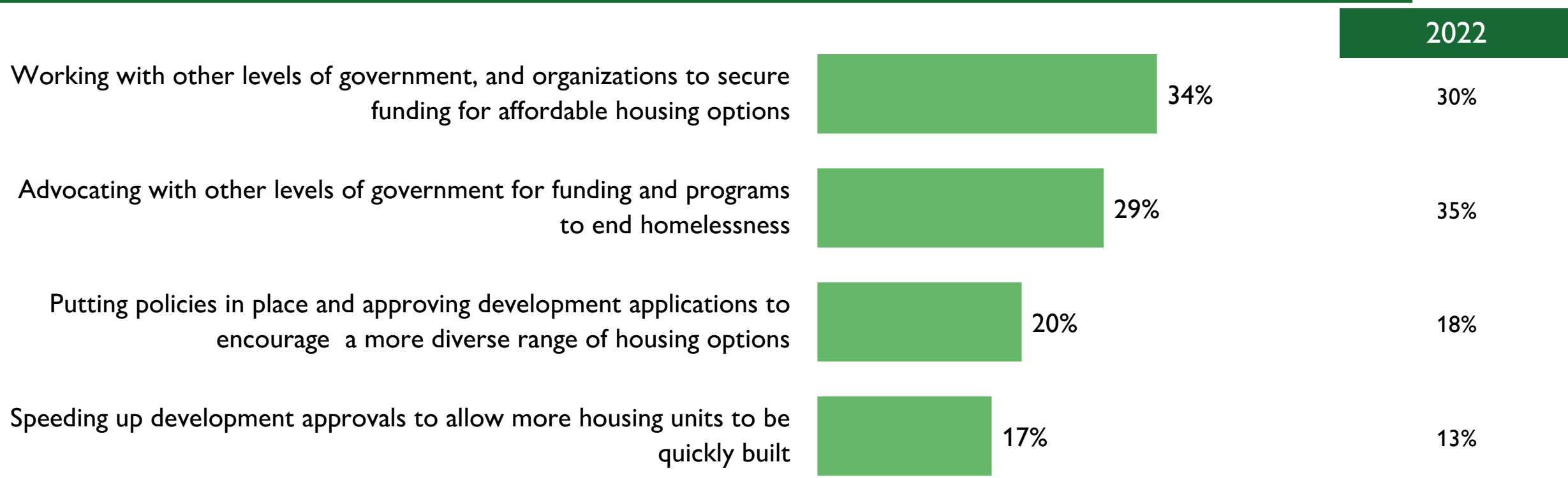




When it comes to housing and homelessness, which one of the following actions should be the City’s main focus over the next four years? Select one.

APPROACH TO ADDRESSING HOUSING AND HOMELESSNESS

When it comes to housing and homelessness, residents prioritize action beyond the City’s control, with nearly two-thirds favouring collaboration or advocacy with other governments, while a smaller group supports local actions, reflecting interest in more immediate solutions.



Base: All respondents (n=861)

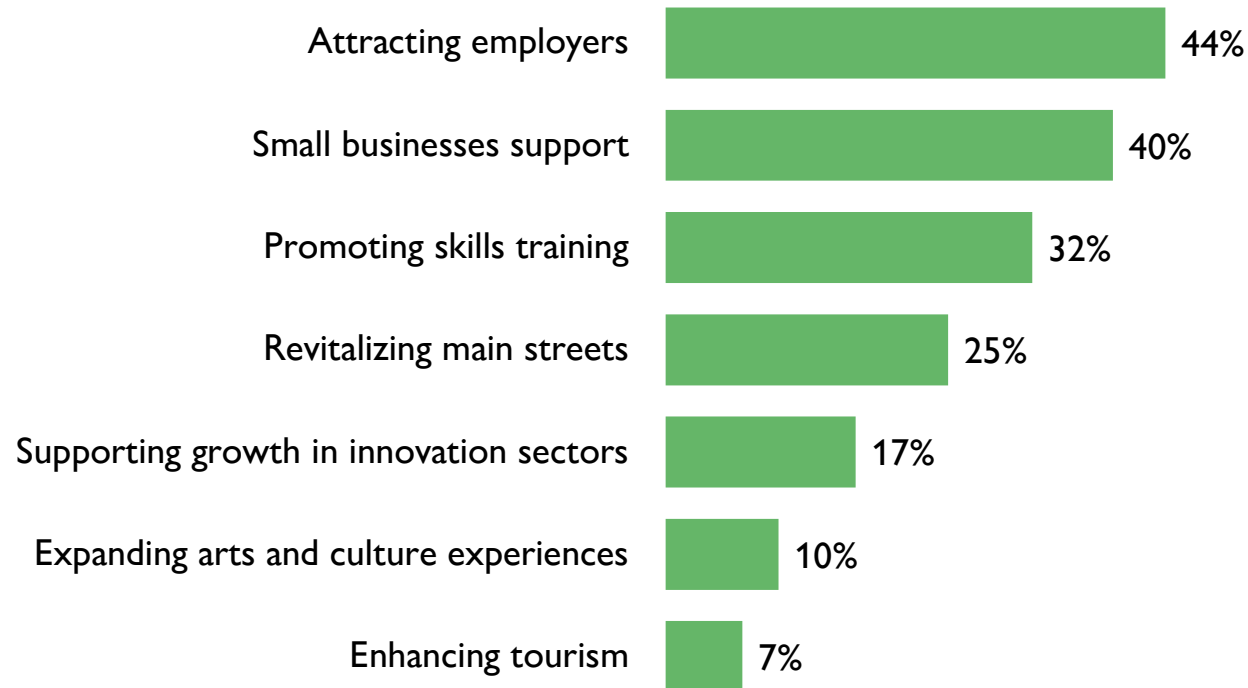
ECONOMIC DEVELOPMENT



Which areas of the economy should the City prioritize over the next four years? Select top 2.

PRIORITIZING ECONOMIC AREAS OVER THE NEXT FOUR YEARS

Residents prioritize jobs and local business support, with attracting employers and supporting small businesses leading. Workforce development and main street revitalization also resonate, with emerging interest in innovation, arts, and tourism over time.



Base: All respondents (n=861)

COMMUNITY CONNECTION & BELONGING

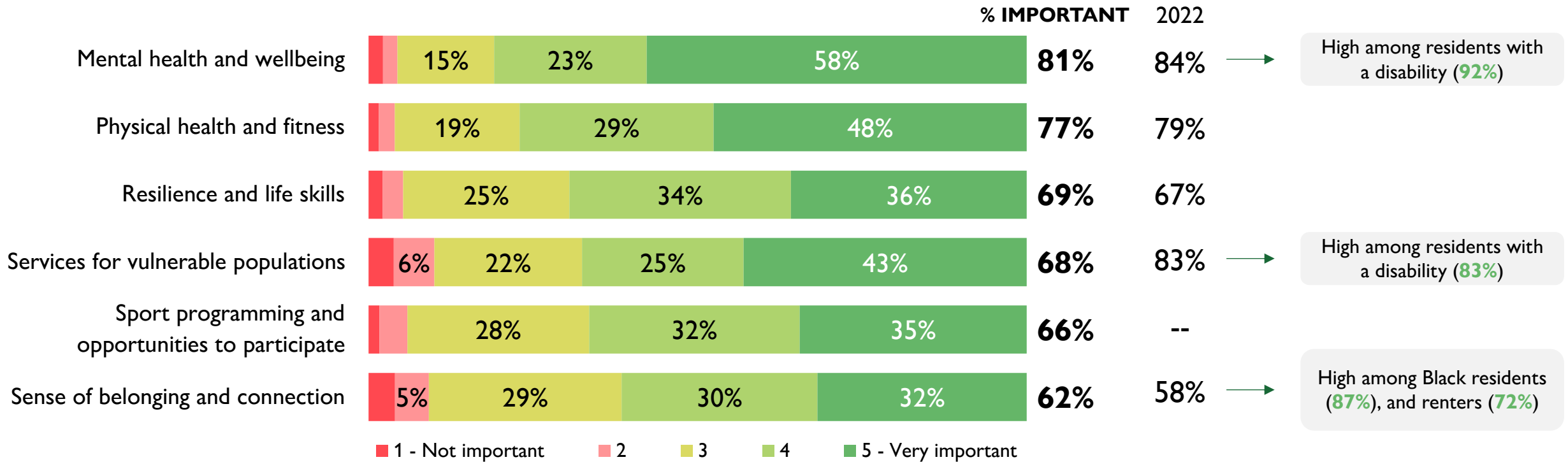




Please indicate on a scale of 1 to 5 with 1 being not important, to 5 being very important, how important it is that the City offer recreation and leisure programs that support the following:

IMPORTANCE OF RECREATION AND LEISURE PROGRAMS THAT SUPPORT...

Residents place the greatest importance on recreation programs that support mental and physical health, with slightly less emphasis on resilience and services for vulnerable populations, and the lowest priority on belonging and sport participation. While priorities are consistent overall, some variation highlights differing needs between wellbeing and connection.



Base: All respondents (n=861)



What do you think the city should prioritize over the next four years to create connection between community members. *Select top 2.*

PRIORITIES TO FOSTER CONNECTION BETWEEN COMMUNITY MEMBERS

Residents see community connection as driven by access and environment, with a clear emphasis on reducing financial barriers and improving public spaces over events or programming.



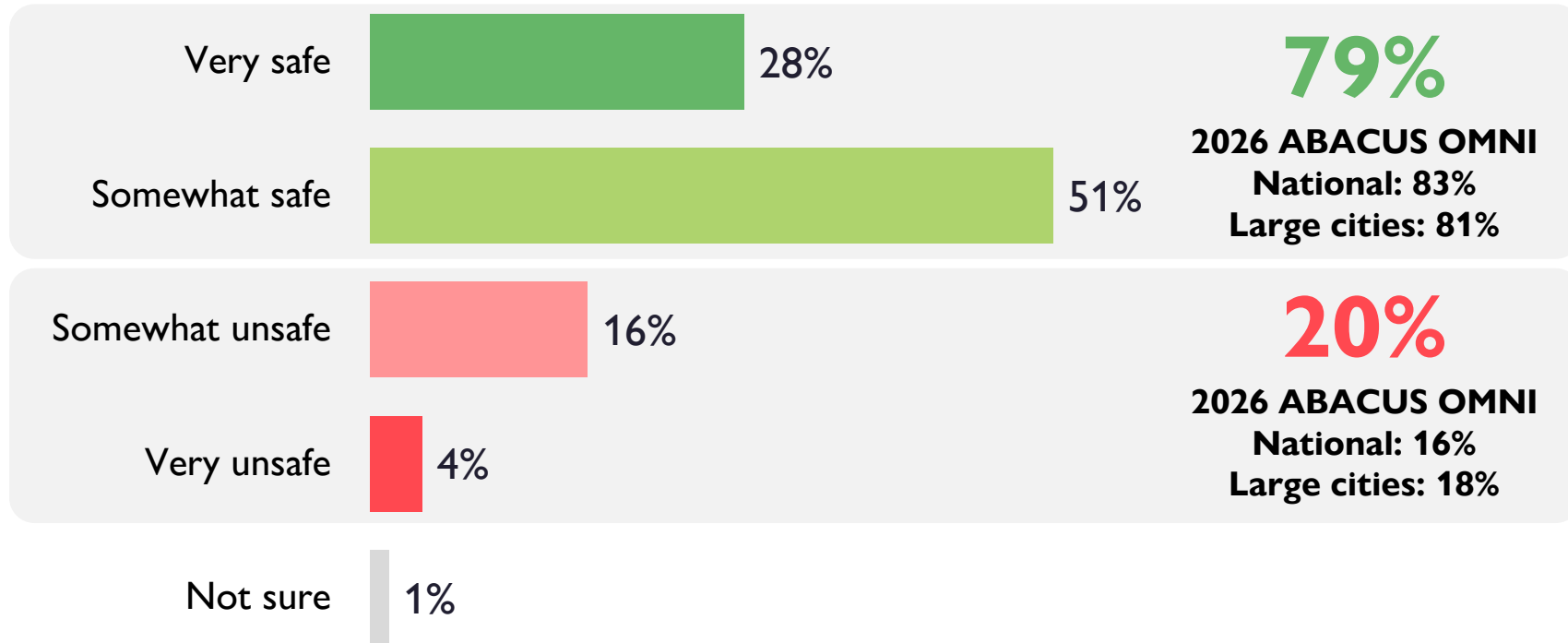
Base: Online survey respondents only (n=329)



How safe do you feel in your neighbourhood?

LEVEL OF SAFETY IN YOUR NEIGHBOURHOOD

Most residents feel safe in their neighbourhood, including 3 in 10 who feel very safe. This reflects a strong overall sense of security, with an opportunity to build even greater confidence across the city.



Base: Online survey respondents only (n=329)



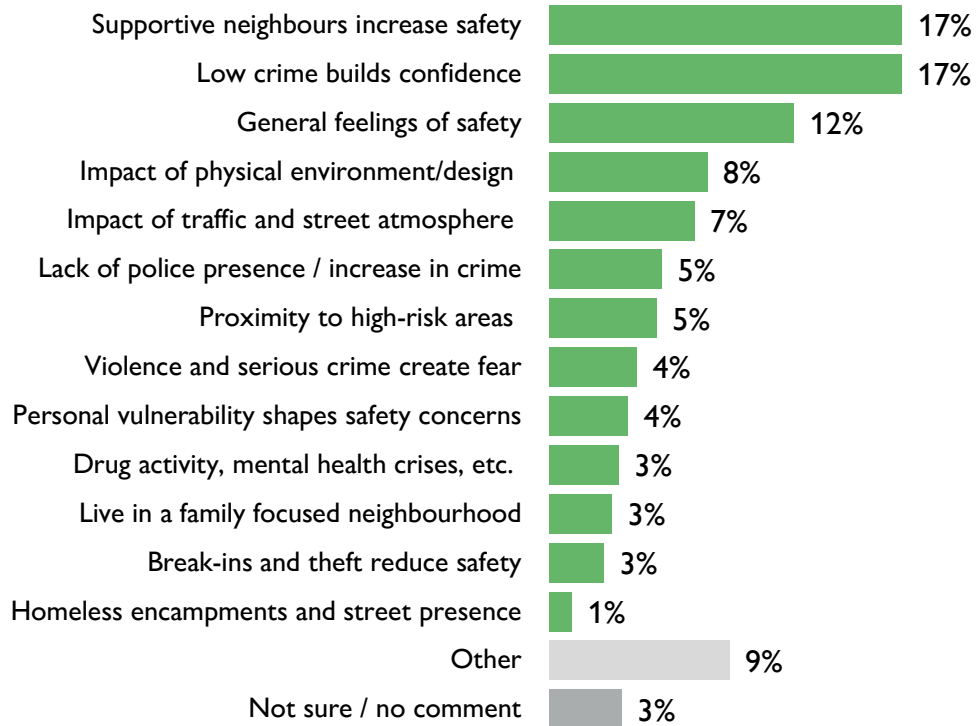
What makes you feel that way about safety in your neighbourhood? Open end.

LEVEL OF SAFETY IN YOUR NEIGHBOURHOOD

Perceptions of safety are shaped more by overall environment than isolated incidents. Those who feel safe point to community and low crime, while those who feel unsafe focus on visible disorder and lack of enforcement, highlighting a divide between social trust and environmental signals.

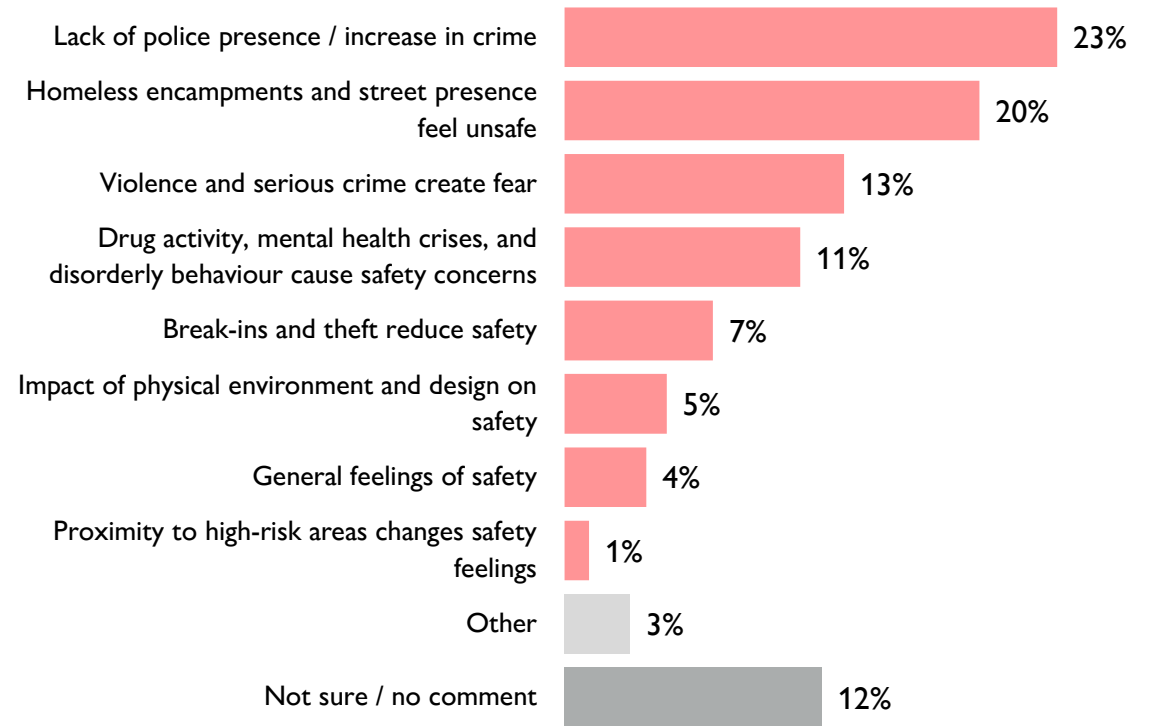
Among those who feel safe

Very or somewhat safe



Among those who feel unsafe

Very or somewhat unsafe



Base: Online survey respondents only (n=329)

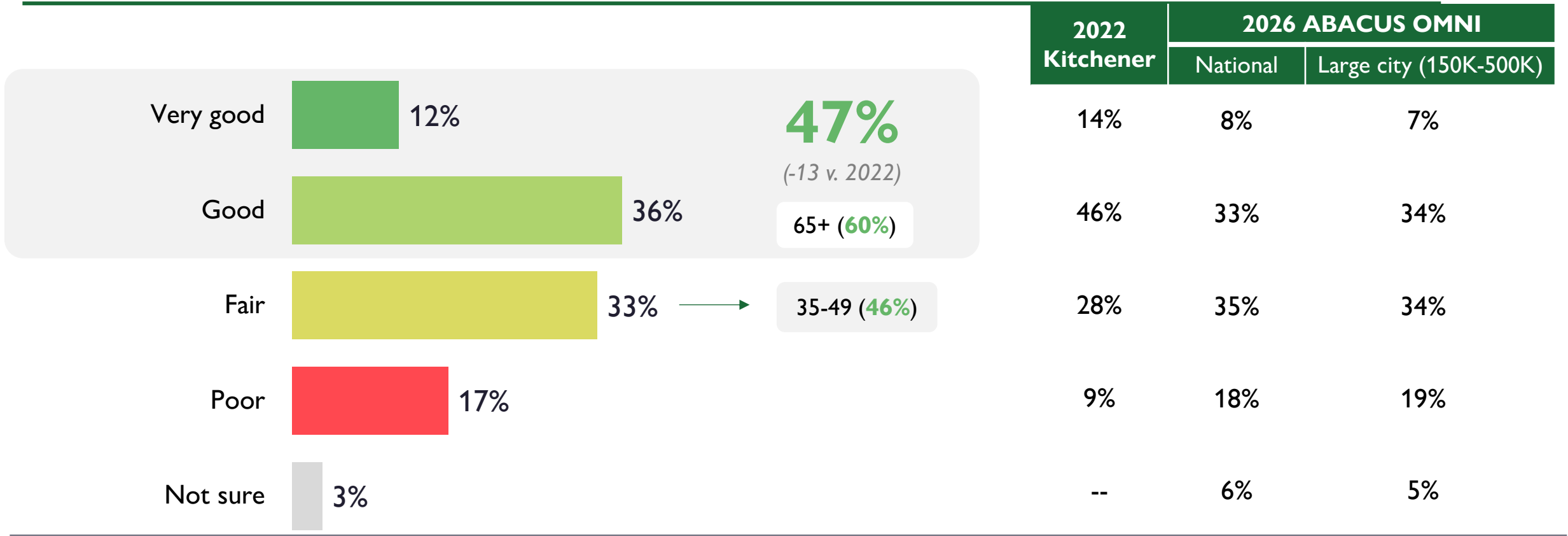
TAXES, VALUE & TRADE-OFFS



Thinking about all the programs and services you receive from the City of Kitchener, would you say that, overall, you receive...value for your tax dollars?

VALUE FOR TAX DOLLARS

Perceptions of value for tax dollars are split and have declined since 2022, with as many residents seeing fair value as good. Older and higher-income residents are more positive, while younger and lower-income residents are more skeptical, highlighting a gap tied to affordability and lived experience.



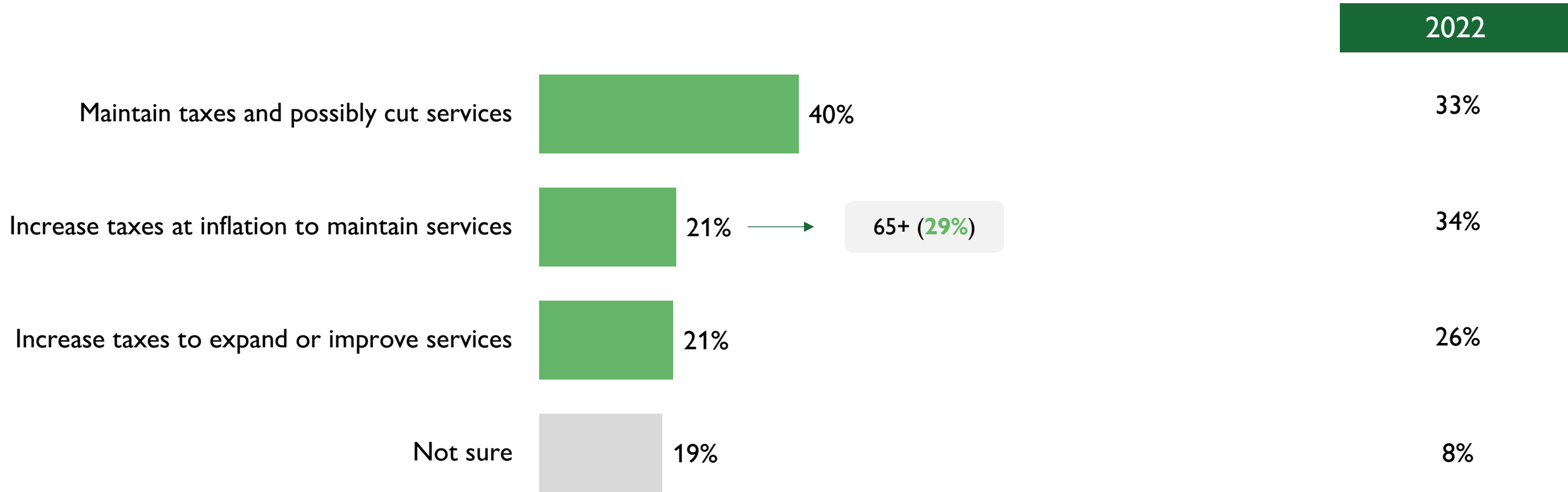
Base: All respondents (n=837).



Local governments must balance the cost of delivering services with taxation. Which option would you most prefer in your city?

PREFERENCE OF BALANCING DELIVERING SERVICES AND TAXATION

Residents increasingly prefer to hold the line on taxes, even if it means service cuts, while support for tax increases has declined. This reflects a clear tension between affordability and service expectations, with higher-income residents more open to increases and others prioritizing cost control.



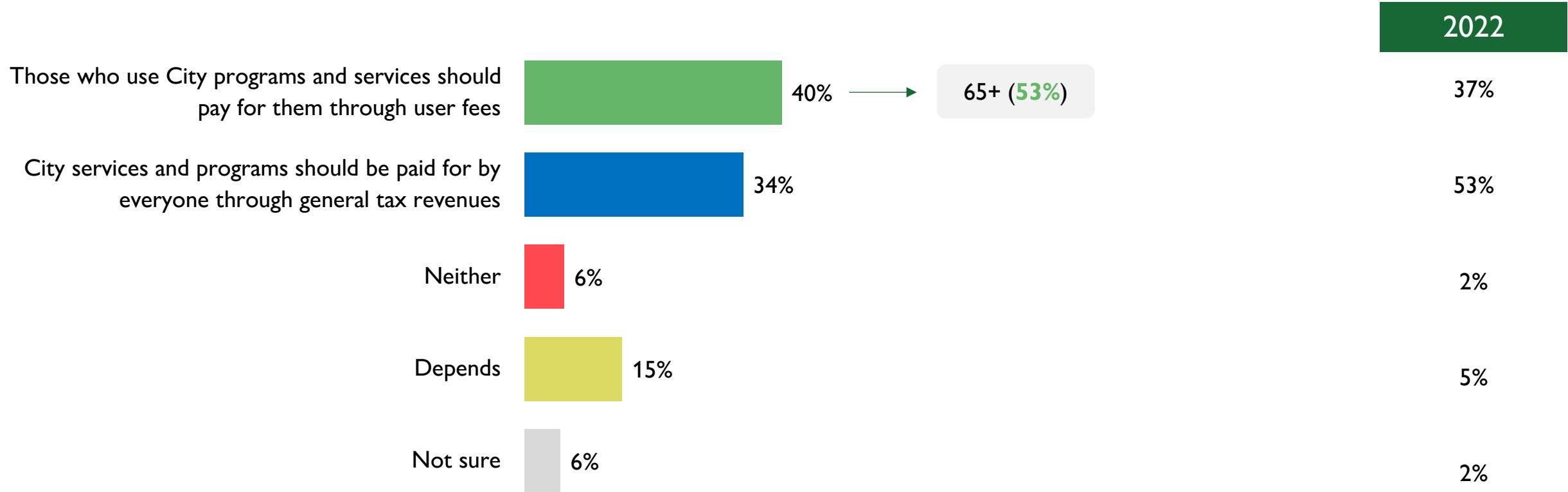
Base: All respondents (n=861)



Which of the following statements is closer to your own opinion?

FINANCIAL RESPONSIBILITY FOR CITY PROGRAMS AND SERVICES

Residents are increasingly open to a user-pay approach, with support for tax-funded services declining since 2022. While user fees now lead, many prefer a balanced or mixed model, highlighting an opportunity to clarify how services are funded.



Base: All respondents (n=861)

SUSTAINABILITY

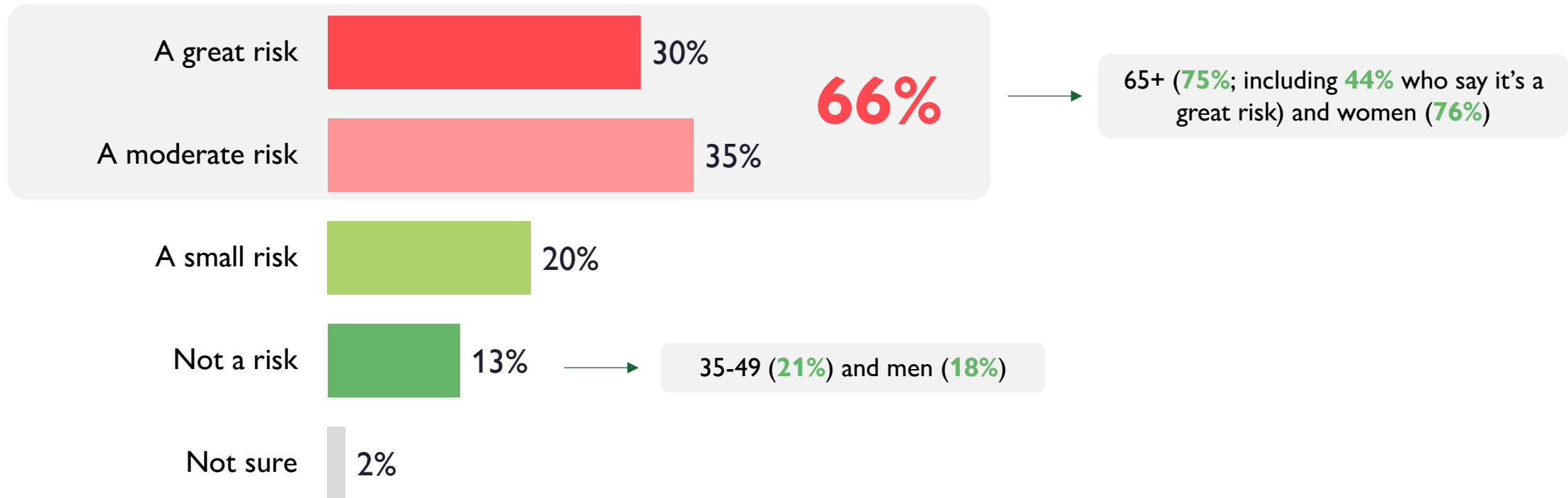




What do you think the risk of climate change is to you and people you care about?

PERCEIVED RISK OF CLIMATE CHANGE

Two-thirds of residents see climate change as a risk, but urgency varies across groups. Concern is higher among older residents and women, while younger, higher-income residents and men are more likely to see it as less immediate, reflecting a divide in perceived severity rather than awareness.



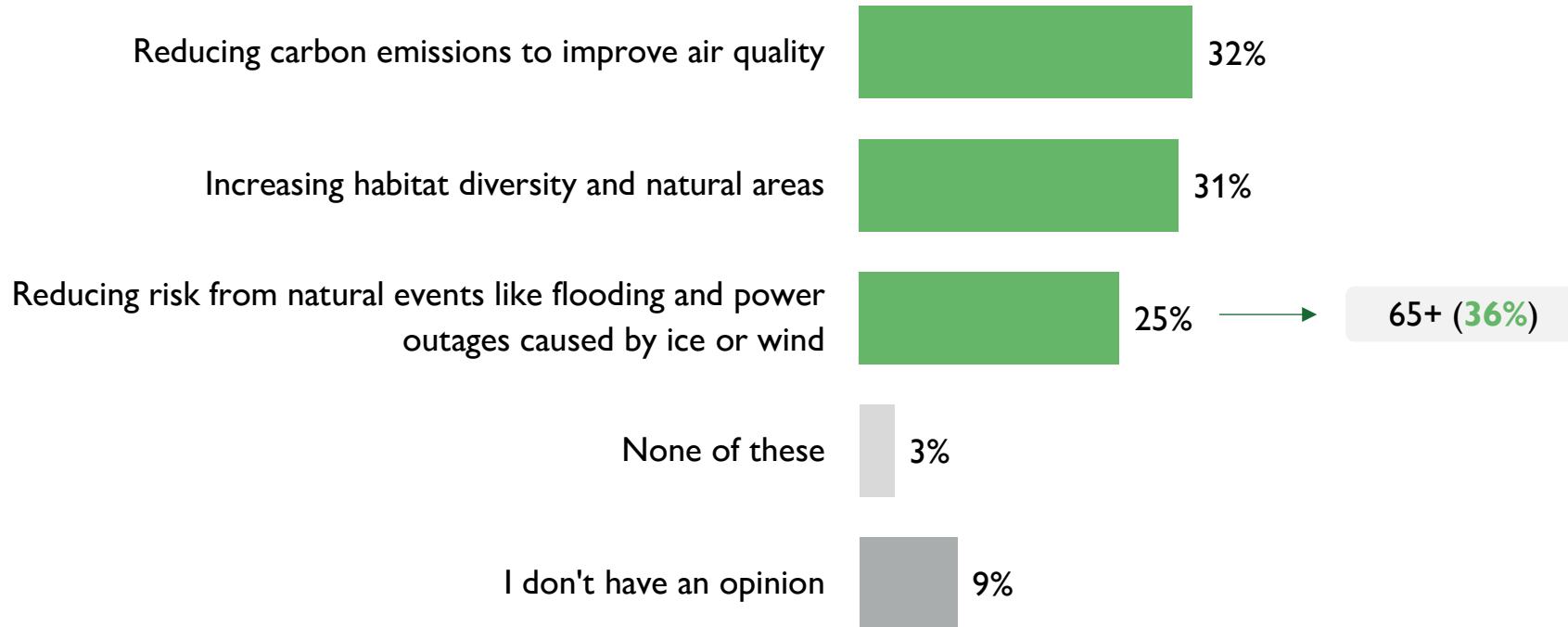
Base: All respondents (n=861)



The City is taking steps to address the impacts of climate change, which of the following priorities should the City focus on in the next four years? Select one.

PRIORITIZING STEPS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

Residents are divided on climate priorities, with no clear consensus. Emissions reduction and habitat protection lead, while older and lower-income residents place more emphasis on reducing risks from extreme events, reflecting a split between long-term goals and immediate impacts.



Base: All respondents (n=861)

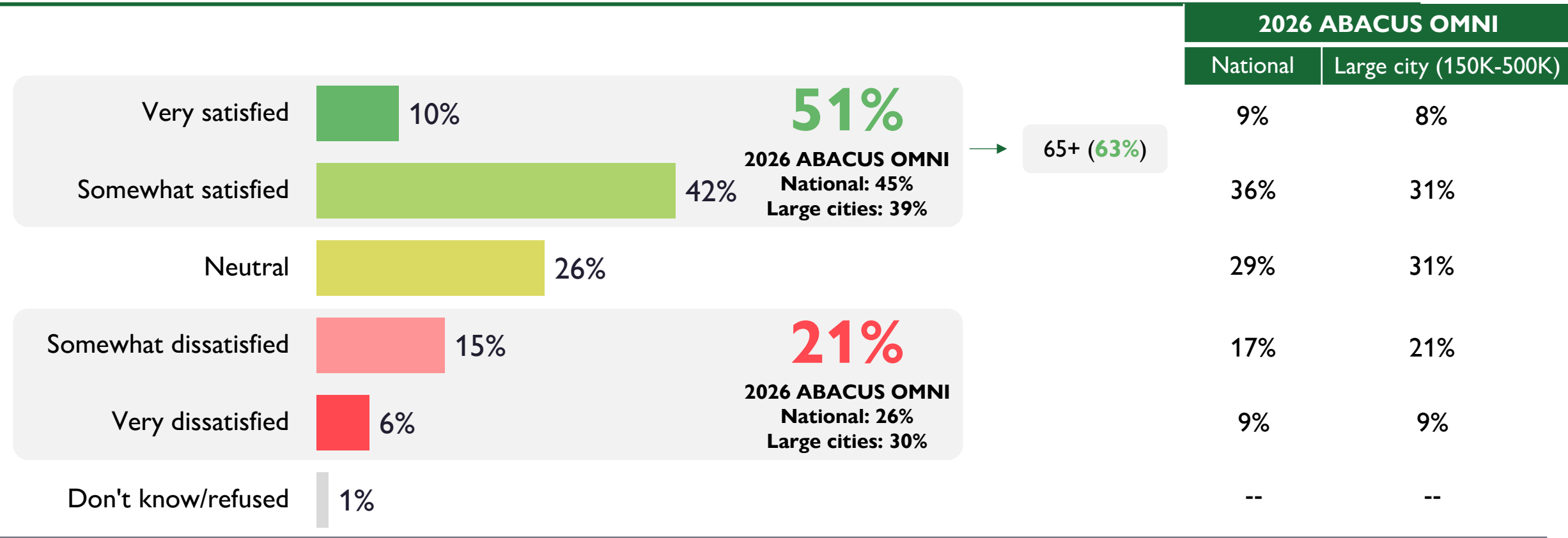
TRUST, ENGAGEMENT & ACCOUNTABILITY



In general, would you say that you are ... with the municipal government in the City of Kitchener?

SATISFACTION WITH THE MUNICIPAL GOVERNMENT

Satisfaction with the City is positive but not strong, with about half satisfied and one in five dissatisfied. Views vary across age, income, and wards, with older and higher-income residents more positive and middle-aged residents more critical, showing that experiences are not consistent across the city.



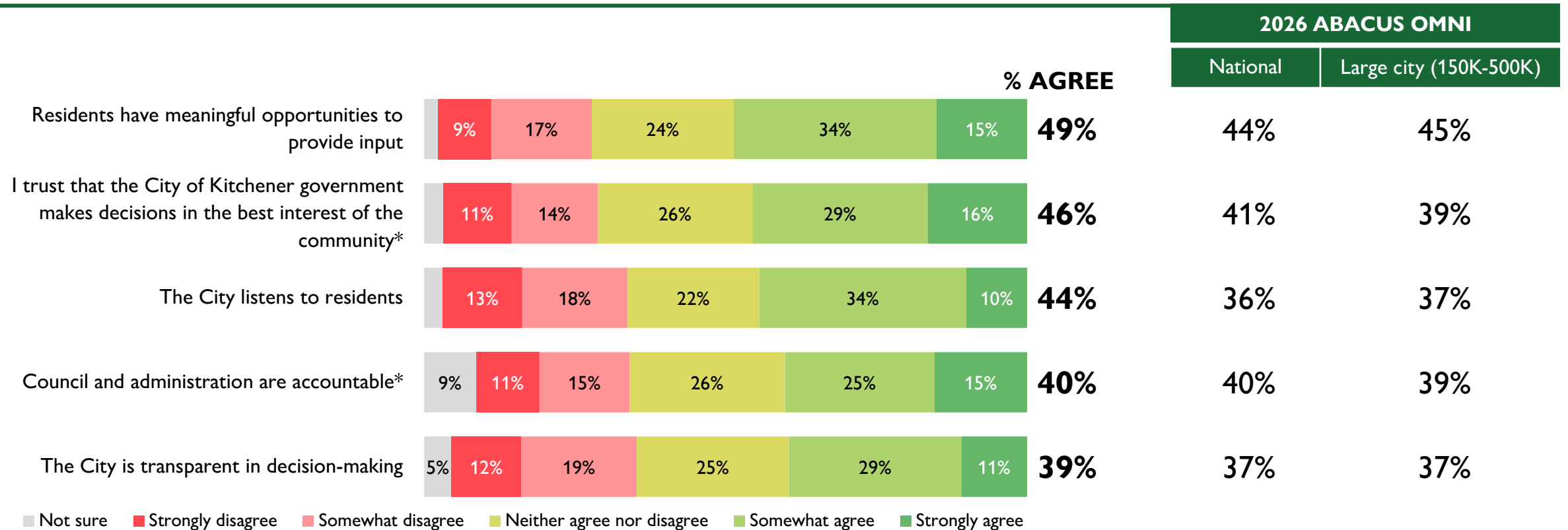
Base: All respondents (n=861). NOTE: In 2022, “neutral” was not provided to respondents as an option.



To what extent do you agree or disagree with each of the following:

RESIDENT-GOVERNMENT RELATIONS

Perceptions of resident–government relations are mixed and uneven. While about half feel they have opportunities to provide input, fewer believe the City listens, acts in residents’ best interest, or is transparent. Views are stronger among older, younger, and higher-income residents, and weaker among middle-aged residents, highlighting uneven trust across the city.



Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329).

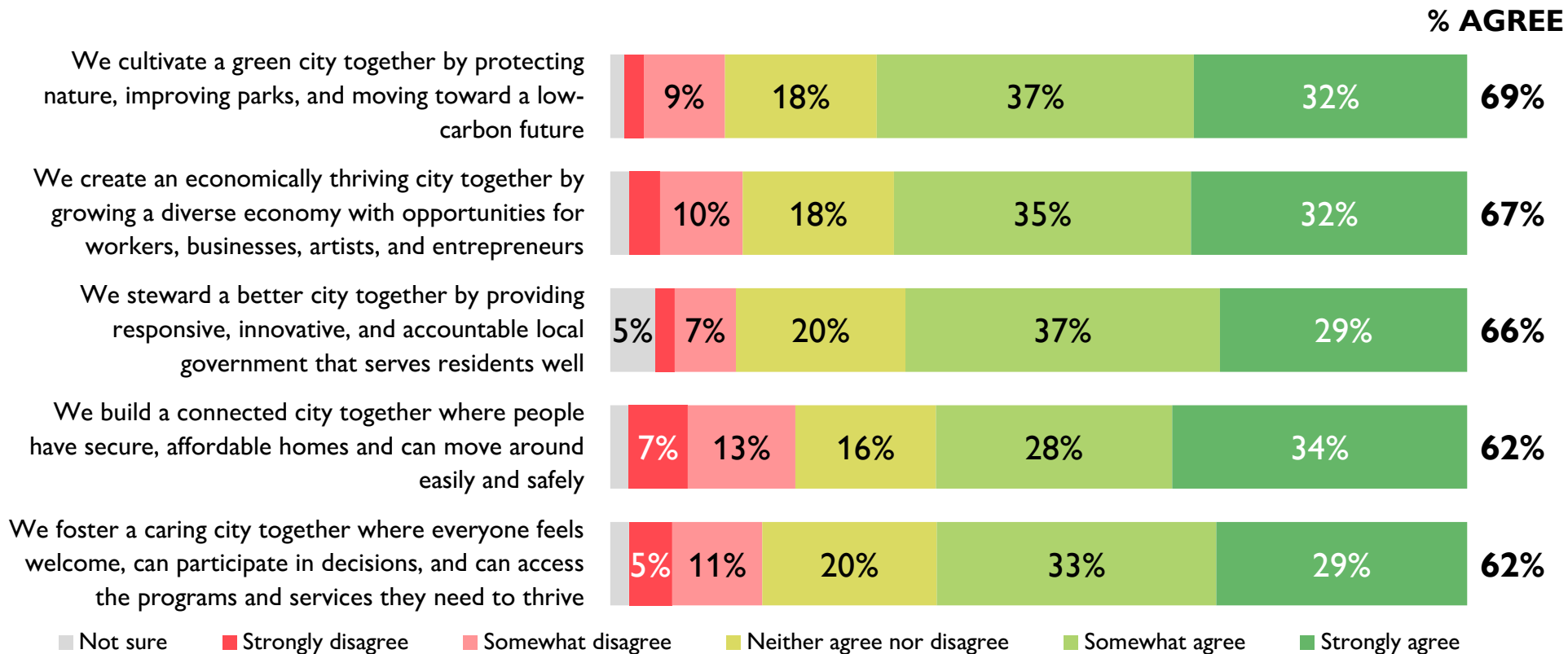
FUTURE OUTLOOK



How much do you agree or disagree that each of these goals is important for Kitchener's future?

KITCHENER'S FUTURE GOALS

There is broad agreement on Kitchener's future goals, but intensity varies. Environmental action and economic growth lead, while housing, mobility, and inclusion lag slightly. Support differs by age, income, and ward, showing that priorities are shaped by local context and lived experience.



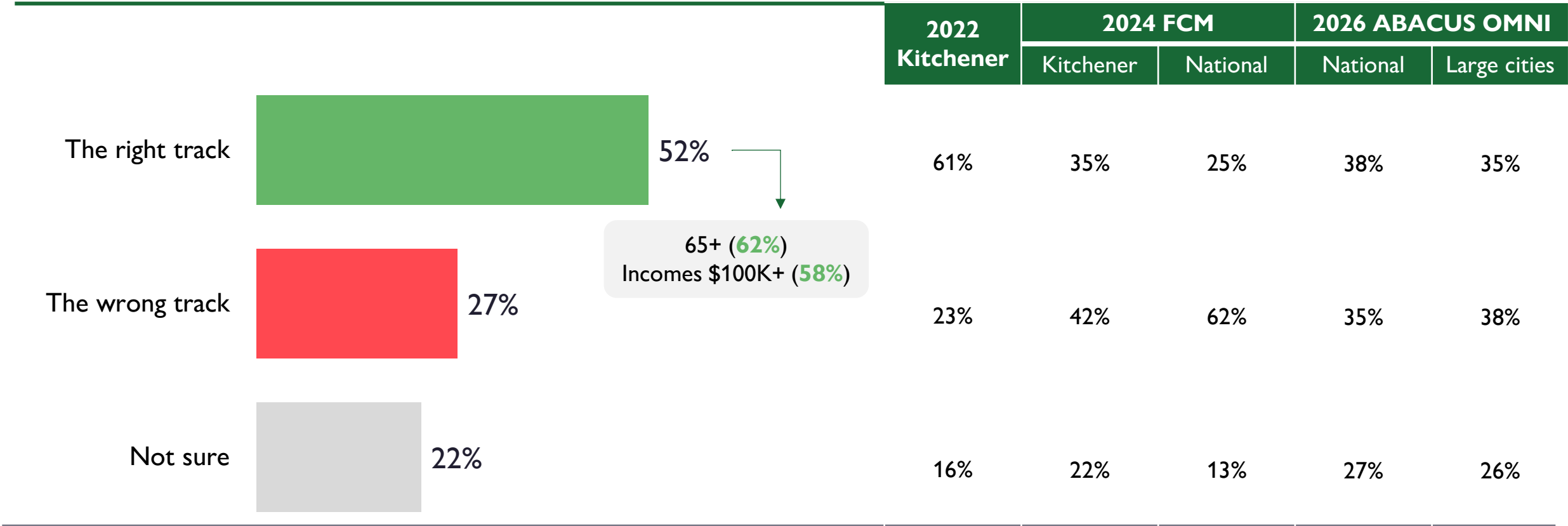
Base: Online survey respondents only (n=329)



Looking forward, would you say that the City of Kitchener government is on _____ in addressing local issues?

KITCHENER'S FUTURE

Perceptions of the City's direction are more positive than negative but have softened and vary across residents. Confidence is higher among older and higher-income groups, while middle-aged and lower-income residents are more skeptical, with differences across wards reflecting local context and lived experience.



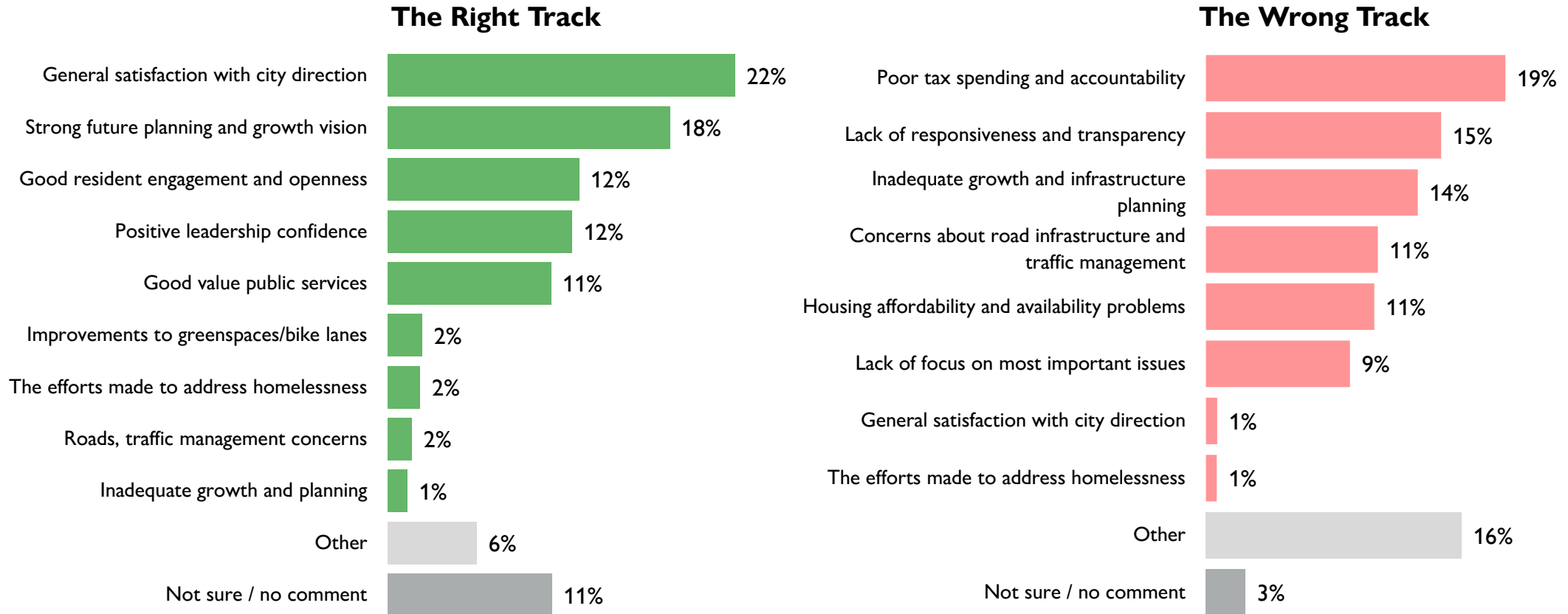
Base: All respondents (n=861)



What is the main reason for your rating above? Open end.

PLANNING ON CONTINUING TO LIVE IN KITCHENER

Perceptions of the City’s direction split into two narratives. Those who see Kitchener on the right track point to satisfaction and confidence in planning, while those who see it on the wrong track focus on spending, accountability, and responsiveness.



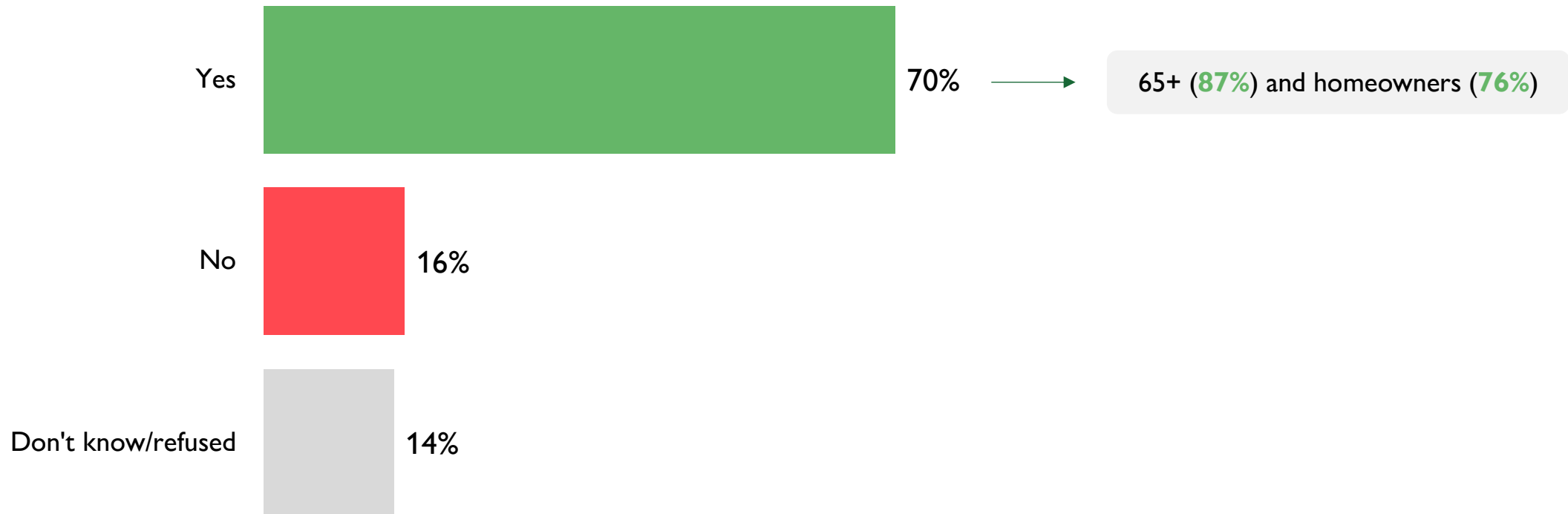
Base: All respondents (n=861)



In five years from now, do you plan to continue living in Kitchener?

PLANNING ON CONTINUING TO LIVE IN KITCHENER

A strong majority plan to stay in Kitchener over the next five years, but intent varies. Older residents and homeowners are more likely to stay, while younger and lower-income residents are less certain, with ward differences reflecting life stage and local context.



Base: All respondents (n=861)



What factors are influencing whether you plan to stay in Kitchener or move away in the next five years? Open end

FACTORS IMPACTING THE DECISION TO STAY OR MOVE AWAY

Decisions about staying or leaving reflect a balance between opportunity and pressure. Those staying are anchored by jobs and community, while those leaving point to affordability, congestion, and lifestyle, showing how day-to-day pressures shape quality of life.

	PLANNING ON STAYING	PLANNING ON MOVING AWAY
Base	243	91
Job and career prospects	19%	18%
Positive community fit	13%	-
High living costs	10%	7%
Deep roots and sense of home	10%	-
Personal and social relationships	10%	1%
Access to local amenities and education	7%	2%
Homeownership keeps them here	5%	-
Expensive housing and rent	4%	7%
Crime and safety fears	2%	5%
The cost associated with moving	2%	-
Desire for a different place or lifestyle	1%	17%
Overcrowding and traffic frustration	1%	21%
Retirement, aging, and lifestyle transitions	1%	6%
The development of natural areas and greenspace	1%	-
Not sure / no comment	5%	6%

Base: Online survey respondents only (n=329)

FINAL THOUGHTS

**2024 PRESSURES CARRY INTO 2026.
AFFORDABILITY AND GROWTH NOW
SHAPE HOW RESIDENTS JUDGE THE
CITY, WIDENING THE GAP BETWEEN
STRONG SERVICES TODAY AND
CONFIDENCE IN THE FUTURE.**

FINAL THOUGHTS

- **From Stability to Future Confidence:** Kitchener works well today, but confidence in the future is softer. Residents are shifting from judging current performance to whether the City can navigate what comes next.
- **Affordability as the Defining Lens:** Cost of living and housing shape expectations across the board. Visible local action and leadership will be critical to maintaining confidence.
- **Strengthening Systems That Support Growth:** Strong services contrast with weaker ratings on housing and infrastructure. Residents want to see growth managed in a way that protects affordability and quality of life.
- **Rebuilding Trust Through Action:** Fewer than half see the City as transparent, accountable, or listening. Confidence will depend on visible action and clear communication.
- **The Strategic Imperative:** The opportunity is to move from delivering today to proving readiness for tomorrow by leading on affordability, strengthening systems, and rebuilding trust.

**KITCHENER DOES NOT HAVE A SERVICE
PROBLEM; IT HAS A CONFIDENCE
PROBLEM.**

**THE PATH FORWARD IS ABOUT
PROVING THE CITY CAN MANAGE
GROWTH AND AFFORDABILITY IN A
WAY THAT PROTECTS WHAT
RESIDENTS ALREADY VALUE.**

DEMOGRAPHICS



DEMOGRAPHIC PROFILE: WEIGHTED

GENDER

Male	50%
Female	50%

AGE

18 to 29	30%
30 to 44	24%
45 to 59	24%
60 and older	22%

WARD

1	9%
2	10%
3	10%
4	10%
5	11%
6	10%
7	10%
8	10%
9	10%
10	10%

TIME IN KITCHENER

Born in Kitchener	28%
Less than one year	2%
One to five years	12%
Six to 10 years	7%
More than 10 years	51%

RENT OR OWN

Homeowner	60%
Renting	35%
Other	5%

HOUSEHOLD INCOME

Less than \$35,000	17%
\$35,000 to \$50,000	11%
\$50,001 to \$75,000	15%
\$75,001 to \$100,000	18%
\$100,001 to \$150,000	21%
Over \$150,000	10%

HOUSEHOLD COMPOSITION

Live alone	19%
One parent with child(ren)	7%
Couple with child(ren)	32%
Couple without child(ren)	19%
Inter-generational household	9%
Multiple families	3%
Friends or roommates	6%
Other	3%

BORN IN CANADA

Born in Canada	72%
Less than one year	0%
One to five years	5%
Six to 10 years	3%
More than 10 years	19%

PREFERRED LANGUAGE

English	97%
Mandarin	1%

RACIAL IDENTITY

White	71%
South Asian	8%
Black	7%
Southeast Asian	3%
Indigenous	2%
Latin America	2%
East Asian	1%
SWANA	1%
Other	5%

Thank You

abacus
data

abacusdata.ca

APPENDIX A: BANNER TABLES





Please indicate your level of agreement with each statement.

GENERAL PERCEPTIONS OF KITCHENER

% Agree	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
I have good access to my daily activities (work, school, appointments)	83%	87%	82%	79%	82%	84%	81%	85%	75%	85%	76%	82%	84%
Kitchener has a variety of programs and services for all ages	80%	84%	78%	74%	84%	79%	82%	82%	74%	82%	70%	79%	81%
Kitchener is a great place to raise a family	78%	76%	70%	78%	86%	79%	76%	75%	73%	80%	58%	74%	73%
Kitchener enables a healthy and active lifestyle	77%	76%	73%	75%	84%	76%	78%	75%	70%	81%	62%	75%	72%
I am proud to live in Kitchener	75%	72%	63%	79%	89%	75%	75%	74%	68%	79%	58%	67%	70%
Kitchener has a healthy local economy	63%	60%	53%	62%	78%	66%	60%	66%	52%	65%	43%	60%	60%
I feel connected to the people in my community	59%	61%	50%	53%	74%	63%	55%	53%	56%	64%	47%	56%	44%
Kitchener is planning effectively for the future	53%	58%	44%	48%	59%	55%	50%	55%	57%	49%	45%	66%	44%

Base: All respondents (n=861)



Which issue is the most important issue facing Kitchener today?

MOST IMPORTANT ISSUES FACING KITCHENER TODAY

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Cost of living	32%	35%	42%	28%	22%	35%	29%	36%	31%	30%	34%	37%	37%
Housing availability and affordability	29%	24%	34%	33%	28%	26%	32%	28%	26%	31%	36%	26%	29%
Local economy and jobs	11%	14%	8%	10%	11%	11%	11%	11%	16%	9%	14%	12%	6%
City/urban growth	8%	8%	4%	10%	11%	10%	6%	10%	6%	8%	6%	13%	12%
Safety	7%	8%	5%	9%	5%	6%	8%	5%	5%	9%	6%	5%	4%
Overall community wellbeing	3%	2%	1%	4%	5%	2%	4%	3%	4%	3%	0%	6%	3%
Climate change	2%	1%	3%	1%	3%	2%	2%	1%	2%	3%	2%	1%	0%
Other	8%	8%	4%	6%	14%	8%	7%	6%	9%	8%	2%	1%	8%
Don't know/refused	0%	0%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	0%

Base: All respondents (n=861)



For each of the following services provided by the City of Kitchener, please indicate how satisfied you are with the service.

SATISFACTION WITH CITY-PROVIDED SERVICES

% Satisfied	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Parks and natural areas	81%	78%	81%	79%	86%	83%	79%	78%	78%	83%	72%	79%	81%
Fire response services*	79%	80%	80%	74%	91%	75%	83%	78%	77%	82%	72%	83%	85%
Libraries*	77%	78%	74%	76%	87%	71%	81%	80%	74%	75%	73%	74%	83%
Recreation and sport facilities and programs	77%	81%	70%	75%	80%	76%	77%	78%	78%	75%	67%	78%	84%
Special events, festivals, arts and culture	74%	76%	76%	70%	76%	72%	76%	75%	73%	75%	68%	80%	67%
Active transportation (bike lanes, pedestrian routes, trails)	67%	73%	64%	63%	68%	68%	67%	70%	71%	65%	66%	61%	70%
Public engagement and opportunities for input*	49%	58%	47%	34%	49%	45%	52%	53%	58%	35%	44%	64%	36%
Sidewalk and pathway maintenance*	48%	52%	45%	44%	50%	46%	50%	45%	51%	46%	35%	57%	46%
Snow clearing and winter maintenance*	47%	54%	44%	37%	48%	51%	44%	50%	48%	42%	35%	51%	57%
Development services (deck permits, ADU zoning, etc.)*	45%	62%	37%	19%	46%	48%	43%	49%	48%	38%	28%	52%	48%
Bylaw enforcement*	43%	47%	37%	44%	48%	48%	40%	39%	43%	48%	35%	47%	46%
Traffic management and congestion	43%	47%	37%	41%	46%	45%	41%	40%	51%	42%	34%	54%	42%
Affordable housing initiatives	26%	34%	18%	19%	31%	28%	24%	27%	29%	23%	19%	26%	22%
Road maintenance	24%	35%	23%	14%	22%	27%	22%	23%	30%	22%	20%	37%	24%
Overall satisfaction with the City of Kitchener services	70%	72%	54%	71%	81%	69%	70%	69%	70%	70%	48%	70%	64%

Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329). **Excludes those who are not familiar with the service.**



When it comes to housing and homelessness, which one of the following actions should be the City’s main focus over the next four years

KITCHENER’S MAIN FOCUS WHILE ADDRESSING HOUSING AND HOMELESSNESS

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Working with other levels of government, and organizations to secure funding for affordable housing options	34%	35%	33%	36%	29%	32%	35%	38%	27%	34%	49%	29%	30%
Advocating with other levels of government for funding and programs to end homelessness	29%	22%	27%	32%	34%	24%	33%	28%	29%	29%	30%	34%	21%
Putting policies in place and approving development applications to encourage	20%	23%	23%	17%	18%	20%	20%	20%	26%	18%	11%	20%	27%
Speeding up development approvals to allow more housing units to be quickly built	17%	20%	16%	14%	18%	23%	12%	14%	18%	19%	11%	18%	23%

Base: All respondents (n=861)



Which areas of the economy should the City prioritize over the next four years?

PRIORITIZING ECONOMIC AREAS OVER THE NEXT FOUR YEARS

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Attracting employers	44%	44%	49%	44%	39%	49%	40%	46%	46%	43%	41%	38%	61%
Small businesses support	40%	39%	41%	37%	42%	36%	43%	33%	37%	45%	32%	42%	28%
Promoting skills training	32%	29%	30%	33%	41%	31%	34%	30%	29%	36%	28%	29%	29%
Revitalizing main streets	25%	22%	27%	28%	22%	20%	30%	36%	15%	23%	23%	29%	27%
Supporting growth in innovation sectors	17%	21%	17%	14%	14%	21%	12%	15%	27%	14%	16%	19%	19%
Expanding arts and culture experiences	10%	15%	9%	6%	9%	10%	10%	14%	10%	8%	14%	11%	7%
Enhancing tourism	7%	7%	5%	7%	7%	6%	7%	4%	10%	7%	12%	7%	8%

Base: All respondents (n=861)



Please indicate on a scale of 1 to 5 with 1 being not important, to 5 being very important, how important it is that the City offer recreation and leisure programs that support the following:

IMPORTANCE OF RECREATION AND LEISURE PROGRAMS THAT SUPPORT...

% Important	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Mental health and wellbeing	81%	84%	80%	77%	82%	75%	86%	83%	80%	80%	85%	84%	81%
Physical health and fitness	77%	86%	72%	73%	75%	75%	80%	79%	78%	75%	66%	80%	77%
Resilience and life skills	69%	67%	77%	67%	68%	63%	75%	72%	69%	68%	73%	73%	62%
Services for vulnerable populations	68%	70%	67%	66%	66%	58%	77%	66%	67%	68%	72%	75%	55%
Sport programming and opportunities to participate	66%	73%	69%	58%	64%	68%	64%	68%	68%	65%	55%	67%	71%
Sense of belonging and connection	62%	62%	59%	62%	64%	59%	64%	60%	65%	61%	67%	65%	53%

Base: All respondents (n=861)



What do you think the city should prioritize over the next four years to create connection between community members:

PRIORITIES TO FOSTER CONNECTION BETWEEN COMMUNITY MEMBERS

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Removing financial barriers for residents to participate in City programs	54%	45%	61%	58%	63%	54%	53%	58%	46%	58%	61%	54%	49%
Improving public spaces to encourage social interaction (community gardens...)	53%	55%	52%	55%	45%	46%	60%	56%	54%	51%	49%	48%	58%
Neighbour-to-neighbour events and gatherings (e.g., park events, street parties, block parties)	37%	37%	39%	36%	34%	33%	40%	39%	37%	33%	44%	35%	33%
Volunteer opportunities that bring people together	29%	38%	20%	23%	36%	32%	27%	26%	42%	20%	23%	28%	31%
Grants for resident-led neighbourhood projects	27%	25%	29%	29%	23%	36%	20%	21%	21%	38%	23%	35%	28%

Base: Online survey respondents only (n=329)



How safe do you feel in your neighbourhood?

LEVEL OF SAFETY IN YOUR NEIGHBOURHOOD

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
NET: Safe	79%	78%	76%	80%	89%	76%	81%	77%	83%	76%	64%	85%	87%
Very safe	28%	27%	27%	25%	46%	30%	26%	25%	29%	30%	20%	29%	34%
Somewhat safe	51%	51%	49%	55%	43%	46%	55%	51%	53%	47%	44%	56%	53%
NET: Unsafe	20%	19%	24%	19%	11%	22%	18%	22%	15%	22%	32%	15%	13%
Somewhat unsafe	16%	16%	21%	11%	11%	18%	15%	20%	13%	16%	25%	10%	12%
Very unsafe	4%	3%	3%	8%	0%	5%	2%	3%	3%	6%	7%	4%	1%
Not sure	1%	3%	0%	1%	0%	1%	2%	1%	2%	2%	5%	0%	0%

Base: Online survey respondents only (n=329)



Thinking about all the programs and services you receive from the City of Kitchener, would you say that, overall, you receive...value for your tax dollars?

VALUE FOR TAX DOLLARS

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
NET: Positive	47%	48%	34%	47%	60%	50%	44%	43%	47%	49%	34%	45%	40%
Very good	12%	12%	6%	12%	16%	11%	12%	9%	8%	14%	7%	7%	9%
Good	36%	36%	28%	35%	44%	38%	33%	33%	38%	36%	26%	38%	31%
Fair	33%	27%	46%	32%	28%	30%	35%	32%	29%	35%	38%	35%	27%
Poor	17%	21%	18%	16%	11%	18%	16%	20%	20%	14%	24%	15%	24%
Not sure	3%	4%	2%	5%	2%	2%	4%	5%	5%	2%	4%	5%	8%

Base: All respondents (n=861)



Local governments must balance the cost of delivering services with taxation. Which option would you most prefer in your city?

PREFERENCE OF BALANCING DELIVERING SERVICES AND TAXATION

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Maintain taxes and possibly cut services	40%	46%	39%	37%	36%	45%	34%	45%	44%	35%	34%	42%	34%
Increase taxes at inflation to maintain services	21%	15%	17%	25%	29%	20%	22%	13%	17%	27%	8%	18%	23%
Increase taxes to expand or improve services	21%	19%	17%	22%	25%	24%	17%	17%	18%	23%	13%	15%	15%
Not sure	19%	21%	26%	16%	10%	11%	27%	24%	21%	15%	45%	24%	28%

Base: All respondents (n=861)



Which of the following statements is closer to your own opinion?

FINANCIAL RESPONSIBILITY FOR CITY PROGRAMS AND SERVICES

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Those who use City programs and services should pay for them through user fees	40%	28%	35%	47%	53%	42%	37%	35%	33%	45%	21%	27%	35%
City services and programs should be paid for by everyone through general tax revenues	34%	37%	32%	30%	35%	37%	30%	30%	33%	36%	25%	32%	20%
Neither	6%	10%	9%	3%	2%	8%	5%	10%	5%	4%	10%	11%	9%
Depends	15%	16%	20%	16%	7%	10%	20%	17%	19%	12%	25%	28%	29%
Not sure	6%	9%	4%	5%	4%	3%	8%	7%	10%	3%	19%	2%	7%

Base: All respondents (n=861)



What do you think the risk of climate change is to you and people you care about?

THE RISK OF CLIMATE CHANGE

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
NET: A risk	66%	68%	57%	63%	75%	55%	76%	66%	72%	63%	67%	69%	64%
A great risk	30%	23%	27%	31%	44%	26%	34%	27%	25%	35%	32%	24%	15%
A moderate risk	35%	45%	30%	33%	31%	29%	42%	40%	47%	28%	35%	45%	49%
A small risk	20%	20%	19%	22%	16%	25%	15%	20%	13%	22%	18%	21%	20%
Not a risk	13%	11%	21%	12%	8%	18%	8%	13%	11%	13%	9%	9%	14%
Not sure	2%	1%	3%	3%	1%	2%	2%	0%	4%	2%	6%	1%	2%

Base: All respondents (n=861)



The City is taking steps to address the impacts of climate change, which of the following priorities should the City focus on in the next four years:

PRIORITIZING STEPS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Reducing carbon emissions to improve air quality	32%	38%	26%	28%	35%	29%	34%	29%	43%	29%	39%	28%	33%
Increasing habitat diversity and natural areas	31%	30%	34%	34%	23%	32%	30%	31%	19%	35%	19%	25%	34%
Reducing risk from natural events like flooding and power outages caused by ice or wind	25%	18%	25%	24%	36%	26%	24%	22%	21%	28%	20%	24%	11%
None of these	3%	2%	2%	7%	2%	5%	2%	5%	2%	3%	3%	4%	7%
I don't have an opinion	9%	12%	13%	7%	5%	9%	10%	13%	15%	6%	19%	19%	15%

Base: All respondents (n=861)



In general, would you say that you are ... with the municipal government in the City of Kitchener?

SATISFACTION WITH THE MUNICIPAL GOVERNMENT

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
NET: Satisfied	51%	57%	32%	52%	63%	55%	47%	52%	43%	54%	35%	50%	47%
Very satisfied	10%	11%	6%	9%	12%	12%	7%	8%	10%	10%	7%	13%	10%
Somewhat satisfied	42%	46%	27%	42%	51%	43%	40%	44%	33%	44%	28%	36%	37%
Neutral	26%	26%	37%	24%	19%	23%	30%	23%	33%	26%	38%	28%	31%
NET: Dissatisfied	21%	17%	30%	21%	17%	21%	21%	24%	23%	19%	24%	21%	22%
Somewhat dissatisfied	15%	11%	23%	12%	14%	14%	15%	15%	19%	13%	17%	16%	8%
Very dissatisfied	6%	5%	7%	9%	4%	7%	6%	9%	3%	6%	7%	5%	14%
Don't know/refused	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	3%	2%	0%

Base: All respondents (n=861)



To what extent do you agree or disagree with each of the following:

RESIDENT-GOVERNMENT RELATIONS

% Agree	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Residents have meaningful opportunities to provide input	49%	45%	50%	47%	54%	50%	47%	49%	51%	47%	43%	54%	45%
I trust that the City of Kitchener government makes decisions in the best interest of the community*	46%	56%	40%	31%	55%	47%	45%	49%	50%	37%	35%	55%	45%
The City listens to residents	44%	54%	37%	41%	44%	46%	43%	47%	55%	39%	33%	57%	42%
Council and administration are accountable*	40%	53%	34%	28%	32%	40%	41%	39%	50%	30%	31%	51%	36%
The City is transparent in decision-making	39%	49%	38%	31%	38%	42%	37%	41%	45%	37%	35%	39%	37%

Base: All respondents (n=861). Items marked with an asterisk* were asked to online respondents only (n=329).



How much do you agree or disagree that each of these goals is important for Kitchener's future?

KITCHENER'S FUTURE

% Agree	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
We cultivate a green city together by protecting nature, improving parks, and moving toward a low-carbon future	69%	76%	64%	62%	68%	63%	73%	65%	73%	69%	71%	66%	74%
We create an economically thriving city together by growing a diverse economy with opportunities for workers, businesses, artists, and entrepreneurs	67%	72%	64%	61%	68%	69%	65%	70%	66%	64%	66%	65%	74%
We steward a better city together by providing responsive, innovative, and accountable local government that serves residents well	66%	71%	63%	58%	68%	64%	67%	67%	65%	63%	65%	64%	70%
We build a connected city together where people have secure, affordable homes and can move around easily and safely	62%	69%	57%	56%	61%	63%	61%	61%	64%	60%	64%	58%	65%
We foster a caring city together where everyone feels welcome, can participate in decisions, and can access the programs and services they need to thrive	62%	65%	61%	56%	69%	58%	64%	58%	62%	65%	67%	60%	59%

Base: Online survey respondents only (n=329)



Looking forward, would you say that the City of Kitchener government is on _____ in addressing local issues?

DIRECTION OF THE CITY OF KITCHENER GOVERNMENT

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
The right track	52%	55%	41%	50%	62%	56%	47%	49%	50%	54%	23%	47%	58%
The wrong track	27%	24%	33%	25%	24%	28%	25%	29%	21%	27%	23%	24%	21%
Not sure	22%	21%	26%	25%	14%	15%	28%	22%	29%	18%	54%	29%	21%

Base: All respondents (n=861)



In five years from now, do you plan to continue living in Kitchener?

PLANNING ON CONTINUING TO LIVE IN KITCHENER

	TOTAL	AGE				GENDER		LIVING IN KITCHENER			INCOME		
		18 - 34	35 - 49	50 - 64	65+	Male	Female	Born in Kitchener	Less than 10 years	More than 10 years	Less than \$50K	\$50K - \$100K	Over \$100K
Yes	70%	61%	67%	68%	87%	71%	69%	69%	58%	75%	47%	60%	65%
No	16%	23%	15%	17%	5%	16%	15%	15%	20%	14%	23%	20%	23%
Don't know/refused	14%	16%	18%	15%	8%	13%	16%	16%	22%	10%	30%	20%	13%

Base: All respondents (n=861)