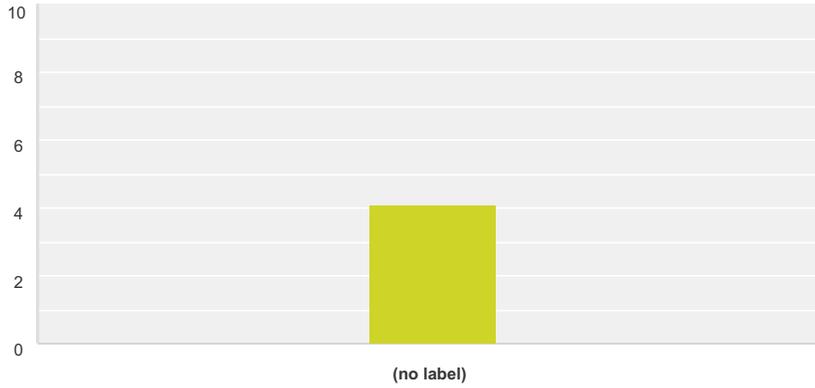


Strategic Planning Town Survey

**Q1 On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, do you agree that the Town of Kingsville is as the statement below describes or has the potential to become as this statement describes in the next 5 years?"Kingsville is a friendly and welcoming community: A charming and vibrant place that provides opportunities for everyone to grow and make a difference"**

Answered: 272 Skipped: 0

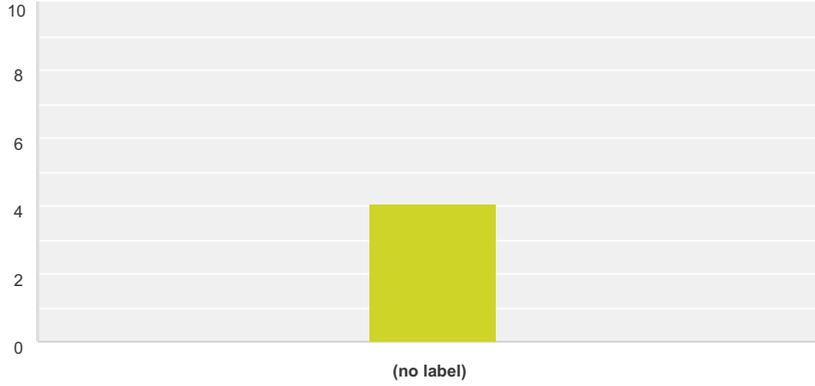


	1	2	3	4	5	Total	Weighted Average
(no label)	1.47% 4	5.51% 15	12.87% 35	41.18% 112	38.97% 106	272	4.11

Strategic Planning Town Survey

**Q2 On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, do you agree that the Town of Kingsville's mission is: "To make Kingsville an amazing place to be."**

Answered: 272 Skipped: 0

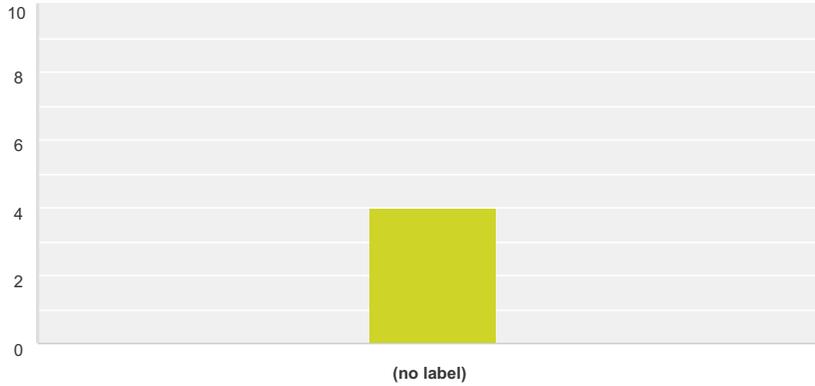


	1	2	3	4	5	Total	Weighted Average
(no label)	2.21% 6	5.51% 15	18.38% 50	34.93% 95	38.97% 106	272	4.03

# Strategic Planning Town Survey

**Q3 On a scale of 1 to 5, with 1 being not satisfied and 5 being very satisfied, how satisfied are you with the quality of life in the Town of Kingsville?**

Answered: 269 Skipped: 3

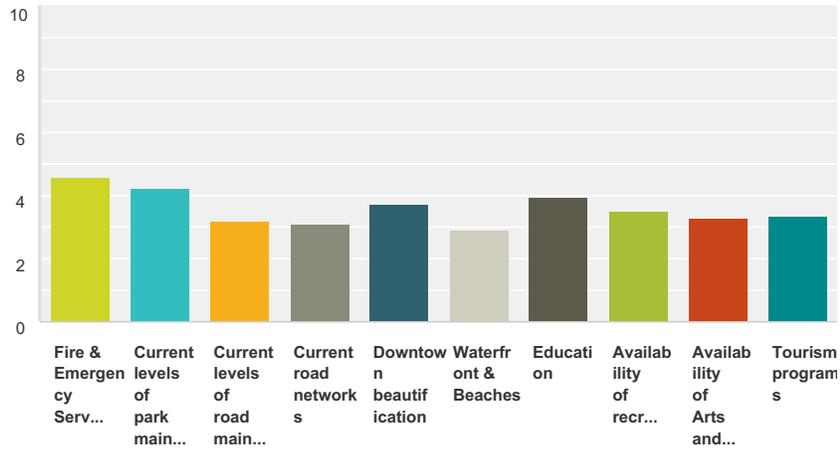


	1	2	3	4	5	Total	Weighted Average
(no label)	0.74% 2	3.35% 9	15.61% 42	53.53% 144	26.77% 72	269	4.02

## Strategic Planning Town Survey

**Q4 On a scale of 1 to 5, with 1 being not satisfied and 5 being very satisfied, rate your level of satisfaction with the individual services below.**

Answered: 272 Skipped: 0

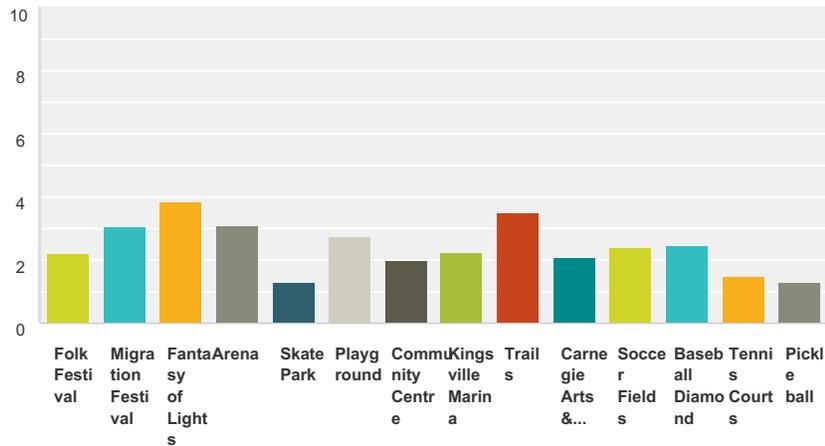


	1	2	3	4	5	Total	Weighted Average
Fire & Emergency Services	0.00% 0	1.12% 3	5.95% 16	23.79% 64	69.14% 186	269	4.61
Current levels of park maintenance	0.37% 1	2.21% 6	12.55% 34	43.91% 119	40.96% 111	271	4.23
Current levels of road maintenance	9.29% 25	15.99% 43	29.00% 78	36.06% 97	9.67% 26	269	3.21
Current road networks	14.81% 40	14.81% 40	28.52% 77	31.48% 85	10.37% 28	270	3.08
Downtown beautification	0.74% 2	9.29% 25	23.05% 62	47.96% 129	18.96% 51	269	3.75
Waterfront & Beaches	16.73% 45	17.10% 46	33.09% 89	26.39% 71	6.69% 18	269	2.89
Education	3.44% 9	3.05% 8	22.14% 58	39.69% 104	31.68% 83	262	3.93
Availability of recreational programs	4.85% 13	9.70% 26	31.72% 85	39.93% 107	13.81% 37	268	3.48
Availability of Arts and Cultural programs	4.46% 12	15.24% 41	34.20% 92	37.17% 100	8.92% 24	269	3.31
Tourism programs	2.99% 8	15.30% 41	32.46% 87	40.30% 108	8.96% 24	268	3.37

## Strategic Planning Town Survey

**Q5 On A scale of 1 to 5, with 1 being not frequently and 5 being very frequently how often have you attended, participated in or used the following events/programs/services in the last two years?**

Answered: 272 Skipped: 0

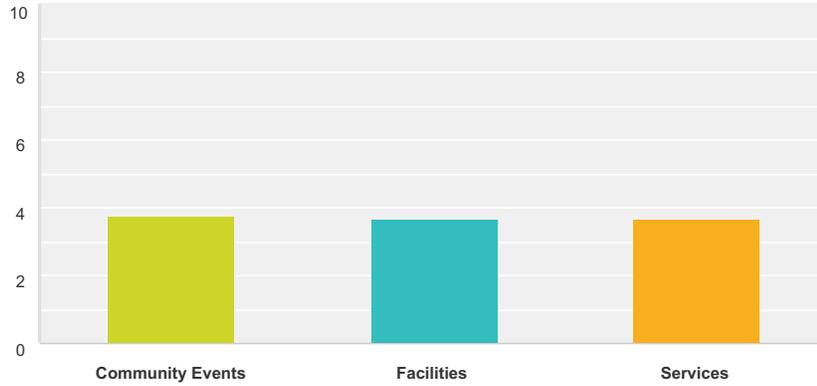


	1	2	3	4	5	Total
Folk Festival	55.19% 149	10.00% 27	10.74% 29	7.78% 21	16.30% 44	270
Migration Festival	25.37% 69	10.29% 28	20.96% 57	18.38% 50	25.00% 68	272
Fantasy of Lights	8.58% 23	10.82% 29	12.69% 34	24.63% 66	43.28% 116	268
Arena	22.96% 62	15.19% 41	18.52% 50	15.56% 42	27.78% 75	270
Skate Park	83.83% 223	7.52% 20	5.64% 15	1.13% 3	1.88% 5	266
Playground	39.03% 105	8.92% 24	14.87% 40	14.13% 38	23.05% 62	269
Community Centre	50.75% 135	17.67% 47	18.80% 50	5.64% 15	7.14% 19	266
Kingsville Marina	51.49% 138	10.82% 29	13.43% 36	10.45% 28	13.81% 37	268
Trails	17.10% 46	8.18% 22	17.84% 48	21.19% 57	35.69% 96	269
Carnegie Arts & Visitor Centre	47.58% 128	19.33% 52	16.73% 45	7.06% 19	9.29% 25	269
Soccer Fields	52.04% 140	7.06% 19	10.41% 28	9.67% 26	20.82% 56	269
Baseball Diamond	48.69% 130	8.99% 24	11.61% 31	9.36% 25	21.35% 57	267
Tennis Courts	78.87% 209	7.92% 21	4.53% 12	3.40% 9	5.28% 14	265
Pickle ball	88.30% 234	4.15% 11	3.02% 8	0.75% 2	3.77% 10	265

## Strategic Planning Town Survey

**Q6 On a scale of 1 to 5, with 1 being not satisfied and 5 being very satisfied, rate your level of satisfaction with community events, facilities and services.**

Answered: 270 Skipped: 2

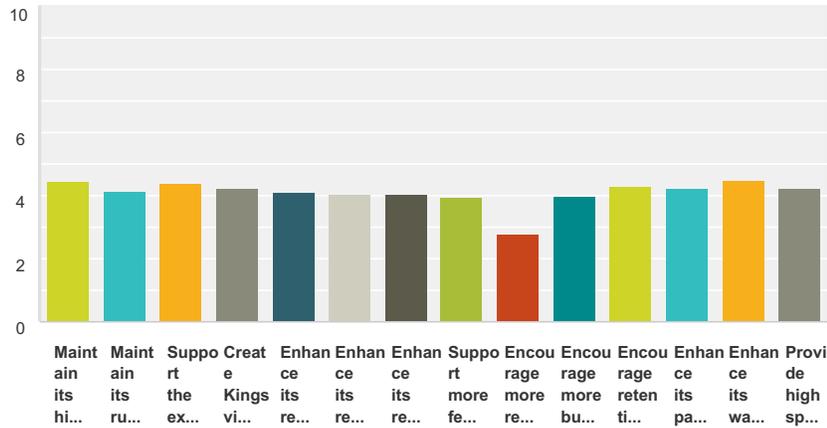


	1	2	3	4	5	Total	Weighted Average
Community Events	0.74% 2	7.04% 19	28.89% 78	42.96% 116	20.37% 55	270	3.75
Facilities	1.11% 3	7.04% 19	30.00% 81	46.30% 125	15.56% 42	270	3.68
Services	1.87% 5	7.87% 21	28.84% 77	42.70% 114	18.73% 50	267	3.69

# Strategic Planning Town Survey

**Q7 Please rate each of the following statements on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree. The Town of Kingsville should:**

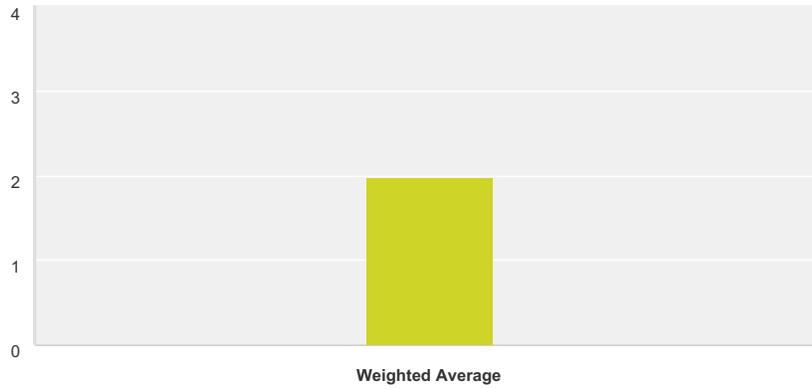
Answered: 271 Skipped: 1



	1	2	3	4	5	Total	Weighted Average
Maintain its historic character	1.86% 5	2.60% 7	8.55% 23	22.68% 61	64.31% 173	269	4.45
Maintain its rural character	1.48% 4	4.07% 11	20.74% 56	26.30% 71	47.41% 128	270	4.14
Support the expansion of local health care services	1.48% 4	2.59% 7	12.96% 35	22.22% 60	60.74% 164	270	4.38
Create Kingsville as a destination for tourism	2.23% 6	5.95% 16	11.15% 30	24.54% 66	56.13% 151	269	4.26
Enhance its recreational programming for adults	2.95% 8	4.43% 12	17.34% 47	31.37% 85	43.91% 119	271	4.09
Enhance its recreational programming for children	4.07% 11	4.44% 12	18.89% 51	25.56% 69	47.04% 127	270	4.07
Enhance its recreational programming for seniors	4.06% 11	4.80% 13	18.82% 51	26.57% 72	45.76% 124	271	4.05
Support more festivals and events	4.07% 11	5.56% 15	22.59% 61	25.93% 70	41.85% 113	270	3.96
Encourage more residential development	20.07% 54	24.16% 65	24.16% 65	17.47% 47	14.13% 38	269	2.81
Encourage more business development	2.58% 7	9.59% 26	14.76% 40	32.84% 89	40.22% 109	271	3.99
Encourage retention and expansion of current businesses	0.74% 2	4.06% 11	10.70% 29	32.47% 88	52.03% 141	271	4.31
Enhance its parkland	2.22% 6	2.59% 7	16.30% 44	25.19% 68	53.70% 145	270	4.26
Enhance its waterfront	2.95% 8	2.58% 7	7.38% 20	13.65% 37	73.43% 199	271	4.52
Provide high speed broadband services	4.53% 12	2.64% 7	17.36% 46	12.45% 33	63.02% 167	265	4.27

**Q8 Costs to maintain current service levels are increasing. Of the following options which would you support?**

Answered: 265 Skipped: 7

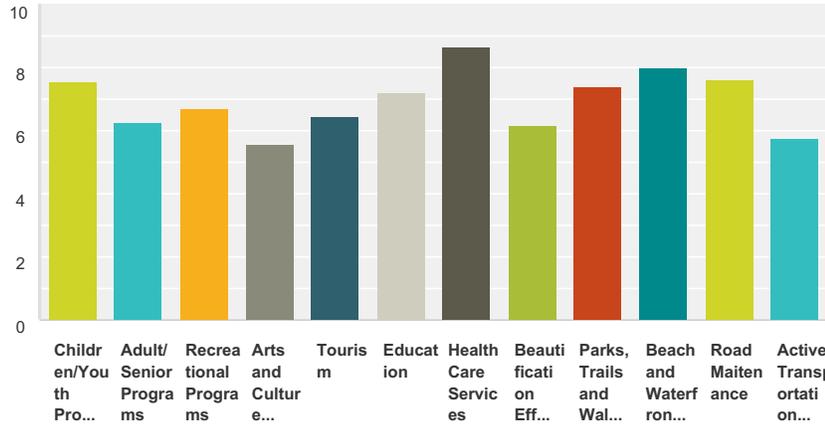


Answer Choices	Responses	
Increase tax or impose a new charge to maintain current service levels	46.79%	124
Maintain current tax and service charges with a reduction in service levels	20.75%	55
No option	20.00%	53
Other (please specify)	12.45%	33
<b>Total</b>		<b>265</b>

# Strategic Planning Town Survey

**Q9 Regarding improved service. Please rank the following services you would be willing to increase tax or impose a new charge to maintain/improve? With 1 being the most important.**

Answered: 263 Skipped: 9

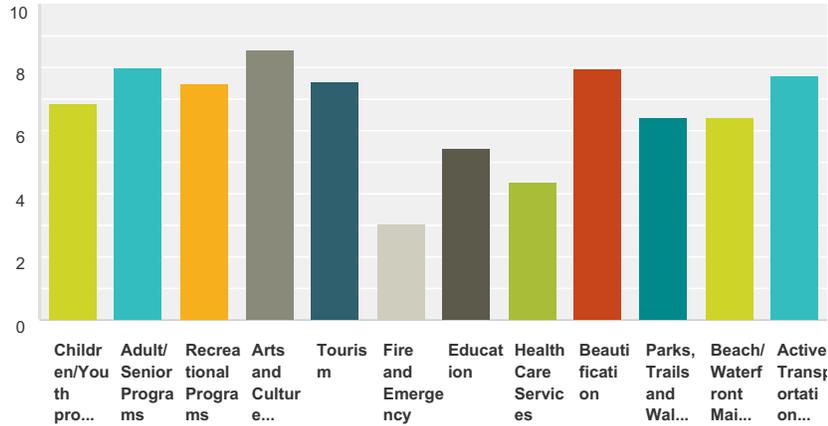


	1	2	3	4	5	6	7	8	9	10	11	12	N/A	Total	Score
Children/Youth Programs	16.59% 36	8.29% 18	3.69% 8	8.76% 19	5.99% 13	5.53% 12	5.07% 11	5.53% 12	3.69% 8	5.53% 12	3.23% 7	6.91% 15	21.20% 46	217	7.56
Adult/Senior Programs	6.54% 14	6.54% 14	7.94% 17	7.94% 17	9.35% 20	3.27% 7	7.01% 15	3.27% 7	8.88% 19	8.88% 19	8.41% 18	8.88% 19	13.08% 28	214	6.27
Recreational Programs	2.34% 5	6.07% 13	10.28% 22	8.88% 19	7.01% 15	9.81% 21	7.94% 17	11.68% 25	14.02% 30	5.14% 11	3.27% 7	1.40% 3	12.15% 26	214	6.69
Arts and Culture Programs	4.89% 11	4.44% 10	5.78% 13	6.67% 15	6.67% 15	4.89% 11	6.67% 15	10.22% 23	6.67% 15	8.89% 20	11.11% 25	11.56% 26	11.56% 26	225	5.55
Tourism	7.08% 16	5.75% 13	7.52% 17	4.87% 11	10.18% 23	8.41% 19	9.73% 22	8.85% 20	8.85% 20	11.06% 25	5.31% 12	4.42% 10	7.96% 18	226	6.45
Education	3.13% 7	11.16% 25	11.61% 26	9.82% 22	10.27% 23	8.93% 20	6.25% 14	6.25% 14	4.02% 9	8.04% 18	5.36% 12	3.13% 7	12.05% 27	224	7.19
Health Care Services	18.94% 43	18.06% 41	9.25% 21	9.25% 21	7.49% 17	9.25% 21	4.85% 11	3.52% 8	2.20% 5	3.52% 8	3.08% 7	3.52% 8	7.05% 16	227	8.63
Beautification Efforts	0.87% 2	3.91% 9	8.70% 20	7.83% 18	12.17% 28	10.00% 23	10.43% 24	9.57% 22	5.65% 13	6.52% 15	9.57% 22	4.78% 11	10.00% 23	230	6.16
Parks, Trails and Walkway Maintenance	7.86% 18	7.86% 18	10.48% 24	10.48% 24	12.66% 29	7.42% 17	9.61% 22	11.35% 26	6.55% 15	4.37% 10	3.93% 9	1.31% 3	6.11% 14	229	7.41
Beach and Waterfront Maintenance and Development	15.45% 36	12.02% 28	10.30% 24	9.87% 23	4.72% 11	9.01% 21	9.44% 22	6.44% 15	6.87% 16	4.72% 11	2.15% 5	2.15% 5	6.87% 16	233	8.02
Road Maintenance	14.96% 35	11.11% 26	7.26% 17	9.40% 22	5.56% 13	11.11% 26	5.98% 14	5.98% 14	5.56% 13	8.12% 19	4.27% 10	3.85% 9	6.84% 16	234	7.58
Active Transportation Improvement	7.59% 18	6.33% 15	7.59% 18	5.06% 12	5.06% 12	4.22% 10	7.17% 17	3.80% 9	7.59% 18	8.44% 20	13.50% 32	11.81% 28	11.81% 28	237	5.77

## Strategic Planning Town Survey

**Q10 Regarding services, please rank the following services in which you would be willing to cut to maintain taxation levels or impose a separate fee for use. 1 being the first service and 12 being the last service.**

Answered: 217 Skipped: 55

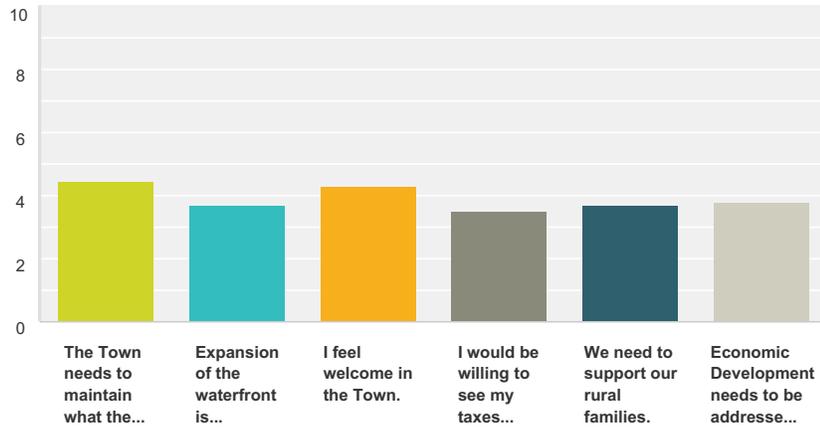


	1	2	3	4	5	6	7	8	9	10	11	12	Total	Score
Children/Youth programs	10.47% 18	8.14% 14	5.23% 9	13.95% 24	8.72% 15	6.98% 12	11.05% 19	5.81% 10	11.63% 20	4.07% 7	6.40% 11	7.56% 13	172	6.86
Adult/Senior Programs	15.76% 29	10.87% 20	13.04% 24	11.96% 22	8.15% 15	7.07% 13	10.87% 20	6.52% 12	4.35% 8	5.43% 10	2.72% 5	3.26% 6	184	8.02
Recreational Programs	2.94% 5	10.00% 17	15.88% 27	11.76% 20	11.76% 20	10.59% 18	10.00% 17	12.94% 22	6.47% 11	5.29% 9	1.76% 3	0.59% 1	170	7.49
Arts and Culture Programs	20.77% 38	18.03% 33	9.29% 17	10.93% 20	9.29% 17	7.65% 14	2.73% 5	6.01% 11	7.10% 13	2.19% 4	2.19% 4	3.83% 7	183	8.56
Tourism	7.95% 14	11.93% 21	14.20% 25	8.52% 15	10.23% 18	11.36% 20	7.39% 13	9.66% 17	8.52% 15	4.55% 8	4.55% 8	1.14% 2	176	7.57
Fire and Emergency	1.88% 3	1.88% 3	5.00% 8	1.25% 2	1.88% 3	2.50% 4	2.50% 4	2.50% 4	4.38% 7	11.25% 18	22.50% 36	42.50% 68	160	3.03
Education	5.39% 9	5.39% 9	4.79% 8	9.58% 16	7.19% 12	4.19% 7	4.19% 7	7.19% 12	8.98% 15	20.36% 34	16.77% 28	5.99% 10	167	5.43
Health Care Services	5.29% 9	3.53% 6	3.53% 6	3.53% 6	4.12% 7	4.12% 7	4.71% 8	4.12% 7	11.76% 20	15.88% 27	21.76% 37	17.65% 30	170	4.36
Beautification	12.00% 21	13.71% 24	10.86% 19	11.43% 20	10.29% 18	9.14% 16	10.86% 19	8.00% 14	4.57% 8	4.57% 8	2.86% 5	1.71% 3	175	7.97
Parks, Trails and Walkways	2.33% 4	7.56% 13	7.56% 13	6.40% 11	10.47% 18	13.95% 24	13.37% 23	10.47% 18	13.37% 23	4.65% 8	6.40% 11	3.49% 6	172	6.42
Beach/Waterfront Maintenance and Development	8.29% 15	6.63% 12	6.63% 12	7.73% 14	8.29% 15	11.05% 20	8.29% 15	13.26% 24	6.63% 12	8.29% 15	5.52% 10	9.39% 17	181	6.40
Active Transportation Improvements	21.51% 40	11.83% 22	9.14% 17	4.84% 9	7.53% 14	6.99% 13	8.06% 15	6.45% 12	6.45% 12	8.60% 16	3.76% 7	4.84% 9	186	7.77

## Strategic Planning Town Survey

**Q11 Please rate each of the following statements on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree.**

Answered: 267 Skipped: 5

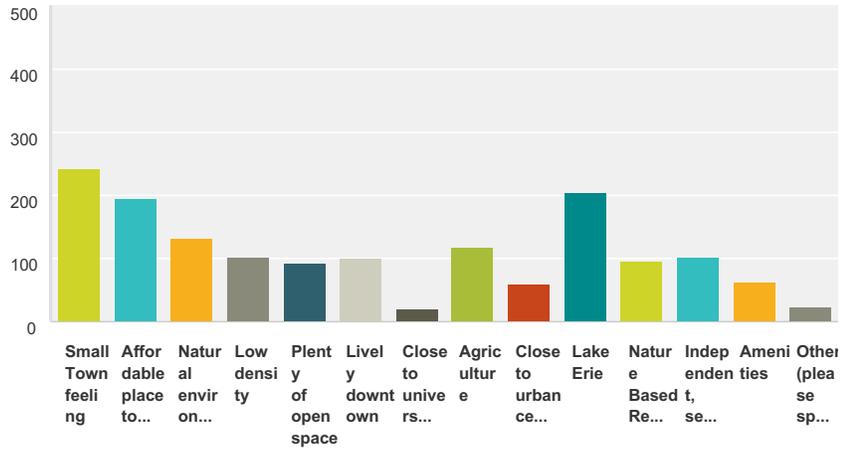


	1	2	3	4	5	Total	Weighted Average
The Town needs to maintain what they currently have.	2.27% 6	1.89% 5	11.36% 30	19.70% 52	64.77% 171	264	4.43
Expansion of the waterfront is important to me.	11.99% 32	8.99% 24	17.60% 47	18.73% 50	42.70% 114	267	3.71
I feel welcome in the Town.	2.63% 7	1.88% 5	12.78% 34	29.32% 78	53.38% 142	266	4.29
I would be willing to see my taxes increase minimally to see projects move forward quicker.	11.70% 31	13.96% 37	20.00% 53	23.77% 63	30.57% 81	265	3.48
We need to support our rural families.	6.13% 16	10.34% 27	22.61% 59	26.82% 70	34.10% 89	261	3.72
Economic Development needs to be addressed in the Town.	3.40% 9	8.68% 23	26.42% 70	29.43% 78	32.08% 85	265	3.78

# Strategic Planning Town Survey

## Q12 What do you believe Kingsville's strengths are? Please choose all that apply.

Answered: 266 Skipped: 6

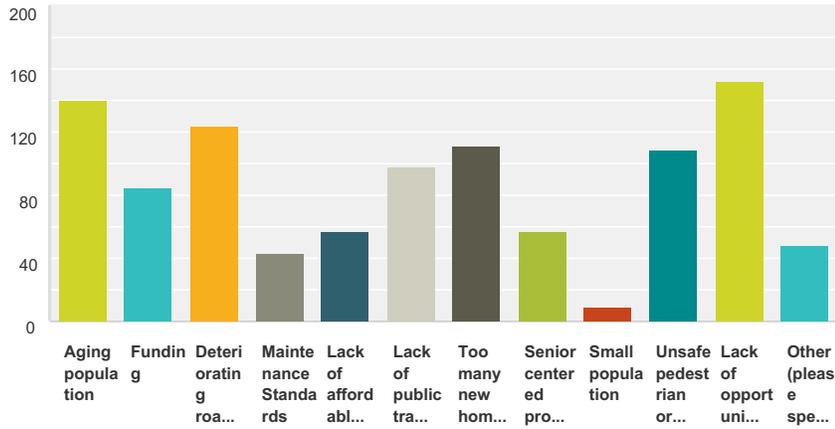


Answer Choices	Responses
Small Town feeling	91.35% 243
Affordable place to live	72.93% 194
Natural environment	49.62% 132
Low density	38.35% 102
Plenty of open space	34.59% 92
Lively downtown	37.97% 101
Close to university and college	7.89% 21
Agriculture	44.36% 118
Close to urban centres	22.18% 59
Lake Erie	77.07% 205
Nature Based Recreation	35.34% 94
Independent, self sufficient spirit of residents	38.35% 102
Amenities	23.68% 63
Other (please specify)	8.65% 23
<b>Total Respondents: 266</b>	

# Strategic Planning Town Survey

## Q13 What are Kingsville`s challenges? Please choose all that apply.

Answered: 265 Skipped: 7

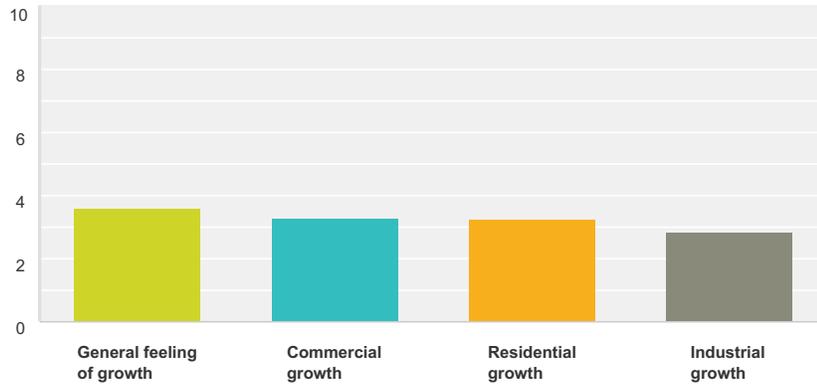


Answer Choices	Responses
Aging population	52.83% 140
Funding	32.08% 85
Deteriorating roadways	46.79% 124
Maintenance Standards	16.23% 43
Lack of affordable housing	21.51% 57
Lack of public transportation	36.98% 98
Too many new homes being developed	41.89% 111
Senior centered programming	21.51% 57
Small population	3.40% 9
Unsafe pedestrian or bicycle conditions	41.13% 109
Lack of opportunity for young people	57.36% 152
Other (please specify)	18.11% 48
<b>Total Respondents: 265</b>	

## Strategic Planning Town Survey

### Q14 On a scale of 1 to 5, with 1 being very negative and 5 being very positive, how do you feel about the growth and change in Kingsville?

Answered: 268 Skipped: 4

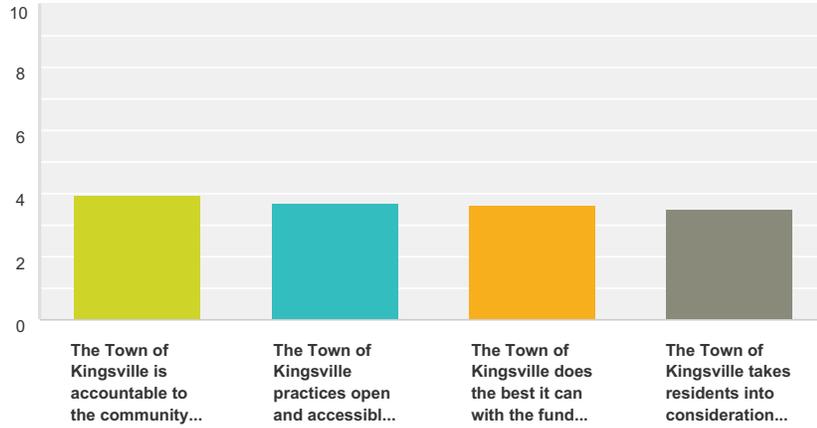


	1	2	3	4	5	Total	Weighted Average
General feeling of growth	5.22% 14	10.45% 28	26.87% 72	36.19% 97	21.27% 57	268	3.58
Commercial growth	5.60% 15	13.81% 37	39.18% 105	25.37% 68	16.04% 43	268	3.32
Residential growth	14.55% 39	14.18% 38	24.25% 65	25.75% 69	21.27% 57	268	3.25
Industrial growth	16.17% 43	17.67% 47	41.73% 111	15.04% 40	9.40% 25	266	2.84

# Strategic Planning Town Survey

**Q15 Please rate each of the following statements on a scale of 1 to 5, with a 1 being strongly disagree and 5 being strongly agree.**

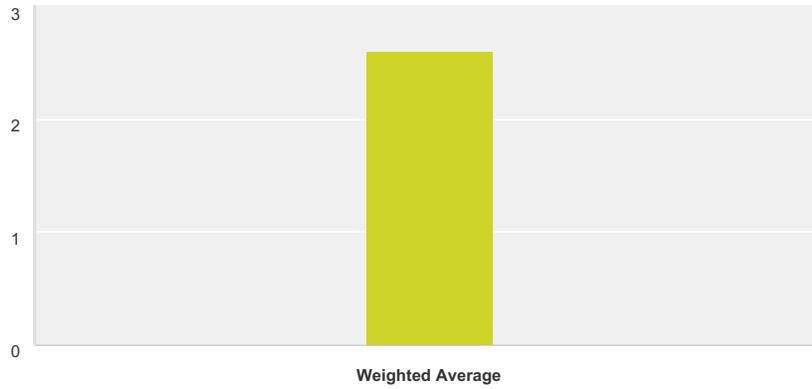
Answered: 265 Skipped: 7



	1	2	3	4	5	Total	Weighted Average
The Town of Kingsville is accountable to the community for leadership and good governance.	4.55% 12	4.55% 12	21.59% 57	31.44% 83	37.88% 100	264	3.94
The Town of Kingsville practices open and accessible government.	4.91% 13	6.79% 18	25.66% 68	38.11% 101	24.53% 65	265	3.71
The Town of Kingsville does the best it can with the funding available.	4.92% 13	9.85% 26	26.52% 70	33.33% 88	25.38% 67	264	3.64
The Town of Kingsville takes residents into consideration when making decisions that affect them.	7.55% 20	12.08% 32	25.66% 68	34.34% 91	20.38% 54	265	3.48

**Q16 Do you receive too much, just enough, or too little information from the Town of Kingsville?**

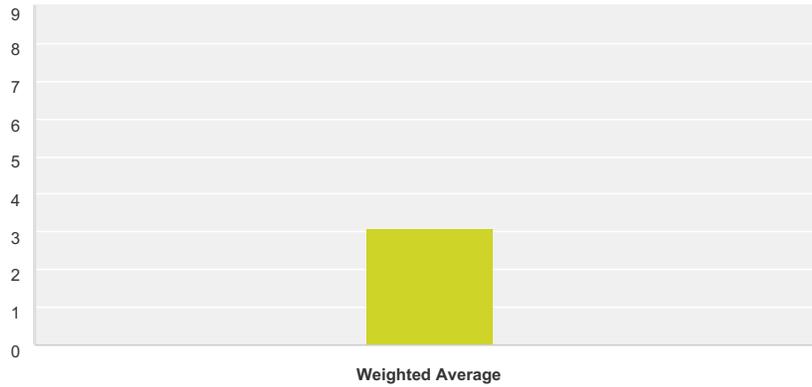
Answered: 265 Skipped: 7



Answer Choices	Responses
Too much	0.75% 2
Just enough	39.62% 105
Too litte	59.62% 158
<b>Total</b>	<b>265</b>

**Q17 I prefer to receive my municipal information via:**

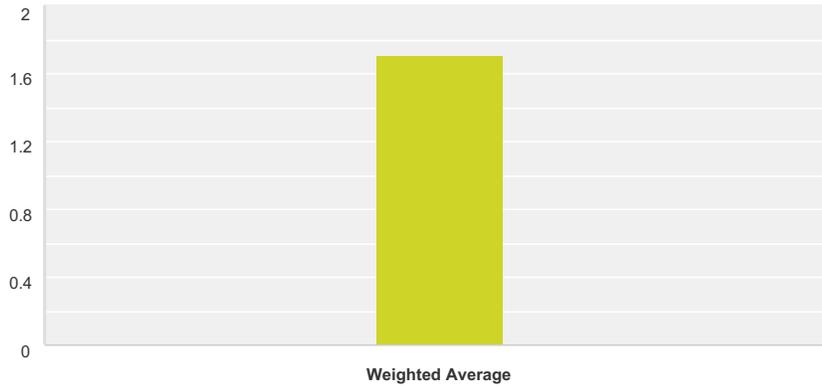
Answered: 267 Skipped: 5



Answer Choices	Responses	
Email	36.70%	98
Newspaper	4.49%	12
Website	15.36%	41
Traditional Mail	19.10%	51
Social Media	18.73%	50
Word of mouth	0.37%	1
Radio	0.75%	2
Television	0.37%	1
Other (please specify)	4.12%	11
<b>Total</b>		<b>267</b>

**Q18 Please contact me for further information.**

Answered: 186 Skipped: 86



Answer Choices	Responses	
Yes	28.49%	53
No	71.51%	133
<b>Total</b>		<b>186</b>

# Strategic Planning Town Survey

## Q19 Address

Answered: 124 Skipped: 148

Answer Choices	Responses	
Name	95.16%	118
Company	0.00%	0
Address	89.52%	111
Address 2	0.00%	0
City/Town	95.97%	119
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	83.87%	104
Email Address	87.10%	108
Phone Number	75.00%	93