

## **Frequently Asked Questions (FAQ) about the 2023 Township of King Citizen Survey**

### **I received a letter in the mail inviting me to participate in the survey, why should I participate?**

It is important for you as a resident to have the opportunity to share feedback about your experience with the Township of King. The survey will ask questions about a number of different topics including quality of life, importance and satisfaction with programs and services like roads and recreation programs, experiences contacting the Township of King, and more. Please review the resident letter and accompanying FAQ you received in the mail for additional information on how to complete the survey.

### **Who is conducting the survey?**

The King Citizen Survey (2023) is sponsored by the Township of King and is being conducted by Ipsos Research, a global leader in survey-based market research and public opinion polling.

### **How were survey respondents selected?**

Households are selected at random from a list of all households within the Township of King, so that we can accurately represent and understand the experiences of all residents. This survey is being conducted through a *random sampling* of residents in the Township to avoid any kind of bias in the survey results. This is a common approach for conducting statistically valid surveys of this kind.

### **Why is a random sample so important?**

Random sampling ensures that results obtained from the sample reflect approximately what would have been obtained if the entire population had been measured. All households had an equal chance of being selected.

### **What is statistical validity?**

Statistical validity can be defined as the extent to which conclusions that are drawn from research, in this case the Citizen Survey, can be considered accurate and reliable in representing an entire population. Random sampling is strong evidence of validity in being able to generalize about the larger population.

### **When will the survey close?**

The survey will close on February 17<sup>th</sup>.

### **Are answers confidential and private?**

Any information you provide will be kept confidential, as required by law. All collected data will be used for research purposes only.

### **How will the results of the survey be used?**

Results from the King Citizen Survey will be used by the Township to evaluate and improve programs and services offered to residents and inform strategic decision making and business planning.



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**If I did not receive a letter to participate in the survey, but have feedback I want to provide, who can I contact?**

The Township of King welcomes and encourages citizen feedback at any time, year-round! There are several channels where you can provide any feedback or get in touch with staff relating to Township services, programs, initiatives, and priorities:

- **ServiceKING**
  - P: 905-833-5321
  - E: [serviceking@king.ca](mailto:serviceking@king.ca)
- **ServiceKING Online Customer Centre**
  - <https://www.king.ca/serviceking>

**Who can I contact if I have any questions or inquiries about the survey?**

Township of King:

Meghan Ditta, Supervisor of Strategy and Transformation  
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[mditta@king.ca](mailto:mditta@king.ca)

Ipsos

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