



# shopKING

## RESIDENT SURVEY RESULTS Total King Township



March 23rd, 2016



# Executive Summary

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## Sample Size

- 601 King Township residents began the survey, with 523 completing the entire survey
- This sample size yields results reported at a 95% confidence level with a 5% margin of error

## Respondent Profile

- 50.9% of respondents were from King City, 25.3% were from Schomberg, and 23.3% were from Nobleton
- 84% of respondents were between 20 and 64, with 66.3% being female.
- 42.3% reported an annual household income of over \$100,000, with an additional 35.2% preferring not to disclose.
- 49.9% have lived in King Township for over 10 years, and 51.1% have lived in King Township for 9 years or less.

# Executive Summary

## Shopping Attitudes and Behaviours

- 53.3% of respondents do not need to leave King Township to go to work, and 58.7% live within 5 minutes driving time of their village's core shopping area.
- King Township residents prefer to shop local, with 77.3% agreeing with the statement "I try to shop locally whenever possible"
- Yet 44.1% rarely or never shop in King City, 51.8% rarely or never shop in Nobleton, and 57.6% rarely or never shop in Schomberg.
- 45.6% shop in Aurora/Newmarket at least once per week, and 39.8% shop in Richmond Hill/Vaughan at least once per week.
- The main reasons cited for not shopping in King are "what I need is not available" (71.3%) and "better selection" (58.7%)
- 57.4% agree with the statement that businesses in King do not sell the products and services that they need
- If more shops and services were available, King residents have indicated overwhelmingly that they would make use of them
- King residents are most likely to try a new business if they have heard about it through word of mouth (75.6%), they see a new sign and are interested (59.8%) or if it has been recommended to them (58.1%)
- 70.9% of residents would prefer shops and services to be housed in traditional/heritage style of buildings

# Executive Summary

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## Household Shopping

- 50.3% of King residents grocery shop in King, 33.6% go to the convenience store, and 27.1% go to the local pharmacy.
- For all other measured types of household shopping, over 50% of King residents shop outside of King.
- The types of shops King residents are most likely to shop in if they are made available are grocery (90.5%), bakery (84.6%) and pharmacy (82.5), followed closely by farmer's market (75.3%), hardware (73.8%) and garden centre (70.2%)

## Specialty Shopping

The only types of specialty shops in King Township that are used by King residents are florists (17.7%) and gifts and novelties (23.4%)

For all other types of specialty shopping measured, over 86% of King residents rarely or never shopped in King.

While specialty shops had less broad appeal than household shopping, respondents reported that they would shop if more clothes (57.6%), florists (59.2%), crafts/artisans/gallery (50.3%), gifts & novelties (59.8%), home décor/paint/wallpaper (53.8%) specialty bookstores (57.5%) and sporting goods (50.8%) were made available

# Executive Summary

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## Dining

- Unlike shopping, King Township residents do go out to dine in King Township
  - At least once or twice per month:
    - 63.8% dine at a casual eatery
    - 36.5% will dine at a family restaurant
    - 24.0% will dine at a fine restaurant
- King Township residents indicate a strong interests in having more dining establishments
  - 88.6% definitely or probably would dine at a casual eatery if it were made available
  - 81.5% definitely or probably would dine at a family restaurant if it were made available
  - 74.8% definitely or probably would dine at a fine restaurant if it were made available

## Recreation

- 77% of King residents rarely or never use fitness clubs/sports in King Township, and 80.7% rarely or never stay in King for recreation & entertainment (e.g. bowling/theatre/club)
- If these were made available in King, 57.5% say they would make use of fitness clubs and 69.6% say they would make use of recreation & entertainment facilities

# Executive Summary

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## Services

- Services for which residents are most likely to stay in King are gas (81.8%), health and wellness (48.8%) and tailor/dry cleaner/shoe repair (43.5%)
- For all other services examined, over 80% of residents went outside of King
- 86.1% of residents expressed a likelihood to use a gas station, 69.9% to use health and wellness services, 63.8% to use personal care services, 64.7% to use tailor/dry cleaner/shoe repair, and 50.8% to use sporting goods
- 44.4% were likely to use automotive services and 44.2% were likely to use business services (e.g. copying)

## Executive Summary

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- Open ended comments revealed some themes for each of the villages

### King City

Want increased selection – 36/92  
Care about village style – 9/92  
Happy with status quo – 8/92  
Unique Seneca needs – 6/92  
Traffic concerns – 4/92

### Nobleton

Want increased selection – 21/42  
Care about village style – 7/42  
Walkability/traffic concerns – 4/92

### Schomberg

Happy – 11/43  
Concerned re Main St – 4/43  
Find prices high – 3/43  
Concerned re red tape – 3/43

# Executive Summary

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## Conclusions & Recommendations

- King Township is an attractive place to locate a retail store or service
  - Over half of residents having no reason to leave King Township for work
  - 58.7% of residents live within a 5 minute drive of their village's core shopping area
  - The median income is \$194,000
  - Residents indicate that they would shop locally if the selection was available
  - There is also an opportunity for non residents, as drive through traffic is strong, with the following average daily traffic counts:
    - King Rd & Dufferin St – 32,000
    - King Rd & Keele St – 31,000
    - Highway 27 & Highway 9 – 15,000
    - Highway 27 & King Rd – 15,000



# Opportunity Identification

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## Existing businesses

- There is an opportunity to increase awareness through either individual businesses increasing their promotion (word of mouth, signage) or through a township wide or village specific campaign

## New Businesses

- New businesses will be welcomed in King Township. To secure awareness, they will need an effective sign, and should plan to create activities that will generate word of mouth in the township.
- New businesses should consider bundling some of the most desired shop types or services to increase appeal – e.g. hardware + garden centre, or create a bakery that also sells farm fresh goods (all year round farmer's market)

## Communications

- Consider bundling highlights of the survey results with other incentives for use in attracting new businesses to King into some form of promotional material

## Next Steps

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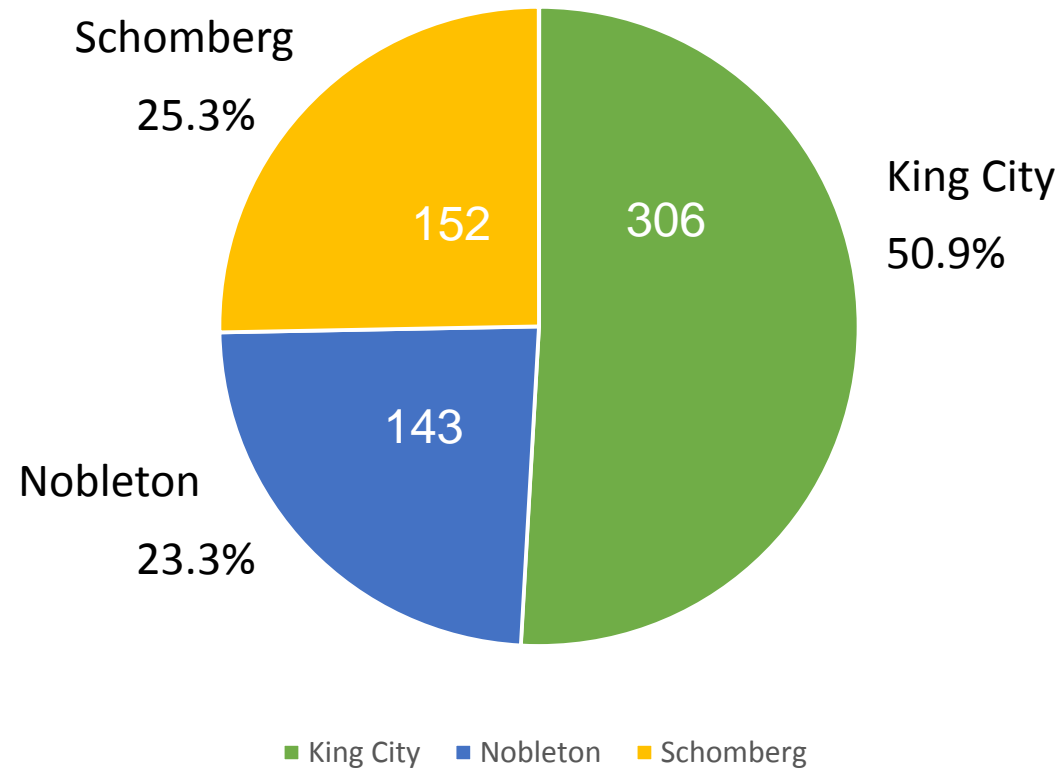
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# SURVEY RESULTS

**Of the 601 people who started the survey, 50.9% lived closest to King City, 25.3% lived closest to Schomberg, and 23.3% lived closest to Nobleton. A total of 523 completed the survey.**

In which of King Township's 3 villages do you live and/or work, or which is closest to your home?

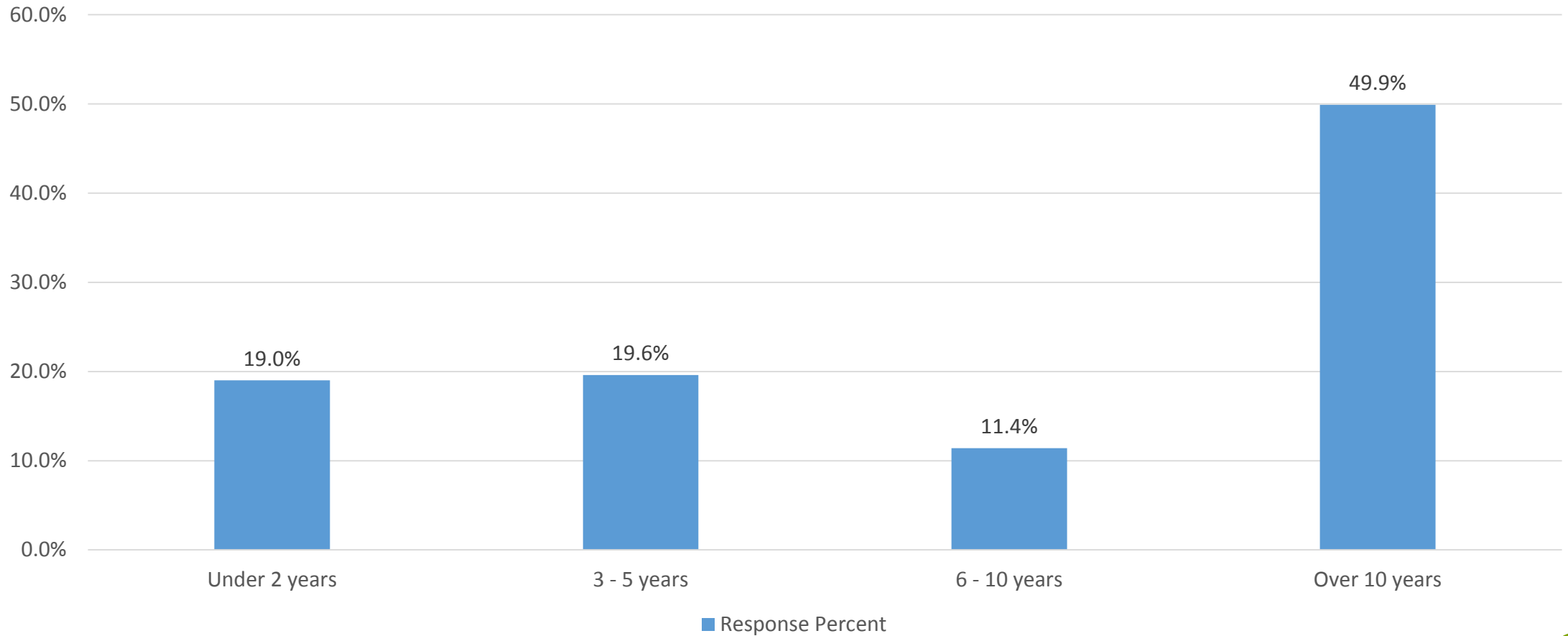
n = 601



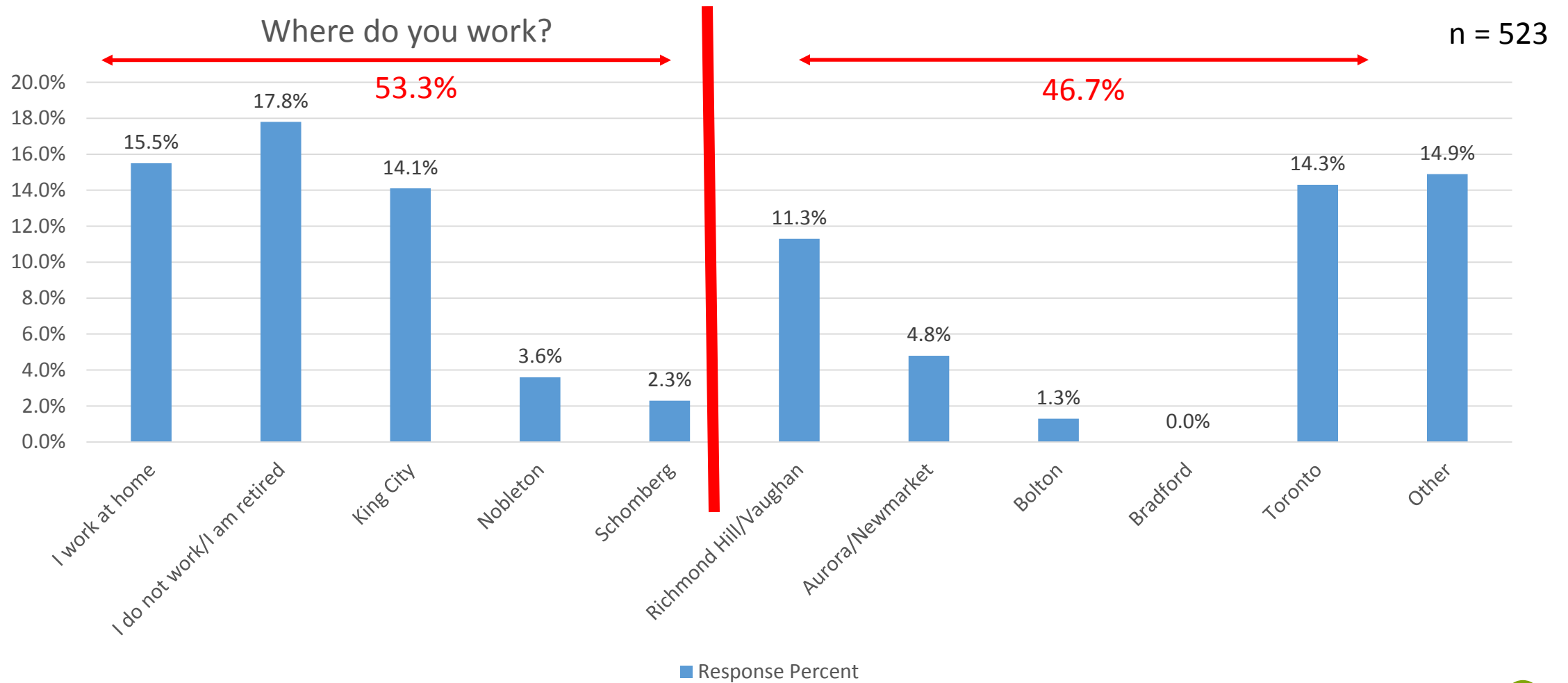
# Survey respondents reflected a good blend of residents new to King, and long term residents of King.

How long have you lived and/or worked in your community?

n = 525



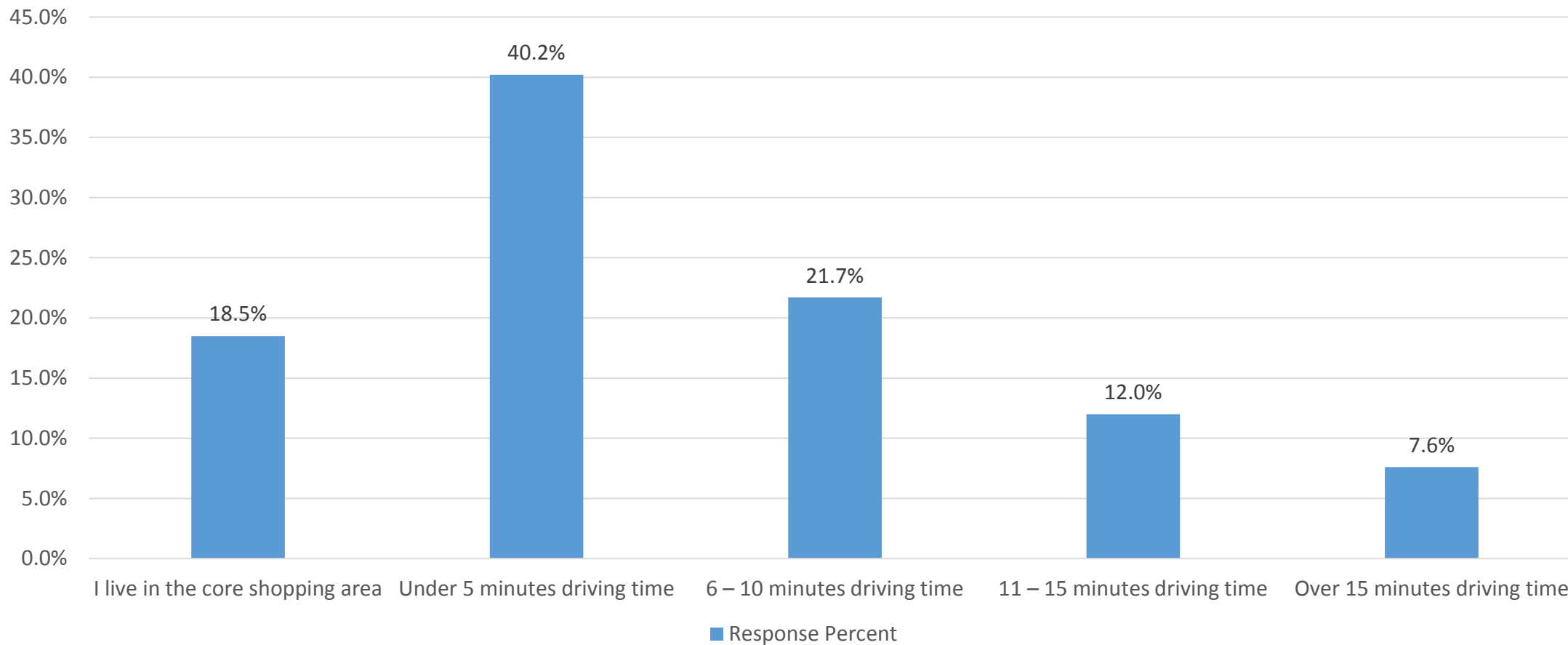
# 53.3% of respondents either work at home, do not work, or work in King Township.



# 58.7% of respondents live within 5 minutes of their closest village's core shopping area.

How far do you live from your closest village's core shopping area?

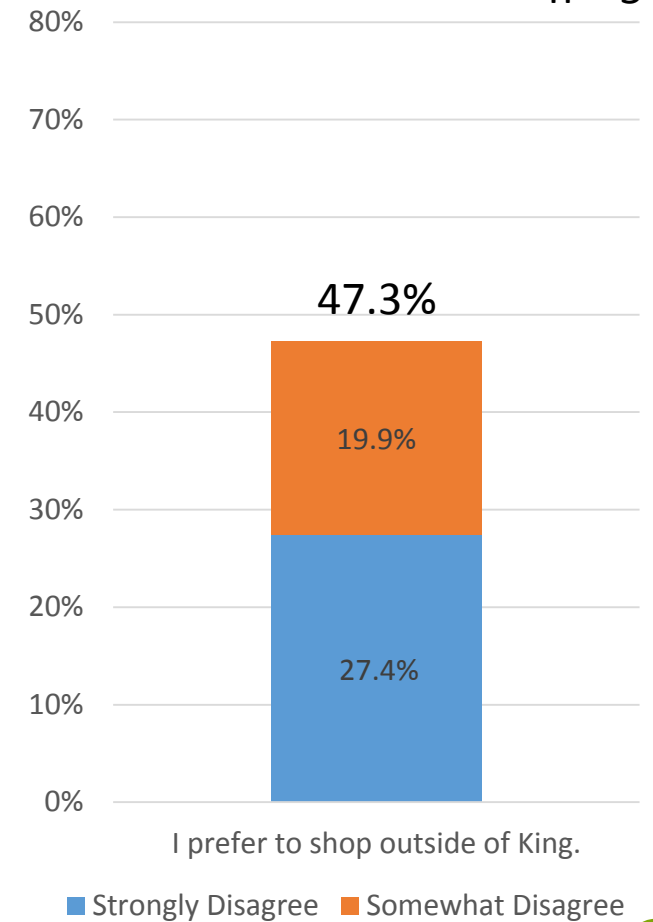
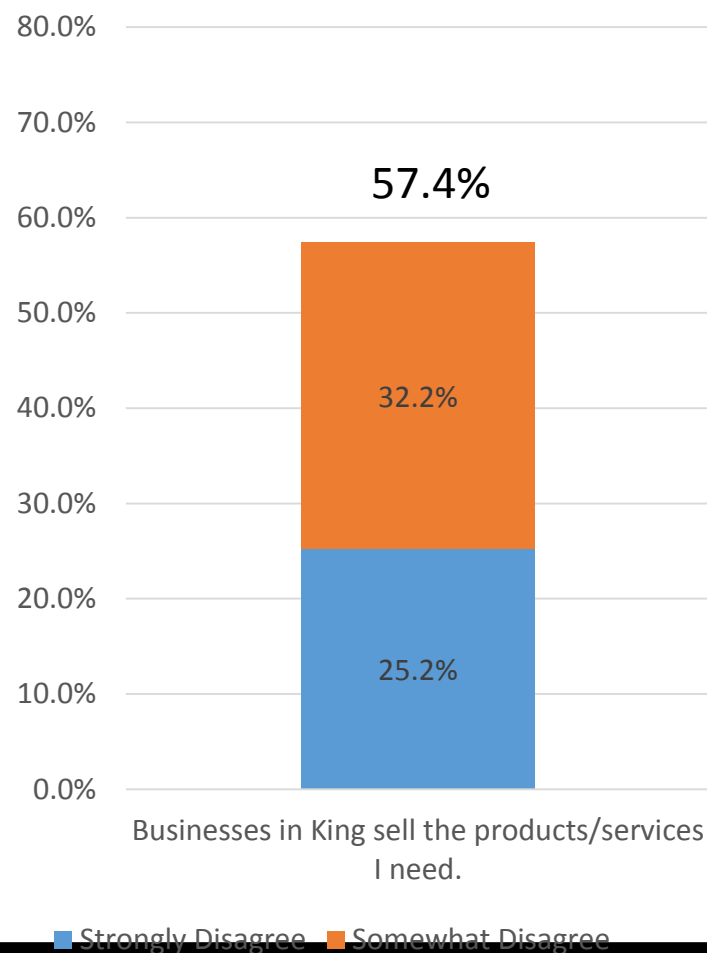
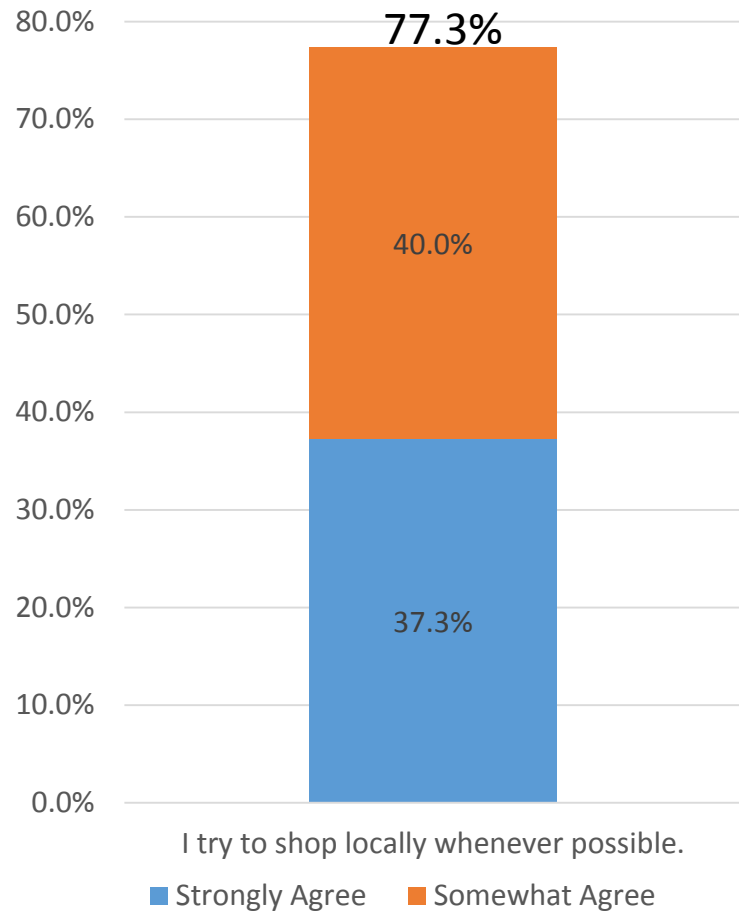
n = 525



**77.3% of King Township residents prefer to shop locally, however 57.4% do not feel King has the products or services they need. 47.3% disagree with the statement “I prefer to shop outside of King”.**

How strongly do you agree or disagree with the following statements?

n = 547

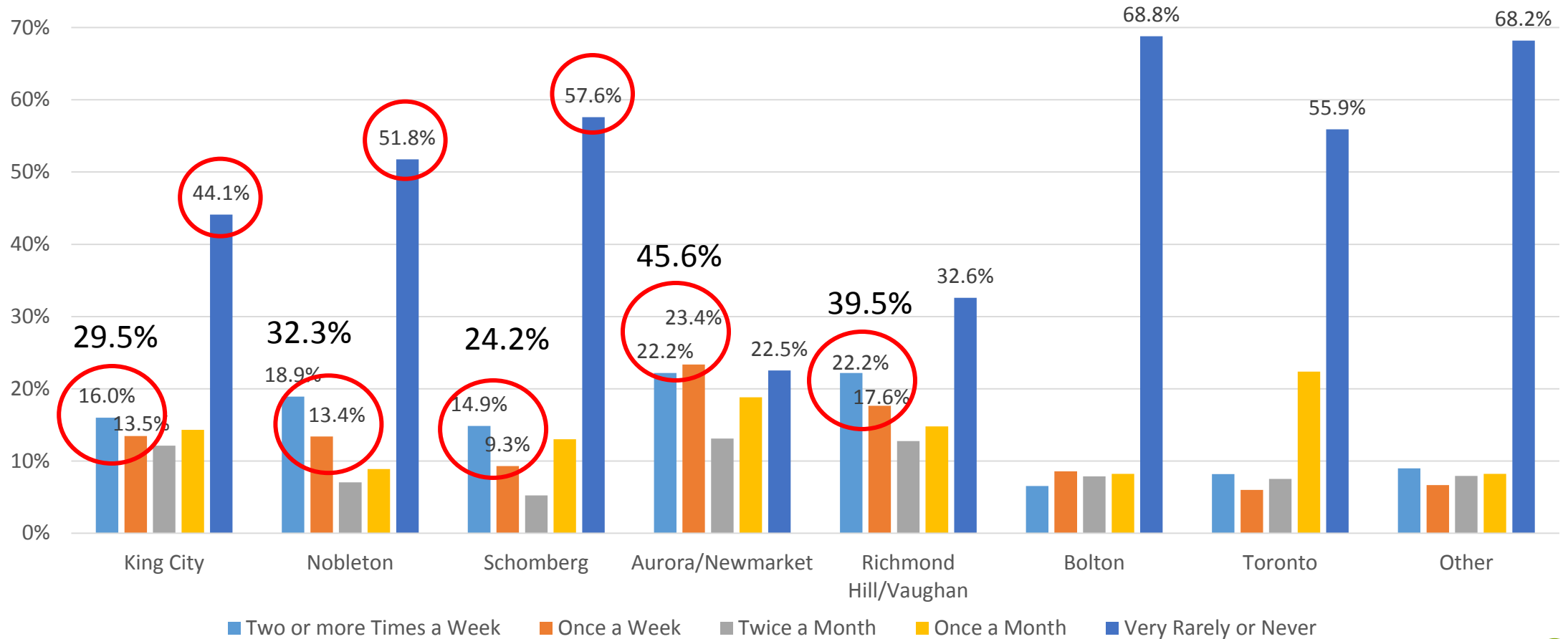




**King residents are more likely to shop in Aurora/Newmarket or Richmond Hill/Vaughan at least once per week than they are to shop in King. Almost half of King residents rarely or never shop in King City, and more than half rarely or never shop in Nobleton or Schomberg.**

How often do you shop at the following locations?

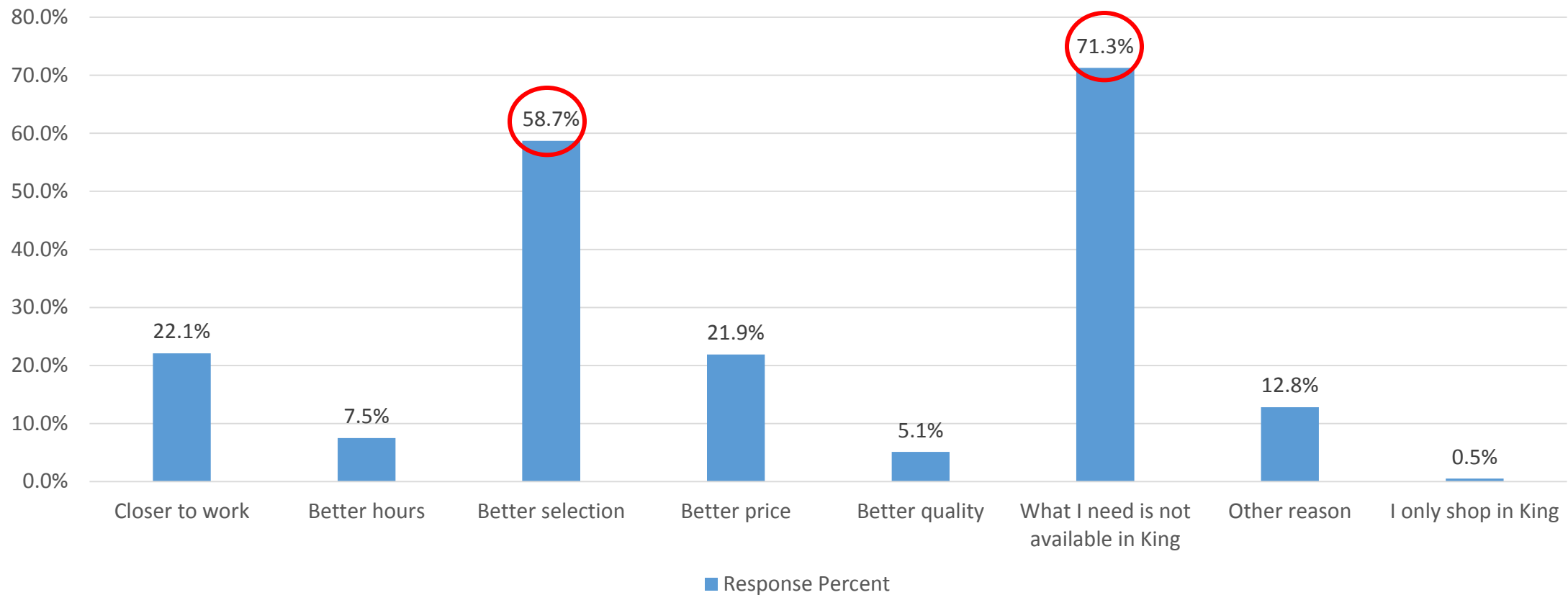
n = 561



# The main reasons residents shop outside of King is because what they need is not available in King (71.3%) or that there is a better selection outside of King (58.7%).

When you shop or get services in a location other than King, what are the TWO MAIN REASONS why?

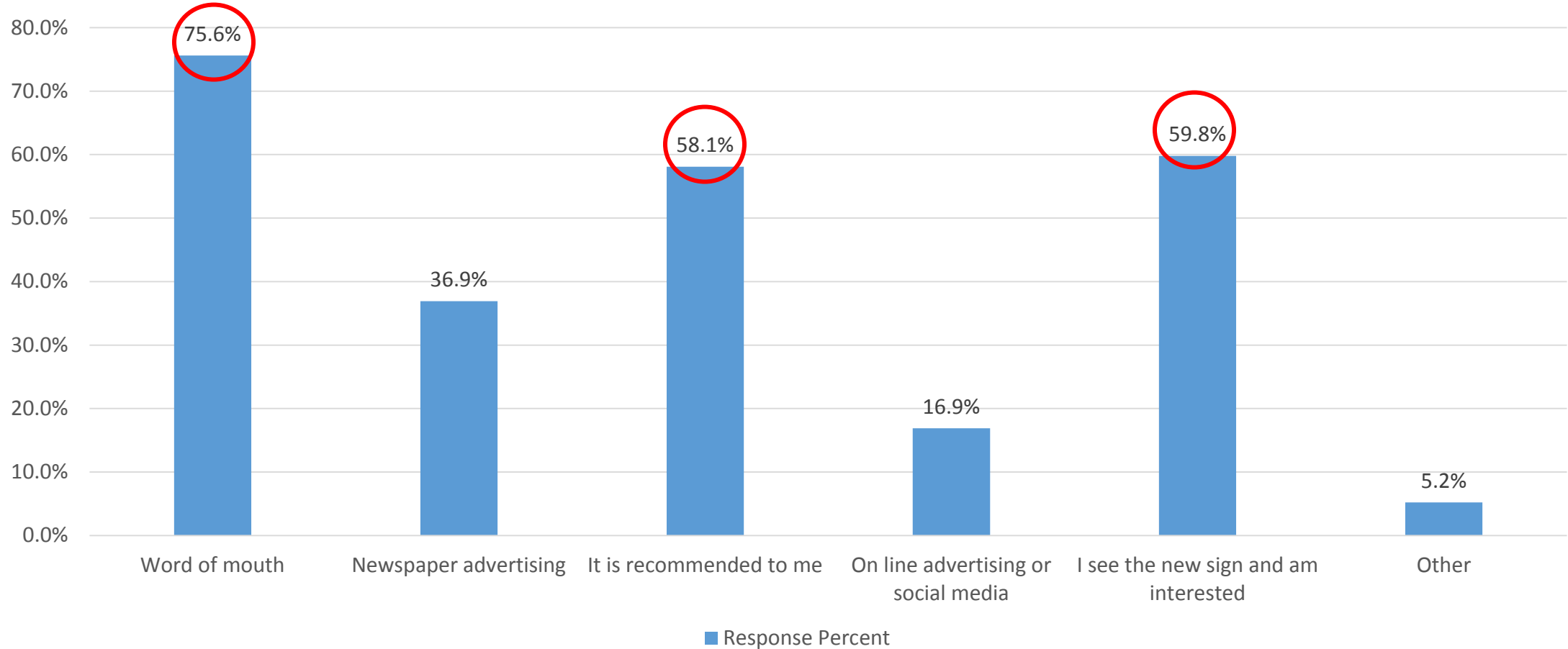
n = 547



# When trying a new business, King residents rely on word of mouth/recommendations or their interest is sparked by seeing a new sign.

What prompts you to try a new business in King? (select all that apply)

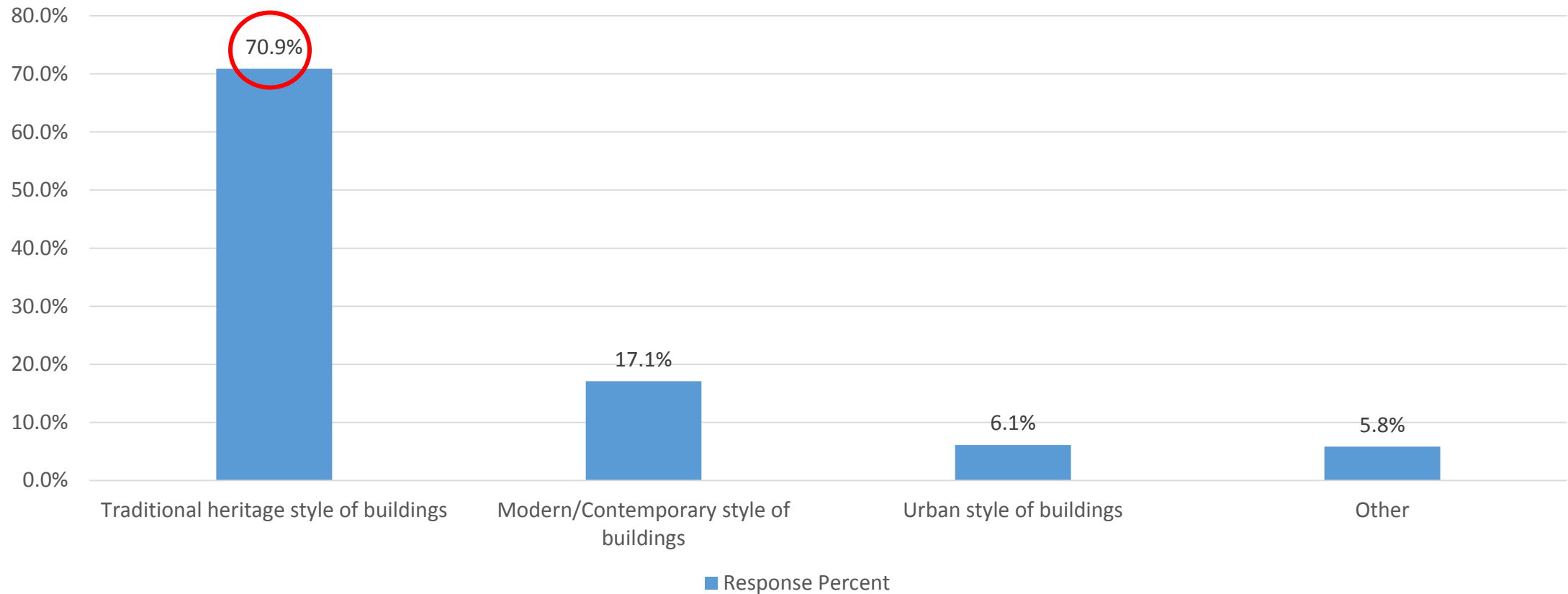
n = 537



# 70.9% of King residents prefer a traditional heritage style of building to house shops and services.

If you could choose a look and feel for the King Township buildings that house stores and services, what would they most closely resemble?

n = 537



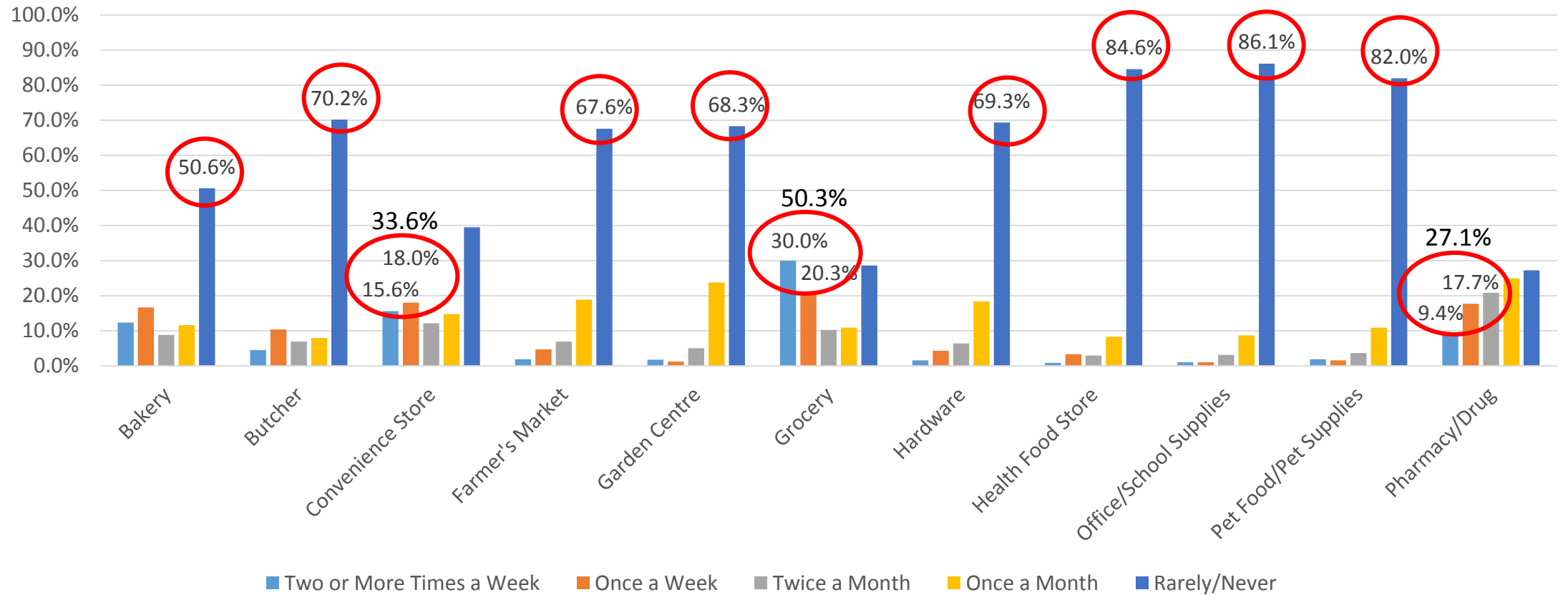
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# SHOPPING

**50.3% of King residents grocery shop, 33.6% go to the convenience store and 27.1% go to the drugstore in King Township at least once per week. For all other measured shopping needs, over 50% of King residents shop outside of King Township.**

How often do you stay in King Township to do the following types of household shopping?

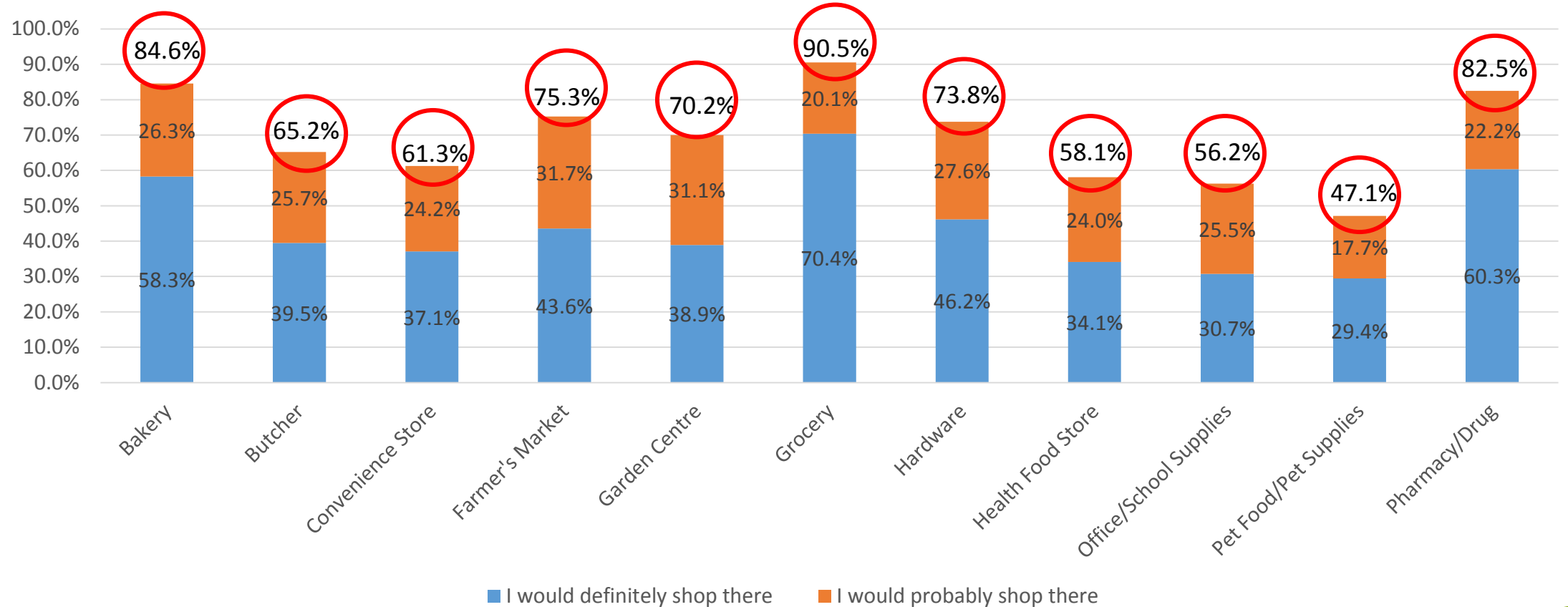
n = 561



# The majority of King Township residents are likely to shop locally if the shops were made available.

For each type of store please rank how likely you would be to shop at it or use it today if it was available in or near your village – Top 2 box score

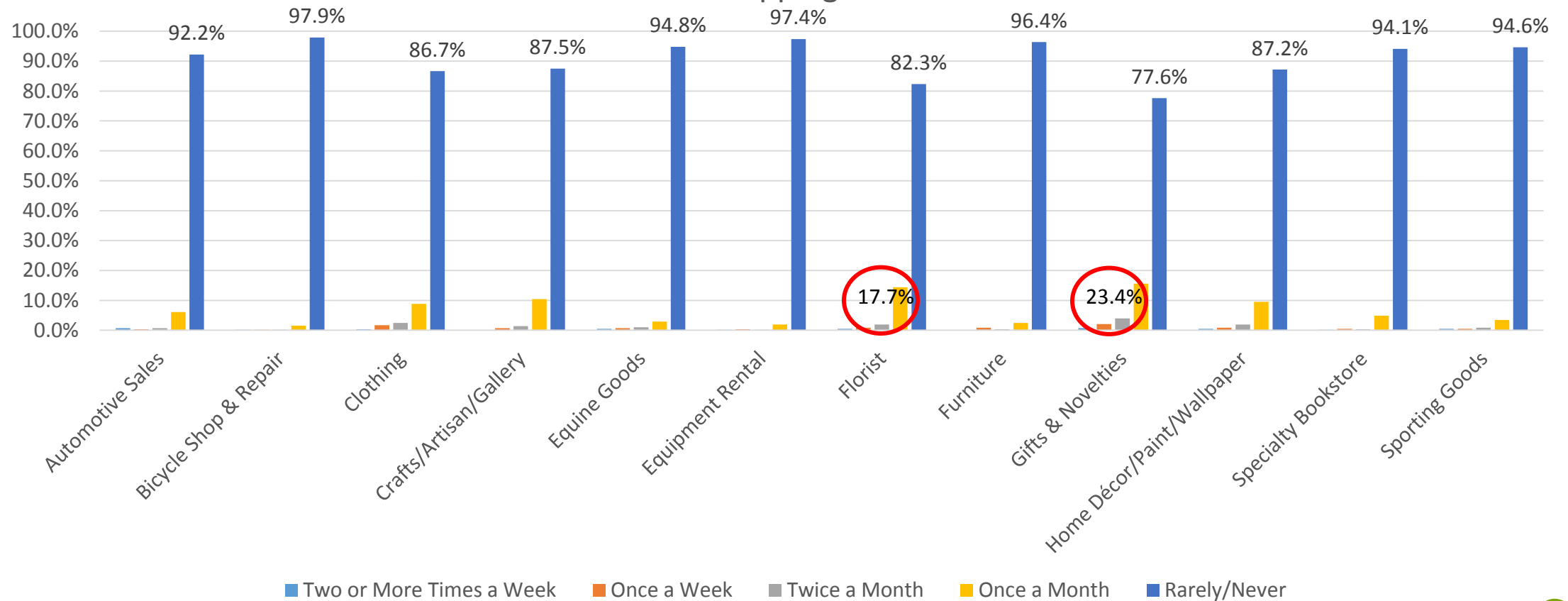
n = 537



# The vast majority of King residents do not do their specialty shopping in King Township. For those that do, they are most likely to shop for gifts and novelties or use a King florist.

How often do you stay in King Township to do the following types of specialty shopping?

n = 561

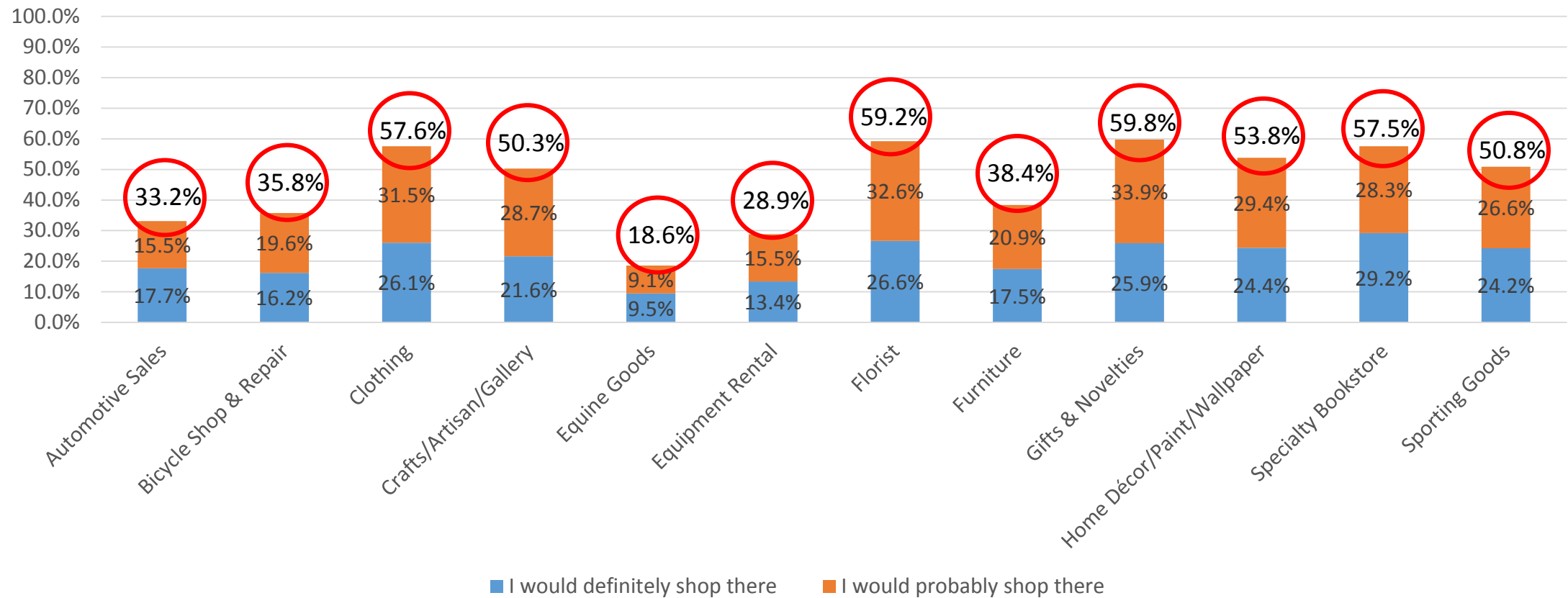




# King residents are likely to shop in specialty stores if they were made available, with over half agreeing that they would shop for clothes, crafts, flowers, gifts and novelties, home décor/paint/wallpaper, books and sporting goods.

For each type of specialty store please rank how likely you would be to shop at it or use it today if it was available in or near your village – Top 2 box score

n = 537



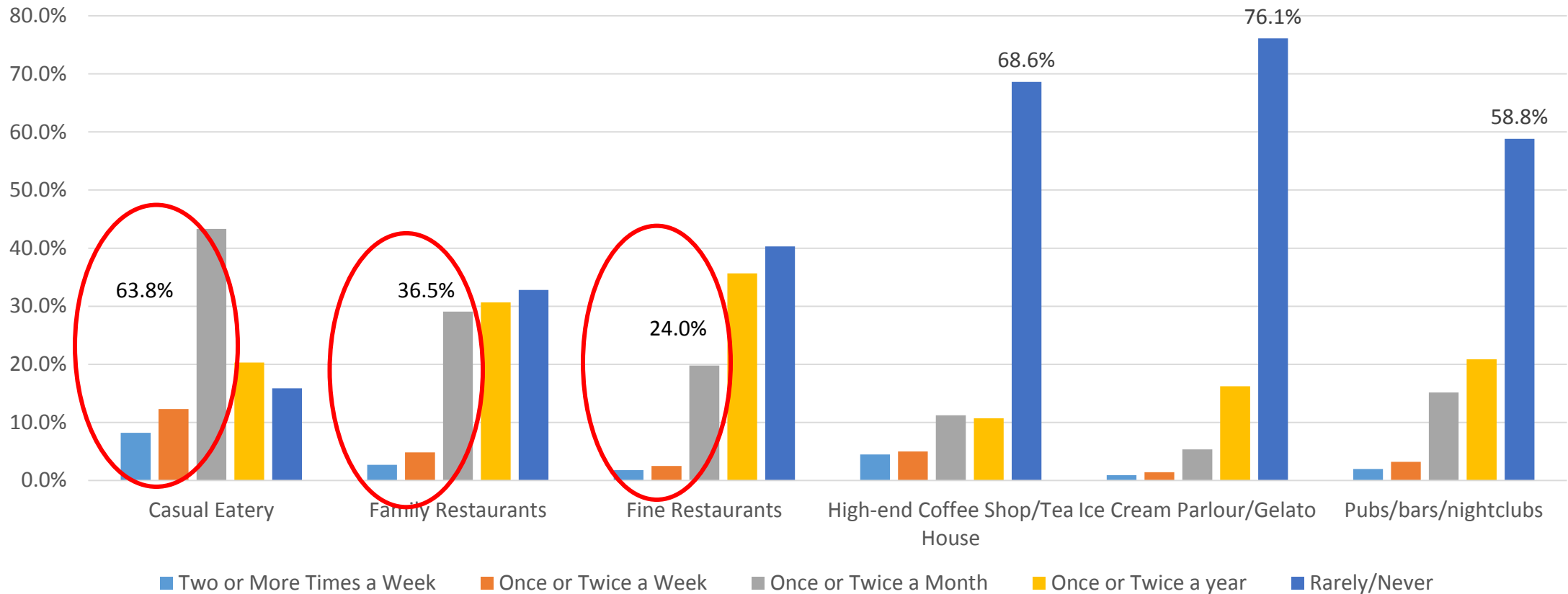
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# DINING

**King residents dine in King Township, with casual eateries being the most popular type of dining (20.5% frequenting at least once per week). 41.2% will visit a pub, bar or nightclub in King on occasion. 24% frequent fine restaurants at least once or twice per month.**

How often do you stay in King Township for the following types of dining and recreation?

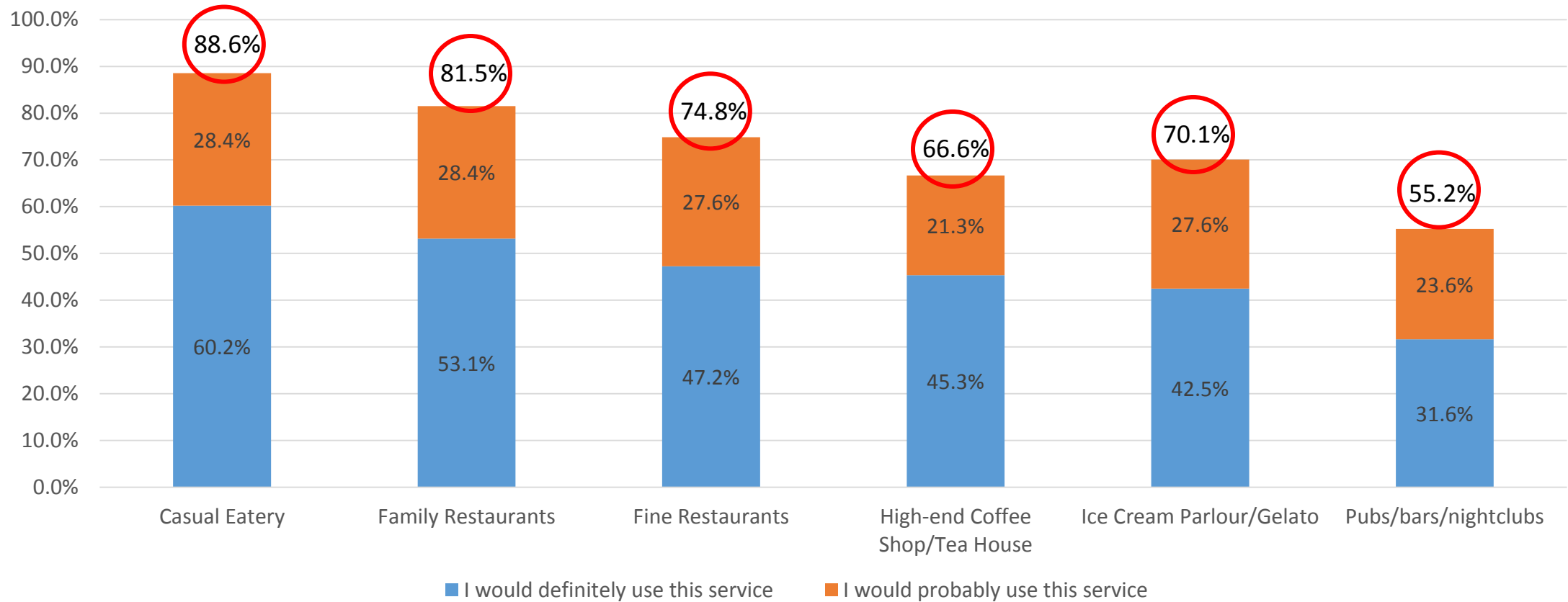
n = 561



# King residents indicate that they will frequent dining establishments, high end coffee houses/tea house and ice cream parlours/gelato if they are available.

For each type of dining and recreation please rank how likely you would be to use it today if it was available in or near your village.– Top 2 box score

n = 525



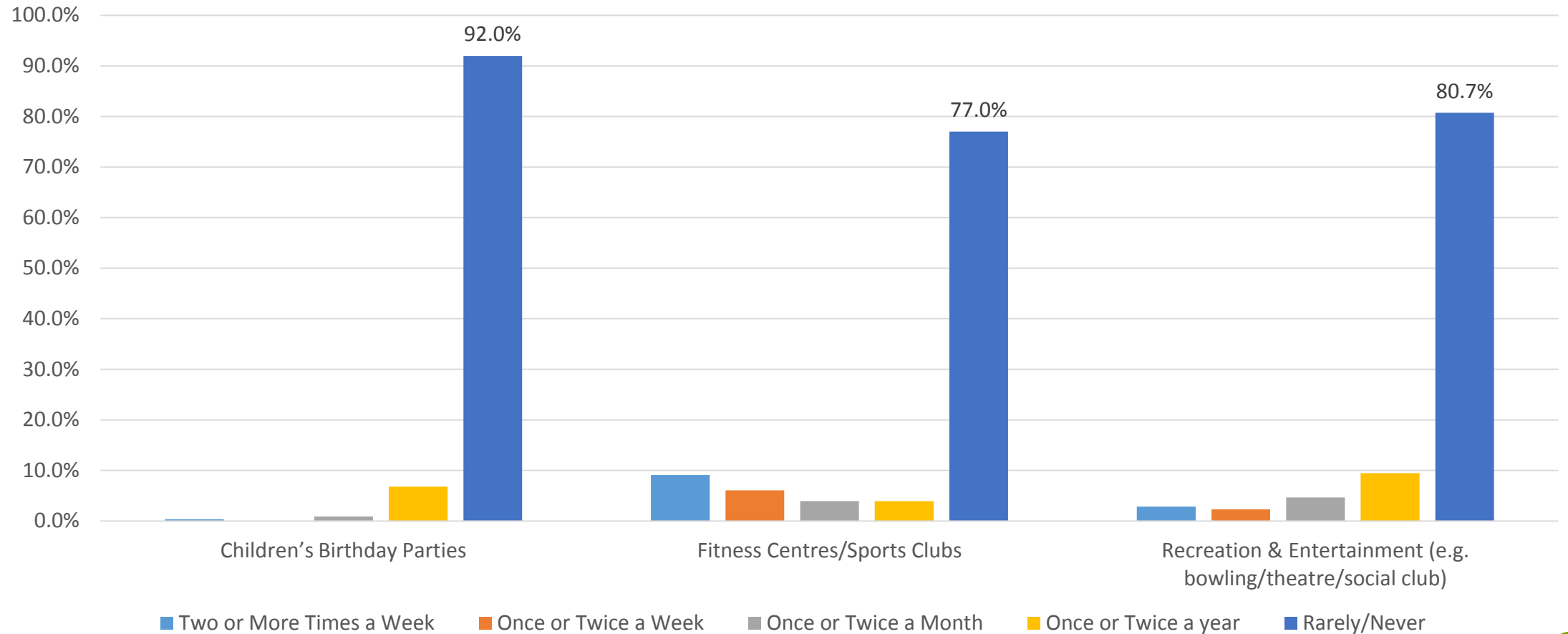
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# RECREATION

# Most King residents do not partake in other forms of recreation in King Township.

How often do you stay in King Township for the following types of recreation?

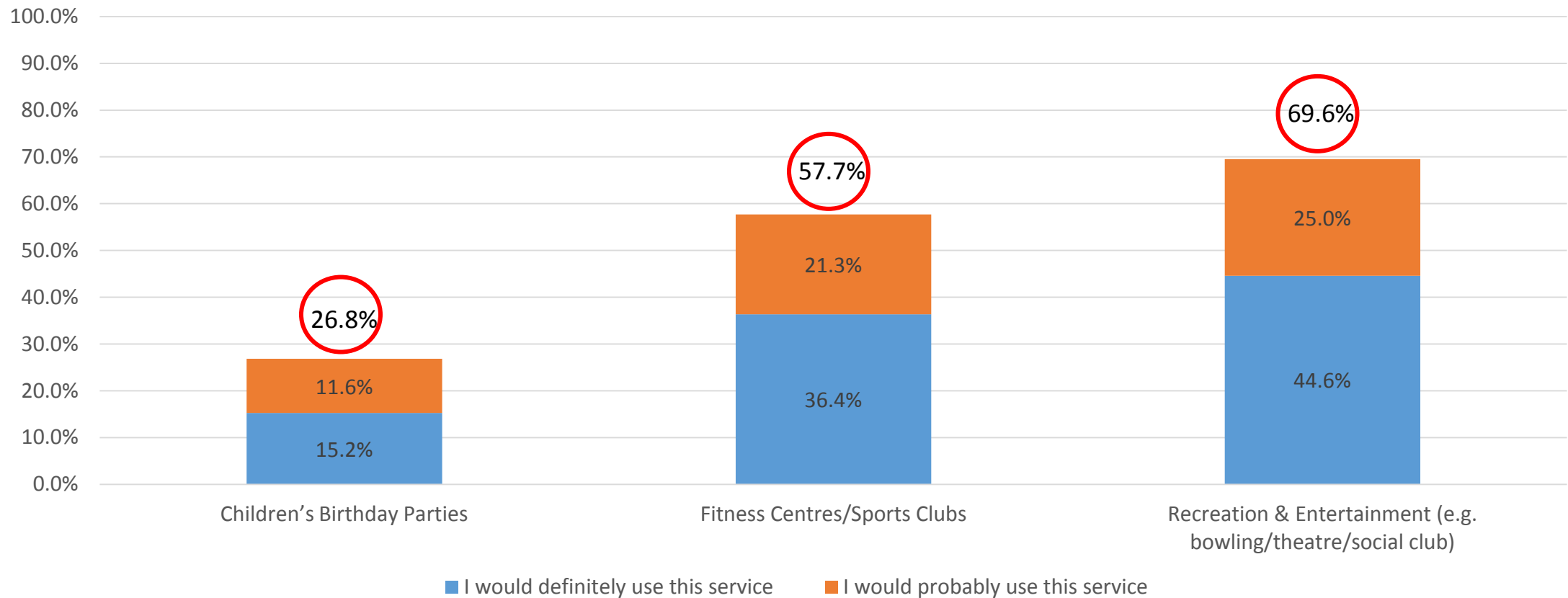
n = 561



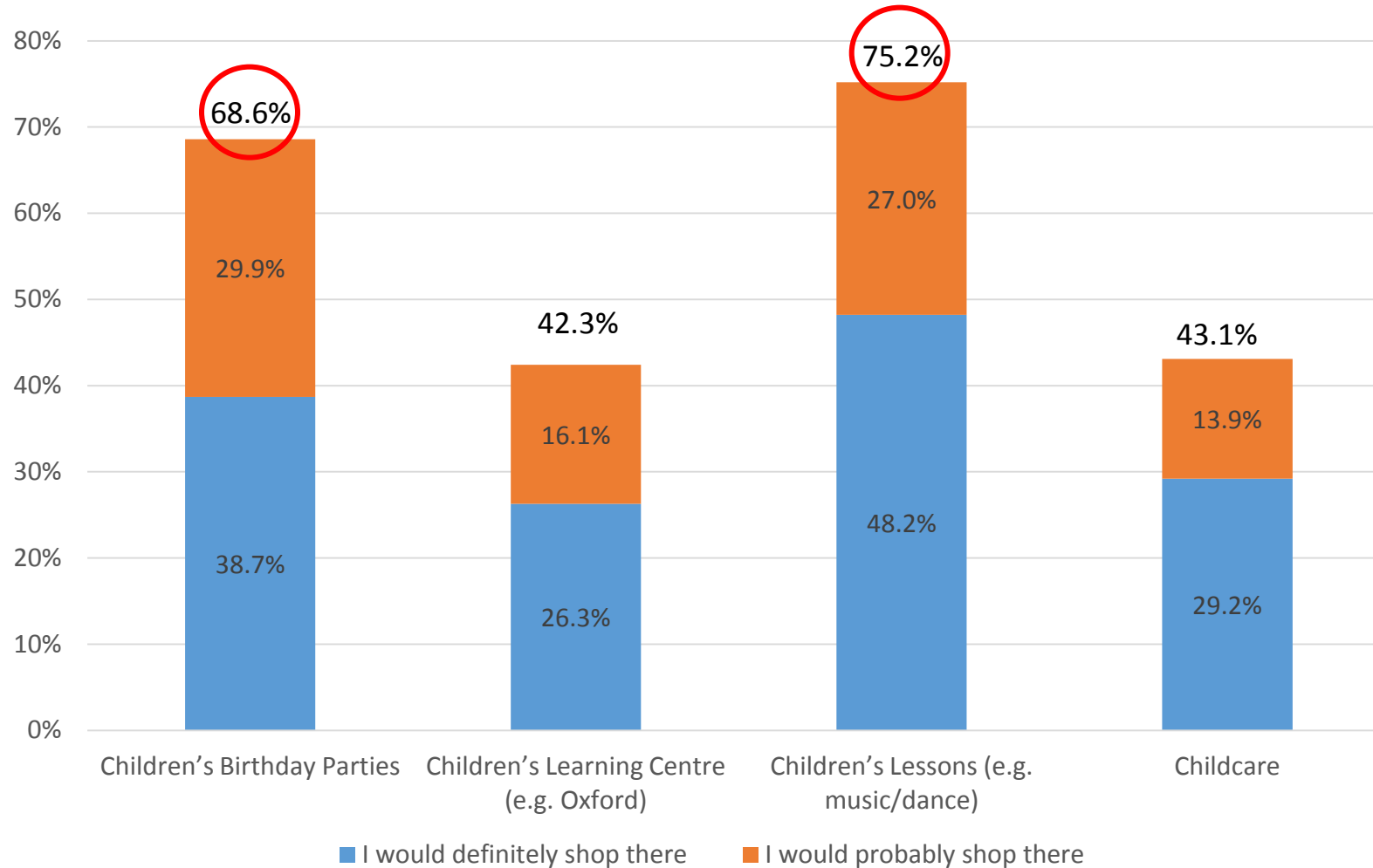
# However, if it were available, more than 50% would use a fitness club and other forms of entertainment.

For each type of recreation please rank how likely you would be to use it today if it was available in or near your village.— Top 2 box score

n = 525



# Families with at least 1 child 0 – 9 in the household are most interested in having more lessons and birthday party facilities available in King.



Families with children 0 – 9

N = 137

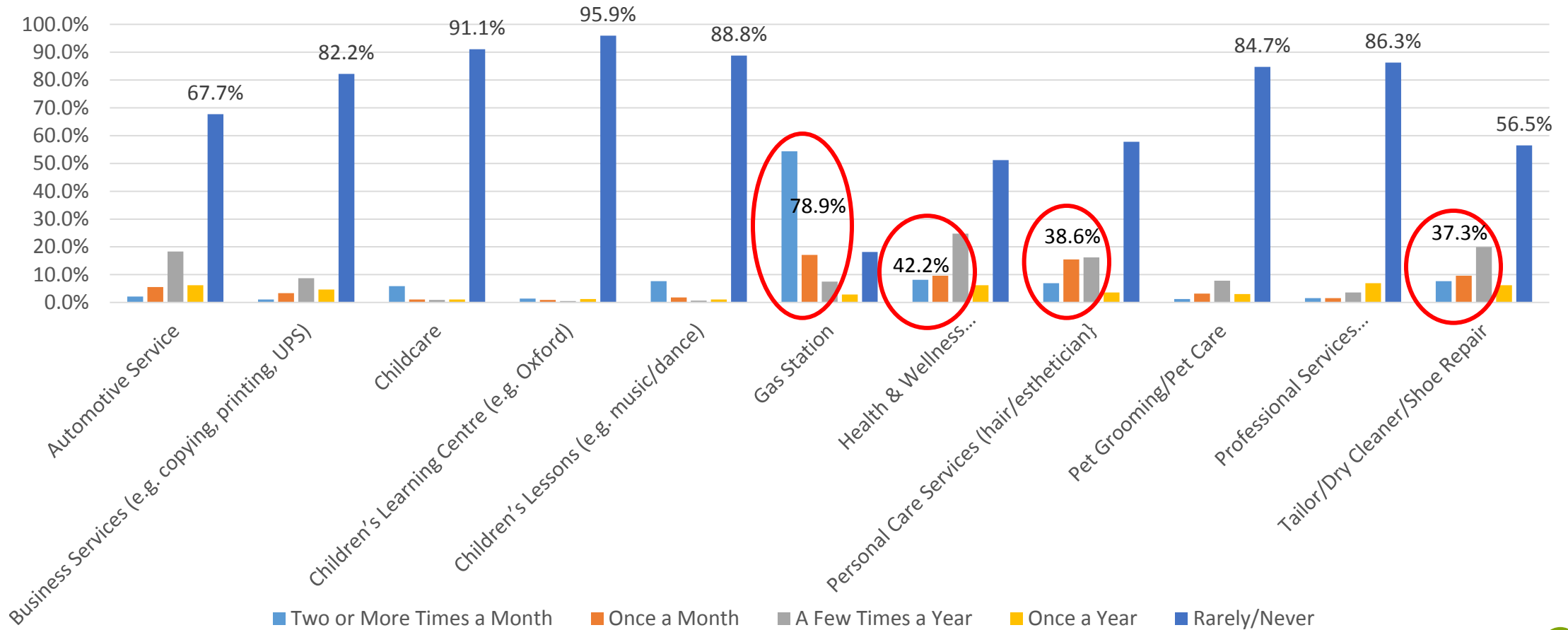


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# SERVICES

**King Township residents are most likely to stay in King Township for gas. Just under half of respondents also stay in King Township for health and wellness, tailor/dry cleaner/shoe repair and personal care services at least a few times per year.**

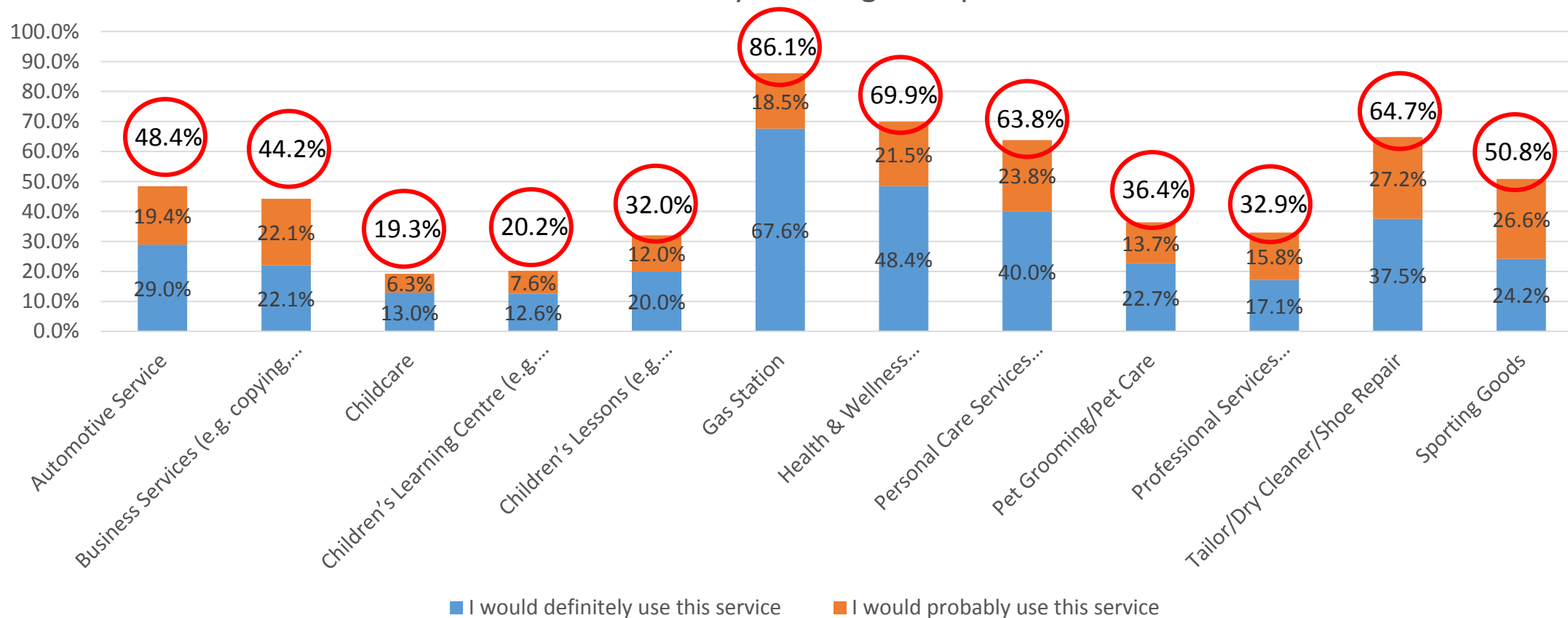
How often do you stay in King Township to use the following types of services? n = 561



**Over half of King residents indicate they would use a gas station (86.1%), health & wellness services (69.9%), personal care services (63.8%), tailor/dry cleaner/shoe repair (64.7%) and sporting goods (50.8%) if available in or near their village.**

For each type of service please rank how likely you would be to use it today if it was available in or near your village – Top 2 box score

n = 525



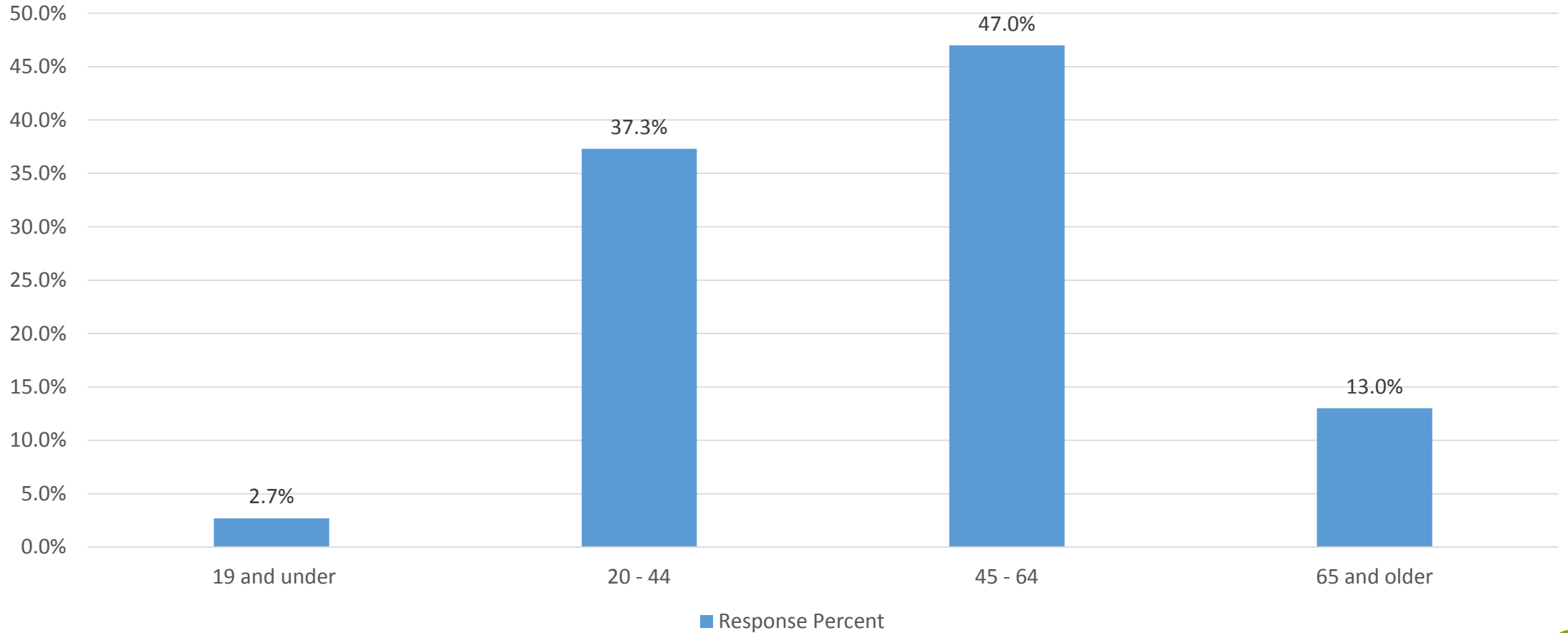
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# DEMOGRAPHICS

**84.3% of respondents were between 20 and 64.**

What is your age?

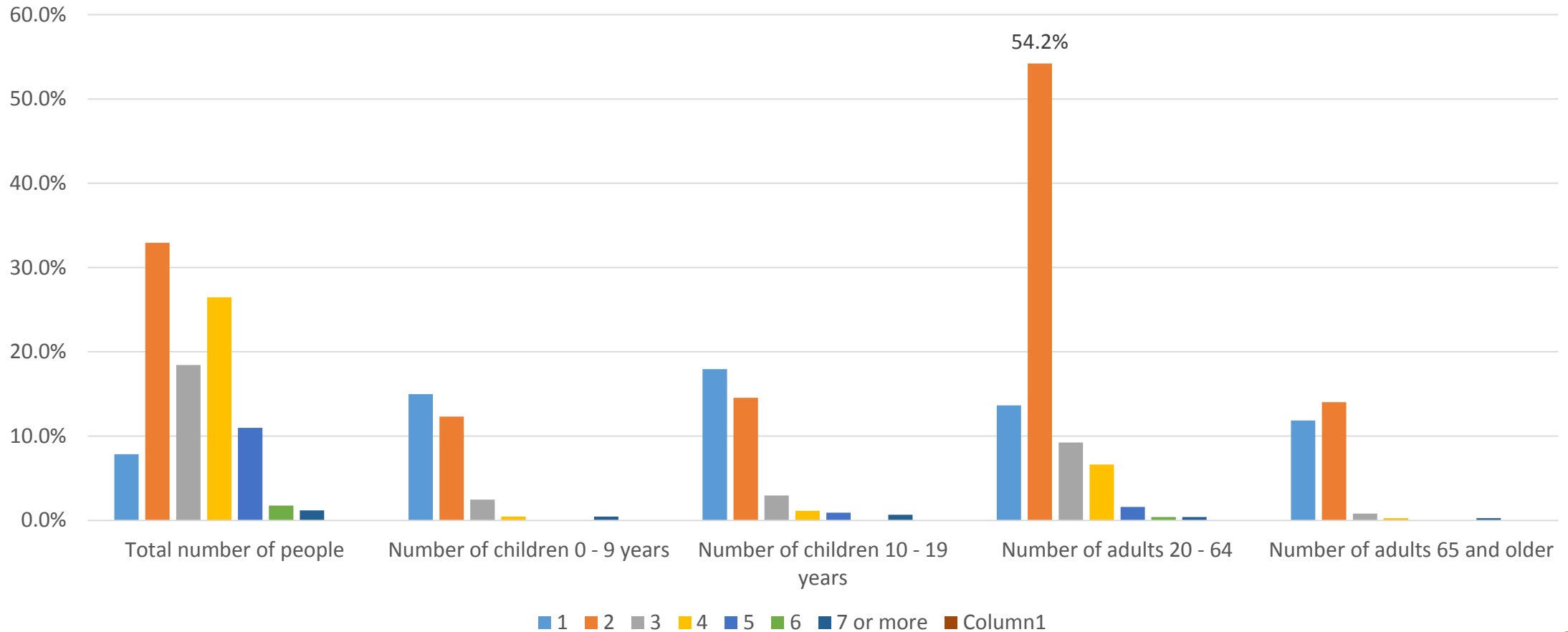
n = 523



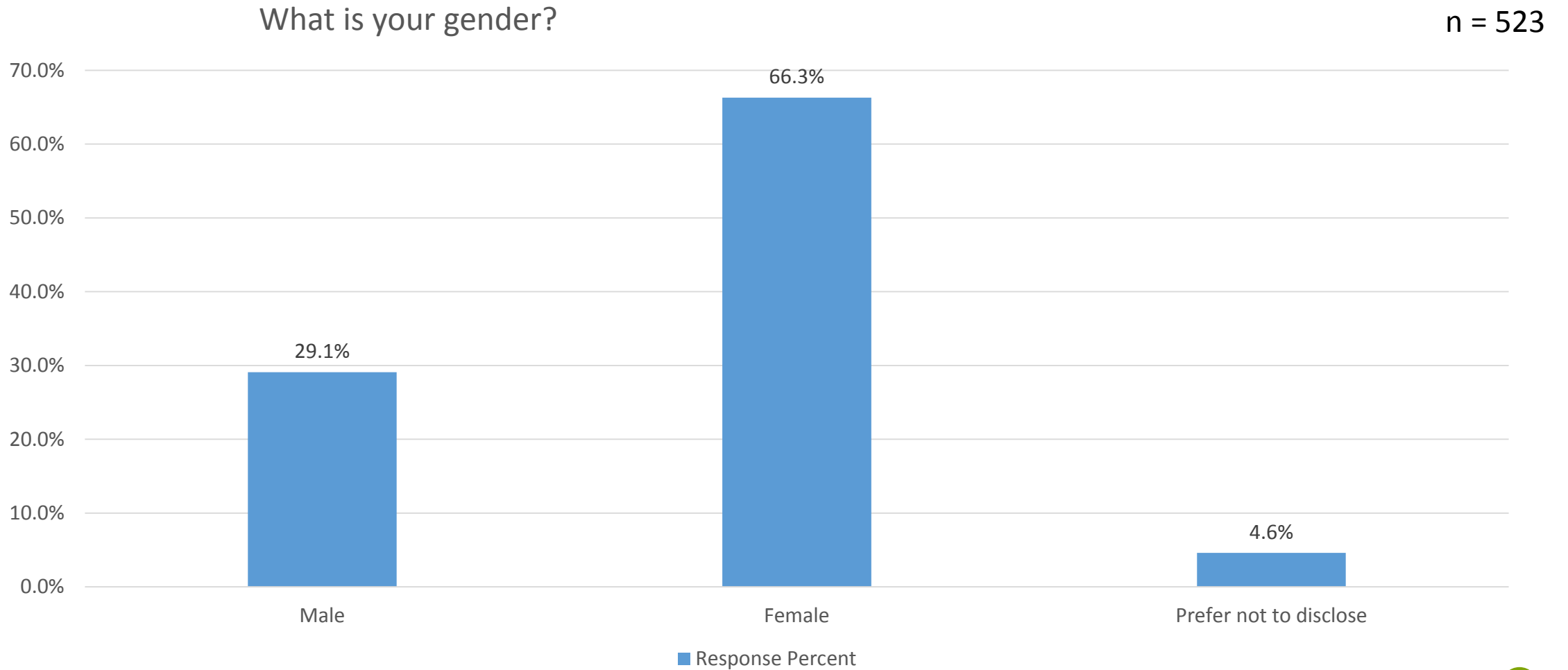
**59.3% of homes have 3 residents or more. 54.2% of households have 2 adults between the ages of 20 and 64. 30.6% of homes have at least one child between the ages of 0 and 9 and 38.2% have at least one child 10 – 19 living at home,**

What is your household size and composition?

n = 523



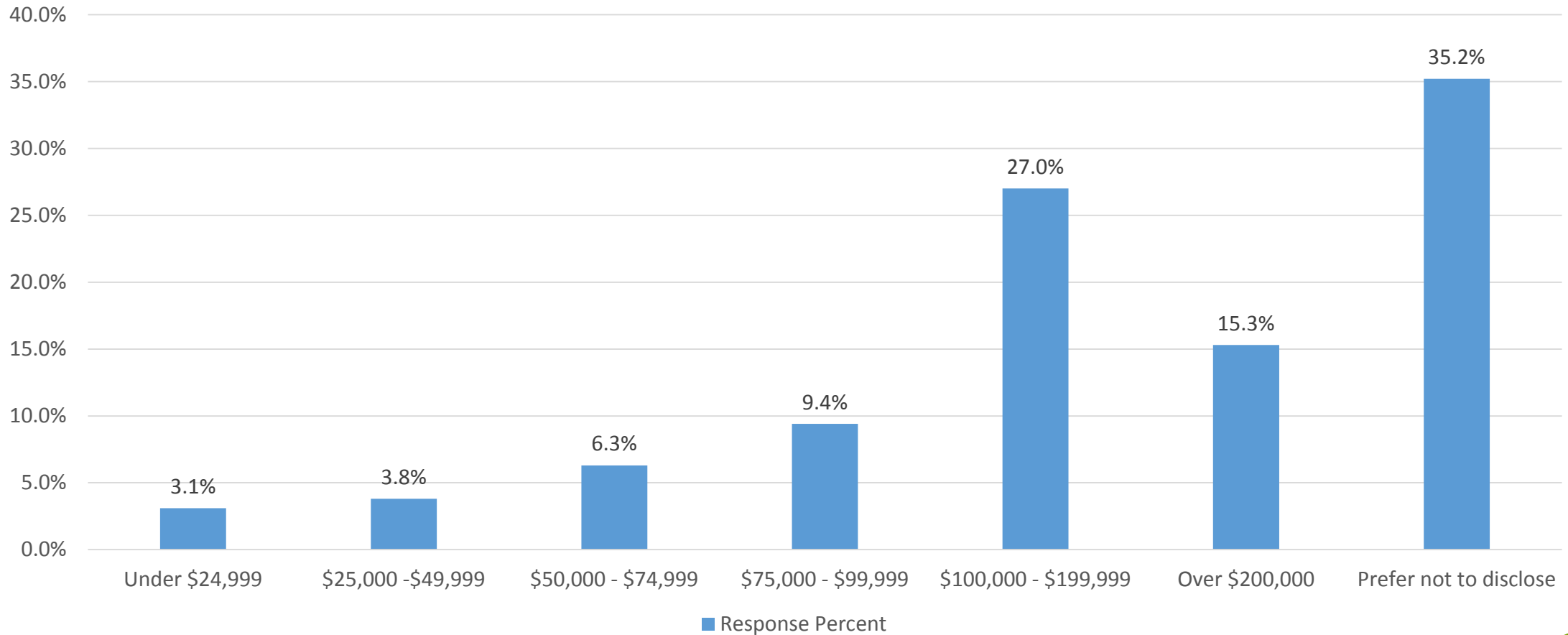
**66.3% of respondents were female and 29.1% were male.**



**42.3% of respondents reported an annual household total income of \$100,000 or more, with an additional 35.2% preferring not to disclose.**

Q21. What is your household's total annual income?

n = 523





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# RECOMMENDATIONS

# Recommendations

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## Existing Businesses

- There appears to be a lack of awareness of existing businesses in King
- There is an opportunity to increase awareness through either individual businesses increasing their promotion (word of mouth, signage) or through a township wide or village specific campaign

## New Businesses

- There appears to be ample opportunity for new businesses that are considering locating in King.
- With over half of residents having no reason to leave King Township for work, 58.7% of them living within a 5 minute drive of their village's core shopping area, and with a median income of \$194,000, King Township is a very attractive place to locate a retail store or service
- Consider bundling highlights of the survey results with other incentives for use in attracting new businesses to King into some form of promotional material

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# OPEN ENDED COMMENTS (verbatim)

## Open Ended – Schomerg (43 comments)

### Happy - 11

- Its conflicting because I like the options/pricing that the huge supermarkets and drug stores (like Shoppers Drug Mart) offer, but I also like the small town feel/service of our local stores
- The employee engagement makes a difference. I find some really positive experiences in Schomberg businesses such as True Green, HomeH, Dry Cleaning, Beer Store and 1812. It makes me come back.
- Im happy with most of services and small town not busy feel
- King should remain a small town feel. Having a large mall etc would detract from the current atmosphere we have. The large box companies are in close enough proximity - Aurora, Newmarket, Vaughan, that I don't see a need for any in King and it wouldn't necessarily cause me to use it if it were available.
- I am not a shopper, but I enjoy the shops in King when I have the leisure to explore our villages.
- Great place to live, I'm a business owner
- I really try to shop locally in Schomberg.
- Need to utilize 400 corridor for commercial and industrial. Keep away from main villages to keep small town country feel
- I was pleased to see petro Canada and mcdonalds are coming to schomberg. We need 24 hr business in our community. I love alloro in nobleton. It is pricey but it is fine food. no frills in nobleton is always clean and well stocked. I am excited for coppas coming to King city. I really feel king township is making a turn for the best. I was born and raised in schomberg. I really love to shop local. Expanding king township be more than a sleepy town is the way to go. Jamie Smyth is doing a great job.
- Please, no big box stores and control building aesthetic.
- I would love to see a health food store in the Schomberg area. I think we have already have a great deal of selection in Nobleton/Schomberg. I rarely shop in King City.

## Open Ended – Schomberg (43 comments)

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### Fix Main Street - 4

- Reduce the number of property rentals on Schomberg's main street and rather encourage new businesses. This will help to bring in tourism, local \$\$, and will enable the main street buildings to be revitalized. As long as they are used for rentals, they will continue to be in general disrepair.
- I love Schomberg because its main drag is not a highway or busy street. I fear for it though, what with the loss of Piety Ridge and Sheena's, etc. There is no bakery, and no where to buy organics. Main Street Schomberg seems to be dying.
- There is a need to revitalize the Main Street Business area in Schomberg with renovations that meet the architectural design guidelines. There should be some way of providing new businesses that contribute to the vibrancy of the street and support the existing businesses.
- One of the things I love about living near Schomberg is having laundry, groceries, pharmacy, beer store, LCBO, post office, gift store, clothing stores, pubs, fine dining, a Tim Horton's, hair stylists, chiropractors, doctors, dentists, real estate people, coffee shops, all within 5 minutes. It is just a shame that RETAIL STORES on Main Street don't thrive (restaurants, coffee shops, hair stylists and professionals do well)

## Open Ended – Schomerg (43 comments)

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### Red Tape - 3

- At some point this township needs to move forward. It seems we are afraid of our own shadows. We have housing everywhere but cant seem to get every day businesses we use elsewhere to be in King. So I have to go to Vaughan, or Newmarket or shop when I am at work. We need to move. Yes develop carefully but do we really want us to continue to spend our money elsewhere?
- King Township makes it challenging for small businesses to locate locally. There are many residents with the resources and capability to bring desirable services to the area; but the degree of cooperation from the township is less than impressive
- I have heard anecdotally that two potential commercial sites in Schomberg have been held up die to red tape in the planning/ engineering dept. I hope these can be resolved and future developers of this type of employment lands can have an easier time. Also happy to see McDonald's & petro Canada coming to Schomberg!

### High Price- 3

- I really do want to support Schomberg, but sometimes the prices are too high and so I shop near work. If it was more reasonable, I would always choose to shop closer to home.
- The services which we use we are very happy with. The local grocery store is not competitive in price and quality with the big chain stores
- I shop at Foodland in Schomberg but since the store is open 24 Hr. it became more expensive, therefore I usually shop at NoFrills out of town. For building supplies we have Rona, again prices are higher plus have limited amount of articles to offer. And what about clothing? they are none. and the list goes on and on.....

## Open Ended – Schomerg (43 comments)

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### Parking - 2

- King City and Nobleton do not have a 'main street' nor will they be able to because of their locations and the amount of residential buildings breaking up the businesses and reducing the amount of shoppable space. Also lack of parking in all communities.
- Parking is an issue along Keele Street.

### Kid Activity - 2

- I have two teenagers over 12 years of age. King should seriously consider more programs for this age group. At this age kids need to be kept busy and active! I think it's truly shameful that there is not an indoor pool in the township of King, especially since Schomberg has the Trisan Centre! PLEASE have someone think seriously about this, activities for teenagers are a MUST if you want to keep them active and out of trouble.
- I fully support having more shops and services in Schomberg. An indoor pool for children's swimming lessons would be amazing! When I go to newmarket it is for kids' activities, and then I usually end of shopping there while waiting for the program to finish.

# Open Ended – Nobleton (42 comments)

## Increase Selection - 17

- I always try to support local businesses as possible, access to a greater selection of service offerings would be highly convenient and welcomed.
- Ladies clothing stores. Family clothing stores. Jewelry store. Gift store for anyone. Specialty shops ie. Bakery, coffee, cheese, tea, lingerie, fashion accessories, chocolates/truffle shop, bagel shop, etc.
- Would like to see more independent stores and community options
- We need more family friendly eateries, such as ice cream parlour, bakery, etc.
- No fast food chain restaurant. No hardware store. No quick car wash available
- We need more of everything....
- We would like to see more selection, better value, more welcoming look and feel.
- I would love to see more stores in nobleton
- We need more retail and commercial. You should give landowners and landlords incentives to offer reasonable rent to encourage business development not the crazy rent they have been requesting. When you can't get your lead tenants that should be a sign your pricing is off.
- There are definitely not enough options other than food, hair, nails and convenience stores
- king needs more well merchandised specialty stores ... I love Countryzen yoga, grackle, la Maison (when open), alloro is coming along, but a few more non-Italian based bakeries, butchers, food stores and restaurants would likely capture more \$\$\$. We have high disposable income and refined tastes (less is more vs more is more)
- I think Nobleton is in need of more services that will support "the family unit" ie. a Dairy Queen Franchise were families can go together after soccer, baseball, or hockey, a family restaurant with casual family dining and variety, a books/game store, a bowling alley, a Learning Centre (Oxford/Kumon) Before & After School Centre/Programs, any service that will engage families to stay in Nobleton and enjoy together, to stop them from having to go outside of town for these services, and then shopping and further supporting other towns while they are there.
- Nobleton should be revitalized to look like a small town with lots of shopping, including, not limited to a Starbucks, Menchies, spa, clothing boutiques, fine dining
- I would love to see a specialty coffee shop like a Starbucks or a locally owned cafe offering similar products. Health care mainly family doctors would be an added bonus.
- Need a funeral home (none in King) need a banquet hall to for up to 600 other than golf courses Need a "common" area (big park, band shell etc. Just for events and entertainment with a enough space to hold thousands.
- A lot of what I am looking for is not available in King Township or I am not aware that it is. When it is available the hours suck!
- It would be nice to see a Starbucks or second cup come to town. Also a gift shop like the pharmacy used to be before the owner sold



## Open Ended – Nobleton (42 comments)

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### Walkable/Traffic - 5

- Nobleton Hwy 27 and King Rd traffic makes walking and shopping dangerous.
- We can walk to the Nobleton plazas but the sidewalk needs work. If it rains it's often under water. The LCBO, Alloro and Summerhill have been a great addition.
- Shops need to be accessible via sidewalks or bike in addition to cars. The trails in Nobleton should be integrated to connect to the sidewalks and shopping areas. We need destinations to walk to and have people interact with each other to really build a sense of neighborhood.
- Need better sidewalks and safer roads (traffic lights, turn lanes etc). Bike lanes would be nice and GET RID OF THE TRUCK TRAFFIC ON KING RD. !
- It should be easy for pedestrians to walk about town without worrying about traffic, especially with the amount of construction vehicles moving thru the main intersection...

### Increase Restaurants - 4

- We would like to see more ethnic foods. Indian, korean etc. just more restaurants are in general.
- We really need a nice family restaurant like 'The Corner' in Schomberg.
- In Nobleton it is too spread out. It would be lovely to have a nice family restaurant, which served hamburgers, toasted sandwiches, etc at a reasonable price. Something like The Corner in Schomberg, it is a delight to go there.
- We need at least one type of food place. For example, fast food, Greek, Italian, etc. There is no variety in Nobleton and the hours of the current places can be an issue as well.

## Open Ended – Nobleton (42 comments)

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### Style - 7

- The looks of the buildings are also important in a community like this - if the buildings look old and somewhat dilapidated, it reflects poorly on the vibe of the community - it seems tired and neglected.
- Create a hub for people to regularly patron, where people can hang out (ie restaurant patios, community activities/spaces) and enjoy frequenting. It would be nice to attract patrons who drive through our town and create a destination point. Upscale look and feeling needs to be adopted!!!!
- Please, please make sure our area does not become a generic business area like vaughan. It is sad how it is becoming that way. It is a village, not a city.
- I would love to see more aesthetically pleasing shopping in Nobleton - heritage style buildings would be great.
- we should also embrace the "horse country" feel of Nobleton
- In Nobleton would like to see more of a main st feel
- Keep/re-store/re-purpose the heritage buildings. Work with King re street revitalization that is coming. Use the grants offered for street front improvements! Encourage the Chamber.

### Happy - 3

- I love shopping in King. The store owners feel like friends
- We have some very good stores, Alloro in Nobleton is a fine addition
- Like our new walk in clinic. Happy to have a nail salon and Subways great for my teenage daughters to walk to.

## Open Ended – King City (92 comments)

### Increase Selection - 36

- Please bring HomeSense, CostCo, Chapters, Cineplex, Chatime, and a beautiful indoor mall to our lovely King City!
- There should be more stores available. Stores such as supermarket, a hardware store, a bakery, family and casual dining and entertainment center.
- Would like to have a couple big box stores in King. To my knowledge there are absolutely none
- We could really use a LCBO or have wine and beer available locally for purchase to take home
- I really feel that King City needs more places to shop for everyday needs as well as fitness facilities.
- I would love a bakery. But if too costly or not tasty.....no
- with renovations and new development a lighting store/home décor would be great, men's & ladies clothing, more things for kids/teenagers eg. laser quest, trampoline place, paintball, bowling... Booster Juice or something of that nature.
- I would like to see retail and dining that brings tourists to King city. Like word of mouth for fine dining, (Hogan's / Locale) or a unique day spa, something that is unique to this area.
- need something closer to Seneca College, the student living on residence are extremely bored and suffer from cabin fever. This leaves nothing better than for students to participate, in drug use on campus. Seneca is bored, fat, lifeless.
- King needs more clothing stores accessible!
- LCBO
- I look forward for new commercial development and business close to home.
- I am looking forward to doing more shopping in town once the King's Ridge Market is complete.
- King should offer some shops but not at the same level as Richmond Hill/Vaughan.
- King City is a great community and it could use a variety of services, ie: grocery, clothing, butcher shop, dollar store etc.
- I would like to see more choices for groceries, a beer and liquor store.

# Open Ended – King City (92 comments)

## Increase Selection (cont'd)

- It would be great to have a Goodlife Fitness Centre and a shopping centre. King City has no real shopping conveniences. Very disappointed with the shops at King and Dufferin.
- We need a bakery.
- The King township needs more stores.
- I welcome more shopping there. Clothing shopping as well.
- More chain stores: like Costco, Home Depot, No Frills
- I believe there is a strong need for more entertainment in King City. Definitely needs a good coffee shop, bar/pub, or movie theater arcade facility.
- We would be very glad to have more shopping options in King. Some of our top picks to bring to King City include: hardware, fitness, live theatre, bakery, butcher (might already be coming at Coppas), ice cream, family/fine restaurants and/or pubs (focus on good food & atmosphere, not night life). We have assumed "casual eatery" includes fast food. We have a lot of "spas" in King City, but I still feel it would be an excellent location for a "Nordik" or "Scandinave" style spa - set among the trees, off the beaten path - great way to attract people to our beautiful township.
- I love King City wish they would build more retail
- Grocery store and fitness facility would be great
- Need home decor, grocery chain store, baby kids store are needed in King city
- King definitely needs an Italian bakery, more restaurants, and a grocery store with prices comparable to No Frills and Fortinos. King doesn't need any more nail places or dentists.
- A Starbucks would be nice.
- Need a Starbucks
- a greater selection of grocery stores.
- dollar tree, McDonald's in kc
- We need more!
- we need to consider one stop shopping and shop in our own communities, and if that means walmart, home depot, clothing stores, children stores, we wont go outside our own community and give our children and families jobs in their own communities, and therefore people will be happier and less stressed

## Open Ended – King City (92 comments)

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### Children - 3

- Out of all the towns in the king township. King city seems to have the least available. Services or recreation for children in specific.
- We really need a proper recreational centre for children and as well as a fitness centre for adults
- Having facilities that center around children and fitness would be wonderful. Currently, my children are enrolled in activities outside of King, so it would be nice to have something close to home.

### Happy - 8

- Let's not grow too fast. I don't want turn to turn into vaughan. we moved here to get away from all the hustle and bustle.
- King is the perfect town to live in. The only thing it lacks is the restaurants and shopping. But besides that. Wouldn't be happier in any other place.
- Please no bars or pubs or nightclubs ever. What we have is enough
- NO WALMART !!!!
- I prefer to shop at big box stores, that does not mean that I would like to live next to one, I love King because it doesn't have a lot of shopping
- I fear King's streets being shadowed by big-box stores that have little buy-in to the community beyond hiring cheap and transient labour.
- I don't mind travelling out of king city to shop. I prefer it than having too much congestion and box stores in king!!!!
- We moved to King to be away from the busy Richmond hill area. We love it the way it is and feel it needs very little. Too much and it will not feel so quaint as it does. People don't mind going distances and coming home to the quiet, less traveled, therefore less congested area.

## Open Ended – King City (92 comments)

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### Restaurants - 3

- We could use a burrito, and/or shawarma joint in the new plaza.
- There are very few fast food/casual eateries
- Any place that sells and/or serves food would be awesome especially if it had ample parking.

### Traffic - 4

- Do something about the traffic on King Road. Difficult to access shops due to level and especially speed of traffic. Most vehicles drive through King.
- It would help if the shopping areas were more walkable. Lack of sidewalks and busy traffic in some areas make it unpleasant to walk between locations.
- Stop lights at Shoppers Drug mart... it's so busy and traffic is fast along that section.
- Need traffic lights at King and Spring Hill

## Open Ended – King City (92 comments)

### Style - 9

- Downtown king city core looks terrible and it's not inviting. Parking is an issue and prevents me from visiting merchants. I'd love to see a downtown like Kleinburg in King City
- Services should be accessible by walking and biking, along clean, quiet, well-maintained trails and roads. Prefer little or no use of those supposedly temporary signs that clutter street sides and are left up for long periods.
- It would be nice to create a main street comparable to the one in Unionville or Kleinburg that has restaurants, bakeries, parks and ice cream parlours and maintains an old town feel (which is why we moved to King) that families and others can enjoy.
- I imagine a 100% walkable King City downtown for the near future around the main roads: I imagine piazzas where people can gather, little independently owned unique shops around to browse aimlessly and coffee and tea shops, bistros where we can indulge on something healthy when we get hungry and live bands on the streets to create a relaxing atmosphere.
- Make the building support the heritage style of King, ie no glass building
- The Kings Convenience store should be removed. The quality is not good and the prices are too high. Also, some buildings in Keele should be fixed on the outside as they look too old and don't fit in with the surroundings
- I live in King City. I am pleased about the modifications at King & Keele. I think there is much to be said for the need of improvements to the street scape south on Keele & east on King
- building design more traditional and old town NOT what has gone up @ Dufferin & King Shopper's has a disappointing, non old town appearance, with an unneeded second floor
- We need to keep a traditional, quaint village feel.

## Open Ended – King City (92 comments)

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### Seneca Specific - 6

- it would be nice to have a letter drop off box at seneca college king campus for the students to use and mail out letters
- The township should have more social/ recreational services available, which pertain to students
- BARS! Students would go to them
- It would be an incredible thing to have more shopping centres close to Seneca-king so students have quicker access to items that they may need (school supply, groceries, etc.)
- i work for Seneca College and as for our students who live on rez, there is practically nothing around, not even a grocery store so it would be nice to have some services around them.
- I would LOVE to see more of the service industry (retail, restaurants) near Seneca's King Campus!

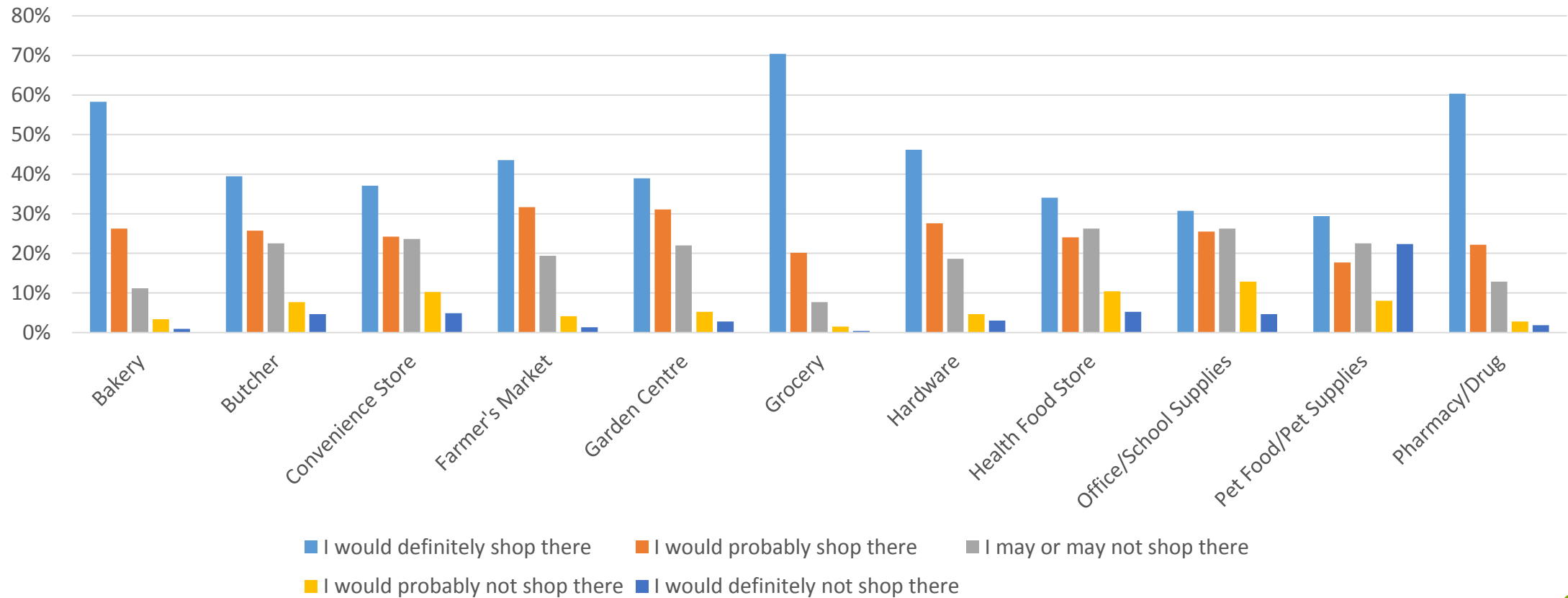


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## ADDITIONAL SLIDES

Q11. For each type of store please rank how likely you would be to shop at it or use it today if it was available in or near your village.

n = 537



**77.3% of King residents prefer to shop local whenever possible, however, 57.4% say that businesses in King do not sell the products/services they need.**

Q 8. How strongly do you agree or disagree with the following statements?

n = 547

