

KWMAS CITY OF WATERLOO RESULTS

1. Have you ever heard of green roofs?

Yes	45.6 %
No	54.4 %

2. How many times, before now had you heard of green roofs?

1	13
2	20.4
3	25.9
4	3.7
5	11.1
6	5.6
8	1.9
10	9.3
12	3.7
20	3.7
30	1.9

3. By which means did you learn about green roofs?

website	2.2 %
demonstration site	2.6 %
newsletter	3.9 %
book	7.7 %
magazine	23.9 %
word of mouth	11.9 %
other means	20.8 %

4. Are you in favour of, or opposed to your municipality being involved with promoting green roofs in various ways

very much opposed	0.7 %
somewhat opposed	1.3 %
neutral	19 %
somewhat in favour	27.5 %
very much in favour	51.9 %

5. Are you in favour of, or opposed to, your municipality being involved with promoting green roofs financially

very much opposed	10.3 %
somewhat opposed	13.8 %
neutral	31 %
somewhat in favour	26.2 %
very much in favour	18.6 %

KWMAS CITY OF WATERLOO RESULTS

6. If green roofs could substantially improve water quality in the region, would you say that was

very important	71.4 %
somewhat important	22.1 %
slightly important	5.2 %
not important at all	1.3 %

7. If green roofs could substantially improve air quality in the region, would you say that was

very important	80 %
somewhat important	14.8 %
slightly important	5.2 %
not important at all	0 %

8. If green roofs could substantially reduce energy consumption in the region, would you say that was

very important	77.3 %
somewhat important	17.5 %
slightly important	3.9 %
not important at all	1.3 %

9. If green roofs could substantially promote enjoyment by providing outdoor recreation space in the region, would you say that was

very important	46.2 %
somewhat important	39.1 %
slightly important	10.3 %
not important at all	4.5 %

10. If a demonstration site were to be built in your community, how important is it that the site have easy access to downtown core?

very important	48.2 %
somewhat important	45.3 %
slightly important	2.9 %
not important at all	3.6 %

11. If a demonstration site were to be built in your community, how important is it that the site be close to downtown core?

very important	30.1 %
somewhat important	43.3 %
slightly important	16.8 %
not important at all	9.8 %

KWMAS CITY OF WATERLOO RESULTS

12. If a demonstration site were to be built in your community, how important is it that the site be a place to visit

very important	54.9 %
somewhat important	35.4 %
slightly important	7.6 %
not important at all	2.1 %

13. If a demonstration site were to be built in your community, how important is it that the site show a variety of gardens

very important	29.7 %
somewhat important	53.1 %
slightly important	14.5 %
not important at all	2.8 %

14. If a demonstration site were to be built in your community, how important is it that the site convey an understanding of the technology

very important	54.5 %
somewhat important	40.6 %
slightly important	3.5 %
not important at all	1.4 %

15. How likely is it that you would visit a green roof demonstration site in your community

very likely	31.6 %
somewhat likely	39.4 %
somewhat unlikely	17.4 %
very unlikely	11.6 %

16. How likely is it that you would have a green roof installed at your own residence

very likely	2.6 %
somewhat likely	7.2 %
somewhat unlikely	36.8 %
very unlikely	53.3 %

17. How likely is it that you would attend an open house about green roofs

very likely	7.8 %
somewhat likely	41.2 %
somewhat unlikely	34 %
very unlikely	17 %

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4. Are you in favour of, or opposed to your municipality being involved with promoting green roofs in non-financial ways

very much opposed	0.7 %
somewhat opposed	1.3 %
neutral	19 %
somewhat in favour	27.5 %
very much in favour	51.9 %

5. Are you in favour of, or opposed to, your municipality being involved with promoting green roofs financially?

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KWMAS CITY OF WATERLOO RESULTS

12. If a demonstration site were to be built in your community, how important is it that the site be a pleasant place to visit

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somewhat important	35.4 %
slightly important	7.6 %
not important at all	2.1 %

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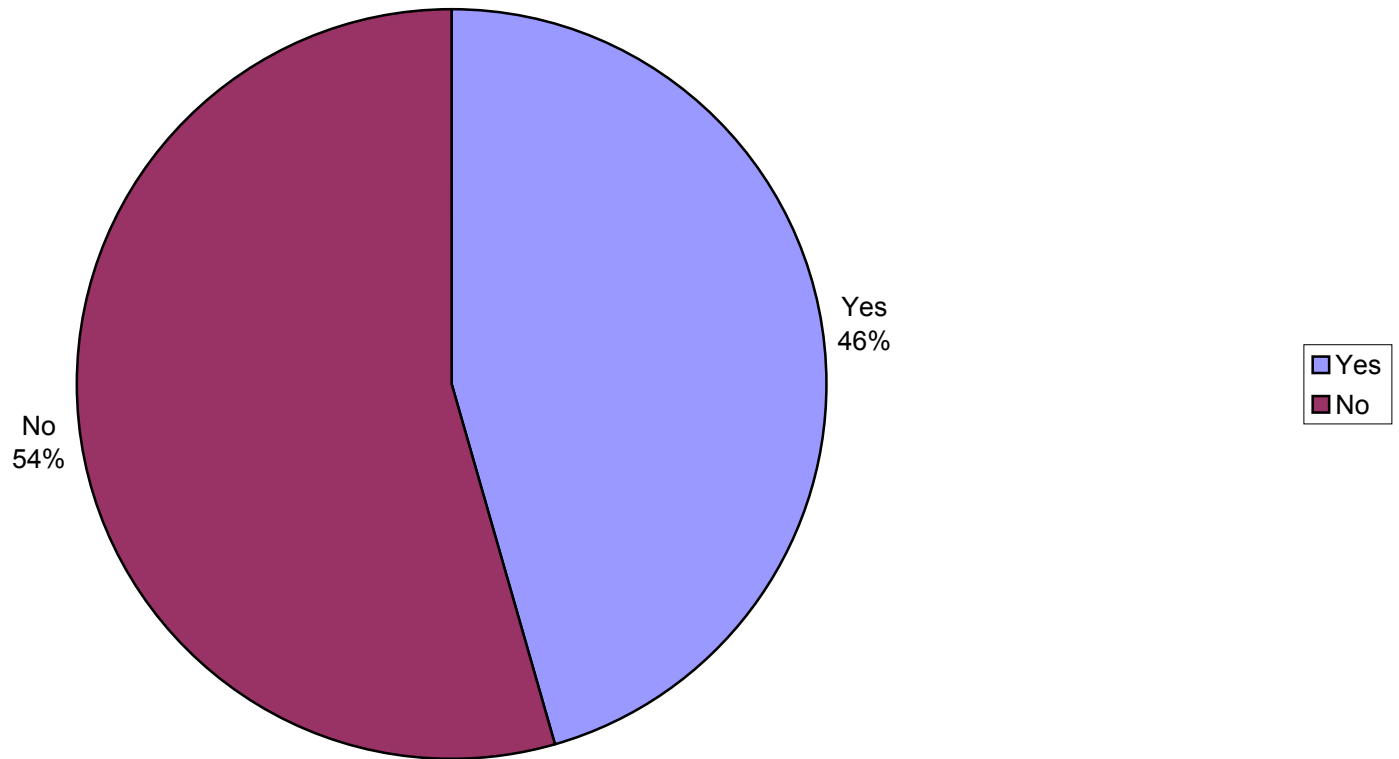
16. How likely is it that you would have a green roof installed at your own residence

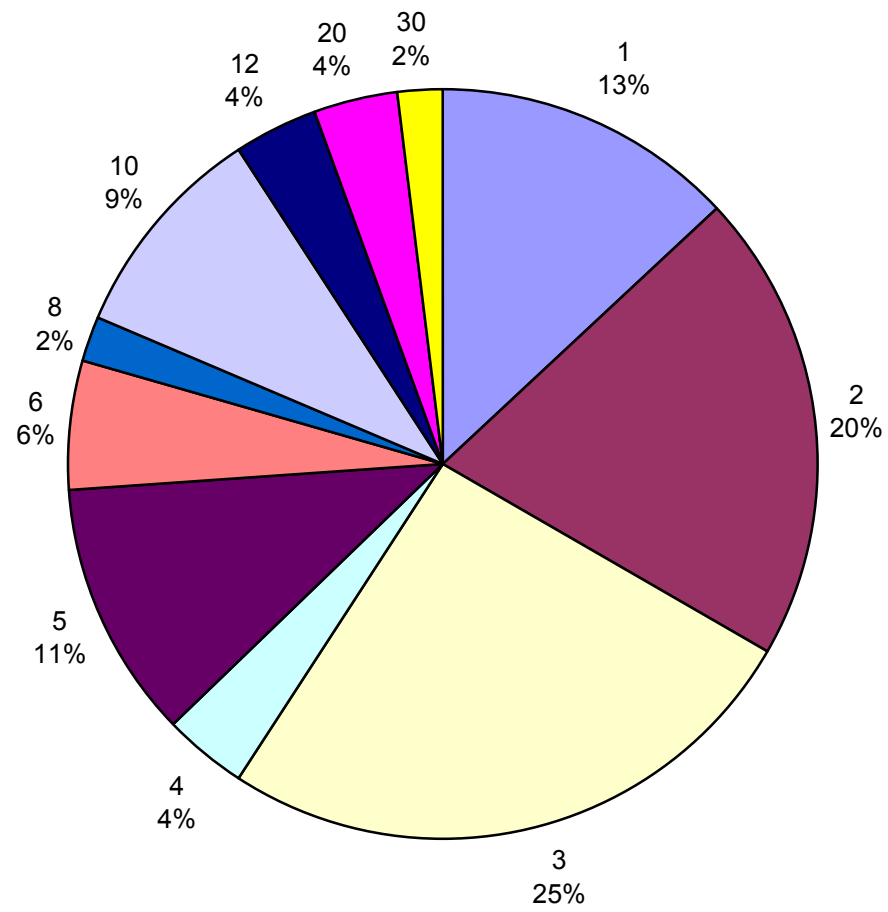
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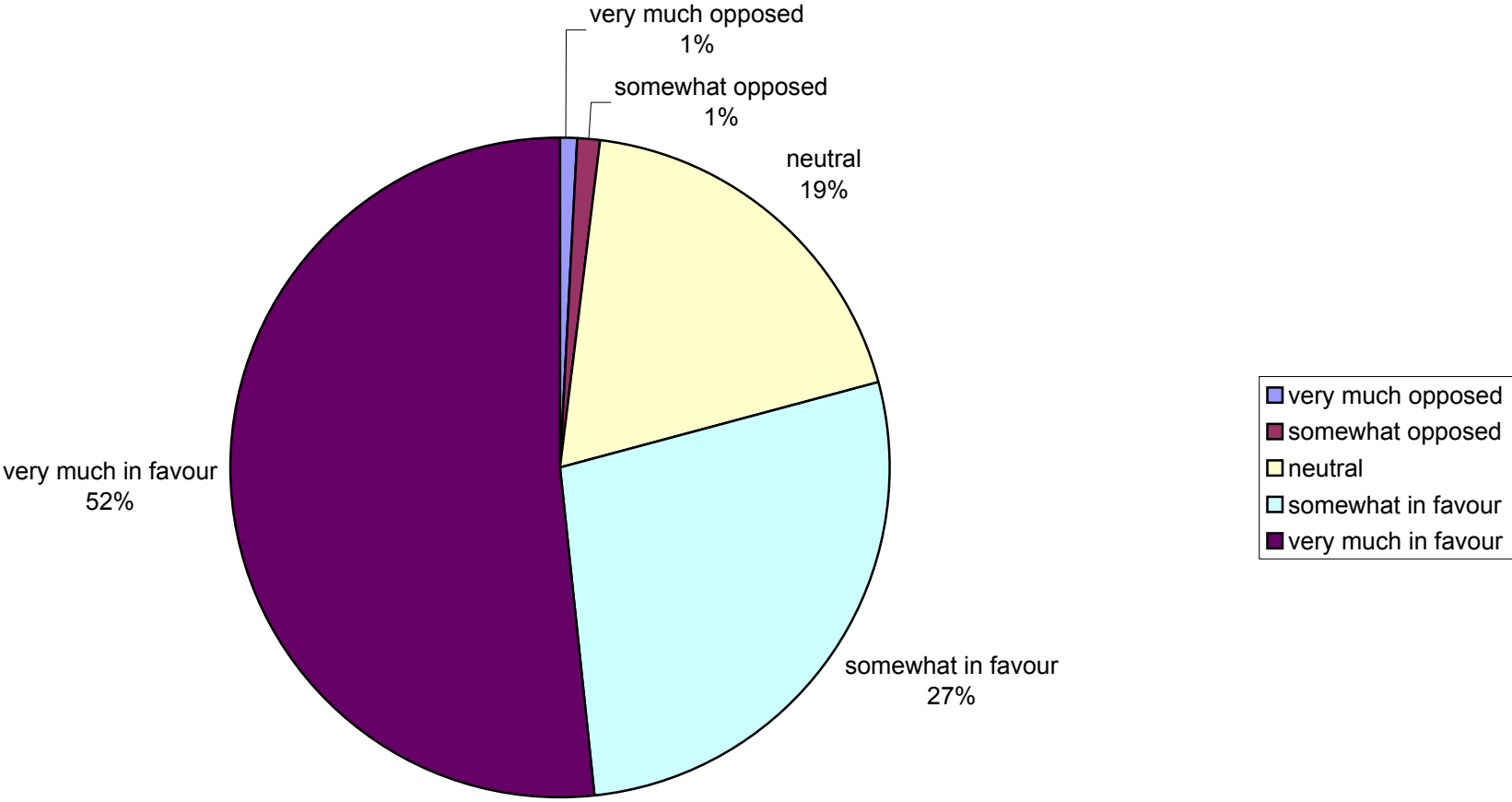
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Before seeing this questionnaire, had you ever heard of green roofs?

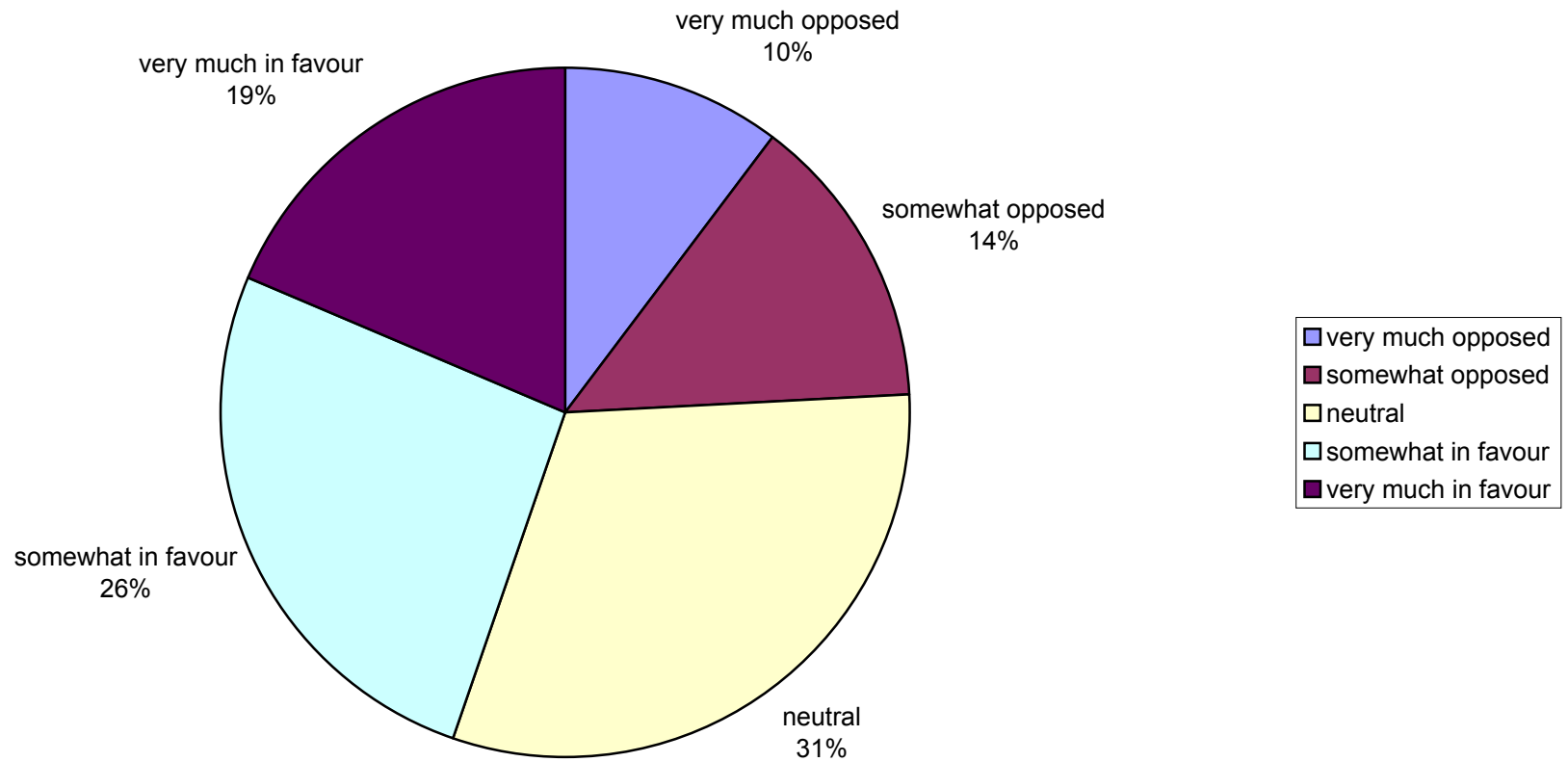




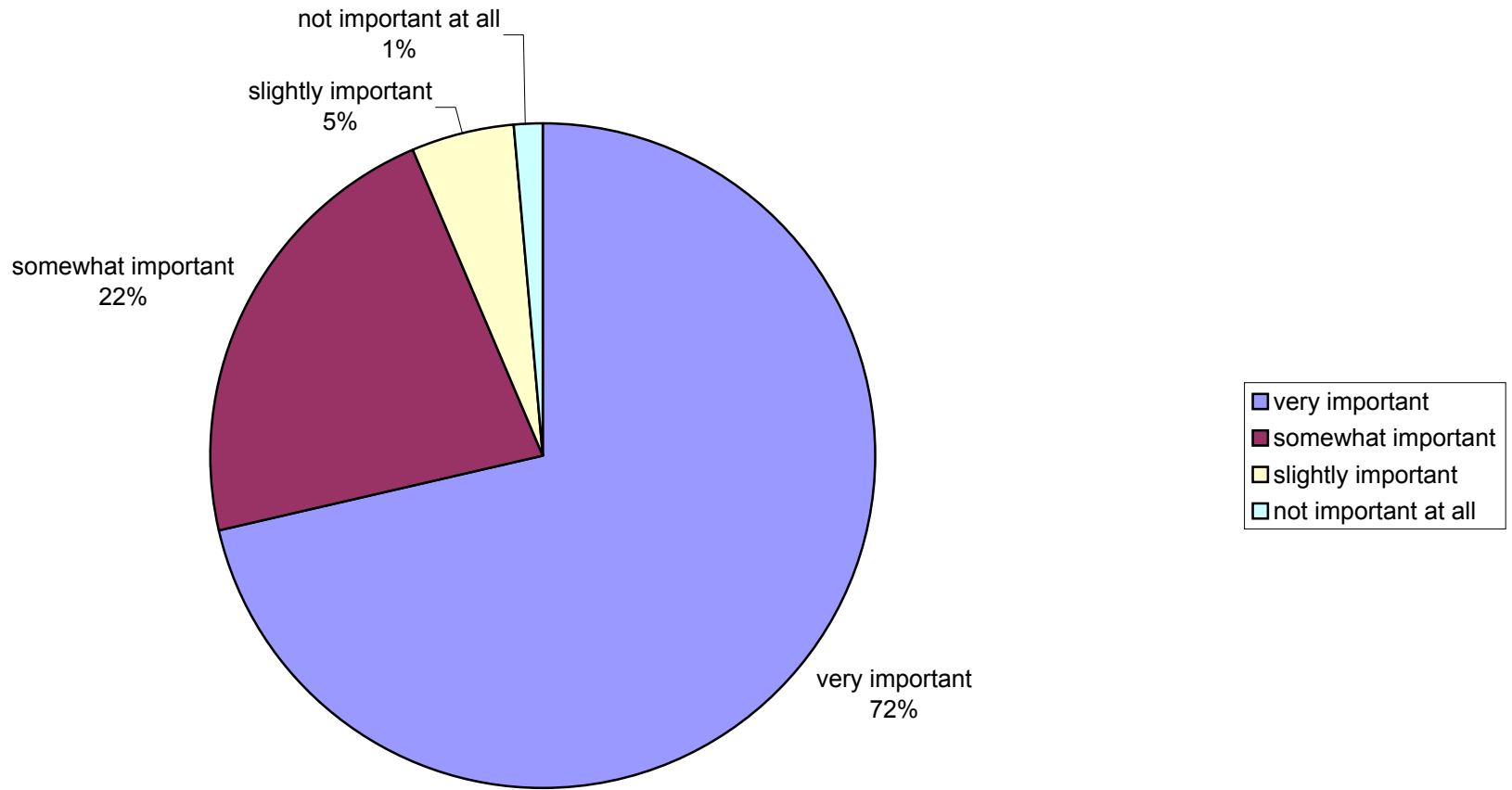
Are you in favour of, or opposed to your municipality being involved with promoting green roofs in non-financial ways



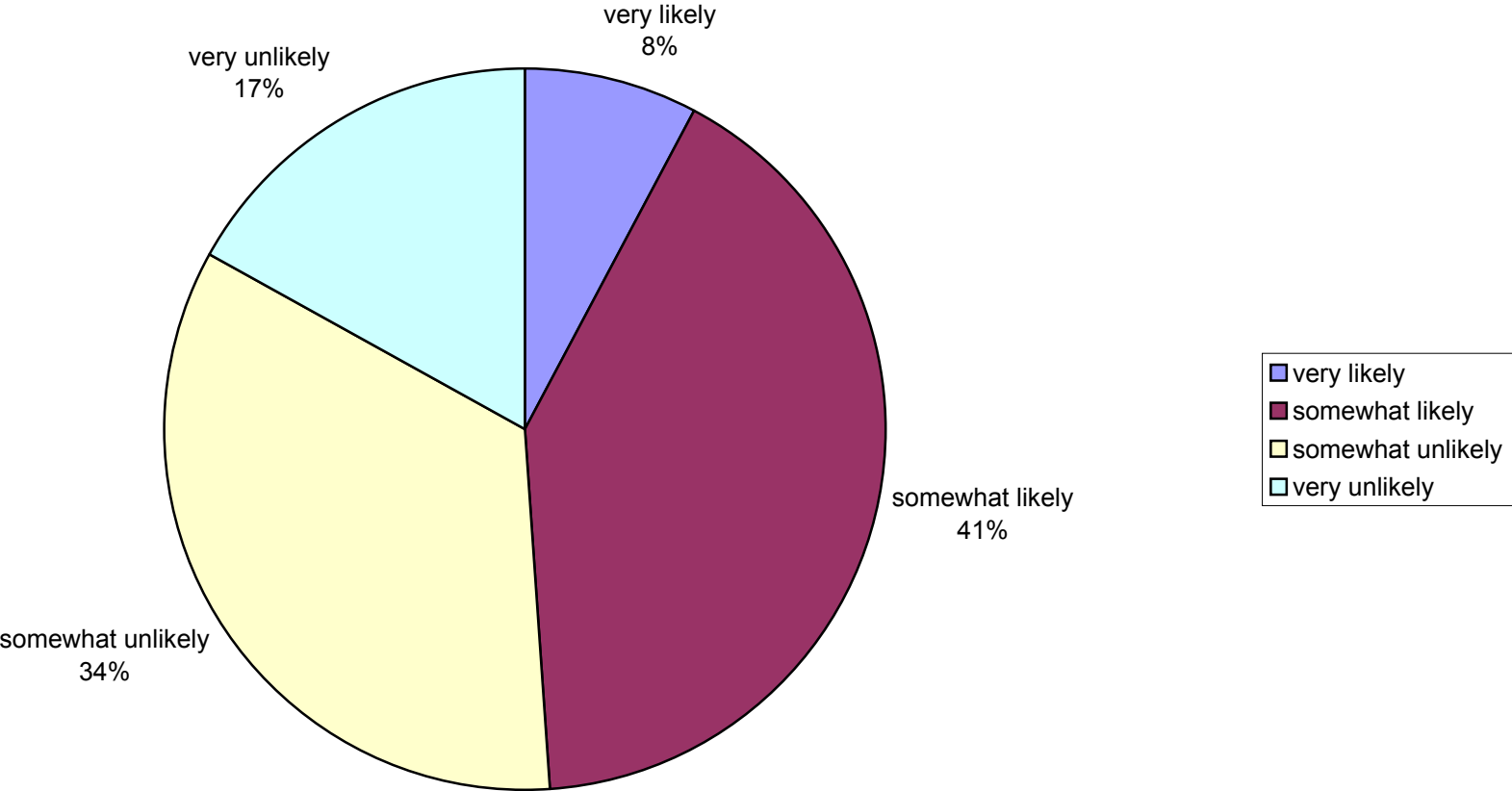
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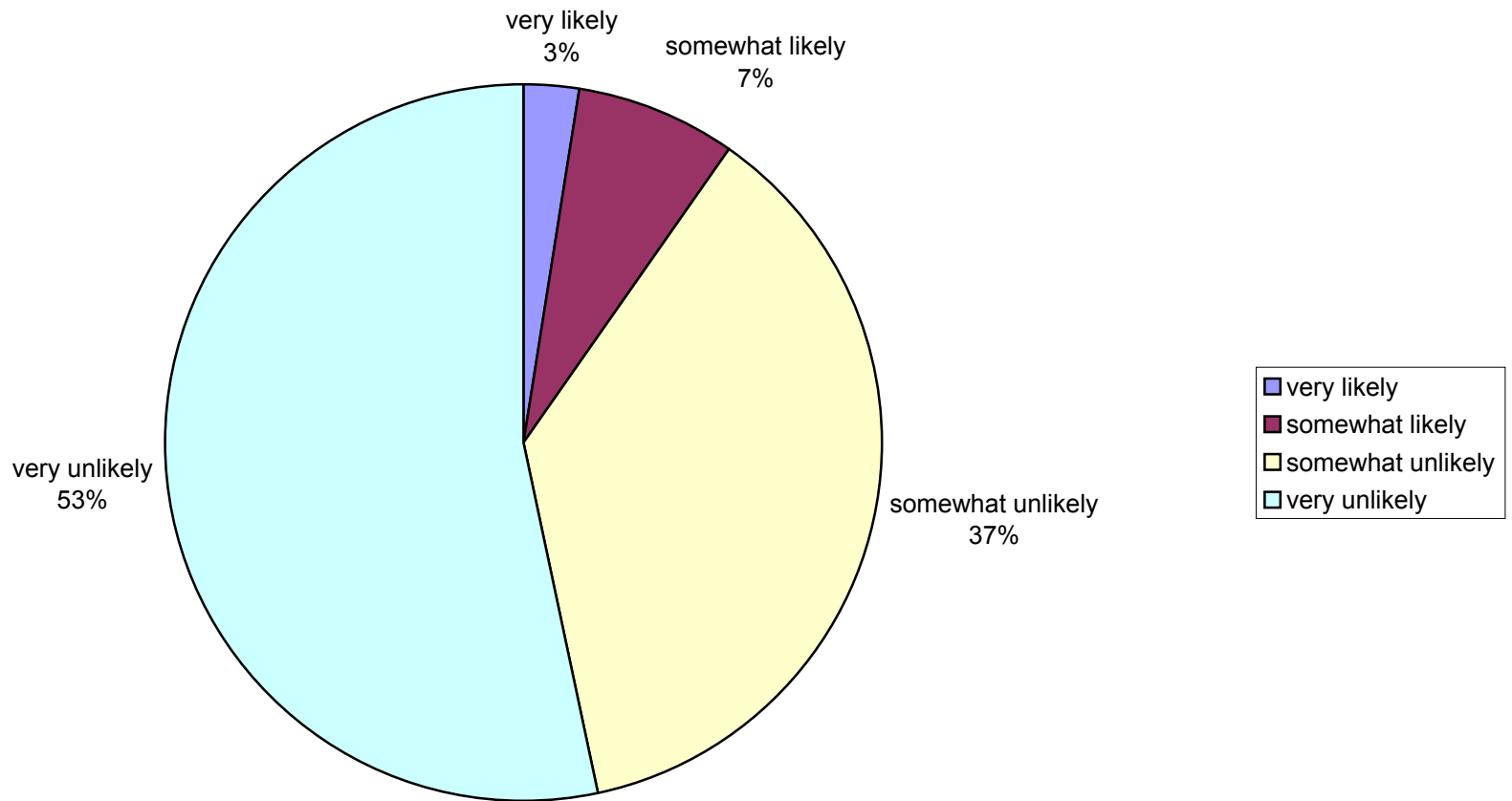
If green roofs could substantially improve water quality in the region, would you say that was:



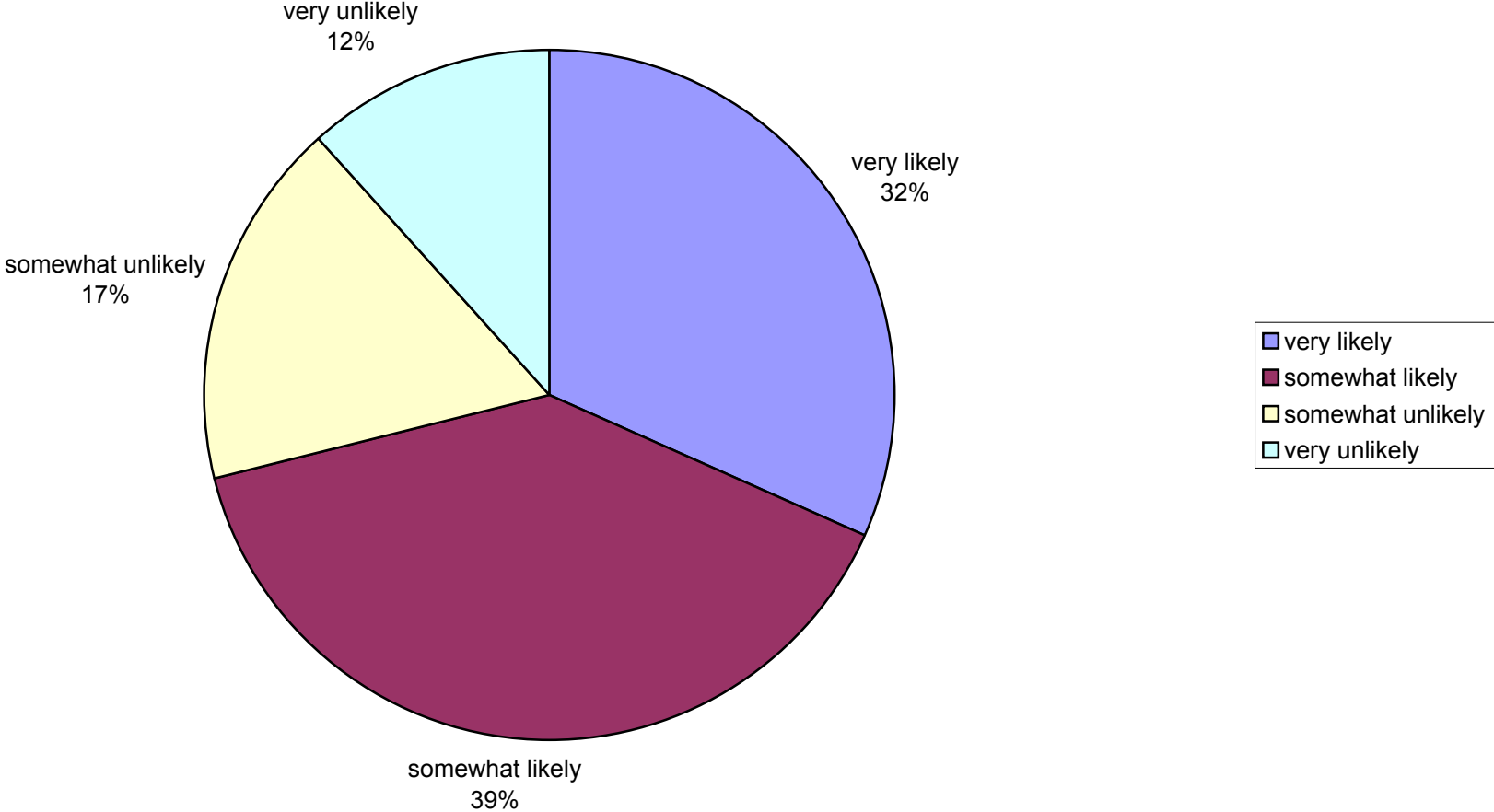
How likely is it that you would attend an open house about green roofs



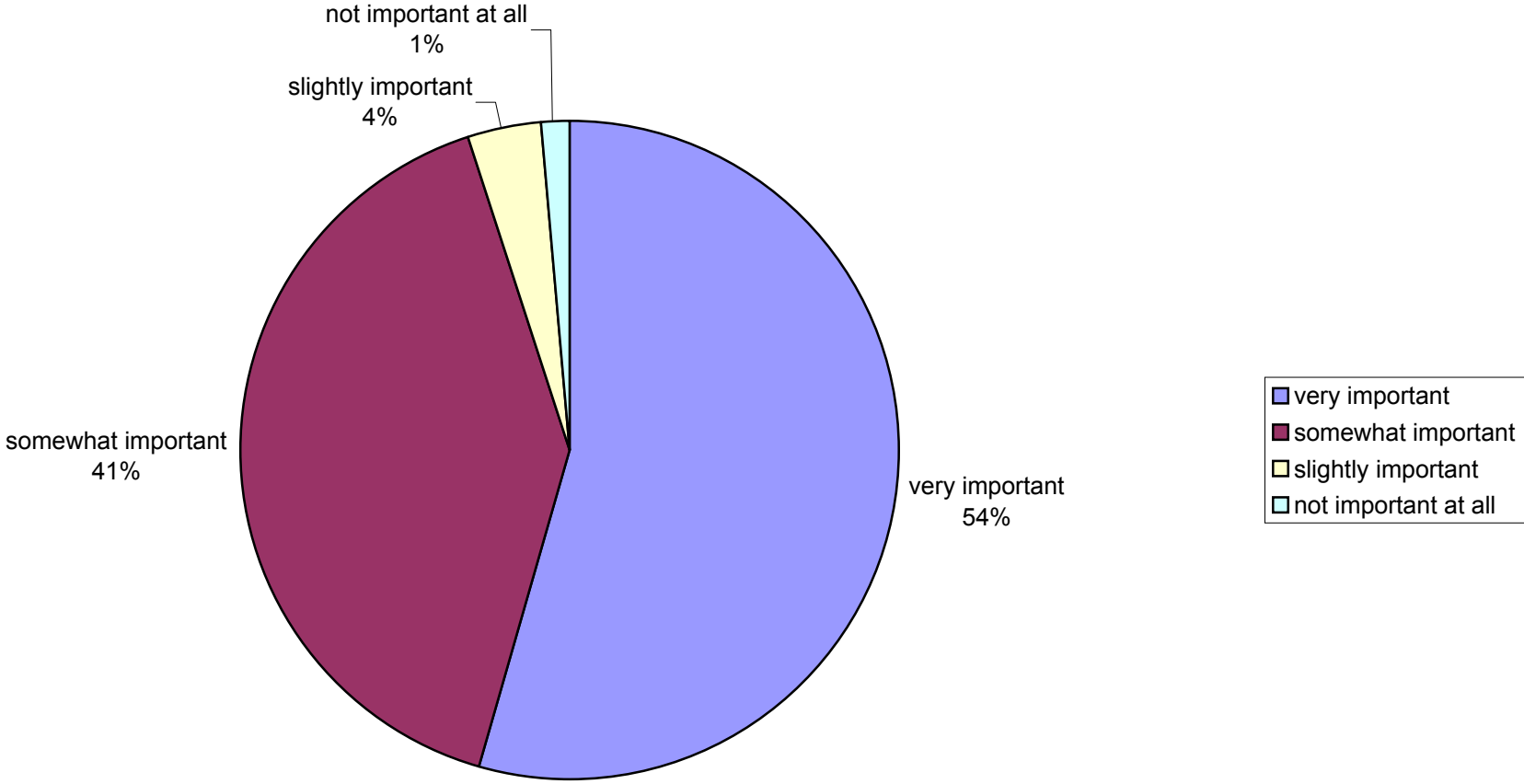
How likely is it that you would have a green roof installed at your own residence



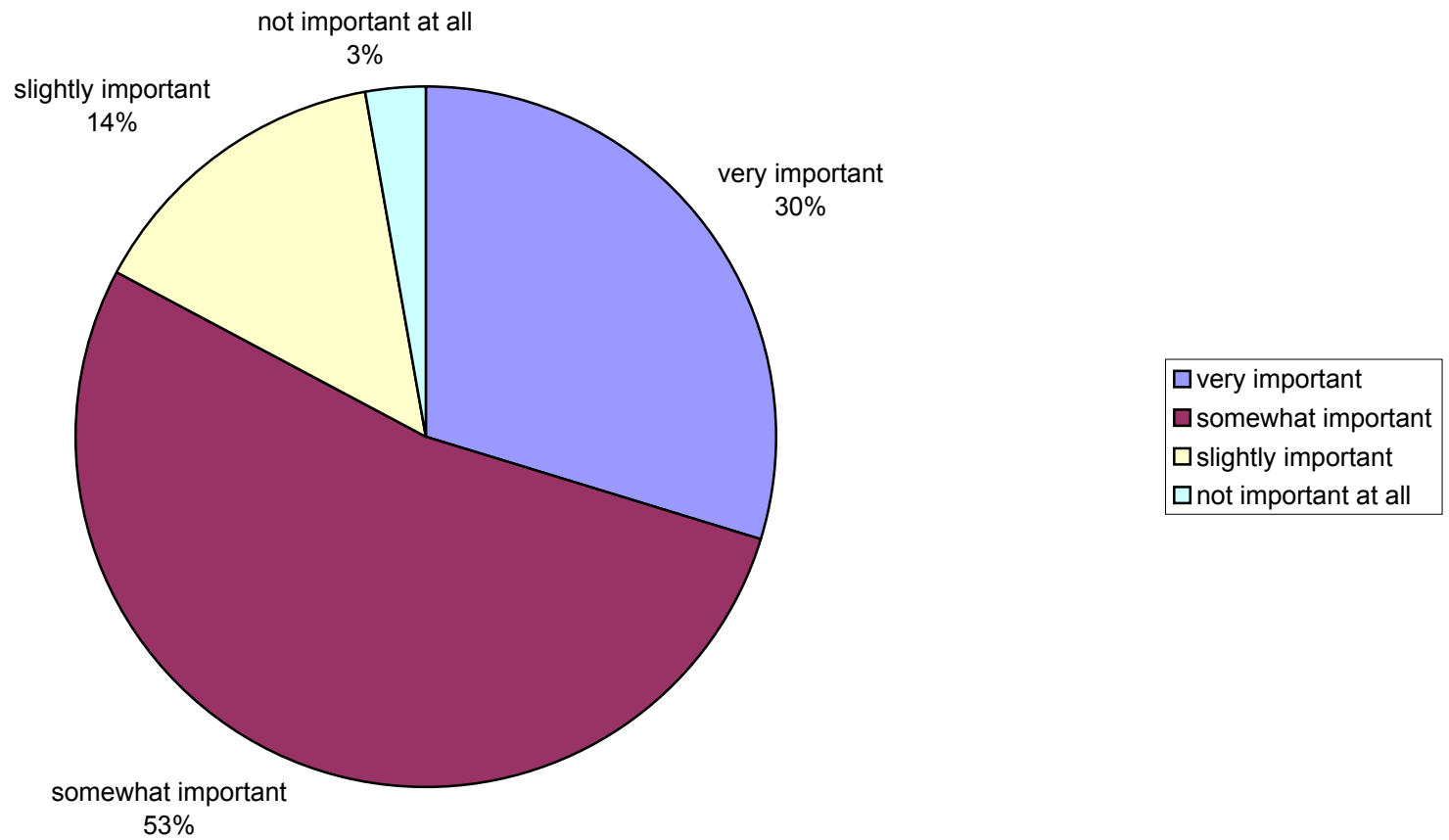
How likely is it that you would visit a green roof demonstration site in your community



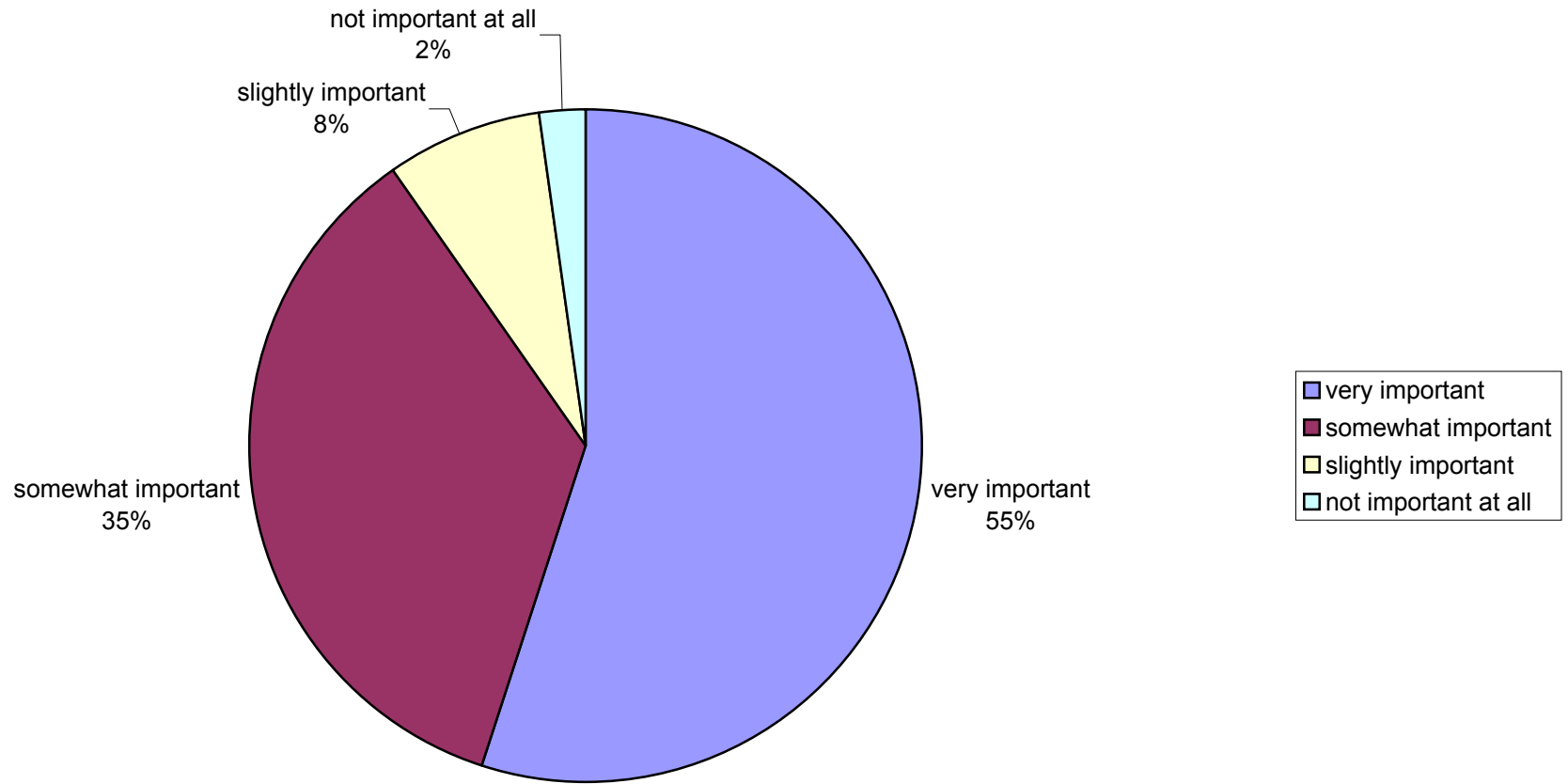
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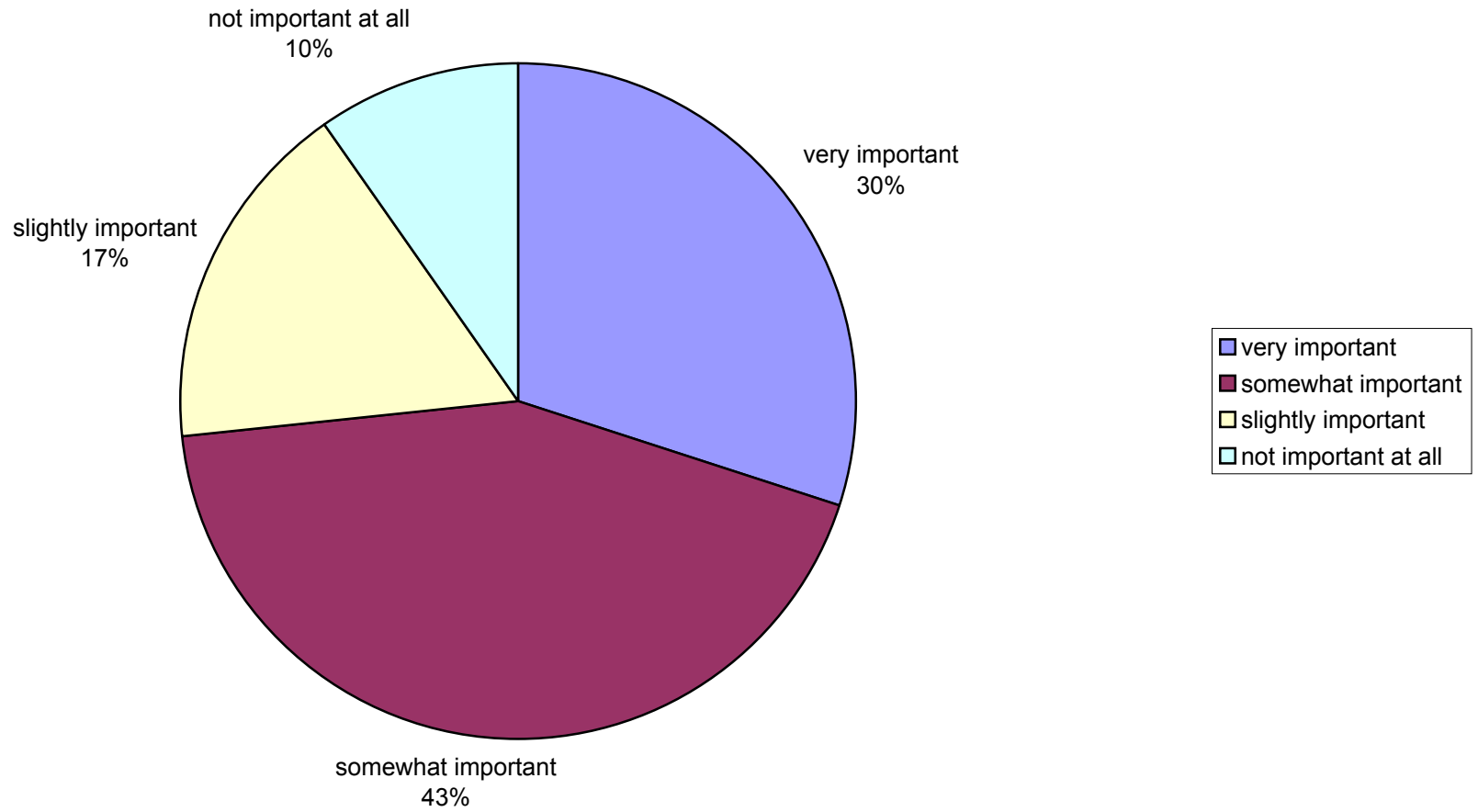
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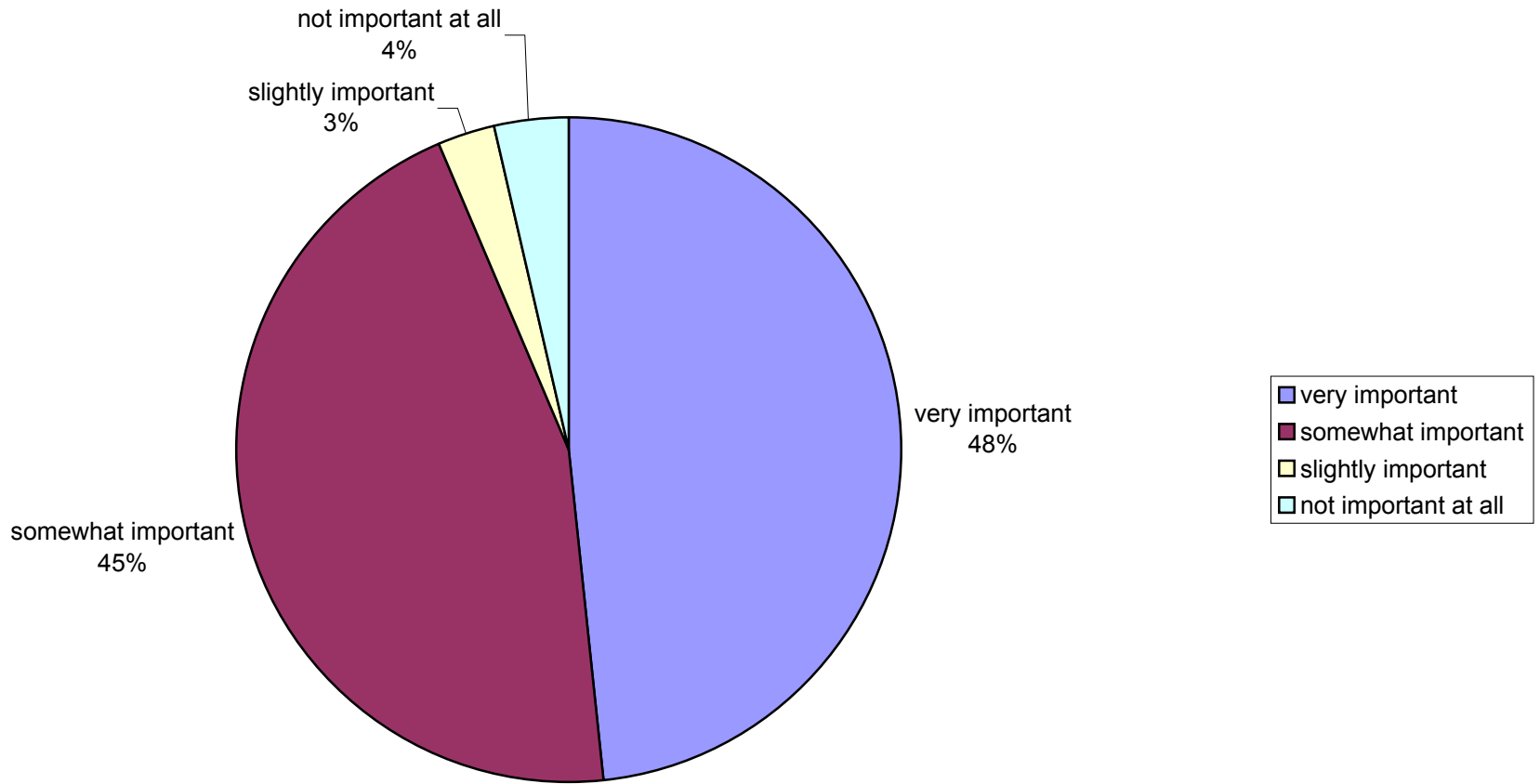
If a demonstration site were to be built in your community, how important is it that the site be a pleasant place to visit?



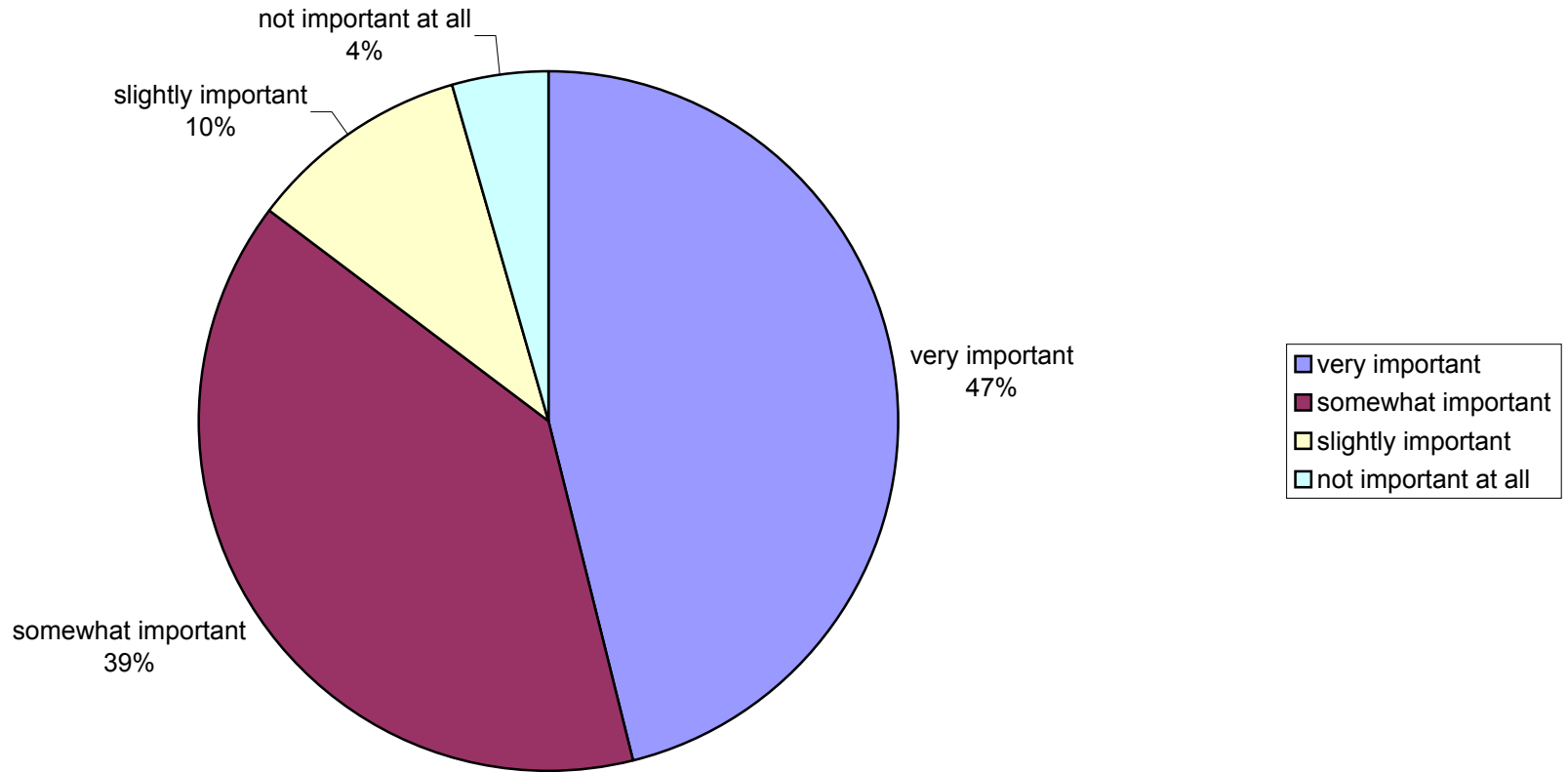
If a demonstration site were to be built in your community, how important that the site be close to the municipal core?



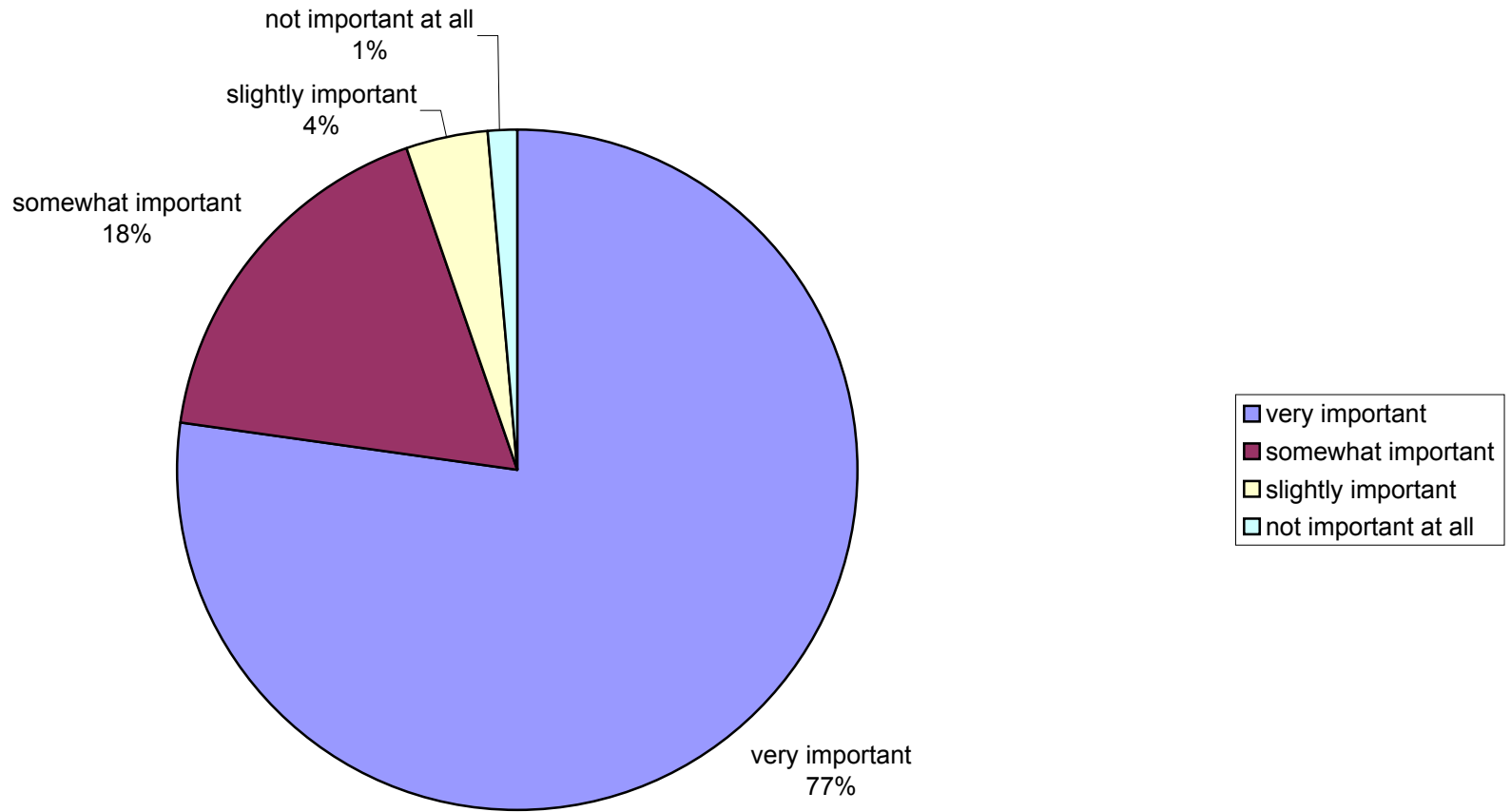
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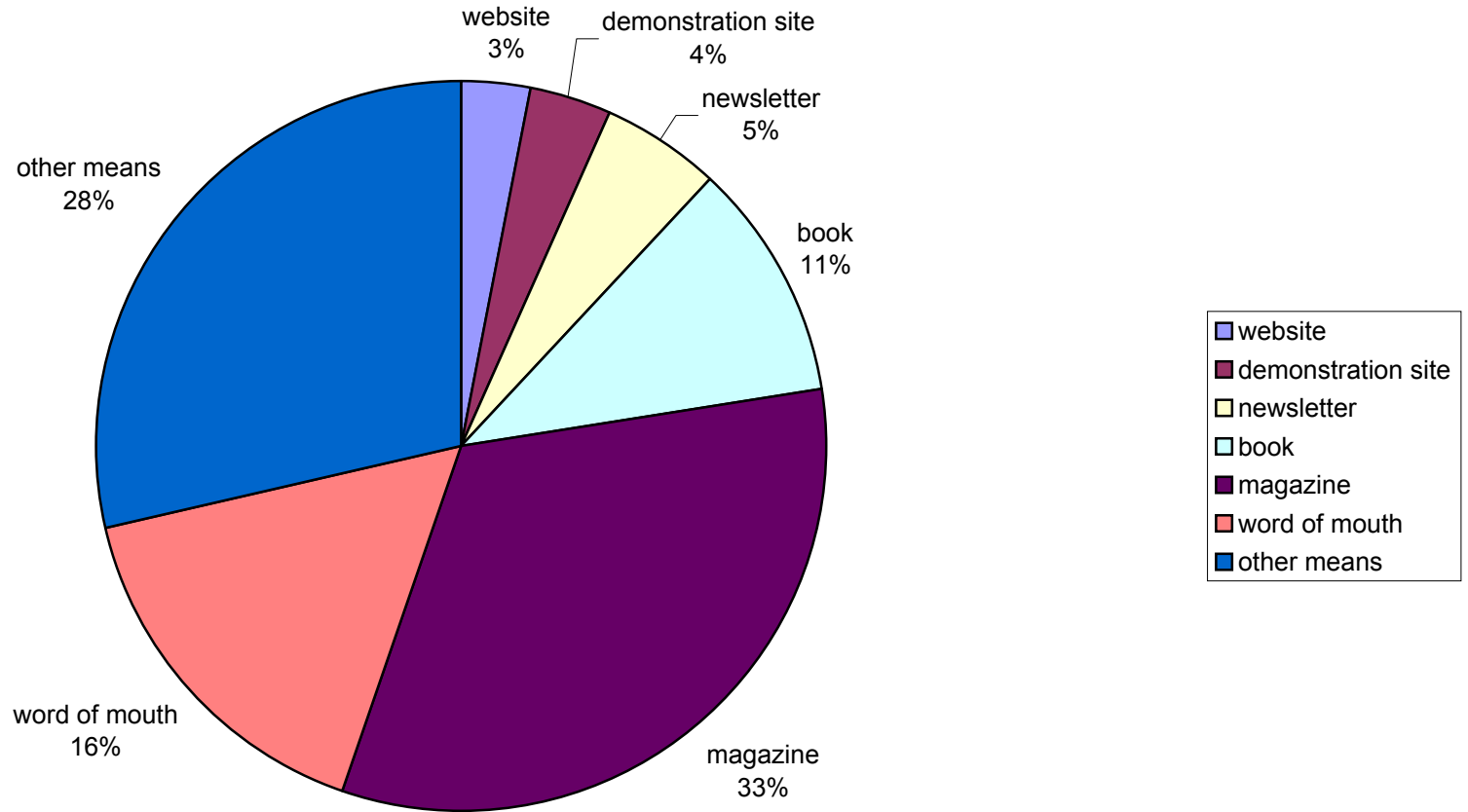
If green roofs could substantially promote enjoyment by providing outdoor recreation space in the region, would you say that was...



If green roofs could substantially reduce energy consumption in the region, would you say that was...



By which means did you learn about green roofs?



If green roofs could substantially improve air quality in the region, would you say that was:

