



2013 Citizen Satisfaction Survey Results Presentation



- ❖ Ipsos Reid conducted a telephone survey with a randomly selected sample of 300 residents of the Town of Hinton aged 18 years or older July 15th and 24th, 2013.
 - ◆ The average interview length was 20 minutes
- ❖ The final data were weighted to ensure the overall sample's age and gender composition reflects that of the actual Town of Hinton population aged 18 or older according to 2011 Federal Census data.
- ❖ With a sample of 300, results are considered accurate to within ± 5.6 percentage points, 19 times out of 20, of what they would have been had the entire population of the Town of Hinton aged 18 or older been polled.

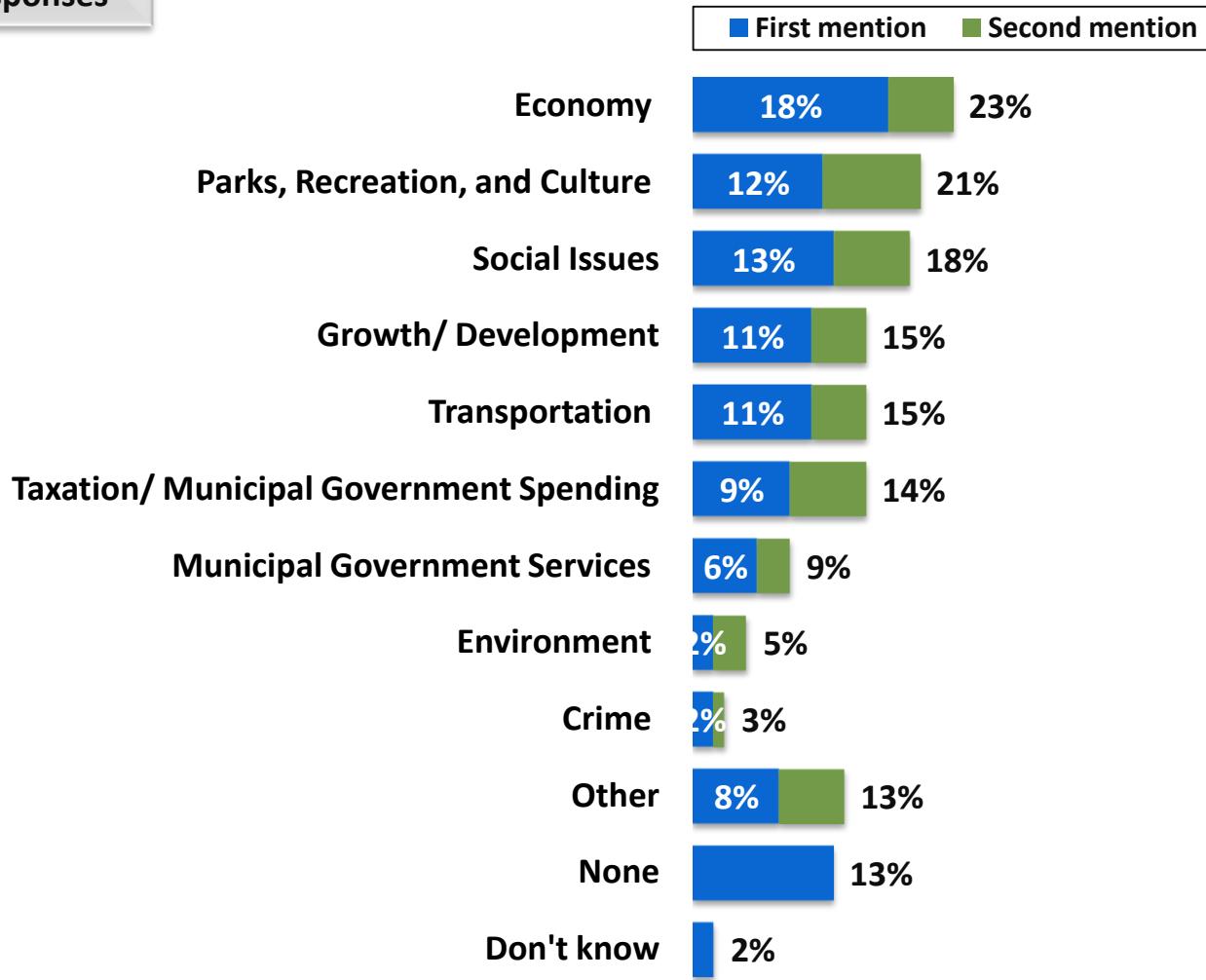
- ① **Perceptions of the quality of life in Hinton are extremely positive.**
- ② **The Economy; Parks, Recreation and Culture; and, Social Issues top the issue agenda.**
- ③ **Overall customer service and communications receive strong marks.**
- ④ **The Town of Hinton's performance garners moderate ratings.**
- ⑤ **Perceptions related to Affordable housing and Growth are two issues that warrant attention.**

DETAILED FINDINGS

ISSUE AGENDA



Multiple Responses



Q1. In your view, as a resident of Hinton, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

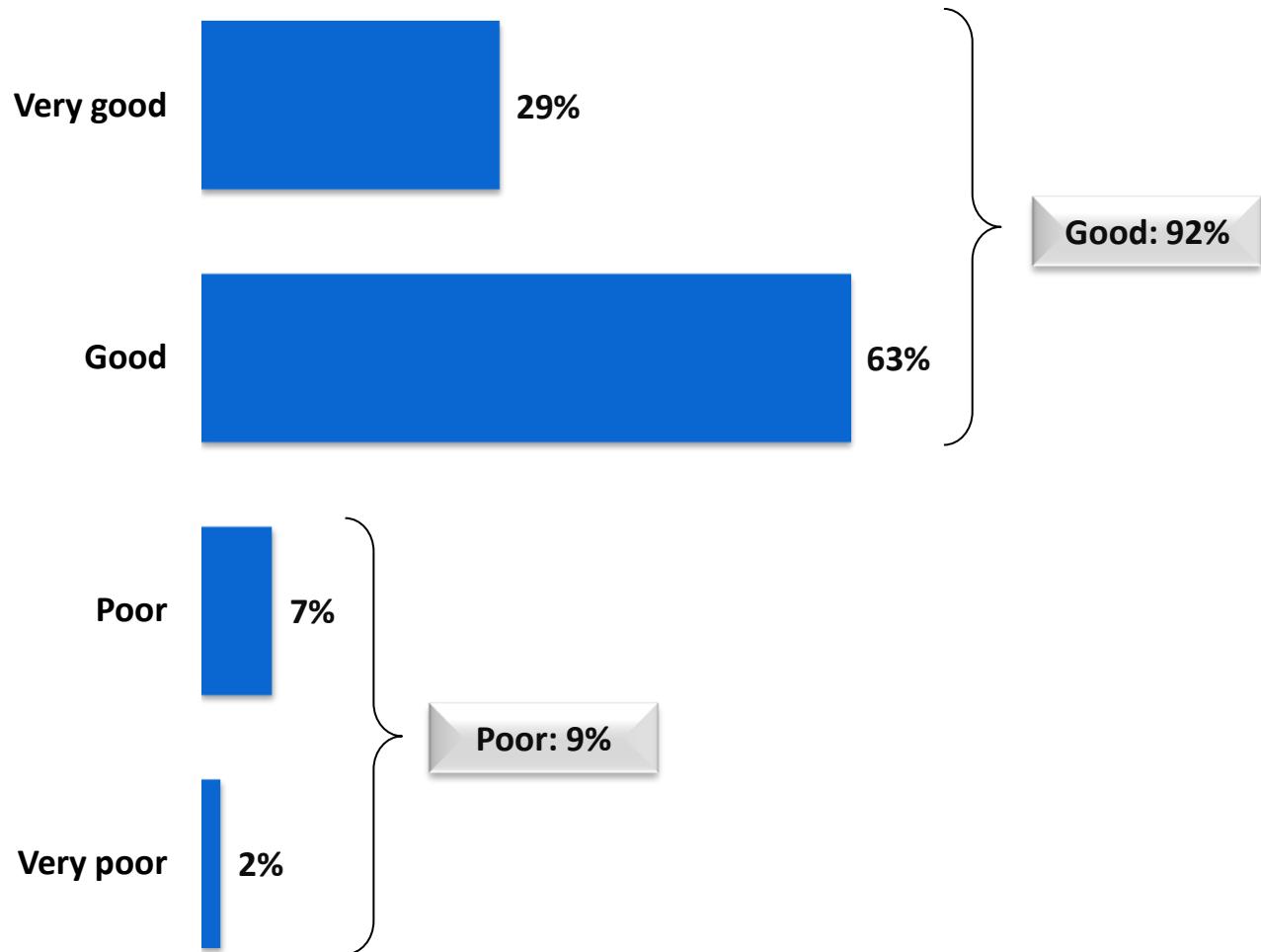
Base: All Respondents (n=300)

DETAILED FINDINGS

QUALITY OF LIFE

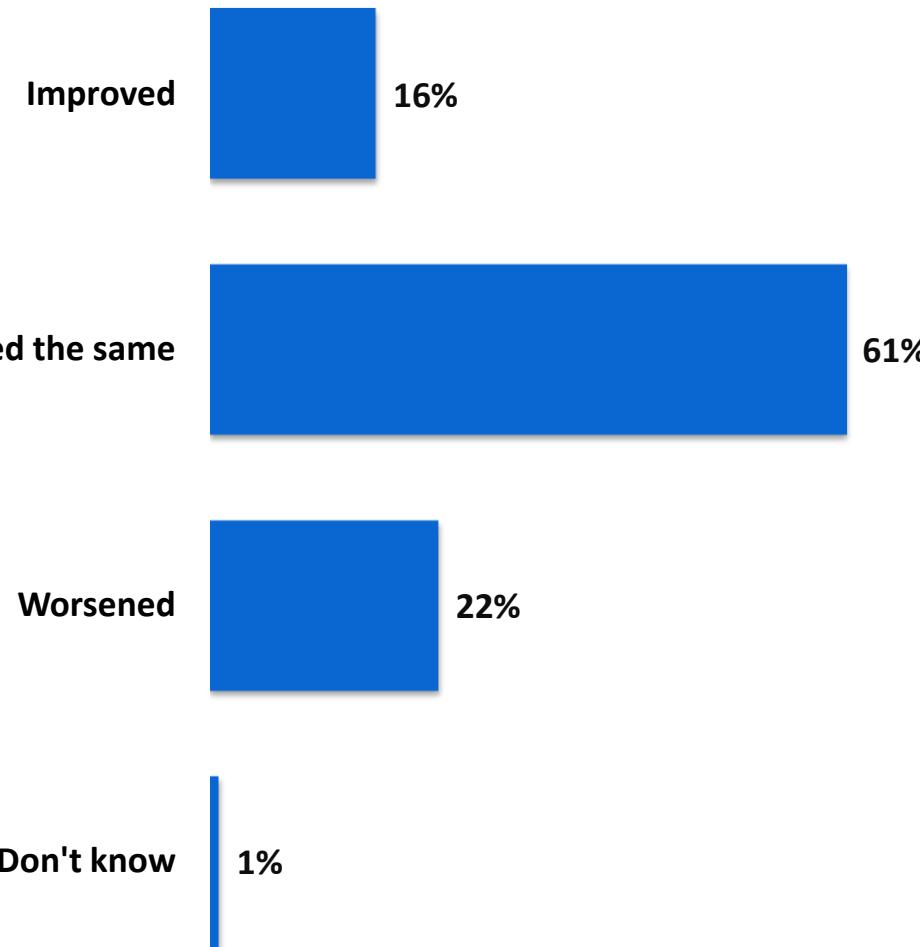


Overall Quality of Life in Hinton



Q2. How would you rate the overall quality of life in Hinton today? Would you say?
Base: All Respondents (n=300)

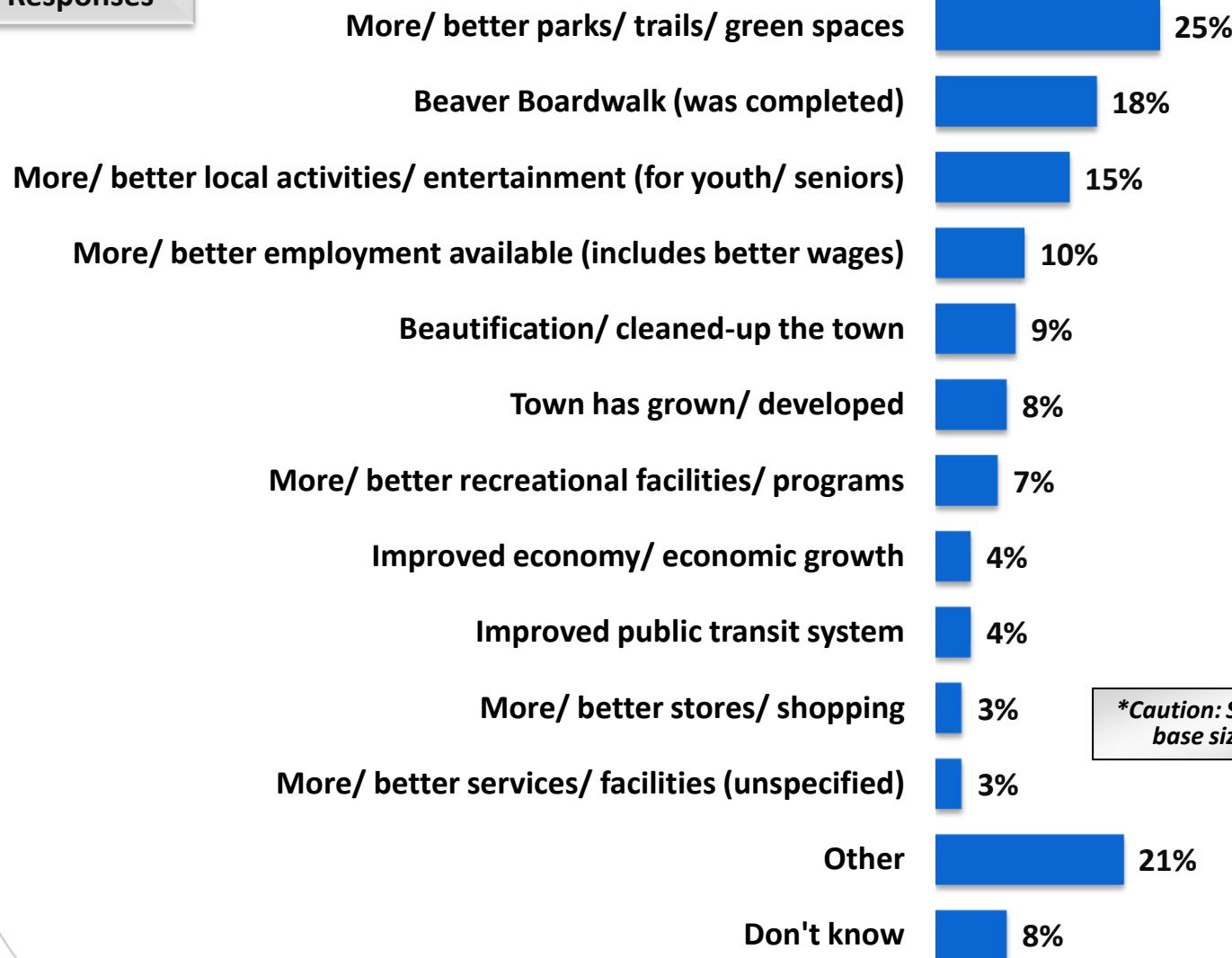
Perceived Change in the Quality of Life in Hinton



Q3. And, do you feel that the quality of life in Hinton in the past three years has ...?
Base: All Respondents (n=300)

Reasons for Improved Quality of Life

Multiple
Responses



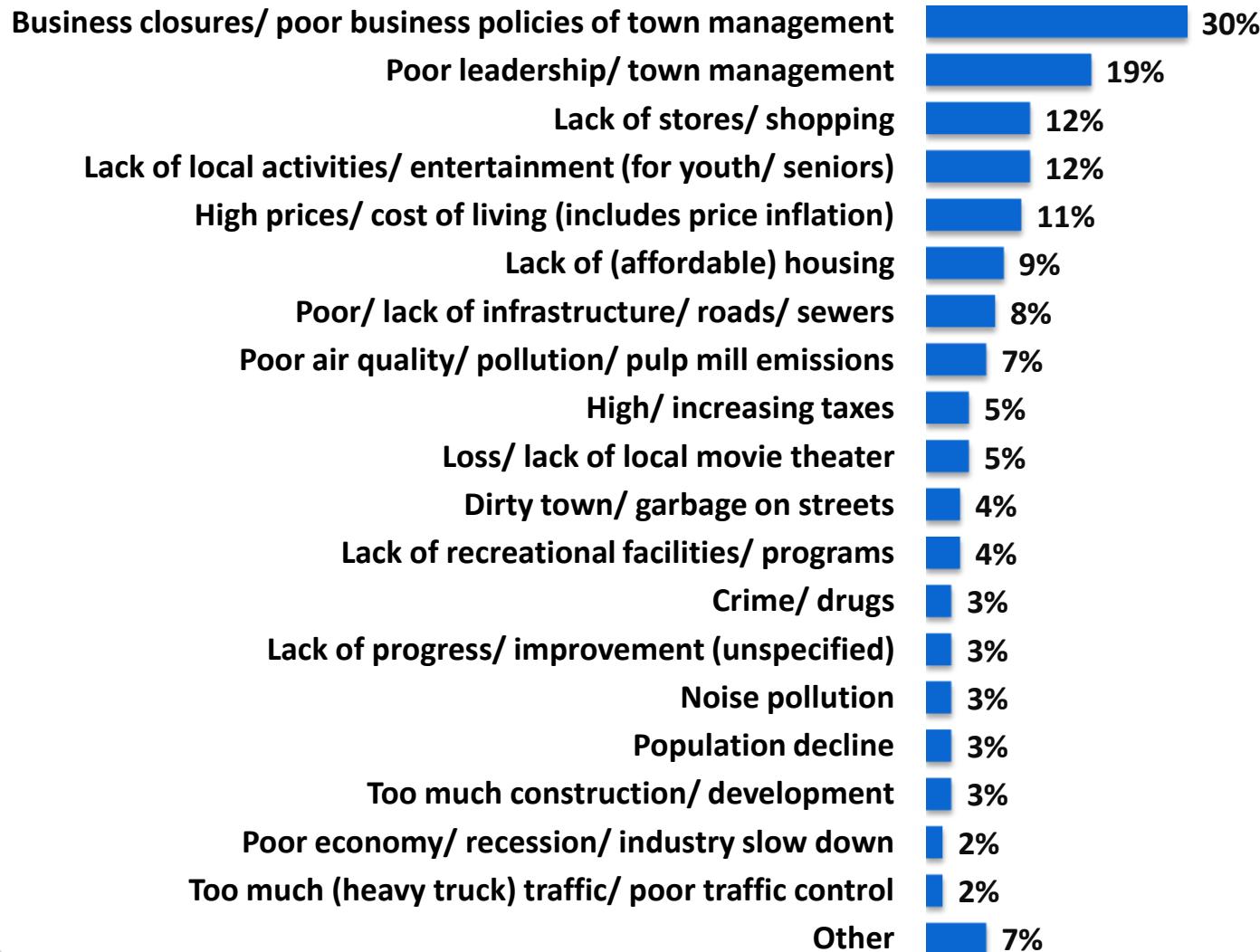
**Caution: Small
base size*

Q4. Why do you think the quality of life has improved?

Base: Feel That Quality Of Life In Hinton In The Past Three Years Has Improved (n=40*)

Reasons for Deteriorated Quality of Life

Multiple
Responses



Q5. Why do you think the quality of life has worsened?

Base: Feels That Quality Of Life In Hinton In The Past Three Years Has Worsened (n=79)

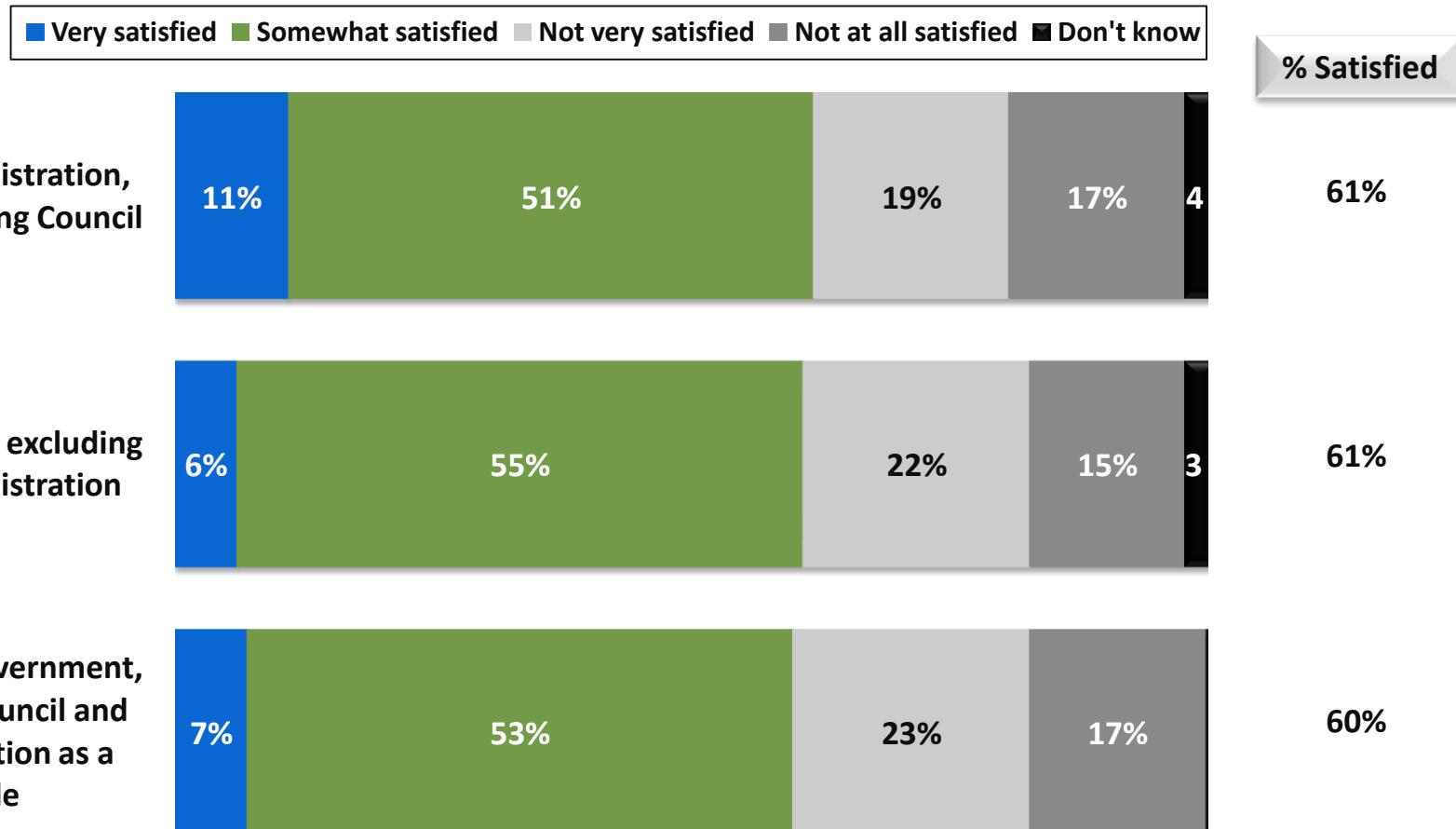
DETAILED FINDINGS

PERCEPTIONS OF

ADMINISTRATION AND COUNCIL



Satisfaction with Administration and Council



Q6. Taking everything into account, how satisfied are you with the way the Town of Hinton's ... is going about running the community?

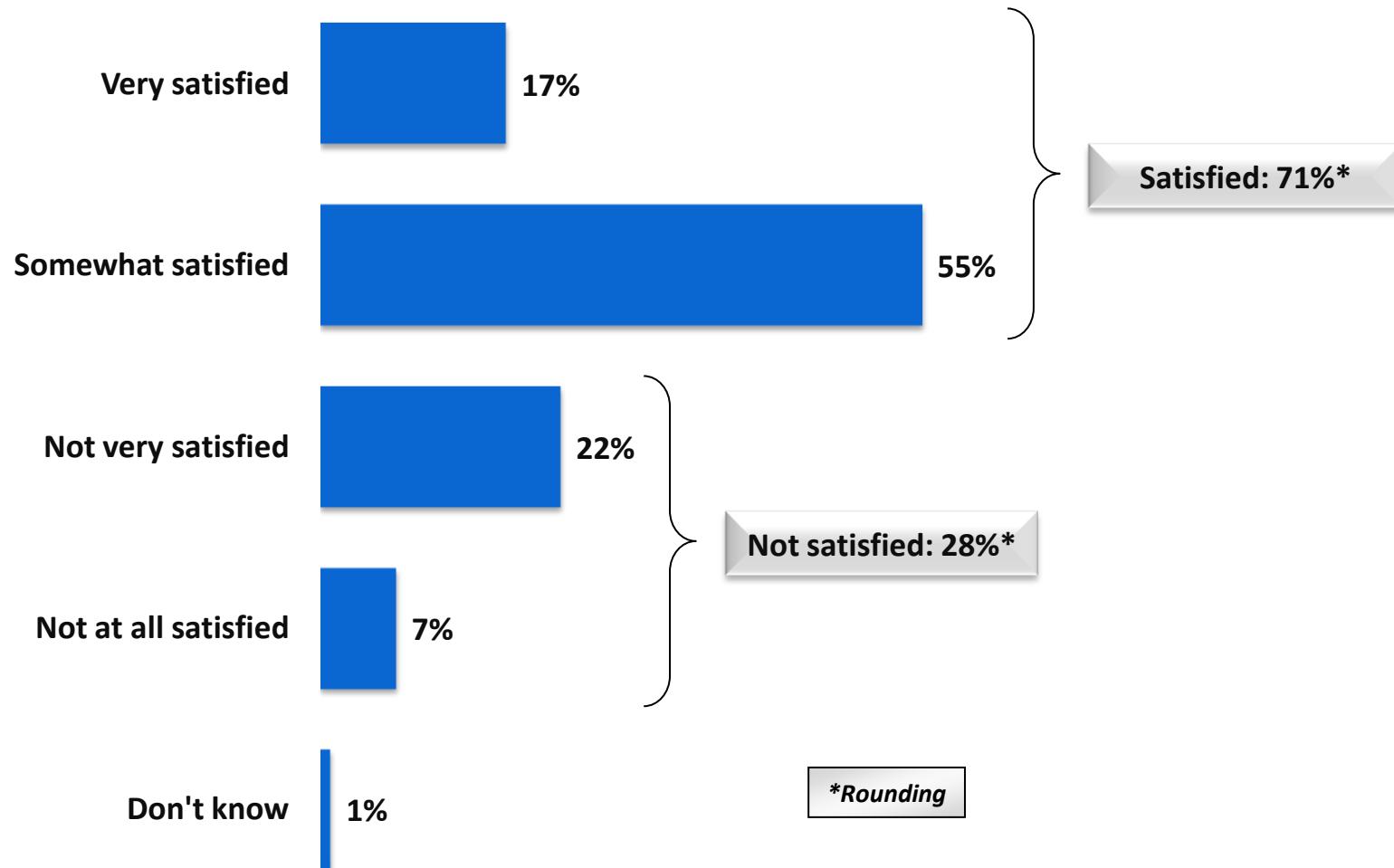
Base: All Respondents (n=300)

DETAILED FINDINGS

SATISFACTION WITH SERVICES

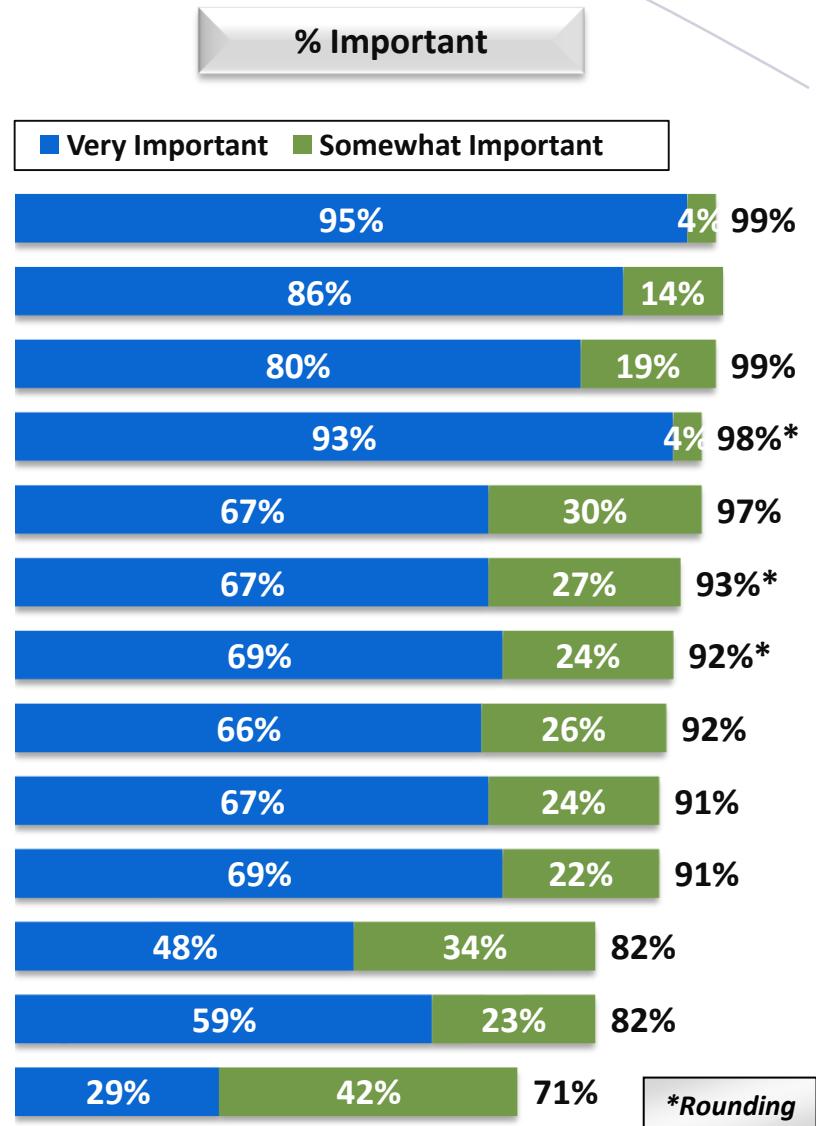


Satisfaction with the Overall Quality and Level of Programs and Services



Q6C. How satisfied are you with the overall level and quality of services and programs provided by the Town of Hinton?
Base: All Respondents (n=300)

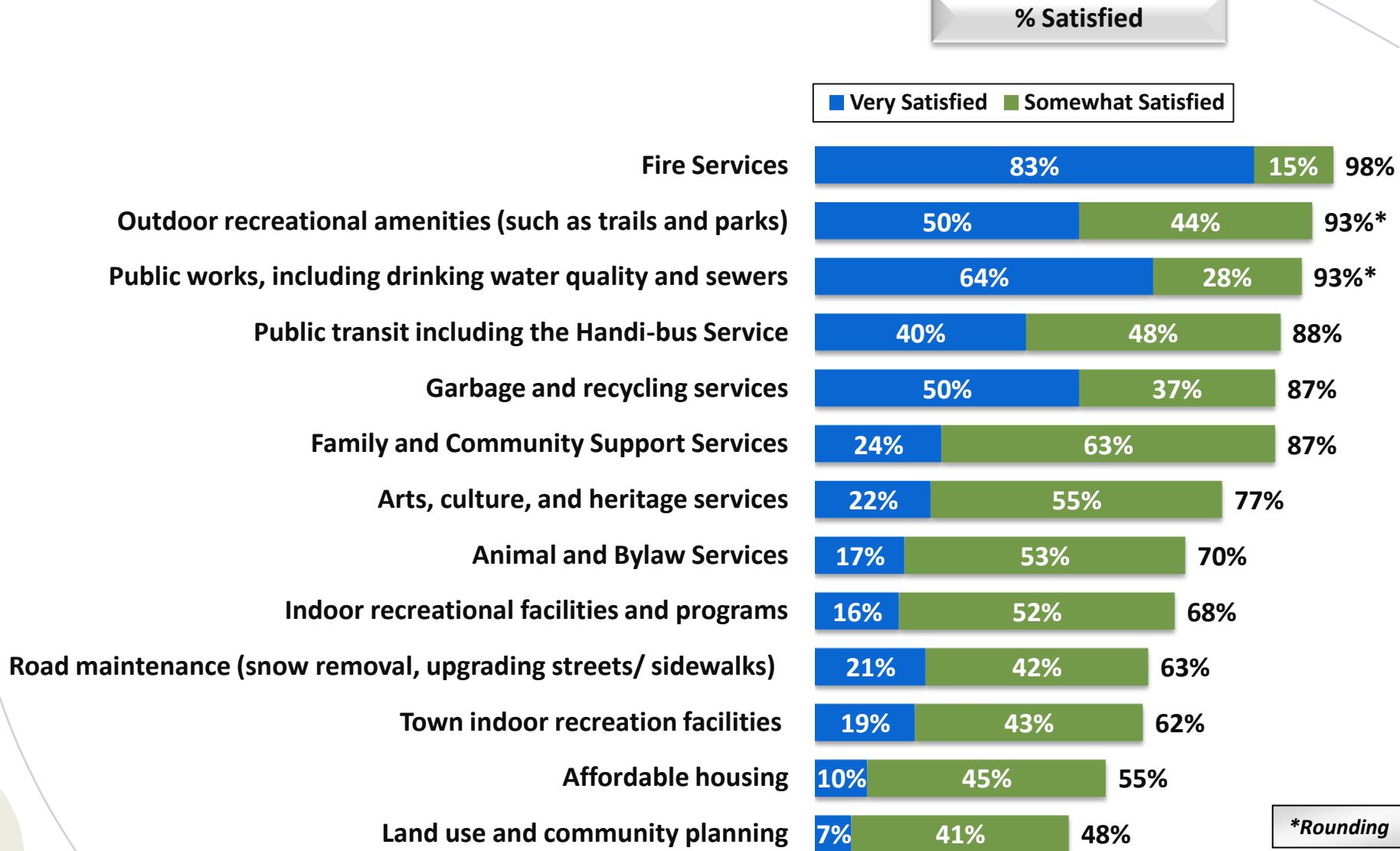
Importance of Town Programs and Services



Q7. Please tell me how important each one is to you and how satisfied you are with the job The Town is doing in providing that program or service.
 Base: All respondents (n=300)

Satisfaction with Town Programs and Services

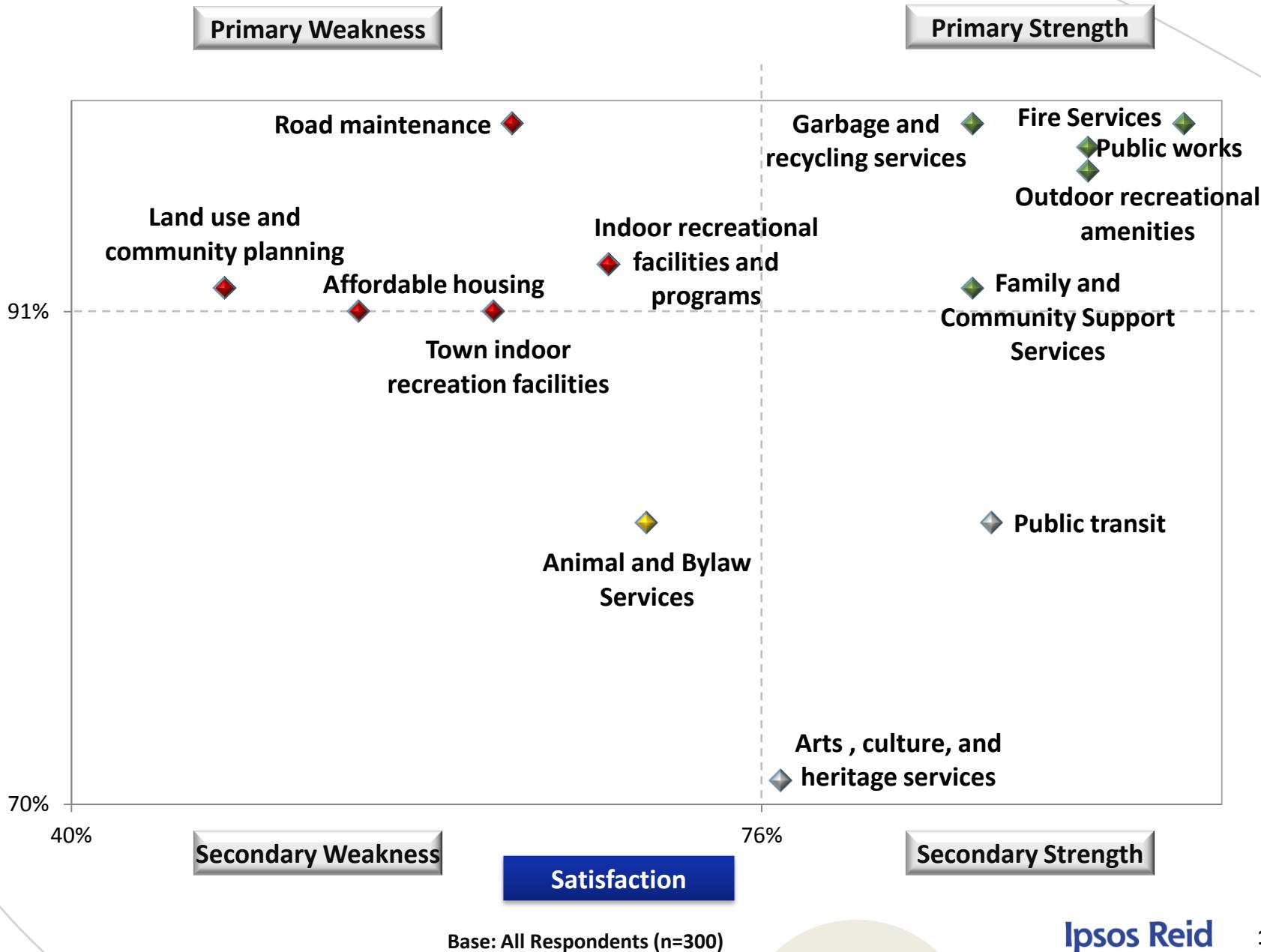
% Satisfied



Q7A. And how satisfied are you with the job The Town is doing in providing this program or service?

Base: All respondents (n=300)

Importance vs. Satisfaction Grid

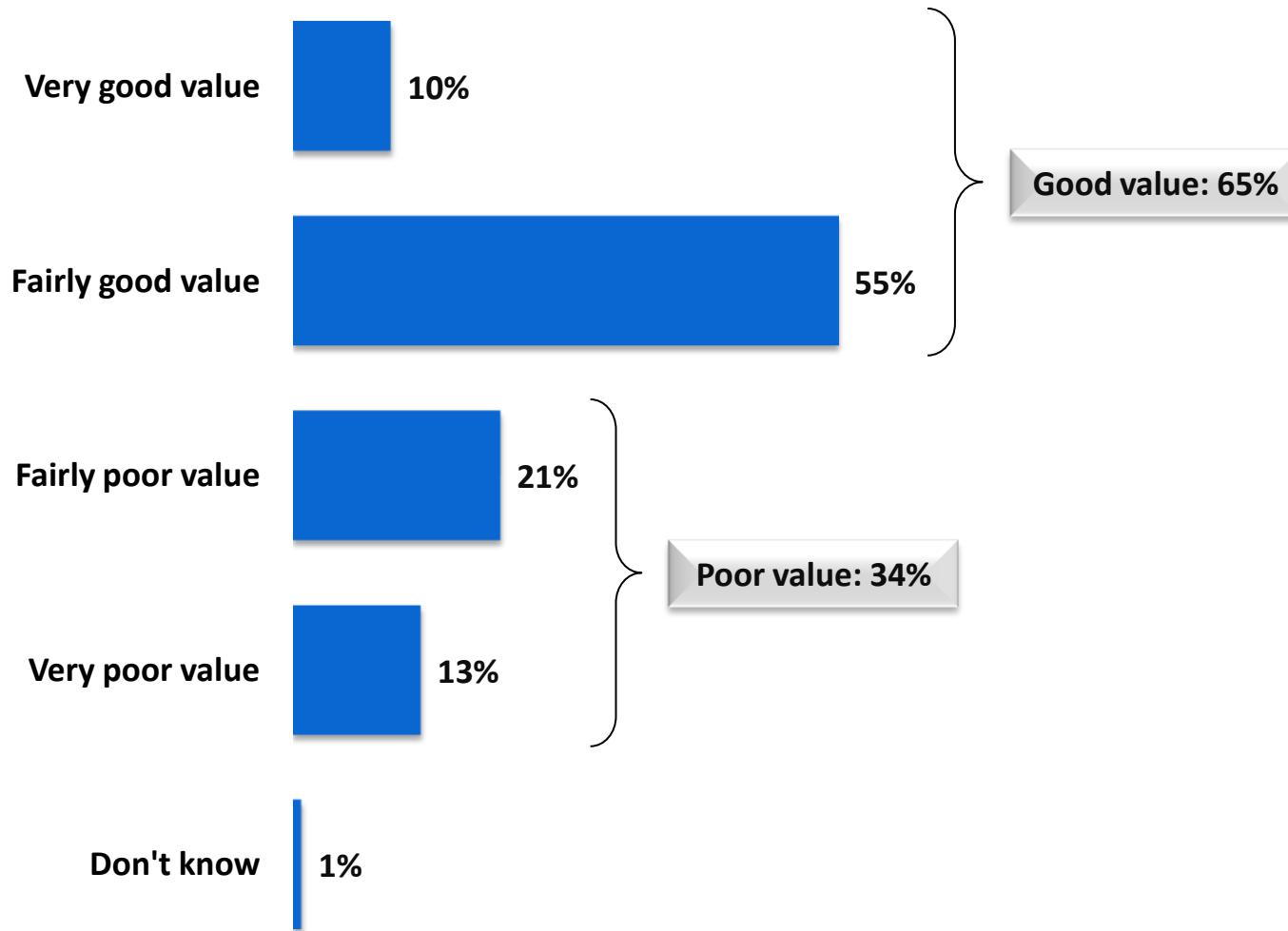


DETAILED FINDINGS

FINANCIAL PLANNING



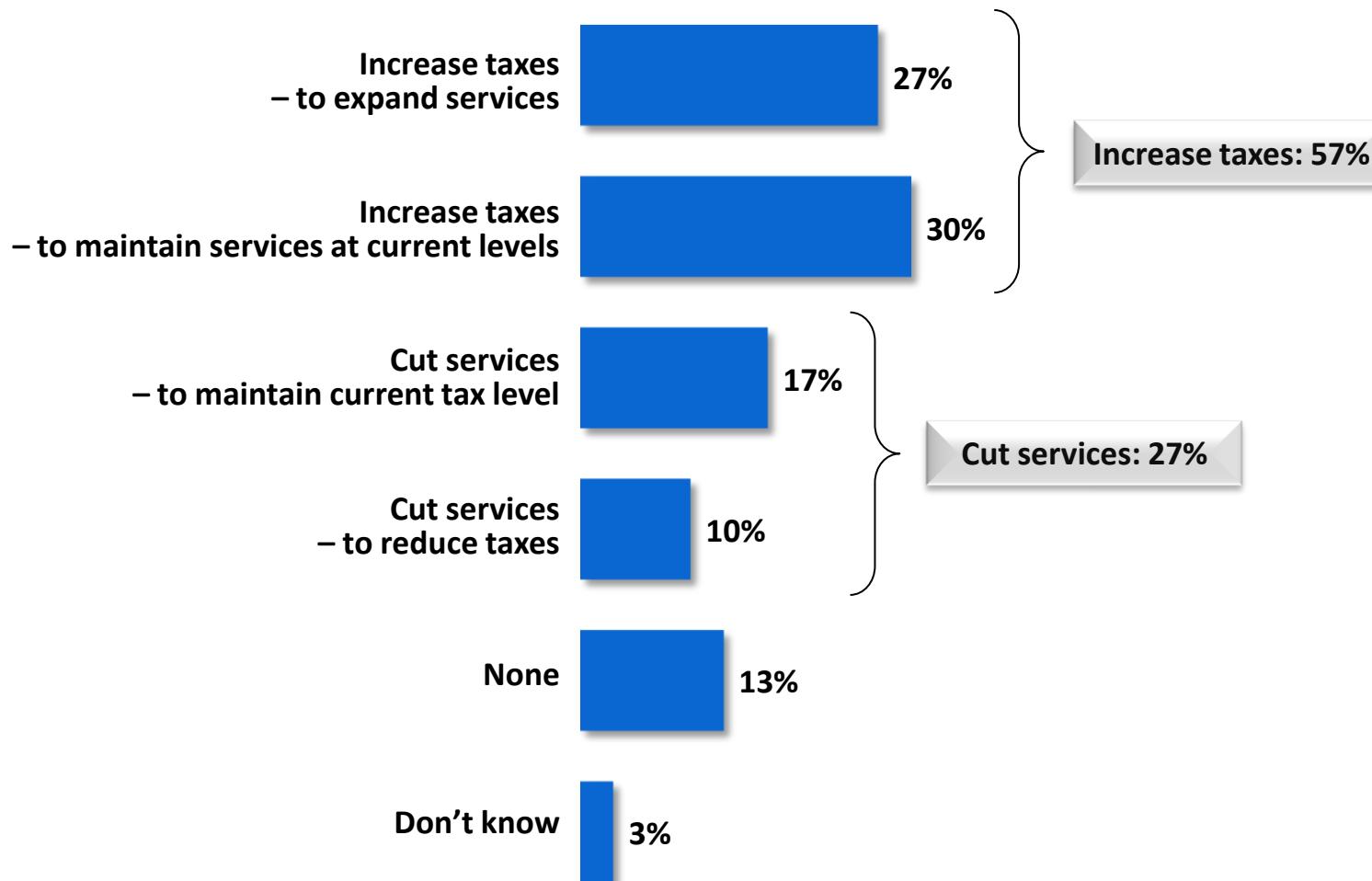
Perceived Value of Tax Dollars



Q8. Thinking about all the programs and services you receive from the Town of Hinton, would you say that overall you get good value or poor value for your tax dollars?

Base: All Respondents (n=300)

Balancing Taxation and Service Delivery Levels



Q8B. Municipal property taxes are the primary way to pay for services provided by the Town of Hinton. Due to the increased cost of maintaining current service levels and infrastructure, the Town of Hinton must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Hinton to pursue?

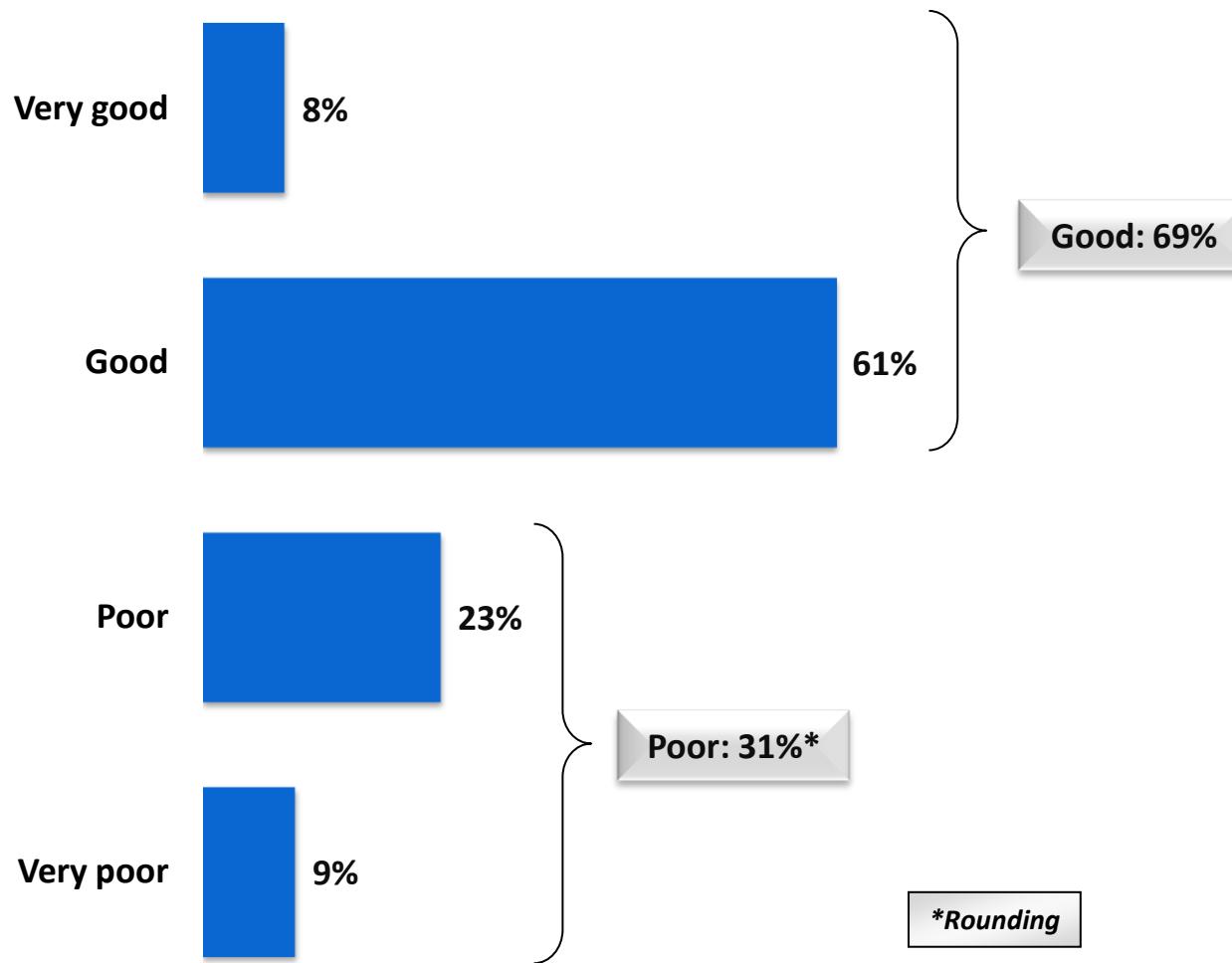
Base: All respondents (n=300)

DETAILED FINDINGS

COMMUNICATION



Effectiveness of Town Communications with Citizens

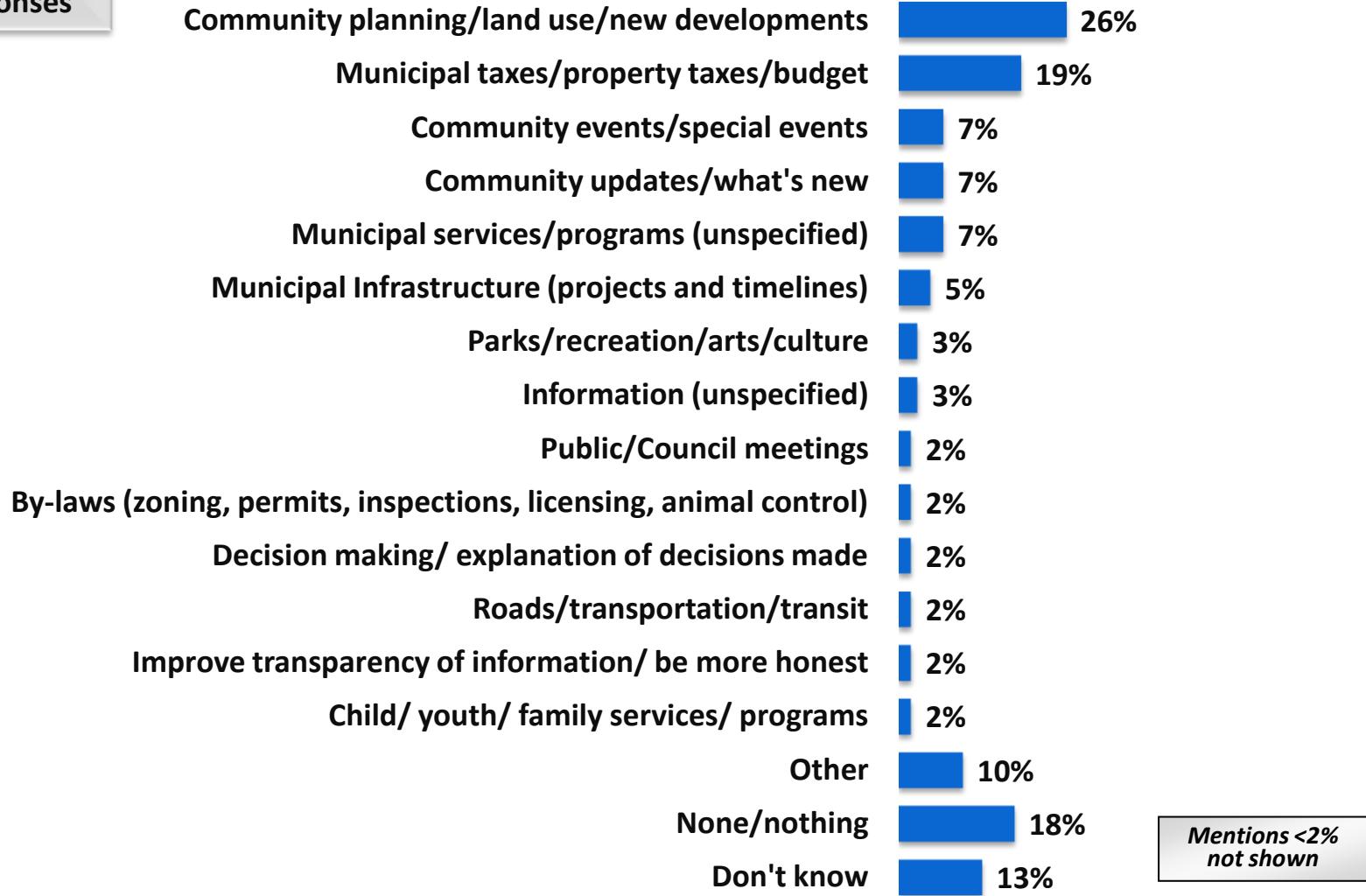


Q9. Overall, how would you rate the Town of Hinton in terms of how well it communicates with citizens about its services, programs, policies and plans?

Base: All Respondents (n=300)

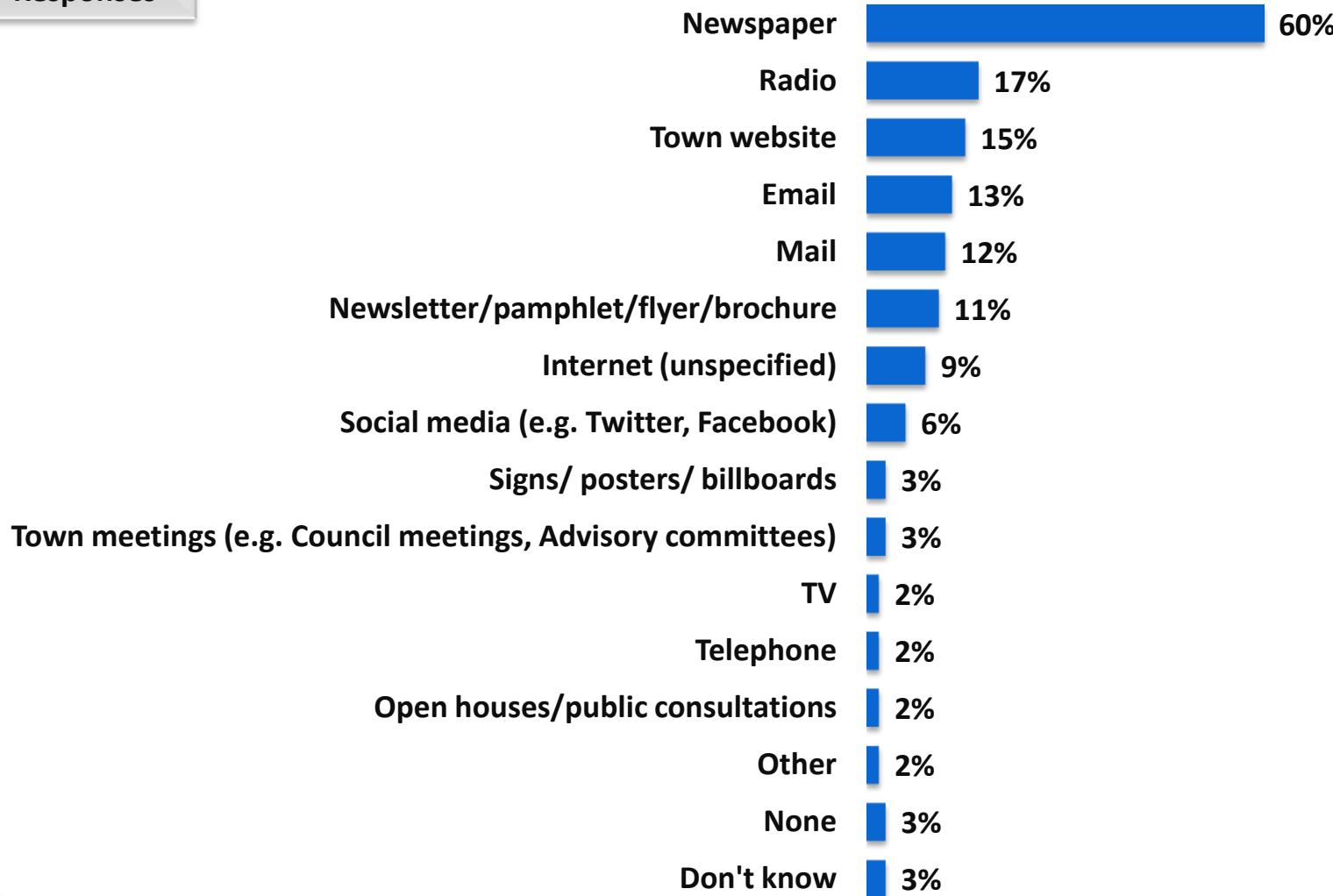
Types of Information Desired

Multiple
Responses



Preferred Communication Channels

Multiple
Responses



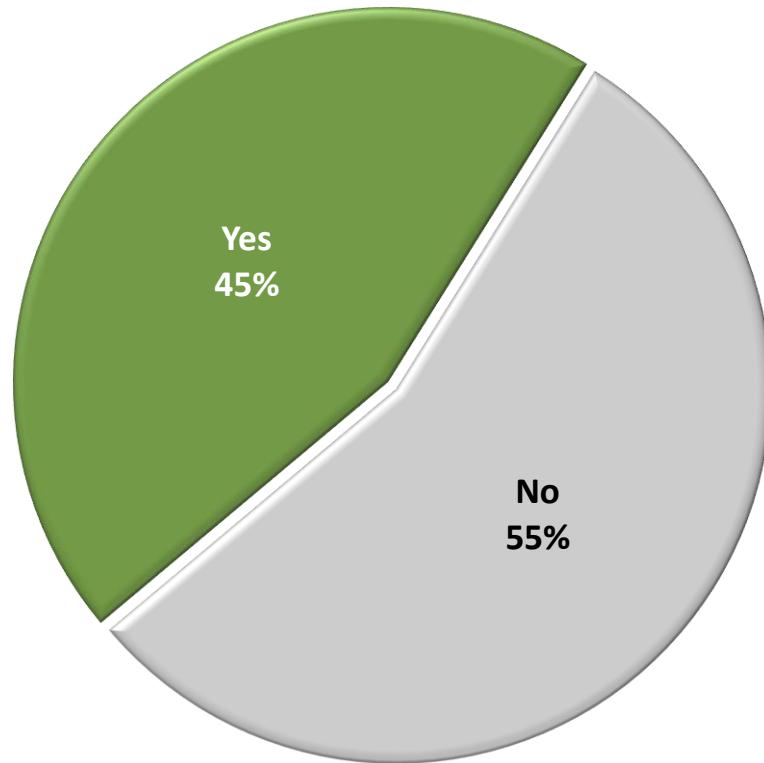
Q11. And what methods would be best for the Town of Hinton to communicate information to you? Any others?
Base: All Respondents (n=300)

DETAILED FINDINGS

WEBSITE



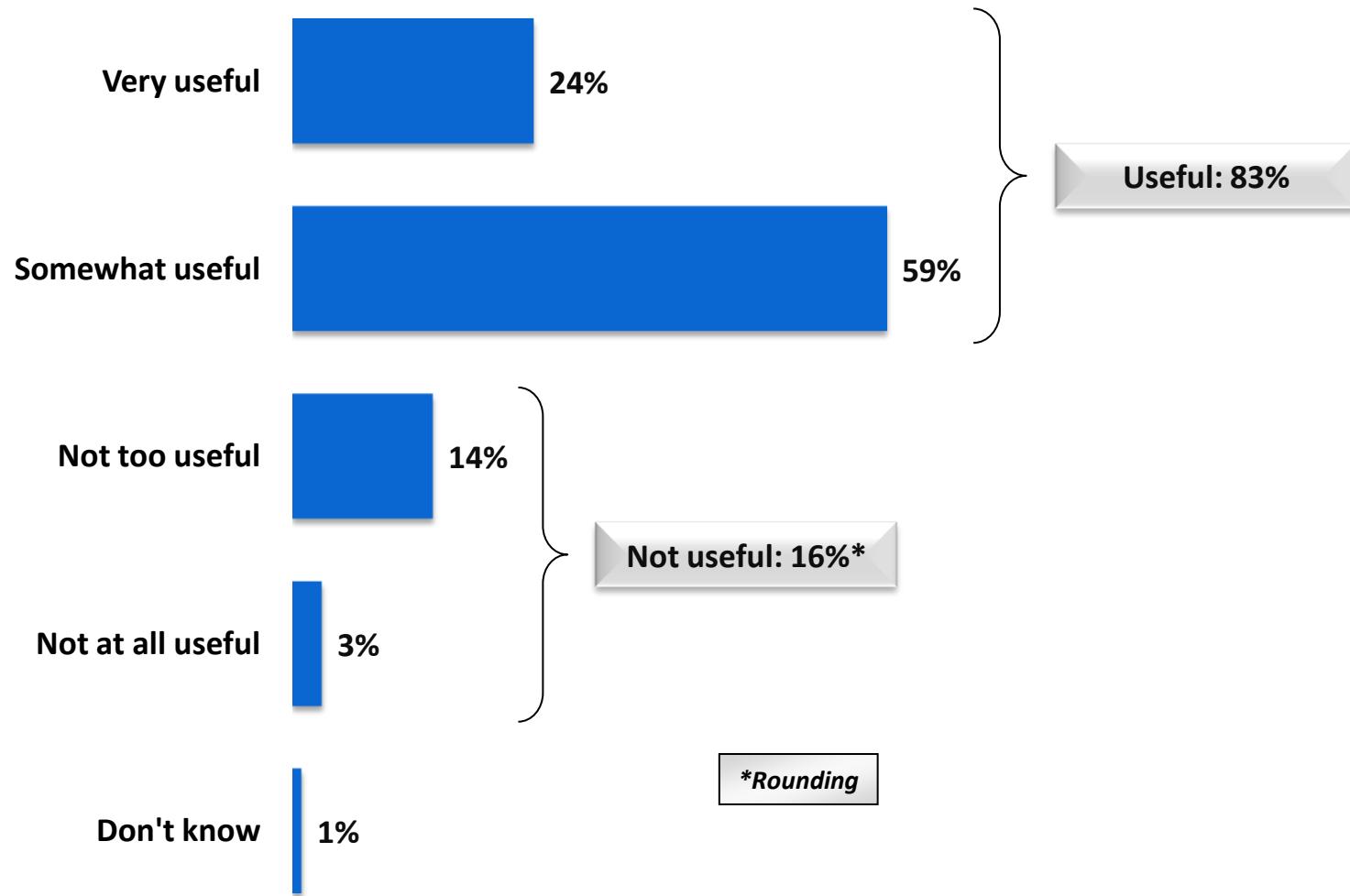
Past 12 Months Visitation of the Town of Hinton's Website



QW1. Have you been to the Town of Hinton's website in the last twelve months?

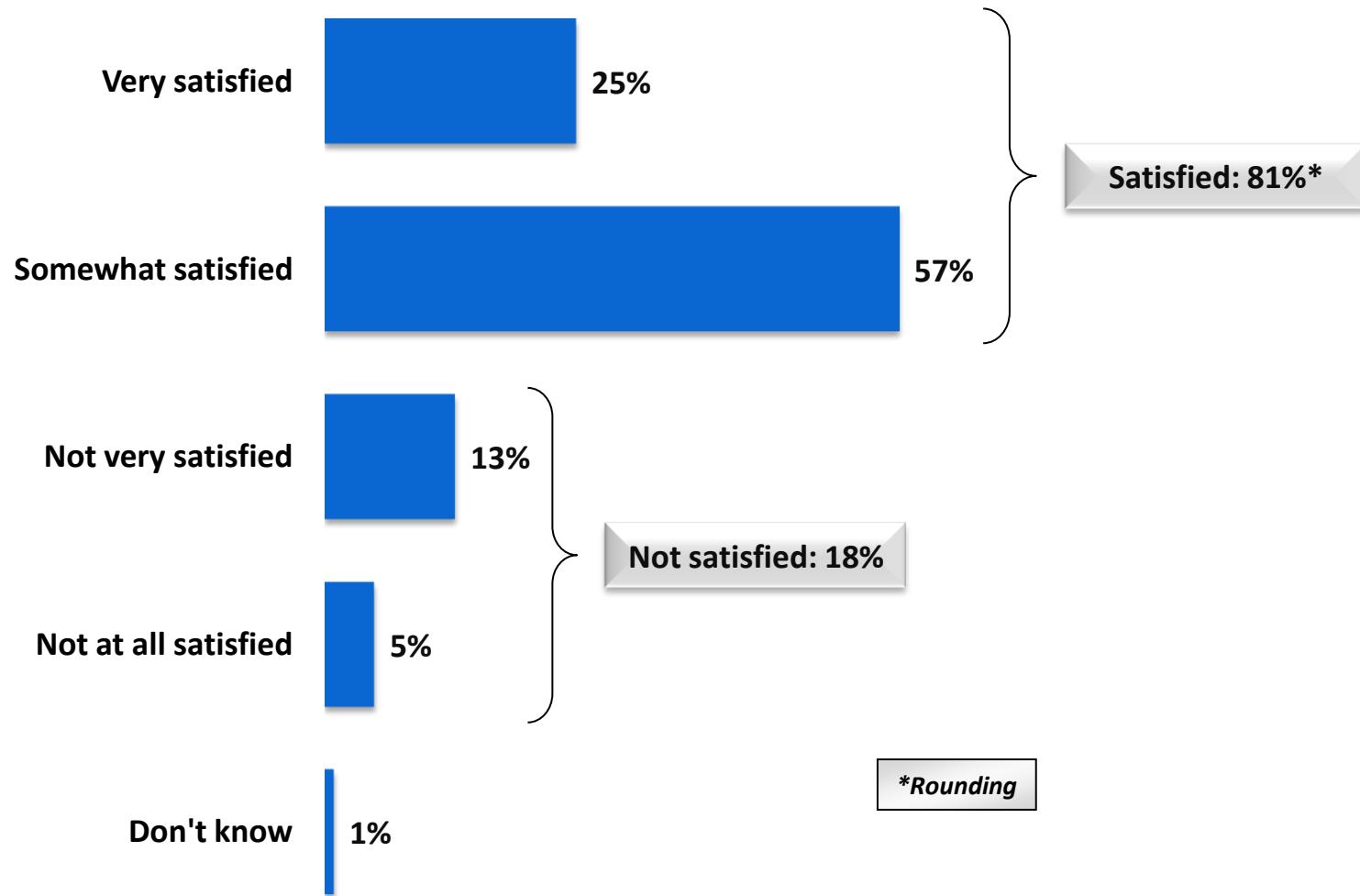
Base: All Respondents (n=300)

Usefulness of Online Information and Services



QW2. How useful was the content of information and online services available on the website?
Base: Has Been To The Town Of Hinton's Website In The Last 12 Months (n=130)

Overall Satisfaction with the Functionality of the Town's Website



QW3. And overall, how satisfied are you with the functionality of the Town's website?
Base: Has Been To The Town Of Hinton's Website In The Last 12 Months (n=130)

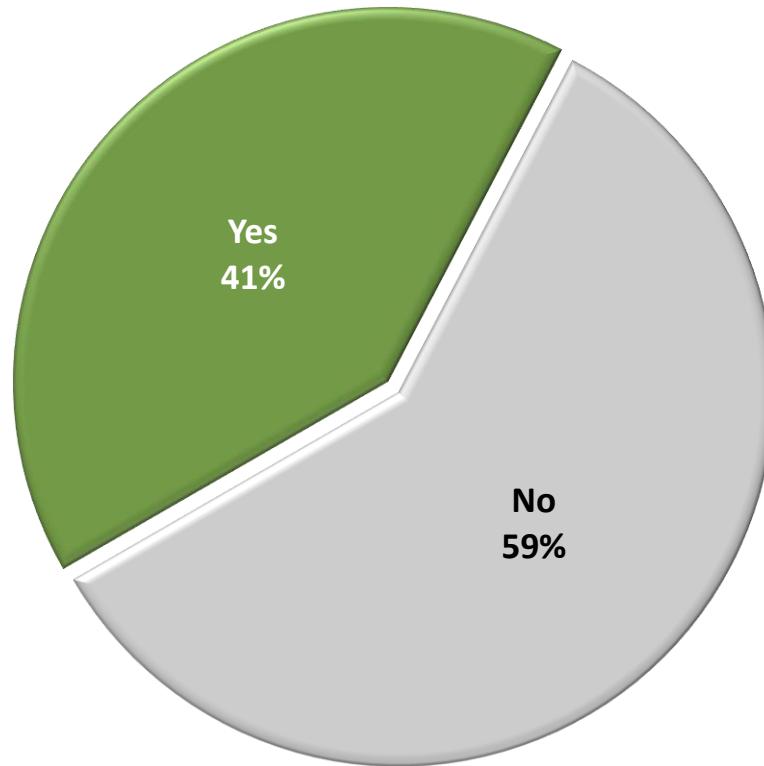
DETAILED FINDINGS

CUSTOMER SERVICE



Past 12 Months Contact with The Town of Hinton

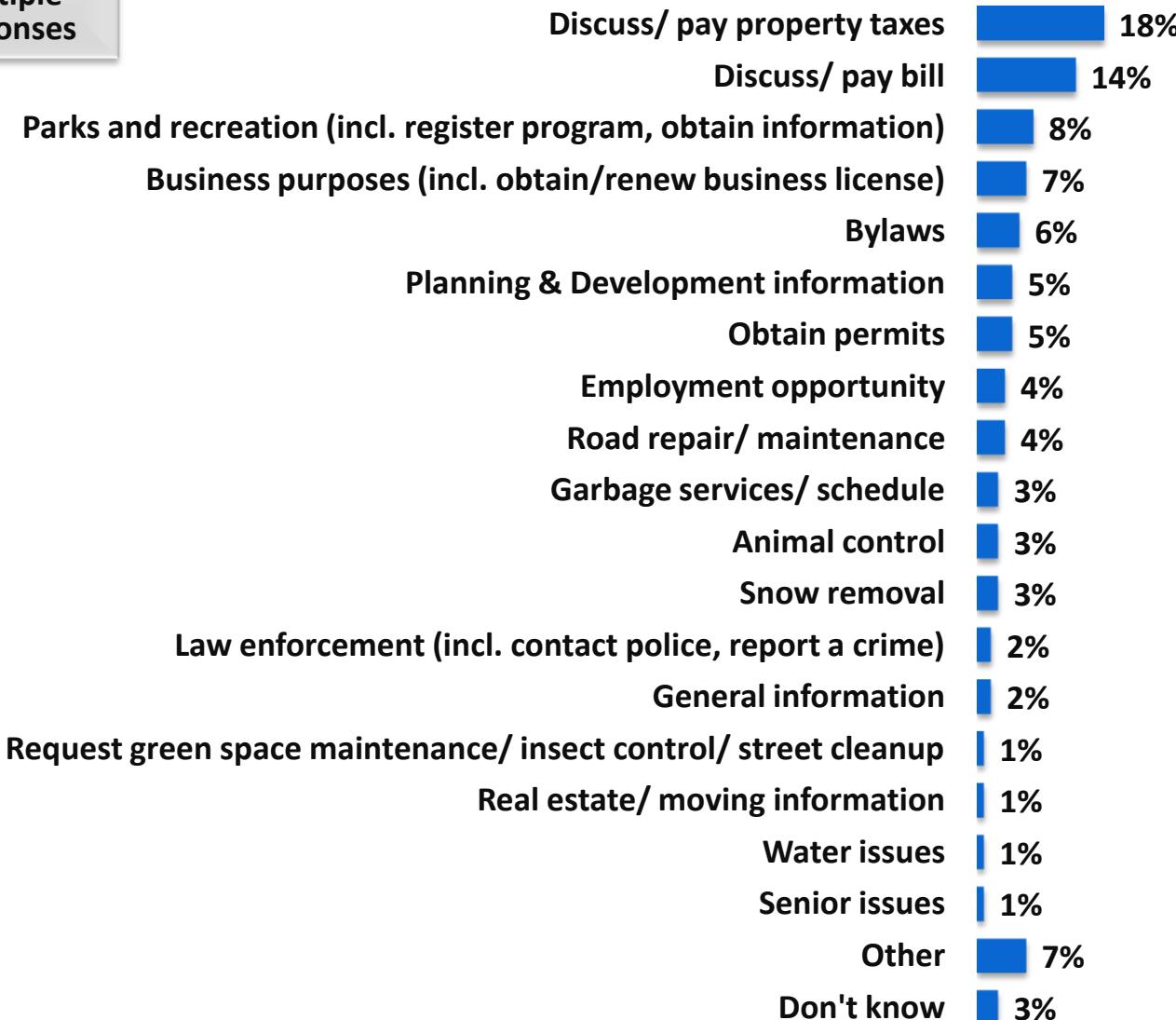
Contacted City in Last Twelve Months



QCS1. In the last 12 months, have you personally contacted or dealt with the Town of Hinton or one of its employees?
Base: All Respondents (n=300)

Main Reason for Contact

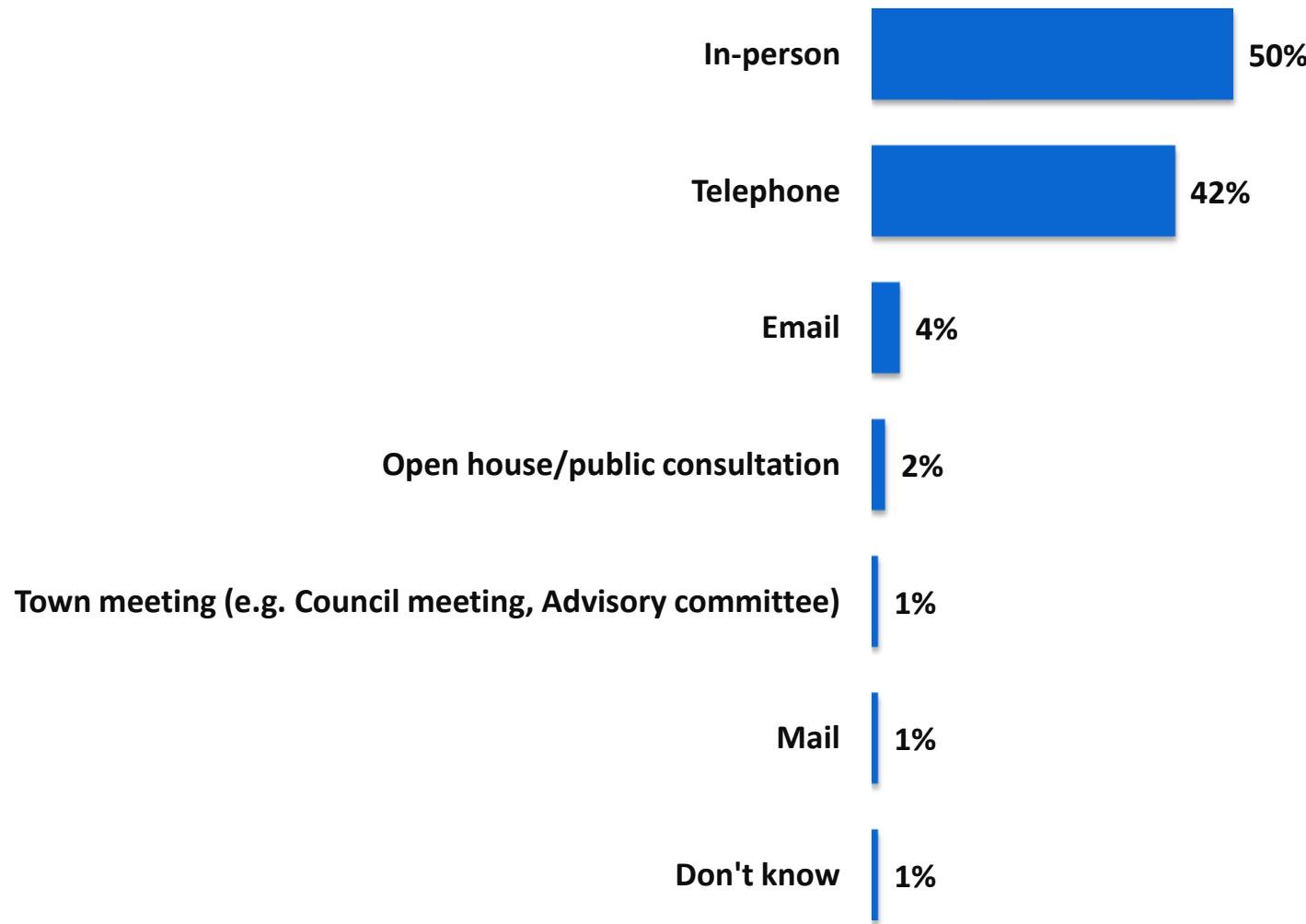
Multiple
Responses



QCS2. What was the main reason you contacted the Town of Hinton?

Base: Has Personally Contacted Or Dealt With The Town Of Hinton Or One Of Its Employees In Last 12 Months (n=137)

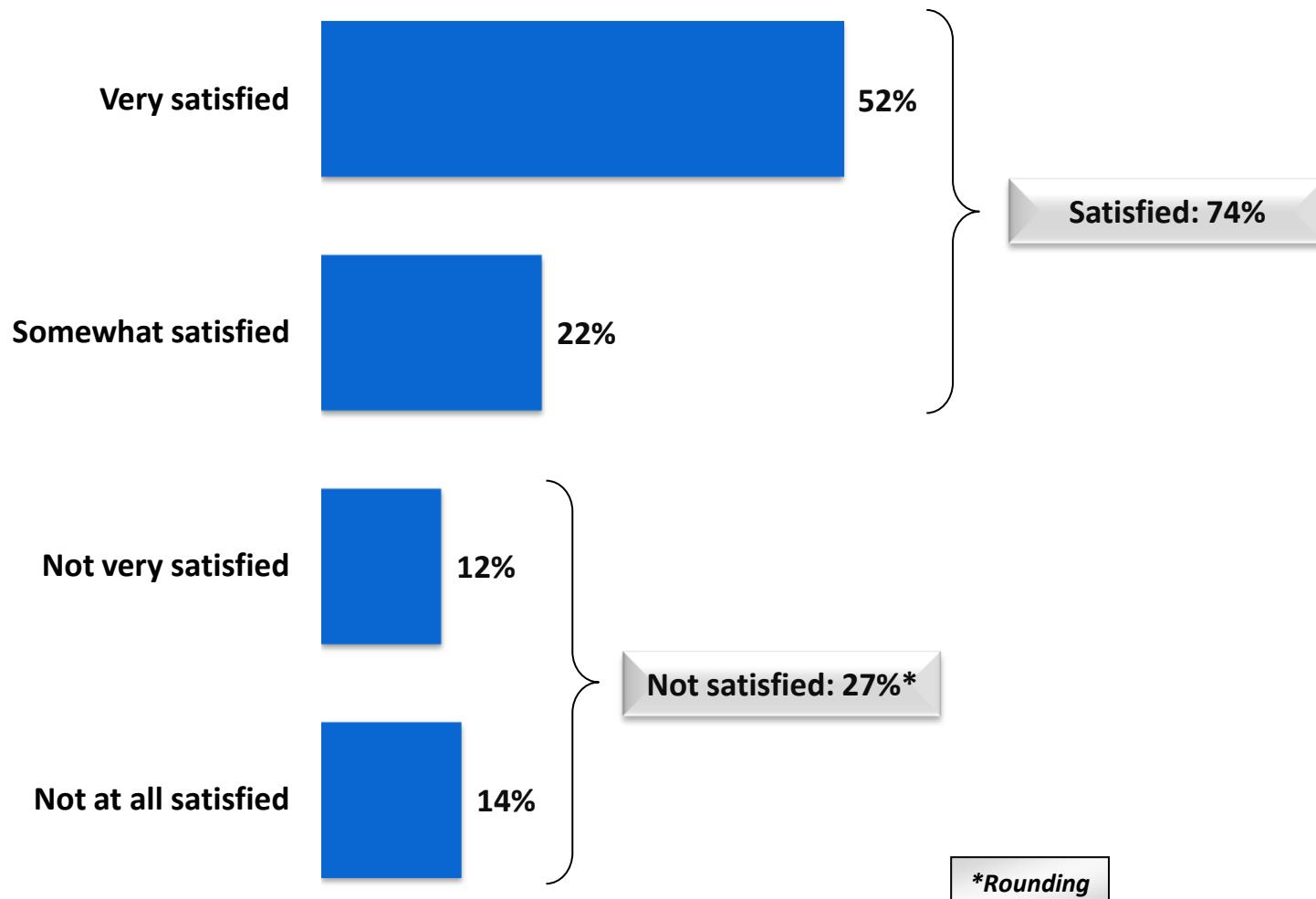
Means of Contact



QCS3. How did this contact occur?

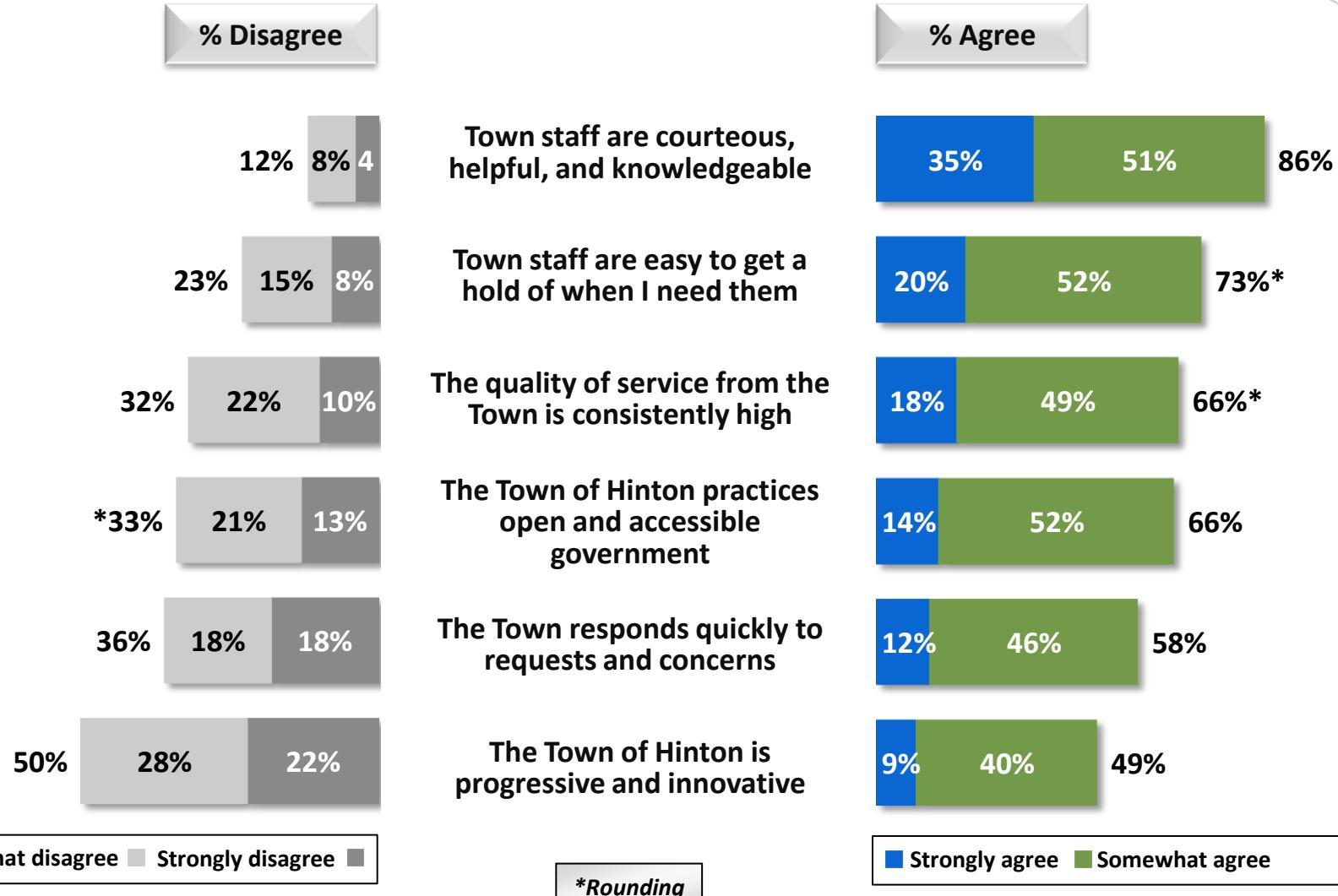
Base: Has Personally Contacted Or Dealt With The Town Of Hinton Or One Of Its Employees In Last 12 Months (n=137)

Satisfaction with Service Received



QCS4. How satisfied are you with the overall service you received?

Base: Has Personally Contacted Or Dealt With The Town Of Hinton Or One Of Its Employees In Last 12 Months (n=137)



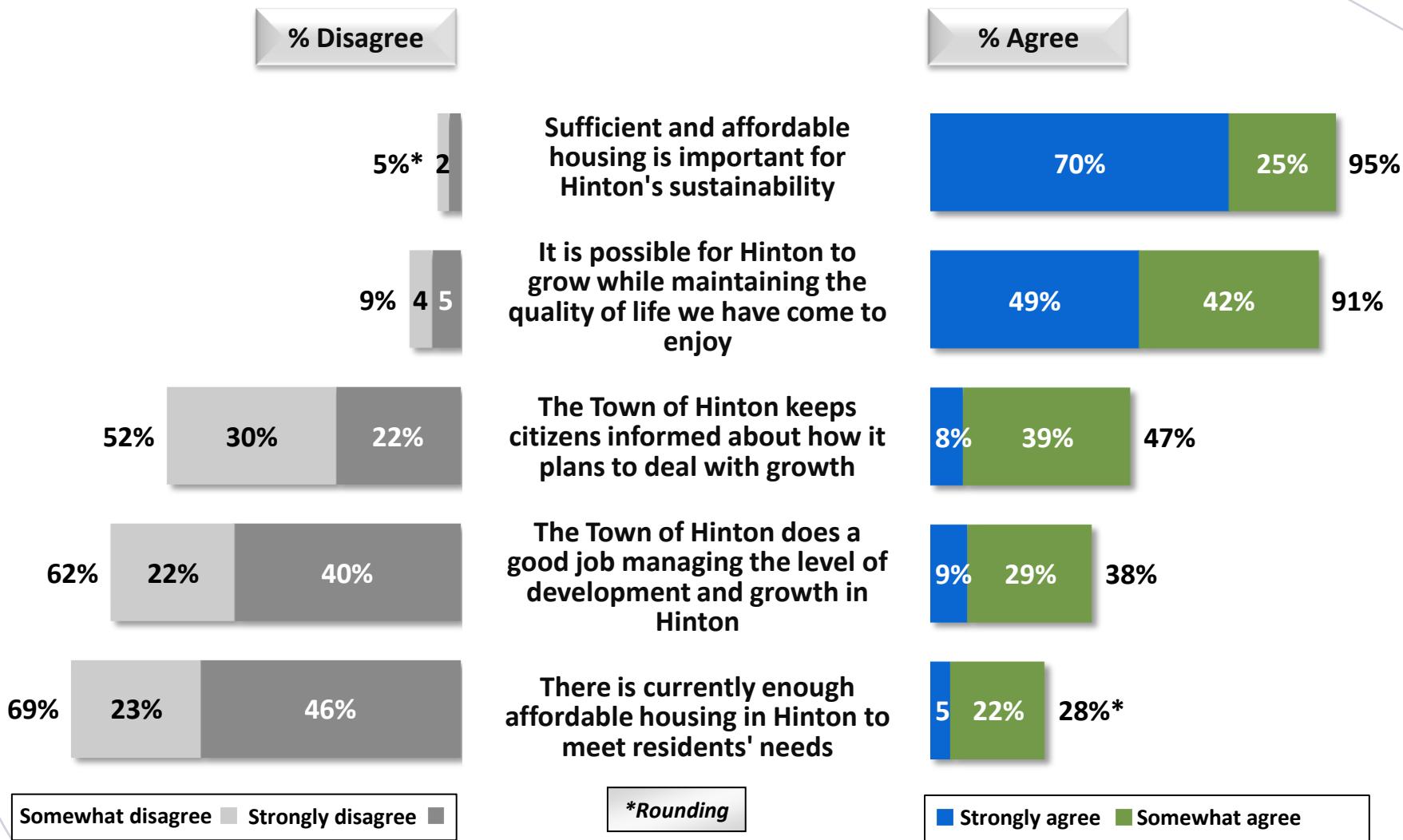
QCS5. Thinking about your personal dealings with the Town of Hinton, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the Town?
 Base: All Respondents (n=300)

DETAILED FINDINGS

GROWTH AND DEVELOPMENT

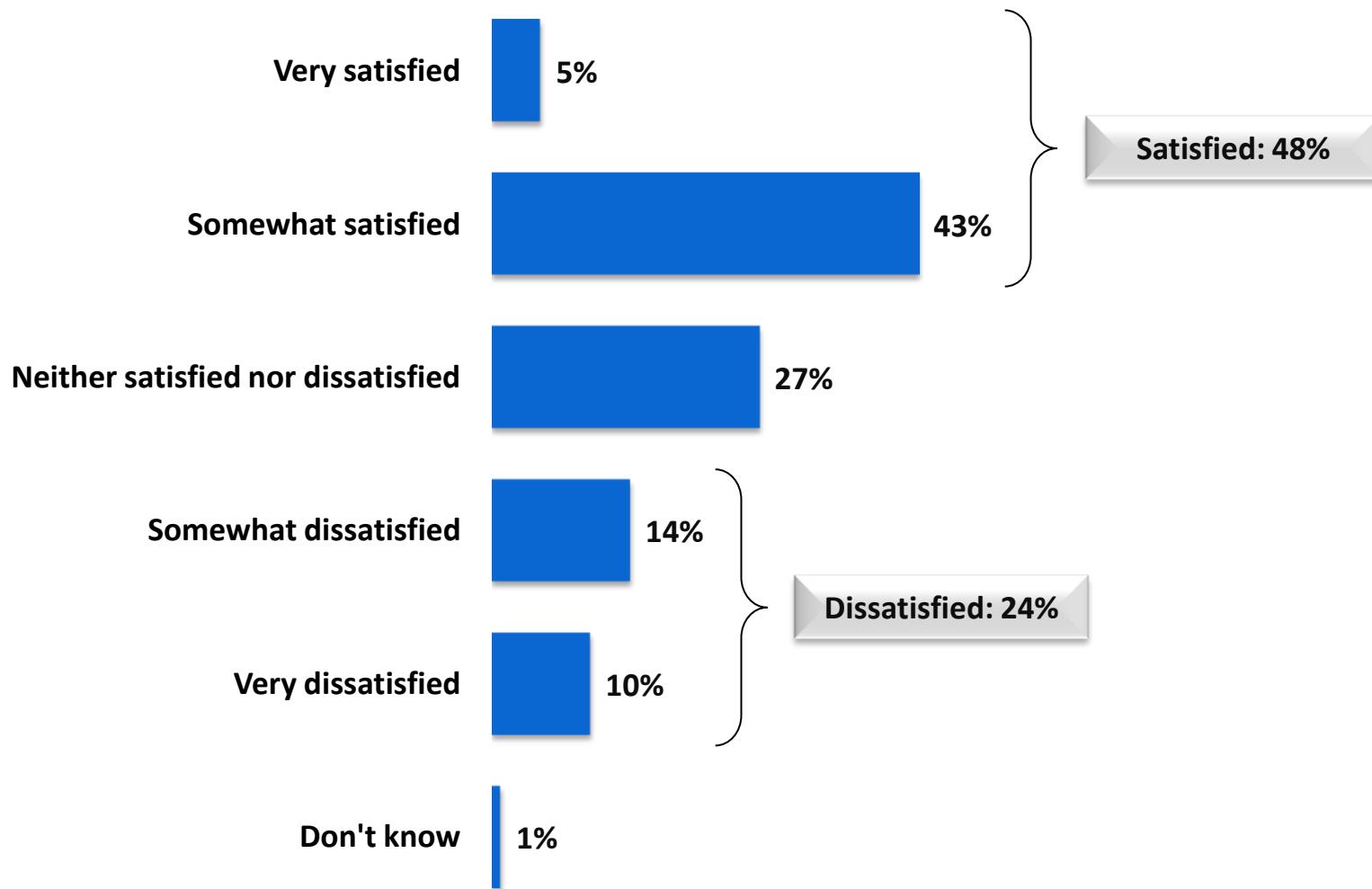


Perceptions Regarding Growth and Affordable Housing



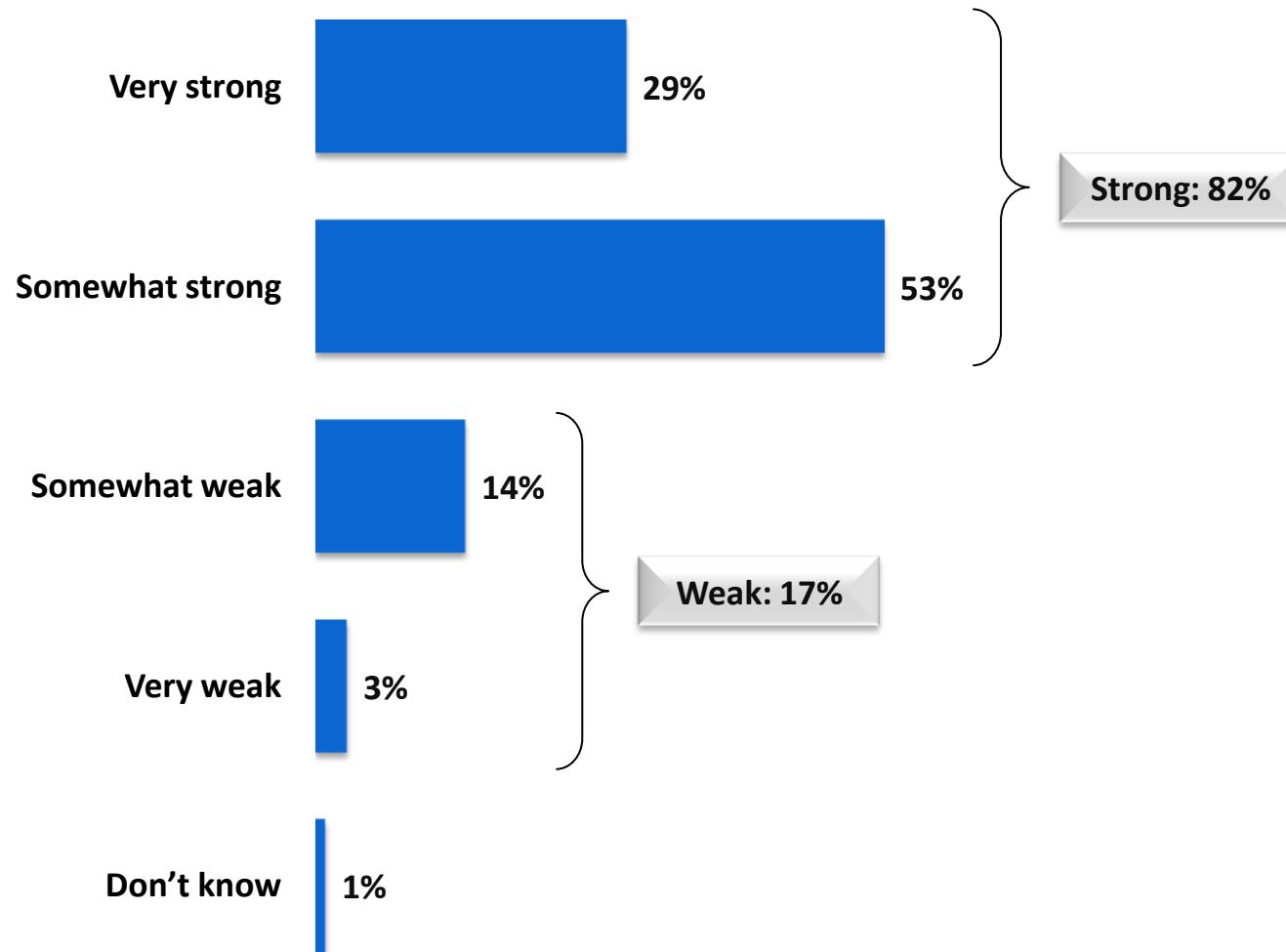
QG1. I'm going to read you a few statements about growth and development in Hinton. Please tell me whether you agree or disagree with each.
 Base: All Respondents (n=300)

Satisfaction with Opportunities to Provide Input into Local Decisions



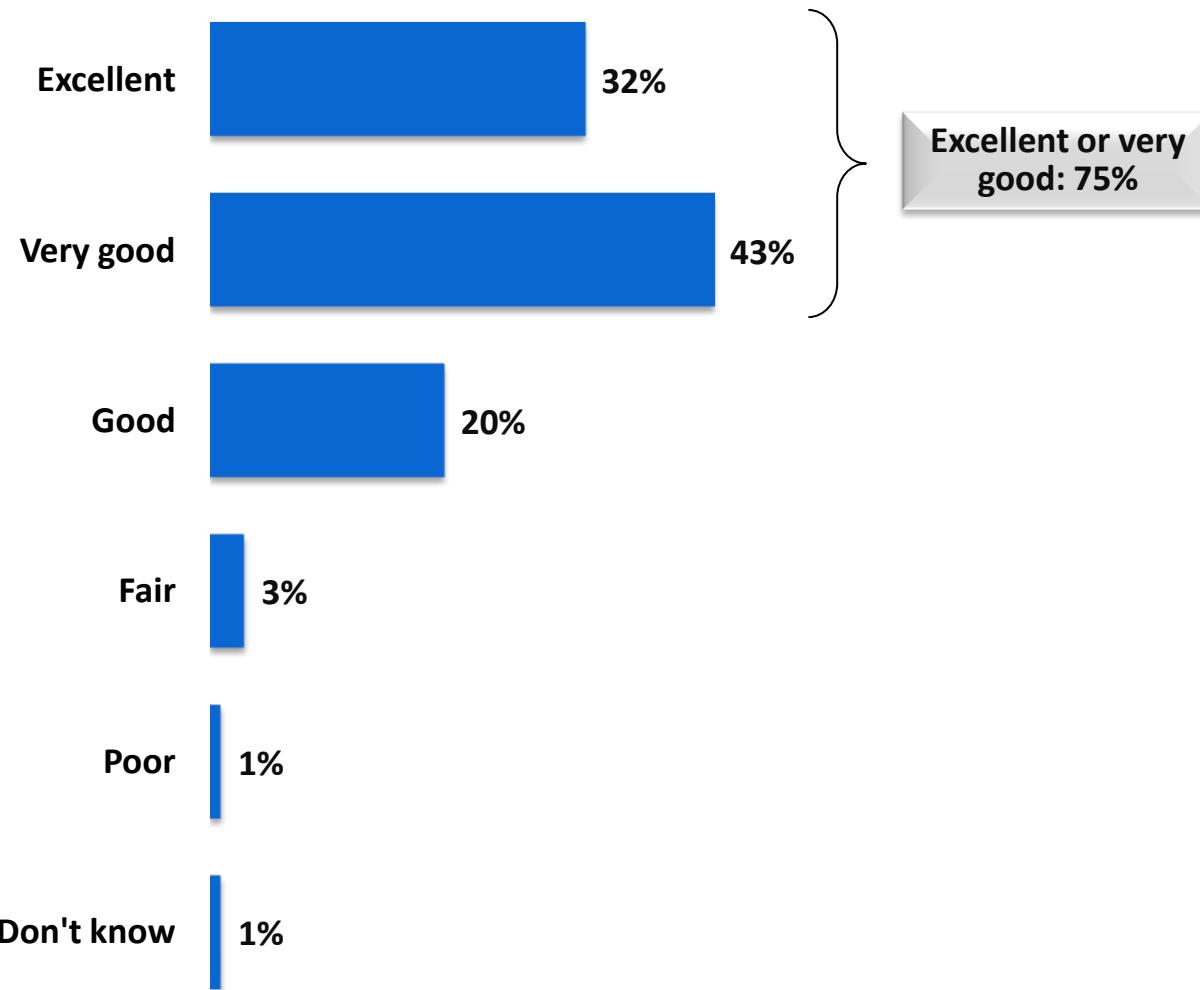
QS4. Moving to decisions that impact Hinton and Area, how satisfied are you with the opportunities to provide input into local decisions that impact you and Hinton and Area ?
Base: All Respondents (n=300)

Sense of Belonging to the Community



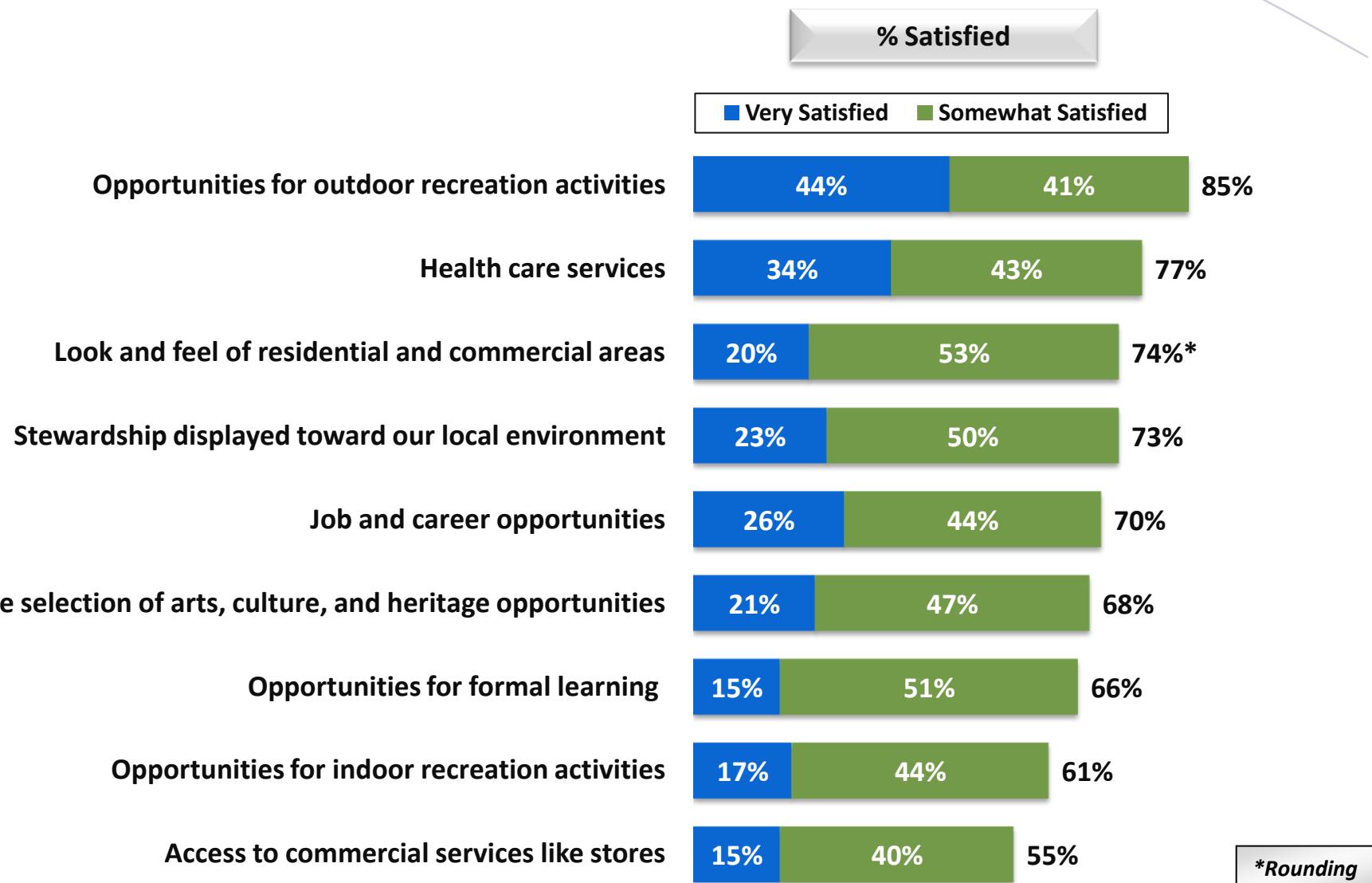
Q51. How would you describe your sense of belonging to the community of Hinton and Area?
Base: All Respondents (n=300)

Perceptions of Overall Personal Health



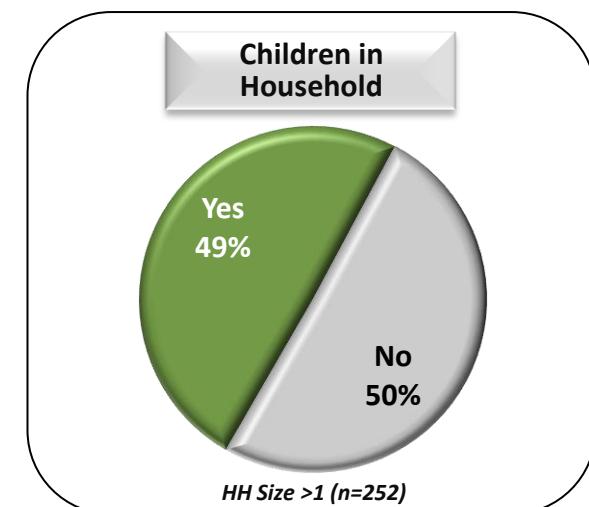
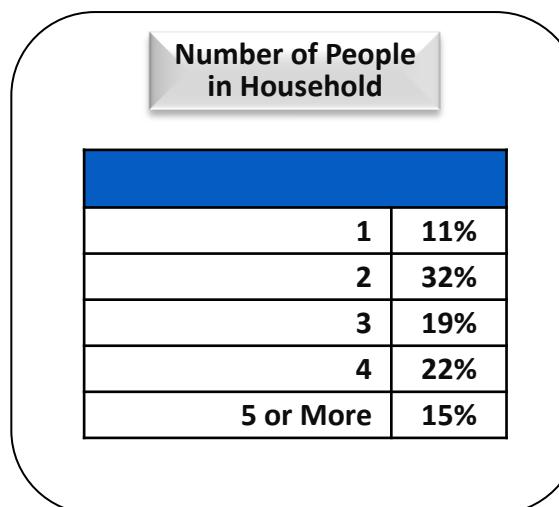
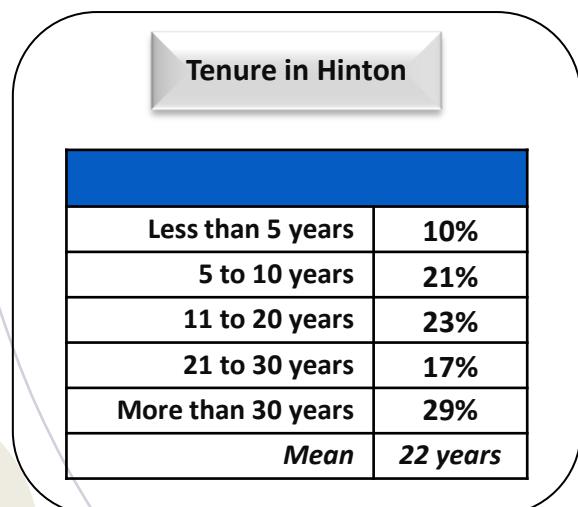
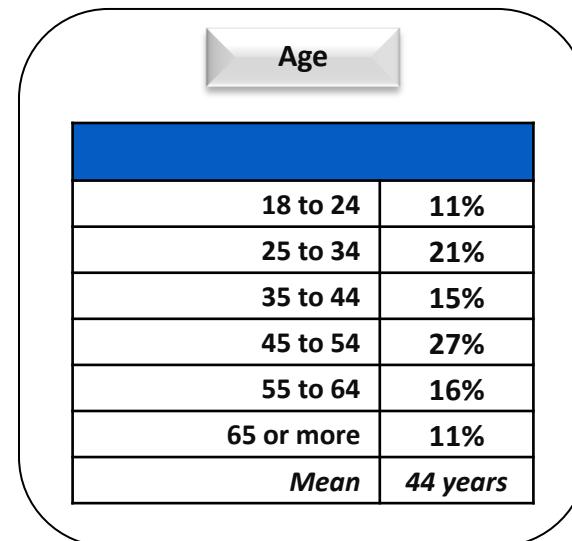
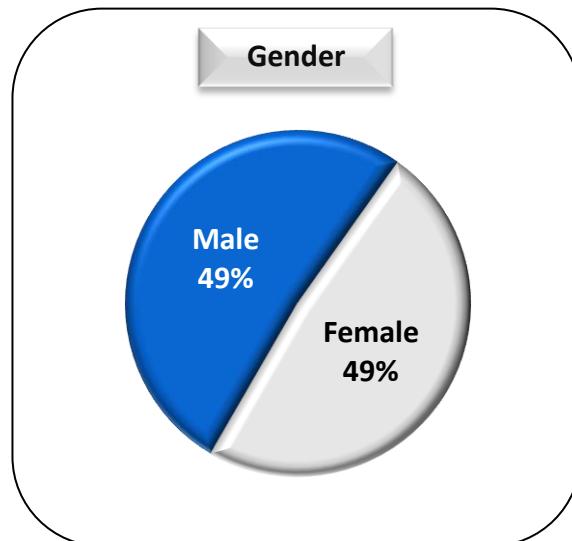
Q2. Thinking of your physical, mental and social wellbeing, in general, how would you rate your overall health?
Base: All Respondents (n=300)

Satisfaction with Specific Aspects of Life

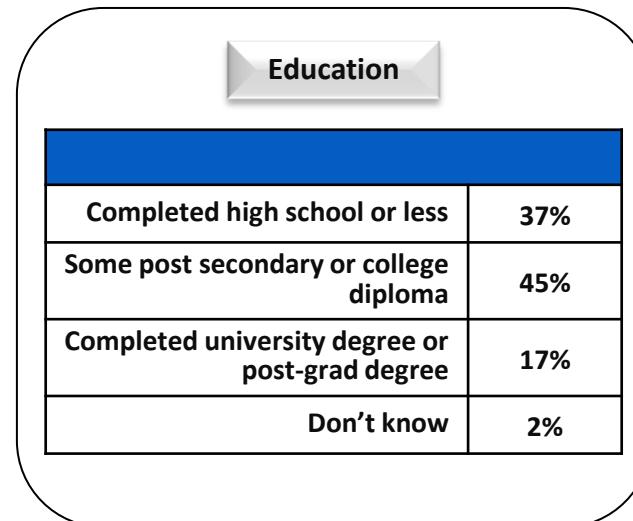
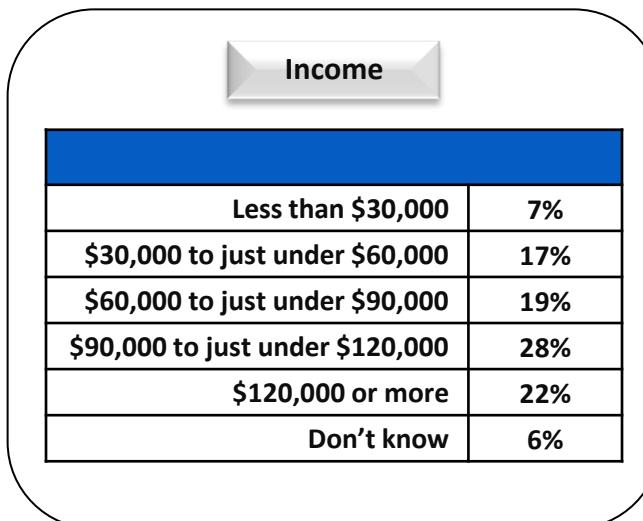
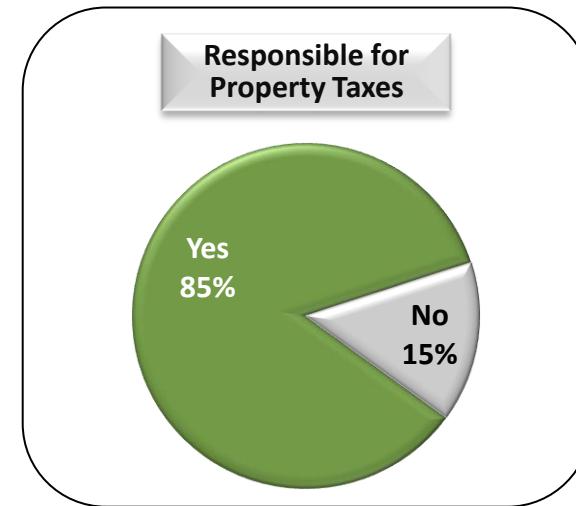
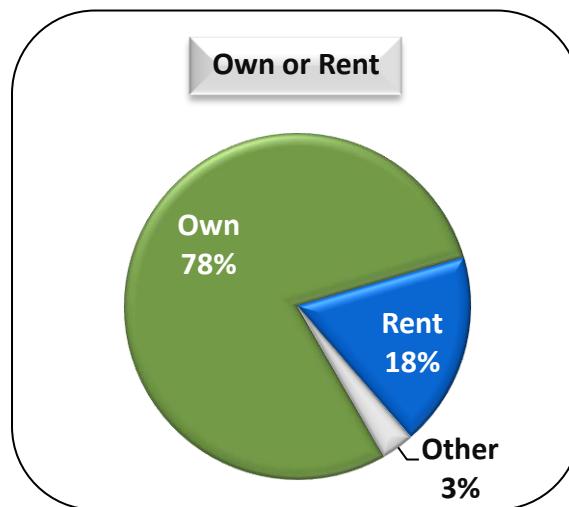


DEMOGRAPHICS





Demographics (cont'd)



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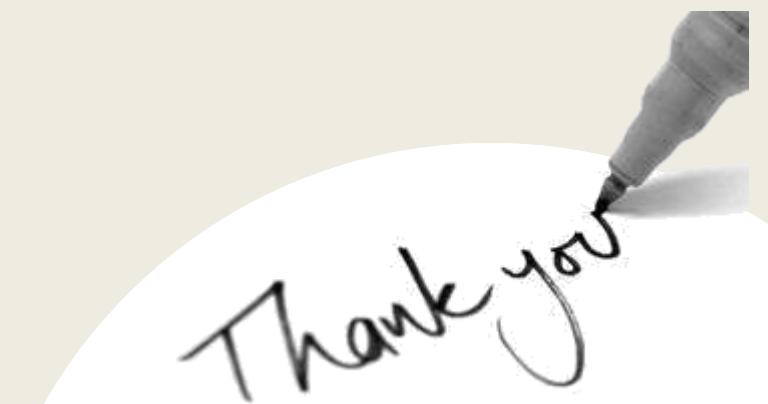
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Thank you