



2013 Citizen Satisfaction Survey Results Presentation



August 2013

- ❖ 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.

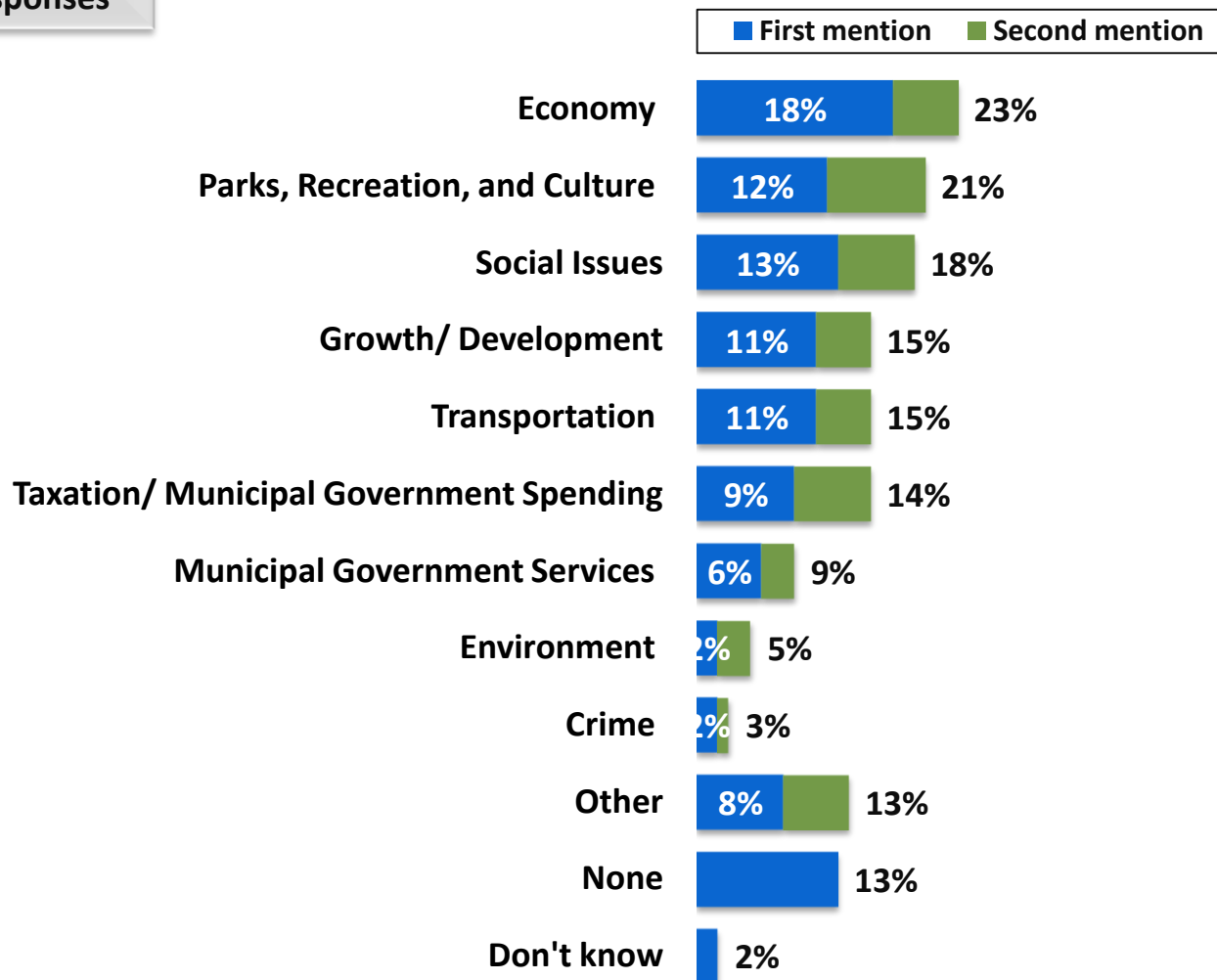
- 1 Perceptions of the quality of life in Hinton are extremely positive.
- 2 The Economy; Parks, Recreation and Culture; and, Social Issues top the issue agenda.
- 3 Overall customer service and communications receive strong marks.
- 4 The Town of Hinton's performance garners moderate ratings.
- 5 Perceptions 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?

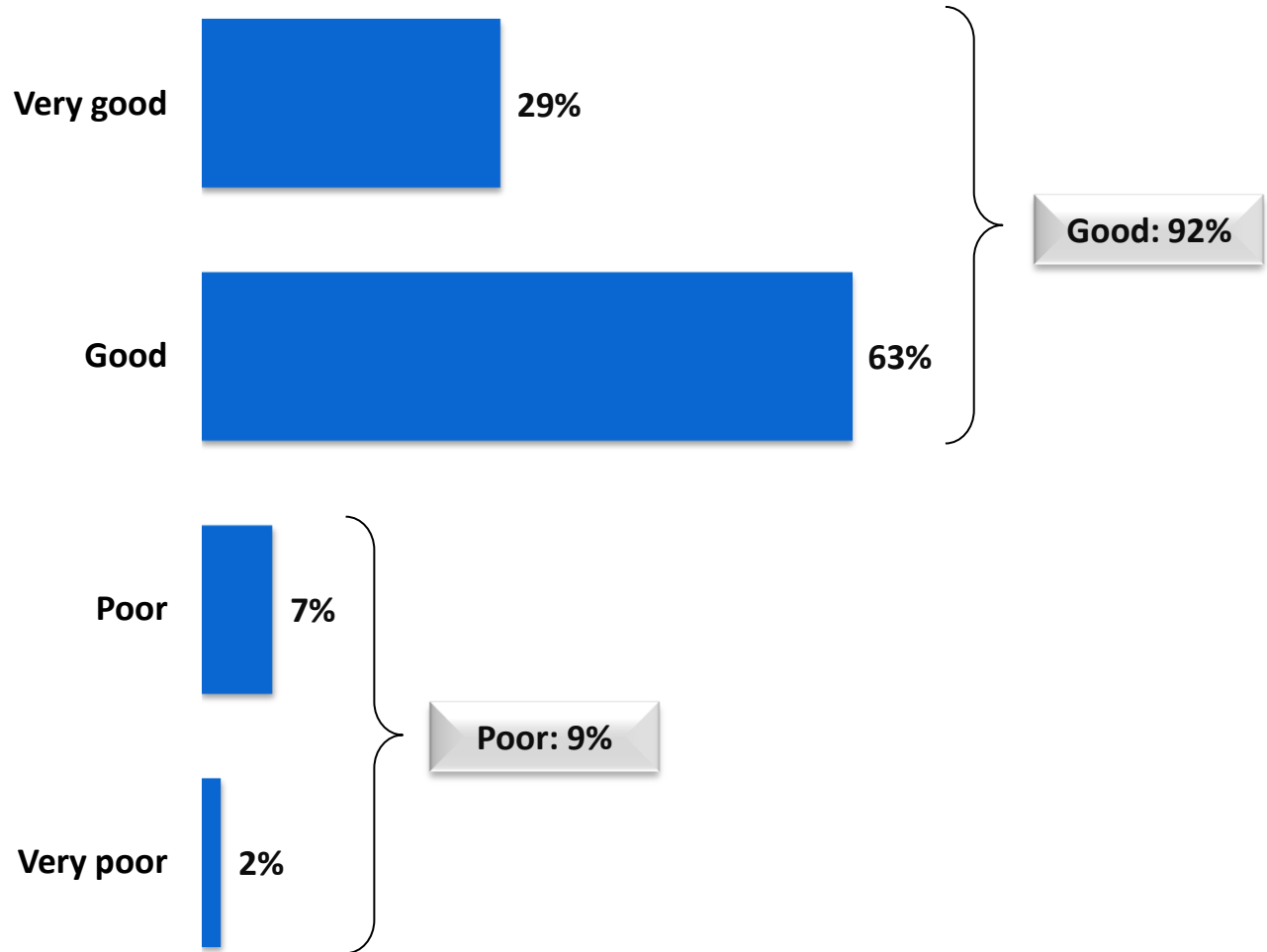
Base: All Respondents (n=300)

DETAILED FINDINGS

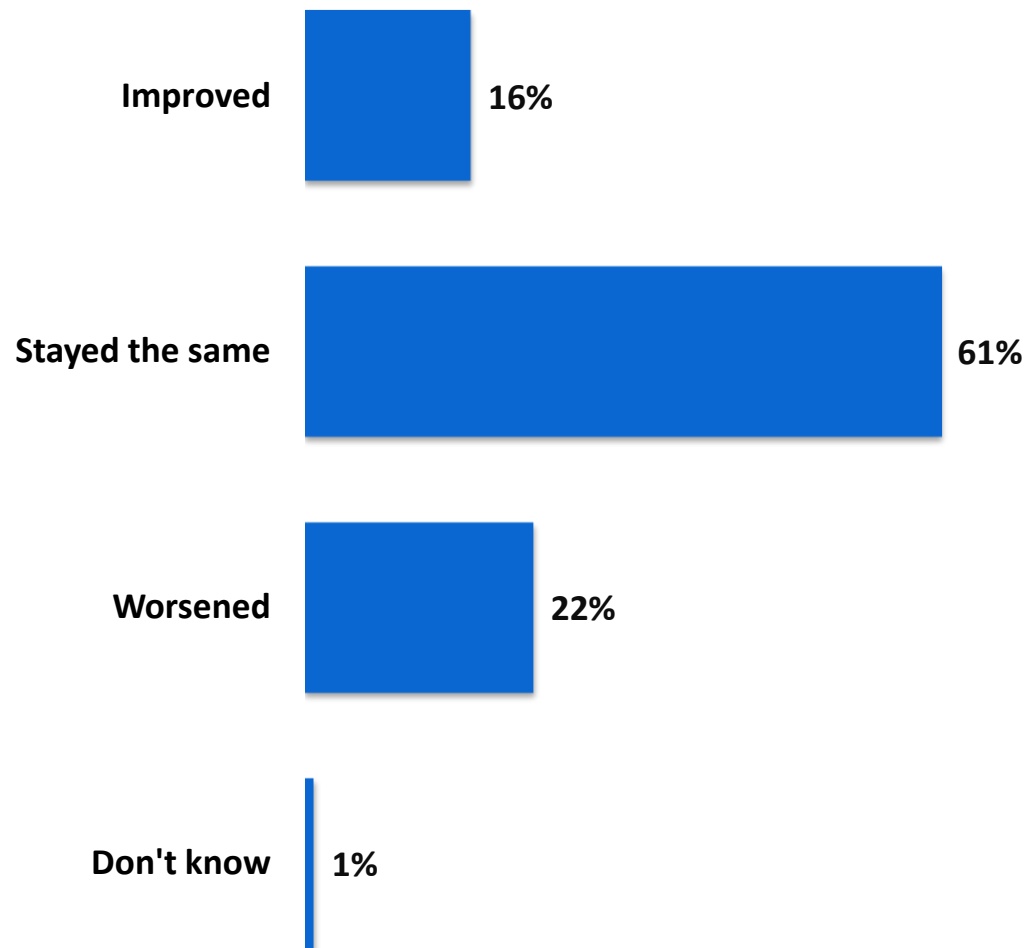
QUALITY OF LIFE



Overall Quality of Life in Hinton

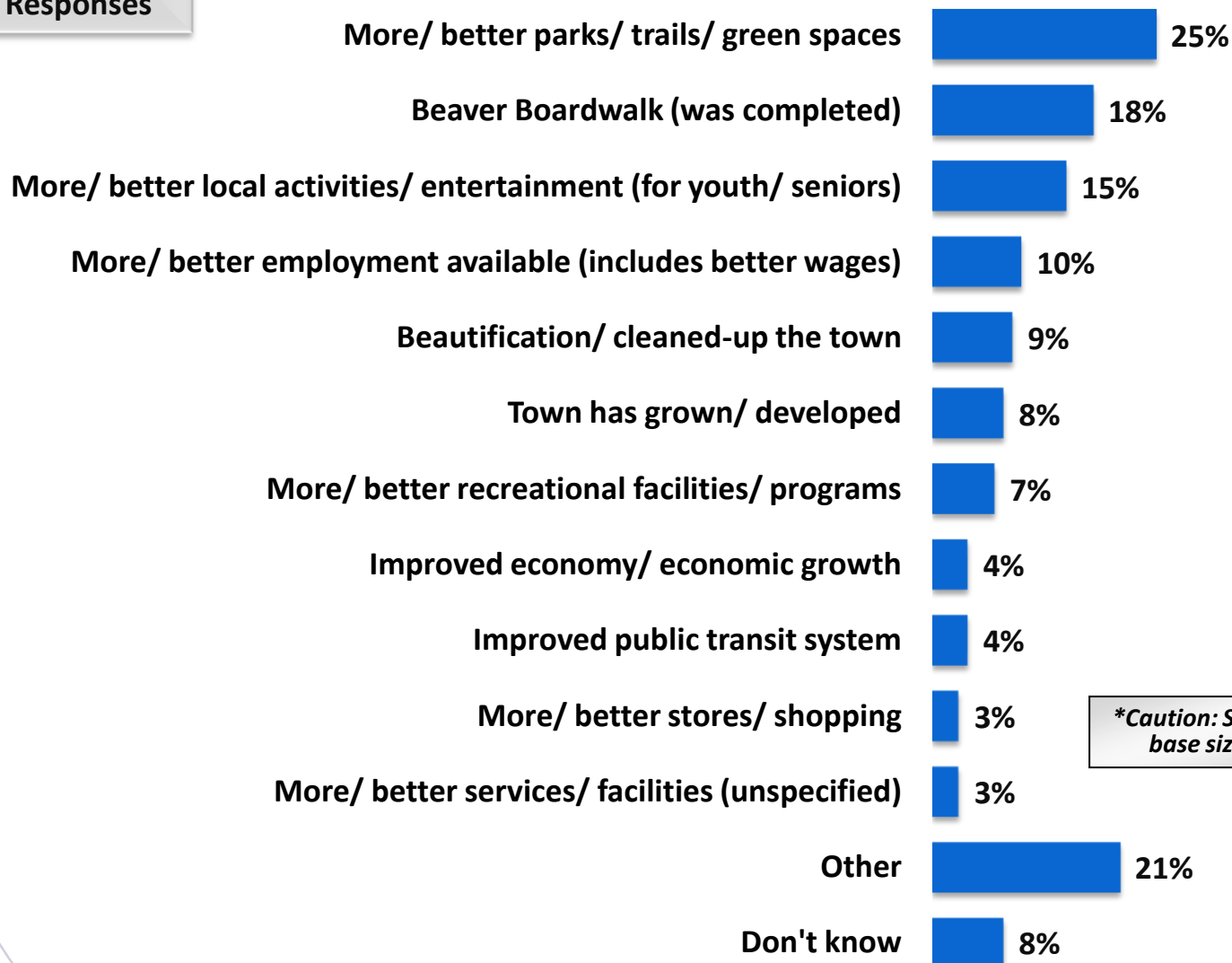


Perceived Change in the Quality of Life in Hinton



Reasons for Improved Quality of Life

Multiple Responses



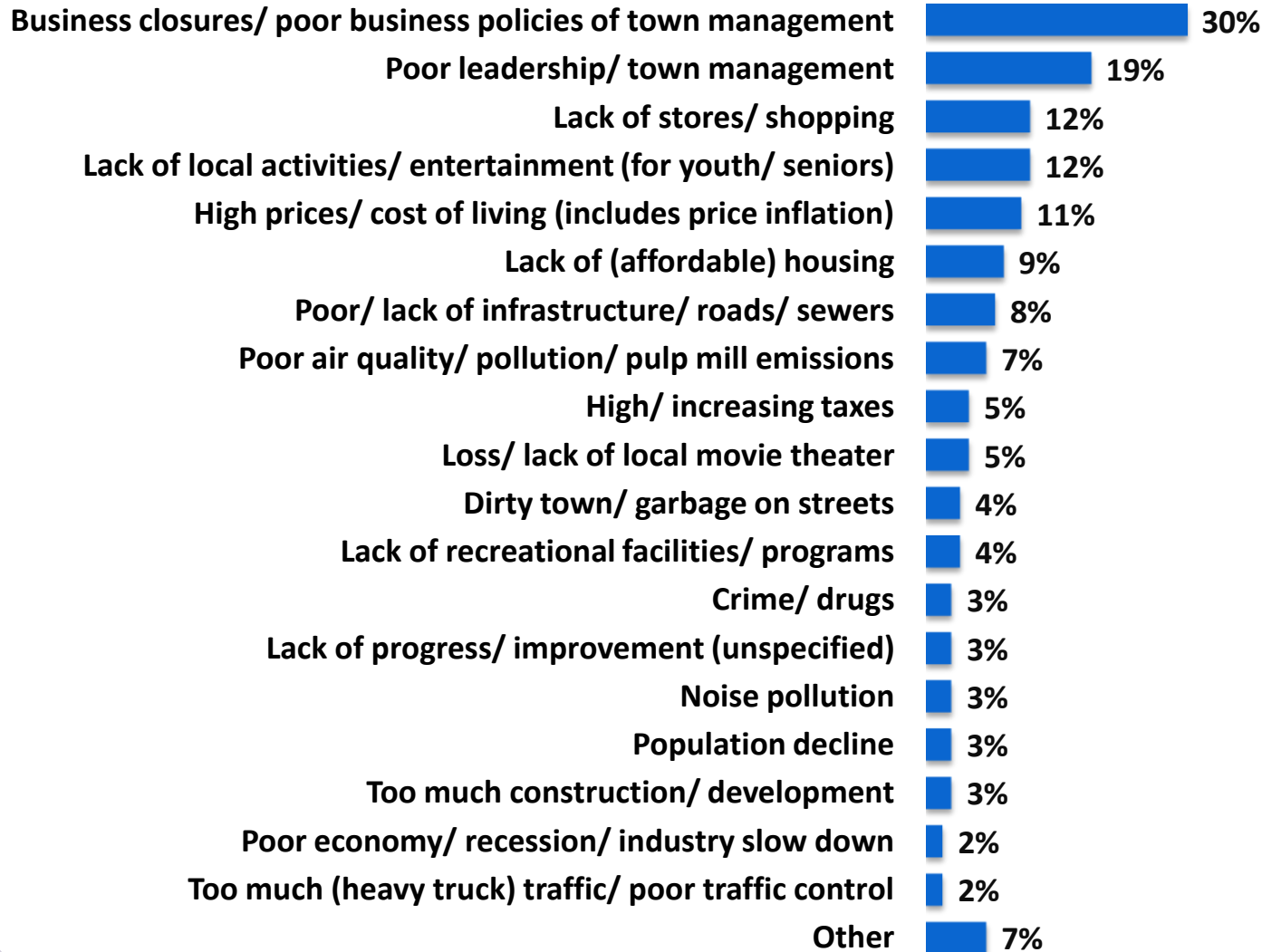
**Caution: Small base size*

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

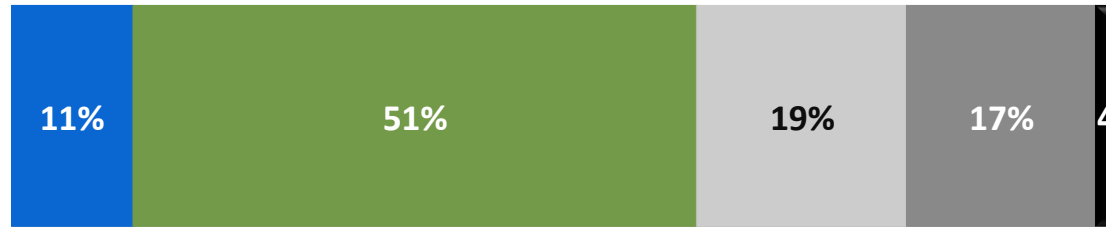


Satisfaction with Administration and Council

■ Very satisfied
 ■ Somewhat satisfied
 ■ Not very satisfied
 ■ Not at all satisfied
 ■ Don't know

% Satisfied

**Administration,
excluding Council**



61%

**Council, excluding
Administration**



61%

**Municipal government,
including Council and
Administration as a
whole**



60%

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

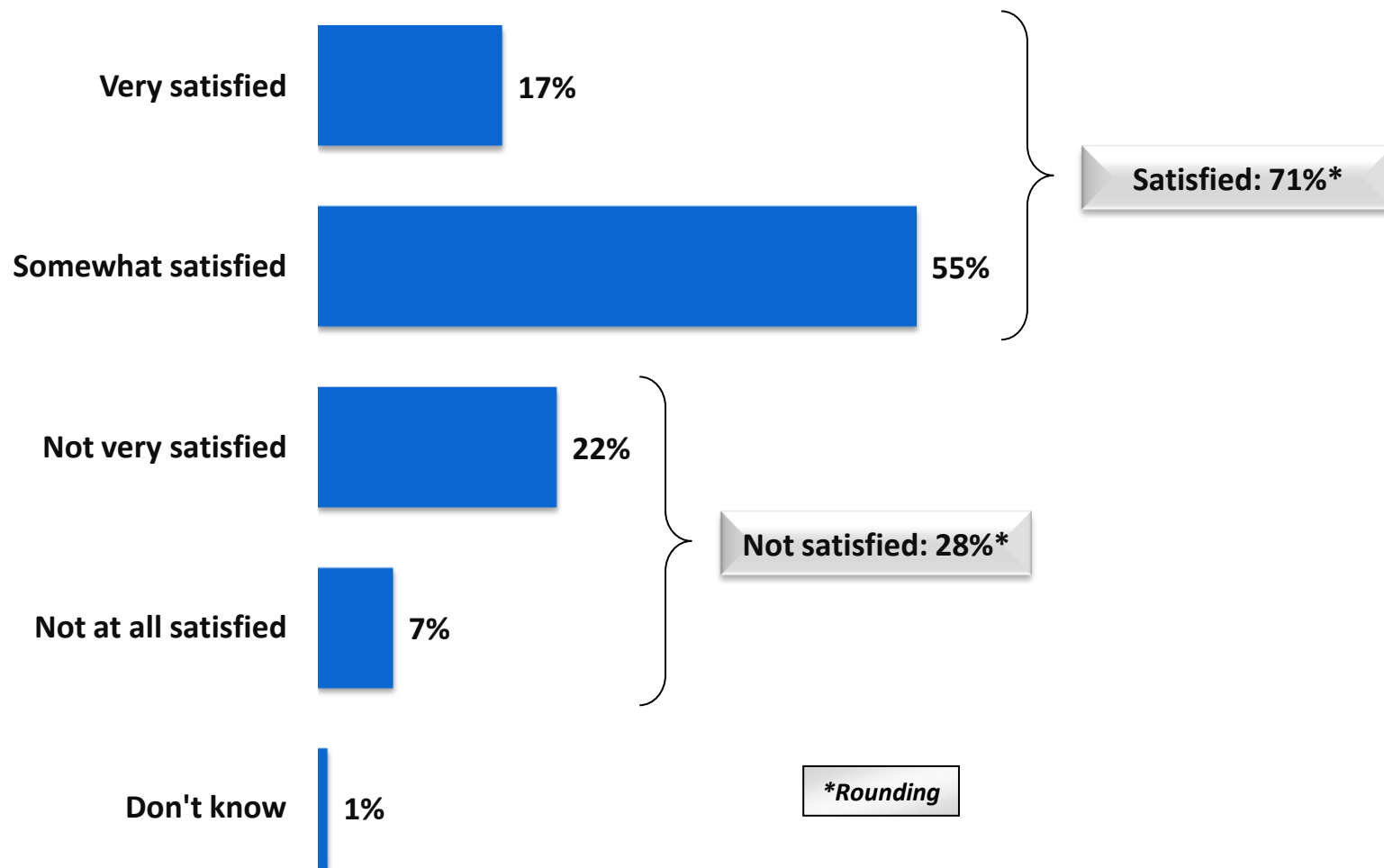
Base: All Respondents (n=300)

DETAILED FINDINGS

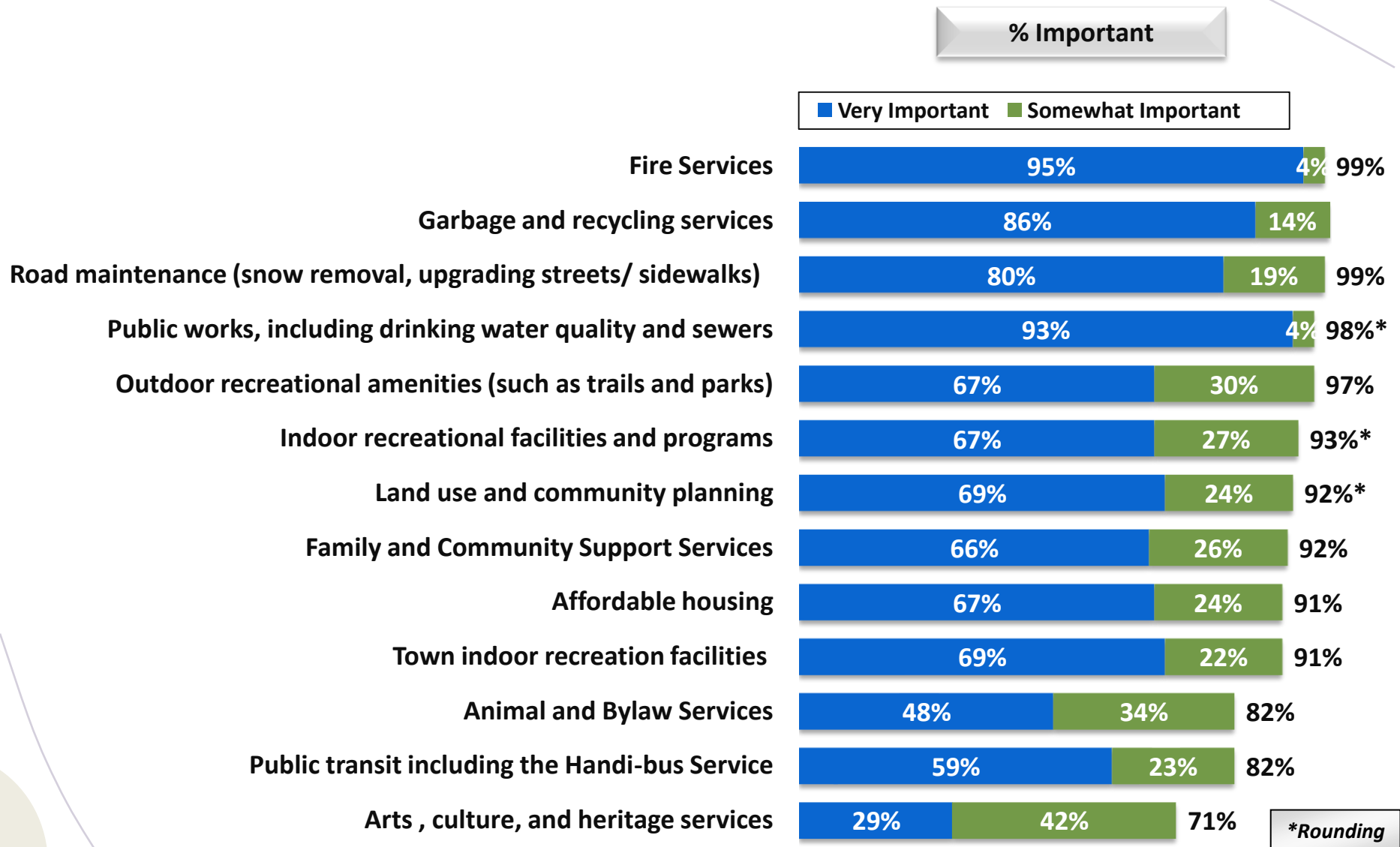
SATISFACTION WITH SERVICES



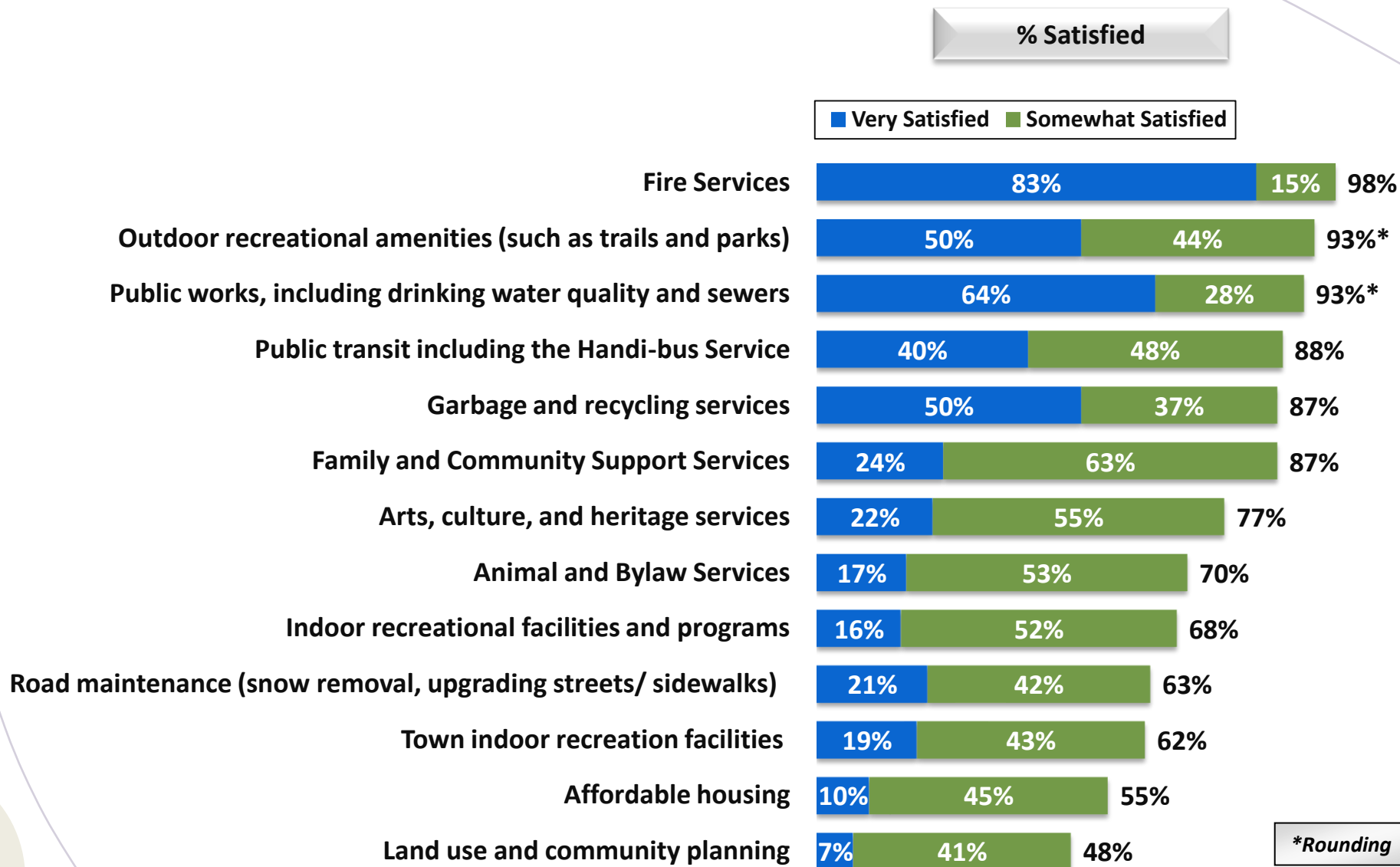
Satisfaction with the Overall Quality and Level of Programs and Services



Importance of Town Programs and Services



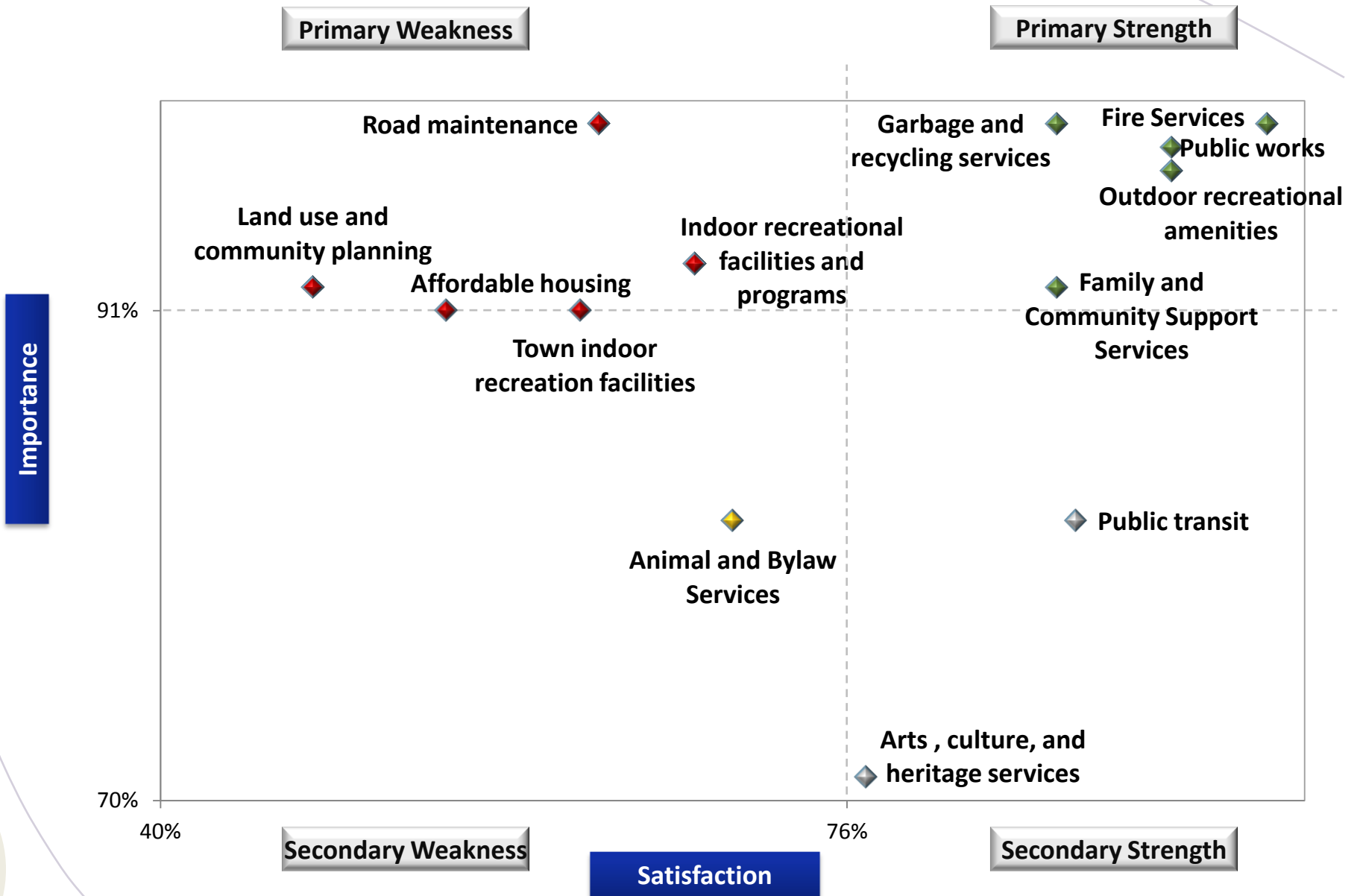
Satisfaction with Town Programs and Services



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

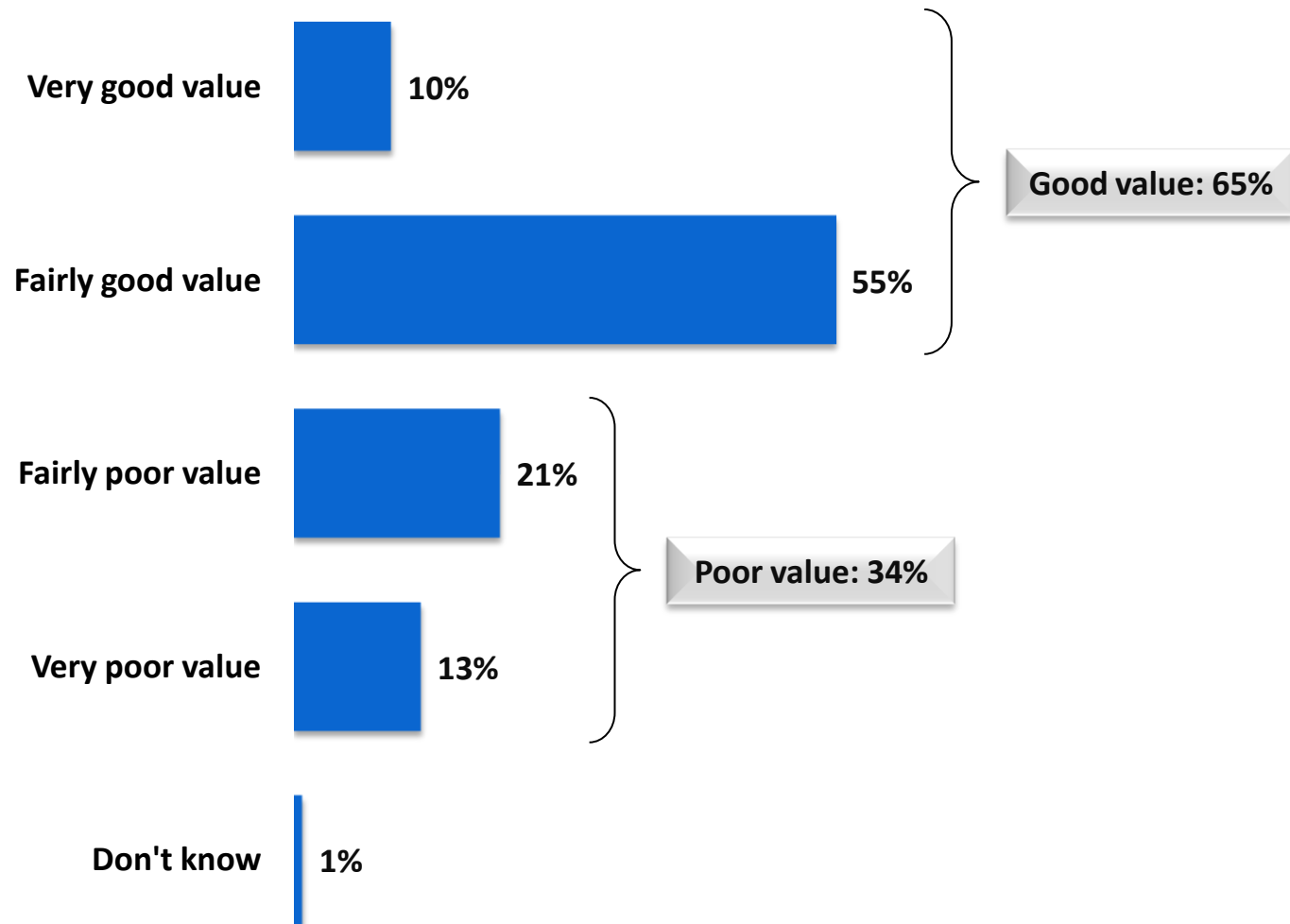


DETAILED FINDINGS

FINANCIAL PLANNING



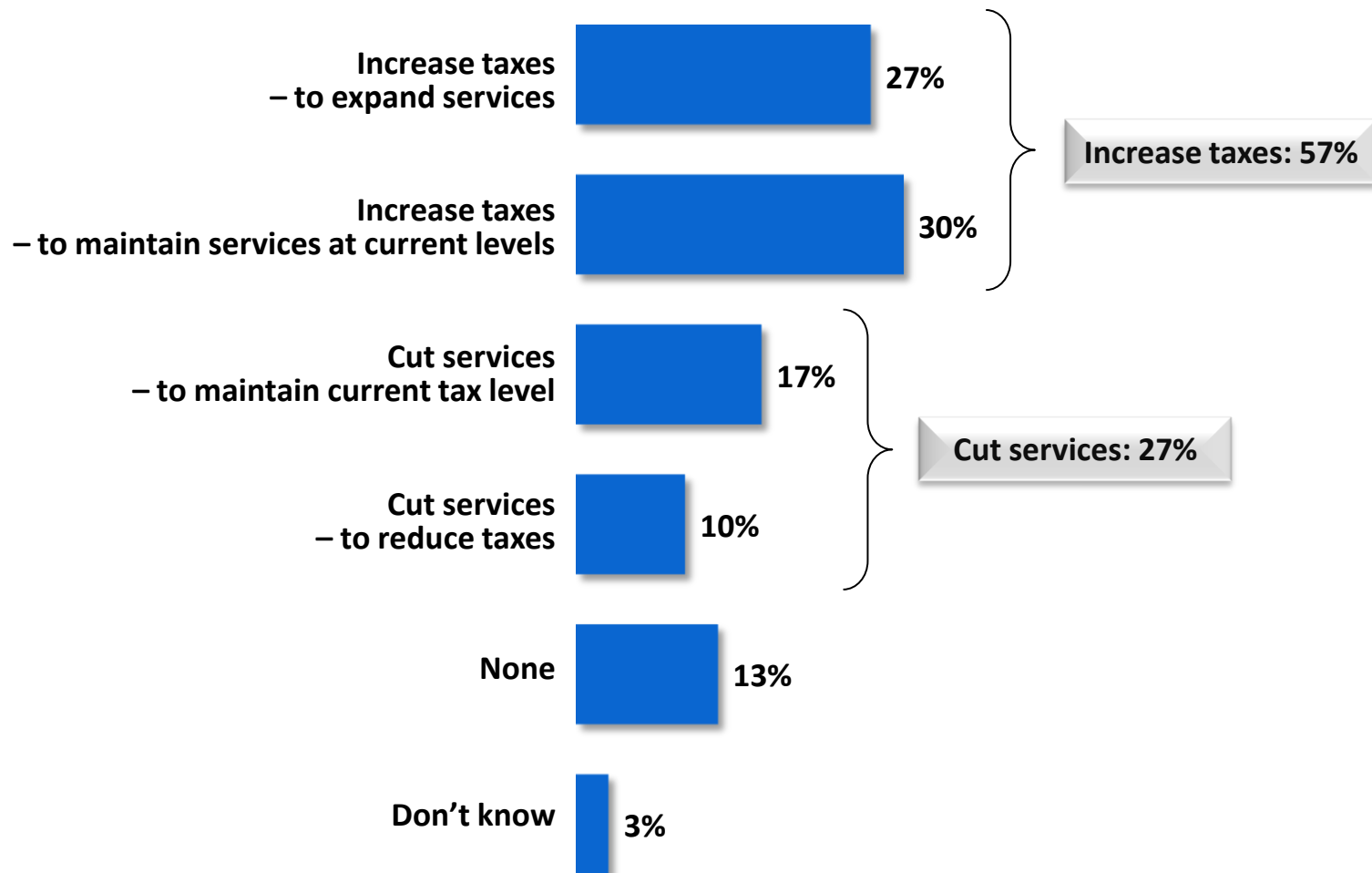
Perceived Value of Tax Dollars



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



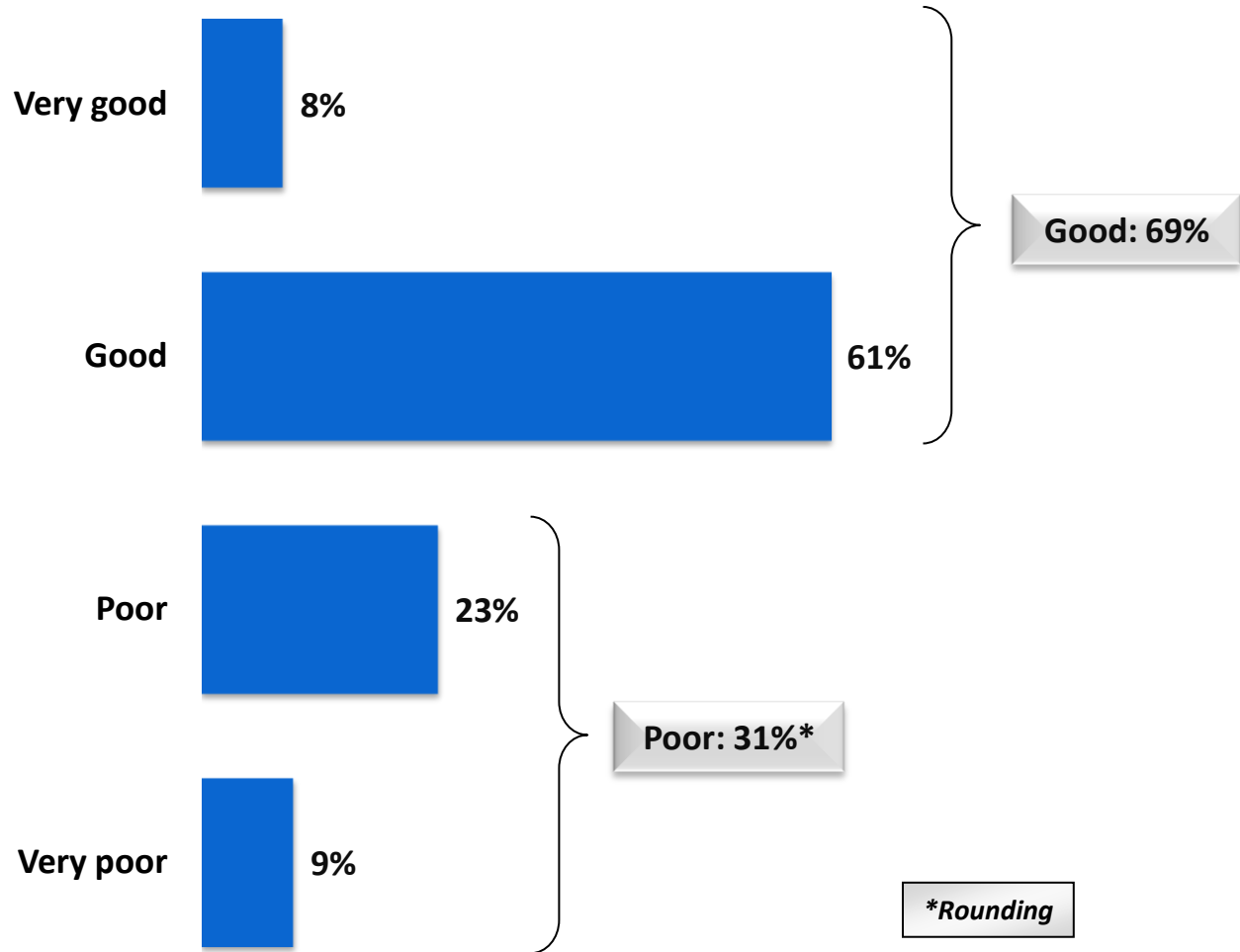
Q8B. Municipal property taxes are the primary way to pay for services provided by the Town of Hinton. Due to the increased cost of maintaining current service levels and infrastructure, the Town of Hinton must balance taxation and service delivery levels. To deal with this situation, which one of the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

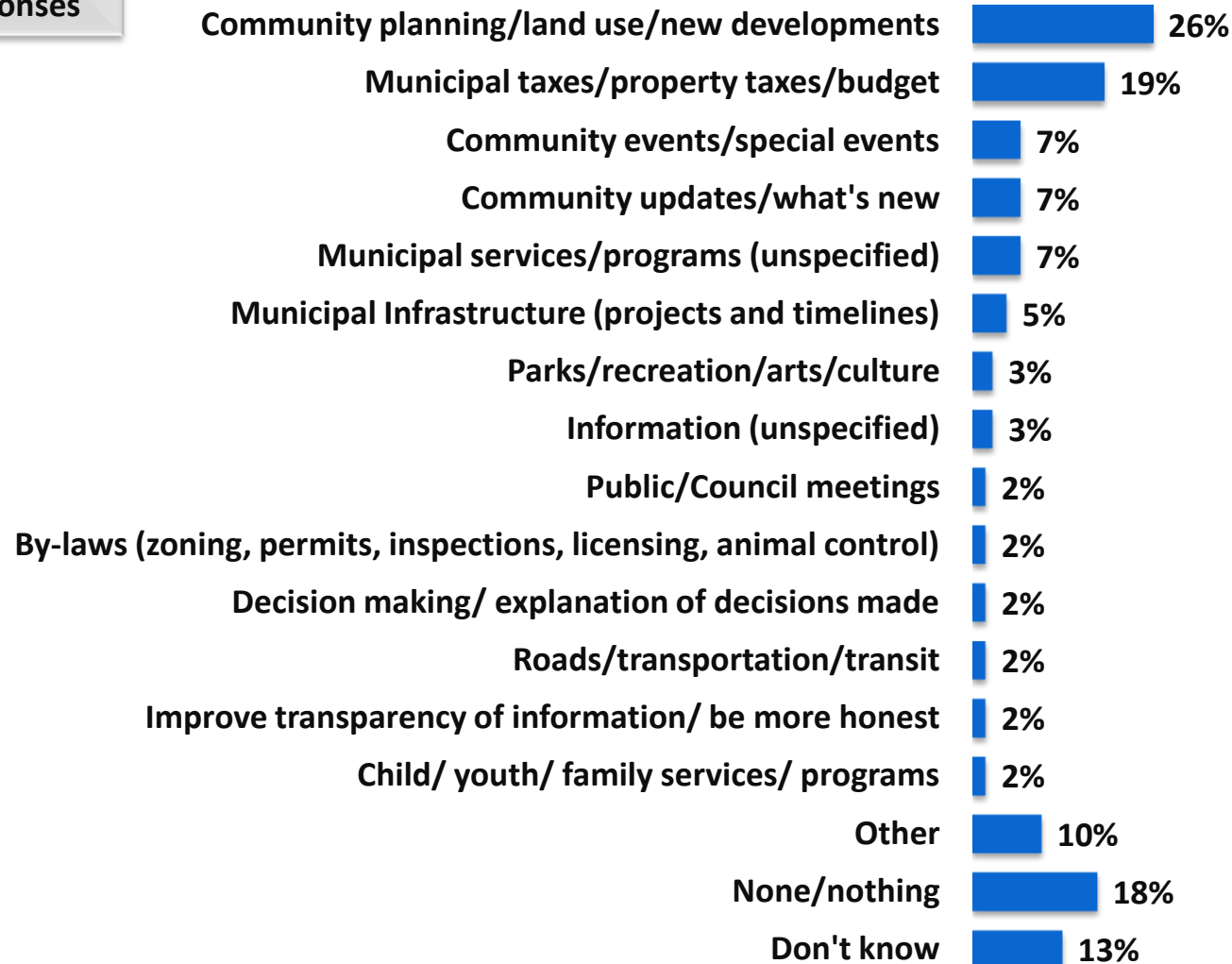


Q9. Overall, how would you rate the Town of Hinton in terms of how well it communicates with citizens about its services, programs, policies and plans?

Base: All Respondents (n=300)

Types of Information Desired

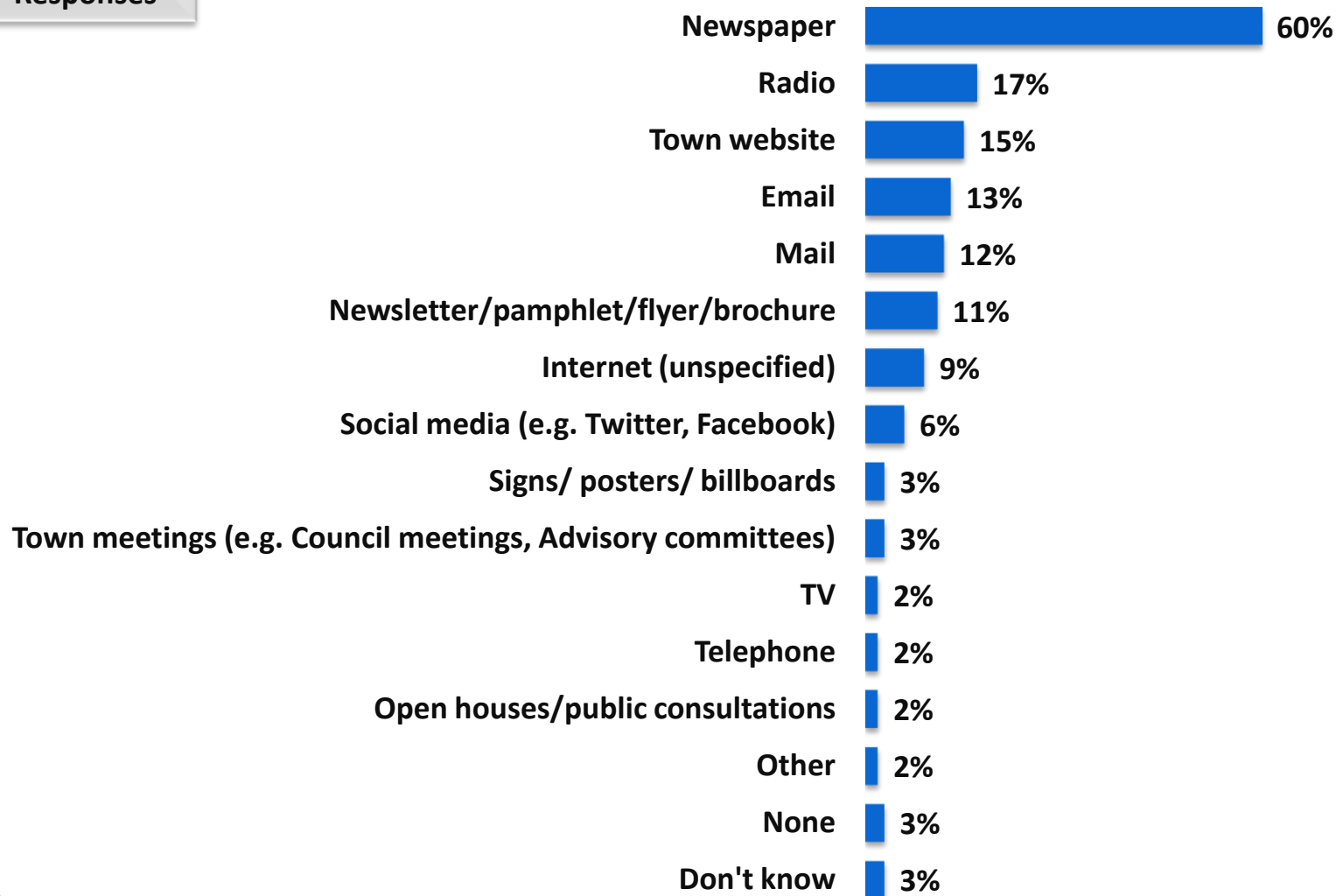
Multiple
Responses



Mentions <2%
not shown

Preferred Communication Channels

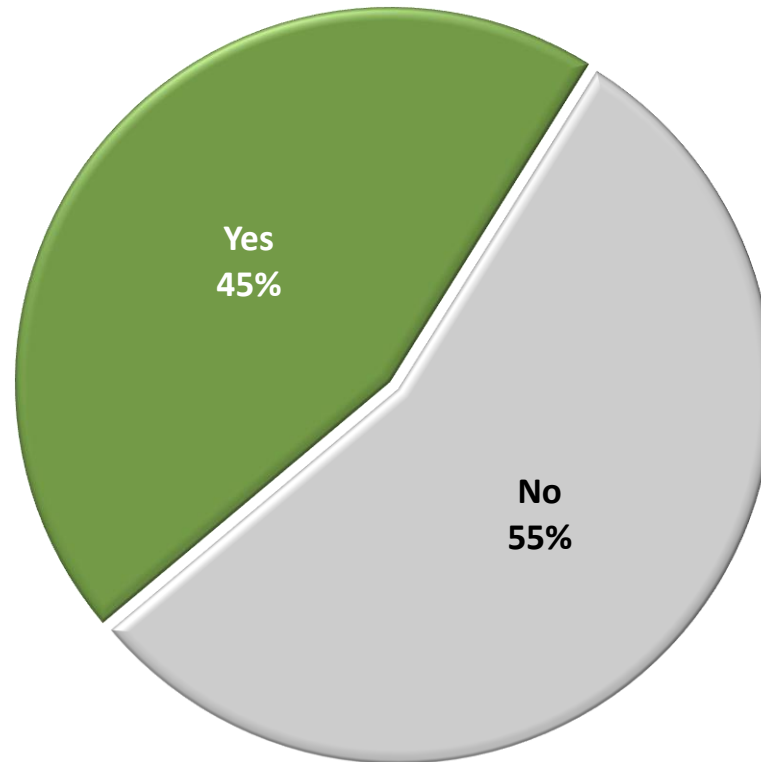
Multiple Responses



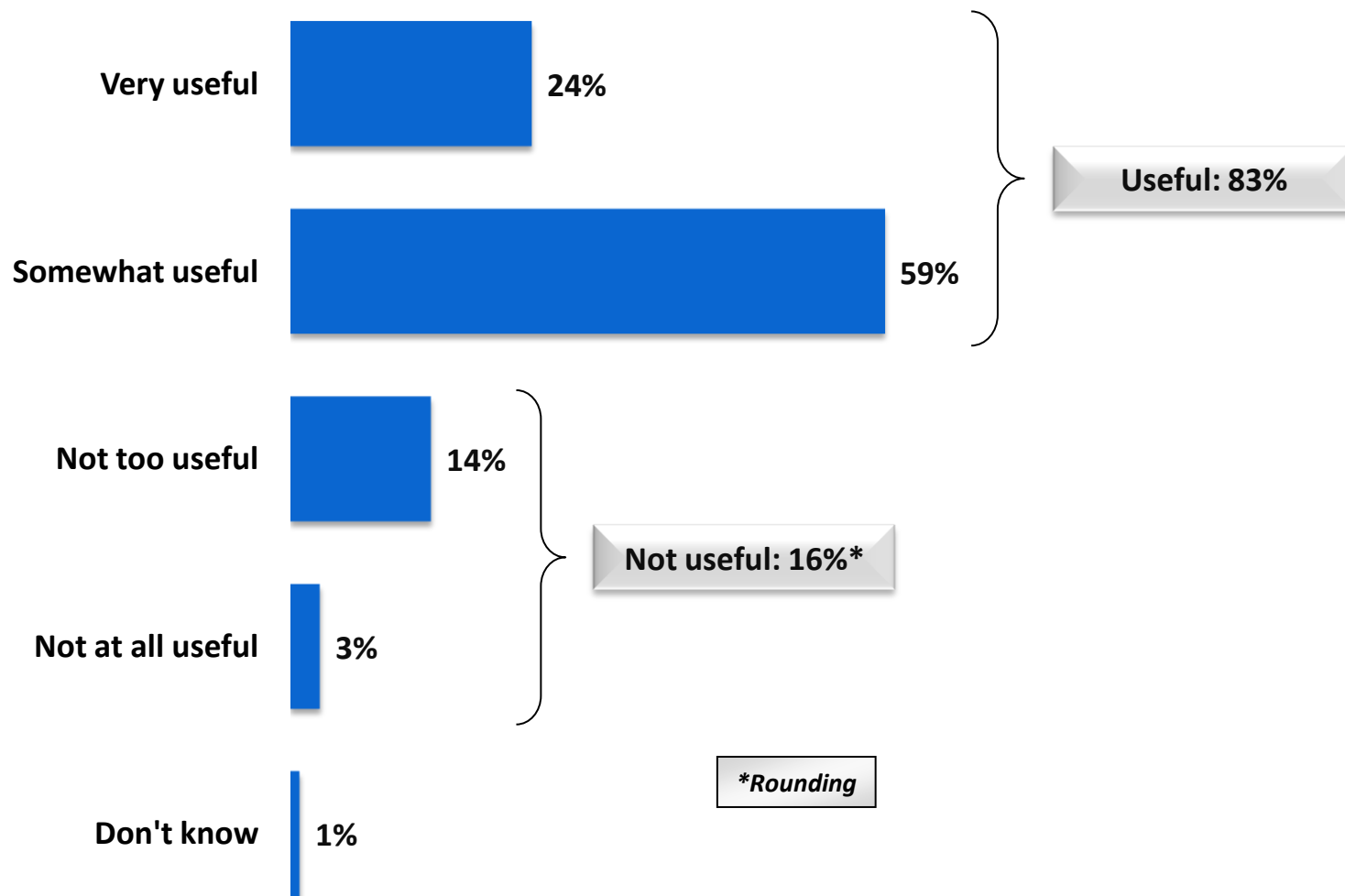
DETAILED FINDINGS WEBSITE



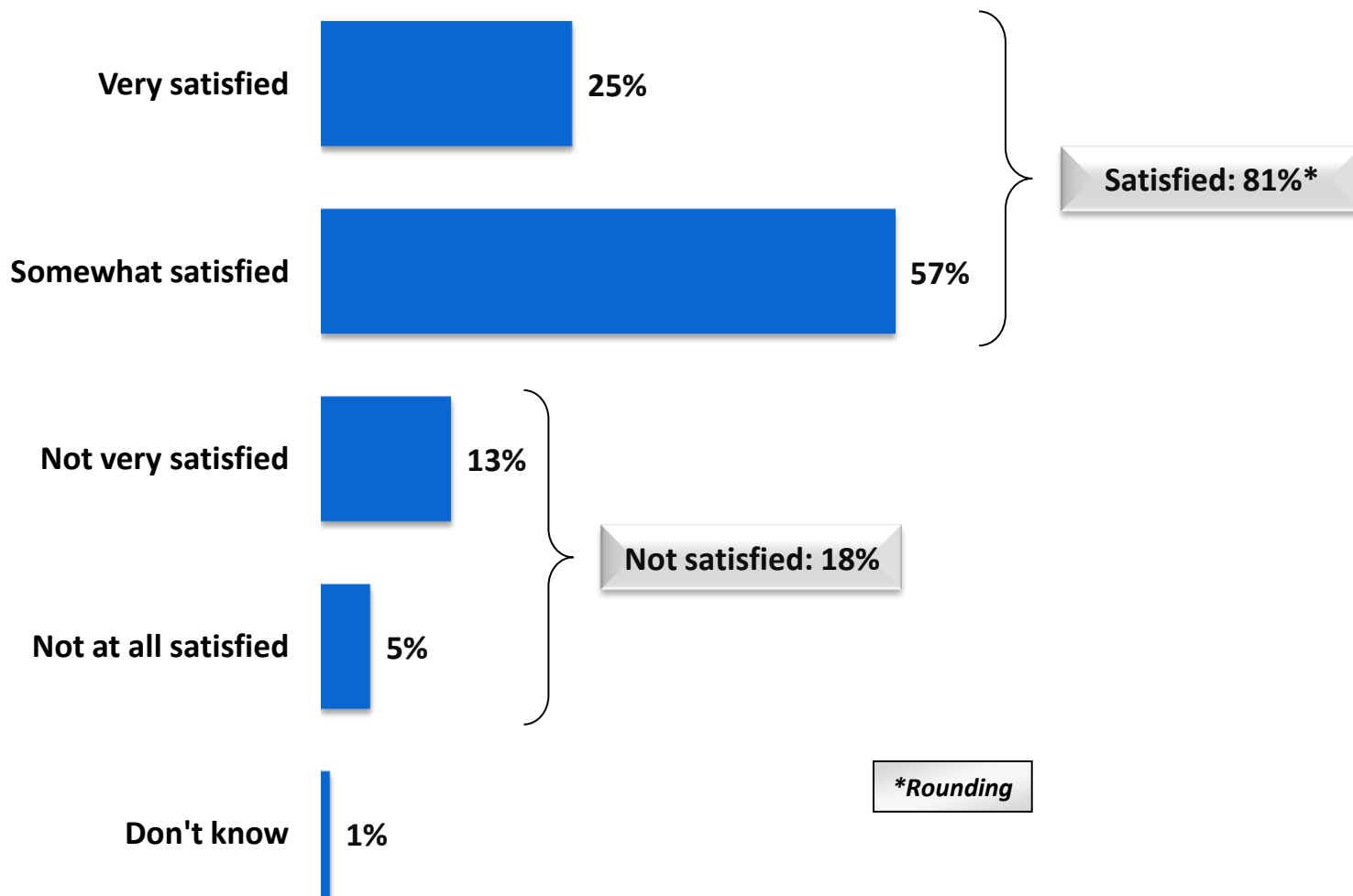
Past 12 Months Visitation of the Town of Hinton's Website



Usefulness of Online Information and Services



Overall Satisfaction with the Functionality of the Town's Website



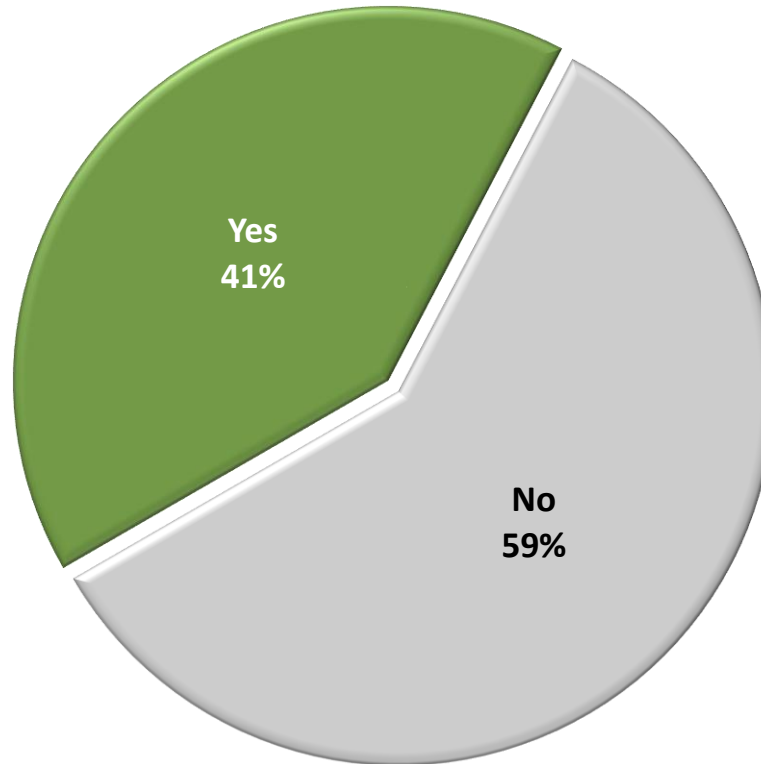
DETAILED FINDINGS

CUSTOMER SERVICE



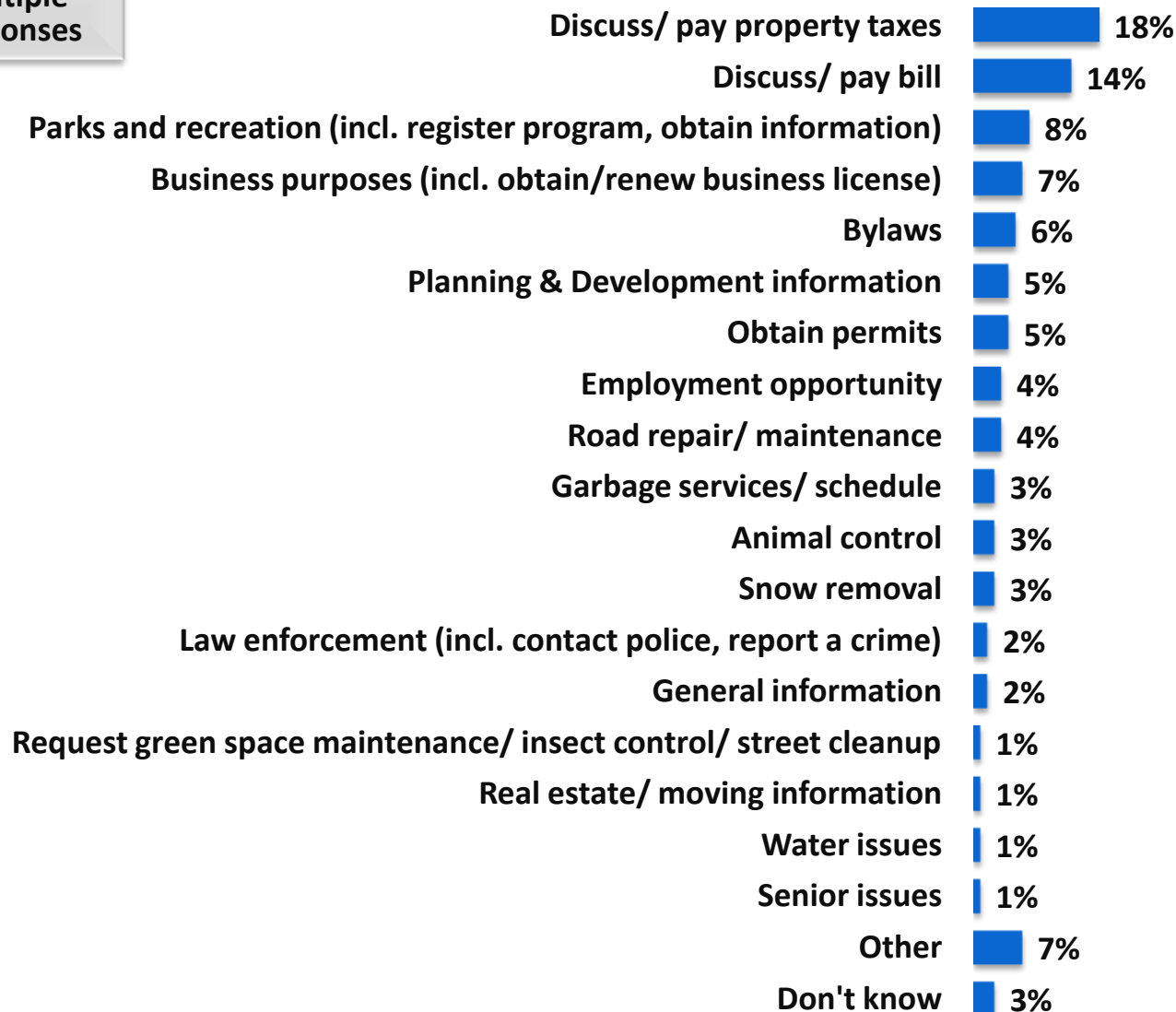
Past 12 Months Contact with The Town of Hinton

Contacted City in Last Twelve Months

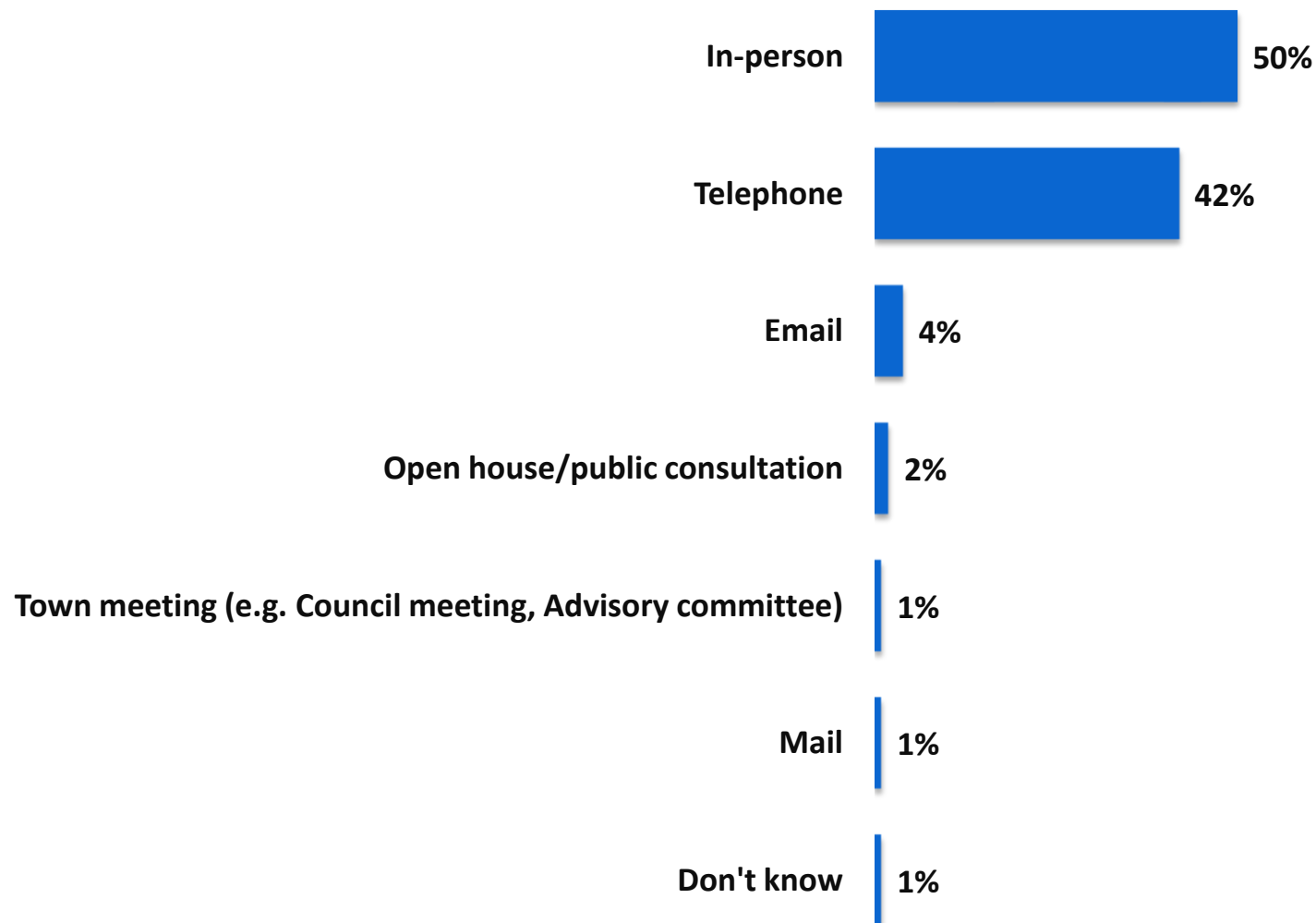


Main Reason for Contact

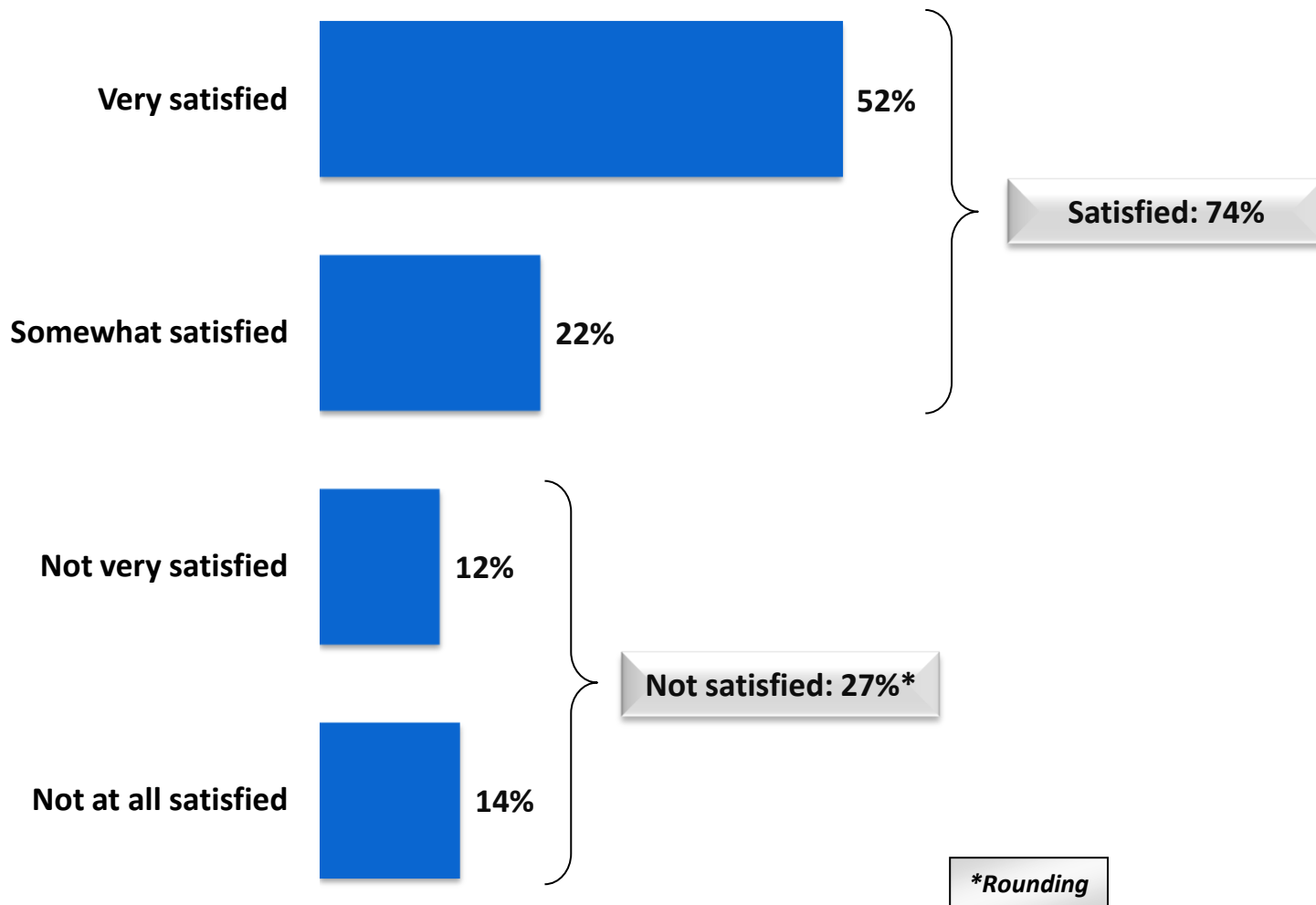
Multiple Responses



Means of Contact



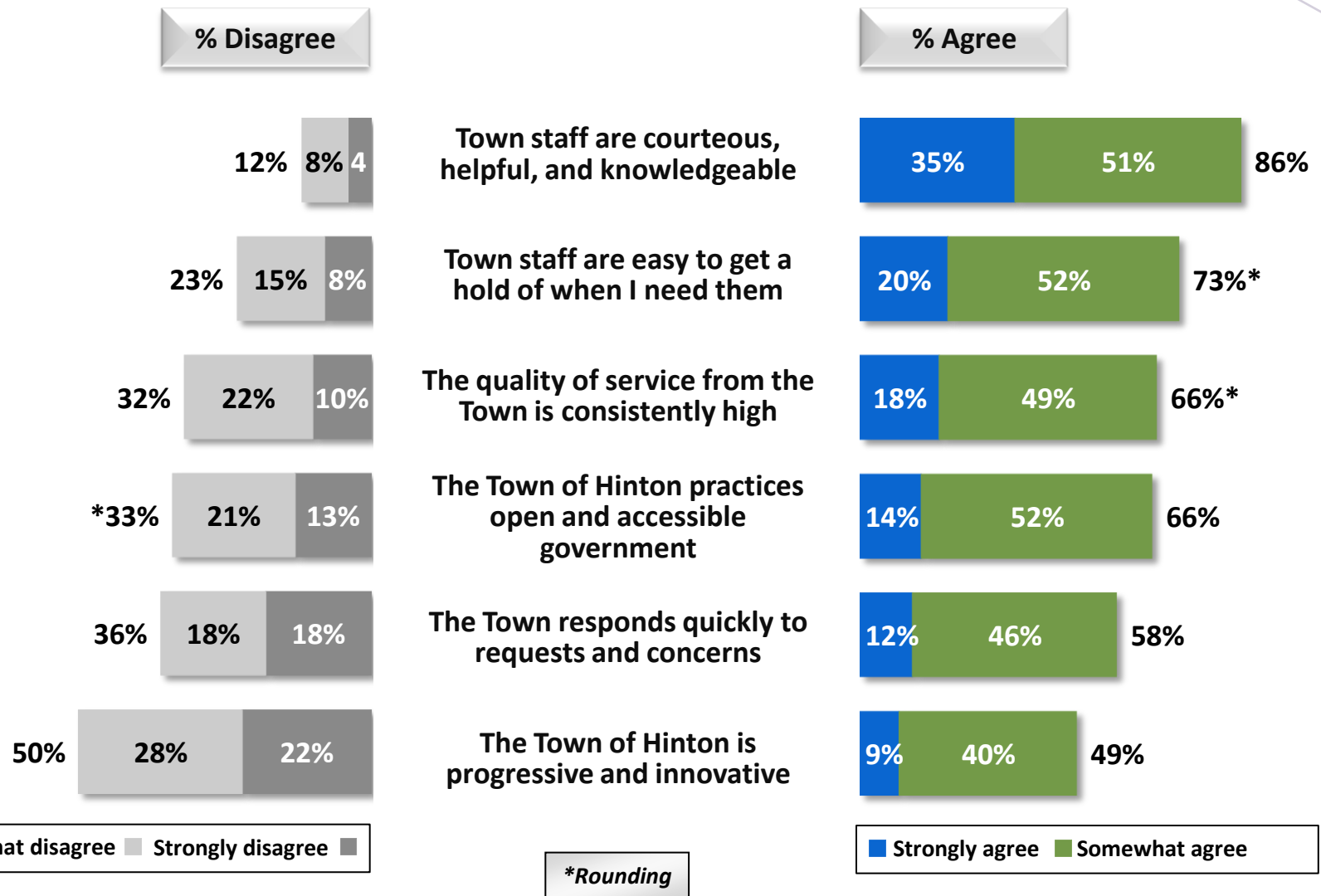
Satisfaction with Service Received



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)

Perceptions of the Town's Customer Service, Transparency and Progressiveness



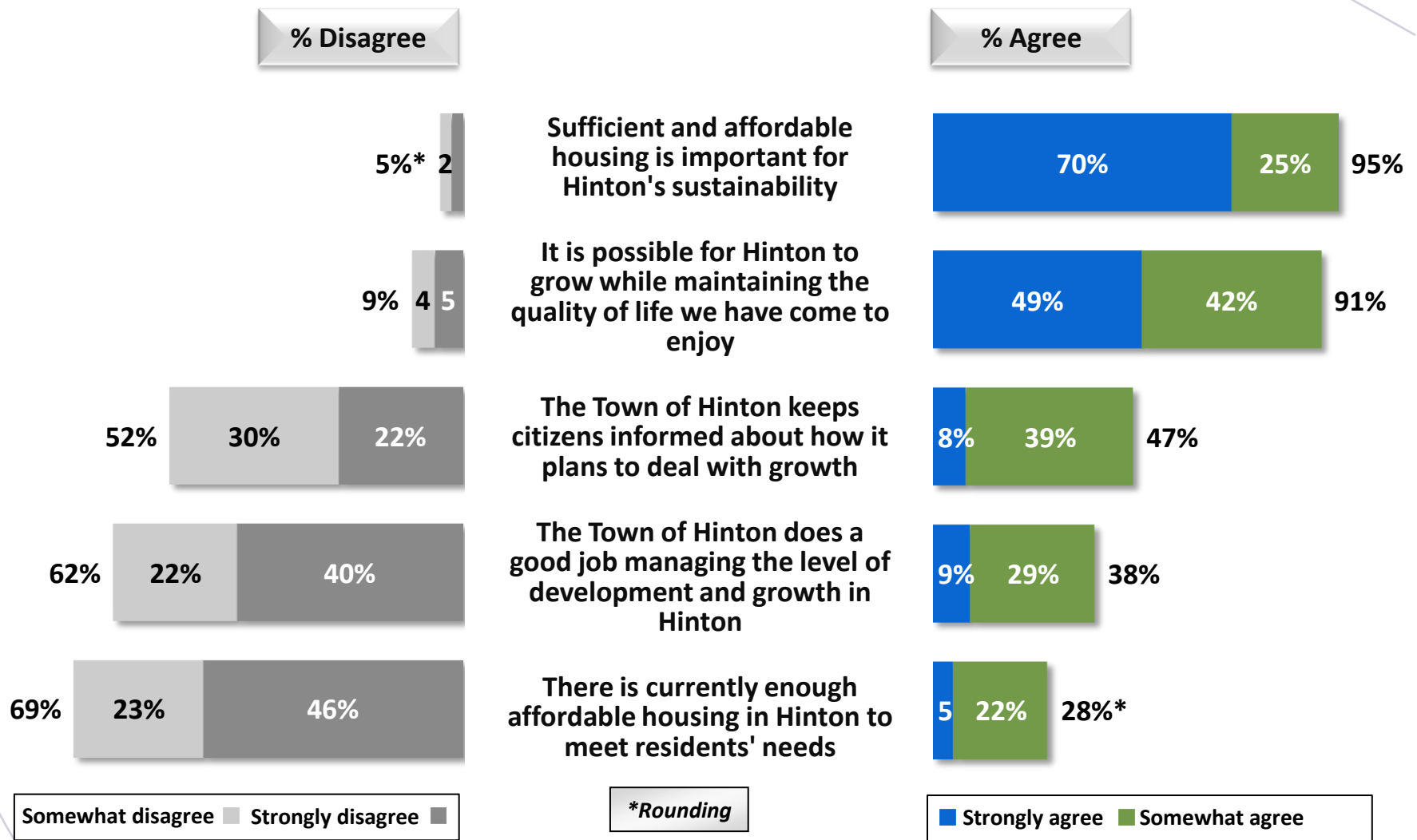
QCS5. Thinking about your personal dealings with the Town of Hinton, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the Town?
 Base: All Respondents (n=300)

DETAILED FINDINGS

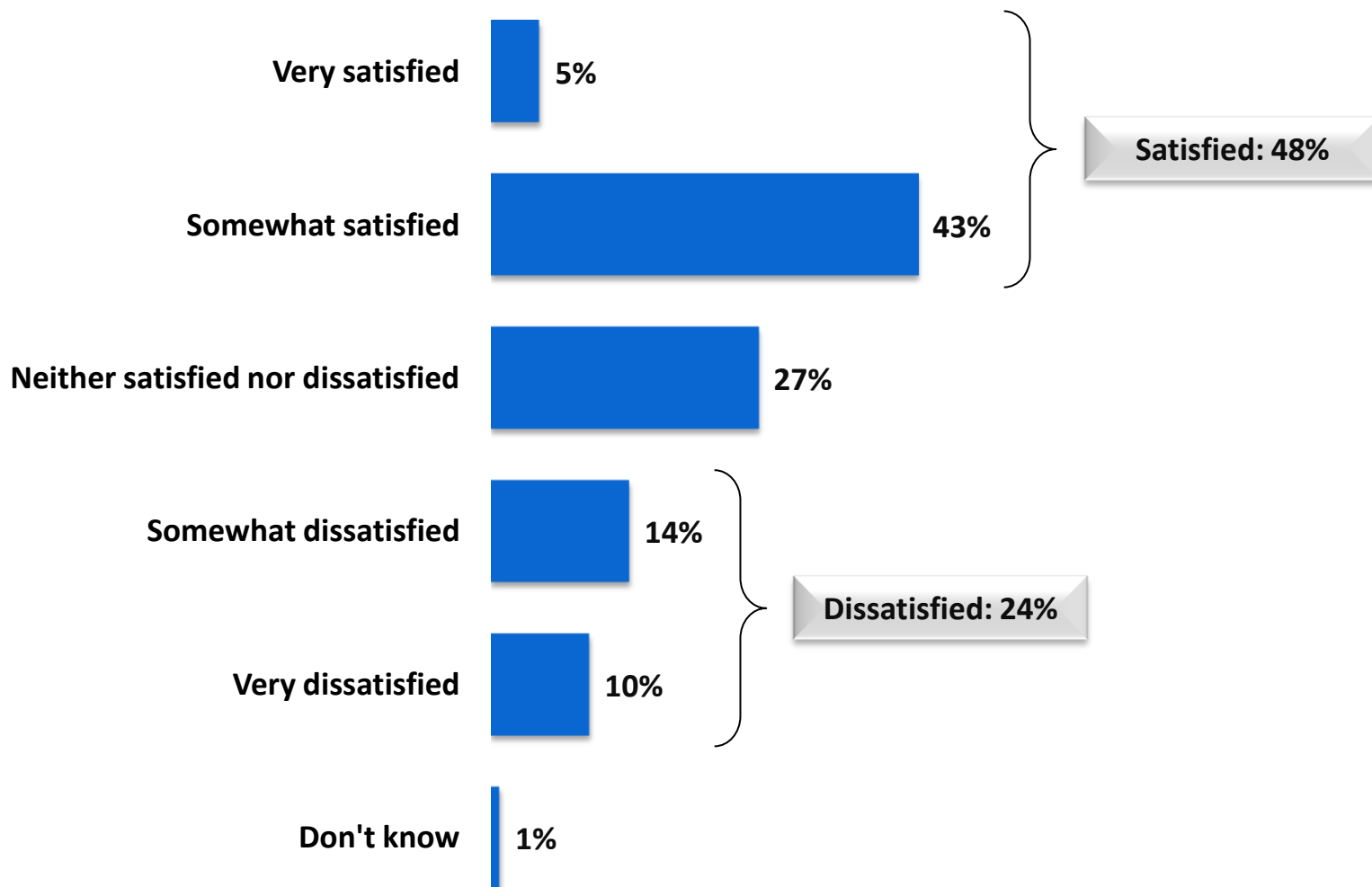
GROWTH AND DEVELOPMENT



Perceptions Regarding Growth and Affordable Housing



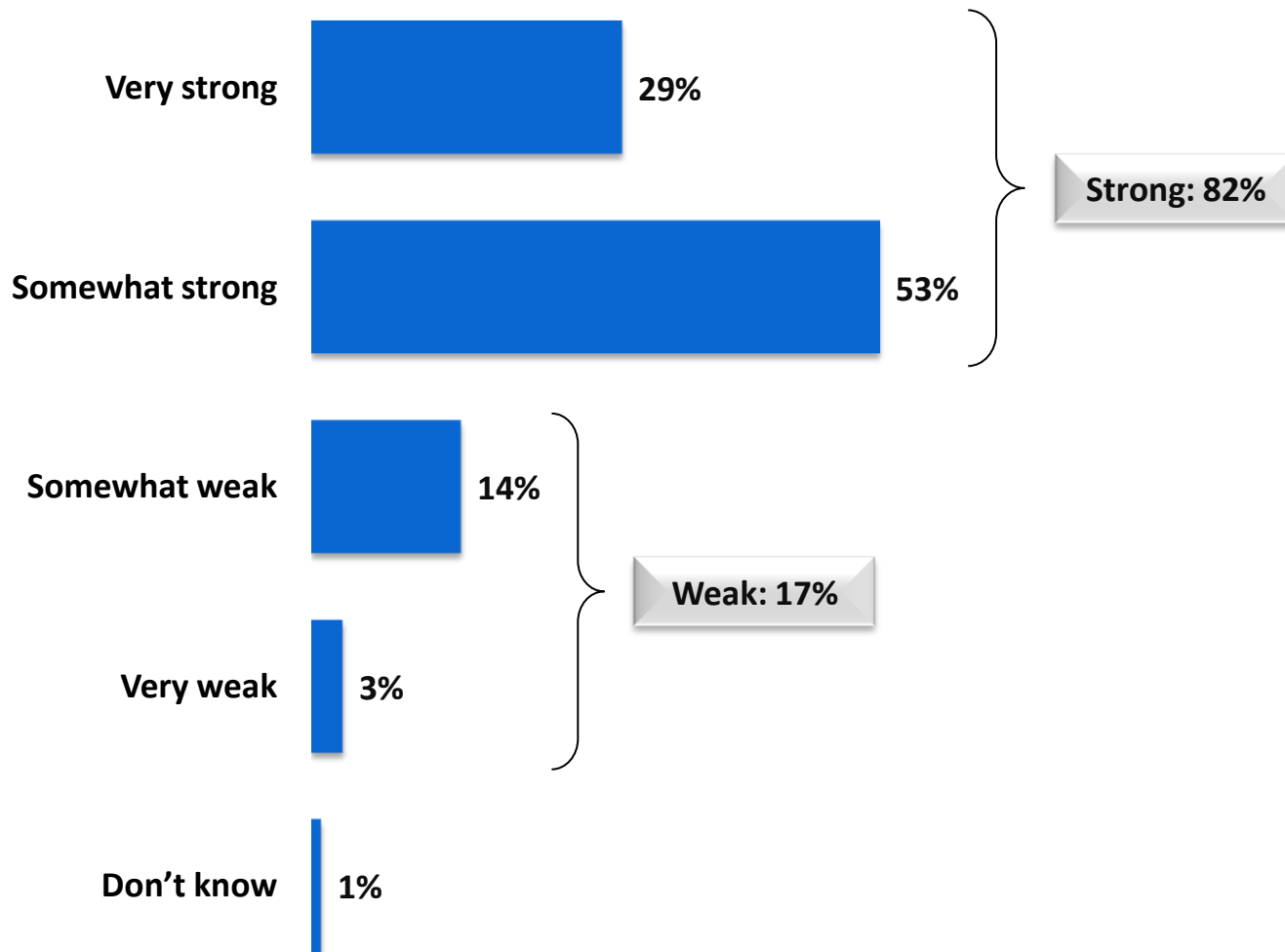
Satisfaction with Opportunities to Provide Input into Local Decisions



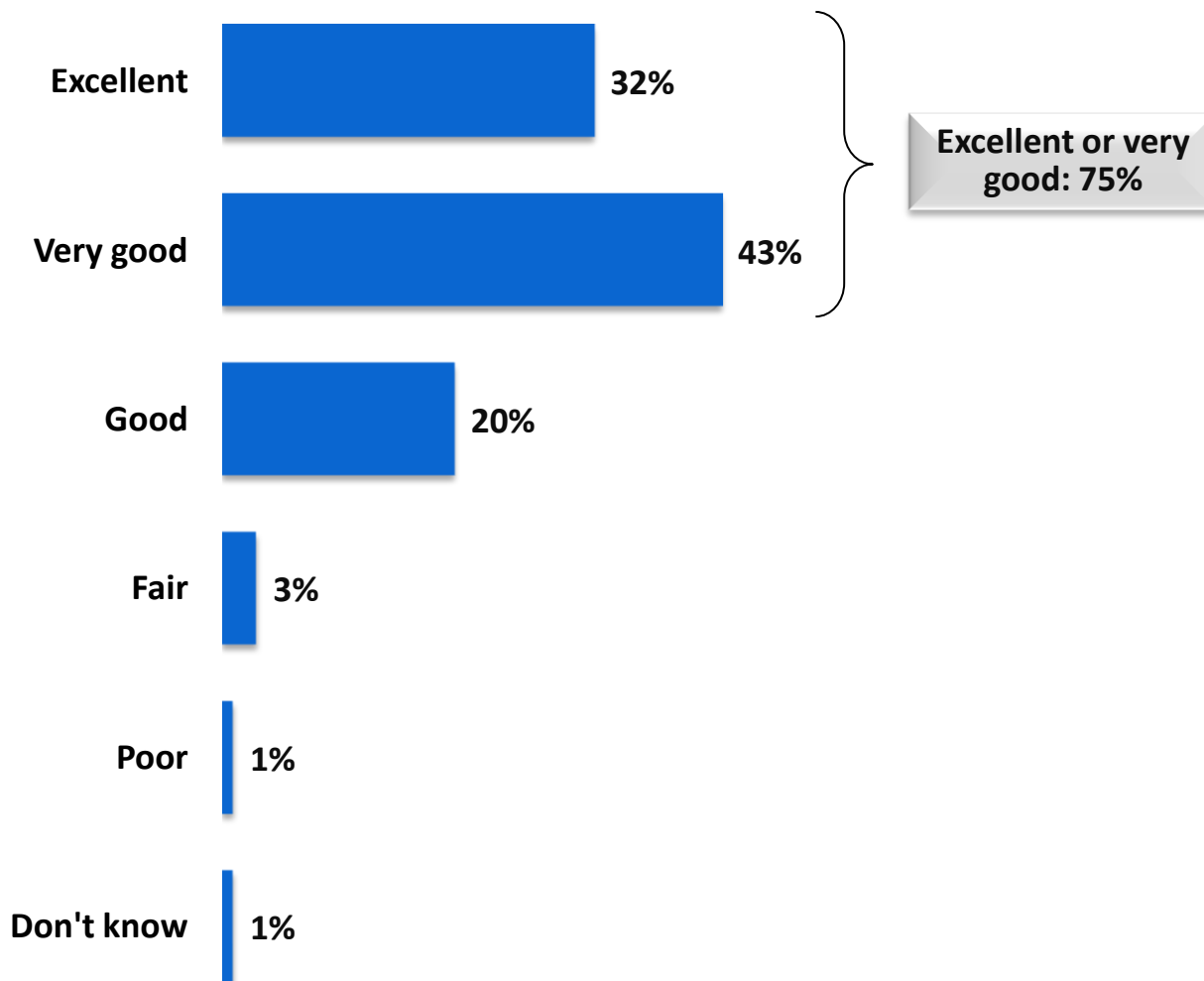
QS4. Moving to decisions that impact Hinton and Area, how satisfied are you with the opportunities to provide input into local decisions that impact you and Hinton and Area ?

Base: All Respondents (n=300)

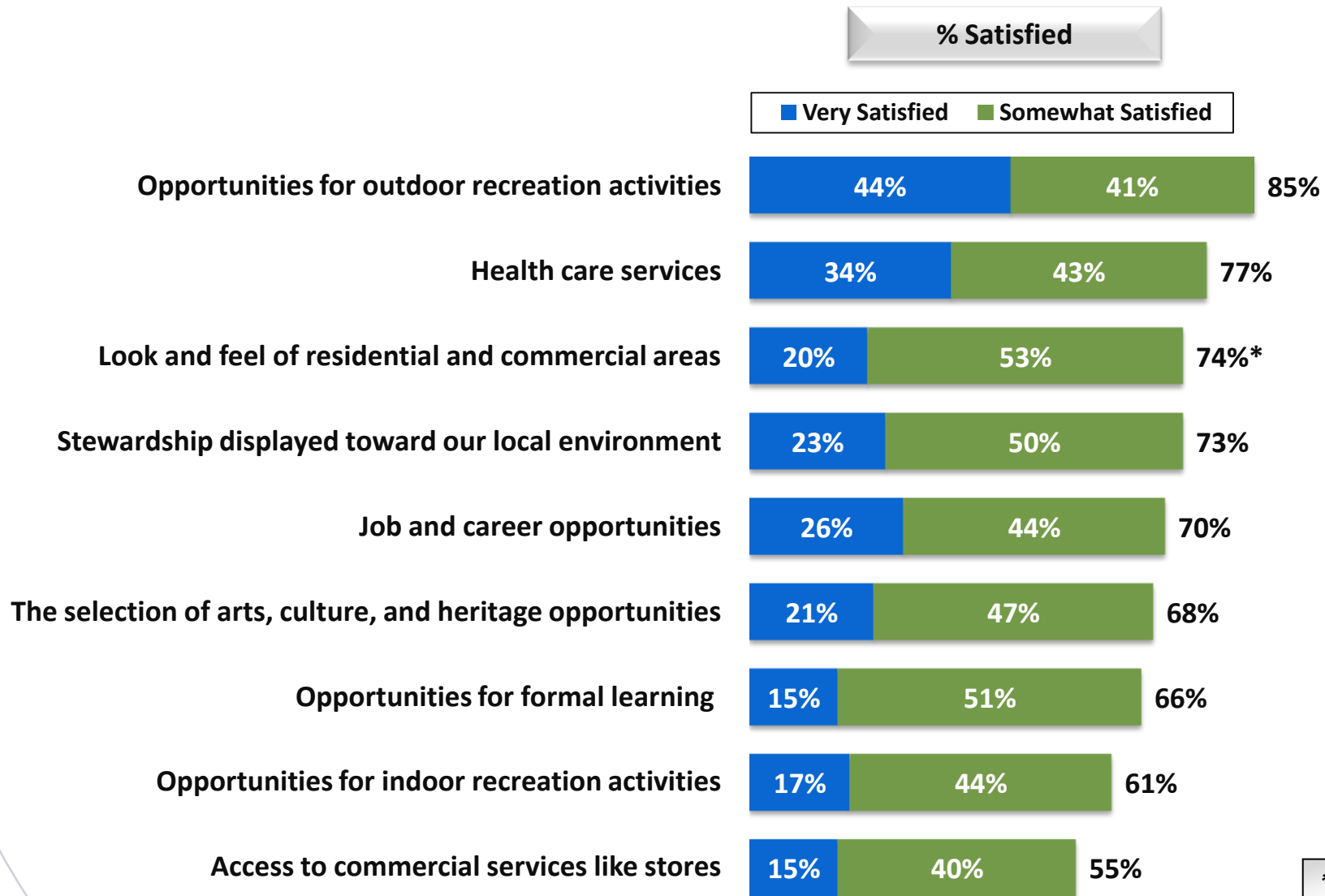
Sense of Belonging to the Community



Perceptions of Overall Personal Health



Satisfaction with Specific Aspects of Life

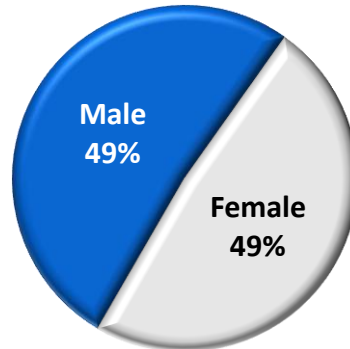


DEMOGRAPHICS



Demographics

Gender



Age

18 to 24	11%
25 to 34	21%
35 to 44	15%
45 to 54	27%
55 to 64	16%
65 or more	11%
Mean	44 years

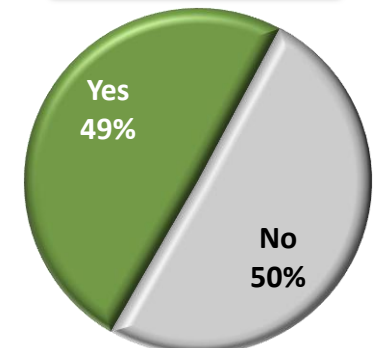
Tenure in Hinton

Less than 5 years	10%
5 to 10 years	21%
11 to 20 years	23%
21 to 30 years	17%
More than 30 years	29%
Mean	22 years

Number of People in Household

1	11%
2	32%
3	19%
4	22%
5 or More	15%

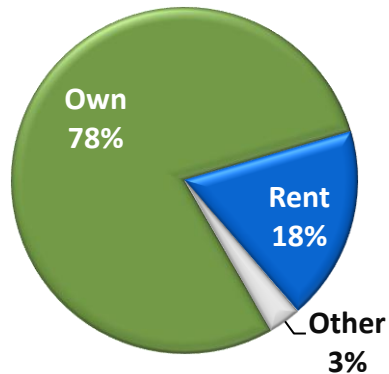
Children in Household



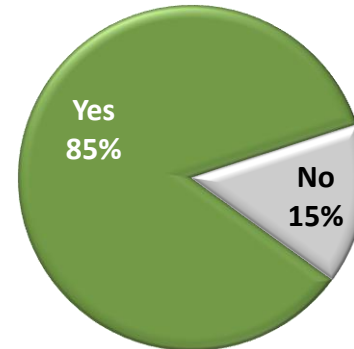
HH Size >1 (n=252)

Demographics (cont'd)

Own or Rent



Responsible for Property Taxes



Income

Less than \$30,000	7%
\$30,000 to just under \$60,000	17%
\$60,000 to just under \$90,000	19%
\$90,000 to just under \$120,000	28%
\$120,000 or more	22%
Don't know	6%

Education

Completed high school or less	37%
Some post secondary or college diploma	45%
Completed university degree or post-grad degree	17%
Don't know	2%

Jamie Duncan

Vice President
Ipsos Reid Public Affairs

635 Eighth Avenue SW, Suite 600
Calgary, AB, Canada T2P 3M3

Phone: 403.294.7385
email: jamie.duncan@ipsos.com

Sheela Das

Associate Vice President
Ipsos Reid Public Affairs

635 Eighth Avenue SW, Suite 600
Calgary, AB, Canada T2P 3M3

Phone: 403.294.7382
email: sheela.das@ipsos.com

