



Ipsos Public Affairs



Town of Hinton

2016 Citizen Satisfaction Survey

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GAME CHANGERS

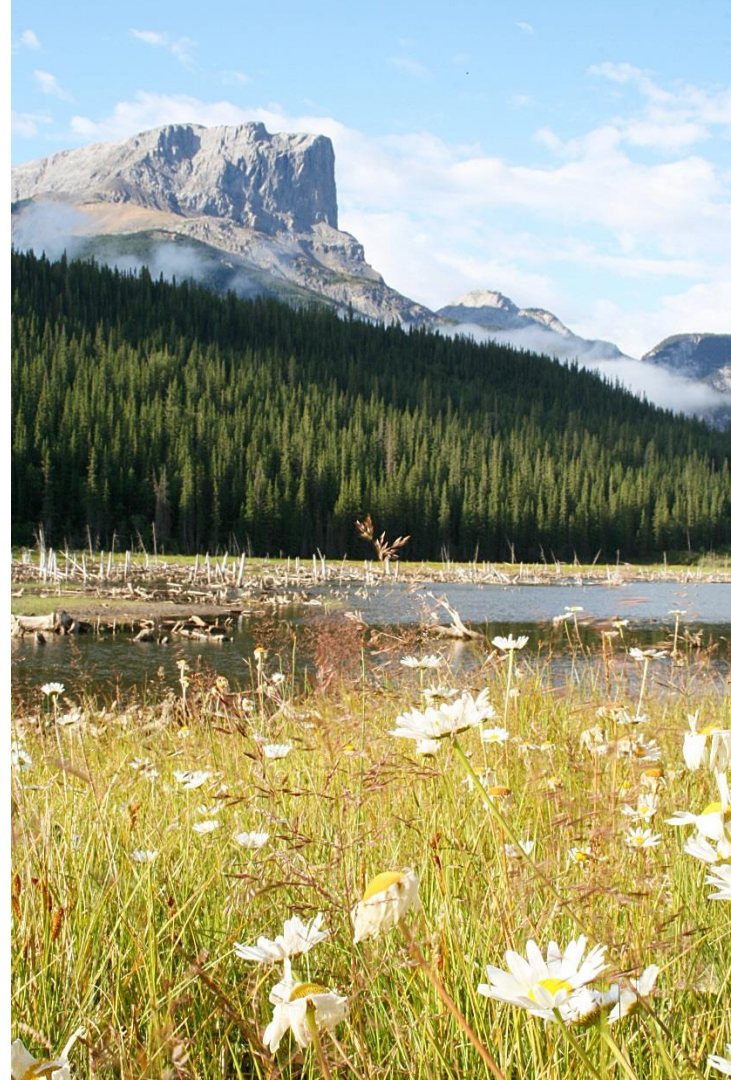


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Methodology

- Ipsos conducted a telephone survey with a randomly selected sample of 300 residents of the Town of Hinton aged 18 years or older between September 14th and 21th, 2016, using cell phone (30%) and landline (70%) sample.
- The average interview length was 21 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.

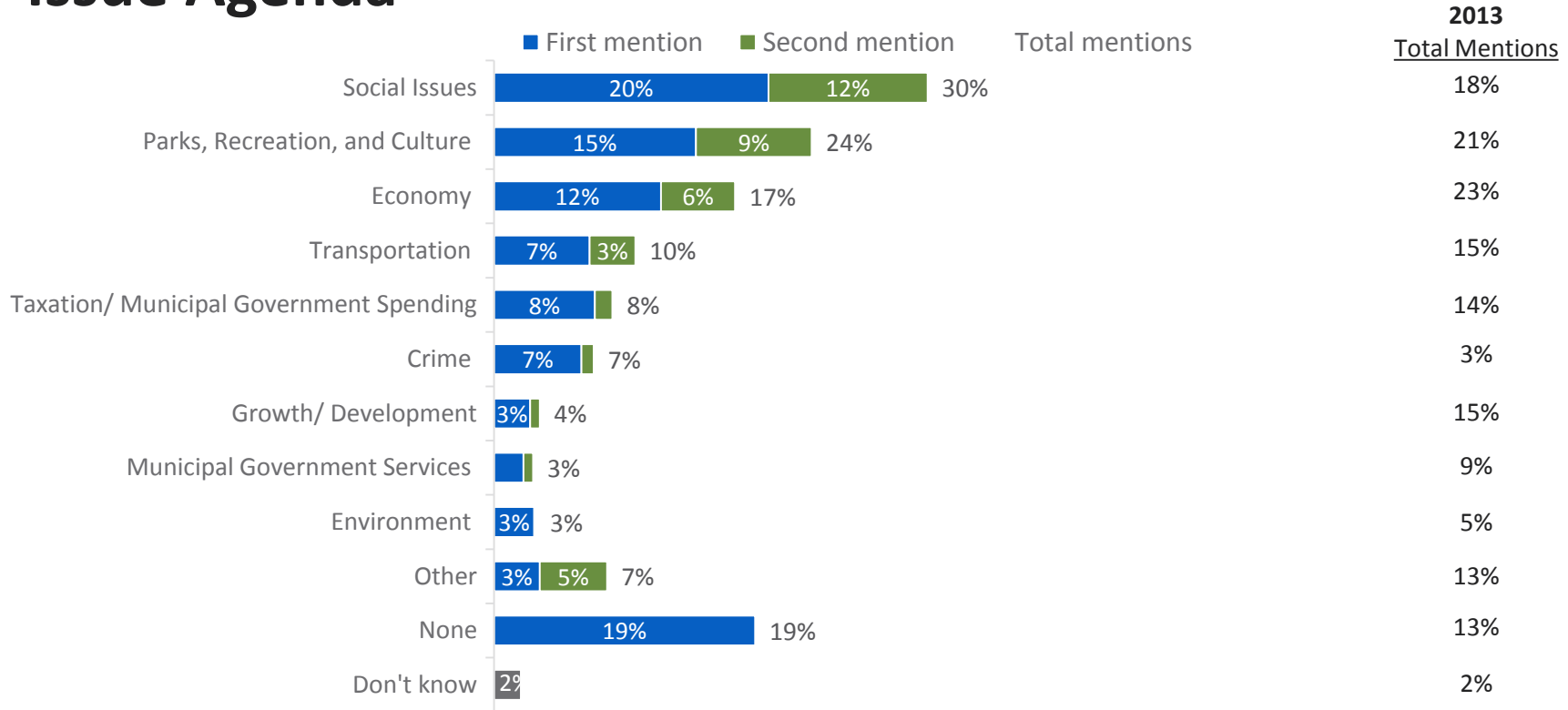


DETAILED FINDINGS

DETAILED FINDINGS

ISSUE AGENDA

Issue Agenda



Mentions <3% not shown

** Rounding

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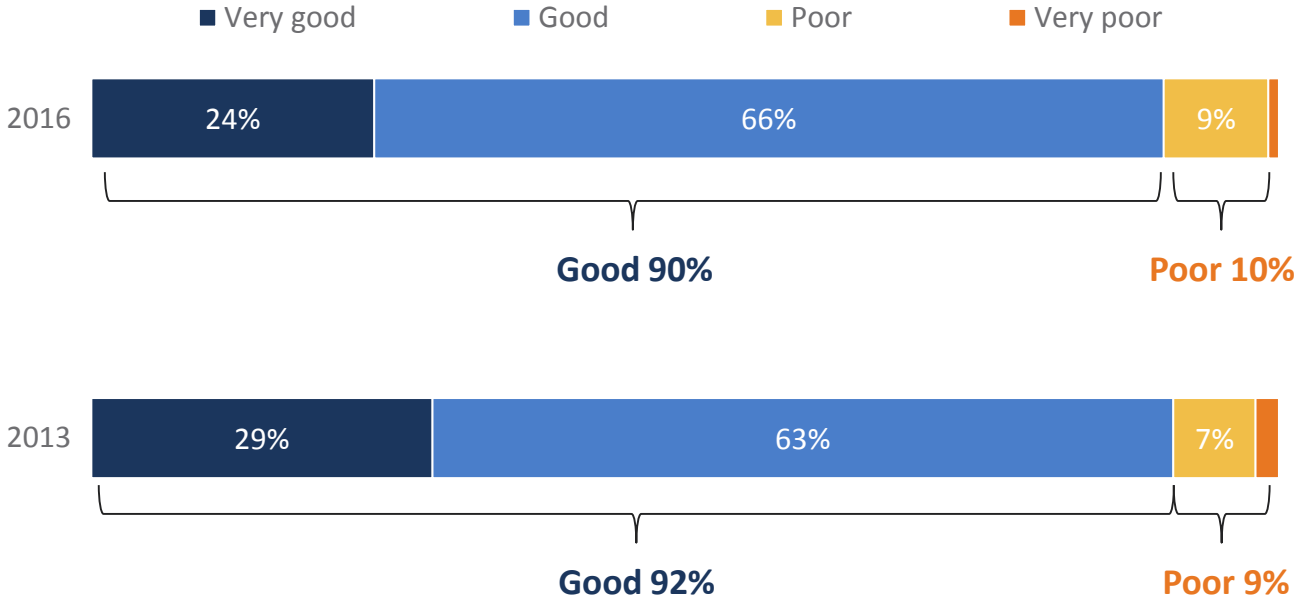
1. In your view, as a resident of Hinton, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: 2016 (n=300); 2013 (n=300)

DETAILED FINDINGS

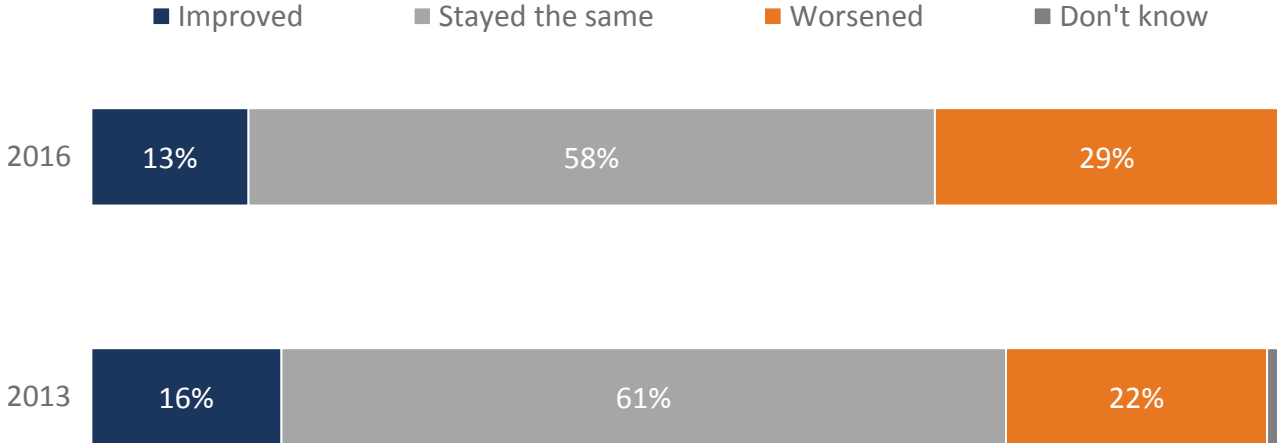
QUALITY OF LIFE

Overall Quality of Life in Hinton



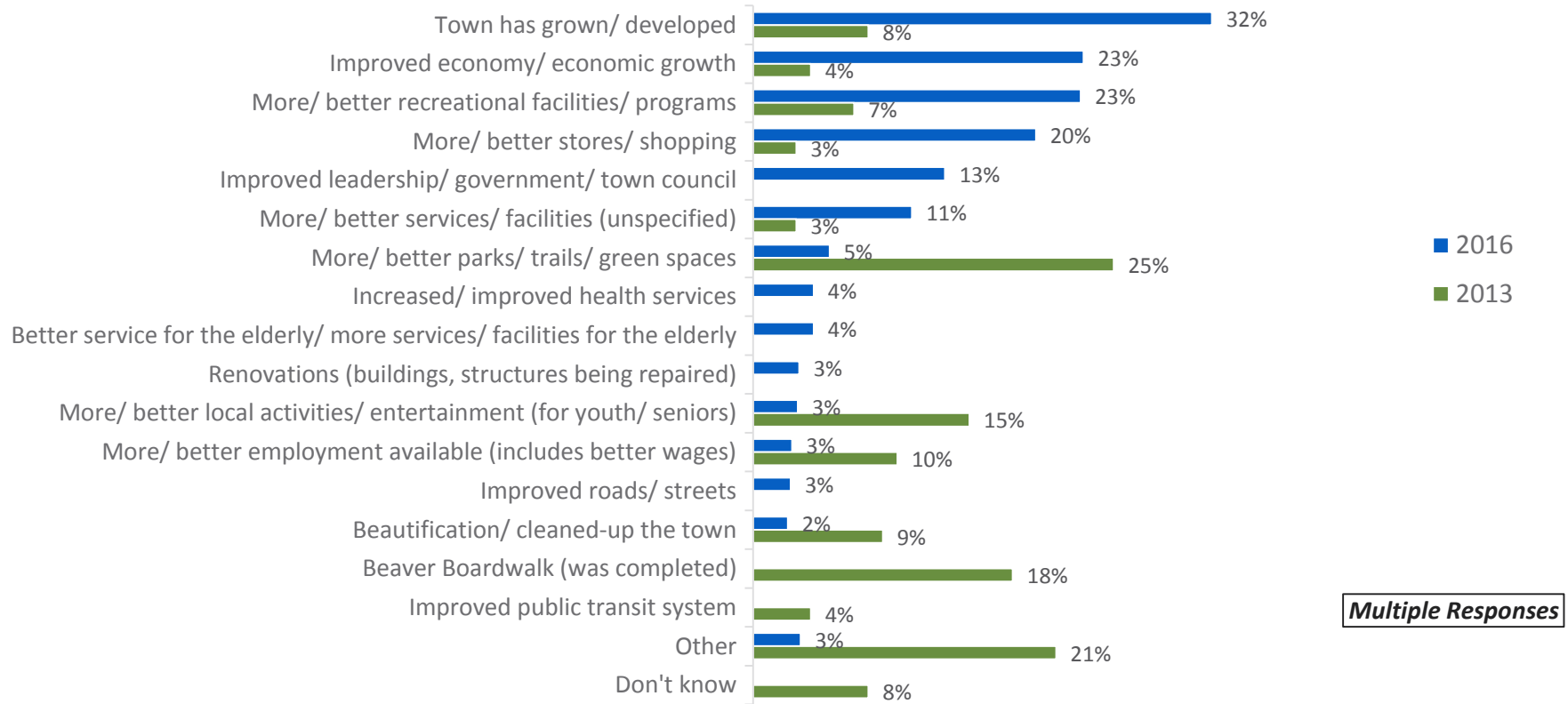
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Perceived Change in the Quality of Life

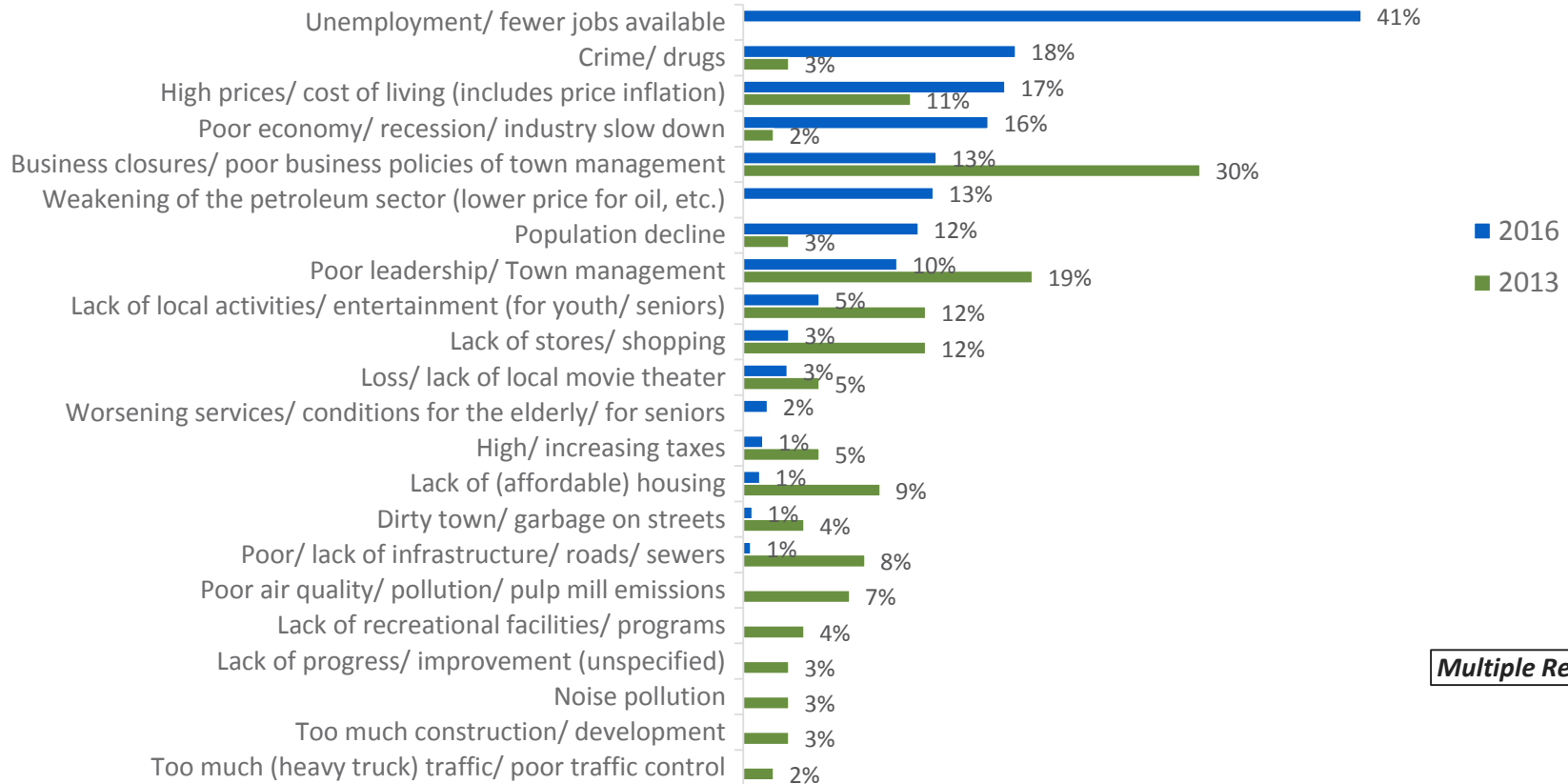


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Reasons for Improved Quality of Life



Reasons for Deteriorated Quality of Life

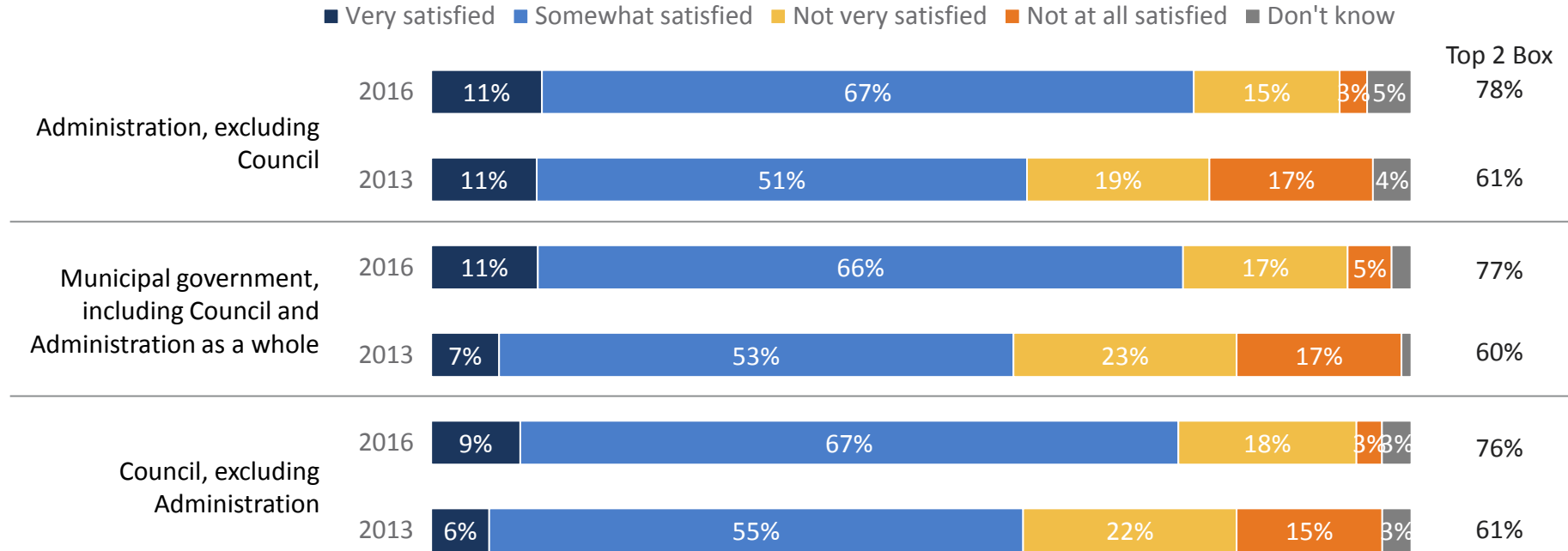


Multiple Responses

DETAILED FINDINGS

PERCEPTIONS OF STAFF AND COUNCIL

Overall Satisfaction with the Town of Hinton's Council and Administration

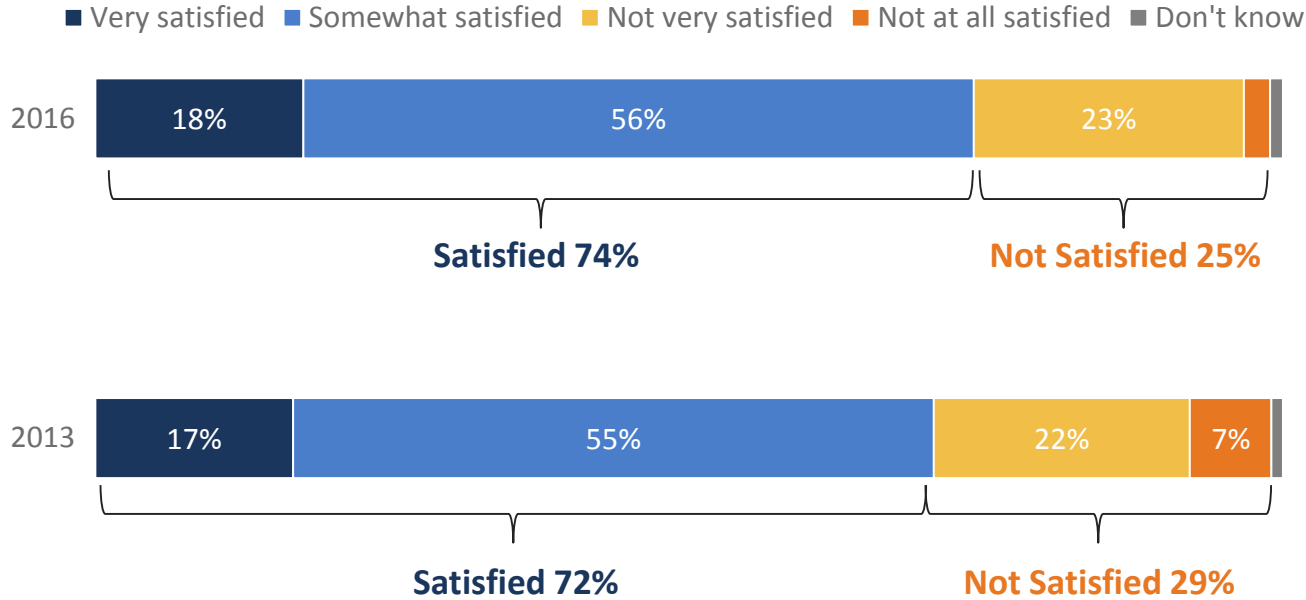


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DETAILED FINDINGS

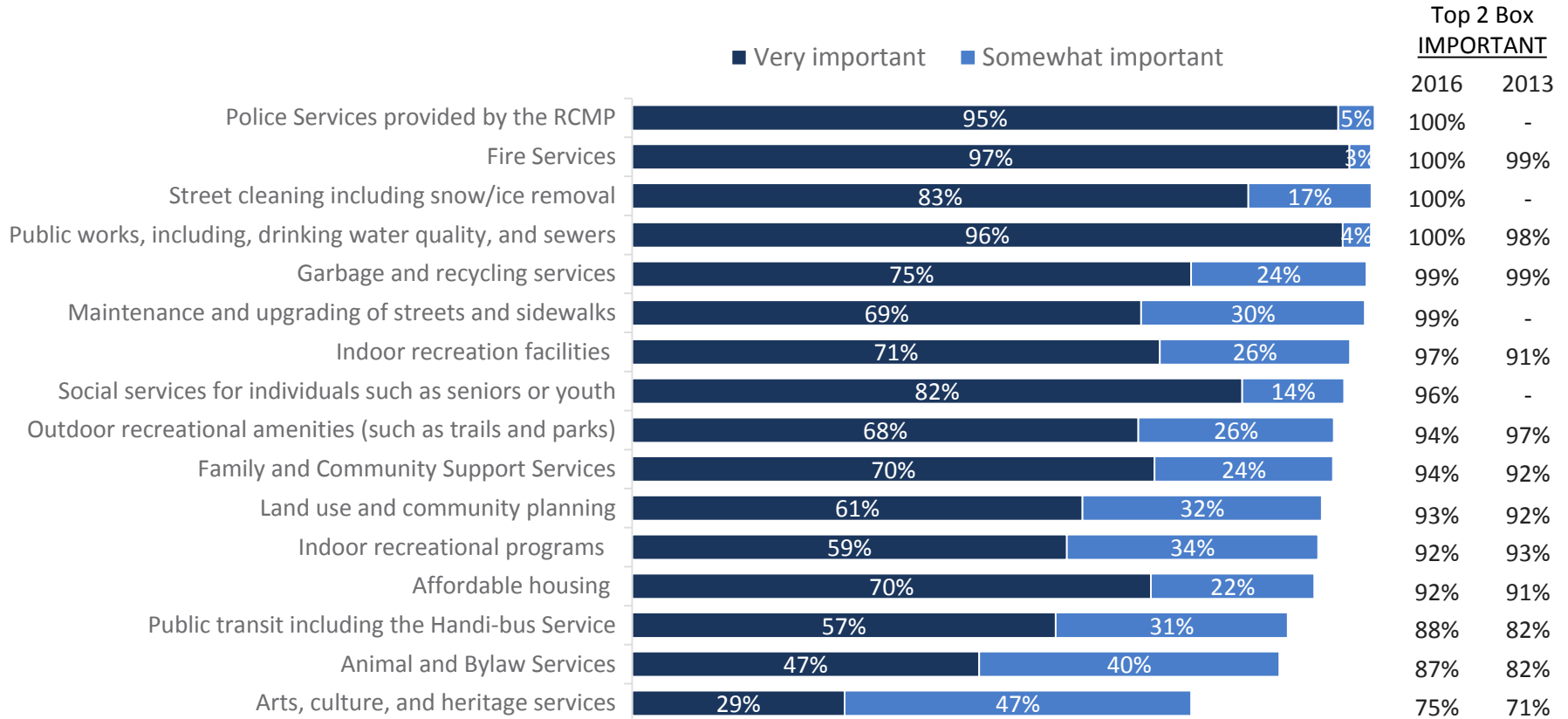
SATISFACTION WITH SERVICES

Overall Satisfaction with Town Programs and Services

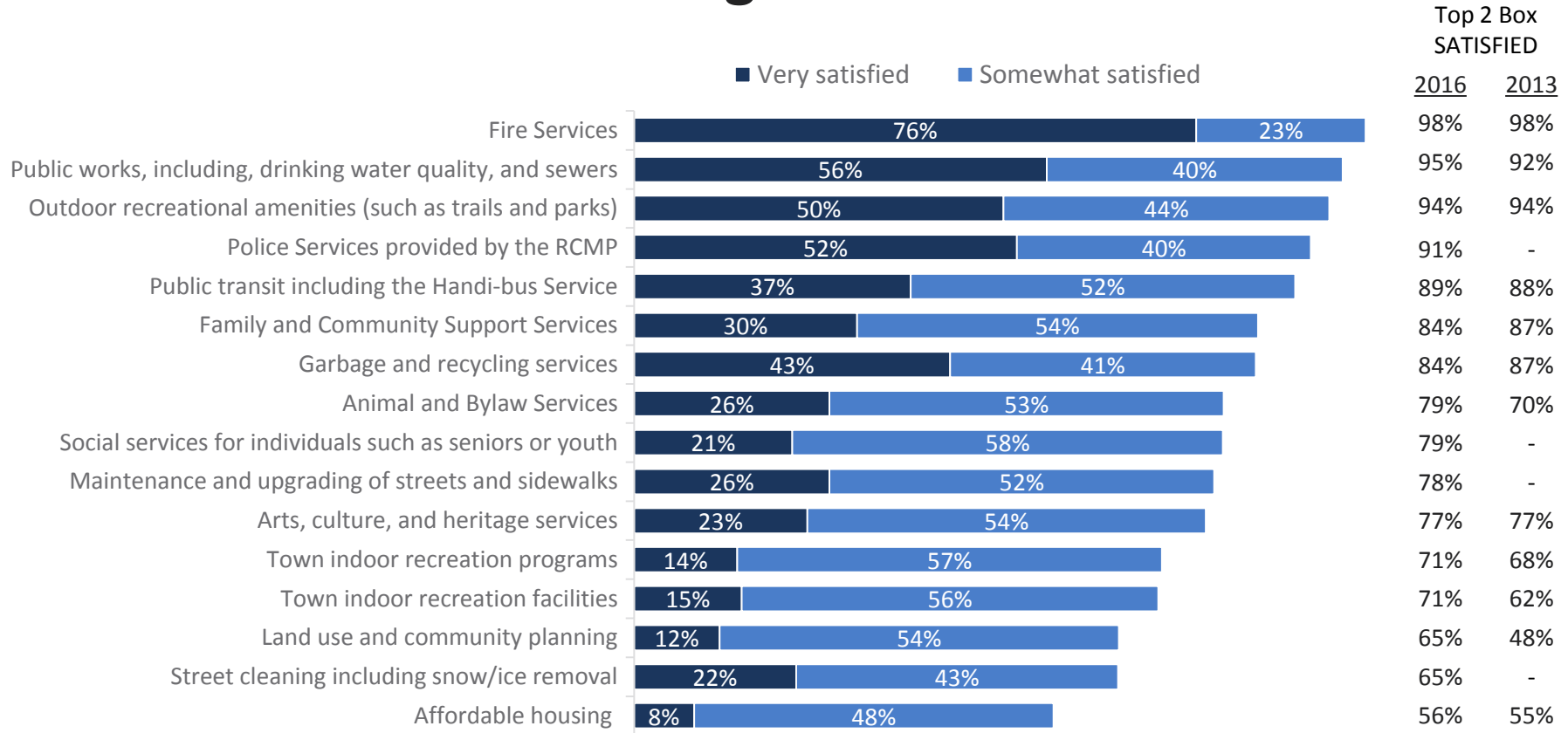


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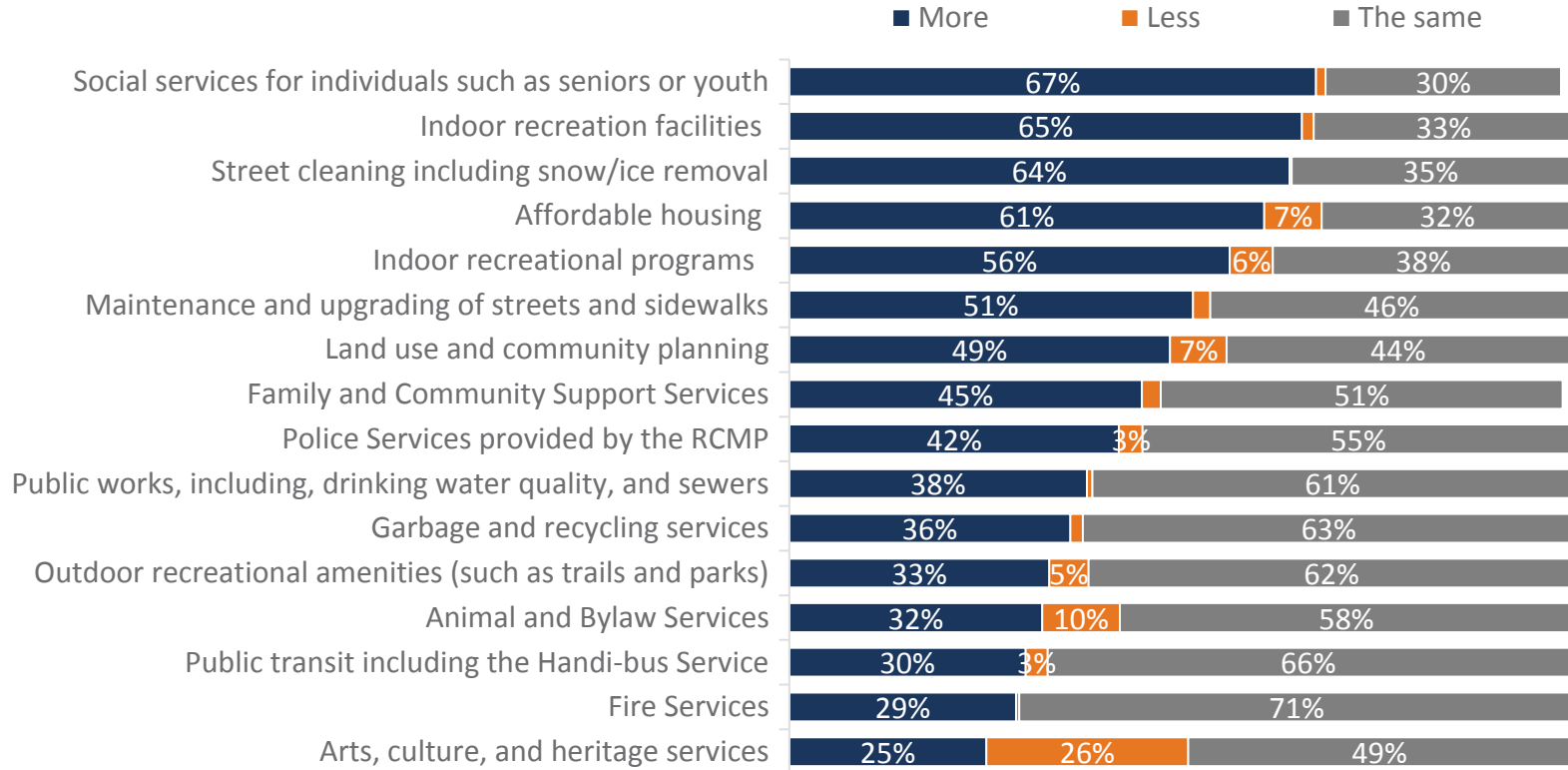
Importance of Town Programs and Services



Satisfaction with Town Programs and Services

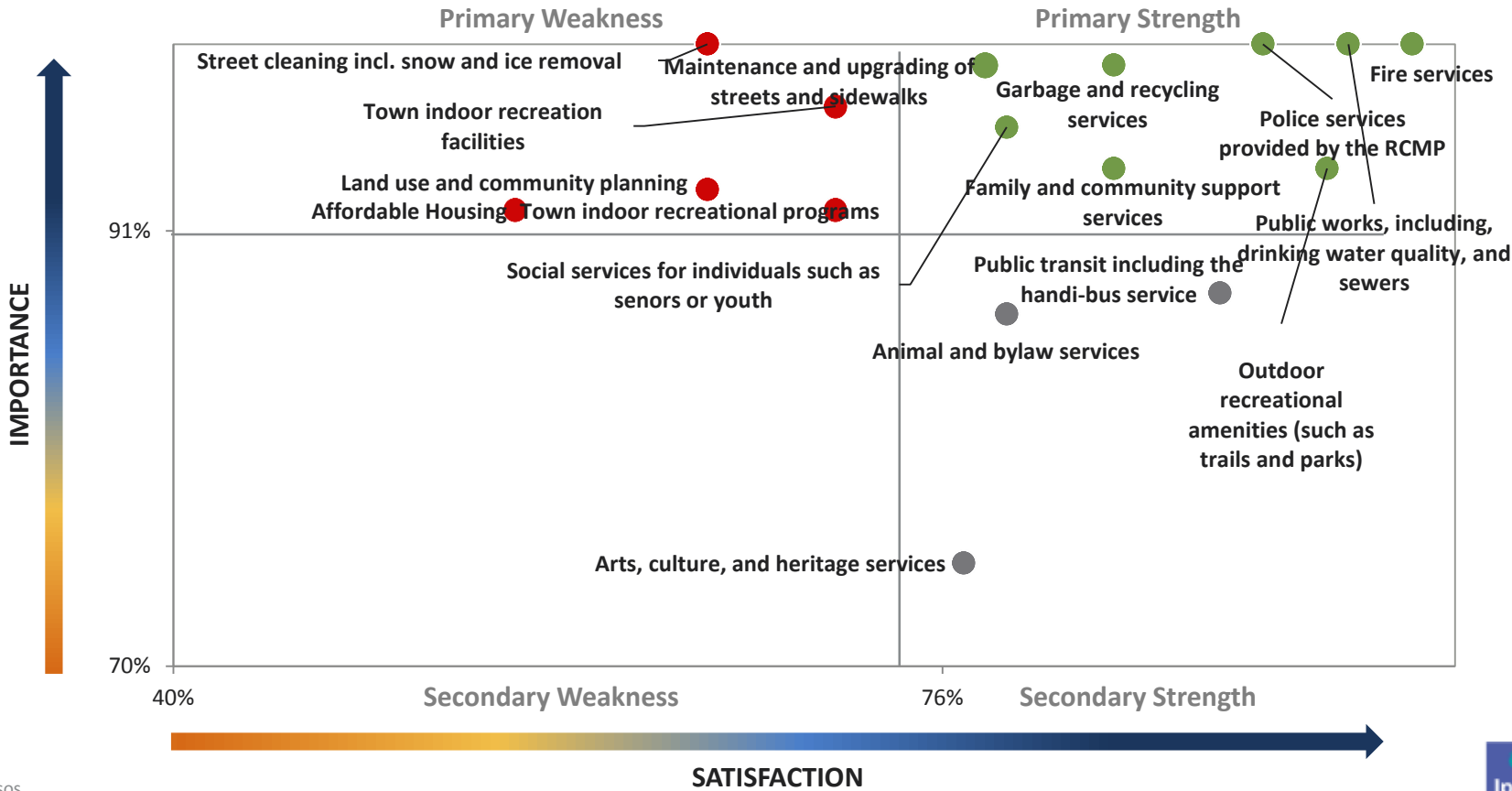


Investment in Town Programs and Services



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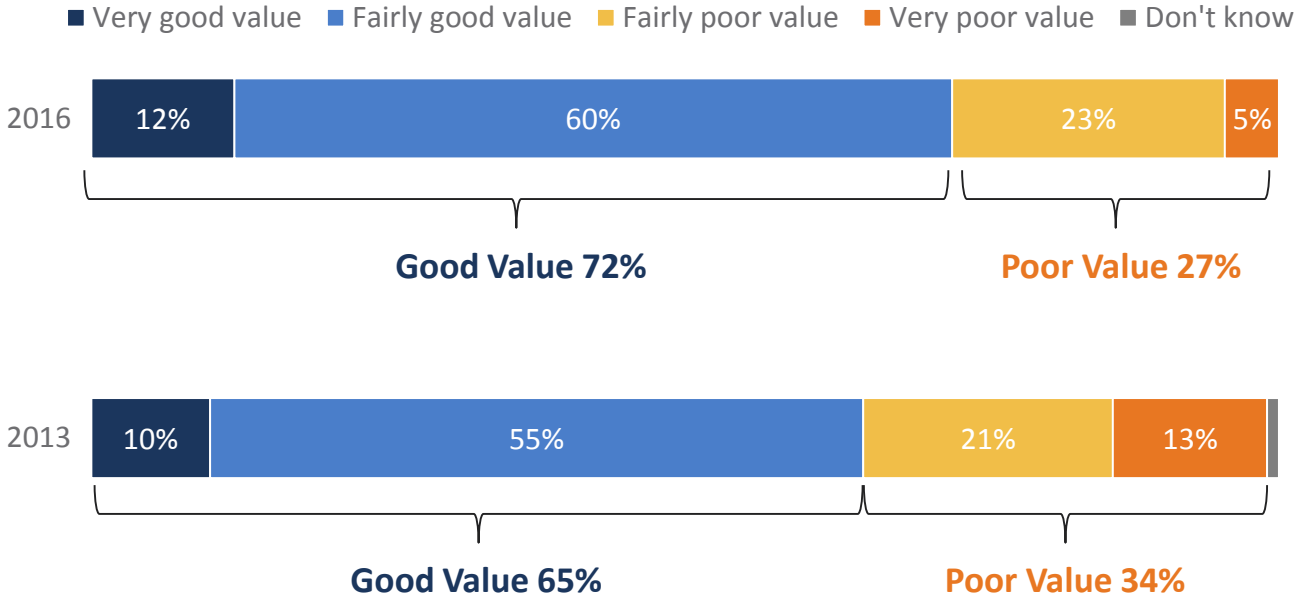
Importance vs. Satisfaction Grid



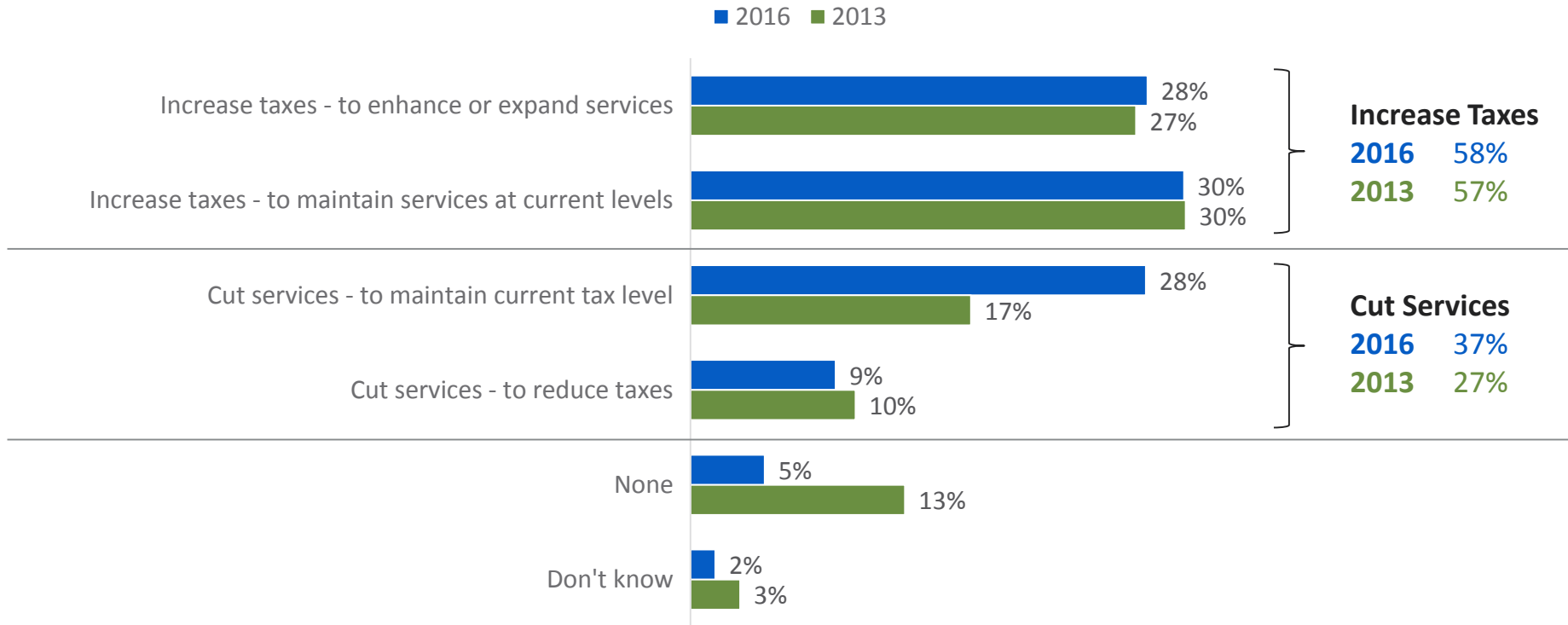
DETAILED FINDINGS

FINANCIAL PLANNING

Perceived Value of Tax Dollars



Balancing Taxation and Service Delivery Levels

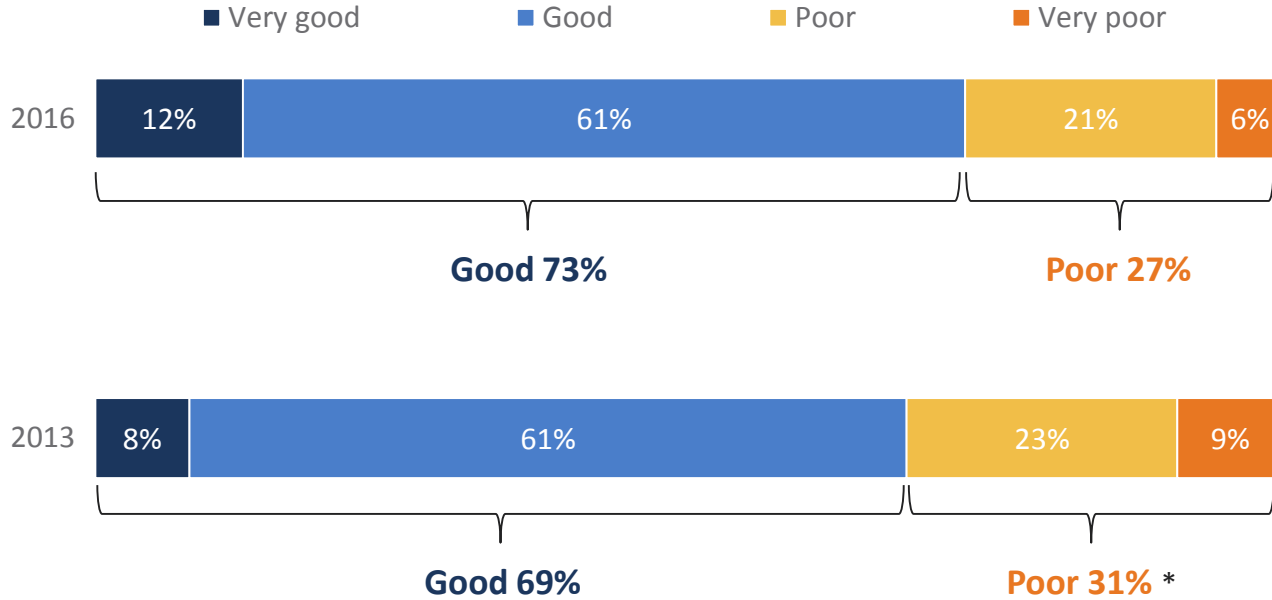


8b. Municipal property taxes are the primary way to pay for services provided by the Town of Hinton. Due to the increased cost of maintaining current service levels and infrastructure, the Town of Hinton must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Hinton to pursue? Base: 2016 (n=300); 2013 (n=300)

DETAILED FINDINGS

COMMUNICATION

Effectiveness of Town Communications with Citizens



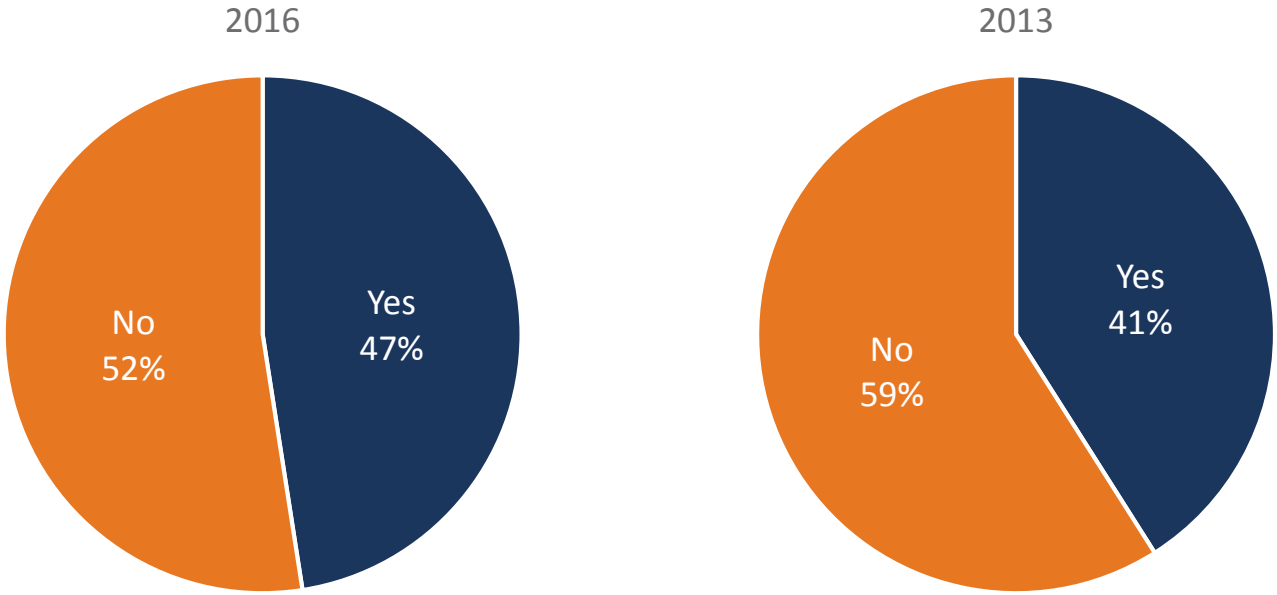
* Rounding

9. 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? Would you say the communication has been...?
Base: 2016 (n=300); 2013 (n=300)

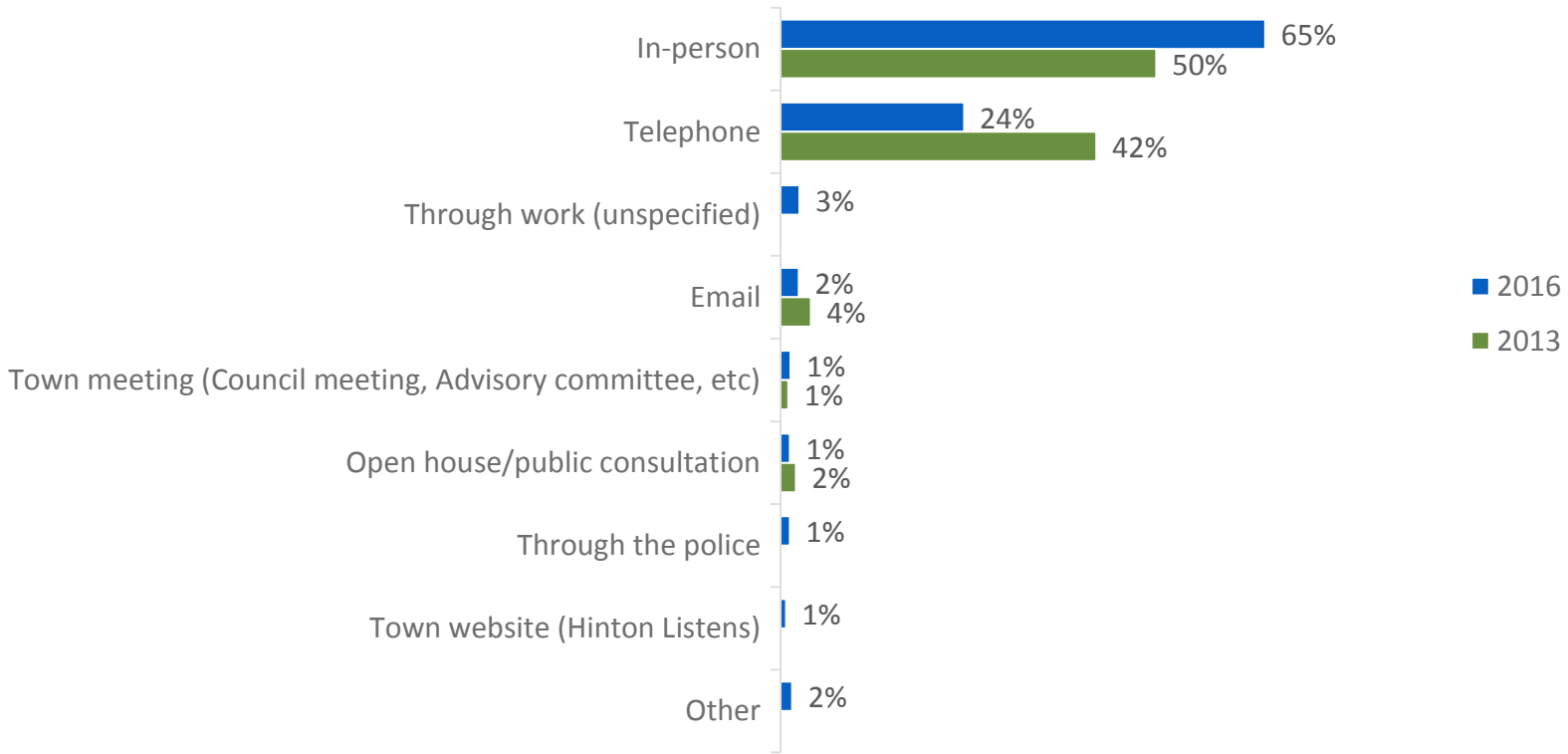
DETAILED FINDINGS

CUSTOMER SERVICE

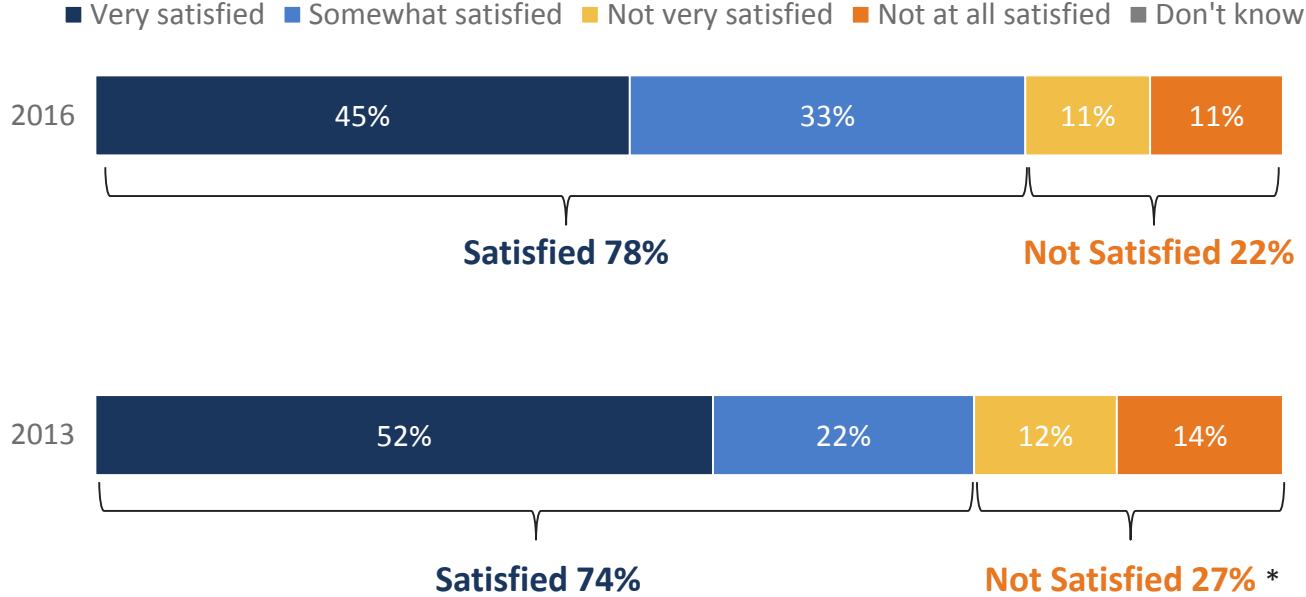
Past 12 Months Contact with The Town of Hinton



Means of Contact

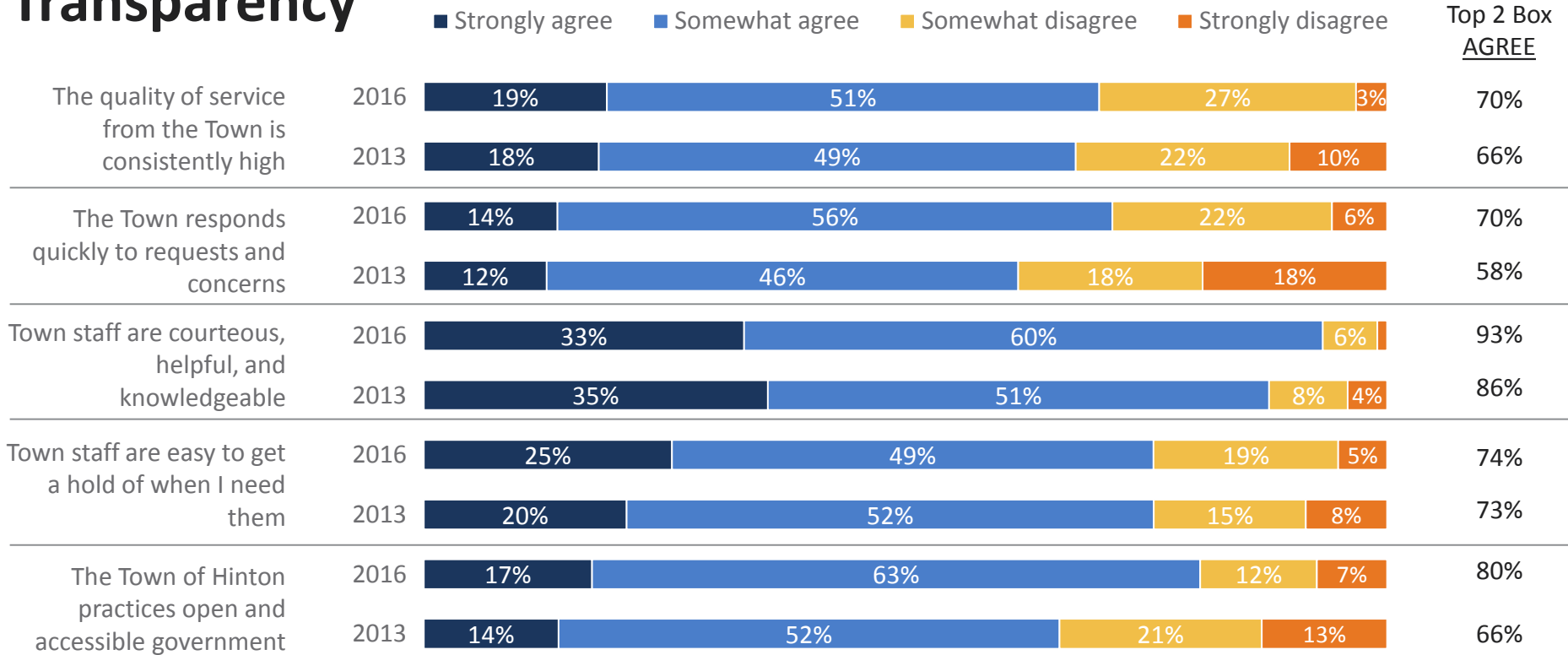


Satisfaction with Service Received



* Rounding

Attitudes Regarding Town Service Delivery and Transparency

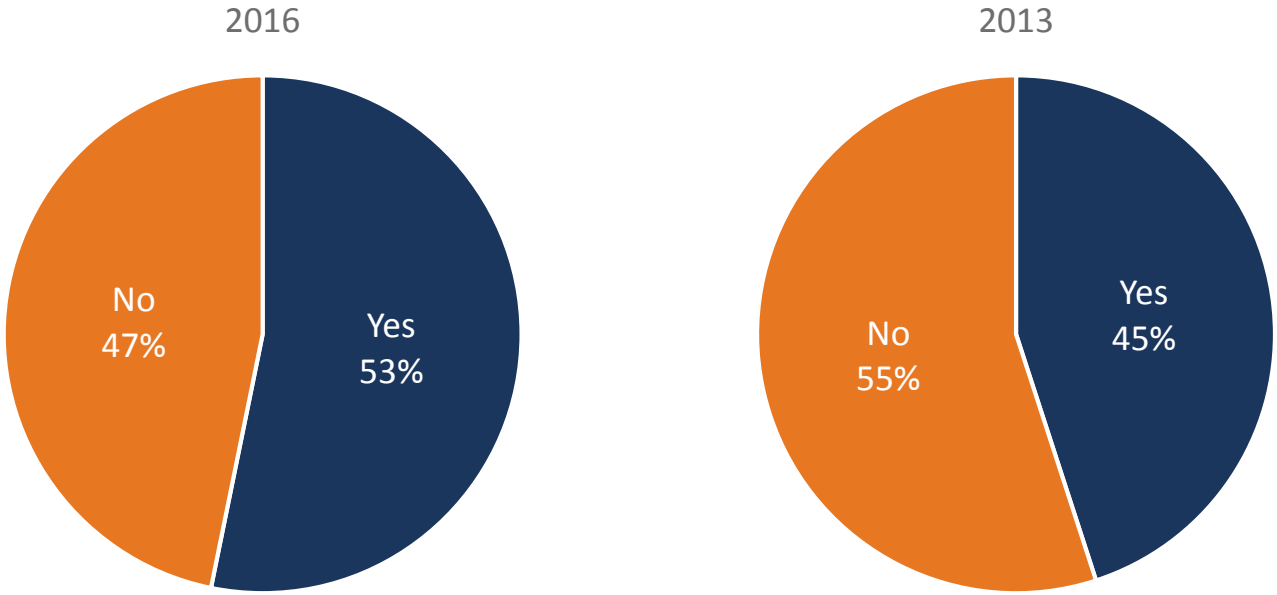


© 2016 Ipsos CS5. Thinking about your personal dealings with the Town of Hinton, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the Town? The first one is [INSERT ITEM RANDOMIZE]. Is that strongly or somewhat? How about... Base: 2016 (n=300); 2013 (n=300)

DETAILED FINDINGS

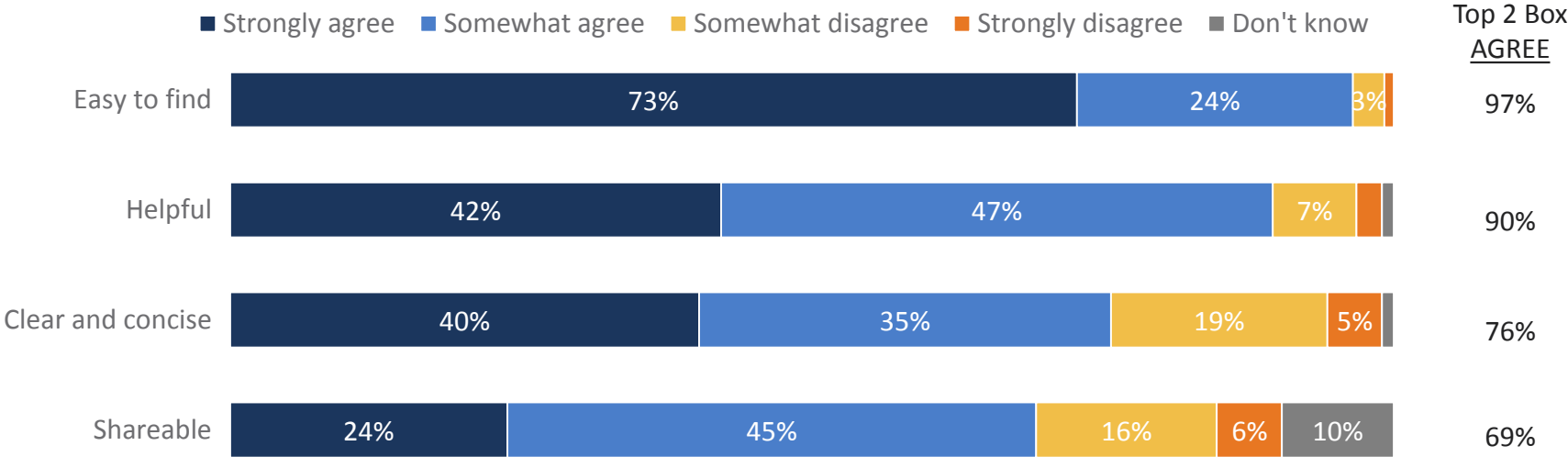
WEBSITE

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



© 2016 Ipsos W1. Have you been to the Town of Hinton's website in the last twelve months?
Base: 2016 (n=300); 2013 (n=300)

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

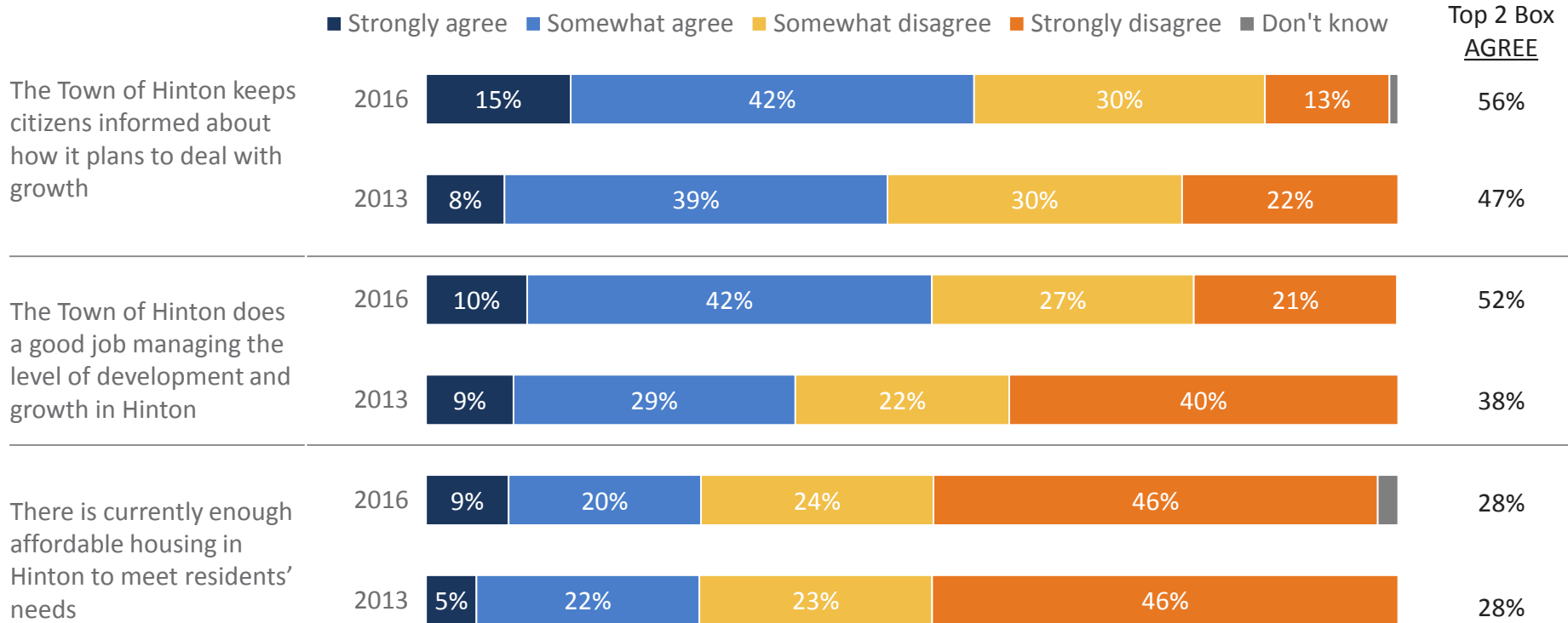


W2A. Thinking specifically about Hinton.ca, do you agree or disagree that the website is [INSERT ITEM]? (READ LIST; CLARIFY AS NEEDED: Is that strongly or somewhat?) How about...?
 Base: 2016 (n=300)

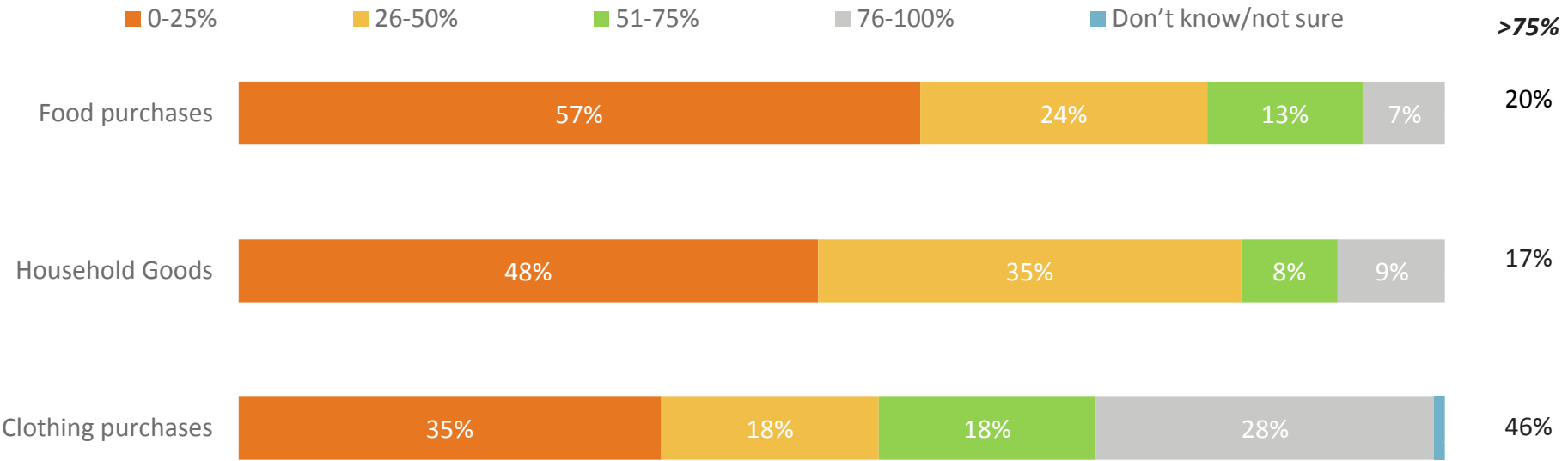
DETAILED FINDINGS

GROWTH AND DEVELOPMENT

Perceptions Regarding Growth and Affordable Housing

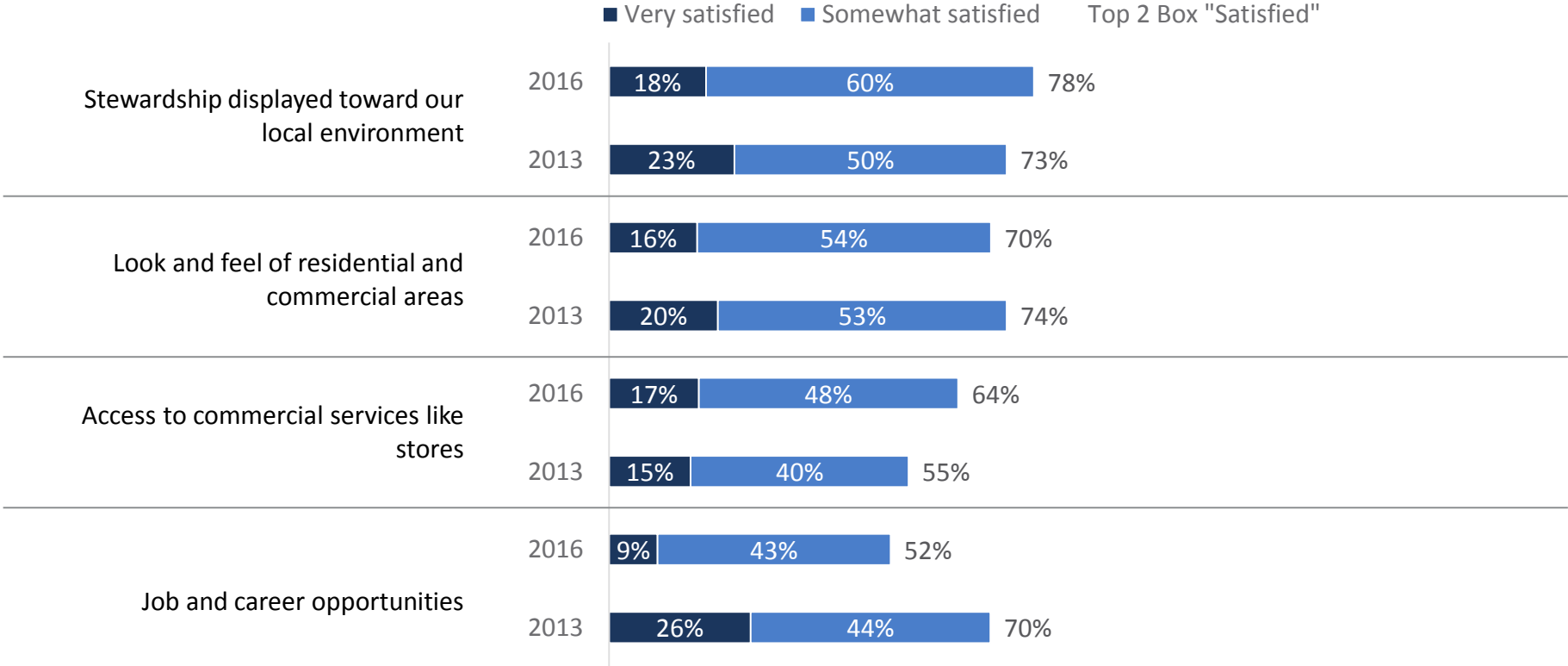


Purchases Outside of Town of Hinton



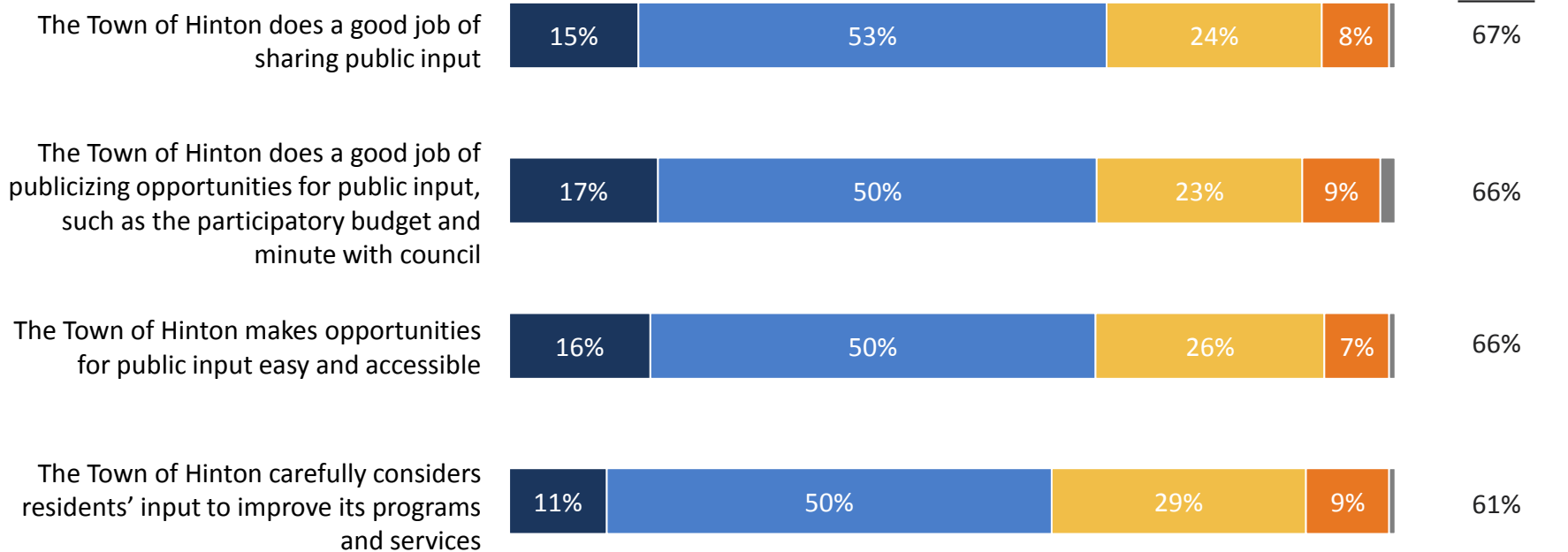
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Satisfaction with Specific Aspects of Life



Views About The Town's Engagement Processes

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



DETAILED FINDINGS

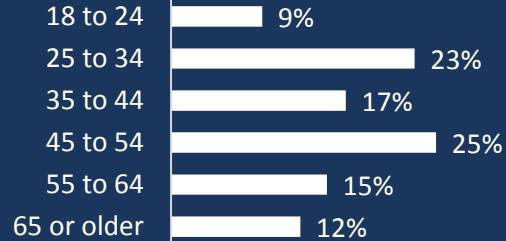
DEMOGRAPHICS

Demographics

GENDER



AGE



OF PEOPLE IN HHLD



HAVE CHILDREN <18 IN HHLD



Demographics

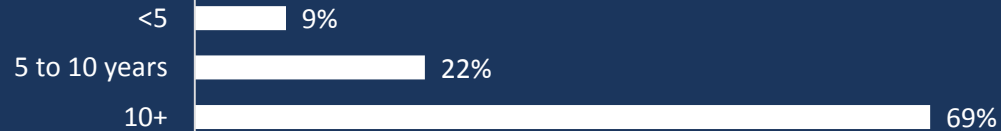
RESPONSIBLE FOR PROPERTY TAXES



RENT OR OWN



TENURE IN HINTON

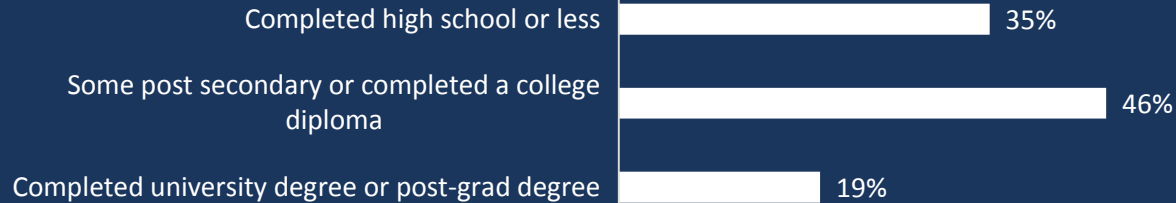


LOCATION

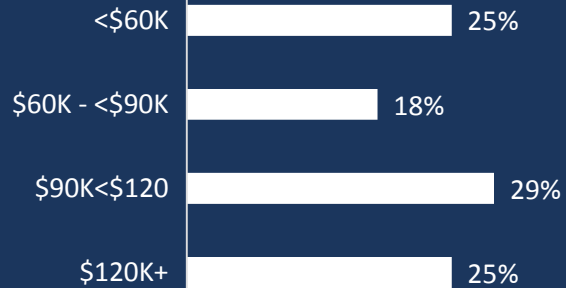


Demographics

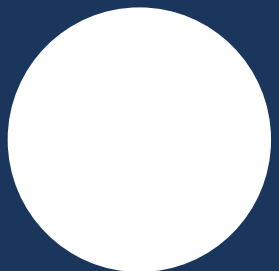
EDUCATION



INCOME

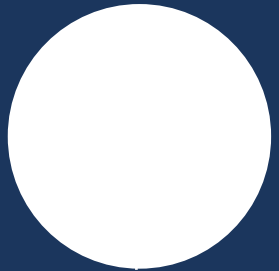


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