



Haldimand County
2024 Resident Satisfaction Survey Report
December 2024

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Project background and methodology

Project Background

In their ongoing commitment to understanding their community, Haldimand County commissioned this study to monitor the priorities of their community members in 2024.

The objectives of the Resident Satisfaction Survey were to:

- Understand resident's rating of overall quality of life living in the County
- Understand sense of belonging, pride, community safety, and equity, diversity and inclusion measures in the county
- Prioritize issues and community outlook perspectives that require attention
- Uncover residents' satisfaction drivers and importance of current services, County initiatives, and planning priorities (this is achieved using our custom Derived Importance Methodology and Statistical Analysis techniques)
- Explore views on value for taxes, investment, financial allocation/ spending of resources
- Understand customer service contact preferences, satisfaction, and satisfaction drivers
- Compare 2024 results to 2022 Resident Satisfaction Survey results (comparisons for key metrics are included throughout this report).

Methodology

Telephone Survey

The telephone survey data was collected using Computer Assisted Telephone Interviews (CATI). Phone numbers were randomly dialed from a sample of landlines and cell phone numbers across Haldimand County. This sampling strategy ensured a representative sample, eliminating potential bias which could occur if residents were left to opt-in to the survey by themselves.

The telephone portion of the survey was conducted from September 19 to October 23, 2024. The survey had a high success rate, which led to a total of 301 completed interviews over the survey period. The margin of error for the study was calculated at +/- 5.649% using a 95% confidence interval. Results were weighted to the exact proportions of the population by age and ward (Census 2021 Statistics Canada).

Online Survey

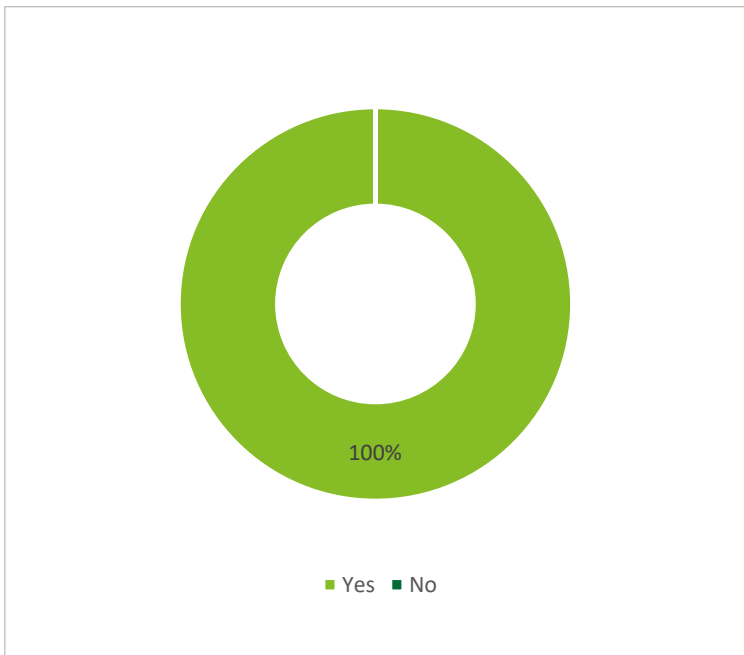
After the telephone survey was completed, an online survey was made available to all community members. The survey was open from October 7 to 20, 2024 and received 385 responses. This step ensured that residents who were not randomly selected for the scientific telephone survey had the opportunity to participate and share their thoughts on living in Haldimand County. The online survey results are displayed to provide a comparison of key metrics with the phone survey results. This allows for a comprehensive analysis of the data with widespread input. Questions that were exclusively in the online survey are included in this report to provide additional insights.

Screening questions



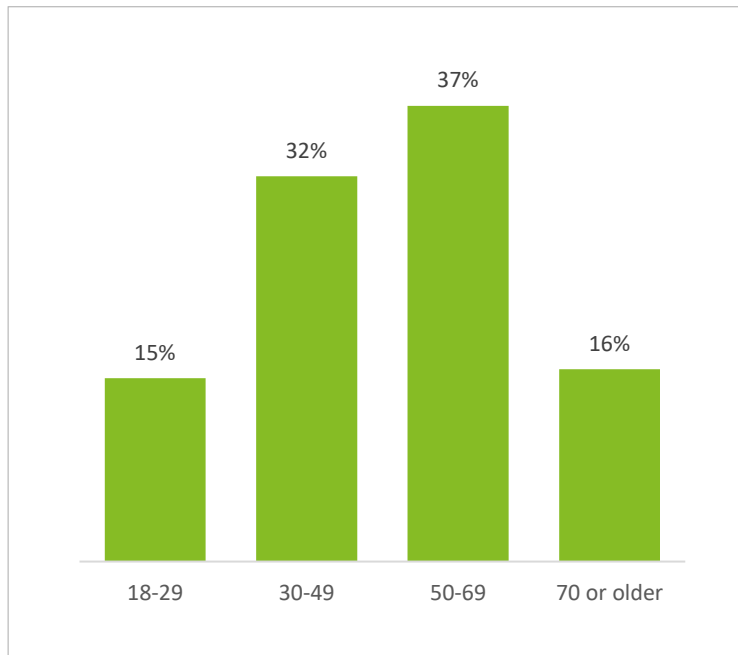
Screening questions

Q: To start, could you please confirm that you are a resident of the Haldimand County?



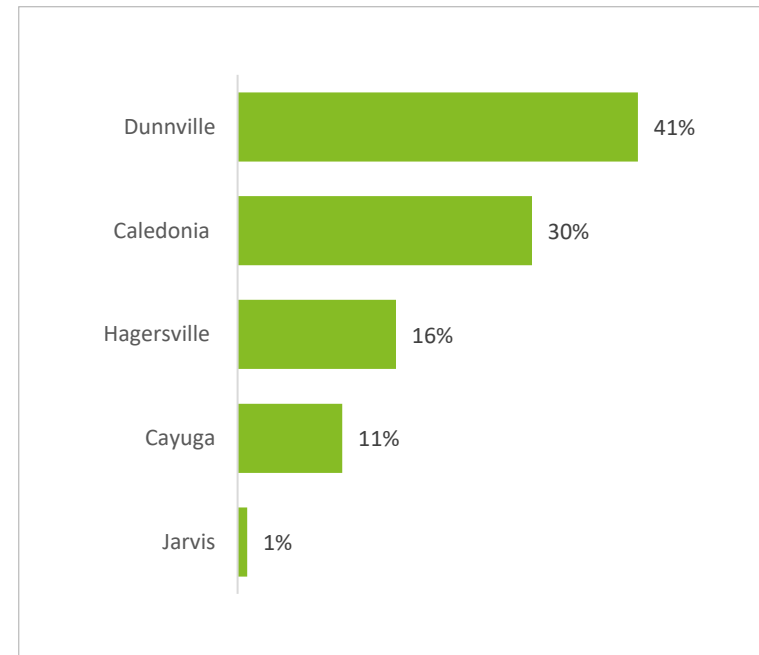
- This question was used to ensure respondents reside in Haldimand County.

Q: Which of the following categories best describes your age:



- Please note, data has been weighted to match the population proportions of Haldimand County.

Q: Which of the following would you consider to be your “home” community that you frequent the most?*



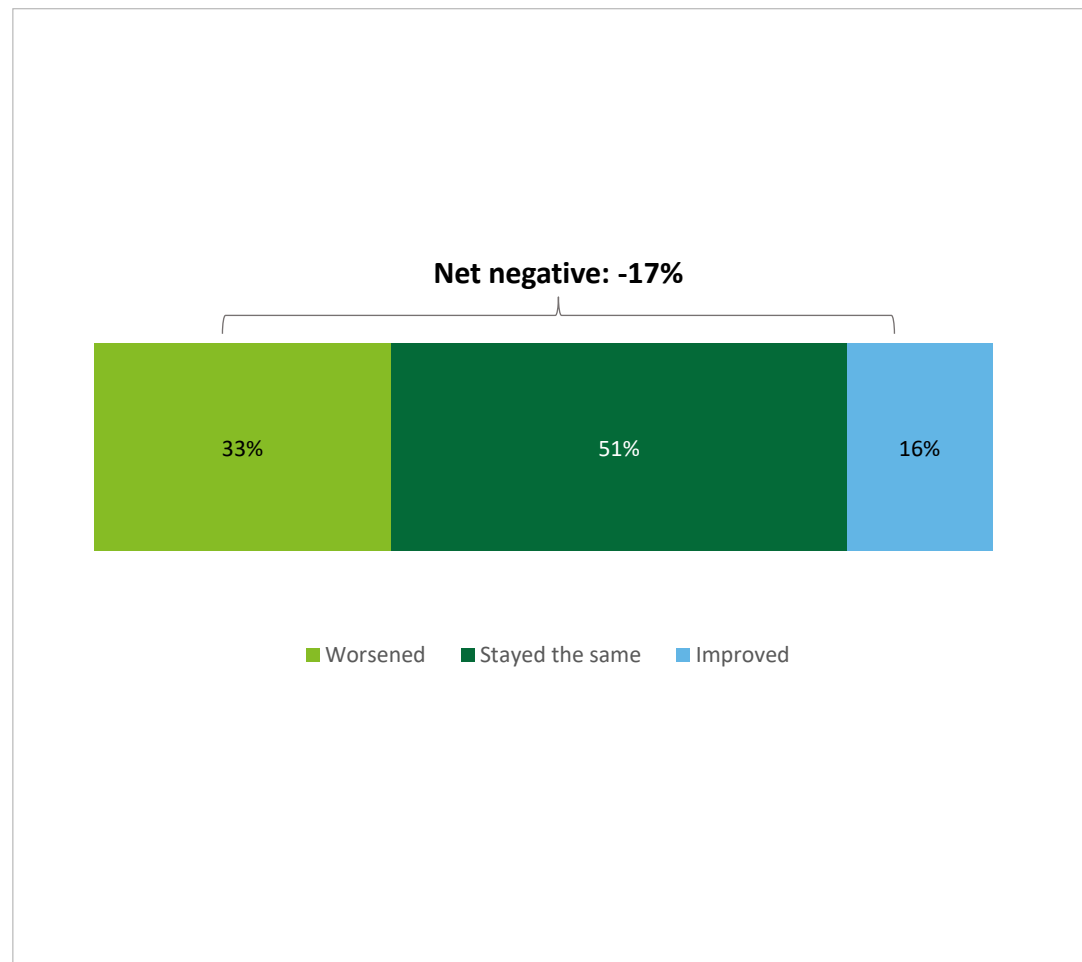
- Residents most commonly reported that they consider Dunnville (41%) to be their “home” community where they frequent the most for local shopping, appointments, etc.

Quality of life in Haldimand County



Quality of life in Haldimand County

Q: Do you feel that the quality of life in Haldimand County in the past 5 years has:



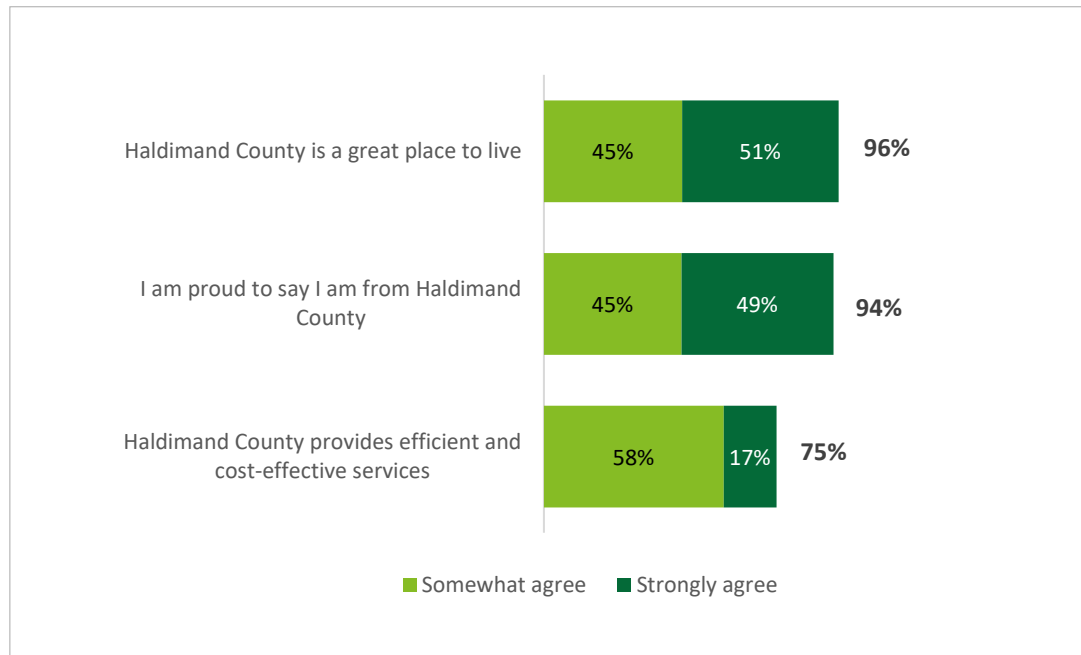
n=301

- 16% of residents reported that they felt quality of life in the county has improved in the past five years.
- Residents' sentiment about quality of life has stayed relatively consistent compared to the 2022 results.

| | 2022 Results | 2024 Online Survey |
|-----------------|--------------|--------------------|
| Worse | 36% | 51% |
| Stayed the same | 46% | 41% |
| Improved | 18% | 8% |
| Net negative | -18% | -43% |

Quality of life in Haldimand County

Q: Please indicate the level of which you agree or disagree with the following statements:



- The vast majority of residents agreed Haldimand County is a great place to live (96%).
- 94% of residents also agreed they were proud to say that they are from Haldimand County.

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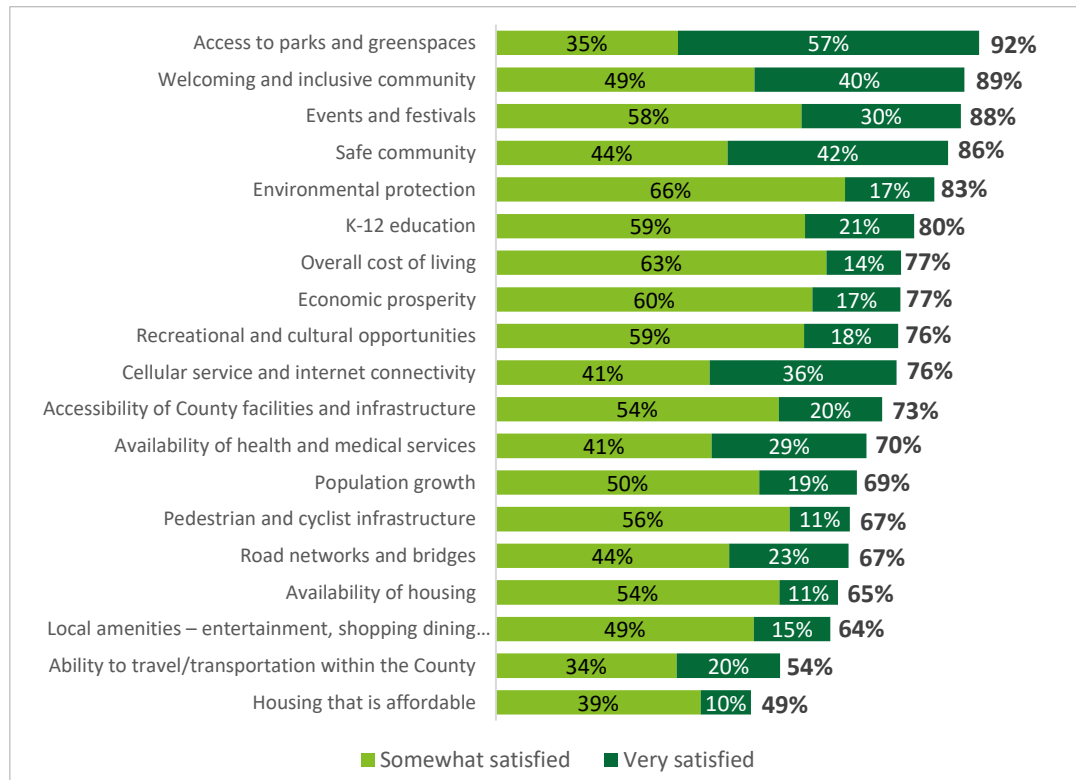
Results Comparison

| Statement | 2022 Top 2* (Somewhat agree and strongly agree) | 2024 Online Survey Top 2* (Somewhat agree and strongly agree) |
|---|--|--|
| Haldimand County is a great place to live | 85% | 86% |
| I am proud to say I am from Haldimand County | 82% | 86% |
| Haldimand County provides efficient and cost-effective services | 64% | 59% |

*Top 2 includes the percentage of respondents who somewhat or strongly agreed.

Quality of life in Haldimand County

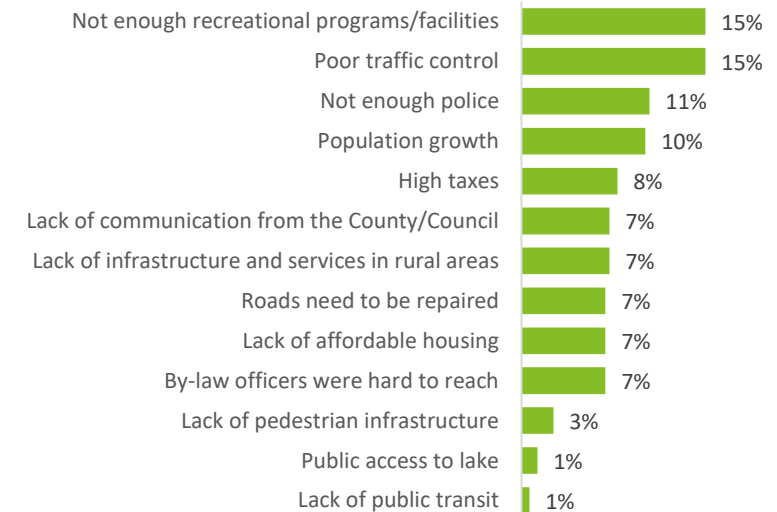
Q: Please tell me how satisfied you are with each of the following quality of life factors related to living in the Haldimand County. For each item, please tell me if you are: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied



- Residents were most satisfied with the access to parks and greenspaces (92%), followed by the welcoming and inclusive community in the county (89%) and events and festivals (90%).

n=301

Online Survey Results - Reasons for being dissatisfied with service(s)



- Residents from the online survey who were dissatisfied with services noted that there were not enough recreational programs/facilities (15%) and poor traffic control (15%).

n=300

Quality of life in Haldimand County

Priority Matrix

Derived Importance Methodology

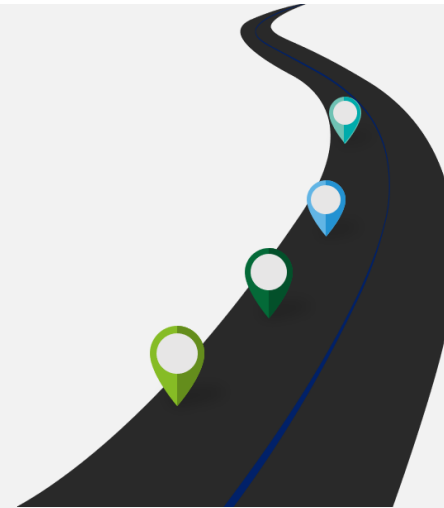
Priority Matrix: Using respondents’ satisfaction levels with various factors related to quality of life, a priority matrix was created using Deloitte’s proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given attribute.
- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between the attribute and respondents’ overall rating with quality of life in the county. Attributes with a high importance tend to matter greatly to respondents.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement from respondents’ satisfaction, and any improvements made would be likely to have a big impact on their overall rating of quality of life.

| Factor | Performance | Importance | Priority Rank |
|---|-------------|------------|---------------|
| Housing that is affordable | 49% | 8.7 | 1 |
| Ability to travel/transportation within the County | 54% | 7.6 | 2 |
| Pedestrian and cyclist infrastructure | 67% | 9.4 | 3 |
| Local amenities – entertainment, shopping dining opportunities, and places to visit | 64% | 8.3 | 4 |
| Availability of housing | 65% | 7.9 | 5 |
| Road networks and bridges | 67% | 7.0 | 6 |
| Population growth | 69% | 6.7 | 7 |
| Cellular service and internet connectivity | 76% | 7.9 | 8 |
| Accessibility of County facilities and infrastructure | 73% | 7.0 | 9 |
| Availability of health and medical services | 70% | 6.1 | 10 |
| Recreational and cultural opportunities | 76% | 6.7 | 11 |
| Overall cost of living | 77% | 6.7 | 12 |
| K-12 education | 80% | 7.2 | 13 |
| Economic prosperity | 77% | 6.3 | 14 |
| Environmental protection | 83% | 5.6 | 15 |
| Safe community | 86% | 6.5 | 16 |
| Welcoming and inclusive community | 89% | 7.2 | 17 |
| Events and festivals | 88% | 6.7 | 18 |
| Access to parks and greenspaces | 92% | 5.4 | 19 |

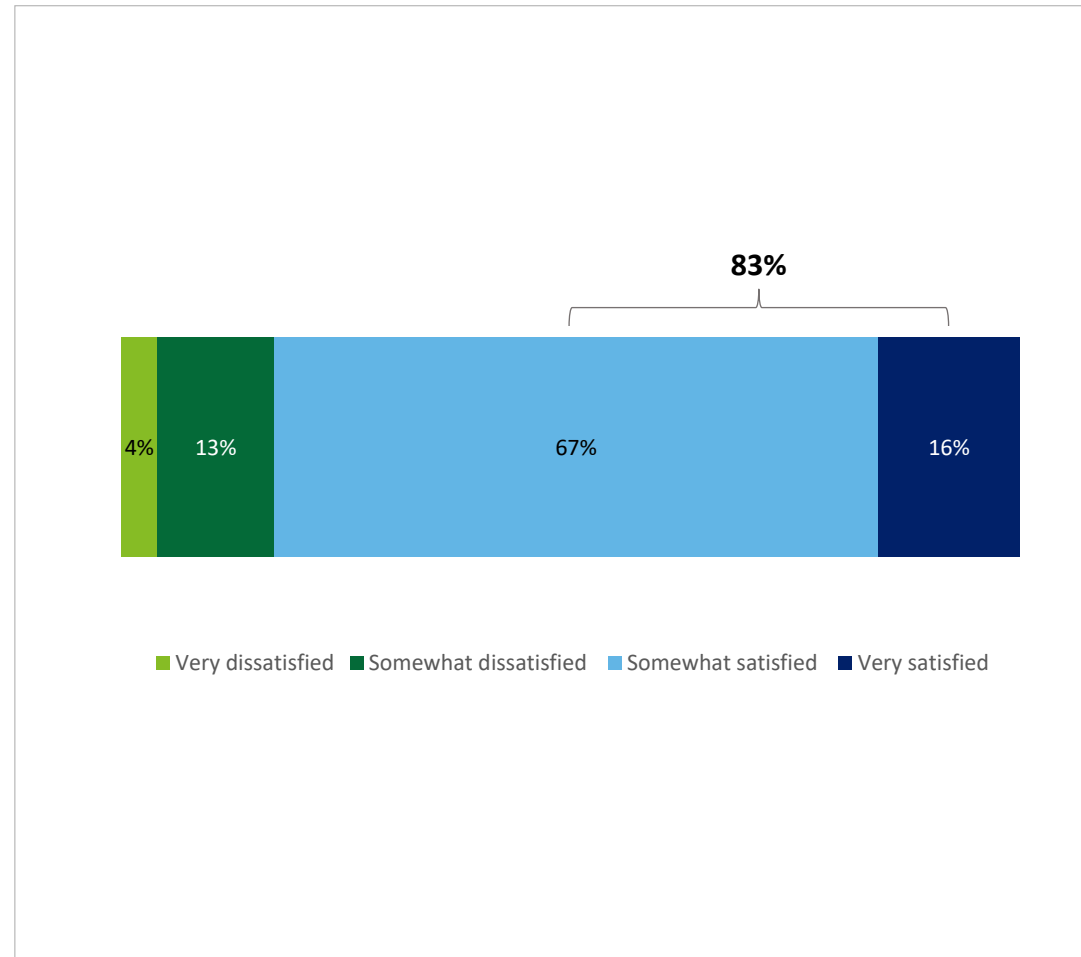
- Using Deloitte’s proprietary derived importance methodology, it was found that the top priorities for residents related to quality of life in the county include affordable housing, the ability to travel/transportation within the county, pedestrian and cyclist infrastructure, and local amenities.

Service satisfaction



Service satisfaction

Q: Overall, how satisfied with the quality of services provided by Haldimand County today?

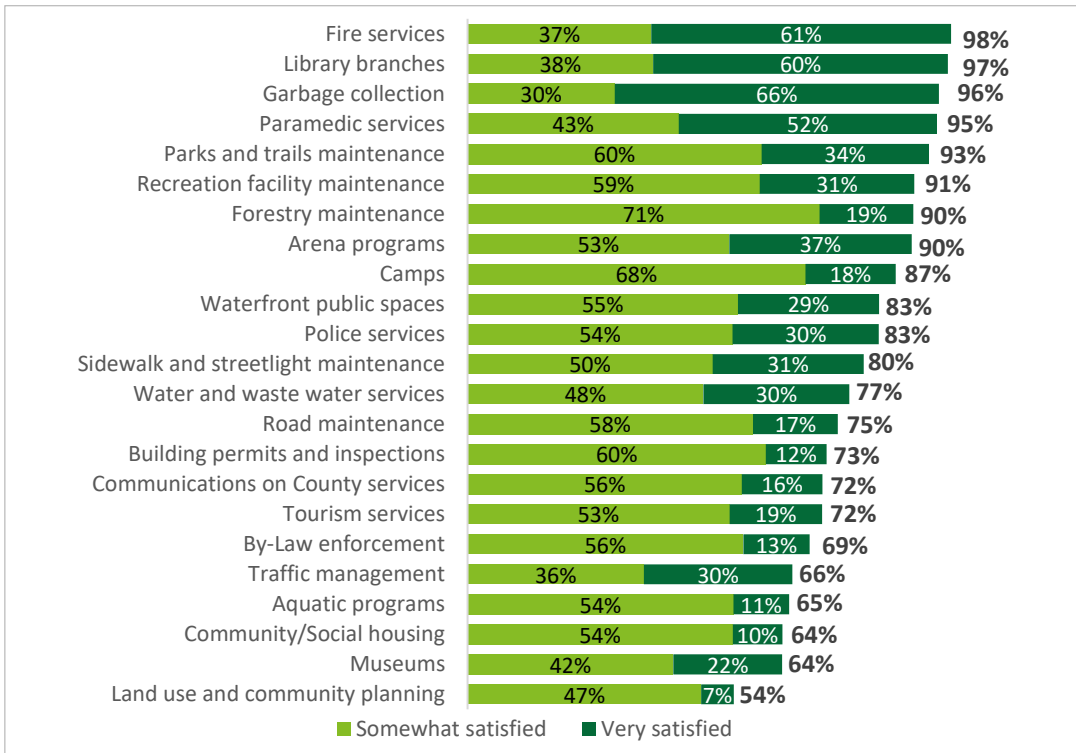


- 83% of residents were satisfied with the quality of services provided by Haldimand County.
- Only 4% of respondents reported that they were very dissatisfied.

n=301

Service satisfaction

Q: How satisfied are you with each of the following services:



- Residents were most satisfied with fire services (98%), library branches (97%), and garbage collection (96%).
- Residents were least satisfied with land use and community planning (54%).

n=301

| Statement | Results Comparison | | |
|--------------------------------------|---|------------------|--------------------------------|
| | 2024 Top 2* <i>(Somewhat and very satisfied)</i> | Change from 2022 | Difference from Online Results |
| Fire services | 98% | + 3 PP | + 5 PP |
| Library branches | 97% | + 2 PP | + 5 PP |
| Garbage collection | 96% | + 10 PP | + 7 PP |
| Paramedic services | 95% | + 1 PP | + 4 PP |
| Parks and trails maintenance | 93% | + 16 PP | + 14 PP |
| Recreation facility maintenance | 91% | + 9 PP | + 13 PP |
| Forestry maintenance | 90% | + 19 PP | + 18 PP |
| Arena programs | 90% | + 2 PP | + 10 PP |
| Camps | 87% | + 3 PP | + 17 PP |
| Waterfront public spaces | 83% | + 15 PP | + 19 PP |
| Police services | 83% | + 28 PP | + 26 PP |
| Sidewalk and streetlight maintenance | 80% | + 8 PP | + 8 PP |
| Water and waste water services | 77% | - 1 PP | + 3 PP |
| Road maintenance | 75% | + 16 PP | + 19 PP |
| Building permits and inspections | 73% | + 16 PP | + 21 PP |
| Communications on County services | 72% | + 10 PP | + 14 PP |
| Tourism services | 72% | - 6 PP | + 1 PP |
| By-Law enforcement | 69% | + 16 PP | + 21 PP |
| Traffic management | 66% | - 5 PP | + 25 PP |
| Aquatic programs | 65% | + 19 PP | + 25 PP |
| Community/Social housing | 64% | + 30 PP | + 29 PP |
| Museums | 64% | - 27 PP | - 9 PP |
| Land use and community planning | 54% | + 17 PP | + 18 PP |

*Top 2 includes the percentage of respondents who were somewhat or very satisfied.

Service satisfaction

Priority Matrix

Derived Importance Methodology

Priority Matrix: Using respondents’ satisfaction levels with various factors related to quality of life, a priority matrix was created using Deloitte’s proprietary derived importance methodology. The Priority Matrix consists of three metrics:

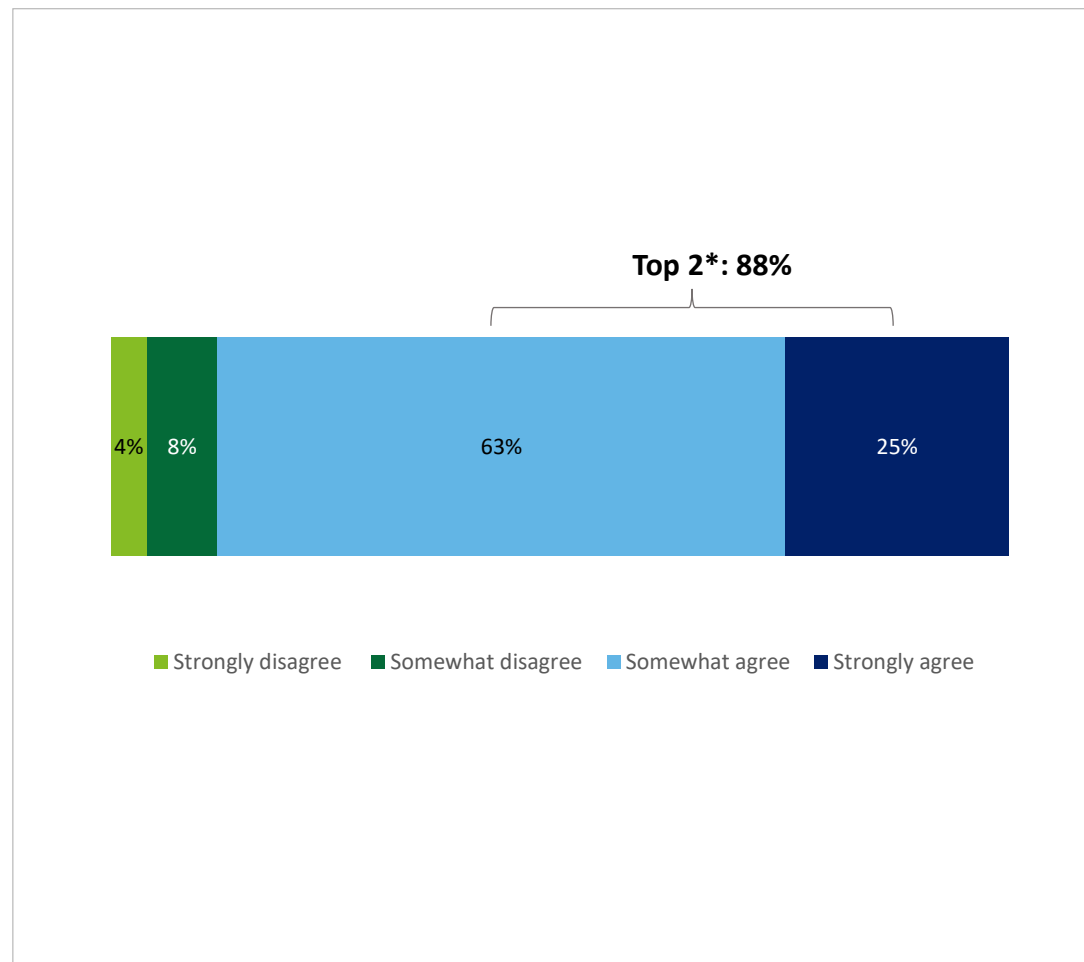
- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between the attribute and respondents’ overall satisfaction with services in the county. Attributes with a high importance tend to matter greatly to respondents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given attribute.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement from respondents’ perspectives, and any improvements made would be likely to have a big impact on their overall satisfaction with services.

| Factor | Performance | Importance | Priority Rank |
|--------------------------------------|-------------|------------|---------------|
| Community/Social housing | 64% | 9.4 | 1 |
| Museums | 64% | 6.8 | 2 |
| Communications on County services | 72% | 8.6 | 3 |
| Traffic management | 66% | 6.8 | 4 |
| Aquatic programs | 65% | 6.1 | 5 |
| By-Law enforcement | 69% | 6.6 | 6 |
| Building permits and inspections | 73% | 7.1 | 7 |
| Water and waste water services | 77% | 7.9 | 8 |
| Road maintenance | 75% | 6.6 | 9 |
| Tourism services | 72% | 5.5 | 10 |
| Police services | 83% | 7.6 | 11 |
| Sidewalk and streetlight maintenance | 80% | 6.3 | 12 |
| Waterfront public spaces | 83% | 6.8 | 13 |
| Camps | 87% | 5.3 | 14 |
| Recreation facility maintenance | 91% | 6.8 | 15 |
| Arena programs | 90% | 5.3 | 16 |
| Forestry maintenance | 90% | 5.0 | 17 |
| Land use and community planning | 54% | 1.0 | 18 |
| Parks and trails maintenance | 93% | 6.1 | 19 |
| Paramedic services | 95% | 5.3 | 20 |
| Garbage collection | 96% | 4.8 | 21 |
| Library branches | 97% | 7.6 | 22 |
| Fire services | 98% | 4.8 | 23 |

- Using Deloitte’s proprietary derived importance methodology, it was found that the top priority services were community/social housing, museums, and communications on County services.

Service satisfaction

Q: To what extent do you agree or disagree that Haldimand County programs and services are inclusive?



- 88% of residents were satisfied with the quality of services provided by Haldimand County.
- Only 4% of respondents who strongly disagreed.

2024 Online Survey

| | |
|-------------------|------------|
| Top 2* | 85% |
| Strongly disagree | 4% |
| Somewhat disagree | 11% |
| Somewhat agree | 57% |
| Strongly agree | 28% |

n=301

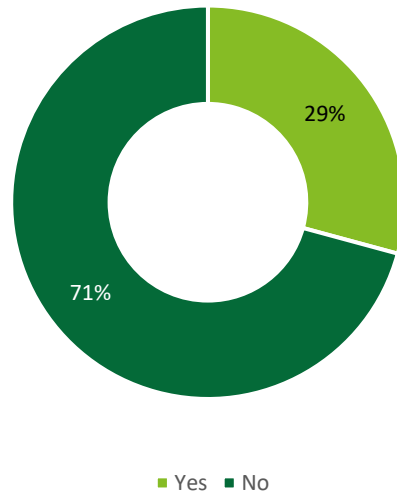
*Top 2 includes the percentage of respondents who somewhat or strongly agreed.

Customer service satisfaction



Customer service satisfaction

Q: Have you reached out to customer service in Haldimand County in the past 12 months?

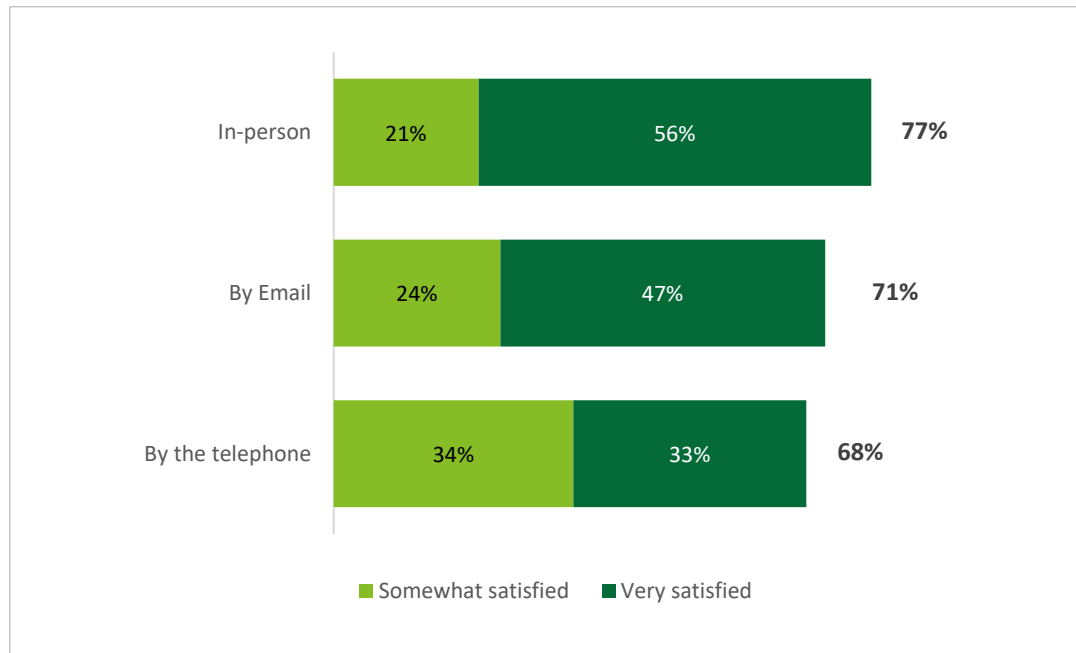


- The majority of residents reported they had not reached out to customer service in Haldimand County in the past 12 months.

n=301

Customer service satisfaction

Q: Please rate your satisfaction with your most recent interaction with Haldimand County customer service:



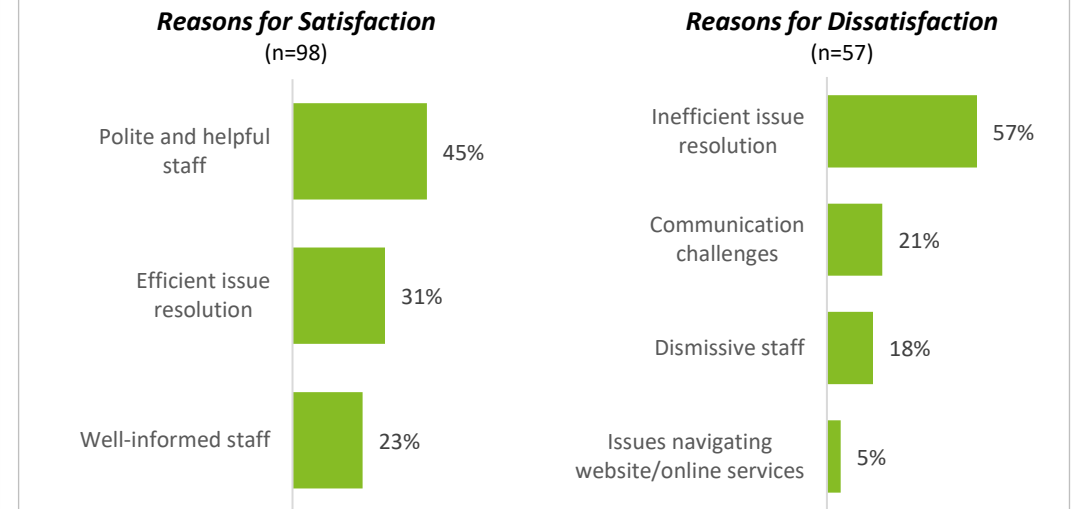
Please note this question was only asked to respondents who reported that they have reached out to customer service in the past 12 months.

- Residents were most satisfied with their in-person interactions (77%).

| | % Satisfied | |
|------------------|--------------|--------------------|
| | 2022 Results | 2024 Online Survey |
| In-person | 88% | 77% |
| By email | 85% | 70% |
| By the telephone | 88% | 62% |

n=101

Online Survey Results - Reasons for Satisfaction/Dissatisfaction

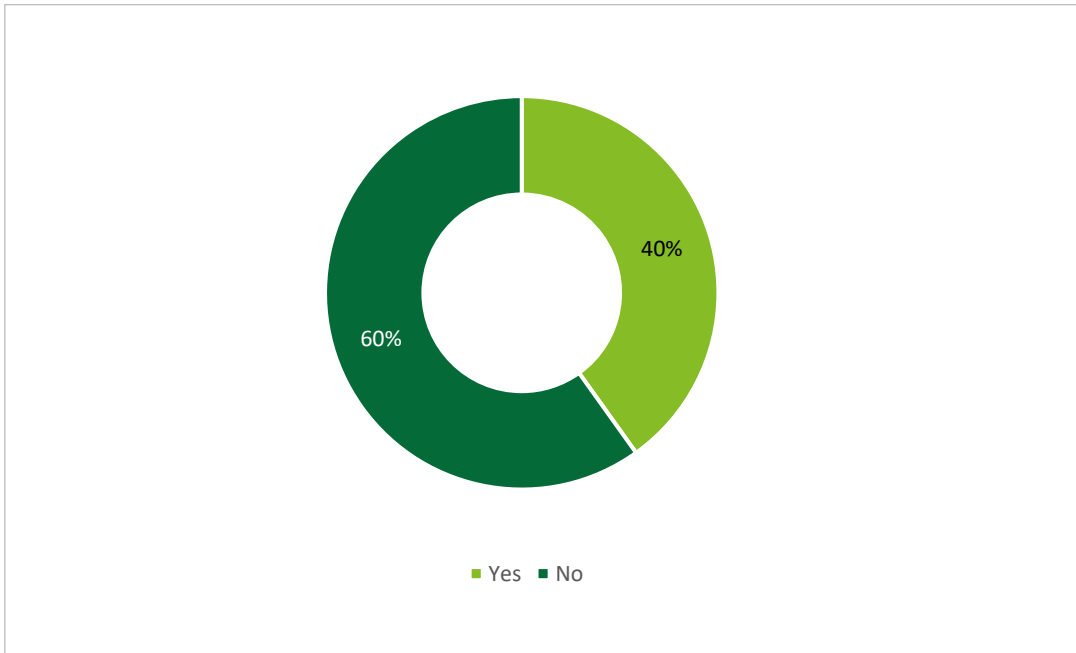


- Almost half of all online respondents who were satisfied with their most recent interaction reported that it was because of the polite and helpful staff (45%).
- 57% of respondents who were dissatisfied with their most recent interaction reported that it was due to inefficient issue resolution.

(Open text responses, coded)

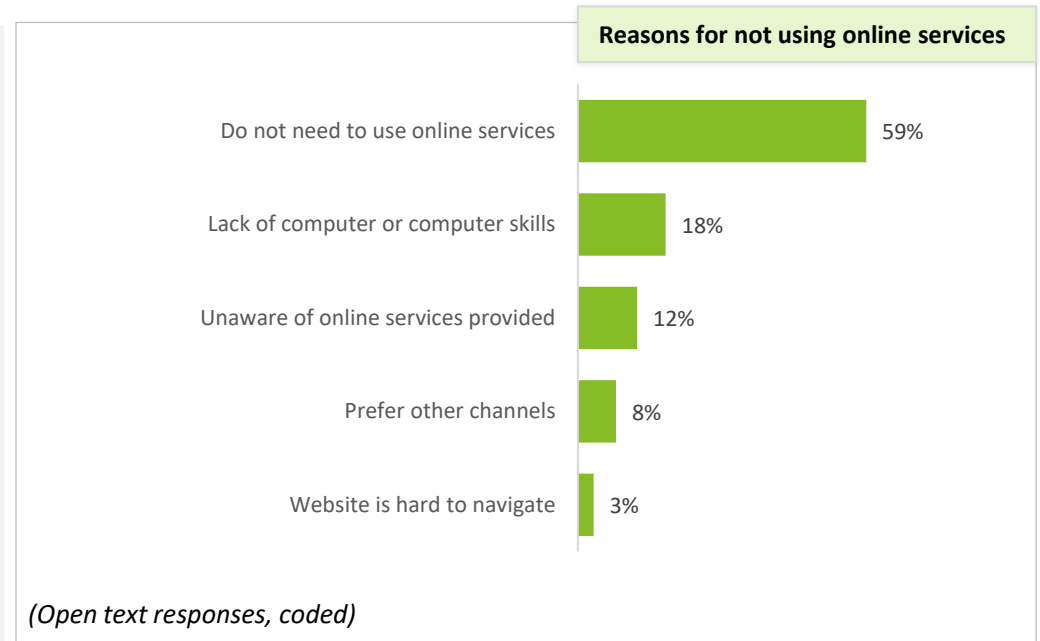
Customer service satisfaction

Q: Do you use the online services provided by Haldimand County?



- 60% of residents reported they did not use online services provided by Haldimand County.

n=301

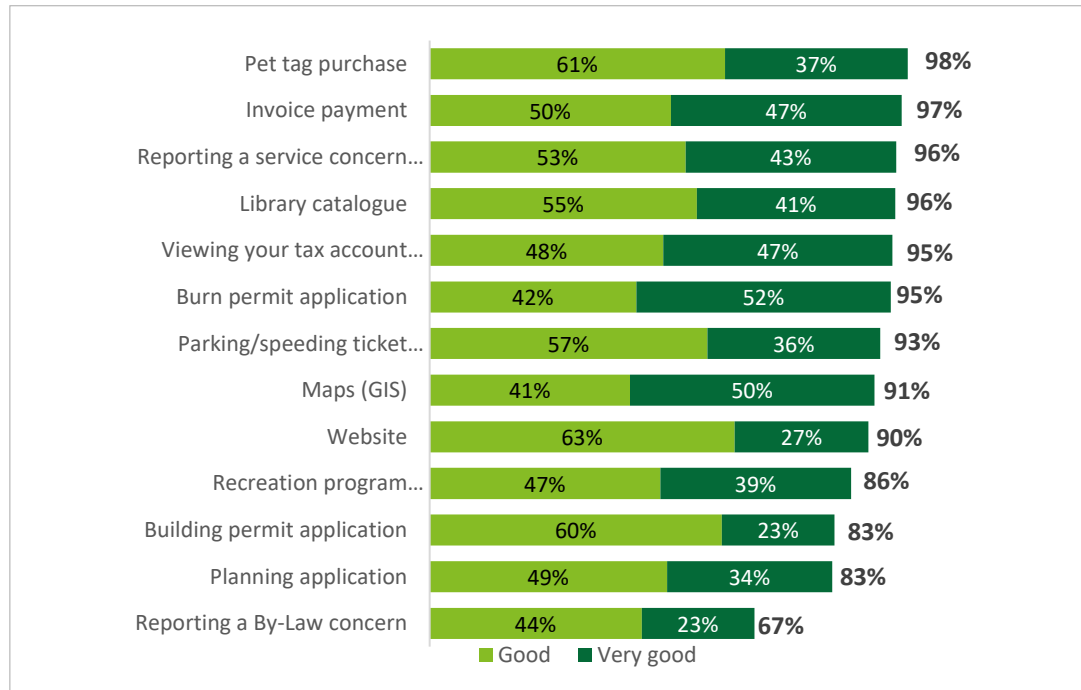


- Residents who reported they did not use online services were asked why not.
- 59% of residents reported they do not use online services as they don't have a need to.

n=174

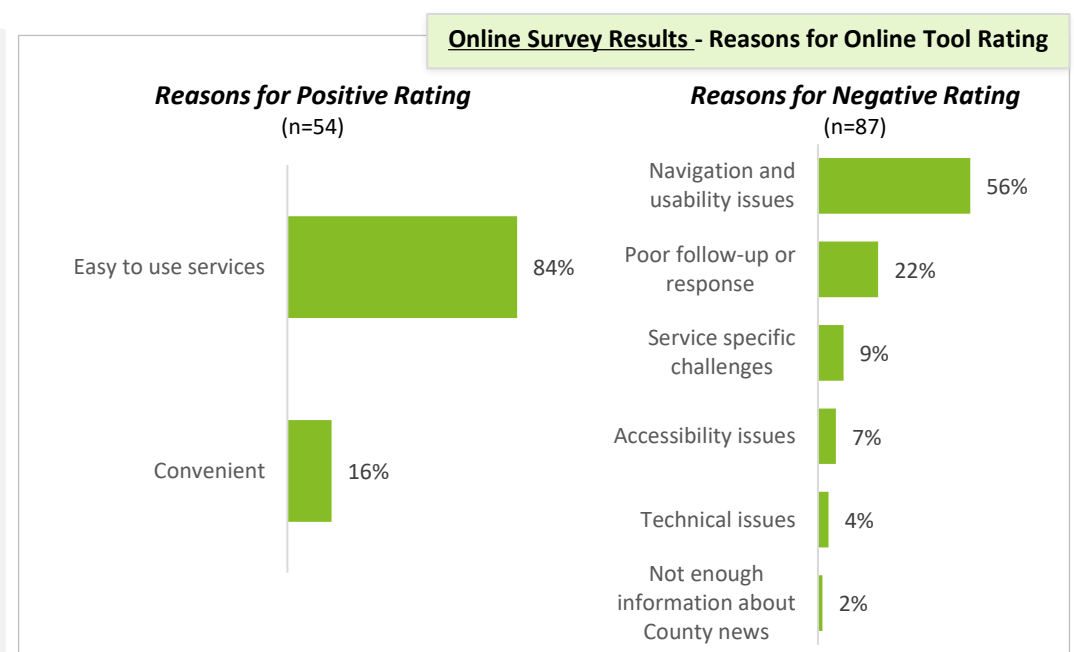
Customer service satisfaction

Q: Please rate your experience using online tools or forms provided by Haldimand County:



- Please note this question was only asked to respondents who have used online services provided by the County.
- Generally, residents gave high ratings for the online tools they have used with only one that has a rating lower than 83%.
- Reporting by-law concern was the tool that had the lowest rating (67%).

Online Survey Results - Reasons for Online Tool Rating

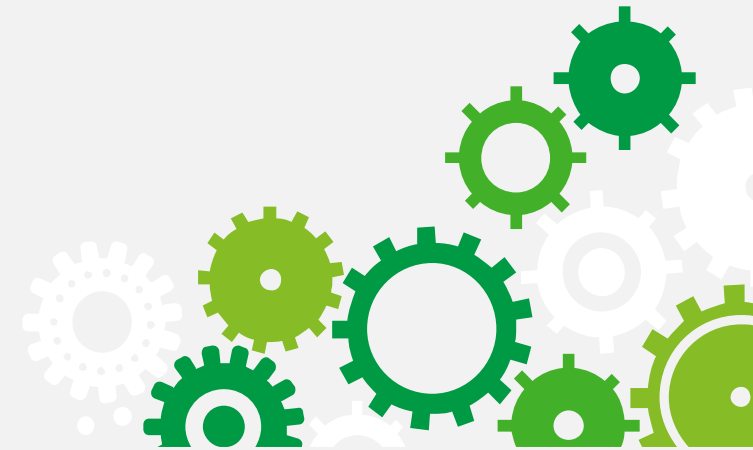


- Most online respondents who were gave good ratings for the online tools reported it was because the tool or service was easy to use (84%).
- More than half of all online respondents who were gave poor ratings for the online tools reported it was because of navigation and usability issues (56%).

(Open text responses, coded)

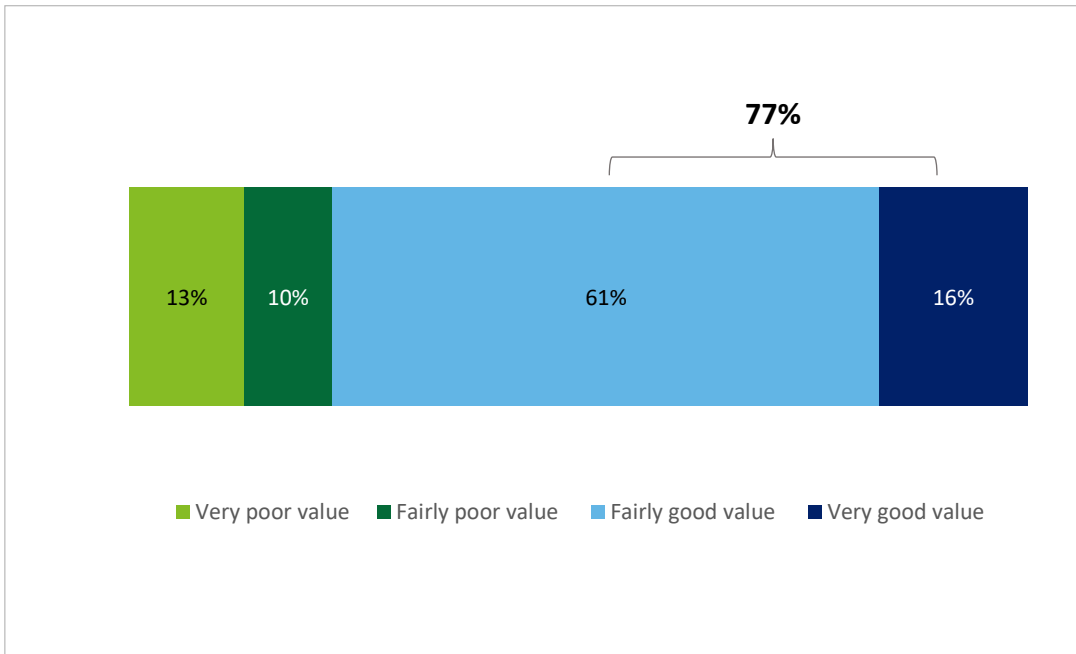
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Value for services



Value for services

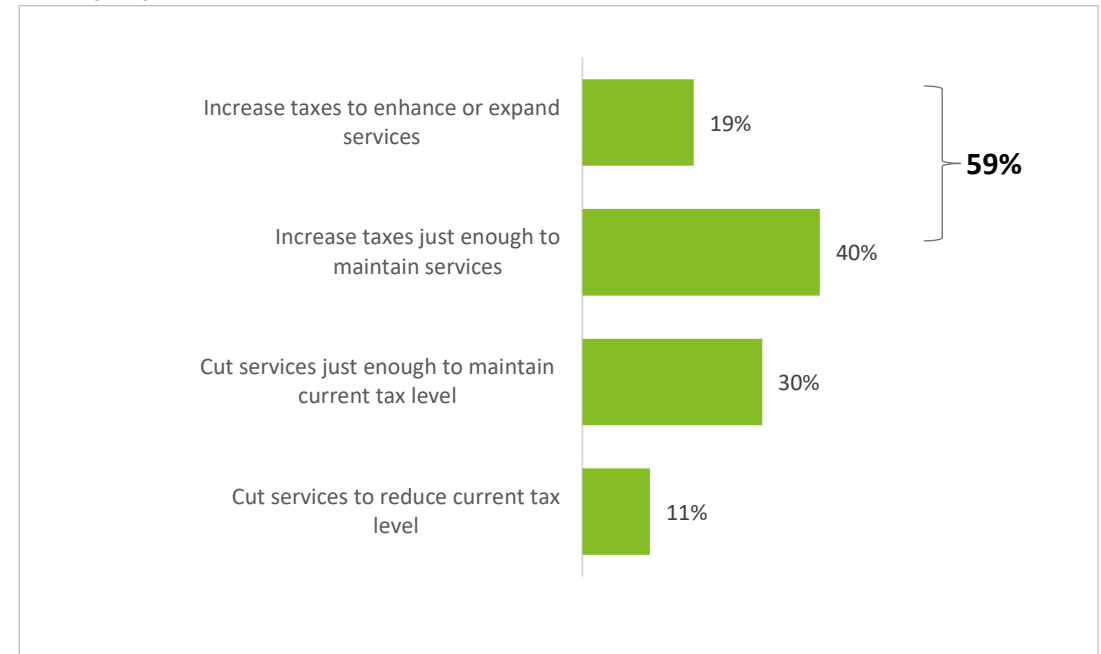
Q: Thinking about all the programs and services you receive from Haldimand County; for your tax dollars would you say that overall, you get...?



- Three quarters of all residents felt that they get at least fairly good value for their tax dollars, with 16% who felt they get very poor value.

n=301

Q: Faced with increased costs, the County must balance taxation and service delivery levels. To deal with this situation, which one of the following options would you like Haldimand County to pursue?



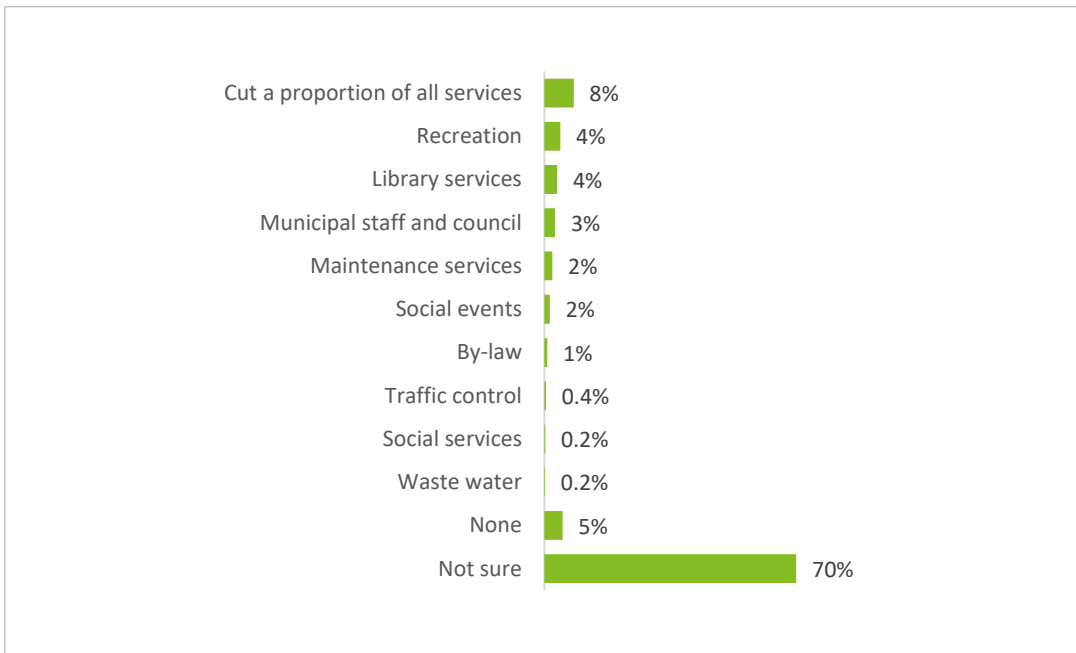
- More than half of residents felt that taxes should be increased to at least maintain current services (59%).

| 2024 Online Survey Results | |
|--|------------|
| % Increase | 63% |
| Increase to enhance or expand services | 24% |
| Increase just enough to maintain | 39% |
| Cut services just enough to maintain current tax level | 24% |
| Cut services to reduce current tax level | 12% |

Value for services

Q: Which services do you feel should be cut?

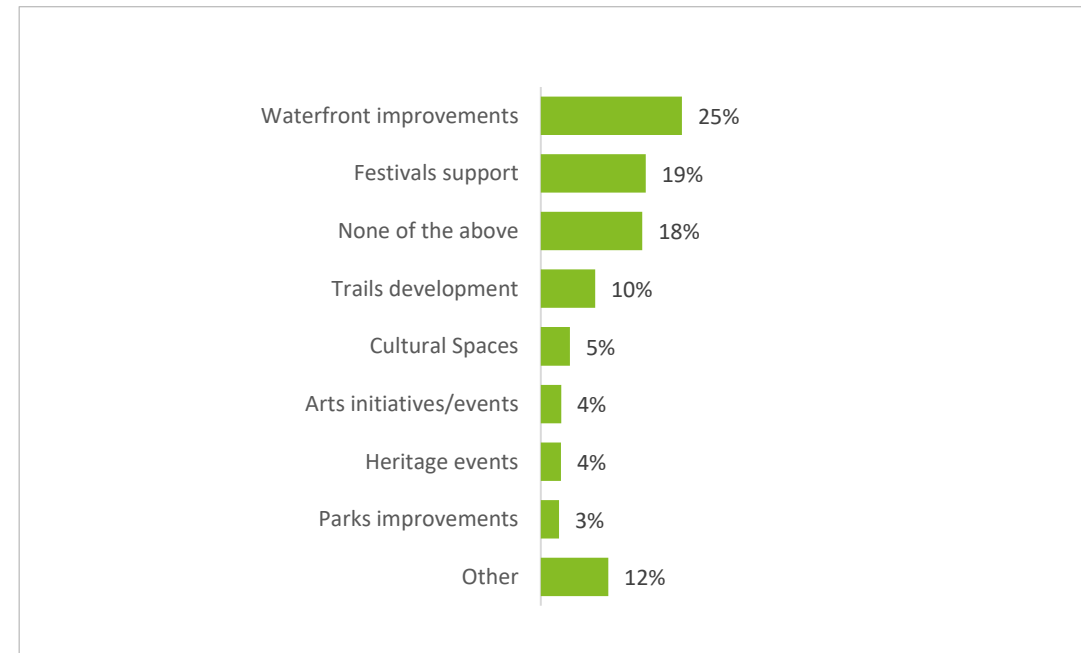
(Open text responses, coded)



- This question was only asked to respondents who indicated they would prefer taxes to be cut.
- The vast majority of respondents were unsure of which services should be cut.

n=100

Q: Which, if any, of the following investments do you think Haldimand County should focus on to attract out of town visitors?



- Residents most commonly indicated that investments should be made to waterfront improvements (25%) and festivals support (19%) to attract out of town visitors.
- Other responses include traffic, roads, and public transportation.

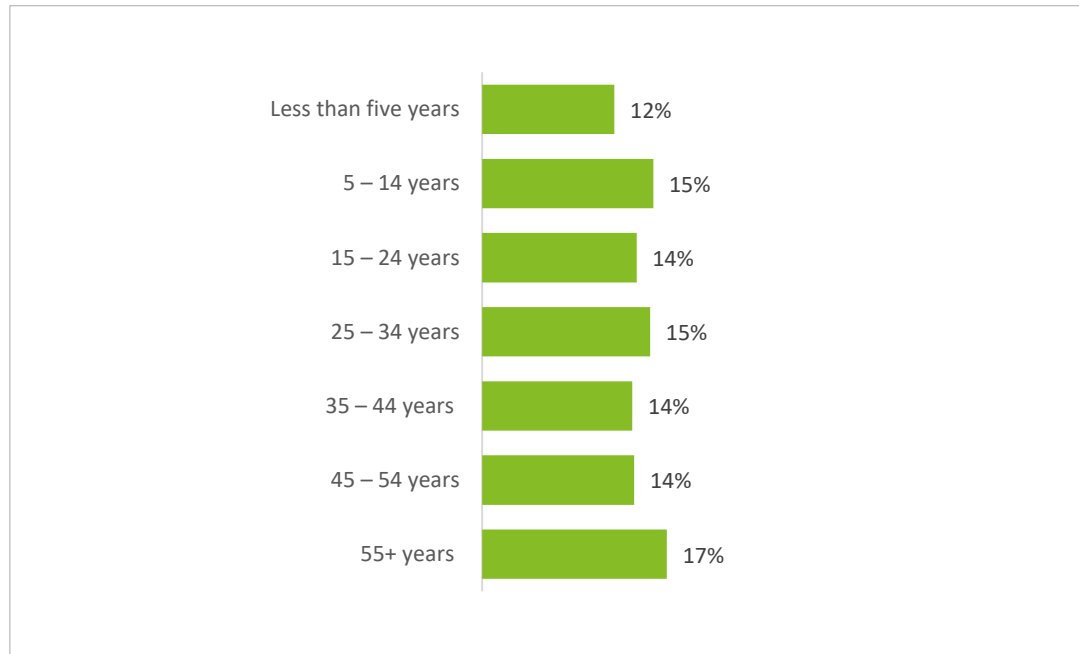
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Demographics



Demographics

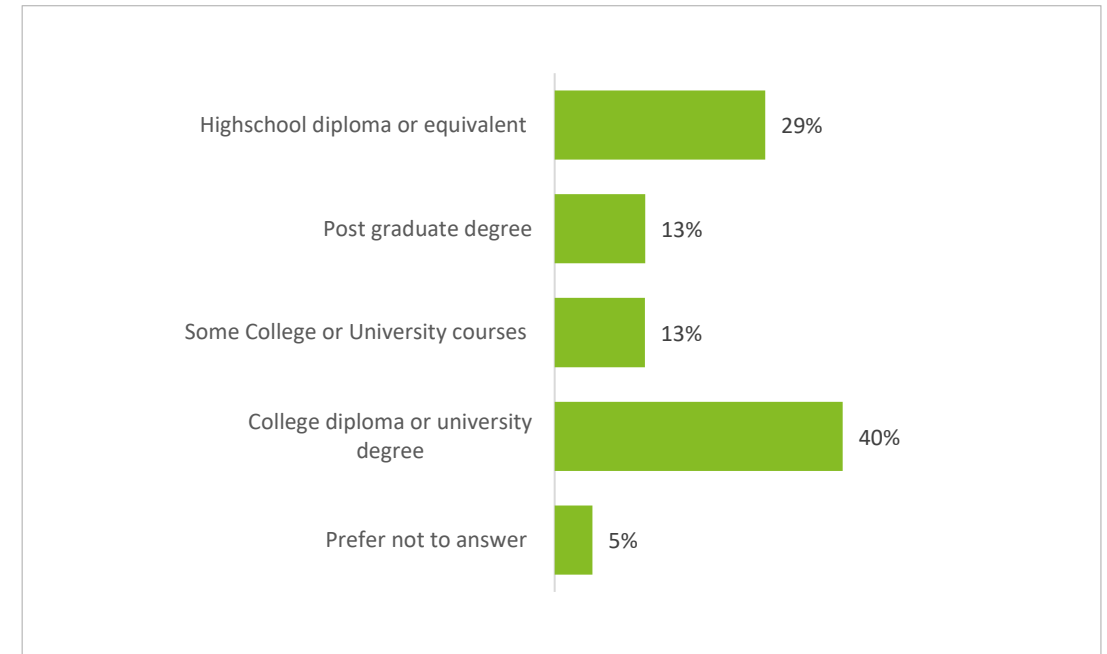
Q: How long have you lived in the Haldimand County?



- The majority of residents have lived in the County for more than 15 years (73%).

n=301

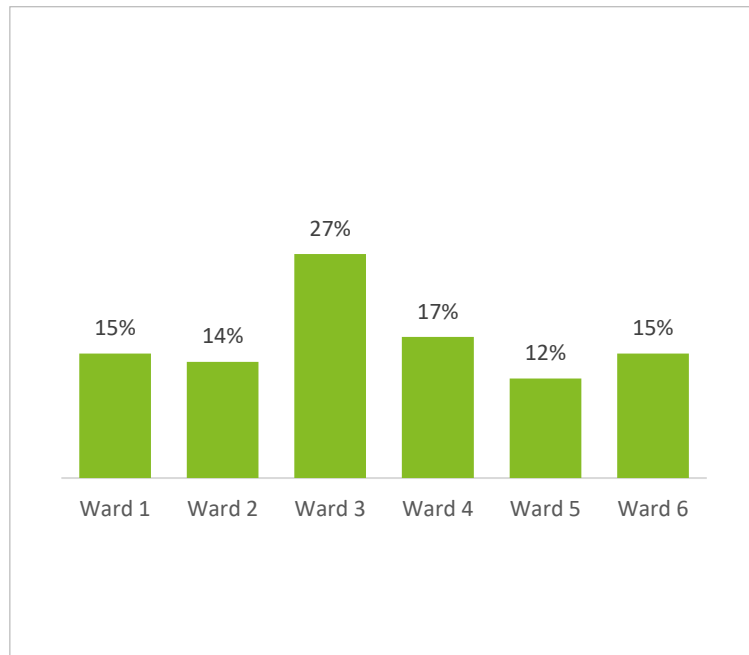
Q: What is the highest level of education you have completed?



- 40% of respondents have a college diploma or university degree.

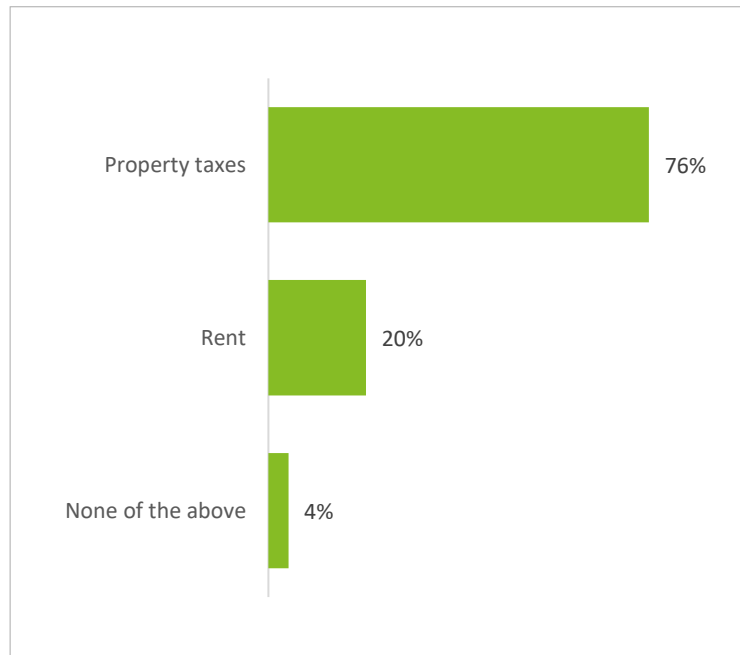
Demographics

Q: What ward of Haldimand County do you live in?



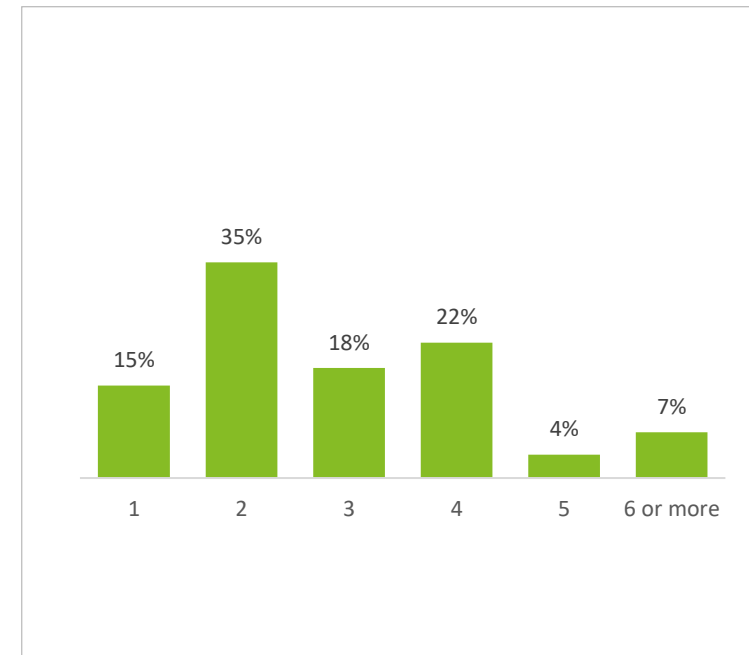
- The survey results were weighted to the proportions of the population by ward.

Q: I am responsible for paying:



- 76% of respondents reported that they were responsible for paying property taxes, with 20% who paid rent.

Q: How many people are in your household?



- Most respondents reported that they have between one and three people in their household (67%).

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