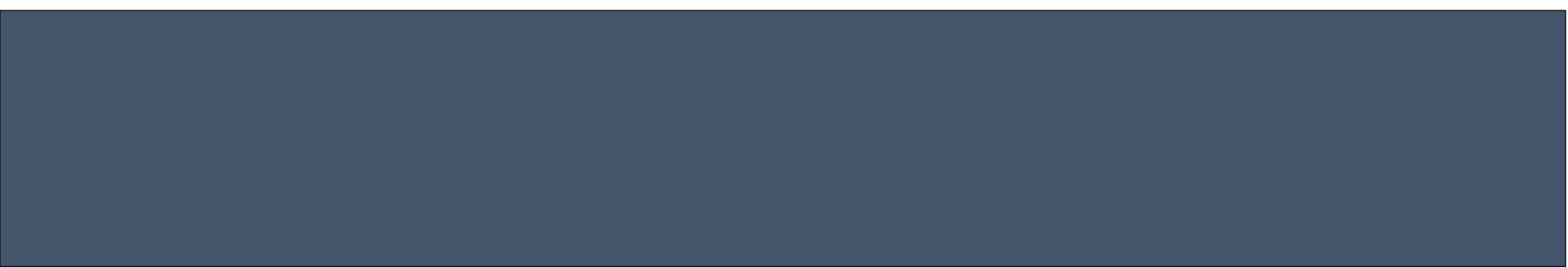


CITY OF HAMILTON

2022 OUR CITY SURVEY REPORT (ONLINE RESULTS)

May 3rd, 2023



Contents

Background and Objectives	4
Survey Methodology and Administration	5
Report Notes - Online.....	6
Executive Summary – Online	6
Detailed Findings – Quality of Life.....	8
Satisfaction with Life in Hamilton.....	9
Overall Quality of Life	10
Changes in The Quality of Life in Hamilton	11
Health.....	12
COVID-19 Pandemic Impacts.....	13
Detailed Findings -Views Toward the City’s Vision and Priorities.....	14
Views Toward the City’s Vision	15
Views Toward the City’s Priorities	16
Detailed Findings - Preference Towards Tax Direction and Service Level.....	19
Preference Towards Tax Direction and Service Level.....	20
Detailed Findings - Assessment of The Quality and Usage of The City’s Services	21
Overall Satisfaction With the City Of Hamilton’s Services	22
Usage of the City’s service	23
Rating of Services	24
Rating of The City’s Response to the COVID-19 Pandemic	26
Detailed Findings - Interactions with The City.....	27
Contacting the City	28

Customer Experience29

Detailed Findings – Preferred Service Delivery and Communication Channels30

Preference of Service Delivery Channels.....31

Preference of Service Delivery Channels.....32

Topic Areas to Receive Information on From the City.....34

Preference of Communication Channels.....35

Access to Internet and Digital Devices36

Detailed Findings – Community Engagement.....37

Perception of Resident Engagement by the City.....38

Perception of the City uses Input from Residents in Decision-making39

City of Hamilton’s Online Engagement Platform40

Respondent Profile41

Background and Objectives

In alignment with the 2018 – 2022 Term of the Council's priority to enhance trust and confidence in city government and improve its ability to undertake evidence-based engagement practices consistently, the Our City Survey 2022 was launched between November 1st 2022 and December 18 2022.

The objectives of the survey were to collect Hamilton residents' feedback and opinions on the following topics:

- Perception of the quality of life in Hamilton
- Views toward the City's vision and priorities
- Views toward tax direction and service level
- Assessment of the quality and usage of City services
- Assessment of the interaction with the City
- Preference for service delivery and communication channels
- Views toward community engagement

Since 2018, the City of Hamilton has conducted a resident satisfaction survey three times, in 2018, 2019 and 2022. The 2022 survey results are compared (where applicable) with previous years' findings to identify changes and trends.

The insights gained from the survey can help the City to make decisions on budget planning, strategic planning, and continuous improvement activities.

Survey Methodology and Administration

The Our City Survey 2022 was developed based on the Our City Survey 2019 questions. The project team consulted with the City's Senior Leadership Team to ensure City programs and services were appropriately represented in the survey. Changes to question wording were made to clarify overall survey intent while ensuring questions remained comparable to previous years.

Hamilton-based residential and cellular phones were randomly called, by a third party, using Computer Assisted Telephone Interviews (CATI), and phone respondents were invited to participate in the survey. To qualify for the survey, the respondent had to be an adult age 18 years or over, residing in Hamilton. The survey collected 1,052 phone responses. Approximately 60% of completed phone surveys were landline, and 40% were cellular. The phone surveys were conducted between November 1, 2022, and December 18, 2022, and were available in English, French and Teletypewriter Service. To ensure the phone sample reflects the actual population of the City of Hamilton, the final data has been weighted by ward and age according to the 2016 census data. The margin of error for the total sample of 1,052 is +/-3.0%, 19 out of 20 times. The margin of error will be larger for subgroups of the survey population.

An online version of the survey was also available on Engage Hamilton, in both English and French, where all Hamilton residents could participate through personal devices or public computers, between November 1, 2022 and December 18, 2022. A web banner with a link to the survey page was placed on the most frequently visited websites on www.hamilton.ca. The online survey collected 2,500 survey responses. No margin of error can be applied using this survey methodology. The sample from the online survey are self-selected, and the results are affected by self-selection bias. The online data is not representative of Hamilton's demographics.

Paper surveys were made available at Hamilton libraries, recreation centres and municipal service centres. No completed paper surveys were submitted.

The results of the phone survey and online survey cannot be directly compared due to the differences in survey methodology, sample size, and respondent profile.

Digital/online ads, city newsletter ads, local newspaper ads, digital banners (City Hall, Gage Park, Farmers Market), social media and promotional posters were used to raise awareness about the survey and encourage participation from residents.

Report Notes - Online

- The phone survey results cannot be directly compared to online survey results due to the differences in survey methodology, sample size, and respondent profile.
- Respondents did not always respond to every question or may have responded: “have not used the service / don’t know”. The survey also included skip patterns, so respondents were not asked questions that did not apply to them. These records have been removed from the analysis. The universe of respondents (n) may vary for each question.
- For some questions, respondents could select multiple responses, in which case the totals could exceed 100%.
- Data shown may not add up to 100% due to rounding.

Executive Summary – Online

It is important to note that significant, ongoing events at the time the survey was conducted - such as the ongoing COVID-19 pandemic and reputational issues present in the media may have influenced some of the survey responses. Amid the challenges facing the community over the past years, the survey continues to find positive assessments in many areas, although the overall results of the 2022 Our City Survey are lower compared to previous years.

Most respondents (59%) are satisfied with their life in Hamilton and reported (82%) good health.

Most respondents agree that Hamilton is a great place to live (59%), play (54%), and learn (62%). Less than half (44%) of respondents agree or strongly agree that Hamilton is a great place to work. The majority of respondents (59%) viewed the quality of life in Hamilton as worsened in the past two years. One of the many variables that impacted the quality of life is the COVID-19 pandemic, where many respondents described that it has worsened their mental health (58%), physical health (44%) and financial situation (43%).

Less than a quarter (22%) of respondents agree that Hamilton is on the right track towards its vision of being “the best place to raise a child and age successfully”.

One fifth (19%) of respondents identified addressing social issues as the top priority to reach the city’s vision. The next top mentioned common themes are related to “City work principles and values” (11%), “Infrastructure, Transit and Roads” (10%), “Safety and Policing” (8%) and “Parks, Activities and Recreation” (8%).

Most respondents (53%) prefer to maintain tax and keep the current service level.

Nearly a quarter of the respondents (23%) reported that they are satisfied or very satisfied with what the City of Hamilton is doing in providing and supporting services for the community.

The 5 services most often rated as good, very good or excellent are: Libraries and Bookmobiles, Fire Department, Drinking Water, Paramedic Services and Parks and Open Space.

The 5 services most often rated as poor are: Social Housing, Social Services, Roads and Sidewalks, Traffic Flow and Roadway Safety and Building Permits.

62% of respondents reported they have contacted the City of Hamilton in the past year, those who have contacted the City reported a positive customer service experience.

34% of respondents indicated that their experience with contacting the City of Hamilton was positive. Nearly half (45%) felt that the city staff were courteous, more than a third (36%) felt City staff were knowledgeable, and 37% had their question both answered and received a timely response.

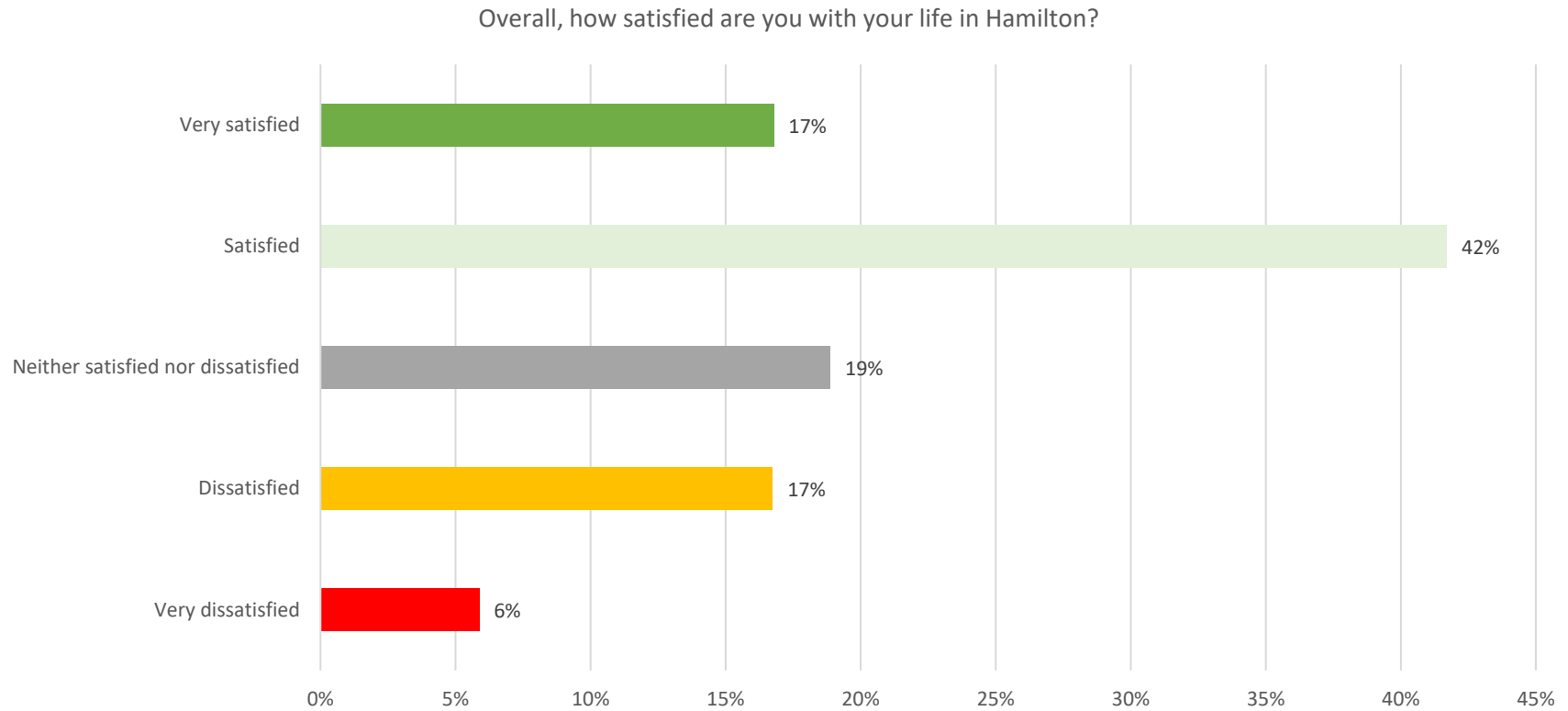
Most respondents preferred the City of Hamilton website, phone, and email services over in-person services for all types of interactions.

Nearly a quarter (23%) of the respondents agree that the City of Hamilton engages residents and nearly one fifth agree residents’ input (19%) is used in the decision-making process for City programs, services, and initiative.

Detailed Findings – Quality of Life

Satisfaction with Life in Hamilton

59% of respondents are satisfied or very satisfied with their life in Hamilton.

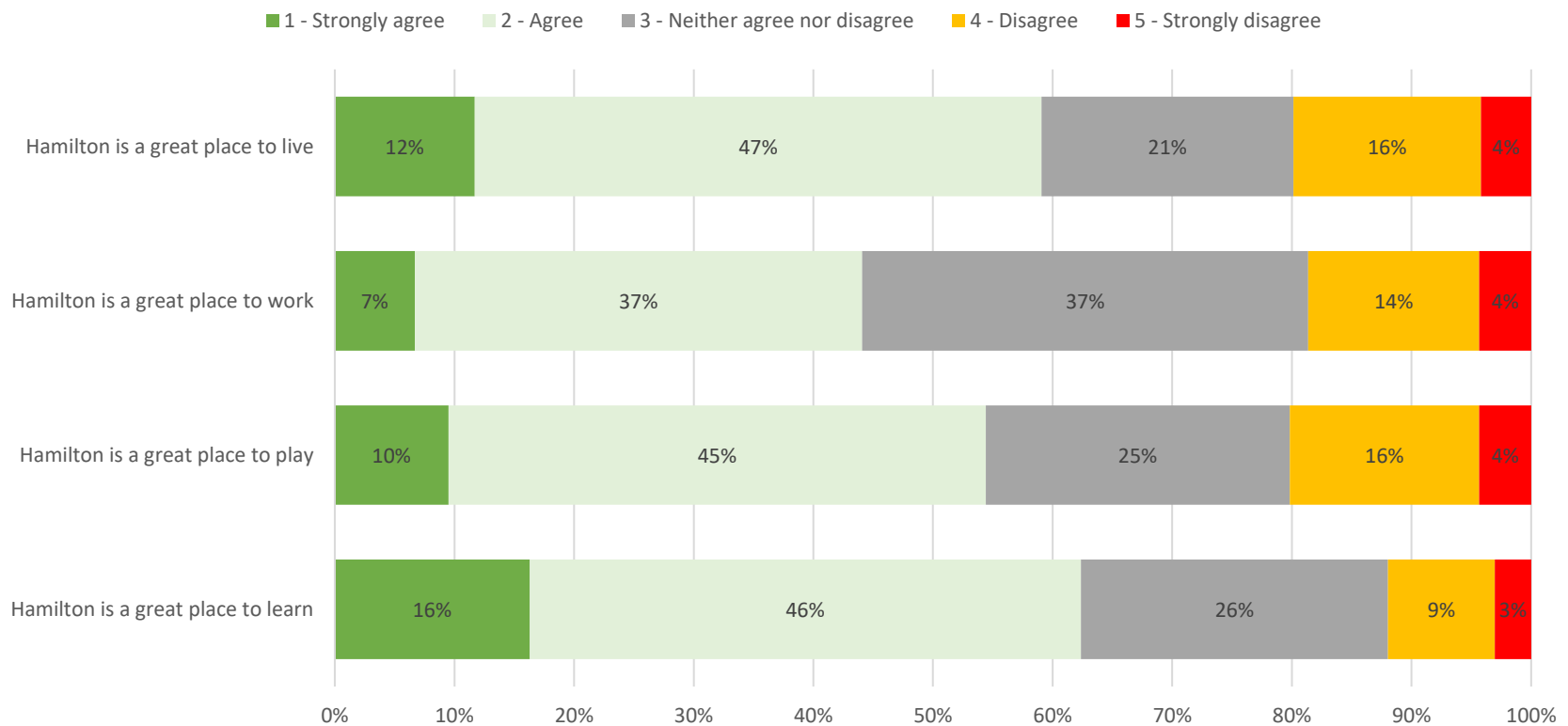


Q21 Overall, how satisfied are you with your life in Hamilton? Modified from: Overall, how satisfied are you with your life these days?

Overall Quality of Life

Most of respondents agree or strongly agree that Hamilton is a great place to live (59%), play (54%) and learn (62%). Less than half (44%) of respondents agree or strongly agree that Hamilton is a great place to work.

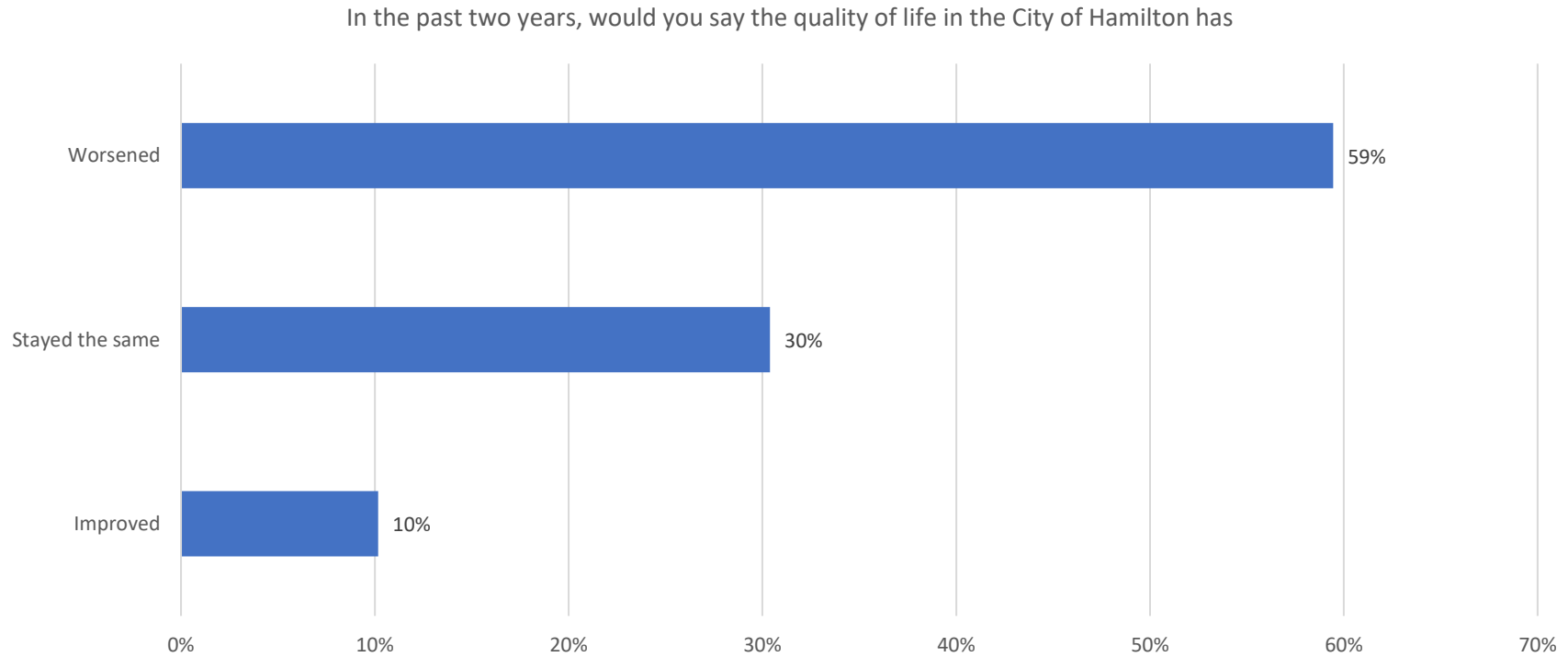
Quality of Life in Hamilton



Q1 Please indicate your level of agreement with the following statements. a) Hamilton is a great place to live b) Hamilton is a great place to work c) Hamilton is a great place to play d) Hamilton is a great place to learn

Changes in The Quality of Life in Hamilton

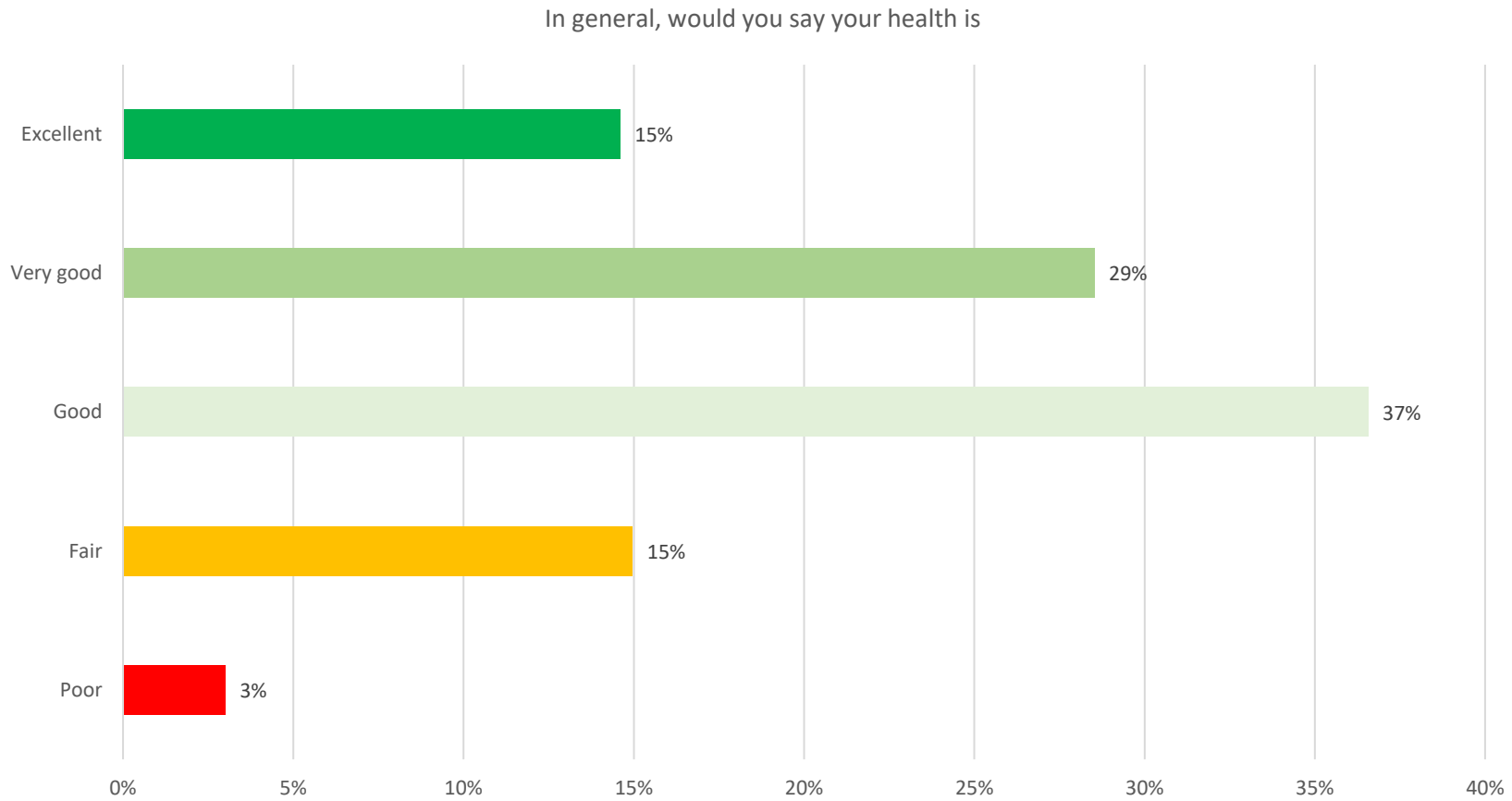
59% of the respondents viewed the quality of life in Hamilton has worsened in the past two years.



Q2 In the past two years, would you say the quality of life in Hamilton has...

Health

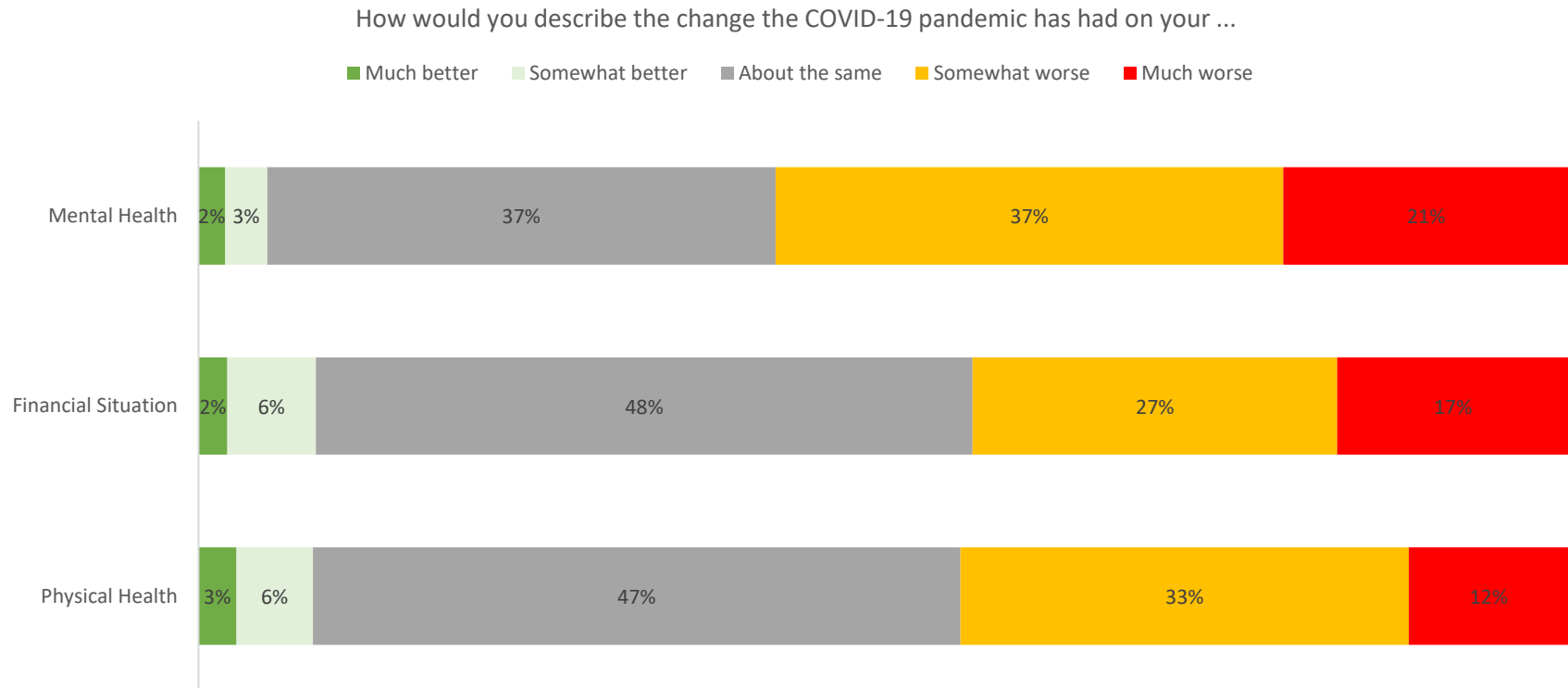
82% of respondents reported they are in good, very good or excellent health.



Q22 In general, would you say your health is

COVID-19 Pandemic Impacts

Close to half of the respondents reported the COVID-19 pandemic has not had a significant change on their financial situation (57%) and physical health (56%). More respondents described the COVID-19 pandemic had worsened their mental health (58%) than those who described it has had worsened their physical health (44%) and financial situation (43%)

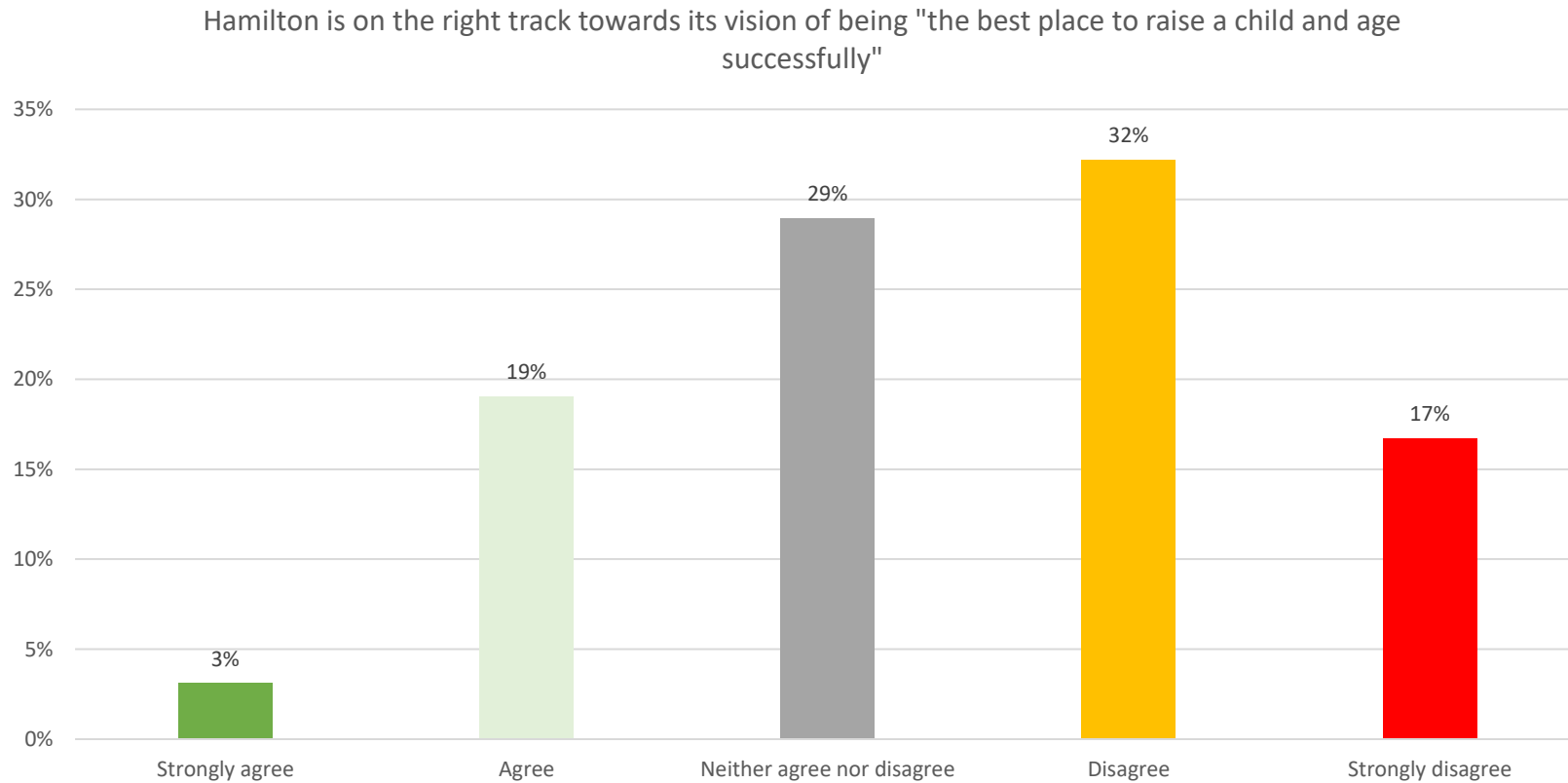


Q17 How would you describe the change the COVID-19 pandemic has had on you're a) financial situation b) physical health c) mental health. New in 2022

Detailed Findings -Views Toward the City's Vision and Priorities

Views Toward the City's Vision

Less than a quarter (22%) of respondents agree that Hamilton is on the right track towards its vision of being "the best place to raise a child and age successfully".



Q1e Please indicate your level of agreement with the following statements. Hamilton is on the right track towards its vision of being " the best place to raise a child and age successfully."

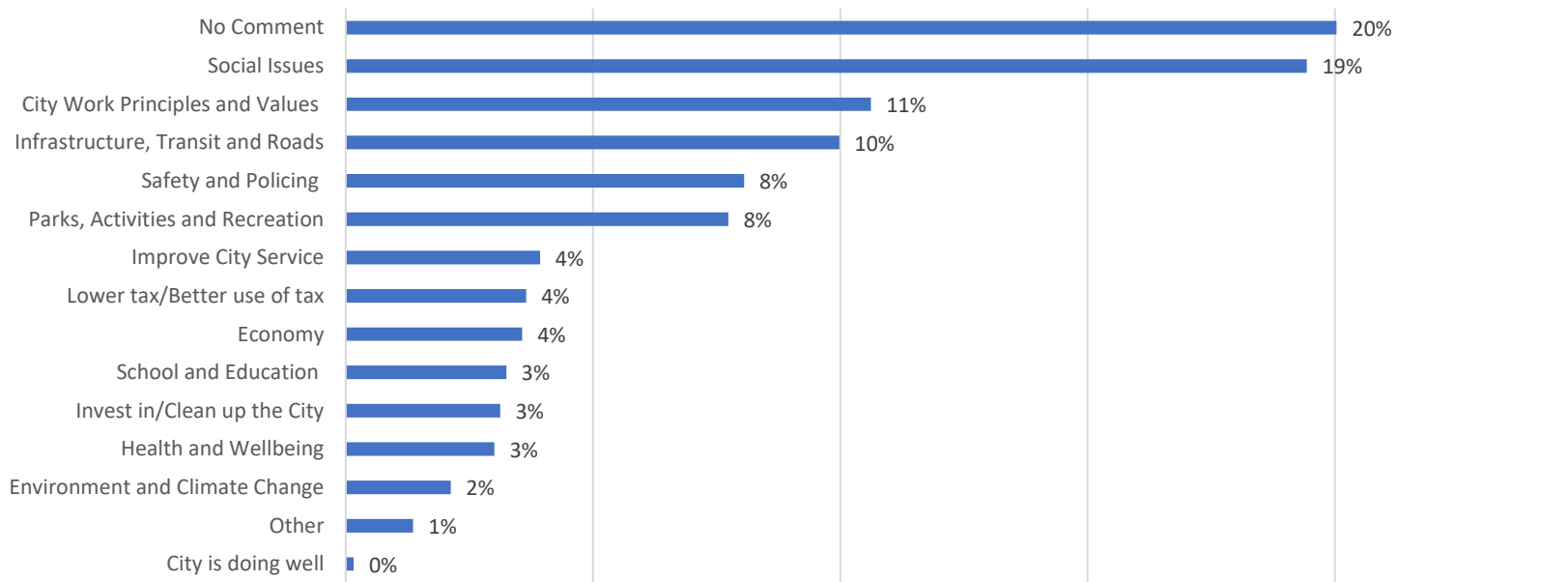
Views Toward the City’s Priorities

19% of respondents identified addressing **social issues** as the top priority to reach the city’s vision.

City Work Principles and Values is the next priority, and **Infrastructure, Transit and Roads** is third most mentioned common themes.

The open-ended phone responses are coded into the following categories. If more than one answer is given, the first response is captured.

What is one thing you think the City of Hamilton should do to reach the vision of being "the best place to raise a child and age successfully"



Q18 What is one thing you think the City of Hamilton should do to reach the vision of being "the best place to raise a child and age successfully" (open comment question)

The following table provides a summary of the most common themes to the open-ended question.

Common Theme	Comment or concerns primary related to ...
City Work Principles and Values	More community engagement opportunities
	Concerns related to City Council
	More transparency, accountability, and inclusivity
Economy	Better jobs
	Better economy and more businesses
	Comment related to city development and urban boundaries
Environment & Climate Change	Reduce pollution
	Protect natural area
	Improve water and air quality
	More green initiatives
Health and Wellbeing	Better healthcare, hospital services and public health
	Concern related to mental health and addictions
	Comments related to COVID-19, vaccine, masks
	Comments related to healthcare workers
Improve City services	Improve or provide more city services, such as garbage collection, snow clearing, libraries, tourism, water and sewers, social services, animal control etc.
Invest in/clean up the City	Revitalize Downtown
	Clean up the City
Infrastructure, Transit & Roads	Improve, repair, or maintain infrastructure
	Improve, repair, or maintain roads and sidewalks
	Reduce traffic congestion and traffic flow
	More transit services, expand routes and service area
Lower tax/Better use of tax	Lower taxes
	Better use of taxes
Parks, activities & recreation	More activities and recreation in the City
	More parks and green space
Safety and policing	Increase/better police services
	Improve community safety
	Reduce crimes, including sexual assaults, gun violence, drugs, etc.

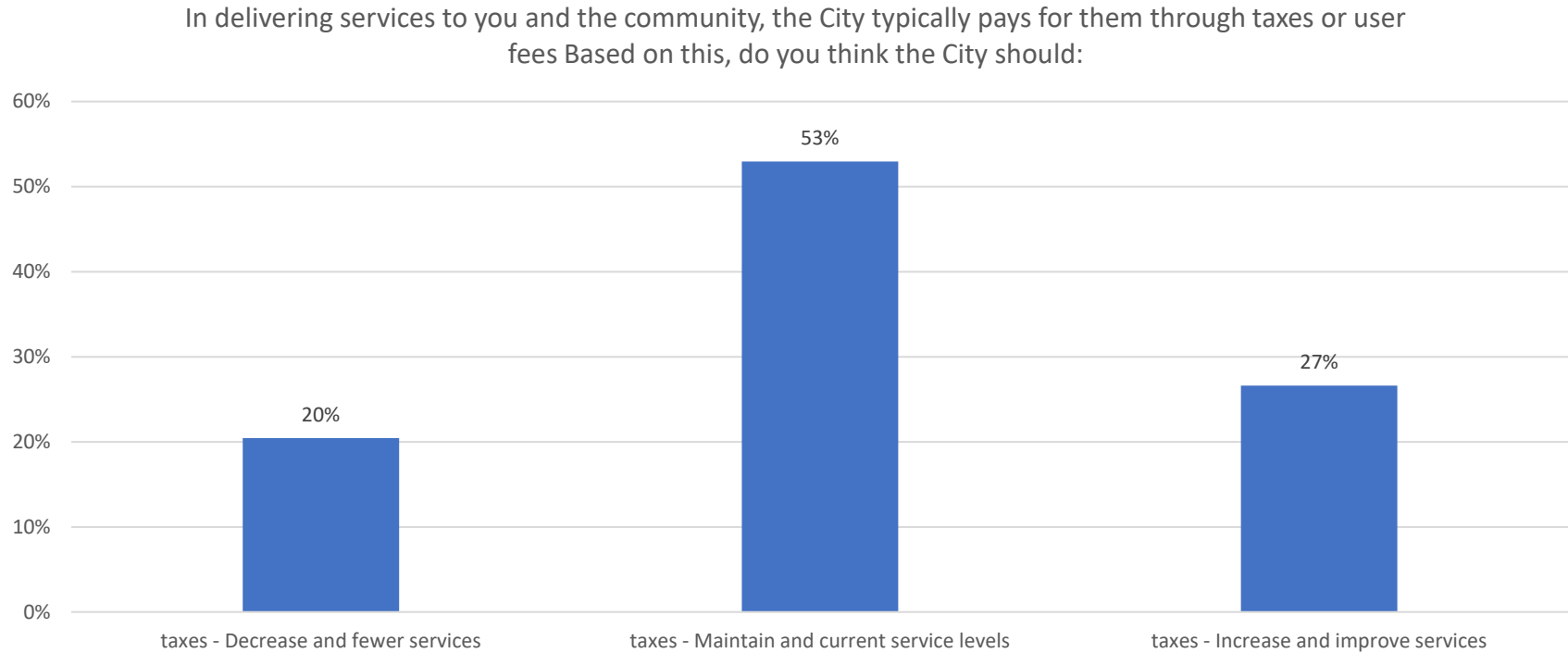
	Improve crime prevention and safety awareness
	More law enforcement
School and Education	Comments related to the general education system
	Comments related school
Social Issues	Improve accessibility
	Improve living affordability
	Improve housing and living affordability
	Reduce homelessness and poverty
	More/better daycare and children services and reduce fees
	More/better senior services
	More/better youth services

Q18 What is one thing you think the City of Hamilton should do to reach the vision of being "the best place to raise a child and age successfully"

Detailed Findings - Preference Towards Tax Direction and Service Level

Preference Towards Tax Direction and Service Level

Most respondents (53%) prefer to maintain tax and keep the current service level.

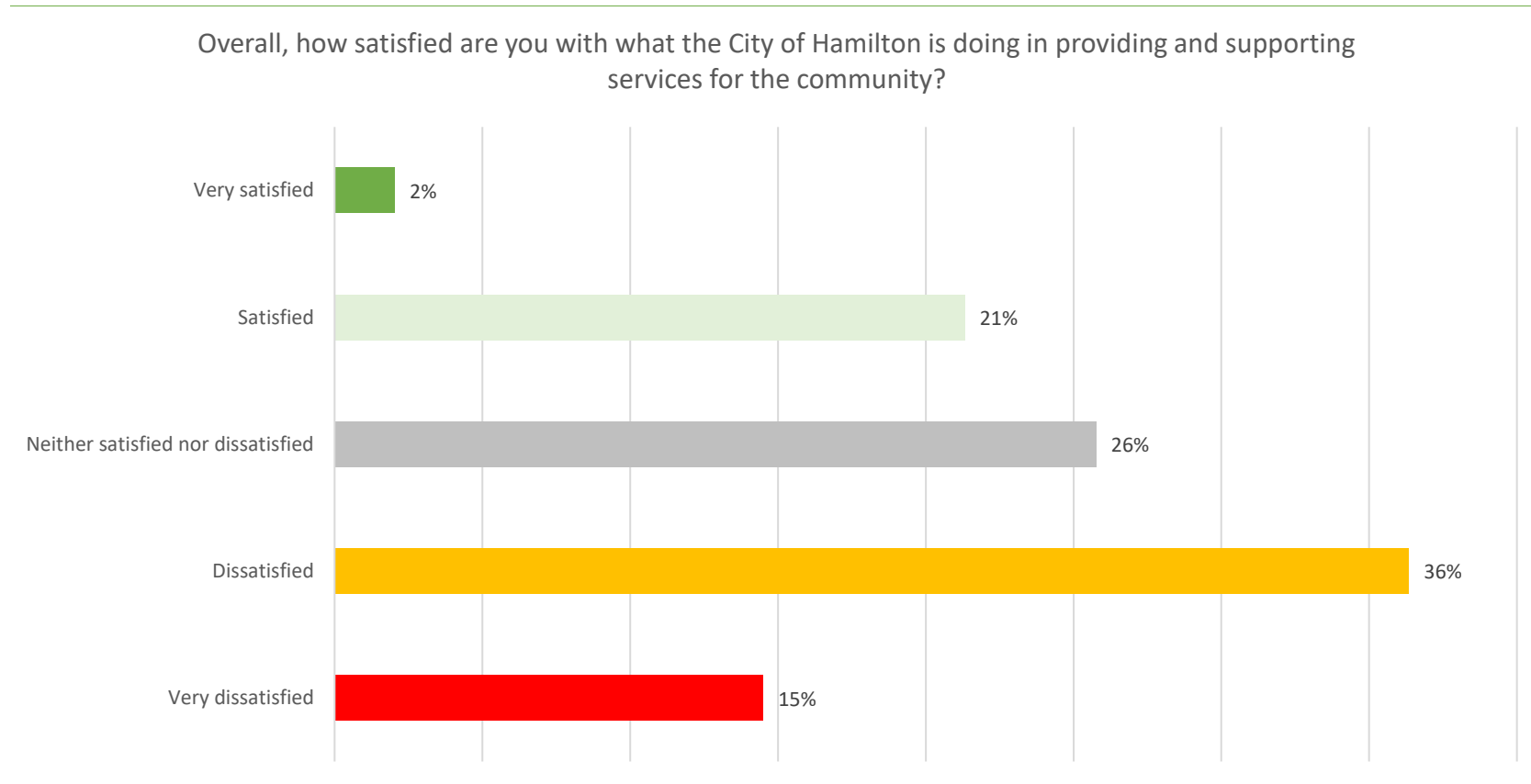


Q5 In delivering services to you and the community, the City of Hamilton typically pays for them through taxes or user fees. Based on this, do you think the City of Hamilton should.

Detailed Findings - Assessment of The Quality and Usage of The City's Services

Overall Satisfaction With the City Of Hamilton's Services

23% of the respondents are satisfied or very satisfied with what the City of Hamilton is doing in providing and supporting services for the community.

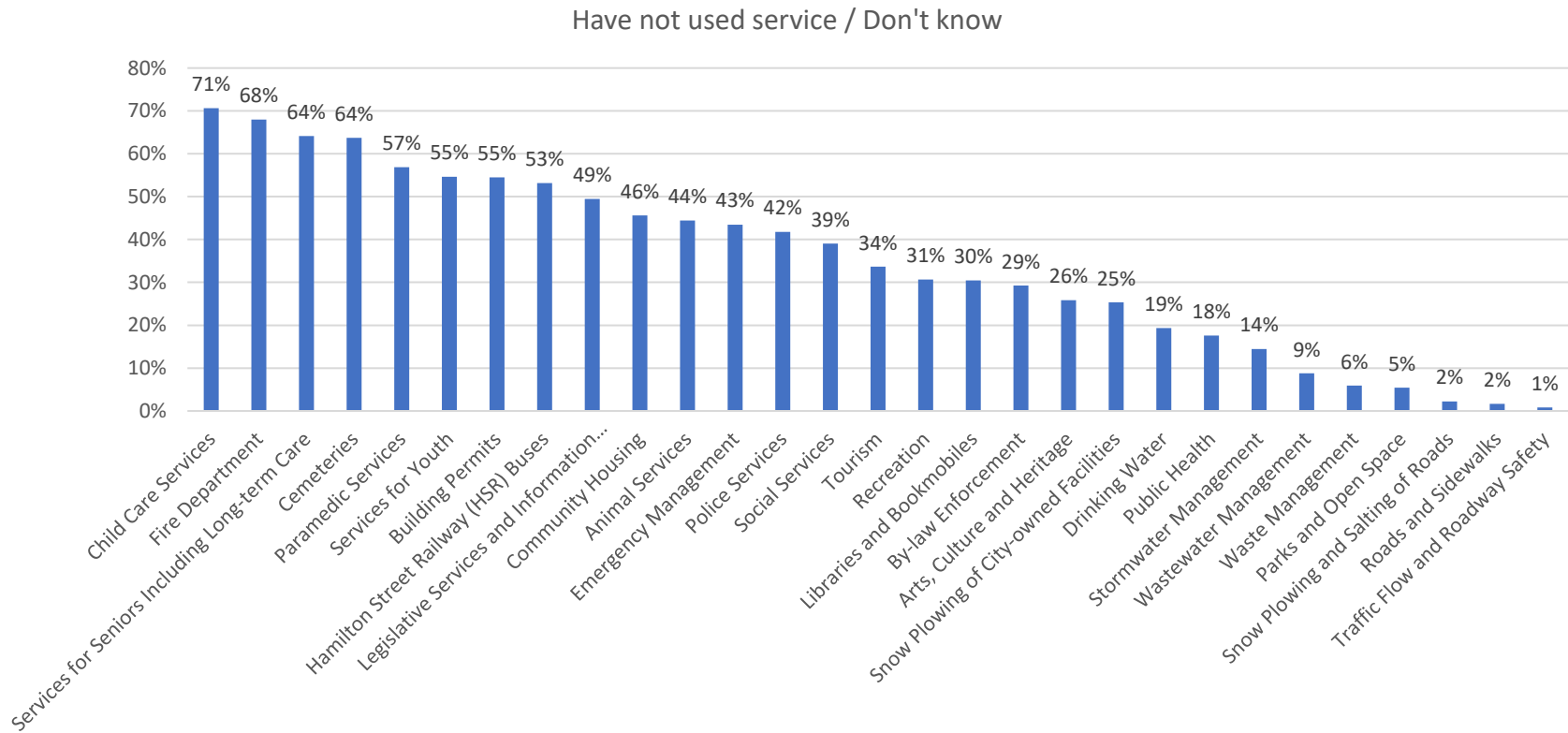


Q3 Overall, how satisfied are you with what the City of Hamilton is doing in providing and supporting services for the community? Modified from: Overall, how satisfied are you with the services provided by the City of Hamilton?

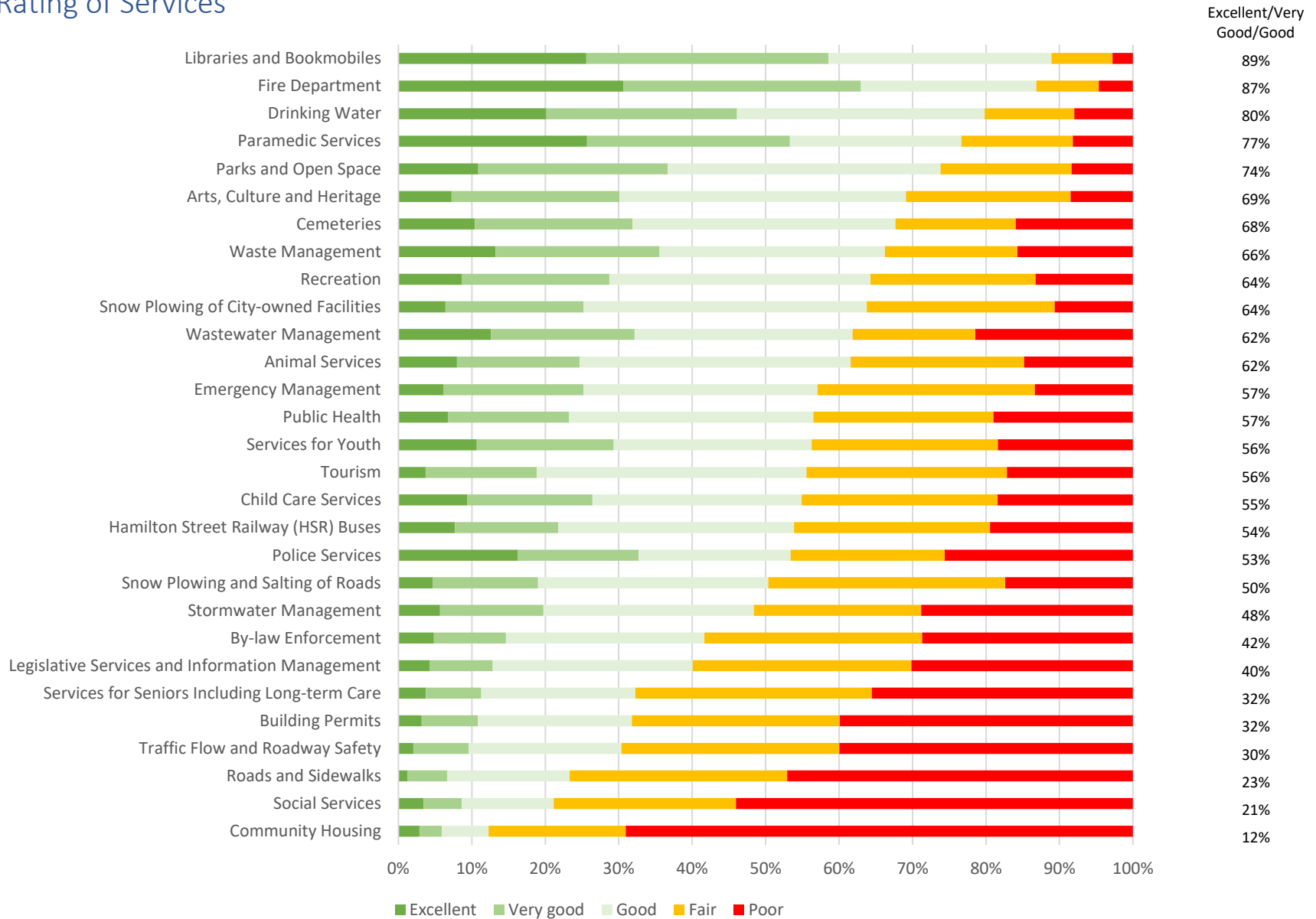
Usage of the City's service

Respondents were asked to rate 29 services the City provides to residents. If the respondents have not used the service in the past year, they were asked to select the "don't know" response. Respondents were excluded from the rating of services if they answered that they "have not used/did not know" about the service.

The services with the most respondents who selected the "have not used/did not know" option are: Child care services (71%), Fire department (68%), Services for Seniors (64%) and Cemeteries (64%).



Rating of Services



The following are the services most often rated as good, very good or excellent.

- Libraries and Bookmobiles 89%
- Fire Department 87%
- Drinking Water 80%
- Paramedic Services 77%
- Parks and Open Space 74%

The following are the services most often rated as poor.

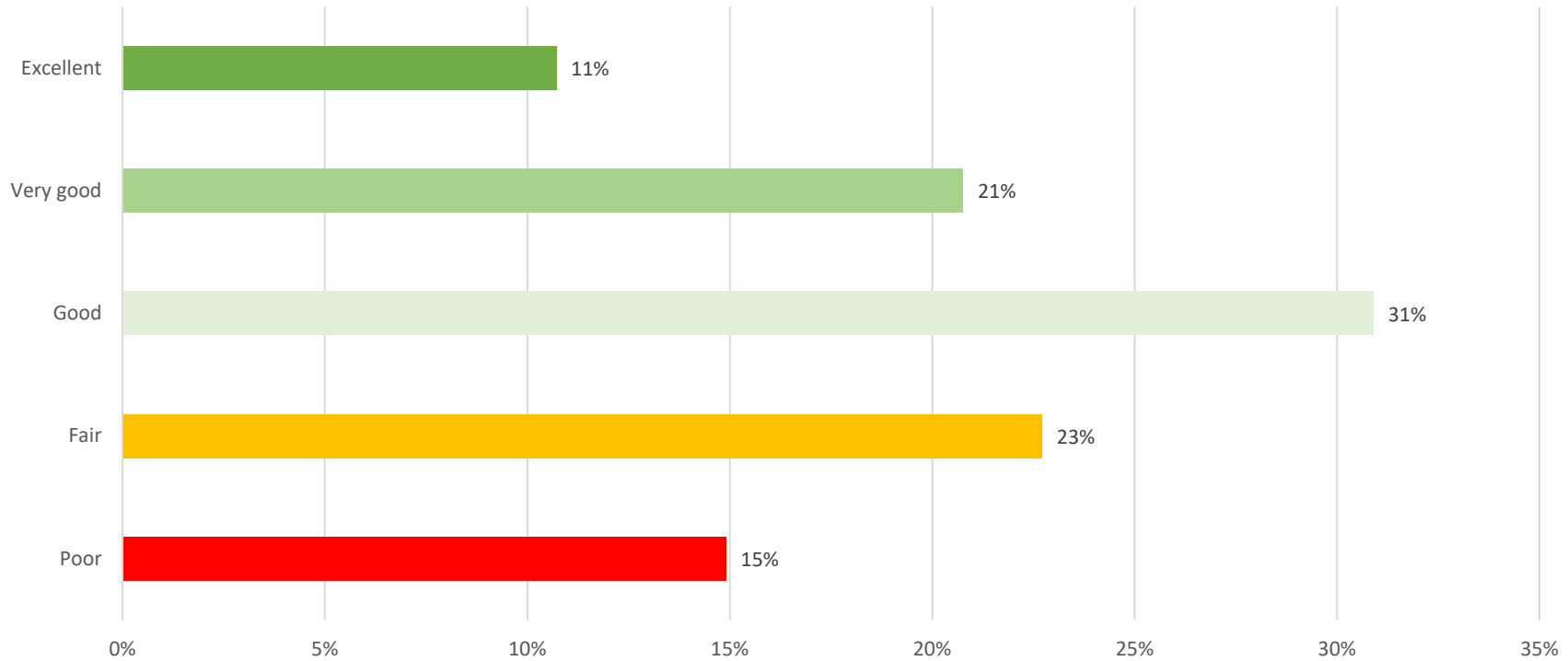
- Community Housing 69%
- Social Services 54%
- Roads and Sidewalks 47%
- Traffic Flow and Roadway Safety 40%
- Building Permits 40%

Q4 The following question will focus on different services in our community. These services could be provided solely by the City of Hamilton, or in partnership with other levels of government or agencies in the community. How would you describe each of the following services? Note: If you have not used the service in the past year, please say "don't know". Modified from: The following question will focus on the different services the City of Hamilton provides to its residents. How would you rate each of the following services provided by the City of Hamilton?

Rating of The City's Response to the COVID-19 Pandemic

6 out of 10 (62%) respondents rated the City's response to the COVID-19 pandemic as excellent, very good or good. The City's response to the COVID-19 pandemic includes maintaining city operations, communications, enforcement of provincial and municipal restrictions, etc.

How would you rate the City's response to the COVID-19 pandemic



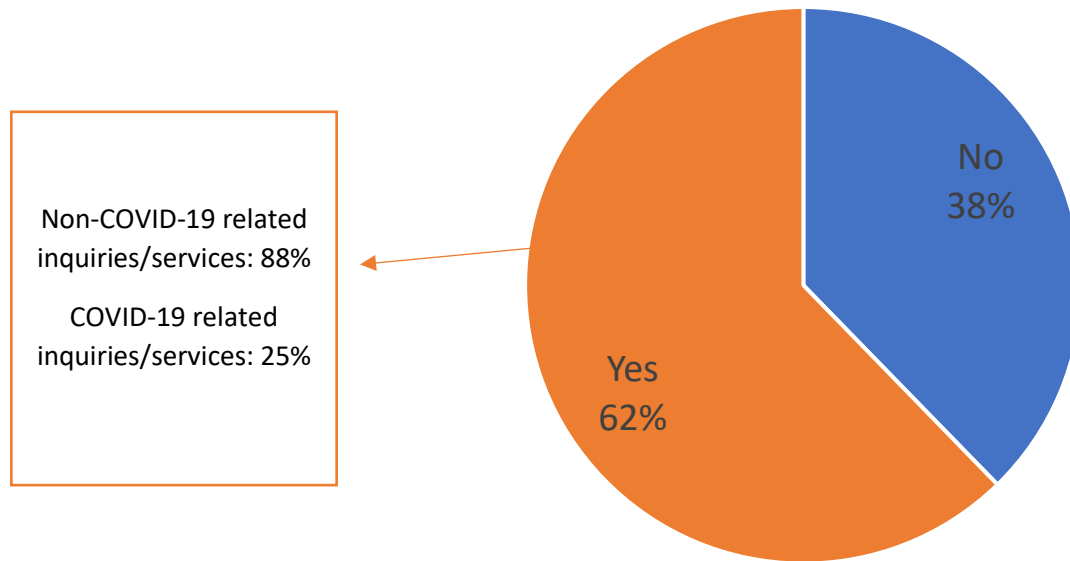
Q16 How would you rate the City's response to the COVID-19 pandemic including maintaining city operations, communications, enforcement of provincial and municipal restrictions, etc.

Detailed Findings - Interactions with The City

Contacting the City

62% of respondents have contacted the City of Hamilton in the past year for information or to conduct service transactions, out of which, 88% of respondents reported it was for non-COVID-19 related inquiries/services and 25% of respondents reported it was for COVID-19 related inquiries/services.

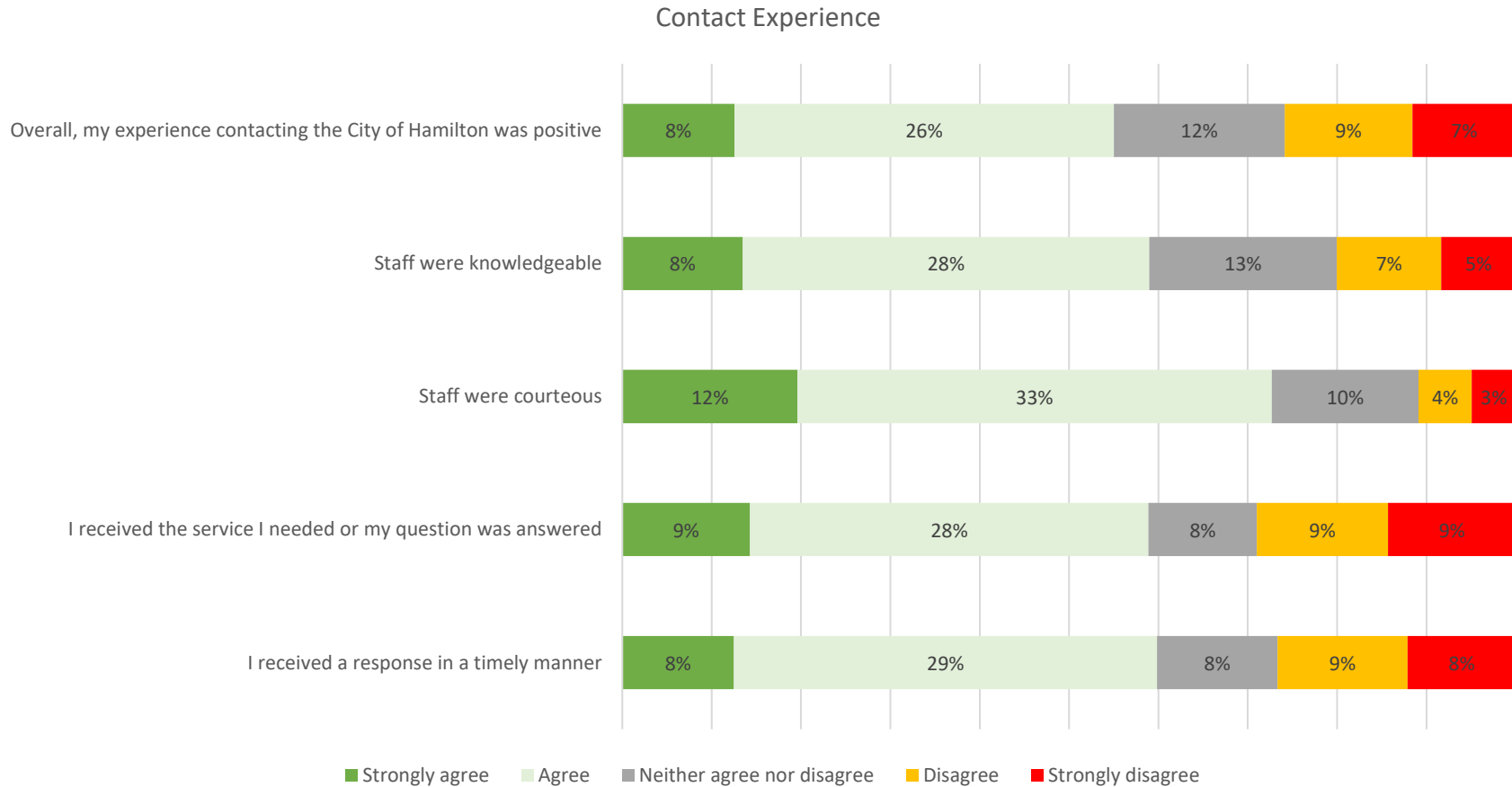
In the past year, have you contacted the City of Hamilton for information or to conduct any service transactions?



Q9 In the past year, have you contacted the City of Hamilton for information or to conduct any service transactions?

Customer Experience

34% of respondents reported that their experience with contacting the City of Hamilton was positive. Most respondents felt that city staff were courteous (45%) and knowledgeable (36%), their question was answered (37%) and they received a timely response (37%).



Q10 What have you contacted the City of Hamilton for in the past year? New in 2022 Q11 Thinking about your contact with the City of Hamilton in the past year, please tell us how strongly you agree with each of the following statements. a) Overall, my experience contacting the City of Hamilton was positive. b) I received a response in a timely manner. c) Staff were knowledgeable. d) Staff were courteous. e) I received the service I needed / my question was answered.

Detailed Findings – Preferred Service Delivery and Communication Channels

Preference of Service Delivery Channels

Getting Information

The most preferred way of getting information from the City is through the City of Hamilton website (39%). This is the top preference for all age groups.

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	42%	41%	36%	39%
Email	30%	31%	34%	33%
In person	2%	4%	7%	5%
Online digital assistant (i.e. chatbot)	2%	1%	1%	1%
Phone	5%	9%	14%	10%
Social media	14%	9%	4%	7%
Text Message/SMS	4%	5%	3%	4%
Video call	0%	0%	0%	0%

Making A Complaint / Providing Feedback or Compliment

The most preferred way of making a complaint/providing feedback or compliment is through email (40%). This is the top preference for all age groups.

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	31%	27%	17%	24%
Email	37%	39%	41%	40%
In person	4%	5%	10%	7%
Online digital assistant (i.e. chatbot)	5%	2%	1%	2%
Phone	17%	21%	27%	23%
Social media	3%	1%	1%	1%
Text Message/SMS	2%	3%	3%	3%
Video call	1%	1%	1%	1%

Preference of Service Delivery Channels

Registering for Programs and Services

The most preferred way to register for programs and services (67%) is through the City of Hamilton website (hamilton.ca).

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	74%	74%	56%	67%
Email	17%	16%	27%	21%
In person	4%	5%	10%	7%
Phone	4%	5%	7%	6%

Applying for Licenses and Permits

The most preferred way to apply for licenses and permits (64%) is through the City of Hamilton website (hamilton.ca).

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	74%	72%	53%	64%
Email	11%	14%	23%	17%
In person	11%	11%	19%	15%
Phone	4%	3%	4%	4%

Booking / Renting City of Hamilton Facilities or Parks

The most preferred way to book/rent City of Hamilton facilities or parks is through the City of Hamilton website (65%). This is the top preference for all age groups.

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	74%	73%	54%	65%
Email	12%	15%	25%	19%
In person	4%	4%	9%	6%
Phone	10%	8%	12%	10%

Making Payment for Programs, Services, Permits, Licenses, Fines Etc.

The most preferred way to make payment for programs, services, permits, licenses, fines etc. (82%) is through the City of Hamilton website (hamilton.ca). This is the top preference for all age groups.

	Younger Adults	Middle-aged Adults	Older Adults	Total
City of Hamilton website (hamilton.ca)	82%	79%	59%	71%
Email	8%	10%	23%	15%
In person	7%	8%	15%	11%
Phone	3%	2%	3%	3%

Paying Property Taxes

The most preferred way property tax is through a bank (56%). This is the top preference for all age groups and has not changed since 2018.

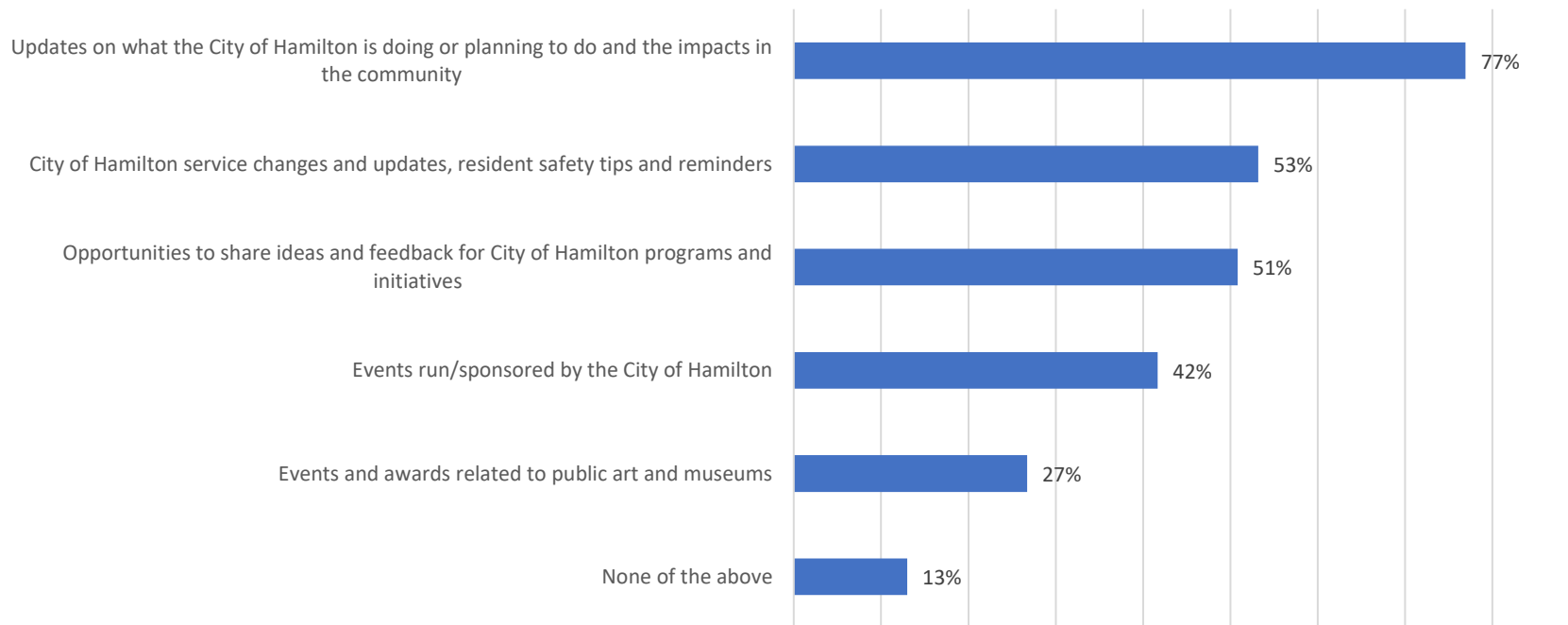
	Younger Adults	Middle-aged Adults	Older Adults	Total
By phone directly with the City	3%	1%	1%	1%
In-person at a City counter	2%	3%	2%	3%
Postal mail	1%	1%	2%	2%
Pre-authorized debit payment plan	42%	41%	42%	42%
Through your bank (at a teller, ATM, online/phone banking)	51%	53%	52%	53%

Q8 The following question will focus on different ways of connecting with and conducting business with the City of Hamilton. If you needed to, what would be your preferred way of conducting each of the following types of interactions? Note that not all response options are currently available or used. Modified from: What is your preferred way of conducting each of the following types of interactions with the City of Hamilton?

Topic Areas to Receive Information on From the City

Topic areas where most respondents reported that they would like to receive information on from the City of Hamilton includes “updates on what the City of Hamilton is doing or planning to do and the impacts in the community” (77%), “City of Hamilton service changes and updates, resident safety tips and reminders” (53%) and “opportunities to share ideas and feedback for City of Hamilton programs and initiatives” (51%).

Which of the following topic areas would you like to receive information on from the City of Hamilton?

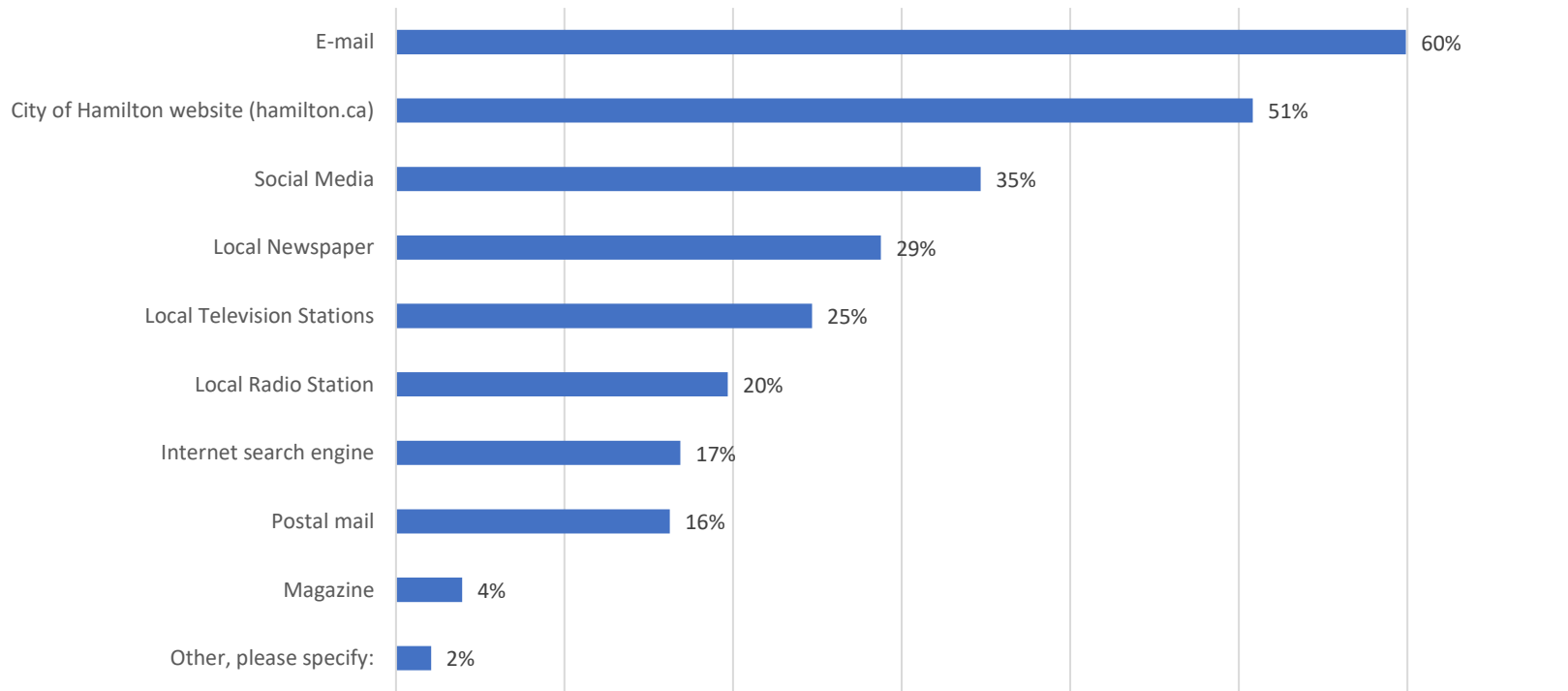


Q12 Which of the following topic areas would you like to receive information on from the City of Hamilton? New for 2022

Preference of Communication Channels

The most preferred way to get information about the City of Hamilton’s programs, initiatives, news, and events is through email (60%) and City of Hamilton website (hamilton.ca) (51%).

How do you would/like to get information about the City of Hamilton's programs, initiatives, news and events?

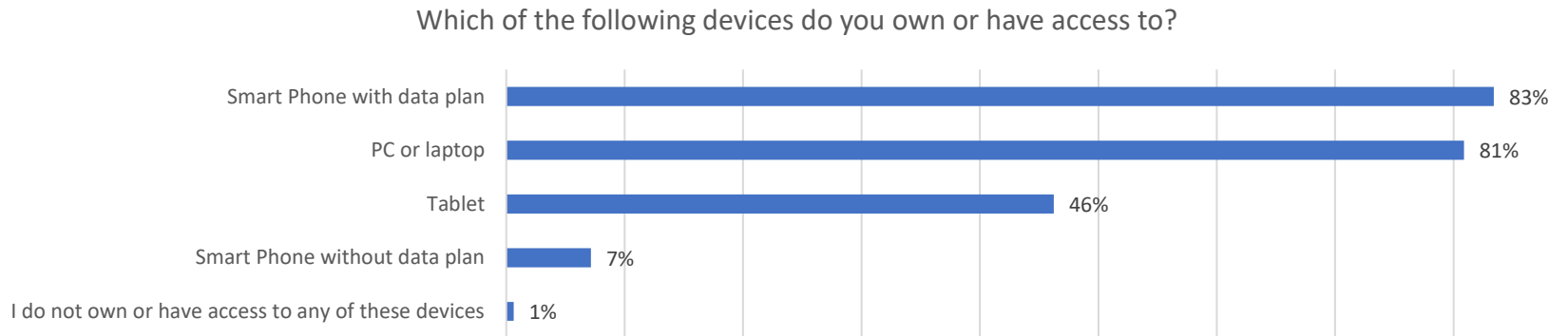
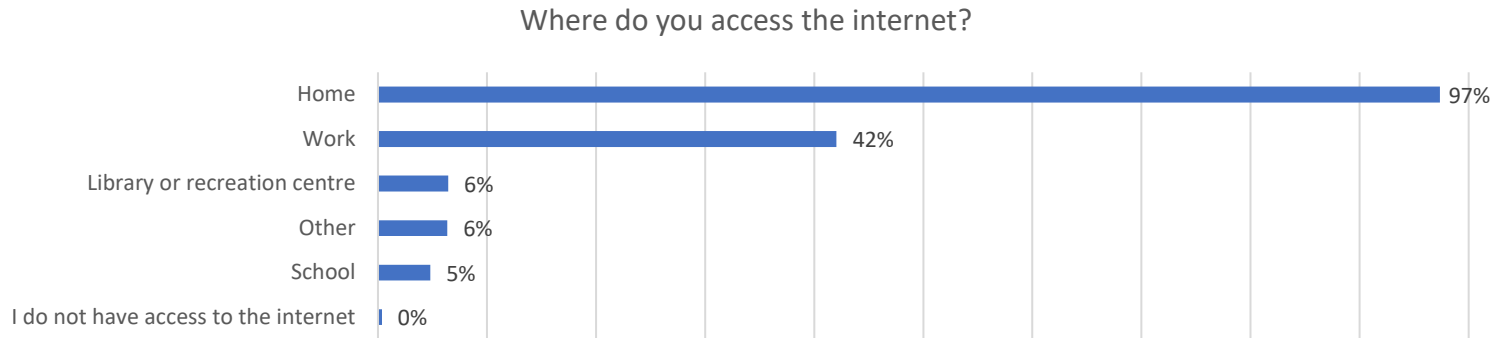


Q13 Which of the following topic areas would you like to receive information on from the City of Hamilton? New for 2022 Q18 How would/do you like to get information about the City of Hamilton's programs, initiatives, news, and events?

Access to Internet and Digital Devices

Most of the respondents (97%) have access to the internet at home and 42% have access to the internet at work.

Most of the respondents own or have access to Smart Phones with data plan (83%) and 81% have access to PC or laptops. Only a small portion (1%) of respondent do not own or have access to any digital devices.



Q14 Where do you access the internet? New for 2022

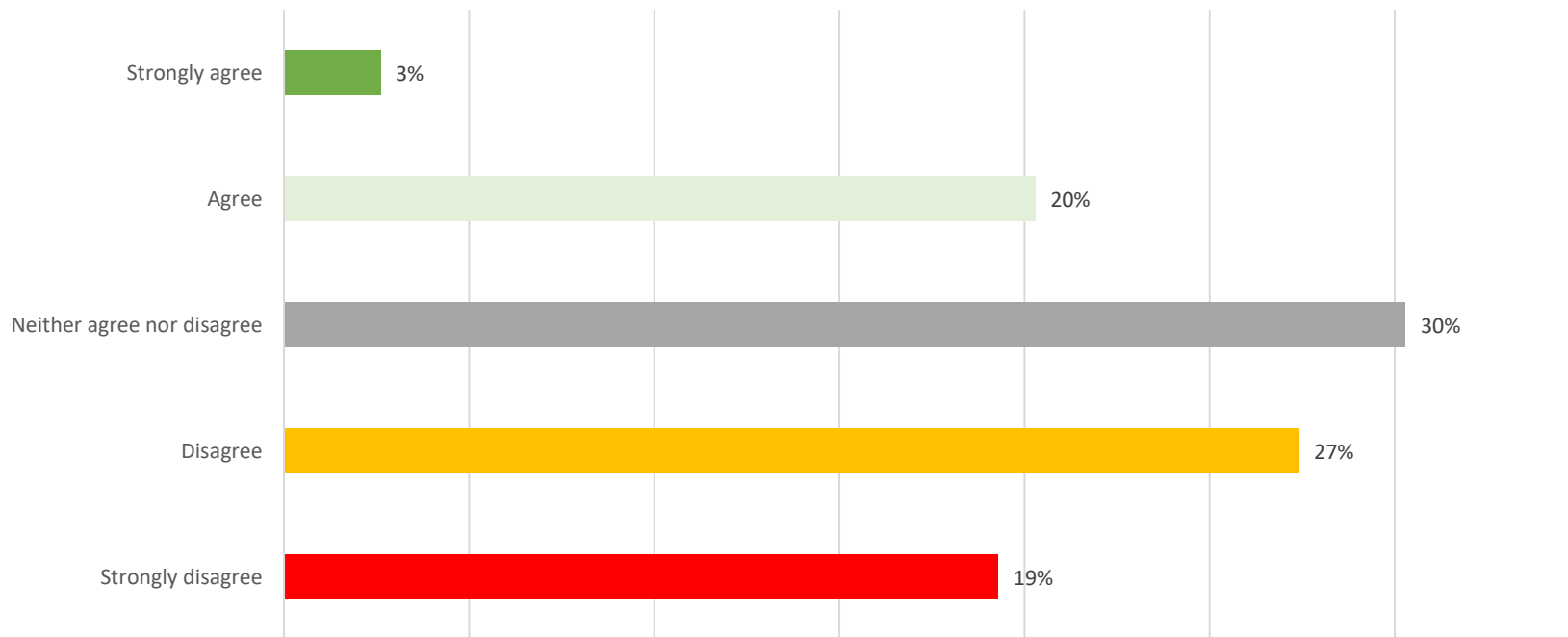
Q15 Which of the following devices do you own or have access to? New for 2022

Detailed Findings – Community Engagement

Perception of Resident Engagement by the City

23% of respondent agree/strongly agree that the City of Hamilton engages residents in the decision-making process for City programs, services, and initiative.

The City of Hamilton engages residents in the decision-making process for City programs, services and initiatives

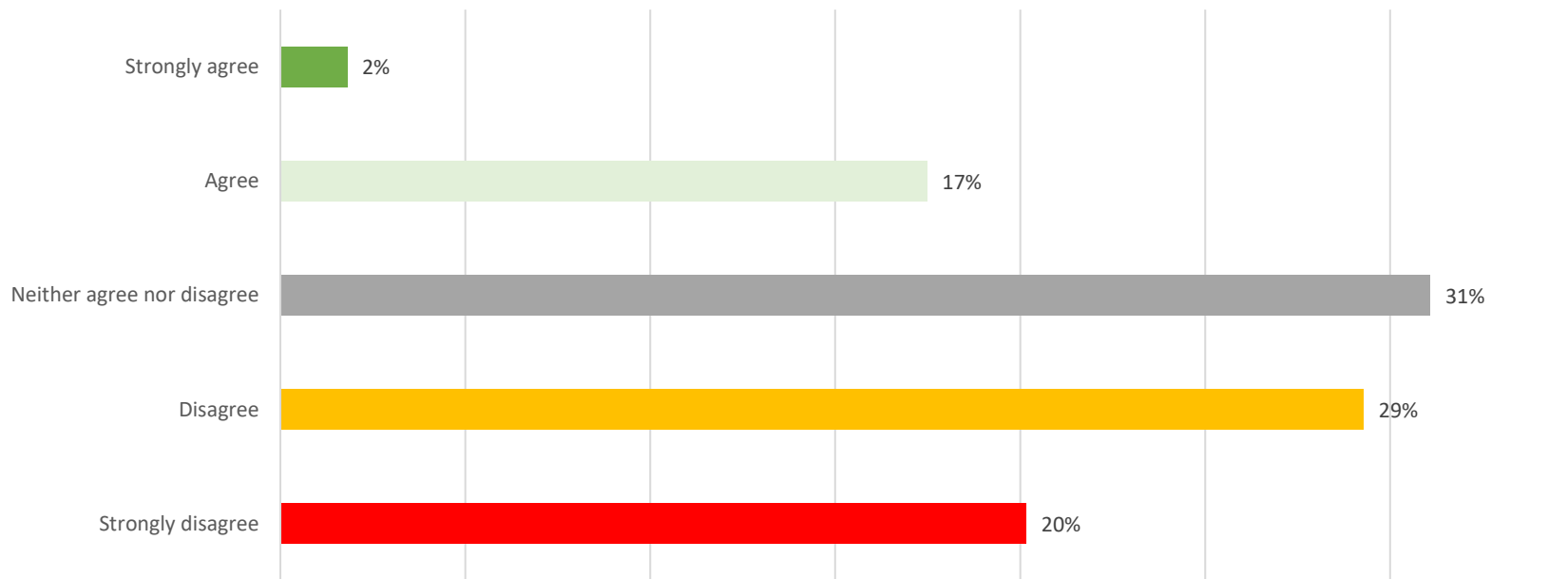


Q6 Please indicate your level of agreement with the following statements. a) The City of Hamilton engages residents in the decision-making process for City programs, services, and initiatives. b) The City of Hamilton uses input from residents in decision-making about City programs, services, and initiative

Perception of the City uses Input from Residents in Decision-making

19% of the respondents agree that the City of Hamilton uses input from residents in decision-making about City programs, services, and initiative.

The City of Hamilton uses input from residents in decision-making about City programs, services and initiatives

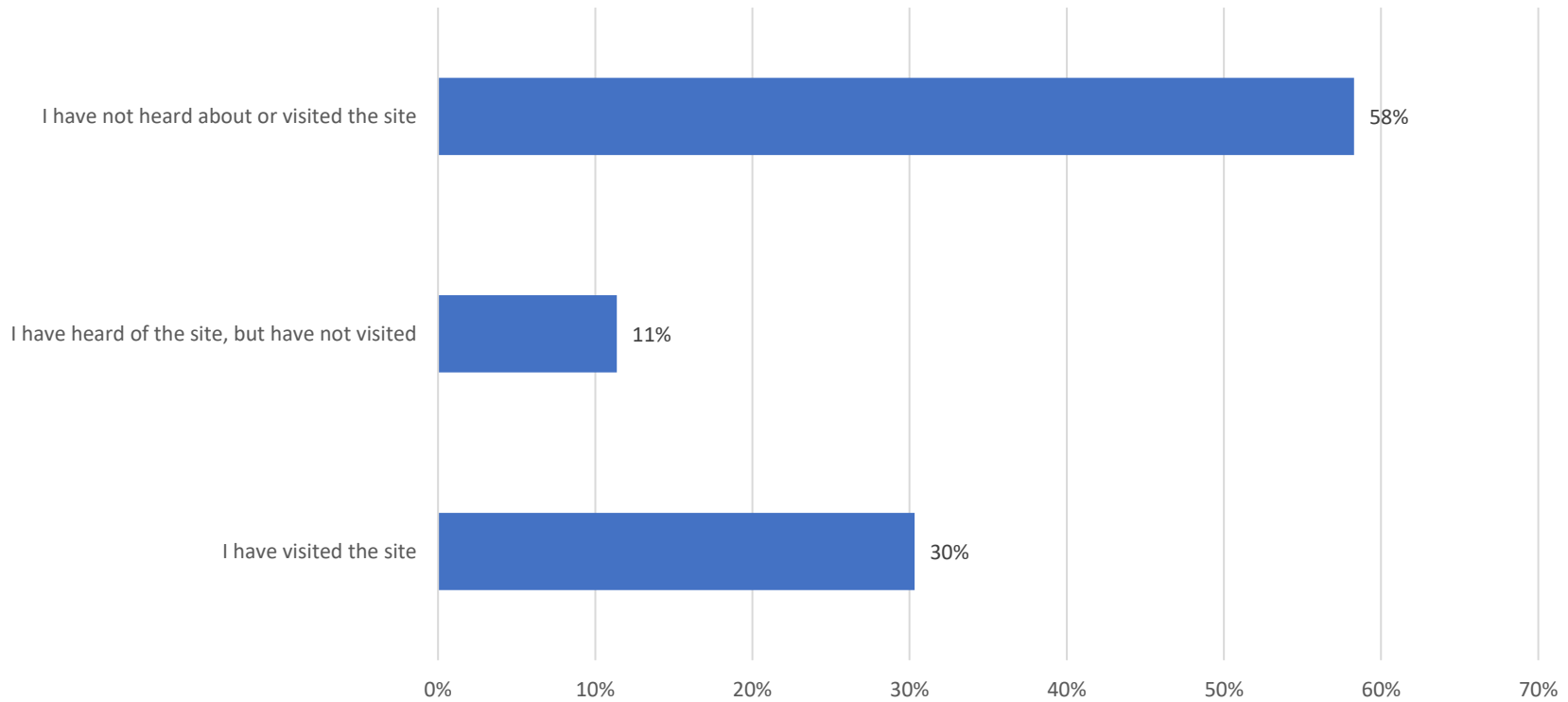


Q6 Please indicate your level of agreement with the following statements. a) The City of Hamilton engages residents in the decision-making process for City programs, services, and initiatives. b) The City of Hamilton uses input from residents in decision-making about City programs, services, and initiative

City of Hamilton's Online Engagement Platform

Close to one third (30%) of respondents have visited the City of Hamilton's online engagement platform. Most of respondents (58%) have not heard about or visited the site.

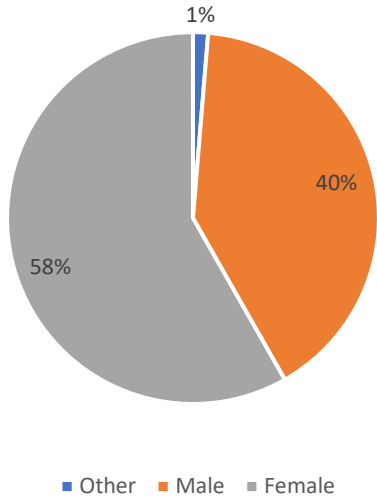
Are you aware of or have visited the City of Hamilton's online engagement platform



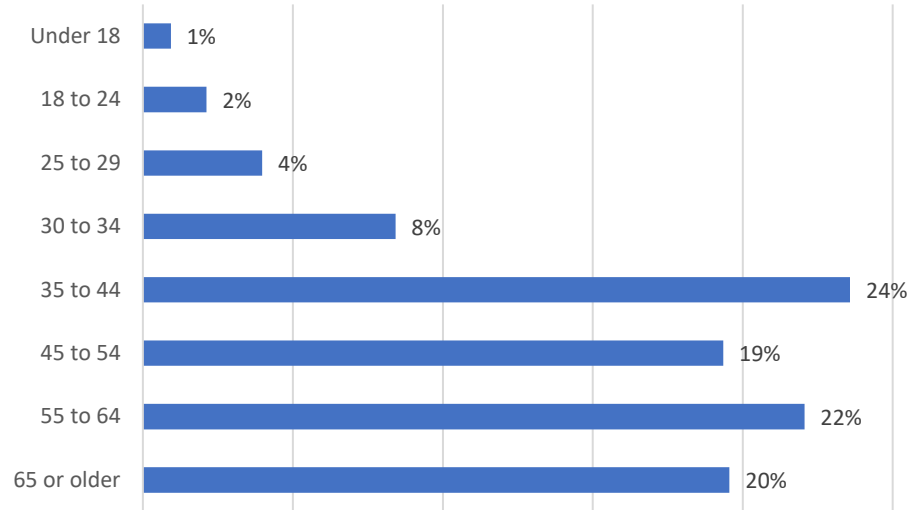
Q7 Are you aware of or have you visited the City of Hamilton's online engagement platform engage.hamilton.ca? New for 2022

Respondent Profile

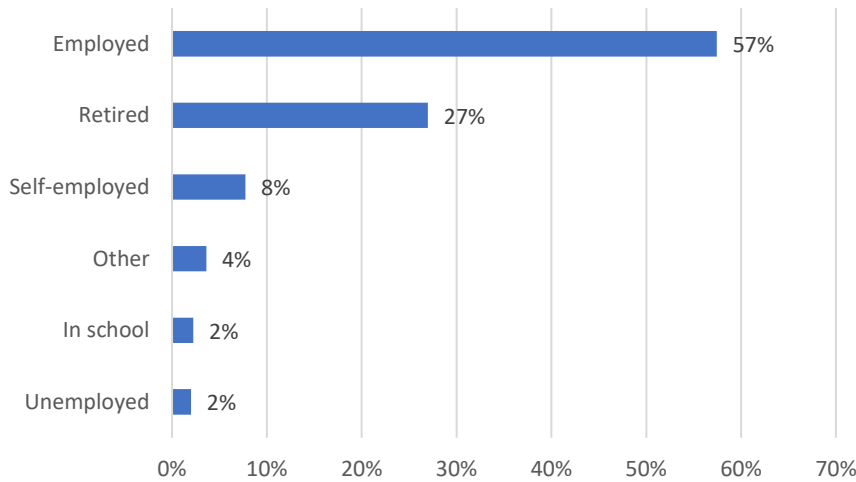
Gender



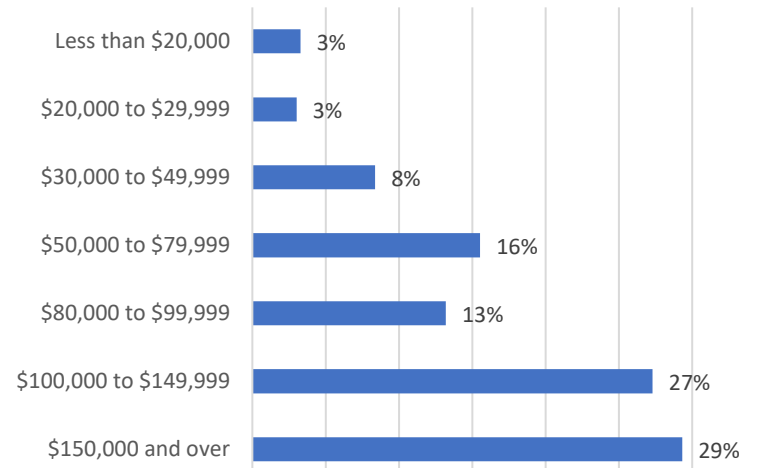
Age



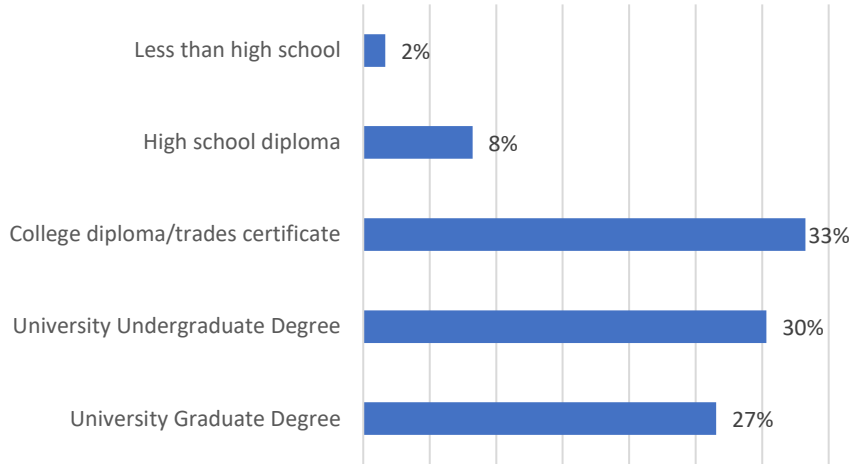
Employment Status



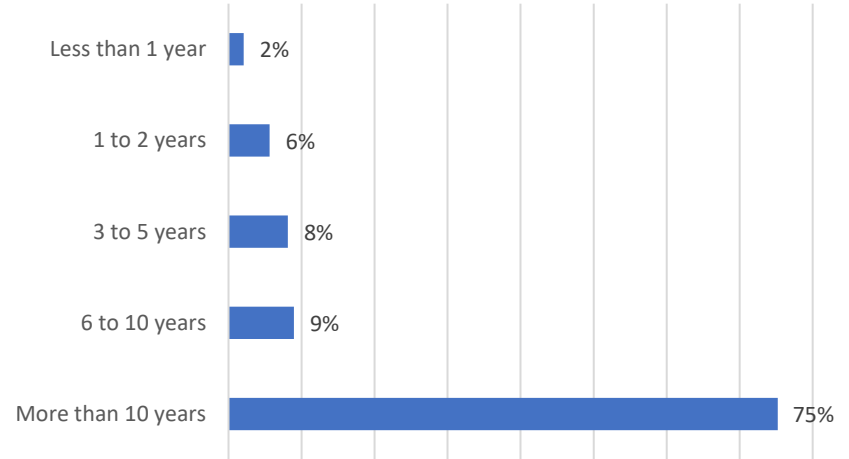
Household Income



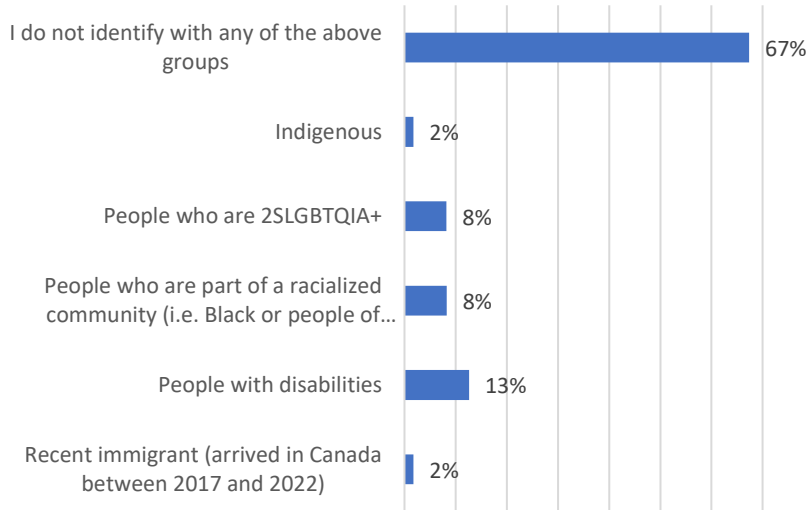
Education



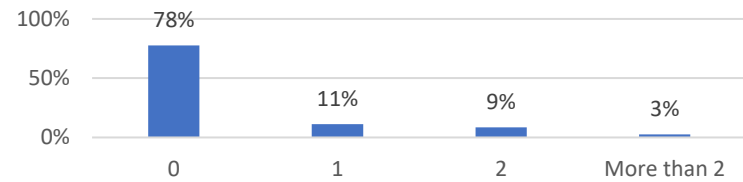
Tenure in Hamilton



Member of Groups



Number of Children in Household



Number of Youths in Household

