

# Village of Thorsby Citizen Survey

September 2014

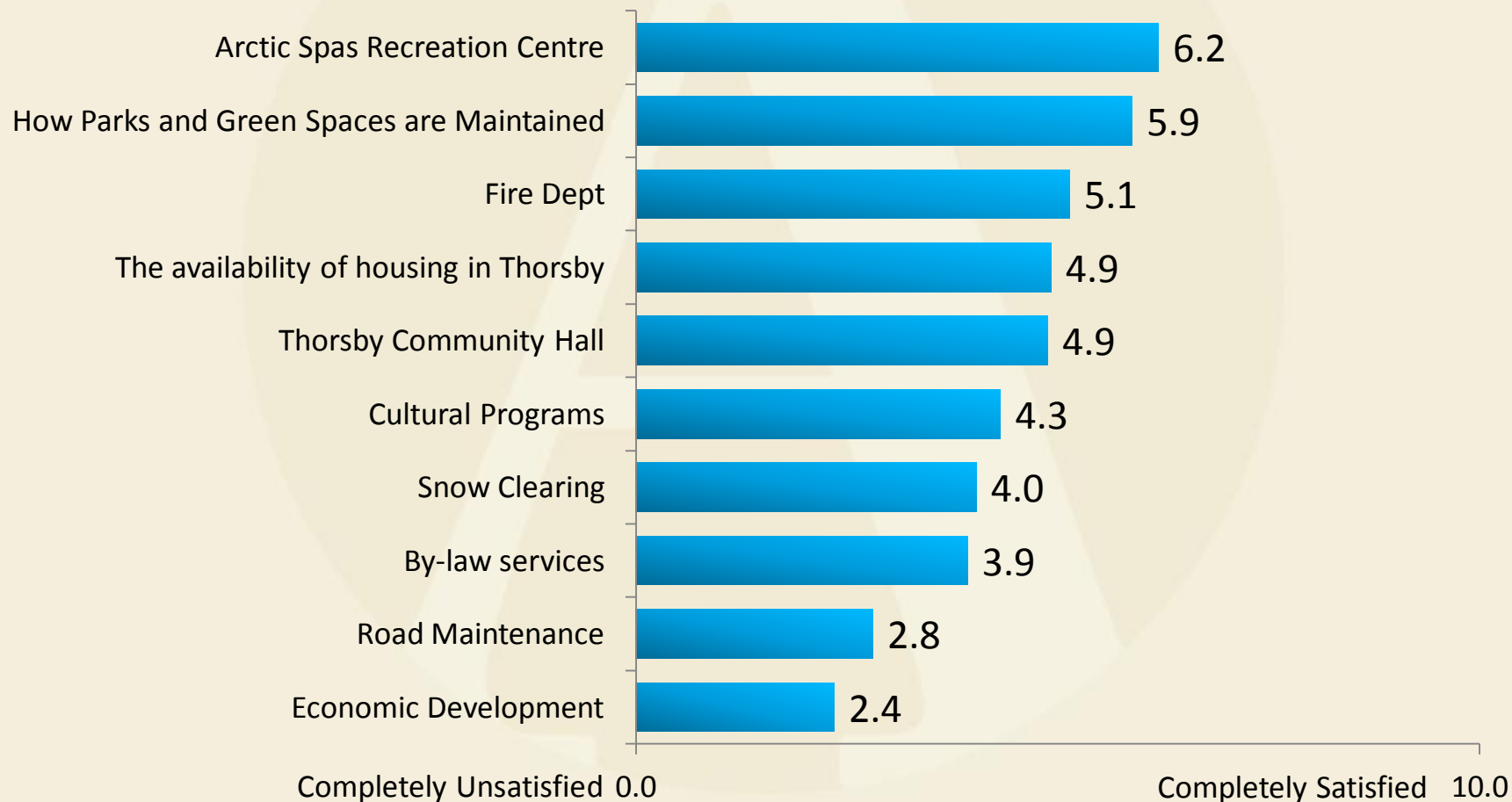
# Overview

- Methodology
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- Service Priorities
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# Methodology

- The survey was conducted by trained live callers located in Alberta.
- 979 phone numbers in the Thorsby area were called up to three times in order to get a response.
- Respondents were screened as to if they were located within the Village of Thorsby.
- Overall there were 64 completed surveys from adults within the Village of Thorsby.
  - There are 373 households in the Village of Thorsby – so this represents a survey rate of 17.2%.
- The margin of error is +/- 11.2%, nineteen times out of twenty.
- Calls were made between August 14 and 19, 2014.
- The results have been weighted by age, gender and home ownership using the most recent census data from Statistics Canada.

# Satisfaction with services provided by the Village of Thorsby

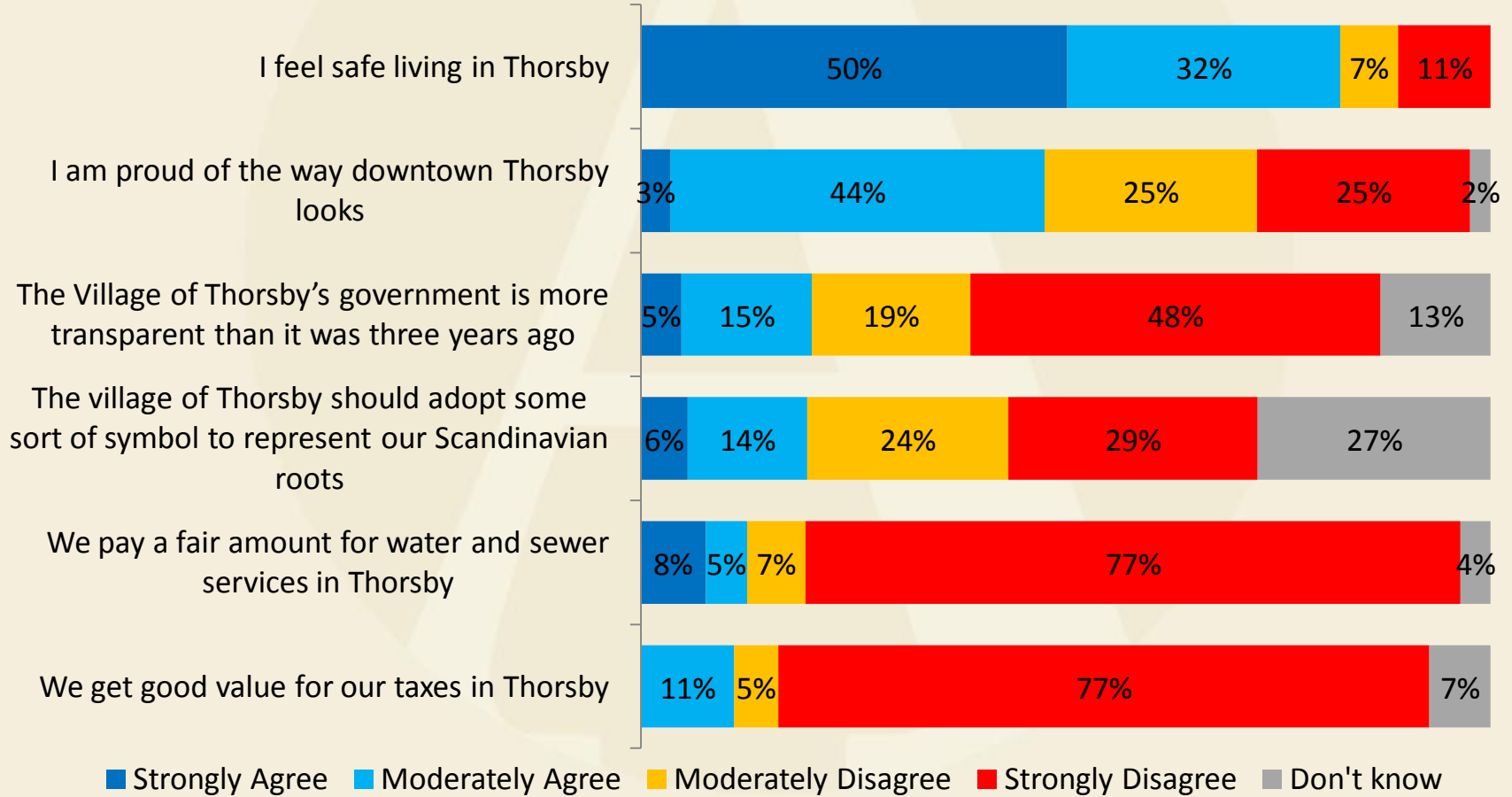


Q1. I am going to read you a list of services provided by the Village of Thorsby. For each one please tell me how satisfied you are with the quality of the services using a scale from 0 to 10, where 0 is completely unsatisfied and 10 is completely satisfied.

# Satisfaction with services provided by the Village of Thorsby

- The best rated service is the Arctic Spas Recreation centre
- Three services score below 4.0 – this means the consensus is of low satisfaction levels:
  - By-law services (3.9)
  - Road Maintenance (2.8 – this is extremely low for such an important service)
  - Economic development (2.4)
- Cultural and recreational services score higher than infrastructure services
- Despite the change in status the satisfaction with the Fire Department is not negative

# Opinions about life in Thorsby



Q2. How much to you agree or disagree with each of the following statements. State if your strongly agree, moderately agree, moderately disagree, strongly disagree or don't know.

# Opinions about life in Thorsby

- There is a widespread feeling of safety in Thorsby. This is the only opinion that has broad agreement.
- More than three quarters (77%) of people strongly disagree that they get good value for taxes or that they pay a fair amount for water and sewer services.
- About half of people are proud of the way downtown Thorsby looks, but this is mostly moderate agreement. There is a significant group (25%) who strongly disagree.
- Almost half of people strongly disagree that the village government is more transparent.
- Adopting a symbol to represent Thorsby's Scandinavian roots is supported by a fifth (20%) of respondents, with almost a third strongly disagreeing. There is a significant portion of people who are undecided and open to persuasion on this question.

# Service Priorities



Q4. Imagine if the Village of Thorsby was given some extra money and you had to decide on what services it should be spent. I am going to read you a series of pairs of services. For each pair tell which of the services you would choose for the money to go.



# Service Priorities

- Respondents were asked to choose which service should get more funding between a series of pairs of services.
- These rankings were then combined to create a score out of 100 for the relative importance of funding each priority.
- The top priorities are clearly around infrastructure and snow clearing – areas identified as having low levels of satisfaction.
- Cultural and recreation services are seen as having lower priority for additional funding, which is consistent with respondents being relatively more satisfied with these services.

# Profile of Respondents

Demographics	Unweighted Proportion of Respondents
Male	42%
Female	58%
18 to 34	19%
35 to 54	23%
55 and older	58%
Home Owners	91%
Renters	9%
People per household	2.87



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