

2010 Hampton Citizen Survey



- Conducted by Continental Research Assoc., Inc.
- Survey conducted every 2 years
- Independent telephone survey of 400 residents (no employees or businesses)
- October 4 – Nov. 4
- Randomly-selected households
- A full cross section of residents participated
- Professional interviewers using a 6-attempt method

2010 Hampton Citizen Survey



■ Purpose

Measure the opinions of Hampton residents.
(Tracking study began in 1987).

Helps identify strengths and weaknesses
of City government.

2010 Hampton Citizen Survey



■ Rating of City Services

Entertainment at Hampton Coliseum

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	83.6%	79.9%	86.5%	83.2%	81.9%	83.5%

2010 Hampton Citizen Survey

■ Rating of City Services

Public Libraries

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	96.0%	99.3%	97.7%	97.7%	97.0%	96.0%

2010 Hampton Citizen Survey

■ Rating of City Services

The City's Parks

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	88.3%	89.7%	94.3%	90.6%	86.4%	88.2%

2010 Hampton Citizen Survey



■ Rating of City Services

Community Centers

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	87.7%	88.2%	93.1%	90.0%	91.7%	90.3%

2010 Hampton Citizen Survey



■ Rating of City Services

Paramedic and Ambulance Services

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	98.0%	97.3%	98.7%	98.7%	98.0%	96.5%

2010 Hampton Citizen Survey



■ Rating of City Services

Police Services

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	91.3%	91.7%	95.0%	93.3%	94.0%	91.5%

2010 Hampton Citizen Survey

■ Rating of City Services

Fire Services

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	99.0%	99.7%	99.7%	98.7%	99.3%	99.8%

2010 Hampton Citizen Survey

■ Rating of City Services

Public Health Services

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	90.4%	91.5%	91.8%	91.4%	90.7%	87.8%

2010 Hampton Citizen Survey



■ Rating of City Services

Social Services Programs

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	84.8%	86.0%	88.9%	89.1%	87.1%	83.1%

2010 Hampton Citizen Survey



■ Rating of City Services

Public School System

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	78.3%	78.0%	78.0%	72.0%	78.1%	77.1%

2010 Hampton Citizen Survey



■ Rating of City Services

Youth Sports Activities

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	88.9%	88.1%	91.2%	90.9%	85.2%	88.4%

2010 Hampton Citizen Survey

■ Rating of City Services

Adult Recreation Activities

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	86.6%	83.8%	90.0%	88.0%	87.1%	84.0%

2010 Hampton Citizen Survey

■ Rating of City Services

Parenting Programs, Classes and Resources

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	91.9%	92.2%	94.7%	94.3%	91.8%	90.7%

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■ Rating of City Services

Cultural and Arts Programs

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	84.9%	87.9%	91.2%	89.8%	88.3%	90.7%

2010 Hampton Citizen Survey

■ Rating of City Services

Recycling Program

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	89.3%	91.3%	93.0%	92.0%	93.4%	95.5%

2010 Hampton Citizen Survey

■ Rating of City Services

Garbage Collection

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	93.6%	95.0%	96.0%	94.6%	94.4%	95.8%

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■ Rating of City Services

Application Process for Obtaining (all) City permits

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	87.2%	89.3%	89.4%	87.6%	89.9 %	90.4%

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■ Rating of City Services

311 Customer Call Center

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	92.5%	93.5%	92.5%	93.6%	93.9%	94.7%

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■ Rating of City Services

The City's Efforts to Encourage the Appreciation of Diversity

	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	84.7%	85.1%	84.2%	85.0%	85.9%

2010 Hampton Citizen Survey

■ Rating of City Services

Watched City Council meetings
on TV-47?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Yes	40.0%	40.3%	38.7%	39.3%	58.0%	78.9%

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■ Rating of City Services

How many times in the past 12 months did you watch City Council meetings on Channel 47?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2010</u>
Six to twelve times	9.3%	11.3%	11.3%	12.3%	11.3%
Thirteen to twenty-four Times	4.0%	1.7%	1.3%	2.0%	5.8%

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■ Rating of City Services

Have you watched any of the other programs or shows on The City Channel, TV-47, in the past 12 months?*

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Yes	64.1%	64.0%	62.6%	56.6%	65.2%	61.0%

*Cable subscribers only

2010 Hampton Citizen Survey



■ Rating of City Services

Overall, how would you rate the quality of The City Channel programs you have seen?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Excellent/ Good	72.8%	79.5%	82.6%	83.2%	81.2%	78.9%

2010 Hampton Citizen Survey

■ How Residents Get Information on City Government

<u>Main Source</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Newspaper	48%	48%	54%	47%	50%	37%
Network TV	11%	13%	14%	11%	12%	13%
The Internet	9%	12%	8%	17%	20%	23%
Friend/relative	7%	5%	5%	8%	2%	5%
The City Channel (Ch. 47)	8%	8%	5%	8%	8%	9%
City Publications	7%	5%	7%	2%	3%	2%

2010 Hampton Citizen Survey

■ Rating of City Services

Have you seen "The Hampton City Page"
in the *Daily Press*?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Yes	58%	58%	55.7%	56%	95.9%	96.8%

2010 Hampton Citizen Survey

■ Rating of City Services

City Page Content

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	97.1%	92%	94.1%	96.4%	95.9%	96.8%

2010 Hampton Citizen Survey

■ Rating of City Services

Satisfaction with the City's Web Site

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	n/a	n/a	92.6%	91.3%	87.8%	96.1%

2010 Hampton Citizen Survey

■ Rating of Customer Service

Called City in Last Year

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Yes	53.3%	63.3%	61.0%	54.0%	49.3%	51.5%

2010 Hampton Citizen Survey

■ Rating of Customer Service

How satisfied were you with the
ease of making that contact?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	81.3%	88.4%	91.3%	89.5%	90.6%	86.9%

2010 Hampton Citizen Survey



■ Rating of Customer Service

How satisfied were you with the overall quality of the response to your question or problem?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	83.1%	82.6%	91.3%	83.3%	87.9%	84.5%

2010 Hampton Citizen Survey

■ Rating of Customer Service

How satisfied were you with how quickly the City handled things?

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	81.3%	82.6%	84.7%	81.5%	83.9%	83%

2010 Hampton Citizen Survey



■ Rating of City Characteristics

Courtesy of City Employees

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	93.3%	93.0%	95.7%	93.7%	95.7%	93.8%

2010 Hampton Citizen Survey



■ Rating of City Characteristics

Information Available on City Services

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	91.7%	90.7%	92.7%	90.7%	93.7%	91.2%

2010 Hampton Citizen Survey



■ Rating of City Characteristics

Overall Work Performance of City Employees

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	90.3%	92.0%	95.0%	92.7%	93.0%	93.3%

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■ Rating of City Characteristics

Ease of Traffic Flow on Neighborhood Streets

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	90.0%	85.7%	86.3%	88.0%	90.1%	88.8%

2010 Hampton Citizen Survey

■ Rating of City Characteristics

The Overall Appearance of Hampton

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	83.0%	84.0%	86.0%	82.7%	82.8%	87.5%

2010 Hampton Citizen Survey



■ Rating of City Characteristics

Beautification & Landscaping of City Roadways

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	79.0%	73.0%	82.7%	77.7%	80.8%	80.3%

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■ Rating of City Characteristics

Condition of Neighborhood Streets

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	74.7%	74.0%	76.0%	67.3%	75.2%	65.3%

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■ Rating of City Characteristics

The Ease of Traffic Flow on Main Roads

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	52.0%	45.3%	53.0%	63.0%	72.2%	73.5%

2010 Hampton Citizen Survey



■ Rating of City Characteristics

Condition of the Main Roads in the City

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Satisfied	63.3%	52.0%	62.7%	62.0%	69.9%	65.0%

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■ Rating of Citizen Views

“Generally speaking, my neighborhood receives the City services it needs”

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Agree	86.0%	86.3%	87.1%	84.7%	89.7%	88.8%

2010 Hampton Citizen Survey



■ Rating of Citizen Views

“I know how to inform the City about the way I feel on important issues”

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Agree	73.3%	80.0%	81.3%	80.7%	77.5%	79.8%

2010 Hampton Citizen Survey

■ Rating of Citizen Views

“Before the City makes important decisions, it considers the opinion of citizens who want to be heard”

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Agree	62.7%	63.0%	64.7%	64.3%	63.6%	63.8%

2010 Hampton Citizen Survey



■ In Conclusion:

This is feedback from the “average” Hampton family... the people who do not call every day.

Clearly, residents think Hampton offers Residents a good quality of life.

They told the City what to focus on!

This survey is just one way Hampton conveys that residents' opinions DO matter!