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Northumberland County Community and Social Services Poll Topline Report

January 7th, 2015

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1. Methodology

Methodology

- The Community and Social Services Poll was conducted via Interactive Voice Response methodology from September 26th to 28th, 2014.
- In total 1,060 surveys were completed among Northumberland County residents aged 18 or older.
- Residence within the county was verified at a sample level, and through the addition of a question regarding respondent's place of residence.
- All data has been weighted based on Northumberland County demographics according to the most recent available Statistics Canada data. Weighted sample counts are shown in the report.
- This report focuses on the high level, aggregate findings for each question asked of respondents.



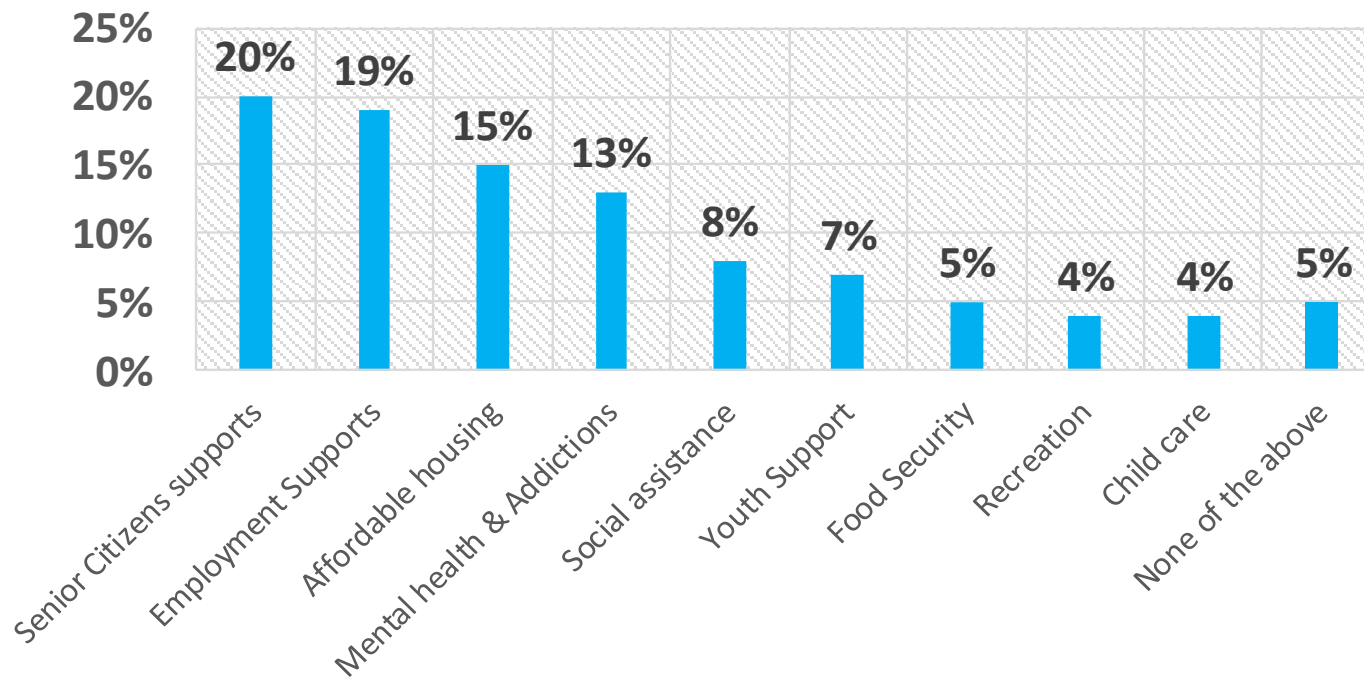


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2. Greatest Perceived Social Service & Support Need

Greatest Perceived Social Service & Support Need

The greatest perceived need for the community in Northumberland County was Senior Citizens Supports (20%), followed very closely by Employment Supports (19%). Affordable Housing and Mental Health & Addictions Supports were also cited by many as the greatest need for the community (15%, 13% respectively).



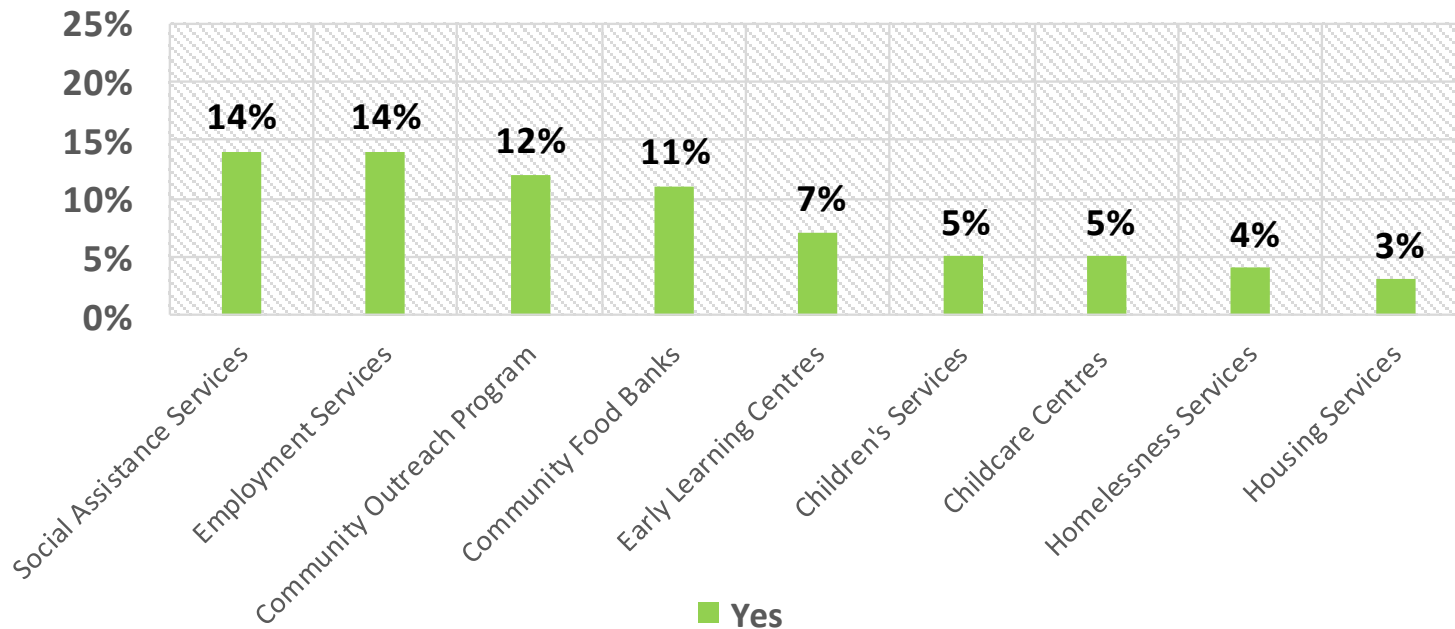


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3. Service Usage Overview

Service Usage Overview

Respondents were asked if they, or someone in their family, had accessed various Community & Social Services provided by Northumberland County. The most accessed services included Social Assistance and Employment Services (14% each), followed by the Community Outreach Program (12%), and Community Food Banks (11%).





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4. Service Usage Frequency

Service Usage Frequency

Those who indicated they, or someone in their family, had accessed services in the past 2 years were asked about frequency of usage. As you can see below, most made use of the services on occasion / when needed, or monthly. Housing Services were the only type of service used with frequency on a daily basis.

	Daily	Weekly	Monthly	On Occasion / When Needed	Don't Know / Unsure
Social Assistance Services (n=146)	3%	6%	30%	26%	35%
Employment Services (n=143)	6%	10%	7%	72%	6%
Children's Services (n=57)	7%	17%	9%	28%	40%
Homelessness Services (n=39)	4%	3%	4%	38%	52%
Housing Services (N=35)	18%	4%	27%	18%	33%
Food Bank (N=122)	3%	16%	36%	38%	7%
Community Outreach Program (n=131)	5%	6%	8%	25%	57%



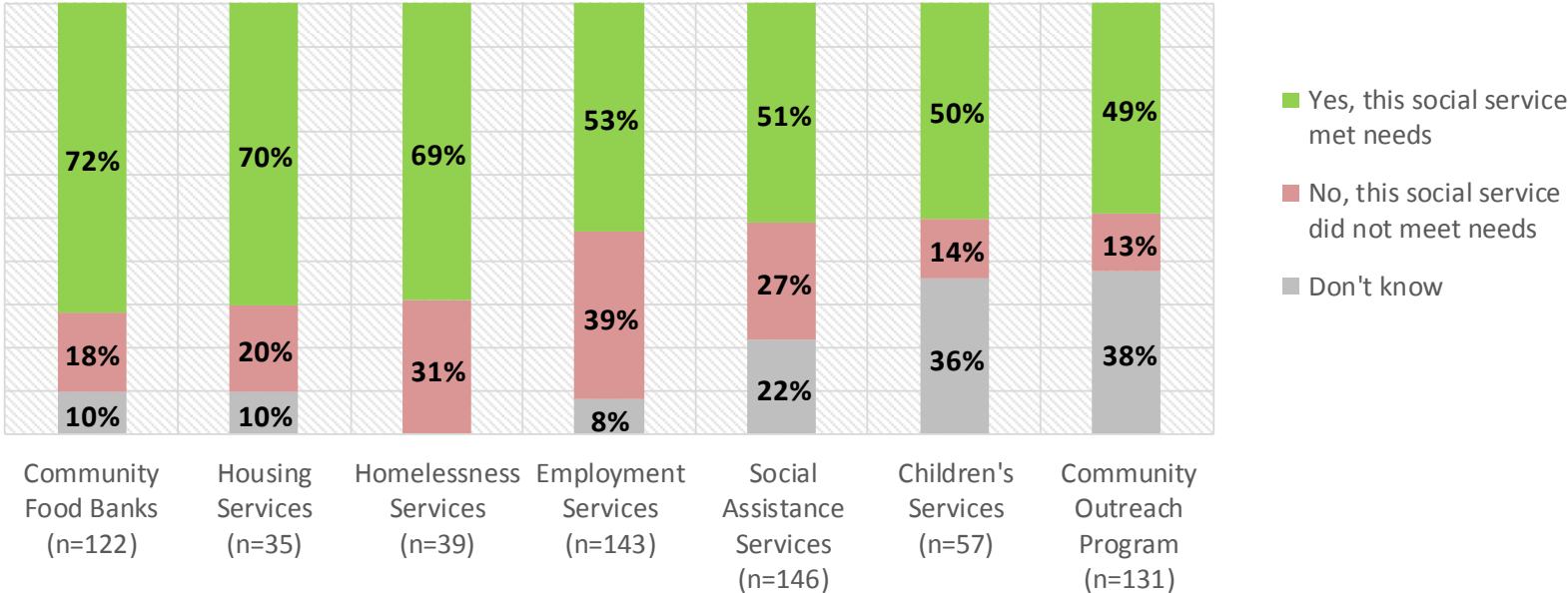


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5. Meeting Needs and Expectations

Meeting Needs and Expectations

Respondents who indicated they, or someone in their family, had accessed a service in the past 2 years were also asked whether the service met their needs and expectations, or those of their family member. Those who have used Community Food Banks, Housing Services, and Homelessness Services were the most likely to indicate the service met needs and expectations (72%, 70%, and 69% respectively).



Did this service meet the needs and expectations of you or your family member?

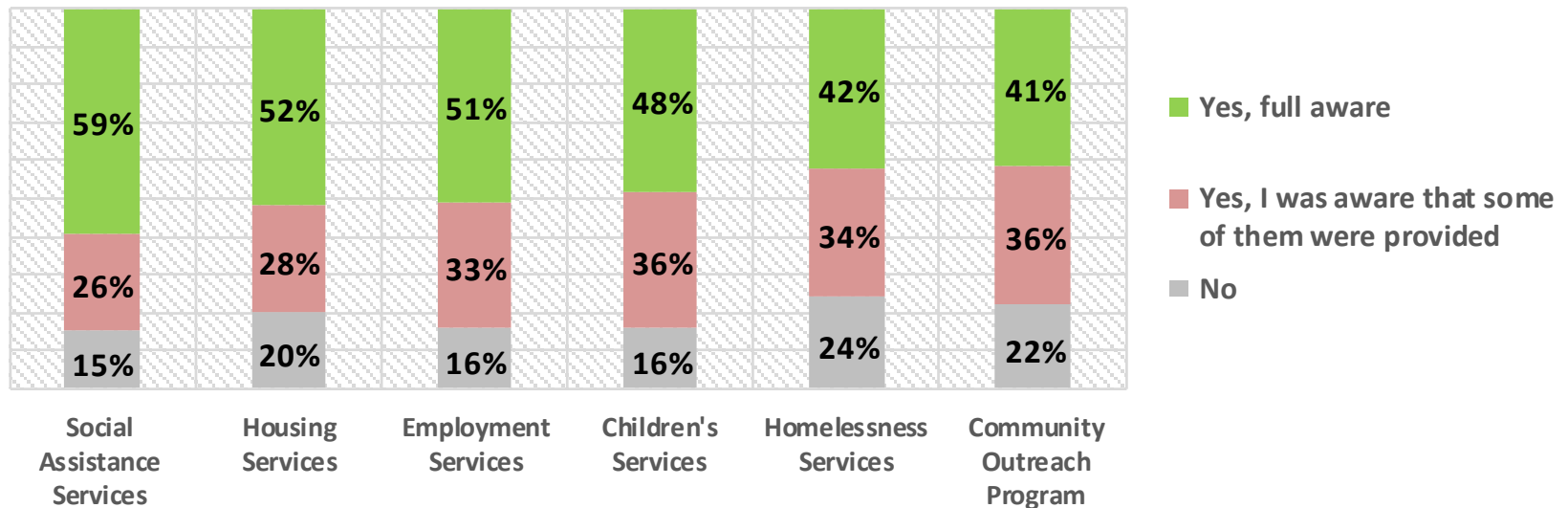


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6. Service Awareness

Service Provision Awareness

At the close of each section, respondents were asked if they were aware that the services discussed were provided by Northumberland County prior to the call. Overall, awareness was highest for Social Assistance Services (59% fully aware, 26% partially), followed by Housing Services (59%, 28%), Employment Services (51%, 33%), and Children's Services (48%, 36%).

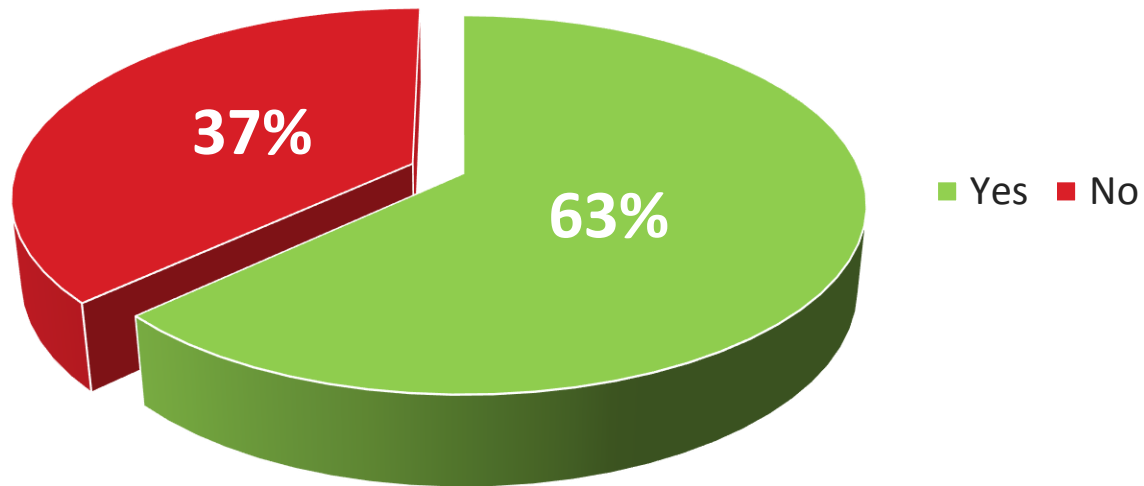


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Were you aware that [insert services] are provided by Northumberland County prior to this call?
N=1,060

Food 4 All Warehouse Awareness

Awareness of the Food 4 All Warehouse was relatively high with over 6-in-10 indicating they were aware of it prior to the poll (63%).



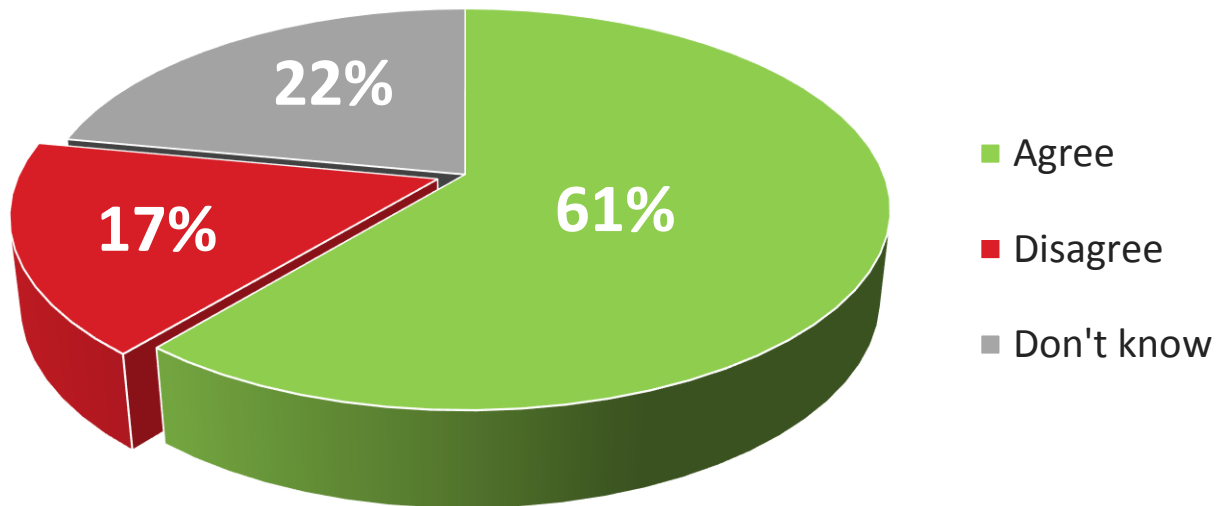


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7. Transition House Impressions

Transition House Perceptions

Respondents were provided with a description of Transition House and asked whether they feel Transition House provides safety, comfort, and privacy to residents. Overall, 6-in-10 agreed (61%), and roughly 1-in-5 disagreed or stated they didn't know enough to answer (17%, 22% respectively).





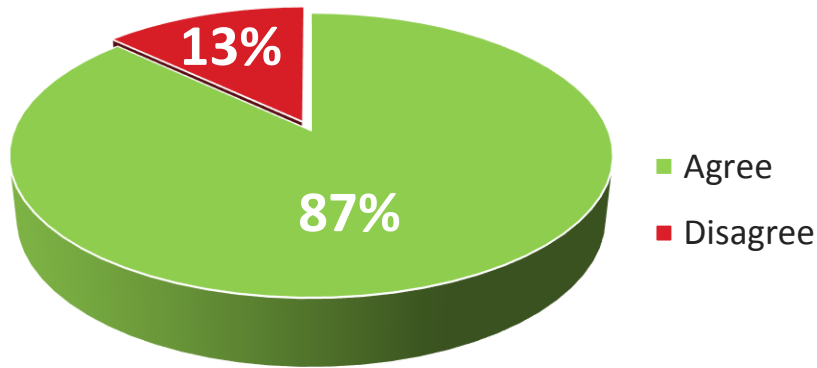
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8. Food 4 All Need & Funding

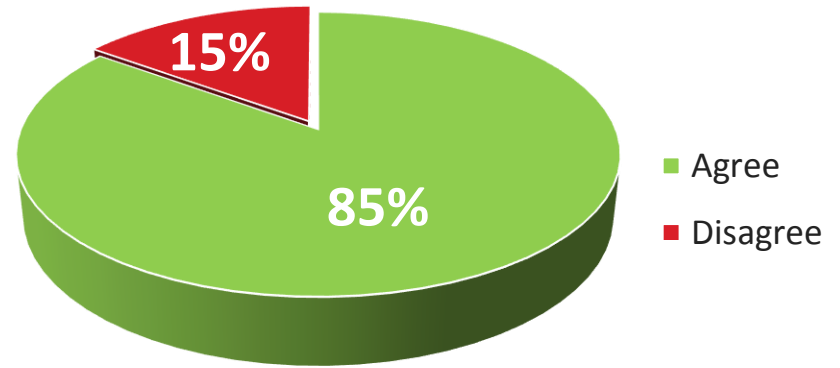
Food 4 All Need & Funding

When respondents were asked if they agreed that there is a need in Northumberland County for a project like the Food 4 All Warehouse, it was found that an overwhelming majority agreed there is (87%). The strong majority of Northumberland County residents agree that funding should continue for the Food 4 All Warehouse project (85%).

Food 4 All Need



Food 4 All Funding



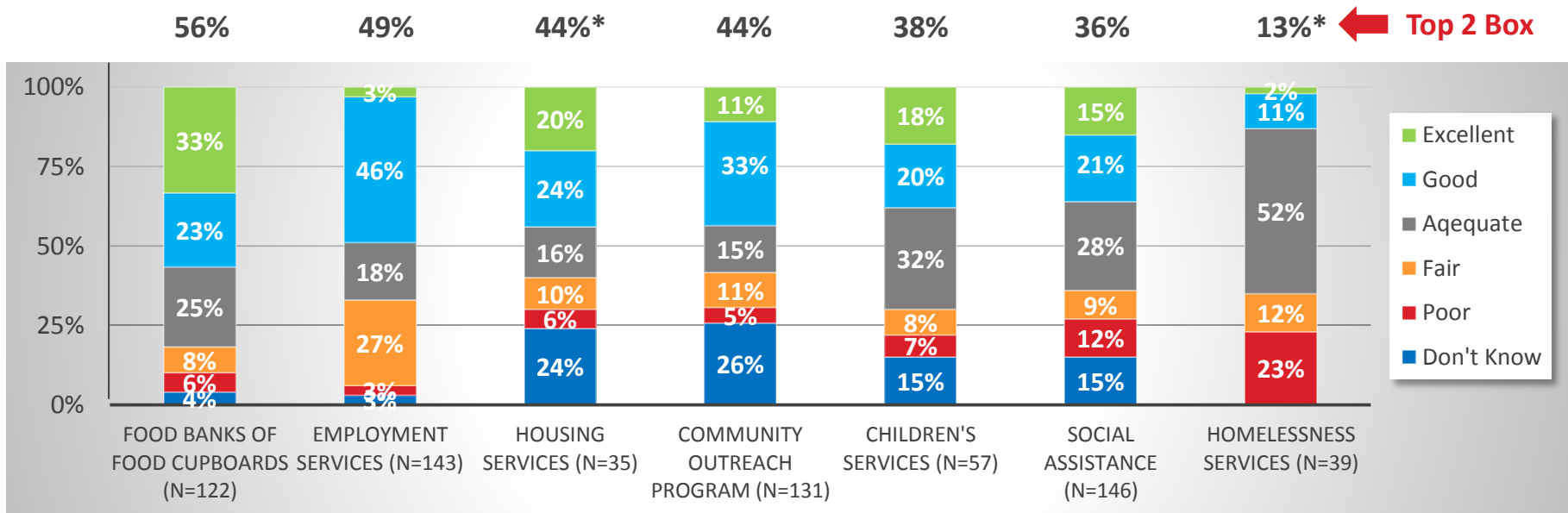


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9. Community & Social Services Level of Quality Opinion & Past 2 Year Impressions

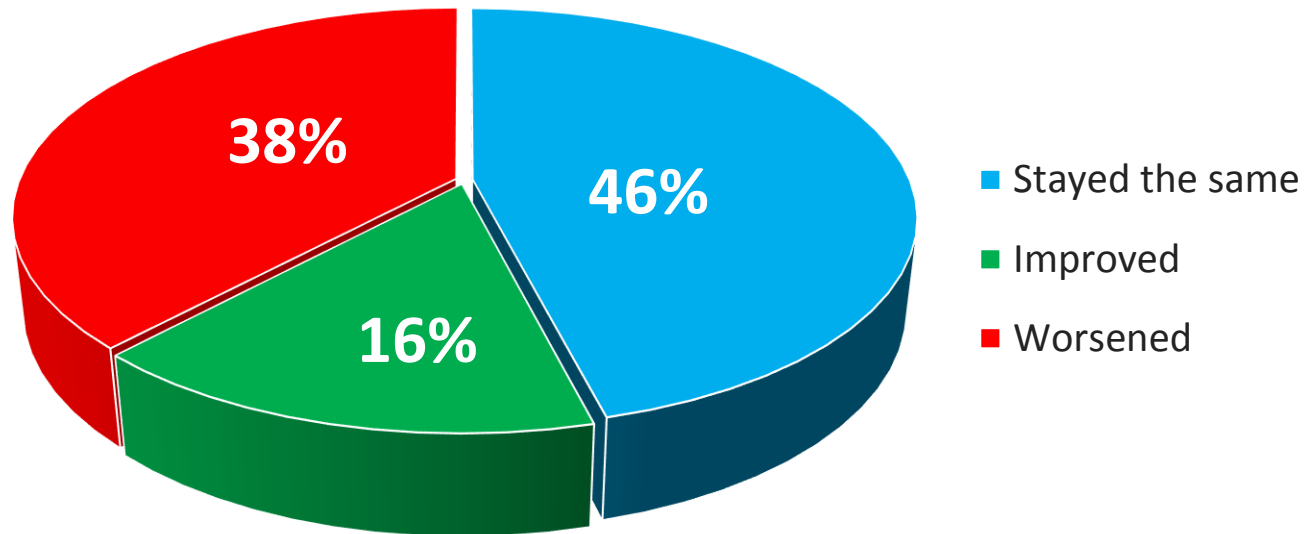
Community & Social Services Level of Quality Opinion

Those who indicated they, or someone in their family, had used or accessed various Community & Social Services were asked to rate the level of quality provided based on their experiences or those of their family. Food Banks & Food Cupboards received the highest overall rating (56% top 2 box), followed by Employment Services (49%), Housing Services, and the Community Outreach Program (44% each). Homelessness Services received the lowest rating at 13% but this should be interpreted with caution due to the small sample size, as should the Housing Services rating. It should be noted that there was a high level of 'don't know' responses for Housing Services, Community Outreach Program, Children's Services, and Social Assistance.



Community & Social Services Past 2 Years Impressions

Respondents were asked if they felt the quality of Community & Social Services has improved, stayed the same, or worsened over the past 2 years. Overall, most respondents who had an opinion on the matter thought it had stayed the same (46%). 16% thought it had improved, and just under 4-in-10 (38%) thought it had worsened.





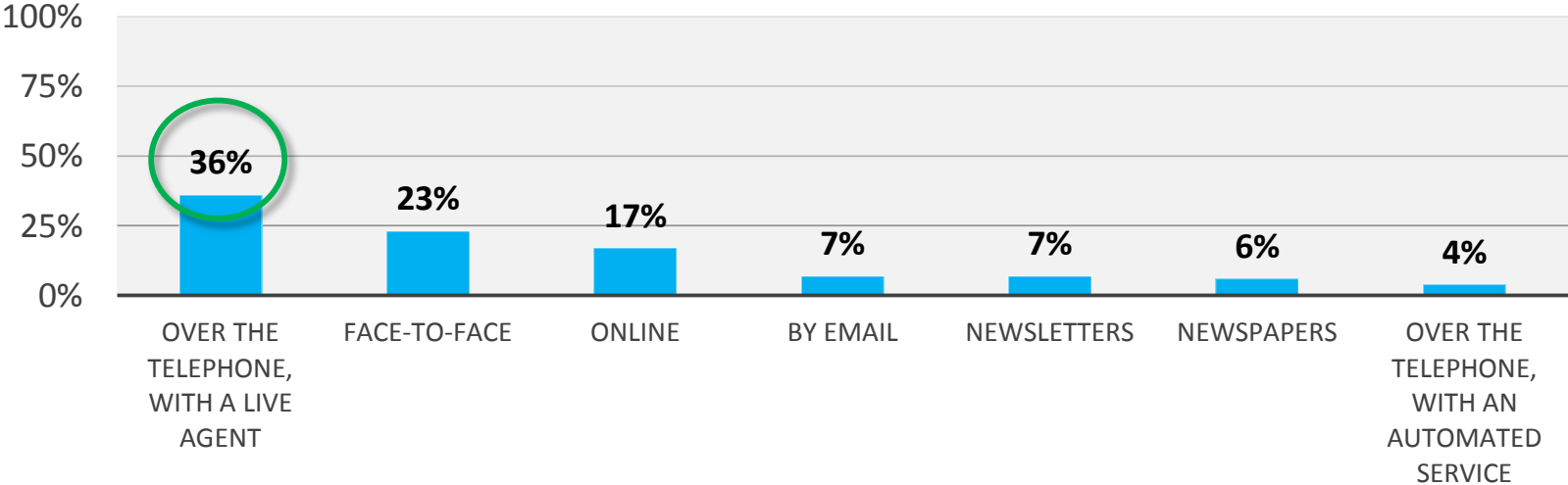
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10. Communication



Preferred Means of Communication

Respondents were also asked which communication method they prefer when communicating with Northumberland County regarding Community & Social Services, either to register for services, check on the status of your application or inquiry, or to seek general information. The leading preferred method of communication was over the telephone with a live agent (36%), followed by face-to-face (23%), online (17%). Email (7%), newsletters (7%), newspapers (6%), and over the phone with an automated service (4%) followed.



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When communicating with Northumberland County regarding Community & Social Services, either to register for services, check on the status of your application or inquiry, or to seek general information, which method do you prefer?
N=1,060