

Henderson Happenings Survey 2018

Overview of Methodology

The City of Henderson conducted a citizen survey during the spring and summer of 2018 to determine customer satisfaction with this publication. Staff sought to elicit information that could be used to design and format a more customer-friendly and cost-effective publication.

The survey was included in every issue of the spring-summer 2018 edition of *Henderson Happenings* and was promoted on and accessible at cityofhenderson.com. A total of 318 surveys were completed and submitted.

Most survey questions were specific to the publication (layout, non-programming content, information flow, graphic design elements, etc.). Other questions sought to elicit registration and demographic information.

Although not statistically valid, responses to the quantifiable and open-ended queries are used to help shape revisions that ease navigation through *Henderson Happenings*.

Periodically, Parks and Recreation Department staff have weighed in on how information is presented in the publication, in that some programming is listed by location (recreation center, senior center) and other programs are listed by the type of activity (aquatics, sports, youth enrichment, etc.).

These concerns serve as an impetus to staff to solicit the opinions of customers – people who use the publication to learn about the recreational opportunities provided by the city – as well as residents who are interested in other city services and programs. Survey data is reviewed before initiating any significant revisions to the publication, revisions that could positively or negatively affect a major revenue source for the city.

Major Findings

- The brochure cover, inside front pages and graphics throughout received positive scores (from 84 to 94 percent).
- Respondents were very or somewhat satisfied with the information provided in non-recreation sections: News From the City, 80 percent; Fire and Police, 78 percent; Animal Care and Control, 77 percent; City Hall, 76 percent.
- When asked if the park and facility map and amenities listing is easy to read, 85 percent agreed with that statement.
- A significant majority (87.5 percent) felt that most program descriptions provide the right amount of useful information.
- 86 percent of respondents agreed that a program's enrollment information – age, date, time, fee, class number – is presented in a manner that is *easy to read and understand*.
- More than two-thirds of survey respondents preferred to keep the publication at its current size (10 ½ inches by 12½ inches), rather than reducing it (9 percent).

- More than one half of the respondents hold onto their copy of *Henderson Happenings* until the next issue comes out.
- More than 70 percent of the survey participants still prefer to receive their copy of *Henderson Happenings*. However, online registration is the most popular method of registering for programs at 84 percent.

Recommendations

Whether they have resided in the City of Henderson for 6 months or 16 years, those who participated in the *Henderson Happenings* survey are users of the publication. The data indicate an overall level of satisfaction with the publication. Some of their comments include:

- On the whole, a very good publication.
- I enjoy reading *Henderson Happenings* very much. Thank you!
- I think it's perfect.
- As is. Great!
- Everything is just fine. Good job!

Staff found no conclusive data indicating there is one preferred way to organize the information contained in *Henderson Happenings*. Comments from a statistically low number of respondents reflect a variety of suggestions, such as organizing activities by age, by program category, by date or by location (including recreation events and workshops).

We will continue to mail copies of *Henderson Happenings* to all Henderson residents and businesses.

The size of the publication will remain as it is.

While long-term solutions to some concerns need to be vetted by department and city staff prior to implementation, some suggestions from survey participants may be adopted in the short-term. Certainly, comments regarding cover design, map and matrix presentation, graphic elements and the use of color will be taken into consideration when producing future issues of *Henderson Happenings*.