

# **Media releases, e-Newsletters and preferred sources of City information**

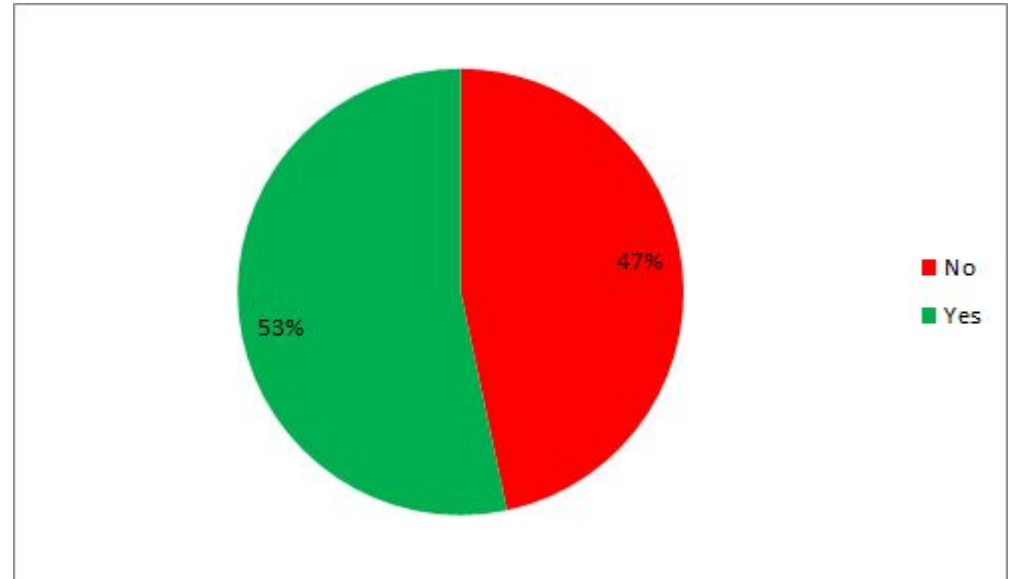
January and February 2016 Mixed-topic Surveys and  
September 2015 Survey on Engagement  
**Edmonton Insight Community**

# Survey - January

- All results in this document are from surveys to the Edmonton Insight Community, which is an online community of approximately 4,000 Edmonton residents who have agreed to receive regular surveys about City of Edmonton topics
- January 2016
- Several questions included in mixed-topic survey
- 1,695 responses from Edmonton Insight Community

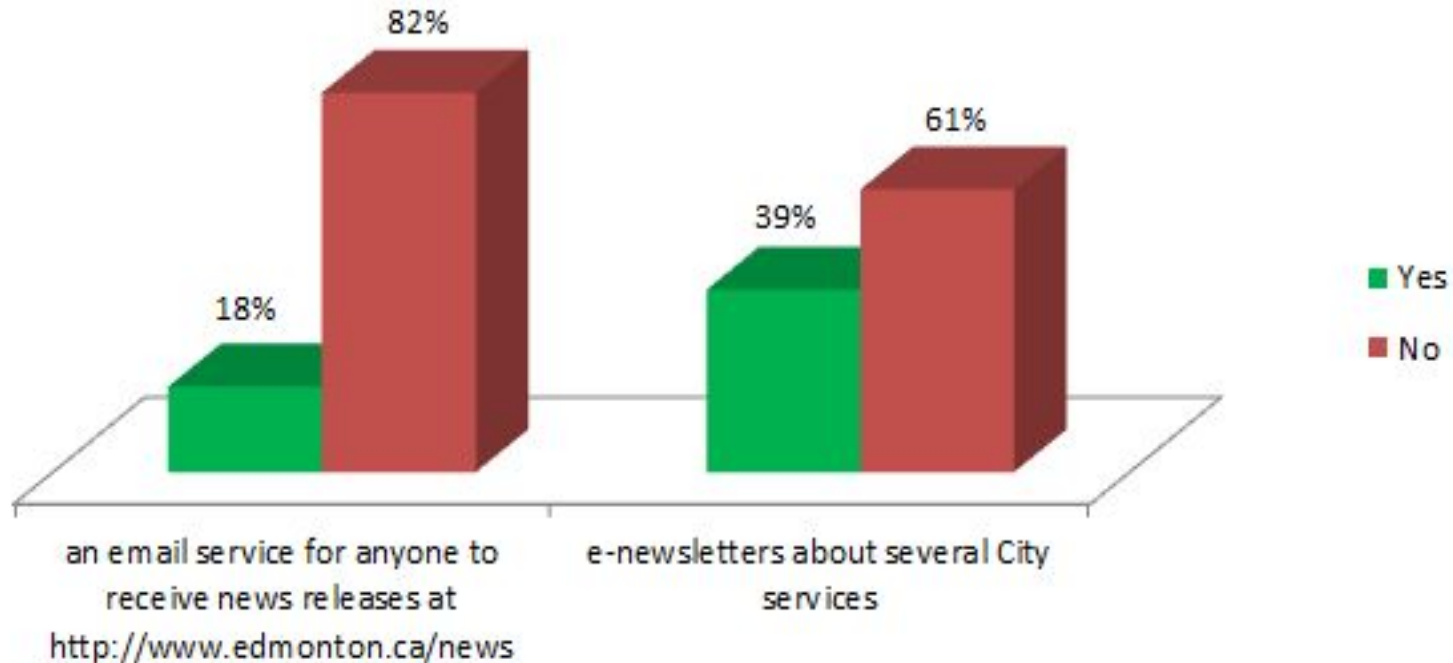
# Receive media releases

Would you like to receive news releases from the City emailed to you at the same time they are sent to media?

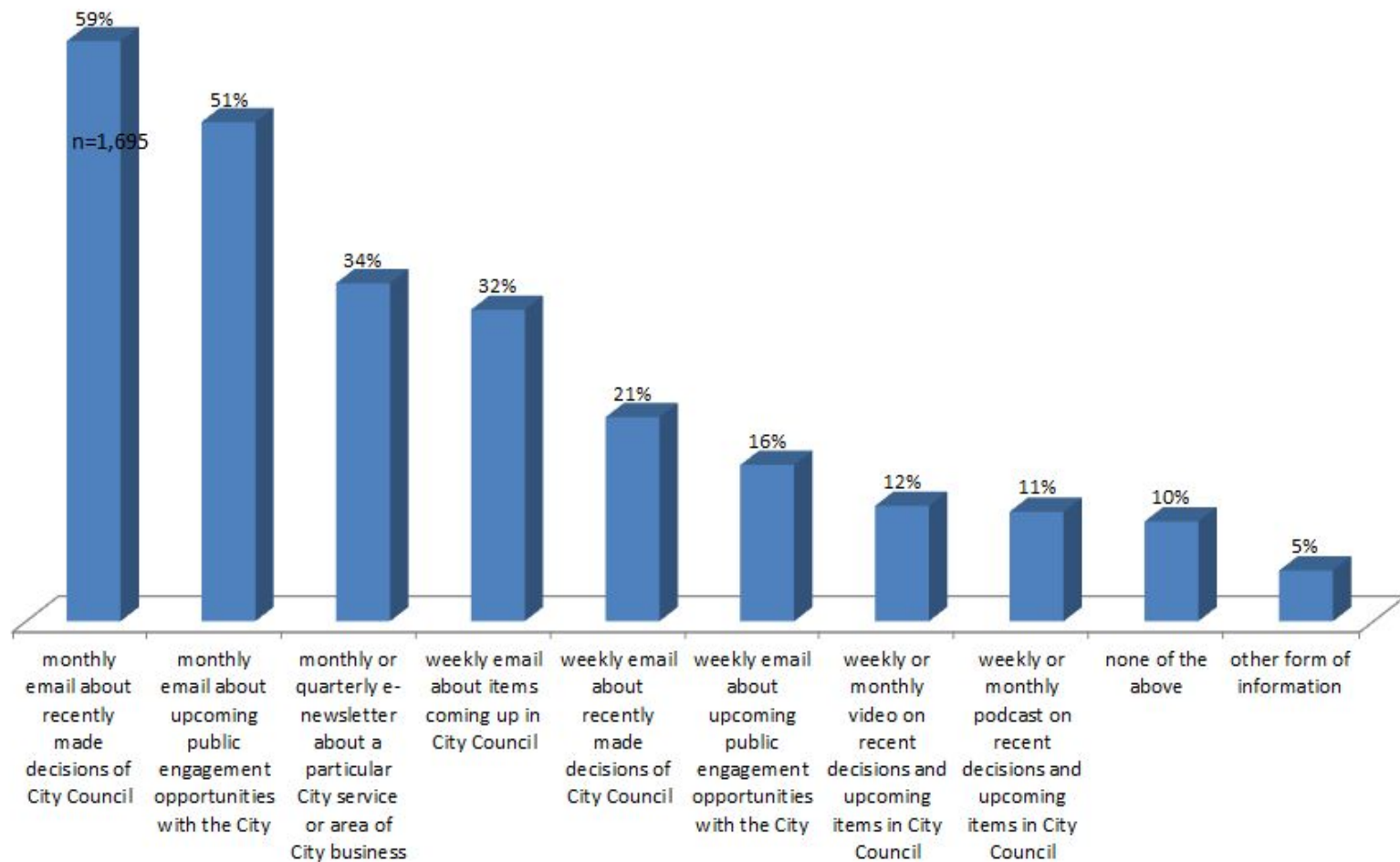


# Awareness of current services

## Were you aware the City offers..



## Which of the following would you use if the City created the service:



# e-newsletter topic?

You said you would like a monthly or quarterly e-newsletter about a particular City service or area of City business. Please indicate which services or business area:

463 suggestions were submitted!

*(We are reviewing to determine if there are common suggestions that are possible to create based on staff resources)*

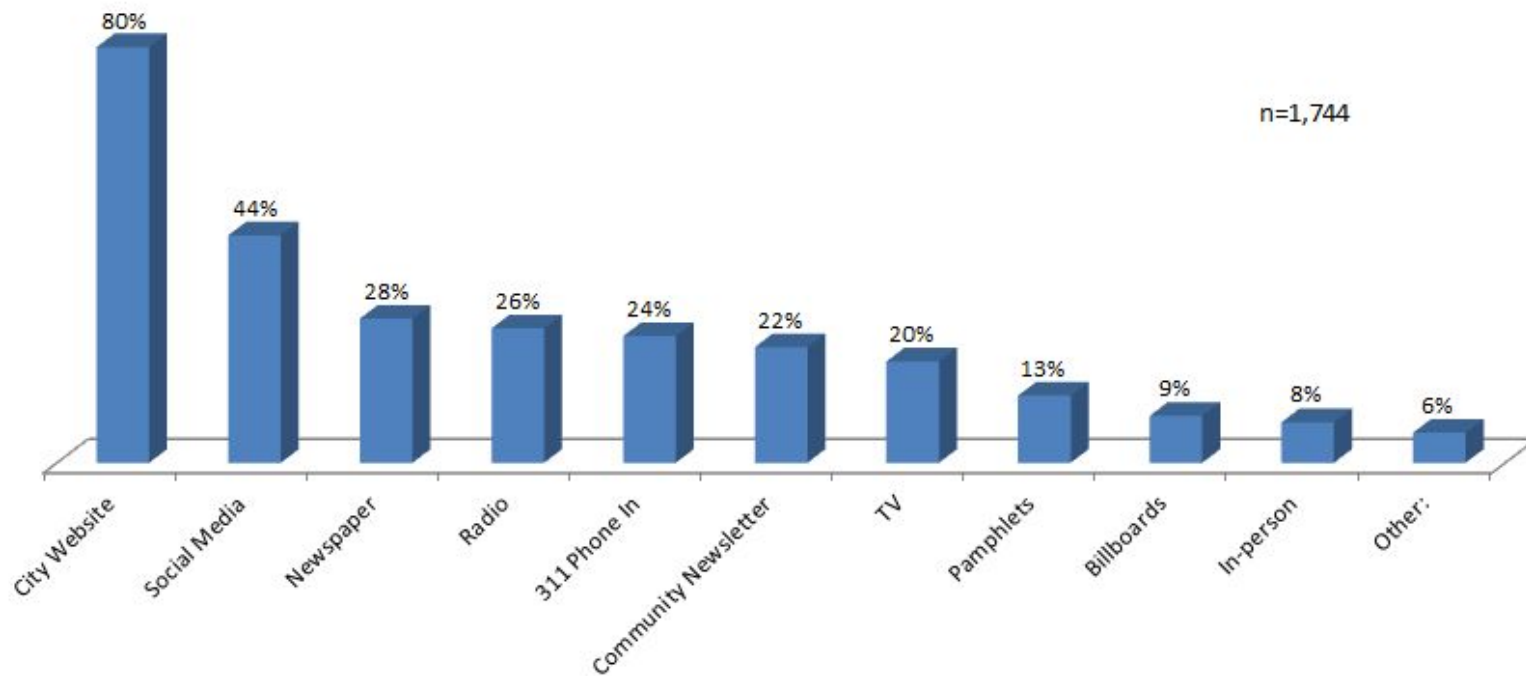
# Survey - February

- February 2016
- One question included in mixed-topic survey
- 1,744 responses from Edmonton Insight Community



# Sources of information on City business

Currently, how does your household typically obtain information regarding City Services?





# Public Engagement Survey - September 2015

- For this survey, all Community members were asked if they would be willing to receive an online survey about public engagement. 1,226 members agreed and were sent the survey. 777 completed the survey for a response rate of 63.4%
- The survey, which was a mixture of multiple choice and open ended questions, was available for completion online from September 17 to 23, 2015.
- Following are results for questions relating to media sources of information in general and about public engagement activity.
- Results for other public engagement questions are in a separate report

## How often do you use the following to find out information about the City of Edmonton?

	Daily	Weekly	Monthly	A few times a year	Never	Don't know
News stories on radio	<b>43%</b>	24%	9%	12%	1%	0%
City of Edmonton web site	6%	27%	<b>38%</b>	26%	3%	0%
News stories in daily newspapers	<b>49%</b>	22%	10%	10%	9%	0%
City advertisements or brochures	2%	14%	27%	<b>43%</b>	12%	2%
News stories in community newspapers	15%	18%	<b>26%</b>	<b>26%</b>	15%	1%
News stories on t.v.	<b>37%</b>	23%	12%	13%	16%	0%
City social media like the City's Twitter feeds or Facebook pages	<b>21%</b>	18%	11%	14%	<b>37%</b>	1%
Other web sites	12%	17%	19%	<b>28%</b>	19%	6%
311 call centre	1%	3%	14%	<b>57%</b>	<b>25%</b>	1%
City newsletters or e-newsletters	2%	12%	22%	<b>25%</b>	<b>35%</b>	4%

## How often do you use the following to find out information about the City of Edmonton?

	Daily	Weekly	Monthly	A few times a year	Never	Don't know
Calling or emailing a City department directly	1%	3%	7%	<b>49%</b>	38%	2%
In-person at a City facility	1%	4%	7%	<b>43%</b>	42%	3%
Public meetings, open houses, or workshops	0%	2%	4%	<b>49%</b>	43%	2%
The Mayor's Twitter feed or Facebook page	13%	13%	9%	10%	<b>53%</b>	1%
Calling or emailing the Mayor or a Councillor directly	1%	1%	3%	<b>33%</b>	<b>60%</b>	2%
A Councillor's Twitter feed or Facebook page	7%	8%	8%	11%	<b>63%</b>	2%
Direct e-mail subscription to City news releases	3%	7%	9%	7%	<b>70%</b>	4%
A Councillor's web page	1%	1%	5%	<b>18%</b>	<b>73%</b>	2%
Mayor or Councillor newsletter	1%	2%	5%	15%	<b>73%</b>	4%
The Mayor's web page	1%	3%	6%	14%	<b>73%</b>	3%

# Media preferences – television stations

*What organizations do you rely on most for your City of Edmonton news?*

Global Edmonton	32%
CBC Edmonton	25%
None	19%
CTV Edmonton	17%
Other	5%
CityTV Edmonton	1%

In addition, 21 respondents did not identify any other television stations. Instead, they answered this question by indicating the following preferences:

- Online (12)
- Radio (9)
- Print newspaper (1)

10 respondents indicated that they use several/various of these stations.

# Media preferences – radio stations

*What organizations do you rely on most for your City of Edmonton news?*

CBC Edmonton	45%
None	21%
Other	20%
630 CHED	14%
CFCW	0%

In addition, 129 respondents identified the following other preferences:

- 102.9 SONIC (23)
- 102.3 NOW! (19)
- iNews 880 (15)
- 91.7 The Bounce (7)
- 97.3 K-97 (7)
- 100.3 The Bear (7)
- 103.9 CISN Country (7)
- 92.5 025 Fresh Radio (6)
- 95.7 Crux FM (6)
- 99.3 up! (6)
- CBC (5)
- CKUA (5)
- 107.1 HOT 107 (4)
- 96.3 Capital FM (3)
- 104.9 Virgin Radio (2)
- 105.9 Shine FM (2)
- TSN Radio 1260 (2)
- CHFA (1)
- Satellite (1)

# Media preferences – newspapers

*What organizations do you rely on most for your City of Edmonton news?*

Edmonton Journal	58%
Metro - Edmonton	19%
None	12%
Edmonton Sun	5%
Edmonton Examiner	4%
Other	3%

In addition, 4 respondents identified the following other preferences:

- Community league newsletter (1)
- Rat Creek Press (1)
- Globe and mail and National Post (1)
- Vue Weekly

13 respondents answered this question by indicating that they do not read print newspapers. 7 of these also specified their online preference:

- Facebook (2) •Google search (2) •CBC (1)
- Edmonton Journal (1) •Global (1)



# Media preferences – online sources

## *What organizations do you rely on most for your City of Edmonton news?*

In addition 35 respondents identified the following other preferences:

- Facebook (12)
- Twitter (9)
- Google (8)
- Connect2Edmonton (3)
- 1880 (1)
- National Post (1)
- MSN (1)
- Shaw.ca (1)
- Spacing Edmonton (1)

8 respondents identified that they use several/various online options.

Edmonton Journal	28%
CBC Edmonton	20%
Edmonton.ca	13%
None	13%
Other	8%
Global Edmonton	6%
CTV Edmonton	4%
Mastermaq.com	3%
630 CHED	2%
Metro – Edmonton	2%
Edmonton Sun	2%

# Engaging with the City

*Would you like to engage more with the City on issues that are important to you?*

Yes	68%
Don't know	21%
No	11%

# Access to info

*How satisfied are you that the City provides access to all the information necessary for effective and meaningful public engagement?*

Very satisfied	16%
Somewhat satisfied	56%
Somewhat dissatisfied	18%
Very dissatisfied	6%
Don't know	5%

Overall satisfaction rate

(very satisfied and somewhat satisfied)

= 72%

Overall dissatisfaction rate

(somewhat dissatisfied and very dissatisfied)

= 24%

# Awareness of where to find info

*To what extent do you agree or disagree with the following statement:  
I know where to find information about City programs and services?*

Strongly agree	36%
Somewhat agree	52%
Somewhat disagree	10%
Strongly disagree	2%
Don't know	1%

**Overall agreement rate**  
(strongly agree and somewhat agree)

**= 88%**

**Overall disagreement rate**  
(somewhat disagree and strongly disagree)

**= 12%**

# Satisfaction with engagement info

*To what extent do you agree or disagree with the following statement:  
I am satisfied with the level of information available to me about City programs and services?*

Strongly agree	23%
Somewhat agree	55%
Somewhat disagree	16%
Strongly disagree	3%
Don't know	2%

Overall agreement rate  
(strongly agree and somewhat agree)  
= 78%

Overall disagreement rate  
(somewhat disagree and strongly disagree)  
= 19%

# *Are there any additional sources of information not mentioned that you would prefer to use to receive information about City of Edmonton programs and services?*

No	60%
Don't know	32%
Yes	9%

60 respondents identified additional sources of information. Common themes were:

- Direct email, email lists or e-newsletters (15)
- Community league or community newsletters (12)
- Better web site (5)
- Social media (5)
- App (4)
- Better 311 App (2)
- Online forums (2)
- Printed ads (2)
- Talking directly to staff (2)
- Through the schools (2)

20 other respondents each identified other specific information sources



*In the past 12 months, have you used any of the following services that are available on the City's web site?*

	Yes
Information about programs, services, or policies	88%
Access to City Council documents like reports and minutes	47%
Schedules and agendas for City Council or Council Committee meetings	33%
Information on the Edmonton Tribunals web site (Assessment Review Board Subdivision and Development Appeal Board, Community Standards and Licence Appeal Committee)	10%
Filing an appeal of a development permit	5%
Filing an appeal of a property assessment	3%
All of the above	1%
None of the above	7%

# Satisfaction with information and services used on the City web site

*How satisfied are you with the services you used?*

Overall satisfaction rate  
(very satisfied and somewhat satisfied)  
= 84%

Overall dissatisfaction rate  
(somewhat dissatisfied and very dissatisfied)  
= 10%

Very satisfied	25%
Somewhat satisfied	59%
Somewhat dissatisfied	9%
Very dissatisfied	1%
Don't know	5%

# What's next?

- Corporate Communications will increase information about several existing desired or requested sources, such as e-newsletters and e-mail subscription to citizens on media releases.
- Corporate Communications will review suggestions for new sources of information such as monthly e-newsletter and web info on Council decisions and upcoming engagement, and identify how to implement.
- Corporate Communications will work with all City business units to ensure information on services and opportunities is placed in most preferred media sources, and decrease use of less desired sources.