

# Communications Survey results

## 2024

From January 17 through to February 9, the Economic Development and Communications Department shared a survey asking the public to provide feedback on how they receive information from the District and how easily they feel they can interact with our organization.

The following are the results of this survey.

### **How we promoted this survey**

This survey was hosted on the District of Kitimat's Get Involved Kitimat page.

We shared a link to the survey on the District of Kitimat's Latest News section at [www.kitimat.ca](http://www.kitimat.ca), we paid for advertising in the Northern Connector and the Northern Lights publications, shared on our Facebook and our Instagram social media pages, in the District's external newsletter. Posters for this survey were placed in District of Kitimat facilities, the library, Kitimat 50+ Seniors Centre, and City Centre Mall.

The survey itself could also be filled out on paper with copies of the survey left in the public lobbies of District of Kitimat facilities, and at the Kitimat Public Library and the Kitimat 50+ Seniors Centre.

It was also shared to District of Kitimat employees through the February internal newsletter.

### **Who filled out the survey**

The survey was filled out by 81 total respondents.

Thirty-five per cent (28) identified as 65 or older. Twenty-five per cent (20) identified as 50 to 64. Twenty-three per cent (19) identified as 36 to 49, and fifteen per cent (12) identified as 20 to 35. There were two respondents identified as 19 and under.

Six printed copies of the communications surveys were received.

### **Which of the District's direct methods of communications do you rely on?**

This question asks which communication channel that we directly manage do people use the most.

80 per cent of respondents selected "Facebook", followed by our website (Kitimat.ca) at 65 per cent. The Kitimat Leisure Guide ranked third at nearly 50 per cent. In descending order from there was: Voyent Alert, printed newsletter, Contacting District offices directly, RecycleCoach, watching Council meetings, Get Involved Kitimat, materials posted in our facilities, Instagram, LinkedIn, and X (Formerly Twitter).

### **In your day-to-day life, how do you typically receive information of any kind?**

This question sought to know if the District's communications channels lined up with how they otherwise receive information in their lives.

Social media was the top selection at 77 per cent, followed by Friends and Family at 66 per cent. Third was "online news" at 48 per cent of responses.

In descending order from there the selections were: Search engines, directly on an organization’s website, newspaper (print), traditional television, bulletin boards/shop windows, radio, YouTube, Podcasts, Magazines.

In a follow-up to this question we also asked which social media platform in particular residents used. Facebook ranked the top at 86 per cent, followed by Instagram at 20 per cent.

### **The public’s one primary place they rely on for information**

To further focus on a primary source of information, we asked this as an open-ended question.

We have highlighted the following, ranked in order of mention:

- Facebook (including references to specific Facebook pages): 23 mentions
- Email: four mentions
- Online news: three mentions
- Internet: three mentions
- TV news: two mentions
- “dok”: Two mentions
- Google: two mentions
- Radio: two mentions

### **Thinking of the overall content of our communications, please select up to two of the following (options)**

This question is to determine if our communications are easy to understand and that they include the right level of detail.

62 per cent said they believed communications were easy to understand, and 55 per cent said they provide enough information.

Only 11 per cent said they are difficult to understand, with 26 per cent saying there is not enough information in communications.

### **Which of the following topics most interest you?**

This question asked which from a list of topics is the most interesting or relevant to the public. The results are summarized in the table below:

Active municipal projects	77%	General municipal services	40%
Public notices	72%	District job opportunities	24%
Community safety	54%	Business resources	21 %

Recreation Services	53%	Community events	75%
Council meetings and minutes	42%	Kitimat bylaws	44%

**In what way do you usually reach out to the District of Kitimat?**

The majority of respondents, 58 per cent, preferred to phone District offices directly.

39 per cent usually chose to e-mail the District, and 33 per cent said they visit our offices in person.

At 14 per cent and 13 per cent respectively, the contact form at [www.kitimat.ca](http://www.kitimat.ca) and messaging the District on social media were the additional selections.

**Do you feel comfortable reaching out to the District of Kitimat?**

Eighty per cent of respondents said they are. Eighteen per cent said they are not comfortable.

**If any, what are some of the barriers to contacting the District of Kitimat**

While the plurality of responses did not identify any barriers to contacting the District (38 per cent), a sizeable number indicated that they don't know who to talk to (28 per cent) and that they don't feel their messages will make a difference. (23 per cent)

Also, 18 per cent indicated they have difficulty reaching District staff, and 11 per cent simply want to stay anonymous.

Six per cent of respondents noted accessibility issues as a barrier to contacting the District.