

## External Communication Survey Results

### Number of Respondents:

Mailing: 477

E-blast: 35

Website: 14

Social Media: 12

Total: 538

### Age of Respondents:

20-34	2%
35-49	10%
50-64	31%
65+	57%

### 1) How often do you access information provided by the Town of Belleair?

	Percentage
Daily	1%
2 to 3 times a week	9%
once a month	23%
occasionally	56%
never	11%

### 2) Where do you currently receive your information regarding the Town of Belleair? (Please check all that apply.)

	Percentage
Utility Mailing	48%
Word of mouth	50%
Newspaper	64%
Commission Meeting/Advisory Board	12%
Website	31%
Social Media (Facebook/Twitter)	10%
Flyers/Brochures	37%
E-blast	15%

\*disclaimer: total does not add up to 100% due to answers that encompass more than one choice

**3) How would you like to receive official town information? Please rank the following forms of communication.**

	% Ranked Most Preferred	% Rank least preferred
Commission Meeting/Advisory Board	2%	14%
Website	12%	2%
Social Media (Facebook/Twitter)	7%	30%
Utility Mailing	21%	6%
Flyers/Brochures	8%	3%
Newspaper	9%	4%
Word of mouth	2%	23%
E-blast	23%	17%
Newsletter	16%	1%

**4) What is your preferred means of communicating a concern to the town? (Please check all that apply)**

Telephone	48%
Email	36%
In person	33%
Social Media (Facebook/Twitter)	2%
Interactive application on Town website (See, Click, Fix)	7%

\*disclaimer: total does not add up to 100% due to answers that encompass more than one choice

**5) How satisfied are you with the town's effort to communicate information on municipal services, public improvement projects, and/or community events?**

Satisfied	41%
Somewhat satisfied	38%
Indifferent	6%
Unsatisfied	15%

\*79% overall satisfied/somewhat satisfied