

Communications

During COVID time

Zoom poll to
partners
(25)

Online survey to
residents
(243)



Surveying communication habits between partners, residents and the council



Partners prefer receiving info by...



92 % prefer receiving info by e-mail

48% prefer receiving info by newsletter

Only 12% prefer Facebook

Residents prefer receiving info by...



36% by newsletter

25% on the website



19% on the Facebook page of the council

+ **35%** on the Facebook groups

=

54% prefer using FB





Partners want to know about ...

48% deconfinement

40% local information

24% education

32% are satisfied with the amount and content of communications

36% are overwhelmed

Residents want to know about...

65% cultural activities

53% public safety measures

53% services for families

41% deconfinement

36% food security

34% services for workers

21% services for the elderly

Also mentioned: services for people with disabilities and housing resources

partners



Residents
And
Community



The main mean of communication of partners is:

e-mail (76%),

their **website** (48%)

and their **Facebook** (52%)

COVID-19 info Residents

7% social media

28% traditional media (Radio, TV news)

62% official sources (CIUSSS, Ville de Montréal, Arrondissement, QC gov., CA gov.)



- Facebook communications should be targeted at residents rather than partners
- Encourage partners to share their information with the Council
- Health information is well covered by the CIUSS which reaches both partners and residents well
- Information about deconfinement and local events are the most requested by both partners and residents
- Additional information about food security, services for workers, the elderly, people with disabilities and renters is requested by residents