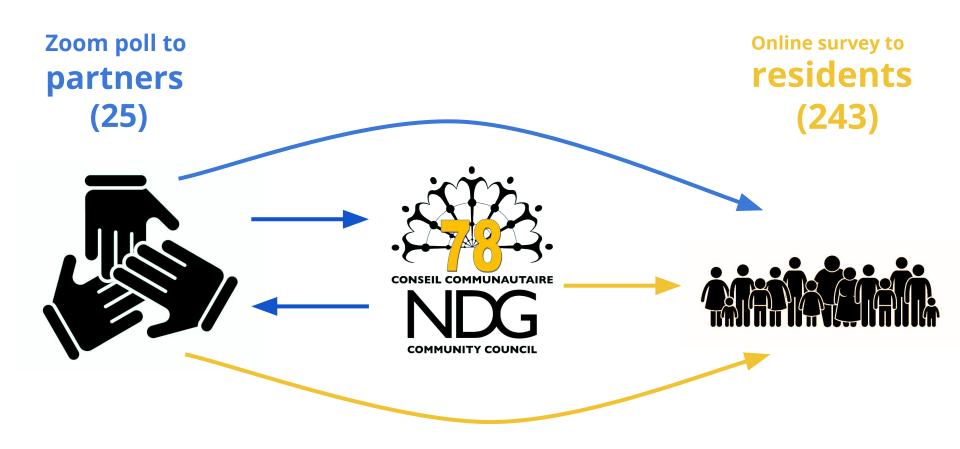
Communications

During COVID time



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



36% by newsletter

Residents prefer receiving info by...

25% on the website



19% on the Facebook page of the council

+

35% on the Facebook groups

54% prefer using FB

Receiving information from the council



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 activities53% public safety measures53% services for families

41% deconfinement36% food security34% services for workers21% services for the elderly

Also mentioned: services for <u>people</u> <u>with disabilities</u> and <u>housing</u> resources

Subjects of interest





The main mean of communication of partners is:

e-mail (76%),

their website (48%)

and their Facebook (52%)

How partners share their news with the community



7% social media

28% traditional media (Radio, TV news)

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

Where residents get their information about COVID-19



- Facebook communications should be targeted at residents rather then 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