



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



2012 Resident Communications Survey

City of Westmount



Final Report

January 2013

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Introduction

In 2009, the City of Westmount engaged Ipsos to conduct a representative survey of its citizenry in order to assess perceptions and expectations with regard to communications between residents and the the City.

The results of that study were used by the City to implement a number of new communications initiatives, and to tailor / refine existing communications approaches.

In Fall 2012, the City determined the need to consult once again with Westmount residents to assess the extent to which communications were meeting needs and expectations. As in 2009, a telephone survey of a representative sample of the resident population was recommended and conducted by Ipsos.

The current report details the main findings and conclusions arising from the survey, conducted over December 2012 and January 2013.



Methodological Overview

Data collection method Random dial telephone survey

Market Westmount

Sample size 300 respondents

Selection criteria Westmount residents (self-identified)
18 years of age or more

Average survey duration 16 minutes

Data collection dates December 10th 2012 - January 2nd 2013

Margin of error Maximum margin of error at a 95% confidence level = 5.7%

An arrow next to the result for 2012 within a table or graphic indicates that it is statistically different at a 95% confidence level compared to the corresponding finding from the 2009 resident satisfaction survey.

Significant differences within sub-groups

A letter next to the result for a sub-group within a table or graphic indicates that it is statistically different at a 95% confidence level compared to the sub-group bearing the corresponding letter.

Executive Summary



Executive Summary

Residents' habits with regard to media consumption have evolved since 2009, in several noteworthy regards:

- The Westmount Independent has grown as the local newspaper of first choice (59%), and is now read by more than 4-in-5 residents.
- As a possible consequence, the proportion of residents who consult public notices from the City in the Independent has grown significantly since 2009, now sitting at 2-in-3 residents reading them at least occasionally, and 1-in-3 always reading them.
- Further, the Independent is now the leading medium via which residents keep up with current events in the City (close to 1-in-2), outstripping by far the Examiner which is on the decline.
- Also increasing as a means of keeping abreast of current events is the City's official website (westmount.org), now at 4-in-10 overall.
- Both the incidence and frequency of visiting the official City website have increased since 2009, with more than 2-in-3 residents – more so amongst younger residents - having done so within the preceding 12 months.
- Growth also is seen in terms of E-Westmount subscriptions (tripled over 2009), though overall it is still only a minority of residents that make use of it.

Executive Summary

Complementing residents' evolving media consumption habits are important attitudinal shifts which indicate conclusion that City efforts to better satisfy residents' needs and expectations with respect to communications are bearing fruit:

- Close to 9-in-10 believe the City's visibility in local media is appropriate.
- 1-in-3 feel themselves to be very well informed about City projects and actions; close to 9-in-10 feel themselves to be rather or very well informed.
- Topics on which residents feel best informed are:
 - the Westmount Public Library
 - public safety
 - organizing of sporting, recreational and community events
 - the Westmount Recreation Centre
 - maintenance of green spaces, parks and recreational areas
- On the above and the majority of other topics surveyed, perceptions of being adequately / well informed have improved significantly since 2009.
- Perceptions of the quality of both English and French communications from the City are significantly improved over 2009 (though there remains perceived room for improvement with regard to French communications).



Executive Summary

Accompanying growth in the proportion of residents using the City's official website to both stay abreast of current events and to obtain information on other matters is a significant increase in terms of satisfaction with the ease of finding information on the website, albeit perceived user-friendliness did decline.

Similarly, perceptions of E-Westmount are weaker compared to 2009, indicating room for continued improvement in the City's use of digital space to communicate with residents.

Perceived limitations with communicating with the City digitally are reinforced by the continued (yet declining) dominance of preferring to communicate via telephone. Though still the dominant means of communicating with the City, telephone's dominance is being eroded by an increasing preference to communicate with the City at service counters in municipal buildings and, to a lesser extent, email.

Despite ongoing room for improvement in its use of digital space to communicate with residents, residents' impression of the ease of communicating with the City has increased significantly since 2009, standing now at 1-in-2 (very easy) and close to 9-in-10 (very+somewhat easy).

In sum: residents' generally growing sense of satisfaction with regard to communications (both City to resident and resident to City) suggest that City efforts in this regard are on the right path. Primary means of communication used / preferred by residents continue to be hardcopy (increasingly the Westmount Independent), telephone (albeit on the decline), and in-person, with generally strong satisfaction results across all.

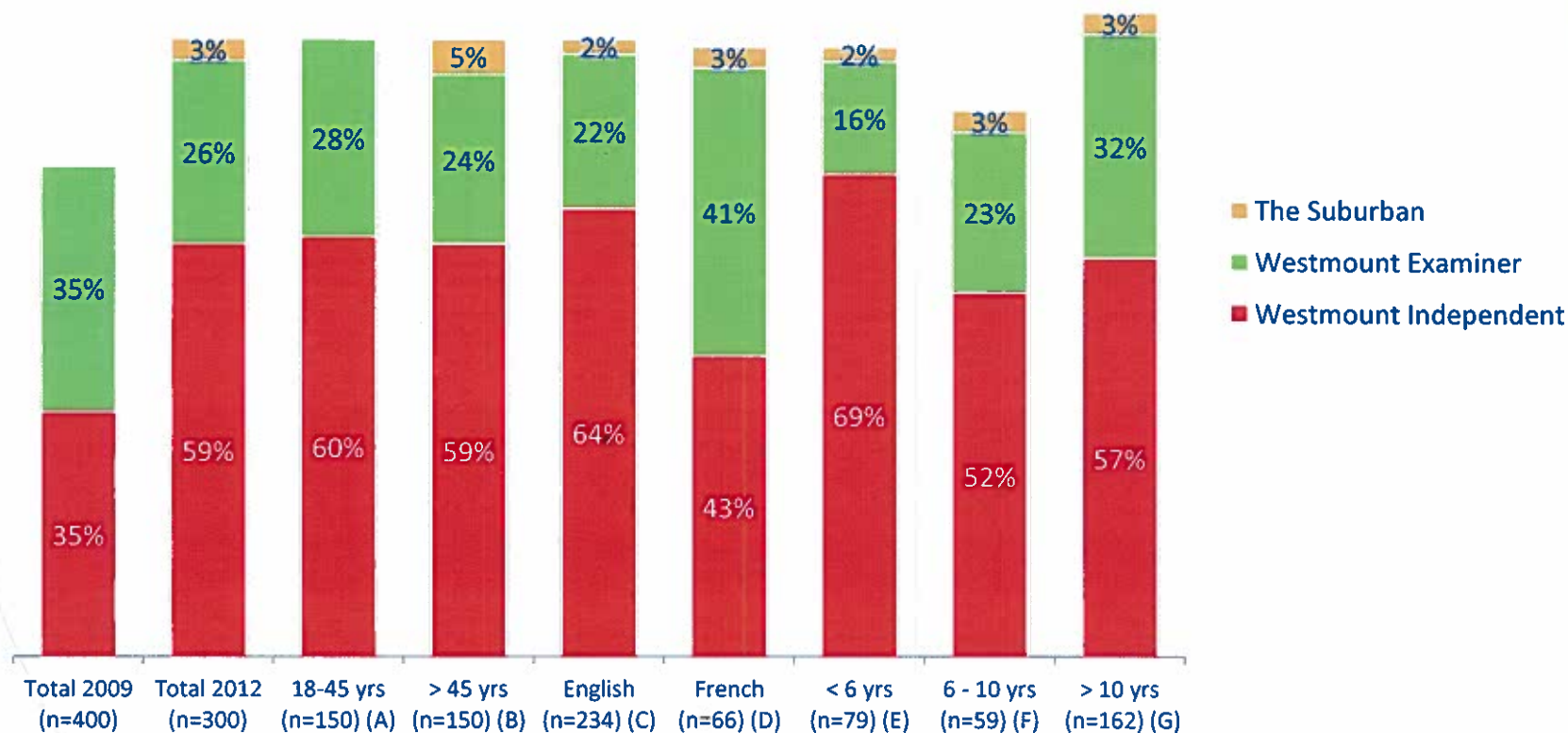
Use of digital means of communication are growing, although as of 2012 are still contained to a minority of residents overall. This should only be expected to continue to grow over time, as the proportion of residents who are of "digital age", and who reflexively search for information online as opposed to hardcopy, telephone or in-person, will also increase. With this in mind, key areas for focus going forward include further improving residents' digital experience (both the official City website and E-Westmount).

Detailed Results

City of Westmount Communications with Residents

Local Newspaper Read Most Often

A marked increase is seen compared to 2009 in the proportion of residents whose newspaper of choice is the Westmount Independent.



Local Newspapers Read Most Often + Occasionally – All Mentions

Whether as the paper of first or second choice, the Independent has grown amongst residents, now being read by 4-in-5 overall. The Examiner is status quo versus 2009 at 6-in-10.

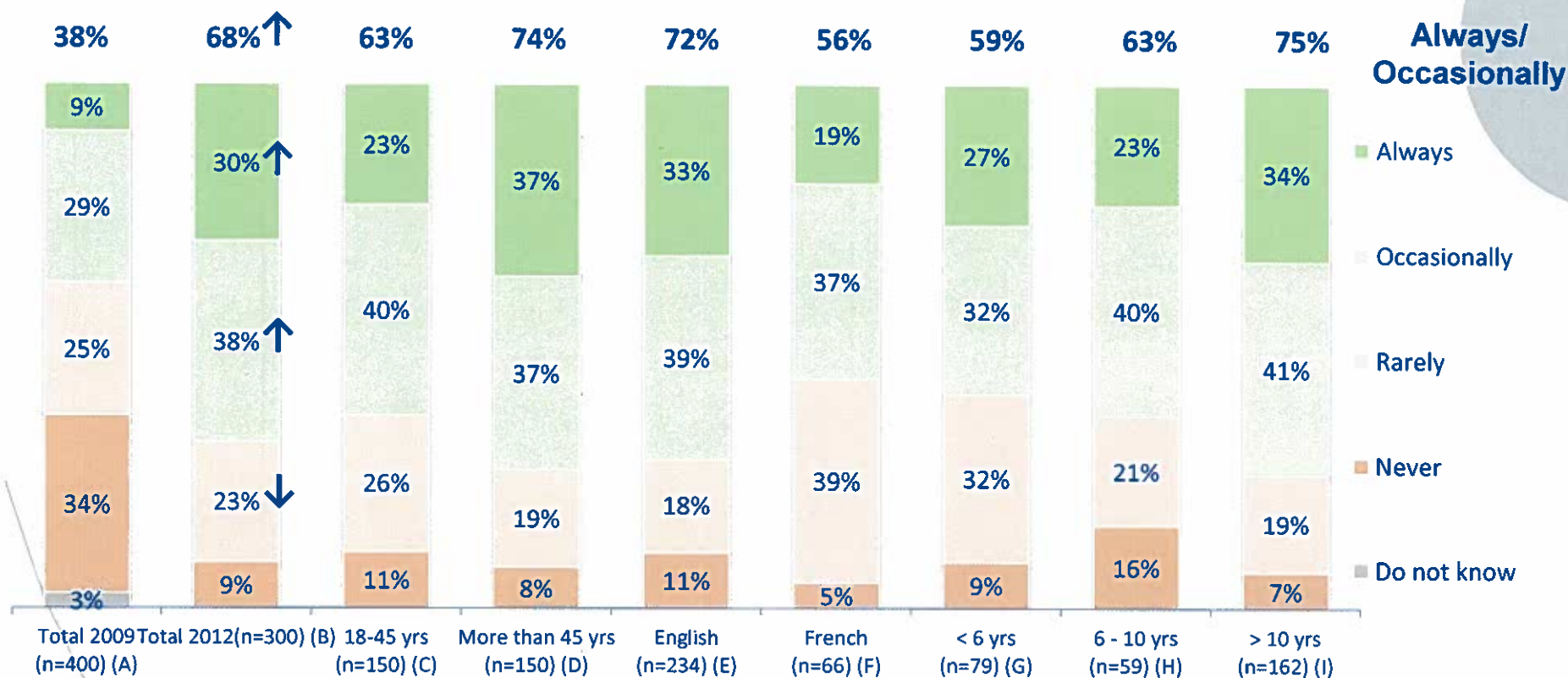
	Total 2009 (n=400)	Total 2012 (n=300)	18-45 yrs A (n=150)	More than 45 yrs B (n=150)	English C (n=234)	French D (n=66)	5 years or less E (n=79)	More than 5 to 10 years F (n=59)	More than 10 years G (n=162)
Westmount Independent	56%	81%↑	82%	79%	81%	80%	79%	76%	83%
Westmount Examiner	63%	61%	55%	68%	60%	67%	45%	54%	72%
None	12%	8%	12%	4%	8%	8%	13%	16%	2%
The Suburban	4%	21%↑	20%	21%	22%	18%	13%	22%	24%
Both Westmount Examiner and Westmount Independent	-	3%↑	-	5%	3%	2%	-	4%	3%
Other	19%	13%↓	16%	11%	14%	13%	25%	12%	8%
Do not know	4%	1%	-	1%	0%	2%	1%	1%	1%

Base:
Q9/Q10:

Respondents who read more than one local newspaper
Which local weekly newspaper do you read most often? Which other local weekly newspapers do you read at least occasionally?

Consultation of Public Notices In Westmount Independent

A majority of residents consult public notices published in the Independent at least occasionally – and close to 1-in-3 “always” consult them, representing a significant shift upward compared to 2009.



Base:
Q6:

All Respondents
How often do you consult the public notices published in the Westmount Independent?

Primary Means of Keeping Up With Westmount Current Events

The Westmount Independent is the main vehicle via which residents keep informed about current events, supplanting the Examiner in this regard.

	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 to 10 yrs	> 10 yrs
	(n=400)	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
Westmount Independent	26%	42% ↑	38%	46%	41%	43%	34%	38%	47%
Official websites	12%	19% ↑	29%	9%	19%	21%	23%	32%	13%
Westmount Examiner	31%	17% ↓	11%	23%	15%	24%	13%	12%	21%
Information brochures and leaflets	4%	5%	7%	2%	5%	4%	13%	-	2%
Telephone directories such as Blue Pages - Bell or the Lovell Directory	1%	1%	-	1%	1%	-	-	-	1%
The Suburban	2%	1%	-	1%	1%	1%	-	1%	1%
Major daily newspapers such as the Globe and Mail, The Gazette, La Presse, etc.	1%	1%	-	2%	1%	-	1%	-	1%
Other	20%	11% ↓	12%	10%	13%	5%	9%	17%	10%
None / No other		1%	-	2%	1%	-	-	-	2%
Do not know	3%	3%	3%	4%	4%	2%	7%	1%	3%

Means of Keeping Up With Westmount Current Events – All Mentions

The Examiner has declined as a means of keeping up with current events, now on par with official City websites – the latter having risen significantly since 2009 - at 4-in-10.

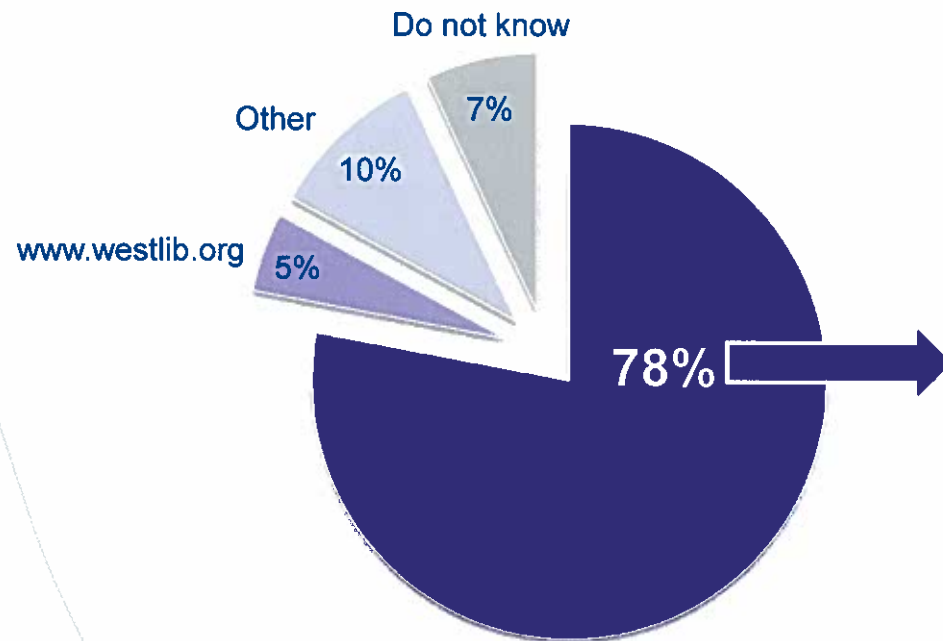
	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 - 10 yrs	> 10 yrs
	(n=400)	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
Westmount Independent	53%	60%	56%	64%	58%	68%	57%	58%	63%
Westmount Examiner	56%	42% ↓	37%	47%	38%	55%	34%	41%	47%
Official websites	23%	40% ↑	55% _B	26%	39%	46%	40%	51%	37%
Information brochures and leaflets	11%	11%	13%	8%	12%	7%	13%	1%	13%
Major daily newspapers such as the Globe and Mail, The Gazette, La Presse, etc.	7%	5%	5%	5%	7%	-	11%	-	4%
Letters from the Mayor	3%	2%	3%	1%	0%	7%	-	8%	1%
Service counters at municipal buildings		2%	3%	1%	1%	7%	-	9%	1%
The Suburban	2%	1%	-	2%	1%	2%	-	1%	1%
Information bulletin boards at municipal buildings and at outdoor locations	2%	1%	-	1%	0%	1%	-	1%	1%
Telephone directories such as Blue Pages - Beil or the Lovell Directory	2%	1%	-	2%	1%	-	-	-	1%
City councillors' columns	1%	1%	-	1%	0%	1%	1%	-	1%
Display stands such as City Hall, Library, Victoria Hall & Arena	5%	1% ↓	-	3%	2%	-	-	1%	2%
Advertising posters for municipal services and events	2%	1%	-	1%	0%	1%	-	-	1%
e-Westmount, the official municipal e-newsletter	-	0%	-	1%	0%	-	-	-	1%
Broadcast radio and TV interviews by members of City Council	-	0%	-	1%	0%	-	-	1%	-

Base:
Q4/Q5:

All Respondents
What is the primary tool or medium that you consult for information about current events within Westmount? Are there any others that you consult?

Official Website Used As Primary Means Of Keeping Up With Current Events

By a wide margin, westmount.org is the official City website of reference for residents.



www.westmount.org

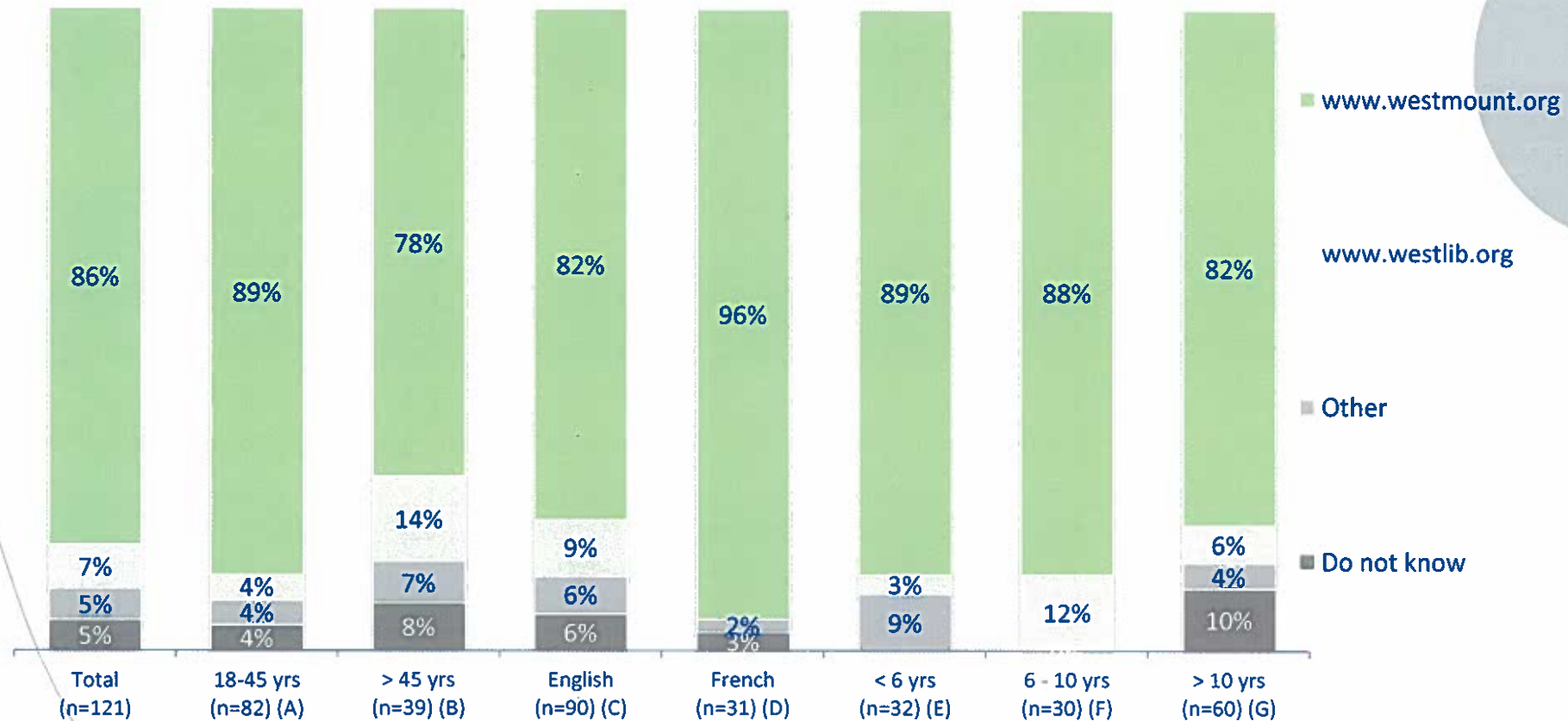


Base:
Q4b:

Respondents who used at least one official website as primary source of information (n=57)
Which official website do you use ?

Official Website Used To Keep Up With Current Events – All Mentions

After factoring in all City websites consulted for information, westmount.org's dominance as the City website of reference for residents is even more pronounced.

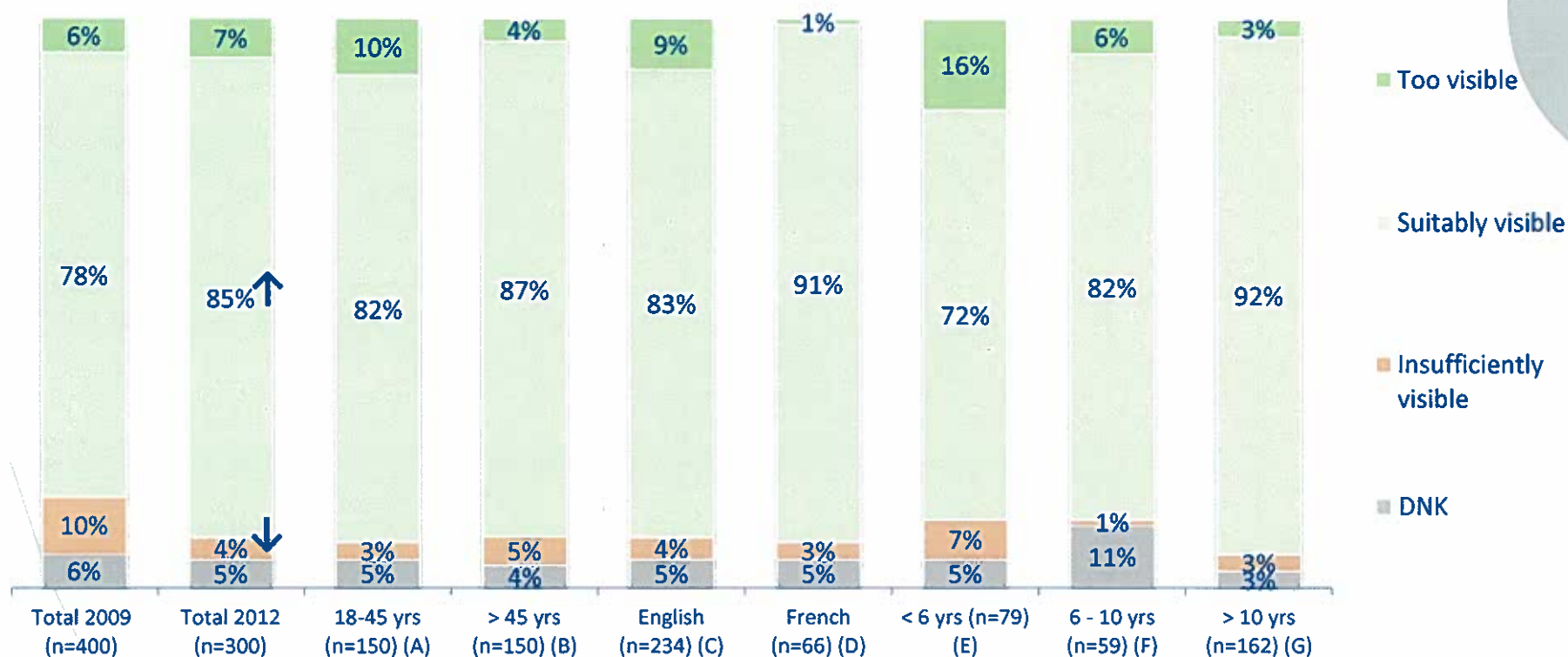


Base:
Q4b/5b:

Respondents who used at least one official website as source of information (n=121)
Which Official website do you use as a primary tool for information?

Visibility in Local Media

A significant and growing majority of residents believe the City's degree of visibility in local media to be appropriate. Only 1-in-10 believe it to be either excessive or insufficient.



Base:

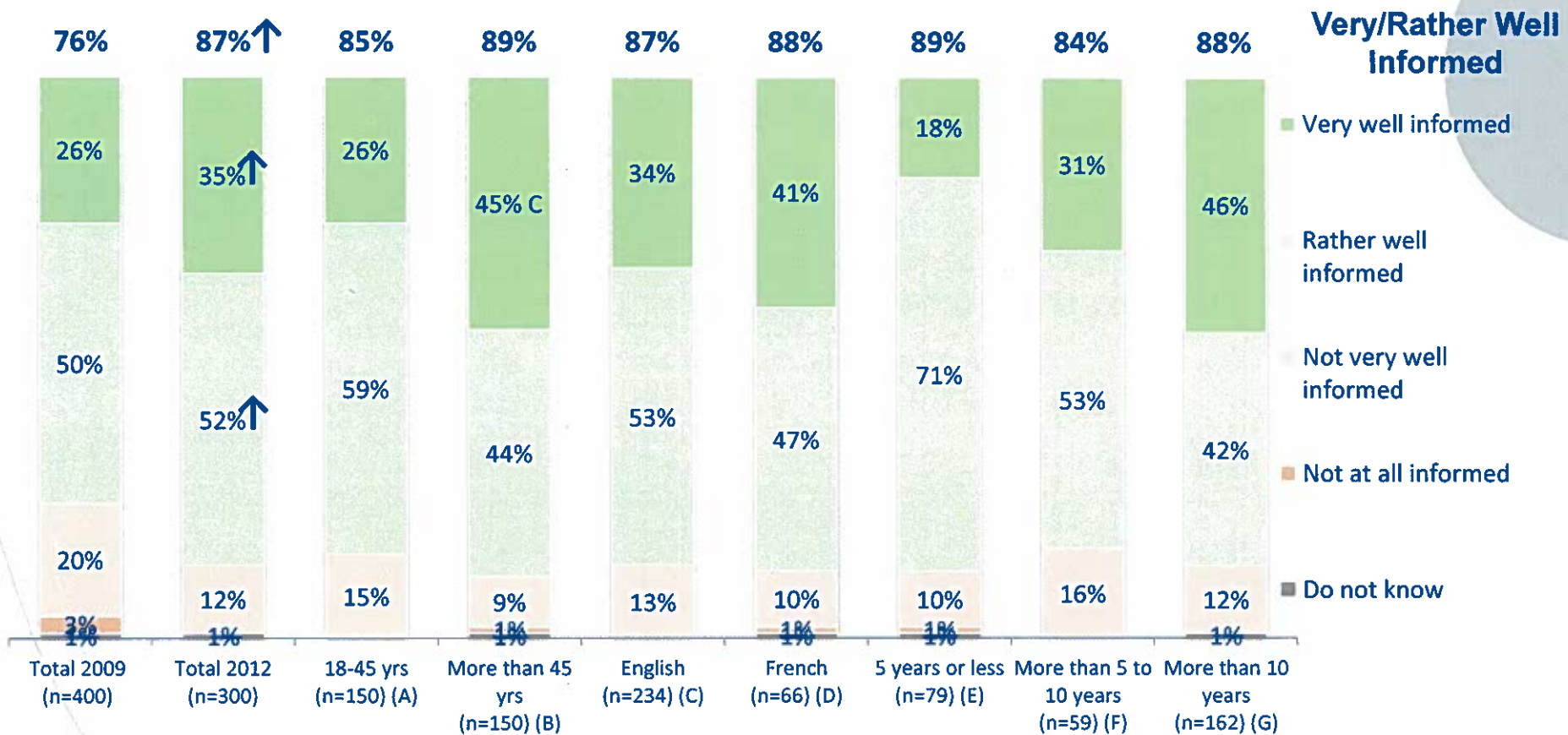
Q1:

All Respondents

In your opinion, is the City of Westmount too visible, suitably visible, or insufficiently visible in the local media and newspapers, such as the Westmount Independent and the Westmount Examiner?

Extent To Which Residents Feel Informed About Projects / Actions

A significant and growing majority of residents believe themselves to be well informed about City projects and actions. Only 1-in-10 believe themselves to be inadequately informed.

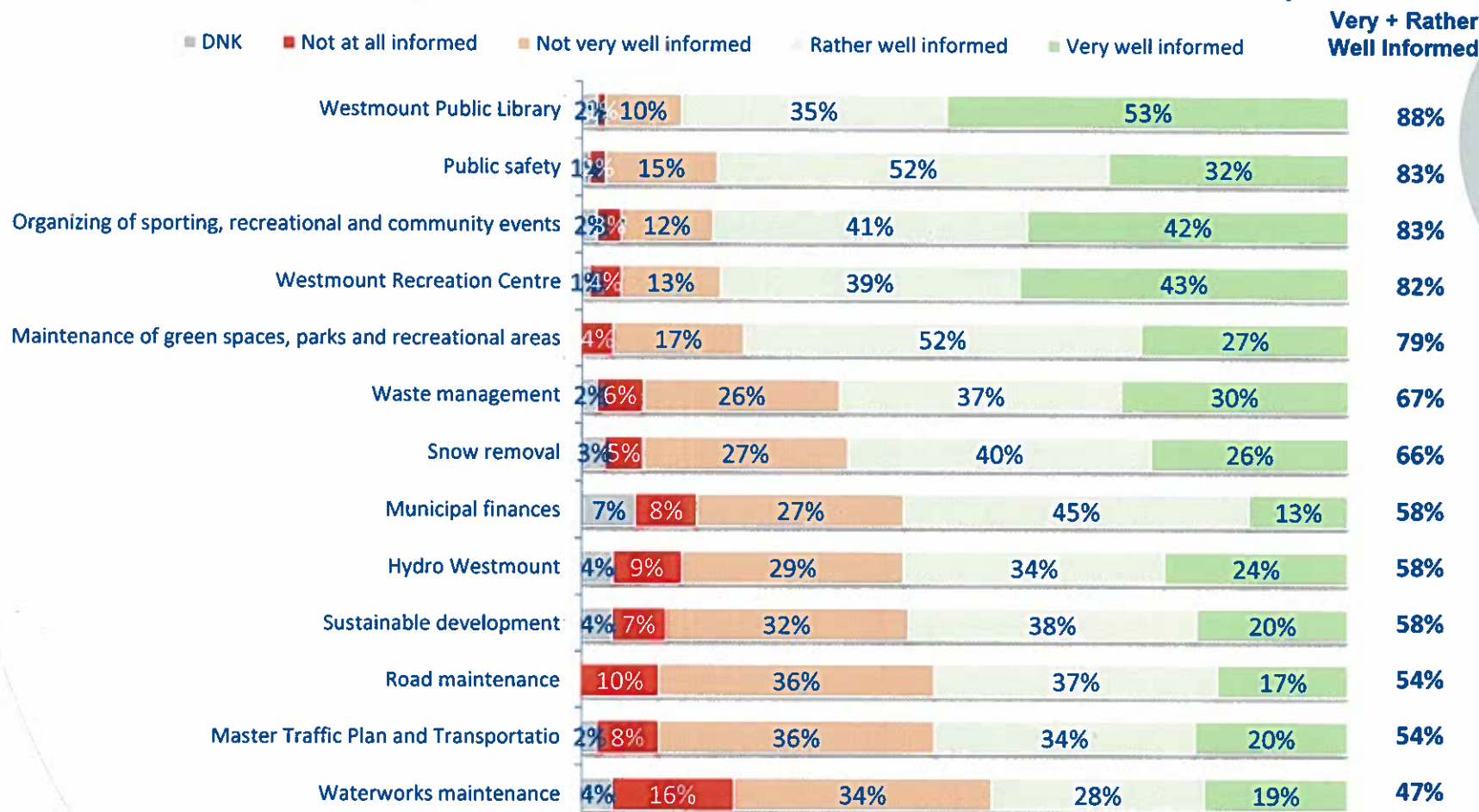


Base:
Q2:

All Respondents
Generally speaking, do you believe that you are very well informed, rather well informed, not very well informed, or not at all informed about City of Westmount projects and actions?

Extent To Which Adequately Informed On Municipal Subjects

The public library is the topic on which residents feel themselves to be best informed. Waterworks maintenance bookends the field, with more than 1-in-2 believing themselves not to be well-informed on that topic.



Base:
Q3:

All Respondents
More specifically, do you believe that you are very well informed, rather well informed, not very well informed, or not at all informed about the following subjects?



Extent To Which Adequately Informed On Municipal Subjects

On most topics, residents believe themselves to be better informed today compared to 2009.

	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 to 10 yrs	> 10 yrs
	(n=400)	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
Very + Rather Well-Informed									
Westmount Public Library	79%	88% ↑	90%	86%	88%	87%	89%	82%	90%
Public safety	71%	83% ↑	83%	83%	81%	91%	81%	81%	85%
Organizing of sporting, recreational and community events	81%	83%	87%	79%	81%	91%	78%	95%	81%
Westmount Recreation Centre	-	82% ↑	85%	80%	83%	81%	79%	85%	83%
Maintenance of green spaces, parks and recreational areas	68%	79% ↑	76%	81%	78%	81%	72%	77%	83%
Waste management	68%	67%	60%	74%	66%	68%	59%	50%	77%
Snow removal	64%	66%	57%	75% _A	64%	73%	61%	50%	74%
Municipal finances	42%	58% ↑	50%	65%	54%	70%	57%	52%	60%
Hydro Westmount	59%	58%	53%	63%	55%	68%	49%	46%	67%
Sustainable development	46%	58% ↑	60%	56%	57%	62%	54%	60%	59%
Road maintenance	46%	54% ↑	46%	61%	51%	63%	47%	28%	66%
Master Traffic Plan and Transportation	-	54%	49%	59%	50%	70%	50%	44%	60%
Waterworks maintenance	36%	47% ↑	47%	47%	41%	71%	45%	45%	49%

Base:
Q3:

All Respondents

More specifically, do you believe that you are very well informed, rather well informed, not very well informed, or not at all informed about the following subjects?

Subjects On Which Residents Desire More Information From City

A shrinking proportion of residents desire more information regarding the pool/arena project. Replacing it in terms of desire for more information from the City are road and other infrastructure repair and cultural / recreational activities and programs.

	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 to 10 yrs	> 10 yrs
	(n=400)	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
None / Satisfied	46%	39% ↓							
Road / infrastructure repair / maintenance	7%	12% ↑	10%	13%	14%	4%	19%	9%	9%
Cultural/recreational activities/programs	5%	11% ↑	15%	6%	13%	1%	16%	8%	9%
Speed limits / traffic	4%	8% ↑	8%	8%	8%	8%	13%	1%	9%
Arena / pool project	12%	7%	3%	11%	8%	4%	7%	4%	8%
Taxes / City finances / budget	7%	7%	5%	8%	8%	2%	10%	1%	7%
Security / public safety	4%	6%	5%	6%	6%	3%	12%	4%	3%
New projects planning/public consultation	4%	6%	5%	7%	7%	2%	5%	2%	8%
Snow removal / Sidewalk clearing	3%	5%	7%	3%	5%	5%	4%	-	7%
Garbage / waste disposal	3%	5%	6%	4%	4%	8%	1%	10%	5%
Environment / Composting	5%	4%	3%	6%	4%	4%	6%	-	5%
Parking (area, where, hours, restrictions)	5%	2%	-	4%	2%	-	-	1%	3%

Base:
Q29:

All Respondents
What subjects should the City of Westmount discuss in greater detail with residents?



Evaluation Of "City To Resident" Communications Tools

Local newspapers and documents delivered via the mail are considered to be the best means for the City to communicate with residents.

	Total 2009 (n=400)	Total 2012 (n=300)	18-45 yrs A (n=150)	> 45 yrs B (n=150)	English C (n=234)	French D (n=66)	< 6 yrs E (n=79)	6 to 10 yrs F (n=59)	> 10 yrs G (n=162)
TOPBOX SCORES (7+/10)									
Local newspapers such as the Westmount Examiner and the Westmount Independent	77%	83%	80%	85%	82%	85%	79%	76%	86%
Documents mailed directly to citizens such as brochures and notices	81%	75%	71%	79%	71%	89%	52%	74%	87%
Municipal Websites	49%	53%	65% _B	41%	49%	66%	53%	60%	50%
E-Westmount, the official municipal e-newsletter		41%	46%	37%	38%	52%	27%	60%	42%
Documents emailed directly to residents		39%	43%	35%	37%	47%	29%	61%	36%
Major dailies and national newspapers	31%	33%	31%	35%	32%	37%	38%	26%	33%
Billboards, bulletin boards & display stands around town and at municipal buildings	39%	32%	29%	36%	31%	38%	41%	17%	34%
Public information meetings	39%	27%	19%	34% _A	30%	16%	22%	21%	31%
Interviews with Members of Council in broadcast media		23%	20%	26%	23%	21%	16%	30%	23%
Radio		17%	11%	22%	18%	11%	12%	12%	21%
RSS feeds such as automatic information updates published via blogs or informational websites		16%	23% _B	10%	18%	11%	24%	27%	9%
Social Media such as Twitter, Facebook or Flickr		12%	16%	7%	12%	10%	14%	20%	8%
SMS to your cell phone		11%	13%	8%	9%	17%	12%	22%	6%
City of Westmount app for smartphones		11%	15%	7%	10%	14%	9%	16%	10%
Video news capsules on Youtube		6%	7%	6%	7%	5%	11%	8%	4%
Blogs		5%	6%	4%	6%	2%	4%	11%	4%

Base:

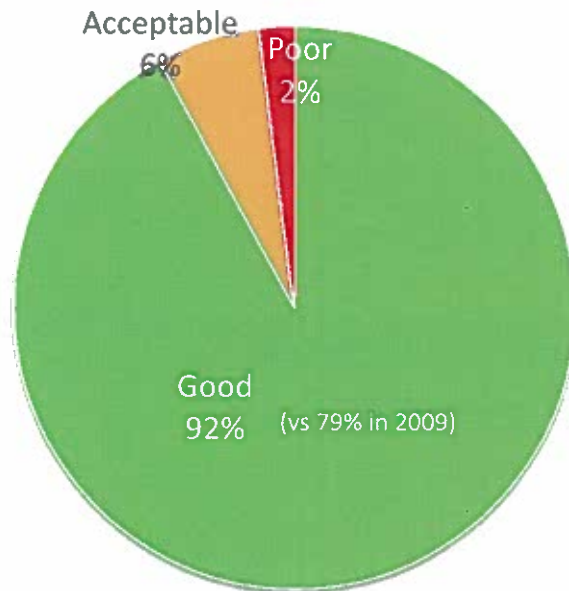
All Respondents

Q7: Please rate each of these tools using a scale from 1 to 10, where "1" means very poor at communicating, and "10" means excellent for communicating with Westmount residents.

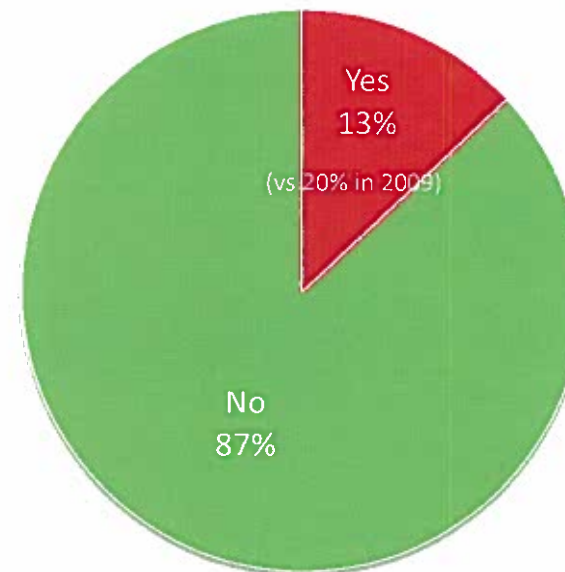
Quality Of English In City Communications

With only nominal exception, satisfaction with the quality of English used in City communications is high and markedly improved compared to 2009.

Quality of the English in City Communications



Need To Improve Quality of the English in City Communications



Base:

Anglophone Respondents (n=234)

Q27:

How do you feel about the quality of the English used in the City of Westmount's various communications media such as newspapers, websites, leaflets, etc...? Would you say the quality of the English is generally...?

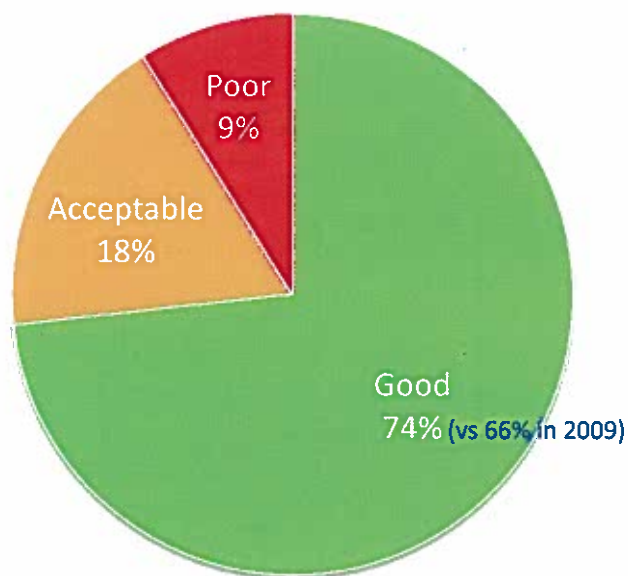
Q28:

Do you believe that the City of Westmount needs to make a particular effort to improve the quality of the English used in its various communications media?

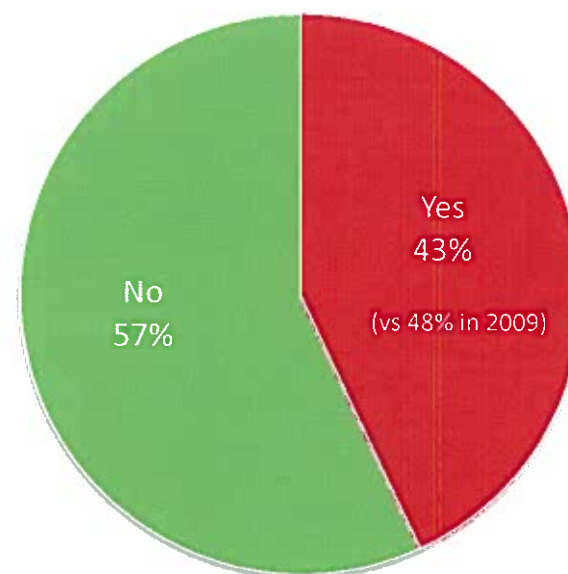
Quality Of French In City Communications

A growing majority of francophone residents express satisfaction with the quality of French in City communications, although close to 1-in-2 continue to wish for improvement in its quality.

Quality of the French in City Communications



Need To Improve Quality of the French in City Communications



Base:

Francophone Respondents (n=66)

Q25:

Westmount is officially a bilingual municipality and therefore must communicate in both languages equally. How do you feel about the quality of the French used in the City of Westmount's various communications media such as newspapers, websites, leaflets, etc...? Would you say the quality of the French is generally...?

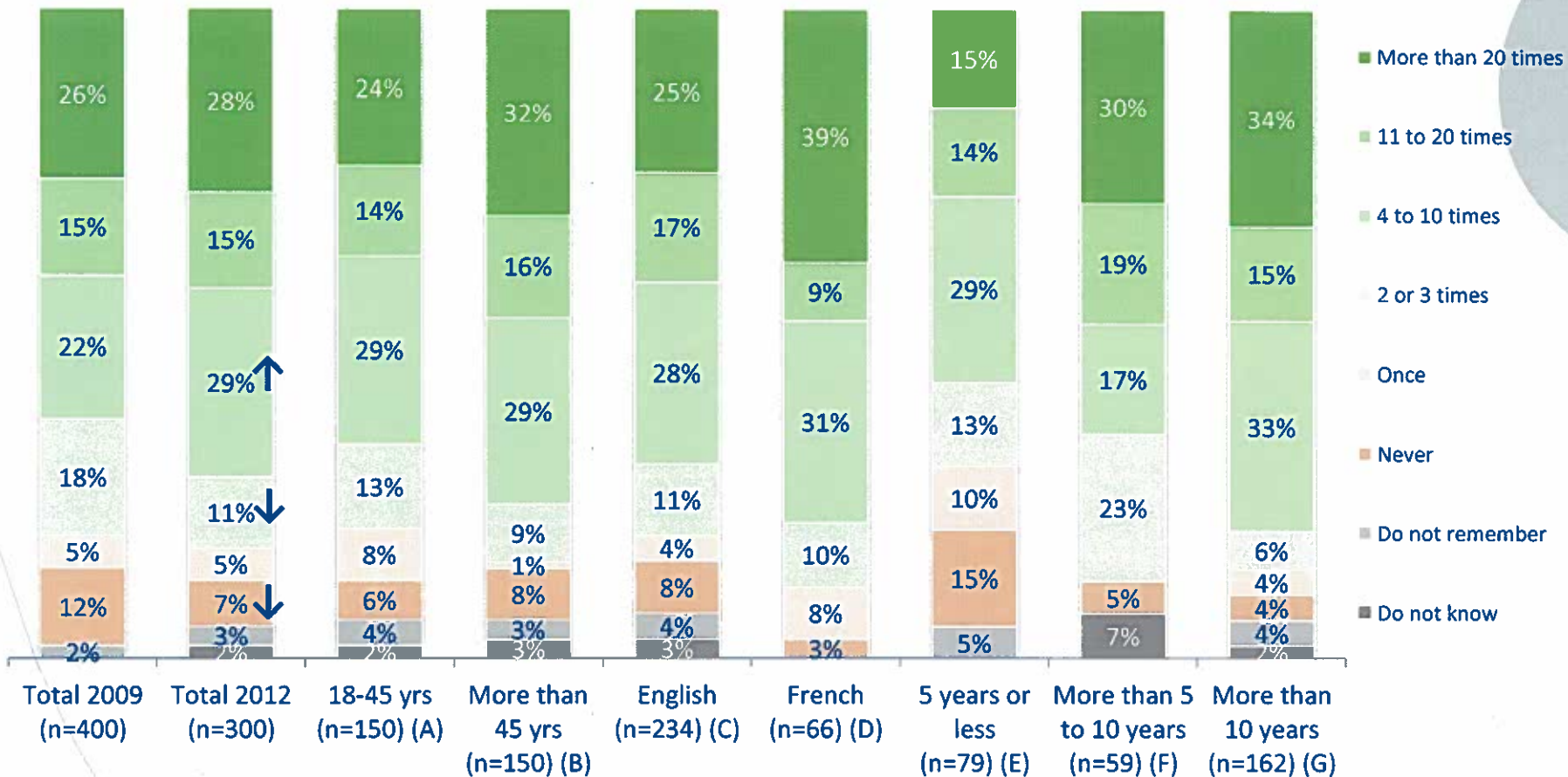
Q26:

Do you believe that the City of Westmount needs to make a particular effort to improve the quality of the French used in its various communications media?

Residents' Communications with the City of Westmount

Number Of Contacts With The City - Ever

The frequency of communicating with the City has not changed significantly since 2009; close to 2-in-3 have done so at least 4 times, and francophones are particularly inclined to do so.



Base:

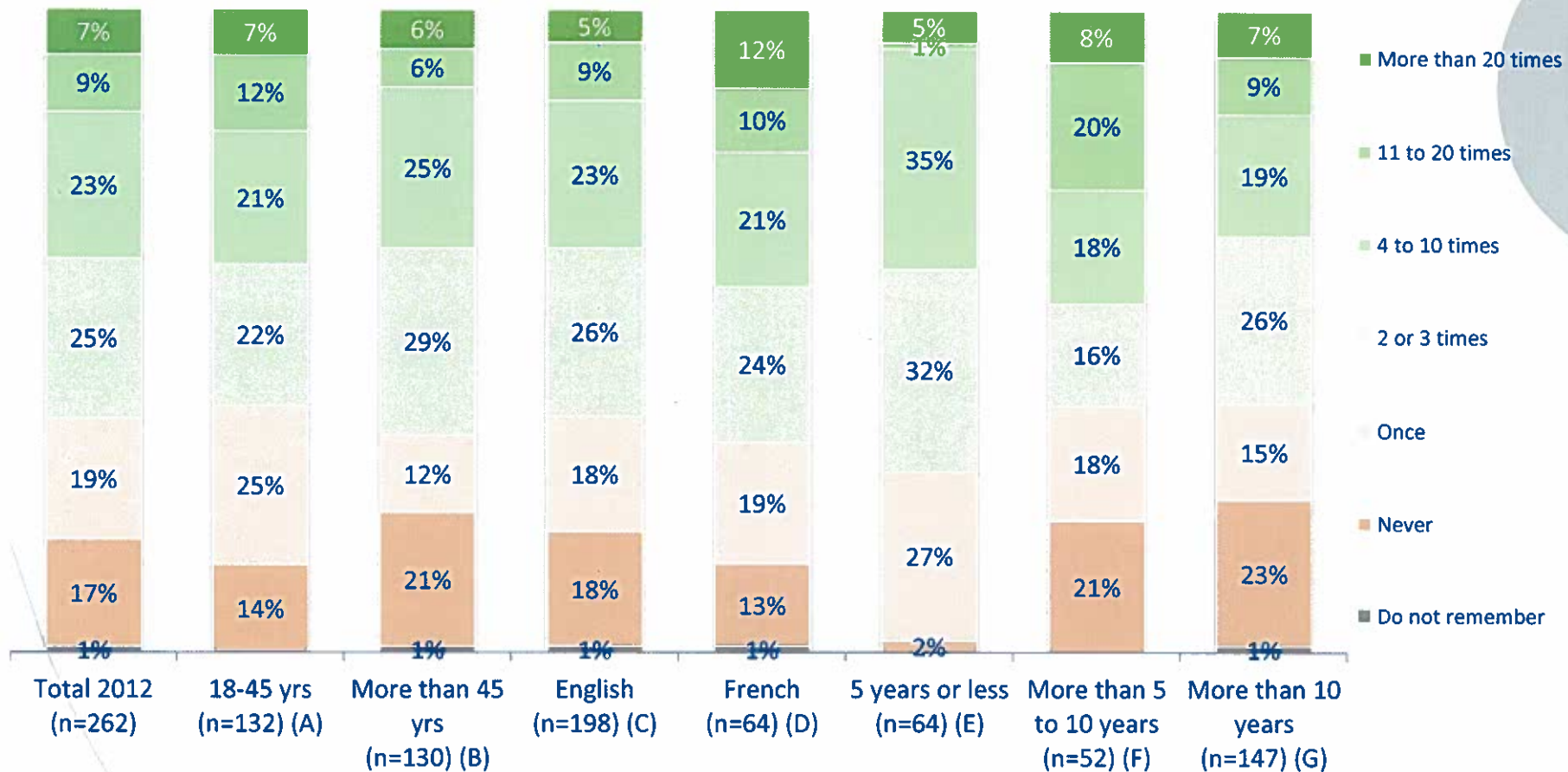
All Respondents

Q12:

To the best of your memory and during the entire time that you have been a Westmount resident, how many times have you communicated directly with City of Westmount officials, whether in person, over the phone, by mail, or electronically?

Number Of Contacts With The City - Past 12 Months

Amongst those having ever made contact with the City, 8-in-10 have done so at least once in the past 12 months.



Base:

Respondents who have communicated with the city of Westmount at least once

Q13:

Over the course of the past 12 months specifically, how many times have you communicated directly with the City of Westmount, whether in person, over the phone, by mail or electronically?



Primary Means Of Communicating With City In Past 12 Months

Telephone remains the main means used by residents to communicate with the City, though its dominance is being chipped away at by service counters at municipal buildings and, to a lesser extent, email.

	Total 2009 (n=344)	Total 2012 (n=215)	18-45 yrs A (n=114)	More than 45 yrs B (n=101)	English C (n=160)	French D (n=55)	< 6 yrs E (n=63)	6 to 10 yrs F (n=41)	> 10 yrs G (n=111)
Telephone	77%	59% ↓	52%	68%	58%	61%	61%	37%	66%
Service counters at municipal buildings	1%	19% ↑	22%	15%	16%	28%	9%	48%	14%
E-mail	1%	8% ↑	8%	8%	9%	5%	6%	11%	8%
In person	17%	6% ↓	7%	4%	6%	4%	7%	2%	6%
Other	1%	3%	3%	3%	4%	1%	6%	2%	2%
Contact Us' links on official municipal websites	1%	2%	3%	1%	2%	1%	5%	-	1%
City council meetings	-	0%	-	1%	1%	-	-	-	1%
Social Media such as Facebook and Twitter	-	1%	3%	-	2%	-	-	-	3%

Base:
Q14:

Respondents who have communicated with the city of Westmount at least once over the course of the past 12 months
To the best of your recollection, what is the primary means of communication that you use to directly contact City of Westmount officials?

Means Of Communicating With City – All Mentions

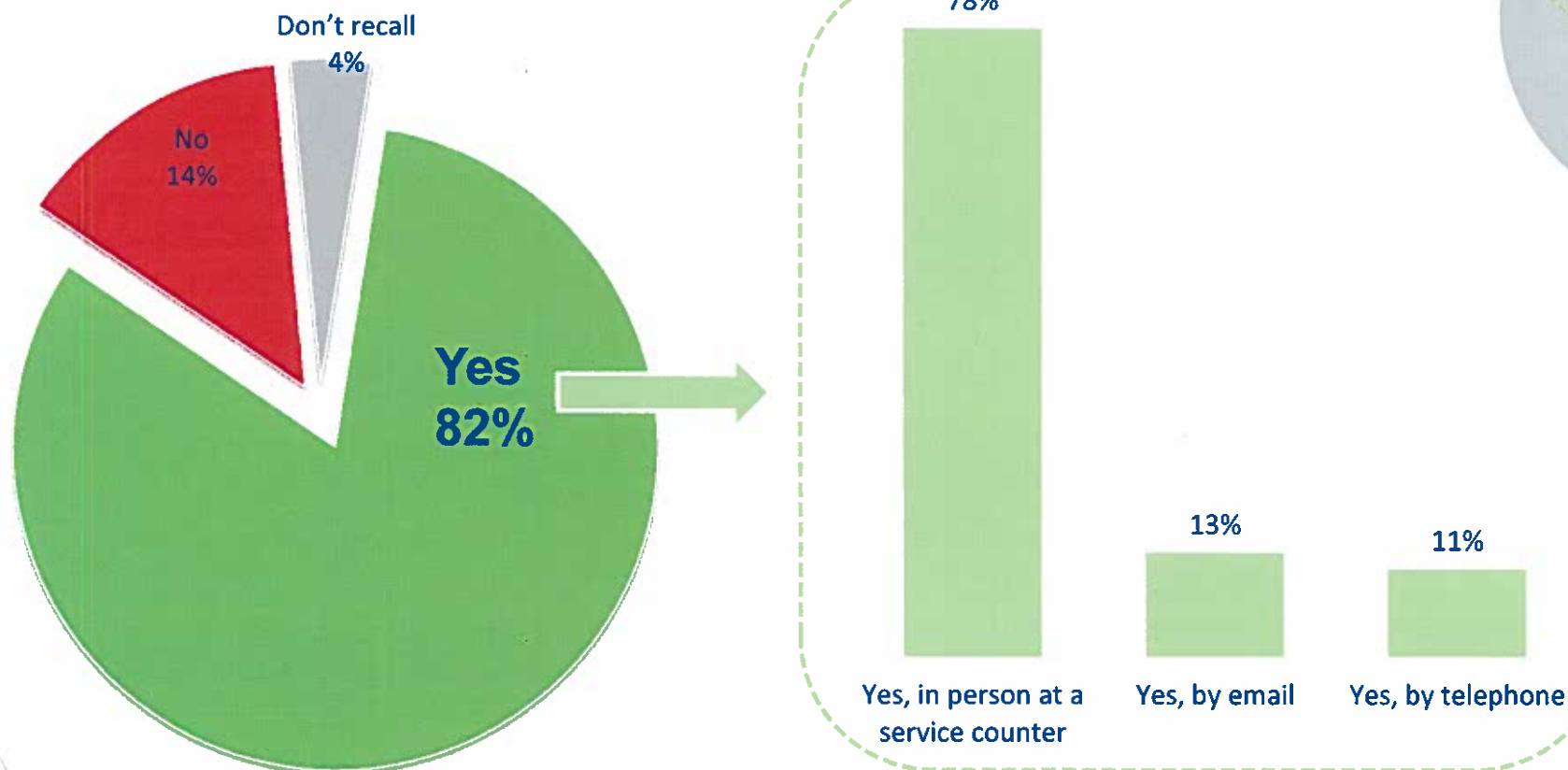
	Total 2009 (n=344)	Total 2012 (n=215)	18-45 yrs A (n=114)	> 45 yrs B (n=101)	English C (n=160)	French D (n=55)	< 6 yrs E (n=63)	6 - 10 yrs F (n=41)	> 10 yrs G (n=111)
Telephone	90%	79%↓	75%	84%	76%	88%	66%	77%	87%
Service counters at municipal buildings	5%	36%↑	38%	33%	32%	47%	29%	53%	33%
E-mail	12%	26%↑	25%	26%	28%	19%	27%	32%	22%
In person	45%	15%↓	17%	12%	17%	9%	19%	7%	15%
Contact Us' links on official municipal websites	2%	7%↑	9%	4%	6%	9%	12%	7%	4%
City council meetings	1%	1%	-	2%	1%	-	-	1%	2%
Social Media such as Facebook and Twitter	-	1%	3%	-	2%	-	-	-	3%
Educational seminars, conferences and public information meetings	1%	1%	-	1%	1%	-	-	-	1%

Base:
Q14/Q15:

Respondents who use at least one mean of communication to contact directly the city of Westmount
To the best of your recollection, what is the primary means of communication that you use to directly contact City of Westmount officials? Are there any other?

Telephone / Email / Service Counter Communications With City Amongst Those For Whom It Is Not The Primary Means of Communicating

Amongst those who did *not* use telephone or a service counter as a primary means of communicating with the City in the past 12 months, the vast majority have nevertheless used one of these means of communicating with the City - most often in person at a service counter.



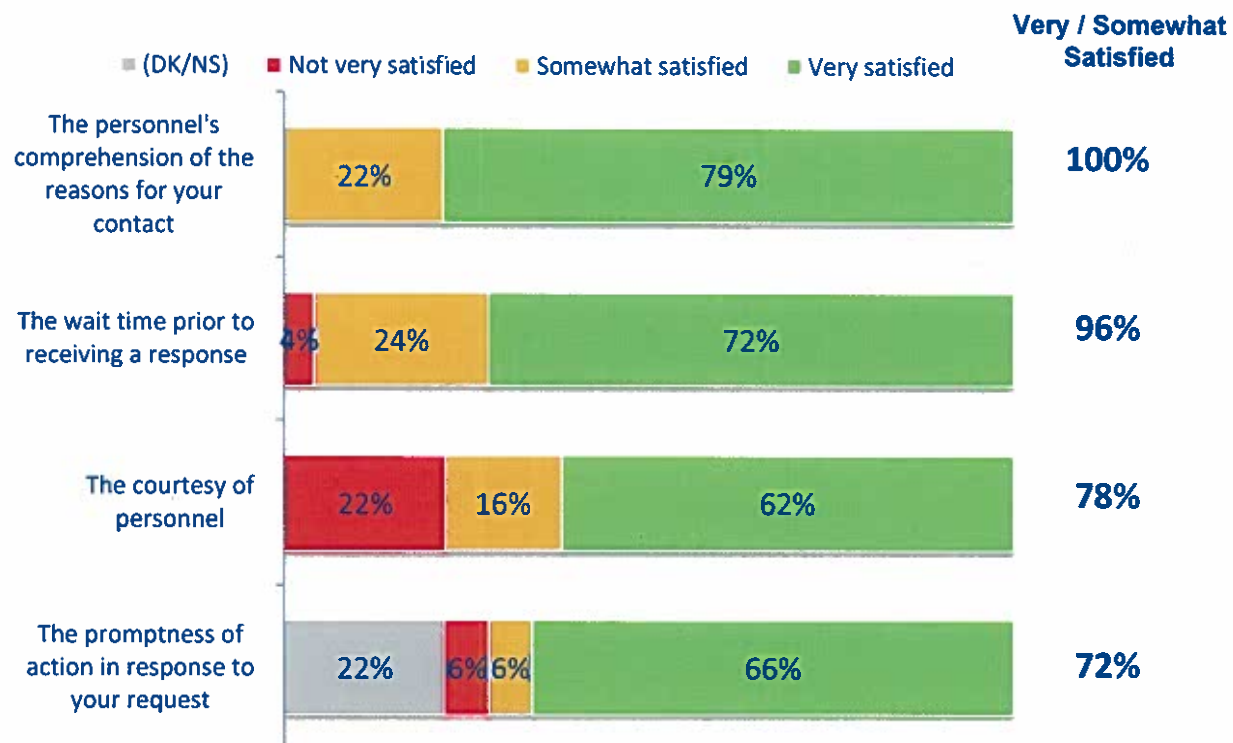
Base:
Q16:

Respondents who did not communicate with the City by email, telephone or in person at a service counter within the past 12 months (n=34)
Have you ever communicated with the City of Westmount either by email, telephone, or in person at a service counter at a municipal building?



Satisfaction With Communications By Telephone Or Service Counter

Satisfaction is strongest with comprehension and wait times; greatest room for improvement exists with regard to courtesy and promptness of action in response to a request.



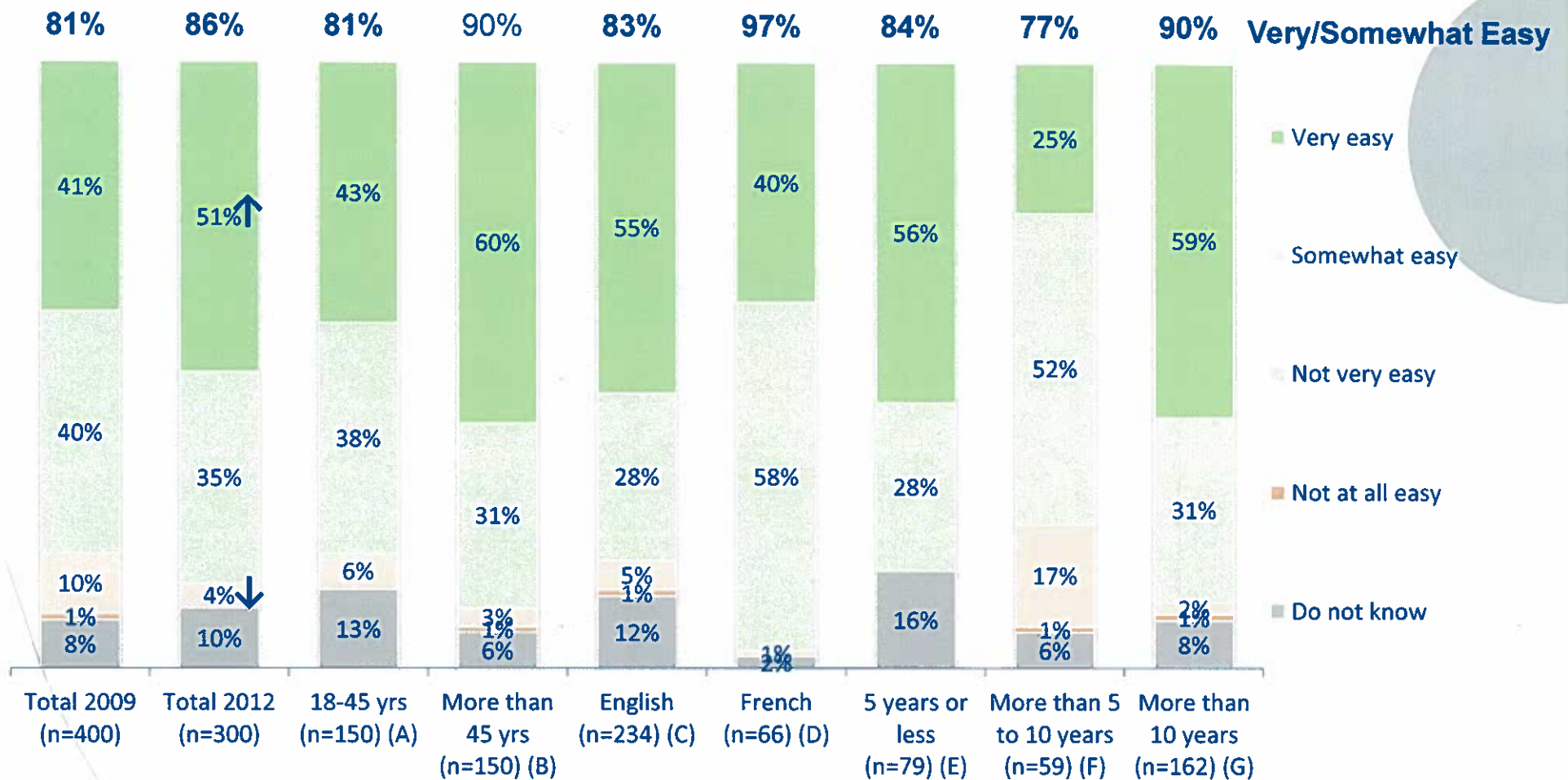
Base:

Q18:

Respondents who have communicated with the City of Westmount either by email, telephone, or in person at a service counter at a municipal building (n=294)
Thinking of this last occasion that you communicated with the City of Westmount, were you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with the following aspects of your contact?

Ease of Communicating With City

Residents are increasingly likely to view communicating with the City as “very” easy.



Base:
Q11:

All Respondents

In your opinion, is it generally very easy, somewhat easy, not very easy or not at all easy to communicate with the City of Westmount?

Evaluation of "Resident To City" Communications Tools

Room for perceived improvement exists in terms of the effectiveness / efficiency of most means of resident outreach to the City.

	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 to 10 yrs	> 10 yrs
	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
TOPBOX SCORES (7+/10)								
Telephone	63%	57%	70%	62%	67%	50%	66%	69%
In person at service counters of municipal buildings	61%	58%	64%	61%	60%	61%	57%	62%
Contact Us' links on official municipal websites	50%	59% _B	42%	51%	47%	56%	53%	47%
E-mail	50%	50%	49%	48%	56%	51%	62%	44%
Educational seminars, conferences and public information meetings	36%	33%	39%	38%	30%	25%	46%	38%
City council meetings	29%	28%	30%	32%	18%	24%	28%	31%
Informal / unscheduled meetings with city officials	27%	21%	33%	26%	32%	22%	23%	31%

Base:

All Respondents

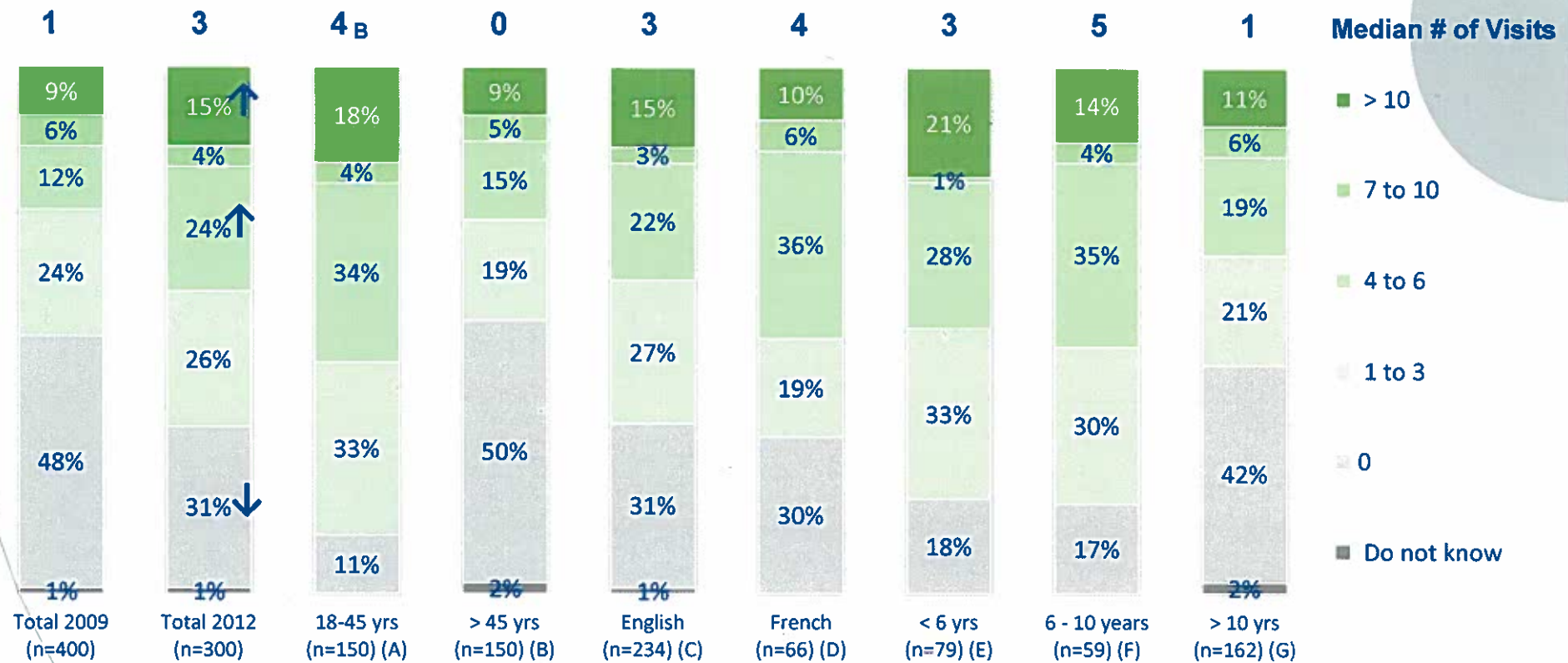
Q8:

I will now read list of various methods that citizens might use for the purpose of communicating with the City of Westmount. Please rate each of these tools using a scale from 1 to 10, where "1" means very poor at communicating, and "10" means excellent for communicating with Westmount residents. How about...

Official City Website and E-Westmount

Frequency of Visits to Official City Website In Past 12 Months

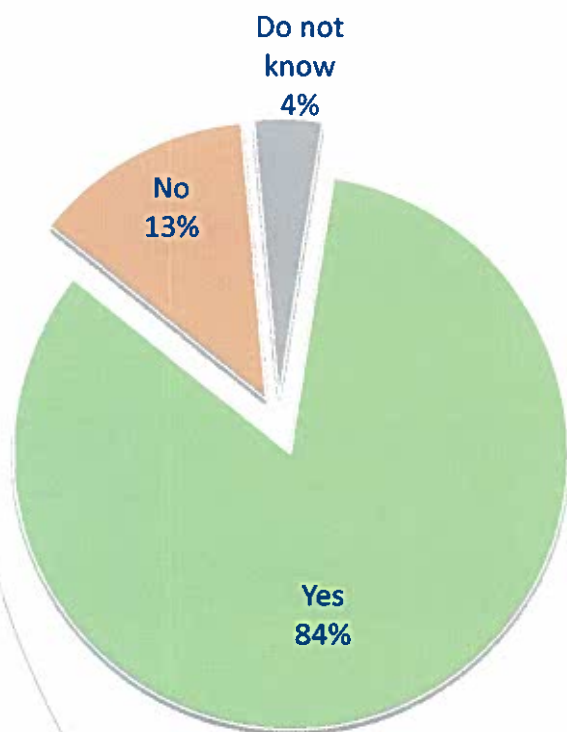
Both the incidence and frequency of visiting the official City website have increased since 2009, with more than 2-in-3 residents – more so amongst younger residents - having done so within the preceding 12 months.



Base: All Respondents
Q19: During the past 12 months, how many times have you visited Westmount's official website?

Succeeded In Finding Desired Information In Last Visit to Official City Website

The large majority succeeded in finding what they were looking for on the official City website.



	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 - 10 yrs	> 10 yrs
	(n=209)	(n=206)	A (n=133)	B (n=72)	C (n=159)	D (n=47)	E (n=65)	F (n=49)	G (n=92)
Yes	82%	84%	86%	80%	84%	83%	82%	87%	83%

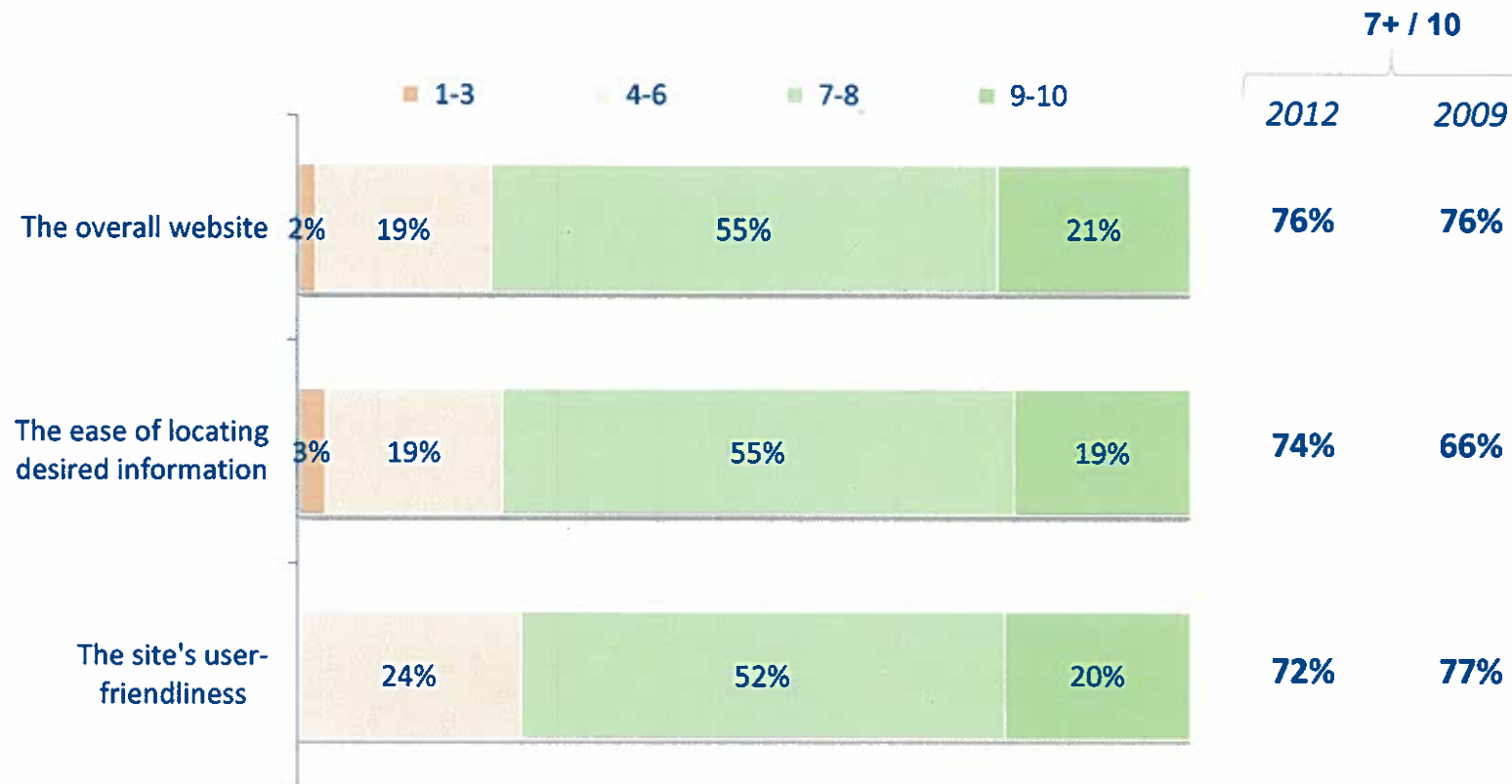
Base:
Q20:

Respondents who have visited the Westmount official website at least once during the past 12 months (n=206)
During your last visit to Westmount's official website, were you able to find the information you had been seeking?



Evaluation Of Official City Website

Impressions of the official City website are largely consistent with 2009, and trend toward the positive on all parameters.



Base:
Q21:

Respondents who have visited the Westmount official website at least once during the past 12 months
Using a scale from 1 to 10, with "1" being the lowest score and "10" being the highest, please rate the following aspects of Westmount's official website.

Evaluation Of Official City Website

Impressions of the official City website are largely consistent with 2009, and trend toward the positive on all parameters.

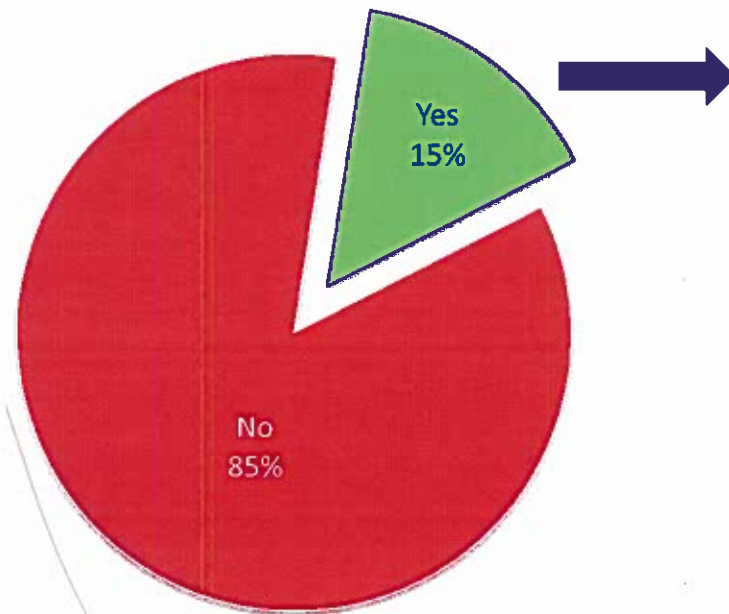
	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 to 10 yrs	> 10 yrs
	(n=209)	(n=206)	A (n=133)	B (n=72)	C (n=159)	D (n=47)	E (n=65)	F (n=49)	G (n=92)
Topbox Scores (7+/10)									
The overall website	76%	76%	74%	78%	75%	78%	69%	81%	77%
The ease of locating desired information	66%	74%	76%	70%	72%	81%	74%	67%	78%
The site's user-friendliness	77%	72%	71%	74%	74%	65%	67%	62%	81%

Base:
Q21:

Respondents who have visited the Westmount official website at least once during the past 12 months
Using a scale from 1 to 10, with "1" being the lowest score and "10" being the highest, please rate the following aspects of Westmount's official website.

Subscribed To E-Westmount

While only a minority of residents are today subscribed to E-Westmount, the proportion of those who *are* subscribed has tripled since 2009 and is consistent across age, language and length of residency in Westmount.



>>> e-westmount

	Total 2009	Total 2012	18-45 yrs	> 45 yrs	English	French	< 6 yrs	6 - 10 yrs	> 10 yrs
	(n=400)	(n=300)	A (n=150)	B (n=150)	C (n=234)	D (n=66)	E (n=79)	F (n=59)	G (n=162)
Yes	5%	15% [↑]	15%	14%	14%	16%	13%	18%	15%

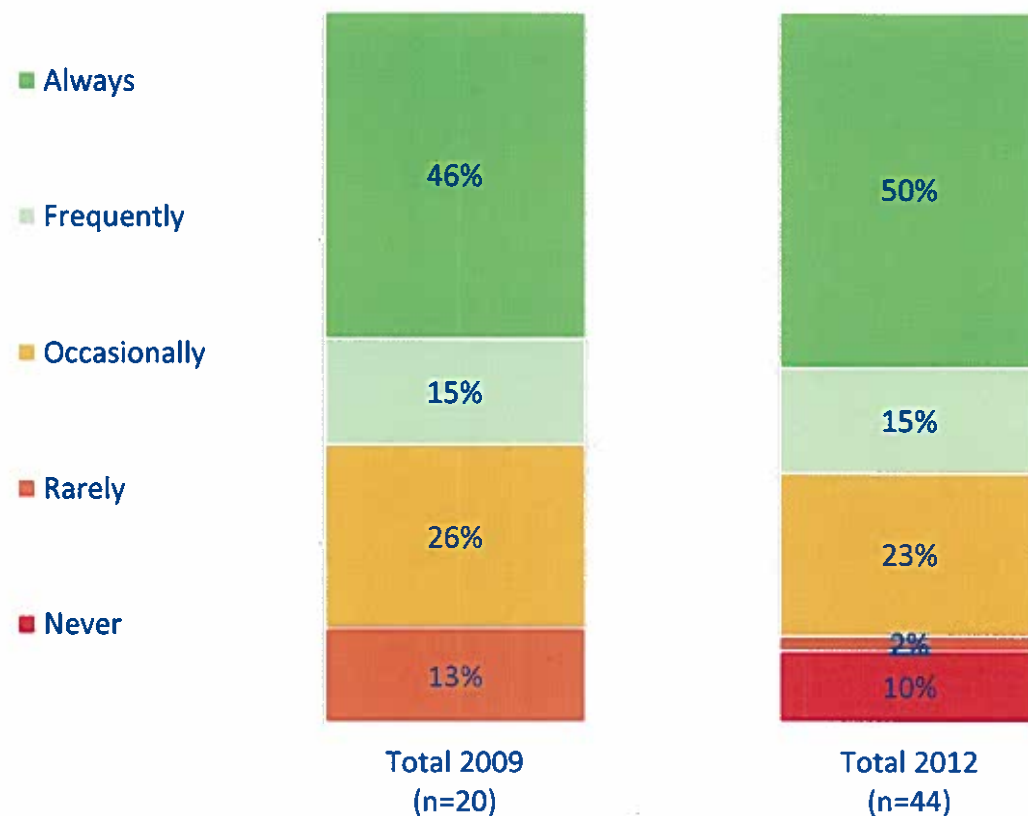
Base:
Q22:

All Respondents
Are you subscribed to e-Westmount, the City of Westmount's electronic newsletter?



Frequency Of Reading E-Westmount

The majority of E-Westmount subscribers (2-in-3) read it at least frequently, if not always. Only 1-in-10 read it rarely or never.



Base:
Q23:

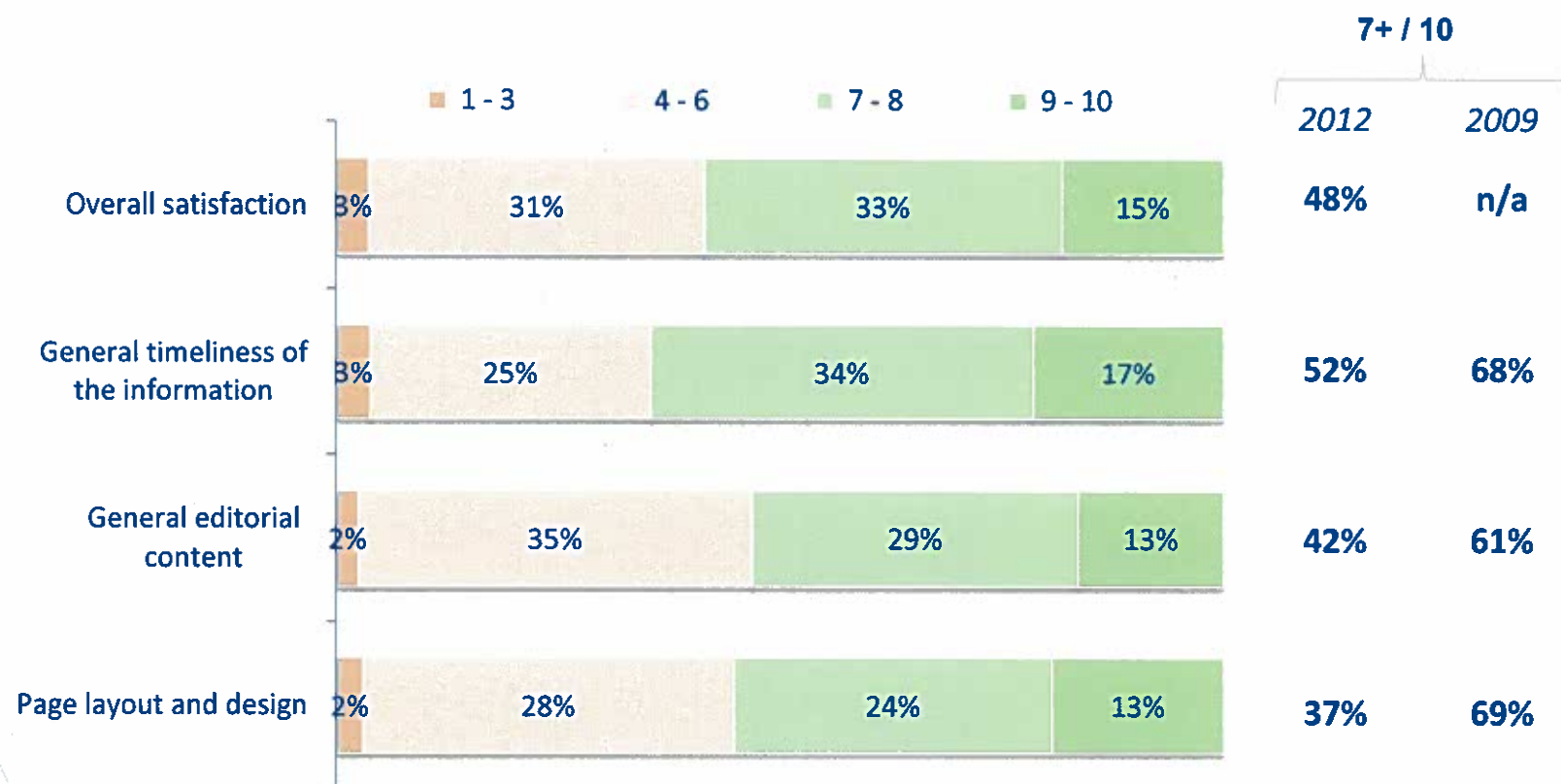
Respondents who are subscribed to e-Westmount (n=44) CAUTION: SMALL BASE IN BOTH 2009 AND 2012.

How often do you read e-Westmount, the City of Westmount's electronic newsletter? Do you always read it, frequently read it, occasionally read it, rarely read it, or never read it?



Evaluation Of E-Westmount

Satisfaction with E-Westmount has lost ground compared to 2009.



Base:
Q24:


Respondents who are subscribed to e-Westmount (n=44). CAUTION: SMALL BASE IN BOTH 2009 AND 2012.

Using a scale from 1 to 10, with "1" being the lowest score and "10" being the highest, please rate e-Westmount, the City of Westmount's electronic newsletter, on the following criteria.

Appendices

Methodology
Respondent Profile

Methodology

- This study was conducted by means of a telephone survey with a sample size of 300 respondents from Westmount.
- To be eligible for the survey, respondents were required to be at least 18 years of age.
- Data collection took place over the period December 10th 2012 and January 2nd 2013.
- Average survey duration: 16 minutes.
- To view the questionnaire, please double click this icon:  Questionnaire
- Data were processed using the software QUANTUM, which provided the tables and statistical analyses required for the writing of the research report.
- Differences among sample subgroups are highlighted throughout this report. First a chi-squared test (for non-metric variables) or ANOVA test (for metric variables) is used to check whether there is a statistically significant relationship between two variables in the population. If one is identified, a test of proportions enables us to identify the statistically significant modalities. The confidence level is 95%.



Respondent Profile

	Total 2012
Age	
18-24 years	12%
25-34 years	11%
35-44 years	27%
45-54 years	8%
55-64 years	13%
65 and over	28%
Gender	
Male	44%
Female	56%
Education	
High school or less	8%
College	9%
University (undergraduate)	29%
University (graduate)	55%
Occupation	
Full-time work (more than 30 hours per week)	48%
Part-time work (30 or less per week)	8%
Unemployed or seeking employment	2%
Retired	26%
At home full time	3%
Student	12%

	Total 2012
Primary Language	
English	67%
French	22%
Other	11%
# years Westmount resident (average)	16.5
# of people in household (average)	2.8
# of children <less than 18 (average)	1.0
Household Income	
Less than \$60,000	11%
\$60,000 to \$79,999	13%
\$80,000 to \$99,999	12%
\$100,000 to \$149,999	14%
\$150,000 to \$200,000	9%
\$200,000 to \$299,999	6%
\$300,000 and over	12%
DK/Refusal	21%
Property	
Owned	57%
Rented	43%