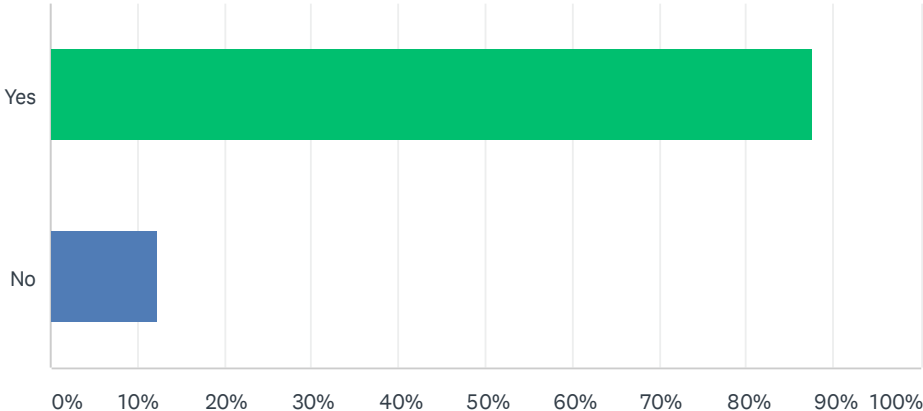


Q1 Are you a resident of the City of Boca Raton?

Answered: 2,522 Skipped: 0



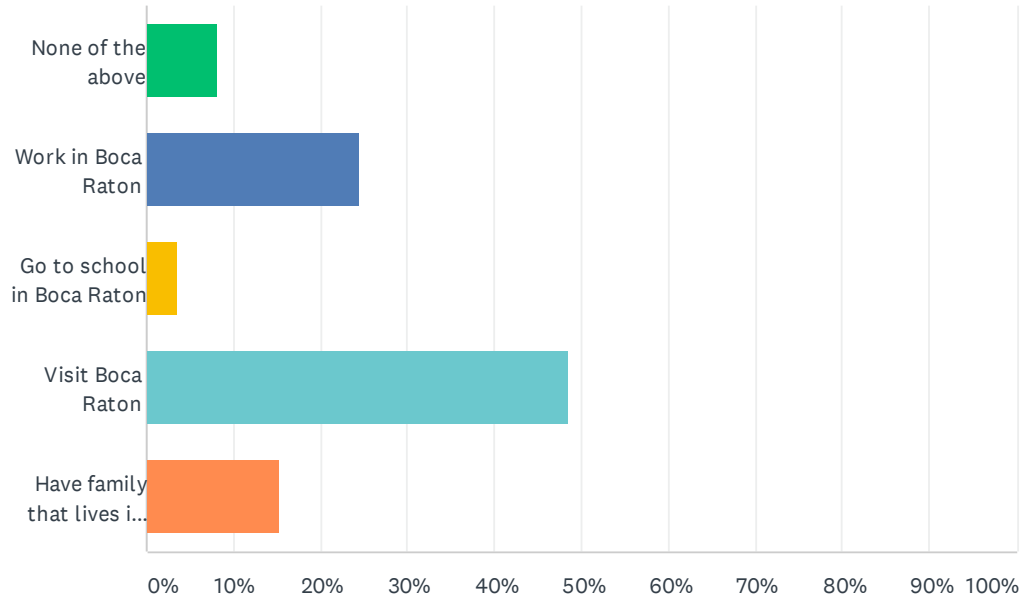
ANSWER CHOICES	RESPONSES	
Yes	87.63%	2,210
No	12.37%	312
TOTAL		2,522

Q2 In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 33432)

Answered: 2,176 Skipped: 346

Q3 If not, do you

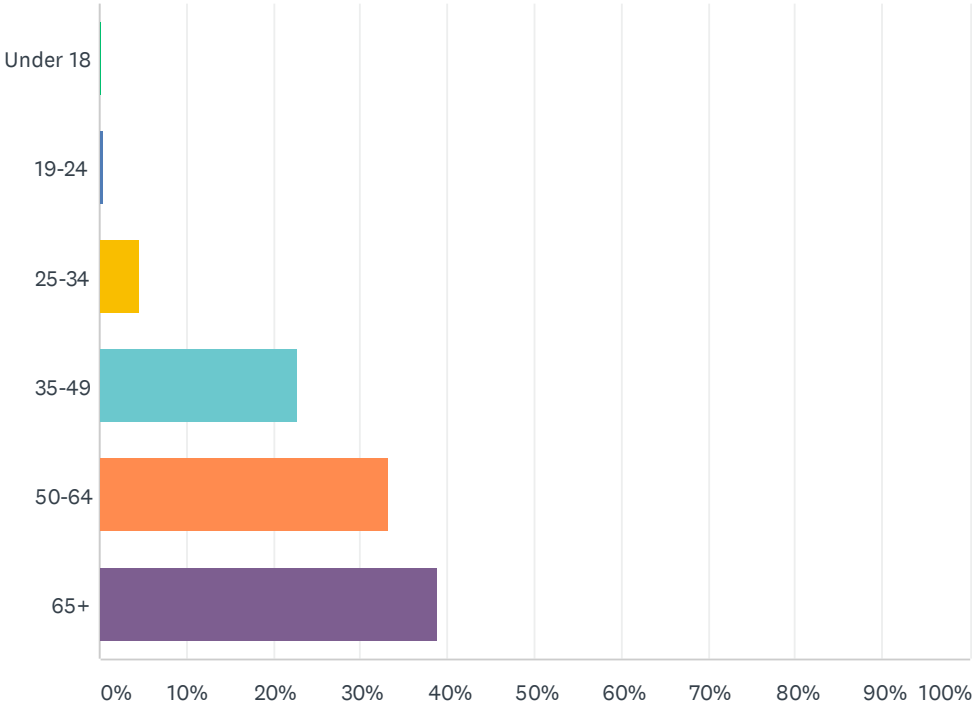
Answered: 303 Skipped: 2,219



ANSWER CHOICES	RESPONSES	
None of the above	8.25%	25
Work in Boca Raton	24.42%	74
Go to school in Boca Raton	3.63%	11
Visit Boca Raton	48.51%	147
Have family that lives in Boca Raton	15.18%	46
TOTAL		303

Q4 What is your age?

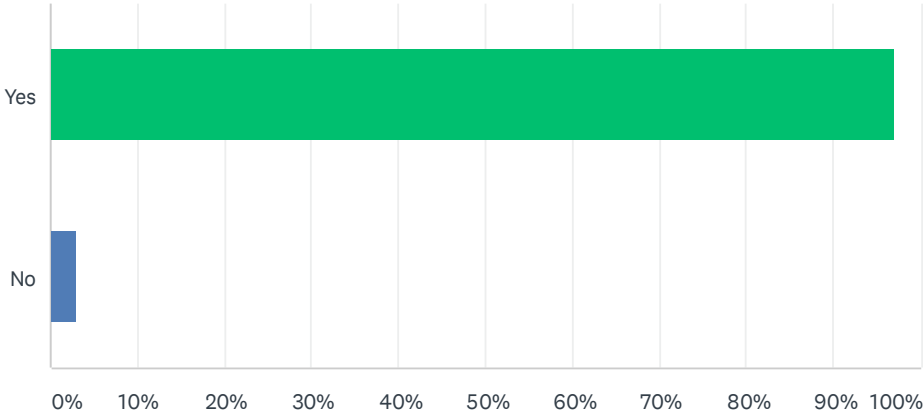
Answered: 2,440 Skipped: 82



ANSWER CHOICES	RESPONSES
Under 18	0.12% 3
19-24	0.33% 8
25-34	4.63% 113
35-49	22.87% 558
50-64	33.24% 811
65+	38.81% 947
TOTAL	2,440

Q5 Do you have a smartphone?

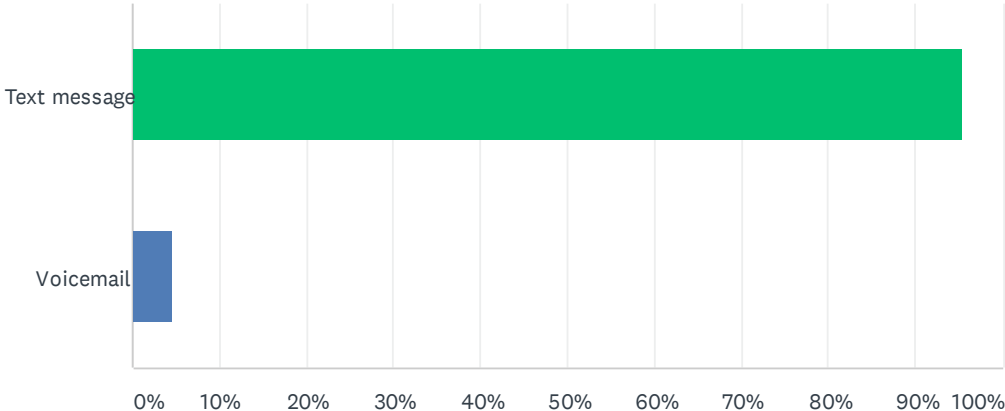
Answered: 2,440 Skipped: 82



ANSWER CHOICES	RESPONSES	
Yes	97.13%	2,370
No	2.87%	70
TOTAL		2,440

Q6 If yes, do you prefer

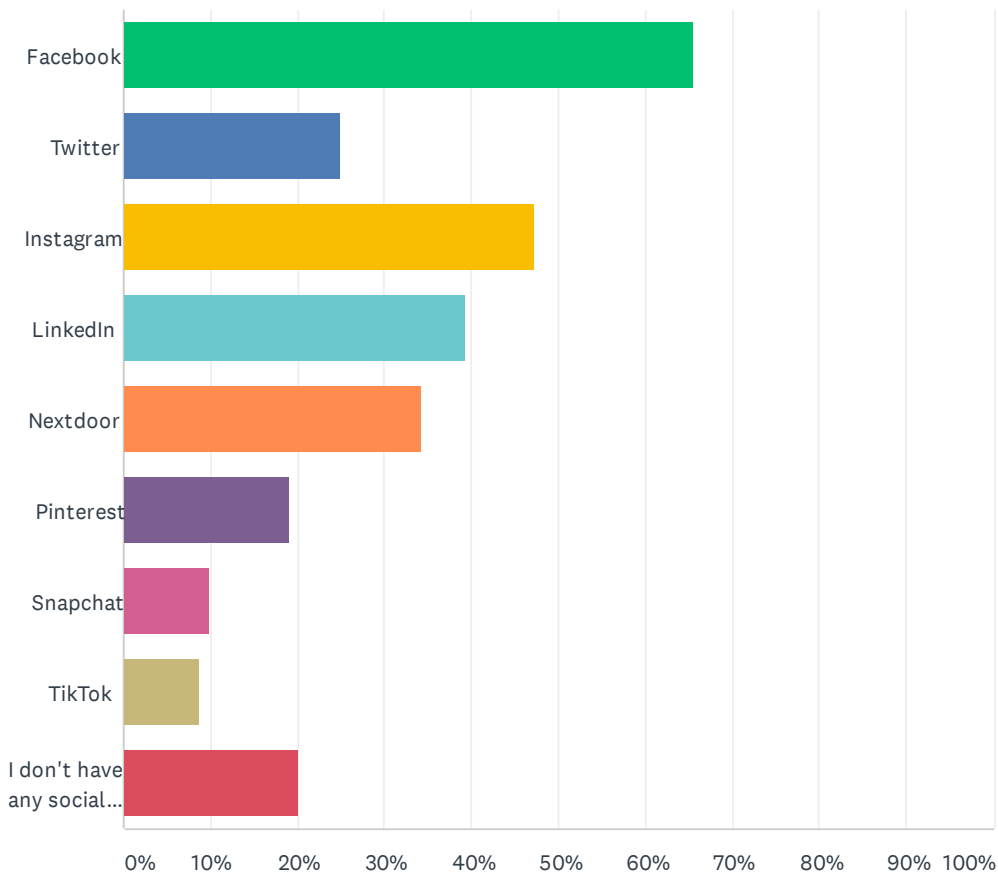
Answered: 2,328 Skipped: 194



ANSWER CHOICES	RESPONSES	
Text message	95.40%	2,221
Voicemail	4.60%	107
TOTAL		2,328

Q7 Do you have a social media account? (Check all that apply)

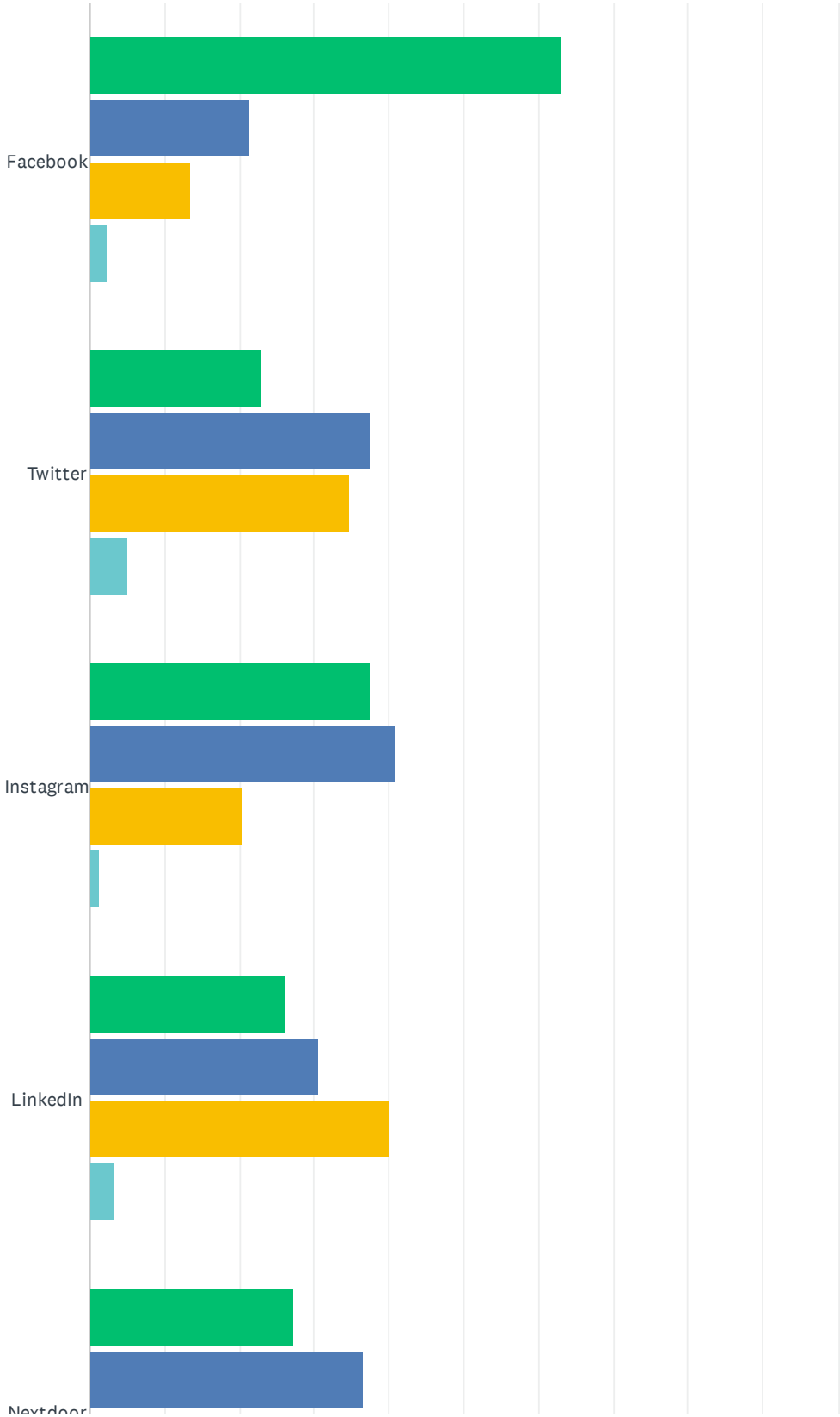
Answered: 2,380 Skipped: 142



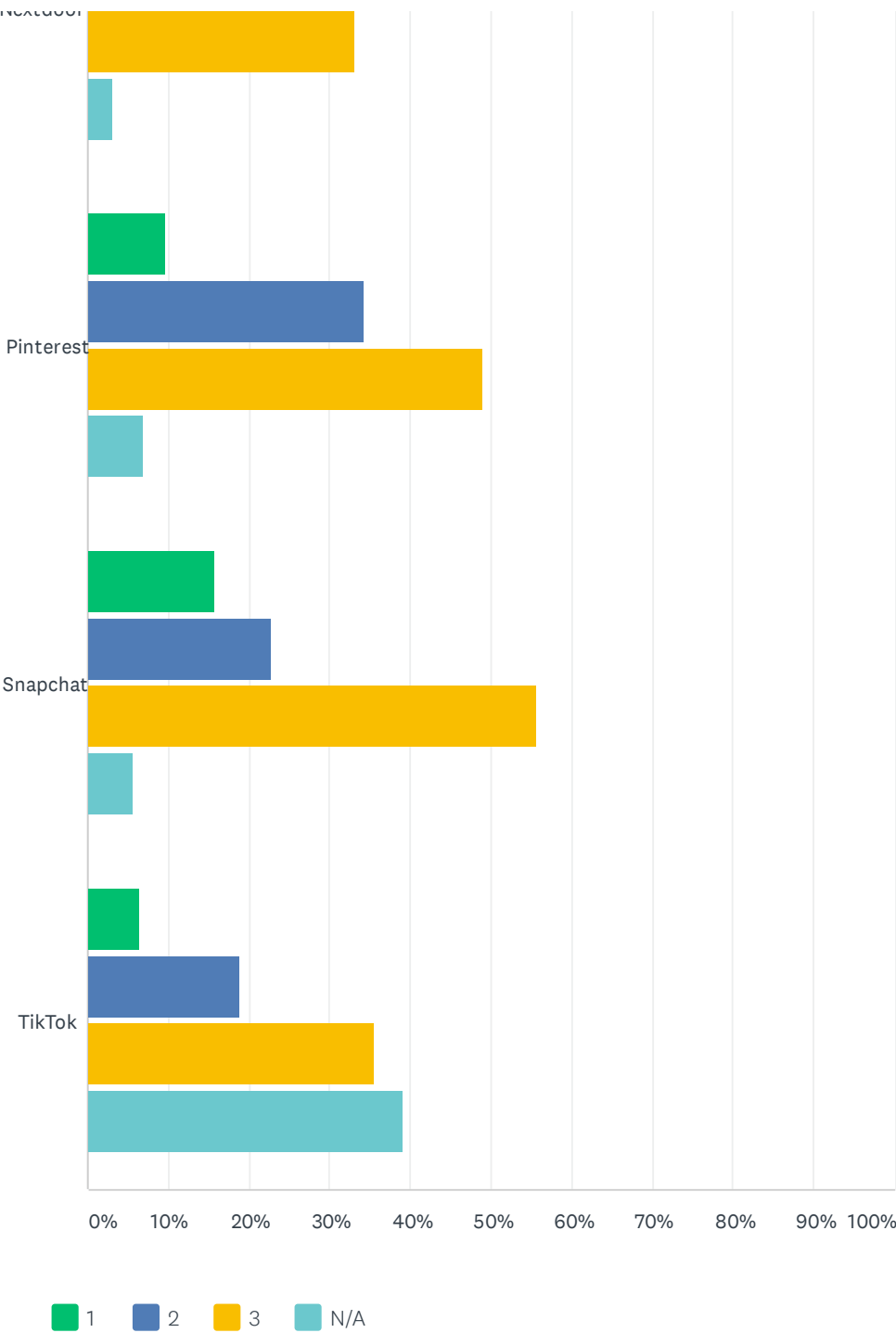
ANSWER CHOICES	RESPONSES	
Facebook	65.46%	1,558
Twitter	24.96%	594
Instagram	47.27%	1,125
LinkedIn	39.24%	934
Nextdoor	34.29%	816
Pinterest	19.08%	454
Snapchat	9.83%	234
TikTok	8.70%	207
I don't have any social media accounts	20.13%	479
Total Respondents: 2,380		

Q8 Please rank your TOP THREE social media platforms in order of preference, 1 being your most preferred platform.

Answered: 1,830 Skipped: 692



City of Boca Raton - 2021 Communications Survey

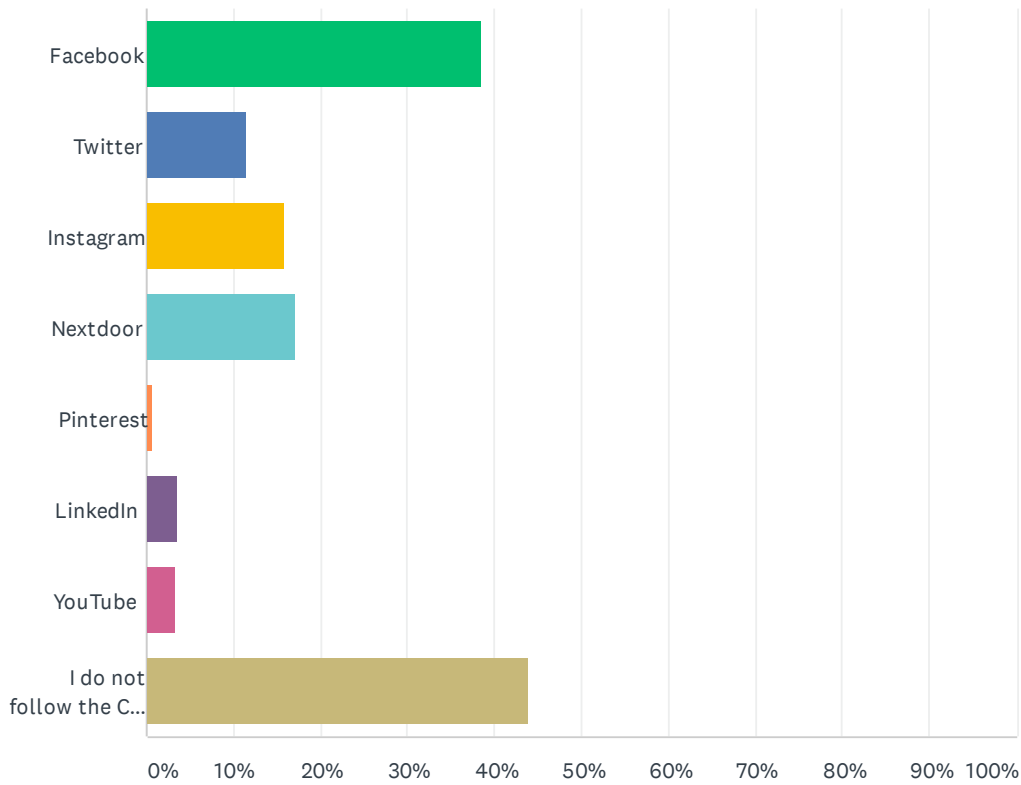


City of Boca Raton - 2021 Communications Survey

	1	2	3	N/A	TOTAL	WEIGHTED AVERAGE
Facebook	62.93% 905	21.28% 306	13.49% 194	2.29% 33	1,438	1.49
Twitter	22.91% 107	37.47% 175	34.69% 162	4.93% 23	467	2.12
Instagram	37.41% 373	40.72% 406	20.56% 205	1.30% 13	997	1.83
LinkedIn	26.22% 161	30.46% 187	39.90% 245	3.42% 21	614	2.14
Nextdoor	27.20% 161	36.66% 217	33.11% 196	3.04% 18	592	2.06
Pinterest	9.68% 18	34.41% 64	48.92% 91	6.99% 13	186	2.42
Snapchat	15.71% 11	22.86% 16	55.71% 39	5.71% 4	70	2.42
TikTok	6.52% 9	18.84% 26	35.51% 49	39.13% 54	138	2.48

Q9 Which of the City's social media accounts do you follow? (Select all that apply)

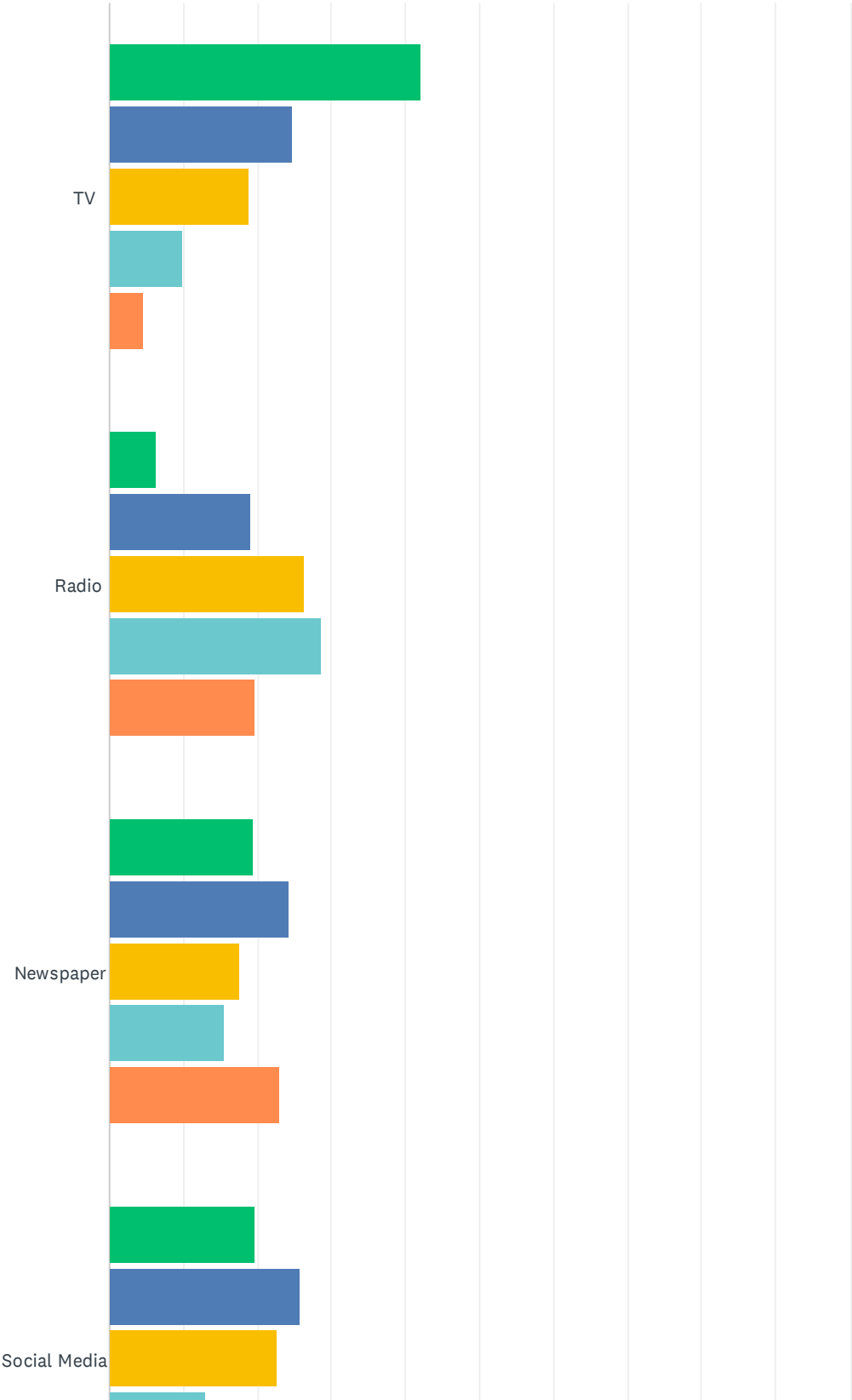
Answered: 1,813 Skipped: 709



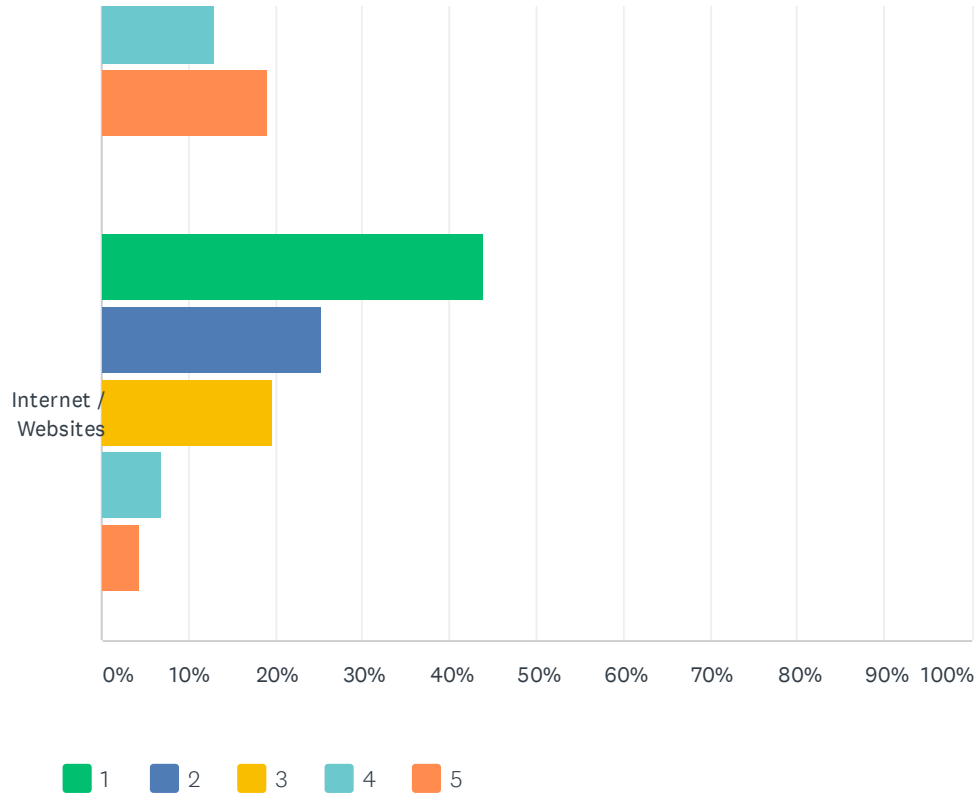
ANSWER CHOICES	RESPONSES	
Facebook	38.44%	697
Twitter	11.53%	209
Instagram	15.89%	288
Nextdoor	17.10%	310
Pinterest	0.66%	12
LinkedIn	3.64%	66
YouTube	3.36%	61
I do not follow the City on any social media accounts	43.91%	796
Total Respondents: 1,813		

Q10 How do you CURRENTLY get your news? Please rank in order of preference, 1 being your most preferred.

Answered: 2,262 Skipped: 260



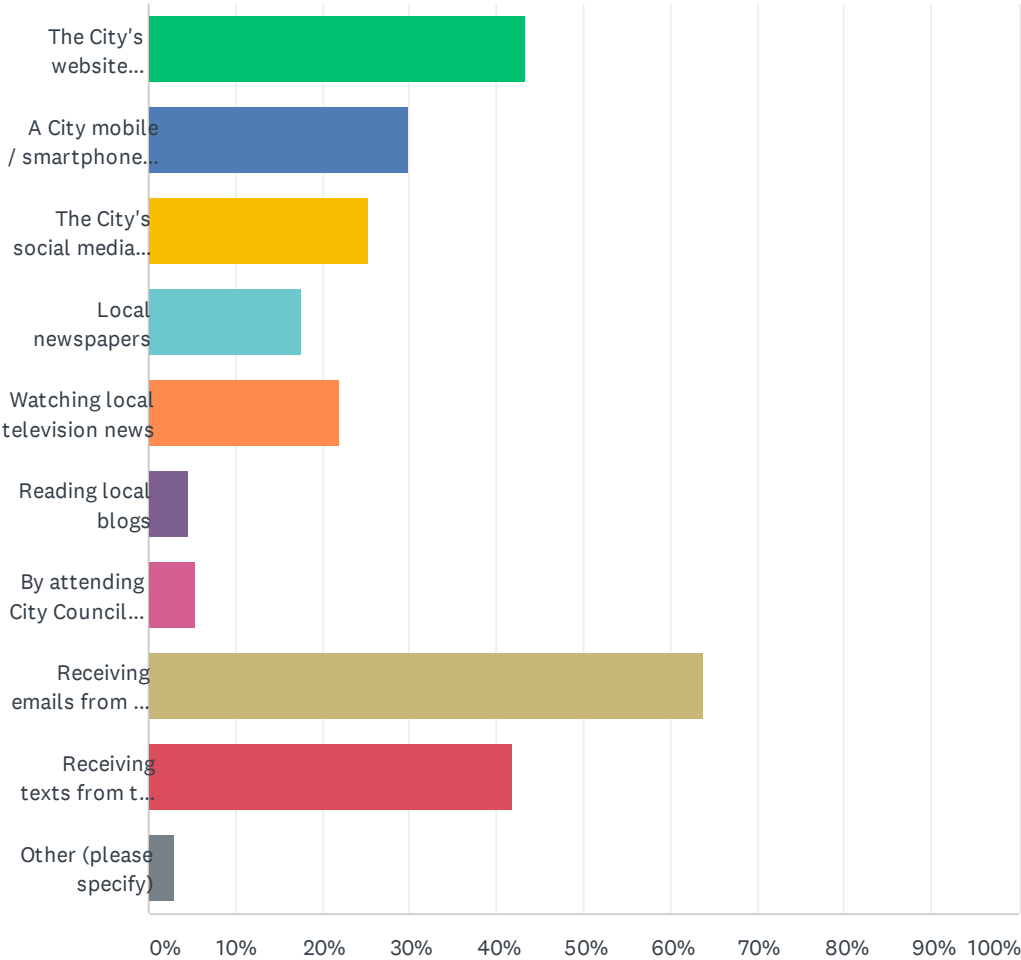
City of Boca Raton - 2021 Communications Survey



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
TV	41.97% 721	24.68% 424	18.92% 325	9.84% 169	4.60% 79	1,718	2.10
Radio	6.20% 68	19.07% 209	26.46% 290	28.65% 314	19.62% 215	1,096	3.36
Newspaper	19.55% 246	24.24% 305	17.65% 222	15.50% 195	23.05% 290	1,258	2.98
Social Media	19.69% 263	25.67% 343	22.68% 303	13.02% 174	18.94% 253	1,336	2.86
Internet / Websites	43.87% 852	25.23% 490	19.57% 380	7.00% 136	4.33% 84	1,942	2.03

Q11 How would you PREFER to receive news and information pertaining to the City of Boca Raton? (Check all that apply)

Answered: 2,221 Skipped: 301

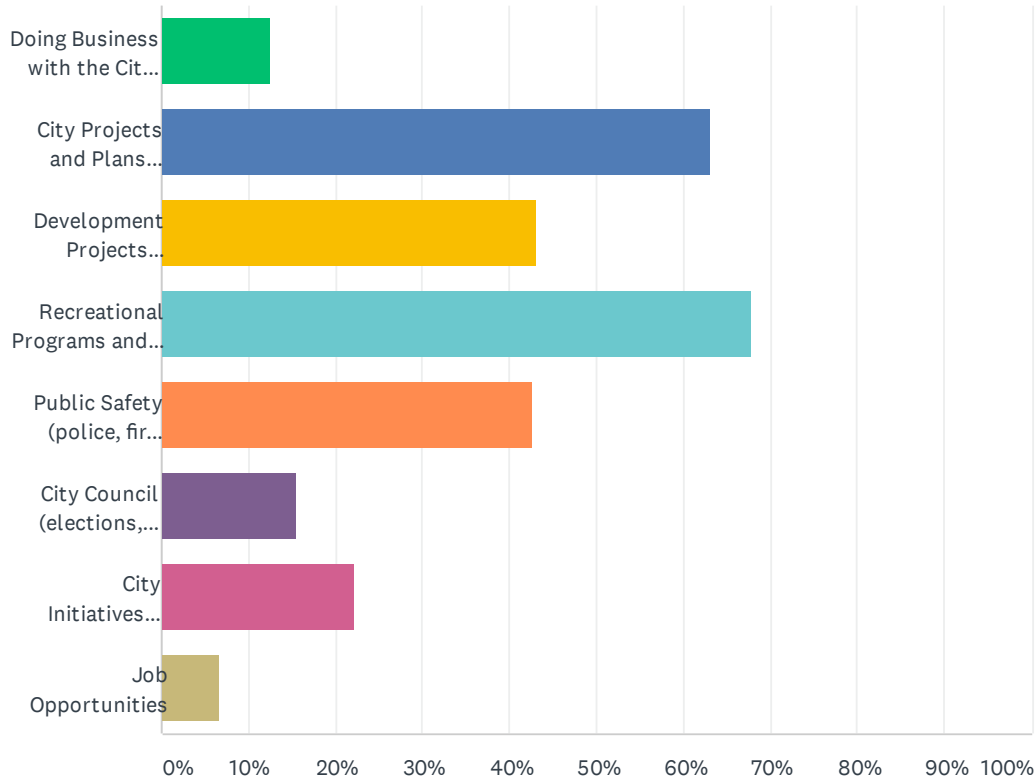


City of Boca Raton - 2021 Communications Survey

ANSWER CHOICES	RESPONSES	
The City's website www.myboca.us	43.22%	960
A City mobile / smartphone app	29.99%	666
The City's social media accounts	25.26%	561
Local newspapers	17.47%	388
Watching local television news	21.88%	486
Reading local blogs	4.59%	102
By attending City Council Meetings (or watching online or on BocaTV)	5.40%	120
Receiving emails from the City	63.85%	1,418
Receiving texts from the City	41.83%	929
Other (please specify)	2.84%	63
Total Respondents: 2,221		

Q12 Which topics interest you most? (Select top 3)

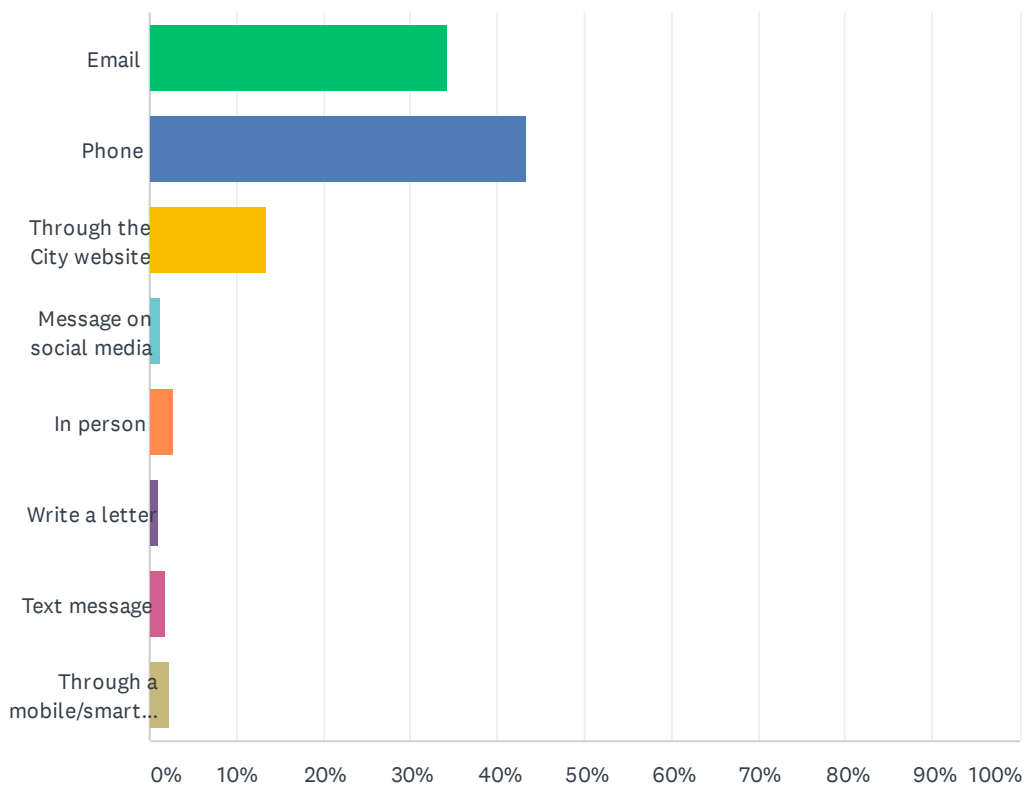
Answered: 2,165 Skipped: 357



ANSWER CHOICES	RESPONSES	
Doing Business with the City (Permits, code enforcement, billing, etc.)	12.52%	271
City Projects and Plans (roadwork, beach renourishment, waterfront master plan, etc.)	63.19%	1,368
Development Projects (planning & zoning, midtown, downtown)	43.00%	931
Recreational Programs and Events (classes, concerts, holiday events)	67.81%	1,468
Public Safety (police, fire, emergency management)	42.63%	923
City Council (elections, meetings, actions)	15.47%	335
City Initiatives (Sustainability, Innovation, Economic Development)	22.17%	480
Job Opportunities	6.70%	145
Total Respondents: 2,165		

Q13 If you have a question or concern directed to the City, how are you most likely to contact us?

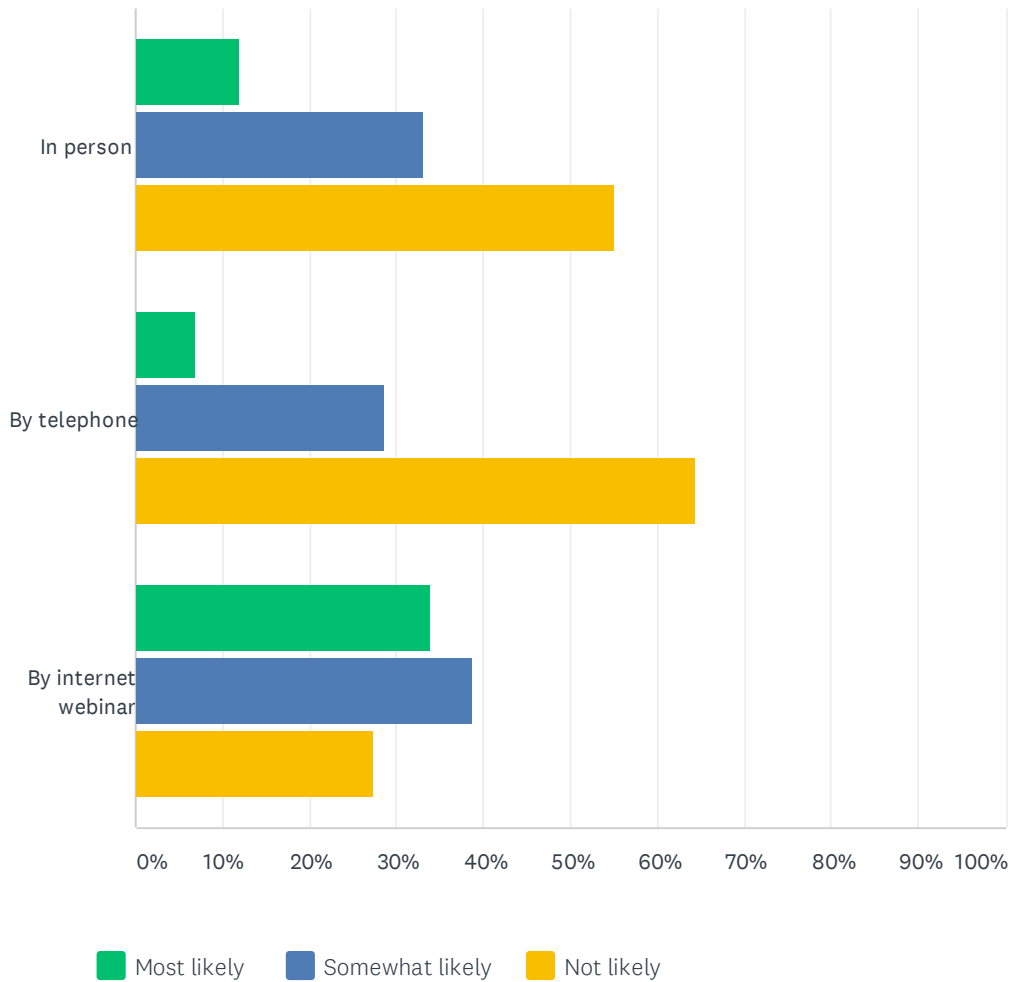
Answered: 2,158 Skipped: 364



ANSWER CHOICES	RESPONSES	
Email	34.29%	740
Phone	43.23%	933
Through the City website	13.35%	288
Message on social media	1.16%	25
In person	2.64%	57
Write a letter	1.11%	24
Text message	1.95%	42
Through a mobile/smartphone app	2.27%	49
TOTAL		2,158

Q14 How likely are you to attend a public outreach meeting about a city project or program?

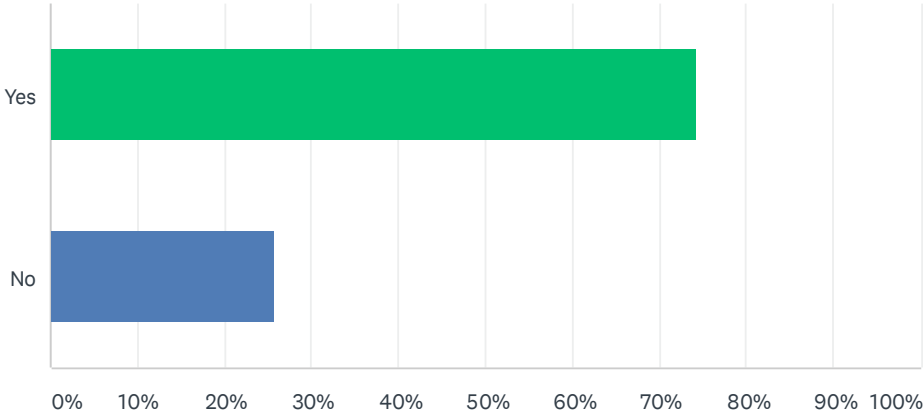
Answered: 2,147 Skipped: 375



	MOST LIKELY	SOMEWHAT LIKELY	NOT LIKELY	TOTAL	WEIGHTED AVERAGE
In person	11.90% 244	33.15% 680	54.95% 1,127	2,051	2.43
By telephone	6.99% 130	28.59% 532	64.43% 1,199	1,861	2.57
By internet webinar	33.85% 678	38.64% 774	27.51% 551	2,003	1.94

Q15 Do you feel the City of Boca Raton is currently doing a good job communicating with the public overall?

Answered: 2,139 Skipped: 383



ANSWER CHOICES	RESPONSES	
Yes	74.19%	1,587
No	25.81%	552
TOTAL		2,139

Q16 What do you think the City does well in their communication efforts?

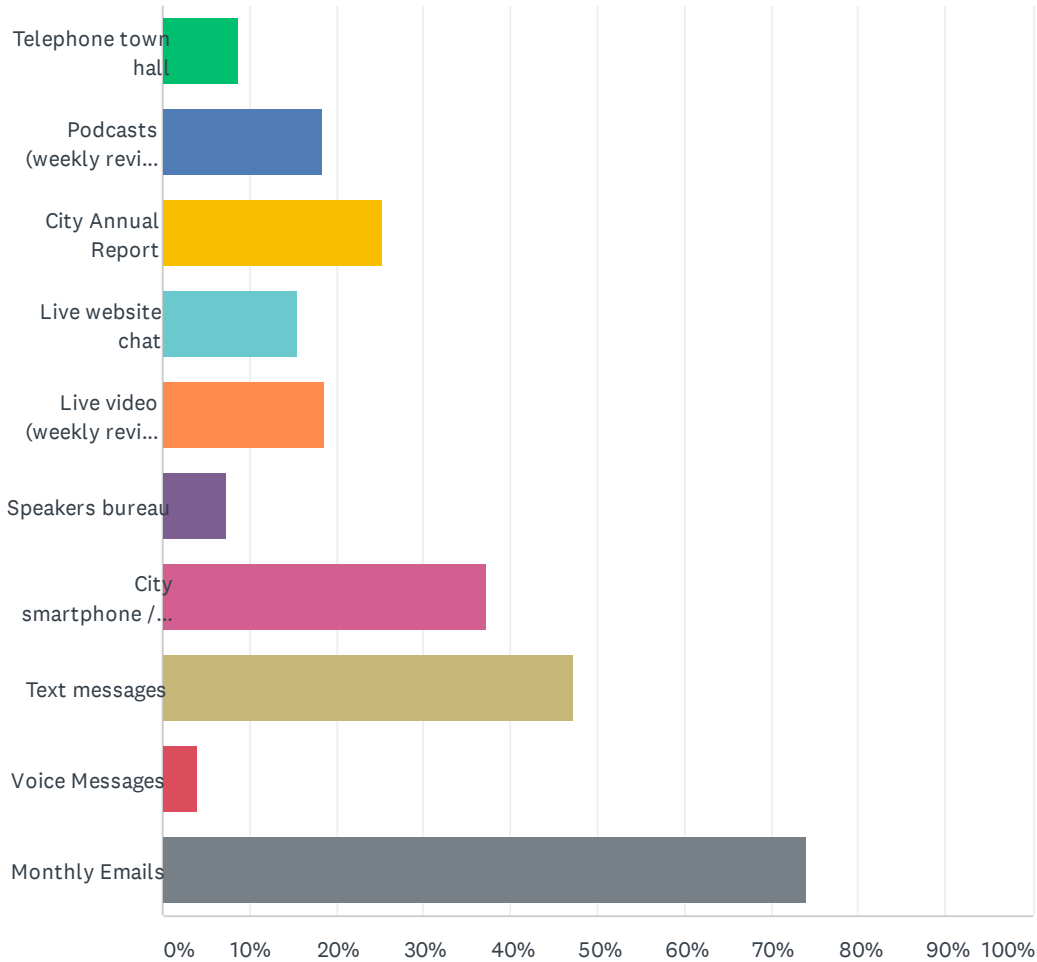
Answered: 1,856 Skipped: 666

Q17 How do you think the City can improve their communications?

Answered: 1,856 Skipped: 666

Q18 I would be interested in the following (Check all that apply)

Answered: 1,840 Skipped: 682



ANSWER CHOICES	RESPONSES	
Telephone town hall	8.75%	161
Podcasts (weekly review, topic-based)	18.37%	338
City Annual Report	25.22%	464
Live website chat	15.43%	284
Live video (weekly review, topic-based)	18.59%	342
Speakers bureau	7.23%	133
City smartphone / mobile app	37.28%	686
Text messages	47.28%	870
Voice Messages	4.08%	75
Monthly Emails	74.02%	1,362
Total Respondents: 1,840		