

NEW DATE



Annapolis Royal

Nova Scotia



QUESTION

COUNCIL ENGAGEMENT SESSION



ANSWER

**Discussing:
Communication Survey, live streaming
and any other topics**

**Monday, March 23, 2026
at the Port Royal Legion #21
from 4:30 pm to 6:30 pm**

All are welcome

Light refreshments are available

Communication Survey

Why a survey?

To assist Council with the development of a Communications Policy

Sample Size

- Town population: 530, based on most recent census
- Respondents to Communications survey: **67 or 12.64%**

Note: *A sample size of **100 or 18.9%** would have been required to provide a confidence level of 95% and a margin of error of 5%.*

1. How well informed are you about Town news, programs, decisions

	%	Respondents
Very well informed	16.7%	11
Generally informed	32.9	21
Somewhat informed	42.4	28
Rarely informed	9.1	6
Total		65

2. Which communication channels do you use?

	%	Respondents
Town newsletters	84.8%	56
Town website	45.5	30
Facebook	45.5	30
Inserts (water/tax bills)	25.8	17
Public meetings	21.2	14
Sign boards	16.7	11
Total		66

3. How effective are these?

	Score	Respondents
Town newsletters	5.43	56
Town website	4.15	30
Facebook	3.77	30
Inserts (water/tax bills)	3.15	17
Public meetings	2.95	14
Sign boards	1.94	11
Total		67

4. What information do you want more often

63 responses

Council decisions	68.3%	43 responses
Infrastructure projects	61.9	39
Public Works notices	58.7	37
Heritage & Tourism	58.7	37
Community Events	55.6	35
Opportunities for public input	47.6	30
Recreation Programs	38.1	24
Emergency notifications	49.2	31
Budget & financial updates	33.3	21

5. How accessible are Town communications?

	%	Respondents
Very accessible	34.9	23
Mostly accessible	39.4	26
Somewhat accessible	22.7	15
Not very accessible	3	2
Total		61

6. Do you require communications in alternate formats (61 respondents)

	%	Respondents
No alternative formats req'd	70.5	43
Mobile-friendly formats	9.8	6
Other formats	8.2	5
Large print	4.9	3
Plain language versions	4.9	3
Audio only	1.6	1

7. How easy is it to find things on the Town website?

	%	Respondents
Very easy	11	7
Easy	23.4	15
Somewhat easy	32.8	21
Difficult	25	16
Very difficult	7.8	5
Total		64

8. Have you attended a Town public meeting or engagement session in the last year?

	%	Respondents
Yes	34	34
No	31	31
Total		65

9. What prevented you from attending public meetings?

	%	Respondents
Prefer written updates	25	8
Timing of meetings	18.8	6
Other	18.8	6
In-person only format	15.6	5
Lack of interest	12.5	4
Lack of awareness	9.4	3
Total		67

10. Overall, how satisfied are you with Town communication efforts?

	%	Respondents
Very satisfied	18.8	12
Satisfied	34.4	22
Neutral	39	25
Dissatisfied	7.8	5
Total		64

11. How long have you lived in the Annapolis Royal area?

	%	Respondents
Less than 1 yr	6.3	4
1-5 yrs	23.4	15
6-10 yrs	17.2	11
11-20 yrs	21.9	14
More than 20yrs	28.1	18
Not applicable	3.1	2
Total		64

12. Who were the respondents?

	%	Respondents
Town resident	63.5	40
Resident of the County	25.4	16
Operate a business in Town	3.2	2
Property owner (non-resident)	3.2	2
Visitor or seasonal resident	4.8	3
Total		63

13, Age of respondents

18-24	0 %	0 responses
25-34	1	1
35-44	6.3	4
55-64	26.6	17
65-74	29.7	19
75+	1.6	15
Prefer not to say	1.6	1
Total		64

