

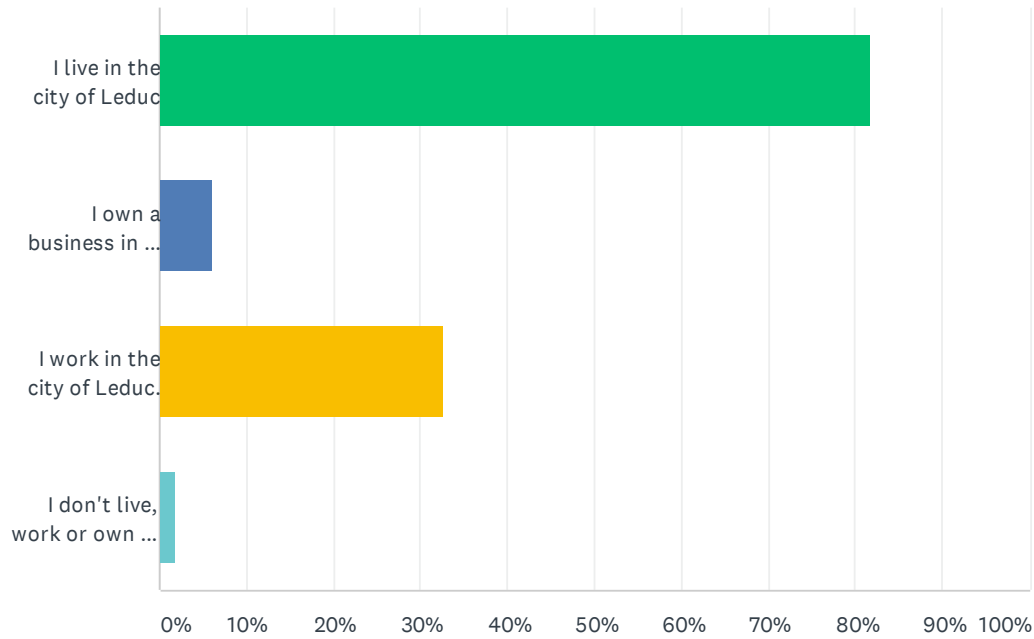
WHAT WE HEARD REPORT

MEDIA CONSUMPTION HABITS SURVEY



Q1 Please select all that apply.

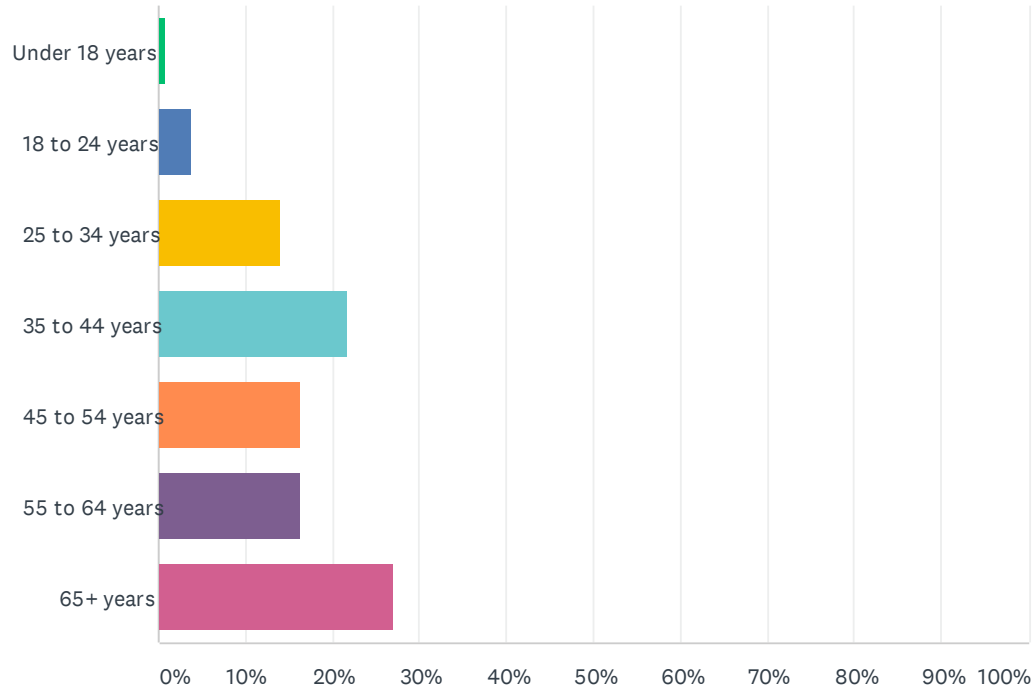
Answered: 215 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in the city of Leduc	81.86%	176
I own a business in the city of Leduc	6.05%	13
I work in the city of Leduc.	32.56%	70
I don't live, work or own a business in the city of Leduc.	1.86%	4
Total Respondents: 215		

Q2 How old are you?

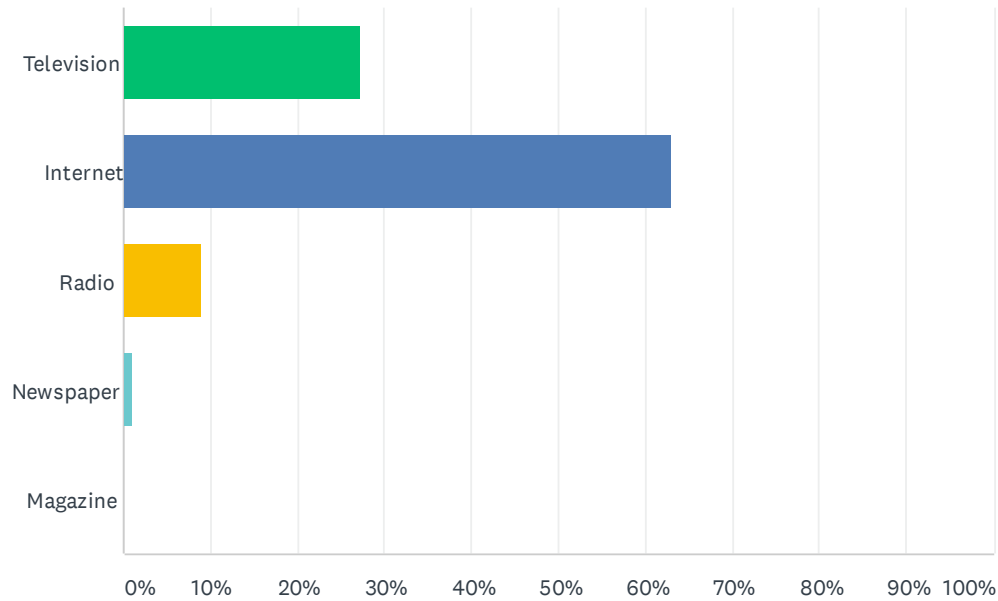
Answered: 215 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18 years	0.93%	2
18 to 24 years	3.72%	8
25 to 34 years	13.95%	30
35 to 44 years	21.86%	47
45 to 54 years	16.28%	35
55 to 64 years	16.28%	35
65+ years	26.98%	58
TOTAL		215

Q3 Which of the following do you consume the most of in your daily life?

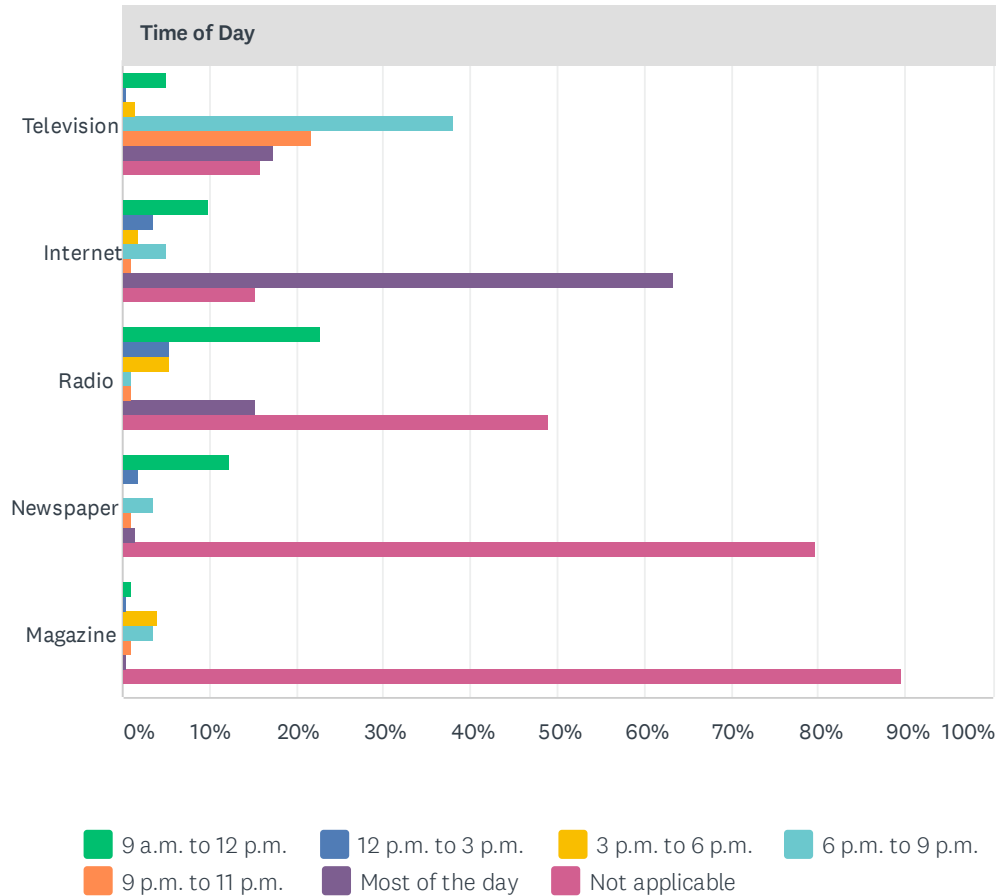
Answered: 202 Skipped: 13



ANSWER CHOICES	RESPONSES	
Television	27.23%	55
Internet	62.87%	127
Radio	8.91%	18
Newspaper	0.99%	2
Magazine	0.00%	0
TOTAL		202

Q4 What time of day do you typically use each of these media?

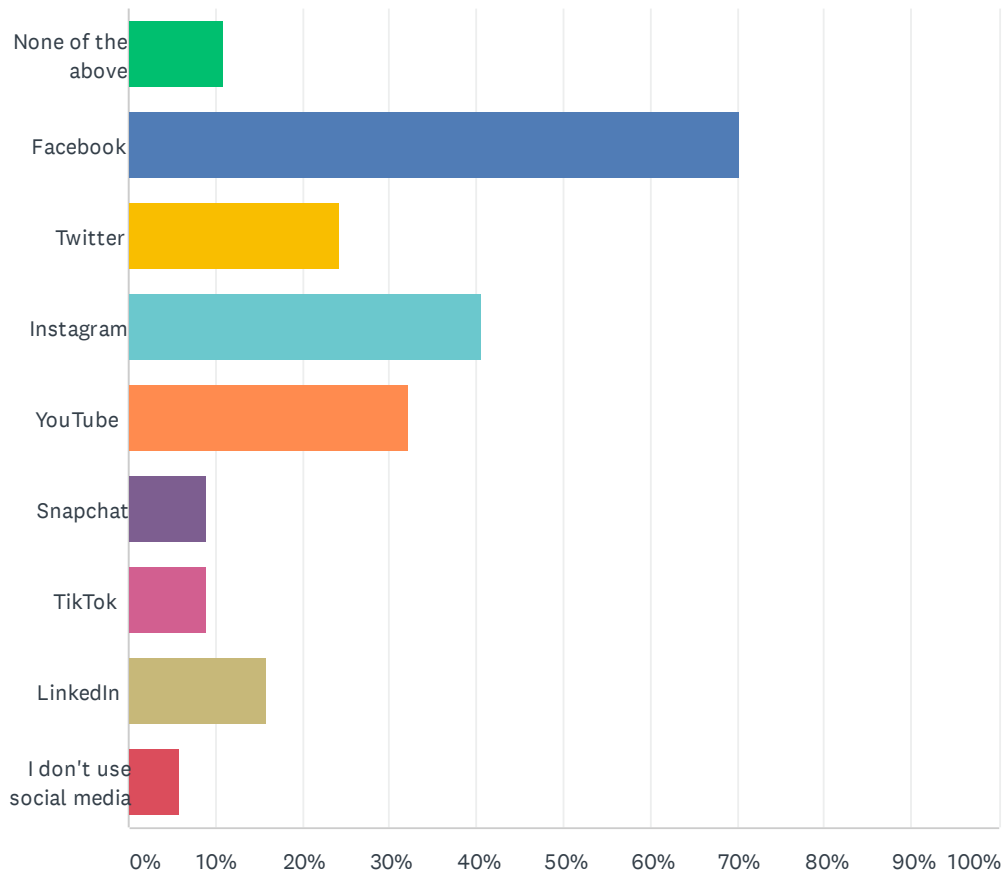
Answered: 202 Skipped: 13



Time of Day								
	9 A.M. TO 12 P.M.	12 P.M. TO 3 P.M.	3 P.M. TO 6 P.M.	6 P.M. TO 9 P.M.	9 P.M. TO 11 P.M.	MOST OF THE DAY	NOT APPLICABLE	TOTAL
Television	4.95% 10	0.50% 1	1.49% 3	38.12% 77	21.78% 44	17.33% 35	15.84% 32	202
Internet	9.90% 20	3.47% 7	1.98% 4	4.95% 10	0.99% 2	63.37% 128	15.35% 31	202
Radio	22.77% 46	5.45% 11	5.45% 11	0.99% 2	0.99% 2	15.35% 31	49.01% 99	202
Newspaper	12.38% 25	1.98% 4	0.00% 0	3.47% 7	0.99% 2	1.49% 3	79.70% 161	202
Magazine	0.99% 2	0.50% 1	3.96% 8	3.47% 7	0.99% 2	0.50% 1	89.60% 181	202

Q5 Please select the top three social networking platforms you use most often.

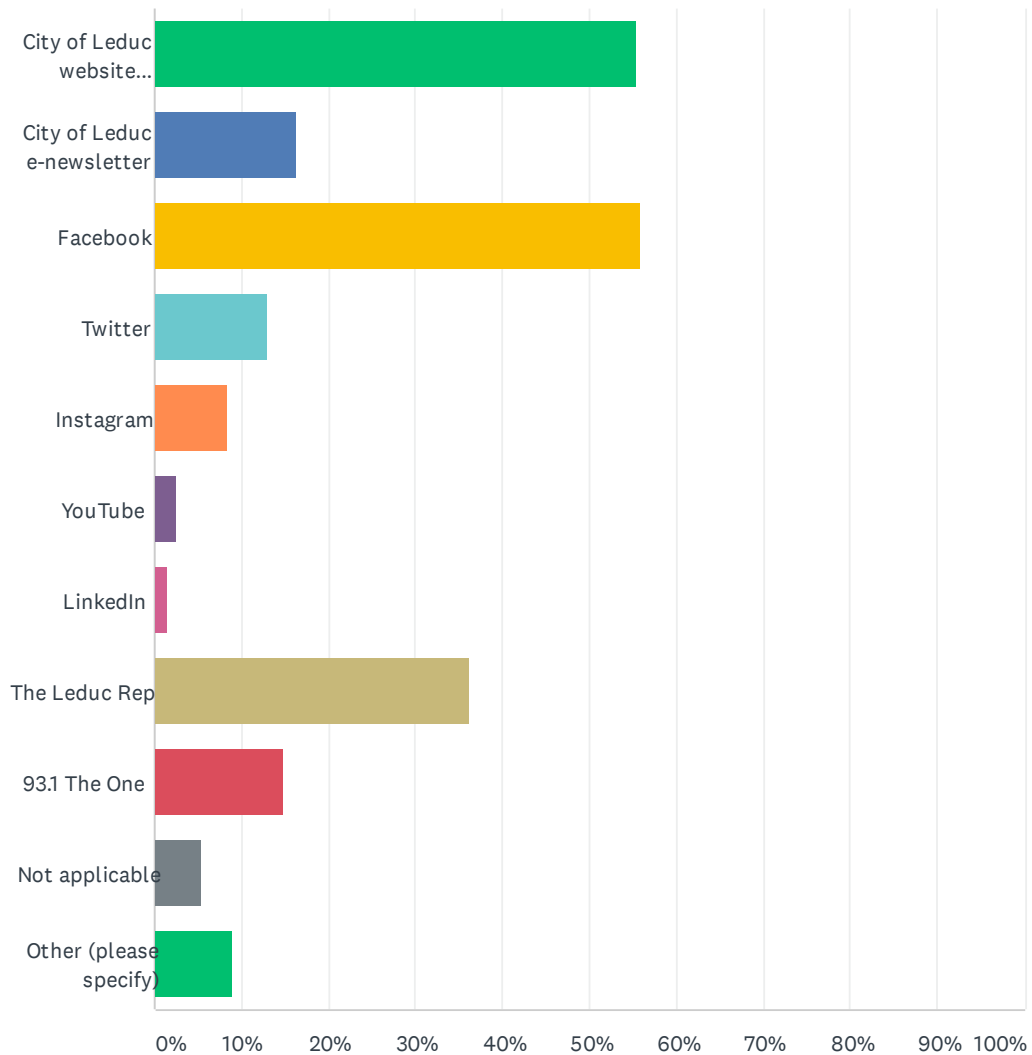
Answered: 202 Skipped: 13



ANSWER CHOICES	RESPONSES	
None of the above	10.89%	22
Facebook	70.30%	142
Twitter	24.26%	49
Instagram	40.59%	82
YouTube	32.18%	65
Snapchat	8.91%	18
TikTok	8.91%	18
LinkedIn	15.84%	32
I don't use social media	5.94%	12
Total Respondents: 202		

Q6 Which of the following channels do you use to get information from the city? Please select all that apply.

Answered: 202 Skipped: 13

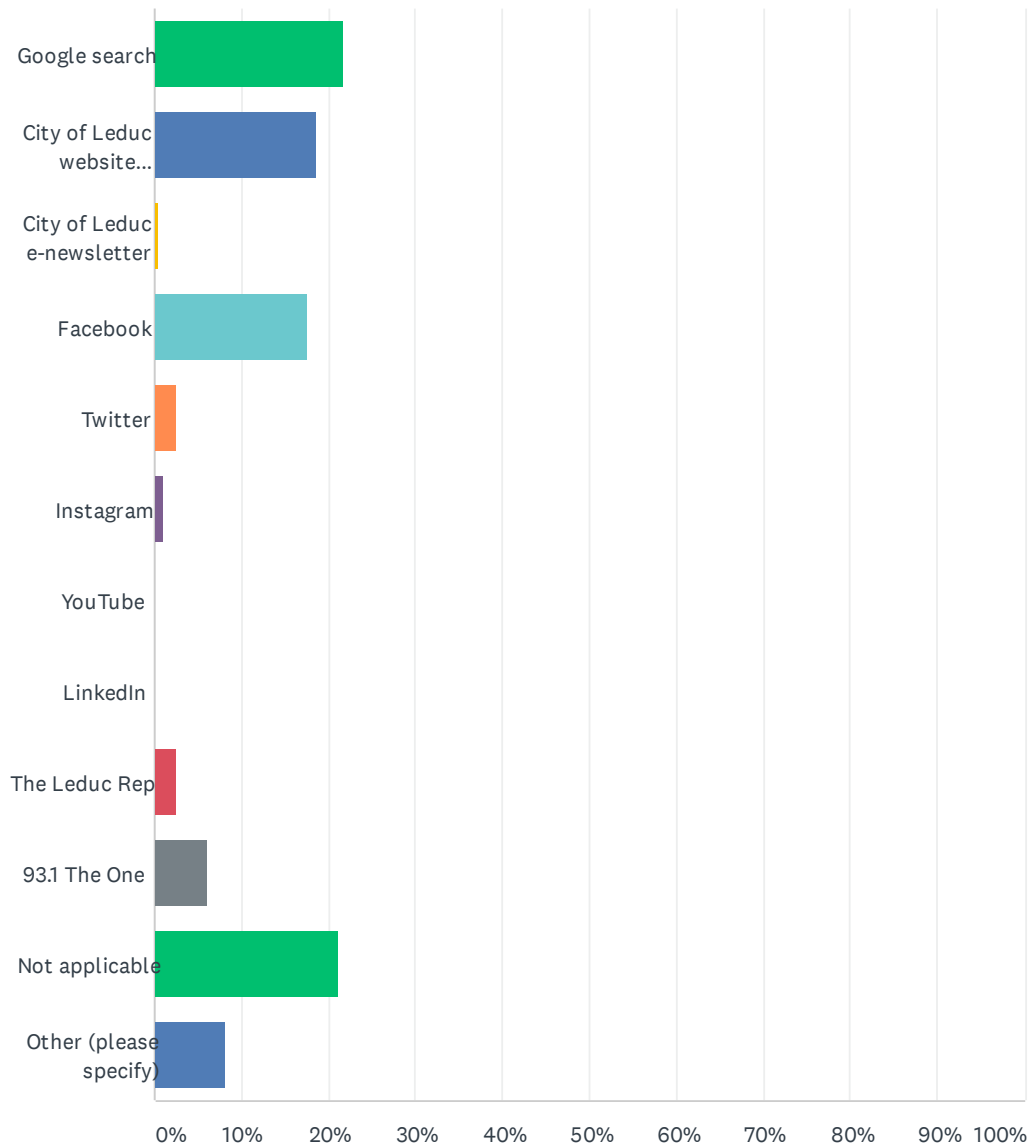


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
City of Leduc website (leduc.ca)	55.45%	112
City of Leduc e-newsletter	16.34%	33
Facebook	55.94%	113
Twitter	12.87%	26
Instagram	8.42%	17
YouTube	2.48%	5
LinkedIn	1.49%	3
The Leduc Rep	36.14%	73
93.1 The One	14.85%	30
Not applicable	5.45%	11
Other (please specify)	8.91%	18
Total Respondents: 202		

Q7 Where do you most often look for information to help you plan your day (i.e., construction updates, residential snow removal, Leduc Transit)?

Answered: 198 Skipped: 17

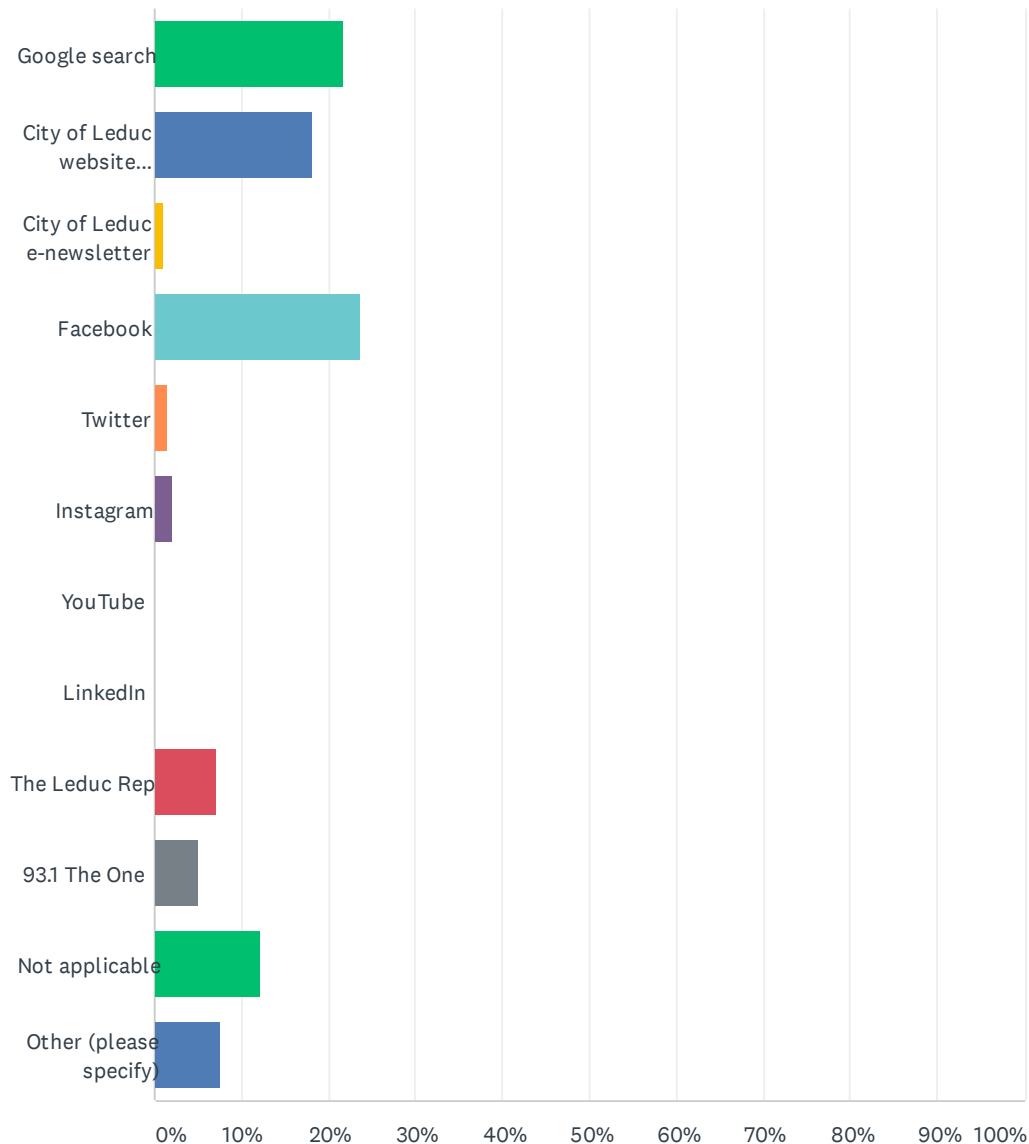


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	21.72%	43
City of Leduc website (Leduc.ca)	18.69%	37
City of Leduc e-newsletter	0.51%	1
Facebook	17.68%	35
Twitter	2.53%	5
Instagram	1.01%	2
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	2.53%	5
93.1 The One	6.06%	12
Not applicable	21.21%	42
Other (please specify)	8.08%	16
TOTAL		198

Q8 Where do you most often look for information to help you enjoy the community (i.e., recreational opportunities, local amenities, city events)?

Answered: 198 Skipped: 17

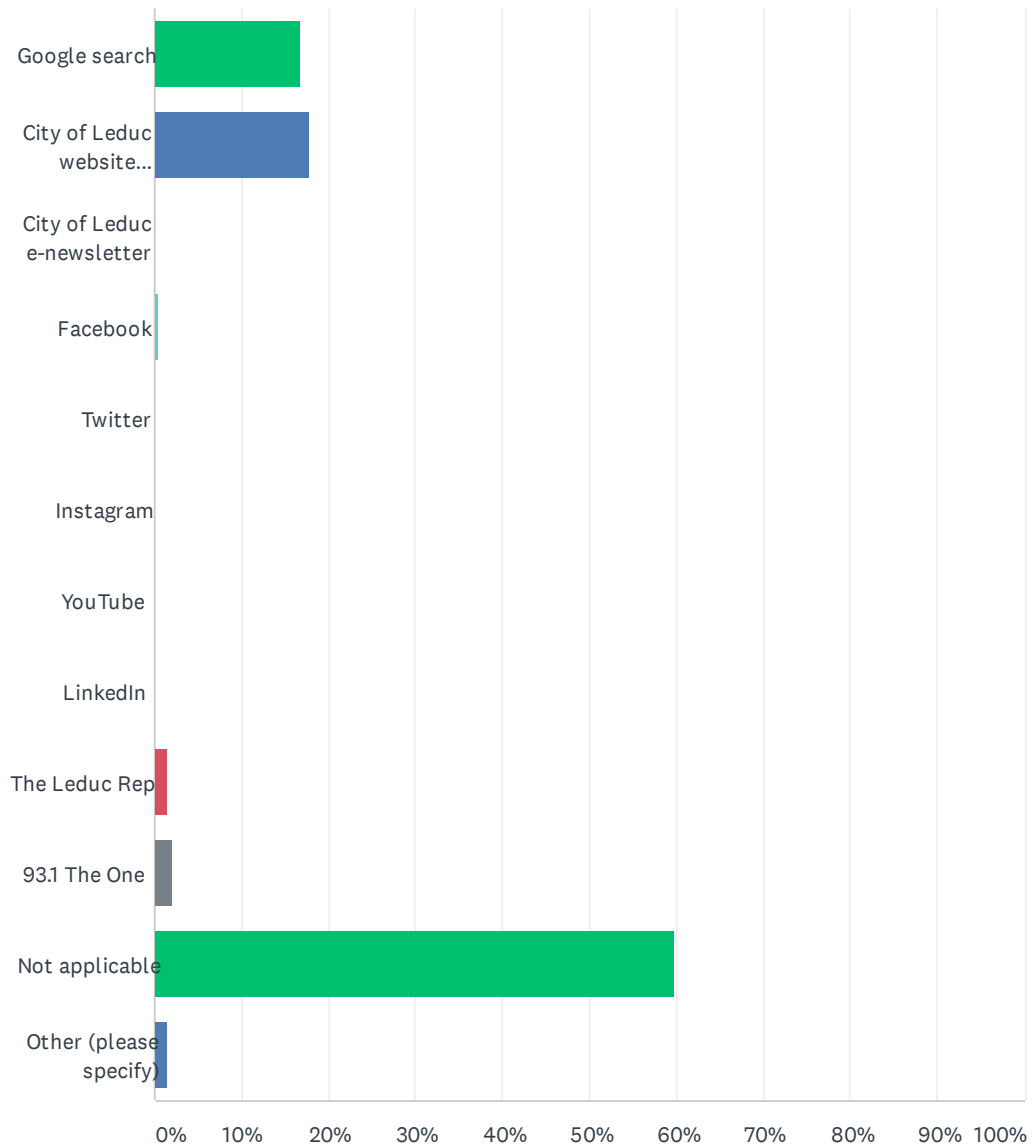


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	21.72%	43
City of Leduc website (Leduc.ca)	18.18%	36
City of Leduc e-newsletter	1.01%	2
Facebook	23.74%	47
Twitter	1.52%	3
Instagram	2.02%	4
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	7.07%	14
93.1 The One	5.05%	10
Not applicable	12.12%	24
Other (please specify)	7.58%	15
TOTAL		198

Q9 Where do you most often look for information to help you run a business (i.e., licensing, permits)?

Answered: 197 Skipped: 18

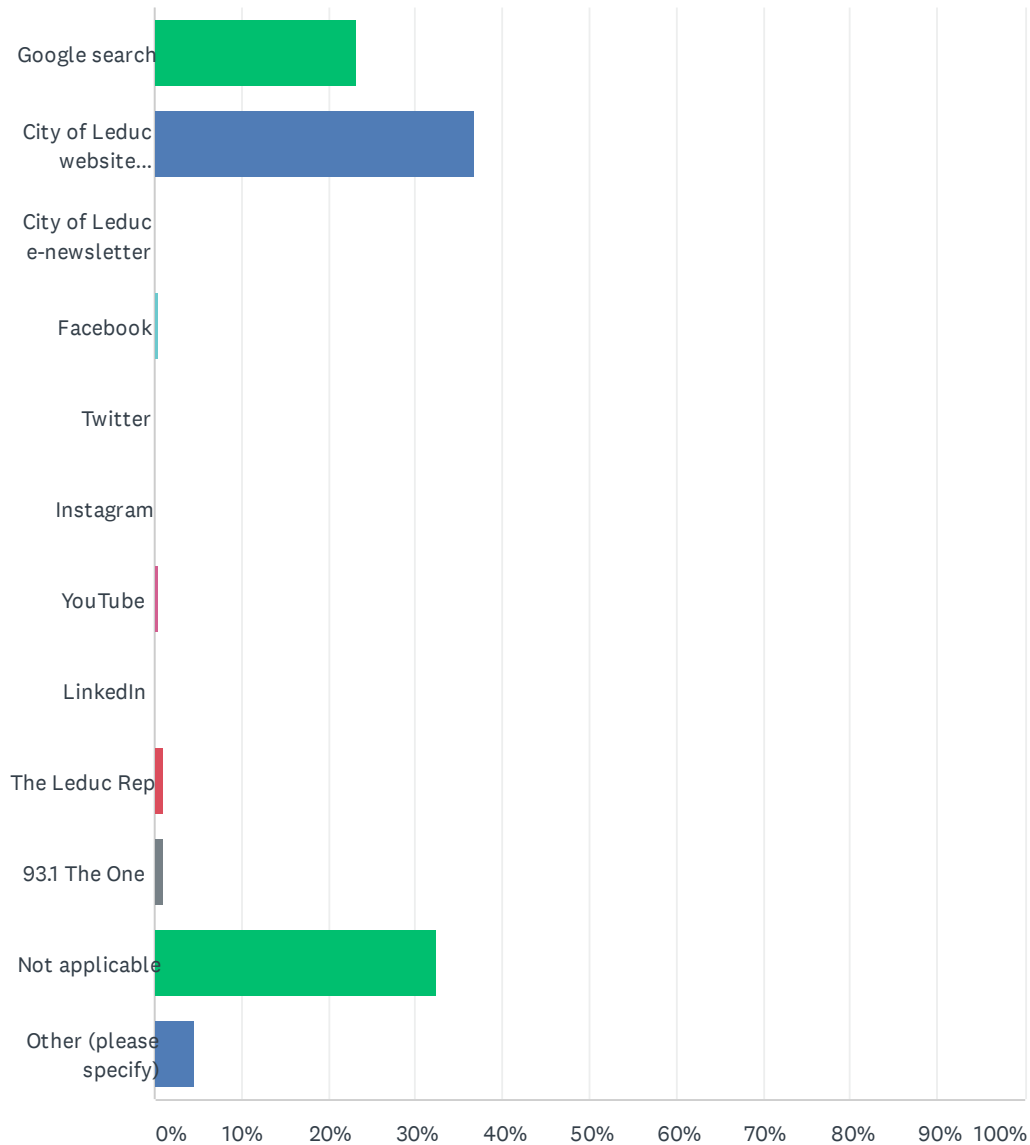


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	16.75%	33
City of Leduc website (Leduc.ca)	17.77%	35
City of Leduc e-newsletter	0.00%	0
Facebook	0.51%	1
Twitter	0.00%	0
Instagram	0.00%	0
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	1.52%	3
93.1 The One	2.03%	4
Not applicable	59.90%	118
Other (please specify)	1.52%	3
TOTAL		197

Q10 Where do you most often look for information to help you improve your property (i.e., permits for basements, deck or other home improvements)?

Answered: 198 Skipped: 17

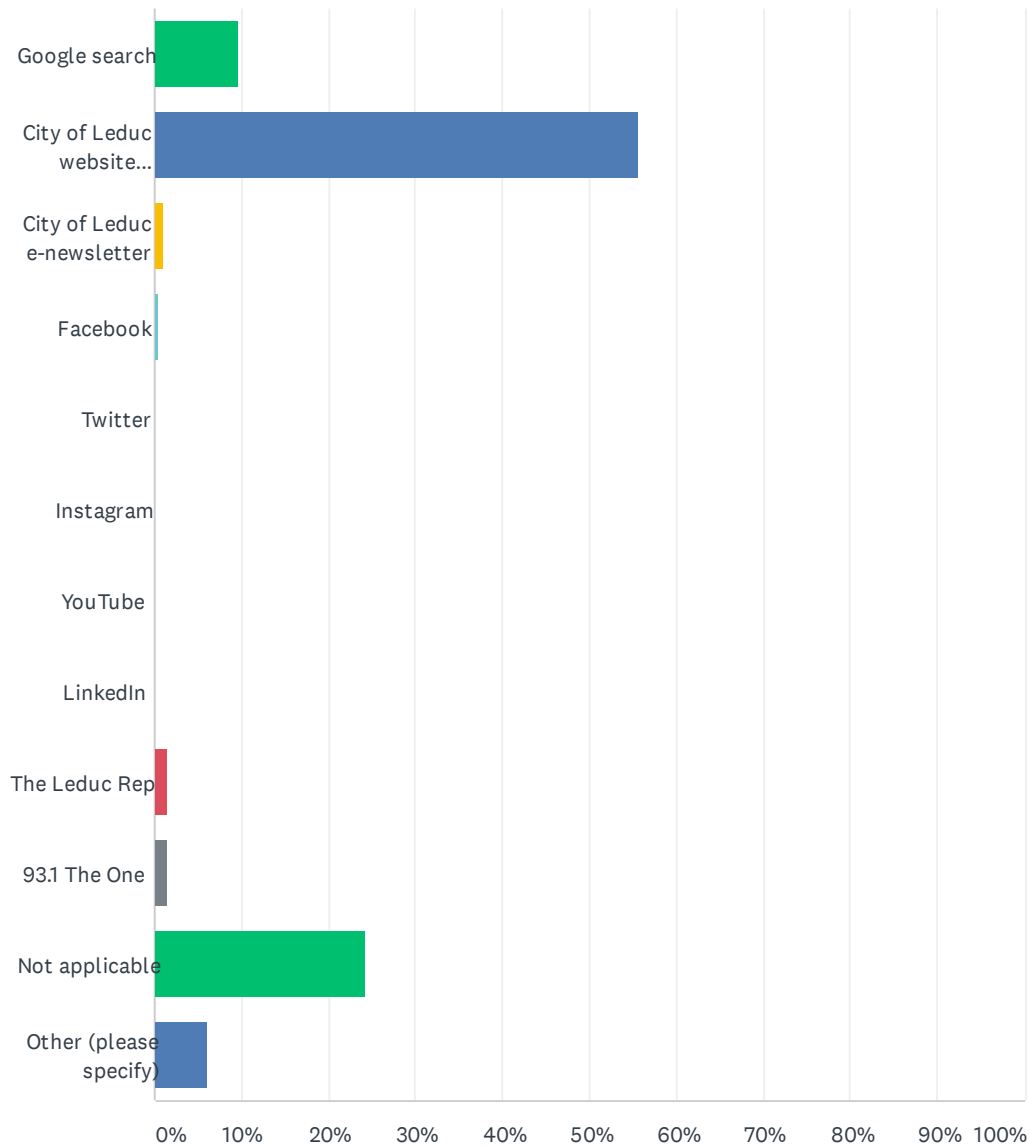


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	23.23%	46
City of Leduc website (Leduc.ca)	36.87%	73
City of Leduc e-newsletter	0.00%	0
Facebook	0.51%	1
Twitter	0.00%	0
Instagram	0.00%	0
YouTube	0.51%	1
LinkedIn	0.00%	0
The Leduc Rep	1.01%	2
93.1 The One	1.01%	2
Not applicable	32.32%	64
Other (please specify)	4.55%	9
TOTAL		198

Q11 Where do you most often look for information to find out about taxes, utility services or garbage pickup (i.e., water and sewer services, waste)?

Answered: 198 Skipped: 17

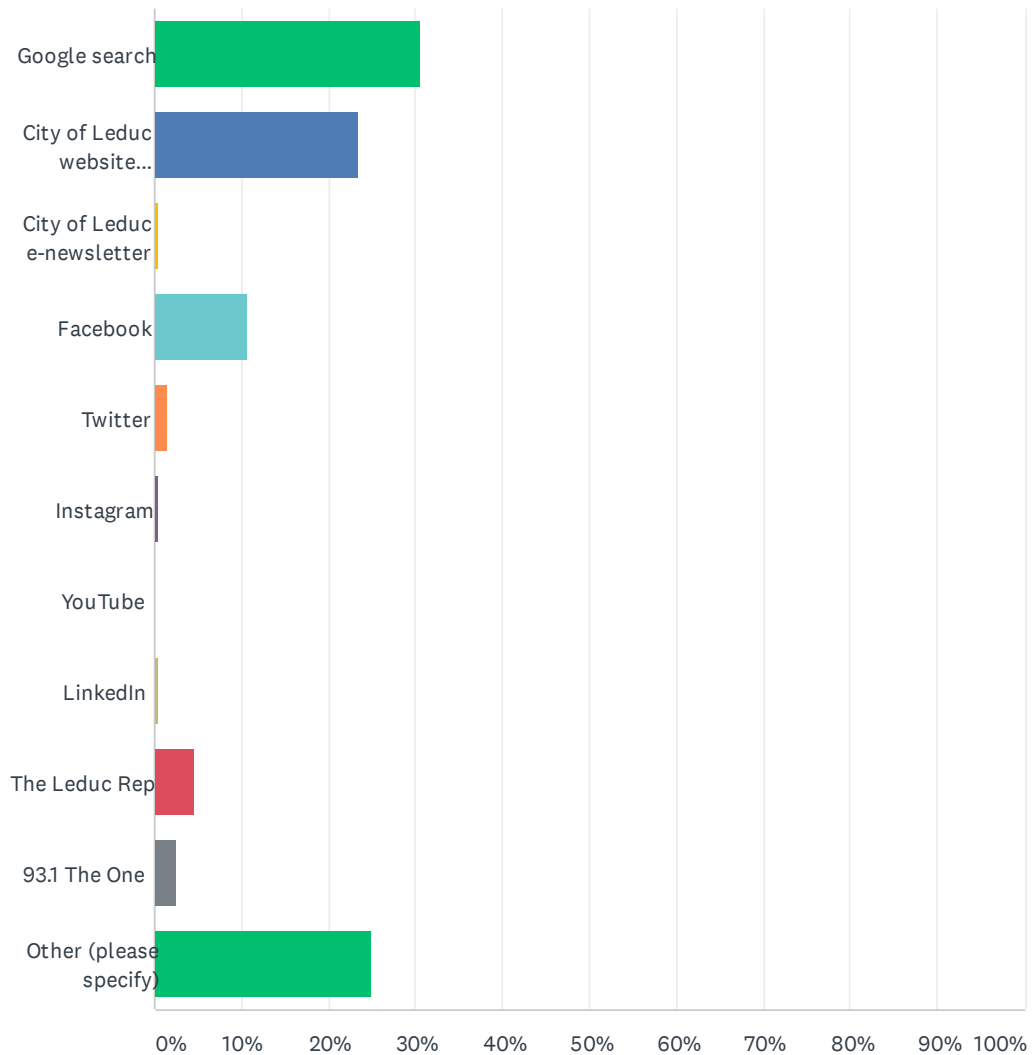


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	9.60%	19
City of Leduc website (Leduc.ca)	55.56%	110
City of Leduc e-newsletter	1.01%	2
Facebook	0.51%	1
Twitter	0.00%	0
Instagram	0.00%	0
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	1.52%	3
93.1 The One	1.52%	3
Not applicable	24.24%	48
Other (please specify)	6.06%	12
TOTAL		198

Q12 Where do you most often look for information to help you learn about volunteer opportunities or environmental initiatives?

Answered: 196 Skipped: 19

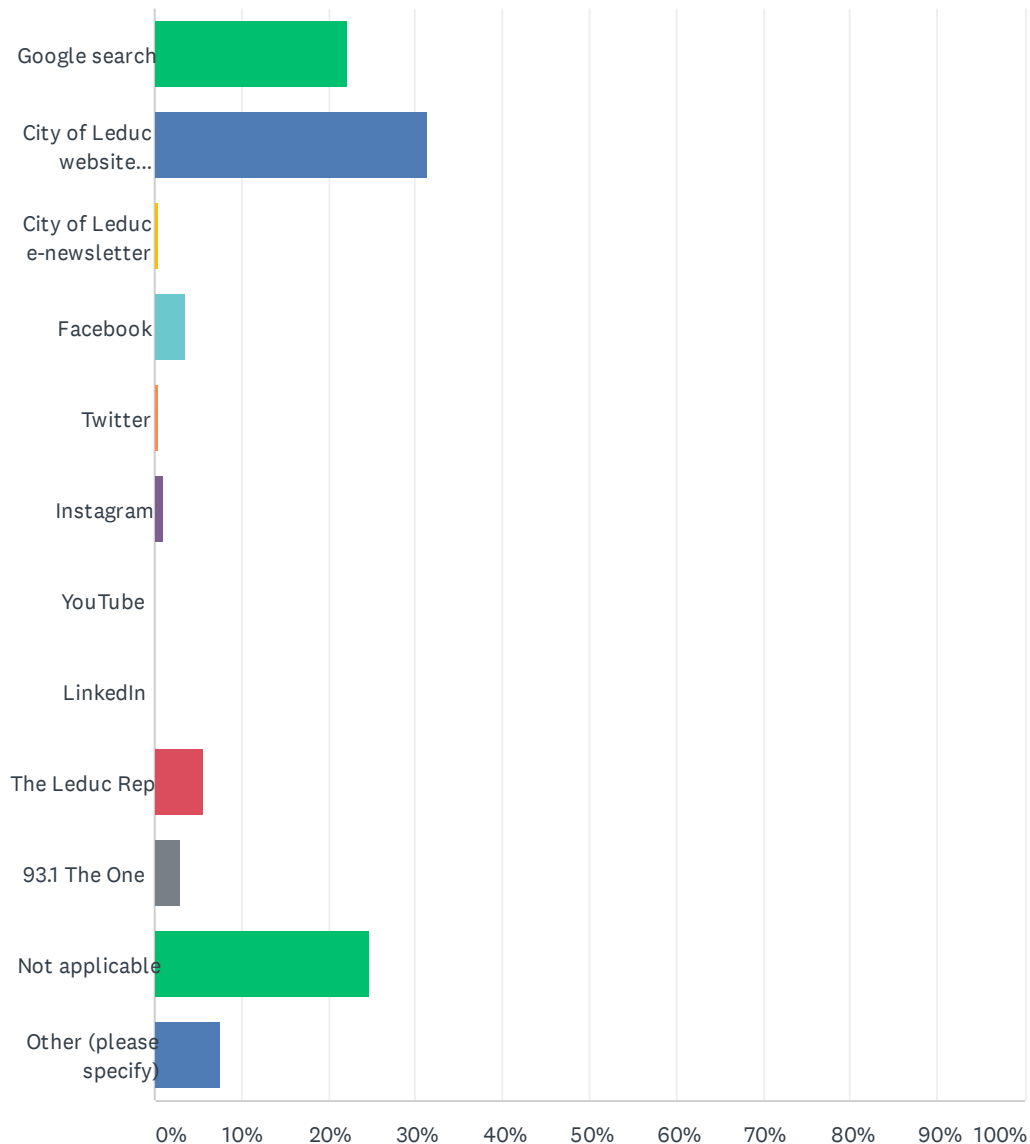


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	30.61%	60
City of Leduc website (Leduc.ca)	23.47%	46
City of Leduc e-newsletter	0.51%	1
Facebook	10.71%	21
Twitter	1.53%	3
Instagram	0.51%	1
YouTube	0.00%	0
LinkedIn	0.51%	1
The Leduc Rep	4.59%	9
93.1 The One	2.55%	5
Other (please specify)	25.00%	49
TOTAL		196

Q13 Where do you most often look for information to help you learn about community resources, support or help (i.e., FCSS)?

Answered: 198 Skipped: 17

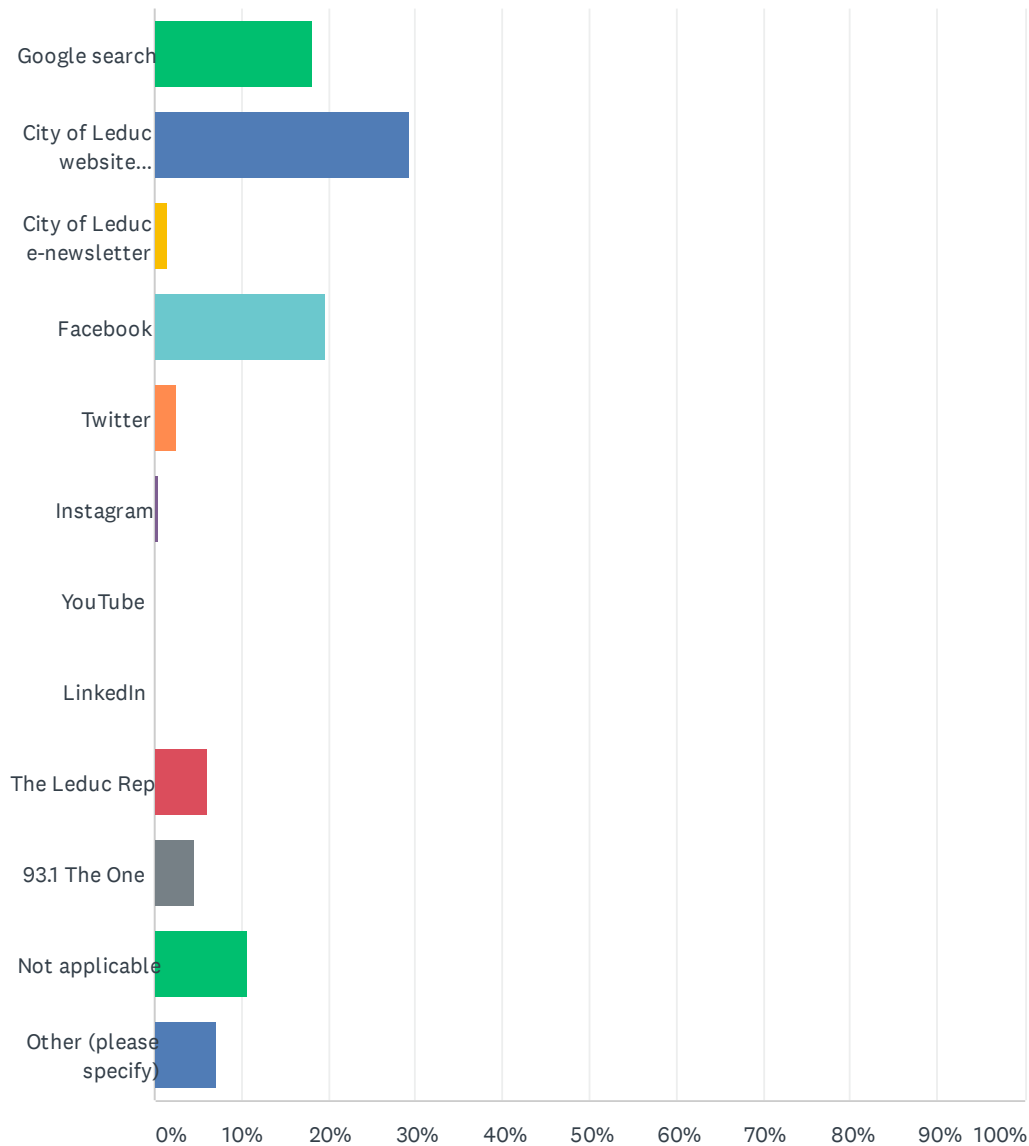


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	22.22%	44
City of Leduc website (Leduc.ca)	31.31%	62
City of Leduc e-newsletter	0.51%	1
Facebook	3.54%	7
Twitter	0.51%	1
Instagram	1.01%	2
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	5.56%	11
93.1 The One	3.03%	6
Not applicable	24.75%	49
Other (please specify)	7.58%	15
TOTAL		198

Q14 Where do you most often look for information to help you stay informed on urgent information (i.e., the city's response to COVID-19)?

Answered: 198 Skipped: 17

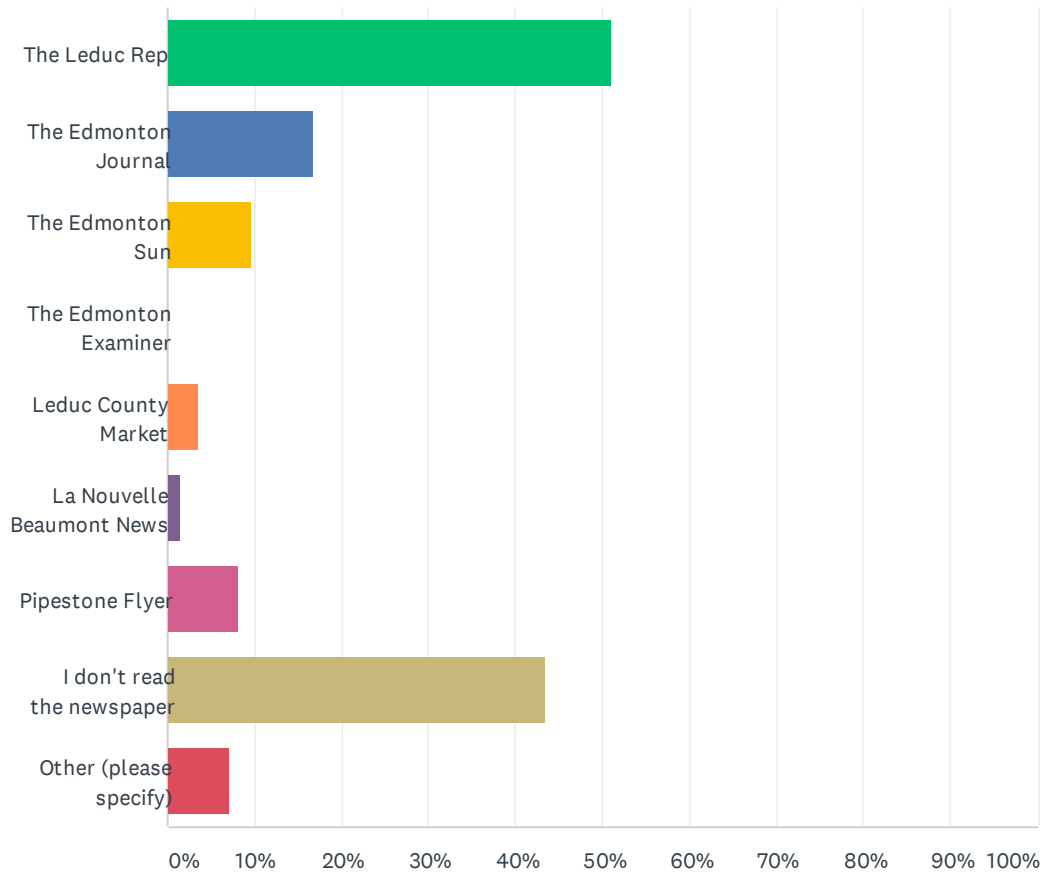


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
Google search	18.18%	36
City of Leduc website (Leduc.ca)	29.29%	58
City of Leduc e-newsletter	1.52%	3
Facebook	19.70%	39
Twitter	2.53%	5
Instagram	0.51%	1
YouTube	0.00%	0
LinkedIn	0.00%	0
The Leduc Rep	6.06%	12
93.1 The One	4.55%	9
Not applicable	10.61%	21
Other (please specify)	7.07%	14
TOTAL		198

Q15 Please select the top three print publications you read most often.

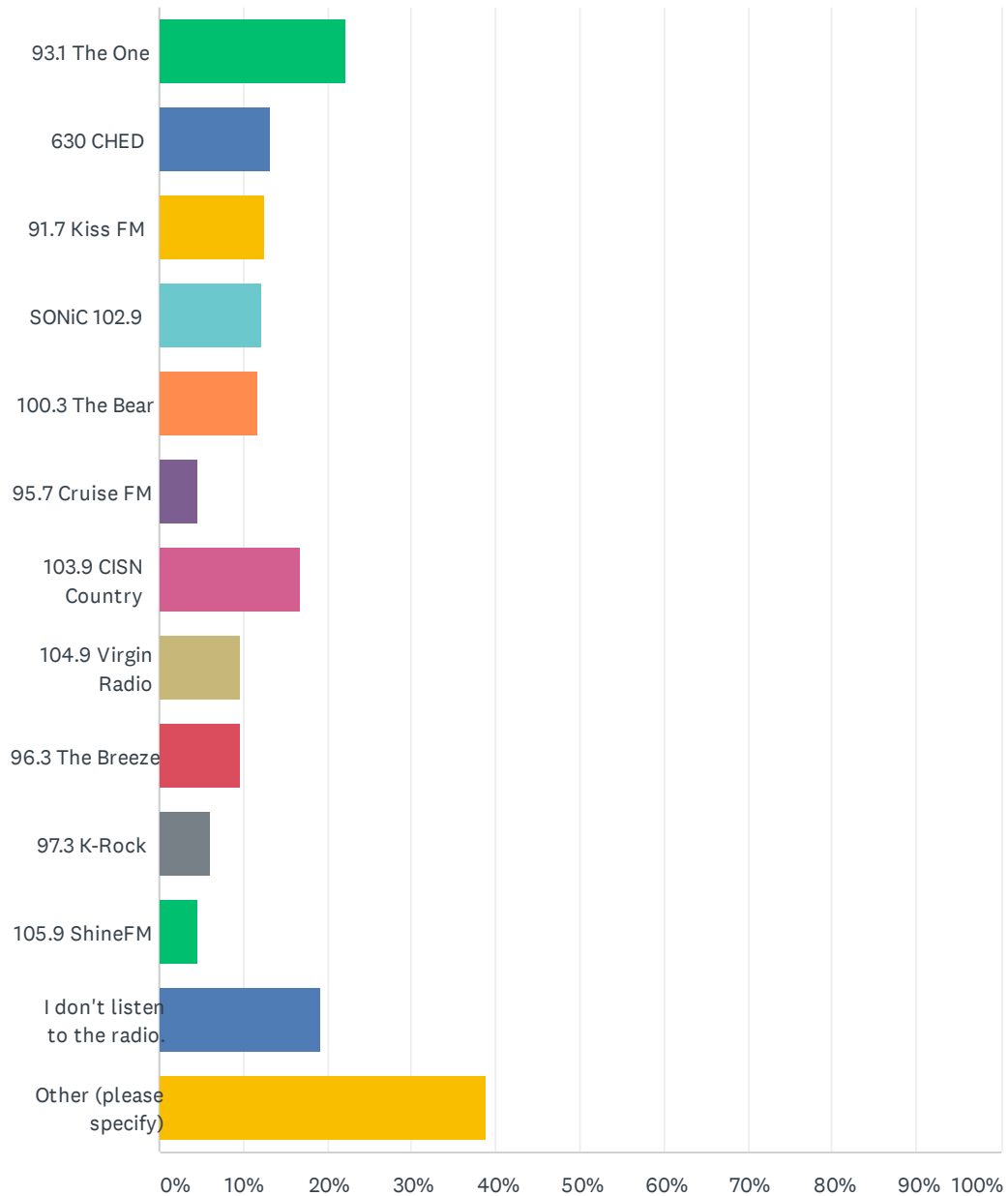
Answered: 198 Skipped: 17



ANSWER CHOICES	RESPONSES	
The Leduc Rep	51.01%	101
The Edmonton Journal	16.67%	33
The Edmonton Sun	9.60%	19
The Edmonton Examiner	0.00%	0
Leduc County Market	3.54%	7
La Nouvelle Beaumont News	1.52%	3
Pipestone Flyer	8.08%	16
I don't read the newspaper	43.43%	86
Other (please specify)	7.07%	14
Total Respondents: 198		

Q16 Please select the top three radio stations you listen to most often.

Answered: 198 Skipped: 17

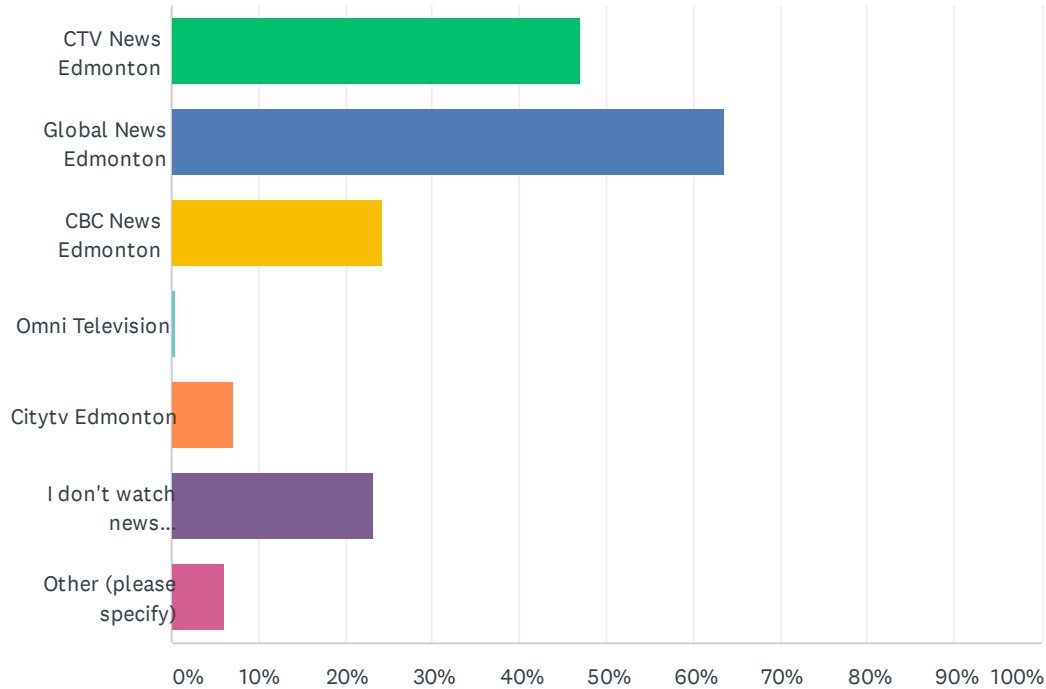


City of Leduc Media Habits Survey

ANSWER CHOICES	RESPONSES	
93.1 The One	22.22%	44
630 CHED	13.13%	26
91.7 Kiss FM	12.63%	25
SONiC 102.9	12.12%	24
100.3 The Bear	11.62%	23
95.7 Cruise FM	4.55%	9
103.9 CISN Country	16.67%	33
104.9 Virgin Radio	9.60%	19
96.3 The Breeze	9.60%	19
97.3 K-Rock	6.06%	12
105.9 ShineFM	4.55%	9
I don't listen to the radio.	19.19%	38
Other (please specify)	38.89%	77
Total Respondents: 198		

Q17 Please select the top three news broadcasts you watch most often.

Answered: 198 Skipped: 17



ANSWER CHOICES	RESPONSES	
CTV News Edmonton	46.97%	93
Global News Edmonton	63.64%	126
CBC News Edmonton	24.24%	48
Omni Television	0.51%	1
Citytv Edmonton	7.07%	14
I don't watch news broadcasts.	23.23%	46
Other (please specify)	6.06%	12
Total Respondents: 198		