

# Juneau PUBLIC INFORMATION SURVEY Results

**MARCH 2022**

Report by City and Borough of Juneau  
City Manager's Office



# EXECUTIVE SUMMARY

The City and Borough of Juneau (CBJ) Public Information Office conducted a community-wide survey in order to learn how residents were getting information from CBJ and how they would like to get it in the future. The online survey, created using SurveyMonkey, and paper copies available at select locations around Juneau yielded 1,225 responses between January 18 and February 6, 2022.

This survey was developed to better understand how CBJ can deliver information quickly and effectively. During much of the COVID-19 pandemic, extra staff and resources were given to the Public Information Office to distribute important information related to public health. Because of the urgency of the information, few broad plans were created. Now, as the current pandemic slows and there are fewer resources available, the Public Information Office wants to figure out how to most effectively communicate with the community.

Additionally, there has been much public conversation about the role social media (especially Facebook) plays in our lives. CBJ wants to better understand what the public opinion is on Facebook, as it is currently utilized as a primary communication tool.

Prior to the pandemic, CBJ's information was primarily disseminated utilizing: CBJ's website (juneau.org); emails to CBJ staff, media, Assembly, School Board, board chairs and liaisons, Neighborhood Associations, some partner organizations; and social media platforms Facebook, Twitter, and Instagram. During the pandemic, CBJ continued to use these methods, but also began utilizing: opt-in email service for COVID-related information releases only; NextDoor and SnapChat; newspaper ads; radio spots/ads; posters and fliers; mass mailers; and ads on Spotify, Pandora, and YouTube.

Of the people who took the survey, respondents most want the Public Information Office to utilize:

- a website;
- an opt-in email service;
- radio ads and PSAs; and
- the newspaper.

Of the social media platforms, respondents were the most interested in continuing to use Facebook—though less than half of all respondents have ever followed CBJ's Facebook page. Other social media platforms, such as Instagram, Twitter, TikTok, and SnapChat, scored at the bottom of preferred methods of communication.

These findings will be considered as CBJ crafts communication strategies in the future.

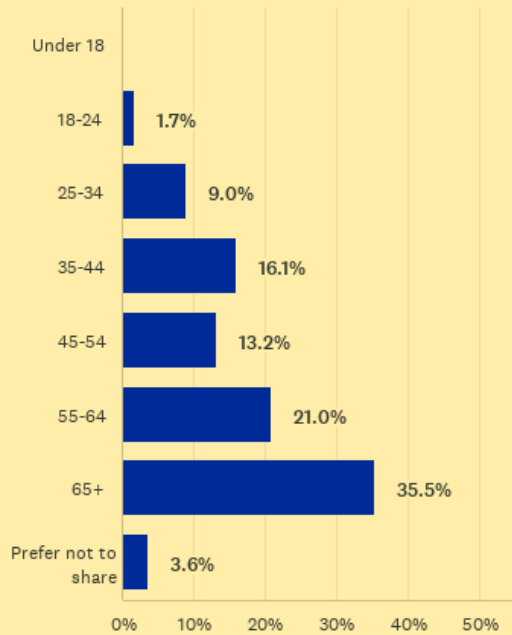
# ANALYZED RESULTS

CBJ received 1,225 survey responses—1,204 were completed online and 21 were completed on paper. Of these, 1,223 currently live and/or maintain a residence in

Juneau, and the 2 who responded who didn't live in Juneau were disqualified from answering the remainder of the questions.

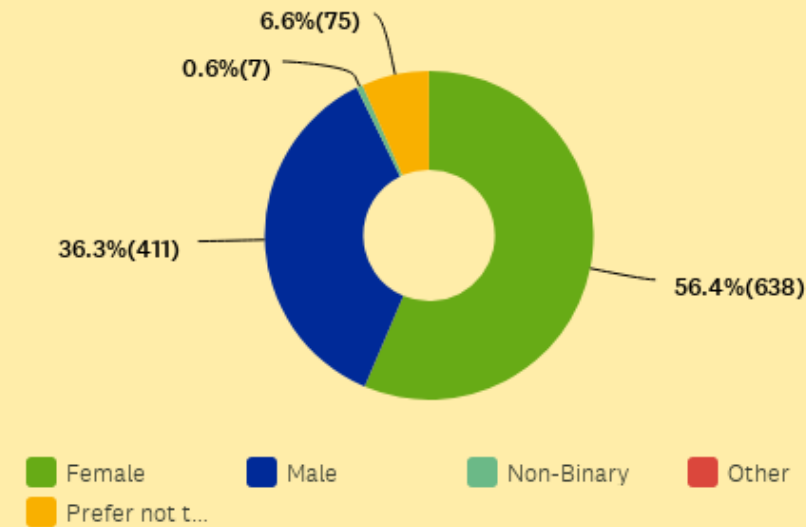
## DEMOGRAPHICS

### Age



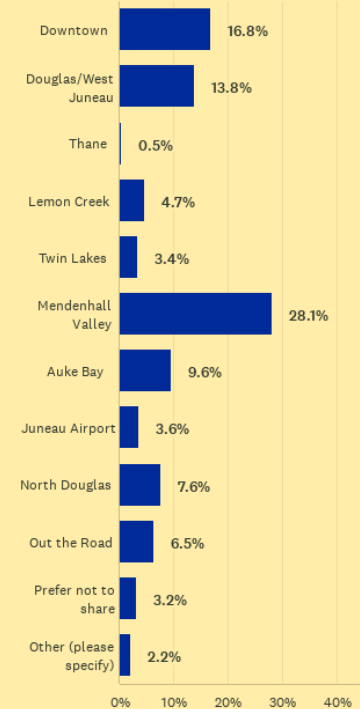
Due to rounding, the total does not add up to 100%

### Gender



Due to rounding, the total does not add up to 100%

### In what area of town do you reside?



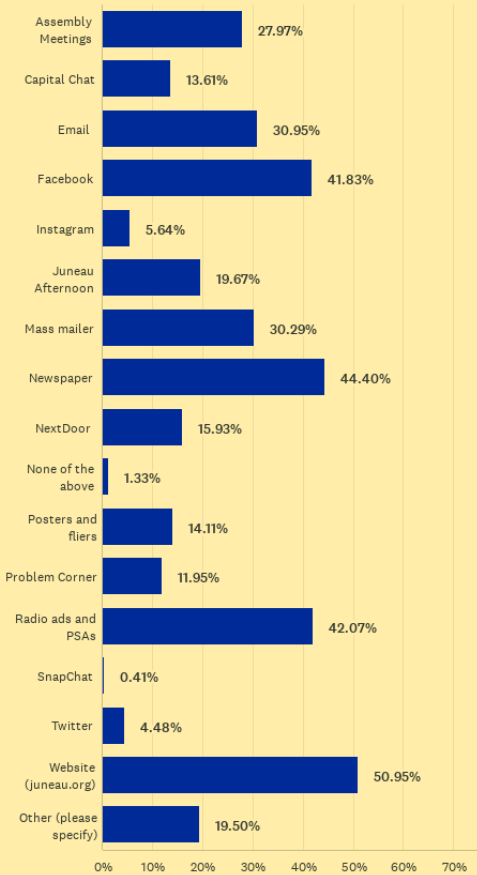
Respondents over the age of 65 made up 35.5% of the total number of respondents, which is not an accurate representation of Juneau. Only 15% of Juneau residents are over 65, according to Alaska Department of Labor and Workforce Development.

Additionally, the majority of respondents identify as female (56.4%). Most respondents live in the Mendenhall Valley (28.1%), Downtown (16.8%), or in Douglas/West Juneau (13.8%).

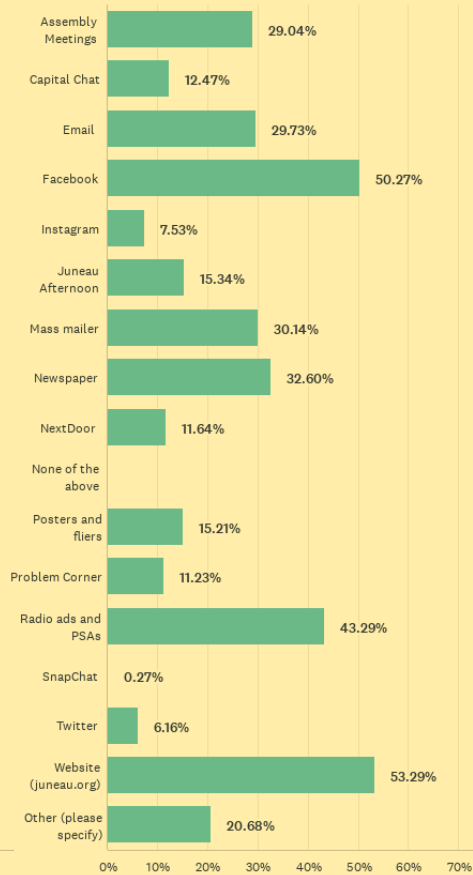
# CURRENT INFORMATION DISTRIBUTION

## How do you currently get information from CBJ? (Select all that apply)

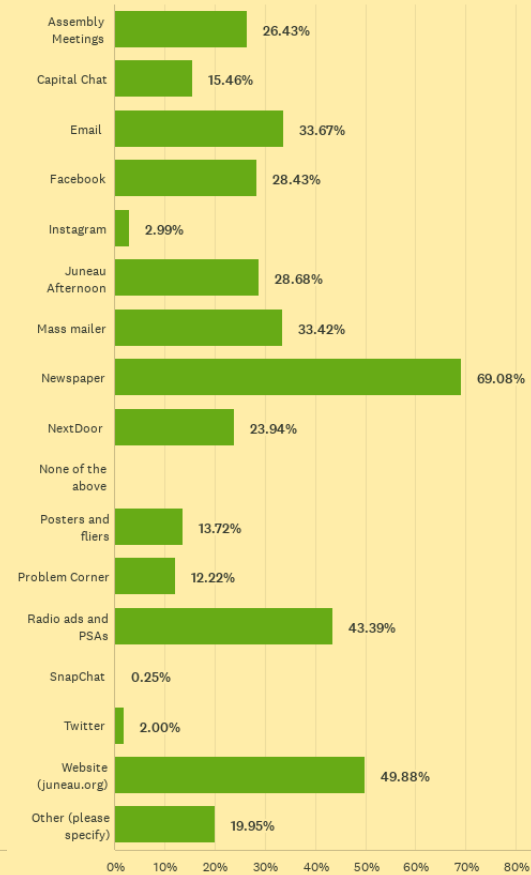
Answers from ALL respondents



Answers from respondents under 65



Answers from respondents over 65



\* "Other" common responses: "Word of mouth," "Radio news (KTOO news, KINY)," "Neighborhood associations"

When asked how people currently get information from CBJ, the majority of respondents answered the website (50.95%), newspaper (44.4%), radio and PSAs (42.07%), and Facebook (41.83%).

When looking at those under the age of 65, the majority of respondents currently get their information via the website (53.29%), Facebook (50.27%), and radio ads and PSAs (43.29%), while only 32.6% of respondents utilize the newspaper.

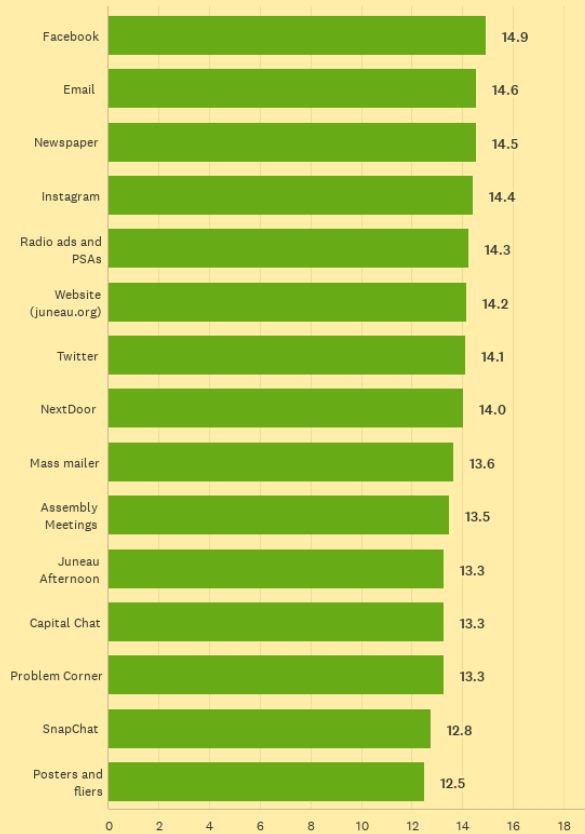
When looking at respondents over the age of 65, however, the top way they get their information is from the newspaper (69.08%), with the website (49.88%) and radio ads and PSAs (43.39%) rounding out the top three.

Consistently in both age groups, SnapChat, Twitter, and Instagram scored the lowest.

In analyzing this data, it is clear that the disproportionate number of respondents over 65 skewed the percentage of overall respondents who utilize the newspaper.

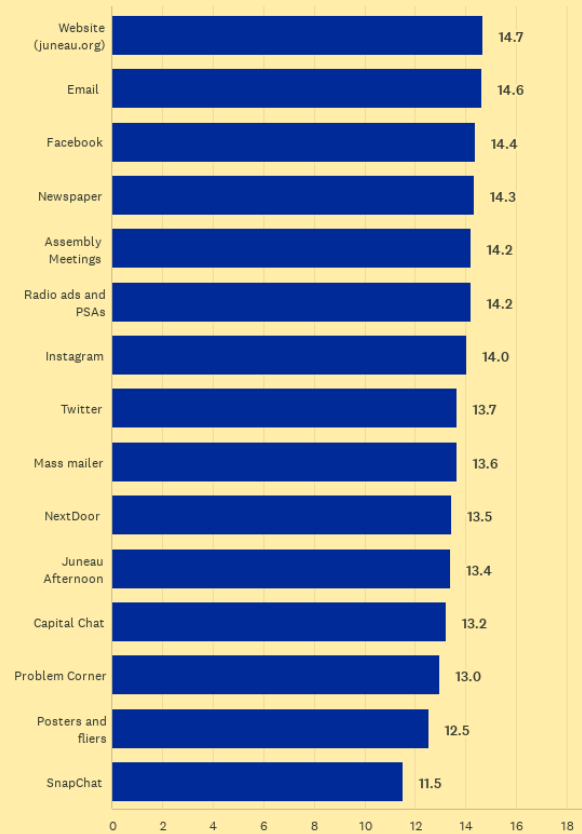
# CURRENT INFORMATION DISTRIBUTION

Of the ways you get information, please rank the platforms you use from most to least often.



Respondents were asked to rank the ways they get their information by how often they use it and how much they value it.\* Respondents used Facebook (score 14.9), email (score 14.6), and the newspaper the most (14.5), and used SnapChat (score 12.8) and posters and fliers (score 12.5) the least.

Of the ways you get information, please rank the platforms you value the most, from most to least valuable.



In analyzing what platforms respondents valued the most, the website (score 14.7), email (score 14.6) and Facebook (score 14.4) were rated highest. Posters and fliers (score 12.5) and SnapChat (score 11.5) remained at the bottom.

\* The score is calculated as follows, where:

$$\frac{1w_1 + x_2w_2 + x_3w_3 \dots x_nw_n}{\text{Total response count}}$$

w = weight of ranked position  
x = response count for answer choice

Weights are applied in reverse. In other words, the respondent's most preferred choice (which they rank as #1) has the largest weight, and their least preferred choice (which they rank in the last position) has a weight of 1.

For example, if a Ranking question has 3 answer choices, weights are assigned as follows:

- The #1 choice has a weight of 3
- The #2 choice has a weight of 2
- The #3 choice has a weight of 1

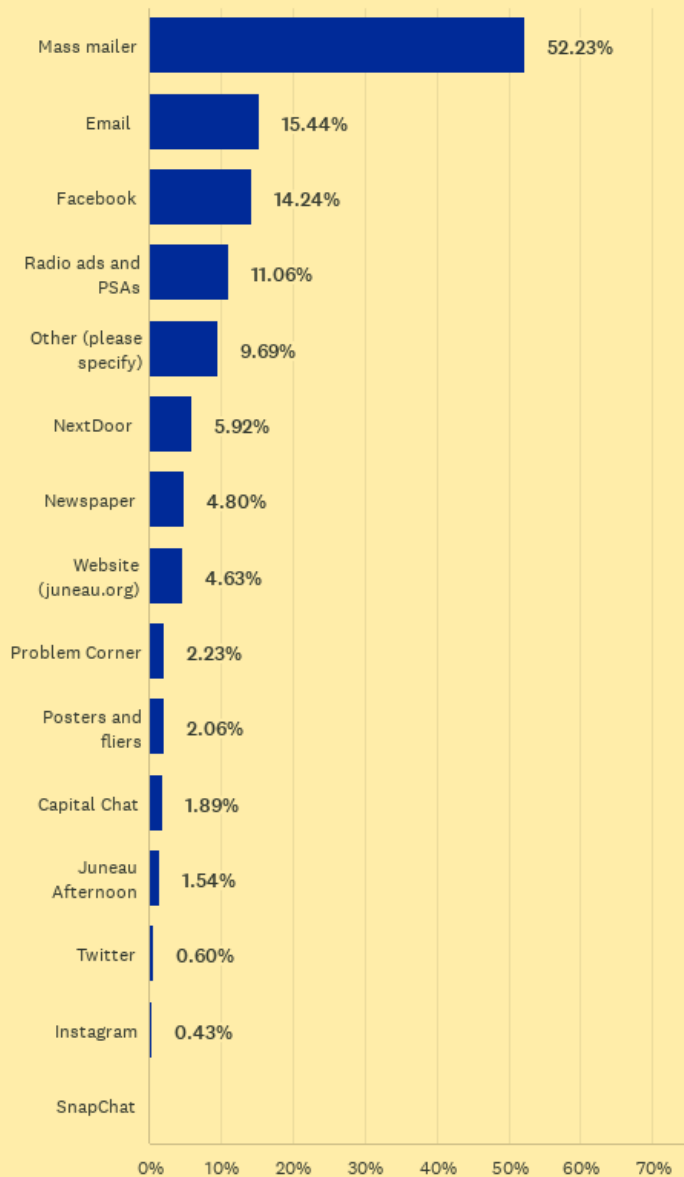
Weights are applied in this way to ensure that when the data is presented on a chart, it's clear which answer choice is most preferred.<sup>1</sup>

<sup>1</sup> <https://help.surveymonkey.com/en/create/ranking-question/>

This analysis shows that while respondents utilize Facebook often, it isn't as valued—and while the website isn't utilized as often, it is highly valued.

## CURRENT INFORMATION DISTRIBUTION

### How did you hear about this survey? (Select all that apply)

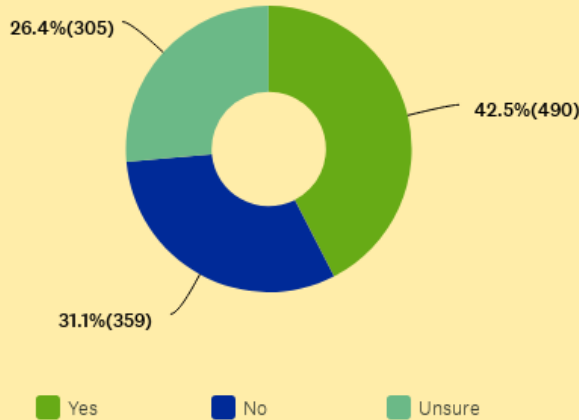


The majority of respondents heard about the survey through the mass mailer (52.23%). Email (15.44%) and Facebook (14.24%) were the next most popular ways people heard about the survey—while Twitter (0.6%), Instagram (0.43%), and SnapChat\* (0%) were the least successful marketing strategy.

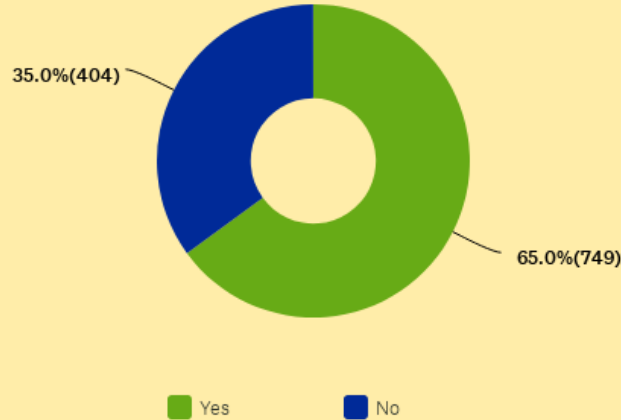
\* Between the time the survey was created and when it went live, CBJ's PIO office stopped using SnapChat, and therefore didn't advertise this survey on that platform.

## FACEBOOK COMMUNICATION

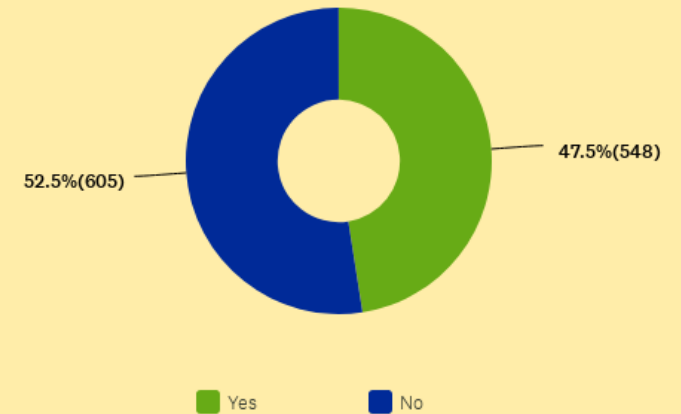
**Do you think CBJ should continue to use Facebook as one of its primary tools for communication?**



**Do you currently use Facebook?**



**Have you ever followed or interacted with CBJ's Facebook page?**



Of all respondents, 42.5 percent wanted CBJ to continue to use Facebook as a primary tool for communication. 31.1% did not want CBJ to continue using Facebook as a primary

communication tool, and 26.4% were unsure—making up 57.5% of respondents together. Nearly two-thirds of respondents currently use Facebook (65%), but less than half of all respondents (47.5%) have ever followed CBJ's Facebook page.

## FACEBOOK vs. COMMUNITY VALUES

**On a scale of 1 to 10, do you think that Facebook's values meet the values of the Juneau community?**

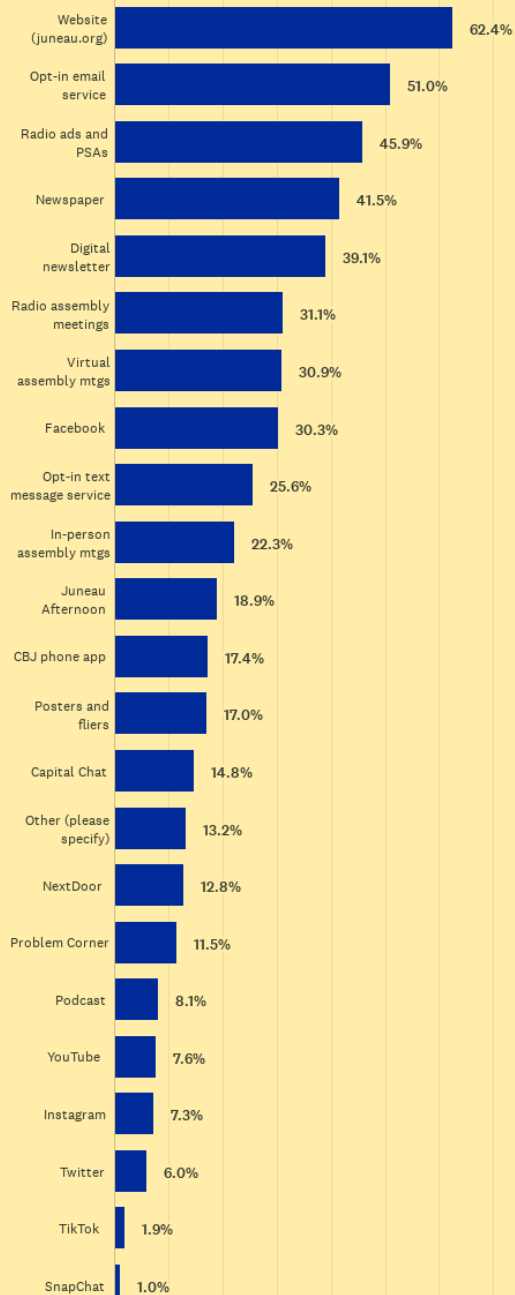
**3.8**

**On a scale of 1 to 10, how much do you value the community discussion on CBJ's Facebook page?**

**4.1**

When asked to rank if Facebook's values matched the Juneau community, the average answer was 3.8 (out of 10). And of the respondents who have followed CBJ's Facebook page, they value the Facebook community discussion on the page a 4.1 out of 10.

## Looking ahead, which tools would you like to use to receive information from CBJ? (Select all that apply)



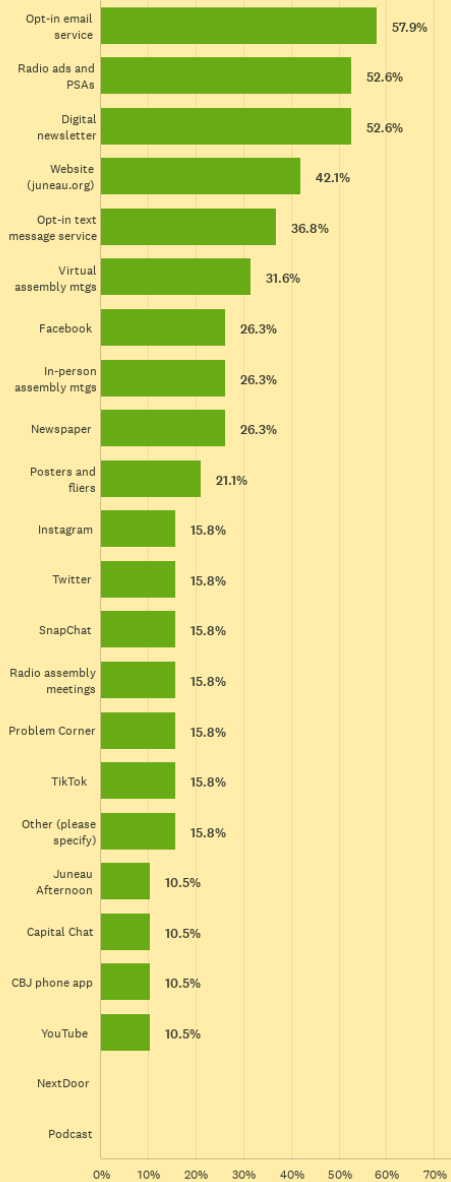
When asked how people wanted to get information from CBJ in the future, the top replies were the website (62.4%), opt-in email service (51%), radio and PSAs (45.9%), and newspaper (41.5%). The least desired platforms were Instagram (7.3%), Twitter (6%), TikTok (1.9%) and SnapChat (1%).

The following pages include graphs of answers from each of the respondents' age brackets. The biggest difference in these groups is the popularity of the newspaper, Facebook, and NextDoor. The older the respondent, the more likely they are to want to utilize the newspaper and NextDoor. On the other hand, the older the respondent, the less likely they are to want to utilize Facebook (with the exception of the under 25 age group).

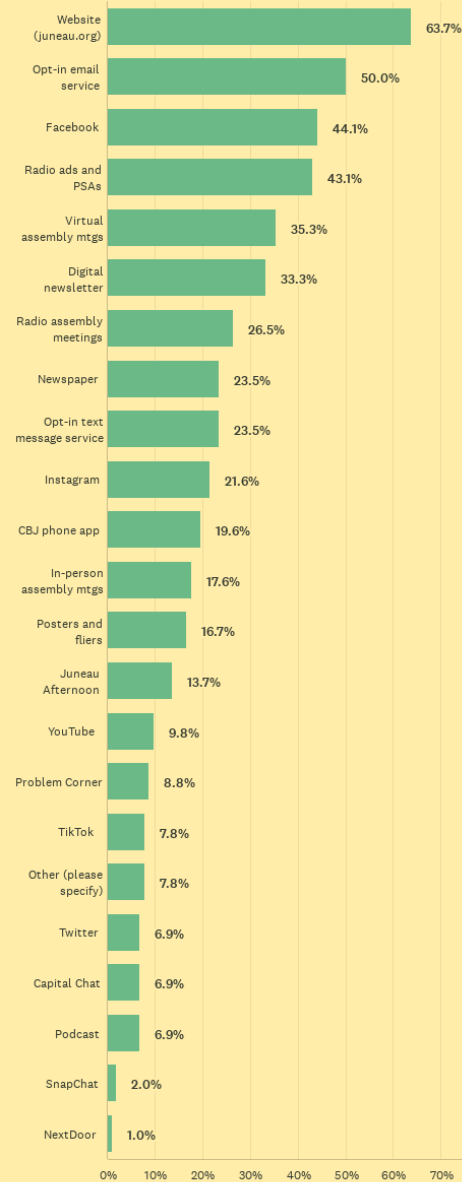


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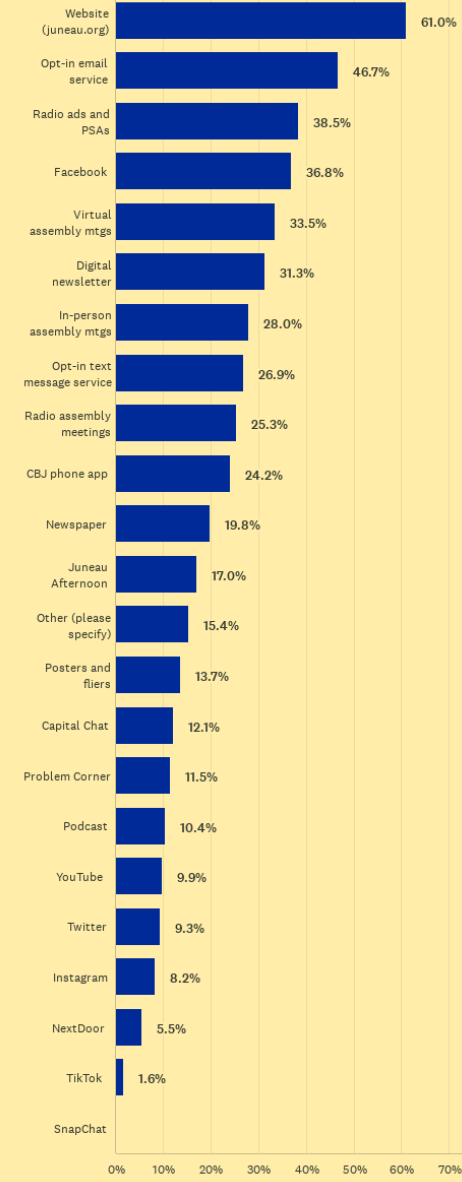
Answers for those under 25 years of age



Answers for those ages 25-34

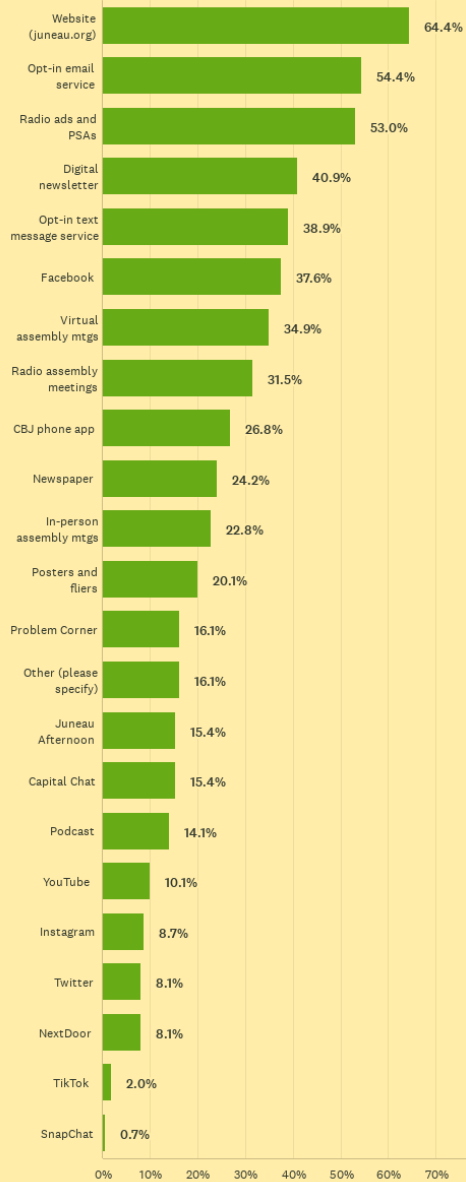


Answers for those ages 35-44

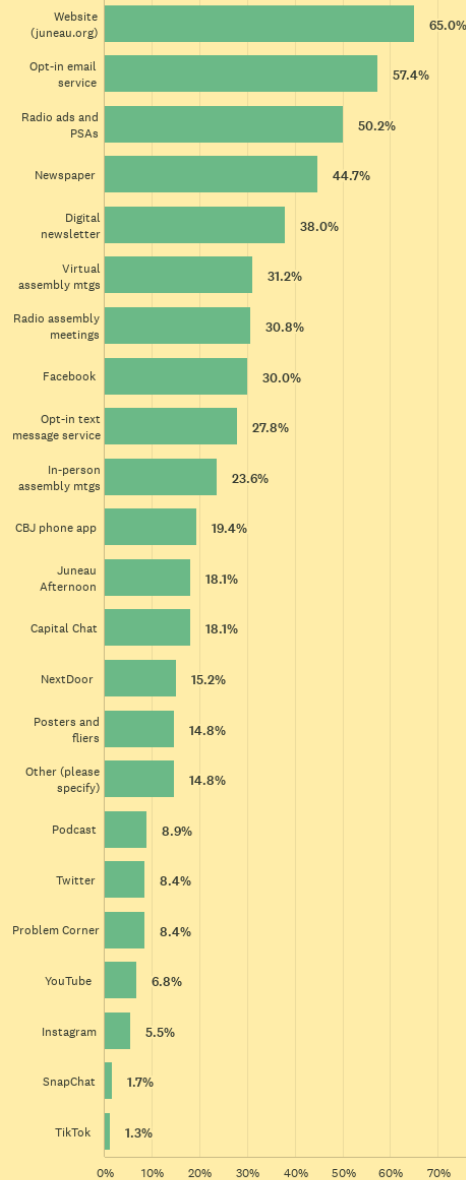


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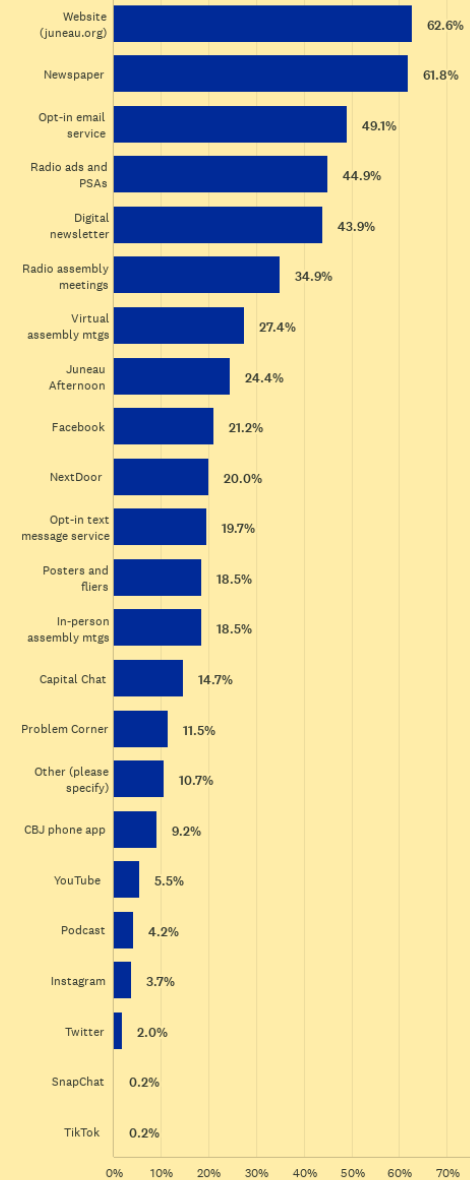
Answers for those ages 45-54



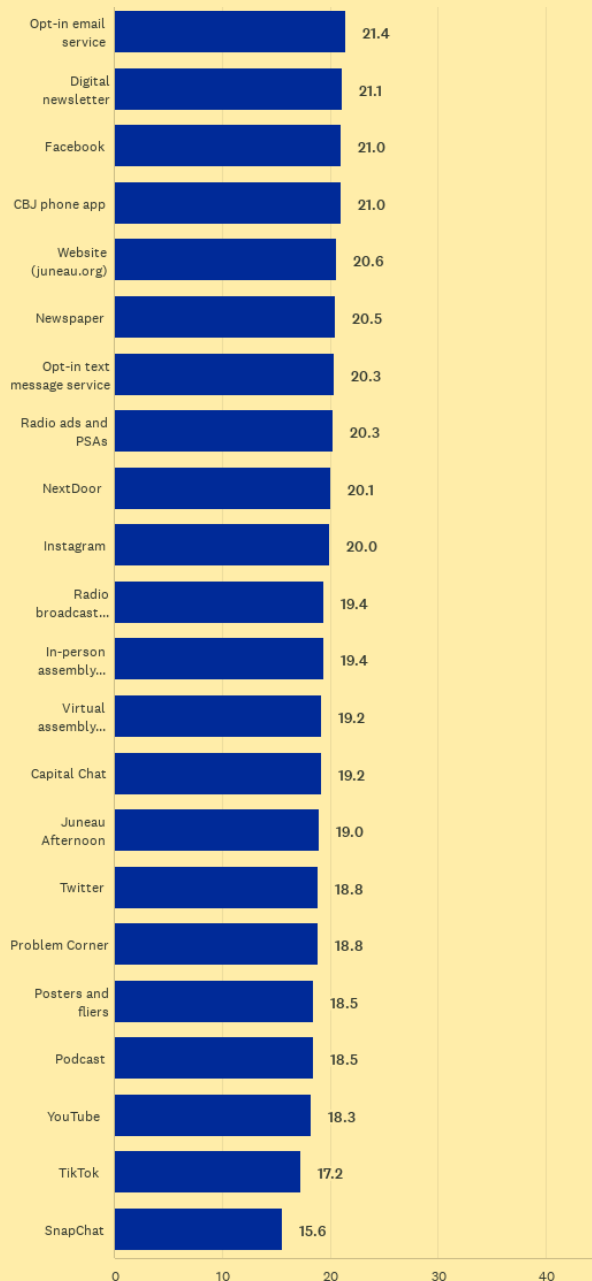
Answers for those ages 55-64



Answers for those over 65 years old



**Of the ways you'd like to receive information from CBJ in the future, please rank them from most to least preferred.**



Of the selections they chose, respondents prefer to utilize an opt-in-email service (score 21.4), digital newsletter (score 21.1), and Facebook (score 21.0) the most. Respondents did not prefer TikTok (score 17.2) or SnapChat (score 15.6).

Please see page 5 with a detailed description of how these scores were calculated.

Because of the popularity of the opt-in email service from the previous question, as well as its top ranking in this question, it is clear that respondents highly value and desire the creation of an opt-in email service.

# FINAL RESULTS

Respondents over the age of 65 (35.5%), as well as those who identified as female (56.4%), were disproportionately represented. CBJ understands that this is not an accurate representation of Juneau, according to statistics provided by the Alaska Department of Labor and Workforce Development. Juneau's over 65 population is around 15%, while Juneau is about 49.5% female.<sup>1</sup> For this reason, many of the overall results are skewed to disproportionately favor those over 65.

Additionally, the Public Information Office ran into a few errors and challenges in distributing the surveys. First, an error was discovered on early versions of the paper survey that duplicated questions. And second, there was a technical glitch that prevented some people from accessing the survey. These issues were addressed quickly, but these challenges may have slightly affected the final analysis.

Currently, the majority of respondents to this survey utilize the website, newspaper, radio and PSAs, and Facebook. Facebook was more popular for respondents under 65, and the newspaper was more popular for those over 65. In analyzing this data, it is clear that the disproportionate number of respondents over 65 skewed the percentage of overall respondents who utilize the newspaper. Consistently in both age groups, SnapChat, Twitter, and Instagram scored the lowest.

When analyzing the community's response to Facebook, nearly two-thirds of respondents currently use Facebook (65%), but less than half of all respondents (47.5%) have ever followed CBJ's Facebook page. This is significant given that Facebook is currently a primary tool for communication and "following" a page substantially increases the likelihood that communication from that page is received. Additionally, Facebook's values and how people valued community discussion on Facebook scored low. These numbers indicate that Facebook may not be the best tool for communication moving into the future.

When looking to the future, the top platforms respondents preferred were: the website, opt-in email service, radio and PSAs, and newspaper. Of the social media platforms, respondents were the most interested in continuing to use Facebook—though less than half of all respondents have ever followed CBJ's Facebook page. These numbers indicate that while Facebook is a major source of current public communication, its values generally do not align with Juneau's community values and other methods of communication should be additionally developed and prioritized.

This analysis tells us that an opt-in email service (something CBJ does not currently have) is strongly desired. Additionally, when respondents' wishes for the future are compared to how they get information now, social media is not desired as a primary information source.

<sup>1</sup> <https://live.laborstats.alaska.gov/pop/index.cfm>