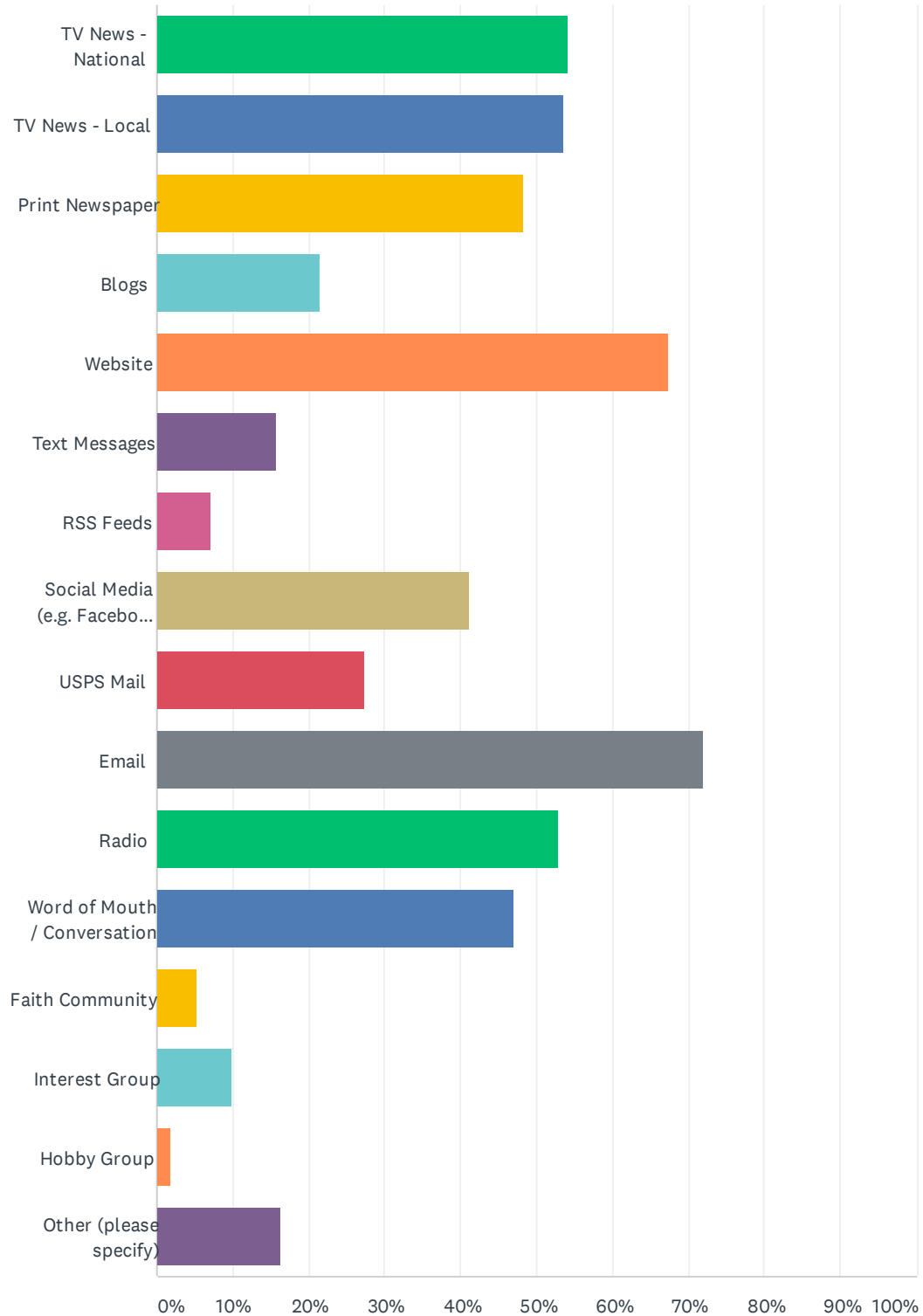


## Q1 Where do you get news or information?

Answered: 153 Skipped: 0



# City of Madison Common Council Communications

ANSWER CHOICES	RESPONSES	
TV News - National	54.25%	83
TV News - Local	53.59%	82
Print Newspaper	48.37%	74
Blogs	21.57%	33
Website	67.32%	103
Text Messages	15.69%	24
RSS Feeds	7.19%	11
Social Media (e.g. Facebook, Twitter, Instagram)	41.18%	63
USPS Mail	27.45%	42
Email	71.90%	110
Radio	52.94%	81
Word of Mouth / Conversation	47.06%	72
Faith Community	5.23%	8
Interest Group	9.80%	15
Hobby Group	1.96%	3
Other (please specify)	16.34%	25
Total Respondents: 153		

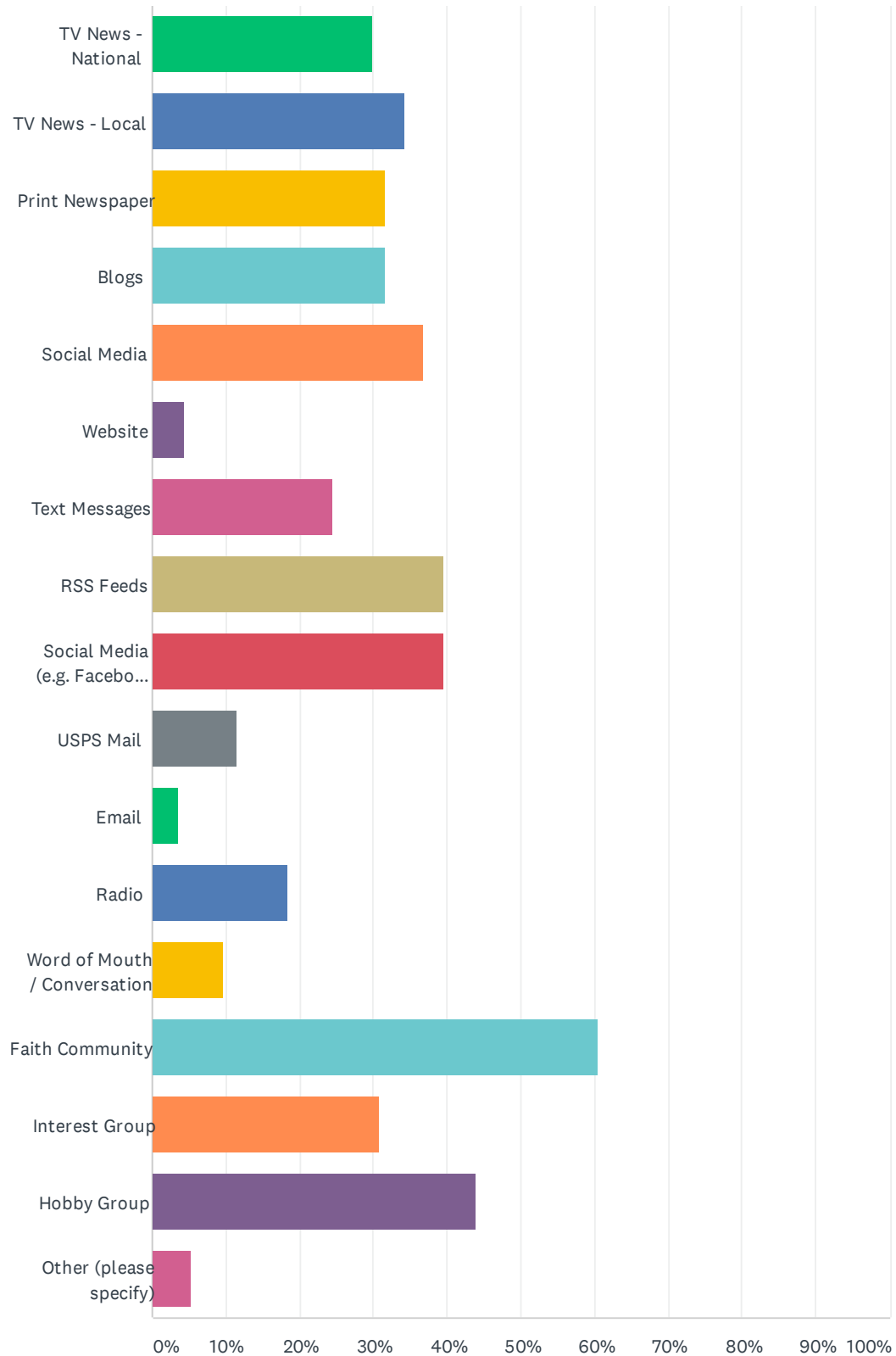
Q2 Please share a little about why you get news from these source(s).

Answered: 110   Skipped: 43

Q3 Are there ways of getting news or information that don't work for you (example: I don't have reliable internet, English is not my first language, I don't have cable, etc.)?

Answered: 114   Skipped: 39

## City of Madison Common Council Communications

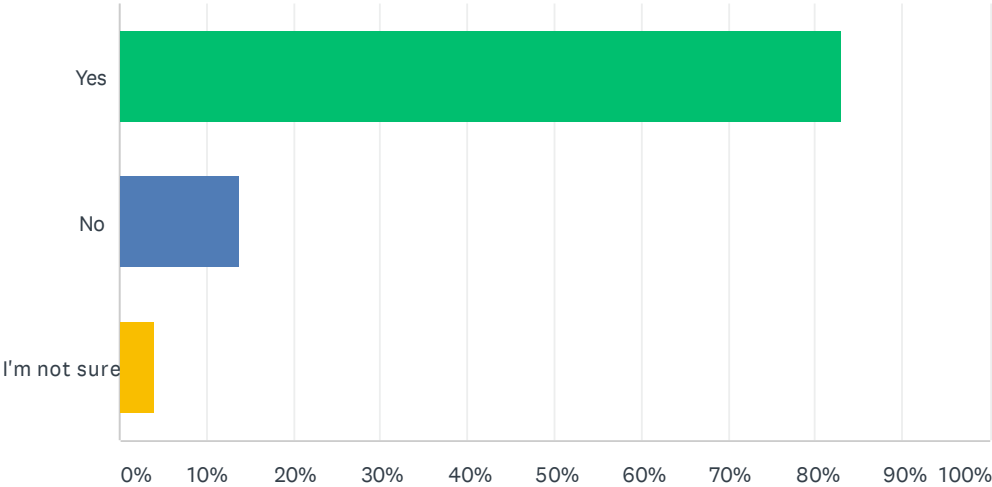


City of Madison Common Council Communications

ANSWER CHOICES	RESPONSES	
TV News - National	29.82%	34
TV News - Local	34.21%	39
Print Newspaper	31.58%	36
Blogs	31.58%	36
Social Media	36.84%	42
Website	4.39%	5
Text Messages	24.56%	28
RSS Feeds	39.47%	45
Social Media (e.g. Facebook, Twitter, Instagram)	39.47%	45
USPS Mail	11.40%	13
Email	3.51%	4
Radio	18.42%	21
Word of Mouth / Conversation	9.65%	11
Faith Community	60.53%	69
Interest Group	30.70%	35
Hobby Group	43.86%	50
Other (please specify)	5.26%	6
Total Respondents: 114		

Q4 Do you currently get news or information from your alder (your representative on the Madison Common Council)? You can find your alder at <https://bit.ly/2UyXhBr>

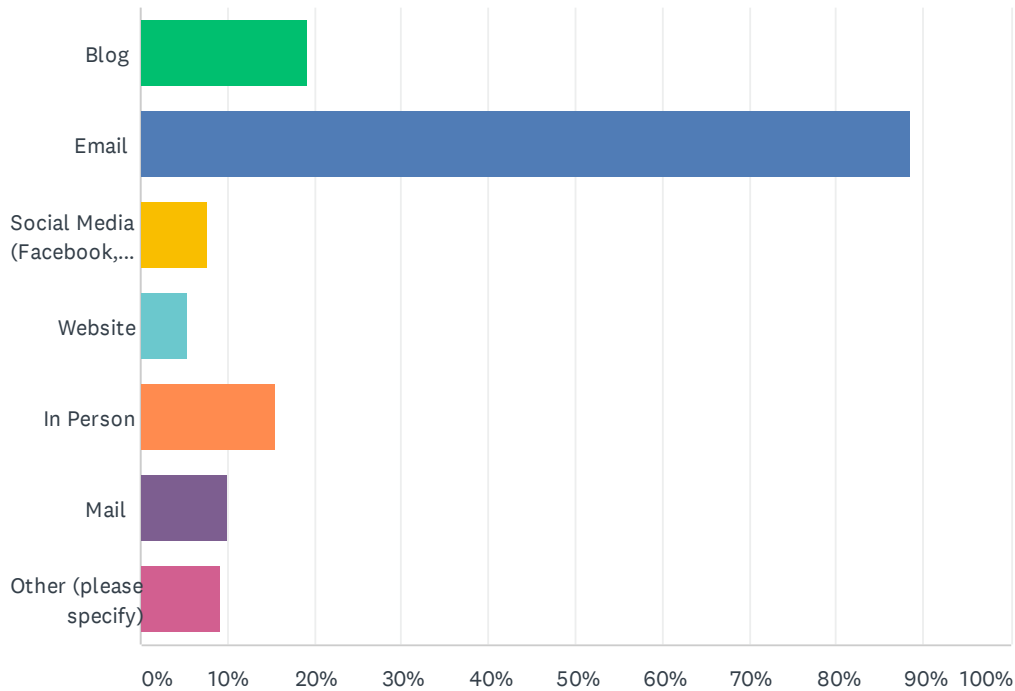
Answered: 153   Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.01%	127
No	13.73%	21
I'm not sure	3.92%	6
Total Respondents: 153		

## Q5 If yes, how do you receive information from your alder?

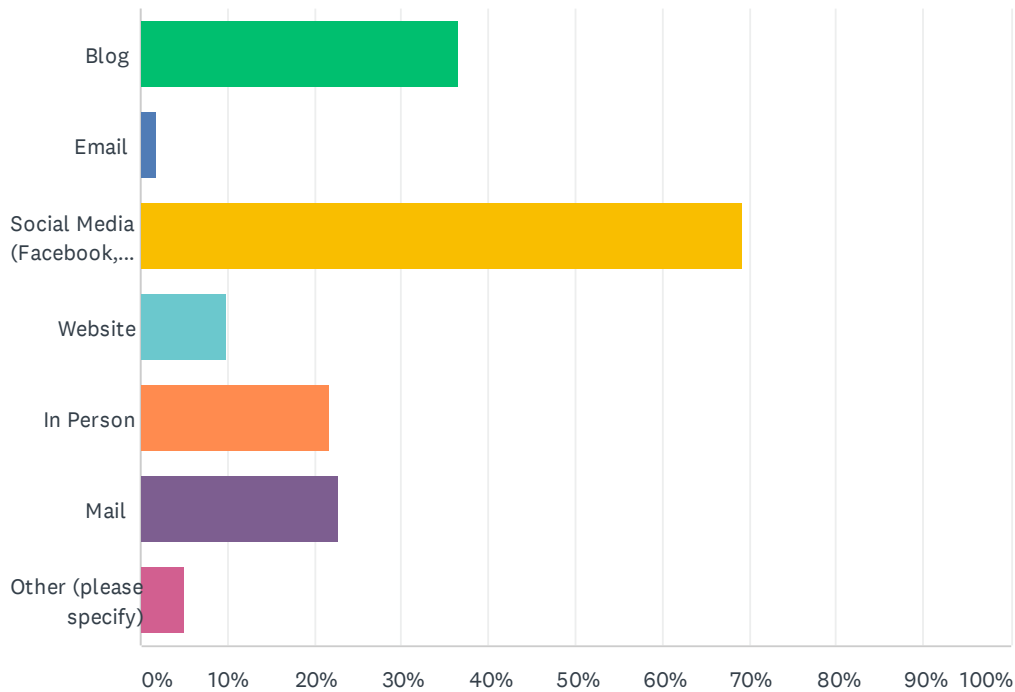
Answered: 130   Skipped: 23



ANSWER CHOICES	RESPONSES	
Blog	19.23%	25
Email	88.46%	115
Social Media (Facebook, Twitter, Instagram)	7.69%	10
Website	5.38%	7
In Person	15.38%	20
Mail	10.00%	13
Other (please specify)	9.23%	12
Total Respondents: 130		

## Q6 If you do receive information from your alder, are there any channels that you would not use to receive information from them?

Answered: 101 Skipped: 52



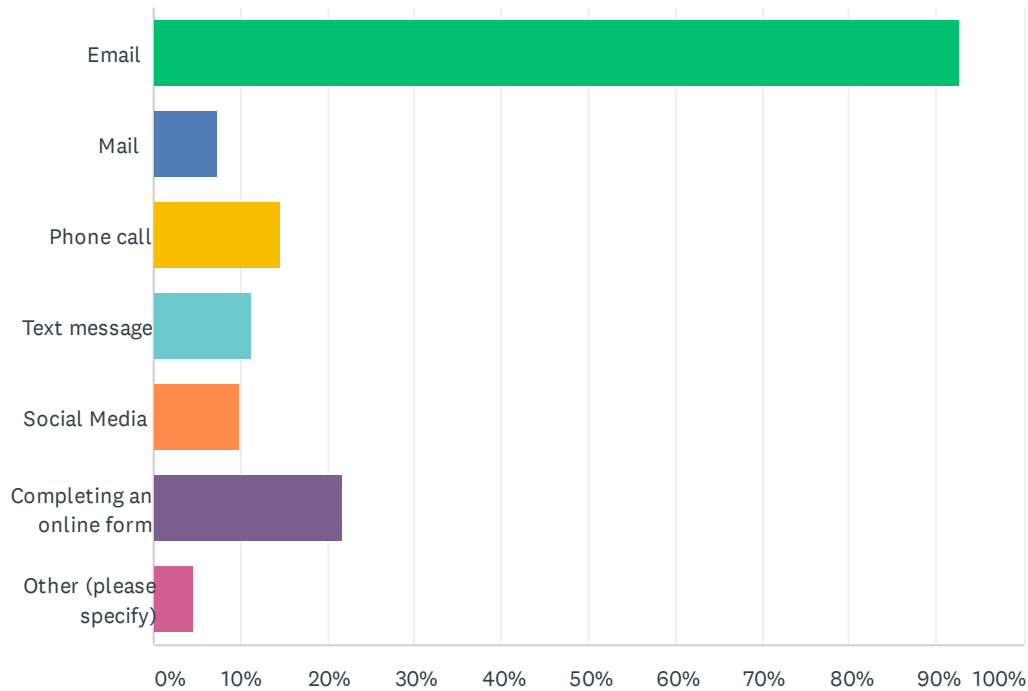
ANSWER CHOICES	RESPONSES	
Blog	36.63%	37
Email	1.98%	2
Social Media (Facebook, Twitter, Instagram)	69.31%	70
Website	9.90%	10
In Person	21.78%	22
Mail	22.77%	23
Other (please specify)	4.95%	5
Total Respondents: 101		

## Q7 What kinds of information would you like to get from your alder?

Answered: 101   Skipped: 52

## Q8 What is the easiest way for you to communicate with your alder?

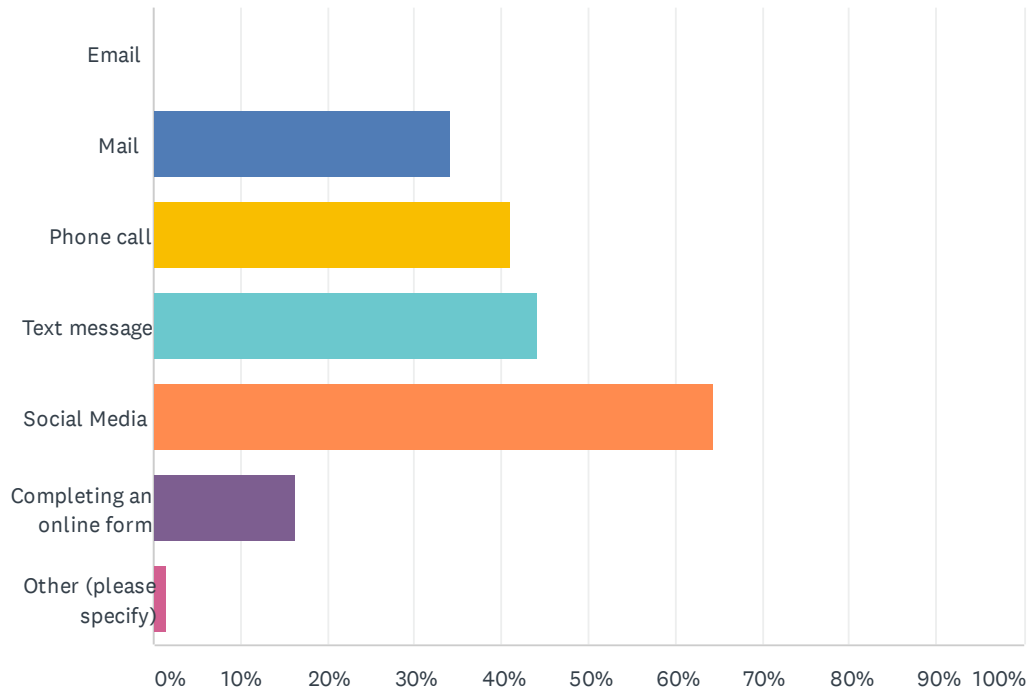
Answered: 151 Skipped: 2



ANSWER CHOICES	RESPONSES	
Email	92.72%	140
Mail	7.28%	11
Phone call	14.57%	22
Text message	11.26%	17
Social Media	9.93%	15
Completing an online form	21.85%	33
Other (please specify)	4.64%	7
Total Respondents: 151		

## Q9 Which communication methods would you not use?

Answered: 129   Skipped: 24



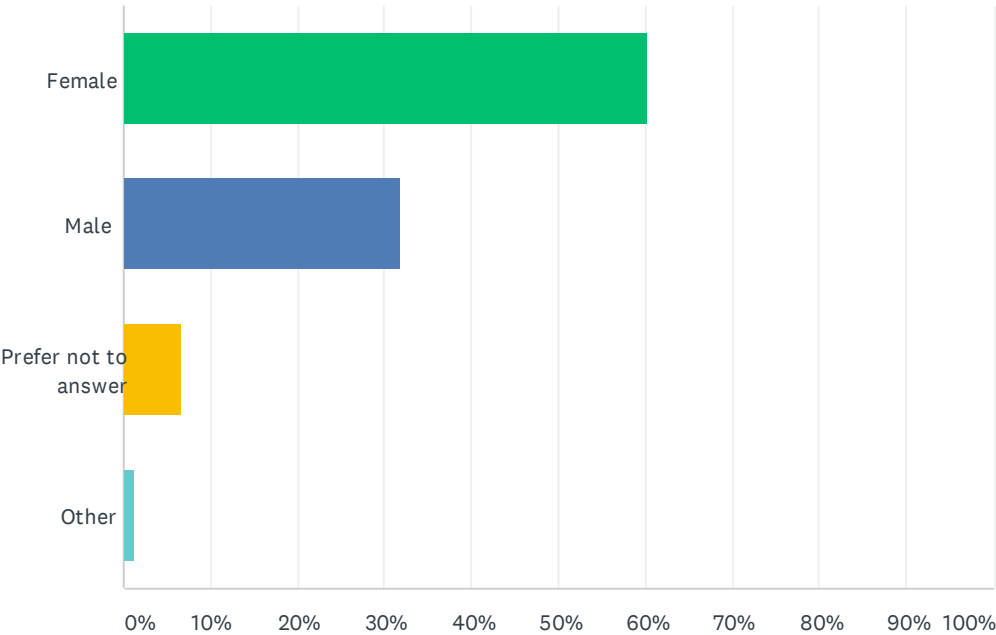
ANSWER CHOICES	RESPONSES	
Email	0.00%	0
Mail	34.11%	44
Phone call	41.09%	53
Text message	44.19%	57
Social Media	64.34%	83
Completing an online form	16.28%	21
Other (please specify)	1.55%	2
Total Respondents: 129		

## Q10 Why would these communication methods not work for you?

Answered: 98   Skipped: 55

Q11 What gender do you identify as?

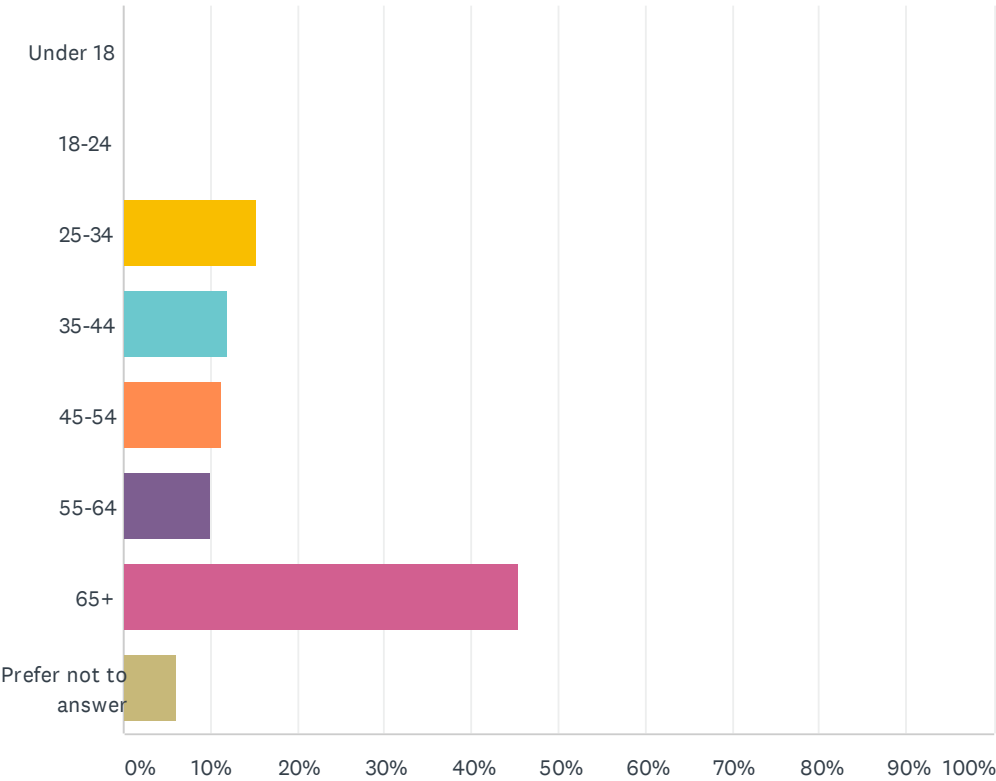
Answered: 151    Skipped: 2



ANSWER CHOICES		RESPONSES	
Female		60.26%	91
Male		31.79%	48
Prefer not to answer		6.62%	10
Other		1.32%	2
TOTAL			151

# Q12 What is your age?

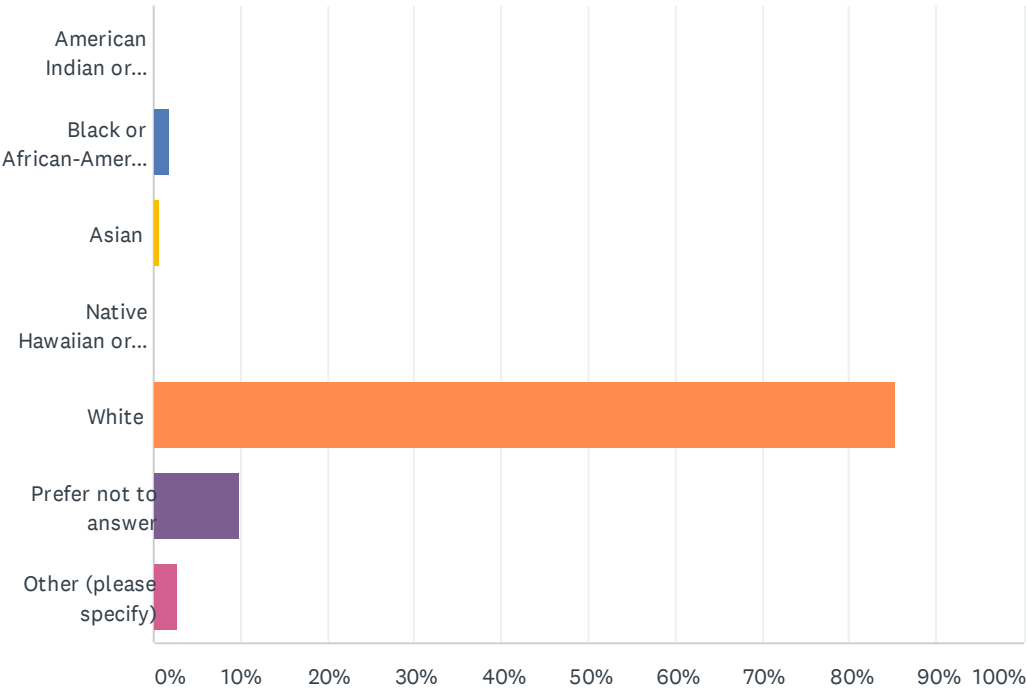
Answered: 150    Skipped: 3



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.00%	0
25-34	15.33%	23
35-44	12.00%	18
45-54	11.33%	17
55-64	10.00%	15
65+	45.33%	68
Prefer not to answer	6.00%	9
TOTAL		150

Q13 I identify my ethnicity as (select all that apply):

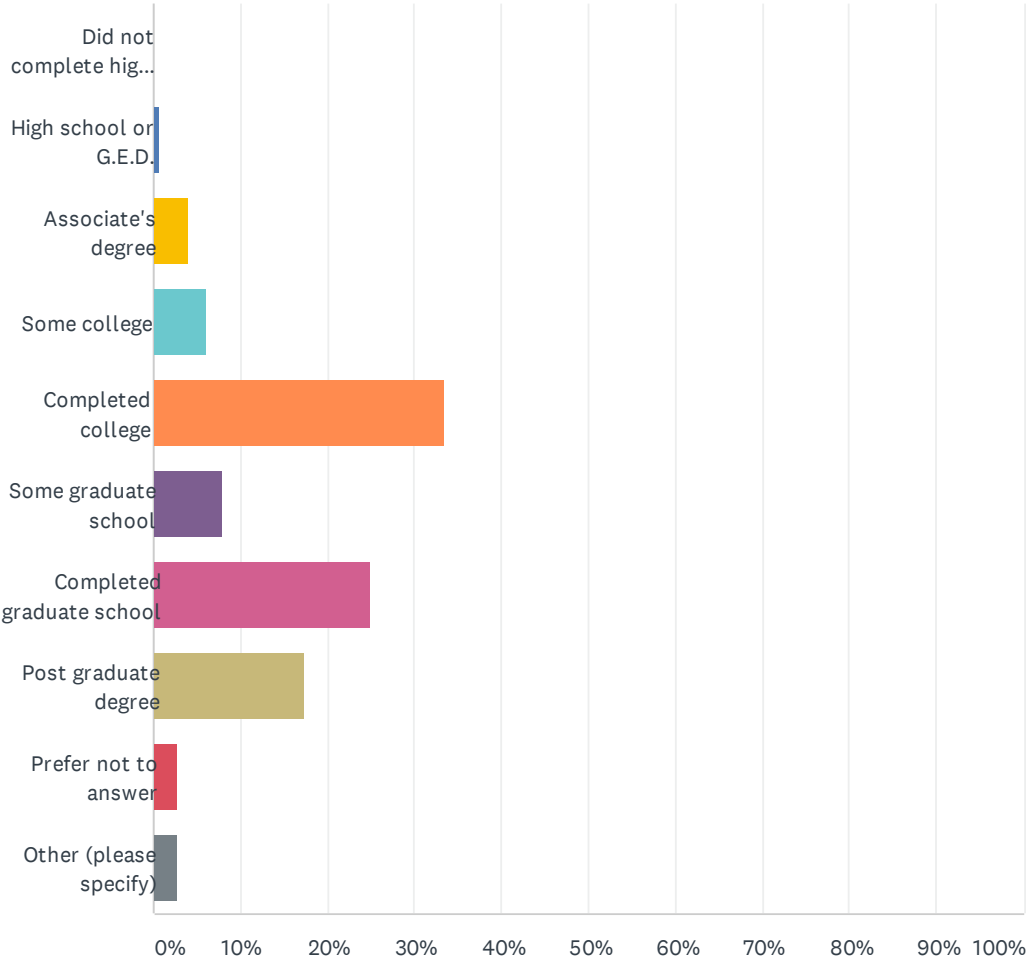
Answered: 151    Skipped: 2



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	0.00%	0
Black or African-American	1.99%	3
Asian	0.66%	1
Native Hawaiian or other Pacific Islander	0.00%	0
White	85.43%	129
Prefer not to answer	9.93%	15
Other (please specify)	2.65%	4
Total Respondents: 151		

Q14 What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

Answered: 149    Skipped: 4



City of Madison Common Council Communications

ANSWER CHOICES	RESPONSES	
Did not complete high school	0.00%	0
High school or G.E.D.	0.67%	1
Associate's degree	4.03%	6
Some college	6.04%	9
Completed college	33.56%	50
Some graduate school	8.05%	12
Completed graduate school	24.83%	37
Post graduate degree	17.45%	26
Prefer not to answer	2.68%	4
Other (please specify)	2.68%	4
TOTAL		149