

2018 JOHNSON COUNTY COMMUNICATIONS SURVEY

FINAL REPORT

Submitted to: **Johnson County, Kansas**

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2018 Johnson County Communications Survey Executive Summary

Overview and Methodology

During March and April of 2018, ETC Institute administered a survey for Johnson County, Kansas to gather input from residents to improve the quality of County communication with the public. This is the fourth time ETC Institute has administered this survey for the County; the first was conducted in 2014.

Methodology. The survey was administered by phone to a random sample of 408 residents in the County. The results for the random sample of 408 respondents have a 95% level of confidence with a precision of at least +/- 4.8%.

Major Survey Findings. Some of the major findings from the survey are listed below.

- Sixty-nine percent (69%) of those surveyed indicated that they are at least “somewhat interested” in keeping informed about County events and County government.
 - 2% are “very interested”
 - 26% are “interested”
 - 41% are “somewhat interested”

- Thirty-six percent (36%) of those surveyed indicated that they usually hear about County news and information FIRST from an official Johnson County news or communications outlet. Fifty-five percent (55%) indicated that they hear about County news through a source other than the County, and the remaining responded “don’t know.”

- The top four areas for which residents indicated the County provides enough information are: (1) parks and recreation, (2) libraries, (3) special events, and (4) public safety. Residents were least satisfied with the availability of information on the County budget and volunteer opportunities.

- Ninety-two percent (92%) of those surveyed indicated they depend on traditional media either “frequently” or “occasionally” to stay informed about the County. Other types of communication residents depend on include: person-to-person/word of mouth (81%), JoCo Magazine (73%), and the Internet (not including the County website (72%).

- Of the residents who use the County’s website “frequently” or “occasionally”, 57% agreed that they are satisfied with the information contained on the website. Forty-eight percent (48%) agreed that the County’s website is easy to use, while 45% agreed that it is easy to find the information they are looking for. Additionally, 53% indicated they had visited the County’s website during the past 6 months.
- Of the respondents who are aware of the County’s social media channels, 32% indicated that they subscribe to the County’s Facebook page. Nineteen percent (19%) subscribe to Nextdoor, and 13% subscribe to the County’s Twitter page.
- Fifty-six percent (56%) of residents surveyed are aware of NotifyJoCo for emergency alerts and other alerts. Of those who are aware of NotifyJoCo, 61% have signed up for alerts; 31% indicated they have not signed up, and the remaining 8% did not provide a response. Of those who have not signed up for alerts on Notify JoCo, the reasons given include: “never heard of it” (20%), “I don’t want to receive emergency information” (29%), and “I plan to sign up” (49%). The remaining respondents did not provide a reason.
- Communications that residents would like to see the County use more frequently include: e-newsletter sent to e-mail (48%), text messages/alerts sent to mobile devices (43%), magazines (34%), and NotifyJoCo (33%).
- Some of the ways in which respondents communicated with the County in the past 12 months include: emailed/phoned a County staff person (52%), emailed/phoned an elected County official (44%), and attended a County-hosted public meeting or event (30%).
- Fifty-seven percent (57%) of residents who indicated that they had communicated with the County in the past 12 months rated the experience as either “very good” or “good”.
- In the past 12 months, 46% of those surveyed have received or requested print magazines or brochures from the County. Eighty-four percent (84%) of the residents who indicated they received or requested printed materials from the County recalled receiving JoCo Magazine in the mail; of those, 91% indicated they had read it. Seventy-five percent (75%) of the residents who indicated they received or requested printed materials from the County recalled receiving The Best Times in the mail; of those, 88% indicated they had read it.
- Residents were asked to rate their familiarity with various new County projects. Nearly all (99%) who provided a response were familiar with Lexington Lake Park. Other new County projects that residents were the most familiar with include: Big Bull Creek Park (97%), Tomahawk Creek Wastewater Treatment Facility Expansion (94%), and Meadowbrook Park (94%). When asked if they recalled receiving any written information from the County about the new projects, 29% responded “yes,” with 65% of those indicating they received their news and information from JoCo Magazine.

- When asked which technology-based methods of communication respondents had used or watched in the last week, the responses included: local news on TV (69%), text messaging (53%), website (52%), Facebook (46%), local news in newspaper (38%), and local news on the radio (38%).

Trends. The table below is meant to serve as a quick reference for many of the long-term trends that exist from the 2014 and 2018 communication surveys. The percentage change from the 2014 survey to the 2018 survey is in the far right column of the table. To view all of the trends, please refer to the charts and graphs section of the report. Note: significant changes are changes of +/- 5%.

Long-Term Trends from 2014 to 2018	2018	2014	Change from 2014 to 2018
Combination of "Very Interested," "Interested" and "Somewhat Interested"			
Q1. How interested are you in keeping informed about County events and County government?	69%	87%	-18%
Combination of "Strongly Agree" and "Agree"			
Q4. The County provides enough information on Public Safety	56%	48%	8%
Q4. The County provides enough information on The Environment	49%	35%	14%
Q4. The County provides enough information on The County Budget	34%	28%	6%
Q4. The County provides enough information on Aging/Senior Services	44%	30%	14%
Q4. The County provides enough information on Human Services	40%	29%	11%
Q4. The County provides enough information on Public Health	49%	43%	6%
Q4. The County provides enough information on Transportation	40%	41%	-1%
Q4. The County provides enough information on Libraries	62%	67%	-5%
Q4. The County provides enough information on Parks and Recreation	72%	75%	-3%
Q4. The County provides enough information on Special Events	58%	49%	9%
Q6. Satisfied with the quality of information provided on County's website	57%	62%	-5%
Q6. It is easy to find the information I am looking for	45%	60%	-15%
Combination of "Frequently" and "Occasionally"			
Q5. Frequency with which group e-mail from the County is used to stay informed about the County	39%	17%	22%
Q5. Frequency with which person-to-person/word of mouth is used to stay informed about the County	81%	79%	2%
Q5. Frequency with which non-County traditional media is used to stay informed about the County	92%	91%	1%
Q5. Frequency with which the Internet (not including the County's website) is used to stay informed about the County	72%	64%	8%
Q5. Frequency with which County's social media is used to stay informed about the County	40%	17%	23%
Q5. Frequency with which County's broadcast of Board of Cty. Comm. meetings is used to stay informed about the County	14%	11%	3%
Q5. Frequency with which County staff are used to stay informed about the County	23%	17%	6%
Q5. Frequency with which public meetings are used to stay informed about the County	31%	26%	5%
Q5. Frequency with which Johnson County website is used to stay informed about the County	60%	52%	8%
Q5. Frequency with which events are used to stay informed about the County	63%	58%	5%
Combination of "Very Good" and "Good"			
Q12a. Overall, how would you rate your experience with this (or these) community engagement activity (activities)?	57%	61%	-4%