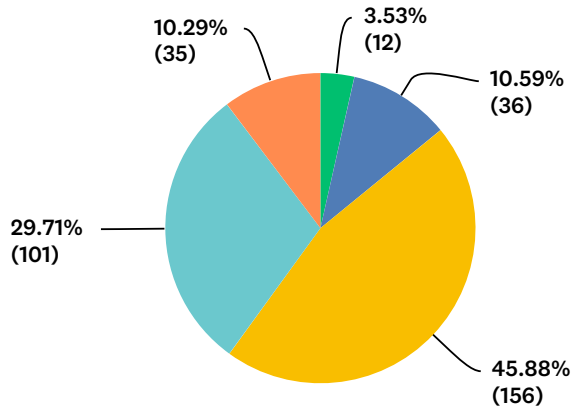


Q1 GENERAL KNOWLEDGE—How knowledgeable do you consider yourself to be about Town business?

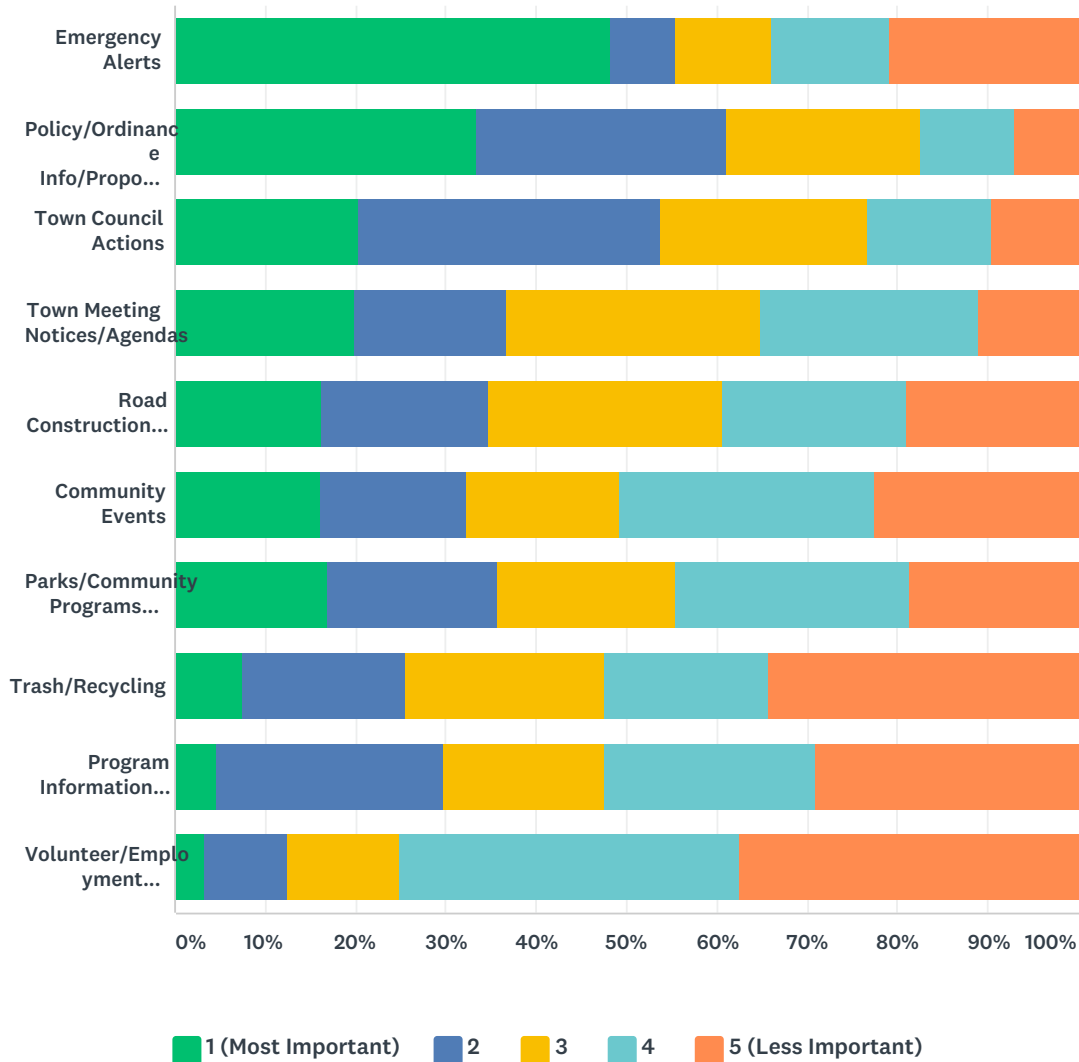
Answered: 340 Skipped: 5



- Extremely Knowledgeable
- Very Knowledgeable
- Moderately Knowledgeable
- Slightly Knowledgeable
- Not Knowledgeable At All

Q2 TYPES OF INFORMATION—Please rank the TOP 5 types of information you are most interested in receiving from the Town, with 1 being the MOST important.

Answered: 331 Skipped: 14



	1 (MOST IMPORTANT)	2	3	4	5 (LESS IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Emergency Alerts	48.17% 92	7.33% 14	10.47% 20	13.09% 25	20.94% 40	191	2.51
Policy/Ordinance Info/Proposed Changes	33.33% 76	27.63% 63	21.49% 49	10.53% 24	7.02% 16	228	2.30
Town Council Actions	20.30% 40	33.50% 66	22.84% 45	13.71% 27	9.64% 19	197	2.59
Town Meeting Notices/Agendas	19.88% 34	16.96% 29	28.07% 48	23.98% 41	11.11% 19	171	2.89
Road Construction Updates	16.18% 28	18.50% 32	26.01% 45	20.23% 35	19.08% 33	173	3.08

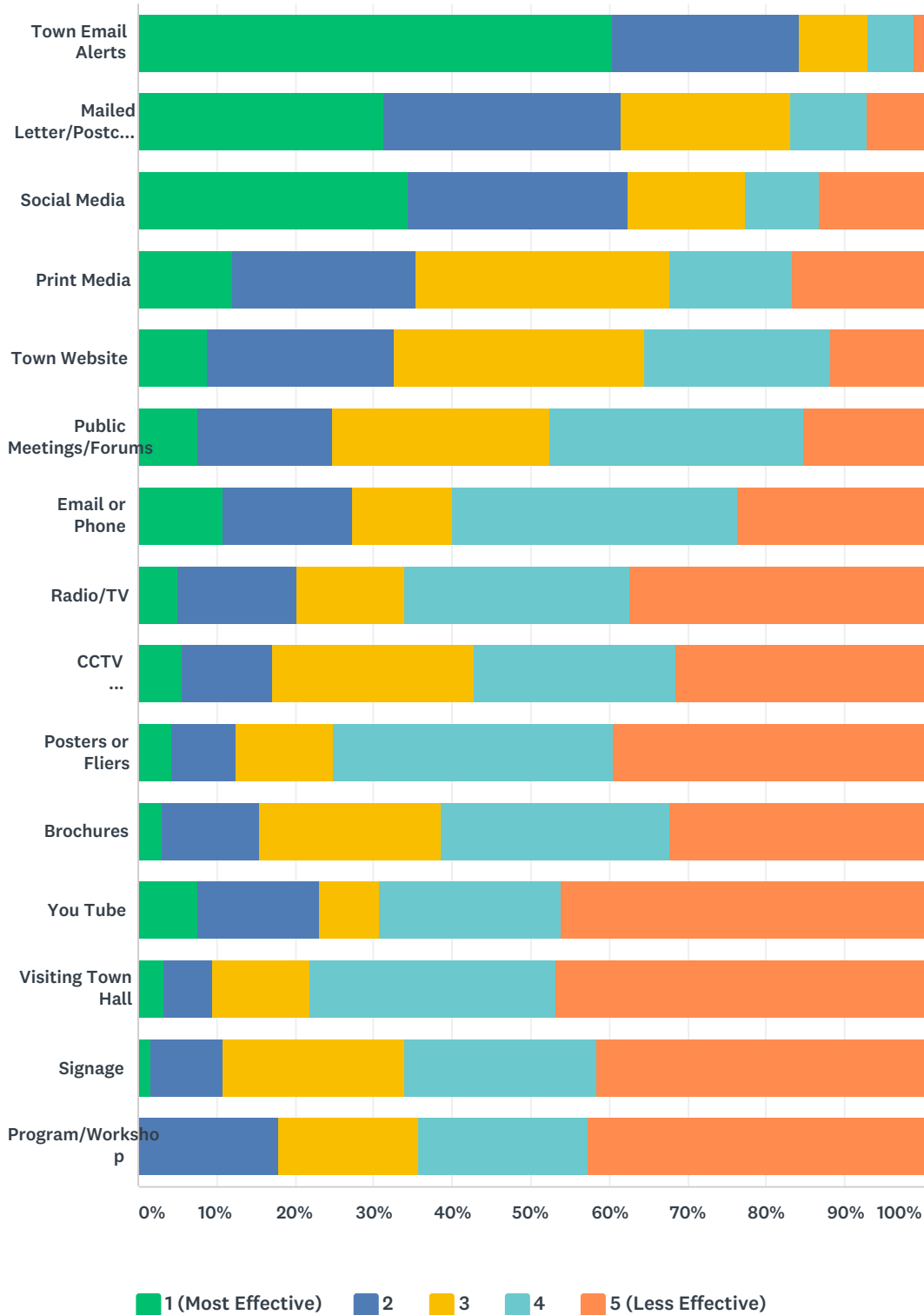
Town of Falmouth Communication Methods Survey

SurveyMonkey

Community Events	16.13% 20	16.13% 20	16.94% 21	28.23% 35	22.58% 28	124	3.25
Parks/Community Programs Information	16.96% 19	18.75% 21	19.64% 22	25.89% 29	18.75% 21	112	3.11
Trash/Recycling	7.38% 9	18.03% 22	22.13% 27	18.03% 22	34.43% 42	122	3.54
Program Information (tax relief, brown tail moth, identity theft, etc.)	4.65% 8	25.00% 43	18.02% 31	23.26% 40	29.07% 50	172	3.47
Volunteer/Employment Opportunities	3.13% 1	9.38% 3	12.50% 4	37.50% 12	37.50% 12	32	3.97

Q3 GETTING INFORMATION—Of the information delivery methods currently employed by the Town of Falmouth, please rank the TOP 5 that you find most effective in accessing or receiving information from the Town, 1 being the MOST effective.

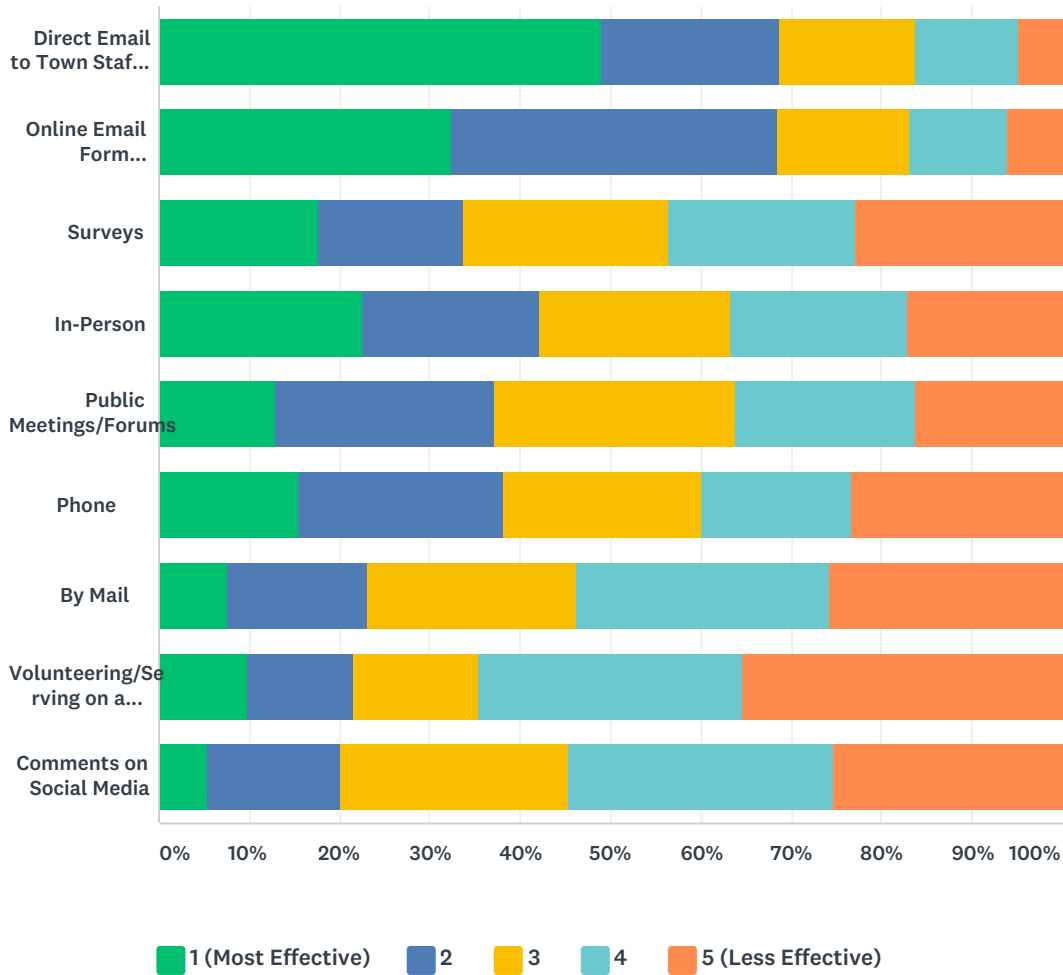
Answered: 335 Skipped: 10



	1 (MOST EFFECTIVE)	2	3	4	5 (LESS EFFECTIVE)	TOTAL	WEIGHTED AVERAGE
Town Email Alerts	60.47% 153	23.72% 60	8.70% 22	5.93% 15	1.19% 3	253	1.64
Mailed Letter/Postcard	31.36% 74	30.08% 71	21.61% 51	9.75% 23	7.20% 17	236	2.31
Social Media	34.38% 44	28.13% 36	14.84% 19	9.38% 12	13.28% 17	128	2.39
Print Media	12.14% 21	23.12% 40	32.37% 56	15.61% 27	16.76% 29	173	3.02
Town Website	8.76% 17	23.71% 46	31.96% 62	23.71% 46	11.86% 23	194	3.06
Public Meetings/Forums	7.62% 8	17.14% 18	27.62% 29	32.38% 34	15.24% 16	105	3.30
Email or Phone	10.91% 6	16.36% 9	12.73% 7	36.36% 20	23.64% 13	55	3.45
Radio/TV	5.08% 3	15.25% 9	13.56% 8	28.81% 17	37.29% 22	59	3.78
CCTV	5.71% 2	11.43% 4	25.71% 9	25.71% 9	31.43% 11	35	3.66
Posters or Fliers	4.17% 2	8.33% 4	12.50% 6	35.42% 17	39.58% 19	48	3.98
Brochures	3.08% 2	12.31% 8	23.08% 15	29.23% 19	32.31% 21	65	3.75
You Tube	7.69% 1	15.38% 2	7.69% 1	23.08% 3	46.15% 6	13	3.85
Visiting Town Hall	3.13% 1	6.25% 2	12.50% 4	31.25% 10	46.88% 15	32	4.13
Signage	1.54% 1	9.23% 6	23.08% 15	24.62% 16	41.54% 27	65	3.95
Program/Workshop	0.00% 0	17.86% 5	17.86% 5	21.43% 6	42.86% 12	28	3.89

Q4 GIVING FEEDBACK—We are continually trying to improve how we receive input from residents. Please rank the TOP 5 methods you find most effective in communicating your concerns/thoughts/ideas with us, with 1 being the MOST effective.

Answered: 331 Skipped: 14



	1 (MOST EFFECTIVE)	2	3	4	5 (LESS EFFECTIVE)	TOTAL	WEIGHTED AVERAGE
Direct Email to Town Staff or Councilors	49.01% 124	19.76% 50	15.02% 38	11.46% 29	4.74% 12	253	2.03
Online Email Form	32.39% 69	36.15% 77	14.55% 31	10.80% 23	6.10% 13	213	2.22
Surveys	17.62% 34	16.06% 31	22.80% 44	20.73% 40	22.80% 44	193	3.15
In-Person	22.45% 33	19.73% 29	21.09% 31	19.73% 29	17.01% 25	147	2.89
Public Meetings/Forums	12.86% 27	24.29% 51	26.67% 56	20.00% 42	16.19% 34	210	3.02
Phone	15.48% 24	22.58% 35	21.94% 34	16.77% 26	23.23% 36	155	3.10

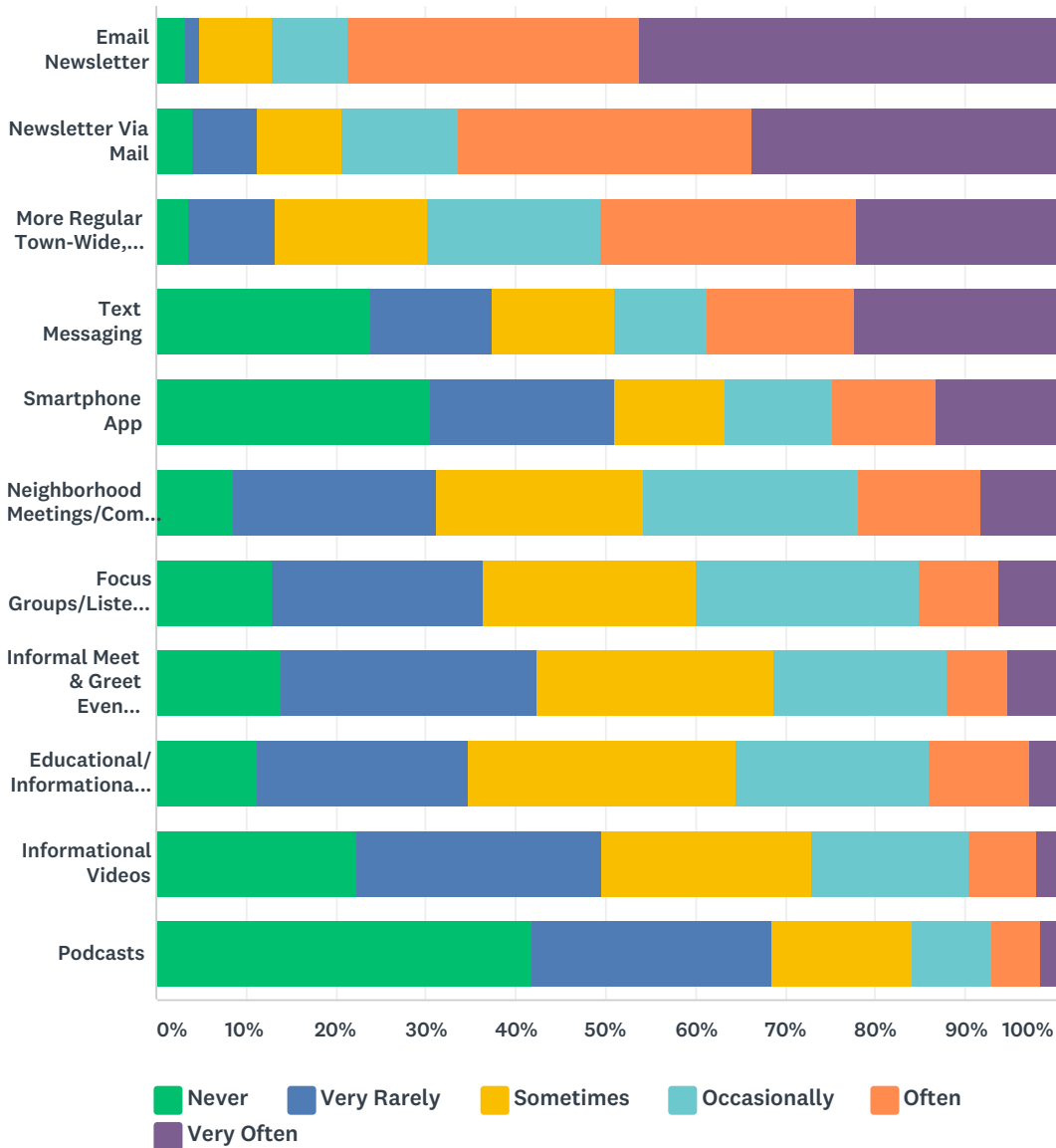
Town of Falmouth Communication Methods Survey

SurveyMonkey

By Mail	7.69% 9	15.38% 18	23.08% 27	28.21% 33	25.64% 30	117	3.49
Volunteering/Serving on a Committee	9.80% 5	11.76% 6	13.73% 7	29.41% 15	35.29% 18	51	3.69
Comments on Social Media	5.33% 4	14.67% 11	25.33% 19	29.33% 22	25.33% 19	75	3.55

Q5 NEW WAYS TO COMMUNICATE (GETTING & GIVING)—Falmouth hopes to improve its communications methods and foster better two-way communication by creating new ways to deliver information to and gain valuable feedback from residents. How likely would you be to participate in/use/read/access the following?

Answered: 343 Skipped: 2



	NEVER	VERY RARELY	SOMETIMES	OCCASIONALLY	OFTEN	VERY OFTEN	TOTAL
Email Newsletter	3.28% 11	1.49% 5	8.06% 27	8.36% 28	32.54% 109	46.27% 155	335
Newsletter Via Mail	4.02% 13	7.12% 23	9.60% 31	12.69% 41	32.82% 106	33.75% 109	323
More Regular Town-Wide, Issue-Specific Mailings	3.68% 12	9.51% 31	16.87% 55	19.33% 63	28.53% 93	22.09% 72	326

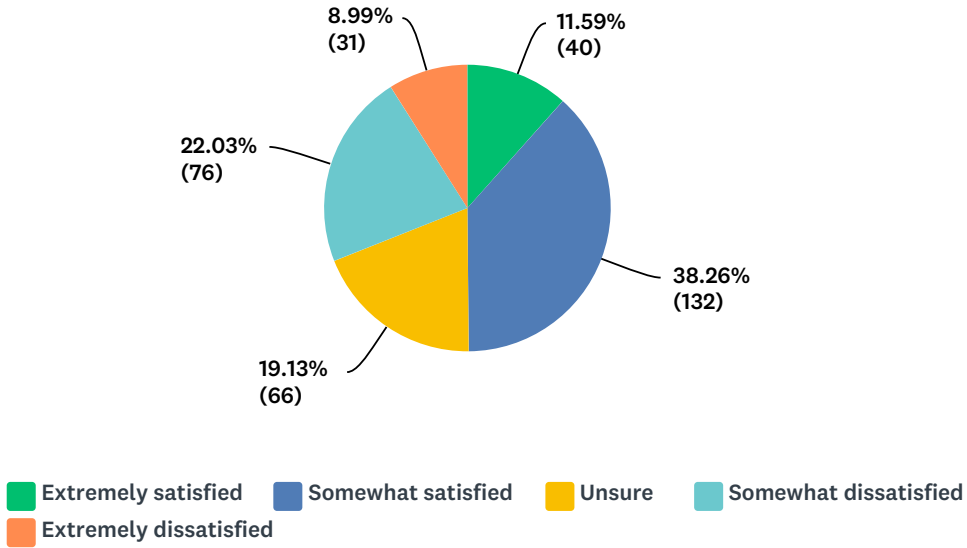
Town of Falmouth Communication Methods Survey

SurveyMonkey

Text Messaging	23.87% 74	13.55% 42	13.55% 42	10.32% 32	16.45% 51	22.26% 69	310
Smartphone App	30.52% 94	20.45% 63	12.34% 38	12.01% 37	11.36% 35	13.31% 41	308
Neighborhood Meetings/Committees	8.62% 28	22.46% 73	23.08% 75	24.00% 78	13.54% 44	8.31% 27	325
Focus Groups/Listening Sessions/Discussion Forums	12.92% 42	23.38% 76	23.69% 77	24.92% 81	8.92% 29	6.15% 20	325
Informal Meet & Greet Events with Councilors	13.93% 45	28.48% 92	26.32% 85	19.20% 62	6.81% 22	5.26% 17	323
Educational/ Informational Presentations or Workshops	11.18% 35	23.64% 74	29.71% 93	21.41% 67	11.18% 35	2.88% 9	313
Informational Videos	22.33% 69	27.18% 84	23.30% 72	17.48% 54	7.77% 24	1.94% 6	309
Podcasts	41.86% 126	26.58% 80	15.61% 47	8.97% 27	5.32% 16	1.66% 5	301

Q6 OVERALL SATISFACTION—Overall, how satisfied are you with the Town of Falmouth’s efforts to communicate important information to its residents? Circle one.

Answered: 345 Skipped: 0



Q7 WAYS TO IMPROVE—What, if anything, do you think the Town of Falmouth could do better in its efforts to communicate with residents?

Answered: 197 Skipped: 148

Q8 GET INVOLVED—Would you be willing to participate in a one-hour focus group to further discuss Falmouth’s community outreach efforts? By answering yes, you are not committing to anything, just expressing an interest.

Answered: 318 Skipped: 27

ANSWER CHOICES	RESPONSES	
Yes	37.42%	119
No	62.58%	199
TOTAL	318	

Q9 If you answered yes, please enter contact information below or contact Erin Cadigan at ecadigan@falmouthme.org or 207-699-5346.

Answered: 117 Skipped: 228

ANSWER CHOICES	RESPONSES	
Name	97.44%	114
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	94.87%	111
Phone Number	88.89%	104

Q10 ADDITIONAL COMMENTS--Do you have any other comments, questions, or concerns?

Answered: 103 Skipped: 242