



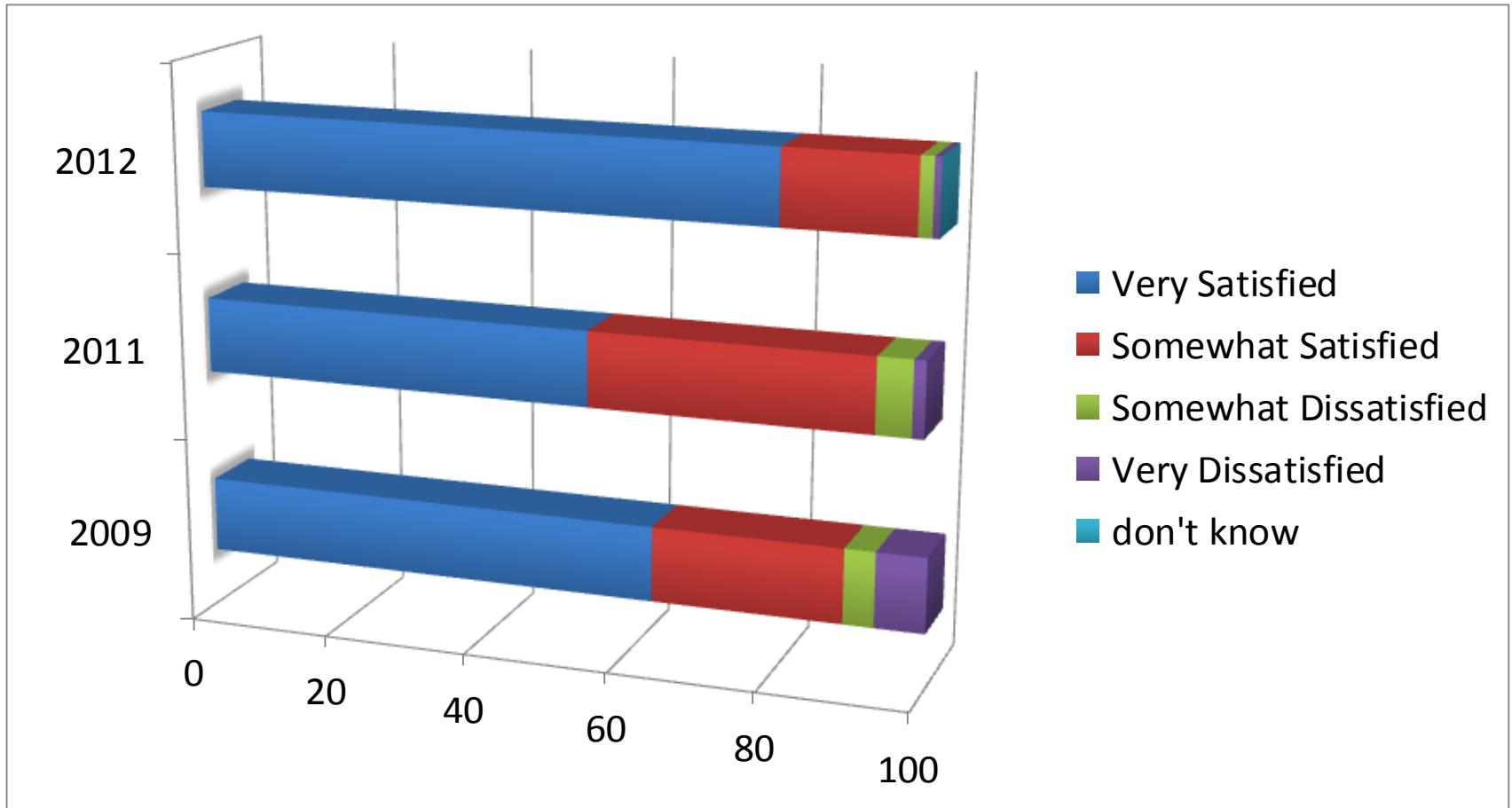
# 2012 Communications Satisfaction Survey

February 6, 2013

## Summary of key survey results

- Overall satisfaction with our communications initiatives is incredibly high
- Satisfaction has been strong and increasing since the first survey in 2009
  - Latest online survey conducted between October and December 2012
  - This is the third time we have undertaken the survey and while many questions have evolved, we are able to compare responses to earlier online surveys done in 2011 and 2009
- The newsletter is the most important tool for communications according to respondents
  - Followed by the website and then media coverage
  - Public meeting while still very important are not as important to respondents as they use to be

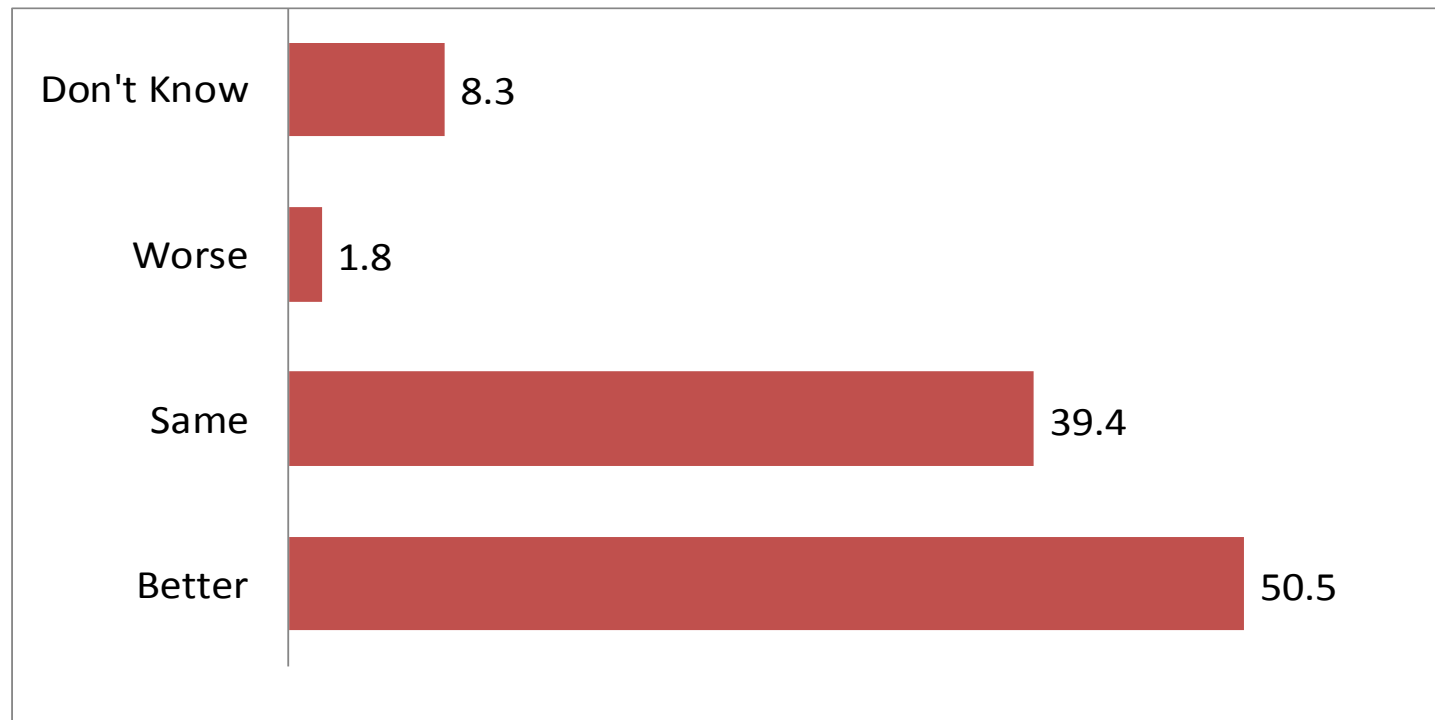
# How satisfied are you with the communications you receive from Waterfront Toronto?



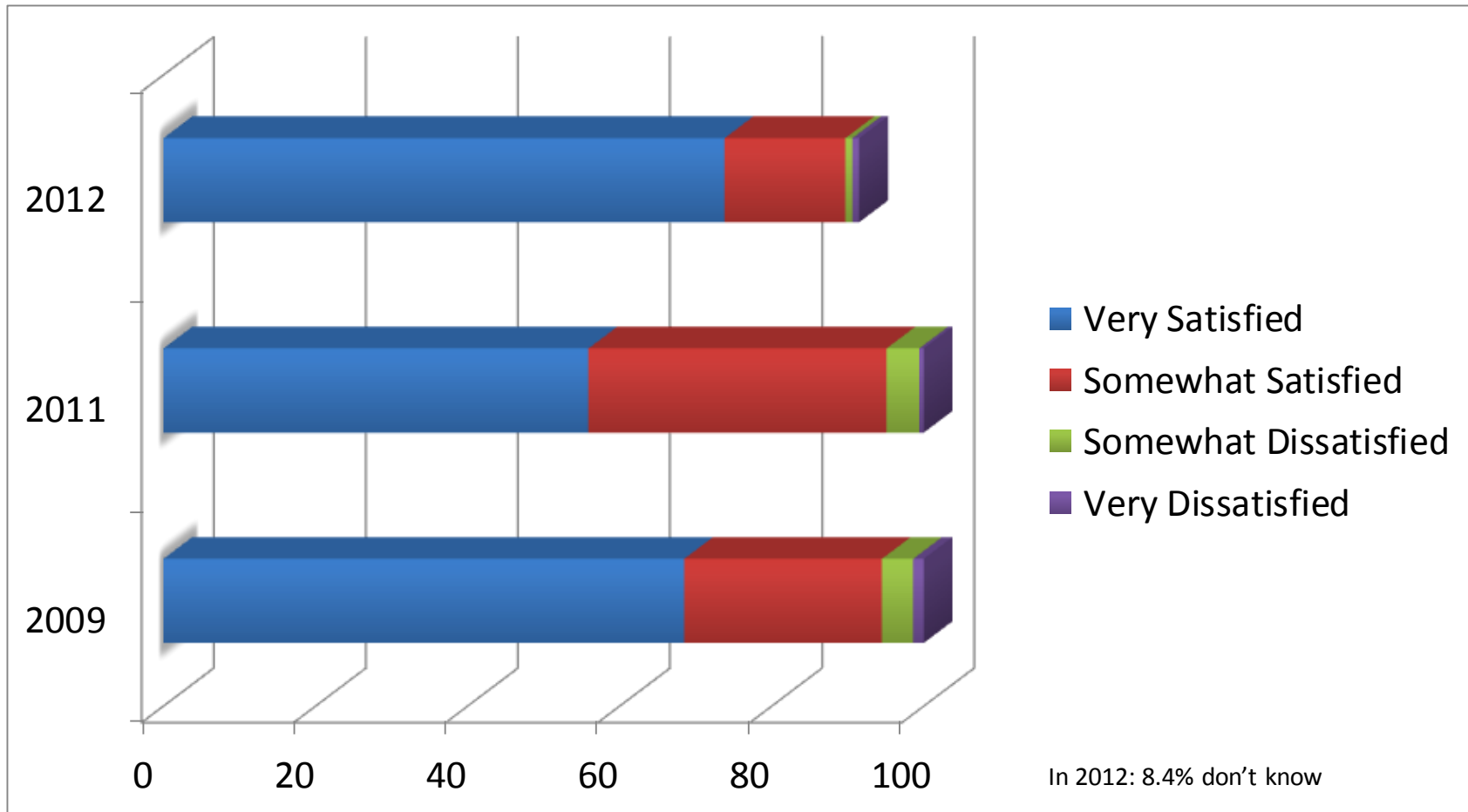
# Most respondents say communications are getting even better



- Would you say the quality of communications you receive from Waterfront Toronto is better, worse or the same as a year ago?



# Satisfaction with the newsletter is very high

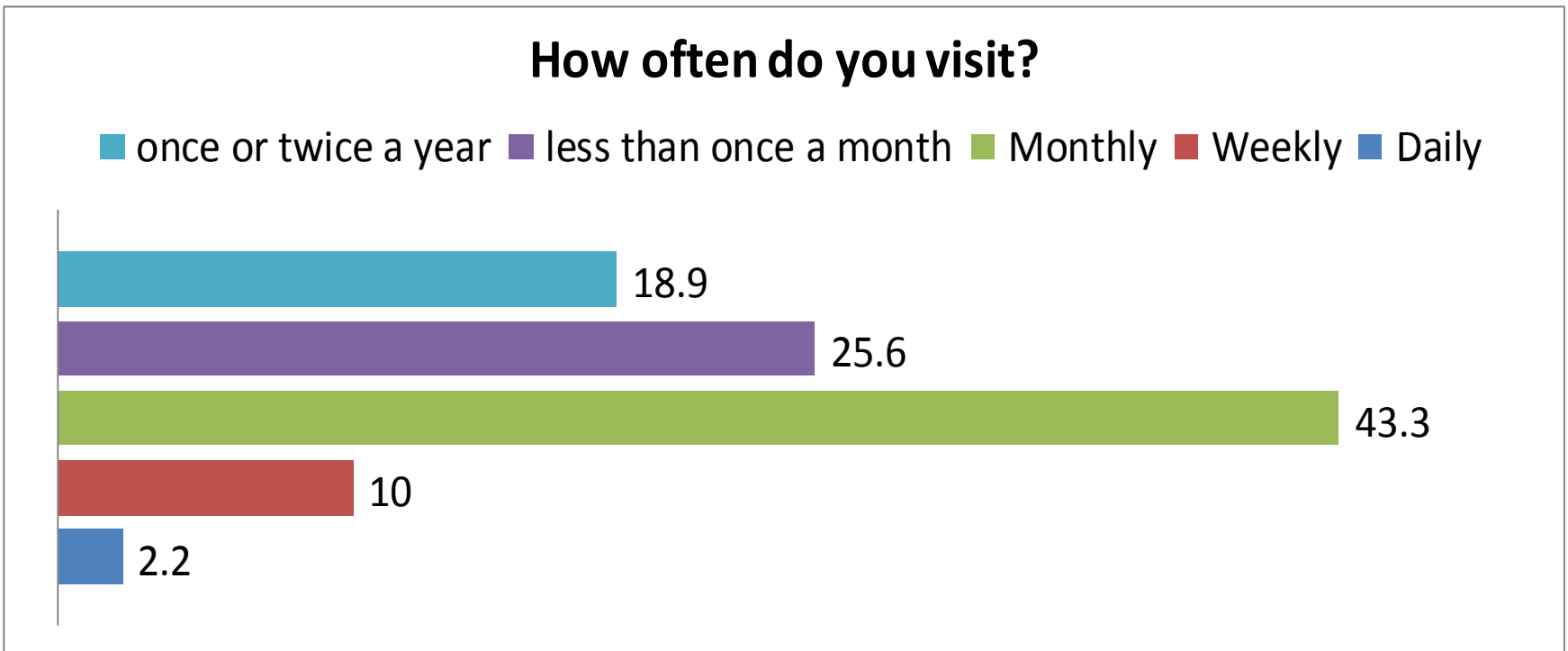


## All aspects of the newsletter surveyed well

- Overall people are very satisfied with all aspects of the newsletter
  - Quality of writing, frequency, layout and article length
- One area for slight improvement is quality and number of visuals
- Suggested improvements for the newsletter:
  - More visuals such as photos and drawings
  - More maps for projects
  - More information on future schedules and project completion dates
- Results show respondents are most interested in updates on development projects and updates on construction
- Many very positive comments

## Website usage

- 90.6% of respondents surveyed have visited the website in the past year



## Website responses

- Most common reasons respondents said that they are visiting the website: to monitor progress, find out general information, view images, and explore plans
- Overall, visitors to the website are satisfied with its various features
- Suggested website improvements:
  - More concise information
  - More timeline and project scheduling information
  - More videos
  - More web cameras
  - A better “what’s new” section
  - A large map of the entire area
  - Better navigation
  - Prioritize the information better



## How we are using the results

- We will report back the results through the newsletter
- The results will inform newsletter and website enhancements over the coming year
  - Exploring how to include maps in newsletter stories
  - Upgrading our website “what’s new” section and exploring how to prioritize the information on each page