Mendham Township Communications Sub-Committee

Survey Results
May 2018
Methodology

• Online survey via SurveyMonkey, open April 17- May 16, 2018
• Option to enter a raffle for a 40 North restaurant gift certificate
• Must be a Mendham Township resident over age 16
• 549 total qualified respondents
Respondent Demographics

54% of respondents have children under 18 in HH

60% have children attending a nearby school
The Town Website, Emails from MT and the “About Mendham” unofficial page are the top 3 sources of information for awareness and usage by town residents.
Emails are the most preferred source of information about Mendham Township, followed by the Website and the official Facebook page.
Similarly, Emails and the town website are the preferred methods to learn more about municipal government.
In the event of an emergency, text messaging is the most preferred communication method, followed by email alerts.
Residents are interested in regular communications from the Township
86% of survey respondents opted-in to receiving communications from Mendham Township

Q19 Are you interested in being included on the Mendham Township list to receive communications about different activities, updates, and other information related to our town?
Recreation, Recycling, and Town Committee are the top 3 areas of interest in learning more.
44% are using the Township website at least 1 time per month
The majority of respondents found the website “somewhat helpful”
While people are neutral to satisfied on both, they are generally more satisfied with the information they receive *from* the town than their ability to provide input *into* the town.
Data for Kids in HH/ No Kids in HH

Charts reflecting different answers between the two groups
The Town website has the highest awareness across all houses, but awareness of other vehicles changes based on whether kids are in the HH.
Similarly, the Website and Town emails are used most frequently by both groups, and then the usage varies.
Emails are the most preferred, and then Website and official Facebook are 2 and 3 for both groups.
Residents without Kids in the HH would prefer emails about emergencies, and those with Kids prefer text alerts.
Areas of wanting to learn more vary significantly based on kids in HH
Respondent Demographics

Demographics generally in line with population, with slight skew toward 26-45

27% have lived in MT less than 5 years and 30% have lived here more than 20 years