



DeSoto County Communications Survey
April 1, 2024



Focus of the survey

1. Where do the people of DeSoto County and Arcadia find information about their community?
2. Does age make any difference?
3. Does language make any difference?
4. How easy is it to find information?



magnify good

Methodology

Two Language Versions

Separate versions were produced in English and Spanish.

Total Respondents

A total of 337 responses were included in the results. 284 were from the English version, 53 from the Spanish version.

Demography

People were asked to select from four categories for their ages, from under 26 to 60+.

Media use

People were asked to identify media sources of information they used regularly.

Easy of finding information

The ease in finding information about DeSoto and Arcadia were judged on a four choice scale from Easy to Difficult.

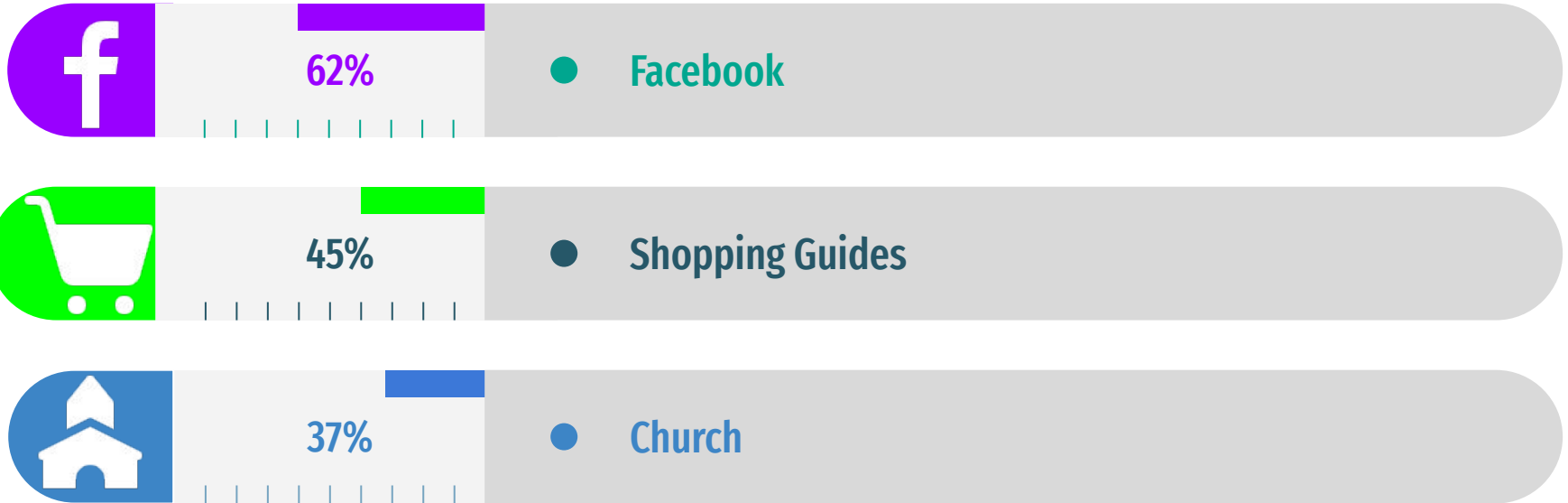
Where to find information

Two questions offered places where people most often sought local information. These included physical structures and locale as well as offline and online sources.

Tabulation and Analysis

Data was combined and processed with tables produced with frequencies and crosstabs by age, language version, and ease of finding information.

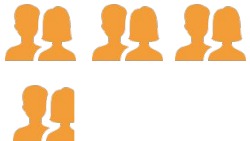
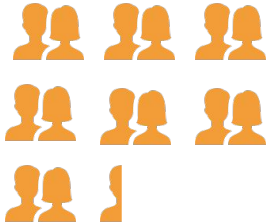
Which sources were used the most?



People used a wide variety of sources for finding information about their community, with Facebook the only source used by more than 50% of participants in the surveys.

Younger people were more likely to use Facebook and Google than those over 60.

↓
40



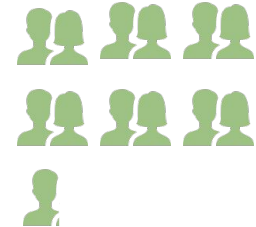
72% Facebook

25% Shopping guides

39% Google



60
↑



53% Facebook

65% Shopping guides

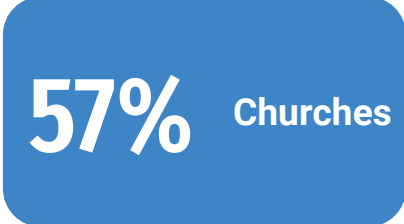
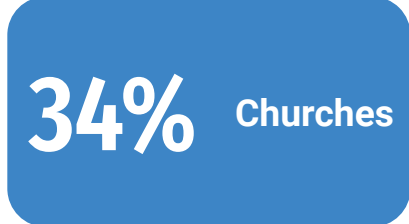
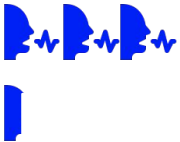
29% Google

Spanish language respondents were more likely to use Local radio, Churches, and “At work” than English version participants.

English



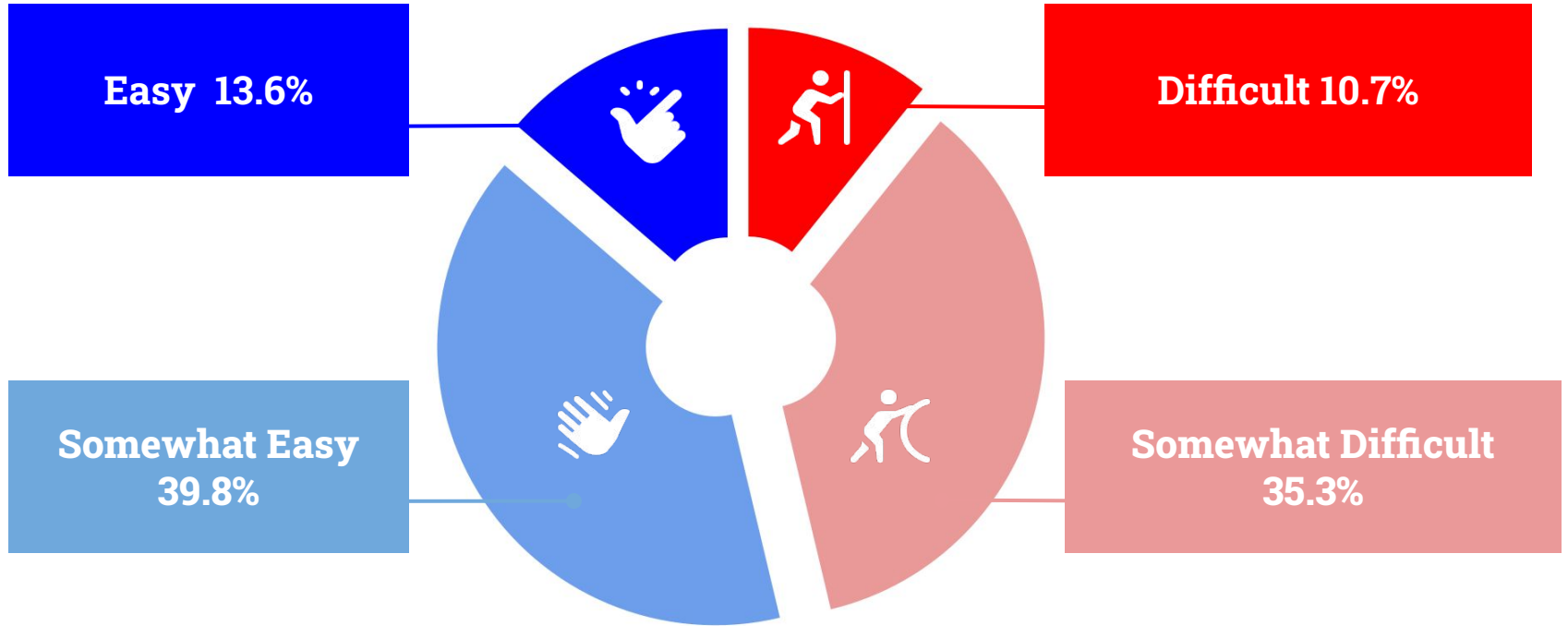
Spanish



English version participants were more likely to use Shopping Guides, Facebook, and Local organization websites than those completing the Spanish version.



People were almost evenly divided on whether finding local information falls in the easy or difficult ranges.

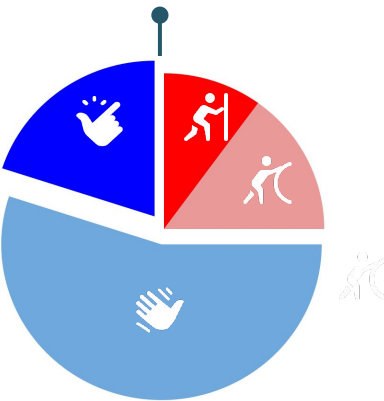


Younger people judged finding information easy or somewhat easy more often than those 60 and older.

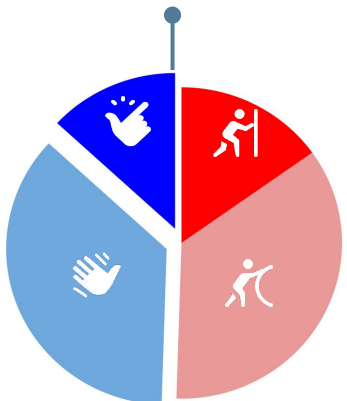
Spanish participants were slightly more likely to find it difficult or somewhat difficult than those that completed the English version.



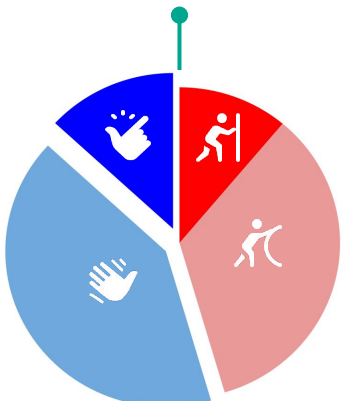
75% Easy or Somewhat Easy



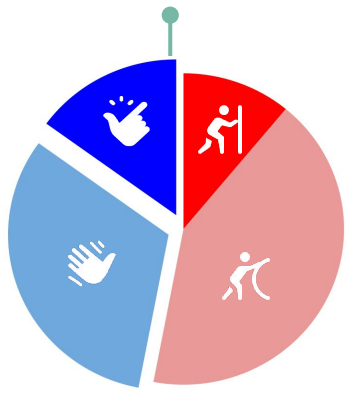
50% Difficult or Somewhat Difficult



54% Easy or Somewhat Easy



53% Difficult or Somewhat Difficult







Conclusions and Implications

1. No single source of information will reach the majority of DeSoto residents.
2. The internet, via sites such as Google, Facebook, and for local organizations, will be useful in reaching DeSoto residents.
3. Reaching social gatherings, and places where people share word of mouth information, will be needed to reach audiences less likely to use more traditional media such as radio, television or print.
4. Churches and radio will be useful in reaching Spanish language audiences.

Detailed data tables





Residents were more likely to regularly use websites or social media groups or sites about their area.

Local sources of information used regularly	All participants	English to Spanish variance
Local Television 	36.5%	+14.2%
Local Radio 	18.1%	+3.2%
Local Newspaper 	23.1%	+9.5%
Websites/ social media 	<u>68.0%</u>	+9.0%

Most sources, except radio, were used slightly more often by those completing the English version.







People were fairly evenly split between the ease and difficulty of finding information.

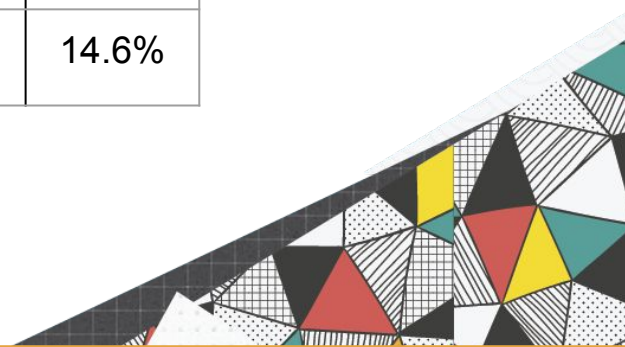
Ease of finding local information	All participants	English to Spanish variance
 Easy	13.6%	+1.7%
 Somewhat Easy	39.8%	+9.1%
 Somewhat Difficult	35.3%	+7.3%
 Difficult	10.7%	+7.7%

People completing the Spanish version were more likely to judge their ease as either “somewhat difficult” or “difficult” than those using the English version.



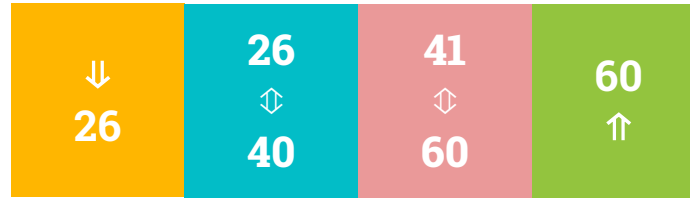
Younger participants were more likely to evaluate their ease of finding information as “easy” or “somewhat easy” than those 26 and older.





Age of Respondent	↓ 26	26 ⇅ 40	41 ⇅ 60	60 ↑
 Easy	20.0%	11.3%	15.0%	13.1%
 Somewhat Easy	55.0%	43.8%	38.3%	36.2%
 Somewhat Difficult	15.0%	42.5%	33.6%	35.4%
 Difficult	10.0%	2.5%	12.1%	14.6%











Participants over 60 were less likely to consider themselves as regular website and social media users, although it was still their most frequent source.

Local sources of information used regularly













Local Television		5.0%	21.3%	23.4%	13.8%
Local Radio		15.0%	20.0%	36.4%	50.0%
Local Newspaper		5.0%	17.5%	22.4%	30.0%
Websites/ social media		70.0%	73.8%	73.8%	59.2%
No answer/ (None)		5.0%	1.3%	2.8%	3.8%











Participants evaluated their use of local television for information as slightly easier than other media sources.

Pct. of those using each media source				
	Easy	Somewhat Easy	Somewhat Difficult	Difficult
Local Television 	21.1%	36.6%	26.8%	14.6%
Local Radio 	9.8%	41.1%	34.4%	13.1%
Local Newspaper 	15.4%	47.4%	28.2%	9.0%
Websites/ social media 	12.2%	41.9%	36.2%	9.2%











Facebook was the most frequent place where information was available about their area, followed by community shopping guides, and Google.

		All Participants	English to Spanish variance
Local radio		24.3%	+31.5%
Local television		28.5%	+10.9%
Sarasota newspaper		3.6%	+3.3%
Community shopping guides		45.1%	+46.8%
Bulletin boards at stores		22.3%	+2.7%
Newsletters		24.3%	+2.0%
Local news websites		22.0%	+3.0%
Google/search		34.7%	+3.5%
Facebook/ similar		62.3%	+20.2%
Website of local organizations		30.9%	+14.2%











Community shopping guides were chosen more frequently by those 60 and older.

		↓ 26	26 ⇅ 40	41 ⇅ 60	60 ↑
Local radio			36.3%	27.1%	18.5%
Local television		5.0%	26.3%	30.8%	31.5%
Sarasota newspaper			3.8%	2.8%	4.6%
Community shopping guides		15.0%	27.5%	40.2%	64.6%
Bulletin boards at stores		35.0%	36.3%	20.6%	13.1%
Newsletters		30.0%	33.8%	19.6%	21.5%
Local news websites		10.0%	26.3%	24.3%	19.2%
Google/search		40.0%	38.8%	38.3%	28.5%
Facebook/ similar		75.0%	71.3%	64.5%	53.1%
Website of local organizations		30.0%	28.8%	32.7%	30.8%

Churches, libraries, and at work were locations and organizations where people could find information about their community. Churches were selected more often by those using the Spanish version, libraries those using the English version.

		All Participants	English to Spanish variance
Schools		25.8%	+2.9%
Churches/Religious sites		37.4%	+22.8%
Community Centers		18.4%	+5.0%
Recreation Centers		4.5%	+3.0%
Government Centers		16.9%	+13.3%
Libraries		30.9%	+23.2%
Restaurants		17.5%	+7.4%
Clubs/Social gatherings		19.9%	+10.2%
Meetings		22.3%	+17.5%
Work		30.6%	+6.2%

Younger participants were more likely to select Schools and work than those 60 and older.

		↓ 26	26 ↕ 40	41 ↕ 60	60 ↑
Schools		40.0%	42.5%	29.0%	10.8%
Churches/Religious sites		15.0%	37.5%	41.1%	37.7%
Community Centers		25.0%	16.3%	23.4%	14.6%
Recreation Centers		5.0%	7.5%	3.7%	3.1%
Government Centers		25.0%	6.3%	19.6%	20.0%
Libraries		25.0%	25.0%	35.5%	31.5%
Restaurants		15.0%	16.3%	17.8%	18.5%
Clubs/Social gatherings		20.0%	15.0%	20.6%	22.3%
Meetings		30.0%	15.0%	22.4%	25.4%
Work		45.0%	33.8%	43.9%	15.4%

Demographically, those completing the English version were more likely to be 60 and older than those completing the Spanish version. Those using the Spanish version were more likely to be in the 26 to 40 age group than those completing the English version.

	English	Spanish	All Participants
Under 26	4.6%	13.2%	5.9%
26-40	19.4%	47.2%	23.7%
41-60	31.7%	32.1%	31.8%
60+	44.4%	7.5%	38.6%

