

# Summary Report

01 June 2022 - 31 August 2022

## Have Your Say Huron-Kinloss

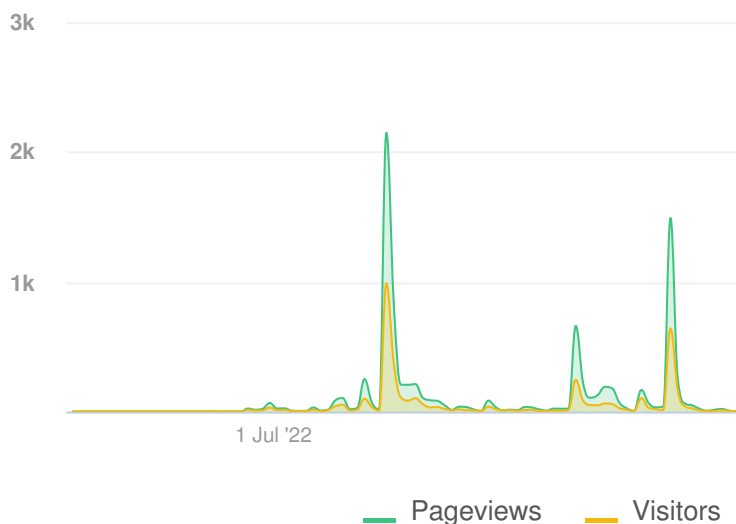
PROJECTS SELECTED: 5

Ripley Southwest Street Reconstruction Projects | Huron-Kinloss Engagement Strategy | Parks and Recreation Master Plan | Huron-Kinloss Draft Trailer By-law Consultation | Boiler Beach Traffic Study

FULL LIST AT THE END OF THE REPORT



### Visitors Summary



### Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
4.2 k	988	
NEW REGISTRATIONS		
431		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
646	1.8 k	3.5 k

# PARTICIPANT SUMMARY

646 ENGAGED PARTICIPANTS		(%)					
	Registered	Unverified	Anonymous				
ENGAGED	Contributed on Forums	0	0	0	Huron-Kinloss Draft Trailer ...	425 (15.1%)	
	INFORMED	Participated in Surveys	512	0	133	Huron-Kinloss Engagement...	145 (45.9%)
		Contributed to Newsfeeds	0	0	0	Boiler Beach Traffic Study	109 (24.4%)
		Participated in Quick Polls	0	0	0	Ripley Southwest Street Re...	1 (2.2%)
Posted on Guestbooks		0	0	0			
AWARE	Contributed to Stories	0	0	0			
	Asked Questions	1	0	0			
	Placed Pins on Places	0	0	0			
	Contributed to Ideas	0	0	0			
* A single engaged participant can perform multiple actions				* Calculated as a percentage of total visits to the Project			

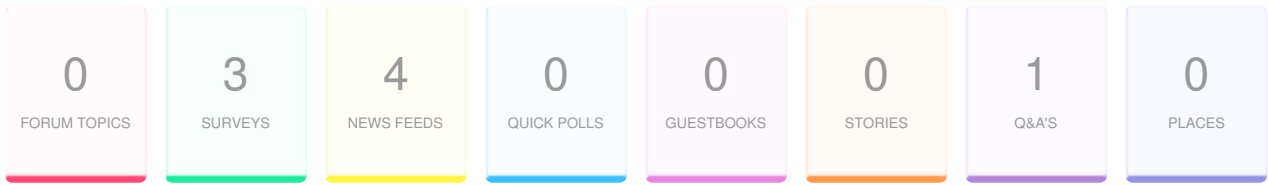
  

1,771 INFORMED PARTICIPANTS		(%)		
	Participants			
ENGAGED	Viewed a video	0	Huron-Kinloss Draft Trailer ...	1,312 (46.6%)
INFORMED	Viewed a photo	5	Boiler Beach Traffic Study	351 (78.7%)
	Downloaded a document	17	Huron-Kinloss Engagement...	214 (67.7%)
	Visited the Key Dates page	19	Parks and Recreation Maste..	9 (4.8%)
	Visited an FAQ list Page	0	Ripley Southwest Street Re...	7 (15.6%)
AWARE	Visited Instagram Page	0		
	Visited Multiple Project Pages	1,127		
	Contributed to a tool (engaged)	646		
* A single informed participant can perform multiple actions				* Calculated as a percentage of total visits to the Project

3,481 AWARE PARTICIPANTS				
	Participants			
ENGAGED			Huron-Kinloss Draft Trailer ...	2,813
INFORMED	Visited at least one Page	3,481	Boiler Beach Traffic Study	446
			Huron-Kinloss Engagement...	316
AWARE			Parks and Recreation Maste..	187
			Ripley Southwest Street Re...	45
* Aware user could have also performed an Informed or Engaged Action				* Total list of unique visitors to the project

## ENGAGEMENT TOOLS SUMMARY



SURVEYS SUMMARY	
3	Surveys
645	Contributors
681	Submissions

TOP 3 SURVEYS BASED ON CONTRIBUTORS		
425	145	109
Contributors to	Contributors to	Contributors to
Trailer By-law Survey	Engagement Survey	Boiler Beach Traffic Study

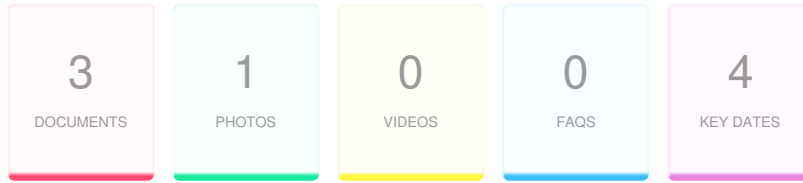
NEWSFEEDS SUMMARY	
4	NewsFeed
2	Visits
2	Visitors

TOP 3 NEWSFEEDS BASED ON VISITORS		
1	1	0
Visitors to	Visitors to	Visitors to
Pop-Up Events	Parks and Recreation Online Survey	Community Workshop

Q & A SUMMARY	
1	Q&As
1	Contributors
1	Questions

TOP 3 Q & A BASED ON CONTRIBUTORS
1
Contributors to
Ripley Southwest Street Reconstruction Project

## INFORMATION WIDGET SUMMARY



DOCUMENTS	
3	Documents
17	Visitors
22	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS		
17 Downloads	4 Downloads	1 Downloads
Draft Trailer By-Law.docx	deleted_document	deleted_document

PHOTOS	
1	Photos
5	Visitors
5	Views

TOP 3 PHOTOS BASED ON VIEWS
5 Views
SW Proposed Map.jpg

KEY DATES	
4	Key Dates
19	Visitors
20	Views

TOP 3 KEY DATES BASED ON VIEWS		
12 Views	5 Views	2 Views
Huron-Kinloss Draft Trailer By-law Consultation	Huron-Kinloss Engagement Strategy	Parks and Recreation Master Plan

## TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	1715
lm.facebook.com	750
l.facebook.com	363
www.huronkinloss.com	80
www.google.com	77
www.google.ca	49
blackburnnews.com	31
shorelineclassicsfm.com	27
intranet.huronkinloss.com	10
android-app	9
www.kincardinerecord.com	8
theranch100.com	4
www.bing.com	3
www.facebook.com	3
ca.search.yahoo.com	2

## SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Huron-Kinloss Draft Trailer By-law Consultation	2813	1312	425
Boiler Beach Traffic Study	446	351	109
Huron-Kinloss Engagement Strategy	316	215	145
Parks and Recreation Master Plan	187	9	0
Ripley Southwest Street Reconstruction Projects	45	7	1