

# 2026 COMMUNICATION SURVEY FINDINGS

Communication preferences, audience profiles,  
and opportunities for consideration

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# 1. Survey Overview and Methodology

The Township of Edwardsburgh Cardinal's 2026 Communications Survey was identified as an action within the Township's Communications and Engagement Plan. The survey aimed to better understand how audiences prefer to receive information and engage with the Township.

Findings from the survey are intended to inform updates to Schedule A (Audience Profiles) within the Communications and Engagement Strategy and identify whether adjustments to existing communication methods or new communication channels may be beneficial.

The Communications and Engagement Plan established a target of 150 survey responses. The survey received 156 responses, exceeding the target.

## 1.1 About the survey

The survey consisted of 13 questions with a combination of multiple-choice, ranking, and open-ended responses. Questions were organized into the following themes:

1. About you
2. What information matters
3. How you get information
4. How you share information
5. Accessibility and inclusion
6. Final thoughts

Several questions allowed respondents to select multiple responses, meaning totals may exceed the number of survey participants. Open-ended responses were reviewed to identify recurring themes, conditions affecting participation, and communication preferences.

## 1.2 Survey promotion

The survey was open from March 1 to April 17, 2026. To encourage participation from a broad range of audiences, the survey was promoted through multiple communication channels, including:

- Township social media (organic and paid advertising)
- Township website
- Student newsletter
- Newspaper advertisement
- Tax insert
- Posters in municipal facilities
- Cash desk signage at local businesses

- Digital sign in Cardinal
- United Counties of Leeds and Grenville eNews publication
- South Grenville Chamber of Commerce communications
- Internal staff awareness and printed copies available at the Township Office

### 1.3 Paid social advertising

The Communications Plan identified paid social media ads as a tool to advertise the survey and reach a wider audience. This provided an opportunity to better understand how paid social advertising may support Township communication and engagement efforts.

Three separate advertisements were run through Meta Business on Facebook and Instagram. During periods where promotion relied primarily on organic social media and traditional communication methods, the survey averaged 1.7 responses per day. The first paid campaign, targeting residents broadly across Edwardsburgh Cardinal, resulted in an average of 5.8 responses per day. Following an early review of responses, two additional targeted campaigns were developed to improve participation among audiences appearing underrepresented in survey results, including rural/agricultural respondents and younger audiences (18 to 34 years). During these targeted campaigns, the survey averaged 5.6 responses per day.

**Ad 1: March 12 to 21**

Targeting residents of Edwardsburgh Cardinal broadly.

- Ad was shared with 7,143 unique viewers on Facebook and Instagram.
- It led to 193 views to the survey landing page.

**Ad 2: April 7 to 17**

Targeting residents in rural and agricultural areas.

- 4,937 unique viewers
- 94 visits to the survey landing page
- Eight of the thirteen respondents identifying as a farmer or agricultural landowner completed the survey during this period

**Ad 3: April 7 to 17**

Targeting Youth and students.

- 4,669 unique viewers
- 89 visits to the survey landing page
- Only one respondent identifying as a youth or student completed the survey during this period. Meta ads cannot target individuals under 18, and respondents aged 18 to 34 may not identify as youth or students.

### 1.4 Limitations

As participation in the survey was voluntary, responses reflect the perspectives of individuals who chose to participate and may not fully represent all Township audiences. Despite targeted outreach efforts, some audiences, including youth, remained underrepresented.

The survey was promoted through multiple channels, including digital, print, and in-person methods. Alternative participation options, including paper copies, phone assistance, and staff support, were also available to reduce barriers to participation. Despite these efforts, all completed surveys were submitted online.

Several audience groups overlap, meaning respondents may be represented in more than one audience profile (for example, respondents may identify as both a senior and volunteer or agricultural landowner). Findings related to smaller audience groups should therefore be interpreted cautiously.

Despite these limitations, the number of responses received, combined with targeted outreach efforts, provides valuable insight into communication habits, preferences, barriers, and opportunities across multiple audience groups.

## 2. Survey Findings: What We Heard

The following section summarizes responses received through the 2026 Communications Survey.

Findings are organized according to the survey themes and include quantitative results, open-ended responses, and observations where notable patterns emerged.

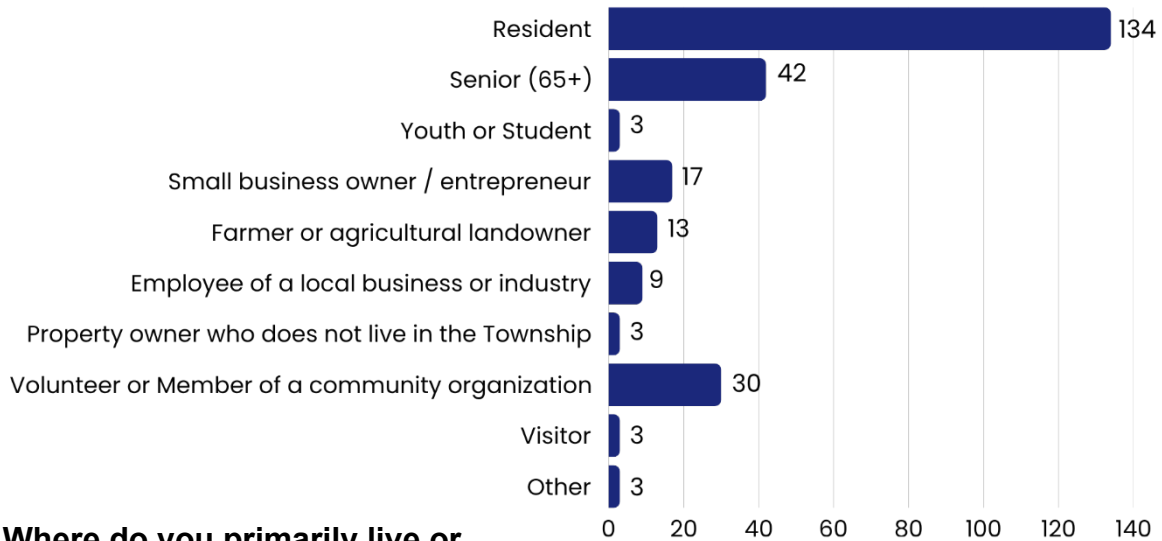
Several questions allowed respondents to select multiple responses; therefore, totals may exceed the number of respondents.



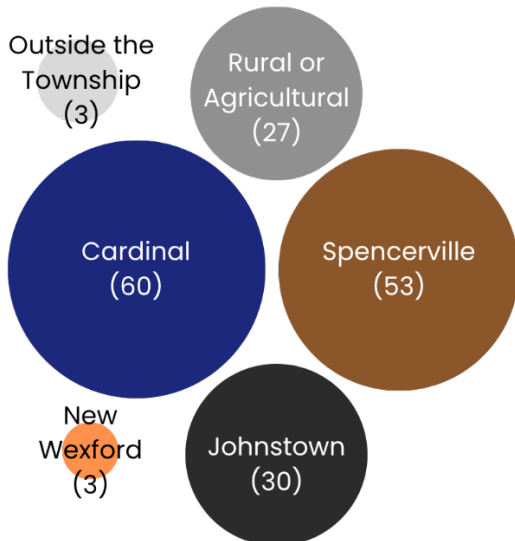
## 2.1 Who responded to the survey?

Survey responses were received from a broad range of audiences across the Township, providing insight into who participated and how frequently respondents engage with Township information.

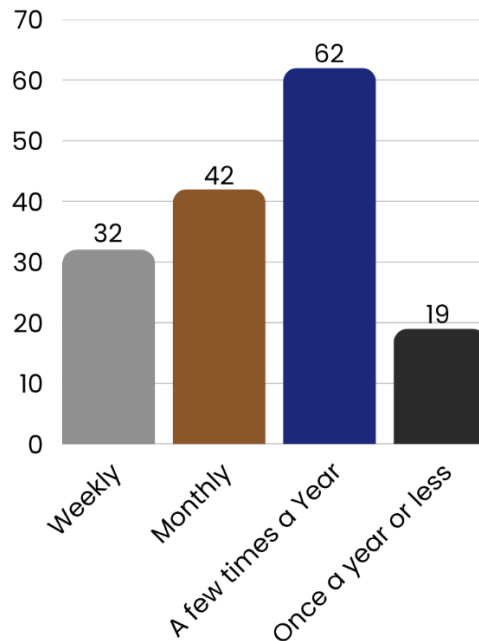
### 1. Which of the following describes you? (select all that apply)



### 2. Where do you primarily live or engage with the Township? (select all that apply)



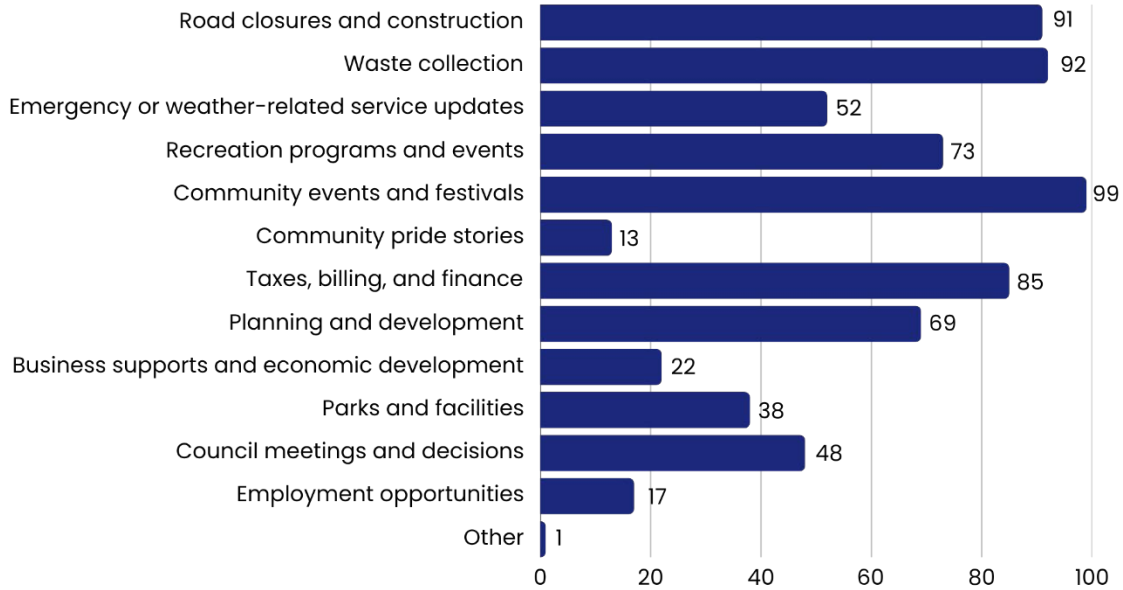
### 3. How often do you seek Township information?



## 2.2 What information do people care about?

Respondents placed highest importance on community events, waste collection, road closures, and taxes, while valuing communication that is clear, relevant, and timely.

### 4. What types of Township information are most important to you? (select up to 5)



### 5. When Township information is shared, what matters most to you? (select up to 3)

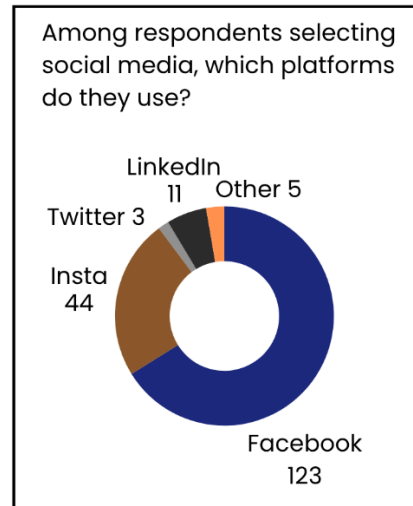
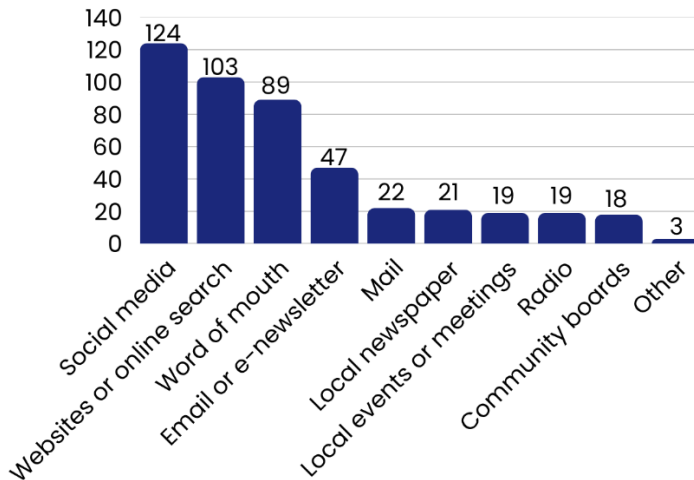


### 2.3 How do people get information?

Responses suggest residents use a mix of communication channels to receive information. The following questions explore general information habits, use of Township communication channels, and preferred channels moving forward.

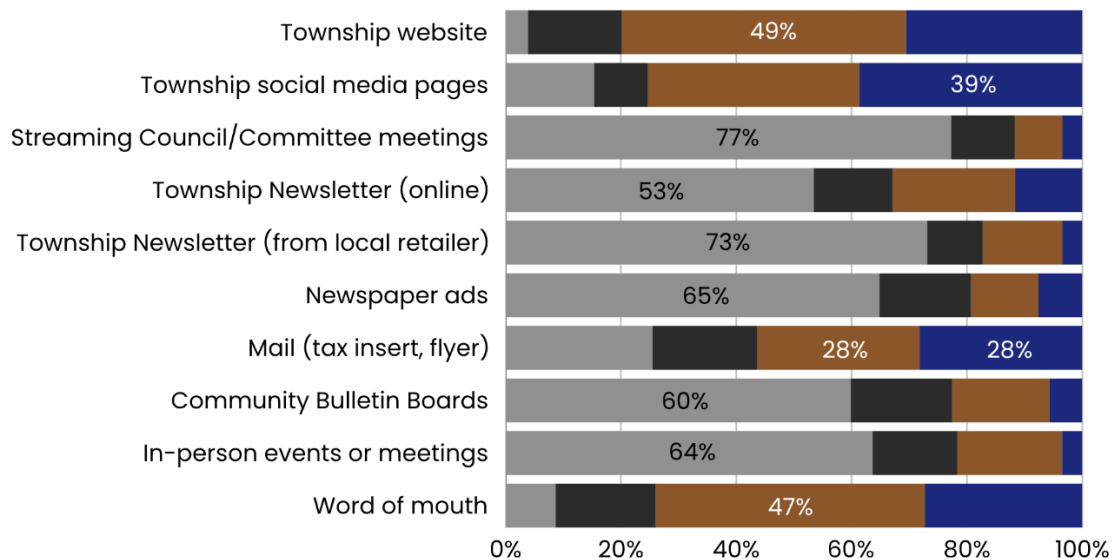
#### 6. How do you usually receive local news and community information?

(select all that apply)



#### 7. Which of the following have you used to receive Township of Edwardsburgh Cardinal information in the past year? (Please select the option that best describes your experience for each item.)

have never used    
  used once or twice    
  used occasionally    
  used regularly



**8. Looking ahead, which communication channels should the Township continue using or explore using in the future?**

Responses suggest residents value a multi-channel approach, timely communication, and proactive updates. Some respondents requested tools already offered by the Township, suggesting opportunities to improve awareness of existing communication channels.



Website, Facebook or perhaps what's up Spencerville or Cardinal.	Recorder and times Newspaper, Facebook, website
enewsletter, facebook	Social media
Social media	Would've nice to have a place to subscribe to receive emails from the township for any updates. Especially garbage delays!
Email/website for techy people, physical newsletter/bulletin board for offline	
Stay current with the fast paced, ever-changing tools of social media.	Facebook posts Maybe a flyer of future events, seasonal
Email and website work for me	Continue using social media.
More Facebook, youtube !	It needs to be recognized that people still do not know how to access the newsletters or when the council and committee's meet, this need to be proactively publicized regarding topics to be discovered. Also the tax department has access to personal emails, why isn't this used to convey notices and give a heads up to information to be brought forward, even put an additional disclaimer on the email form to be included on updates.
social media	
Email	
Website, Facebook, Community meetings	
Web, Facebook, Digital Newsletter	
Online and have a weekly email to residents	
Regular postal services	
Social media presence is huge.	
All social media and website. Newsletter.	
they should have written delivery of important matters	
Move away from social media for the most recent updates. I do not regularly use it and there is no way to confirm accuracy. Additionally, it is not an official communication channel and should not be used for important community updates.	Channel: Information in mailbox or social media Facebook. The SERA sign on the corner of hwy2/16 is very informative of upcoming event. I appreciate the sign updates. Then I usually check social media for more information.
	Social media

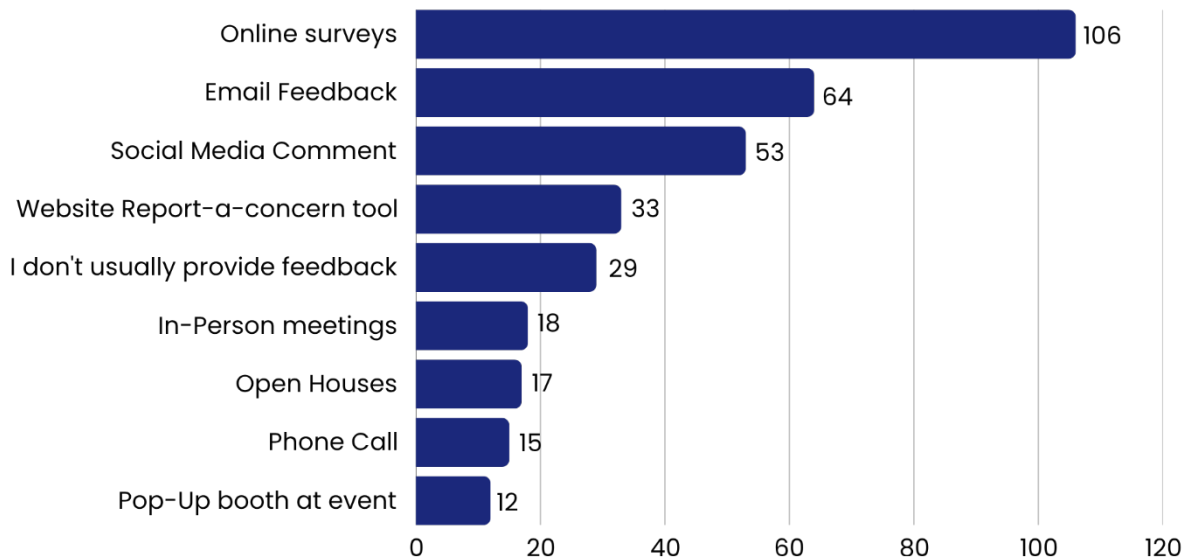
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Monthly calendar of events ... mail delivery or online platform	Social media. I like the new sign on #2 but you only see one of the advertised items unless you stop along the side of the road. If walking ... Great!
Social media and your own emails	
Social Media, e mail	
Update website more frequently, better mail so we get property tax bills ontime. Online portal for tax information	Posting in all local businesses, all social media platforms, all local business websites
Please consider moving away from Twitter/X and perhaps look into Mastodon or Bluesky for updates. I stay away from Twitter and Facebook, Instagram seems like it might be headed the same way, and YouTube is not an appropriate channel for updates about waste collection delays.	TikTok
	Social media is NOT a good way as Township info usually doesn't make it into the algorithms. Email is still the best way for "formal" communication IMO.
	Social media and mail
	Utilizing community boards as well as social media pages
Email, Facebook, instagram...also explore text/SMS for emergency notifications	Facebook
	Newsletter to all residents
Facebook	The recent increase in Facebook engagement has been incredible and very useful. A great way to quickly get information out to a range of people.
Website, Facebook page	
Flyer with the taxes, newspaper (South Grenville Beacon, R&T) Facebook	
Any that is available.	Social Media and website
Social media/video	Facebook
Stay up to date on all social media Platforms and an email newsletter	Facebook
	Social Media, email for those who wish to provide an address
Social media	
Mail	Emails
Email, facebook, inserts, website	Socials, email and mail flyers are great.
Online	You guys do a great job communicating!
Radio and festivals	Website email notifications
Only info I get is when I get my taxes or word of mouth. Maybe we should have more newsletters telling what our township plans are since we seem to be going up in taxes every year	Online gets out to many people. Like the newsletters I get in the mail with my tax bills
	Send email and update the website
	More frequent updates made available regarding weekly council meetings. More social media or email communication on changes in the township.
An outdoor digital community information bulletin board, that can be viewed from the sidewalk. One located in cardinal and one located in spencerville. And.. Keep doing a great job updating the website.	Facebook, instagram, threads
	Email lists
	Facebook, mail opt in and radio

## 2.4 How do people share information?

Respondents showed a strong preference for online and flexible feedback methods, with surveys, email, and social media comments ranking highest. Traditional engagement methods, such as open houses and in-person meetings, were selected less frequently. Nearly one in five respondents (19%) indicated they do not usually provide feedback, suggesting accessible and flexible participation options may support broader engagement.

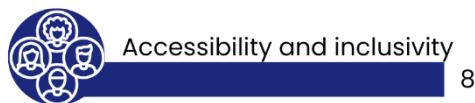
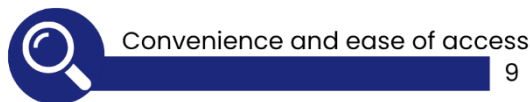
### 9. How do you prefer to share feedback with the Township? (select up to 3)



### 10. What makes it easier for you to participate or stay informed?

(open-ended responses)

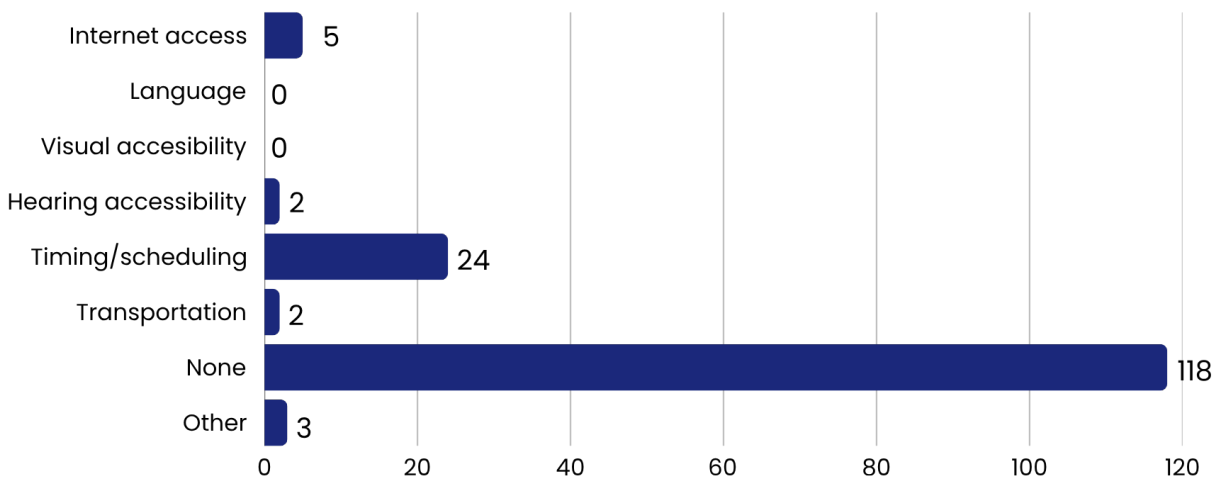
While many responses referenced communication channels explored earlier in the survey, the themes below highlight conditions respondents associated with easier participation and engagement.



### 2.5 Accessible communication

Responses reflected a mix of suggestions and positive feedback. Recurring themes included more timely communication and advance notice, use of multiple communication formats, improvements to website usability, and consideration of accessibility and inclusion. Several respondents indicated no changes were needed or expressed appreciation for current communication efforts.

**11. Do you face any barriers accessing Township information?** (select all that apply)



**12. Is there anything the Township could do to make its communications more accessible or inclusive?** (open-ended responses)

**ADVANCED NOTICE AND REMINDERS** PLAIN LANGUAGE  
 EMBRACE DIVERSITY CONTACT INFORMATION WEBSITE UPDATES  
**MULTI-CHANNEL ADVERTISING**

The electronic signage could have information on it people read it when they come up to it driving.	Internet access for all residents at an affordable price would be more inclusive. Community Get Togethers !
Whenever possible, apply plain language principles.	More frequent reminders of tax due dates Easy links to garbage route information pick-up dates and delays.
there is not enough notice given on social media for meetings etc	Move away from social media, as stated in my previous comment
Consistency, timely, plain language	More timely

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<p>Post important information at the local post office if not already in place. I don't go there very often myself. Word of mouth will travel.</p>	A way to contact our councils
	Where to look
	More stuff like digital sign in Cardinal
	Have a verbal communication available for visual and hearing people.
<p>Update the website. The emergency contact information is incorrect! I had an emergency on a Friday night and could not reach anyone from the twp. We posted on Facebook to see if someone from the twp would see it and reach out. It took several hours but finally someone got wind of it and contacted us</p>	Newsletter
	Use news releases and Facebook posts to alert /share news with residents. Residents will do their research from there ( ie refer to website, contact staff or elected officials)
	although I'm an avid online user, some may not have access to the internet or social media. I'm not sure where newsletters are available hard copy - but perhaps at the grocery stores, or gas stations in the region for a free copy.
Acknowledge and embrace the growing diversity of our community	<p>Difficult to find the information when needed. The website is not easy to navigate</p>
Early access instead of after event happens	
<p>Use news releases and Facebook posts to alert /share news with residents. Residents will do their research from there ( ie refer to website, contact staff or elected officials)</p> <p>Possible news letter e mailed monthly, reviewing previous and informing up coming concerns (6 months/year)</p>	Post it somewhere I can read it, maybe. If you're going to stick to Twitter and Facebook, then consider posting your feed somewhere on the township website so that people who don't have accounts there can still access the information
	<p>Possible news letter e mailed monthly, reviewing previous and informing upcoming concerns (6 months/year)</p> <p>You are doing a great job and I am very thankful for your service.</p>
Mailbox flyers would be a great idea	<p>Post important information at the local post office if not already in place. I don't go there very often myself. Word of mouth will travel.</p>
Monthly newsletter through post	
<p>Post important information at the local post office if not already in place. I don't go there very often myself. Word of mouth will travel.</p>	Maybe some QR codes on signs to direct people to the web page or concern page
<p>More frequent updates that impact me in the township</p>	Cultural inclusion. Physical accessibility is an issue (parking, restrooms, ramps, doorways)

2.6 Final thoughts.

**13. Is there anything else you would like us to know about how the Township communicates?**

Responses included positive feedback, suggestions for improvement, and requests for more timely responses or follow-up. Some comments reflected communication tools already offered by the Township, suggesting opportunities to improve awareness of existing resources.

Overall, responses reinforced earlier themes around timely communication, multiple channels, and accessible engagement.

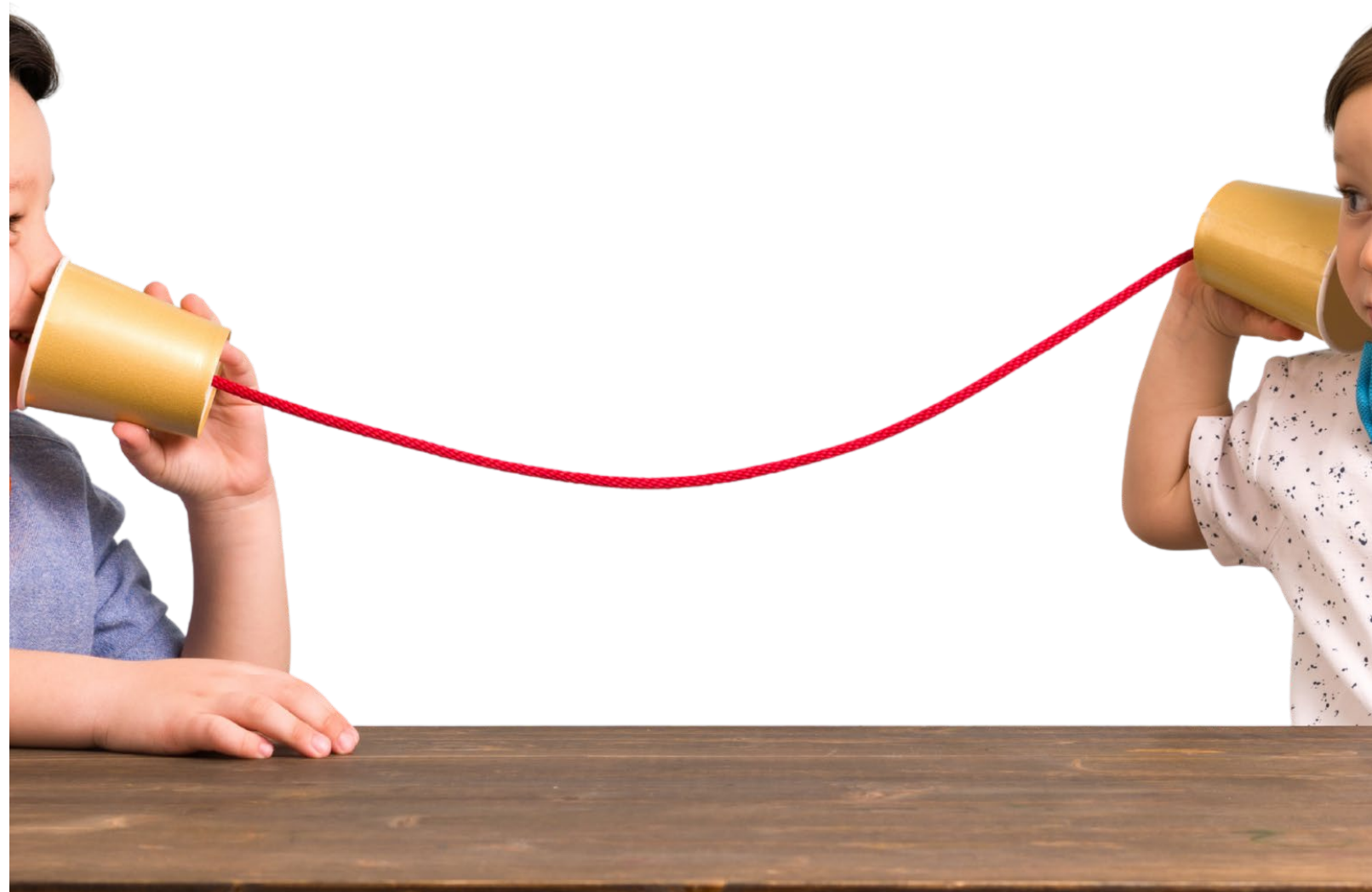
There are many forums that we have the only complaint I hear is that if they don't have internet how do they find out otherwise. Newsletters or by contacting the office.
Thanks for the opportunity to provide feedback.
I think the communication is very good
No. Communications have improved over the last number of years.
Door to Door or Facebook say hi, youtube groups.
Some people do not seem to hear messages about things like township burn bans and more. I guess the important information must be shared in many ways such as on social media and local radio stations. If enough people hear it then word of mouth will spread the news. Last summer in drought conditions when burn bans were on, people were boating to small islands and having big fires. A large fire in Calabogie spread this way and was a huge cost for the township as well as insurance claims and losses for many. Safety precautions must be shared by all media and repeated.
Please continue to use and develop communications that will reach residents that do not use social media.
Usually very well done and the website is laid out perfectly. Accessing the garbage schedule is important and easy to get too. Thanks
more information needs to be shared in a timely manner and using various mechanisms and not just about the one town within the township- look at old posts and there is a lot regarding what's going on in Cardinal and Spencerville seems lost in the wind sort of speak...
Keep up the good work!
I find the communication that I do see is not consistent. If I see a menu board with local information I don't know where to see it on social media. The same applies to social media, if something is on social media I am unable to find it on twsp webpage.
Why do our property taxes keep going up when we receive very little for what we pay yearly , money collected is never reflected for those who live outside of town. Tell us how the money is spent could provide less anger to those who pay property taxes.
It's tricky to find the Fire Permits every year when I go to renew (10 years and still a struggle each time) Though calling to a robot is nice and convenient.
It's funny, I work for a neighbouring township and I follow them regularly but not my own - though I am not/never particularly displeas when I do need to reach out. Perhaps E/C is not as active (read dramatic) perhaps?

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I would appreciate a reply for my email to township counsel sent in 2025 about the rat problem. They did not even acknowledge my email!
Advanced notice of or post notice of council decisions on topics being decided in the meetings. Bylaw decisions of court rulings and decisions overturned.
Explaining how the provincial funding affects smaller communities
Please ensure Township employees return calls
No. Keep up the good job! You do a better job than most larger city's and townships in my experience
I think the township should invest in a lighted up billboard on highway 2. Which could show case events happening in Cardinal.
As mentioned previously, the increase in social media presence (especially Facebook) in the last year or so has been incredible. It's nice to be able to engage in a less formal manner and allows for easy sharing of information and links
Perhaps beginning to create a series for children/young adults, or new families that have moved to the area would be beneficial. Municipal government and its' functions were very well known and understood with previous generations, however, connection or understanding feels a bit lost. A targeted series may engage youth and young adults to volunteer and engage in local decisions. Thank you for this survey!
Its a bit "one way". Need more options to provide feedback.
Until recently nil communication re township. Only familiar with councillors if an election is coming. Zero info regarding township ...I now receive Emails which does help somewhat.
I'm pretty happy with everything, Maybe a Portal system online where we can login and check out taxes, order dog tags etc. Maybe an app.
Get back to the basics. All this green stuff for the birds. Save our money stop wasting it.
If u have a calendar of events, put everything on it & keep up to date.
I rely on Facebook and the township page/posts. Timely replies to comments on posts are also helpful if relevant.
I like the way this council is providing information to the public on upcoming economic events.
More info every 4 months what's the township doing, plans, stuff that was done, and cost
An email address for each councillor
I work on computer 8 hours a day have very little interest in being online once I am home from work, also not everyone has computer or is able to access online
I've recently had some negative interactions with the Bylaw officer. Letters have been placed in our mailbox, but he does not respond to emails when we try to follow up. Our deputy mayor is wonderful and tried to help support the situation. However bylaw continues to avoid direct communication with us to truly address the issues.
Post the link to your website and your newsletter on the Spencerville Facebook groups
You're doing a great job.
Internet communication very good. Phone and in person accessibility excellent.

### 3.0 Audience profiles

While overall findings identify broad communication patterns, responses from selected audience groups were reviewed to explore differences in communication preferences, priorities, and engagement habits. Profiles below reflect groups with sufficient representation in survey responses and are intended to support updates to audience profiles within the Communications and Engagement Strategy.

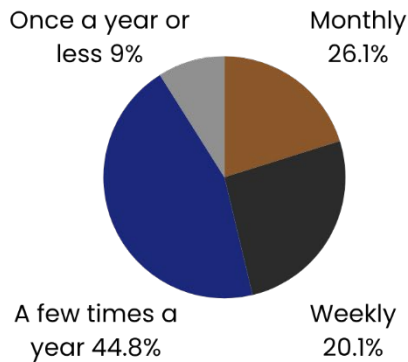


### 3.1 Residents

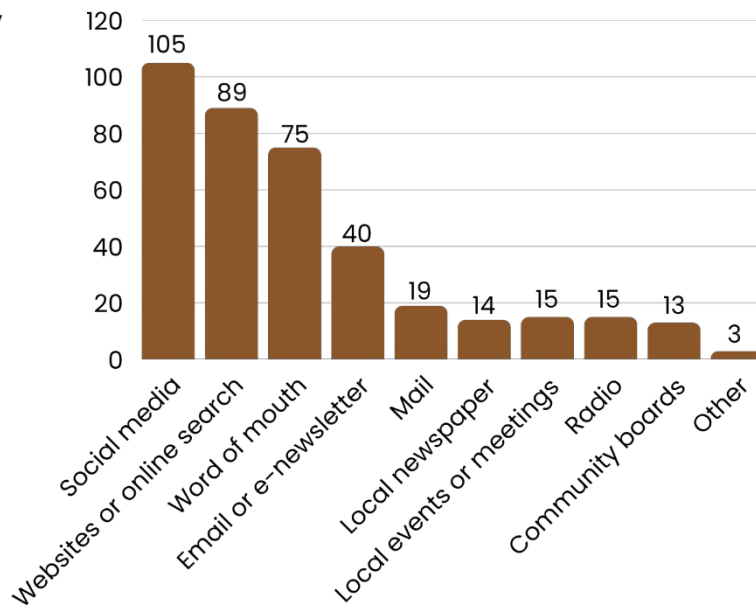
134 Respondents (87% of survey participants)

This profile summarizes communication habits, priorities, and engagement preferences among respondents identifying as a Resident.

#### How often do they seek information from the Township?



#### How do they usually receive information?



#### How do they prefer to provide feedback?



#### What information matters most to this audience?

1. Community events and festivals (62%)
2. Waste collection (62%)
3. Road closures and construction (60%)
4. Taxes, billing and finance (58%)
5. Planning and development (46%)

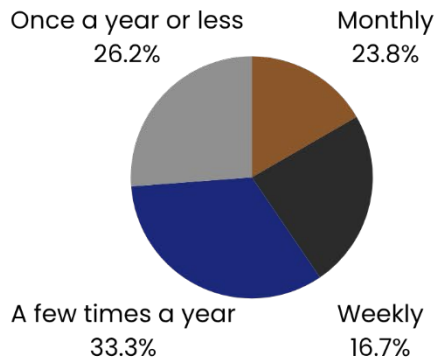
**Key findings:** Communication preferences among residents generally reflected overall survey findings, with social media, websites, and word of mouth ranking highest.

### 3.2 Seniors

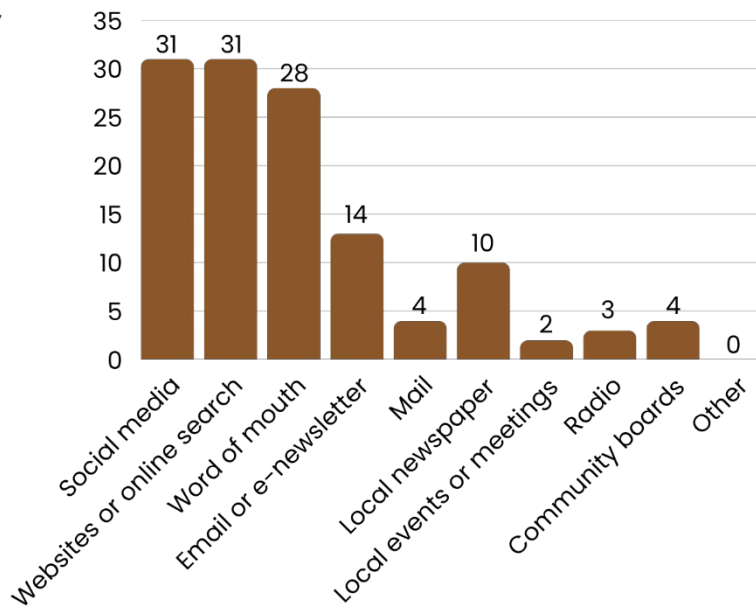
42 Respondents (27% of survey participants)

This profile summarizes communication habits, priorities, and engagement preferences among respondents identifying as a Senior (65+).

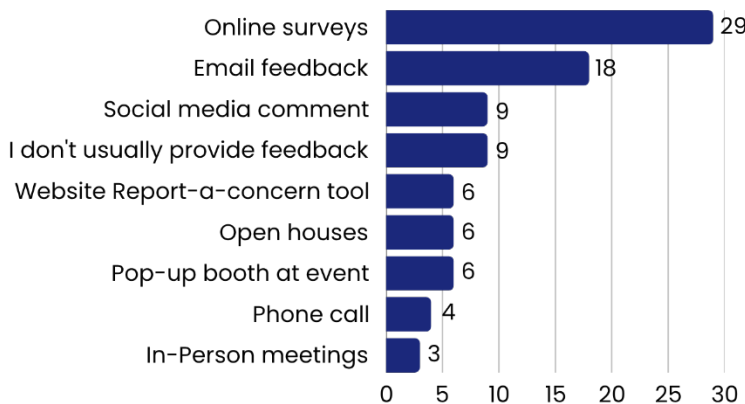
#### How often do they seek information from the Township?



#### How do they usually receive information?



#### How do they prefer to provide feedback?



#### What information matters most to this audience?

1. Taxes, billing and finance (71%)
2. Waste collection (67%)
3. Road closures and construction (57%)
4. Community events and festivals (55%)
5. Recreation programs and events (43%)

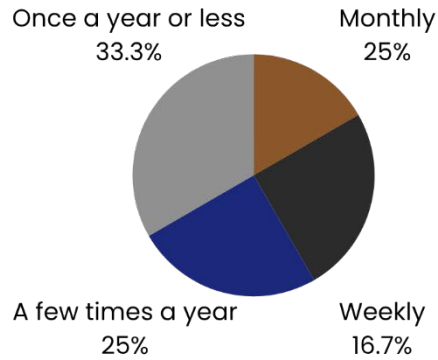
**Key findings:** Seniors responding to the survey appeared more digitally engaged than commonly assumed, with online surveys, social media, and websites remaining important communication channels.

### 3.3 Agricultural community

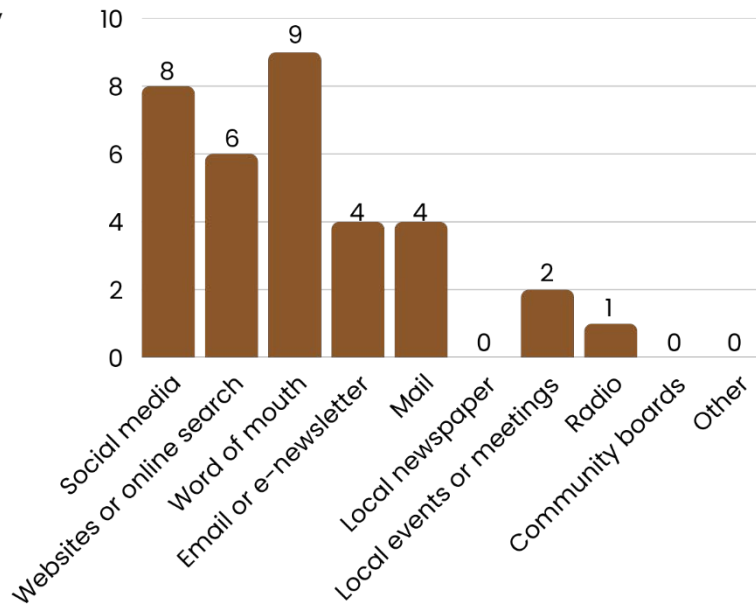
13 Respondents (8% of survey participants)

This profile summarizes communication habits, priorities, and engagement preferences among respondents identifying as a Farmer or Agricultural Land Owner.

#### How often do they seek information from the Township?



#### How do they usually receive information?



#### How do they prefer to provide feedback?



#### What information matters most to this audience?

1. Taxes, billing and finance (92%)
2. Planning and development (85%)
3. Road closures and construction (62%)
4. Waste collection (38%)
5. Recreation programs and events (38%)

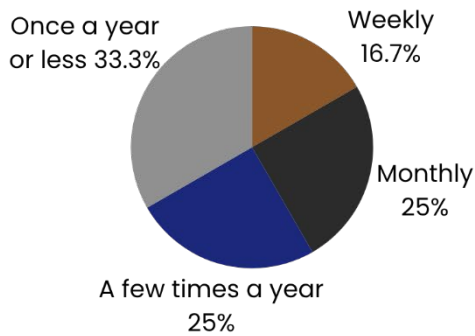
**Key findings:** Respondents identifying as farmers or agricultural landowners placed greater importance on taxes, planning and development, and road-related information than reflected in overall survey findings.

### 3.4 Community groups and volunteers

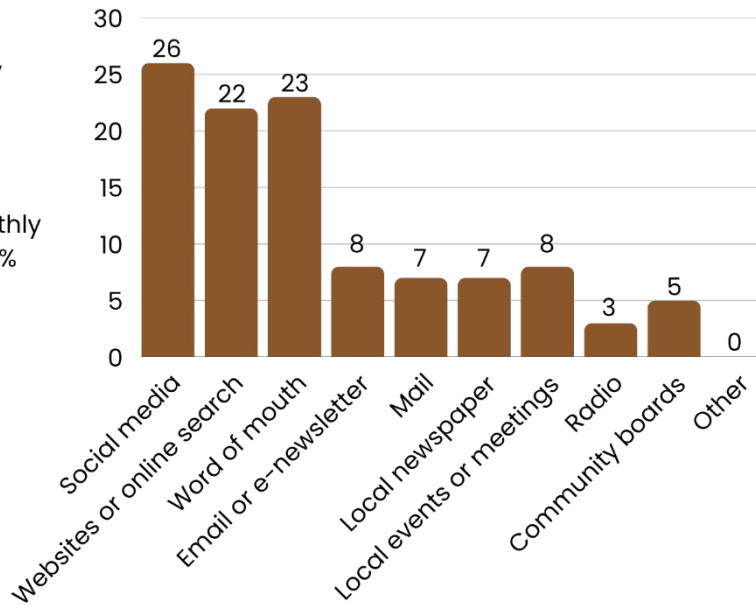
30 Respondents (19% of survey participants)

This profile summarizes communication habits, priorities, and engagement preferences among respondents identifying as a Volunteer or member of a community organization.

#### How often do they seek information from the Township?



#### How do they usually receive information?



#### How do they prefer to provide feedback?



#### What information matters most to this audience?

1. Community events and festivals (73%)
2. Planning and development (70%)
3. Recreation programs and events (67%)
4. Waste collection (50%)
5. Taxes, billing and finance (50%)

**Key findings:** Volunteers and community organization members showed stronger interest in community events, recreation, and planning matters, suggesting higher levels of community engagement than reflected in overall findings.

### 4. Opportunities for consideration

Survey findings identified several opportunities that may be explored over time to support communication and engagement efforts. These observations are intended to inform future discussions, updates to audience profiles, and communication planning.

#### 4.1 Increase awareness of existing communication tools

A number of tools suggested through the survey are already available through the Township, including:

- Notifications through email
- Community calendar
- Newsletter
- Updated website
- Social media feed on the website

While there may be opportunities to reach more people through new tools, survey responses suggest awareness of existing communication methods may be limited. Improving visibility and promotion of current communication tools may be a simple way to increase reach and engagement before introducing additional channels.

#### 4.2 Continue a multi-channel communication approach

Survey findings showed respondents rely on a combination of communication channels to receive information, including social media, websites, email, newsletters, traditional media, and word of mouth. Communication preferences among audience groups, including seniors, residents, and agricultural respondents, also varied.

Maintaining a mix of digital and traditional communication methods may help support broader reach across different audiences and reduce reliance on any single communication channel.

#### 4.3 Prioritize clear, consistent, and easy to share communication

Survey findings suggest word of mouth remains a significant source of information across multiple audiences. Beyond the need to make communication accessible, clear messaging, plain language, and consistent information across channels may support accurate community understanding and reduce potential misunderstandings as information is shared informally.

Opportunities may include continued use of plain language, consistent messaging across channels, and directing audiences to a clear source of truth for more detailed information.

### 4.4 Consider opportunities to provide repeated reminders and proactive updates

Open-ended responses highlighted a desire for earlier notice, reminders, and timely communication about meetings, events, and important Township updates. In some cases, timelines may limit opportunities for advance notice; however, repeated reminders for planned events, deadlines, and recurring services may support awareness and participation.

Where timelines permit, opportunities may include proactive updates, reminder posts, and repeated communication before significant dates or events.

### 4.5 Continue flexible and low-barrier engagement methods

Survey findings showed strong preference for online and flexible feedback methods, with surveys, email, and social media comments ranking highest. Nearly one in five respondents indicated they do not usually provide feedback.

Continuing to use flexible engagement methods, including online surveys and digital feedback tools, may support participation among audiences less likely to engage through traditional consultation methods.

### 4.6 Consider targeted outreach strategies for underrepresented audiences

Targeted paid social advertising was associated with increased survey participation and improved responses from some underrepresented groups, including respondents identifying as farmers or agricultural landowners.

Findings suggest targeted outreach strategies may have value where broad communication methods have limited reach or where engagement from specific audiences is desired.

### 4.7 Communication and Engagement Strategy update

Findings from this survey may support future updates to Schedule A (Audience Profiles) within the Communications and Engagement Strategy.