

Stay Connected Survey 2026

189 Surveys submitted between May 20 to August 26, 2026

Over the life of the survey, we had the following completed sign ups:

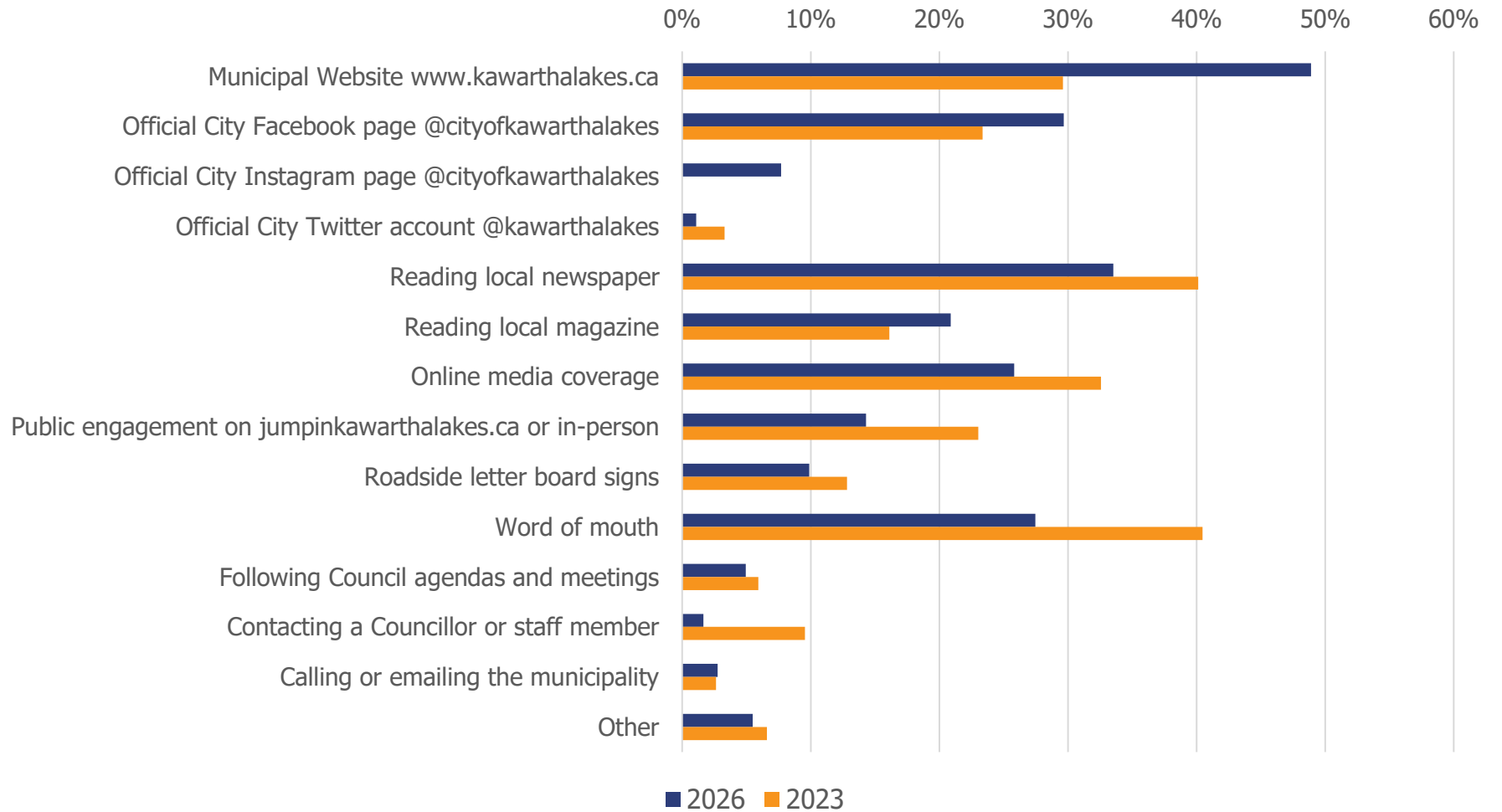
- **Jump in Engagement:** 183 new members
- **Calendar** (does not include library): 49 new subscribers
- **JumpInbox Newsroom:** 165 new subscribers
- **ServiceHub:** 70 new subscribers

Responses were compared to those received for the same questions in 2023.

Highlights

- Residents appear to be relying more on City channels:
 - The City website has become the top information source. 49% of respondents selected kawarthalakes.ca as one of their top three sources, compared with 30% in 2023.
 - City-owned social media is gaining ground. Facebook increased from 23% to 30%, and we have introduced Instagram as a new channel.
 - Local newspaper, online media, and word of mouth all declined.
- People are finding information on the website more easily. 80% said they can “always” or “usually” find what they are looking for, compared to 67% in 2023.
- Overall satisfaction with our communications efforts has improved significantly. In 2026, 92% of respondents were very or somewhat satisfied with the City’s communication efforts, up from 77% in 2023. The biggest shift was in “very satisfied,” which rose from 15% to 40%.

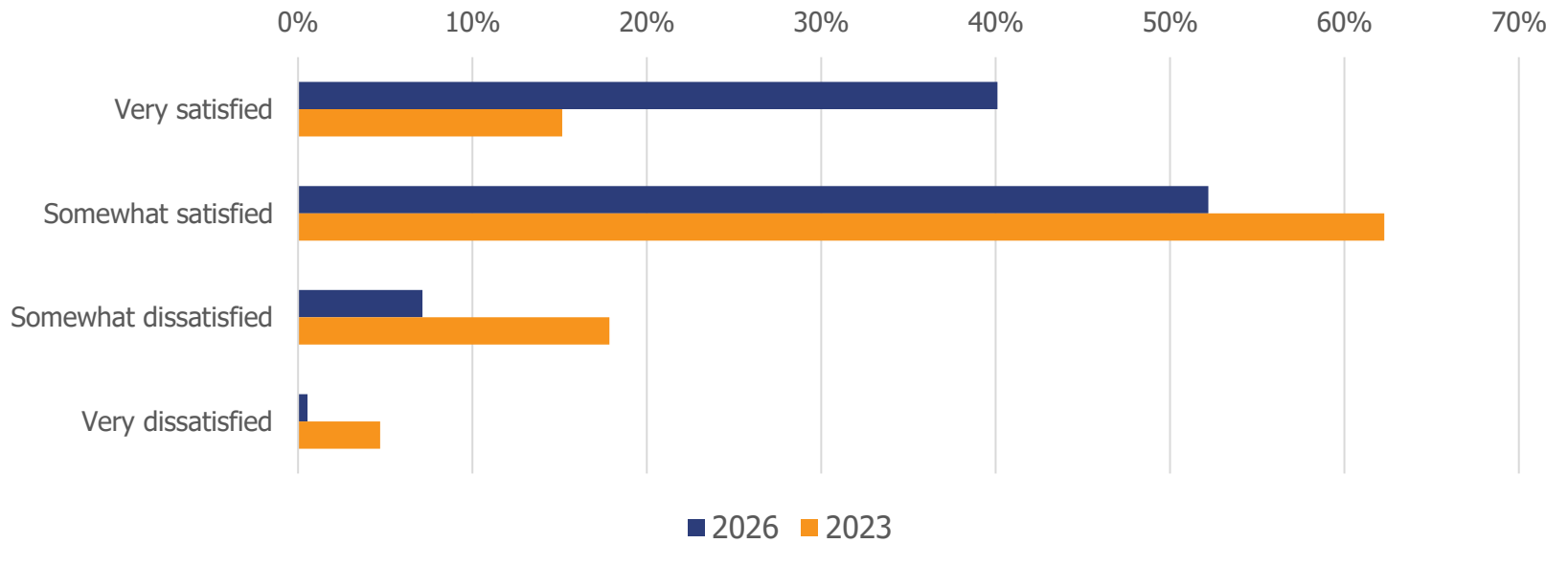
Where do you get most of your information about the municipality?



Where do you get most of your information about the municipality? (Select top 3)

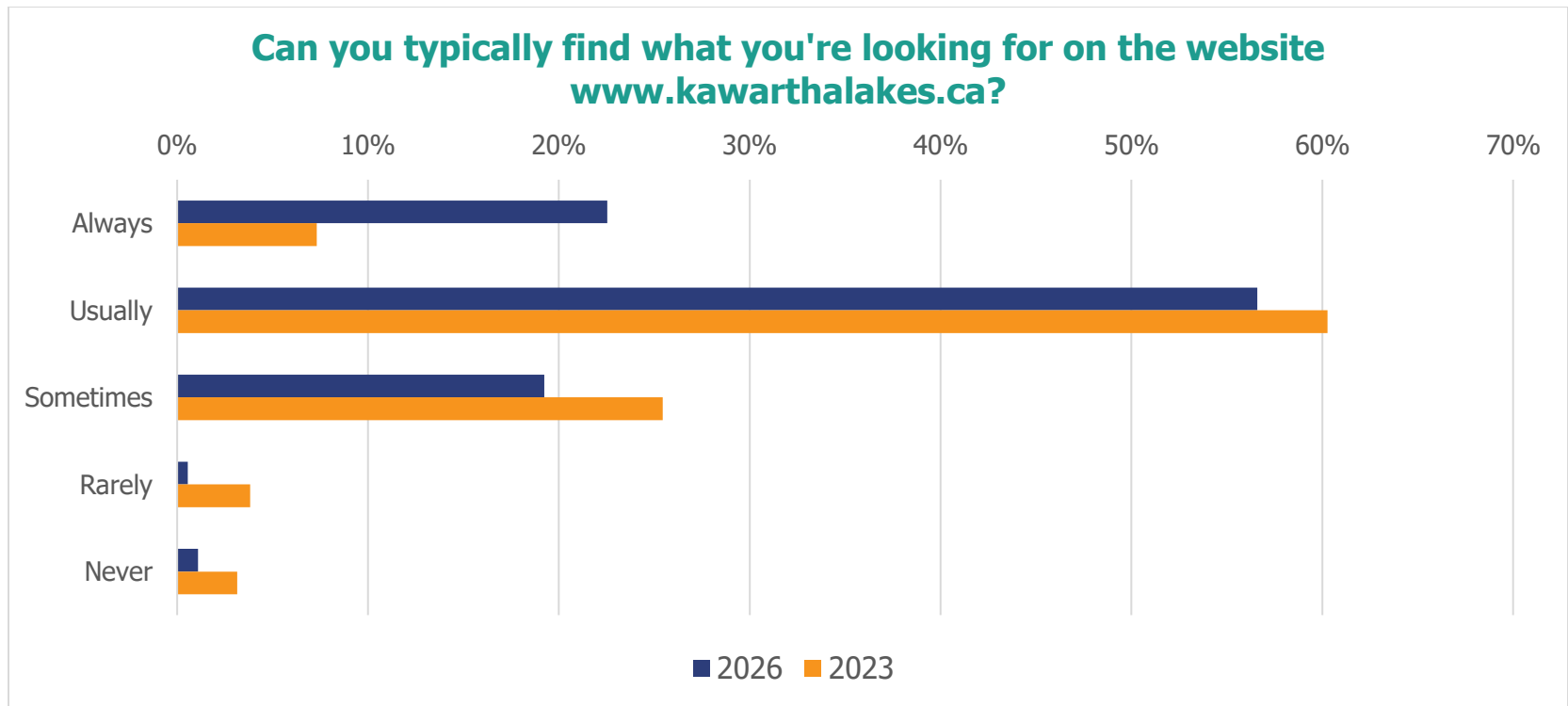
Response	2026	2023
Municipal Website www.kawarthalakes.ca	49%	30%
Official City Facebook page @cityofkawarthalakes	30%	23%
Official City Instagram page @cityofkawarthalakes	8%	0%
Official City Twitter account @kawarthalakes	1%	3%
Reading local newspaper	34%	40%
Reading local magazine	21%	16%
Online media coverage	26%	33%
Public engagement on jumpinkawarthalakes.ca or in-person	14%	23%
Roadside letter board signs	10%	13%
Word of mouth	27%	40%
Following Council agendas and meetings	5%	6%
Contacting a Councillor or staff member	2%	10%
Calling or emailing the municipality	3%	3%
Other	5%	7%

Overall, how satisfied are you with Kawartha Lakes' efforts to communicate municipal information?



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Response	2026	2023
Very satisfied	40%	15%
Somewhat satisfied	52%	62%
Somewhat dissatisfied	7%	18%
Very dissatisfied	1%	5%



Can you typically find what you're looking for on the website www.kawarthalakes.ca?

Response	2026	2023
Always	23%	7%
Usually	57%	60%
Sometimes	19%	25%
Rarely	1%	4%
Never	1%	3%