

CONSOLIDATED COMMUNITY CONSULTATIONS



APPENDIX 2 SURVEY REPORTS

- A- Random Sample Survey
- B- Write-In Responses from Random Sample
- C- Open Public Survey
(Distributed Separately)



Appendix 2A - RANDOM SAMPLE SURVEY - ANALYSIS and REPORT

Introduction

An important part of the consultation program was a random sample survey of Strathroy-Caradoc households. The sample was created by selecting every 12th 'Residential Occupied' entry on the Municipality's assessment roll. This method ensured randomness because it is not possible to predict in advance who the 12th entries will be. It also ensured that all parts of the Municipality had the opportunity to participate in accordance with the share of total households in the Municipality. In effect, this methodology creates a survey of owner-occupied households, of which Strathroy-Caradoc contained 7385 at the time of the 2021 Census.

That selection procedure yielded a list of 800 names and addresses to whom was mailed:

- An invitation to participate in the survey
- A two-page questionnaire
- Instructions for completing and returning the questionnaire
- A postage-paid return envelope

These packages were mailed during the week of February 5, 2024, to all 800 invitees (2 were returned undeliverable); responses were received by mail until March 6, 2024. A digital response option, using an access code unique to each invitee, was also offered; 40 responses were received digitally. The questionnaire was limited so that 10 minutes would typically be required to respond. All responses were anonymous.

The total response - i.e., the final sample - was 222 households, 40 digitally and 182 by return mail. A very noteworthy 28% of the 798 invitees responded. The Consultants are very grateful for the time and thoughtfulness displayed by these generous citizens.

(A copy of the questionnaire is included at the end of this report).

Statistical probability

Unlike a survey which is open to all who might choose to opt in, the results of a random sample survey offer a measure of statistical probability that the responses will accurately reflect the responses that would have been obtained from the total of all 7385 owner-occupied households, had all households been asked and responded.

The margin of error helps us determine how much we might be off in our estimate that the sample's answers would completely reflect the answers that all households would have given. For example, a 95% confidence level means a 95% chance that the value is contained within the margin of error. Given a random sample of 222 out of 7385, the margin of error is 6%. That sample size would give us 95% confidence that the numerical responses are within 6% above or below what the total of all 7385 households would have yielded.

Sample Characteristics

Had all 798 randomly selected invitees responded, the responses would also have been representative of all geographic and age elements of the 7385 Strathroy-Caradoc households. Since 222 members of the random sample chose to respond, inevitably the characteristics of that 222 (in terms of residence location or age, for example) correspond less closely with the characteristics (as determined by the 2021 Census) of all households. The table below compares the characteristics of the sample with those of the “real world” as per the 2021 Census.

(Note that the Census does not report separately on the community of Melbourne; therefore, we have combined Melbourne responses into those for the rural area. Also note that, since only 3 households reported in the “under 30” age group, we have combined them with the 30-54 age group.)

In summary, the sample corresponds reasonably well in terms of respondent location (Mount Brydges, Rural/Other, Strathroy). Among those who chose to respond, the rural invitees are “under-represented” to some extent and this fact might influence the total response to a small extent.

Of greater concern is the gap between the percentage of the age groups in the sample and the percentages in Strathroy-Caradoc as a whole. In the sample, the under-55 age group is significantly ‘under-represented’ while the older age groups are ‘over-represented’. We were concerned that this characteristic of the sample could skew the reliability of the results.

In order to address this concern, for three questions we isolated the responses of the under-55 respondents, gave them a double weight (i.e., double -counted them), and added those double responses to the responses from the 55 + age groups. This methodology has to live with the assumption that a second group of 64 under-55 respondents would answer in the same way as the real 64 answered. Nonetheless, in our opinion, this new hypothetical sample of 286 constitutes a more solid reflection of the priorities and concerns of Strathroy-Caradoc households.

RANDOM SAMPLE SURVEY										
		Census 2021				Survey Response				Survey Response - Age Adjusted
LOCATION										
Strathroy-Caradoc										
- households owned		7385				222				286
Mt Brydges -										
- households owned		825	11%			38	17%			48 17%
Strathroy										
- households owned		4845	66%			146	66%			188 66%
Other/Rural										
- households owned		1715	23%			38	17%			50 18%
AGE										
Strathroy-Caradoc age 30+		15890				222				286
age 30-54		7230	46%			64	29%			128 45%
age 55-69		5005	31%			90	41%			90 31%
age 70 +		3655	23%			68	31%			68 24%

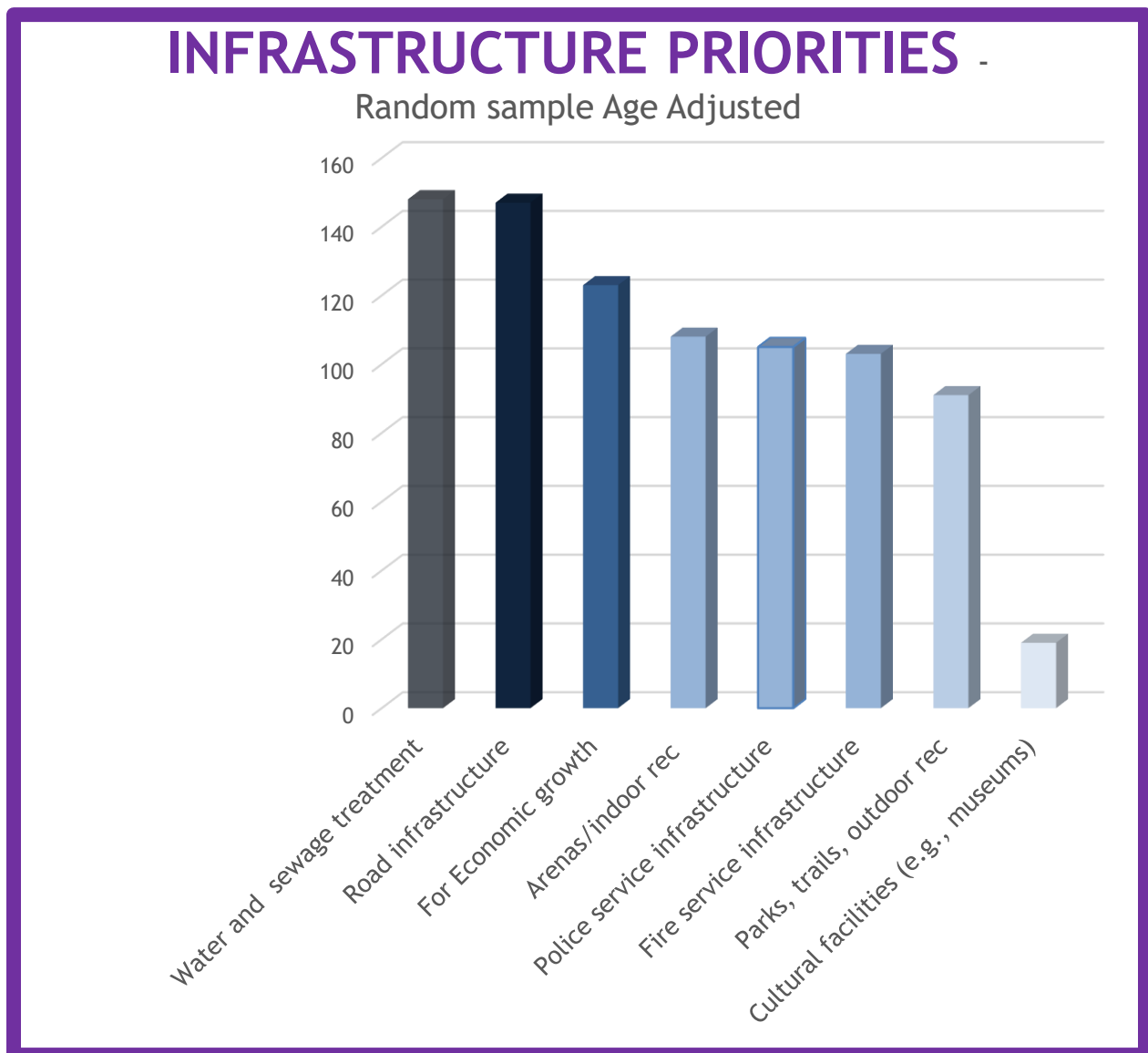
In this Report, we have used these Age-Adjusted results for the three questions about Infrastructure Priorities, Importance of Quality-of-Life Contributors, and Community Safety Concerns. The original results of those three questions from the sample of 222 are included in the appendix.

Infrastructure Priorities (age-adjusted)

We asked the question:

Strathroy-Caradoc faces many very expensive demands for renovation, replacement, or expansion of infrastructure and facilities. Please indicate the THREE (and ONLY THREE) criteria that, in your opinion, should be Council priorities for the next 3 years.

The chart below provides the age-adjusted results:



Infrastructure Priorities - age-adjusted		
Water and sewage treatment		148
Road infrastructure		147
For Economic growth		123
Arenas/indoor rec		108
Police service infrastructure		105
Fire service infrastructure		103
Parks, trails, outdoor rec		91
Cultural facilities (e.g., museums)		19

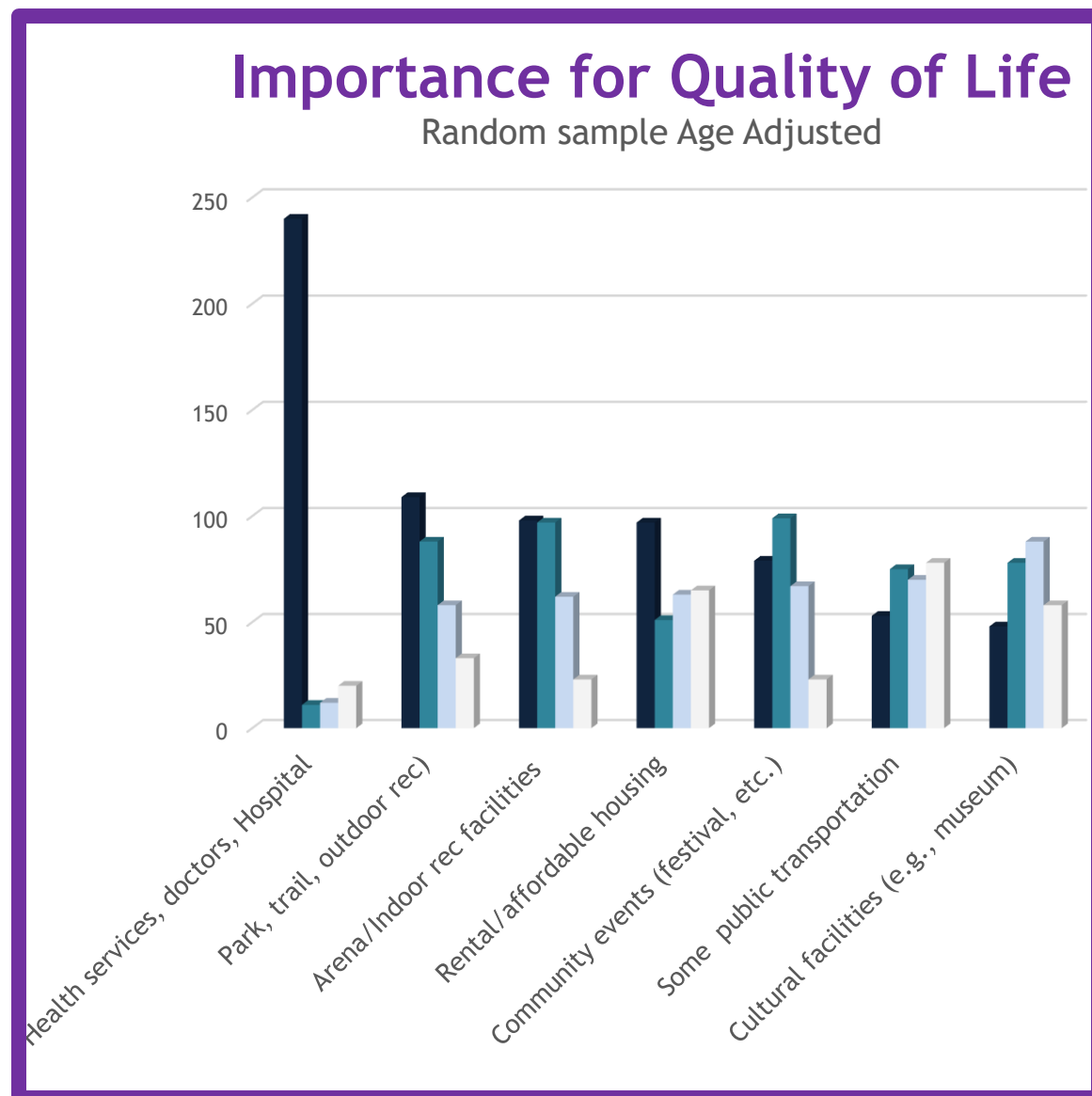
Seldom are survey results a surprise. Not surprisingly, roads and water/wastewater are the community's highest priorities. Infrastructure that facilitates economic growth ranks highly (this perspective benefitted from the age adjustment to affect the priority of under-55 more accurately households). Infrastructure related to police service, fire service, and arena/indoor recreation is also much in mind.

Contributors to Quality of Life (age-adjusted)

We asked the question:

People are moving here: our quality of life in Strathroy-Caradoc is a winner. Below are several approaches to maintaining and improving our quality of life. How important do you consider each to be (1 = most important, 4 = least important)

(respondent rankings shown left to right; furthest left = 1)



Contributors to Quality of Life -Age adjusted		1	2	3	4
Health services, doctors, Hospital		240	11	12	20
Park, trail, outdoor rec)		109	88	58	33
Arena/Indoor rec facilities		98	97	62	23
Rental/affordable housing		97	51	63	65
Community events (festivals, etc.)		79	99	67	23
Some public transportation		53	75	70	78
Cultural facilities (e.g., museum)		48	78	88	58

Again, not surprisingly, medical services (doctors, clinics, Hospital) are almost unanimously considered the most important contributor to the community's Quality of Life.

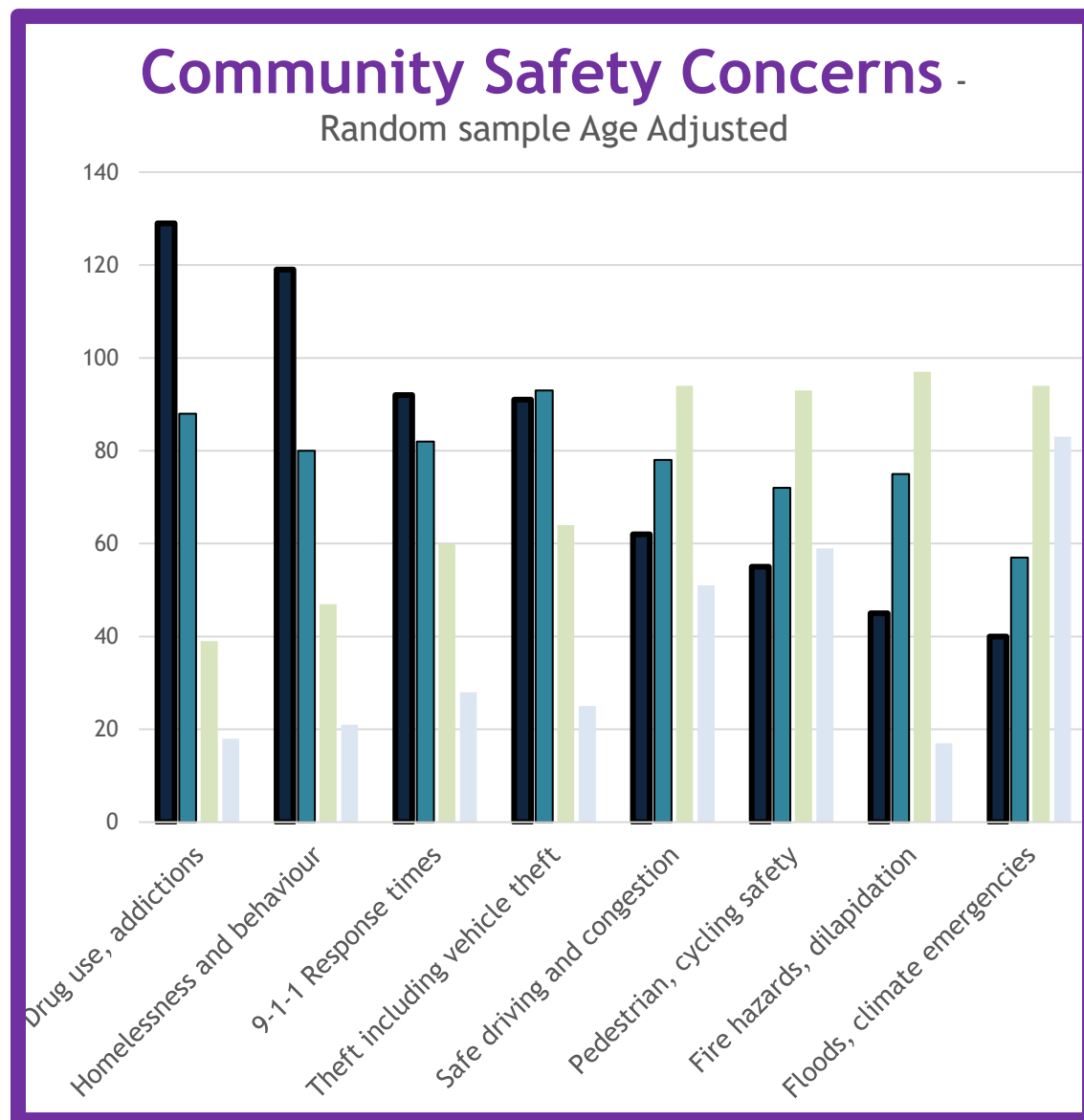
Indoor and outdoor recreation facilities and activities, community events (fair, festivals, markets), and the availability of rental units and affordable lots are all also considered important factors in community well-being.

Community Safety Concerns (age adjusted)

We asked the question:

Part of Strathroy-Caradoc's attraction is its safe lifestyle and sense of well-being. Looking ahead, how worried are you about any of the following (1=very worried, 4 = not worried).

(respondent rankings shown left to right; furthest left = 1)



Community safety concerns- Age adjusted						
			1	2	3	4
Drug use, addictions			129	88	39	18
Homelessness, threatening behaviour			119	80	47	21
9-1-1 Response times			92	82	60	28
Theft including vehicle theft			91	93	64	25
Safe driving and traffic congestion			62	78	94	51
Pedestrian and cycling safety			55	72	93	59
Fire hazards, dilapidation			45	75	97	17
Floods, climate emergencies			40	57	94	83

Drug use and addictions is clearly the foremost concern related to community safety, followed closely by homelessness and threatening behaviour (although homelessness in itself is more than a community safety issue). 9-1-1 response times and theft incidents are also significant concerns.

Municipal Customer Service

We asked the random sample whether in the past year they had made a request to the Municipality. 75 said 'YES'; 143 said 'NO'. (a few evidently chose not to answer).

Of those who said yes, we asked: 'what did you think about the time it took to get a response?' The result:

I was satisfied	28
It was okay	25
I was not satisfied	22

We asked: 'Did you feel they understood what you were asking for?'

Yes, they understood what I wanted	57
Not sure	11
No, they did not understand what I wanted	7

We asked: 'Did you get what you asked for?'

Yes I did	29
Not exactly but it worked out okay	16
No, I did not	30

The Municipality's customer service received neither complete condemnation nor glowing praise. There is room for improvement.

Police Service

We asked how often respondents had interacted with the Strathroy-Caradoc Police Service Police in the past year. 157 reported having had no contact; 61 reported 1-5 contacts' 1 person had had more than 5.

Of those who had had one or more contacts, we asked: 'how would you rate your experience?' The result:

Not satisfied	6
Somewhat satisfied	7
Satisfied	18
Very Satisfied	31

We asked how often respondents had called the 911 emergency call centre in the past year. 178 had not called; 40 had called.

Of those who had called, we asked: ‘how would you rate your experience?’

Not satisfied	1
Somewhat satisfied	4
Satisfied	11
Very Satisfied	24

Clearly, the Police Service, and emergency services in general, are held in very high regard by Strathroy-Caradoc households.

Finally, we asked: ‘What is your opinion of the level of visibility of the police service in the community?’

Not enough	61
The right amount	159
Too much	5

A sizable minority of Strathroy-Caradoc households would like to see the Police Service out and about more often.



APPENDIX 2B -WRITE-IN RESPONSES FROM RANDOM SAMPLE

Introduction

The first question asked in the Random Sample household survey (February 5, 2024 - March 6, 2024) to which 222 of the 798 invitees responded, was:

“1. If there were JUST ONE THING that the Municipality could do THIS YEAR to improve our community, what would that ONE THING be?”

We have often used this question as a way to elicit people’s “TOP OF MIND” thoughts and concerns. Being an open-ended question, responses naturally cover a wide range of topics and vary from individual to individual. They can range from very specific (truck turnings at the intersection of Second and Wright) to very general (more road work), and from terse (fix sidewalks) to lengthier anecdotes. Furthermore, they may fit into the traditional municipal “wheelhouse” (roads, development approvals) or not (library programming, more/better restaurants). Nonetheless, all responses reflect what is on people’s minds when thinking about their community.

The primary value of the responses is to determine which “top of mind” concerns are most commonly shared. After reviewing all responses, we have grouped similar concerns based on frequency of mention as follows:

A (largest font, red) = 10 or more mentions

B (next largest font, purple) = 6-9 mentions

C (smaller font, green) = 3-5 mentions

In addition, so as not to lose the numerous other concerns and ideas that were less frequently mentioned, we have (in the smallest font) listed them under “Other”.

Notes

1. The risk with this form of analysis is that, despite the large font, it is tempting not to give the large groups their due. Despite the small font, the eye is drawn to the individual entries under “Other”. Remember that, for example, the line “A - An underpass or overpass under/over the railway tracks in Strathroy” encompasses 11 different people who, each in their own way, expressed this concern. Similarly “C- Address Homelessness” represents the concerns of 4 people, not just one.
2. Being an open-ended write-in question, this question invites responses very much based on the often-recent experiences of the individual respondents. As noted

elsewhere, older age groups were “over-represented” among the 222 respondents. Thus, the concerns of older age groups may be over-represented to some extent.

INFRASTRUCTURE and ASSETS

A - An underpass or overpass under/over railway tracks in Strathroy

Illustrative Quotes

Start planning a way forward for a railway overpass/underpass. The situation as it is for emergency responders is not acceptable anymore for a community of this size.

Strathroy needs an overpass or underpass at least one railway crossing - Fire, Police and 911 response times to the hospital are being affected.

It is very frustrating trying to travel north and south through town when trains are either stalled or moving very slowly causing massive back-ups and congestion

C – Tar and Chip Rural Roads

Illustrative Quotes

Put a 5-10-year plan together to finish chipping roads

Tar and chip Troops Road and many other well traveled back roads- We rake up several wheel barrels of gravel every year off our lawn!!!

C – Caradoc Street South

Illustrative Quotes

Get rid of the traffic obstructions on Caradoc St. between Front St. and Metcalfe St. East to allow traffic flow as well as make snow removal easier

I like the side lanes on Adelaide Rd. in Mt. Brydges. That would work well on Caradoc St.

Other

- intersection of Melbourne Rd and Glendon Rd
- improve drainage on rural roads
- Stop sign at the corner of Maitland Terrace, Hwy 81 and English Street
- Speed bumps on Moffat lane...a school zone.
- safety at the corner of Wright Street and Second Street. This corner is becoming increasingly congested as more businesses move into the area, and while it is a commercial/industrial area of town with heavy transport truck traffic, the road is not designed to support this use safely
- Install traffic calming measures on Park, Southfield and Burns streets

- Rumble strips on the edges Mount Brydges to encourage people to slow down and not drive 80 kph through town. Glendon Drive and Adelaide especially
- Plough snow in a way that does not create drifts at the end of driveways
- Speed of traffic on Hull Road
- Level the tracks in Mt Brydges and Strathroy
- speed and volume of traffic on Parkhouse Drive between Troops and Glendon is very dangerous. Change speed limit to 60.
- Better streetlighting
- the lane markings on Second Street. The turning lane being used as a passing lane. Solid lines please for westbound traffic
- Make Canaan St. a dead end. Close off exits from Muffler man parking lots and the funeral home.
- trim the roadside trees and fire lane trees., especially those around above-ground wires, to help prevent power outages

B - Repair Sidewalks and trails

Illustrative Quotes

Repair sidewalks - I use a walker and use the sidewalks between McKellar - Carroll West - Adelaide St. back to McKellar. I have fallen several times. Keefer is especially bad.

The Municipality should be ashamed of the sidewalks in Mt. Brydges. They are broken and heaved up. At least fix those on the main street.

Replace downtown brick sidewalks. They are a dangerous tripping hazard especially for seniors and those with mobility issues

Other

- Snow removal from sidewalks in all areas of the Municipality
- Sidewalks from Collins Way to connect near Walmart
- barriers at the train crossing should cross the sidewalk too.
- Improve pedestrian access to conservation area
- More crossing locations in Strathroy on 81.
- Bicycle lanes need to be added to all main roads
- Trying to cross Caradoc St. between Metcalfe and Carroll Street is impossible.
- Street lighting and sidewalk for safe access to/from Southgrove area

A - Indoor pool

Illustrative Quotes

Start the process to get an indoor pool in Strathroy. The current pool does not serve residents for 75% of the year. It's not worth its cost. The Middlesex YMCA has offered to run the pool if Strathroy builds it.

Indoor pool....I've heard so many people asking for this, and I agree, it would be something I'd get out and use.

C - New Mt Brydges arena

Illustrative Quotes

Mt. Brydges community needs a new community complex (indoor rink, library, lounge hall for events. etc.) The acceptance of a building design and the development of a timeline to complete the project should be done this year.

Other

- Continue to support cultural facilities around town
- Give teenagers more to do; give them alternatives to drugs
- More activities in Mt Brydges
- More programming for seniors, better publicized
- Affordable recreation programs for youth
- More free activities in the parks for kids
- Create more family-friendly events
- Renovate Mt. Brydges arena - Put the funds toward renovation instead of building new
- Keep all municipal buildings open to use for senior citizens during inclement weather, summer and winter
- More programs for adults to do in the evening

B – Trees: Plant, Conserve, Care for

Illustrative Quotes

We are losing so many trees in town whether cutting down for personal reasons or growth. Along the stream behind Food Basics, all trees falling into water. Please start planting and please take care of them.

Make the main street of Mt. Brydges more appealing by planting and maintaining trees in the downtown area

Other

- Clean out the river valley and provide more public success
- Clean out the Reynolds drain and others in the township
- clean up garbage that people throw out along the ditches. Check up on dead end roads where people throw out junk and debris
- Yard waste curbside pickup, Once a month in spring & summer, twice/month in fall
- Open the dam. As the pond silts up and becomes increasingly shallow the elevated water temperatures give rise to huge algae bloom - unsightly, smelly, and damaging to the ecology of the river. In addition, the pond has a substantial goose population producing approximately a kilogram of fecal matter per bird per day.
- Start preparing community and services for increasingly fragile times as climate changes

ECONOMIC DEVELOPMENT

B – Grocery Store and other commerce in Mt Brydges

Illustrative Quotes

Mt Brydges has grown to the point where it should be able to support a small grocery store similar to the "No Frills" in Glencoe. It is important to match the rate of commercial uses with the rapid residential growth

Put in place a plan that draws interest and provides appropriate incentives for various types of businesses (in particular, a grocery store, restaurants and other important services) to establish themselves in Mount Brydges

Attract more new housing which in turn will attract more business investment such as grocery stores

C - Improve the Appearance of the downtowns

Illustrative Quotes

Make our downtown more appealing so people want to shop there - get our businesses to take pride in store fronts

Update the appearance of the Mt. Brydges business section. We are surrounded by new subdivisions and residents of these new areas are faced with an outdated shopping district. We need new businesses and a new appearance in town.

Other

- Create a more robust chamber of commerce that entices mid-sized businesses to participate.
- Attract another Seasons Retirement Community or one like it
- Attract more clean industry

QUALITY of LIFE

B – Affordable Homes and Rental Units

Illustrative quotes

A strong effort should be made to make sure our youth (20-35) have access to affordable housing. Stop allowing construction of million-dollar houses in new subdivisions.

More rent-geared-to-income housing

Ensure that new housing is affordable - small homes or small apartments with lower rent

C – Address Homelessness

Illustrative Quotes

More resources for low-income residents and more food banks and supplies for the homeless

Address homelessness and add more programs to support mental health issues

C – Walk-in Clinic/Family Doctors

Illustrative Quotes

We need a Walk-in clinic! Many residents do not have a family doctor and this places an additional burden on our excellent Strathroy Middlesex General Hospital. The clinic could be staffed on a rotating schedule by doctors already in town, Support staff could comprise a combination of paid and volunteer workers.

Encourage more family doctors to locate in the Strathroy area. With more families relocating to this area, this is an area where the municipal government should work with its provincial counterparts to encourage family medicine here. Lack of healthcare resources have put strain on the local hospital too

C – Stop/Slow down the residential growth

Illustrative quotes

Stop the growth, which is in fact the destruction of farmland, nature, traffic flow, etc. Shoot for stability, not growth.

Other

- Build less sprawl and zone for higher density especially in the downtown areas. Local businesses in downtown Mount Brydges and Strathroy need walk-in traffic.
- avoid the construction of new homes over high water table
- Ensure sufficient capacity for wastewater systems in Mount Brydges to meet community needs before accepting further development
- Allow severance of one residential lot from a farm
- Remove those ugly silos at the junction of Albert St. and Metcalfe St

COMMUNITY SAFETY

C - Control the Drug problem

Illustrative quotes

I think if there were more police presence up town, there would be more respect. I don't go up town anymore without someone with me.

Have the police patrol the parks so that people/children aren't afraid of the drug dealers

Crack down on the known drug houses/apartments so neighbours aren't fearful.

Clamp down on known drug houses

Other

- More Police presence in the rural areas. A lot of people do not stop at the corners - they just blow through stop signs.

CUSTOMER SERVICE

B - Improve Communication with the Public

Illustrative Quotes

More avenues of communication about council initiatives, i.e. newspaper, social media, mail

The nonsense shared on some Facebook groups is ridiculous. I would love to see a regular, detailed response (from the CAO?) addressing how and why decisions are made.

Open front door of town hall and make access to the different departments available

Craft a cohesive narrative that weaves together the Municipality's various initiatives. This should explain the benefits that residents will feel, the value to the community as a whole, and set measurable targets. A way to make things more tangible and to create more buy-in from the community. Without that, we will end up realizing only half the value for our investments than we could if things were more actively supported by the community.

Elected officials and municipal staff must improve:
Honesty, Integrity, Clarity, Transparency

C – Accelerate the approval process

Illustrative quotes

Make it easy for more housing to be built and built quickly. Less ""suffocating vetocracy""."

Work with our developers and contractors to build our town and businesses, instead of delaying due to a backlog of paperwork... It would stop delays and costs for developers and contractors if town hall did their job in a timely manner

The Building dept needs to find ways to keep projects moving forward – We want growth

MANAGING the ORGANIZATION at a time of Growth

B – Resolve the Dispute with Adelaide-Metcalf

Illustrative Quotes

Amalgamate Strathroy-Caradoc with Adelaide-Metcalfe and stop wasting money on lawsuits/lawyers just because of arbitrary lines drawn on a map decades ago. Strathroy is out of land that can be developed and Adelaide needs Strathroy's services. Just merge and end this battle where no one benefits but lawyers

Extend the services to businesses north of Second street

Work hand in hand with neighbouring municipalities

B – Rein in Spending: Hold/Reduce Taxes

Illustrative Quotes

Stick to basic services! Rein in the spending on frills/non basics. Many households and seniors on fixed income cannot afford higher property taxes.

I feel basic things like plowing roads and sidewalks and cutting grass aren't done as often as they should be. Stop spending money on ridiculous things... Focus on the basics.

Other

- Unite the Community! Covid has caused a great divide that has not yet been repaired.
- Ensure that this plan brings tangible projects to the community
- Be fiscally responsible, ensuring you look at the big picture for the community. Then the priority projects will be supported. it's the majority you look to in public service
- Build the respectful relationships within council, and with partners and staff, that will bring confidence to the path forward and decisions required
- Resolve ongoing problems with permanent solutions not temporary ones, i.e. sewage treatment in Mount Brydges
- Stand up against upper levels of government's ever more control and overreach into our private lives and freedom
- Support your emergency workers because if you do not, they will handle risk differently
- Keep our firefighters safe
- Enable landlords to put water and sewage bills into the tenants' names
- Stop spending our money on electric car charging stations. Those at the Mt. Brydges Library are never used and just take up space needed for seniors
- Provide a public transportation service in Strathroy
- Control unnecessary noise from motor vehicles
- More scientific educational programming at the Library
- Improve the look of our public spaces
- Place fewer restrictions on community events and social clubs
- Enforce parking bylaw
- allow parking on only one side of residential streets

Questionnaire

Strathroy-Caradoc 2024-2027 Strategic Plan		Page 1																																								
Strathroy-Caradoc Police Services Board Strategic Plan 2024-2027																																										
Community Survey																																										
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6. Community Safety

Part of Strathroy-Caradoc's appeal is its safe lifestyle and sense of well-being. Looking ahead, how worried are you about each of the following factors (1 = very worried, 4 = not worried)?

	1	2	3	4
Pedestrian and cycling safety				
Safe driving and traffic congestion				
9-1-1 response times				
Drug use and addictions				
Homelessness and threatening behaviour				
Floods or other climate emergency				
Theft including vehicle theft				
Fire hazards and dilapidated properties				

7. Customer Service

7. a) In the past year, have you contacted the Municipality to ask for anything (for example, to get a permit, to request a service, to bring a complaint about a municipal service, to clarify a regulation, etc.)?

Yes ☐ No ☐

If you answered 'Yes' to Question 7. a) please fill out the remainder of Question 7:

7. b) What did you think about the time it took to get a response?

I was satisfied ☐ It was okay ☐ I was unsatisfied ☐

7. c) Do you feel they understood what you were asking for?

Yes, they understood ☐ Not sure ☐ No, they did not understand ☐

7. d) Did you get what you asked for?

Yes, I did ☐ Not exactly, but it worked out okay ☐ No, I did not ☐

8) In the past year, how frequently have you contacted the Strathroy-Caradoc Police Service?

Not at all ☐ 1-5 times ☐ 5+ ☐

If you answered 1 or more to Question 8, how would you rate your experience?

Not satisfied ☐ Somewhat satisfied ☐ Satisfied ☐ Very Satisfied ☐

9) In the past year, how frequently have you called the 911 Emergency call centre?

Not at all ☐ 1-5 times ☐ 5+ ☐

If you answered 1 or more to Question 9, how would you rate your experience?

Not satisfied ☐ Somewhat satisfied ☐ Satisfied ☐ Very Satisfied ☐

10) The Municipality is proud to maintain a Community Police Service. What is your opinion of the level of visibility of the police service in the community?

Not enough ☐ The right amount ☐ Too much ☐

Thank you for taking the time to complete this survey. Your feedback is greatly appreciated.



Appendix 2C- Strathroy--Caradoc Community Open Survey 2024

Analysis and Report

In addition to the Random Sample Survey, a digital version of the survey was made available to any Strathroy-Caradoc resident who wanted to participate (and had the digital means to do so, as it was on-line only). Residents were notified about this opportunity to participate through news releases and social media and were able to participate either through the link in the notices or by entering the link into their browsers.

An open survey such as this cannot claim statistical reliability in relation to the Municipality's population as a whole, a fact which should be borne in mind when interpreting results. In addition to the ease of participation digitally, its value lies in its openness to any individual wishes to engage in the Municipality's strategic planning process. Typically, it is also an avenue for a younger age groups to participate (the Random Sample Survey was aimed at households rather than individuals).

COMMUNITY OPEN SURVEY						
Respondent Characteristics						
	Census 2021				Survey Respondents	
LOCATION						
Strathroy-Caradoc - age 20 +	18550				1356	
Mt Brydges - age 20+	1945	10%			512	38%
Strathroy - age 20+	12495	67%			711	52%
Other/Rural - age 20+	4110	22%			133	10%
AGE						
age < 30	2665	14%			97	7%
age 30-54	7230	39%			778	57%
age 55-69	5005	27%			396	29%
age 70 +	3655	20%			85	6%

The table above compares the location and age characteristics of the Open survey respondents to the location and age characteristics of the Strathroy- Caradoc adult population as a whole. It shows that the input of Mt Brydges residents is more heavily represented than its proportion of the Municipality's total adult population. Similarly, the proportion of 30-54 age group respondents is larger than its proportion of the total adult population. As noted above, an opt-in survey was not expected to be, and was not, representative of the whole adult population.

That being said, 1355 people took this opportunity to participate in the process. This is over 7% of Strathroy-Caradoc's total adult population. Truly a striking level of engagement, with results worthy of note on that basis alone!

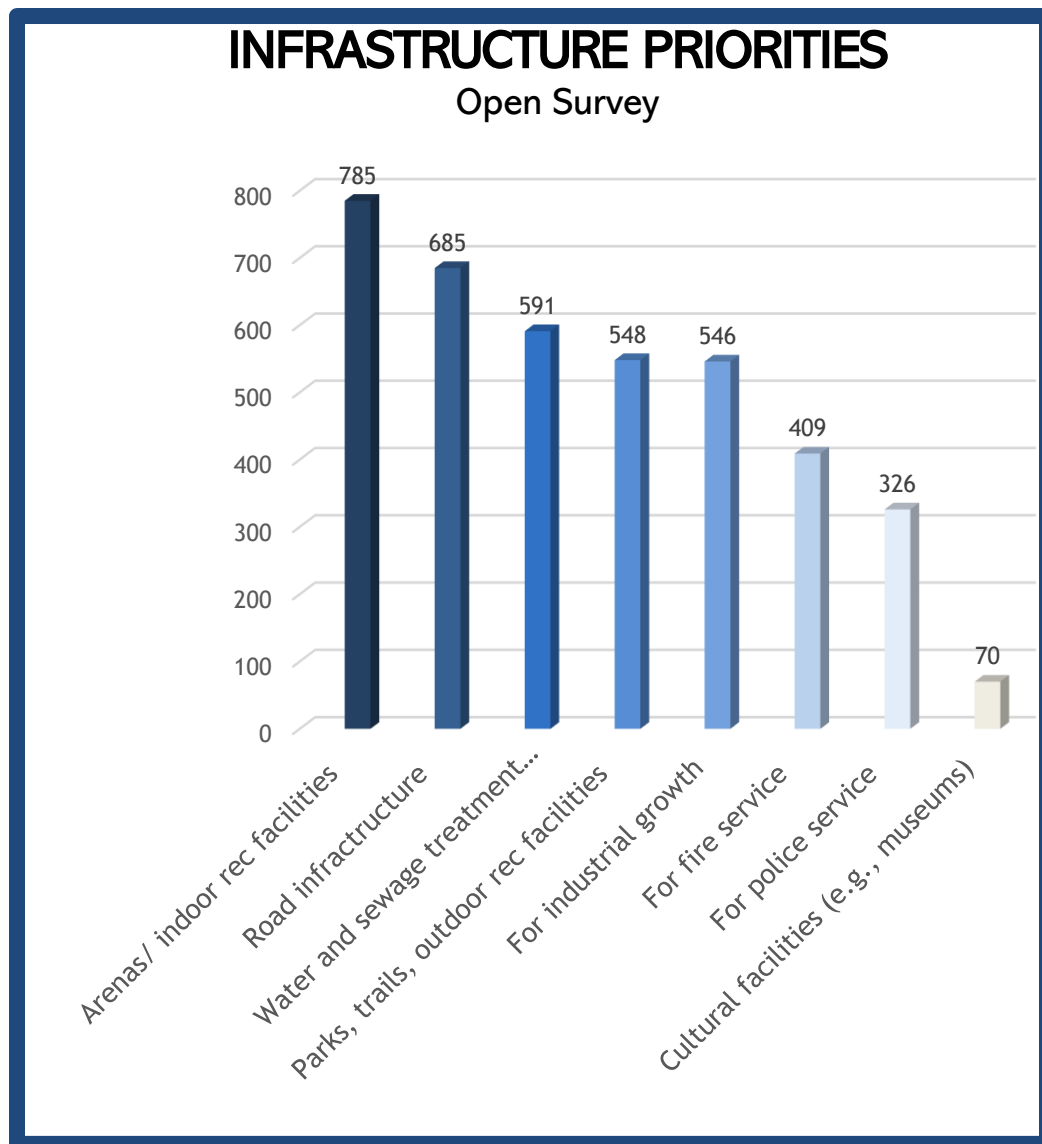
(Note: This additional survey was not part of the MSPA scope of work and was added at the request of the Municipality.)

The contents of this survey differed in two respects from that of the random sample household survey. That survey began with an open-ended write-in question asking for respondents' "top-of-mind" concerns. The open digital survey did not. Second, the open digital survey asks respondents to consider a variety of economic development approaches that Council will consider. Space for that question was not available in the mailed-out Random Sample Survey.

Each following page of this report summarized in chart form the responses to each question.

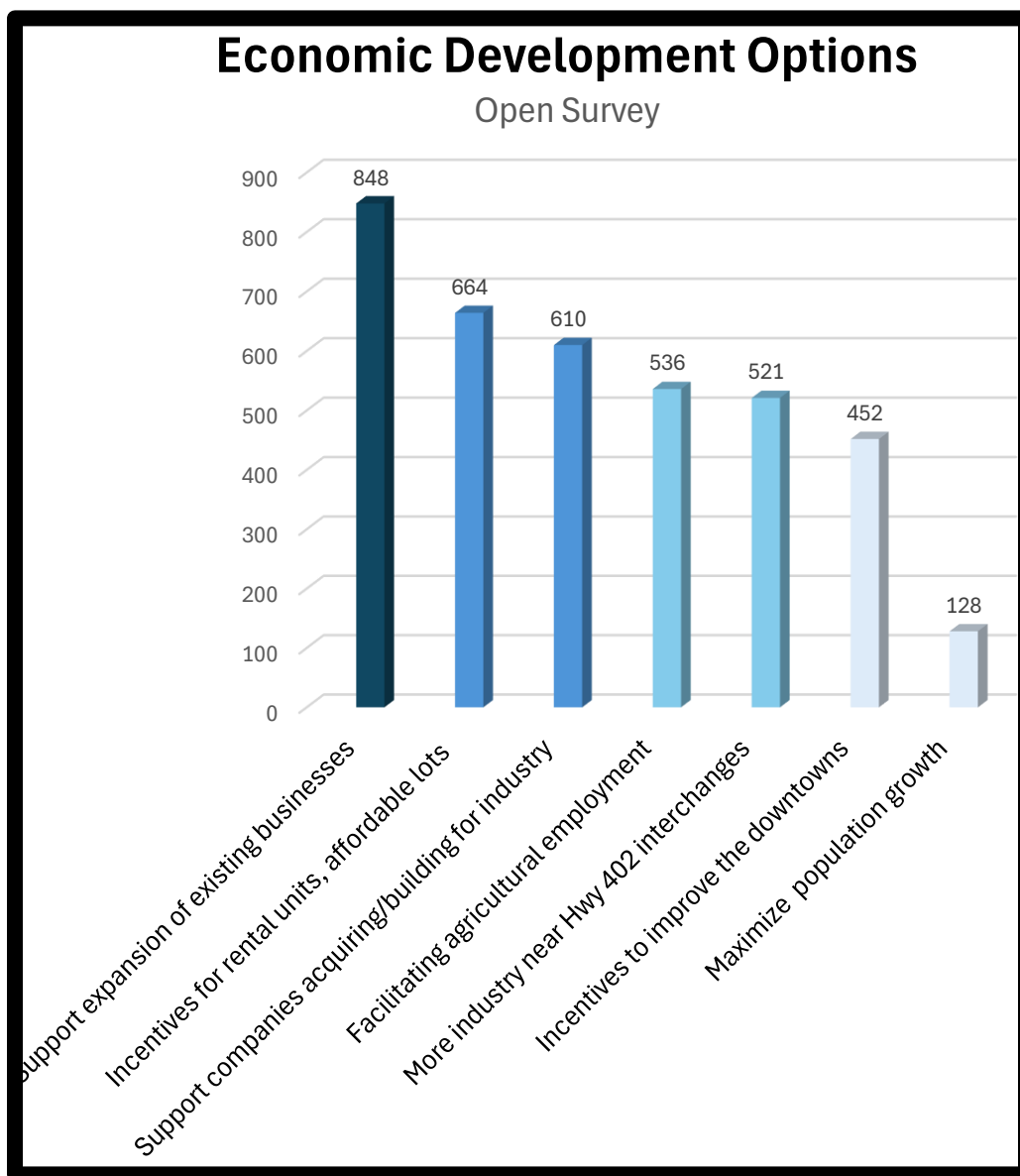
INFRASTRUCTURE and ASSETS

Strathroy-Caradoc faces many very expensive demands for renovation, replacement, or expansion of infrastructure and facilities. Please indicate the **THREE (and ONLY THREE)** criteria that, in your opinion, should be Council priorities for the next 3 years.



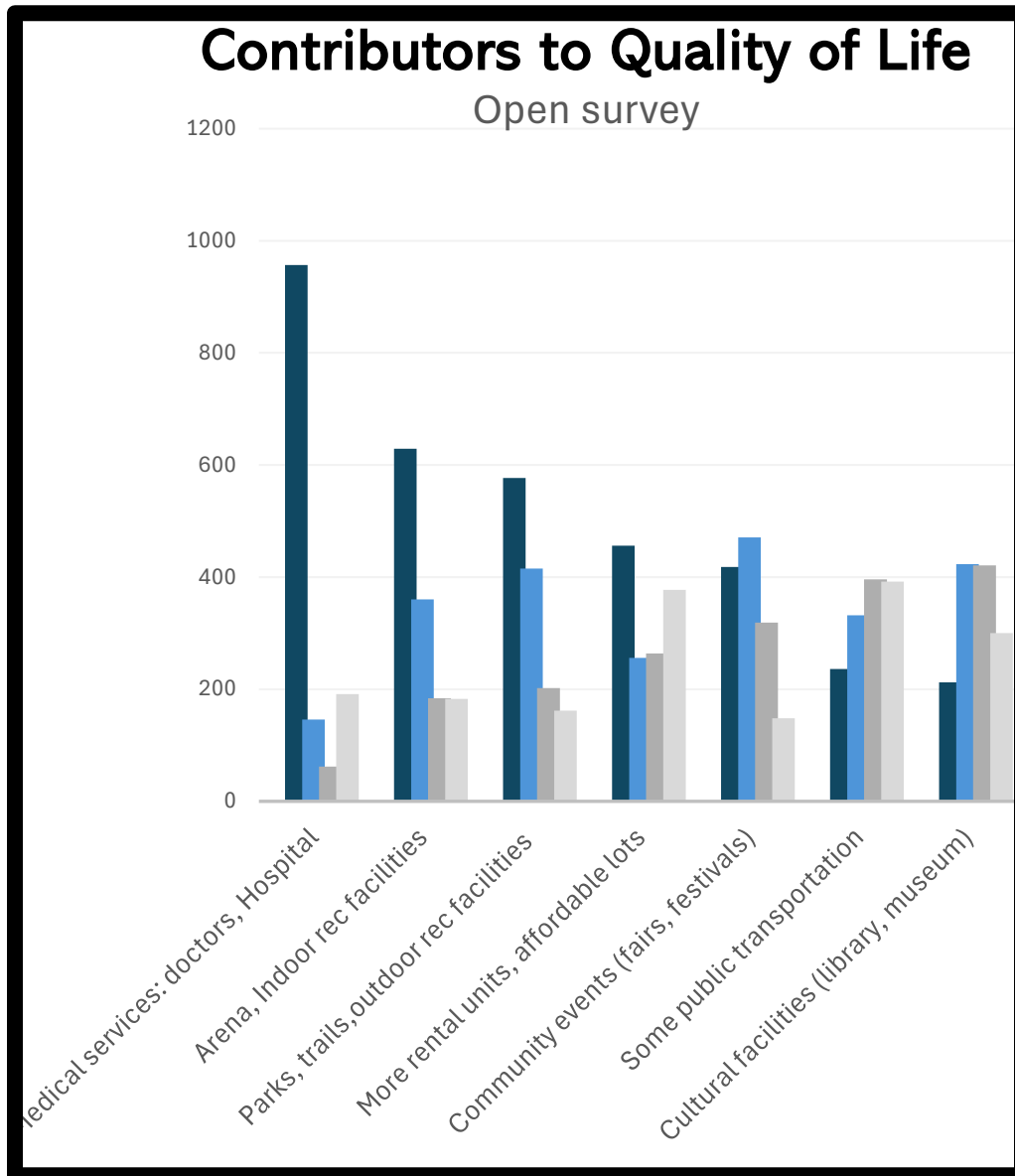
JOB, BUSINESS, INDUSTRY

Getting more local jobs and industries reduces out-commuting, increases community sustainability, and minimizes household property taxes. Below are several possible approaches that Council could take to stimulate local job creation and business success. Please indicate the THREE (and ONLY THREE) that, in your opinion, would work best.



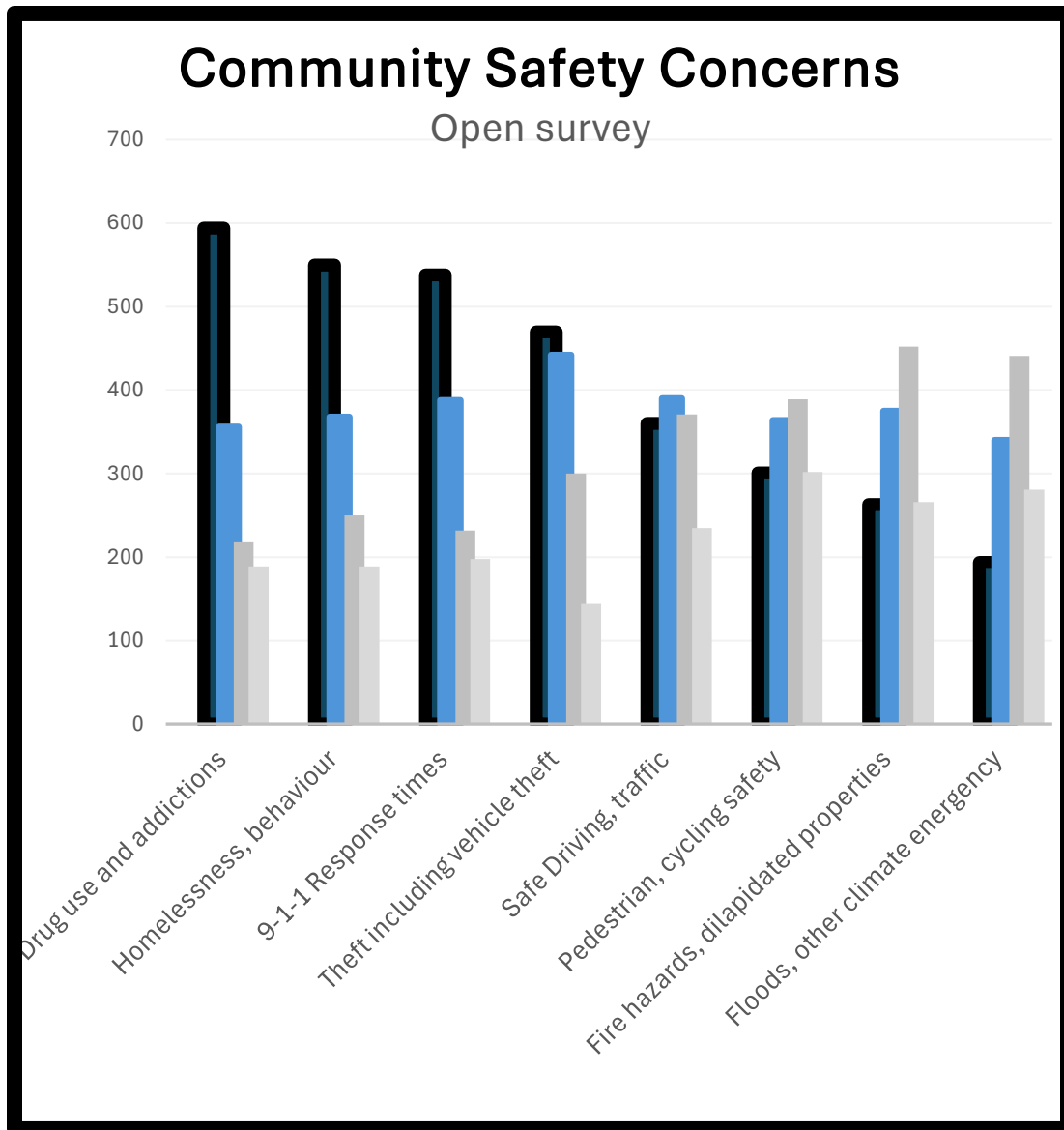
OUR QUALITY of LIFE

People are moving here: our quality of life in Strathroy-Caradoc is a winner. Below are several approaches to maintaining and improving our quality of life. How important do you consider each to be (1 = most important, 4 = least important)



COMMUNITY SAFETY

Part of Strathroy-Caradoc's attraction has been its safe lifestyle and sense of well-being. As you look ahead, how worried are you about any of the following (1=very worried, 4 = not worried)



CUSTOMER SERVICE In the past year, have you contacted the Municipality to ask for anything (for example, for a permit, to request a municipal service, to bring a complaint about a municipal service, to clarify a regulation) ?	YES 499	NO 850
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