



Middlesex County Resident Life Survey 2018

Final Report

Dr. Donald Saklofske (TA: Claire Wilson)

In collaboration with: Cara Finn and Middlesex County

Esti Azizi, Kaitlyn Clement, Erica Jackson, Christianne Morrison, and Jodi Williams

University of Western Ontario

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Introduction

I. MIDDLESEX COUNTY

Middlesex County is a primarily rural county located in the heart of Southwestern Ontario, surrounding the City of London. The county is made up of eight municipalities consisting of Adelaide Metcalfe, Lucan Biddulph, Middlesex Centre, North Middlesex, Southwest Middlesex, Strathroy-Caradoc, Thames Centre and the Village of Newbury. According to the 2018 Population Projections Report from Middlesex County, the county experienced a 4.61% population increase from 2011 to 2016, with the population total in 2018 being 74,579. With this information, it is important to Middlesex County to understand their population trends and how they can optimize their residents' living experience.

II. THE 2018 MIDDLESEX COUNTY RESIDENT LIFE SURVEY

The purpose of the 2018 Middlesex County Resident Life Survey is to gather feedback from residents of all eight municipalities to provide a better understanding of living conditions in Middlesex County, and how these conditions can be optimized. The survey gives insight into factors contributing to the attraction and deterrence of residents, as well as their current satisfaction with their municipality. The data collected from the survey will aid in future development strategies of Middlesex County through knowledge of what each municipality may improve on, what is currently successful, and what initiatives should be targeted to best meet the needs of the increasing population.

Because the current survey is a compliment of the 2016 Middlesex County Resident Life Survey, this report will compare the results of both surveys, encouraging an evaluation of any programs implemented after the 2016 survey based on any discrepancies between data.

The current project was constructed by students of Western University's Psychology 3840F Survey Design & Construction course in partnership with Cara A. Finn; Director of Economic Development for Middlesex County, and reviewed by Dr. Donald Saklofske; Professor of Psychology at Western University.

PART 1 - Survey Design

I. PRIMARY OBJECTIVE

The 2018 Middlesex County Resident Life Survey aims to assess and answer three broad questions:

1. What attracted residents to move to Middlesex County? (**attractive factors**)
2. Why do residents continue to live in Middlesex County? (**satisfaction factors**)
3. What would cause current residents to consider leaving Middlesex County? (**deterrence factors**)

In conjunction, this report will compare the results of the 2018 survey to the results of the 2016 survey to determine if there are significant differences. Results of this survey are to be taken and interpreted by Cara A. Finn, Director of Economic Development for Middlesex County, and her team. Ultimately, this survey has the potential to serve as data to create plans for resource allocation within the community, enhancing the lives of Middlesex County residents.

II. OVERVIEW OF SURVEY QUESTIONS

The 2018 Resident Life Survey questions were adapted from the 2016 Resident Life Survey. The current survey has 17 questions in total, addressing areas of interest including: what attracts residents to Middlesex County, what keeps residents in Middlesex County and what factors could drive them to relocate outside of Middlesex County. The reliability of this survey is increased by abiding by the guidelines set by Dillman, Smyth and Christian (2014a).

The 2016 Resident Life Survey

In 2016, a group of students developed the Resident Life Survey for Middlesex County. Using a draft survey provided by Middlesex County, the group implemented proven survey methods to help reduce the risk of nonresponse error, measurement error, comparability, and data analysis to create the 2016 Middlesex Resident Life Survey (see Appendix B). Authors of the 2018 survey identified ideas of how to further decrease measurement error that had to be forgone to preserve anonymity, and revised areas of the survey to provide more detailed responses on which to report.

Survey Adaptation Process

The survey adaptation process was done in accordance with the three main sections of the questionnaire: attraction, satisfaction, and deterrence factors. The changes are summarized here:

1. To account for societal consciousness and inclusivity, question #2 has expanded with, “What is your gender?” to include an “I identify as:” option (rather than “other”), and an “I prefer not to answer” option.
2. A question was added to inquire about residents’ living situation. (Question #5: “Which best describes your living situation?” With the options “rent”, “own”, “live with parents/family” and “other”).
3. The 2016 category for “leisure/recreational facilities” was deemed too broad, and thus, was divided into two categories: “sports/recreation facilities” and “leisure/cultural opportunities.”
4. “Access to childcare” was added as an answer choice for attraction factors (#11), satisfaction factors (#12, #14 and #16) and deterrence factors (#15).
5. Answer choices were updated to ensure mutually exclusive categories for all questions. (i.e. question #4, #7).

III. DISTRIBUTION METHODS

The survey was distributed exclusively online. Residents were provided with a link to the questionnaire through the Middlesex County newsletter, local municipal websites, as well as through targeted Facebook advertisements (see Appendix B). Survey responses were kept anonymous to increase the overall response rate and to encourage honest responses from participants.

IV. GROUPINGS

To effectively evaluate the data, and account for potential differences within groups, we evaluated the data through three lenses:

- (1) Middlesex County as a whole
- (2) A division of the county based on municipality
- (3) A division of the county based on age

Municipal Groups

The results from this report investigate the similarities and differences in resident attitudes between two municipal groups: municipalities in closest and furthest proximity to the City of London. Those municipalities deemed to be in close proximity (proximal group) to the City of London are Middlesex Centre, Thames Centre, Strathroy-Caradoc, and Lucan Biddulph. The municipalities deemed to be the furthest from the City of London (peripheral group) include Adelaide Metcalfe, Newbury, North Middlesex, and Southwest Middlesex.

Age Groups

Given preliminary findings that indicate younger residents are attracted to Middlesex County to raise children, and older residents are most likely to leave due to the lack of retirement options, the data was analyzed based on age group. The survey respondents were split into three age categories: young adults (0-29), middle-aged adults (30-59), and older adults (60+). It is believed that these groups will differ on their levels of attraction, satisfaction, engagement and reasons for wanting to leave the municipality.

V. RESPONSE RATE

The 2018 Resident Life Survey opened on October 5, 2018, and closed on November 13, 2018. Upon completion of the dissemination period 1039 responses were obtained, however incomplete surveys and surveys completed by non-Middlesex County residents were removed from the data. Completed survey responses across all of Middlesex County totaled 927, resulting in a local response rate of 1.3% responses from the proximal group totaled 647, and responses from the peripheral group totaled 280. Responses are consistent with the population of each group and meet the standard rate of response required for survey validation.

VI. LIMITATIONS

When interpreting the results of the current survey, some limitations should be considered. The main limitation is the generalizability of the data to the population of Middlesex County. It should be noted that the survey was exclusively available online and was distributed to some residents via e-newsletter and targeted Facebook ads. Because it was required for

respondents to have access to the internet, some groups within the population may have been excluded (those with a lower income or of an older age, for example). In the future, it is advised that a mixed-methods approach be used so that all members of the population may participate.

Furthermore, the survey was active for a period of five weeks, resulting in a limited sample size with a response rate of 1.3%. Because of this, some municipalities are underrepresented. A larger time frame would potentially increase the response rate. Other measures could have been implemented to encourage responses such as, more Facebook ads and other survey methods (e.g., phone surveys, in-person questionnaires, etc.).

When analyzing the data, it became apparent that there was an incidence of many incomplete responses. Respondents finding the amount of questions to be inconvenient or respondents being unsure of how to answer a question resulting in the question being left blank may explain this.

Additionally, the survey software available (Qualtrics) was unable to vet responses for duplicate IP addresses and therefore data may be skewed as respondents could have filled out the survey more than once.

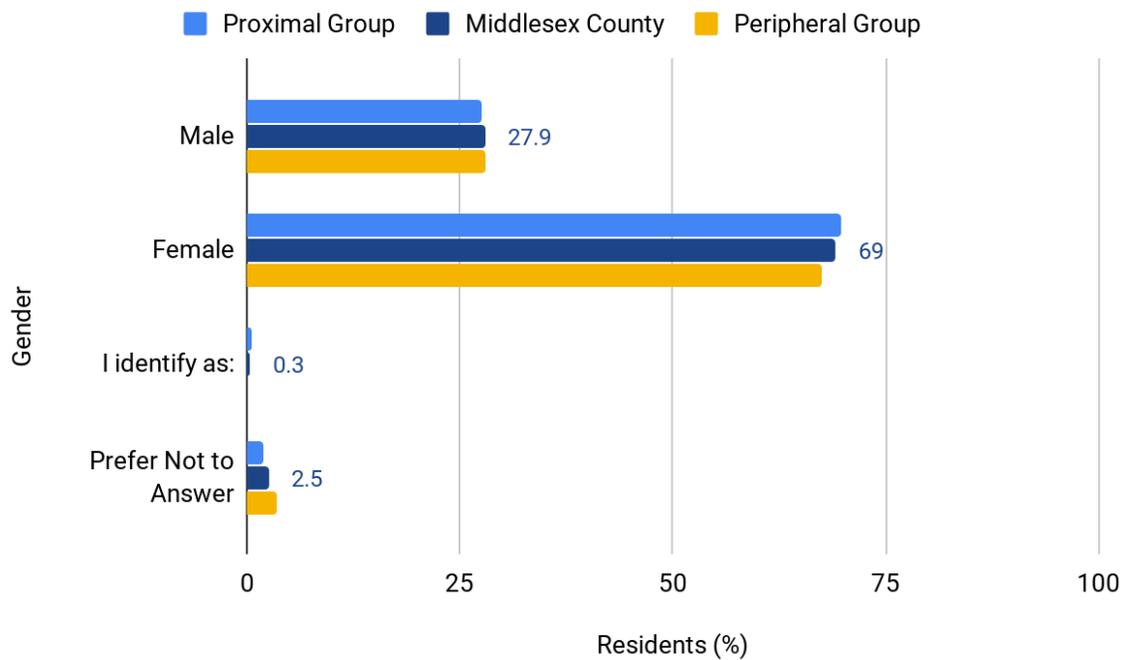
In consideration of these limitations, there is a lack of assurance to whether the results are random or representative. As such, the results of this survey should be examined with this consideration.

PART 2 - Results

To effectively evaluate the results of the 2018 Middlesex County Resident Life Survey, this section is divided into five main sections: demographics, attraction factors, satisfaction factors, deterrence factors, as well as a final section for additional remarks and feedback.

I. DEMOGRAPHICS

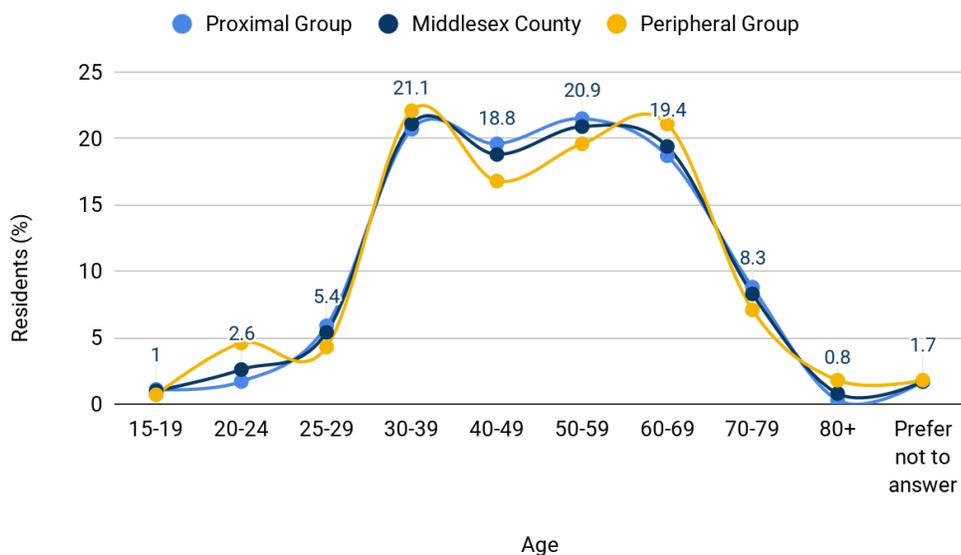
Respondents of the 2018 Middlesex County Resident Life Survey were asked demographic questions to understand who lives in Middlesex County, including how long they have lived in Middlesex, where residents have migrated from, and their current living situation. This information gives insight into how representative the sample is to the population of Middlesex County.



GENDER

According to the 2016 Census Profile of Middlesex County, the gender breakdown of the residents is 48.6% male and 51.4% female. The gender breakdown of the 2018 Residents Life Survey is 27.9% male, 69% female, 0.3% identifying as something other than male or female, and 2.5% preferring not to answer. The results show that both males and females are represented by the sample, but that females are significantly more represented.

AGE



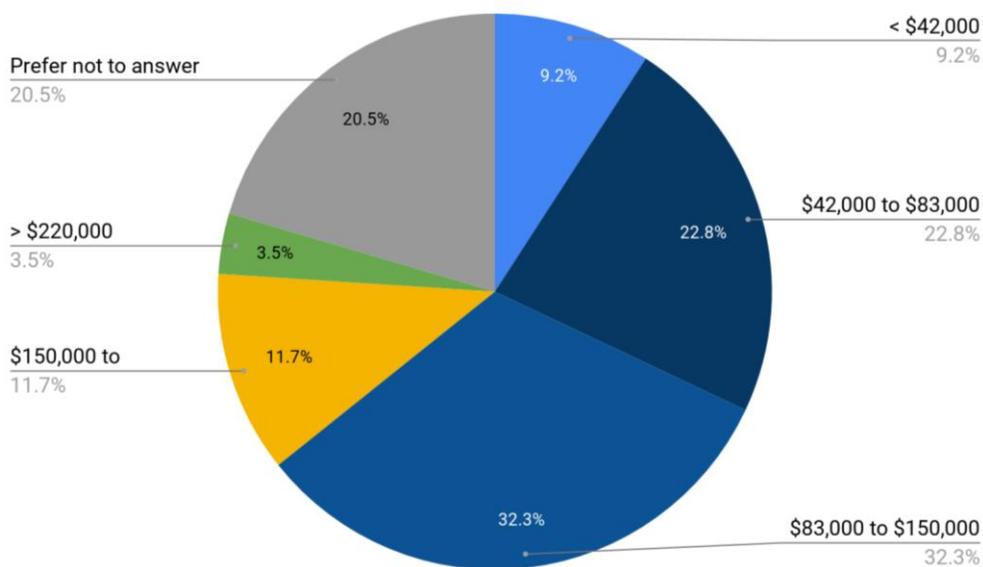
County-Wide Results. This data shows the age distribution of respondents. All ages are represented, with the majority of respondents between 30 to 69 years of age (80%).

Proximal and Peripheral Groups. There are no significant differences between proximal and peripheral groups.

INCOME

Respondents were also asked about their total household income to better understand the economic demographic and agency of Middlesex County residents.

“What is the estimated income for all individuals in your home?”



County-wide Results. The data illustrates the total household income of respondents. Residents’ income ranges from less than \$42,000 to more than \$220,000, with the majority earning \$83,000 to \$150,000 (33%) followed by the \$42,000 to \$83,000 (22.4%). This income distribution is inclusive, and thus all income groups are represented by the sample.

Proximal and Peripheral Group Results. There are differences for municipal groups, including proximal municipalities with residents making a combined income of less than

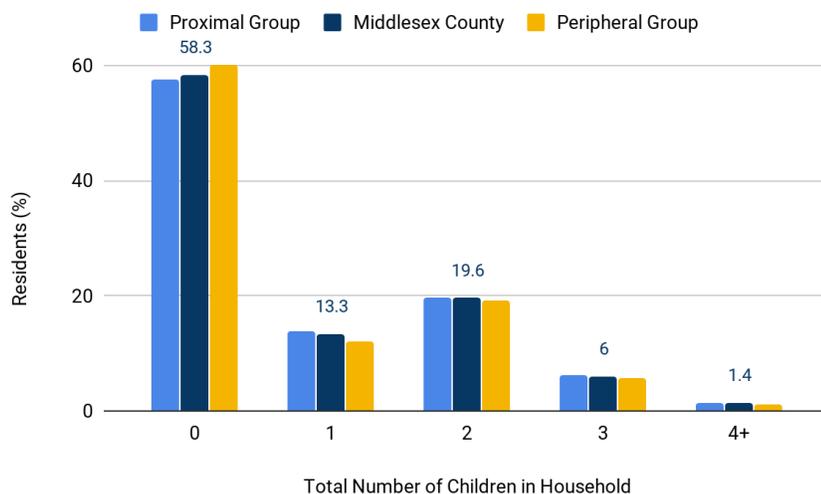
\$42,000 (13.5%), and between \$42,000 to \$83,000 (30.5%), compared to the 6.8% less than \$42,000 and 18.9% between \$42,000 to \$83,000 in the peripheral group. Conversely, peripheral groups had a total household income of \$83,000 to \$150,000 (34.4%) and \$150,000 to \$220,000 (15%) versus 29.8%, \$83,000 to \$150,000, and 5.1%, \$150,000 to \$220,000 in the proximal group.

Age Group Results. Young adults (4.9%) and middle-aged adults (6.8%) reported that their total household income was less than \$42,000, different from older adults (14.1%). Similarly, middle-aged adults in the income bracket of \$42,000 to \$83,000 (18.6%) differed from young adults (26.8%) and older adults (29.3%). There is also a difference between all three groups with an income of \$83,000 to \$150,000 (41.5% young adults, 36.3% middle-aged adults, 23.8% older adults), as well as a difference in the \$150,000 to \$220,000 income bracket for older adults (3.4%) versus young adults (13.5%) and middle-aged adults (15.6%).

HOUSEHOLD

To supplement the information on residents’ economic ability, we asked about the number of dependent-aged children in the home:

“How many children (under the age of 18), currently live in your household?”



County-Wide Results. The results of this section indicate that more than half of residents have no children under the age of 18 living in their household (58.3%). This may speak to the large number of respondents in the 40+ age range that may have children over the age of

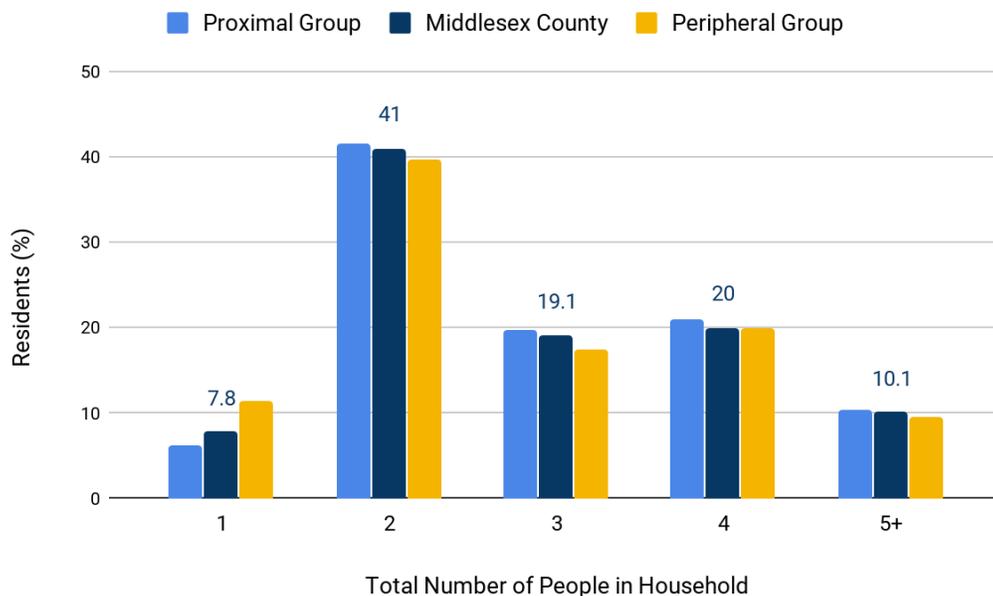
18. Additionally, residents with two children were the second highest group (19.6%), followed by one child (13.3%), 3 children (6%), and four or more (1.4%).

Proximal and Peripheral Group Results. There are no significant differences between proximal and peripheral groups.

Age Group Results. All age groups differ significantly in the number of children under 18 currently have residing in their household. The most common response for each age group was no children, highest for older adults (94%), followed by young adults (59.3%), and finally, middle aged adults (40.7%). Therefore, the majority of respondents reported that they did not have any children in their household. Young adults (19.2%) and middle aged adults (17.4%) reported a similar amount in terms of having one child under 18 living in the household, and older adults (3%) had a much lower response. Having two children under 18 was most common in the middle age group (28.9%), followed by young adults (15.1%), and older adults (.7%). Results of three and four or more children under 18 living in the household was very low for all age groups.

Furthermore, respondents were asked:

“How many people, including yourself and any children, currently live in your household?”



County-wide Results. The above data represents the total number of people (including the respondent) living in a single household. The majority (41%) of respondents live with one other person, which can explain the large proportion of respondents without children under the age of 18 in their household. This was followed by those who live with four (20%) and three people (19.1%). Less prominent groups include those with five people in one household (10.1%), and respondents that live alone (7.8%).

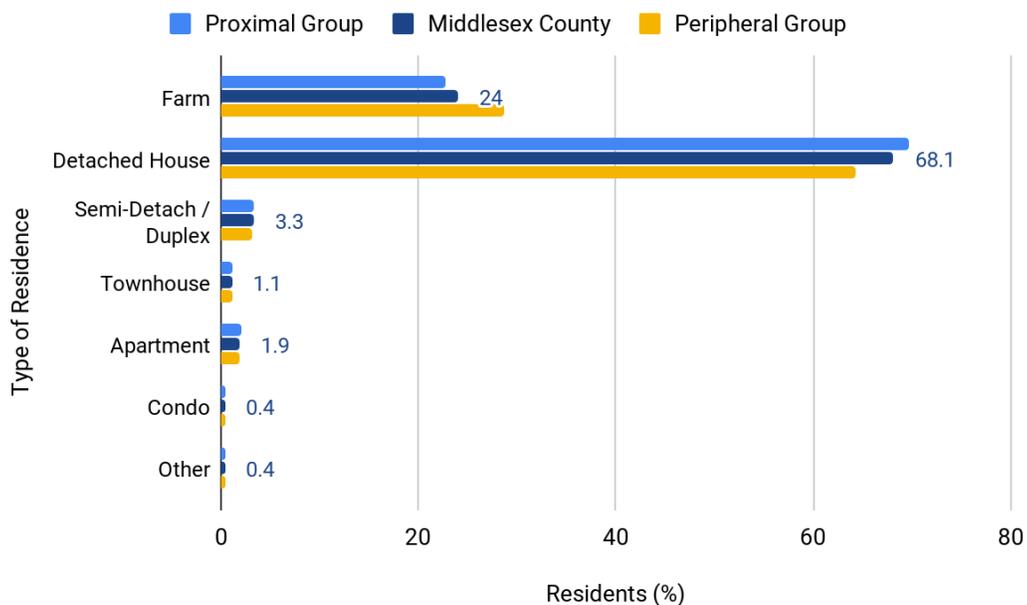
Proximal and Peripheral Group Results. The only significant difference between groups was that of respondents that live alone, with the proximal group sitting at almost half of the percentage of peripheral respondents (6.2% and 11.4%).

Age Group Results. Across all groups, young adults and middle-aged adults tend to have similar total number of people in a household than older adults. Age differences exist such that older adults are more likely to live alone (15%) or with one other person (72.7%) compared to young adults (4.7% and 28.6%, respectively) and middle-aged adults (5.2% and 27.6%). Older adults are less likely to live in a household of three (7.8%), four (2.7%) or five (1.7%) people than young adults (34.5%, 23.8%, 8.3%) and middle-aged adults (22.4%, 30%, 14.6%).

RESIDENCE TYPE

We also inquired about respondents’ type of residence:

“Which type of home do you currently reside in?”



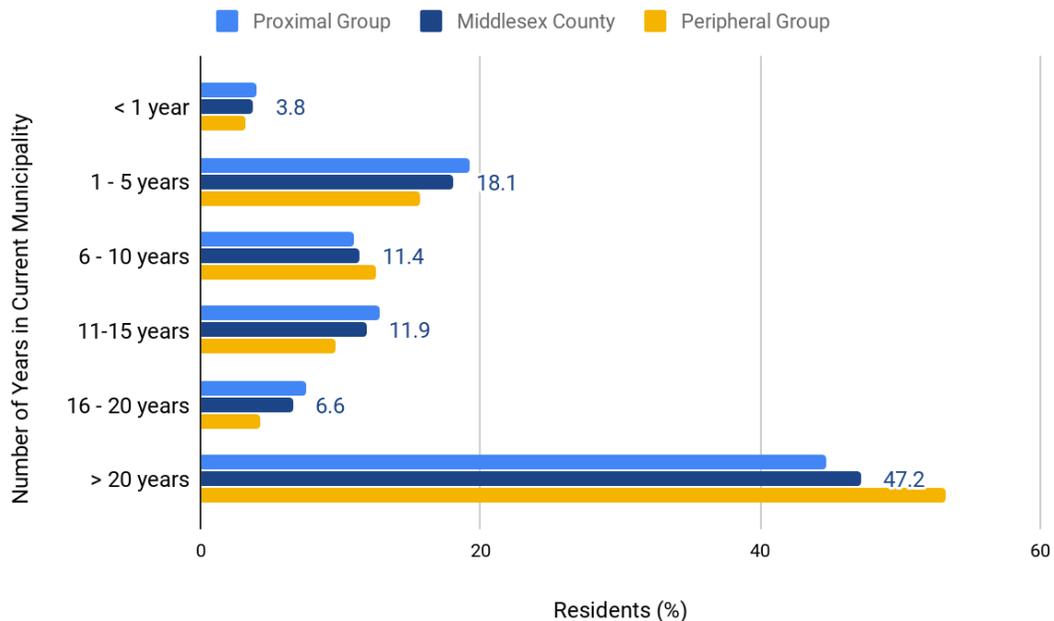
County-wide Results. Residents of Middlesex County predominantly live in a detached house (68.1%), followed by on a farm (24.5%). The other 7% live in a semi-detached/duplex, an apartment, a townhouse, a condo, or other form of residence, respectively. It was also found that 89.8% of Middlesex residents own their home, 5.4% rent, 4.5% live with family, and 0.3% have some other living situation.

Proximal and Peripheral Group Results. There are two significant differences between proximal and peripheral groups. The first being that there are more proximal group residents (69.7%) than peripheral group residents (64.3%) living in a detached home. The second is that there is a larger proportion of peripheral group residents (28.6%) that live on a farm than proximal group residents (22.7%). There were no significant differences found in relation to those who rent, own or live with family between the groups.

Age Group Results. The number of residents who reported currently residing on a farm, differed significantly between age groups, with middle-aged adults (35.5%) reporting it more than younger (22.1%), and older adults (19.8%). Furthermore, there was a significant difference between age groups in terms of residing in a detached house; it was reported the most by middle aged adults (73%), followed by young adults (64%), and older adults (55.5%).

LENGTH OF CURRENT RESIDENCE

“How long have you been living in your current municipality?”



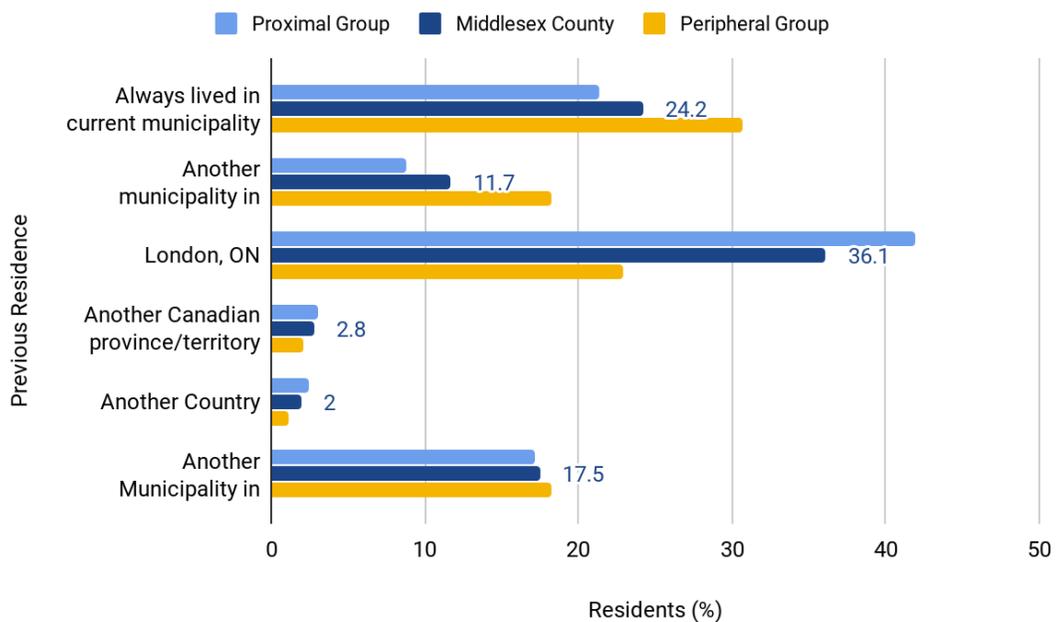
County-wide Results. The data shown above indicates how long each resident has lived in their specific municipality within Middlesex County. Almost half of all respondents have lived in their current municipality for more than 20 years (47.2%), which speaks to Middlesex County’s ability to keep residents satisfied. The second largest group of residents have lived in Middlesex for 1-5 years (18.1%), which can explain the increase in population from 2011 to 2016.

Proximal and Peripheral Group Results. Results of the survey have revealed a significantly larger proportion of peripheral group respondents living in Middlesex County for more than 20 years (53%) in relation to the proximal group respondents that have lived in Middlesex for more than 20 years (44.7%).

Age Group Results. In terms of living in their municipality for 6-10 and 11-15 years middle-aged adults (14.8% and 15.5% respectively) reported these the most when compared to younger (9.3% and 4.7%) and older aged adults (5.4% and 6%). The largest difference between age groups is displayed in the 20+ category, reported most by older adults (71.9%), followed by middle aged (36.8%) and young adults (34.9%).

PREVIOUS RESIDENCE

“Where did you live before moving to your current municipality?”



County-wide Results. This data gives an understanding as to where residents of Middlesex County lived before residing in their current municipality. Although 24.2% of residents have always lived in their current municipality, the largest proportion of residents per group migrated from London, ON (36.1%), followed by another municipality in Ontario (17.5%). 11.7% of residents lived in another municipality within Middlesex County before moving to their current municipality, and less than 5% have come from outside of Ontario.

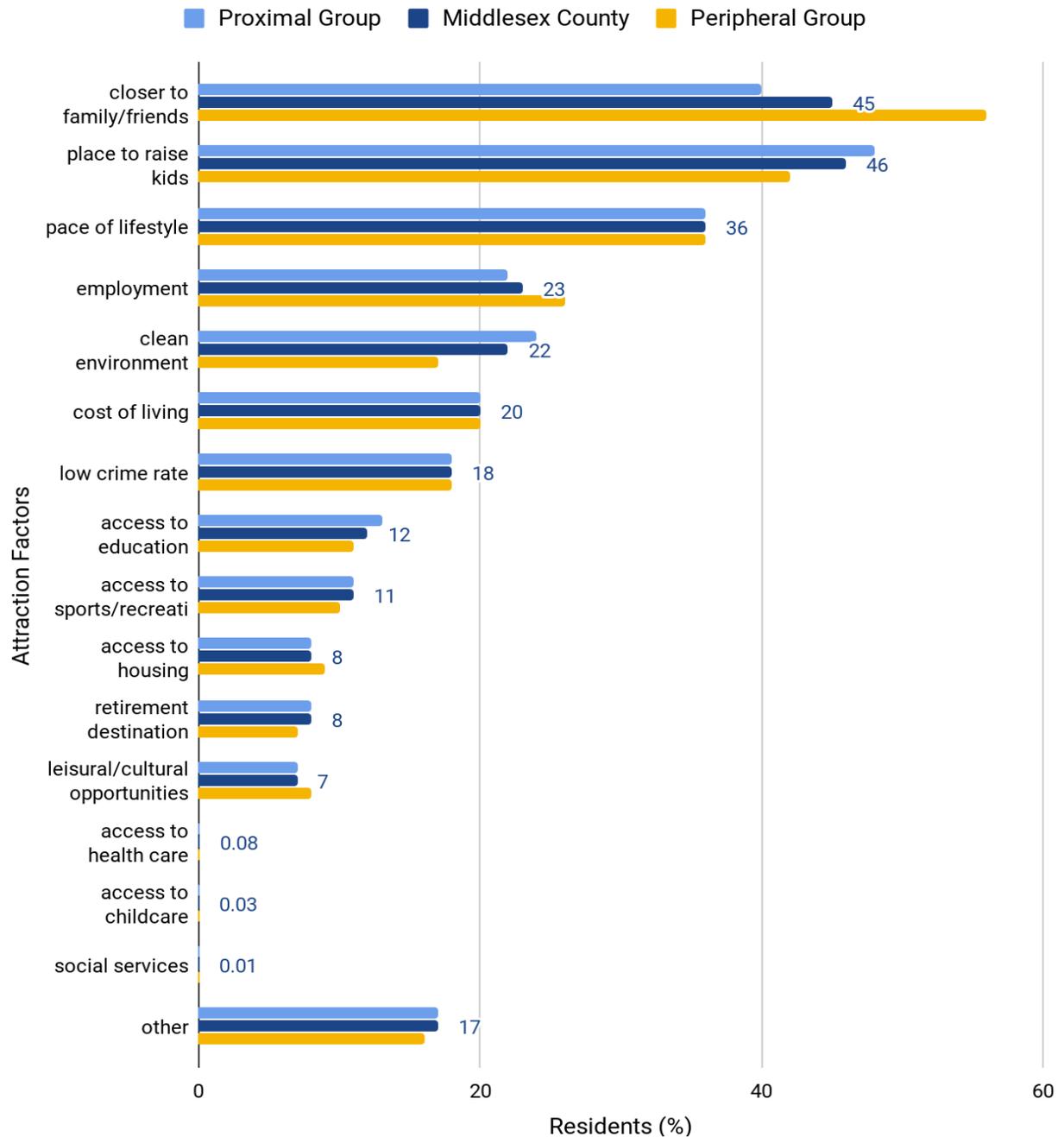
Proximal and Peripheral Group Results. The results show three main discrepancies between the proximal and peripheral groups in relation to where respondents previously resided, the most significant being that 41.9% of proximal residents sampled moved from London, ON, compared to 22.9% of the peripheral residents sampled that moved from London. The second significant difference between groups is that a much larger proportion of peripheral residents sampled have moved from another municipality within Middlesex County (18.2%), compared to proximal residents sampled (8.8%). These results may indicate that residents tend to move further away from the city as time progresses. Lastly, there was a significant difference between peripheral residents sampled that have always lived in their current municipality (30.7%), in comparison to proximal residents sampled (21.3%).

Age Group Results. Age groups differed significantly in two categories, reports of always living in their municipality as well as those who moved from London. Young adults reported always living in their current municipality the most (39.5%), followed by older adults (26.8%), and middle-aged adults (20.8%). In terms of moving to their current municipality from London, 39.5% of middle-aged adults reported this followed by 31.4% of younger adults, and 27.1% of older adults.

II. ATTRACTION FACTORS

To better understand what draws people to Middlesex County, we asked current Middlesex County residents the following question, and directed them to select *only* those choices they felt were applicable:

“Which of the following attracted you to living in your municipality? Please select all that apply.”



County-wide Results. According to current residents, about 46% rated Middlesex County as a place to raise kids as the most attractive feature, this was followed by moving closer to family/friends (45%) and pace of lifestyle (36%). Clean environment (22%), cost of living (20%), access to education (12%) and retirement destination (8%) were rated as more mediocre attraction factors, among others, while access to health care (0.08%), access to childcare (0.03%) and social services (0.01%) appeared more negligible factors. Furthermore, about 17% of

respondents selected the “other” category, listing features such as farming, country living, and many claiming that they were born and/or raised in Middlesex County. Due to these results it appears that many of the factors attracting residents to Middlesex County are within the County’s control (e.g., place to raise kids, access to education, cost of living) and thus, present areas of potential economic development.

Proximal and Peripheral Group Results. Differences (i.e., 5% or greater) reported between the groups suggest that Middlesex as a place to raise kids and clean environment were more attractive to residents in the proximal municipalities, 48% (proximal) - 42% (peripheral) and 24%-17%, respectively. Conversely, peripheral municipalities rated being closer to family/friends (40%-56%) and employment (22%-26%), as more attractive features.

Age Group Results. Young adults (51.2%) reported that they were most attracted to their municipality to live close to family and friends, followed by middle-aged adults (45%) and older adults (39.5%). In terms of being attracted to their municipality to raise children, middle-aged adults (48.6%) reported this the most, followed by young adults (41.9%) and older adults (34.8%). All groups reported being attracted to their municipality due to economic conditions, however older adults (14.4%) reported it the least in comparison to younger and middle-aged adults (23.3% and 21.1%). In terms of employment, older adults were the most attracted to this factor (28.1%), followed by young adults (24.4%), and middle-aged adults (20.4%). Older adults (17.7%) reported being attracted to their municipality as a retirement destination significantly more than younger and middle-aged adults (2.3% and 2.9%). Neither young nor middle-aged adults were attracted to their municipality due to its access to health care; however, 15.7% of older adults reported being attracted due to this factor.

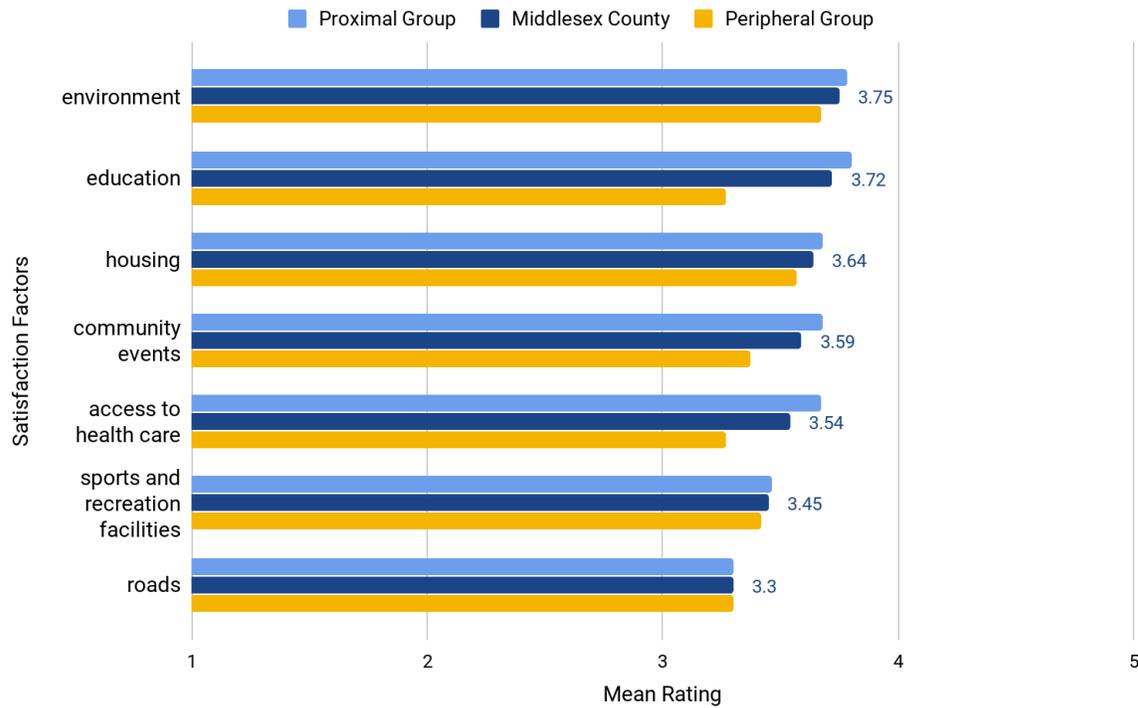
III. SATISFACTION FACTORS

The following section evaluates current Middlesex County residents’ satisfaction in three categories: (1) overall satisfaction (2) travel purposes, and (3) community engagement.

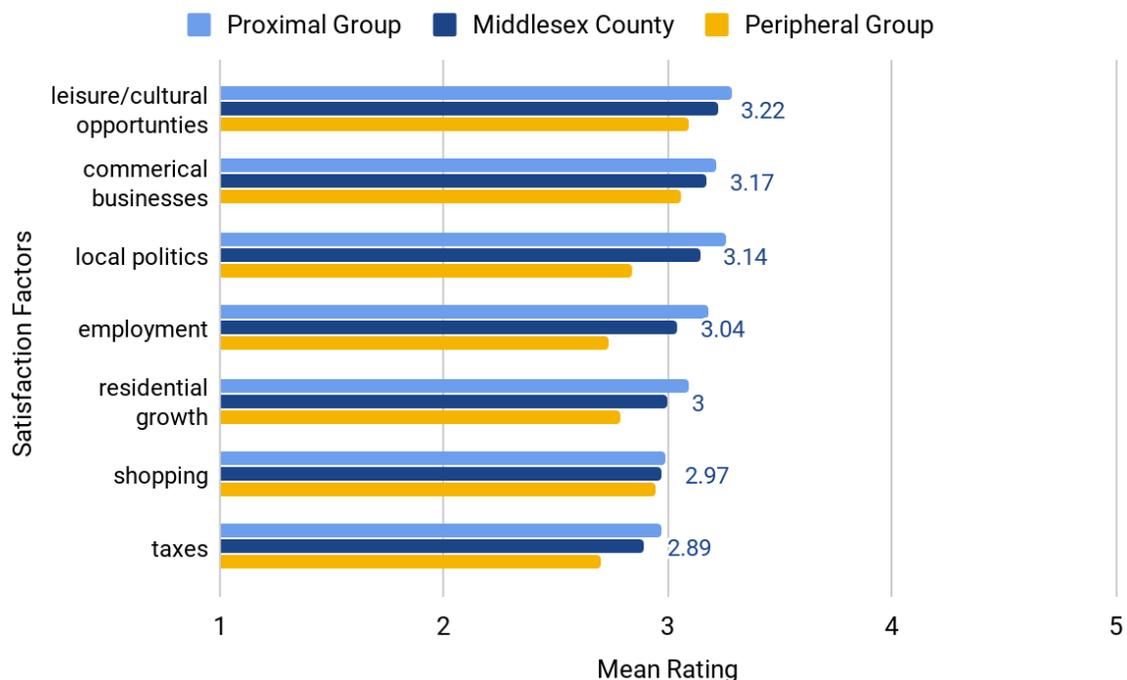
OVERALL SATISFACTION

To identify potential areas of improvement, we asked current Middlesex County residents the following question, rated on a 5-point scale from 1 = *very unsatisfied* to 5 = *very satisfied*.

“In your municipality, how would you describe your satisfaction with the following?”



To better facilitate this question, the results were divided into top satisfaction factors (satisfaction rating greater than 3.25), and lowest satisfaction factors (satisfaction rating 3.25 or less).



County-wide Results. As a whole, residents responded that they are satisfied with most aspects of life in Middlesex County; particularly, the environment (3.75 of 5), education (3.72), and housing (3.64). Residents are also generally satisfied with community events (3.59), access to healthcare (3.54), sports and recreation facilities (3.45), roads (3.30), leisure/cultural opportunities (3.22), commercial businesses (3.17), and local politics (3.14). The value for local politics may be slightly skewed as an election took place during the survey period.

Overall, Middlesex County residents reported that they are neither satisfied nor unsatisfied with employment (3.04), residential growth (3), and shopping (2.97). Taxes (2.89) received the lowest satisfaction rating. Areas identified with lower levels of satisfaction may offer an opportunity for greater emphasis. Focusing developmental efforts on increasing satisfaction in these areas may lead to opportunities for resident retention and attraction.

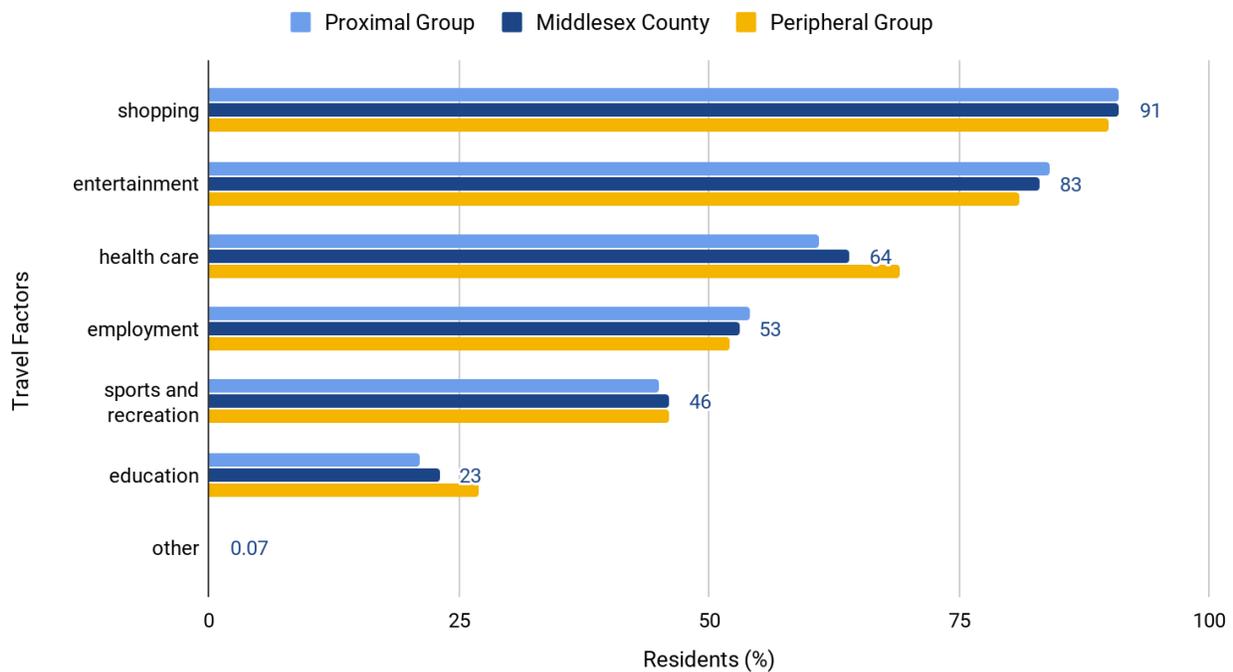
Proximal and Peripheral Group Results. In light of the county-wide results, although most satisfaction levels are very similar, the proximal group is more satisfied in all categories, with the exception of roads, in which they are tied. The largest difference (i.e., greater than 0.3 increment, as set by the previous group) between the proximal and peripheral groups is with respect to local politics, the proximal group reports being neither satisfied nor unsatisfied (3.26) and the peripheral group reports being somewhat unsatisfied (2.88) - a difference of 0.67. Other differences include employment (0.45 difference), community events (0.3) and residential growth (0.3).

Age Group Results. The age groups differed in terms of their satisfaction with shopping, as young adults indicated they are somewhat unsatisfied with the shopping in Middlesex County whereas older adults reported being somewhat satisfied. This indicates that new shopping centres in Middlesex County could be more tailored to a younger demographic. All age groups reported similar satisfaction levels on the remaining variables.

TRAVEL

To determine the most imperative measures of economic development, we asked the following question, and directed current residents to select *all* options that applied to them:

“For which of the following reasons do you travel outside of your municipality? Please select all that apply.”



County-wide Results. A very high percentage of residents across Middlesex County reported that they leave their municipalities for shopping (91%) and entertainment (83%). This is consistent with the 2016 results in which shopping and education also received the highest percentage of reasons respondents leave their municipality, indicating that residents of Middlesex County still feel the need to leave their respective municipality for these services. The percentages of residents who travel outside the County for health care (64%), employment (53%), and sports and recreation (46%) are considerable. These results are also very similar to the 2016 report, indicating that development in these respects has not been seen as significant over the past two years.

These responses, and their similarity to the 2016 responses, highlight potentially worthwhile areas for economic development within Middlesex County. In addition to improving the municipality’s economy, development in these areas would provide closer, more convenient options for residents.

A small number of residents reported travelling outside Middlesex County for education (23%), and other (.07%). These areas are not seen as primary areas for economic development at this time. Residents who provided “other” reasons for needing to leave their respective

municipality reported leaving their respective municipality to visit friends and relatives, and attending religious services.

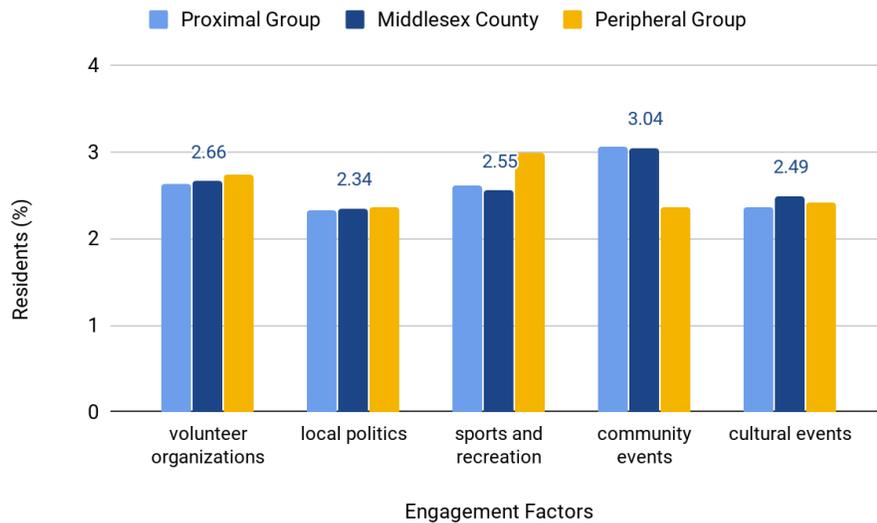
Proximal and Peripheral Group Results. Residents from the proximal group and peripheral groups reported similar percentages for the need to leave their respective municipality for all categories. This indicates that both proximal and peripheral municipality residents report the same reasons for needing to leave their municipality, however, a few differences do exist. The peripheral group reported the need to leave their municipality for education more compared to the proximal group (27% and 21% respectively). As well, the peripheral group reported needing to leave their municipality more for health care than compared to the proximal group (69% and 61% respectively).

Age Group Results. Age groups differed significantly in the need to leave their municipality for sports and recreation, with young and middle aged adults (48.8% and 47.4%) needing to leave more than older adults (31.4%). All age groups differed in the need to leave for education, young adults reported leaving the most (32.6%), followed by middle-aged adults (22%), and older adults (14%). Additionally, young adults reported needing to leave much less for health care (43%) compared to middle-aged and older adults (60% and 58.2%). Young and middle-aged adults (62.8% and 61.2%) needed to leave their municipality significantly more for employment than older adults (18.7%). Younger adults reported a lower need to leave for shopping (74.4%) when compared to middle-aged and older adults (84.9% and 81.9%). Finally, in terms of entertainment, younger and older adults reported a similar need to leave their municipality (70.9% and 69.2%), while middle-aged adults reported a higher need to leave (81.4%). All of these results are consistent with usage rates by age group (i.e. health care needs of an aging population; education enrollment among the younger population).

COMMUNITY ENGAGEMENT

To determine resident interests and encourage greater community cohesion, the following question was posed, rated on a scale from *1 = not at all engaged* to *5 = very engaged*.

“In your municipality, how actively engaged are you in the following?”



County-wide Results. Overall, residents of Middlesex County are moderately engaged in community events (3.04), and volunteer organizations (2.66). Their self-reported engagement in sports and recreation (2.55), cultural events (2.49), and local politics (2.34) was lower in comparison.

With regard to Middlesex County residents reporting consistently lower levels of engagement and satisfaction with local politics in 2016 as well as in the current report, it is recommended that actions to change this be considered. Possible actions include, making local government more engaging, easy, and understandable. This can be done by creating online engagement programs including surveys, communications, and voting guides for citizens.

Proximal and Peripheral Groups. Both proximal and peripheral groups had similar results in terms of engagement in their municipalities in almost all categories. However, the proximal group reported being neither engaged nor unengaged in sports and recreation (2.61), while the peripheral group reported being somewhat unengaged (2.41). Furthermore, the municipalities in closer proximity to the City of London reported slightly more engagement in community events (3.06), than did municipalities farther from the City of London (2.98).

Age Group Results. No significant differences between age groups were reported in terms of resident engagement.

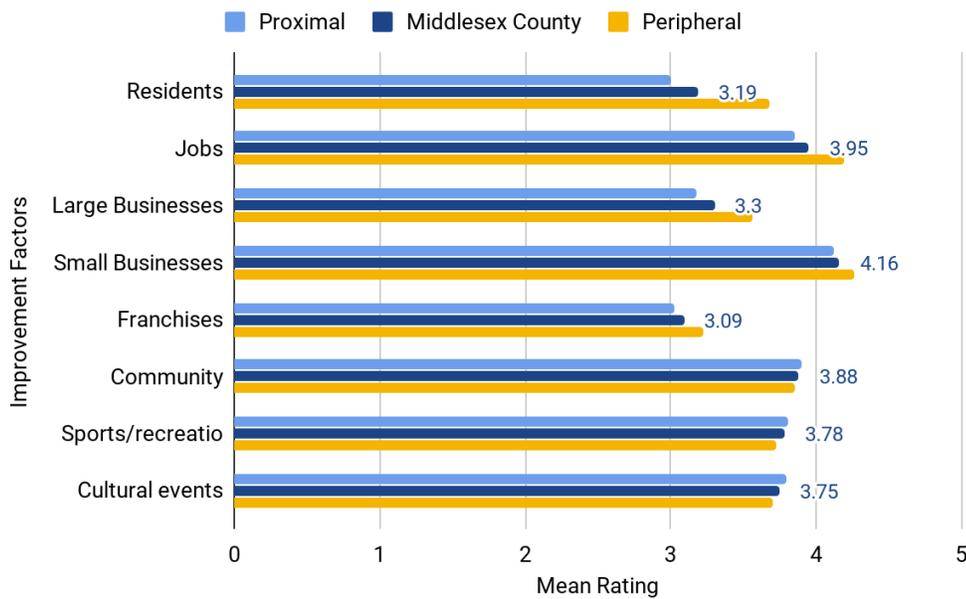
IV. DETERRENCE FACTOR

The following section evaluates current factors that could potentially lead current Middlesex residents to leave the county.

FUTURE IMPROVEMENT

To determine what improvements residents would like to see Middlesex County make in the next five years, respondents were asked to rate each option on a five-point scale (*1= a lot less, 5= a lot more*).

“In the next five years, would you like there to be more or less of the following in your municipality?”



County-wide Results. As a whole, Middlesex County residents are supportive of having more small businesses (4.19), followed by jobs (3.95). Community events (3.88), sports/recreation events (3.75), and cultural events (3.75) scored similarly, with respondents generally stating that they would like “somewhat more” of these items. With the lowest support, large businesses (3.3), residents (3.19) and franchises (3.09) had a slightly greater amount of respondents selecting “a lot less.”

These results suggest that Middlesex County leaders can take action to support small businesses which could consequently create more jobs for residents, another item that respondents were supportive of.

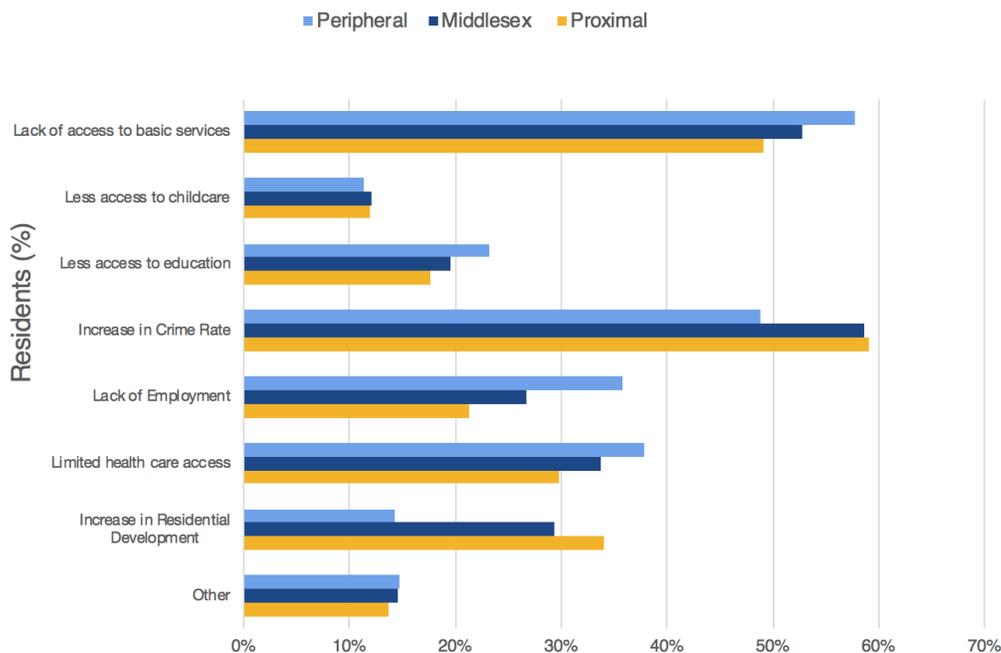
Proximal and Peripheral Groups. Overall, Middlesex County’s proximal and peripheral groups’ responses are relatively homogeneous, however their desire for more residents was an area in which proximal (3.0) and peripheral (3.68) group entries differed. In general, peripheral residents desired all items more than proximal residents. This may be an indication of slower development rates and/or a reflection of a certain type of resident who is more likely to live in each group.

Age Group Results. In terms of factors that residents reported wanting more or less of there were no significant differences between age groups.

RELOCATION POTENTIAL

To assess factors which would cause residents to leave Middlesex County, the following question was included. Respondents were given the instructions to “select all that apply” and we analyzed the percent of respondents who selected each option.

“Which of the following would make you consider leaving your municipality? Please select all that apply.”



County-Wide Results. Respondents were decisive in their selection of which factors would cause them to consider leaving Middlesex County. Overall, Middlesex County residents are most sensitive to potential increases in crime rates (59%) and lack of access to basic services like banking or grocery stores (53%). Next most influential was increases in housing costs (42%), limited health care access (34%), increases in residential development (29%), and lack of employment (27%). With the least amount of selections, reduced access to education (20%), other factors (15%) and less access to childcare appeared to be the least influential for residents.

Under the ‘other’ section, most responses were on the topic of personal finances. Increased farmland taxes, increased utilities, and a lack of relationship between increased taxes and increased service offerings. Another area of concern raised was a lack of public transportation; individuals are concerned that if they were no longer able to drive, they may need to leave Middlesex County.

Proximal and Peripheral Groups. The factors which respondents stated would cause them to consider leaving Middlesex County varied greatly for each group. Though the factors trended together, the responses were disparate between proximal and peripheral residents. While proximal residents were more influenced by increases in residential development (34%), peripheral residents estimated they would be less impacted by this factor (14%). This may be due to the nature of the groups in which they reside, whereas peripheral residents may tend to be less impacted by residential development for geographic reasons. Another major difference was responses regarding lack of access to basic services between proximal residents (49%) and peripheral residents (58%).

Age Results. Age groups differed significantly in considering leaving their respective municipality due to housing costs, with young adults reporting it the most (45.3%), followed by middle aged adults (39%), and older adults (27.1%). Older adults reported being much less likely to leave due to residential development (19.7%) when compared to young and older adults (30.2% and 26.5%). Both younger and middle-aged adults reported a low likelihood of leaving due to limited access to health care (24.4% and 24.1%), while older adults reported slightly more consideration for leaving (38.1%). All groups differed significantly in terms of leaving due to lack of employment; younger adults reported it the most (34.9%), followed by middle-aged

County-Wide Results. Over 1000 Middlesex County residents provided additional feedback when asked to provide three words to describe their municipality. The words used most often were “friendly”, “quiet”, “clean”, “safe”, “care”, “community”, “growing”.

Since these were used most often they can be considered very important aspects of Middlesex County in general. When advertising and/or utilizing tourism strategies, these associations would be useful for promoting visitation to these municipalities and may potentially bring in new residents.

MUNICIPALITY-RELATED COMMENTS

“Do you have any additional comments about living in your municipality? All comments will remain anonymous.”

County-Wide Results. Over 100 Middlesex County Residents provided additional feedback based on their thoughts about anything that may not have been covered in the survey. After reading through these comments, some common themes emerged as it seems that many people either complained or commented about the same things. The comments were manually sorted into these themes. These themes include housing and housing conditions, road conditions, recreational services, local politics and taxes, urbanization in the communities, being satisfied with living there, costs of living, access to education and healthcare, and many more.

*Disclaimer: results from this section were reported qualitatively so no graph was formulated to represent answers. Also, since this question was open ended, there may be grammatical errors, which were not corrected. Please keep in mind people in this section might have stronger opinions about certain topics therefore this information may not offer generalized results.

Theme 1: Housing and housing conditions. This theme consists of comments about living in Middlesex County physically. It includes comments about housing styles and physical surroundings. Many residents commented about housing options being very limited. There was also an emerging theme concerning rapid growth and how that affects housing.

Specific Comments Include:

“There are too many houses and not enough services. The new builds are too many.”

“Concerned with aggressive housing growth but again roads and education not keeping up to demand.”

“There needs to be more variety in types of housing. Apartments or condos for retirees.”

Theme 2: Road/Street Conditions. This theme consists of comments regarding the condition of the roads and streets in different municipalities, as well as street parking. In general, most comments revolved around the fact that dirt and gravel roads need to be paved more often, however there were a few comments that mentioned this not being a priority because it would give a city feel.

Specific Comments Include:

“Gravel roads need to be paved.”

“Street name signs that need replacing and on street lighting still remains poor as well as snow removal.”

Theme 3: Local Services. This theme has comments about services such as community centres and grocery stores and the need for access to more of them without having to travel to London. Many comments under this theme mentioned the drive being very far and inconvenient, especially if they had children.

Specific Comments Include:

“We need a pool instead of travelling to London in the winter. A renovated rink in would be nice. Not more food establishments but more food that delivers and can services to ensure you can drink and have transportation home easily.”

“Would love to see some sort of community centre where programs could be held during the day for people. There isn’t a lot to do.”

“We need to keep up with some city things like having dog parks throughout of municipality in each town. That would be great.”

Theme 4: Politics/Taxes. This theme consists of comments regarding local politics and the costs of living including comments about how high taxes are for farmers. Most comments were very similar in that taxes are too high in Middlesex County.

Specific Comments Include:

“Village does not make all property owners keep their residences neat and clean.”

“We live in the rural part of the community. We don’t need ‘change’, we need continuity and experienced decision makers.”

“Water is horribly expensive. Expansion is out of control and not attractive with postage stamp size yards and houses on top of each other.”

Theme 5: Being satisfied. This theme highlights positive comments provided by residents who are happy and/or satisfied with living in Middlesex County. Many of the emerging reasons for being happy with their municipalities highlight the themes represented in the wordle above, showcasing words commonly used to describe the County, such as friendliness and cleanliness.

Specific Comments Include:

“The quiet and friendliness of residents is great. After moving here everyone around us is so friendly.”

“I am a farmer, so I can’t really pick up and leave. I like living here.”

“It’s a great place to live! Love it!”

Theme 6: Urbanization or lack thereof. This theme consists of comments regarding the city vs. rural feel of Middlesex County. Results in this section were varied, in that residents either enjoyed how rural their communities were and did not want any other aspects of city life introduced, or they did not appreciate the rurality and complained about not being up to speed with things like internet and cable.

Specific Comments Include:

“Rural lifestyle changing, environmental deterioration a concern.”

“This is not the place for franchises nor large corporations. Keep this a small rural community.”

“It is RIDICULOUS to add tim horton’s or walmarts or this or that...then it transforms the landscape to something that is no longer rural, no longer quaint.”

*Disclaimer: not all comments are included in this result section for the sake of relevance, similarity and concision.

ADDITIONAL COMMENTS - FACEBOOK

In addition to the survey, residents provided comments under a Facebook ad for the survey. A few of them are outlined below. Many of the comments were similar to those found in

the additional comments section of the survey, and were in accordance to many of the emerging themes aforementioned.

Specific Comments Include:

“I think that the county as a whole needs more mental health care programs. There is a need for more youth engagement as well.”

“A specific reference to climate change would have been a good idea...”

“Build more safe bike paths. There are many who might use it as a form of transportation in spring/summer/fall months.”

ADDITIONAL COMMENTS - SURVEY-RELATED

Residents were asked the following question, and left comments about the makeup of the survey that will be taken into account for the purpose of further research.

“Do you have any comments about the survey (e.g. quality of the questions, of the survey)? Any feedback is greatly appreciated.

“The questions need to be geared for the senior population e.g. retirement vs. jobs.”

“Very well laid out and easy to understand. It is positive that this survey is in place and we are hopeful for some feedback and results.”

“Good questions but some may not pertain to this area.”

“The survey was perfect.”

“Not very complicated, easy to get through.”

“Next survey good go a little more in depth.”

“Someone spent a lot of time designing the questions, so I will help fill this out.”

“It was good, but I think it was geared to “feel good” questions / answers - low income folks and the homeless, “battered women”. etc. may not have access to the survey, and they may paint a very different picture of my town.”

PART 3 - Comparison

The current 2018 Middlesex Resident Life Survey is an adaptation of the original Middlesex Resident Life Survey conducted in 2016. As such, it is important to compare current 2018 results to those of the 2016 survey to note any significant differences or lack thereof.

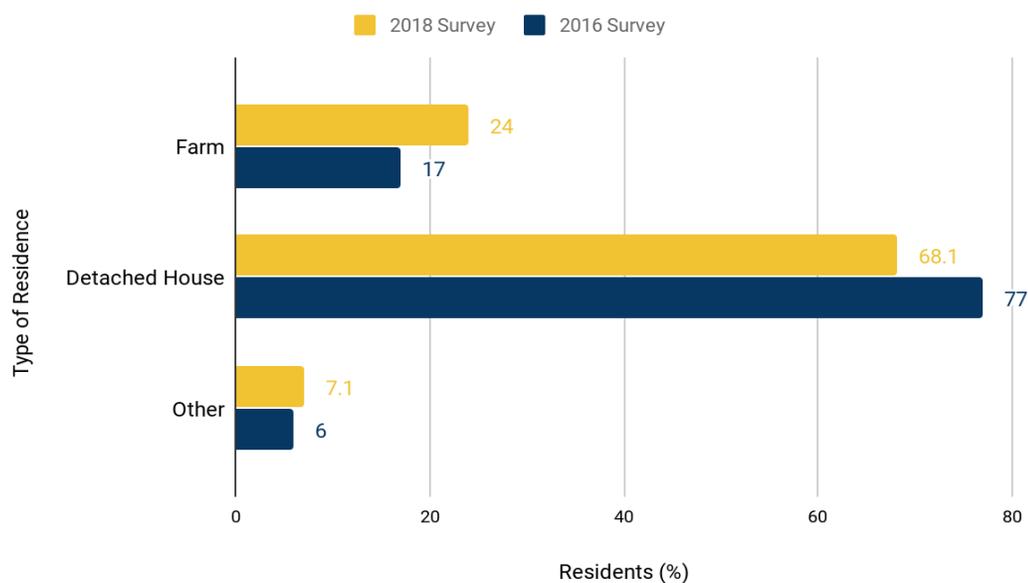
The surveys are compared across four broad categories: demographics, attraction factors, satisfaction factors and deterrence factors. For the sake of relevance, only county-wide comparisons will be made, proximal and peripheral group and age group analysis will be excluded. Furthermore, in consideration of the 2018 adaptations, comparison results for “access to childcare” are not available, while those for the “access to sports/recreation facilities” and “leisure/cultural opportunities” are limited.

I. DEMOGRAPHICS

AGE, GENDER, AND INCOME DISTRIBUTION

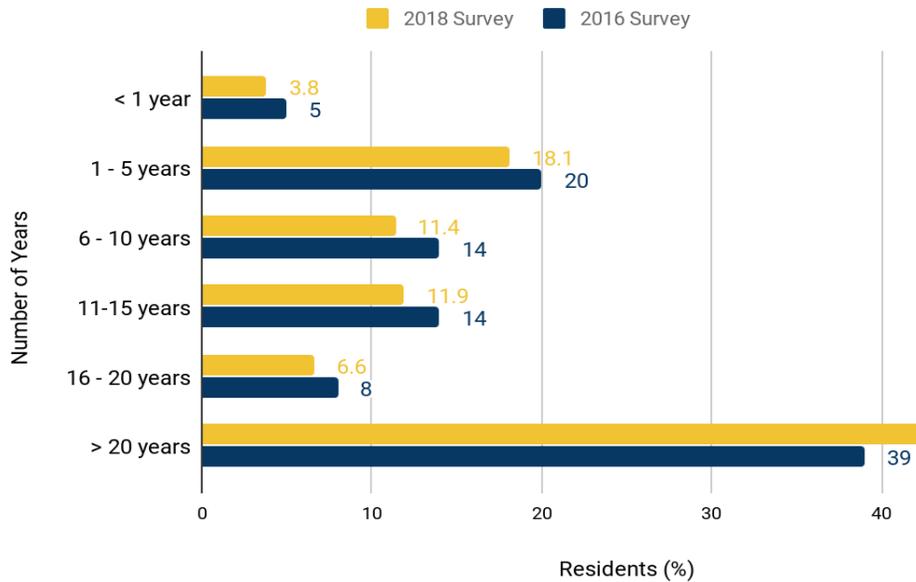
The results of the 2018 Middlesex County Resident Life Survey reveal no significant differences in terms of the gender, age and income distribution in comparison to the 2016 Middlesex County Resident Life Survey. It should also be noted that the 2016 survey did not ask respondents about their current living situation (item 5), so no comparison can be made.

RESIDENCE TYPE



When comparing results from the 2016 and 2018 surveys, a significant difference between the type of residences lived in can be noted. Specifically, a higher rate of residents sampled in the 2018 survey reported living on a farm (+7.5%), and a lower rate from the 2018 sample reported living in a detached house (-8.9%).

LENGTH OF CURRENT RESIDENCE



The data shown above indicates a significant difference between the 2018 survey and the 2016 survey regarding the time frame that residents have lived in their current municipality. The 2018 survey has shown an 8.2% increase in residents that have lived in their current municipality for more than 20 years, from 39% in 2016 to 47.2% in 2018. This difference can be somewhat explained by the passing of time between surveys.

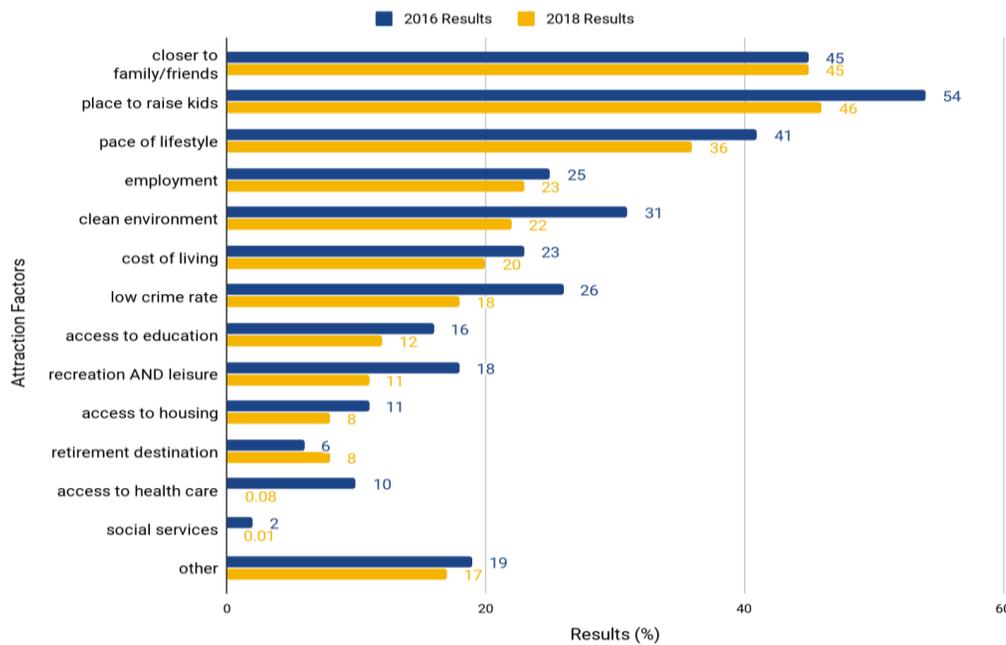
PREVIOUS RESIDENCE

Results from the 2018 Middlesex County Resident Life Survey reveal a significant difference between the residents who have moved from another municipality within Ontario to their current municipality when compared to data from the 2016 survey. In the 2018 survey, 17.5% of respondents moved from another municipality in Ontario in comparison to the 25% of respondents from the 2016 survey. It should be noted that this 7.5% decrease could be explained by the question being added to the survey four weeks after the 2018 survey was initially administered. However, before this edit was made, multiple respondents indicated which

municipality in Ontario they previously resided in the “Other” category, and this data was converted to the “Another municipality in Ontario” category during analysis. It is therefore assumed that this difference is largely reflective of the nature of the respondents themselves.

II. ATTRACTION FACTORS

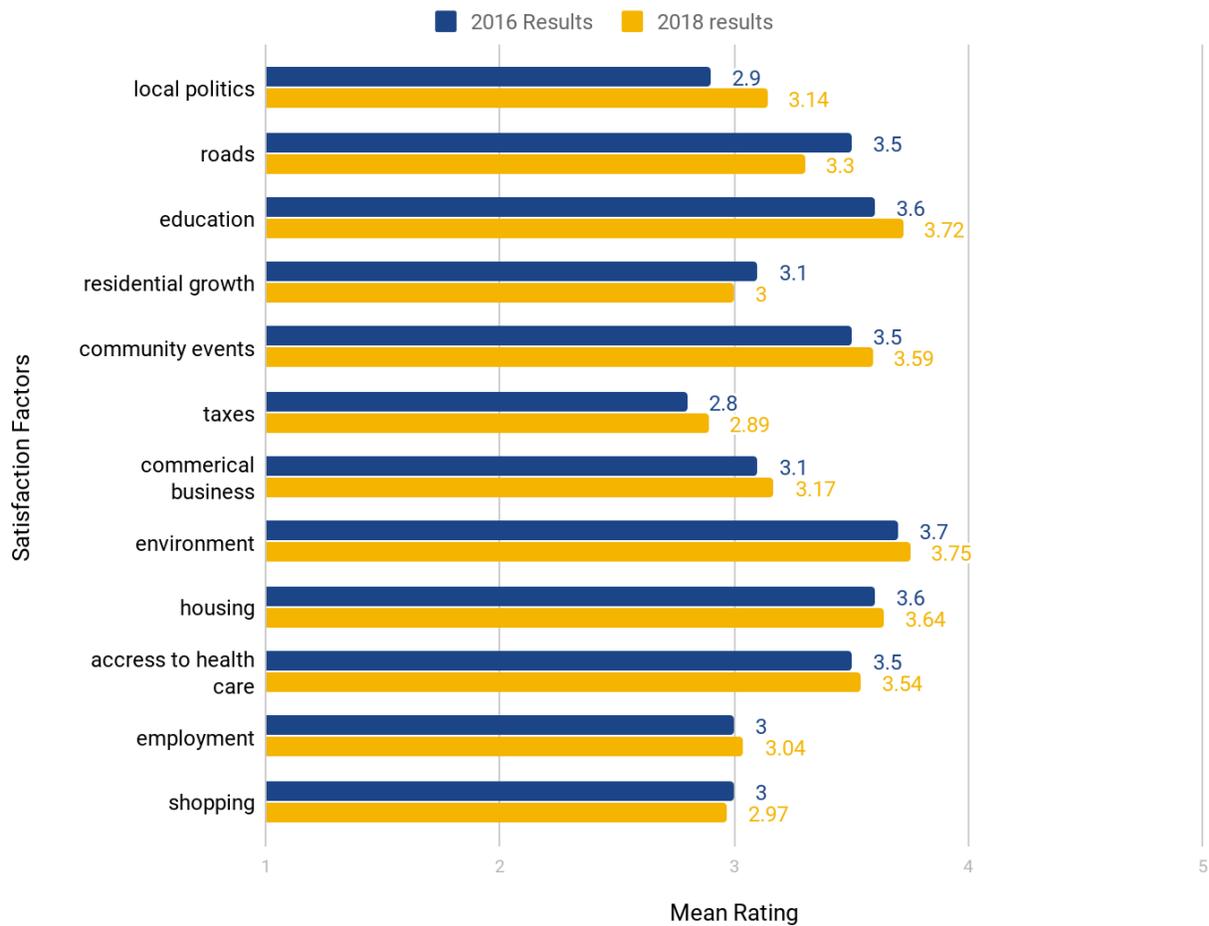
“Which of the following attracted you to living in your municipality? Please select all that apply.”



County-wide Comparison. Results between the 2016 and 2018 surveys reveal differences between five main attraction features: access to healthcare (-10%), clean environment (-9%), low crime rate (-8%), Middlesex County as a place to raise kids (a difference of -8%), and pace of lifestyle (-5%). In this chart, sports and recreation opportunities and leisure/cultural events have been combined into one category to compare with the 2016 category of access to leisure/recreational facilities.

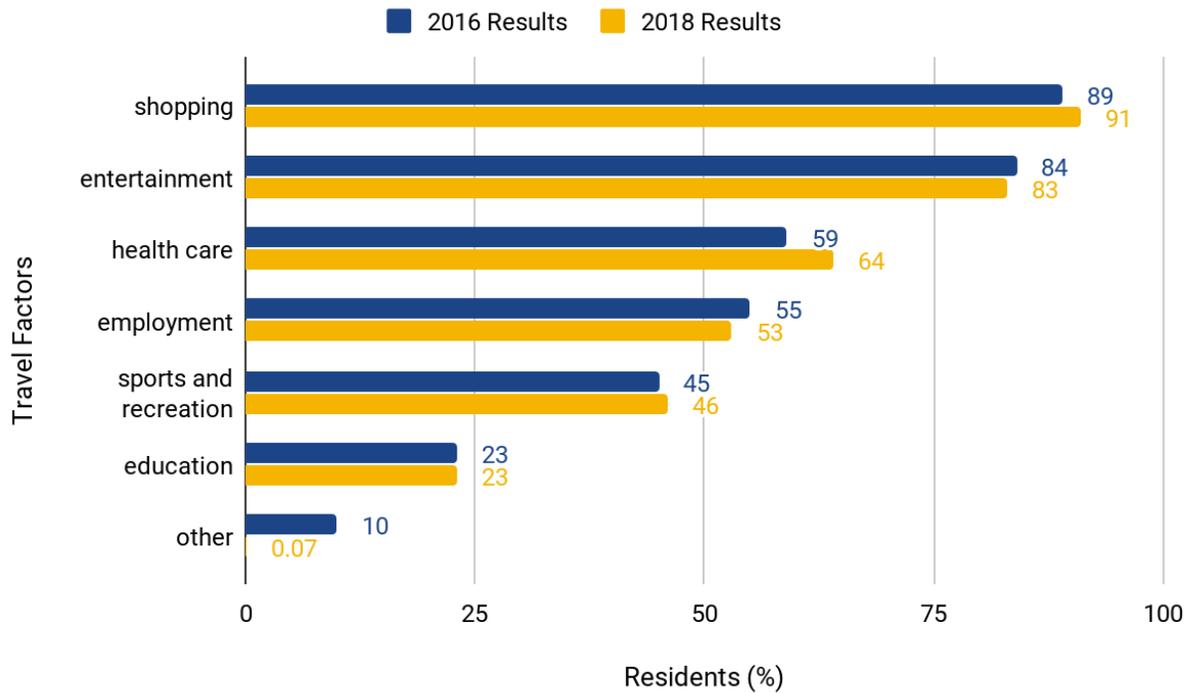
III. SATISFACTION FACTORS

OVERALL SATISFACTION



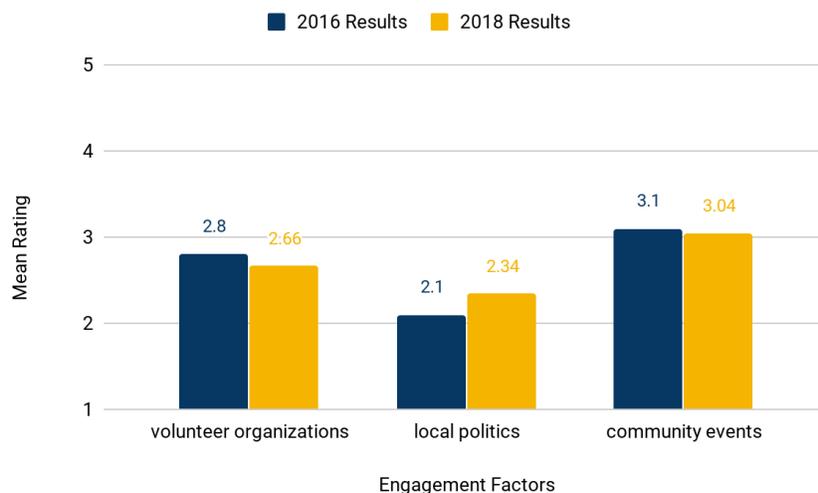
County-wide Comparison. As seen in the chart below, there are few differences between the 2016 Resident Life Survey results and the current 2018 results. Only those results with a difference greater than .1 mean ratings were considered as significant and thus, reportable change. These include roads (-.02 net change), residential growth (-0.1), education (+.12) and local politics (+.24), once again potentially due to recent election results.

TRAVEL



County-wide Comparison. As indicated by the graph, some changes have occurred in the percentage of residents needing to travel outside of their municipality. In comparison to the 2016 report, the need for residents to travel outside of their respective municipality increased for shopping (+2%), health care (+5%), and sports and recreation (+1%). Residents’ need to leave their municipality for entertainment (-1%) and employment (-2%), decreased in comparison to the 2016 report.

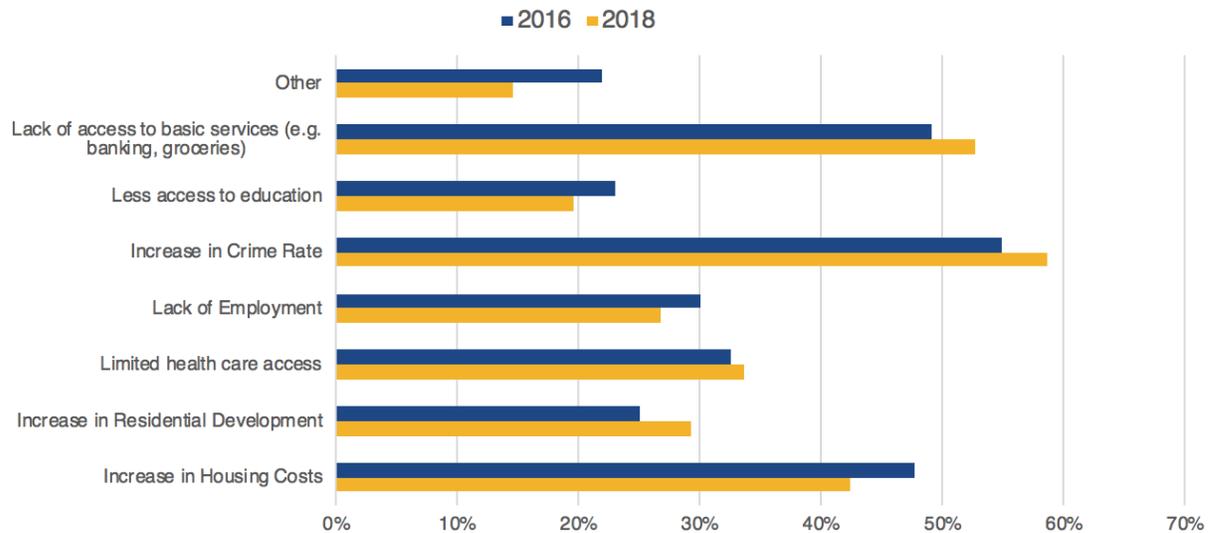
COMMUNITY ENGAGEMENT



County-wide Comparison. In terms of Middlesex County overall, engagement in volunteer organizations (-.14) has decreased from 2016 to 2018. However, resident engagement in local politics has increased (+.24) likely due to the recent election that took place.

IV. DETERRENCE FACTORS

RELOCATION POTENTIAL

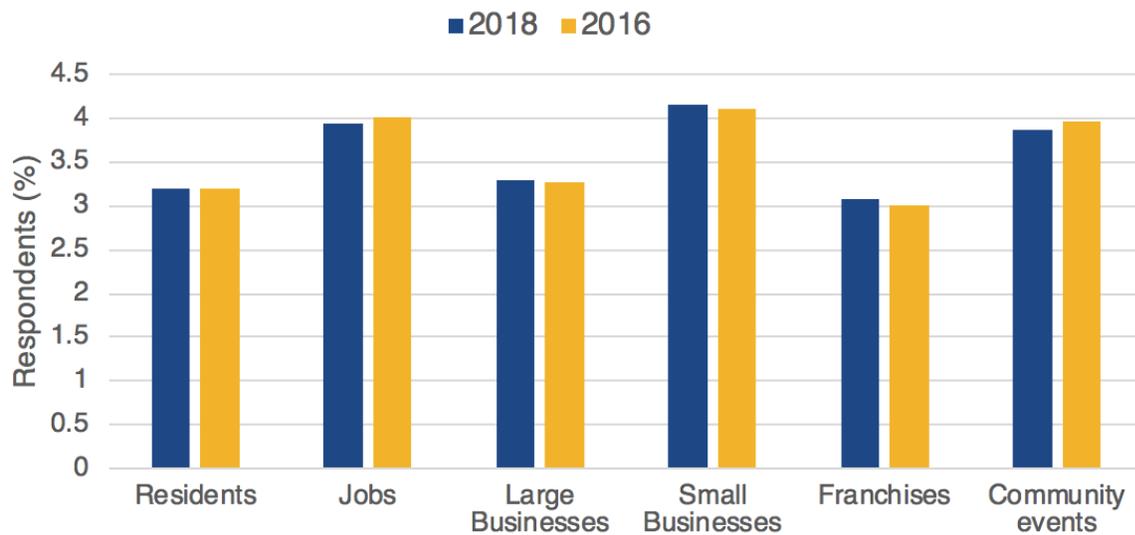


County-wide Comparison. Every score compared between the two years was within 7% of each other, suggesting that the overall sentiment for each item included in both years have trended together. The items that were the least similar were the increase in housing costs along with the ‘other’ category. As there were new categories in the 2018 survey, this suggests that the survey response options better captured the needs of residents. Access to childcare was not assessed as a factor in 2016 and therefore could not be compared to 2018 figures.

FUTURE IMPROVEMENT

County-wide Comparison. All values compared were within 0.5 of each other, except three outliers. Most significantly, there was an increased desire for franchises with a +.09 increase from 2016 (3.0) to 2018 (3.09). There was a decrease (-.08) in desire for community events between 2016 (3.96) and 2018 (3.88). There was a decreased desire for more jobs between 2016 (4.01) and 2018 (3.95) with a -.06 change.

Cultural events and sports/recreation events were not assessed in 2016 and were therefore unable to be compared to 2018 figures.



PART 4 - Conclusion

Based on the current findings and comparisons made to the previous 2016 survey, this report serves to shed light on the issues that affect current and future Middlesex County residents. These results can provide an avenue for Middlesex County public service workers to allocate resources to increase attraction factors, maintain and maximize satisfaction factors and limit deterrence factors. Furthermore, the division of this report by both municipal group and age group may enable Middlesex County to cater development strategies to a specific demographic group. However, more research is needed prior to advising decision-makers regarding the implementation of a particular strategy. To bring the survey process full circle, we must consider the questions posed at the onset of our survey:

1. What attracted residents to live in Middlesex County?

Overall, residents were attracted more by personal (e.g., raise kids, employment) and environmental factors (e.g., clean environment), and less by social factors (e.g., health care, social services).

2. Why do residents continue to live in Middlesex County?

Residents continue to live in Middlesex County due to high satisfaction with public services (e.g., education, health care). Conversely, low satisfaction with economic factors (e.g.,

taxes, shopping), high rate of travel outside for various reasons (e.g., entertainment), and general low engagement ratings (below neutral rating) reflect potential areas of development to improve resident retention.

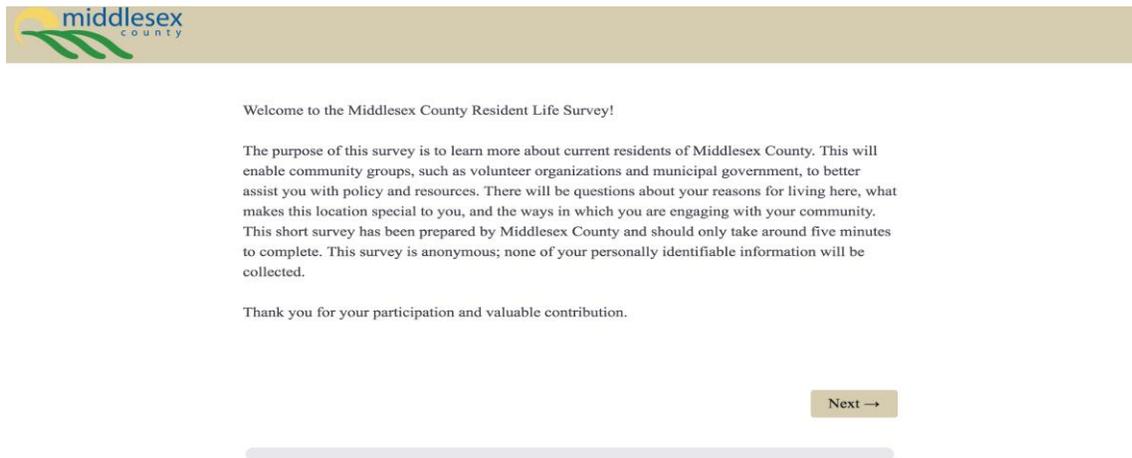
3. What would cause current residents to leave Middlesex County?

Overall, residents would like to see more small businesses and employment opportunities, while concentrating less on larger scale business (e.g., franchises) in order to protect the rural feel of the county. Furthermore, current residents listed increased crime rate and lack of access to basic services as high deterrence factors that would push them to consider relocation.

PART 5 - Supporting Documentation

I. APPENDIX A - THE 2018 MIDDLESEX COUNTY RESIDENT LIFE SURVEY

Page 1:

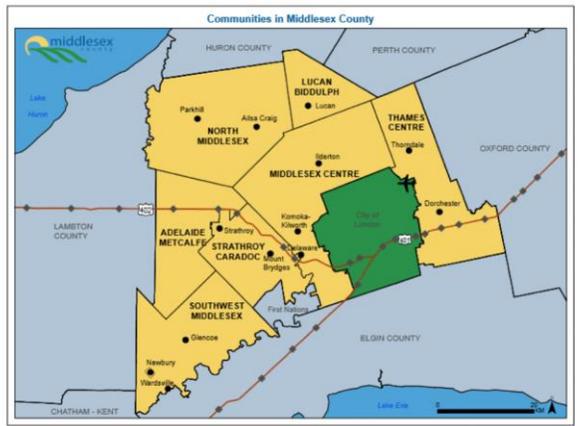


Page 2:



1. In which Middlesex County based municipality do you currently reside in? Please refer to the map below.

- Adelaide Metcalfe
- Lucan-Biddulph
- Middlesex Centre
- Newbury Village
- North Middlesex
- Southwest Middlesex
- Strathroy-Caradoc
- Thames Centre
- I live outside of Middlesex County (i.e., City of London or elsewhere)



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Page 3:



2. What is your gender?

Male

Female

I identify as:

I prefer not to answer

3. What is your age?

Under 14

15 - 19

20 - 24

25 - 29

30 - 39

40 - 49

50 - 59

60 - 69

70 - 79

80 or over

I prefer not to answer

4. Which type of home do you currently reside in?

Farm

Detached house

Semi-detached house / Duplex

Townhouse

Apartment

Condo

Other (please specify):

5. Which best describes your living situation?

Rent

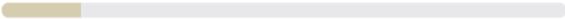
Own

Live with parents / family

Other (please specify):

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6. How long have you been living in your current municipality?

less than a year

1 - 5 years

6 - 10 years

11 - 15 years

16 - 20 years

more than 20 years

7. Where did you live before moving to your current municipality?

I have always lived in the same municipality

Another municipality in Middlesex County (please specify)

London, Ontario

Another municipality in Ontario (please specify)

Another Canadian province/territory (please specify)

Another country (please specify):

8. How many children (under the age of 18), currently live in your household?

0

1

2

3

4 or more

9. How many people, including yourself and any children, currently live in your household?

1

2

3

4

5 or more

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Page 5:

11. Which of the following attracted you to living in your municipality? Please select all that apply.

Closer to family or friends

Place to raise children

Low crime rate

Access to housing

Economic conditions (e.g., low taxes, cost of living)

Access to education

Employment

Clean environment

Access to sports/recreational facilities

Leisure/ cultural opportunities

Pace of lifestyle

Retirement destination

Social services

Access to health care

Access to childcare

Other (please specify):

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12. In your municipality, how would you describe your satisfaction with the following?

	very unsatisfied	somewhat unsatisfied	neither satisfied nor unsatisfied	somewhat satisfied	very satisfied
Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Care access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local politics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports/recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure/cultural opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please use three words to describe your municipality.

Word 1

Word 2

Word 3

14. For which of the following reasons do you travel outside your municipality? Please select all that apply.

Sports and recreation

Education

Health Care

Employment

Shopping

Entertainment

Other:

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15. In the next five years, would you like there to be more or less of the following in your municipality?

	a lot less	somewhat less	neither less nor more	somewhat more	a lot more
Residents	<input type="radio"/>				
Jobs	<input type="radio"/>				
Large businesses	<input type="radio"/>				
Small businesses	<input type="radio"/>				
Franchises	<input type="radio"/>				
Community events	<input type="radio"/>				
Sports/ recreational events	<input type="radio"/>				
Cultural events	<input type="radio"/>				

16. In your municipality, how actively engaged are you in the following?

	not engaged at all	mostly not engaged	somewhat engaged	mostly engaged	very engaged
Volunteer organizations	<input type="radio"/>				
Local politics	<input type="radio"/>				
Sports and recreation	<input type="radio"/>				
Community events	<input type="radio"/>				
Cultural events	<input type="radio"/>				

17. Which of the following would make you consider leaving your municipality? Please select all that apply.

- Increase in housing costs
- Increase in residential development
- Limited health care access
- Lack of employment
- Increase in crime rate
- Lack of access to education
- Lack of access to childcare
- Lack of access to basic services (e.g., banking, groceries)
- Other :

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Do you have any additional comments about living in your municipality? All comments will remain anonymous.

Do you have any comments about the survey (e.g., quality of the questions, layout of the survey)? Any feedback is greatly appreciated.

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Thank you for taking the time to complete this survey. We will use your responses to help inform future policies to improve your communities.

If you have any questions regarding the survey, please contact

Cara A. Finn, Director of Economic Development, Middlesex County.
519-434-7321 ext. 2347
cfinn@middlesex.ca



II. APPENDIX B - THE 2016 MIDDLESEX COUNTY RESIDENT LIFE SURVEY

Page 1:



Welcome to the first Middlesex County Life Survey!

The purpose of this survey is to learn more about current residents of Middlesex County. This will enable community groups, such as volunteer organizations and municipal governments, to better assist you with their policy and resources. There will be questions about your reasons for living here, what makes this location special to you, and the ways you are engaging with your community.

This short survey has been prepared by the County of Middlesex and should only take around ten minutes to complete. This survey is **anonymous**; none of your personally identifiable information will be collected. Thank you for your participation and valuable contribution.

NOTE : This survey is best completed on a computer or tablet.



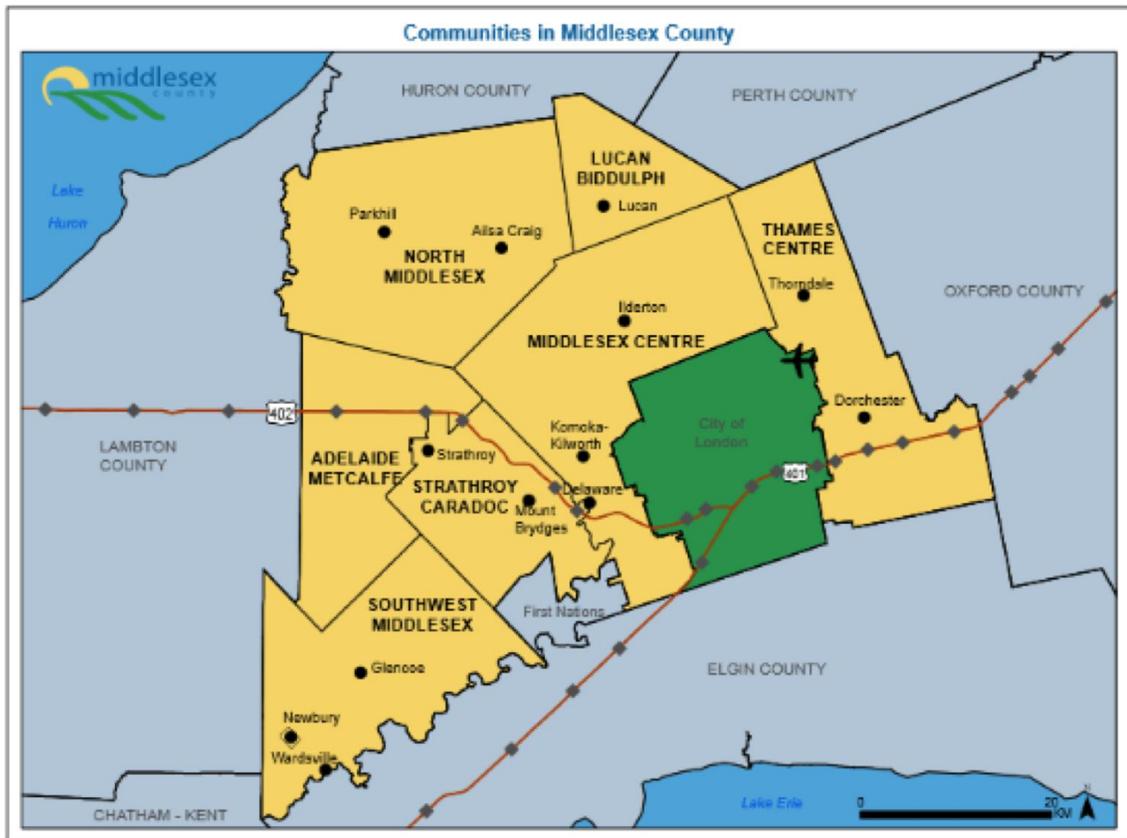
Survey Powered By [Qualtrics](#)

Page 2:



In which Middlesex County based municipality do you currently reside in? Please see the map below.

- Adelaide-Metcalf
- Lucan-Biddulph
- Middlesex Centre
- Newbury Village
- North Middlesex
- Southwest Middlesex
- Strathroy-Caradoc
- Thames Centre
- I live outside of Middlesex County (including City of London)



Page 3:



What is your gender?

- Male
- Female
- Other

What is your age?

14 and under
15 to 19
20 to 24
25 to 29
30 to 39
40 to 49
50 to 59
60 to 69
70 to 79
80 and over

In which type of home do you currently reside in?

- Semi-detached house
- Townhouse

In which type of home do you currently reside in?

- Farm
- Detached house
- Semi-detached house
- Townhouse
- Condominium
- Apartment



Page 4:



How long have you been living in your current municipality?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 20 years
- More than 20 years

Where did you live before moving to your current municipality?

- Another Middlesex County municipality (please specify)
- I have always lived in the same municipality
- London, Ontario
- Outside of Middlesex County and London, Ontario

How many children (regardless of age) currently live in your household?

- 0
- 1
- 2
- 3 or more



Page 5:



How many people, including yourself and any children, currently live in your household ?

- 1
- 2
- 3
- 4 or more



Page 6:



Which of the following attracted you to living in your municipality? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Closer to family or friends | <input type="checkbox"/> Clean environment |
| <input type="checkbox"/> Place to raising children | <input type="checkbox"/> Access to leisure/recreational facilities |
| <input type="checkbox"/> Low crime rate | <input type="checkbox"/> Pace of lifestyle |
| <input type="checkbox"/> Access to housing | <input type="checkbox"/> Retirement destination |
| <input type="checkbox"/> Economic conditions (e.g. low taxes, cost of living, etc.) | <input type="checkbox"/> Social services |
| <input type="checkbox"/> Access to education | <input type="checkbox"/> Access to health care |
| <input type="checkbox"/> Employment | <input type="checkbox"/> Other (please specify)
<input type="text"/> |



Page 7:



In Middlesex County, how would you describe your satisfaction with the following:

	1 - Very unsatisfied	2	3 - Neither satisfied nor unsatisfied	4	5 - Very satisfied
Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Politics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For which of the following reasons do you travel outside your community? Please select all that apply.

- Sports & Recreation
- Education
- Healthcare
- Work
- Shopping
- Entertainment
- Other

If someone asked you to describe your municipality with three adjectives, which would you choose?

1

2

3



Part 8:



In five years, how would you like to see the following in your municipality?

	1 - See a lot less	2	3 - See neither less nor more	4	5 - See a lot more
Residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Franchises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Middlesex County is trying to attract new residents through a new marketing campaign. What features do you think should be emphasised in these campaigns?



Page 9:



Thank you for taking the time to complete this survey. We will use your responses to help form future policies to improve your communities.

Please contact Cara A. Finn, Director of Economic Development, Middlesex County, with any questions regarding the survey.

519-434-7321 ext. 2347 | cfinn@middlesex.ca



III. APPENDIX C - FACEBOOK AD



Invest in Middlesex

October 23 · 🌐



Now that you've voted, we want to hear from you! The 2018 Middlesex County Resident Life Survey is live and only takes a few short minutes to do. The information you give will help to enable community groups, such as volunteer organizations and your municipal government, to better assist you with their policy and resources. Click the link to complete the short survey! <https://goo.gl/VsRTqQ>



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