ANNUAL RESIDENT SURVEY

Town of Aurora
February 2023

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EXECUTIVE SUMMARY

Executive Summary

Life in the Town of Aurora

- Nearly all respondents (TOP2: 98%) rate the quality of life in the Town of Aurora as either good or very good. *Slide 13*

- Aurora has a positive Net Promoter Score of 19, indicating that residents of Aurora are more likely to say they would recommend the Town than they would not. *Slide 16*

Issues & Priorities

- However, there are some concerns expressed by respondents. *Slide 12*

  - Development/loss of greenspace (20%) is the biggest ongoing issue facing the Town.

  - As well, lack of affordable housing (18%) is another pressing issue mentioned by respondents.

Executive Summary

Core Services & Satisfaction

- The majority of Aurora respondents (92%) are satisfied with the Town's delivery of services. *Slide 21*

    - Fire services (TOP2: 99%), parks, green spaces, and multi-use trails (TOP2: 93%), arts and culture offerings (TOP2: 94%), recreation facilities and spaces (TOP2: 93%), availability of online services (TOP2: 93%) are the services respondents are most satisfied with.

    - Although satisfaction remains high, road and sidewalk maintenance, including snow removal has the lowest satisfaction among respondents (TOP2: 74%).

- A statistical analysis has been used to show the difference between how satisfied residents are with each Town's service and the impact of the services to residents' overall service satisfaction (i.e., perceived importance). Findings from this analysis found two primary areas of improvement for the Town: *Slides 24-25*

    - By-law and Animal Services, and
    - Traffic management, including traffic calming, crosswalk signs + street and traffic signs.

Executive Summary

Experience with Town Staff

• About half of respondents have interacted with the Town in the last 12 months (54%), and the most common method of interacting with the Town was through telephone (33%). *Slides 27, 29*

  • Reasons for interacting with the Town varied, although a common reasons included requesting a service or permit (27%). *Slide 28*

  • As well, the majority of those who have interacted the Town were satisfied with the service they received (TOP2: 82%). *Slide 30*

Spending and Taxation

• Most respondents (TOP2: 85%) say they receive a good value for their tax dollars. *Slide 36*

• The majority (TOP2: 79%) is also supportive of the Town spending money on infrastructure renewal and construction, however they are split on how to fund this renewal in infrastructure, with half supporting an increase in taxes to fund this (TOP2: 51%) and half opposing (BTM2: 49%). *Slide 38*

METHODOLOGY

Methodology

Method: CATI (Computer Aided Telephone Interview)

Criteria for Participation: Residents in the Town of Aurora who are 18 years of age or older

Sample Size: n=800

Average Length of Interview (LOI): 9.5 min

Margin of Error: ± 3.46% (entire sample)

Fieldwork Dates: November 21st – December 21st, 2022

Additional Notes:
- CATI sample was drawn using random digit dialing (RDD) among the Town of Aurora residents. A mix of landline and cell phone sample was used to reach cell phone-only households.
- To keep LOI within 10-minutes, not all respondents were asked every survey question. Sample size for each question is noted on each slide.
- Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.
- Comparisons to other Canadian municipalities have been included where possible.
- Significant differences across sub-groups are noted where they exist.
- An online survey hosted by the Town was also available and results are included in the Appendix section of the report.

Reporting Considerations

TOP2 / BTM2
Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as "satisfied" may be the combined result of "very satisfied" and "somewhat satisfied," where a grouping of "not satisfied" (BTM2) may be the combined result of "not very satisfied" and "not at all satisfied."

Rounding
Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions
In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., "What is your preferred method to contact the Town of Aurora for advice, information or inquire about a service?"), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select "telephone" and "email" as their answer.

Significance Testing
Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes.

DETAILED FINDINGS

QUALITY OF LIFE

Top of Mind Issues

Development/loss of greenspace — 20%
Housing - lack of affordable housing — 18%
Infrastructure — 8%
Taxes — 8%
Traffic/road congestion/traffic lights — 7%
Housing - lack of available housing — 6%
High inflation rates — 4%
Public safety (e.g., crime, policing, speeding) — 4%
Snow Removal — 4%
Economic growth/attract, retain businesses/manufacturing — 3%
Fiscal management/gov't spending/budget — 3%
Mental health / Drug addiction — 3%
Poor gov't/political infighting/no leadership/vision — 3%
Population growth (e.g. number of people, too many people, etc.) — 3%
Environment/pollution — 3%
Don't know / Refused — 10%
Nothing — 9%

*note: not shown if <3%

Q1. In your opinion, what is the single most important issue facing the Town of Aurora today? [Multi-mentions accepted, up to 3]
Framework: All respondents.
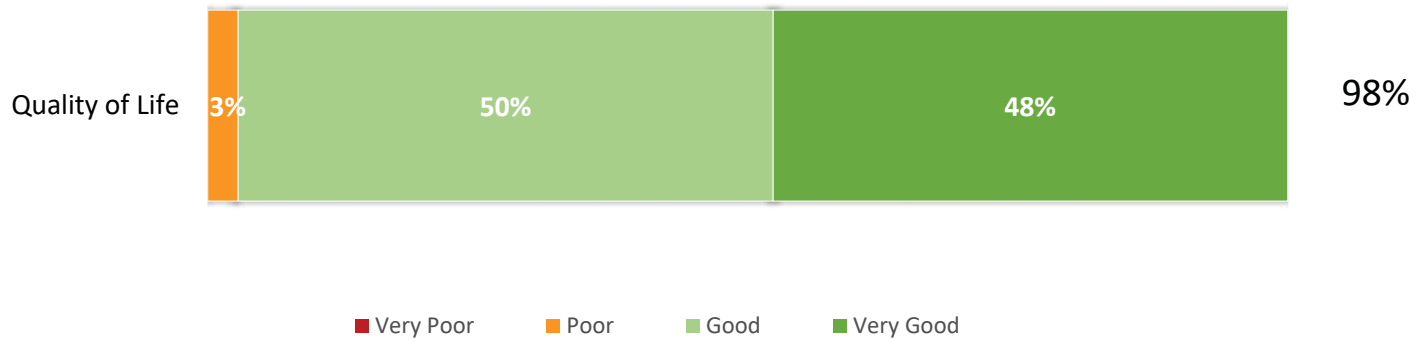**Sample Size**: n=473

Development/loss of greenspace is the most important issue facing the community, with 1 in 5 (20%) respondents saying so.

- Respondents aged 55 and older are more concerned about development/loss of greenspace than respondents aged 18 to 34 (25% vs 11%)

Other top of mind issues are lack of affordable housing (18%), infrastructure (8%) and taxes (8%).

- Single families are more concerned about lack of affordable housing compared to families of 2 or 3 (29% vs 13% and 12%, respectively).
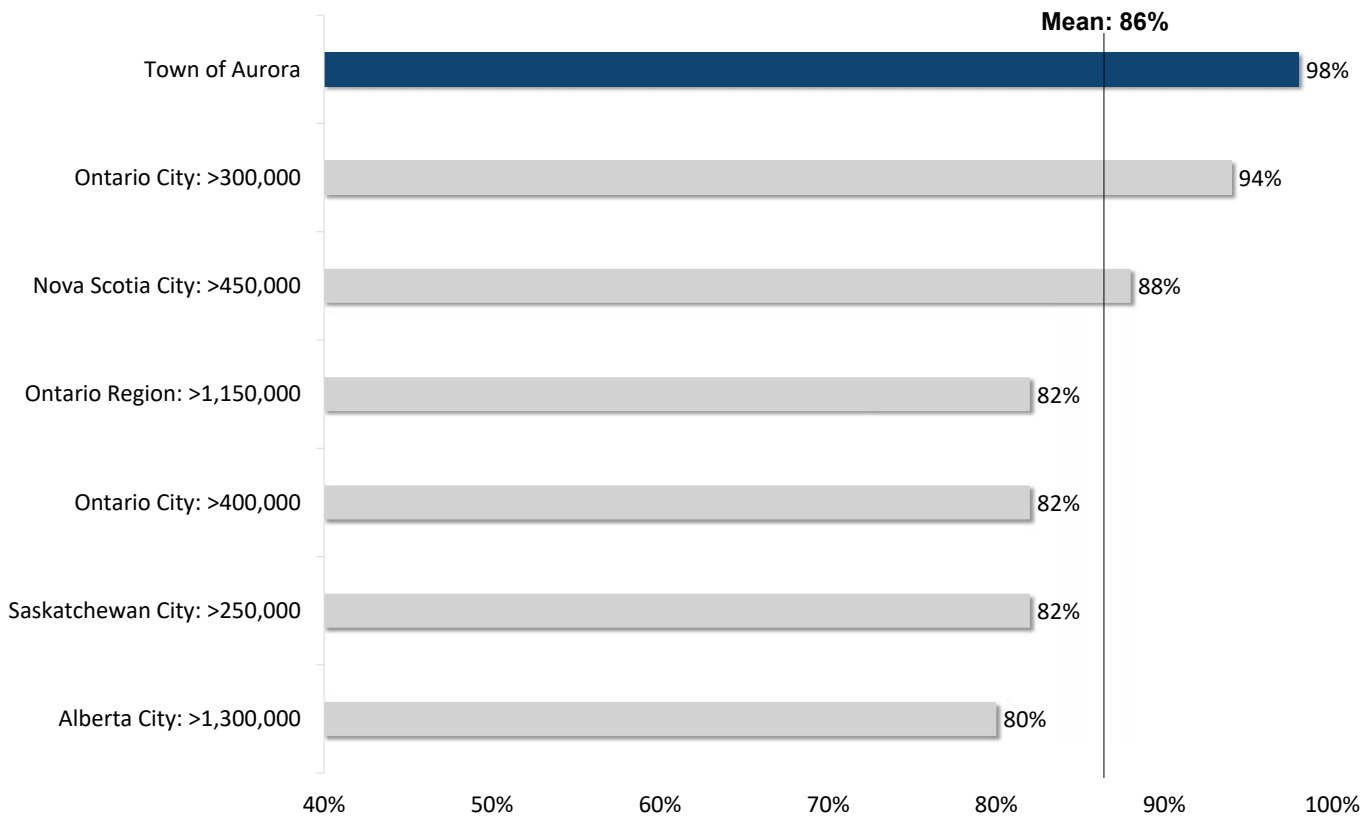
Quality of Life

TOP2

98%

Quality of Life — 3% (Poor), 50% (Good), 48% (Very Good)

Legend: ■ Very Poor   ■ Poor   ■ Good   ■ Very Good

The vast majority of respondents are positive towards the overall quality of life in the Town of Aurora, with nearly all (TOP2: 98%) rating the quality of life as good or very good.

Q2. How would you rate the overall quality of life in the Town of Aurora today? Would you say it's...
Framework: All respondents (exc. Don't know / Refused)
Sample Size: n=792

Quality of Life – Benchmark

Mean: 86%

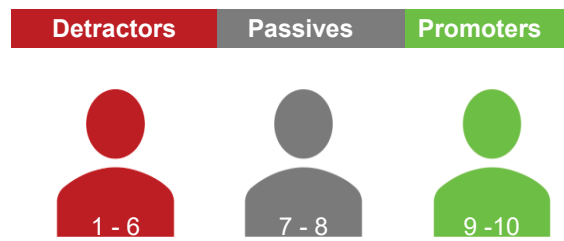| Municipality	Rating
Town of Aurora	98%
Ontario City: >300,000	94%
Nova Scotia City: >450,000	88%
Ontario Region: >1,150,000	82%
Ontario City: >400,000	82%
Saskatchewan City: >250,000	82%
Alberta City: >1,300,000	80%

When compared to other municipalities across Canada, the Town of Aurora has the highest rating of quality of life.

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2021-2022. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~250,000 to ~1,300,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q2. How would you rate the overall quality of life in the Town of Aurora today? Would you say it's...
Framework: All respondents (exc. Don't know / Refused)
Sample Size: n=792

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Net Promoter Score (NPS) - Methodology

Net Promoter Score = Promoters − Detractors

Detractors	Passives	Promoters
1 - 6	7 - 8	9 -10

Question: *How likely would you be to recommend Aurora as a place to live to a friend or colleague?*
Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Aurora. The NPS was measured by asking residents to rate their likelihood of recommending Aurora as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.

- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Aurora.

- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Aurora.

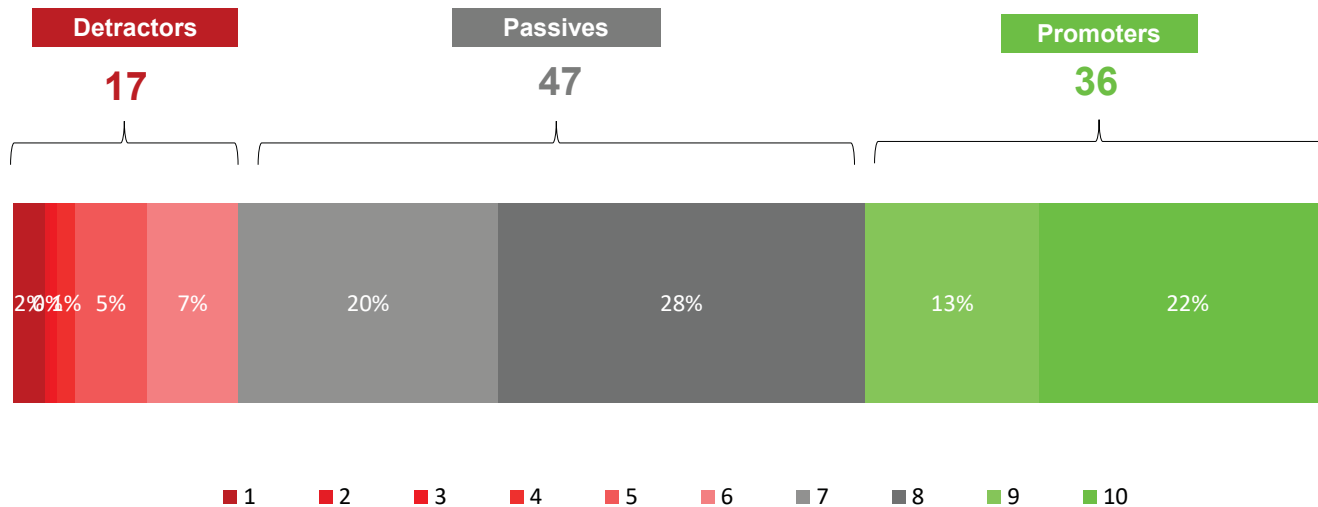** Note: The graphics are a visualization of the methodology and not of the actual results*

Q3. How likely would you be to recommend Aurora as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Framework: All respondents.
Sample Size: n=800

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Recommending the Town of Aurora
Net Promoter Score (NPS) Analysis

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Detractors	Passives	Promoters
17	**47**	**36**

| 2% | 0% | 1% | 5% | 7% | 20% | 28% | 13% | 22% |

■ 1   ■ 2   ■ 3   ■ 4   ■ 5   ■ 6   ■ 7   ■ 8   ■ 9   ■ 10
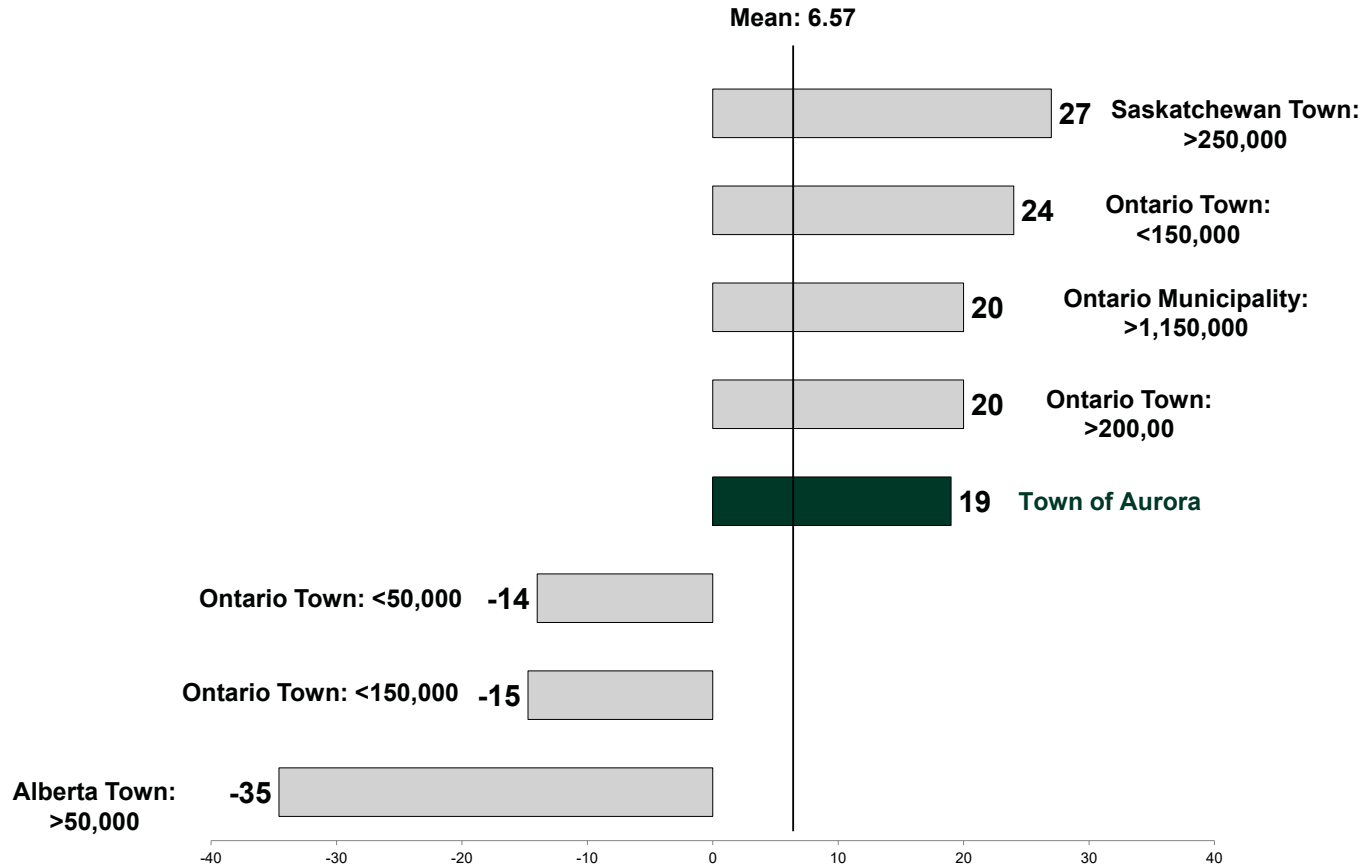
Net Promoter Score = 36 − 17 = 19

A positive NPS of 19 indicates that residents of Aurora are more likely to say they would recommend the Town as a place to live to a friend or colleague than they would not.

- Respondents aged 35 to 54 and 55 or older are more likely to recommend the Town than respondents aged 18 to 34 (TOP3: 68% and 75% vs 44%, respectively).

- Female respondents are more likely to recommend the Town than their male counterparts (TOP3: 71% vs 57%).

- Families with children are more likely to recommend the Town than families without children (TOP3: 73% vs 60%).

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Recommending the Town of Aurora - Benchmark

Mean: 6.57

27	**Saskatchewan Town: >250,000**
24	**Ontario Town: <150,000**
20	**Ontario Municipality: >1,150,000**
20	**Ontario Town: >200,00**
19	**Town of Aurora**
Ontario Town: <50,000 -14	
Ontario Town: <150,000 -15	
Alberta Town: >50,000 -35	

-40 -30 -20 -10 0 10 20 30 40

Overall, Aurora's NPS is higher than the municipal benchmark average.

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 7 municipalities across Canada, with populations ranging from ~50,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q3. How likely would you be to recommend Aurora as a place to live to a friend or colleague?
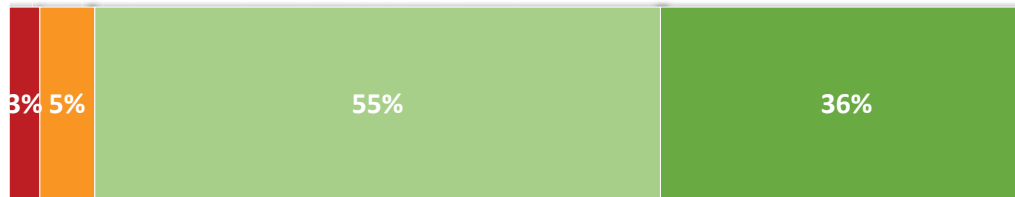**Framework**: All respondents.
Sample Size: n=800

QUALITY OF SERVICES

Satisfaction with Services Provided by the Town

AURORA
You're in Good Company

Over 9 in 10 respondents (TOP2: 92%) are satisfied with the delivery of services provided by the Town of Aurora.

- Families of 3 or 4 are more likely to feel satisfied with services provided by the Town compared to single families (95% and 97% vs 77%, respectively).

TOP2

Services provided by the Town of Aurora	3% 5% 55% 36%	92%

■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Q4. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the services provided by the Town of Aurora?
Framework: All respondents (exc. Don't know / Refused)
Sample Size: n=480

Satisfaction with Services - Benchmark
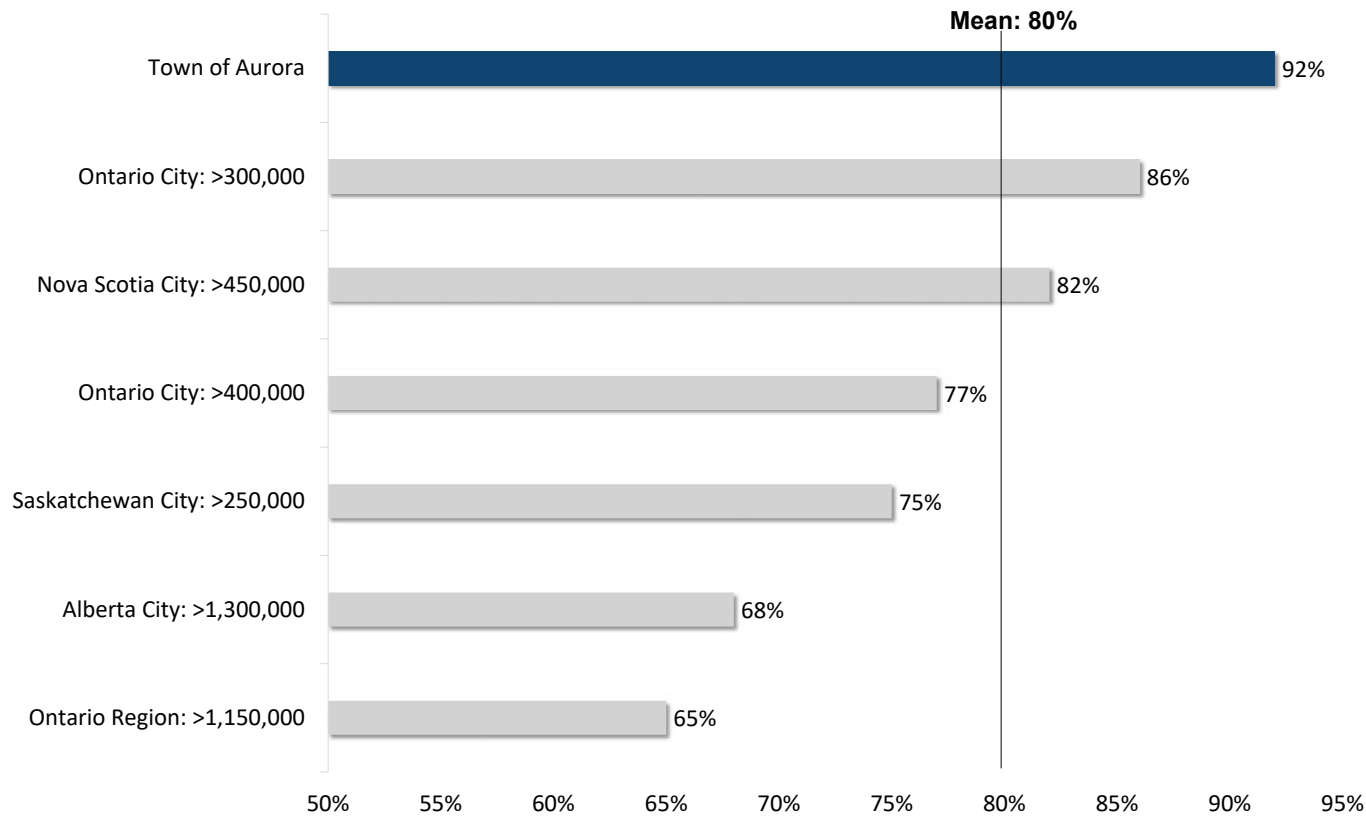
Mean: 80%

Town of Aurora — 92%
Ontario City: >300,000 — 86%
Nova Scotia City: >450,000 — 82%
Ontario City: >400,000 — 77%
Saskatchewan City: >250,000 — 75%
Alberta City: >1,300,000 — 68%
Ontario Region: >1,150,000 — 65%

(x-axis: 50% 55% 60% 65% 70% 75% 80% 85% 90% 95%)

When compared to other municipalities across Canada, the Town of Aurora has the highest rating of Satisfaction with services.

This benchmark analysis is based on the results of surveys that asked a similar question and were conducted between 2021-2022. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~250,000 to ~1,300,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q4. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the services provided by the Town of Aurora?
Framework: All respondents (exc. Don't know / Refused)
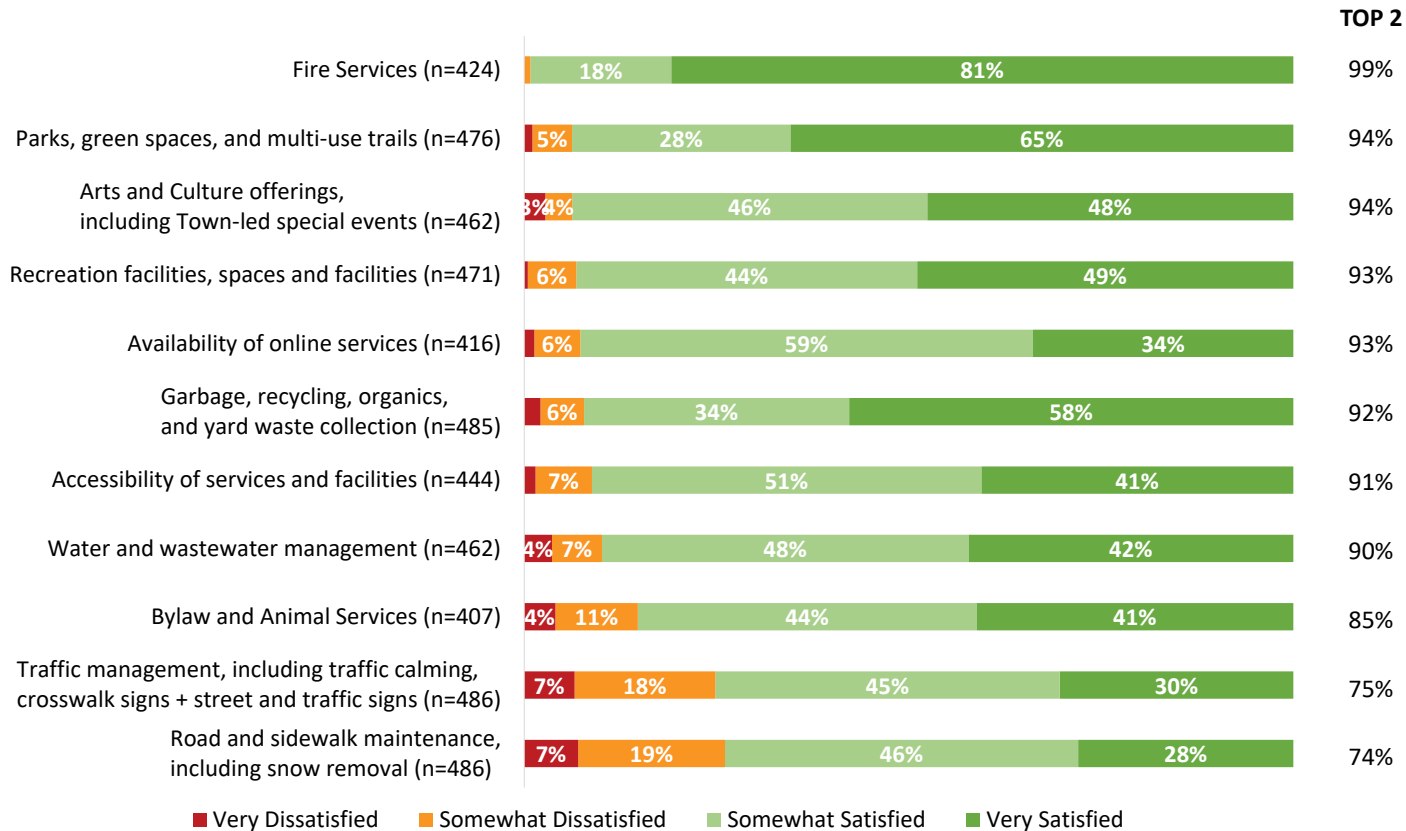**Sample Size**: n=480

Satisfaction of Services Provided

TOP 2

Service	TOP 2
Fire Services (n=424)	99%
Parks, green spaces, and multi-use trails (n=476)	94%
Arts and Culture offerings, including Town-led special events (n=462)	94%
Recreation facilities, spaces and facilities (n=471)	93%
Availability of online services (n=416)	93%
Garbage, recycling, organics, and yard waste collection (n=485)	92%
Accessibility of services and facilities (n=444)	91%
Water and wastewater management (n=462)	90%
Bylaw and Animal Services (n=407)	85%
Traffic management, including traffic calming, crosswalk signs + street and traffic signs (n=486)	75%
Road and sidewalk maintenance, including snow removal (n=486)	74%

Chart values (Very Dissatisfied / Somewhat Dissatisfied / Somewhat Satisfied / Very Satisfied):

- Fire Services: 18%, 81%
- Parks, green spaces, and multi-use trails: 5%, 28%, 65%
- Arts and Culture offerings: 3%, 4%, 46%, 48%
- Recreation facilities: 6%, 44%, 49%
- Availability of online services: 6%, 59%, 34%
- Garbage, recycling, organics: 6%, 34%, 58%
- Accessibility of services and facilities: 7%, 51%, 41%
- Water and wastewater management: 4%, 7%, 48%, 42%
- Bylaw and Animal Services: 4%, 11%, 44%, 41%
- Traffic management: 7%, 18%, 45%, 30%
- Road and sidewalk maintenance: 7%, 19%, 46%, 28%

Legend: ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Respondents are satisfied with all services provided by the Town.

Nearly all respondents are satisfied with fire services (TOP2: 99%), and more than 9 in 10 are satisfied with all other services, with the exception of 3:

- Bylaw and animal services (TOP2: 85%)

- Traffic management, including traffic calming, crosswalk signs + street and traffic signs (TOP2: 75%)

- Road and sidewalk maintenance, including snow removal (TOP2: 74%).

However, respondents are still satisfied with these categories overall.

Q5. And using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Aurora on each of the following services?
Framework: All respondents (exc. Don't know / Refused)
Sample Size: Shown in chart above; varies for each area

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GAP ANALYSIS

Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied respondents are with each Town service and the impact of the services to respondents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual Town services.

- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to respondents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, Town services have distributed among four areas:

1. **Primary Areas for Improvement:**

- Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the Town can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with Town services.

2. **Secondary Areas for Improvement:**

- Services that have relatively high impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.
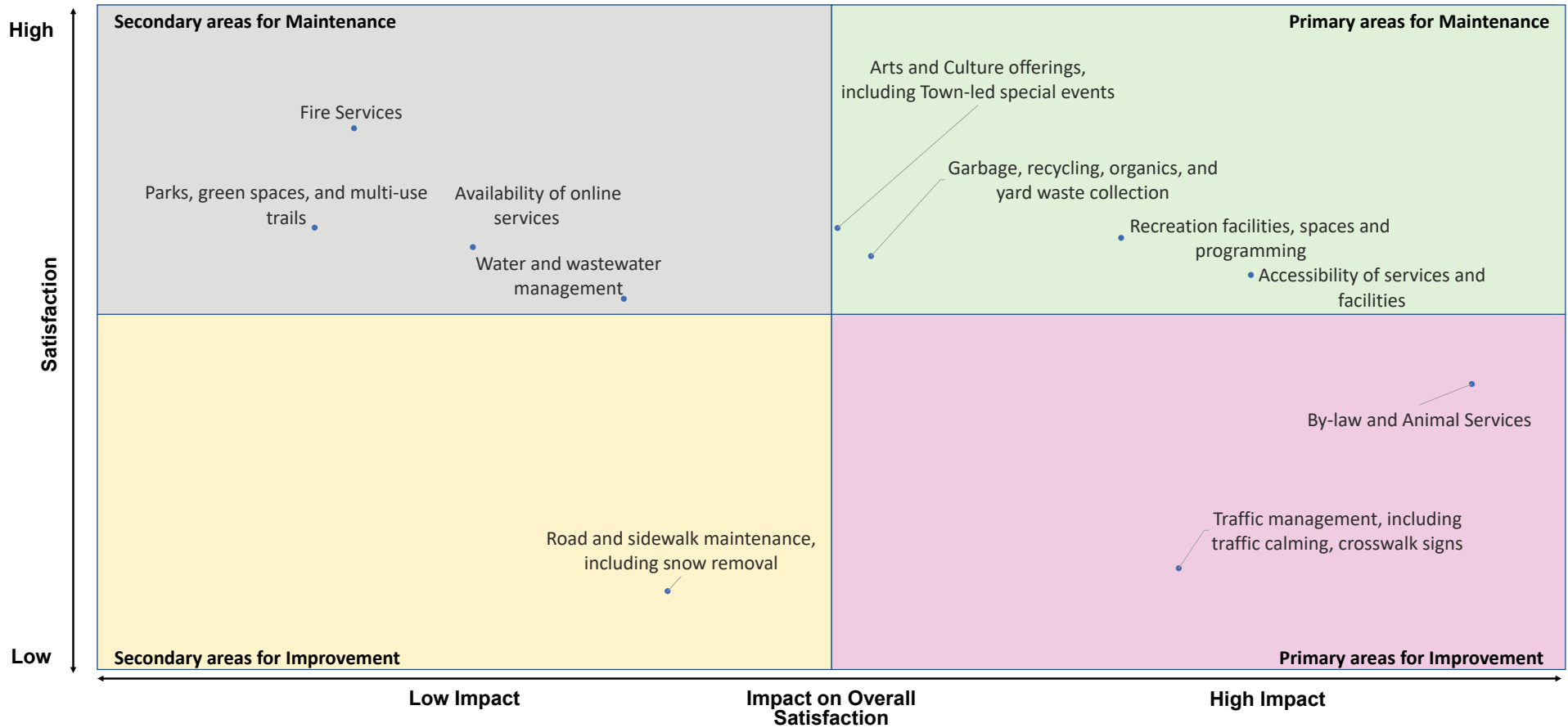
3. **Primary Areas for Maintenance:**

- Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. **Secondary Areas for Maintenance:**

- Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis

	Impact on Overall Satisfaction	

Secondary areas for Maintenance

Fire Services

Parks, green spaces, and multi-use trails

Availability of online services

Water and wastewater management

Primary areas for Maintenance

Arts and Culture offerings, including Town-led special events

Garbage, recycling, organics, and yard waste collection

Recreation facilities, spaces and programming

Accessibility of services and facilities

Secondary areas for Improvement

Road and sidewalk maintenance, including snow removal

Primary areas for Improvement

By-law and Animal Services

Traffic management, including traffic calming, crosswalk signs

High — Low (Satisfaction)

Low Impact — Impact on Overall Satisfaction — High Impact

*n = 273 cases used in estimation of a total sample size of 800; cases containing invalid responses (such as don't know or refused) are excluded; R-squared: 0.3345

Gap Analysis

The services that the Town should consider as **primary areas for improvement** include:

- By-law and Animal Services

- Traffic management, including traffic calming, crosswalk signs + street and traffic signs

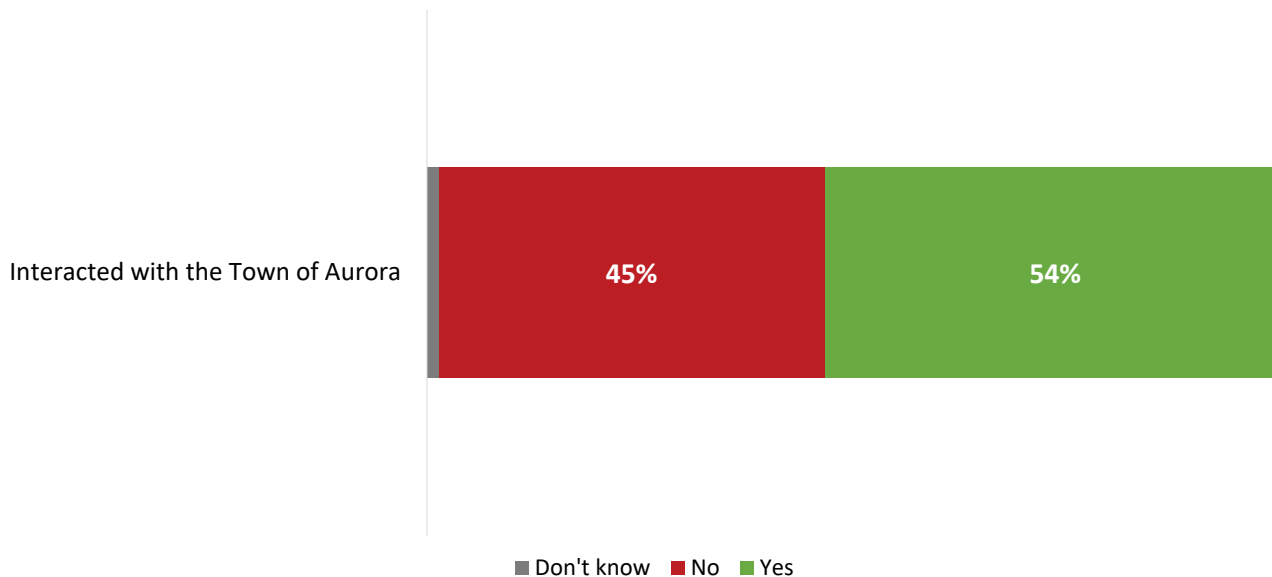The services that the Town should consider as **secondary areas for improvement** include:

- Road and sidewalk maintenance, including snow removal

COMMUNICATION WITH THE TOWN
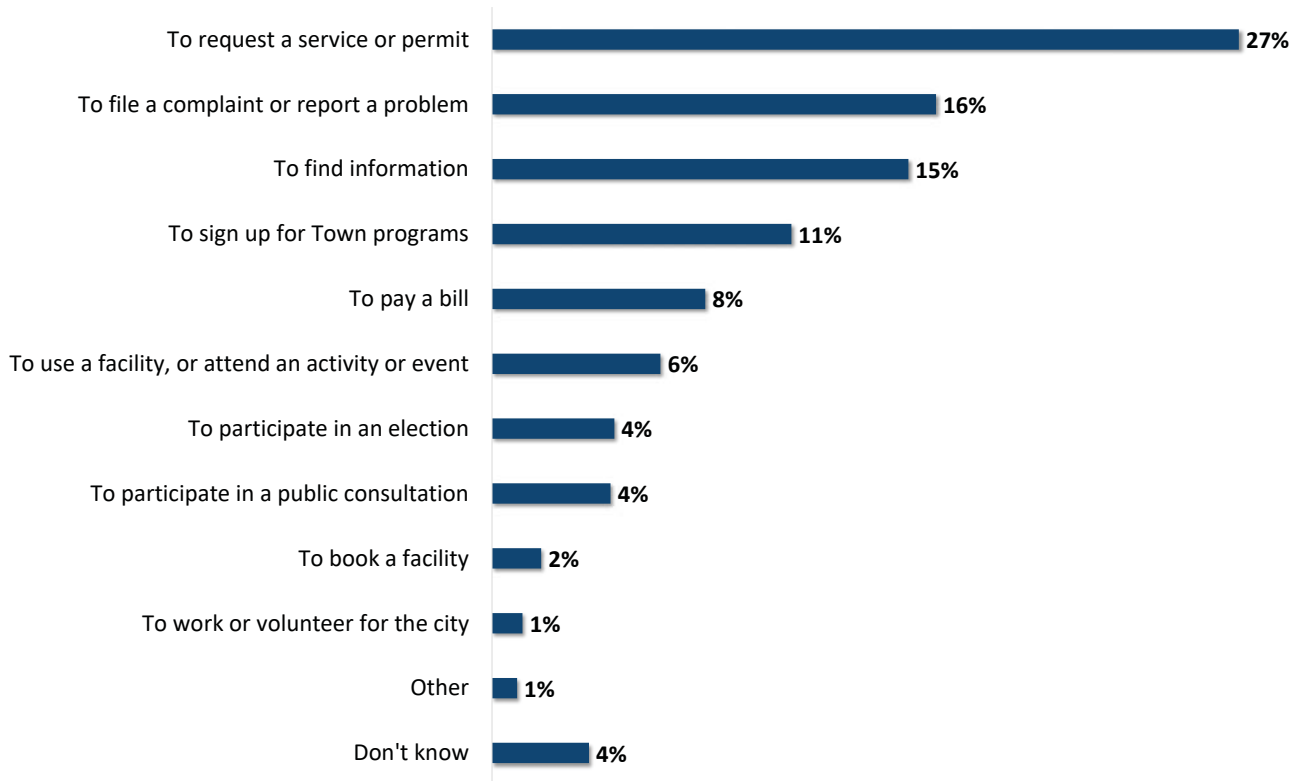
Interaction with the Town in Past 12 Months

Interacted with the Town of Aurora

| 45% | 54% |

■ Don't know ■ No ■ Yes

In the last 12 months, 1 in 2 (54%) respondents have interacted with the Town.

- Families with children are more likely to interact with the Town than families without children (66% vs 47%).

- Respondents aged 18 to 34 are less likely to interact with the Town than respondents aged 35 to 54 (Answered No: 59% vs 37%).

- Male respondents are less likely to contact the Town than their female counterparts (Answered No: 52% vs 38%).

Q8. In the past 12 months, have you interacted with the town of aurora?
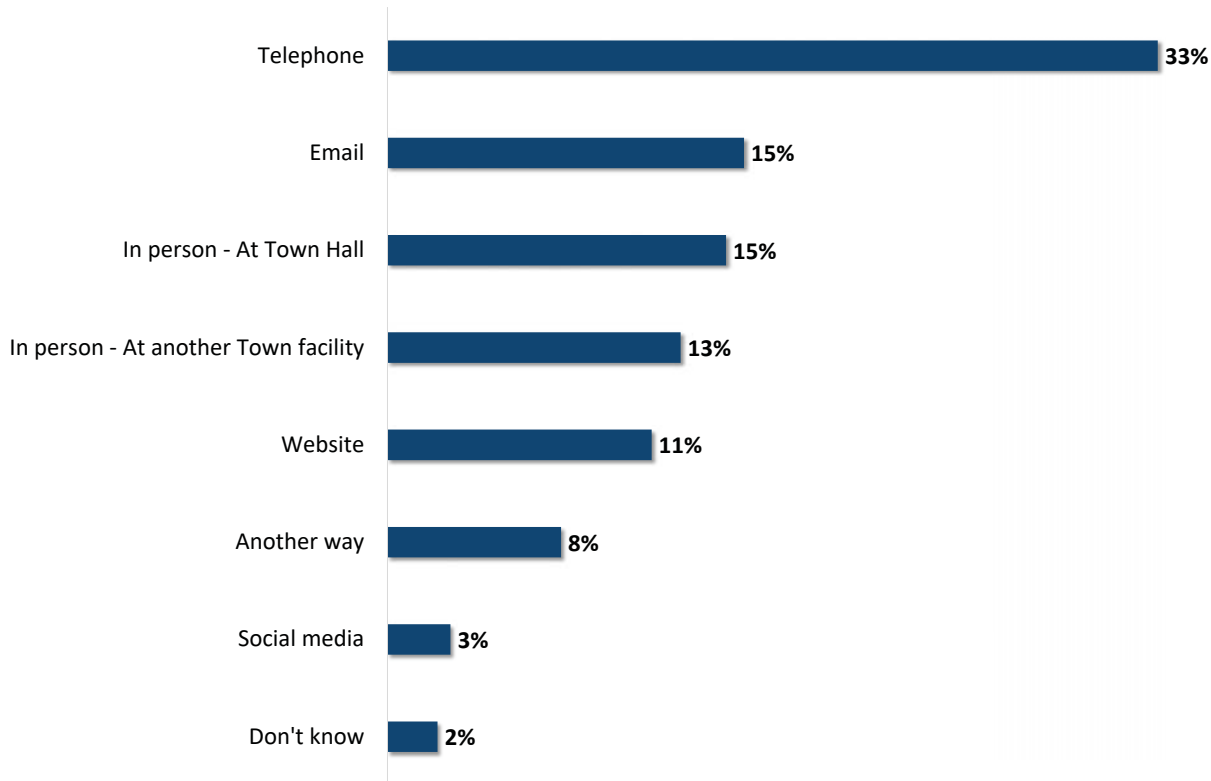**Framework**: All respondents.
Sample Size: n=467

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Reasons for Interaction

Reasons for Interaction chart:

- To request a service or permit: **27%**
- To file a complaint or report a problem: **16%**
- To find information: **15%**
- To sign up for Town programs: **11%**
- To pay a bill: **8%**
- To use a facility, or attend an activity or event: **6%**
- To participate in an election: **4%**
- To participate in a public consultation: **4%**
- To book a facility: **2%**
- To work or volunteer for the city: **1%**
- Other: **1%**
- Don't know: **4%**

Of those who have interacted with the Town within the last 12 months, respondents have mostly done so to request a service or permit (27%), to file a complaint or report a problem (16%), or to find information (15%).

Q9. What was the primary reason for your most recent interaction with the Town of Aurora?
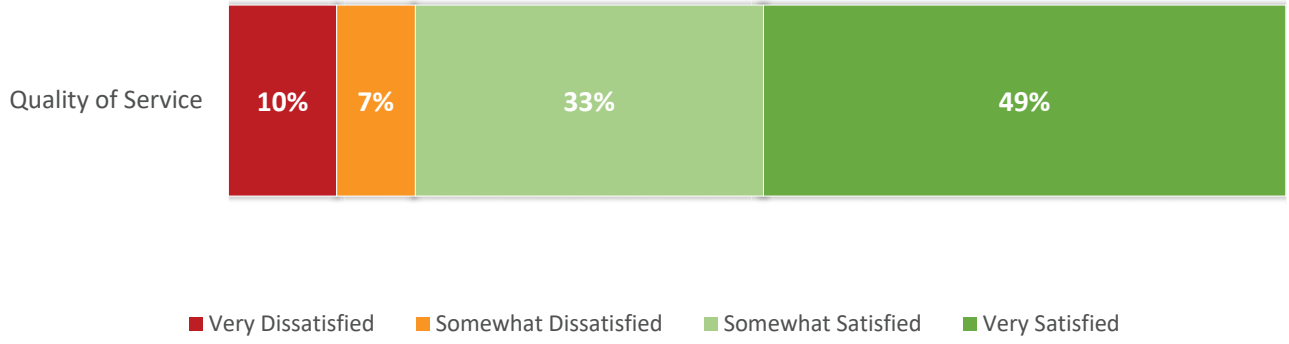**Framework**: Respondents who have interacted with the Town in the last 12 months
Sample Size: n=251

Interaction Methods

Telephone — 33%
Email — 15%
In person - At Town Hall — 15%
In person - At another Town facility — 13%
Website — 11%
Another way — 8%
Social media — 3%
Don't know — 2%

Of those who have interacted with the Town within the last 12 months, a third (33%) have done so through telephone. Other methods of contact include email (15%) and in person, either at Town hall (15%) or at another Town facility (13%).

Q10. And which method did you use for your most recent interaction with the Town of Aurora?
Framework: Respondents who have interacted with the Town in the last 12 months
Sample Size: n=251

Quality of Service

TOP2

Quality of Service	Very Dissatisfied 10%	Somewhat Dissatisfied 7%	Somewhat Satisfied 33%	Very Satisfied 49%

82%

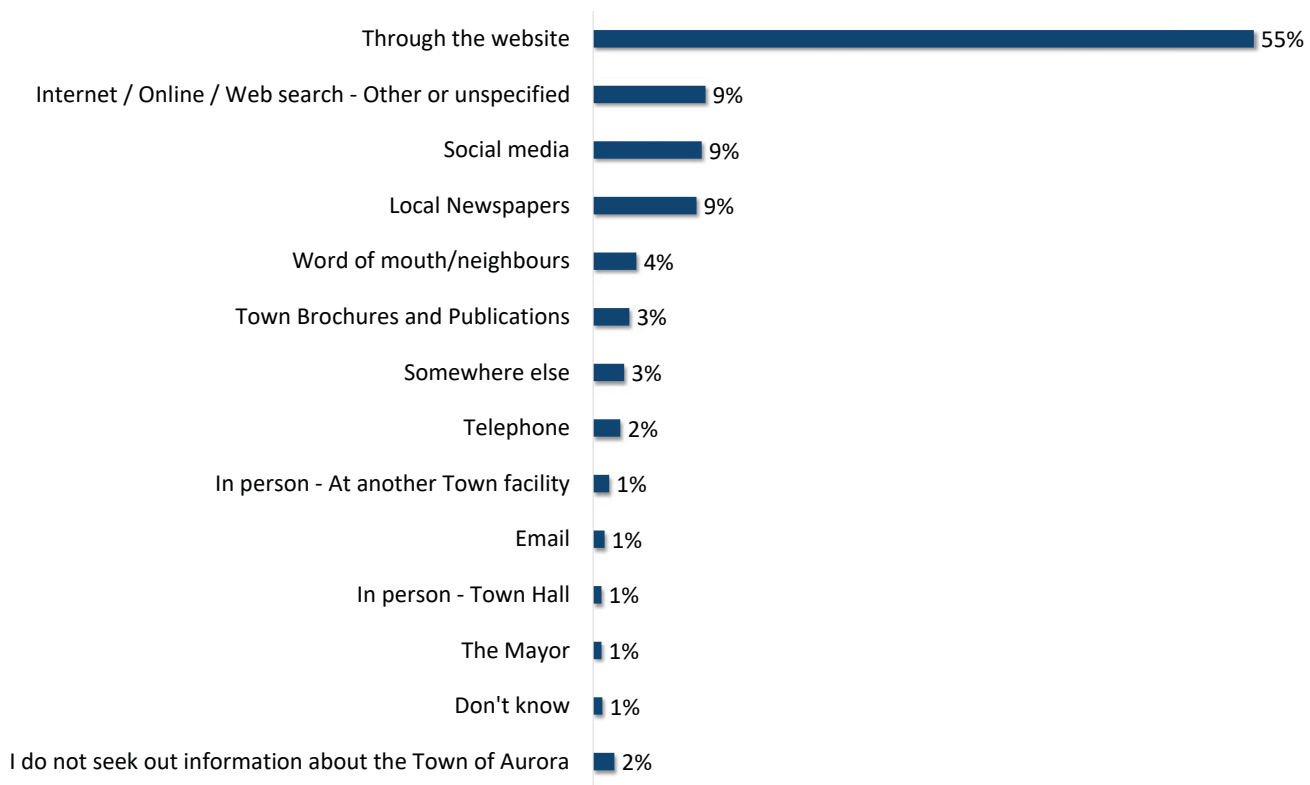■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Overall, 4 in 5 respondents (TOP2: 82%) are satisfied with the service they received from their recent interaction with the Town.

- Respondents aged 55 or older are more likely to feel very satisfied than respondents aged 35 to 54 (59% vs 41%).

- Women are also more likely to feel very satisfied than men (58% vs 40%).

Q11. And still thinking about the most recent interaction you had with the Town of Aurora... Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who have interacted with the Town in the last 12 months
Sample Size: n=251
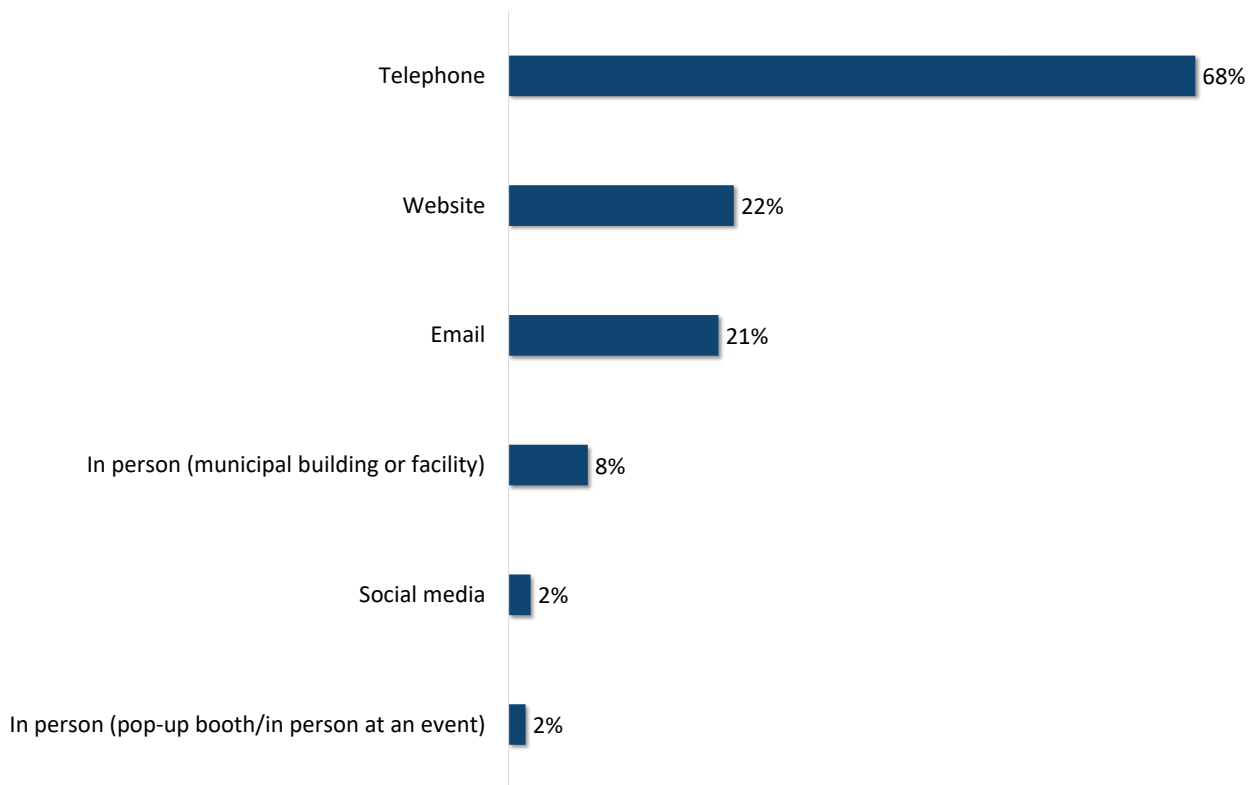
Methods of Finding Information

Through the website — 55%
Internet / Online / Web search - Other or unspecified — 9%
Social media — 9%
Local Newspapers — 9%
Word of mouth/neighbours — 4%
Town Brochures and Publications — 3%
Somewhere else — 3%
Telephone — 2%
In person - At another Town facility — 1%
Email — 1%
In person - Town Hall — 1%
The Mayor — 1%
Don't know — 1%
I do not seek out information about the Town of Aurora — 2%

Over 1 in 2 respondents (55%) have found information about the Town of Aurora through the website.

Other specified methods finding information are through internet / online / web search – other or unspecified (9%), social media (9%) and local newspapers (9%).

Q12. How do you most often find information about the Town of Aurora?
Framework: All respondents.
Sample Size: n=467

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Preferred Methods of Contacting the Town

Telephone ████████████████████ 68%

Website █████ 22%

Email █████ 21%

In person (municipal building or facility) ██ 8%

Social media █ 2%

In person (pop-up booth/in person at an event) █ 2%

*note: not shown if <2%

When contacting the Town of Aurora for advice, information or inquire about a service, the majority of respondents preferred telephone (68%), followed by website (22%) and email (21%).
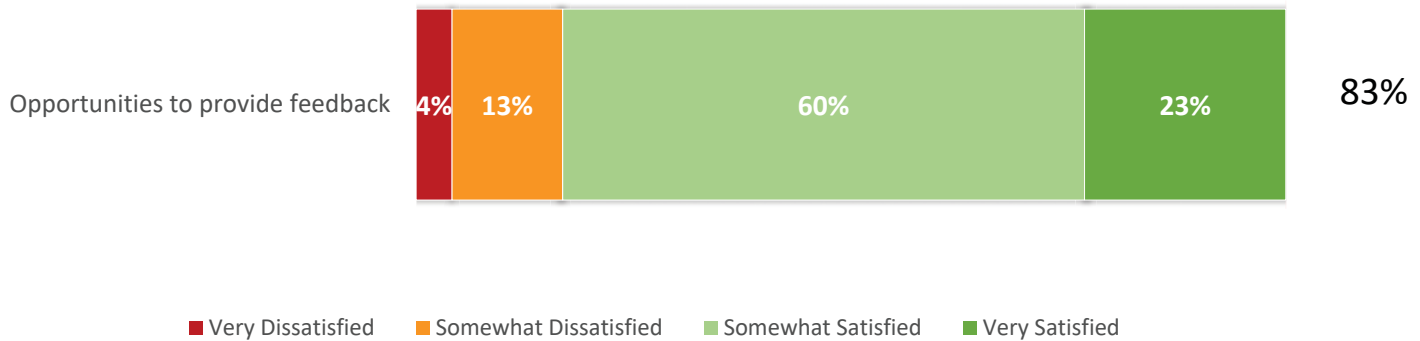
Q13. What is your preferred method to contact the Town of Aurora for advice, information or inquire about a service? [Multi-mentions accepted, up to 3]
Framework: All respondents.
Sample Size: n=467

Preferred Methods of Receiving Information

Email **50%**

In writing (e.g. mail, letter, flyer, brochure, catalogue, etc.) **25%**

Telephone **15%**

Website **12%**

Newspaper **7%**

Social media **7%**

In person (municipal building or facility) **2%**

In person (pop-up booth/in person at an event) **2%**

Other **1%**

I have never contacted The Town of Aurora to receive information or inquire about a service **2%**

Email is the most preferred method of receiving information from the Town of Aurora (50%). Other specified methods were in writing (e.g., mail, letter, flyer, brochure, catalogue, etc.) (25%), telephone (15%) and website (12%).

Q14. Generally, what is your preferred method of receiving information from the Town of Aurora?
Framework: All respondents.
Sample Size: n=467

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Overall Satisfaction with Town Engagement

TOP2

Opportunities to provide feedback | 4% | 13% | 60% | 23%

83%

- Very Dissatisfied
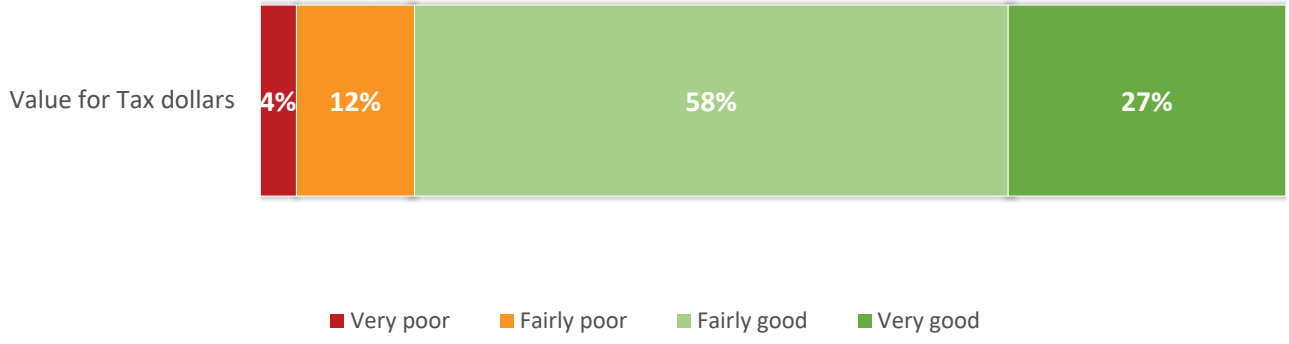- Somewhat Dissatisfied
- Somewhat Satisfied
- Very Satisfied

Over 8 in 10 (TOP2: 83%) are satisfied with the opportunities to engage with the Town in order to provide feedback on programs, services and policies.

- Single household families are more likely to feel satisfied with the opportunities to engage with the Town in order to provide feedback on programs, services and policies compared to families of 2 or 3. (TOP2: 93% vs 79% and 72%, respectively).

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TAXATIONS AND PRIORITIES

Value for Tax Dollars

TOP2

Value for Tax dollars | 4% | 12% | 58% | 27% | **85%**

■ Very poor ■ Fairly poor ■ Fairly good ■ Very good
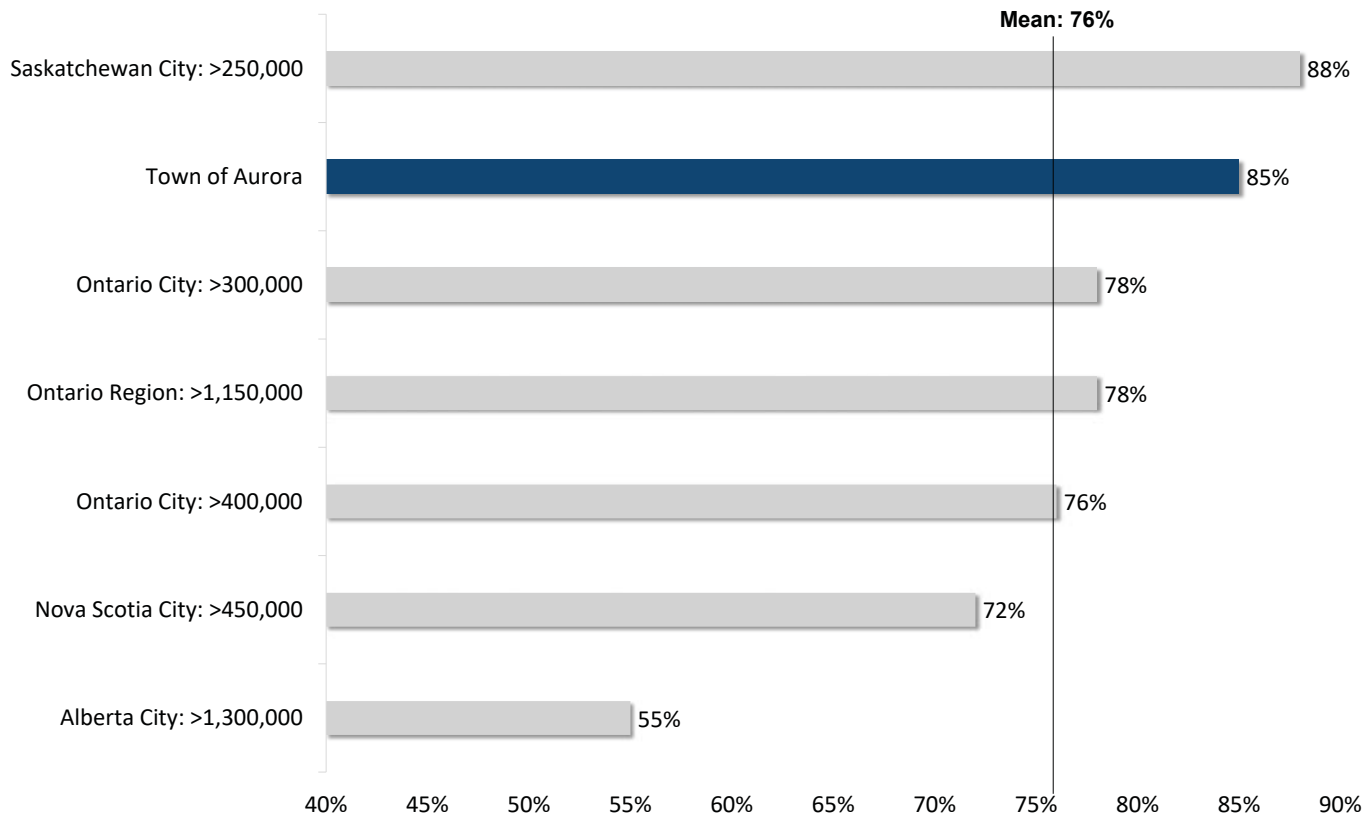
Majority of respondents (TOP2: 85%) think they received an overall good value for their tax dollars.

- Respondents aged 55 and older are more likely to feel very good about the value for their tax dollars than respondents aged 18 to 34 (37% vs 16%).

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Value for tax dollars - Benchmark

Mean: 76%

| Municipality	Value
Saskatchewan City: >250,000	88%
Town of Aurora	85%
Ontario City: >300,000	78%
Ontario Region: >1,150,000	78%
Ontario City: >400,000	76%
Nova Scotia City: >450,000	72%
Alberta City: >1,300,000	55%

When compared to other municipalities across Canada, the Town of Aurora has the second highest rating of Value for tax dollars, and scores above the mean.

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2021-2022. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~250,000 to ~1,300,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q17. Thinking about the programs and services you receive from the Town of Aurora, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Framework: All respondents.(exc. Don't know)
Sample Size: n=417
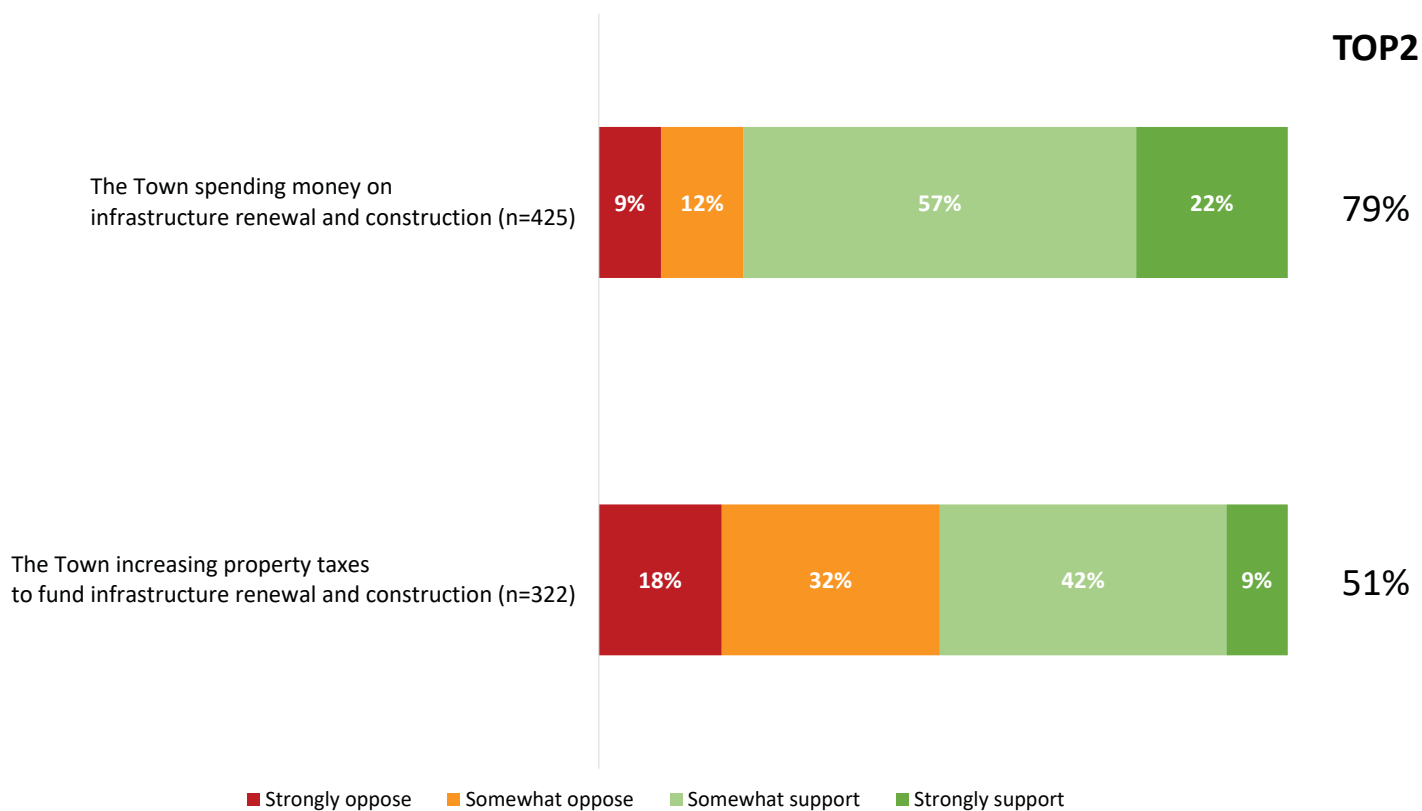
FORUM RESEARCH INC.
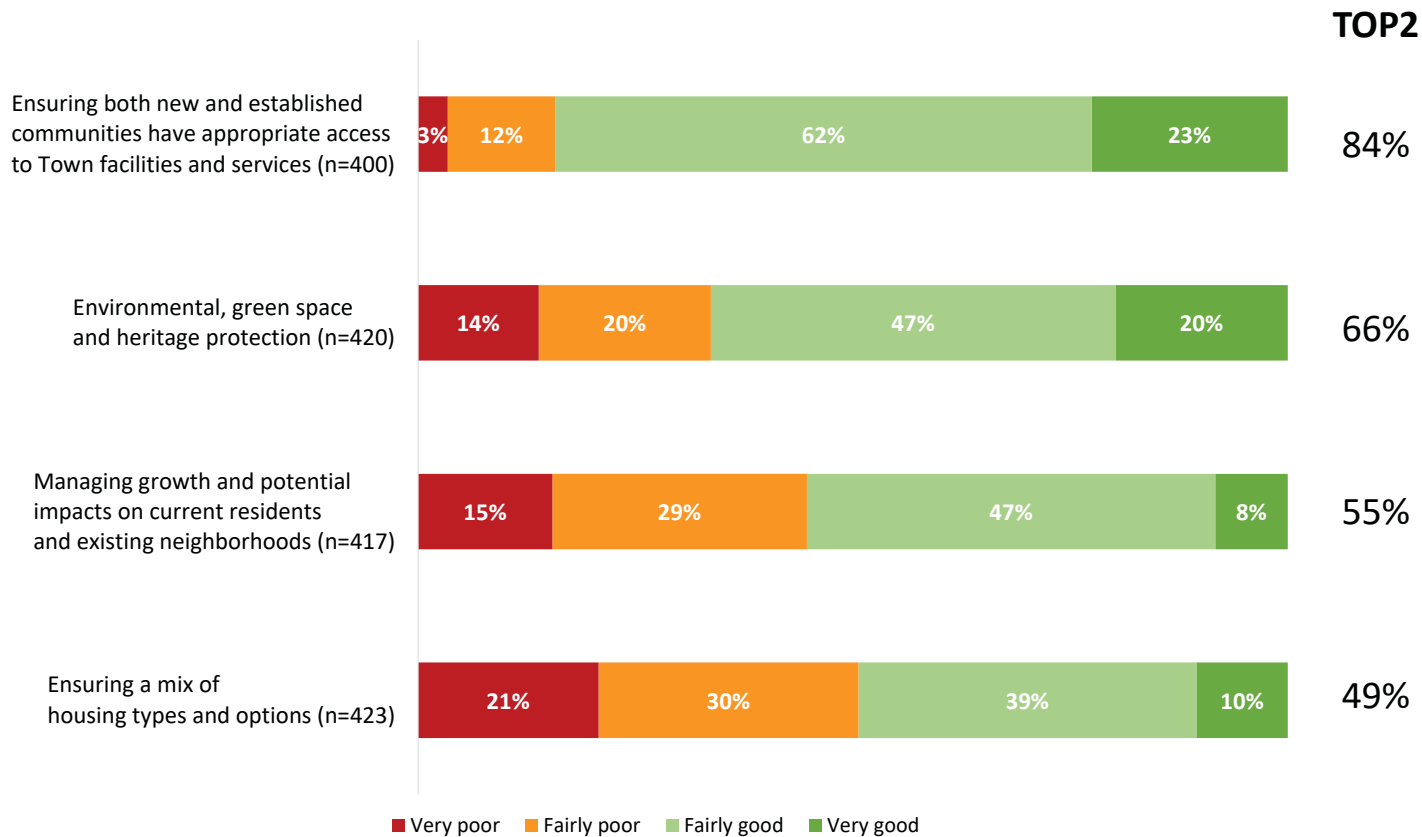
Balance for Property Taxations and Services

TOP2

The Town spending money on
infrastructure renewal and construction (n=425)

9%	12%	57%	22%

79%

The Town increasing property taxes
to fund infrastructure renewal and construction (n=322)

18%	32%	42%	9%

51%

■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support

Majority of respondents are supportive with the Town spending money on infrastructure renewal and construction (TOP2: 79%).

However, respondents' opinions are split with how to fund this renewal in infrastructure, with about half supporting the Town increasing property taxes (TOP2: 51%) and the other half and opposing a property tax hike (BTM2: 49%).

Q18. Property taxes in the Town of Aurora in part allow the Town to spend money to renew infrastructure. Infrastructure means assets like roads, bridges, storm sewers, parks, recreation centers, arenas, libraries and other Town facilities. In the future, the Town may need additional funds to maintain Town assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose...
Framework: All respondents.(exc. Don't know)
Sample Size: Shown in chart above; varies for each area

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Priorities in Town

TOP2

Ensuring both new and established communities have appropriate access to Town facilities and services (n=400)
3% | 12% | 62% | 23% — **84%**

Environmental, green space and heritage protection (n=420)
14% | 20% | 47% | 20% — **66%**

Managing growth and potential impacts on current residents and existing neighborhoods (n=417)
15% | 29% | 47% | 8% — **55%**

Ensuring a mix of housing types and options (n=423)
21% | 30% | 39% | 10% — **49%**

■ Very poor ■ Fairly poor ■ Fairly good ■ Very good

Majority of respondents (TOP2: 84%) think that the Town is doing good in ensuring both new and established communities have appropriate access to Town facilities and services (TOP2: 84%)

- Respondents aged 35 to 54 are more likely to think that the Town is doing good in ensuring both new and established communities have appropriate access to Town facilities and services, compared to respondents aged 55 or older (TOP2: 91% vs 82%).

2 in 3 respondents (TOP2: 66%) think that the Town is doing good in terms of environmental, green space and heritage protection as it continues to develop.

1 in 2 respondents (TOP2: 55%) think that the Town is doing good in terms of managing this growth and the potential impacts on current residents and existing neighborhoods.

Around 1 in 2 respondents (TOP2: 49%) think that the Town is doing good in terms of managing this growth and the potential impacts on current residents and existing neighborhoods.

DEMOGRAPHICS

Demographics

Age

Age group	Percentage
18 to 24	10%
25 to 34	13%
35 to 44	16%
45 to 54	19%
55 to 64	17%
65 or older	19%
Prefer not to say	6%

Gender

Gender	Percentage
Male	46%
Female	52%
Prefer not to say	1%

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Demographics

Tenure of Living in Aurora

- Less than one year: **3%**
- 1-5 years: **8%**
- 5 years or more / all my life: **89%**

Home Ownership

- Own: **87%**
- Rent: **11%**
- Prefer not to say: **1%**

Demographics

Household Size

Household Size	Percentage
1	11%
2	25%
3	22%
4	24%
5+	15%
Prefer not to say	2%

First Nations, Métis or Inuk

	Percentage
Yes	2%
No	97%
Prefer not to say	1%

	Percentage
First Nations (North American Indian)	51%
Metis	30%
Inuk (Inuit)	12%
Prefer not to say	7%

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Demographics

EthniTown

Group	Percentage
White	76%
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	4%
Chinese	3%
Black	2%
Latin American	2%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	2%
West Asian (e.g., Iranian, Afghan)	1%
Arab	1%
Korean	1%
Japanese	1%
Prefer not to say	4%

D6c. Please indicate whether you identify as belonging to each of the following groups:
Framework: All respondents.
Sample Size: n=800

Demographics

Employment

Employed full-time	47%
Employed part-time	8%
Self-employed	9%
Student	5%
Unemployed	4%
Retired	24%
Other	1%
Prefer not to say	2%

Worksite

Work from home	21%
Both	35%
Work onsite	43%
Prefer not to say	<1%

Work Location

In Aurora	30%
Outside of Aurora	69%
Prefer not to say	1%

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Demographics

Annual Income

Category	Percentage
Under $40,000	8%
$40,000 to just under $60,000	6%
$60,000 to just under $80,000	8%
$80,000 to just under $100,000	8%
$100,000 to just under $125,000	12%
$125,000 to just under $150,000	7%
$150,000 to just under $200,000	10%
$200,000 and over	12%
Don't Know	4%
Prefer not to say	25%

D8. And lastly, which of the following categories was your total household income before taxes in **2021?**
Framework: All respondents.
Sample Size: n=800

APPENDIX:
Online Results

Methodology

Method: CAWI (Computer Aided Web Interview)

Criteria for Participation: Residents in the Town of Aurora who are 18 years of age or older

Sample Size: n=423

Average Length: 13.4 min

Fieldwork Dates: December 6th, 2022 – January 6th, 2023

Additional Notes:
- CAWI data was collected through an open link hosted on the Town of Aurora's website. The sample from CAWI consists of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all have computer access and an internet connection. Due to this fact, CAWI data is not weighted and is reported separately as it is affected by self-selection bias and cannot be representative of Aurora demographics.
- The questionnaire was available in 7 languages (English, French, Spanish, Simplified Chinese, Russian, Italian, and Farsi) to accommodate a wide variety of residents. The survey was completed in English n=414, French n=1, and Simplified Chinese n=8.

Top of Mind Issues
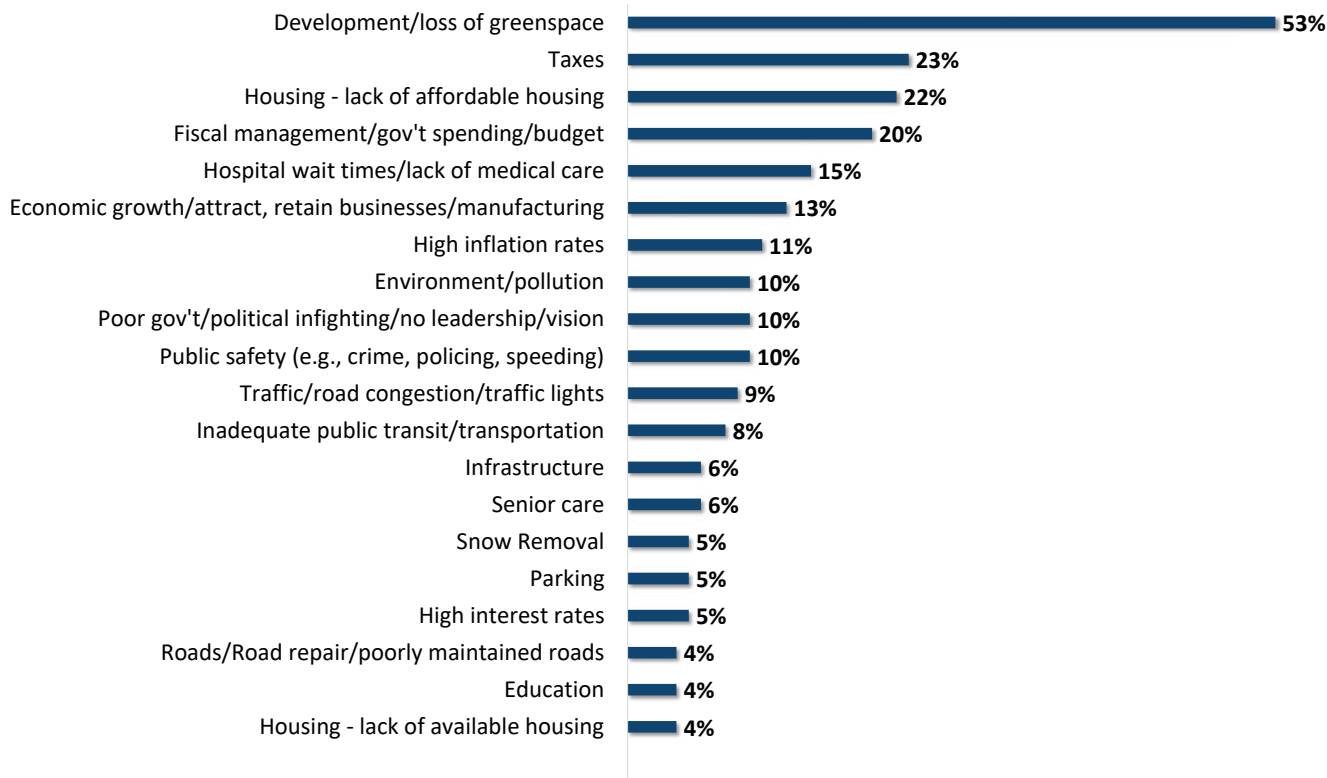
Development/loss of greenspace — 53%
Taxes — 23%
Housing - lack of affordable housing — 22%
Fiscal management/gov't spending/budget — 20%
Hospital wait times/lack of medical care — 15%
Economic growth/attract, retain businesses/manufacturing — 13%
High inflation rates — 11%
Environment/pollution — 10%
Poor gov't/political infighting/no leadership/vision — 10%
Public safety (e.g., crime, policing, speeding) — 10%
Traffic/road congestion/traffic lights — 9%
Inadequate public transit/transportation — 8%
Infrastructure — 6%
Senior care — 6%
Snow Removal — 5%
Parking — 5%
High interest rates — 5%
Roads/Road repair/poorly maintained roads — 4%
Education — 4%
Housing - lack of available housing — 4%

*note: not shown if <3%

Development/loss of greenspace is the most important issue facing the community, with around half (53%) respondents saying so.

Other top of mind issues are taxes (23%) and Housing - lack of affordable housing (22%).

Q1. In your opinion, what is the single most important issue facing the Town of Aurora today? [Multi-mentions accepted, up to 3]
Framework: All respondents.
Sample Size: n=423
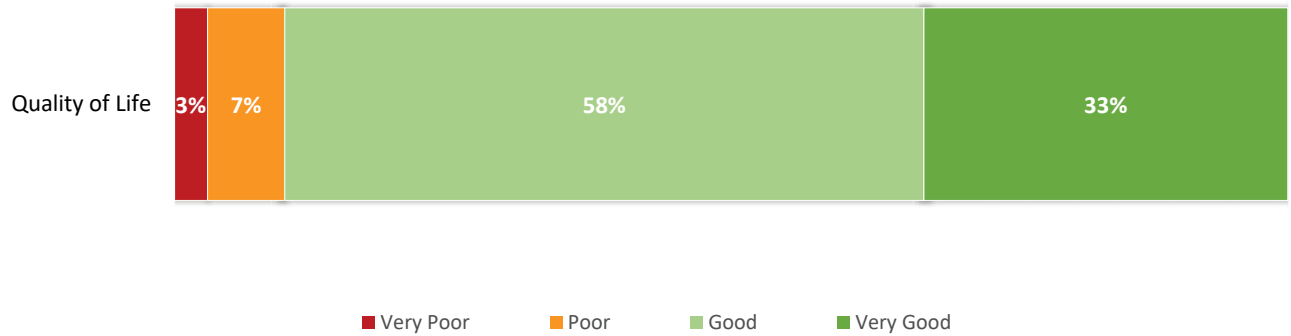
Quality of Life

TOP2

Majority of respondents are positive towards the overall quality of life in the Town of Aurora, with 9 in 10 (TOP2: 90%) rating the quality of life as good or very good.

Quality of Life | 3% | 7% | 58% | 33% | **90%**

■ Very Poor   ■ Poor   ■ Good   ■ Very Good

Q2. How would you rate the overall quality of life in the Town of Aurora today? Would you say it's...
Framework: All respondents (exc. Don't know / Refused)
Sample Size: n=423

Net Promoter Score (NPS) - Methodology

Net Promoter Score = Promoters − Detractors

Detractors	Passives	Promoters
1 - 6	7 - 8	9 -10

Question: *How likely would you be to recommend Aurora as a place to live to a friend or colleague?*
Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Aurora. The NPS was measured by asking residents to rate their likelihood of recommending Aurora as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.

- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Aurora.

- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Aurora.

* Note: The graphics are a visualization of the methodology and not of the actual results

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Recommending the Town of Aurora
Net Promoter Score (NPS) Analysis

A positive NPS of 1 indicates that residents of Aurora are more likely to say they would recommend the Town than they would not.

Detractors	Passives	Promoters
40	**30**	**41**

6%	4%	4%	3%	7%	6%	12%	18%	18%	24%

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

Net Promoter Score = 41 − 40 = 1
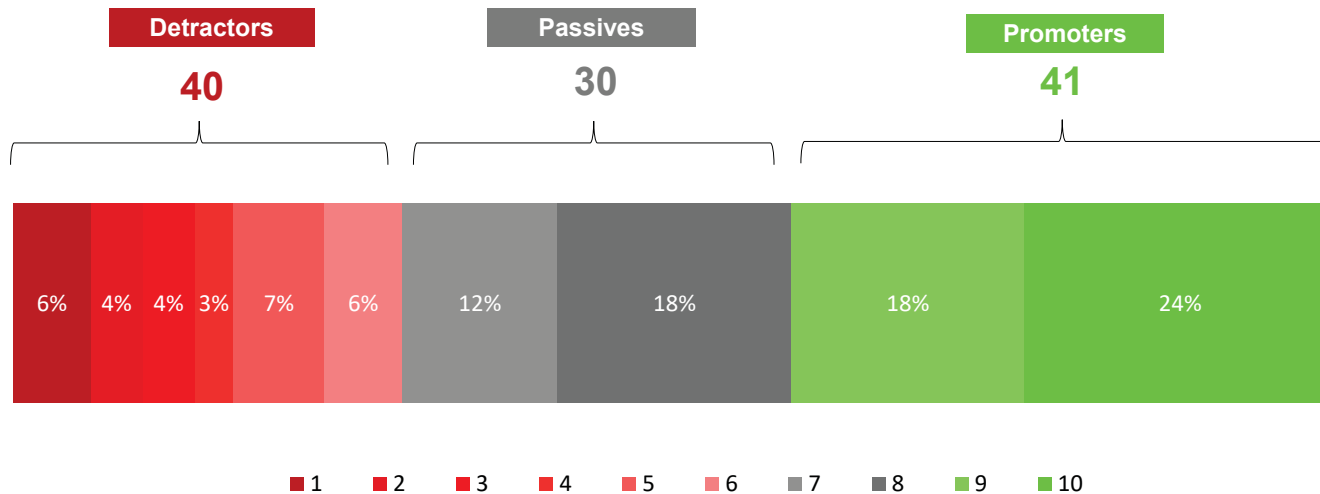
Q3. How likely would you be to recommend Aurora as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Framework: All respondents.
Sample Size: n=423

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Community Belonging and Pride in Aurora

TOP2

I'm proud to live in the Town of Aurora
| 4% | 9% | 38% | 49% |

87%

The Town of Aurora is a welcoming community
| 5% | 11% | 51% | 33% |

85%

I have a strong sense of belonging in the Town of Aurora
| 7% | 15% | 42% | 37% |

78%

■ Strongly Disagree ■ Somewhat Disagree ■ Somewhat Agree ■ Strongly Agree
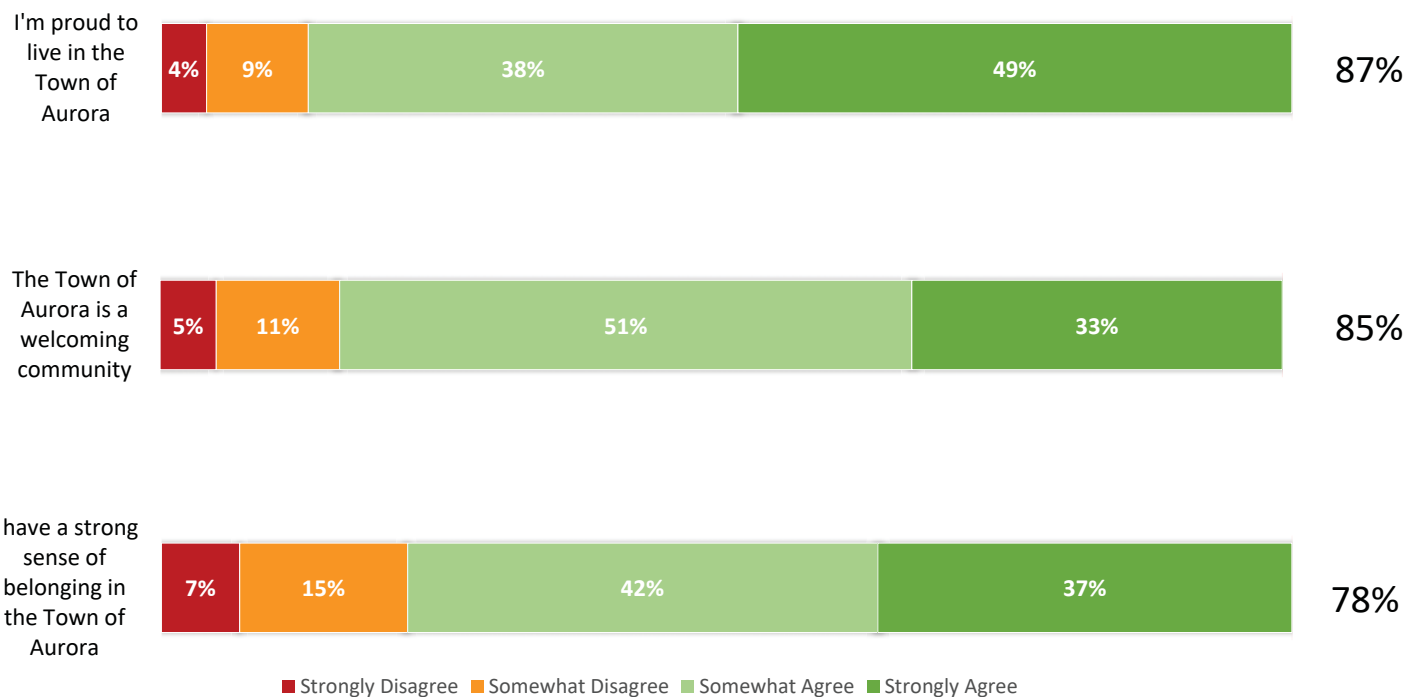
Majority of respondents feel proud to live in the Town of Aurora (TOP2: 87%), think the Town Is a welcoming community (TOP2: 85%) and have a strong sense of belonging in the Town (TOP2: 78%)

Q3A, Q3B, Q3C. Please rate the extent to which you agree or disagree with the following statements.
Framework: All respondents (exc. Don't know)
Sample Size: n=423
Note: These questions were not asked in CATI due to time constraints.

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QUALITY OF SERVICES

Satisfaction with Delivery of Services
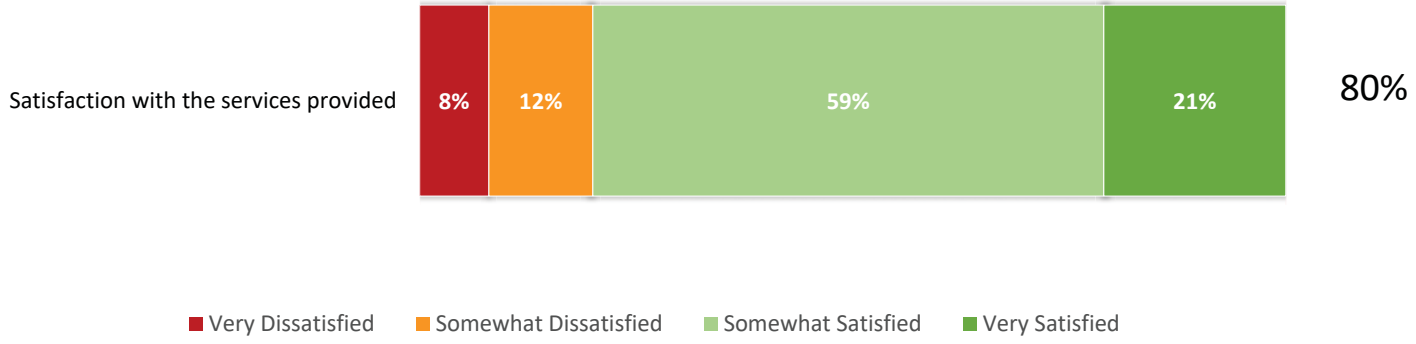
Majority of respondents (TOP2: 80%) are satisfied with the delivery of services provided by the Town of Aurora.

TOP2

Satisfaction with the services provided | 8% | 12% | 59% | 21%

80%

- ■ Very Dissatisfied
- ■ Somewhat Dissatisfied
- ■ Somewhat Satisfied
- ■ Very Satisfied

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Satisfaction of Services Provided

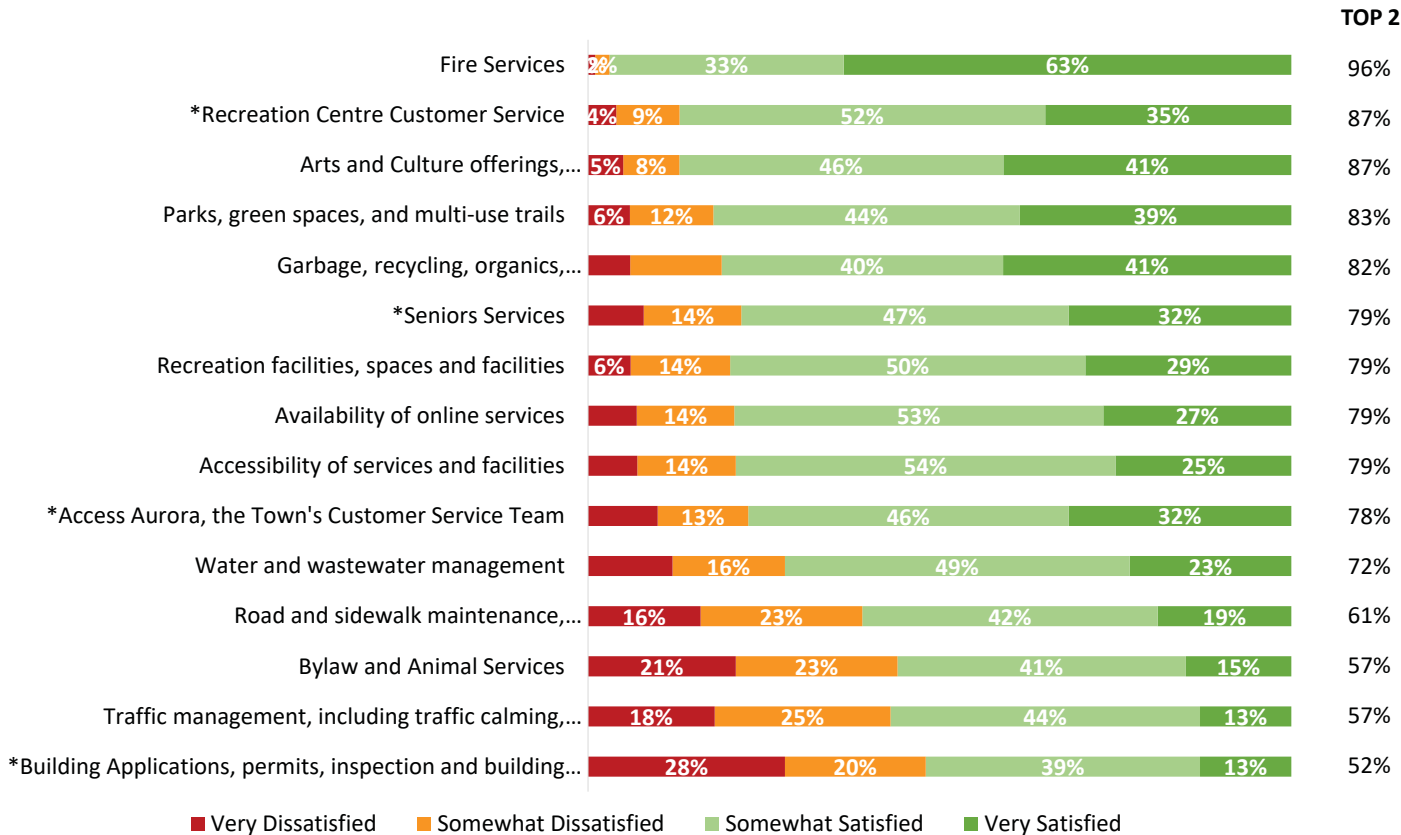| Service					TOP 2
Fire Services	2%	33%		63%	96%
*Recreation Centre Customer Service	4%	9%	52%	35%	87%
Arts and Culture offerings,…	5%	8%	46%	41%	87%
Parks, green spaces, and multi-use trails	6%	12%	44%	39%	83%
Garbage, recycling, organics,…			40%	41%	82%
*Seniors Services		14%	47%	32%	79%
Recreation facilities, spaces and facilities	6%	14%	50%	29%	79%
Availability of online services		14%	53%	27%	79%
Accessibility of services and facilities		14%	54%	25%	79%
*Access Aurora, the Town's Customer Service Team		13%	46%	32%	78%
Water and wastewater management		16%	49%	23%	72%
Road and sidewalk maintenance,…	16%	23%	42%	19%	61%
Bylaw and Animal Services	21%	23%	41%	15%	57%
Traffic management, including traffic calming,…	18%	25%	44%	13%	57%
*Building Applications, permits, inspection and building…	28%	20%	39%	13%	52%

■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Majority of respondents are satisfied with all services provided by the City.
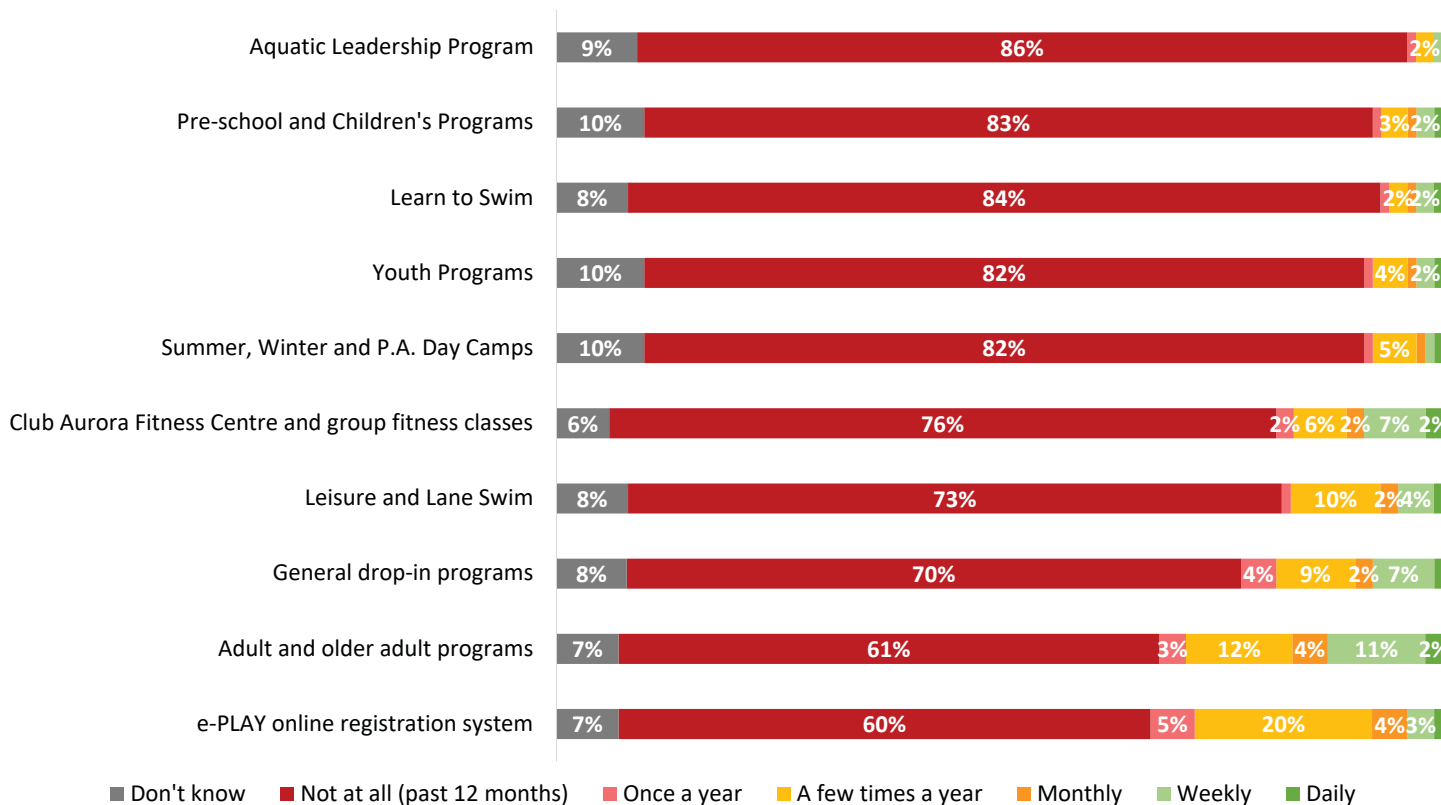
Respondents are most satisfied with fire services (TOP2: 97%), and more than 8 in 10 are satisfied with recreation centre customer service (TOP2: 87%) and arts and culture offerings (TOP2: 87%).

Respondents are less satisfied with building applications, permits, inspection and building requirements (TOP2: 52%), traffic management, including traffic calming, crosswalk signs + street and traffic signs (TOP2: 57%), and bylaw and animal services (TOP2: 57%).

Q5. And using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Aurora on each…
Framework: All respondents (exc. Don't know / Refused)
Sample Size: 423
Note: *Denotes services that were not asked in CATI due to time constraints.

Participation in Town of Aurora's Program

Aquatic Leadership Program — 9% Don't know, 86% Not at all, 2%

Pre-school and Children's Programs — 10% Don't know, 83% Not at all, 3% 2%

Learn to Swim — 8% Don't know, 84% Not at all, 2% 2%

Youth Programs — 10% Don't know, 82% Not at all, 4% 2%

Summer, Winter and P.A. Day Camps — 10% Don't know, 82% Not at all, 5%

Club Aurora Fitness Centre and group fitness classes — 6% Don't know, 76% Not at all, 2% 6% 2% 7% 2%

Leisure and Lane Swim — 8% Don't know, 73% Not at all, 10% 2% 4%

General drop-in programs — 8% Don't know, 70% Not at all, 4% 9% 2% 7%

Adult and older adult programs — 7% Don't know, 61% Not at all, 3% 12% 4% 11% 2%

e-PLAY online registration system — 7% Don't know, 60% Not at all, 5% 20% 4% 3%

Legend: ■ Don't know ■ Not at all (past 12 months) ■ Once a year ■ A few times a year ■ Monthly ■ Weekly ■ Daily

Majority of respondents have not participated in at least one of the listed programs within the past 12 months.
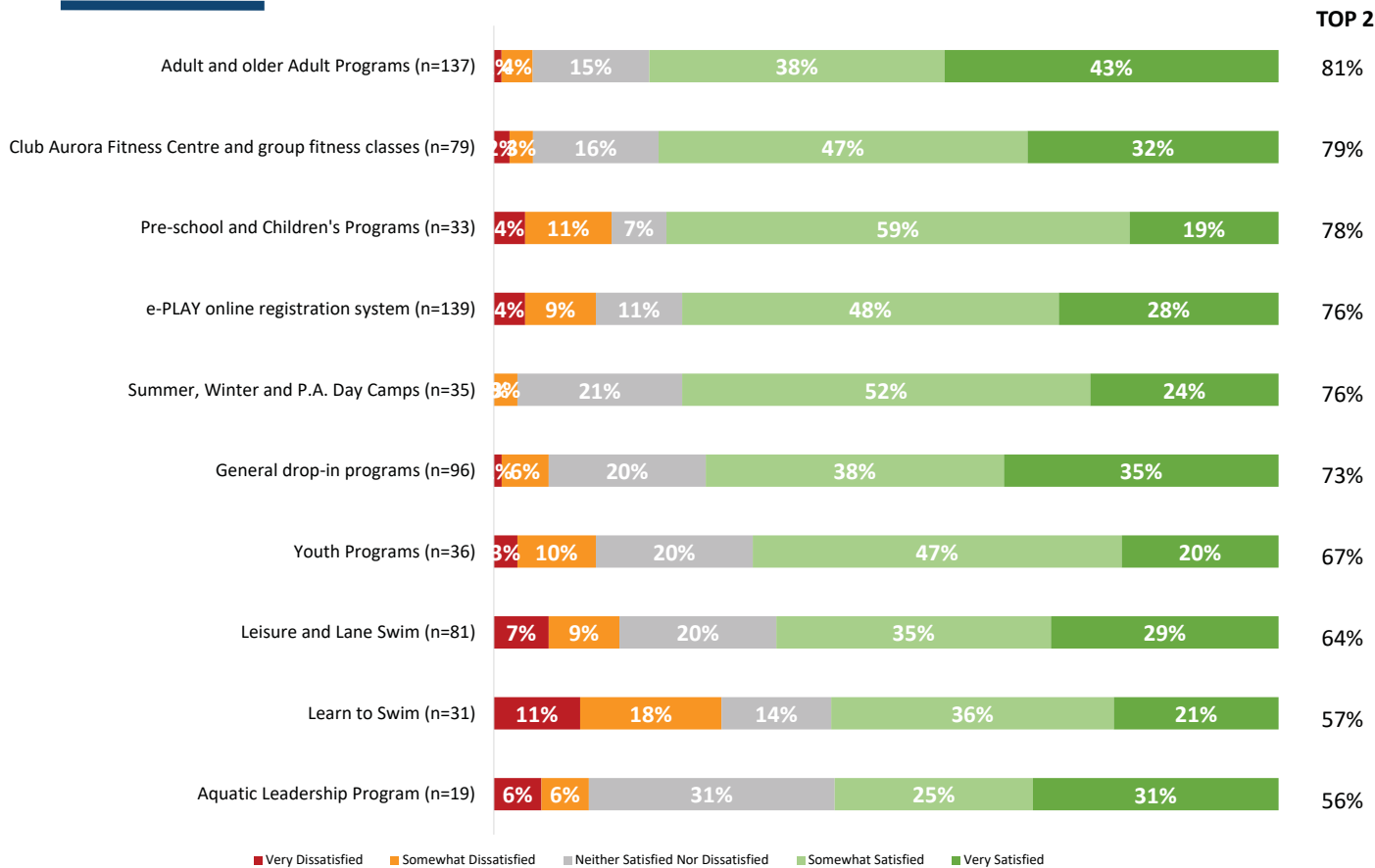
Q6. Please tell us if you participated in the following programs: daily, weekly, monthly, a few times a year, once a year, or not at all in the past 12 months
Framework: All respondents (exc. Refused)
Sample Size: 423
Note: These survey questions were not asked in CATI due to time constraints.

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Satisfaction with Town of Aurora's Programs

TOP 2

Program	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied Nor Dissatisfied	Somewhat Satisfied	Very Satisfied	TOP 2
Adult and older Adult Programs (n=137)		4%	15%	38%	43%	81%
Club Aurora Fitness Centre and group fitness classes (n=79)	2%	3%	16%	47%	32%	79%
Pre-school and Children's Programs (n=33)	4%	11%	7%	59%	19%	78%
e-PLAY online registration system (n=139)	4%	9%	11%	48%	28%	76%
Summer, Winter and P.A. Day Camps (n=35)	3%		21%	52%	24%	76%
General drop-in programs (n=96)		6%	20%	38%	35%	73%
Youth Programs (n=36)	3%	10%	20%	47%	20%	67%
Leisure and Lane Swim (n=81)	7%	9%	20%	35%	29%	64%
Learn to Swim (n=31)	11%	18%	14%	36%	21%	57%
Aquatic Leadership Program (n=19)	6%	6%	31%	25%	31%	56%

Legend: ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Neither Satisfied Nor Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Majority of respondents who attended the program at least once a year are satisfied with all services provided by the City.

Respondents are most satisfied with adult and older adult programs (TOP2: 81%), and more than 7 in 10 are satisfied with Club Aurora Fitness Centre and group fitness classes (TOP2: 79%), pre-school and children's programs (TOP2: 78%), e-PLAY online registration system (TOP2: 76%), summer, winter, and P.A. day camps (TOP2: 76%), and general drop-in programs (TOP2: 73%).

Q7. For each program, please tell us if you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied.
Framework: Respondents who attended a program at least once a year (exc. Don't know / Refused)
Sample Size: Shown in chart above; varies for each program
Note: These survey questions were not asked in CATI due to time constraints.
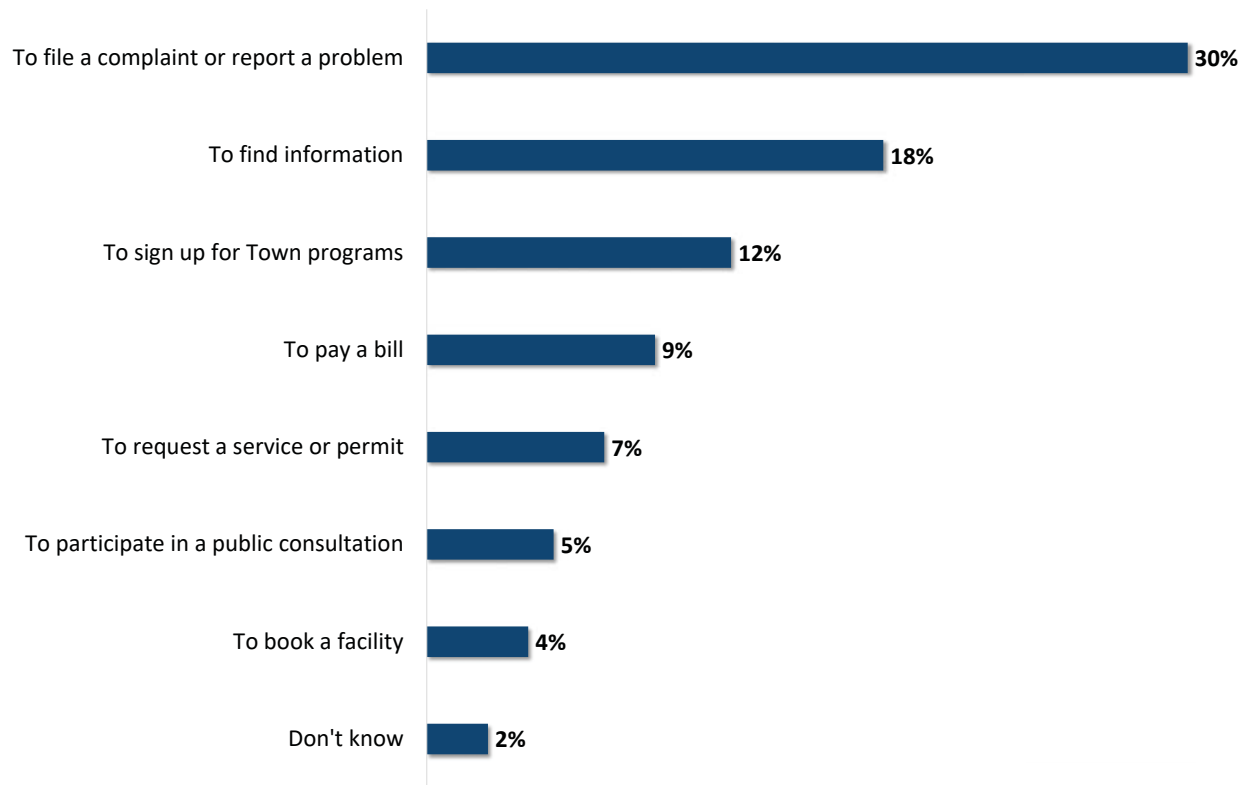
COMMUNICATION WITH THE TOWN

Interaction with the Town in Past 12 Months
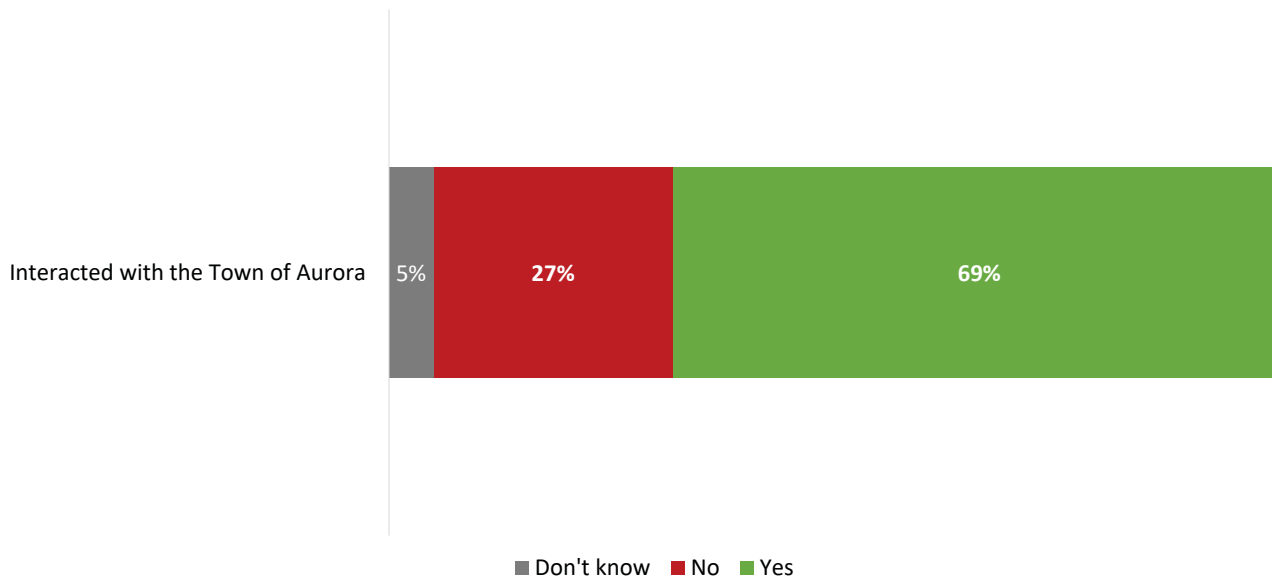
In the last 12 months, about 7 in 10 (69%) respondents have contacted the Town.

Interacted with the Town of Aurora

5%	27%	69%

■ Don't know ■ No ■ Yes

Q8. In the past 12 months, have you interacted with the town of aurora?
Framework: All respondents.
Sample Size: n=423

Reasons for Contacting

To file a complaint or report a problem — **30%**

To find information — **18%**

To sign up for Town programs — **12%**

To pay a bill — **9%**

To request a service or permit — **7%**

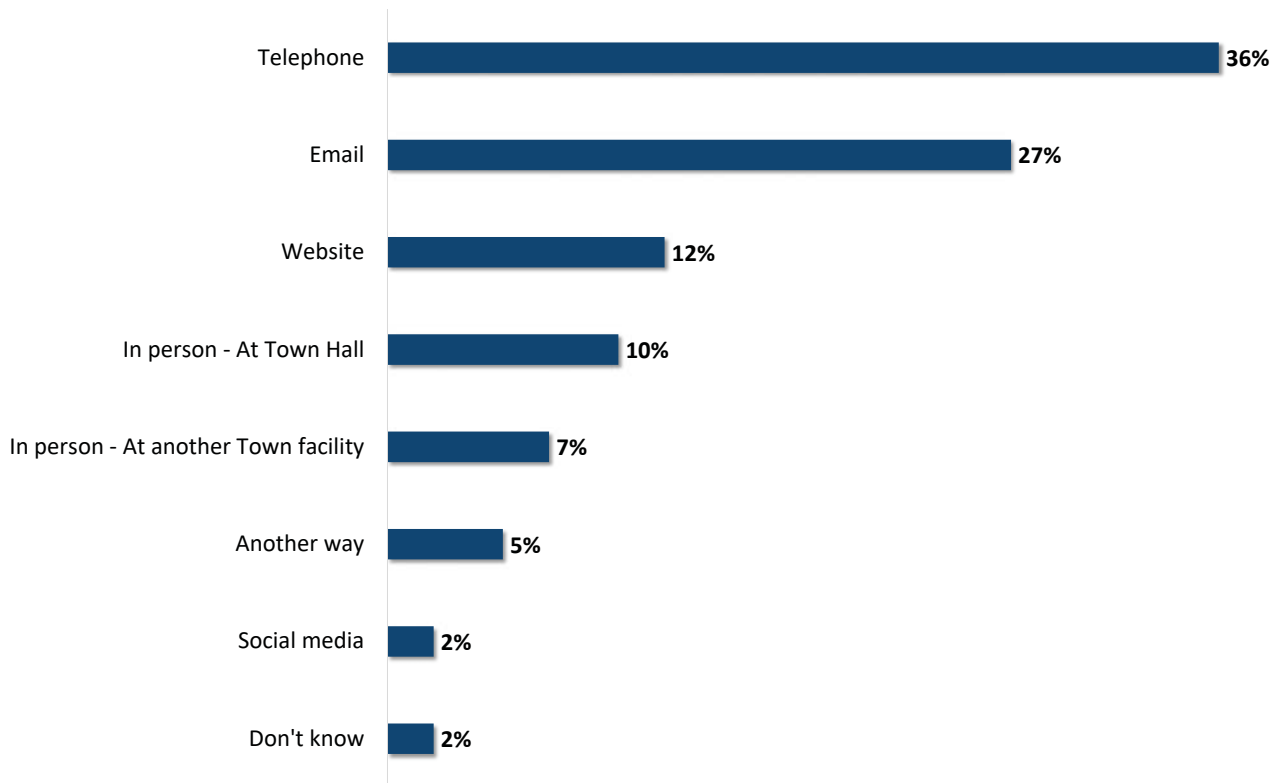To participate in a public consultation — **5%**

To book a facility — **4%**

Don't know — **2%**

Of those who have contacted the Town within the last 12 months, respondents were mostly contacting the Town to file a complaint or report a problem (30%), to find information (18%), or to sign up for town programs (12%).

Q9. What was the primary reason for your most recent interaction with the Town of Aurora?
Framework: Respondents who contacted the city in the last 12 months
**Sample Size**: n=290

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Contacting Methods

Telephone — 36%
Email — 27%
Website — 12%
In person - At Town Hall — 10%
In person - At another Town facility — 7%
Another way — 5%
Social media — 2%
Don't know — 2%

Of those who have contacted the Town within the last 12 months, telephone (36%) is the most popular method for respondents to contact the Town, followed by email (27%) and website (12%).

Q10. And which method did you use for your most recent interaction with the Town of Aurora?
Framework: Respondents who contacted the city in the last 12 months
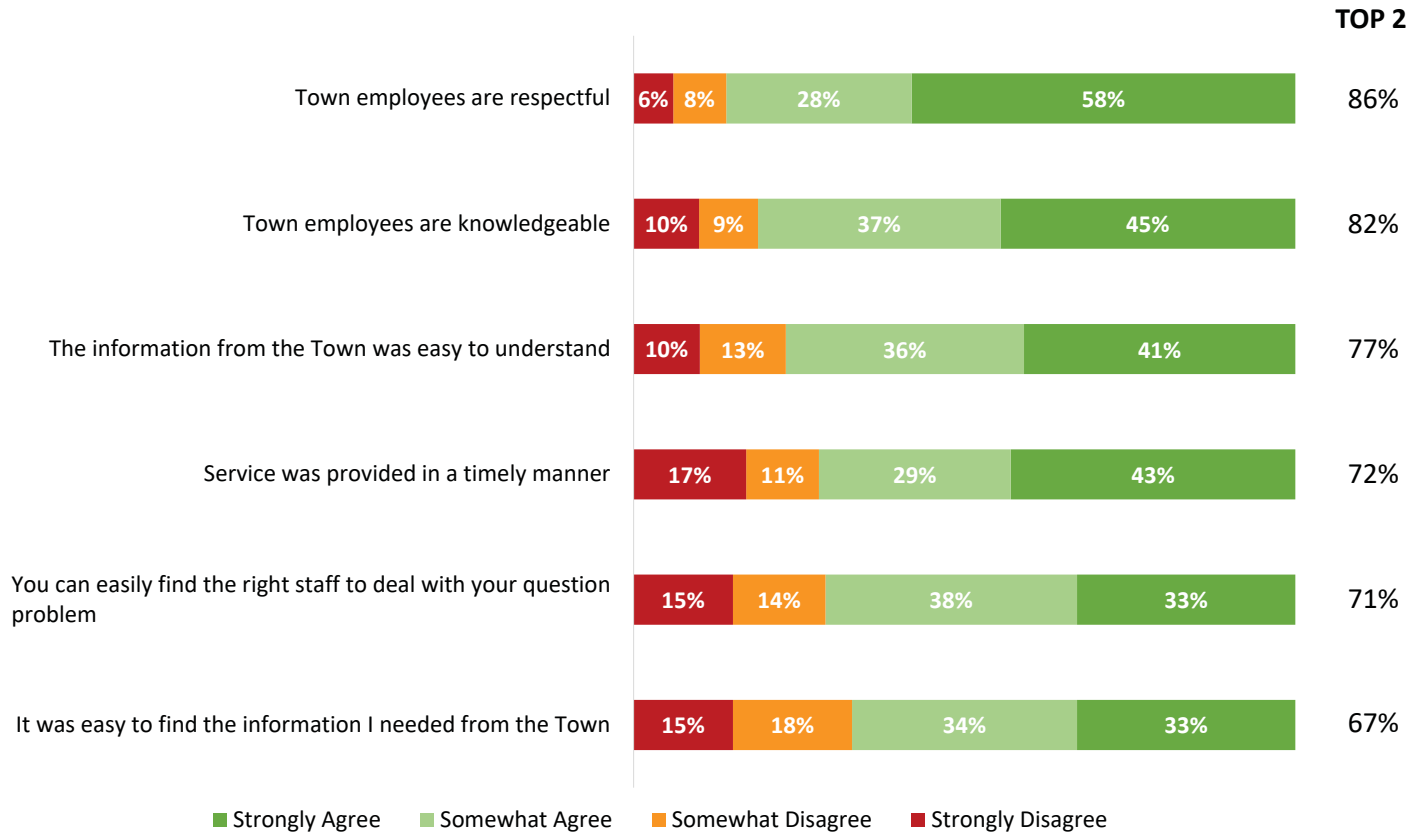**Sample Size**: n=290

Quality of Services
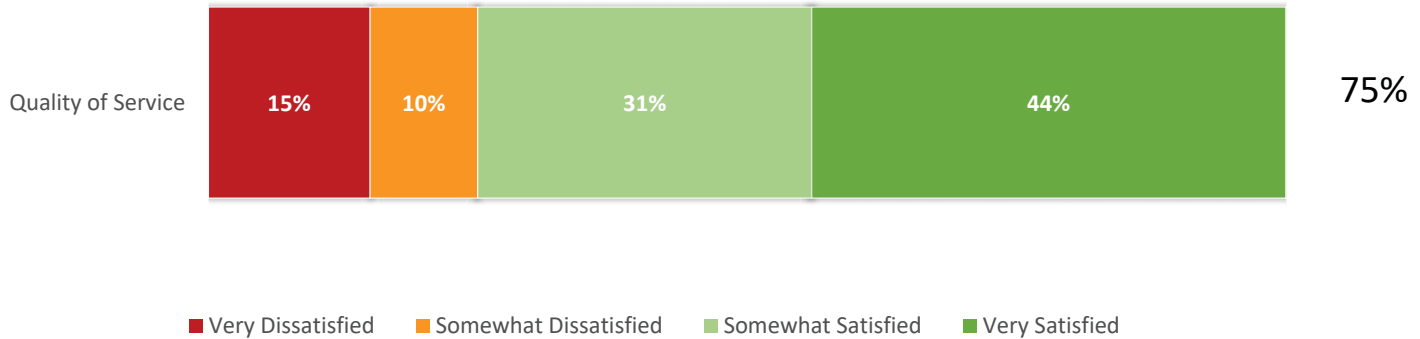
Overall, more than 7 in 10 respondents (TOP2: 75%) feel satisfied with the services they received from their recent interaction with the Town.

TOP2

Quality of Service: 15% | 10% | 31% | 44%

75%

■ Very Dissatisfied   ■ Somewhat Dissatisfied   ■ Somewhat Satisfied   ■ Very Satisfied

Q11. And still thinking about the most recent interaction you had with the Town of Aurora... Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who contacted the city in the last 12 months
Sample Size: n=290

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Interaction with the Town of Aurora

TOP 2

Statement	TOP 2
Town employees are respectful	86%
Town employees are knowledgeable	82%
The information from the Town was easy to understand	77%
Service was provided in a timely manner	72%
You can easily find the right staff to deal with your question problem	71%
It was easy to find the information I needed from the Town	67%

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree

Regarding their most recent interaction with the Town, the majority of respondents had a positive interaction.

More than 8 in 10 respondents agree that employees are respectful (TOP2: 86%) and knowledgeable (TOP2: 82%).

Q11A-F. And still thinking about the most recent interaction you had with the Town of Aurora, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
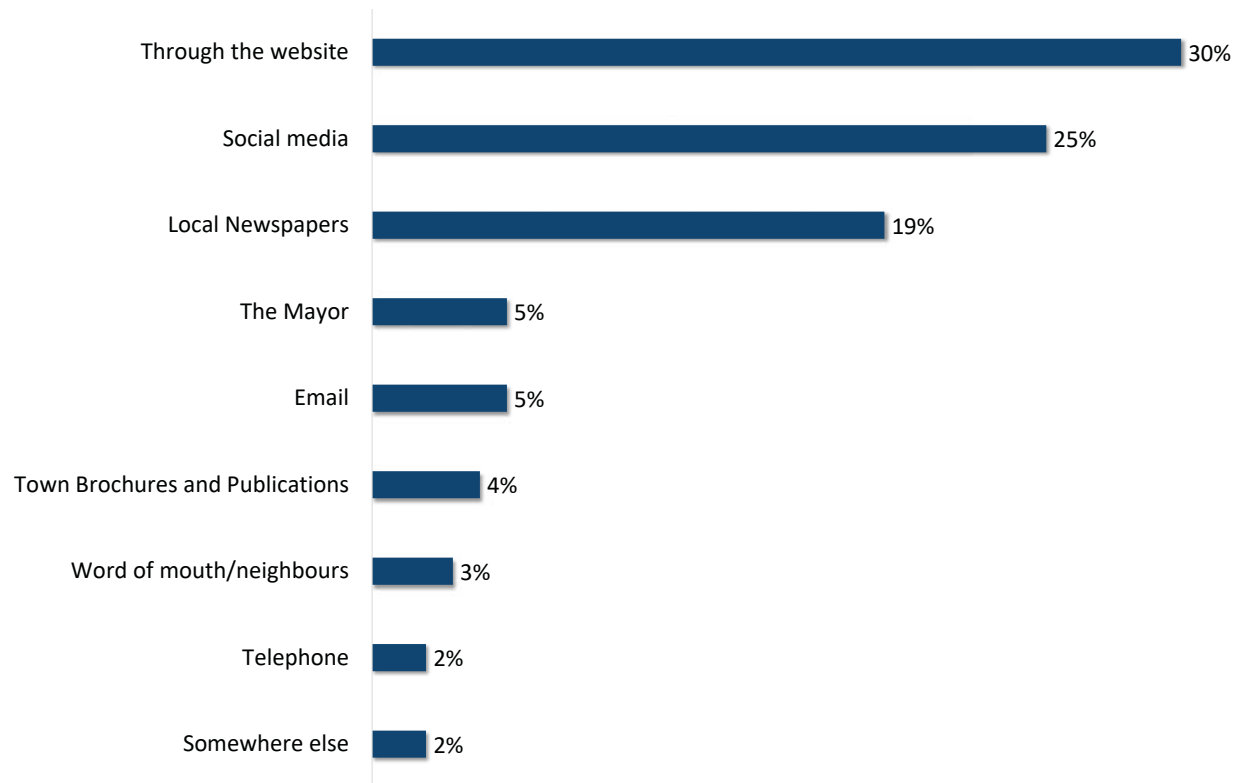**Framework**: Respondents who interacted with the Town of Aurora in the past 12 months (exc. Don't know / Refused)
Sample Size: n=290
**Note**: These questions were not asked in CATI due to time constraints.

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Methods of Finding Information

Through the website — 30%
Social media — 25%
Local Newspapers — 19%
The Mayor — 5%
Email — 5%
Town Brochures and Publications — 4%
Word of mouth/neighbours — 3%
Telephone — 2%
Somewhere else — 2%

*note: not shown if <2%

3 in 10 respondents (30%) have found information about the Town of Aurora through the website.

Other methods respondents used to find information include social media (25%) and local newspapers (19%).
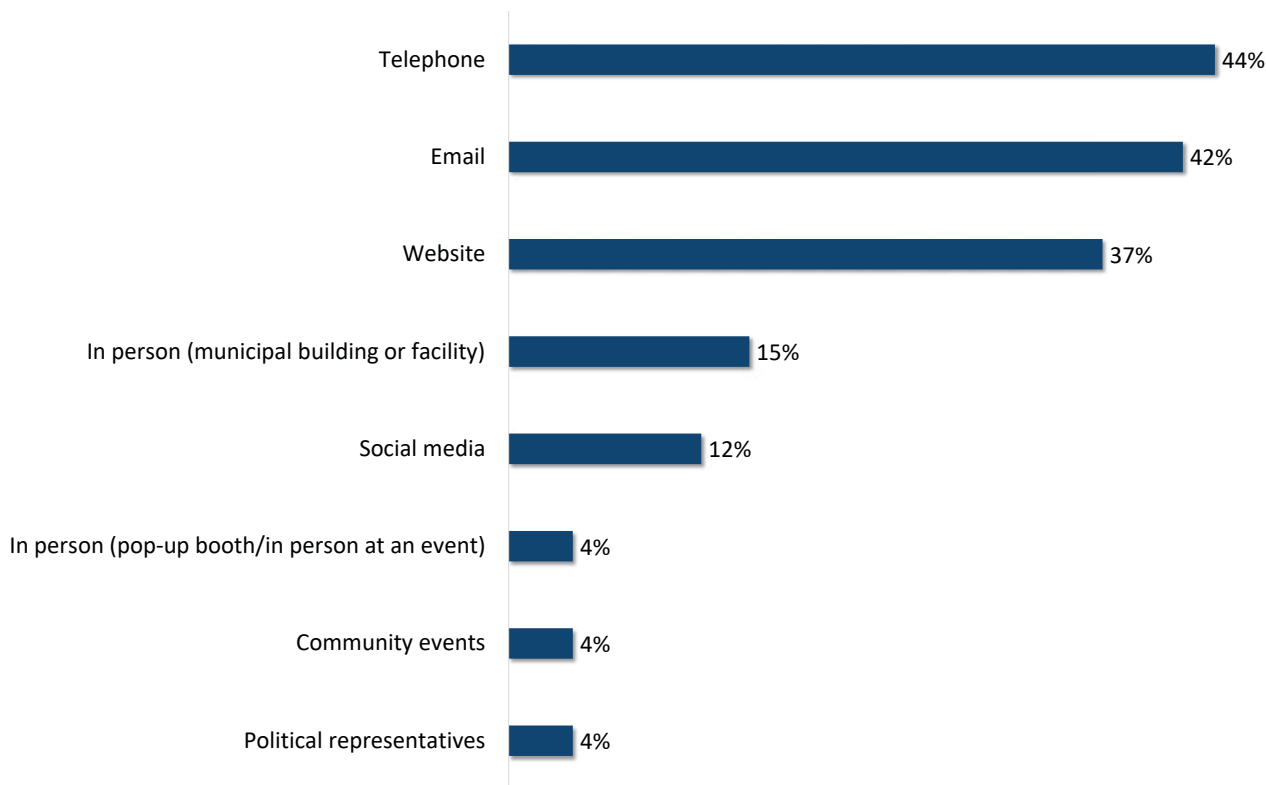
Q12. How do you most often find information about the Town of Aurora?
Framework: All respondents.
Sample Size: n=423

Preferred Methods of Contacting the Town

Telephone — 44%
Email — 42%
Website — 37%
In person (municipal building or facility) — 15%
Social media — 12%
In person (pop-up booth/in person at an event) — 4%
Community events — 4%
Political representatives — 4%

*note: not shown if <2%

When contacting the Town of Aurora for advice, information or to inquire about a service, respondents preferred to do so via telephone (44%), followed by email (42%) and website (37%).

**Q13.** What is your preferred method to contact the Town of Aurora for advice, information or inquire about a service? [Multi-mentions accepted, up to 3]
Framework: All respondents.
Sample Size: n=423

Preferred Methods of Receiving Information

When receiving information from the Town of Aurora, most respondents preferred to do so via email (57%), followed by website (46%), and social media (30%).

Email — 57%
Website — 46%
Social media — 30%
Newspaper — 27%
Telephone — 13%
In person (municipal building or facility) — 10%
Community events — 7%
In person (pop-up booth/in person at an event) — 5%
Political representatives — 4%
Other — 2%

*note: not shown if <2%

Q14. Generally, what is your preferred method of receiving information from the Town of Aurora?
Framework: All respondents.
Sample Size: n=423

Overall Satisfaction with Town Engagement

TOP2

Opportunities to provide feedback

| 13% | 15% | 49% | 22% |

71%
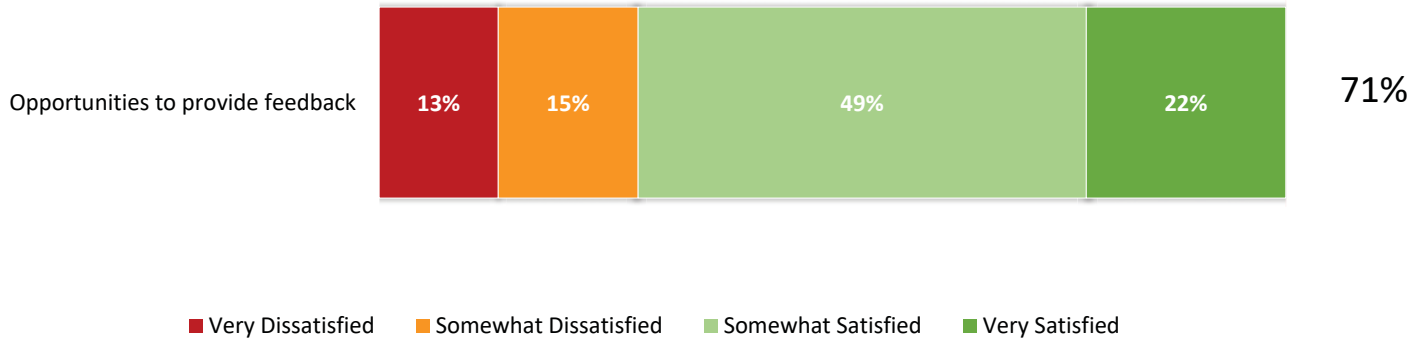
Majority of respondents (TOP2: 71%) are satisfied with the opportunities to engage with the Town in order to provide feedback on programs, services and policies.

■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Q16. How satisfied are you with the opportunities to engage with the Town in order to provide feedback on programs, services and policies? Would you say you are...
Framework: All respondents (exc. Don't know)
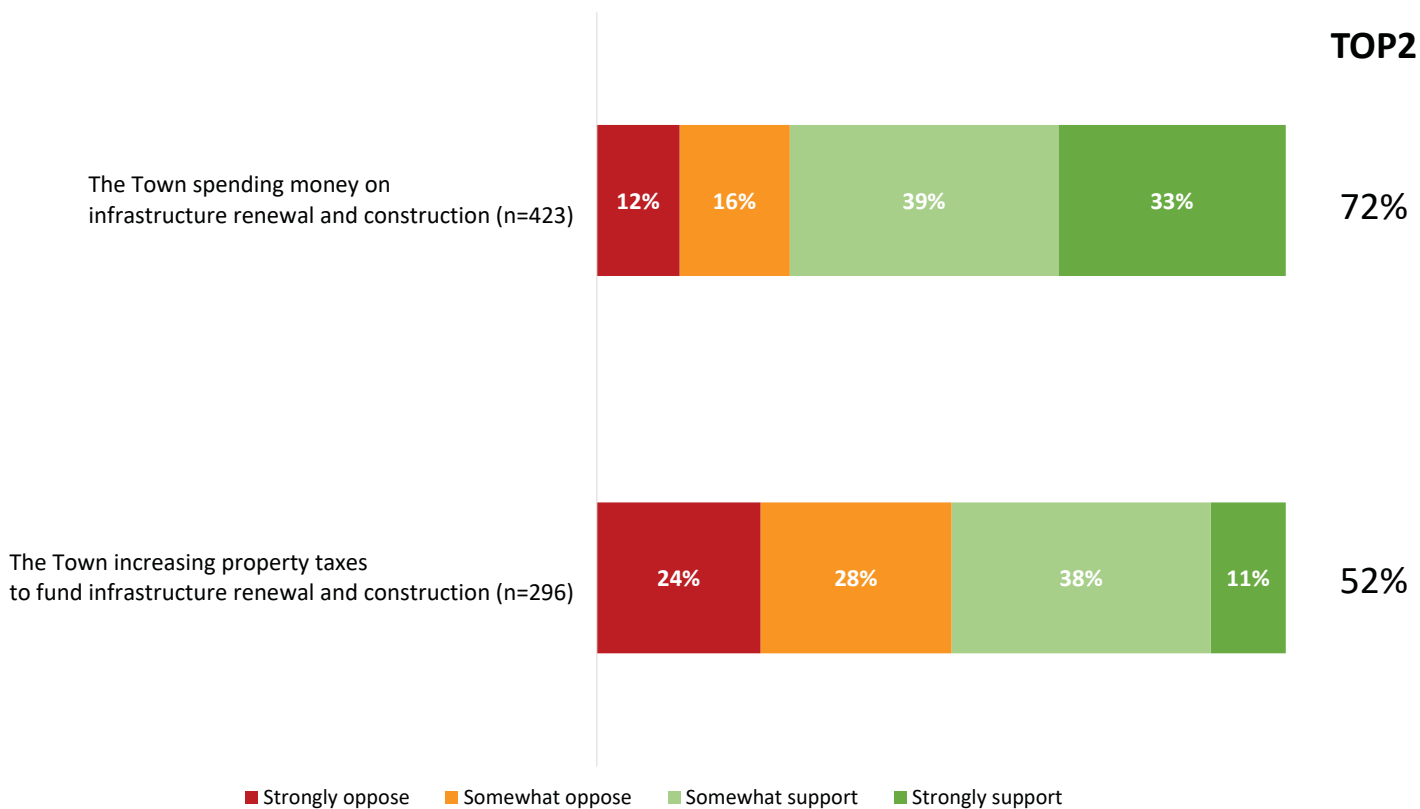**Sample Size**: n=423

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TAXATIONS AND PRIORITIES

Value for Tax Dollars
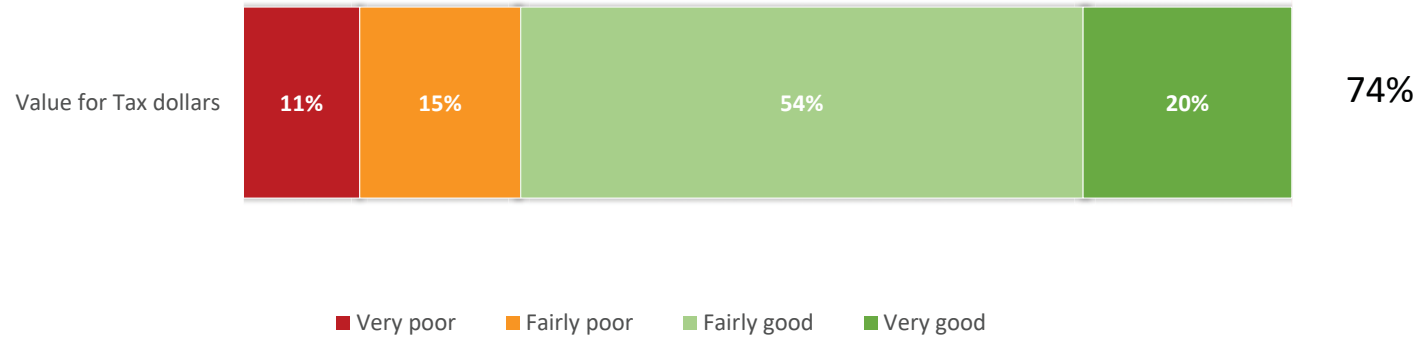
Three-quarters (TOP2: 74%) of respondents think they received an overall good value for their tax dollars.

TOP2

Value for Tax dollars			
11%	15%	54%	20%

74%

■ Very poor   ■ Fairly poor   ■ Fairly good   ■ Very good

Q17. Thinking about the programs and services you receive from the Town of Aurora, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
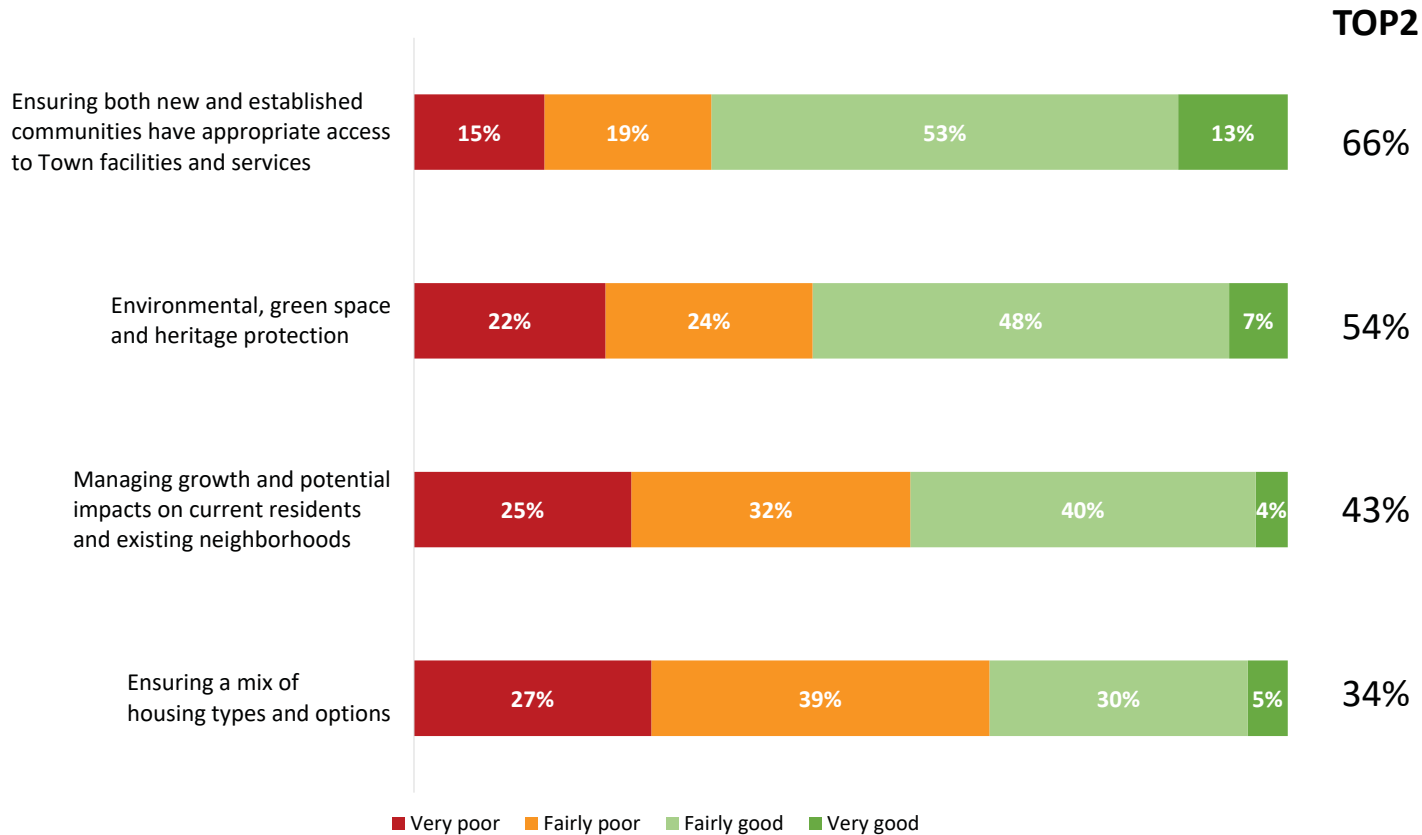**Framework**: All respondents.(exc. Don't know)
Sample Size: n=423

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Balance for Property Taxations and Services

TOP2

The Town spending money on infrastructure renewal and construction (n=423)

12%	16%	39%	33%

72%

The Town increasing property taxes to fund infrastructure renewal and construction (n=296)

24%	28%	38%	11%

52%

■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support

Majority of respondents are supportive with the Town spending money on infrastructure renewal and construction (TOP2: 72%). However, respondents are split with the Town increasing property taxes to fund infrastructure renewal and construction, with about half in support of this (TOP2: 52%) and half in opposition (TOP2: 48%).

Q18. Property taxes in the Town of Aurora in part allow the Town to spend money to renew infrastructure. Infrastructure means assets like roads, bridges, storm sewers, parks, recreation centers, arenas, libraries and other Town facilities. In the future, the Town may need additional funds to maintain Town assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose...
Framework: All respondents.(exc. Don't know)
Sample Size: Shown in chart above; varies for each area

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Priorities in Town

TOP2

Ensuring both new and established communities have appropriate access to Town facilities and services

| 15% | 19% | 53% | 13% |

66%

Environmental, green space and heritage protection

| 22% | 24% | 48% | 7% |

54%

Managing growth and potential impacts on current residents and existing neighborhoods

| 25% | 32% | 40% | 4% |

43%

Ensuring a mix of housing types and options

| 27% | 39% | 30% | 5% |

34%

■ Very poor ■ Fairly poor ■ Fairly good ■ Very good

Two-thirds of respondents (TOP2: 66%) think that the Town is doing good in ensuring both new and established communities have appropriate access to Town facilities and services.

Over half (TOP2: 54%) think that the Town is doing good in terms of environmental, green space and heritage protection as it continues to develop.

Around 4 in 10 (TOP2: 43%) think that the Town is doing good in terms of managing this growth and the potential impacts on current residents and existing neighborhoods.

About a third (TOP2: 34%) think that the Town is doing good in terms of managing this growth and the potential impacts on current residents and existing neighborhoods.

Q19. Aurora's population is expected to grow by nearly 20,000 people in the next two decades, meaning that ongoing development is a necessity in the Town in order to provide new residents with housing. How would you say that the Town is doing in terms of managing this growth and the potential impacts on current residents and existing neighborhoods? / **Q20.** And using the same scale, how would you say the Town is doing in ensuring there is a mix of housing types and options to support diverse populations and various income levels? / **Q21.** How would you say the Town is doing in terms of environmental, green space and heritage protection as it continues to develop? / **Q23.** How would you say the Town is doing in ensuring both new and established communities have appropriate access to Town facilities and services?
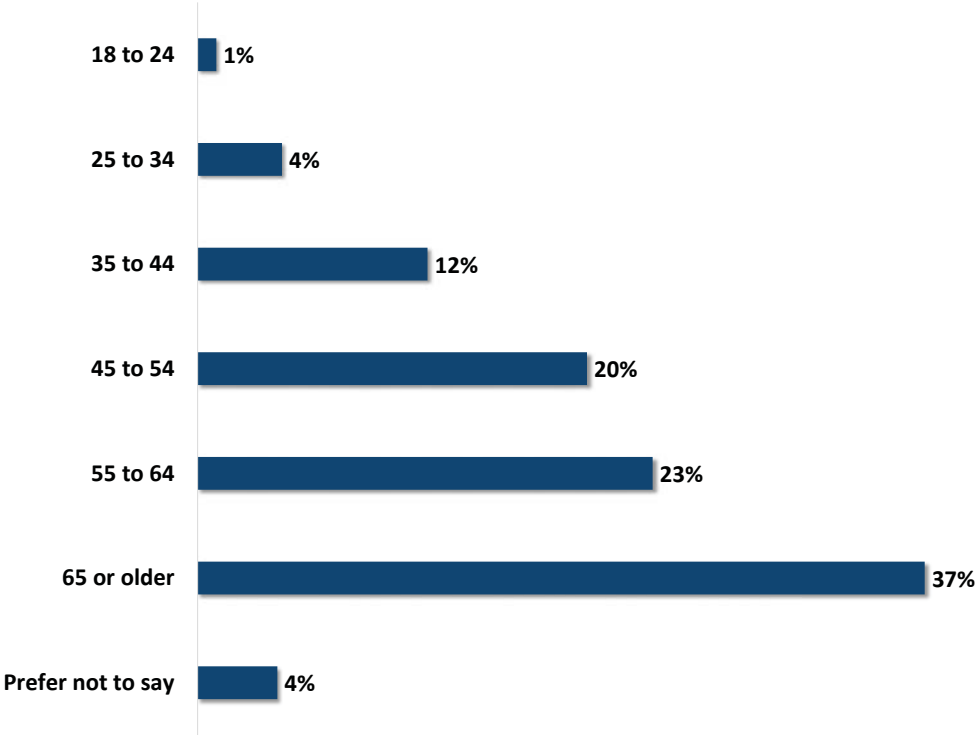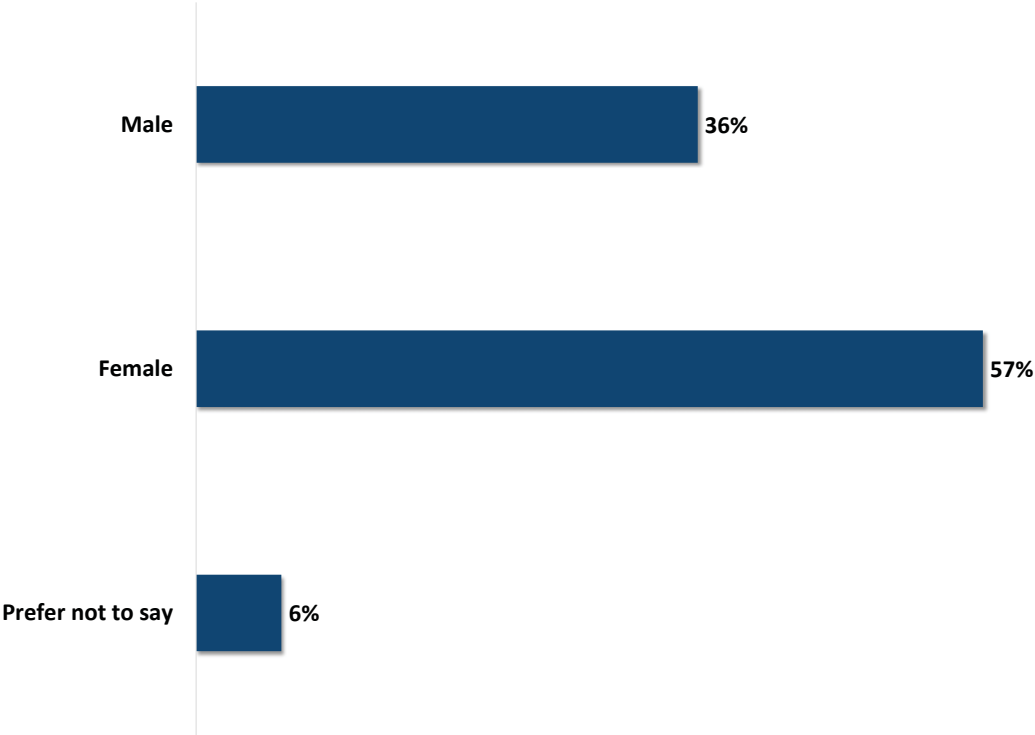**Framework**: All respondents.(exc. Don't know)
Sample Size: 423

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72

DEMOGRAPHICS

Demographics

Age

- 18 to 24: 1%
- 25 to 34: 4%
- 35 to 44: 12%
- 45 to 54: 20%
- 55 to 64: 23%
- 65 or older: 37%
- Prefer not to say: 4%

Gender

- Male: 36%
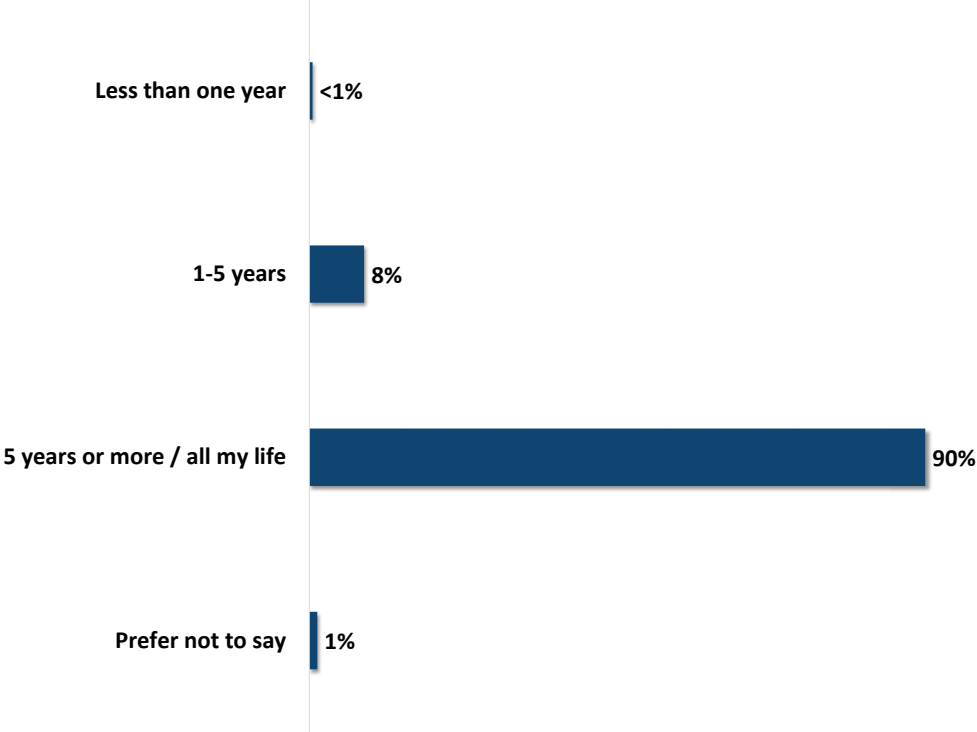- Female: 57%
- Prefer not to say: 6%

D1: How old are you? / **D2.** What is your gender identity?
Framework: All respondents.
Sample Size: n=423
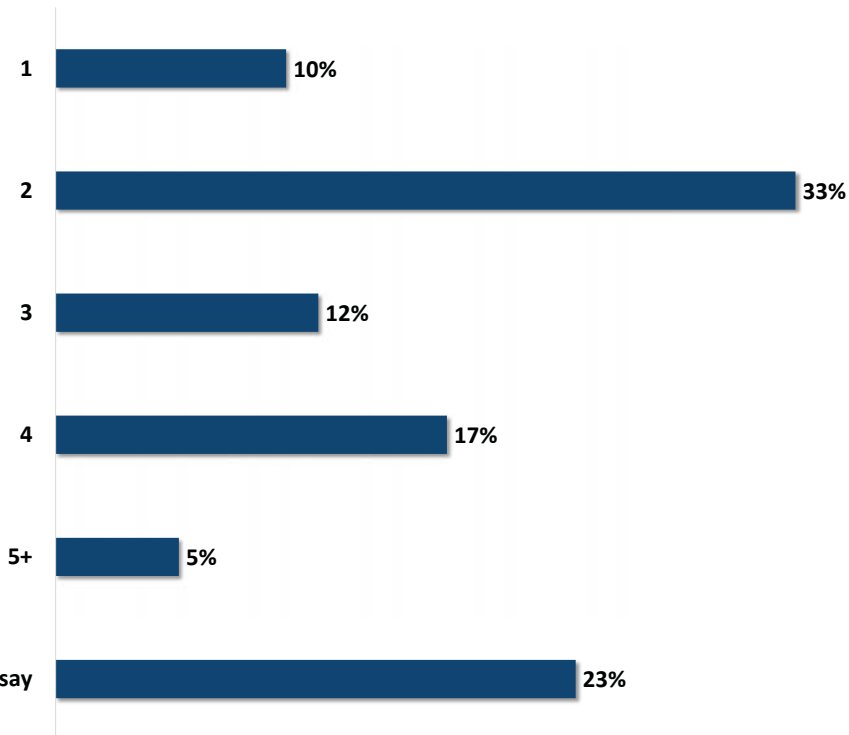
Demographics

Tenure of Living in Aurora

- Less than one year: <1%
- 1-5 years: 8%
- 5 years or more / all my life: 90%
- Prefer not to say: 1%

Home Ownership

- Own: 92%
- Rent: 5%
- Prefer not to say: 2%
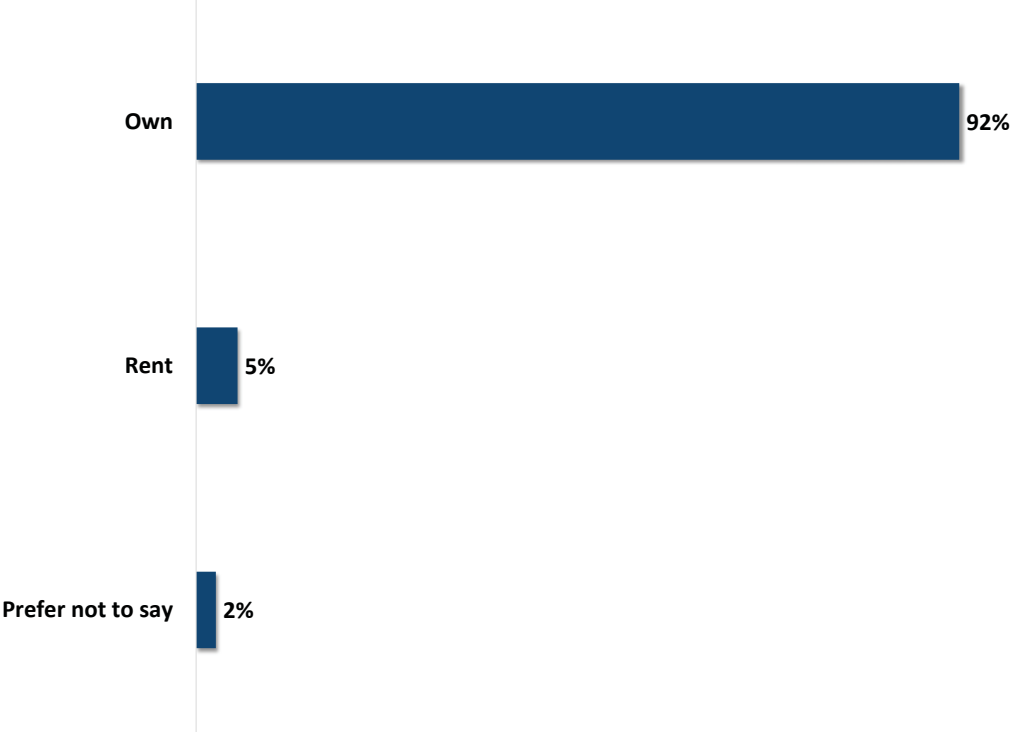
D3. How long have you lived in Aurora? / **D4.** Do you (or does a member of your household) own or rent your home?
Framework: All respondents.
Sample Size: n=423

Demographics

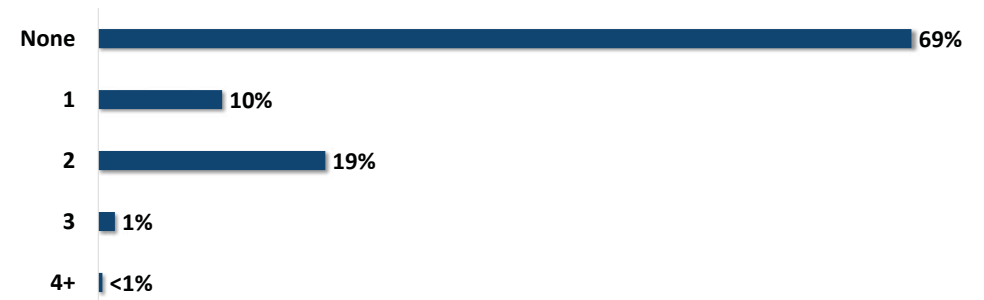**For households with 2 or more people...**

Household Size

1	10%
2	33%
3	12%
4	17%
5+	5%
Prefer not to say	23%

How many adults?

1	1%
2	71%
3	14%
4	10%
5+	3%

How many children (<18)?

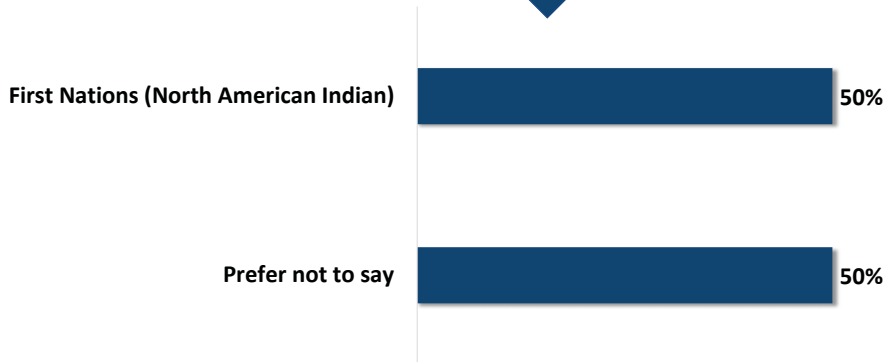|	
None	69%
1	10%
2	19%
3	1%
4+	<1%

D5. How many adults and children (under the age of 18) are in your household, including yourself? / **D5a.** How many adults for households with 2 or more people? / **D5b.** How many children for households with 2 or more people?
Framework: D5: All respondents / D5a/D5b: Households with 2 or more people
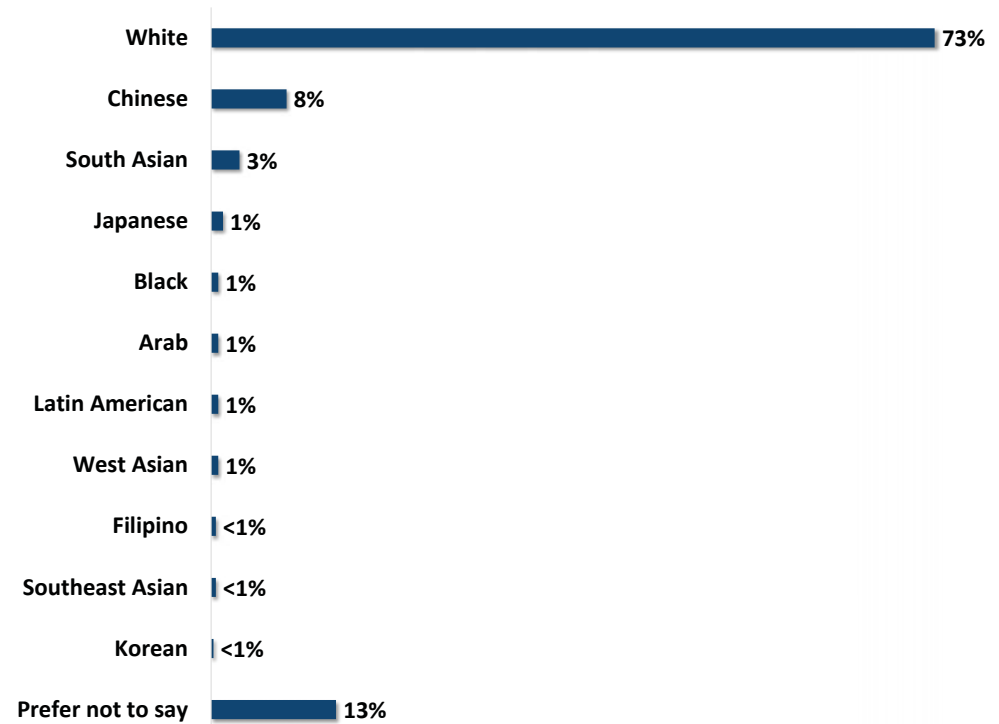**Sample Size**: n=423 / n=287

Demographics

First Nations, Métis or Inuk

- Yes: <1%
- No: 95%
- Prefer not to say: 5%

Of those who said yes...

- First Nations (North American Indian): 50%
- Prefer not to say: 50%

Ethnicity

- White: 73%
- Chinese: 8%
- South Asian: 3%
- Japanese: 1%
- Black: 1%
- Arab: 1%
- Latin American: 1%
- West Asian: 1%
- Filipino: <1%
- Southeast Asian: <1%
- Korean: <1%
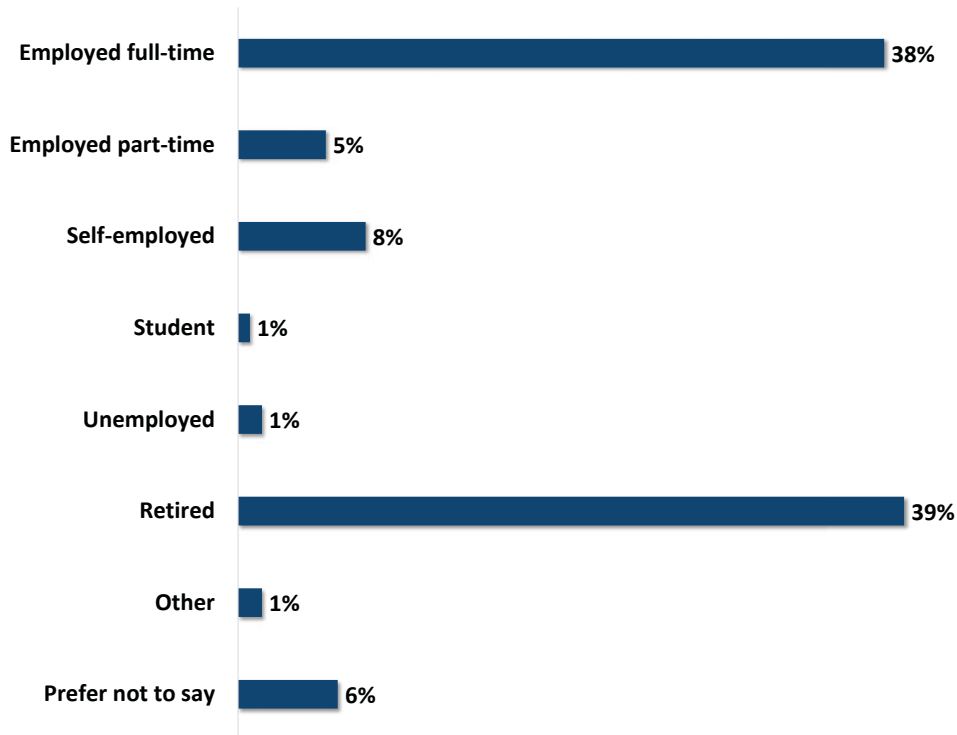- Prefer not to say: 13%

D6a. Do you identify as, First Nations, Métis or Inuk (Inuit)? / **D6b.** Which do you identify as? / **D6c.** Please indicate whether you identify as belonging to each of the following groups:
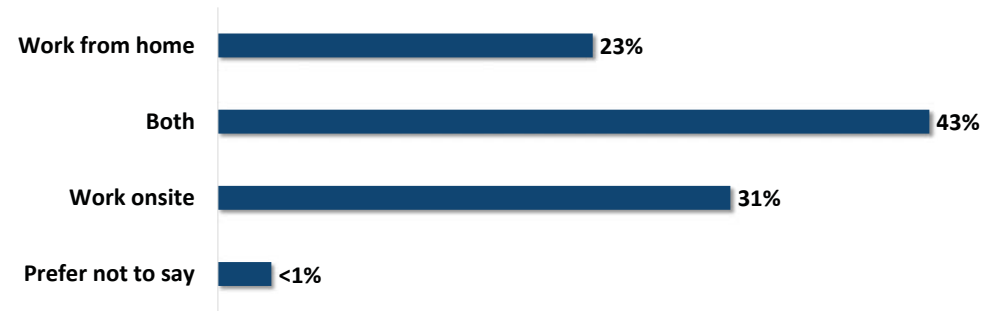**Framework**: All respondents.
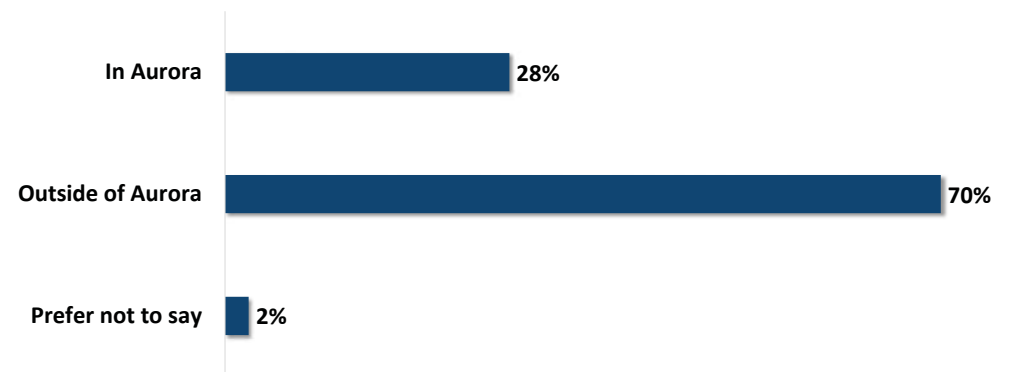**Sample Size**: n=423 / n=2 / n=421

Demographics

Employment

- Employed full-time — **38%**
- Employed part-time — **5%**
- Self-employed — **8%**
- Student — **1%**
- Unemployed — **1%**
- Retired — **39%**
- Other — **1%**
- Prefer not to say — **6%**

Worksite

- Work from home — **23%**
- Both — **43%**
- Work onsite — **31%**
- Prefer not to say — **<1%**

Work Location

- In Aurora — **28%**
- Outside of Aurora — **70%**
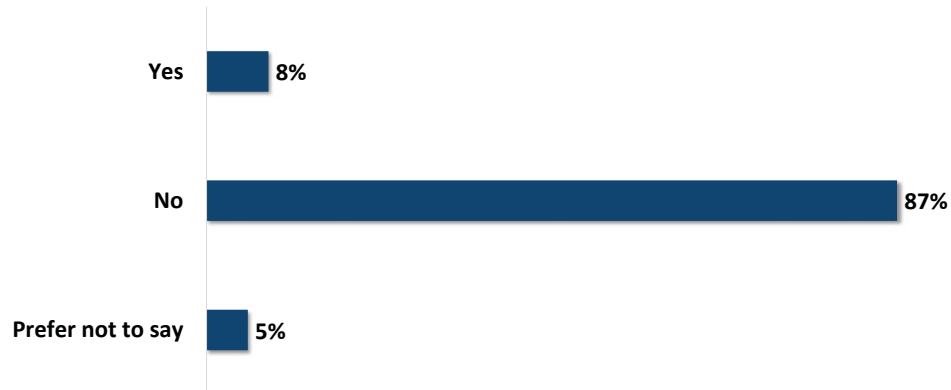- Prefer not to say — **2%**

D7a. What is your current primary employment status? / **D7b.** Do you work from home, at your place of work, or a mix of both? / **D7c.** And is the company you work for in Aurora or outside of Aurora?
Framework: D7a: All respondents / D7b/D7c: Currently employed respondents
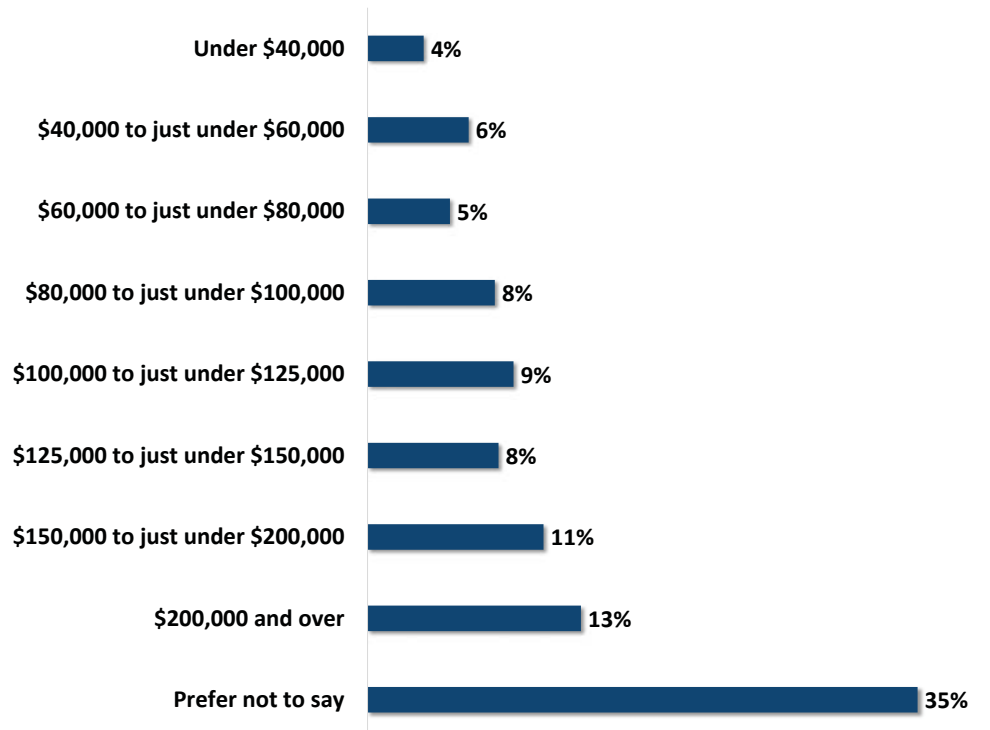**Sample Size**: n=423 / n=216

Demographics

Business Ownership

Yes	8%
No	87%
Prefer not to say	5%

Annual Income

Under $40,000	4%
$40,000 to just under $60,000	6%
$60,000 to just under $80,000	5%
$80,000 to just under $100,000	8%
$100,000 to just under $125,000	9%
$125,000 to just under $150,000	8%
$150,000 to just under $200,000	11%
$200,000 and over	13%
Prefer not to say	35%

D7d. Do you own a business in Aurora? **D8.** And lastly, which of the following categories was your total household income before taxes in **2021?**
Framework: All respondents.
Sample Size: n=423