



TOWN OF ROTHESAY

2026 Citizen Survey

What We Heard

July 24, 2026

Draft Report — for staff review

Prepared by



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1.0 Background and Methodology

As the Town of Rothesay enters a new chapter, the Town undertook a community-wide survey to understand residents' priorities, concerns, and aspirations. The feedback gathered will directly inform the municipal government and newly elected leaders as they carry out their strategic plan for the years ahead. The Town of Rothesay engaged Thinkwell Research to conduct the survey and report on its findings.

The broad objectives of this research were to:

- Identify the issues residents consider most important facing Rothesay today;
- Measure perceived quality of life and satisfaction with the Town's municipal government;
- Establish residents' priorities among competing municipal initiatives and services;
- Assess the perceived condition of municipal services and amenities;
- Gauge residents' vision for the future growth of the community;
- Understand housing intentions and preferences;
- Evaluate how residents receive Town information, and how they prefer to; and
- Measure familiarity with, and support for, the Rothesay Intergenerational Community Complex (RICC) project.

Methodology

In early June 2026, an invitation letter was mailed to all 4,023 households in the Town of Rothesay. Each letter contained a QR code and unique PIN providing access to the online survey, hosted on the Voxco platform. To ensure a consistent selection method, the adult (18+) in each household who most recently had a birthday was asked to complete the survey, with one response per household. Paper copies were available at Town Hall for residents who preferred not to respond online, and the Town promoted the survey through its social media channels. Respondents could enter a draw for a \$50 gift card to a local business.

Data were collected from June 4 to July 13, 2026; the original June 26 deadline was extended to maximize participation. A total of 584 residents fully completed the survey, and a further 47 partial responses (answering through at least Q3) were retained in the findings, for a total of 631 responses, or a household participation rate of 15.7%. Twenty-one surveys were completed on paper and entered into the survey platform by Thinkwell; the remainder were completed online. Bases vary by question throughout this report, as partial responses are included and not all respondents answered every question. A probability sample of 631 would be expected to yield a maximum margin of error of plus or minus 3.9 percentage points, 19 times out of 20.

This survey was conducted by Thinkwell Research in accordance with the Canadian Research Insights Council (CRIC) Standards. Responses are anonymous and reported in aggregate form only.

Representativeness and Weighting

Respondent demographics were compared against the Statistics Canada 2021 Census profile for the Town of Rothesay. The achieved sample was well balanced by gender but, as is typical of municipal surveys, skewed older than the adult population: residents aged 18–34 made up 9% of respondents versus roughly 23% of Rothesay adults, while those aged 55–74 were over-represented (44% versus roughly 34%).

Table 1 — Achieved sample vs. 2021 Census profile of Rothesay adults

	Sample (unweighted)	2021 Census (adults 18+)
18–34 years	9%	23%
35–54 years	34%	32%
55–74 years	44%	34%
75+ years	13%	11%
Men	50%	48%
Women	50%	52%

Note: sample percentages are calculated among respondents who provided a valid age or gender (i.e., excluding “prefer not to say” responses) so they can be compared directly with the census distributions, and are rounded to whole numbers.

To correct the age imbalance, survey data were weighted by age to the census distribution of Rothesay adults. Weights range from 0.79 to 2.42; respondents who did not provide their age carry a weight of 1.0. All percentages in this report are weighted unless noted; bases (n) are unweighted.

Respondents are also overwhelmingly homeowners (97%), and about half (51%) have lived in Rothesay for 20 years or longer. Renters are under-represented relative to the community. The census records 18.7% of Rothesay dwellings as apartments, and no weighting adjustment can fully compensate for this. Results should be read as primarily reflecting the views of established homeowner households.

Percentage totals in this report may not always add up to 100 due to rounding. A copy of the questionnaire is appended.

2.0 Key Findings

1. Quality of life in Rothesay is rated exceptionally high, and residents are broadly satisfied with their municipal government.

Fully 95% of residents rate the overall quality of life in Rothesay as excellent (45%) or good (50%). Among those expressing an opinion, 89% are completely (11%) or mostly (78%) satisfied with the overall performance of the Town's municipal government.

2. Growth pressure dominates the issue agenda.

The three most common top-of-mind issues — overdevelopment and growth management (17%), traffic congestion and road safety (17%), and property taxes and affordability (15%) — all connect to the pace and cost of growth. Housing affordability and options (8%) and active transportation (7%) follow.

3. Residents' preferred future is controlled, managed growth.

On a 0–10 scale from preserving Rothesay's current character to strategic growth, the average response is 4.4. Half of residents (51%) place themselves in the middle of the scale (4–6, including 37% selecting exactly 5, "controlled growth"), 29% lean toward preserving the status quo (0–3), 19% favour more significant growth (7–10), and 2% are unsure.

4. Trails, recreation, and the RICC top the priority list; expanded housing options rank last.

Ranked by personal importance among seven Town priorities, improving the trail network and walkability (58% top-3), increasing recreational opportunities (52%), and completing the RICC (51%) lead. Increasing housing options ranks last (29% top-3), consistent with residents' preference for measured growth.

5. Core services are valued and rated well, but affordable housing availability stands out as the weakest-rated item.

Protective and emergency services and street/road/sidewalk maintenance are the most important services to households, and most services are rated good or excellent by roughly two-thirds of residents or more. Street, road and sidewalk maintenance receives the lowest condition rating among high-importance services (66% good/excellent), making it the clearest improvement priority. The availability of affordable housing options is rated far below everything else: just 16% good/excellent, with 33% rating it poor and 22% unable to rate it.

6. The RICC enjoys near-universal awareness and strong support.

94% of residents have at least heard of the RICC project and 57% are familiar with it and its goals. Among those aware, 67% support the project (29% strongly) versus 6% opposed — net support of +61. Openness to supporting the project is broadest for attending fundraising events (44%).

7. Communications: residents want the Town in their inbox.

The largest gap between how residents currently get Town information and how they would prefer to is the email list/digital newsletter: 58% prefer it, but only 23% currently receive information this way (+35 points). Conversely, word of mouth (47% now, 14% preferred) is an over-relied-upon channel. Preferences differ sharply by age, arguing for a multi-channel approach.

8. Housing intentions reinforce the “missing middle” conversation.

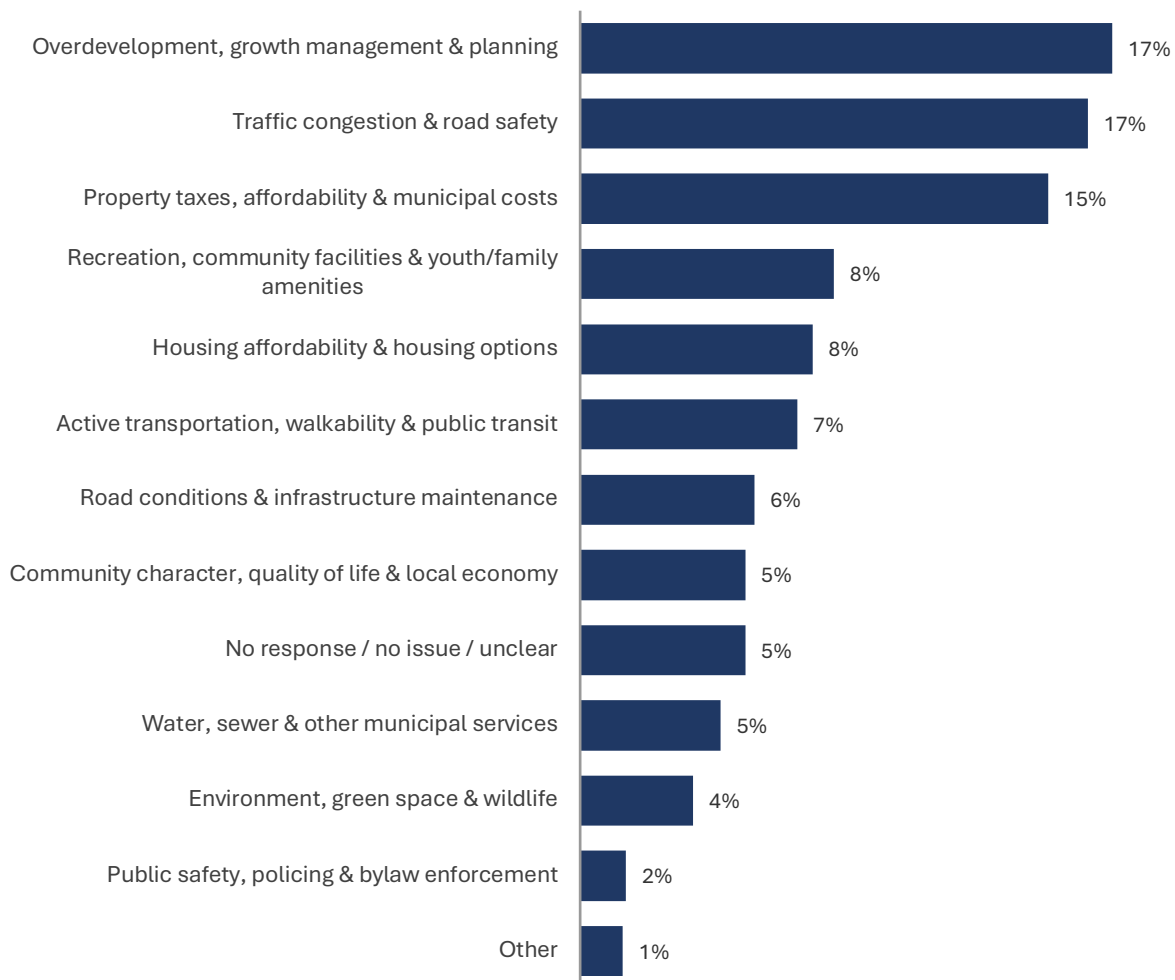
44% of residents don’t plan to leave their current home. Among the remainder, single-family homes (62%) are the most desired next step, but condos (17%), townhouses (12%), and apartments (11%) attract meaningful interest, and verbatim comments repeatedly cite the lack of downsizing options for seniors.

3.0 Detailed Findings

3.1 Most Important Issue Facing Rothesay

Respondents began the survey by describing, in their own words, the single most important issue facing Rothesay today. Responses were coded into themes. Three issues dominate, together accounting for half of all responses: overdevelopment, growth management and planning (17%); traffic congestion and road safety (17%); and property taxes, affordability and municipal costs (15%). These themes are closely related many residents link development pressure to traffic and rising costs.

Figure 1 — Most important issue facing Rothesay today (Q1, coded; n=626)



Emphasis varies somewhat across the community. Residents aged 55–74 most often cite traffic (23%), while those 75+ lead with property taxes (21%). By area, E2E residents most often raise traffic (20%), E2H residents overdevelopment (18%), and E2S residents property taxes (22%) along with water and sewer services (10%).

Illustrative comments:

“Losing Town of Rothesay character — overdevelopment creating traffic issues, signage, traffic light, crossing lights etc.”

“Traffic congestion getting worse due to population growth, especially during road construction.”

“Affordability (property taxes, water, sewage fees).”

“Lack of apartments to purchase as we seniors wish to downsize. All of the new developments are rentals.”

“Insufficient crosswalks on the Marr Road. Need for easier traffic movement along the Old Hampton Rd.”

“Lack of indoor facilities like swimming pool, field house, indoor turf.”

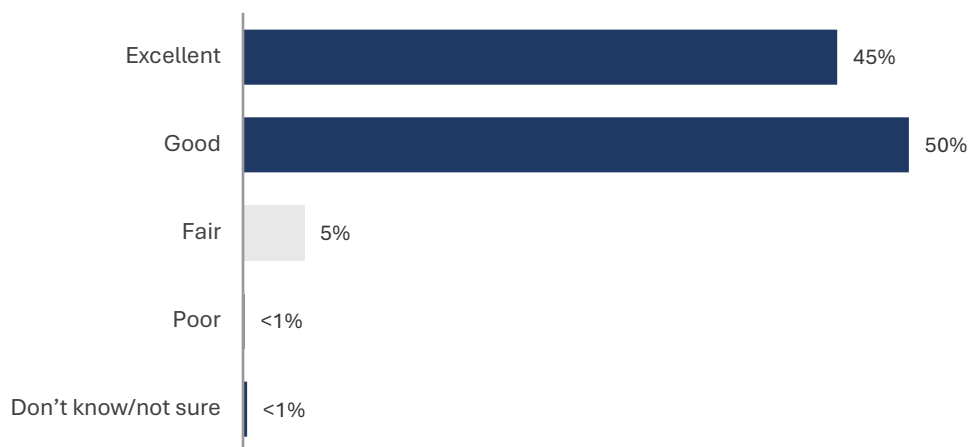
“Lack of public transit and active transportation options from outlying areas into Rothesay proper.”

“Allowing growth while maintaining public safety and heritage.”

3.2 Quality of Life and Satisfaction with the Town

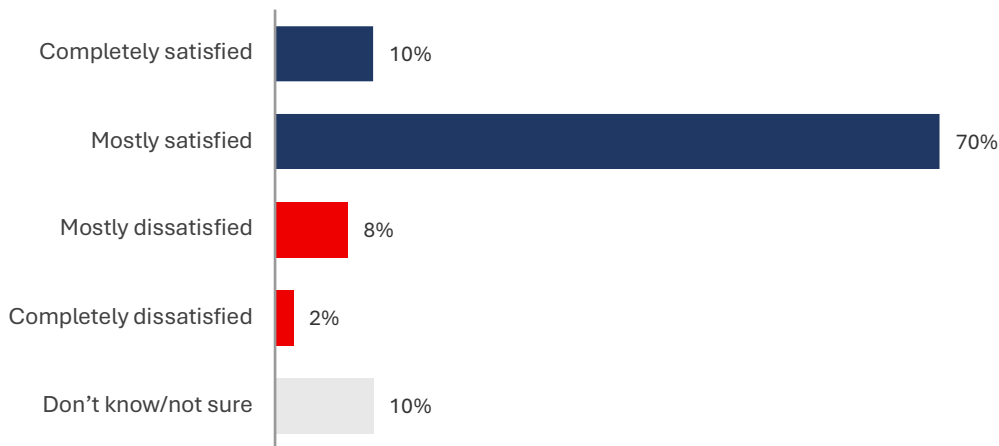
Residents hold their community in high regard: 45% rate the overall quality of life in Rothesay as excellent and a further 50% as good. Fewer than 5% rate it fair, and less than 1% poor. Ratings are consistently high across genders, age groups, and lengths of residence. By area, E2H residents are the most effusive (62% ‘excellent’), significantly higher than E2E (42%), who are in turn higher than E2S (28%).

Figure 2 — Overall quality of life in Rothesay (Q2; n=630)



Satisfaction with the Town’s municipal government is similarly strong. Among residents expressing an opinion, 89% are satisfied (11% completely and 78% mostly) while 8% are mostly dissatisfied and 2% completely dissatisfied. One in ten respondents (10%) could not offer an opinion. Satisfaction does not differ significantly across demographic groups or areas of Rothesay.

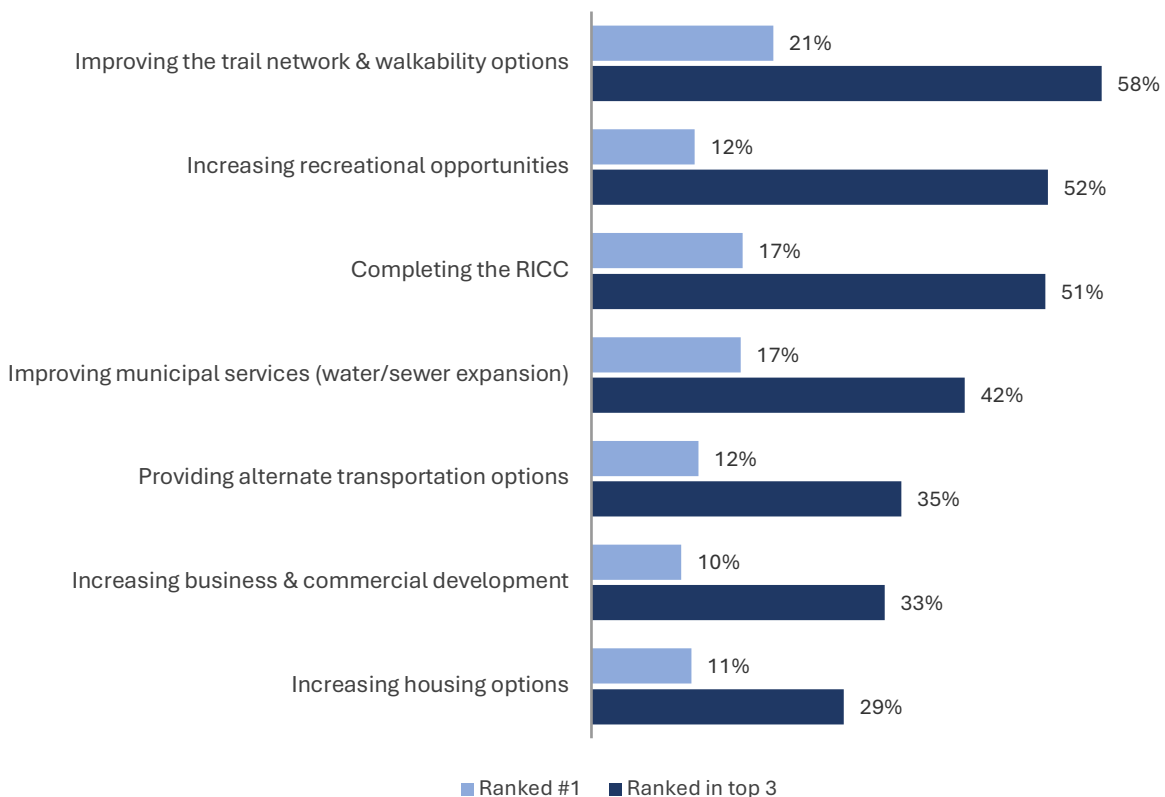
Figure 3 — Satisfaction with the overall performance of the Town of Rothesay municipal government (Q3; n=631)



3.3 Municipal Priorities

Respondents ranked seven Town priorities from most (1) to least (7) important to them personally. Improving the trail network and walkability options leads (21% ranked it first; 58% top-3; mean rank 3.35), followed by increasing recreational opportunities (52% top-3) and completing the Rothesay Intergenerational Community Complex (51% top-3, and tied for the second-most common first choice at 17%). Increasing housing options finishes last (29% top-3, mean rank 4.76), which is consistent with the measured appetite for growth seen throughout the survey.

Figure 4 — Town priorities: % ranking each #1 and in their top 3 (Q4; n=613)

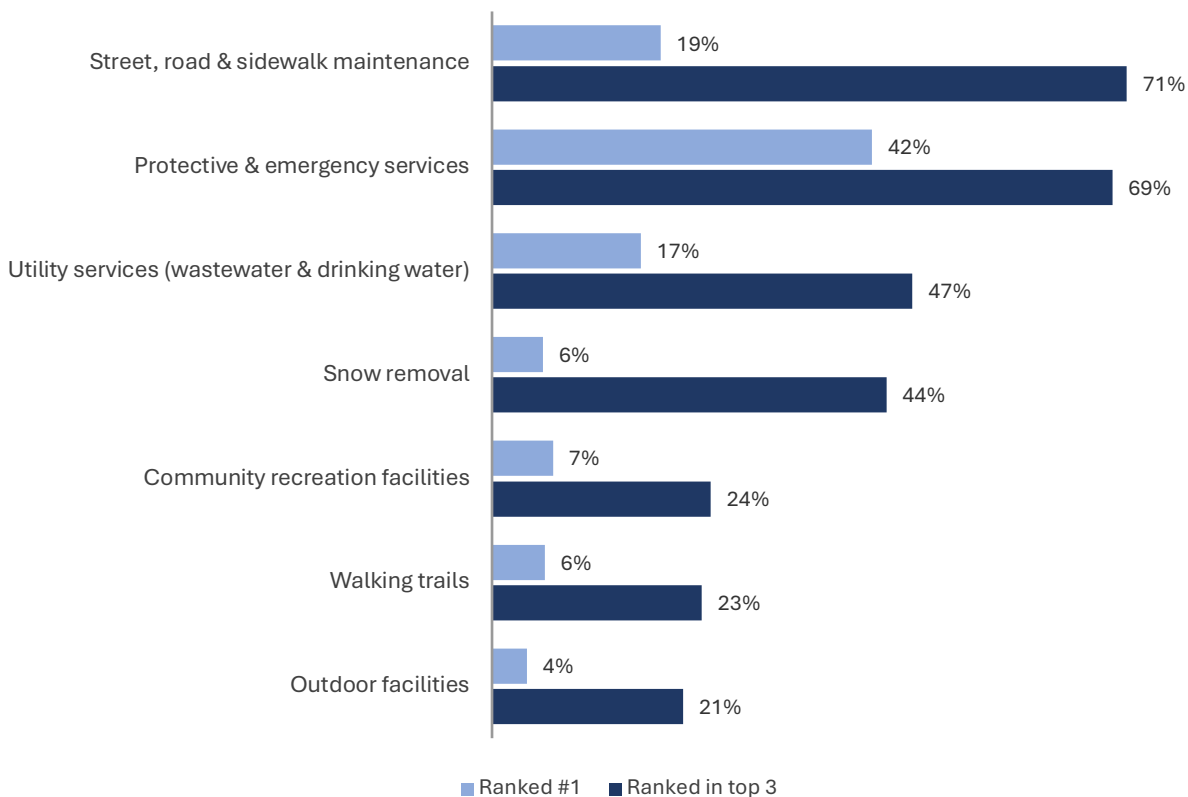


Priorities divide clearly along life-stage lines. Trails and walkability are a significantly higher priority for women (65% top-3 vs. 51% of men), residents under 55 (65% vs. 37% among those 75+), households with children (65% vs. 55%), and newer residents. Recreation follows the same pattern, as 69% of households with children rank it top-3 versus 45% of those without. The reverse holds for the more utilitarian priorities: municipal services rise steadily with age (27% among 18–34s to 62% among 75+), and increasing housing options (last overall) is significantly higher among residents 55–74 (40%), consistent with the downsizing themes in the open-ended comments. The RICC is a significantly higher priority for residents 55–74 (55% top-3) and 75+ (57%) than for those aged 35–54 (43%), with 18–34s in between (52%). This pattern reflects competing priorities more than opposition: in a forced ranking, residents 35–54 give their top spots to recreation (62%) and trails (65%), seemingly crowding the RICC out of their top three.

3.4 Municipal Services: Importance and Condition

Asked to rank seven municipal services by importance to their household, residents place protective and emergency services first (42% rank it #1; 69% top-3), with street, road and sidewalk maintenance close behind (71% top-3). Utility services (47%) and snow removal (44%) form a second tier, while outdoor facilities, recreation facilities, and walking trails rank lower in importance.

Figure 5 — Municipal services: % ranking each #1 and in their top 3 by household importance (Q5; n=604)



Here too, life stage shapes the rankings. The importance of street, road and sidewalk maintenance climbs with age (60% top-3 among 18–34s to 81% among 75+) and peaks in E2S (85%, significantly above other areas). Community recreation facilities are significantly more important to households with children (43% top-3 vs. 18%) and to residents in town less than five years (42%), while walking trails matter more to women (29% vs. 18% of men) and to residents under 55.

Residents then rated the condition of nine services and amenities. Most are rated good or excellent by roughly two-thirds of residents or more, led by protective and emergency services (82%). Two items stand apart at the bottom: the availability of professional services such as doctors and clinics (47% good/excellent), and, far below everything else, the availability of affordable housing options (16% good/excellent; 33% poor). Note that one in five respondents (22%) could not rate affordable housing availability, a signal of limited visibility into this issue.

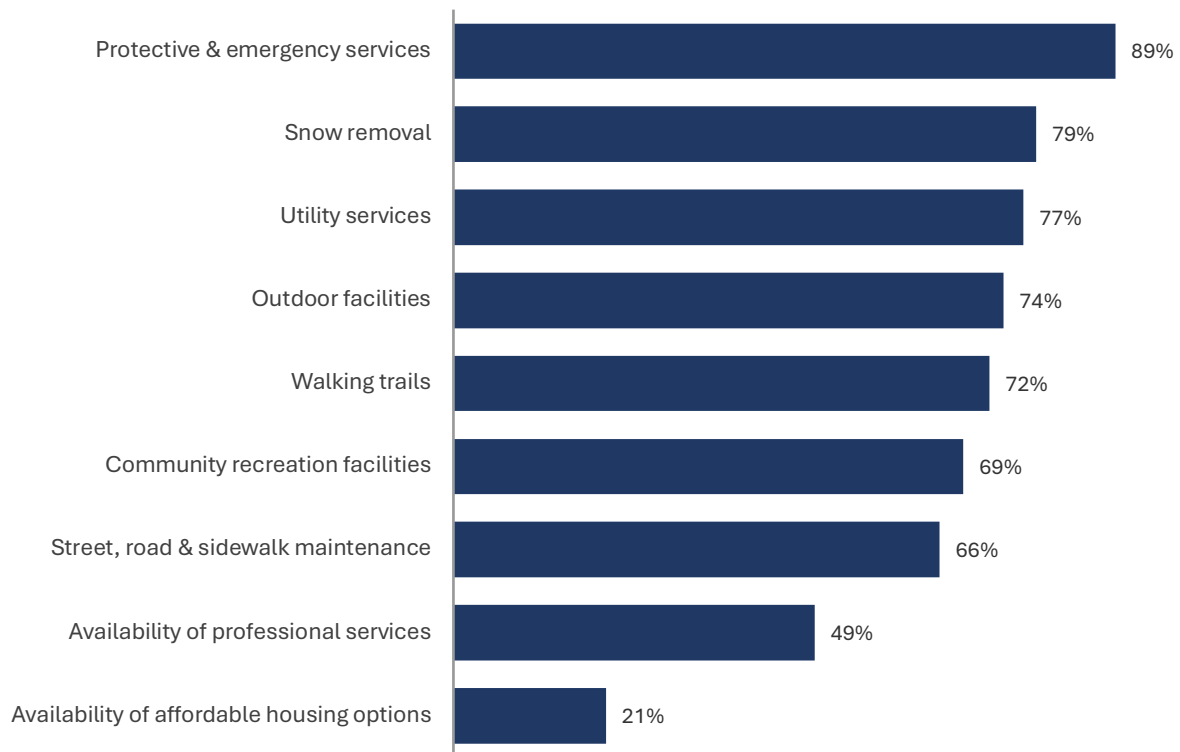
Table 2 — Condition of Town services and amenities (Q6; % of all respondents answering each item)

Service / amenity	Excellent	Good	Fair	Poor	Not sure	Excellent + Good
Protective and emergency services	39%	42%	9%	0%	9%	82%
Snow removal	21%	58%	16%	5%	0%	79%
Outdoor facilities (beaches, gardens, dog parks, parks)	10%	61%	21%	3%	5%	71%
Utility services (wastewater and drinking water)	14%	56%	15%	6%	9%	70%
Street, road and sidewalk maintenance	10%	55%	28%	7%	0%	66%
Community recreation facilities	5%	58%	22%	6%	8%	64%
Walking trails	13%	51%	20%	4%	12%	63%
Availability of professional services (doctors, clinics)	9%	38%	31%	19%	4%	47%
Availability of affordable housing options	3%	13%	29%	33%	22%	16%

Base: all respondents answering each item (n=598—600 per item).

Figure 6 below shows the same ratings, but re-calculated to exclude those who were unable or unwilling to provide a rating for these amenities. Although the rank order remains roughly the same, there are a few differences in results with this method. For example, street, road and sidewalk ratings now fall just below ratings for community recreation facilities and walking trails. The calculations used in Figure 6 serve as the basis for the importance versus condition matrix analysis in Figure 7 (page 13).

Figure 6 — Condition of Town services: % good or excellent, among those able to rate (Q6)



Plotting household importance against rated condition identifies where attention is most warranted. Street, road and sidewalk maintenance combines very high importance with the lowest condition rating among core services (66%), indicating this as the clearest priority for improvement. Protective and emergency services are both most important and best rated. Snow removal and utilities perform solidly against high importance, while trails, outdoor and recreation facilities are rated well but matter less to households day-to-day.

The street-maintenance finding is sharpest in E2S: residents there rate road importance highest (85% top-3) yet rate road conditions far below the rest of the town, with 47% good/excellent ratings versus 66% in E2E and 76% in E2H. Condition ratings for most other services are broadly consistent across demographic groups.

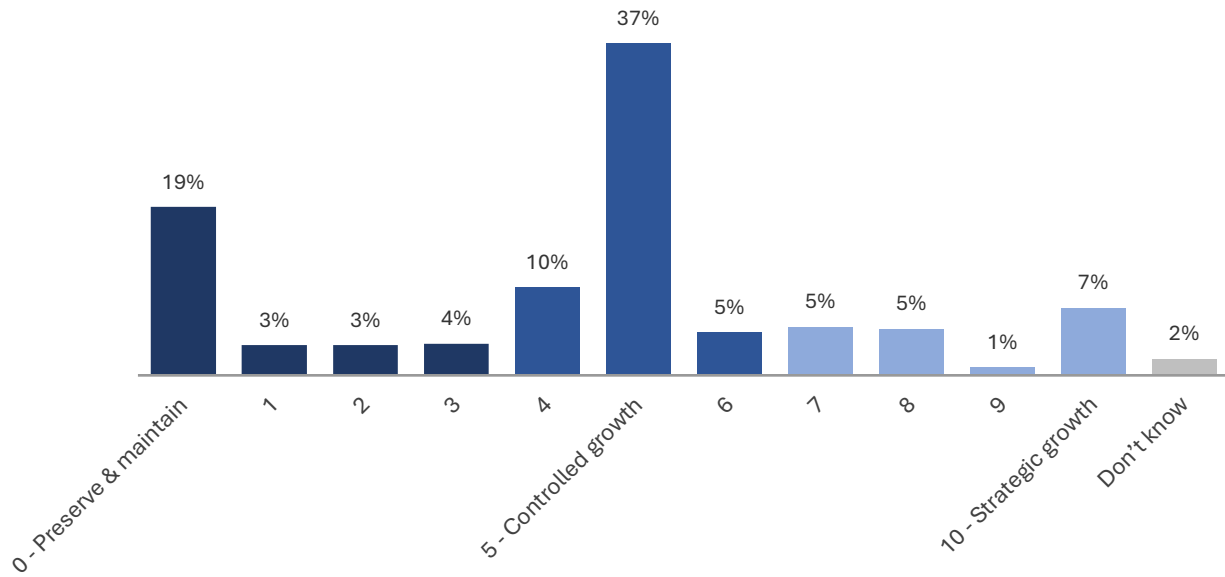
Figure 7 — Importance vs. condition of municipal services (Q5 × Q6)



3.5 Future Vision for Growth

Looking ahead a decade, residents placed their vision for Rothesay on a 0–10 scale anchored by “preserve & maintain” (0), “controlled growth” (5), and “strategic growth” (10). The average response is 4.4 (calculated on the 0–10 responses), and the distribution tells a clear story: half of residents (51%) choose the middle of the scale (including 37% selecting exactly 5) while 29% sit at the preserve end (0–3, including 19% choosing 0), 19% sit at the growth end (7–10), and 2% could not say. Rothesay’s preferred future, in short, is growth on the community’s terms: moderate, planned, and infrastructure-first.

Figure 8 — Vision for the growth of Rothesay over the next decade (Q7, 0–10 scale, including Don't know; n=588)



Views are broadly consistent across groups, though residents aged 18–34 and those newest to town lean more protective (means of 3.7 and 4.0 respectively, versus 4.4 overall), meaning that, notably, it is younger residents, not older, who are most inclined to preserve the Town’s current character.

Nearly 100 respondents added a comment. The most common threads: preserve small-town character and limit overdevelopment (20%), support controlled growth with infrastructure in place first (16%), and concern that roads and traffic capacity are not keeping pace (12%).

“Growth is good but in a well planned and calculated manner. Logistics and infrastructure need to already be in place for any project to succeed.”

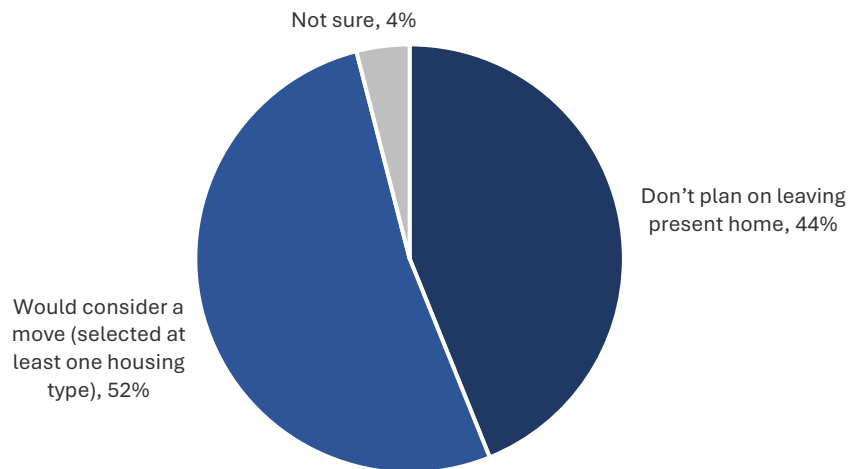
“It’s time to pause continued construction in Rothesay. We are losing the character and charm of our community, traffic flows are changing, traffic is increasing, green spaces are disappearing.”

“We have a lot of seniors who want to downsize but there is nowhere for them to move. We have a lot of young families who want to move into their homes, but the seniors need options first.”

3.6 Housing Intentions

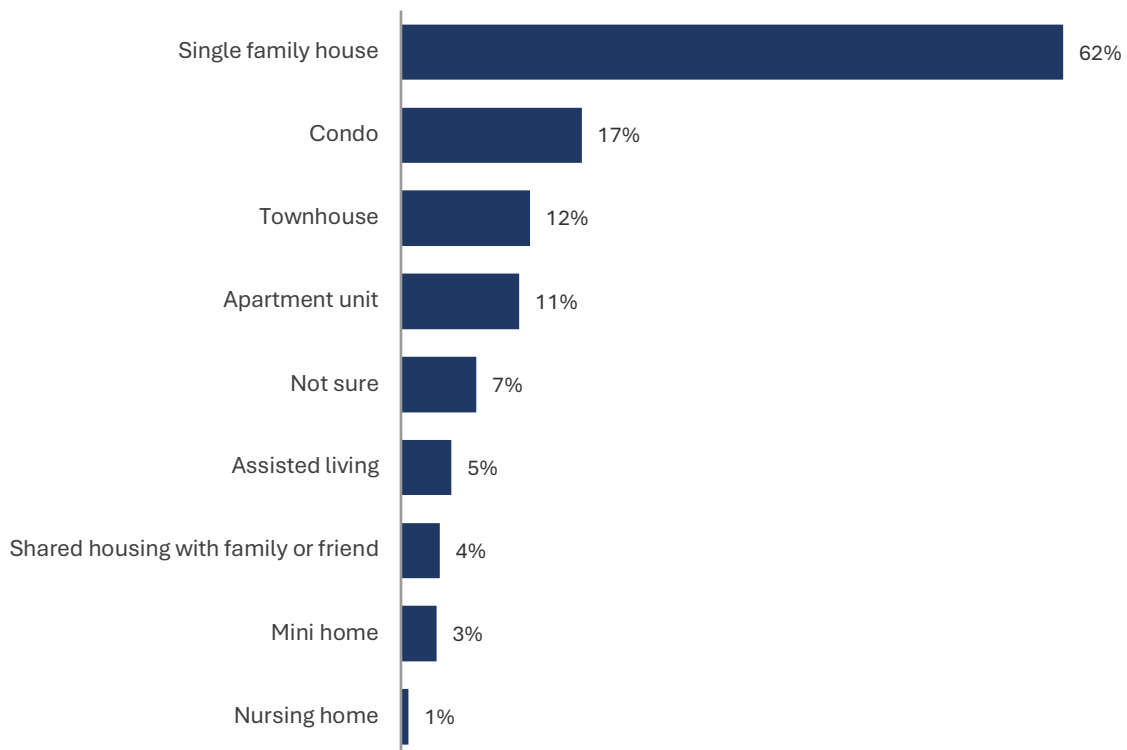
More than four in ten residents (44%) don’t plan on leaving their present home (rising to 55% among those 75+), while just over half (52%) identified at least one housing type they would consider if they were to move, and 4% are unsure. Younger residents (18–34) are the least settled: only 31% plan to stay put, significantly below every other age group, as are residents in town less than five years (34%).

Figure 9 — Intentions regarding leaving their present home (Q8; n=590)



Among residents open to a move, the single-family house remains the dominant aspiration (62%), but interest in higher-density options is meaningful: condos (17%), townhouses (12%), and apartments (11%), echoing the downsizing-options theme raised throughout the open-ended comments.

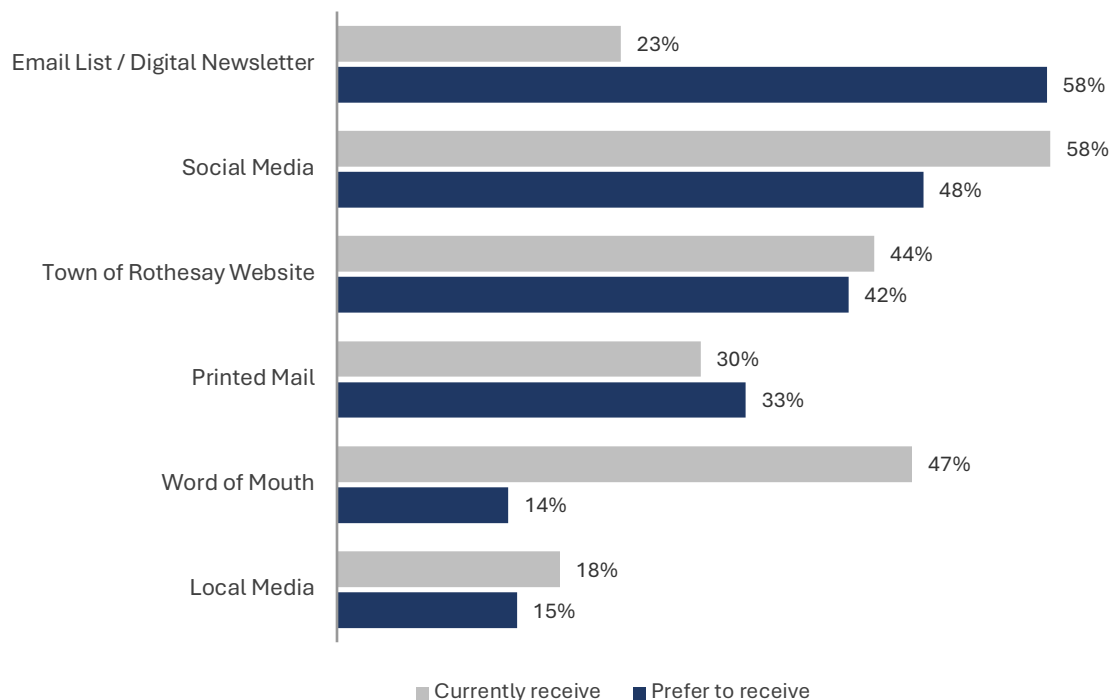
Figure 10 — Housing types of interest among those who may leave their present home (Q8; n=318)



3.7 Communicating with Residents

Social media is currently the Town’s widest-reaching channel (58% get Town information there), followed by word of mouth (47%) and the Town website (44%). But preferences point elsewhere: the email list/digital newsletter is the most preferred channel (58%) yet reaches only 23% today. This represents a +35-point opportunity gap and the single clearest actionable finding in the survey. Word of mouth shows the reverse pattern (47% now, 14% preferred).

Figure 11 — How residents currently receive Town information vs. how they prefer to (Q9A/Q9B; n≈585)

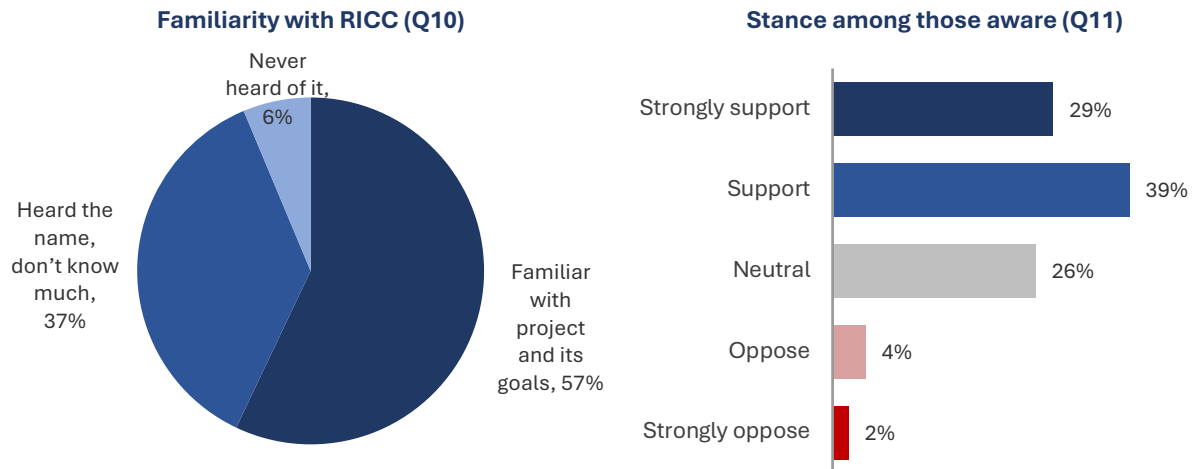


Channel preferences differ significantly by age: social media is preferred by 62% of 18–34s but only 27% of those 75+, while email/newsletter preference rises with age (46% among 18–34s to 74% among 75+). Printed mail retains a constituency in every group. It is highest in E2S (50%), where digital-channel preference is lowest. An effective strategy is necessarily multi-channel, anchored by a well-promoted email newsletter.

3.8 The Rothesay Intergenerational Community Complex (RICC)

Awareness of the RICC project is near-universal: 94% of residents have at least heard of it, including 57% who are familiar with the project and its goals. Familiarity is highest among long-tenured residents (66% of those 20+ years) and lowest in E2S (37%) and among residents new to town (44%).

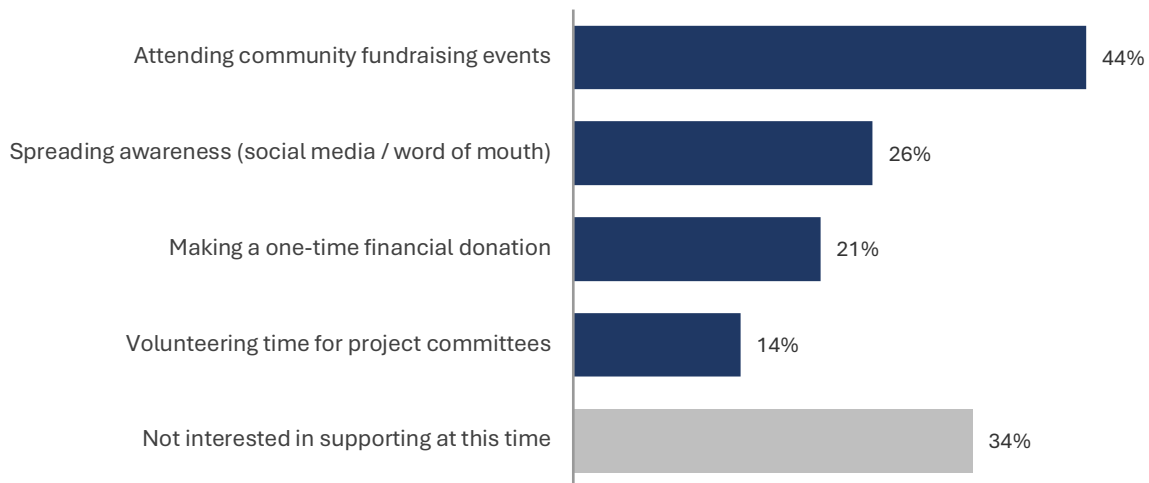
Figure 12 — RICC familiarity (Q10; n=586) and stance among those aware (Q11; n=546)



Among residents aware of the project, two-thirds (67%) support it (including 29% strongly), while 26% are neutral and just 6% are opposed, for net support of +61. Support is higher among women (73%) than men (65%), and in E2H (73%) than E2E (65%).

Asked how they would be most likely to show support given the Town's exploration of funding avenues, 44% would attend community fundraising events, 26% would spread awareness, 21% would make a one-time donation, and 14% would volunteer on project committees. Another 34% say they are not interested in supporting the project at this time.

Figure 13 — How residents would be most likely to show support for the RICC (Q12, among those aware; n=545)



3.9 Respondent Profile

The tables below profile the respondents (unweighted). See Section 1.0 for the representativeness discussion and weighting approach.

Table 3 — Respondent profile (unweighted, % of those answering)

	%		%
Male	49%	Own home	97%
Female	48%	Rent	1%
Gender neutral	<1%	Assisted/seniors living	<1%
Prefer not to answer	3%	Prefer not to say	1%
18–34 years	9%	Children in household	25%
35–54 years	33%	No children	72%
55–74 years	42%	Prefer not to say	2%
75+ years	12%	In Rothesay <5 years	15%
Prefer not to say	5%	5–19 years	33%
E2E / E2H / E2S	60 / 26 / 14%	20+ years	51%
		Prefer not to say	<1%

Note: for each item, the base is all respondents answering that question. Percentages may not sum to 100 due to rounding; “<1%” denotes values below 0.5%.

4.0 About Thinkwell Research

Thinkwell is an Atlantic Canadian based market research and strategy firm with offices in Halifax, NS and St. John's, NL. Started as a market research firm in 2003, Thinkwell has evolved its service offerings and likes to call their approach 'research plus.' Research plus strategy. Research plus planning. Research plus so much more.

Led by two industry experts, Carolyn O'Keefe and Len Preeper, Thinkwell works closely with clients to ensure they ask the right questions and have the right information, with the goal of transforming organizations through knowledge and insight.

Thinkwell provides custom research services to a wide range of clients, including members of the government, health care, telecommunications, energy, retail, tourism, health and wellness, and technology industries. These projects take a variety of forms, including customer and employee satisfaction surveys, public opinion and behavioral studies, public policy surveys, message testing and brand positioning research.

We know that getting the right information is critical to solving organizational challenges. With over 20 years of expertise in research, we know how to find those nuggets and insights that suddenly make the complex, so clear. Evidence-based facts help our clients better understand their markets, their opportunities, and their relationships with internal and external stakeholders.

Armed with these insights, we provide the strategy to turn this research into action. As a boutique sized firm, driven by a strong team of researchers and strategists, we provide expert advice and personalized services to every client.

Thinkwell is a member of the Canadian Research & Insights Council (CRIC). We play an active role in helping to shape Canada's research and insights industry.

Len Preeper, Partner

A bright, energetic and purposeful leader, Len Preeper is the owner and President of Thinkwell Research. He began working in the market research industry in 1995, as a Research Analyst with Corporate Research Associates. In 1996, he joined the Nova Scotia government, where he served in a variety of research and policy advisory roles, before co-founding OpinionTrac Research in the fall of 2000. Three years later, he broke out on his own and founded Thinkwell Research.

Since 2003, Len has provided custom research services to a series of public- and private- sector clients in Nova Scotia and beyond. This list includes Sobeys, Irving Oil, Aliant Telecom, Emera/Nova Scotia Power, Communications Nova Scotia, the Nova Scotia Gaming Corporation, Eastlink, the Canadian Cancer Society, the Coady International Institute, the IWK Health Sciences Centre, Dalhousie University, Mount Saint Vincent University, Tourism PEI, ACOA and the CBC.

Over the course of his research career, Len has also managed three large scale syndicated research projects: the CRA Atlantic Omnibus Survey, the OpinionTrac Quarterly Review and the Nextbus Survey.

Carolyn O’Keefe, Partner

A key member of the research team at Thinkwell is research and strategy expert Carolyn O’Keefe. Carolyn led the growth of one of Atlantic Canada’s leading research companies for more than 20 years, moving over to partner with Thinkwell in 2020.

Carolyn has worked with hundreds of clients throughout Atlantic Canada on the execution and management of quantitative and qualitative research. She is an expertly trained focus group moderator, and a Certified Analytics and Insights Professional (CAIP). In addition to research, Carolyn also leads Thinkwell’s market and business strategy team, providing clients with focused leadership and guidance in business development and growth.

Carolyn has a Bachelor of Commerce (Hons.) degree from Memorial University, with a concentration in Marketing. She has a passion for mentoring companies in the start-up space and is a Mentor with the Creative Destruction Lab in Halifax. Carolyn is also a valued member of several advisory boards in Atlantic Canada.

5.0 Questionnaire

The questionnaire below reflects the 2026 Citizen Survey as administered. The survey was delivered online (Voxco), with a paper version available from Town Hall; minor formatting differences between the two versions were harmonized in data processing and the instrument is presented here as a single questionnaire.

Introduction

Who should complete this survey? Please complete this questionnaire if you are a resident of the Town of Rothesay and the adult (age 18 or older) in the household who most recently had a birthday. This survey should take you approximately 10 minutes to complete.

Privacy Statement: Your responses are anonymous and will be reported in group form only. Any demographic information you provide will only be used to help us analyze the results by various groups and regions within the Town. District (i.e., postal code) information may be used to develop more in-depth community understanding, and to identify community needs and expectations. Your individual response will not be identified in the results or be made available to the public.

Respond for a chance to win great prizes! If you would like to be entered into a draw for a \$50 gift card to a local business, please complete the survey and include your name and telephone number at the end of this survey so that we may contact you if you win. To be eligible for the prize draw, you must complete the survey. As always, your information will be kept confidential.

QA. Thank you for participating in this survey. Your feedback is important to help shape the future of the Town of Rothesay. Before we begin, do you currently live within the Town of Rothesay?

- Yes
- No

If “No”: This particular survey is specifically for residents of the Town of Rothesay. Because you indicated you live outside this area, we aren’t able to include your responses at this time. [Survey ends]

Q1. Thank you for confirming. Let’s begin the survey... In your opinion, what is the single most important issue facing Rothesay today? (Open-ended response)

Q2. All things considered, how would you rate the overall quality of life in Rothesay?

- Excellent
- Good
- Fair
- Poor
- Don’t know/not sure

Q3. How satisfied are you with the overall performance of the Town of Rothesay municipal government? Are you:

- Completely satisfied
- Mostly satisfied

- Mostly dissatisfied
- Completely dissatisfied
- Don't know/not sure

Q4. The town of Rothesay, similar to other municipalities, has to manage a range of priorities. Please order the seven items below by importance to you personally. Enter 1 next to the option that is most important to you, 2 next to the next most important, and continue until you've ranked all items through 7. Each number should only be used once.

- Increasing business and commercial development in the town
- Providing alternate transportation options
- Increasing recreational opportunities
- Completing the new Rothesay Intergenerational Community Complex (replacing the Rothesay Arena with a new facility with additional features)
- Improving the town's trail network and other walkability options
- Increasing housing options (more apartments, condos, garden homes etc.)
- Improving municipal services such as expanding the current municipal water system or sewage system

Q5. Please rank the 7 municipal services below in terms of how important they are to your household. Enter 1 next to the option that is most important to you, 2 next to the next most important, and continue until you've ranked all items through 7. Each number should only be used once.

- Protective and emergency services including police, fire and ambulance
- Street, road and sidewalk maintenance
- Outdoor facilities such as beaches, community garden, dog parks, and parks
- Community recreation facilities such as rinks, ball fields, soccer fields, tennis courts and pickleball courts
- Snow removal
- Walking trails
- Utility services including wastewater and drinking water

Q6. Please rate the condition of each of the following town of Rothesay services. (Rated per item: Poor, Fair, Good, Excellent, Not sure)

- Protective and emergency services including police, fire and ambulance
- Street, road and sidewalk maintenance
- Snow removal
- Walking trails
- Availability of affordable housing options
- Availability of professional services such as doctors, lawyers and medical clinics
- Outdoor facilities such as beaches, community garden, dog parks, and parks
- Community recreation facilities such as rinks, ball fields, soccer fields, tennis courts and pickleball courts
- Utility services including wastewater and drinking water

Q7. Future Vision for Rothesay: Looking ahead to the next decade, which of the following best describes your vision for the growth of the Town of Rothesay? Please select a number from 0–10 on the scale below where:

- 0 — Preserve & maintain: represents maintaining Rothesay’s character as a residential community of primarily single-family homes with around the same population.
- 5 — Controlled growth: represents support for moderate growth with some new housing diversity and expanded local services while protecting the traditional neighborhood feel.
- 10 — Strategic growth: represents the growth of stores, services, more diverse housing options such as apartments and condos, and a higher population.
- Other, please explain (optional): open-ended response

“Don’t know” responses were also captured.

Q8. If you were going to leave your present home, what type of housing would you be interested in? Please select all that apply.

- I don’t plan on leaving my present home
- Apartment unit
- Condo
- Single family house
- Townhouse
- Mini home
- Shared housing with family or friend
- Assisted living
- Nursing home
- Not sure

Q9A. How do you currently receive information from the Town? Select all that apply.

- Social Media (e.g., Facebook, X, Instagram)
- Town of Rothesay Website
- Email List / Digital Newsletter
- Word of Mouth
- Local Media
- Printed Mail
- Other (please specify)

Q9B. How would you prefer to receive information from the Town? Select all that apply.

- Social Media (e.g., Facebook, X, Instagram)
- Town of Rothesay Website
- Email List / Digital Newsletter
- Word of Mouth
- Local Media
- Printed Mail

- Other (please specify)

Q10. How familiar are you with the Rothesay Intergenerational Community Complex (RICC) project?

- I've never heard of it until now
- I've heard the name but don't know much about it
- I am familiar with the project and its goals

If "never heard of it": skip to Demographics.

Q11. Based on what you know, what is your general stance on the RICC project?

- Strongly Oppose
- Oppose
- Neutral
- Support
- Strongly Support

Q12. The Town is exploring various funding avenues for the RICC project. How would you be most likely to show your support? Select all that apply.

- Attending community fundraising events
- Making a one-time financial donation
- Volunteering my time for project committees
- Spreading awareness through social media/word of mouth
- I am not interested in supporting this project at this time

Demographics

To conclude, we have a few questions that will help us analyze the results of this survey.

D1. What is your gender?

- Male
- Female
- Trans-gender
- Gender neutral
- Prefer not to answer

D2. In which of the following age categories do you fall? Are you ...?

- 18–24
- 25–34
- 35–44
- 45–54

- 55–64
- 65–74
- 75–84
- 85+
- Prefer not to say

D3. Are there any children under the age of 18 living in your household?

- Yes
- No
- Prefer not to say

D4. Do you own or rent your home?

- Own
- Rent
- Assisted/seniors living
- Prefer not to say

D5. How long have you lived in the Town of Rothesay?

- Less than one year
- 1 to 4 years
- 5 to 9 years
- 10 to 19 years
- 20 years or longer
- Prefer not to say

DR1. Please enter your contact information to be eligible to win a \$50 gift card to a local business. To be eligible for the contest, you must answer all of the questions on the survey. (Name; Telephone Number)

Contact information was separated from survey responses and used only to administer the prize draw. Online respondents also provided their civic address and postal code for district-level analysis; this information is likewise stored separately from survey responses.

END OF SURVEY — *Thank you very much for your participation. Your time and effort is appreciated.*