

Beacon Herald

Stratford is a city on the Avon River in Perth County in Southern Ontario with a population of 30,461, according to the 2006 census. When the area was first settled in 1832, the townsite and the river were named after Stratford-upon-Avon, England, of Shakespearean fame. It is the seat of Perth County. Stratford was incorporated as a town in 1859 and as a city in 1886. The first mayor was John Corry Wilson Daly and the current mayor is Dan Mathieson. The swan has become a symbol of the city. Each year twenty-four white swans and two black swans are released into the Avon River.

Circulation

Monday	8,188
Tuesday	8,354
Wednesday	8,373
Thursday	8,378
Friday	8,291
Saturday	8,752

Special Features

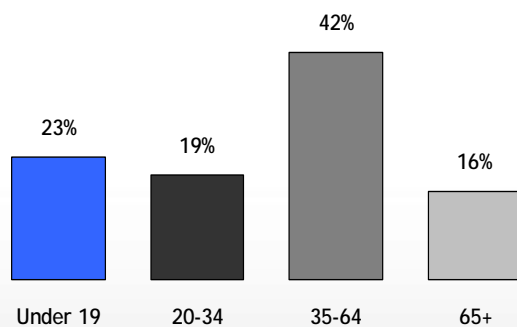
Festival Edition	January
Spring Leisure Guide	April
Businesses in Perth	June



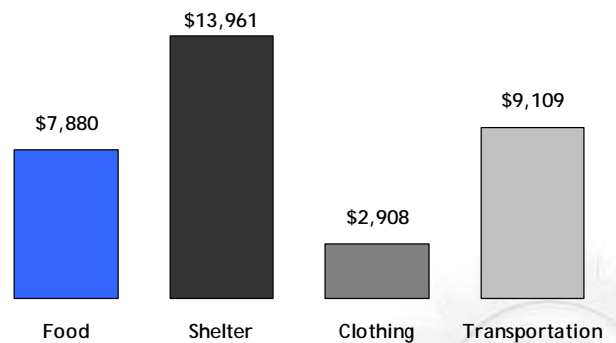
Market Demographic Highlights

- 41% are adults 25-54
- 48:52, male to female
- 49% are married/living together
- 53% have a certificate, diploma, or degree
- The average household income is \$72,906

Age



Household Expenditures



Home Language

