

Full Results Report



Imagine that!

Stratford Resident Survey



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1 INTRODUCTION

The Town of Stratford has utilized the Stratford Resident Survey since 2012 as one of many methods to receive feedback from residents to note community changes over time. Feedback received through the Stratford Resident Survey is a key way for the Town to ensure it adheres to its performance management system, “Sustainable Stratford – Results Matter.” The Town also uses the Stratford Resident Survey results to inform the strategic and operational decision-making process, as well as assist with Town planning. The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where the culture and heritage are rich, diverse and celebrated, where the limits of the earth to sustain the people are recognized and respected, where there is a thriving local economy and where there is a transparent and responsive local government.

This report provides a detailed analysis of information collected from the many engaged citizens who took the time to respond to the **2023 Stratford Resident Survey**. A Summary Report is also available at www.townofstratford.ca. Additional documents were created to assist with presenting findings to the public, Council, committees, and staff.

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on their balanced scorecard and sustainability vision. The performance management system, “Sustainable Stratford – Results Matter,” includes strategic objectives and performance indicators that measure the Town’s progress towards its objectives. Objectives are categorized under four perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The Stratford Resident Survey 2023 is one method that the Town of Stratford uses to receive feedback from residents.

Some of the performance indicators can be measured using existing data available to the Town – like the number of trees planted, the amount of water used per person or the number of Town volunteers. Other performance indicators, such as resident satisfaction with Town governance, resident perception of safety, and resident health, are measured using the data collected in the Stratford Resident Survey.

The Town of Stratford engaged MRSB Consulting Services Inc. to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2023 Stratford Resident Survey. MRSB Consulting Services has conducted many evaluation projects and has extensive experience in surveying. MRSB works on an ongoing basis with diverse organizations to meet their evolving organizational and strategic needs.

A paper version of the survey was distributed to 5,000 homes and apartments through the Canada Post Precision Targeter and Neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to mail paper surveys back to the Town at no cost. An online version of the survey was administered using the SurveyMonkey Platform. Nine-hundred and seventy-seven (977) responses were received.

Data entry of paper surveys was conducted by Town of Stratford staff members. The data entry team was trained in data entry through a data entry workshop, and MRSB monitored data entry. Ten percent (10%) of manually entered surveys (from paper responses) were randomly checked for data entry accuracy and consistency.

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under the age of 16 were cleaned from the survey database. Eight (8) responses were removed during data cleaning, and analysis was performed on the remaining 969 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2021 Census data for age and dwelling (owned or rented), except for the under-representation of the 15-24-year age range, which could not be corrected. The survey accuracy (margin of error) was +/- 3.0%, 19 times out of 20.

Percentages may not add exactly to 100% due to rounding. Only non-response rates (missing data due to question skipping) of over 10% are reported. Percentages shown in charts and tables are a percentage of those who answered each question.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

All surveys are subject to non-response bias by people choosing not to participate in the survey. Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. The potential for other non-response biases for the survey is recognized for residents with low literacy skills, which might impact responses to the survey and for residents that do not speak English as a first language.

The profile of survey respondents is in Appendix A of this report. Further information on survey development and methodology are in Appendix B of this report.

2 IMPROVING RESIDENT HEALTH AND SAFETY

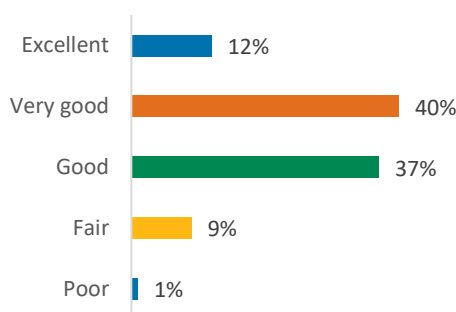
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

2.1 HEALTH AND WELLNESS

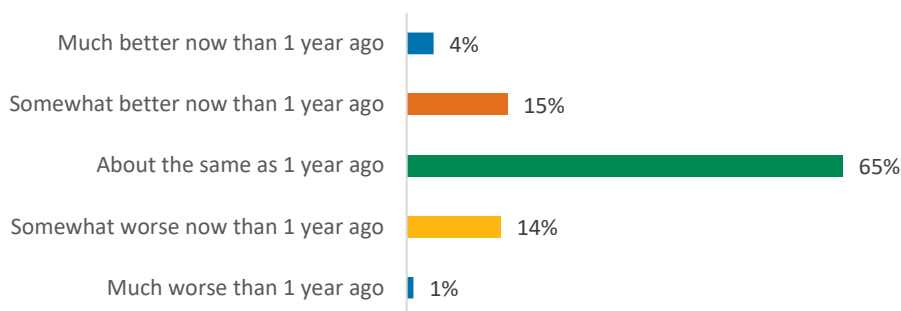
Eighty-nine percent (89%) of survey respondents reported their health as excellent, very good, or good. Ten percent (10%) of survey respondents reported their health as fair or poor.

Figure 1: Eighty-nine percent (89%) of Stratford residents reported having good, very good, or excellent health



Eighty-four percent (84%) of survey respondents reported their health is about the same, somewhat better, or much better when asked, “compared to one year ago, how would you say your health is now?” Fifteen percent (15%) of respondents reported their health as either somewhat worse or much worse than one year ago.

Figure 2: Eighty-four percent (84%) of Stratford residents report their health as about the same, somewhat better, or much better than one year ago

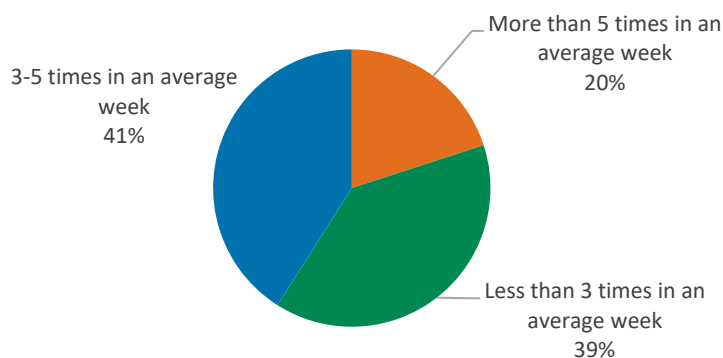


2.2 PHYSICAL ACTIVITY

Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more. The definition of physical activity used in the survey was “moderate physical activity” that will make you breathe harder, and your heart beat faster. You should be able to talk but not sing while doing moderate physical activity. Moderate activities include walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating, etc.

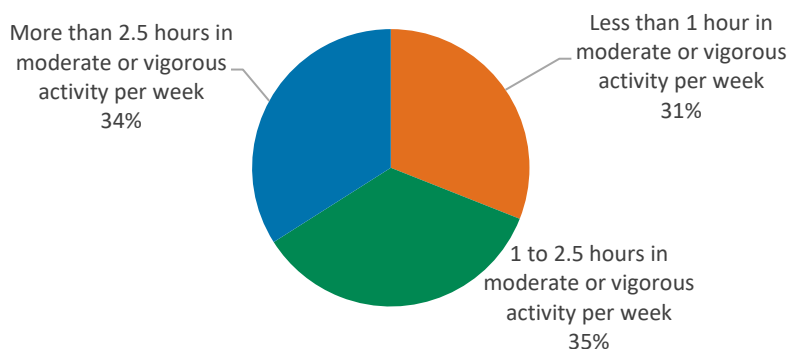
Survey respondents were asked the number of times they engage in moderate to vigorous activity lasting for 10 minutes or more in an average week. Twenty percent (20%) of survey respondents perform a moderate or more vigorous physical activity more than five times in an average week for ten minutes or more.

Figure 3: Sixty-one percent (61%) of Stratford residents are physically active three or more times in an average week



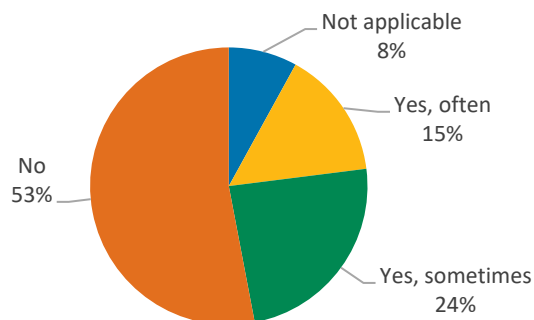
Residents were asked to add up the amount of time they engage in moderate to vigorous activity in an average week. Thirty-four percent (34%) of survey respondents spend more than 2.5 hours each week performing vigorous physical activity.

Figure 4: Many Stratford residents are physically active for more than one hour each week



Survey respondents were asked if a physical or mental health issue reduces the amount or kind of activity they can perform. Thirty-nine percent (39%) of respondents are often or sometimes held back from physical activity by a physical or mental health issue.

Figure 5: Fifty-three percent (53%) of survey respondents are not held back from physical activity by health problems

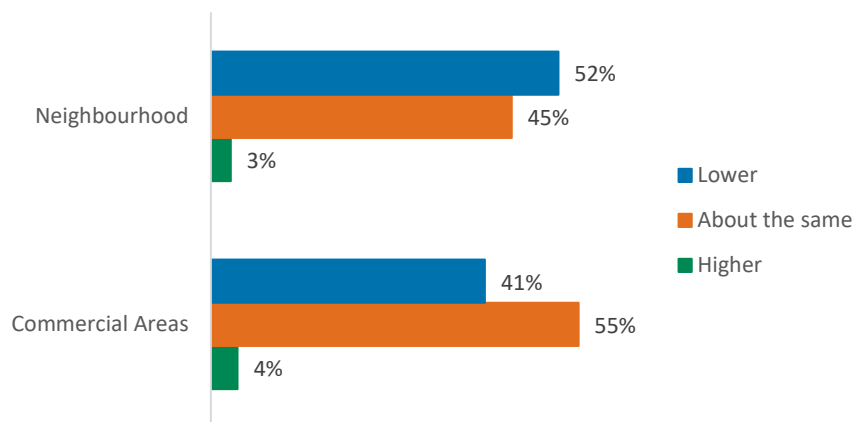


Survey respondents were asked if they are usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane, or crutches. Ninety-three percent (93%) of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane, or crutches.

2.3 SAFETY IN YOUR COMMUNITY

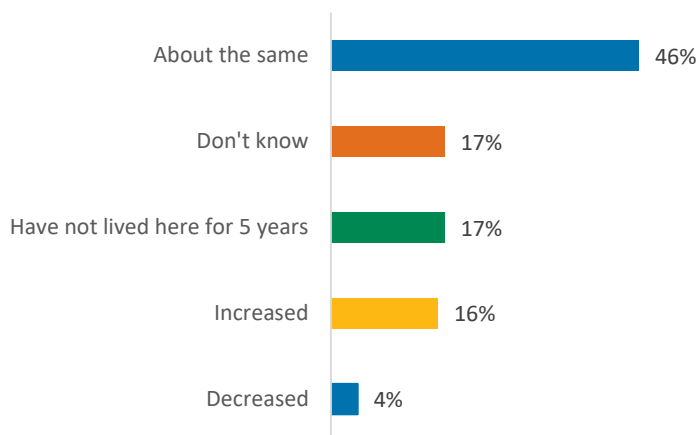
Survey respondents were asked if they think their neighbourhood and the commercial areas of Stratford have a lower amount of crime compared to the rest of PEI. Compared to other areas in PEI, 52% of survey respondents think their neighbourhood has a lower amount of crime and 41% think the commercial areas of Town have a lower amount of crime.

Figure 6: Survey respondents perceptions of crime in Stratford's neighbourhoods and commercial areas



Over the last five years, 46% of survey respondents believe that crime in their neighbourhoods has stayed at the same level. Sixteen percent (16%) of survey respondents believe crime in their neighbourhood has increased over the past five years.

Figure 7: Few Stratford residents feel crime is increasing in their neighbourhoods



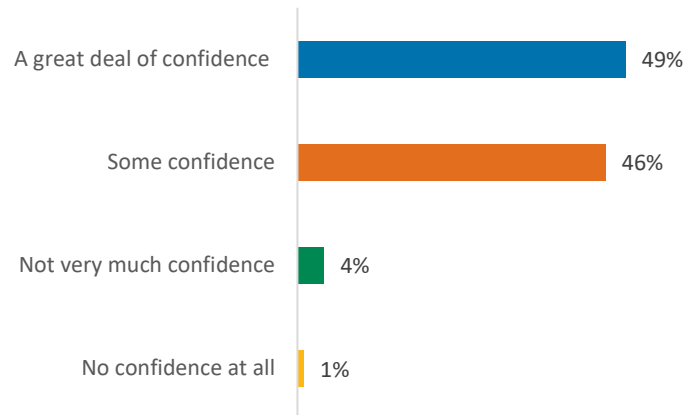
Survey respondents were asked how safe they feel walking around their neighbourhood. Ninety-eight percent (98%) of survey respondents feel very safe or somewhat safe walking around their neighbourhood.

2.4 PERCEPTIONS OF THE LOCAL POLICE FORCE

In the past five years, 36% of survey respondents have had contact with the local police force. Sixty-four percent (64%) of survey respondents have not had contact with the local police force in the past five years.

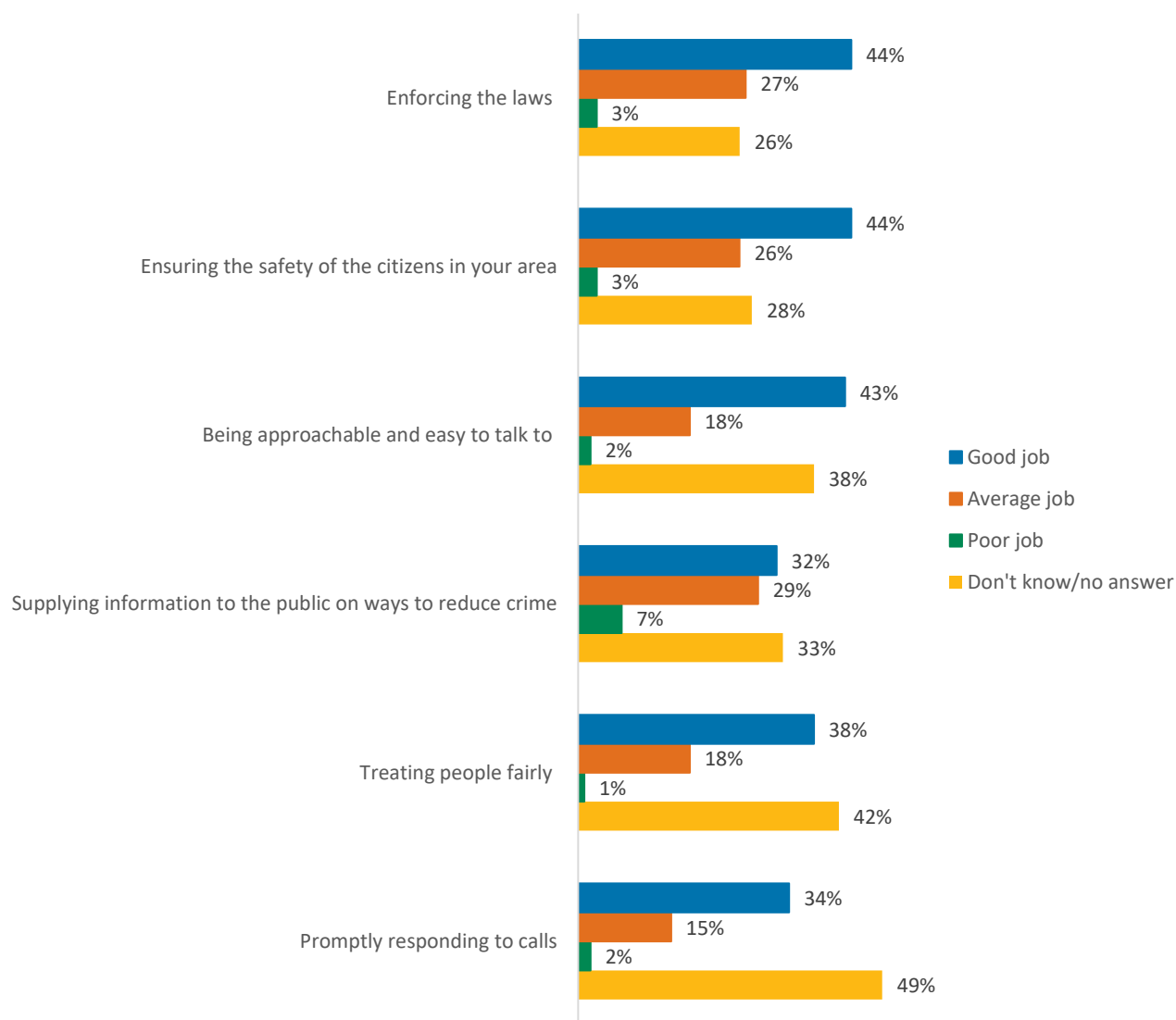
The vast majority (95%) of survey respondents have either a great deal or some confidence in the local police department. Five percent (5%) have no confidence or not very much confidence in the local police force.

Figure 8: The vast majority of survey respondents have confidence in the local police force



Respondents were asked to rate their perception of the quality of policing by the local police force. Seventy-one percent (71%) of respondents think the local police force does a good or average job of enforcing the laws. Seventy percent (70%) of respondents believe the local police force does a good or average job of ensuring the safety of the citizens in their area. Sixty-one percent (61%) of respondents think the local police force does a good to average job of being approachable and easy to talk to. Sixty-one percent (61%) of respondents believe the local police force does a good or average job of supplying information to the public on ways to reduce crime. Fifty-six percent (56%) of respondents think the local police force does a good to average job of treating people fairly. Forty-nine percent (49%) of survey respondents believe the local police force does a good to average job of responding to calls promptly.

Figure 9: Survey respondent perception of the quality of the local police force

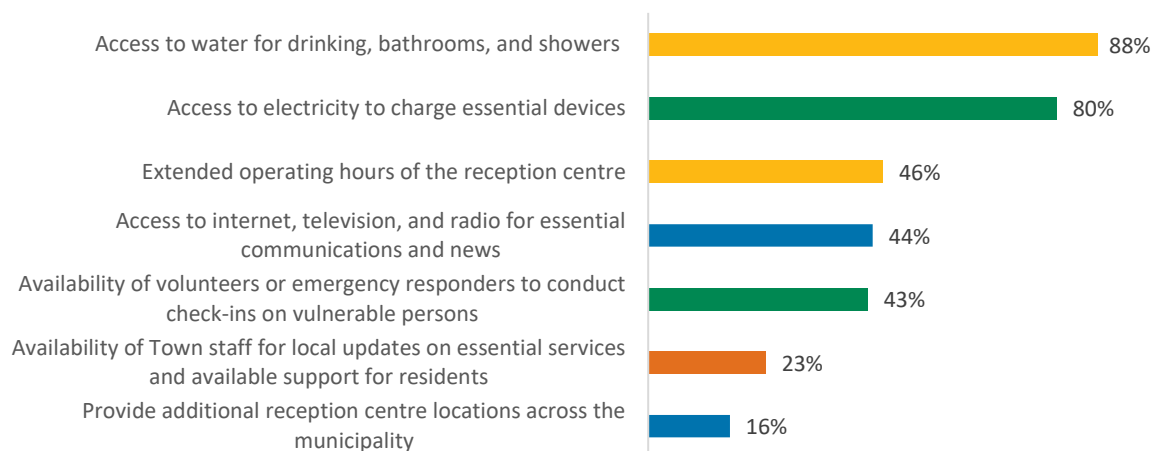


2.5 EMERGENCY RESPONSE PLANNING

Hurricane Fiona in September of 2022 was a disastrous event felt across Prince Edward Island and Atlantic Canada. The Town of Stratford mobilized quickly to ensure all essential municipal services continued to operate and provided space in Stratford Town Centre for a reception centre. The Town recognizes there are many aspects of emergency response services out of their control, such as reinstating power and removing downed power lines. The reception centre provided residents with access to power to charge essential devices, access to fresh drinking water, and use of essential facilities such as bathrooms, showers, and hot water. The Town of Stratford asked residents for feedback on the emergency services provided by the Town during the immediate period after Post-Tropical Storm Fiona and the availability of these services for future emergency planning.

Twenty-six percent (26%) of residents utilized the reception centre at the Stratford Town Centre. Eighty-eight percent (88%) of residents stated the most important essential service provided was water for drinking, bathrooms, and showers, and was followed closely by access to electricity to charge essential devices from 80% of residents.

Figure 10: Survey responses to the Town's emergency response to Post-Tropical Storm Fiona and future response planning

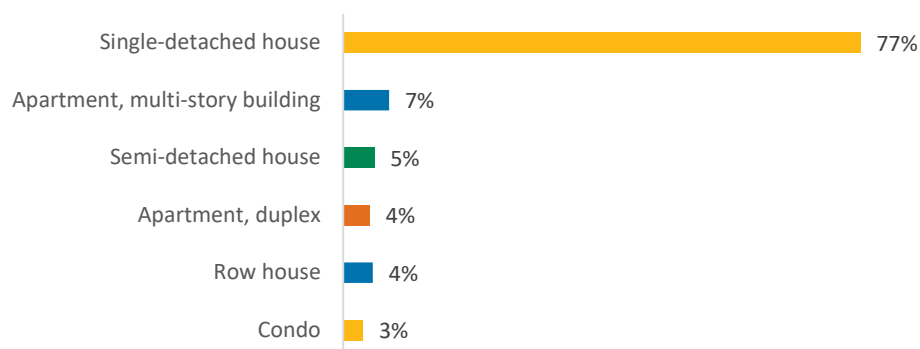


Fifty-one (51) respondents answered “other” for this question. The 51 responses were reviewed and analyzed. Responses included utilization of various platforms for communicating updates (internet, bulletin board in centre, etc.), access to tools for rent, and access to basic shelter services (e.g., cots, food, etc.). There were several respondents that had issues with internet capacity and accessing outlets to charge essential devices due to how busy the reception centre was. In addition, several respondents noted all of the services listed are essential and would be the minimum requirements provided by the Town during an emergency. The remaining responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

2.6 SHAPE STRATFORD

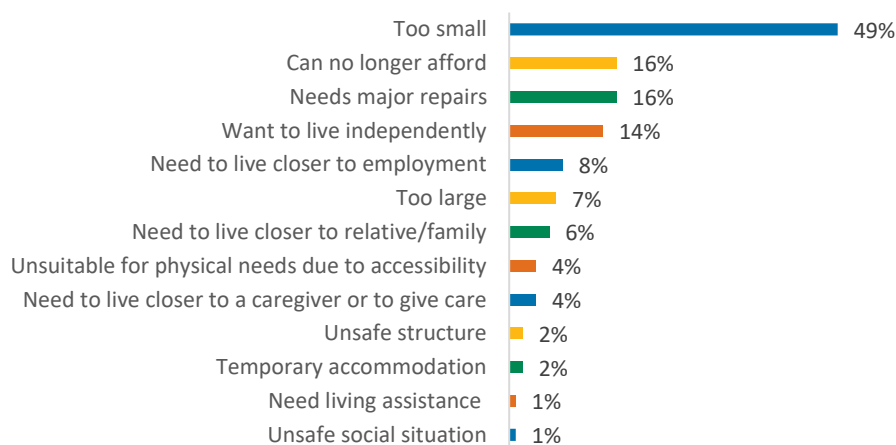
Everyone in our community deserves a safe and affordable place to call home. In late 2022, the Town of Stratford introduced ‘Shape Stratford’, an initiative designed as part of the Housing Supply Challenge (HSC). This project supports finding solutions around barriers to new housing supply. By working together and having conversations, the Town and residents can identify and close gaps, and create goals to achieve suitable housing for all. The Town asked residents about their housing needs to build on this initiative and ensure everyone has a safe place to call home. Eighty-one percent (81%) of respondents stated they owned their dwelling, whereas 19% stated that they rent. The vast majority of respondents live in a single-detached house, at 77%.

Figure 11: Most Stratford residents live in a single-detached house



Eighty-three percent (83%) of respondents noted that their current housing situation meets their needs. Of the 16% of respondents who only somewhat have, or do not have, current housing that meets their needs, 49% indicated the reason to be that it is too small.

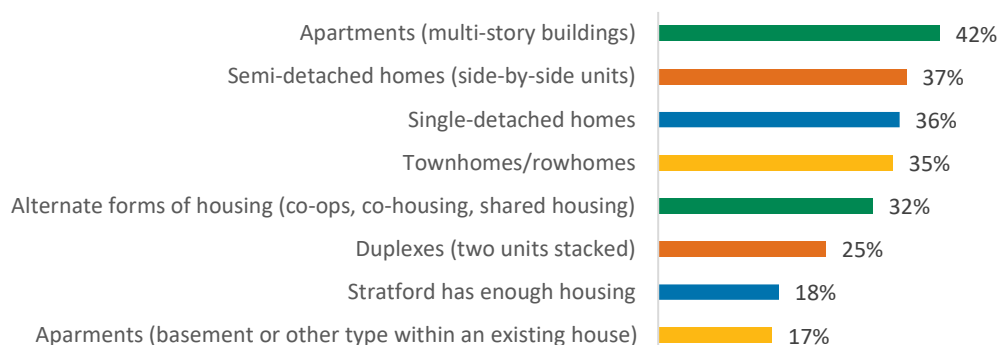
Figure 12: Many Stratford residents have current housing that is too small to meet their needs



Thirty-seven (37) respondents answered “other” for this question. The 37 responses were reviewed and analyzed. The responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

When asked what was needed to meet the housing needs of Stratford residents, 42% of respondents indicated more apartments were needed.

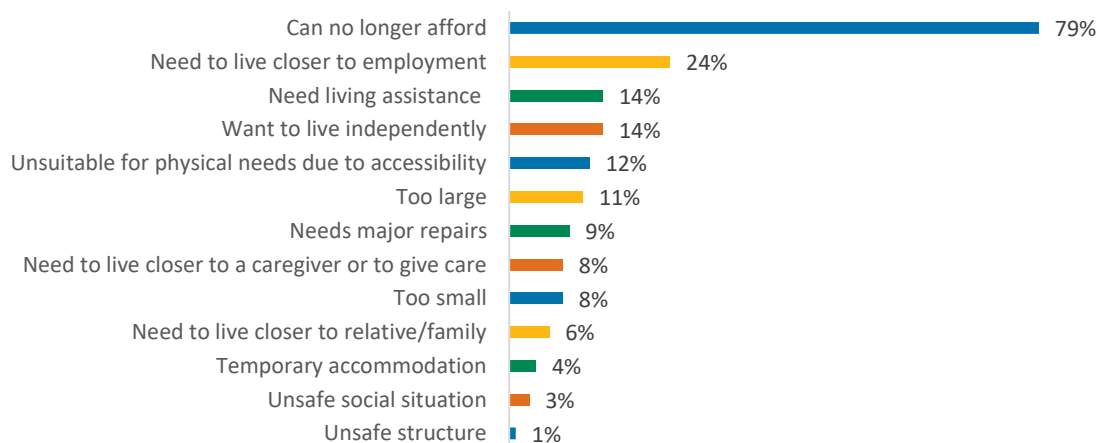
Figure 13: Apartments are needed to meet the housing needs of Stratford residents



One-hundred and nineteen (119) respondents answered “other” for this question. The 119 responses were reviewed and analyzed. Responses included seniors housing, accessible housing, and mini-home or tiny-home communities. The remaining responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

All respondents were asked their opinion on the issues that make it difficult for people in Stratford to have housing that fits their needs. The vast majority (79%) of respondents indicated that people can no longer afford housing that meets their needs.

Figure 14: Respondents opinions on issues that make it difficult for people to have housing that fits their need



One-hundred and twenty-five (125) respondents answered “other” for this question. The 125 responses were reviewed and analyzed. Responses included better access to transportation and rentals that allow pets. The remaining responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

3 INCREASING RESOURCE EFFICIENCY

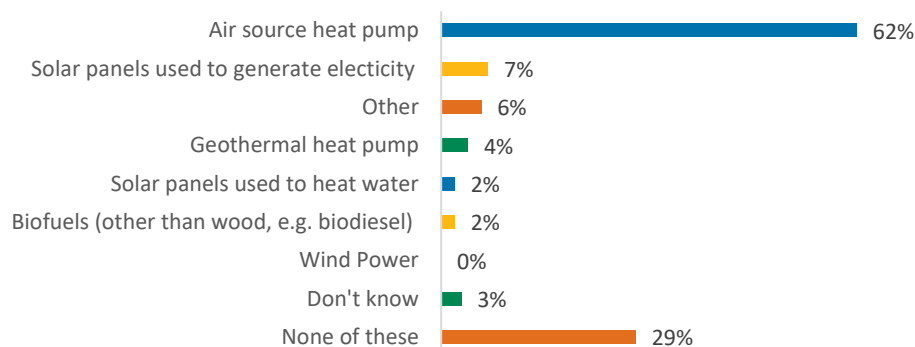
Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

3.1 ALTERNATIVE ENERGY SOURCES

Residents were asked if they utilize alternative energy sources (not including wood or fossil fuels – like oil or gas) in their homes. Twenty-nine percent (29%) of survey respondents indicated they do not use any of the alternative energy sources listed in Figure 15. The most popular alternative energy source used by survey respondents is the air source heat pump (62%).

Figure 15: Air source heat pumps are the most commonly utilized alternative energy source by Stratford residents



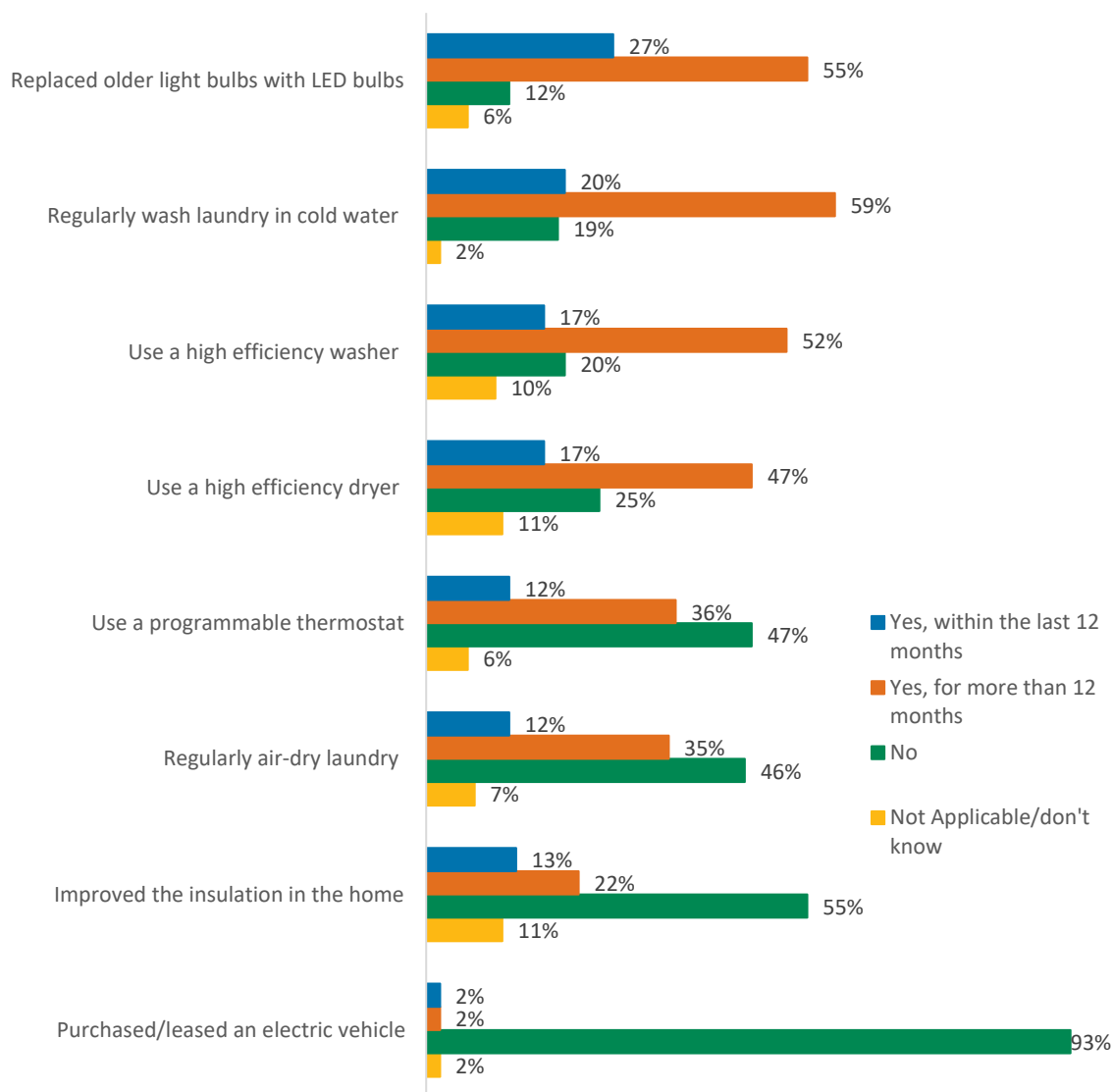
Sixty-three (63) respondents answered “other” for this question. The 63 responses were reviewed and analyzed. Almost all of the responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses to open-ended questions are provided to the Town of Stratford for review.

3.2 ENERGY SAVING ACTIONS

Survey participants were asked if they had taken any of the energy-saving actions seen in Figure 16.

1. Eighty-two percent (82%) replaced older light bulbs with LED bulbs.
2. Seventy-nine percent (79%) regularly wash laundry in cold water.
3. Sixty-nine percent (69%) use a high efficiency (HE) washer.
4. Sixty-four percent (64%) use a high efficiency (HE) dryer.
5. Forty-eight percent (48%) use a programmable thermostat to automatically lower the temperature.
6. Forty-four percent (44%) regularly air-dry laundry (where permitted).
7. Thirty-five percent (35%) improved the insulation in the home.
8. Four percent (4%) purchased/leased an electric vehicle.

Figure 16: Replacing older light bulbs with LED bulbs is the most commonly utilized energy saving action by Stratford residents



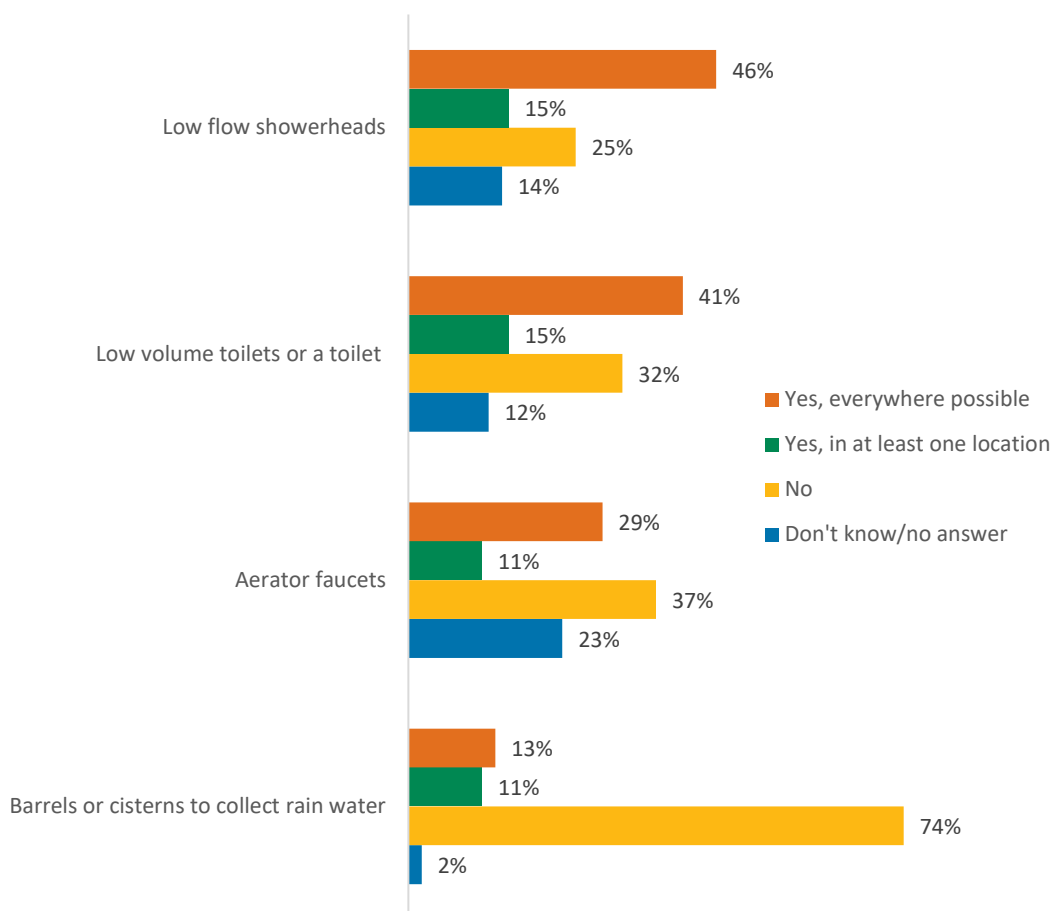
Survey respondents were asked if they have taken any other energy-saving actions. Two-hundred and twenty-four (224) respondents provided an answer to this question. The most common responses were turning electronics off/unplugging appliances when not in use, utilized timers or schedules for lights and thermostat, keeping the home at a cooler temperature, home improvements and renovations (e.g., new insulation, new windows, new storm doors, new appliances, etc.), utilized passive solar, installed storm doors, purchased a hybrid car, utilizing active transportation, furnace maintenance, and participating in and implementing recommendations from energy audits. Some respondents provided answer choices that were not relevant to the question that was asked. All responses to open-ended questions are provided to the Town of Stratford for review.

3.3 WATER MANAGEMENT

For 80% of survey respondents, water supplied by the Town is their main source of water. Nineteen percent (19%) of respondents indicated their main water source is a private well. Eight (8) respondents answered “other” to this question. All of the responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

Respondents were asked if they are utilizing various water-saving methods. Water saving, low flow showerheads were the most frequent form of water management used, with 61% of respondents using low flow showerheads in at least one location. Fifty-six percent (56%) of respondents were using low-volume toilets or toilets with the water volume modified in at least one location. Forty percent (40%) of respondents were using water-saving aerator faucets in at least one location. The least used water management method was barrels or cisterns to collect rainwater. Twenty-four percent (24%) of respondents used this water-saving method in at least one location.

Figure 17: Low flow showerheads are the most commonly utilized water-saving method



4 IMPROVING ENVIRONMENTAL RESPONSIBILITY

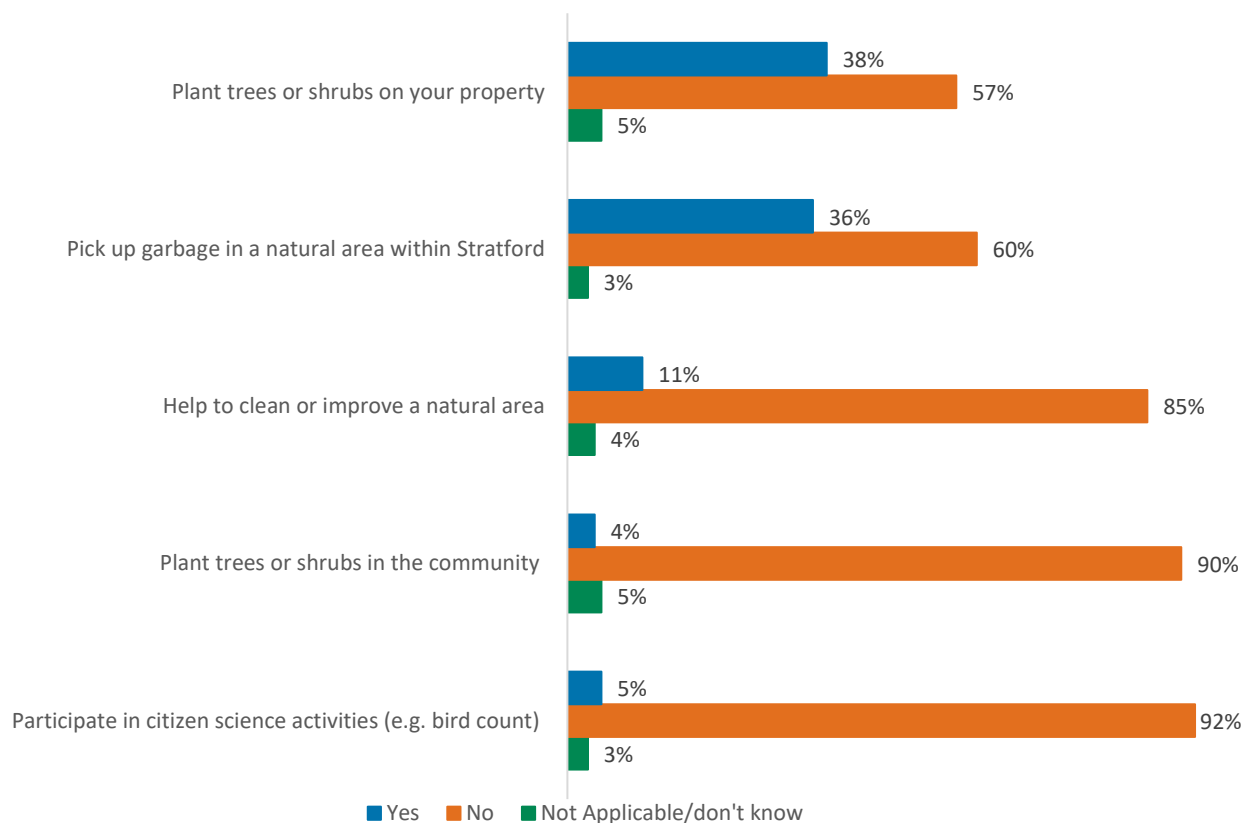
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and biodiversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

4.1 RESIDENT ENGAGEMENT IN PROTECTING ECOSYSTEMS

Residents were asked if they or someone in their home participated in any of the practices in the chart below that would help strengthen or improve Stratford's ecosystem. In the past 12 months, 38% of respondents indicated they planted trees or shrubs on their property, 36% picked up garbage in a natural area, 11% helped to clean or improve a natural area, 4% planted trees or shrubs in the community, and 5% participated in citizen-science activities of measuring, monitoring, or reporting such as a bird count or water monitoring.

Figure 18: Stratford resident engagement in helping to strengthen or improve the Town's ecosystem



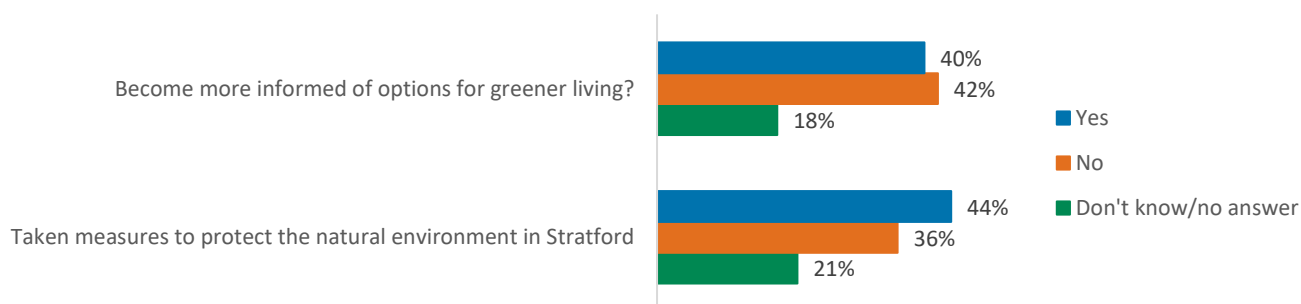
4.2 NATURALLY STRATFORD

Survey respondents were asked if, over the past year, they and their families have become more informed of options for greener living in the Town of Stratford and if, over the past year, they have taken measures to protect the natural environment in Stratford.

In the past year, 40% of survey respondents have become more informed of options for greener living in the Town of Stratford. Eighteen percent (18%) did not know or could not provide an answer.

In the past year, 44% of survey respondents have taken measures to protect the natural environment in Stratford. Twenty-one percent (21%) did not know or could not provide an answer.

Figure 19: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

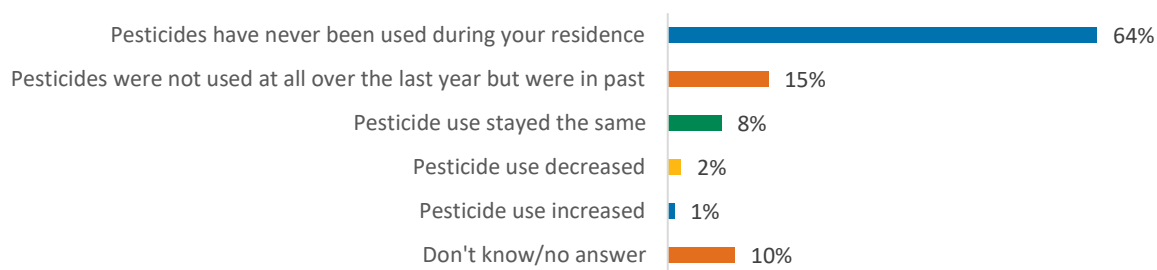


4.3 PESTICIDE USE ON LAWNS

The 92% of Stratford residents who live in a home with a lawn were asked if the use of pesticides on their lawn changed over the last year compared to the previous year. Pesticides refer to any synthetic (man-made) chemical substance used to prevent, reduce, destroy, repel, or attract any weeds or pests.

Sixty-four percent (64%) of residents indicated that pesticides have never been used during their residence. Fifteen percent (15%) of survey respondents indicated pesticides were not used at all over the last year but were in the past.

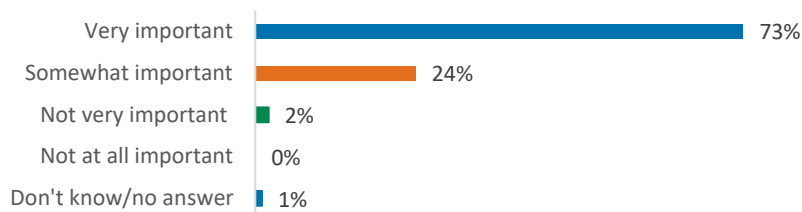
Figure 20: Most Stratford residents do not actively use pesticides



4.4 RESOURCES USED TO PROTECT THE ENVIRONMENT

Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-seven percent (97%) of residents feel it is somewhat important or very important to use resources to protect the environment.

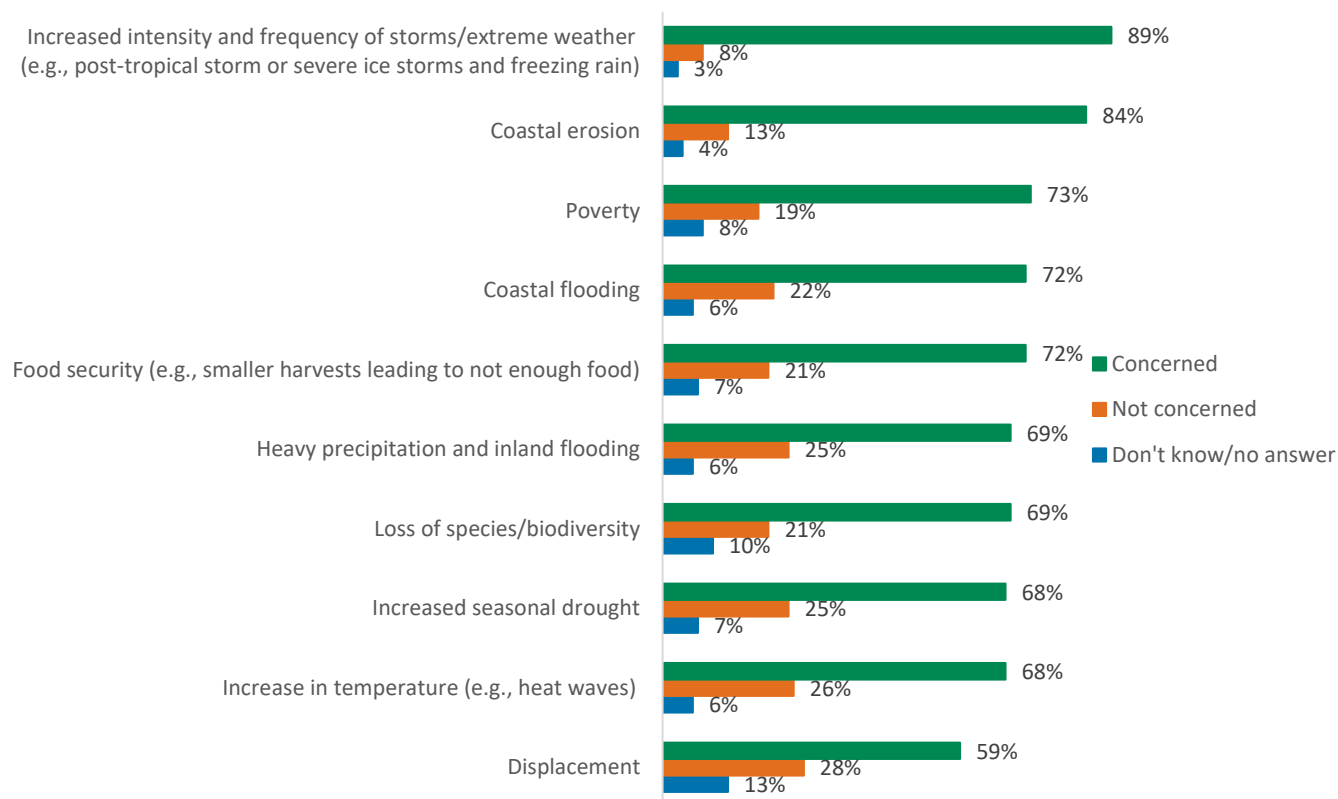
Figure 21: Stratford residents support using Town resources to protect the environment



4.5 CLIMATE CHANGE ADAPTATION PLANNING

Climate change is an important priority for the Town of Stratford as it looks toward growth of the community and future land management. The Town of Stratford asked residents about their current and future concerns of the impacts of climate change. Residents were concerned about all of the current and future impacts described in the question, with 89% of residents concerned with increased intensity and frequency in storms and/or extreme weather. This may be due to the recent events residents experienced with Hurricane Fiona in September of 2022, the impacts of which are still visible today. In addition, coastal erosion (84%), poverty (73%), and coastal flooding (72%) and food security (72%) being in the top 5 biggest concerns of residents.

Figure 22: Increased intensity and frequency of storms and/or extreme weather is the top climate change concern for residents

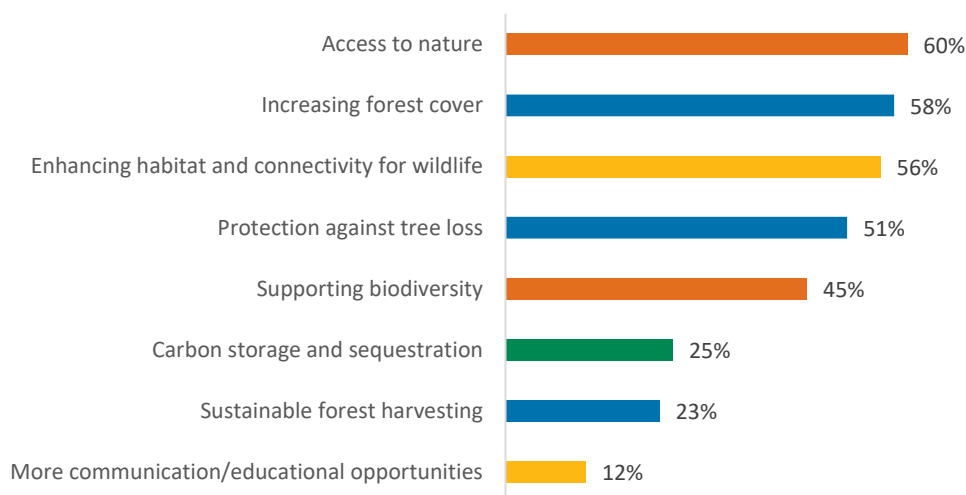


In addition, residents were asked if they had any other future concerns of climate change impacts that may not have been listed. One-hundred and thirty-six (136) residents provided responses of concerns not listed in the question. These responses were varied, and concerns included future water supply and water table impacts; impacts of increased power outages affecting heat sources and other home necessities; increased burden to first responders (fire-fighters, rescue workers, etc.); infrastructure durability, longevity, and ability to sustain future developments; injury or loss of life due to extreme storms or weather events; cruise ship visitations and impacts to the environment; business disruption and loss of income; mental health impacts; removal of trees that help combat climate change to commercial development. In addition, residents stated that investment in local or municipal-owned electric grid systems could be a potential solution or back-up resource for the Town to look into. Residents noted while it was important for the Town of Stratford to do its part in reducing climate change impacts, that climate change is a global issue and it is difficult to address at a municipal level.

4.6 FOREST MANAGEMENT PLANNING

The Town of Stratford recognizes the importance of forests in the community to provide a natural solution to help mitigate the impacts of climate change, to improve the local landscape, and to allow important ecosystems to thrive. Forest management planning is a practice that helps communities support sustainable management of all forest resources for future generations. It is important for the Town to understand the current state of forests in the area, both on municipally-owned and privately-owned land. Residents were asked about what their most important aspects of forest management are, with 60% of residents indicating access to nature is the most important. This is closely followed by increasing forest cover (58%) and enhancing habitat and connectivity for wildlife (56%).

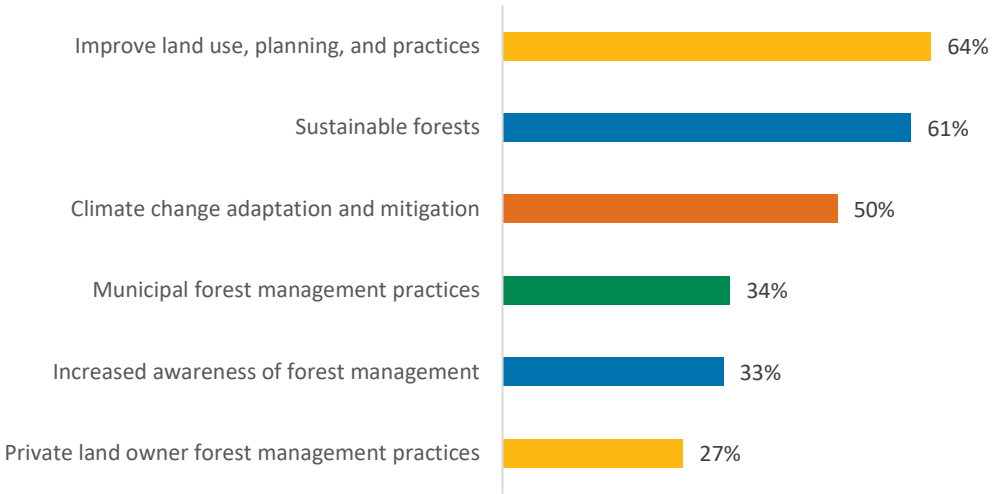
Figure 23: Stratford residents believe access to nature is one of the most important aspects of forest management



Forty-seven (47) residents provided additional insights into what other aspects were most important to them. Responses were varied, and included concerns of clear cutting; electricity powerline management (remove trees near powerlines or bury powerlines); regulations on tree removal on private property; increase in tree planting on public and private property; moratorium of tree removal due to Hurricane Fiona; planning for future forest replanting and partnerships with local non-profits; and clearing fallen trees.

Residents were also asked to select their top priorities and goals of forest management. Sixty-four percent (64%) of residents selected improve land use, planning, and practices, followed by sustainable forests (61%) and climate change adaptation and mitigation (50%).

Figure 24: The majority of Stratford residents want to see improved land use, planning, and practices included in forest management priorities and goals



Fifty (50) residents noted other additional priorities and goals for forest management in the Town of Stratford. The vast majority of responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses are provided to the Town of Stratford for review.

5 INCREASING COMMUNITY ENGAGEMENT

Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision-making process based on collaborative planning principles.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

5.1 TOWN INITIATIVES

Respondents were asked how much they know about various Town initiatives and to choose an answer that best describes how much they know about each of the given initiatives.

Stratford's Youth Centre had a high level of recognition, with 81% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 20% had never heard of the Stratford Youth Centre.

Think! Stratford – Support Local Initiative had a high level of recognition, with 80% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 20% had never heard of Think! Stratford.

The **"RESPECT" – Road Safety Campaign** had a high level of recognition with 78% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 22% had never heard of the "RESPECT" – Road Safety Campaign.

The **Waterfront Park** had a high level of recognition, with 78% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 22% had never heard of the Waterfront Park.

The **Residential Tree Planting Program** had a high level of recognition, with 74% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 25% had never heard of the Residential Tree Planting Program. This initiative was added to the Stratford Resident Survey in 2023.

The **Water Audit Program** had a good level of recognition, with 67% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." This is a decrease of 14% compared to 2022. In comparison, 33% had never heard of the Water Audit Program.

The **Community Campus** had a fair level of recognition, with 58% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 42% had never heard of the Community Campus.

The **Toilet Rebate Program** had a fair level of recognition, with 56% of respondents indicating that they had "heard about," "know some details about," or "have followed it closely or sought more information." In comparison, 44% had never heard of the Toilet Rebate Program.

The **Switch Program** had a fair level of recognition, with 55% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 46% had never heard of the Switch Program.

Naturally Stratford – Environmental Responsibility Program had a fair level of recognition, with 54% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 45% had never heard of Naturally Stratford – Environmental Responsibility Program.

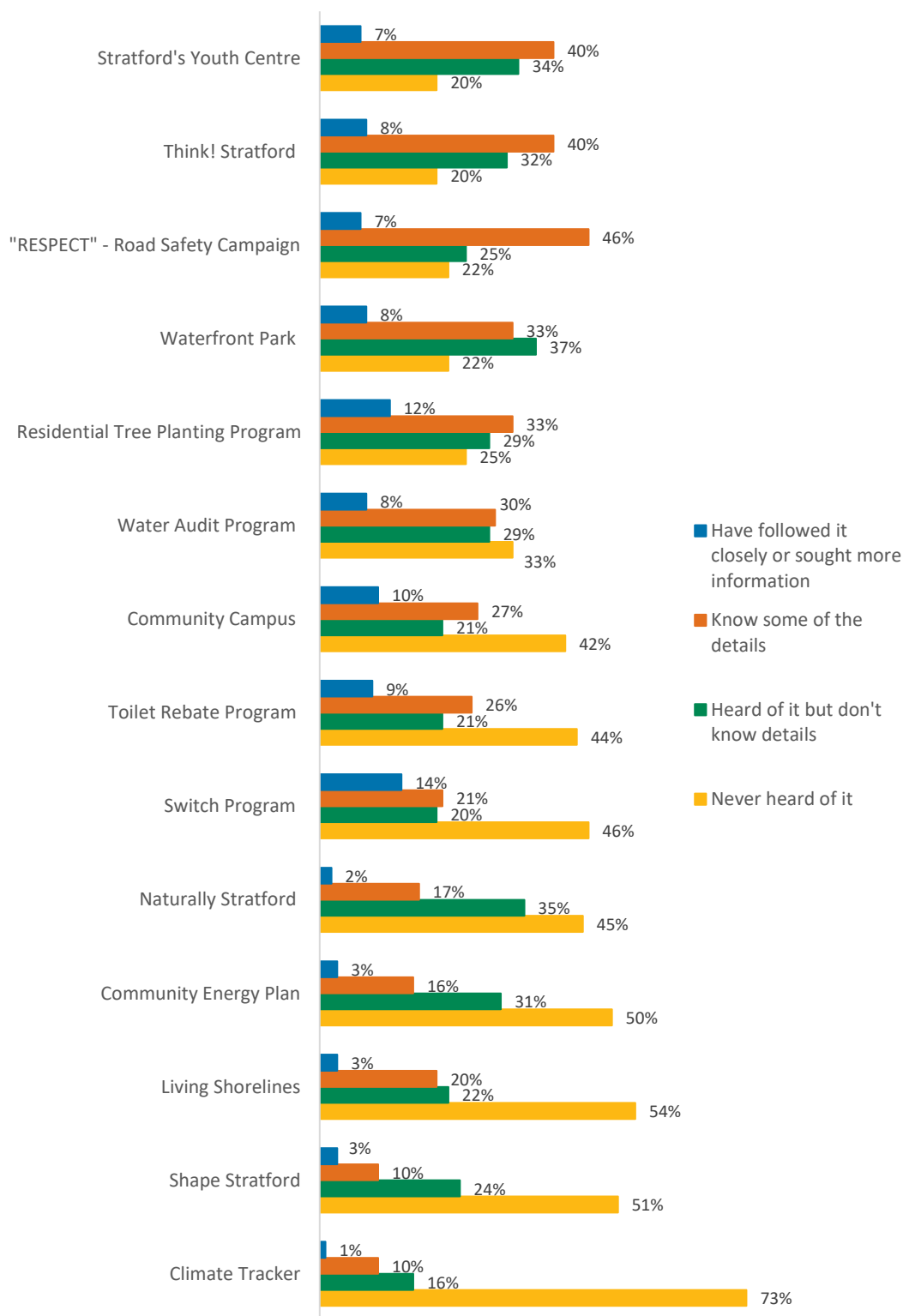
The **Community Energy Plan** had a fair level of recognition, with 50% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” This is a decrease of 10% compared to 2022. In comparison, 50% had never heard of the Community Energy Plan.

The **Living Shorelines** had a fair level of recognition, with 45% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 54% had never heard of the Living Shorelines. This initiative was added to the Stratford Resident Survey in 2023.

Shape Stratford had a poor level of recognition, with 37% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 51% had never heard of Shape Stratford. This initiative was added to the Stratford Resident Survey in 2023.

The **Climate Trackers** had a poor level of recognition, with 27% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 73% had never heard of the Climate Trackers. This initiative was added to the Stratford Resident Survey in 2023.

Figure 25: Stratford residents have the most awareness of Stratford's Youth Centre and the Think! Stratford campaign

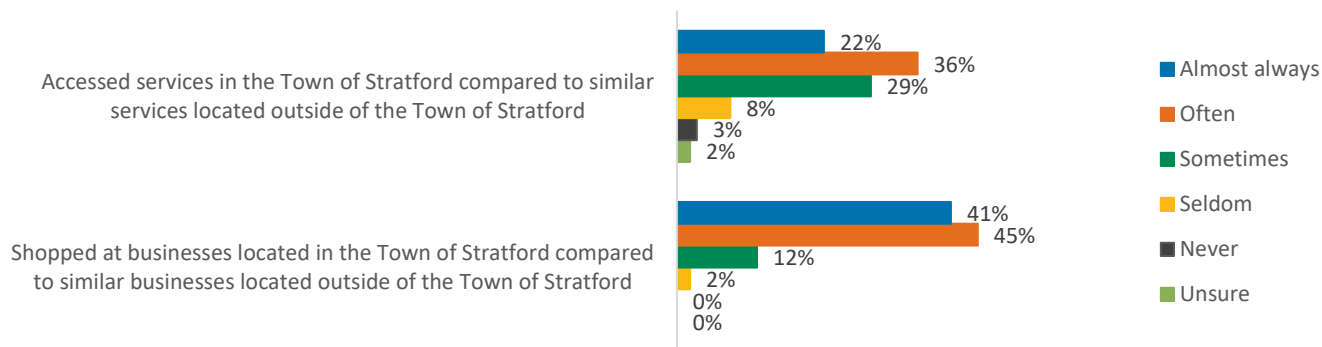


5.1.1 THINK! STRATFORD – SUPPORT LOCAL INITIATIVE

Survey respondents were asked how often in the past year they have accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford. Survey respondents were also asked how often in the past year they have shopped at businesses located in the Town of Stratford compared to similar businesses located outside of the Town of Stratford.

In the past year, 87% of respondents have either almost always, often, or sometimes accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford. In the past year, 98% of respondents have either almost always, often, or sometimes shopped at businesses in the Town of Stratford compared to similar businesses located outside of the Town of Stratford.

Figure 26: Stratford residents frequently access services and shop at businesses located in the Town of Stratford

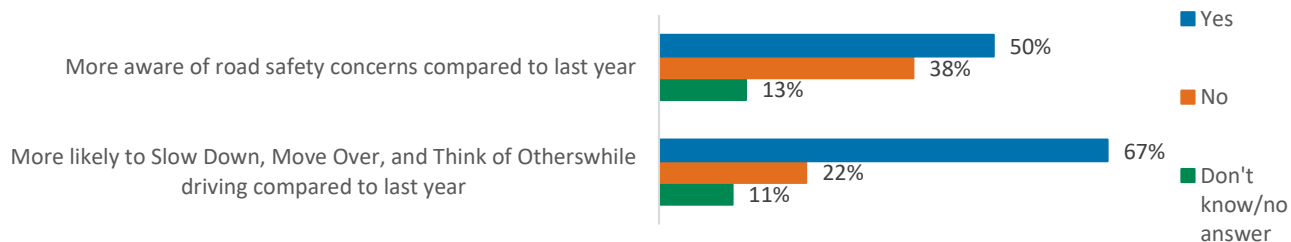


5.1.2 “RESPECT” – ROAD SAFETY CAMPAIGN

Survey respondents were asked if they and their families are more aware of road safety concerns compared to last year and if they and their families are more likely to “Slow Down, Move Over, and Think of Others” while driving compared to the previous year.

Fifty percent (50%) of survey respondents are more aware of road safety concerns compared to last year, and 13% either did not know or could not provide an answer. Sixty-seven percent (67%) of survey respondents are more likely to “Slow Down, Move Over, and Think of Others” while driving compared to last year, and 11% either did not know or could not provide an answer.

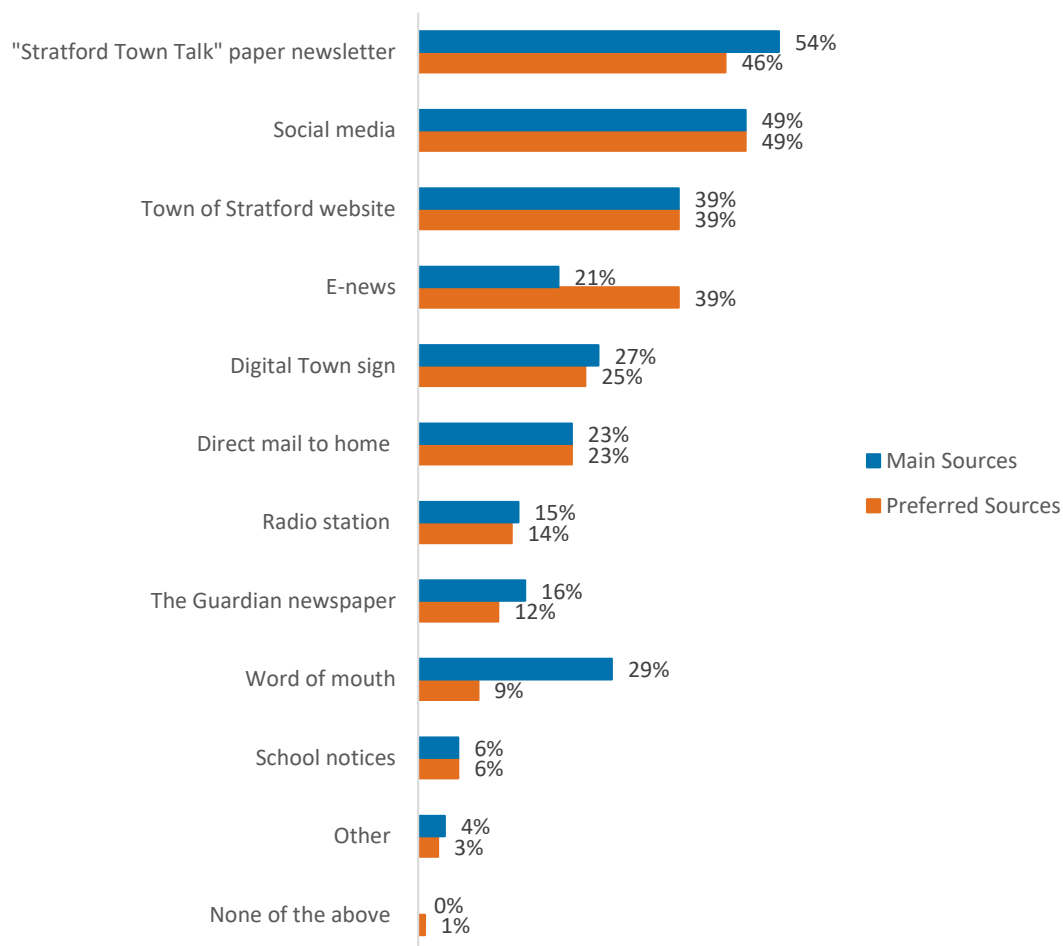
Figure 27: Compared to last year, Stratford residents are more aware of road concerns and more likely to “Slow Down, Move Over, and Think of Others” while driving



5.2 COMMUNICATIONS

Respondents were asked about the communications channels that were their main source of information about the Town of Stratford and their preferred methods. The main sources of Town information for survey respondents were the “Stratford Town Talk” paper newsletter (54%), social media (49%), and the Town of Stratford website (39%). Respondents preferred sources of Town information were the “Stratford Town Talk” paper newsletter (46%), social media (49%), and the Town of Stratford website (39%).

Figure 28: “Stratford Town Talk” is the main source of Town information for 54% of survey respondents



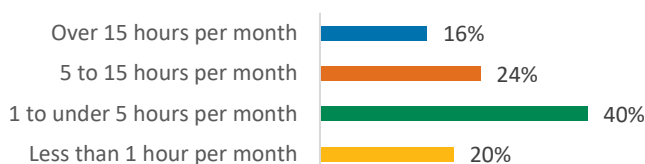
Forty-four (44) respondents answered “other” to the question on main sources of information, and 28 respondents answered “other” to the question on preferred sources of information. The vast majority of responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses to open-ended questions are provided to the Town of Stratford for review.

5.3 VOLUNTEERING

Forty-three percent (43%) of survey respondents indicated that in the past 12 months, they or someone in their household volunteered for a not-for-profit or charitable organization. For those that had volunteered, 47% performed volunteer activity in the Stratford area.

Respondents who volunteered in the past 12 months were asked about the average number of hours per month spent volunteering. Sixty percent (60%) of these respondent's volunteer under 5 hours per month and 42% of these respondent's volunteer over five hours per month.

Figure 29: Forty percent (40%) of Stratford residents spend five or more hours per month volunteering

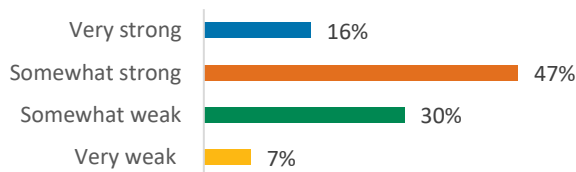


When asked about household volunteer activities aimed at conserving water or protecting the environment, 87% of respondents did not participate in this type of activity. Of the 13% of survey respondents who participated in volunteer activities aimed at water conservation or other activities protecting the environment, 40% indicated that these activities directly involved the Town of Stratford.

5.4 SENSE OF BELONGING

Sixty-three percent (63%) of survey respondents indicated their sense of belonging to the Town of Stratford as very strong or somewhat strong. In contrast, 37% identify their sense of belonging as somewhat weak or very weak.

Figure 30: Over half of Stratford residents feel a strong sense of belonging to their local community

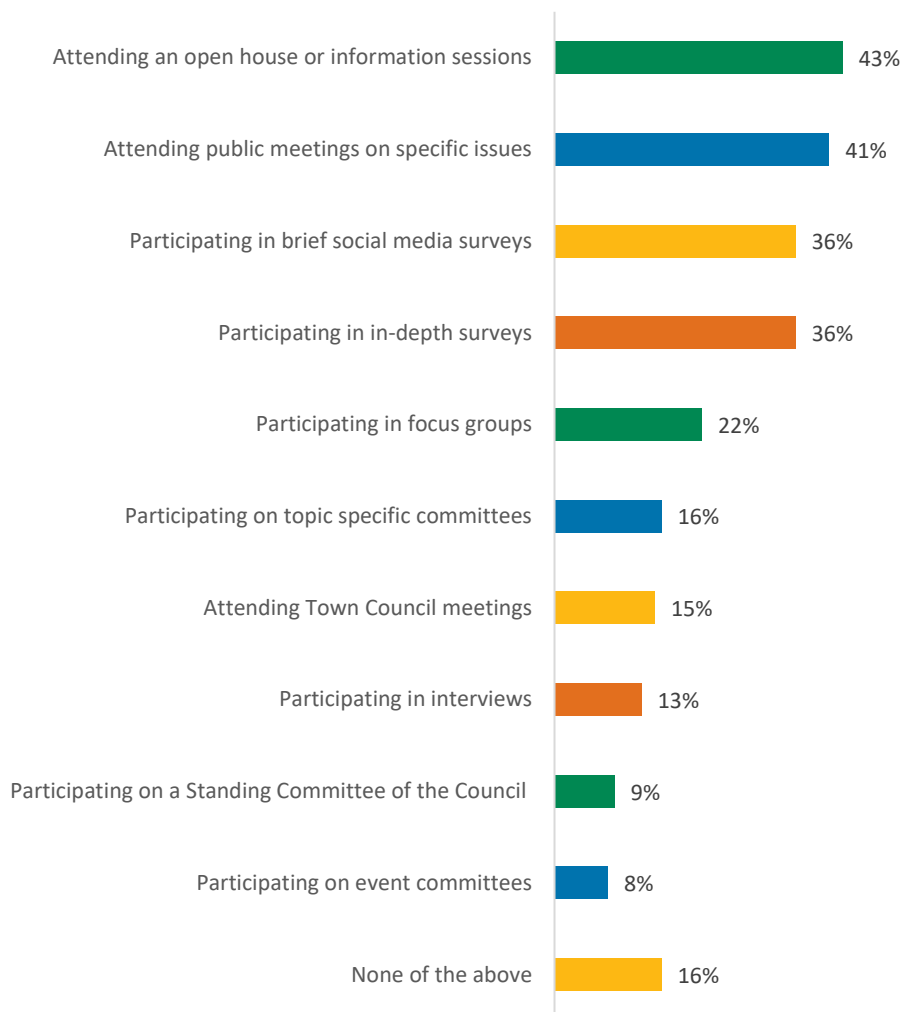


5.5 ENGAGEMENT IN TOWN DECISION MAKING

Survey respondents were asked to identify their preferred forms of engagement with Town decision-making. Survey respondents indicated their preferred method of engagement is attending an open house or information sessions (43%), attending public meetings on specific issues (41%), and participating in brief (36%) or in-depth surveys (36%).

The least preferred choices of engagement with Town decision-making were participating in interviews (13%), participating on a standing committee of the Council (9%), and participating on event committees (8%).

Figure 31: Attending open houses or information sessions are the preferred choices for Stratford residents wishing to be engaged in Town decision making



Forty-two (42) survey respondents answered “other” to this question. The responses provided included combining decision-making meetings with volunteer activities, ability to participate through multiple avenues (e.g., online, telephone, etc.), effectively facilitated public meetings to give everyone a chance for input, and meeting times that are convenient for those who work and have children. Many respondents provided answer choices that were not relevant to the question that was asked. All responses to open-ended questions are provided to the Town of Stratford for review.

6 IMPROVING GOVERNANCE

Strategic Objective: Stratford is committed to good government where there is transparency, accountability and meaningful community engagement.

The 2023 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

6.1 SATISFACTION WITH TOWN PERFORMANCE

Respondents were asked to rate how satisfied they are with the Town of Stratford's performance in the following areas:

- Overall performance
- Ability to meet your needs
- Opportunities for input into planning and decisions for the community
- Transparency of decision making
- Accountability for actions taken
- Responsiveness to Town issues

For **overall performance**, 77% of residents were satisfied or very satisfied with the Town's performance, 9% were dissatisfied or very dissatisfied, and 14% chose don't know/no answer.

For **ability to meet your needs**, 74% of residents were satisfied or very satisfied with the Town's performance, 11% were dissatisfied or very dissatisfied, and 16% chose don't know/no answer.

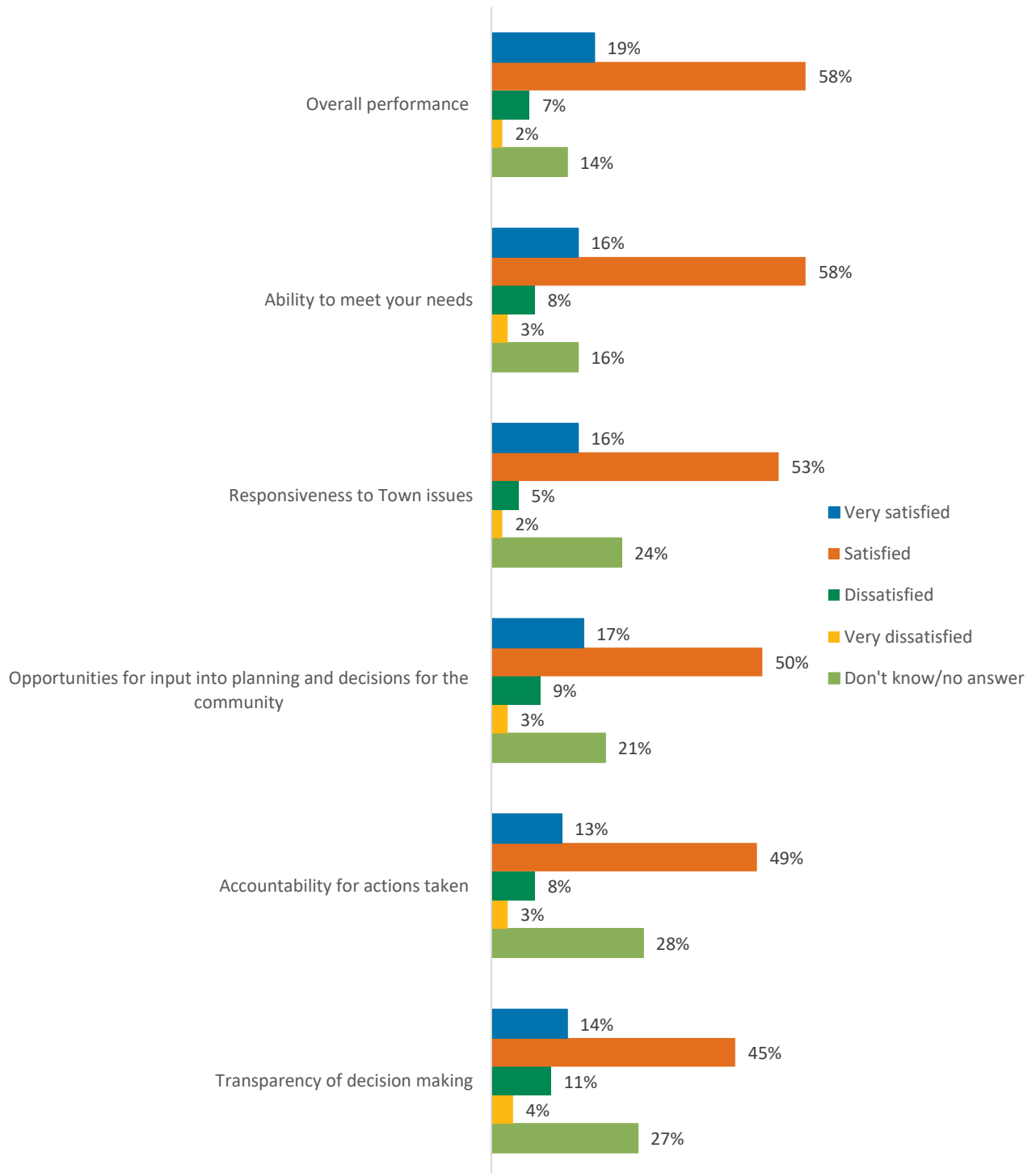
For **responsiveness to Town issues**, 69% of residents were satisfied or very satisfied with the Town's performance, 7% were dissatisfied or very dissatisfied, and 24% chose don't know/no answer.

For **opportunities for input into planning and decisions for the community**, 67% of residents were satisfied or very satisfied with the Town's performance, 12% were dissatisfied or very dissatisfied, and 21% chose don't know/no answer.

For **accountability for actions taken**, 62% of residents were satisfied or very satisfied with the Town's performance, 11% were dissatisfied or very dissatisfied, and 28% chose don't know/no answer.

For **transparency of decision making**, 59% of residents were satisfied or very satisfied with the Town's performance, 15% were dissatisfied or very dissatisfied, and 27% chose don't know/no answer.

Figure 32: Resident satisfaction with Town performance



6.2 NET PROMOTER SCORE™

The inclusion of an annual Net Promoter Score™ question began in 2015. The Net Promoter Score™ was originally created to aid businesses with gauging the attitudes and behaviours of their customers in terms of how likely they are to actively promote a product. Communities also use it as an internal benchmarking tool for noting changes in residents' satisfaction with their community.

The tool divides people into three “promoter” categories: promoters, passives, and detractors. The Net Promoter Score™ is determined by subtracting the number of detractors from the total number of promoters (passives are not included in the calculation) where:

- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively satisfied residents who are susceptible to offers from competing communities in your area.
- Promoters (rating of 9-10) are considered highly-satisfied residents who are loyal – and likely to recommend your community.

An adjustment was made to the Net Promoter Score question in 2017 to allow Stratford's question to be benchmarked against other Net Promoter Scores™ for governments within North America.

The 2023 Net Promoter Score™ for the Town of Stratford is 44 and is comprised of 57% promoters, 30% passives (not included in the calculation), and 13% detractors. This score means Stratford residents continue to have a great opinion of the Town of Stratford, the same as previous years. The 2022 Net Promoter Score™ was 51. The 2021 Net Promoter Score™ was 50.

The Town's Net Promoter Score™ has steadily increased up until 2023, from 42 in 2019, 45 in 2020, 50 in 2021, 51 in 2022, and 44 this year. Although the 2019 to 2023 Net Promoter Scores™ have been a low of 42 and a high of 51, each of these years falls within the “Great” category of the Net Promoter Score™ Ratings Scale. The Net Promoter Score™ cannot be accurately compared to the years before 2017 because of the wording changes made in that year.

Figure 33: Net Promoter Score™ = 44

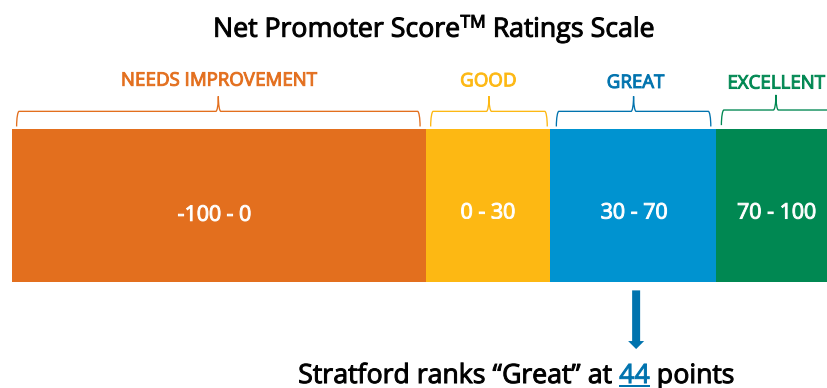
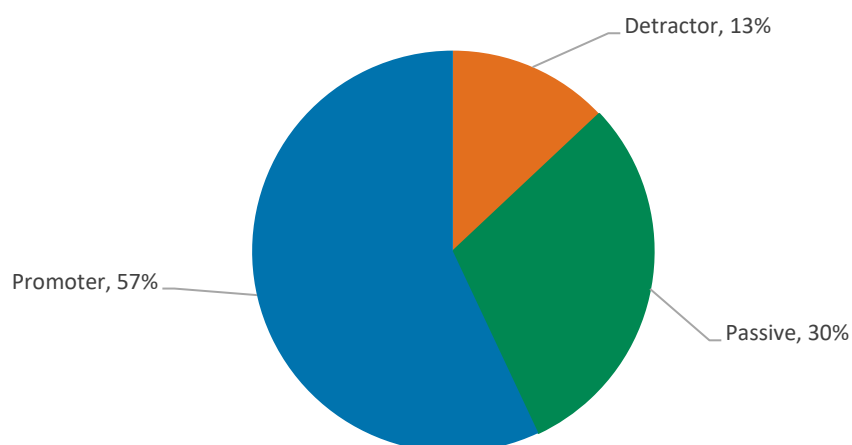


Figure 34: Most Stratford residents are Promoters



Survey respondents were asked what, if anything, the Town of Stratford could do to increase the likelihood that respondents would recommend Stratford as a place to live. Four hundred and thirty-seven (437) respondents provided an answer to this question. The main themes were more businesses and services, concerns of new large development proposed recently, increased options for entertainment, lower taxes, improve traffic control/safety, continue to develop active transportation infrastructure, improve access to public transportation, continue to enhance parks and trails, continue to acquire and conserve natural areas/green space, build a community centre/recreational centre, create more recreational facilities/fields, enhance access to beaches/waterways, develop a downtown core, high cost of housing concerns, other access points to Charlottetown, childcare options, programming and spaces for youth and seniors, alternate forms of power generation for the Town, and many general comments in support of the positive aspects of living in Stratford.

Survey respondents were asked an open-ended question on if they had any additional comments. One hundred and eighty-four (184) respondents provided an answer to this question. Responses to this question were varied, and similar to the responses provided above. The Town of Stratford will review all responses to this question as part of its strategic planning.

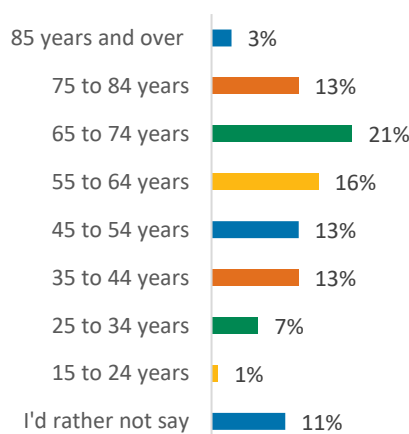
APPENDIX A: PROFILE OF RESPONDENTS

It is not unusual for respondents to skip demographic questions in surveys that allow question skipping. Depending upon the question, 10%-12% of respondents chose not to answer the demographic questions asked at the end of the survey.

The majority of respondents to the Stratford Resident Survey 2023 described their gender as female (56%). Thirty-eight percent (38%) of survey respondents described their gender as male, less than 1% of respondents described their gender as transgender, third gender, non-binary, non-conforming, or other gender, and 6% of survey respondents preferred not to disclose how they describe their gender.

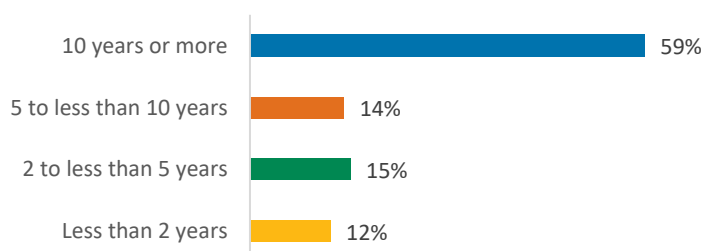
Fifty percent (50%) of survey respondents were in the 45 to 74 year age range. Eight percent (8%) of survey respondents were aged 34 or younger.

Figure A1: Age of respondents



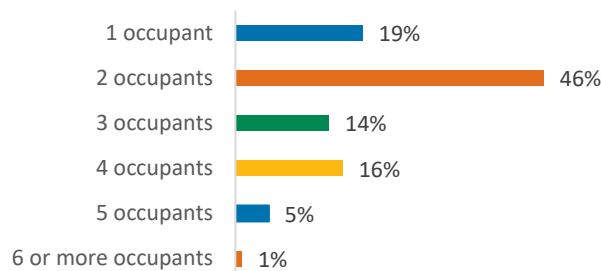
Ninety percent (90%) of survey respondents were born in Canada, and 96% of survey respondents reported living in Canada for ten years or more. Fifty-nine percent (59%) of survey respondents have lived in Stratford for ten or more years.

Figure A2: How long survey respondents have lived in Stratford



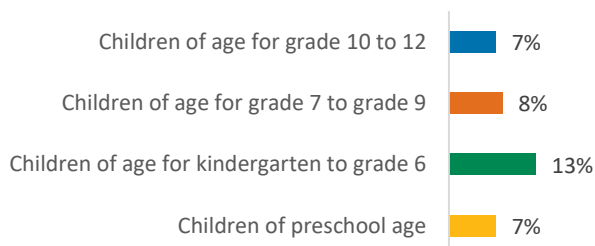
Seventy-nine percent (79%) of dwellings are inhabited by three or less occupants.

Figure A3: Number of occupants per dwelling



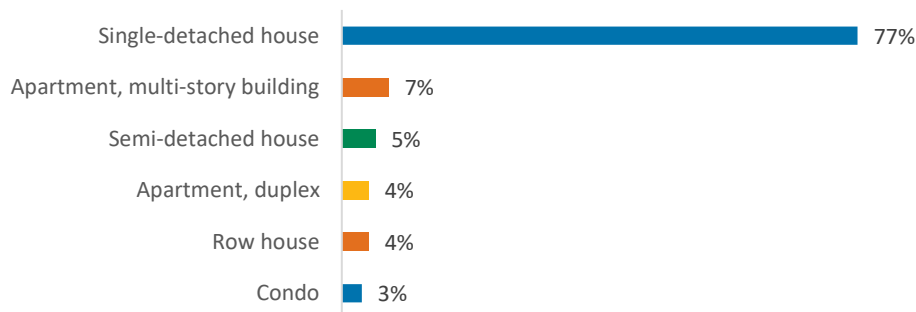
Seventy-four percent (74%) of respondents reported that they have no children under the age of 19 living in their household. Of the 35% of respondents who reported having children under the age of 19 living in their households, 7% of households have children in grades 10-12, 8% have children in grades 7-9, 13% have children in kindergarten to grade 6, and 7% have pre-school aged children in the household. Respondents were able to select more than one category.

Figure A4: Children under 19 living in the home



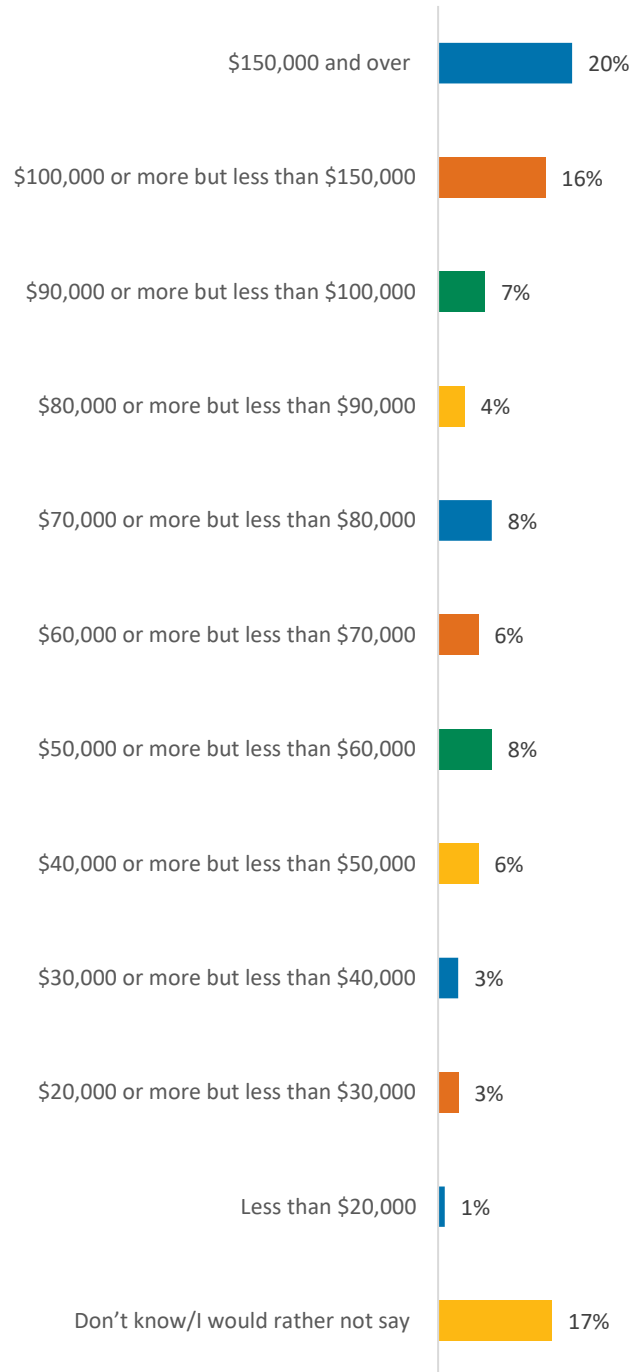
Eighty-one percent (81%) of respondents indicated they own their dwelling, while 19% indicated they rent their dwelling. The majority of respondents (77%) indicated they currently live in a single-detached house.

Figure A5: Type of dwelling



Respondents were asked to estimate the total income received by all household members from all sources before taxes and deductions in 2022. The estimated household incomes were:

Figure A6: Total household income



APPENDIX B: METHODOLOGY

The Town of Stratford engaged MRSB consulting Services Inc. to conduct the Stratford Resident Survey 2023, perform analysis of collected information, and report on the information collected. The target population for this survey was individuals 16 years and over residing in the Town of Stratford, Prince Edward Island.

Key areas of inquiry were identified in consultation with the Chief Administrative Officer for the Town of Stratford, PEI; senior staff; and special committees including staff and volunteers. Survey questions were developed to address:

1. Stratford Strategic Plan Objectives as identified by the Town of Stratford staff;
2. Indicators to be repeated year over year (benchmarking questions): satisfaction with town governance; residents self-reported health status; perceptions of community safety; environmental stewardship; and energy conservation measures;
3. Indicators reserved as biannual questions were consistent over the first four years and are unlikely to change dramatically in a single year;
4. New areas of inquiry (change each year) – specific Town Initiatives and this year’s special focus areas: COVID-19, traffic safety, public art, Stratford Resident Survey; and
5. Demographics (e.g. length of residency, type of housing, age, household income).

A multi-mode method (distribution of an online survey as well as a paper survey) was used to ensure the survey reached as many respondents as possible and provided residents with multiple options for survey completion. The online survey was administered online using the SurveyMonkey platform, and the paper survey was distributed by Canada Post. The online survey and paper survey were aligned so that the questions and their position in the survey were the same.

The survey did not gather information to identify individual respondents, and results are reported in aggregate form only.

Survey questions were tested with a focus group comprised of Stratford residents. Focus group members were recruited through social media posts as well as direct invitations to individuals engaged in Town committees. The focus group completed both the online and paper versions of the survey and provided feedback on clarity, ease of use, and time taken to complete. Focus group feedback was provided to the Town, and some questions were altered based on feedback received.

SURVEY DISTRIBUTION

A paper version of the survey was distributed to 5,000 homes and apartments through the Canada Post Precision Targeter and neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to mail paper surveys back to the Town at no cost. An online version of the survey was administered using the SurveyMonkey platform.

MRSB Group’s Marketing Department developed and implemented a communications strategy to encourage all residents aged 16 and over residing in the Town of Stratford to complete the Stratford Resident Survey. The communications strategy utilized digital channels including the Town of Stratford e-

newsletter, website, Facebook, Twitter, Instagram, digital signboard, and traditional channels such as the paper survey distributed via Canada Post.

Key messaging used during survey distribution included:

- Utilization of #ImagineThat – The Town of Stratford’s branded hashtag
- Engagement of key influencers
- What the survey is and why it’s important to the Town of Stratford
- How to access the survey online
- Examples of how results are incorporated year after year
- When residents can expect to receive a paper survey
- How long it takes to complete the survey (on average)
- How to return the paper survey
- Deadline for completion

The online survey was launched on January 26, 2023, and the paper survey was delivered to households between February 9 and February 13, 2023. Paper surveys were also available for pickup at the Stratford Public Library and the Stratford Town Offices. The survey closed on March 13, 2023 and there was no extension to the survey deadline due to the length of time it was open to compensate for the 2023 Canada Games school closures and potential vacations.

SURVEY ANALYSIS

Nine-hundred and seventy-seven (977) survey responses were received. Data entry of paper surveys was conducted by Town of Stratford staff members. The data entry team was trained in data entry through a data entry workshop, and data entry was monitored by MRSB. Ten percent (10%) of manually entered surveys (from paper responses) were randomly checked for data entry accuracy and consistency.

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under 16 years of age were cleaned from the survey database. Eight (8) responses were removed during data cleaning, and analysis was performed on the remaining 969 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2021 Census data for age and dwelling, owned or rented, except for the under-representation of the 15-24-year age range, which could not be corrected. The survey accuracy (margin of error) was +/- 3.0%, 19 times out of 20.

Percentages may not add to 100% due to rounding. Only non-response rates (missing data due to question skipping) of over 10% are reported. Percentages shown in charts and tables are a percentage of those who answered each question.

All surveys are subject to non-response bias by people choosing not to participate in the survey. Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. The potential for other non-response biases for the survey is recognized for residents with low literacy skills, which might affect response to a paper or online survey and for residents who are newcomers to the province and/or do not have English as a first language.

REPORTING

Survey data is represented in this Full Results Report and a Summary Report which are both available on the Town of Stratford's website, www.townofstratford.ca.

APPENDIX C: STRATFORD RESIDENT SURVEY 2023

Annual Resident Survey



Imagine that!

Town of Stratford



2023



Complete online at: www.stratfordsurvey.ca

Stratford Resident Survey 2023

Welcome!

Dear Resident:

It is once again time to ask for your help by completing our annual resident survey. Each year we survey our residents to gauge public opinion on a variety of topics with feedback from the survey helping council and staff make decisions on how to better meet your needs, areas of investment and overall satisfaction. This is your chance to have a say in a variety of topic areas.

Past surveys have led to projects and initiatives such as the Town's residential tree program, energy and resource saving initiatives and expanded arts and recreation programs. This year we have special interest questions related to municipal response to Post-Tropical Storm Fiona, climate change, forest management and housing.

Our survey is designed for all residents. This survey is for you if:

- You are a resident of Stratford (whether recent or long-time);
- You are currently involved in Town activities or not;
- You rent or own your home, or live at home;
- Are 16 and older;
- Were born on PEI, in Canada or anywhere else in the world.

This survey is for you! Your opinions and perspectives are important, and we greatly value the input of all residents. The survey results will be released later this year for those interested in looking at the final report.

On behalf of Council and staff, thank you for taking the time to complete this year's survey.

Sincerely,

Steve Ogden
Mayor, Town of Stratford

Deadline for submitting surveys is March 13th, 2023

Survey Instructions

The Town of Stratford Resident Survey will take approximately 15 minutes to complete.

The survey is anonymous; your name cannot be connected to the survey. To ensure full confidentiality, only group data will be reported. This means no individual information will be included in reports, and no reports will make it possible to identify individuals.

Please note that:

- Your participation is completely voluntary.
- There are no right or wrong answers. Even if you "don't know," this is valuable information for the Town of Stratford to know.
- You are free to stop the survey at any time.

If you have any questions or concerns about the survey, please contact:

Wendy Watts, Community and Business Engagement Manager

Town of Stratford
Phone: 902-569-6921
Email: wwatts@townofstratford.ca

Eligible Participants

This survey is for the residents and landowners of the Town of Stratford, Prince Edward Island (who are 16 years of age and older) only. Please complete one survey per person.

You are encouraged to complete the online survey, which can be found at:

www.stratfordsurvey.ca

Do not complete this paper survey if you have already completed the online survey.

We want to know how you receive information about the Town of Stratford.

1. Which are your MAIN sources of information regarding the Town of Stratford? Please check all that apply.

- ☐ Town of Stratford website: www.townofstratford.ca
- ☐ "Stratford Town Talk" paper newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (brochures, flyers, utility bills)
- ☐ E-news (emailed by the Town every second week)
- ☐ Digital Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (such as Facebook or Twitter)
- ☐ School notices
- ☐ None of the above
- ☐ Other (please describe)

2. How would you PREFER to receive information from the Town? Please check all that apply.

- ☐ Town of Stratford website: www.townofstratford.ca
- ☐ "Stratford Town Talk" paper newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (brochures, flyers, utility bills)
- ☐ E-news (emailed by the Town every second week)
- ☐ Digital Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (such as Facebook or Twitter)
- ☐ School notices
- ☐ None of the above
- ☐ Other (please describe):

Health and Wellness

The Town of Stratford utilizes a strategic performance management plan called 'Results Matter.' Each Council renews and updates the plan to reflect their priorities for their four-year term of office. The plan uses Key Performance Indicators (KPI's) to track performance over time. Many of the questions in the Stratford Resident Survey were designed to track these KPI's. Knowing more about things like the health and wellness of Stratford residents helps us with planning, gives us a more complete picture of our community, and helps us track our performance on our KPI's.

3. In general, would you say your health is:

- ☐ Excellent
- ☐ Very good ☐ Fair
- ☐ Good ☐ Poor

4. Compared to one year ago, how would you say your health is now?

- ☐ Much better now than 1 year ago
- ☐ Somewhat better now than 1 year ago ☐ Somewhat worse now than 1 year ago
- ☐ About the same as 1 year ago ☐ Much worse than 1 year ago

Physical Activity

"Moderate physical activity" will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity.

Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, or skating.

Think about the moderate or more vigorous activities that you have done in the last 3 months.

5. In an average week, how many times did you perform a moderate or more vigorous activity for 10 minutes or more?

- ☐ Less than 3 times in an average week
- ☐ 3-5 times in an average week
- ☐ More than 5 times in an average week

Add up the time you spend in moderate to vigorous activity in an average week (include sessions that last at least 10 minutes).

6. In an average week, did you spend a total of:

- ☐ Less than 1 hour in moderate or vigorous activity per week
- ☐ 1 to 2.5 hours in moderate or vigorous activity per week
- ☐ More than 2.5 hours in moderate or vigorous activity per week

7. Does a physical or mental health issue reduce the amount or kind of activity you can do (include only health conditions or problems that have lasted or are expected to last 6 months or more)?

- ☐ Yes, sometimes ☐ Yes, often ☐ No ☐ Not applicable

8. Are you usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches?

- ☐ Yes
- ☐ No

Home Energy Use and Environmental Protection

In the following questions, when we refer to “home,” we mean the dwelling where you currently live.

Please answer the questions regardless of whether you own or rent your home.

9. Does your home currently use any of the following alternative energy sources (not including wood or fossil fuels – like oil or gas)? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Geothermal heat pump | <input type="checkbox"/> Biofuels (other than wood, e.g., biodiesel) |
| <input type="checkbox"/> Air source heat pump | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Solar panels used to heat water | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Solar panels used to generate electricity | <input type="checkbox"/> Other (please describe): |
| <input type="checkbox"/> Wind power | |

10. Have any of the following energy-saving actions been taken in your home? Check one answer per row.

	Yes, within the last 12 months	Yes, for more than 12 months	No	Not applicable/don't know
Replaced older light bulbs with LED bulbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a programmable thermostat to automatically lower the temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly wash laundry in cold water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly air-dry laundry (where clotheslines are permitted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Washer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Dryer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved the insulation in the home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchased/leased an electric vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Have any other energy saving actions been taken? If yes, please describe actions taken.

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12. In the past 12 months, did you or anyone in your home...

	Yes	No	Not applicable/don't know
...plant trees or shrubs on your property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...plant trees or shrubs in the community (not your property)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...help to clean or improve a natural area (e.g., a pond or other waterway within Stratford)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...pick up garbage in a natural area within Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...participate in citizen-science activities of measuring, monitoring, or reporting (e.g., bird count, water monitoring)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Does your home have a lawn?

- ☐ Yes
☐ No [If no skip to question 15]

Pesticide Use on Lawns

For the purpose of this survey, the term 'pesticides' refers to any synthetic (*man-made*) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests.

14. Did the use of pesticides on your lawn change over the last year – compared to the previous year?

- ☐ Pesticide use increased
☐ Pesticide use stayed the same
☐ Pesticide use decreased
☐ Pesticides were not used at all over the last year, but used to be used
☐ Pesticides have never been used during your residence
☐ Don't know/no answer

Water Management

15. What is your home's main source of water?

- ☐ Water supplied by the Town
☐ Water from a private well
☐ Don't know/no answer
☐ Other, please describe _____

16. Does your home use...

	Yes, everywhere possible	Yes, in at least ONE but not all locations	No	Don't know/no Answer
...water saving, low flow shower heads?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...water saving, aerator faucets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...low volume toilets or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...barrels or cisterns to collect rain water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safety in your Community

For the following questions, a “neighbourhood” refers to the area surrounding your home.

17. Compared to other areas in PEI, do you think your neighbourhood has a higher amount of crime, about the same or a lower amount of crime?

- ☐ Higher
- ☐ About the same
- ☐ Lower

18. How safe do you feel walking around your neighbourhood?

- ☐ Very safe
- ☐ Somewhat safe
- ☐ Somewhat unsafe
- ☐ Very unsafe

19. Compared to other areas in PEI, do you think commercial areas of Town have a higher amount of crime, about the same or a lower amount of crime? *“Commercial areas” refers to the area surrounding businesses in Stratford.*

- ☐ Higher
- ☐ About the same
- ☐ Lower

20. During the last 5 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

- ☐ Increased
- ☐ Decreased
- ☐ About the same
- ☐ Don't know
- ☐ Have not lived here for 5 years

The next questions deal with your perceptions about the work that is being carried out by your local police force.

21. Have you had contact with the local police force within the last 5 years?

- ☐ Yes
- ☐ No

22. Do you think the local police force does a good job, an average job or a poor job of...

	Good job	Average job	Poor job	Don't know/no answer
...enforcing the laws?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...promptly responding to calls?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...being approachable and easy to talk to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supplying information to the public on ways to reduce crime?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...ensuring the safety of the citizens in your area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...treating people fairly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. How much confidence do you have in the local police force?

- ☐ A great deal of confidence
- ☐ Some confidence
- ☐ Not very much confidence
- ☐ No confidence at all

Emergency Response Planning

Hurricane Fiona in September of 2022 was a disastrous event felt across Prince Edward Island and Atlantic Canada. The Town of Stratford mobilized quickly to ensure all essential municipal services continued to operate and provided space in Stratford Town Centre for a reception centre. The Town recognizes there are many aspects of emergency response services out of their control, such as reinstating power and removing downed power lines. The reception centre provided residents with access to power to charge essential devices, access to fresh drinking water, and use of essential facilities such as bathrooms, showers, and hot water. The Town of Stratford is seeking feedback on the emergency services provided by the Town during the immediate period after Post-Tropical Storm Fiona and the availability of these services for future emergency planning.

24. Did you use any of the services provided at the Town of Stratford's reception centre?

- ☐ Yes
- ☐ No

25. Which essential services do you feel are the most important to be offered by the Town of Stratford at a reception centre during an emergency situation? Please select your top 3 (in any order).

- ☐ Access to water for drinking, bathrooms, and showers (including those on well service to fill up and take home)
- ☐ Access to electricity to charge essential devices
- ☐ Access to internet, television, and radio for essential communications and news
- ☐ Extended operating hours of the reception centre (i.e., outside of regular building operating hours)
- ☐ Availability of Town staff for local updates on essential services and available support for residents
- ☐ Provide additional reception centre locations across the municipality
- ☐ Availability of volunteers or emergency responders to conduct check-ins on vulnerable persons
- ☐ Other, please describe _____

Volunteering

26. In the past 12 months, did you or anyone in your household volunteer for any not-for-profit or charitable organization?

- ☐ Yes
- ☐ No [If no skip to question 31]

27. Was any of the volunteer activity performed in Stratford?

- ☐ Yes
- ☐ No
- ☐ Don't know

28. In the past 12 months, on average, how many hours per month did you volunteer?

- ☐ Over 15 hours per month
- ☐ 1 to under 5 hours per month
- ☐ 5 to 15 hours per month
- ☐ Less than 1 hour per month

29. In the past 12 months, did you or anyone in your household volunteer in activities aimed at conservation of water or protection of the environment?

- ☐ Yes
- ☐ No [If no skip to question 31]

30. Did any of these activities directly involve or affect the Town of Stratford?

- ☐ Yes
- ☐ No

Climate Change Adaption Planning

Climate change is an important priority for the Town of Stratford as it looks toward growth of the community and future land management. The Town of Stratford is seeking to understand residents' concerns with climate change impacts in the Town.

31. What climate change impacts are you concerned about in the present or future in the Town of Stratford?

	Concerned	Not concerned	Don't know/no answer
Increase in temperature (e.g., heat waves)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased intensity and frequency of storms/extreme weather (e.g., post-tropical storm or severe ice storms and freezing rain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heavy precipitation and inland flooding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coastal erosion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coastal flooding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased seasonal drought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of species/biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food security (e.g., smaller harvests leading to not enough food)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poverty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displacement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

32. Are there any other future concerns of climate change impacts you have living in the Town of Stratford missing from the list above? If so, please describe briefly.

Forest Management Planning

The Town of Stratford recognizes the importance of forests in the community to provide a natural solution to help mitigate the impacts of climate change, to improve the local landscape, and to allow important ecosystems to thrive. Forest management planning is a practice that helps communities support sustainable management of all forest resources for future generations. It is important for the Town to understand the current state of forests in the area, both on municipally-owned and privately-owned land, and the Town wants to hear what residents' view as the most important aspects of forest management.

33. What aspects of forest management are most important to you in the Town of Stratford? Select your top three (3).

- ☐ Supporting biodiversity
- ☐ Enhancing habitat and connectivity for wildlife
- ☐ Sustainable forest harvesting
- ☐ Carbon storage and sequestration (i.e., removing carbon from the atmosphere and storing it)
- ☐ Access to nature
- ☐ More communication/educational opportunities
- ☐ Increasing forest cover/planting more trees
- ☐ Protection against tree loss
- ☐ Other, please describe _____

34. What do you think the priorities and goals for forest management should be in the Town of Stratford?

- ☐ Sustainable forests
- ☐ Improved land use planning and practices
- ☐ Climate change adaption and mitigation
- ☐ Increased awareness of forest management
- ☐ Municipal forest management practices
- ☐ Private land owner forest management practices
- ☐ Other, please describe _____

Community Engagement Interest

The Town of Stratford is interested in having residents more engaged in the Town decision-making process.

35. How would you describe your “sense of belonging” to your local community?

- ☐ Very strong ☐ Somewhat weak
☐ Somewhat strong ☐ Very weak

36. In what ways would you like to be engaged in Town decision-making (check all that apply)?

- ☐ Attending Town Council meetings
☐ Attending public meetings on specific issues
☐ Attending an open house or information session on specific issues
☐ Participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture or others)
☐ Participating on event committees
☐ Participating on a Standing Committee of the Council (such as Sustainability, Planning Development and Heritage, Diversity and Inclusion, or others)
☐ Participating in in-depth surveys
☐ Participating in interviews
☐ Participating in focus groups
☐ Participating in brief social media surveys through Facebook or Twitter
☐ None of the above
☐ Other, please describe: _____

Your Town

37. How likely is it that you would recommend the Town of Stratford as a place to live to a friend or colleague?

	1	2	3	4	5	6	7	8	9	10	
Not at all likely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely likely

38. What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live? Please describe briefly.

Town Initiatives

39. How much do you know about the following Town initiatives?

Choose the answer that best describes how much you know about each initiative.

	Never heard of it	Heard of it but don't know details	Know some of the details	Have followed it closely or sought more information
"Naturally Stratford" – Environmental Responsibility Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"RESPECT" – Road Safety Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Think! Stratford" – Support Local Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate Trackers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Campus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Energy Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living Shorelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential Tree Planting Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shape Stratford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stratford's Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switch Stratford Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet Rebate Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water Audit Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterfront Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. How important is it for the Town of Stratford to use resources to protect the environment?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not at all important
- ☐ Don't know/no answer

Think! Stratford – Support Local Initiative

41. In the past year, how often have you...

	Almost always	Often	Sometimes	Seldom	Never	Unsure
...shopped at businesses located in the Town of Stratford compared to similar businesses located outside of the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Naturally Stratford – Environmental Responsibility Campaign

42. Over the past year, have you/your family...

	Yes	No	Don't know/no answer
...taken measures to protect the natural environment in Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...become more informed of options for greener living in the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESPECT – Road Safety Campaign

43. Are you/your family more...

	Yes	No	Don't know/no answer
...aware of road safety concerns compared to last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...likely to <i>Slow Down, Move Over, and Think of Others</i> while driving compared to last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Shape Stratford

Everyone in our community deserves a safe and affordable place to call home. In late 2022, the Town of Stratford introduced 'Shape Stratford', an initiative designed as part of the Housing Supply Challenge (HSC). This project supports finding solutions around barriers to new housing supply. By working together and having conversations, the Town and residents can identify and close gaps, and create goals to achieve suitable housing for all. The Town is interested in hearing more about residents' housing needs to build on this initiative and ensure everyone has a safe place to call home.

44. Do you currently own or rent your dwelling?

- ☐ Own ☐ Rent

45. Is this dwelling...?

- ☐ Single-detached house ☐ Condo
☐ Semi-detached house ☐ Apartment, duplex
☐ Row house ☐ Apartment, multi-story building

46. Does your current housing situation meet your household's needs?

- ☐ Yes [If yes skip to question 48]
☐ Yes, somewhat
☐ No

47. Please give the reasons why your current residence does not completely meet your household's needs (check all that apply)?

- ☐ Too small
☐ Too large
☐ Need to live closer to employment
☐ Need to live closer to relative/family
☐ Need to live closer to a caregiver, or to give care
☐ Needs major repairs
☐ Unsuitable for physical needs due to accessibility
☐ Want to live independently
☐ Need living assistance
☐ Temporary accommodation
☐ Can no longer afford
☐ Unsafe structure
☐ Unsafe social situation (for example, family violence)
☐ Other, please describe: _____

48. To meet the needs of its residents, in my opinion Stratford needs more (check all that apply):

- ☐ Apartments (multi-story buildings)
☐ Apartment (basement or other type within an existing house)
☐ Duplexes (two units stacked)
☐ Semi-detached homes (side-by-side units)
☐ Single detached homes
☐ Townhomes/rowhomes
☐ Alternate forms of housing (housing co-ops, co-housing, shared housing)
☐ Stratford has enough housing
☐ Other, please describe: _____

49. In your opinion, what are the issues that make it difficult for people in Stratford to have housing that fits their needs (check all that apply)?

- ☐ Too small
- ☐ Too large
- ☐ Need to live closer to employment
- ☐ Need to live closer to relative/family
- ☐ Need to live closer to a caregiver, or to give care
- ☐ Needs major repairs
- ☐ Unsuitable for physical needs due to accessibility
- ☐ Want to live independently
- ☐ Need living assistance
- ☐ Temporary accommodation
- ☐ Can no longer afford
- ☐ Unsafe structure
- ☐ Unsafe social situation (for example, family violence)
- ☐ Other, please describe: _____

Satisfaction with Town Performance on Issues Affecting Stratford

50. When you think about the Town of Stratford, how satisfied are you with each of the following areas?

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Don't know/no Answer
Responsiveness to Town issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountability for actions taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency of decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for input into planning and decisions for the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

51. Do you have additional comments? Please describe briefly.

Demographics

You're almost done! Please answer the following demographic questions to help the Town better understand the needs of Stratford's diverse population.

52. How many people (including yourself) live in your dwelling? Count only the people in your personal household.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

53. How long have you lived in Stratford?

- ☐ Less than 2 years
- ☐ 2 to less than 5 years
- ☐ 5 to less than 10 years
- ☐ 10 years or more

54. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2022?

- ☐ Less than \$5,000
- ☐ \$5,000 or more but less than \$10,000
- ☐ \$10,000 or more but less than \$15,000
- ☐ \$15,000 or more but less than \$20,000
- ☐ \$20,000 or more but less than \$30,000
- ☐ \$30,000 or more but less than \$40,000
- ☐ \$40,000 or more but less than \$50,000
- ☐ \$50,000 or more but less than \$60,000
- ☐ \$60,000 or more but less than \$70,000
- ☐ \$70,000 or more but less than \$80,000
- ☐ \$80,000 or more but less than \$90,000
- ☐ \$90,000 or more but less than \$100,000
- ☐ \$100,000 or more but less than \$150,000
- ☐ \$150,000 and over
- ☐ Don't know/I would rather not say

55. Gender: How do you describe yourself? Please check one.

- ☐ Female
- ☐ Male
- ☐ Transgender, third gender, non-binary, non-conforming or other gender
- ☐ I'd rather not say

56. Your age is:

- ☐ Under 15 years
- ☐ 15 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 to 74 years
- ☐ 75 to 84 years
- ☐ 85 years and over
- ☐ I'd rather not say

57. Do you have any children under the age of 19 living in your home? Check all that apply.

- ☐ Children of preschool age
- ☐ Children of age for kindergarten to grade 6
- ☐ Children of age for grade 7 to grade 9
- ☐ Children of age for grade 10 to 12
- ☐ No children under 19 living in the home

58. How long have you lived in Canada?

- | | |
|---|--|
| <input type="checkbox"/> Less than 2 years | <input type="checkbox"/> 4 to less than 10 years |
| <input type="checkbox"/> 2 to less than 4 years | <input type="checkbox"/> 10 years or more |

59. Were you born in Canada?

- ☐ Yes
- ☐ No – If no, where were you born? Please specify Country: _____

Thank you for your input!

If you have any further feedback you would like to provide to the Town of Stratford please provide your comments by email to info@townofstratford.ca



Imagine that!