

Summary Report



Imagine that!

Stratford Resident Survey



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INTRODUCTION

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.

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. The 2023 Stratford Resident Survey results were compared to previous years.

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 and assist with Town planning.

The **Summary Report** is a concise overview of the 2023 Stratford Resident Survey results. The full results report, which includes further detail, the survey methodology, and the profile of survey respondents, is available at www.townofstratford.ca

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.

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.

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.

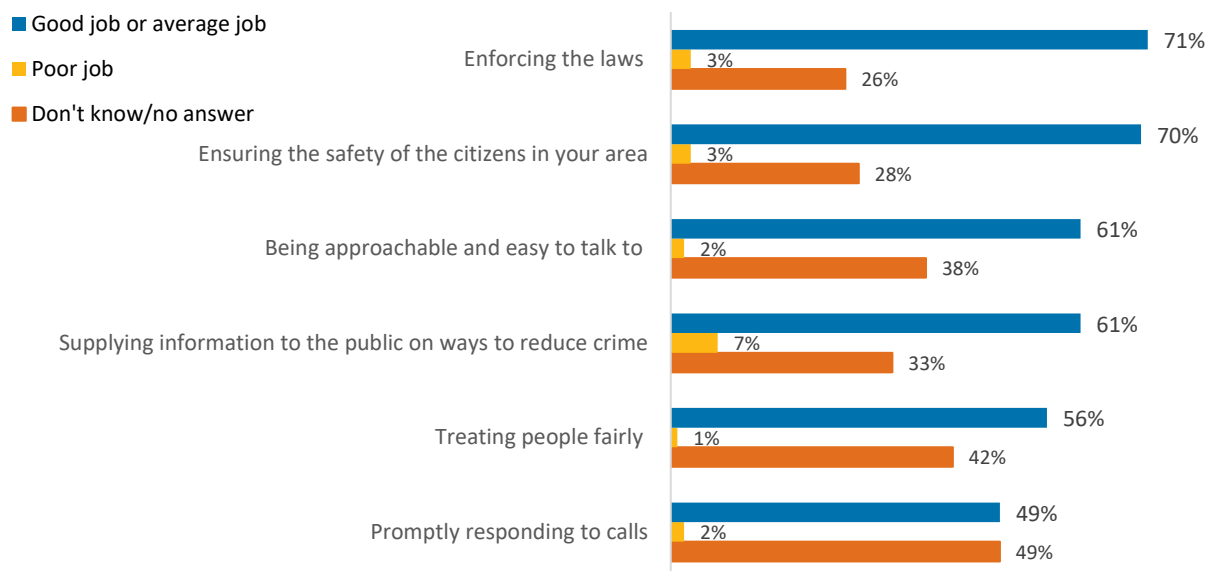
HEALTH AND WELLNESS

- **89%** of survey respondents report their health as good, very good, or excellent
- **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?”
- **61%** of survey respondents are physically active three or more times in an average week
- **69%** of survey respondents engage in moderate or vigorous activity for more than one hour per week
- **39%** of survey respondents indicated that a mental or physical health issue sometimes or often reduces the amount or kind of activity they are able to perform
- **93%** of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support

RESIDENT SAFETY

- Compared to other areas in PEI, **52%** of survey respondents think their neighbourhood has a lower amount of crime and **45%** of respondents think crime is about the same
- Compared to other areas in PEI, **41%** of survey respondents think commercial areas of Stratford have a lower amount of crime and **55%** of respondents think crime is about the same
- During the last five years, **46%** of survey respondents think that crime in their neighbourhoods has stayed at the same level, **16%** believe crime has increased, **4%** believe crime has decreased, and **17%** do not know (**17%** of respondents indicated they have not lived in Stratford for five years)
- **65%** of survey respondents have not had contact with the local police force in the past five years
- **95%** of survey respondents have some or a great deal of confidence in the local police force

Figure 1: Perception of quality of policing by the local police force

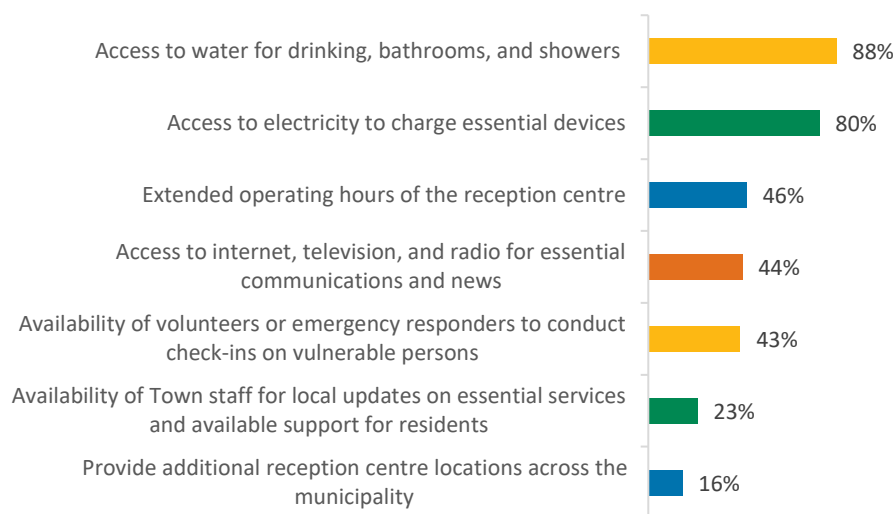


EMERGENCY RESPONSE PLANNING

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 reception centre provided 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%) 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 2: The most important essential service for a reception centre is access to water for drinking, bathrooms, and showers



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. The Town asked residents about their housing needs to build on this initiative and ensure everyone has a safe place to call home.

1. Eighty-one percent (**81%**) of residents stated they owned their dwelling
2. Seventy-seven percent (**77%**) live in a single-detached house
3. Eighty-three percent (**83%**) noted that their current housing situation meets their needs
4. Of the **16%** of residents 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**
5. Forty-two percent (**42%**) indicated more apartments were needed to meet the housing needs of Stratford
6. Seventy-nine percent (**79%**) of all residents believe people can no longer afford to have housing that meets their needs in Stratford

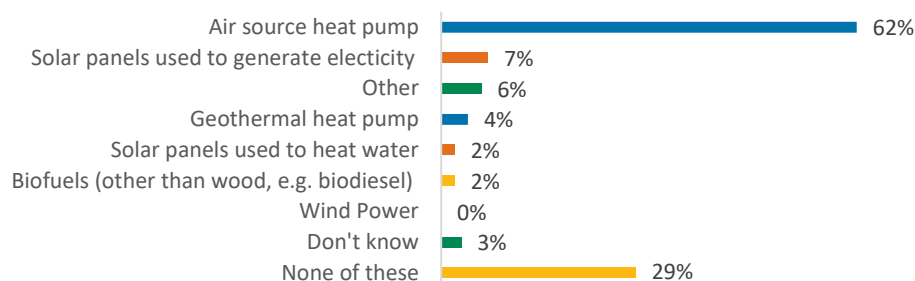
INCREASING RESOURCE EFFICIENCY

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

ALTERNATIVE ENERGY SOURCES

- The most common alternative energy source utilized by survey respondents is the air source heat pump (**62%** of survey respondents)

Figure 3: Energy-saving actions utilized by survey respondents



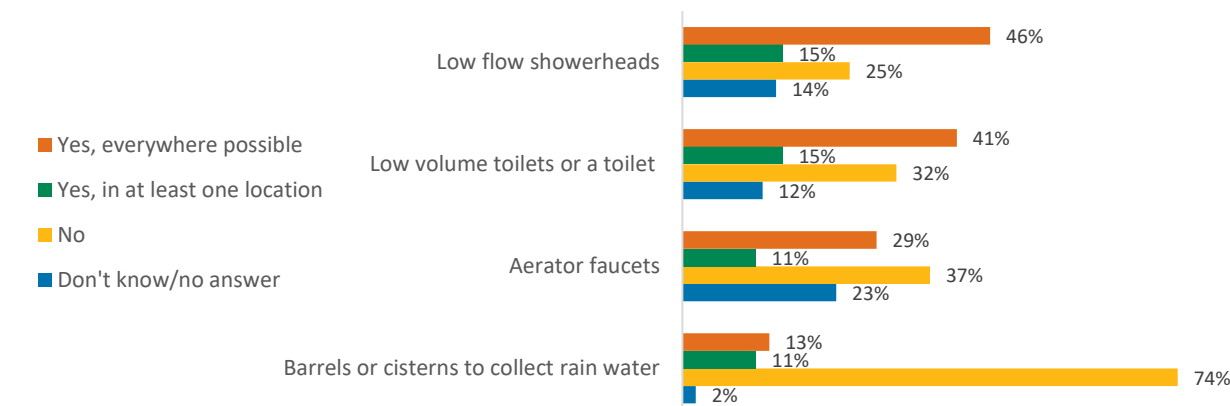
ENERGY-SAVING ACTIONS

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

WATER MANAGEMENT

Water supplied by the Town is the main source of water for 80% of survey respondents. Nineteen percent (19%) of respondents indicated their main water source is a private well. Low flow showerheads are used by **46%** of Stratford residents to manage their water consumption.

Figure 4: Water management solutions used by Stratford residents



IMPROVING ENVIRONMENTAL RESPONSIBILITY

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

RESIDENT ENGAGEMENT IN PROTECTING ECOSYSTEMS

- **97%** of survey respondents feel it is somewhat important or very important for the Town to use resources to protect the environment
- **64%** of residents indicated that pesticides have never been used during their residence, **15%** of survey respondents indicated pesticides were not used at all over the last year but were in the past
- 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
 - **5%** participated in a citizen-science activity (e.g. bird count, water monitoring, etc.)

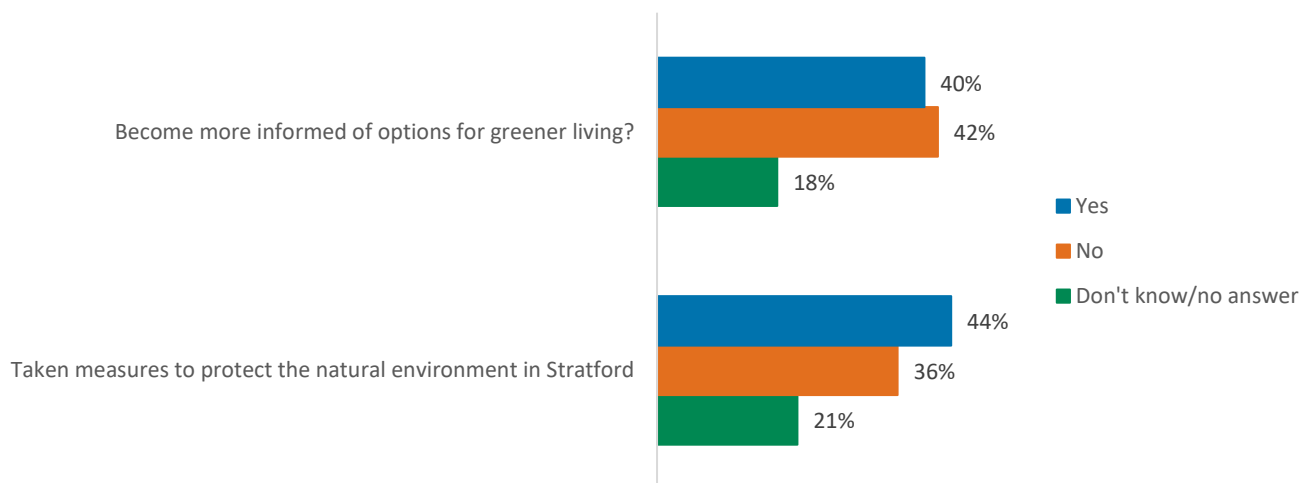
NATURALLY STRATFORD

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 (21%) did not know or could not provide an answer.

Figure 5: Some Stratford residents are becoming more informed on taking measures to protect the natural environment



CLIMATE CHANGE ADAPTATION PLANNING

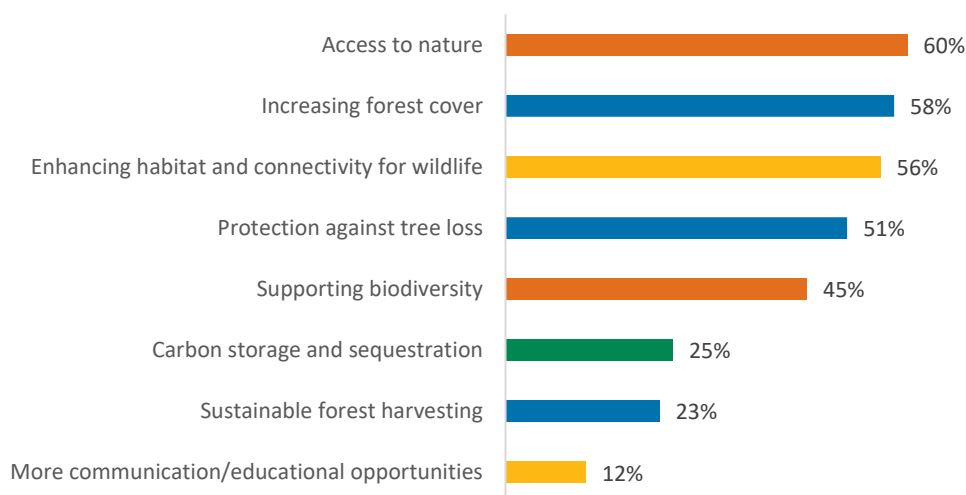
Climate change is an important priority for the Town of Stratford as it looks toward growth of the community and future land management. The Town of Stratford asked residents about their current and future concerns of the impacts of climate change:

1. Eighty-nine percent (**89%**) of residents are concerned with increased intensity and frequency in storms and/or extreme weather
2. Eighty-four percent (**84%**) of residents are concerned with coastal erosion
3. Seventy-three percent (**73%**) of residents are concerned with poverty
4. Seventy-two percent (**72%**) of residents are concerned with and coastal flooding
5. Seventy-two percent (**72%**) of residents are concerned with food security

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:

Figure 6: The most important aspects of forest management is access to nature for Stratford residents



Residents were also asked to select their top priorities and goals of forest management:

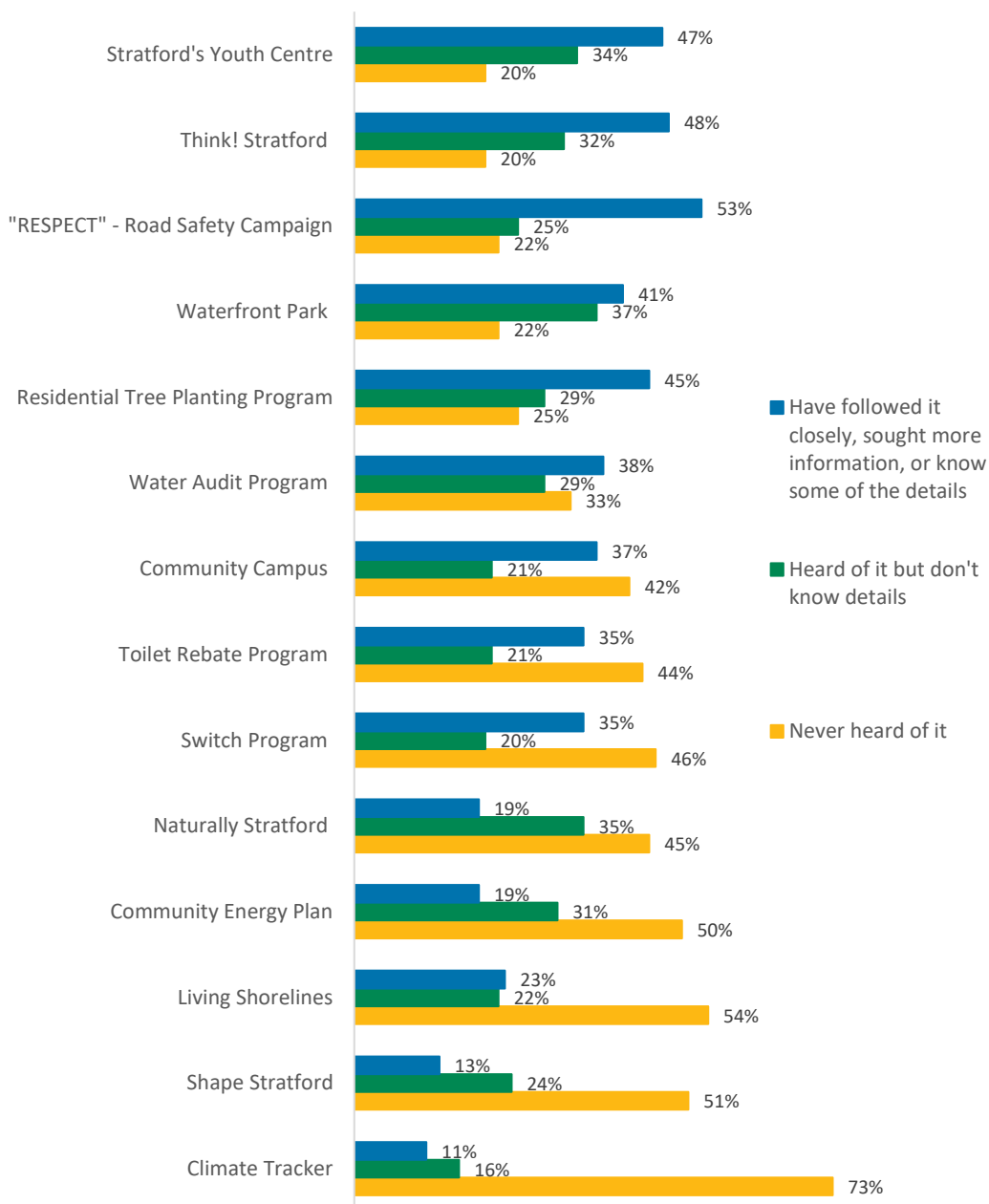
1. Sixty-four percent (**64%**) of residents selected improve land use, planning, and practices
2. Sixty-one percent (**61%**) of residents selected sustainable forests
3. Fifty percent (**50%**) of residents selected climate change adaptation and mitigation

INCREASING COMMUNITY ENGAGEMENT

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

- The most common form of communications received by survey respondents are the “Stratford Town Talk” paper newsletter (**54%**), social media (**49%**), and the Town of Stratford website (**39%**)
- Respondents preferred sources of Town information were social media (**49%**), the “Stratford Town Talk” paper newsletter (**46%**), and the Town of Stratford website (**39%**)

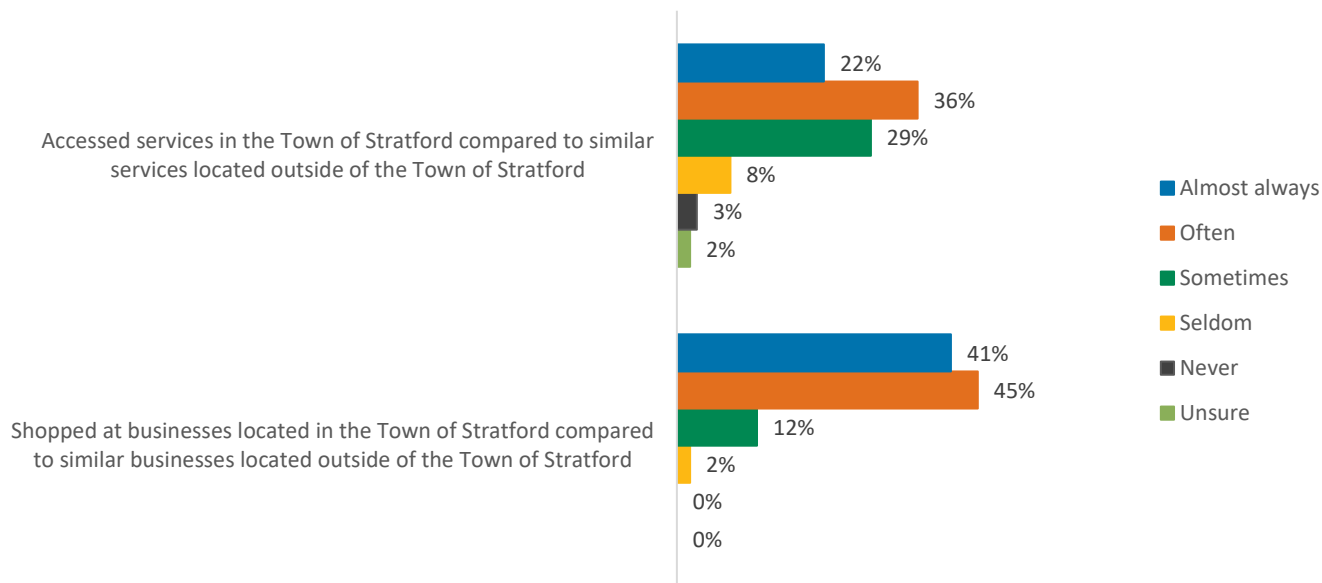
Figure 7: Awareness of Town initiatives



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. They 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.

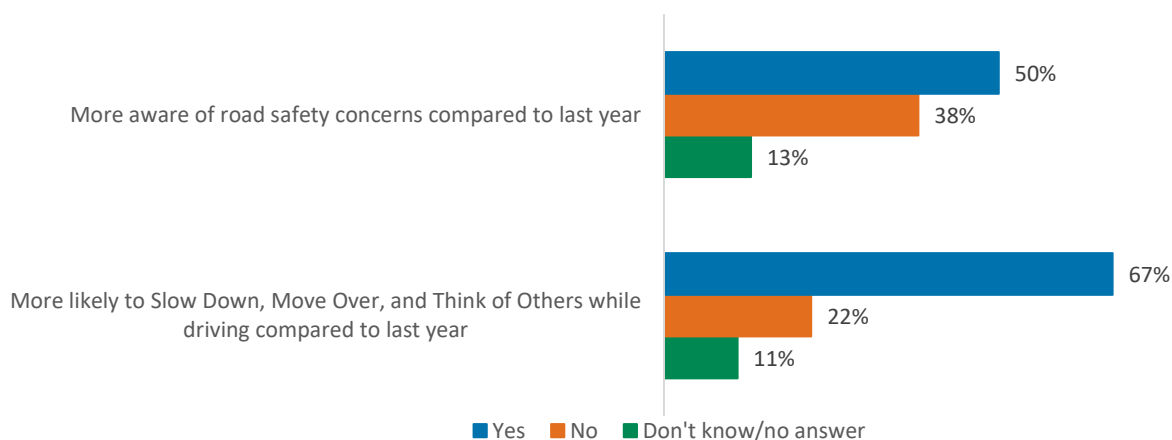
Figure 8: Respondent utilization of services and businesses located in the Town of Stratford



“RESPECT” – ROAD SAFETY CAMPAIGN

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

Figure 9: Road safety awareness of survey respondents



IMPROVING GOVERNANCE

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

- 77% of survey respondents were satisfied or very satisfied with the Town's overall performance
- 74% of respondents were satisfied or very satisfied with the Town's ability to meet their needs
- 69% of respondents were satisfied or very satisfied with the Town's responsiveness to Town issues
- 67% of residents were satisfied or very satisfied with the opportunities for input into planning and decision making for the community
- 62% of respondents were satisfied or very satisfied with the Town's accountability for actions taken
- 59% of survey respondents were satisfied or very satisfied with the Town's transparency of decision making

NET PROMOTER SCORE™

Net Promoter Score™ was originally created to aid businesses with gauging the attitudes and behaviors of their customers in terms of how likely they are to actively promote a product. It is also used by communities as an internal benchmarking tool for noting changes in residents' satisfaction with their community.

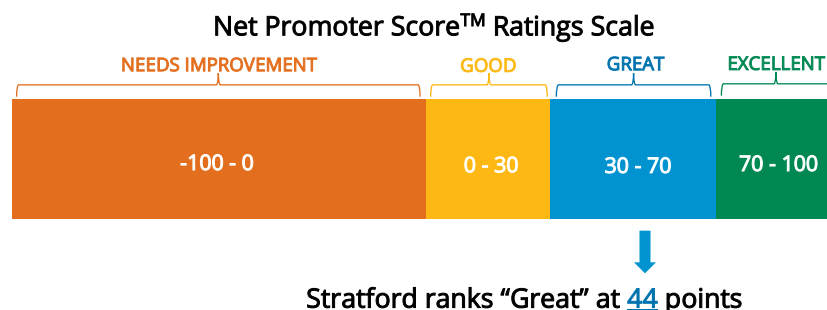
The tool divides people into three "promoter" categories: promoters, passives, and detractors. The Net Promoter Score™ is determined by subtracting the number of detractors from the total number of promoters (passives are not included in the calculation) where:

- **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.

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.

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 year falls within the "Great" category of the Net Promoter Score™ Ratings Scale.

Figure 10: Net Promoter Score™ = 44





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