

Full Results Report



Stratford Resident Survey



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1.0 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 **2021 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 2021 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 2021 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 4,304 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. One-thousand and sixteen (1,016) 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. Thirty-three (33) responses were removed during data cleaning, and analysis was performed on the remaining 983 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2016 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 2021 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.

2.0 IMPROVING RESIDENT HEALTH AND SAFETY

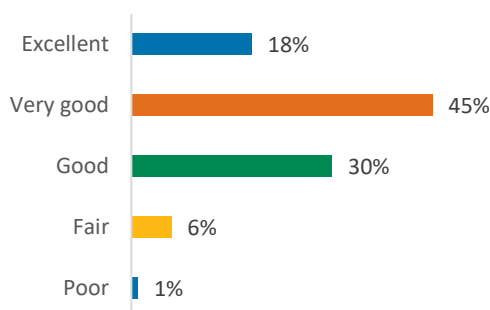
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

The 2021 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

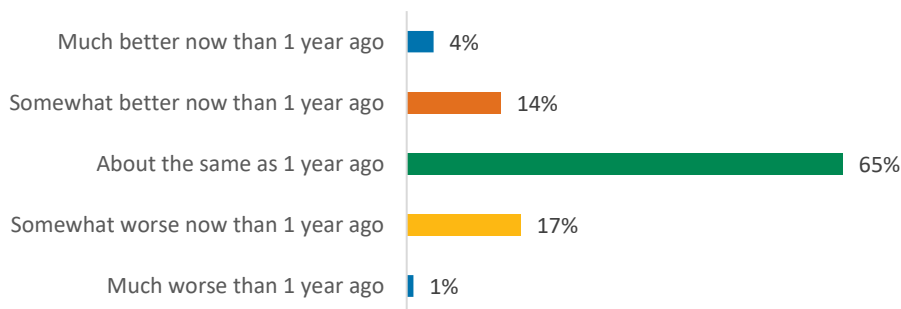
Ninety-three percent (93%) of survey respondents reported their health as excellent, very good, or good. Seven percent (7%) of survey respondents reported their health as fair or poor.

Figure 1: Ninety-three percent (93%) of Stratford residents reported having good, very good, or excellent health



Eighty-three percent (83%) 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?” Seventeen percent (17%) of respondents reported their health as either somewhat worse or much worse than one year ago.

Figure 2: Eighty-three percent (83%) of Stratford residents report their health as about the same, somewhat better, or much better than one year ago

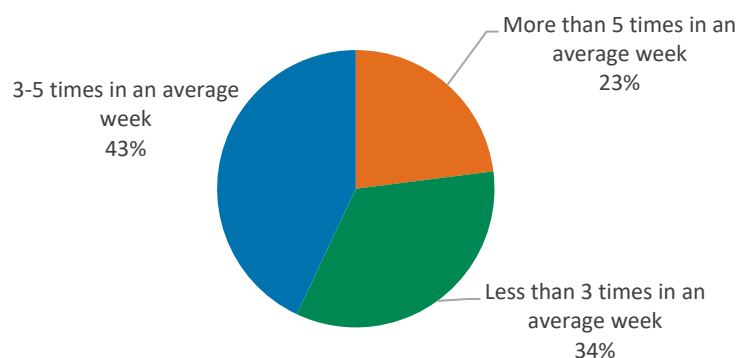


2.2 PHYSICAL ACTIVITY

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.

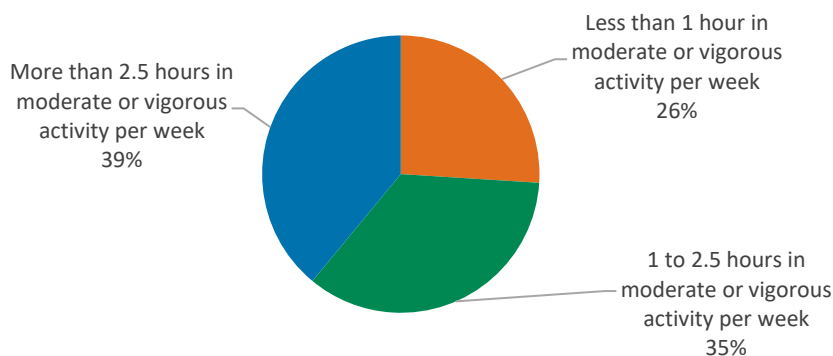
Survey respondents were asked the number of times they engage in moderate to vigorous activity lasting for 10 minutes or more in an average week. Twenty-three percent (23%) of survey respondents perform a moderate or more vigorous physical activity more than five times in an average week for ten minutes or more.

Figure 3: Sixty-six percent (66%) of Stratford residents are physically active three or more times in an average week



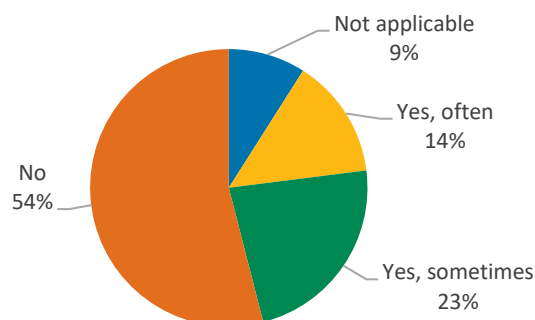
Residents were asked to add up the amount of time they engage in moderate to vigorous activity in an average week. Thirty-nine percent (39%) of survey respondents spend more than 2.5 hours each week performing vigorous physical activity.

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-seven percent (37%) of respondents are often or sometimes held back from physical activity by a physical or mental health issue.

Figure 5: Fifty-four percent (54%) of survey respondents are not held back from physical activity by health problems

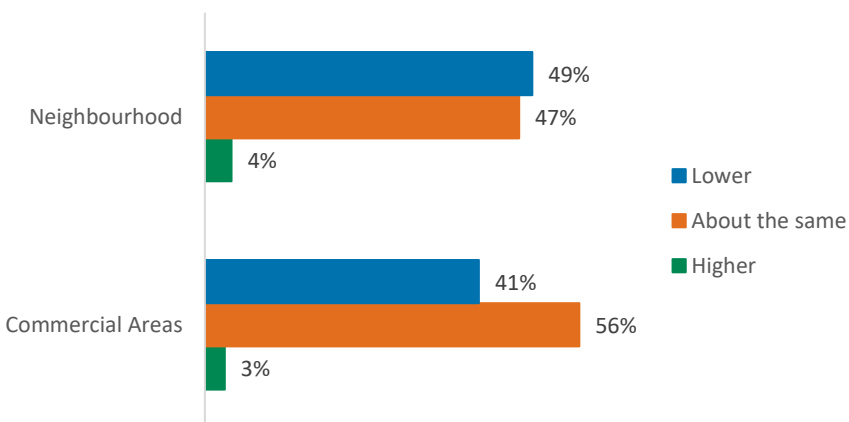


Survey respondents were asked if they are usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane, or crutches. Ninety-three percent (93%) of survey respondents are usually able to walk around the neighbourhood without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

2.3 SAFETY IN YOUR COMMUNITY

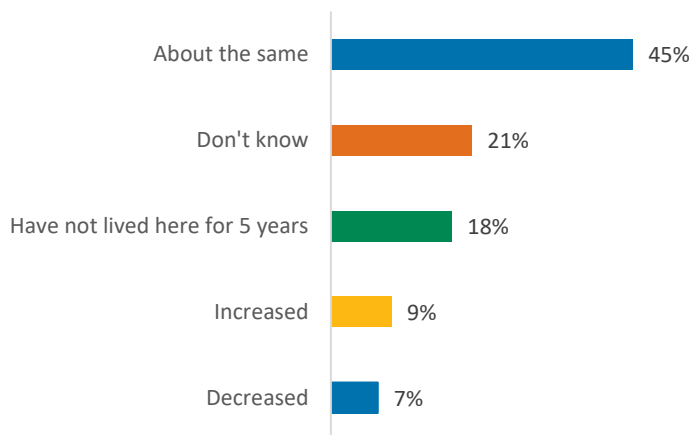
Survey respondents were asked if they think their neighbourhood and the commercial areas of Stratford have a lower amount of crime compared to the rest of PEI. Compared to other areas in PEI, 49% of survey respondents think their neighbourhood has a lower amount of crime and 41% think the commercial 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, 45% of survey respondents believe that crime in their neighbourhoods has stayed at the same level. Nine percent (9%) 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



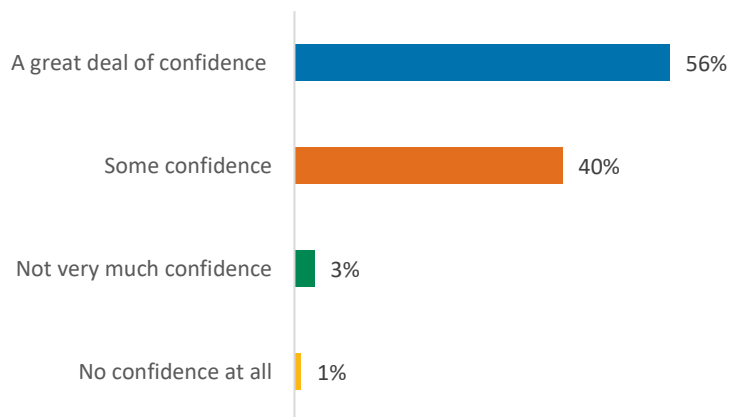
Survey respondents were asked how safe they feel walking around their neighbourhood. Ninety-eight percent (98%) of survey respondents feel very safe or somewhat safe walking around their neighbourhood.

2.4 PERCEPTIONS OF THE LOCAL POLICE FORCE

In the past five years, 35% of survey respondents have had contact with the local police force. Sixty-five percent (65%) of survey respondents have not had contact with the local police force in the past five years.

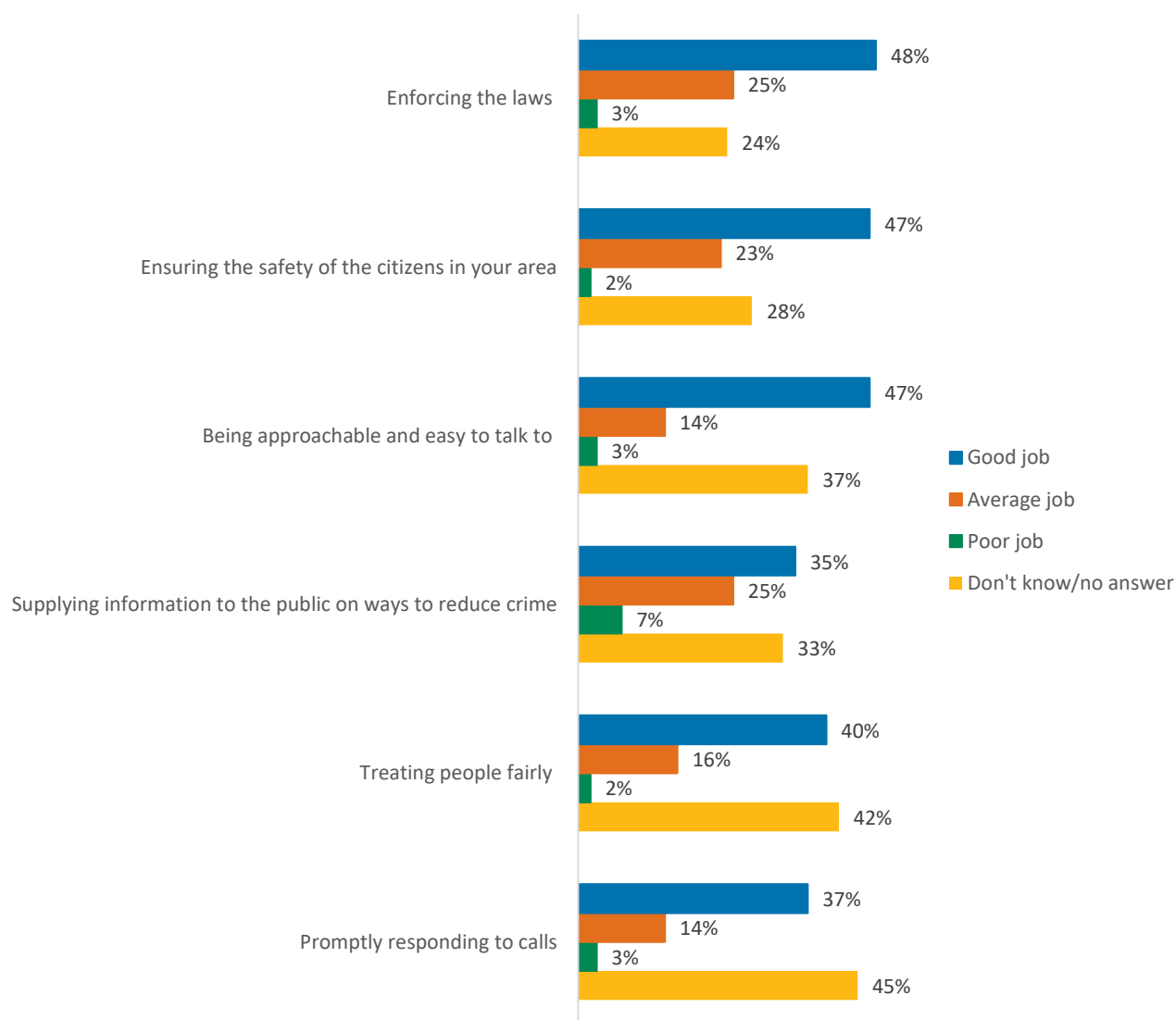
The vast majority (96%) of survey respondents have either a great deal or some confidence in the local police department. Four percent (4%) have no confidence or not very much confidence in the local police force.

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-three percent (73%) 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 percent (60%) 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. Fifty-one percent (51%) 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



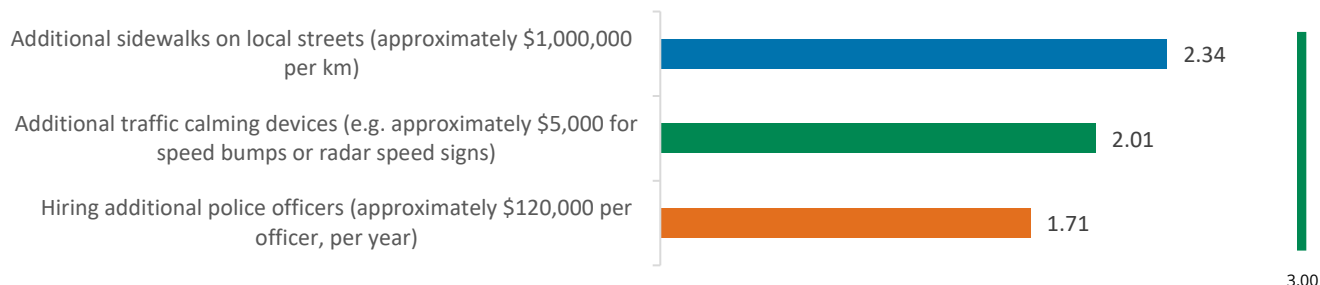
2.5 TRAFFIC SAFETY

The Town of Stratford developed a Traffic Safety Strategy in 2012. The Traffic Safety Strategy prioritized installing sidewalks and bike lanes on Stratford's main roads. These main roads, known as collector roads, have higher traffic volumes and vehicle speeds than other areas of Stratford. The improvements to Stratford's collector roads are nearing completion. Over the coming months, the Town will initiate a review of the Traffic Safety Strategy and look for opportunities to further enhance resident safety.

The Town is considering installing additional traffic calming devices (e.g. speed bumps or speed radar signs), hiring additional police officers, or building additional sidewalks on local streets. Implementing traffic calming measures and devices can be expensive. The cost of a new sidewalk is approximately \$1,000,000 per kilometre, additional police officers cost approximately \$120,000 per year, speedbumps cost approximately \$5,000 per set, and radar speed signs cost approximately \$5,000 each.

Survey respondents were made aware of the costs of the various traffic calming measures or devices and asked to rate their preferences from one (most preferred) to three (least preferred). These three answer choices were assigned a numeric weight from one to three, and this numeric weight was multiplied by the percentage of responses to give a weighted value. The relative importance of each option is shown in Figure 10. For comparison purposes, if an option was ranked number one by all respondents, the value would have been three. The vertical line demonstrates the maximum possible value on the chart in Figure 10.

Figure 10: The most preferred traffic calming measure by survey respondents was additional sidewalks on local streets



3.0 INCREASING RESOURCE EFFICIENCY

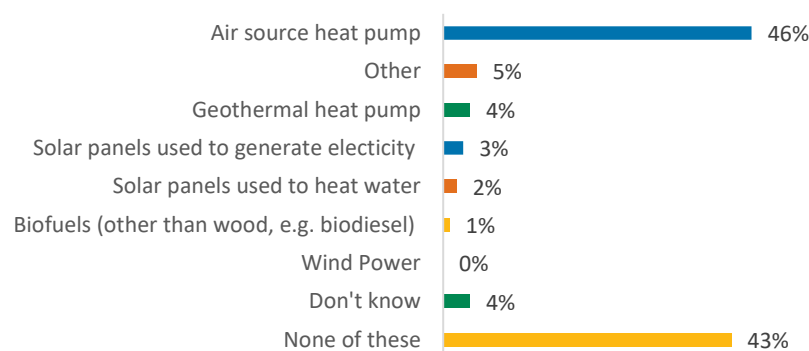
Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

The 2021 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. Forty-three percent (43%) of survey respondents indicated they do not use any of the alternative energy sources listed in Figure 11. The most popular alternative energy source used by survey respondents is the air source heat pump (46%).

Figure 11: Air source heat pumps are the most commonly utilized alternative energy source by Stratford residents



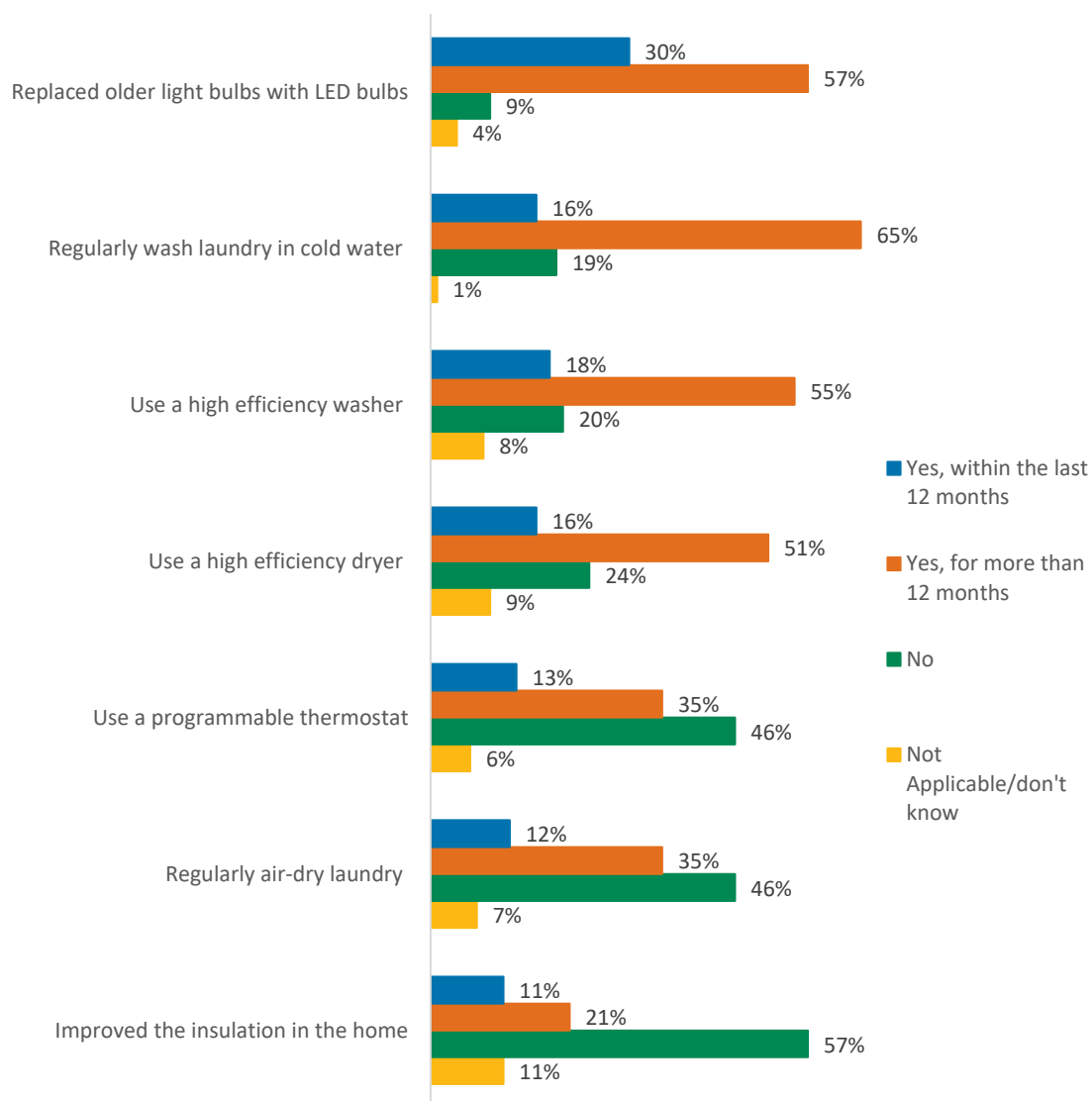
Forty-seven (47) respondents answered “other” for this question. The 47 responses were reviewed and analyzed. Almost all of the responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses to open-ended questions are provided to 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 12.

1. Eighty-seven percent (87%) replaced older light bulbs with LED bulbs
2. Eighty-one percent (81%) regularly wash laundry in cold water
3. Seventy-three percent (73%) use a high efficiency (HE) washer
4. Sixty-seven percent (67%) use a high efficiency (HE) dryer
5. Forty-eight percent (48%) use a programmable thermostat to automatically lower the temperature
6. Forty-seven percent (47%) regularly air-dry laundry (where permitted)
7. Thirty-two percent (32%) improved the insulation in the home

Figure 12: Replacing older light bulbs with LED bulbs is the most commonly utilized energy saving action by Stratford residents



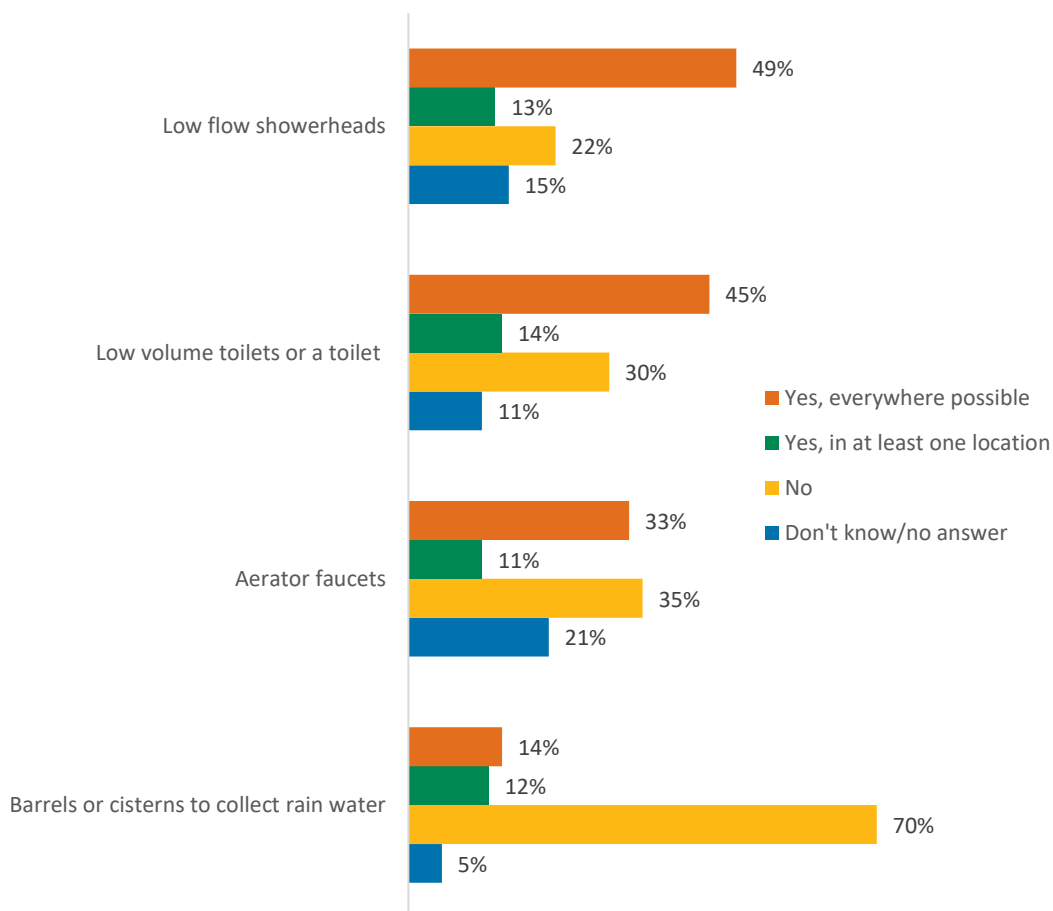
Survey respondents were asked if they have taken any other energy-saving actions. One-hundred and seventy-five (175) respondents provided an answer to this question. The most common responses were turning things off/unplugging appliances when not in use, keeping the home at a cooler temperature, investing in electric/hybrid vehicles, home improvements and renovations (e.g. new insulation, new windows, new storm doors, etc.), utilized passive solar, installed storm doors, 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 82% of survey respondents, water supplied by the Town is their main source of water. Fifteen percent (15%) 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 to open-ended questions 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 62% of respondents using low flow showerheads in at least one location. Fifty-nine percent (59%) of respondents were using low-volume toilets or toilets with the water volume modified in at least one location. Forty-four percent (44%) 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-six percent (26%) of respondents used this water-saving method in at least one location.

Figure 13: Low flow showerheads are the most commonly utilized water-saving method



4.0 IMPROVING ENVIRONMENTAL RESPONSIBILITY

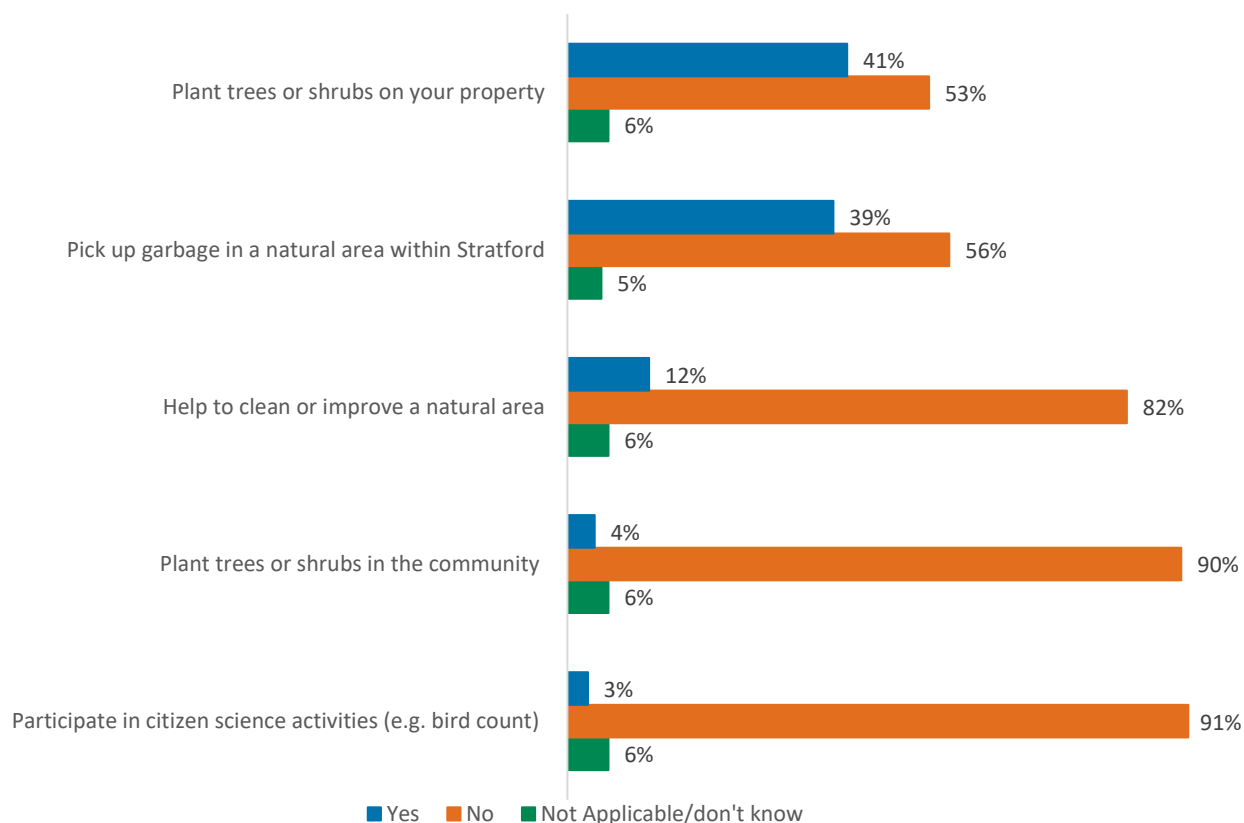
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and biodiversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

The 2021 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, 41% of respondents indicated they planted trees or shrubs on their property, 39% picked up garbage in a natural area, 12% helped to clean or improve a natural area, 4% planted trees or shrubs in the community, and 3% participated in citizen-science activities of measuring, monitoring, or reporting such as a bird count or water monitoring.

Figure 14: Stratford resident engagement in helping to strengthen or improve the Town's ecosystem



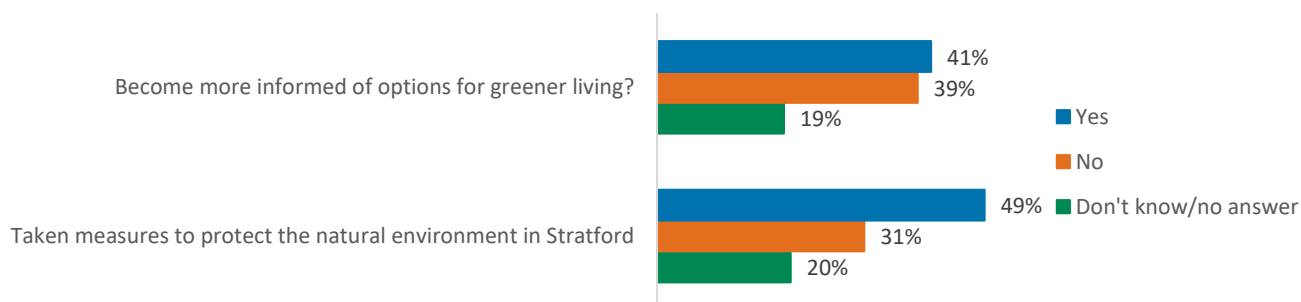
4.2 NATURALLY STRATFORD

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, 41% of survey respondents have become more informed of options for greener living in the Town of Stratford. Nineteen percent (19%) did not know or could not provide an answer.

In the past year, 49% of survey respondents have taken measures to protect the natural environment in Stratford. Twenty (20%) did not know or could not provide an answer.

Figure 15: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

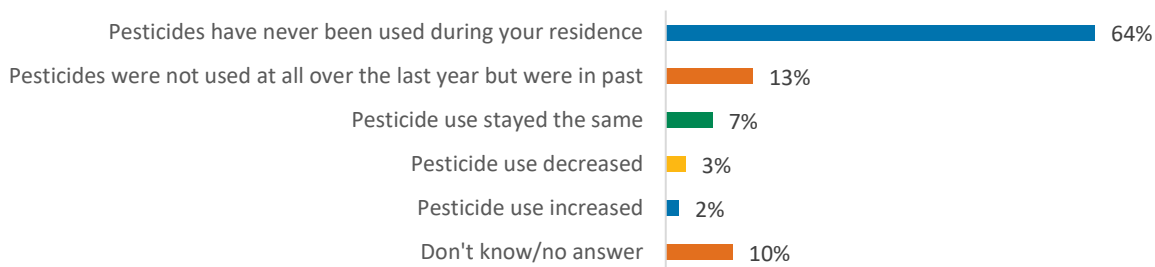


4.3 PESTICIDE USE ON LAWNS

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. Thirteen percent (13%) of survey respondents indicated pesticides were not used at all over the last year but were in the past.

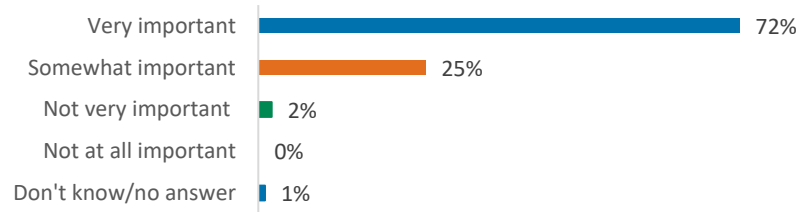
Figure 16: Most Stratford residents do not actively use pesticides



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 17: Stratford residents support using Town resources to protect the environment



5.0 INCREASING COMMUNITY ENGAGEMENT

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

The 2021 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.

Think! Stratford – Support Local Initiative had a high level of recognition, with 85% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 15% had never heard of Think! Stratford.

The **“RESPECT” – Road Safety Campaign** had a high level of recognition with 83% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 17% had never heard of the “RESPECT” – Road Safety Campaign.

The **Waterfront Park** had a high level of recognition, with 79% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 21% had never heard of the Waterfront Park.

The **Water Audit Program** had a high level of recognition, with 77% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 23% had never heard of the Water Audit Program.

Stratford’s Youth Centre had a high level of recognition, with 76% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 23% had never heard of the Stratford Youth Centre.

Naturally Stratford – Environmental Responsibility Program had a good level of recognition, with 60% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 40% had never heard of Naturally Stratford – Environmental Responsibility Program.

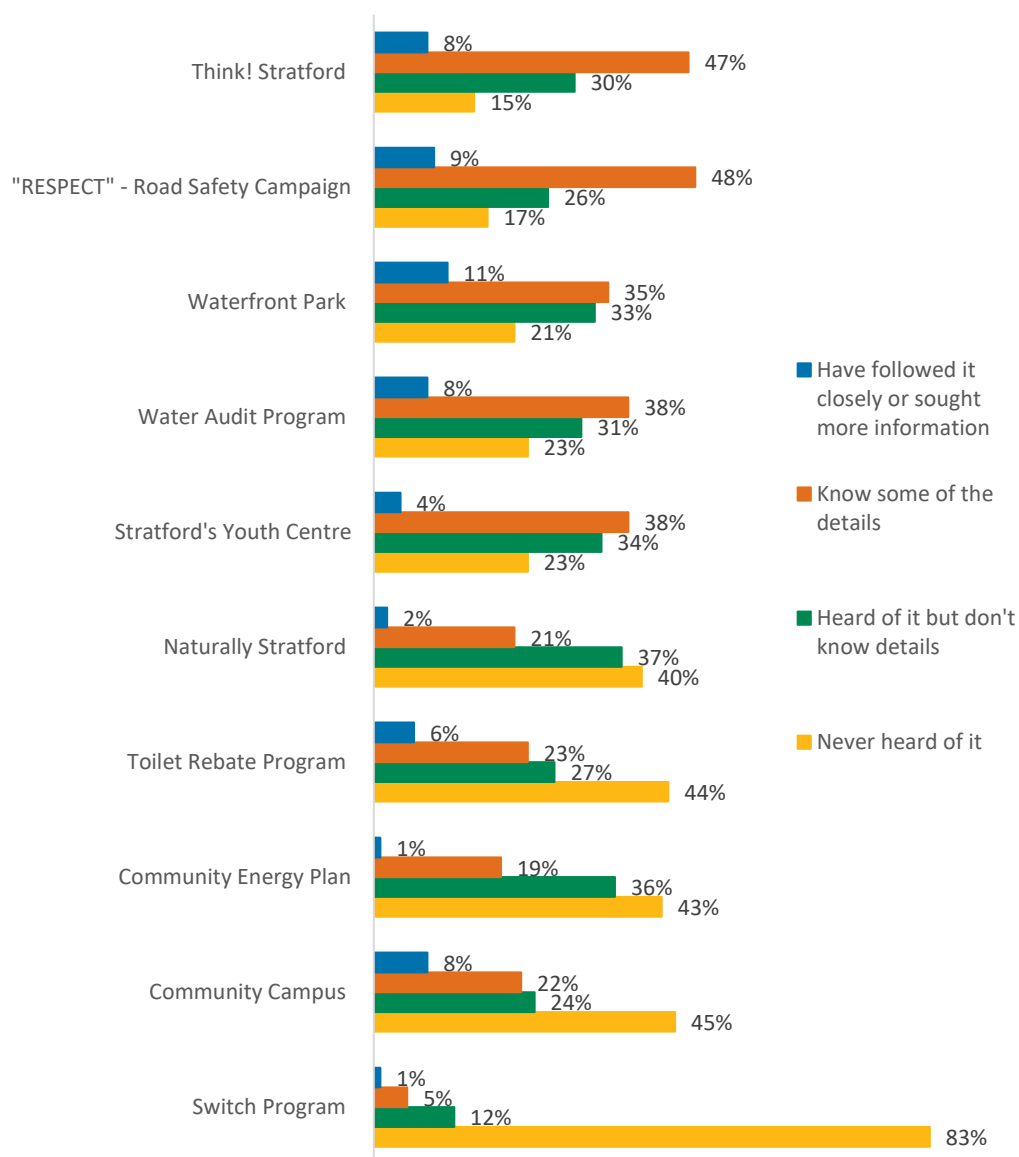
The **Toilet Rebate Program** had a fair level of recognition, with 56% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 44% had never heard of the Toilet Rebate Program.

The **Community Energy Plan** 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, 43% had never heard of the Community Energy Plan.

The **Community Campus** 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 the Community Campus.

The **Switch Program** had a poor level of recognition, with 18% of respondents indicating that they had “heard about,” “know some details about,” or “have followed it closely or sought more information.” In comparison, 83% had never heard of the Switch Program.

Figure 18: Stratford residents have the most awareness of the Think! Stratford and “RESPECT” Road Safety campaigns

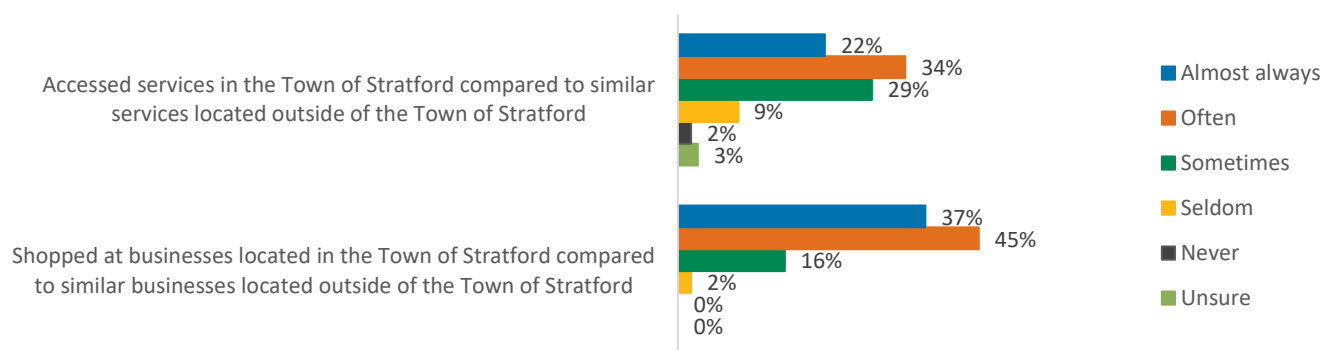


5.1.1 THINK! STRATFORD – SUPPORT LOCAL INITIATIVE

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, 85% 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 19: Stratford residents frequently access services and shop at businesses located in the Town of Stratford

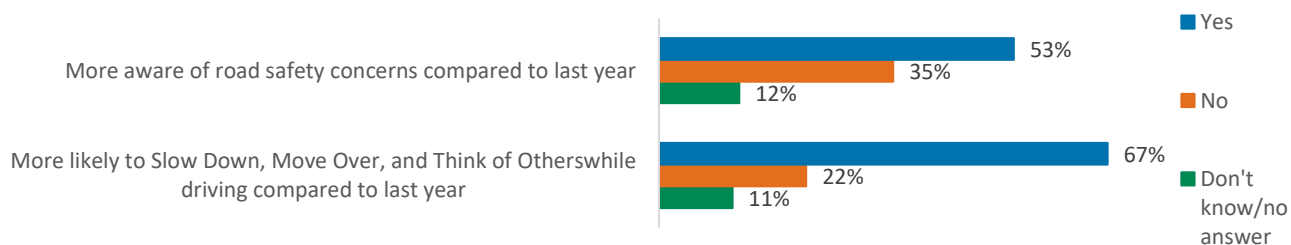


5.1.2 “RESPECT” – ROAD SAFETY CAMPAIGN

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-three percent (53%) of survey respondents are more aware of road safety concerns compared to last year, and 12% 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.

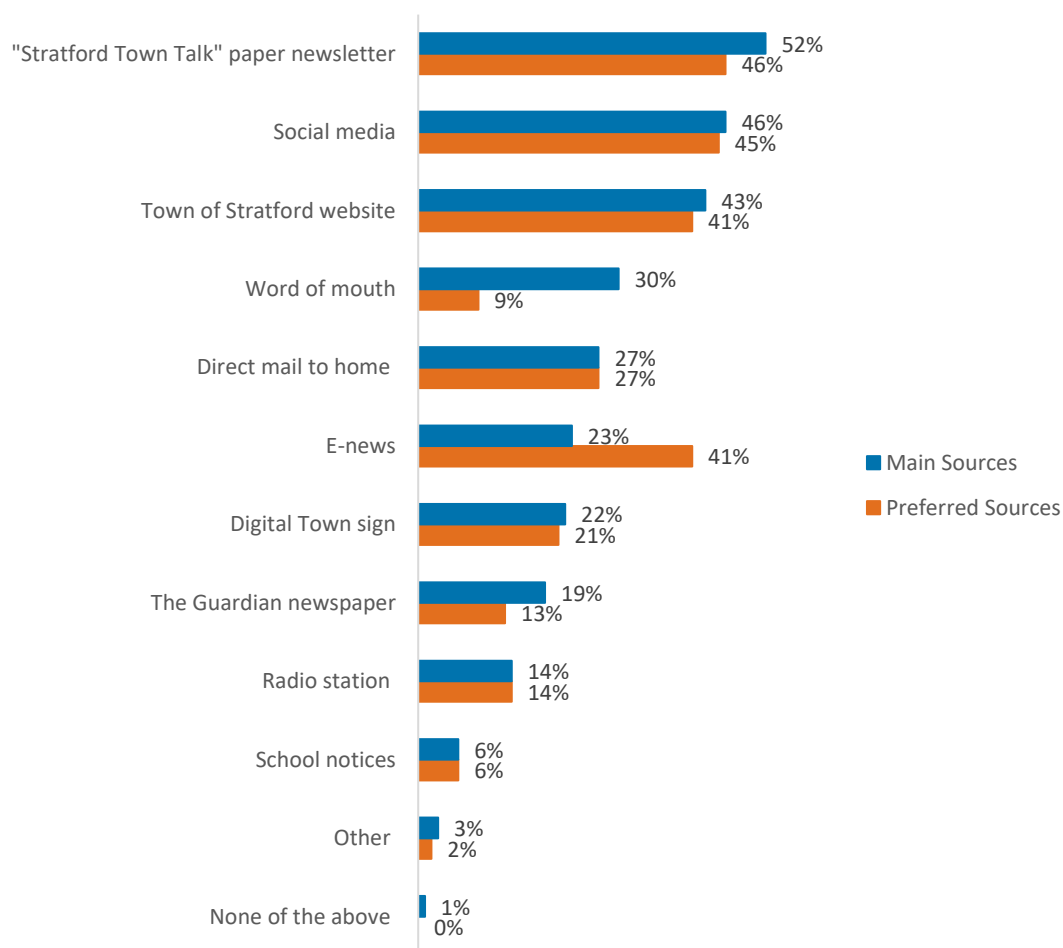
Figure 20: Compared to last year, Stratford residents are more aware of road concerns and more likely to “Slow Down, Move Over, and Think of Others” while driving



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 (52%), social media (46%), and the Town of Stratford website (43%). Respondents preferred sources of Town information were the “Stratford Town Talk” paper newsletter (46%), social media (45%), and the Town of Stratford website (41%). The popularity of e-news as both a main and preferred source of Town information was reduced by 10% compared to the 2020 survey results.

Figure 21: “Stratford Town Talk” is the main source of Town information for 52% of survey respondents



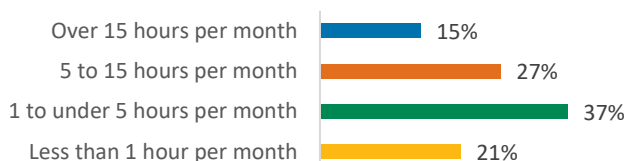
Twenty-eight (28) respondents answered “other” to the question on main sources of information, and 24 respondents answered “other” to the question on preferred sources of information. The vast majority of responses provided were either already contained in the available answer choices or not relevant to the asked question. All responses to open-ended questions are provided to the Town of Stratford for review.

5.3 VOLUNTEERING

Forty-one percent (41%) 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. This is a change of -13% compared to the last time this question was asked in the 2019 Resident Survey. For those that had volunteered, 44% 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. Fifty-eight percent (58%) of these respondent's volunteer under 5 hours per month and 42% of these respondent's volunteer over five hours per month.

Figure 22: Forty-two percent (42%) of Stratford residents spend five or more hours per month volunteering

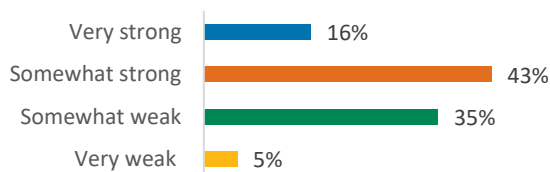


When asked about household volunteer activities aimed at conserving water or protecting the environment, 89% of respondents did not participate in this type of activity. Of the 11% of survey respondents who participated in volunteer activities aimed at water conservation, 44% indicated that these activities directly involved the Town of Stratford. This represents a change of -11% compared to the last time this question was asked in the 2019 Resident Survey.

5.4 SENSE OF BELONGING

Fifty-nine percent (59%) of survey respondents indicated their sense of belonging to the Town of Stratford as very strong or somewhat strong. In contrast, 40% identify their sense of belonging as somewhat weak or very weak.

Figure 23: Over half of Stratford residents feel a strong sense of belonging to their local community

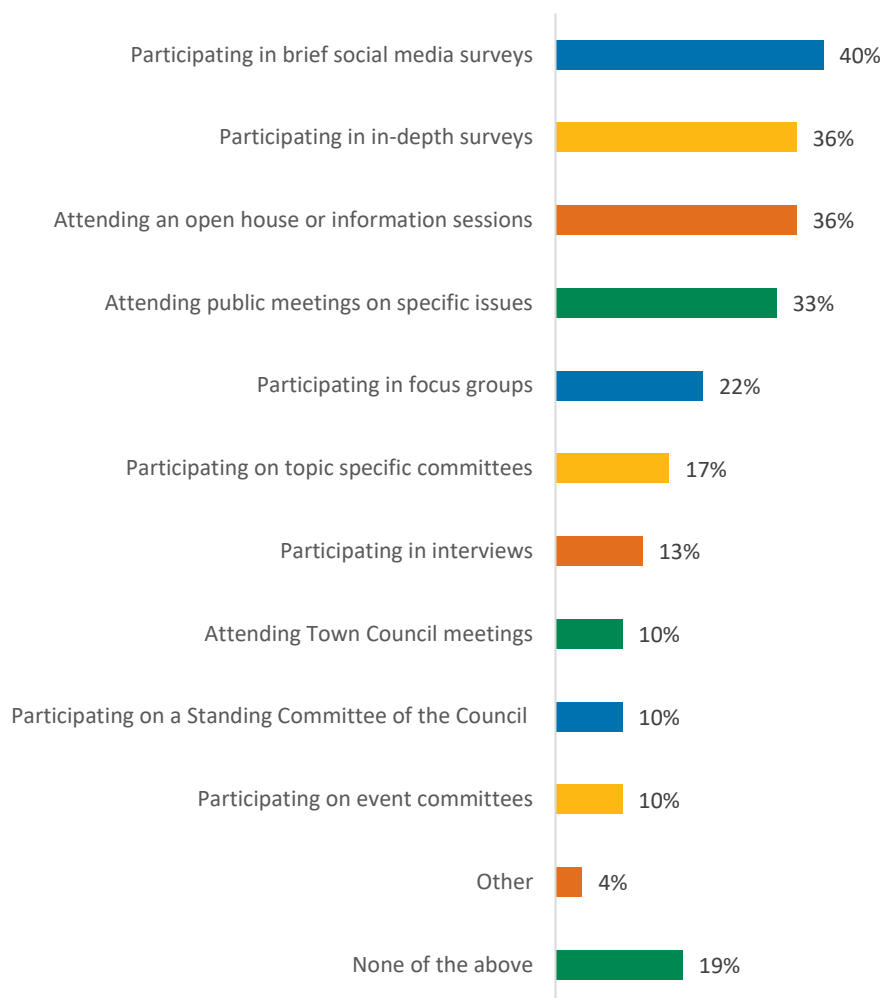


5.5 ENGAGEMENT IN TOWN DECISION MAKING

Survey respondents were asked to identify their preferred forms of engagement with Town decision-making. Survey respondents indicated their preferred method of engagement is participating in surveys, both brief social media surveys (40%) and in-depth surveys (36%).

The least preferred choices of engagement with Town decision-making were attending Town Council meetings (10%), participating on a standing committee of the Council (10%), and participating on event committees (10%).

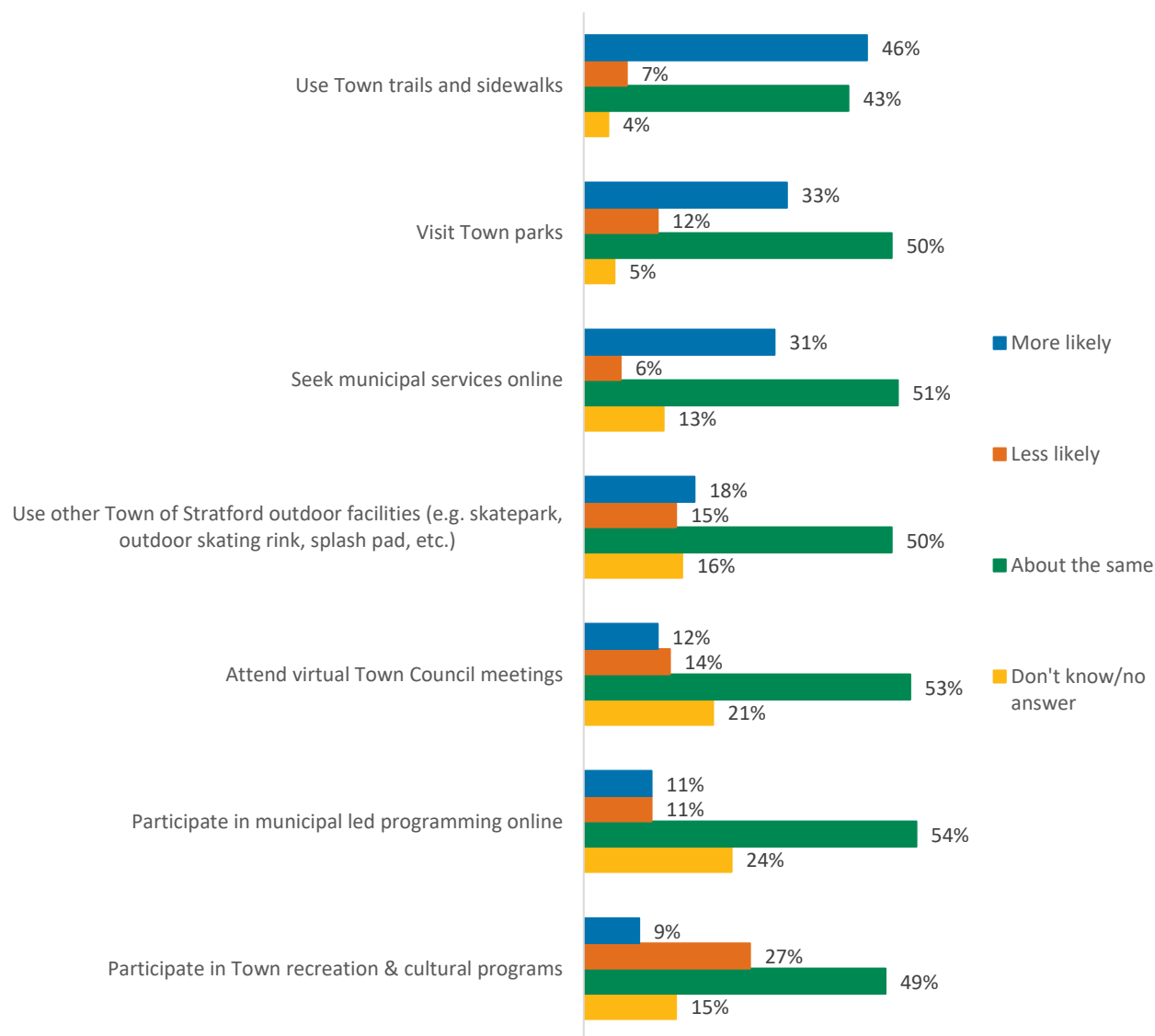
Figure 24: Brief and in-depth surveys are the preferred choices for Stratford residents wishing to be engaged in Town decision making



Thirty-nine (39) survey respondents answered “other” to this question. The responses provided included combining decision-making meetings with volunteer activities, online voting, meetings with Town planners, and direct communication of policy/tax changes. 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.

5.6 IMPACT OF COVID-19 ON UTILIZATION OF TOWN SERVICES AND INFRASTRUCTURE

The COVID-19 pandemic and the resulting uncertainties, restrictions, and public health measures have caused behavioural changes that affect how the Town of Stratford provides services and infrastructure. Survey respondents were asked if, since the beginning of the COVID-19 pandemic, they are more or less likely to utilize various Town services and infrastructure. Survey respondents are more likely to use Town trails and sidewalks (46%) and visit Town parks (33%) than they were before the start of the pandemic. Survey respondents are also more likely to seek municipal services online (31%) than they were before the pandemic began.

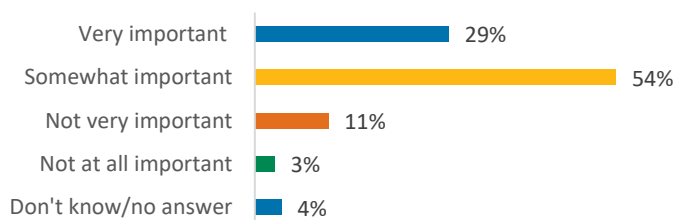


5.7 STRATFORD RESIDENT SURVEY

The Town of Stratford utilizes the Stratford Resident Survey as one of many methods to receive feedback from residents. Participating in surveys is the preferred form of engagement for Stratford residents. Survey respondents were asked three questions relating to how important the Stratford Resident Survey is to them, how often they would prefer the opportunity to complete the Stratford Resident Survey, and how they would prefer to complete the Stratford Resident Survey.

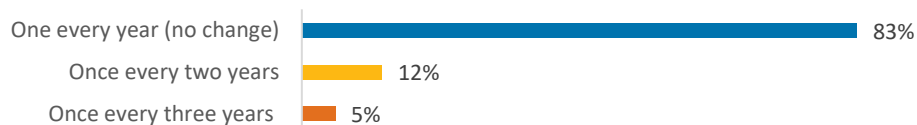
Eighty-three percent (83%) of survey respondents indicated that the Stratford Resident Survey is very important or somewhat important to them. Fourteen percent (14%) of survey respondents indicated that the Stratford Resident Survey is not very or not at all important to them.

Figure 25: 83% of survey respondents indicated the Stratford Resident Survey is important to them



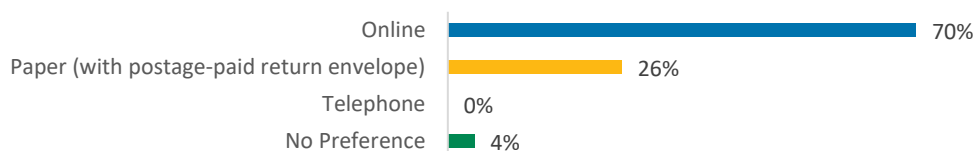
The Stratford Resident Survey is distributed once per year. Survey respondents were asked how often they would prefer the opportunity to complete the Stratford Resident Survey. Most survey respondents would prefer the opportunity to complete the Stratford Resident Survey once per year.

Figure 26: 83% of survey respondents would prefer to complete the Stratford Resident Survey once per year



Survey respondents were asked if they would prefer to complete the Stratford Resident Survey on paper, online, by telephone, or if they had no preference in how they completed the survey. Most survey respondents would prefer to complete the Stratford Resident survey online.

Figure 27: 70% of survey respondents would prefer to complete the survey online



5.8 PUBLIC ART

The Town of Stratford has many public art pieces and is committed to enhancing indoor and outdoor spaces through public art. It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for residents and visitors. Public art is used to define any work of art designed for and placed in a space accessible to the general public.

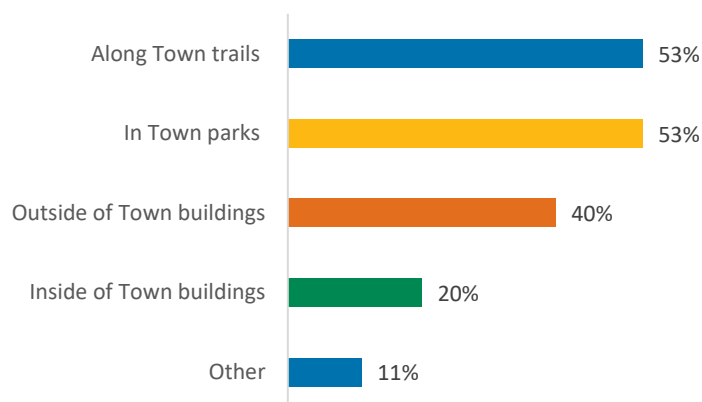
Respondents were asked to rate their awareness of public art in Stratford on a scale of one to ten, with one representing not at all aware and ten representing extremely aware. Seventy-three percent (73%) of respondents rated their awareness of public art in Stratford at five or less. Twenty-seven percent of respondents rated their awareness of public art in Stratford at six or more.

Table 1: 27% of survey respondents are not at all aware of public art in Stratford

1	2	3	4	5	6	7	8	9	10
27%	11%	10%	9%	16%	8%	9%	6%	1%	3%

Survey respondents were asked where they would like to see new public art installed. Respondents were allowed to choose more than one answer to this question. Fifty-three percent (53%) of respondents would prefer to see public art installed either along Town trails or in Town Parks. One-hundred and nine respondents answered "other" to this question. The main themes of these responses were: at the new waterfront park, near prominent Town infrastructure (e.g. emergency services building, Town Hall, Hillsborough Bridge), along major roadways, in high-visibility locations, and at Town entry points. Many respondents provided responses 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.

Figure 28: Survey respondents would like to see new public art installed along Town trails or in Town parks



6.0 IMPROVING GOVERNANCE

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

The 2021 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, 8% were dissatisfied or very dissatisfied, and 15% chose don't know/no answer.

For **ability to meet your needs**, 69% of residents were satisfied or very satisfied with the Town's performance, 10% were dissatisfied or very dissatisfied, and 21% chose don't know/no answer.

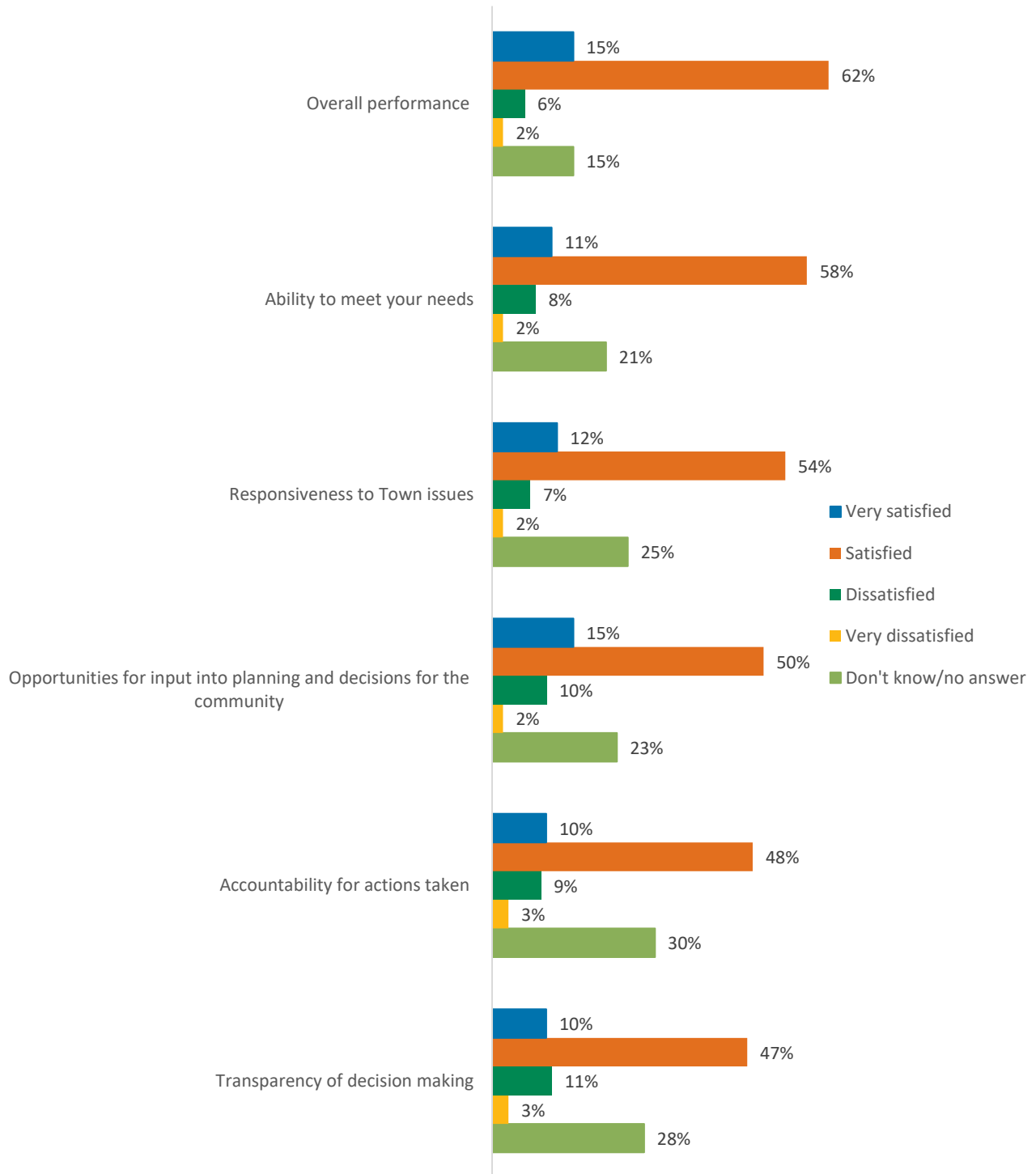
For **responsiveness to Town issues**, 66% of residents were satisfied or very satisfied with the Town's performance, 9% were dissatisfied or very dissatisfied, and 25% chose don't know/no answer.

For **opportunities for input into planning and decisions for the community**, 65% of residents were satisfied or very satisfied with the Town's performance, 12% were dissatisfied or very dissatisfied, and 23% chose don't know/no answer.

For **accountability for actions taken**, 58% of residents were satisfied or very satisfied with the Town's performance, 12% were dissatisfied or very dissatisfied, and 30% chose don't know/no answer.

For **transparency of decision making**, 57% of residents were satisfied or very satisfied with the Town's performance, 14% were dissatisfied or very dissatisfied, and 28% chose don't know/no answer.

Figure 29: 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:

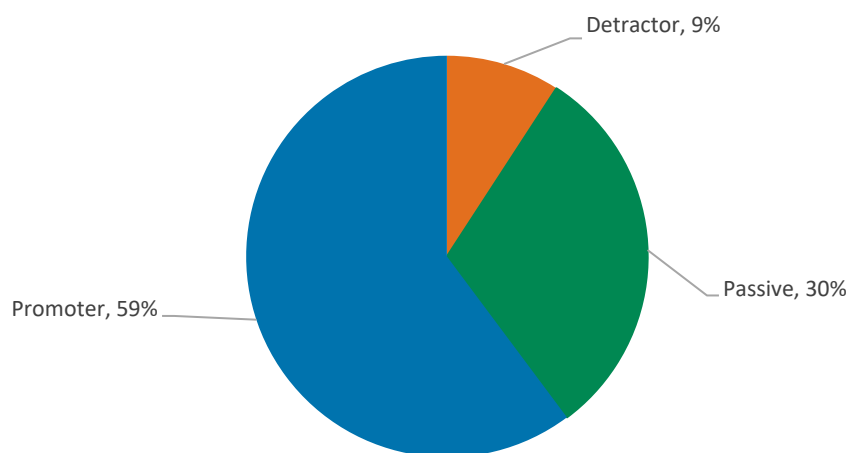
- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively satisfied residents who are susceptible to offers from competing communities in your area.
- 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 2021 Net Promoter Score™ for the Town of Stratford is 50 and is comprised of 59% promoters, 30% passives (not included in the calculation), and 9% detractors. The 2019 Net Promoter Score™ was 42. The 2020 Net Promoter Score™ was 45.

The Town's Net Promoter Score™ has steadily increased from 38 in 2017, 39 in 2018, 42 in 2019, 45 in 2020, to 50 this year. The Net Promoter Score™ cannot be accurately compared to the years before 2017 because of the wording changes made in that year.

Figure 30: Net Promoter Score™ = 50



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 forty-four (444) respondents provided an answer to this question. The main themes were limiting growth, more businesses and services, lower taxes, improve traffic control/safety, improve 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, 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. Two hundred and nineteen (219) respondents provided an answer to this question. Responses to this question were varied. The Town of Stratford will review all responses to this question as part of its strategic planning.

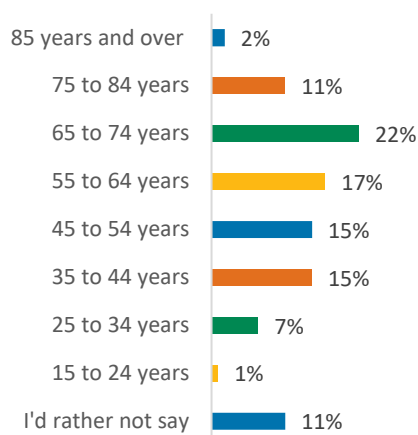
APPENDIX A: PROFILE OF RESPONDENTS

It is not unusual for respondents to skip demographic questions in surveys that allow question skipping. Depending upon the question, 7%-11% 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 2021 described their gender as female (56%). Thirty-nine percent (39%) 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 4% of survey respondents preferred not to disclose how they describe their gender.

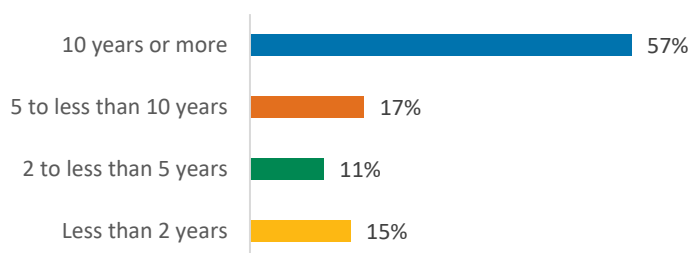
Fifty-four percent (54%) of survey respondents were in the 45 to 74 year age range. Eight percent (8%) of survey respondents were aged 34 or younger.

Figure A1: Age of respondents



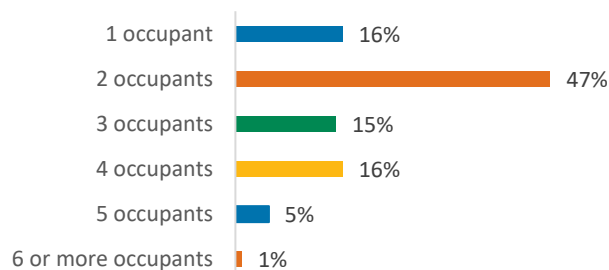
Eighty-nine percent (89%) of survey respondents were born in Canada, and 95% of survey respondents reported living in Canada for ten years or more. Fifty-seven percent (57%) of survey respondents have lived in Stratford for ten or more years.

Figure A2: How long survey respondents have lived in Stratford



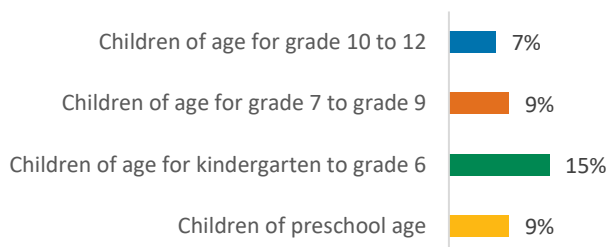
Seventy-eight percent (78%) of dwellings are inhabited by three or less occupants.

Figure A3: Number of occupants per dwelling



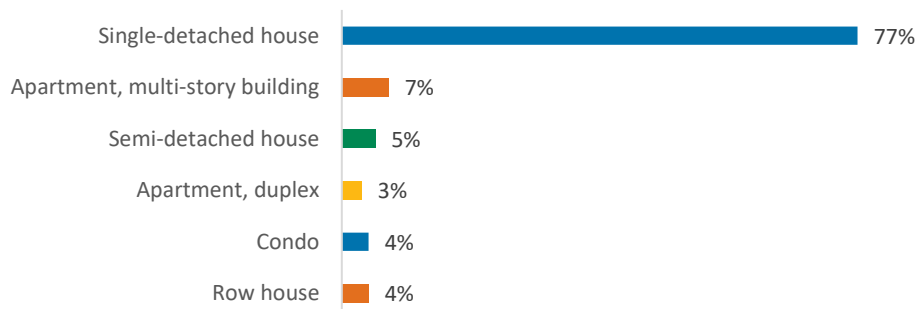
Seventy-one percent (71%) of respondents reported that they have no children under the age of 19 living in their household. Of the 40% of respondents who reported having children under the age of 19 living in their households, 7% of households have children in grades 10-12, 9% have children in grades 7-9, 15% have children in kindergarten to grade 6, and 9% 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



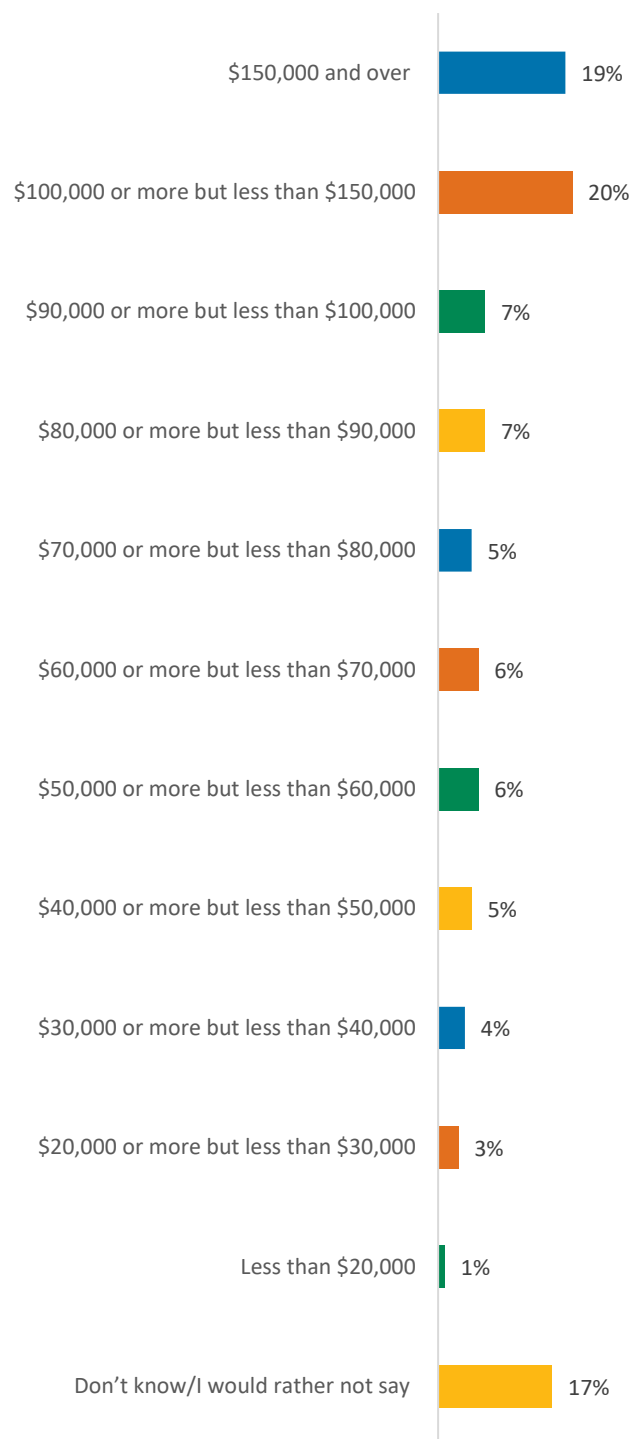
Eighty-four percent (84%) of respondents indicated they own their dwelling, while 16% indicated they rent their dwelling. The majority of respondents (77%) indicated they currently live in a single-detached house.

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 2020. 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 2021, 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 4,304 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 March 16, 2021, and the paper survey was delivered to households between March 29 and April 2, 2021. Paper surveys were also available for pickup at the Stratford Public Library and the Stratford Town Offices. The original survey deadline was April 16, 2021, but was extended to April 26, 2021.

SURVEY ANALYSIS

One-thousand and sixteen (1,016) 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. Thirty-three (33) responses were removed during data cleaning, and analysis was performed on the remaining 983 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2016 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 2021

Annual Resident Survey



Imagine that!

Town of Stratford



COMPLETE ONLINE AT: WWW.STRATFORDSURVEY.CA

Stratford Resident Survey 2021

Welcome!

Dear Resident:

What a difference a year makes! This time last year, we had no idea what the next 12 months (and counting) would bring. The past year has been full of challenges, and at times, stressful, but it has also provided many of us with time to slow down, reflect, and consider our future. We have experienced many changes in how we interact and connect with one another, whether for personal or professional reasons. Change has taken place in the municipality as well, including event and program delivery, a significant shift to online payments, and more accessibility to Town Council meetings with residents viewing virtually. We foresee some of these changes continuing, and the 2021 Annual Resident Survey will ask you some questions in this regard. That said, I certainly look forward to a time when we can once again safely come together to celebrate our great Town in person, as a community.

Your Council continues to work hard on your behalf every day. Instruments like this survey are a tool that helps us make decisions about important Town matters and provide information on how we can better meet your needs into the future. We appreciate the time spent by all residents who complete the survey. Whether you have lived in Stratford for many years or just a short time, we hope that you will complete the survey and let us know your thoughts across a wide range of topic areas.

On behalf of Council and staff, thank you for completing this year's survey as we continue to work together to build the best community possible.

Sincerely,

Steve Ogden
Mayor, Town of Stratford

Deadline for submitting surveys is April 16, 2021

Survey Instructions

The Town of Stratford Resident Survey will take approximately 20 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:

Robert Hughes, Chief Administrative Officer, Town of Stratford
902-569-1995 | rhughes@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

COVID-19

The COVID-19 pandemic has profoundly impacted our lives. The resulting uncertainties, restrictions, and public health measures, have caused behavioural changes that affect the way the Town of Stratford provides services and infrastructure, both now and into the future.

9. Since the COVID-19 pandemic began, are you more or less likely to...?

	More likely	Less likely	About the same	Don't know/no answer
Attend virtual Town Council meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in municipal led programming online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in Town recreation & cultural programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seek municipal services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit Town parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Town trails and sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use other Town of Stratford outdoor facilities (e.g. skatepark, outdoor skating rink, splash pad, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

10. 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 | |

11. 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"/>

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

13. 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"/>

14. Does your home have a lawn?

- ☐ Yes (go to question 15)
- ☐ No (go to question 16)

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.

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

- ☐ Pesticide use increase
- ☐ 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

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

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

17. 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.

18. 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

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

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

20. 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

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

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

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

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

- ☐ Yes
☐ No

23. 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"/>

24. 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

Traffic Safety

The Town of Stratford developed a Traffic Safety Strategy in 2012. The Traffic Safety Strategy prioritized installing sidewalks and bike lanes on Stratford's main roads. These main roads, known as 'collector roads,' have higher traffic volumes and vehicle speeds than other areas of Stratford.

In addition to installing sidewalks and bike lanes, the Town implemented several other traffic calming measures such as enhanced signage and enforcement, and the installation of traffic calming devices such as speed bumps and radar speed signs. Traffic calming measures and devices protect residents by addressing vehicle speed and pedestrian safety.

The improvements to Stratford's collector roads are nearing completion. Over the coming months, the Town will initiate a review of the Traffic Safety Strategy and look for opportunities to further enhance resident safety.

Implementing traffic calming measures and devices can be expensive. The cost of new sidewalk is approximately \$1,000,000 per kilometre, additional police officers cost approximately \$120,000 per year, speedbumps cost approximately \$5,000 per set, and radar speed signs cost approximately \$5,000 each.

25. With this information in mind, please rate the following traffic calming measures and devices from 1 (most preferred) to 3 (least preferred).

#_____ Additional sidewalks on local streets (approximately \$1,000,000 per km)

#_____ Hiring additional police officers (approximately \$120,000 per officer, per year)

#_____ Additional traffic calming devices (approximately \$5,000 for speed bumps or radar speed signs)

Volunteering

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

- ☐ Yes (go to question 27)
- ☐ No (go 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 (go to question 31)

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

- ☐ Yes
- ☐ No

Community Engagement Interest

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

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

- | | |
|--|--|
| <input type="checkbox"/> Very strong | <input type="checkbox"/> Somewhat weak |
| <input type="checkbox"/> Somewhat strong | <input type="checkbox"/> Very weak |

32. 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- 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: _____

Stratford Resident Survey

The Town of Stratford has utilized the annual Stratford Resident Survey (the survey you are completing right now) since 2012 as one of many methods to receive feedback from residents.

The survey was originally designed to help the Town measure its performance. The survey has evolved to include questions on policy and operational issues, and provide residents with the opportunity to make their voices heard and be a part of the decision-making process.

We are interested in hearing your opinion on surveying methods, survey frequency, and the survey itself.

33. How important is the Stratford Resident Survey to you?

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

34. The Stratford Resident Survey is currently distributed to residents once every year. How often would you prefer the opportunity to complete the Stratford Resident Survey?

- ☐ Once every year (no change)
- ☐ Once every two years
- ☐ Once every three years

35. How would you prefer to complete the Stratford Resident Survey?

- ☐ Paper (with postage-paid return envelope)
- ☐ Online
- ☐ By telephone
- ☐ No preference

Your Town

36. 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

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

Public Art

It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors. The term 'public art' denotes any work of art which is designed for and placed in a space accessible to the general public. The Town of Stratford is committed to enhancing our indoor and outdoor spaces, and our community as a whole, through public art.

38. How would you rate your awareness of existing public art pieces located within the Town of Stratford?

	1	2	3	4	5	6	7	8	9	10	
Not at all aware	<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 aware

39. As new public art is commissioned, where would you most like to see it installed?

- ☐ Along Town trails
- ☐ In Town parks
- ☐ Outside of Town buildings
- ☐ Inside of Town buildings
- ☐ Other (please specify): _____

Town Initiatives

40. 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"/>
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"/>
Stratford's Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switch 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"/>

41. 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

42. 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

43. 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

44. 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"/>

Satisfaction with Town Performance on Issues Affecting Stratford

45. 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"/>

46. 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.

47. Do you currently own or rent your dwelling?

- ☐ Own
- ☐ Rent

48. Is this dwelling...?

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

49. 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

50. 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

51. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2020?

- ☐ 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

52. 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

53. 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

54. 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

55. How long have you lived in Canada?

- ☐ Less than 2 years
- ☐ 2 to less than 4 years
- ☐ 4 to less than 10 years
- ☐ 10 years or more

56. 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!