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Final Report

2015 Stratford Resident Survey

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STRATFORD SURVEY BACKGROUND

The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where our 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.

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on the balanced scorecard and its sustainability vision. The performance management system is called “Sustainable Stratford – Results Matter” and it includes 16 broad objectives and 38 performance indicators. The performance indicators will measure the Town’s progress towards its objectives.

Some of the performance indicators are based on existing data that is available to the Town - like the number of trees planted, the amount of water used per person or the number of volunteers. Other performance indicators, such as resident satisfaction with the Town’s governance, resident perception of safety and resident health requires that residents be contacted to obtain the data.

Once baseline information is available for a performance indicator, targets are set and initiatives designed to improve performance in each area. The results will be monitored and regularly reported to residents so that the Town is transparent and accountable for its actions.

The annual resident survey – now in its fourth year - has been designed to gather the information required for the indicators for which there is no other data source and that is measuring resident opinions and activities. Having a statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve.

Service providers: Insight Studio and Vicki Bryanton – Providing Practical Solutions, were contracted to provide support to the Town of Stratford for the planning, development, implementation, and analysis of the survey.

Insight Studio is a branding and marketing agency located in Charlottetown, Prince Edward Island. Specializing in branding marketing and communications, Insight Studio works with both public and private sector clients to support them in identifying and achieving their goals. Vicki Bryanton’s consulting service, focused on the survey design, implementation

needs, data management, management analysis (statistical analysis performed by Atlantic Evaluation Group), and reporting.

SURVEY DEVELOPMENT

Consultants, Vicki Bryanton (survey consultant) and Dawn Binns (of Insight Studio), reviewed the previous year's survey questionnaire in collaboration with Robert Hughes, Chief Administrative Officer for the Town of Stratford, PEI. Key areas of inquiry were:

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. New areas of inquiry change each year - this year's new areas focused on support for restrictions or a ban on cosmetic pesticide use and the recreation needs of families with children; and
4. Demographics (e.g.- length of residency, type of housing, age, household income).

New This Year

The set of benchmarking questions have been strategically assigned for annual or bi-annual collection. This sampling change allows for more special inquiry questions each year while maintaining the monitoring of benchmark questions and trends.

Questions around water metering considerations for the town were repeated this year (first asked in 2013) and new questions were created in consultation with a committee of Town staff and Council members. Questions were designed to gauge residents' agreement and alignment with some water metering considerations and their desire for certain steps or actions to be addressed by the Town of Stratford before implementing any wide-spread use of water meters.

Youth activity needs questions were designed in consultation with Town recreation staff and council members.

Also new this year is the inclusion of a *Net Promoter ScoreSM* question. The intent of this question is to create a benchmark for comparison over time based

on the difference between promoters and detractors of the Town as a good place to live.

This year's new questions were tested in paper format with a focus group of Stratford residents recruited by **Insight Studio**. Recruitment was done using email and social media (Facebook, Twitter.) Attending focus group members completed the new survey questions only and Vicki Bryanton led discussions around each question's clarity and ease of use. In an effort to get more feedback from parents of children in each of the target age ranges, online questions were circulated to recruited participants who were unable to attend the face-to-face session. Refinements to the questionnaire were made based on focus group feedback. See final survey questions in Appendix A – Survey Questions.

METHODOLOGY

In order to best reach a representative sample, to ensure a good response rate and to meet the needs of residents, a multi-mode method was developed using an online and paper survey (see full description in Appendix B – Multi-Mode Method Description.) The survey was administered online using the FluidSurvey platform. The survey construction included primarily closed questions (multiple choice: one answer, multiple answer); matrix-rating scales (mainly balanced Likert scales and a few unbalanced scales); and a small number of comment boxes. New this year is the inclusion of a *Net Promoter ScoreSM* question.

The online survey and paper survey were aligned so that the questions and their line-up were the same. Those completing the paper survey did see the skip questions not shown to those completing the online survey.

The surveys did not gather any information to identify individual respondents and results were reported in aggregate form only; with access to individual responses restricted to only the research team.

Sample

The target population for this survey was the 3,938 households of the Town of Stratford, Prince Edward Island as represented by the 8,574 adult residents in the households. Respondents could complete one of two survey options -- an electronic, online survey (promoted through direct email and multi-media promotions) or a paper survey delivered to Stratford households in a direct mail householder drop.

A probability, multi-mode sampling method achieved a sample size of 1,000 respondents (405 completing paper surveys and 595 completing online surveys) which exceeded the minimum projected sample size of 360.

All survey data has been weighted to the 2011 Census data for the Town of Stratford for this report.

Survey Recruitment

The recruitment strategy for the survey was designed and managed by Insight Studio. A detailed and comprehensive communications plan was implemented to support the recruitment of Town of Stratford residents to participate in the survey. Tactics included both direct messaging to residents and broader awareness tactics to act as reminders.

The 2015 survey was launched on March 9, 2015 with the paper survey delivered to households March 30-April 6. The online survey closed on April 24, 2015 and paper surveys continued to be accepted until May 1st to allow for postal delivery delays. Of note, this year's survey was completed two months later than in previous years due to a difference in the project start date necessitated by Town planning changes.

Direct recruitment included three email invitations to residents and one direct mail out of the full survey to households with a self-addressed, business reply envelope. Broader awareness activities included promotion on the Town of Stratford's Facebook and Twitter accounts, Facebook post promotions, a *CBC Radio* interview and an article in *The Guardian* with Mayor Dunphy, and one media release that was sent to the provincial newspapers. Information notices were also distributed electronically through local schools and community groups to increase uptake.

A series of e-blasts were distributed through the Town of Stratford's newsletter email list of approximately 1100 residents and stakeholders, directing them to the online survey and noting that a paper survey would also be mailed to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey.

Residents were encouraged to complete the online survey to reduce data entry costs. To ensure broader uptake, a paper survey was produced and delivered to homes in Stratford. The paper was delivered with a postage-paid, business reply envelope. To limit expenses, no follow-up mailing was done following the householder drop.

Paper surveys were data entered via an online portal by four members of the Town of Stratford staff; trained by the survey developer.

All online survey questions were set to 'optional' to match the option that respondents to paper surveys would have to skip questions. Respondents to the online survey could not exit and return later.

Data quality assurance procedures can be found in Appendix C – Data Quality Assurance.

The target goal for returned surveys of 360 was exceeded on April 8th or 32 days into the field. Final returns totaled 1,000 surveys for a response rate of 25.4% (based on online and mailed returns: 1,000 returns/3,938 householder mailing*100).

Survey Analysis

Paul Chaulk, researcher and evaluation specialist of Atlantic Evaluation Group, worked with the consultant to develop the analysis plan, which included the weighting of the 2015 data. A more detailed description of survey analysis factors may be found in Appendix D – Data Analysis Notes.

A summary of frequency and percentages for all closed questions was created. Results were analyzed using descriptive statistics such as proportions.

Inferential statistics were used to assess whether survey results varied significantly between the 2014 and 2015 surveys (or between 2013 and 2015 in the case of questions not repeated every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data also accounts for differences in question skip rates, not all percentages will equal those reported in previous years' reports. Only differences between years of greater than 10% are reported.

RESULTS

The Town of Stratford's *Sustainable Stratford - Results Matter* performance management system uses key performance indicators to address progress on strategic objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The **Stratford Residents Survey 2015** is one method that the Town of Stratford is using to receive feedback from residents.

Results are reported under the Strategic Objectives addressed by the relevant survey questions.

Respondents was underrepresented in the 15-24 year old bracket and among apartment dwellers compared to the total population. (Statistics Canada, 2012) Results in this Report have been **weighted** based upon the 2011 Census data for the Town of Stratford for age and dwelling type (except the under-representation of the 15-24 year olds could not be corrected.) The survey accuracy (margin of error) was +/- 3.4%, 19 times out of 20, corrected for the total population of adults living in the Town of Stratford.

All surveys are subject to non-response bias by people choosing not to participate in the survey. The potential for other nonresponse bias for the survey as a whole is recognized for residents with low literacy skills which might affect response to a paper or online survey and for residents who are new comers to the province and/or do not have English as a first language.

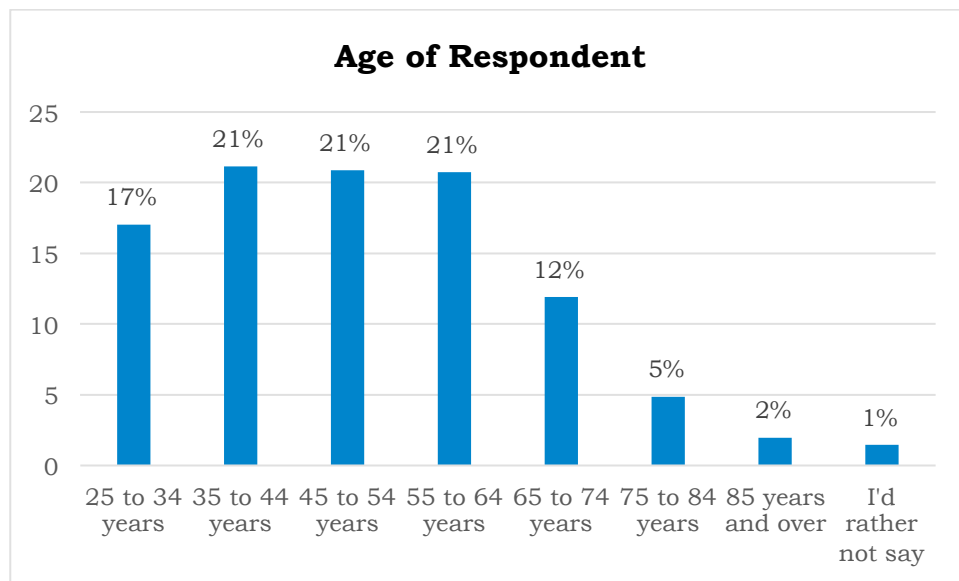
Percentages may not add exactly to 100% due to rounding, margin of error and/or multiple response options. For subgroups reporting, only results with a frequency of 30 or greater are described in this report. Non-response (skipping) rates of over 10% only are noted in this Report.

RESPONDENTS PROFILE

Respondents to the Stratford Resident Survey 2015 were 63% female and 37% male.

The Respondents' ages were:

- 17 % aged 25 to 34 years
 - 21% aged 35 to 44 years
 - 21% aged 45 to 54 years
 - 21% aged 55 to 64 years
 - 12% aged 65 to 74 years
 - 5% aged 75 to 84 years
 - 2% aged 85 and over
- [10.3% skipped this question]



Ninety one percent (91%) of respondents were Canadian citizens at birth with 9% born in another country. Ninety six percent (96%) have lived in Canada for 10 years or more, 4% for less than 10 years.

Eighty three percent (83%) of respondents own their dwelling while 17% rent.

Eighty percent (80%) live in a single detached dwelling, while 7% live in a double/duplex/semi-detached, and 13% live in an apartment or row house.

The number of occupants per dwelling showed 15% of homes with 1 person living in the home, 38% with 2 people, 17% with 3 people, 22% with 4 people, 6% with 5 people, and 2% with 6 or more people living in the home.

Length of residence in the Town of Stratford for respondents was less than 2 years for 14%, 2 to less than 5 years for 17%, 5 to less than 10 years for 18%, with the majority at 50% living in Stratford for more 10 years or more.

Respondents were asked to estimate the total income received by all household members, from all sources, before taxes and deductions, in 2014. Of those who responded (16% chose not to answer), the estimated household incomes were:

- 5% with less than \$30,000
- 6% with \$30,000 or more but less than \$40,000
- 6% with \$40,000 or more but less than \$50,000
- 8% with \$50,000 or more but less than \$60,000
- 5% with \$60,000 or more but less than \$70,000
- 6% with \$70,000 or more but less than \$80,000
- 7% with \$80,000 or more but less than \$90,000
- 8% with \$90,000 or more but less than \$100,000
- 19% with \$100,000 or more but less than \$150,000
- 13% with \$150,000 and over

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.

The Town of Stratford strives to improve its supervision and management of environmental concerns. Residents were asked about their awareness of the following Town initiatives:

- Official Plan Review
- Rain Barrel Program
- Trans Canada Trail Development
- Community Garden
- Naturally Stratford - pesticide education program
- Toilet Rebate program

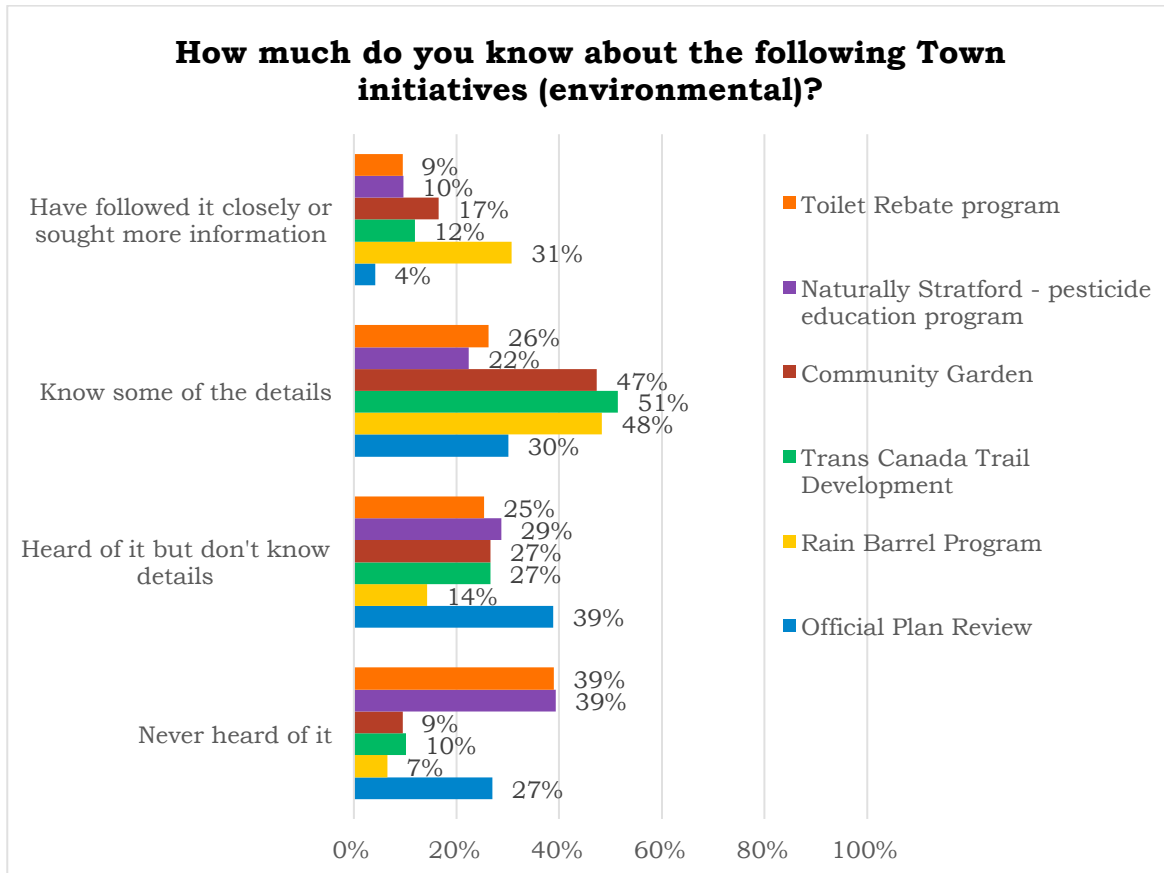
The most recognized initiative was the *Rain Barrel Program* with 93% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 7% had never heard of it. In a significant change from last year, 10% fewer respondents reported having heard about the Rain Barrel Program while 6% more reported knowing some of the details.

The *Community Garden* had high recognition with 91% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 9% had never heard of it.

The *Trans Canada Trail Development* had high recognition with 90% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 10% had never heard of it. In a significant change from last year, 10% fewer respondents reported having heard about the Trans Canada Trail Development while 9% more reported knowing some of the details.

Seventy-three percent (73%) had “heard about”, “know some details about”, or “have followed it closely or sought more information” about the *Official Plan Review* while 27% had never heard of it.

Both the *Naturally Stratford* - pesticide education program and the *Toilet Rebate* program had good recognition with 61% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 39% had never heard of it



Stratford residents continue to show strong support for the use of Town of Stratford resources to protect the environment. Ninety six percent (96%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 4% felt it was “not very important” or “Don’t know/No answer”.

Residents were asked about certain environmental actions taken by anyone in the household in the last 12 months, including:

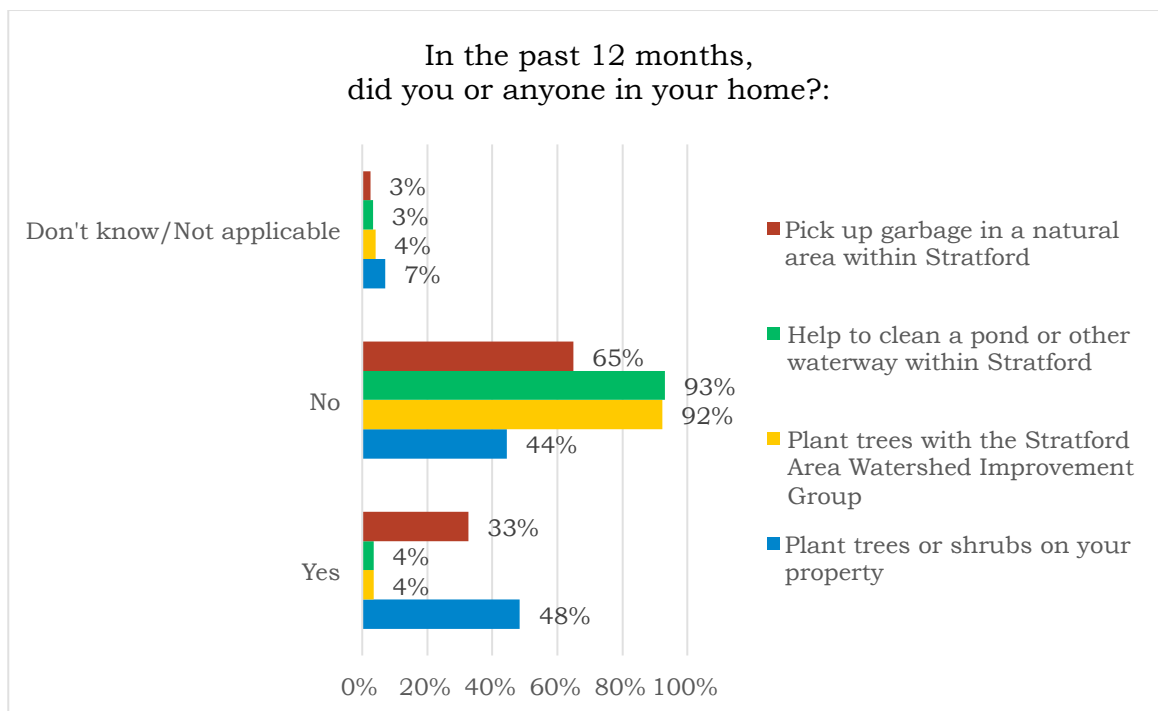
- pick up garbage in a natural area within Stratford
- help to clean a pond or other waterway within Stratford
- plant trees with the watershed group
- plant trees or shrubs on your property

Thirty three percent (33%) reported picking up garbage in a natural area of Stratford while 65% did not and 3% indicating that it was not applicable to them.

Four percent (4%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 93% reporting not helping to clean a pond or waterway within Stratford and 3% indicating that it was not applicable to them.

Four percent (4%) reported planting trees with the watershed group within the last 12 months with 92% reporting not planting of trees or shrubs and 4% indicating that it was “not applicable” to them.

Forty eight percent (48%) reported trees or shrubs being planted on their property within the last 12 months with 44% reporting not planting of trees or shrubs and 7% indicating that it was “not applicable” to them.

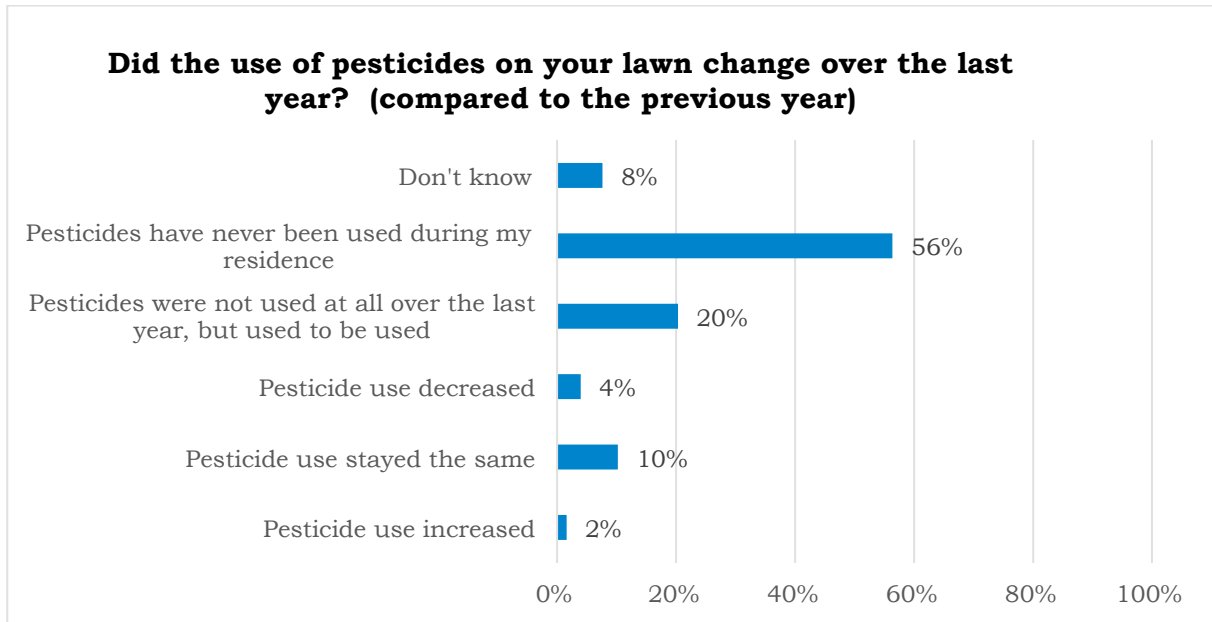


Lawns and Cosmetic Pesticide Use

For the purposes 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. Residents were asked about changes in their lawn pesticide use.

The majority of respondents, 76%, did not use pesticides within the last year. Results also indicated that of this group, 56% have never used pesticides on their property and 20% had previously used pesticides but did not in the past year.

Of those that did use pesticides within the past year, for most their use stayed the same 10%, or decreased 4%. Two percent (2%) increased their pesticide use.



Residents were asked to indicate their support for a cosmetic pesticide restriction or ban in light of the following information.

The Town of Stratford has a long standing policy to not use any pesticides on town property.

The Province recently changed the legislation to allow municipalities to impose further restrictions on the use of non-domestic pesticides within their communities. "Non-domestic" pesticide means a pesticide registered as commercial, industrial, agricultural pesticide.

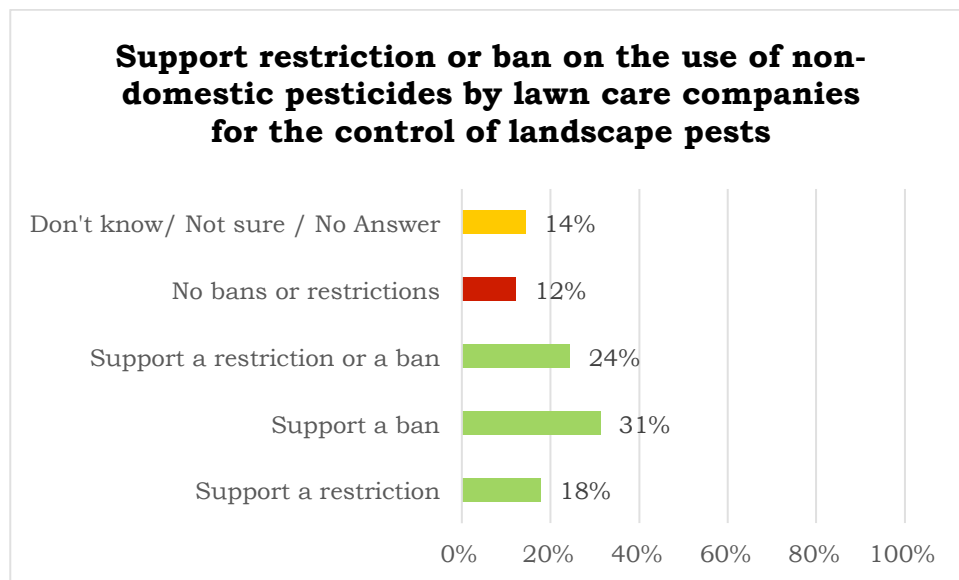
This means that the Town of Stratford only has the authority to restrict or ban the use of non-domestic pesticides by lawn care companies for the control of landscape pests and has no authority to restrict or ban the use of domestic pesticides by homeowners directly.

Municipalities CAN regulate or ban the use of non-domestic pesticides, by licensed applicators, for landscape pests only.

Residents were asked: Do you support a restriction or ban on the use of non-domestic pesticides by lawn care companies for the control of landscape pests in the Town of Stratford?

Seventy-three percent (73%) of residents support some form of a restriction or ban on the use of non-domestic pesticides by lawn care companies for the control of landscape pests. This group is comprised of 18% who support a restriction, 31% who support a ban, and 24% who support a restriction or a ban.

Twelve percent (12%) do not support a ban or restriction, and 14% of all survey respondents don't know are not sure or gave no answer.



IMPROVING GOVERNANCE

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

Survey participants were asked: “When you think about the Town of Stratford, how satisfied are you with each of 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”, 81% of residents were satisfied or very satisfied with the Town’s performance, 7% were dissatisfied or very dissatisfied, and 12% chose “did not know/no answer”.

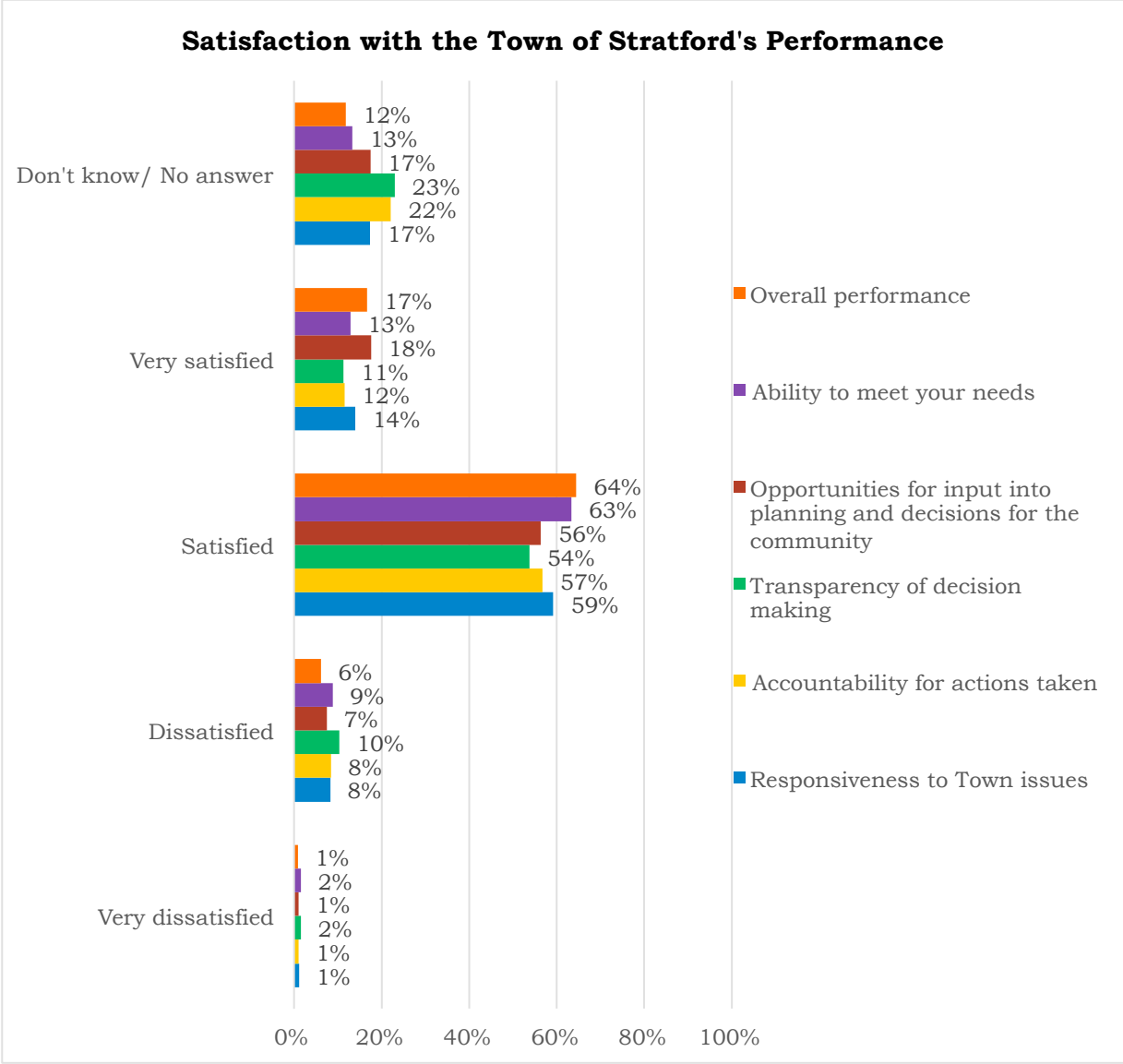
For “ability to meet your needs”, 76% were satisfied or very satisfied and 10% were dissatisfied or very dissatisfied, and 13% chose “did not know/no answer”.

For “opportunities for input into planning and decisions for the community”, 74% were satisfied or very satisfied and 9% were dissatisfied or very dissatisfied, and 17% chose “did not know/no answer”.

For “transparency of decision making”, 65% were satisfied or very satisfied and 12% were dissatisfied or very dissatisfied, and 23% chose “did not know/no answer”.

For “accountability for actions taken”, 68% of respondents were satisfied or very satisfied with 10% dissatisfied or very dissatisfied, and 22% chose “did not know/no answer”.

For “responsiveness to Town issues” 73% of respondents were satisfied or very satisfied with 9% dissatisfied or very dissatisfied, and 17% chose “did not know/no answer”.



Respondents could also add additional comments following this question. Comments of the 202 respondents were grouped in themes with the most common being: Pesticides ban, communications (positive and negative), sidewalks, positives of leadership/council/mayor, positive community feelings, recreation (positive and negative), traffic/road safety (not bridge related), and negatives of leadership/council/mayor.

NET PROMOTER SCORESM

New to the survey this year was the inclusion of a **Net Promoter ScoreSM** question.

The *Net Promoter Score*SM was originally created to aid business with gauging the attitudes and behaviors of their customers in terms of how likely they are to actively promote a product. As it is applied to communities today, it is used as a benchmarking tool for noting changes in residents' satisfaction with their community.

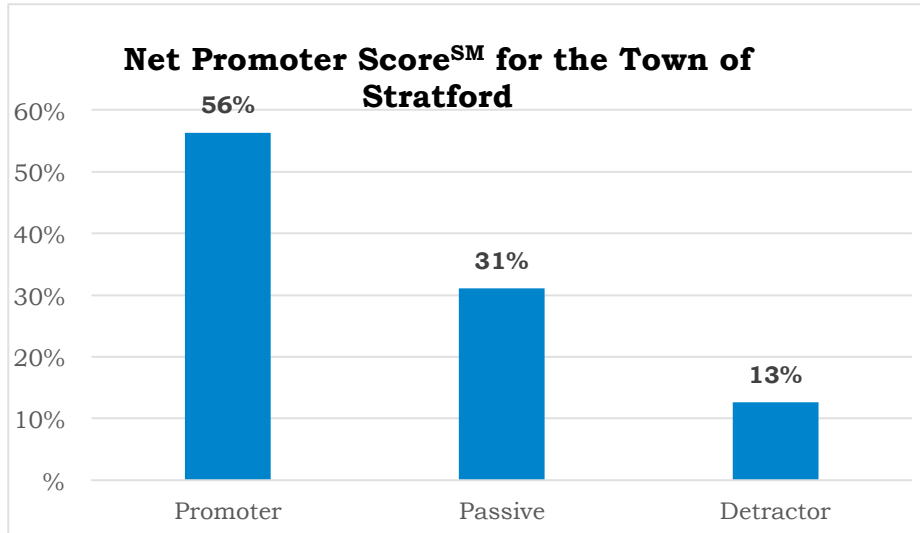
The tool divides people into three promoter categories: promoters, passives, and detractors". Promoters" are loyal enthusiasts who enjoy living in their community and would urge their friends to do the same. "Passives" are satisfied but unenthusiastic residents who could be wooed to a new location. And "detractors" are unhappy residents who may speak negatively about the community and actively discourage people from moving to the area.

Survey respondents were asked: ***How likely are you to recommend the Town of Stratford as a place to live to a colleague or friend?*** – and were asked to score their answer on a scale of 0-10 where 0 = not likely and 10 = very likely.

The *Net Promoter Score*SM is determined by subtracting the number of detractors from the total number of promoters where:

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

The Town of Stratford's Net Promoter Score is: 43 and is made up of 56% Promoters, 31% Passives, and 13% Detractors.



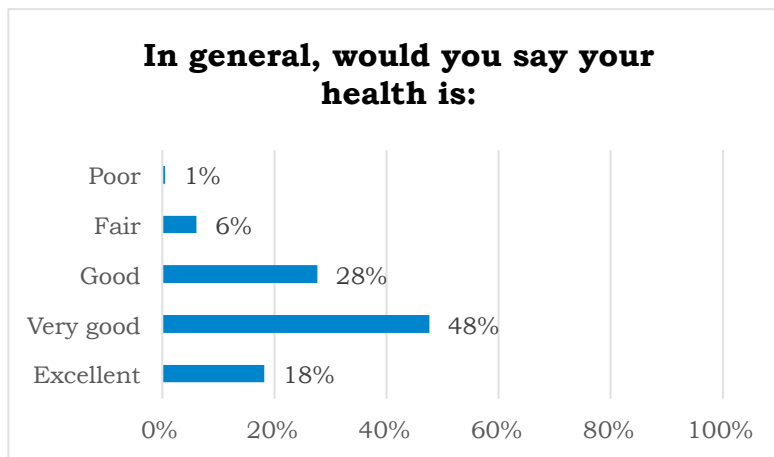
Respondents were also asked: ***What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live?*** Comments from the 449 respondents were themed and the most common themes included: dissatisfaction with taxes, recreation suggestions, sewage/lagoon mitigation, business development, pesticide use ban, extension of sidewalks, concerns regarding housing/multi-unit dwellings, Hillsborough Bridge safety concerns, traffic/road safety (not bridge related), parks/beach fronts access and usage, active transportation infrastructure improvements, and positive community feelings.

IMPROVING RESIDENT HEALTH AND SAFETY

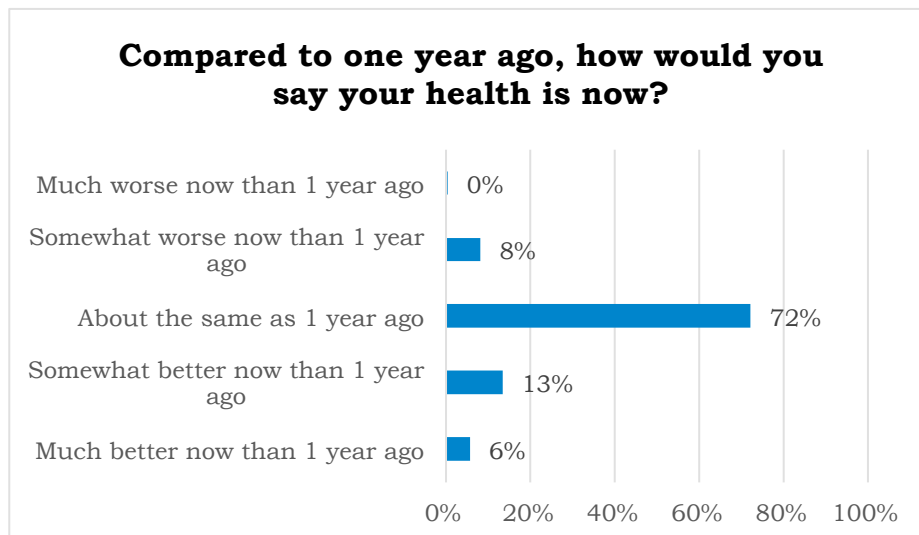
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

Health and Wellness

Ninety four percent (94%) of Stratford residents self-report their health as good, very good or excellent with 18% having excellent health, 48% having very good health, 28% with good health, 6% in fair health and 1% as poor health.



When asked “compared to one year ago, how would you say your health is now?”, 72% reported that their health is about the same, 13% reported their health as somewhat better now, 8% reported their health as somewhat worse now, 6% reported it as much better now, and less than 1% reported their health as much worse now than one year ago.



Physical Activity and Physical Limitations

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. (Canadian Society for Exercise Physiology (CSEP), 2012)

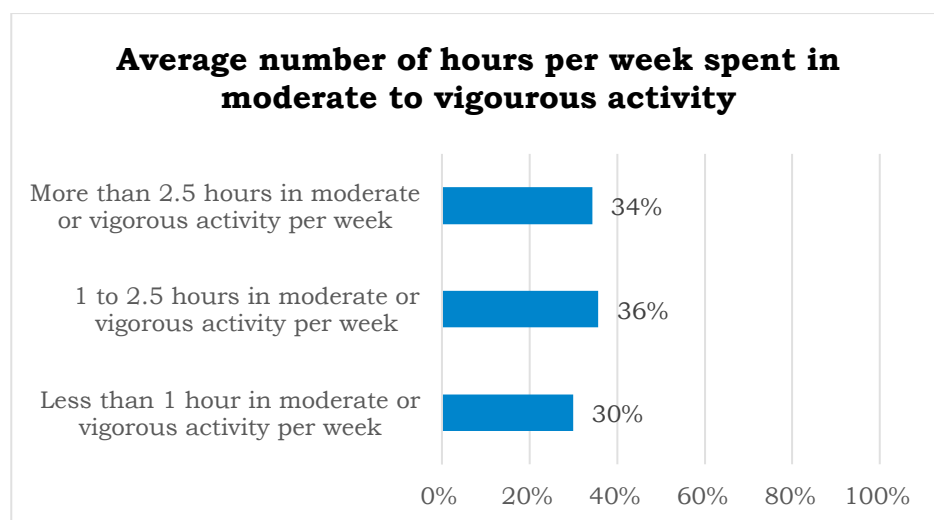
In the survey, the following definition was used:

"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, skating.

Residents were asked to add up the time spent in moderate to vigorous activity in an average week (including sessions that lasted at least 10 minutes.)

During an average week, 34% spent more than 2.5 hours in moderate or vigorous activity per week, 36% spent 1 to 2.5 hours in moderate or vigorous activity per week, and 30% spent less than 1 hour in moderate or vigorous activity per week.



Residents were asked: Does a physical condition or mental condition or health problem reduce the amount or kind of activity you can do? (Including only health conditions or problems that have lasted or are expected to last 6 months or more.)

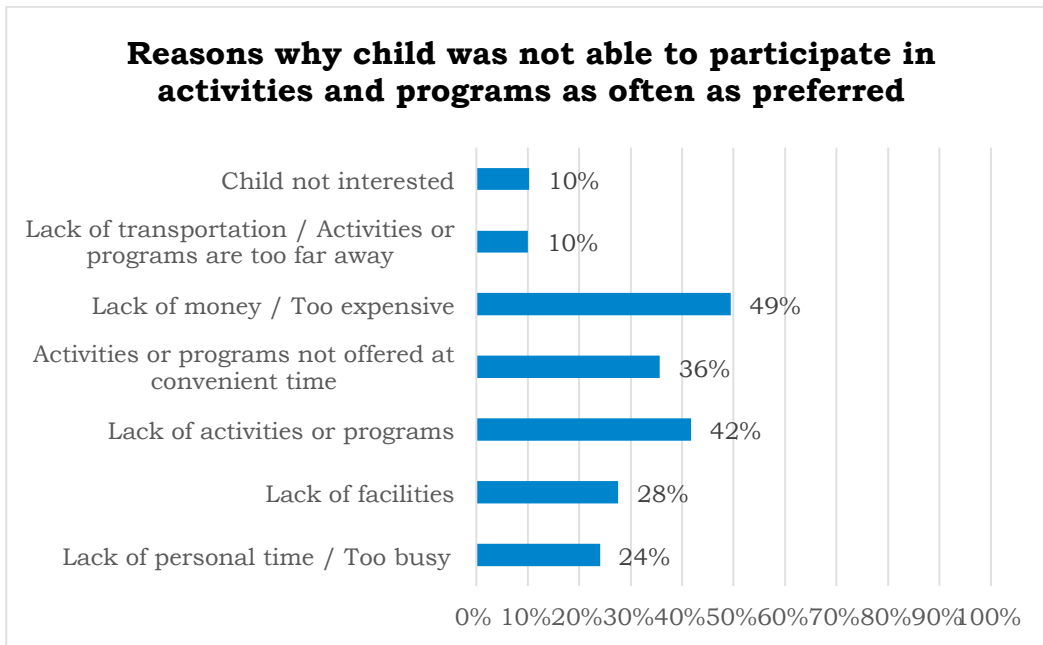
The majority of residents are not limited in the amount or kind of activity they can do with 59% reporting no limitations, 21% reporting limitations sometimes, 12% reporting limitations often, and 7% indicating that the question was not applicable.

Ninety three percent (93%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 7% are not able.

Child/Youth/Family Activities and Programs

Stratford is exploring ways to expand its activities, programs, and supports for parents, families, and children within the Town. Parents and guardians of children under the age of 19 were asked to respond to questions concerning the activity and program needs of their children. When asked: *Are all of your children able to participate in your preferred kinds of activities and programs as often as you would like?* 69% of the 351 parents/guardians who responded answered “yes” while 31% answered “no.” Those who answered “no” were also asked: *Why not?* and provided with a list of answer options in addition to a comments box.

The 106 parents who answered “no” were provided a list of *reasons why children were not able to participate in preferred activities and programs as often as preferred*. Forty nine percent (49%) noted that there was a lack of money or that programs/activities were too expensive, 42% chose lack of activities or programs, 36% chose activities or programs not offered at convenient times, 28% chose lack of facilities, 24% note lack of personal time or being too busy, 10% chose child not interested and 10% chose lack of transportation or activities or programs are too far away.



Parents could also chose “other” and specify their own answer. Only 3% of parents/guardians chose “other” with most answering that their child was too young.

Participation in Stratford

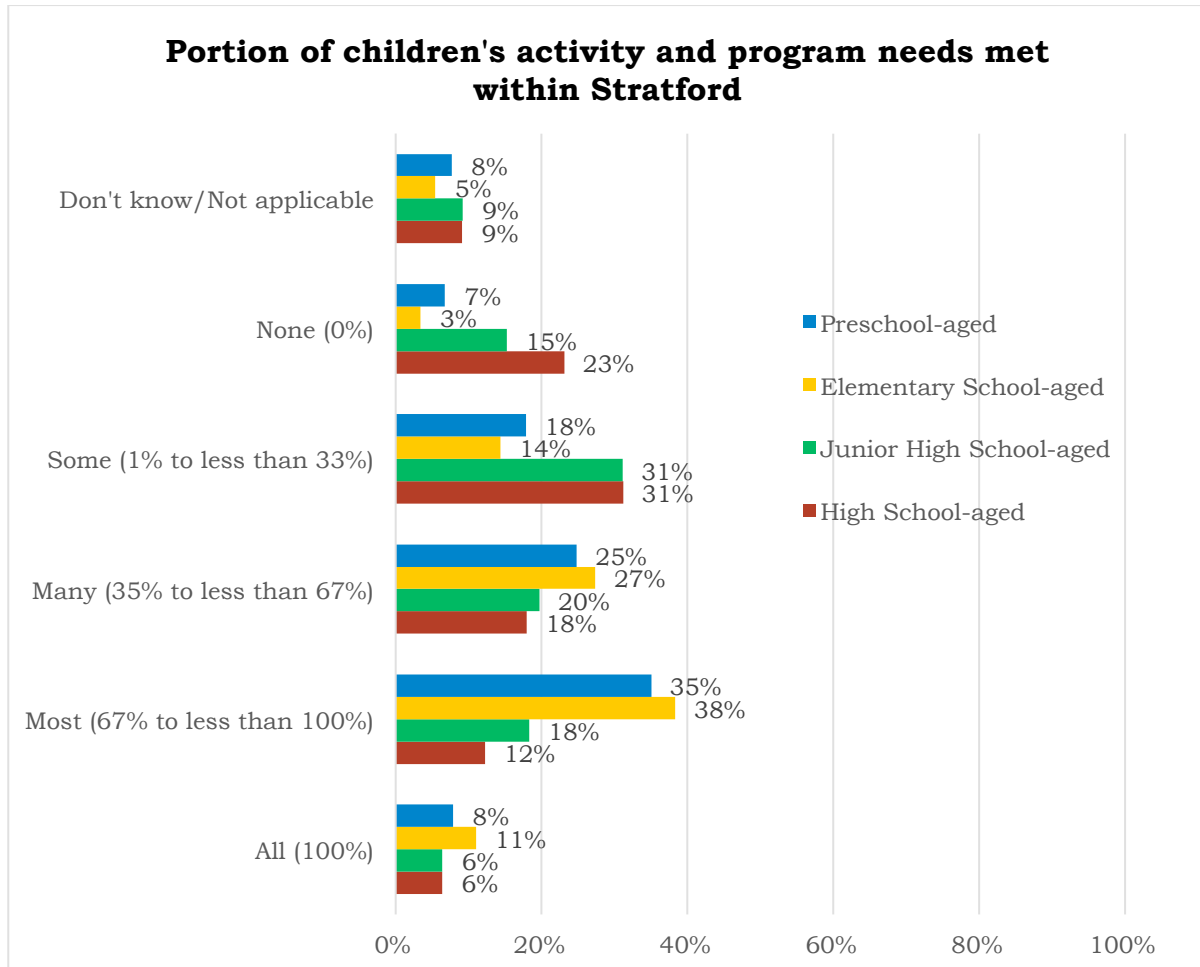
Parents and guardians of children within specified school-age-brackets were asked questions about the portion of the child’s activity and program needs that were met in Stratford, the reason for activity and program choices outside of Stratford, and child interest in potential listed options.

Sixty eight percent (68%) of preschool-aged children have **many, most, or all** of their program and activity needs met within Stratford, 79% of elementary school-aged children have many, most, or all of their program and activity needs met, as do 44% of junior high-school aged and 36% of high school-aged youth.

Eighteen percent (18%) of preschool-aged children have **some** of their program and activity needs met within Stratford, 14% of elementary school-aged children have some of their program and activity needs met, as do 31% of junior high-school aged and 31% of high school-aged youth.

Seven percent (7%) of preschool-aged children have **none** of their program and activity needs met within Stratford, 3% of elementary school-aged children have some of their program and activity needs met, as do 15% of junior high-school aged and 23% of high school-aged youth.

Some parents **did not know** or felt that the question was **not applicable** – 8% of preschool-aged, 5% of elementary school-aged, 9% of junior high-school aged, and 9% of high school-aged youth.



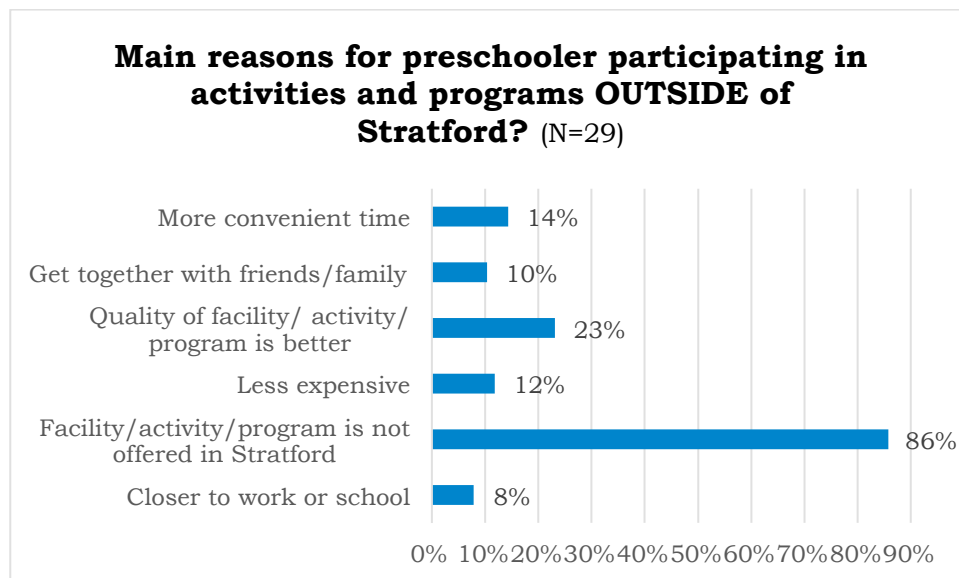
PRESCHOOL-AGED CHILDREN ACTIVITIES - NEEDS AND INTERESTS

Of the parent/guardian group, 122 people (35% of all parents/guardians) had preschool-aged children.

Parents/guardians who indicated that only some or none of their preschooler's program and activity needs were met within Stratford were asked why they went outside of Stratford. Twenty nine (N=29) fit this profile and they could choose up to 3 of the following options:

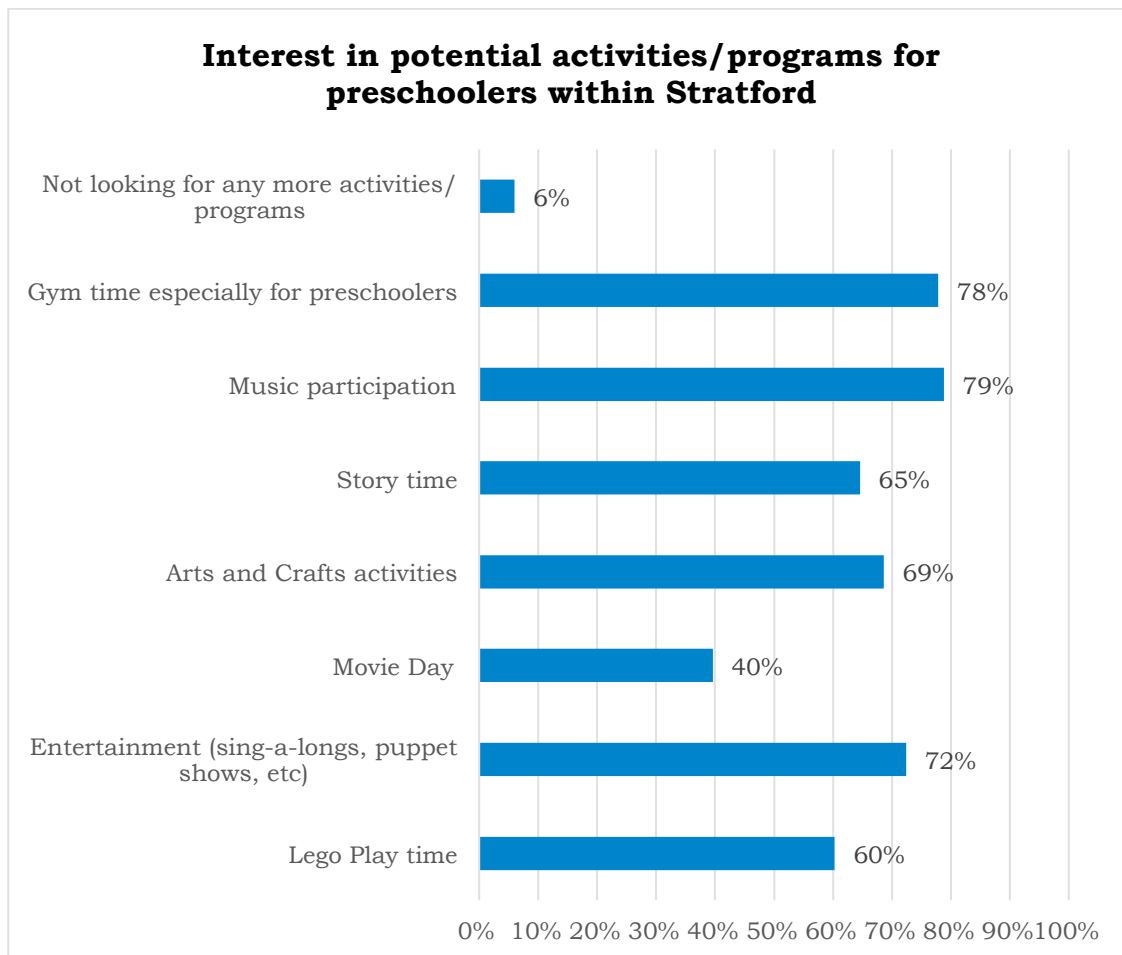
- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other

Eighty six percent (86%) of this group indicated the facility/activity/program was not offered in Stratford, 23% noted that the quality of facility/ activity/ program is better outside of Stratford, 14% noted more convenient times, 12% noted it was less expensive, 10% went to get together with friends/family, and 8% indicated it was closer to work or school.



All parents/guardians of preschoolers (N=122) were asked if their preschooler would be interested in participating in a list of potential programs/activities within Stratford; respondents could choose more than one answer.

Seventy nine percent (79%) of parents/guardians of preschoolers chose music participation, 78% gym time especially for preschoolers, 72% entertainment (sing-a-longs, puppet shows, etc.), 69% arts and crafts activities, 65% story time, 60% Lego play time, 40% movie day, and only 6% were not looking for anymore activities or programs.



Parents could also chose “other” and specify their own answer – only 3% chose other and suggestions included: pool/water activities and park/outdoor activities.

ELEMENTARY SCHOOL-AGED CHILDREN ACTIVITIES - NEEDS AND INTERESTS

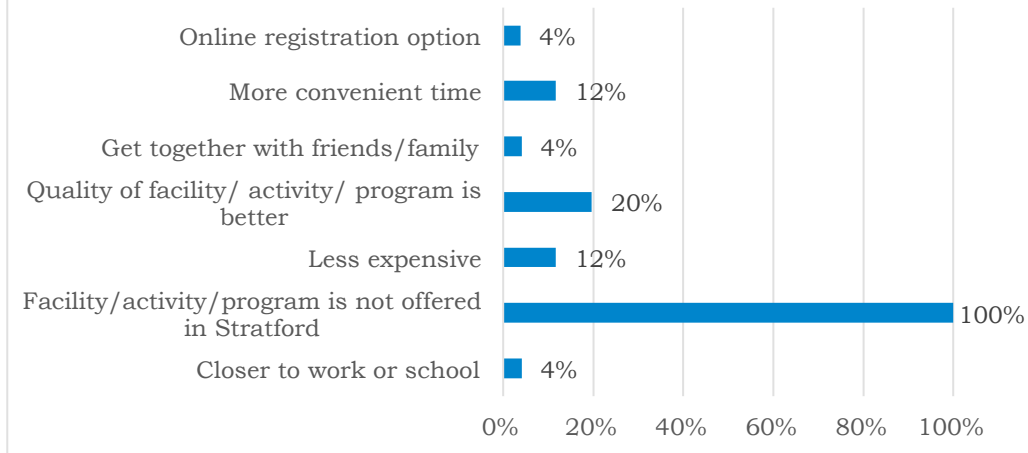
Of the parent/guardian group, 173 people (51% of all parents/guardians) had elementary school-aged children.

Parents/guardians who indicated that only some or none of their elementary school-aged children's program and activity needs were met within Stratford were asked why they went outside of Stratford. Thirty one (N=31) fit this profile and they could choose up to 3 of the following options:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other

One hundred percent (100%) of this group indicated the facility/ activity/program was not offered in Stratford, 20% noted that the quality of facility/ activity/ program is better outside of Stratford, 12% noted more convenient times, 12% noted it was less expensive, 4% went to get together with friends/family, 4% chose online registration option, and 4% indicated it was closer to work or school.

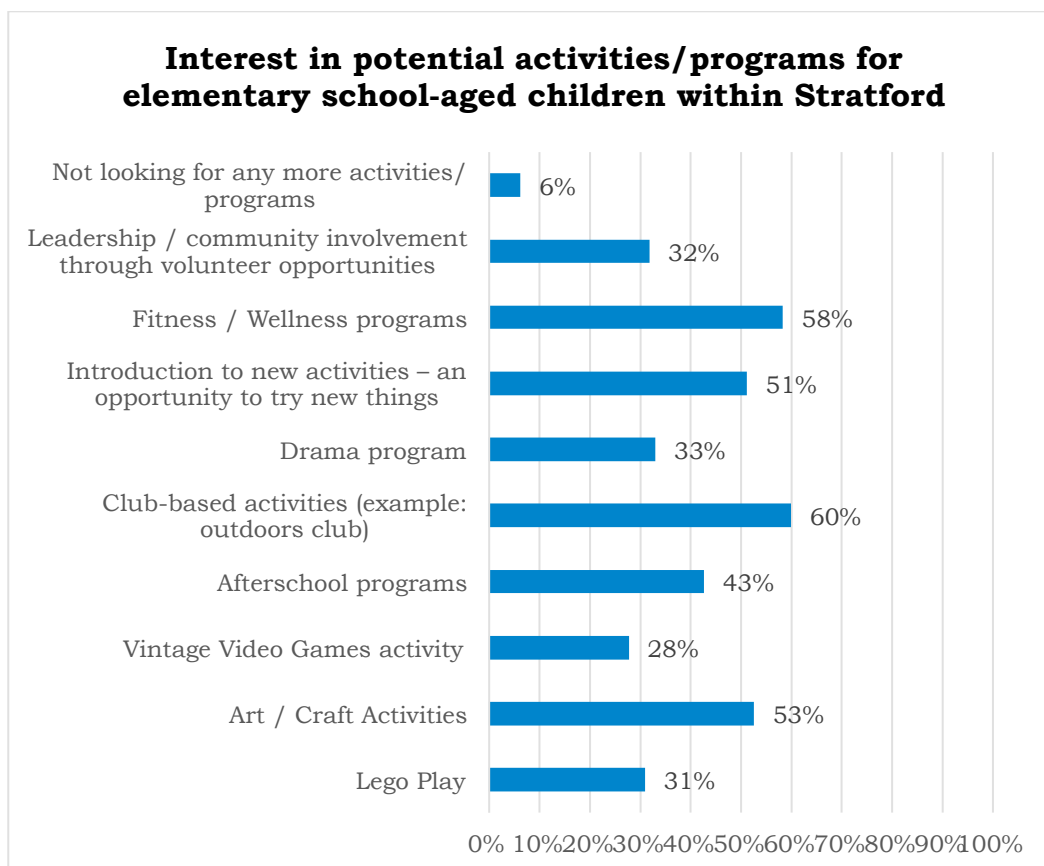
Main reasons for elementary-school aged child participating in activities and programs OUTSIDE of Stratford? (N=31)



Parents could also chose “other” and specify their own answer as a top three choice - only 4% of parents/guardians chose “other” with no specific themes identified.

All parents/guardians of elementary school-aged children (N=173) were asked if their elementary school-aged child would be interested in participating in a list of potential programs/activities within Stratford; respondents could choose more than one answer.

Sixty percent (60%) of parents/guardians of elementary school-aged children chose club-based activities (example: outdoors club), 58% chose fitness/wellness programs, 53% arts/craft activities, 51% introduction to new activities – an opportunity to try new things, 43% afterschool programs, 33% drama program, 32% leadership/community involvement through volunteer opportunities, 31% Lego play, 28% vintage video games activity, and 6% were not looking for any more activities/programs.



Parents could also chose “other” and specify their own answer – only 3% chose other swimming/water-based activities, outdoor activities, and other specific activities.

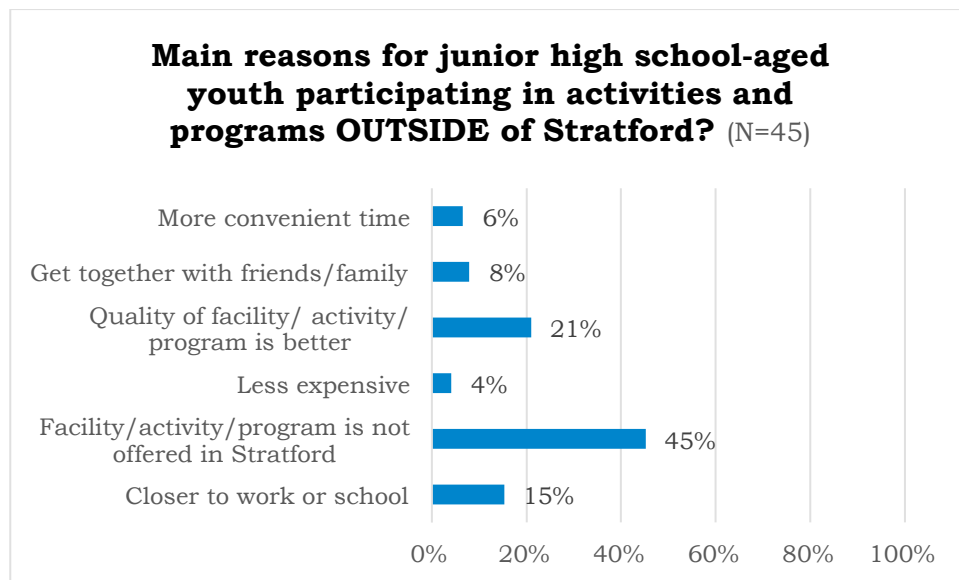
JUNIOR HIGH SCHOOL-AGED YOUTH ACTIVITIES - NEEDS AND INTERESTS

Of the parent/guardian group, 99 people (29% of all parents/guardians) had junior high school-aged children.

Parents/guardians who indicated that only some or none of their junior high school-aged children's program and activity needs were met within Stratford were asked why they went outside of Stratford. Forty five (N=45) fit this profile and they could choose up to 3 of the following options:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other

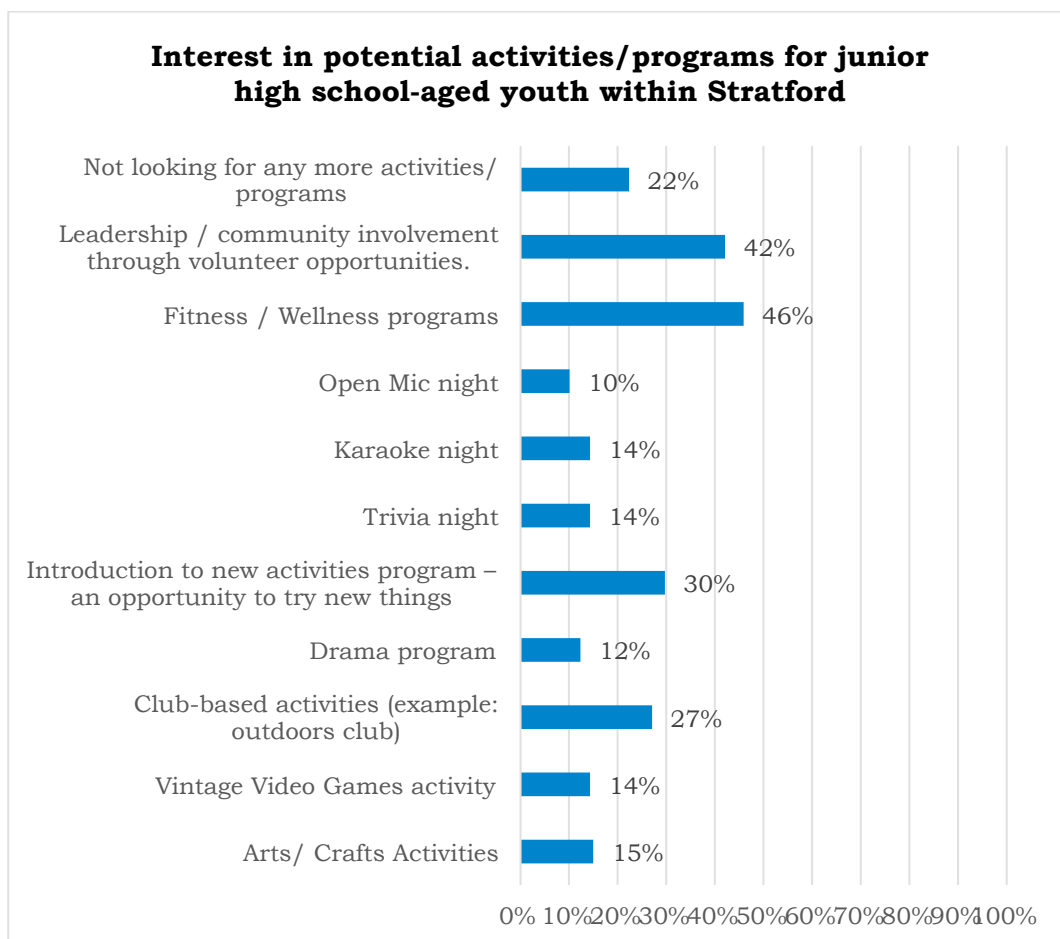
Forty five percent (45%) of this group indicated the facility/ activity/program was not offered in Stratford, 21% noted that the quality of facility/ activity/ program is better outside of Stratford, 15% indicated it was closer to work or school, 8% went to get together with friends/family, 6% noted more convenient times, and 4% noted it was less expensive. Online registration and payment options did not make the top three list for any parent/guardian.



Parents could also chose “other” and specify their own answer as a top 3 choice - none of the parents/guardians chose “other.”

All parents/guardians of junior high school-aged children (N=99) were asked if their junior high school-aged child would be interested in participating in a list of potential programs/activities within Stratford; respondents could choose more than one answer.

Forty six percent (46%) of parents/guardians of junior high school-aged children chose fitness/ wellness programs, 42% chose leadership/ community involvement through volunteer opportunities, 30% chose introduction to new activities program – an opportunity to try new things, 27% club-based activities (example: outdoors club), 22% were not looking for any more activities/programs, 15% arts/ crafts activities, 14% vintage video games activity, 14% trivia night, 14% karaoke night, 12% open mic night, and 10% chose a drama program.



Parents could also chose “other” and specify their own answer. Other was chosen by 7% of the parents/guardians with a variety of specific program ideas mentioned.

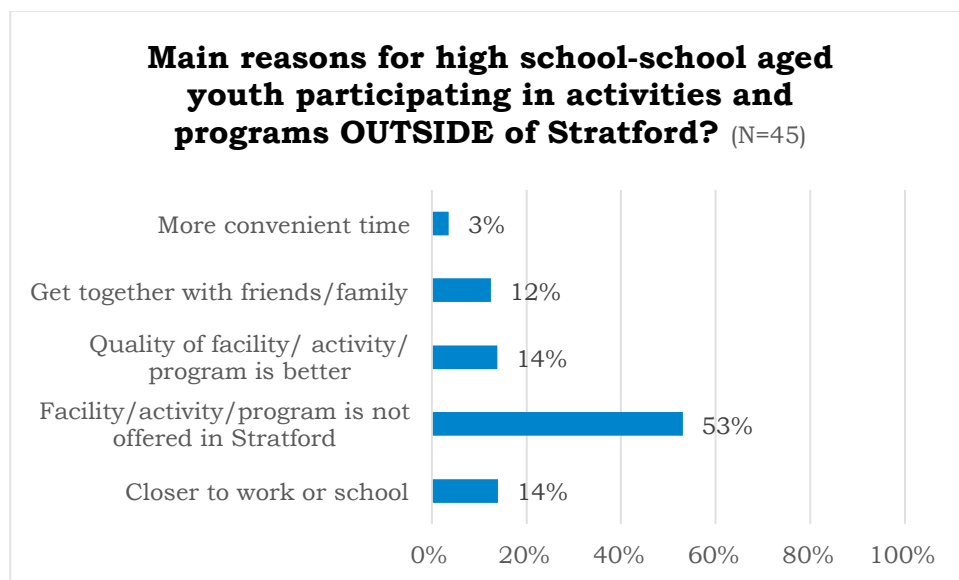
HIGH SCHOOL-AGED YOUTH ACTIVITIES - NEEDS AND INTERESTS

Of the parent/guardian group, 84 people (25% of all parents/guardians) had high school-aged children.

Parents/guardians who indicated that only some or none of their high school-aged children's program and activity needs were met within Stratford were asked why they went outside of Stratford. Forty five (N=45) fit this profile and they could choose up to 3 of the following options:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other

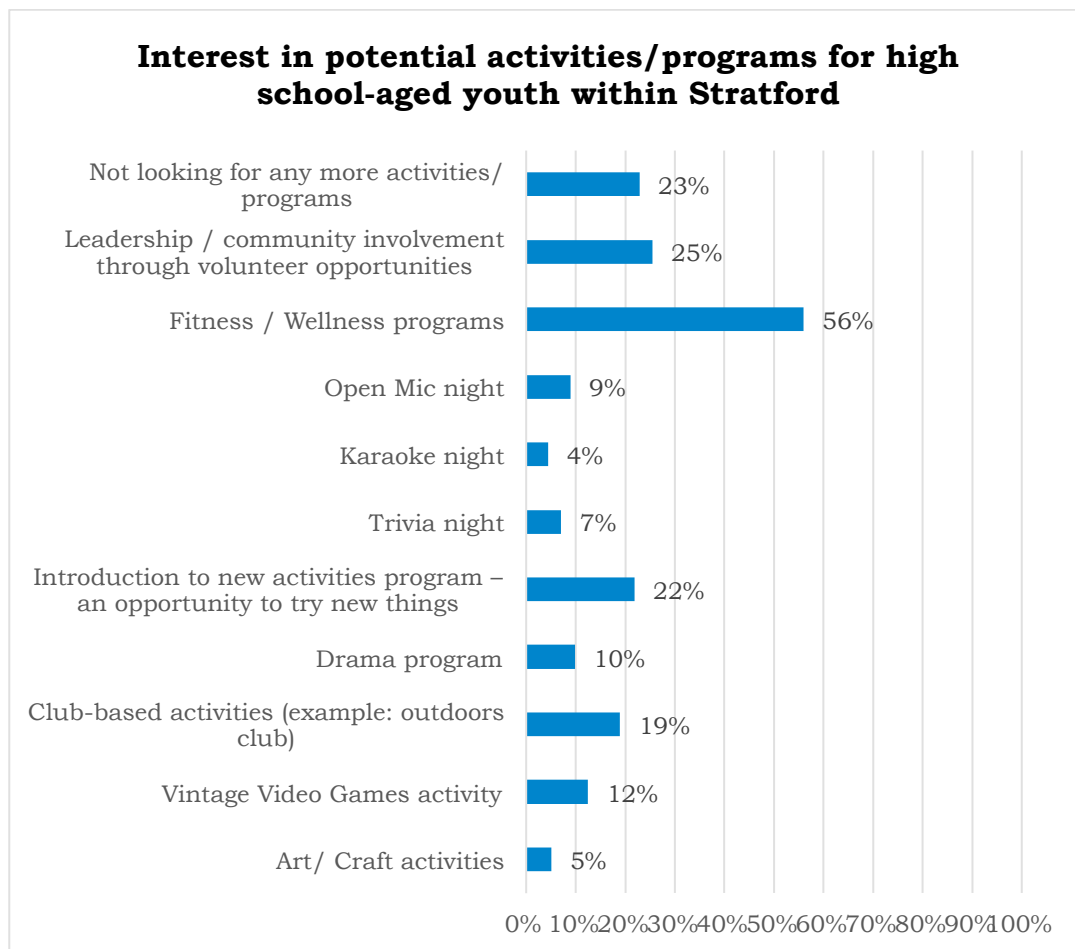
Fifty three percent (53%) of this group indicated the facility/ activity/program was not offered in Stratford, 14% noted that the quality of facility/ activity/ program is better outside of Stratford, 14% indicated it was closer to work or school, 12% went to get together with friends/family, and 3% noted a more convenient time. Online registration and payment options did not make the top three list for any parent/guardian.



Parents could also chose “other” and specify their own answer as a top three choice - 3% of parents/guardians chose “other” with no specific themes identified.

All parents/guardians of high school-aged children (N=84) were asked if their high school-aged child would be interested in participating in a list of potential programs/activities within Stratford; respondents could choose more than one answer.

Fifty six percent (56%) of parents/guardians of high school-aged children chose fitness/ wellness programs, 25% chose leadership/ community involvement through volunteer opportunities, 23% were not looking for more activities/programs, 22% chose introduction to new activities program – an opportunity to try new things, 19% club-based activities (example: outdoors club), 12% vintage video games activity, 10% chose a drama program, 9% open mic night, 7% trivia night, 5% arts/ crafts activities, and 4% chose karaoke night.



Parents could also chose “other” and specify their own answer. Other was chosen by 23% of the parents/guardians who provided options including: a variety of sports options, swimming, and music program.

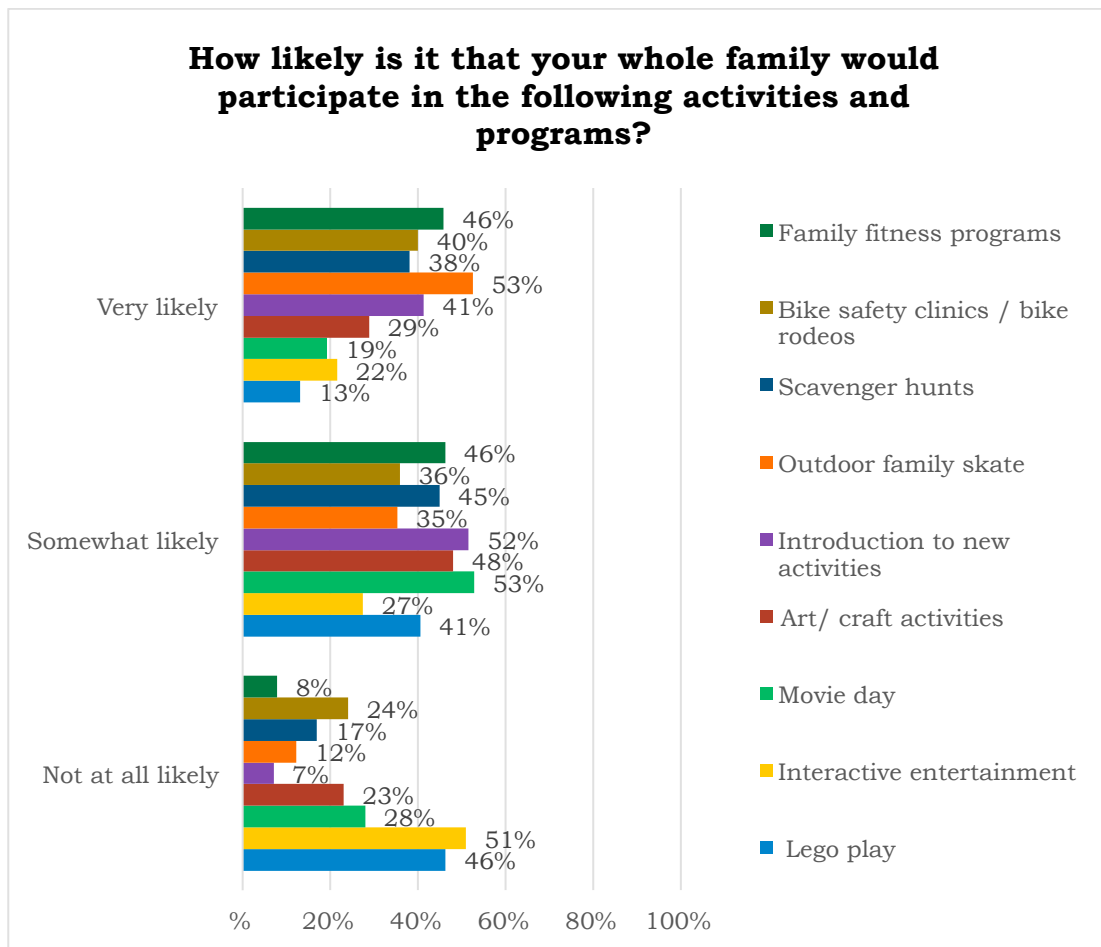
WHOLE FAMILY ACTIVITIES NEEDS AND INTERESTS

Parents or guardians with a child under the age of 19 were asked about their interest in having more activities and programs in Stratford that involve the whole family. Of the 351 respondents who completed this section, 75% were interested in whole family activities while 25% were not interested.

Parents or guardians who were interested offered a list of options and asked how likely it would be for the whole family to participate. Thirteen percent (13%) are **very likely to participate as a family** in Lego play, 22% are very likely to participate in interactive entertainment (examples: sing-a-longs, puppet shows, etc.), 19% in movie day, 29% arts/crafts activities, 41% in introduction to new activities program – an opportunity to try new things, 52% outdoor family skate, 38% scavenger hunts, 40% bike safety clinics/bike rodeos, and 46% are very likely to participate in family fitness programs.

Forty one (41%) are **somewhat likely to participate as a family** in Lego play, 27% are very likely to participate in interactive entertainment (examples: sing-a-longs, puppet shows, etc.), 53% in movie day, 48% arts/crafts activities, 52% in introduction to new activities program – an opportunity to try new things, 35% outdoor family skate, 45% scavenger hunts, 36% bike safety clinics/bike rodeos, and 46% are very likely to participate in family fitness programs.

Forty six (46%) are **not at all likely to participate as a family** in Lego play, 51% are very likely to participate in interactive entertainment (examples: sing-a-longs, puppet shows, etc.), 28% in movie day, 23% arts/crafts activities, 7% in introduction to new activities program – an opportunity to try new things, 12% outdoor family skate, 17% scavenger hunts, 24% bike safety clinics/bike rodeos, and 8% are very likely to participate in family fitness programs.

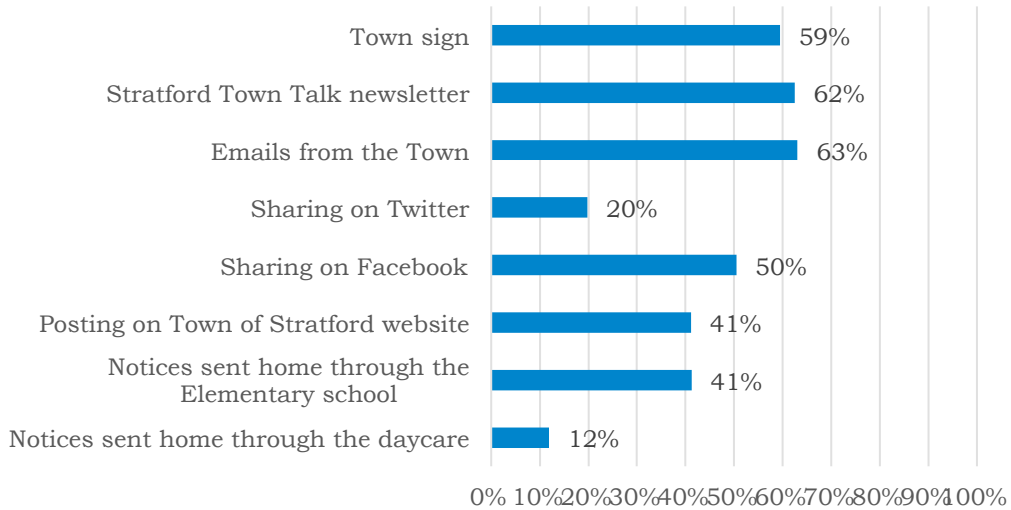


Parents or guardians could also identify up to three other activities or programs for family participation. Top choices for activities included: swimming, seasonal outdoor activities – biking, hiking, snowshoeing, and activities in parks.

COMMUNICATION METHODS TO REACH PARENTS/GUARDIANS

Parents and guardians were asked: ***What is the best way for you (and your child) to see information about activities and programs in Stratford?*** Respondents could choose more than one option. Sixty three percent (63%) of respondents chose emails from the Town, 62% chose the "Stratford Town Talk" newsletter, 59% chose the Town sign, 50% sharing on Facebook, 41% notices sent home through the Elementary school, 41% posting on Town of Stratford website, 20% sharing on Twitter, and 12% chose notices sent home through the daycare.

Best methods for promoting child/family activities

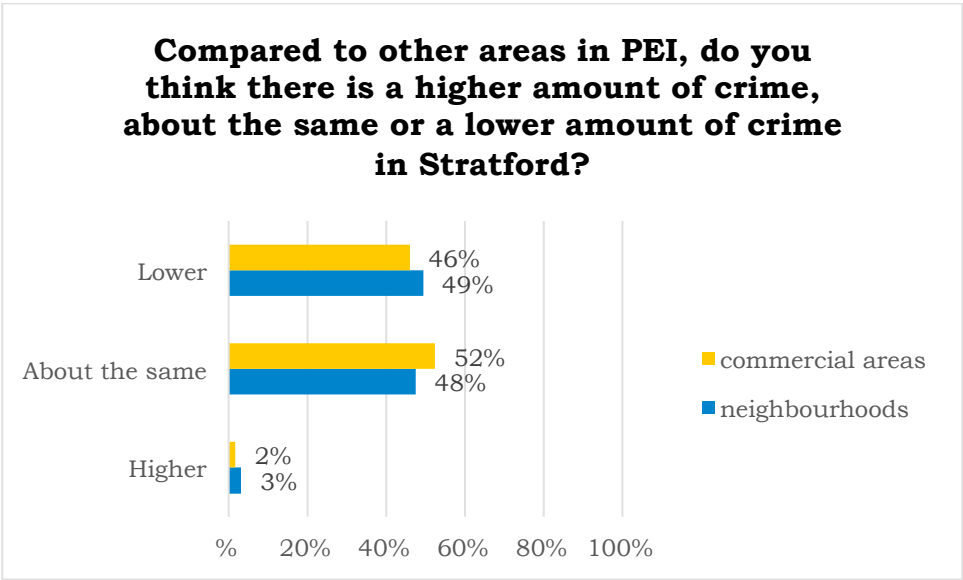


Safety in Your Community

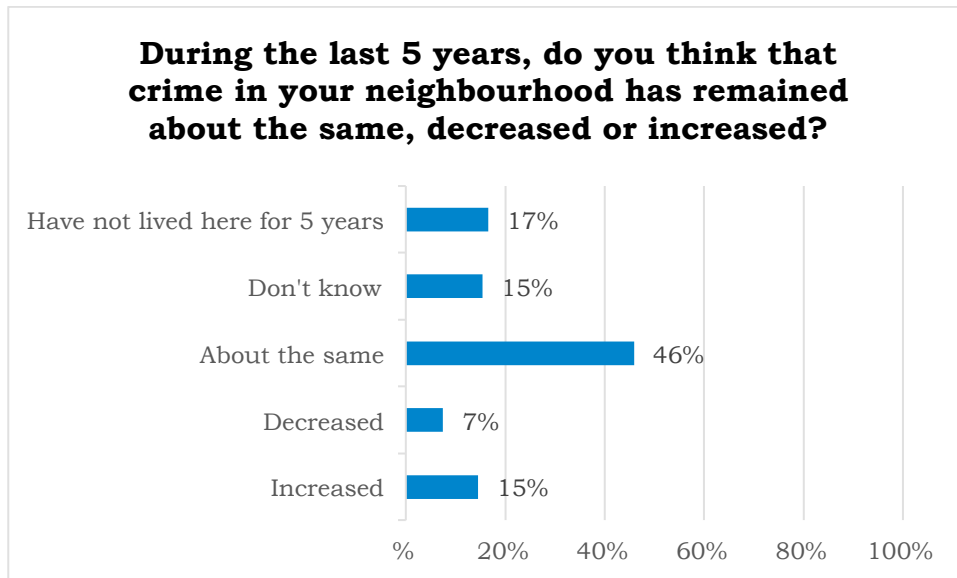
For the purposes of this survey, a "neighbourhood" referred to the area surrounding the home and "commercial areas" referred to the area surrounding businesses in Stratford.

Ninety seven percent (97%) of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. Forty nine percent (49%) think it is lower, 48% think the crime rate is about the same, and 3% think the crime rate is higher than other areas of PEI.

Compared to other areas in PEI, 98% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime. Forty six percent (46%) think it is lower, 52% think crime is about the same, and 2% think the crime rate is higher than other areas of PEI. The skip rate for this question was 10.3% and may be due to respondents not having an opinion on crime rates in commercial areas.



Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 15% of residents think that crime has increased during the last five years. Forty six percent (46%) think that it is about the same, 7% think that crime has decreased and 17% reported that they have not lived in Stratford for five years or don't know.



Perceptions of RCMP Services

New this year, residents were asked about their contact with the Stratford RCMP. Forty three percent (43%) of survey respondents reported that they have had contact with the Stratford RCMP within the last five years and 57% have not had contact within the last five years.

Also new this year, in response to focus group comments (over several years) on this question, the answer options were changed to **a great deal of confidence, some confidence, not very much confidence, or no confidence at all**. Fifty nine percent (59%) of residents report that they have a great deal of confidence in the Stratford RCMP, 36% having some confidence, 4% do not have very much confidence, and less than 1% having no confidence at all in the Stratford RCMP.

All respondents were asked: Do you think the Stratford RCMP does a good job, an average job or a poor job of:

- treating people fairly?
- ensuring the safety of the citizens in your area?
- supplying information to the public on ways to reduce crime?
- being approachable and easy to talk to?
- promptly responding to calls?
- enforcing the laws?

The RCMP is perceived as doing a “good job” by:

- 47% for treating people fairly
- 50% for ensuring the safety of the citizens in your area
- 34% for supplying information to the public on ways to reduce crime
- 53% for being approachable and easy to talk to
- 42% for promptly responding the laws
- 57% for enforcing the laws

The RCMP is perceived as doing an “average job” by:

- 18% for treating people fairly
- 25% for ensuring the safety of the citizens in your area
- 28% for supplying information to the public on ways to reduce crime
- 15% for being approachable and easy to talk to
- 14% for promptly responding the laws
- 21% for enforcing the laws

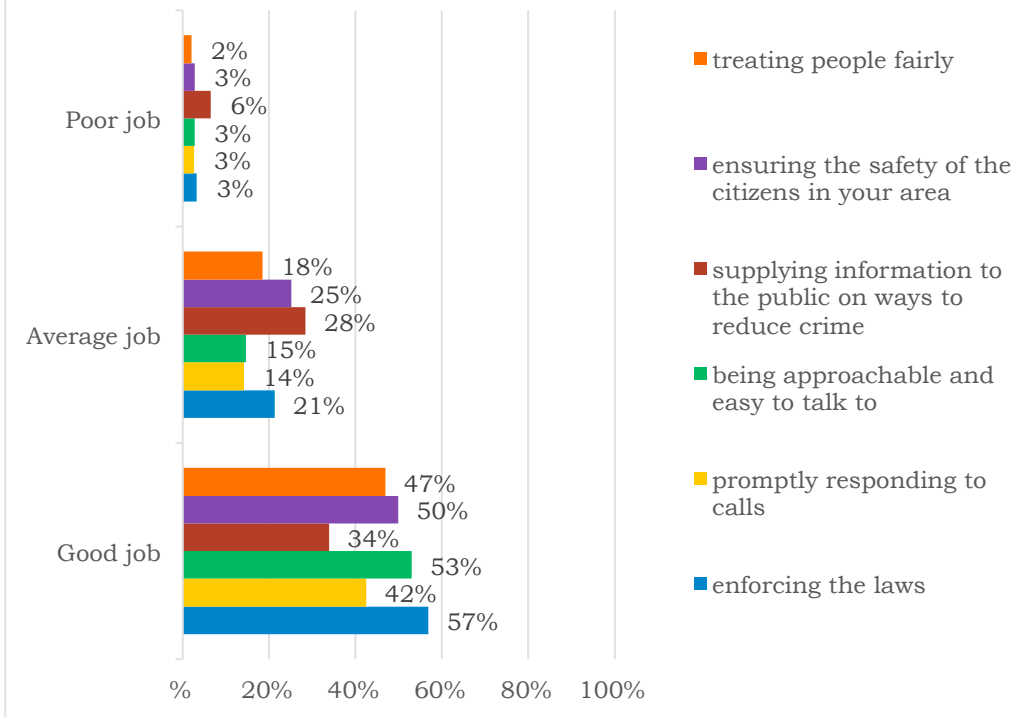
The RCMP is perceived as doing a “poor job” by:

- 2% for treating people fairly
- 3% for ensuring the safety of the citizens in your area
- 6% for supplying information to the public on ways to reduce crime
- 3% for being approachable and easy to talk to
- 3% for promptly responding the laws
- 3% for enforcing the laws

Not all residents had an opinion on all aspects of police services and chose don't know/no answer in 19-41% of the cases.

- 33% for treating people fairly
- 22% for ensuring the safety of the citizens in your area
- 31% for supplying information to the public on ways to reduce crime
- 30% for being approachable and easy to talk to
- 41% for promptly responding to calls
- 19% for enforcing the laws

Resident rating of how well Stratford RCMP perform:



INCREASING RESOURCE EFFICIENCY

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

Residents were asked about their use of alternate energy sources, energy saving actions taken, water supply and water conservation actions, as well as water metering questions.

Specifically, residents were asked to check all options that applied to the question: ***Does your home currently use any of the following?***

- Geothermal heat pump
- Air source heat pump (new option this year)
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)
- Wind power
- Biofuels (other than wood, for example - biodiesel)
- Other

Seventy eight percent (78%) of residents were not using any of the options in their homes. Three percent (3%) reported using a geothermal heat pump, 14% air source heat pump (new option this year), 2% solar panels used to heat water, less than 1% used solar panels used to generate electricity (photovoltaic) or wind power, and 1% reported use of biofuels (other than wood, for example - biodiesel). Only 1% reported “other” alternative energy sources – passive solar and most referred to backup heat sources including: oil, propane, and electrically sources. The inclusion of the “air source heat pump” option this year led to a significant decrease in the number of people choosing “none of the above” this year.

ENERGY SAVING ACTIONS

In addition, residents were asked: ***Have any of the following energy saving actions been taken in your home?***

- Improved the insulation in the home
- Use a High Efficiency (HE) Dryer
- Use a High Efficiency (HE) Washer
- Regularly air dry laundry (where clothes lines are permitted)
- Regularly wash laundry in cold water
- Use a programmable thermostat to automatically lower the temperature

- Replaced old-fashioned incandescent light bulbs with LED bulbs
- Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)

Improvements made within the last 12 months included:

- 8% Use a High Efficiency (HE) Dryer
- 12% Use a High Efficiency (HE) Washer
- 11% Regularly air dry laundry (where clothes lines are permitted)
- 15% Regularly wash laundry in cold water
- 10% Use a programmable thermostat to automatically lower the temperature
- 20% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 17% Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)

Improvements made more than 12 months ago included:

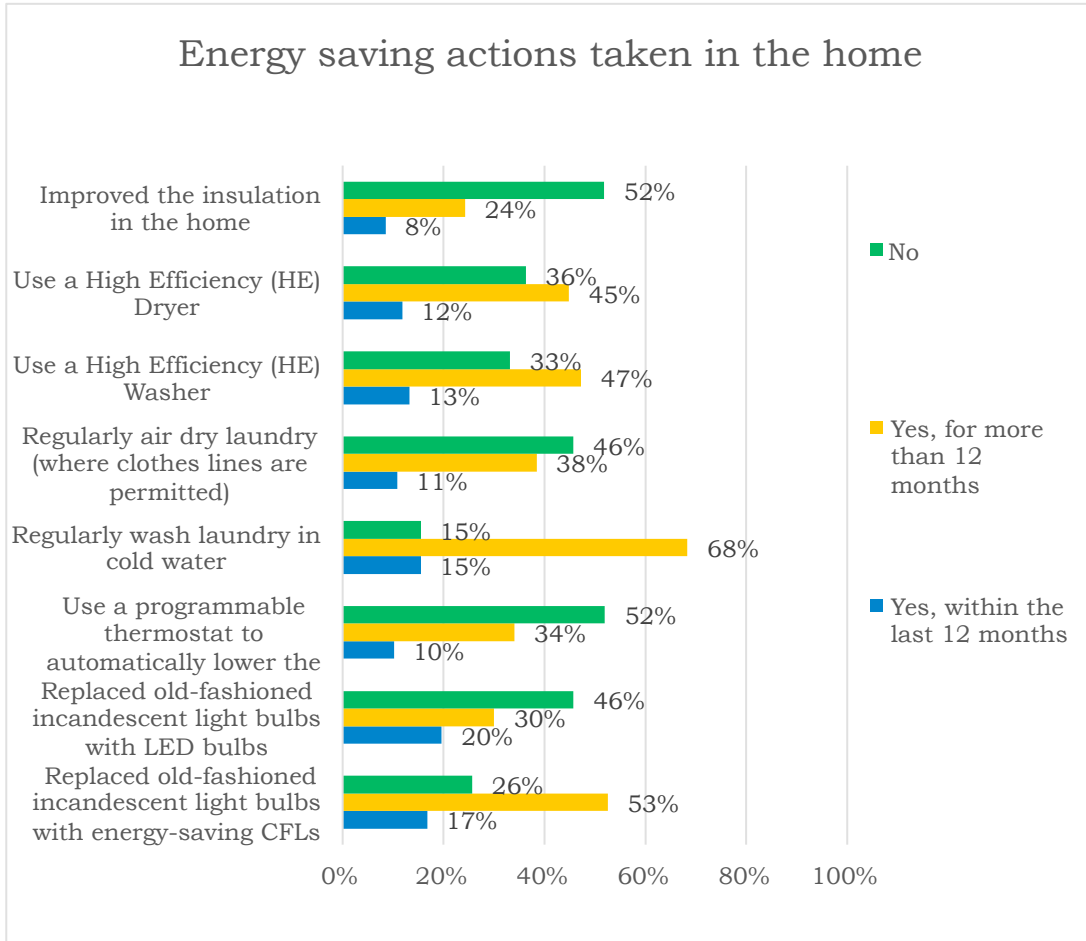
- 24% Improved the insulation in the home
- 45% Use a High Efficiency (HE) Dryer
- 47% Use a High Efficiency (HE) Washer
- 38% Regularly air dry laundry (where clothes lines are permitted)
- 68% Regularly wash laundry in cold water
- 34% Use a programmable thermostat to automatically lower the temperature
- 30% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 53% Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)

No improvements were reported by:

- 52% Improved the insulation in the home
- 36% Use a High Efficiency (HE) Dryer
- 33% Use a High Efficiency (HE) Washer
- 46% Regularly air dry laundry (where clothes lines are permitted)
- 15% Regularly wash laundry in cold water
- 52% Use a programmable thermostat to automatically lower the temperature
- 46% Replaced old-fashioned incandescent light bulbs with LED bulbs

- 26% Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)

Four to fifteen percent (4-15%) of respondents chose “don’t know/not applicable”.



WATER SUPPLY AND WATER CONSERVATION

Residents were asked about the source of their household water. Seventy four percent (74%) of Stratford residents reported water supplied by the Town as their main source of water with 25% reporting “water from a private well” as their main source of water, and 1% did not know, chose “other” or skipped the question.

Residents were asked about certain water conserving activities. Does your household use a:

- barrel or cistern to collect rain water?

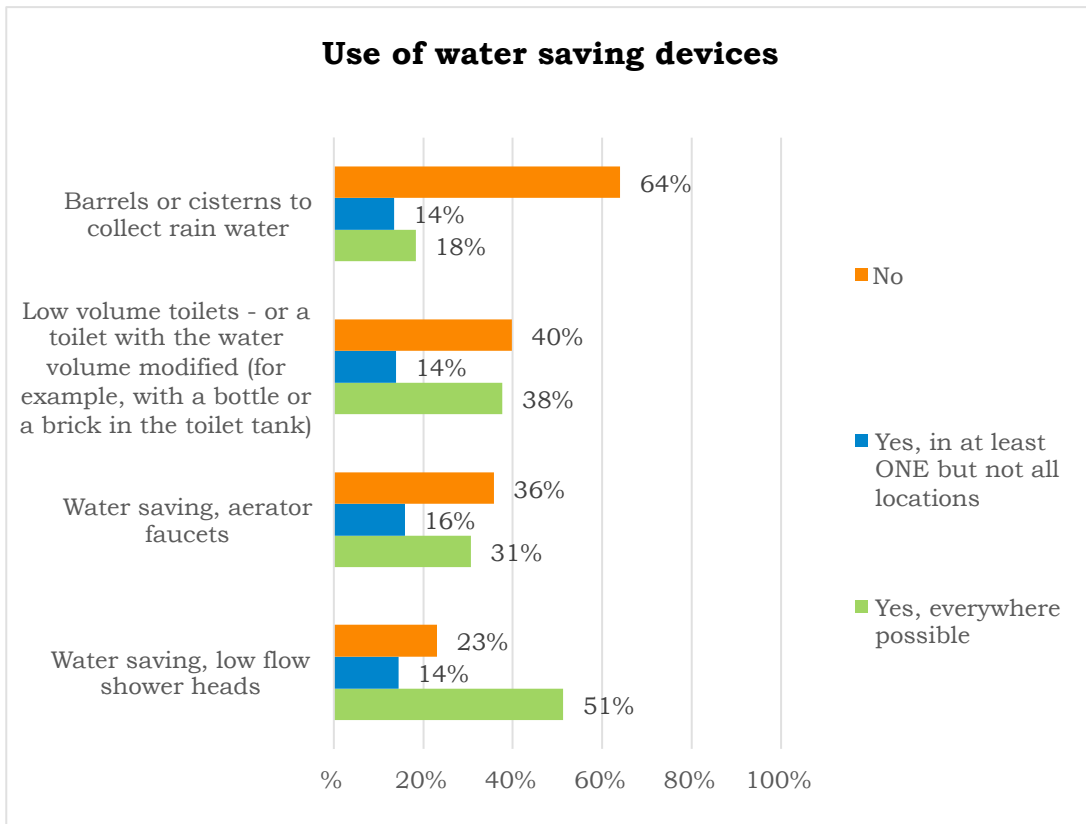
- low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)?
- water saving, aerator faucet?
- water saving, low flow showerhead?

Eighteen percent (18%) of respondents reported using water barrels or cisterns to collect rain water **everywhere possible** as well as 38% low volume toilets, 31% water saving - aerator faucets, and 51% water saving – low flow shower heads were being used everywhere possible.

Fourteen percent (14%) of respondents reported using water barrels or cisterns to collect rain water **in one but not all locations** as well as 14% low volume toilets, 16% water saving - aerator faucets, and 14% water saving – low flow shower heads were being used in one location.

Sixty four percent (64%) of respondents reported **not using** water barrels or cisterns to collect rain water, 40% were not using low volume toilets, 36% were not using water saving - aerator faucets, and 23% were not using water saving – low flow shower heads.

Between 2% and 18% of respondents chose “don’t know/not applicable” for these questions.



WATER METERING

The Town of Stratford is considering installing water meters on homes supplied with Town water. Residents were asked how much they agree or disagree with possible impacts of water metering:

- Water metering is an important element in planning for infrastructure repair and replacement;
- Water metering would allow the Town of Stratford to monitor the effectiveness of a water conservation strategy;
- Water metering is an important step in setting up a water conservation program; and
- Water metering would allow the Town of Stratford to fairly allocate the cost of water among the users.

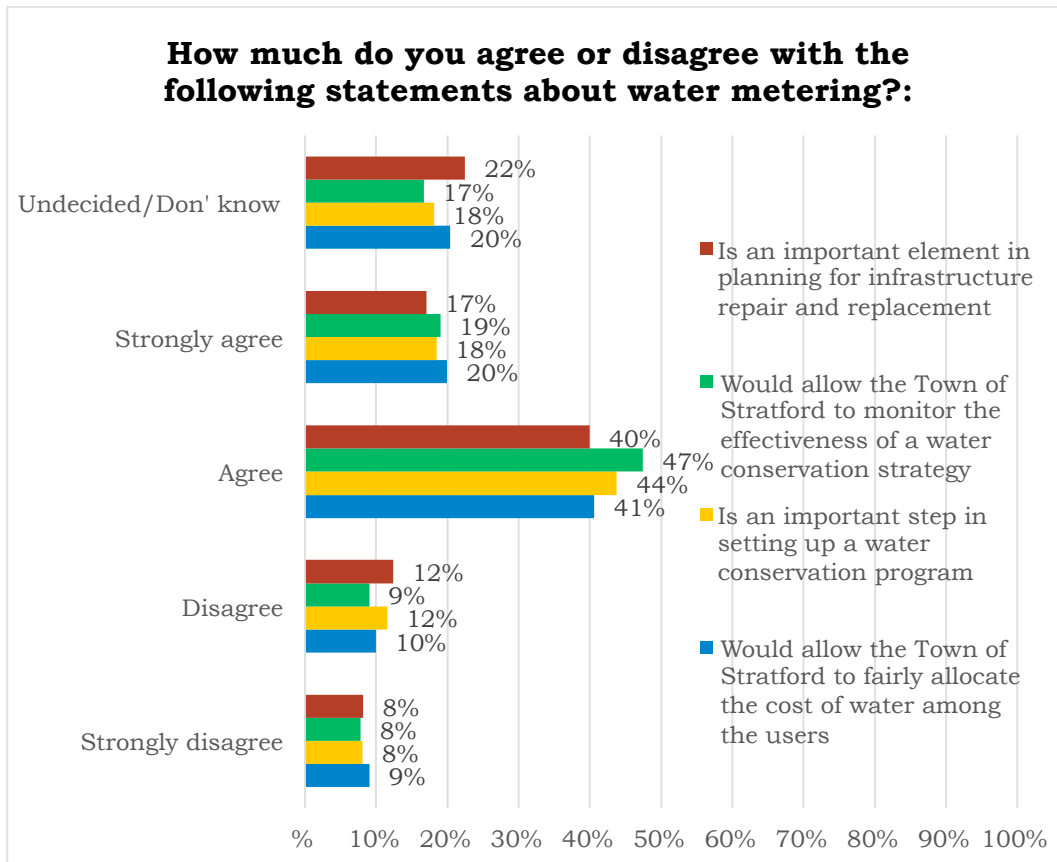
Seventeen percent (17%) strongly agree that ***water metering is an important element in planning for infrastructure repair and replacement***, 40% agree, 12% disagree, and 8% strongly disagree.

Nineteen percent (19%) strongly agree that ***water metering would allow the Town of Stratford to monitor the effectiveness of a water conservation strategy***, 47% agree, 9% disagree, and 8% strongly disagree.

Eighteen percent (18%) strongly agree ***water metering is an important step in setting up a water conservation program***, 44% agree, 12% disagree, and 8% strongly disagree.

Twenty percent (20%) strongly agree ***water metering would allow the Town of Stratford to fairly allocate the cost of water among the users***, 41% agree, 10% disagree, and 9% strongly disagree.

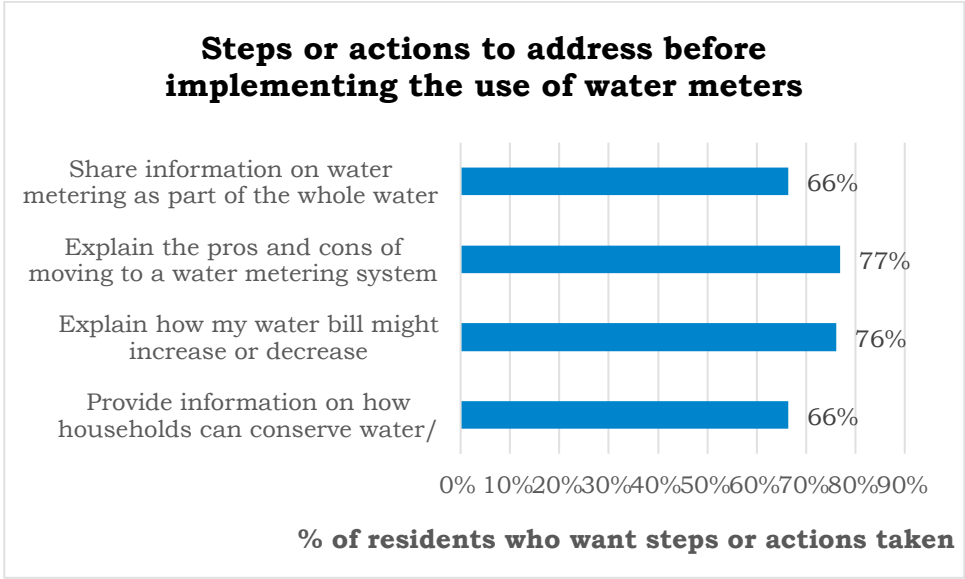
Between 17% and 22% of respondents chose “don’t know/not applicable” for these questions.



The Town is not interested in water meters as a means of increasing revenue. Water meters are being considered to identify water leakages in the water system, reduce water consumption, encourage responsible water use, and create a user-pay system based on a combination of a base rate plus a consumption rate.

Survey respondents were asked: **What steps or actions would you want the Town to address before implementing the use of water meters?**, and were provided with a list of options. Respondents could choose more than one option and were provided with an opportunity to provide their own options.

Sixty six percent (66%) of respondents would like the Town to **share information on water metering as part of the whole water management plan**, 77% would like **the pros and cons of moving to a water metering system explained**, 76% would like the Town to **explain how their water bill might increase or decrease**, and 66% would like the Town to **provide information on how households can conserve water/ reduce water consumption**.



Nine percent (9%) of respondents provided other steps or actions including connecting more homes to Town water, providing incentives for (or provide at low cost/no cost) water conserving devices, leave those who wish to remain on well water.

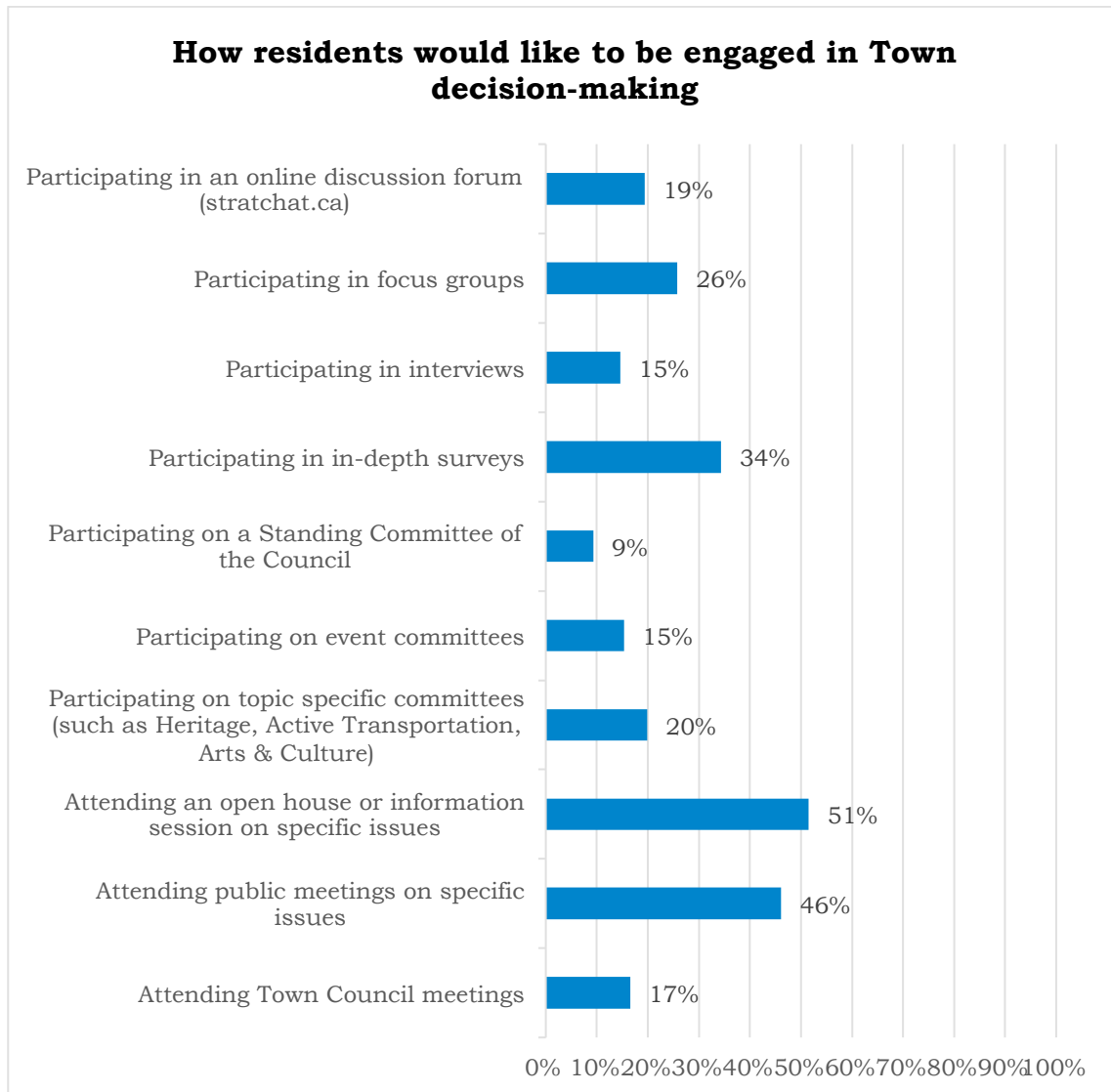
INCREASING COMMUNITY ENGAGEMENT

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

Stratford residents were asked: ***In what ways would you like to be engaged in Town decision-making?*** Residents could choose more than one of the following option:

- 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)
- Participating on event committees
- Participating on a Standing Committee of the Council
- Participating in in-depth surveys
- Participating in interviews
- Participating in focus groups
- Participating in an online discussion forum (StratChat.ca)
- None of the above
- Other

Many respondents, at 51%, were interested ***in attending an open house or information session on specific issues***, 46% were ***interested in attending public meetings on specific issues***. ***Participating through in-depth surveys*** was chosen by 34% of the respondents, ***participating in focus groups*** was chosen by 26%, ***participating on topic specific committees*** was chosen by 20%, ***participating in online forums*** was chosen by 19%, ***attending Council Meetings*** was chosen by 17%, ***participating in events committees*** and ***participating in interviews*** was chosen by 15%, and ***participating in standing committee*** came in at 9%.



Nineteen percent (19%) chose **none of the above** and **other** was chosen by 1% of the respondents.

AWARENESS OF TOWN INITIATIVES

Residents were asked about the awareness of Town initiatives and communications opportunities.

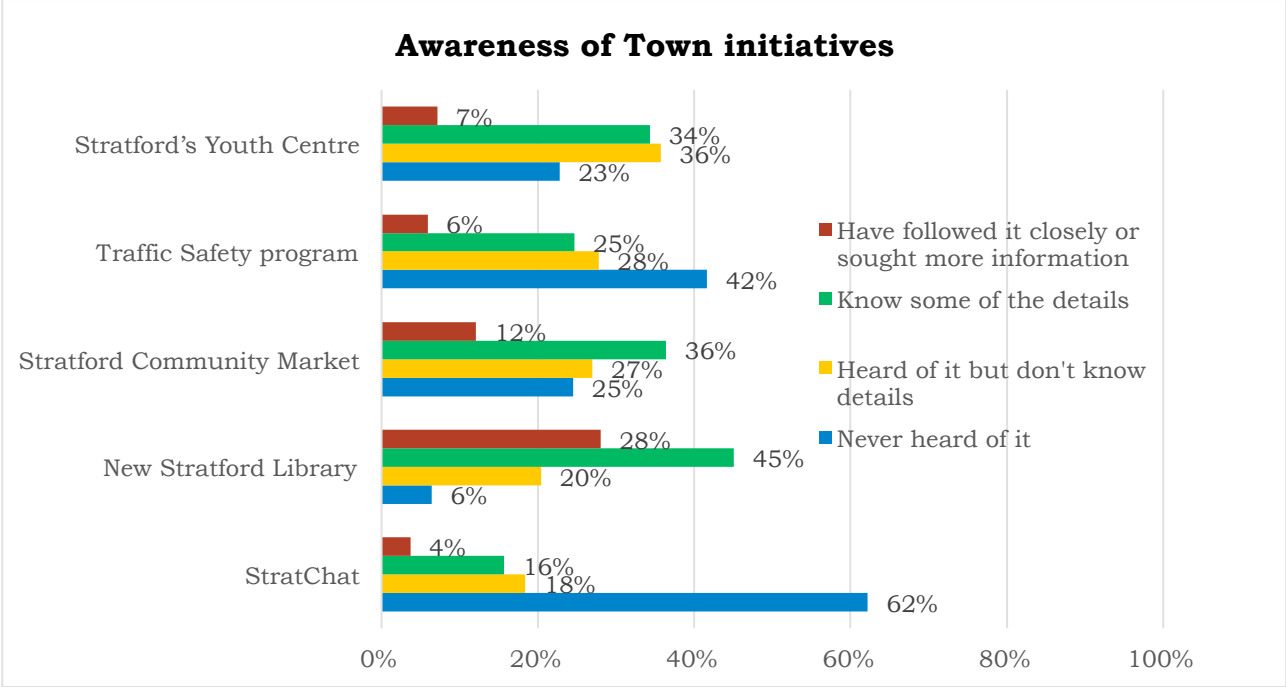
Seven percent (7%) of respondents were aware of the **Stratford's Youth Centre** and had followed it closely or sought more information, 34% knew some of the details, 36% had heard of it but didn't know details, and 23% had never heard of it.

Six percent (6%) of respondents were aware of the **Traffic Safety Program** and had followed it closely or sought more information, 25% knew some of the details, 28% had heard of it but didn't know details, and 42% had never heard of it.

Twelve percent (12%) of respondents were aware of the **Stratford Community Market** and had followed it closely or sought more information, 36% knew some of the details, 27% had heard of it but didn't know details, and 25% had never heard of it.

Twenty eight percent (28%) of respondents were aware of the **New Stratford Library** and had followed it closely or sought more information, 45% knew some of the details, 20% had heard of it but didn't know details, and 6% had never heard of it. As a significant change from last year, 11% fewer respondents reported having heard about the Trans Canada Trail Development while 5% more reported knowing some of the details and 2% have followed it closely or sought more information.

Four percent (4%) of respondents were aware of the **StratChat** and had followed it closely or sought more information, 16% knew some of the details, 18% had heard of it but didn't know details, and 62% had never heard of it.

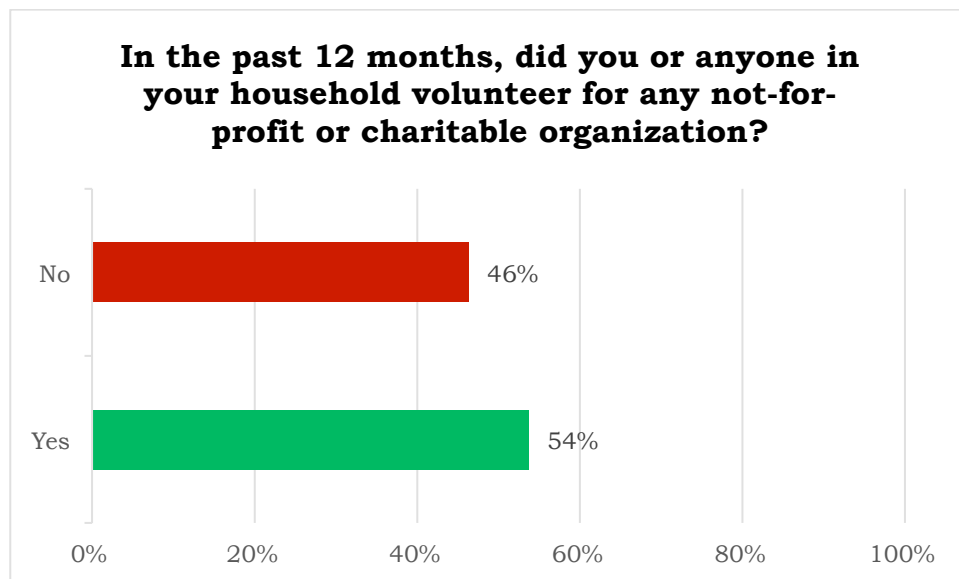


SENSE OF BELONGING AND VOLUNTEERING

Residents were asked: **How would you describe your "sense of belonging" to your local community?** –11% chose very strong, 52% chose somewhat strong, 32% somewhat weak, and 4% chose very weak.

Residents were asked several questions concerning their volunteer activities.

In the past 12 months, 54% reported that they or a member of the household volunteered for a not-for-profit or charitable organization, and 46% indicated that no one had volunteered for a not-for-profit or charitable organization. Of those who reported volunteering, 50% reported that some of the volunteer activity was performed in Stratford while 50% indicated that none of the volunteer activity was performed in Stratford.



Of those respondents who volunteered, 14% averaged over 15 volunteer hours per month, 32% reported 5-15 hours per month, 33% reported 1-4 hours per month, and 20% reported volunteering for less than 1 hour per month.

Of those who volunteered, 18% reported that in the past 12 months, someone in the household volunteered in activities aimed at conservation of water or protection of the environment with 49% of these respondents indicating that these activities directly involved or affected the Town of Stratford. Eighty two percent (82%) of those who volunteered indicated that the volunteer activities were not aimed at conservation of water or protection of the environment. This marks a significant difference from last year with 26% fewer respondents indicating that their activities directly involved or affected the Town.

At the end of the survey, respondents had the opportunity to provide final comments. The 268 comments were themed and the most common themes included: positive community feelings, RCMP/Law or Bylaw/ Enforcement, leadership/council/mayor – positive comments, traffic/safety (not including the bridge), recreation (positives and negatives), pesticide ban, trails, pesticide – no ban, leadership/council/mayor – negative comments, housing/multi-unit dwellings, communications, and business development – positive comments.

Stratford Residents Survey 2015

Welcome

Dear Resident:

The Town of Stratford's annual resident survey was first conducted in 2012 and it has become an invaluable tool to measure progress on Town priorities as well as for getting feedback from residents on potential projects and priorities. We very much appreciate the participation in the survey and residents seem to appreciate the opportunity because the response rate has increased each year. The annual survey has helped Council make decisions about programs and initiatives like the rain barrel program, the resident engagement strategy, the traffic safety program, the community market and the community garden. Whether you are a new or long-term resident, this survey is for you. Whether you are currently involved in Town activities or not, your opinion and perspective is important.

Our vision for the Town of Stratford is a place that is economically strong, inclusive, diverse and sustainable. It is our hope that all residents will be a part of creating that future, through contributions big and small.

We greatly appreciate your time in completing this survey, please know it is valued.

Thank you,

Randy Cooper

Acting Mayor, Town of Stratford

Deadline for submitting surveys is April 17, 2015 (Extended until April 24, 2015)

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

Phone: 902-569-1995 Email: rhughes@townofstratford.ca (Please click NEXT to continue)

This survey is for the residents and land owners, 18 years of age and older, of the Town of Stratford, Prince Edward Island only. Please complete only one survey per adult.

Health and Wellness

Knowing more about the health and wellness of Stratford residents will aid in our upcoming planning. By answering the following questions, we will have a more complete picture of our community.

In general, would you say your health is:

- excellent
- very good
- good
- fair
- poor

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
- about the same as 1 year ago
- somewhat worse now than 1 year ago
- much worse now than 1 year ago

"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, skating.

Think about the moderate or more vigorous activities that you have done in the last 3 months. In an average week, how many times did you spend doing 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.) 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

Does a physical condition or mental condition or health problem 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

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

- Yes
- No

Home Energy Use and Environmental Protection

In the following questions, when we refer to "home", we mean the dwelling where you currently live. Please answer the questions regardless of whether you own or rent your home.

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

Please check all that apply.

- Geothermal heat pump
- Air source heat pump
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)
- Wind power
- Biofuels (other than wood, for example - biodiesel)
- Don't know
- None of these
- Other, please describe: _____

Have 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	Don't know / Not applicable
Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replaced old-fashioned incandescent light bulbs with LED bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a programmable thermostat to automatically lower the temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly wash laundry in cold water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly air dry laundry (where clothes lines are permitted)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a High Efficiency (HE) Washer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a High Efficiency (HE) Dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved the insulation in the home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have other energy saving actions been taken?

Please describe actions taken (or leave blank):

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="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant trees with the Stratford Area Watershed Improvement Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help to clean a pond or other waterway within Stratford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up garbage in a natural area within Stratford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does your home have a lawn?

- Yes
- No

For the purposes 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.

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

- Pesticide use increased
- Pesticide use stayed the same
- Pesticide use decreased
- Pesticides were not used at all over the last year, but used to be used
- Pesticides have never been used during your residence
- Don't know

The Town of Stratford has a long standing policy to not use any pesticides on town property. The Province recently changed the legislation to allow municipalities to impose further restrictions on the use of non-domestic pesticides within their communities. “Non-domestic” pesticide means a pesticide registered as commercial, industrial, agricultural pesticide. This means that the Town of Stratford only has the authority to restrict or ban the use of non-domestic pesticides by lawn care companies for the control of landscape pests and has no authority to restrict or ban the use of domestic pesticides by homeowners directly. Municipalities CAN regulate or ban the use of non-domestic pesticides, by licensed applicators, for landscape pests only.

Do you support a restriction or ban on the use of non-domestic pesticides by lawn care companies for the control of landscape pests in the Town of Stratford?

- Support a restriction
- Support a ban
- Support a restriction or ban
- No bans or restrictions
- Don't know/ Not sure

Water Management

What is your home’s main source of water?

- Water supplied by the Town
- Water from a private well
- Don't know/No Answer
- Other, please describe: _____

Does your home use...?

Yes, everywhere	Yes, in at least ONE but not all	No	Don't know /No answer
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	possible	locations		
Water saving, low flow shower heads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water saving, aerator faucets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barrels or cisterns to collect rain water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Town of Stratford is considering installing water meters on homes supplied with town water. How much do you agree or disagree with the following statements about water metering?

	Strongly Disagree	Disagree	Agree	Strongly Agree	Undecided /Don't Know
Water metering would allow the Town of Stratford to fairly allocate the cost of water among the users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water metering is an important step in setting up a water conservation program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water metering would allow the Town of Stratford to monitor the effectiveness of a water conservation strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water metering is an important element in planning for infrastructure repair and replacement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Town is NOT interested in water meters as a means of increasing revenue. Water meters can be used to identify water leakages in the water system, reduce water consumption, encourage responsible water use, and create a user-pay system based on a combination of a base rate plus a consumption rate.

What steps or actions would you want the Town to address before implementing the use of water meters?

Please check all that apply.

- Provide information on how households can conserve water/ reduce water consumption
- Explain how my water bill might increase or decrease
- Explain the pros and cons of moving to a water metering system
- Share information on water metering as part of the whole water management plan
- Other, please describe: _____

Child/Youth/Family Activities and Programs

Stratford is exploring ways to expand its activities, programs, and supports for parents, families, and children within the Town. Please help us better understand what might be helpful, by answering the following questions.

Are you a parent/guardian of any children (under the age of 19) living in Stratford?

- Yes
- No

Are all of your children able to participate in your preferred kinds of activities and programs as often as you would like?

- Yes
- No

Why not?

Please check up to 3 reasons:

- Lack of personal time / Too busy
- Lack of facilities
- Lack of activities or programs
- Activities or programs not offered at convenient time
- Lack of money / Too expensive
- Lack of transportation / Activities or programs are too far away
- Child not interested
- Parent/guardian not interested
- Other, please describe: _____

Preschool Section

Are you the parent/guardian of any Preschool-aged children?

- Yes
- No

Thinking about your Preschool-aged child (children) only - on average, what percentage of your child's (children's) activity and program needs are met within Stratford?

- All (100%)
- Most (67% to less than 100%)
- Many (34% to less than 67%)
- Some (1% to less than 33%)
- None (0%)
- Don't Know/ Not Applicable

*Why does your child (do your children) participate in activities and programs **OUTSIDE** of Stratford?*

Please check up to 3 reasons:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other, please describe: _____

Would your pre-schooler(s) be interested in participating in any of the following programs or activities within Stratford?

Please check all that apply.

- Lego Play time
- Entertainment (sing-a-longs, puppet shows, etc)
- Movie Day
- Arts and Crafts activities
- Story time

- Music participation
- Gym time especially for preschoolers
- Not looking for any more activities/programs
- Other suggestions? Please describe: _____

Elementary School Section

Are you the parent/guardian of any Elementary School-aged children?

- Yes
- No

Thinking about your Elementary School-aged child (children) only - on average, what percentage of your child's (children's) activity and program needs are met within Stratford?

- All (100%)
- Most (67% to less than 100%)
- Many (34% to less than 67%)
- Some (1% to less than 33%)
- None (0%)
- Don't Know/ Not Applicable

Why does your child (do your children) participate in activities and programs OUTSIDE of Stratford?

Please check up to 3 reasons:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other, please describe: _____

Would your Elementary School-aged children be interested in participating in any of the following programs or activities within Stratford?

Please check all that apply.

- Lego Play
- Art / Craft Activities
- Vintage Video Games activity
- Afterschool programs
- Club-based activities (example: outdoors club)
- Drama program
- Introduction to new activities – an opportunity to try new things
- Fitness / Wellness programs
- Leadership / community involvement through volunteer opportunities
- Not looking for any more activities/programs
- Other suggestions? Please describe: _____

Junior High School Section

Are you the parent/guardian of any Junior High School-aged children?

- Yes
- No

Thinking about your Junior High School-aged child (children) only - on average, what percentage of your child's (children's) activity and program needs are met within Stratford?

- All (100%)
- Most (67% to less than 100%)
- Many (34% to less than 67%)
- Some (1% to less than 33%)
- None (0%)
- Don't Know/ Not Applicable

Why does your child (do your children) participate in activities and programs **OUTSIDE** of Stratford?

Please check up to 3 reasons:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family

- More convenient time
- Online registration option
- Online payment option
- Other, please describe: _____

Would your Junior High School-aged children be interested in participating in any of the following programs or activities within Stratford?

Please check all that apply.

- Art / Craft Activities
- Vintage Video Games activity
- Club-based activities (example: outdoors club)
- Drama program
- Introduction to new activities program – an opportunity to try new things
- Trivia night
- Karaoke night
- Open Mic night
- Fitness / Wellness programs
- Leadership / community involvement through volunteer opportunities.
- Not looking for any more activities/programs
- Other suggestions? Please describe: _____

High School Section

Are you the parent/guardian of any High School-aged children?

- Yes
- No

Thinking about your High School-aged child (children) only - on average, what percentage of your child's (children's) activity and program needs are met within Stratford?

- All (100%)
- Most (67% to less than 100%)
- Many (34% to less than 67%)
- Some (1% to less than 33%)
- None (0%)
- Don't Know/ Not Applicable

Why does your child (do your children) participate in activities and programs OUTSIDE of Stratford?

Please check up to 3 reasons:

- Closer to work or school
- Facility/activity/program is not offered in Stratford
- Less expensive
- Quality of facility/ activity/ program is better
- Get together with friends/family
- More convenient time
- Online registration option
- Online payment option
- Other, please describe: _____

Would your High School-aged children be interested in participating in any of the following programs or activities within Stratford?

Please check all that apply.

- Art / Craft activities
- Vintage Video Games activity
- Club-based activities (example: outdoors club)
- Drama program
- Introduction to new activities program – an opportunity to try new things
- Trivia night
- Karaoke night
- Open Mic night
- Fitness / Wellness programs
- Leadership / community involvement through volunteer opportunities
- Not looking for any more activities/programs
- Other suggestions? Please describe: _____

Family Section

Are you interested in having more activities and programs in Stratford that involve the whole family?

- Yes
- No

How likely is it that your whole family would participate in the following activities and programs?

	Not at all likely	Somewhat likely	Very likely
Lego play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive entertainment (examples: sing-a-longs, puppet shows, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movie day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art / craft activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduction to new activities program – an opportunity to try new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor family skate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scavenger hunts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike Safety Clinics / Bike Rodeos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family fitness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other activities or programs would your family like to participate in together?

Please describe up to 3 activities or programs. (Leave blank if you have no suggestions.)

1st choice

2nd choice

3rd choice

What is the best way for you (and your child) to see information about activities and programs in Stratford?

Please check all that apply to you.

- Notices sent home through the daycare
- Notices sent home through the Elementary school
- Posting on Town of Stratford website
- Sharing on Facebook
- Sharing on Twitter
- Emails from the Town
- "Stratford Town Talk" newsletter
- Town sign

Other, please describe: _____

Town Initiatives

How likely are you to recommend the Town of Stratford as a place to live to a colleague or friend?

Ranking: 0-10 (not likely to very likely)

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

Please describe briefly.

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
Official Plan Review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rain Barrel Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trans Canada Trail Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
StratChat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Stratford Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stratford Community Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naturally Stratford - pesticide education program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic Safety program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilet Rebate program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stratford's Youth Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- Not At All Important
- Not Very Important
- Somewhat Important
- Very Important
- Don't Know/ No Answer

Satisfaction with Town Performance on Issues Affecting Stratford

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="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accountability for actions taken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparency of decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for input into planning and decisions for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to meet your needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments?

Please describe briefly.

Community Engagement Interest

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

How would you describe your "sense of belonging" to your local community?

- very strong
- somewhat strong
- somewhat weak
- very weak

In what ways would you like to be engaged in Town decision--making?

Please 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)
- Participating on event committees

- Participating on a Standing Committee of the Council
- Participating in in-depth surveys
- Participating in interviews
- Participating in focus groups
- Participating in an online discussion forum (stratchat.ca)
- None of the above
- Other, please describe: _____

Volunteering

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

- Yes
- No

Was any of the volunteer activity performed in Stratford?

- Yes
- No
- Don't Know

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

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

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

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

- Yes
- No

Safety in Your Community

A "neighbourhood" refers to the area surrounding your home. 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

"Commercial areas" refers to the area surrounding businesses in Stratford. Compared to other areas in PEI, do you think your commercial areas of town have a higher amount of crime, about the same or a lower amount of crime?

- Higher
- About the same
- Lower

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

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

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

Have you had contact with the Stratford RCMP within the last 5 years?

- Yes
- No

Do you think the Stratford RCMP do a good job, an average job or a poor job...

	Good Job	Average Job	Poor Job	Don't know /No answer
...of enforcing the laws?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...of promptly responding to calls?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...of being approachable and easy to talk to?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...of supplying information to the public on ways to reduce crime?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...of ensuring the safety of the citizens in your area?

...of treating people fairly?

How much confidence do you have in the Stratford RCMP?

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

Demographics

Almost done! These final questions help us ensure that we are hearing from the broadest range of residents.

Do you currently own or rent your dwelling?

- Own
- Own - Condo
- Rent
- Rent – Condo

Is this dwelling?:

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

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

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

What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2014?

- 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'd rather not say

Are you?:

- Female
- Male

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

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

Were you born in Canada?

- Yes
- No

Where were you born?

Please specify country:

You are at the end of the survey. Before you leave, do you have any other comments to share?

Please explain briefly:

APPENDIX B – MULTI-MODE METHOD DESCRIPTION

Multi-mode Survey

Multi-mode surveys (sometimes called "mixed-mode surveys") involve collecting information from survey respondents using two or more modes and combining the responses for analysis. Multi-mode surveys are often used to compensate for coverage biases of individual modes and to increase overall response rates.

The Town of Stratford's administration needed to balance budget considerations with reaching a broad range of residents:

- Budget discussions determined that an online survey would be the most financially viable route but not an optimal choice for all residents
- The use of an online survey as well as a paper survey - distributed through a householder mail drop - allowed for different accessibility requirements and different respondent preferences.

The multi-mode survey (using online and paper-based surveys) allowed for a reduced total survey cost by shifting some of the surveys from a higher cost method (e.g., all paper where data entry is time-consuming and costly) to a lower cost method (e.g., self-administered online).

A challenge posed by multi-mode methods is the possibility of "mode effects" on responses. Notably, the online (computer access dependent) and paper (mail delivery/response) modes have some quite different characteristics in terms of how the respondent experiences the survey - and these can potentially lead to answering questions differently. In both cases, the survey modes are limited in that they are both visual, self-administered, and require a certain English language, literacy level.

Standards for Multi-mode Surveys

To ensure comparability of results when combining both survey modes (online and paper):

- Question wording and presentation of response options were the same across modes (online version did have question skipping where skipped questions were not visible),
- Stratford residents were provided both options but asked to only respond to one survey mode, and
- Data quality issues were compared between modes.

APPENDIX C – DATA QUALITY ASSURANCE

This survey was for the residents (and property owners) of the Town of Stratford, Prince Edward Island. To validate survey participants, paper surveys were mailed to residents of Stratford only. Online survey links were distributed primarily through the Town of Stratford's email list.

As public and social media promotions would reach people who were nonresidents, promotional materials indicated that the survey was for Stratford residents only.

Validation of residents was attempted through self-selection (in both the online and written surveys), a question on length of residency in the community, and online surveys were cleaned of duplicate and irrelevant responses based on:

- **Final numbers**

923 fully completed surveys after cleaning for blanks (127) +
86 incomplete surveys (but answered some questions) =
1009 surveys before final cleaning to remove partials later completed (based on IP
address and answer patterns)
1001 after my final cleaning; AEG caught one more (Stratford, Ontario resident trying to
make a point) =
1000 after final cleaning

Checks include:

Digital fingerprint check - data is collected and monitored on:

- Operating system
- Location - down to province
- Browser type
- Device type
- Operating system
- IP address

Address comparison - understanding that multiple responses are allowed from the same IP address, I check for other red flags that start with duplicate IP addresses

Satisficing checks – I check for patterns (flat-lining, straight-lining or replicated answer patterns), completion time (faster than average), questions skipping (to focus on one area), logic (illogical or contradictory answers to similar questions)

Records keeping:

- The data records for any deleted cases are kept and are available upon request
- The final data file contains total time to complete the questionnaire
- The final data file contains the question total and path (which questions were answered)

No personally identifiable data may be shared with a client without the consent of the respondent (such as respondent providing email and asking for contact to be made), and when done so it must be in compliance with local laws, regulations, and industry codes.

Both a paper and online survey could be completed by the same respondent. As the survey was lengthy and detailed, the risk of this was considered very low.

Qualified break-offs were identified as those survey respondents who did not complete more than the first 5 questions in the survey. Data records for qualified break-offs were retained in order to permit comparisons with respondents who completed the survey - which is a form of nonresponse bias analysis. The sample size of qualified break-offs was not sufficient for comparison.

For online surveys the criterion defining "**rushed answers**" was based on total time to complete the full survey of less than five minutes.

Data editing/imputation was used cautiously to reassign comment box notes to appropriate answer selections. Comments written on paper surveys were applied to appropriate comment boxes or excluded from data entry.

Of the 405 manually entered surveys (from paper responses), 10% (per data entry clerk) were randomly checked for data entry accuracy and consistency.

APPENDIX D – DATA ANALYSIS NOTES

Weighting of the data - ideally, a survey sample is a demographic match of the population it came from. This would be reflected in the sample being representative with respect to all variables measured in the survey (age, gender, income, dwelling type, etc.). Unfortunately, this is usually not the case. Self-selection and non-response biases may cause some groups to be over-represented or under-represented. When such problems occur, no reliable conclusions can be drawn from the collected survey data unless something has been done to correct for the lack of representation.

A commonly applied correction technique is a weighting adjustment. It assigns an adjustment weight to each survey respondent. Persons in under-represented groups get a weight larger than 1, and those in over-represented groups get a weight smaller than 1. When calculating means, totals and percentages, the weighted values are used to balance the results to reflect the actual population.

Responses to the survey varied by age category and dwelling type (single-detached house; double/duplex/semi-detached; apartment or row house). The proportion of survey respondents in each age category and dwelling type differed from the true population according to the 2011 Census. In particular, the response rates were somewhat lower among most age groups living in apartments and among those under age 45 in all dwelling types. Therefore the survey data was "weighted" to make the results more representative of the total Town of Stratford population according to age and dwelling type.

There was one exception to the weighting procedure. There were too few respondents age 15 to 24 to weight the data. Therefore, the age group 15 to 24 (for all dwelling types) was not weighted and was therefore under-represented in the final survey results. In addition to making the survey results more representative, weighting also serves to reduce year-to-year variability in results caused by changes in response rates in each demographic subgroup.

Analysis - Inferential statistics were used to assess whether survey results varied significantly from the 2014 and 2015 surveys (noted questions may have been compared to 2013 data where questions are not asked every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data also accounts for differences in question skip rates, not all

percentages will equal those reported in previous years' reports. Only differences between years of greater than 9% are reported. Small changes of less than 10%, are not reported as they do not represent a practical or managerial significance, but will be monitored into the next year to see if it is a trend or a one year anomaly.

New this year, questions allowing for multiple responses are reported as percentages of the respondents as opposed to percentages of response options. Previous year's data has also been adjusted for comparisons.

Topline tables and benchmarking comparisons were produced as Excel spreadsheets, Word and PDF documents.