



*Imagine that!*



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# Summary Report

2015 Stratford Resident Survey

# INTRODUCTION

Each year since 2012 the Town of Stratford has conducted a survey of its residents as part of the Town's *Sustainable Stratford - Results Matter* performance management system. This annual survey is one method the Town uses to receive feedback from residents and note community changes over time.

This *Highlights Report* is provided to residents as a snapshot into the results of the Stratford Residents Survey 2015. The full report, including further details about the survey methodology and the results of all questions within the survey, is available at [www.townofstratford.ca](http://www.townofstratford.ca) or by request from the Town of Stratford.

## SURVEY DESIGN & RESPONSE

Questions within the annual resident survey – now in its fourth year - have been designed and selected to support the monitoring and reporting of the Town's performance management system called "Sustainable Stratford – Results Matter" and the 16 broad objectives and 38 performance indicators within.

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.

The 2015 survey was launched on March 9, 2015 and the online survey closed on April 24, 2015 with paper surveys accepted until May 1<sup>st</sup> to allow for postal delivery delays.

The promotion of the survey resulted in **1,000 adult residents** completing the survey (an increase over previous years). The survey accuracy (margin of error) was **+/- 3.2%, 19 times out of 20**, corrected for the total population of adults living in the Town of Stratford.

This year's results as well as the benchmarking between the 2014 and 2015 Survey results were completed using inferential statistics. Only significant differences between 2014 and 2015 are noted in this report.

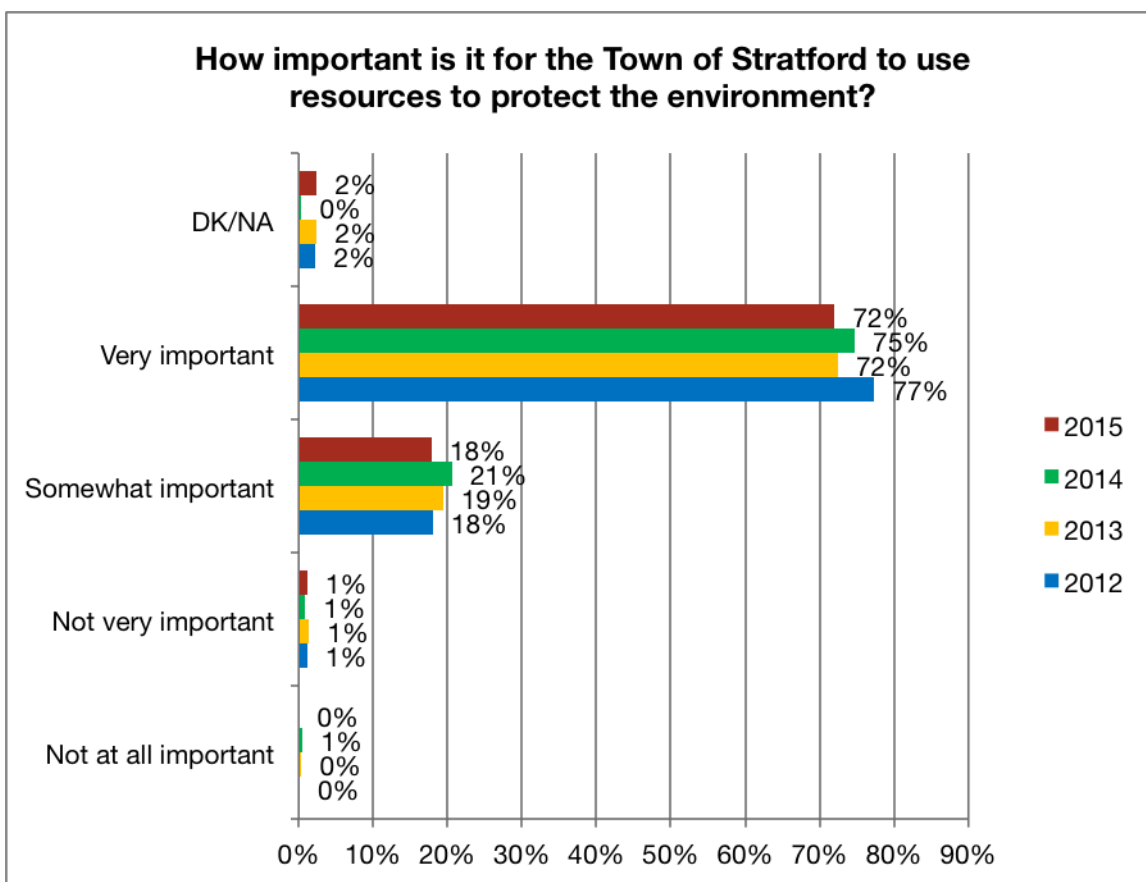
All survey data has been weighted to the 2011 Census data for the Town of Stratford for this report.

# 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.*

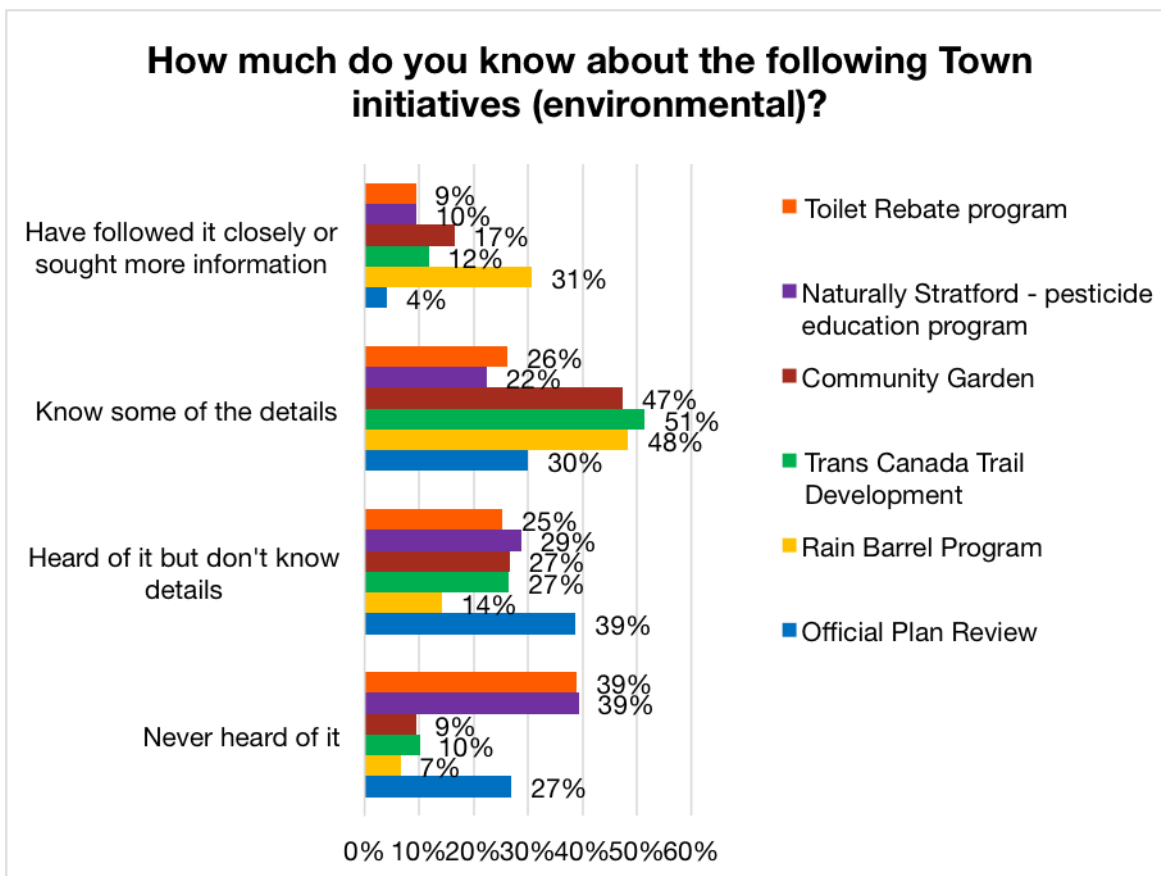
Stratford residents continue to show strong support for the use of Town of Stratford resources to protect the environment.

This year ninety six percent (96%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment. This is consistent with previous years, with no statistically significant difference emerging.



Residents were also asked about their awareness of a series of Town initiatives. All of the initiatives had strong awareness with a majority of respondents indicating they had “heard about”, “know some details about”, or “have followed it closely or sought more information”.

This was strongest for the Rain Barrel Program (93%), Community Garden (91%), and Trans Canada Trail Development (90%). Also a majority of residents were aware the Official Plan Review (73%), Naturally Stratford – pesticide education program (60%), and the Toilet Rebate program (61%).



## 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.

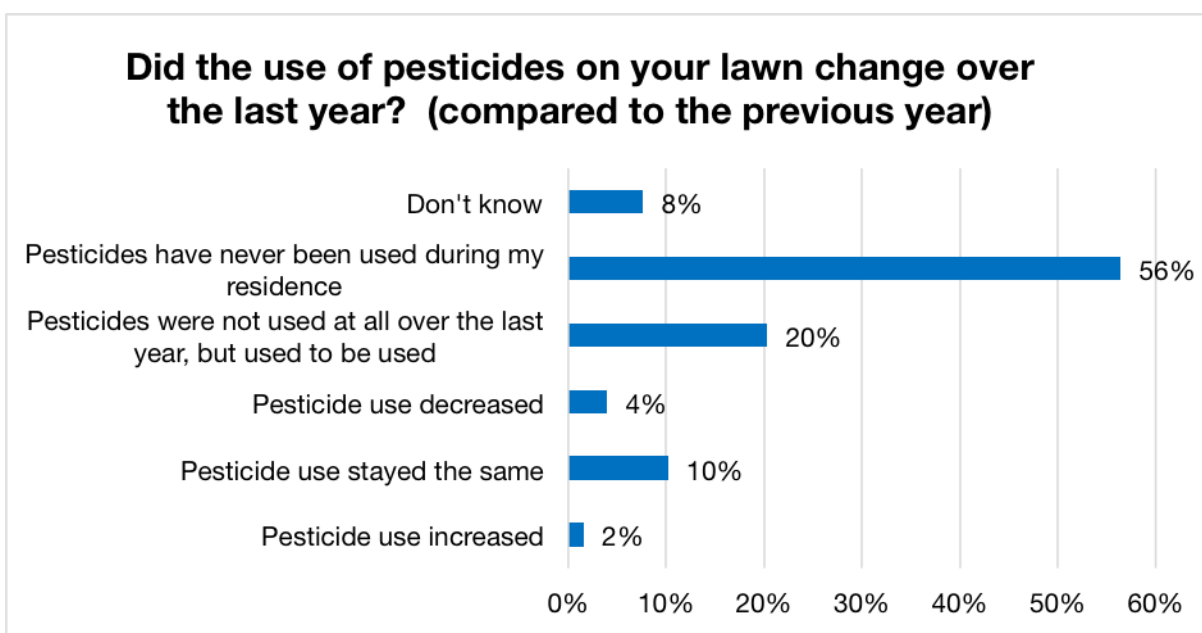
Of those that did use pesticides within the past year, for most their use stayed the same 10%, or decreased 4%. Two percent (2%) increased their pesticide use.

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, or 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.

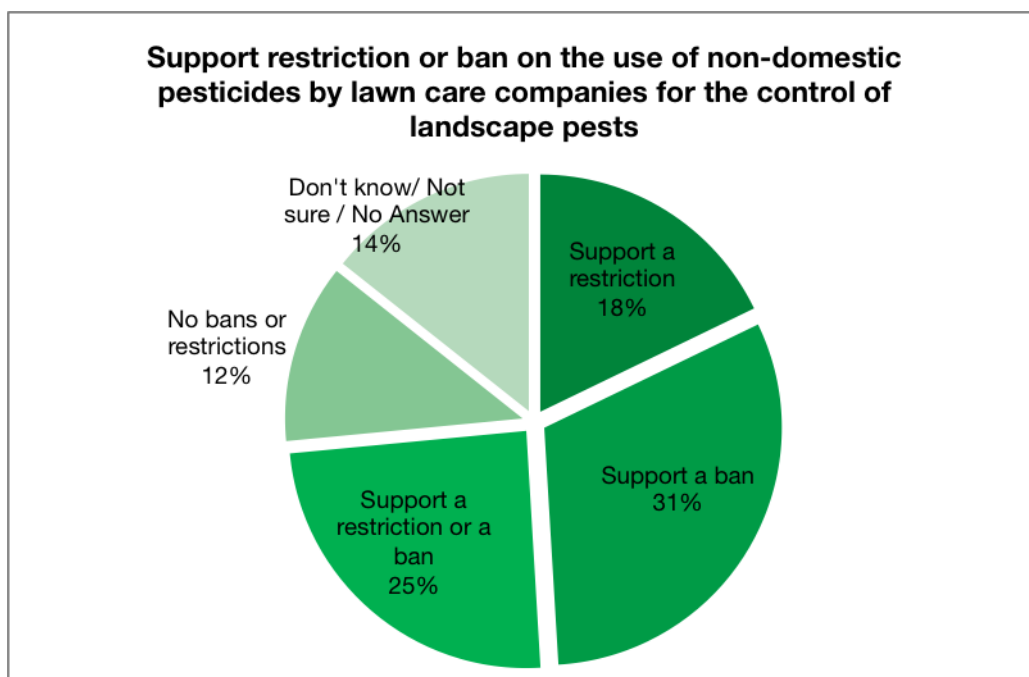
Municipalities CAN regulate or ban the use of non-domestic pesticides, by licensed applicators, for landscape pests ONLY.



## LAWNS AND COSMETIC PESTICIDE USE

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?*

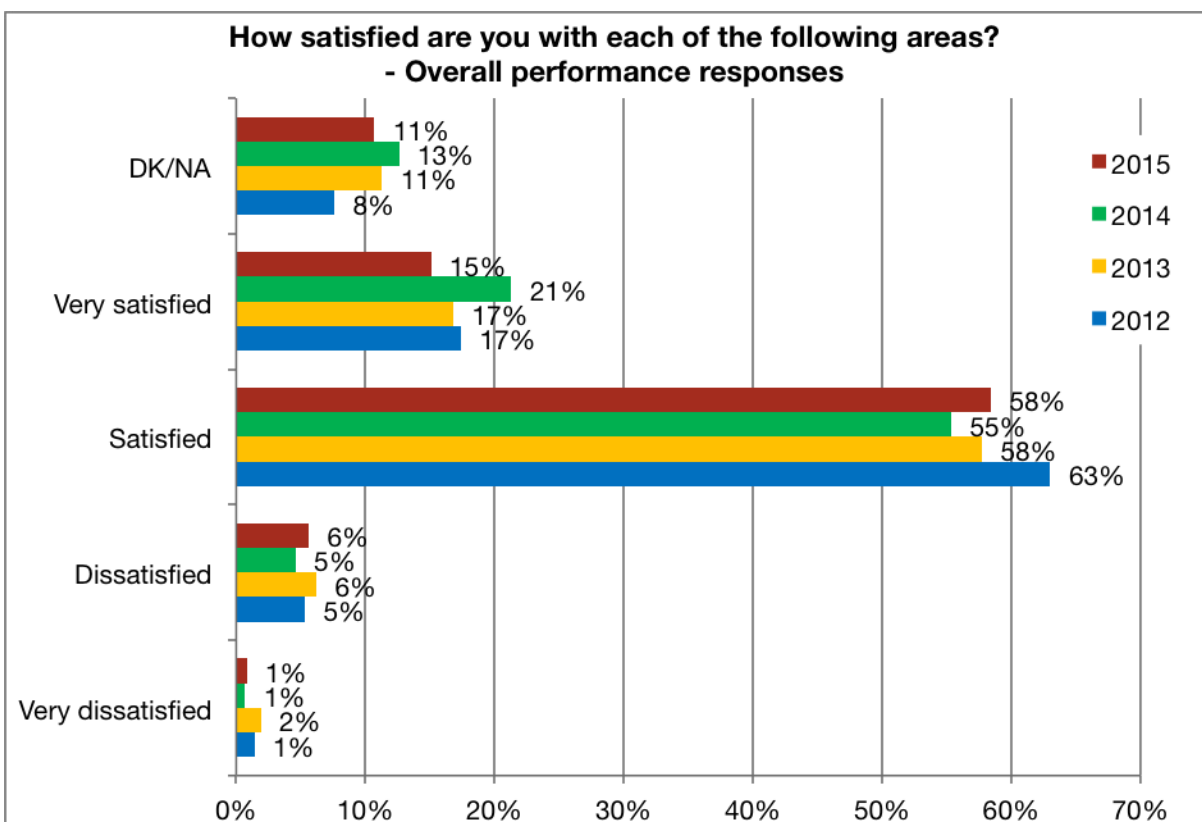
Seventy-three percent (73%) of residents support some form of a restriction or ban on the use of non-domestic pesticides by lawn care companies for the control of landscape pests. This group is comprised of 18% who support a restriction, 31% who support a ban, and 24% who support a restriction or a ban. Twelve percent (12%) do not support a ban or restriction, and 14% of all survey respondents don't know, were not sure or gave no answer.



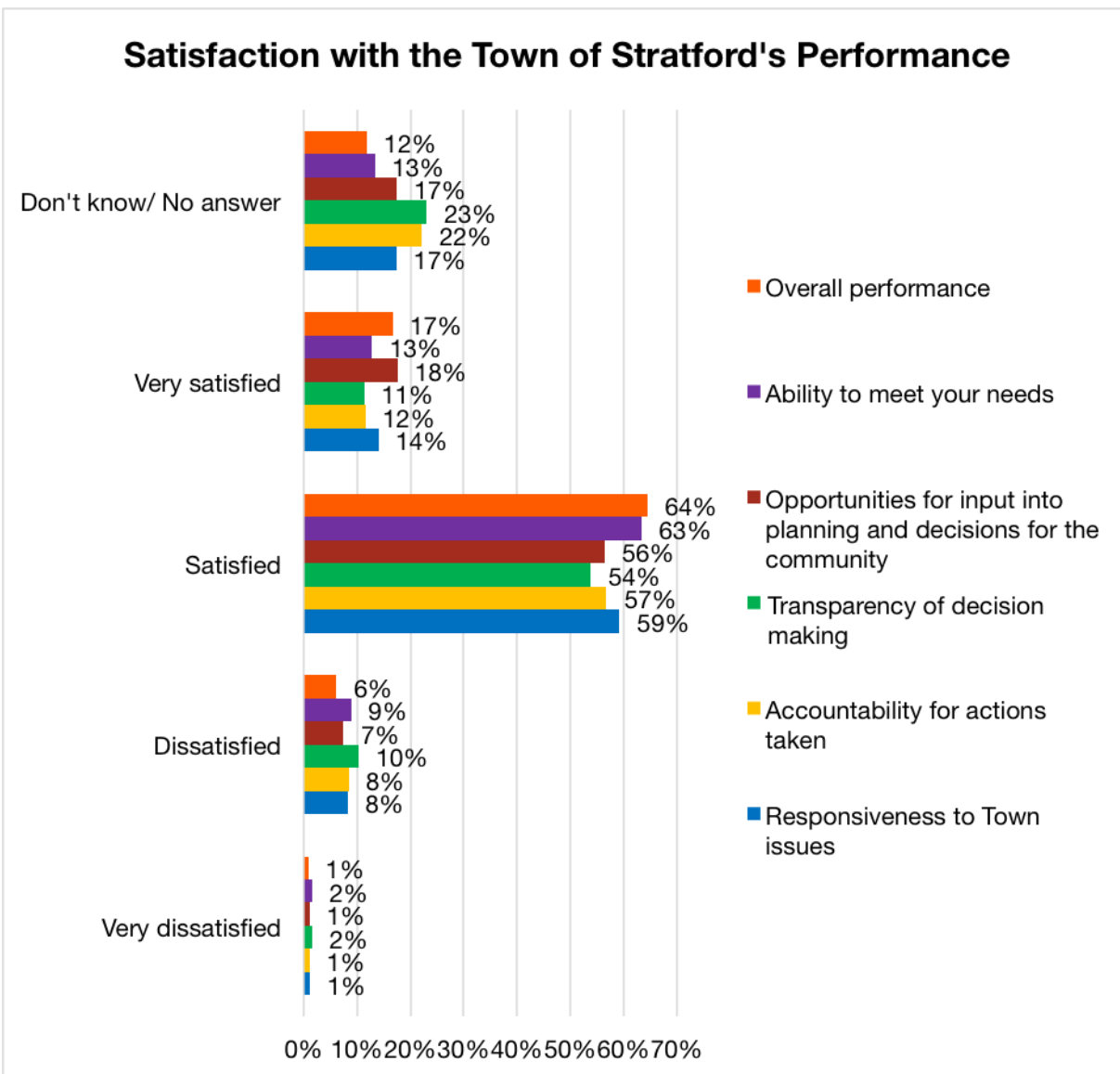
# Improving Governance

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

Survey participants were asked how satisfied they are with the Town in a number of areas. When considering **overall performance** residents remain satisfied with 81% of residents indicating they are “satisfied” or “very satisfied”. This is consistent with previous survey results, with no statistically significant change.



This year residents also continue to be satisfied within all other indicators. A majority indicated they are “very satisfied” or “satisfied” with “ability to meet your needs” (76%), “opportunities for input into planning and decisions for the community” (74%), “transparency of decision making” (65%), “accountability for actions taken” (69%) , and “responsiveness to Town issues” (73%).





# Net Promoter Score<sup>SM</sup>

New to the survey this year was the inclusion of a **Net Promoter Score<sup>SM</sup>** question. The *Net Promoter Score<sup>SM</sup>* 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 over time.

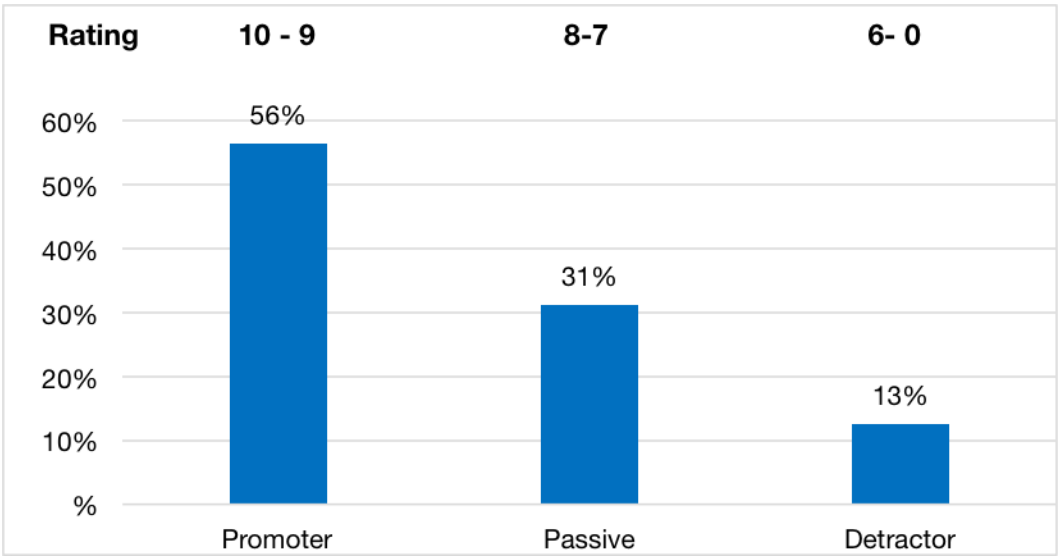
The tool divides people into three promoter categories: promoters, passives, and detractors.

*Promoters* (rating 9-10) are loyal enthusiasts who enjoy living in their community and would urge their friends to do the same.

*Passives* (rating 7-8) are satisfied but unenthusiastic residents who could be easily wooed to a new location.

*Detractors* (rating 0-6) are unhappy residents who may feel trapped in a bad situation.

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<sup>SM</sup>* is determined by subtracting the number of detractors from the total number of promoters.

Promoters	56%
Detractors	13% (subtracted)

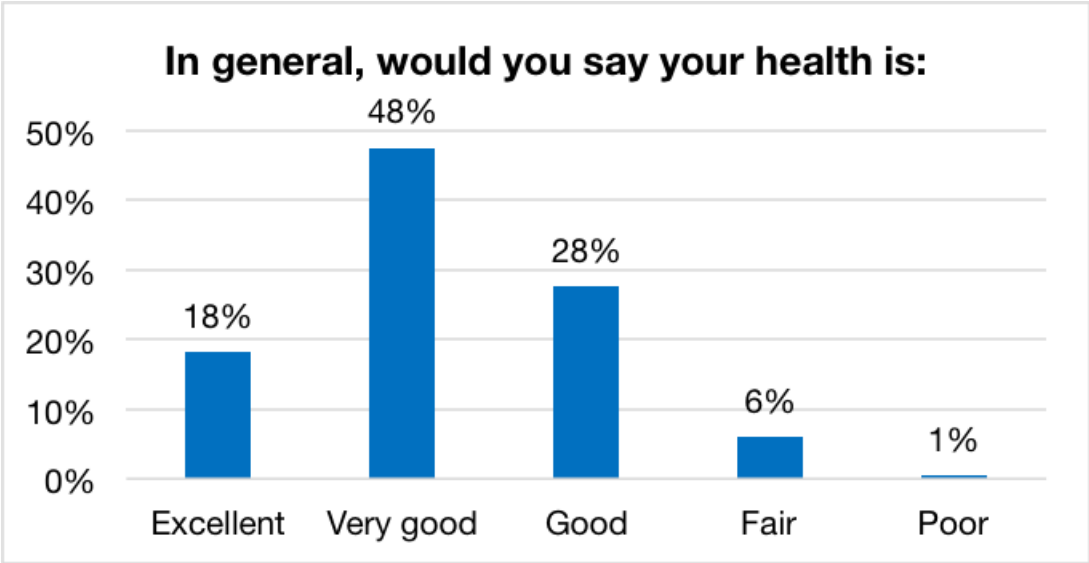
Town of Stratford's Net Promoter Score: 43

# 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

This year, 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. This is consistent with the previous year with no statistically significant change.



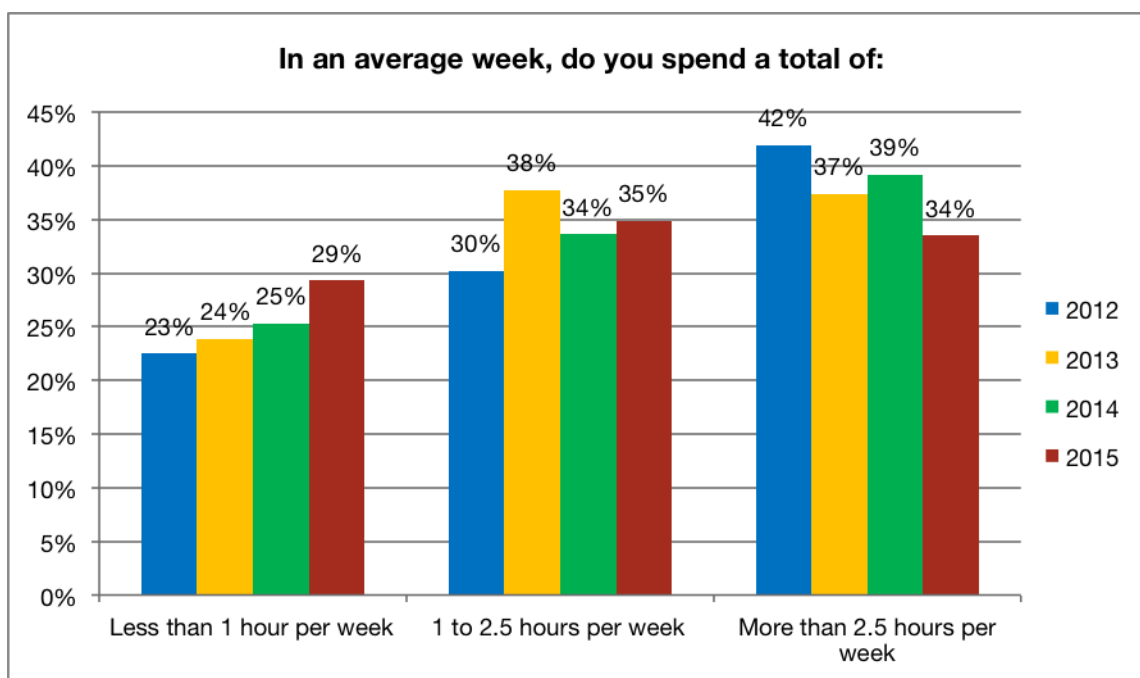
## PHYSICAL ACTIVITY AND PHYSICAL LIMITATIONS

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)

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 this year, 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.

This is consistent with previous year data and does not represent a statistically significant change over the previous year.



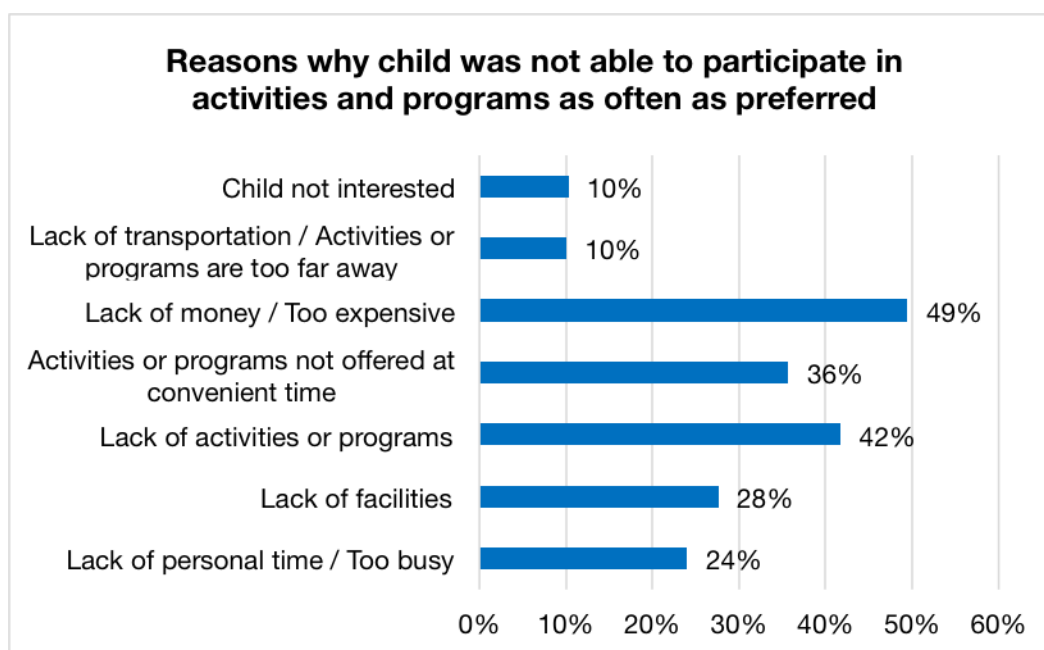
## CHILD/YOUTH/FAMILY ACTIVITIES AND PROGRAMS

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.”

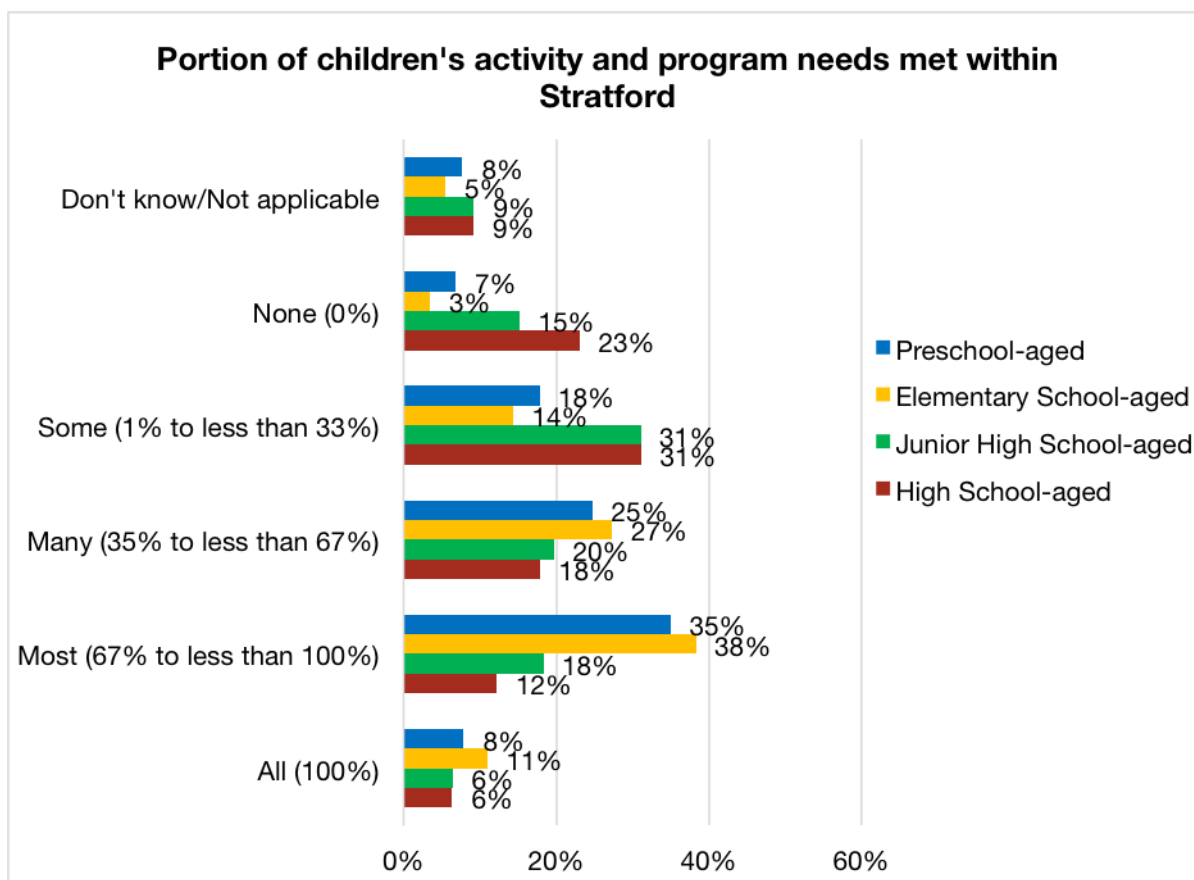
The 106 parents/guardians who answered “no” were provided a list of *reasons why children were not able to participate in preferred activities and programs as often as preferred*.

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 and guardians of children within specified school-age-brackets were first asked questions about the portion of the child's activity and program needs that were met in Stratford.

The survey found that a majority of the preschool-aged children (68%) and elementary school-aged children (79%) had **many, most or all** of their program and activity needs met in Stratford. Meanwhile 44% of junior high-school aged and 36% of high school-aged youth had their needs met in Stratford.



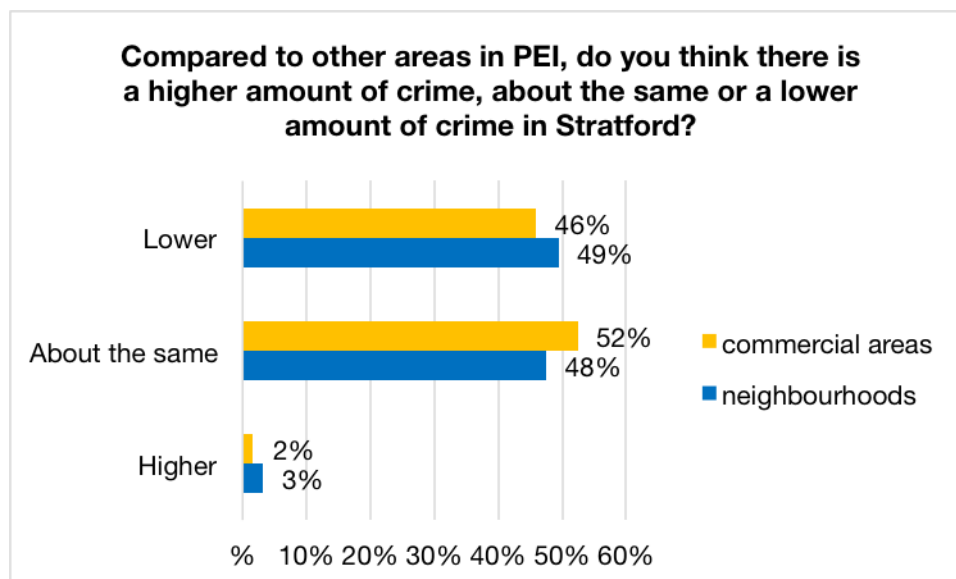
## SAFETY IN YOUR COMMUNITY

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.

This year, when considering residential areas 97% of Stratford residents think that Stratford has about the same or lower amounts of crime compared to other areas in PEI.

Additionally, 98% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime compared to others areas in PEI.

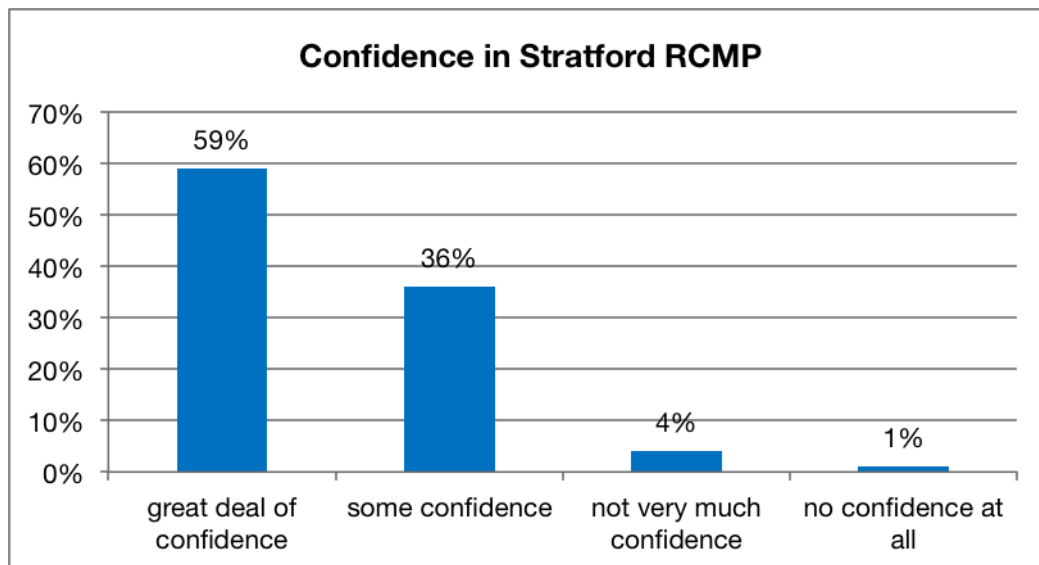
This remains consistent with previous years results, with no statistically significant change.



## PERCEPTIONS OF RCMP SERVICES

New this year, residents were provided with new level of confidence answer options: ***a great deal of confidence, some confidence, not very much confidence, or no confidence at all*** to provide more distinction between options.

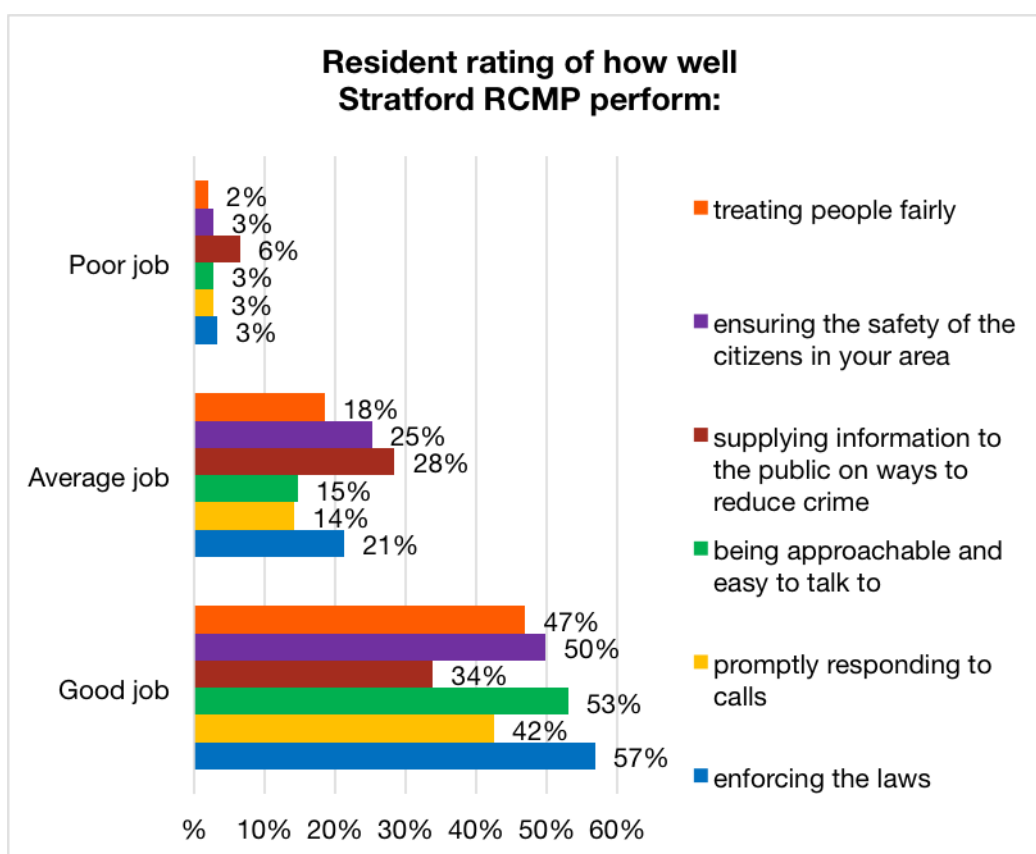
This year 95% of residents report they have a “great deal” or “some” confidence in the Stratford RCMP.



Residents were also 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?

Responses to these areas remain consistent over previous years with most residents feeling the Stratford RCMP is doing a “good” or “average” job.





# Increasing Resource Efficiency

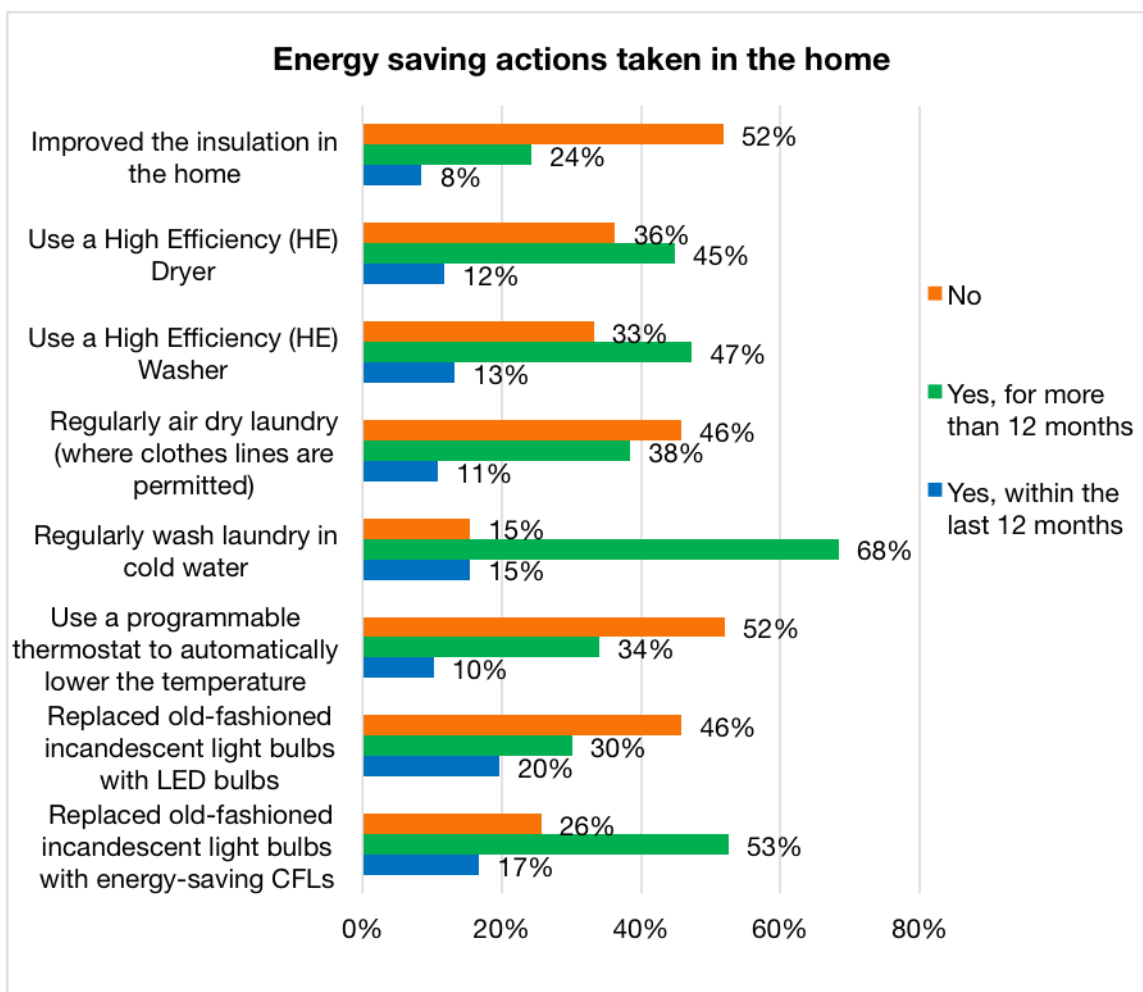
**Strategic Objective:** *Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.*

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: ***Have any of the following energy saving actions been taken in your home?***

The actions taken most by residents include regularly washing laundry in cold water (83%), replacing incandescent light bulbs with CFLs (70%), using a High Efficiency (HE) Washer (59%) and replacing old-fashioned incandescent light bulbs with LED bulbs (50%).

These actions are consistent with previous years results with no statistically significant change noted.

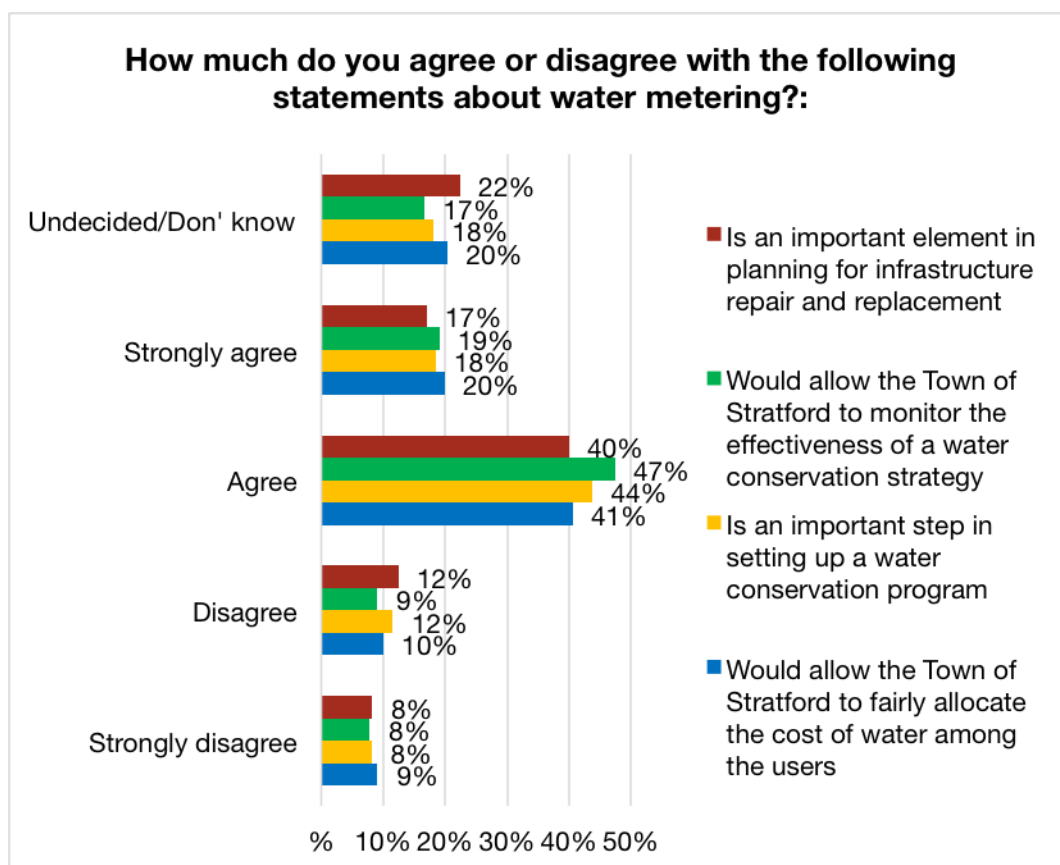


# Water Metering

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.

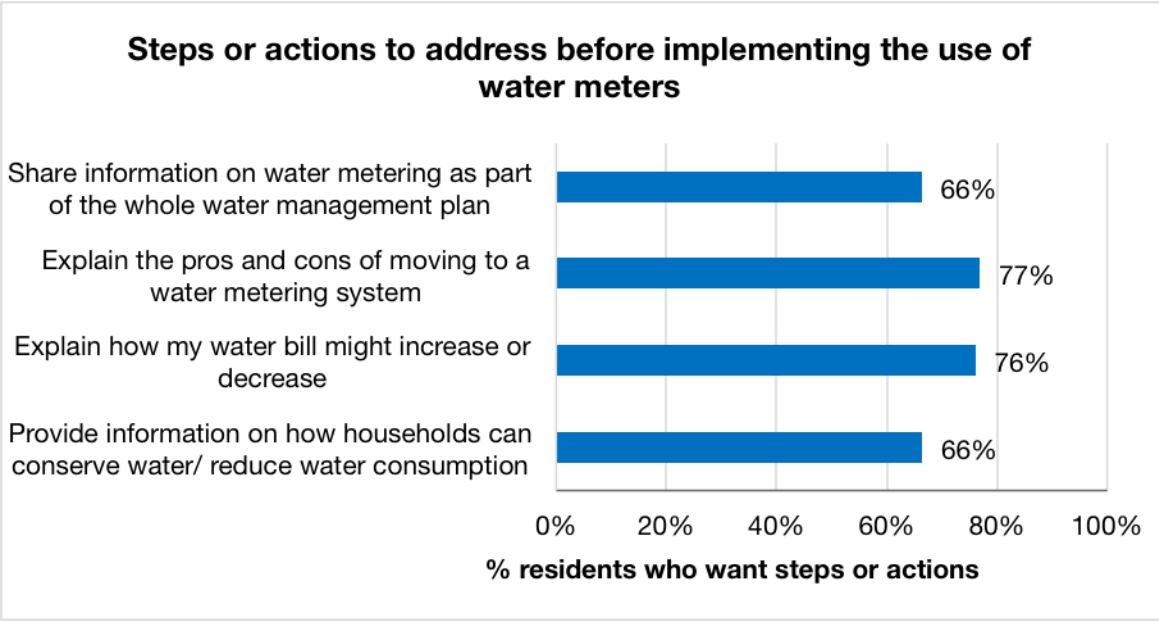
Overall the majority of residents “agreed” or “strongly agreed” with all of the statements.



Within the survey it was noted that 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 then 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.

There was strong support for all the suggested steps and actions with a strong desire among residents for explanations about the pros and cons of moving to a water metering system as well as information on how ones water bill might increase or decrease.



This feedback will be used by the Town to inform as next steps regarding water metering.

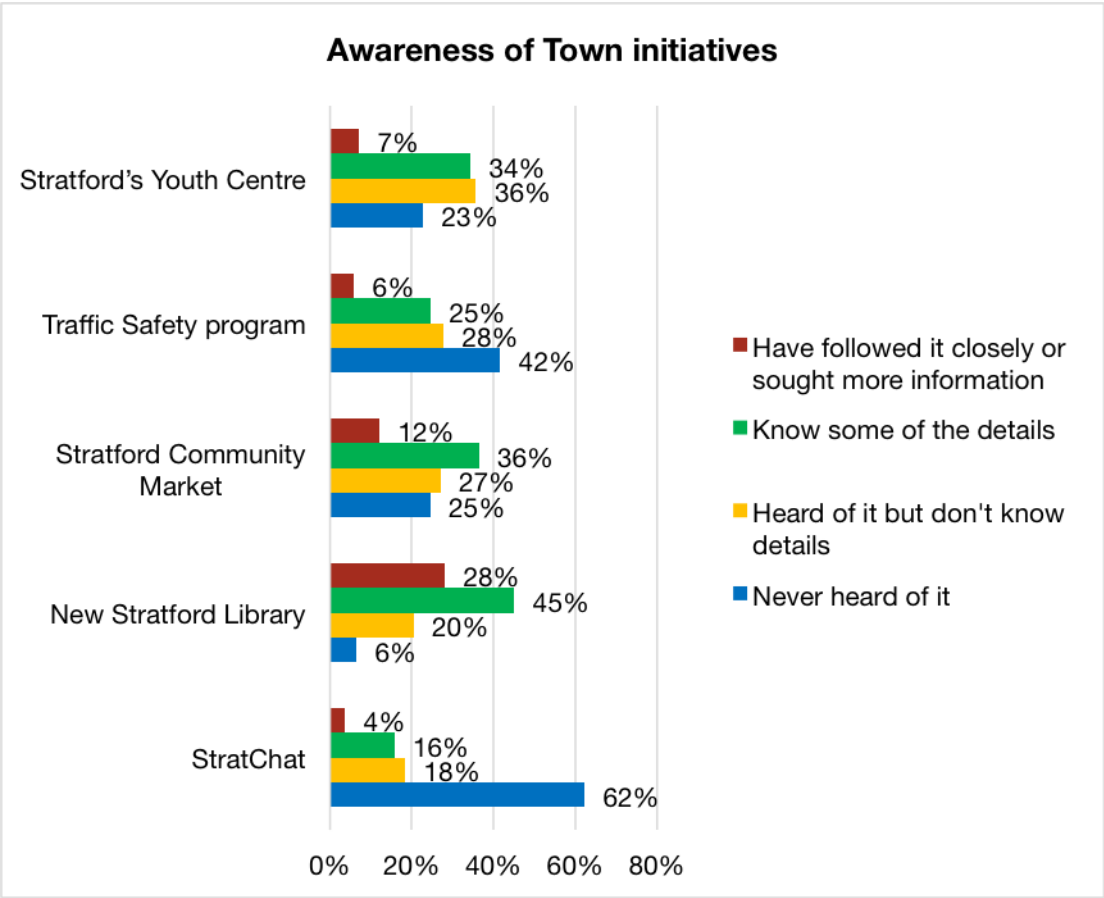
# Increasing Community Engagement

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

## AWARENESS OF TOWN INITIATIVES

The Town has committed to increasing its communication with residents. Therefore residents were asked about their awareness of Town initiatives and communications opportunities.

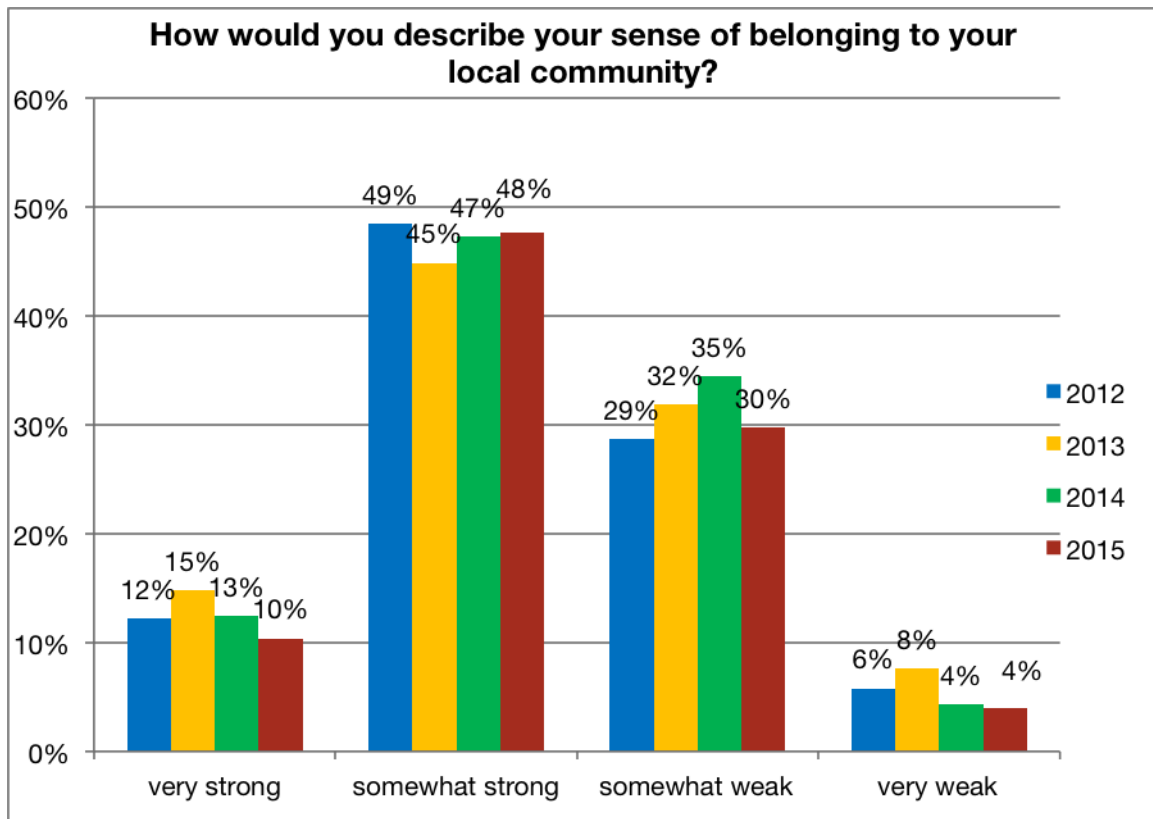
Residents are most aware of the New Stratford Library, with 28% that “have followed it closely or sought more information”, and a total of 93% aware. The Stratford Community Market is next with 12% that have “followed it closely or sought more information”, and a total of 75% aware follows this.



## SENSE OF BELONGING AND VOLUNTEERING

Residents were asked: ***How would you describe your “sense of belonging” to your local community?***

Again this year a majority of residents indicated their “sense of belonging” was either very strong or somewhat strong (63%). This has been consistent over years with no statistically significant change noted.



## CONCLUSION

This marks the fourth year for the Stratford Resident Survey and we are once again pleased to see another strong response. Stratford residents have consistently shown a commitment to participating in working together for the future of our Town.

The Town of Stratford is working to build the best community possible, one where the needs and diversity of all residents are respected, where our culture and heritage is rich and our actions are sustainable, building a thriving local economy with a transparent and responsive local government.

The results of this survey provide valuable information to assist in creating that future, together. On behalf of the Council and Town staff, thank you to everyone who took the time to complete the survey and know the information is reviewed, used and greatly appreciated.



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