

Full Results Report



Stratford Resident Survey



Table of Contents

1.0 Introduction	1
2.0 Improving Resident Health and Safety	3
2.1 Health and Wellness	3
2.2 Physical Activity	4
2.3 Safety in your Community	5
2.4 Perceptions of RCMP Services	6
3.0 Increasing Resource Efficiency	8
3.1 Alternative Energy Sources	8
3.2 Energy Saving Actions	8
3.3 Water Management	10
4.0 Improving Environmental Responsibility	11
4.1 Resident Engagement in Protecting Ecosystems	11
4.2 Knowledge of Town Initiatives Impacting the Environment	12
4.3 Naturally Stratford	13
4.4 Pesticide Use on Lawns	14
4.5 Resources Used to Protect the Environment	14
5.0 Increasing Community Engagement	15
5.1 Sense of Belonging	15
5.2 Engagement in Town Decision Making	15
5.3 Town Initiatives	17
5.3.1 Think! Stratford – Support Local Initiative	19
5.3.2 “RESPECT” – Road Safety Campaign	19
5.4 Volunteering	20
5.5 Communications	21
6.0 Improving Governance	23
6.1 Satisfaction with Town Performance	23
6.2 Net Promoter Score™	25

7.0 Capital and Operating Priorities	27
7.1 Capital Spending Priorities	27
7.2 Community Campus Priority Aspects	28
7.3 Operational Priorities	29
8.0 Other Comments	30

Appendix A: Profile of Respondents

Appendix B: Methodology

Appendix C: Stratford Resident Survey 2019

Table of Figures

Figure 1: Ninety-three percent (93%) of Stratford residents report having good, very good, or excellent health	3
Figure 2: Ninety-two percent (92%) of Stratford residents report their health as about the same, somewhat better, or much better than one year ago	3
Figure 3: Sixty percent (60%) of Stratford residents are physically active 3 or more times in an average week.....	4
Figure 4: Many Stratford residents are physically active for more than one hour each week.....	4
Figure 5: Thirty-one percent (31%) of Stratford residents are at least sometimes held back from physical activity due to a physical or mental health issue.....	5
Figure 6: Stratford residents feel crime is lower compared to other areas of PEI	5
Figure 7: Few Stratford residents feel crime levels are increasing in their neighbourhoods	6
Figure 8: Stratford residents have a great deal of confidence in the Stratford RCMP	6
Figure 9: Quality of policing by Stratford RCMP	6
Figure 10: Air source heat pumps are the most utilized alternative energy source by Stratford residents	8
Figure 11: Regularly washing laundry in cold water is the most commonly utilized energy saving action utilized by Stratford residents.....	9
Figure 12: Low flow shower heads are the most commonly utilized water saving method by Stratford residents	10
Figure 13: Stratford residents engagement in helping to strengthen or improve the Town's ecosystem	11
Figure 14: Awareness of Town initiatives that impact the environment.....	12
Figure 15: Stratford residents have the most awareness of the Sewer Treatment Plant Replacement and Community Garden Expansion environmental initiatives	13
Figure 16: Some Stratford residents are becoming more informed on taking measures to protect the natural environment	13
Figure 17: Most Stratford residents do not actively use pesticides	14
Figure 18: Stratford residents support using Town resources to protect the environment	14
Figure 19: Over half of Stratford residents feel a strong sense of belonging to their local community	15
Figure 20: Open houses or information sessions on specific issues is the top choice for Stratford residents wishing to be engaged in Town decision making	16
Figure 21: Awareness of Town initiatives	17
Figure 22: Stratford residents have the most awareness of the Skate Park and Splash Pad initiatives	18
Figure 23: Stratford residents frequently access services and shop at businesses located in the Town of Stratford	19
Figure 24: Compared to last year, Stratford residents are more aware of road concerns and more likely to "Slow Down, Move Over, and Think of Others" while driving	19

Figure 25: Forty-one percent (41%) of Stratford residents spend five or more hours per month volunteering 20

Figure 26: “Stratford Town Talk” is the most common way Stratford residents receive information about the Town of Stratford 21

Figure 27: Resident Satisfaction with Town Performance 24

Figure 28: Net Promoter Score™ = 42..... 25

Figure 29: Capital spending priorities of Stratford Residents 27

Figure 30: Community Campus priority assets of Stratford residents 28

Figure 31: Operational priorities of Stratford residents 29

1.0 Introduction

The Town of Stratford has utilized the Stratford Resident Survey since 2012 as one of many methods to receive feedback from residents and note community changes over time. Feedback received through the Stratford Resident Survey is a key way for the Town to ensure it adheres to its performance management system, “Sustainable Stratford – Results Matter.” Survey results are used by the Town to inform the strategic and operational decision-making process, as well as assist with Town planning.

This report provides a detailed analysis of information collected from the many engaged citizens who took the time to respond to the **2019 Stratford Resident Survey**. A Summary Report is also available and can be found at www.townofstratford.ca. Additional documents have been created to assist with presentation of findings to the public, Council, special committees, and staff.

The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where the culture and heritage are rich, diverse and celebrated, where the limits of the earth to sustain the people are recognized and respected, where there is a thriving local economy and where there is a transparent and responsive local government.

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, “Sustainable Stratford – Results Matter,” includes 16 broad objectives and 38 performance indicators that measure the Town’s progress towards its objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The Stratford Resident Survey 2019 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.

Some of the performance indicators can be measured using 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 Town volunteers. Other performance indicators, such as resident satisfaction with the Town’s governance, resident perception of safety and resident health are measured using the data collected in the Annual Resident Survey. 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. Performance is monitored, and initiatives are adjusted as required, to improve performance in each area. The results are reported regularly to residents so that the Town is transparent and accountable for its actions.

MRSB Consulting Services Inc. was contracted by the Town of Stratford to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2019 Annual Resident Survey. MRSB Consulting Services provides a wide range of services and have extensive experience in conducting detailed primary and secondary research, including design and implementation of surveys. MRSB works on an ongoing basis with diverse organizations to meet their evolving organizational and strategic needs.

A paper version of the survey was distributed to 3,799 homes, 808 apartments, and 32 farms through the Canada Post Precision Targeter and neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to easily mail paper surveys back to the Town. An online version of the survey was administered using the SurveyMonkey Platform. Nine hundred and thirty-two (932) survey responses were received (294 paper surveys and 638 online surveys).

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

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under the age of 16 were cleaned from the survey database. Eight responses were removed during data cleaning and analysis was performed on the remaining 924 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2016 Census data for age and dwelling, owned or rented, except for the under-representation of the 15-24-year age range which could not be corrected. The survey accuracy (margin of error) was +/- 3.0%, 19 times out of 20.

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

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

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

The profile of survey respondents is included in Appendix A to this report and further information on the process of developing the survey and the methodology are found in Appendix B to this report.

2.0 Improving Resident Health and Safety

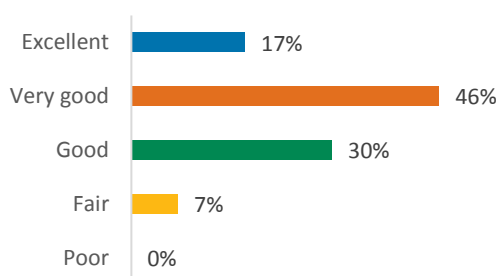
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

2.1 Health and Wellness

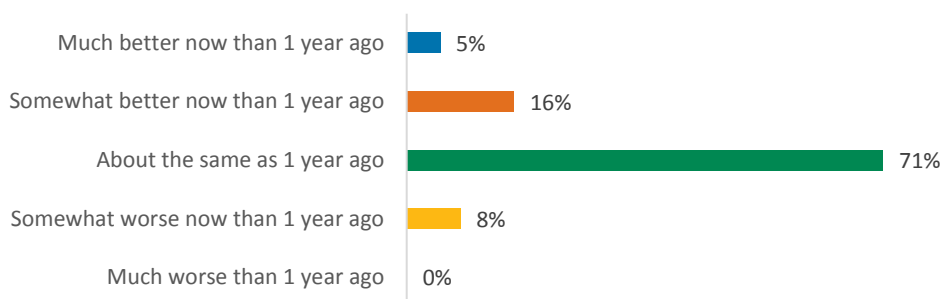
Ninety-three percent (93%) of survey respondents report their health as excellent, very good, or good. Eight percent (8%) of survey respondents report their health as fair or poor.

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



Ninety-two percent (92%) of survey respondents reported their health is about the same, somewhat better, or much better, when asked “compared to one year ago, how would you say your health is now?” Eight percent (8%) of respondents reported their health as either somewhat worse or much worse than 1 year ago.

Figure 2: Ninety-two percent (92%) of Stratford residents report their health as about the same, somewhat better, or much better than one year ago

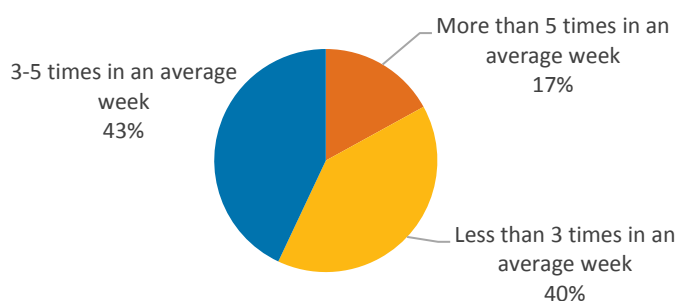


2.2 Physical Activity

Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. The definition of physical activity used in the survey was: "Moderate physical activity" 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.

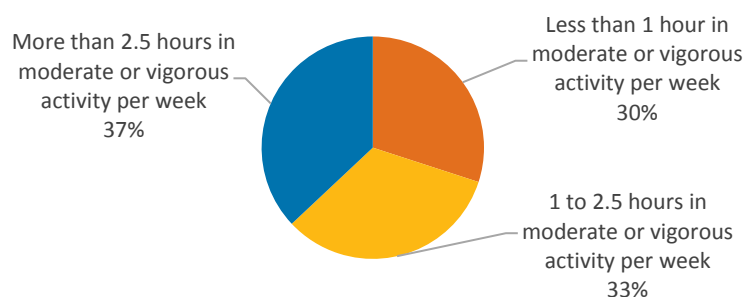
Survey respondents were asked the number of times in an average week that they engage in moderate to vigorous activity lasting for 10 minutes or more. Seventeen percent (17%) of survey respondents were performing a moderate or more vigorous activity for 10 minutes or more 3-5 times in an average week (a decline of 1% from 2018, 43% reported engaging in moderate to vigorous activity for 10 minutes or more 3-5 times in an average week, and 40% of respondents reported engaging in moderate to vigorous activity less than 3 times in an average week.

Figure 3: Sixty percent (60%) of Stratford residents are physically active 3 or more times in an average week



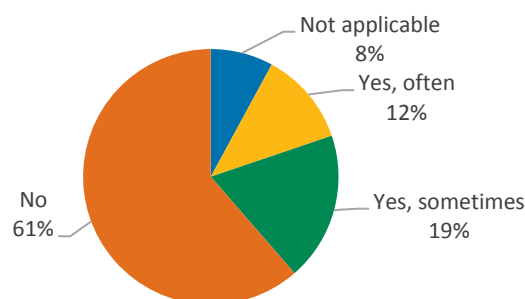
Residents were asked to add up the amount of time they engage in moderate to vigorous activity in an average week. Thirty-seven percent (37%) of survey respondents indicated they spend more than 2.5 hours engaged in moderate or vigorous physical activity each week. Seventy percent (70%) of respondents engaged in moderate to vigorous activity one or more hours per week.

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



Sixty-two percent (62%) of respondents indicated that a physical or mental health issue does not reduce the amount or kind of activity they are able to perform (includes only health conditions or problems that have lasted or expected to last 6 months or more). Thirty-one percent (31%) of respondents indicated that a mental or health issue often or sometimes reduces the amount or kind of activity they are able to perform.

Figure 5: Thirty-one percent (31%) of Stratford residents are at least sometimes held back from physical activity due to a physical or mental health issue



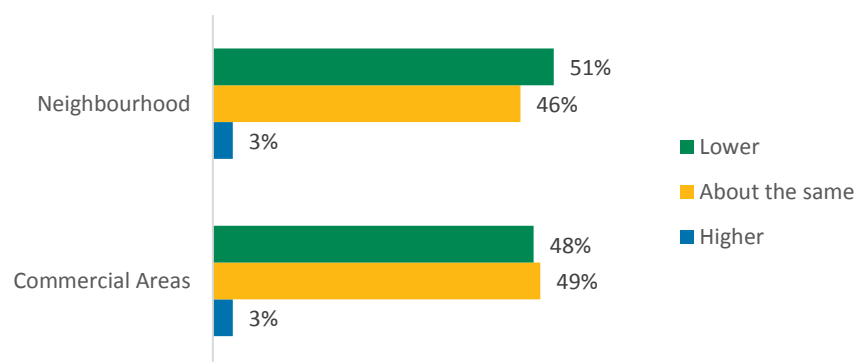
Ninety-three percent (93%) of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane, or crutches.

2.3 Safety in your Community

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.

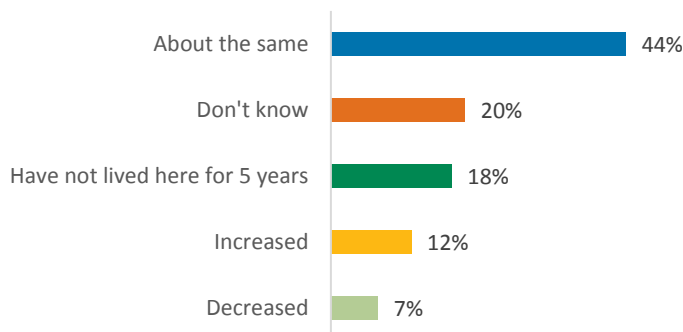
Compared to other areas in PEI, 51% of survey respondents think their neighbourhood has a lower amount of crime and 48% think the commercial areas of Town have a lower amount of crime. Three percent (3%) of respondents think their neighbourhood and commercial areas of Town have a higher amount of crime compared to other areas in PEI.

Figure 6: Stratford residents feel crime is lower compared to other areas of PEI



During the last 5 years, 44% of survey respondents think that crime in their neighbourhoods has stayed at the same level, consistent with 2018. Twelve percent (12%) of survey respondents believe crime levels have increased in the past 5 years.

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

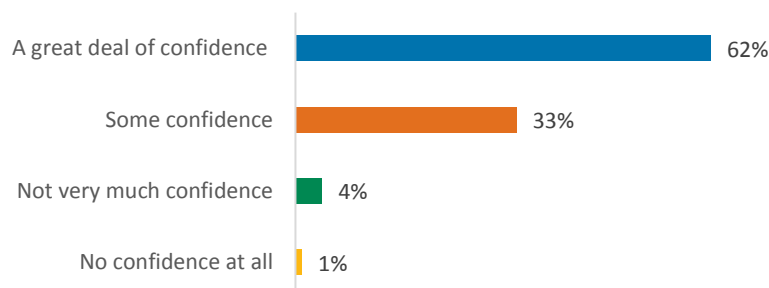


2.4 Perceptions of RCMP Services

In the past 5 years, 39% of survey respondents have had contact with the Stratford RCMP. Sixty-one percent (61%) of survey respondents have not had contact with the Stratford RCMP in the past five years.

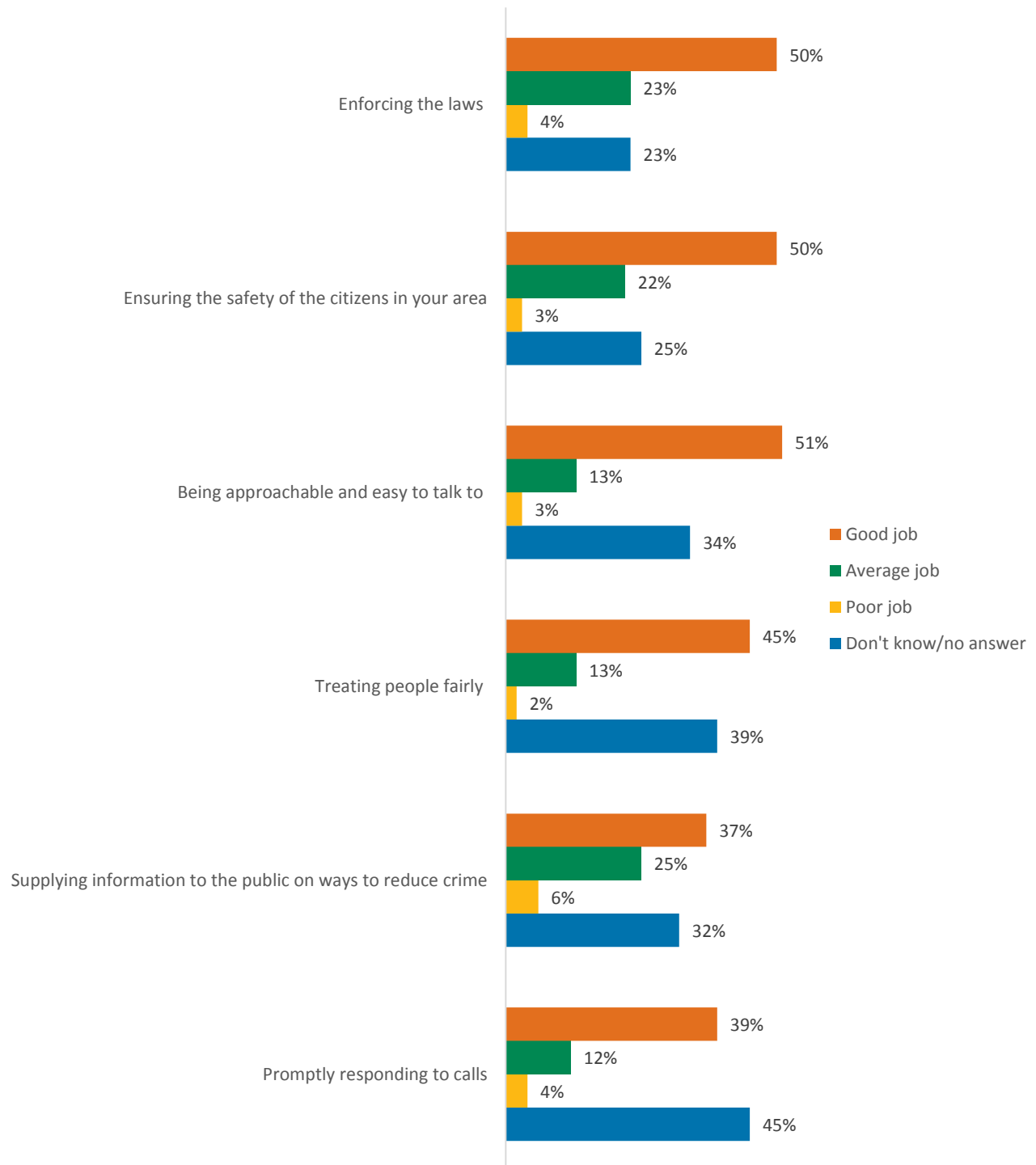
Overall, survey respondents have a great deal of confidence in the Stratford RCMP (62%). Five percent (5%) of survey respondents have no confidence or not very much confidence in the Stratford RCMP.

Figure 8: Stratford residents have a great deal of confidence in the Stratford RCMP



Respondents were asked to rate the quality of policing by Stratford RCMP on several aspects of policing depicted in figure nine. Seventy-three percent (73%) to 72% of respondents think the Stratford RCMP does a good or average job of enforcing the laws and ensuring the safety of the citizens in their area. Sixty-four percent (64%) of respondents think the Stratford RCMP does a good to average job of being approachable and easy to talk to. Fifty-eight percent (58%) of respondents think the Stratford RCMP does a good to average job of treating people fairly. Sixty-two percent (62%) of respondents think the Stratford RCMP does a good to average job of supplying information to the public on ways to reduce crime and 51% of survey respondents think the Stratford RCMP does a good to average job on responding to calls promptly.

Figure 9: Quality of policing by Stratford RCMP



3.0 Increasing Resource Efficiency

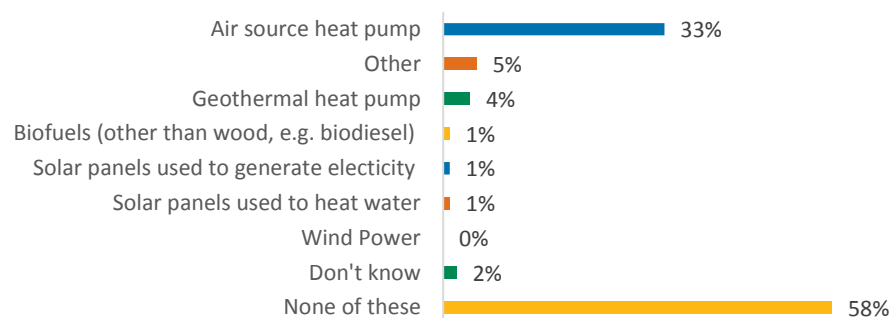
Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

3.1 Alternative Energy Sources

Residents were asked if they utilize alternative energy sources (not including wood or fossil fuels – like oil or gas) in their home. Fifty-eight percent (58%) of survey respondents indicated they do not use any of the alternative energy sources listed in Figure 10. The most popular alternative energy source used by survey respondents is air source heat pump (33%).

Figure 10: Air source heat pumps are the most utilized alternative energy source by Stratford residents



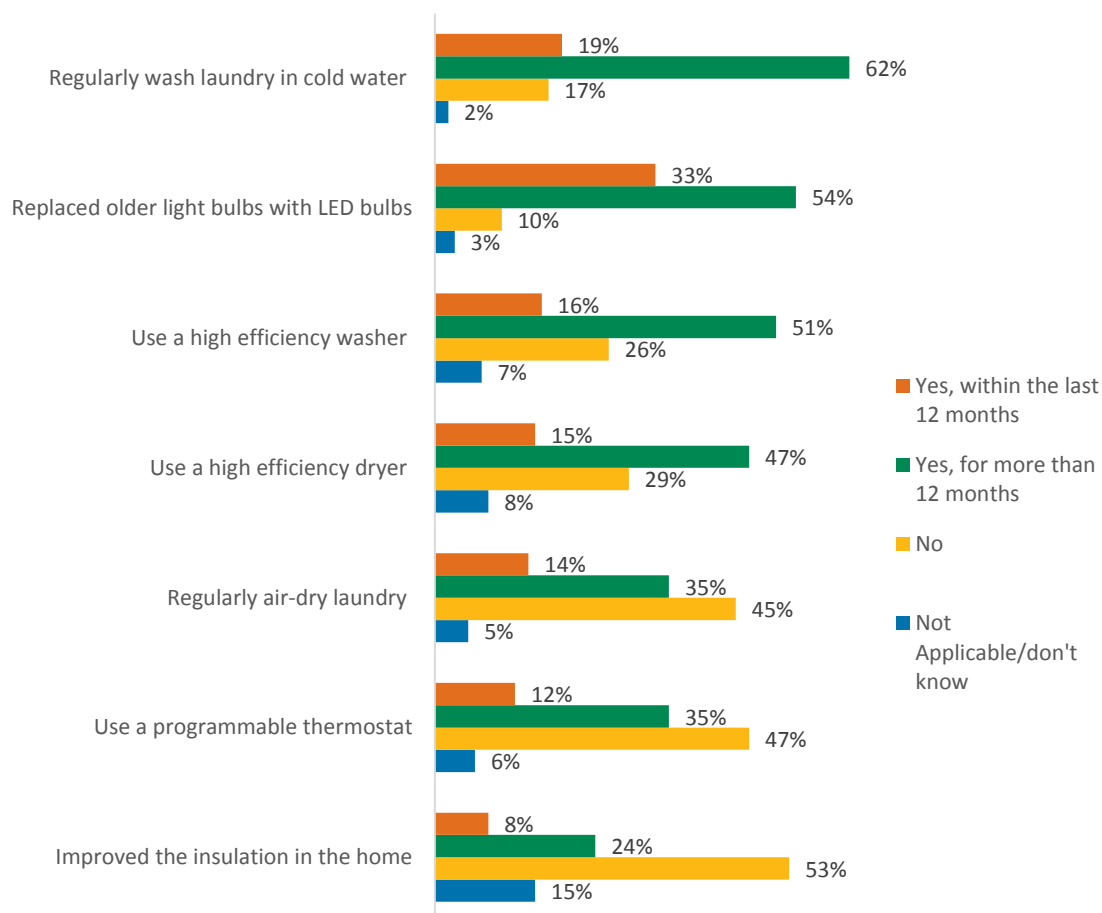
Five percent (5%) of respondents indicated utilizing an alternative energy source besides those listed in the chart above. The main alternative energy sources indicated by these respondents were electric heat sources (12 responses), passive solar (3 responses), and pellet stoves (2 responses). Many respondents provided answer choices already encompassed in the question and answers that were not applicable to this open-ended question.

3.2 Energy Saving Actions

Survey participants were asked if they had taken any the energy saving actions contained in the list below.

1. Eighty-one percent (81%) regularly wash laundry in cold water
2. Eighty-seven percent (87%) replaced older light bulbs with LED bulbs
3. Sixty-seven percent (67%) use a high efficiency (HE) washer
4. Sixty-two percent (62%) use a high efficiency (HE) dryer
5. Forty-nine percent (49%) regularly air-dry laundry (where permitted)
6. Forty-seven percent (47%) use a programmable thermostat to automatically lower the temperature
7. Thirty-two percent (32%) improved the insulation in the home

Figure 11: Regularly washing laundry in cold water is the most commonly utilized energy saving action utilized by Stratford residents



Eighteen percent (18%) of respondents indicated they take energy saving actions besides those listed in the chart above. The main theme was installation of new windows which was cited by 37 respondents. Many respondents noted energy saving actions that were provided in the list above and some respondents made comments that were not relevant. Other themes that received five or less comments included:

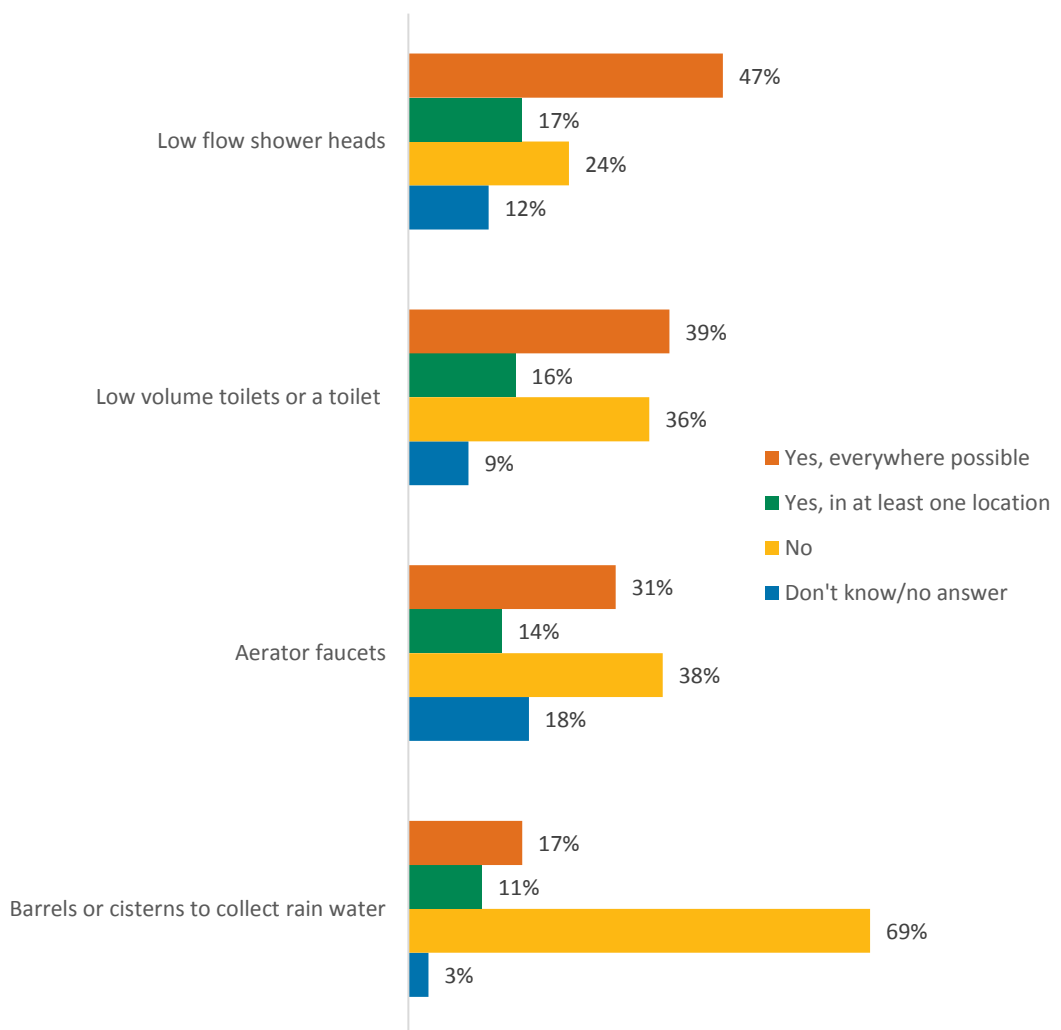
- Limiting heat use by keeping thermostats low
- Utilization of timed thermostats
- Utilization of passive solar
- Taking short showers
- Turning out lights
- Unplugging appliances
- Installing heat pumps
- Utilizing a clothes line (where permitted)
- Frustration with clothesline by-law

3.3 Water Management

For 76% of survey respondents, water supplied by the Town is their main source of water. Twenty percent (20%) of respondents indicated their main water source is a private well.

Respondents were asked if they are utilizing various water saving methods. Water saving, low flow shower heads were the most frequent form of water management used with 64% of respondents using low flow shower heads in at least one location. Fifty-five percent (55%) of respondents were using low volume toilets or a toilet with the water volume modified in at least one location. Forty-five percent (45%) of respondents were using water saving aerator faucets in at least one location. The least used water management method was barrels or cisterns to collect rain water. Twenty-eight percent (28%) of respondents were using this water saving method in at least one location.

Figure 12: Low flow shower heads are the most commonly utilized water saving method by Stratford residents



4.0 Improving Environmental Responsibility

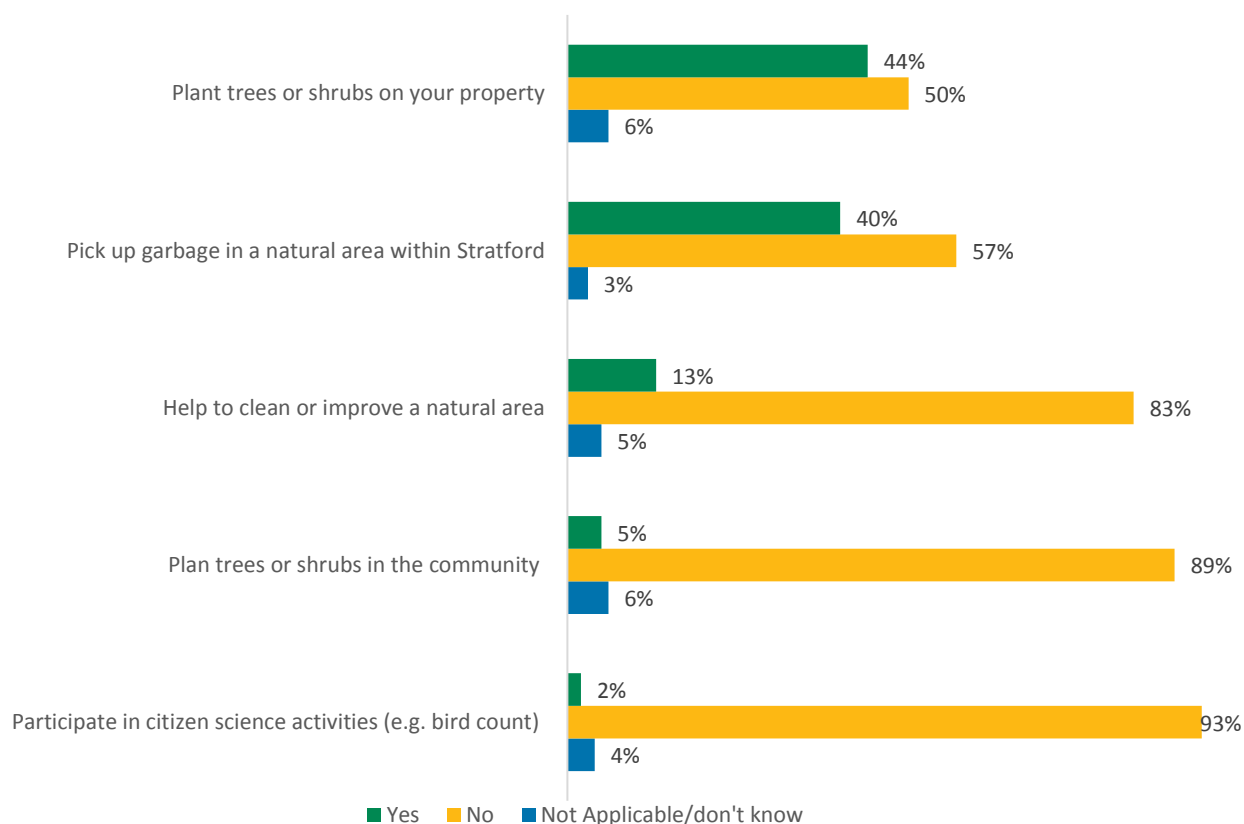
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and biodiversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

4.1 Resident Engagement in Protecting Ecosystems

Residents were asked if they or someone in their home participated in any of the practices in the chart below that would help strengthen or improve Stratford's ecosystem. In the past 12 months, 44% of respondents indicated they planted trees or shrubs on their property (decrease of 12% from 2017), 40% picked up garbage in a natural area, 13% helped to clean or improve a natural area, 5% planted trees or shrubs in the community, and 2% participated in citizen-science activities of measuring, monitoring, or reporting such as a bird count or water monitoring.

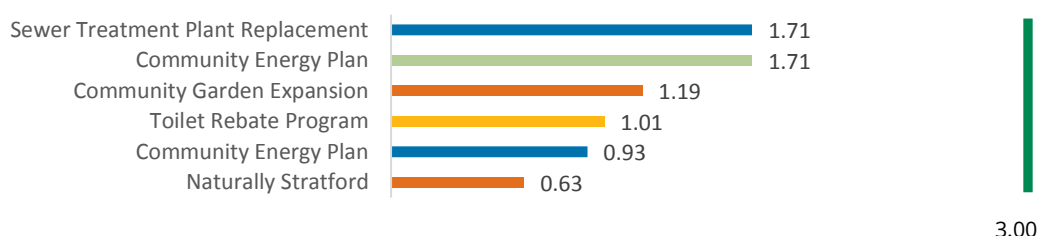
Figure 13: Stratford resident engagement in helping to strengthen or improve the Town's ecosystem



4.2 Knowledge of Town Initiatives Impacting the Environment

Respondents were asked how much they know about various Town initiatives impacting the environment and to choose an answer that best describes how much they know about each of the given initiatives. The rating value of how much residents know about various Town initiatives that impact the environment were assigned a numeric weight (have followed it closely or sought more information – 3, know some of the details – 2, heard of it but don’t know the details – 1, never heard of it – 0). This numeric weight was multiplied by the percentage of respondents to determine a weighted value. Figure 14 shows the relative knowledge of each Town initiative that impacts the environment. For comparison, if 100% of respondents have followed the Town initiative that impacts the environment closely it would receive a weighted value of three. The maximum possible value is demonstrated by the vertical line on the chart in Figure 14.

Figure 14: Awareness of Town initiatives that impact the environment



The **Sewer Treatment Plant Replacement** had a high level of recognition with 92% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 8% had never heard of the Sewer Treatment Plant Replacement.

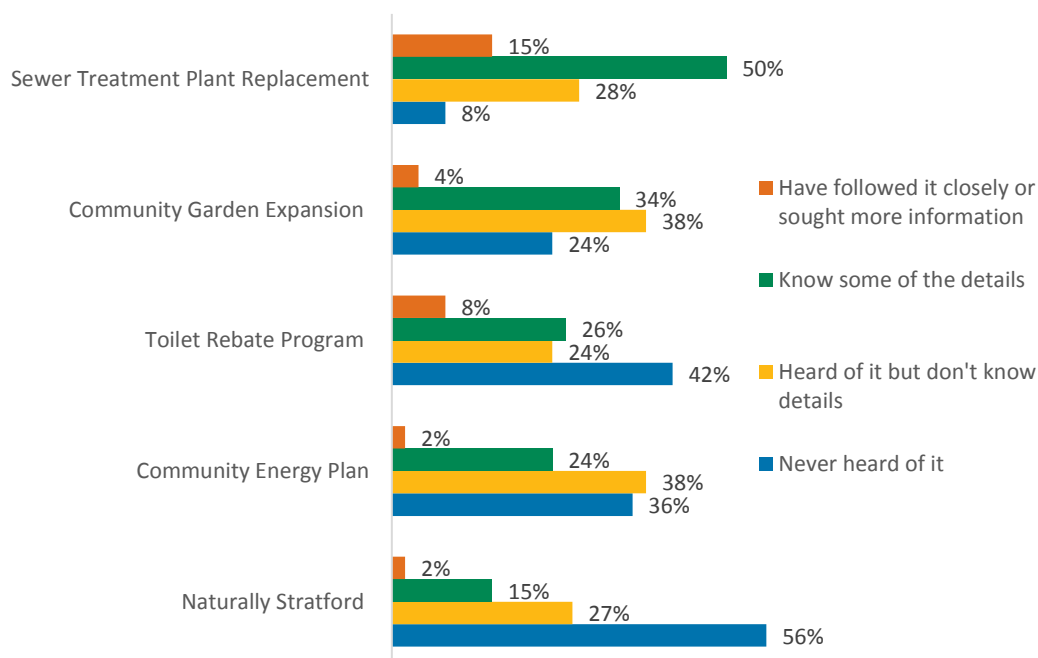
The **Community Garden Expansion** had a good level of recognition with 76% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 24% had never heard of the Community Garden Expansion.

The **Toilet Rebate Program** had a fair level of recognition with 58% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 42% had never heard of the Toilet Rebate Program.

The **Community Energy Plan** had a good level of recognition with 64% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 36% had never heard of the Community Energy Plan.

Naturally Stratford had a lower level of recognition with 44% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 56% had never heard of Naturally Stratford.

Figure 15: Stratford residents have the most awareness of the Sewer Treatment Plant Replacement and Community Garden Expansion environmental initiatives



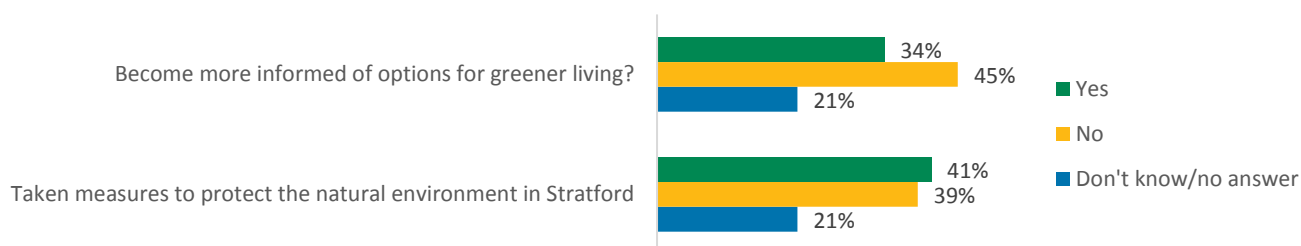
4.3 Naturally Stratford

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

In the past year, 34% of survey respondents have become more informed of options for greener living in the Town of Stratford. Twenty-one percent (21%) did not know or could not provide an answer.

In the past year, 41% of survey respondents have taken measures to protect the natural environment in Stratford. Twenty-one percent (21%) did not know or could not provide an answer.

Figure 16: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

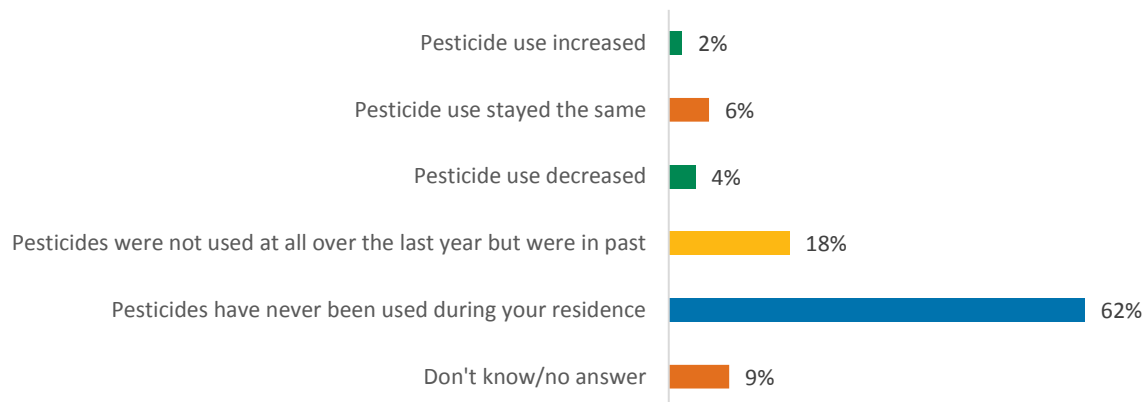


4.4 Pesticide Use on Lawns

Stratford residents who lived in a home with a lawn (94%) of respondents were asked if the use of pesticides on their lawn changed over the last year compared to the previous year. Pesticides refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel, or attract any weeds or pests.

Eight percent (8%) of survey respondents indicated pesticide use either increased or stayed the same over the past year. Sixty two percent (62%) of residents indicated that pesticides have never been used during their residence.

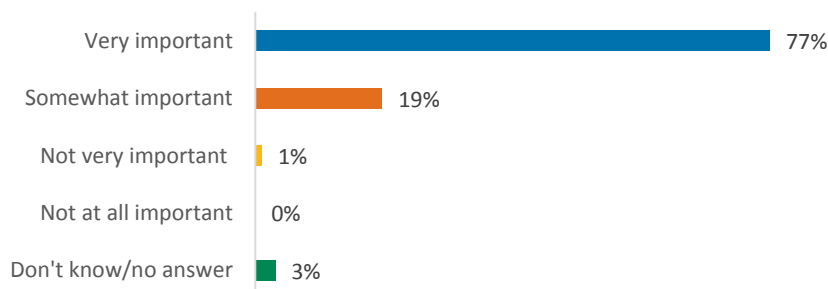
Figure 17: Most Stratford residents do not actively use pesticides



4.5 Resources Used to Protect the Environment

Stratford residents continue to show strong support for the use of Town 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 and less than 1% of survey respondents feel it is not at all important.

Figure 18: Stratford residents support using Town resources to protect the environment



5.0 Increasing Community Engagement

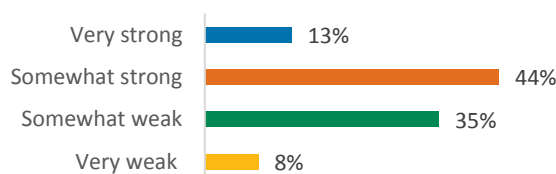
Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision-making process based on collaborative planning principles.

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

5.1 Sense of Belonging

Fifty-seven percent (57%) of survey respondents indicated their sense of belonging to the Town of Stratford as very strong or somewhat strong while 42% identify their sense of belonging as somewhat weak or very weak.

Figure 19: Over half of Stratford residents feel a strong sense of belonging to their local community

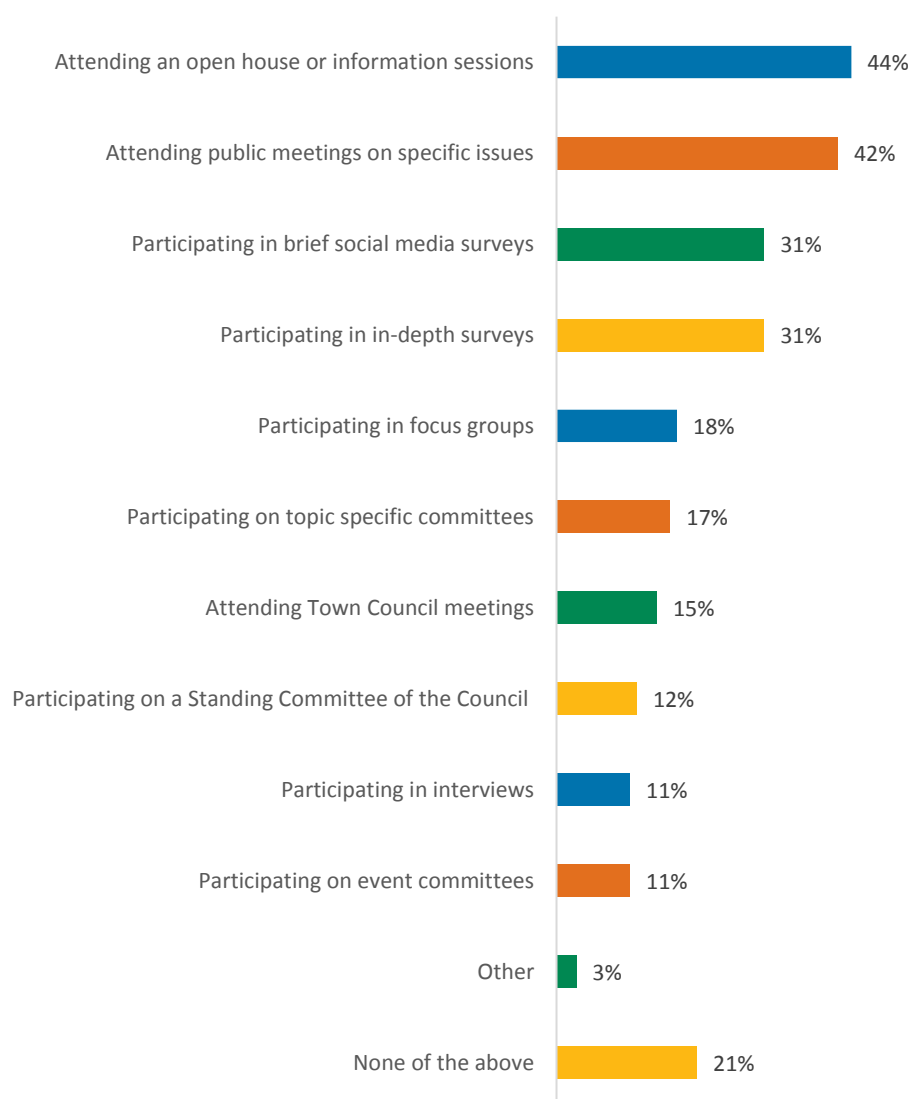


5.2 Engagement in Town Decision Making

When asked to identify preferred forms of engagement with Town decision making, the top three answers were attending an open house or information sessions on specific issues (44%), attending public meetings on specific issues (42%), and participating in brief social media surveys through Facebook and Twitter (31%).

The least preferred choices of engagement with Town decision making were participating on a standing committee of the council (12%), participating in interviews (11%), and participating on event committees (11%).

Figure 20: Open houses or information sessions on specific issues is the top choice for Stratford residents wishing to be engaged in Town decision making

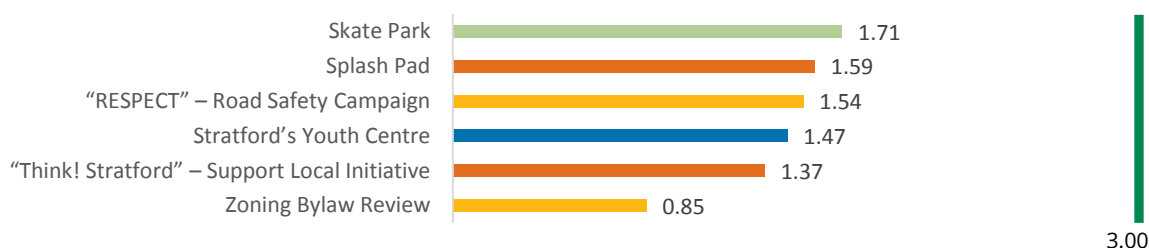


Respondents who indicated “other” as a response to this question indicated more advertisement and publication is necessary for Town Council meetings, open houses, and public consultations. This includes potentially live streaming these meetings and allowing for comments online.

5.3 Town Initiatives

Respondents were asked how much they know about various Town initiatives and to choose an answer that best describes how much they know about each of the given initiatives. The rating value of how much residents know about various Town initiatives were assigned a numeric weight (have followed it closely or sought more information – 3, know some of the details – 2, heard of it but don’t know the details – 1, never heard of it – 0). This numeric weight was multiplied by the percentage of respondents to determine a weighted value. Figure 21 shows the relative knowledge of each Town initiative. For comparison, if 100% of respondents have followed the Town initiative closely it would receive a weighted value of three. The maximum possible value is demonstrated by the vertical line on the chart in Figure 21.

Figure 21: Awareness of Town initiatives



The **Skate Park** had a very high level of recognition with 93% of respondents 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 the Skate Park.

The **Splash Pad** had a good level of recognition with 64% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 36% had never heard of the Community Energy Plan.

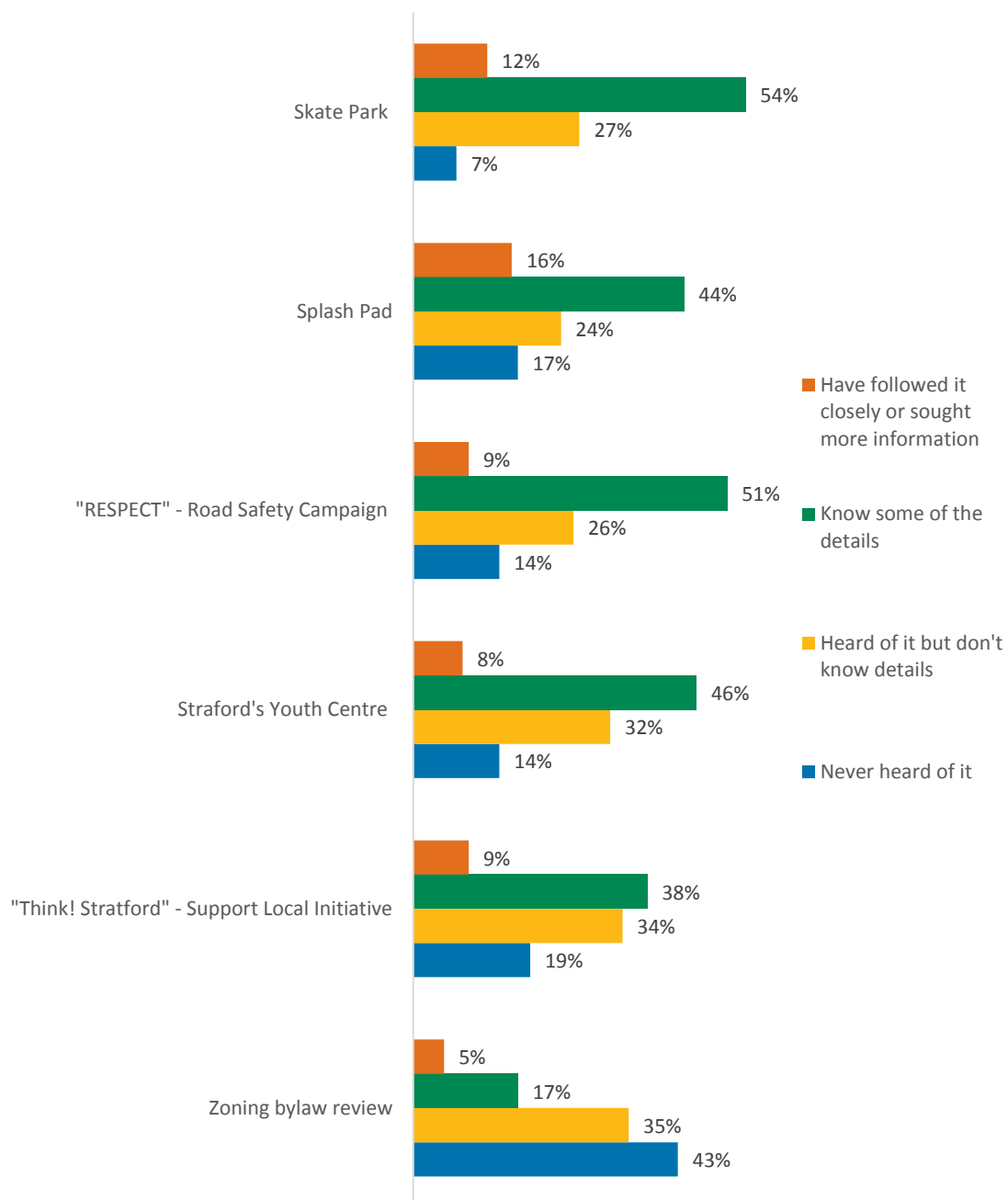
The **“RESPECT” – Road Safety Campaign** had a high level of recognition with 86% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 14% had never heard of the “RESPECT” – Road Safety Campaign.

Stratford's Youth Centre had a high level of recognition with 86% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 14% had never heard of Stratford's Youth Centre.

Think! Stratford – Support Local Initiative had a high level of recognition with 81% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 19% had never heard of Think! Stratford.

The Zoning Bylaw Review had a good level of recognition with 57% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 43% had never heard of the Zoning Bylaw Review.

Figure 22: Stratford residents have the most awareness of the Skate Park and Splash Pad initiatives

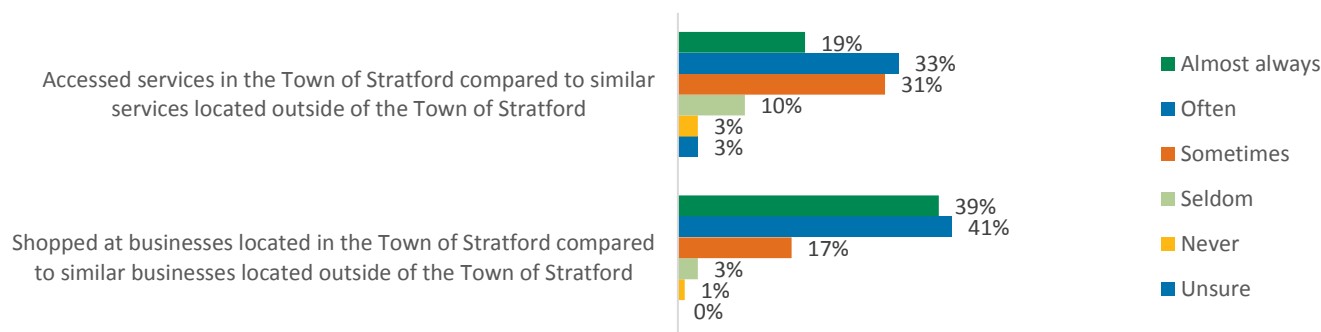


5.3.1 Think! Stratford – Support Local Initiative

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

In the past year, 83% of respondents have either almost always, often, or sometimes accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford. In the past year, 97% of respondents have either almost always, often, or sometimes shopped at businesses in the Town of Stratford compared to similar businesses located outside of the Town of Stratford.

Figure 23: Stratford residents frequently access services and shop at businesses located in the Town of Stratford

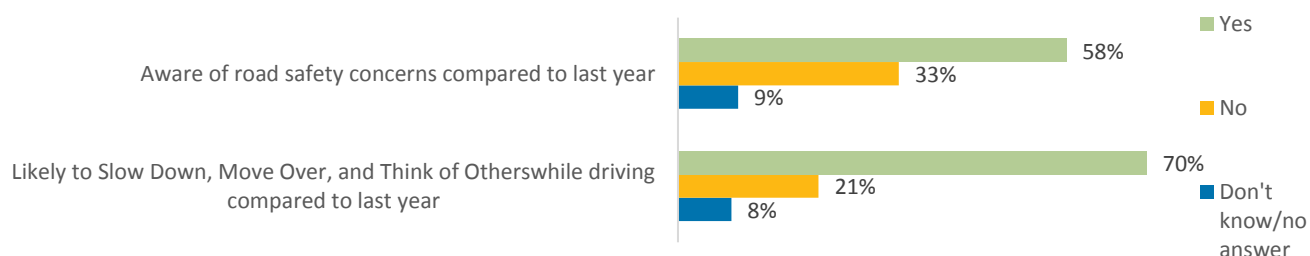


5.3.2 “RESPECT” – Road Safety Campaign

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

Fifty-eight percent (58%) of survey respondents are more aware of road safety concerns compared to last year and 9% either did not know or could not provide an answer. Seventy percent (70%) of survey respondents are more likely to “Slow Down, Move Over, and Think of Others” while driving compared to last year and 8% either did not know or could not provide an answer.

Figure 24: Compared to last year, Stratford residents are more aware of road concerns and more likely to “Slow Down, Move Over, and Think of Others” while driving



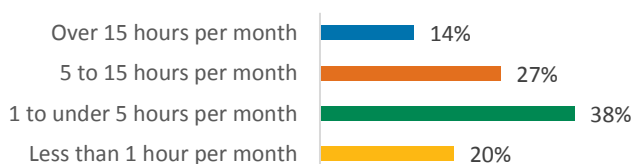
5.4 Volunteering

Fifty-four percent (54%) of survey respondents indicated that in the past 12 months they or someone in their household volunteered for a not-for-profit or charitable organization. For those that had volunteered, 49% performed volunteer activity in the Stratford area.

Respondents that indicated they or someone in their household have not volunteered for a not-for-profit charitable organization (over 10%) were asked to not answer any questions in the volunteering section of the survey.

Respondents who volunteered were also asked about the average number of hours per month spent volunteering. Fifty-eight percent (58%) of these respondent's volunteer under 5 hours per month and 41% of these respondent's volunteer over five hours per month.

Figure 25: Forty-one percent (41%) of Stratford residents spend five or more hours per month volunteering

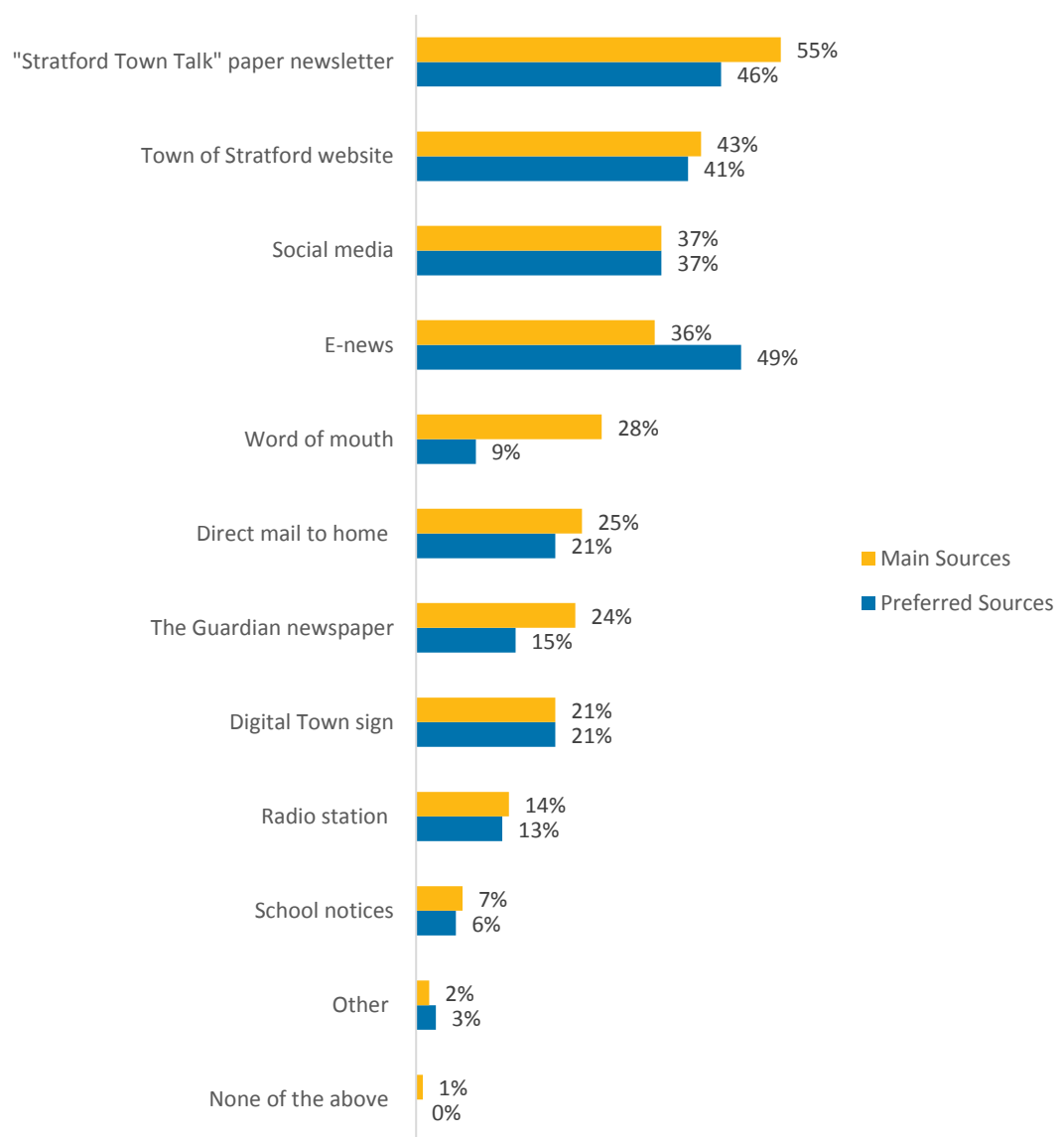


When asked about household volunteer activities aimed at conservation of water or protection of the environment, 90% of respondents did not participate in this type of activity. Of the 10% of individuals that did participate in volunteer activities aimed at water conservation, 55% indicated that these activities directly involved the Town of Stratford. In 2017 when this question was last asked, 17% of individuals were participating in volunteer activities aimed at water conservation.

5.5 Communications

Respondents were asked about the communications channels that were their main source of information about the Town of Stratford and about their preferred methods. The most common form of communications received by residents are the “Stratford Town Talk” paper newsletter (55%), Town of Stratford website (43%), and social media (37%). Respondents preferred method of communications were e-news (49%), “Stratford Town Talk” paper newsletter (46%), and the Town of Stratford website (41%).

Figure 26: “Stratford Town Talk” is the most common way Stratford residents receive information about the Town of Stratford.



Twenty (20) individuals indicated a source besides those listed in Figure 26 as their main source of information regarding the Town of Stratford. Responses included:

- CBC (4 responses)
- Signage at the Town hall and gym (1 response)
- Social interaction (1 response)
- Involvement on committees (1 response)

Some individuals provided responses that were either not relevant to the question asked or listed sources of information already contained in the answer choices available.

Twenty-six (26) respondents indicated preferred sources of information not included in Figure 26. Responses included:

- Reduced paper correspondence and increase use of social media and email (10 responses)
- Would utilize website if it was more user-friendly (3 responses)
- CBC (2 responses)
- Emails or texts for urgent matters (1 response)
- Annual meeting with a town councillor (1 response)

Other notable responses included "anything" and "mail me please." Some individuals provided responses that were either not relevant to the question asked or listed sources of information contained in the answer choices available.

6.0 Improving Governance

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

2019 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

6.1 Satisfaction with Town Performance

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

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

For **overall performance**, 80% of residents were satisfied or very satisfied with the Town's performance, 10% were dissatisfied or very dissatisfied, and 11% chose did not know/no answer.

For **ability to meet your needs**, 73% of residents were satisfied or very satisfied with the Town's performance, 12% were dissatisfied or very dissatisfied, and 15% chose did not know/no answer

For **opportunities for input into planning and decisions for the community**, 71% of residents were satisfied or very satisfied with the Town's performance, 11% were dissatisfied or very dissatisfied, and 18% chose did not know/no answer

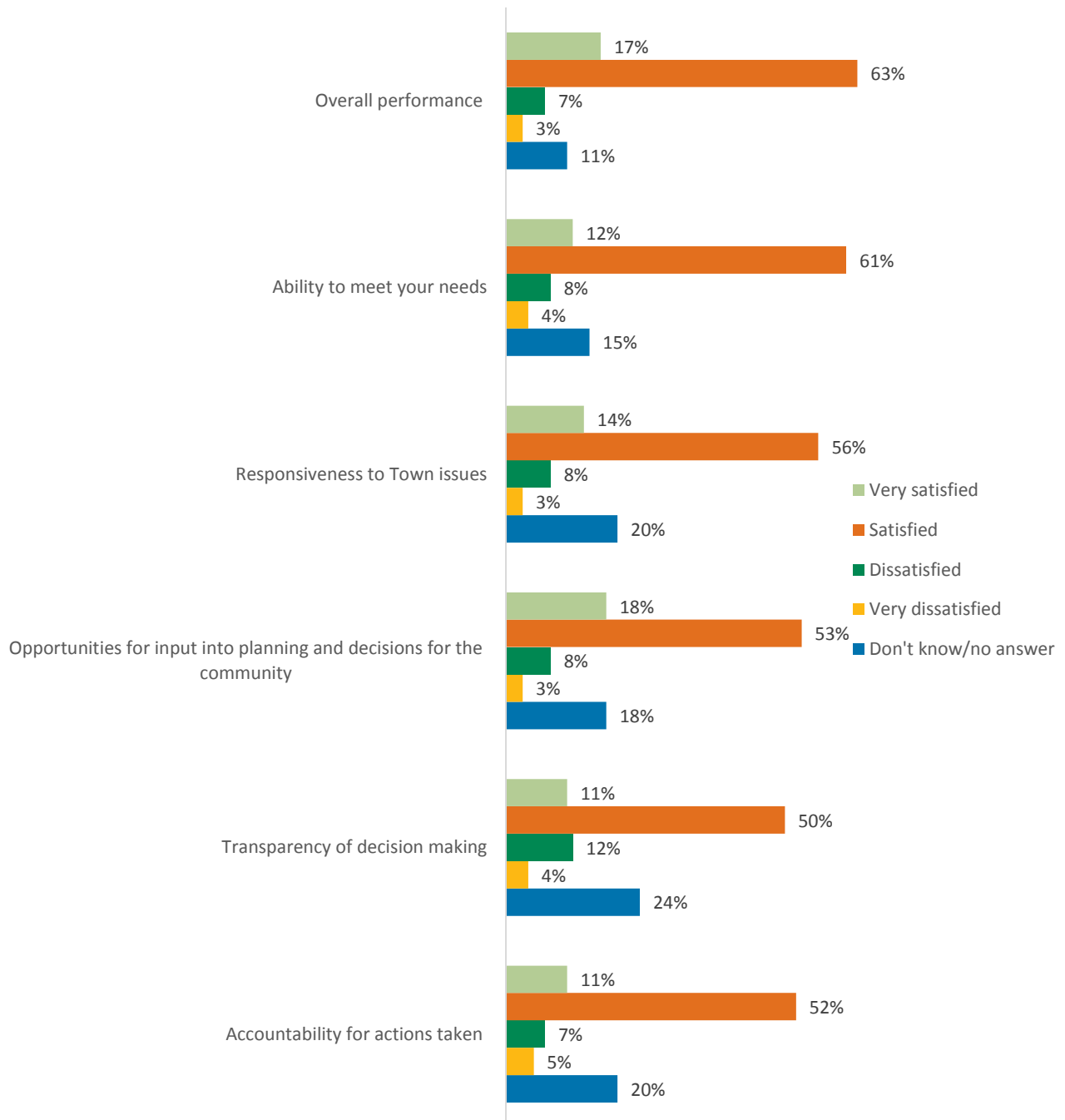
For **transparency of decision making**, 61% of residents were satisfied or very satisfied with the Town's performance, 16% were dissatisfied or very dissatisfied, and 24% chose did not know/no answer.

For **accountability for actions taken**, 63% of residents were satisfied or very satisfied with the Town's performance, 12% were dissatisfied or very dissatisfied, and 20% chose did not know/no answer.

For **responsiveness to Town issues**, 70% of residents were satisfied or very satisfied with the Town's performance, 11% were dissatisfied or very dissatisfied, and 20% chose did not know/no answer.

Twelve percent (12%) of survey respondents skipped this question.

Figure 27: Resident Satisfaction with Town Performance



6.2 Net Promoter Score™

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

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

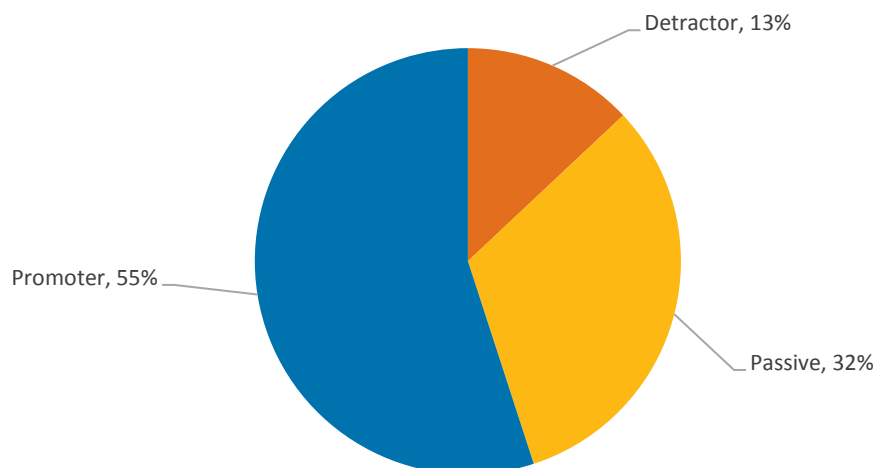
- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively-satisfied residents who are susceptible to offers from competing communities in your area.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

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

The 2019 Net Promoter Score™ for the Town of Stratford is 42 and is comprised of 55% promoters, 32% passives (not included in the calculation), and 13% detractors.

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

Figure 28: Net Promoter Score™ = 42



Respondents were asked what, if anything, the Town could do to increase the likelihood that respondents would recommend Stratford as a place to live. Forty-four percent (44%) of respondents provided an answer to this question. The main themes, receiving 10 or more responses, included:

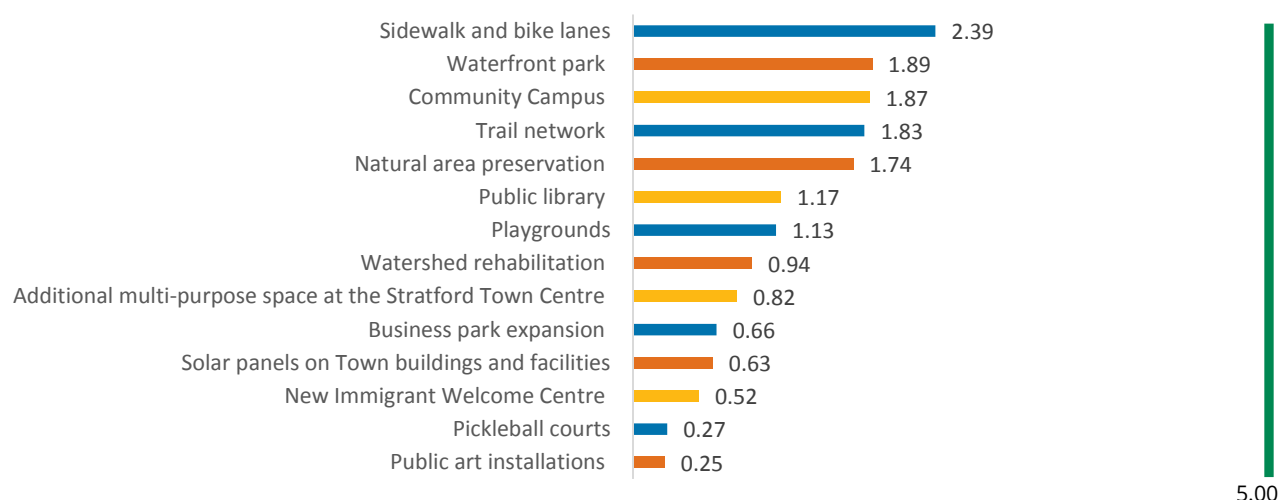
- Lower municipal tax rates
- More restaurants and retail stores
- Safer walking paths, sidewalks, trails, and bike lanes
- Clearing walking paths in the winter months
- Pedestrian bridge access
- Enhanced areas for pet owners to walk their animals
- Improving traffic flow
- Enhancements to Esso intersection
- Better enforcement of speed limits
- Enhanced public transit (especially on weekends)
- Enhanced future development of green space (less tree clearing, more dog parks and trails)
- Better use of the waterfront as a public space
- Enhanced focus on environmental sustainability
- Enhanced focus on water/sewer planning
- More affordable housing
- Increased activities for seniors
- Increased activities for youth

7.0 Capital and Operating Priorities

7.1 Capital Spending Priorities

Survey respondents were asked to rate the top five potential capital spending priorities in order of importance to them and their family. The top five choices in order of importance were assigned a numeric weight and this numeric weight was multiplied by the percentage of responses to give a weighted value to the response. The relative importance of each capital spending item is shown in Figure 29. For comparison purposes, if a capital spending item was ranked number one by all respondents the value would have been five. The maximum possible value is demonstrated by the vertical line on the chart in Figure 29.

Figure 29: Capital spending priorities of Stratford Residents



Thirteen percent (13%) of respondents selected “other” as their answer choice for this question and provided an infrastructure priority not contained in the list above. An analysis of open-ended responses was performed and the main themes were:

- Improved water and sewer in Stratford communities (7 responses)
- Construction of a walking lane on the bridge and better sidewalks in Duck’s landing (9 responses)

Other notable themes with five or less responses included:

- Improved bike lanes
- Additional skating rinks
- Construction of a swimming pool
- Enhanced bus services
- Enhanced wildlife and wetland preservation/tree planting

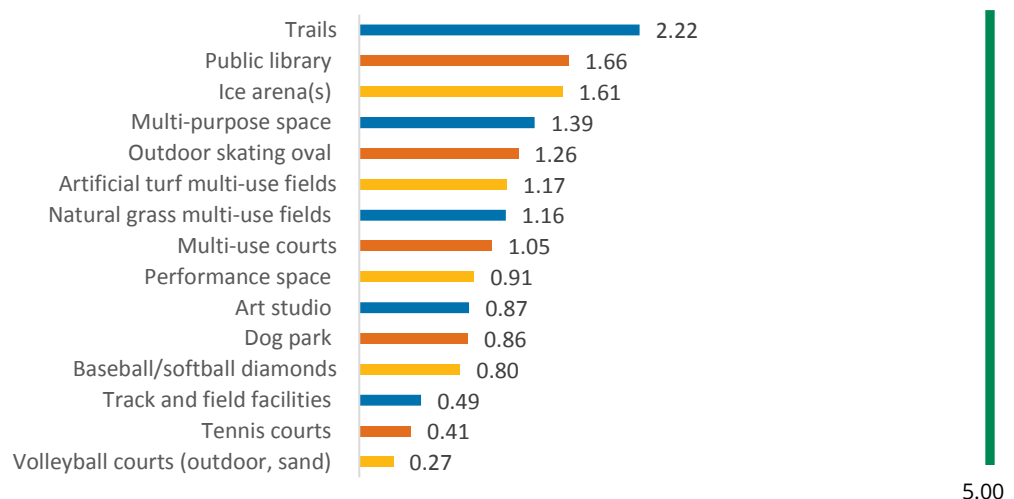
Twenty-five percent (25%) of respondents skipped this question.

7.2 Community Campus Priority Aspects

In the 2018 capital budget the Province of PEI allocated \$38 million to begin the planning and design process of the construction of a new secondary school in Stratford as recommended by the Public Schools Branch. During the public-school review phase by the Public Schools Branch, the town presented a vision for a jointly developed Community Campus wherein a junior and senior high school would be co-located with shared community recreation, wellness and culture facilities on one site.

Survey respondents were asked to rate the top five potential Community Campus aspects they would like the Town to invest in, in order of importance to them and their family. The top five choices in order of importance were assigned a numeric weight and this numeric weight was multiplied by the percentage of responses to give a weighted value. The relative importance of each Community Campus aspect is shown in Figure 30. For comparison purposes, if a Community Campus aspect was ranked number one by all respondents the value would have been five. The maximum possible value is demonstrated by the vertical line on the chart in Figure 30.

Figure 30: Community Campus priority assets of Stratford residents



Seven percent (7%) of respondents selected “other” as their answer choice for this question and provided a capital investment priority related to the proposed community campus not contained in the list above. An analysis of open-ended responses was performed and the most prevalent themes were:

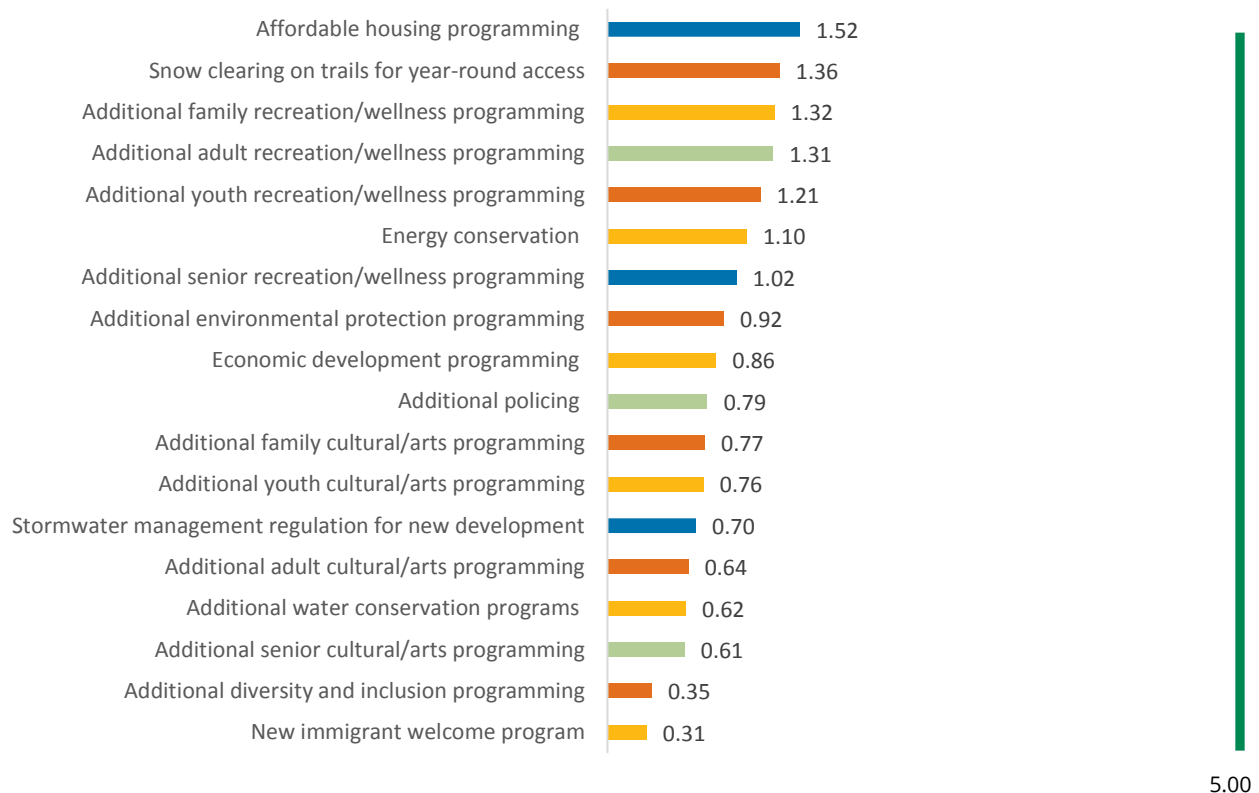
- Indoor swimming pool/aquatic facility (12 responses)
- Curling rink (3 responses)
- Squash courts (2 responses)

Other responses were varied or repeated options provided. Twenty-seven percent (27%) of respondents skipped this question.

7.3 Operational Priorities

Survey respondents were asked to rate the top five potential operational priorities in order of importance to them and their family. The top five choices in order of importance were assigned a numeric weight and this numeric weight was multiplied by the percentage of responses to determine a weighted value. The relative importance of each operational priority is shown in Figure 31. For comparison purposes, if an operational priority was ranked number one by all respondents the value would have been five. The maximum possible value is demonstrated by the vertical line on the chart Figure 31.

Figure 31: Operational priorities of Stratford residents



Four percent (4%) of respondents selected “other” as their answer choice for this question and provided an operational priority not contained in the list above. Some individuals provided responses that were either not relevant to the question asked or listed operational priorities already contained in the answer choices available.

Twenty-seven percent (27%) of respondents skipped this question.

8.0 Other Comments

The final survey question asked respondents if they had any other comments to share with the Town of Stratford. This question is asked so the Town can gather data on issues of importance to residents that are not encompassed in the Annual Resident Survey. Four hundred and twenty-seven respondents provided an answer to this question.

The main themes included:

- Road safety including the poor quality of pavement, speeding, lack of RCMP presence (35 responses)
- Current high rate of taxation and the desire to not have taxes increase in the future (15 responses)
- Preservation of green space (15 responses)
- Lack of bike lanes/walking path on the Hillsborough bridge and the poor quality of the pavement on the bridge (9 responses)
- Affordability of housing, (especially for first time home buyers, (9 responses)

Other notable themes (5 or less responses) included:

- More options for childcare
- More options for after school programming
- Increasing the number of schools in the area
- Construction of a pool
- Construction of a rink
- Increasing the number of playgrounds
- Crowded public gym
- Inability to use gymnasium because it is being used by other individuals or groups
- Increasing programming options for seniors
- Increasing the number of bus stops
- Enhancing the bus schedule to add more times for pick-up/drop-off, especially on weekends
- Increasing the number of dog parks
- Increasing programming for youth
- Continuation of the Annual Resident Survey
- Enhancing existing trail systems and creating new trail systems
- Pursuing alternative energy sources
- Enhancing the Town's website
- Ensuring information on the Town's website is up to date
- Reducing the length of the annual survey

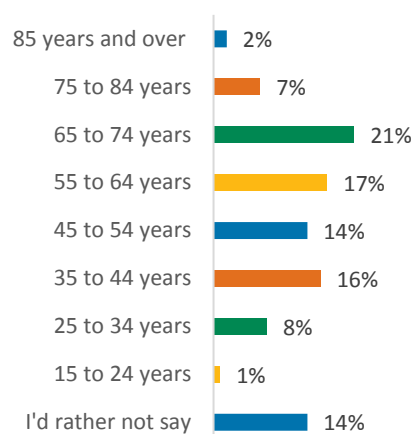
Appendix A: Profile of Respondents

It is not unusual for respondents to skip demographic questions in surveys that allow question skipping. Depending upon the question, 11-14% of respondents chose not to answer the demographic questions asked at the end of the survey.

The majority of respondents to the Stratford Resident Survey 2019 were female (58%). Thirty-eight percent (38%) of survey respondents were male, less than 1% of survey respondents were transgender, third gender, non-binary, non-conforming, or other gender, and 4% of survey respondents preferred not to disclose how they describe their gender.

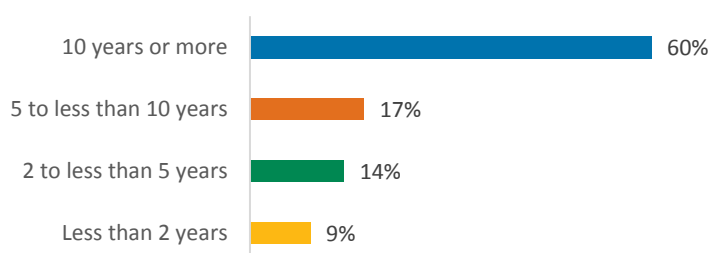
Over half of survey respondents (52%) were in the 45 to 74 year age range. Nine percent (9%) of survey respondents were aged 34 or younger.

Figure A1: Age of respondents



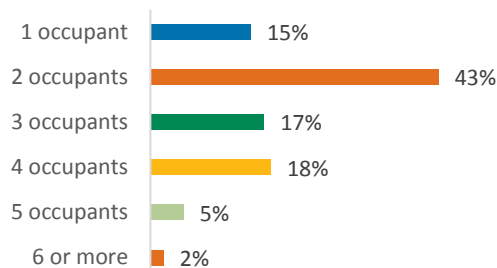
Ninety percent (90%) of survey respondents were born in Canada and 97% of survey respondents reported living in Canada for 10 years or more. Sixty percent (60%) of survey respondents have lived in Stratford for 10 or more years.

Figure A2: How long survey respondents have lived in Stratford



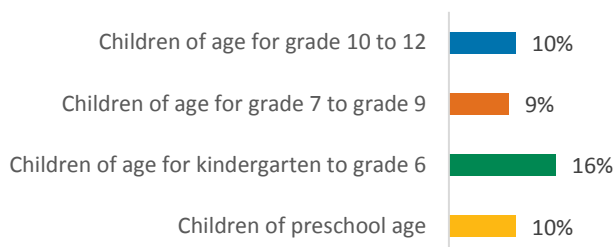
The number of occupants per dwelling shows that 75% of dwellings are inhabited by three or less occupants.

Figure A3: Number of occupants per dwelling



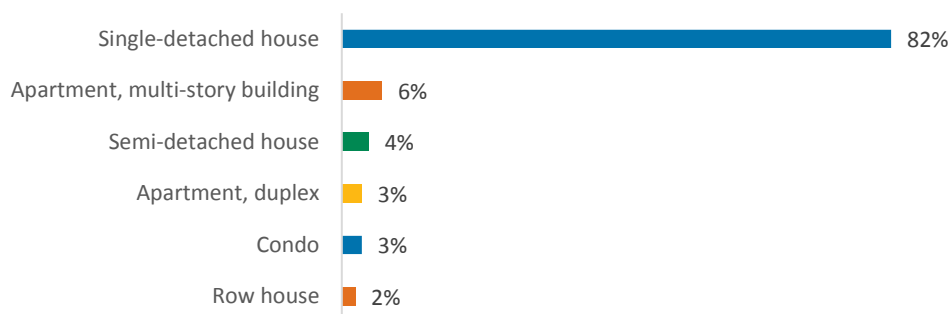
Sixty-eight percent (68%) of respondent's report that they have no children under the age of 19 living in their household. Of the 32% of respondents who reported having children under the age of 19 living in their households, 10% of households have children in grades 10-12, 9% have children in grades 7-9, 16% have children in kindergarten to grade 6, and 10% have pre-school aged children in the household. Respondents were able to select more than one category.

Figure A4: Children under 19 living in the home



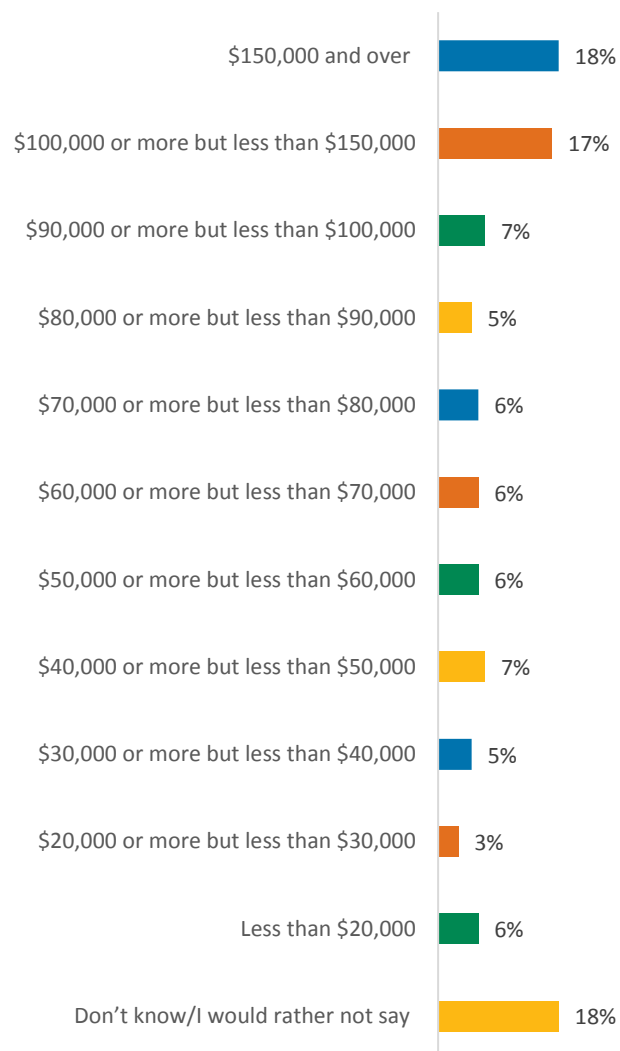
Eighty-nine percent (89%) of respondents indicated they own their dwelling while 11% indicated they rent their dwelling. The majority of respondents (82%) indicated they currently live in a single detached house.

Figure A5: Type of dwelling



Respondents were asked to estimate the total income received by all household members (from all sources before taxes and deductions in 2018. Of the 86% of individuals that responded to this question, the estimated household incomes were:

Figure A6: Total household income



Appendix B: Methodology

The Town of Stratford engaged MRSB consulting Services Inc. to conduct the Stratford Resident Survey 2019, perform analysis of collected information, and report on information collected. The target population for this survey was individuals 16 and over residing in the Town of Stratford, Prince Edward Island.

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

1. Stratford Strategic Plan Objectives as identified by the Town of Stratford staff;
2. Indicators to be repeated year over year (benchmarking questions): satisfaction with town governance; residents self-reported health status; perceptions of community safety; environmental stewardship; and energy conservation measures;
3. Indicators reserved as biannual questions were consistent over the first four years and are unlikely to change dramatically in a single year. This year's biannual indicators include: water management and community engagement;
4. New areas of inquiry (change each year) – specific Town Initiatives and this year's special focus areas: infrastructure and operational priorities, community campus amenities, and awareness of specific Town initiatives.
5. Demographics (e.g. length of residency, type of housing, age, household income).

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

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

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

Survey Distribution

A paper version of the survey was distributed to 3,799 homes, 808 apartments, and 32 farms through the Canada Post Precision Targeter and neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to easily mail paper surveys back to the Town. An online version of the survey was administered using the SurveyMonkey Platform.

MRSB Group's Marketing Department developed and implemented a communications strategy with the goal of encouraging all residents aged 16 and over residing in the Town of Stratford to complete the Annual

Resident Survey. The communications strategy utilized digital channels including the Town of Stratford newsletter, website, Facebook, Twitter, digital sign board, and traditional channels including flyer communications posted around the Town of Stratford and the paper survey distributed via Canada Post.

Key messaging used during survey distribution included:

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

The online survey was launched on January 24, 2019 and the paper survey was delivered to households between February 13 and 15, 2019. Delivery of paper surveys to some residents due to inclement weather which halted Canada Post mail delivery on February 13. The original survey deadline was March 1, 2019 but was extended to March 4, 2019 to allow for delivery delays was delayed caused by inclement weather.

Survey Analysis

Nine hundred and thirty-two (932) survey responses were received (294 paper surveys and 638 online surveys).

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

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under the age of 16 were cleaned from the survey database. Eight responses were removed during data cleaning and analysis was performed on the remaining 924 survey responses.

Survey data was weighted – adjusted to match the demographics for the Town of Stratford, based on the 2016 Census data for age and dwelling, owned or rented, except for the under-representation of the 15-24-year age range which could not be corrected. The survey accuracy (margin of error) was +/- 3.0%, 19 times out of 20.

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

All surveys are subject to non-response bias by people choosing not to participate in the survey. Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. The potential for other nonresponse biases for the survey are recognized for residents with low literacy

skills which might affect response to a paper or online survey and for residents who are newcomers to the province and/or do not have English as a first language.

Reporting

Survey data is represented in this Full Results Report and a Summary Report which are both available on the Town of Stratford's website, www.townofstratford.ca. A presentation of the survey results was made to Town Council and staff on May 17, 2019.



Appendix C: Stratford Resident Survey 2019

Annual Resident Survey



Imagine that!

Town of Stratford



2019



COMPLETE ONLINE AT: WWW.TOWNOFSTRATFORD.CA

Stratford Resident Survey 2019

Welcome!

Dear Resident,

Welcome to the Town of Stratford's 2019 Resident Survey! Now in its eighth year, the survey has become an invaluable tool to measure progress on the Town's strategic objectives, as well as to solicit feedback from residents on potential projects and priorities.

As the Town embarks on several major initiatives, including a new waste water treatment system, construction of a new emergency services building and development of new school infrastructure, additional projects will require careful consideration. That is why this year we are asking you to rank your preference for new expenditures.

Whether you are a new or long-term resident, whether you are currently involved in Town activities or not, whether you rent or own your home, this survey is for you. Your opinion and perspective are important, and we greatly value your input.

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

Sincerely,

Steve Ogden

Mayor, Town of Stratford

Deadline for submitting surveys is March 1, 2019

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

Eligible Participants

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

To reduce costs, you are encouraged to complete the online survey which can be found at: www.townofstratford.ca

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

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

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

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

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

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

Health and Wellness

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.

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

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

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

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

Physical Activity

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

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

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

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

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

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

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

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

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

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

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

- ☐ Yes
- ☐ No

Home Energy Use and Environmental Protection

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

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

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

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

10. 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	Not applicable/don't know
Replaced older light bulbs with LED bulbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a programmable thermostat to automatically lower the temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly wash laundry in cold water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly air-dry laundry (where clothes lines are permitted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Washer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Dryer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved the insulation in the home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

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

13. Does your home have a lawn?

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

Pesticide Use on Lawns

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

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

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

Safety in your Community

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

15. 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.

16. 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

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

- ☐ Increased
☐ Decreased ☐ Don't know
☐ About the same ☐ 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.

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

- ☐ Yes
☐ No

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

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

20. How much confidence do you have in the Stratford RCMP?

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

Water Management

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

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

22. Does your home use...

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

Volunteering

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

- ☐ Yes
☐ No (go to question 28)

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

- ☐ Yes
☐ No
☐ Don't know

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

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

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

- ☐ Yes
☐ No (go to question 28)

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

- ☐ Yes
☐ No

Community Engagement Interest

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

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

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

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

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

Your Town

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

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

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

Town Initiatives

32. 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
Community Energy Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Garden Expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naturally Stratford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"RESPECT" – Road Safety Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer Treatment Plant Replacement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Splash Pad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stratford's Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Think! Stratford" – Support Local Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet Rebate Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zoning Bylaw Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. 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

Think! Stratford – Support Local Initiative

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

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

Naturally Stratford

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

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

RESPECT – Road Safety Campaign

36. Are you/your family more...

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

Capital and Operating Priorities

Council, during its mandate over the next four years, will have to make decisions about new capital and operating priorities to meet the needs of a rapidly growing community. Residents are asked to help council determine which items are priorities by ranking them.

37. With new Infrastructure Funding available, Council will be making decisions on town priorities for capital spending.

Please rate the top five potential capital priorities in order of importance to you and your family. Use a 1 for most important, 2 for the next most important and so on. Make only a total of 5 selections.

	1	2	3	4	5
Additional multi-purpose space at the Stratford Town Centre (Additional meeting rooms, multi-purpose rooms for activities/performances, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business park expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Campus (Concept to co-locate community facilities and school facilities on one site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural area preservation (Multi-step process to include identifying land of ecological significance to Town, Town/partners to acquire or protect the land from development, create natural trails between parcels of land where possible, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Immigrant Welcome Centre (Creation of physical and online space to service newcomers to our community, provide community space to connect with one another for special events, classes, and a dedicated space for hosting cultural and inclusive events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickleball courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public art installations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalk and bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solar panels on town buildings and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trail network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterfront park (treatment plant site and adjacent parkland)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watershed rehabilitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. The proposed community campus concept is to locate community facilities and school facilities on one site so that students have access to nearby wellness and learning opportunities during school hours and the community has access to school facilities after school hours.

Please rate the top five potential items for capital investment related to the proposed community campus in order of importance to you and your family. Use a 1 for most important, 2 for the next most important and so on. Make only a total of 5 selections.

	1	2	3	4	5
Art studio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial turf multi-use fields (soccer, football, lacrosse, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baseball/softball diamonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice arena(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-purpose space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-use courts (basketball, pickleball, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural grass multi-use fields (soccer, football, lacrosse etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor skating oval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Track and field facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volleyball (outdoor sand) courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Further public input will be sought throughout the community campus planning process.

39. Please rate the top five potential operational priorities in order of importance to you and your family. Use a 1 for most important, 2 for the next most important and so on. Make a total of 5 selections.

	1	2	3	4	5
Additional youth cultural/arts programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional adult cultural/arts programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional senior cultural/arts programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional family cultural/arts programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional youth recreation/wellness programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional adult recreation/wellness programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional senior recreation/wellness programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional family recreation/wellness programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional diversity and inclusion programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional environmental protection programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional policing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional water conservation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New immigrant welcome program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snow clearing on trails for year-round access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stormwater management regulation for new development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Satisfaction with Town Performance on Issues Affecting Stratford

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

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

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

Demographics

42. Do you currently own or rent your dwelling?

- ☐ Own ☐ Rent

43. Is this dwelling...?

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

44. 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

45. How long have you lived in Stratford?

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

46. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2018?

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

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

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

48. Your age is:

- | | |
|---|---|
| <input type="checkbox"/> Under 15 years | <input type="checkbox"/> 55 to 64 years |
| <input type="checkbox"/> 15 to 24 years | <input type="checkbox"/> 65 to 74 years |
| <input type="checkbox"/> 25 to 34 years | <input type="checkbox"/> 75 to 84 years |
| <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> 85 years and over |
| <input type="checkbox"/> 45 to 54 years | <input type="checkbox"/> I'd rather not say |

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

- | | |
|--|--|
| <input type="checkbox"/> Children of preschool age | <input type="checkbox"/> Children of age for grade 10 to 12 |
| <input type="checkbox"/> Children of age for kindergarten to grade 6 | <input type="checkbox"/> No children under 19 living in the home |
| <input type="checkbox"/> Children of age for grade 7 to grade 9 | |

50. How long have you lived in Canada?

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

51. Were you born in Canada?

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

52. Do you have any other comments to share?

Thank you for your input!