



Final Report

2016 Stratford Resident Survey

CONTENTS

SUMMARY	I
STRATFORD SURVEY BACKGROUND	I
SURVEY DEVELOPMENT	II
METHODOLOGY	III
RESULTS.....	1
PROFILE OF RESPONDENTS.....	2
IMPROVING ENVIRONMENTAL RESPONSIBILITY	4
IMPROVING GOVERNANCE	8
IMPROVING RESIDENT HEALTH AND SAFETY	19
INCREASING RESOURCE EFFICIENCY	30
INCREASING COMMUNITY ENGAGEMENT.....	38
APPENDIX A – SURVEY QUESTIONS	I
APPENDIX B – MULTI-MODE METHOD DESCRIPTION	XXIV
APPENDIX C – DATA QUALITY ASSURANCE	XXV
APPENDIX D – DATA ANALYSIS NOTES	XXVII

SUMMARY

The Town of Stratford's Sustainable Stratford - Results Matter performance management system includes measures monitored in the annual Residents Survey. This Final Report on the ***Stratford Residents Survey 2016*** has been produced as part of the reporting process. This is the fifth, annual survey and is one method that the Town of Stratford is using to receive feedback from residents and note community changes over time. Results of the survey are used to inform the strategic operations planning process each year.

A Summary Report is also available (see www.townofstratford.ca website.) Additional communications documents have also been created to present findings to the public, Council Members, special committees and staff.

STRATFORD SURVEY BACKGROUND

The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where 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 is called "Sustainable Stratford – Results Matter" and it includes 16 broad objectives and 38 performance indicators. The performance indicators will measure the Town's progress towards its objectives.

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

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

The annual resident survey – now in its fifth year - has been designed to gather the information required for the indicators for which there is no other data source and that is measuring resident opinions and activities. Having a

statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve.

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

Insight Studio is a branding and marketing agency located in Charlottetown, Prince Edward Island. Specializing in branding marketing and communications, Insight Studio works with both public and private sector clients to support them in identifying and achieving their goals. Vicki Bryanton's consulting service, focuses on strategic planning, survey design to achieve strategic goals, implementation needs, data management, management analysis (with statistical analysis performed by Atlantic Evaluation Group Inc.), and reporting.

SURVEY DEVELOPMENT

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

1. Stratford Strategic Plan Objectives as identified by the Town of Stratford staff,
2. Indicators to be repeated year over year (benchmarking questions): satisfaction with town governance; residents self-reported health status; perceptions of community safety; environmental stewardship; and energy conservation measures,
3. Indicators reserved as biannual questions have been consistent over the first four years and are unlikely to change dramatically in a single year. This year's biannual indicators include: communications and active transportation,
4. New areas of inquiry (change each year) - this year focusing on public transit; residents' interests in the purchasing of local products and services; Stratford Farmer's Market; and zoning and development, and
5. Demographics (e.g.- length of residency, type of housing, age, household income).

New This Year

The set of benchmarking questions have been strategically assigned for annual or bi-annual collection. This sampling change began in 2014, after the fourth annual survey, and allows for additional special inquiry questions each year while maintaining the monitoring of benchmark questions and trends.

This year's special inquiry questions focused on public transit, support for local business and services, the Stratford Farmer's Market, and potential changes in zoning bylaws and development plans. Public transit questions focused on current public transit awareness and perception as well as current and potential timing and routing needs. Support for local products and services focused on factors affecting purchasing decisions and on desired products and services. Stratford Farmer's Market questions focused on areas for improvement. Zoning and development questions focused on issues of strategic concern: limiting farm land subdivision, mixed land use, and affordable housing.

These new areas of inquiry led to the development of a significantly longer survey this year.

This year's new questions were tested with an online focus group of Stratford residents. Recruitment was done using email and social media (Facebook, Twitter.) Participating focus group members completed the new survey questions only and responded to questions on survey question clarity and ease of use. Refinements to the new questions were made based on focus group feedback. See final survey questions in Appendix A – Survey Questions.

METHODOLOGY

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

The online survey and paper survey were aligned so that the questions and their position in the survey were the same. Those completing the paper survey did see the skipped-questions not shown to those completing the online survey.

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

Sample

The target population for this survey was the 3,938 households of the Town of Stratford, Prince Edward Island as represented by the 8,574 adult residents in the households. Respondents could complete one of two survey options -- an electronic, online survey (promoted through direct email and multi-media promotions) or a paper survey delivered to Stratford households using a flyer-delivery service. The flier delivery service may not have been as successful in delivering the survey to apartment buildings where mailbox access is not direct.

A vigorous and multi-mode communications strategy resulted in 908 adult residents completing the survey (321 completing paper surveys and 587 completing online surveys) which exceeded the minimum projected sample size of 360.

In an attempt to encourage participation by newcomers to Stratford (whose first language is not English), the Town of Stratford arranged for translation services and a facilitated event where residents could come to have interpretation support while completing the survey. Recruiting elicited responses from two sets of couples. Further contact identified that they were all comfortable responding to the Survey in English but wanted to support the translation event effort by attending. Although uptake was limited, the Town will investigate a similar option in the future.

This year's results, as well as the benchmarking between the 2016 Survey and previous years, were completed using inferential statistics. Significant differences between 2016 and the last year questions were asked are noted in this report. The survey results represent a statistically significant sample of the adults of the community. The survey accuracy (margin of error) was +/- 2.6%, 19 times out of 20, adjusted to match Canadian demographics for Stratford, PEI.

Survey Recruitment

The recruitment strategy for the survey was designed and managed by Insight Studio and implemented in conjunction with Town of Stratford staff. A detailed and comprehensive communications plan was implemented to support the recruitment of Town of Stratford residents to participate in the survey. Tactics

included both direct messaging to residents and broader awareness tactics to act as reminders. Early survey completions pointed to a possible drop in response rate over last year and additional promotions were implemented. Final numbers were lower than last year (9% decrease) but this was anticipated due, in part, to the significant increase in responses last year (thought to be due to inclusion of questions on a controversial topic -- cosmetic pesticide use regulation) and due to the increased length of this year's survey. Despite this anticipated decrease, final numbers for 2016 were 12% higher than 2014.

The survey was launched on January 19, 2016 with the paper survey delivered to households February 15-21, 2016. New this year, paper surveys were delivered by a community group (delivery was done by Canada Post in previous years.) The survey deadline was March 7, 2016 with paper surveys accepted until March 13th to allow for postal return delays. Of note, this year's survey delivery window returned to its historic timeline (the timeline was different last year only).

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

A series of e-blasts were distributed through the Town of Stratford's newsletter email list of approximately 1200 residents and stakeholders, directing them to the online survey and noting that a paper survey would also be delivered to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey.

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

All online survey questions were set to 'optional' to match the option that respondents to paper surveys would have to skip questions. Respondents to the online survey could save their survey and return to it later.

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

The target goal for returned surveys of 360 was exceeded on February 16th or 29 days into the field. Final returns totaled 908 surveys for a response rate of 23.2% (based on 577 completed online and 331 paper returns: 908 returns/3,916 householder drops x 100).

Survey Analysis

Paul Chaulk, researcher and evaluation specialist of Atlantic Evaluation Group, worked with the consultant to develop the analysis plan, which included the weighting of the 2016 data. A more detailed description of survey analysis factors may be found in Appendix D – Data Analysis Notes.

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

Inferential statistics were used to assess whether survey results varied significantly between the 2015 and 2016 surveys (or between 2014 and 2016 in the case of questions not repeated every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data also accounts for differences in question skip rates, not all percentages will equal those reported in previous years' reports. Only differences between years of greater than 10% are reported here.

RESULTS

The Town of Stratford's *Sustainable Stratford - Results Matter* performance management system uses key performance indicators to address progress on strategic objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The **Stratford Residents Survey 2016** is one method that the Town of Stratford is using to receive feedback from residents.

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

Respondents who are 15-24 years old were underrepresented in these survey results (especially among apartment dwellers) compared to the total population. The data was *weighted* - adjusted to match the demographics for the Town of Stratford based on 2011 Census data (Statistics Canada, 2012) for age and dwelling type (except for the under-representation of the 15-24 year olds which could not be corrected.) The survey accuracy (margin of error) was +/- 2.6%, 19 times out of 20.

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

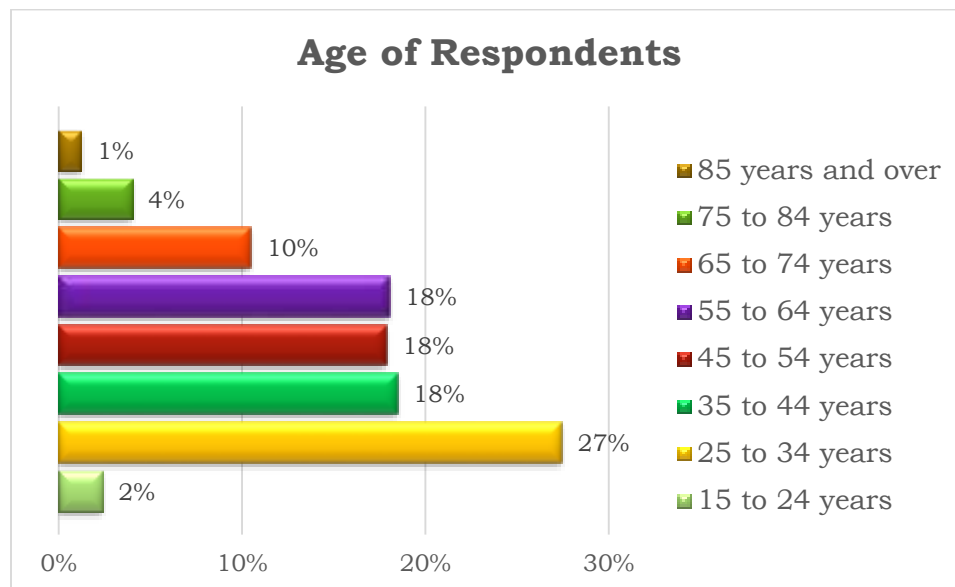
Percentages may not add exactly to 100% due to rounding. For subgroups reporting, only results with a frequency of 30 or greater are described in this report. Only non-response rates (missing data due to question skipping) of over 10% are noted in this Report. This year's results saw a higher than average (for this survey) non-response rate to questions occurring later in the survey. This was anticipated due to the increased length of this year's survey.

PROFILE OF RESPONDENTS

Respondents to the Stratford Resident Survey 2016 were 59% female and 41% male.

The Respondents' ages were:

- 2% aged 15-24 years
- 27% aged 25 to 34 years
- 18% aged 35 to 44 years
- 18% aged 45 to 54 years
- 18% aged 55 to 64 years
- 10% aged 65 to 74 years
- 4% aged 75 to 84 years
- 1% aged 85 and over



Ninety percent (90%) of respondents were Canadian citizens at birth with 10% born in another country. Ninety-six percent (96%) had lived in Canada for 10 years or more, 4% for less than 10 years. Forty-five percent (45%) had lived in Stratford for 10 years or more, 21% for 5 to less than 10 years, 16% for 2 to less than 5 years, and 18% for less than 2 years.

Eighty-three percent (83%) of respondents owned their dwelling while 17% rented. Seventy-seven percent (77%) lived in single detached houses, 6% lived in semi-detached houses, while 3% lived in a row house, and 14% lived in apartments (duplexes or multi-story buildings.)

The number of occupants per dwelling showed 13% of homes with 1 person living in the home, 40% with 2 people, 18% with 3 people, 22% with 4 people, 5% with 5 people, and 2% with 6 or more people living in the home.

Respondents were asked to estimate the total income received by all household members (from all sources before taxes and deductions) in 2015. Of those who responded, the estimated household incomes were:

- 4% with less than \$30,000
- 6% with \$30,000 or more but less than \$40,000
- 6% with \$40,000 or more but less than \$50,000
- 9% with \$50,000 or more but less than \$60,000
- 5% with \$60,000 or more but less than \$70,000
- 7% with \$70,000 or more but less than \$80,000
- 5% with \$80,000 or more but less than \$90,000
- 9% with \$90,000 or more but less than \$100,000
- 20% with \$100,000 or more but less than \$150,000
- 14% with \$150,000 and over
- 16% preferred not to say

It is not unusual for respondents to skip demographics questions in surveys that allow question skipping. For this survey, 13-15% of respondents chose not to answer demographics questions, depending upon the question. Percentages shown are a percentage of those who answered these questions.

IMPROVING ENVIRONMENTAL RESPONSIBILITY

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

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

- Trans Canada Trail Development
- Community Garden
- Naturally Stratford - pesticide education program
- Toilet Rebate program

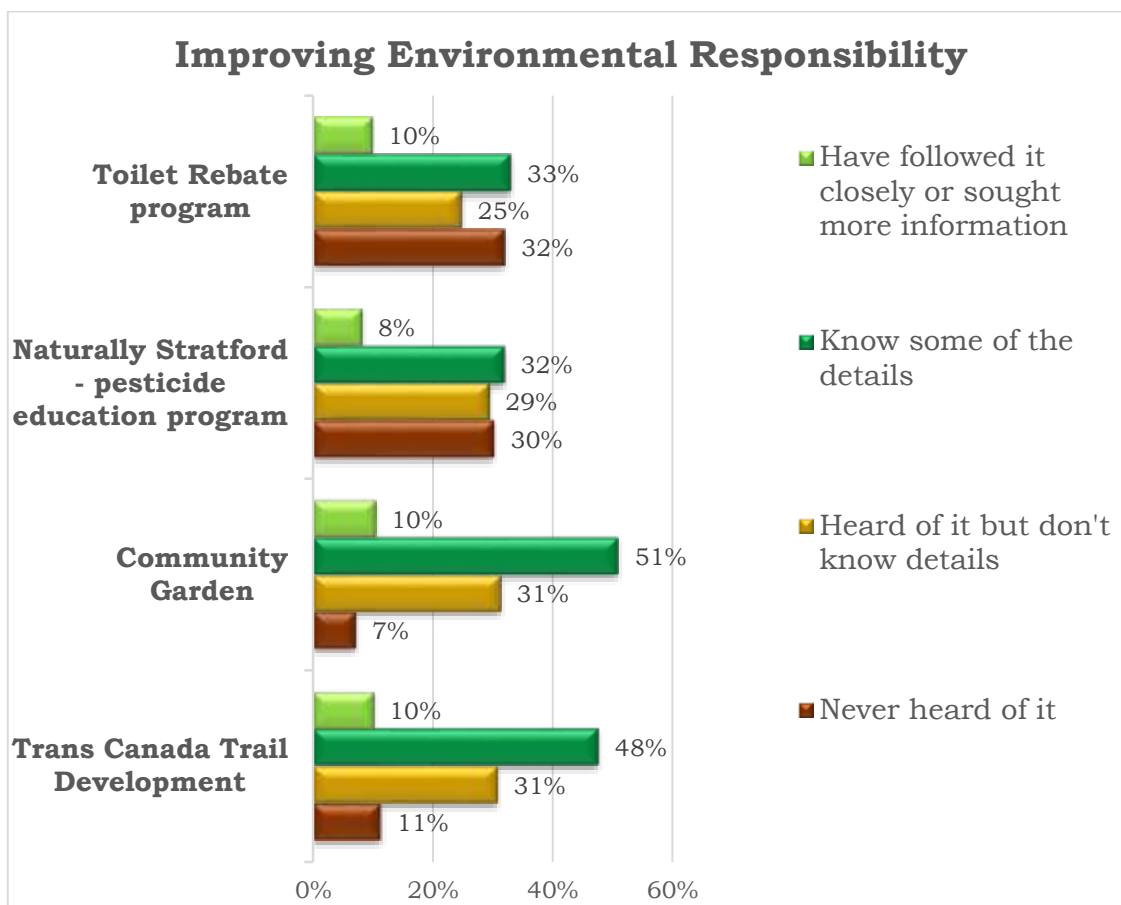
The *Toilet Rebate* program had good recognition with 68% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 32% had never heard of it

The *Naturally Stratford* - pesticide education program had good recognition with 69% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 30% had never heard of it.

The *Community Garden* had high recognition with 92% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 7% had never heard of it.

The *Trans Canada Trail Development* had high recognition with 89% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 11% had never heard of it.

Thirteen to fourteen percent (13-14%) of respondents skipped these questions.



Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-seven percent (97%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 3% felt it was “not very important”, “not at all important, or “don’t know/no answer”. Thirteen percent (13%) of respondents skipped this question.

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

- picking up garbage in a natural area within Stratford
- helping to clean a pond or other waterway within Stratford
- planting trees with the Stratford Area watershed improvement group
- planting trees or shrubs on your property

Thirty-five percent (35%) reported picking up garbage in a natural area of Stratford while 65% did not or indicated that it was not applicable to them.

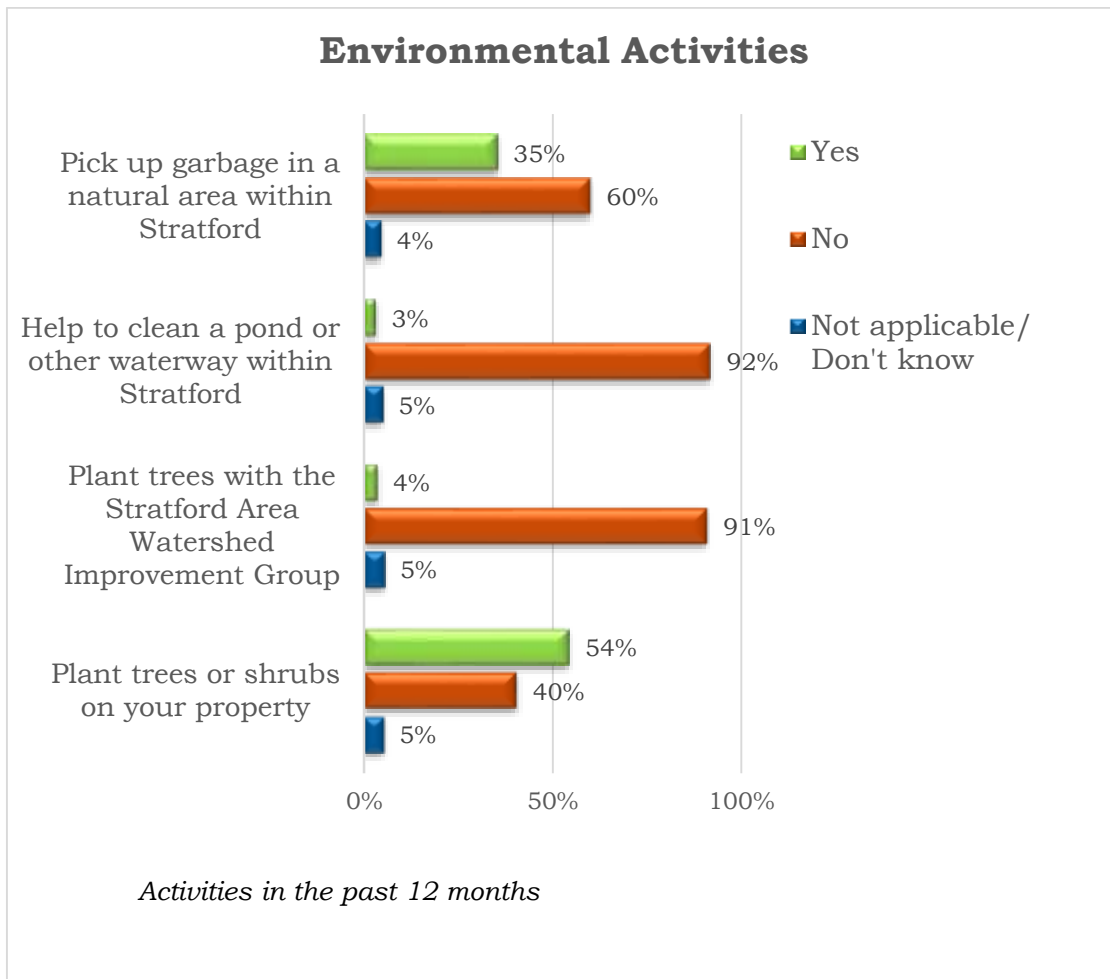
Three percent (3%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 97% reporting not helping to clean a

pond or waterway within Stratford or indicated that it was not applicable to them.

Four percent (4%) reported planting trees with the watershed group within the last 12 months with 96% reporting not planting of trees or shrubs or indicated that it was not applicable to them.

Fifty-four percent (54%) reported trees or shrubs being planted on their property within the last 12 months with 46% reporting not planting trees or shrubs or indicated that it was not applicable to them.

Fourteen to sixteen percent (14-16%) of respondents skipped these questions.

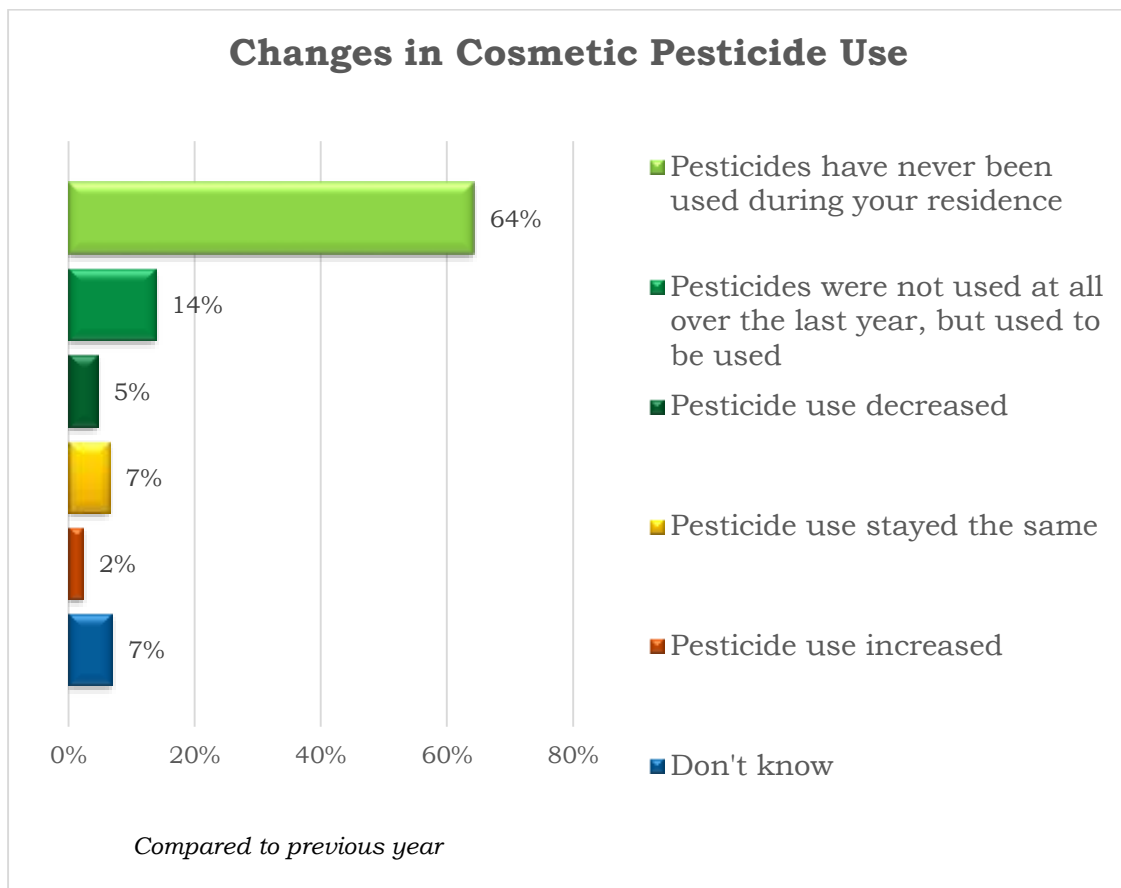


Lawns and Cosmetic Pesticide Use

Ninety-three percent (93%) of respondents reported having a lawn (13% of respondents skipped this question.)

For the purposes of this survey, the term “pesticides” refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests. Residents were asked about changes in their lawn pesticide use.

The majority of respondents, 64% reported that lawn pesticides have never been used during their residency. Fourteen percent (14%) did not use pesticides within the last year (but they had been used in the past.) For the rest, 7% reported that pesticide use remained the same, 7% did not know what had occurred, 5% reported decreased pesticide use, and 2% reported an increase in pesticide use compared to the previous year.



IMPROVING GOVERNANCE

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

Survey participants were asked: “When you think about the Town of Stratford, how satisfied are you with each of the following areas?”

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

For “overall performance”, 80% of residents were satisfied or very satisfied with the Town’s performance, 8% were dissatisfied or very dissatisfied, and 12% chose “did not know/no answer”.

For “ability to meet your needs”, 74% were satisfied or very satisfied and 10% were dissatisfied or very dissatisfied, and 16% chose “did not know/no answer”.

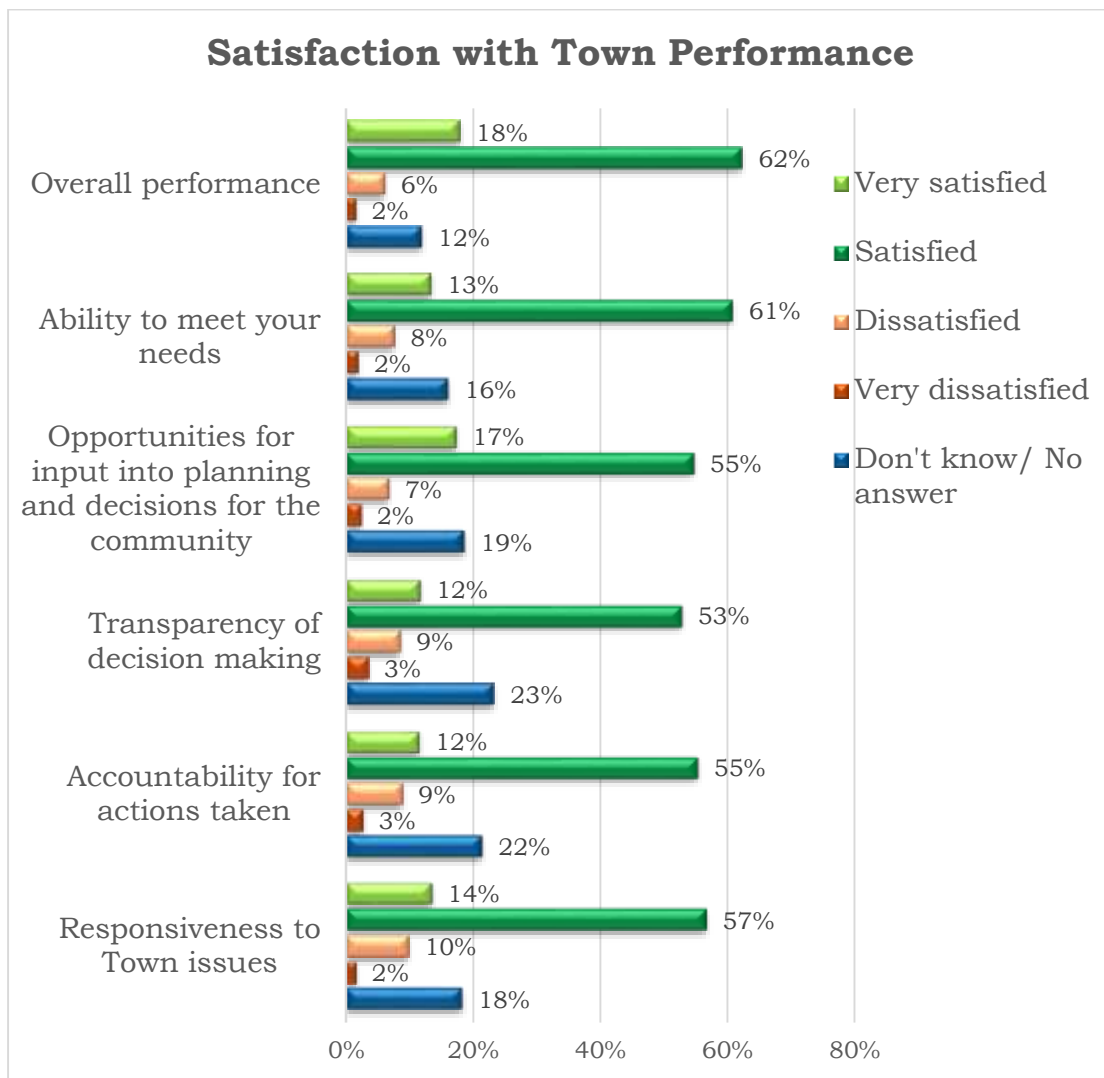
For “opportunities for input into planning and decisions for the community”, 72% were satisfied or very satisfied and 9% were dissatisfied or very dissatisfied, and 19% chose “did not know/no answer”.

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

For “accountability for actions taken”, 67% of respondents were satisfied or very satisfied with 12% dissatisfied or very dissatisfied, and 22% chose “did not know/no answer”.

For “responsiveness to Town issues” 71% of respondents were satisfied or very satisfied with 10% dissatisfied or very dissatisfied, and 18% chose “did not know/no answer”.

Fifteen percent (15%) of respondents skipped these question.



Respondents could also add additional comments following these questions. A review of the 115 comments were grouped as they related to: sewage/lagoon, traffic – safety/speeding, leadership/council/mayor (positive and negative), parks/beachfronts, trails, and a variety of other topics. All comments are reviewed for use by the Town in its strategic planning.

NET PROMOTER SCORE™

Last year marked the first year for inclusion of an annual *Net Promoter Score™*¹ question.

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

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

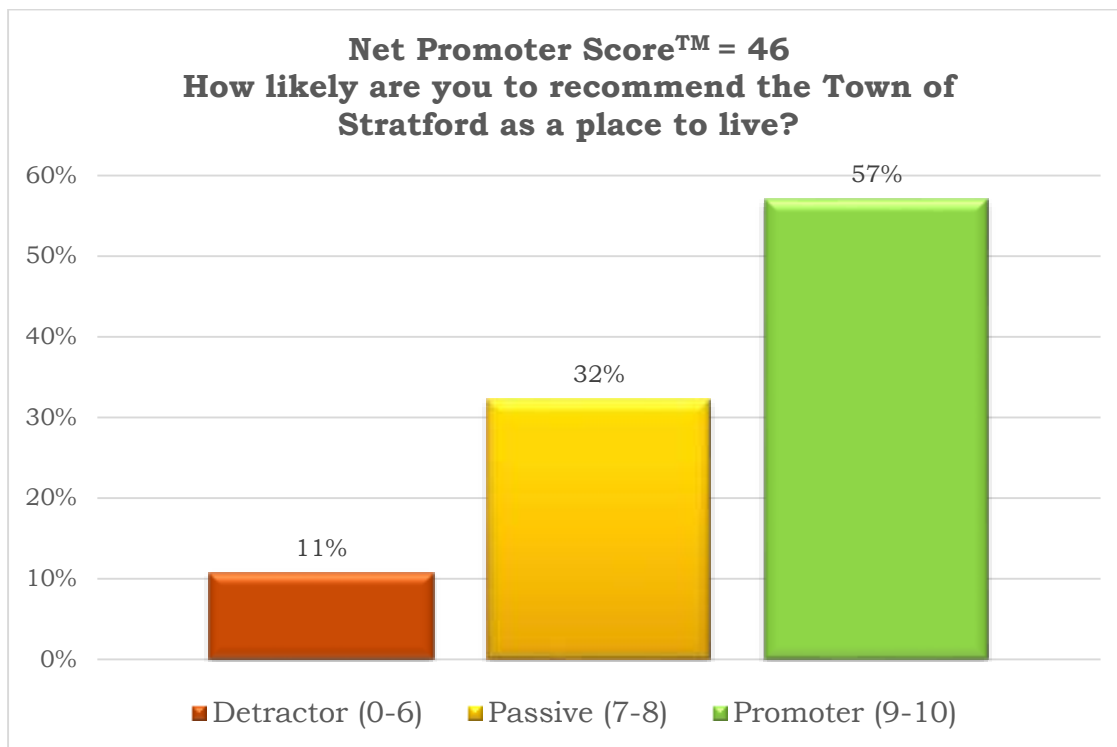
Survey respondents were asked: ***How likely are you to recommend the Town of Stratford as a place to live to a colleague or friend?*** – and scored their answer on a scale of 0-10 where 0 = not likely and 10 = very likely.

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

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

The Town of Stratford's *Net Promoter Score™* is: 46 and is made up of 57% Promoters, 32% Passives, and 11% Detractors. There was no significant change in the *Net Promoter Score™* over last year.

¹ *Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.*



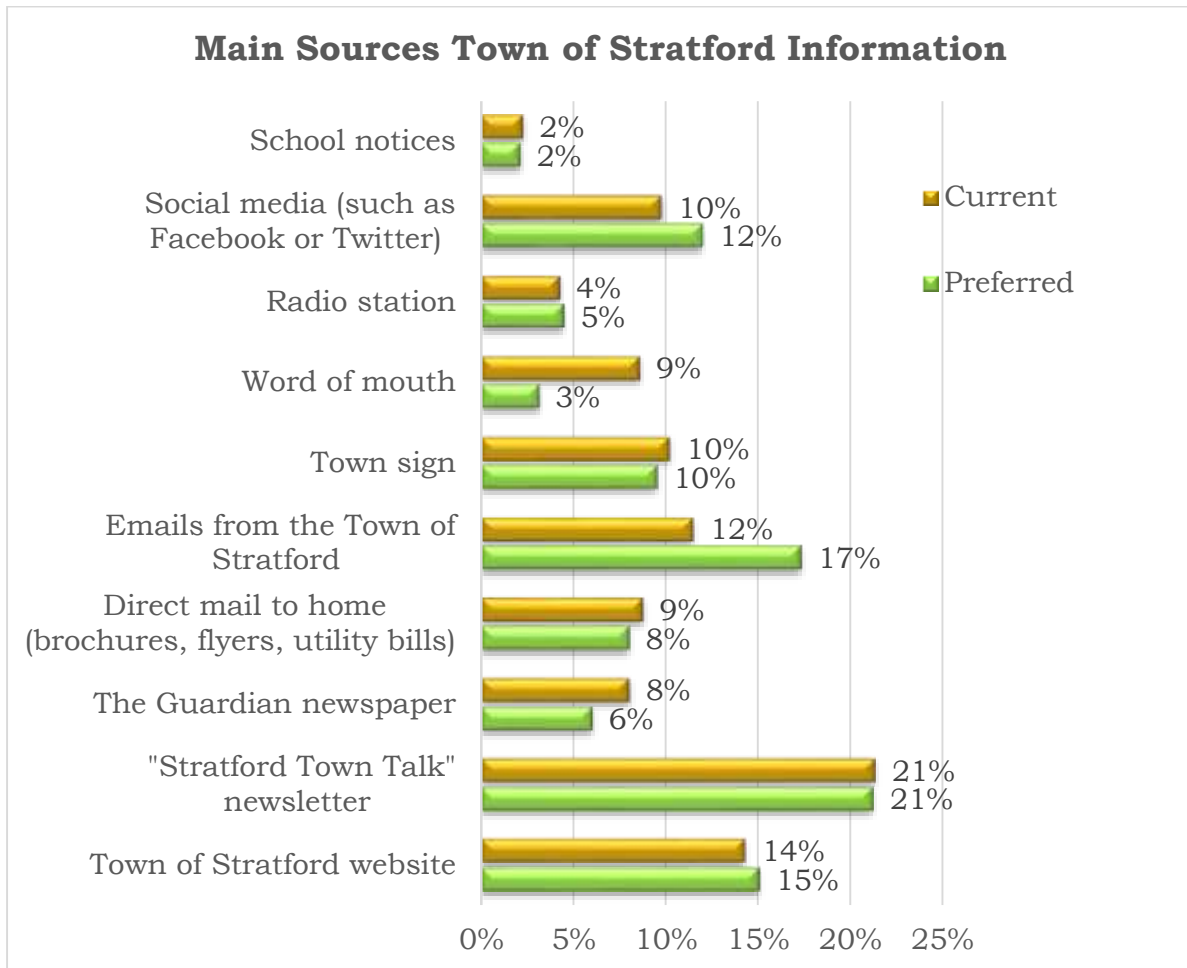
Respondents were also asked: ***What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live?*** In addition, respondents had a final chance to share additional comments at the end of the survey. The 597 comments were reviewed and grouped as they related to: dissatisfaction with taxes, recreation suggestions, sewage/lagoon mitigation, business development (positive and negative), pesticide use, extension of sidewalks, housing/multi-unit dwellings, Hillsborough Bridge safety concerns, traffic/road safety (not bridge related), Leadership/Council/Mayor (positive and negative), trails, parks/beach fronts access and usage, RCMP/law or bylaw enforcement, traffic (speeding/safety), infrastructure improvements, waterfront development, and community feelings (positive and negative). All comments are reviewed for use by the Town in its strategic planning.

COMMUNICATIONS

Respondents were asked about the communications channels that were their main sources of information about the Town of Stratford and about their preferred methods.

Twenty-one percent (21%) of respondents currently receive, and prefer to receive information through the *Stratford Town Talk newsletter*. The *website* was the second most common channel at 14% and was preferred by 15% of respondents. *Emails* were currently a source of information for 12% of respondents and preferred by 17%. *Social media* was a source for 10% (preferred by 12%), *Town Sign* by 10% (preferred by 10%), *direct mail* by 9% (preferred by 8%), *word-of-mouth* by 9% (preferred by 3%), the *Guardian newspaper* by 8% (preferred by 6%), *radio* by 4% (preferred by 5%), and *school notices* were a current source for 2% (preferred by 2%).

Compared to the 2014 survey (when these questions were last offered), there was a 12% decrease in the number of people reporting getting their information from the *Guardian* newspaper and a 14% increase in the number of people reporting getting information through social media. When noting preference for receiving information about the Town, there was a 10% drop in those choosing *Stratford Town Talk* newsletter and direct mail to their home, while there was an 11% increase in those choosing social media as their preferred source.



Seventy-four percent (74%) of respondents have gone to the Town of Stratford website. In their most recent visit(s), 49% reported that they were able to find what they were looking for *every time*, 45% found what they were looking for *sometimes*, and 6% *could not find what they were looking for* on their most recent visit(s). Respondents who could not find what they were looking for could also add comments. The 127 comments were reviewed and grouped as they related to: finding activities information, schedules for activities/events, specific events information, Council meetings/minutes, and difficulty navigating the site.

TOWN INITIATIVES

Respondents were asked about their awareness of current Town initiatives including:

- Stratford's Youth Centre
- RESPECT – Traffic Safety Campaign
- Stratford Community Market
- Stratford Library

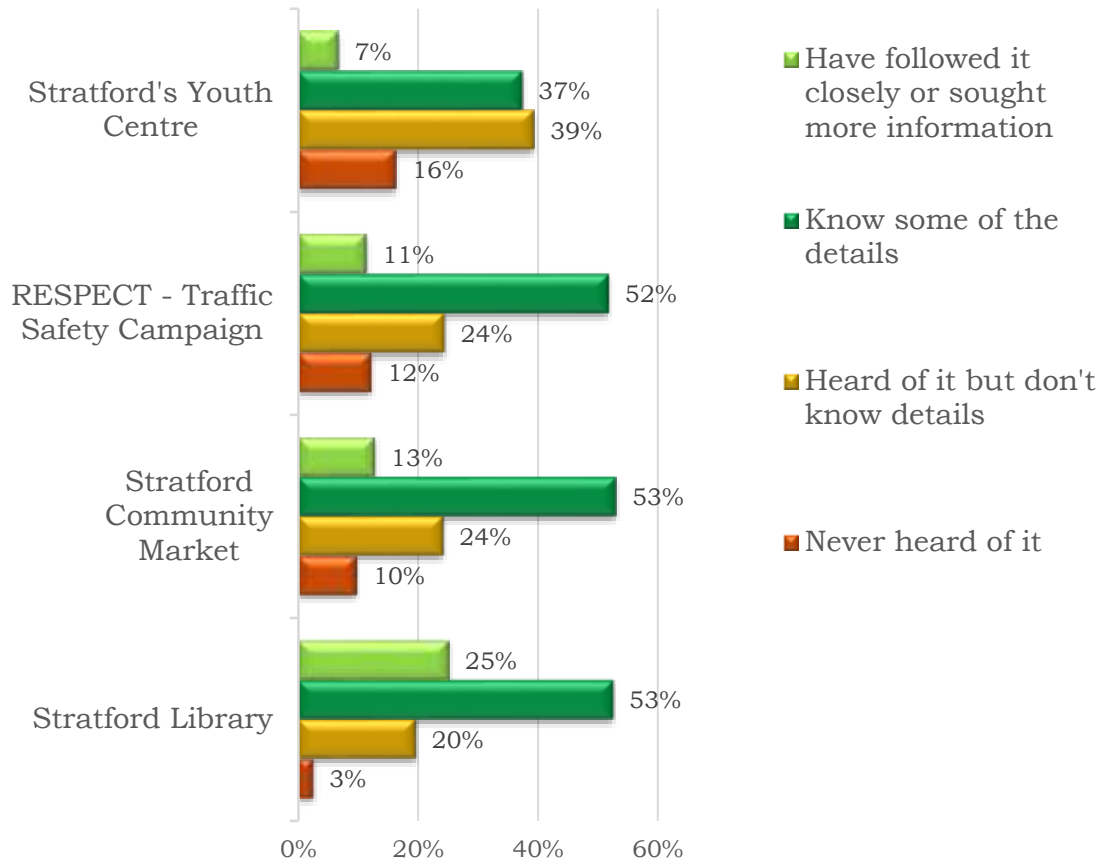
Forty-four percent (44%) of respondents have followed closely or sought more information or know some of the details about the *Stratford Youth Centre*, 39% heard of it but don't know details, and 16% have never heard of the Centre.

Sixty-three percent (63%) of respondents have followed closely or sought more information or know some of the details about the *RESPECT – Traffic Safety Campaign*, 24% heard of it but don't know details, and 12% have never heard of the Campaign.

Sixty-six percent (66%) of respondents have followed closely or sought more information or know some of the details about the *Stratford Community Market*, 24% heard of it but don't know details, and 10% have never heard of the Community Market.

Seventy-eight percent (78%) of respondents have followed closely or sought more information or know some of the details about the *Stratford Library*, 20% heard of it but don't know details, and 3% have never heard of the Stratford Library.

Awareness of Town Initiatives



SUPPORTING LOCAL

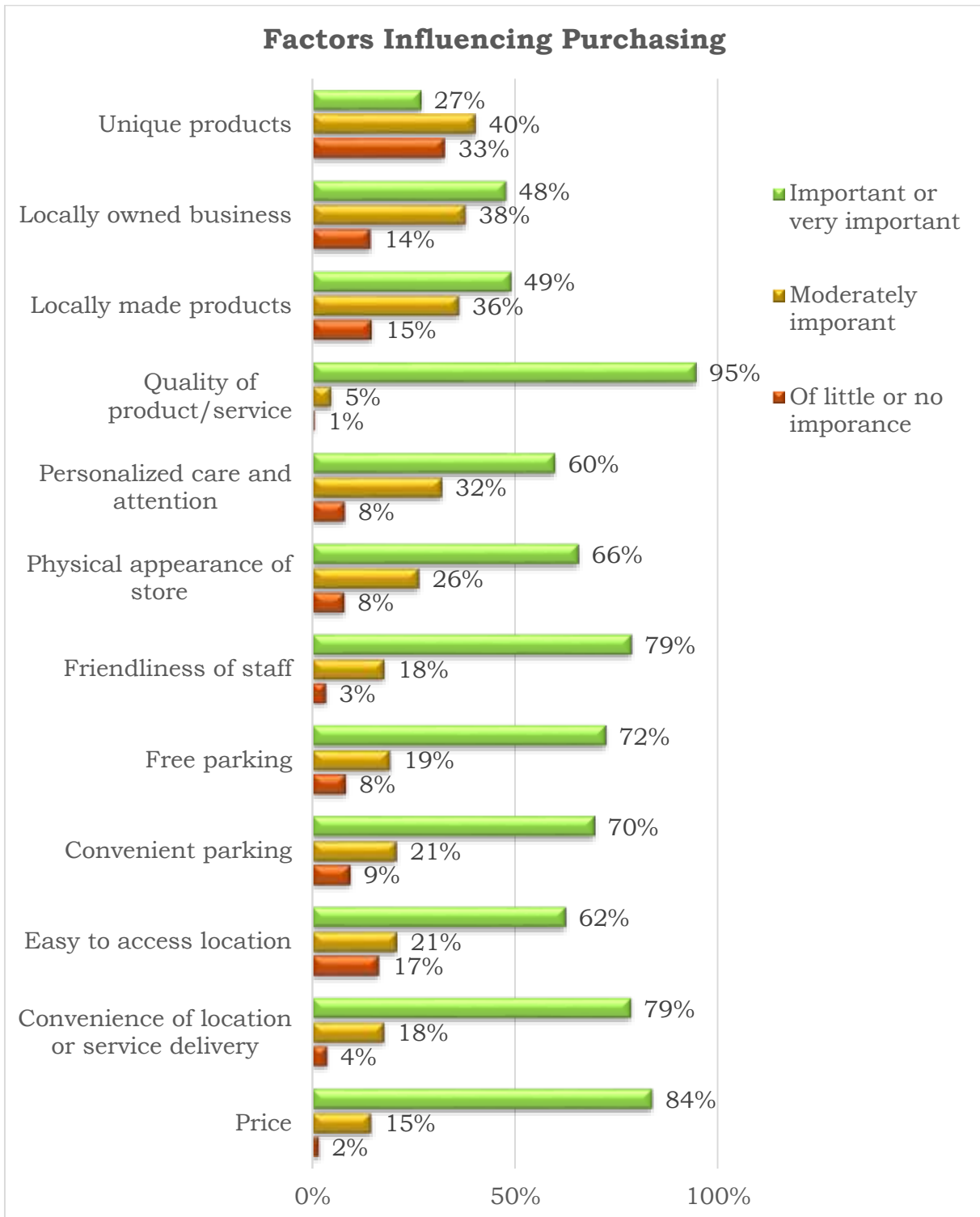
The Town is working to create a vibrant local economy in which community members make spending choices that maximize benefit to Stratford and its residents.

Survey respondents were asked to identify the importance of certain factors in influencing their purchasing behaviour:

- Of greatest importance was *quality of product or service* with 95% of respondents identifying it as important or very important, 5% identified it as moderately important, and less than 1% identified it as of little or no importance.
- *Price* was an important or very important factor for 84% (15% moderately important, 2% of little or no importance.)
- *Convenience of location or delivery service* was an important or very important factor for 79% (18% moderately important, 4% of little or no importance.)
- *Friendliness of staff* was an important or very important factor for 79% (18% moderately important, 3% of little or no importance.)
- *Free parking* was an important or very important factor for 72% (19% moderately important, 8% of little or no importance.)
- *Convenience of parking* was an important or very important factor for 70% (21% moderately important, 9% of little or no importance.)
- *Physical appearance of store* was an important or very important factor for 66% (26% moderately important, 8% of little or no importance.)
- *Easy to access location* was an important or very important factor for 62% (21% moderately important, 17% of little or no importance.)
- *Personalized care and attention* was an important or very important factor for 60% (32% moderately important, 8% of little or no importance.)
- *Locally made products* was an important or very important factor for 49% (36% moderately important, 15% of little or no importance.)
- *Locally owned business* was an important or very important factor for 48% (38% moderately important, 14% of little or no importance.)
- *Unique products* were an important or very important factor for 27% (40% moderately important, 33% of little or no importance.)

Respondents could also add additional comments following this question. The 47 comments were reviewed and grouped as they related to: specifics about service/types of stores, pricing, hours of operation and quality.

Eleven percent (11%) of respondents skipped these questions.

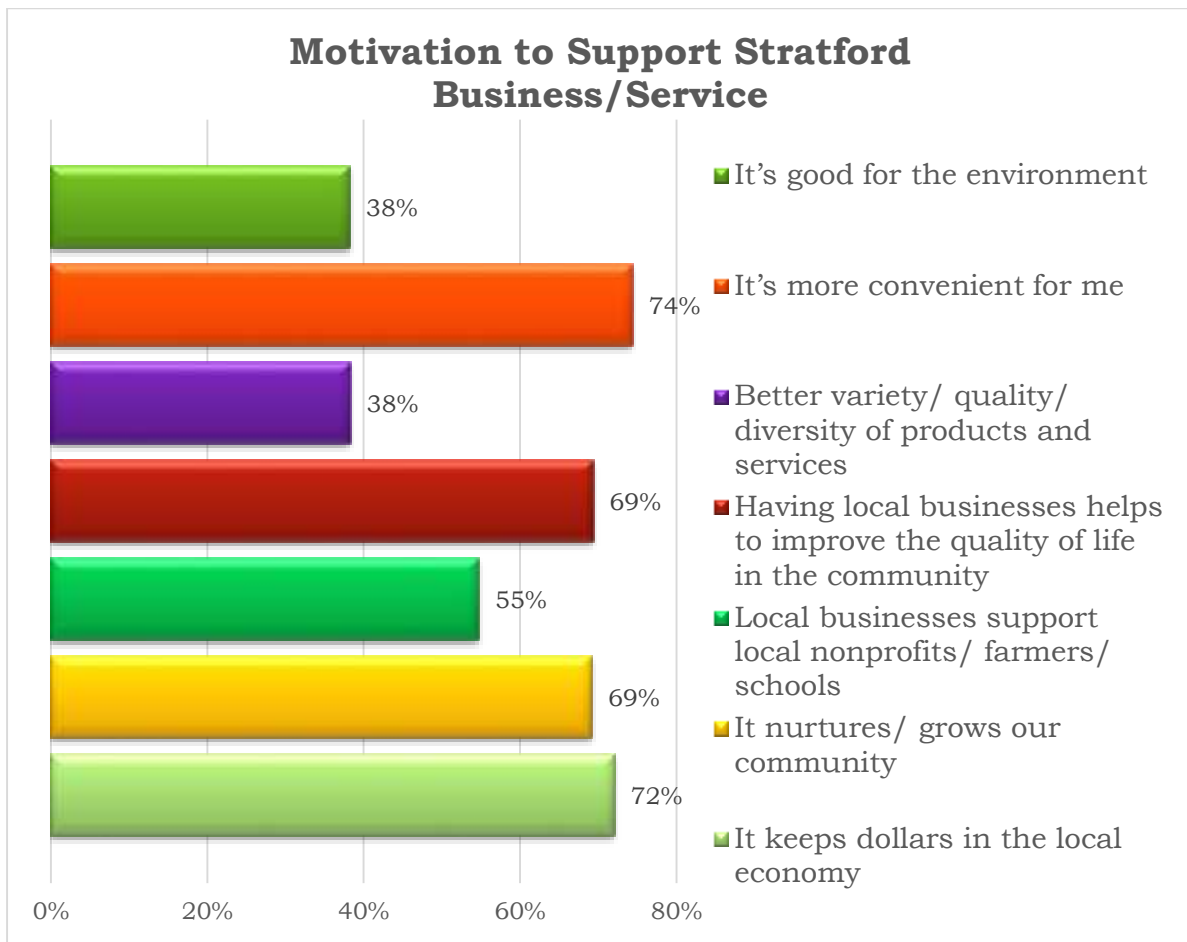


Ninety percent (90%) of respondents report that supporting Stratford business and/or services is important to them. All respondents were asked if their spending on products/services from Stratford had changed over the last 12 months. Sixty-three percent (63%) reported that *spending had stayed about the same*, 19% *increased*, and 18% reported that *spending had decreased*.

MOTIVATION TO SUPPORT STRATFORD BUSINESSES AND SERVICES

Respondents were asked to identify motivating factors for supporting local business and services.

Seventy-four percent (74%) of respondents indicated that supporting local was *more convenient*, 72% indicated that it *keeps dollars in the local economy*, 69% identified that having local businesses *helps to improve the quality of life in the community*, 55% identified local businesses *support local nonprofits/ farmers/schools*, and 38% were motivated by *better variety/quality/diversity of products and services* as well as it being *good for the environment*.



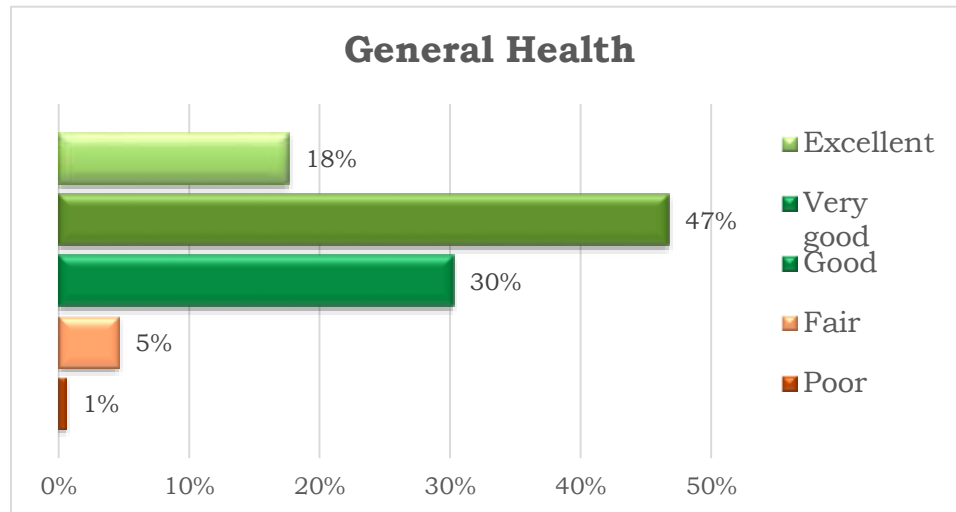
Respondents were asked what they would like to see offered in Stratford and were able to provide up to three products/services. A review of the compiled 960 comments will be used to inform businesses of the interests of Stratford residents. Interest areas included: hardware/building supply store (of note, a major store had closed in Stratford in the Fall of 2015), restaurants (specific types and quality), locally grown and/or organically grown food, grocery store, banking services, big box store, and a variety of specialty services.

IMPROVING RESIDENT HEALTH AND SAFETY

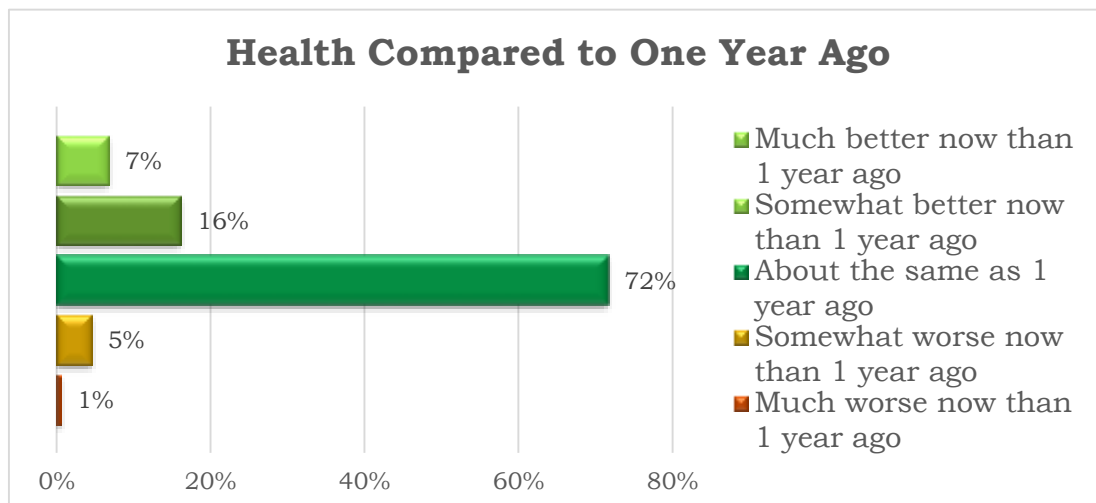
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

Health and Wellness

Ninety-five percent (95%) of Stratford residents self-report their health as excellent, very good or good with 18% having excellent health, 47% having very good health, 30% with good health, 5% in fair health and 1% with poor health.



When asked “compared to one year ago, how would you say your health is now?”, 72% reported that their health is about the same, 16% reported their health as somewhat better now, 7% reported it as much better now, 5% reported their health as somewhat worse now, and 1% reported their health as much worse now than one year ago.



Physical Activity and Physical Limitations

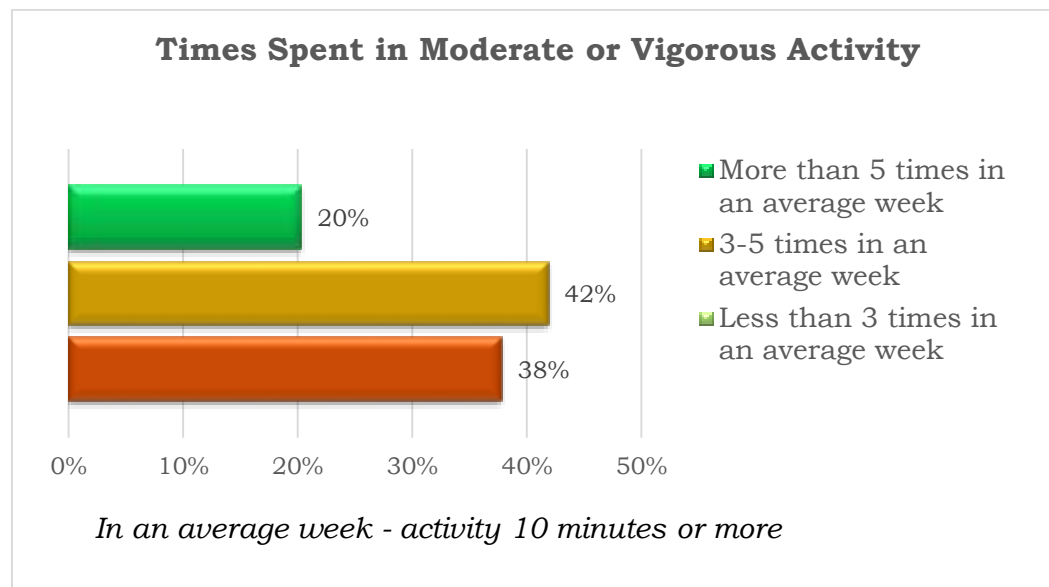
Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. (Canadian Society for Exercise Physiology (CSEP), 2012)

In the survey, the following definition was used:

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

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

Residents were asked about the number of times in an average week that they would engage in moderate to vigorous activity lasting for 10 minutes or more. Twenty percent (20%) reported engaging in moderate to vigorous activity sessions more than 5 times in an average week, 42% reported 3-5 times, and 38% reported less than 3 times in an average week.



Residents were asked to add up the time spent in moderate to vigorous activity in an average week (including sessions that lasted at least 10 minutes.) During an average week, 39% spent more than 2.5 hours (total time) in moderate or vigorous activity per week, 34% spent 1 to 2.5 hours (total time) in moderate or

vigorous activity per week, and 27% spent less than 1 hour (total time) in moderate or vigorous activity per week.

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

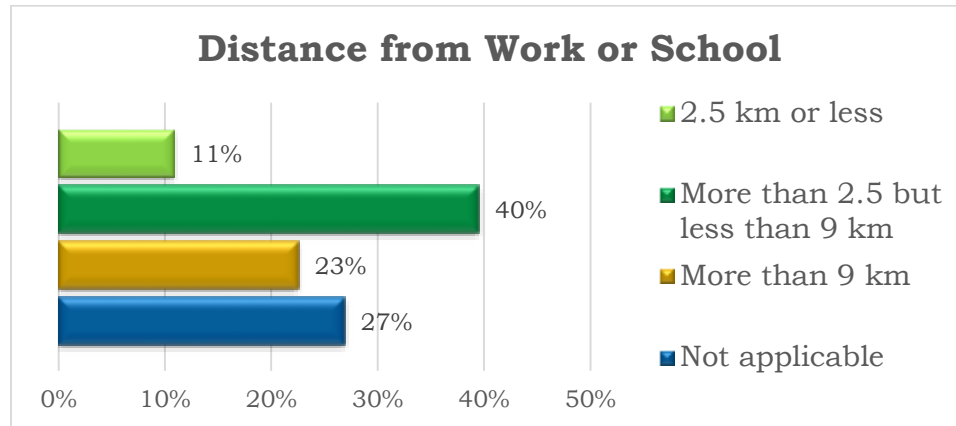
The majority of residents are not limited in the amount or kind of activity they can do with 65% reporting no limitations, 17% reporting limitations sometimes, 9% reporting limitations often, and 8% indicating that the question was not applicable.

Ninety-four percent (94%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 6% require support.

ACTIVE TRANSPORTATION

Active Transportation to/from Work or School

Residents were asked about the distance they must travel to get to (or from) school or work. Eleven percent (11%) travelled less than 2.5 km to get to (or from) work or school, 40% travelled more than 2.5 km but less than 9 kms, 23% travelled more than 9 kms, and 27% did not travel to work or school.



Residents who travelled to work or school were asked how frequently they used some form of active transportation to get to (or from) work or school.

Three percent (3%) of residents report “usually or always” walking to work or school, 2% report walking about ½ the time, 12% report walking occasionally, and 84% report never walking to or from work or school.

No residents reported jogging or running to school or work as “usually, always, or about half the time”. Six percent (6%) of residents occasionally jog or run with 94% reporting never jogging or running to work or school.

Three percent (3%) of residents usually/always or bike about ½ the time, 15% bike occasionally, and 82% never bike to work or school.

Active Transportation for Shopping or Running Errands

Residents were asked if they routinely walked to shops or to run errands. Twenty-one percent (21%) reported routinely walking to shops or to run errands while 76% reported not walking, and 3% reported not applicable.

Three percent (3%) of residents reported routinely running or jogging to shops or to run errands, 94% do not run/jog for these purposes, 3% reported that it was not applicable, and 13% skipped this question.

Ten percent (10%) of residents reported routinely biking to shops or to run errands, 87% do not bike for these purposes, 3% reported that it was not applicable, and 12% skipped this question.

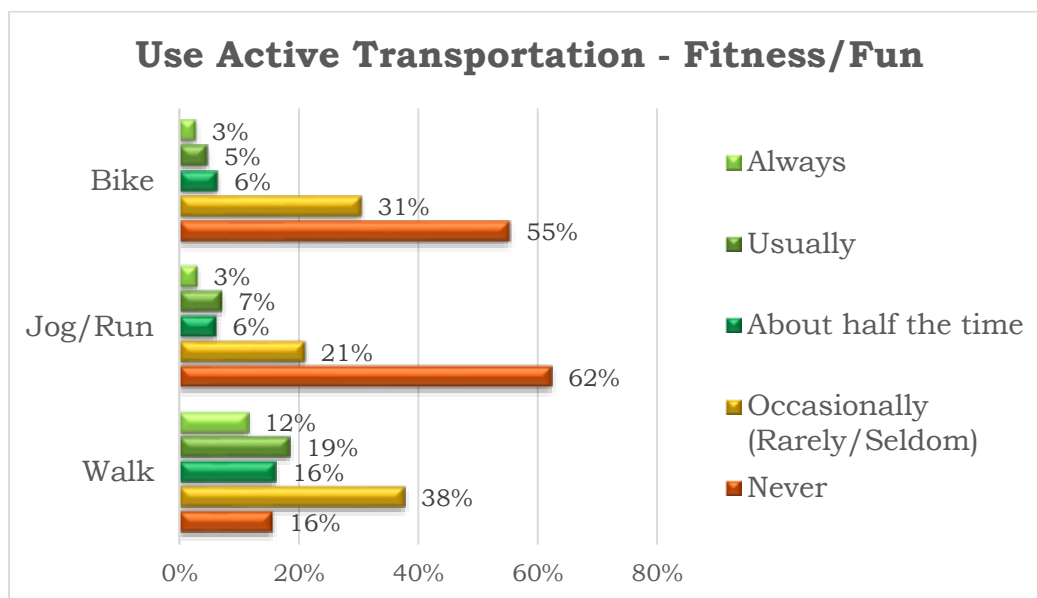
Active Transportation for Fitness or Fun

Residents were asked if they “routinely” walk, jog/run, or bike for fitness or fun within the Town of Stratford.

Thirty-one percent (31%) reported usually or always walking, 16% used walking about ½ the time, 38% reported occasionally walking, and 16% never used walking in Stratford for fitness or fun.

Jogging or running in Stratford was reported by 10% of respondents as usually or always, 6% about ½ the time, 21% occasionally, never by 62%, and 18% skipped this question.

Usually or always biking for fitness or fun in Stratford was reported by 8% of respondents, 6% biked about ½ the time, 31% occasionally, 55% never bike for fitness or fun in Stratford, and 16% skipped this question.



Active Transportation for Visiting Family and/or Friends within Stratford

All residents were asked about their visiting routines within Stratford. Fifty-nine percent (59%) responded that they do routinely visit family or friends within Stratford and 41% responded that they do not. This represents 16%

fewer respondents visiting family and friends within Stratford compared to 2014 when this question was last offered.

Of the 59% who **do** routinely visit within Stratford:

- 48% routinely walked to visit,
- 8% routinely jogged or ran, and
- 21% reported routinely biking to visit family or friends.

Between 7-17% reported that the questions were not applicable or skipped these questions.

Barriers to Active Transportation

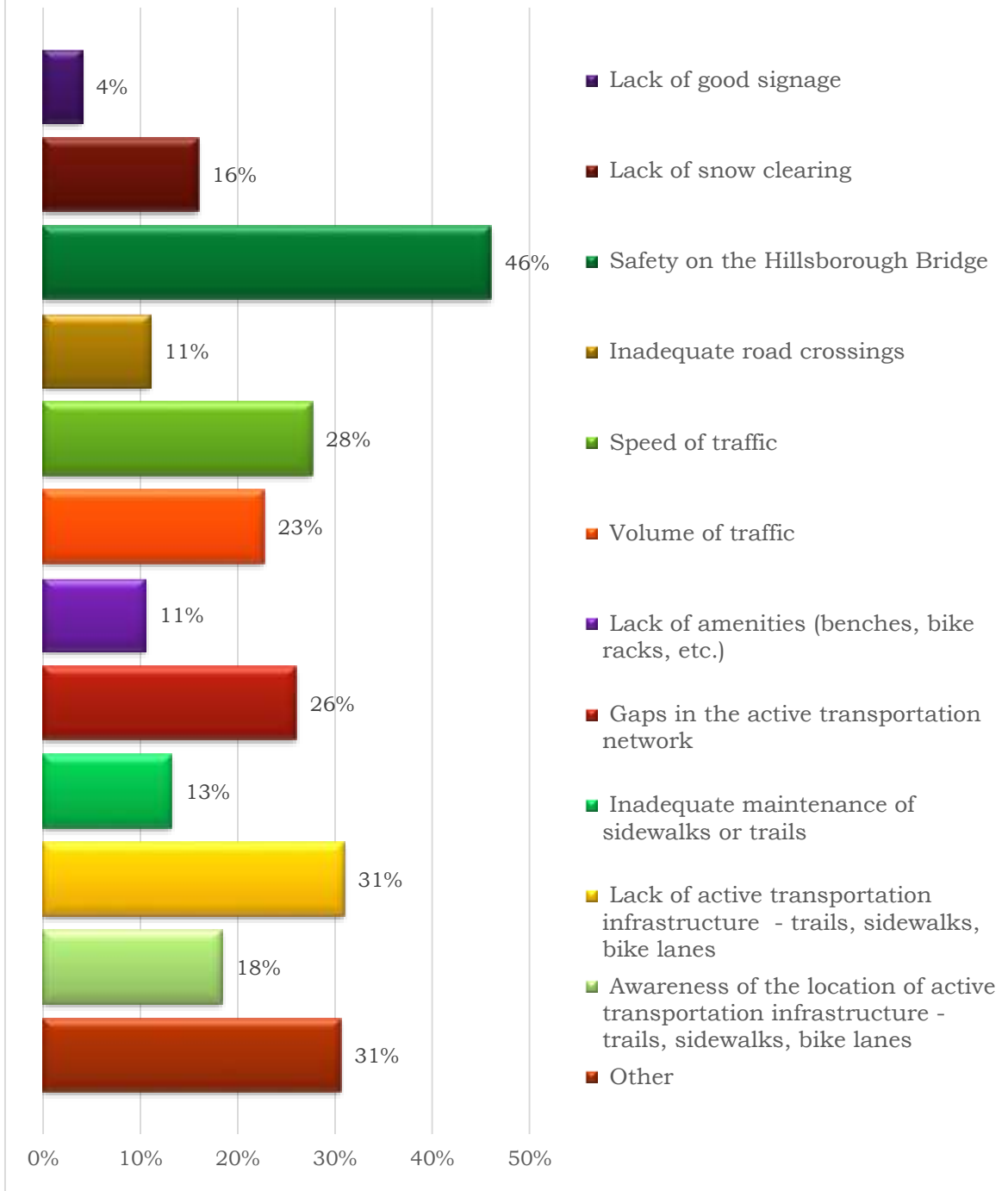
Residents were asked if named issues prevented them from using active transportation more often. Residents could choose more than one option.

Of the identified options, safety on the Hillsborough Bridge was chosen by 46% of all respondents, lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) was chosen by 31%, speed of traffic was chosen by 28%, gaps in the active transportation network was 26%, volume of traffic was 23%, awareness of the location of active transportation infrastructure trails was 18%, lack of snow clearing was 16%, inadequate maintenance was 13%, inadequate road crossings and lack of amenities (benches, bike racks, etc.) were each 11%, lack of good signage was chosen by 4% of the respondents, and other was chosen by 31% of the respondents to the survey.

The 152 comments were reviewed and grouped as they related to: personal interest/habits that don't support active transportation, mobility limitations, trail/sidewalk conditions/connections, safety concerns, and distance to destinations.

Twenty-one percent (21%) of respondents skipped this question which was 14% fewer respondents skipping over this question compared to the 2014 survey when this question was last offered.

Barriers to Using Active Transportation More Often

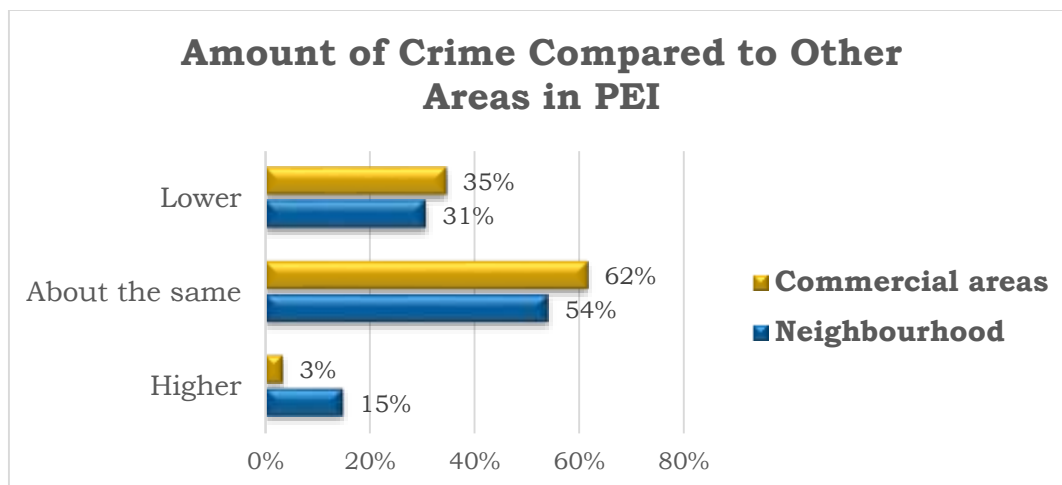


SAFETY IN YOUR COMMUNITY

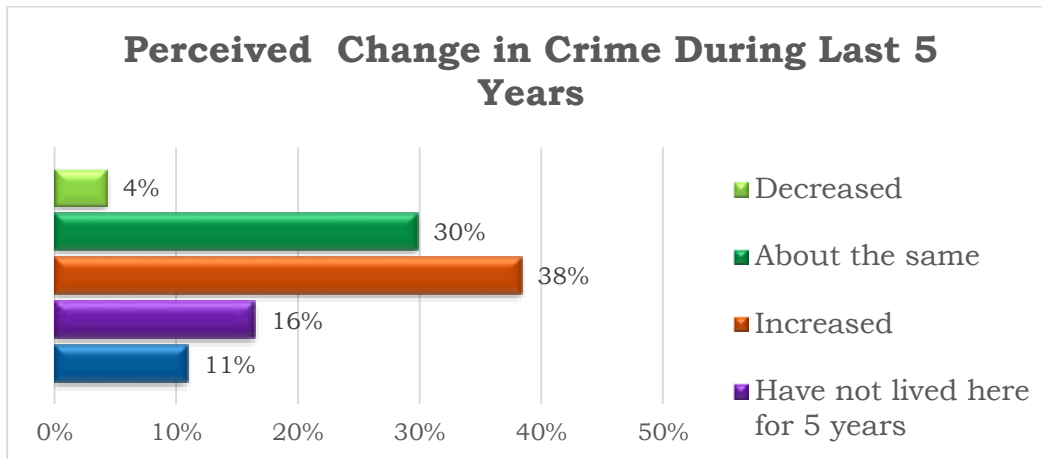
For the purposes of this survey, a "neighbourhood" referred to the area surrounding the home and "commercial areas" referred to the area surrounding businesses in Stratford.

Eighty-five percent (85%) of Stratford residents think that Stratford has about the same or lower amounts of crime in their neighbourhood compared to other areas in PEI. Thirty-one percent (31%) think it is lower, 54% think the crime rate is about the same, and 15% think the crime rate is higher than other areas of PEI.

Compared to other areas in PEI, 95% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime. Thirty-five percent (35%) think it is lower, 62% think crime is about the same, and 3% think the crime rate is higher than other areas of PEI. The skip rate for this question was 14% for the residential question and 15% for the commercial question.



Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 38% of residents think that crime has increased during the last five years. Thirty percent (30%) think that it is about the same, 4% think that crime has decreased and 16% reported that they have not lived in Stratford for five years or don't know. Thirteen percent (13%) of respondents skipped this question.

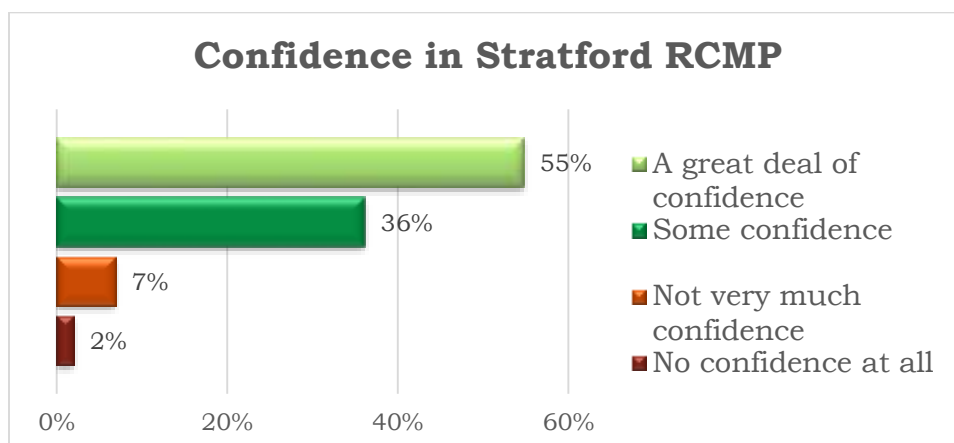


Of note, leading up to and during the time that the survey was in the field, there had been a series of unresolved home burglaries. Also during the time that the survey was in the field, the RCMP launched a campaign to heighten awareness among residents. This campaign also included conducting a door-to-door awareness raising campaign during this time period.

Perceptions of RCMP Services

Residents were asked about their contact with the Stratford RCMP. Forty-eight percent (48%) of survey respondents reported that they have had contact with the Stratford RCMP within the last five years and 52% had not had contact within the last five years. Fourteen percent (14%) of respondents skipped this question.

Fifty-five percent (55%) of residents report that they have a great deal of confidence in the Stratford RCMP, 36% having some confidence, 7% do not have very much confidence, and 2% reported having no confidence at all in the Stratford RCMP. Thirteen percent (13%) of respondents skipped this question.



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

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

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

- 47% for treating people fairly
- 46% for ensuring the safety of the citizens in your area
- 43% for supplying information to the public on ways to reduce crime
- 52% for being approachable and easy to talk to
- 39% for promptly responding the laws
- 49% for enforcing the laws

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

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

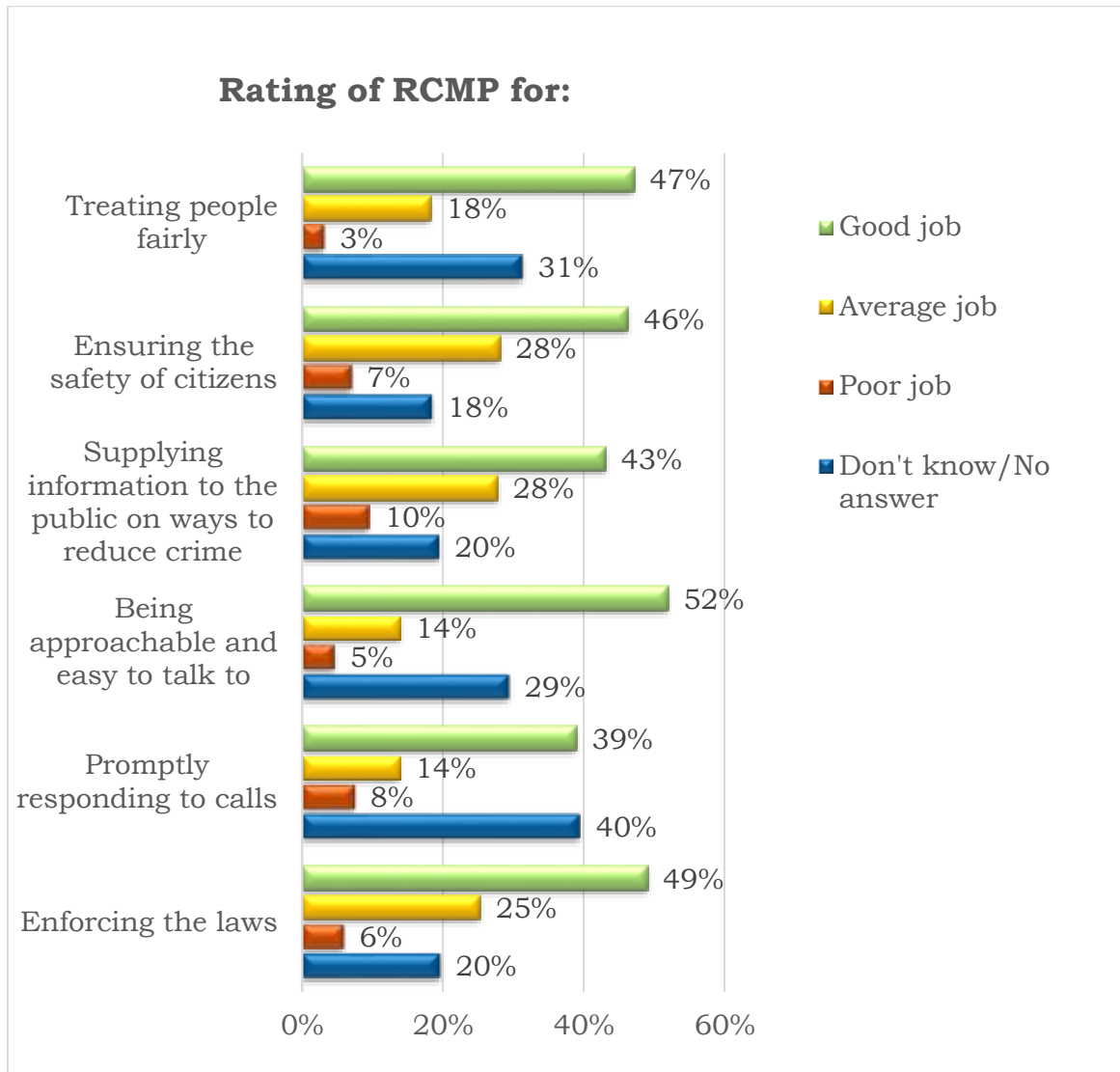
The RCMP is perceived as doing a “poor job” by:

- 3% for treating people fairly
- 7% for ensuring the safety of the citizens in your area
- 10% for supplying information to the public on ways to reduce crime
- 5% for being approachable and easy to talk to
- 8% for promptly responding the laws
- 6% for enforcing the laws

Not all residents had an opinion on all aspects of police services and “don’t know/no answer” was chosen by:

- 31% for treating people fairly
- 18% for ensuring the safety of the citizens in your area
- 20% for supplying information to the public on ways to reduce crime
- 29% for being approachable and easy to talk to
- 40% for promptly responding to calls
- 20% for enforcing the laws

In addition, 13-14% of respondents skipped these questions.



INCREASING RESOURCE EFFICIENCY

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

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

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

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

Seventy-one percent (71%) of residents were not using any of the noted alternate energy sources in their homes. Four percent (4%) reported using a geothermal heat pump, 20% air source heat pump, 1% solar panels to heat water, and 2% don't know. No one reported using solar panels to generate electricity (photovoltaic), wind power, or use of biofuels (other than wood, for example - biodiesel).

Fifteen percent (15%) of respondents skipped this question.

ENERGY SAVING ACTIONS

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

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

Improvements made within the last 12 months included:

- 11% Improved the insulation in the home
- 14% Regularly air dry laundry (where clothes lines are permitted)
- 14% Regularly wash laundry in cold water
- 13% Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)
- 18% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 12% Use a High Efficiency (HE) Dryer
- 26% Use a High Efficiency (HE) Washer
- 18% Use a programmable thermostat to automatically lower the temperature

Improvements made more than 12 months ago included:

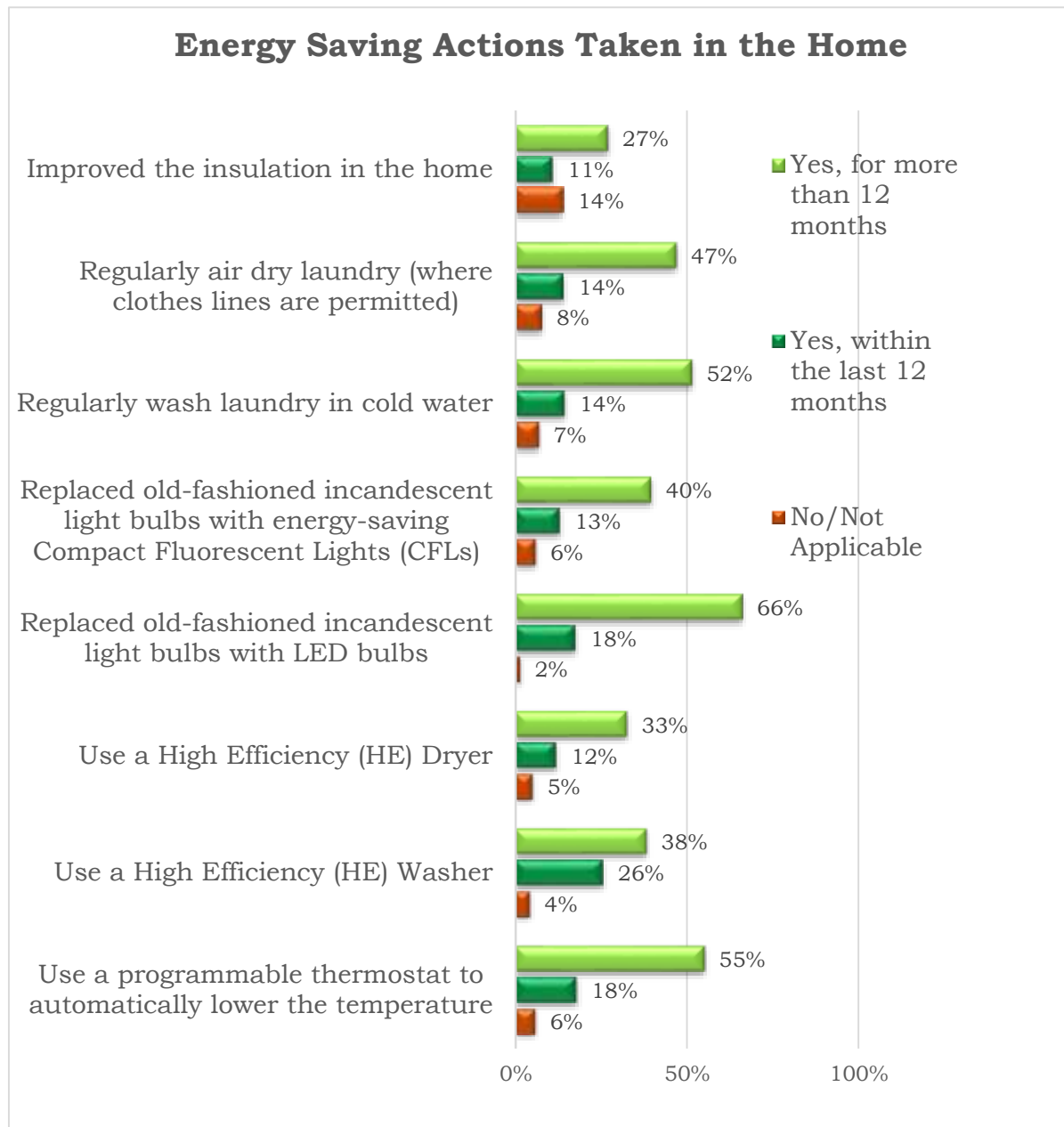
- 27% Improved the insulation in the home
- 47% Regularly air dry laundry (where clothes lines are permitted)
- 52% Regularly wash laundry in cold water
- 40% Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)
- 66% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 33% Use a High Efficiency (HE) Dryer
- 38% Use a High Efficiency (HE) Washer
- 55% Use a programmable thermostat to automatically lower the temperature

No improvements were reported by some respondents and included:

- 14% for improved the insulation in the home
- 8% for regularly air dry laundry (where clothes lines are permitted)
- 7% for regularly wash laundry in cold water
- 6% for replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)
- 2% for replaced old-fashioned incandescent light bulbs with LED bulbs
- 5% for use a High Efficiency (HE) Dryer
- 4% for use a High Efficiency (HE) Washer
- 6% for use a programmable thermostat to automatically lower the temperature

Respondents could also add additional comments following these questions. The 99 comments were reviewed and grouped as they related to: changes to doors/windows, additional temperature lowering behaviours, reducing lighting requirements, and other types of heating changes.

Fourteen to seventeen percent (14-16%) of respondents skipped these questions.



USE OF PUBLIC TRANSIT

Ninety-seven percent (97%) of respondents have (or have access to) a vehicle for every day travel. Three percent (3%) have occasional or no access to a vehicle for every day travel.

Stratford has a public transit system. Currently, the T3 Transit buses run between Stratford and downtown Charlottetown with connections to other areas of Charlottetown and Cornwall -- Monday through Friday.

Residents can take the bus to get to downtown Charlottetown at 7:15, 7:45, 8:15 and 8:45 am and can transfer to continue to other parts of Charlottetown and Cornwall at no extra charge. Residents can likewise return to Stratford from downtown (using a connection if necessary) at 12:00 pm, 3:30 pm (was being tested during the time of the survey but is now in regular service), 4:15 pm, 4:45 pm, 5:15 pm and 5:45 pm.

The cost of a one-way trip is \$2.25 (with no additional cost for transferring to other buses - including the buses that travel around Charlottetown and to Cornwall.)

Sixty-nine percent (69%) of respondents are familiar with the T3 Transit (bus) service, 18% are somewhat familiar with it, and 13% are not familiar with the system.

Despite 82% of respondents indicating that they live within walking distance of a bus stop, only 13% reported using the T3 Transit system in the last 12 months. Twenty-five percent (25%) report that they would use the bus in the future, 45% indicated that they may or were not sure if they would use the bus in the future, and 30% would not use the bus in the future.

Perceptions of the T3 Transit System

Respondents who would or might use transit in the future were asked to respond to statements about the current transit system based on what they have seen or heard from others.

Forty-nine percent (49%) agreed or agreed strongly that *information on how to use the bus is easy to find*, 23% disagreed or disagreed strongly with the statement and 28% chose don't know/not applicable.

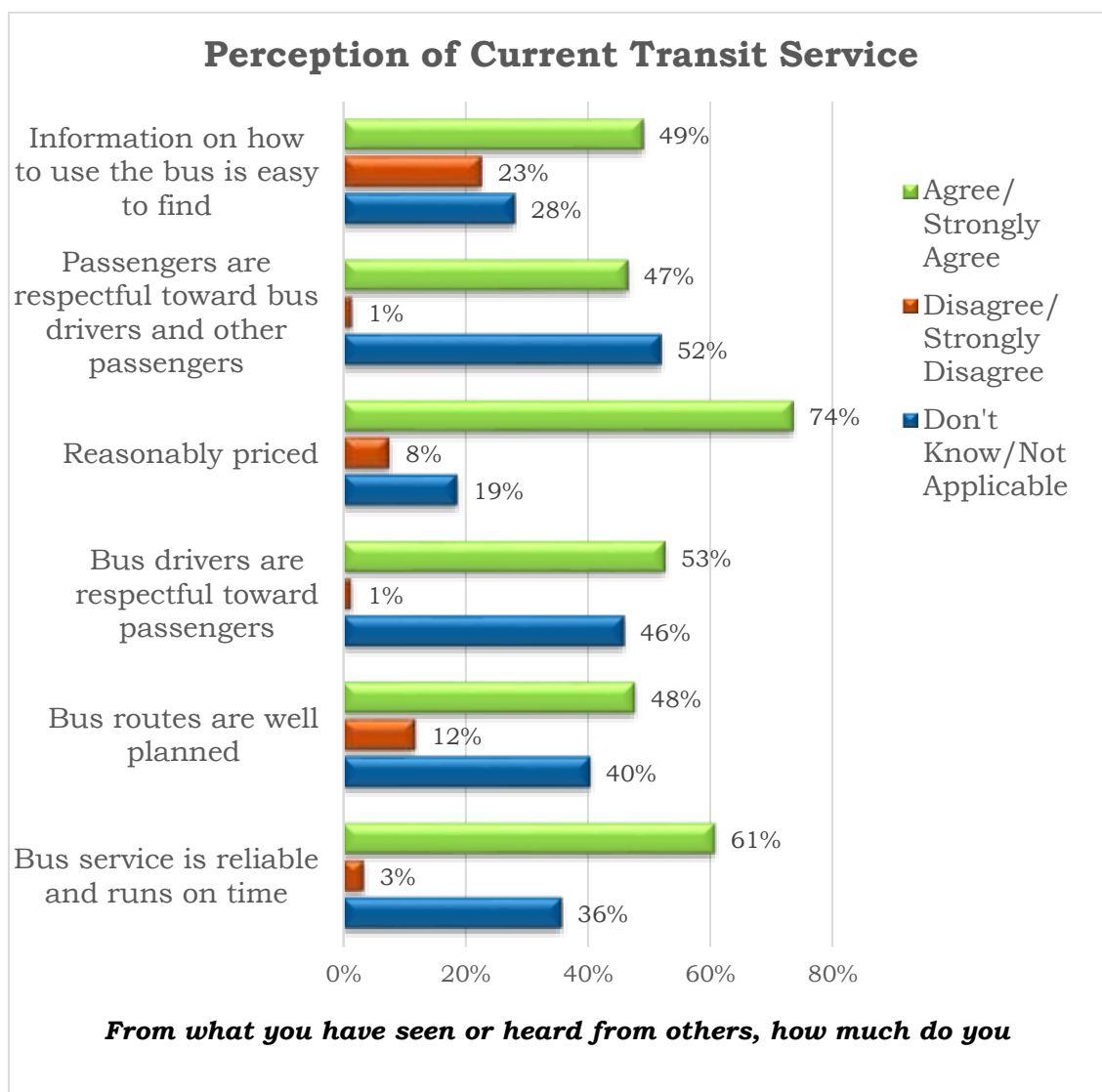
Forty-seven percent (47%) agreed or agreed strongly that *passengers are respectful toward bus drivers and other passengers*, 1% disagreed or disagreed strongly with the statement and 52% chose don't know/not applicable.

Seventy-four percent (74%) agreed or agreed strongly that the service is *reasonably priced*, 8% disagreed or disagreed strongly with the statement and 19% chose don't know/not applicable.

Fifty-three percent (53%) agreed or agreed strongly that *bus drivers are respectful toward passengers*, 1% disagreed or disagreed strongly with the statement and 46% chose don't know/not applicable.

Forty-eight percent (48%) agreed or agreed strongly that *bus routes are well planned*, 12% disagreed or disagreed strongly with the statement and 40% chose don't know/not applicable.

Sixty-one percent (61%) agreed or agreed strongly that *bus service is reliable and runs on time*, 3% disagreed or disagreed strongly with the statement and 36% chose don't know/not applicable.



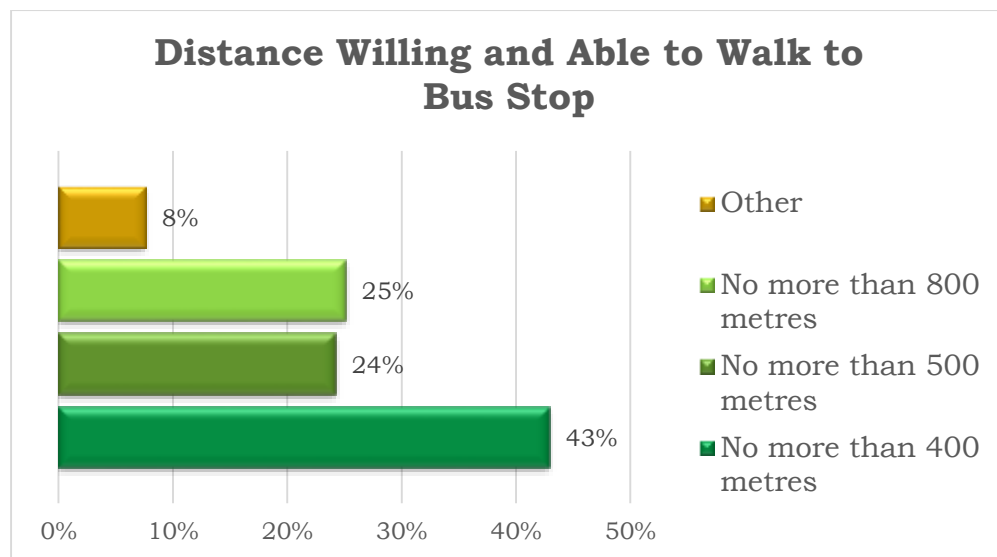
Support for Changes to the Transit System

These respondents were also asked if they would use the bus (or use the bus more often) if changes were made to the current system. Twenty-four percent (24%) said they would use the system more often, 54% might (or were not sure), and 22% indicated they would not. Those who would or might use the transit system if changes were made were asked additional questions regarding frequency of buses and bus routes.

Twenty-one percent (21%) indicated that they *would use (or use more often) the T3 Stratford bus if there was a bus stop at a more convenient location*, 50% might (or were not sure), and 30% indicated that they would not.

Those who would or might use the bus (or use it more often) if the bus stop was at a more convenient location were asked how far they would be willing and able to walk to a bus stop.

Twenty-five percent (25%) were willing and able to walk *no more than 800 metres*, 43% *no more than 400 metres*, 24% *no more than 500 metres*, while 8% indicated that there were *other* limitations or needs.



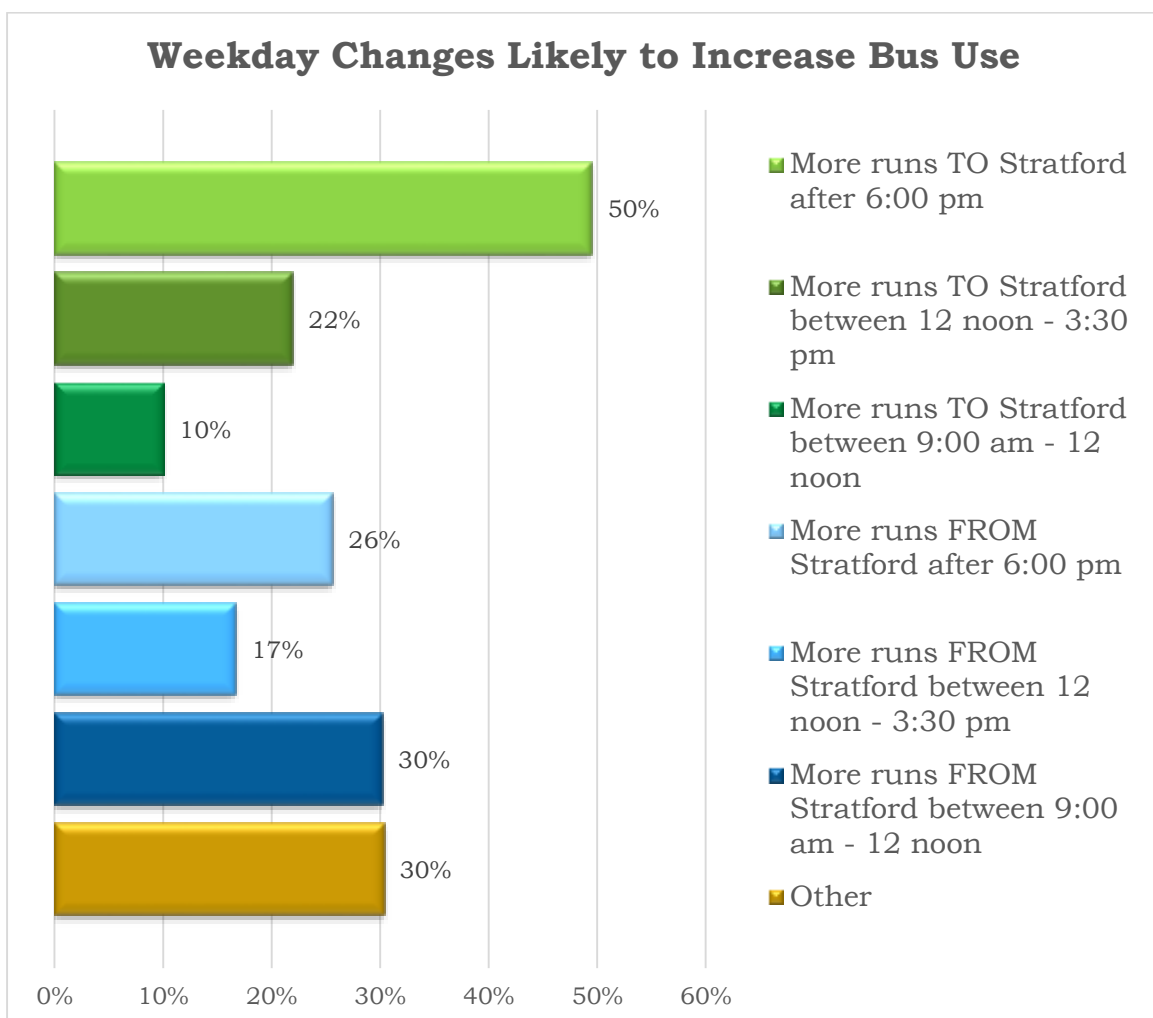
The larger group of respondents who might respond to changes were asked: *Would you use (or use more often) the T3 Stratford bus if they ran at a more convenient time?* Thirty-one percent (31%) said they would use the bus (or use it more often) if it ran at a more convenient time, 57% might (or were not sure), and 12% would not use the bus (or use it more often.)

Of those who would use the bus more often (or who might or were not sure) were asked further questions about the timing of the bus cycles. Of the 388

respondents asked, 33% skipped the following questions leaving 260 respondents. These respondents were asked to choose any or all options for possible changes to weekday timing:

- 50% want more runs **to** Stratford after 6:00 pm
- 22% want more runs **to** Stratford between 12 noon and 3:30 pm
- 10% want more runs **to** Stratford between 9:00 am and 12 noon
- 26% want more runs **from** Stratford after 6:00 pm
- 17% want more runs **from** Stratford between 12 noon and 3:30 pm
- 30% want more runs **from** Stratford between 9:00 am and 12 noon
- 30% were looking for other changes including: weekend service, earlier morning runs, and later evening runs.

Thirty-three percent (33%) of respondents skipped this question.

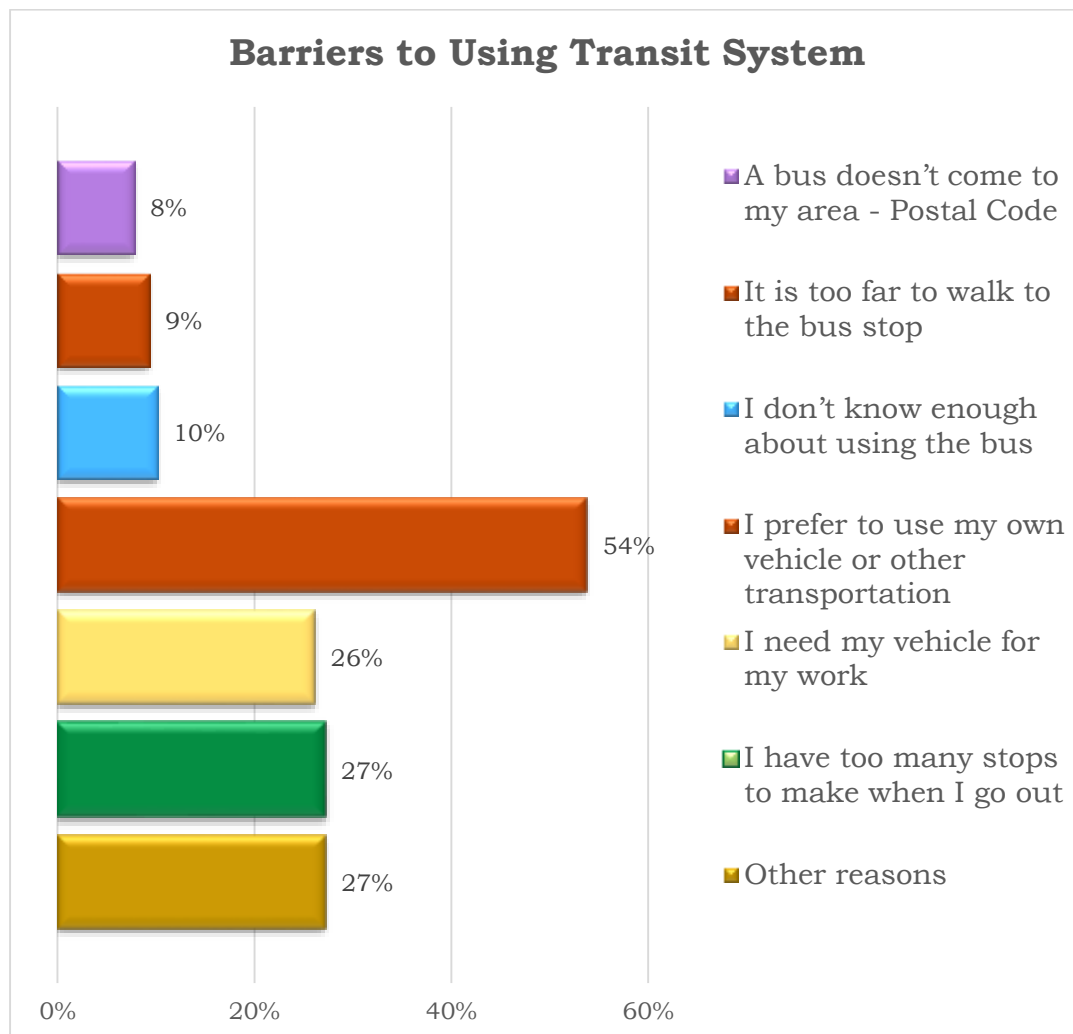


Barriers to Using the Transit System

All survey respondents were asked about possible barriers to using the transit system.

Eight percent (8%) identified that a bus not coming to their area was a barrier, 9% found it was too far to walk to the bus stop, 10% don't know enough about using the bus, 54% prefer to use their own vehicle or other transportation, 26% need their own vehicle for work, and 27% have too many stops to make when they go out to use the bus. Twenty-seven percent (27%) identified *other* barriers including: days and hours of service don't match needs, respondents were looking for more convenience (easier to use own vehicle, don't want to wait, don't want longer travel times compared to using own vehicle), childcare needs made bus inconvenient/unusable, and/or physical limitations.

Twelve percent (12%) skipped this question.

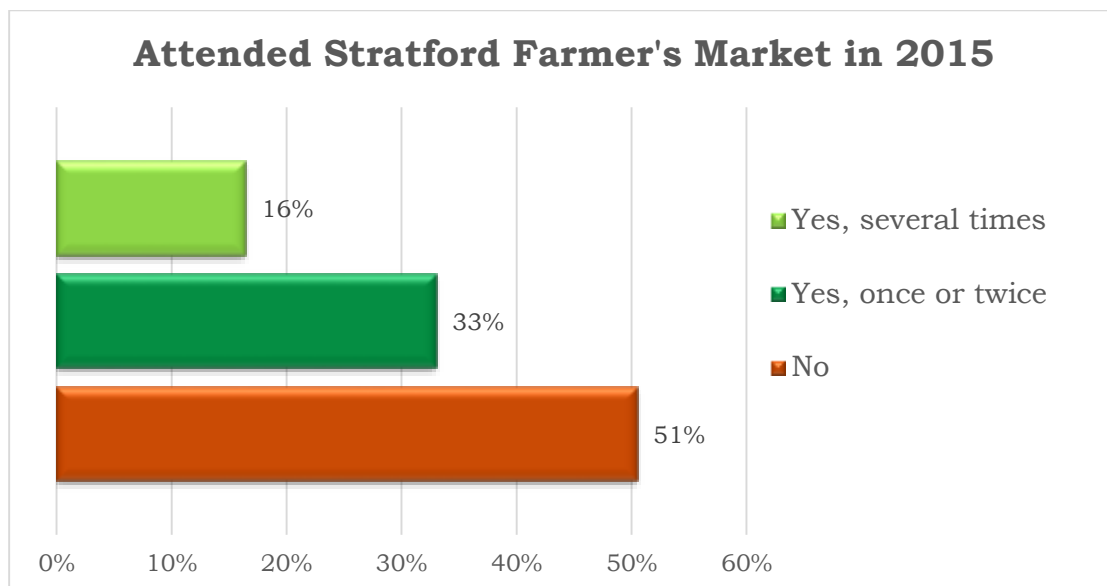


INCREASING COMMUNITY ENGAGEMENT

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

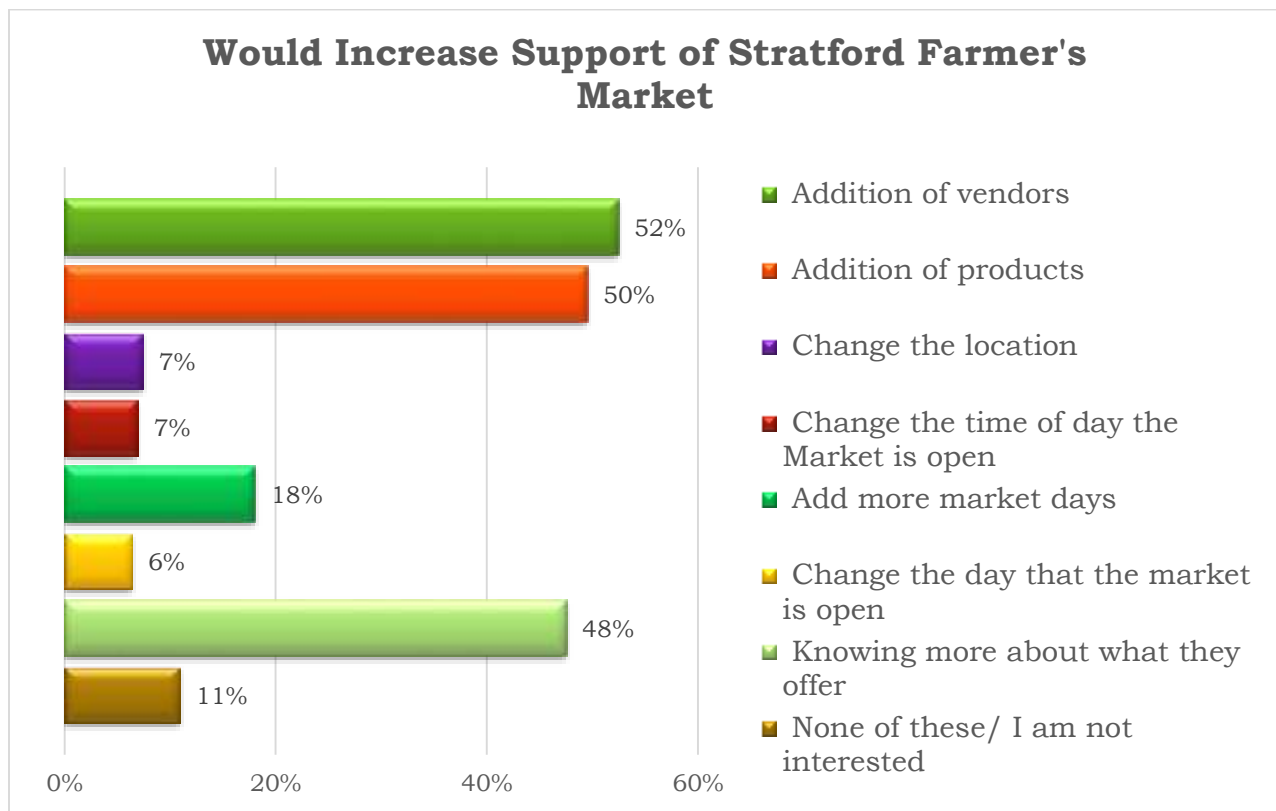
STRATFORD FARMER'S MARKET

Eighty-five percent (85%) of respondents were aware of the Stratford Farmer's Market. Despite good awareness, 51% had not attended the Market in 2015. Sixteen percent (16%) had been to the Market several times and 33% had attended once or twice.



All respondents were asked if possible changes to the Stratford Farmer's Market would increase their support of the Market. Fifty-two percent (52%) would increase their support if there were additional vendors, 50% supported the addition of products, 7% were looking for a change of location or a change in the time of day that the Market is open. Eighteen percent (18%) would like to see more Market days added, 48% were looking for more information about what is offered at the Market, and 11% were not looking for any of the changes offered.

Respondents could also add additional comments following these questions. The 107 comments were reviewed and grouped as they related to: need for more selection, competition with other markets (Charlottetown, Balderston's), more local produce (vegetables, fruits), and hours of operation.

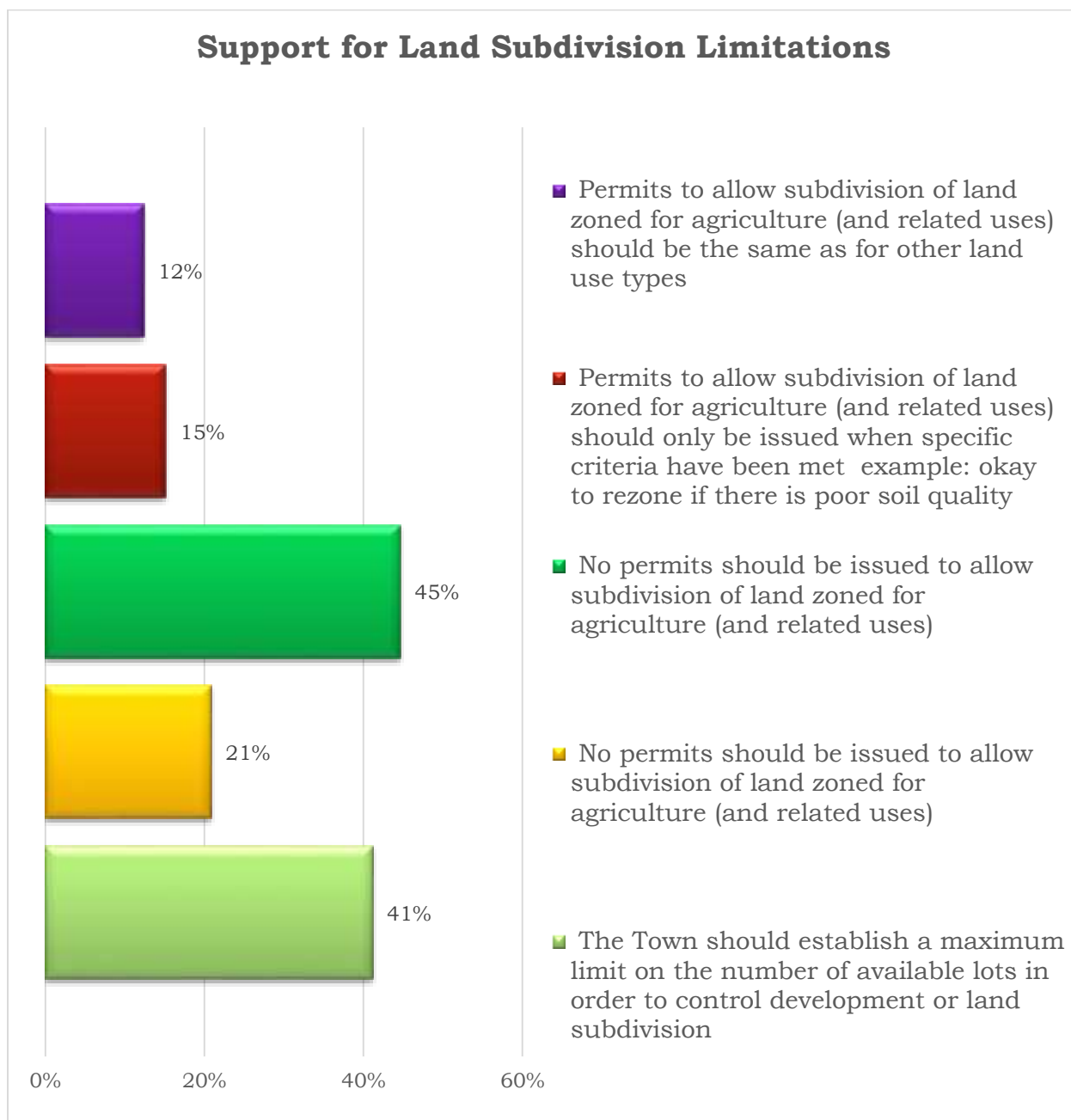


SUPPORT FOR LAND SUBDIVISION LIMITATIONS

The Town was interested in getting initial feedback from residents on the extent to which the subdivision of land should be limited.

Respondents could choose more than one option. Twelve percent (12%) of respondents supported the option: *permits to allow subdivision of land zoned for agriculture (and related uses) should be the same as for other land use types*, 15% supported the option: *permits to allow subdivision of land zoned for agriculture (and related uses) should only be issued when specific criteria have been met - example: okay to rezone if there is poor soil quality*, 45% feel that *no permits should be issued to allow subdivision of land zoned for agriculture (and related uses)*, and 41% feel that *the Town should establish a maximum limit on the number of available lots in order to control development or land subdivision*.

Twenty percent (28%) of respondents skipped this question – it is unknown as to whether the higher skip rate for this section was due to lack of support for any of the options, whether respondents felt unprepared to answer the questions, or the extent to which lack of response is due to survey fatigue.



AGREEMENT WITH NEIGHBOURHOOD REZONING

Respondents were asked to indicate their support for possible rezoning options if it were to come to their neighbourhood.

Respondents could choose more than one option. Forty-four percent (44%) of respondents agreed or strongly agreed to rezoning for *agricultural uses* (examples: *backyard bee hives or chicken coops*), 49% disagreed or strongly disagreed, and 7% answered *don't know/not applicable*.

Forty-five percent (45%) of respondents agreed or strongly agreed to rezoning for *employment uses - mixed (examples: live-work or work-live units - containing both a residence and a place of business)*, 45% disagreed or strongly disagreed, and 10% answered don't know/not applicable.

Forty-three percent (43%) of respondents agreed or strongly agreed to rezoning for *employment uses - stand-alone (examples: convenience store, coffee shop, professional offices)*, 50% disagreed or strongly disagreed, and 7% answered don't know/not applicable.

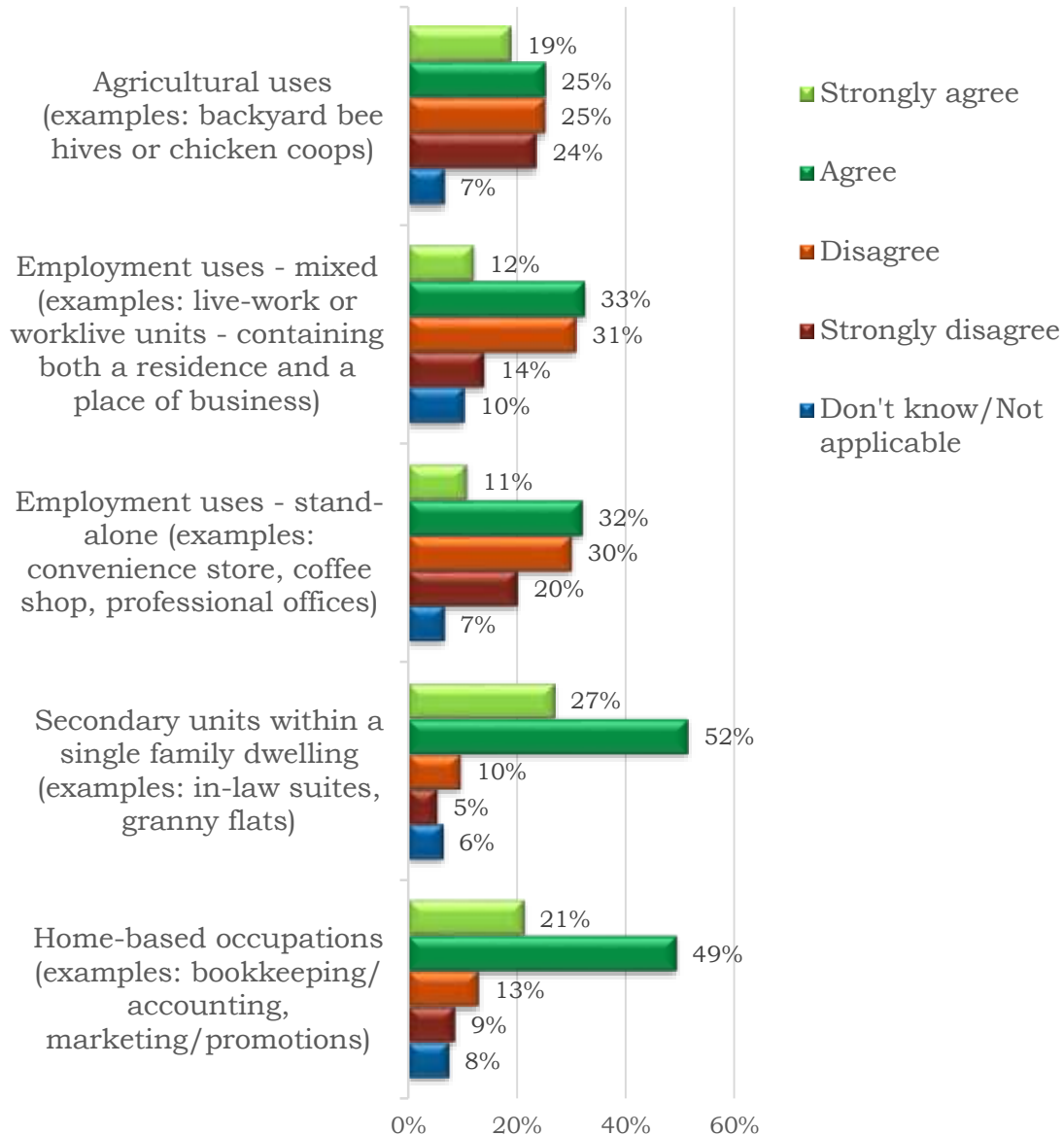
Seventy-nine percent (79%) of respondents agreed or strongly agreed to rezoning for *secondary units within a single family dwelling (examples: in-law suites, granny flats)*, 15% disagreed or strongly disagreed, and 6% answered don't know/not applicable.

Seventy percent (70%) of respondents agreed or strongly agreed to rezoning for *home-based occupations (examples: bookkeeping/ accounting, marketing/ promotions)*, 22% disagreed or strongly disagreed, and 8% answered don't know/not applicable.

Between 15-16% of respondents skipped these questions.

Agreement with Possible Neighbourhood Rezoning

How much do you agree (or disagree) with the possibility of rezoning your neighbourhood for mixed land use to allow for:



APPROACHES FOR AFFORDABLE HOUSING

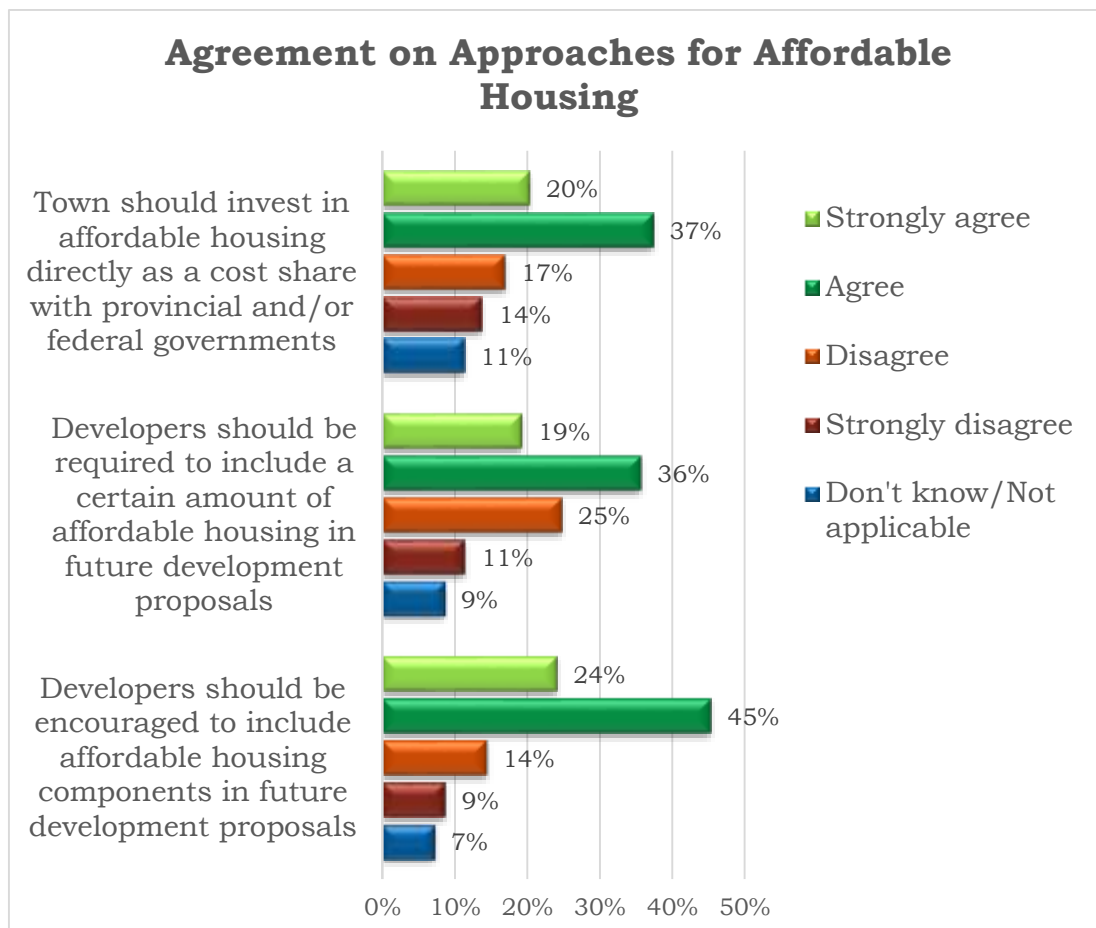
Respondents were asked about their agreement with different approaches to increasing affordable housing in the Town of Stratford. Respondents could choose more than one option.

Fifty-seven percent (57%) agreed or agreed strongly with the option – *the Town should invest in affordable housing directly as a cost share with provincial and/or federal governments*, 31% disagreed or disagreed strongly, and 11% answered don't know/not applicable.

Fifty-five percent (55%) agreed or agreed strongly with the option – *developers should be required to include a certain amount of affordable housing in future development proposals*, 36% disagreed or disagreed strongly, and 9% answered don't know/not applicable.

Sixty-nine percent (69%) agreed or agreed strongly with the option – *developers should be encouraged to include affordable housing components in future development proposals*, 23% disagreed or disagreed strongly, and 7% answered don't know/not applicable.

Between 15-16% of respondents skipped these questions.



APPENDIX A – SURVEY QUESTIONS

Stratford Residents Survey 2016

Welcome

Dear Resident:

The Town of Stratford's annual resident survey was first conducted in 2012 and it has become an invaluable tool to measure progress on Town's strategic objectives, as well as for soliciting feedback from residents on potential projects and priorities. We very much appreciate your response to the survey. Residents also seem to appreciate the opportunity because the response rate has increased each year.

The annual survey has helped Council make decisions about programs and initiatives like the new library location, the community gardens, the traffic safety program and the cosmetic pesticide bylaw.

Whether you are a new or long-term resident, this survey is for you. Whether you are currently involved in Town activities or not, your opinion and perspective is important.

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

We greatly appreciate your time in completing this survey as your feedback is valued.

Thank you,

David Dunphy
Mayor, Town of Stratford

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

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

How you receive information about the Town of Stratford

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" newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (brochures, flyers, utility bills)
- ☐ Emails from the Town of Stratford
- ☐ Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (such as Facebook or Twitter)
- ☐ School notices
- ☐ None of the above
- ☐ Other, please describe: _____

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" newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (brochures, flyers, utility bills)
- ☐ Emails from the Town of Stratford
- ☐ Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (such as Facebook or Twitter)
- ☐ School notices
- ☐ None of the above
- ☐ Other, please describe: _____

Have you gone to the Town of Stratford website (www.townofstratford.ca) in the last year?

- ☐ Yes
- ☐ No, *SKIP to Question 6.*

If yes, In your recent visit(s) to the Town of Stratford website, did you find what you were looking for?

- ☐ Yes, every time
- ☐ Yes, sometimes
- ☐ No

When you did not find the information you were looking for on the website, what were you looking for?

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.

In general, would you say your health is:

- ☐ excellent
- ☐ very good
- ☐ good
- ☐ fair
- ☐ poor

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

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

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, skating.

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

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

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

Add up the time you spend in moderate to vigorous activity in an average week (include sessions that last at least 10 minutes.) In an average week, did you spend a total of:

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

Does a physical condition or mental condition or health problem reduce the amount or kind of activity you can do?

Include only health conditions or problems that have lasted or are expected to last 6 months or more.

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

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

- ☐ Yes
- ☐ No

Active Transportation

We are interested in learning more about Stratford resident's use of non-motorized forms of transportation. "Active Transportation" refers to any form of human-powered transportation – walking, cycling, non-motorized wheelchair, in-line skating or skateboarding.

How far do you usually travel to get to work or school (one way)?

- ☐ 2.5 km or less
- ☐ more than 2.5 but less than 9 km
- ☐ more than 9 km
- ☐ Not applicable (don't travel to work or school) / Don't know – *SKIP to Question 15.*

Active Commuting

"Active Commuting" applies to travel to and from work or school.

How often do you use these forms of active transportation to get to (or from) work or school?:

	Never	Occasionally (or Rarely or Seldom)	About half the time	Usually	Always
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jog/run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Active Destinations

"Active Destinations" applies to trips for shopping and/or running errands.

Do you "routinely" use these forms of active transportation to get to shops and/or run errands?:

	No	Yes	Not Applicable
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jog/run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Active Recreation

"Active Recreation" applies to the "outdoor" use of an active transportation mode for fitness or fun.

How often do you use Active Recreation for fitness or fun within the Town of Stratford?:

	Never	Occasionally (or Rarely or Seldom)	About half the time	Usually	Always
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jog/run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you "routinely" visit family and/or friends WITHIN Stratford?

- ☐ Yes
- ☐ No – *SKIP to Question 19.*

Active Visiting

"Active Visiting" applies to visiting family and/or friends.

Do you "routinely" use these forms of active transportation to visit family and/or friends within Stratford?:

	No	Yes	Not Applicable
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jog/run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following prevents you from using active transportation more often?

Please check all that apply.

- ☐ Awareness of the location of active transportation infrastructure - trails, sidewalks, bicycle lanes
- ☐ Lack of active transportation infrastructure - trails, sidewalks, bicycle lanes
- ☐ Inadequate maintenance of sidewalks or trails
- ☐ Gaps in the active transportation network
- ☐ Lack of amenities (benches, bike racks, etc.)
- ☐ Volume of traffic
- ☐ Speed of traffic
- ☐ Inadequate road crossings
- ☐ Safety on the Hillsborough Bridge
- ☐ Lack of snow clearing
- ☐ Lack of good signage
- ☐ Other, please describe: _____

Do you have, or have access to, a vehicle for everyday travel?

- ☐ Yes
- ☐ No
- ☐ Sometimes

T3 Transit for Stratford

The Town of Stratford, along with the City of Charlottetown and the Town of Cornwall, contract with T3 Transit to provide a public transit service for the greater Charlottetown area.

Residents who live near the transit route can take the bus to get to downtown Charlottetown and can transfer to continue to other parts of Charlottetown and Cornwall at no extra charge.

Residents can likewise return to Stratford from downtown (using a connection if necessary).

Are you familiar with the T3 Transit (bus) service?

- ☐ Yes
- ☐ No
- ☐ Somewhat

Do you live within walking distance of a bus stop?

- ☐ Yes
- ☐ No
- ☐ Don't know/Not sure

Have you used the T3 Stratford bus (public transit) during the last 12 months?

- ☐ Yes
- ☐ No

Would you use the T3 Stratford bus in the future?

- ☐ Yes
- ☐ No – *SKIP to Question 33.*
- ☐ Maybe/Not sure

From what you know, or hear from others, how much do you agree with the following statements about the T3 Transit service:

<i>Check one answer per row.</i>	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't know/ Not applicable
Bus service is reliable and runs on time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus routes are well planned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus drivers are respectful toward passengers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost (\$2.25) for a one-way trip (including transfers to other buses) is a reasonable price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passengers are respectful toward bus drivers and other passengers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on how to use the bus is easy to find	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stratford's T3 Transit

Currently, the T3 Transit buses run between Stratford and downtown Charlottetown with connections to other areas of Charlottetown and Cornwall -- Monday through Friday.

Residents who live near the transit route can take the bus to get to downtown Charlottetown at 7:15, 7:45, 8:15 and 8:45 am and can transfer to continue to other parts of Charlottetown and Cornwall at no extra charge.

Residents can likewise return to Stratford from downtown (using a connection if necessary) at 12:00 pm, 3:30 pm (this time slot currently being tested), 4:15 pm, 4:45 pm, 5:15 pm and 5:45 pm.

The cost of a one-way trip is \$2.25 (with no additional cost for transferring to other buses - including the buses that travel around Charlottetown and to Cornwall.)

If changes could be made to the current transit system would you use the bus (or use it more often)?

- ☐ Yes
- ☐ No – *SKIP to Question 33.*
- ☐ Maybe/Not sure

Would you use (or use more often) the T3 Stratford bus if there was a bus stop at a more convenient location?

- ☐ Yes
- ☐ No – *SKIP to Question 31.*
- ☐ Maybe/Not sure

Where would you prefer to see a bus stop?

Please provide up to two locations (*or leave BLANK if you have no suggestions*):

Preferred Location #1

Preferred Location #2

How far are you willing and able to walk to a bus stop?

- ☐ No more than 400 metres (1/4 mile)
- ☐ No more than 500 metres (1/3 mile)
- ☐ No more than 800 metres (1/2 mile)
- ☐ Other, please describe: _____

What is the postal code for the location where you would start most of your travel?

Would you use (or use more often) the T3 Stratford bus if they ran at a more convenient time?

- ☐ Yes
- ☐ No – *SKIP to Question 33.*
- ☐ Maybe/Not sure

What WEEKDAY time changes (if any) would likely increase your use of the bus?
Please check all that apply.

- ☐ More runs FROM Stratford between 9:00 am - 12 noon
- ☐ More runs FROM Stratford between 12 noon - 3:30 pm
- ☐ More runs FROM Stratford after 6:00 pm
- ☐ More runs TO Stratford between 9:00 am - 12 noon
- ☐ More runs TO Stratford between 12 noon - 3:30 pm
- ☐ More runs TO Stratford after 6:00 pm
- ☐ Other, please explain: _____

What keeps you from using the bus system (or using it more)?
Please check all that apply.

- ☐ I have too many stops to make when I go out
- ☐ I need my vehicle for my work
- ☐ I prefer to use my own vehicle or other transportation
- ☐ I don't know enough about using the bus
- ☐ It is too far to walk to the bus stop
- ☐ A bus doesn't come to my area - my postal code is: _____
- ☐ Other reasons, please describe: _____

Do you have any other suggestions that would increase your use of the bus?
Please describe (or leave BLANK if you have no suggestions):

Purchasing Products and Services

We would like to know more about what influences your decisions to purchase products or services.

How important are the following factors in influencing YOUR decision to buy products or services?

Please rate each factor using a scale of 0-4 where 0 = unimportant and 5 = very important

	0 - Unimportant	1 - Of Little Importance	2 - Moderately Important	3 - Important	4 - Very Important
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of location or service delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location is physically easy to access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of convenient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of free parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical appearance of the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized care and attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products are locally made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business is locally owned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products are unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there other very important factors for you?

Please describe:(or leave **BLANK** if there are no other very important factors)

--

Has your spending on products/services from Stratford changed over the last 12 months?

My spending has:

- ☐ Decreased
- ☐ Increased
- ☐ Stayed about the same

Is supporting Stratford businesses/services important to you?

- ☐ Yes
- ☐ No

Do the following things motivate YOU to support Stratford businesses/services?

Please check all that apply:

- ☐ It keeps dollars in the local economy
- ☐ It nurtures/grows our community
- ☐ Local businesses support local non-profits/farmers/schools
- ☐ Having local businesses helps to improve the quality of life in the community
- ☐ Better variety/quality/diversity of products and services
- ☐ It's more convenient for me
- ☐ It's good for the environment

The Town would like to be able to inform business owners about our residents' interests in purchasing products and/or services within Stratford.

What are the top 3 products and/or services that you would like to have available in Stratford? (examples: Mexican food restaurant, organic foods grown locally, a tailor shop)

Please describe up to 3 of your top choices (or leave BLANK if you have no suggestions):

Product/Service Choice #1:

Product/Service Choice #2:

Product/Service Choice #3:

Stratford Farmer's Market

The Stratford Farmer's Market operates from June through September in Cotton Park (Saturdays, 9 am - 1:00 pm)

Were you aware of the Stratford Farmer's Market before this survey question?

- ☐ Yes
- ☐ No – *SKIP to “Zoning and Development Questions” - after Question 45.*

Did you go to the Stratford Farmer's Market in 2015?

- ☐ Yes, once or twice
- ☐ Yes, several times
- ☐ No

What would increase your support of the Stratford Farmer's Market?

Please check all that apply:

- ☐ Knowing more about what they offer
- ☐ Change the day that the market is open
- ☐ Add more market days
- ☐ Change the time of day the Market is open
- ☐ Change the location
- ☐ Addition of products
- ☐ Addition of vendors
- ☐ None of the above/ I am not interested

Other comments about the Stratford Farmer's Market?

Please describe:(or leave BLANK if you have no suggestions):

Zoning and Development Questions

The **Official Plan** is a long range planning document that includes goals, objectives and policies concerning the nature, extent and pattern of development (physical, social and economic) in the Town. The **Official Plan** provides the foundation for the Zoning and Development Bylaw and the direction for Council's actions.

The Council is looking for your feedback on some specific Zoning and Development questions. We realize that these questions are complex, so please read the questions carefully.

Subdivision and Development:

The Town allows certain lands to be subdivided while other lands have subdivision restrictions to preserve for agriculture and related uses.

Currently, no permits for subdivision are issued for land zoned for agriculture unless Council determines there is a need for additional development.

The Town does not limit subdivision based on the amount of available lots already created.

To what extent do you think that the Town should limit land subdivision?

Please check all that apply.

- ☐ The Town should establish a maximum limit on the number of available lots in order to control development or land subdivision
- ☐ No permits should be issued to allow subdivision of land zoned for agriculture (and related uses)
- ☐ Permits to allow subdivision of land zoned for agriculture (and related uses) should only be issued when specific criteria have been met - example: okay to rezone if there is a poor soil type that would prevent good farming practices
- ☐ Permits to allow subdivision of land zoned for agriculture (and related uses) should be the same as for other land use types
- ☐ None of the above

Mixed Zoning Areas:

The Town's development bylaw adopts a cautious approach to mixing "residential only lands" and "employment lands" in order to preserve the existing character of residential neighborhoods.

The Town's current Official Plan encourages more zoning for "mixed land uses" - such as:

- allowing for home-based occupations,
- allowing secondary units within a single family dwelling, and/or
- permitting other land uses that bring employment into residential areas (examples: convenience stores, professional offices, "live-work or work-live units" - a building that contains both a residence and place of business, or agriculturally-related uses).

How much do you agree (or disagree) with the possibility of rezoning your neighbourhood for mixed land use to allow for:

Check one answer per row.

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know/ No Answer
Home-based occupations (examples: bookkeeping/accounting, marketing/promotions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secondary units within a single family dwelling (examples: in-law suites, granny flats)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment uses - stand-alone (examples: convenience store, coffee shop, professional offices)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment uses - mixed (examples: live-work or work-live units - containing both a residence and a place of business)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agricultural uses (examples: backyard bee hives or chicken coops)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Affordable Housing:

The average housing unit price in Stratford is higher than the average for the rest of the Province (partially due to the large number of single family houses as well as the age and size of homes and properties in Stratford.)

The Town wants to ensure that there is more affordable housing available in Stratford.

How much do you agree (or disagree) with the following supports for affordable housing?

Check one answer per row.

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know/ No Answer
Developers should be encouraged to include affordable housing components in future development proposals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developers should be required to include a certain amount of affordable housing in future development proposals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town should invest in affordable housing directly as a cost share with provincial and/or federal governments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Home Energy Use and Environmental Protection

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

Does your home currently use any of the following alternative energy sources (please do NOT include wood or fossil fuels – like oil or gas)?

Please check all that apply.

- ☐ Geothermal heat pump
- ☐ Air source heat pump
- ☐ Solar panels used to heat water
- ☐ Solar panels used to generate electricity (photovoltaic)
- ☐ Wind power
- ☐ Biofuels (other than wood, for example - biodiesel)
- ☐ Don't know

- ☐ None of these
- ☐ Other, please describe: _____

Have the following energy saving actions been taken in your home?

Check one answer per row.

	Yes, within the last 12 months	Yes, for more than 12 months	No	Don't know / Not applicable
Replaced old-fashioned incandescent light bulbs with energy-saving Compact Fluorescent Lights (CFLs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replaced old-fashioned incandescent light bulbs with LED bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a programmable thermostat to automatically lower the temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly wash laundry in cold water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly air dry laundry (where clothes lines are permitted)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a High Efficiency (HE) Washer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a High Efficiency (HE) Dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved the insulation in the home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have other energy saving actions been taken?

Please describe actions taken (or leave BLANK):

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

Check one answer per row.

	Yes	No	Not applicable / Don't know
Plant trees or shrubs on your property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant trees with the Stratford Area Watershed Improvement Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help to clean a pond or other waterway within Stratford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up garbage in a natural area within Stratford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does your home have a lawn?

- ☐ Yes

- ☐ No – *SKIP to Question 55.*

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

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

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

Town Initiatives

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

Not	0	1	2	3	4	5	6	7	8	9	10	Very
Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likely

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

Please describe briefly.

How much do you know about the following Town initiatives?

Choose the answer that best describes how much you know about each initiative:

	Never heard of it	Heard of it but don't know details	Know some of the details	Have followed it closely or sought more information
Trans Canada Trail Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stratford Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stratford Community Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naturally Stratford - pesticide education program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RESPECT - Traffic Safety Campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilet Rebate program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stratford's Youth Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

Satisfaction with Town Performance on Issues Affecting Stratford

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

<i>Check one answer per row.</i>	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't know / No answer
Responsiveness to Town issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accountability for actions taken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparency of decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for input into planning and decisions for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to meet your needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments?

Please describe briefly.

Safety in Your Community

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

Compared to other areas in PEI, do you think your neighbourhood has a higher amount of crime, about the same or a lower amount of crime?

- ☐ Higher
- ☐ About the same
- ☐ Lower

"Commercial areas" refers to the area surrounding businesses in Stratford.

Compared to other areas in PEI, do you think your commercial areas of town have a higher amount of crime, about the same or a lower amount of crime?

- ☐ Higher
- ☐ About the same

- ☐ Lower

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

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

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

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

- ☐ Yes
- ☐ No

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

Check one answer per row.

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

How much confidence do you have in the Stratford RCMP?

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

Demographics

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

Do you currently own or rent your dwelling?	
<input type="radio"/>	Own
<input type="radio"/>	Own - Condo
<input type="radio"/>	Rent
<input type="radio"/>	Rent – Condo

Is this dwelling?:	
<input type="radio"/>	Single--detached house
<input type="radio"/>	Semi--detached house
<input type="radio"/>	Row house
<input type="radio"/>	Apartment, duplex
<input type="radio"/>	Apartment, multi-story building

How many people (including yourself) live in your dwelling?

Count only the people in your personal household.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

How long have you lived in Stratford?

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

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

- ☐ Less than \$5,000
- ☐ \$5,000 or more but less than \$10,000
- ☐ \$10,000 or more but less than \$15,000
- ☐ \$15,000 or more but less than \$20,000
- ☐ \$20,000 or more but less than \$30,000
- ☐ \$30,000 or more but less than \$40,000
- ☐ \$40,000 or more but less than \$50,000
- ☐ \$50,000 or more but less than \$60,000
- ☐ \$60,000 or more but less than \$70,000
- ☐ \$70,000 or more but less than \$80,000
- ☐ \$80,000 or more but less than \$90,000
- ☐ \$90,000 or more but less than \$100,000
- ☐ \$100,000 or more but less than \$150,000
- ☐ \$150,000 and over
- ☐ Don't know/ I'd rather not say

Are you?:

- ☐ Female
- ☐ Male

Your age is:

- ☐ Under 15 years
- ☐ 15 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 to 74 years
- ☐ 75 to 84 years
- ☐ 85 years and over
- ☐ I'd rather not say

How long have you lived in Canada?

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

Were you born in Canada?

- ☐ Yes – *SKIP to Question 77.*
- ☐ No

Where were you born?

Please specify country:

Before you leave, do you have any other comments to share?

Please explain briefly:

You are at the end of the survey. Thank you so much for participating.

APPENDIX B – MULTI-MODE METHOD DESCRIPTION

Multi-mode Survey

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

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

- an online survey is the most financially viable route but not an optimal choice for all residents
- the use of an online survey as well as a paper survey - distributed through a flyer delivery group - allowed for different accessibility requirements and different respondent preferences.

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

A challenge posed by multi-mode methods is the possibility of "mode effects" on responses. Notably, the online (computer access dependent) and paper (flyer delivery/mailed response) modes have different characteristics in terms of how the respondent experiences the survey - and these can potentially lead to answering questions differently.

In both cases, the survey modes are limited in that they are both visual, self-administered, and require a certain English language, literacy level.

Standards for Multi-mode Surveys

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

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

APPENDIX C – DATA QUALITY ASSURANCE

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

As public and social media promotions would reach people who were nonresidents, promotional materials indicated that the survey was for Stratford residents only. The opening page also indicated that the survey was for adult residents of Stratford PEI only.

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

- **Final numbers**

917 fully completed surveys after cleaning for blanks (114)

Incomplete surveys were acceptable for inclusion in analysis but incompletes were expected to answer at least 3 questions. Incompletes were checked to see if a new survey was completed later - looking at IP address, device type, operating system and comparing answers. Of the 125 incompletes, 9 were removed after identifying same IP address with same answer patterns, etc.

908 surveys analyzed after final cleaning

- **Records keeping:**

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

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

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

Qualified break-offs were identified as those survey respondents who did not complete more than the first 3 questions in the survey. Data records for

qualified break-offs were retained in order to permit comparisons with respondents who completed the survey - which is a form of nonresponse bias analysis. The sample size of qualified break-offs was not sufficient for comparison.

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

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

Of the 331 manually entered surveys (from paper responses), 10% (per data entry clerk) were randomly checked for data entry accuracy and consistency.

APPENDIX D – DATA ANALYSIS NOTES

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

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

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

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

Analysis - Inferential statistics were used to assess whether survey results varied significantly from the 2015 and 2016 surveys (noted questions may have been compared to 2014 data where questions are not asked every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data also accounts for differences in question skip rates, not all

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

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