



Imagine that!

Final Report

2014 Stratford Resident Survey



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Prepared by Vicki Bryanton

SUMMARY

This report on the **Stratford Residents Survey 2014** has been produced as part of the reporting process for Town of Stratford's *Sustainable Stratford - Results Matter* performance management system. This annual Survey is one method that the Town of Stratford is using to receive feedback from residents and note community changes over time.

Communications documents have also been created to present findings to the public, Council Members and staff of the Town of Stratford.

Residents had the option of completing an electronic survey available online or a paper version delivered to households in Stratford. A vigorous and multi-mode communications strategy resulted in 812 adult residents completing the survey (an increase over previous years.) The survey results represent a statistically significant sample of the adults of the community. The survey accuracy (margin of error) was +/- 3.2%, 19 times out of 20, corrected for the 'finite population' of adults living in the Town of Stratford.

Benchmarking between the 2012-2013 Survey results and the 2013-2014 Survey results was completed using inferential statistics. Only significant differences between 2013-2014 are noted in this report unless otherwise specified.

Under **Environmental Responsibility**, the following percentages of residents said that they were aware of the following Town initiatives:

- 90% for the Rain Barrel Program
- 84% for the Community Garden
- 84% for the Trans Canada Trail Development
- 69% for the Official Plan Review
- 67% for the Wellfield

Stratford residents showed strong support for the use of Town of Stratford resources to protect the environment with 96% identifying it as “somewhat important” or “very important.”

When residents with a lawn were asked about **pesticide use** on the property (but outside of the home) 20% reported pesticide use, while 73% reported no use. Of those who used pesticides:

- 64% used them on their lawn

- 30% used them on their outside wall, foundation or structure attached to the house
- 23% used them on their walkway, sidewalk or patio
- 22% used them on trees/shrubs
- 19% used them on their flower garden
- 6% used them on a detached building or structure
- 5% used them on a vegetable garden

When questioned further about the main reasons for pesticide use on lawns the majority reported using pesticides:

- to control other weeds or unwanted plants (53%) and
- to control bugs, insects or pests (50%).
- to control dandelions (39%)
- because they want their lawn to look nice (28%), while
- 18% reported not using pesticides on their lawn.

Sixty three percent (63%) reported using non-chemical methods, 31% had not used non-chemical methods and 6% did not know.

When asked: “what kinds of Town initiatives to control cosmetic pesticide use would you support?” residents replied:

- “public education” (66%),
- “providing incentives for non-chemical options” (54%)
- “leading by example on Town-owned properties” (53%)
- “pesticide use restrictions” (41%)
- “pesticide use ban” (40%)

When asked about **Governance**, most residents are satisfied or very satisfied with the Town’s governance, with 77% of residents stated they are satisfied or very satisfied. All other governance indicators ranged between 61% and 76% of residents reporting they are satisfied or very satisfied.

Under **Resident Health and Safety**, ninety percent (94%) of Stratford residents self-reported their general health as good, very good or excellent. Also, when asked: “Compared to one year ago, how would you say your health is now?” 72% reported their health is about the same and 15% reported their health as somewhat better now.

When asked about their activity levels over the last 3 months, 39% report doing more than 2.5 hours per week of moderate to vigorous activity. While

34% are active between 1 to 2.5 hours per week and 25% do less than 1 hour per week.

When asked how frequently residents used some forms of **active transportation** to get to (or from) work or school, the majority of residents do not use active transportation for this purpose, with only 4% indicating they usually or always walk, and no residents reported jogging or running to school or work. More residents indicated they use active transportation to get to shops and/or run errands. Nineteen percent (19%) reported routinely walking to shops, 9% reported biking and 2% run or jog.

The most frequent purpose for walking, running/jogging and biking was for fitness or fun within the Town of Stratford. Thirty percent (30%) reported usually or always walking while 7% reported jogging or running and 6% reported biking.

Residents were also specifically asked about barriers to active transportation that “prevents you from using active transportation more often”. Based on a list of named barriers residents were asked which ones applied and could choose more than one. The identified barriers included:

- safety on the Hillsborough Bridge was chosen by 60%
- speed of traffic was chosen by 40%,
- lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) by 38%
- volume of traffic by 30%

When asked about **crime** in residential areas of Stratford compared to other areas in Prince Edward Island, residents stated that:

- 91% think the Town has about the same or lower amounts of crime
- 46% think it is lower,
- 45% think the crime rate is about the same, and
- 5% think the crime rate is higher than other areas of PEI.

Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI:

- 22% of residents think that crime has increased during the last 5 years,
- 51% think that it is about the same,
- 5% think that crime has decreased and
- 18% reported that they have not lived in Stratford for 5 years or don't know.

Residents were asked questions that dealt with their perceptions about the work that is being carried out by the local police force, the **Stratford RCMP** and 83% of residents report they have a lot or a great deal of confidence in the Stratford RCMP. Ratings on all other indicators ranged between 53% and 75% of residents indicating they felt the Stratford RCMP are doing a good or average job. Not all residents had an opinion on all aspects of police services and chose “don’t know/no answer” in 21-44% of the cases.

Under **Resource Efficiency**, 77% of residents reported regularly washing laundry in cold water, 71% have changed from incandescent to compact florescent lights (CFLs) and 47% of residents have changed to LED bulbs. The top two water saving activities by residents were having water saving, low flow showerheads in one or more locations (64%) and having low volume toilets in one or more locations (47%). As well, 32% of residents reported the use of a barrel or cistern to collect rainwater in one or more possible locations and 38% have a water saving aerator in one or more locations.

Under **Communications & Community Engagement**, when asked how they prefer to receive information from the Town, residents responded with:

- emails from the Town (45%)
- the Stratford Town Talk newsletter (39%)
- the Town of Stratford website (39%)
- Direct mail (31%)
- the Town sign (29%)
- social media (21%)

Respondents were also asked about their awareness around several Town initiatives. For the New Stratford Library, 91% are aware (30% have heard of it, 36% know some details, 24% followed it closely or sought more information) and 5% never heard of it. For the New Stratford Brand and Logo, 70% are aware (32% heard of it, 29% know some details, 9% followed it closely or sought more information), and 24% never heard of it. For the New Website, 64% are aware (33% have heard of it, 24% know some details, 7% followed it closely or sought more information), and 28% never heard of it. For StratChat.ca, 32% are aware (21% have heard of it, 9% know some details, 2% followed it closely or sought more information), and 59% never heard of it.

Residents were asked how they would like to be engaged in Town decision making. Based on the options for engagement provided, residents responded with:

- public meetings on specific issues (50%)
- open house or information sessions on specific issues (50%)
- Participating in in-depth surveys (33%)
- participating in focus groups (25%)
- participating on topic specific committees (16%)
- online forums (15%)
- attending Town Council meetings (16%)

Further details of the Stratford Resident Survey 2014 can be found in the full report.

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, like 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 third year - has been designed to gather the information required for the indicators for which there is no other data source and that are 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: Dawn Binns - Insight Marketing and Vicki Bryanton – Providing Practical Solutions, were contracted to provide support to the Town of Stratford for the planning, development, implementation, and analysis of the survey.

Insight Marketing is a strategy and marketing agency located in Charlottetown, Prince Edward Island. Specializing in marketing, communications and organizational strategies, Insight Marketing works with both public and private sector clients to support them in identifying and achieving their goals. Vicki

Bryanton's independent consulting service, focused on the survey design, implementation needs, data management, management analysis (statistical analysis performed by Atlantic Evaluation Group), and reporting.

SURVEY DEVELOPMENT

Consultants, Vicki Bryanton (survey consultant) and Dawn Binns (of Insight Marketing), 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: satisfaction with town governance, residents self-reported health status, perceptions of community safety, environmental stewardship and energy conservation measures;
3. New areas of inquiry change each year - this year's new area focused on cosmetic pesticide use; and
4. Demographics (e.g.- length of residency, type of housing, age, household income).

In order to best reach a representative sample, to ensure a good response rate and to meet the needs of residents, a multi-mode method was developed using an online and paper survey (see full description Appendix 1 – Multi-Mode Method Description.) The survey was administered online using the Survey Monkey 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.

A deck of new questions were drafted for the new interest area - cosmetic pesticide use. The draft questions were tested in paper format with a focus group of Stratford residents recruited by **Insight Marketing**. Recruitment was done using email and social media (Facebook, Twitter.) Attending focus group members completed the new survey questions only and Vicki Bryanton led discussions around each question's clarity and ease of use. Refinements to the questionnaire were made based on focus group feedback. See final survey questions in Appendix 2 – Questionnaire.

The online survey and paper survey were aligned so that the questions and their line-up were the same – see Appendix 3 – Online Welcome Page and

Sample Question. Those completing the paper survey did see the skip questions not shown to those completing the online survey.

The surveys did not gather any information to identify individual respondents and results 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 in a direct mail householder drop.

A probability, multi-mode sampling method achieved a sample size of 812 respondents (467 completing paper surveys and 345 completing online surveys) which exceeded the projected sample size of 360.

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

SURVEY RECRUITMENT

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

The 2014 survey was launched on January 13, 2014 with the paper survey delivered to households February 6-7th. The online survey closed on February 21, 2014 and paper surveys continued to be accepted until February 26th to allow for postal delivery delays.

Direct recruitment included three email invitations to residents and one direct mail out of the full survey to households with a self-addressed, business reply envelope. Broader awareness activities included promotion on the Town of Stratford's Facebook and Twitter accounts, a *CBC Radio* interview and an article in *The Guardian* with Mayor Dunphy, and one media release that was

sent to the provincial newspapers. Information notices were also distributed electronically through local schools and community groups to increase uptake.

A series of e-blasts were distributed through the Town of Stratford's newsletter email list of approximately 925 residents, directing them to the online survey and noting that a paper survey would also be mailed to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey.

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

Paper surveys were data entered via an online portal by 3 members of the Town of Stratford staff; trained by the survey developer.

The target goal for returned surveys of 360 was exceeded on February 19th or 38 days into the field. Final returns totaled 812 surveys for a return rate of 21% (812 returns/3,938 householder mailing*100).

SURVEY ANALYSIS

All online survey questions were set to 'optional' (except for the postal code screening question) to match the option that respondents to paper surveys would have to skip questions. Respondents to the online survey could not exit and return later. Although it is not possible to know how many people did not start the survey due to the postal code constraint, only 19 respondents were deemed qualified drop-offs (failed to complete more than the first five questions of the survey – most of these did not complete any questions after the postal code screening.)

Other data quality assurance procedures can be found in Appendix 4 – Data Cleaning.

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 2014 data. A more detailed description of survey analysis factors may be found in Appendix 5 – 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 from the 2013 and 2014 surveys. 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 from 2013 to 2014 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.

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

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 2014** 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.

The age representation of the respondents was somewhat underrepresented in the 15-24 year old bracket and underrepresented for apartment dwellers. (Statistics Canada, 2012) Results in this Report have been **weighted** based upon the 2011 Census data for the Town of Stratford. The survey accuracy (margin of error) was +/- 3.2%, 19 times out of 20, corrected for the 'finite population' of adults living in the Town of Stratford.

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

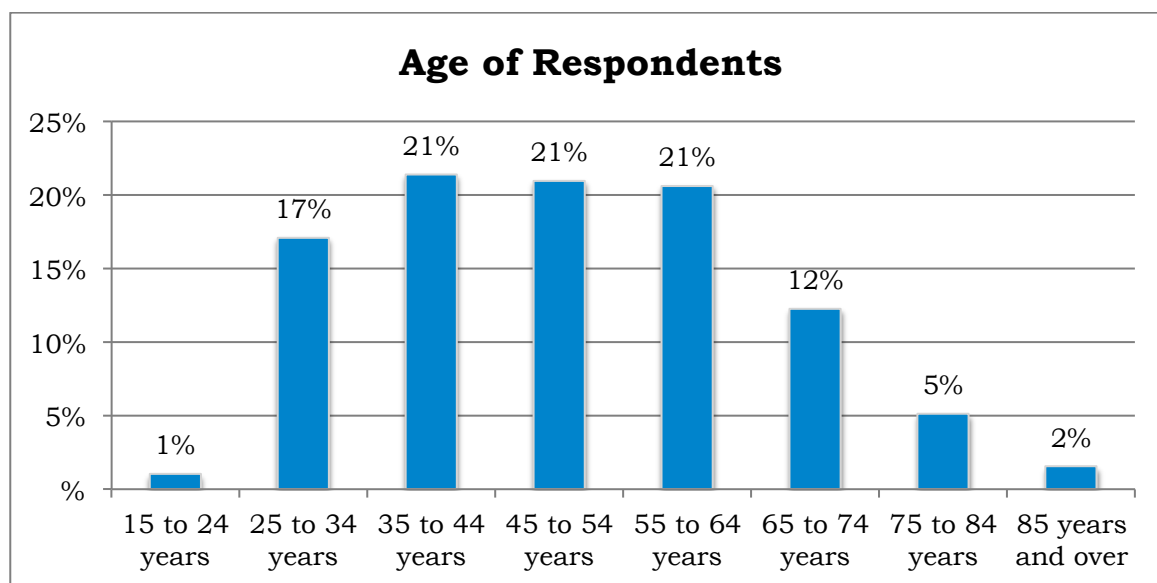
Percentages may not add exactly to 100% due to rounding error and/or multiple response options. For subgroups reporting, only results with a frequency of 30 or greater are described in this report. Non-response (skipping) rates of over 10% only are noted in this Report.

RESPONDENTS PROFILE

Respondents to the Stratford Resident Survey 2014 were 56% female and 40% male.

The Respondents' ages were:

- 1% aged 15 to 24 years
- 17% aged 25 to 34 years
- 21% aged 35 to 44 years
- 21% aged 45 to 54 years
- 21% aged 55 to 64 years
- 12% aged 65 to 74 years
- 5% aged 75 to 84 years
- 2% aged 85 and over



Ninety three percent (93%) of respondents were Canadian citizens at birth with 8% born in another country. Ninety eight percent (98%) have lived in Canada for more than 10 years, 2% for 10 years or less.

Eighty one percent (81%) of respondents own their dwelling while 15% rent.

Seventy five percent (75%) live in a single detached dwelling, while 9% live in a double/duplex/semi-detached, and 12% live in an apartment or row house.

The number of occupants per dwelling showed 12% of homes with 1 person living in the home, 40% with 2 people, 16% with 3 people, 19% with 4 people, 7% with 5 people, and 3% with 6 or more people living in the home.

Length of residence in the Town of Stratford for respondents was less than 2 years for 12%, 2-4 years for 15%, 5-10 years for 23%, with the majority at 47% living in Stratford for more than 10 years. Ninety four percent (94%) of respondents have lived in Canada for 10 or more years, 2% for 5-10 years, and no respondents had lived in Canada for less than 5 years.

Respondents were asked to estimate the total income received by all household members, from all sources, before taxes and deductions, in 2013. Of those who responded (16% chose not to answer), the estimated household incomes were:

- 6% with less than \$30,000
- 5% with \$30,000 or more but less than \$40,000
- 9% with \$40,000 or more but less than \$50,000
- 9% with \$50,000 or more but less than \$60,000
- 9% with \$60,000 or more but less than \$70,000
- 6% with \$70,000 or more but less than \$80,000
- 9% with \$80,000 or more but less than \$90,000
- 11% with \$90,000 or more but less than \$100,000
- 24% with \$100,000 or more but less than \$150,000
- 14% with \$150,000 and over

IMPROVING ENVIRONMENTAL RESPONSIBILITY

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

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

- Official Plan Review
- Wellfield (a new source of water for the Town)
- Rain Barrel Program
- Trans Canada Trail Development
- Community Garden

The most recognized initiative was the *Rain Barrel Program* with 90% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 6% had never heard of it.

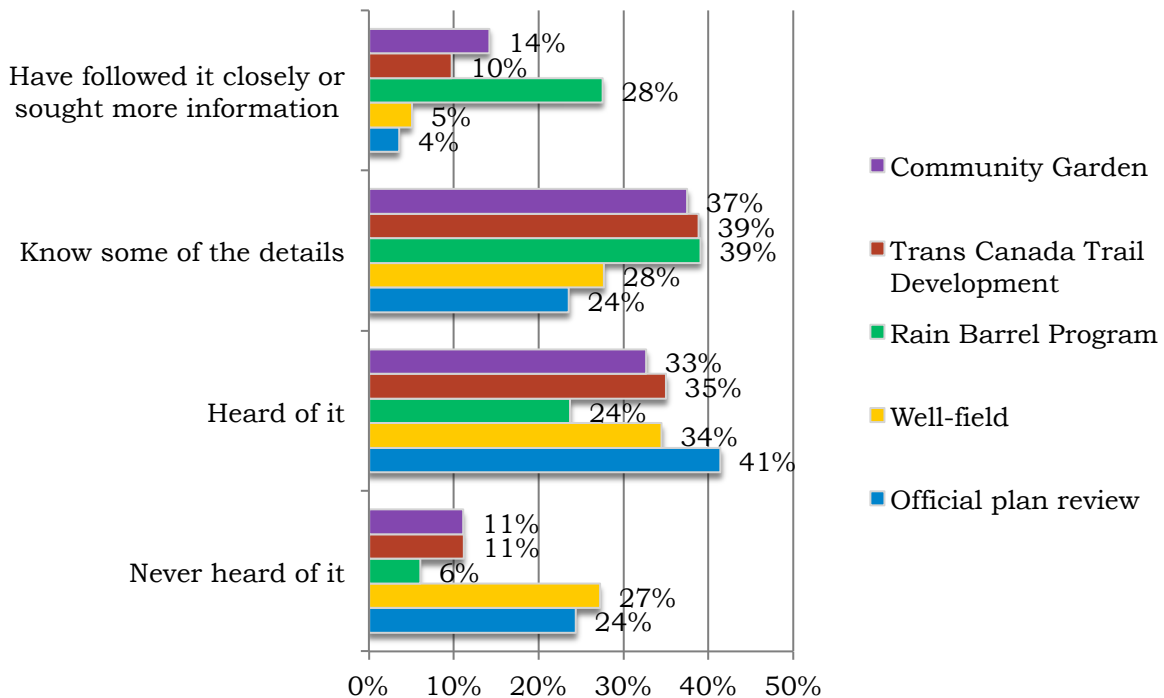
Both the *Community Garden* and *Trans Canada Trail Development* had high recognition with 84% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 11% had never heard of it. There was a 12% increase over the previous year in the response “know some of the details about” for the *Trans Canada Trail Development*.

Sixty nine percent (69%) had “heard about”, “know some details about”, or “have followed it closely or sought more information” about the *Official Plan Review* while 24% had never heard of it.

Sixty seven percent (67%) had “heard about”, “know some details about” (a significant increase of 12% over the previous year), or “have followed it closely or sought more information” about the *Wellfield* (a new source of water for the Town) while 27% had never heard of it.

Awareness had increased significantly over the previous year for the Official Plan Review, Wellfield, and Trans Canada Trail Development.

How much do you know about the following Town initiatives (environmental)?



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

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

- pick up garbage in a natural area within Stratford
- help to clean a pond or other waterway within Stratford
- plant trees with the watershed group
- plant trees or shrubs on your property
- use pesticides and/or herbicides on your lawn or garden

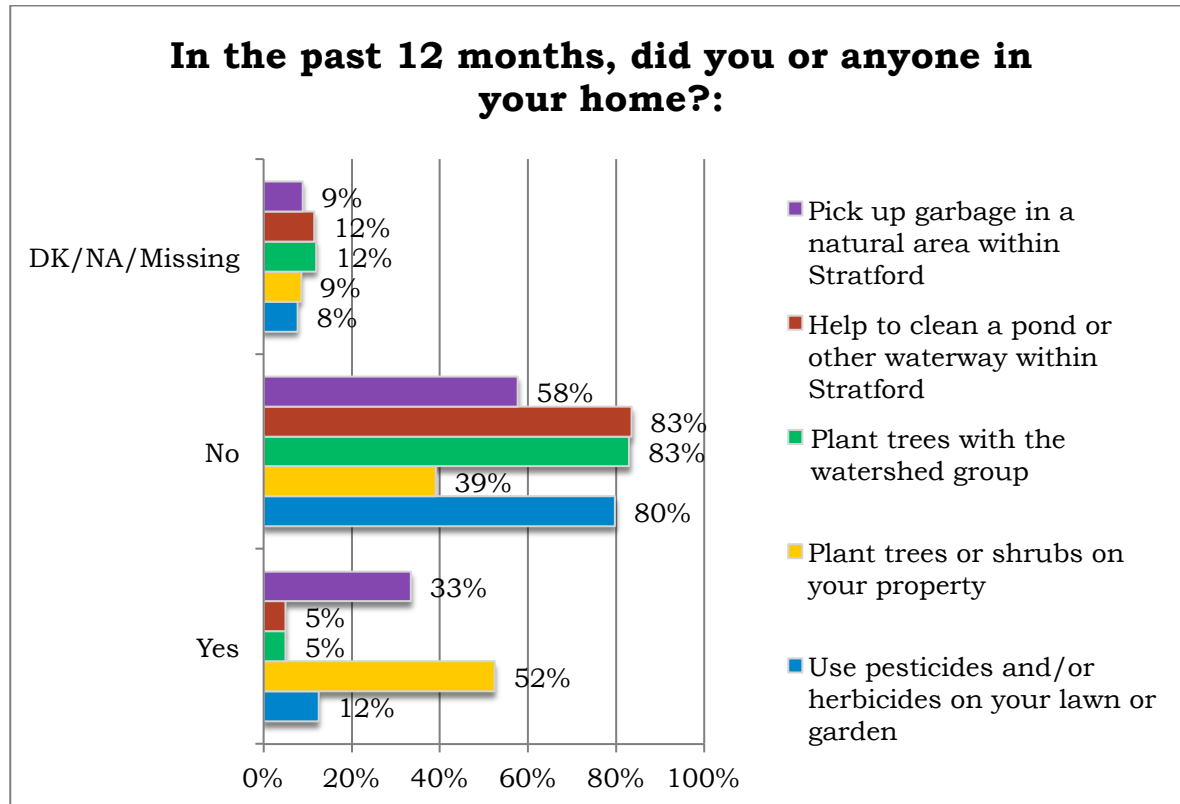
Thirty three percent (33%) reported picking up garbage in a natural area of Stratford while 58% did not and 9% indicating that it was not applicable to them.

Five percent (5%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 83% reporting not helping to clean a pond or waterway within Stratford and 12% indicating that it was not applicable to them.

Five percent (5%) reported planting trees with the watershed group within the last 12 months with 83% reporting not planting of trees or shrubs and 12% indicating that it was “not applicable” to them.

Fifty two percent (52%) reported trees or shrubs being planted on their property within the last 12 months with 39% reporting not planting of trees or shrubs and 9% indicating that it was “not applicable” to them.

Eighty percent (80%) of residents reported “No” use of pesticides and/or herbicides on their lawn or garden with 12% reporting use by someone in the household within the last 12 months and 8% indicating that it was “not applicable” to them.



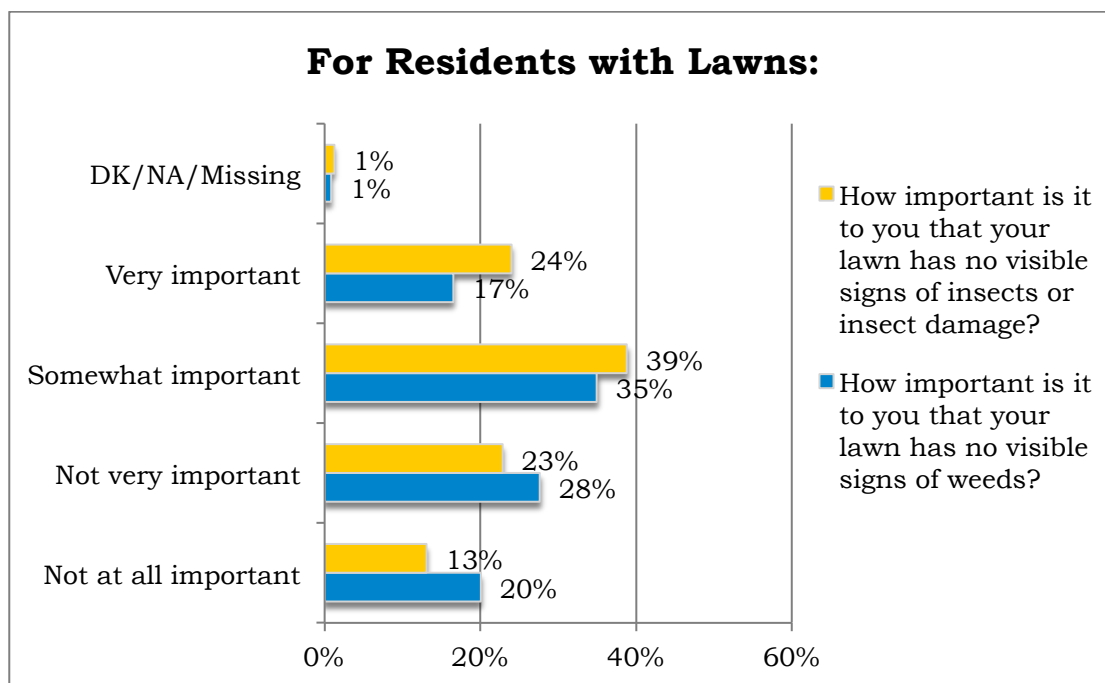
While benchmarking the results of this set of questions for the last 3 years, an anomaly was noted in last years' results and subsequently, the reporting. A statistically significant shift was noted from 2012 to 2103 and this was reversed for 2014. Despite the fact that there were multiple quality control checks and despite further investigation, there was a problem with this bank of questions in the 2013 survey. There remains unexplained variances that reversed in 2014, therefore for benchmarking purposes, we are comparing 2012 to 2104 data (2013 data will be disregarded for this section only.)

No statistically significant changes were seen between the 2012 and 2014 data.

Lawns and Cosmetic Pesticide Use

A new section to this year's survey asked more questions concerning pesticide use within Stratford.

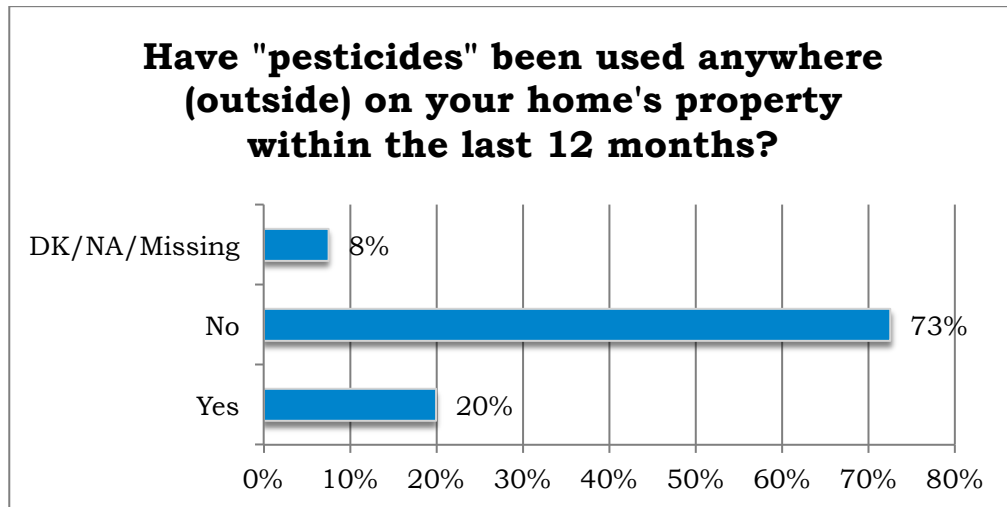
Ninety two percent (92%) of respondents have a lawn and 51% feel it is "somewhat important" or "very important" that their lawn has no visible signs of weeds while 48% feel it is "not very important" or "not at all important". Sixty three percent (63%) feel it is "somewhat important" or "very important" that their lawn has no visible signs of insects or insect damage while 36% feel it is "not very important" or "not at all important".



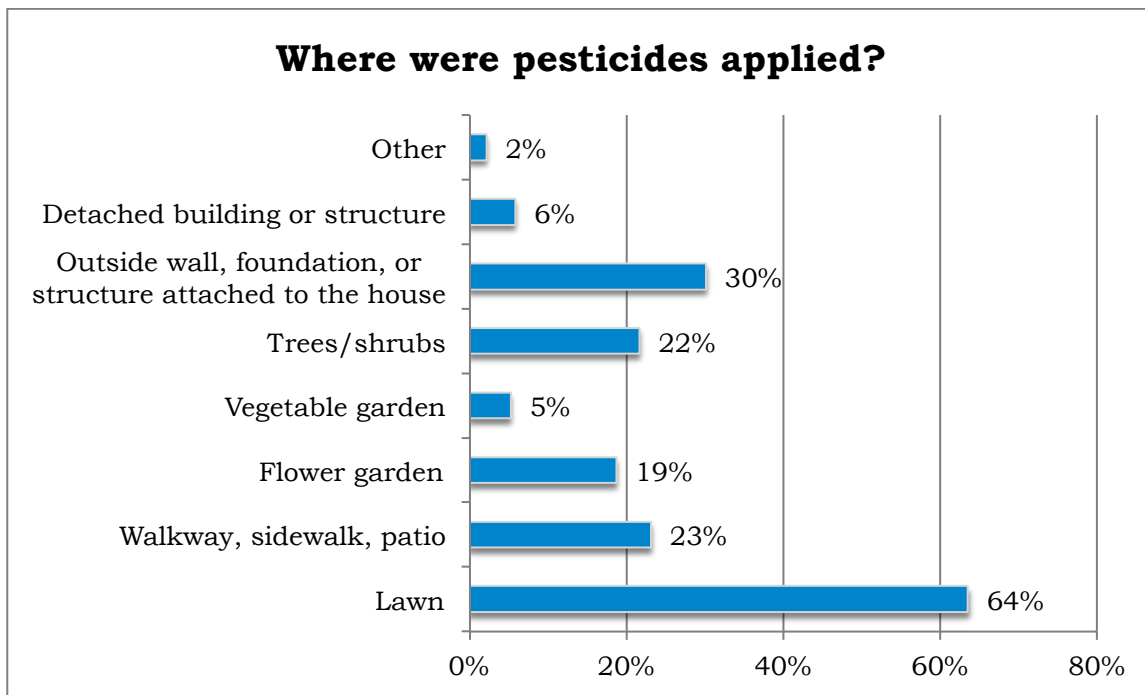
Pesticide Use

For the purposes of this survey, PESTICIDES referred to any chemical substance that is used to prevent, destroy, repel, attract or reduce weeds or pest organisms.

When residents with lawns were asked about pesticide use on the property (but outside of the home), 20% reported pesticide use, while 73% reported no use and 8% reported that it was not applicable to them.



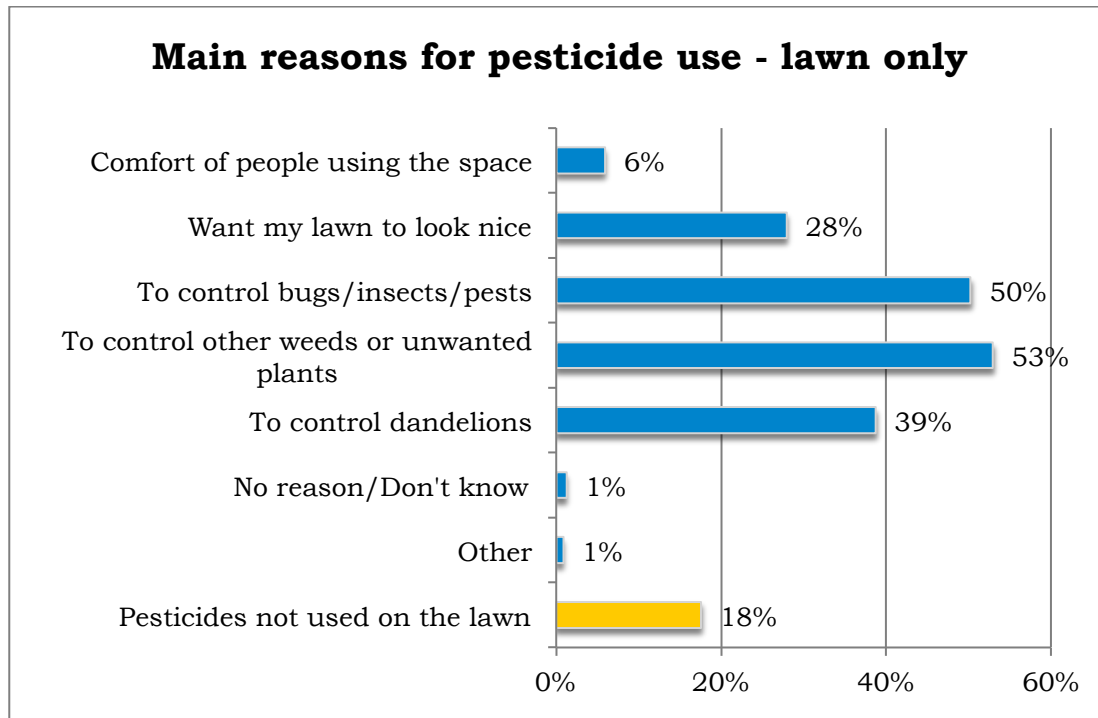
When asked where the pesticides were applied, 64% used pesticides on their “lawn”, 30% on the “outside wall, foundation, or structure attached to the house”, 23% on the “walkway, sidewalk, or patio”, 22% on “trees/shrubs”, 19% on the “flower garden”, 6% on a “detached building or structure”, 5% on a “vegetable garden”, and 2% noted “other”.



In 56% of the cases, pesticides were applied by a “household member”, 48% by a “company hired by a person in the household”, 3% by a “company hired by the landlord”, 2% by the “landlord”, and 2% did not know who applied the pesticides.

Reasons for Using Pesticides on Lawns

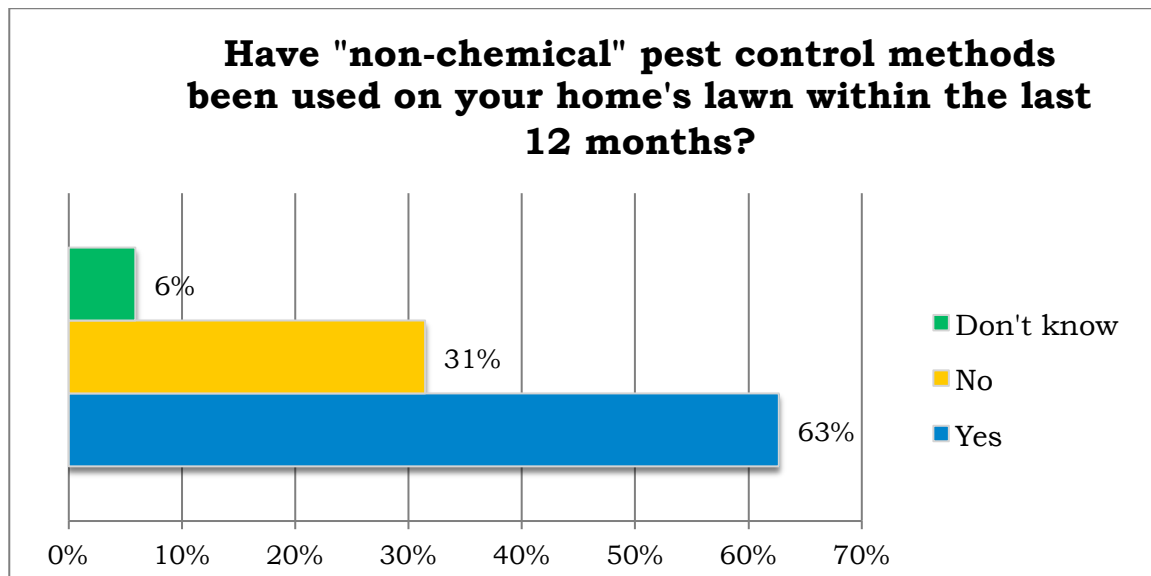
When questioned further, specifically about the **main** reasons for pesticide use on lawns, 18% reported not using pesticides on the lawn. Of those who used pesticides on their lawn, 53% use it to “control other weeds or unwanted plants”, 50% to “control bugs, insects, or pests”, 39% to “control dandelions”, 28% “want lawn to look nice”, 6% for the “comfort of people using the space”, 1% “other, and 1% “no reason/don’t know”.



Non-chemical Pesticide Use

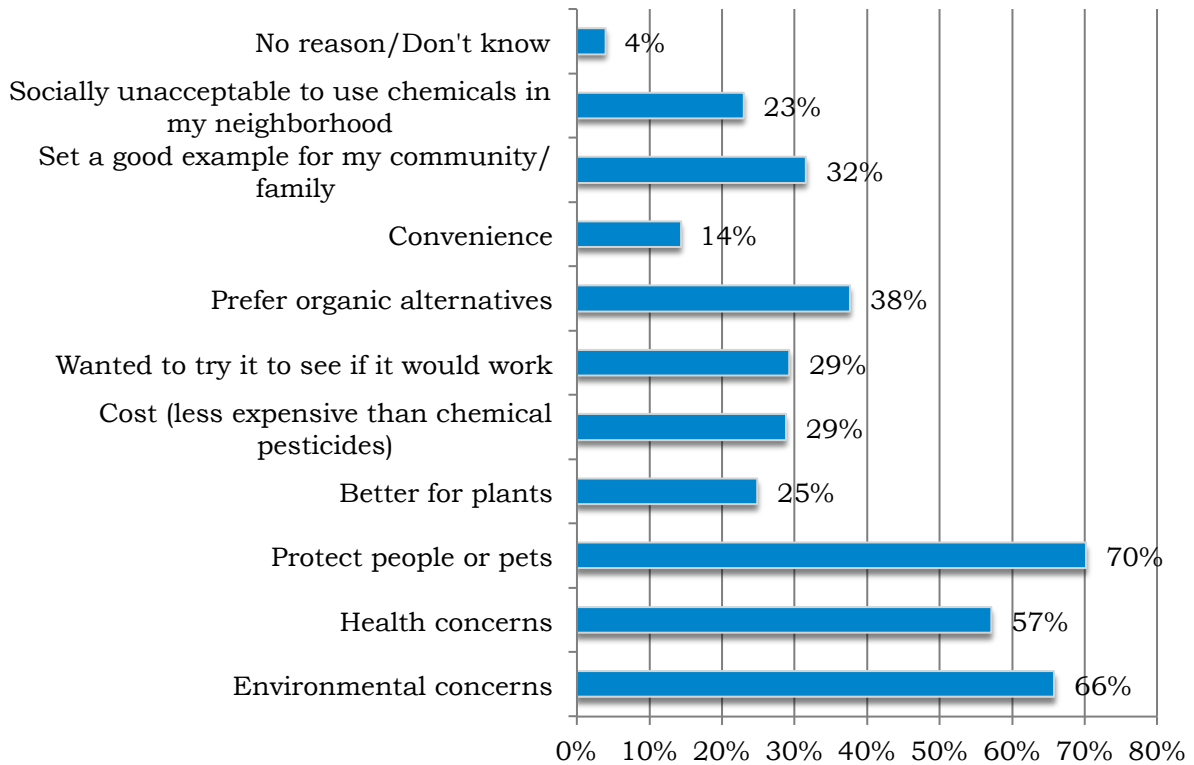
All respondents with lawns were asked about the use of “non-chemical” pest control methods on their lawns. Non-chemical pest control was described as: *"non-chemical" pest control methods (such as soap+water, vinegar, pulling weeds, selective planting/ alternative ground cover and other natural approaches or other natural approaches.)*

Sixty three percent (63%) reported using non-chemical methods, 31% had not used non-chemical methods and 6% did not know.



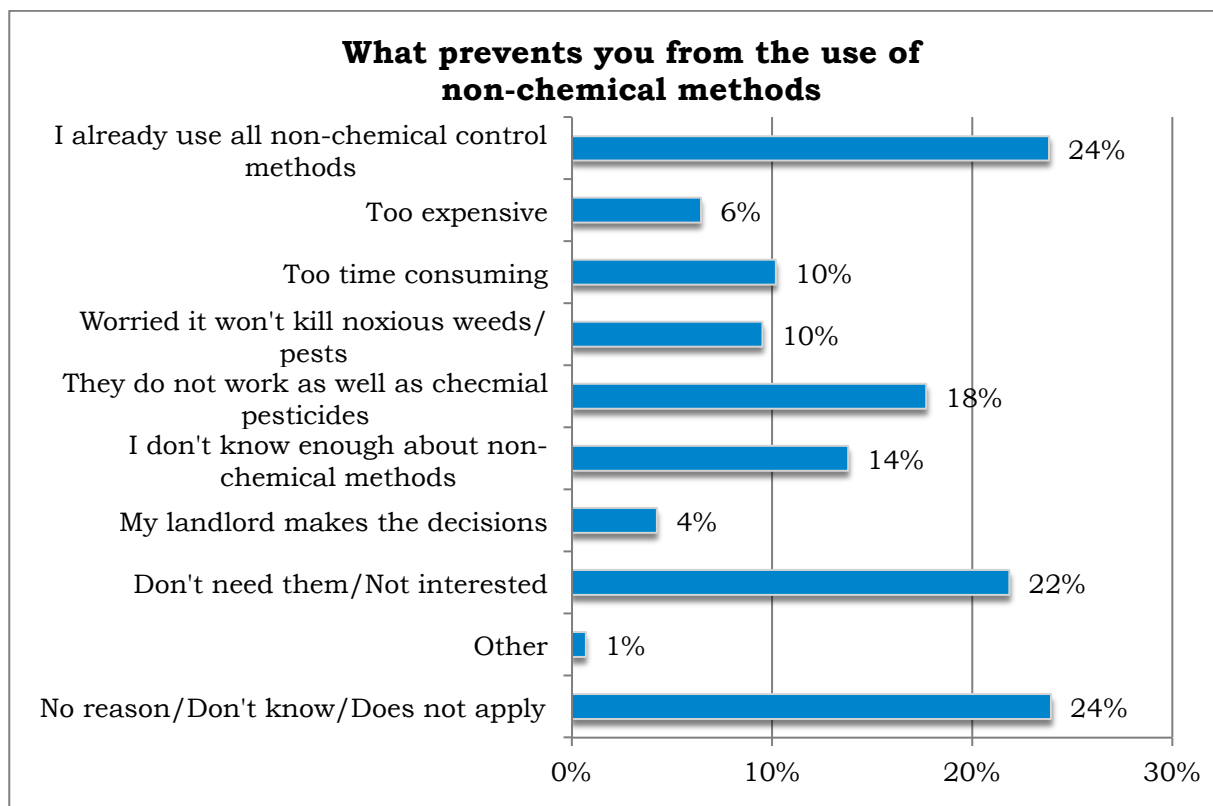
Those using non-chemical pest control methods on the lawn, were asked about their **main** reasons for using these methods. Seventy percent (70%) used non-chemical methods to “protect people or pets”, 66% for “environmental concerns”, 57% for “health concerns”, 38% “prefer organic alternatives”, 32% to “set a good example for my community/family”, 29% “wanted to try it to see if it would work”, 29% noted “costs (less expensive than chemical pesticides)”, 25% noted “better for plants”, 23% noted “socially unacceptable to use chemicals in my neighborhood”, 14% noted “convenience”, and 4% chose “no reason/don’t know”.

Main reasons for non-chemical pest control methods



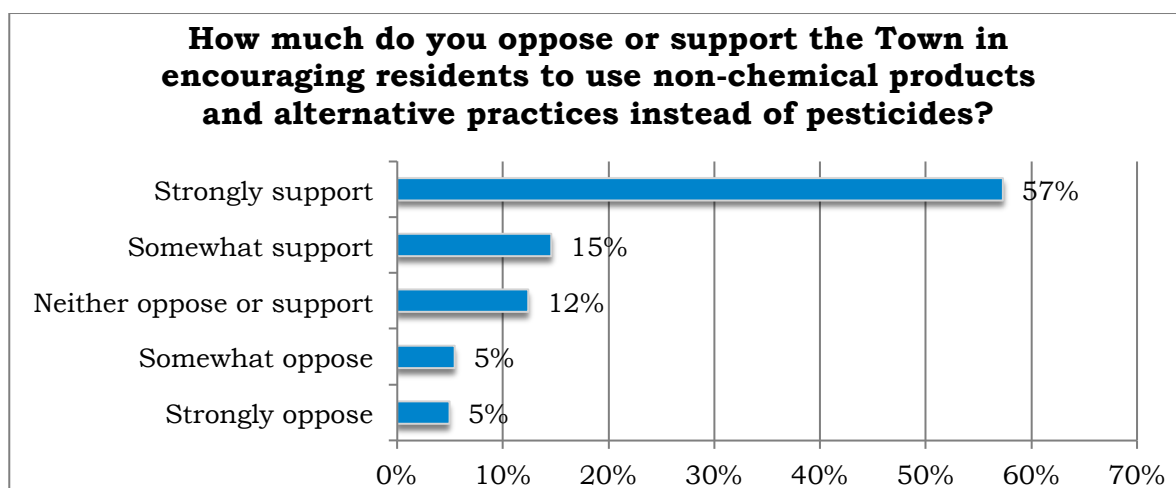
All respondents with lawns were asked “Which of the following PREVENTS you from using non-chemical pest control methods, or prevents you from using them more often?” and were presented with a list of options.

Twenty four percent (24%) reported that they “already use all non-chemical control methods”, 24% chose the option “no reason/don’t know/does not apply”, 22% report “don’t need them/not interested”, 18% report that “they do not work as well as chemical pesticides”, 14% “don’t know enough about non-chemical methods”, 10% are “worried it won’t kill noxious weeds/pests, 10% find it “too time consuming”, 6% report it is “too expensive”, and 4% reported that the “landlord makes the decisions”.



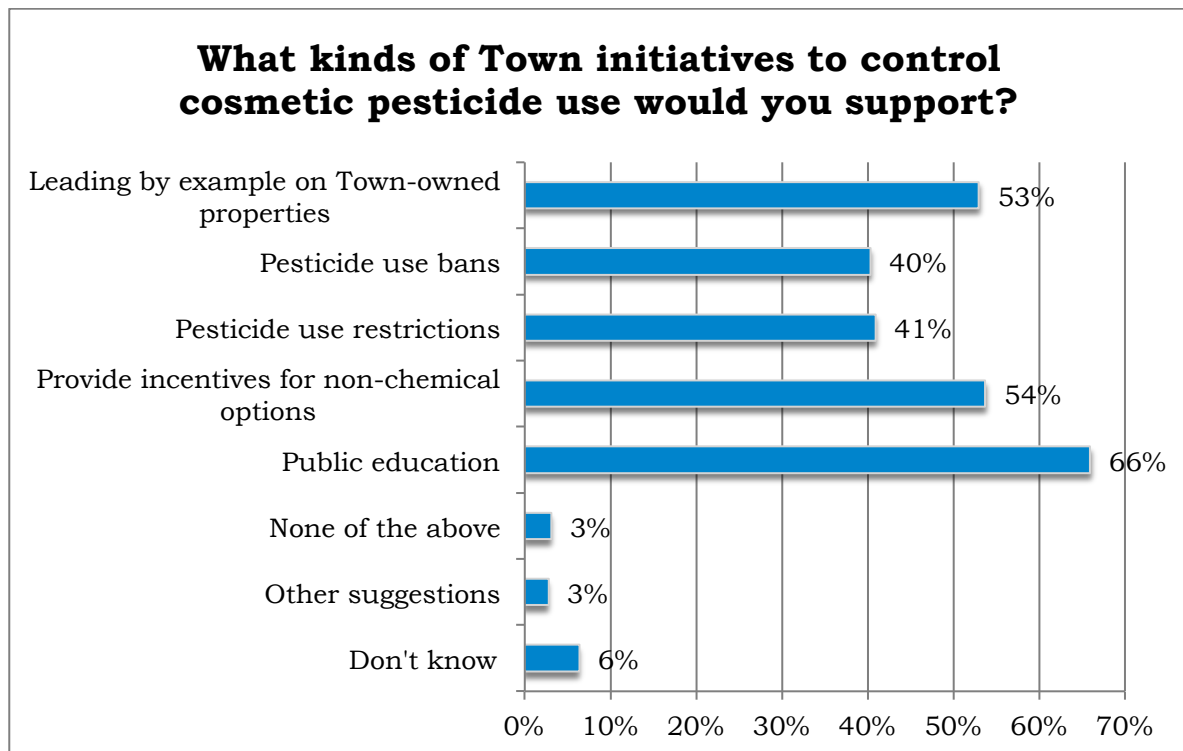
Twenty seven percent (27%) of all survey respondents “have tried to find out more about the impact of pesticides - within the last 12 months”, while 72% have not.

All survey respondents were asked “how much do you oppose or support the Town in encouraging residents to use non-chemical products and alternative practices instead of pesticides?” Seventy two percent (72%) “somewhat support” or “strongly support” Town involvement, 12% neither oppose or support, and 10% “somewhat oppose” or “strongly oppose”.



Respondents were asked: “what kinds of Town initiatives to control cosmetic pesticide use would you support?” and were provided with a list of options as well as the opportunity to comment.

Sixty six percent (66%) support the Town in “public education”, 54% in “providing incentives for non-chemical options”, 53% support the Town “leading by example on Town-owned properties”, 41% support “pesticide use restrictions”, 40% support a “pesticide use ban”, 6% “don’t know”, 3% support none of the options provided, and 3% provided other suggestions.



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”, 77% of residents were satisfied or very satisfied with the Town’s performance, 8% were dissatisfied or very dissatisfied, and 18% chose “did not know/no answer”.

For “ability to meet your needs”, 70% were satisfied or very satisfied and 8% were dissatisfied or very dissatisfied, and 22% chose “did not know/no answer”.

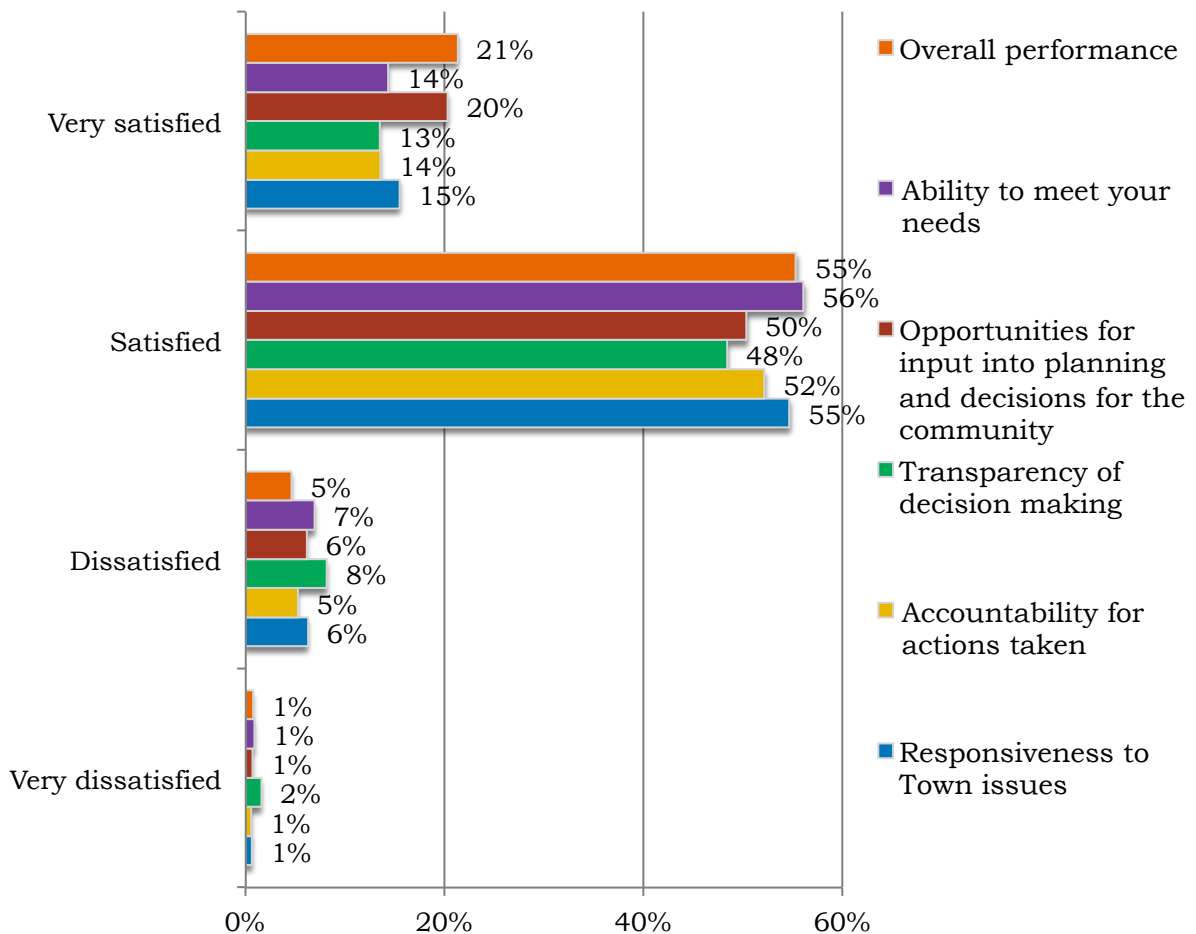
For “opportunities for input into planning and decisions for the community”, 71% were satisfied or very satisfied and 7% were dissatisfied or very dissatisfied, and 23% chose “did not know/no answer”.

For “transparency of decision making”, 62% were satisfied or very satisfied and 10% were dissatisfied or very dissatisfied, and 29% chose “did not know/no answer”.

For “accountability for actions taken”, 66% of respondents were satisfied or very satisfied with 6% dissatisfied or very dissatisfied, and 29% chose “did not know/no answer”.

For “responsiveness to Town issues” 70% of respondents were satisfied or very satisfied with 7% dissatisfied or very dissatisfied, and 23% chose “did not know/no answer”.

How satisfied are you with each of the following areas?

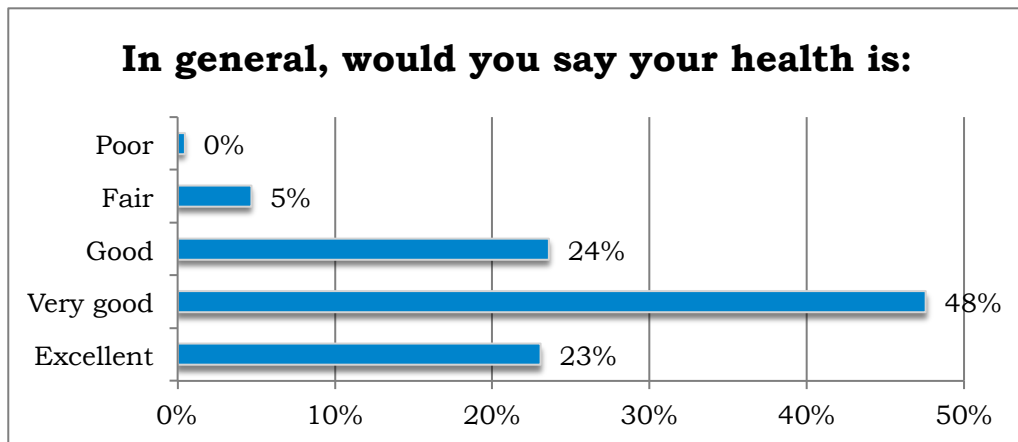


IMPROVING RESIDENT HEALTH AND SAFETY

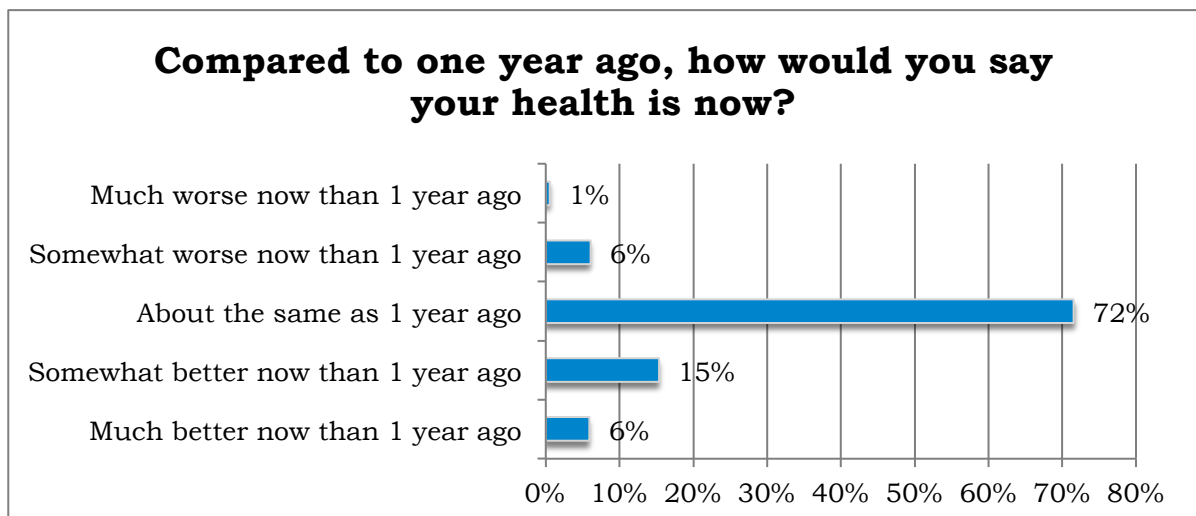
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

Health and Wellness

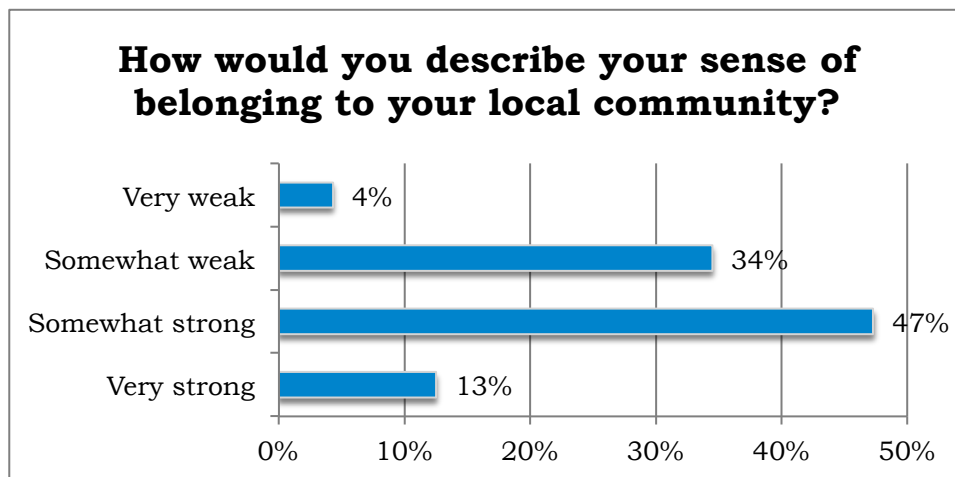
Ninety four percent (94%) of Stratford residents self-report their general health as good, very good or excellent with 23% having excellent health, 48% having very good health, 24% with good health, 5% in fair health and 0% as poor health.



When asked “compared to one year ago, how would you say your health is now?”, 72% reported that their health is about the same, 15% reported their health as somewhat better now, 6% reported their health as somewhat worse now, 6% reported it as much better now, and 1% reported their health as much worse now than one year ago.



When asked about their sense of belonging to their local community, 13% reported their sense of belonging as “very strong, 47% reported it to be “somewhat strong”, 34% reported belonging as “somewhat weak”, and 4% reported their sense of belonging as “very weak”.



Physical Activity

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

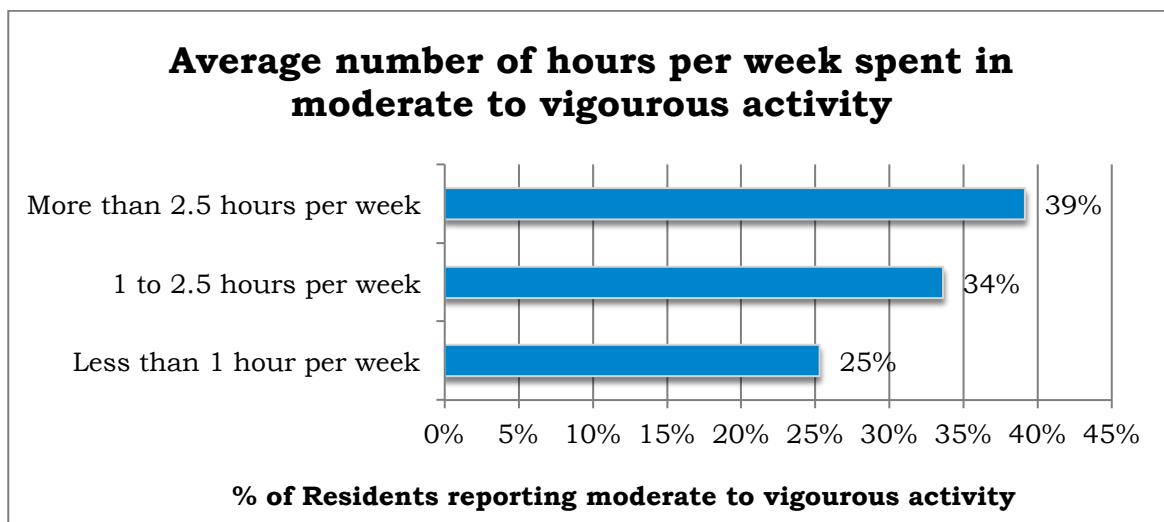
In the survey, the following definition was used:

"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, bike riding, cross country skiing, skating.

Residents were asked to think about the moderate or more vigorous activities that they had done in the last 3 months.

In an average week, 47% of residents spend 10 minutes or more doing a moderate or more vigorous activity on 3-5 occasions, 34% are active on less than 2 occasions per week, and 18% are active for more than 5 occasions.

In total, during an average week, 39% of residents spend more than 2.5 hours per week in moderate to vigorous activity, 34% spend 1-2.5 hours, and 25% spend less than 1 hour 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, 7% reporting limitations often, and 11% indicating that the question was not applicable.

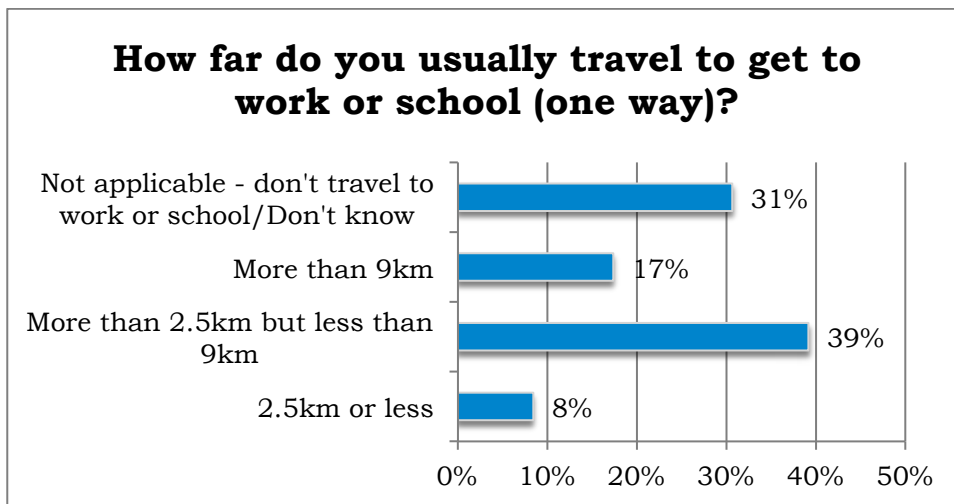
Ninety four percent (94%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 6% are not able.

Active Transportation

For the purposes of the survey, “active transportation” refers to any form of human powered transportation – walking, cycling, non-motorized wheelchair, inline skating or skateboarding.

Residents were asked about their incorporation of active transportation activities as a regular component of their local travel.

Usual distance to travel for work and school was surveyed. Eight percent (8%) of residents reported a one way distance of 2.5 km or less, 39% reported a distance of more than 2.5 km but less than 9 km, 17% reported a distance of more than 9 km and 31% reported that the question was not applicable or they didn't know.



Active Transportation to/from 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.

Four percent (4%) of residents report “usually or always” walking, 2% report walking about ½ the time, 7% report walking occasionally, and 81% 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”. Three percent (3%) of residents occasionally jog or run with 86% reporting never jogging or running to work or school (and 10% skipped this question).

One percent (1%) of residents usually or always bike, 3% bike about ½ the time, 9% bike occasionally, and 79% 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. Nineteen percent (19%) reported routinely walking to shops or to run errands while 65% reported not walking, 4% reported not applicable, and 12% skipped this question.

Two percent (2%) of residents reported routinely running or jogging to shops or to run errands, 75% do not run/jog for these purposes, 5% reported that it was not applicable, and 18% skipped this question.

Nine percent (9%) of residents reported routinely biking to shops or to run errands, 71% do not bike for these purposes, 5% reported that it was not applicable, and 15% skipped this question.

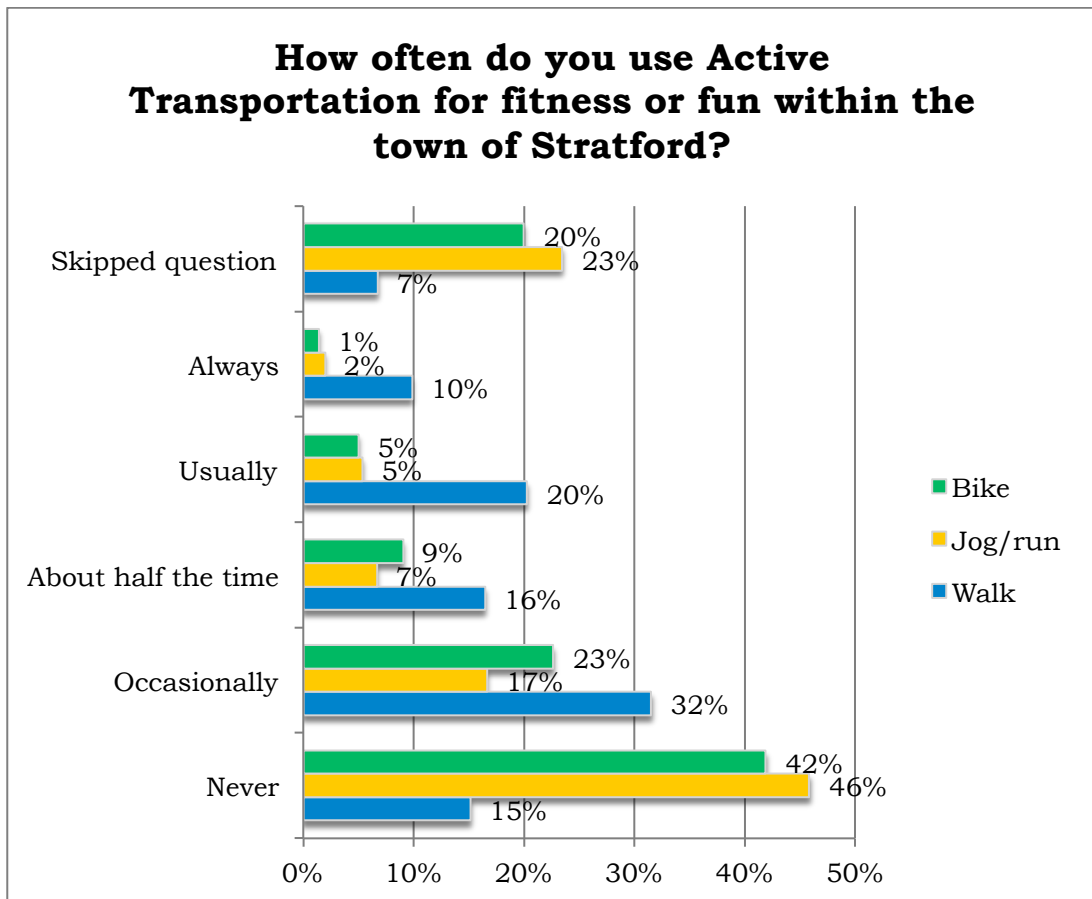
Active Transportation for Fitness or Fun

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

Thirty percent (30%) reported usually or always walking, 16% used walking about ½ the time walk, 32% reported occasionally walking, and 15% never used walking in Stratford for fitness or fun.

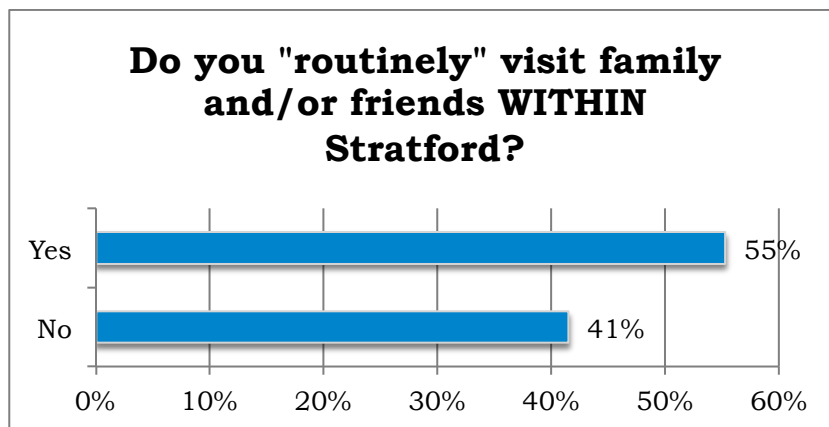
Jogging or running in Stratford was reported by 7% of respondents as usually or always, 7% about ½ the time, 17% occasionally (rarely, seldom), never by 46%, and 23% skipped this question.

Usually or always biking for fitness or fun in Stratford was reported by 6% of respondents, 9% about ½ the time, 23% occasionally (rarely, seldom), 42% never bike for fitness or fun in Stratford, and 20% skipped this question.



Visiting Family and/or Friends within Stratford

All residents were asked about their visiting routines within Stratford. Fifty five percent (55%) responded that they do and 41% responded that they do not routinely visit family or friends within Stratford.



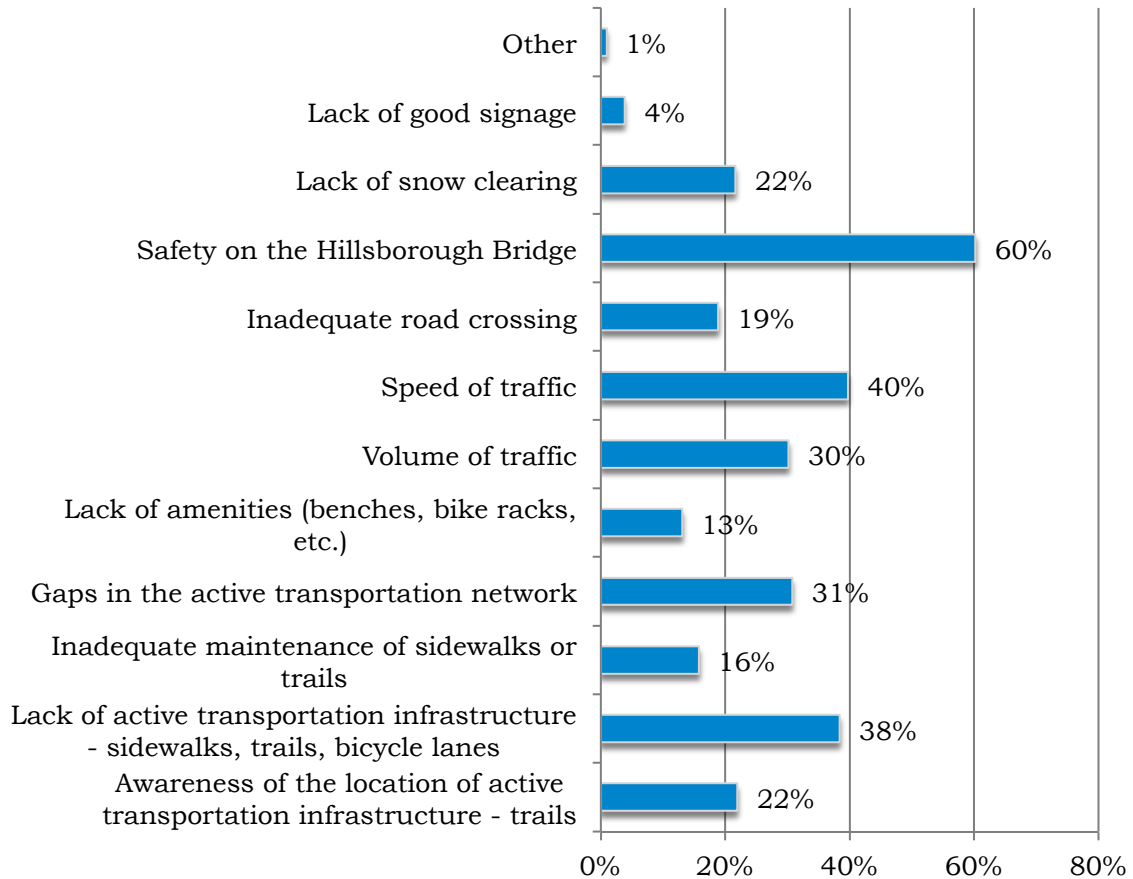
Of those who **do** routinely visit within Stratford, 55% reported routinely walking, 5% routinely jogged or ran, and 14% reported routinely biking to visit family or friends. Forty six percent (46%) reported that they do not routinely walk, 73% do not jog/run, and 67% do not routinely bike to visit family or friends within Stratford. (Between 9-22% reported that the questions were not applicable or skipped this question.)

Barriers to Active Transportation

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

Of the identified barriers, safety on the Hillsborough Bridge was chosen by 60% of all respondents (a 14% increase in the number of respondents identifying this barrier over last year), speed of traffic was chosen by 40% (a 7% increase in the number of respondents identifying this barrier over last year), lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) was chosen by 38%, gaps in the active transportation network was 31%, volume of traffic was 30%, awareness of the location of active transportation infrastructure trails was 22%, lack of snow clearing was 22%, inadequate road crossings was 19%, inadequate maintenance was 16%, lack of amenities (benches, bike racks, etc.) was 13%, lack of good signage was chosen by 4% of the respondents, and other was chosen by 1% of the respondents to the survey.

Which prevents you from using active transportation?

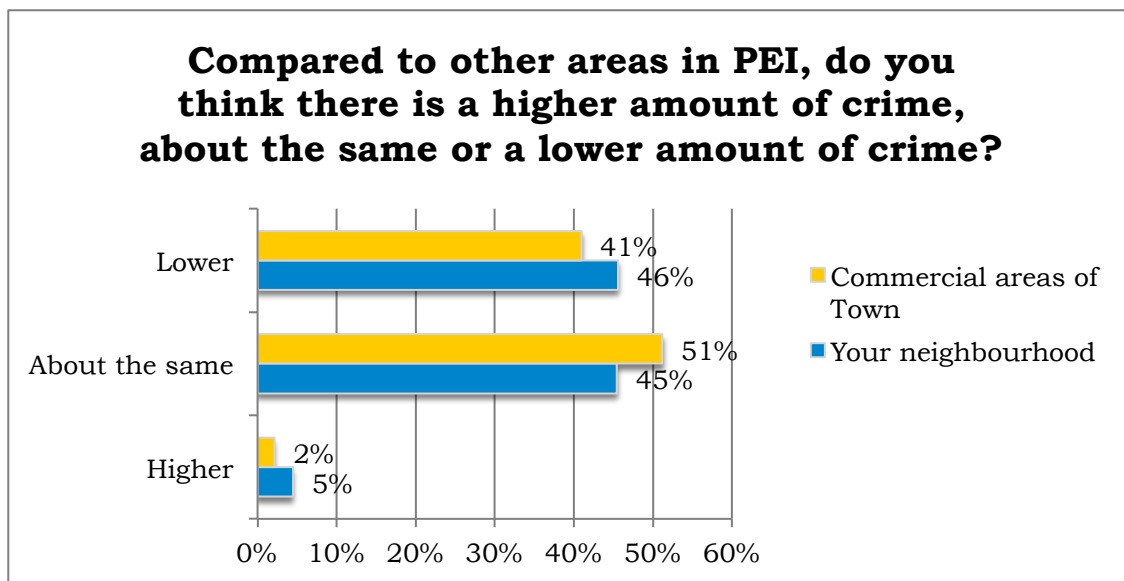


Safety in Your Community

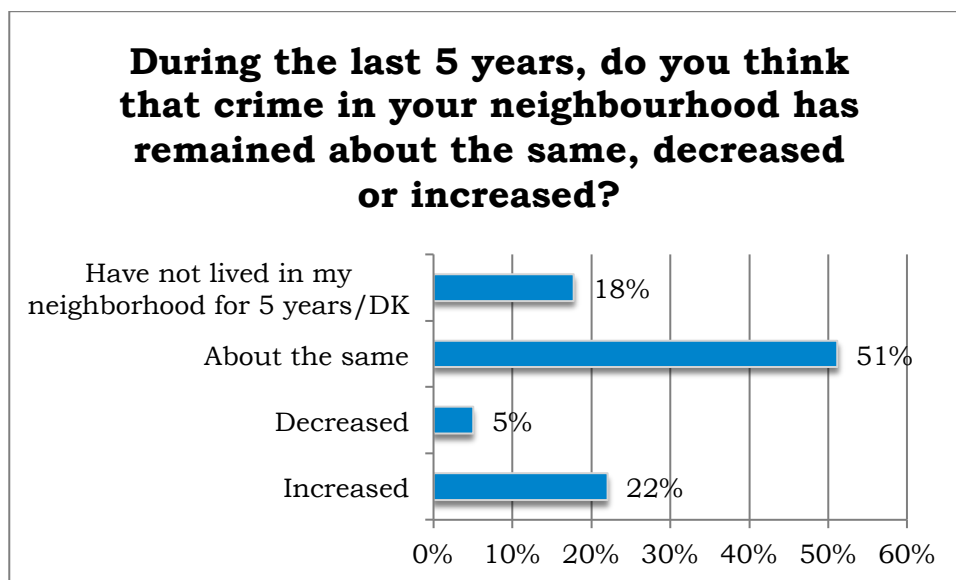
For the purposes of this survey, a "neighbourhood" refers to the area surrounding your home and "commercial areas" refers to the area surrounding businesses in Stratford.

Ninety one percent (91%) of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. Forty six percent (46%) think it is lower, 45% think the crime rate is about the same, and 5% think the crime rate is higher than other areas of PEI.

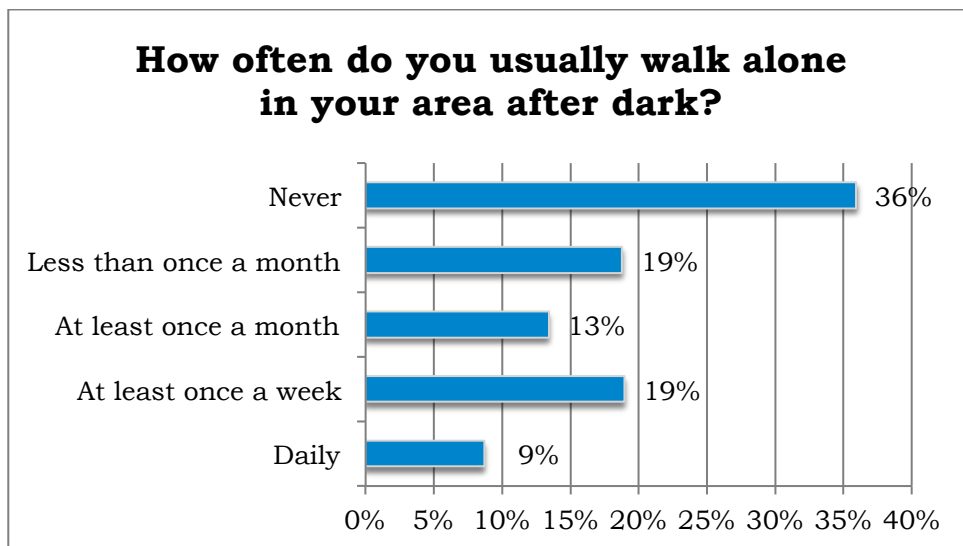
Compared to other areas in PEI, 92% of Stratford residents think the commercial areas of town have about the same or a lower amount of crime. Forty one percent (41%) think it is lower, 12% think crime is about the same, and 2% think the crime rate is higher than other areas of PEI.



Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 22% of residents think that crime has increased during the last 5 years. Fifty one percent (51%) think that it is about the same, 5% think that crime has decreased and 18% reported that they have not lived in Stratford for 5 years or don't know.



When asked: How often do you usually walk alone in your area after dark? Thirty six percent (36%) of residents report that they never walk alone in their area after dark, 19% walk alone at least once-a-week, 19% walk alone less than once-a-month, 13% walk at least once-a-month, and 9% walk alone after dark on a daily basis.



Perceptions of RCMP Services

Residents were asked questions that dealt with their perceptions about the work that is being carried out by the local police force -- the Stratford RCMP.

Eighty three percent (83%) of residents report that they have a lot or a great deal of confidence in the Stratford RCMP with 30% having a great deal of confidence, 53% having a lot of confidence, 10% not having very much confidence, and 1% having no confidence at all in the Stratford RCMP.

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

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

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

- 47% of residents for enforcing the laws
- 35% of residents for promptly responding to calls
- 47% of residents for being approachable and easy to talk to
- 30% of residents for supplying information to the public on ways to reduce crime
- 42% of residents for ensuring the safety of the citizens in your area
- 41% of residents for treating people fairly

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

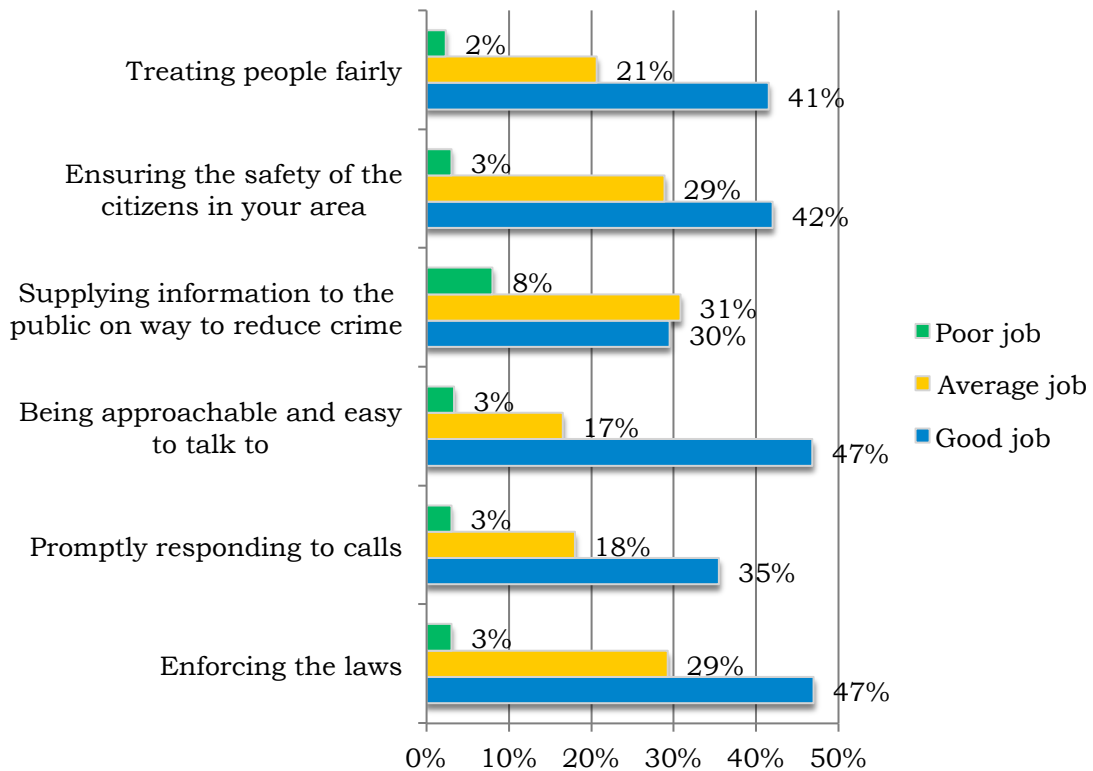
- 29% of residents for enforcing the laws
- 18% of residents for promptly responding to calls
- 17% of residents for being approachable and easy to talk to
- 39% of residents for supplying information to the public on ways to reduce crime
- 29% of residents for ensuring the safety of the citizens in your area
- 21% of residents for treating people fairly

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

- 3% of residents for enforcing the laws
- 3% of residents for promptly responding to calls
- 3% of residents for being approachable and easy to talk to
- 8% of residents for supplying information to the public on ways to reduce crime
- 3% of residents for ensuring the safety of the citizens in your area
- 2% of residents for treating people fairly

Not all residents had an opinion on all aspects of police services and chose don't know/no answer in 21-44% of the cases.

Do you think the Stratford RCMP does a good job, an average job, or a poor job?



INCREASING RESOURCE EFFICIENCY

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

Residents were asked about the use of some alternate energy sources, energy saving actions, and water preserving actions.

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

- Geothermal system
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)
- Wind power
- Biofuels (for example, biodiesel)
- Other

Ninety one percent (91%) of residents were not currently using any of the options in their homes. Two percent (2%) reported that solar panels were used to heat water, 1% reported using a geothermal system, less than 1% used solar panels to generate electricity, and less than 1% used biofuels. Three percent (3%) did not know if their home was using any of the options.

Four percent (4%) of respondents chose the “other” option, reporting a range of heat recovery processes (including an increase in the number of reported heat pumps), passive solar, use of wood, electric systems, and propane systems among others.

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

- Improved the insulation in your home
- Use a High Efficiency (HE) Dryer
- Use a High Efficiency (HE) Washer
- Regularly air dry laundry
- Regularly wash laundry in cold water
- Use a programmable thermostat to automatically lower temperature
- Replaced old-fashioned incandescent light bulbs with LED bulbs
- Replaced old-fashioned incandescent light bulbs with energy-saving CFLs.”

Improvements made within the last 12 months:

- 11% Improved the insulation in your home
- 12% Used a High Efficiency (HE) Dryer
- 15% Used a High Efficiency (HE) Washer
- 15% Regularly air dried laundry
- 19% Regularly washed laundry in cold water
- 11% Used a programmable thermostat to automatically lower temperature
- 18% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 21% Replaced old-fashioned incandescent light bulbs with energy-saving CFLs

Improvements made more than 12 months ago:

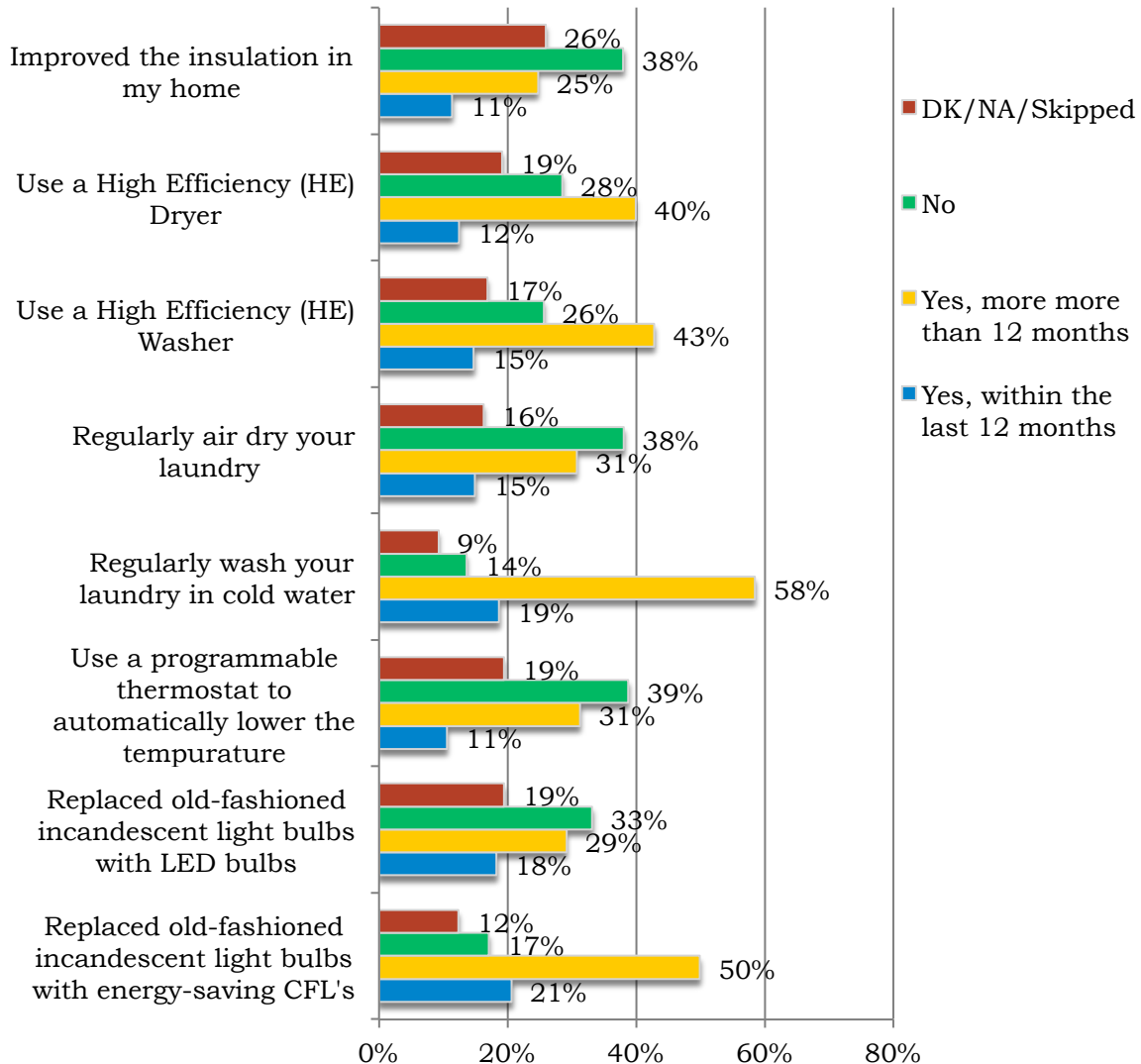
- 25% Improved the insulation in your home
- 40% Used a High Efficiency (HE) Dryer
- 43% Used a High Efficiency (HE) Washer
- 31% Regularly air dried laundry
- 31% Regularly washed laundry in cold water
- 31% Used a programmable thermostat to automatically lower temperature
- 29% Replaced old-fashioned incandescent light bulbs with LED bulbs
- 50% Replaced old-fashioned incandescent light bulbs with energy-saving CFLs

No improvements made:

- 38% Improve the insulation in your home
- 28% Use a High Efficiency (HE) Dryer
- 26% Use a High Efficiency (HE) Washer
- 38% Regularly air dry laundry
- 14% Regularly wash laundry in cold water
- 39% Use a programmable thermostat to automatically lower temperature
- 33% Replace old-fashioned incandescent light bulbs with LED bulbs
- 17% Replace old-fashioned incandescent light bulbs with energy-saving CFLs

Nine to twenty six percent (9-26%) of respondents chose “don’t know/not applicable” or skipped questions.

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



Seventy one percent (71%) of Stratford residents reported “water supplied by the Town” as their main source of water with 22% reporting “water from a private well” as their main source of water, and 7% did not know, chose “other” or skipped the question.

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

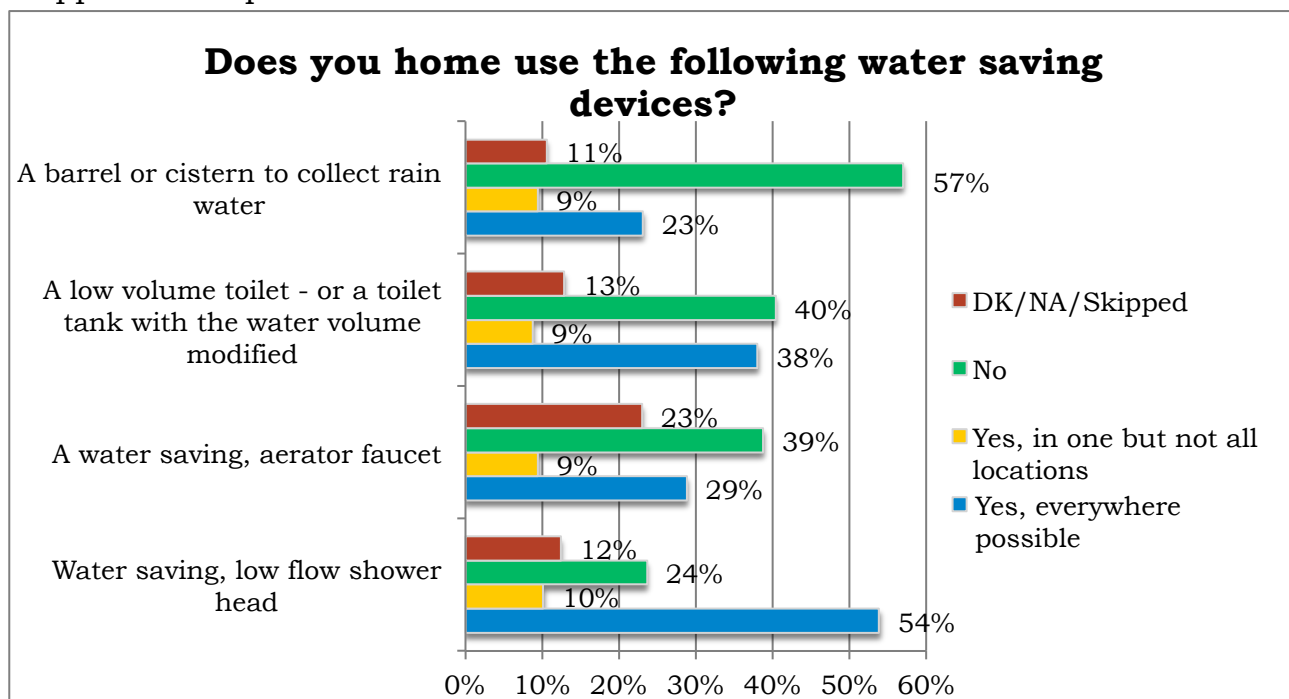
- barrel or cistern to collect rain water?
- low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)?
- water saving, aerator faucet?
- water saving, low flow showerhead?

Twenty three percent (23%) of respondents reported using water barrels or cisterns to collect rain water “everywhere possible” as well as 38% low volume toilets, 29% water saving - aerator faucets, and 54% water saving – low flow shower heads were being used everywhere possible.

Nine percent (9%) of respondents reported using water barrels or cisterns to collect rain water “in one but not all locations” as well as 9% low volume toilets, 9% water saving - aerator faucets, and 10% water saving – low flow shower heads were being used in one location.

Fifty seven percent (57%) of respondents reported not using water barrels or cisterns to collect rain water, 40% were not using low volume toilets, 39% were not using water saving - aerator faucets, and 24% were not using water saving – low flow shower heads.

Between 11% and 23% of respondents chose “don’t know/not applicable” or skipped these questions.



INCREASING COMMUNICATIONS

Strategic Objective: Stratford will improve communications to and with residents and stakeholders and increase awareness of the community outside of Stratford

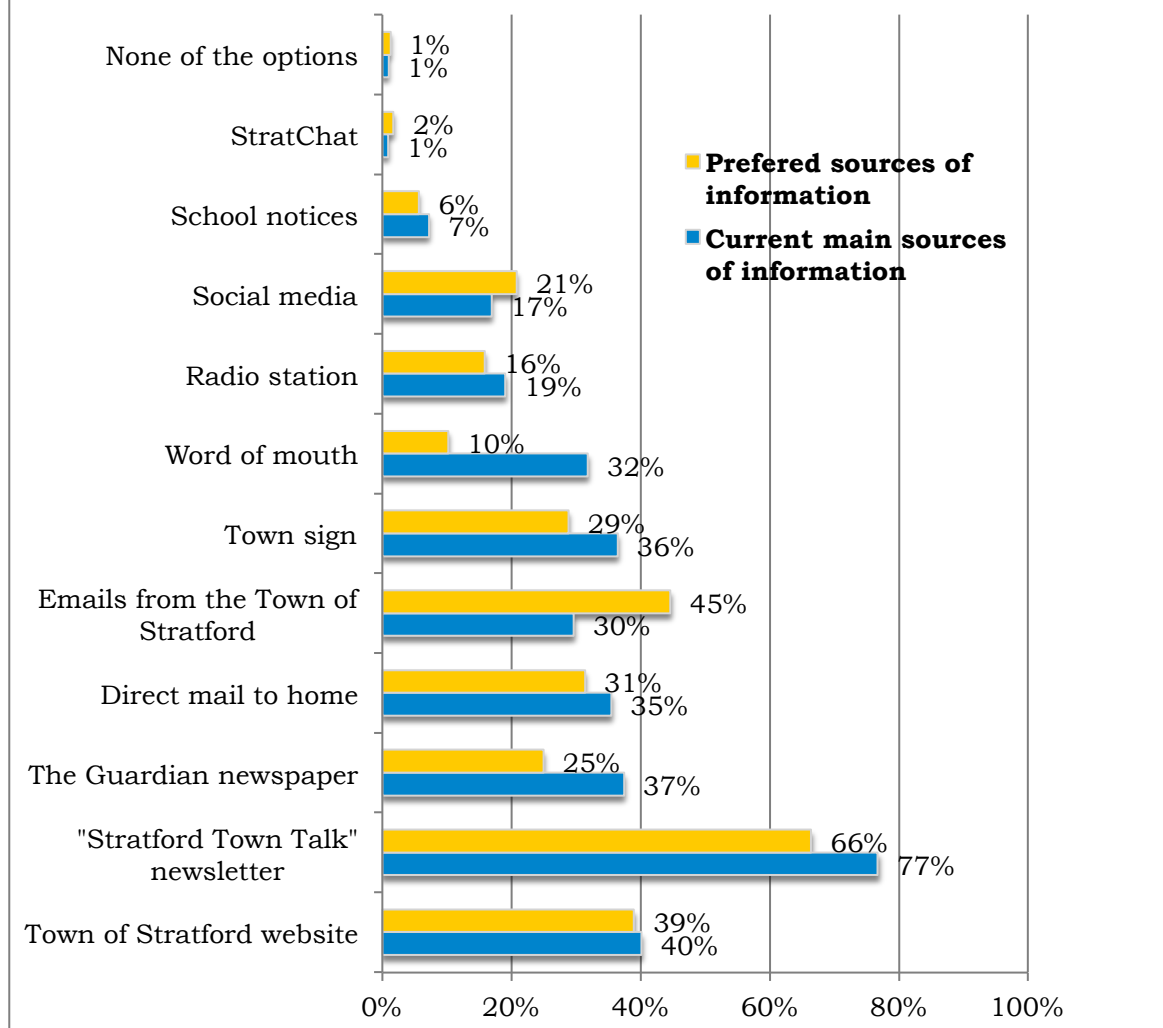
Survey participants were asked: *What are your main sources of information regarding the Town of Stratford?* Respondents could choose more than one option.

For ***current main sources of information about the Town***, The *Stratford Town Talk* newsletter was chosen by 77% of respondents, the Guardian newspaper was chosen by 37%, Town of Stratford website was chosen by 40%, direct mail was chosen by 35%, Town sign by 36%, word of mouth was 32%, emails from the Town were 30%, radio stations were 19%, social media was 17%, school notices were 7%, and other was chosen by 1%.

When asked: ***How would you prefer to receive information from the Town?*** respondents preferred the *Stratford Town Talk* newsletter was chosen by 39% of respondents, the Guardian newspaper was chosen by 25%, Town of Stratford website was chosen by 39%, direct mail was chosen by 31%, Town sign by 29%, word of mouth was 10%, emails from the Town were 45%, radio stations were 16%, social media was 21%, school notices were 6%, StratChat.ca was chosen by 2%, and other was chosen by 1%.

Direct mail continued to show a slight, but significant, year-over-year decline as a preferred source of information.

Preferred and current sources of information regarding the Town of Stratford



Town Website

Sixty five percent (65%) of residents had visited the Town of Stratford website (www.townofstratford.ca) in the last year and 33% had not gone to the website.

Of those who had visited the website, on their most recent visit(s) to the website, 45% were able to find what they were looking for “every time”, 40% were able to find what they were looking for “sometimes”, and 5% were not able to find what they were looking for.

For those respondents who did not always find what they were looking for, 151 provided comments that will be reviewed by Town of Stratford staff to improve this service.

Town Initiatives

Respondents were also asked about their awareness around several Town initiatives. For the **New Stratford Library**, 91% are aware (30% have heard of it, 36% know some details, 24% followed it closely or sought more information) and 5% never heard of it. For the **New Stratford Brand and Logo**, 70% are aware (32% heard of it, 29% know some details, 9% followed it closely or sought more information), and 24% never heard of it. For the **New Website**, 64% are aware (33% have heard of it, 24% know some details, 7% followed it closely or sought more information), and 28% never heard of it. For **StratChat.ca**, 32% are aware (21% have heard of it, 9% know some details, 2% followed it closely or sought more information), and 59% never heard of it.

INCREASING COMMUNITY ENGAGEMENT

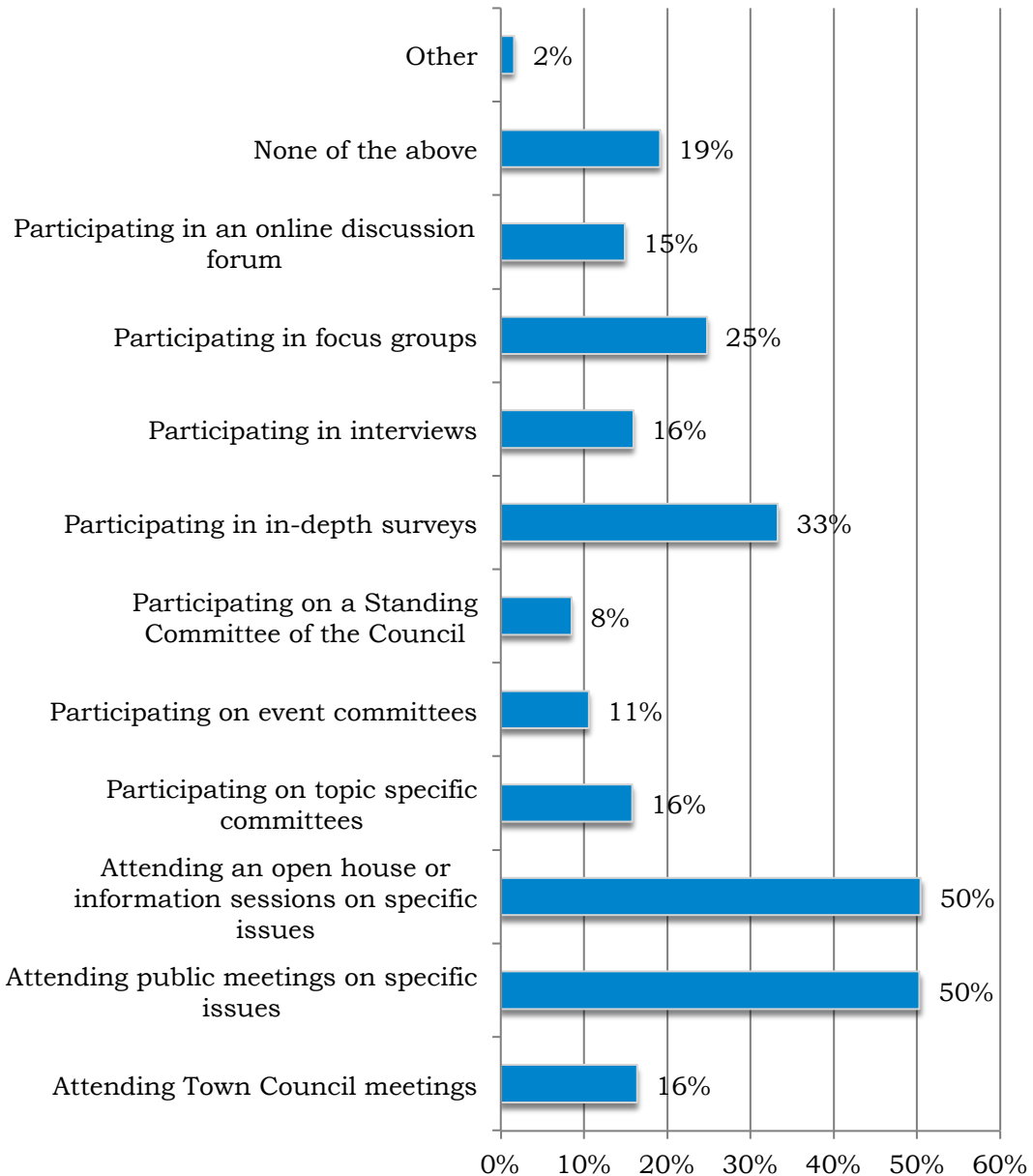
Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision making process based on collaborative planning principles.

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

- Attending Town Council meetings
- Attending public meetings on specific issues
- Attending an open house or information session on specific issues
- Participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture)
- Participating on event committees
- Participating on a Standing Committee of the Council
- Participating in in-depth surveys
- Participating in interviews
- Participating in focus groups
- Participating in an online discussion forum (StratChat.ca)
- None of the above
- Other

Many respondents, at 50%, were interested in “attending an *open house* or information session on specific issues” or “attending *public meetings* on specific issues”. Participating through in-depth surveys was chosen by 33% of the respondents. Participating in focus groups was chosen by 25%. Participating on topic specific committees, interviews and attending Council Meetings was chosen by 16%. Participating in online forums was chosen by 15%, 11% for events committees, standing committee participation came in at 8%, and “other” was chosen by 2% of the respondents. “None of the above” was chosen by 19% of the respondents.

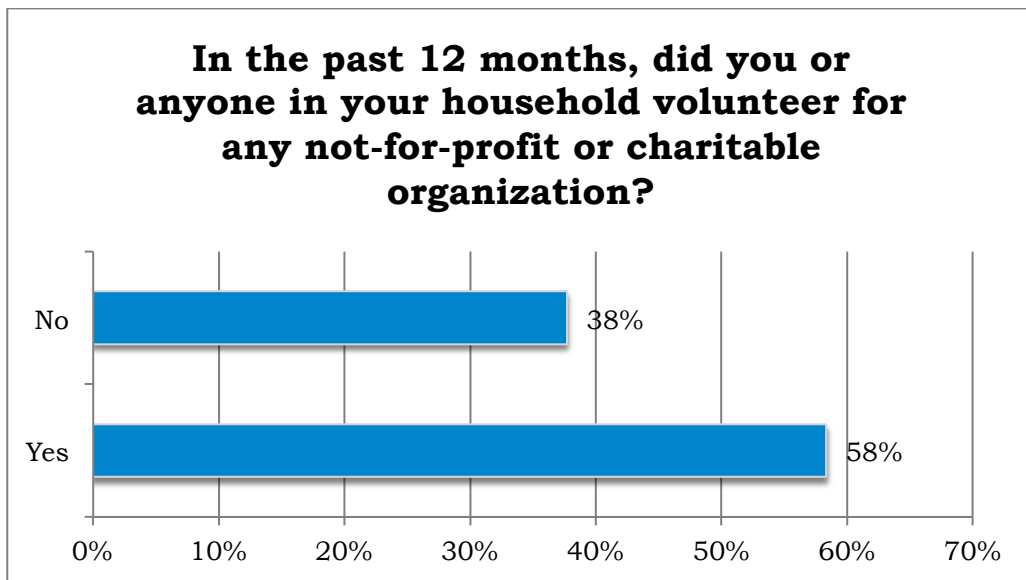
In what ways would you like to be engaged in Town decision-making?



Volunteering

Residents were asked several questions concerning their volunteer activities.

In the past 12 months, 58% reported that they or a member of the household volunteered for a not-for-profit or charitable organization, and 38% indicated that no one had volunteered for a not-for-profit or charitable organization. Of those who reported volunteering, 56% reported that some of the volunteer activity was performed in Stratford while 43% indicated that none of the volunteer activity was performed in Stratford.



Of those respondents who volunteered, 16% averaged over 15 volunteer hours per month, 31% reported 5-15 hours per month, 31% reported 1-4 hours per month, and 20% reported volunteering for less than 1 hour per month.

Of those who volunteered, 16% reported that in the past 12 months, someone in the household volunteered in activities aimed at conservation of water or protection of the environment with 75% of these respondents indicating that these activities directly involved or affected the Town of Stratford. Eighty two percent (82%) of those who volunteered indicated that the volunteer activities were not aimed at conservation of water or protection of the environment.

APPENDICES

APPENDIX 1 – 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 administration needed to balance budget considerations with reaching a broad range of residents:

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

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

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

Standards for Multi-mode Surveys

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

- question wording and presentation of response options were the same across modes including allowing for skipping
- Stratford residents were provided both options but asked to only respond to one survey mode
- data quality issues were compared between modes

APPENDIX 2 – QUESTIONNAIRE

[The final format of the survey differed from the one presented – adjustments made for better space usage in this report.]

Welcome to the Residents of Stratford Survey 2014

Dear Residents:

The Town of Stratford's Annual resident survey is an important part of working together to make Stratford, PEI the best possible place to live. Each year the results of this survey are guiding the work of the Town by helping to: set priorities, guide decisions and create action.

The Annual 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 about the survey, please contact:

Robert Hughes

Chief Administrative Officer

Phone: 569-1995

Email: rhughes@townofstratford.ca

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

Thank you,

David Dunphy

Mayor, Town of Stratford

This survey is for residents of the Town of Stratford, Prince Edward Island only.

1. What is your home postal code? _____

How do you receive information about the Town?

2. 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
- ☐ StratChat.ca
- ☐ None of the above
- ☐ Other (please describe) _____

3. 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
- ☐ StratChat.ca
- ☐ None of the above
- ☐ Other (please describe) _____

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

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 7.)

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

- ☐ Yes, everytime (please go to Question 7.)
- ☐ Yes, sometime(s) - (please go to next question)
- ☐ No (please go to next question)

6. When you did not find the information you were looking for on the website, what were you looking for? Please briefly describe:

Health and Wellness

7. Knowing more about the health, wellness and security 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

8. 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

9. "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, 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 2 times in an average week
- ☐ 3-5 times in an average week
- ☐ More than 5 times in an average week

10. 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, do 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

11. How would you describe your "sense of belonging" to your local community? Would you say it is:

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

12. 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

13. 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.

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

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 (please go to Question 16.)

15. How frequently 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"/>

16. "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"/>

17. "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"/>

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

- ☐ No (please go to Question 20.)
☐ Yes (please go to next question)

19. "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"/>

Limitations to Active Transportation

20. 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): _____

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.

21. Does your home currently use any of the following alternative energy sources (not including fossil fuels and wood)? Please check all that apply.

- ☐ Geothermal system
- ☐ Solar panels used to heat water
- ☐ Solar panels used to generate electricity (photovoltaic)
- ☐ Wind power
- ☐ Biofuels (for example, biodiesel)
- ☐ Don't know
- ☐ None of these
- ☐ Other (please describe) _____

22. Have the following energy saving actions been taken in your home? (please check only ONE answer)

	Yes, within the last 12 months	Yes, for MORE THAN 12 months	No	Don't know/ Not applicab
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	<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 my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	No	Yes	Not applicable/ Don't know
use pesticides and/or herbicides on your lawn or garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
plant trees or shrubs on your property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
plant trees with the watershed 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"/>

Lawns in Stratford

24. Does your home have a lawn?

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 34.)

Now we would like to ask you about the care of the lawn around your home.

These questions do NOT apply to farm land, golf courses, parks or other public spaces.

25. How important is it to you that your lawn has no visible signs of weeds?

- ☐ Not at all important
- ☐ Not very important
- ☐ Somewhat important
- ☐ Very important
- ☐ Don't know/Not applicable

26. How important is it to you that your lawn has no visible signs of insects or insect damage?

- ☐ Not at all important
- ☐ Not very important
- ☐ Somewhat important
- ☐ Very important
- ☐ Don't know/Not applicable

27. For the purposes of this survey, PESTICIDES refers to any chemical substance that is used to prevent, destroy, repel, attract or reduce weeds or pest organisms.

Have "pesticides" been used anywhere (outside) on your home's property within the last 12 months?

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 31.)
- ☐ Don't know (please go to Question 31.)

28. Where were pesticides applied? (Check all that apply.)

- ☐ Lawn
- ☐ Walkway, sidewalk, patio
- ☐ Flower garden
- ☐ Vegetable garden
- ☐ Trees/shrubs
- ☐ Outside wall, foundation, or structure attached to the house
- ☐ Detached building or structure
- ☐ Other (please describe): _____

29. Who applied the pesticides? (Check all that apply.)

- ☐ Household member
- ☐ Landlord
- ☐ Company hired by person in household
- ☐ Company hired by landlord
- ☐ Don't know
- ☐ Other (please describe) _____

30. Focusing on the LAWN only.

What were the main reasons for using pesticides? (Check all that apply as MAIN reasons.)

- ☐ Pesticides not used on the lawn.
- ☐ To control dandelions
- ☐ To control other weeds or unwanted plants
- ☐ To control bugs/insects/pests
- ☐ Want my lawn to look nice
- ☐ Comfort of people using the space
- ☐ No reason/Don't know
- ☐ Other (please describe) _____

"Non-Chemical" Pest Control Methods

31. Focusing on the LAWN only.

Have "non-chemical" pest control methods (such as soap+water, vinegar, pulling weeds, selective planting/alternative ground cover and other natural approaches or other natural approaches) been used on your home's lawn within the last 12 months?

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 33.)
- ☐ Don't know (please go to Question 34.)

32. What were the MAIN reasons for using non-chemical methods as opposed to chemical pesticides? (Check all that apply as MAIN reasons.)

- ☐ Environmental concerns
- ☐ Health concerns
- ☐ Protect people or pets
- ☐ Better for plants
- ☐ Cost (less expensive than chemical pesticides)
- ☐ Wanted to try it to see if it would work
- ☐ Prefer organic alternatives
- ☐ Convenience
- ☐ Set a good example for my community/family
- ☐ Socially unacceptable to use chemicals in my neighbourhood
- ☐ No reason/Don't know

What Prevents Non-Chemical Pest Control Use

33. Which of the following PREVENTS you from using non-chemical pest control methods, or prevents you from using them more often? (Check all that apply.)

- ☐ Don't need them/ Not interested
- ☐ My landlord makes the decisions
- ☐ I already use all non-chemical control methods
- ☐ I don't know enough about non-chemical methods
- ☐ They do not work as well as chemical pesticides
- ☐ Worried it won't kill noxious weeds/pests
- ☐ Too time consuming
- ☐ Too expensive
- ☐ No reason/Don't know/Does not apply
- ☐ Other (please describe) _____

Town of Stratford and Cosmetic Pesticide Use

34. Have you tried to find out more about the "impact of pesticides" within the last 12 months?

For the purposes of this survey, PESTICIDES refers to any chemical substance that is used to prevent, destroy, repel, attract or reduce weeds or pest organisms.

- ☐ Yes
- ☐ No

35. The Town of Stratford is interested in encouraging residents to replace chemical pesticides with non-chemical products and alternative practices when caring for lawns, gardens, trees/shrubs, and areas around the home.

How much do you oppose or support the Town in encouraging residents to use non-chemical products and alternative practices instead of pesticides?

- ☐ Strongly oppose
- ☐ Somewhat oppose
- ☐ Neither oppose or support
- ☐ Somewhat support
- ☐ Strongly support
- ☐ Don't know/No answer

36. What kinds of Town initiatives to control cosmetic pesticide use would you support? (Check all that apply.)

- ☐ Public education
- ☐ Provide incentives for non-chemical options
- ☐ Pesticide use restrictions
- ☐ Pesticide use bans
- ☐ Leading by example on Town-owned properties
- ☐ None of the above
- ☐ Don't know
- ☐ Other suggestions (please describe) - _____

Water Management

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

- ☐ Water supplied by the Town
- ☐ Water from a private well
- ☐ Don't know/No Answer
- ☐ Other? (please describe) _____

38. Does your home use...?

	Yes, everywhere possible	Yes, in ONE but not all locations	No	Don't know/ No answer
a water saving, low flow shower head	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a water saving, aerator faucet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a barrel or cistern to collect rain water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Town Initiatives

39. 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	Know some of the details	Have followed it closely or sought more information
Official Plan Review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-field (a new source of water for Stratford)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rain Barrel Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trans Canada Trail Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Stratford Brand and Logo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
StratChat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Stratford Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. 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

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

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

Community Engagement Interest

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

- ☐ attending Town Council meetings
- ☐ attending public meetings on specific issues
- ☐ attending an open house or information session on specific issues
- ☐ participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture)
- ☐ participating on event committees
- ☐ participating on a Standing Committee of the Council
- ☐ participating in in-depth surveys
- ☐ participating in interviews
- ☐ participating in focus groups
- ☐ participating in an online discussion forum (StratChat.ca)
- ☐ none of the above
- ☐ Other (please describe) _____

Volunteering

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

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 48.)

44. Was any of your volunteer activity **performed in Stratford**?

- ☐ Yes
- ☐ No
- ☐ Don't Know

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

- ☐ Over 15 hours per month
- ☐ 5 to 15 hours per month
- ☐ 1 to 4 hours per month
- ☐ Less than 1 hour per month

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

- ☐ Yes (please go to next question)
- ☐ No (please go to Question 48.)

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

- ☐ Yes
- ☐ No

Safety in Your Community

48. 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

49. "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

50. 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 in my neighbourhood for 5 years

51. How often do you usually walk alone in your area after dark?

- ☐ daily?
- ☐ at least once a week?
- ☐ at least once a month?
- ☐ less than once a month?
- ☐ never?

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

Do you think the Stratford RCMP does a good job, an average job or a poor job:

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

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

- ☐ a great deal of confidence
- ☐ a lot of confidence
- ☐ not very much confidence
- ☐ no confidence at all

Almost done! By answering the following questions, you help us to better understand our community.

54. Do you currently own or rent your dwelling?

- ☐ Own
- ☐ Rent

55. Is this dwelling:

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

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

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

57. How long have you lived in Stratford?

- ☐ Less than 2 years
- ☐ 2-4 years
- ☐ 5-10 years
- ☐ More than 10 years

58. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2012?

- ☐ 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

59. Are you:

- ☐ Female
- ☐ Male

60. 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

61. How long have you lived in Canada?

- ☐ Less than 2 years
- ☐ 2-4 years
- ☐ 4-10 years
- ☐ More than 10 years


62. Were you born in Canada?

- ☐ Yes
- ☐ No – Where were you born? Please specify country:

APPENDIX 3 – ONLINE WELCOME PAGE AND SAMPLE QUESTION

[SURVEY PREVIEW MODE] SurveyMonkey Powered Online Survey - Google Chrome

www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=QY51XJIFinzng6D8y



Exit this survey

Welcome to the Residents of Stratford Survey 2014

3%

Dear Residents:

The Town of Stratford's Annual resident survey is an important part of working together to make Stratford, PEI the best possible place to live. Each year the results of this survey are guiding the work of the Town by helping to: set priorities, guide decisions and create action.

The Annual 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 about the survey, please contact:


Robert Hughes
Chief Administrative Officer
Phone: 569-1995
Email: rhughes@townofstratford.ca

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

Screen clipping taken: 3/18/2014 1:09 PM

[SURVEY PREVIEW MODE] SurveyMonkey Powered Online Survey - Google Chrome

www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=QY51XJFinzng6D8y

 Exit this survey

Active Transportation for Getting Around Stratford

31%

16. "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"/>

17. "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"/>

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APPENDIX 4 – DATA CLEANING

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

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

Validation of residents was attempted through self-reported postal code in both the online and written surveys in addition to the response to a question on length of residency in the community.

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

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

For online surveys the criterion defining "**rushed answers**" was based on total time to complete the survey of less than five minutes. Fifty two suspect records were examined, and judged to be valid survey participants as there was no evidence of satisficing; question skipping was permitted in the survey and the skip rate was comparable to the main group.

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 469 manually entered surveys (from paper responses), 10% were randomly checked for data entry accuracy and consistency.

APPENDIX 5 – DATA ANALYSIS NOTES

Weighting of the data - ideally, a survey sample is a miniature 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.

Inferential statistics were used to assess whether survey results varied significantly from the 2013 and 2014 surveys. 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 from 2013 to 2014 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 4-9%, are not reported as they do not represent a practical or managerial significance, but will be monitored into the next year to see if it is a trend or a one year anomaly.

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

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