



Imagine that!

Final Report

2013 Stratford Resident Survey

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SUMMARY

This report on the **Stratford Residents Survey 2013** 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.

According to the 2011 Census, the Town of Stratford consists of 3,290 households (an increase of 24.6% since the last Census in 2006.)

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 638 adult residents completing the survey. The survey results represent a statistically significant sample of the adults of the community. The survey accuracy (margin of error) was +/- 3.9%, 19 times out of 20, corrected for the 'finite population' of adults living in the Town of Stratford.

Benchmarking between the 2012 Survey results and the 2013 Survey results was completed using inferential statistics. Only significant differences between the two years are noted in this report.

Under **Improving Environmental Responsibility**, the following percentages of residents reported that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” on the following Town initiatives:

- Trans Canada Trail Development = 82%
- Rain Barrel Program = 93%
- Official Plan Review = 56%
- Wellfield (a new source of water for the Town) = 55%

Ninety seven percent (97%) of residents feel it is “somewhat important” or “very important” to **use resources to protect the environment**.

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

- 56% reported **no use** of pesticides and/or herbicides on lawns or garden; a significant decrease of 25% from the 2012 survey;

- 46% had trees or shrubs planted on property; a decrease of 13% over 2012
- 38% had planted trees with the watershed group; an increase of 31% over 2012
- 37% helped to clean a pond or other waterway within Stratford; an increase of 30% over 2012
- 46% had picked up garbage in a natural area within Stratford.

Under **Improving Governance**, respondents reported being “satisfied” or “very satisfied” for:

- Overall performance = 79%
- Ability to meet your needs = 72%
- Opportunities for input into planning and decisions for the community = 70%
- Transparency of decision making = 63%
- Accountability for actions taken = 65%
- Responsiveness to Town issues = 71%.

Under **Improving Resident Health and Safety**, 94% of respondents’ self-reported health was “good”, “very good”, or “excellent”. When comparing their health to one year ago, 69% reported that their health was the same, 17% reported that their health was somewhat better, and 8% reported their health as worse or much worse. “Sense of belonging” to the community was reported as very strong or somewhat strong by 77% and 40% reported their sense of belonging as somewhat weak or very weak.

The majority of residents are **not limited in the amount or kind of activity they can do** with 68% reporting no limitations and 96% reporting 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”.

Physical Activity levels were reported as:

- 18% spending 10 minutes or more doing moderate or more vigorous activity on more than 5 occasions in an average week
- 52% on 3-5 occasions in an average week
- 30% on less than 2 occasions

In an average week, 38% of residents spend more than 2.5 hours in moderate to vigorous activity, 38% spend 1-2/5 hours, and 24% spend less than 1 hour per week in moderate to vigorous activity.

New questions were asked this year concerning the use of **“active transportation”** in daily life. Seven percent (7%) lived within 2.5 km or less (one-way) of work or school, 44% live more than 2.5 km but less than 9 km, 17% live more than 9 km, and 31% reported the question as “not applicable/don’t know”.

Five percent (5%) of residents report walking to or from work or school “usually or always” or “about ½ the time”, residents jog or run “occasionally” 3% of the time, and 4% bike “usually or always” or “about ½ the time”.

For using transportation for shopping or running errands, 21% “routinely” walk, 8% use a bike, and 2% run or jog.

For fitness or fun, 53% routinely walk, jog/run, hike, or bike. Of this group, 58% do these activities in Stratford “always”, “usually”, or “about ½ the time”.

Of the 61% of residents who have family and/or friends within Stratford, 10% routinely walked to visit, 10% jogged or ran, and 18% biked.

Possible **barriers to active transportation** were offered to residents with the following % of respondents identifying with the barriers presented:

- Awareness of the locations – trails = 21%
- Lack of sidewalks, trails, bicycle lanes = 39%
- Inadequate maintenance = 13%
- Gaps in the active transportation network = 31%
- Lack of amenities (benches, bike racks, etc.) = 14%
- Volume of traffic = 27%
- Speed of traffic = 33%
- Inadequate road crossing = 16%
- Safety on the Hillsborough Bridge = 46%
- Lack of snow clearing = 17%
- Lack of good signage = 7%
- Other barriers = 30%

For **Safety in Your Community**, 96% of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. For commercial areas, 97% of residents think

that Stratford has about the same or lower amounts of crime. Fifty percent (50%) of residents think that the amount of crime has remained about the same compared to last year and 8% think that crime has decreased.

In general, 88% of residents report that they have “a lot” or “a great deal” of **confidence in the RCMP**.

The following percentage of residents report that the RCMP is doing a “good job” or “average job” of:

- enforcing the laws = 76%
- promptly responding to calls = 57%
- being approachable and easy to talk to = 67%
- supplying information to the public on ways to reduce crime = 66%
- ensuring the safety of the citizens in your area = 76%
- treating people fairly = 66%

Not all residents had an opinion on all aspects of police services and chose don't know/no answer in 19-37% of the cases.

Under **Increasing Resource Efficiency**, 2% of respondents use solar panels to heat water, 2% use a geothermal system, and less than 1% use biofuels. Six percent (6%) of respondents chose the “other” option, reporting a range of heat recovery processes, passive solar, use of wood pellets, electric systems, propane systems, and R2000 building construction.

The following percentage of respondents reported taking these energy saving actions in their homes:

- Improved the insulation in home = 39%
- Changed to Compact Use a High Efficiency (HE) Dryer = 56%
- Use a High Efficiency (HE) Washer = 59%
- Regularly air dry laundry = 51%
- Regularly wash laundry in cold water = 84%
- Use a programmable thermostat to lower temperature = 48%
- Changed to LED bulbs = 47%
- Changed to Compact Fluorescent Lights (CFLs) = 74%.

Seventy percent (70%) of respondents have **water supplied by the Town**.

The following percentage of residents participated in water conserving activities by using:

- barrel or cistern to collect rain water = 31% in one or more locations; significant increase of 13% over the 2012 Survey for the “yes, everywhere possible” option
- low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank) = 47%
- water saving, aerator faucet = 37%
- water saving, low flow showerhead = 60%

The Town of Stratford is investigating the feasibility of converting to water metering for Stratford homes and businesses. The following percentage of respondents agreed or strongly agreed with the following statements:

- water metering will allow the Town of Stratford to fairly allocate the cost of water among the users = 68%
- water metering is an important step in setting up a water conservation program = 68%
- water metering will allow the Town of Stratford to monitor the effectiveness of a water conservation strategy = 71%
- water metering is an important element in planning for infrastructure repair and replacement = 58%
- water metering will increase water bills = 41%

One percent (1%) of residents had a **water audit** performed on the water distribution system within their homes.

Under **Improving Communications**, the following percentage of respondents reported their current and preferred main sources of information about the Town of Stratford as:

| Main Sources | Current | Preferred |
|-----------------------------------|---------|-----------|
| Town of Stratford website | 37% | 39% |
| Stratford Town Talk newsletter | 82% | 68% |
| The Guardian newspaper | 42% | 26% |
| Direct mail to home | 45% | 37% |
| Emails from the Town of Stratford | 28% | 47% |
| Town sign | 40% | 31% |
| Word of mouth | 31% | 10% |
| Radio station | 18% | 18% |
| Social media | 13% | 18% |
| School notices | 9% | 7% |
| Other | 1% | 1% |

The Town website had been visited by 67% of residents in the last year. Fifty two percent (52%) of these visitors to the website reported finding what they were looking for “every time” and 44% “sometimes”.

Under ***Increasing Community Engagement***, the following percentage of residents expressed interest in these forms of engagement:

- Attending Town Council meetings = 16%
- Attending public meetings on specific issues = 50%
- Attending an open house/information session on specific issues = 52%
- Participating on topic specific committees = 22%
- Participating on event committees = 14%
- Participating on a Standing Committee of the Council = 11%
- Participating in in-depth surveys = 33%
- Participating in interviews = 15%
- Participating in focus groups = 28%
- Participating in an online discussion forum = 18%
- None of the above = 19%
- Other = 3%

Sixty two percent (62%) of residents reported that they (or a member of the household) ***volunteered for a not-for-profit or charitable organization*** in the last year. Of these, 51% reported that some of their volunteer activity was performed in Stratford. Of the 62%, 49% averaged 5 or more hours a month in volunteer time. Of this same volunteer group, 15% reported someone involved water conservation or protection of the environment activities and 65% of these indicated that these activities involved or affected Stratford.

Each year, the Residents Survey asks questions on new areas of interest. This year, the questions concerned community arts and cultural supports. Eighty one percent (81%) of residents feel it is “somewhat” or “very important” for the Town to use resources to support arts and culture within Stratford.

The following percentage of respondents indicated that they, or someone from their household, would use these facilities or arts and cultural options “sometimes”, “regularly”, or “very often” if they were offered in Stratford:

- Larger library = 61%
- Additional community meeting rooms = 22%
- Small rehearsal or performance space = 16%
- Dance studio = 18%
- Visual arts studio = 25%
- Music academy = 27%

Further details of the Stratford Resident Survey 2013 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 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 – survey consultant, 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, analysis, 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 included: active transportation measures, gauging interest in expanded uses for community spaces, and questions surrounding the impact of water metering; 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 **Error! Reference source not found.**) 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 new areas of interest. 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 full draft paper survey 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 **Error! Reference source not found..**

The online survey and paper survey were aligned so that the availability of questions was the same for each – see **Error! Reference source not found..**

The final survey questions 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 3,290 households of the Town of Stratford, Prince Edward Island as represented by the 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 638 respondents (306 completing paper surveys and 332 completing online surveys) which exceeded the projected sample size of 360.

Due to the timing of the release of 2011 Census data for the Town of Stratford, last year's reported data was weighted to the 2006 Census data. To improve the comparability of data between the 2012 and 2013 surveys, both years' data have been weighted to the 2011 Census 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 timing of delivery of the 2013 survey was approximately 6 weeks earlier than the delivery of the 2012 survey. This change in timing may have changed the pool of available respondents year-over-year but there is no reason to believe that the differences are substantial.

Direct recruitment included two 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, one media releases that was printed in the provincial newspaper, *The Guardian*, and radio interviews aired on the Island's CBC PEI and Ocean100 stations. Information notices were also distributed electronically through local schools and community groups and posters posted in town apartment buildings to increase uptake.

A series of e-blasts were distributed through the Town of Stratford's email list of 870 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. Relevant media events also noted the residents survey and how it could be accessed.

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.

The online survey was open for responses for a six-week period beginning January 15, 2013 and ending February 26, 2013. Residents began receiving the paper survey as a householder mailing beginning February 8th with returned surveys postmarked before February 27th included in the final data entry. 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 21st or 38 days into the field. Final returns totaled 638 surveys for a return rate of 19% (638 returns/3290 householder mailing*100).

Consultants provided weekly reports to monitor the overall response rate and the participation of respondents from various sub-groups.

SURVEY ANALYSIS

All online survey questions were set to 'optional', to match the option that respondents on 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 this constraint, only

11 respondents were deemed qualified drop-offs (failed to complete more than the first six questions of the survey.)

Other data quality assurance procedures can be found in **Error! Reference source not found..**

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 2013 data. A summary of frequency and percentages for all closed questions was created. Results were analyzed using descriptive statistics such as proportions.

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, the weighting will also serve to reduce year-to-year variability in results caused by changes in response rates in each demographic subgroup.

In addition, inferential statistics were used to assess whether survey results varied significantly from the 2012 survey. 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 2012 to 2013 occurred by chance alone are less than 1 in 20). As this benchmarking data also addressed changes in question skip rates, not all percentages will equal reported data for 2012 and 2013. Only differences of greater than 9% are reported. Smaller changes of 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.

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

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 2013** is one method that the Town of Stratford is using to receive feedback from residents.

The survey results are reported under the Strategic Objectives addressed in the survey.

The survey accuracy (margin of error) was +/- 3.9%, 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. Non-response rates on individual questions within the survey of more than 10% are noted in this report.

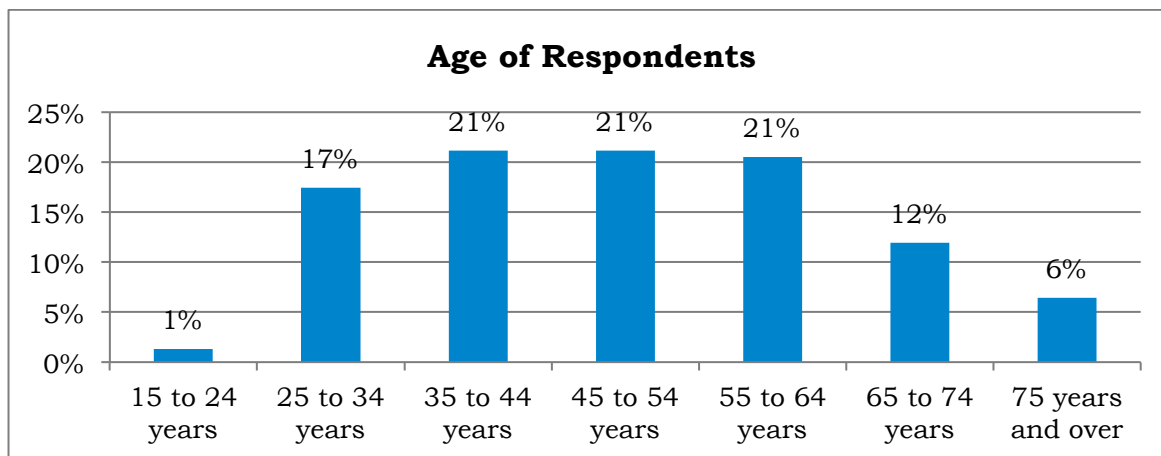
Percentages may not add exactly to 100%, due to rounding error and/or multiple response options. For subgroups reporting, only results with a frequency of 30 or greater are described in this report.

RESPONDENTS PROFILE

The respondents to the Stratford Resident Survey 2013 were 63% female and 37% male. The age representation in the survey was somewhat underrepresented in the 15-24 year old bracket (1% compared to 15.5% in the 2011 Census – note: this survey intentionally targeted adults). (Statistics Canada, 2012)

The respondents' ages were:

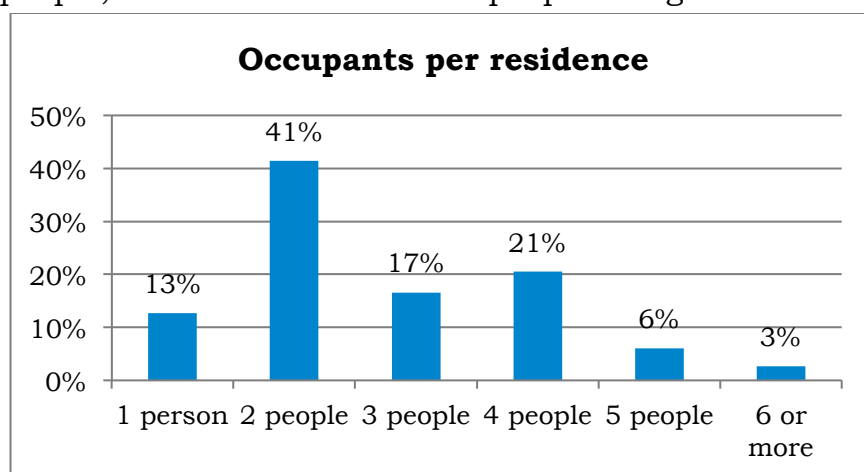
- 1% aged 15 to 24 years
- 17% aged 25 to 34 years
- 21% aged 35 to 44 years
- 21% aged 45 to 54 years
- 21% aged 55 to 64 years
- 12% aged 65 to 74 years
- 6% aged 75 and over



Ninety three percent (93%) of respondents were Canadian citizens at birth with 7% born in another country. Ninety nine percent (99%) have lived in Canada for more than 10 years, 1% for 10 years or less.

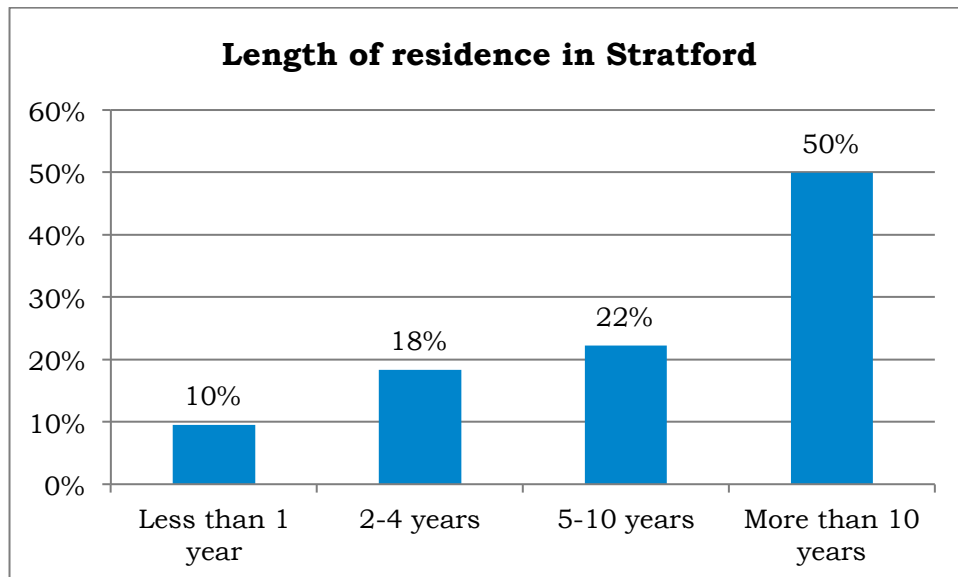
Eighty four percent (84%) of respondents own their dwelling while 16% rent. Seventy seven percent (77%) live in a single detached dwelling, while 9% live in a double/ duplex/ semi-detached, and 14% live in an apartment or row house.

The number of occupants per residence showed 13% of homes with 1 person living in the home, 41% with 2 people, 17% with 3 people, 21% with 4 people, 6% with 5 people, and 3% with 6 or more people living in the home.



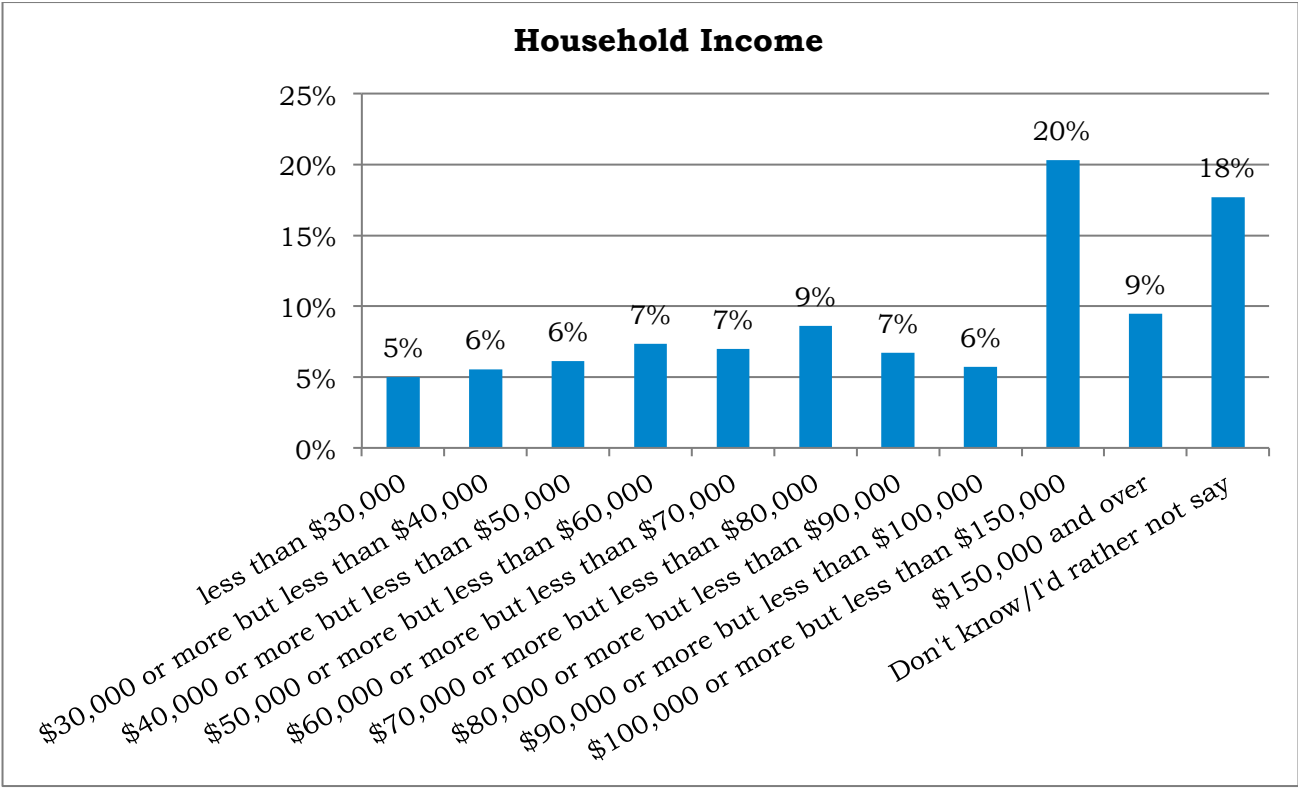
Of these homes, 62% had no dependent children age 19 or under living in the home, 14% had one child, 18% had 2 children, and 5% had 3 or more dependent children.

Very few respondents to the survey are new to the Town of Stratford, with 10% living in Stratford for less than 1 year, 18% for 2-4 years, 22% for 5-10 years, and the majority at 50% living in Stratford for more than 10 years.



Respondents were asked to estimate the total income received by all household members, from all sources, before taxes and deductions, in 2012. Of those who responded, the estimated household incomes were:

- 5% with less than \$30,000
- 6% with \$30,000 or more but less than \$40,000
- 6% with \$40,000 or more but less than \$50,000
- 7% with \$50,000 or more but less than \$60,000
- 7% with \$60,000 or more but less than \$70,000
- 9% with \$70,000 or more but less than \$80,000
- 7% with \$80,000 or more but less than \$90,000
- 6% with \$90,000 or more but less than \$100,000
- 20% with \$100,000 or more but less than \$150,000
- 9% with \$150,000 and over
- 18% chose not to answer



IMPROVING ENVIRONMENTAL RESPONSIBILITY

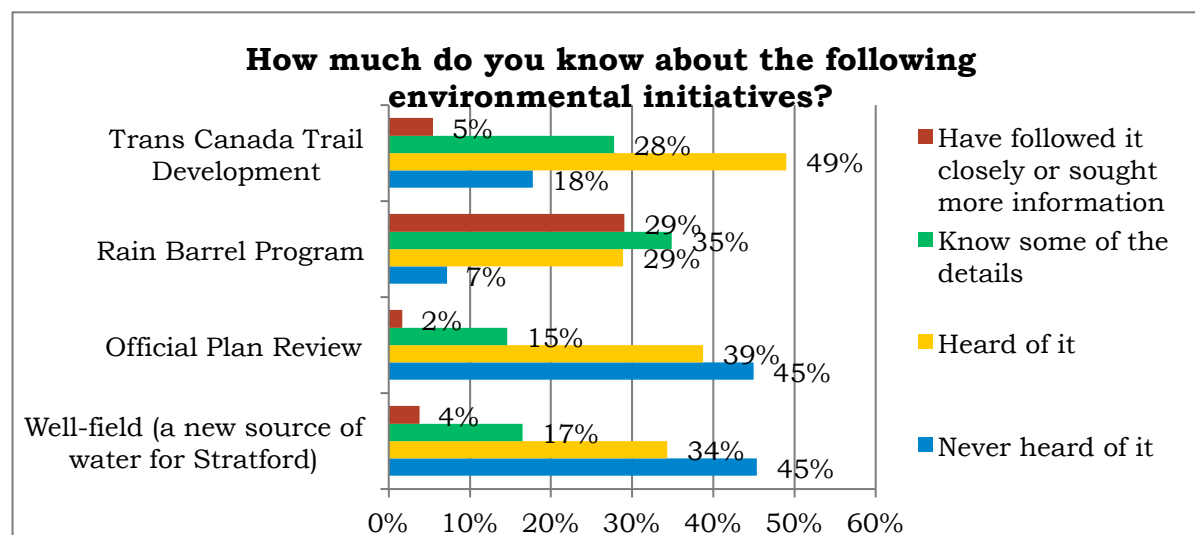
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and bio-diversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

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

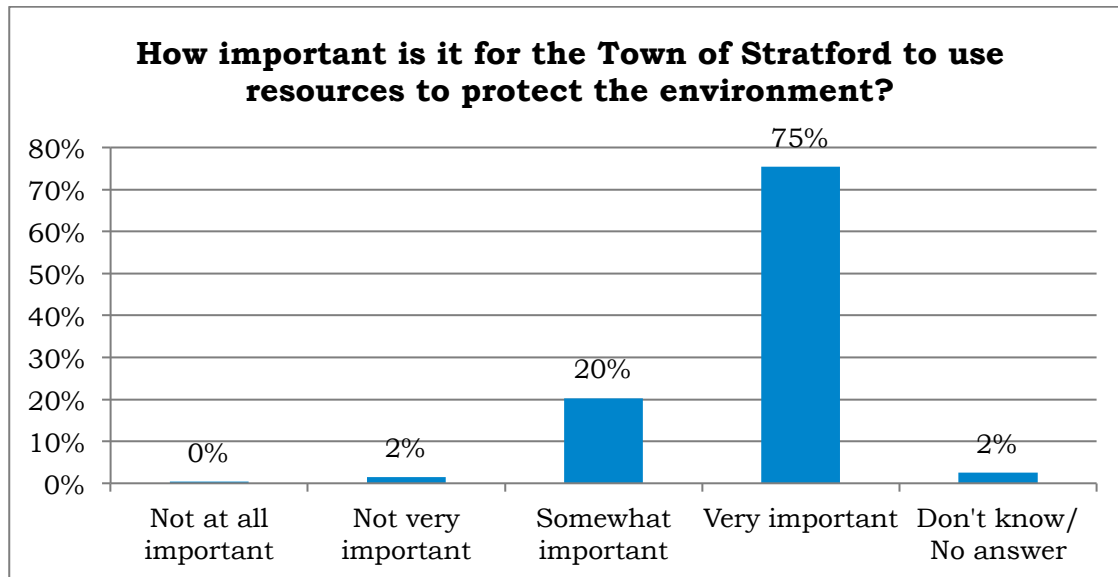
- Trans Canada Trail Development
- Rain Barrel Program
- Official Plan Review
- Wellfield (a new source of water for the Town)

Eighty two percent (82%) had “heard about”, “know some details about”, or “have followed it closely or sought more information” the Trans Canada Trail Development while 18% had never heard of it. Ninety three percent (93%) had “heard about”, “know some details about”, or “have followed it closely or sought more information” the Rain Barrel Program while 7% had never heard of it.

Fewer people reported awareness of the Official Plan Review with 56% “heard about”, “know some details about”, or “have followed it closely or sought more information” while 45% had never heard of it. For the Well-field, 55% “heard about”, “know some details about”, or “have followed it closely or sought more information” while 45% had never heard of it.



Stratford residents showed strong support for the use of Town of Stratford resources to protect the environment. Ninety five percent (95%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 2% felt it was “not very important”, 0% felt it was “not important at all” and 2% did not know or had no answer.



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

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

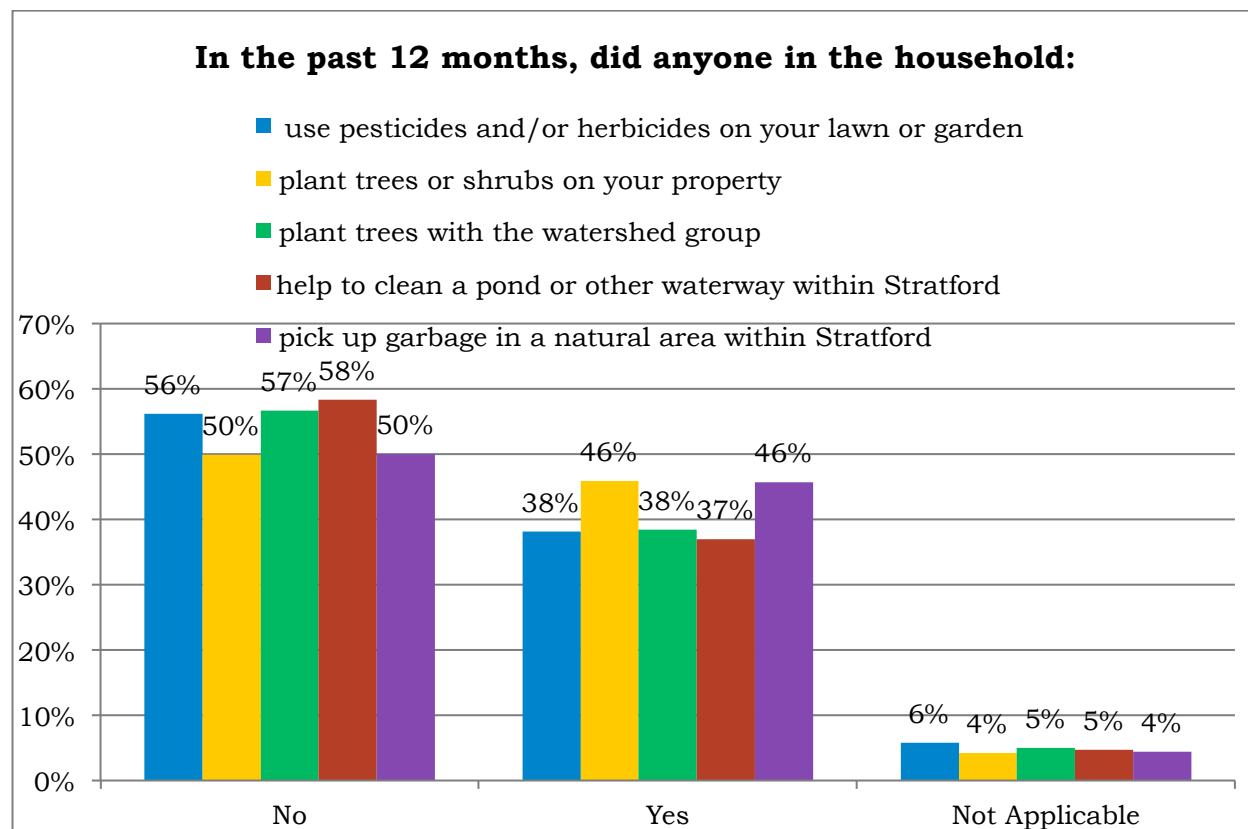
Fifty six percent (56%) of residents reported “No” use of pesticides and/or herbicides on their lawn or garden with 38% reporting use by someone in the household within the last 12 months and 6% indicating that it was “not applicable” to them. Compared to 2012 data, there was a decrease of 25% in the number of people who were not using pesticides and/or herbicides on their lawn or garden.

Forty six percent (46%) reported trees or shrubs being planted on their property within the last 12 months with 50% reporting not planting of trees or shrubs and 4% indicating that it was “not applicable” to them. There was a decrease of 13% of 2012 in the number of people planting trees or shrubs on their property.

Thirty eight percent (38%) reported planting trees with the watershed group within the last 12 months with 57% reporting not planting of trees or shrubs and 5% indicating that it was “not applicable” to them. This was an increase of 31% over 2012 in the number of people reporting planting trees with the watershed group.

Thirty seven percent (37%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 58% reporting not planting of trees or shrubs and 5% indicating that it was “not applicable” to them. The was a increase of 30% in the number of people reporting helping to clean a pond or waterway within Stratford.

Forty six percent (46%) reported picking up garbage in a natural area of Stratford while 50% did not and 4% indicating that it was “not applicable” to them.



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”, 79% of residents were satisfied or very satisfied with the Town’s performance, 9% were dissatisfied or very dissatisfied, and 12% chose “did not know/no answer”.

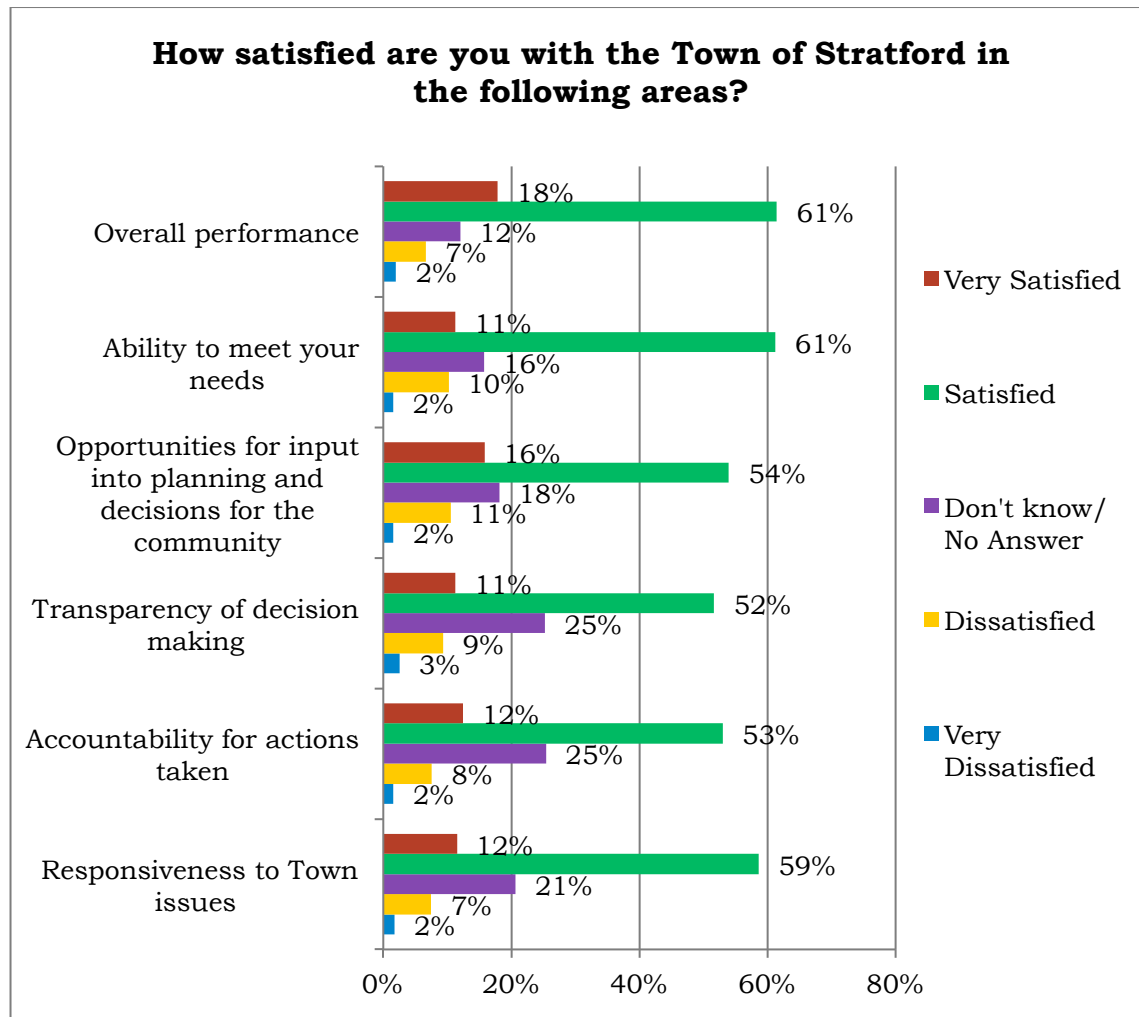
For “ability to meet your needs”, 72% were satisfied or very satisfied and 12% were dissatisfied or very dissatisfied, and 16% chose “did not know/no answer”.

For “opportunities for input into planning and decisions for the community”, 70% were satisfied or very satisfied and 13% were dissatisfied or very dissatisfied, and 18% chose “did not know/no answer”.

For “transparency of decision making”, 63% were satisfied or very satisfied and 12% were dissatisfied or very dissatisfied, and 25% chose “did not know/no answer”.

For “accountability for actions taken”, 65% of respondents were satisfied or very satisfied with 10% dissatisfied or very dissatisfied, and 25% chose “did not know/no answer”.

For “responsiveness to Town issues” 71% of respondents were satisfied or very satisfied with 9% dissatisfied or very dissatisfied, and 21% chose “did not know/no answer”.

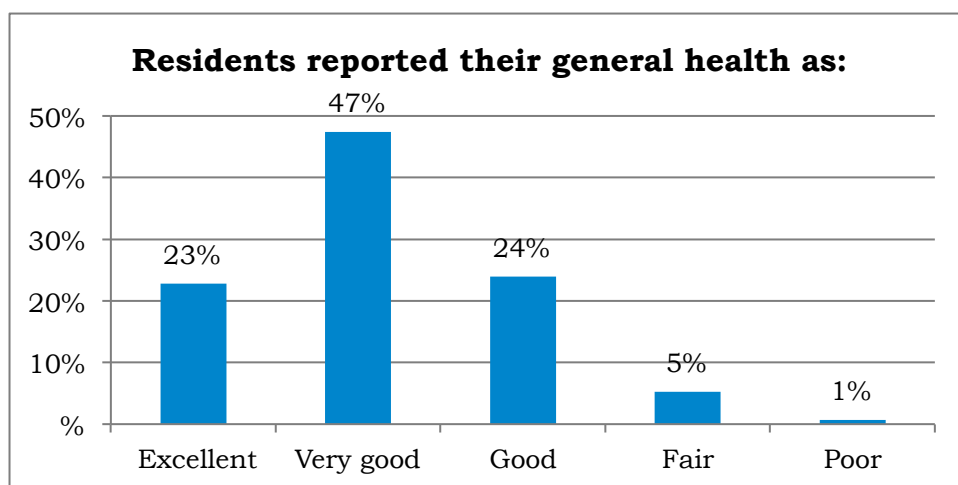


IMPROVING RESIDENT HEALTH AND SAFETY

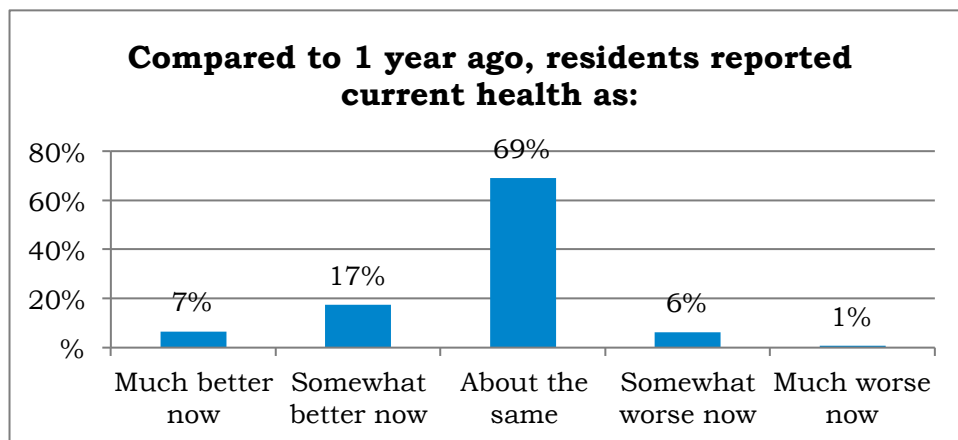
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

Health and Wellness

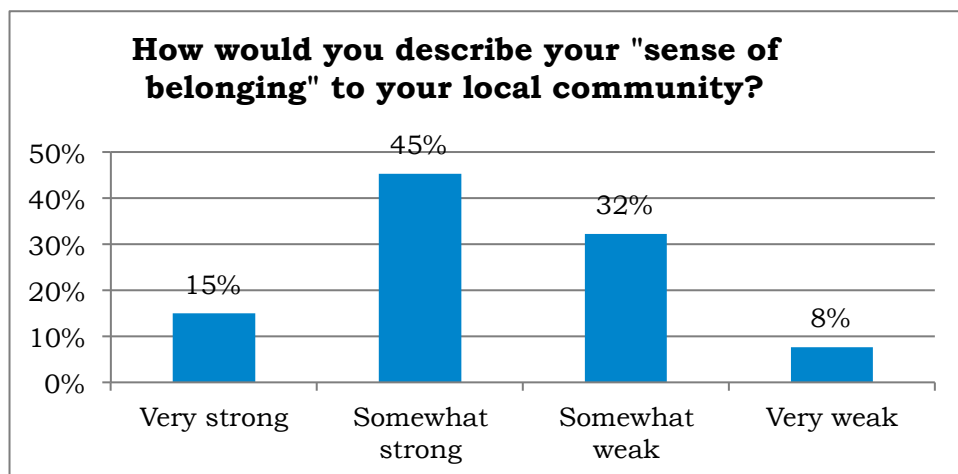
Ninety four percent (94%) of Stratford residents self-reported their general health as good, very good or excellent with 23% having excellent health, 47% having very good health, 24% with good health, 5% in fair health and 1% as poor health.



When asked: Compared to one year ago, how would you say your health is now? 69% reported that their health is about the same, 17% reported their health as somewhat better now, 6% reported their health as somewhat worse now, 7% 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, 15% reported their sense of belonging as very strong, 45% reported it to be somewhat strong, 32% reported somewhat weak, and 8% 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)

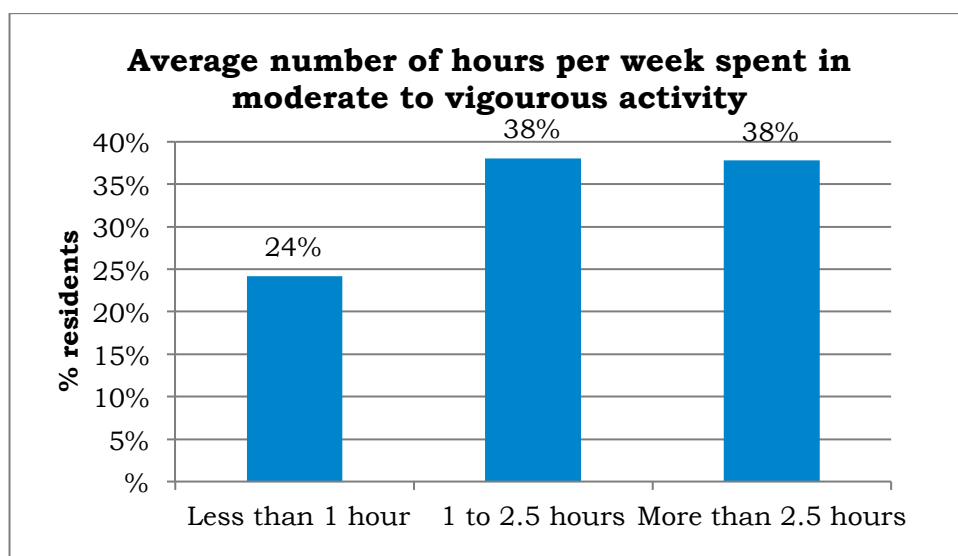
In the survey, the following definition was used:

"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, 52% of residents spend 10 minutes or more doing a moderate or more vigorous activity on 3-5 occasions, 30% are active on less than 2 occasions per week, and 18% are active for more than 5 occasions. There was a significant increase of 10% over the 2012 Survey in the number of people reporting activity "3-5 times per week".

In total, during an average week, 38% of residents spend more than 2.5 hours per week in moderate to vigorous activity, 38% spend 1-2.5 hours, and 24% 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 68% reporting no limitations, 13% reporting limitations sometimes, 9% reporting limitations often, and 11% indicating that the question was not applicable.

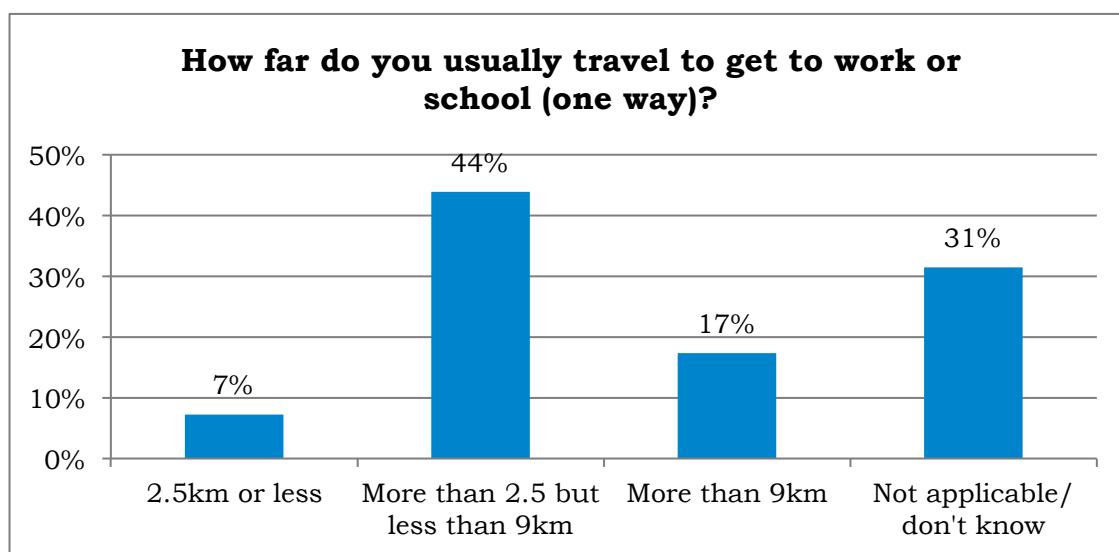
Ninety three percent (96%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 4% are not able.

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. Seven percent (7%) of residents reported a one way distance of 2.5 km or less, 44% 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 were asked how frequently they used some forms of active transportation to get to (or from) work or school.

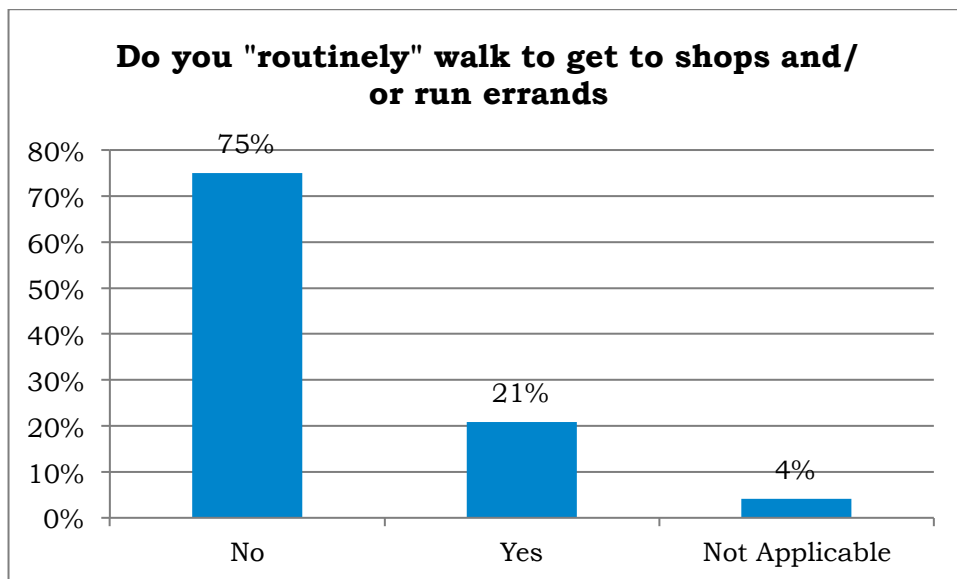
Three percent (3%) of residents report “usually or always” walking, 2% report walking about ½ the time, 10% report walking occasionally, and 85% report never walking to or from work or school.

Three percent (3%) of residents occasionally jog or run with 97% reporting never jogging or running to work or school.

Two percent (2%) of residents usually or always bike, 2% bike about ½ the time, 6% bike occasionally, and 89% never bike to work or school.

Active Transportation for Shopping or Running Errands

Residents were asked if they routinely walked to shops or to run errands. Twenty one percent (21%) reported routinely walking to shops or to run errands while 75% reported not walking, and 4% reported not applicable.

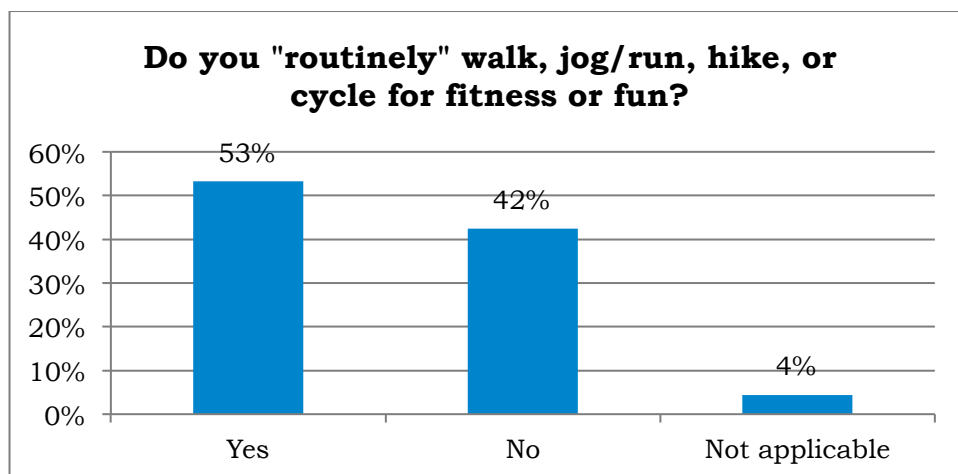


Eight percent (8%) of residents reported routinely biking to shops or to run errands, 88% do not bike for these purposes, and 4% reported that it was not applicable.

Two percent (2%) of residents reported routinely running or jogging to shops or to run errands, 93% do not bike for these purposes, and 5% reported that it was not applicable.

Active Transportation for Fitness or Fun

Residents were asked if they “routinely” walk, jog/run, hike or bike for fitness or fun. Fifty-three percent (53%) report that they do routinely use active transportation modes for fitness or fun, while 42% reported that they do not and 4% reported that it was not applicable.



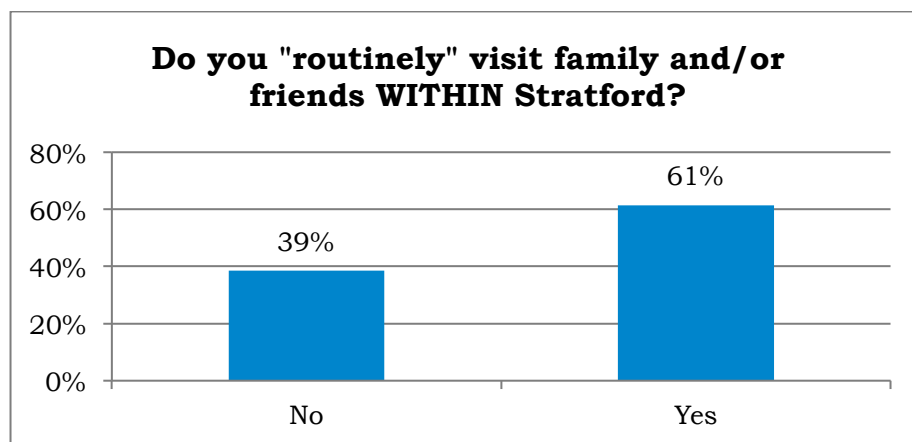
The respondents who **do** routinely walk, jog/run, hike or cycle for fitness or fun were asked how often their fitness or fun active transportation was performed in Stratford, 58% said they always, usually, or about ½ the time walk, 15% jog/run, and 14% always, usually, or about ½ the time bike within Stratford.

Twenty eight percent (28%) reported occasionally walking within Stratford, 23% reported jogging or running, and 26% reported biking occasionally.

Fourteen percent (14%) reported never walking within Stratford for fitness or fun, 62% report never jogging or running, and 60% report never biking within Stratford for fitness or fun.

Visiting Family and/or Friends within Stratford

All residents were asked about their visiting routines within Stratford. Sixty one percent (61%) responded that they do and 39% responded that they do not routinely visit family or friends within Stratford.



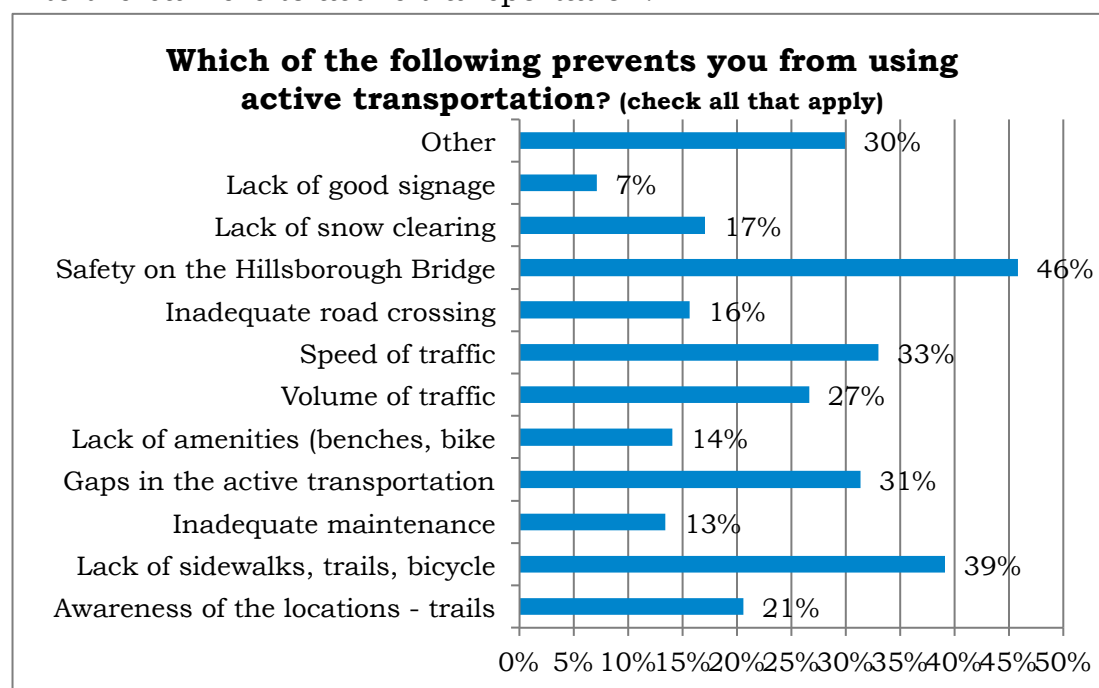
Of those who **do** routinely visit within Stratford, 54% reported routinely walking, 10% routinely jogged or ran, and 18% reported routinely biking to visit family or friends. Fifty four percent (54%) reported that they do not routinely walk, 86% do not jog/run, and 79% do not routinely bike to visit family or friends within Stratford. (Between 3-5% reported that the questions were not applicable.)

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 46% of the respondents, Lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) was chosen by 39%, speed of traffic was chosen by 33%, gaps in the active transportation network was 31%, volume of traffic was 27%, awareness of the location of active transportation infrastructure trails was 21%, lack of snow clearing was 17%, inadequate road crossings was 16%, lack of amenities (benches, bike racks, etc. was 14%), inadequate maintenance was 13%, and lack of good signage was chosen by 7% of the respondents.

Thirty percent (30%) of the respondents choose “other” barriers. The 173 comments were captured and will be analyzed by Town staff as further input into the barriers to active transportation.

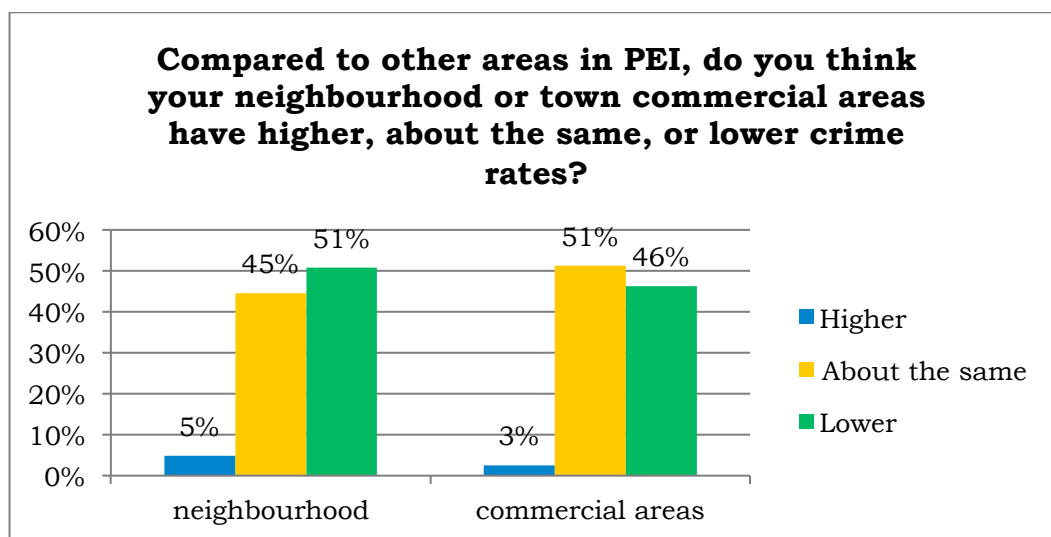


Safety in Your Community

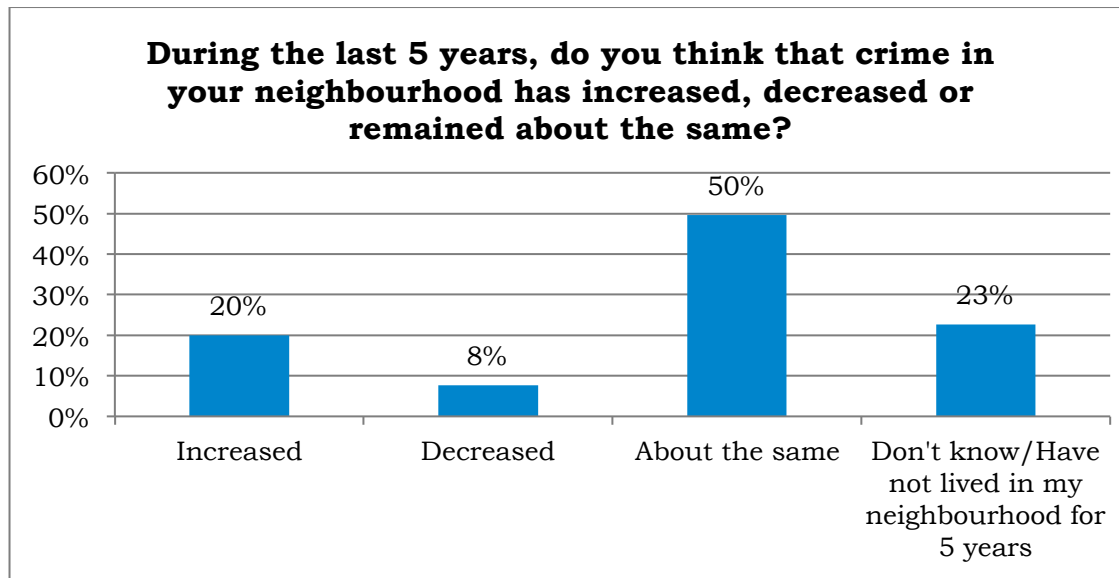
For the purposes of this survey, a "neighbourhood" refers to the area surrounding your home and "commercial areas" refers to the area surrounding businesses in Stratford.

Ninety six percent (96%) of Stratford residents think that Stratford has about the same or lower amounts of crime in residential areas compared to other areas in PEI. Fifty one percent (51%) 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.

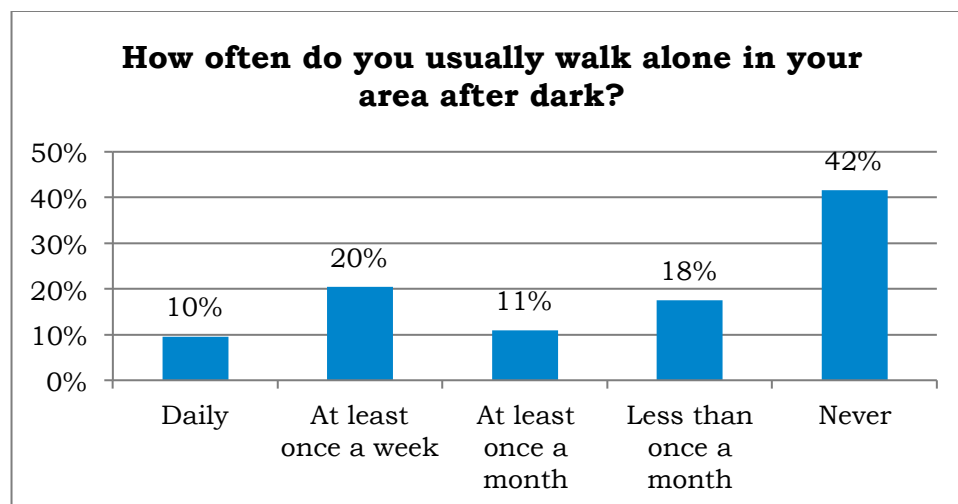
Compared to other areas in PEI, 97% of Stratford residents think the commercial areas of town have about the same or a lower amount of crime. Forty six percent (46%) think it is lower, 51% think crime is about the same, and 3% think the crime rate is higher than other areas of PEI.



Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 20% of residents think that crime has increased during the last 5 years. Fifty percent (50%) think that it is about the same, 8% think that crime has decreased and 23% 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? Forty two percent (42%) of residents report that they never walk alone in their area after dark, 20% walk alone at least once a week, 11% walk alone less than once a month, 18% walk at least once a month, and 10% 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 your local police force, the Stratford RCMP.

Eighty eight percent (88%) of residents report that they have a lot or a great deal of confidence in the Stratford RCMP with 35% 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:

- 51% of residents for enforcing the laws
- 41% of residents for promptly responding to calls
- 52% of residents for being approachable and easy to talk to
- 36% of residents for supplying information to the public on ways to reduce crime
- 50% of residents for ensuring the safety of the citizens in your area
- 49% of residents for treating people fairly

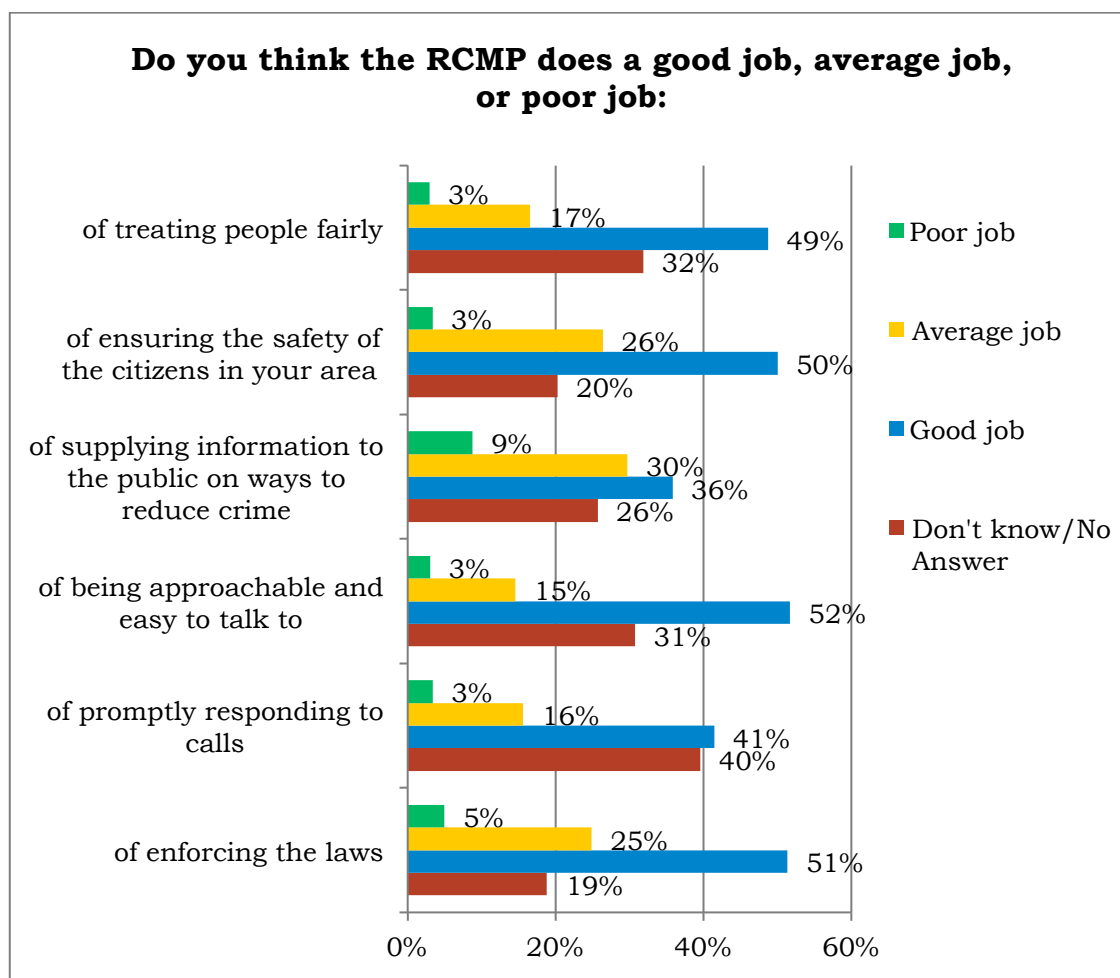
The RCMP is perceived as doing an “average job” by:

- 25% of residents for enforcing the laws
- 16% of residents for promptly responding to calls
- 15% of residents for being approachable and easy to talk to
- 30% of residents for supplying information to the public on ways to reduce crime
- 26% of residents for ensuring the safety of the citizens in your area
- 17% of residents for treating people fairly

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

- 5% 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
- 9% 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
- 3% 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 19-37% of the cases.



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
- Biofuels (for example, biodiesel)
- Other

Eighty six percent (86%) 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, 2% reported using a geothermal system, and less than 1% used biofuels. Five percent (5%) did not know if their home was using any of the options.

Six percent (6%) of respondents chose the “other” option, reporting a range of heat recovery processes, passive solar, use of wood pellets, electric systems, propane systems, and R2000 building construction.

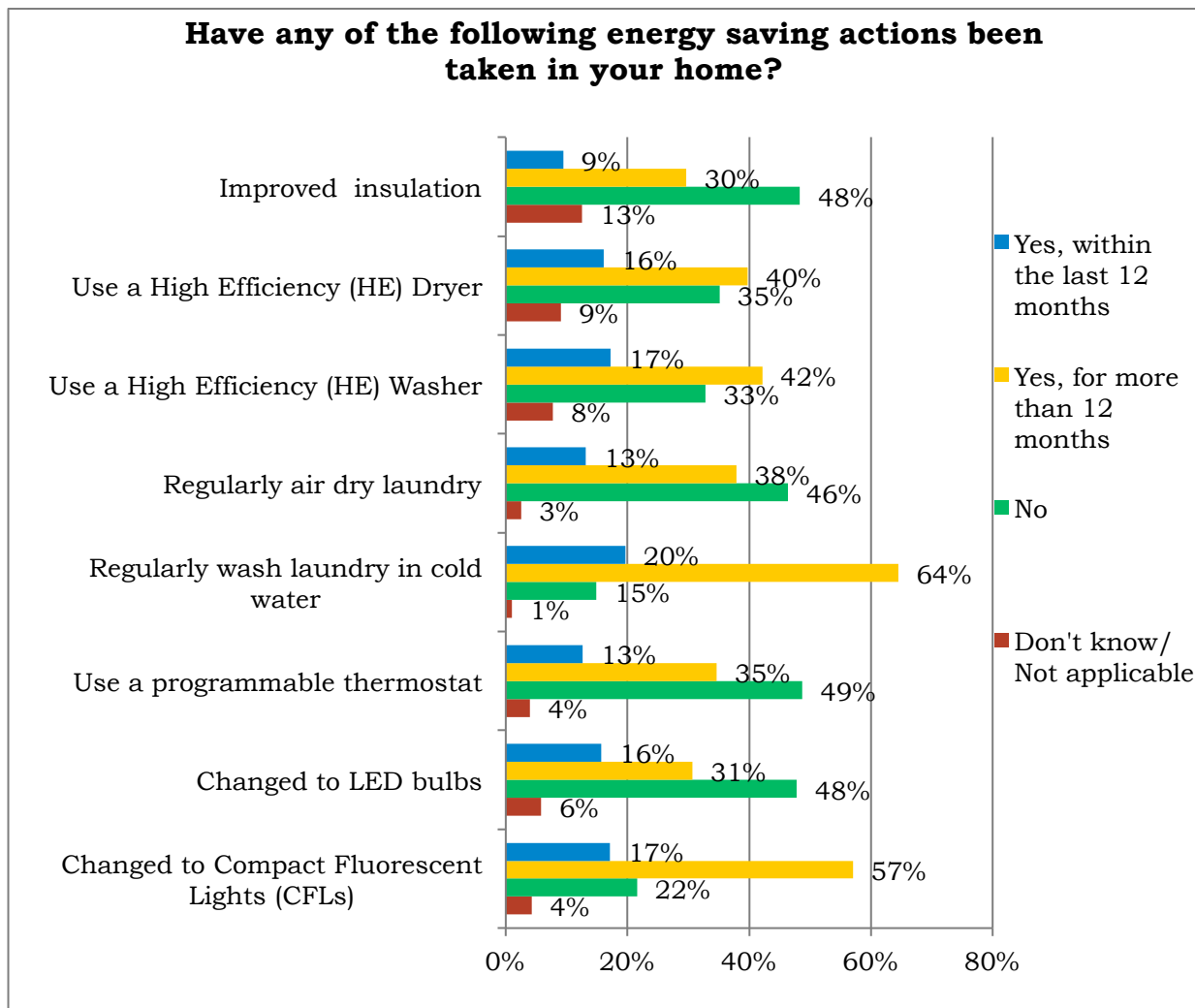
In addition, residents were asked: “Have any of the following energy saving actions been taken in your home?”

- Improved the insulation in your home
- Changed to Compact 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 lower temperature
- Changed to LED bulbs
- Changed to Compact Fluorescent Lights (CFLs).”

For 2013:

- Thirty nine percent (39%) of residents had improved the insulation in their homes, 48% had not, and 13% chose do not know/not applicable.
- Fifty six percent (56%) used a High Efficiency (HE) dryer, 35% did not, and 9% chose do not know/not applicable.

- Fifty nine percent (59%) used a High Efficiency (HE) Washer, 33% did not, and 8% chose do not know/not applicable.
- Fifty one percent (51%) regularly air dry laundry, 46% did not, and 3% chose do not know/not applicable. Ten percent of respondents skipped this question.
- Eighty four percent (84%) regularly wash laundry in cold water, 15% did not, and 1% chose do not know/not applicable.
- Forty eight percent (48%) used a programmable thermostat to lower temperature, 49% did not, and 4% chose do not know/not applicable.
- Forty seven percent (47%) changed from incandescent to LED bulbs, 48% did not, and 6% chose do not know/not applicable.
- Seventy four percent (74%) changed from incandescent to compact fluorescent Lights (CFLs), 22% did not, and 4% chose do not know/not applicable.



Seventy percent (70%) of Stratford residents reported “water supplied by the Town” as their main source of water with 26% reporting “water from a private well” as their main source of water, and 3 % did not know or chose “other”.

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

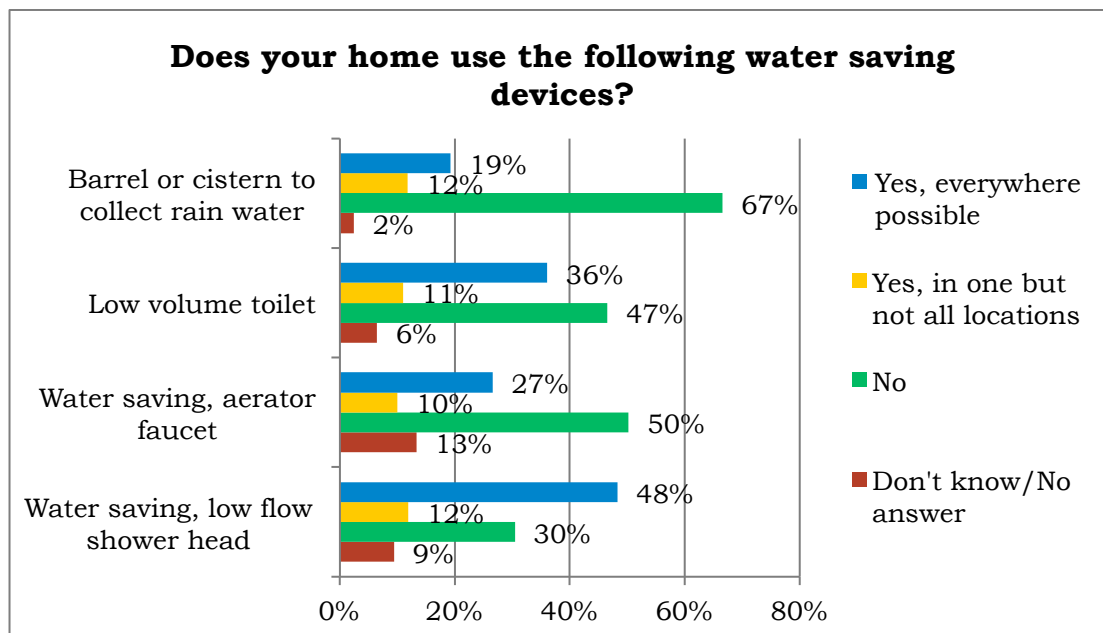
- barrel or cistern to collect rain water
- low volume toilet - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)
- water saving, aerator faucet
- water saving, low flow showerhead

Thirty one percent (31%) use a barrel or cistern to collect rain water in one or more possible locations while 67% do not, and 2% chose don’t know/no answer. There was a significant increase of 13% over the 2012 Survey for respondents choosing “yes, everywhere possible”.

Forty seven percent (47%) have a low flow toilet in one or more locations while 47% had no low flow toilets, and 6% chose don’t know/no answer. There was a significant decrease of 9% in respondents choosing “no”.

Thirty seven percent (7%) have a water saving aerator in one or more locations while 50% had none, and 13% chose don’t know/no answer.

Sixty percent (60%) have a water saving, low flow showerhead in one or more locations while 30% had none, and 9% chose don’t know/no answer.



Water Metering Questions

The Town of Stratford is investigating the feasibility of converting to water metering for Stratford homes and businesses.

Residents were asked how much they agreed with statements presented about water metering.

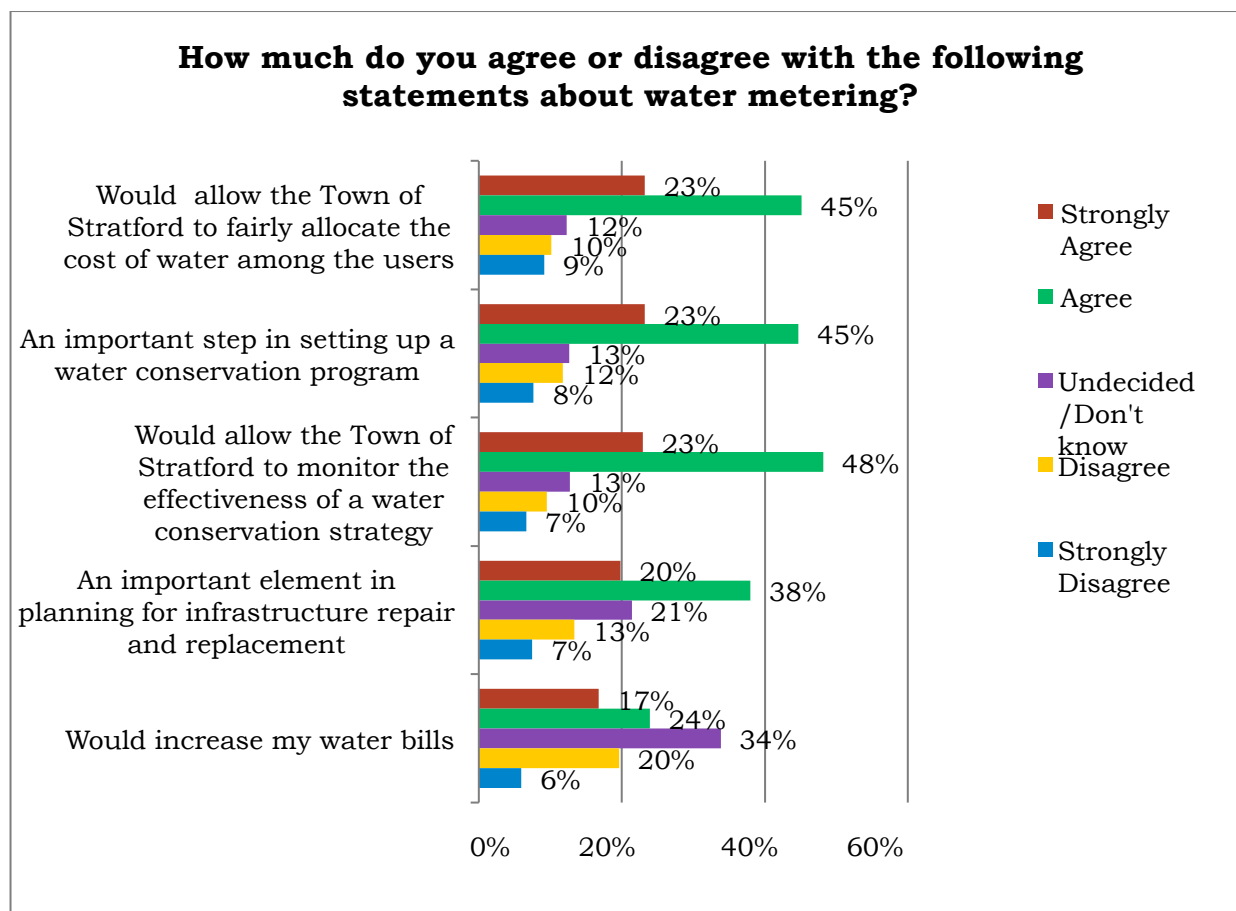
Sixty eight percent (68%) of residents agreed or strongly agreed that water metering would allow the Town of Stratford to fairly allocate the cost of water among the users, 19% disagreed or strongly disagreed, and 12% were undecided or didn't know.

Sixty eight percent (68%) of residents agreed or strongly agreed that water metering was an important step in setting up a water conservation program, 20% disagreed or strongly disagreed, and 13% were undecided or didn't know.

Seventy one percent (71%) of residents agreed or strongly agreed that water metering would allow the Town of Stratford to monitor the effectiveness of a water conservation strategy, 17% disagreed or strongly disagreed, and 13% were undecided or didn't know.

Fifty eight percent (58%) of residents agreed or strongly agreed that water metering is an important element in planning for infrastructure repair and replacement, 20% disagreed or strongly disagreed, and 21% were undecided or didn't know.

Forty one percent (41%) of residents agreed or strongly agreed that water metering would increase their water bills, 26% disagreed or strongly disagreed, and 34% were undecided or didn't know.



A **water audit** involves an examination of the water distribution system within the home as well as how water is being used. It can determine if and where excess water is being used and recommend ways to reduce water use. For the purposes of this survey, a water audit did NOT mean “water quality testing”. Participants were asked: Has a water audit ever been conducted for your dwelling?

Seventy three percent (73%) of respondents reported that they have not had a water audit done, 1% have had an audit, and 26% did not know if an audit had been completed.

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.

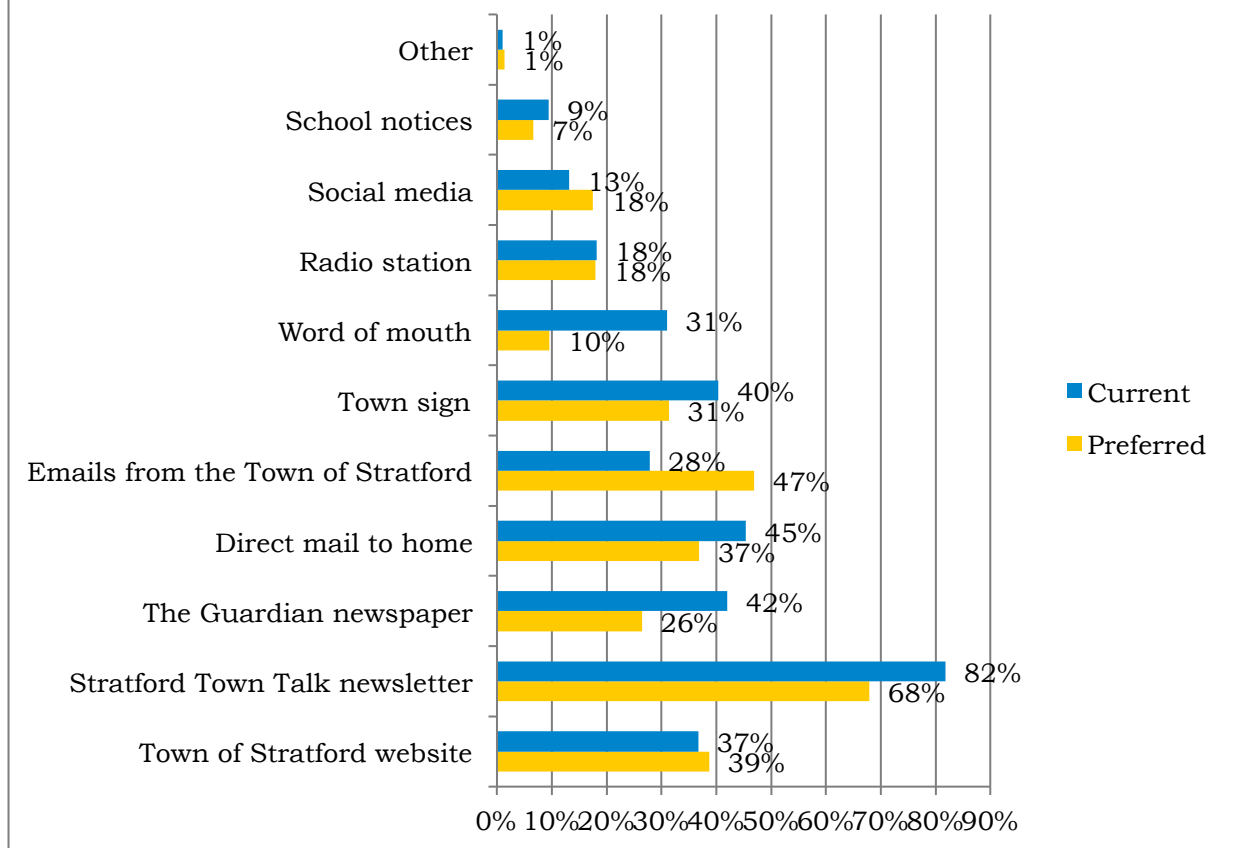
For ***current main sources of information about the Town***, The *Stratford Town Talk* newsletter was chosen by 82% of respondents, direct mail was chosen by 45%, the Guardian newspaper was chosen by 42%, Town sign by 40%, the website was a source for 37%, word of mouth was 31%, emails from the Town were 28%, radio stations were 18%, social media was 13%, school notices were 9%, and other was chosen by 1%.

There was a significant decrease of 12% for respondents choosing “direct mail to home” – but this decrease should be interpreted with caution as in the 2012 Survey, the “Stratford Town Talk” newsletter was not a separate option (and may have been considered by respondents under the “direct mail to home” option) while the newsletter is a stand-alone option in the 2013 Survey.

When asked: ***How would you like to receive information from the Town?*** The frequency of the ***preferred*** response paralleled the ***current sources*** except that “emails from the Town” were a “preferred source” option for 47% (over the current reported rate of 28%.) And fewer residents preferred to receive information by newsletter (68% preferred while 82% currently receive information this way), Guardian newspaper (26% preferred while 42% currently receive), direct mail to home (37% preferred while 45% currently receive), Town sign (31% preferred while 40% current), and word of mouth (preferred method for 10% while current method for 31%.)

For preferred sources of information, there was a significant decrease of 12% for respondents choosing “direct mail to home” over 2012 numbers – but this decrease should be interpreted with caution as in the 2012 Survey, the “Stratford Town Talk” newsletter was not a separate choice item.

Current and Preferred Main Sources of Information



Town Website

Sixty seven percent (67%) 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, 52% were able to find what they were looking for “every time”, 44% were able to find what they were looking for “sometimes”, and 4% were not able to find what they were looking for.

INCREASING COMMUNITY ENGAGEMENT

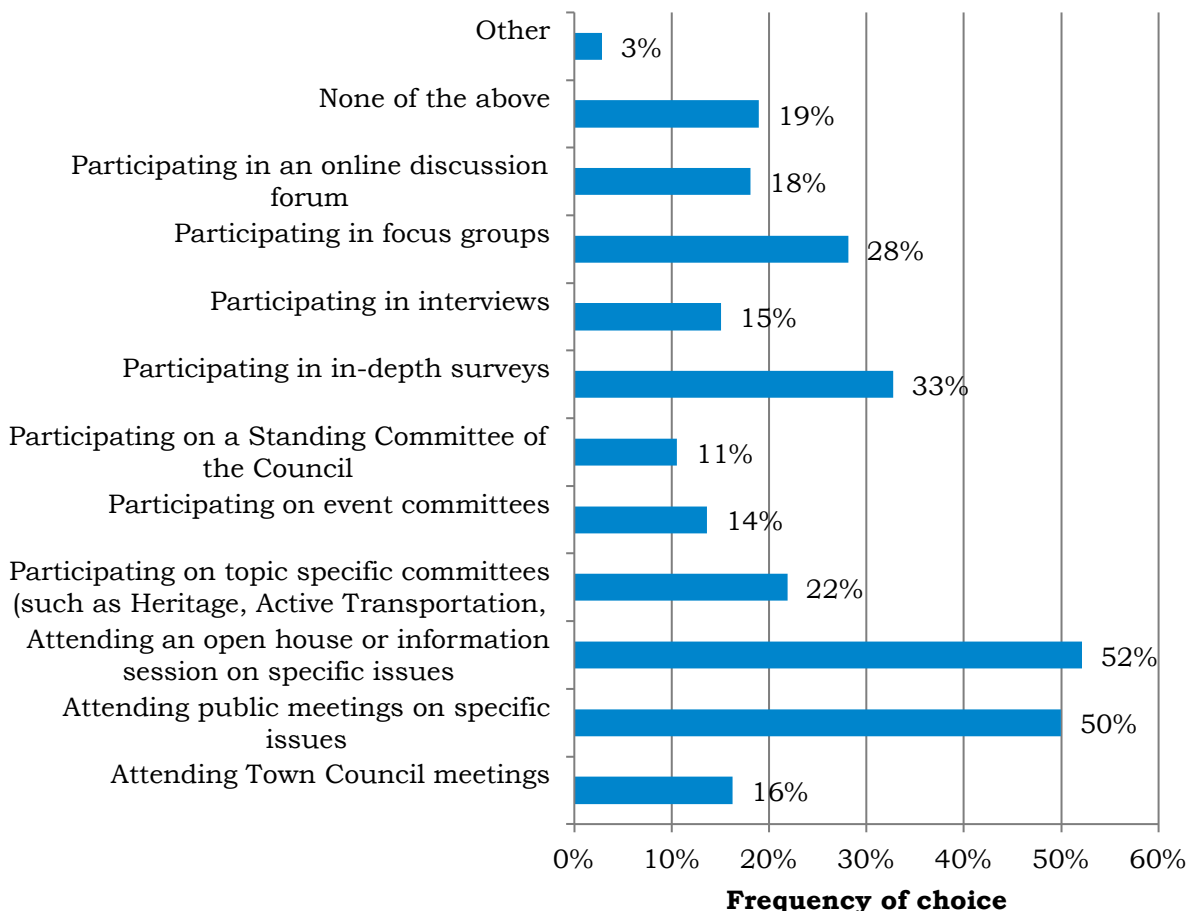
Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision making process based on collaborative planning principles.

Stratford residents were asked if they were interested in becoming more engaged in the Town decision-making process. 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
- None of the above
- Other

Most respondents, at 52%, were interested in “attending an open house or information session on specific issues” followed closely by “attending public meetings on specific issues” at 50%. Participating through in-depth surveys was chosen by 33% of the respondents, participating in focus groups was 28%, participating on topic specific committees was 22%, online forums was 18%, attending Town Council meetings was 16%, participating in interview was 15%, events committees both came in at 14%, standing committee participation came in at 11%, and “other” was chosen by 3% of the respondents. “None of the above” made up 19% of the respondents.

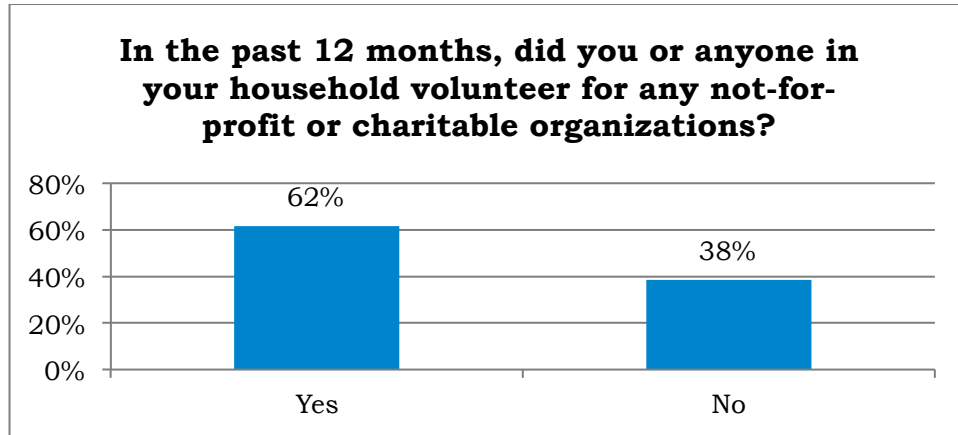
Chosen ways to be more engaged with the Town



Volunteering

Residents were asked several questions concerning their volunteer activities.

In the past 12 months, 62% 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 the 62% who reported volunteering, 51% reported that some of the volunteer activity was performed in Stratford while 48% indicated that none of the volunteer activity was performed in Stratford.



Of those who volunteered, 16% averaged over 15 volunteer hours per month, 33% reported 5-15 hours per month, 34% reported 1-4 hours per month, and 16% reported volunteering for less than 1 hour per month.

Of those who volunteered, 15% 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 65% of these respondents indicating that these activities directly involved or affected the Town of Stratford.

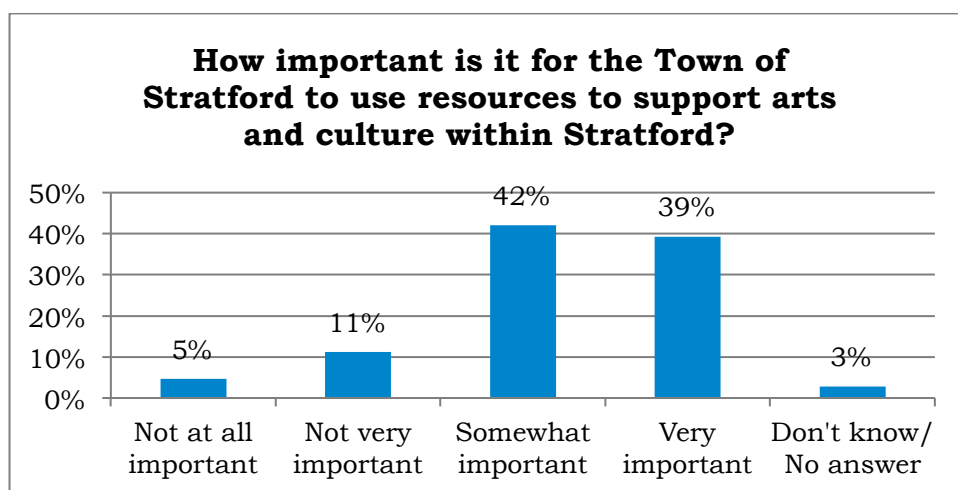
Eighty five percent (85%) of those who volunteered indicated that the volunteer activities were not aimed at conservation of water or protection of the environment.

OTHER

Each year, the Residents Survey asks questions on new areas of interest. This year, the questions concerned community arts and cultural supports.

Residents were asked “how important is it for the Town of Stratford to use resources to support arts and culture within Stratford?”

Eighty one percent (81%) of residents feel it is somewhat or very important for the Town of Stratford to use resources to support arts and culture within Stratford with 39% choosing very important, and 42% choosing somewhat important. Eleven percent (11%) feel it is not very important, 5% feel it is not at all important, and 3% chose “don’t know/no answer”.



Residents were asked how often they or other household members would use specific facilities or arts and cultural options if offered in Stratford.

Eight percent (8%) of households would regularly or very often use a music academy, 19% would use a music academy sometimes, 8% would use it once or twice, 56% would rarely or never use it, and 9% chose “don’t know/does not apply”.

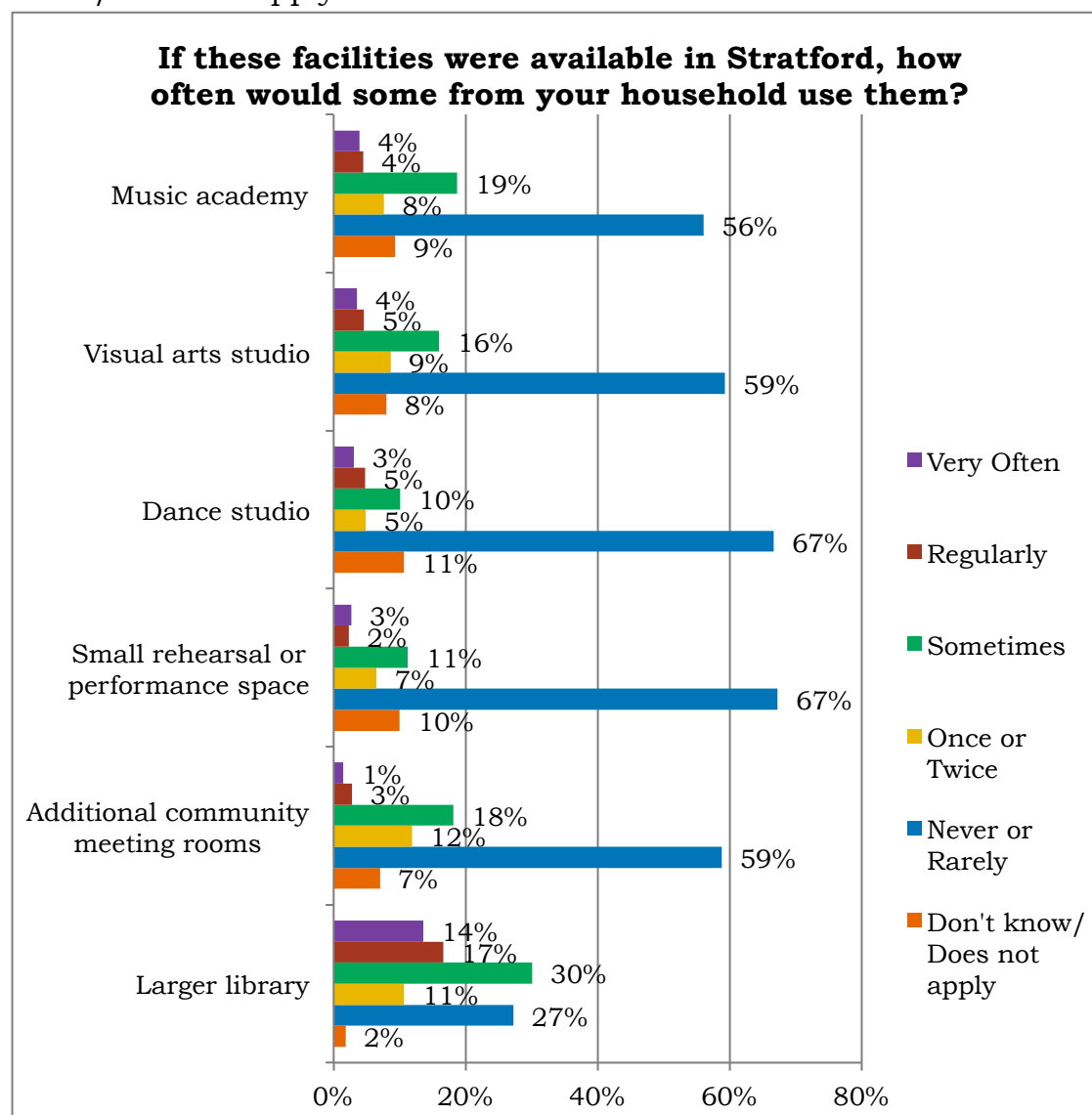
Nine percent (9%) of households would regularly or very often use a visual arts studio, 16% would use a visual arts studio sometimes, 9% would use it once or twice, 59% would rarely or never use it, and 8% chose “don’t know/does not apply”.

Eight percent (8%) of households would regularly or very often use a dance studio, 10% would use a dance studio sometimes, 5% would use it once or twice, 67% would rarely or never use it, and 11% chose “don’t know/does not apply”.

Five percent (5%) of households would regularly or very often use a Small rehearsal or performance space, 11% would use a Small rehearsal or performance space sometimes, 7% would use it once or twice, 67% would rarely or never use it, and 10% chose “don’t know/does not apply”.

Four percent (4%) of households would regularly or very often use additional community meeting rooms, 18% would use additional community meeting rooms sometimes, 12% would use it once or twice, 59% would rarely or never use it, and 7% chose “don’t know/does not apply”.

Thirty one percent (31%) of households would regularly or very often use a larger library, 30% would use a larger library sometimes, 11% would use it once or twice, 27% would rarely or never use it, and 2% chose “don’t know/does not apply”.



APPENDICES

Appendix 1 – Multi-Mode Method Description

Appendix 2 – Questionnaire

Appendix 3 – Online Welcome Page and Sample Question

Appendix 4 – Data Cleaning

Copies of the Appendices can be obtained by contacting the administration for the Town of Stratford.