

Summary Report



Imagine that!

Stratford Resident Survey



2020

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Introduction

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.

The Town of Stratford has utilized the Stratford Resident Survey since 2012 as one of many methods to receive feedback from residents to note community changes over time. The 2020 Stratford Resident Survey results were compared to previous years. Changes of less than 10% are deemed statistically insignificant and are not reported on in this document.

Feedback received through the Stratford Resident Survey is a key way for the Town to ensure it adheres to its performance management system, "Sustainable Stratford – Results Matter." Survey results are used by the Town to inform the strategic and operational decision-making process, as well as assist with Town planning.

This **Summary Report** is a brief and concise overview of the 2020 Stratford Resident Survey results. The full results report which includes further detail, the survey methodology, and the profile of survey respondents, is available at www.townofstratford.ca

A paper version of the survey was distributed to 3,799 homes and 808 apartments through the Canada Post Precision Targeter and Neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to easily mail paper surveys back to the Town. An online version of the survey was administered using the SurveyMonkey platform. Nine hundred and thirty (930) responses were received.

MRSB Consulting Services Inc. was contracted by the Town of Stratford to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2020 Annual Resident Survey.

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.

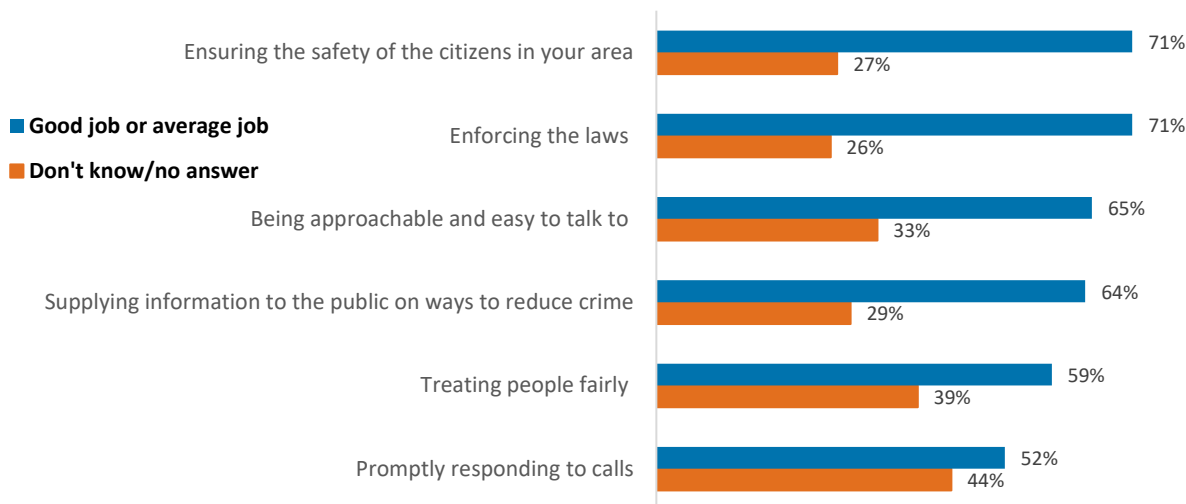
Health and Wellness

- **92%** of survey respondents report their health as good, very good, or excellent
- **90%** of survey respondents reported their health is about the same, somewhat better, or much better, when asked “compared to one year ago, how would you say your health is now?”
- **62%** of survey respondents are physically active three or more times in an average week
- **72%** of survey respondents engage in moderate or vigorous activity for more than one hour per week
- **34%** of survey respondents indicated that a mental or physical health issue sometimes or often reduces the amount or kind of activity they are able to perform
- **94%** of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support

Resident Safety

- Compared to other areas in PEI, **50%** of survey respondents think their neighbourhood has a lower amount of crime and **46%** of respondents think crime is about the same
- Compared to other areas in PEI, **44%** of survey respondents think commercial areas of Stratford have a lower amount of crime and **54%** of respondents think crime is about the same
- During the last 5 years, **37%** of survey respondents think that crime in their neighbourhoods has stayed at the same level, **15%** believe crime has increased, **7%** believe crime has decreased, and **21%** do not know (**20%** of respondents indicated they have not lived in Stratford for five years)
- **62%** of survey respondents have not had contact with the Stratford RCMP in the past five years
- **96%** of survey respondents have some or a great deal of confidence in the Stratford RCMP

Figure 1: Perception of quality of policing by Stratford RCMP

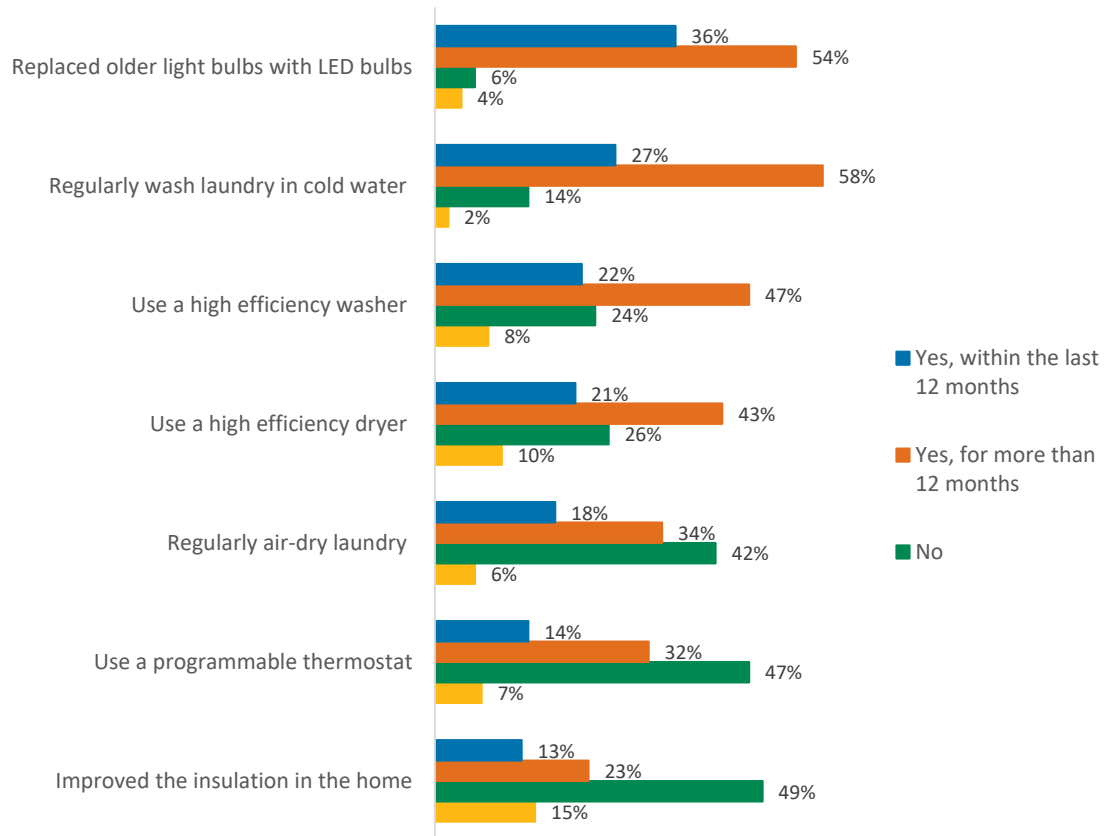


Increasing Resource Efficiency

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

- The most common alternative energy source utilized by survey respondents is the air source heat pump (**37%** of survey respondents)

Figure 2: Energy saving actions utilized by survey respondents



Public Transit

- **95%** of survey respondents have (or have access to) a vehicle for everyday travel
- **20%** of survey respondents reported utilizing the T3 Stratford bus (public transit) during the last 12 months
- **65%** strongly agreed or agreed that the cost for a one-way trip is a reasonable price
- **51%** strongly agreed or agreed that the bus service is reliable and runs on time
- **45%** strongly agreed or agreed that bus drivers are respectful towards passengers,
- **41%** strongly agreed or agreed that passengers are respectful to bus driver and other passengers
- **41%** strongly agreed or agreed that bus routes are well planned
- **40%** strongly agreed or agreed that information on how to use the bus is easy to find

Improving Environmental Responsibility

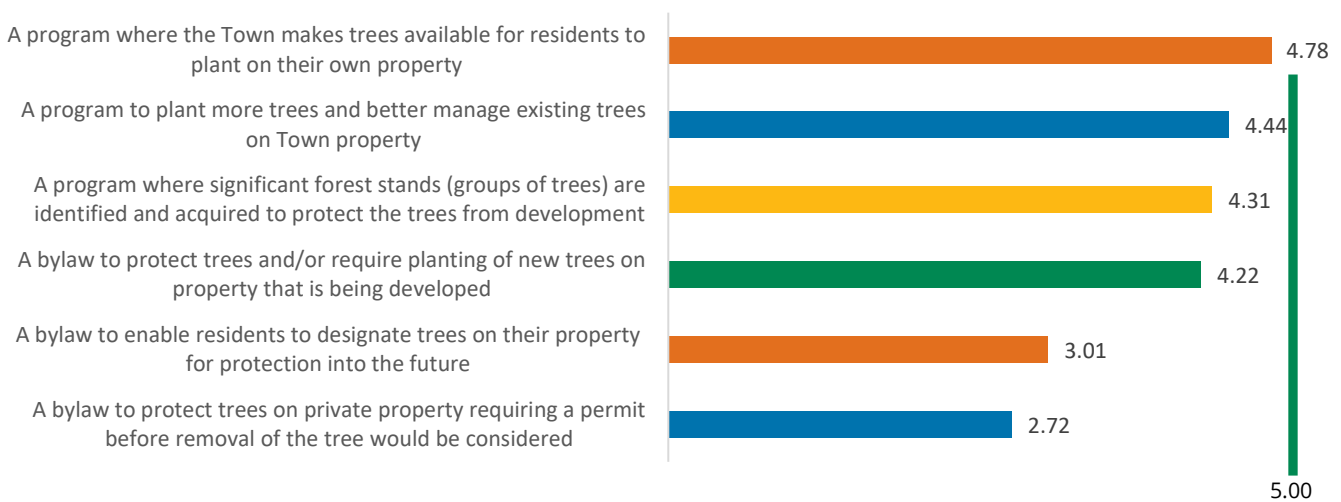
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and biodiversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

- **97%** of survey respondents feel it is somewhat important or very important for the Town to use resources to protect the environment
- **65%** of residents indicated that pesticides have never been used during their residence, **14%** of survey respondents indicated pesticides were not used at all over the last year but were in the past
- In the past 12 months:
 - **46%** of respondents indicated they planted trees or shrubs on their property
 - **44%** picked up garbage in a natural area
 - **14%** helped to clean or improve a natural area
 - **7%** planted trees or shrubs in the community
 - **5%** participated in a citizen-science activity (e.g. bird count, water monitoring, etc.)

Trees

Stratford is currently losing trees, due partly to increasing demands for land, so the Town is considering different options to protect trees within its boundaries. Survey respondents were asked to rate six different options to protect trees in order of preference to them and their family. These choices were assigned a numeric weight from one to five and this numeric weight was multiplied by the percentage of responses to give a weighted value. The relative importance of each option is shown in Figure 3. For comparison purposes, if a tree protection option was ranked number one by all respondents the value would have been five. The maximum possible value is demonstrated by the vertical line on the chart in Figure 3.

Figure 3: A program where the Town makes trees available for residents to plant on their own property is the most preferred option by survey respondents

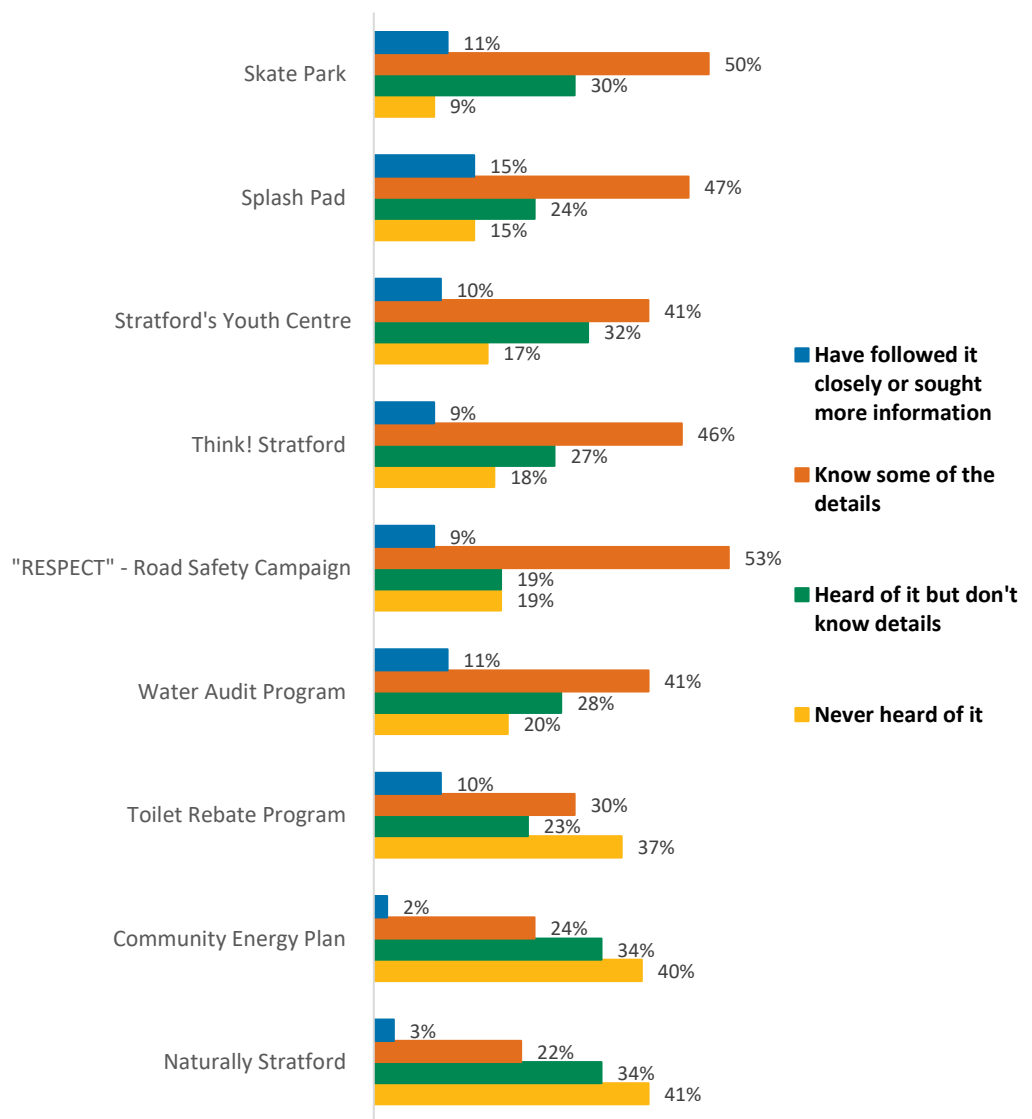


Increasing Community Engagement

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

- The most common form of communications received by survey respondents are the “Stratford Town Talk” paper newsletter (**53%**), social media (**48%**), and the Town of Stratford website (**44%**)
- Respondents preferred method of communications were e-news (**51%**), social media (**46%**), and the “Stratford Town Talk” paper newsletter (**42%**)

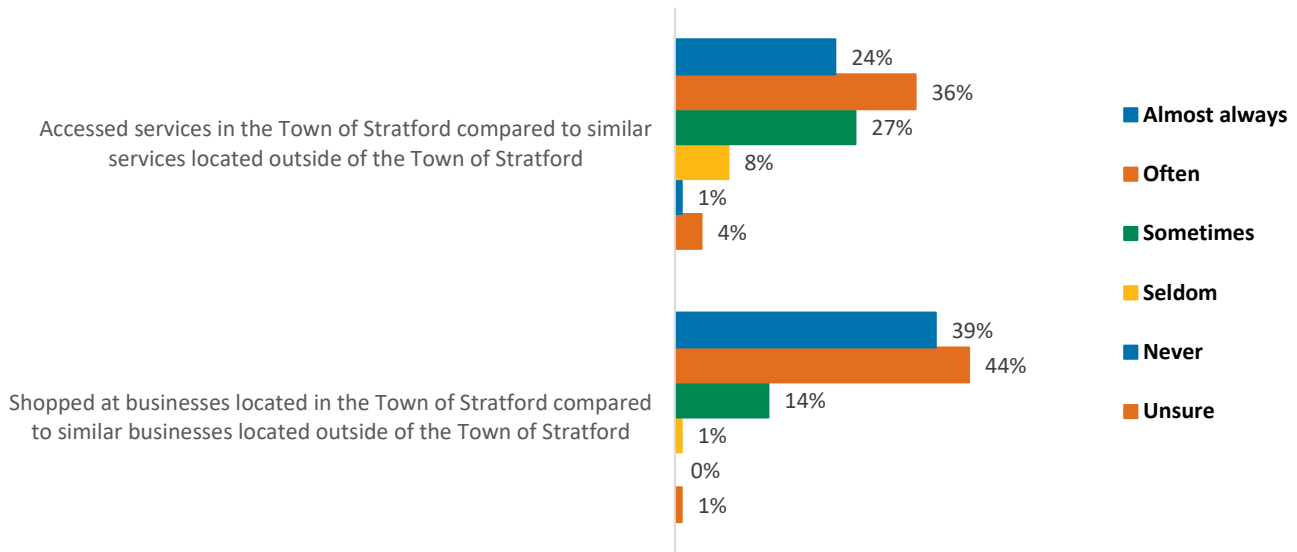
Figure 4: Awareness of Town initiatives



Think! Stratford – Support Local Initiative

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

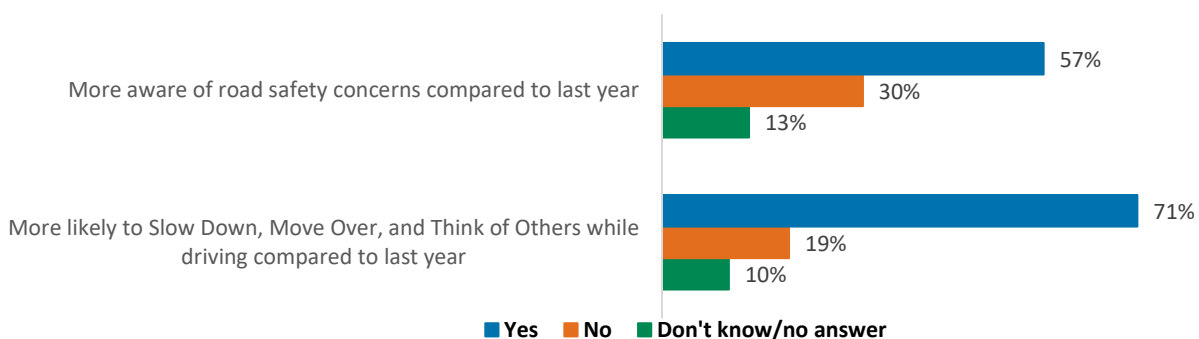
Figure 5: Respondent utilization of services and businesses located in the Town of Stratford



“RESPECT” – Road Safety Campaign

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

Figure 6: Road safety awareness of survey respondents



Improving Governance

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

- **77%** of survey respondents were satisfied or very satisfied with the Town’s overall performance
- **71%** of respondents were satisfied or very satisfied with the Town’s ability to meet their needs
- **69%** of residents were satisfied or very satisfied with the opportunities for input into planning and decision making for the community
- **67%** of respondents were satisfied or very satisfied with the Town’s responsiveness to Town issues
- **64%** of respondents were satisfied or very satisfied with the Town’s accountability for actions taken
- **61%** of survey respondents were satisfied or very satisfied with the Town’s transparency of decision making

Net Promoter Score™

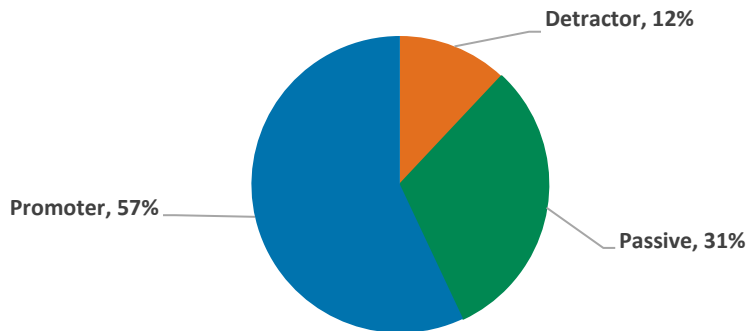
Net Promoter Score™ was originally created to aid businesses with gauging the attitudes and behaviors of their customers in terms of how likely they are to actively promote a product. It is also used by communities as an internal benchmarking tool for noting changes in residents’ satisfaction with their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

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

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

The Town’s Net Promoter Score™ has been steadily increasing from 38 in 2017, to 39 in 2018, 42 in 2019, and 45 in 2020.

Figure 7: Net Promoter Score™ = 45





Imagine that!