

Full Results Report



Imagine that!

Stratford Resident Survey



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1.0 Introduction

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

This report provides a detailed analysis of information collected from the many engaged citizens who took the time to respond to the **2020 Stratford Resident Survey**. A Summary Report is also available and can be found at www.townofstratford.ca. Additional documents have been created to assist with presentation of findings to the public, Council, committees, and staff.

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

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on the balanced scorecard and its sustainability vision. The performance management system, “Sustainable Stratford – Results Matter,” includes strategic objectives and performance indicators that measure the Town’s progress towards its objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The Stratford Resident Survey 2020 is one method that the Town of Stratford is using to receive feedback from residents.

Some of the performance indicators can be measured using existing data that is available to the Town – like the number of trees planted, the amount of water used per person or the number of Town volunteers. Other performance indicators, such as resident satisfaction with the Town’s governance, resident perception of safety and resident health are measured using the data collected in the Stratford Resident Survey. Having a statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve. Performance is monitored, and initiatives are adjusted as required, to improve performance in each area. The results are reported regularly to residents so that the Town is transparent and accountable for its actions.

MRSB Consulting Services Inc. was contracted by the Town of Stratford to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2020 Stratford Resident Survey. MRSB Consulting Services provides a wide range of services and have extensive experience in conducting detailed primary and secondary research, including design and implementation of surveys. MRSB works on an ongoing basis with diverse organizations to meet their evolving organizational and strategic needs.

A paper version of the survey was distributed to 3,799 homes 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.

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

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under the age of 16 were cleaned from the survey database. Twenty (20) responses were removed during data cleaning and analysis was performed on the remaining 910 survey responses.

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

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

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.

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

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

2.0 Improving Resident Health and Safety

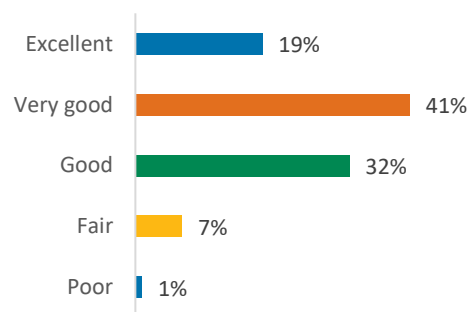
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

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.

2.1 Health and Wellness

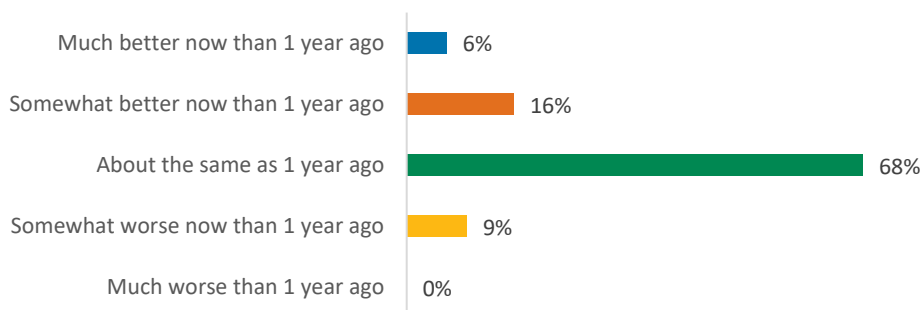
Ninety-two percent (92%) of survey respondents report their health as excellent, very good, or good. Eight percent (8%) of survey respondents report their health as fair or poor.

Figure 1: Ninety-two percent (92%) of Stratford residents report having good, very good, or excellent health



Ninety percent (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?” Nine percent (9%) of respondents reported their health as either somewhat worse or much worse than 1 year ago.

Figure 2: Ninety percent (90%) of Stratford residents report their health as about the same, somewhat better, or much better than one year ago

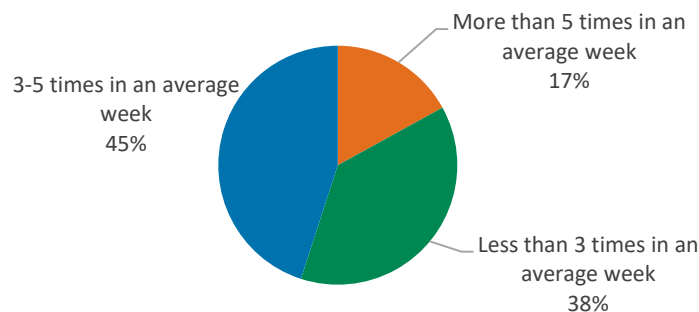


2.2 Physical Activity

Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. The definition of physical activity used in the survey was: "Moderate physical activity" will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity. Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating.

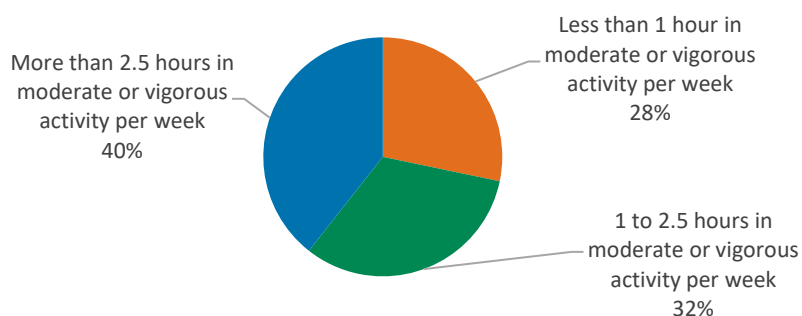
Survey respondents were asked the number of times in an average week that they engage in moderate to vigorous activity lasting for 10 minutes or more. Seventeen percent (17%) of survey respondents were performing a moderate or more vigorous more than five times in an average week for 10 minutes or more, 45% reported engaging in moderate to vigorous activity for 10 minutes or more 3-5 times in an average week, and 38% of respondents reported engaging in moderate to vigorous activity less than 3 times in an average week.

Figure 3: Sixty-two percent (62%) of Stratford residents are physically active 3 or more times in an average week



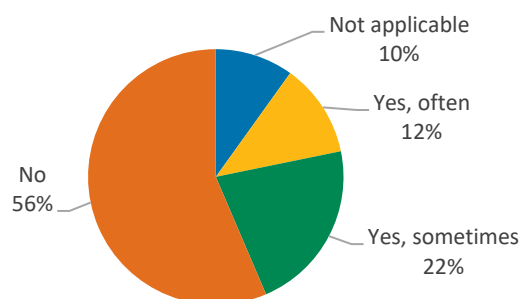
Residents were asked to add up the amount of time they engage in moderate to vigorous activity in an average week. Forty percent (40%) of survey respondents indicated they spend more than 2.5 hours engaged in moderate or vigorous physical activity each week. Seventy-two percent (72%) of respondents engaged in moderate to vigorous activity one or more hours per week.

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



Fifty-six percent (56%) of respondents indicated that a physical or mental health issue does not reduce the amount or kind of activity they are able to perform (includes only health conditions or problems that have lasted or expected to last 6 months or more). Thirty-four percent (34%) of respondents indicated that a mental or physical health issue often or sometimes reduces the amount or kind of activity they are able to perform.

Figure 5: Thirty-four percent (34%) of Stratford residents are at least sometimes held back from physical activity due to a physical or mental health issue

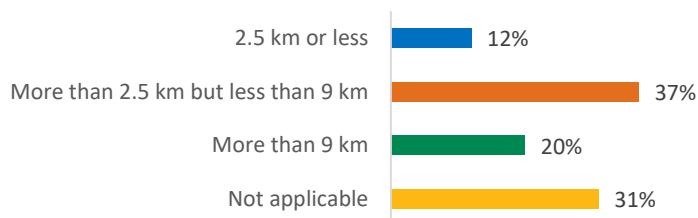


Ninety-four percent (94%) of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane, or crutches.

2.3 Active Transportation

Survey respondents were asked about the distance they must travel to get to (or from) school or work. Fifty-seven percent (57%) of survey respondents indicated they must travel more than 2.5 km to get to (or from) work or school. Thirty-one percent (31%) of survey respondents answered not applicable (don't travel to work or school/don't know).

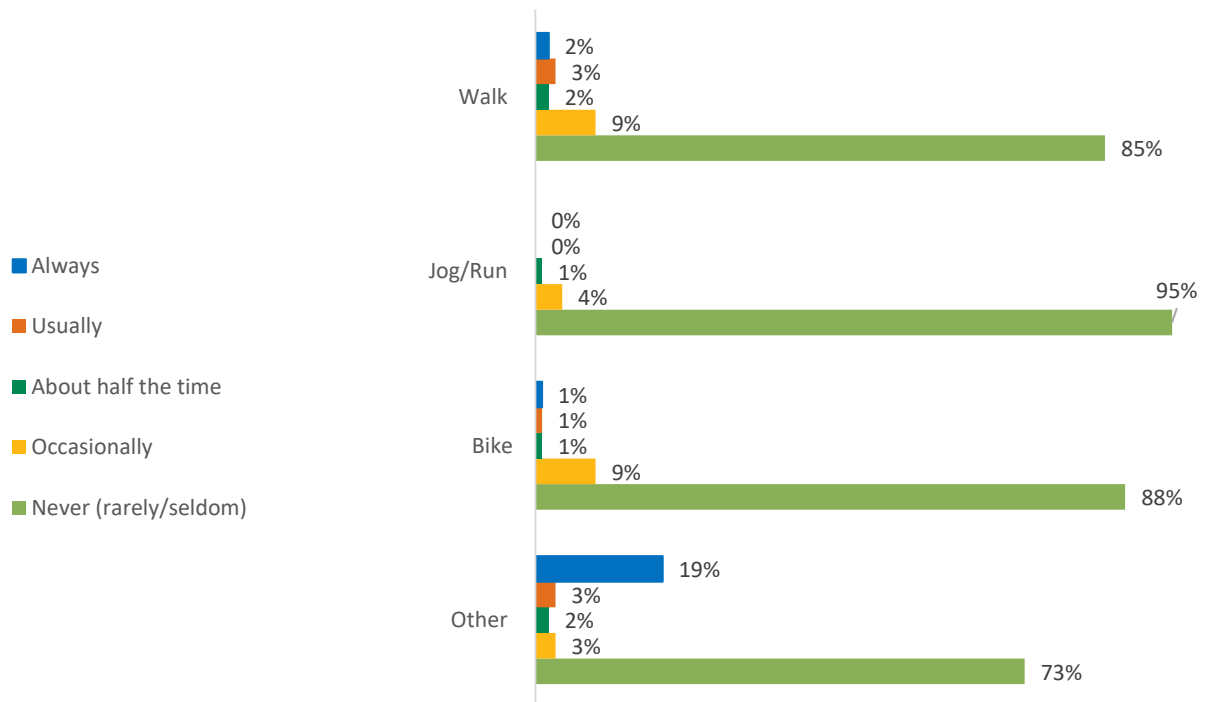
Figure 6: 57% of respondents travel more than 2.5 km to get to (or from) work or school



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. Sixteen percent (16%) of respondents indicated walking to work or school occasionally, about half the time, usually, or always. Five percent (5%) of respondents indicated jogging or running occasionally or about half the time. Twelve percent (12%) of respondents indicated biking to work or school occasionally, about half the time, usually, or always. Twenty-seven

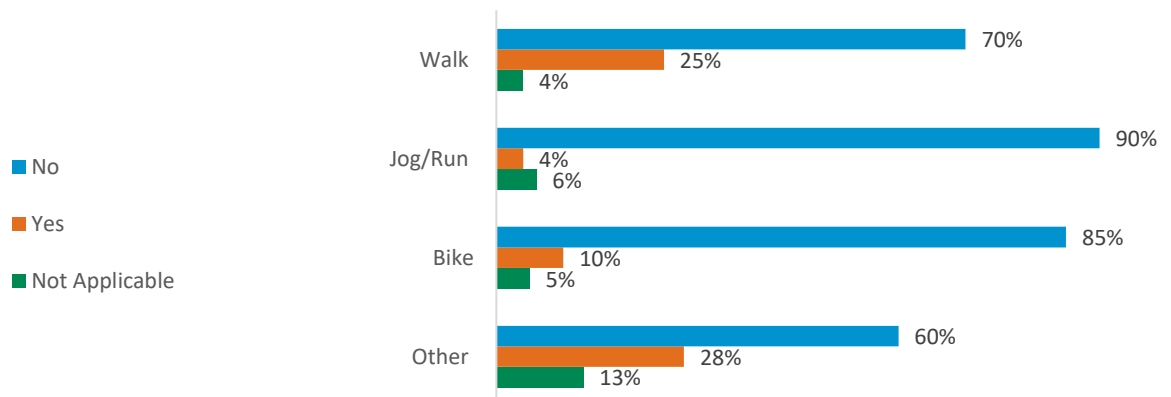
percent (27%) of respondents indicated taking some other form of active transportation to work or school occasionally, about half the time, usually, or always.

Figure 7: The majority of survey respondents do not utilize active transportation to get to (or from) work or school



Survey respondents were asked if they routinely walked to shops or to run errands. Twenty-five percent (25%) of respondents reported routinely walking to shops or to run errands, 4% of respondents reported routinely jogging/running to shops or to run errands, 10% of respondents reported routinely biking to shops or to run errands, and 28% of respondents reported routinely using some other form of active transportation to go to shops or run errands.

Figure 8: Most survey respondents do not routinely use active transportation to go to shops or run errands



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

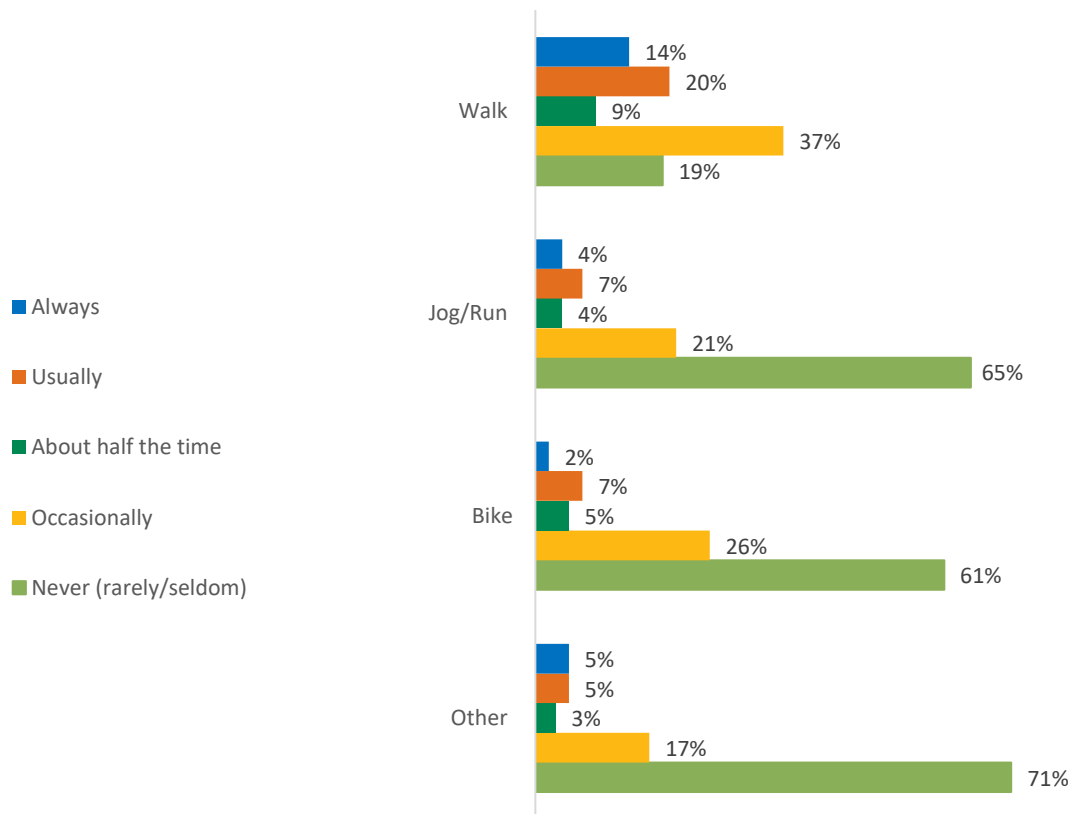
Forty-three percent (43%) of respondents reported walking for fitness or fun within the Town of Stratford always, usually, or about half the time. Fifty-six percent (56%) of respondents reported occasionally or never walking for fitness or fun within the Town of Stratford.

Fifteen percent (15%) of respondents reported jogging/running for fitness or fun within the Town of Stratford always, usually, or about half the time. Eighty-six percent (86%) of respondents reported occasionally or never jogging/running for fitness or fun within the Town of Stratford.

Sixty-three percent (63%) of respondents reported biking for fitness or fun within the Town of Stratford always, usually, or about half the time. Thirty-eight percent (38%) of respondents reported occasionally or never biking for fitness or fun within the Town of Stratford.

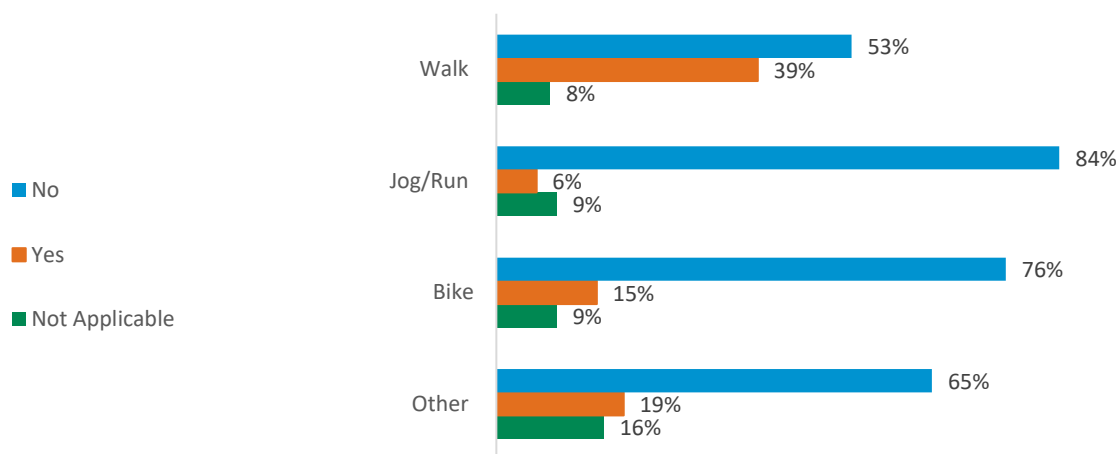
Thirteen percent (13%) of respondents reported using some other form of active transportation for fitness or fun within the Town of Stratford always, usually, or about half the time. Eighty-eight percent (88%) of respondents reported occasionally or never using some other form of active transportation for fitness or fun within the Town of Stratford.

Figure 9: Walking is the preferred method of active transportation for fitness and fun in Stratford



Respondents were asked if they utilize active transportation for visiting family and/or friends within Stratford. Of the survey respondents that utilize active transportation to visit family and/or friends within Stratford, 39% walk, 6% jog/run, 15% bike, and 19% utilize some other form of active transportation.

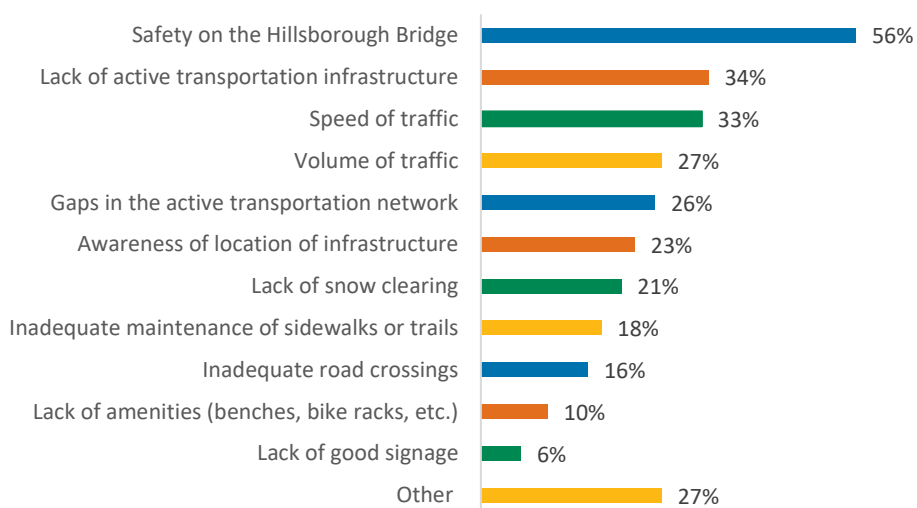
Figure 10: Walking is the most commonly used form of active transportation for visiting family and friends



2.4 Challenges to Active Transportation

Survey respondents were presented with a list of possible challenges to using active transportation more often and asked to choose items from the list that impacted them. Of the identified options, safety on the Hillsborough Bridge was chosen by 56% of respondents, lack of active transportation infrastructure (trails, sidewalks, bicycle lanes) was chosen by 34%, speed of traffic was chosen by 33%, volume of traffic was chosen by 27%, and gaps in the active transportation network was chosen by 26%.

Figure 11: Safety on the Hillsborough bridge is the main challenge to using active transportation more often



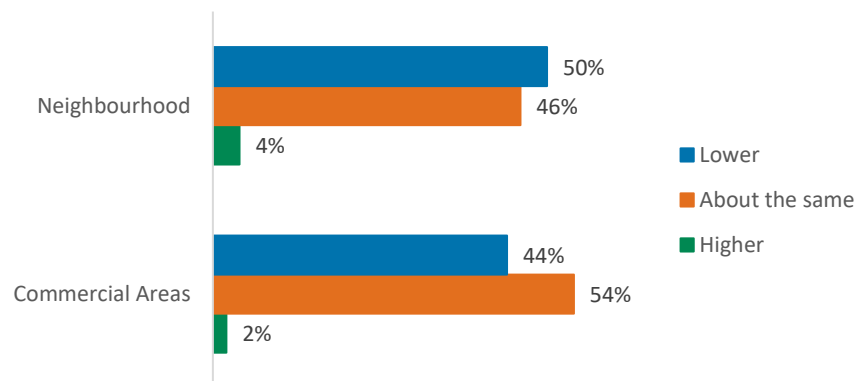
Two-hundred and fifteen (215) individuals answered “other” for this question, an increase of 16% compared to 2018. The 215 comments were reviewed and grouped as they related to: preferring to use motorized transportation, weather, personal preferences, health issues, lighting, and other answers that were either not relevant to the question asked or information contained in the available answer choices.

2.5 Safety in your Community

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

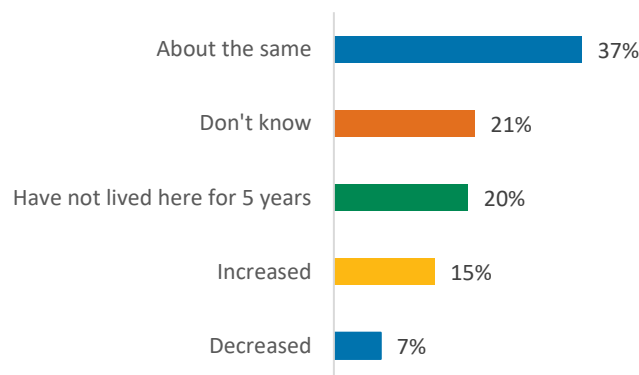
Compared to other areas in PEI, 50% of survey respondents think their neighbourhood has a lower amount of crime and 44% think the commercial areas of Town have a lower amount of crime.

Figure 12: Stratford residents feel crime is lower compared to other areas of PEI



During the last 5 years, 37% of survey respondents think that crime in their neighbourhoods has stayed at the same level. Fifteen percent (15%) of survey respondents believe crime levels have increased in the past 5 years.

Figure 13: Few Stratford residents feel crime levels are increasing in their neighbourhoods

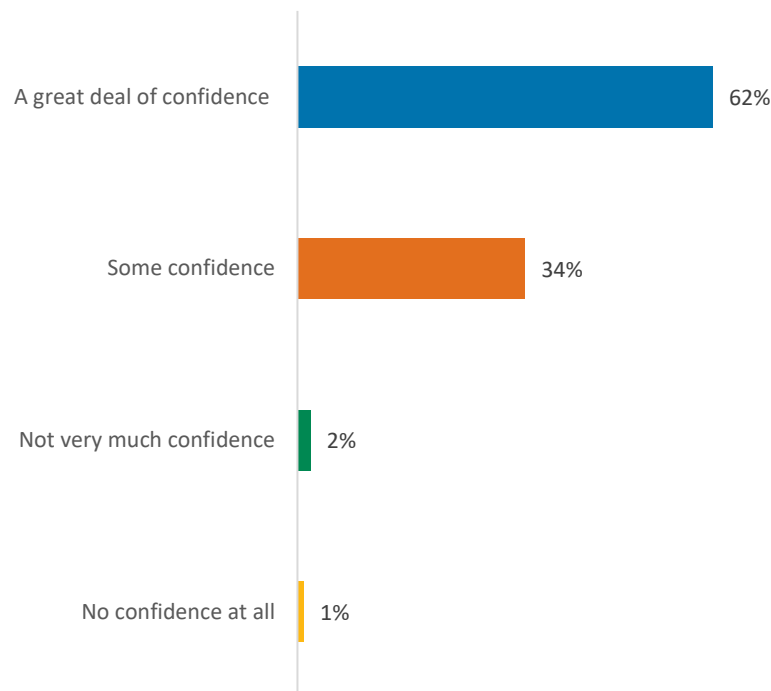


2.6 Perceptions of RCMP Services

In the past 5 years, 38% of survey respondents have had contact with the Stratford RCMP. Sixty-two percent (62%) of survey respondents have not had contact with the Stratford RCMP in the past five years.

Overall, survey respondents have a great deal or some of confidence in the Stratford RCMP (96%). Three percent (3%) of survey respondents have no confidence or not very much confidence in the Stratford RCMP.

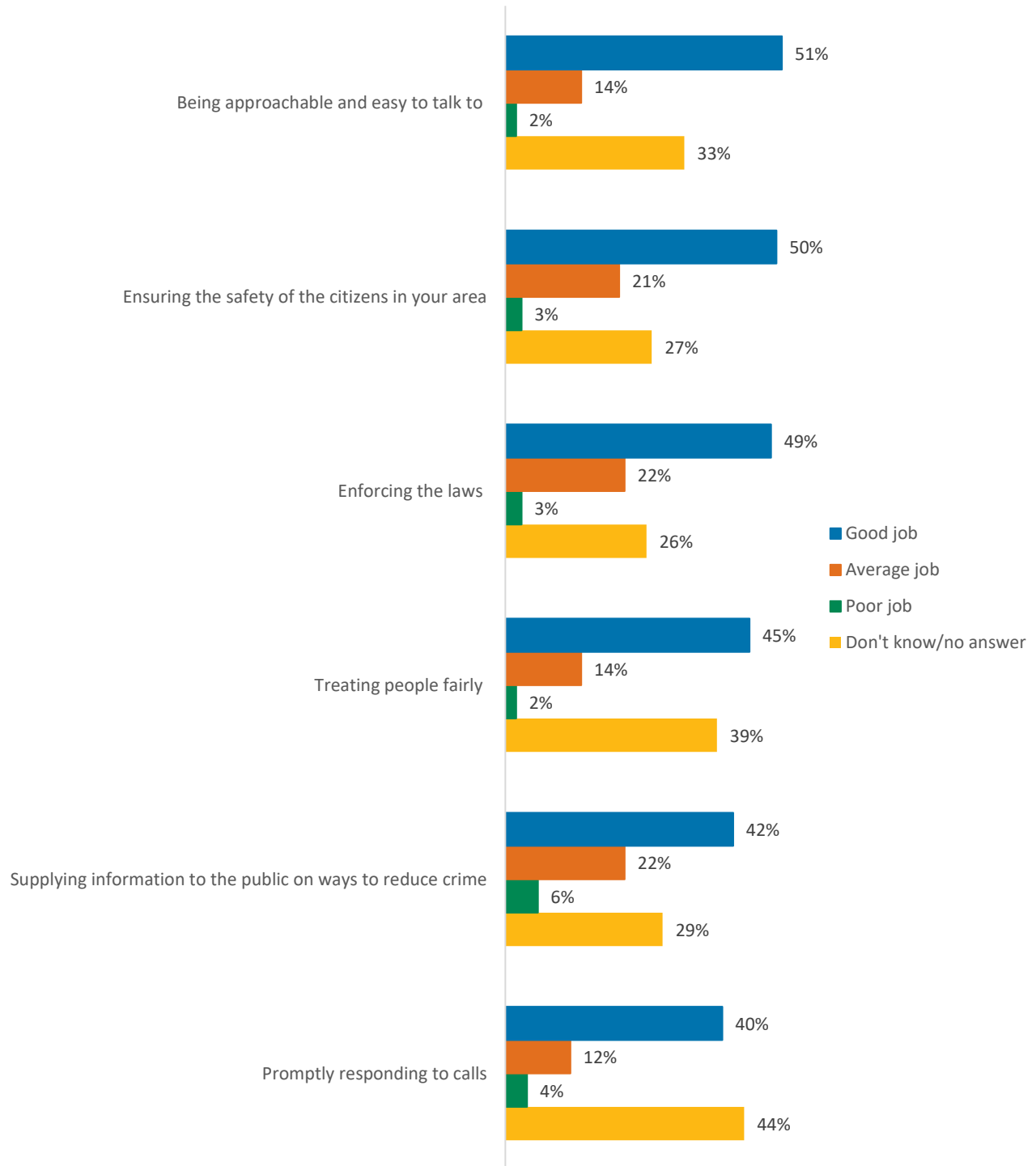
Figure 14: Stratford residents have a great deal of confidence in the Stratford RCMP



Respondents were asked to rate the quality of policing by Stratford RCMP on several aspects of policing depicted in figure fourteen.

Seventy-one percent (71%) of respondents think the Stratford RCMP does a good or average job of enforcing the laws and ensuring the safety of the citizens in their area. Sixty-five percent (65%) of respondents think the Stratford RCMP does a good to average job of being approachable and easy to talk to. Sixty-four percent (64%) of respondents think the Stratford RCMP does a good to average job of supplying information to the public on ways to reduce crime. Fifty-nine percent of respondents think the Stratford RCMP does a good to average job of treating people fairly and 52% of survey respondents think the Stratford RCMP does a good to average job of responding to calls promptly.

Figure 15: Quality of policing by Stratford RCMP



3.0 Increasing Resource Efficiency

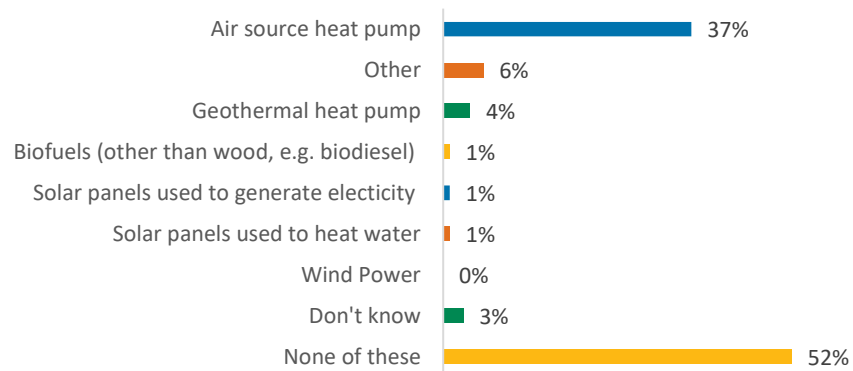
Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

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.

3.1 Alternative Energy Sources

Residents were asked if they utilize alternative energy sources (not including wood or fossil fuels – like oil or gas) in their home. Fifty-two percent (52%) of survey respondents indicated they do not use any of the alternative energy sources listed in Figure 16. The most popular alternative energy source used by survey respondents is air source heat pump (37%).

Figure 16: Air source heat pumps are the most utilized alternative energy source by Stratford residents



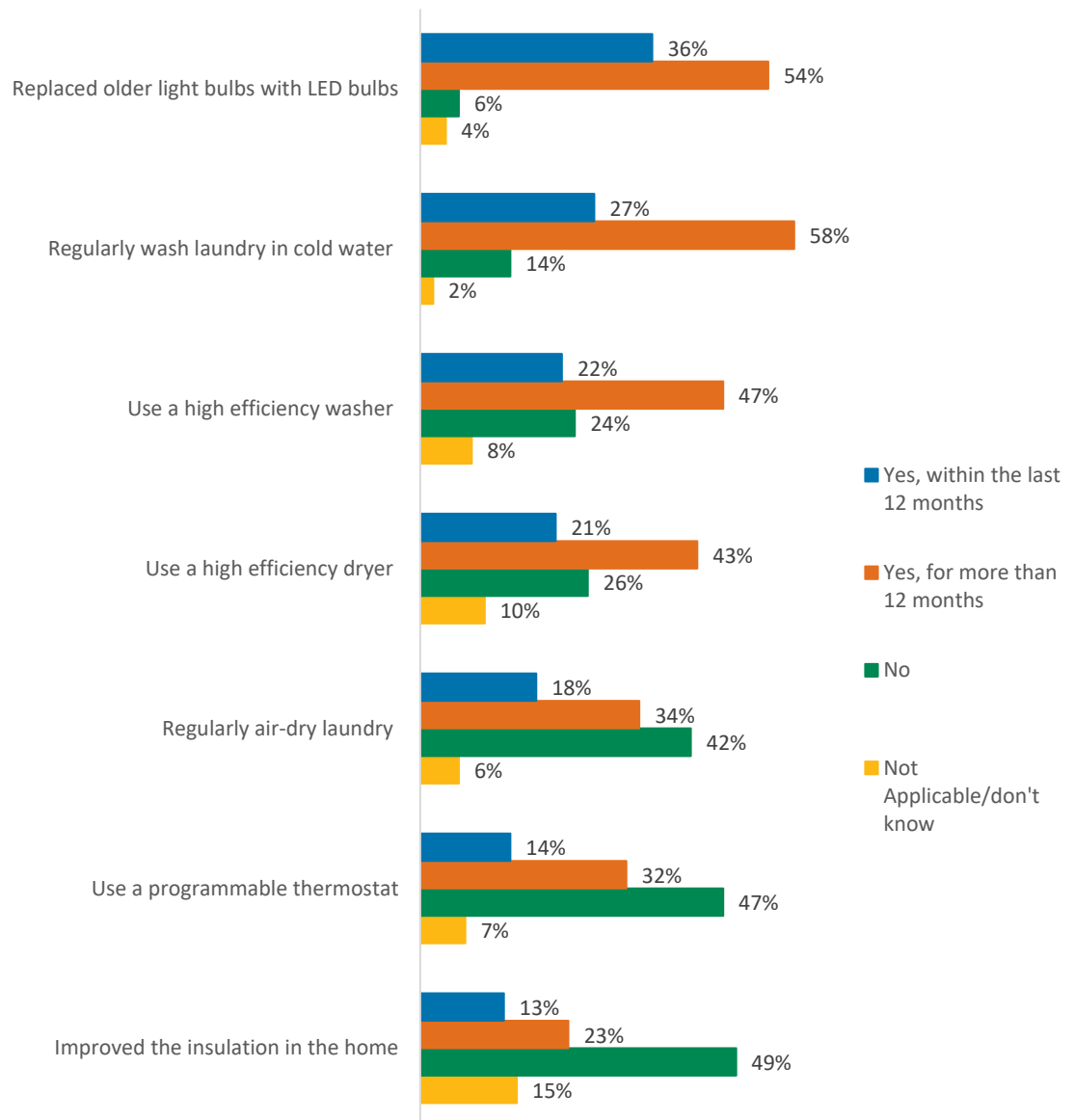
Fifty-five (55) individuals answered “other” for this question. The 55 comments were reviewed and grouped as they related to: updated insulation, passive solar, pellet stove, and other answers that were either not relevant to the question asked or information contained in the available answer choices.

3.2 Energy Saving Actions

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

1. Ninety percent (90%) replaced older light bulbs with LED bulbs
2. Eighty-five percent (85%) regularly wash laundry in cold water
3. Sixty-nine percent (69%) use a high efficiency (HE) washer
4. Sixty-four percent (64%) use a high efficiency (HE) dryer
5. Fifty-two percent (52%) regularly air-dry laundry (where permitted)
6. Forty-six percent (46%) use a programmable thermostat to automatically lower the temperature
7. Thirty-six percent (36%) improved the insulation in the home

Figure 17: Replaced older light bulbs with LED bulbs is the most commonly utilized energy saving action utilized by Stratford residents



Survey respondents were asked if they have taken any other energy saving actions. One-hundred and fifty-eight (158) respondents provided an answer to this question. The 158 comments were reviewed and grouped as they related to: installed low-flow water fixtures, incremental improvements such as lowering the temperature in the home and turning off lights when not using them, replacing windows, passive solar, completion of home energy audits, replacing old appliances, sealing doors and windows, and other answers that were either not relevant to the question asked or information contained in the available answer choices.

3.3 Use of Public Transit

Ninety-five percent (95%) of respondents have (or have access to) a vehicle for everyday travel. Five percent (5%) have no or limited access to a vehicle for everyday travel.

Eighty percent (80%) of survey respondents reported not using the T3 Stratford bus (public transit) during the last 12 months. Twenty percent (20%) of survey respondents reported utilizing the T3 Stratford bus (public transit) during the last 12 months.

3.4 Perceptions of the T3 Transit System

All survey respondents (not just those who had used the T3 Transit system) were asked to respond to statements about the current transit system based on what they have seen or heard from others.

Sixty-five percent (65%) strongly agreed or agreed that **the cost for a one-way trip is a reasonable price**, 3% strongly disagreed or disagreed, and 32% chose don't know/not applicable.

Fifty-one percent (51%) strongly agreed or agreed that **the bus service is reliable and runs on time**, 3% strongly disagreed or disagreed, and 46% chose don't know/not applicable.

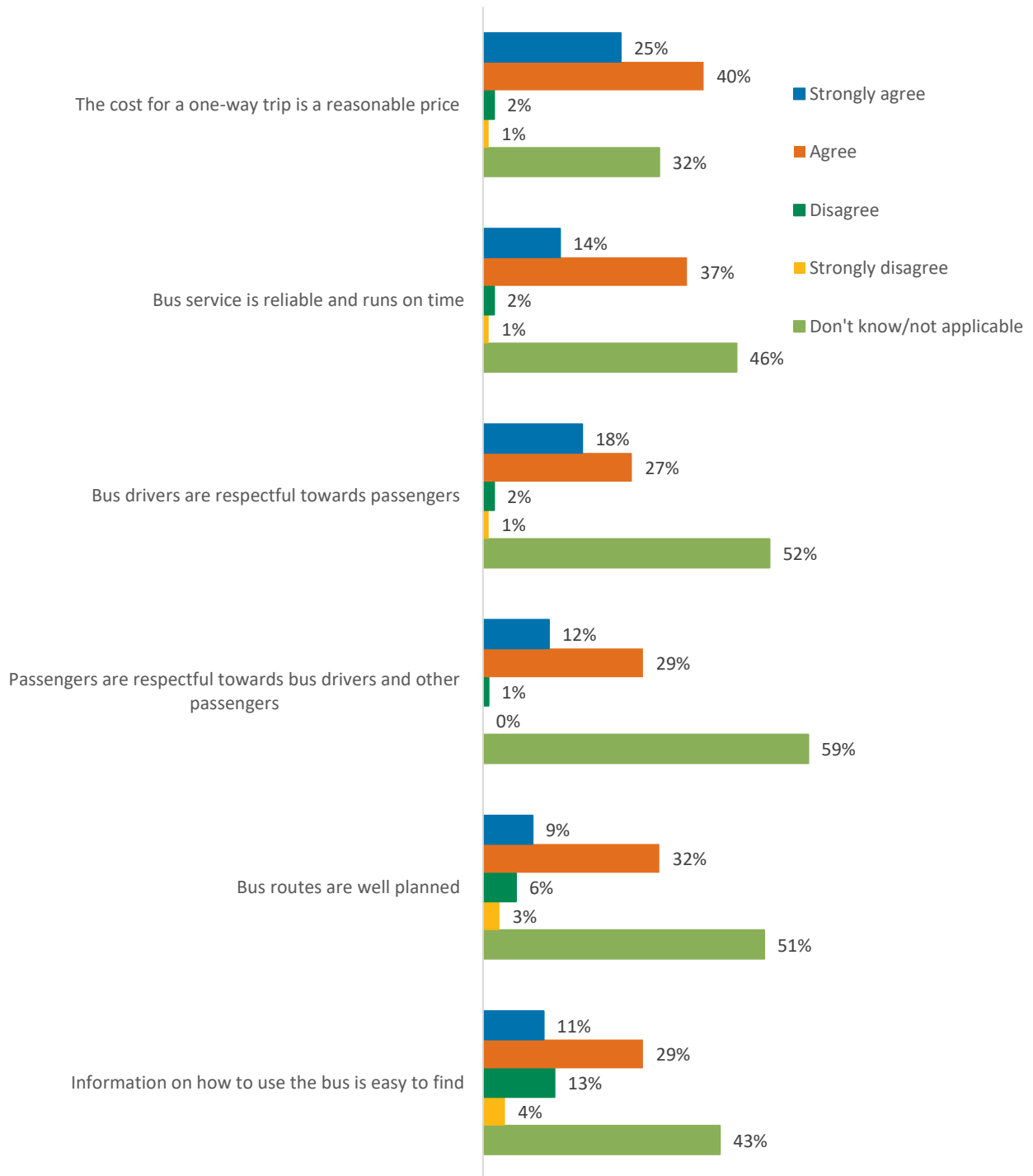
Forty-five percent (45%) strongly agreed or agreed that **bus drivers are respectful towards passengers**, 3% strongly disagreed or disagreed, and 52% chose don't know/not applicable.

Forty-one percent (41%) strongly agreed or agreed that **passengers are respectful to bus driver and other passengers**, 1% strongly disagreed or disagreed, and 59% chose don't know/not applicable.

Forty-one percent (41%) strongly agreed or agreed that **bus routes are well planned**, 9% strongly disagreed or disagreed, and 51% chose don't know/not applicable.

Forty percent (40%) strongly agreed or agreed that **information on how to use the bus is easy to find**, 17% strongly disagreed or disagreed, and 43% chose don't know/not applicable.

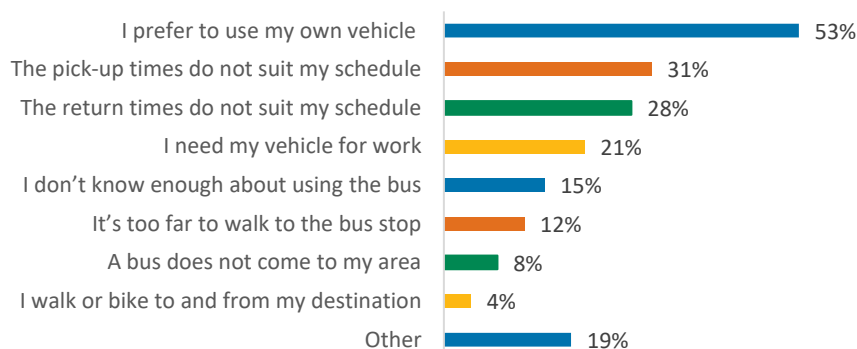
Figure 18: Survey respondents' perceptions of the T3 transit system



3.5 Challenges to Using the Transit System

Respondents were asked if there were challenges to using the bus (or using it more often). Options were provided and respondents could choose more than one answer. Fifty-three percent (53%) of respondents reported that they prefer to use their own vehicle or other motorized form of transportation, 31% indicated that the pick-up times do not suit their schedule, and 28% indicated that the return times do not suit their schedule.

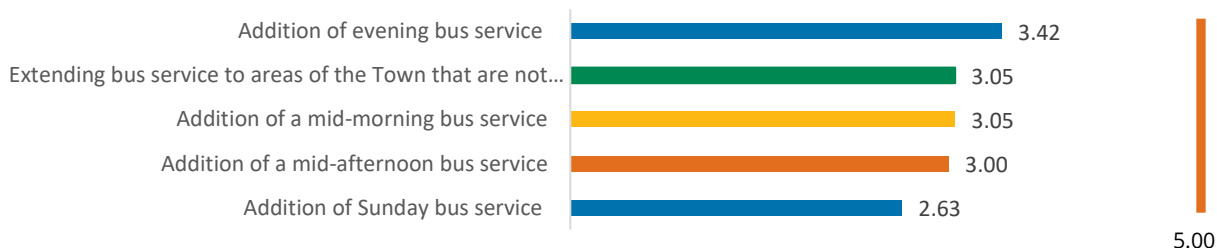
Figure 19: 53% of respondents would prefer to use their own vehicle to using the bus



One-hundred and fifty-three (153) individuals answered “other” for this question, an increase of 16% compared to 2018. The 153 comments were reviewed and grouped as they related to: issues related to having a young family, number of stops, age, health issues, duration, personal preferences, and other answers that were either not relevant to the question asked or information contained in the available answer choices.

Additional funding may be made available to expand the Town’s transit service. Survey respondents were asked to rate five different transit expansion options 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 transit expansion option is shown in Figure 20. For comparison purposes, if a transit expansion 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 20. *These are updated figures as of September, 2020.*

Figure 20: Transit expansion preferences of survey respondents



4.0 Improving Environmental Responsibility

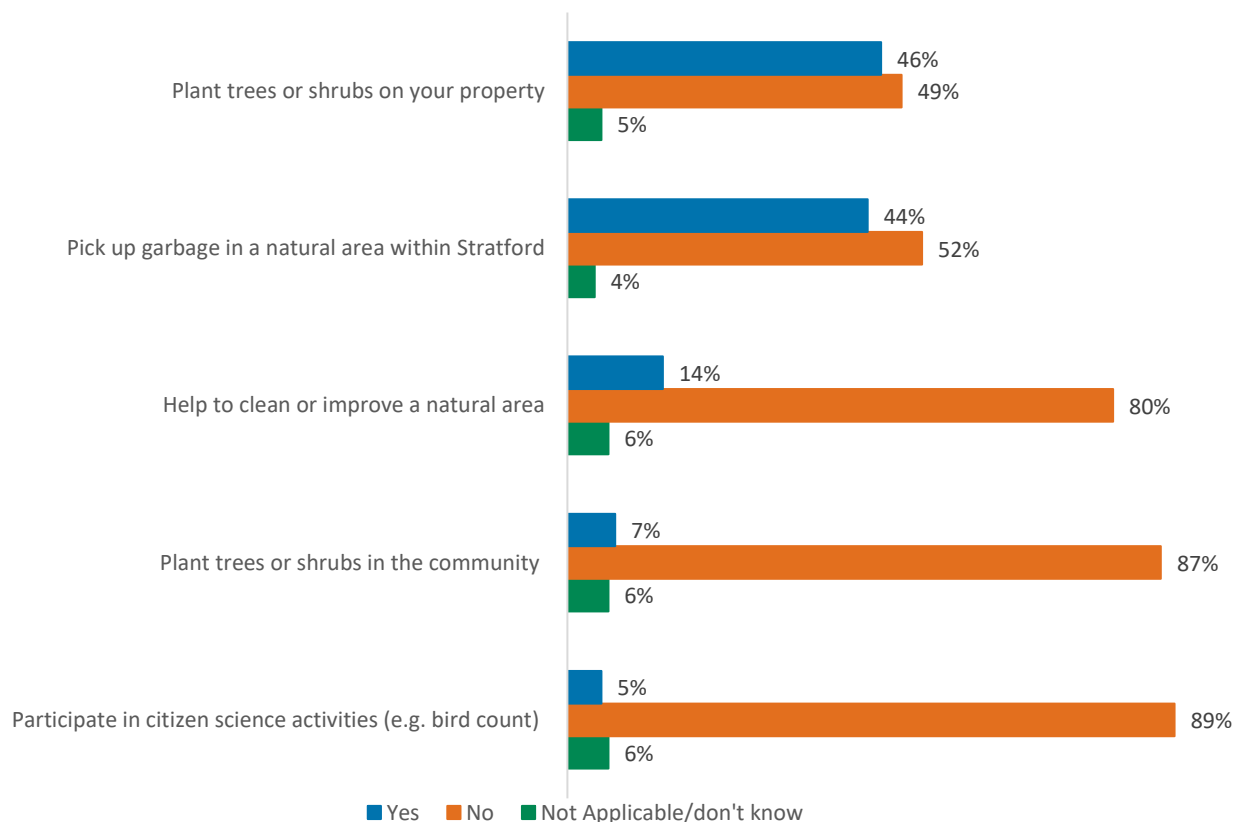
Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and biodiversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

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.

4.1 Resident Engagement in Protecting Ecosystems

Residents were asked if they or someone in their home participated in any of the practices in the chart below that would help strengthen or improve Stratford’s ecosystem. In the past 12 months, 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, and 5% participated in citizen-science activities of measuring, monitoring, or reporting such as a bird count or water monitoring.

Figure 21: Stratford resident engagement in helping to strengthen or improve the Town’s ecosystem



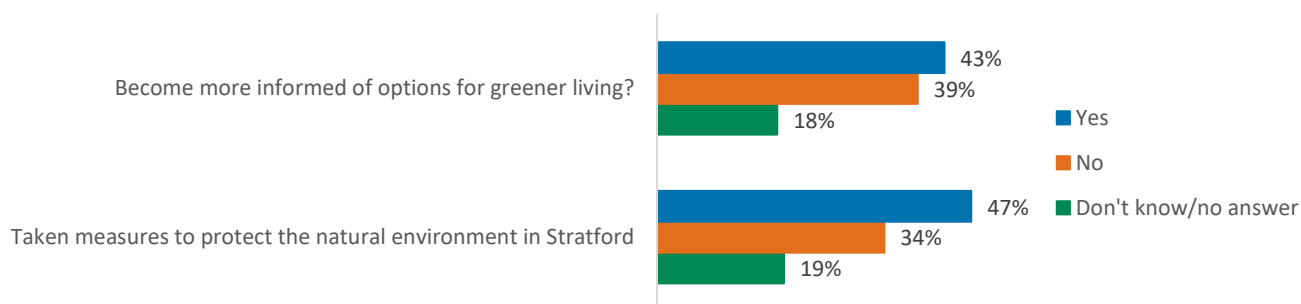
4.2 Naturally Stratford

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

In the past year, 43% of survey respondents have become more informed of options for greener living in the Town of Stratford. Eighteen percent (18%) did not know or could not provide an answer.

In the past year, 47% of survey respondents have taken measures to protect the natural environment in Stratford. Nineteen (19%) did not know or could not provide an answer.

Figure 22: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

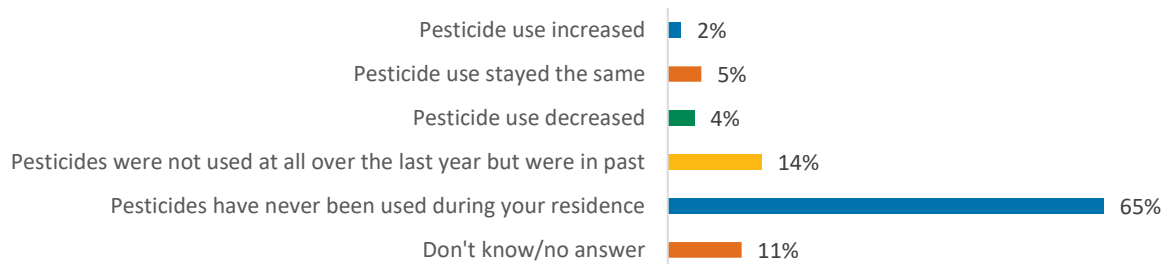


4.3 Pesticide Use on Lawns

Stratford residents who lived in a home with a lawn (92%) of respondents were asked if the use of pesticides on their lawn changed over the last year compared to the previous year. Pesticides refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel, or attract any weeds or pests.

Sixty-five percent (65%) of residents indicated that pesticides have never been used during their residence. Fourteen percent (14%) of survey respondents indicated pesticides were not used at all over the last year but were in the past.

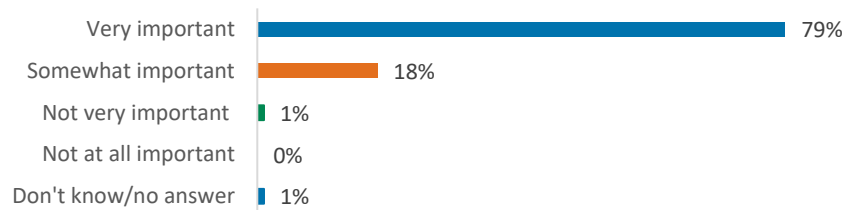
Figure 23: Most Stratford residents do not actively use pesticides



4.4 Resources Used to Protect the Environment

Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-seven percent (97%) of residents feel it is somewhat important or very important to use resources to protect the environment and less than 1% of survey respondents feel it is not at all important.

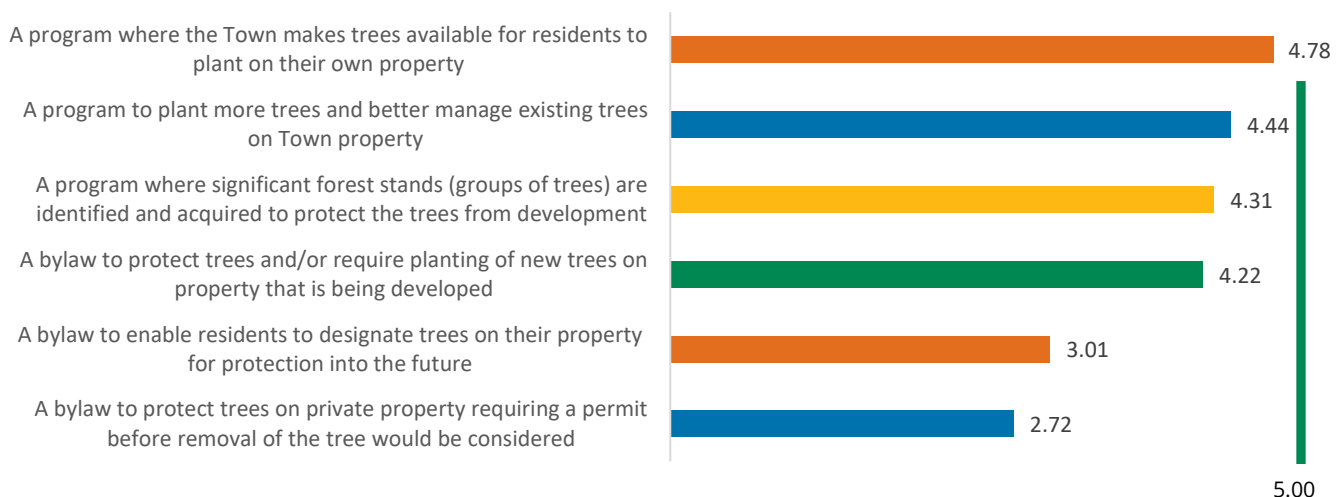
Figure 24: Stratford residents support using Town resources to protect the environment



4.5 Trees

Stratford is currently losing trees, due partly to increasing demands for land, so the Town is considering the following 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 25. 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 25. *These are updated figures as of September, 2020.*

Figure 25: A program where the Town makes trees available for residents to plant on their own property is the most preferred option by survey respondents



5.0 Increasing Community Engagement

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

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.

5.1 Town Initiatives

Respondents were asked how much they know about various Town initiatives and to choose an answer that best describes how much they know about each of the given initiatives.

The **Skate Park** had a very high level of recognition with 91% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 9% had never heard of the Skate Park.

The **Splash Pad** had a high level of recognition with 86% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” (an increase of 22% from 2019) while 15% had never heard of the Splash Pad (a decrease of 21% from 2019).

Stratford’s Youth Centre had a high level of recognition with 83% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 17% had never heard of the Stratford Youth Centre.

Think! Stratford – Support Local Initiative had a high level of recognition with 82% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 18% had never heard of Think! Stratford.

The **“RESPECT” – Road Safety Campaign** had a high level of recognition with 81% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 19% had never heard of the “RESPECT” – Road Safety Campaign.

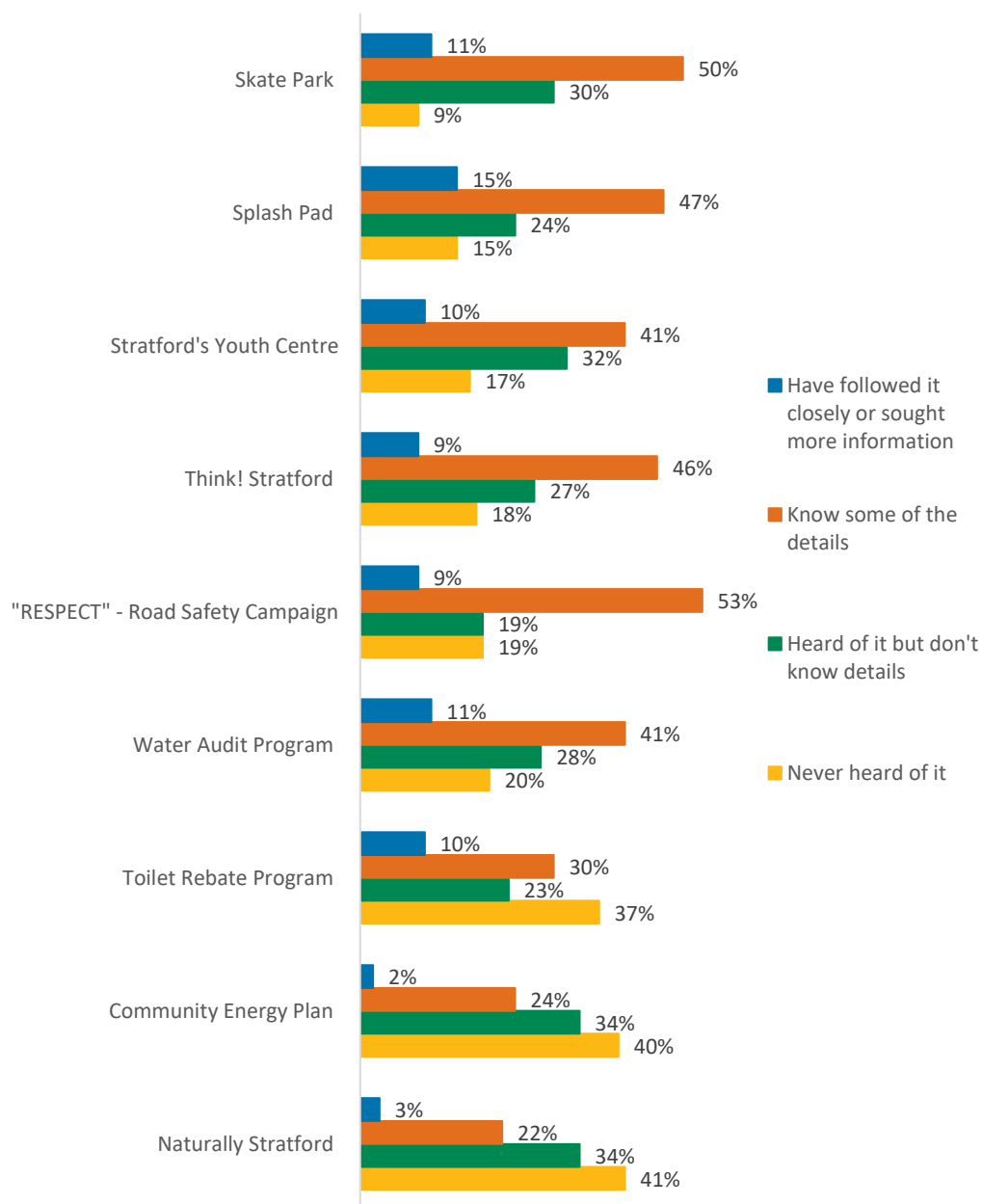
The **Water Audit Program** had a high level of recognition with 80% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 20% had never heard of the Water Audit Program.

The **Toilet Rebate Program** had a good level of recognition with 63% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 37% had never heard of the Toilet Rebate Program.

The **Community Energy Program** had a good level of recognition with 60% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 40% had never heard of the Community Energy Program.

Naturally Stratford – Environmental Responsibility Program had a below average level of recognition with 59% of respondents indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” (an increase of 15% from 2019) while 41% had never heard of Naturally Stratford – Environmental Responsibility Program (a decrease of 15% from 2019).

Figure 26: Stratford residents have the most awareness of the Skate Park and Splash Pad initiatives

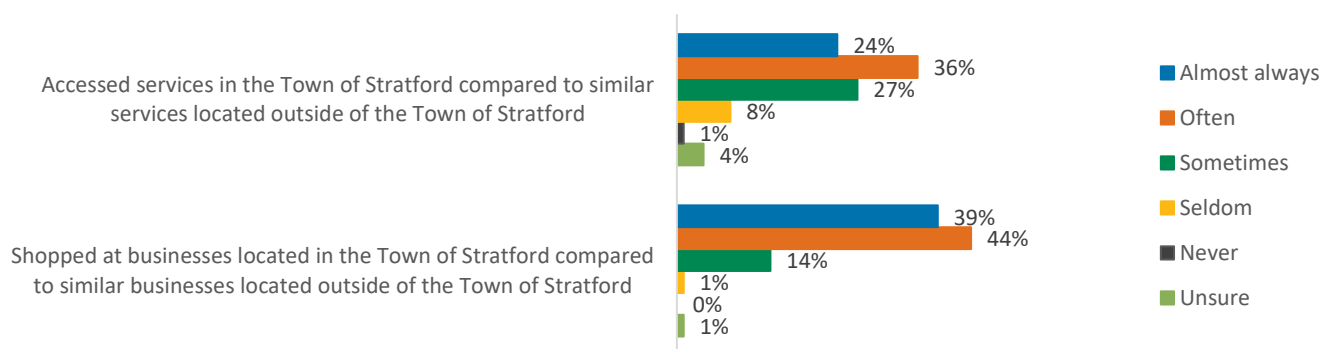


5.1.1 Think! Stratford – Support Local Initiative

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

In the past year, 87% of respondents have either almost always, often, or sometimes accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford. In the past year, 97% of respondents have either almost always, often, or sometimes shopped at businesses in the Town of Stratford compared to similar businesses located outside of the Town of Stratford.

Figure 27: Stratford residents frequently access services and shop at businesses located in the Town of Stratford

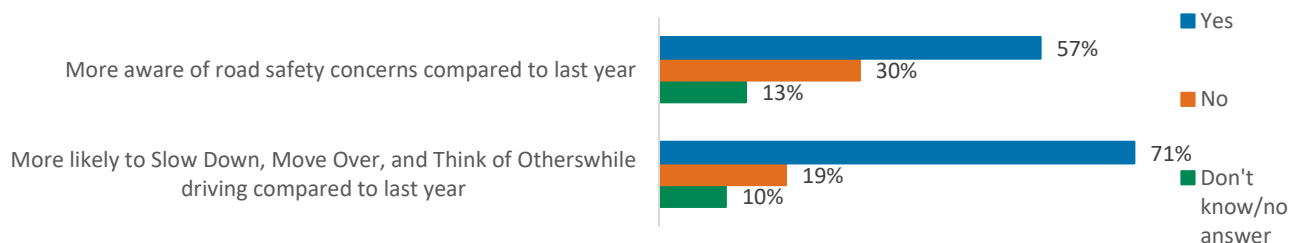


5.1.2 “RESPECT” – Road Safety Campaign

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

Fifty-seven percent (57%) of survey respondents are more aware of road safety concerns compared to last year and 13% either did not know or could not provide an answer. Seventy-one percent (71%) of survey respondents are more likely to “Slow Down, Move Over, and Think of Others” while driving compared to last year and 10% either did not know or could not provide an answer.

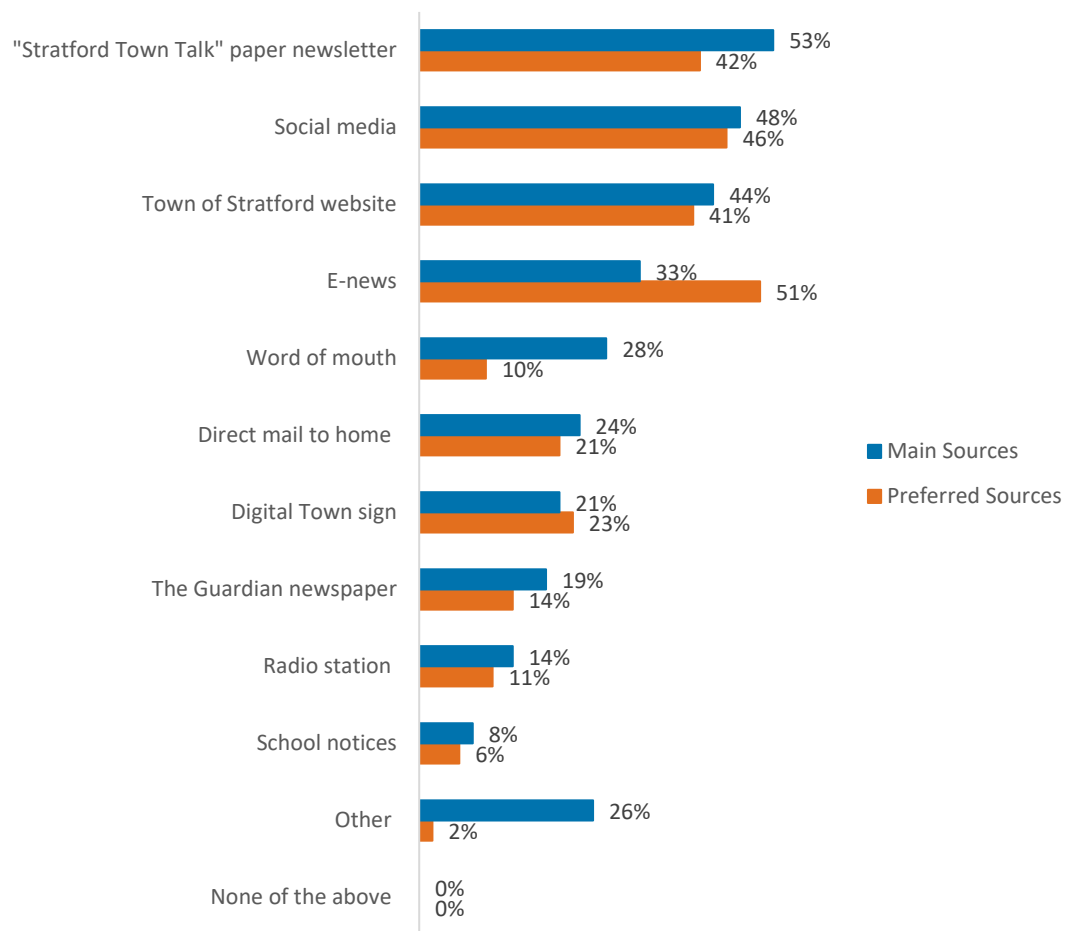
Figure 28: Compared to last year, Stratford residents are more aware of road concerns and more likely to “Slow Down, Move Over, and Think of Others” while driving



5.2 Communications

Respondents were asked about the communications channels that were their main source of information about the Town of Stratford and about their preferred methods. The most common form of communications received by residents are the “Stratford Town Talk” paper newsletter (53%), social media (48%, an 11% increase from 2019), and the Town of Stratford website (44%). Respondents preferred method of communications were e-news (51%), social media (46%), and the Town of Stratford website (41%).

Figure 29: “Stratford Town Talk” is the most common way Stratford residents receive information about the Town of Stratford.



Sixteen (16) individuals answered “other” for this question. The 16 comments were reviewed and answers were either not relevant to the question asked or information contained in the available answer choices.

Twenty (20) individuals answered “other” for this question. The 20 comments were reviewed and grouped as they related to: Town Committee, Electronic notices from school, television, and other answers that were either not relevant to the question asked or information contained in the available answer choices.

6.0 Improving Governance

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

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.

6.1 Satisfaction with Town Performance

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

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

For **overall performance**, 77% of residents were satisfied or very satisfied with the Town's performance, 7% were dissatisfied or very dissatisfied, and 15% chose did not know/no answer.

For **ability to meet your needs**, 71% of residents were satisfied or very satisfied with the Town's performance, 9% were dissatisfied or very dissatisfied, and 19% chose did not know/no answer.

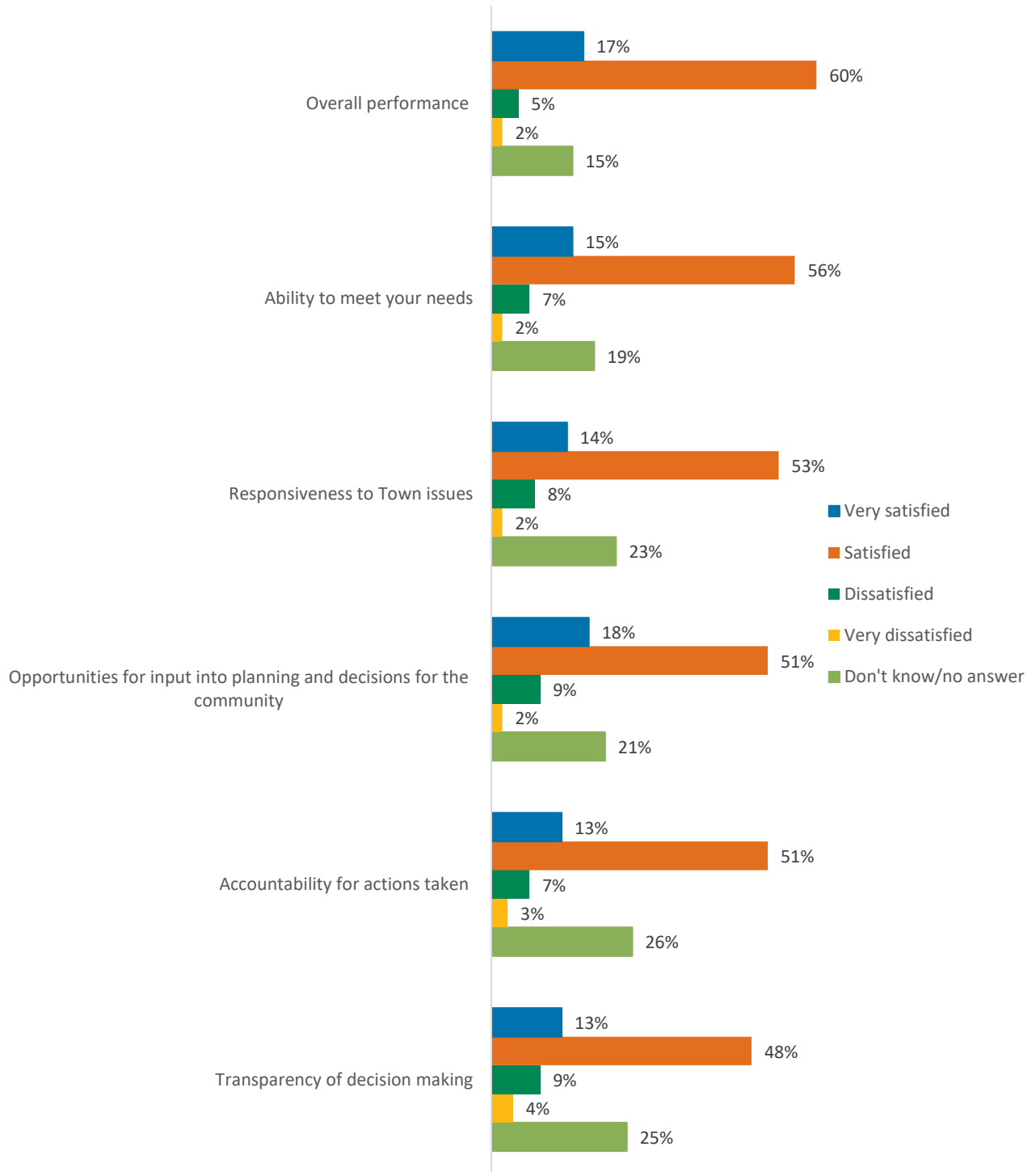
For **responsiveness to Town issues**, 67% of residents were satisfied or very satisfied with the Town's performance, 10% were dissatisfied or very dissatisfied, and 23% chose did not know/no answer.

For **opportunities for input into planning and decisions for the community**, 69% of residents were satisfied or very satisfied with the Town's performance, 11% were dissatisfied or very dissatisfied, and 21% chose did not know/no answer.

For **accountability for actions taken**, 64% of residents were satisfied or very satisfied with the Town's performance, 10% were dissatisfied or very dissatisfied, and 26% chose did not know/no answer.

For **transparency of decision making**, 61% of residents were satisfied or very satisfied with the Town's performance, 13% were dissatisfied or very dissatisfied, and 25% chose did not know/no answer.

Figure 30: Resident satisfaction with Town performance



6.2 Net Promoter Score™

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

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

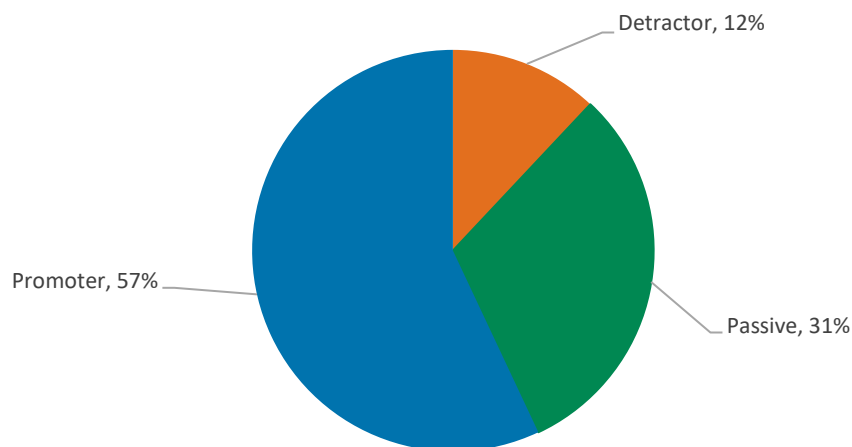
- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively-satisfied residents who are susceptible to offers from competing communities in your area.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

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

The 2020 Net Promoter Score™ for the Town of Stratford is 45 and is comprised of 57% promoters, 31% passives (not included in the calculation), and 12% detractors. The 2019 Net Promoter Score™ was 42.

The Town’s Net Promoter Score™ has been steadily increasing from 38 in 2017, 39, in 2018, 42, in 2019, to 45 this year. The Net Promoter Score™ cannot be accurately compared to years before 2017 because of the wording changes made in that year.

Figure 31: Net Promoter Score™ = 45



Respondents were asked what, if anything, the Town could do to increase the likelihood that respondents would recommend Stratford as a place to live. Three-hundred and seventy-six (376) respondents provided an answer to this question. In addition, respondents had a final chance to share additional comments through an open-ended question which asked for any additional comments. One-hundred and forty-eight (148) respondents provided an answer to this question.

The comments were reviewed and groups as they related to: taxation, trails, recreation and recreational facilities, the Hillsborough bridge and associated concerns, personal feelings, municipal services, public transit, active transportation, green space, schools, business development, affordable housing, and other comments.

All comments are reviewed by the Town of Stratford as part of its strategic planning.

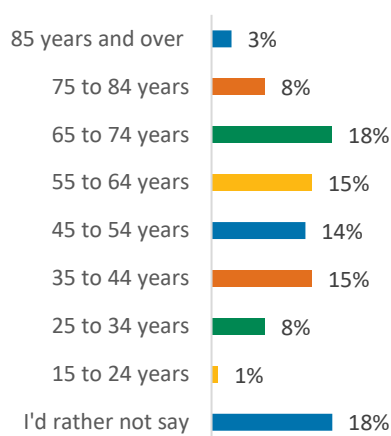
Appendix A: Profile of Respondents

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

The majority of respondents to the Stratford Resident Survey 2020 were female (57%). Thirty-nine percent (39%) of survey respondents were male, no respondents indicated transgender, third gender, non-binary, non-conforming, or other gender, and 4% of survey respondents preferred not to disclose how they describe their gender.

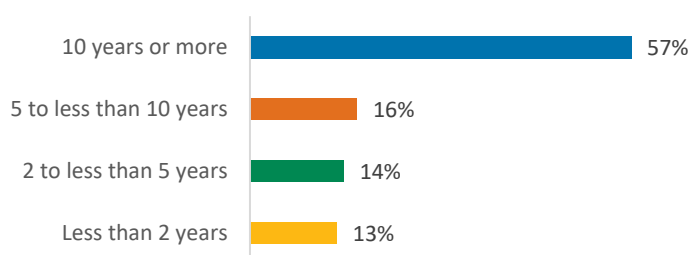
Forty-seven percent (47%) were in the 45 to 74 year age range. Nine percent (9%) of survey respondents were aged 34 or younger.

Figure A1: Age of respondents



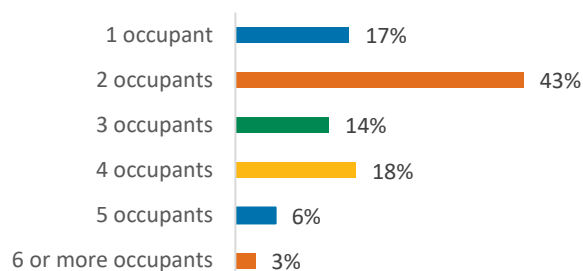
Eighty-nine percent (89%) of survey respondents were born in Canada and 95% of survey respondents reported living in Canada for 10 years or more. Fifty-seven percent (57%) of survey respondents have lived in Stratford for 10 or more years.

Figure A2: How long survey respondents have lived in Stratford



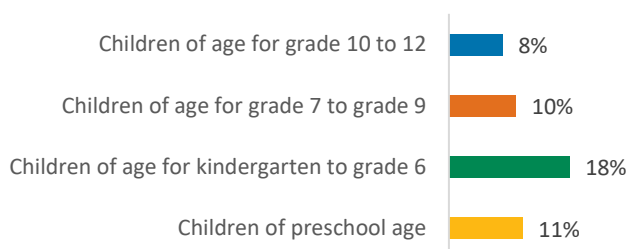
The number of occupants per dwelling shows that 74% of dwellings are inhabited by three or less occupants.

Figure A3: Number of occupants per dwelling



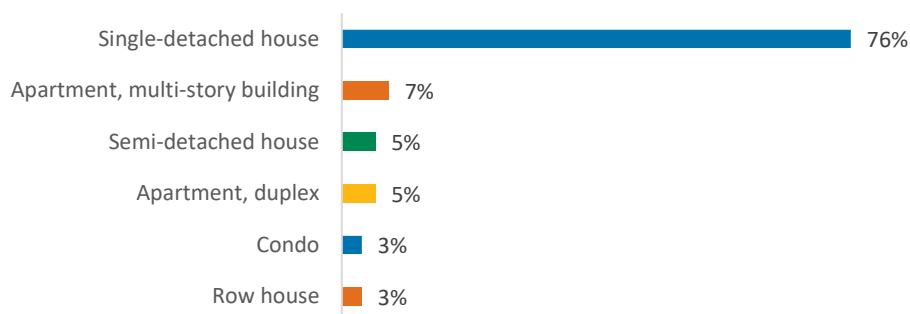
Sixty-six percent (66%) of respondent's report that they have no children under the age of 19 living in their household. Of the 45% of respondents who reported having children under the age of 19 living in their households, 8% of households have children in grades 10-12, 8% have children in grades 7-9, 18% have children in kindergarten to grade 6, and 11% have pre-school aged children in the household. Respondents were able to select more than one category.

Figure A4: Children under 19 living in the home



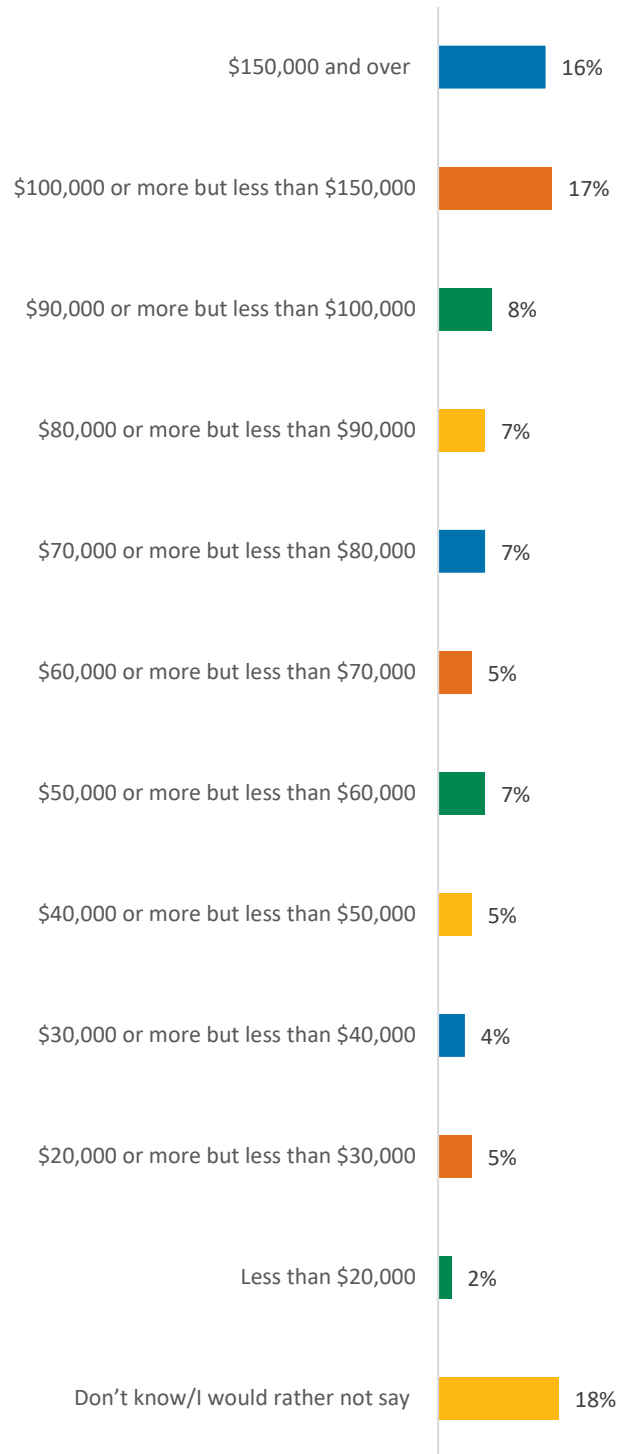
Eighty-two percent (82%) of respondents indicated they own their dwelling while 18% indicated they rent their dwelling. The majority of respondents (76%) indicated they currently live in a single detached house.

Figure A5: Type of dwelling



Respondents were asked to estimate the total income received by all household members (from all sources before taxes and deductions in 2019). The estimated household incomes were:

Figure A6: Total household income



Appendix B: Methodology

The Town of Stratford engaged MRSB consulting Services Inc. to conduct the Stratford Resident Survey 2020, perform analysis of collected information, and report on information collected. The target population for this survey was individuals 16 and over residing in the Town of Stratford, Prince Edward Island.

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

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

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

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

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

Survey Distribution

A paper version of the survey was distributed to 2,740 homes and 769 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.

MRSB Group’s Marketing Department developed and implemented a communications strategy with the goal of encouraging all residents aged 16 and over residing in the Town of Stratford to complete the Stratford Resident Survey. The communications strategy utilized digital channels including the Town of Stratford e-

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

Key messaging used during survey distribution included:

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

The online survey was launched on January 23, 2020 and the paper survey was delivered to households between February 18 and 20, 2020. Paper surveys were also available for pickup at the Stratford Public Library and the Stratford Town Offices. The original survey deadline was March 9, 2020 but was extended to March 16, 2020.

Survey Analysis

Nine hundred and thirty (930) survey responses were received. Data entry of paper surveys was conducted by Town of Stratford staff members. The data entry team was trained in data entry through a data entry workshop and data entry was monitored by MRSB. Ten percent (10%) of manually entered surveys (from paper responses) were randomly checked for data entry accuracy and consistency.

All blank surveys, incomplete surveys (respondents answering less than three questions), and surveys completed by individuals under the age of 16 were cleaned from the survey database. Twenty responses were removed during data cleaning and analysis was performed on the remaining 910 survey responses.

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

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

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



Reporting

Survey data is represented in this Full Results Report and a Summary Report which are both available on the Town of Stratford's website, www.townofstratford.ca.



Appendix C: Stratford Resident Survey 2020