



*Imagine that!*



# Summary Report

2016 Stratford Resident Survey

# INTRODUCTION

Each year since 2012 the Town of Stratford has conducted a survey of its residents as part of the Town's *Sustainable Stratford - Results Matter* performance management system. This annual survey is one method the Town uses to receive feedback from residents and to note community changes over time.

This *Summary Report* is provided to residents as a snapshot of the results of the Stratford Resident's Survey 2016. The full report, including further details about the survey methodology and the results of all questions within the survey, is available at [www.townofstratford.ca](http://www.townofstratford.ca) or by request from the Town of Stratford.

## SURVEY DESIGN & RESPONSE

Service providers Vicki Bryanton of Providing Practical Solutions and Dawn Binns of Insight Brand and Marketing Studio worked with the Town of Stratford on the planning, development, implementation, promotion and analysis of the survey.

The 2016 survey was launched online on January 19th, 2016 and the survey deadline was March 7th, 2016. Paper surveys were delivered to households between February 15th – 21st, 2016 and print submissions were accepted until March 13th.

The promotion and response to the survey resulted in 908 adult residents completing the survey (a decrease from 1,000 in the previous year). The survey accuracy (margin of error) was +/- 2.6%, 19 times out of 20, adjusted to match Canadian demographics for Stratford, PEI.

## COMMUNICATION AND ENGAGEMENT

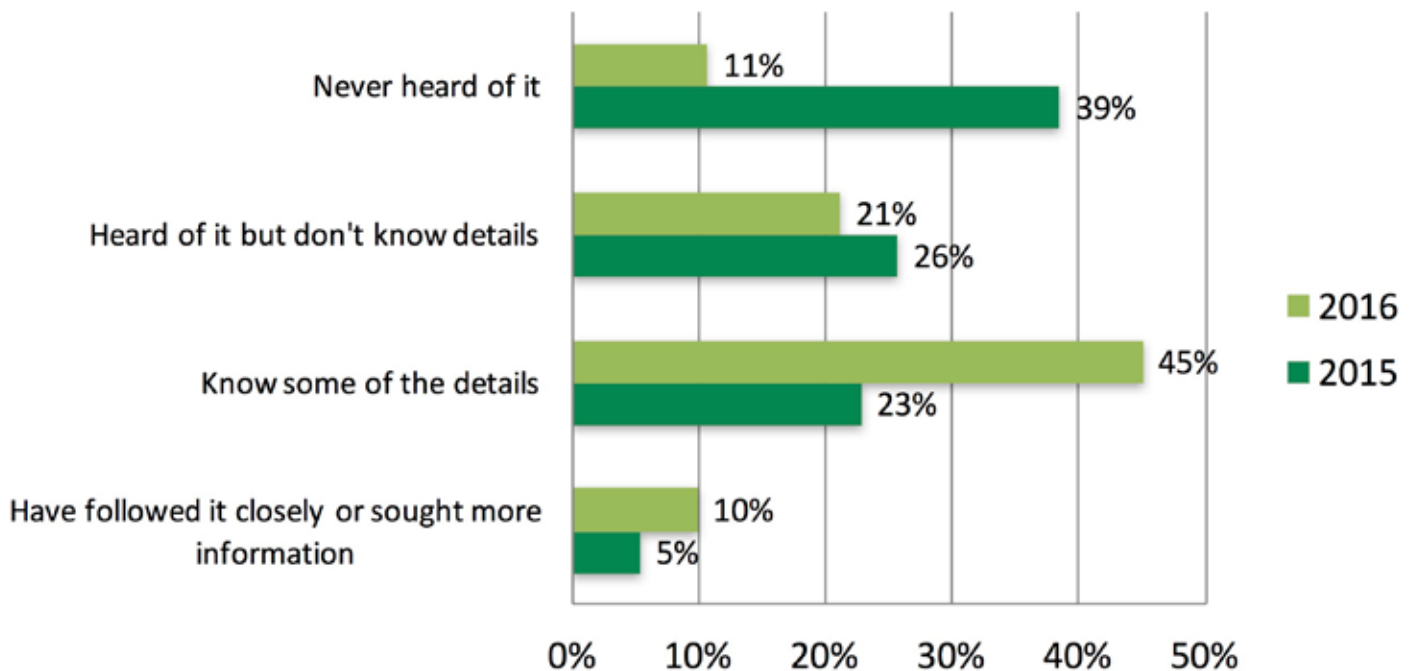
The Town has identified, within its strategic directions and performance indicators, communication and engagement with residents as a priority. As part of this work the Town has made investments of time and resources into social media and targeted campaigns. The results of the 2016 survey demonstrate that this work is achieving results.

When asked how they would like to receive information from the Town there was a 12% decrease in the number of people reporting getting their information from the newspaper and a 14% increase in the number of people reporting getting information through social media.

A similar trend was noted in how residents prefer to receive information. There was a 10% drop in those choosing Stratford Town Talk newsletter and direct mail to their home while there was an 11% increase in those choosing social media as their preferred source.

When asked about their awareness of Town initiatives a statistically significant increase in awareness of 12% of the Stratford Community Market and 22% of the RESPECT – Traffic Safety Program were both noted.

### AWARENESS OF THE RESPECT – TRAFFIC SAFETY PROGRAM



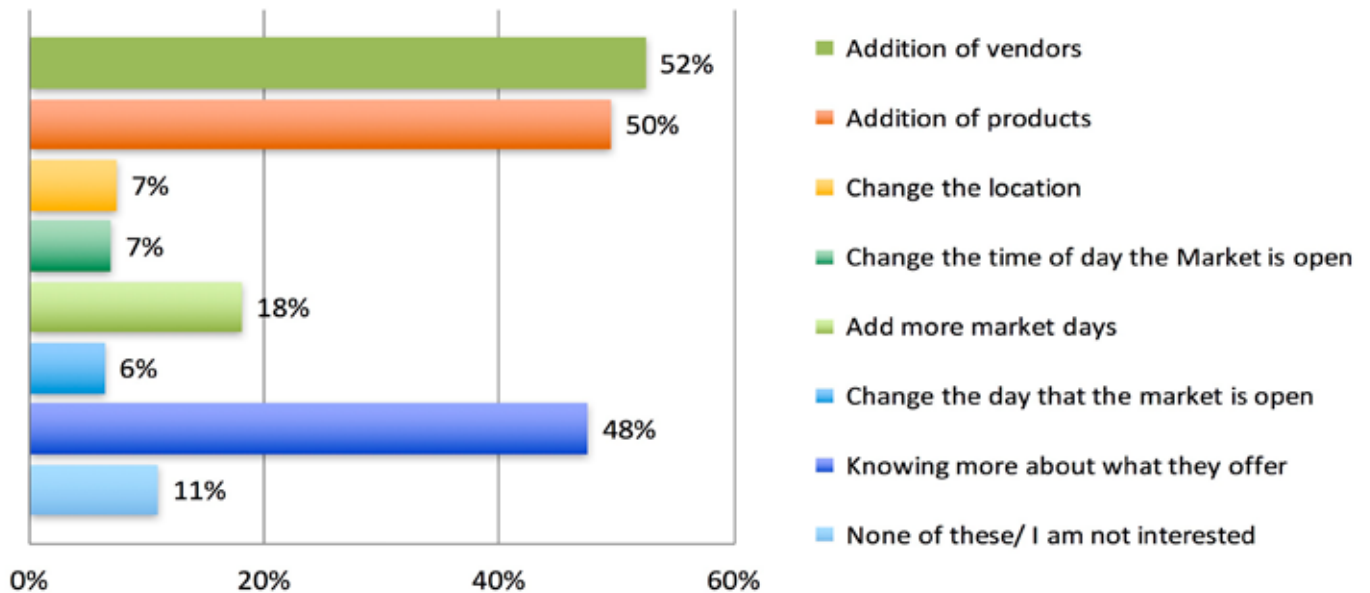
## COMMUNICATION AND ENGAGEMENT

*When asked further about the Farmer's Market, 85% of residents were aware of the market, yet only 51% had attended in 2015.*

To understand how to increase attendance at the Market, residents were asked what would potentially increase their support. The top answers were regarding the types of vendors (52%) and products (50%) as well as knowing more about what the market has to offer (48%).

*This information and comments provided by residents will help organizers continue to build the Stratford Farmer's Market.*

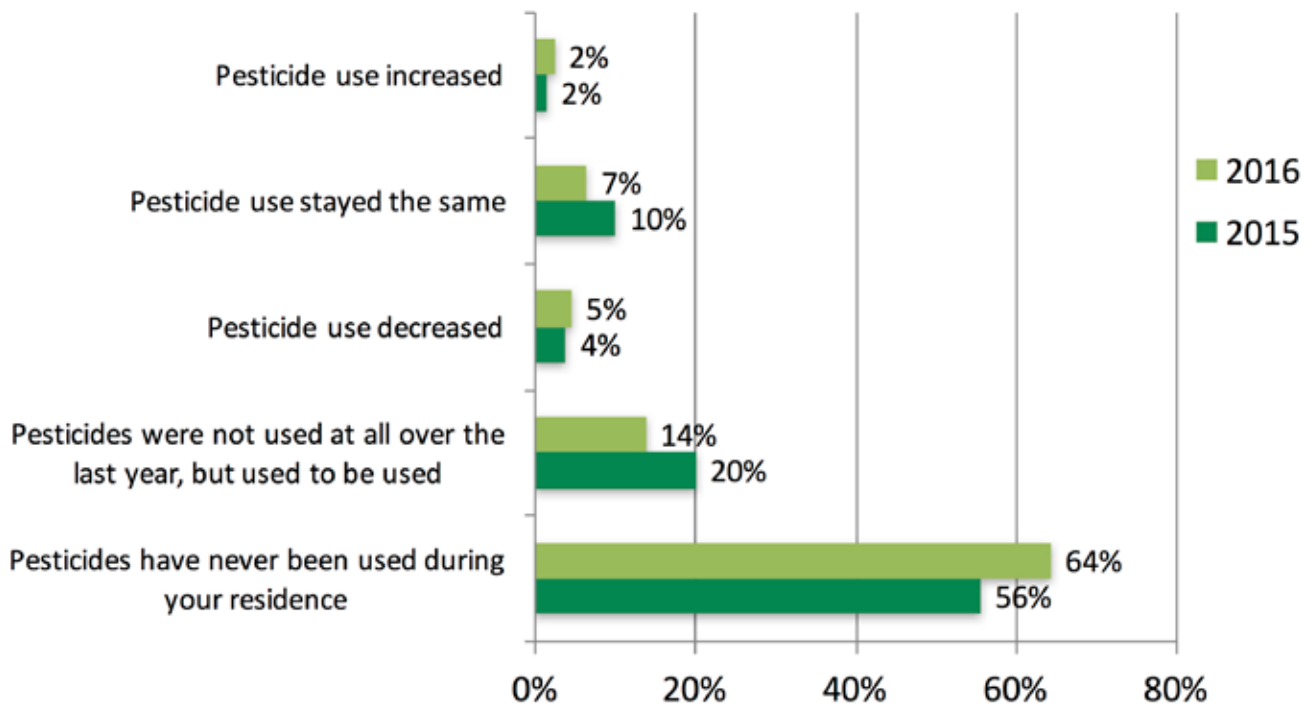
### WHAT WOULD INCREASE YOUR SUPPORT OF THE STRATFORD FARMER'S MARKET?



## PESTICIDE USE

Again this year residents were asked about changes in their use of cosmetic pesticides on their lawns and gardens. The majority of respondents, 64% reported that lawn pesticides have never been used during their residency, while 14% reported that pesticides were not used at all over the last year, but used to be.

### COSMETIC PESTICIDE USE

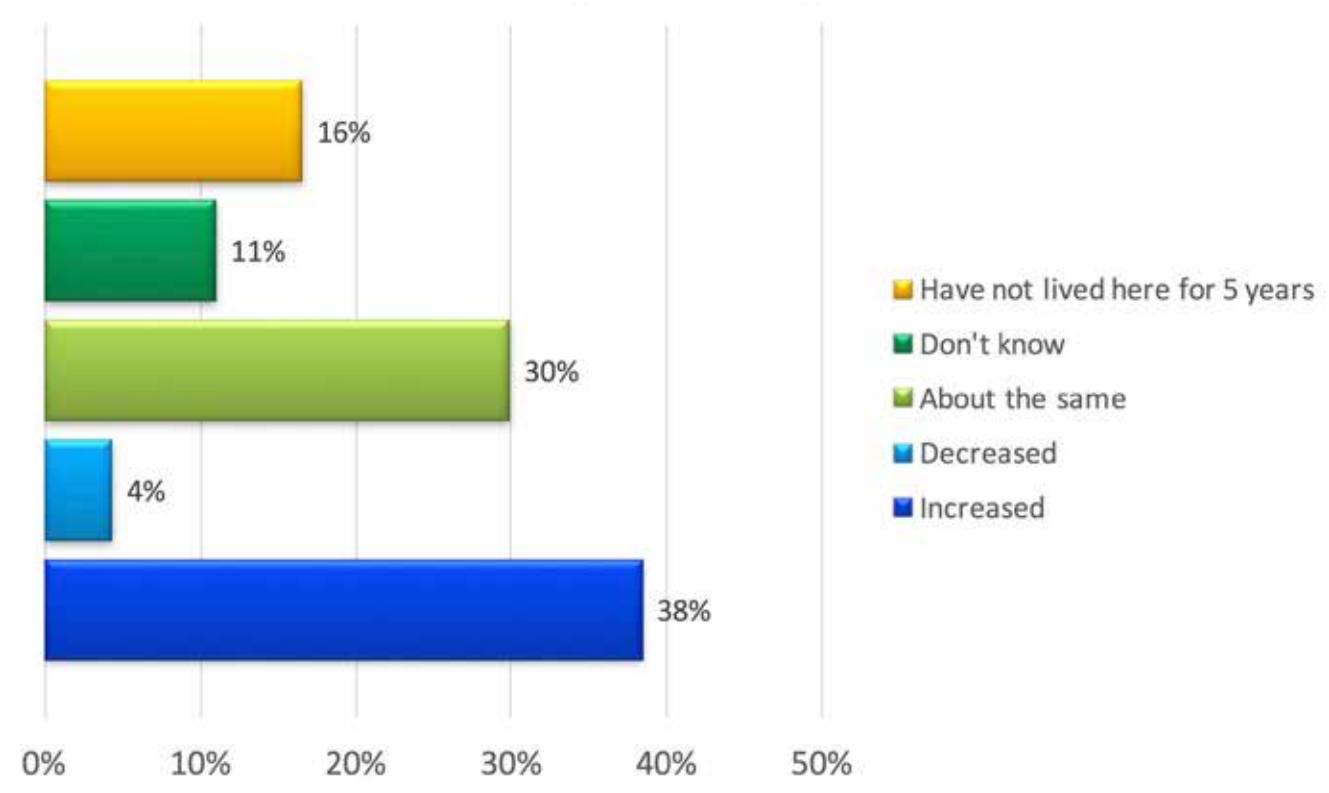


## COMMUNITY SAFETY

Residents were also asked about their thoughts on safety within their neighbourhood and commercial areas. Compared to other areas in PEI, 95% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime. For residential areas, 85% think that Stratford is about the same or lower compared to other areas in PEI.

Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, **38% of residents think that crime has increased during the last five years.** Of note, leading up to and during the time that the survey was in the field, there had been a series of unresolved burglaries and the RCMP launched a campaign to heighten awareness among residents. This included conducting a door-to-door awareness campaign, media stories and direct mail information to homes.

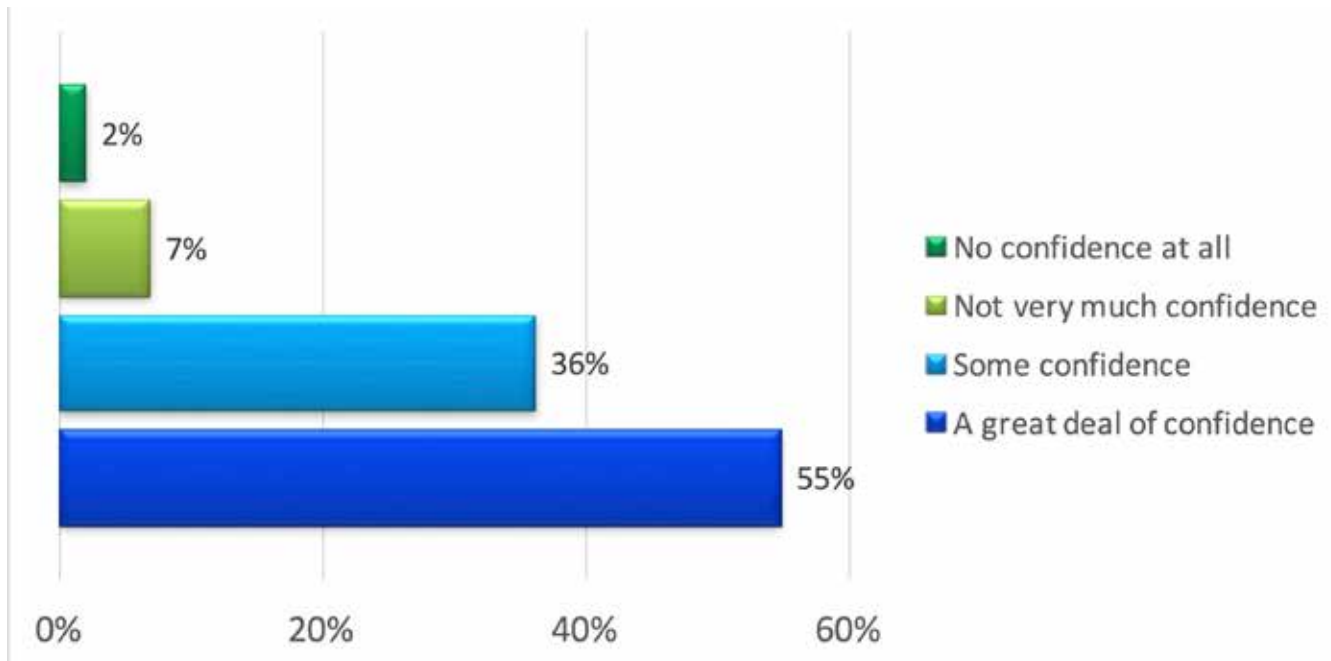
### PERCEIVED CHANGE IN CRIME DURING LAST 5 YEARS



## STRATFORD RCMP

Each year residents are also asked about their confidence in the services of the Stratford RCMP, and 91% of residents report that they have a great deal or some confidence in the Stratford RCMP.

### CONFIDENCE IN STRATFORD RCMP



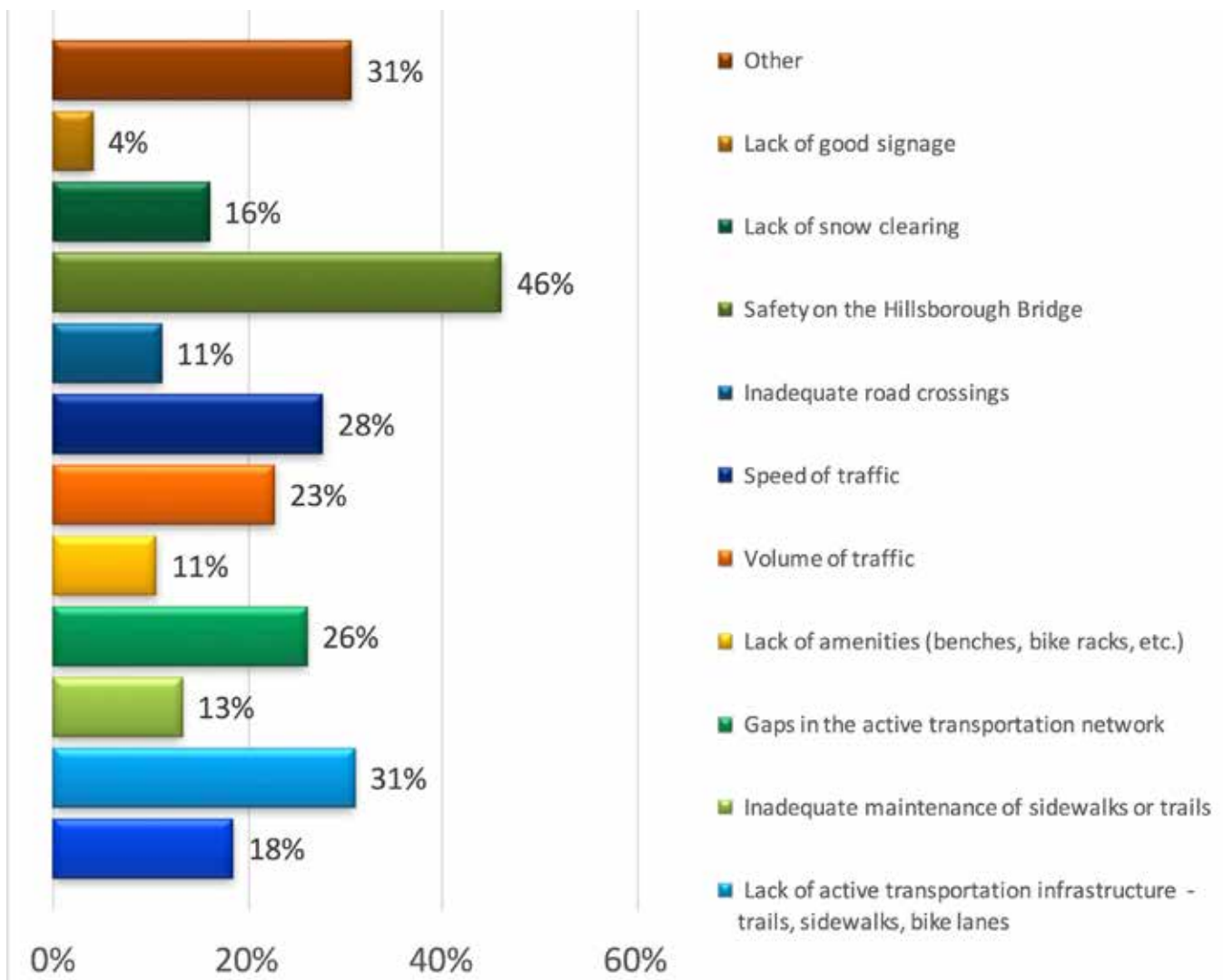
*This is consistent with previous years, with no statistically significant difference from previous years on this and all other RCMP related questions.*

## ACTIVE TRANSPORTATION

Residents were once again asked about their active transportation behaviours. The level of active transportation reported by residents did not demonstrate any statistically significant changes.

Residents were also asked about barriers to active transportation. Once again this year the most commonly noted barrier to active transportation was safety on the Hillsborough Bridge (46%). These annual results have been used to inform discussions with the Province regarding the addition of a dedicated active transportation corridor on the Hillsborough Bridge.

### BARRIERS TO USING ACTIVE TRANSPORTATION MORE OFTEN





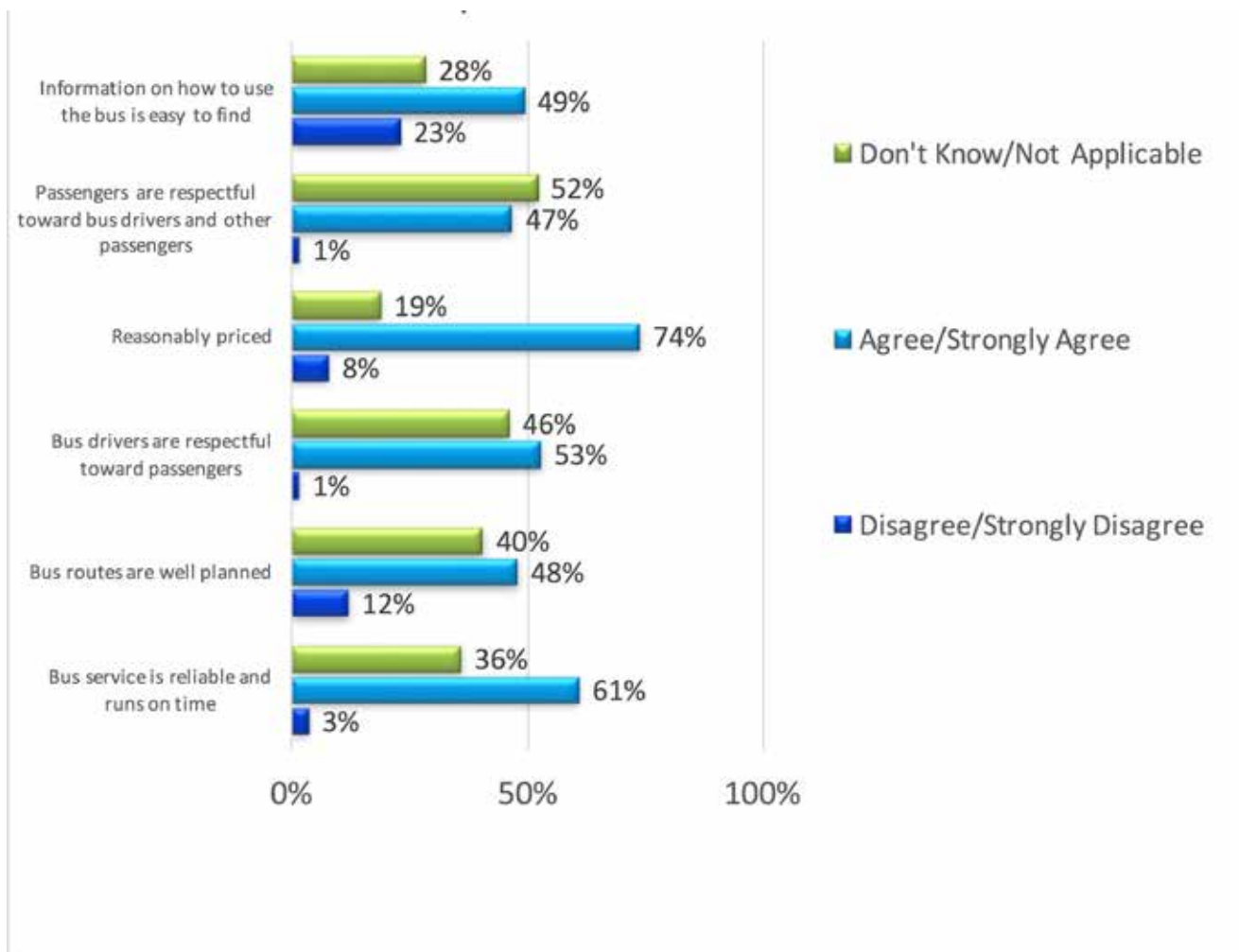
## PUBLIC TRANSIT

New in the 2016 survey were additional questions regarding the use and perceptions of the T3 Transit buses that run between Stratford and downtown Charlottetown with connections to other areas of Charlottetown and Cornwall – Monday through Friday.

The survey found that 69% of residents are familiar with the T3 Transit (bus) service. Despite 82% of respondents indicating that they live within walking distance of a bus stop, only 13% reported using the T3 Transit system in the last 12 months.

Residents were also asked about their perceptions of the current transit service. Overall most items were rated positively including 74% of people feel the bus is reasonably priced and 61% feel it is reliable and runs on time.

### FROM WHAT YOU HAVE SEEN OR HEARD FROM OTHERS, HOW MUCH DO YOU AGREE OR DISAGREE WITH THESE STATEMENTS?

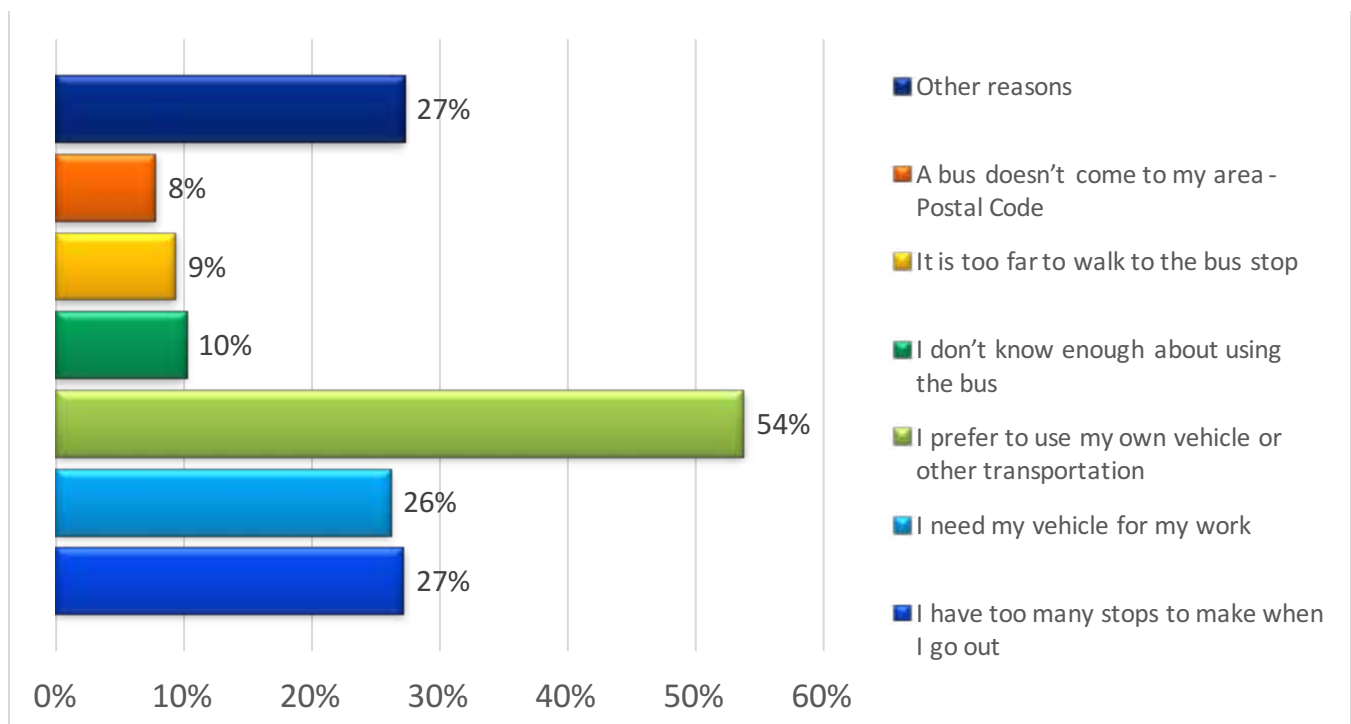


## PUBLIC TRANSIT

When asked if they would use the bus, or use it more often if changes were made to the current system, 24% said they would use the system more often, 54% might (or were not sure), and 22% indicated they would not.

All respondents were asked about possible barriers to using the transit system. The most common response, at 54%, was they prefer to use their own vehicle or other transportation followed by similar challenges such as they need their vehicle for work or have too many stops to make when they go out.

### BARRIERS TO USING ACTIVE TRANSPORTATION MORE OFTEN



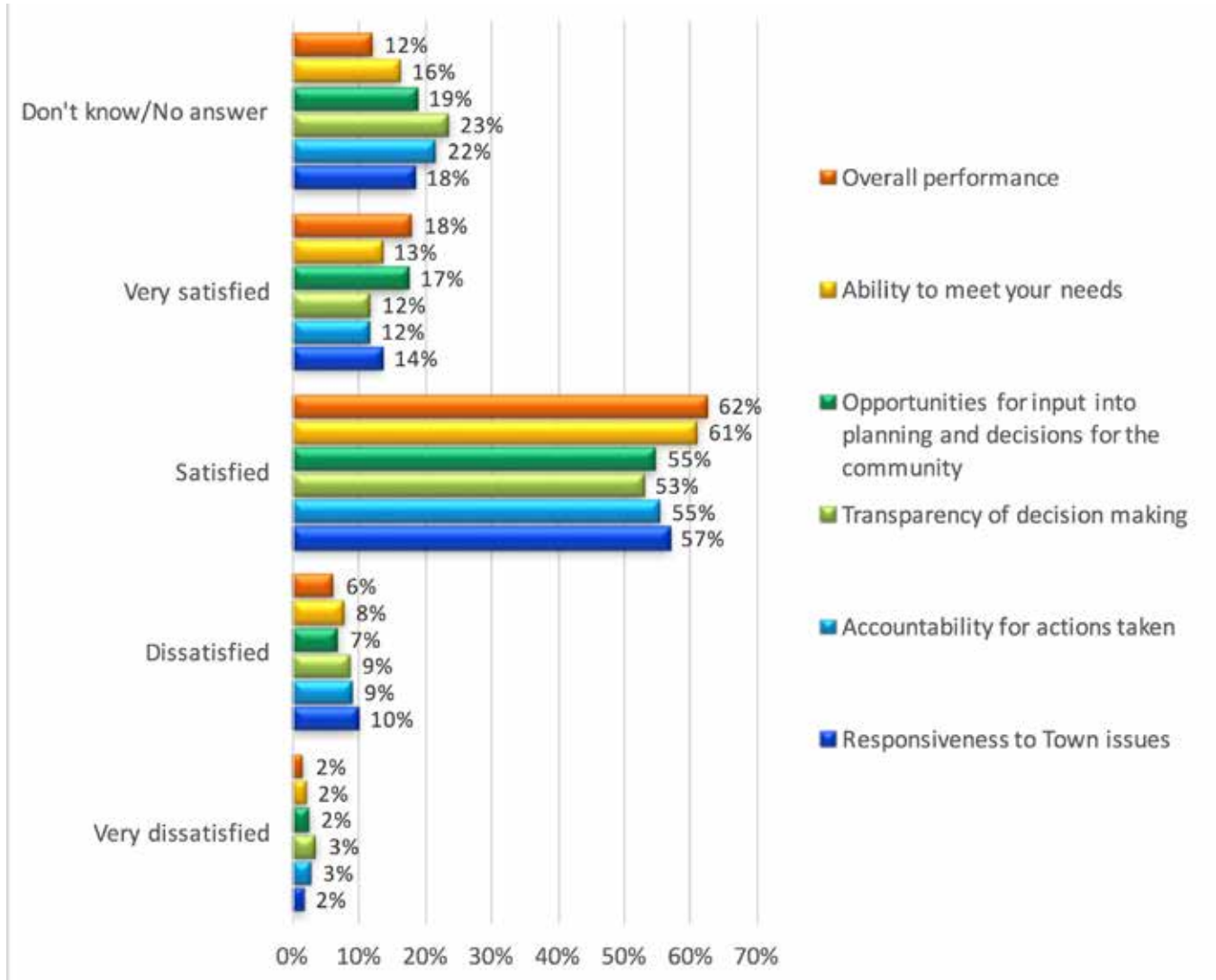
Twenty-seven percent (27%) identified other barriers including: days and hours of service don't match needs, respondents were looking for more convenience (easier to use own vehicle, don't want to wait, don't want longer travel times compared to using own vehicle), childcare needs made bus inconvenient/unusable, physical limitations).

Additional questions were also asked to explore interests in different times, bus stops or routes. The Town and T3 Transit will use this information to assist in future planning for bus service in Stratford.

## GOVERNANCE PERFORMANCE

Each year the Town asks residents for their feedback on how satisfied they are with a variety of governance areas. Again this year the majority of residents, 80%, are very satisfied or satisfied with the Town's overall performance.

### SATISFACTION WITH TOWN PERFORMANCE



## NET PROMOTER SCORE<sup>SM</sup>

The Net Promoter Score<sup>SM</sup> was originally created to aid business with gauging the attitudes and behaviours of their customers in terms of how likely they are to actively promote a product. As it applies to communities today, it is used as a benchmarking tool for noting changes in residents' satisfaction with their community over time.

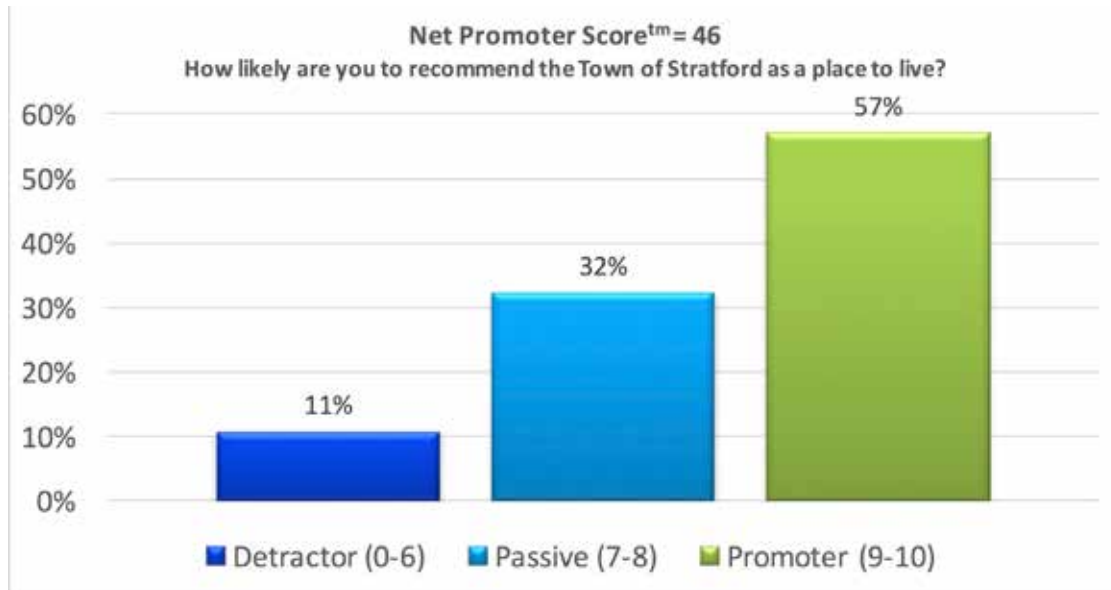
The tool divides people into three categories: **promoters**, **passives** and **detractors**.

**Promoters:** (rating 9-10) are considered highly-satisfied residents who are loyal – and likely to recommend your community.

**Passives:** (rating 7-8) are considered passively-satisfied residents who are susceptible to offers from competing communities in your area.

**Detractors:** (rating 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.

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



The Net Promoter Score is determined by subtracting the number of detractors from the total number of promoters.

Promoters	57%
Detractors	11% (subtracted)

**Town of Stratford's Net Promoter Score: 46**

## SUPPORTING LOCAL

As part of its commitment to supporting the Stratford business community and economic growth of the Town a new set of questions were included in the survey this year. The purpose of these questions is to understand residents' buying behaviours, motivators for buying local and information on the interests' of residents.

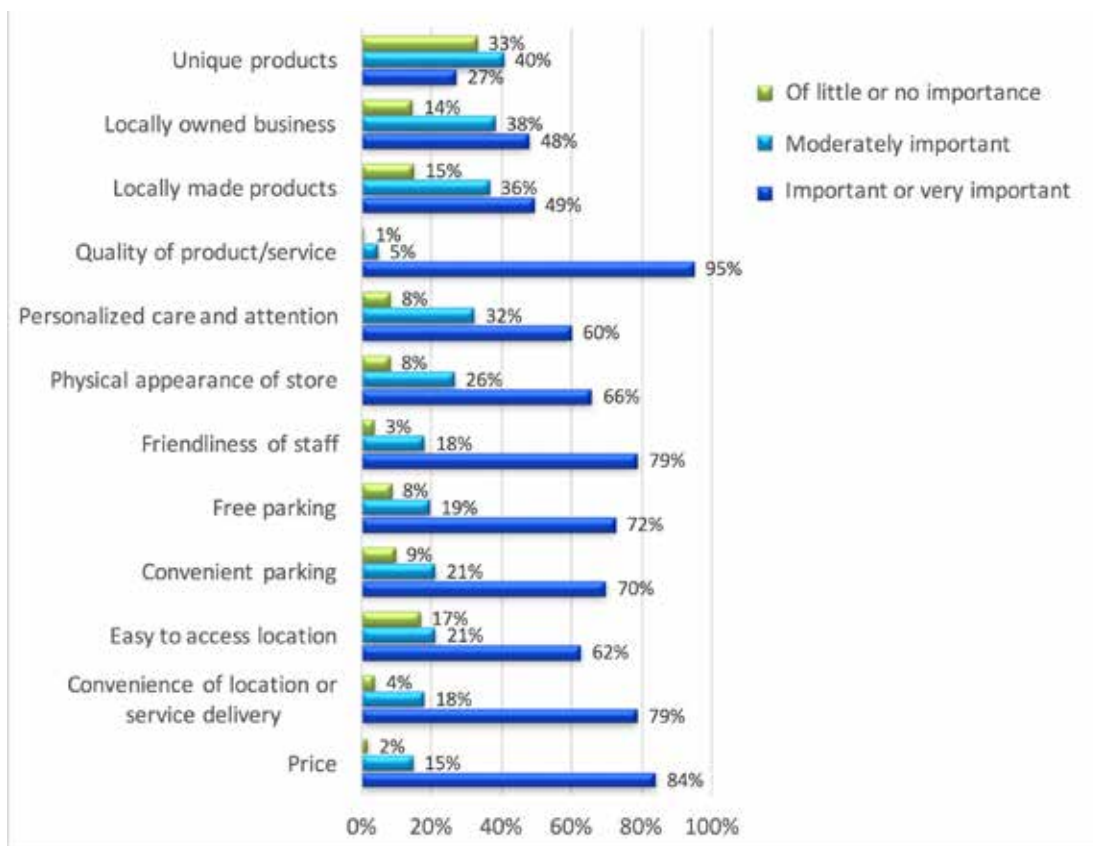
To gauge current spending within the Town, all respondents were asked if their spending on products/services from Stratford had changed over the last 12 months. Sixty-three percent (63%) reported that spending had stayed about the same, 19% increased and 18% reported that spending had decreased.

When asked about factors including their purchase decisions, the items of most importance were *quality of the product/service* (95%), *price* (84%), *friendliness of staff and convenience or delivery* (79%) and *free or convenient parking* (70 and 72%).

Respondents were also asked to identify motivating factors for supporting local business and services. The top motivators were *more convenient* (74%), *keeps dollars in the local economy* (69%), and *helps improve the quality of life in the community* (69%).

*Further detailed results from the buy local questions will be shared with the Stratford business community and together with the Town be used to grow the local economy.*

### FACTORS INFLUENCING PURCHASING

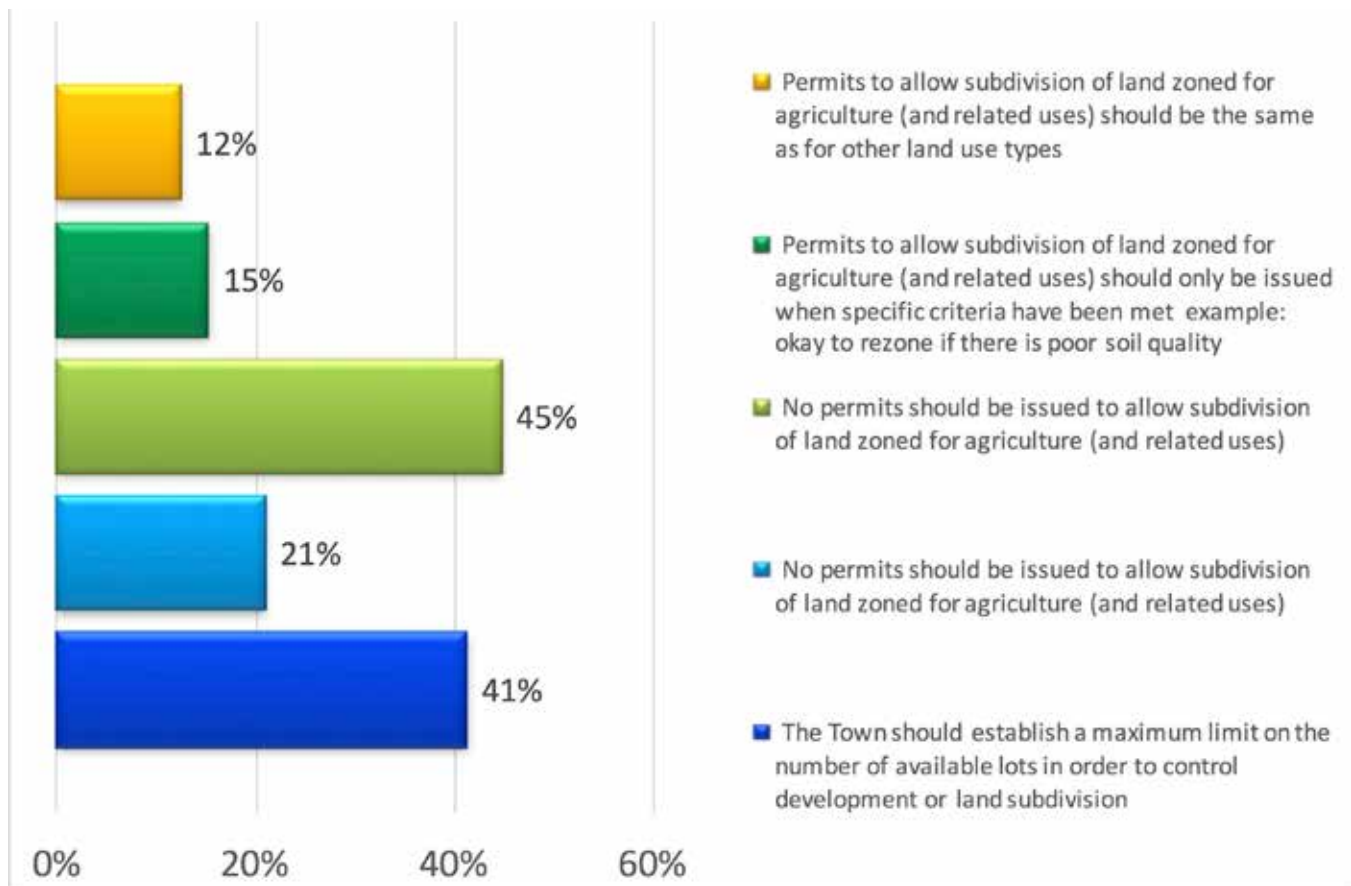


## ZONING AND SUBDIVISION

The Town of Stratford is currently reviewing and making decisions regarding zoning bylaws and plans. To assist with this process, questions regarding these topics were added to the 2016 survey.

There was varying degrees of support for the limitations presented with the highest support being for 'no permits should be issued to allow subdivision of land zoned for agriculture and related uses' (43%) and 'The Town should establish a maximum limit on the number of available lots in order to control developments or land subdivision' (41%).

### SUPPORT FOR LAND SUBDIVISION LIMITATIONS

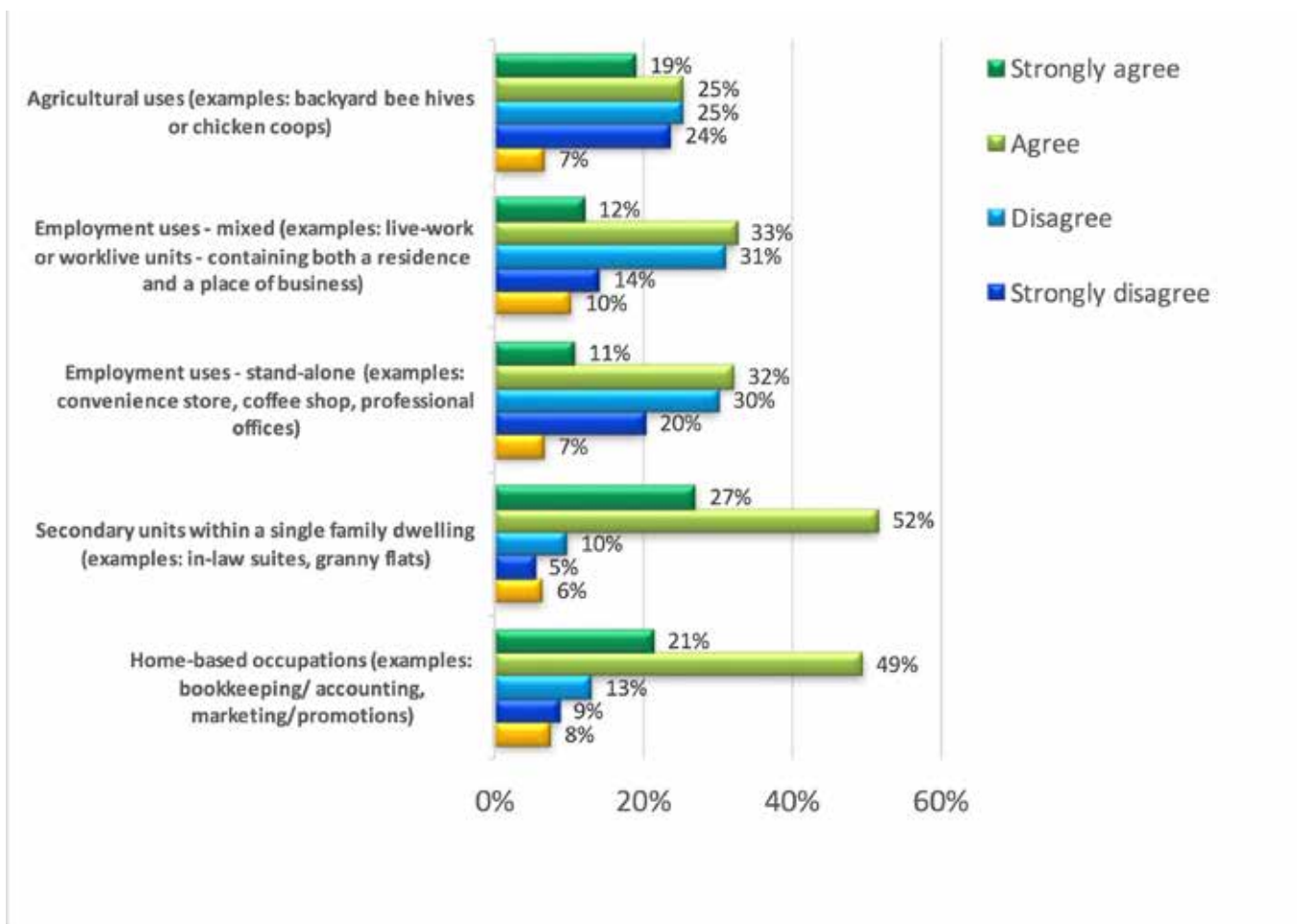


## ZONING AND SUBDIVISION

Respondents were also asked to indicate their support for possible rezoning options in their neighbourhoods. In this area the greatest support was for secondary units within a *single family dwelling* (examples: in-law suites, granny flats) at 79%, followed by *home-based occupations* (examples: bookkeeping, accounting, marketing, promotions) at 70%. The remaining rezoning options had support from just under half of respondents.

### AGREEMENT WITH POSSIBLE NEIGHBOURHOOD REZONING

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





## ZONING AND SUBDIVISION

The topic of support for affordable housing was also explored with respondents. Residents were asked how much they agreed with three options for supporting affordable housing. All three options received support from over half of the respondents with the largest support being for developers being encouraged to include affordable housing components in future development proposals.

### AGREEMENT WITH APPROACHES FOR AFFORDABLE HOUSING

