

Summary Report



Imagine that!

Stratford Resident Survey



Winston Maund
Photographer

TABLE OF CONTENTS

INTRODUCTION	1
IMPROVING RESIDENT HEALTH AND SAFETY	2
HEALTH AND WELLNESS	2
RESIDENT SAFETY	2
INCREASING RESOURCE EFFICIENCY	4
ALTERNATIVE ENERGY SOURCES	4
ENERGY-SAVING ACTIONS	4
IMPROVING ENVIRONMENTAL RESPONSIBILITY	5
RESIDENT ENGAGEMENT IN PROTECTING ECOSYSTEMS	5
NATURALLY STRATFORD	5
INCREASING COMMUNITY ENGAGEMENT	6
THINK! STRATFORD – SUPPORT LOCAL INITIATIVE	7
“RESPECT” – ROAD SAFETY CAMPAIGN	7
FOOD TRUCKS	8
SHORT-TERM RENTALS	8
IMPROVING GOVERNANCE	9
NET PROMOTER SCORE™	9

TABLE OF FIGURES

Figure 1: Stratford residents’ preference on active transportation in their subdivision	2
Figure 2: Perception of quality of policing by the local police force.....	3
Figure 3: Energy-saving actions utilized by survey respondents	4
Figure 4: Some Stratford residents are becoming more informed on taking measures to protect the natural environment	5
Figure 5: Awareness of Town initiatives	6
Figure 6: Respondent utilization of services and businesses located in the Town of Stratford.....	7
Figure 7: Road safety awareness of survey respondents	7
Figure 8: Stratford residents’ preference on where and when food trucks operate.....	8
Figure 9: Net Promoter Score™ = 51	9

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 2022 Stratford Resident Survey results were compared to previous years.

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." The Town also uses the Stratford Resident Survey results to inform the strategic and operational decision-making process and assist with Town planning.

The **Summary Report** is a concise overview of the 2022 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 4,376 homes and apartments through the Canada Post Precision Targeter and Neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to mail paper surveys back to the Town at no cost. An online version of the survey was administered using the SurveyMonkey platform. One-thousand eighteen (1,018) responses were received.

The Town of Stratford engaged MRSB Consulting Services Inc. to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2022 Stratford Resident Survey.

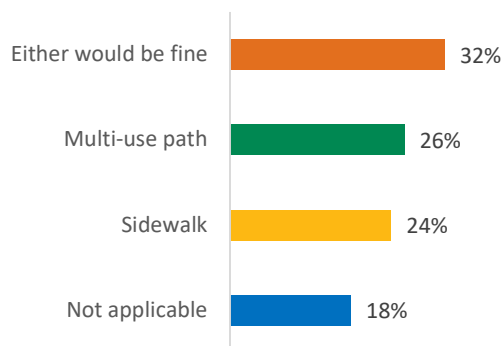
IMPROVING RESIDENT HEALTH AND SAFETY

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
- **84%** 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?”
- **61%** of survey respondents are physically active three or more times in an average week
- **71%** of survey respondents engage in moderate or vigorous activity for more than one hour per week
- **36%** 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
- **50%** of survey respondents have a preference on the type of active transportation paths in their subdivision

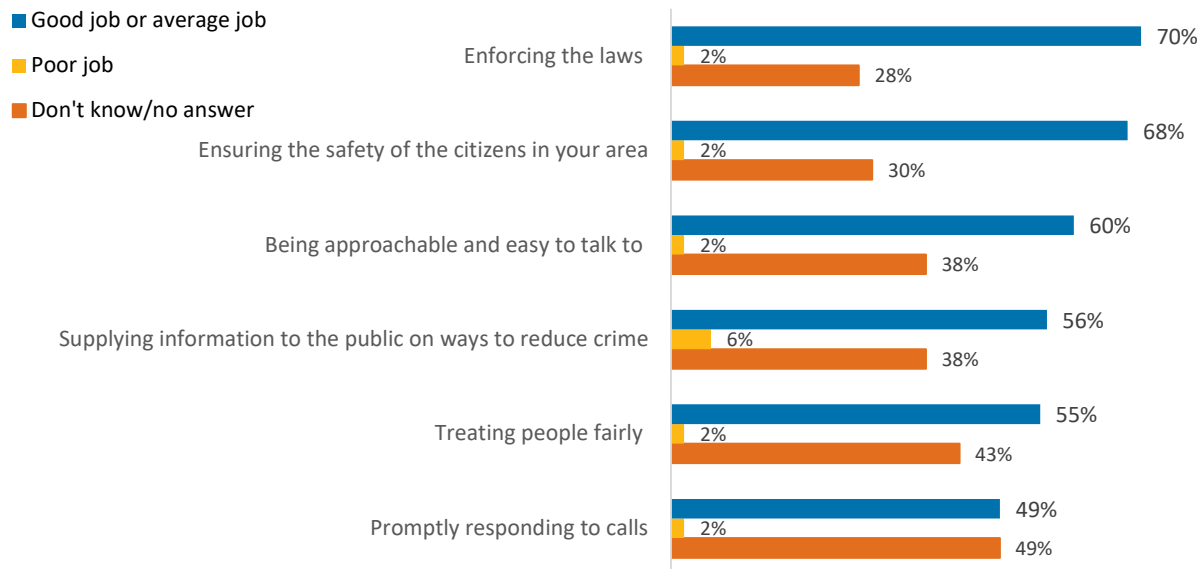
Figure 1: Stratford residents' preference on active transportation in their subdivision



RESIDENT SAFETY

- Compared to other areas in PEI, **58%** of survey respondents think their neighbourhood has a lower amount of crime and **40%** of respondents think crime is about the same
- Compared to other areas in PEI, **47%** of survey respondents think commercial areas of Stratford have a lower amount of crime and **51%** of respondents think crime is about the same
- During the last five years, **44%** of survey respondents think that crime in their neighbourhoods has stayed at the same level, **8%** believe crime has increased, **6%** believe crime has decreased, and **21%** do not know (**20%** of respondents indicated they have not lived in Stratford for five years)
- **65%** of survey respondents have not had contact with the local police force in the past five years
- **95%** of survey respondents have some or a great deal of confidence in the local police force

Figure 2: Perception of quality of policing by the local police force



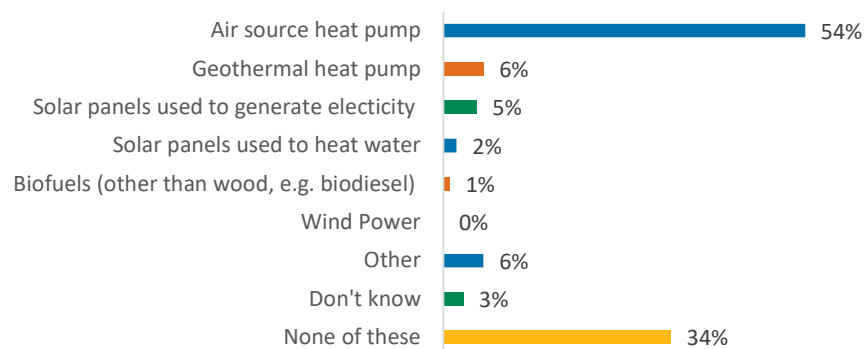
INCREASING RESOURCE EFFICIENCY

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

ALTERNATIVE ENERGY SOURCES

- The most common alternative energy source utilized by survey respondents is the air source heat pump (**54%** of survey respondents)

Figure 3: Energy-saving actions utilized by survey respondents



ENERGY-SAVING ACTIONS

- Eight-nine percent (**89%**) replaced older light bulbs with LED bulbs.
- Eighty-one percent (**81%**) regularly wash laundry in cold water.
- Seventy-two percent (**72%**) use a high efficiency (HE) washer.
- Sixty-eight percent (**68%**) use a high efficiency (HE) dryer.
- Forty-six percent (**46%**) regularly air-dry laundry (where permitted).
- Forty-six percent (**46%**) use a programmable thermostat to automatically lower the temperature.
- Thirty-five percent (**35%**) improved the insulation in the home, a 10% decrease compared to 2021.
- Five percent (**5%**) purchased or leased an electric vehicle.

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.

RESIDENT ENGAGEMENT IN PROTECTING ECOSYSTEMS

- **97%** of survey respondents feel it is somewhat important or very important for the Town to use resources to protect the environment
- **62%** of residents indicated that pesticides have never been used during their residence, **15%** 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
 - **39%** picked up garbage in a natural area
 - **14%** helped to clean or improve a natural area
 - **7%** planted trees or shrubs in the community
 - **4%** participated in a citizen-science activity (e.g. bird count, water monitoring, etc.)

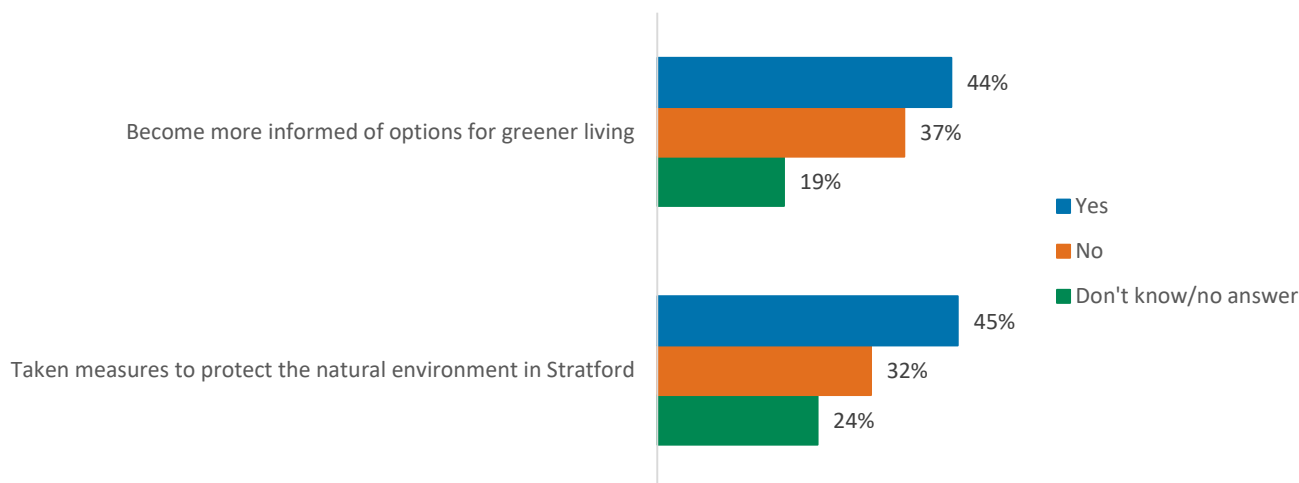
NATURALLY STRATFORD

Survey respondents were asked if, over the past year, they and their families 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, 44% of survey respondents have become more informed of options for greener living in the Town of Stratford. Nineteen percent (19%) did not know or could not provide an answer.

In the past year, 45% of survey respondents have taken measures to protect the natural environment in Stratford. Twenty-four (24%) did not know or could not provide an answer.

Figure 4: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

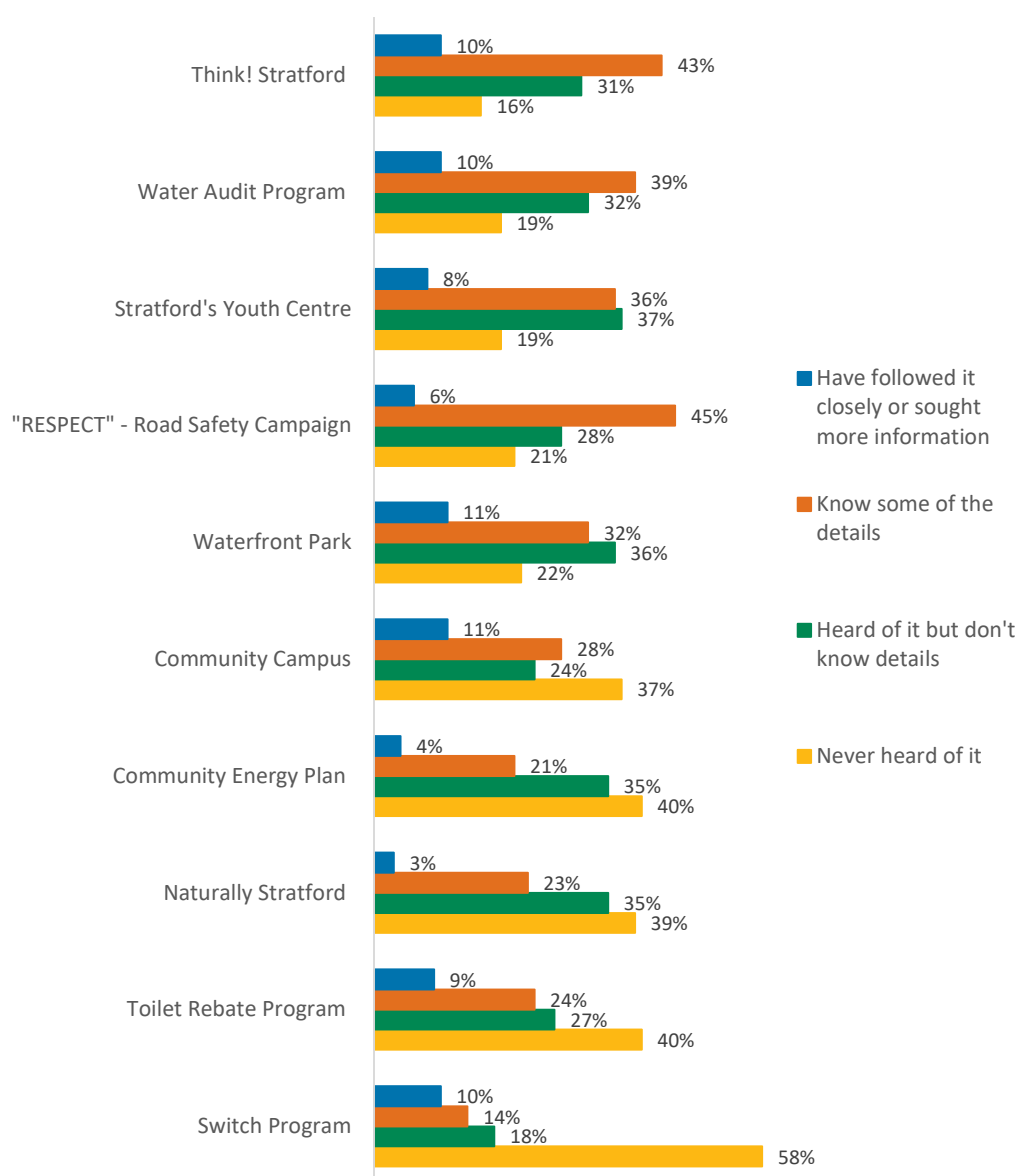


INCREASING COMMUNITY ENGAGEMENT

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 (**55%**), social media (**48%**), and the Town of Stratford website (**42%**)
- Respondents preferred sources of Town information were the “Stratford Town Talk” paper newsletter (**48%**), social media (**47%**), and the Town of Stratford website (**41%**)

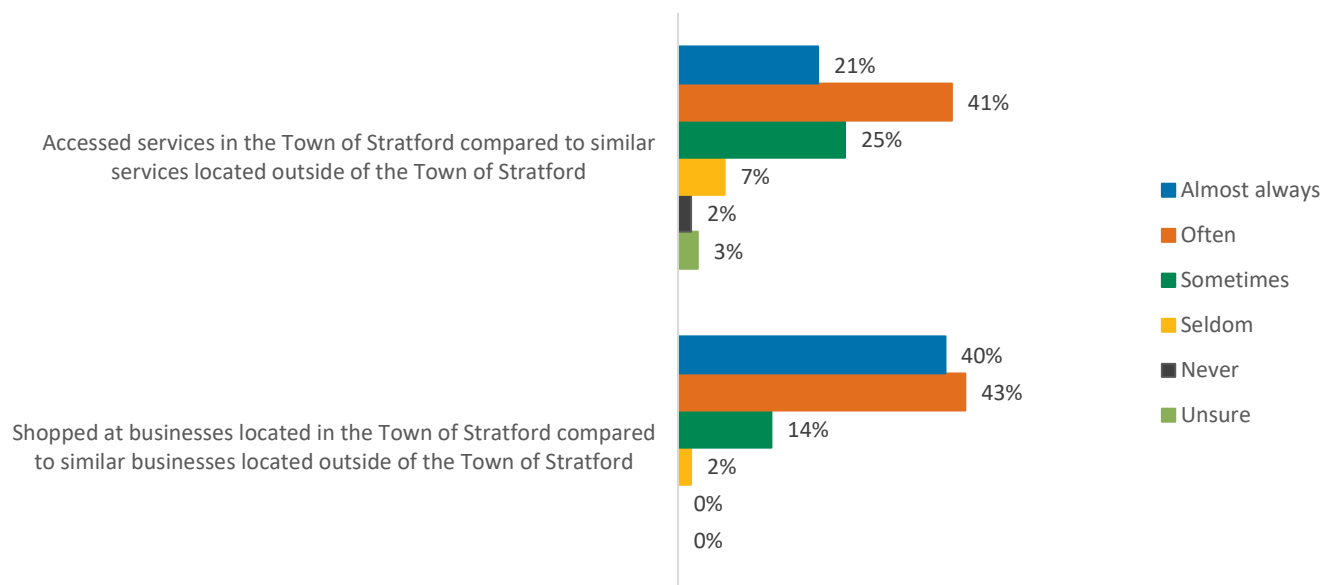
Figure 5: Awareness of Town initiatives



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.

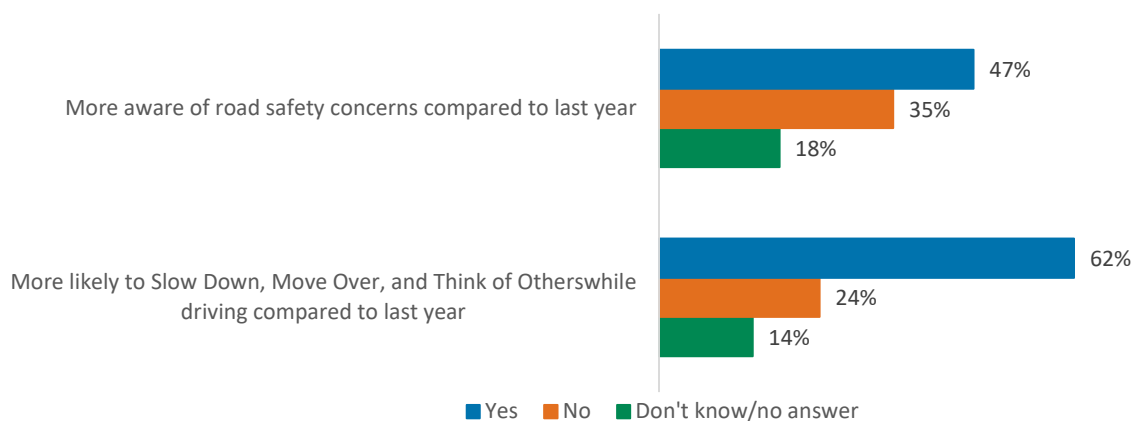
Figure 6: Respondent utilization of services and businesses located in the Town of Stratford



“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.

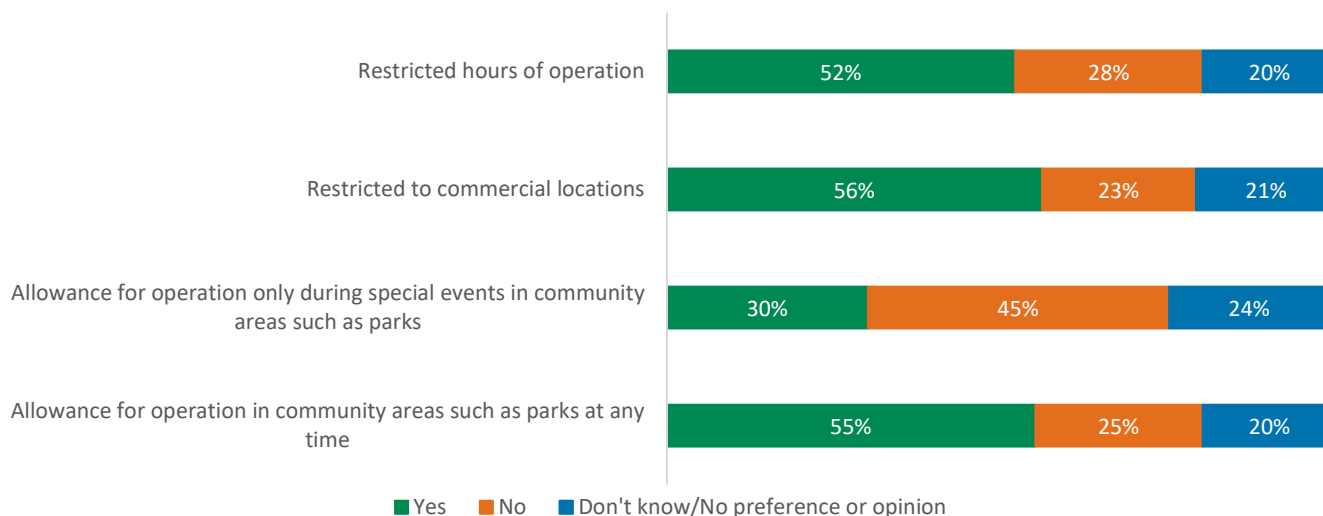
Figure 7: Road safety awareness of survey respondents



FOOD TRUCKS

Ninety-one percent (91%) of respondents support the Town of Stratford with establishing regulations for food truck operations.

Figure 8: Stratford residents' preference on where and when food trucks operate



SHORT-TERM RENTALS

Seventy-one percent (71%) of respondents support the Town regulating short term rentals, with twenty-nine percent (29%) indicating they do not support regulations from the Town.

IMPROVING GOVERNANCE

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

- 75% of survey respondents were satisfied or very satisfied with the Town's overall performance
- 67% of respondents were satisfied or very satisfied with the Town's ability to meet their needs
- 65% of respondents were satisfied or very satisfied with the Town's responsiveness to Town issues
- 65% of residents were satisfied or very satisfied with the opportunities for input into planning and decision making for the community
- 58% of respondents were satisfied or very satisfied with the Town's accountability for actions taken
- 58% 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.

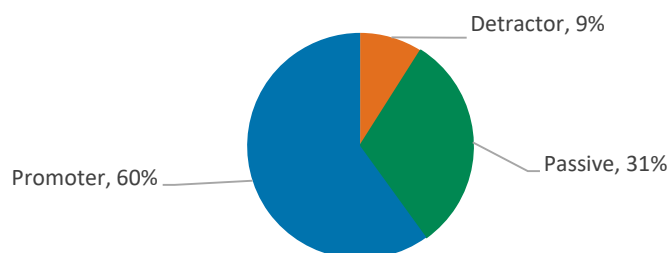
The tool divides people into three "promoter" categories: promoters, passives, and detractors. The Net Promoter Score™ is determined by subtracting the number of detractors from the total number of promoters (passives are not included in the calculation) where:

- **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 2022 Net Promoter Score™ for the Town of Stratford is 51 and is comprised of 60% promoters, 31% passives (not included in the calculation), and 9% detractors. The 2021 Net Promoter Score™ was 50.

The Town's Net Promoter Score™ has been steadily increasing from 38 in 2017, 39 in 2018, 42 in 2019, 45 in 2020, 50 in 2021, to 51 this year. The Net Promoter Score™ cannot be accurately compared to years before 2017 because of the wording changes made in that year.

Figure 9: Net Promoter Score™ = 51





Imagine that!