



Annual Resident Survey

Town of Stratford

2024



Prepared by:



Table of Contents



Introduction	3
Methodology	4
Reporting Considerations	5
Key Findings	7
Detailed Findings	14
Heath & Wellness	15
Increasing Resource Efficiency	18
Safety in the Community	25
Perceptions of the Local Police Force	29
Town & Town Initiatives	33
Shape Stratford	43
Town Performance	49
Customer Service and Communications Satisfaction	52
Spending and Taxation	56
Reducing Paper Production	59
Demographics	65
Appendix – KPI's and Strategic Objectives	71

Introduction



Since 2012, the Town of Stratford has utilized the annual resident survey to receive feedback from residents and note community changes overtime. For the 2024 annual resident survey, the Town engaged Forum Research to conduct the survey, perform analysis, and report on the information collected.

The following report provides a detailed analysis of information collected from the citizens who took the time to respond to the 2024 annual resident survey.

Specific areas explored in this year's resident survey includes:

- Residents' health and wellness
- Energy saving actions and resource efficiency
- Community safety
- Perceptions of local police force
- Knowledge of Town initiatives
- Housing needs
- Satisfaction with Town performance
- Communication channels and customer service
- Spending and taxation
- Reducing paper production

Methodology



Method CAWI (Computer Aided Web Interview), and Mail surveys

Criteria for Participation Residents of Stratford aged 16 and older

Sample Size n= 850 (CAWI n=449 / Mail n=401)

Average Length CAWI 13.5 min

Margin of Error $\pm 3.1\%$, with finite correction

Fieldwork Dates April 4th to May 31st, 2024

Additional Notes

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 by the Town, and the paper survey was distributed by Canada Post to all households. 150 printed surveys were also reserved and distributed at the library and Town Centre for those who may need it.

Given n=401 completes were received via mail survey, there is no control over what questions these respondents answer or leave blank. As a result, the total sample size for each question will vary throughout this report.

Results have been statistically weighted by age and dwelling type (rent or own) to ensure that the sample reflects the target population according to 2021 Census data.

Reporting Considerations



TOP2 and TOP3

Top 2 (TOP2) references the collected TOP2 positive responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,”. The same logic applies to Top 3 (TOP3) positive responses.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “Does your home currently use any of the following alternative energy sources (not including wood or fossil fuels – like oil or gas)? Check all that apply.”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments are reported on each slide in the detailed findings, when statistical differences exist and when appropriate.

Benchmark Data

Comparisons to other municipalities have been included where possible.

Reporting Considerations



Netting Categories

For some of the demographic comparisons, data has been grouped into broader ranges (net). For example, a net category for "16 to 44 years old" could be subdivided into narrower age ranges like "16 to 24 years old," "25 to 34 years old," and "35 to 44 years old". Since only 1% of the respondents were ages 16 to 24, this group has low statistical power. Netting ages 16 to 44 in this case helps by increasing the sample size of this group and the likelihood of detecting significant differences when comparing broader groups.

Tracking Data

Tracking data has been included where possible. Please note that data from 2023 and prior comes from surveys conducted by another vendor.

Calculating Significant Differences for Tracking Data

To determine if differences in survey responses between two years are statistically significant, you must have the sample sizes for each year, and the percentages for the specific question being analyzed for each year.

To compare two percentages from two separate samples, you can use the following formula to calculate the margin of error (MOE).

$$1.96 \times \sqrt{p(100 - p)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}$$

- p is equal to the average of the two observed percentages (for example 12% in 2023 and 14% in 2024 averages as 13%)
- n1 and n2 are equal to the two sample sizes (n=850 in 2024, and n=977 in 2023)
- And 1.96 is the z-value for a 95% confidence level

If the figure calculated using this formula is greater than the difference between the two percentages, then the difference is not statistically significant. (in this case, the MOE is +/- 3.09%, which is greater than the 2% change from 2023 to 2024, making it insignificant.)

Key Findings





Health & Wellness

Overall, residents' health and wellness has continued to remain strong in 2024.

- In general, 9 in 10 residents (TOP3: 92%) report having good, very good, or excellent health. **(Slide 16)**
- Compared to one year ago, the majority of residents (TOP3: 86%) report that their health is about the same, somewhat better, or much better now. **(Slide 17)**



Increasing Resource Efficiency

Residents do well in increasing resource efficiency by participating in simple energy-saving and ecosystem protection actions.

- The vast majority of residents (TOP2: 95%) say it is important for the Town to use resources to protect the environment. **(Slide 19)**
- An air source heat pump (66%) is the most commonly utilized alternative energy source by residents. **(Slide 20)**
- Of the residents that have considered a home energy upgrade in the past 3 years, the plurality (43%) successfully completed a home energy upgrade. However, one-third of residents (34%) have been unable to complete a planned home energy upgrade due to a lack of finances. **(Slide 21)**
- Regularly washing laundry in cold water (TOP2: 81%) is the most commonly utilized energy saving action by residents, followed by regularly air-drying laundry (TOP2: 51%). **(Slide 22)**
- Other energy saving actions residents mention are heat pumps (6%), water heaters (5%), and windows (4%). **(Slide 23)**
- In the past 12 months, 41% of residents planted trees or shrubs on their property, consistent with the 2023 survey wave results. **(Slide 24)**



Safety in the Community

Residents feel safe in their neighbourhood and believe it has less crime compared to other areas of PEI.

- Generally, the vast majority of residents (TOP2: 95%) feel safe walking around in their neighbourhood. *(Slide 26)*
- When compared to other areas in PEI: *(Slide 27)*
 - more than half of the residents (56%) think their neighbourhood has a lower amount of crime,
 - and 2 in 5 residents (41%) think commercial areas have about the same level of crime.
- Over the last 5 years, 41% of residents believe that crime in their neighbourhood has stayed at the same level. *(Slide 28)*



Perceptions of the Local Police Force

Residents' perceptions of and confidence in the local police force remain strong.

- In the past 5 years, almost 4 in 10 residents (37%) have had contact with the local police force. *(Slide 30)*
- The specific actions residents believe the local police force do a good or average job at are enforcing the laws (TOP2: 72%), being approachable and easy to talk to (TOP2: 61%) and supplying the public with information on ways to reduce crime (TOP2: 60%). *(Slide 31)*
- Overall, the vast majority of residents (TOP2: 90%) have confidence in the local police force. *(Slide 32)*



Town & Town Initiatives

Overall, residents continue to express knowledge and engagement with the Town and current initiatives.

- Residents are knowledgeable of Town initiatives, knowing the most about the residential tree planting program (TOP2: 79%) and Stratford's youth centre (TOP2: 76%). Since 2023, knowledge of Shape Stratford has gone up 17 percentage points (from TOP2: 37% in 2023, to TOP2: 54% in 2024). ***(Slide 38-39)***
- However, there is room for improvement, as knowledge of the climate trackers initiative (TOP2: 26%) has remained low since 2023. ***(Slide 38-39)***
- Residents are also more likely to say they would recommend the Town of Stratford as a place to live to friends and colleagues than say they would not. ***(Slide 35)***
- However, to increase the likelihood of recommending Stratford as a place to live, residents recommend the Town focuses on traffic flow (13%), recreational centre/facilities (11%), and more shopping (11%). ***(Slide 37)***
- In the past year, residents have often or always accessed services in the Town compared to a similar service outside of the Town (TOP2: 60%) and have shopped at businesses located in the Town instead of a similar business located outside the Town (TOP2: 83%). ***(Slide 40)***
- Residents have also shown awareness for the environmental responsibility campaign, as they have become more informed of options for greener living in the Town (43%) and taken measures to protect the natural environment (52%). ***(Slide 41)***
- And residents have shown awareness for the road safety campaign, with residents being more likely to slow down, move over, and think of others (64%), and be aware of road safety concerns (50%). ***(Slide 42)***



Shape Stratford

The majority of residents' current housing meets their needs.

- 71% of residents own their dwelling while 29% rent. About two-thirds of respondents (68%) indicate that they live in a single-detached house. *(Slide 44-45)*
- The majority of residents (79%) say their current housing situation meets their needs. *(Slide 46)*

However, there is room for improvement.

- Of the 21% of residents that only somewhat, or do not have a housing situation that meets their needs, 55% indicated the reason to be that it is too small. *(Slide 46)*
- An inability to afford housing (78%) makes it difficult for residents to have housing that fits their needs. *(Slide 48)*
- To meet the housing needs of residents, respondents believe that more apartments are necessary (49%), followed by townhome/rowhomes (44%), and semi-detached homes (43%). *(Slide 47)*



Town Performance

Residents are satisfied with the Town's performance overall.

- The majority (TOP2: 72%) of residents are satisfied with the Town's overall performance. *(Slide 50)*
- Based on the open-ended comment box, to improve Town performance, residents recommend improving spaces for non-motorists (8%) and addressing speeding/traffic safety (7%). *(Slide 51)*



Customer Service & Communications Satisfaction

Residents continue to feel satisfied with the Town's customer service, and prefer social media as a source for Town related information.

- Social media is now both the main (53%) and preferred (49%) source of information regarding the Town. In 2023, the Stratford Town Talk Newspaper was the main source of information (54% in 2023, 47% in 2024). ***(Slide 53-54)***
- Of the 42% of residents who contacted the Town office for a service or information in the last 12 months, about 3 in 4 residents (TOP2: 76%) are satisfied with the Town's customer service. ***(Slide 55)***



Spending and Taxation

Residents receive good value for their tax dollars.

- About 3 in 4 residents (TOP2: 77%) believe they get a good or very good value for their tax dollars. This rating reflects the municipal benchmark average. ***(Slide 57)***



Reducing Paper Production

The majority of residents are interested in reducing paper production for the Town Talk newsletter and annual resident surveys.

- 7 in 10 residents (71%) currently receive a paper copy of Stratford's newsletter "Town Talk", a decrease (-11 percentage points) since 2018. ***(Slide 60)***
- 76% of residents read some, most, or all of Town Talk. Of those residents, almost half (45%) usually read most or all of the newsletter. ***(Slide 62)***
- If Town Talk was only available electronically, 2 in 3 residents (66%) would be able to read the newsletter. ***(Slide 61)***
- About 6 in 10 residents (61%) prefer to complete the annual resident survey online. Nearly 1 in 4 (23%) have no preference. ***(Slide 63)***
- If the Town moved to "paper by request only", the majority of residents (81%) would complete the online survey. ***(Slide 64)***

Detailed Findings



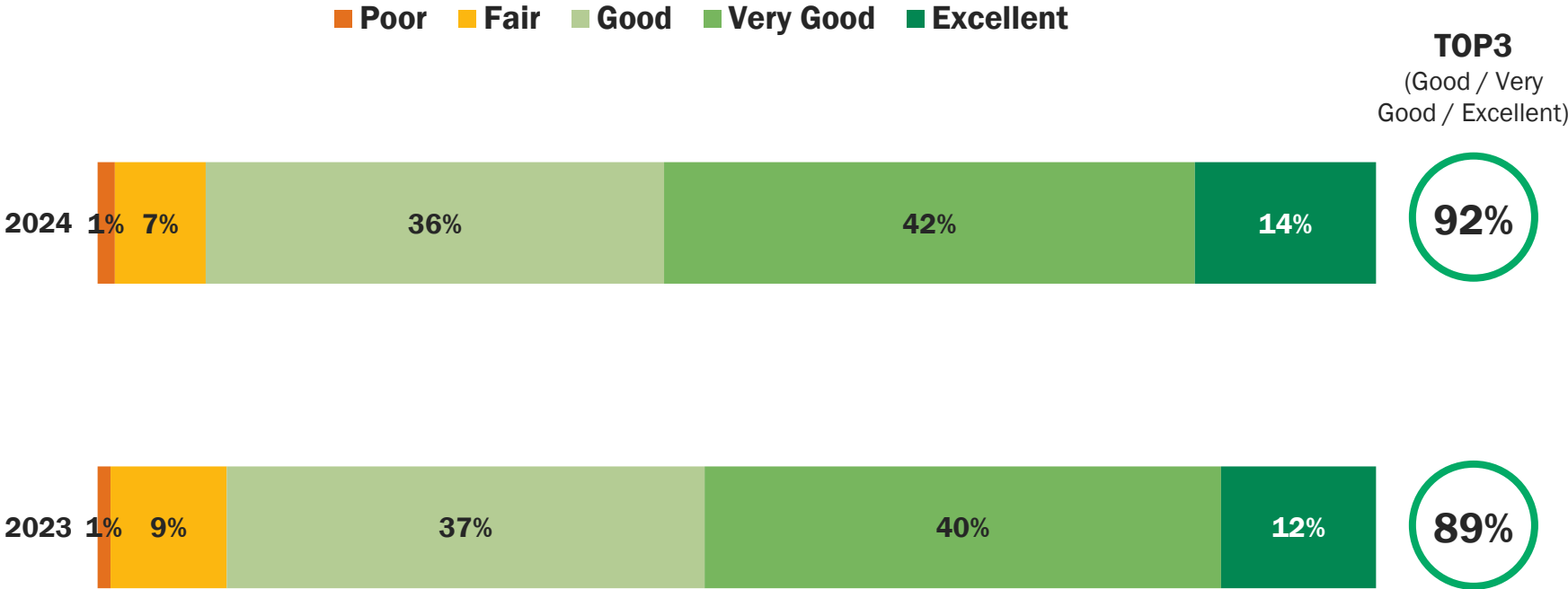
Health & Wellness



Residents' General Health and Wellness



9 in 10 residents (TOP3: 92%) have good, very good, or excellent health.



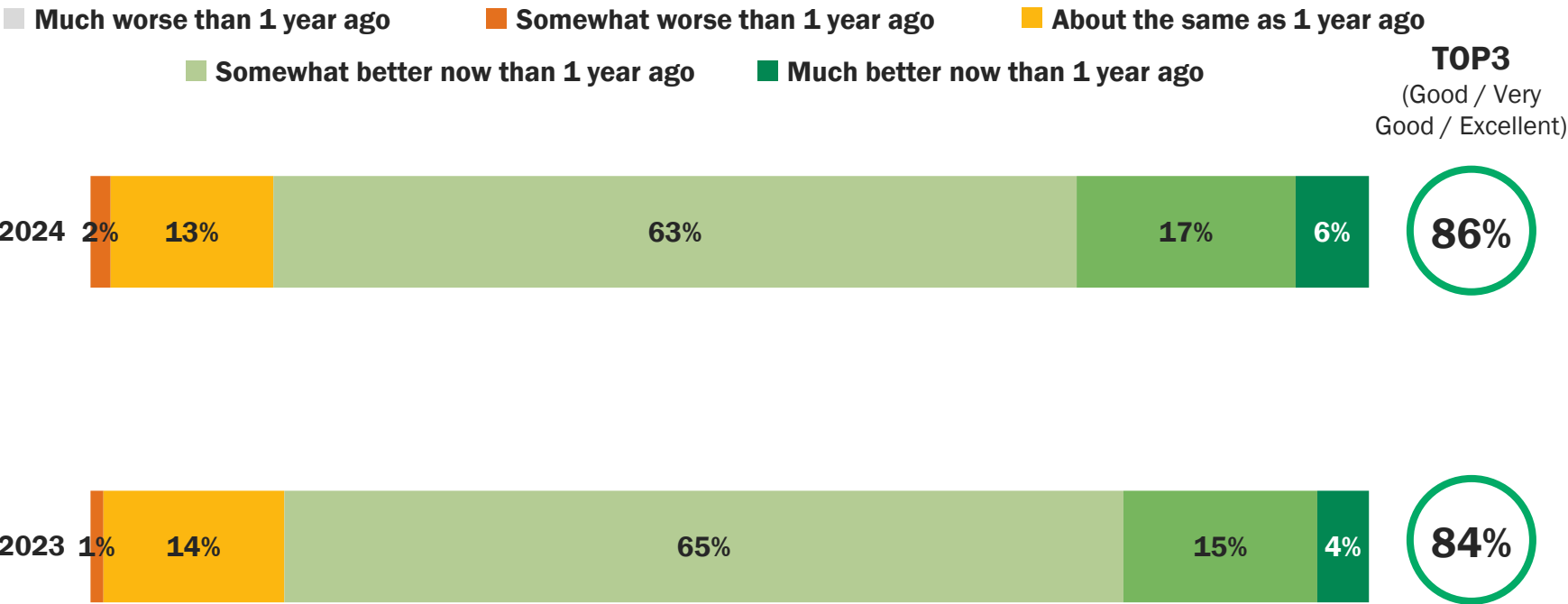
The following groups are significantly more likely to say their general health is **excellent** or **very good** (TOP2):

- Residents ages 16 to 44 (58%) and 45 to 64 (60%) compared to residents ages 65 years and older (47%).
- Households with 3 or more residents (61%) compared to households with 1 resident (47%).
- Households that make \$50K to <\$100K (50%), \$100K to <\$150K (63%), \$150K and more (72%) compared to households that make <\$50K (33%).
- Residents without a disability (59%) compared to residents with a disability (37%).
- Residents that own their home (62%) compared to residents that rent their home (41%).

Residents' Health Compared to 1 Year Ago



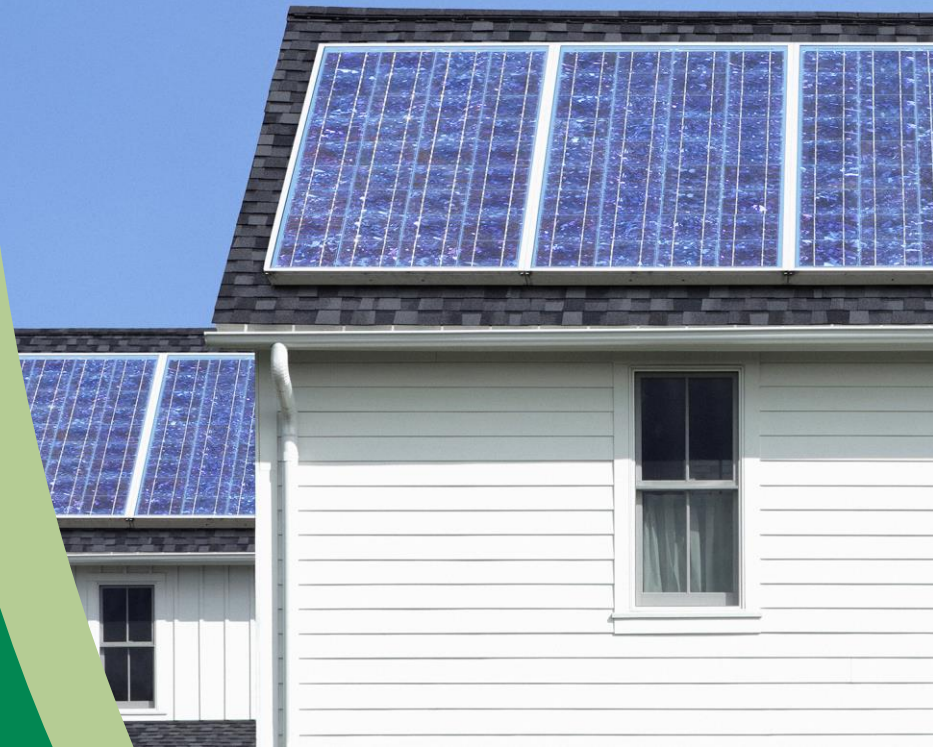
The majority residents (TOP3: 86%) report that their health is about the same, somewhat better, or much better than 1 year ago.



The following groups are significantly more likely to say compared to 1 year ago, **their health is much better, or somewhat better (TOP2):**

- Residents ages 16 to 44 (29%) or 45 to 64 (23%) compared to residents ages 65 years or older (12%).
- Households with 3 or more residents (26%) compared to households with 1 resident (14%).

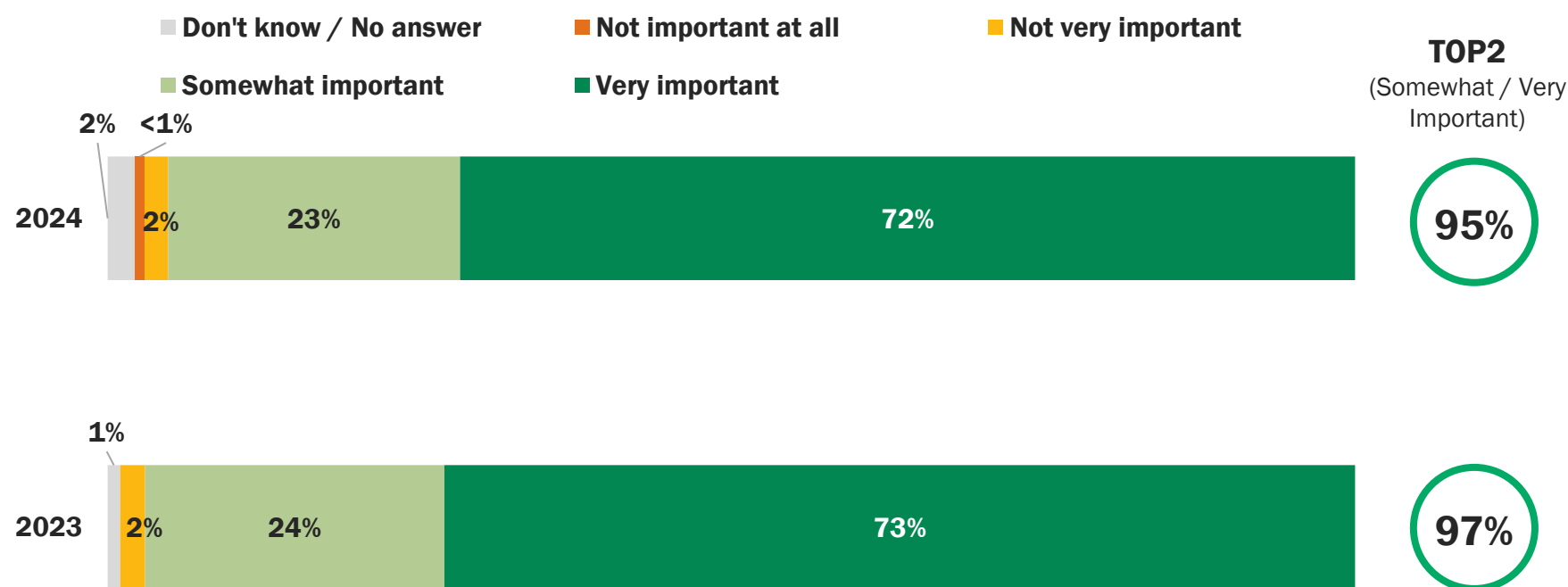
Increasing Resource Efficiency



Resources Used to Protect the Environment



The vast majority of residents (TOP2: 95%) say it is important for the Town to use resources to protect the environment.



The following groups are significantly more likely to say the **use of resources to protect the environment is very important**:

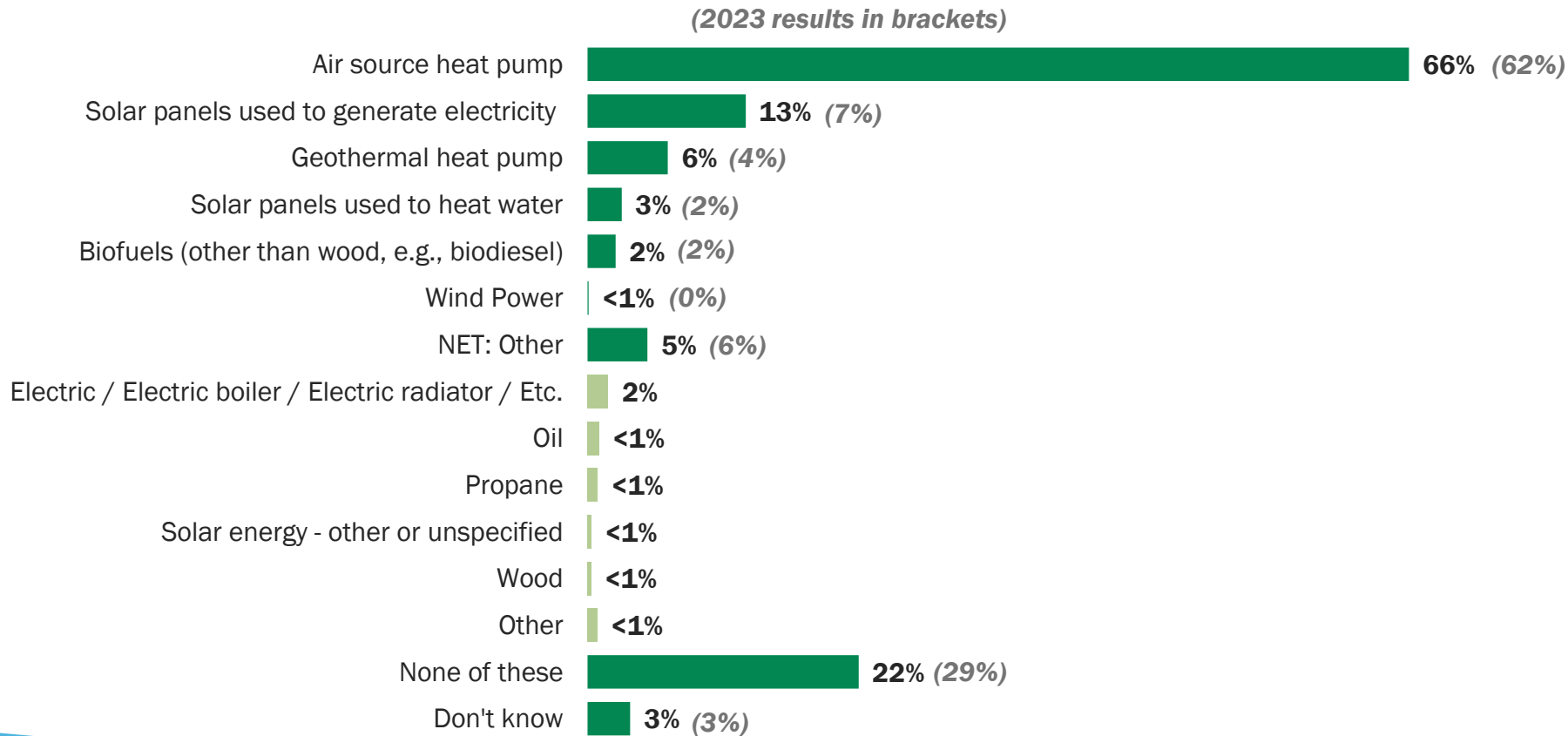
- Female residents (76%) compared to male residents (65%).
- Residents ages 65 years or older (79%) compared to residents ages 45 to 64 (66%).

The following groups are significantly more likely to say the **use of resources to protect the environment is somewhat important**:

- Residents ages 45 to 64 (29%) compared to residents 65 years or older (18%).
- Households with 2 residents (26%) compared to households with 1 resident (16%).

Alternative Energy Sources

An air source heat pump (66%) is the most commonly utilized alternative energy source by residents.



The following groups are significantly more likely to use an **air source heat pump**:

- Residents ages 45 to 64 (76%) compared to residents ages 16 to 44 (60%) and 65 years and older (66%).
- Households that make \$50K to <\$100K (58%), \$100K to <\$150K (76%), \$150K and more (82%) compared to households that make <\$50K (40%).
- Households that make \$100K to <\$150K (76%) and \$150K and more (82%) compared to households that make \$50K to <100K (58%).
- Residents that have lived in Canada for more than 10 years (68%) compared to residents that haven't (40%).
- Residents that own their home (77%) compared to residents that rent their home (39%).
- Residents without a disability (69%) compared to residents with a disability (50%).

Q5. Does your home currently use any of the following alternative energy sources (not including wood or fossil fuels – like oil or gas)?

Check all that apply. [multi-select]

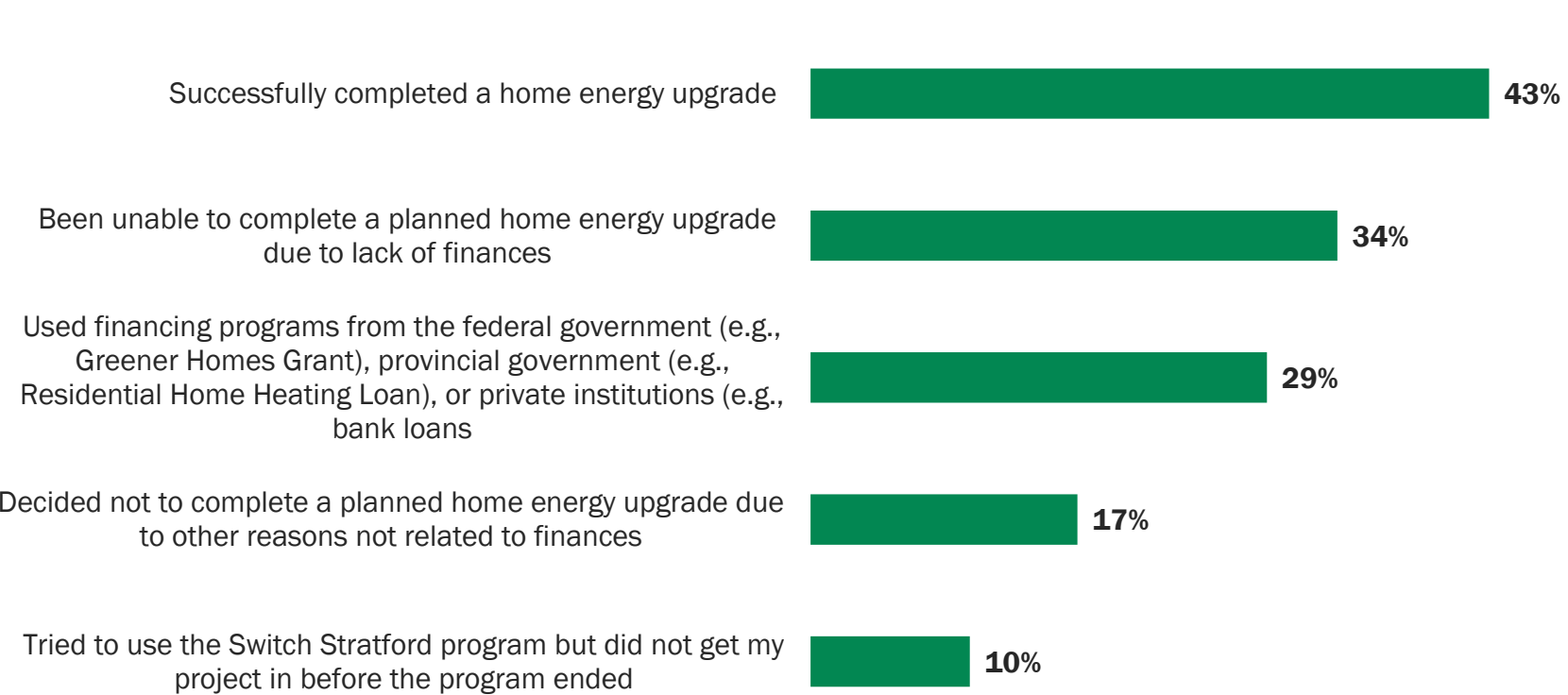
Sample Size: n=847

Base: All respondents

Home Energy Upgrades in Past 3 Years



Of the residents that have considered a home energy upgrade in the past 3 years, the plurality (43%) successfully completed a home energy upgrade.



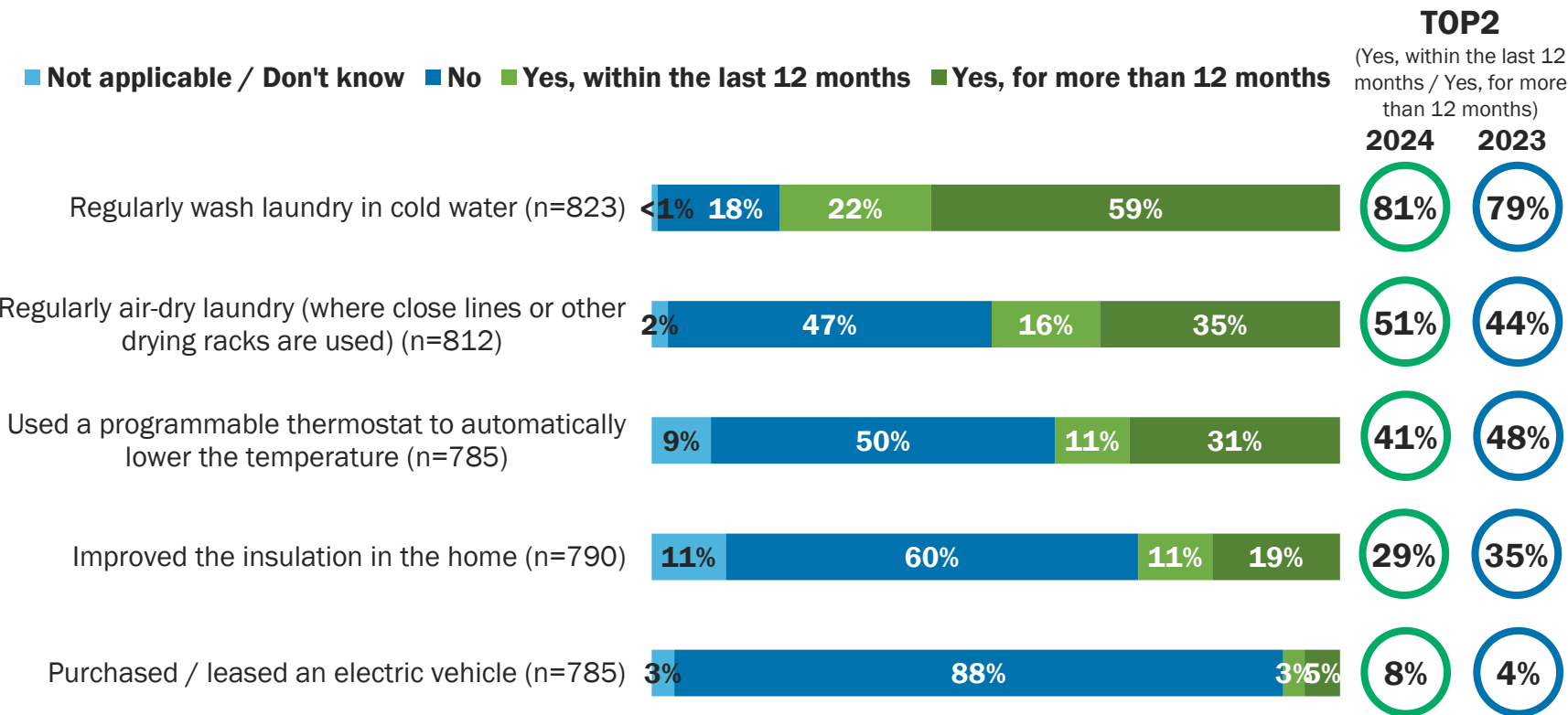
The following groups are significantly more likely to have **successfully completed a home energy upgrade**:

- Male residents (52%) compared to female residents (40%).
- Residents that have lived in Stratford for 10 years or more (51%) compared to residents that have lived in Stratford for less than 10 years (29%).
- Households that make \$150K or more (62%) compared to households that make less than \$50K (31%) or \$50K to <\$100K (34%).
- Residents that own their home (48%) compared to residents that rent their home (11%).

Energy Saving Actions



Regularly washing laundry in cold water (TOP2: 81%) is the most commonly utilized energy saving action by residents.



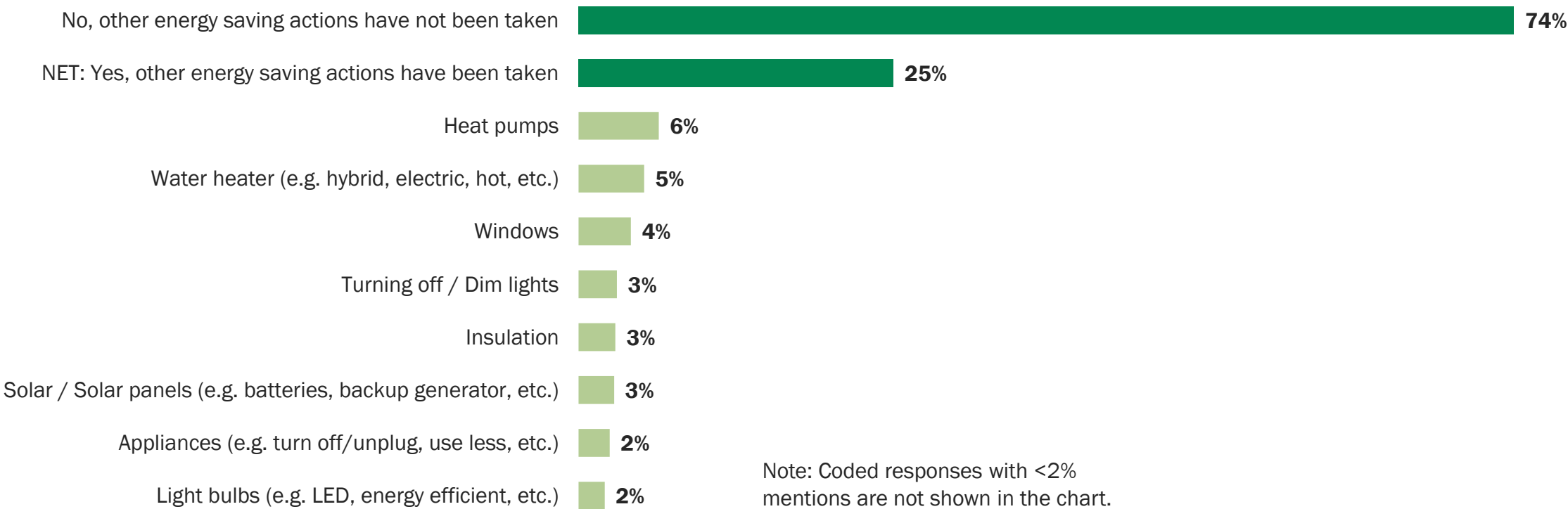
The following groups are significantly more likely to **regularly wash laundry in cold water for more than 12 months**:

- Residents that have lived in Stratford for 10 years or more (65%), compared to residents that have lived in Stratford for less than 10 years (50%).
- Residents born in Canada (61%) compared to those who were not (45%).

Other Energy Saving Actions



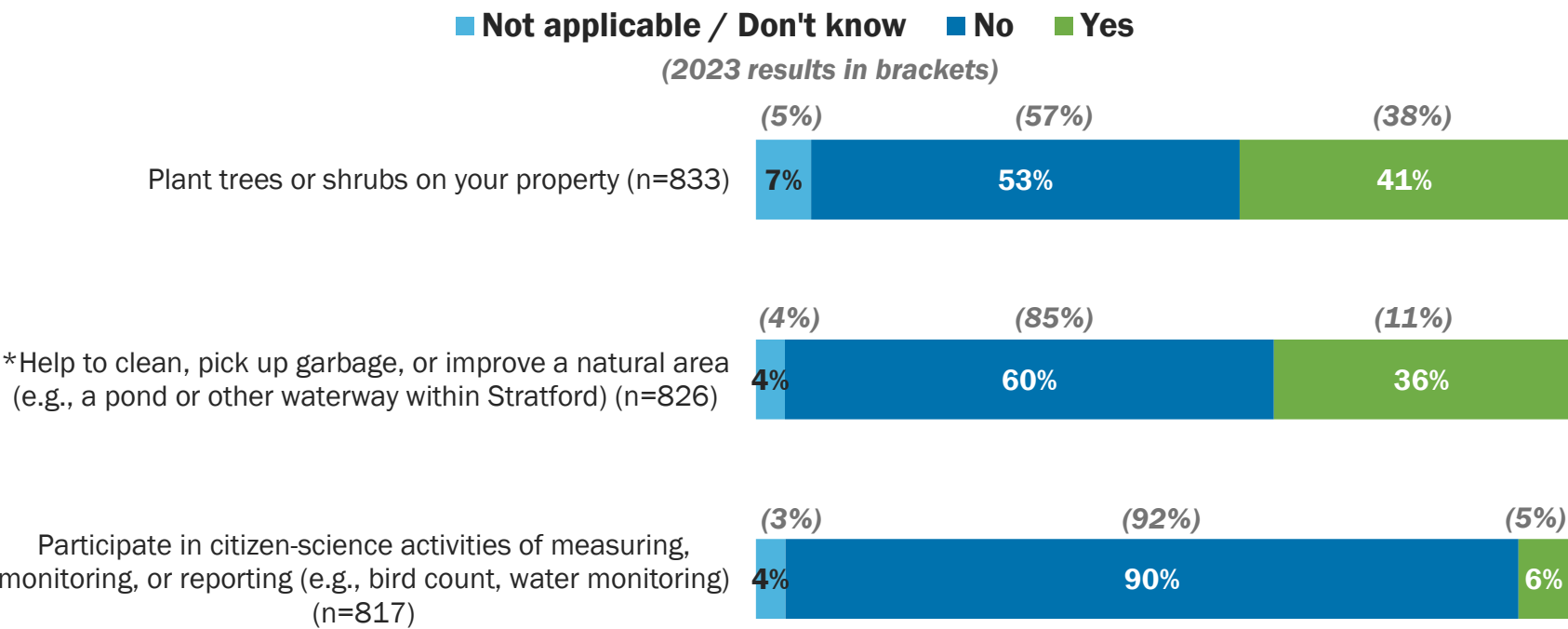
Of the residents that have taken other energy saving actions, the most commonly mentioned were heat pumps (6%), water heater (5%), and windows (4%).



Household Actions in Past 12 Months



In the past 12 months, 41% of residents planted trees or shrubs on their property.



The following groups are significantly more likely to have **planted trees or shrubs on their property**:

- Residents ages 45 to 64 (50%) compared to residents ages 16 to 44 (34%) and 65 years and older (41%).
- Households with 2 (44%) or 3 or more (42%) residents compared to households with 1 resident (28%).
- Households that make \$100K to <\$150K (50%) or \$150K or more (53%) compared to households that make less than \$50K (23%).
- Households that make \$150K or more (53%) compared to households that make \$50K to <\$100K (36%).
- Residents that own their home (52%) compared to residents that rent their home (12%).

*Note: In the 2023 report “help to clean, pick up garbage, or improve a natural area” was separated into 2 options (Pick up garbage in a natural area within Stratford, and help clean or improve a natural area). Results are compared to “help clean or improve a natural area”

Safety in the Community

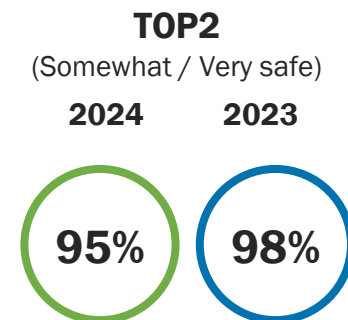


Feeling Safe in Neighbourhood



The vast majority of residents (TOP2: 95%) feel safe walking around in their neighbourhood.

■ Very unsafe ■ Somewhat unsafe ■ Somewhat safe ■ Very safe



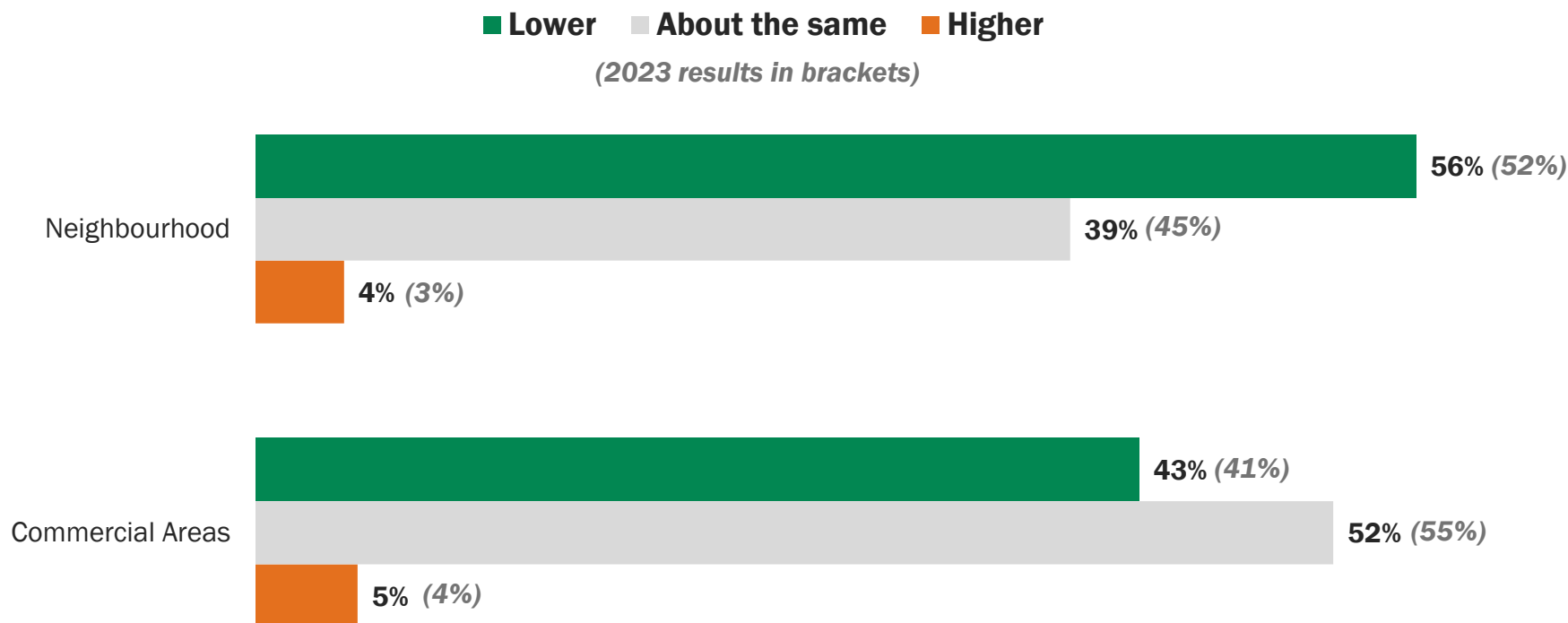
The following groups are significantly more likely to **feel safe walking through their neighbourhood (TOP2)**:

- Households with 2 residents (97%) compared to households with 3 or more residents (93%).
- Households that make \$150K or more (99%) compared to households that make less than \$50K (88%).
- Residents that own their home (98%) compared to residents that rent their home (88%).

Safety in Your Community



Compared to other areas in PEI, 56% of residents think their neighbourhood has a lower amount of crime and 52% of residents think commercial areas have about the same level of crime.



The following groups are significantly more likely to say their **neighbourhood** has a **lower amount of crime**:

- Male residents (63%) compared to female residents (51%).
- Households that make \$100K to <\$150K (69%) compared to households that make less than \$50K (42%) and \$50K to <\$100K (54%).

The following groups are significantly more likely to say **commercial areas** have **about the same amount of crime**:

- Female residents (57%) compared to male residents (47%).

Q10. Compared to other areas in PEI, do you think your neighbourhood has a higher amount of crime, about the same, or a lower amount of crime?

Sample Size: n= 844

Base: All respondents

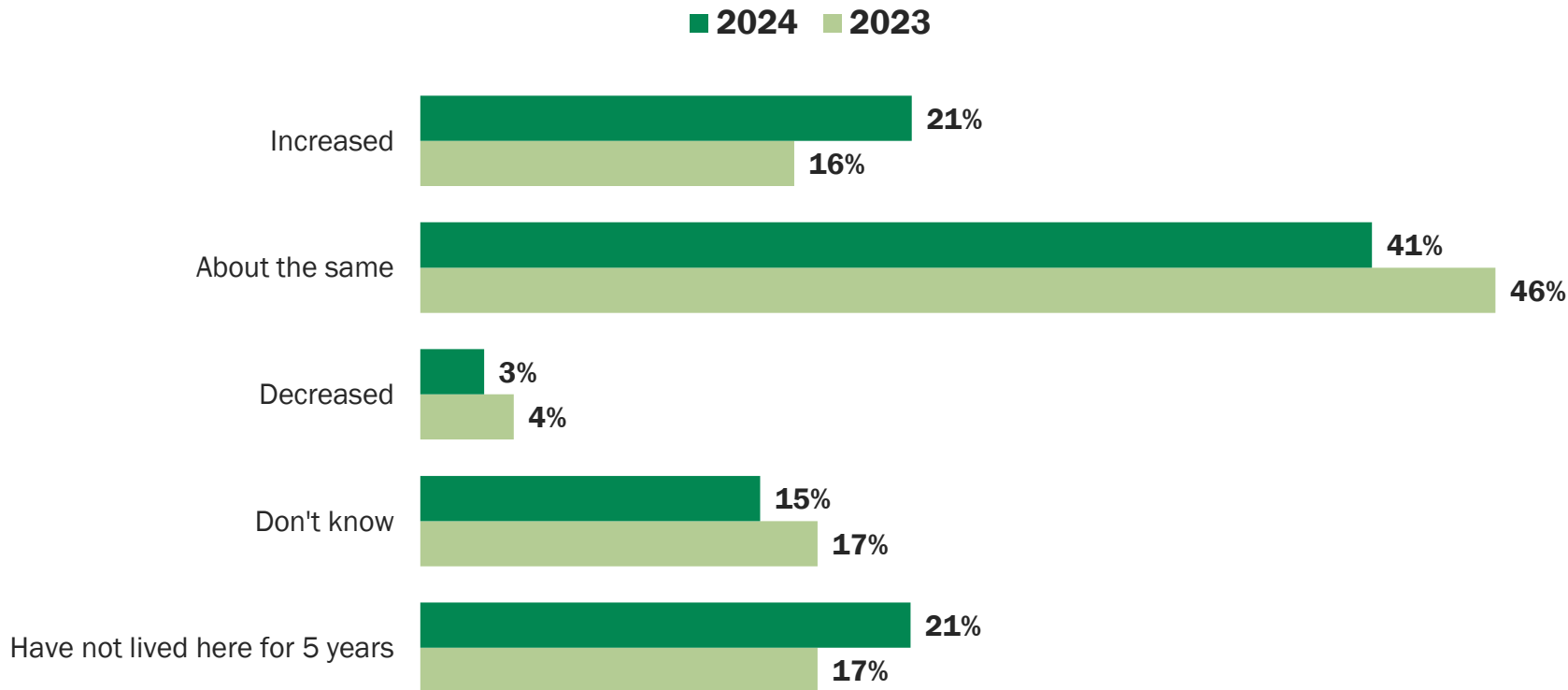
Q12. Compared to other areas in PEI, do you think your commercial areas of Town have a higher amount of crime, about the same, or a lower amount of crime? "Commercial areas" refers to the area surrounding businesses in Stratford

Sample Size: n= 840

Base: All respondents

Crime Levels in Past 5 Years

Over the last 5 years, 4 in 10 residents (41%) believe that crime in their neighbourhood has stayed at the same level.



The following groups are significantly more likely to say that **crime in their neighbourhood has remained about the same in the last 5 years**:

- Residents ages 65 years and older (53%) compared to residents ages 16 to 44 (33%) and 45 to 64 (43%).
- Residents that have lived in Stratford for 10 years or more (53%), compared to residents that have lived in Stratford for less than 10 years (20%).
- Residents that own their home (47%) compared to residents that rent their home (25%).

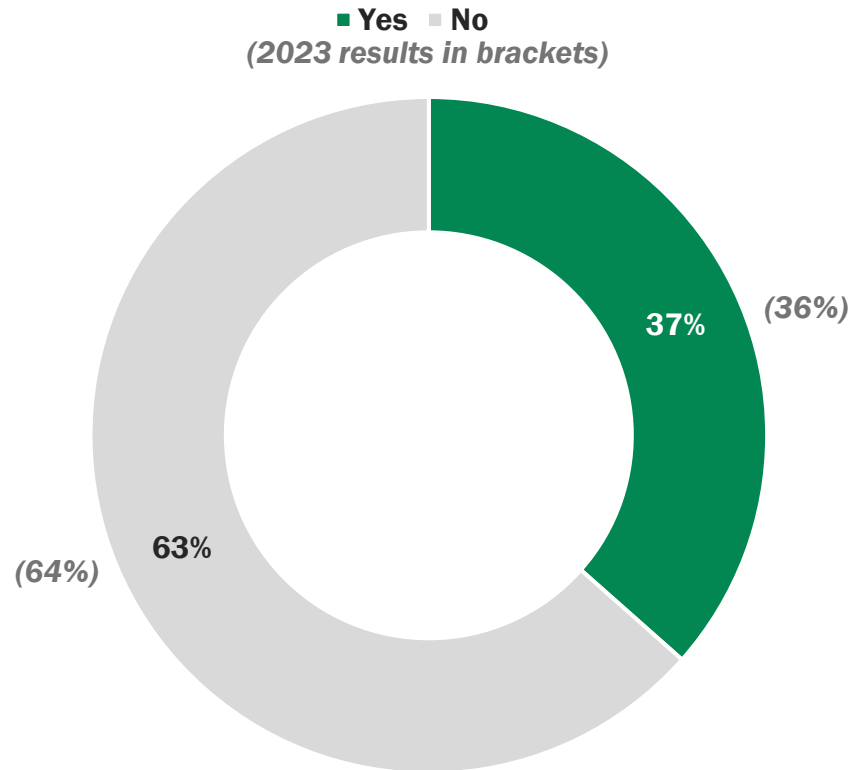
Perceptions of the Local Police Force



Contact with Local Police Force in Past 5 Years



In the past 5 years, almost 4 in 10 residents (37%) have had contact with the local police force.



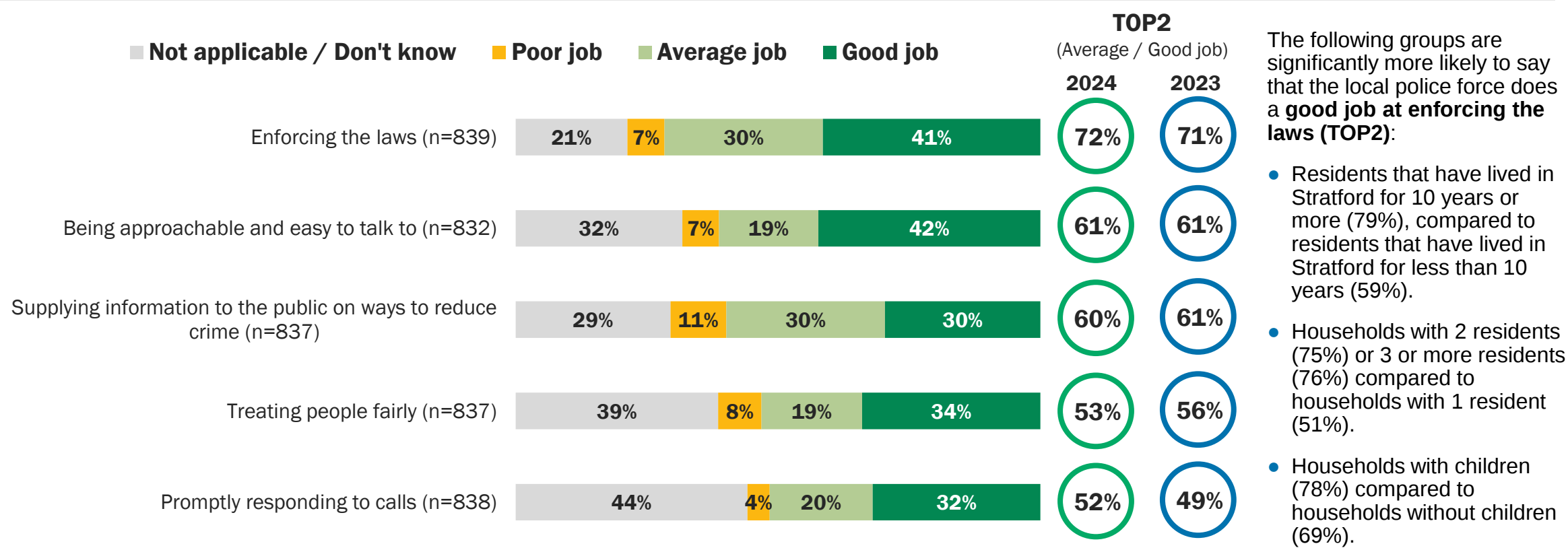
The following groups are significantly more likely to have **had contact with the local police force in the past 5 years**:

- Residents ages 16 to 44 (40%) or 45 to 64 (39%) compared to residents aged 65 years or older (28%).
- Residents that have lived in Stratford for 10 years or more (40%), compared to residents that have lived in Stratford for less than 10 years (30%).
- Households with 2 residents (33%) or 3 or more residents (45%) compared to households with 1 resident (21%).
- Households with children (47%) compared to households without children (32%).
- Residents with a disability (51%) compared to residents without a disability (35%).

Local Police Force Performance Evaluation



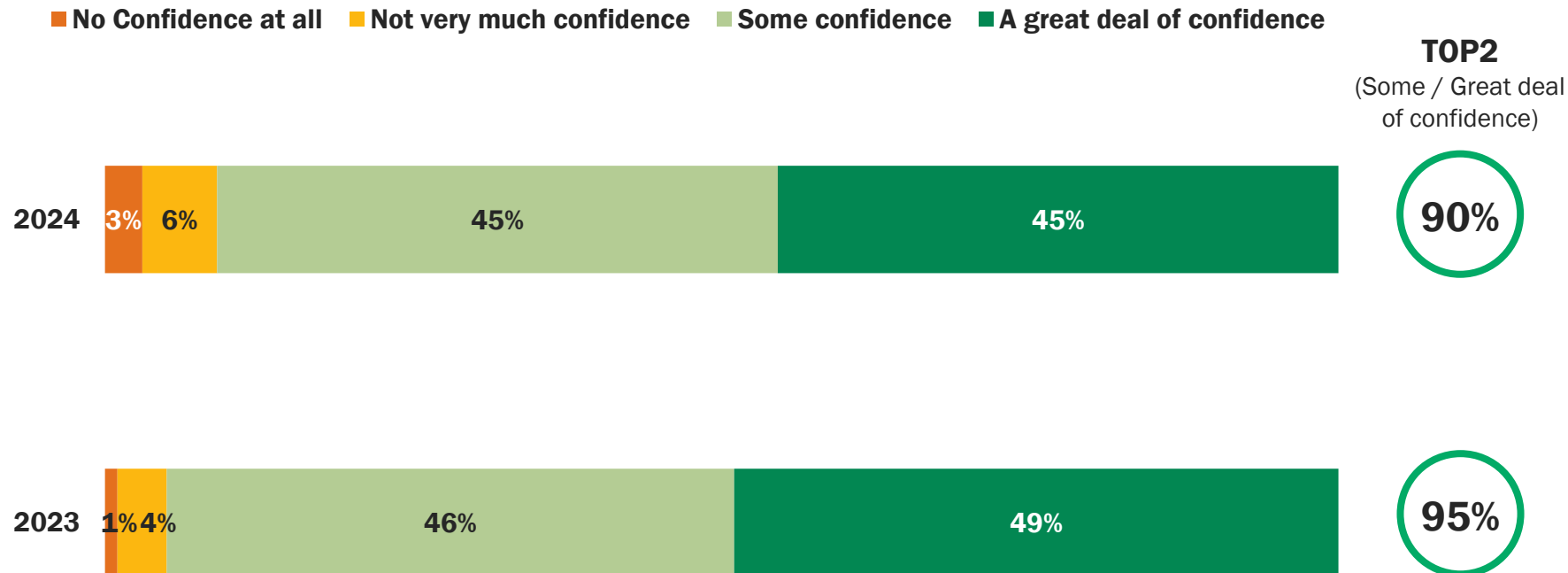
About 7 in 10 residents (TOP2: 72%) think the local police force does an average or good job of enforcing the laws.



Confidence in the Local Police Force



The vast majority of residents (TOP2: 90%) have confidence in the local police force.



The following groups are significantly more likely to say they have **confidence in the local police force (TOP2)**:

- Residents ages 45 to 64 (94%) and 65 years or older (97%) compared to residents ages 16 to 44 (85%).
- Residents ages 65 years or older (97%) compared to residents ages 45 to 64 (94%).
- Households that make \$150K or more (96%) compared to households that make \$50K to <\$100K (86%).
- Residents without a disability (92%) compared to residents with a disability (79%).
- Residents that own their home (96%) compared to residents that rent their home (77%).

Town & Town Initiatives



Net Promoter Score



$$\text{Net Promoter Score} = \text{Promoters} - \text{Detractors}$$

Detractors	Passives	Promoters
Scores between 1 and 6	Scores between 7 and 8	Scores between 9 and 10

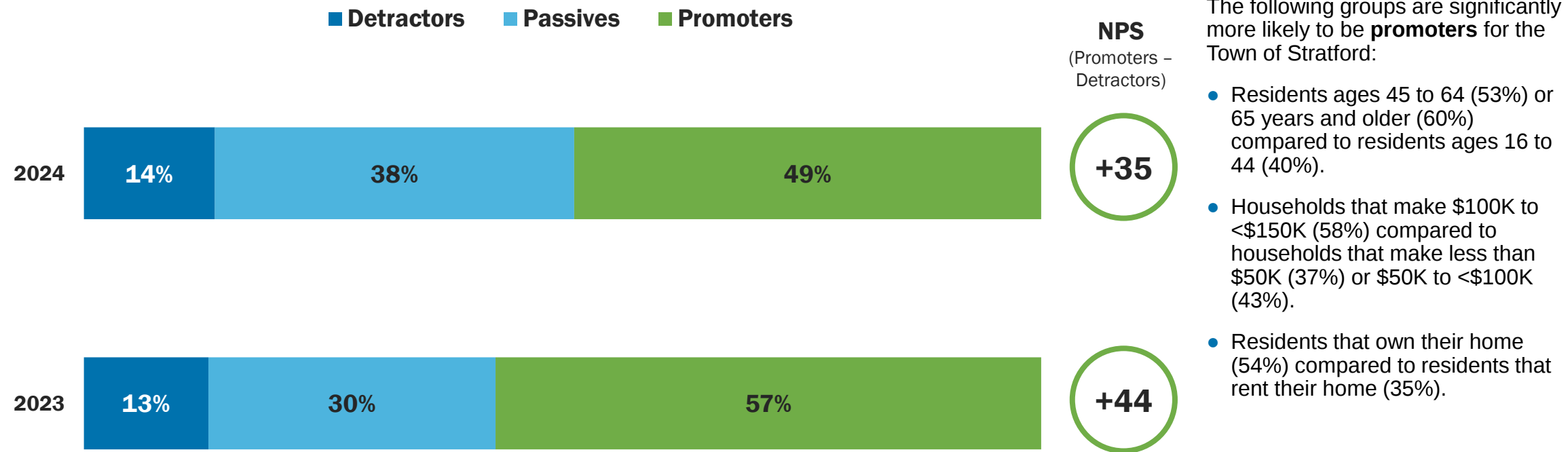
Question: *How likely are you to recommend the Town of Stratford as a place to live to a friend or colleague?*

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Stratford. The NPS was measured by asking residents to rate their likelihood of recommending Stratford as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Stratford.
- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Stratford.

Recommending the Town of Stratford



A positive NPS score of +35 indicates that residents of Stratford are more likely to say they would recommend the Town.

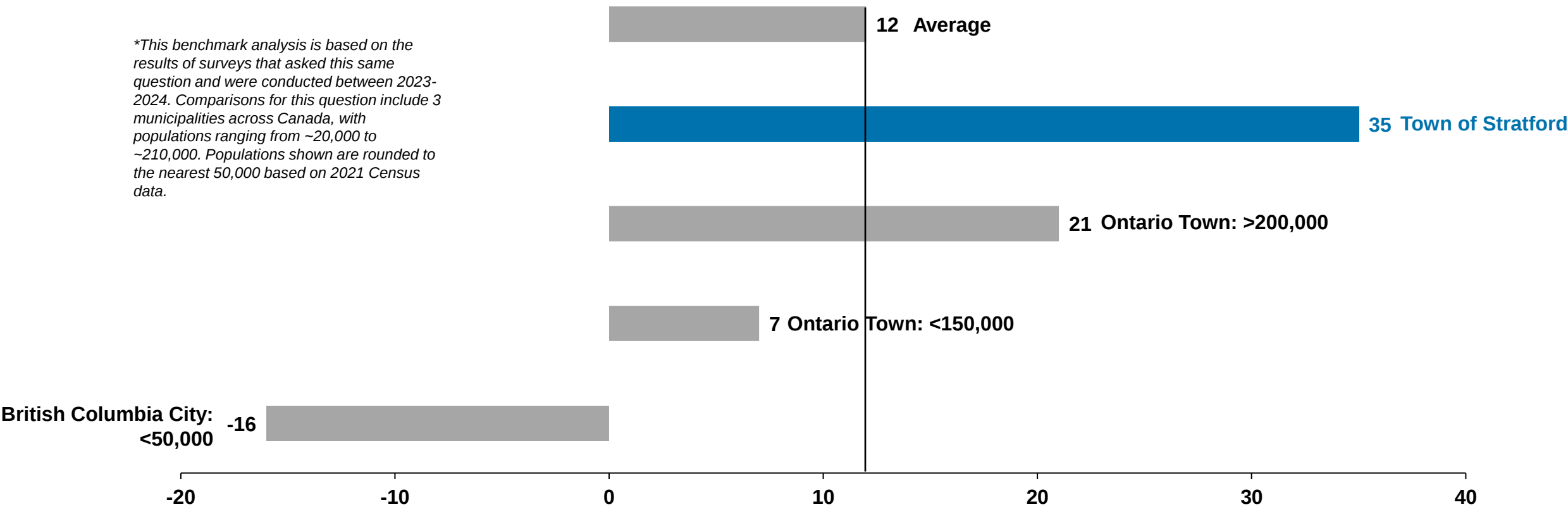


Recommending the Town of Stratford

Benchmark Comparison



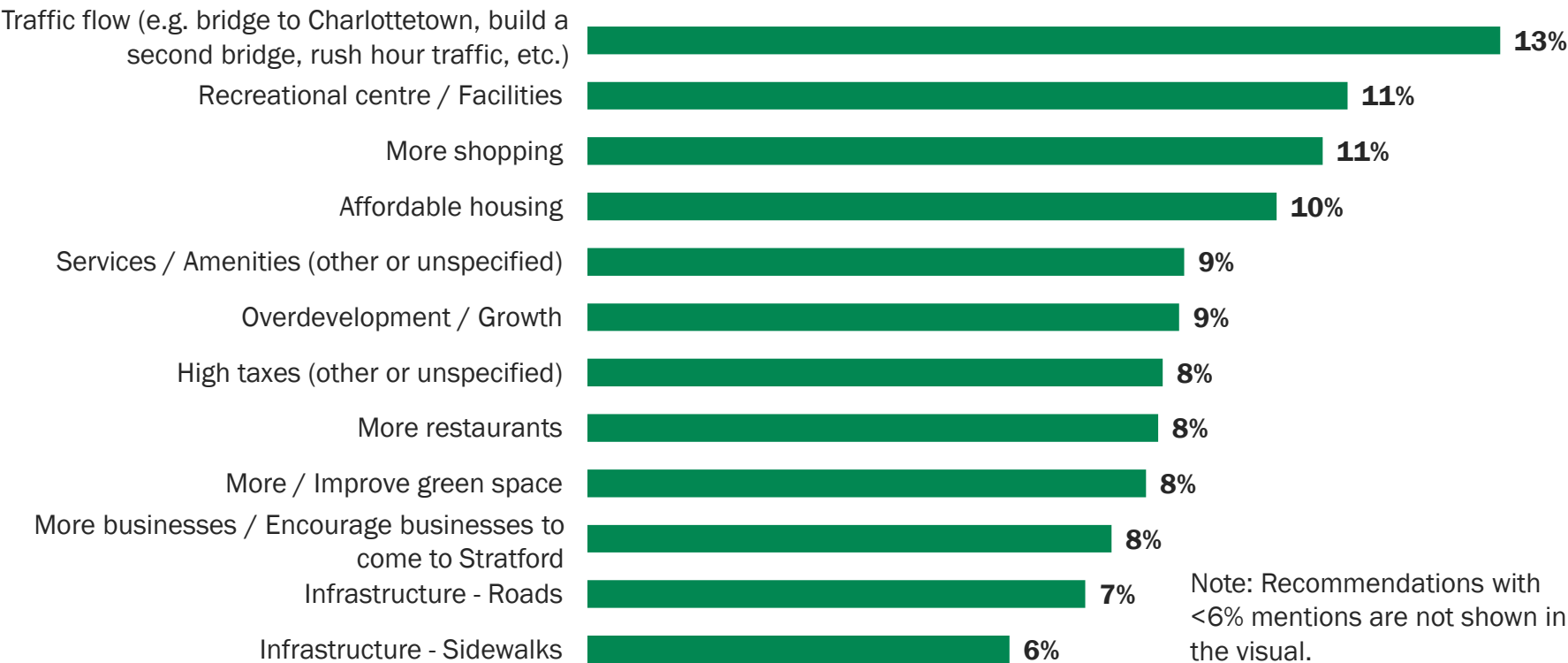
Stratford's NPS is higher than the municipal benchmark average.



Increasing Likelihood to Recommend Stratford: Residents Suggestions



To increase the likelihood of recommending Stratford as a place to live, residents recommend focusing on traffic flow (13%), recreational centre/facilities (11%), and more shopping (11%).



The following groups are significantly more likely to mention **traffic flow**:

- Households with 2 residents (19%) compared to households with 1 resident (7%) or 3 or more residents (10%).
- Residents without children (16%) compared to residents with children (8%).

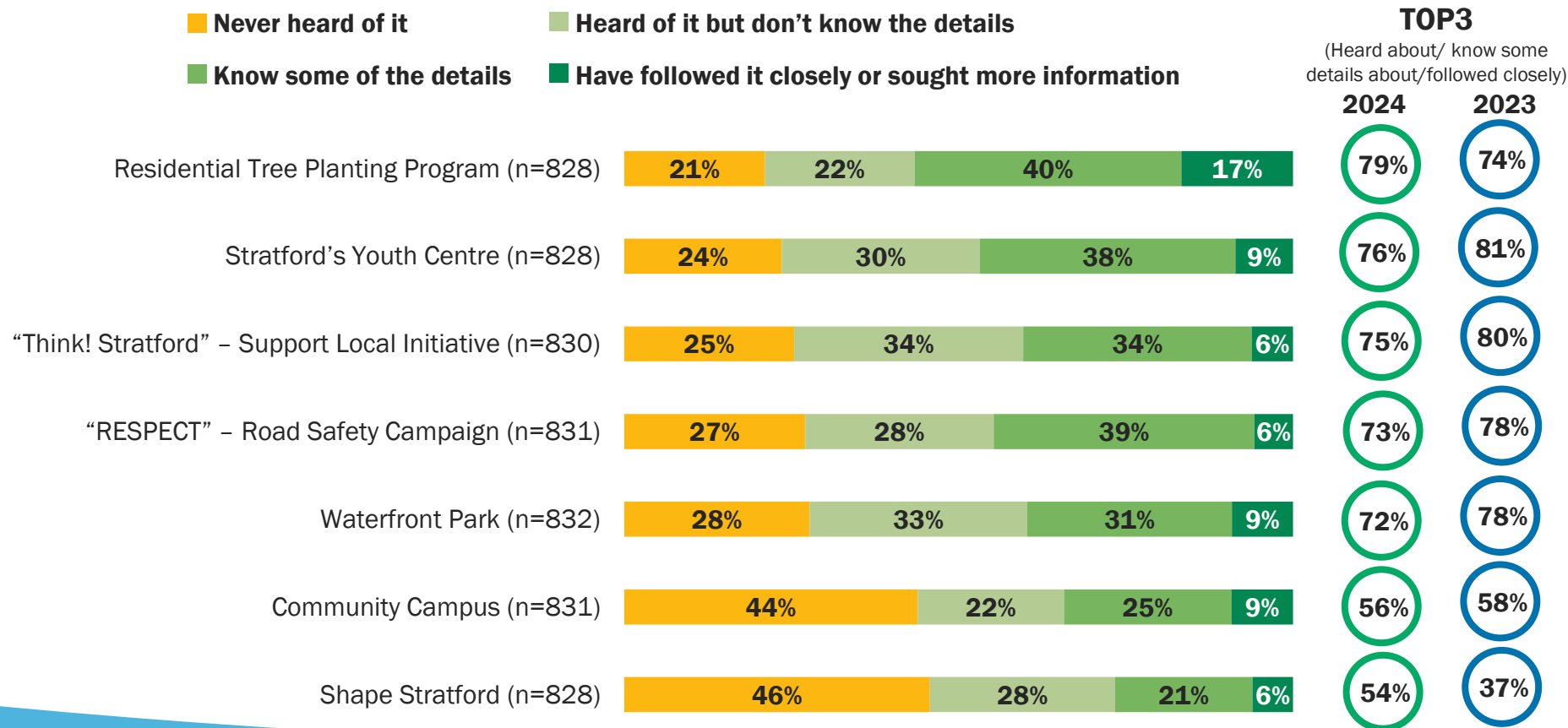
Note: Recommendations with <6% mentions are not shown in the visual.

Knowledge of Town Initiatives



Almost 8 in 10 residents (TOP3: 79%) have heard about, know some details about, or have followed it closely or sought more information regarding the residential tree planning program.

■ Never heard of it
 ■ Heard of it but don't know the details
 ■ Know some of the details
 ■ Have followed it closely or sought more information



The following groups are significantly more likely to **followed it closely or sought more information** about the residential tree planning program:

- Residents ages 16 to 44 (19%) or ages 45 to 64 (19%) compared to residents ages 65 years and older (8%).
- Households with 3 or more residents (20%) compared to households with 1 resident (10%).
- Households that make \$150K or more (27%) compared to households that make \$50K to <\$100K (14%).
- Households that make \$50K to <\$100K (14%), \$100K to <\$150K (19%), and \$150K or more (27%) compared to households that make less than \$50K (5%).
- Residents with children (24%) compared to residents without children (14%).

The following groups are significantly more likely to **know some of the details** about the residential tree planning program:

- Residents ages 65 years and older (45%) compared to residents ages 16 to 44 (35%).
- Residents born in Canada (41%) compared to residents that were not (26%).

Q19. How much do you know about the following Town initiatives? Choose the answer that best described how much you know about each initiative.

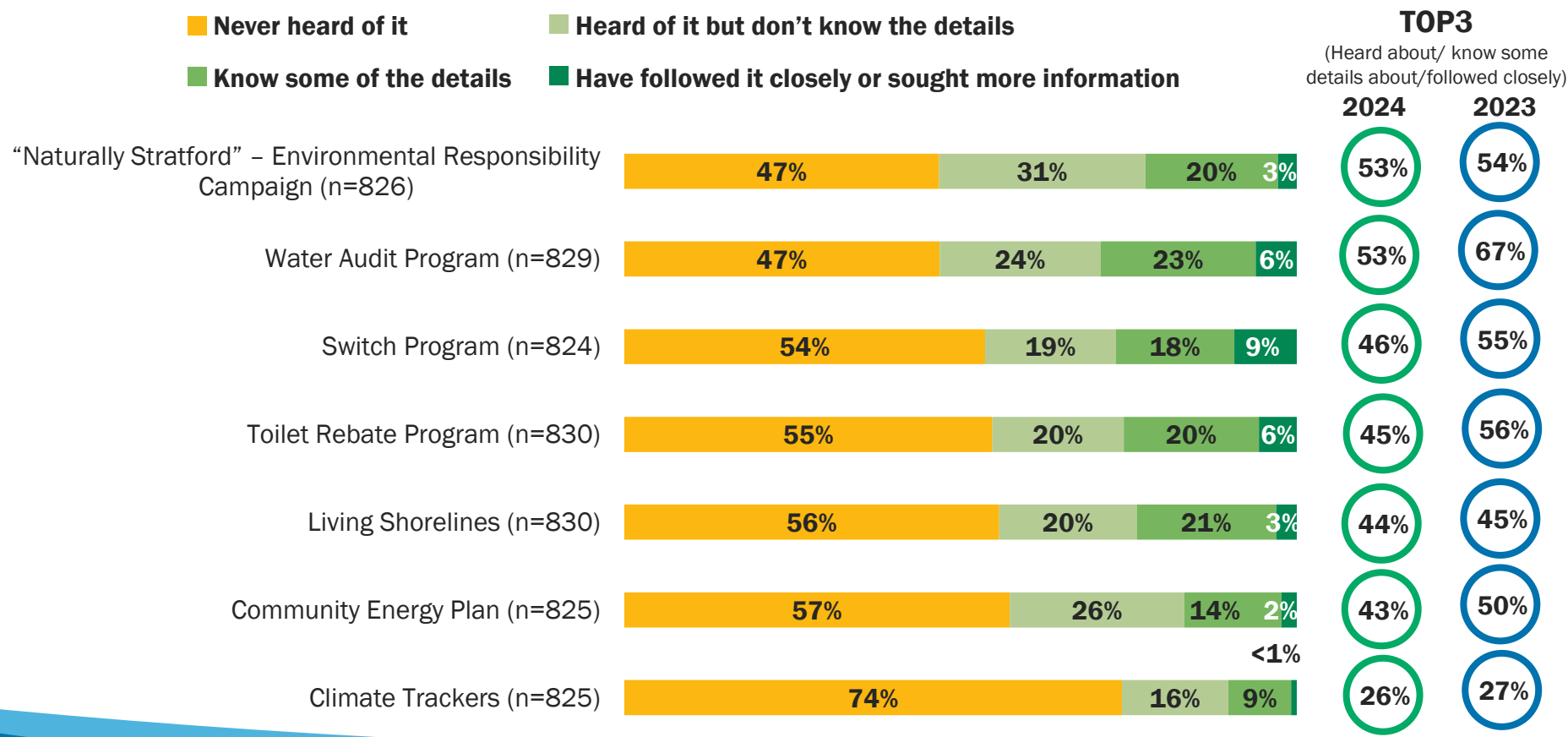
Sample Size: Shown in chart above

Base: All respondents

Knowledge of Town Initiatives (continued)



About 1 in 4 residents (26%) have heard about, know some details about, or have followed it closely or sought more information regarding climate trackers.



The following groups are significantly more likely to **never heard of the Climate Trackers initiative**:

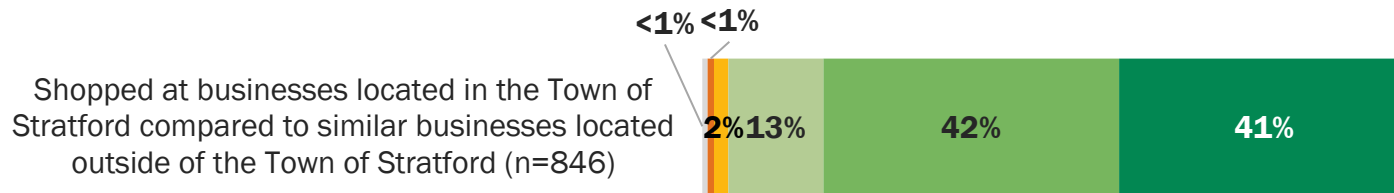
- Residents ages 16 to 44 (79%) or ages 45 to 64 (75%) compared to residents 65 years or older (64%).
- Households with 3 or more residents (80%) compared to households with 2 residents (68%).
- Households that make \$150K or more (88%) compared to households that make \$50K to <\$100K (63%) or \$100K to <\$150K (75%).

Think! Stratford – Support Local Initiatives

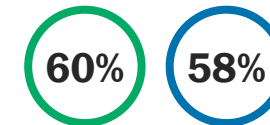
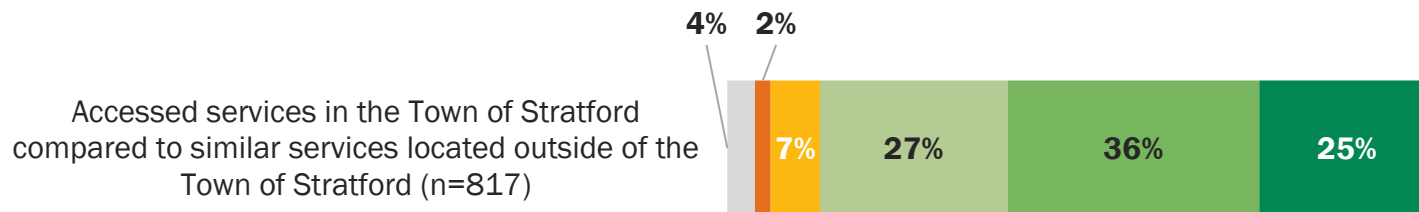
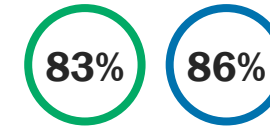


In the past year, residents have often or always shopped at businesses located in the Town instead of a similar business located outside the Town (TOP2: 83%) and have accessed services in the Town compared to a similar service outside of the Town (TOP2: 60%).

■ Unsure ■ Never ■ Seldom ■ Sometimes ■ Often ■ Almost always



TOP2
(Often / Almost Always)
2024 2023



The following groups are significantly more likely to **say their family shopped at businesses located in the Town (TOP2):**

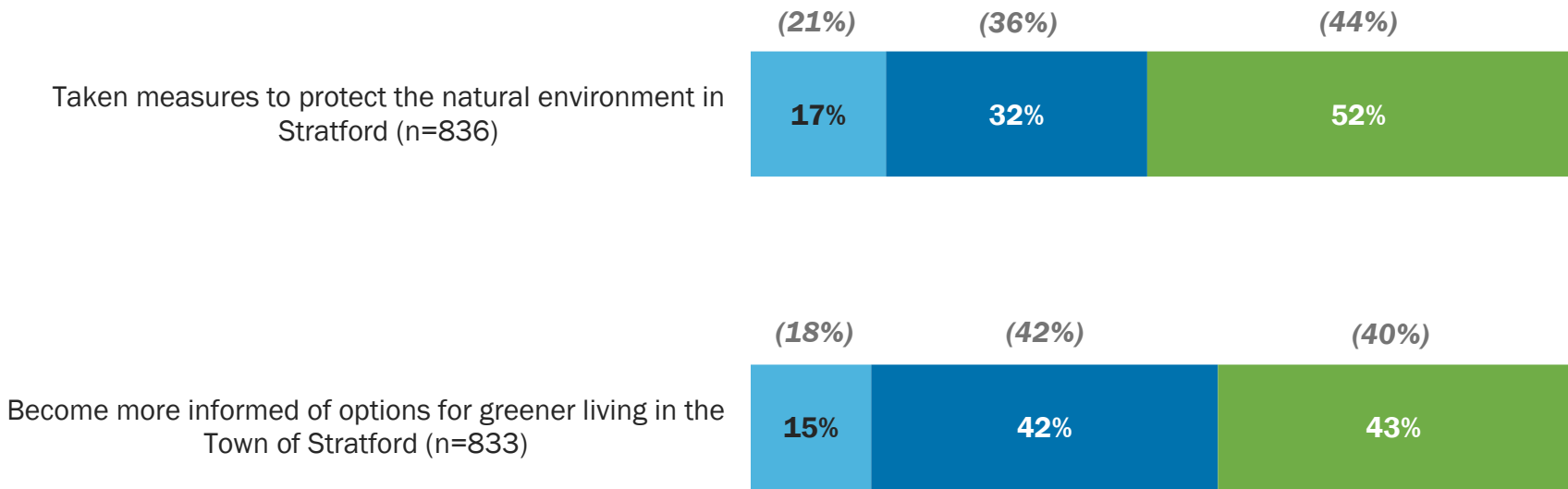
- Female residents (87%) compared to male residents (79%).
- Residents ages 45 to 64 (90%) or 65 years and older (91%) compared to residents ages 16 to 44 (75%).
- Residents that have lived in Stratford for 10 years or more (88%), compared to residents that have lived in Stratford for less than 10 years (75%).
- Households that make \$150K or more (89%) or \$100K to <\$150K (89%) compared to households that make less than \$50K (65%) or \$50K to <\$100K (79%).
- Residents that lived in Canada for 10 years or more (85%) compared to residents that have lived in Canada for less than 10 years (48%).
- Residents that own their home (87%) compared to residents that rent their home (71%).

Naturally Stratford – Environmental Responsibility Campaign



Over the past year, residents have taken measures to protect the natural environment (52%) and become more informed of options for greener living in the Town (43%).

■ Not applicable / Don't know ■ No ■ Yes
(2023 results in brackets)



The following groups are significantly more likely to have **taken measures to protect the natural environment in Stratford**:

- Male residents (57%) compared to female residents (45%).
- Residents that lived in Canada for less than 10 years (71%) compared to residents that have lived in Canada for 10 years or more (51%).
- Residents with a disability (71%) compared to residents without a disability (49%).

The following groups are significantly more likely to have **become more informed about options for greener living in Stratford**:

- Male residents (48%) compared to female residents (38%).
- Households with 2 residents (48%) compared to households with 1 resident (31%).
- Residents that own their home (47%) compared to residents that rent their home (34%).

RESPECT – Road Safety Campaign



Compared to last year, residents are more likely to slow down, move over, and think of others (64%), and be aware of road safety concerns (50%).

■ Not applicable / Don't know ■ No ■ Yes
(2023 results in brackets)

Likely to Slow Down, Move Over, and Think of Others while driving compared to last year (n=836)



Aware of road safety concerns compared to last year (n=838)



The following groups are significantly more likely to **slow down, move over, and think of others while driving compared to last year**:

- Residents 65 years or older (75%) compared to residents ages 16 to 44 (62%) or ages 45 to 64 (61%).
- Households that make less than \$50K (76%) compared to households that make \$150K or more (56%).

The following groups are significantly more likely to say they are **aware of road safety concerns compared to last year**:

- Residents ages 65 years or older (63%) compared to residents ages 45 to 64 (53%).
- Residents ages 45 to 64 (53%) or 65 years or older (63%) compared to residents ages 16 to 44 (42%).

Shape Stratford



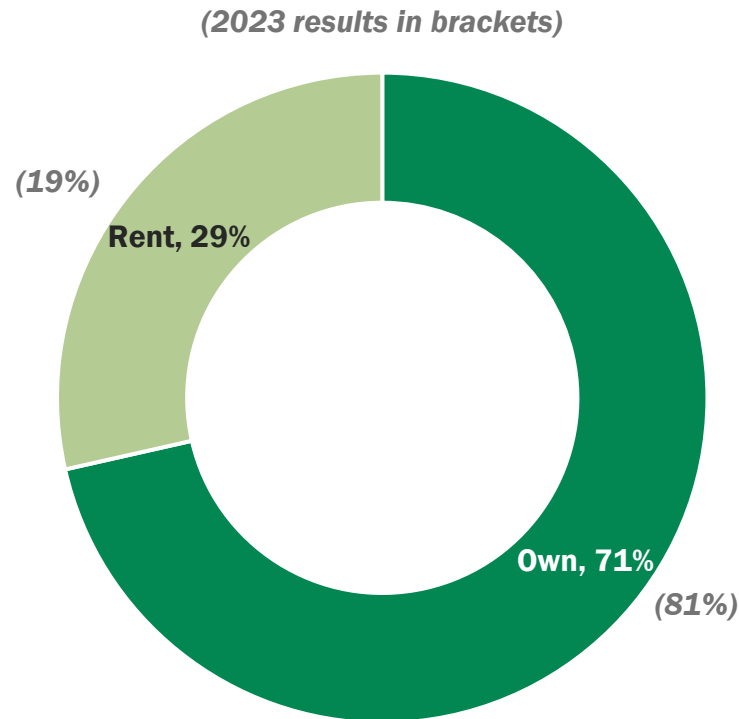
Shape
Stratford



Dwelling Ownership



7 in 10 residents (71%) indicate that they own their dwelling, while nearly 3 in 10 residents (29%) indicate that they rent their dwelling.



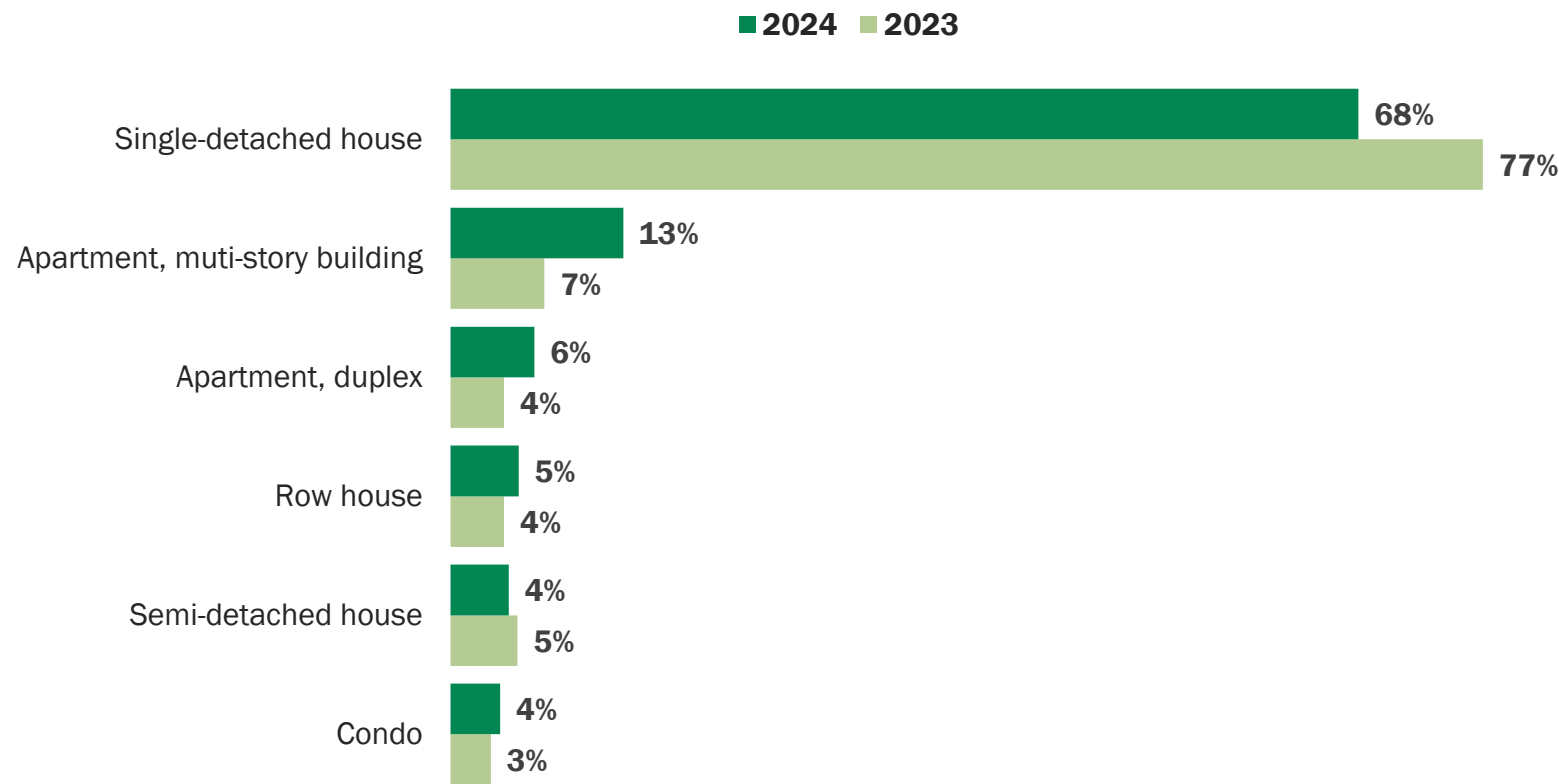
The following groups are significantly more likely to **own their home**:

- Residents ages 45 to 64 (88%) compared to residents ages 16 to 44 (61%) or 65 years or older (69%).
- Residents that have lived in Stratford for 10 years or more (81%), compared to residents that have lived in Stratford for less than 10 years (55%).
- Households with 3 or more residents (80%) compared to households with 1 resident (59%) or 2 residents (67%).
- Residents with children (82%) compared to residents without children (67%).
- Households that make \$50K to <\$100K (59%), \$100K to <\$150K (85%), or \$150K or more (95%) compared to households that make less than \$50K (32%).
- Households that make \$100K to <\$150K (85%), or \$150K or more (95%) compared to households that make \$50K to <\$100K (59%).
- Households that make \$150K or more (95%) compared to households that make \$100K to <\$150K (85%).
- Residents without a disability (75%) compared to residents with a disability (52%).

Dwelling Type



About two-thirds of respondents (68%) indicate that they live in a single-detached house.



The following groups are significantly more likely to live in a single-detached house:

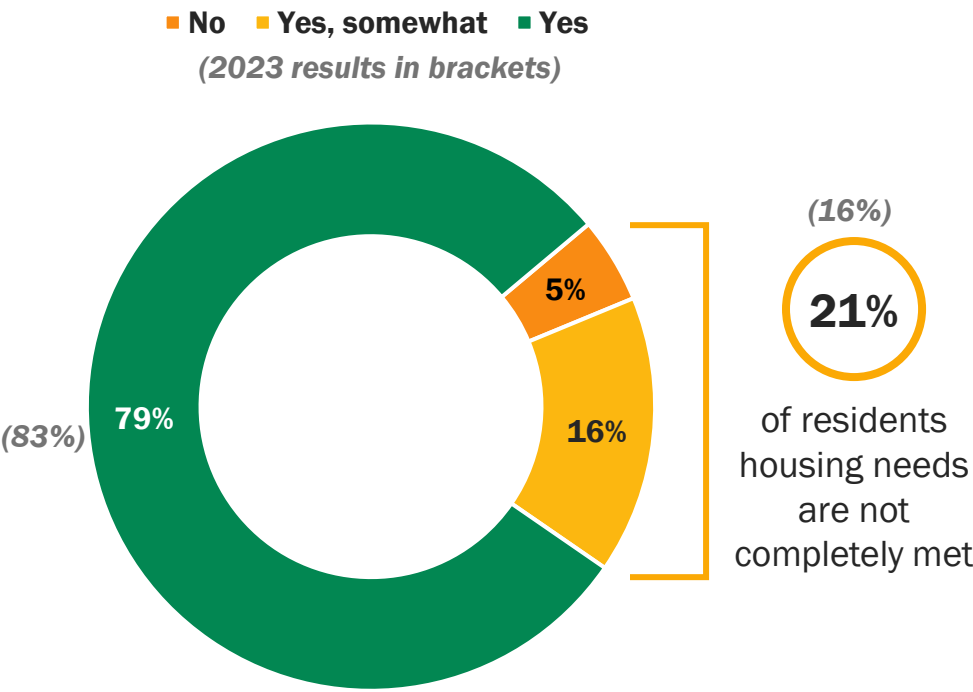
- Residents ages 45 to 64 (84%) compared to residents ages 16 to 44 (57%) or 65 years or older (64%).
- Residents that have lived in Stratford for 10 years or more (76%), compared to residents that have lived in Stratford for less than 10 years (53%).
- Households with 2 residents (63%) or 3 or more residents (79%) compared to households with 1 resident (48%).
- Households with 3 or more residents (79%) compared to households with 2 residents (63%).
- Households that make \$50K to <\$100K (51%), \$100K to <\$150K (85%), or \$150K or more (93%) compared to households that make less than \$50K (29%).
- Households that make \$100K to <\$150K (85%), or \$150K or more (93%) compared to households that make \$50K to <\$100K (51%).
- Residents that lived in Canada for 10 years or more (70%) compared to residents that have lived in Canada for less than 10 years (35%).
- Residents without a disability (71%) compared to residents with a disability (43%).

Meeting Residents' Housing Needs

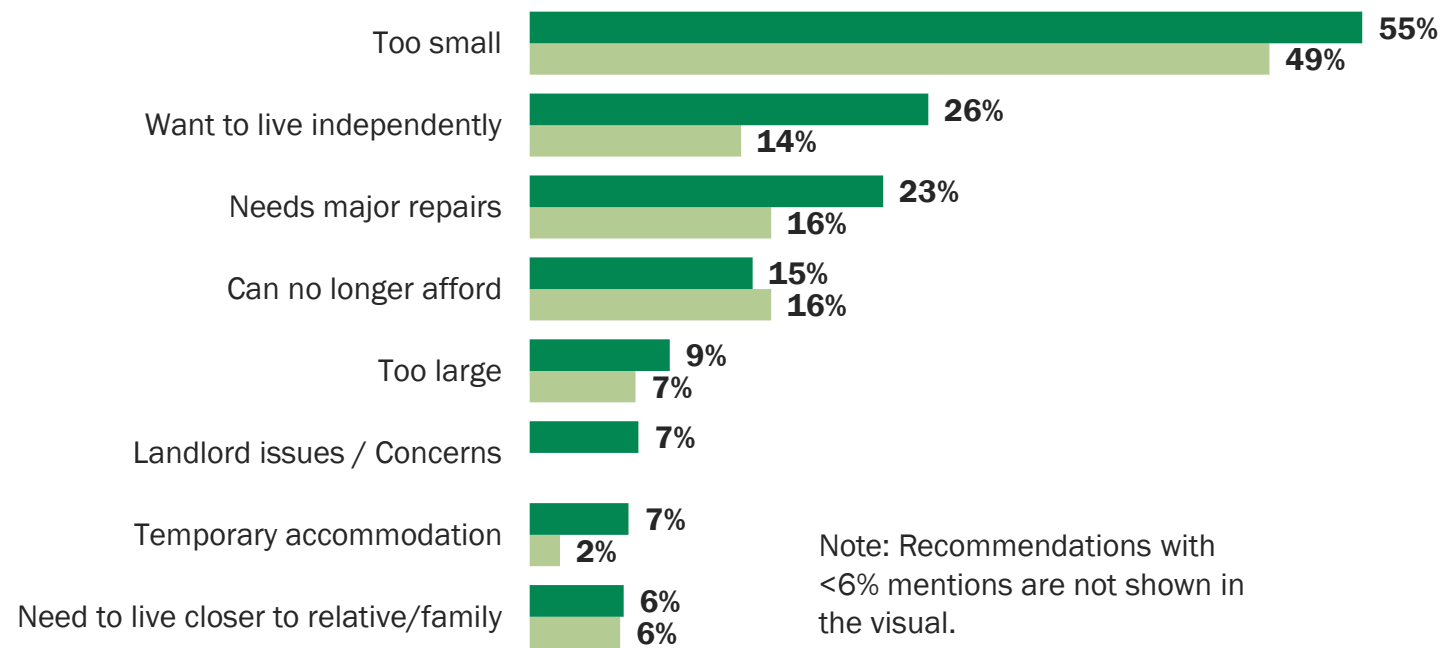


The majority of residents (79%) say their current housing situation meets their needs. Of the 21% of residents that only somewhat, or do not have a housing situation that meets their needs, 55% indicated the reason to be that it is too small.

Current Housing Situation Meeting Residents Needs



Top Reasons Why Current Residence does not Meet Household Needs



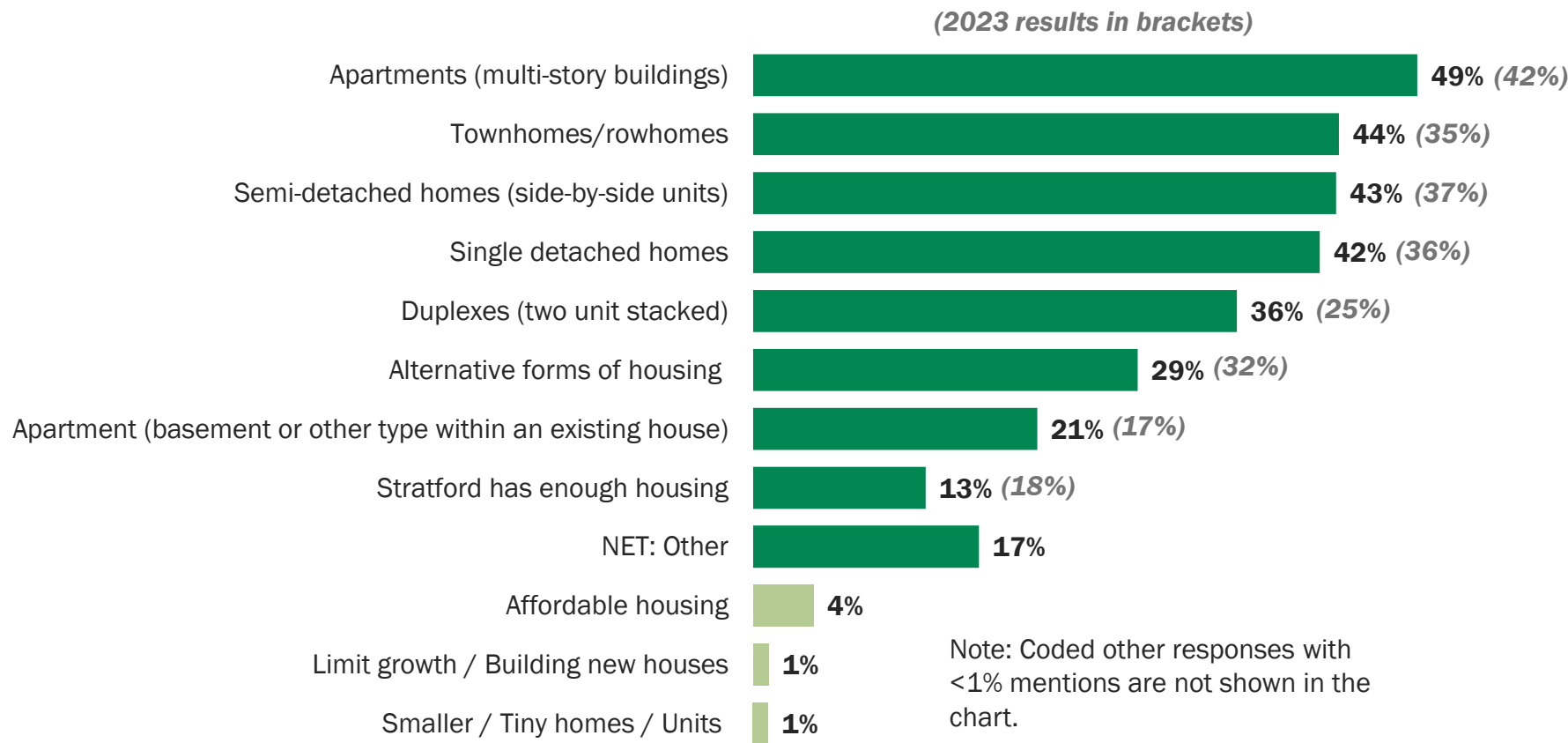
Q26. Does your current housing situation meet your household's needs?
Sample Size: n=841
Base: All respondents

Q27. Please give reasons why your current residence does not completely meet your household's needs (check all that apply). [multi-select]
Sample Size: n=172
Base: All respondents

Meeting Housing Needs: Types of Dwellings



To meet the housing needs of residents, respondents believe that more apartments are necessary (49%), followed by townhome/rowhomes (44%), and semi-detached homes (43%).



Note: Coded other responses with <1% mentions are not shown in the chart.

The following groups are significantly more likely to say the Town needs more **single detached homes**:

- Households with 3 or more residents (49%) compared to households with 1 resident (30%).
- Residents with children (53%) compared to residents without children (37%).
- Residents that own their home (46%) compared to residents that rent their home (33%).

The following groups are significantly more likely to say the Town needs more **duplexes**:

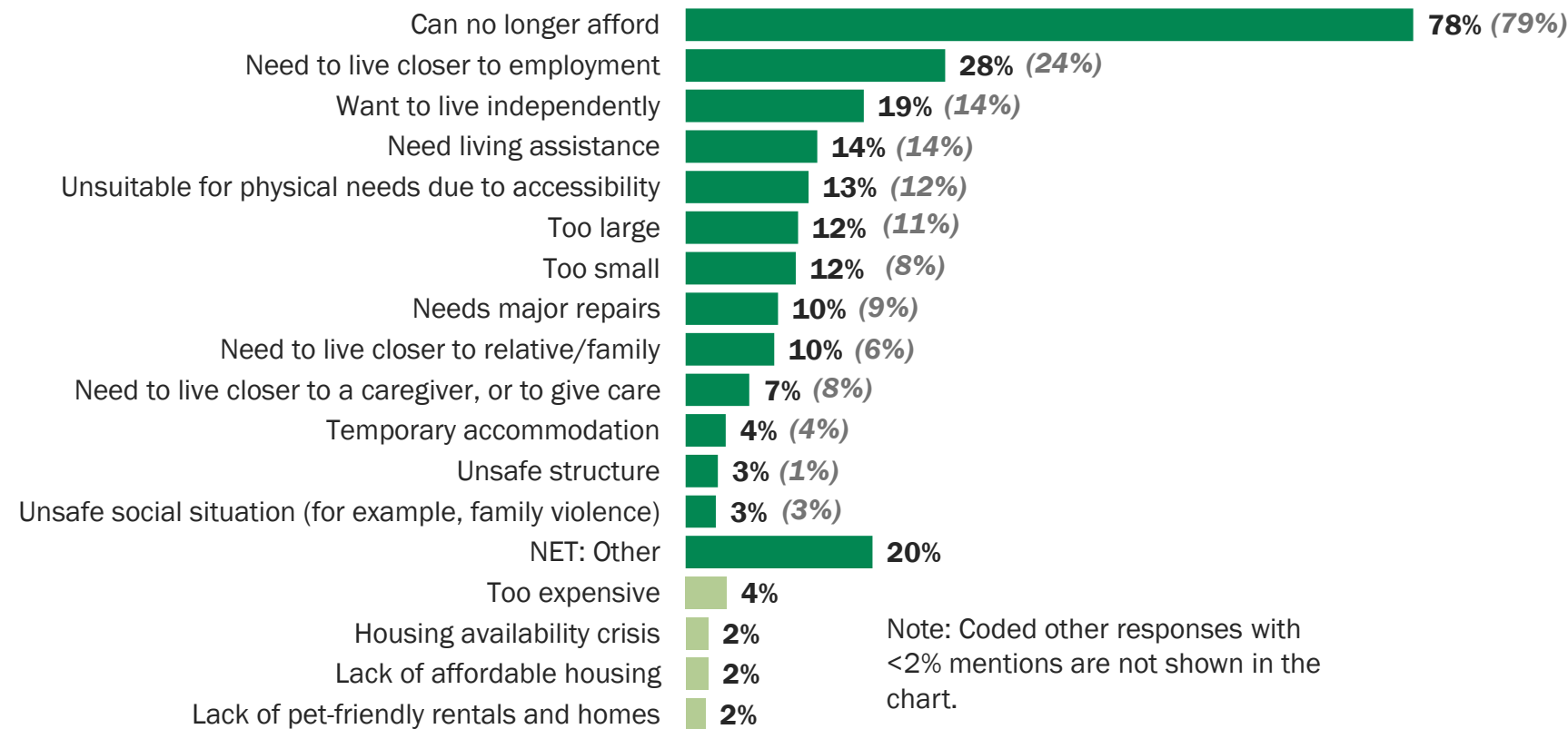
- Residents ages 16 to 44 (43%) compared to residents ages 45 to 64 (32%) or 65 years or older (30%).
- Residents that lived in Canada for 10 years or more (38%) compared to residents that have lived in Canada for less than 10 years (15%).

Identifying Challenges to Housing Accessibility



An inability to afford housing (78%) makes it difficult for residents to have housing that fits their needs.

(2023 results in brackets)



Note: Coded other responses with <2% mentions are not shown in the chart.

- Residents ages 16 to 44 (83%) and ages 45 to 64 (78%) are significantly more likely to mention **no longer being able to afford housing** as a challenge they face compared to residents ages 65 years or older (69%).
- Households that make \$150K or more (33%) are significantly more likely to mention **needing to live closer to employment** as a challenge they face compared to compared to households that make \$50K to <\$100K (19%).

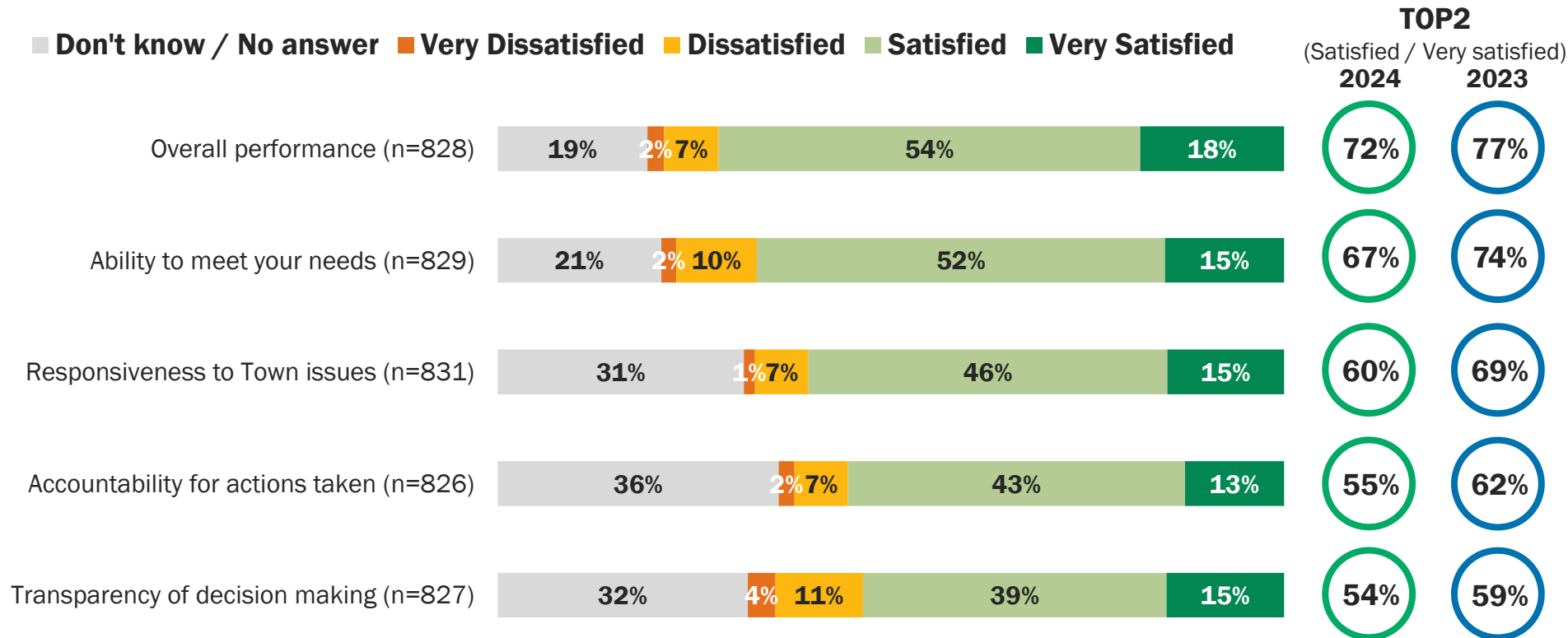
Town Performance



Satisfaction with Town Performance



The majority (TOP2: 72%) of residents are satisfied with the Towns overall performance.



The following groups are significantly more likely to be satisfied (TOP2) with the Towns overall performance:

- Residents ages 65 years or older (80%) compared to residents ages 16 to 44 (69%) or 45 to 64 (71%).
- Residents that have lived in Stratford for 10 years or more (76%), compared to residents that have lived in Stratford for less than 10 years (65%).
- Residents that own their home (75%) compared to residents that rent their home (63%).

Q30. When you think about the Town of Stratford, how satisfied are you with each of the following areas?

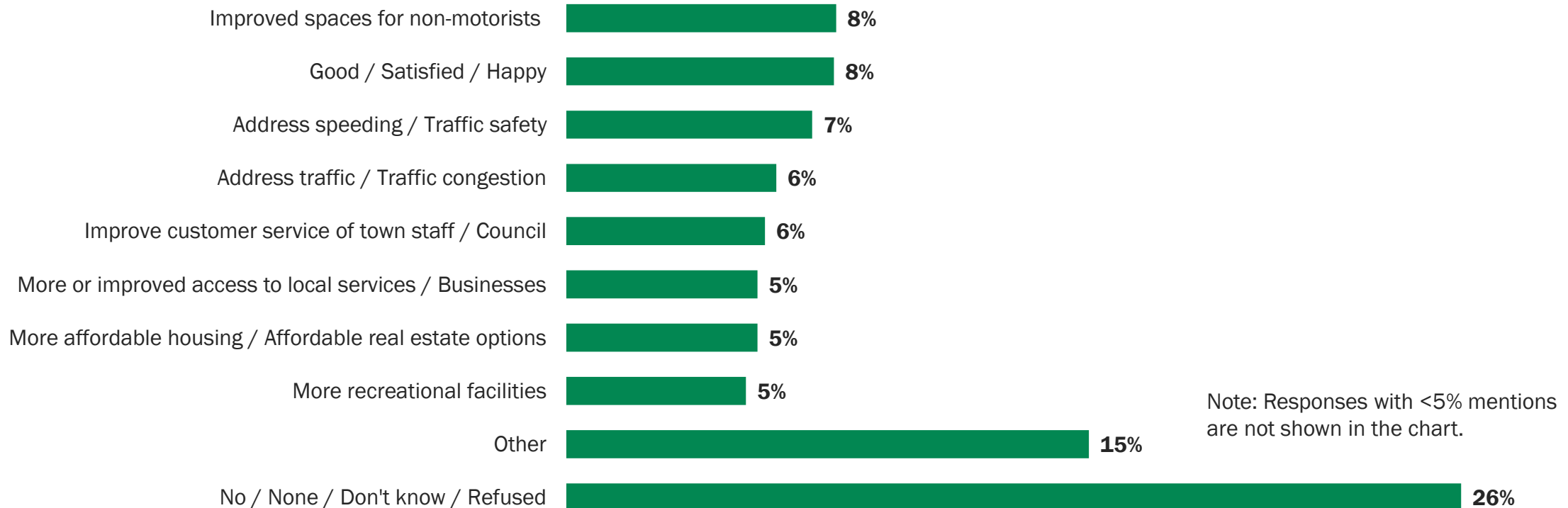
Sample Size: Shown in chart above

Base: All respondents

Additional Comments on Town Performance



Additional comments from residents include improving spaces for non-motorists (8%), that they are satisfied/happy with the Town (8%), and addressing speeding/traffic safety (7%).



Q31. Do you have additional comments? Please describe briefly. [open-ended]

Sample Size: n=285

Base: All respondents

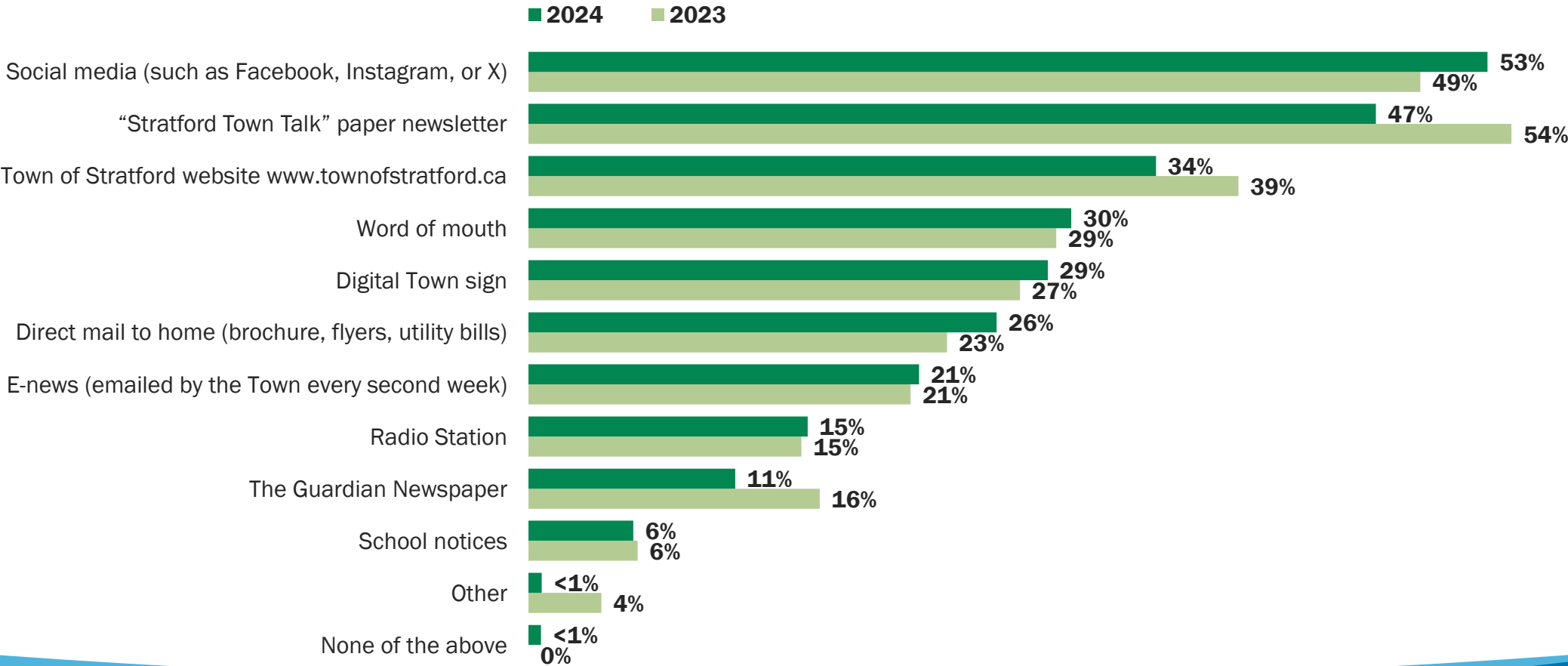
Customer Service and Communications Satisfaction



Main Sources of Information Regarding the Town



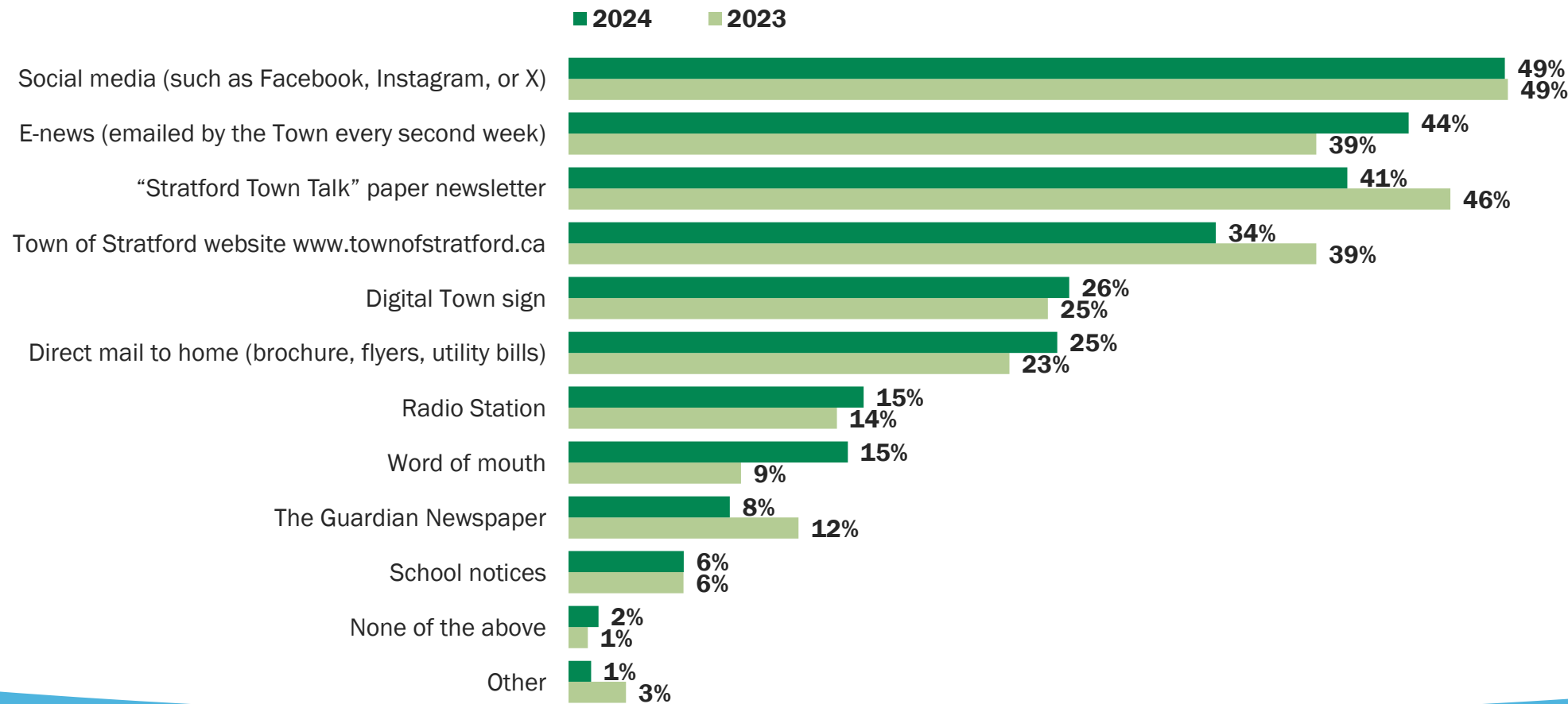
Social media is the main source (53%) of information regarding the Town, followed by the Stratford Town Talk (47%), and the Town website (34%).



Preferred Sources of Information Regarding the Town



Social media is also the preferred source (49%) of information regarding the Town. E-news is not a main source for information regarding the Town (21%) but is a preferred source (44%).

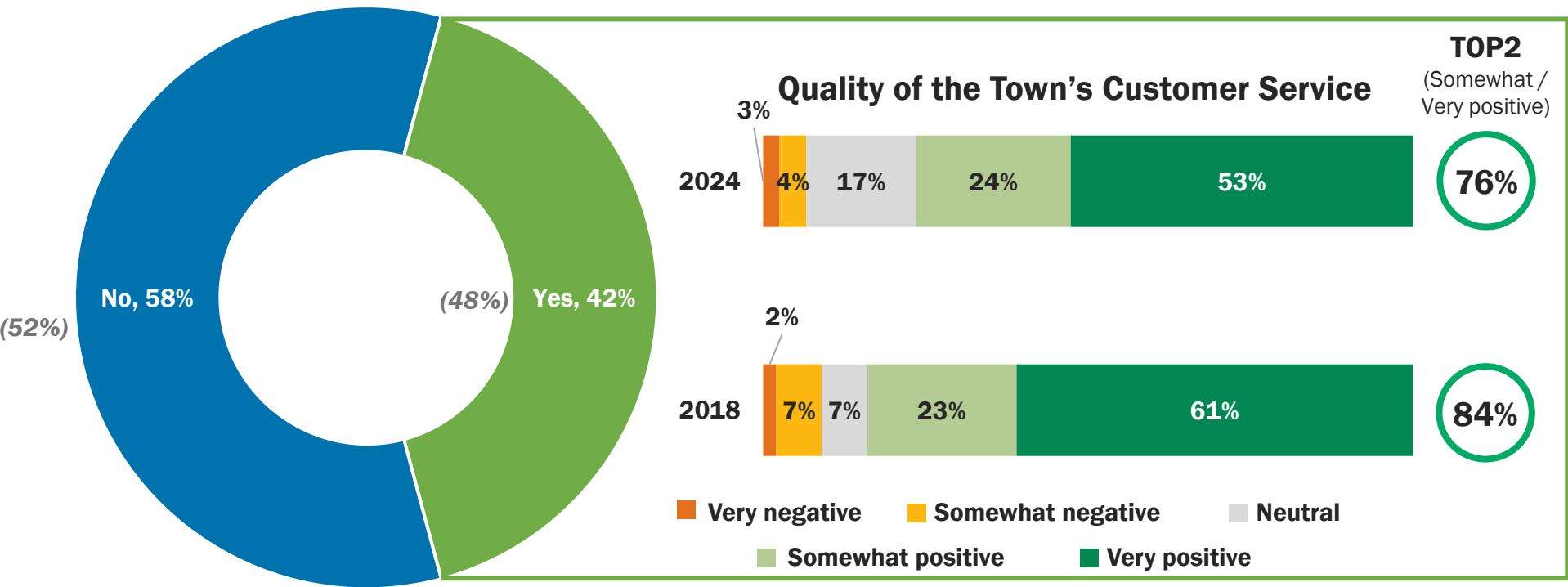


Customer Service with the Town



In the last 12 months, 42% of residents contacted the Town office for a service or information. Of those who contacted the Town, about 3 in 4 residents (TOP2: 76%) are satisfied with the Towns customer service.

Contacting the Town in the Last 12 Months (2018 results in brackets)



The following groups are significantly more likely to have **contacted the Town in the last 12 months**:

- Households with 3 or more residents (50%) compared to households with 1 resident (29%) or 2 residents (37%).
- Residents with children (52%) compared to residents without children (37%).
- Residents that own their home (48%) compared to residents that rent their home (27%).

Q32. Have you contacted any Town of Stratford office for service or information in the last 12 months?
Sample Size: n=836
Base: All respondents

Q33. Overall, how would you rate the quality of your customer service experience with the Town of Stratford this year?
Sample Size: n=348
Base: Respondents that contacted the Town in the last 12 months

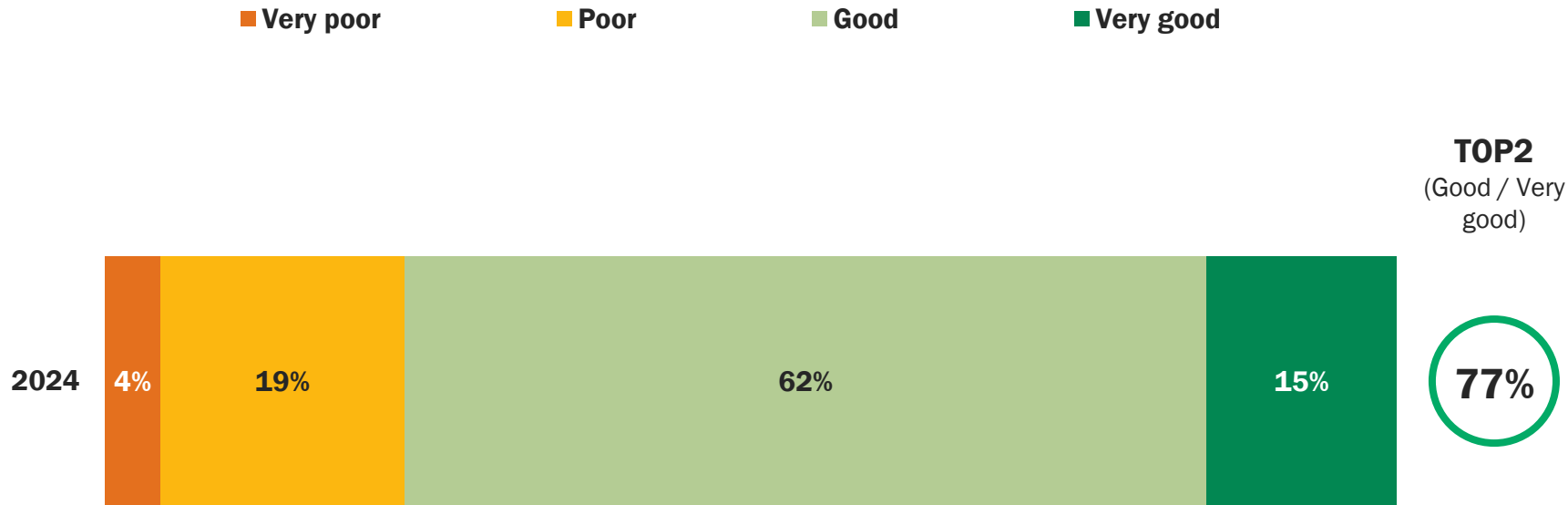
Spending and Taxation



Value for Tax Dollars



About 3 in 4 residents (TOP2: 77%) believe they get a good or very good value for their tax dollars.



The following groups are significantly more likely to rate the **value of their tax dollars as good or very good (TOP2)**:

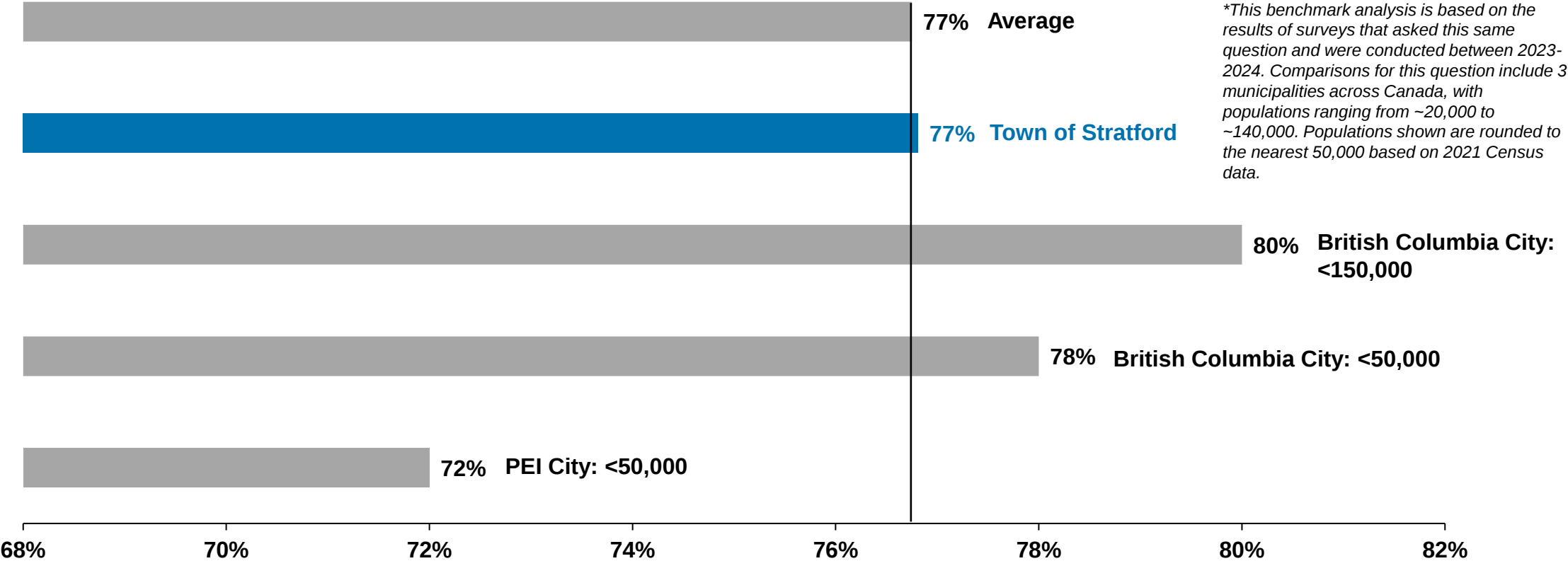
- Residents that are 65 years or older (90%) compared to residents ages 16 to 44 (70%) or ages 45 to 64 (78%).
- Residents that own their home (80%) compared to residents that rent their home (68%).

Value for Tax Dollars

Benchmark Comparison



With the majority of residents (TOP2: 77%) saying they receive good value for their tax dollars, the Town of Stratford meets the average rating of value for tax dollars.



Reducing Paper Production

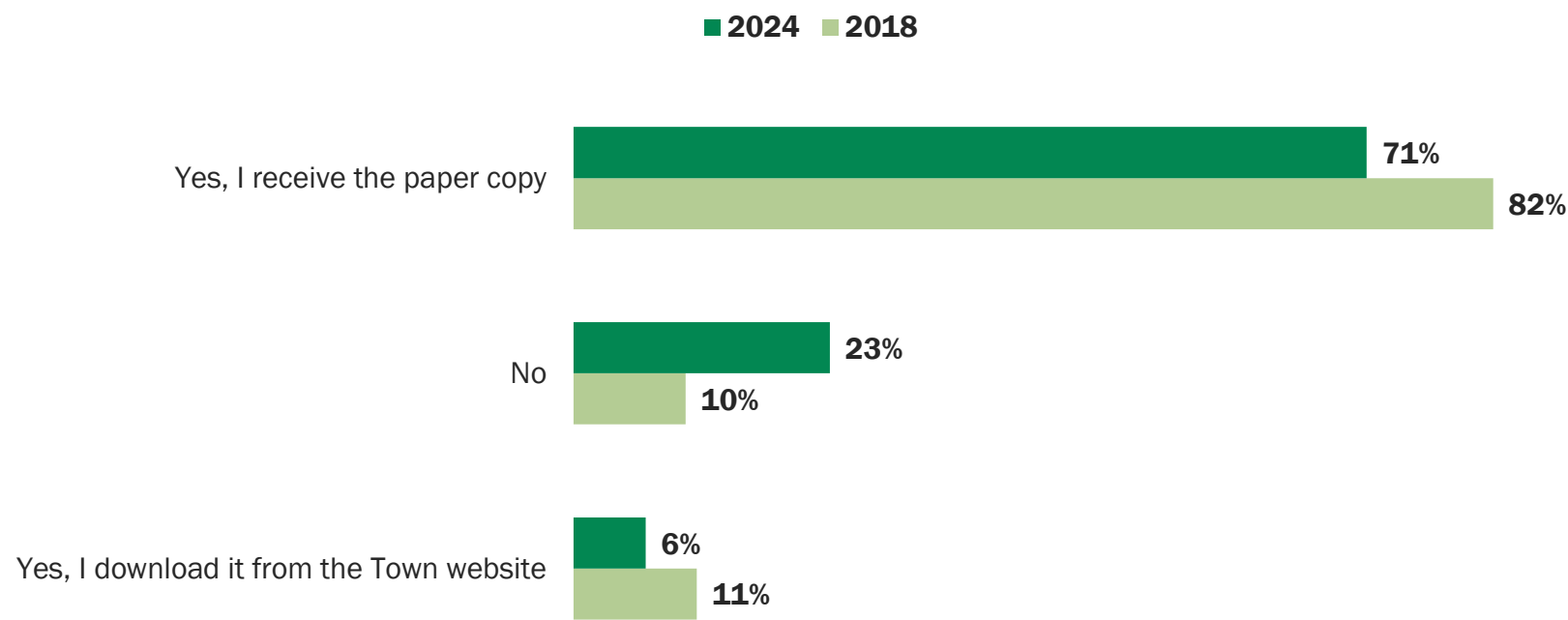


Receiving the Stratford Newsletter – Town Talk



7 in 10 residents (71%) currently receive a paper copy of Stratford’s newsletter “Town Talk”.

Receive the Stratford Newsletter - Town Talk



The following groups are significantly more likely to **receive the paper copy of the Town Talk newsletter**:

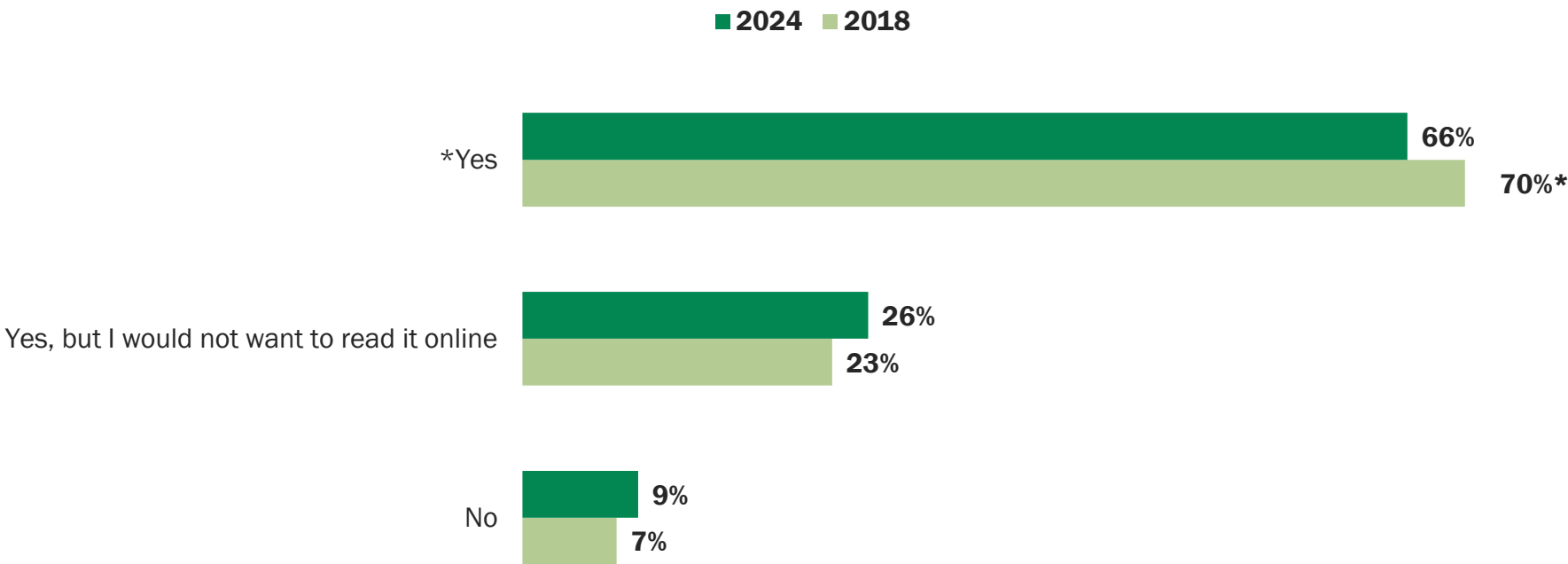
- Residents that have lived in Stratford for 10 years or more (81%), compared to residents that have lived in Stratford for less than 10 years (53%).
- Households with 1 resident (80%) compared to households with 3 or more residents (65%).
- Households that make \$150K or more (75%) compared to households that make \$50K to <\$100K (61%).
- Residents that own their home (76%) compared to residents that rent their home (57%).
- Residents ages 45 to 64 (76%) or 65 years or older (84%) compared to residents ages 16 to 44 (61%).
- Residents ages 65 years or older (84%) compared to residents ages 45 to 64 (76%).

Receiving the Stratford Newsletter – Town Talk



If Stratford’s newsletter “Town Talk” was only available electronically, 2 in 3 residents (66%) would be able to read the newsletter.

Ability to Access Town Talk if only Available Electronically



*Note: 2018 version said “Yes, I could download it from the Town Website”

The following groups are significantly more likely to say they would be **able to read the newsletter if only available electronically**:

- Residents that have lived in Stratford for less than 10 years (73%), compared to residents that have lived in Stratford for 10 years or more (62%).
- Households with 2 residents (70%) compared to households with 1 resident (56%).
- Households that make \$50K to <\$100K (70%), \$100K to <\$150K (75%), or \$150K or more (73%) compared to households that make less than \$50K (43%).
- Residents ages 16 to 44 (67%) or 45 to 64 (75%) compared to residents ages 65 years or older (50%).

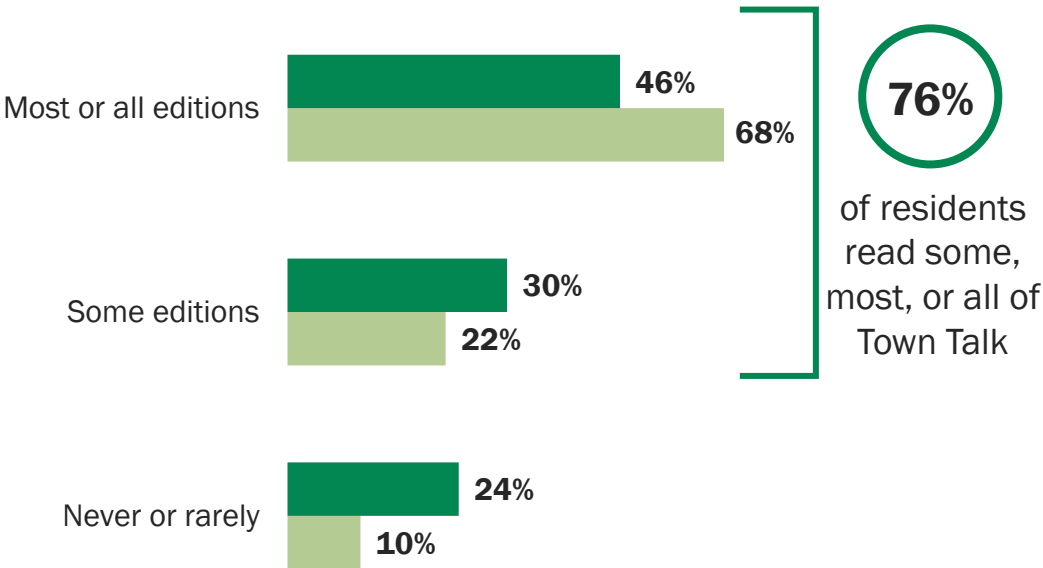
Reading the Stratford Newsletter – Town Talk



Of the 76% of residents that read Town Talk, almost half (45%) usually read most or all of the newsletter.

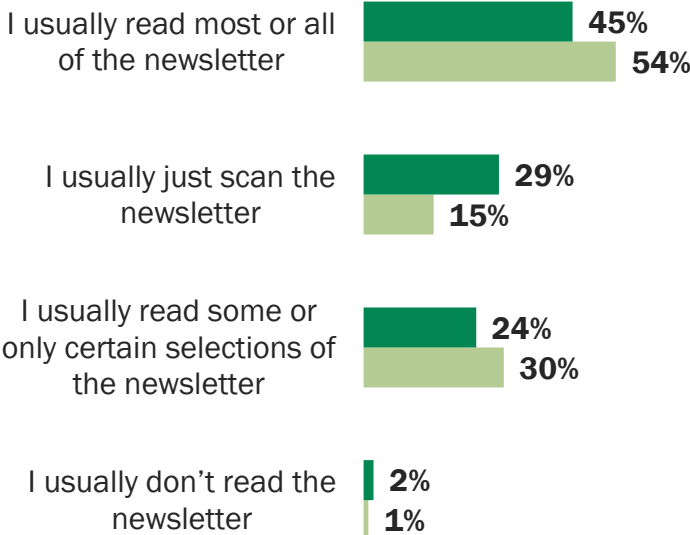
Frequency Reading Town Talk

■ 2024 ■ 2018



Amount of Town Talk Read

■ 2024 ■ 2018



The following groups are significantly more likely to say they read most or all editions of Town Talk:

- Female residents (52%) compared to male residents (40%).
- Residents ages 45 to 64 (54%) or 65 years or older (76%) compared to residents ages 16 to 44 (25%).
- Residents that have lived in Stratford for 10 years or more (53%), compared to residents that have lived in Stratford for less than 10 years (33%).
- Households with 1 resident (54%) or 2 residents (51%) compared to households with 3 or more residents (38%).
- Residents without children (51%) compared to residents with children (35%).
- Residents that own their home (52%) compared to residents that rent their home (30%).

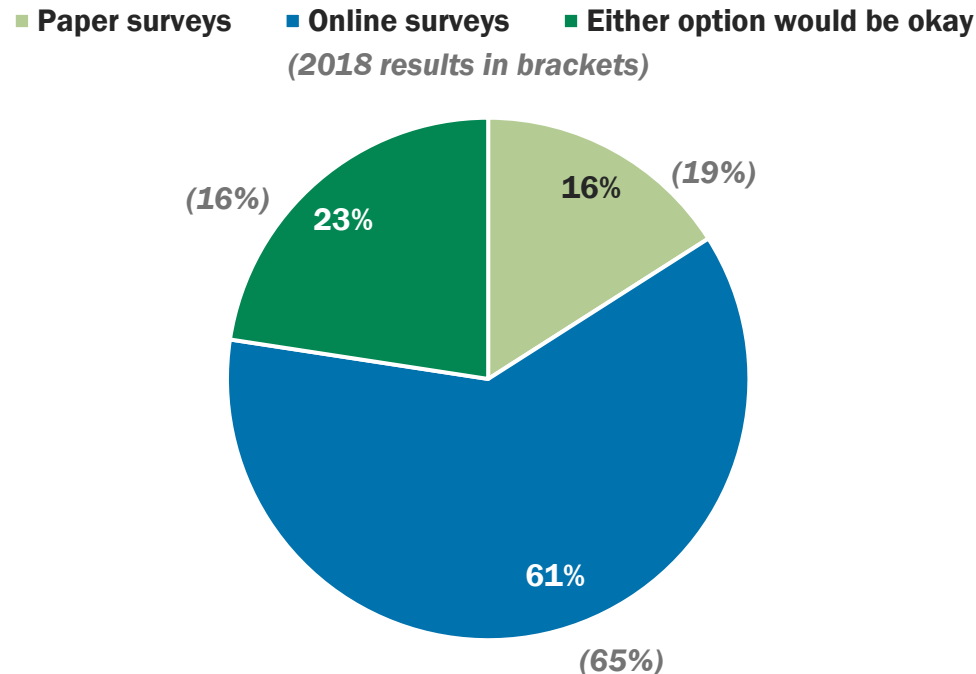
Q37. How often do you read Town Talk?
Sample Size: n=843
Base: All respondents

Q38. How much of the Town Talk Newsletter do you usually read? Please choose the option that best applies to you.
Sample Size: n=640
Base: Respondents that read some, most, or all editions of Town Talk

Paper or Online Survey Preference

About 6 in 10 residents (61%) prefer to complete the annual resident survey online. Nearly 1 in 4 (23%) have no preference.

Mail or Online Survey Preference



The following groups are significantly more likely to say they would **prefer to complete an online survey**:

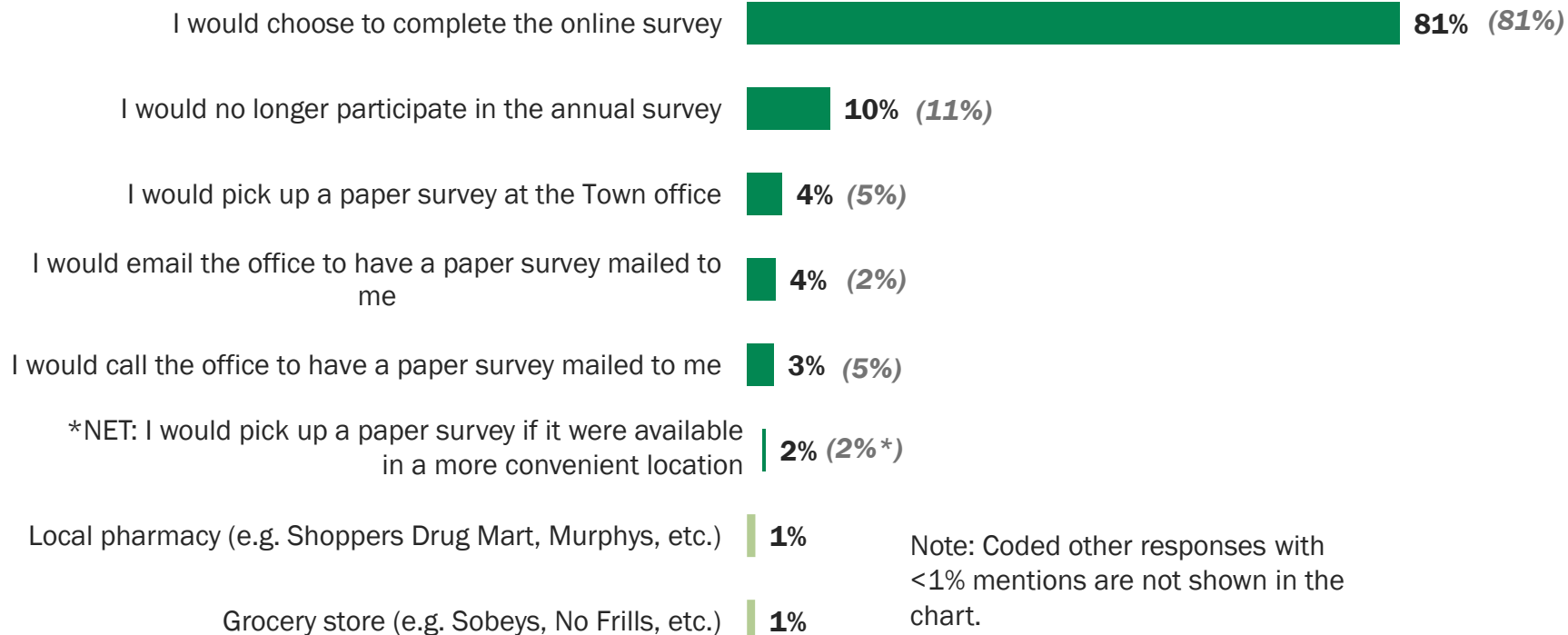
- Male residents (67%) compared to female residents (56%).
- Residents ages 16 to 44 (67%) or 45 to 64 (72%) compared to residents ages 65 years or older (35%).
- Households with 3 or more residents (65%) compared to households with 1 resident (50%).
- Households that make \$100K to <\$150K (72%) compared to households that make less than \$50K (54%) or \$50K to <\$100K (56%).

Town Moving to “Paper Survey by Request”



If the Town moved to “paper by request only”, the majority of residents (81%) would complete the online survey. However, 1 in 10 residents (10%) would no longer participate in the annual survey.

(2018 results in brackets)



Note: Coded other responses with <1% mentions are not shown in the chart.

*Note: 2018 version said “Pick up a paper survey other location”

The following groups are significantly more likely to say they **would choose to complete the online survey**:

- Residents ages 16 to 44 (86%) and ages 45 to 64 (86%) compared to residents ages 65 years or older (64%).
- Households with 2 residents (84%) or 3 or more residents (84%) compared to households with 1 resident (68%).
- Households that make \$150K or more (90%) compared to households that make less than \$50K (73%) or \$50K to <\$100K (80%).

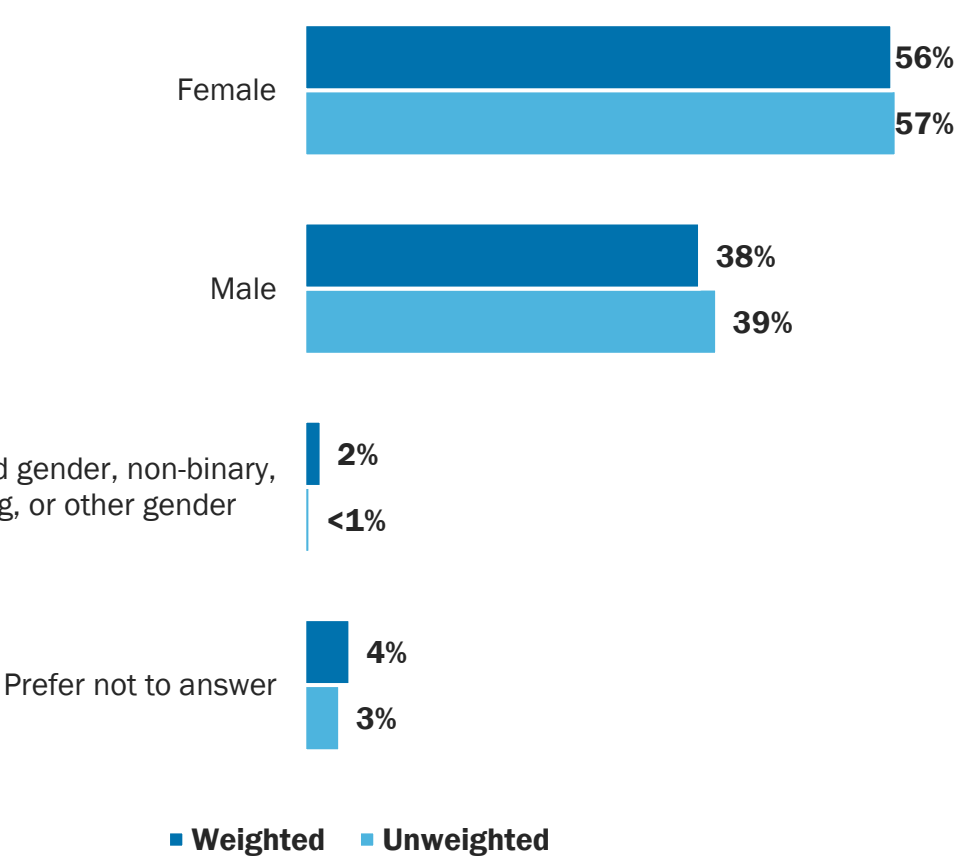
Demographics



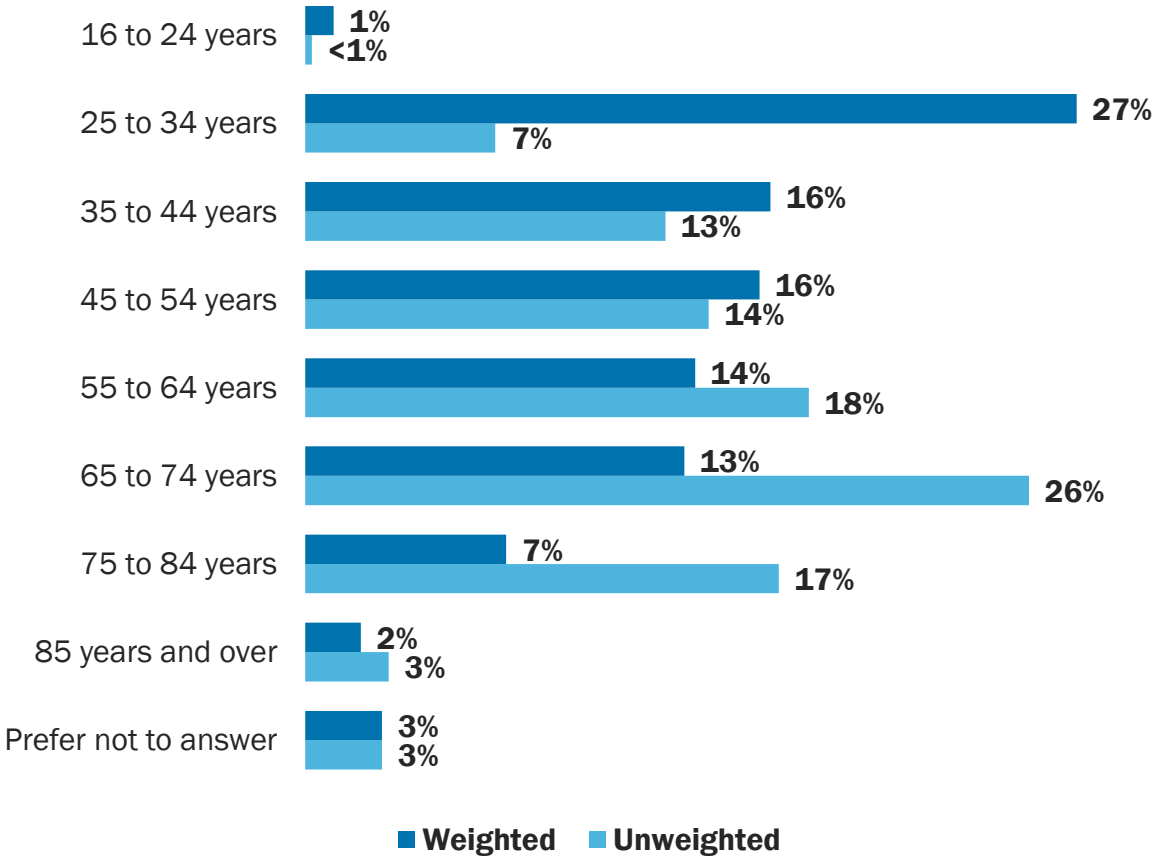
Demographics



Gender



Age

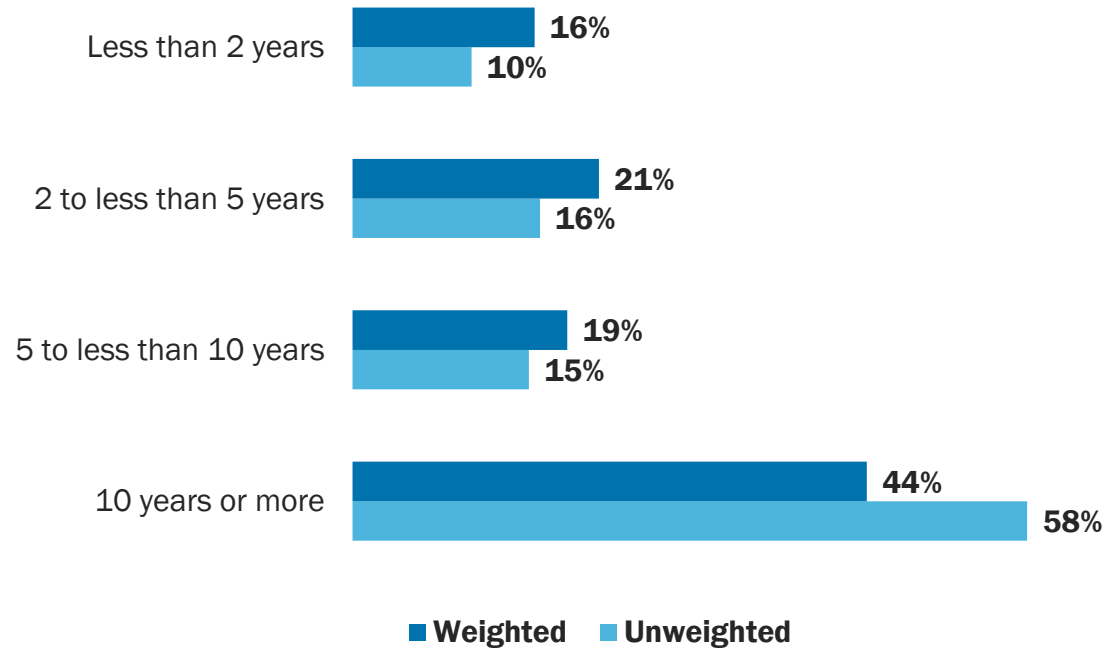


Q44. How do you describe yourself? Please check one. / Q46. Your age is:
Sample Size: n=845 / n=846
Base: All respondents

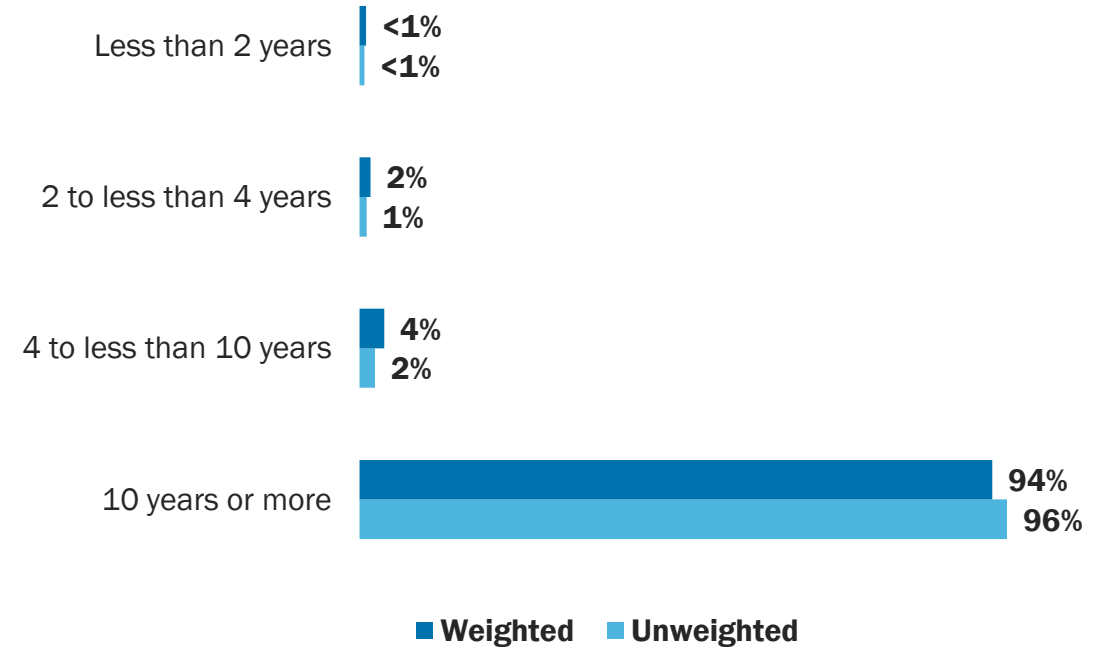
Demographics



Time Lived in Stratford



Time Lived in Canada

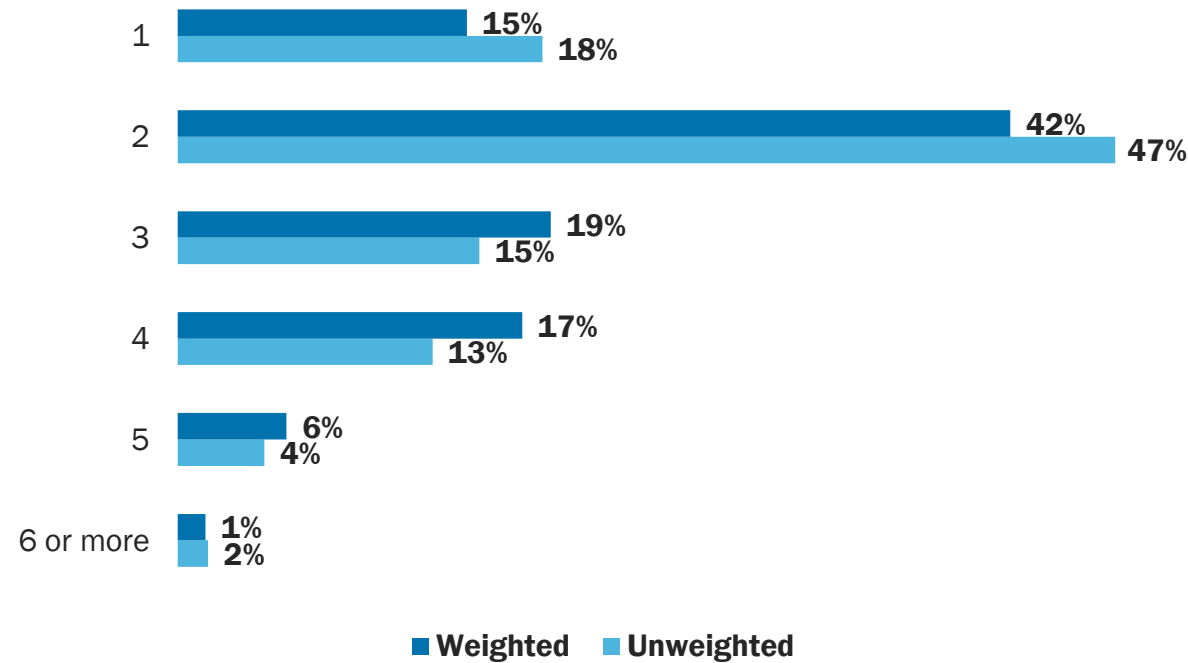


Q42. How long have you lived in Stratford / Q48. How long have you lived in Canada?

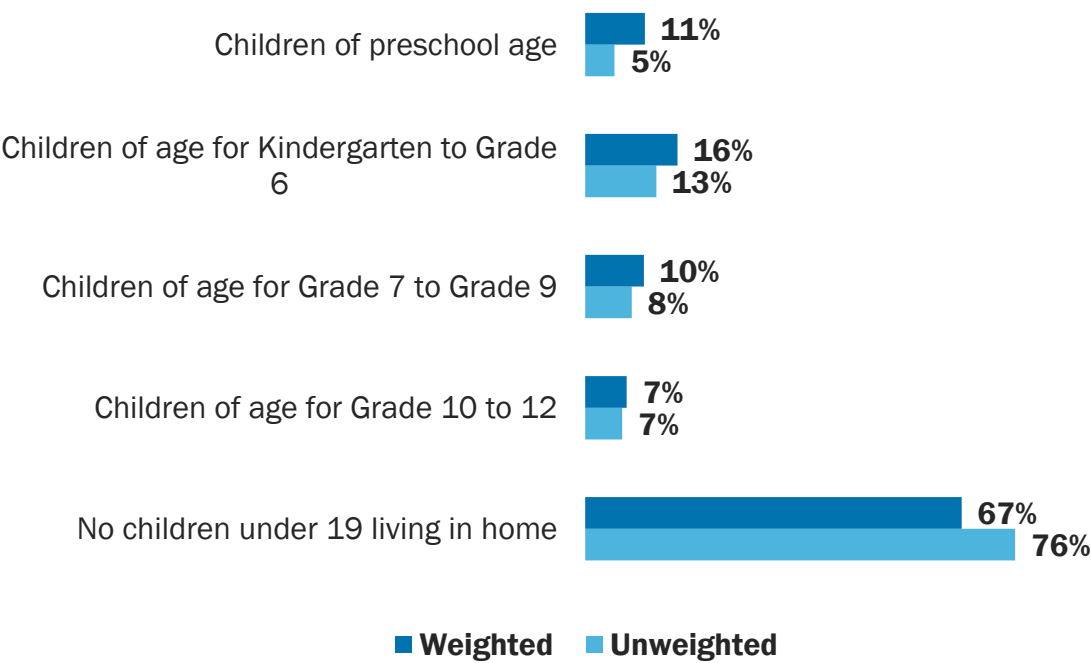
Sample Size: n=846 / n=839

Base: All respondents

Number of Residents in Dwelling



Children in Dwelling

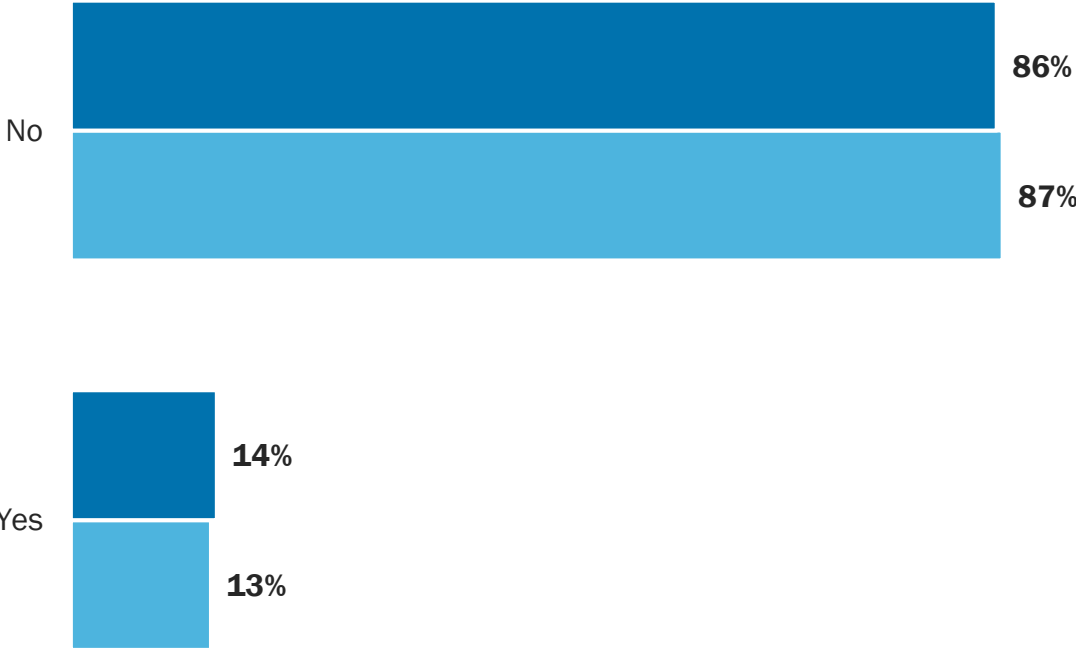


Q41. How many people (including yourself) live in your dwelling? Count only the people in your personal household. / Q47. Do you have children under the age of 19 living in your home? Check all that apply. [multi-select]
Sample Size: n=845 / n=831
Base: All respondents

Demographics

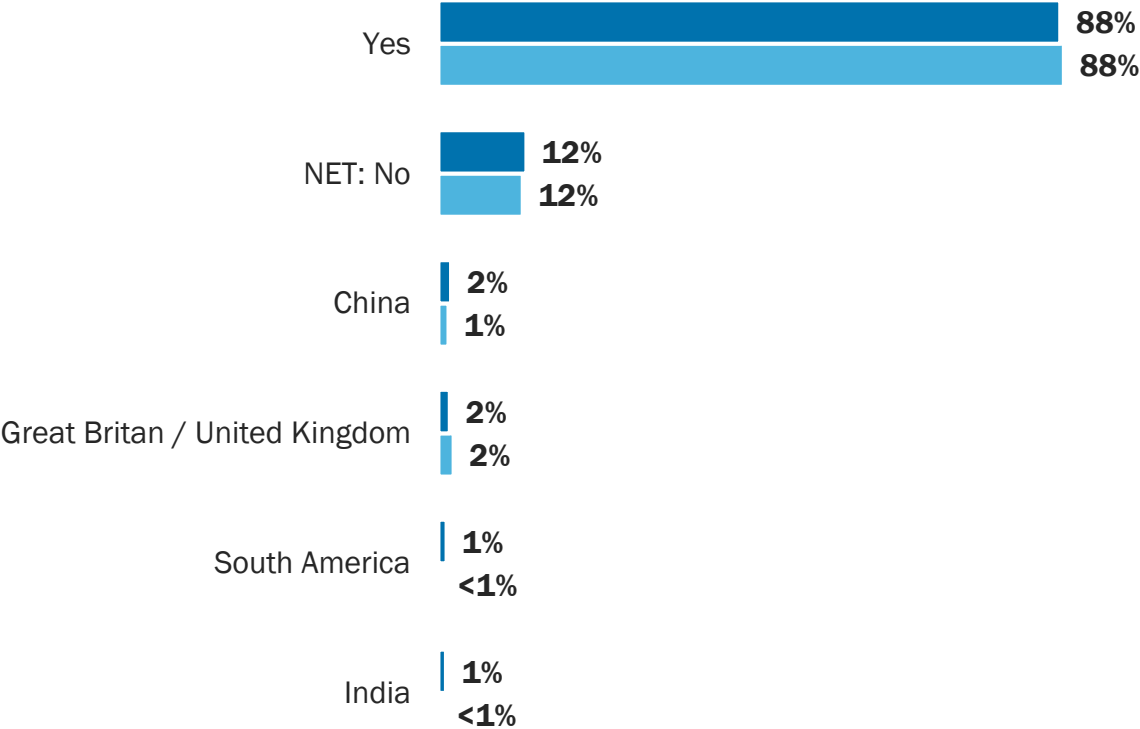


Disability



■ Weighted ■ Unweighted

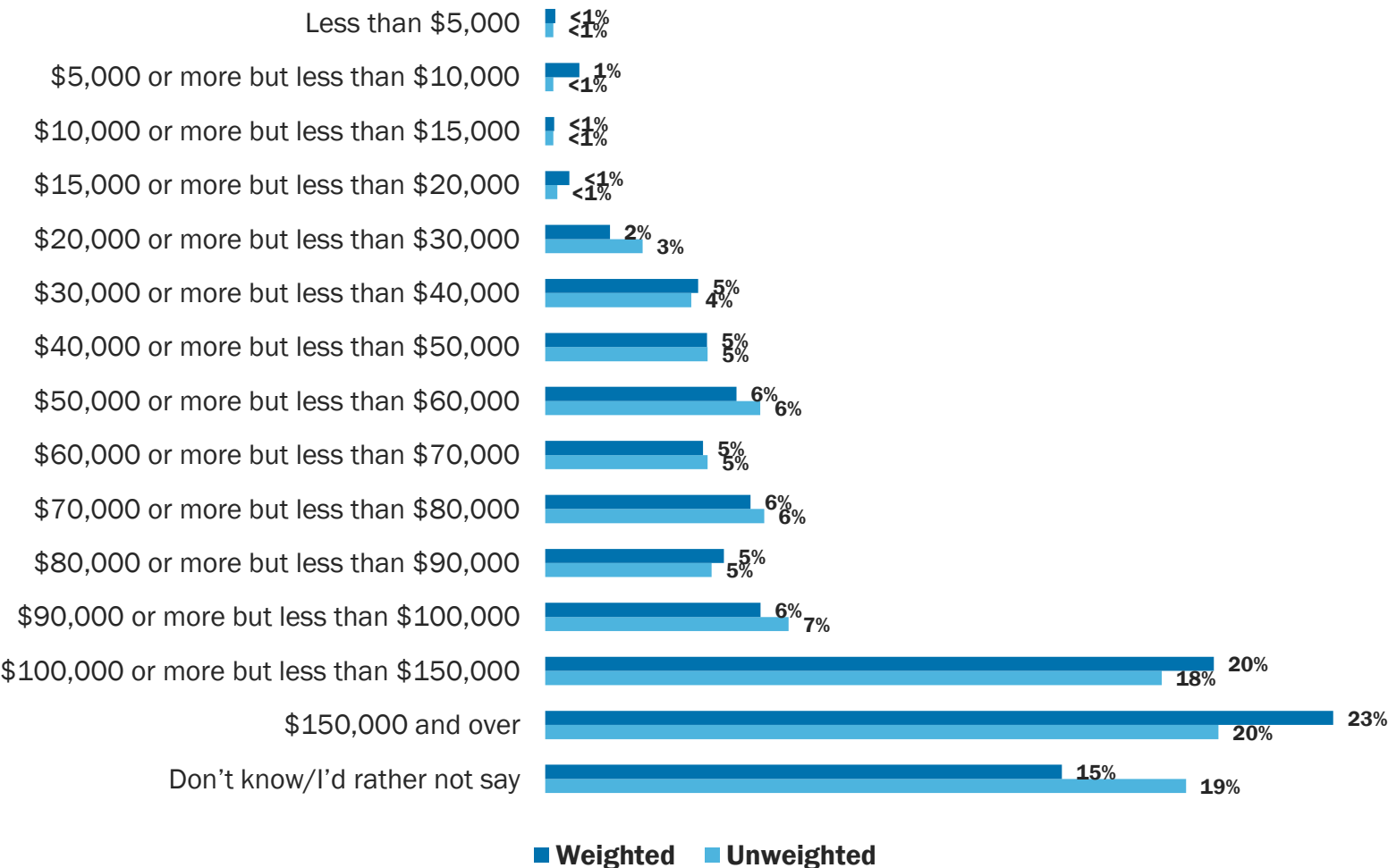
Born in Canada



■ Weighted ■ Unweighted

Q43. Do you identify as a person with a disability? / Q49. Were you born in Canada?
Sample Size: n=840 / n=845
Base: All respondents

Household Income



Q45. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2023?

Sample Size: n=837

Base: All respondents

Appendix

KPI's and Strategic Objectives



Improve 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.*

Question #	Slide #	Question
Q3	16	In general, would you say that your health is:
Q4	17	Compared to one year ago, how would you say your health is now?
Q10	27	Compared to other areas in PEI, do you think your neighbourhood has a higher amount of crime, about the same, or a lower amount of crime?
Q11	26	Generally, how safe do you feel walking around your neighbourhood?
Q12	27	Compared to other areas in PEI, do you think your commercial areas of town have a higher amount of crime, about the same, or a lower amount of crime? <i>“Commercial areas” refers to the area surrounding businesses in Stratford.</i>
Q13	28	During the last 5 years, do you think that crime in your neighbourhood has increased, decreased, or remained about the same?
Q14	30	Have you had contact with the local police force within the last 5 years?
Q15	31	Do you think the local police force does a good job, an average job, or a poor job of...
Q16	32	How much confidence do you have in the local police force?
Q24	44	Do you currently own or rent your dwelling?
Q25	45	Is this dwelling...?
Q26	46	Does your current housing situation meet your household's needs?
Q27	46	Please give reasons why your current residence does not completely meet your household's needs (check all that apply).
Q28	47	To meet the needs of its residents, in your opinion Stratford needs more (check all that apply):
Q29	48	In your opinion, what are the issues that make it difficult for people in Stratford to have housing that fits their needs (check all that apply)?

Increase Resource Efficiency

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

Question #	Slide #	Question
Q5	20	Does your home currently use any of the following alternative energy sources (not including wood or fossil fuels – like oil or gas)? Check all that apply.
Q6	21	Please check all applicable options as it relates to your home energy upgrade within the past (3) years. I have...
Q7	22	Have any of the following energy saving actions been taken in your home? Check one answer per row.
Q8	23	Have other energy saving actions been taken? If yes, please describe actions taken.

Improve 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.*

Question #	Slide #	Question
Q9	24	In the past 12 months, did you or anyone in your home...
Q20	19	How important is it for the Town of Stratford to use resources to protect the environment?
Q22	41	Over the past year, have you/your family...

Increase Community Engagement and Communications

Strategic Objective: *Stratford will improve communications to and with residents and stakeholders, increase awareness of the community outside of Stratford, and increase opportunities for residents and stakeholders to engage in decision making.*

Question #	Slide #	Question
Q19	38-39	How much do you know about the following Town initiatives? Choose the answer that best described how much you know about each initiative.
Q21	40	In the past year, how often have you/your family...
Q23	42	Are you/your family more...
Q1	53	Which are your MAIN sources of information regarding the Town of Stratford? Please check all that apply.
Q2	54	How would you PREFER to receive information from the Town? Please check all that apply.
Q32	55	Have you contacted any Town of Stratford office for service or information in the last 12 months?
Q33	55	Overall, how would you rate the quality of your customer service experience with the Town of Stratford this year?
Q35	60	Do you currently receive Stratford's newsletter – Town Talk?
Q36	61	If Town Talk were only available electronically (<i>by email or on the Town website</i>), would you be able to read the newsletter?
Q37	62	How often do you read Town Talk?
Q38	62	How much of the Town Talk Newsletter do you usually read? Please choose the option that best applies to you.
Q39	63	Do you prefer to complete the surveys on paper or online?
Q40	64	If the Town moved to a “paper survey by request only” in addition to continuing the online survey, which of the following situations would apply to you? Please check all that apply.

Improve Governance

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

Question #	Slide #	Question
Q30	50	When you think about the Town of Stratford, how satisfied are you with each of the following areas?
Q31	51	Do you have additional comments? Please describe briefly.
Q17	35	How likely are you to recommend the Town of Stratford as a place to live to a friend or colleague?
Q18	37	What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live? Please describe briefly.