



Annual Resident Survey

Town of Stratford

May 2025



Prepared by:



**FORUM
RESEARCH**

Table of Contents



Introduction	3
Methodology	4
Reporting Considerations	5
Key Findings	7
Detailed Findings	13
Town Sign Usage	14
Challenges to Active Transportation	17
T3 Transit for Stratford	19
Heath & Wellness	25
Physical Activity	28
Increasing Resource Efficiency	33
Water Management	36
Safety in the Community	39
Perceptions of the Local Police Force	43
Volunteering	47
Community Engagement Interest	53
About the Town & Town Initiatives	56
Shape Stratford	66
Town Performance	72
Communications Preferences	75
Demographics	78
Appendix – KPI's and Strategic Objectives	84

Introduction



Since 2012, the Town of Stratford has utilized the annual resident survey to receive feedback from residents and note community changes over time. For the 2025 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 2025 annual resident survey.

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

- Digital Town sign usage
- Challenges to active transportation
- T3 Transit for Stratford
- Residents' health and wellness
- Residents' physical activity
- Energy saving actions and resource efficiency
- Community safety
- Volunteering
- Community engagement interest
- Knowledge of Town initiatives
- Housing needs
- Perceptions of local police force
- Satisfaction with Town performance

Methodology



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

Criteria for Participation Residents of Stratford aged 16 and older

Sample Size n= 865 (CAWI n=469 / Mail n=396)

Average Length CAWI 18.1 min

Margin of Error $\pm 3.2\%$, with finite correction

Fieldwork Dates March 4th to April 28th, 2025

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.

Given n=396 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 34 years old" could be subdivided into narrower age ranges like "16 to 24 years old," and "25 to 34 years old". Since only 1% of the respondents were ages 16 to 24, this group has low statistical power. Netting ages 16 to 34 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=865 in 2025, and n=850 in 2024)
- 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 +/- 3.33%, which is greater than the 2% change from 2024 to 2025, making it insignificant.)

Key Findings



Key Findings



Town Sign Usage

Three-fifths of residents (61%) believe the digital sign should be used exclusively for Town messaging and do not support third-party management. Two-fifths (TOP2: 39%) are open to third-party management, though the plurality of them (35%) would only support it with restrictions (Q3). Among this group, the majority (72%) want the Town to control the types of ads displayed and ensure they align with community values and standards (Q4).

Challenges to Active Transportation & T3 Transit for Stratford

Most Stratford residents (93%) have access to a vehicle for everyday travel, which helps explain why only 17% have used the T3 Stratford Bus in the past year (Q5, Q6). The main barrier to using the bus is a strong preference for personal vehicles (54%), followed by scheduling concerns—29% say pick-up times and 27% say return times don't fit their needs (Q7).

Interest in a proposed internal T3 route is mixed: 46% said they would not use it, but among potential users:

- 31% would use it occasionally
- 12% weekly
- 7% daily
- 3% monthly (Q8)

Those interested in the service would mainly use it for short trips within Stratford (60%) or to connect to travel into Charlottetown (56%) (Q9).

Preferred service times span both weekdays and weekends, with weekday mornings (50%) and weekend afternoons (53%) being the most popular (Q10).

Health & Wellness

Nearly 9 in 10 residents (TOP3: 89%) rate their health as good, very good, or excellent (Q11). When asked to compare their health to a year ago, about two-thirds (65%) said it has stayed the same, while nearly one-fourth (TOP2: 23%) feel their health has improved (Q12).

Key Findings



Physical Activity

Physical activity levels vary across Stratford, with 41% of residents exercising fewer than three times per week, 38% doing so three to five times weekly, and only 21% being active more than five times per week (Q13). In terms of time spent, about one-third of residents engage in over 2.5 hours (35%) or 1–2.5 hours (34%) of moderate to vigorous activity each week (Q14).

While most residents (52%) report no long-term health issues that limit their activity, 39% say they do, though the proportion impacted “often” has decreased 4-percentage points since 2023, with more now saying they are affected “sometimes” (Q15). Nearly all residents (93%) are able to walk around their neighborhood without difficulty or mechanical support (Q16).

Increasing Resource Efficiency

In the past 12 months, 38% of residents planted trees or shrubs on their property (Q17). The vast majority (TOP2: 96%) believe it is important for the Town to use resources to protect the environment. While overall importance (TOP2) has remained stable since 2024, there has been a shift in intensity, with a 6-percentage point decrease in residents rating it as “very important” (72% in 2024 and 66% in 2025), and a 7-percentage point increase in those selecting “somewhat important” (23% in 2024, and 30% in 2025) (Q36).

Water Management

Over four-fifths of residents (82%) use water supplied by the Town as their main source at home (Q18). Nearly three in five (TOP2: 58%) use water-saving, low-flow shower heads in at least one bathroom, while fewer residents, around two in five (TOP2: 40%), use water-saving faucet aerators or participate in community efforts like picking up garbage in natural areas (Q19).

Key Findings



Safety in the Community

The vast majority of residents (TOP2: 98%) feel safe walking around their neighbourhood (Q21). Over half believe their neighbourhood experiences lower crime levels compared to other areas in PEI (55%), while 52% think commercial areas have about the same level of crime (Q20, Q22). Nearly half of residents (45%) feel that crime in their neighbourhood has stayed at the same level over the past five years (Q23).

Perceptions of the Local Police Force

In the past five years, 40% of residents have had contact with the local police force (Q24). About three-quarters (TOP2: 76%) think the police do an average or good job enforcing laws (Q25). Overall, confidence in the local police is very high, with 94% (TOP2) of residents expressing confidence in the local police force (Q26).

Volunteering

Just under half of residents (45%) say they or someone in their household volunteered for a non-profit or charitable organization in the past year (Q27). Of those who volunteered, 43% did so within Stratford (Q28). Most volunteers (44%) contributed 1 to under 5 hours per month. There has been a 6-percentage point decrease in those volunteering over 15 hours per month, as it fell from 16% in 2023 to 10% in 2025 (Q29). About 11% of volunteers focused on water conservation or environmental protection (Q30), and among them, the majority (68%) carried out activities that directly involved or impacted the Town of Stratford (Q31).

Community Engagement Interest

Slightly over half of residents (TOP2: 55%) would describe their sense of belonging to their local community as strong, though this represents an 8-percentage point decline from 63% (TOP2) in 2023 (Q32). When it comes to being involved in Town decision-making, residents are most interested in participating through focus groups (41%) and attending Town council meetings (37%) (Q33).

Key Findings



Town & Town Initiatives

A positive Net Promoter Score of +37 suggests that Stratford residents are generally likely to recommend the Town as a place to live (Q34). To further improve this score, residents recommend focusing on affordable housing (13%), improved public transit (11%), better recreational facilities (10%), and traffic flow (10%) (Q35).

As for knowledge of local initiatives, 84% (TOP2) are familiar to some degree with the residential tree planting program, and 78% (TOP2) are aware of both the waterfront park and youth centre projects (Q37).

In the past year, residents have shown strong local support, with 89% (TOP2) frequently shopping at Stratford businesses and 59% (TOP2) accessing local services over alternatives outside the Town (Q38). Environmental engagement is also notable: 53% have taken action to protect the natural environment and 38% have become more informed about greener living (Q39). Additionally, residents report increased mindfulness on the roads, as 66% are more likely to slow down, move over, and consider others, while 49% are more aware of road safety concerns (Q40).

Shape Stratford

7 in 10 residents (72%) own their dwelling, while nearly 3 in 10 residents (28%) rent (Q41). Two-thirds (67%) live in single-detached houses (Q42). The majority (78%) feel their current housing meets their needs, though among the 22% who say it does not or only somewhat does, half (50%) indicate that their home is too small (Q43 & Q44).

To meet the housing needs of residents, residents believe that more apartments (44%), single-detached homes (42%), and semi-detached homes (39%) are necessary (Q45). Affordability is the main barrier as 74% of those struggling with housing say it's because they can no longer afford housing (Q46).

Key Findings



Town Performance

Three-fourths of residents (TOP2: 75%) are satisfied with the Town's overall performance (Q30). In their open-ended feedback, residents expressed satisfaction with the Town (13%), along with suggestions to improve spaces for non-motorists (9%) and a desire for more updates and information on Town issues and projects (8%) (Q48).

Communication Preferences

Social media remains the main source residents use to get information about the Town (54%), followed by the Stratford Town Talk (44%) and the Town website (35%), the same top sources as seen in 2024 (Q1). Social media is also the most preferred source (52%), while e-news, although used less frequently (21%), ranks as the second most preferred way to receive Town updates in 2025 (40%) (Q2).

Detailed Findings



Town Sign Usage



Support for Third-Party Digital Sign Management



Three-fifths of residents (61%) believe the sign should be used exclusively for Town messaging and do not support third-party management. Meanwhile, two-fifths (TOP2: 39%) are open to third-party management, 35% with restrictions, and 4% without.

■ No, the sign should be used exclusively for Town messaging

■ Yes, with restrictions

■ Yes, without restrictions



TOP2
(Yes, with and without restrictions)

39%

Q3. Would you support allowing a third-party, for-profit operator to manage the digital sign at the Town's entrance?

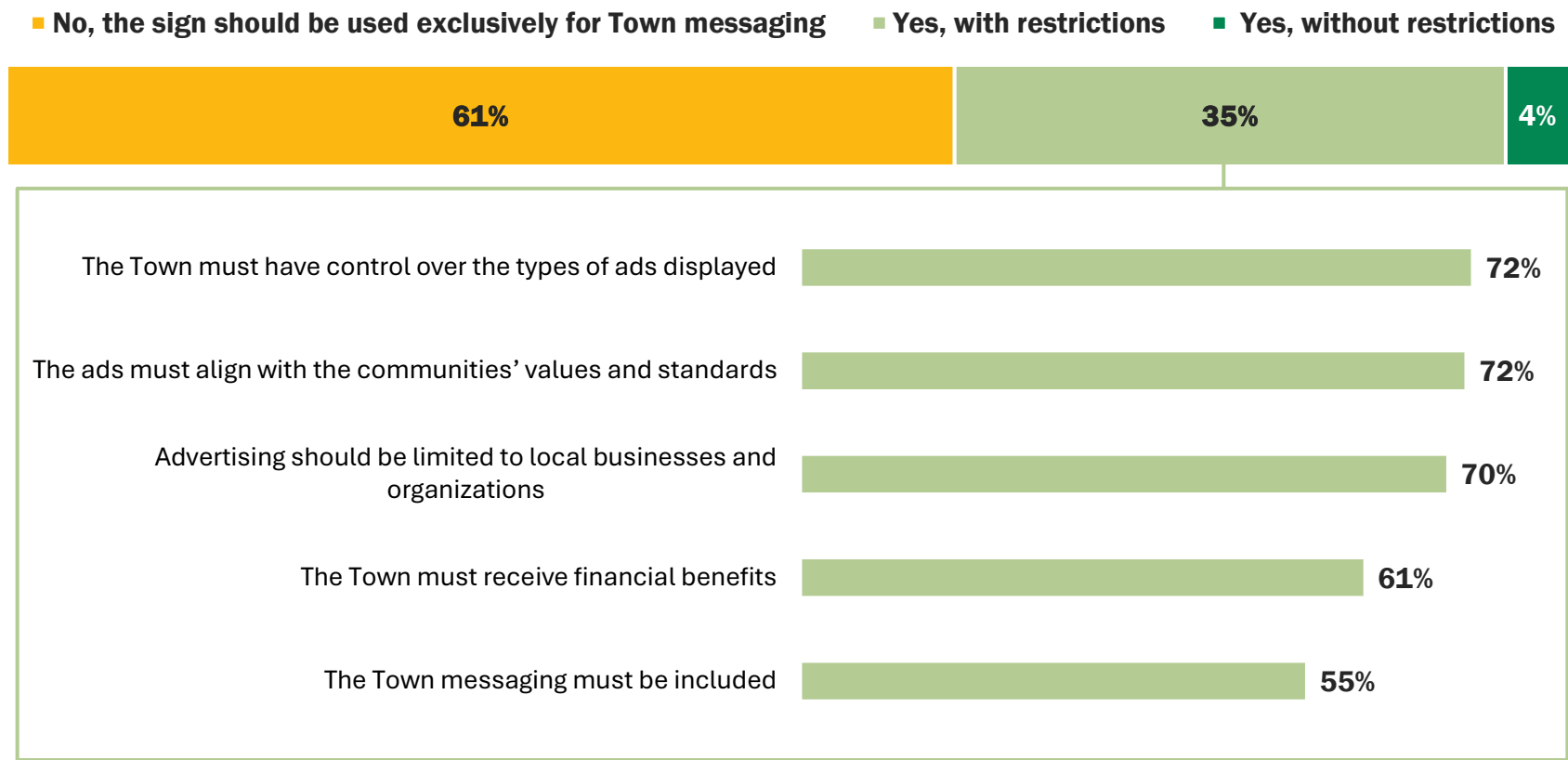
Sample Size: n=857

Base: All respondents

Restriction to Support for Third-Party Digital Sign Management



The residents that support third-party management with restrictions (35%) require the Town to have control over the types of ads displayed (72%), and the ads to align with the communities' values and standards (72%).



Note: responses with less than of equal to 1% are not shown in the chart above

Female residents (81%) are significantly more likely to mention that ads must align with the communities' values and standards as a restriction for third-party sign management than male residents (54%).

Households that make \$150K or more (67%) are significantly more likely to mention that the Town must receive financial benefits as a restriction for third-party sign management than households that make less than \$50K (41%).

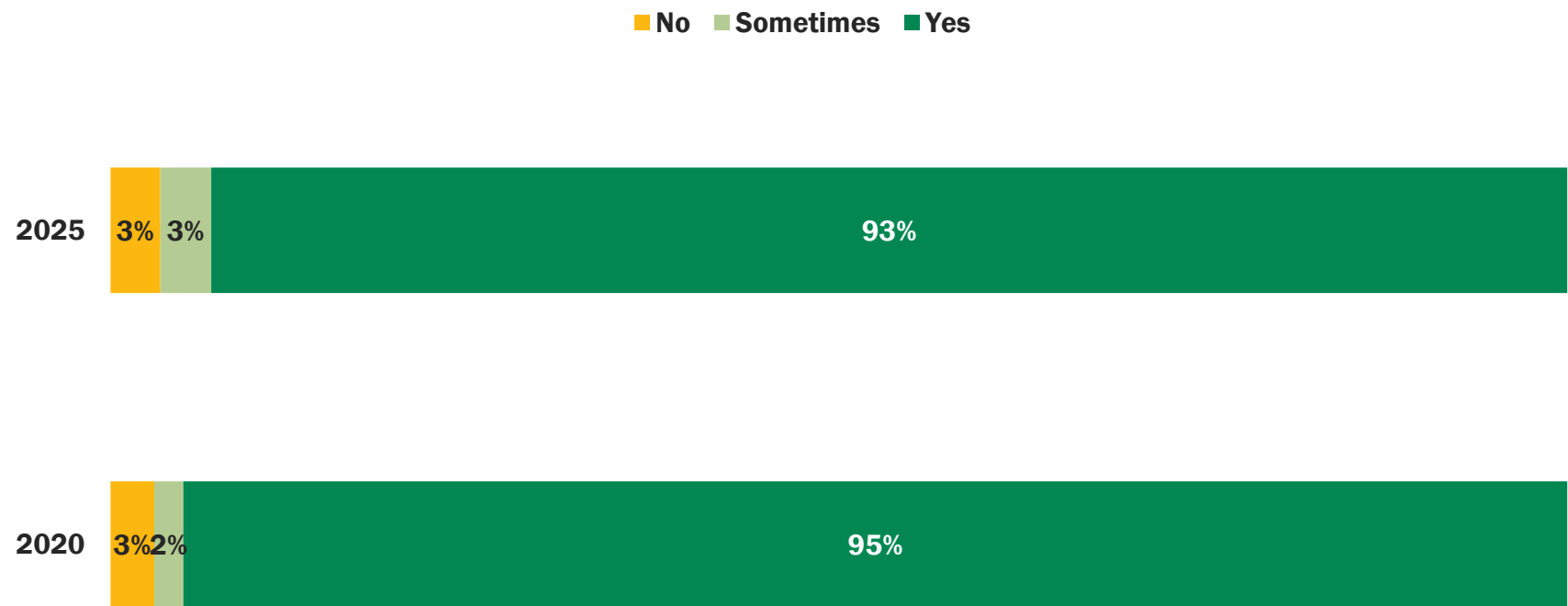
Challenges to Active Transportation



Residents' Access to a Vehicle



The vast majority of residents (93%) have access to a vehicle for everyday travel.



The following groups are significantly more likely to not have access to a vehicle for everyday travel:

- Residents ages 75 years and older (7%) compared to residents ages 55 to 74 years old (1%)
- Residents that have lived in Stratford for less than 10 years (5%) compared to residents that have lived in Stratford for 10 years or more (2%).
- Households with 1 member (10%) compared to households with 2 or more members (2%).
- Households that make less than \$50K (13%) compared to households that make \$50K and more (0%-1%).
- Residents with a disability (10%) compared to residents without a disability (2%).
- Renters (8%) compared to homeowners (2%).

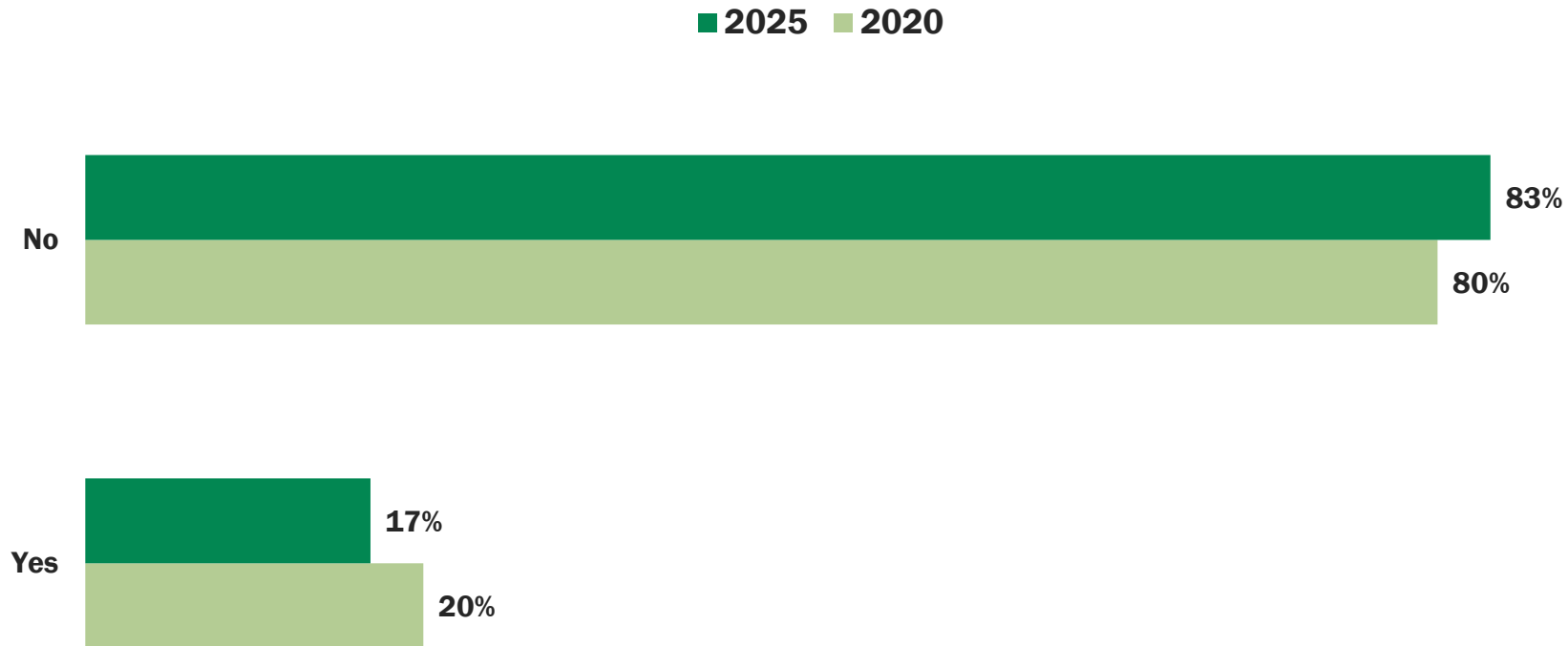
T3 Transit for Stratford



T3 Stratford Bus Usage in the Past 12 Months



While the majority of residents (83%) have not used the T3 Stratford Bus in the past 12 months, nearly one-fifth (17%) report having used it.



The following groups are significantly more likely to say they've used the T3 Stratford Bus in the past 12 months:

- Younger residents (16 to 54; 20%-22%) compared to older residents (55+; 8%-10%).
- Households that make less than \$50K (31%) compared to households that make \$50K or more (11%-16%).
- Residents that have lived in Canada for less than 10 years (44%) or were not born in Canada (31%) compared to those who have lived here 10 years or more (15%) or were born in Canada (15%).
- Renters (25%) compared to homeowners (14%).
- Residents with some or no vehicle access (51%-70%) compared to residents with vehicle access (14%).

Q6. Have you used the T3 Stratford bus (public transit) during the last 12 months?

Sample Size: n=864

Base: All respondents

Barriers to Using the T3 Stratford Bus



Regarding barriers to using the T3 bus, residents most commonly cited a preference for using their own vehicle (54%). Scheduling issues were also noted, with 29% saying pick-up times and 27% saying return times don't suit their needs.

Overall Results	2020	Bus Users	Non-users
I prefer to use my own vehicle or other motorized form of transportation  54%	53%	13%	62%
The pick-up times do not suit my schedule  29%	31%	54%	24%
The return times do not suit my schedule  27%	28%	59%	21%
I need my vehicle for work  19%	21%	13%	20%
It's too far to walk to the bus stop  14%	12%	17%	13%
I don't know enough about using the bus  13%	15%	6%	15%
A bus does not come to my area  10%	8%	8%	10%
I walk or bike to and from my destination  7%	4%	9%	7%
Confusing / Inconvenient bus schedule  5%	-	11%	3%
Bus routes need improvement  5%	-	9%	4%
Tasks/Responsibilities require a personal vehicle  3%	-	2%	3%
Other  2%	19%	5%	2%

Note: responses with <2% are not shown in the chart above

The following groups are significantly more likely to mention that they prefer to use their own vehicle or other motorized form of transportation:

- Residents that have vehicle access (57%) compared to residents that have *none or some vehicle access (5%-12%).
- Residents ages 55+ (61%-71%) compared to residents ages 16 to 54 (45%-51%).
- Residents ages 75+ (71%) compared to residents ages 55 to 74 (61%).
- Households that make \$150K or more (60%) compared to households that make less than \$50K (41%).
- Residents that have lived in Canada for 10 or more years (55%) or were born in Canada (56%) compared to residents that have lived in Canada for less than 10 years (36%) or were not born in Canada (39%).
- Residents without a disability (56%) compared to residents with a disability (42%).
- Homeowners (59%) compared to renters (42%).

*Note: Small sample size, interpret with caution

Q7. What keeps you from using the bus system (or using it more)? Please select all that apply.

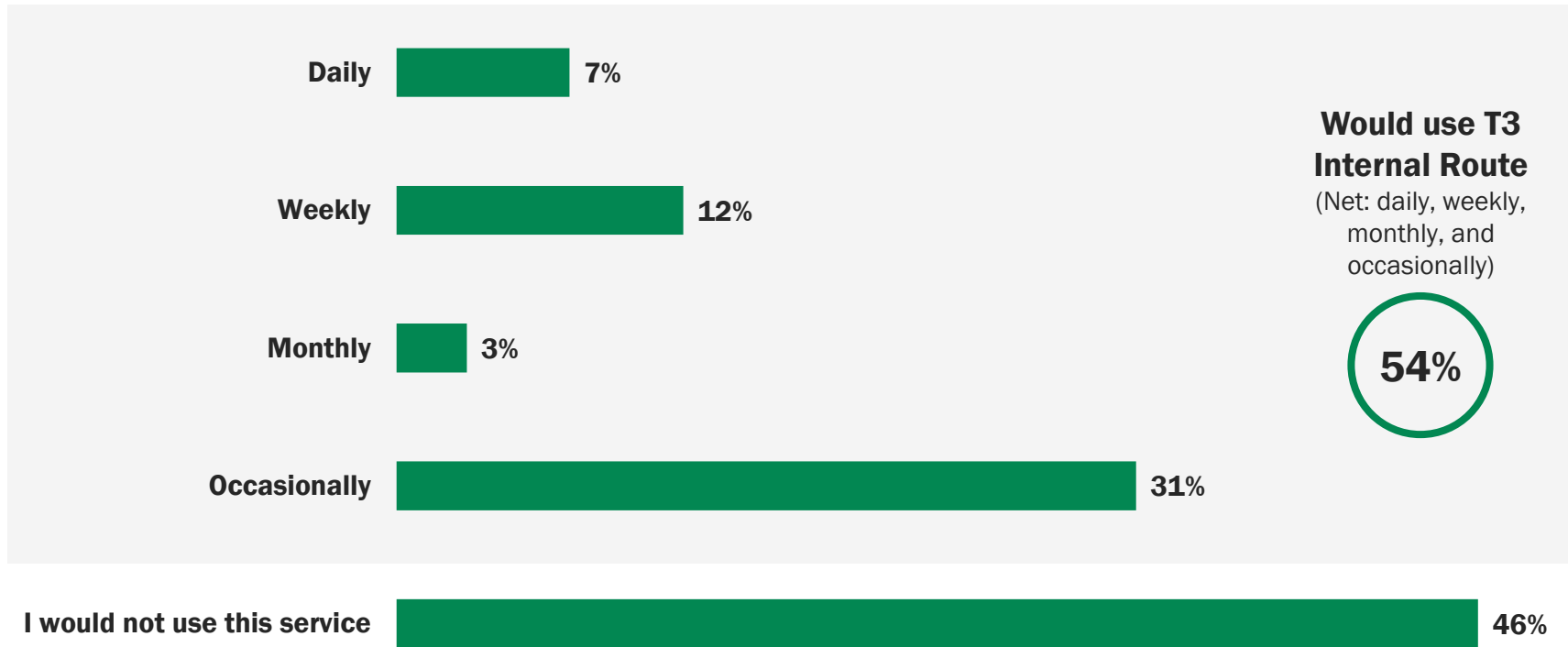
Sample Size: n=862

Base: All respondents

Anticipated Use of Proposed T3 Internal Routes



Nearly half of the residents (46%) indicated they would not use the proposed service. Among the 54% of those who would, 31% said they would use it occasionally, followed by 12% weekly, 7% daily, and 3% monthly.



The following groups are significantly more likely to use the T3 internal routes **daily**:

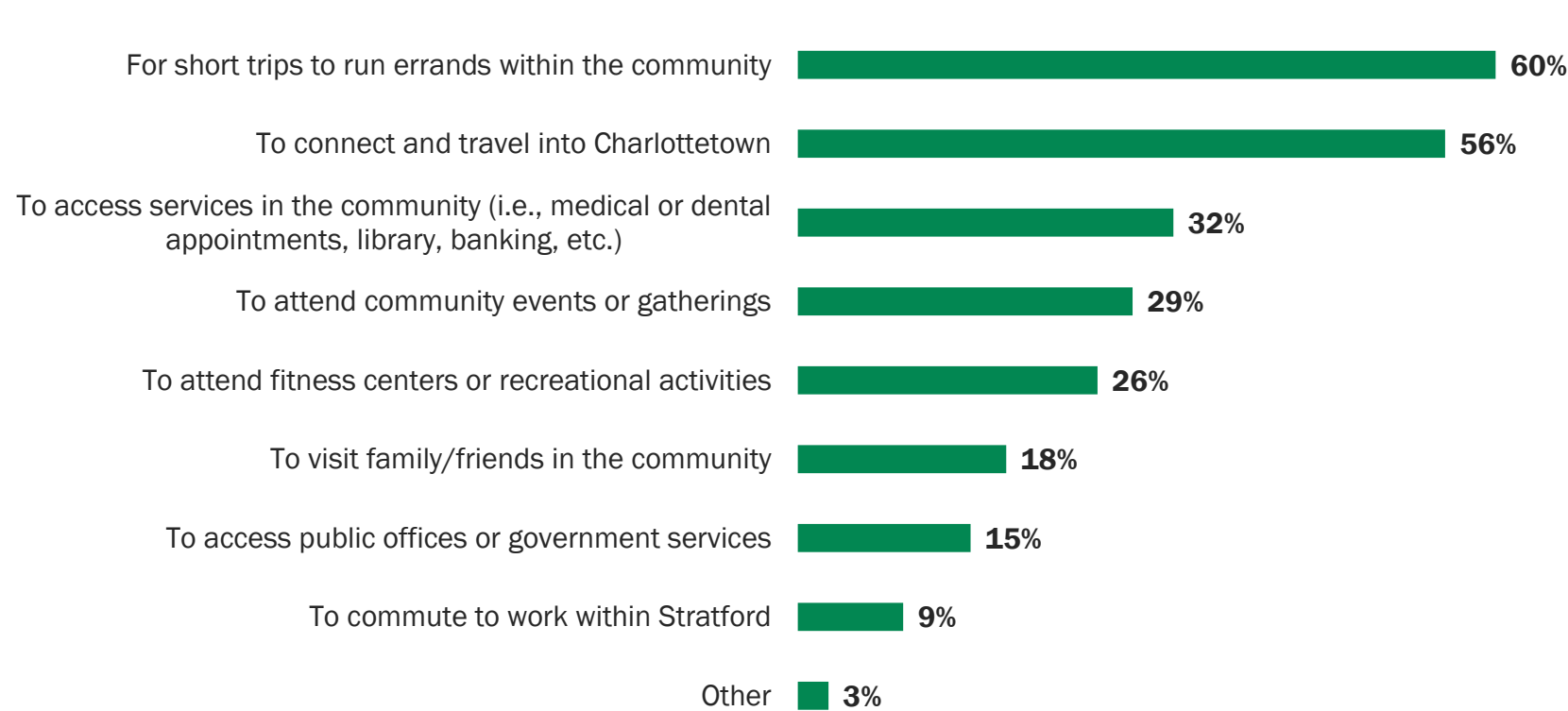
- Residents ages 35 to 54 (8%) compared to residents ages 55 to 74 (4%).
- Households that make under \$50K (20%) compared to households that make \$50K+ (4%-7%).
- *Residents with no vehicle access (68%) compared to residents with vehicle access (5%), or some access (18%).
- Residents that have lived in Canada (35%) or Stratford (10%) for less than 10 years, or were not born in Canada (26%) compared to residents that have lived in Canada (6%) or Stratford (4%) for 10+ years, or were born in Canada (5%).

*Note: Small sample size, interpret with caution

Residents Use of T3 Internal Routes



Among residents who would use the proposed T3 internal routes, the most common purposes include short trips to run errands within the community (60%) and connecting to travel into Charlottetown (56%).



The following groups are significantly more likely to use the T3 internal routes for short trips to run errands within the community:

- Residents ages 16 to 34 (68%) compared to residents ages 55 to 74 (48%).
- Residents that make less than \$50K (82%) compared to residents that make \$50K or more (47%-64%).
- Residents with a disability (78%) compared to residents without a disability (58%).
- *Residents with no vehicle access (87%) compared to residents with vehicle access (57%).
- Renters (75%) compared to homeowners (51%).

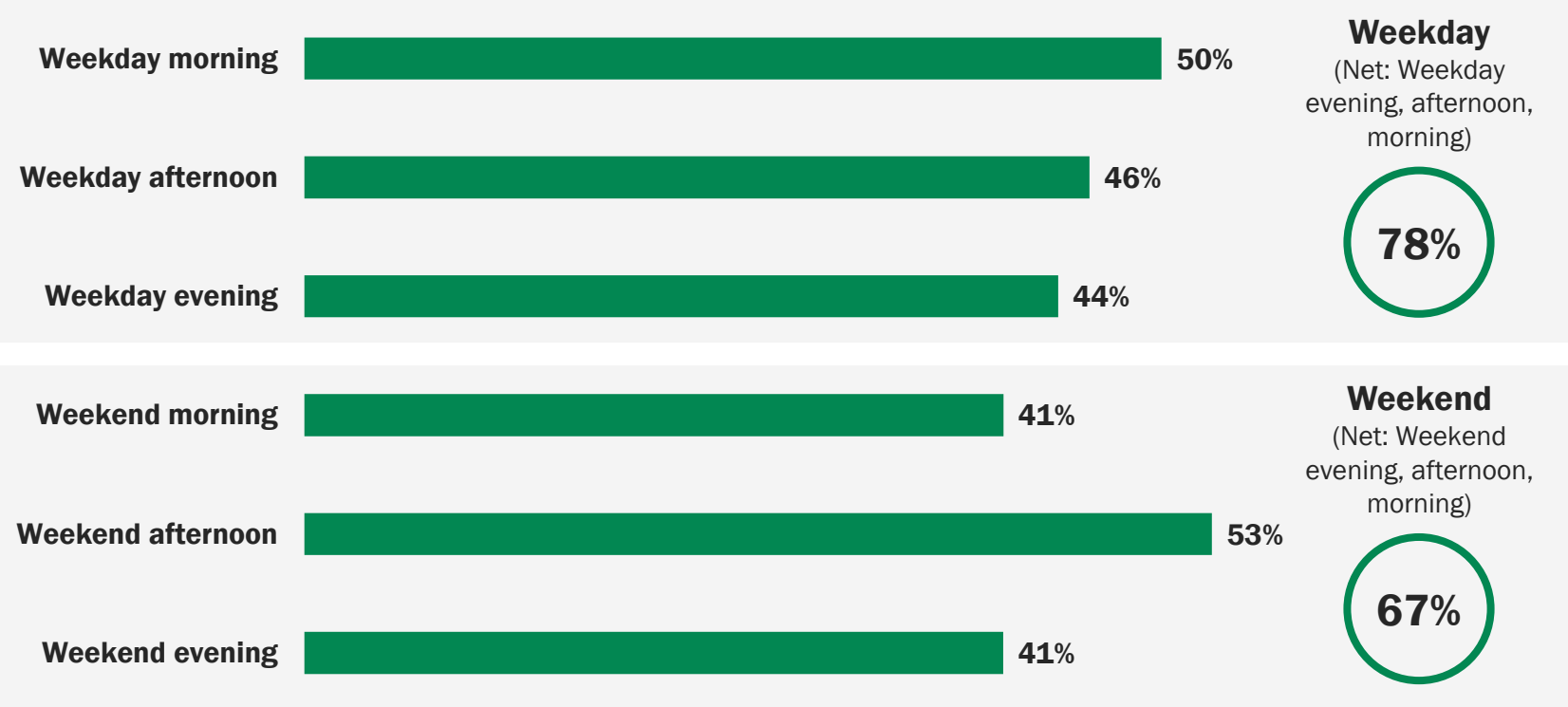
*Note: Small sample size, interpret with caution

Note: responses with <3% are not shown in the chart above

Preferred Times to Use T3 Internal Routes



Among residents who would use the proposed T3 internal routes, 78% would be most likely to use this service on weekdays—most commonly weekday mornings (50%). Additionally, 67% would be most likely to use this service on weekends, with weekend afternoons (53%) being the most common time.



The following groups are significantly more likely to prefer using this service on **weekdays**:

- *Older residents (ages 55+; 92%) compared to younger residents (16 to 54; 71%-74%).
- Residents that have lived in Stratford for 10 years or more (87%) compared to residents that have lived in Stratford for less than 10 years (72%).
- Households that make less than \$50K (87%) compared to households that make \$150K or more (63%).
- Residents with no children (84%) compared to residents with children (67%).

The following groups are significantly more likely to prefer using this service on **weekends**:

- Younger residents (ages 16 to 54; 69%-85%) compared to older residents (55+; 38%-39%).
- Residents ages 16-34 (85%) compared to residents ages 35-54 (69%).
- Residents that have lived in Stratford (75%) or Canada (90%) for less than 10 years compared to residents that have lived in Stratford (54%) or Canada (66%) for 10 years or more.
- Households that make less than \$50K (78%) compared to households that make \$100K to <\$150K (54%).
- Residents with children (78%) compared to those without (62%).
- Renters (84%) compared to homeowners (58%).

*Note: Small sample size, interpret with caution

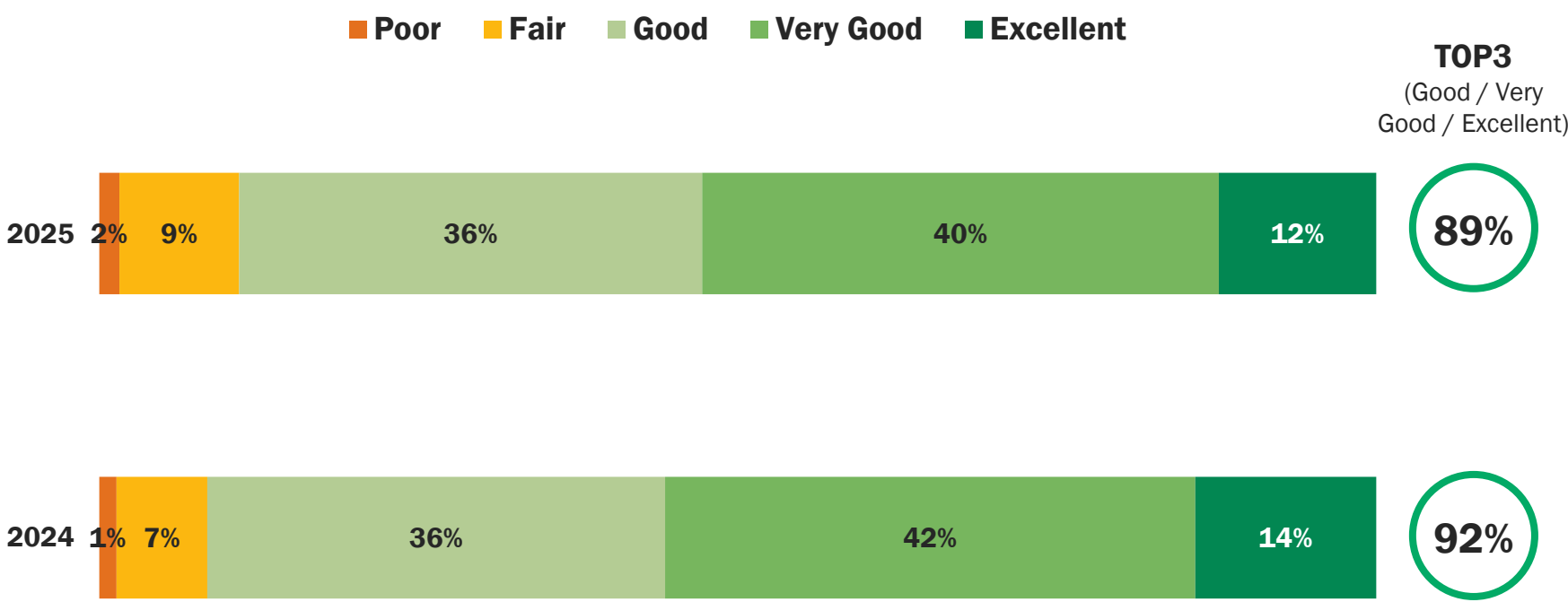
Health & Wellness



Residents' General Health and Wellness



About 9 in 10 residents (TOP3: 89%) say they have good, very good, or excellent health.



The proportion of residents reporting positive health (TOP3) in 2025 (89%) remains relatively consistent compared to 2024 findings (92%).

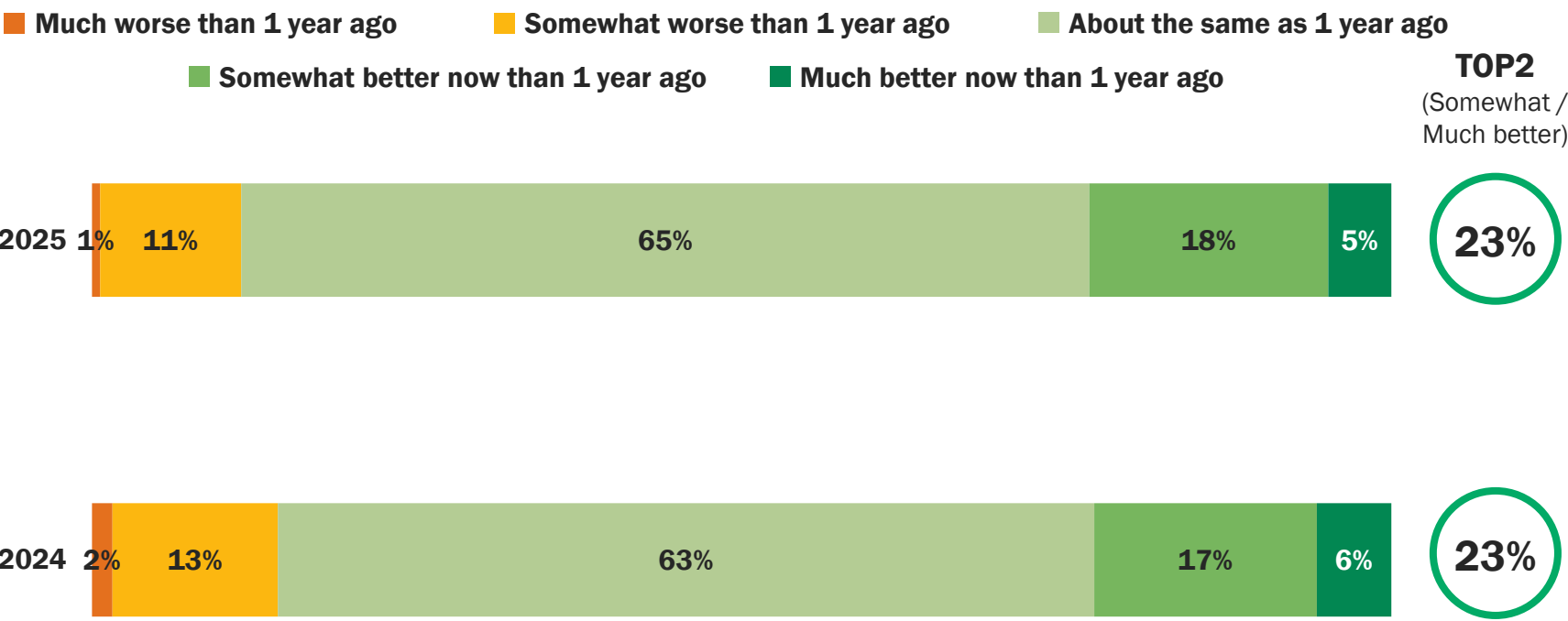
The following groups are significantly more likely to say their general health is **excellent, very good or good (TOP3)**:

- Residents ages 35 to 74 (90%-93%) compared to residents ages 75+ (81%).
- Households with children (94%) compared to those without (87%).
- Residents without a disability (91%) compared to residents with a disability (79%).

Residents' Health Compared to 1 Year Ago



Nearly one-fourth of residents (TOP2: 23%) report that their health is somewhat better, or much better than 1 year ago whereas about two-thirds (65%) report it has stayed about the same.



Perceptions of health compared to one year ago remain stable, with no change in the proportion reporting improvements (TOP2: 23% in both 2024 and 2025).

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

- Younger residents (ages 16 to 54; 25%-32%) compared to older residents (55+; 6%-18%).
- Residents ages 55 to 74 (18%) compared to residents ages 75+ (6%).
- Residents not born in Canada (38%) compared to residents born in Canada (22%).
- Renters (33%) compared to homeowners (20%).

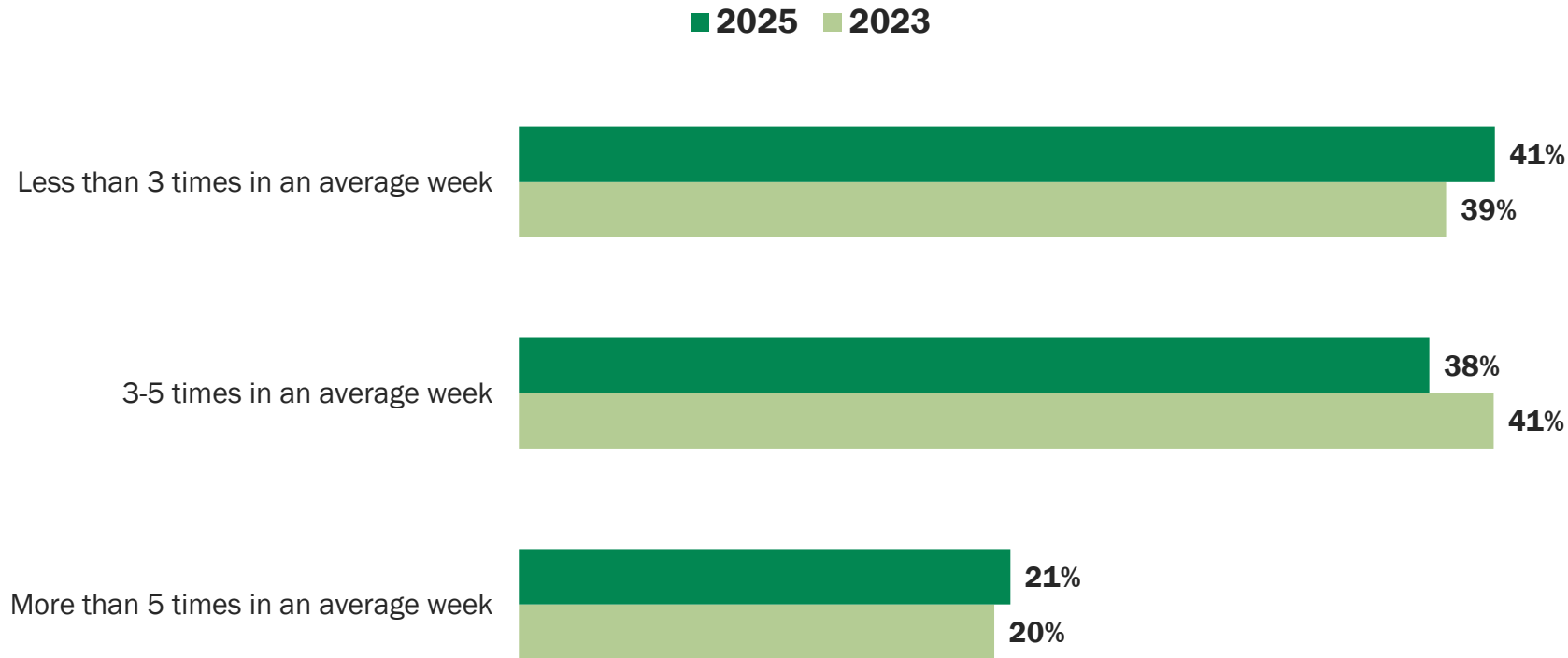
Physical Activity



Frequency of Weekly Physical Activity



Two-fifths of residents (41%) engage in moderate to vigorous physical activity for at least 10 minutes fewer than three times per week, while a similar share (38%) do so three to five times weekly. Only one in five (21%) are active more than five times per week.



The following groups are significantly more likely to engage in the specified amount of physical activity **less than 3 times in an average week**:

- Female residents (43%) compared to male residents (35%).
- Residents ages 16 to 54 and 75+ (44%-45%) compared to residents ages 55 to 74 (32%).
- Households with children (51%) or 3 or more members (51%), compared to households with 1-2 members (33-35%) or no children (36%).
- Residents that were not born in Canada (54%) or have lived in Canada for less than 10 years (66%) compared to residents that were born in Canada (40%) or have lived in Canada for 10+ years (40%).
- Residents with a disability (54%) compared to residents without a disability (39%).
- Renters (51%) compared to homeowners (37%).

Q13. In an average week, how many times did you perform a moderate or more vigorous activity for 10 minutes or more?

Sample Size: n=857

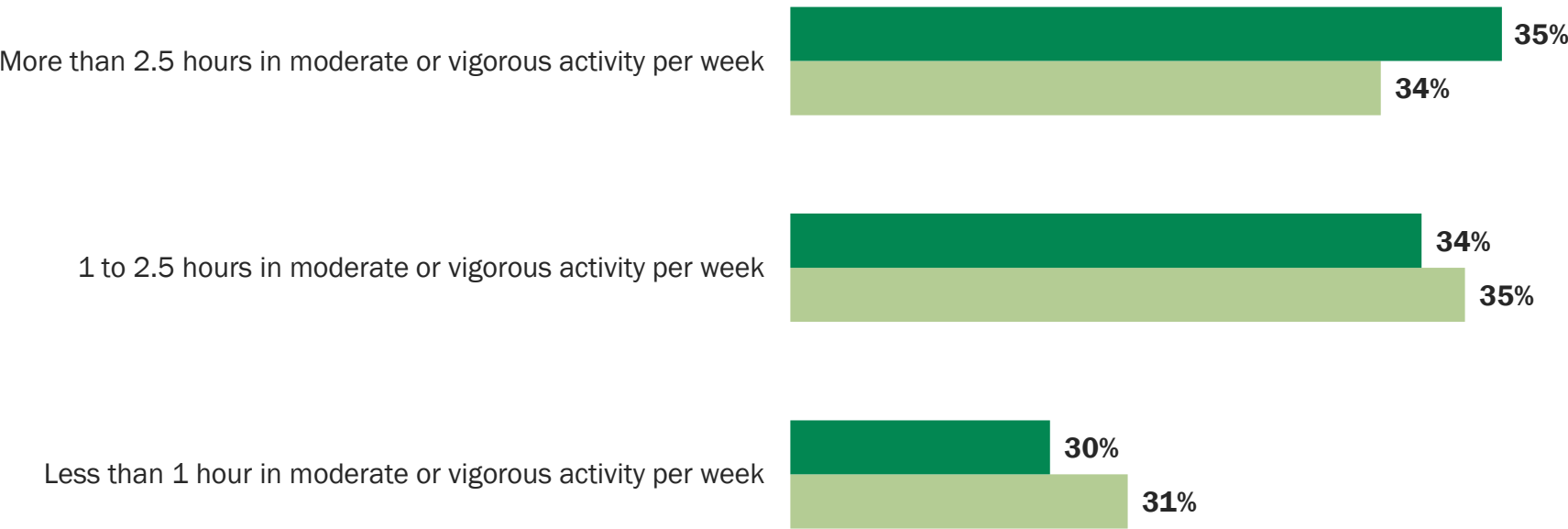
Base: All respondents

Duration of Weekly Physical Activity



In an average week, a similar proportion of residents spend over 2.5 hours (35%), 1–2.5 hours (34%), or less than 1 hour (30%) engaging in moderate to vigorous activity.

■ 2025 ■ 2023



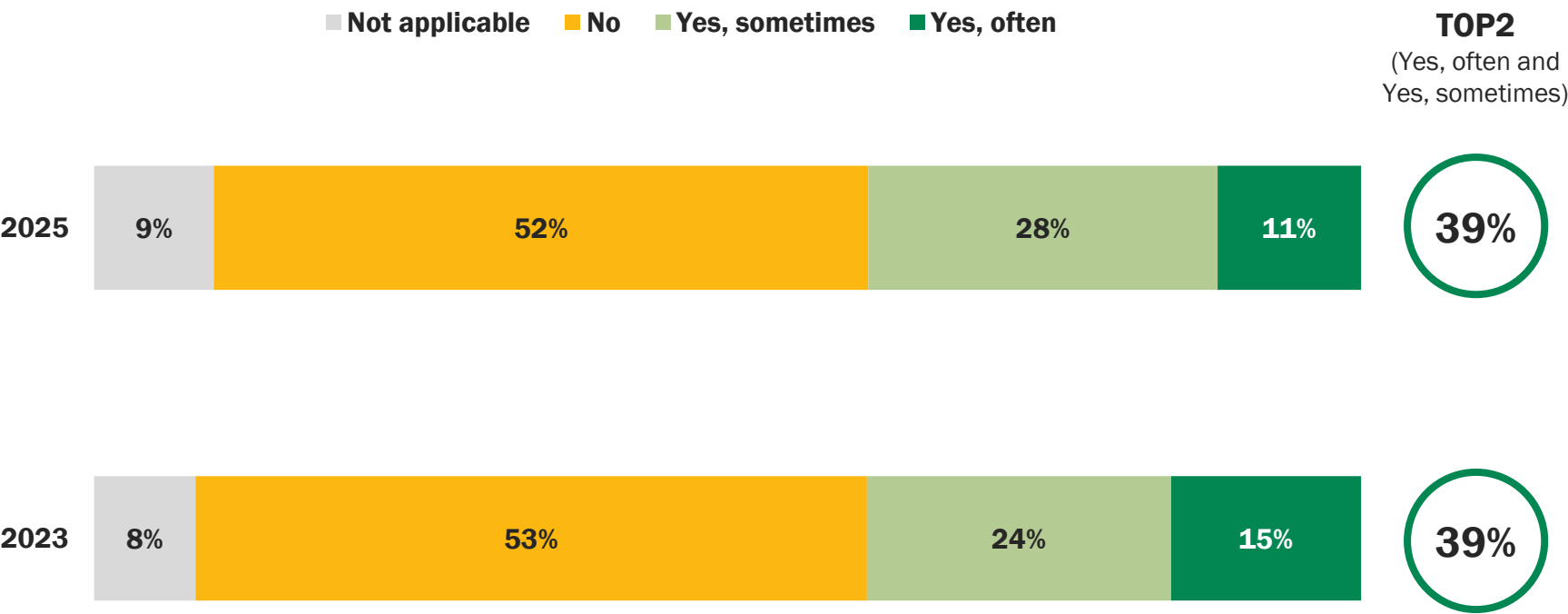
The following groups are significantly more likely to engage in moderate to vigorous physical activity **more than 2.5 hours per week**:

- Residents ages 55 to 74 (45%) compared to residents ages 16 to 54, and 75+ (29%-33%).
- Residents that have lived in Stratford (41%), or Canada (37%) for 10+ years compared to residents that have lived in Stratford (31%) or Canada (16%) for less than 10 years.
- Households with no children (41%) or 2 household members (41%) compared to households with children (25%) or 3 or more members (30%).
- Residents without a disability (37%) compared to residents with a disability (24%).

Physical or Mental Health Impacts on Daily Physical Activity



Over half of residents (52%) say they have no physical or mental health issue that limits their activity, while 39% (TOP2) say they have a health issue that impacts them often (11%) or sometimes (28%).



Although residents with a physical or mental health issue that reduces the amount or kind of activity they can do (TOP2) remains stable (at 39% in 2023 and 2025) there has been a slight shift in intensity, with a 4-percentage point decrease in respondents rating saying their health issue impacts their activity “often” and a 4-point increase in those selecting “sometimes”.

The following groups are significantly more likely to say they have a physical or mental health issue that reduces their activity (TOP2):

- Residents ages 75+ (58%) compared to residents ages 16 to 74 (36%-38%).
- Households that make less than \$50K (48%) compared to households that make \$150K or more (32%).
- Households with no children (43%) compared to households with children (32%).
- Residents with a disability (73%) compared to residents without a disability (34%).
- Renters (51%) compared to homeowners (34%).

Q15. Does a physical or mental health issue reduce the amount or kind of activity you can do (include only health conditions or problems that have lasted or are expected to last 6 months or more)?

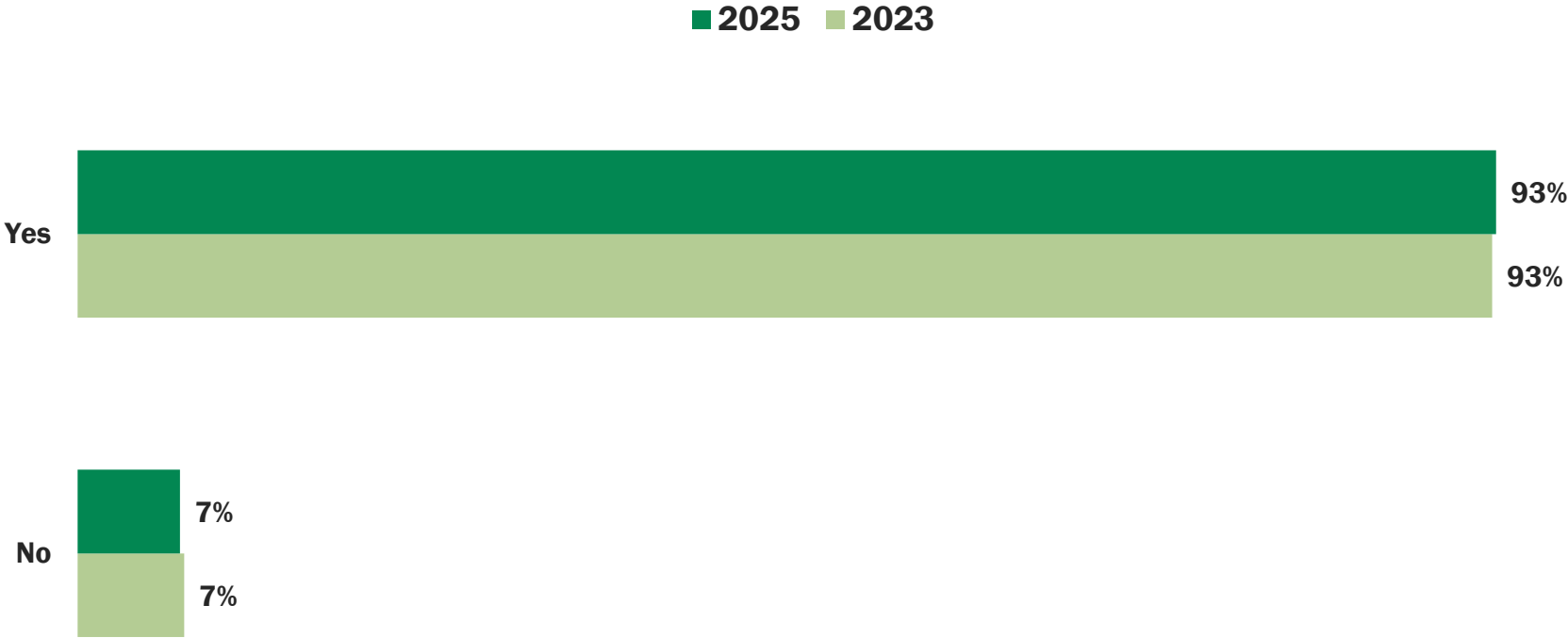
Sample Size: n=860

Base: All respondents

Ability to Walk Around Neighbourhood Without Difficulty



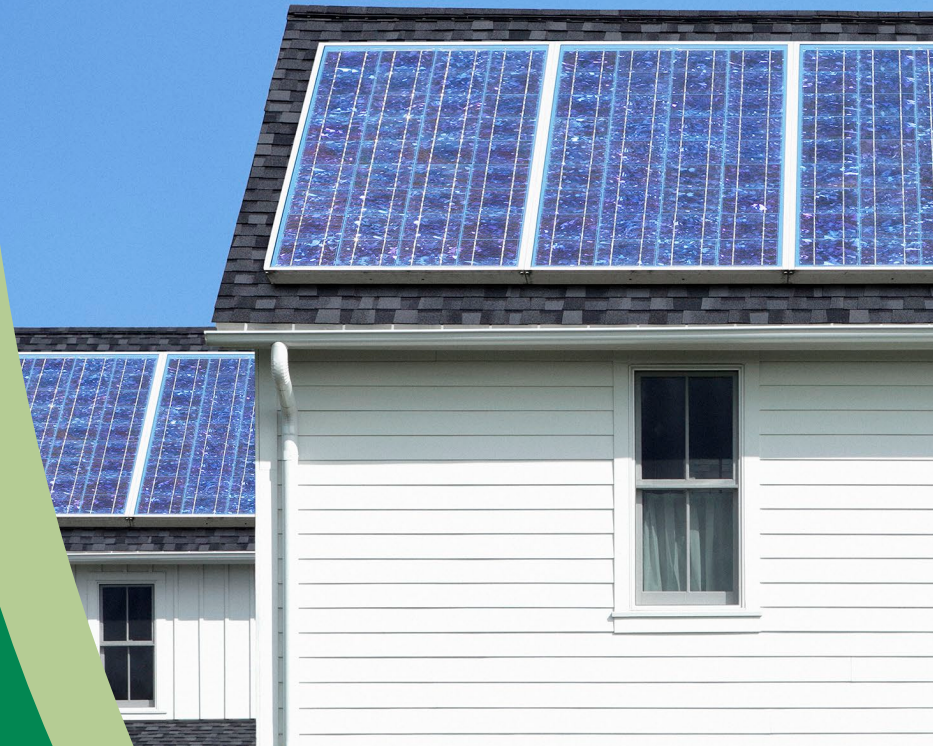
The vast majority of residents (93%) are able to walk around their neighbourhood without difficulty or mechanical support.



The following groups are significantly more likely to be able to walk around the neighbourhood without difficulty or mechanical support:

- Residents ages 16 to 54 (97%-98%) compared residents ages 55+ (66%-93%).
- Residents ages 55 to 74 (93%) compared to residents ages 75+ (66%).
- Residents that have lived in Stratford for less than 10 years (96%) compared to 10 years or more (90%).
- Households with children (97%) or 3 or more members (95%) compared to households with no children (92%) or 1 household member (87%).
- Households that make \$150K or more (100%) compared to households that make less than \$150K (85%-95%).
- Residents without a disability (96%) compared to residents with a disability (72%).

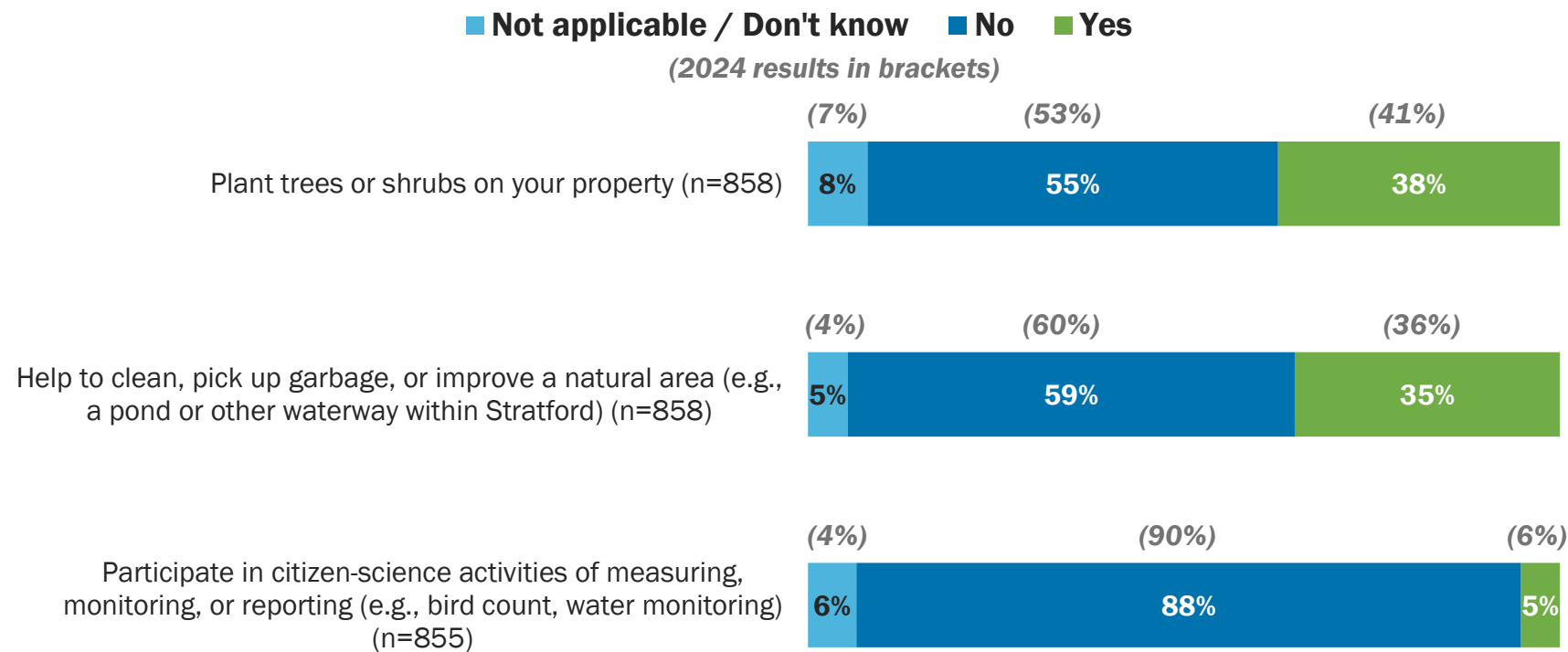
Increasing Resource Efficiency



Household Actions in Past 12 Months



In the past 12 months, 38% of residents planted trees or shrubs on their property.



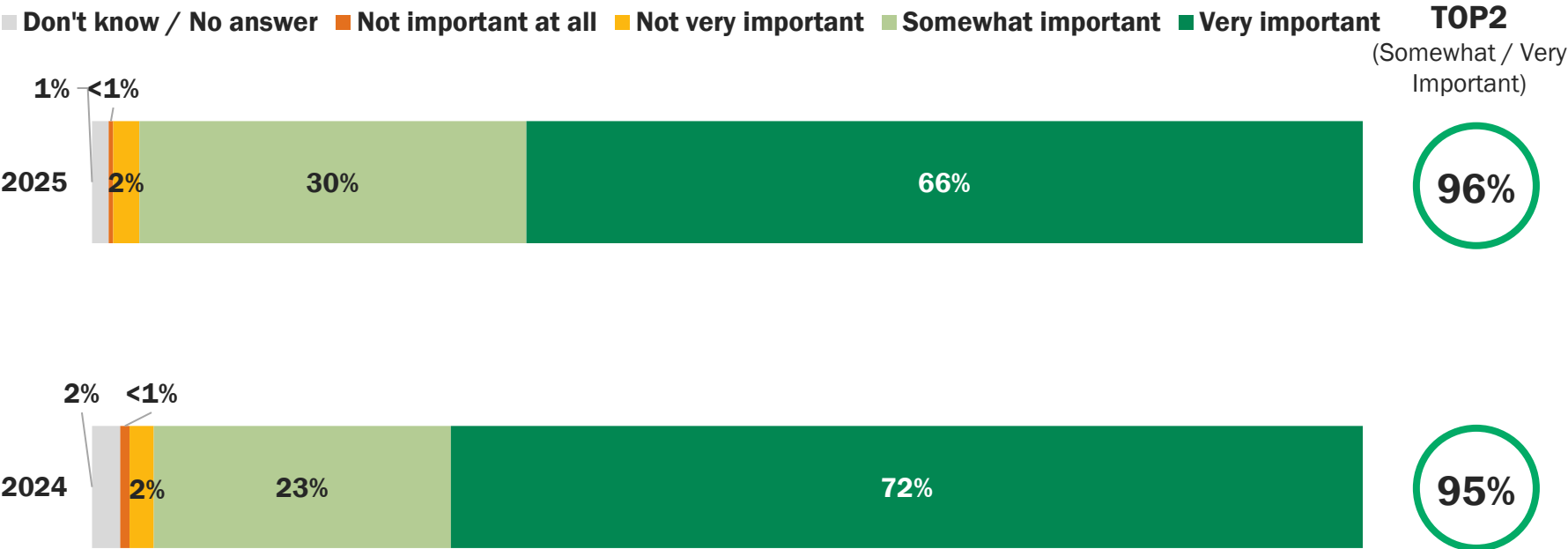
The following groups are significantly more likely to have **planted trees or shrubs on their property**:

- Male (45%) residents compared to female residents (33%).
- Residents ages 55 to 74 (46%) compared to residents ages 16 to 54, and 75+ (30%-35%).
- Households with 2 or more members (39%-41%) compared to households with 1 member (24%).
- Households that make \$50K or more (37%-45%) compared to households that make less than \$50K (15%).
- Homeowners (49%) compared to renters (9%).

Resources Used to Protect the Environment



The vast majority of residents (TOP2: 96%) say it is important for the Town to use resources to protect the environment.



Although overall importance (TOP2) remains stable (at 95% in 2024 and 96% in 2025) there has been a shift in intensity, with a 6-percentage point decrease in respondents rating it as "very important" and a 7-point increase in those selecting "somewhat important".

The following groups are significantly more likely to say the **use of resources to protect the environment is important (TOP2)**:

- Residents that have lived in Stratford (98%) or Canada (100%) for less than 10 years compared to residents that have lived in Stratford (94%) or Canada (96%) for 10 years or more.
- Renters (99%) compared to homeowners (95%).
- *Residents without vehicle access (100%) compared to residents with vehicle access (96%).

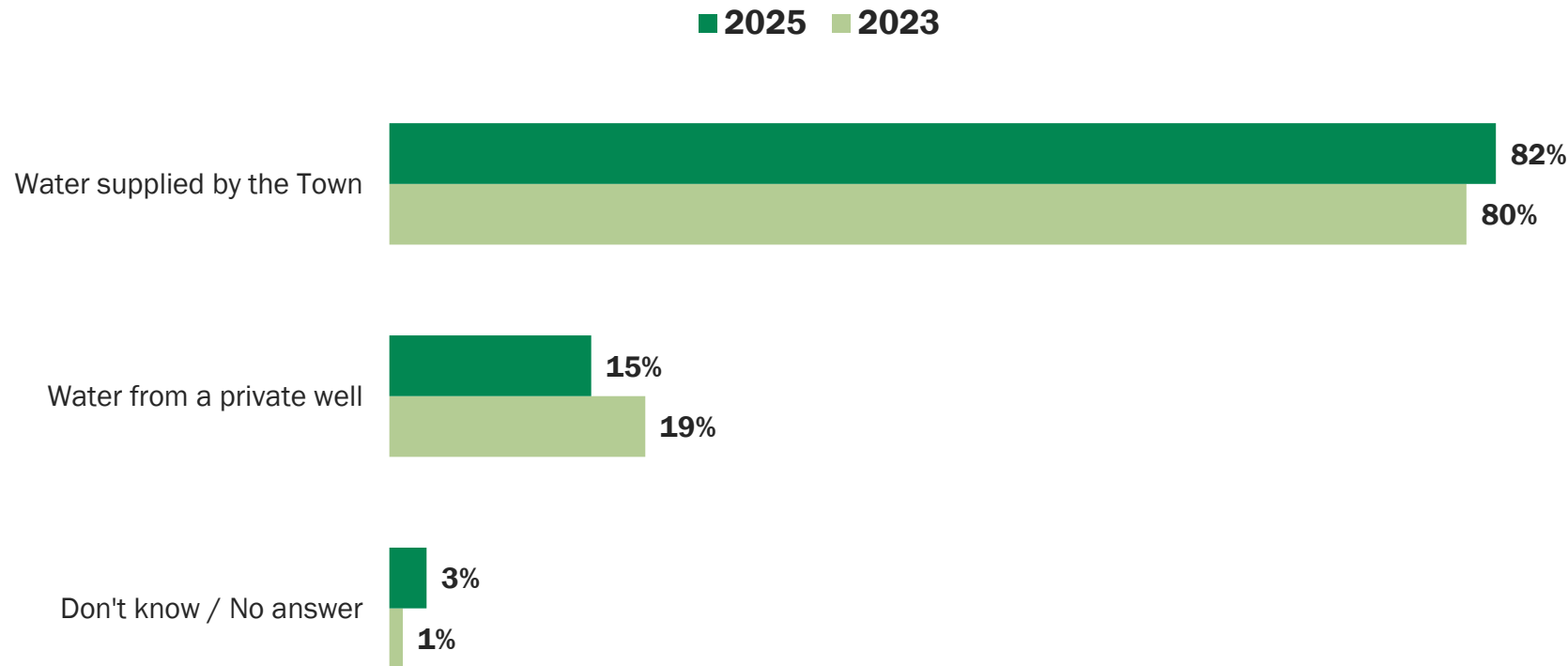
*Note: Small sample size, interpret with caution.

Water Management



Home's Main Source of Water

Over four-fifths of residents (82%) use water supplied by the Town as their home's main water source.



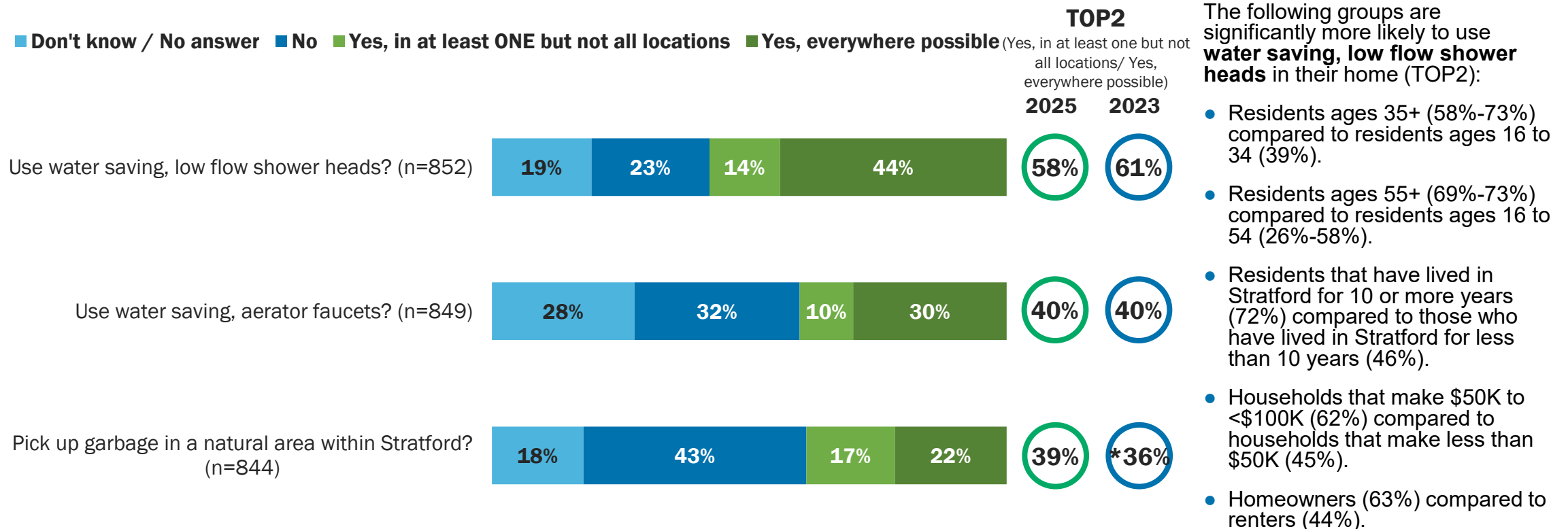
The following groups are significantly more likely to **use water supplied by the Town** as their home's main source of water:

- Residents ages 16 to 34 (87%) compared to residents ages 55 to 74 (78%).
- Households that make \$50K to <\$100K (90%) compared to households that make \$100K+ (77%-80%).
- Households with children (87%) compared to households without children (80%).
- Renters (89%) compared to homeowners (79%).

Water Conservation and Environmental Practices



Nearly three in five residents (TOP2: 58%) report using water-saving, low-flow shower heads in at least one or all bathrooms in their home. In comparison, only two in five (TOP2: 40%) say they use water-saving, aerator faucets or participate in picking up garbage in natural areas within Stratford.



*Note: in 2023, the options for this question were 'yes', 'no', and 'not applicable/don't know'

Q19. Does your home...

Sample Size: Shown in chart above

Base: All respondents

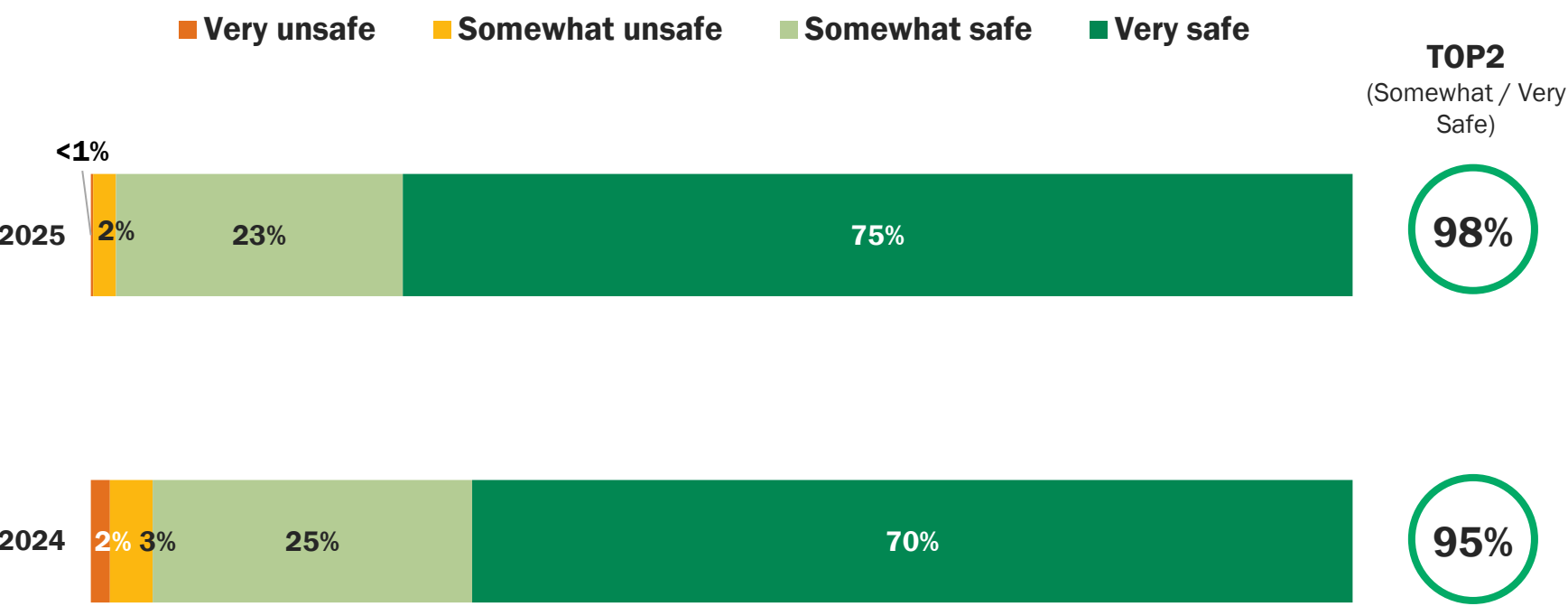
Safety in the Community



Feeling Safe in Neighbourhood



The vast majority of residents (TOP2: 98%) feel safe walking around in their neighbourhood.



Feelings of safety in neighbourhoods have remained relatively consistent, with 98% feeling safe in 2025 (similar to 95% in 2024), however, there has been a 5-percentage point rise in those feeling 'very safe' (from 70% in 2024 to 75% in 2025).

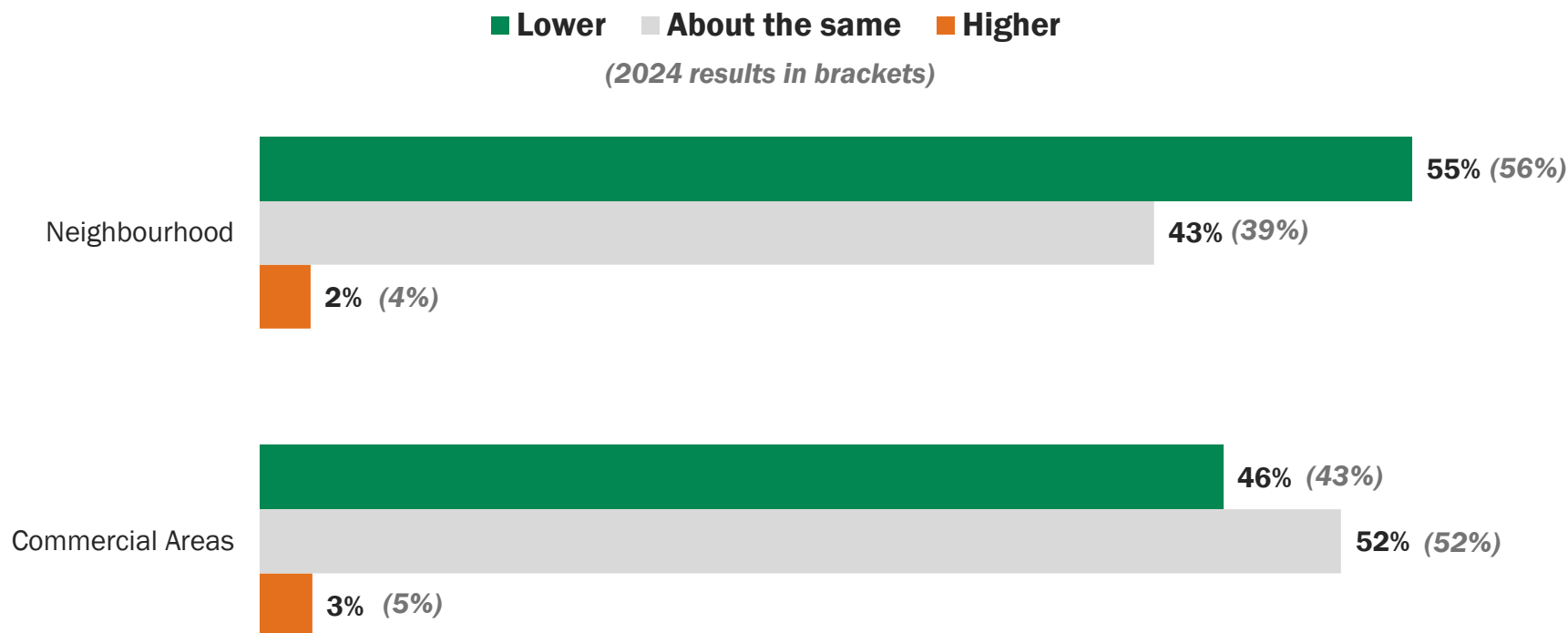
The following groups are significantly more likely to **feel very safe walking through their neighbourhood**:

- Male (84%) compared to female (71%) residents.
- Households that make \$150K+ (84%) compared to households that make \$50K to <\$100K (72%).
- Homeowners (78%) compared to renters (68%).

Safety in Your Community



Compared to other areas in PEI, 55% 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**:

- Residents that have lived in Stratford for less than 10 years (61%) compared to those who have (47%).

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

- Residents ages 75+ (59%) compared to residents ages 35 to 54 (48%).
- Residents that have lived in Stratford for 10 or more years (59%) compared to those who have lived in Stratford for less than 10 years (46%).
- Residents that have lived in Canada for 10 or more years (53%) compared to those who have lived in Canada for less than 10 years (26%).
- Households that make \$50K to <\$100K (58%) and \$150K+ (56%) compared to households that make \$100K to <\$150K (41%).

Q20. 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= 849

Base: All respondents

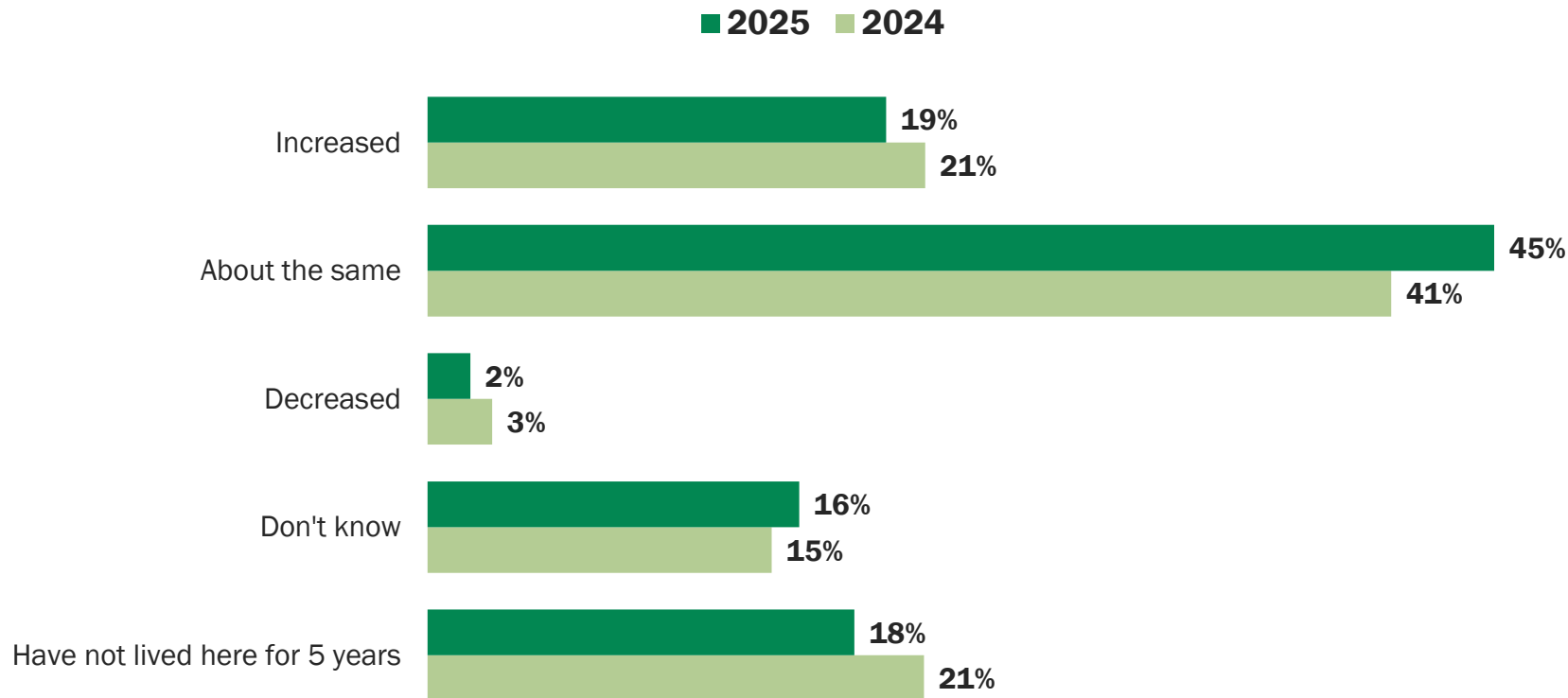
Q22. Compared to other areas in PEI, do you think your commercial areas of Town have a higher amount of crime, about the same, or a lower amount of crime? "Commercial areas" refers to the area surrounding businesses in Stratford

Sample Size: n= 843

Base: All respondents

Crime Levels in Past 5 Years

Over the last 5 years, almost half of the residents (45%) believe that crime in their neighbourhood has stayed at the same level.



Feelings of safety have remained relatively stable, with a slight increase in those saying crime in the neighbourhood is 'about the same' (41% in 2024 to 45% in 2025).

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

- Older residents (ages 75+; 56%) compared to younger residents (ages 16 to 54; 41%-45%).
- Residents that have lived in Stratford for 10 or more years (53%) compared to those who have lived in Stratford for less than 10 years (39%).

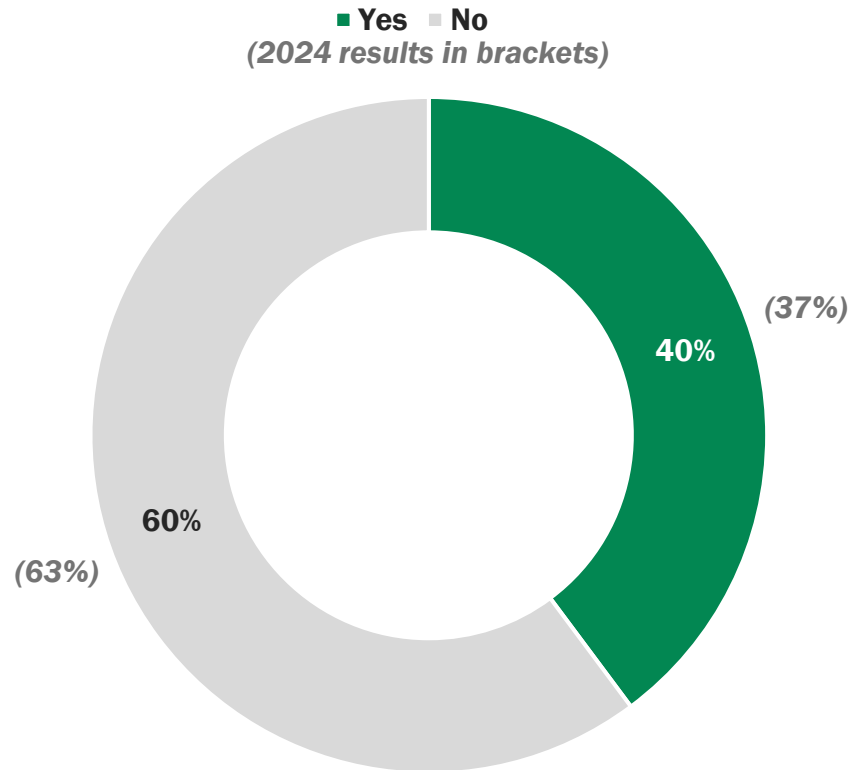
Perceptions of the Local Police Force



Contact with Local Police Force in Past 5 Years



In the past 5 years, two-fifths of residents (40%) have had contact with the local police force.



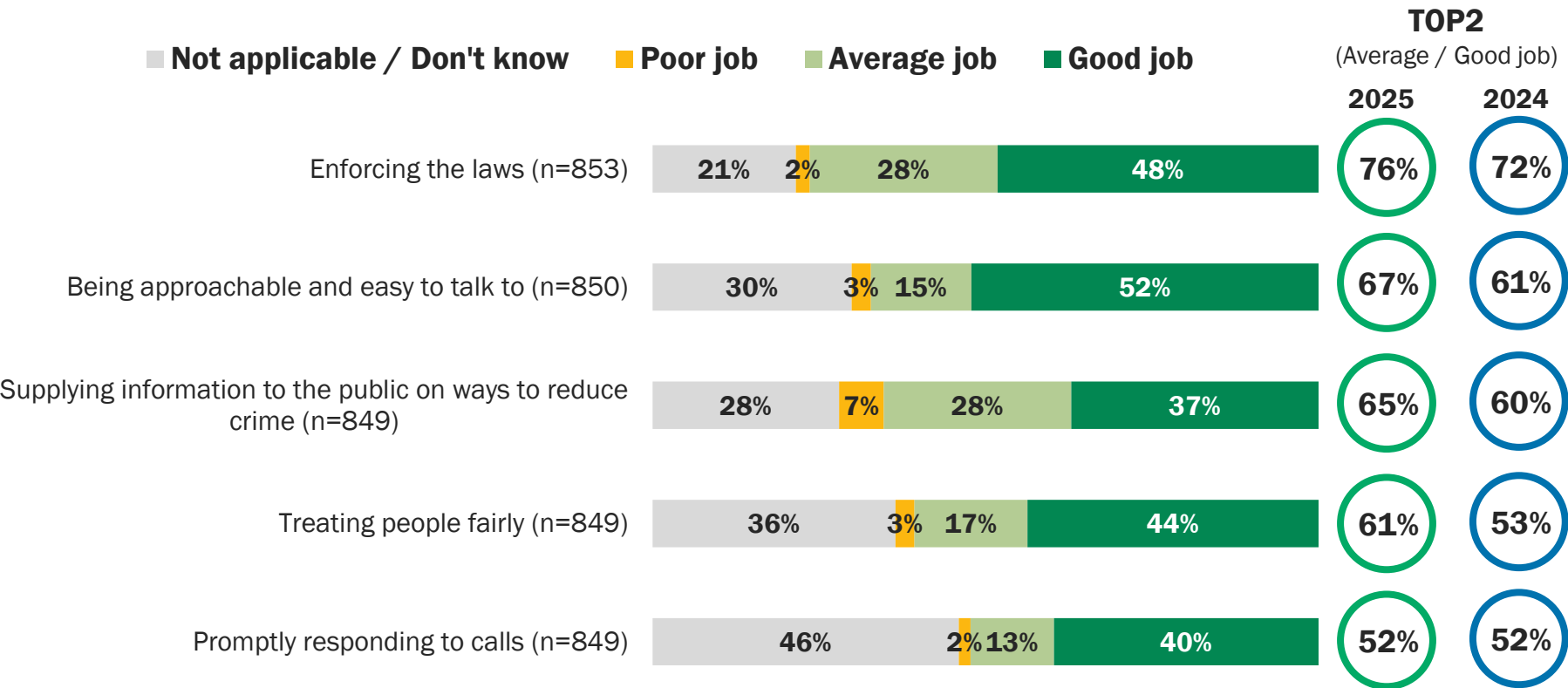
The following groups are significantly more likely to have **had contact with the local police force in the past 5 years**:

- Residents ages 35 to 74 (41%-44%) compared to residents ages 75+ (26%).
- Residents that have lived in Stratford for 10 or more years (45%) compared to those who lived in Stratford for less than 10 years (36%).
- Households with 3 or more members (46%) or children (51%) compared to households with 1 member (34%) or no children (35%).
- Residents born in Canada (41%) compared to residents that were not (27%).

Local Police Force Performance Evaluation



About three-fourths of residents (TOP2: 76%) think the local police force does an average or good job of enforcing the laws.



Notably, there was an 8-percentage point increase in the proportion of residents who feel the police treat people fairly, rising from 53% in 2024 to 61% in 2025.

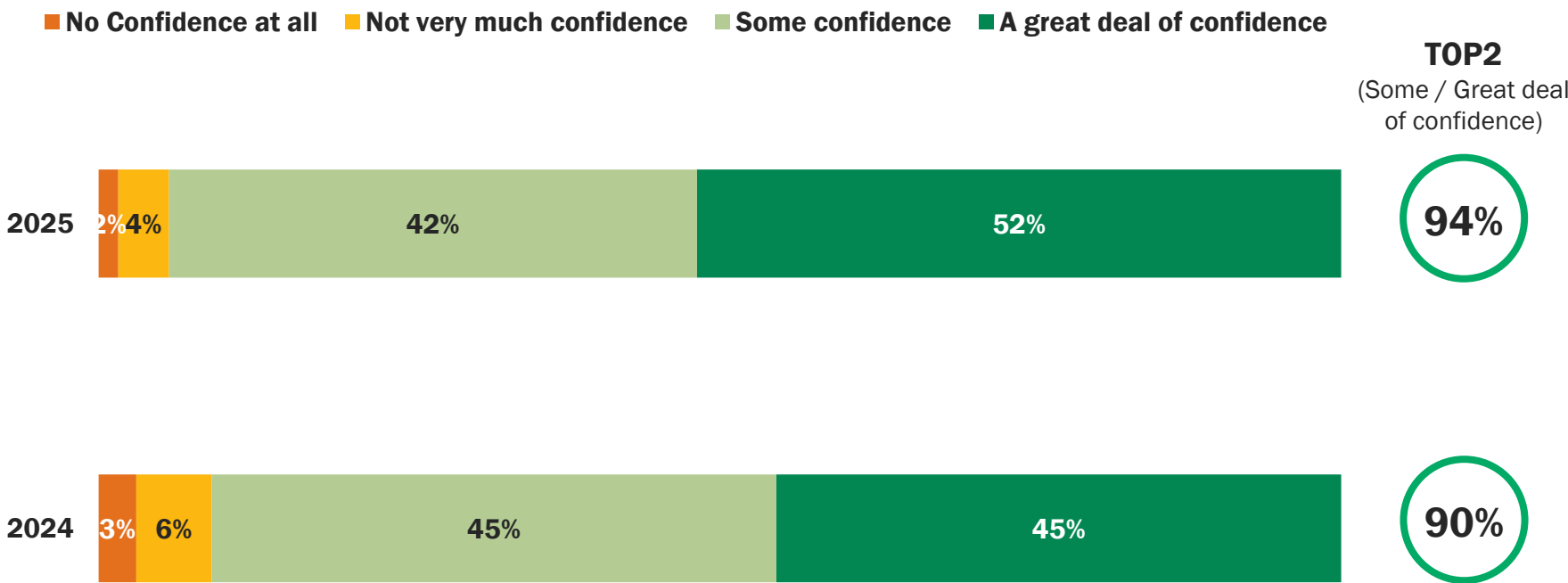
The following groups are significantly more likely to say that the local police force does an **average or good job at enforcing the laws (TOP2)**:

- Residents that have had contact with the police in the past 5 years (90%) compared to those who have not (68%).
- Residents ages 55 to 74 (80%) compared to residents ages 35 to 54 (72%).
- Residents that have lived in Stratford (81%) or Canada (78%) for 10 or more years compared to those who have lived in Stratford (73%) or Canada (51%) for less than 10 years.
- Households with 3 or more members (79%) compared to households with 1 member (67%).
- Residents born in Canada (79%) compared to those who were not (62%).

Confidence in the Local Police Force



The vast majority of residents (TOP2: 94%) have confidence in the local police force.



There was a 4-percentage point increase in the proportion of residents who have confidence in the local police force, rising from 90% in 2024 to 94% in 2025.

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

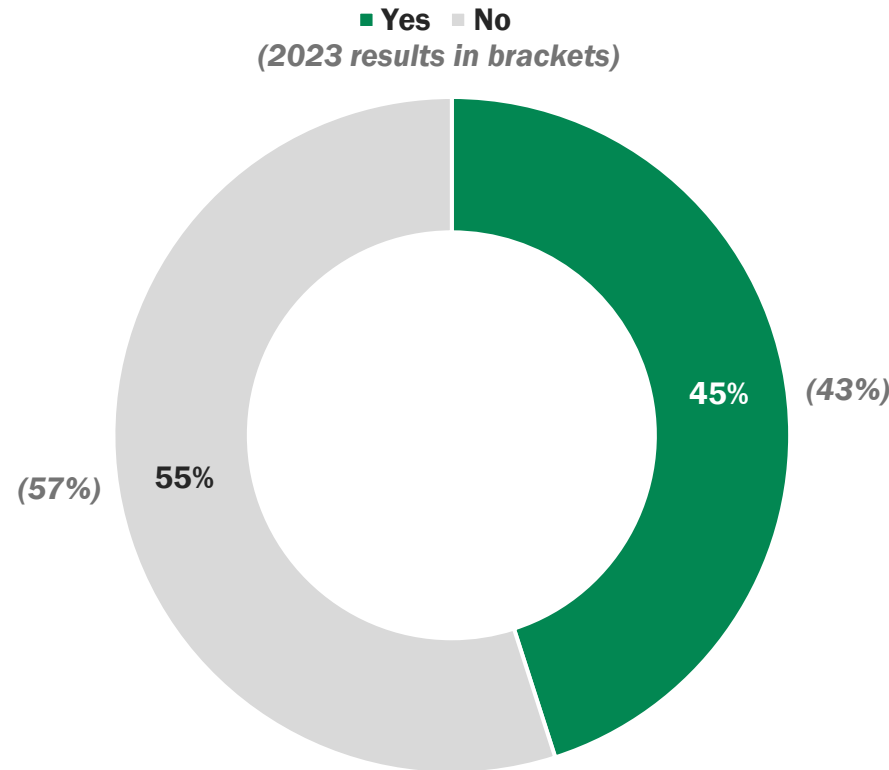
- Female (97%) compared to male (90%) residents.
- Residents ages 55+ (98%) compared to residents ages 35 to 54 (94%).
- Residents that make \$50K+ (95%-96%) compared to residents that make less than \$50K (84%).

Volunteering



Volunteer Activity in Past 12 Months

Close to half of residents (45%) report themselves, or someone in their household, having volunteered for a non-profit or charitable organization in the past 12 months.



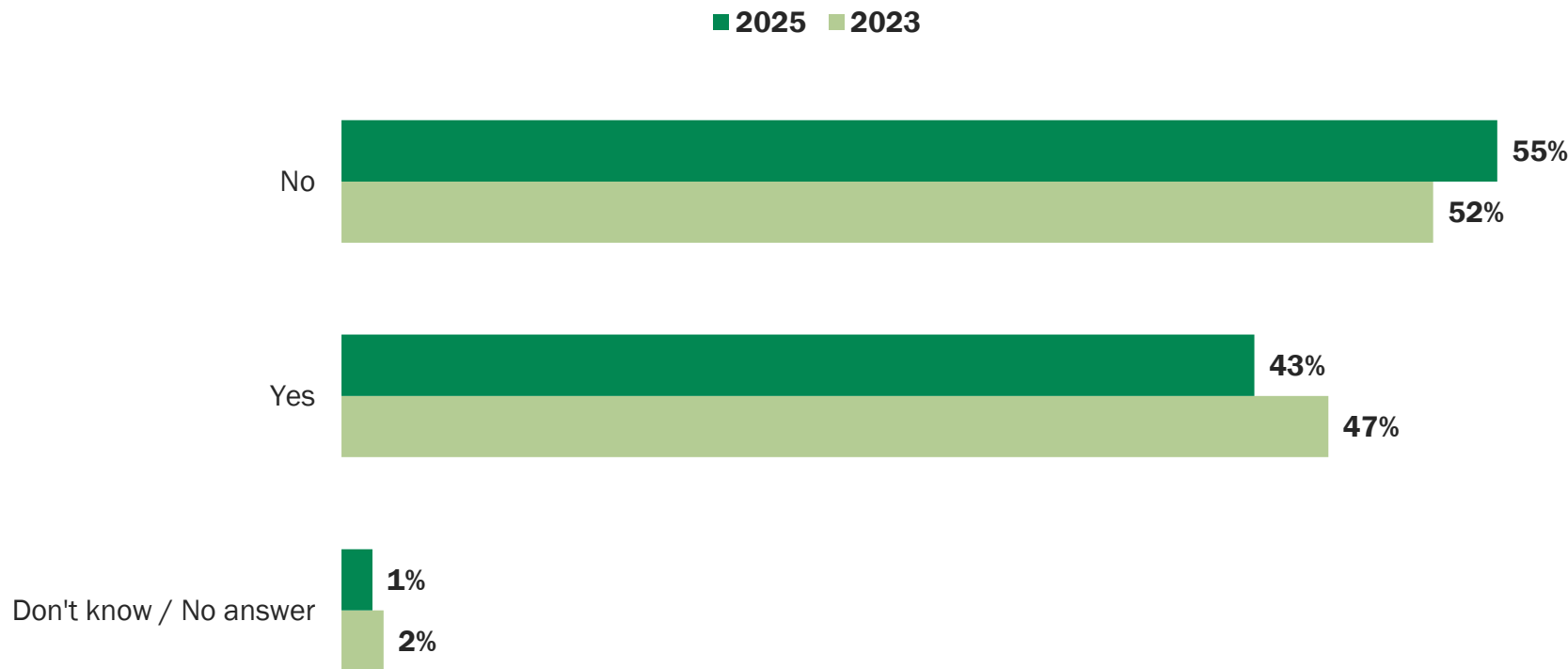
The following groups are significantly more likely to have volunteered in the past 12 months:

- Male (51%) compared to female (42%) residents.
- Residents ages 35 to 54 (50%) compared to residents ages 75+ (38%).
- Residents that have lived in Stratford for 10 or more years (52%) compared to those who have lived in Stratford for less than 10 years (40%).
- Households with 3 or more members (49%) compared to households with 1 member (35%).
- Households that make \$50K+ (47%-49%) compared to households that make less than \$50K (23%).

Volunteer Activity Preformed in Stratford



Among residents whose household volunteered in the past 12 months, about two-fifths (43%) performed a volunteer activity in Stratford.



Notably, there was a 4-percentage point decrease in the proportion of residents who volunteered in Stratford, decreasing from 47% in 2023 to 43% in 2025.

The following groups are significantly more likely to have volunteered in Stratford in the past 12 months:

- Households with 3 or more members (48%) compared to households with 1 member (28%).
- Households with children (54%) compared to households without children (38%).

Q28. Was any of the volunteer activity performed in Stratford?

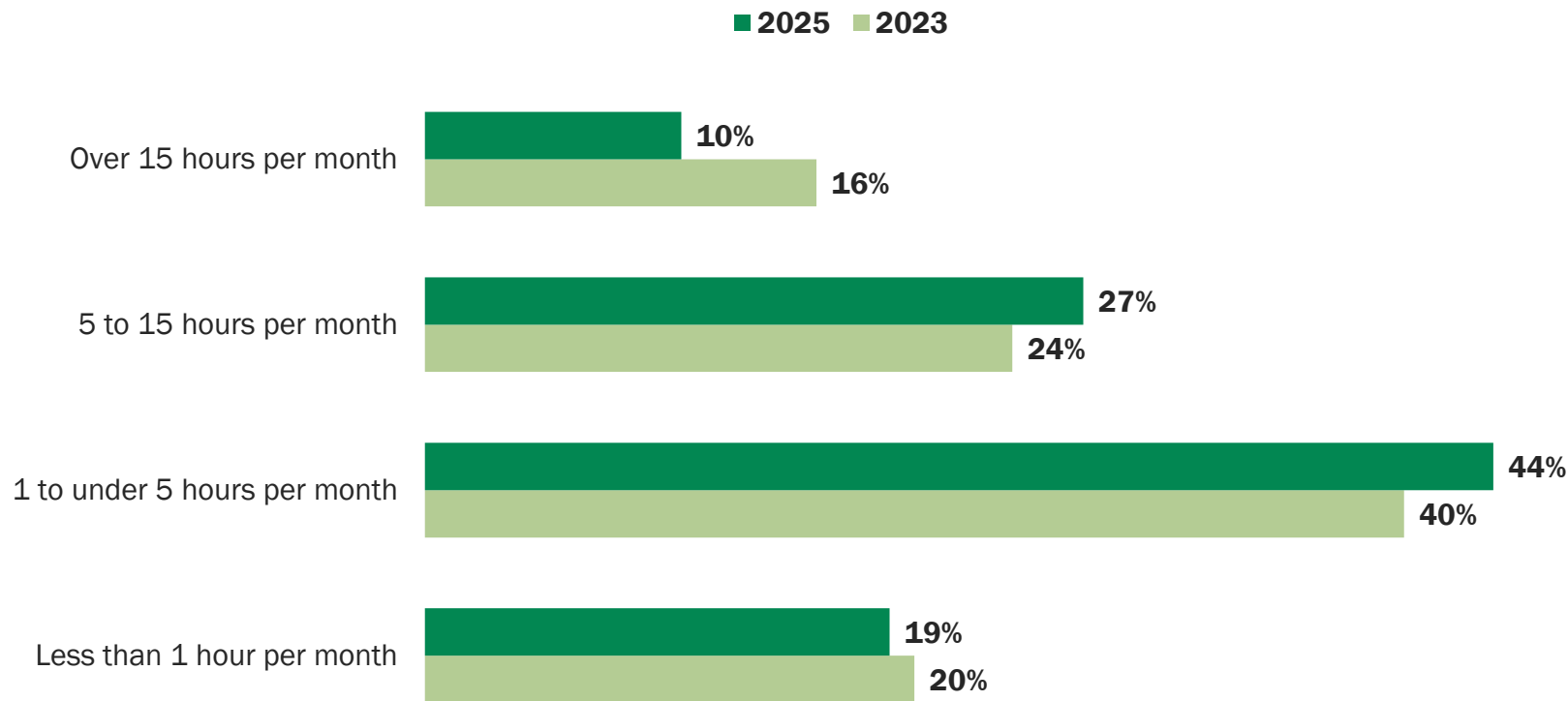
Sample Size: n=383

Base: Those whose household volunteered for a not-for-profit or charitable organization in the past 12 months

Average Monthly Volunteer Hours



Among residents or someone in their household who volunteered in the past 12 months, the plurality (44%) volunteered 1 to under 5 hours per month.



There was a 6-percentage point decrease in the proportion of residents who volunteered over 15 hours per month, decreasing from 16% in 2023 to 10% in 2025.

Residents ages 16 to 34 (35%) or make \$150K+ (27%) are significantly more likely to volunteer **less than one hour a month** than residents ages 35+ (10%-16%) or make \$100K to <\$150K (11%).

Residents ages 55 to 74 (37%) are significantly more likely to volunteer **5 to 15 hours per month** than residents ages 16 to 34 (14%).

Residents ages 35+ (12%-16%) are significantly more likely to volunteer **over 15 hours per month** compared to residents ages 16 to 34 (0%).

Q29. In the past 12 months, on average, how many hours per month did you volunteer?

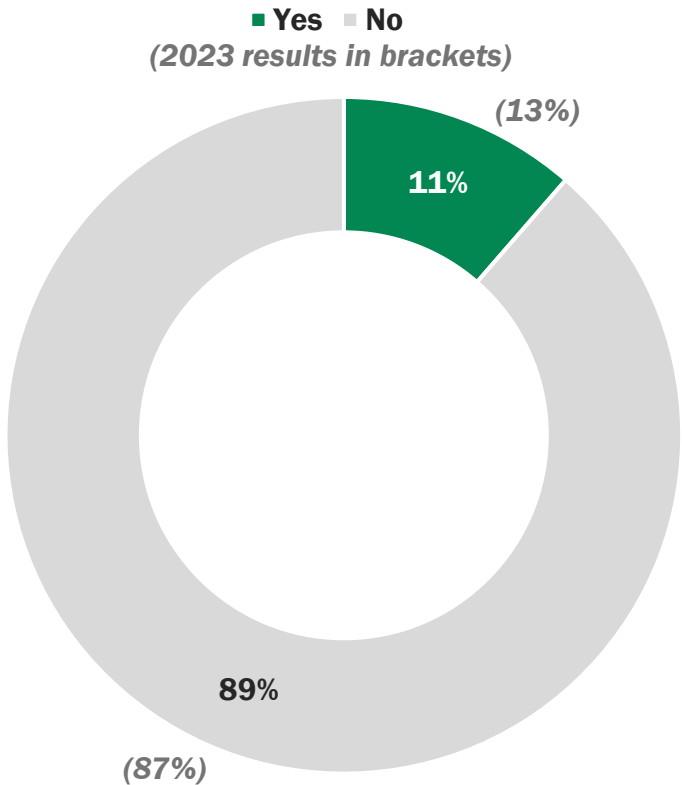
Sample Size: n=383

Base: Those whose household volunteered for a not-for-profit or charitable organization in the past 12 months

Environmental and Water Conservation Volunteer Activity in Past 12 Months



Among residents whose household volunteered in the past 12 months, about one-tenth (11%) focused their volunteer efforts on water conservation or environmental protection.



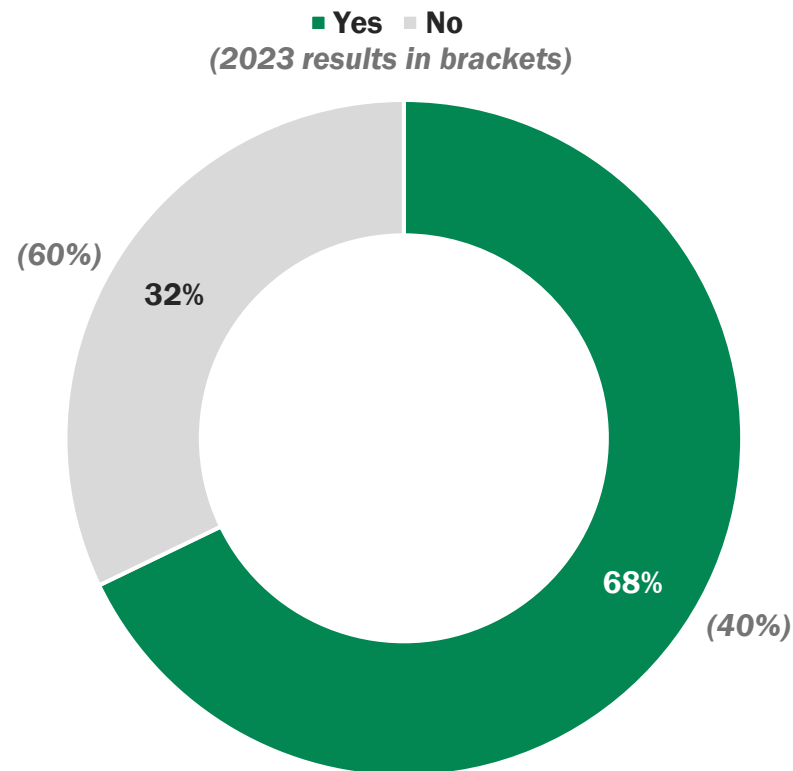
The following groups are significantly more likely to have focused their volunteer efforts on water conservation or environmental protection in the past 12 months:

- Residents that have lived in Stratford for less than 10 years (16%) compared to those who have lived in Stratford for 10 years or more (7%).
- Households with 2 members (18%) or no children (15%) compared to households with 3 or more members (7%) or children (6%).

Local Impact of Environmental and Water Conservation Volunteering



Among residents who focused their volunteer efforts on water conservation or environmental protection, the majority (68%) of these activities directly involved or affected the Town of Stratford.



There was a notable 28-percentage point increase in the proportion of residents whose environmental and water conservation volunteer activities involved the Town directly, increasing from 40% in 2023 to 68% in 2025.

The following groups are significantly more likely to say their volunteer activities did not directly involve or affect the Town of Stratford:

- *Residents that were born in Canada (38%) or have lived in Canada for 10+ years (34%) compared to residents that were not born in Canada (0%) or lived in Canada for less than 10 years (0%).

*Note: small sample size, interpret with caution.

Q31. Did any of these activities directly involve or affect the Town of Stratford?

Sample Size: n=43

Base: Those whose household volunteered in activities aimed at conservation of water or protection of the environment, in the past 12 months

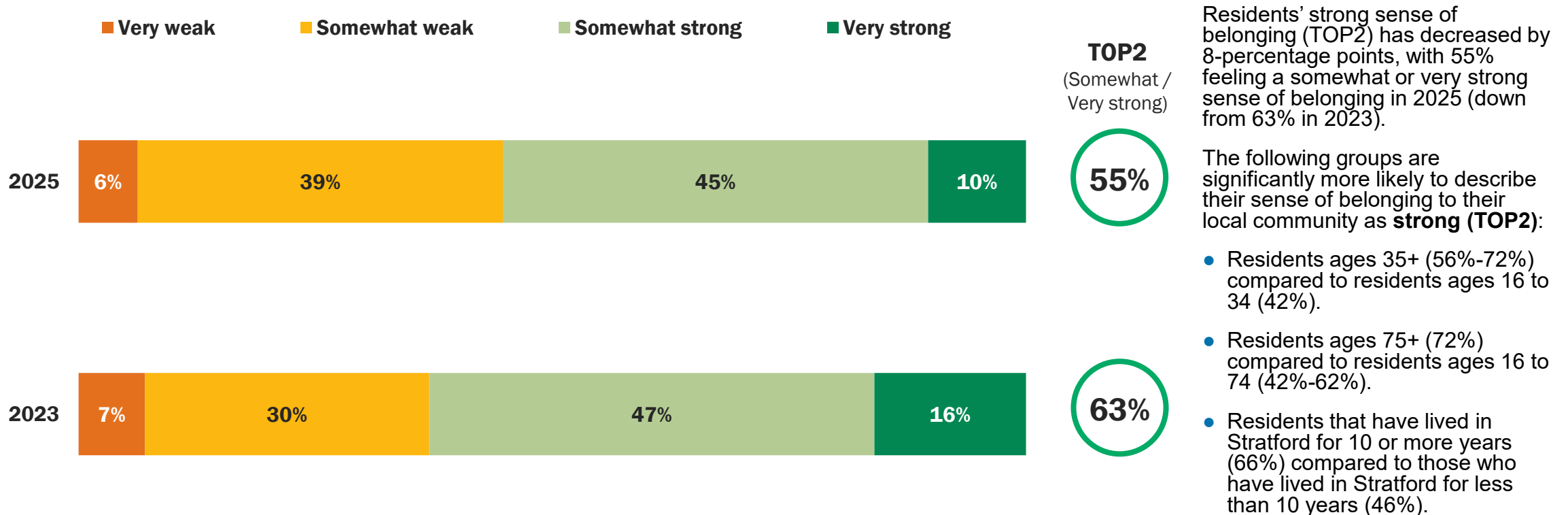
Community Engagement Interest



Sense of Belonging to the Local Community



More than half of residents (TOP2: 55%) would describe their sense of belonging to their local community as strong.



Q32. How would you describe your "sense of belonging" to your local community?

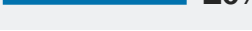
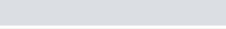
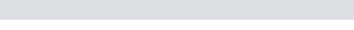
Sample Size: n=852

Base: All respondents

Ways Residents want to Participate in Town Decisions



Residents would most-often like to be engaged in Town decision-making through participating in focus groups (41%), and attending Town council meetings (37%).

2025	2023
Participating in focus groups  41%	22%
Attending Town Council meetings  37%	15%
Participating on a Standing Committee of the Council  36%	9%
Attending public meetings on specific issues  36%	41%
Participating in interviews  21%	13%
Attending an open house or information session on specific issues  14%	43%
Participating in in-depth surveys  14%	36%
Participating on event committees  10%	8%
Participating on topic specific committees  9%	16%
Other  2%	5%
None of the above  18%	16%

The following groups are significantly more likely to mention **participating in focus groups** as a way they'd like to be engaged in Town decision making:

- Female (47%) compared to male (32%) residents.
- Residents aged 16 to 34 (63%) compared to residents ages 35+ (7%-45%).
- Residents ages 35 to 54 (45%) compared to residents ages 55+ (7%-23%).
- Residents ages 55 to 74 (23%) compared to residents ages 75+ (7%).
- Residents that have lived in Stratford for less than 10 years (47%) compared to those who have lived in Stratford for 10 years or more (32%).
- Households with 2 or more members (38%-49%) compared to households with 1 member (26%).
- Households with 3 or more members (49%) compared to households with 1 or 2 members (26%-38%).
- Households with children (48%) compared to households without (38%).

Note: responses with <1% are not shown in the chart above

Q33. In what ways would you like to be engaged in Town decision-making? Please select all that apply.

Sample Size: n=846

Base: All respondents

About the 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

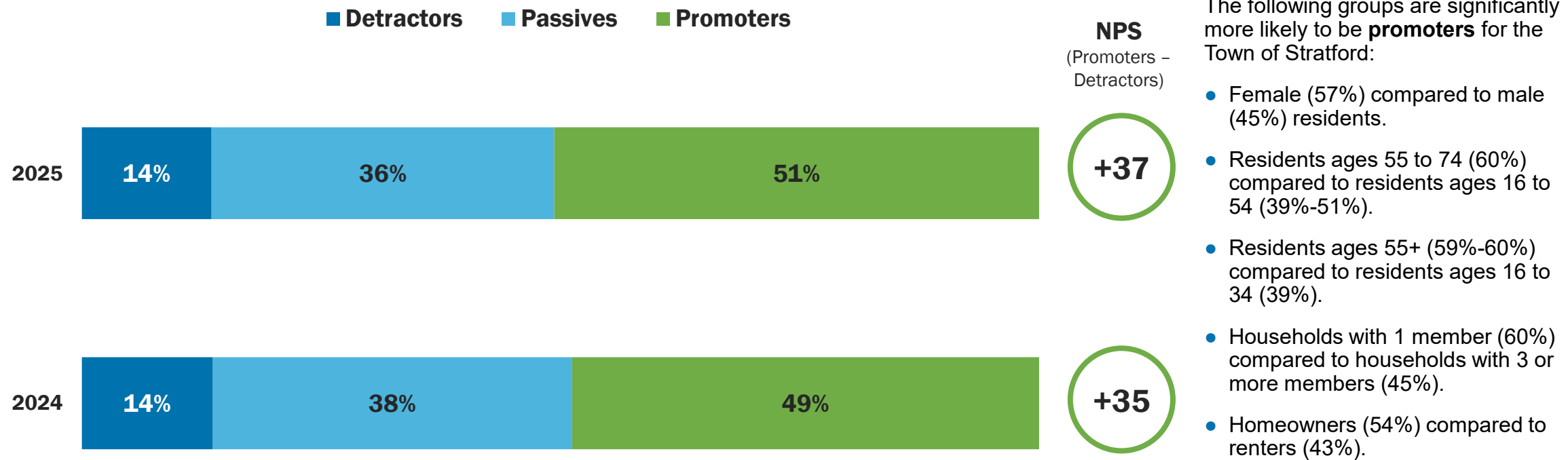
Question: *How likely are you to recommend the Town of Stratford as a place to live to a friend or colleague?*

- 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 extremely 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 +37 indicates that residents of Stratford are more likely to say they would recommend the Town.



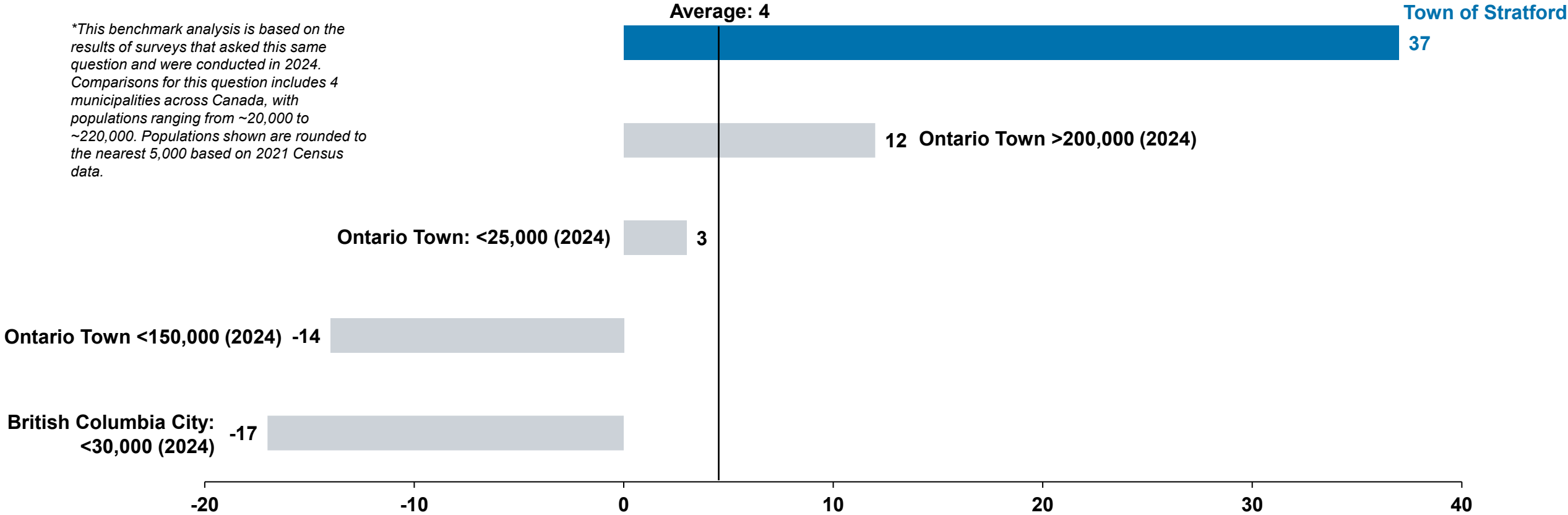
Recommending the Town of Stratford

Benchmark Comparison



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

**This benchmark analysis is based on the results of surveys that asked this same question and were conducted in 2024. Comparisons for this question includes 4 municipalities across Canada, with populations ranging from ~20,000 to ~220,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.*



Increasing Likelihood to Recommend Stratford: Residents' Suggestions



To increase the likelihood of recommending Stratford as a place to live, residents recommend focusing on affordable housing (13%), public transit (11%), recreational centre/facilities (10%), and traffic flow (10%).

2025	2024
Affordable housing 13%	10%
Public transit (e.g. more routes, etc.) 11%	4%
Recreational centre / Facilities 10%	11%
Traffic flow 10%	13%
Satisfied / Happy / Good place to live / No complaints 8%	6%
More businesses 7%	8%
Infrastructure - Sidewalks 7%	6%
High property taxes 6%	5%
More restaurants 6%	8%
Services / Amenities (other or unspecified) 6%	9%
Walking trails (e.g. more trails, better maintenance, etc.) 6%	6%
More / Improve green space 6%	8%
High taxes (other or unspecified) 6%	8%
Other 12%	5%
No / None / Don't know / Refused 15%	12%

Affordable housing was the most often mentioned recommendation in 2025 (13%), up from fourth place in 2024 (10%).

Additionally, support for public transit increased by 7-percentage points, from 4% in 2024 to 11% in 2025, aligning with the T3 Transit expansion initiative.

The following groups are significantly more likely to mention **affordable housing**:

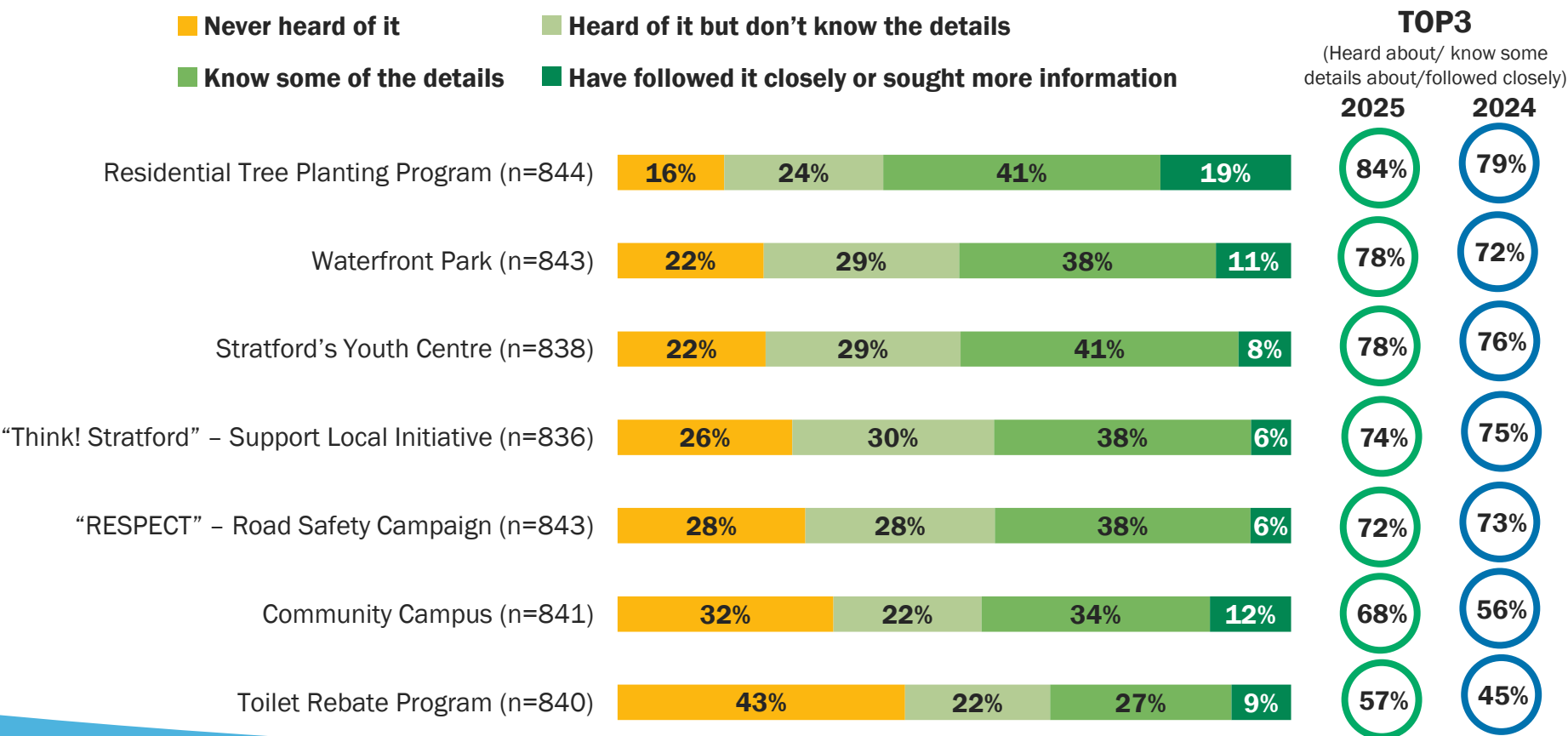
- Female (16%) compared to male (7%) residents.
- Younger residents (16 to 34; 21%) compared to older residents (55+; 6%-7%).
- Residents born in Canada (13%) compared to those who were not (5%).
- Renters (27%) compared to homeowners (8%).

Note: responses with <6% are not shown in the chart above

Knowledge of Town Initiatives



Regarding the Town’s residential tree planning program, more than four-fifths of residents (TOP3: 84%) have heard of it, know some of the details, or have followed the program closely / sought more information.



Awareness of the Toilet Rebate Program increased by 12 percentage points (from 45% in 2024 to 57% in 2025), as did awareness of the Community Campus project (from 56% to 68%) in the same timeframe.

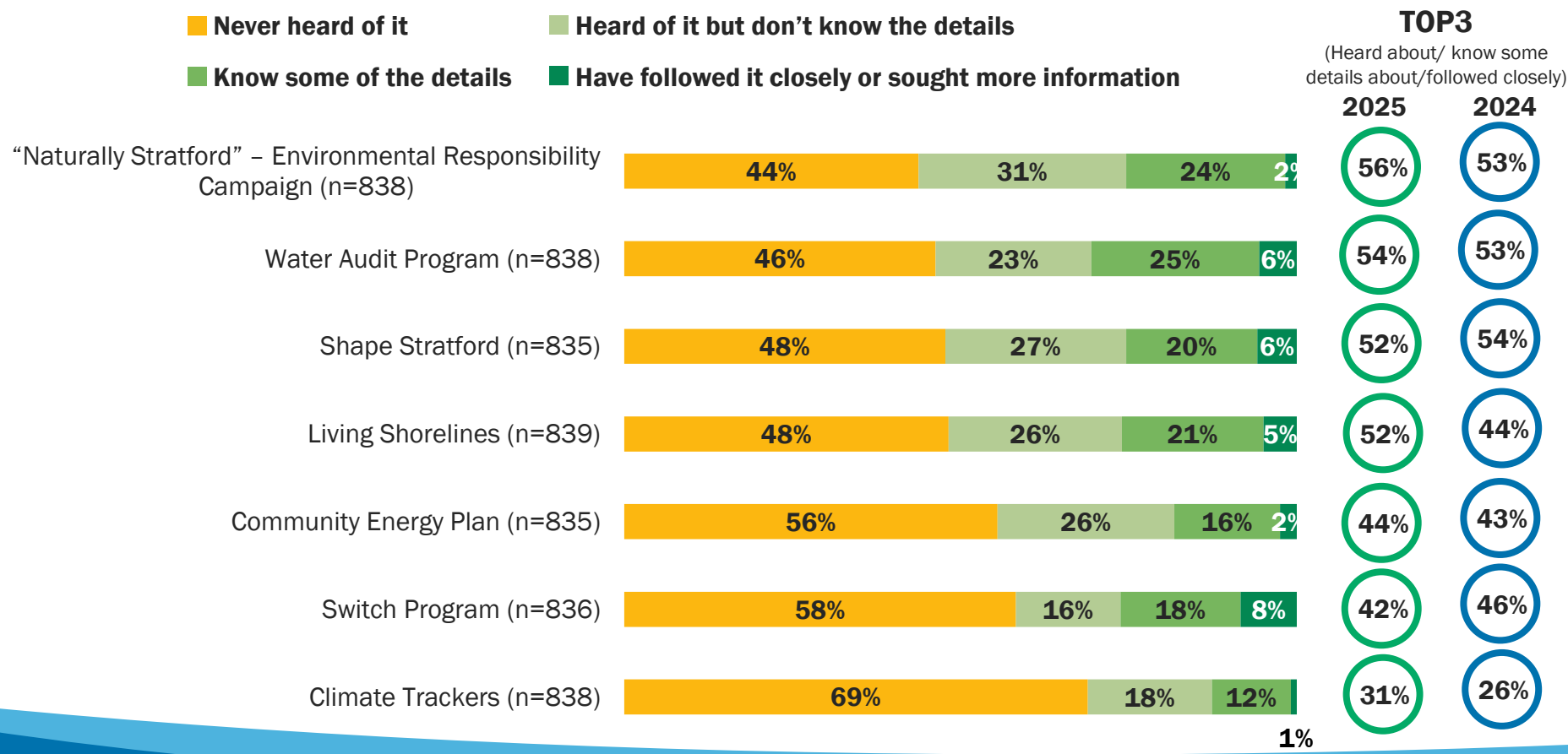
The following groups are significantly more likely to **know about the residential tree planning program to some degree (TOP3)**:

- Residents that have lived in Stratford (89%) or Canada (86%) for 10 years or more compared to those who have lived in Stratford (80%) or Canada (64%) for less than 10 years.
- Residents born in Canada (86%) compared to residents that were not (72%).

Knowledge of Town Initiatives (continued)



About three-tenths of residents (TOP3: 31%) have heard about, know some details about, or have followed it closely/sought more information regarding climate trackers.



Awareness of the Living Shoreline initiative rose by 8-percentage points, from 44% in 2024 to 52% in 2025.

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

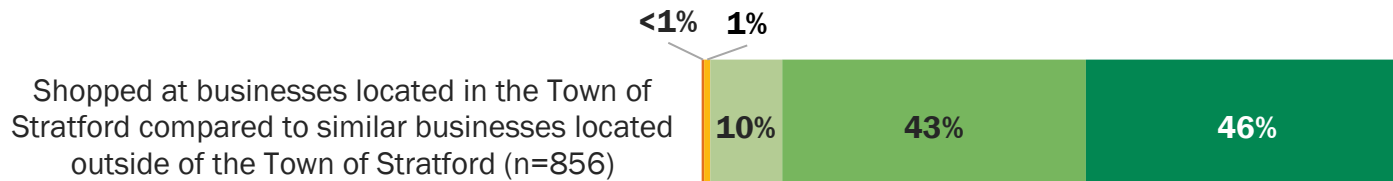
- Residents ages 35 to 54 (75%) compared to residents ages 55+ (61%-67%).
- Residents that have lived in Canada for less than 10 years (85%) compared to residents that have lived in Stratford for 10 years or more (68%).

Think! Stratford – Support Local Initiatives

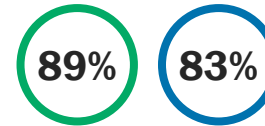


In the past year, residents have often or always shopped at businesses located in the Town instead of a similar business located outside the Town (TOP2: 89%) and have accessed services in the Town compared to a similar service outside of the Town (TOP2: 59%).

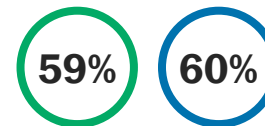
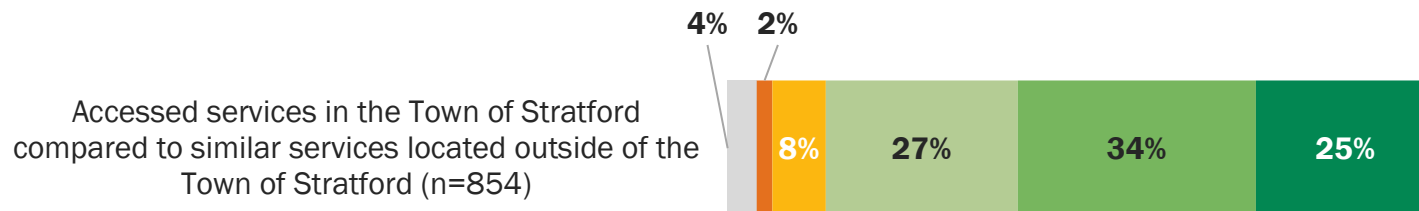
■ Unsure
■ Never
■ Seldom
■ Sometimes
■ Often
■ Almost always



TOP2
(Often / Almost Always)
2025 **2024**



The proportion of families who shop at businesses in the Town often or almost always (TOP2) increased by 6-percentage points, rising from 83% in 2024 to 89% in 2025.



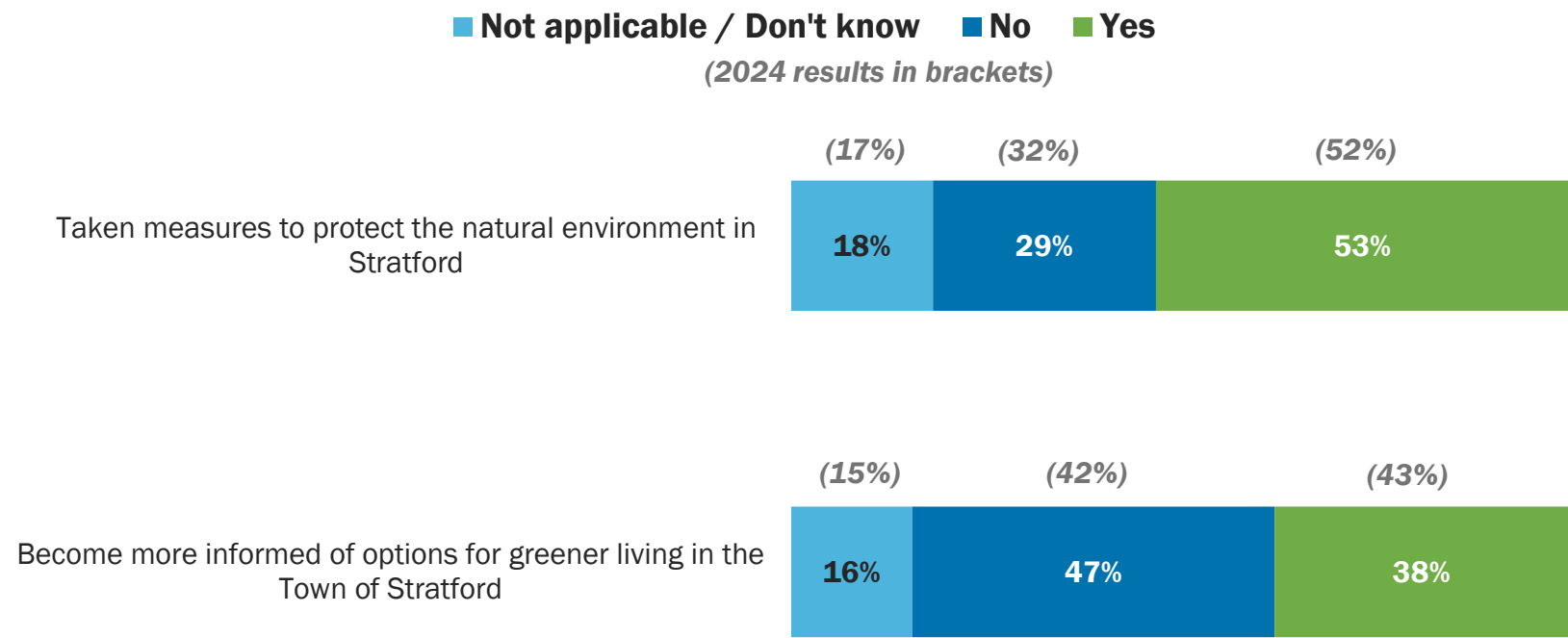
The following groups are significantly more likely to **say their family shopped at businesses located in the Town often or almost always (TOP2)**:

- Residents ages 55 to 74 (92%) compared to residents ages 16 to 34 (82%).
- Residents that have lived in Stratford for 10 or more years (92%) compared to those who have lived in Stratford for less than 10 years (86%).
- Households with 2 members (93%) compared to households with 3 or more members (86%).
- Households that make less than \$50K and \$100K to <\$150K (93%-94%) compared to households that make \$150K or more (83%).

Naturally Stratford – Environmental Responsibility Campaign



Over the past year, residents have taken measures to protect the natural environment (53%) and become more informed of options for greener living in the Town (38%).



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

- Residents ages 16 to 74 (51%-58%) compared to residents ages 75+ (41%).
- Households with 3 or more members (56%) compared to households with 1 member (43%).
- Residents with vehicle access (55%) compared to residents with some vehicle access (25%).

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

- Residents ages 16 to 74 (37%-40%) compared to residents ages 75+ (23%).

RESPECT – Road Safety Campaign



Two-thirds of residents (66%) are more likely to slow down, move over, and think of others, and about half (49%) are more likely to be aware of road safety concerns.

■ Not applicable / Don't know ■ No ■ Yes
(2024 results in brackets)

Likely to Slow Down, Move Over, and Think of Others while driving compared to last year (n=845)



Aware of road safety concerns compared to last year (n=848)



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

- Female (69%) compared to male (58%) residents.
- Residents ages 55+ (74%-77%) compared to residents ages 35 to 54 (58%).
- Residents not born in Canada (77%) compared to residents that are (64%).
- Residents with a disability (77%) compared to residents with no disability (64%).

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

- Residents ages 55+ (56%-62%) compared to residents ages 16 to 34 (37%).
- Residents ages 75+ (62%) compared to residents ages 16 to 54 (37%-49%).
- Residents not born in Canada (65%) or have lived in Stratford for 10 or more years (54%) compared to those born in Canada (47%) or have lived in Stratford for less than 10 years (45%).
- Households with 1 member (59%) compared to households with 3 or more members (45%).

Shape Stratford

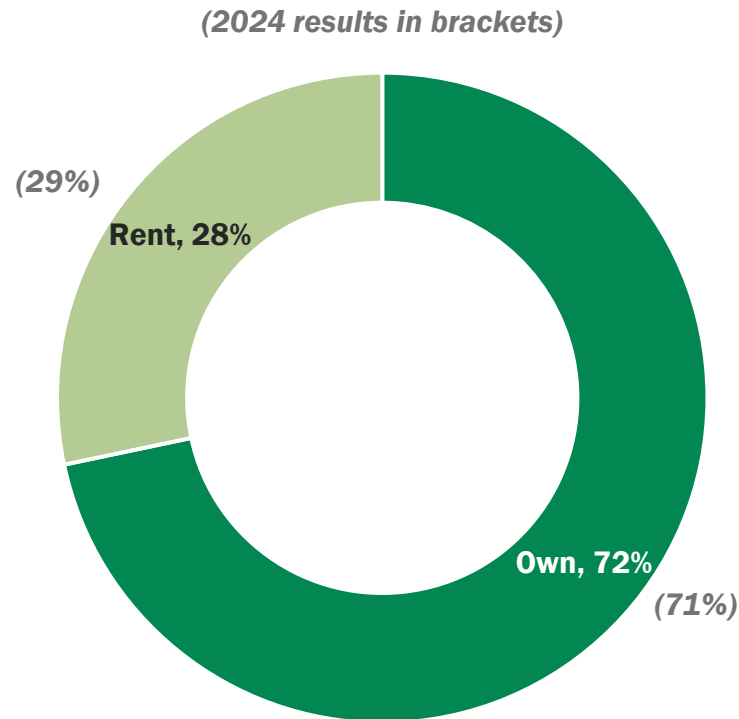


Shape
Stratford



Dwelling Ownership

7 in 10 residents (72%) indicate that they own their dwelling, while nearly 3 in 10 residents (28%) indicate that they rent their dwelling.



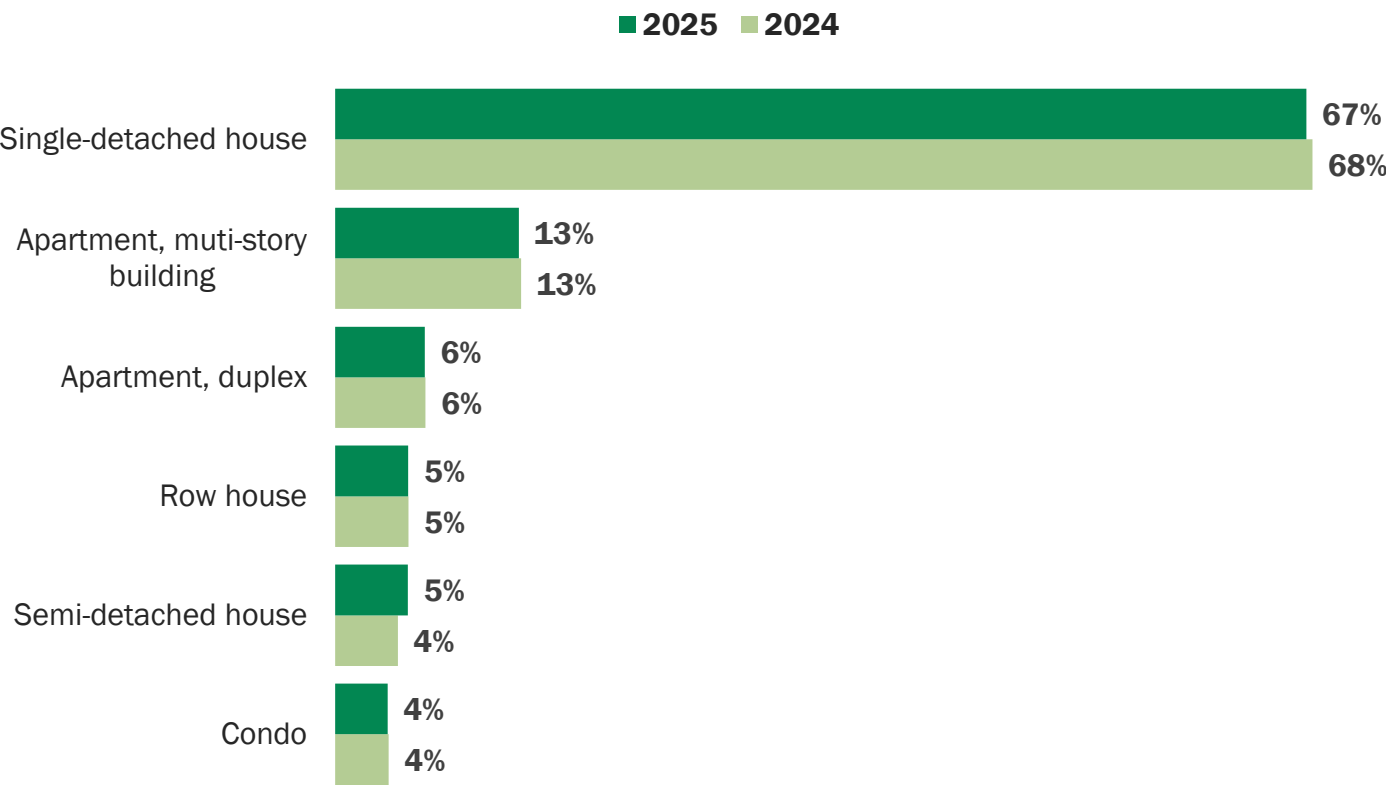
The following groups are significantly more likely to **own their home**:

- Male (79%) compared to female (70%) residents.
- Residents ages 35 to 74 (80%-84%) compared to residents ages 16 to 34 (51%) and 75+ (59%).
- Residents that have lived in Stratford for 10 or more years (84%) compared to those who have lived in Stratford for less than 10 years (62%).
- Households with 2 or more members (73%-78%) compared to households with 1 member (52%).
- Households that make \$50K+ (59%-95%) compared to households that make less than \$50K (33%).
- Households that make \$100K+ (80%-95%) compared to households that make \$50K to <\$100K (59%).
- Households that make \$150K+ (95%) compared to households that make \$100K to <\$150K (80%).
- Residents without a disability (74%) compared to residents with a disability (57%).

Dwelling Type



About two-thirds of respondents (67%) indicate that they live in a single-detached house.



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

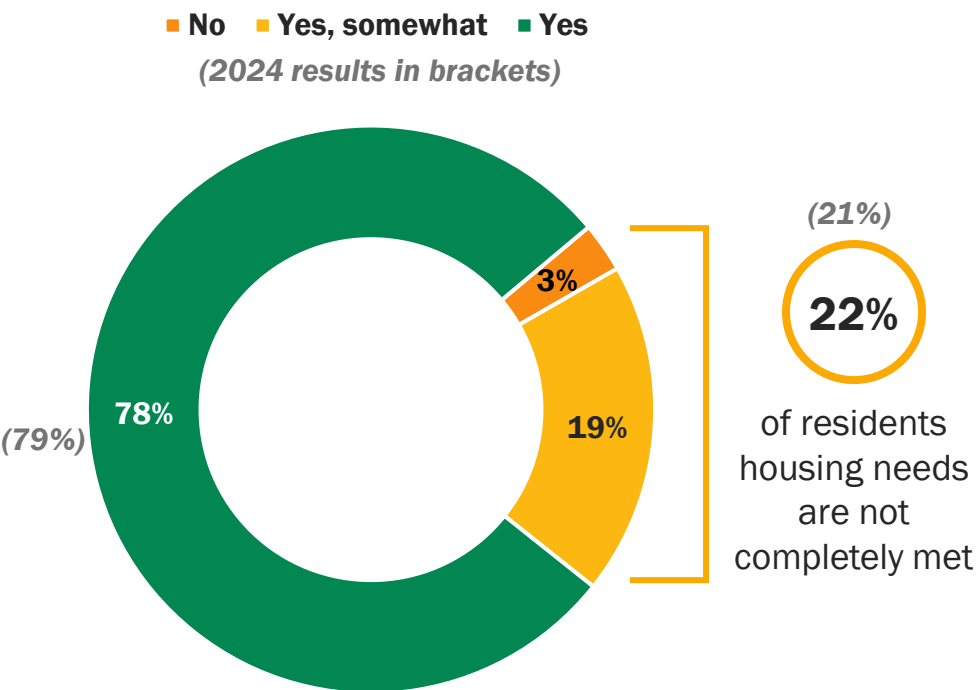
- Residents ages 35 to 74 (76%-79%) compared to residents ages 16 to 34 (49%) and 75+ (55%).
- Residents that have lived in Stratford for 10 or more years (83%) compared to those who have lived in Stratford for less than 10 years (55%).
- Households with 2 or more members (61%-83%) compared to households with 1 member (42%).
- Households with 3 or more members (83%) compared to households with 2 members (61%).
- Households with children (77%) compared to households without (63%).
- Homeowners (87%) compared to renters (17%).
- Households that make \$50K+ (54%-93%) compared to households that make less than \$50K (29%).
- Households that make \$100K+ (69%-93%) compared to households that make \$50K to <\$100K (54%).
- Households that make \$150K+ (93%) compared to households that make \$100K to <\$150K (69%).
- Residents without a disability (69%) compared to residents with a disability (55%).

Meeting Residents' Housing Needs

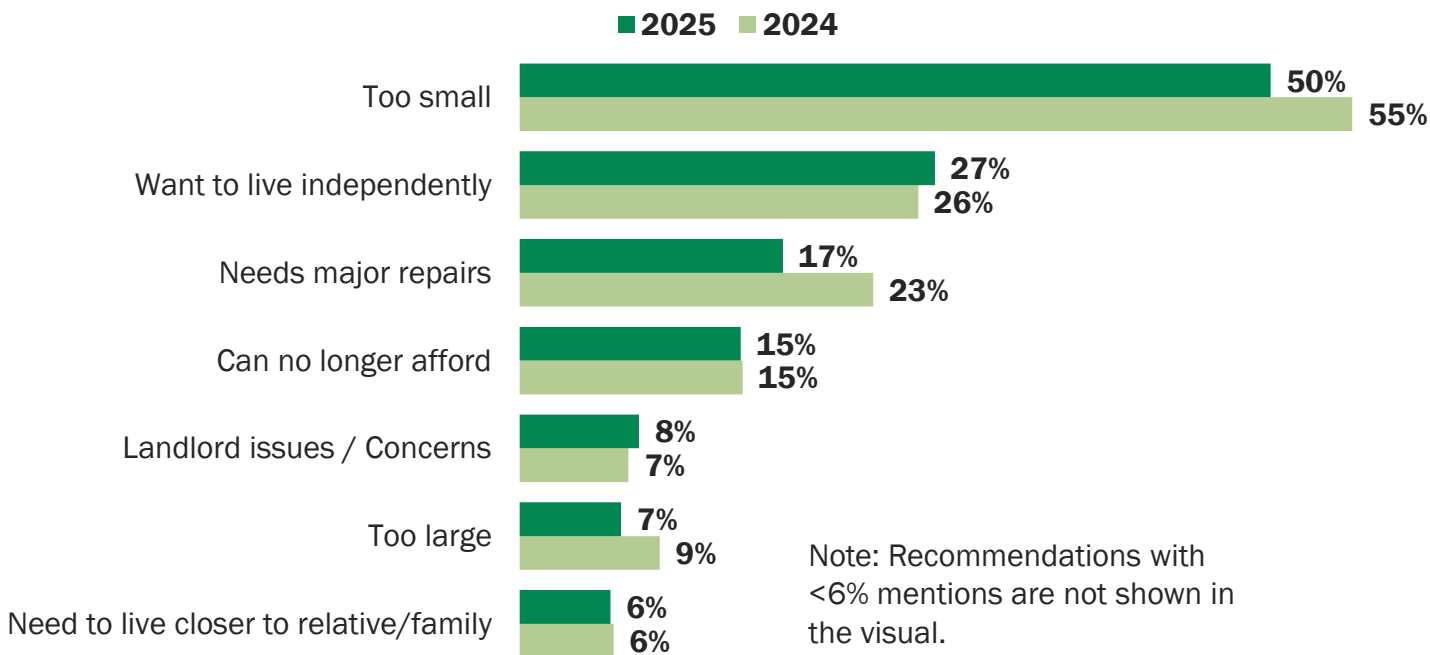


The majority of residents (78%) say their current housing situation meets their needs. Of the 22% of residents that only somewhat, or do not have a housing situation that meets their needs, 50% indicated the reason to be that it is too small.

Current Housing Situation Meeting Residents Needs



Top Reasons Why Current Residence does not Meet Household Needs



Q43. Does your current housing situation meet your household's needs?
Sample Size: n=859
Base: All respondents

Q44. Please give reasons why your current residence does not completely meet your household's needs (check all that apply). [multi-select]
Sample Size: n=183
Base: Those whose current housing situation does not meet their household's needs

Meeting Housing Needs: Types of Dwellings



To meet the housing needs of residents, respondents believe that more apartments are necessary (44%), followed by single-detached homes (42%), and semi-detached homes (39%).

2025	2024
Apartments (multi-story buildings) 44%	49%
Single detached homes 42%	42%
Semi-detached homes (side-by-side units) 39%	43%
Townhomes/rowhomes 37%	44%
Duplexes (two unit stacked) 29%	36%
Alternative forms of housing 28%	29%
Apartment (basement or other type within an existing house) 19%	21%
Stratford has enough housing 16%	13%
Affordable housing 4%	4%
Pet-friendly units 1%	1%
Seniors housing 1%	1%
Limit growth / Building new houses 1%	1%
Smaller / Tiny homes / Units 1%	1%
Multi-Generational homes (e.g. parent, in-law suites, etc.) 1%	1%
Other 5%	3%
No / None / Don't know / Refused 3%	2%

Note: responses with <1% are not shown in the chart above

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

- Male (54%) compared to female (39%) residents.
- Residents ages 16 to 34 (57%) compared to residents ages 35+ (28%-43%).
- Residents ages 35 to 74 (40%-43%) compared to residents ages 75+ (28%).
- Residents that have lived in Stratford for less than 10 years (49%) compared to those who have (38%).
- Renters (57%) compared to homeowners (39%).

Q45. To meet the needs of its residents, in your opinion Stratford needs more (check all that apply): [multi-select]

Sample Size: n=838

Base: All respondents

Identifying Challenges to Housing Accessibility



An inability to afford housing (74%) makes it difficult for residents to have housing that fits their needs.

2025	2024
Can no longer afford 74%	78%
Need to live closer to employment 23%	28%
Want to live independently 15%	19%
Need living assistance 12%	14%
Too small 10%	12%
Unsuitable for physical needs due to accessibility 10%	13%
Too large 8%	12%
Needs major repairs 8%	10%
Need to live closer to relative/family 7%	10%
Need to live closer to a caregiver, or to give care 6%	7%
Too expensive 5%	4%
Temporary accommodation 4%	4%
Unsafe social situation (for example, family violence) 2%	3%
Unsafe structure 2%	3%
Housing availability crisis 2%	2%
Lack of affordable housing 2%	2%
Other 3%	2%
No / None / Don't know / Refused 5%	3%

Note: responses with <2% are not shown in the chart above

The following groups are significantly more likely to say they **can no longer afford housing**:

- Female (77%) compared to male (68%) residents.
- Residents ages 16 to 74 (71%-80%) compared to residents ages 75+ (49%).
- Residents ages 35 to 54 (80%) compared to residents ages 55 to 74 (71%).

The following groups are significantly more likely to say they **need to live closer to employment**:

- Residents ages 35 to 54 (24%) compared to residents ages 75+ (15%).
- Residents that have lived in Stratford for less than 10 years (26%) compared to those who have (19%).
- Households that make less than \$50K (32%) compared to households that make \$100K to <\$150K (16%).
- Residents not born in Canada (37%) compared to residents that were (22%).

Q46. 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)? [multi-select]

Sample Size: n=828

Base: All respondents

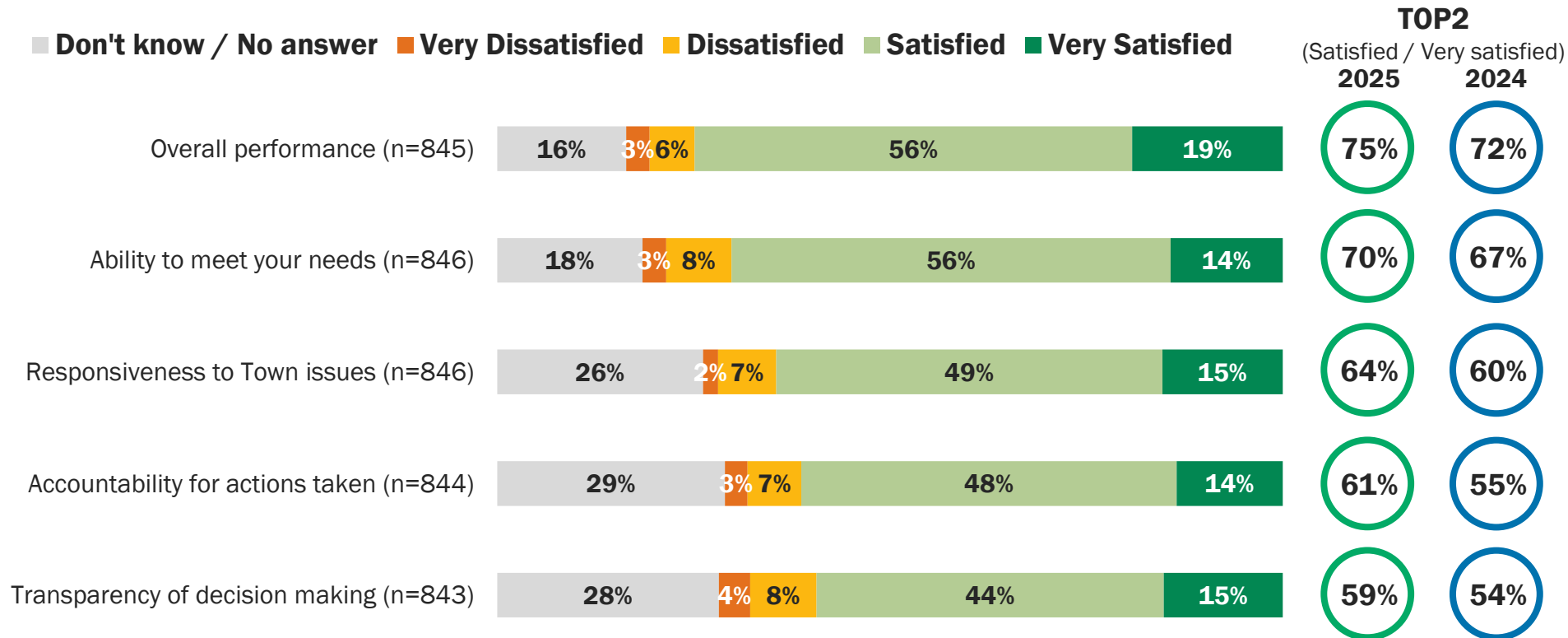
Town Performance



Satisfaction with Town Performance



Three-fourths of residents (TOP2: 75%) are satisfied with the Towns overall performance.



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

- Residents that make \$100K to <\$150K (80%) compared to residents that make less than \$50K (65%).

The following groups are significantly more likely to be satisfied (TOP2) with the Towns **ability to meet their needs**:

- Female (75%) compared to male residents (63%).
- Residents ages 55+ (76%-80%) compared to residents ages 35 to 54 (66%).
- Residents born in Canada (73%) compared to residents that are not (54%).

Q47. 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 (13%), improving spaces for non-motorists (9%), and more updates/information on town issues and projects (8%).

2025	2024
Good / Satisfied / Happy 13%	8%
Improved spaces for non-motorists 9%	8%
More updates / Information on town issues / Projects 8%	4%
Improve customer service of town staff / Council 6%	6%
More or improved access to local services / Businesses 6%	5%
More recreational facilities 5%	5%
Tax improvements / Better use of tax dollars 5%	5%
Address speeding / Traffic safety 5%	7%
More affordable housing / Affordable real estate options 5%	5%
More recreational activities 5%	4%
Other 29%	15%
No / None / Don't know / Refused 26%	26%

Note: responses with <5% are not shown in the chart above

Q48. Do you have additional comments? Please describe briefly. [open-ended]

Sample Size: n=298

Base: All respondents

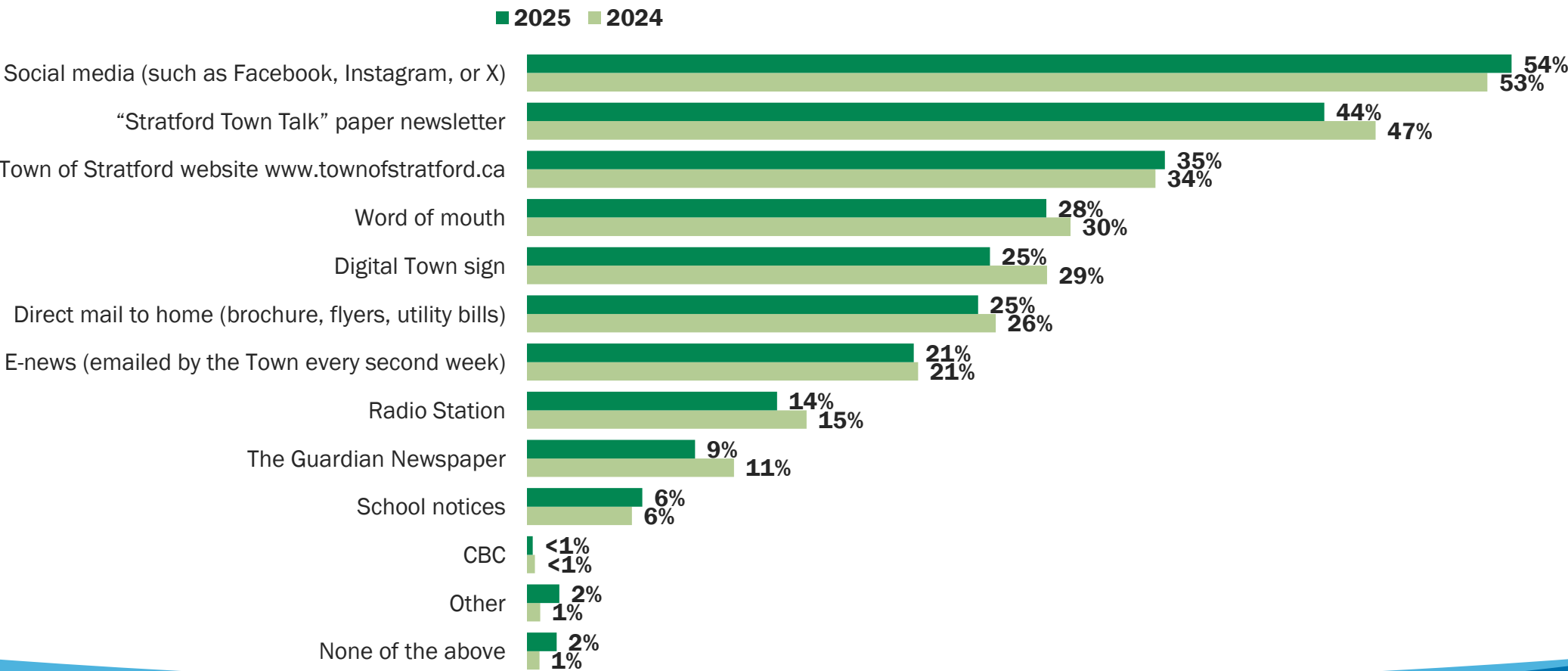
Communications Preferences



Main Sources of Information Regarding the Town



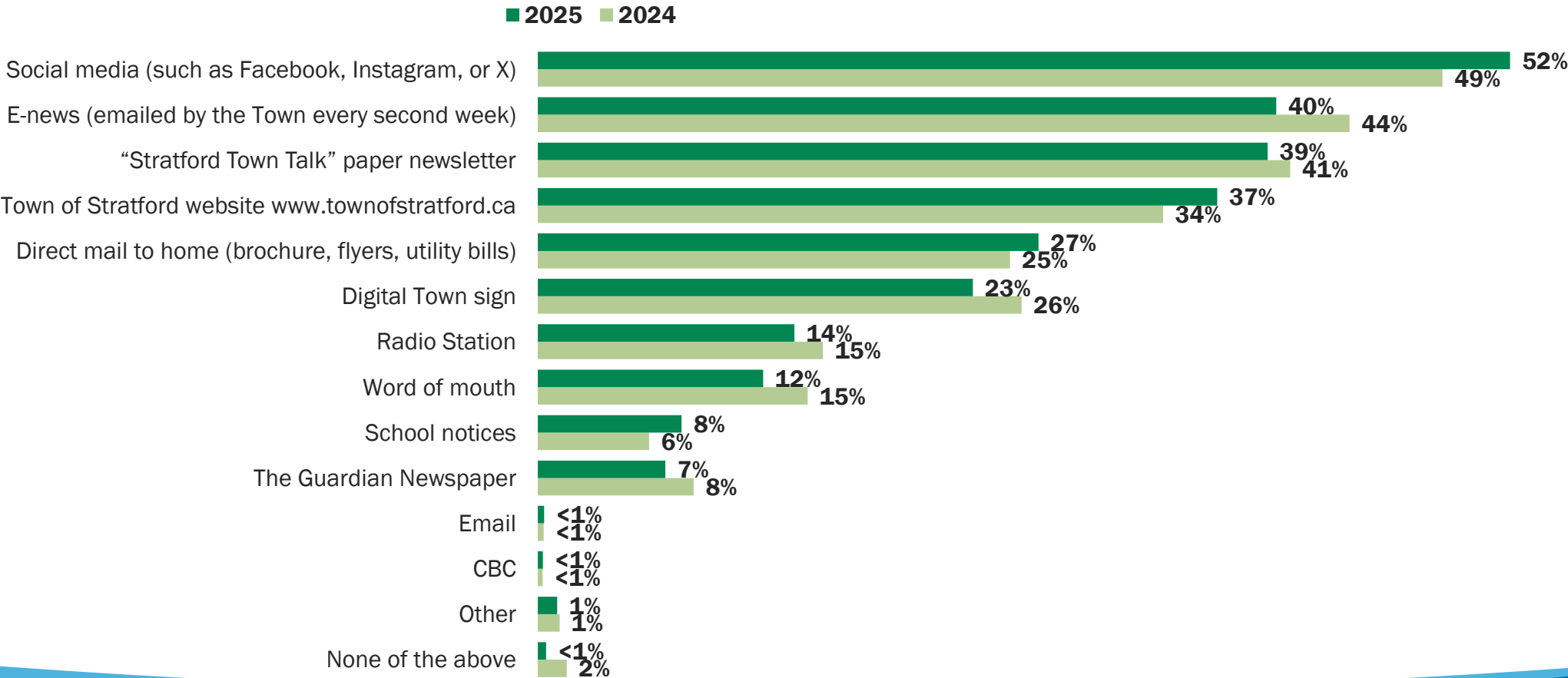
Social media is the main source (54%) of information regarding the Town, followed by the Stratford Town Talk (44%), and the Town website (35%), the same top three sources seen in 2024.



Preferred Sources of Information Regarding the Town



Social media is also the preferred source (52%) of information regarding the Town. E-news is not a main source for information regarding the Town (21%) but remains the second most preferred source in 2025 (40%).

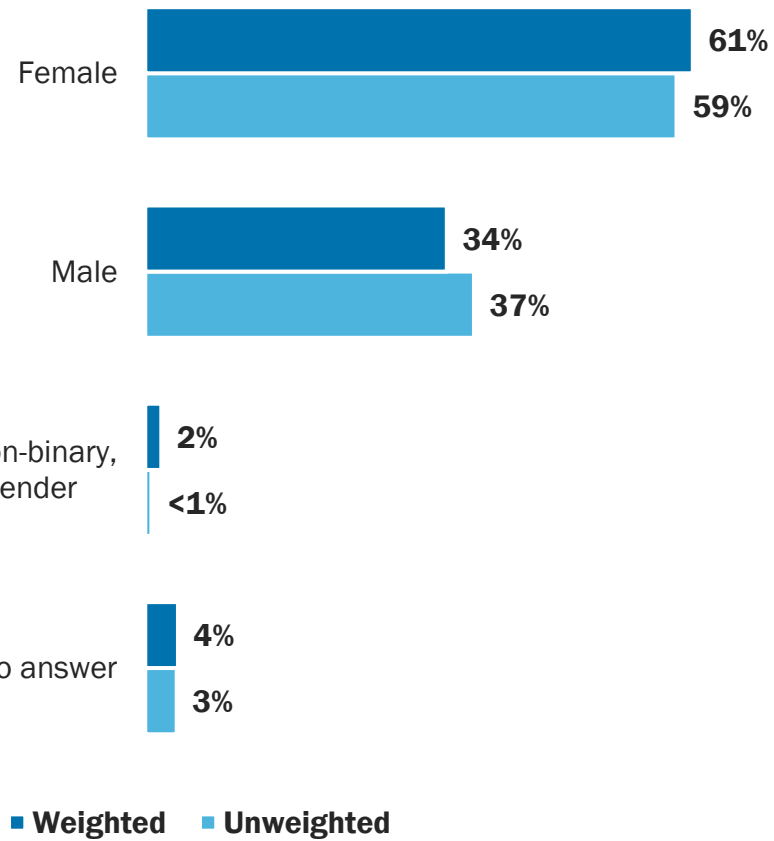


Demographics

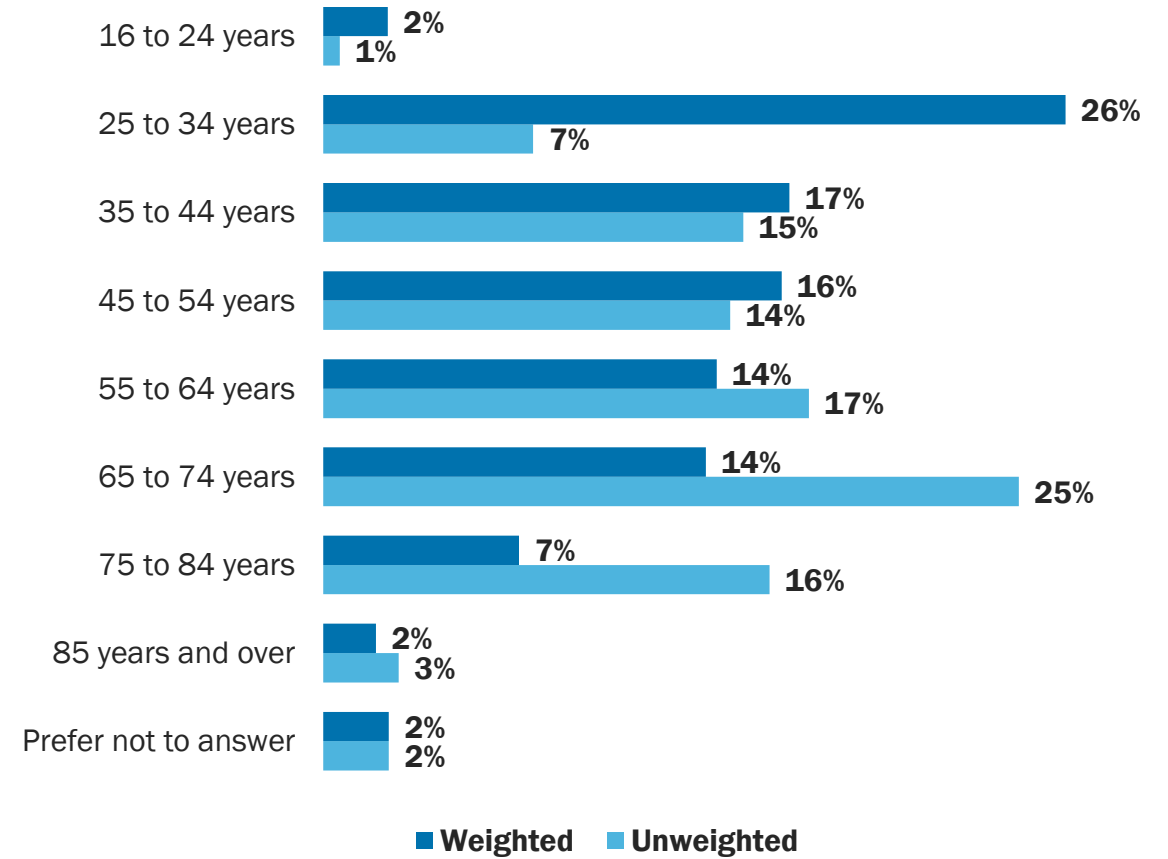


Demographics

Gender



Age



Q52. How do you describe yourself? Please check one. / Q54. Your age is:

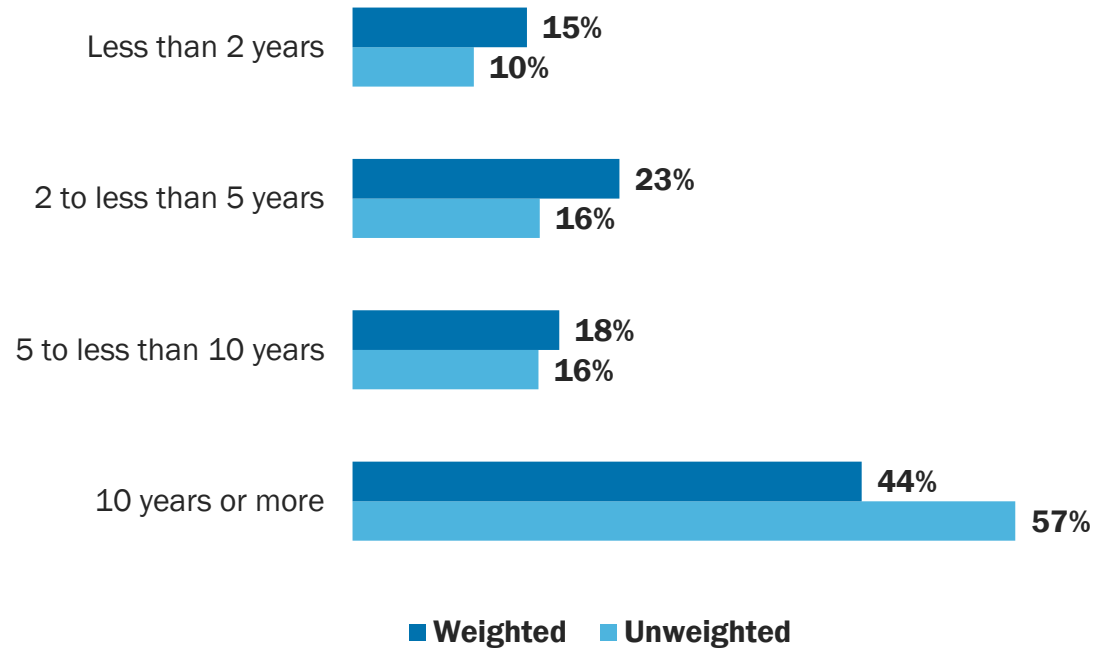
Sample Size: n=860 / n=860

Base: All respondents

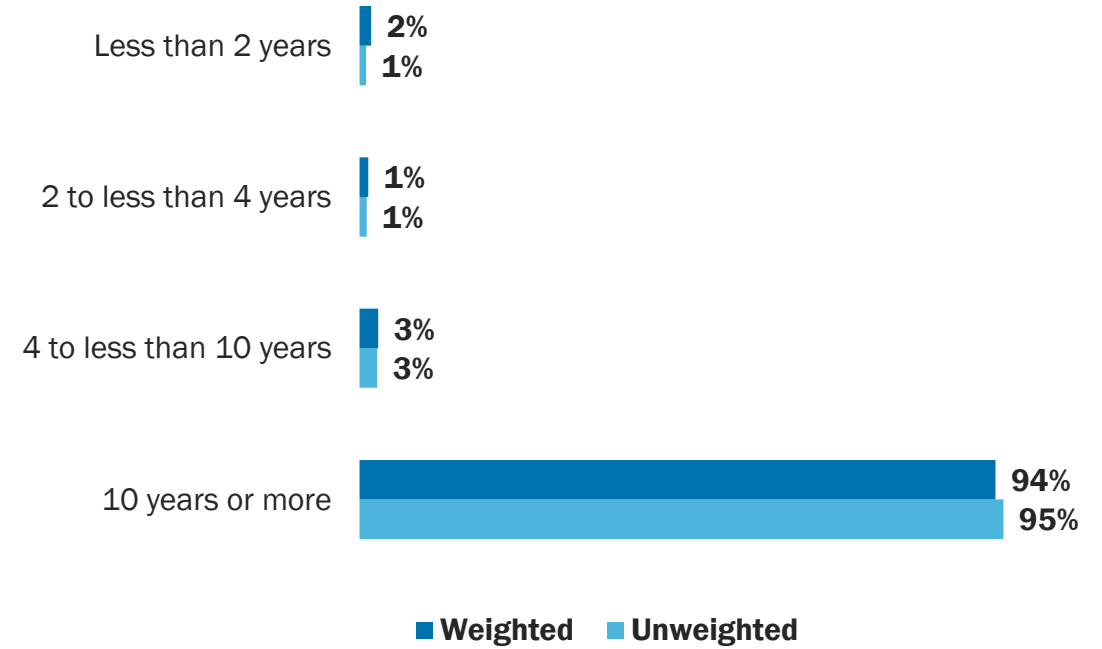
Demographics



Time Lived in Stratford



Time Lived in Canada



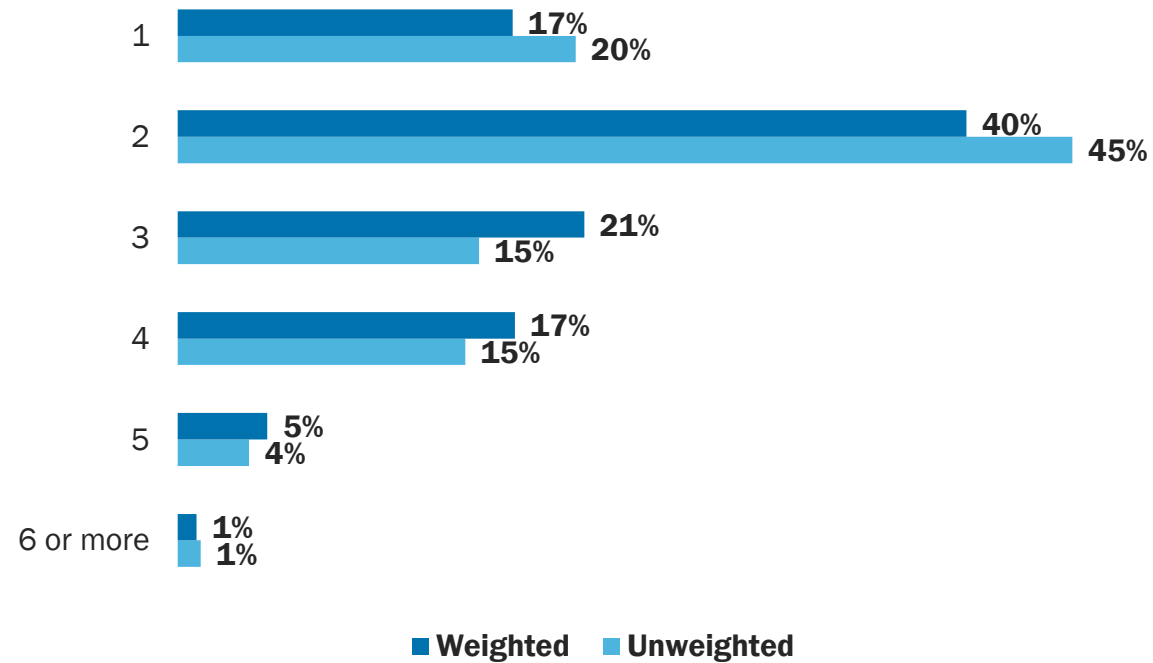
Q50. How long have you lived in Stratford / Q56. How long have you lived in Canada?

Sample Size: n=860 / n=848

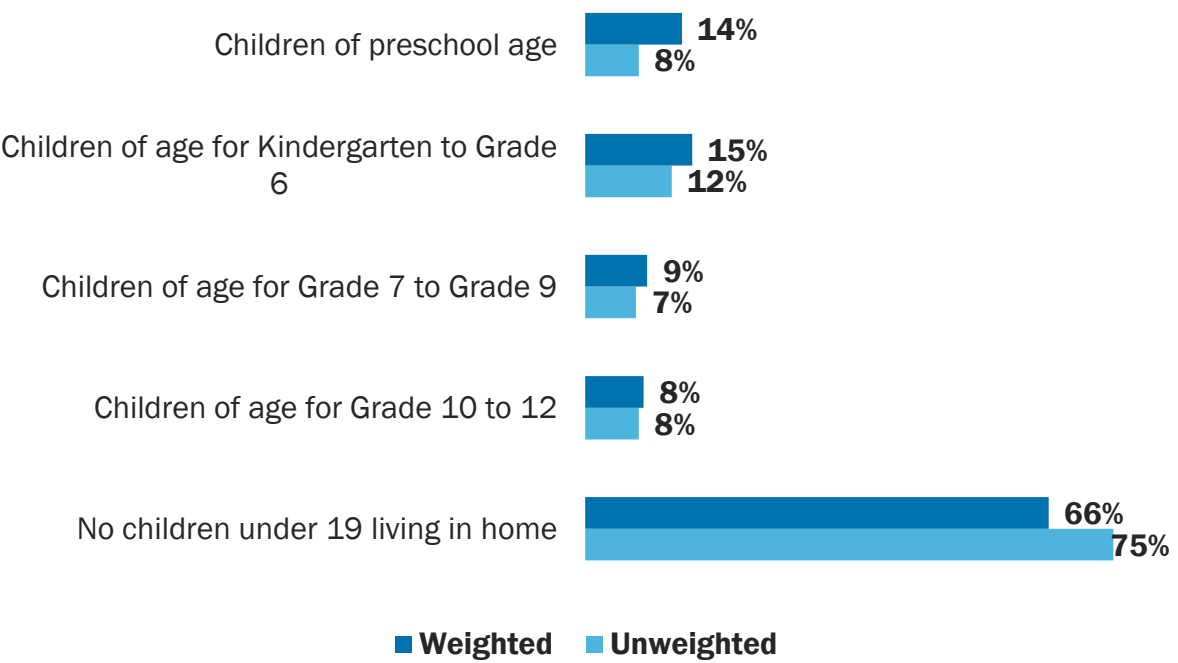
Base: All respondents



Number of Residents in Dwelling



Children in Dwelling

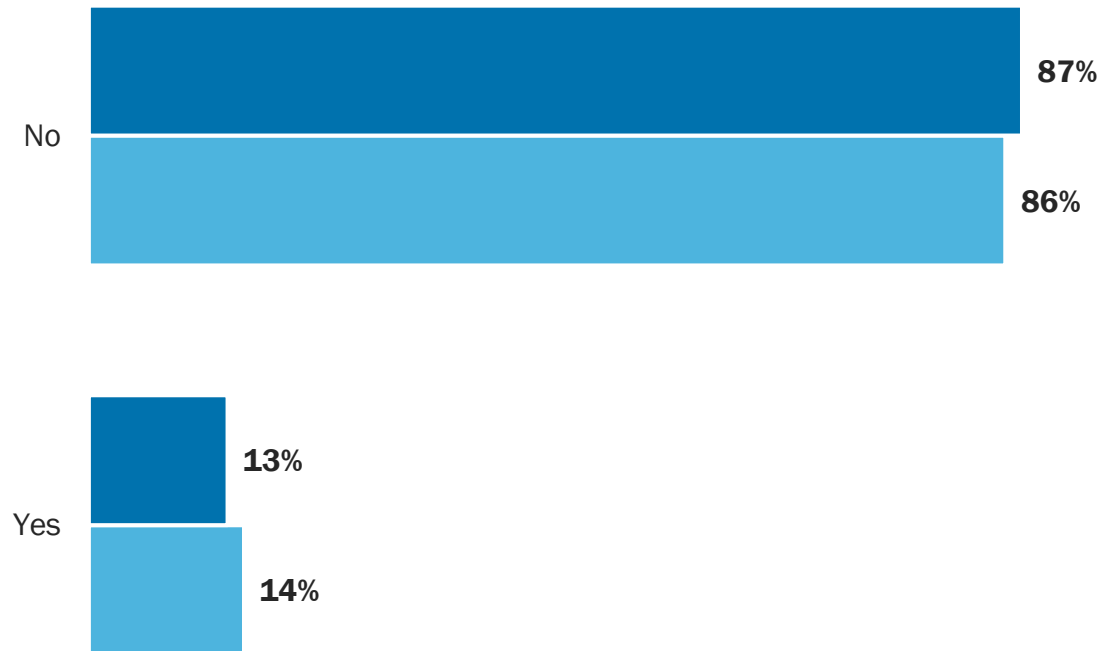


Q49. How many people (including yourself) live in your dwelling? Count only the people in your personal household. / Q55. Do you have children under the age of 19 living in your home? Check all that apply. [multi-select]
Sample Size: n=860 / n=846
Base: All respondents

Demographics

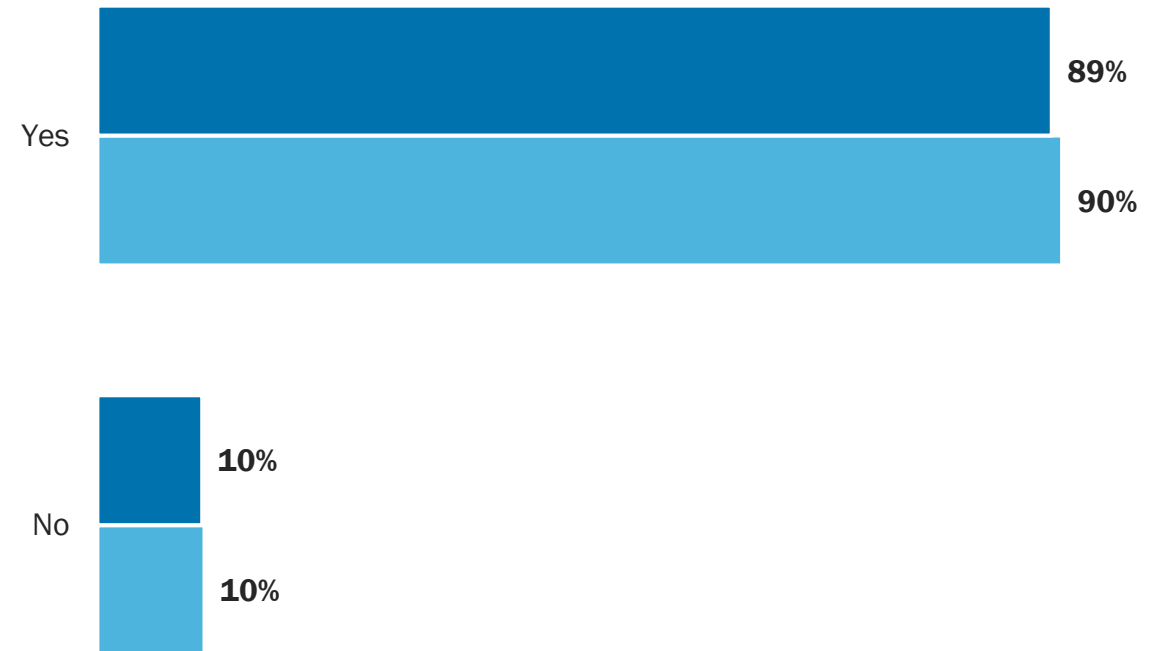


Disability



■ Weighted ■ Unweighted

Born in Canada



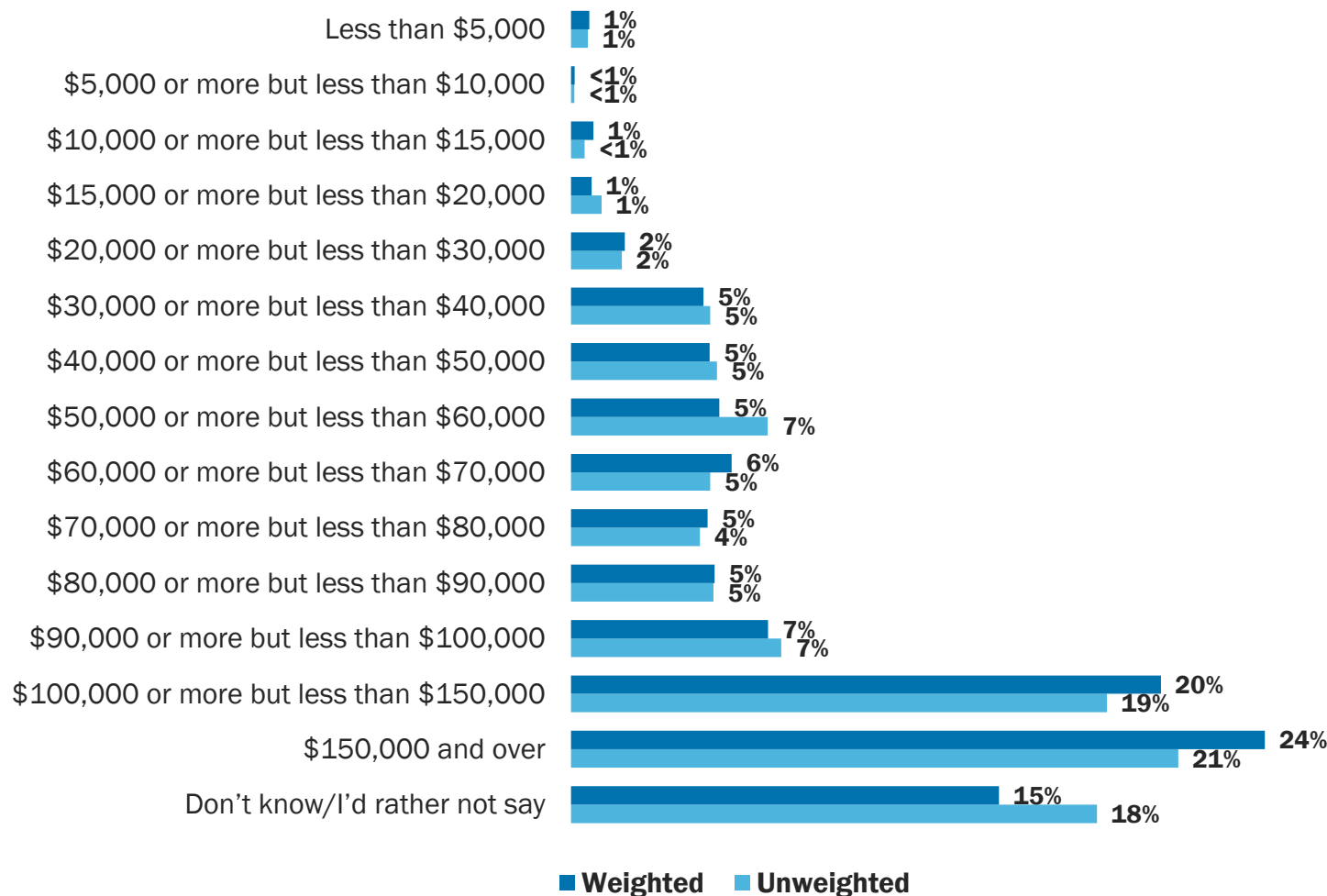
■ Weighted ■ Unweighted

Q51. Do you identify as a person with a disability? / Q57. Were you born in Canada?

Sample Size: n=858 / n=859

Base: All respondents

Household Income



Q53. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2024?

Sample Size: n=855

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
Q5	18	Do you have, or have access to, a vehicle for everyday travel?
Q6	20	Have you used the T3 Stratford bus (public transit) during the last 12 months?
Q7	21	What keeps you from using the bus system (or using it more)? Please select all that apply.
Q8	22	How often would you use this service?
Q9	23	How would you most likely use this service? Please select all that apply.
Q10	24	When would you be most likely to use this service? Please select all that apply.
Q11	26	In general, would you say that your health is:
Q12	27	Compared to one year ago, how would you say your health is now?
Q13	29	In an average week, how many times did you perform a moderate or more vigorous activity for 10 minutes or more?
Q14	30	In an average week, did you spend a total of:
Q15	31	Does a physical or mental health issue reduce the amount or kind of activity you can do (include only health conditions or problems that have lasted or are expected to last 6 months or more)?
Q16	32	Are you usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches?
Q20	41	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?
Q21	40	Generally, how safe do you feel walking around your neighbourhood?
Q22	41	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>
Q23	42	During the last 5 years, do you think that crime in your neighbourhood has increased, decreased, or remained about the same?
Q24	44	Have you had contact with the local police force within the last 5 years?
Q25	45	Do you think the local police force does a good job, an average job, or a poor job of...
Q26	46	How much confidence do you have in the local police force?

Improve Resident Health and Safety (continued)

Question #	Slide #	Question
Q27	48	In the past 12 months, did you or anyone in your household volunteer for any not-for-profit or charitable organization?
Q28	49	Was any of the volunteer activity performed in Stratford?
Q29	50	In the past 12 months, on average, how many hours per month did you volunteer?
Q41	67	Do you currently own or rent your dwelling?
Q42	68	Is this dwelling...?
Q43	69	Does your current housing situation meet your household's needs?
Q44	69	Please give reasons why your current residence does not completely meet your household's needs (check all that apply).
Q45	70	To meet the needs of its residents, in your opinion Stratford needs more (check all that apply):
Q46	71	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
Q18	37	What is your home's main source of water?
Q19	38	Does your home...

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
Q17	34	In the past 12 months, did you or anyone in your home...
Q36	35	How important is it for the Town of Stratford to use resources to protect the environment?
Q39	64	Over the past year, have you/your family...
Q30	51	In the past 12 months, did you or anyone in your household volunteer in activities aimed at conservation of water or protection of the environment?
Q31	52	Did any of these activities directly involve or affect the Town of Stratford?

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
Q37	61-62	How much do you know about the following Town initiatives? Choose the answer that best described how much you know about each initiative.
Q38	63	In the past year, how often have you/your family...
Q40	65	Are you/your family more...
Q1	76	Which are your MAIN sources of information regarding the Town of Stratford? Please check all that apply.
Q2	77	How would you PREFER to receive information from the Town? Please check all that apply.
Q3	15	Would you support allowing a third-party, for-profit operator to manage the digital sign at the Town's entrance?
Q4	16	What restrictions do you think are necessary if a third-party, for-profit operator manages the digital sign at the Town's entrance? Please select all that apply.
Q32	54	How would you describe your "sense of belonging" to your local community?
Q33	55	In what ways would you like to be engaged in Town decision-making? Please select 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
Q47	73	When you think about the Town of Stratford, how satisfied are you with each of the following areas?
Q48	74	Do you have additional comments? Please describe briefly.
Q34	57-59	How likely are you to recommend the Town of Stratford as a place to live to a friend or colleague?
Q35	60	What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live? Please describe briefly.