



Imagine that!



Summary Report

2017 Stratford Resident Survey

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INTRODUCTION

The Town of Stratford's "Sustainable Stratford - Results Matter" performance management system includes measures monitored in the annual Residents Survey. This Final Report on the ***Stratford Residents Survey 2017*** has been produced as part of the reporting process. This is the sixth, annual survey and is one method that the Town of Stratford is using to receive feedback from residents and note community changes over time. Results of the survey are used to inform the strategic operations planning process each year.

A Summary Report is also available (see www.townofstratford.ca website.) Additional reports and communications documents have also been created to present findings to the public, Council Members, special committees and staff.

STRATFORD SURVEY BACKGROUND

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

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on the balanced scorecard and its sustainability vision. The performance management system is called "Sustainable Stratford – Results Matter" and it includes 16 broad objectives and 38 performance indicators. The performance indicators measure the Town's progress towards its objectives.

Some of the performance indicators are based on existing data that is available to the Town - like the number of trees planted, the amount of water used per person or the number of Town volunteers. Other performance indicators, such as resident satisfaction with the Town's governance, resident perception of safety and resident health requires that residents be contacted to obtain the data.

Performance is monitored and initiatives are adjusted as required to improve performance in each area. The results are reported regularly to residents so that the Town is transparent and accountable for its actions.

The annual resident survey – now in its sixth year - has been designed to gather the information required for the indicators for which there is no other data source and that require measuring resident opinions and activities. Having a statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve.

Service providers: Vicki Bryanton – Providing Practical Solutions – and Insight Studio, were contracted to provide support to the Town of Stratford for the planning, development, implementation, analysis and reporting of the survey.

Insight Studio is a branding and marketing agency located in Charlottetown, Prince Edward Island. Specializing in branding, marketing and communications, Insight Studio works with both public and private sector clients to support them in identifying and achieving their goals. Vicki Bryanton's consulting service focuses on strategic planning, survey design to achieve strategic goals, implementation needs, management-based analysis (with statistical analysis performed by Atlantic Evaluation Group Inc.), and reporting.

SURVEY DEVELOPMENT

In consultation with Robert Hughes, Chief Administrative Officer for the Town of Stratford, PEI and senior staff, key areas of inquiry were reviewed:

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

Changes This Year

The set of benchmarking questions have been strategically assigned for annual or bi-annual collection. This sampling change began in 2014, after the fourth annual survey, and allows for additional special inquiry questions each year while maintaining the monitoring of benchmark questions and trends.

Energy saving actions questions were adjusted this year to reflect the changes in product availability – references to incandescent light bulbs and Compact Fluorescent Lights (CFLs) were combined under the heading “older light bulbs” and only LED bulbs are identified as the alternative.

An addition was made to environmental activities questions to recognize and capture “citizen-science activities of measuring, monitoring or reporting – examples: bird count, water monitoring.”

An adjustment was made to the Net Promoter Score question this year to allow Stratford’s question to be benchmarked against other Net Promoter Scores in North America. The question remained the same: *How likely is it that you would recommend the Town of Stratford as a place to live to a friend or colleague?* The descriptors used at the ends of the 10-point scale were changed - 2016 wording: “Not likely” to 2017 wording: “Not at all likely”; 2016 wording: “Very likely” to 2017 wording: “Extremely likely.”

This year’s special inquiry questions on Stratford Parks were designed to identify areas for park improvement. The questions were also designed to identify resident’s use or desired uses for parks to enhance their quality of life, health and well-being. The special inquiry questions on a Community Fund were designed to gauge interest in having special funds for Stratford-based community needs.

New questions were tested with an online focus group of Stratford residents. Recruitment was done using email and social media (Facebook). Participating focus group members completed the new survey questions only and responded to questions on survey question clarity, ease of use, and recommended areas of questioning. Refinements to the new questions were made based on focus group feedback. See final survey questions in Appendix A – Stratford Residents Survey 2017.

METHODOLOGY

To best reach a representative sample, to ensure a good response rate and to meet the needs of residents, a multi-mode method is used with both online and paper survey options (see full description in Appendix B – Multi-mode Method.) The survey was administered online using the SurveyMonkey platform. The survey construction included primarily closed questions (multiple choice: one answer, multiple answer); matrix-rating scales (mainly balanced Likert scales and a few unbalanced scales); and a small number of comment boxes.

The online survey and paper survey were aligned so that the questions and their position in the survey were the same. Those completing the paper survey did see the skipped-questions not shown to those completing the online survey.

The survey did not gather any information to identify individual respondents and results are reported in aggregate form only; with access to individual responses restricted to only the research team.

Sample

The target population for this survey was the 3,938 households of the Town of Stratford, Prince Edward Island as represented by the adult residents in the households. Respondents could complete one of two survey options - an electronic, online survey (promoted through direct email and multi-media promotions) or a paper survey delivered to Stratford households using a combination of Canada Post and a local flyer-delivery service to ensure that paper surveys were only left at Stratford households.

A vigorous and multi-mode communications strategy resulted in 949 adult residents completing the survey (356 completing paper surveys and 593 completing online surveys) which exceeded the minimum projected sample size of 360.

Survey Recruitment

The recruitment strategy for the survey was designed and managed by Insight Studio and implemented in conjunction with Town of Stratford staff. A detailed and comprehensive communications plan was implemented to support the recruitment of Town of Stratford residents to participate in the survey. Tactics included both direct messaging to residents and broader awareness tactics to act as reminders.

The survey was launched on January 10, 2017 with the paper survey delivered to households February 2-4, 2017. The survey deadline was February 27, 2017 with paper surveys accepted until March 1st to allow for postal return delays.

Direct recruitment included three email invitations to residents and one direct delivery of the paper survey to households along with a self-addressed, business reply envelope. Broader awareness activities included promotion on the Town of Stratford's Facebook and Twitter accounts, Facebook post and paid advertisements, and one media release that was sent to the provincial media outlets. Information notices were also distributed electronically through local schools and community groups to increase uptake.

A series of e-blasts were distributed through the Town of Stratford's newsletter email list of approximately 1200 residents and stakeholders, directing them to the online survey and noting that a paper survey would also be delivered to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey.

Paper surveys were data entered via an online portal by two members of the Town of Stratford staff experienced in the data entry of this survey; trained and monitored by the survey developer.

Data quality assurance procedures can be found in Appendix C – Data Quality Assurance.

Survey Analysis

Atlantic Evaluation Group completed the data analysis, which included the weighting of the 2017 data. A more detailed description of survey analysis factors may be found in Appendix D – Data Analysis Notes.

The data was weighted – adjusted to match the demographics for the Town of Stratford based on 2011 Census data (Statistics Canada, 2012) – for age, gender and dwelling type (except for the under-representation of the 15-24 year olds which could not be corrected.) The survey accuracy (margin of error) was +/- 3.0%, 19 times out of 20.

The benchmarking between the 2017 Survey and previous years was completed using inferential statistics. Significant differences between years are noted in this report. Only differences between years of greater than 10% are reported here.

All surveys are subject to non-response bias by people choosing not to participate in the survey. The potential for other nonresponse biases for the survey are recognized for residents with low literacy skills which might affect response to a paper or online survey and for residents who are new-comers to the province and/or do not have English as a first language.

RESULTS

The Town of Stratford's *Sustainable Stratford - Results Matter* performance management system uses key performance indicators to address progress on strategic objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The **Stratford Residents Survey 2017** is one method that the Town of Stratford is using to receive feedback from residents.

Results are reported under the Strategic Objectives addressed by the relevant survey questions.

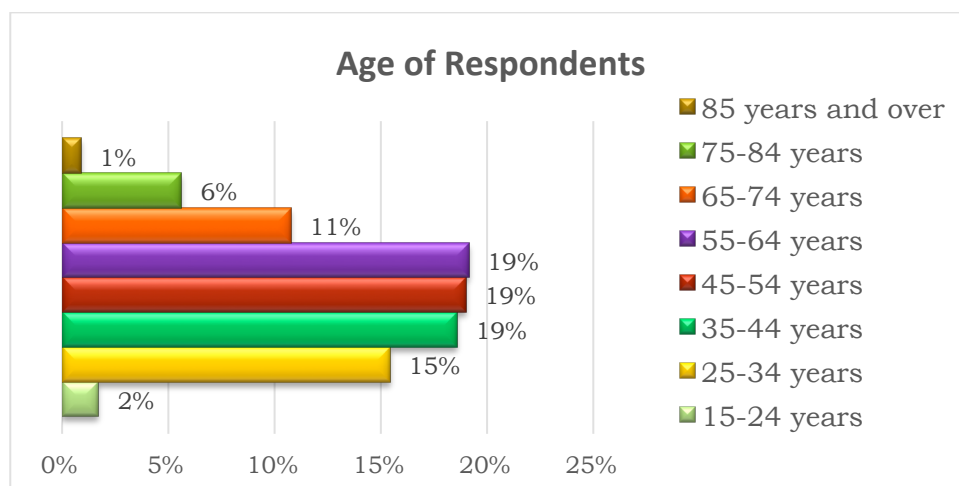
Percentages may not add exactly to 100% due to rounding. Only non-response rates (missing data due to question skipping) of over 10% are reported.

PROFILE OF RESPONDENTS

Respondents to the Stratford Resident Survey 2017 were 52% female, 39% male and less than 1% transgender, third gender, non-binary, non-conforming or other gender.

The Respondents' ages were:

- 2% aged 15-24 years
- 15% aged 25 to 34 years
- 19% aged 35 to 44 years
- 19% aged 45 to 54 years
- 19% aged 55 to 64 years
- 11% aged 65 to 74 years
- 6% aged 75 to 84 years
- 1% aged 85 and over



Eighty-six percent (86%) of respondents were Canadian citizens at birth with 8% born in another country. Ninety percent (90%) had lived in Canada for 10 years or more, 4% for less than 10 years. Forty-eight percent (48%) had lived in Stratford for 10 years or more, 21% for 5 to less than 10 years, 16% for 2 to less than 5 years, and 15% for less than 2 years.

Eighty-one percent (81%) of respondents owned their dwelling while 15% rented. Seventy-seven percent (77%) lived in single detached houses, 5% lived in semi-detached houses, while 3% lived in a row house, and 16% lived in apartments (duplexes or multi-story buildings.)

The number of occupants per dwelling showed 16% of homes with 1 person living in the home, 40% with 2 people, 18% with 3 people, 19% with 4 people, 6% with 5 people, and 2% with 6 or more people living in the home.

Respondents were asked to estimate the total income received by all household members (from all sources before taxes and deductions) in 2016. Of those who responded, the estimated household incomes were:

- 4% with less than \$30,000
- 4% with \$30,000 or more but less than \$40,000
- 6% with \$40,000 or more but less than \$50,000
- 6% with \$50,000 or more but less than \$60,000
- 5% with \$60,000 or more but less than \$70,000
- 6% with \$70,000 or more but less than \$80,000
- 6% with \$80,000 or more but less than \$90,000
- 7% with \$90,000 or more but less than \$100,000
- 20% with \$100,000 or more but less than \$150,000
- 14% with \$150,000 and over
- 19% preferred not to say

It is not unusual for respondents to skip demographics questions in surveys that allow question skipping. For this survey, 6-7% of respondents chose not to answer demographics questions, depending upon the question. Percentages shown are a percentage of those who answered these questions.

IMPROVING ENVIRONMENTAL RESPONSIBILITY

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

The Town of Stratford strives to improve its supervision and management of environmental concerns. Residents were asked about their awareness of the following Town initiatives:

- Toilet Rebate program
- Naturally Stratford - pesticide education program
- Stratford Farmers Market
- Community Garden
- Community Energy Plan

The *Toilet Rebate* program had good recognition with 58% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 42% had never heard of it

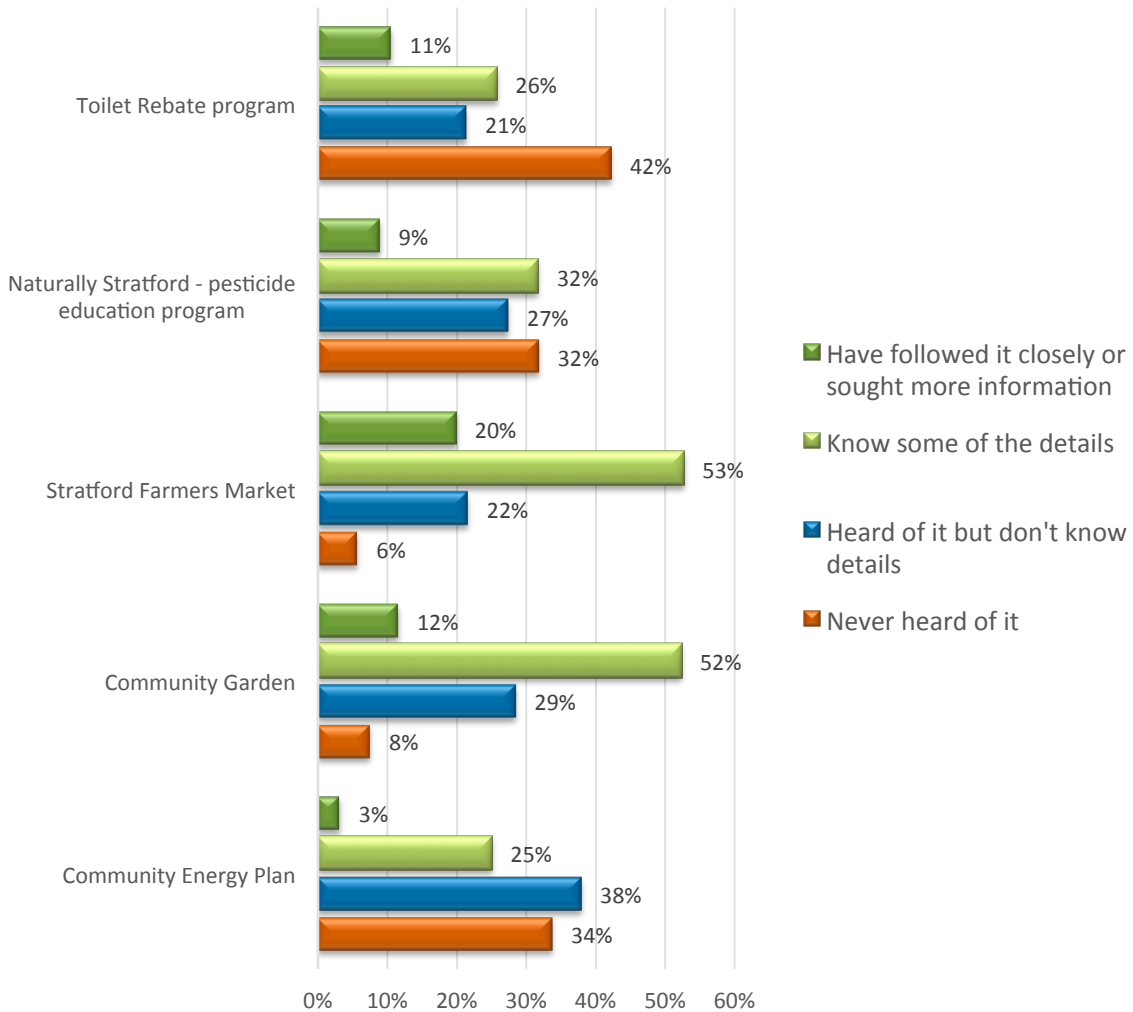
The *Naturally Stratford* - pesticide education program had good recognition with 68% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 32% had never heard of it.

The *Stratford Farmers Market* had high recognition with 94% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 6% had never heard of it.

The *Community Garden* had high recognition with 92% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 8% had never heard of it.

The *Community Energy Plan* had good recognition with 66% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 34% had never heard of it.

Improving Environmental Responsibility



Residents were asked about certain environmental actions taken by anyone in the household in the last 12 months, including:

Participating in citizen-science activities of measuring, monitoring, or reporting – examples: bird count, water monitoring

- picking up garbage in a natural area within Stratford
- helping to clean a pond or other waterway within Stratford
- planting trees with the Stratford Area watershed improvement group
- planting trees or shrubs in the community (not your property)
- planting trees or shrubs on your property

Three percent (3%) reported participating in citizen-science activities of measuring, monitoring, or reporting (examples: bird count, water monitoring) while 97% did not or indicated that it was not applicable to them.

Thirty-nine percent (39%) reported picking up garbage in a natural area of Stratford while 61% did not or indicated that it was not applicable to them.

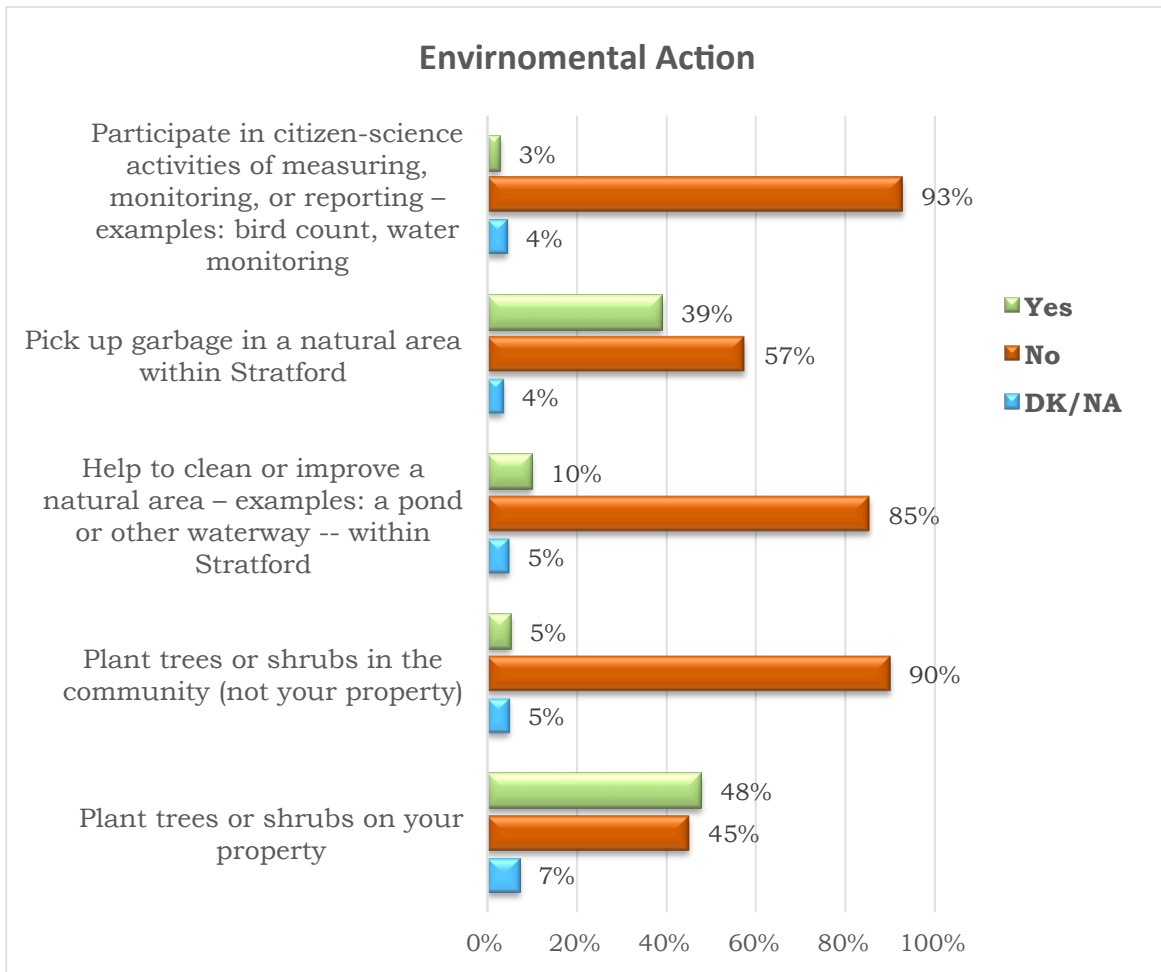
Ten percent (10%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 90% reporting not helping to clean a pond or waterway within Stratford or indicated that it was not applicable to them.

Five percent (5%) reported planting trees with the watershed group within the last 12 months with 96% reporting not planting of trees or shrubs or indicated that it was not applicable to them.

Five percent (5%) reported trees or shrubs in the community (not on own property) within the last 12 months with 95% reporting not planting trees or shrubs in the community or indicated that it was not applicable to them.

Forty-eight percent (48%) reported trees or shrubs being planted on their property within the last 12 months with 52% reporting not planting trees or shrubs or indicated that it was not applicable to them.

Six to eleven percent (6-11%) of respondents skipped these questions.

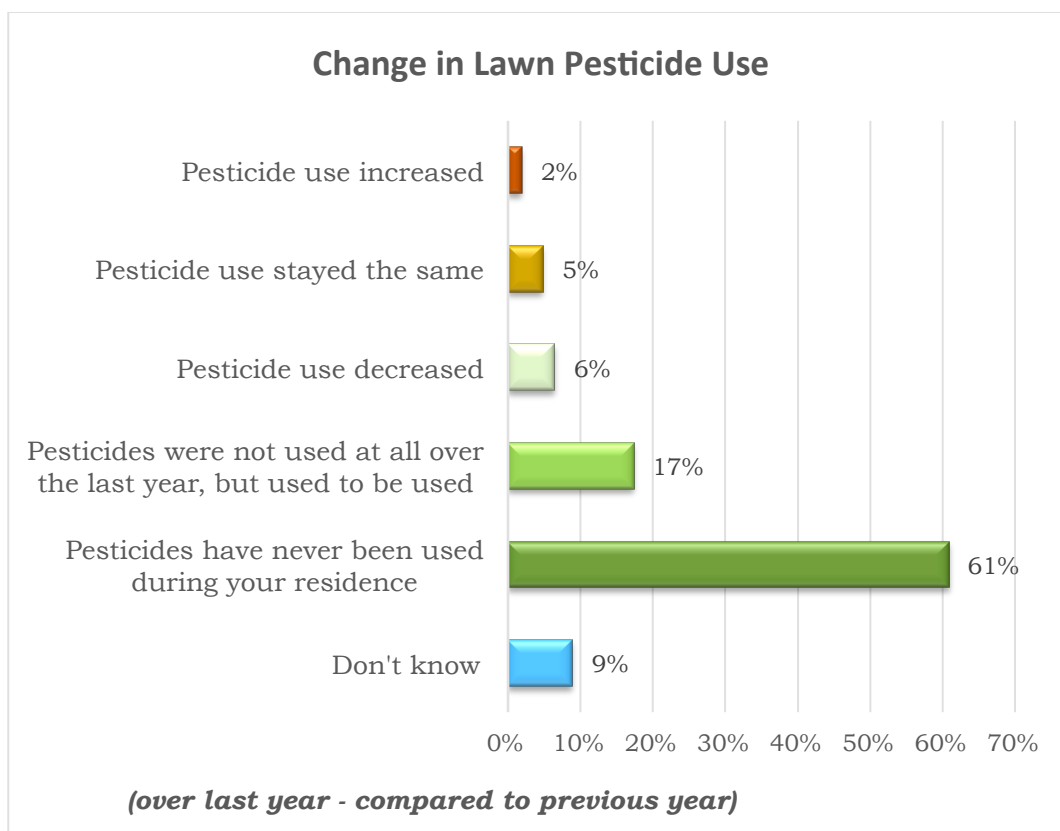


Lawns and Cosmetic Pesticide Use

Ninety-three percent (93%) of respondents reported having a lawn and 7% did not have a lawn.

For the purposes of this survey, the term “pesticides” refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests. Residents were asked about changes in their lawn pesticide use over the last year – compared to the previous year.

Most respondents, 61% reported that lawn pesticides have never been used during their residency. Seventeen percent (17%) did not use pesticides within the last year (but they had been used in the past.) For the rest, 6% reported decreased pesticide use, 5% reported that pesticide use remained the same, 2% reported an increase in pesticide use compared to the previous year, and 9% did not know what had occurred.



IMPROVING GOVERNANCE

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

Survey participants were asked: “When you think about the Town of Stratford, how satisfied are you with each of the following areas?”

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

For “overall performance”, 80% of residents were satisfied or very satisfied with the Town’s performance, 7% were dissatisfied or very dissatisfied, and 14% chose “did not know/no answer”.

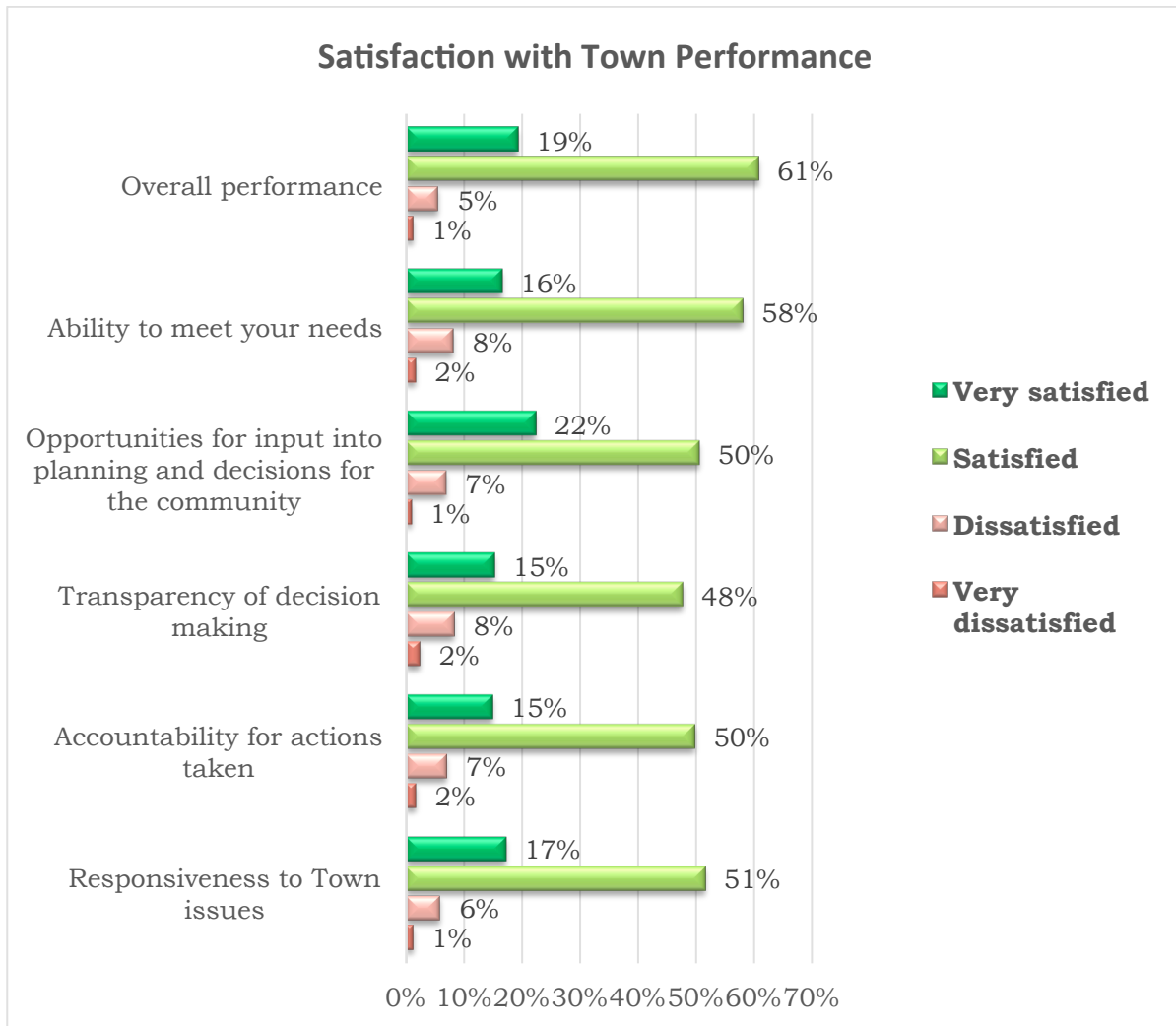
For “ability to meet your needs”, 74% were satisfied or very satisfied and 10% were dissatisfied or very dissatisfied, and 16% chose “did not know/no answer”.

For “opportunities for input into planning and decisions for the community”, 73% were satisfied or very satisfied and 8% were dissatisfied or very dissatisfied, and 20% chose “did not know/no answer”.

For “transparency of decision making”, 63% were satisfied or very satisfied and 11% were dissatisfied or very dissatisfied, and 27% chose “did not know/no answer”.

For “accountability for actions taken”, 65% of respondents were satisfied or very satisfied with 9% dissatisfied or very dissatisfied, and 27% chose “did not know/no answer”.

For “responsiveness to Town issues” 69% of respondents were satisfied or very satisfied with 7% dissatisfied or very dissatisfied, and 24% chose “did not know/no answer”.



Respondents could also add additional comments following these questions. A review of the 155 comments were grouped as they related to: sewage/lagoon, business development, leadership/council/mayor (positive and negative), traffic – safety/speeding, and a variety of other topics. All comments are reviewed by the Town for its strategic planning.

NET PROMOTER SCORE™

The inclusion of an annual *Net Promoter Score*™¹ question began in 2015.

The *Net Promoter Score*™ was originally created to aid businesses with gauging the attitudes and behaviors of their customers in terms of how likely they are to actively promote a product. As it is applied to communities today, it can be used as a internal benchmarking tool for noting changes in residents' satisfaction with their community.

The tool divides people into three “promoter” categories: promoters, passives, and detractors. The *Net Promoter Score*™ is determined by subtracting the number of **detractors** from the total number of **promoters** (passives are included in the calculation) where:

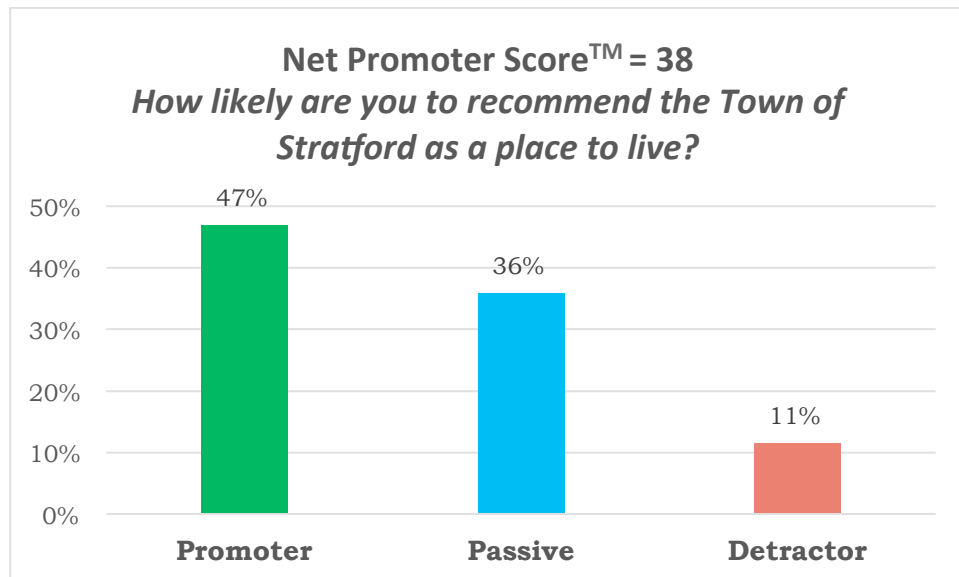
- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively-satisfied residents who are susceptible to offers from competing communities in your area.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

An adjustment was made to the Net Promoter Score question this year to allow Stratford's question to be benchmarked against other Net Promoter Scores in North America. The question remained the same: **How likely is it that you would recommend the Town of Stratford as a place to live to a friend or colleague?** The descriptors used at the ends of the 10-point scale were changed - 2016 wording: “Not likely” to 2017 wording: “Not at all likely”; 2016 wording: “Very likely” to 2017 wording: “Extremely likely.” It was anticipated that the change would have a slight negative effect on the Net Promoter Score as the options are more extreme.

The Town of Stratford's *Net Promoter Score*™ is: 38 and is made up of 47% Promoters, 36% Passives (not included in the calculation), and 11% Detractors. Although not considered a significant change, the reason for the change in the *Net Promoter Score*™ over last year (Score: 46) may be attributed primarily to the wording change but may also be due to a true change in score. Next year's

¹ *Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.*

results will help to confirm if the wording change is the primary cause of the change.



Respondents were also asked: ***What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live?*** In addition, respondents had a final chance to share additional comments at the end of the survey. The 709 comments were reviewed and grouped as they related to: business development (positive and negative), dissatisfaction with taxes, school issues, Leadership/Council/Mayor (positive and negative), sewage/lagoon mitigation, RCMP/law or bylaw enforcement, recreation/trails suggestions, extension of sidewalks, traffic/road safety (not bridge related), natural environment, Hillsborough Bridge safety concerns, and community feelings (positive and negative). All comments are reviewed by the Town for its strategic planning.

TOWN INITIATIVES

Respondents were asked about their awareness of current Town initiatives including:

- Stratford's Youth Centre
- RESPECT – Traffic Safety Campaign
- Stratford Library
- Think! Stratford – buy local initiative
- Zoning Bylaws Review

Eighty-one percent (81%) of respondents had a high level of recognition of the *Stratford Youth Centre* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 19% had never heard of the Centre.

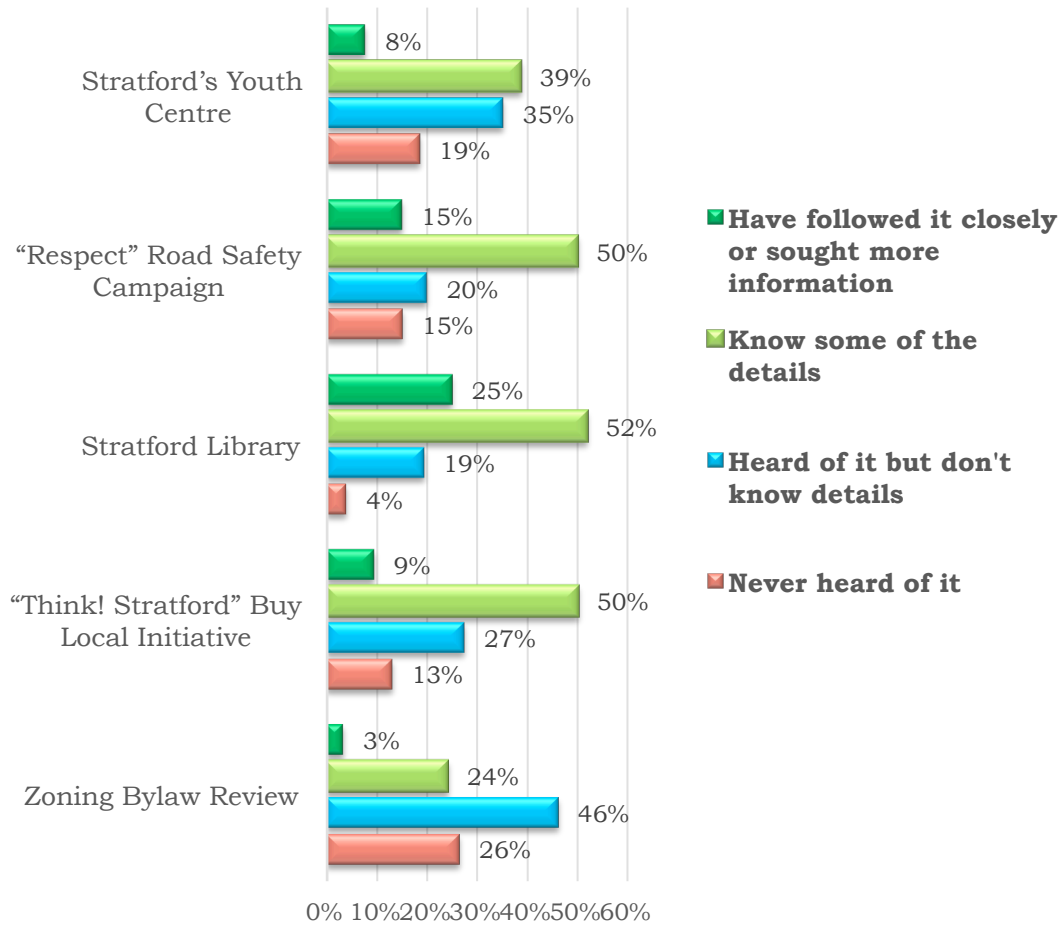
Eighty-five percent (85%) of respondents had a high level of recognition of the *RESPECT – Traffic Safety Campaign* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 15% had never heard of the RESPECT campaign.

Ninety-six percent (96%) of respondents had a high level of recognition of the *Stratford Library* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 4% had never heard of the Library.

Eighty-seven percent (87%) of respondents had a high level of recognition of the *Think! Stratford – buy local initiative* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 13% had never heard of the Think! Stratford initiative.

Seventy-four percent (74%) of respondents had a good level of recognition of the *Zoning Bylaws Review* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 26% had never heard of the Bylaws Review.

Following Town Initiatives

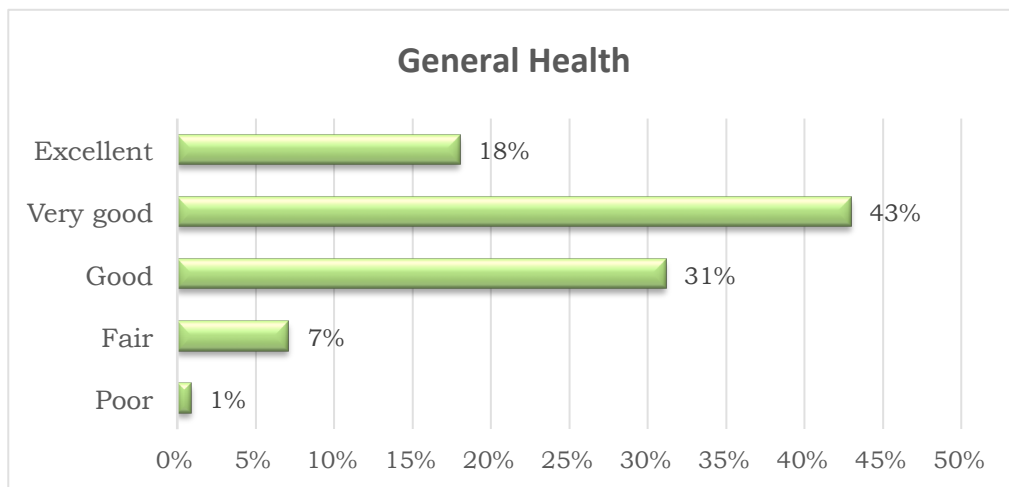


IMPROVING RESIDENT HEALTH AND SAFETY

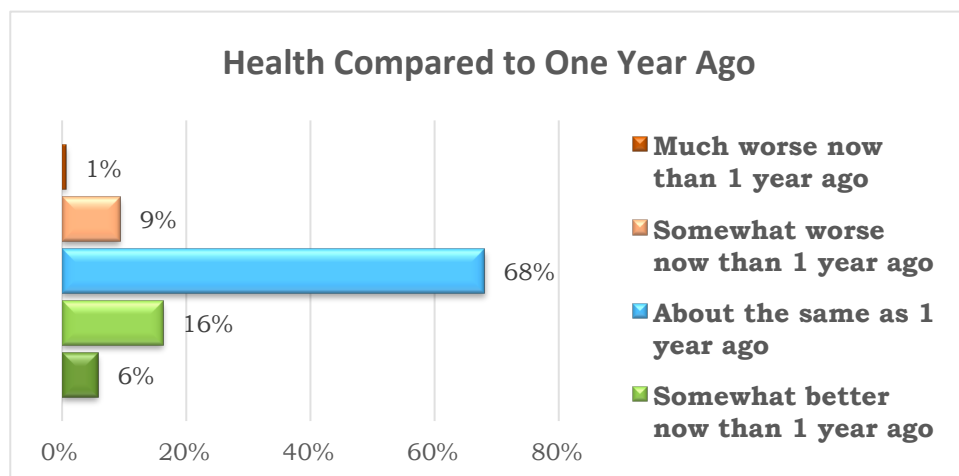
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

HEALTH AND WELLNESS

Ninety-two percent (92%) of Stratford residents self-report their health as excellent, very good or good with 18% having excellent health, 43% having very good health, 31% with good health, 7% in fair health and 1% with poor health.



When asked “compared to one year ago, how would you say your health is now?”, 68% reported that their health is about the same, 16% reported their health as somewhat better now, 6% reported it as much better now, 9% reported their health as somewhat worse now, and 1% reported their health as much worse now than one year ago.



PHYSICAL ACTIVITY AND PHYSICAL LIMITATIONS

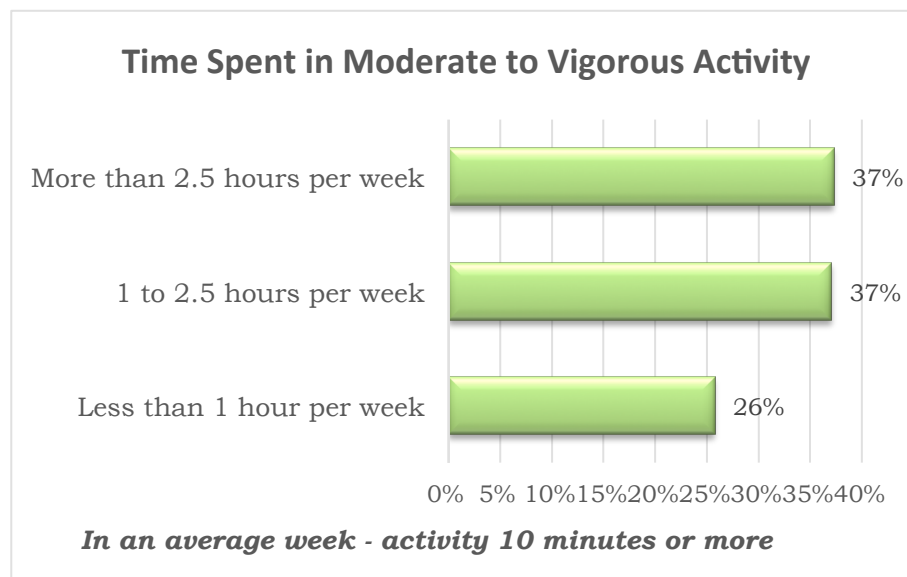
Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. (Canadian Society for Exercise Physiology (CSEP), 2012)

In the survey, the following definition was used:

“Moderate physical activity” will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity. Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating.

Residents were asked about the **number of times in an average week** that they would engage in moderate to vigorous activity lasting for 10 minutes or more. Sixteen percent (16%) reported engaging in moderate to vigorous activity sessions more than 5 times in an average week, 44% reported 3-5 times, and 40% reported less than 3 times in an average week.

Residents were asked to **add up the time spent in moderate to vigorous activity** in an average week (including sessions that lasted at least 10 minutes.) During an average week, 37% spent more than 2.5 hours (total time) in moderate or vigorous activity per week, 37% spent 1 to 2.5 hours (total time) in moderate or vigorous activity per week, and 26% spent less than 1 hour (total time) in moderate or vigorous activity per week.



Residents were asked: “Does a physical condition or mental condition or health problem 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.)”

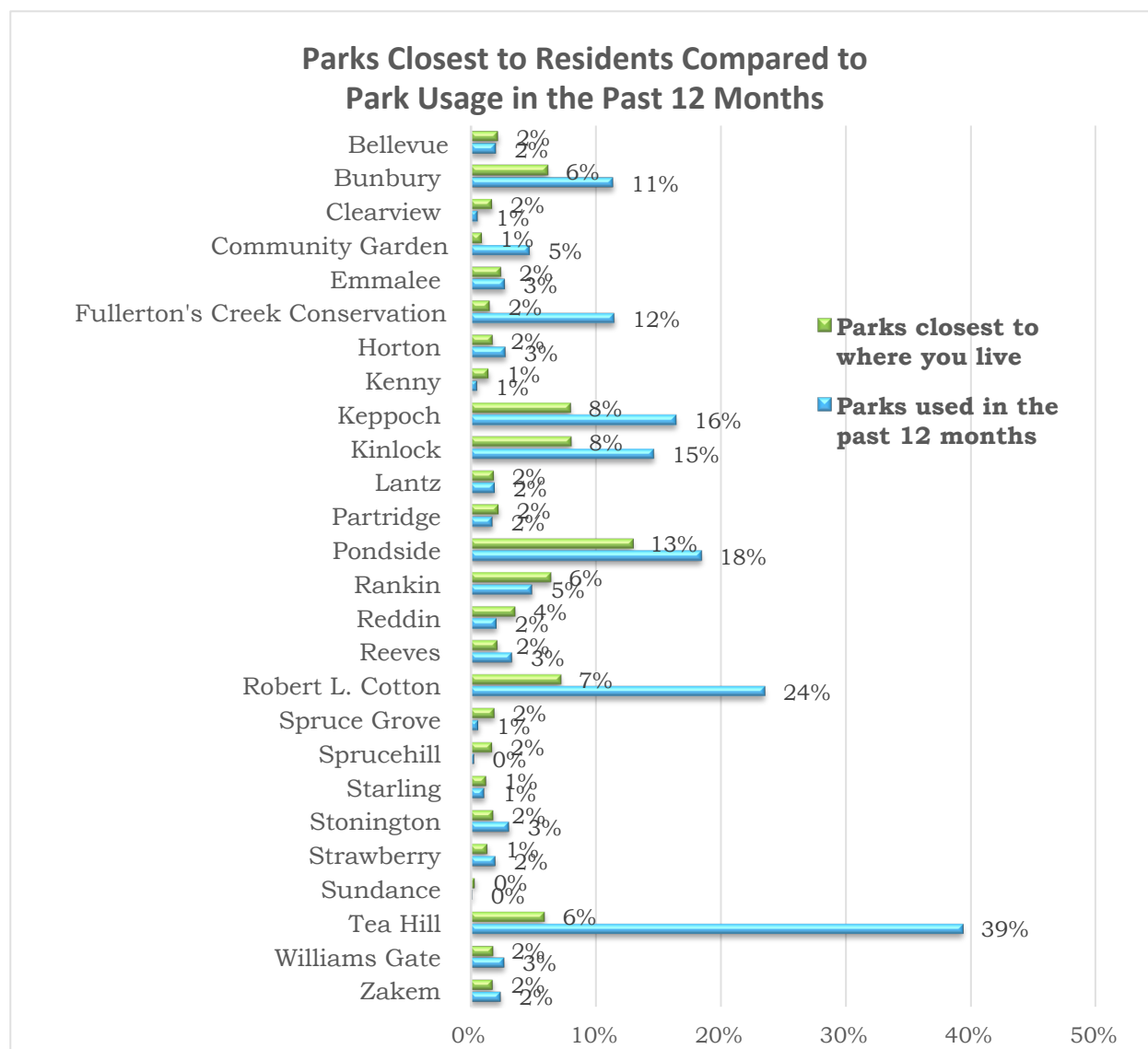
The majority of residents are not limited in the amount or kind of activity they can do with 60% reporting no limitations, 22% reporting limitations sometimes, 11% reporting limitations often, and 7% indicating that the question was not applicable.

Ninety-four percent (94%) of residents report that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 6% require support.

PARKS

Residents were asked about their recent use of parks in Stratford. Those using parks in the last year had an opportunity to recommend changes to these parks. All respondents were asked about changes to increase their use of Stratford parks.

Stratford has many neighbourhood and regional parks, most of which have been improved with playground equipment and other amenities. In order to better target limited budget resources, to meet the changing needs of residents due to demographic shifts, and to better the stewardship of natural areas, questions were included to scan park conditions and obtain feedback on desired park amenities.



Those who had used parks in the last 12 months were asked to rate the parks they had visited as *Poor – unacceptable, Okay - but has little to offer, Good - but could be improved, Very good, or Excellent - has all I need.*

Parks receiving mostly ratings for *Very Good* or *Excellent* included the following (*note that parks marked with an asterisk * had fewer than 30 responses and results should be interpreted with caution*):

- Bellevue Park*
- Community Gardens
- Fullerton's Creek Conservation Park
- Horton Park*
- Lantz Park*
- Reeves Park*
- Robert L. Cotton Park
- Spruce Grove Park*
- Stonington Park*
- Tea Hill Park

Parks receiving mostly ratings for *Good – but could be improved* included the following (*note that parks marked with an asterisk * had fewer than 30 responses and results should be interpreted with caution*):

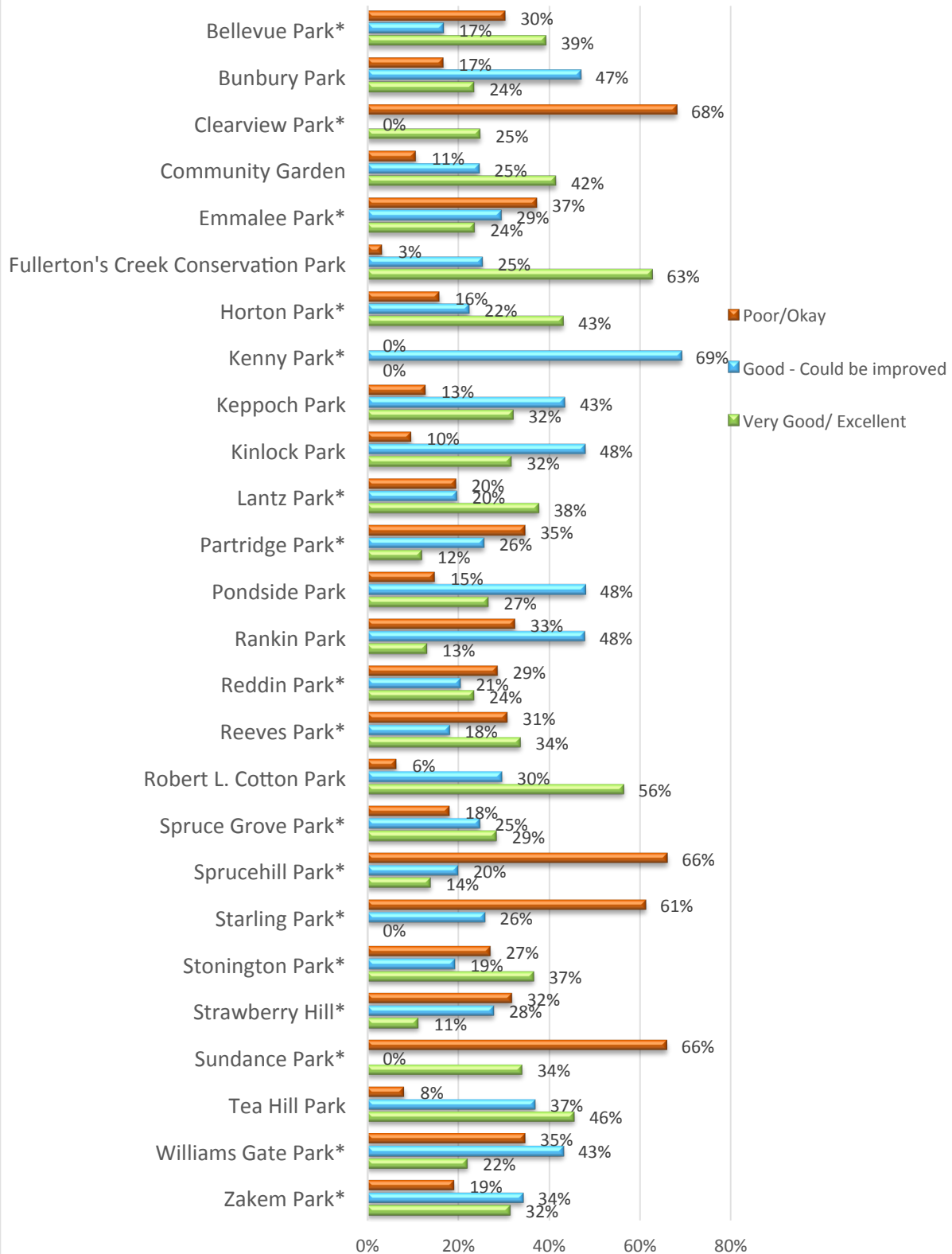
- Bunbury Park
- Kenny Park*
- Keppoch Park
- Kinlock Park
- Pondside Park
- Rankin Park
- Williams Gate Park*
- Zakem Park*

Parks receiving mostly ratings for *Poor – unacceptable, Okay - but has little to offer, or Good - but could be improved* included (*note that parks marked with an asterisk * had fewer than 30 responses and results should be interpreted with caution*):

- Clearview Park*
- Emmalee Park*
- Partridge Park*
- Reddin Park*
- Sprucehill Park*
- Starling Park*
- Strawberry Hill Park*

- Sundance*

Park Ratings

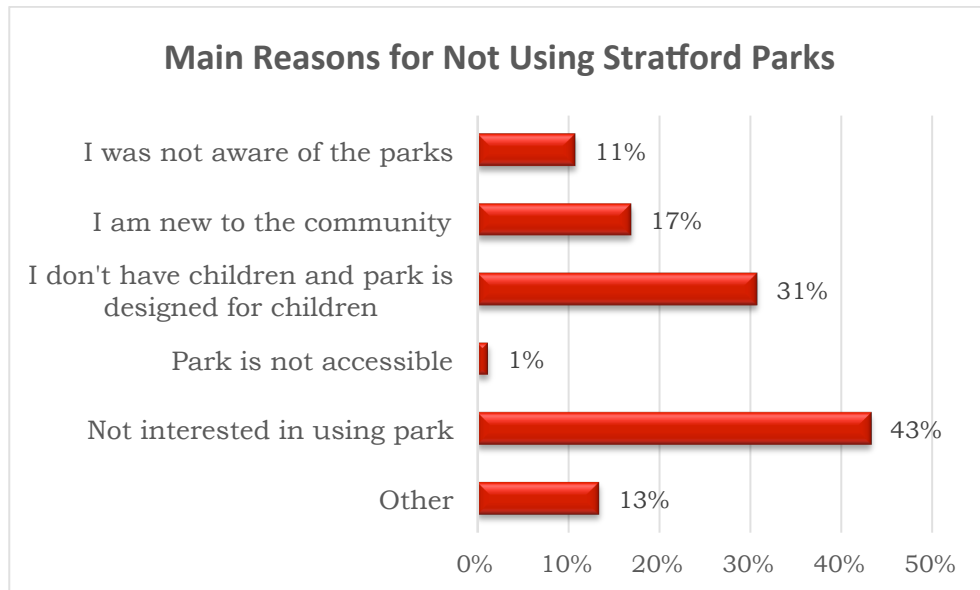


* due to low numbers, starred items should not be interpreted as representative of the community

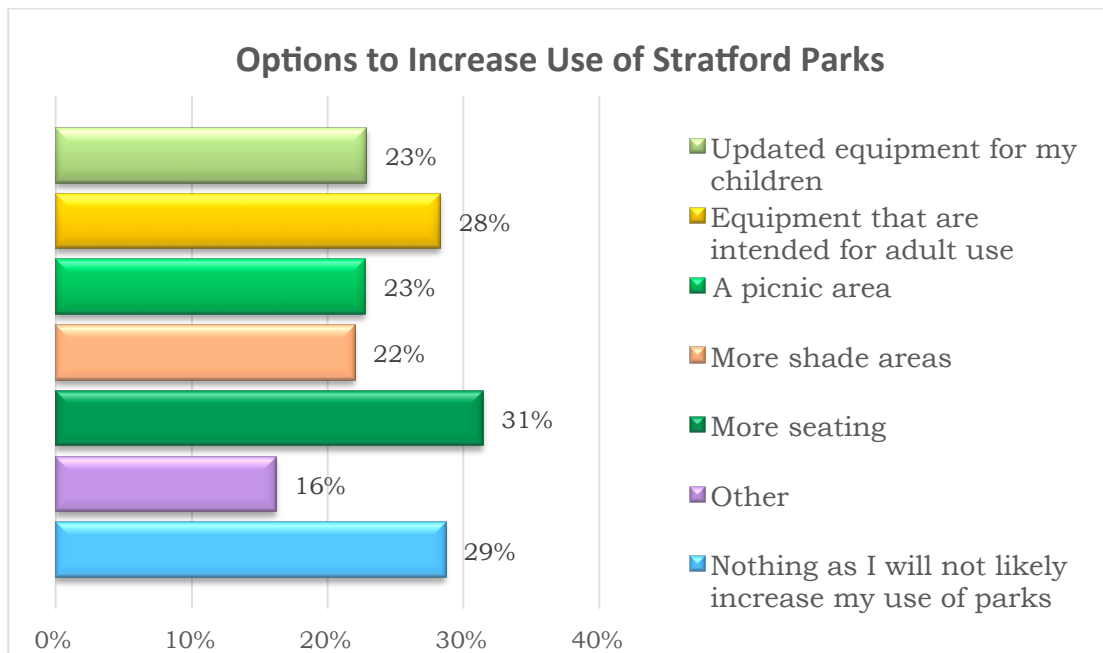
Eighty percent (80%) of respondents had used a Stratford park at some time in the past. They listed their main reasons for using the parks as: 23% to get in shape, 5% to improve skills and abilities, 31% to improve health, 32% to reduce stress, 61% to spend time together with family, 20% to spend time together with friends, 8% to meet people, 9% to get involved in the community, 41% used the Stratford park as it was close to home, 34% to walk the dog, and 12% for a variety of other reasons. Respondents could choose more than one reason and could provide their own “other” reasons including: to use the beach/swim, specific activities (Town-led or own activities), and to enjoy/interact with nature.



The 20% of respondents who had never used the parks in Stratford listed their main reasons for not using Stratford parks as: 11% were not aware of the parks, 17% were new to the community, 31% did not have children and the park is designed for children, 1% indicated that parks were not accessible, 43% were not interested in using parks, and 13% listed other reasons. Respondents could choose more than one reason and could provide their own “other” reasons which included: preferred to walk on sidewalks or trails, and personal physical disability/limitations.



All survey respondents were asked “What would increase your use of Stratford Parks? Twenty three percent (23%) of respondents would like updated equipment for children, 28% would like equipment that is intended for adults use, 23% would like a picnic area, 22% would like more shade areas, 31% would like more seating, and 16% identified “other” options (including: better access, communications about parks, equipment/facilities changes, and trails improvements). Twenty nine percent (29%) felt that they will not likely increase their use of parks so nothing would need to be changed.

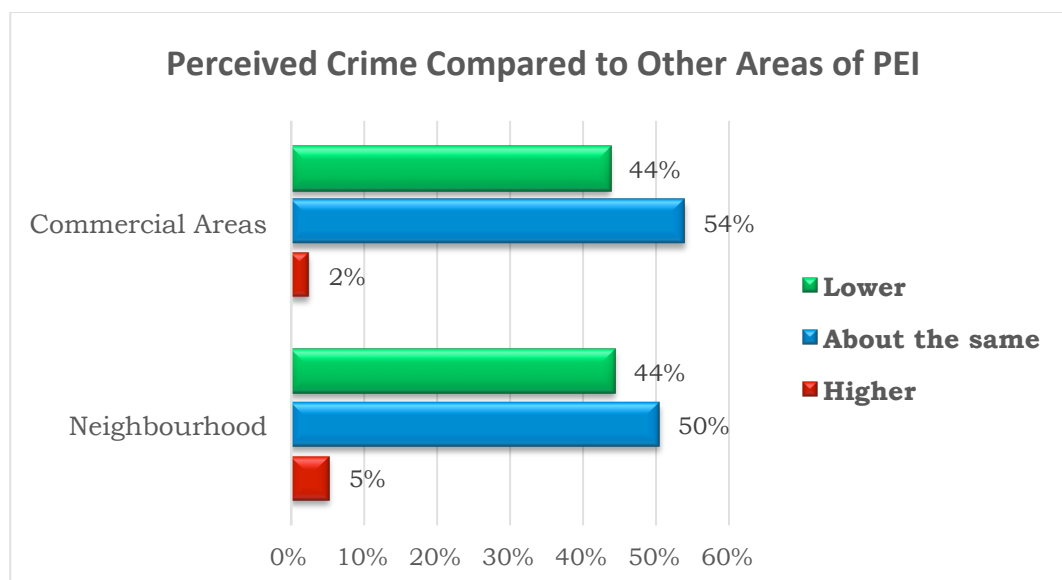


SAFETY IN YOUR COMMUNITY

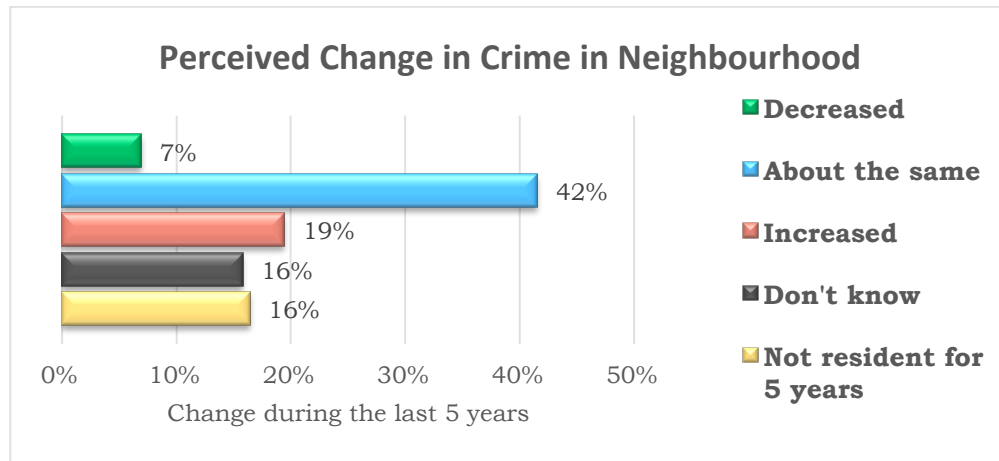
For the purposes of this survey, a "neighbourhood" referred to the area surrounding the home and "commercial areas" referred to the area surrounding businesses in Stratford.

Compared to other areas in PEI, 97% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime. Forty-four percent (44%) think it is lower, 54% think crime is about the same, and 2% think the crime rate is higher than other areas of PEI.

Ninety-five percent (95%) of Stratford residents think that Stratford has about the same or lower amounts of crime in their neighbourhood compared to other areas in PEI. Forty-four percent (44%) think it is lower, 50% think the crime rate is about the same, and 5% think the crime rate is higher than other areas of PEI.



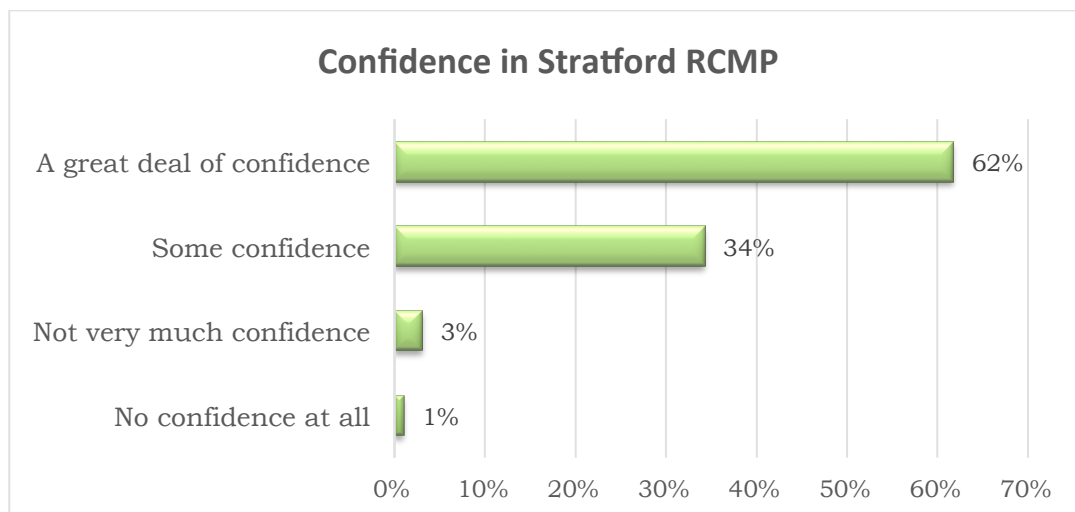
There was a significant increase, over last year, in the number of residents reporting lower perceived crime in commercial areas (11% positive change) and in neighbourhoods (15% positive change). Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 19% of residents think that crime has increased during the last five years - a 15% drop over last year. Forty-two percent (42%) think that it is about the same (a 13% positive change over last year), 7% think that crime has decreased, 16% reported that they have not lived in Stratford for five years, and 16% don't know. A series of break-and-enter crimes occurred in Stratford last year and subsequently, the perpetrator has been convicted of the crimes which may account for some of the changes noted.



PERCEPTIONS OF RCMP SERVICES

Residents were asked about their contact with the Stratford RCMP. Forty-two percent (42%) of survey respondents reported that they have had contact with the Stratford RCMP within the last five years and 58% had not had contact within the last five years.

Sixty-two percent (62%) of residents report that they have a great deal of confidence in the Stratford RCMP (a significant 10% increase over last year), 34% having some confidence, 3% do not have very much confidence, and 1% reported having no confidence at all in the Stratford RCMP. A series of break-and-enter crimes occurred in Stratford last year and following a significant publicity campaign, the perpetrator was caught and convicted of the crimes, which may account for some of the changes noted.



All respondents were asked: Do you think the Stratford RCMP does a good job, an average job or a poor job of:

- treating people fairly?
- ensuring the safety of the citizens in your area?
- supplying information to the public on ways to reduce crime?
- being approachable and easy to talk to?
- promptly responding to calls?
- enforcing the laws?

For “treating people fairly” residents rated:

- 49% as good job
- 15% as average job
- 2% as poor job
- 34% as don’t know/no answer

For “ensuring the safety of the citizens in your area” residents rated:

- 51% as good job
- 24% as average job
- 3% as poor job
- 23% as don’t know/no answer

For “supplying information to the public on ways to reduce crime” residents rated:

- 44% as good job
- 24% as average job
- 5% as poor job
- 27% as don’t know/no answer

For “being approachable and easy to talk to” residents rated:

- 53% as good job
- 12% as average job
- 3% as poor job
- 32% as don’t know/no answer

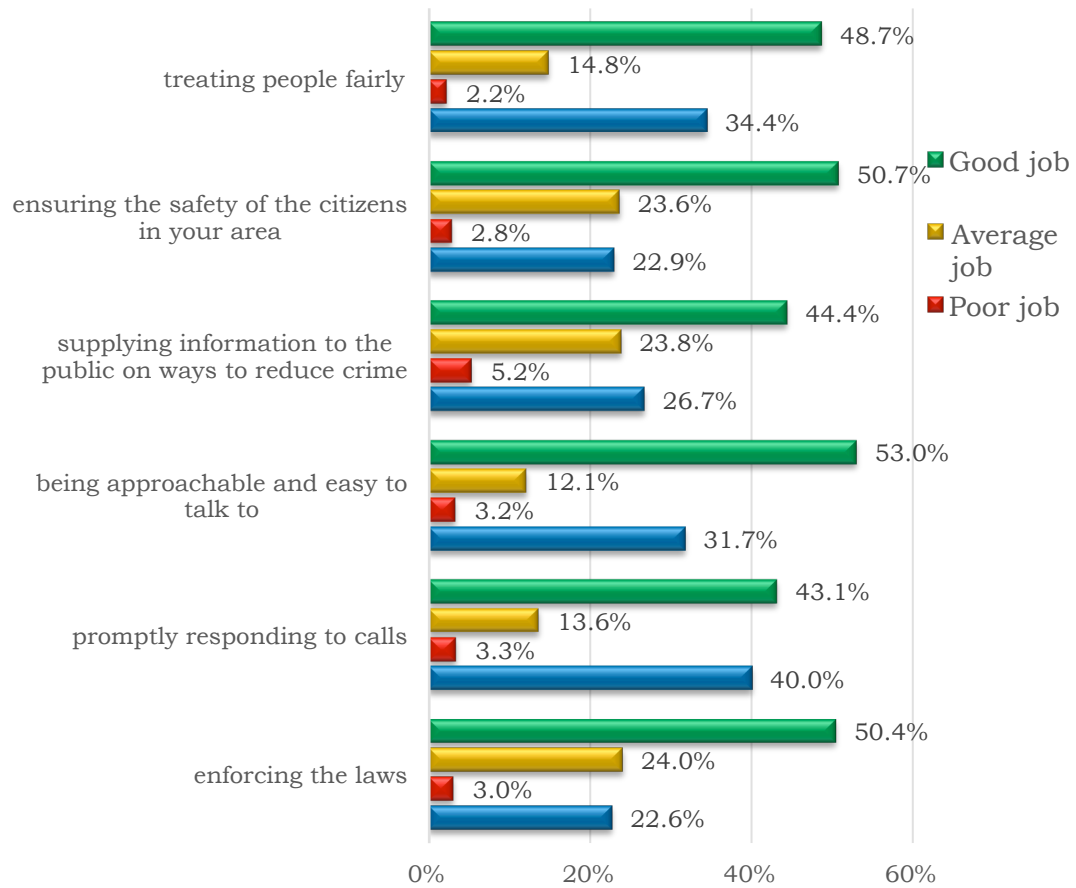
For “promptly responding the calls” residents rated:

- 43% as good job
- 14% as average job
- 3% as poor job
- 40% as don’t know/no answer

For “enforcing the laws” residents rated:

- 50% as good job
- 24% as average job
- 3% as poor job
- 23% as don’t know/no answer

The Stratford RCMP does a good job, an average job or a poor job of:



INCREASING RESOURCE EFFICIENCY

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

Residents were asked about their use of alternate energy sources, energy saving actions taken, water supply and water conservation actions.

Specifically, residents were asked to check all options that applied to the question: ***Does your home currently use any of the following?***

- Geothermal heat pump
- Air source heat pump
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)
- Wind power
- Biofuels (other than wood, for example - biodiesel)
- Other

Seventy percent (70%) of residents were not using any of the noted alternate energy sources in their homes. Three percent (3%) reported using a geothermal heat pump, 21% air source heat pump, 4% reported other sources, 3% use of biofuels (other than wood, for example - biodiesel), 1% solar panels to heat water, and less than 1% are using solar panels to generate electricity (photovoltaic), or use wind power.

ENERGY SAVING ACTIONS

Residents were asked: ***Have any of the following energy-saving actions been taken in your home?***

- Improved the insulation in the home
- Use a High Efficiency (HE) Dryer
- Use a High Efficiency (HE) Washer
- Regularly air dry laundry (where clothes lines are permitted)
- Regularly wash laundry in cold water
- Use a programmable thermostat to automatically lower the temperature
- Replaced older light bulbs with LED bulbs

Improvements made within the last 12 months included:

- 8% Improved the insulation in the home
- 18% Use a High Efficiency (HE) Dryer

- 19% Use a High Efficiency (HE) Washer
- 18% Regularly air dry laundry (where clothes lines are permitted)
- 21% Regularly wash laundry in cold water
- 12% Use a programmable thermostat to automatically lower the temperature
- 39% Replaced older light bulbs with LED bulbs

Improvements made more than 12 months ago included:

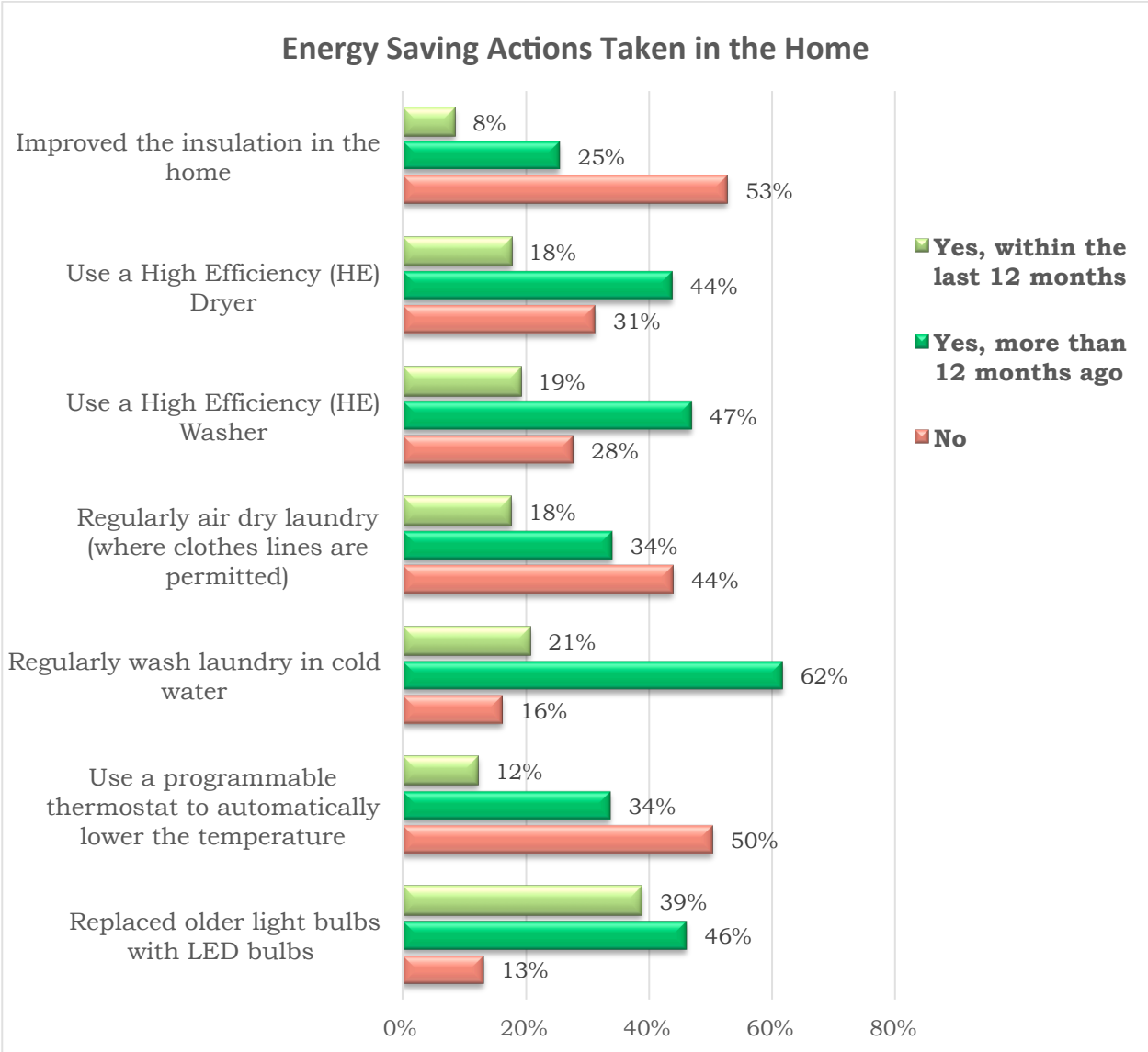
- 25% Improved the insulation in the home
- 44% Use a High Efficiency (HE) Dryer
- 47% Use a High Efficiency (HE) Washer
- 34% Regularly air dry laundry (where clothes lines are permitted)
- 62% Regularly wash laundry in cold water
- 34% Use a programmable thermostat to automatically lower the temperature
- 46% Replaced older light bulbs with LED bulbs

No improvements were reported by some respondents and included:

- 53% did not improve the insulation in the home
- 31% did not use a High Efficiency (HE) Dryer
- 28% did not a High Efficiency (HE) Washer
- 44% did not regularly air dry laundry (where clothes lines are permitted)
- 16% did not regularly wash laundry in cold water
- 50% did not use a programmable thermostat to automatically lower the temperature
- 13% did not replace older light bulbs with LED bulbs

Respondents could also add additional comments following these questions. The 199 comments were reviewed and grouped as they related to: changes to doors/windows, additional temperature lowering behaviours, reducing lighting requirements, and other types of energy-saving actions.

Six to twelve percent (6-12%) of respondents skipped these questions.

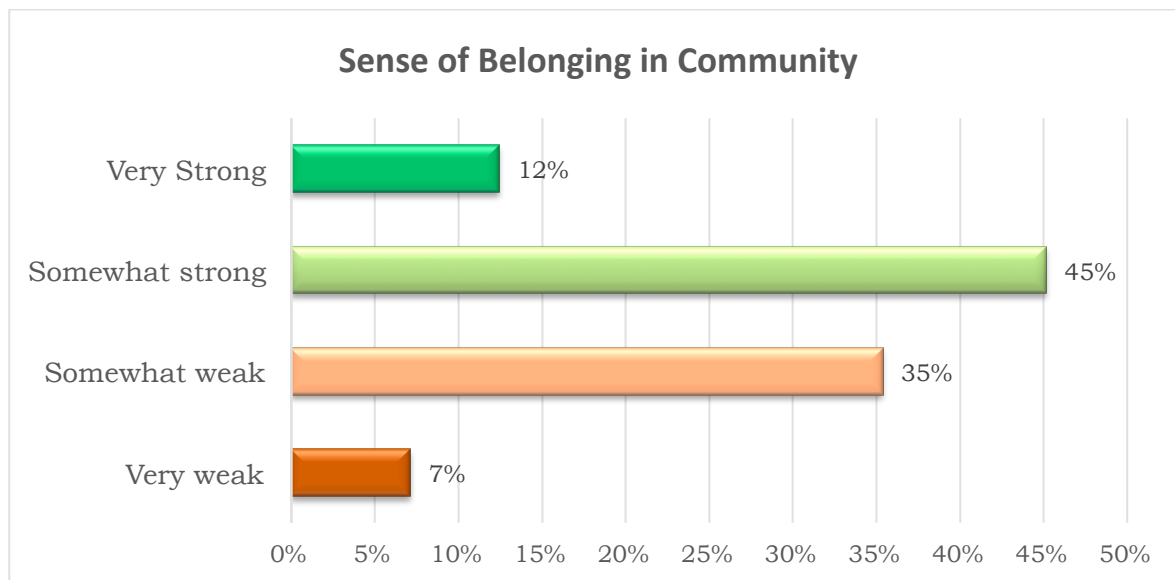


INCREASING COMMUNITY ENGAGEMENT

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

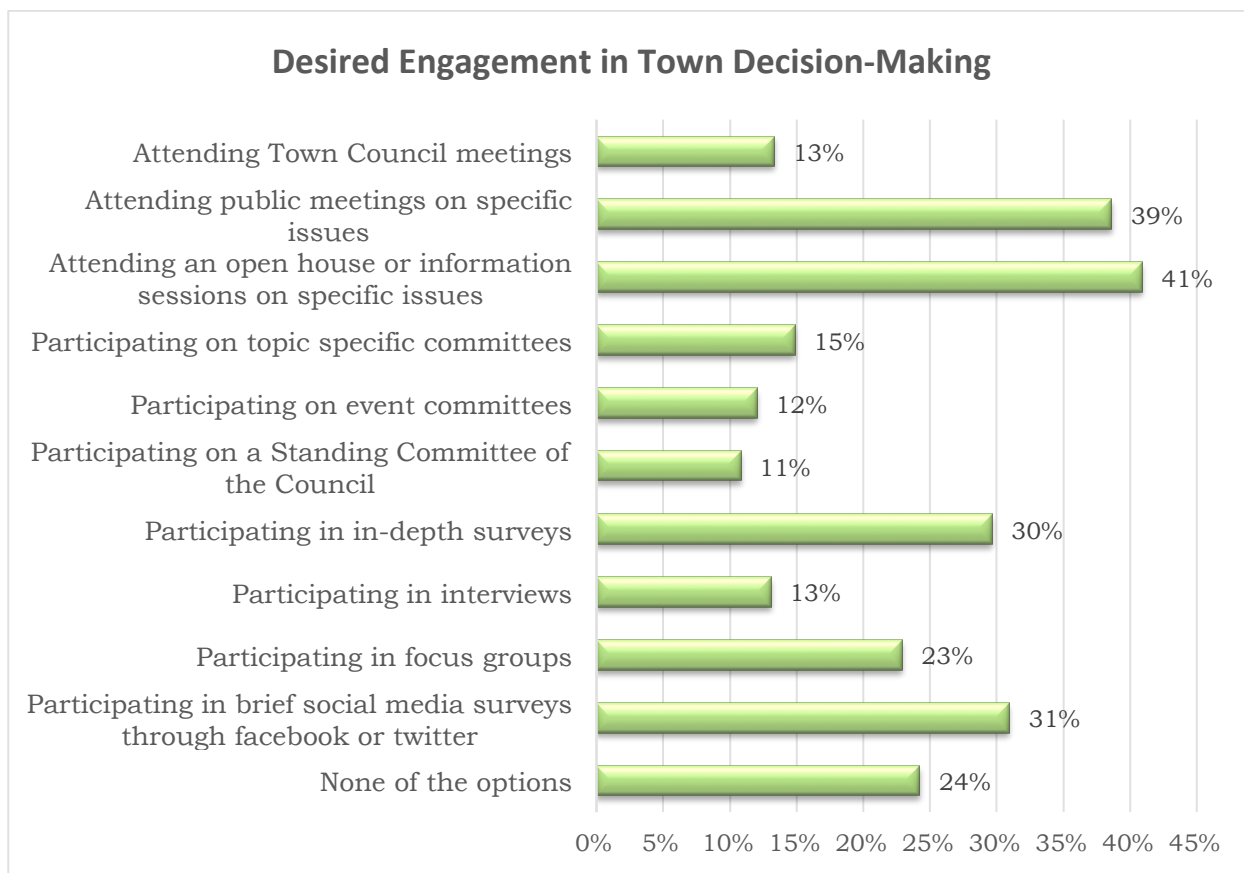
SENSE OF BELONGING

Fifty-seven percent (57%) of residents identified their sense of belonging to the Town of Stratford as very strong or somewhat strong while 42% identify their sense of belonging as somewhat weak or very weak.



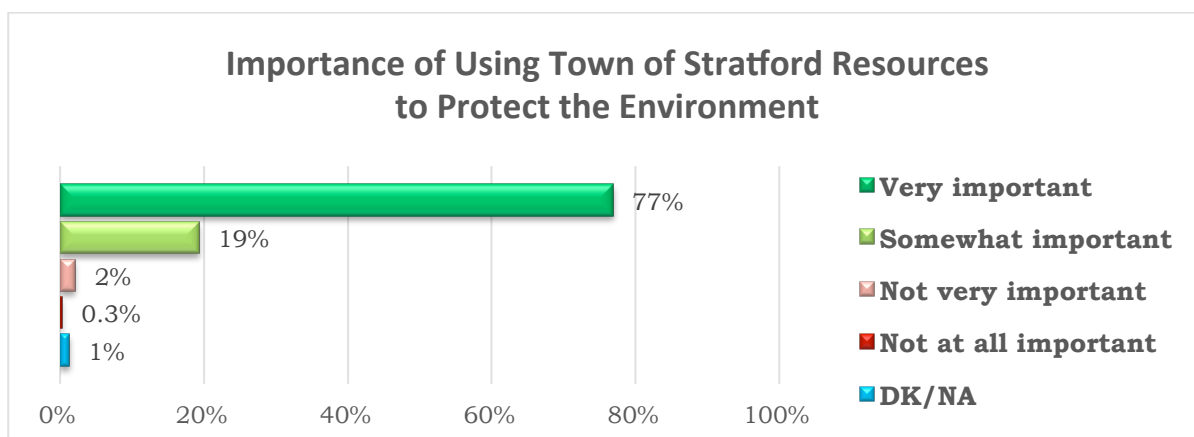
ENGAGEMENT IN TOWN DECISION MAKING

Residents were asked to identify their preferred forms of engagement with Town decision making and 41% chose attending open house or information sessions on specific issues; 39% chose attending public meetings on specific issues; 31% chose participating in brief social media surveys through Facebook or Twitter (new options this year); 30% are interested in participating in in-depth surveys; 23% in focus groups; 15% in participating on topic specific committees; 13% in participating in interviews; 13% in attending Town Council meetings; 12% in participating on event committees; 11% in participating on a Standing Committee of Council; and 24% were not interested in any of the options provided. Participants could pick more than one option.



RESOURCES USED TO PROTECT THE ENVIRONMENT

Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-six percent (96%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 3% felt it was “not very important”, “not at all important, or “don’t know/no answer”.

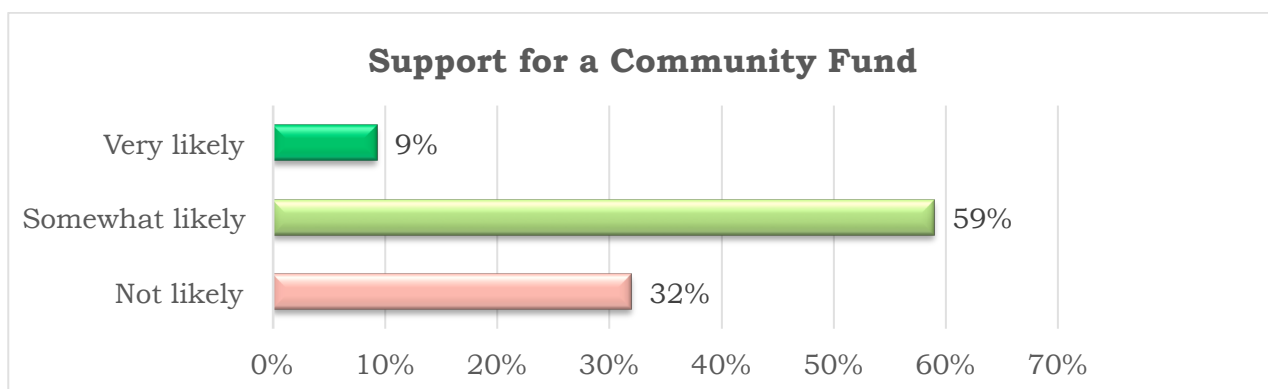


SUPPORT FOR A COMMUNITY FUND

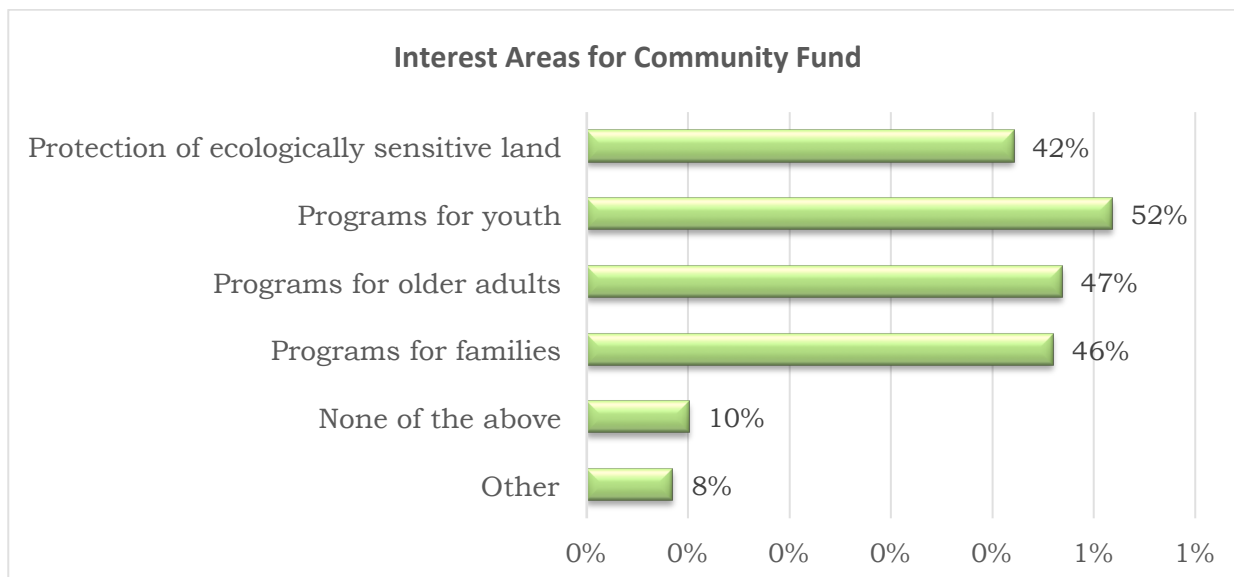
The Town of Stratford is considering setting up a "community fund."

Community funds are usually established to raise money for programs in the local community. Anyone could donate to the fund and the Town would be able to supply donors with income tax credit receipts.

Residents were asked about their support for identifying funds for Stratford-specific activities or needs. When *asked how likely is it that you would support a community fund specific to needs in Stratford?* – 68% of respondents reported being *very likely* or *somewhat likely* to support a community fund while 32% were *not likely* to support it.

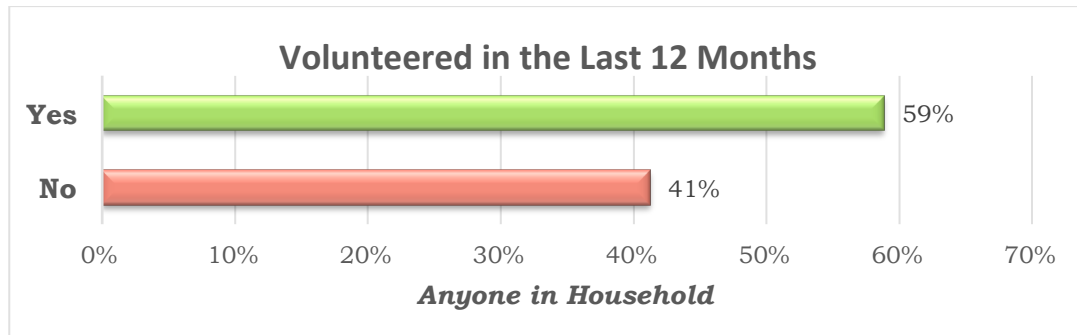


When asked about interest areas that they would like to see funded, 42% are interested in protection of ecologically sensitive land, 52% in programs for youth, 47% in programs for older adults, 46% in programs for families, and 10% were not interested in any of the options. Respondents could choose more than one option. In addition, 8% identified various "other" options.



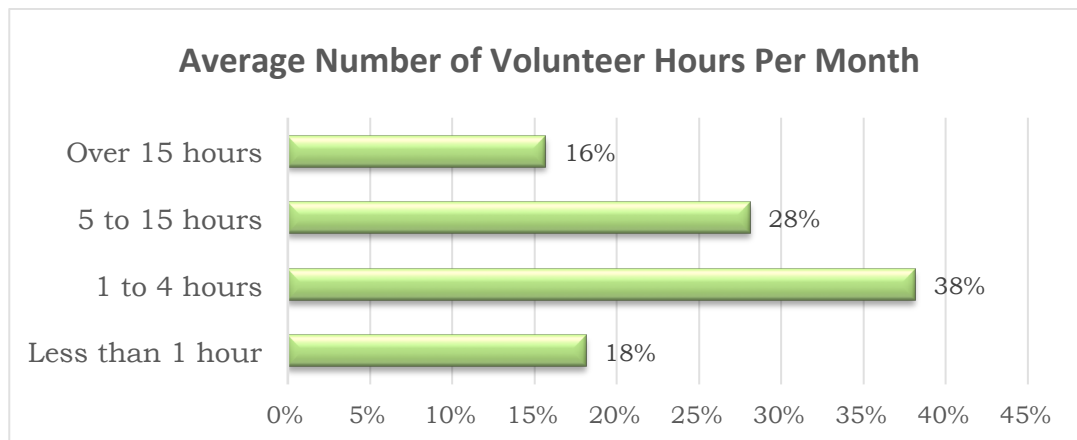
VOLUNTEERING

Residents were asked about their household volunteer activities. Fifty-nine percent (59%) reported that someone in the household had volunteered for a not-for-profit or charitable organization in the last 12 months and 41% had not volunteered.



For those that had volunteered, 48% had volunteer activities performed in Stratford while 49% reported no Stratford activities and 3% did not know.

Respondents who volunteered were asked about the average number of hours per month spent volunteering and 16% volunteer for over 15 hours per month (on average), 28% volunteer for between 5-15 hours, 38% volunteer for 1-4 hours, and 18% average less than 1 hour per month.



When asked about household volunteer activities aimed at conservation of water or protection of the environment, 17% participated in these kinds of volunteer activities while 83% did not. Of the 17% who did participate in conservation of water or protection of the environment volunteer activities, 48% indicated that these activities directly involved or impacted Stratford while 52% indicated that their activities did not directly involve or impact Stratford.

APPENDIX A – STRATFORD RESIDENTS SURVEY 2017

Welcome

Dear Resident:

The Town of Stratford's annual resident survey was first conducted in 2012 and it has become an invaluable tool to measure progress on Town's strategic objectives, as well as for soliciting feedback from residents on potential projects and priorities. We very much appreciate your response to the survey. Residents also seem to appreciate the opportunity because the response rate has increased each year.

The annual survey has helped Council make decisions about programs and initiatives like the new library location, the community gardens, the traffic safety program and the cosmetic pesticide bylaw.

Whether you are a new or long-term resident, this survey is for you. Whether you are currently involved in Town activities or not, your opinion and perspective is important.

Our vision for the Town of Stratford is a place that is economically strong, inclusive, diverse and sustainable. It is our hope that all residents will be a part of creating that future, through contributions big and small.

We greatly appreciate your time in completing this survey as your feedback is valued.

Thank you,

David Dunphy

Mayor, Town of Stratford

Deadline for submitting surveys is February 27, 2017

Survey Instructions

The Town of Stratford Resident Survey will take approximately 20 minutes to complete.

The survey is anonymous; your name cannot be connected to the survey. To ensure full confidentiality only group data will be reported. This means no individual information will be included in reports and no reports will make it possible to identify individuals.

Please note that:

- Your participation is completely voluntary.
- There are no right or wrong answers. Even if you "don't know", this is valuable information for the Town of Stratford to know.
- You are free to stop the survey at any time.

If you have any questions or concerns about the survey, please contact:

Robert Hughes, Chief Administrative Officer

Town of Stratford

Phone: 902-569-1995

Email: rhughes@townofstratford.ca

This survey is for the residents and land owners of the Town of Stratford, PEI (who are 18 years of age and older) only. Please complete one survey per person – either online or this paper version (not both).

Health and Wellness

Knowing more about the health and wellness of Stratford residents will aid in our upcoming planning. By answering the following questions, we will have a more complete picture of our community.

In general, would you say your health is:

excellent

very good

good

fair

poor

Compared to one year ago, how would you say your health is now...

much better now than 1 year ago

somewhat better now than 1 year ago

about the same as 1 year ago

somewhat worse now than 1 year ago

much worse now than 1 year ago

"Moderate physical activity" will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity.

Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating.

Think about the moderate or more vigorous activities that you have done in the last 3 months.

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

- ☐ Less than 3 times in an average week
- ☐ 3--5 times in an average week
- ☐ More than 5 times in an average week

Add up the time you spend in moderate to vigorous activity in an average week (include sessions that last at least 10 minutes.)

In an average week, did you spend a total of:

- ☐ Less than 1 hour in moderate or vigorous activity per week
- ☐ 1 to 2.5 hours in moderate or vigorous activity per week
- ☐ More than 2.5 hours in moderate or vigorous activity per week

Does a physical condition or mental condition or health problem 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.)

- ☐ Yes, sometimes
- ☐ Yes, often
- ☐ No
- ☐ Not applicable

Are you usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches?

- ☐ Yes
- ☐ No

Parks in Stratford

What Stratford park is closest to where you live?

Bellevue Park
Bunbury Park
Clearview Park
Community Garden
Emmalee Park
Fullerton's Creek Conservation Park
Horton Park
Kenny Park
Keppoch Park
Kinlock Park
Lantz Park
Partridge Park
Pondside Park
Rankin Park
Reddin Park
Reeves Park
Robert L. Cotton Park
Spruce Grove Park
Sprucehill Park
Starling Park
Stonington Park
Strawberry Hill
Sundance Park
Tea Hill Park
Williams Gate Park
Zakem Park
Don't know/None of the above
Not sure of the park name? Please briefly describe location: _____

Have you used any of these parks in the past 12 months? (Check all that apply)

Bellevue Park
Bunbury Park
Clearview Park
Community Garden
Emmalee Park
Fullerton's Creek Conservation Park
Horton Park
Kenny Park
Keppoch Park
Kinlock Park
Lantz Park
Partridge Park
Pondside Park
Rankin Park
Reddin Park
Reeves Park
Robert L. Cotton Park
Spruce Grove Park
Sprucehill Park
Starling Park

Stonington Park
Strawberry Hill
Sundance Park
Tea Hill Park
Williams Gate Park
Zakem Park

Don't know/None of the above [\[Go to Q.11\]](#)

Not sure of the park name? Please briefly describe location: _____

Rating Stratford Parks

How would you rate the parks you used in the past 12 months?

Write in the Park Name	Poor – unaccepta ble	Okay - but has little to offer	Good - but could be improved	Very good	Excellent - has all I need

What would you recommend to improve any of these parks?

Write in the Park Name	Your Suggestions

Have you ever used any of the parks in Stratford?

Yes [\[Go to Q.12\]](#)

No [\[Go to Q.13\]](#)

What are your main reasons for using the parks in Stratford? (check all that apply)

Get in shape

Improve skills and abilities

Improve health

Reduce stress

Spend time together with family

Spend time together with friends

Meet people

Get involved in my community

Close to my home

Walk the dog

Other, please explain: _____

[\[Go to Q.14\]](#)

If you have never used any of the parks in Stratford, what are your main reasons for not using them? (check all that apply)

I was not aware of the parks

I am new to the community

I don't have children and park is designed for children

Park is not accessible

Not interested in using park

Other, please describe:

What would increase your use of Stratford parks? (check all that apply)

Updated equipment for my children

Equipment that are intended for adult use

A picnic area

More shade areas

More seating

Nothing as I will not likely increase my use of parks

Other, please explain: _____

Home Energy Use and Environmental Protection

In the following questions, when we refer to "home", we mean the dwelling where you currently live. Please answer the questions regardless of whether you own or rent your home.

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

Please check all that apply.

- ☐ Geothermal heat pump
- ☐ Air source heat pump
- ☐ Solar panels used to heat water
- ☐ Solar panels used to generate electricity (photovoltaic)
- ☐ Wind power
- ☐ Biofuels (other than wood, for example - biodiesel)
- ☐ Don't know
- ☐ None of these
- ☐ Other, please describe: _____

Have the following energy saving actions been taken in your home?

Check one answer per row.

	Yes, within the last 12 months	Yes, for more than 12 months	No	Don't know / Not applicable
Replaced older light bulbs with LED bulbs	☐	☐	☐	☐
Use a programmable thermostat to automatically lower the temperature	☐	☐	☐	☐
Regularly wash laundry in cold water	☐	☐	☐	☐
Regularly air dry laundry (where clothes lines are permitted)	☐	☐	☐	☐
Use a High Efficiency (HE) Washer	☐	☐	☐	☐
Use a High Efficiency (HE) Dryer	☐	☐	☐	☐
Improved the insulation in the home	☐	☐	☐	☐

Have other energy saving actions been taken?

Please describe actions taken (or leave blank):

--

In the past 12 months, did you or anyone in your home:

	Yes	No	Not applicable / Don't know
Plant trees or shrubs on your property	☐	☐	☐
Plant trees or shrubs in the community (not your property)	☐	☐	☐
Help to clean or improve a natural area – examples: a pond or other waterway -- within Stratford	☐	☐	☐
Pick up garbage in a natural area within Stratford	☐	☐	☐
Participate in citizen-science activities of measuring, monitoring, or reporting – examples: bird count, water monitoring			

Does your home have a lawn?

- ☐ Yes [\[Go to Q.20\]](#)
- ☐ No [\[Go to Q.21\]](#)

For the purposes of this survey, the term “pesticides” refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests.

Did the use of pesticides on your lawn change over the last year - compared to the previous year?

- ☐ Pesticide use increased
- ☐ Pesticide use stayed the same
- ☐ Pesticide use decreased
- ☐ Pesticides were not used at all over the last year, but used to be used
- ☐ Pesticides have never been used during your residence
- ☐ Don't know

Water Management

What is your home's main source of water?

- ☐ Water supplied by the Town
- ☐ Water from a private well
- ☐ Don't know/No Answer
- ☐ Other, please describe: _____

Does your home use...?

	Yes, everywhere possible	Yes, in at least ONE but not all locations	No	Don't know /No answer
Water saving, low flow shower heads	☐	☐	☐	☐
Water saving, aerator faucets	☐	☐	☐	☐
Low volume toilets - or a toilet with the water volume modified (for example, with a bottle or a brick in the toilet tank)	☐	☐	☐	☐
Barrels or cisterns to collect rain water	☐	☐	☐	☐

Town Initiatives

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

Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely
	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	

What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live?

Please describe briefly.

How much do you know about the following Town initiatives?

Choose the answer that best describes how much you know about each initiative:

	Never heard of it	Heard of it but don't know details	Know some of the details	Have followed it closely or sought more information
Zoning Bylaw Review	☐	☐	☐	☐
"Think! Stratford" Buy Local Initiative	☐	☐	☐	☐
Community Energy Plan	☐	☐	☐	☐
Stratford Library	☐	☐	☐	☐
Community Garden	☐	☐	☐	☐
Stratford Farmers Market	☐	☐	☐	☐
Naturally Stratford - pesticide education program	☐	☐	☐	☐
"Respect" Road Safety Campaign	☐	☐	☐	☐
Toilet Rebate program	☐	☐	☐	☐
Stratford's Youth Centre	☐	☐	☐	☐

How important is it for the Town of Stratford to use resources to protect the environment?

- ☐ Not At All Important
- ☐ Not Very Important
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Don't Know/ No Answer

Satisfaction with Town Performance on Issues Affecting Stratford

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

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't know / No answer
Responsiveness to Town	☐	☐	☐	☐	☐

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

Do you have additional comments?

Please describe briefly.

Community Engagement Interest

The Town of Stratford is interested in having residents more engaged in the Town decision making process.

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

- ☐ very strong
- ☐ somewhat strong
- ☐ somewhat weak
- ☐ very weak

In what ways would you like to be engaged in Town decision-making?

Please check all that apply.

- ☐ Attending Town Council meetings
- ☐ Attending public meetings on specific issues
- ☐ Attending an open house or information session on specific issues
- ☐ Participating on topic specific committees (such as Heritage, Active Transportation, Arts & Culture or others)

- ☐ Participating on event committees
- ☐ Participating on a Standing Committee of the Council (such as Sustainability, Planning-Development-Heritage, Diversity and Inclusion, or others)
- ☐ Participating in in-depth surveys
- ☐ Participating in interviews
- ☐ Participating in focus groups
- ☐ Participating in brief social media surveys through Facebook or Twitter
- ☐ None of the above
- ☐ Other, please describe: _____

Community Fund for Stratford

The Town of Stratford is considering setting up a "community fund." Community funds are usually established to raise money for programs in the local community. Anyone could donate to the fund and the Town would be able to supply donors with income tax credit receipts.

How likely is it that you would support a community fund specific to needs in Stratford?

Not likely

Somewhat likely

Very likely

What interest areas would you like to see funded? (check all that apply)

Protection of ecologically sensitive land

Programs for youth

Programs for older adults

Programs for families

None of the above

Other, please describe: _____

Volunteering

In the past 12 months, did you or anyone in your household volunteer for any not-for-profit or charitable organization?

- ☐ Yes – [\[Go to Q.34\]](#)
- ☐ No – [\[Go to Q.38\]](#)

Was any of the volunteer activity performed in Stratford?

- ☐ Yes
- ☐ No
- ☐ Don't Know

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

- ☐ Over 15 hours per month
- ☐ 5 to 15 hours per month
- ☐ 1 to under 5 hours per month
- ☐ Less than 1 hour per month

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?

- ☐ Yes – – [\[Go to Q.37\]](#)
- ☐ No – – [\[Go to Q.38\]](#)

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

- ☐ Yes
- ☐ No

Safety in Your Community

A "neighbourhood" refers to the area surrounding your home.

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?

- ☐ Higher
- ☐ About the same
- ☐ Lower

"Commercial areas" refers to the area surrounding businesses in Stratford.

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?

- ☐ Higher
- ☐ About the same
- ☐ Lower

During the last 5 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

- ☐ Increased
- ☐ Decreased
- ☐ About the same
- ☐ Don't know
- ☐ Have not lived here for 5 years

The next questions deal with your perceptions about the work that is being carried out by your local police force, the Stratford RCMP.

Have you had contact with the Stratford RCMP within the last 5 years?

- ☐ Yes
- ☐ No

Do you think the Stratford RCMP do a good job, an average job or a poor job...

	Good Job	Average Job	Poor Job	Don't know /No answer
...of enforcing the laws?	☐	☐	☐	☐
...of promptly responding to calls?	☐	☐	☐	☐
...of being approachable and easy to talk to?	☐	☐	☐	☐
...of supplying information to the public on ways to reduce crime?	☐	☐	☐	☐
...of ensuring the safety of the citizens in your area?	☐	☐	☐	☐
...of treating people fairly?	☐	☐	☐	☐

How much confidence do you have in the Stratford RCMP?

- ☐ A great deal of confidence
- ☐ Some confidence
- ☐ Not very much confidence
- ☐ No confidence at all

Demographics

Almost done! These final questions help us ensure that we are hearing from the broadest range of residents.

Do you currently own or rent your dwelling?

- ☐ Own
- ☐ Own - Condo
- ☐ Rent
- ☐ Rent – Condo

Is this dwelling?:

- ☐ Single--detached house
- ☐ Semi--detached house
- ☐ Row house
- ☐ Apartment, duplex
- ☐ Apartment, multi-story building

How many people (including yourself) live in your dwelling?
Count only the people in your personal household.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

How long have you lived in Stratford?

- ☐ Less than 2 years
- ☐ 2 to less than 5 years
- ☐ 5 - to less than 10 years
- ☐ 10 years or more

What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2016?

- ☐ Less than \$5,000
- ☐ \$5,000 or more but less than \$10,000
- ☐ \$10,000 or more but less than \$15,000
- ☐ \$15,000 or more but less than \$20,000
- ☐ \$20,000 or more but less than \$30,000
- ☐ \$30,000 or more but less than \$40,000
- ☐ \$40,000 or more but less than \$50,000
- ☐ \$50,000 or more but less than \$60,000
- ☐ \$60,000 or more but less than \$70,000
- ☐ \$70,000 or more but less than \$80,000
- ☐ \$80,000 or more but less than \$90,000
- ☐ \$90,000 or more but less than \$100,000
- ☐ \$100,000 or more but less than \$150,000
- ☐ \$150,000 and over
- ☐ Don't know/ I'd rather not say

Gender: How do you describe yourself? (check one)

- ☐ Female
- ☐ Male
- ☐ Transgender, third gender, non-binary, non-conforming or other gender
- ☐ Prefer not to say

Your age is:

- ☐ Under 15 years
- ☐ 15 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 to 74 years
- ☐ 75 to 84 years
- ☐ 85 years and over
- ☐ I'd rather not say

Do you have children under the age of 19 living in your home? (check all that apply)

Children of preschool age

Children of age for Kindergarten to Grade 6

Children of age for Grade 7 to Grade 9

Children of age for Grade 10 to 12

No children under 19 living in the home

How long have you lived in Canada?

- ☐ Less than 2 years
- ☐ 2- to less than 4 years
- ☐ 4- to less than 10 years
- ☐ 10 years or more

Were you born in Canada?

- ☐ Yes
- ☐ No - Where were you born? Please specify **Country**: _____

Do you have any other comments to share?

Please explain briefly:

APPENDIX B – MULTI-MODE METHOD

Multi-mode Survey

Multi-mode surveys (sometimes called "mixed-mode surveys") involve collecting information from survey respondents using two or more modes and combining the responses for analysis. Multi-mode surveys are often used to compensate for coverage biases of individual modes and to increase overall response rates.

The Town of Stratford's administration needed to balance budget considerations with reaching a broad range of residents:

- an online survey is the most financially viable route but not an optimal choice for all residents
- the use of an online survey as well as a paper survey - distributed through Canada Post and a flyer delivery group - allowed for different accessibility requirements (e-mail vs mail) and different respondent preferences (online vs paper).

The multi-mode survey (using online and paper-based surveys) allowed for a reduced total survey cost by shifting some of the surveys from a higher cost method (e.g., all paper where data entry is time-consuming and costly) to a lower cost method (e.g., self-administered online survey).

A challenge posed by multi-mode methods is the possibility of "mode effects" on responses. Notably, the online (computer access dependent) and paper (flyer delivery/mailed response) modes have different characteristics in terms of how the respondent experiences the survey - and these can potentially lead to answering questions differently.

In both cases, the survey modes are limited in that they are both visual, self-administered, and require a certain English-language, literacy level.

Standards for Multi-Mode Surveys

To ensure comparability of results when combining both survey modes (online and paper):

- Question wording and presentation of response options were the same across modes (online version did have question skipping where skipped questions were not visible);
- Stratford residents were provided both options but asked to only respond to one survey mode; and
- Data quality issues were compared between modes.

APPENDIX C – DATA QUALITY ASSURANCE

This survey was for the residents (and property owners) of the Town of Stratford, Prince Edward Island. To validate survey participants, paper surveys were delivered to residents of Stratford only. Online survey links were distributed primarily through the Town of Stratford's email list.

As public and social media promotions would reach people who were nonresidents, promotional materials indicated that the survey was for Stratford, PEI residents only. The opening page also indicated that the survey was for adult residents of Stratford PEI only.

Validation of residents was attempted through self-selection (in both the online and written surveys), a question on length of residency in the community, and online surveys were cleaned of duplicates.

Final Numbers

953 fully completed surveys after cleaning for blanks (6).

Incomplete surveys (qualified break-offs) were acceptable for inclusion in analysis but incompletes were expected to answer at least 3 questions. Incompletes were checked to see if a new survey was completed later - looking at IP address and comparing answers. Four incompletes were removed.

949 surveys analyzed after final cleaning

Records Keeping and Assumptions

The data records for any deleted cases are kept and are available upon client request.

No personally identifiable data may be shared with a client without the consent of the respondent (such as respondent providing email and asking for contact to be made), and when done so it must be in compliance with local laws, regulations, and industry codes.

Both a paper and online survey could be completed by the same respondent. As the survey was lengthy and detailed, the risk of this was considered very low.

Qualified break-offs were identified as those survey respondents who did not complete more than the first 3 questions in the survey. Data records for qualified break-offs were retained to permit comparisons with respondents who completed the survey - which is a form of nonresponse bias analysis. The sample size of qualified break-offs was not sufficient for comparison.

For online surveys the criterion defining "rushed answers" was based on total time to complete the full survey of less than five minutes.

Data editing/imputation was used cautiously to reassign comment box notes to appropriate answer selections. Comments written on paper surveys were applied to appropriate comment boxes or excluded from data entry.

Of the 356 manually entered surveys (from paper responses), 10% (per data entry clerk) were randomly checked for data entry accuracy and consistency.

APPENDIX D – DATA ANALYSIS NOTES

Weighting of the data - ideally, a survey sample is a demographic match of the population it came from. This would be reflected in the sample being representative with respect to all variables measured in the survey (age, gender, income, dwelling type, etc.). Unfortunately, this is usually not the case. Self-selection and non-response biases may cause some groups to be over-represented or under-represented. When such problems occur, no reliable conclusions can be drawn from the collected survey data unless something has been done to correct for the lack of representation.

A commonly applied correction technique is a weighting adjustment. It assigns an adjustment weight to each survey respondent. Persons in under-represented groups get a weight larger than 1, and those in over-represented groups get a weight smaller than 1. When calculating means, totals and percentages, the weighted values are used to balance the results to reflect the actual population.

Responses to the survey varied by age category and dwelling type (single-detached house; double/duplex/semi-detached; apartment or row house). The proportion of survey respondents in each age category and dwelling type differed from the true population according to the 2011 Census (2016 Census data was not available at the time of survey analysis). The response rates were somewhat lower among most age groups living in apartments and among those under age 45 in all dwelling types. Therefore, the survey data was "weighted" to make the results more representative of the total Town of Stratford population according to age and dwelling type.

There was one exception to the weighting procedure. There were too few respondents age 15 to 24 to weight the data. Therefore, the age group 15 to 24 (for all dwelling types) was not weighted and was therefore under-represented in the final survey results.

In addition to making the survey results more representative, weighting also serves to reduce year-to-year variability in results caused by changes in response rates in each demographic subgroup.

Analysis - Inferential statistics were used to assess whether survey results varied significantly from the 2016 and 2017 surveys (noted questions may have been compared to 2015 data where questions are not asked every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data

also accounts for differences in question skip rates, not all percentages will equal those reported in previous years' reports. Only differences between years of greater than 9% are reported. Small changes of less than 10%, are not reported as they do not represent a practical or managerial significance, but will be monitored into the next year to see if it is a trend or a one-year anomaly.