



Imagine that!

Summary Report

2014 Stratford Resident Survey



www.townofstratford.ca

INTRODUCTION

The Town of Stratford is working to build the best community possible, one where the needs and diversity of all residents are respected, where our culture and heritage is rich and our actions are sustainable, building a thriving local economy with a transparent and responsive local government.

To ensure that we are consistently moving forward towards our goals, Council and staff have developed a performance management system called “Sustainable Stratford – Results Matter”. The annual resident survey has been designed to gather important information about the indicators for this system from our residents.

The following report is a brief summary of the results of the resident survey. The full survey report can be found on the town website at www.townofstratford.ca.

This marks the third year for the Stratford Resident Survey and we are once again pleased to see another strong response. Stratford residents have consistently shown a commitment to participating in working together for the future of our Town.

On behalf of the Council and Town staff, thank you to everyone who took the time to complete the survey and know the information is reviewed, used and greatly appreciated.

David Dunphy
Mayor, Town of Stratford

METHODOLOGY

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system called “Sustainable Stratford – Results Matter” and it includes 16 broad objectives and 38 performance indicators.

The company of ***Insight Marketing***, in collaboration with independent consultant Vicki Bryanton, was contracted to develop and implement the annual resident survey to collect data that can be monitored and regularly reported to residents.

The target population for the survey was the 3,938 households of the Town of Stratford. Respondents could complete an electronic, online survey, that was promoted through direct email and social media promotions, or a paper survey that was delivered to households in a direct mail householder drop.

The online survey was open for responses for a six-week period beginning January 13th, 2014 and ending February 21st, 2014. Residents began receiving the paper survey as a householder mailing beginning February 6-7th with returned surveys postmarked before February 26th included in the final data entry. The target goal for returned surveys of 360 was exceeded on February 19th or 38 days into the field.

A probability, multi-mode sampling method achieved a sample size of 812 respondents (467 completing paper surveys and 345 completing online surveys). The survey data was “weighted” to make the results more representative of the total Town of Stratford population according to age and dwelling type. The final margin of error for the survey results was +/- 3.2%, 19 times out of 20.

In addition, inferential statistics were used to assess whether survey results varied significantly from the 2013 survey. Instances where statistically significant differences exist are highlighted here and in the full report.

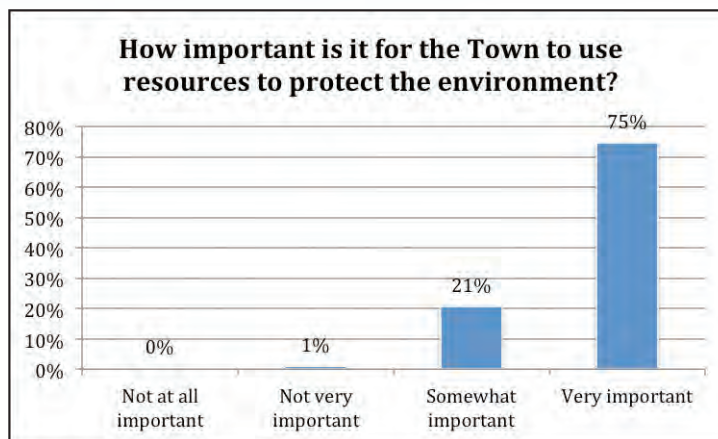
A complete description of the methodology and analysis can be found in the full report on the Town of Stratford’s website.



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.

Again this year, Stratford residents showed strong support for the use of Town of Stratford resources to protect the environment with 96% identifying it as “somewhat important” or “very important.”



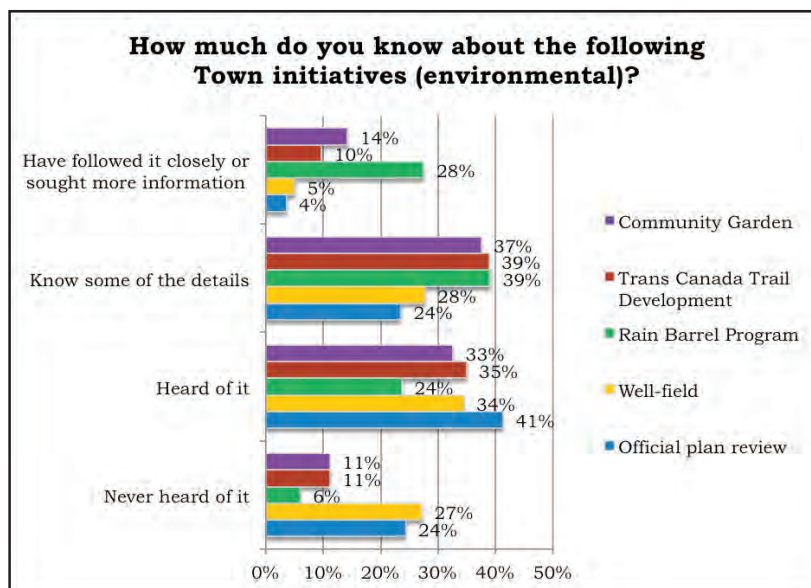
The Town strives to effectively manage the environment and engage residents in this process through a variety of programs and initiatives. In the survey, residents were asked about their level of awareness of the Town’s initiatives.

The highest awareness this year was for the Rain Barrel Program at 90%. A large majority of residents were also

aware of the Community Garden and Trans Canada Trail Development both at 84%.

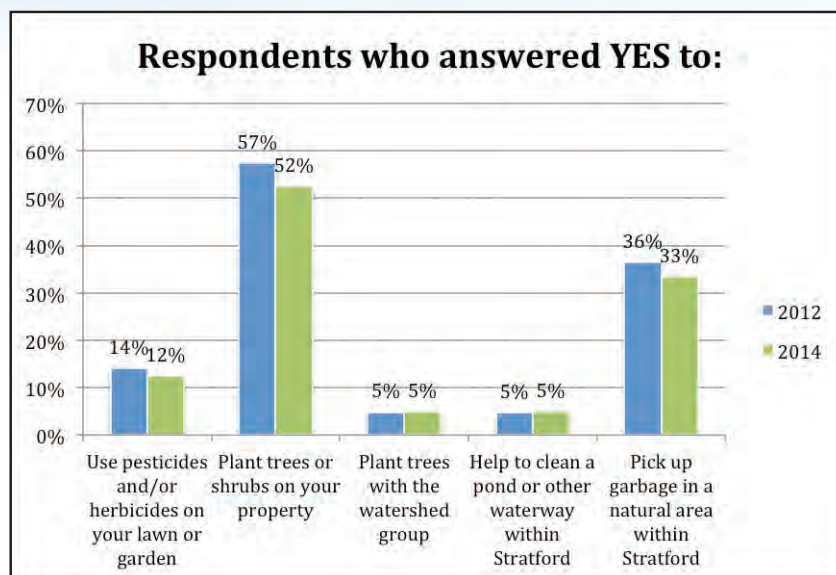
A majority of residents were also aware of the Official Plan Review at 69% and the Wellfield (a new water source for the Town) at 67%.

These results represent a statistically significant increase in awareness over the previous year for the Official Plan Review, Wellfield, and Trans Canada Trail Development.



While benchmarking the results for the questions regarding environmental actions taken by anyone in the household, an anomaly was noted in last years' results and subsequently, the reporting. A statistically significant shift was noted from 2012 to 2013 and this was reversed for 2014.

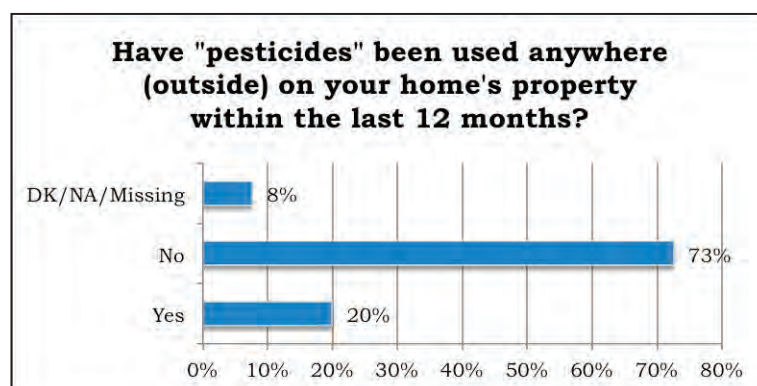
Despite the fact that there were multiple quality control checks and despite further investigation, there was a problem with this bank of questions in the 2013 survey. There remain unexplained variances that reversed in 2014, therefore for benchmarking purposes, we are comparing 2012 to 2014 data (2013 data will be disregarded for this section only.)



No statistically significant changes were seen between the 2012 and 2014 data.

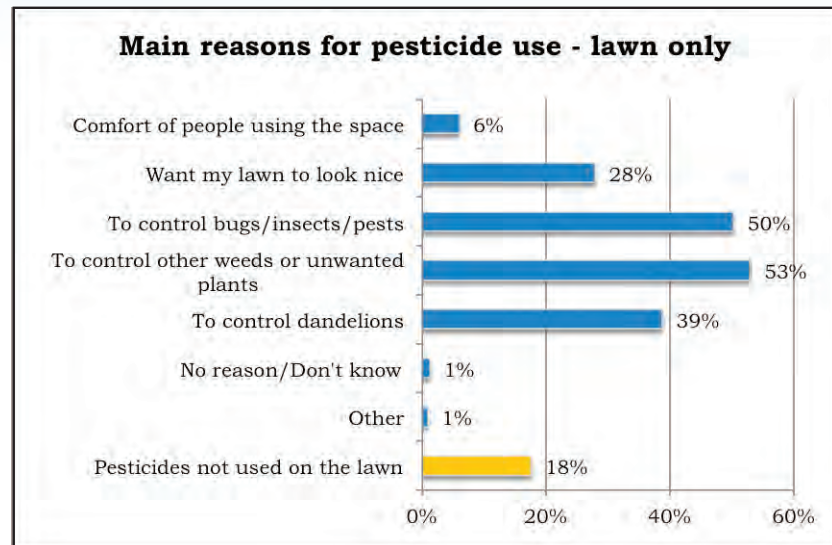
A new section to this year's survey asked additional questions concerning pesticide use within Stratford. For the purposes of this survey, pesticides referred to any chemical substance that is used to prevent, destroy, repel, attract or reduce weeds or pest organisms.

When residents with a lawn were asked about pesticide use on the property (but outside of the home) 20% reported pesticide use, while 73% reported no use.



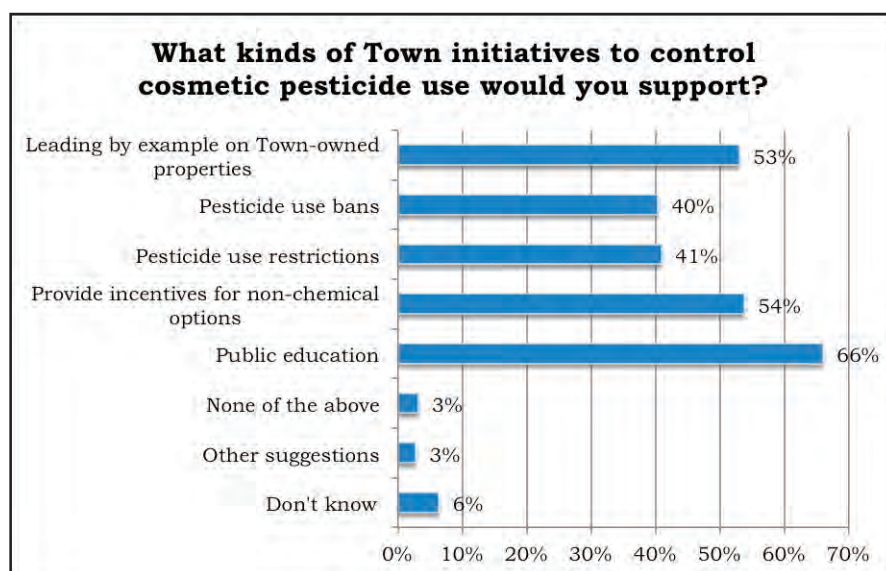
Of those who use pesticides 64% used pesticides on their lawn, 30% on their outside wall, foundation, or structure attached to the house. While 23% used pesticides on their walkway, sidewalk, or patio, 22% on trees/shrubs, 19% on their flower garden, 6% on a detached building or structure, and 5% on a vegetable garden.

When questioned further about the main reasons for pesticide use on lawns the majority reported using pesticides to control other weeds or unwanted plants (53%) and to control bugs, insects or pests (50%). Residents also reported using pesticides to control dandelions (39%) and because they want their lawn to look nice (28%), while 18% reported not using pesticides on their lawn.



All respondents with lawns were asked about the use of “non-chemical” pest control methods on their lawns. Non-chemical pest control was described as: *"non-chemical" pest control methods (such as soap+water, vinegar, pulling weeds, selective planting/alternative ground cover and other natural approaches or other natural approaches.)*

Sixty three percent (63%) reported using non-chemical methods, 31% had not used non-chemical methods and 6% did not know.



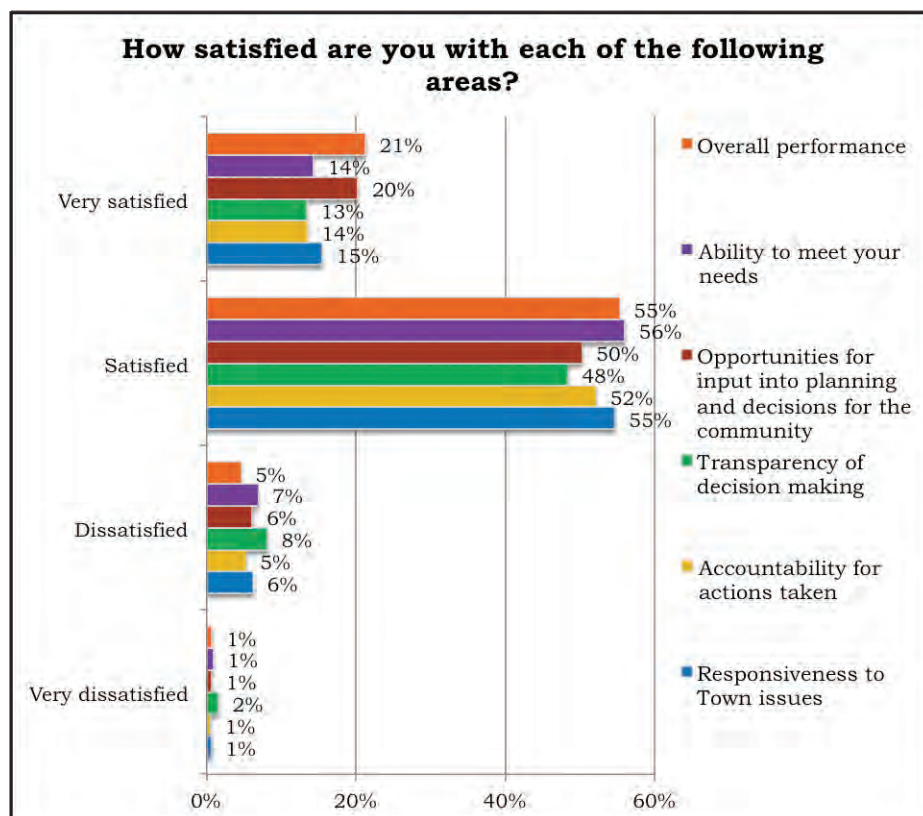
All respondents were also asked: “what kinds of Town initiatives to control cosmetic pesticide use would you support?” and were provided with a list of options.

The majority of respondents support the Town in “public education” (66%), in “providing incentives for non-chemical options” (54%) and “leading by example on Town-owned properties” (53%). Some residents also expressed support for “pesticide use restrictions” (41%) and a “pesticide use ban” (40%).

GOVERNANCE

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

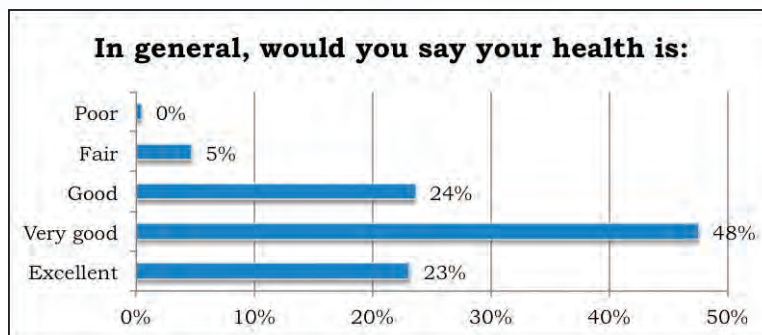
When asked, most residents are satisfied or very satisfied with the Town's governance. Regarding overall performance, 77% of residents stated they are satisfied or very satisfied. All other governance indicators ranged between 61% and 76% of residents reporting they are satisfied or very satisfied.



RESIDENT HEALTH AND SAFETY

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

Ninety percent (94%) of Stratford residents self-reported their general health as good, very good or excellent. Also, when asked: “Compared to one year ago, how would you say your health is now?” 72% reported their health is about the same and 15% reported their health was somewhat better now.



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)

When asked about their activity levels over the last 3 months, 39% report doing more than 2.5 hours per week of moderate to vigorous activity. While 34% are active between 1 to 2.5 hours per week and 25% do less than 1 hour per week.

Residents were asked about their habits of active transportation as a regular part of their local travel. They were asked how frequently they use some forms of active transportation to get to (or from) work or school. The majority of residents do not use active transportation for this purpose, with only 4% indicating they usually or always walk, and no residents reported jogging or running to school or work.

More residents indicated they use active transportation to get to shops and/or run errands. Nineteen percent (19%) reported routinely walking to shops, 9% reported biking and 2% run or jog.

The most frequent purpose for walking, running/jogging and biking was for fitness or fun within the Town of Stratford. Thirty percent (30%) reported usually or always walking while 7% reported jogging or running and 6% reported biking.

Residents were also specifically asked about barriers to active transportation that “prevents you from using active transportation more often”. Based on a list of named barriers residents were asked which ones applied and could choose more than one.

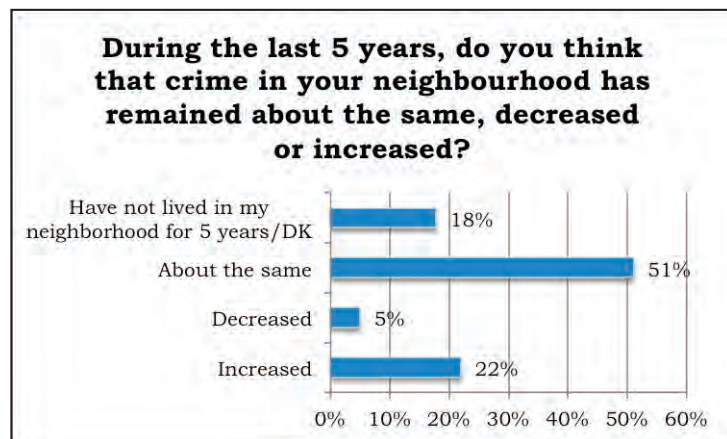
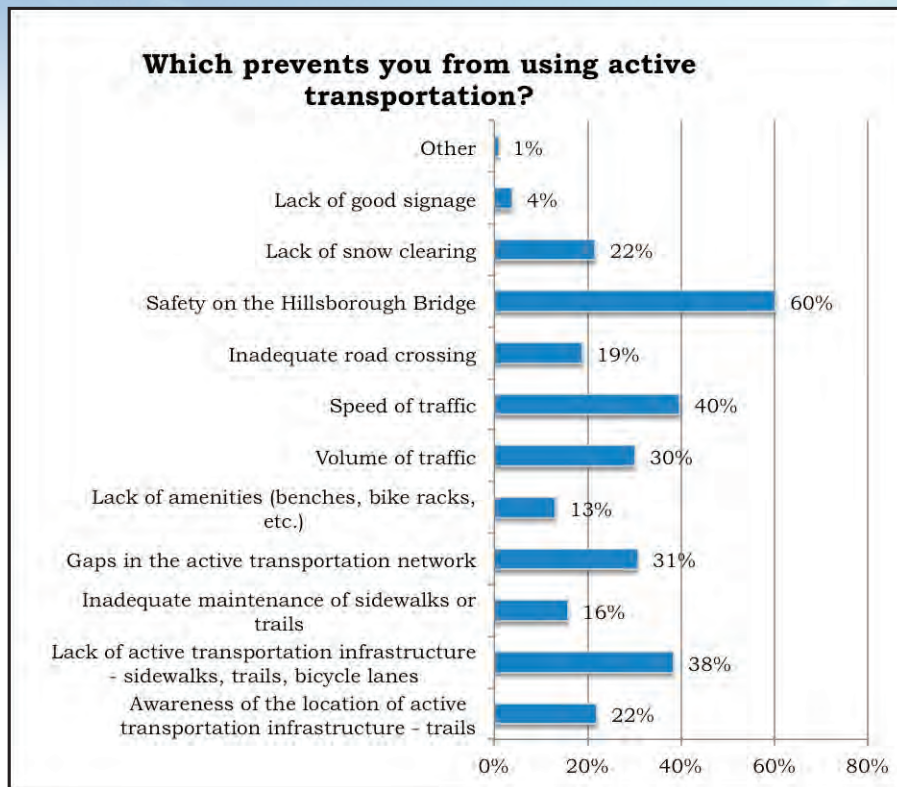


Of the identified barriers, safety on the Hillsborough Bridge was chosen by 60% of the respondents, speed of traffic was chosen by 40%, lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) was chosen by 38% and volume of traffic by 30%. Residents also selected a number of other barriers – shown here.

Ninety one percent (91%) of Stratford residents think the Town has about the same or lower amounts

of crime in residential areas compared to other areas in Prince Edward Island. Forty six percent (46%) think it is lower, 45% think the crime rate is about the same, and 5% think the crime rate is higher than other areas of PEI.

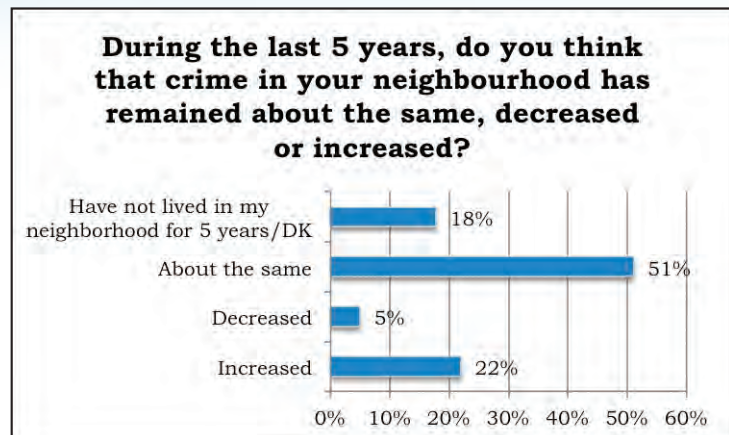
Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 22% of residents think that crime has increased during the last 5 years. Fifty one percent (51%) think that it is about the same, 5% think that crime has decreased and 18% reported that they have not lived in Stratford for 5 years or don't know.



Ninety one percent (91%) of Stratford residents think the Town has about the same or lower amounts of crime in residential areas compared to other areas in Prince Edward Island. Forty six percent (46%) think it is lower, 45% think the crime rate is about the same, and 5% think the crime rate is higher than other areas of PEI.

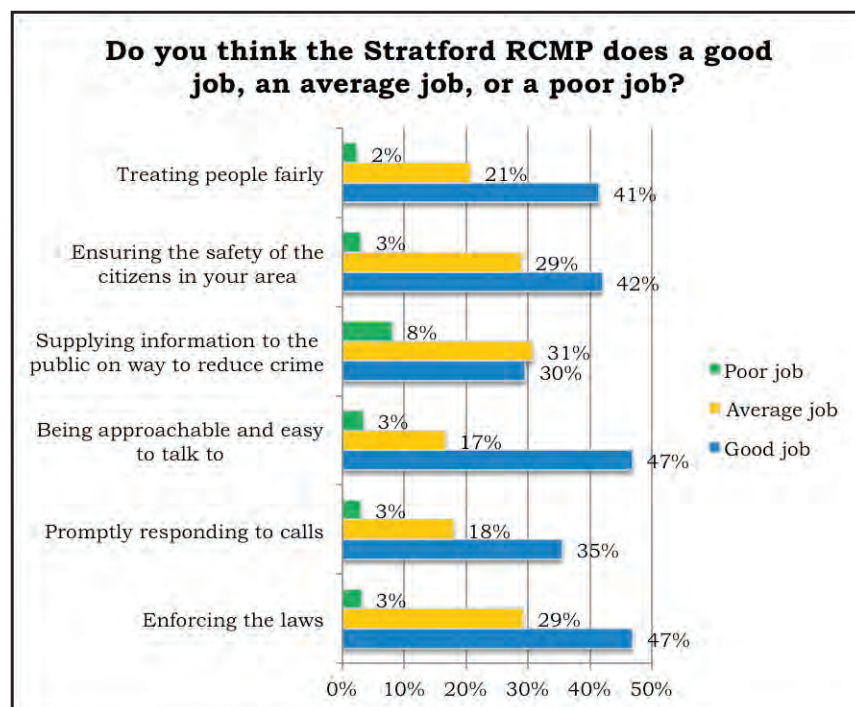
Despite thinking that Stratford has a lower or about the same amount of crime as the rest of PEI, 22% of residents think that crime has increased during the last 5 years. Fifty one percent (51%) think that it is about the same, 5% think that crime has decreased and 18% reported that they have not lived in Stratford for 5 years or don't know.

Residents were asked questions that dealt with their perceptions about the work that is being carried out by the local police force, the Stratford RCMP.



Eighty three percent (83%) of residents report they have a lot or a great deal of confidence in the Stratford RCMP. On all other indicators between 53% and 75% residents indicating they felt the Stratford RCMP are doing a good or average job.

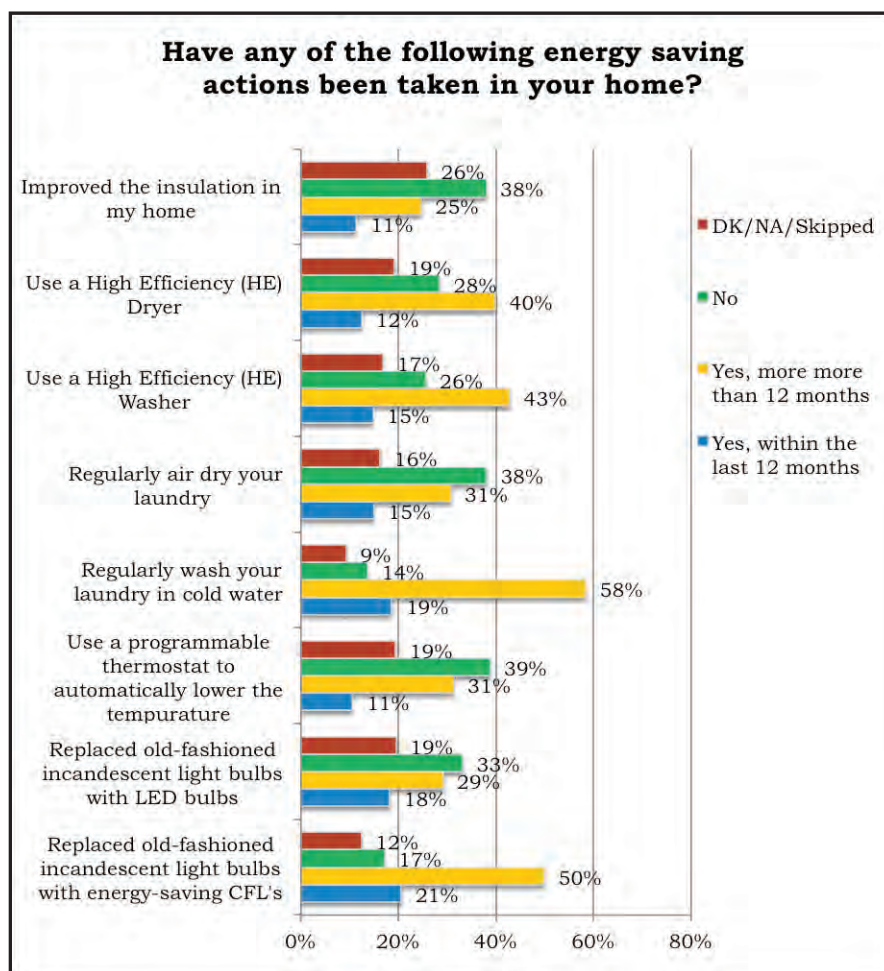
Not all residents had an opinion on all aspects of police services and chose "don't know/no answer" in 21-44% of the cases.



RESOURCE EFFICIENCY

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

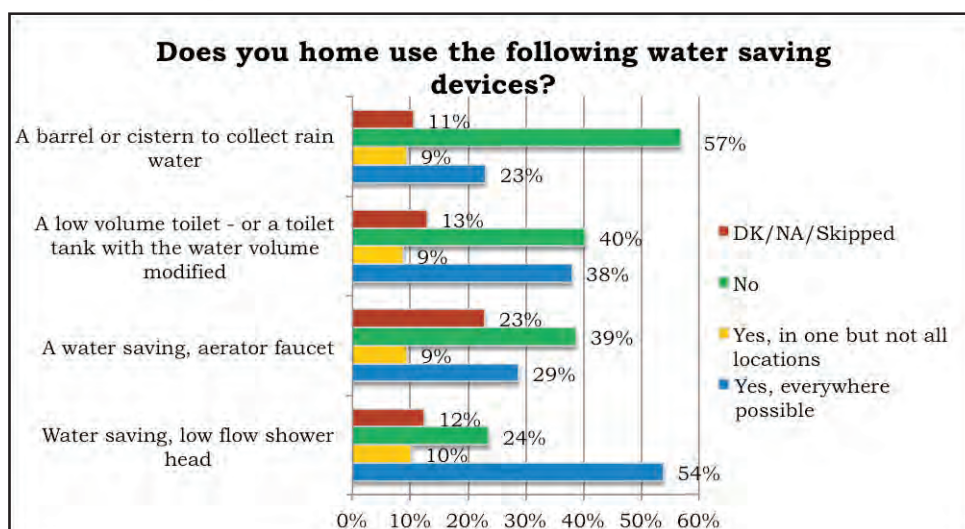
Residents were asked about a variety of energy efficiency activities and in many cases, residents are choosing the energy efficient options noted and made these choices more than 12 months ago. Seventy-seven (77%) of residents reported regularly washing laundry in cold water, 71% have changed from incandescent to compact florescent lights (CFLs) and 47% of residents have changed to LED bulbs.



Residents were also asked specifically about their water conservation activities.

The top two water saving activities by residents were having water saving, low flow showerheads in one or more locations (64%) and having low volume toilets in one or more locations (47%).

As well, 32% of residents reported the use of a barrel or cistern to collect rainwater in one or more possible locations and 38% have a water saving aerator in one or more locations.



COMMUNICATIONS & COMMUNITY ENGAGEMENT

Strategic Objective: Stratford will improve communications to and with residents and stakeholders and increase awareness of the community outside of Stratford.

Residents were asked how they prefer to receive information from the Town, emails from the Town were the most frequently chosen (45%) followed by the Stratford Town Talk newsletter and Town of Stratford website both at 39%. Direct mail was chosen by 31% of respondents followed by the Town sign by 29% and social media with 21% of respondents selecting this method.

Compared to previous years, direct mail continued to show a slight, but significant year-over-year decline as a preferred source of information.



Respondents were also asked about their awareness around several Town initiatives. For the New Stratford Library, 91% are aware (30% have heard of it, 36% know some details, 24% followed it closely or sought more information) and 5% never heard of it. For the New Stratford Brand and Logo, 70% are aware (32% heard of it, 29% know some details, 9% followed it closely or sought more information), and 24% never heard of it. For the New Website, 64% are aware (33% have heard of it, 24% know some details, 7% followed it closely or sought more information), and 28% never heard of it. For StratChat.ca, 32% are aware (21% have heard of it, 9% know some details, 2% followed it closely or sought more information), and 59% never heard of it.

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

Residents were asked how they would like to be engaged in Town decision making. Based on the options for engagement provided, 50% indicated that they would like to attend public meetings on specific issues and 50% also indicated they would like to attend an open house or information sessions on specific issues. Participating in in-depth surveys was chosen by 33% of the respondents, participating in focus groups by 25%, participating on topic specific committees by 16%, online forums by 15%, and attending Town Council meetings by 16%.



Summary Results - 2014 Stratford Resident Survey