

# Media Release

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## Annual Resident Survey Results Released by the Town of Stratford



*Imagine that!*

**For Immediate Release: November 21, 2024**

The Town of Stratford released the results of its 13<sup>th</sup> Annual Resident Survey. Residents were asked to share their opinions on topics including health and wellness, increasing resource efficiency, safety in the community, perceptions of the local police force, town initiatives, Shape Stratford, spending and taxation, and town performance. As in previous years, a series of questions were asked on specific topics of special interest to the Town of Stratford as one-time questions.

The first Annual Resident Survey took place in 2012. The Town has used this mechanism each year since to receive feedback from residents and to watch for indications of change over time for those questions asked annually or bi-annually. In 2024, the survey garnered 850 responses through both digital and paper formats, reflecting a moderate decline from the 969 responses received in 2023. Results have been statistically weighted by age and dwelling type (rent or own) to ensure that the sample reflects the target 2021 Census data.

In 2024, residents were surveyed on aspects of their experiences living in the Town. Overall, residents of the Town of Stratford have consistently reported favourable outcomes in meeting their health and wellness needs. Respondents also indicated increasing resource efficiency by participating in simple energy-saving and ecosystem-protection actions. Residents of the Town of Stratford continue demonstrating strong knowledge and engagement with local initiatives. The residential tree planting program (79%) and the youth centre (76%) are the most widely recognized, while awareness of the Shape Stratford initiative has significantly increased by 17 percentage points since 2023.

Residents are also generally positive about recommending Stratford as a place to live, though they suggest improvements in traffic flow (13%), recreational facilities (11%), and shopping options (11%) to enhance livability, some of which are outside of the Town's direct influence or control. Respondents frequently utilize town services (60%) and prefer shopping locally (83%).

Environmental awareness is also on the rise, with 43% of residents becoming more informed about sustainable living and 52% taking action to protect the environment. Road safety awareness has similarly improved, with 64% of residents more conscious of driving responsibly and 50% aware of road safety concerns.

Shape Stratford remained active and continued its presence in 2024, building on prior efforts to address community needs. Residents reported the following regarding housing:

- 79% report that current housing meets their needs
- 71% own their homes
- 68% live in single-detached houses

- 21% of residents feel that their housing only somewhat or does not meet their needs
- 55% cite that their homes are too small
- 78% of those facing challenges point to affordability as a key barrier

To address housing needs, residents suggest increasing the availability of apartments (49%), townhomes/rowhomes (44%), and semi-detached homes (43%), all of which are an increase from the previous year of 6-10%.

“The data in the Town’s annual resident survey continues to be a valuable tool for us,” said Steve Ogden, Mayor of the Town of Stratford. “We use the survey to gauge the community’s satisfaction, to learn more about what is of interest or need for the community, and to help us deliver programs and services that residents want. There is always strong input and interest from our community in responding and we look forward to exploring these results even further as we move into budget deliberations.”

The full report and summary of this year and previous surveys can be found on the Town of Stratford website [www.townofstratford.ca](http://www.townofstratford.ca).

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