

Annual Resident Survey



Imagine that!

Town of Stratford



Winston Maund
Photographer



Complete online at: www.stratfordsurvey.ca

Stratford Resident Survey 2022

Welcome!

Dear Resident,

In our ongoing efforts to make Stratford the best community possible, we survey our residents each year to gauge public opinion on a variety of topics. Stratford's rapid growth presents us both with opportunities and challenges. Feedback from the survey helps us make decisions facing the Town and guides us on how to better meet your needs.

Past survey data has led to projects and initiatives such as the water auditing program, a residential tree planting initiative, and expanded arts and recreational programming for residents of all ages. This year's survey includes new questions about food trucks, short-term rentals and active transportation preferences.

Whether you are a recent or long-time resident, whether you are currently involved in Town activities or not, whether you rent or own your home, this survey is for you! Your opinions and perspectives are important, and we greatly value the input of all residents. The survey results will be released later this year for those interested in looking at the final report.

On behalf of Council and staff, thank you for taking the time to complete this year's survey.

Sincerely,

Steve Ogden
Mayor, Town of Stratford

Deadline for submitting surveys is March 4, 2022

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:

Wendy Watts, Community and Business Engagement Manager

Town of Stratford

Phone: 902-569-6921

Email: wwatts@townofstratford.ca

Eligible Participants

This survey is for the residents and land owners of the Town of Stratford, Prince Edward Island (who are 16 years of age and older) only. Please complete one survey per person.

You are encouraged to complete the online survey which can be found at:

www.stratfordsurvey.ca

Do not complete this paper survey if you have already completed the online survey.

We want to know how you receive information about the Town of Stratford.

1. Which are your MAIN sources of information regarding the Town of Stratford? Please check all that apply.

- Town of Stratford website: www.townofstratford.ca
- "Stratford Town Talk" paper newsletter
- The Guardian newspaper
- Direct mail to home (brochures, flyers, utility bills)
- E-news (emailed by the Town every second week)
- Digital Town sign
- Word of mouth
- Radio station
- Social media (such as Facebook or Twitter)
- School notices
- None of the above
- Other (please describe)

2. How would you PREFER to receive information from the Town? Please check all that apply.

- Town of Stratford website: www.townofstratford.ca
- "Stratford Town Talk" paper newsletter
- The Guardian newspaper
- Direct mail to home (brochures, flyers, utility bills)
- E-news (emailed by the Town every second week)
- Digital Town sign
- Word of mouth
- Radio station
- Social media (such as Facebook or Twitter)
- School notices
- None of the above
- Other (please describe):

Health and Wellness

The Town of Stratford utilizes a strategic performance management plan called 'Results Matter'. Each Council renews and updates the plan to reflect their priorities for their four-year term of office. The plan uses Key Performance Indicators (KPI's) to track performance over time. Many of the questions in the Stratford Resident Survey were designed to track these KPI's. Knowing more about things like the health and wellness of Stratford residents helps us with planning, gives us a more complete picture of our community, and helps us track our performance on our KPI's.

3. In general, would you say your health is:

- Excellent
- Very good Fair
- Good Poor

4. 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 Somewhat worse now than 1 year ago
- About the same as 1 year ago Much worse than 1 year ago

Physical Activity

"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, or skating.

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

5. In an average week, how many times did you perform 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).

6. 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

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

- Yes, sometimes Yes, often No Not applicable

8. 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

Active Transportation

The Town of Stratford has substantially completed the initiatives laid out in its fifteen-year Active Transportation Plan and is now in the process of developing a new plan. We are interested in learning more about Stratford residents' preference for sidewalks or multi-use paths within subdivisions where a determination has been made that an Active Transportation path is required.

“Active Transportation” refers to any form of human-powered transportation – walking, cycling, wheelchair, in-line skating or skateboarding.

“Sidewalk” refers to a 5-foot-wide concrete path between the curb/lateral lines of the road, street, lane, drive, or avenue and the adjacent property lines intended for the use of pedestrians.

A “multi-use path” refers to a 10-foot-wide asphalt path between the curb/lateral lines of the road, street, lane, drive, or avenue and the adjacent property lines intended for the shared use of pedestrians, cyclists, skateboarders, and in-line skaters.

9. To enable us to better analyse the response to the next question please provide your postal code.

10. If it was determined that a sidewalk or multi-use path was required in your subdivision which of the following, would you prefer?

- Sidewalk (limited to pedestrian traffic)
- Multi-use path (open to cyclists, skateboarders, and in-line skaters, as well as pedestrians)
- Either would be fine
- Not applicable, my area already has a sidewalk and/or multi-use path

Food Trucks

Currently the Town of Stratford does not permit the operation of food trucks in the Town. We are interested in learning more about Stratford resident's opinion on the operation of food trucks in the Town.

A “Food Truck” is a motor-powered vehicle, equipped with facilities for cooking and selling food.

11. Do you support the Town of Stratford establishing regulations which allow food trucks to operate within the Town?

- Yes
- No

12. If regulations were established to allow food trucks to operate within the Town of Stratford, would you support the following?

- | | | | |
|---|------------------------------|-----------------------------|--|
| Restricted to commercial locations | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know/No preference or opinion |
| Restricted hours of operation | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know/No preference or opinion |
| Allowance for operation only during special events in community areas such as parks | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know/No preference or opinion |
| Allowance for operation in community areas such as parks at any time | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know/No preference or opinion |

Short-Term Rentals

Currently there are no regulations in the Town of Stratford for the operation of short-term rentals. We are interested in learning more about Stratford resident's opinion on the operation of short-term rentals in the Town. Please note that if regulations were to be considered, a public consultation process would be held.

A "Short Term Rental" means a furnished living space including rooms in a house, in-law suites, houses, and apartment or condominium units available for short periods of time, from days to weeks. Currently the Town of Stratford does not regulate the operation of short-term rentals in the Town.

13. Do you support the Town of Stratford regulating short term rentals operating in the Town?

- Yes
- No

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.

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

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

15. Have any of 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	Not applicable/don't know
Replaced older light bulbs with LED bulbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a programmable thermostat to automatically lower the temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly wash laundry in cold water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly air-dry laundry (where clotheslines are permitted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Washer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (HE) Dryer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved the insulation in the home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchased/leased an electric vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Have other energy saving actions been taken? If yes, please describe actions taken.

17. 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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...plant trees or shrubs in the community (not your property)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...help to clean or improve a natural area – (e.g. a pond or other waterway within Stratford)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...pick up garbage in a natural area within Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...participate in citizen-science activities of measuring, monitoring, or reporting (e.g. bird count, water monitoring)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Does your home have a lawn?

- Yes
- No [If no skip to question 20]

Pesticide Use on Lawns

For the purpose 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.

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

- Pesticide use increase
- 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/no answer

Safety in your Community

For the following questions, a “neighbourhood” refers to the area surrounding your home.

20. 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.

21. How safe do you feel walking around your neighbourhood?

- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe

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

- Higher
- About the same
- Lower

23. 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.

24. Have you had contact with the local police force within the last 5 years?

- Yes
- No

25. Do you think the local police force does a good job, an average job or a poor job of...

	Good job	Average job	Poor job	Don't know/no answer
...enforcing the laws?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...promptly responding to calls?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...being approachable and easy to talk to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...supplying information to the public on ways to reduce crime?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...ensuring the safety of the citizens in your area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...treating people fairly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How much confidence do you have in the local police force?

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

Your Town

27. How likely is it that you would recommend the Town of Stratford as a place to live to a friend or colleague?

	1	2	3	4	5	6	7	8	9	10	
Not at all likely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely likely

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

Town Initiatives

29. 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
"Naturally Stratford" – Environmental Responsibility Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"RESPECT" – Road Safety Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Think! Stratford" – Support Local Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Campus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Energy Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stratford's Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switch Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet Rebate Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water Audit Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterfront Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know/no answer

Think! Stratford – Support Local Initiative

31. In the past year, how often have you...

	Almost always	Often	Sometimes	Seldom	Never	Unsure
...shopped at businesses located in the Town of Stratford compared to similar businesses located outside of the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Naturally Stratford – Environmental Responsibility Campaign

32. Over the past year, have you/your family...

	Yes	No	Don't know/no answer
...taken measures to protect the natural environment in Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...become more informed of options for greener living in the Town of Stratford?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESPECT – Road Safety Campaign

33. Are you/your family more...

	Yes	No	Don't know/no answer
...aware of road safety concerns compared to last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...likely to <i>Slow Down, Move Over, and Think of Others</i> while driving compared to last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Satisfaction with Town Performance on Issues Affecting Stratford

34. 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountability for actions taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency of decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for input into planning and decisions for the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. Do you have additional comments? Please describe briefly.

Demographics

You're almost done! Please answer the following demographic questions to help the Town better understand the needs of Stratford's diverse population.

36. Do you currently own or rent your dwelling?

- Own Rent

37. Is this dwelling...?

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

38. 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

39. 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

40. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2021?

- 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 would rather not say

41. Gender: How do you describe yourself? Please check one.

- Female
- Male
- Transgender, third gender, non-binary, non-conforming or other gender
- I'd rather not say

42. 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

43. Do you have any 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

44. 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

45. Were you born in Canada?

- Yes
- No – If no, where were you born? Please specify Country: _____

Thank you for your input!

If you have any further feedback you would like to provide to the Town of Stratford please provide your comments by email to info@townofstratford.ca



Imagine that!