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Summary Report

2018 Stratford Resident Survey

INTRODUCTION

The Town of Stratford has conducted an annual survey of its residents since 2012 as part of its accountability and monitoring framework: Sustainable Stratford - Results Matter. This survey is one of several methods the Town uses to monitor progress and change over time and receive feedback from residents.

This Summary Report is given as a snapshot of the 2018 Stratford Resident's Survey results. The full report, including further details about the survey methodology and the results of all questions, is available at www.TownofStratford.ca/Annual-Resident-Survey/

SURVEY DESIGN & RESPONSE

Service providers Vicki Bryanton of Providing Practical Solutions and Dawn Binns of Insight Brand and Marketing Studio worked with the Town of Stratford on the planning, development, implementation, promotion and analysis of the survey.

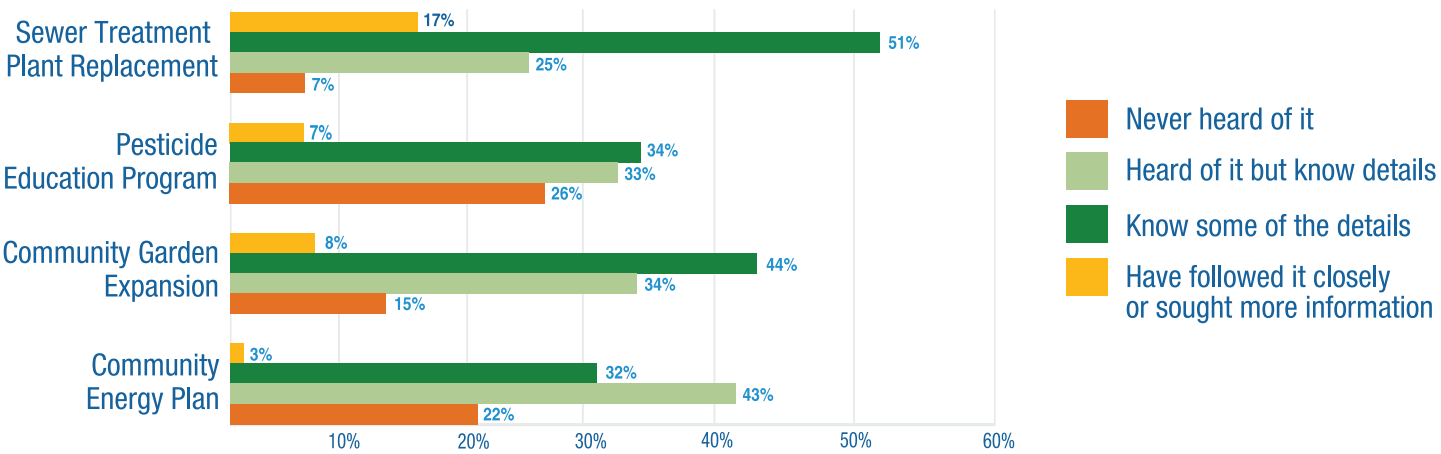
The survey was launched on January 8, 2018, with the paper survey delivered to households February 5-8, 2018. The survey deadline was February 26, 2018, with paper surveys accepted until March 2 to allow for postal return delays.

A vigorous and multi-mode communications strategy resulted in 916 adult residents completing the survey. The survey accuracy (margin of error) was +/- 3.1%, 19 times out of 20, adjusted to match the demographics for the Town.

ENVIRONMENTAL RESPONSIBILITY

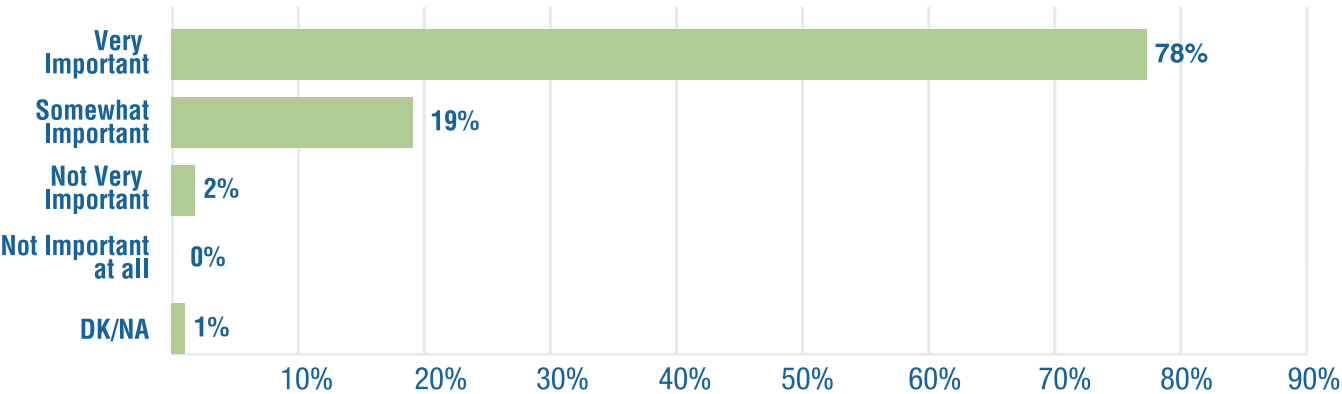
The Town of Stratford strives to improve its supervision and management of environmental concerns. Residents were asked about their awareness of the following Town initiatives: Sewer Treatment Plant Replacement, Naturally Stratford - Pesticide Education Program, Community Garden Expansion, and the Community Energy Plan. For each initiative, at least 74% of the population had some level of awareness, the highest being 93% for the Sewer Treatment Plant Replacement.

Improving Environmental Responsibility



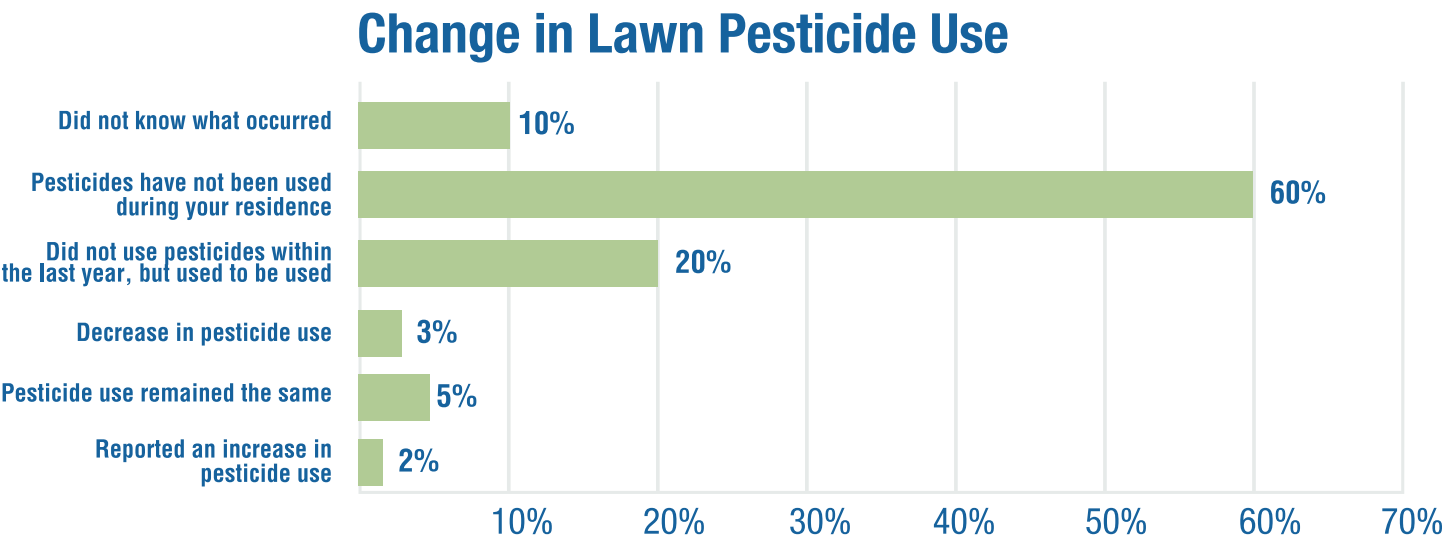
Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-seven percent (97%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment. The most participated-in activities, for environment improvement, were planting trees or shrubs (46%) and picking up garbage in a natural area (40%).

Importance of Protecting the Environment



COSMETIC PESTICIDE USE

A majority of respondents (60%) reported that lawn pesticides had never been used during their residency. Twenty percent (20%) did not use pesticides within the last year, but they had been used in the past. For the rest, 3% 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 10% did not know what had occurred.



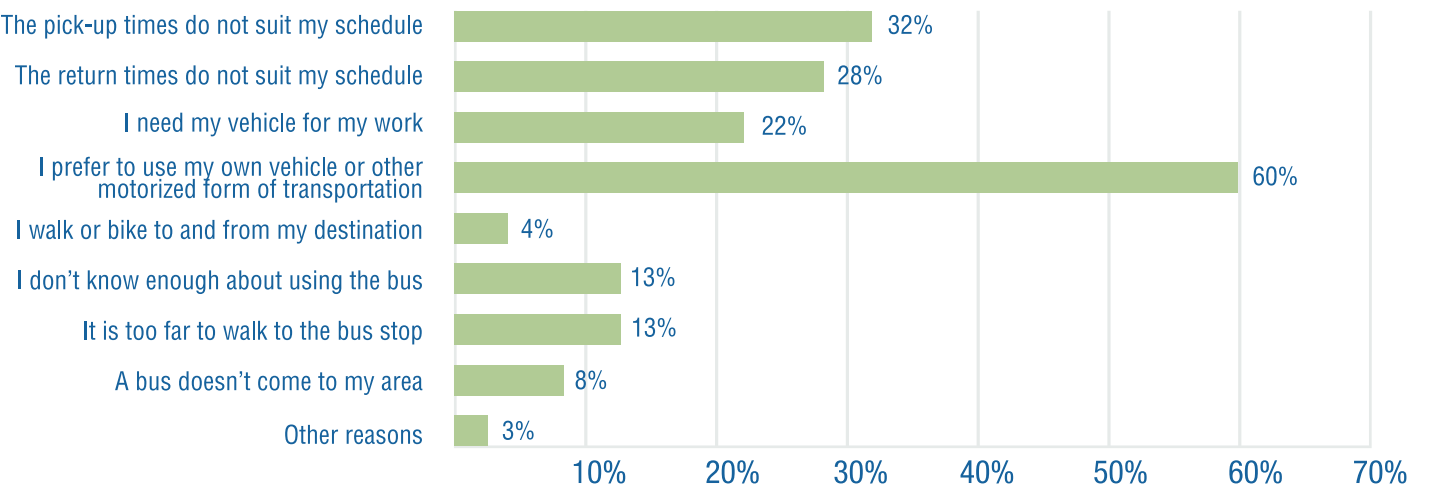
INCREASING RESOURCE EFFICIENCY

USE OF PUBLIC TRANSIT

Ninety-seven percent (97%) of respondents have (or have access to) a vehicle for every day travel. Three percent (3%) have occasional or no access to a vehicle for every day travel.

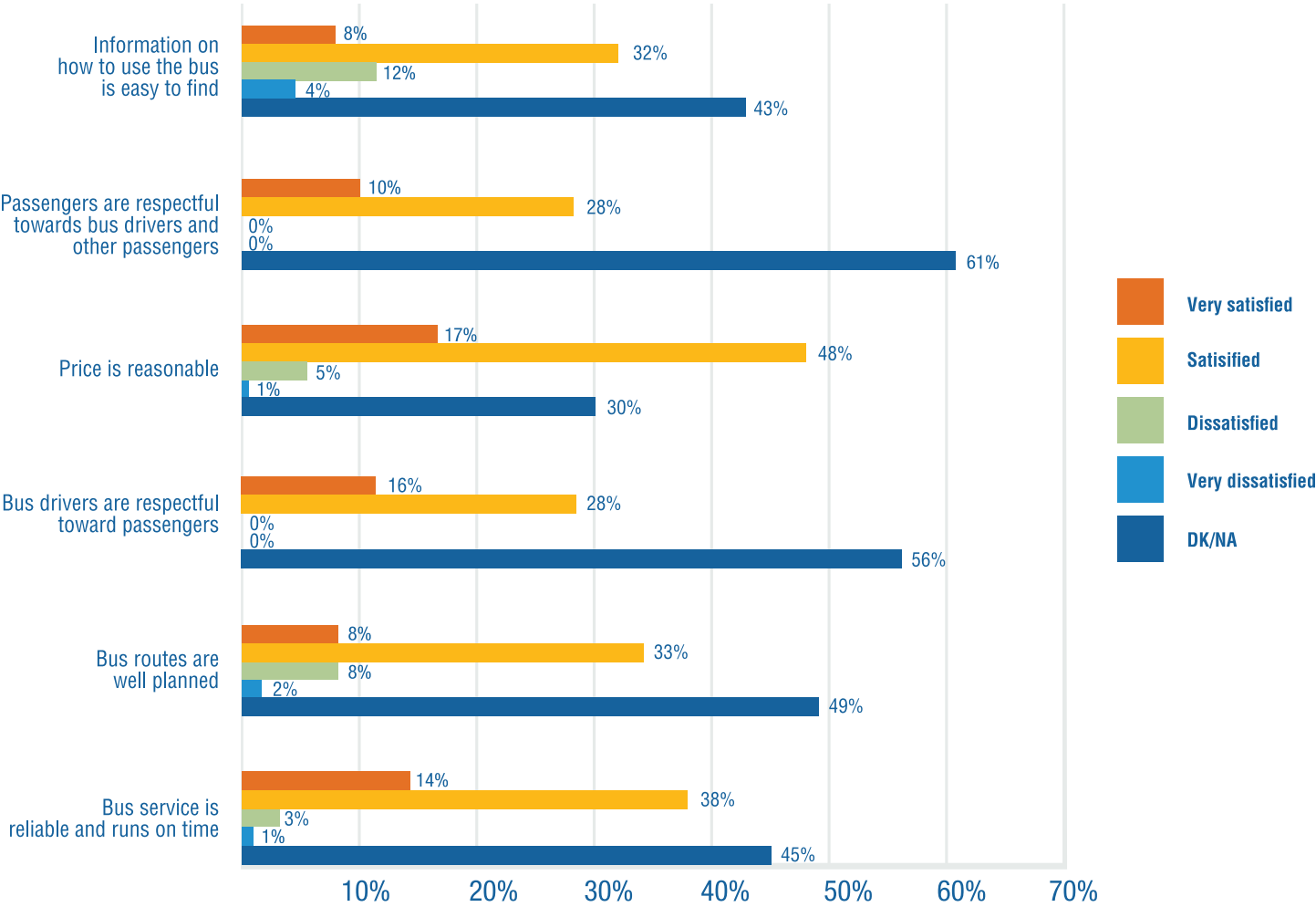
Over half of respondents reported that they prefer to use their own vehicle or other motorized form of transportation, a third indicated that the transit pick-up time did not suit their schedule, while another third indicated that the transit return time did not suit their schedule. One fifth of respondents needed their vehicle for work.

Challenges to Using Bus System or Using More Often



All survey respondents (not just those who had used the T3 Transit system) were asked to respond to statements about the current transit system based on what they have seen or heard from others. Around 40% agreed or strongly agreed that information on how to use the bus is easy to find, passengers are respectful toward bus drivers and other passengers, bus drivers are respectful toward passengers and that bus routes are well planned. Over half agreed that bus service is reliable and runs on time and that service is reasonably priced.

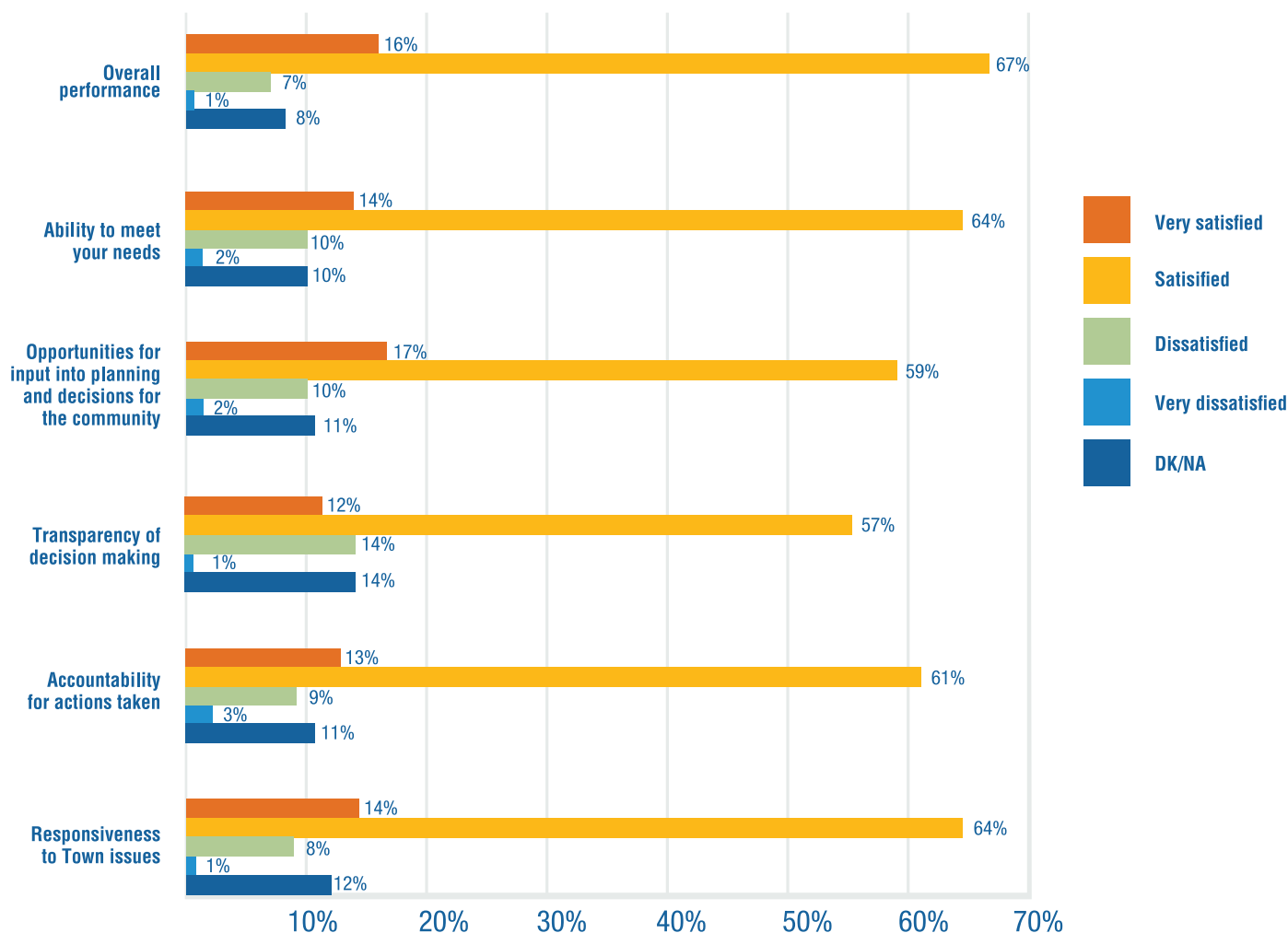
Perceptions of T3 Service



IMPROVING GOVERNANCE

When survey participants were asked what they thought about the Town of Stratford and how satisfied they were with certain areas, participants provided positive reviews, with at least 74% in each category. Respondents were happiest with “overall performance”, with 83% of residents being satisfied or very satisfied, while the lowest answer was “accountability for actions taken”, which 74% were satisfied or very satisfied with.

Satisfaction with Town Performance



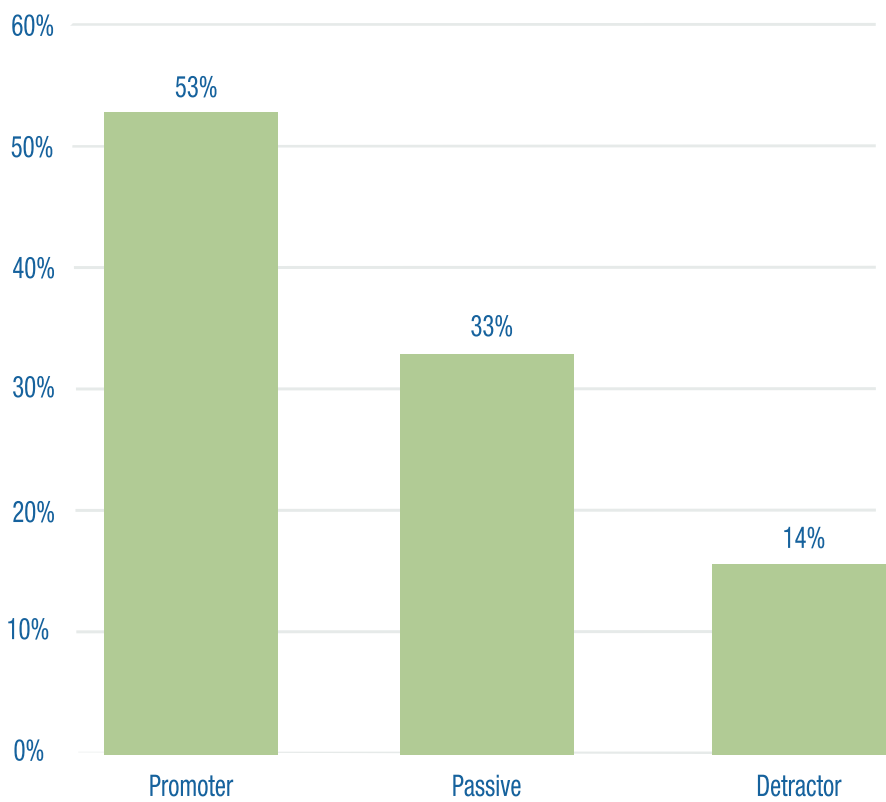
NET PROMOTER SCORE

The inclusion of an annual Net Promoter Score™ question began in 2015. The tool divides people into three “promoter” categories: promoters (rating 9 -10) who are considered highly-satisfied residents who are loyal and likely to recommend your community, passives (rating 7-8) who are passively-satisfied residents that are susceptible to offers from competing communities, and detractors (0-6) who are considered dissatisfied residents whose negative word-of-mouth could cause fewer referrals. The Net Promoter Score™ is determined by subtracting the number of detractors from the total number of promoters (passives are included in the calculation).

The Town of Stratford’s Net Promoter Score™ is 39, which benchmarked against other Net Promoter Scores for governments within North America gives Stratford an average score.

Net Promoter Score™ = 39

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



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

INCREASING COMMUNITY ENGAGEMENT

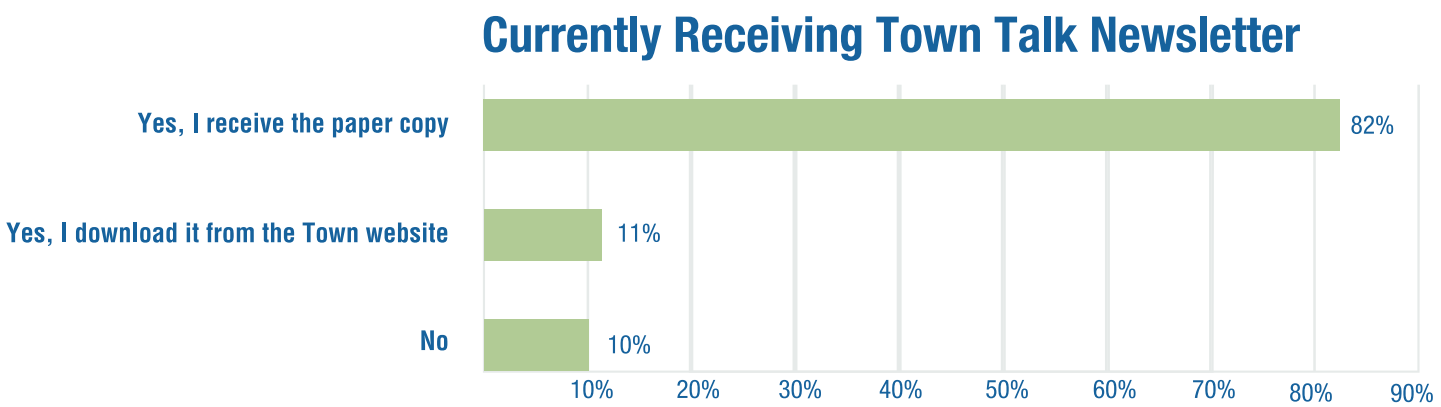
COMMUNICATIONS

Respondents were asked which communication channels were their main sources of information about the Town of Stratford and which were their preferred methods. The number one communication channel that respondents currently receive and prefer is the Stratford Town Talk newsletter, followed by the Stratford website, emails, and social media respectively. The least preferred modes of communication were radio and school notices.

Compared to the 2014 survey (when these questions were last offered), there was a 14% increase in the number of people reporting getting information through social media. When noting preference for receiving Town information, there was a 10% drop in Stratford Town Talk newsletter and direct mail to their home, and an 11% increase in social media as their preferred source.

TOWN TALK

Town Talk, the Town of Stratford’s newsletter, is used to circulate information about current events and activities within the Town. When asked if they were currently receiving Town Talk and how they access it, 82% reported receiving a paper copy, 11% downloaded it from the Town’s website, and 10% didn’t receive the newsletter. Sixty-eight percent (68%) report reading most or all editions of Town Talk, 22% read some editions, and 10% rarely or never read the newsletter.

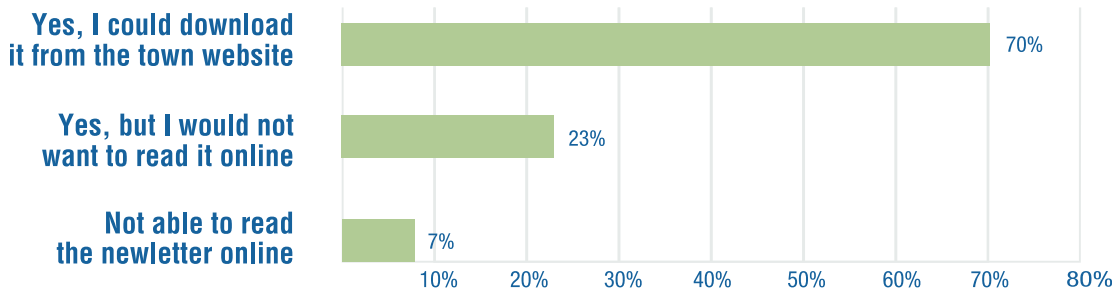


PAPER USAGE FEEDBACK

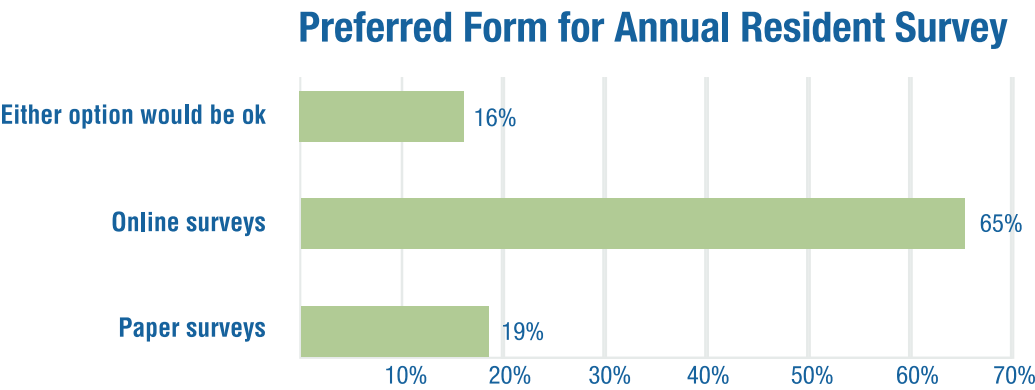
The Town of Stratford is investigating ways in which it might reduce paper production and use alternate forms of both the Town Talk newsletter and the annual Residents Survey. Ninety four percent (94%) of those surveyed regularly use the internet, and just under 70% of the 2018 surveys were completed online.

When asked whether they could or would access electronic versions of Town Talk, 70% reported that they could download it from the Town website, 23% said they would not want to read the newsletter online, and 7% said they would not be able to read the newsletter online.

Ability and Willingness to Access Electronic Newsletter



When asked about the form they preferred for the Annual Residents Survey, 65% preferred the online survey, 19% preferred the paper survey, and 16% were alright with either option. When asked how they might respond to having paper surveys available by request only, most respondents would choose to complete the survey online but 11% would no longer participate.

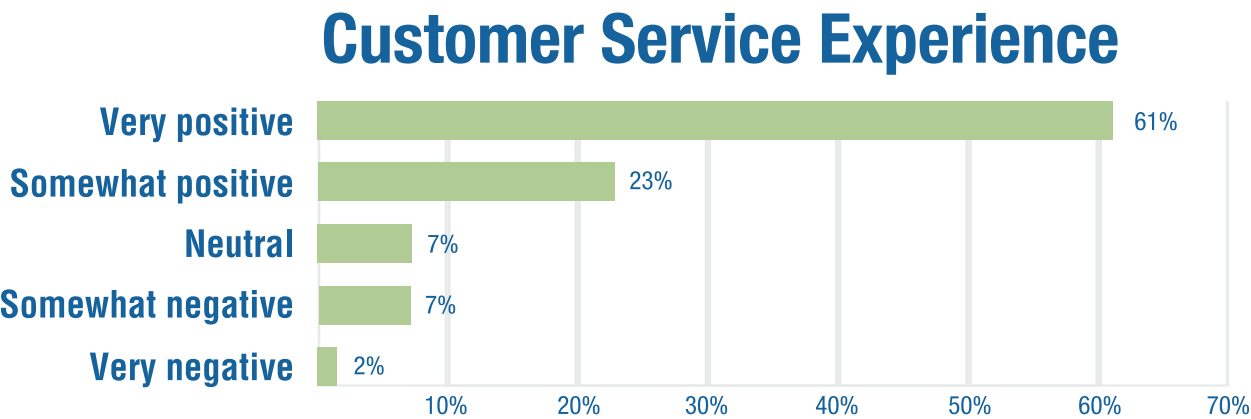


TOWN INITIATIVES

Respondents were asked about their awareness of current Town initiatives. The Skate Park, Stratford’s Youth Centre, RESPECT – Road Safety Campaign and Think! Stratford – support local initiative all had a high level of recognition (over 83%). The least known initiatives were the Splash Pad and Zoning Bylaws Review, which still received a strong level of recognition (over 70%).

CUSTOMER SERVICE BY TOWN

New this year, residents were asked about their experiences with services provided by the Town. Of the 48% who had contacted the Town of Stratford office in the last 12 months, 84% rated their experience as very or somewhat positive, 7% were neutral on their rating and 9% found the experience somewhat or very negative.

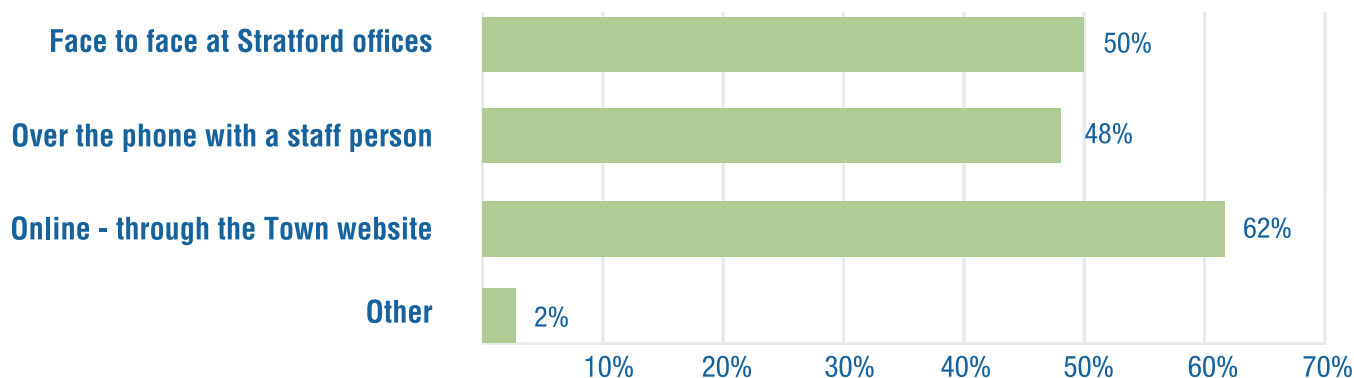


Residents were asked about the quality of services accessed in the last 12 months, which included finance and technology, recreation, culture and events, infrastructure, planning and safety services. These results can be found in the full report online.

ACCESSIBILITY OF SERVICES

Ninety-eight percent (98%) of residents found the offices to be physically accessible. Preferred access to services were face-to-face interactions at the Stratford offices (50%), over-the-phone (48%), and online services through the website (62%). Respondents could choose more than one method of accessing Town services.

Preferred Methods for Accessing Town of Stratford Services



IMPROVING RESIDENT HEALTH AND SAFETY

HEALTH AND WELLNESS

Ninety-one percent (91%) of Stratford residents self-report their health as excellent, very good or good, with only 1% reporting poor health.

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).

Eighteen percent (18%) of respondents reported engaging in moderate to vigorous activity sessions more than 5 times, 39% reported engaging 3-5 times, and 43% reported engaging less than 3 times in an average week. Thirty four percent (34%) of respondents spent more than 2.5 hours (total time), 35% spent 1 to 2.5 hours (total time), and 30% spent less than 1 hour (total time) in moderate or vigorous activity per average week.

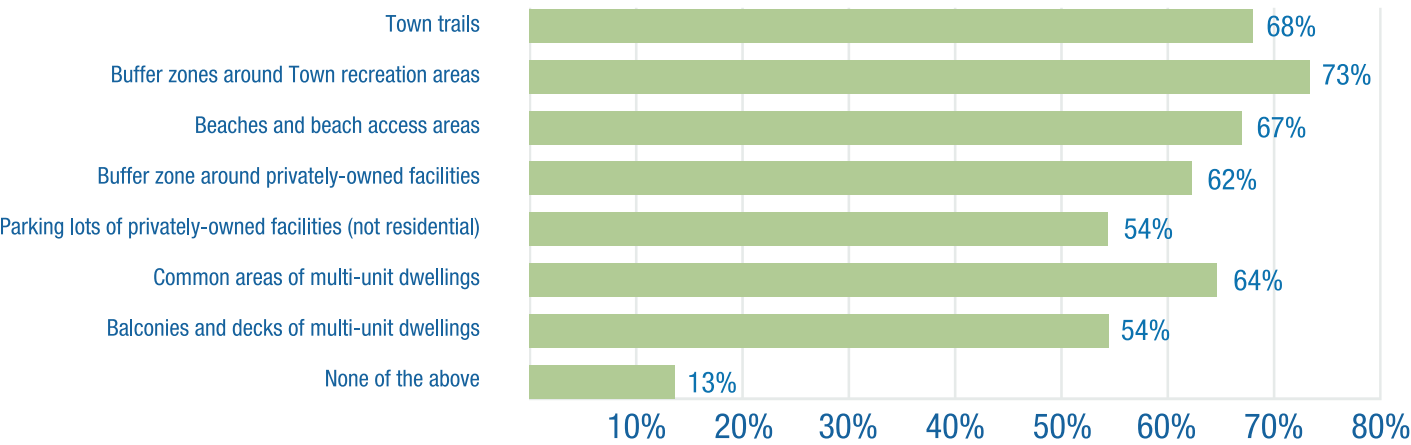
INCREASING THE NUMBER OF SMOKE-FREE PLACES IN STRATFORD

For the health of all residents, Stratford is looking to expand smoke-free spaces within the community. Most respondents (72%) reported that they are not exposed tobacco smoke or vaping smoke in the Town of Stratford, with only 13% being exposed a few times a month and 5% being exposed daily.

Twenty-three percent (23%) of respondents reported that they, or a member of their household, suffer immediate health effects when exposed to secondhand smoke, while 77% do not suffer immediate health effects.

Residents were asked where they would like to see smoke-free spaces within the Town (some are already smoke-free by provincial legislation/regulations or current municipal bylaw). The most supported smoke-free spaces were Town trails (68%) and buffer zones around Town recreation areas (73%). Support for all other smoke free spaces was high (54%), while 13% did not support any suggested smoke free spaces.

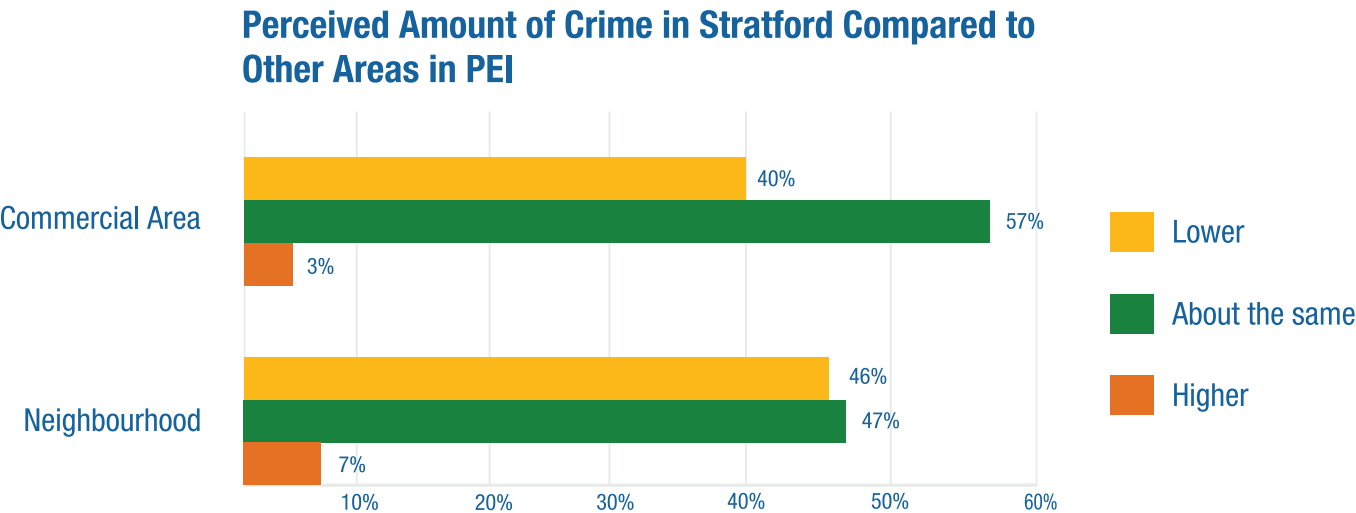
Support for Smoke-Free Spaces in Stratford



SAFETY IN YOUR COMMUNITY

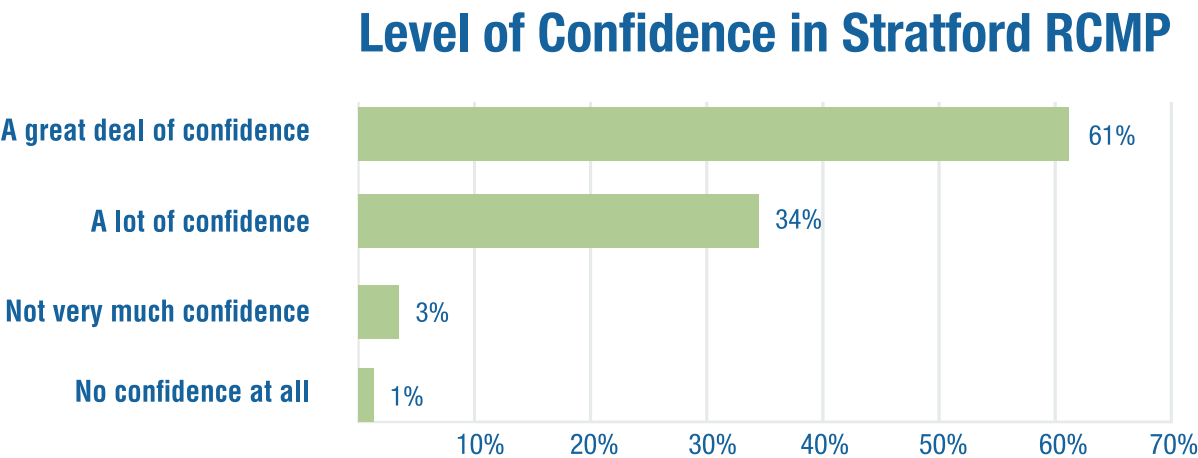
For the purposes of this survey, a “neighbourhood” refers to the area surrounding the home and “commercial areas” refers to the area surrounding businesses in Stratford.

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, while 93% of Stratford residents think that Stratford has about the same or lower amounts of crime in their neighbourhood.



PERCEPTIONS OF RCMP SERVICES

Forty-two percent (42%) of survey respondents reported they had contact with the Stratford RCMP within the last five years, while 58% had not. A majority (61%) of residents report that they have a great deal of confidence in the Stratford RCMP, while only 4% have not very much to no confidence.





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