



# 2019 CITIZEN SATISFACTION SURVEY



DECEMBER 2019

TOWN OF TECUMSEH

**PROBE** RESEARCH INC.

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# KEY FINDINGS

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### Overall Citizen Impressions

- Flooding remains the top issue in the minds of Tecumseh residents, with concern about this increasing slightly during the past two years. The state of the Town's roads, taxation and traffic continue to be major public issues, with concern about crime registering to some degree for the first time.
- Tecumseh's community metrics remain strong, as more than nine in ten residents say they have a good-to-excellent quality of life, and more than eight in ten indicate the Town is going in the right direction.

### Municipal Services Assessment

- The proportion of residents who feel they receive excellent value for their tax dollars has increased slightly during the past two years; overall, nearly three-quarters say they receive at least good value for what they pay in property taxes.
- Similarly, virtually all Tecumseh residents continue to express overall satisfaction with the services provided by the Town, with more than six in ten now stating they are very satisfied.
- Citizen satisfaction continues to be highest for waste management, household drinking water, snow removal and fire protection. While satisfaction with parks and playgrounds, libraries and festivals/events has increased to some degree since 2017, satisfaction with policing has decreased during the past two years.
  - Satisfaction with stormwater drainage remains low, particularly among those living along the lakeshore in Ward 2.
- A regression measuring the relationship between overall satisfaction and satisfaction with specific services shows that land use planning and waste collection are the strongest "drivers" of overall satisfaction, with satisfaction with household drinking water also contributing significantly to residents' sense of satisfaction with the Town's programs and services.

# KEY FINDINGS (CONT'D)

## **Safety Concerns**

- More than nine in ten residents feel they experience a strong feeling of safety in Tecumseh. When asked to explain why this is the case, citizens are most likely to point to there being a good police presence in town.

## **Recreation, Festivals and Events**

- More than four in ten residents now want additional recreation programs and facilities in the communities. Although an indoor pool remains the most requested amenity, the proportion of Tecumseh residents who specifically want this has decreased significantly since 2017.
- Nearly all Town residents have attended the Corn Festival at some point, with past attendees most likely to say they enjoyed the entertainment or the corn itself. Nearly two-thirds of residents feel this festival delivers good value to the community.

## **Support for Local Businesses**

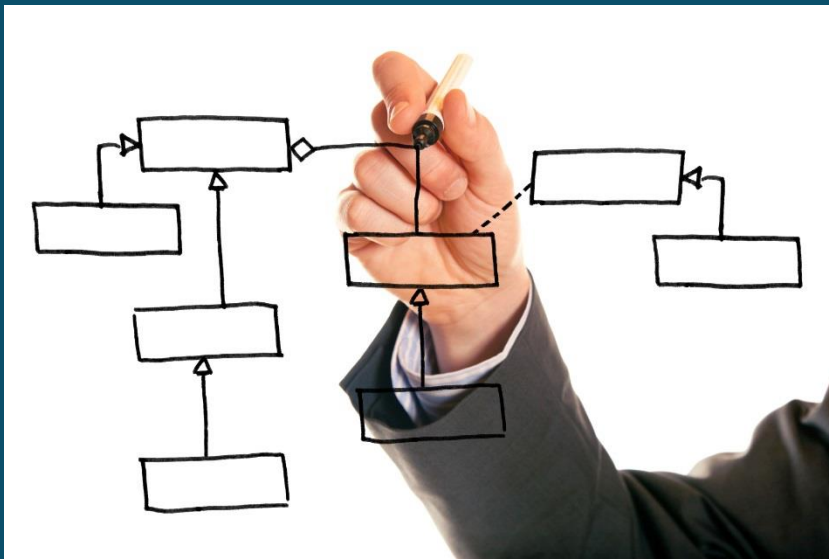
- More than nine in ten residents indicate that they have purchased something from a local business within the past year.
  - However, when residents identified the businesses they patronized, more than six in ten mentioned purchasing something from a national chain retail store, grocery store or restaurant – indicating that many residents see these types of businesses as being local even though they are not headquartered in the community.
  - In terms of supporting truly local establishments, residents are most likely to say they patronized a locally-owned restaurant or bar in the past year.

# KEY FINDINGS (CONT'D)

## Communications

- More than one-half of residents have engaged with the Town to some degree in the past year, with four in ten indicating they reached out about an issue, three in ten providing input or comments to the Town and one in five attending a Town council meeting.
- More than one-half of those who contacted the Town about an issue did so by reaching out to a specific department, while four in ten indicated they contacted the mayor or a member of council. Fewer than one in ten said they reached out to the CAO. Nearly seven in ten who raised a concern say they are satisfied with how it was handled.
- Residents are most likely to get information from the Town from newspaper ads, items on radio or television or the Town website. This contrasts somewhat the preferences residents expressed in previous surveys for how they prefer to be contacted by the Town (email, newspaper ads, direct mail...)
- Nearly four in ten residents say they want more information from the Town, with citizens continuing to be most likely to want more information about events and activities.
- Seven in ten residents say the Town is doing an excellent or good job of keeping them informed. When asked what else the Town could do to keep them better informed, one-quarter suggested the Town send out a newsletter or other type of direct mail to households, with four in ten saying nothing further is required.

# METHODOLOGY



- Probe Research was commissioned by the Town of Tecumseh to conduct a random and representative telephone survey of adult residents of the town. This survey is intended to measure citizens' satisfaction with civic services.
- A total of n=402 Tecumseh residents aged 18 and over were interviewed by telephone between and Nov. 20 and Dec. 2, 2019.
- With a sample of 402, one can say with 95 per cent certainty that the results are within +/- 4.9 percentage points of what they would have been if all adult residents of Tecumseh had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups.
- Quotas were set by gender and ward, with statistical weighting by age, gender and ward applied to ensure the final sample mirrors the known characteristics of the Town of Tecumseh's adult population (based on the 2016 Census).
- The survey was designed by Probe Research in close consultation with representatives of the Town of Tecumseh. In this report, findings are compared against those from previous surveys conducted on behalf of the Town in 2014, 2016 and 2017.
- A similar open-access online survey was available to residents via a link on the town's website. This allowed for further public engagement by offering the survey to residents who may not have received a telephone call to complete the scientific survey. The results of that open-access online survey are not included in this report and were provided separately to the Town of Tecumseh.



# PROFILE OF RESPONDENTS

*\*Don't Know/Not Stated (DK/NS) removed;  
Numbers may not add up to 100% due to rounding*

	TOTAL	WARD 1	WARD 2	WARD 3	WARDS 4/5
Unweighted base	(n=402)	(n=101)	(n=108)	(n=90)	(n=116)
Weighted base	(N=402)	(n=93)	(n=98)	(n=94)	(n=103)
		(%)			

## GENDER

Men	48	48	48	48	48
Women	52	52	52	52	52

## AGE

18-34 years	23	23	23	23	23
35-54 years	38	38	38	38	38
55+ years	39	39	39	39	39

## HOUSEHOLD INCOME

<\$60K	24	26	12	42	17
\$60K-\$99K	28	19	35	25	32
\$100K+	48	55	52	34	51

## EDUCATION

High school/partial post-secondary	30	21	30	40	34
College graduate	26	33	11	36	25
University graduate	43	47	58	26	41

## WARD

Ward 1	23	100	-	-	-
Ward 2	25	-	100	-	-
Ward 3	23	-	-	100	-
Wards 4/5	29	-	-	-	100

# OVERALL CITIZEN IMPRESSIONS





# MOST IMPORTANT COMMUNITY CONCERNS

## Top Concerns



27%  
Flooding  
(+5% vs. 2017)



18%  
Roads/infrastructure  
(+5% vs. 2017)

## Secondary Concerns



15%  
Taxation  
(-1% vs. 2017)



14%  
Drivers/traffic  
(-3% vs. 2017)



9%  
Recreation  
(-3% vs. 2017)



8%  
Population/  
Town growth  
(+1% vs. 2017)

## Lower-Ranked Concerns



5%  
Sewer/water  
infrastructure  
(-6% vs. 2017)



5%  
Crime  
(+5% vs. 2017)



4%  
Public services  
(snow removal,  
garbage pick-up)  
(-4% vs. 2017)

Other mentions: 12% (-4% vs. 2017)  
Nothing/unsure: 18% (-7% vs. 2017)

Q1. "I would like to begin by having you tell me what you consider to be the most important issue or concern facing Tecumseh today? And what other issues or concerns do you think are important for your municipality today?"\*

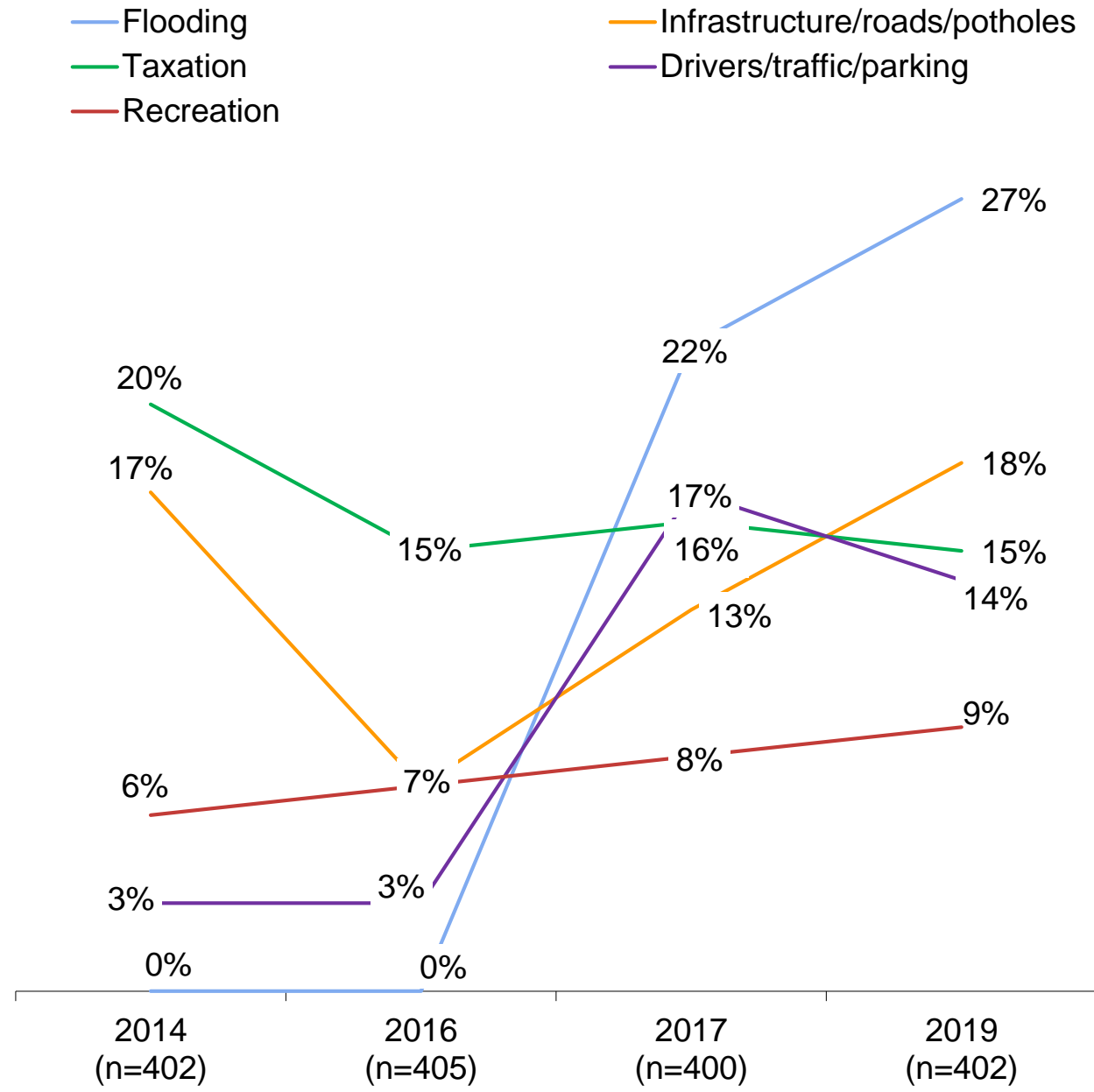
Base: Tecumseh adults aged 18+

\*Multiple mentions were accepted. Totals may exceed 100%.

# CONCERN ABOUT FLOODING CONTINUES TO INCREASE - TOP ISSUES, LONG-TERM TRACKING -

Q1. "I would like to begin by having you tell me what you consider to be the most important issue or concern facing Tecumseh today? And what other issues or concerns do you think are important for your municipality today?"\*

Base: Tecumseh adults aged 18+  
 \*Multiple mentions were accepted. Totals may exceed 100%.



# WARD 2 RESIDENTS ARE MOST CONCERNED ABOUT FLOODING

Q1. "I would like to begin by having you tell me what you consider to be the most important issue or concern facing Tecumseh today? And what other issues or concerns do you think are important for your municipality today?"\*

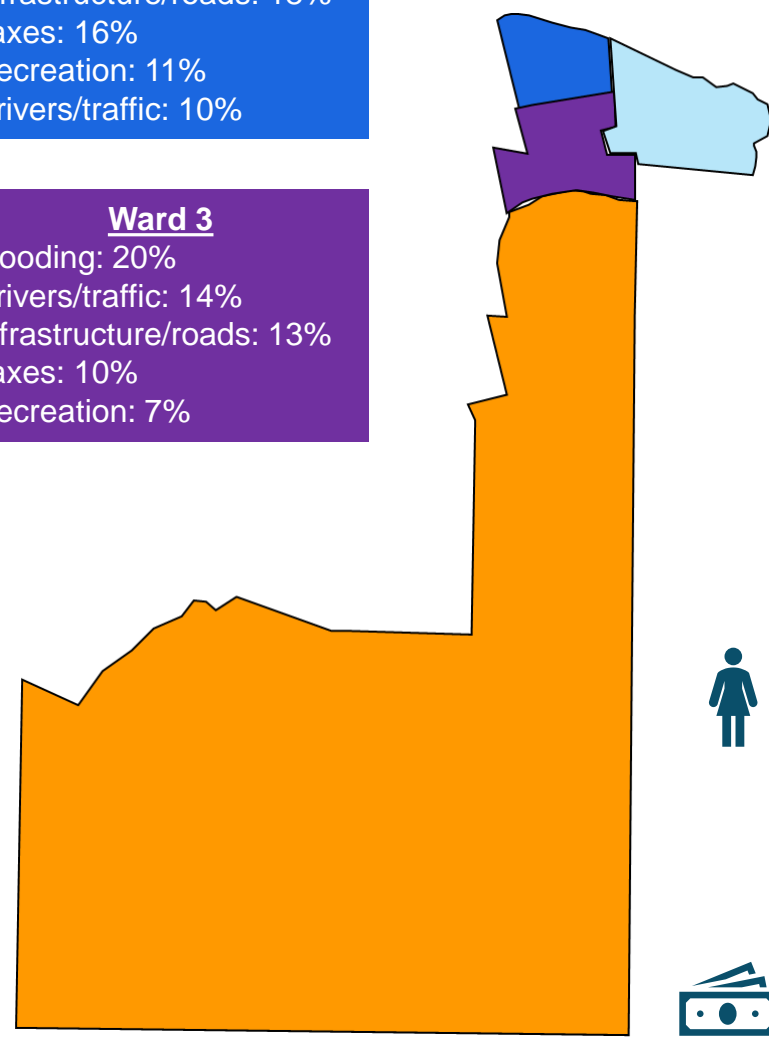
Base: Tecumseh adults aged 18+  
 \*Multiple mentions were accepted. Totals may exceed 100%.

**Ward 1**  
 Flooding: 32%  
 Infrastructure/roads: 18%  
 Taxes: 16%  
 Recreation: 11%  
 Drivers/traffic: 10%

**Ward 3**  
 Flooding: 20%  
 Drivers/traffic: 14%  
 Infrastructure/roads: 13%  
 Taxes: 10%  
 Recreation: 7%

**Ward 2**  
 Flooding: 44%  
 Taxes: 21%  
 Infrastructure/roads: 18%  
 Drivers/traffic: 16%  
 Recreation: 12%

**Wards 4/5**  
 Infrastructure/roads: 22%  
 Drivers/traffic: 17%  
 Flooding: 15%  
 Taxes: 13%  
 Recreation: 7%



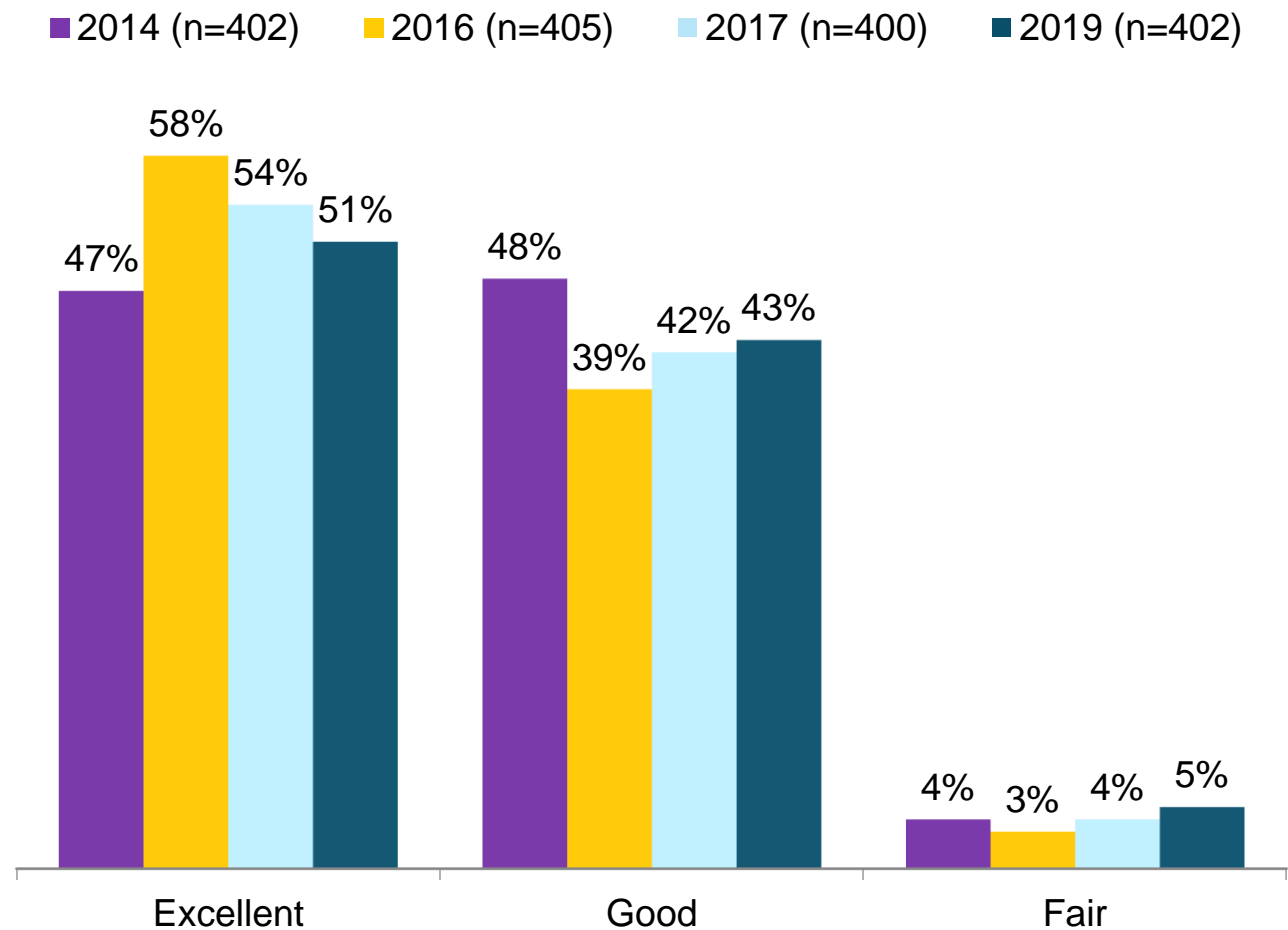
- Women are more likely than men to be concerned about infrastructure (24% vs. 11%) and drivers/traffic (19% vs. 9%)



- Those with higher household incomes are more likely to be concerned about taxation (24% among those earning \$100K+).

# ONE-HALF SAY THEY HAVE AN EXCELLENT QUALITY OF LIFE

Q2. "How would you rate the overall quality of life in Tecumseh today? Would you say it is ..."



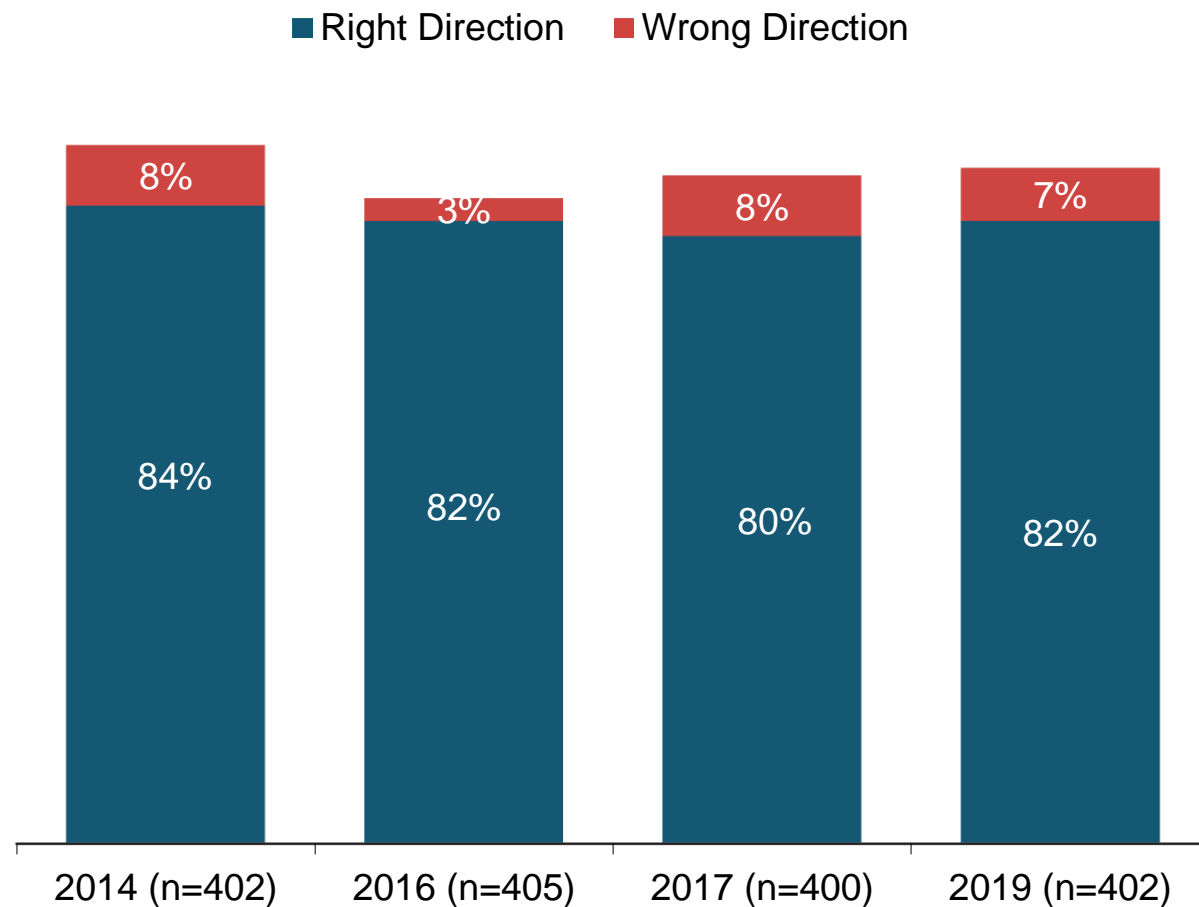
Those who are most likely to say they enjoy an excellent quality of life include:

- Those with higher household incomes (58% earning \$100K+ vs. 44% among those earning <\$60K).
- Those who believe Tecumseh is heading in the right direction, as well as those very satisfied with Town services and who feel they receive excellent value for tax dollars.

Base: Tecumseh adults aged 18+

# EIGHT IN TEN RESIDENTS CONTINUE TO SAY THE TOWN IS GOING IN THE RIGHT DIRECTION

Q3. "Overall, would you say things in Tecumseh are going in the right direction, or the wrong direction?"



Those who are most likely to say the Town is going in the right direction include:

- Women (89% vs. 75% among men).
- Those with children in the household (98% vs. 78% among those with no children at home).

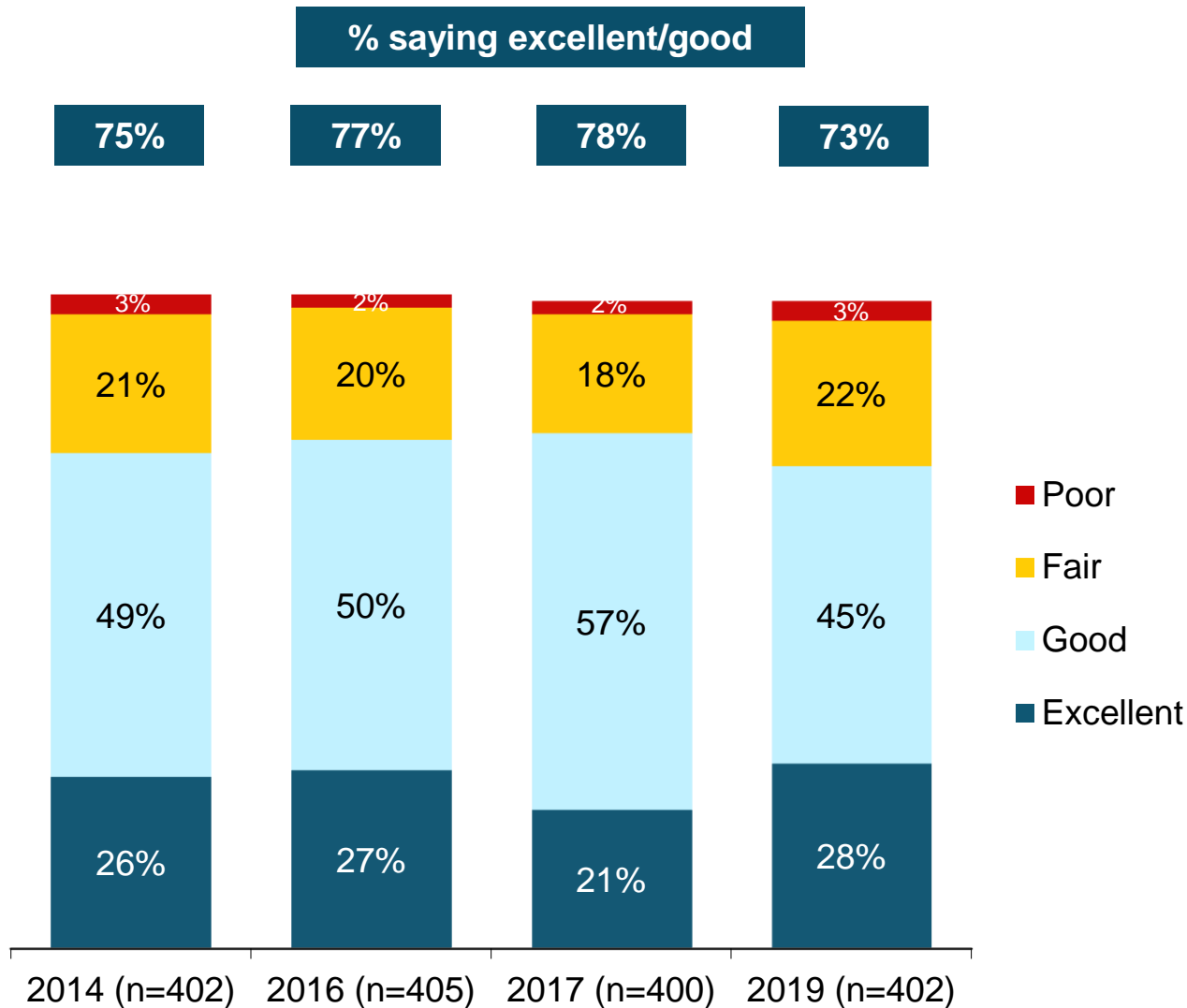
Base: Tecumseh adults aged 18+

# MUNICIPAL SERVICES ASSESSMENT



# MORE THAN ONE-QUARTER INDICATE THEY RECEIVE EXCELLENT VALUE FOR THEIR TAX DOLLARS

Q8. "Approximately one half of the property taxes that you pay go to the Town of Tecumseh. Thinking about all of the services you receive from the Town of Tecumseh, how much value would you say you receive for the tax dollars that you pay towards these services? Would you say the value you receive is...?"



Those most likely to say they receive excellent or good value include:

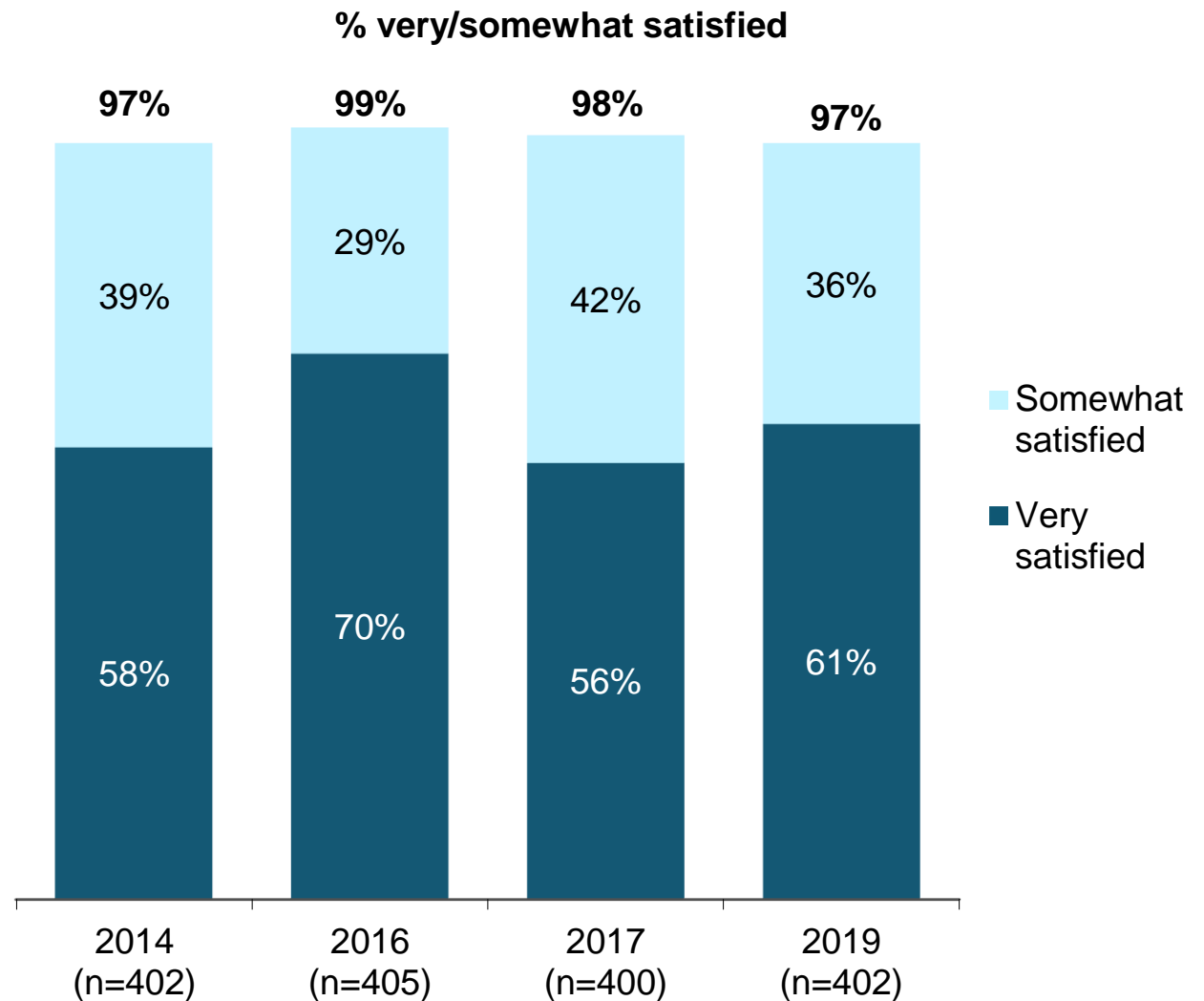
- Ward 1 residents (82% vs. 67% among those in Wards 4 and 5).
- Those who score higher on other community metrics (quality of life, direction of the Town and satisfaction with Town services).

Base: Tecumseh adults aged 18+



# TECUMSEH CONTINUES TO RECEIVE EXEMPLARY CITIZEN SATISFACTION RATINGS

Q5. "Overall, how satisfied are you with the services provided to you by the Town of Tecumseh? Would you say you are...?"



Those who are most likely to be very satisfied include:

- Residents of Ward 1 (71%) and Ward 3 (68%) compared to 52% among those in Ward 2 and 57% among those in Wards 4 and 5.
- Those who enjoy excellent quality of life, believe the Town is heading in the right direction and feel they receive excellent value for tax dollars.

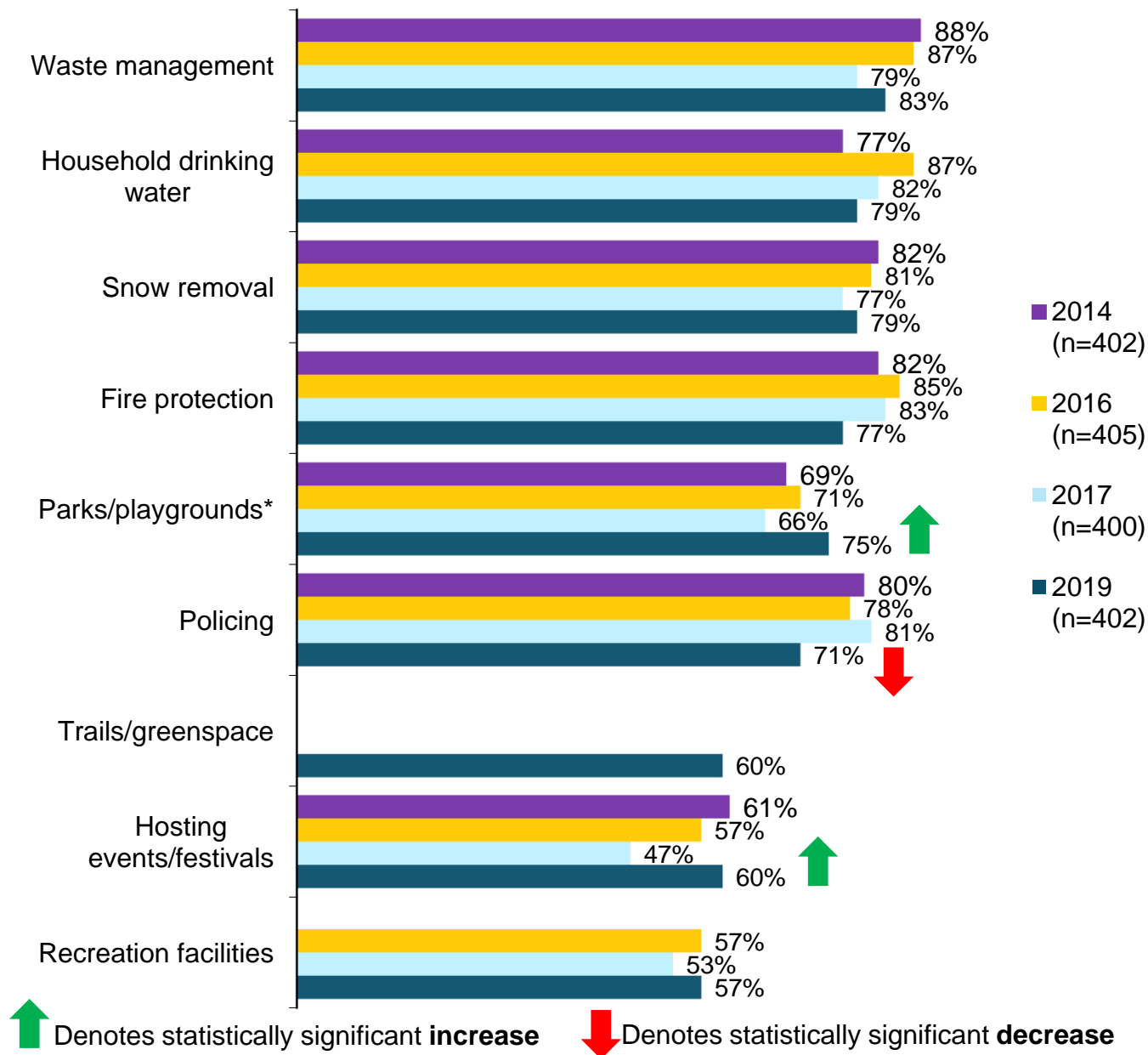
Base: Tecumseh adults aged 18+

# MORE RESIDENTS SATISFIED WITH PARKS, EVENTS - HIGHER-RATED SERVICES -

Q6. "Now I would like you to tell me how satisfied you are with each of the following services in Tecumseh. For this, let's use a 1-10 scale where a 1 means you are "very dissatisfied" and a 10 means you are "very satisfied"..."

Base: Tecumseh adults aged 18+  
 \*Note: slight wording change from 2014, 2016 and 2017 surveys

**% very satisfied  
 (8, 9 or 10 on 10-point scale)**

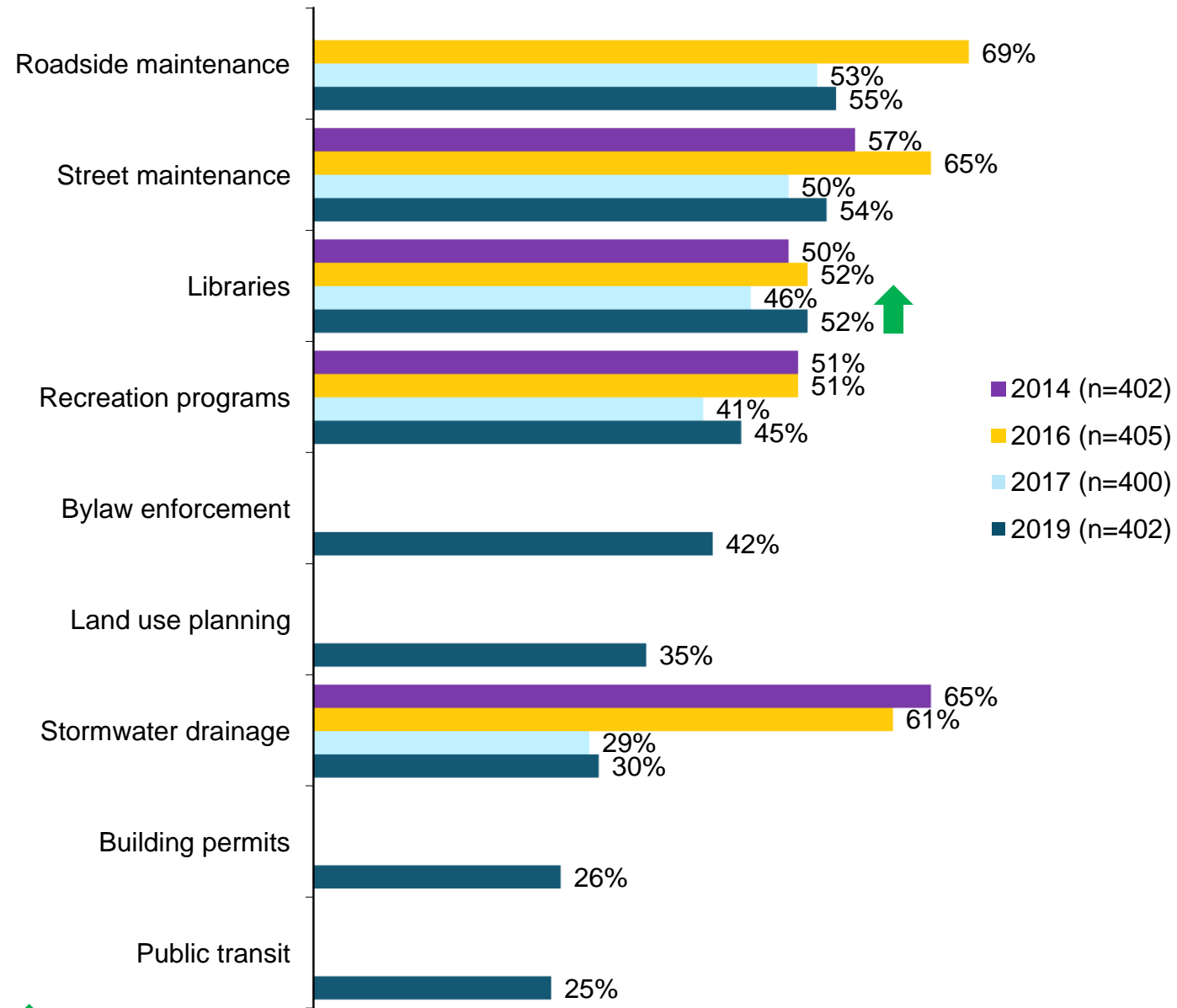


# SATISFACTION WITH STORMWATER DRAINAGE REMAINS LOW - LOWER-RATED SERVICES -

Q6. "Now I would like you to tell me how satisfied you are with each of the following services in Tecumseh. For this, let's use a 1-10 scale where a 1 means you are "very dissatisfied" and a 10 means you are "very satisfied"..."

Base: Tecumseh adults aged 18+

**% very satisfied (8, 9 or 10 on 10-point scale)**



Denotes statistically significant **increase** Denotes statistically significant **decrease**

# SATISFACTION WITH TOWN PROGRAMS AND SERVICES

## - VARIATIONS BY SUB-GROUP -



Satisfaction with stormwater drainage is highest in Ward 3 (47%) and lowest in Ward 2 (14%). It is also higher among older adults (44% among those 55+ vs. 16% among those aged 35-54) and those with lower household incomes (42% among those earning \$60K vs. 22% among those earning \$100K+).



Satisfaction with recreation facilities is highest among those living in Ward 1 (66% vs. 50% among those living in Wards 4 and 5) and among women (63% vs. 51% among men).



Satisfaction with trails and greenspace is significantly lower among those living in Wards 4 and 5 (45%) and those with children at home (47%).



Satisfaction with libraries is higher among women (61% vs. 42% among men) and those with children at home (63%).



Satisfaction with parks and playgrounds is lower among those age 35-54 (64%) and those with children at home (59%).

Note: Public transit, By-law enforcement, land use planning and building permits were new items asked in 2019. Although satisfaction is low, this is due to the high number of people who provided a neutral or unsure rating, perhaps due to unfamiliarity with these services.

Q6. "Now I would like you to tell me how satisfied you are with each of the following services in Tecumseh. For this, let's use a 1-10 scale where a 1 means you are "very dissatisfied" and a 10 means you are "very satisfied"..."

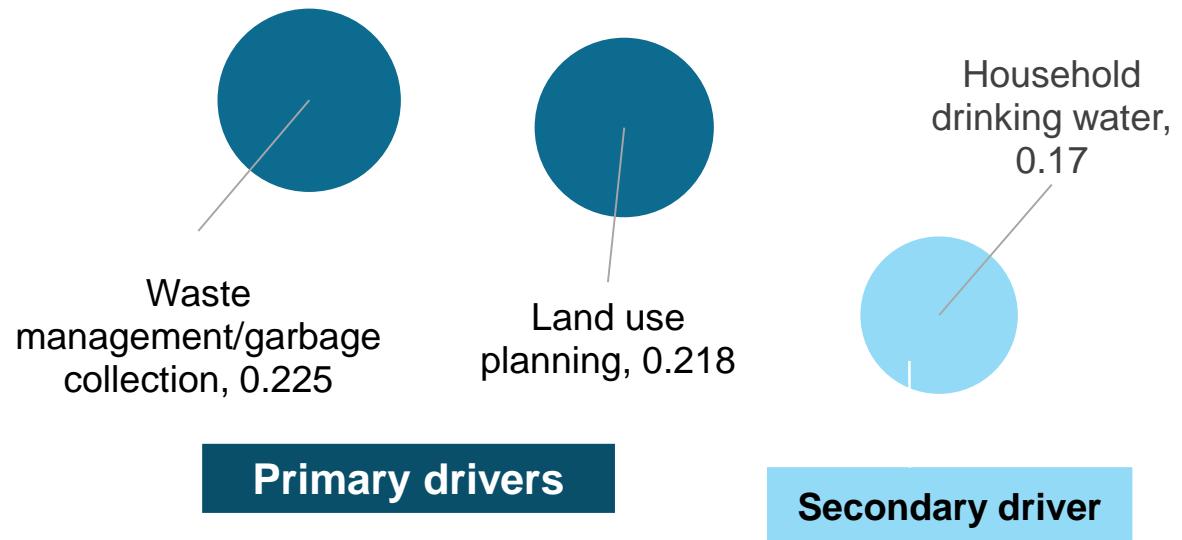
Base: Tecumseh adults aged 18+

# WASTE MANAGEMENT, LAND USE PLANNING ARE THE PRIMARY DRIVERS OF OVERALL SATISFACTION

A driver analysis (or regression) measures the statistical relationship between two or more variables. This driver analysis measures the relationship between overall satisfaction with Town programs and services (Q5, which is the dependent variable) and satisfaction with specific programs/services (Q6, which are the independent variables).

This driver analysis shows that of the 18 programs and services measured, only the three shown below have a statistically significant effect (at the 90% confidence level) on overall satisfaction. The two variables that have the strongest impact on overall satisfaction are waste management/garbage collection (beta score of 0.225) and land use planning (beta score of 0.218). Household drinking water has a slightly lower beta score (0.170), making it a secondary driver of satisfaction.

It is also important to note that the relationship between all of these programs and services and overall satisfaction is relatively weak ( $R^2=0.317$ ): because Tecumseh already enjoys extremely high citizen satisfaction scores, these variables will have relatively little impact on changes to the Town's overall satisfaction score.



Linear regression,  $R^2=0.317$   
Drivers are variables that are significant at the  $p>0.10$  (90%) confidence interval

# QUADRANT ANALYSIS EXPLANATION

Using the beta scores generated by the driver analysis, we can identify the derived importance of each of these variables and plot these scores against stated satisfaction for each of these 18 programs and services. The advantages of using this approach (as opposed to asking residents to state how important each of these services are) are that it provides a greater degree of actual variation in importance scores, as well as makes answering questions less onerous and repetitive for the respondent.

The chart on the following page visually depicts the relative importance and satisfaction of each of these program areas. It is important to note that these scores are relative to one another, with the average scores delineating the four quadrants into which these program/service areas fall. Items appearing further to the right on the chart are programs/services that residents are more satisfied with, while items that appear higher on the chart are higher in derived importance. (Note: unsure and not applicable responses were removed from the satisfaction scores).

The quadrant analysis also shows the three drivers of overall satisfaction shown on the previous page, with primary drivers marked in red and the secondary driver shown in yellow.

***Critical Deficits***  
***(High derived importance, low satisfaction)***

Programs/services that require attention in order to improve overall satisfaction with Town services.

***Critical Assets***  
***(High satisfaction, high derived importance)***

Areas of strength for the Town for which it will seek to maintain high levels of satisfaction.

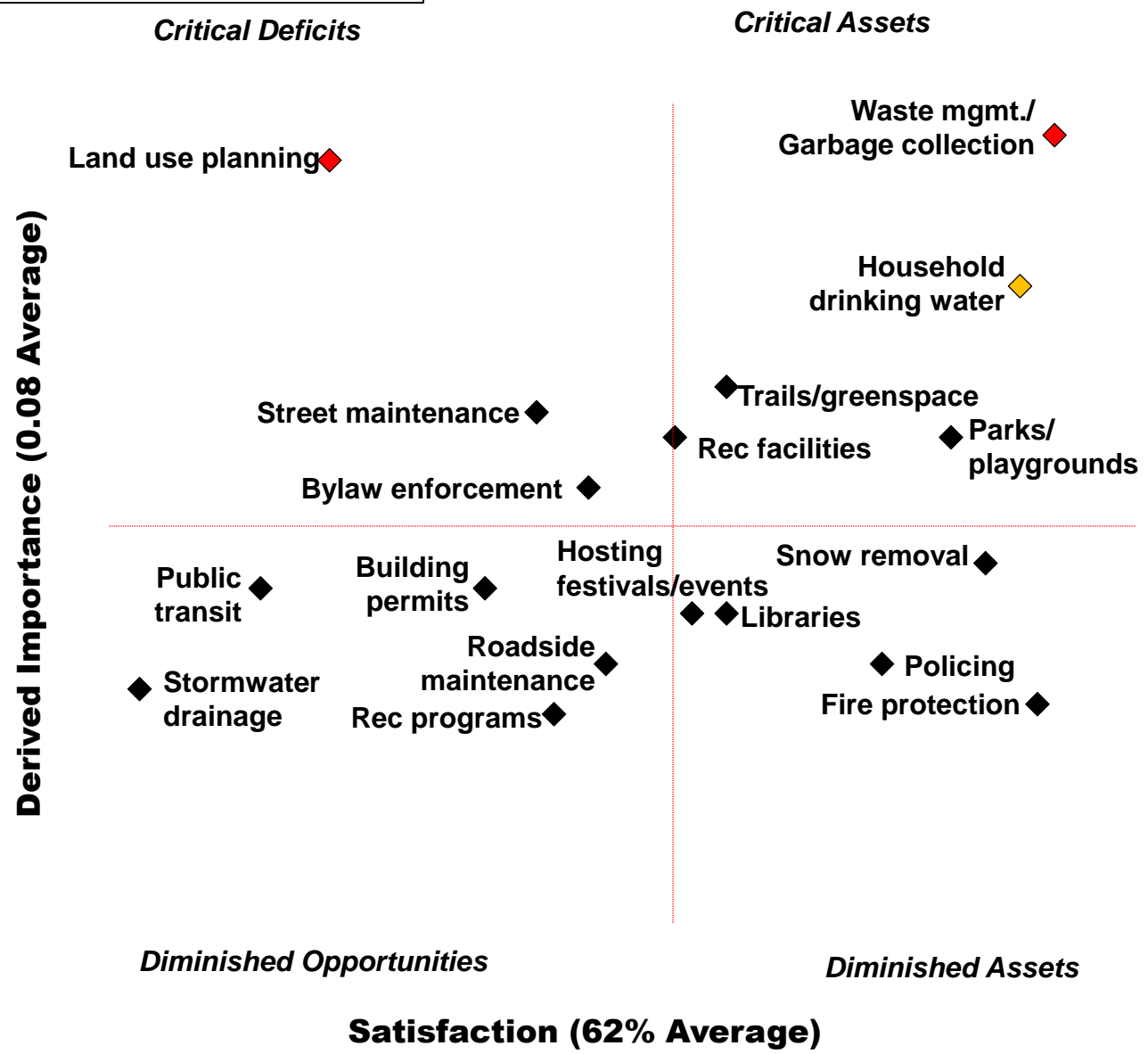
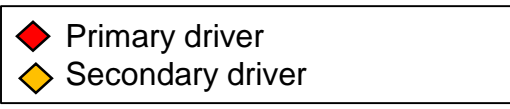
***Diminished Opportunities***  
***(Low derived importance, low satisfaction)***

Programs/services that are less critical to improve as a means of increasing overall satisfaction.

***Diminished Assets***  
***(Low derived importance, high satisfaction)***

Programs/services that citizens appreciate but that have a less critical influence on how satisfied citizen are with the Town's services.

# TECUMSEH PROGRAM/ SERVICE QUADRANT ANALYSIS

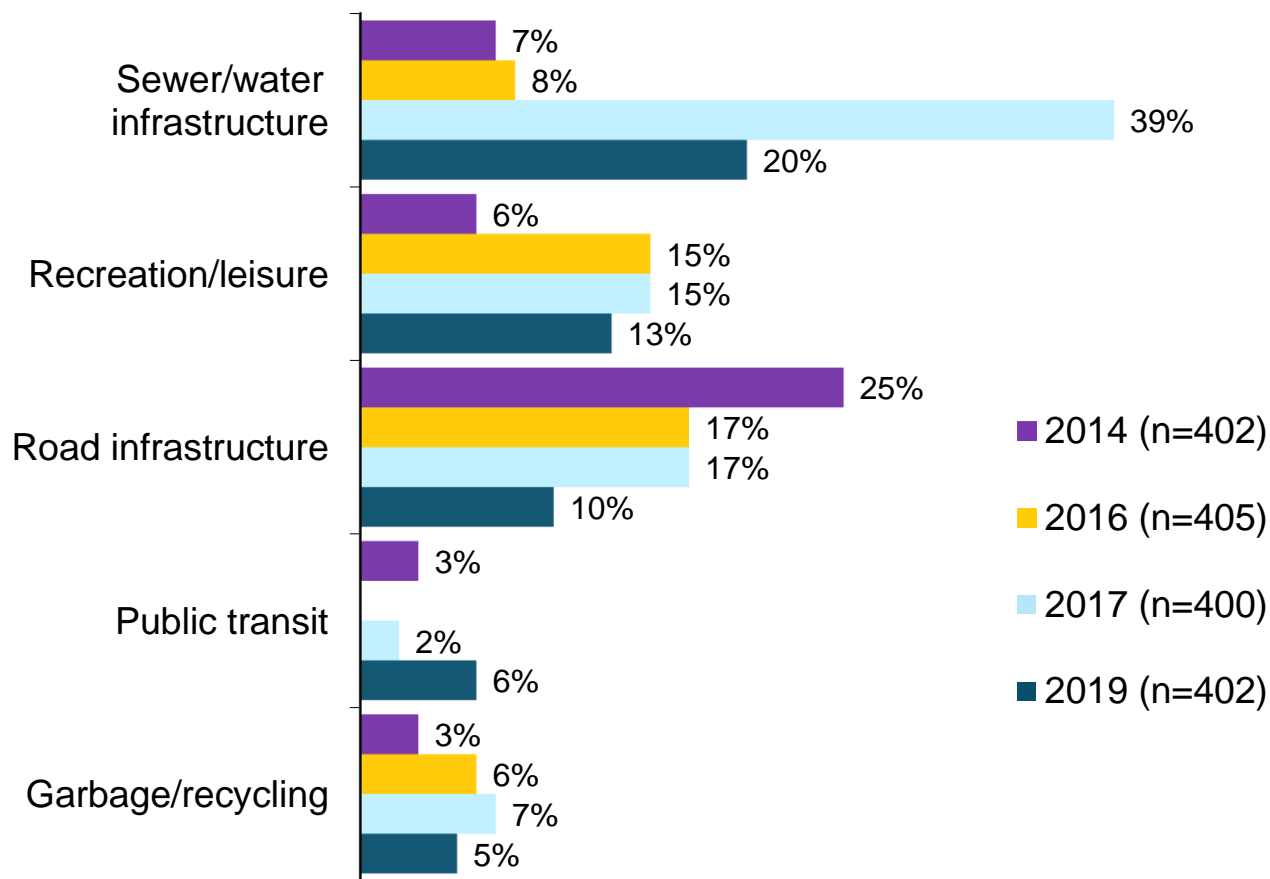


DK/NS removed from satisfaction scores



# RESIDENTS REMAIN MOST LIKELY TO SUGGEST IMPROVEMENTS TO PIPES AND DRAINAGE

Total Unaided Mentions, Highest Ranked Items



Other items mentioned in 2019:

- Bylaw enforcement: 3%
- Traffic/parking/drivers: 3%
- Fire/police: 3%

Other mentions: 7%  
Nothing/unsure: 28%

Q7. "What specific town services would you say are most in need of improvement? Any others?"\*

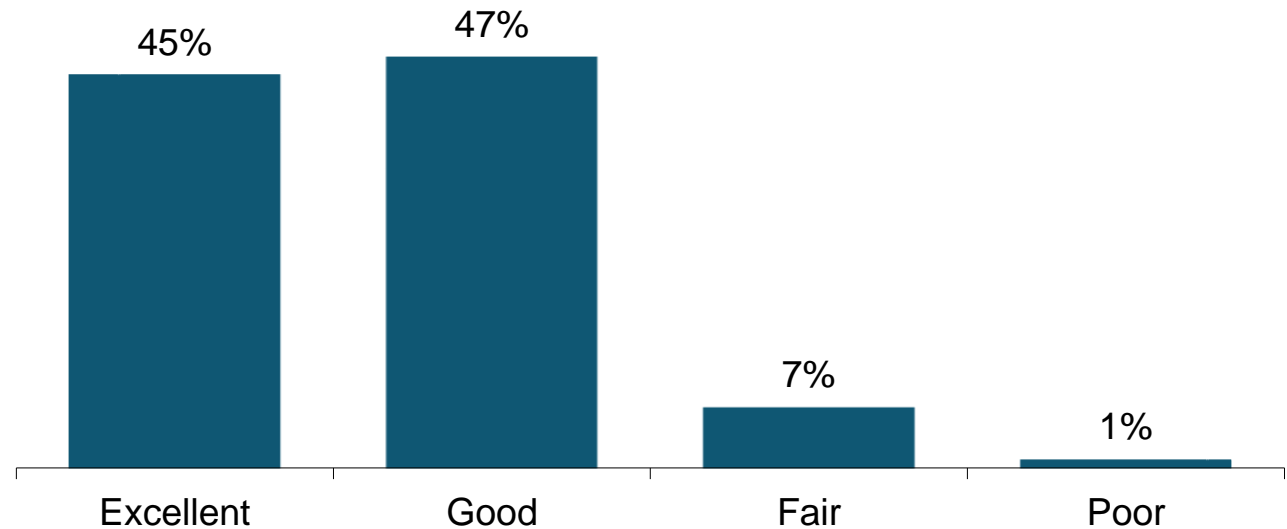
Base: Tecumseh adults aged 18+  
\*Multiple mentions were accepted.  
Totals may exceed 100%.

# PERCEPTIONS OF SAFETY



# CITIZENS' SENSE OF SAFETY IS VERY HIGH

**% excellent/good: 92%**



Q9. "How would you rate your sense of safety in Tecumseh?"

Those who are most likely to say they have an excellent feeling of safety include:

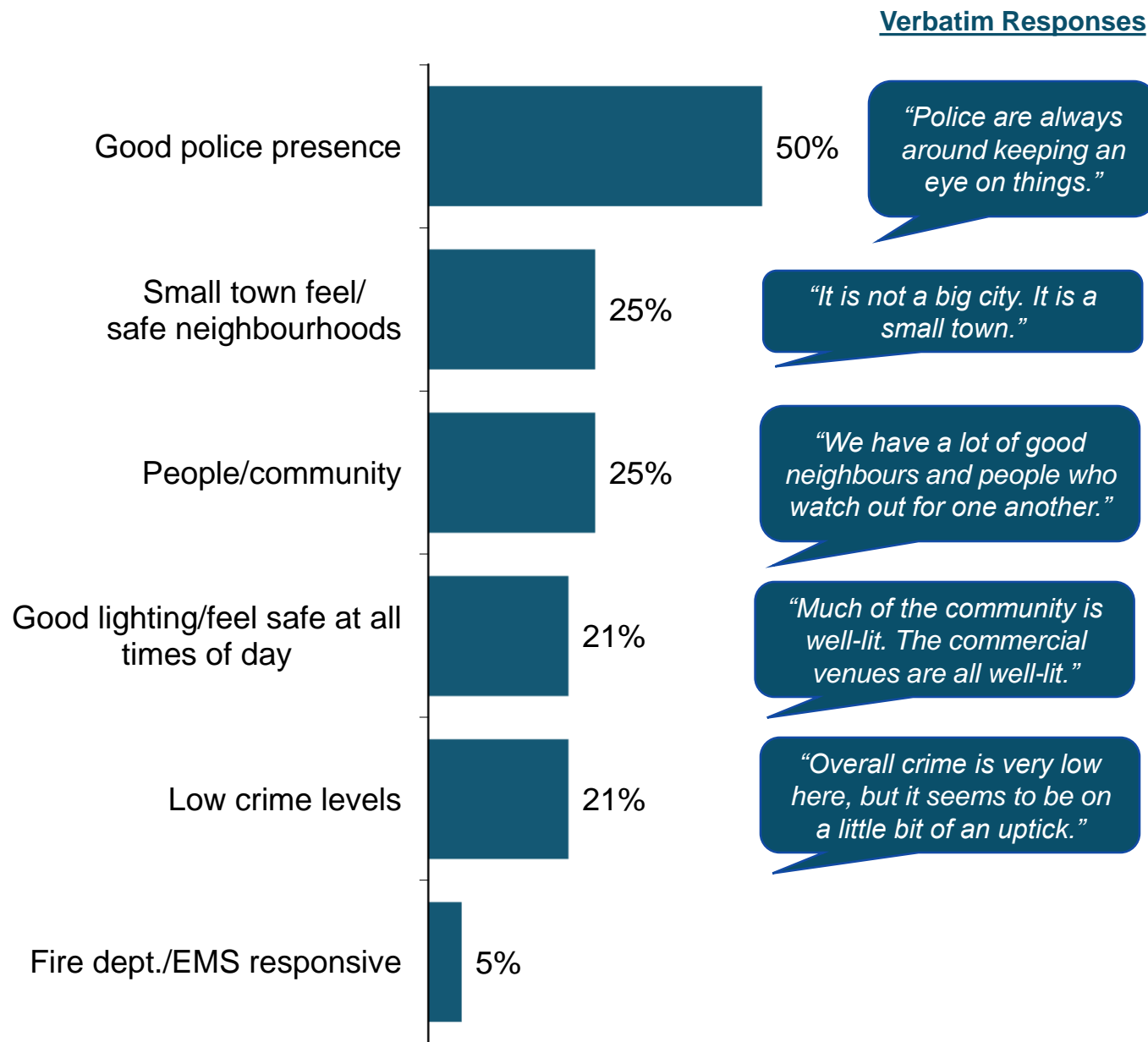
- Residents of Wards 4 and 5 (51% vs. 39% among those in Ward 2).
- Older residents aged 55+ (53%).
- Men (50% vs. 40% among women).
- Those with less formal education (54% vs. 40% among university graduates).

Base: Tecumseh adults aged 18+

# GOOD POLICE PRESENCE CONTRIBUTES MOST TO THE FEELING OF SAFETY

Q10. "What are some of the things that make you feel safe in Tecumseh?"

Base: Those who say their sense of safety is fair or better (n=396)

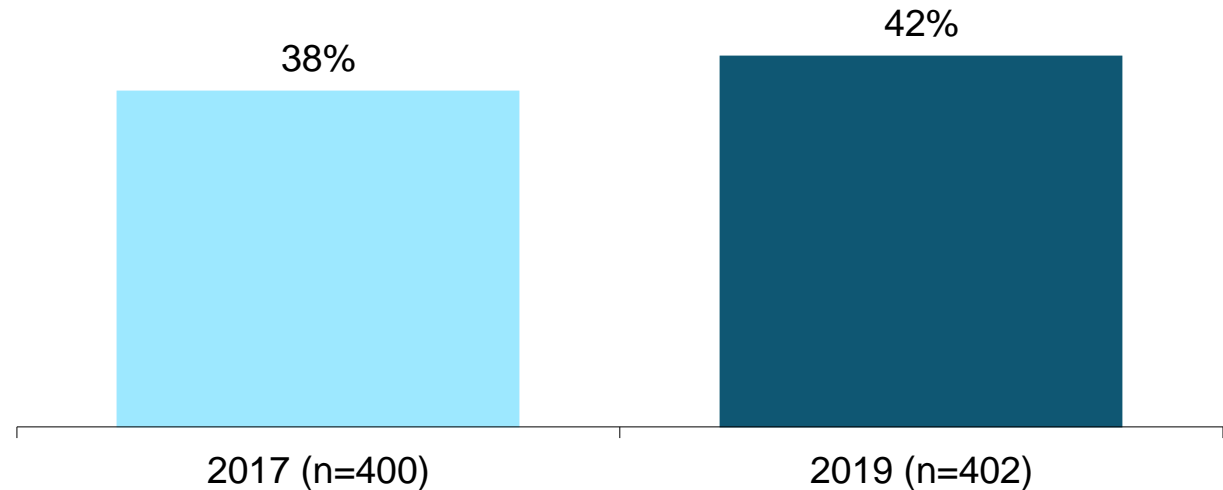


# RECREATION, FESTIVALS AND EVENTS



# MORE THAN FOUR-IN-TEN RESIDENTS WANT MORE RECREATION PROGRAMS AND FACILITIES

**% indicating they want additional  
recreational programs or facilities**



Q11. "Are there any specific recreational programs or facilities that are not currently offered in the Town of Tecumseh that you would like to see made available in the future?"

Those who are most likely to want new recreation programs and facilities include:

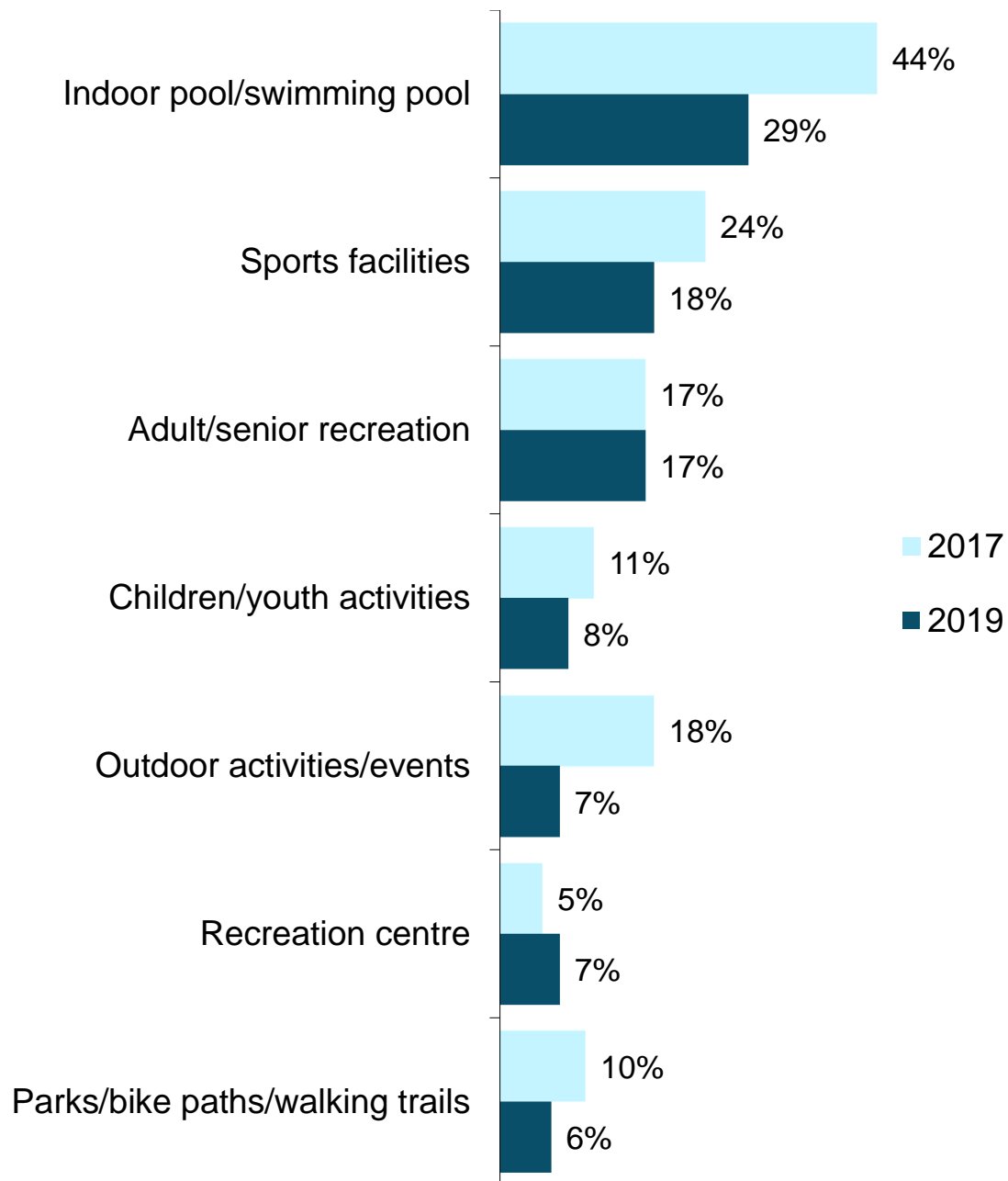
- Women (54% vs. 30% among men).
- Those with children at home (50% vs. 40% among those with no children in the household).

Base: Tecumseh adults aged 18+

# RESIDENTS' DESIRE FOR AN INDOOR POOL HAS DECREASED SOMEWHAT SINCE 2017

Q12. "Which ones?"\*\*

Base: Those who prefer additional recreational programs (n=169)  
 \*\*Multiple mentions were accepted.  
 Totals may exceed 100%.



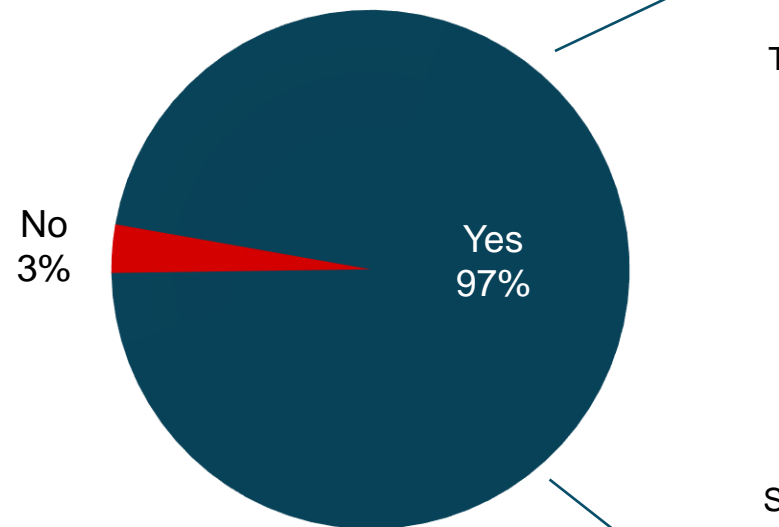


# RESIDENTS LIKE THE ENTERTAINMENT AT THE CORN FESTIVAL

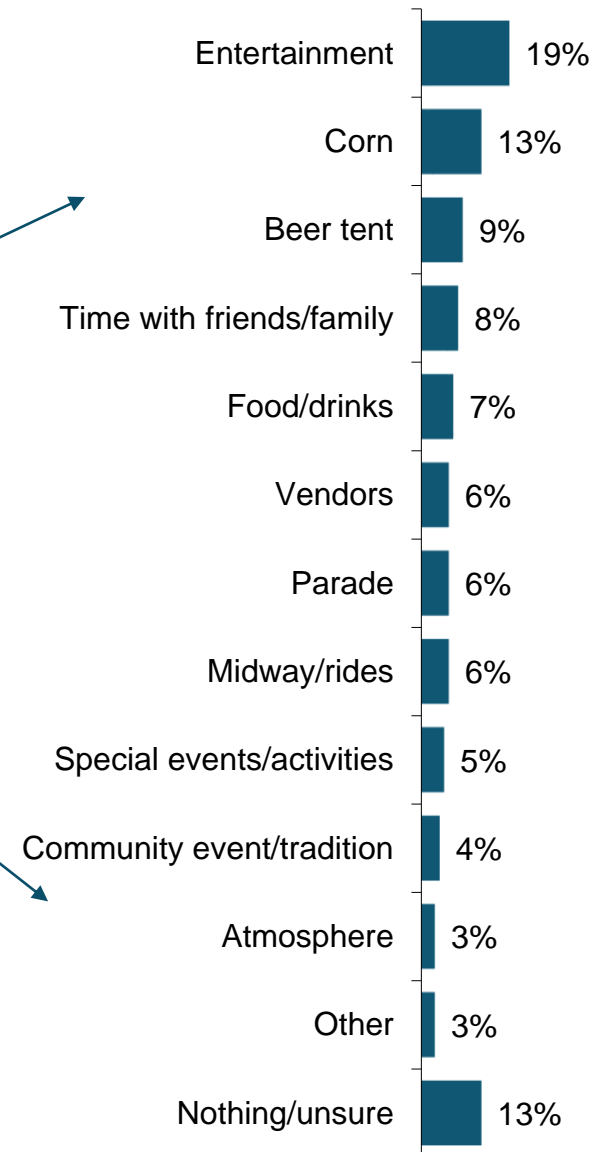
Q13. "Have you ever attended the Tecumseh Corn Festival?"

Base: Tecumseh adults aged 18+

Incidence of Corn Festival attendance



Favourite part of festival

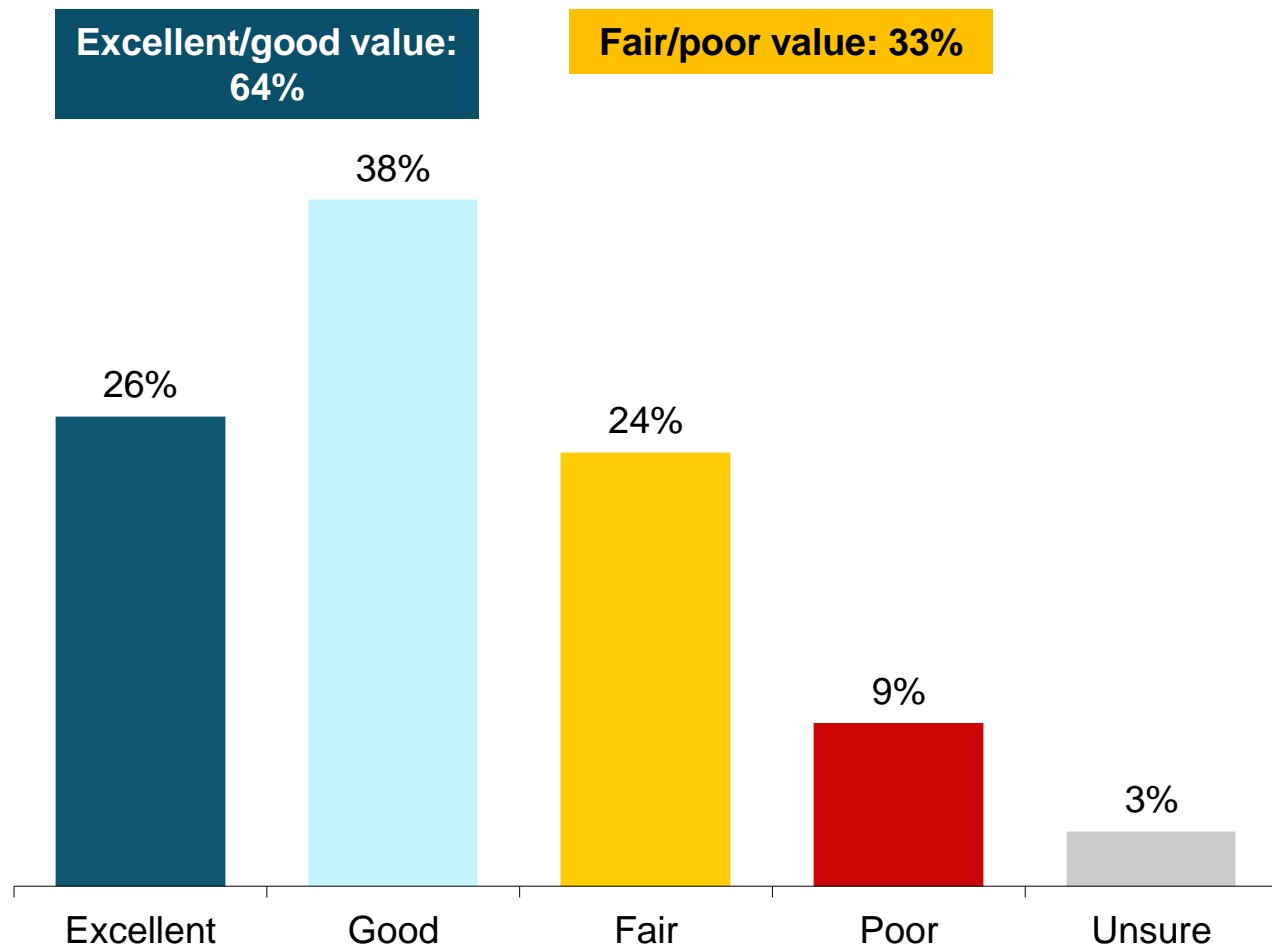


Q14. "What is your favourite part of the Corn Festival?"

Base: Those who have attended the Corn Festival in the past (n=390)

# NEARLY TWO-THIRDS OF RESIDENTS FEEL THE CORN FESTIVAL OFFERS GOOD TO EXCELLENT VALUE

Q15. "Thinking specifically about the Tecumseh Corn Festival, how much value do you feel this event provides to the Town?"



Those most likely to say the Corn Festival offers fair or poor value includes:

- Residents of Ward 2 (42% vs. 29% among those in Ward 3).
- Those who say their quality of life is lower; who feel the Town is going in the wrong direction; who are less satisfied with Town services and who say they get less value for their tax dollars.

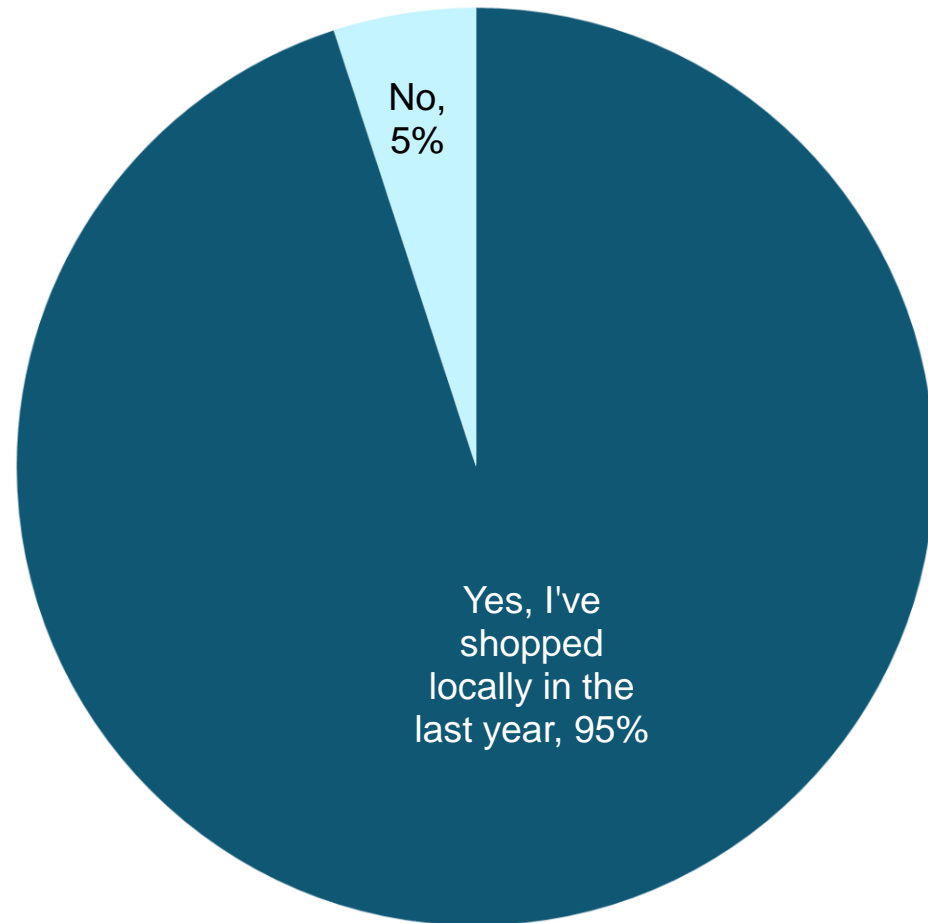
Base: Tecumseh adults aged 18+

# SUPPORT FOR LOCAL BUSINESSES



# NEARLY ALL RESIDENTS SAY THEY SHOP LOCAL

Q25. "During the last year, have you shopped or purchased any items from a small business located in Tecumseh? This includes any our local restaurants, retail shops or professional health services."

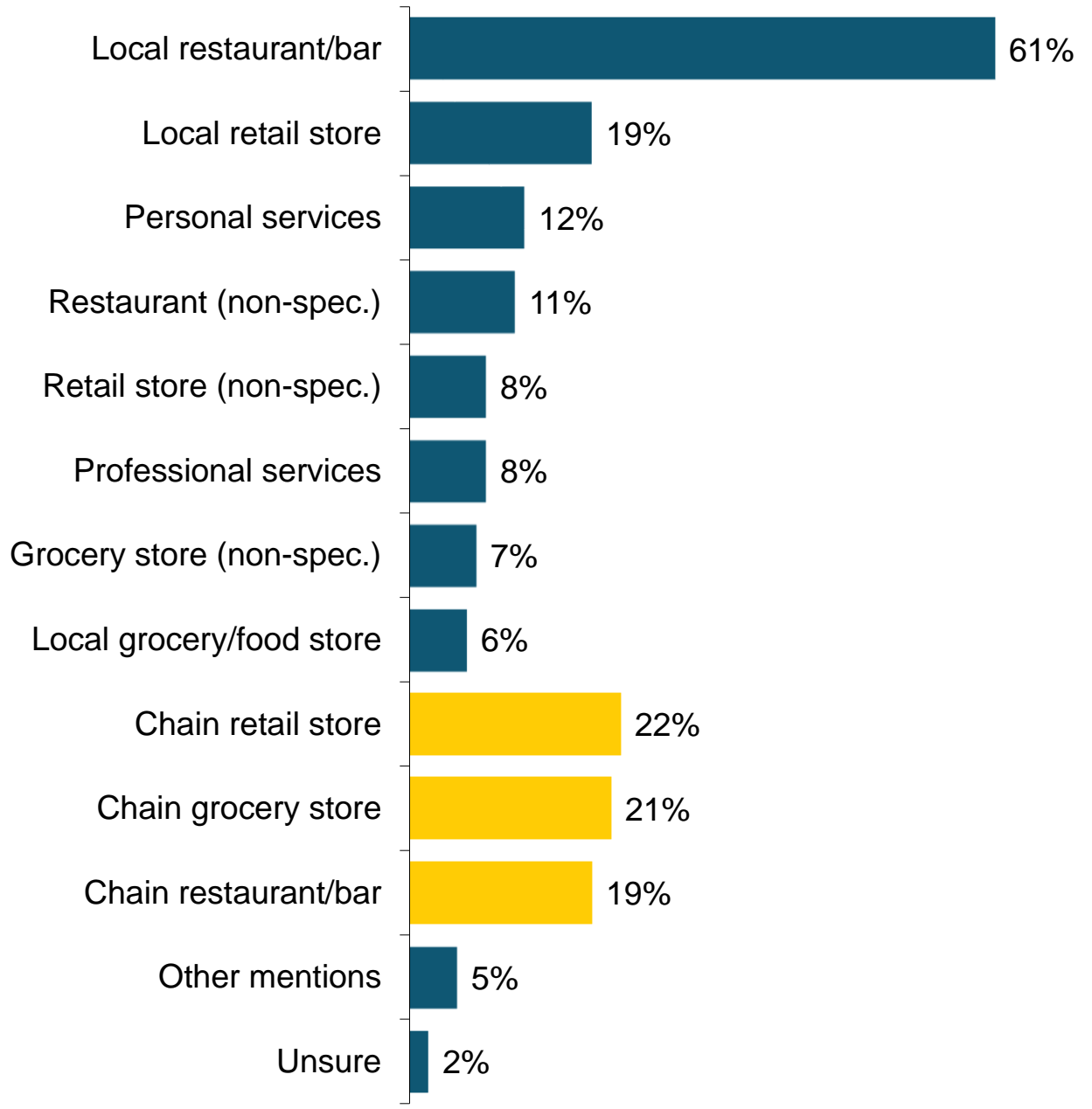


Base: Tecumseh adults aged 18+

# MORE THAN HALF CONSIDER CHAIN RESTAURANTS, RETAILERS TO BE 'LOCAL'

Q26. "What are some of the stores/restaurants you have visited?"

Base: Those who have purchased from local businesses (n=383)  
\*Multiple mentions were accepted.  
Totals may exceed 100%.



# FREQUENTLY- MENTIONED BUSINESSES BY CATEGORY - BASED ON VERBATIM RESPONSES -

Q26. "What are some of the stores/restaurants you have visited?"

Base: Those who have purchased from local businesses (n=383)  
\*Multiple mentions were accepted.  
Totals may exceed 100%.

## Local restaurants/bars:

- Michigan Diner
- Johnny Shotz
- Antonino's Pizza
- La Rucola
- Fratelli Pasta Grill
- Frank Brewpub
- The Sandwich Nook
- Pat and Hank's Fish & Chips
- Blue Sky Garden
- Carrots 'n Dates
- The Lux

## Local retail stores:

- Anne's on the Avenue
- Cycle Culture
- Antoyan Jewellers
- Rosser Reeves Jewellers
- Atlantis Hot Tub and Pool Centre
- Graham's Paint and Paper Place
- Ocean Bottom Soap Company
- Flowers by Phil Said
- Jacob's Boutique

## Local food/grocery stores:

- The Humble Baker
- The Cheese Bar
- Lakeside Meats
- Dressed by an Olive

## Personal services:

- Hibiscus
- Jen's Place
- Moni Hair Boutique

## Chain restaurants/bars:

- Swiss Chalet
- Boston Pizza
- Kelsey's
- McDonald's
- Pizza Pizza
- A&W
- Domino's Pizza
- Dairy Queen

## Chain retail stores:

- Shoppers Drug Mart
- Dollarama
- National Sports
- Pet Valu
- Home Hardware
- Lowe's
- Indigo

## Chain food/grocery stores:

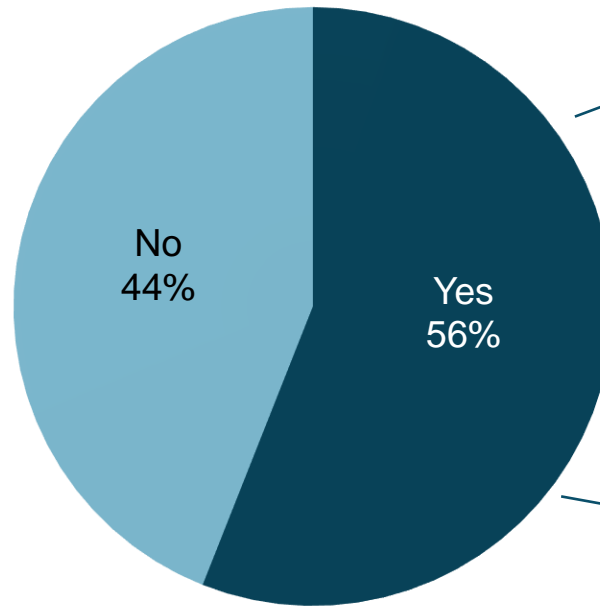
- Zehr's
- Food Basics
- Sobey's
- Metro

# COMMUNICATIONS



# ONE-HALF OF RESIDENTS HAVE CONTACTED THE TOWN WITHIN THE PAST YEAR

## Incidence of engaging with the Town in the past 12 months



38%  
Contacted the Town about an issue/concern



29%  
Provided input/ comments to the Town



20%  
Attended Town council meeting

Note: In 2017, 58% of Town residents indicated they contacted the Town at some point about an issue or concern.

Those most likely to have interacted with the Town in the past 12 months include:

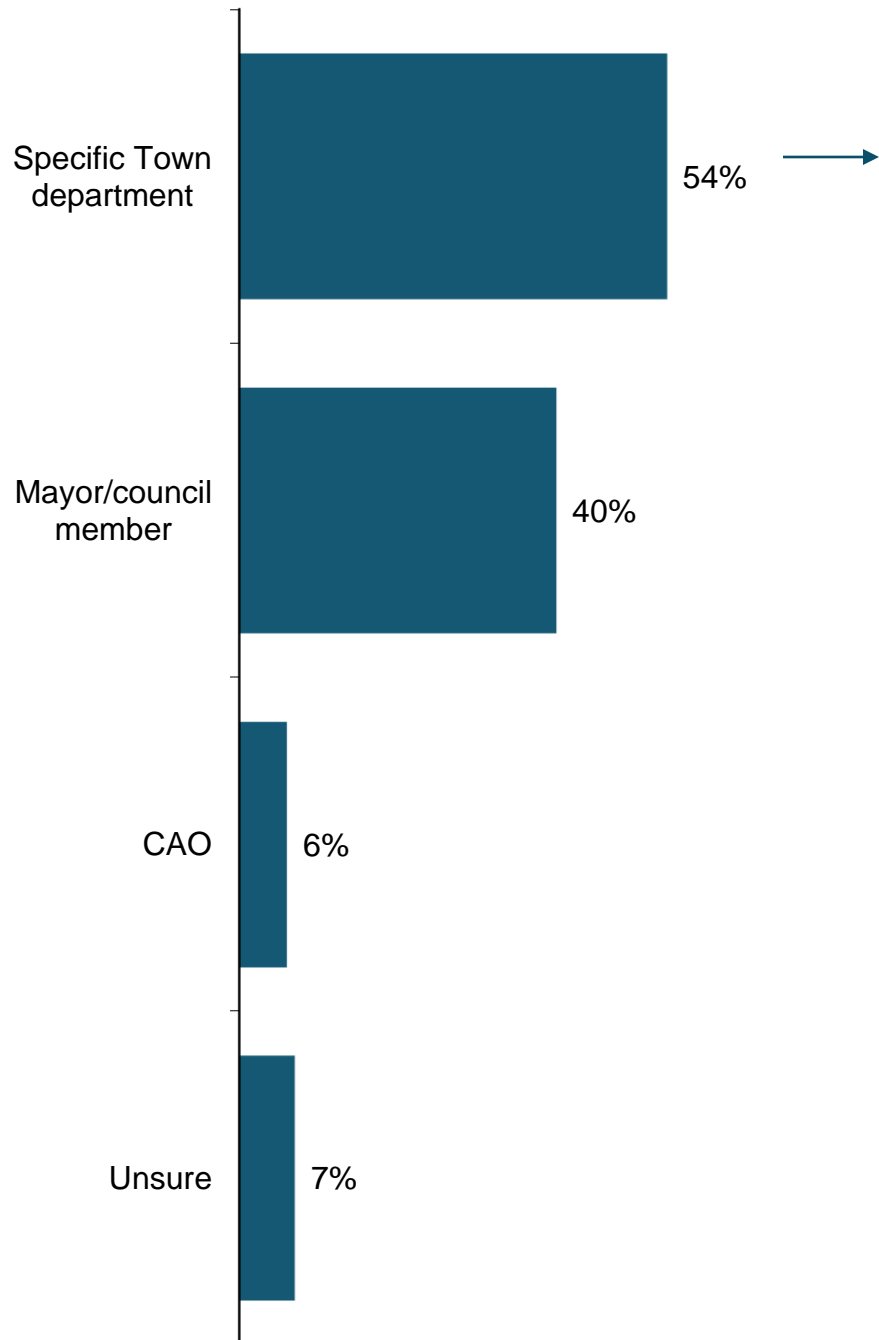
- Those with higher levels of education (60% among those with a university degree) and household income (67% among those earning \$100K+).
- Those who say their quality of life is excellent (61%) and are very satisfied with Town services (61%).

Q16. "Have you done any of the following in the past 12 months?"

Base: Tecumseh adults aged 18+



# MORE THAN HALF CONTACTED A SPECIFIC TOWN DEPARTMENT



**Top mentions:**

- Clerk’s Office/Staff Services/Finance (22%)
- Bylaw enforcement (12%)
- Public works (10%)
- Building enforcement (10%)
- Town maintenance (9%)
- Police (8%)
- Water/wastewater services (8%)
- Planning/permits (6%)
- Garbage/recycling (4%)

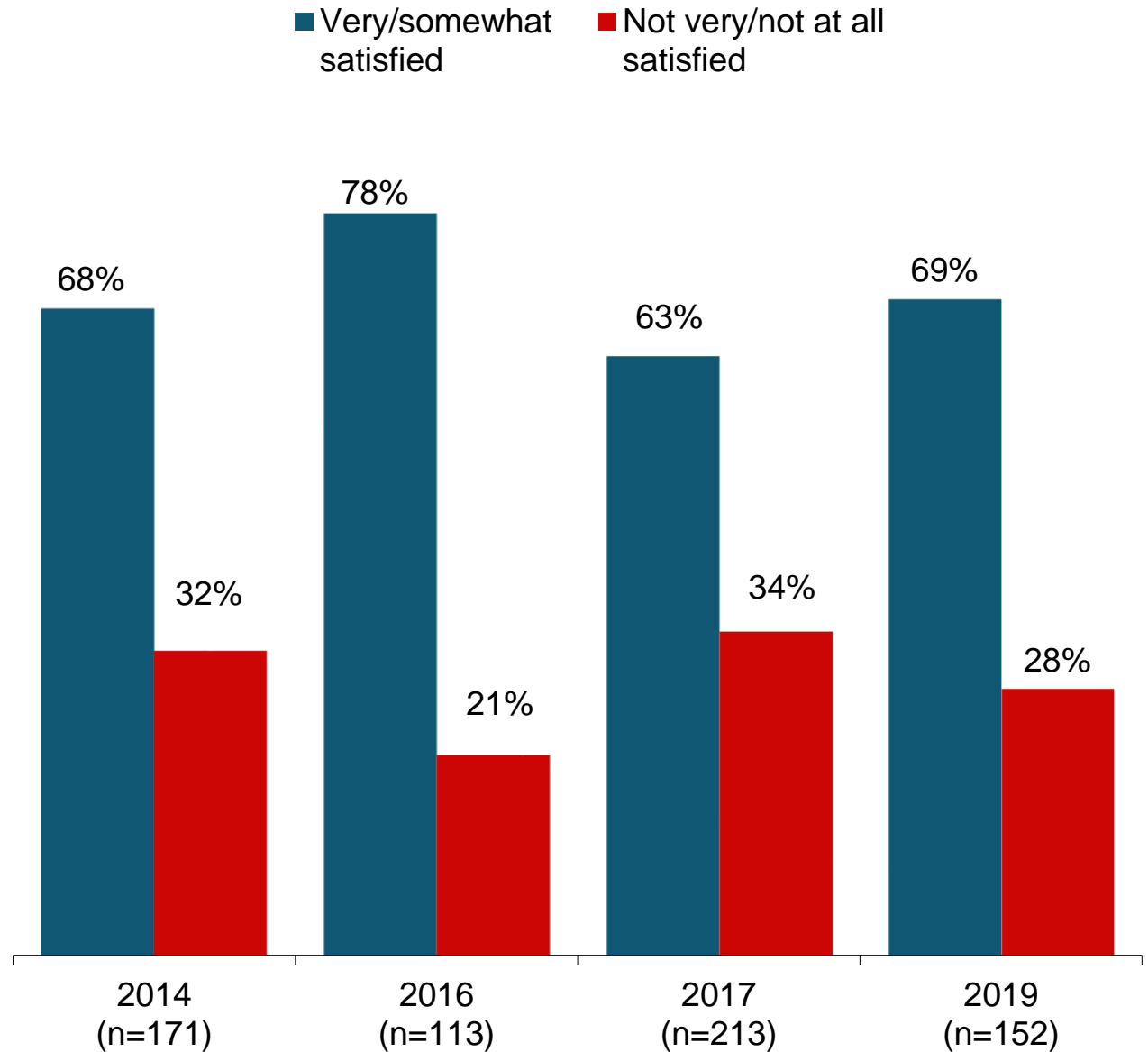
7% unsure; 5% other mentions

Q17. “Who did you contact about this issue?”\*

Base: Those who have contacted the town about an issue/concern (n=154)  
 \*Multiple mentions were accepted. Totals may exceed 100%.

# NEARLY SEVEN IN TEN ARE SATISFIED WITH HOW THE ISSUE WAS RESOLVED

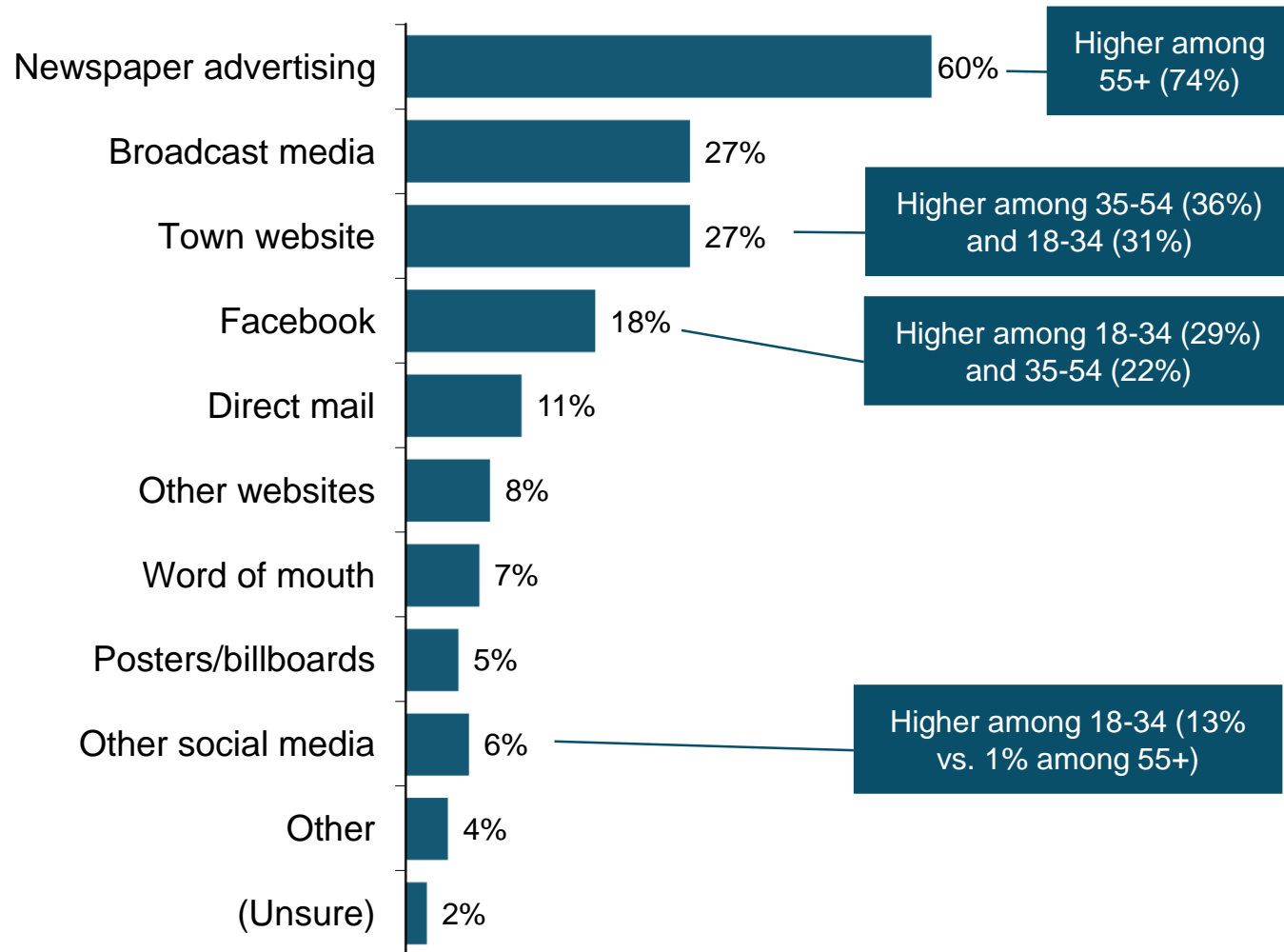
Q19. "Thinking about all the times you have contacted the Town about a particular issue, how satisfied are you that your concern or concerns were dealt with effectively?"



Base: Those who have contacted the town about an issue/concern

# NEWSPAPER ADVERTISING IS THE MAIN SOURCE OF INFORMATION ABOUT THE TOWN

Q20. "Where do you receive your information about the Town of Tecumseh news, events, activities and programs?"



Note: In 2017, residents were asked what the best methods are to provide Town news and general information. The top responses from that survey included:

- Email (37%)
- Newspaper ad (23%)
- Direct mail (22%)
- Telephone (19%)

Base: Tecumseh adults aged 18+  
 \*Multiple mentions were accepted.  
 Totals may exceed 100%.

# NEARLY FOUR IN TEN WOULD LIKE TO ACCESS MORE INFORMATION FROM THE TOWN

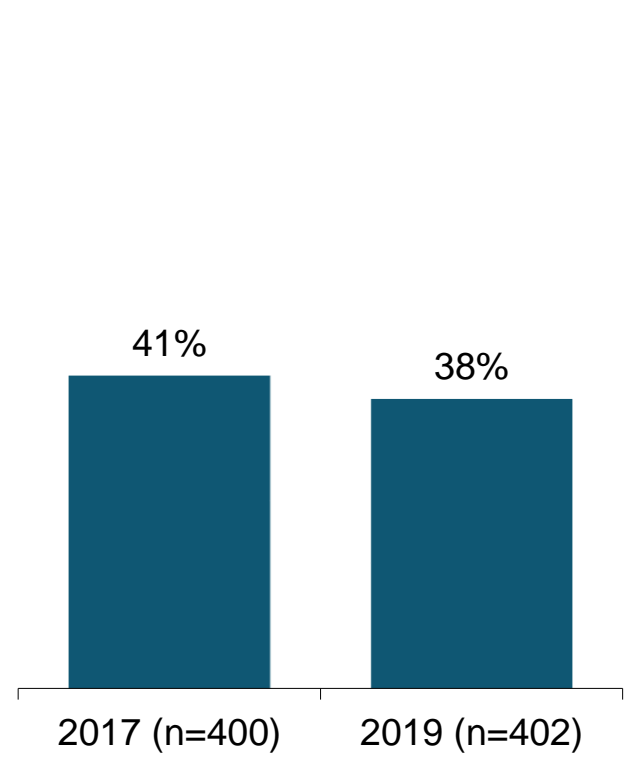
Q21. "Thinking about the amount of information you receive from the Town of Tecumseh, would you say you receive enough information about Town activities, or would you like more information?"

Base: Tecumseh adults aged 18+

Q22. "What information would you like to know more about?"

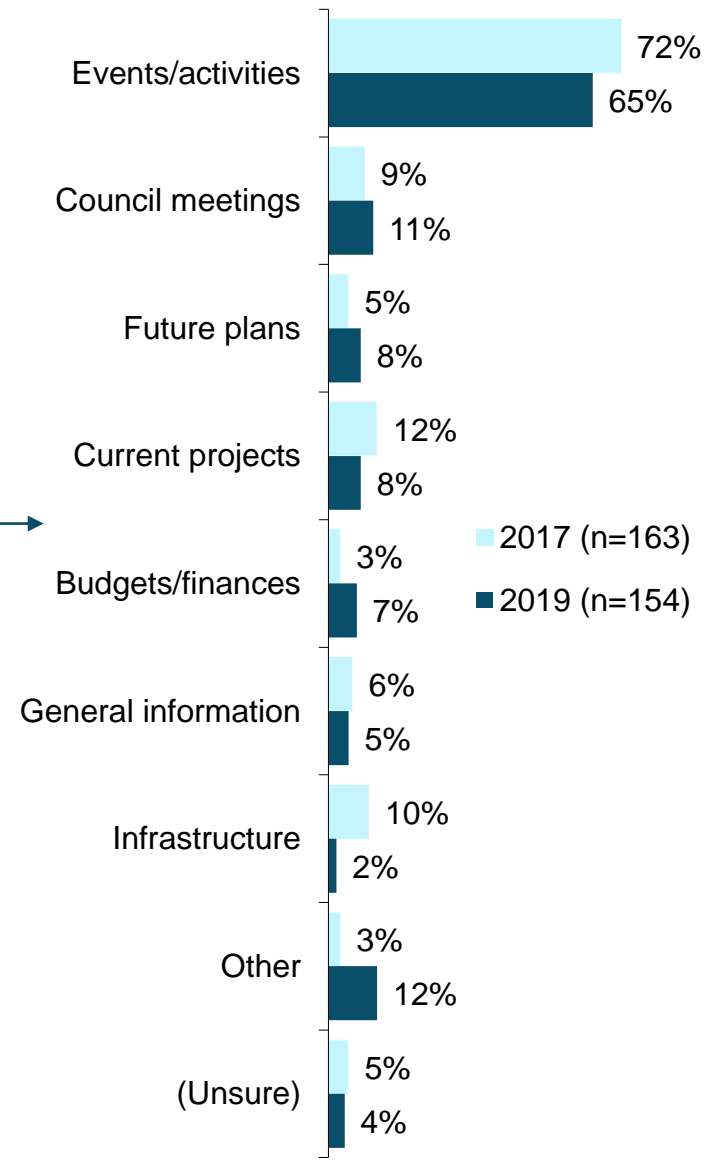
Base: Those who want additional information

% of residents who want more information from the Town



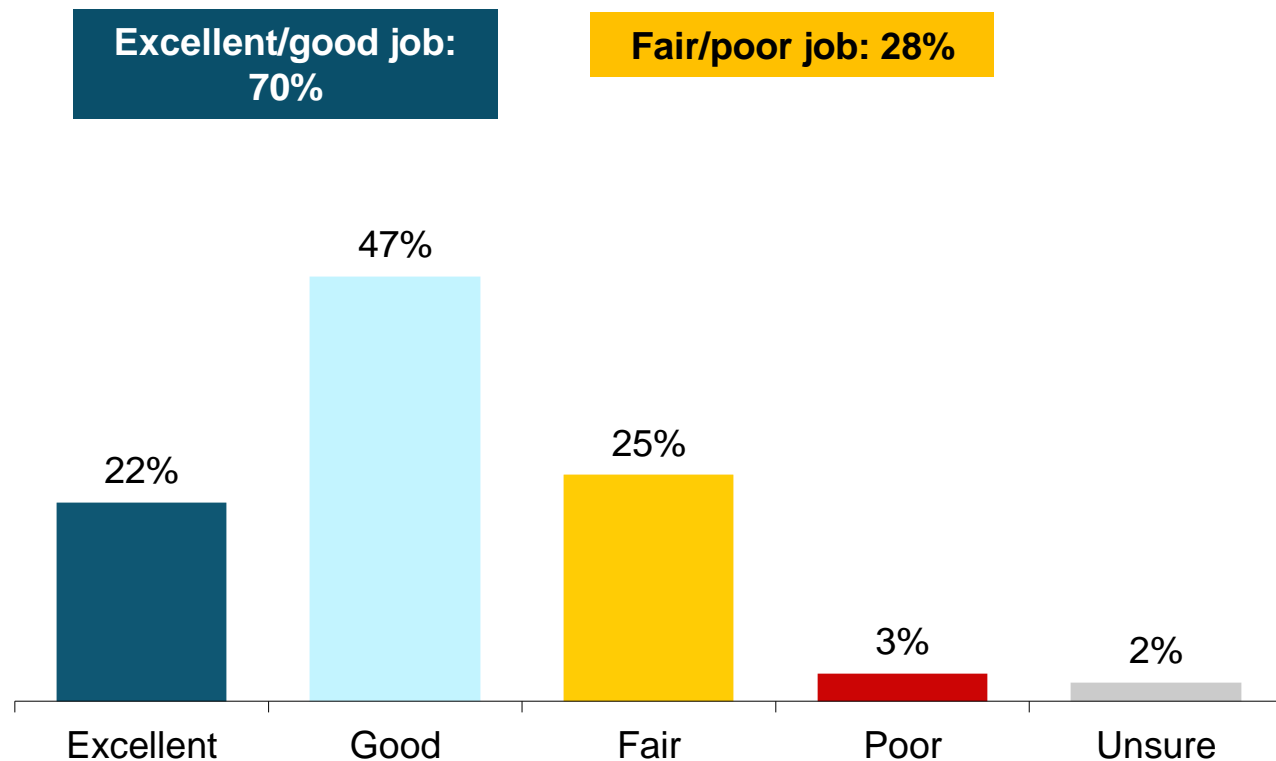
- Those who are most likely to want more information include:
- Residents of Ward 1 (49% vs. 28% among those in Ward 3).
  - Those earning higher household incomes (45% among those earning \$100K+).

Desired information



# SEVEN IN TEN RESIDENTS SAY THE TOWN DOES A GOOD JOB OF KEEPING THEM INFORMED

Q23. "Overall how good of a job does the Town of Tecumseh do informing citizens about important issues?"



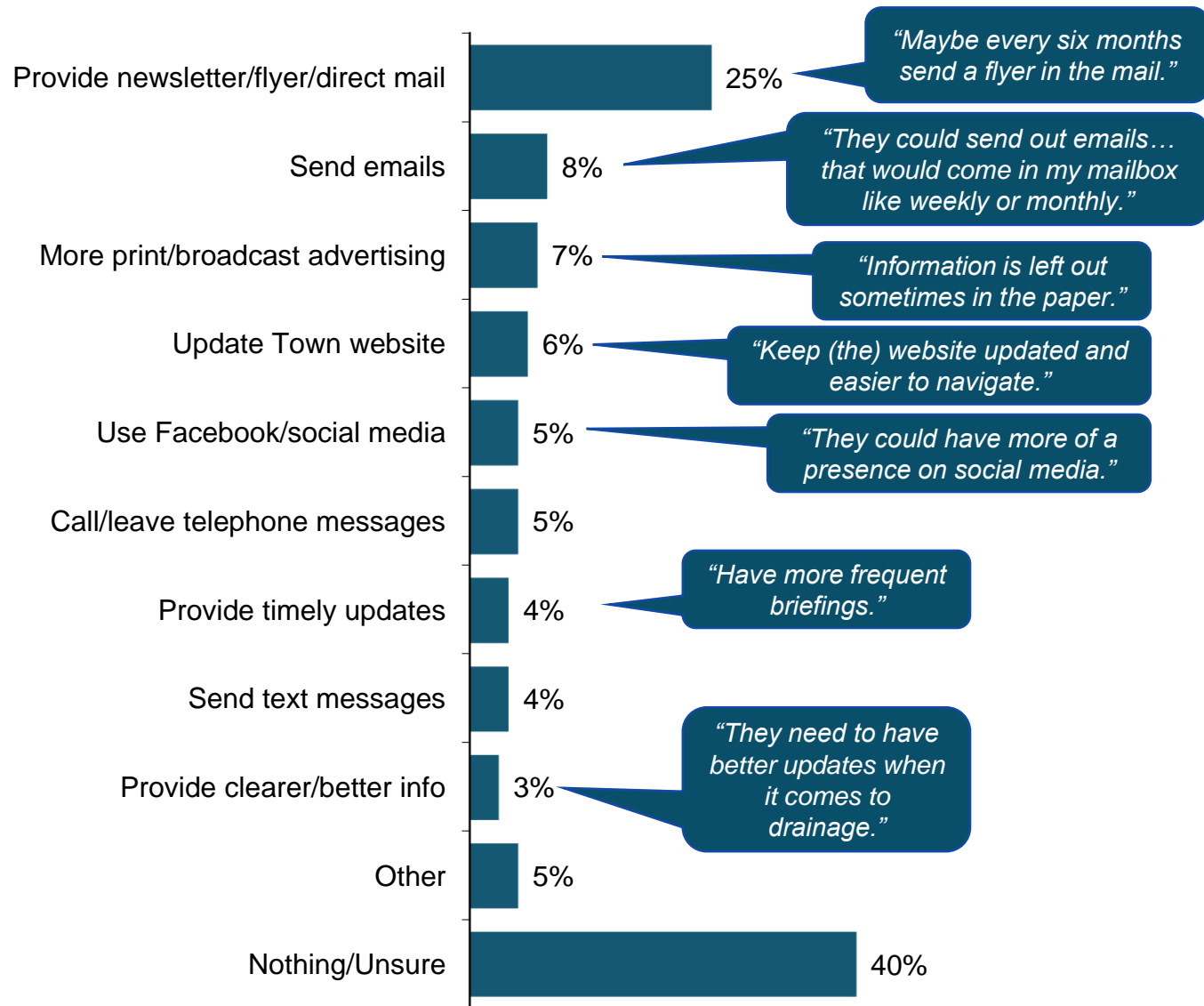
Those most likely to say the Town does an excellent job keeping them informed include:

- Ward 3 residents (32% vs. 12% among those in Ward 2).
- Those who provided higher ratings on the Town's other satisfaction metrics.

Base: Tecumseh adults aged 18+

# ONE-QUARTER OF RESIDENTS WANT A NEWSLETTER OR FLYER SENT TO THEIR HOUSEHOLDS

Q24. "What could the Town do to better inform residents like you about important issues?"



Base: Tecumseh adults aged 18+

- Ward 1 residents are more likely to request a newsletter, flyer or other piece of direct mail from the Town (34% vs. 15% among those living in Ward 2).

# CONCLUSIONS AND KEY INSIGHTS



# CONCLUSIONS AND KEY INSIGHTS

- The Town continues to enjoy very high ratings on its key community metrics, including residents' sense of their quality of life, the perceived direction of the Town, views regarding value for tax dollars and overall satisfaction (94% very or somewhat satisfied) with Town services. Tecumseh has maintained very high scores on these metrics during the past five years, which shows that the Town's residents are generally very happy with their local government.
- The fact Tecumseh's residents are quite content makes it difficult to identify obvious areas for improvement. Our driver analysis shows that of all the programs and services citizens receive, there are three – waste collection, land use planning and drinking water – that have the greatest impact on overall satisfaction. Maintaining and/or improving levels of service in these areas should do the most to ensure that Tecumseh residents remain satisfied overall with Town programs and services.
- At the same time, flooding remains a significant concern – particularly in areas of the Town most likely to be affected by drainage issues. Concern regarding flooding has increased during the past two years, while satisfaction with stormwater drainage remains quite low. While improvements to stormwater drainage will not do much to increase citizens' overall satisfaction with Town services, this remains a critical issue for the Town to address.
  - Although satisfaction with most Town services remains high, the results also show that satisfaction with recreational opportunities, including facilities and greenspace, is somewhat lower in more outlying/exurban areas of the community, including Wards 4 and 5. The Town may wish to examine why this is and explore potential opportunities to offer additional services in these areas.
  - As well, there remains a strong appetite for additional recreation programs and facilities in the Town. Although the proportion who specifically feel the Town needs an indoor pool has decreased to some degree, the findings show clearly that Tecumseh residents desire additional recreational opportunities in their community.



# CONCLUSIONS AND KEY INSIGHTS (CONT'D)

- It should be noted that additional services were included in this year's survey. These items (land use planning, public transit, bylaw enforcement...) may have received lower satisfaction scores because they are used less frequently by citizens and therefore a greater proportion of respondents are unable to provide a response. When these "unsure" responses are removed, however, the level of satisfaction with these services is comparable to other services that are used by a higher proportion of Town residents.
- Although Tecumseh's crime rate is quite low and citizens generally feel safe, it is important to note that for the first time in nearly a decade, crime registered as a top-of-mind issue, with satisfaction with police services also decreasing significantly compared to previous waves. There appears to be some additional degree of concern about crime in the community that should be monitored and addressed.
- Satisfaction with festivals and events increased during the past two years, while the results exploring perceptions of the Corn Festival show not only high levels of participation in this event among community members, but also that the majority of residents feel this event delivers good value for the Town.
- On the whole, Tecumseh residents say the Town does a good job of communicating with them about important issues. Although residents mainly get their information about civic issues from local print and broadcast media, there are opportunities for the Town to further supplement this information using a mix of additional channels, including printed and/or electronic versions of newsletters and other direct mail pieces, the Town website and social media.