

2023 Town of Tecumseh Resident Satisfaction Survey Results

Presented by Nik Nanos – Nanos Research
March 28th, 2023





Overall views



Strategic goals



Town services



Communications



**Issues and
improvements**

Overview

Nanos conducted an RDD random telephone survey of 404 residents of the Town of Tecumseh, 18 years of age or older, between February 22nd to March 19th, 2023. The margin of error for a random survey of 404 residents of the Town of Tecumseh is ± 4.9 percentage points, 19 times out of 20.

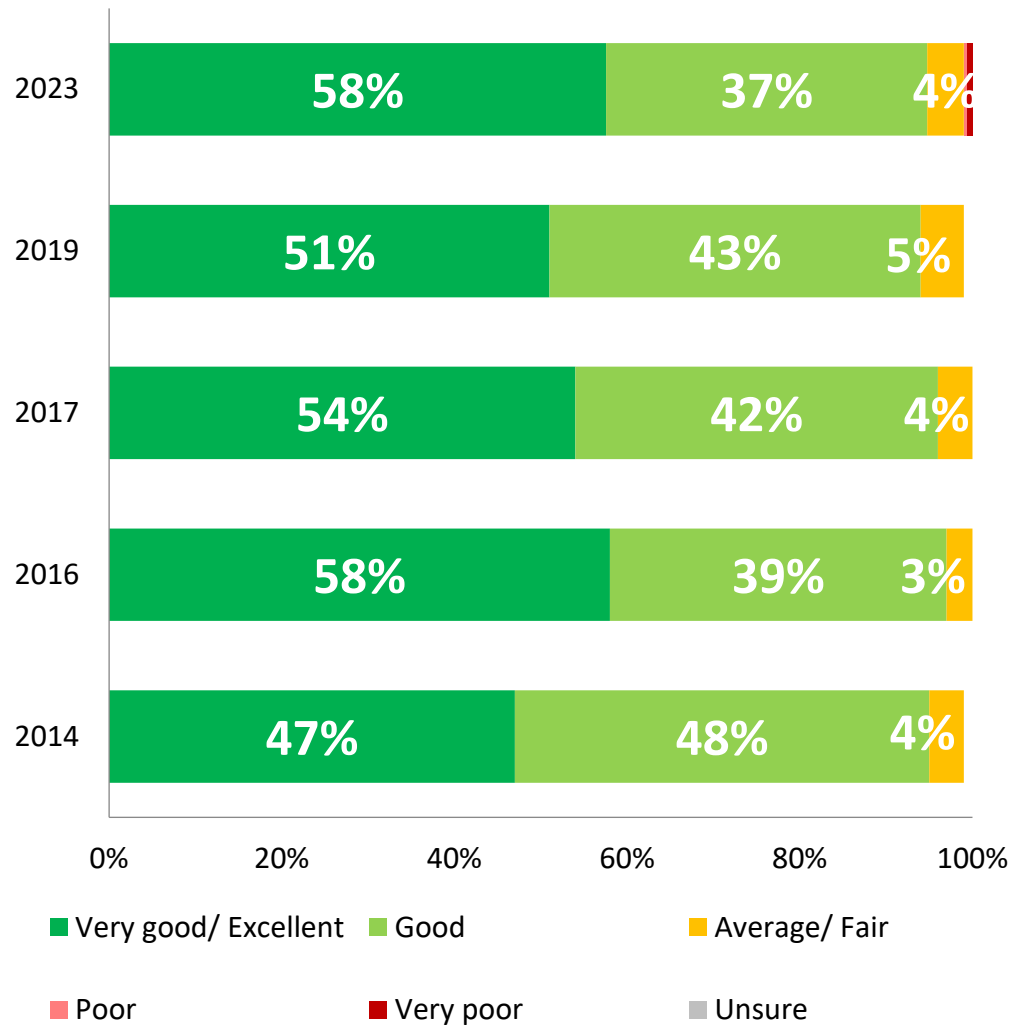
The research was commissioned by the Town of Tecumseh and was conducted by Nanos Research.

A similar open-access online survey was available to residents via a link on the town's website and 53 residents participated. The results of that open-access online survey are not included in this report and were provided separately to the Town of Tecumseh.

Overall views on the Town of Tecumseh



The quality of life in Tecumseh



Over **9 in 10** residents

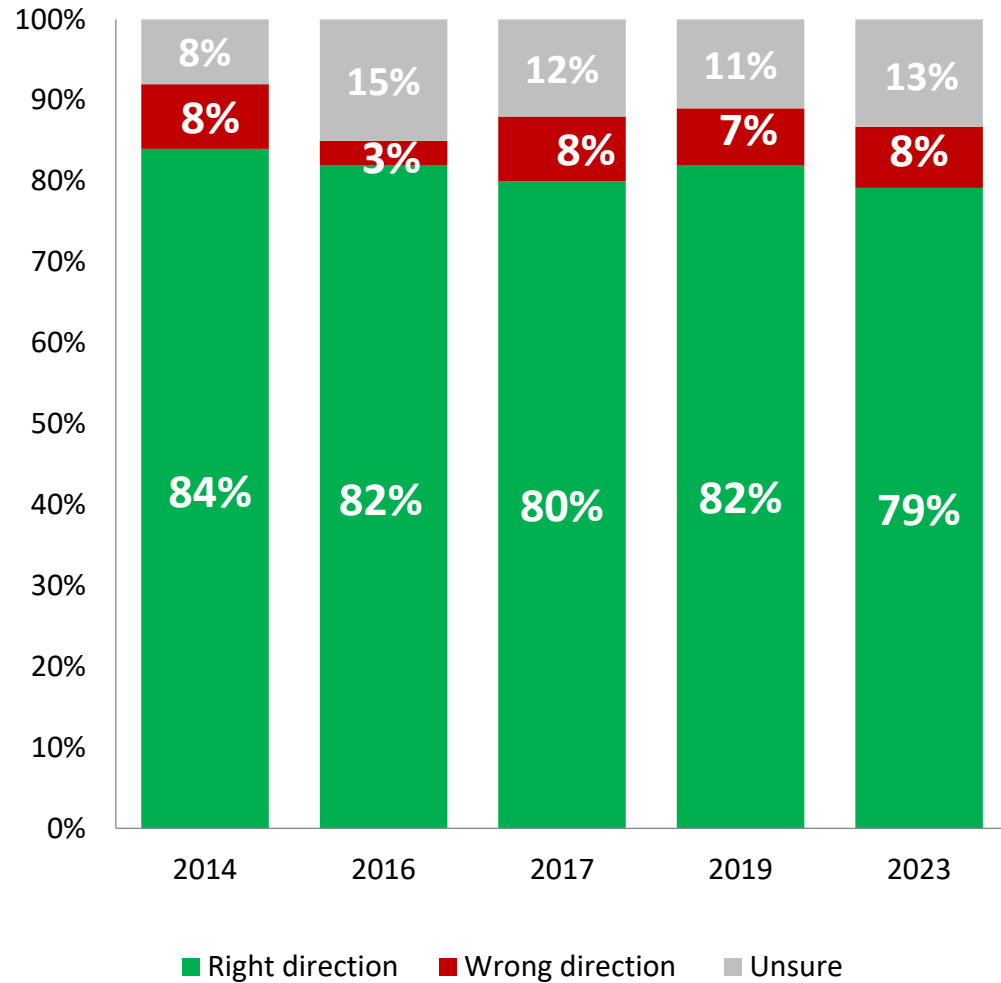
say the quality of life in Tecumseh is very good or good. Older residents were more likely to say the overall quality of life is very good (66%) than younger residents (18-34) (34%).

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

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

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Direction of Town of Tecumseh



Close to **8 in 10** residents

say the Town is moving in the right direction overall. This is consistent with the previous waves of research.

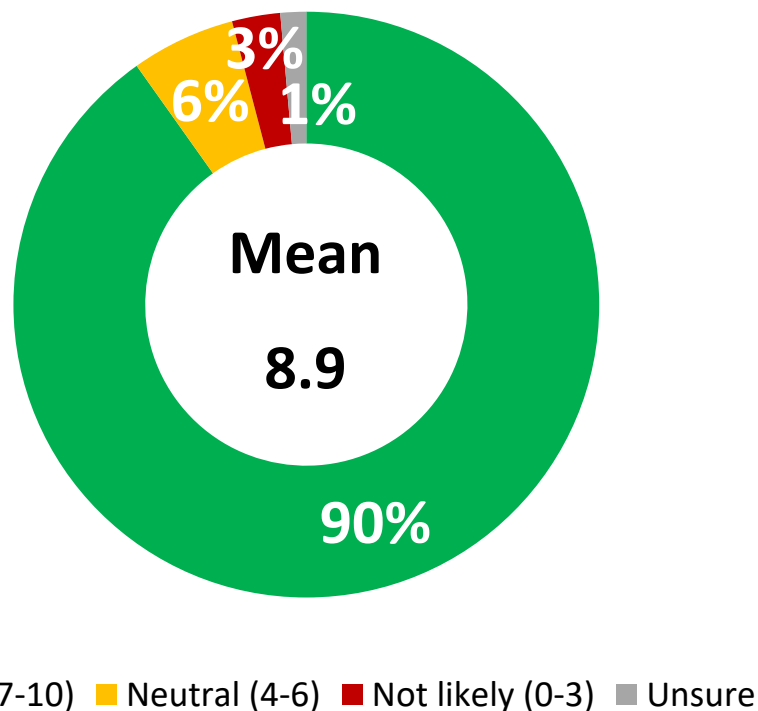
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Overall, would you say the Town of Tecumseh is going in the right direction or the wrong direction?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

The likelihood of recommending the Town of Tecumseh to friends and family as a place to live

Q – On a scale from 0 to 10, where 0 is not at all likely and 10 is extremely likely, how likely are you to recommend the Town of Tecumseh to friends and family as a place to live?



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

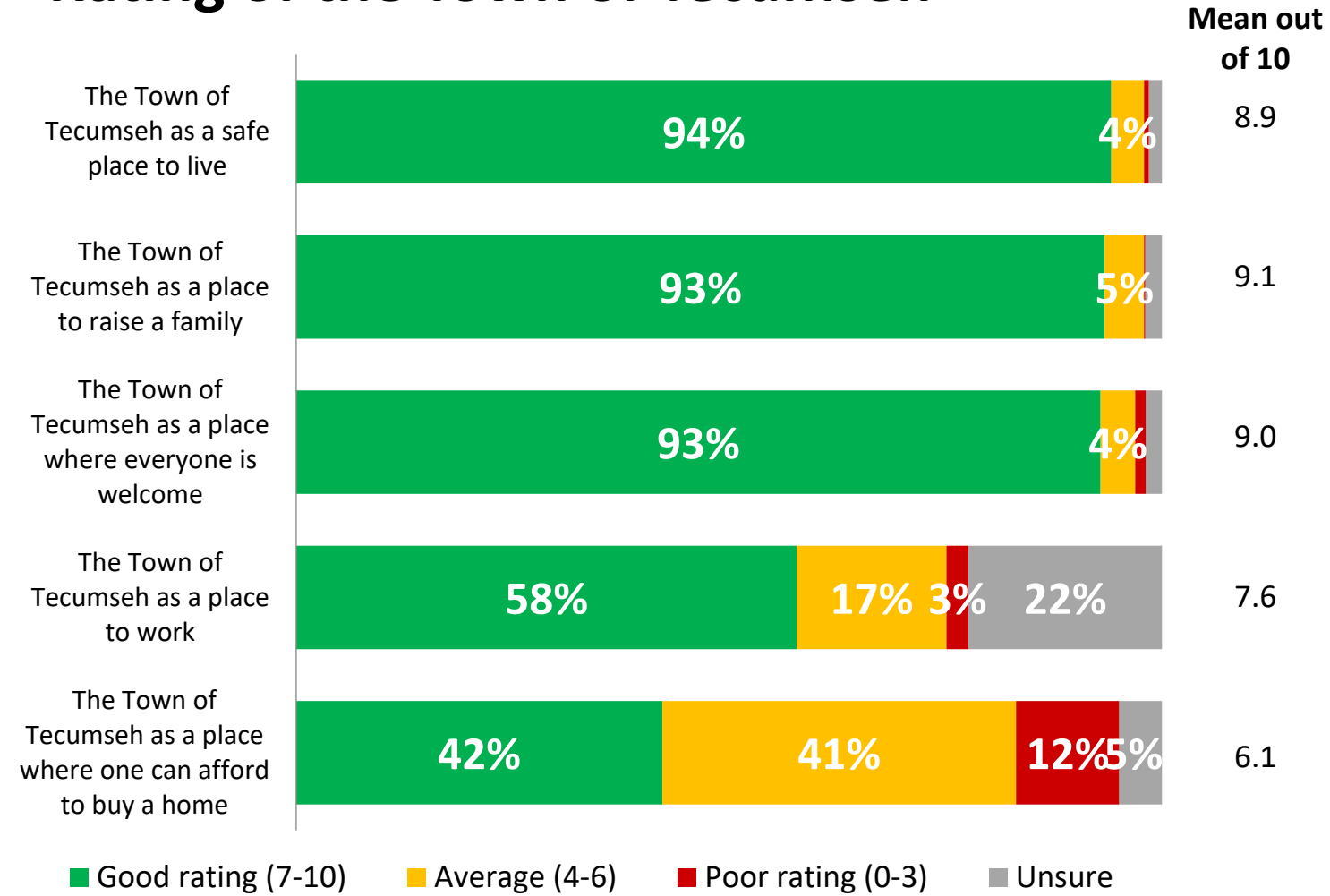
9 in 10 residents

Say they are likely to recommend the Town of Tecumseh to friends and family as a place to live, with nearly six in ten (58%) who said they are extremely likely to do so (score of 10 out of 10).

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Rating of the Town of Tecumseh

Residents rate the Town of Tecumseh high when it comes to it being a safe place to live, a place to raise a family and a place where everyone is welcome. It scores lowest when it comes to a place where it is affordable to buy a home.



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.



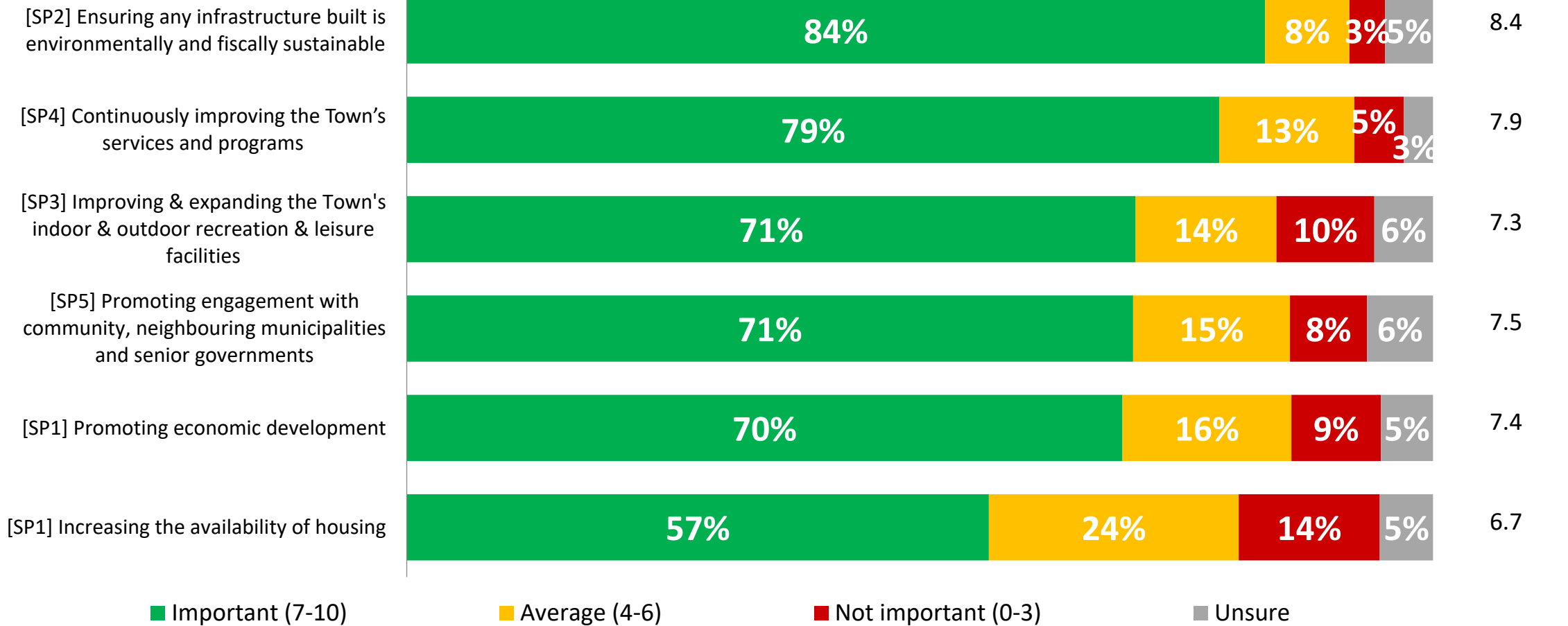
Q – How would you rate the Town of Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]

An aerial, high-angle photograph of a large crowd of people walking on a light-colored floor with a dark, geometric, grid-like pattern. The people are scattered across the frame, some in small groups, some alone, and some pushing strollers. The overall scene is busy and represents a public gathering or a busy urban space. The text 'Strategic priorities' is overlaid in white on the left side of the image.

Strategic priorities

Importance of each strategic goal for the Town of Tecumseh

Q – On a scale from 0 to 10, where 0 is not at all important and 10 is extremely important, how important are the following strategic goals for the Town of Tecumseh? [RANDOMIZE]



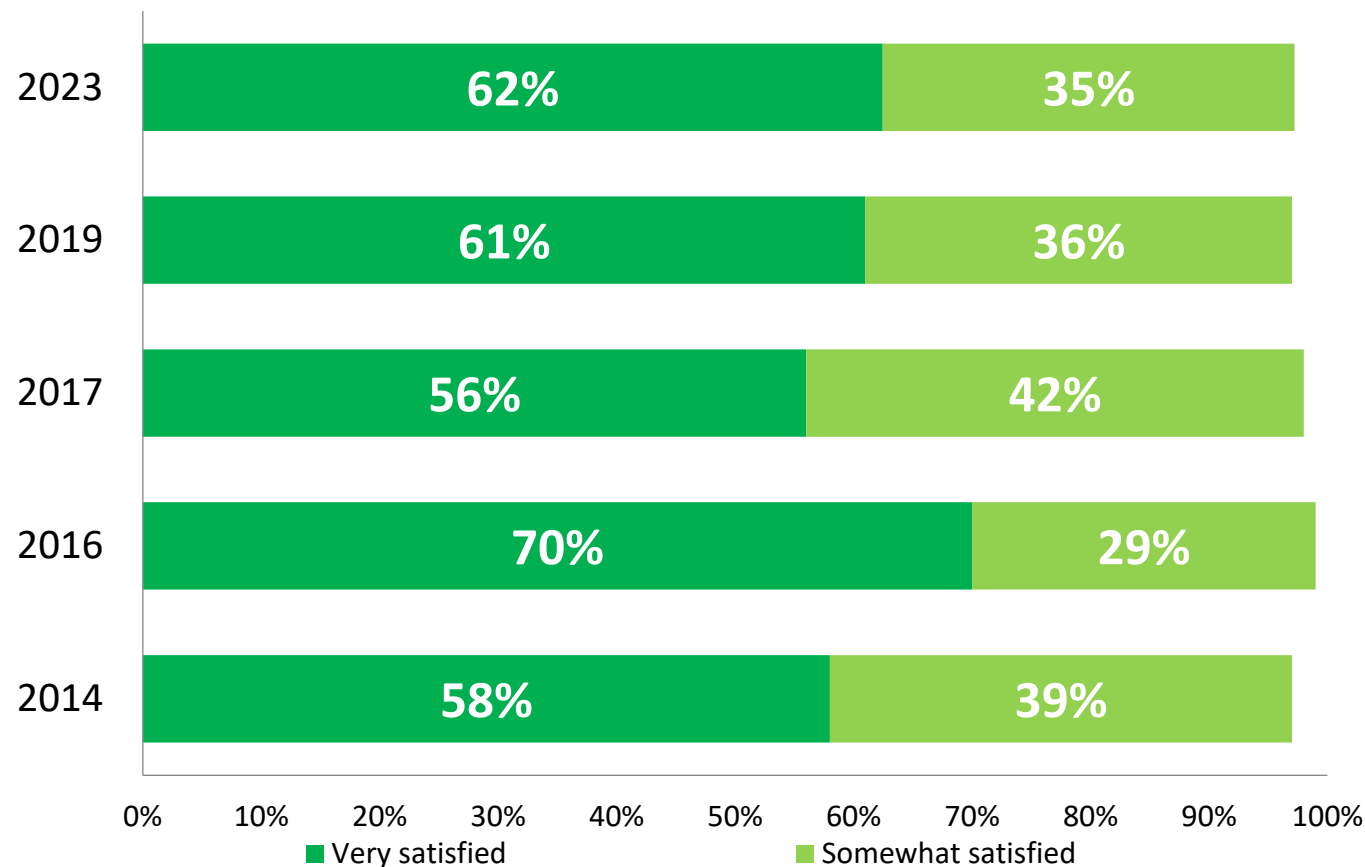
Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

A close-up, vertical shot of water flowing from a faucet. The water is clear and contains many small bubbles, creating a textured, aerated appearance. The faucet's aerator is visible at the top, with a pattern of small holes. The background is a dark, out-of-focus blue-grey color. There are yellow geometric shapes in the top right and bottom right corners of the frame.

Town services

Consistent with the previous wave of research in 2019, more than nine in ten residents are very or somewhat satisfied with services provided by the Town of Tecumseh. Only one per cent report being very dissatisfied or somewhat dissatisfied.

Satisfaction with the services provided by the Town of Tecumseh



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*Tracking data only available for the response options very satisfied/somewhat satisfied.

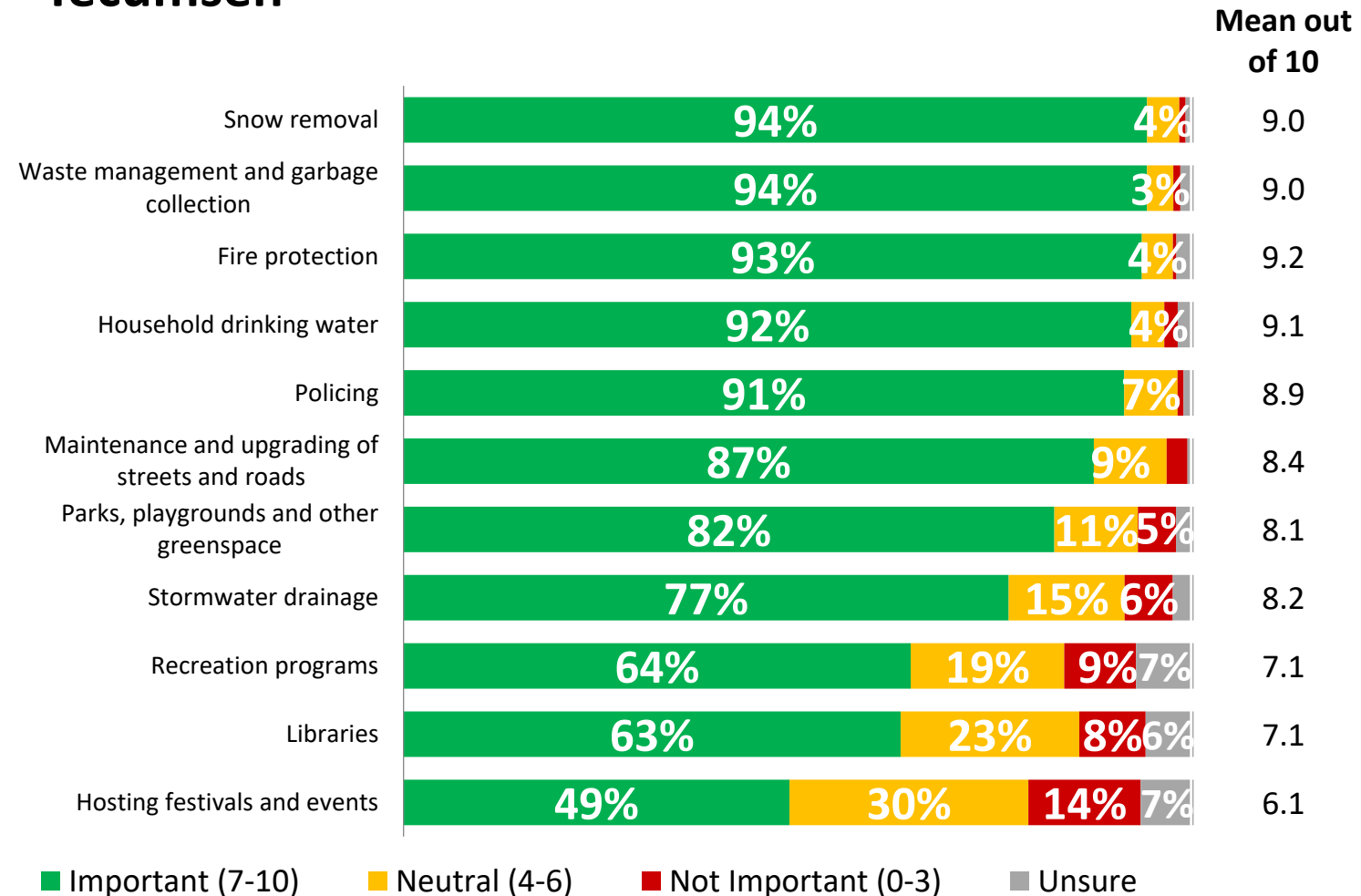
Q – Overall, how satisfied are you with the services provided to you by the Town of Tecumseh?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Overall, residents of the Town of Tecumseh are most likely to attribute the highest importance to snow removal, waste management, fire protection, water and policing.

Younger residents (18-34) attribute lower importance to hosting festivals and events (mean of 4.1 compared to 6.8 for those 55 and older), recreation (mean of 6.2 compared to mean of 7.4 for those 55 and over) and parks, playgrounds and greenspaces (mean of 7.1, compared to 8.5 for those 35-54), and higher importance to snow removal (mean of 9.4, compared to 8.7 for those 55 and older).

Importance of services provided by the Town of Tecumseh



*Weighted to the true population proportion.

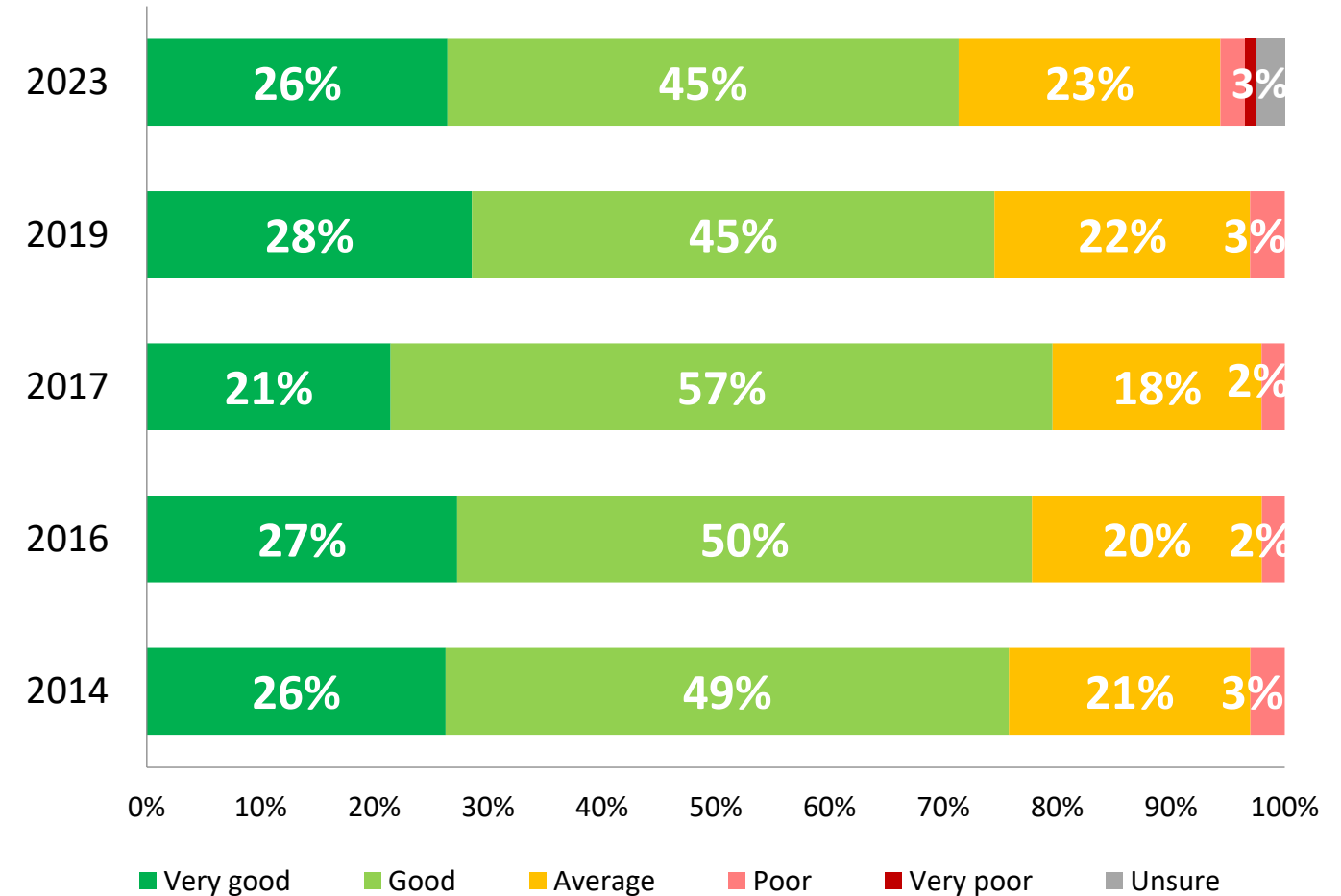
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Q – I am going to read to you a list of services provided by the Town of Tecumseh. For each one, I would like you to tell me how important this service is to you using a 0-10 scale where a 0 means this service is “not at all important” and a “10” means it is “very important”: [RANDOMIZE]

Perceived value of their tax dollars remains strong and consistent with previous waves with a majority who say the value they receive for the tax dollars that they pay towards these services is good (45%) or very good (26%). Younger residents (18-34) were more likely to say the value is average (37%) compared to older residents (16% of those 55 plus).

The value for the tax dollars in the Town of Tecumseh



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

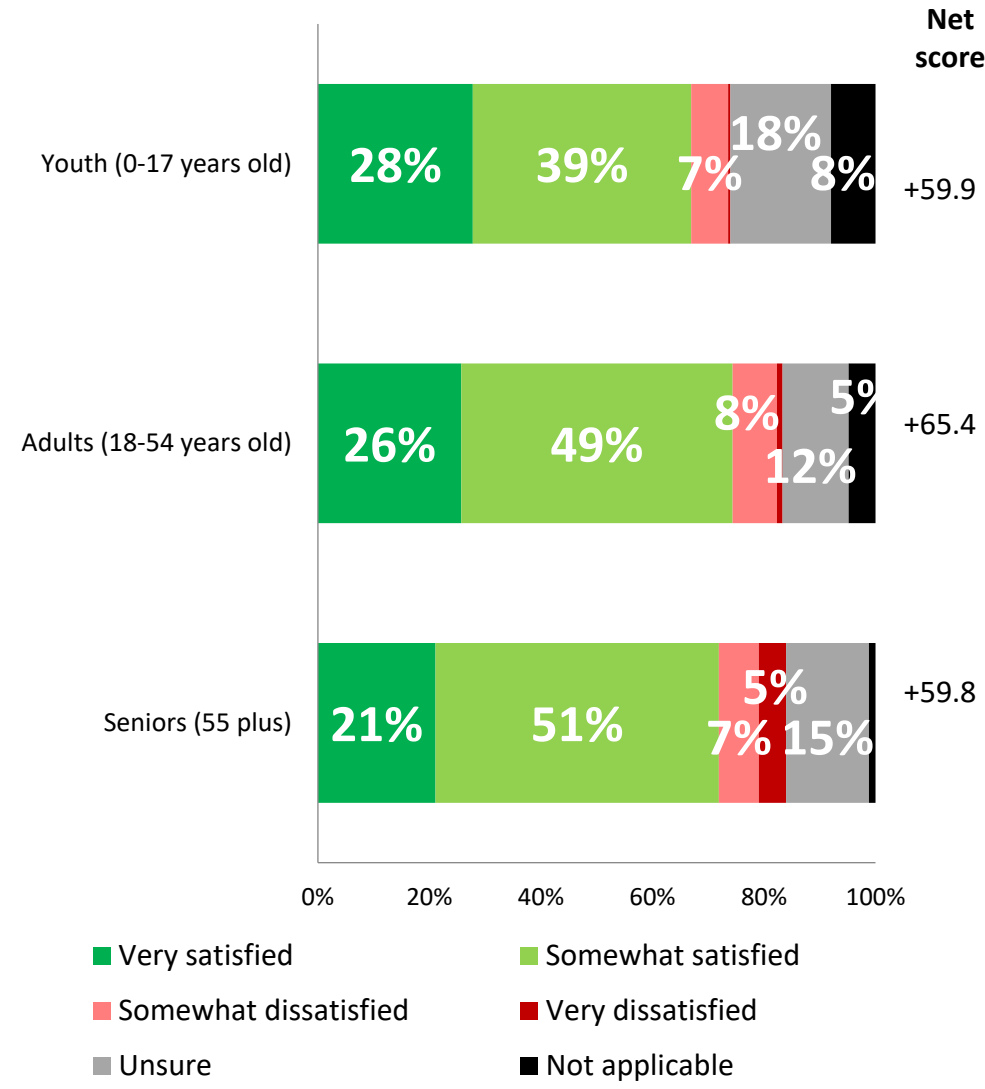
Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Q – 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...

Satisfaction with the diversity of services and amenities in the Town of Tecumseh

About **3 in 4** residents

are very or somewhat satisfied with the diversity of parks and recreation services and amenities in the Town of Tecumseh for adults and seniors, and over six in ten say the same for services and amenities for youth.



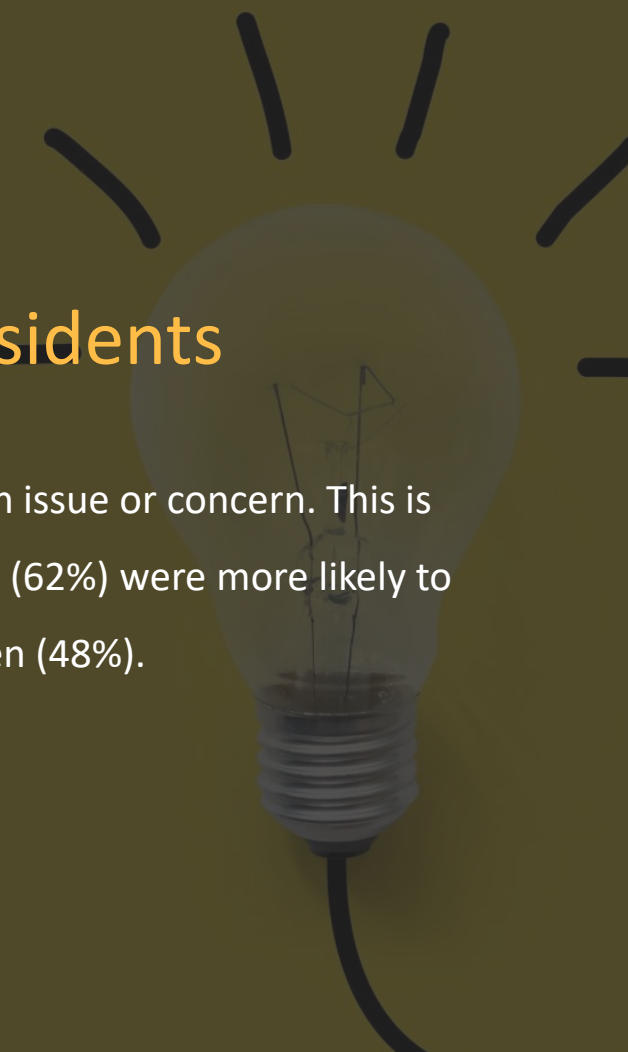
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the diversity of parks and recreation services and amenities in the Town of Tecumseh for the following age groups:

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

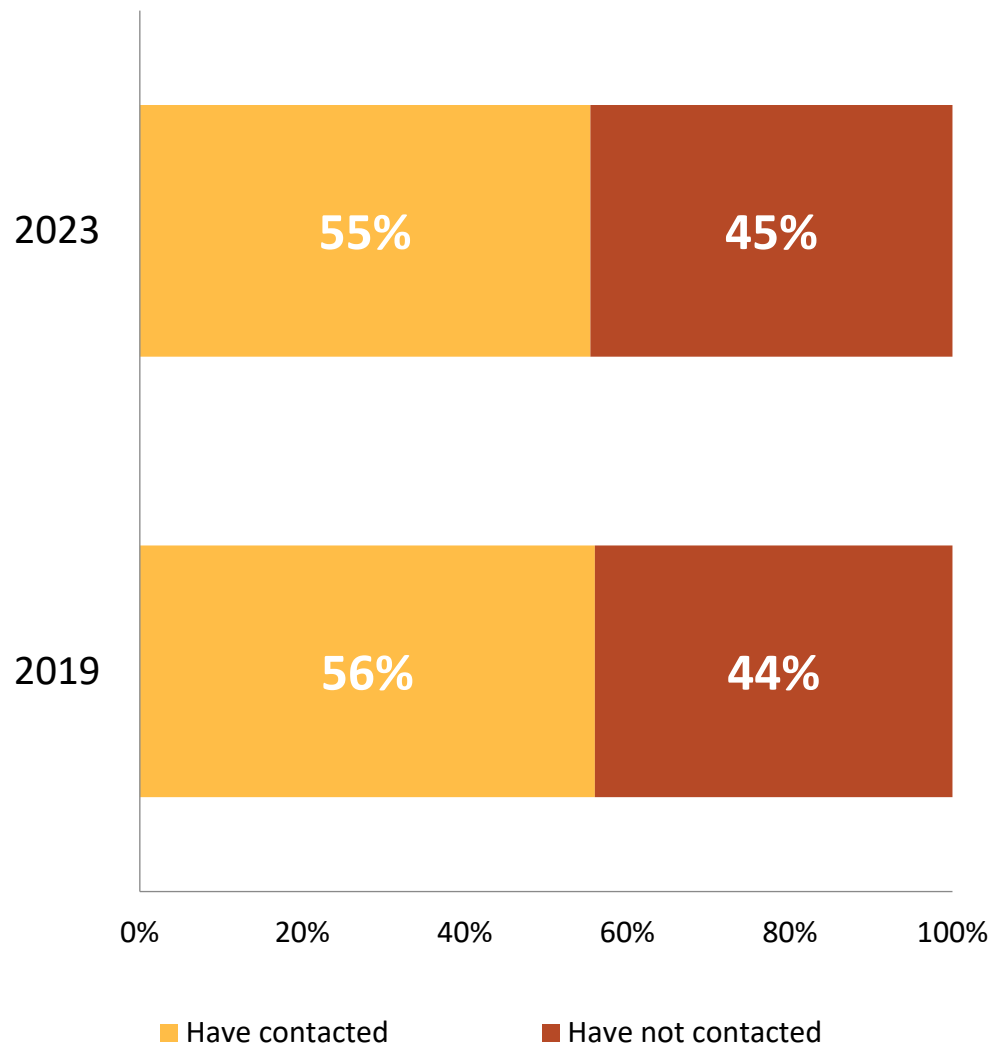
Communications

Contacting the town about an issue or concern



Over **1 in 2** residents

report having contacted the Town about an issue or concern. This is consistent with results from 2019. Women (62%) were more likely to report having contacted the Town than men (48%).



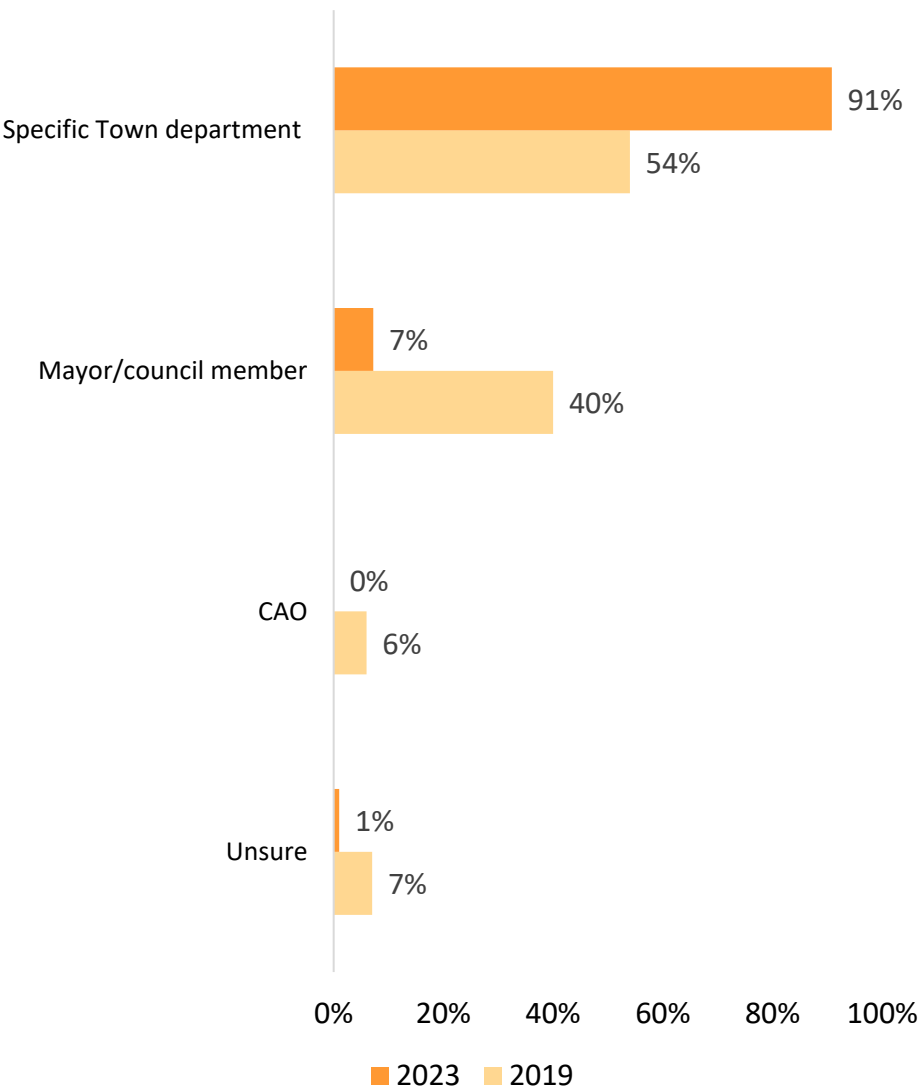
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Have you ever contacted or not ever contacted someone from the Town of Tecumseh about a specific issue or concern?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Department contacted

Residents who have contacted the Town are most likely to say they contacted specific Town departments such as public works (29%), parks and recreation (13%), Bylaw enforcement (10%) and building enforcement (10%).



*Weighted to the true population proportion.

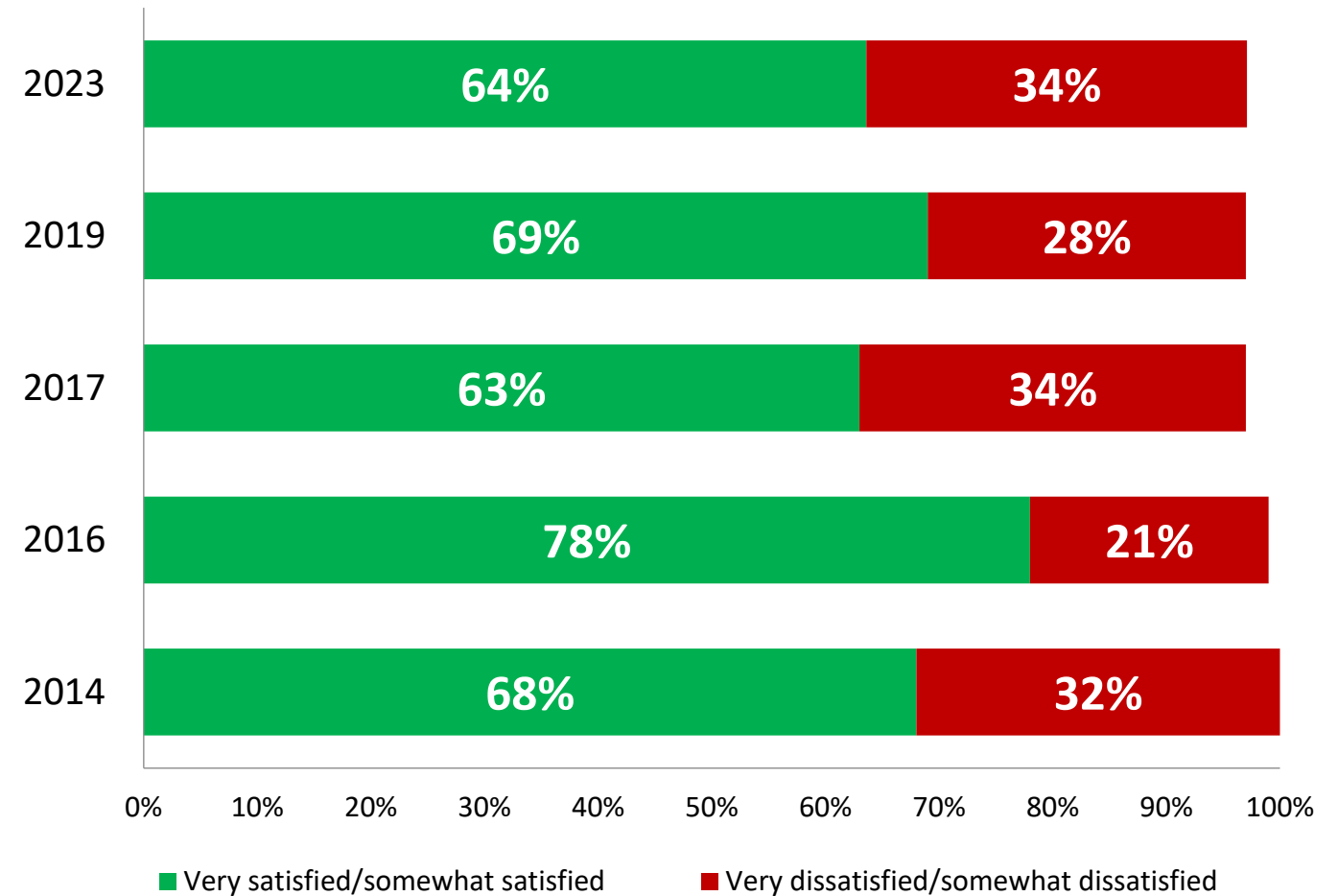
*Charts may not add up to 100 due to rounding.

Q – Which department did you contact? [OPEN]

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=194, accurate 7.0 percentage points plus or minus, 19 times out of 20.

Consistent with the past two waves of research, about two in three residents who report having contacted the Town about an issue or concern say they are very or somewhat satisfied with how it was dealt with.

Satisfaction with how concerns were dealt with

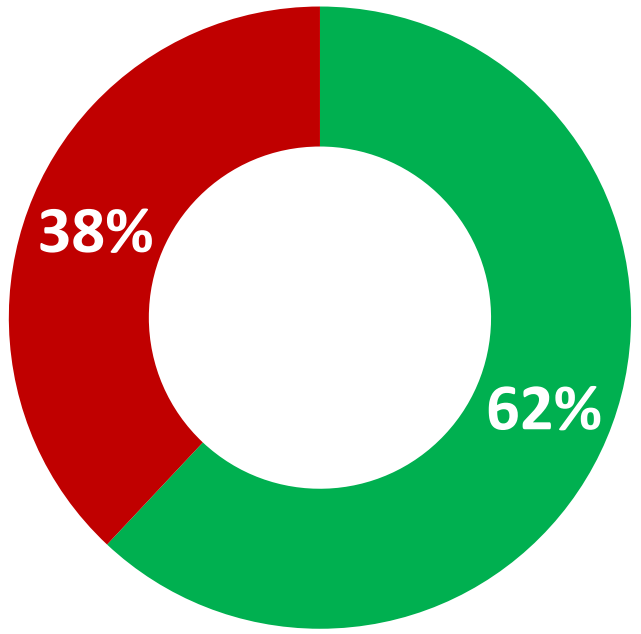


- *Weighted to the true population proportion.
- *Charts may not add up to 100 due to rounding.
- *The response option unsure is excluded from this chart.

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=220 residents who have contacted the Town, accurate 6.6 percentage points plus or minus, 19 times out of 20.

Q – 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? Overall, are you...

Visited the Town of Tecumseh's website



■ Have visited
 ■ Have not ever visited

6 in 10 residents

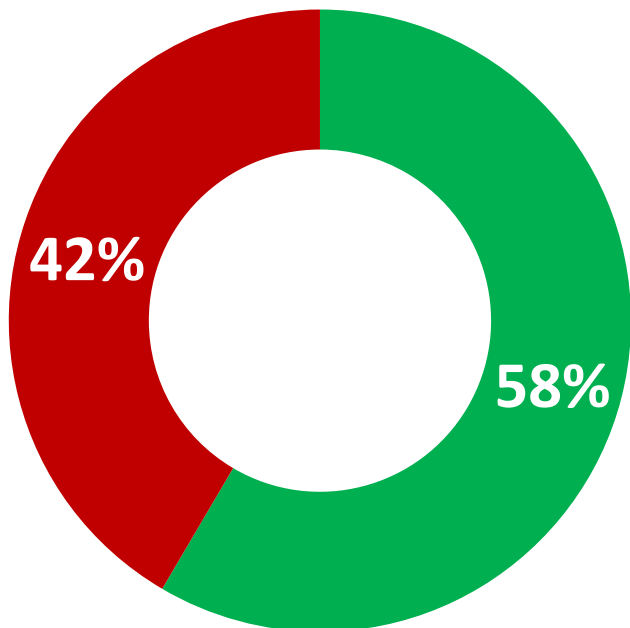
say they have visited the Town of Tecumseh's website and nearly all those who have visited it say they were able to find what they were looking for (95%, vs. five per cent who say they weren't able to find what they were looking for).

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Have you ever visited or not ever visited the Town of Tecumseh's website?
 Q – Were you able or not able to find what you were looking for?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Awareness of the Town's website showing the live Council meetings



■ Aware ■ Not aware

	Ward 1 (n=77)	Ward 2 (n=77)	Ward 3 (n=92)	Ward 4 (n=87)	Ward 5 (n=71)
Aware	63.0%	55.8%	67.6%	45.9%	52.8%
	Men (n=174)	Women (n=230)	18 to 34 (n=48)	35 to 54 (n=138)	55 plus (n=218)
	50.3%	65.9%	61.0%	63.2%	54.4%

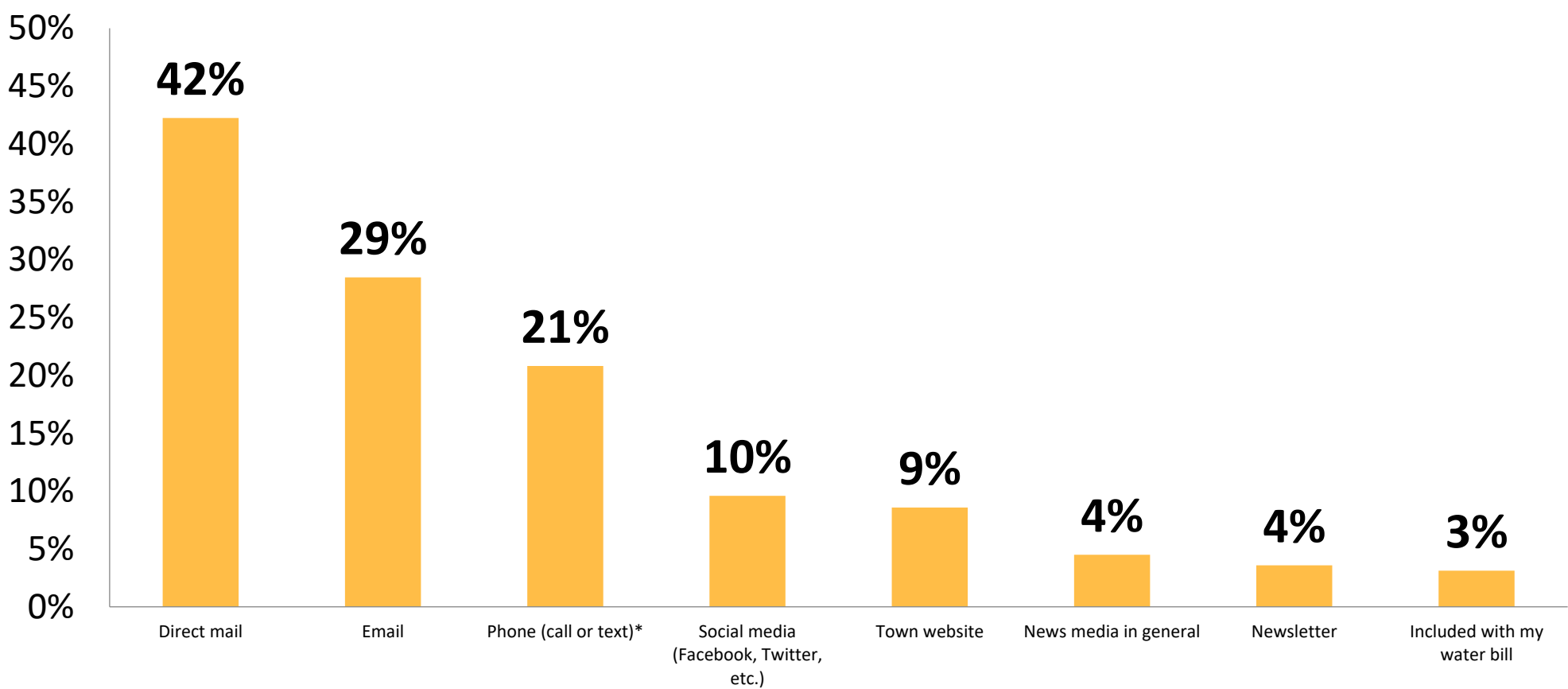
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Are you aware or not aware that you can watch Council meetings live online on the Town's website?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

The best way for the Town of Tecumseh to contact residents with important information

Q – What would be the best way or ways for the Town of Tecumseh to reach you with important information? [RANDOMIZE] (Select all that apply)



*Unprompted response.

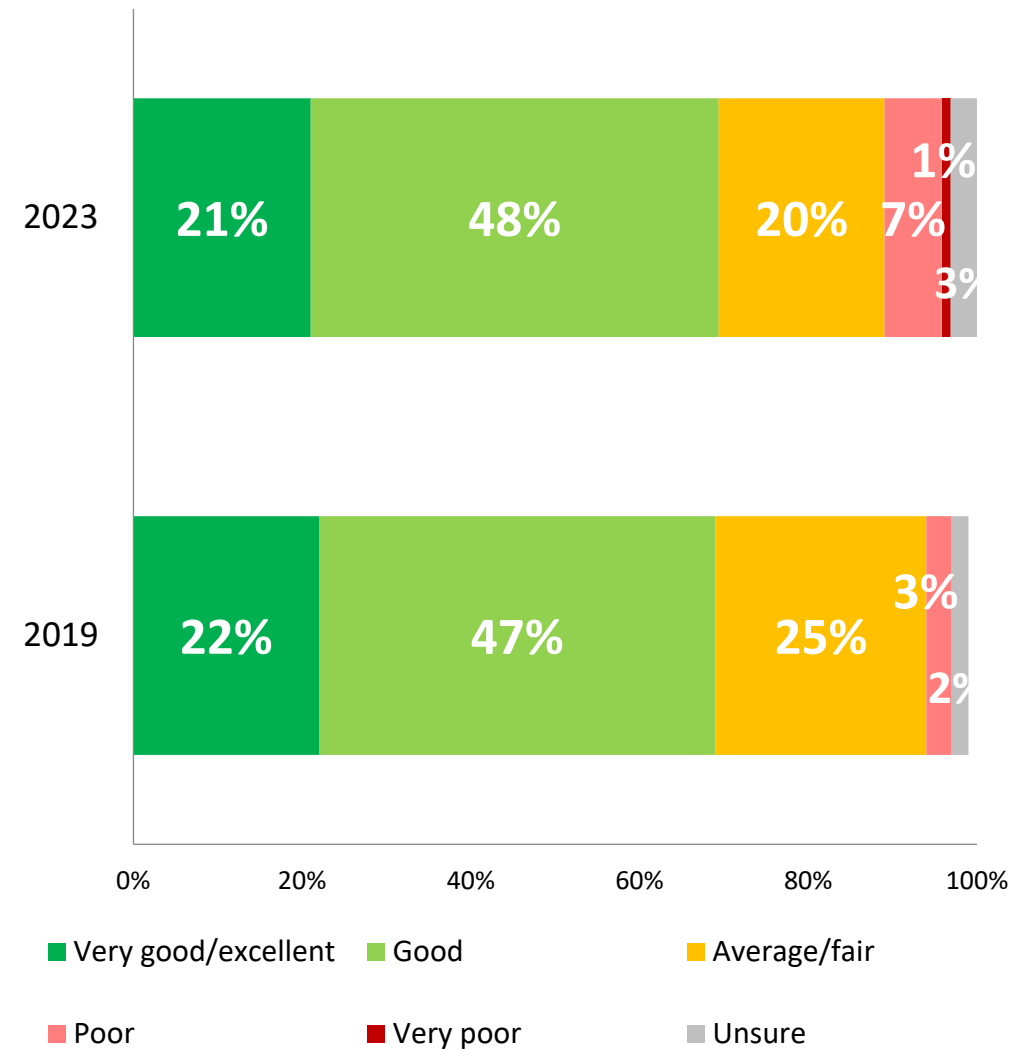
Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.



Rating the job of the Town of Tecumseh in informing citizens about important issues

2 in 3 residents

say the Town of Tecumseh does a very good or good job informing its citizens about important issues. This is consistent with results from 2019. Younger residents were less likely to say the Town is doing a very good job (six per cent for those 18-34) compared to 26% of those 35-54 and 24% of those 55 plus.



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Overall, would you say the Town of Tecumseh does a very good, good, average, poor or very poor job of informing citizens about important issues?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Issues and improvements



Most important issue of concern

Q – I would like to begin by having you tell me what you consider to be the most important issue of concern facing Tecumseh today.

[CAPTURE ONE MENTION ONLY][OPEN]

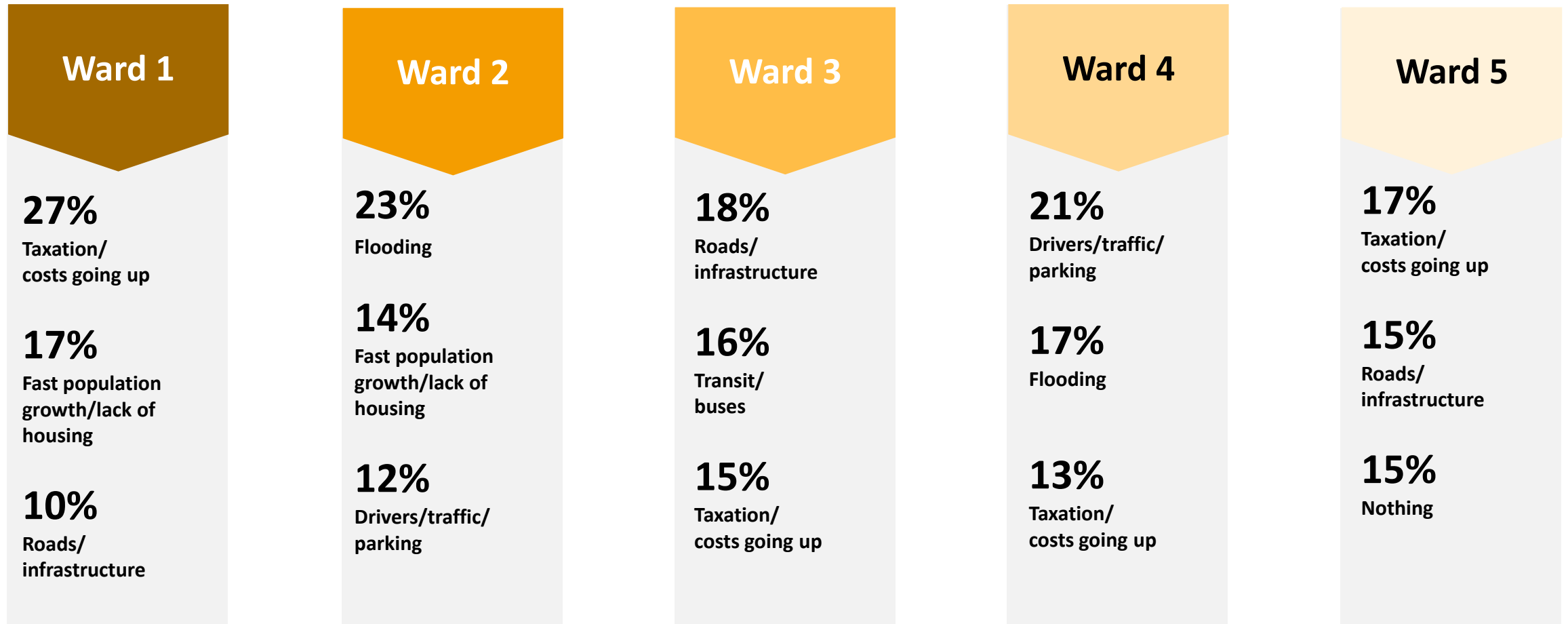
	Frequency (n=325)	
T O P R E S P O N S E S	Taxation/costs going up	16.8%
	Roads/infrastructure	12.9%
	Fast population growth/not enough housing	12.7%
	Flooding	11.6%
	Drivers/ traffic/ parking	10.7%
	Nothing	8.8%
	Crime	4.7%
	Public transportation/ buses	4.6%

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=325, accurate 5.4 percentage points plus or minus, 19 times out of 20.

Most important issue of concern - By Ward

Q

I would like to begin by having you tell me what you consider to be the most important issue of concern facing Tecumseh today. [CAPTURE ONE MENTION ONLY][OPEN]

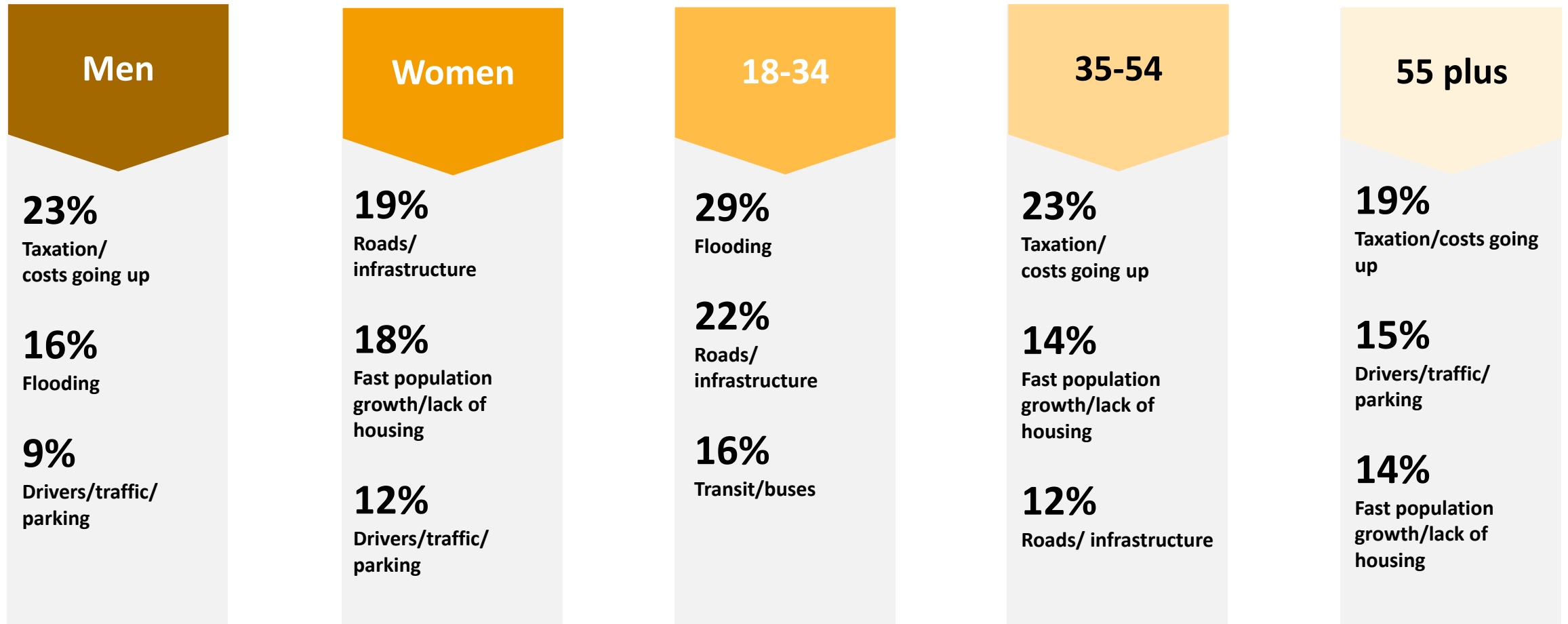


Source: Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=325, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Most important issue of concern - By gender and age

Q

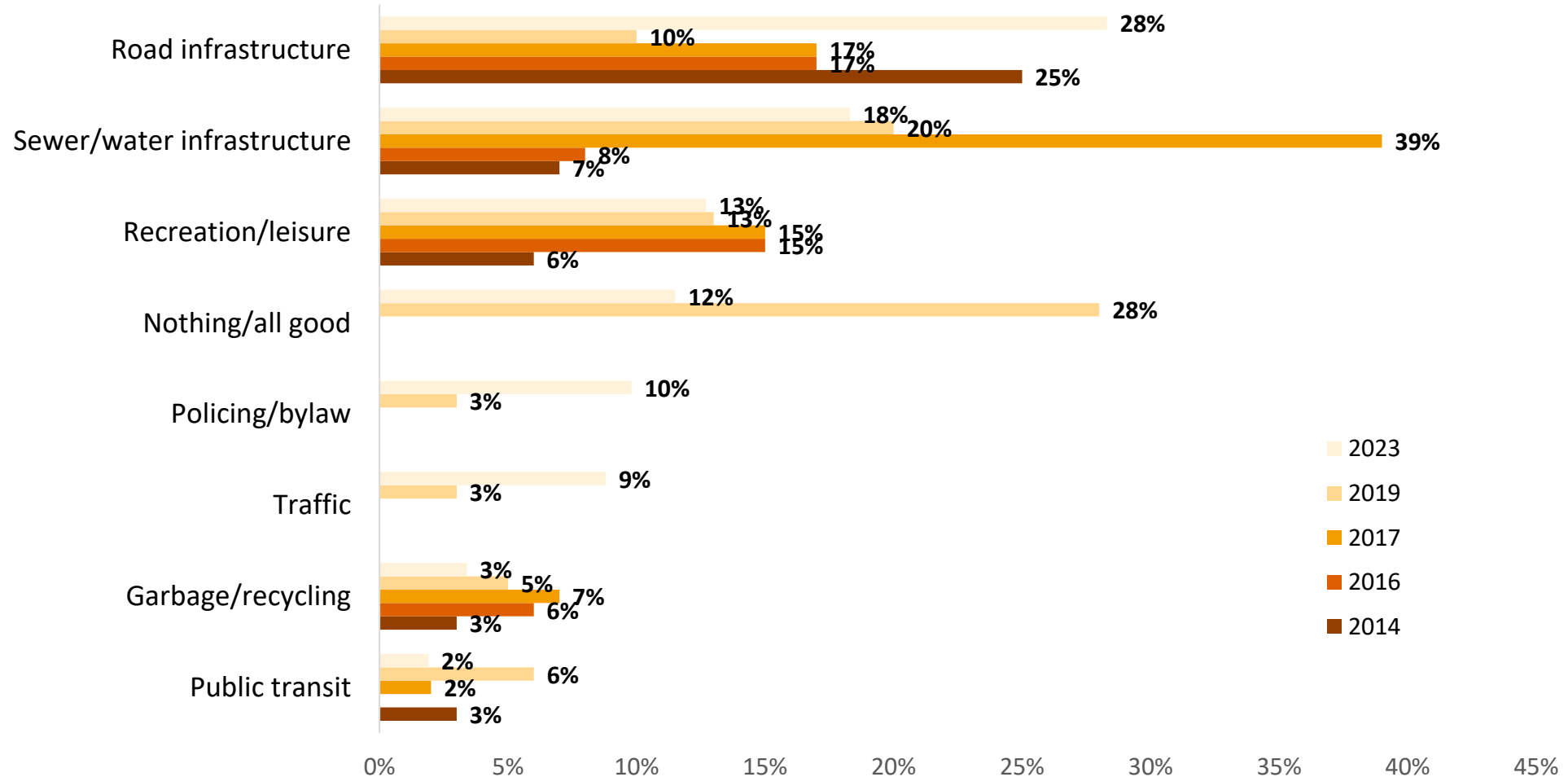
I would like to begin by having you tell me what you consider to be the most important issue of concern facing Tecumseh today. [CAPTURE ONE MENTION ONLY][OPEN]



Source: Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=325, accurate 4.9 percentage points plus or minus, 19 times out of 20.

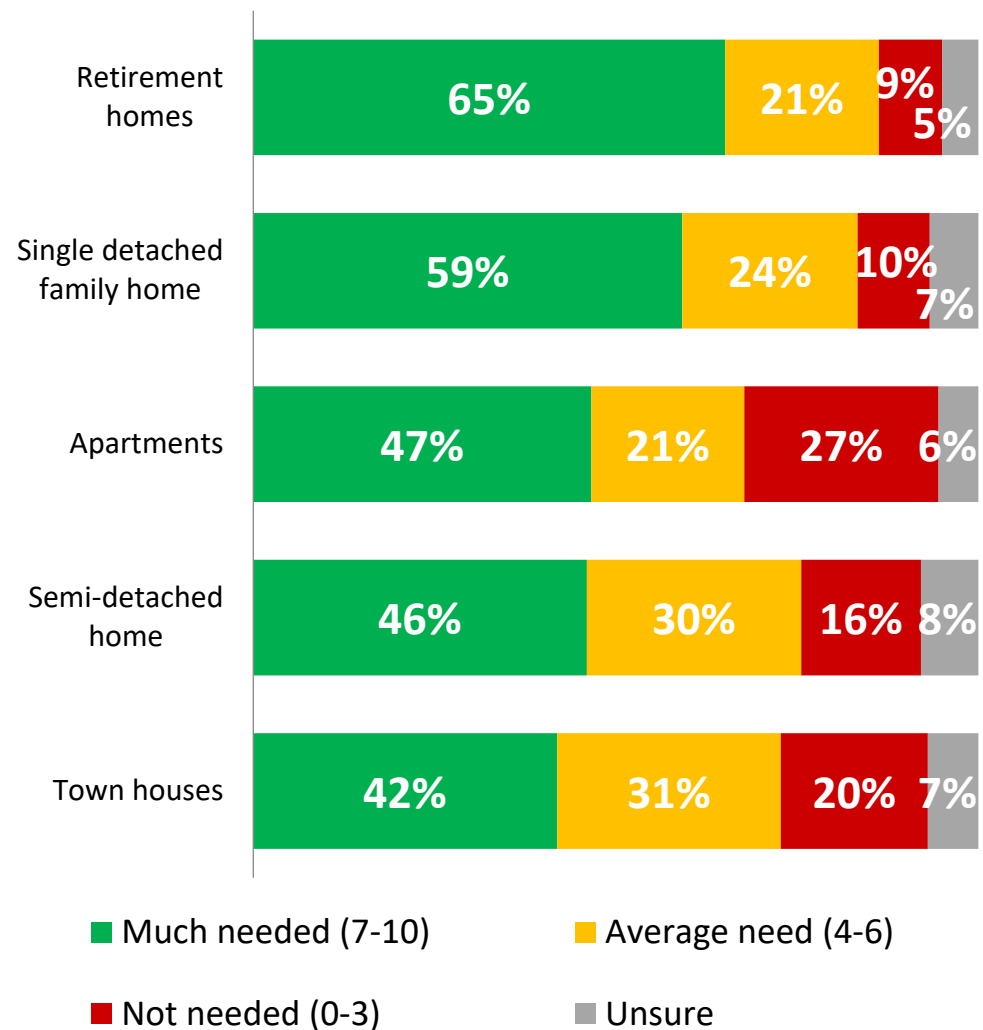
Improving the Town of Tecumseh – Top mentions

Q – What specific Town services would you say are most in need of improvement? [OPEN] [CAPTURE MULTIPLE MENTIONS]



Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=336, accurate 5.3 percentage points plus or minus, 19 times out of 20.

Type of housing needed in the Town of Tecumseh



Close to **2 in 3** residents

say the Town is very much in need of more retirement homes. This was followed by single detached family homes. While close to one in two say the Town needs more apartments, over one in four say the opposite, that the Town is not in need of more apartments.

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – On a scale of 0 to 10 where 0 is no need at all and 10 is very much needed, how much do you think the Town of Tecumseh is in need of more of the following types of housing?

Source: Nanos Research, RDD random telephone survey, February 22nd to March 19th, 2023, n=404, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Discussion

