

Town of Tecumseh

Citizen Satisfaction Survey Final Report



Prepared for
Town of Tecumseh
April 16th, 2014



RESEARCH INC.

...for what you need to know.

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APPENDICES

- Questionnaire
- Detailed Tabular Results

KEY FINDINGS

The following is an overview of the key findings to emerge from this telephone survey of 402 adults living in Tecumseh, Ontario:

Overall Citizen Impressions

- The condition of the Town's infrastructure and the level of taxation charged to residents (20% each) are the most important "top-of-mind" issues raised by Tecumseh residents.
- Overall, the vast majority of Tecumseh residents believe that they enjoy a superior standard of living (47% say the Town's quality of life is *excellent* and an additional 48% describe the quality of life in Tecumseh as being *good*).
- More than four-in-five citizens (84%) believe that the Town of Tecumseh is heading in the right direction. This is significantly higher than the proportion of citizens in other Canadian municipalities who say their community is heading in the right direction (56%).
- These findings suggest most Tecumseh residents are extremely happy with the overall direction of their community and feel that they are receiving a good return on the money they pay for civic services.

Municipal Service Assessment

- Three-quarters of Tecumseh residents believe that they obtain satisfactory value for the taxes they pay to the Town in exchange for municipal services (26% say they receive *excellent value* and an additional 49% feel they obtain *good value* for their taxes).
- Virtually all Tecumseh residents (97%) are pleased with the overall level of service they receive from the Town. This includes 58 percent who are *very satisfied* with Town services and an additional 39 percent who are *somewhat satisfied*.
- "Core" civic services, such as household drinking water, fire protection, waste management, snow clearing, road maintenance and drainage, are perceived to be the most important services in the eyes of residents. The vast majority of Tecumseh residents are satisfied with the Town's performance in delivering these essential services. However, citizens tend to be slightly less satisfied with the Town's ability to provide road maintenance and stormwater drainage than with civic performance with respect to fire protection, waste management, snow clearing and policing.
 - A quadrant analysis comparing citizens' assessment of the importance and satisfaction of Town services reveals that there is generally a great deal of contentment with the job the Town does when it comes to core municipal services. Other civic responsibilities, such as parks development/maintenance, recreation programming, libraries and festival/event programming, are considered by citizens to be "nice to have" services rather than to essential civic amenities.
 - These findings suggest that even though citizens have identified two areas for the Town of Tecumseh to improve (road maintenance and stormwater drainage), generally speaking citizens are extremely happy with the services provided by the Town, as satisfaction levels with nearly all civic services are much higher in Tecumseh than in other Canadian communities.

- The most important service improvement that was raised by citizens is to make improvements to the Town's core infrastructure, including streets/roads and underground water infrastructure (32%).
- The event that is perceived by the greatest proportion of Tecumseh residents as being the most important to the community is the Corn Festival (76%), followed by the Christmas in Tecumseh/Santa Claus Parade (59%) and the BIA Art of Eating Festival (48%).

Communications Issues

- Slightly more than two-in-five citizens (43%) have contacted the Town in order to resolve a specific complaint. Tecumseh residents are most likely to deal directly with a member of Town Council to resolve an issue. Overall, two-thirds of citizens (68%) have been satisfied with the manner in which a Town official/department has dealt with their problem. This level of satisfaction with the Town's performance in addressing these issues is roughly in line with that found in other Canadian municipalities.
- Citizens are most likely to want to receive information from the Town via direct mail (38%), followed by email and telephone (19% each).
- The majority of adults living in Tecumseh (59%) have visited the Town's website, with citizens most likely to seek out information regarding parks and recreation programs as well as notices about festivals and events. The majority of those surveyed were satisfied with the information provided on the Town website (86%, including 30% who were *very satisfied*).
- Only about one-third of Tecumseh adults (33%) indicated that they would be interested in watching live streaming video of council meetings on the Town's website.

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1.0 RESEARCH BACKGROUND AND METHODOLOGY

Probe Research was commissioned by the Town of Tecumseh to conduct a telephone survey of adult residents of the Town. This survey is intended to measure citizens' satisfaction with civic services, as well as pinpoint attitudes regarding other Town initiatives.

This report represents the findings of a survey conducted by telephone between and March 18th and March 24th, 2014 among a random and representative sampling of 402 adults aged 18 years and over. With a sample of 402, one can say with 95 percent 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.

The survey was designed by Probe Research Inc. in close consultation with representatives of the Town of Tecumseh. Some of the results in this report which compare citizens' satisfaction with municipal services to national norms are taken from other Probe Research studies, including *A Clear Perspective VI*, Probe Research's biennial syndicated study of 2,000 Canadian adults regarding water-related issues; *Everything is Local*, which is a comprehensive survey of 1,500 Manitoba adults regarding municipal issues; and surveys conducted on behalf of other municipalities. Where possible, results from this survey of Tecumseh adults are compared to the aggregated results from these other studies to allow for comparisons and benchmarking.

The results were collected using state-of-the-art Computer Assisted Telephone Interviewing (CATI) software and the data analysis was conducted in-house with SPSS and other packaged software.

A profile of the respondents who participated in this survey is presented on the following page.

2.0 PROFILE OF RESPONDENTS

PROFILE OF RESPONDENTS				
		WARD		
	Total (n=402)	Ward 1 (n=224)	Ward 2 (n=65)*	Wards 3 and 4 (n=113)
	(%)			
Gender				
Men	48	48	48	48
Women	52	52	52	52
Age				
18-34 years	23	23	23	23
35-54 years	38	39	38	39
55+ years	38	38	39	39
Income				
<\$40K	17	17	23	14
\$40K-\$99K	43	43	42	43
\$100K+	40	40	35	42
Education				
High school or less	22	17	23	28
Some post-secondary	17	18	15	17
University or college graduate	61	64	62	55
Ward				
1	56	100	-	-
2	16	-	100	-
3 and 4	28	-	-	100
Dwelling Type				
Single-family detached	87	86	79	94
Duplex/Townhouse	5	6	4	4
Apartment/Condominium	7	8	16	2
<i>*Caution: Small Base DK/NS Removed</i>				

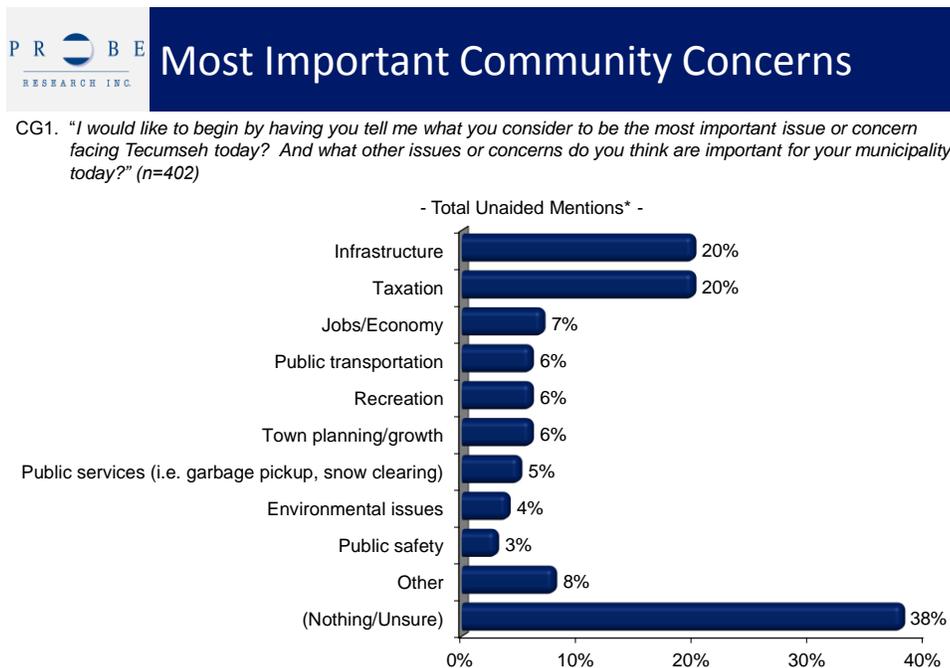
3.0 RESEARCH RESULTS

The following section provides the detailed findings from this survey of Tecumseh residents, including an overview of the total results as well as statistically significant variations across demographic sub-groups.

3.1 Overall Citizen Impressions

3.1.1 Tecumseh Public Issues Agenda

Citizens were asked to identify which public concerns they feel are the “most important” issues facing the Town of Tecumseh. As the graph below illustrates, the top two issues identified by Tecumseh residents included taxation and infrastructure (20% each). Fewer than one-in-ten residents cited a number of other public concerns, including *jobs and the economy* (7%), *public transportation*, *town planning/growth* and *recreation* (6% each). Other mentions included the state of *general public services*, such as garbage removal and snow clearing (5%), *education and environmental issues* (4% each), *Lakewood Golf Course*, *traffic and public safety services* i.e. fire and police (3% each). Nearly four-in-ten residents could not identify any top-of-mind public concern (38%).



Base: Tecumseh adults aged 18+

*Multiple mentions were accepted: totals may exceed 100%

Notable variations among the surveyed sub-populations included:

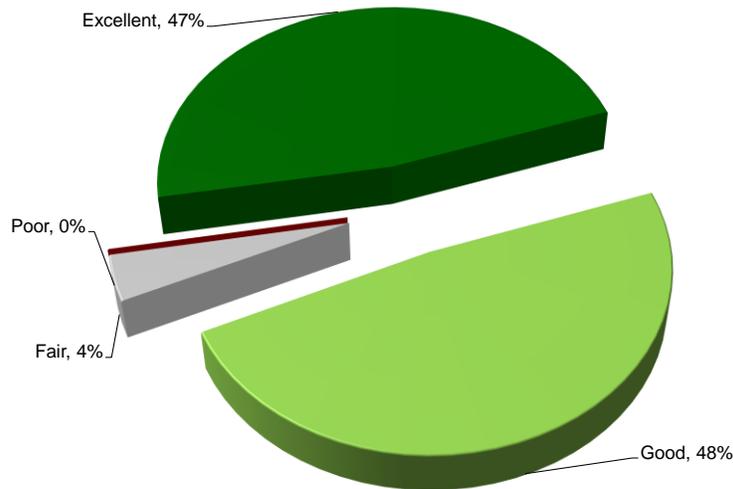
- Residents of Wards 3 and 4 are slightly more likely to raise infrastructure as a significant public issue (27%, versus 17% among those living in Ward 1).
- Men are more likely than women to be concerned about levels of taxation in the community (25%, versus 16% respectively).
- Younger adults aged 18-34 years are less likely to be concerned than their older counterparts about taxation (13%, compared to 22% among those aged 35-54 years and 21% among those aged 55 years and over).

3.1.2 Perceptions of Tecumseh's Quality of Life

Tecumseh residents were asked to provide an assessment of the overall quality of life in the Town today. Overall, the vast majority of citizens feel that their standard of living in the community is very high, as nearly one-half (47%) said Tecumseh's quality-of-life is *excellent* and an additional 48 percent rated the Town's quality-of-life as *good*. Four percent said the quality-of-life in Tecumseh is merely *fair*, while less than one percent rated it as *poor*.



2. "How would you rate the overall quality of life in Tecumseh today? Would you say it is ..." (n=402)



Base: Tecumseh adults aged 18+

Notable variations included:

- The tendency to rate the quality of life in Tecumseh as *excellent* is positively correlated to citizens' level of education and household income.
 - For instance, fewer than one-in-three citizens with a high school diploma or less rated their quality-of-life as *excellent* (29%, versus 66% among those with a partial post-secondary education and 49% among university/college graduates).
 - Similarly, slightly fewer than four-in-ten among those with lower household incomes rated their quality-of-life as being *excellent* (37% among those earning less than \$40,000/year, compared to 55% among those earning \$40,000-\$99,999/year and 48% among those earning more than \$100,000/year).
- Citizens who believe they receive excellent value for their tax dollars are among those who are more likely to indicate that they enjoy an *excellent* quality-of-life in Tecumseh (71%, versus 44% among those who believe they receive *good* value for their taxes and 28% among those who feel they obtain fair or poor value for their tax dollars).

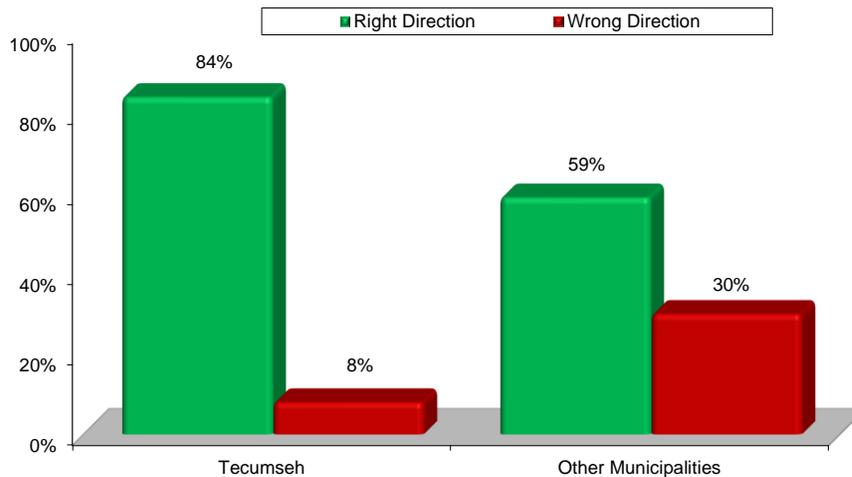
3.1.3 Views Regarding the Direction of the Town

Citizens were asked if they feel Tecumseh is headed in either the “right direction,” or the “wrong direction.” More than four-in-five adults (84%) indicated that the Town is headed in the right direction, compared to just eight percent who feel Tecumseh is going down the wrong path. (An additional eight percent of those surveyed said the town is going in neither the wrong nor right direction, or were unsure/did not respond).

The following graph compares the proportion of Tecumseh residents who believe their municipality is headed in the right direction against the proportion of citizens of other Canadian municipalities who believe their community is going on the proper course. As it shows, a significantly higher proportion of Tecumseh adults are happy with the current direction of their community (84%, versus 59% among other municipalities).



3. “Overall, would you say things in Tecumseh are going in the right direction, or the wrong direction?” (n=402)



Base: Tecumseh adults aged 18+

Notable variations included:

- Those who are *very satisfied* with Town services (91%, versus 76% among those somewhat satisfied with municipal services) and those who feel they receive *excellent value* for their tax dollars (91%, versus 74% among those who do not believe they receive good value for what they pay in taxes) are among those most likely to believe the Town is headed in the right direction.

3.2 Municipal Service Assessment

The following section reveals citizens' views on the relative importance of, and their overall satisfaction with, civic services provided within the Town of Tecumseh. It also provides an assessment of the relative value that citizens feel they receive for their tax dollars, as well as views regarding potential improvements to public services. An examination of the ascribed importance of festivals and events sponsored by the Town is also included in this chapter.

3.2.1 Perceived Value For Tax Dollars

Tecumseh residents were asked to provide an indication of the amount of value they feel they receive for the tax dollars they provide to their municipal government each year.

One-quarter of those surveyed (26%) said they receive *excellent* value for their tax dollars from the Town, with an additional one-half of citizens (49%) offering the view that they obtain *good* value for their municipal taxes. One-in-five citizens (21%) believe they only receive *fair* value for their local taxes, while just three percent of those surveyed indicated that they receive *poor* value from the Town of Tecumseh when it comes to municipal taxation and spending.



8. "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...?" (n=402)

Base: Tecumseh adults aged 18+

Notable variations include:

- Those who are very satisfied with the services they receive from the Town were also more likely to believe that they receive *excellent* value for their tax dollars (38%, versus 10% among those who are just somewhat satisfied with Town services).

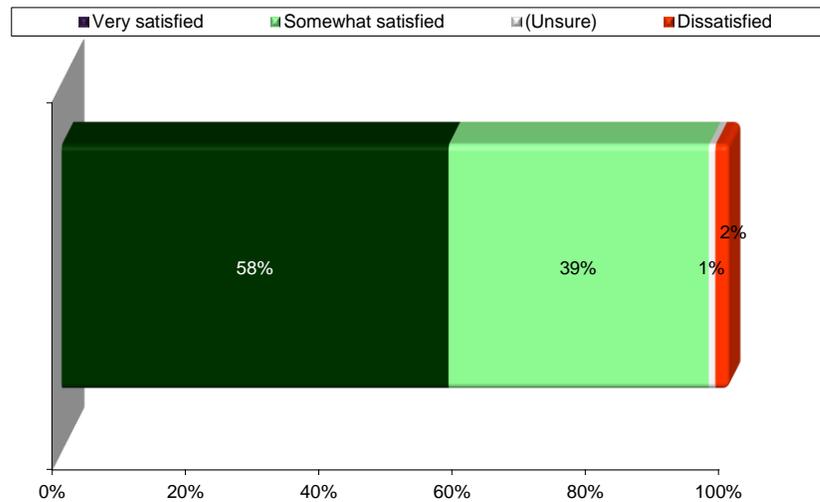
3.2.2 Overall Satisfaction With Town Services

Satisfaction with all of the services provided by the Town of Tecumseh is generally quite high. As the following graph shows, nearly six-in-ten (58%) are *very satisfied* with civic services in Tecumseh, with an additional four-in-ten respondents (39%) *somewhat satisfied* with Town services. Just two percent of those surveyed were *dissatisfied*, while one percent were *unsure* or did not respond.



Overall Satisfaction With Town Services

5. "Overall, how satisfied are you with the services provided to you by the Town of Tecumseh? Would you say you are...?" (n=402)



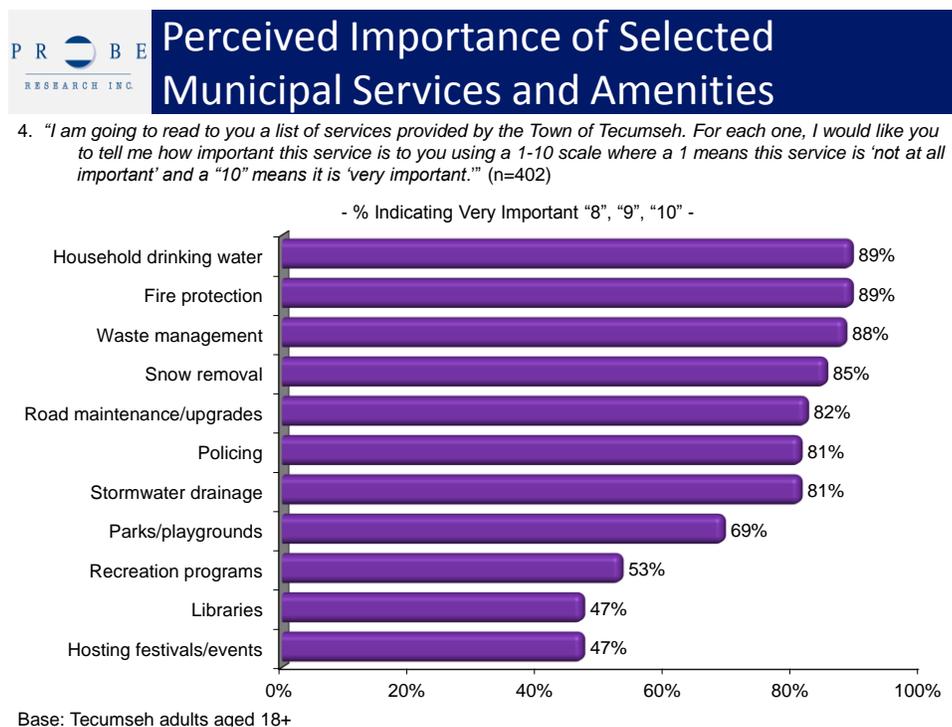
Base: Tecumseh adults aged 18+

- Women were slightly more likely to be *very satisfied* with the level of services provided by the Town (63%, versus 52% among men).
- Younger adults were slightly less likely than their older counterparts to express high levels of satisfaction with Town services (47% *very satisfied*, versus 65% among those aged 35-54 years and 60% among those aged 55 years and over).
- Those with lower levels of formal education were also slightly less likely to state that they are *very satisfied* with Town services (46% among those with a high school diploma or less, compared to 63% among university and college graduates).
- Those who believe they obtain *excellent* value for their local tax dollars (85%) and those who feel they enjoy an excellent quality-of-life in the community (79%) were also more likely to be very satisfied with the services offered by the Town of Tecumseh.

3.2.3 Relative Importance of Specific Town Services

Respondents were asked to provide an assessment of the relative importance of a number of civic services provided in Tecumseh. This was done using a 1-10 scale where a 1 meant the service is “not at all important” to them personally and a 10 means the services is “very important.” (It is also important to point out that not all of these services are provided directly by the Town of Tecumseh, but are instead provided by - or through partnerships with - other levels of government).

Household drinking water and *fire protection* are the most important services in the eyes of Tecumseh residents (89% each indicated these are important by providing a score between 8 and 10 out of 10). A slightly smaller proportion of respondents indicated that *waste management* (88%) and *snow removal* (85%) are essential services, with approximately four-in-five citizens placing a premium on road maintenance and upgrades (82%), *policing* and *stormwater drainage* (81% each). Seven-in-ten respondents (69%) indicated that parks, playgrounds and greenspace are very important to them, while about one-half (53%) emphasized the importance of *recreation programs* provided by the Town. Slightly fewer than one-half of Tecumseh residents feel that *libraries* and *festivals/events* are important Town attributes (47% each).



Notable variations include:

- Women were more likely than men to indicate that policing is important to them (87%, versus 76% respectively).
- Women were also more likely than men to believe that stormwater drainage is an important public service (88%, versus 74% respectively).
- Those who believe they enjoy an excellent quality-of-life were among those more likely to value the importance of parks, playgrounds and greenspace (78%, versus among 60% those who believe they only enjoy a good quality-of-life in Tecumseh).
- Younger adults were slightly more likely to place an emphasis on *recreation programming* (62% among those aged 18-34 years feel that this is important, compared to 47% among those aged 55 years and over).

- Women were also more likely to state that libraries are an important public service (55%, versus 38% among men).
- Those with relatively high household incomes were less likely to believe that libraries are an important public service (38% among those earning more than \$100,000/year, versus 52% among those earning \$40,000-\$99,999/year and 51% among those earning less than \$40,000/year).
- Wealthier Tecumseh residents were also less likely to state that hosting festivals and events is of importance (38% among those earning more than \$100,000/year, compared to 58% among those earning \$40,000-\$99,999/year).

3.2.4 Satisfaction With Specific Town Services

Tecumseh residents were also asked to provide an indication of how satisfied they are with these important civic services. This was done using a 1-10 scale where a 1 meant they are “not at all satisfied” with how this service is being delivered and a 10 meant they are “very satisfied.”

Tecumseh citizens are most likely to be happy with the Town’s waste management services (88% *satisfied*, as expressed by a score of 8, 9 or 10 on the 10-point scale), with slightly fewer residents expressing satisfaction with the delivery of *fire protection*, *snow removal* (82% each) and *policing* (80%). More than three-quarters of those surveyed (77%) are satisfied with the Town’s provision of *household drinking water*, with slightly fewer than seven-in-ten (69%) happy with the condition of local *parks and playgrounds* and slightly smaller numbers praising the Town’s efforts with respect to *stormwater drainage* (65%) and *hosting festivals/events* (61%). Nearly six-in-ten Tecumseh residents are satisfied with *road maintenance and upgrades* in the Town (57%), while about one-half of those surveyed are satisfied with *recreation programs* (51%) and local *libraries* (50%).



Notable variations include:

- Older adults aged 55 years and over (62%, versus 41% among those aged 35-54 years and 43% among those aged 18-34 years) and apartment/condominium dwellers (70%, versus 47% among those living in single-family homes) were more likely to be satisfied with the condition of local libraries.
- Older adults aged 55 years and over were also more likely to be satisfied with the Town's provision of stormwater drainage (74%, versus 56% among those aged 35-54 years and 62% among those aged 18-34 years).
- Those with higher household incomes tended to be less likely to be satisfied with the Town's stormwater drainage services (62% among those earning more than \$100,000/year, versus 82% among those earning less than \$40,000 annually).
- Middle-income earners were more likely to be satisfied with the Town's efforts at hosting festivals and events (76% among those earning \$40,000-\$99,999/year, versus 59% among those earning more than \$100,000/year and 57% among those earning less than \$40,000/year).

Those who are generally very satisfied with the Town's services – as well as those who feel they receive excellent value for their tax dollars - also tend to be more likely to be satisfied with individual services provided in Tecumseh. The following table illustrates these differences among these categories of citizens:

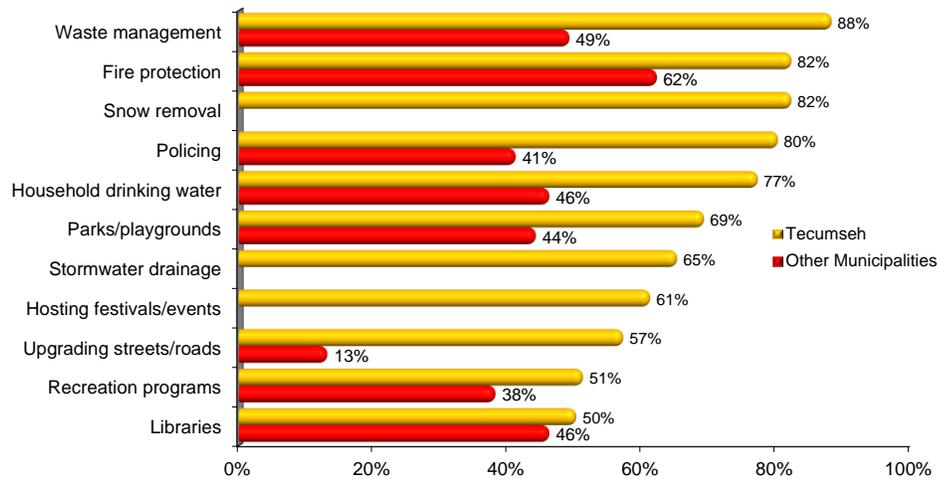
SERVICE	SATISFACTION WITH TOWN SERVICES		VALUE FOR TAX DOLLARS		
	Very satisfied (%)	Somewhat satisfied (%)	Excellent (%)	Good (%)	Fair/Poor (%)
Waste management	94	80	95	92	73
Fire protection	90	73	89	81	77
Snow removal	89	74	94	85	64
Policing	86	71	89	79	71
Household drinking water	85	67	93	78	59
Parks/playgrounds	79	55	79	72	50
Stormwater drainage	78	47	85	63	48
Hosting festivals/events	69	51	71	62	50
Road maintenance	67	42	73	56	43
Recreation programs	55	47	63	52	37
Libraries	54	41	58	50	39

The following graph compares the overall satisfaction with services among Tecumseh residents to the level of satisfaction expressed by other Canadians with the services provided by their local government. It is very apparent that for many of these service dimensions, Tecumseh residents are significantly happier than other Canadians with the services provided by their Town government. This is particularly the case with respect to the following services:

- Waste management (88% satisfied in Tecumseh, 49% in other municipalities)
- Fire protection (82% in Tecumseh, versus 62% elsewhere)
- Policing (80%, versus 41% elsewhere)
- Household drinking water (77%, versus 46%)
- Parks and playgrounds (69%, versus 44%)
- Upgrading and maintaining streets and roads (57%, versus 13%)
- Recreation programs (51%, versus 38%)

PERBE RESEARCH INC. Perceived Satisfaction With Municipal Services – Tecumseh vs. Other Municipalities

6. "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 satisfied you are with this service using a 1-10 scale where a 1 means you are 'not at all satisfied' with this service and a 10 means you are 'very satisfied.'" (n=402)
 - % Indicating Very Satisfied "8", "9", "10" -



Base: Tecumseh adults aged 18+

3.2.5 Quadrant Analysis – Importance vs. Satisfaction

The chart on the following page depicts the simultaneous high importance/performance ratings of 11 selected Tecumseh service dimensions. Overall, citizens offered an average importance rating of 74 percent for these 11 municipal attributes, and a 69 percent average “performance” rating for these same factors.

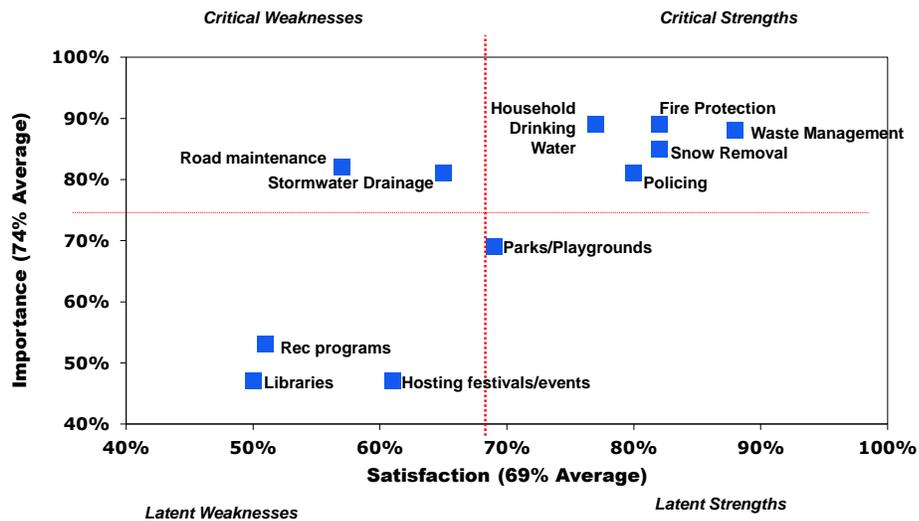
Summary: A graphic analysis of both importance and satisfaction of Tecumseh functions provides a vivid portrait of service deficits and opportunities. The vertical axis of the quadrant chart depicts how important the issue is for citizens. Thus, the higher up the function appears on the vertical axis of the chart, the greater the perceived importance. The horizontal axis reveals perceived citizen satisfaction on these same attributes. The further to the right on the chart, the higher the level of perceived performance. Observed in its entirety, quadrant analysis provides a visual depiction of areas of strategic opportunity and weakness for the Town of Tecumseh.

The four quadrants represent:

- **Critical Strengths** – These are characteristics that are seen to be relatively important and with which citizens are relatively satisfied (top right section). These represent services that the Town of Tecumseh should strive to maintain high levels of satisfaction. Items in this quadrant are highly desirable and are signs of organizational strength.

It is important to note that nearly one-half (5 out of 11) attributes can be found in this quadrant. These include *waste management*, *snow removal* and *fire protection*. *Policing* is a slightly less important attribute that a higher-than-average proportion of citizens are nonetheless satisfied with, while *household drinking water* is perceived as a critical strength yet citizens are slightly less satisfied with this than they are with other services.

Tecumseh Quadrant Analysis



- **Critical Weaknesses** – These are issues that are very important to citizens, but with which they are relatively less satisfied (top left section). These represent areas of opportunity for the Town of Tecumseh to enhance citizen satisfaction and items which the Town may want to prioritize. These services include *road maintenance/upgrading* and *stormwater drainage*.
- **Latent Strengths** – These are areas where members are satisfied with the Town’s performance, yet they are not seen as being as important as other functions (bottom right). The lone item that falls into this quadrant is *parks, playgrounds and greenspaces*.

- **Latent Weaknesses** – These are services that are not regarded as particularly important, and ones with which the Town (or its service delivery partners) are seen to be performing relatively poorly (bottom left). Service aspects in this quadrant include *hosting festivals and events, recreation programs and libraries*.

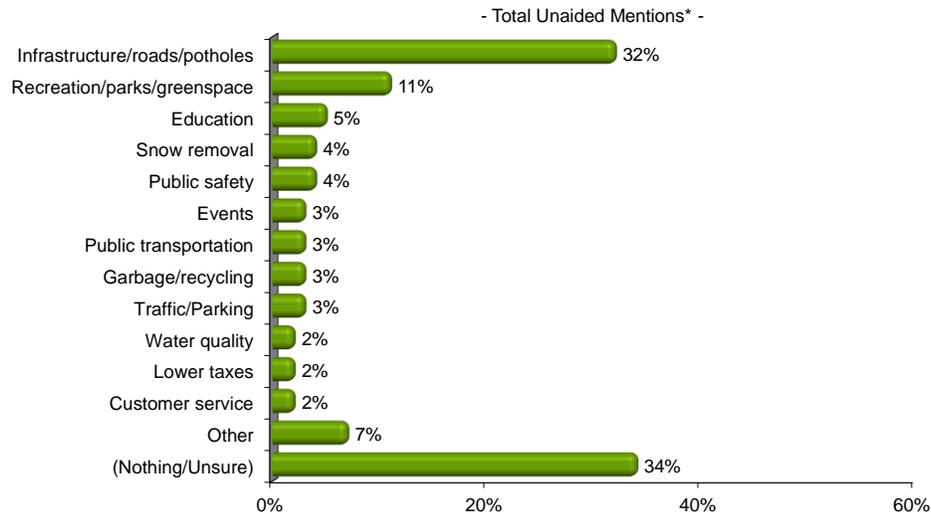
3.2.6 Recommended Service Improvements

When asked to identify which specific Town services are most in need of improvement, respondents were most likely to identify infrastructure improvements, such as repairs to roads and water infrastructure (32%). One-in-ten Tecumseh residents (11%) mentioned improvements to parks and recreation programs and services, while smaller numbers mentioned that they wish to see improvements to *education* (5%), *snow removal* and *emergency services* (4% each). Other mentions included *events*, *waste management*, *public transportation* and *traffic/parking* (3% each). More than one-third of respondents (34%), meanwhile, were unable or unwilling to suggest an area where municipal services could be improved.



Top-of-Mind Municipal Service Improvements

7. "What specific Town services would you say are most in need of improvement? Any others?" (n=402)



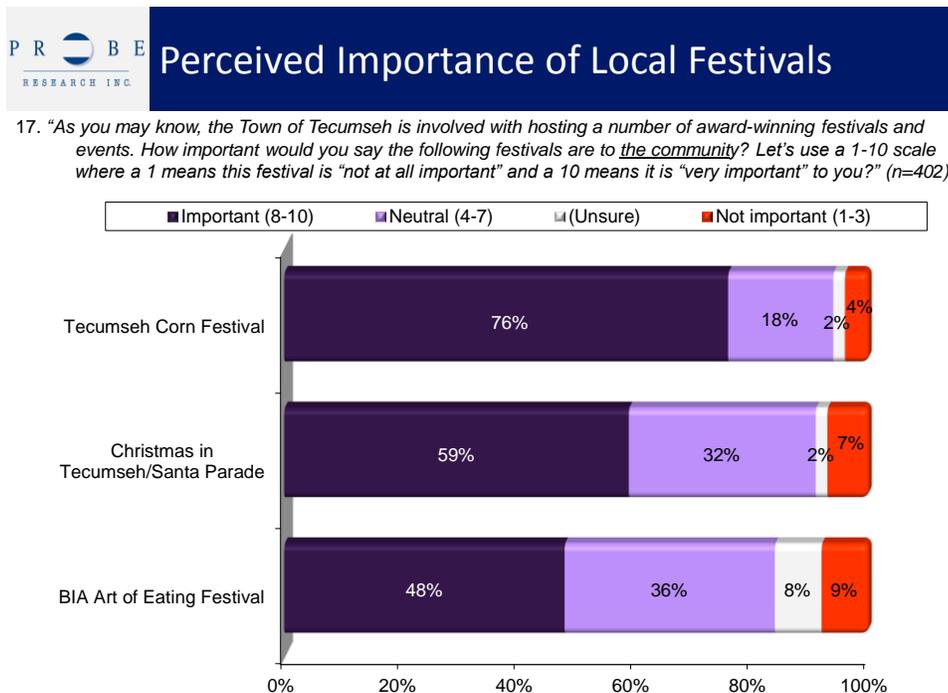
Multiple mentions were accepted, thus totals may exceed 100%
 Base: Tecumseh adults aged 18+

- Older and middle aged adults were more likely to indicate that infrastructure improvements should be a municipal priority (37% among those aged 35-54 years and 36% among those aged 55 years and over, versus just 17% among those aged 18-34 years).

3.2.7 Perceived Importance of Town Festivals/Events

Tecumseh residents were asked to rate the relative importance of three local festival and events to the community: the Tecumseh Corn Festival, Christmas in Tecumseh/Santa Claus Parade and the Tecumseh BIA Art of Eating Festival.

Three-quarters of town residents believe that the Tecumseh Corn Festival is *important* to the community (76%, versus 18% who provided a *neutral* rating and 4% who said it is *not important*). Six-in-ten indicated that the Christmas in Tecumseh/Santa Claus Parade is relatively important to Tecumseh (59%, compared to 32% *neutral* and 7% who said it is *not important*). Slightly fewer than one-half of Town residents, meanwhile, believe the BIA Art of Eating Festival is important to the community (48%, compared to 36% *neutral* and 9% who say it is *not important*).



There were no statistically significant variations among the surveyed sub-populations.

3.3 Communications Issues

The following chapter provides information regarding citizens’ interactions with the Town, including their experiences resolving problems and their usage of the Town website. Information regarding how citizens would like to receive information from the Town, as well as their views regarding the option of watching council meetings online, are also discussed in the following section.

3.3.1 Citizen Contact Overview

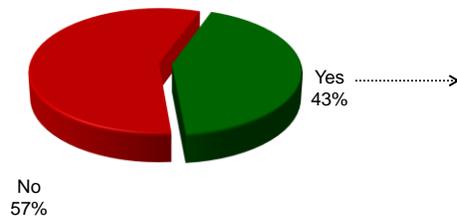
Approximately two-in-five Tecumseh residents (43%) have contacted the Town about a specific issue or concern, while the majority (57%) indicate that they have never done this. Those who were more likely to have contacted the Town about a specific issue or concern included:

- Older and middle-aged adults (50% among those aged 55 years and over and 48% among those aged 35-54 years, versus 22% among those aged 18-34 years).
- Three-quarters of those who believe Tecumseh is headed in the wrong direction (75%) contacted the Town about a particular issue. Meanwhile, just four-in-ten of those citizens who believe the Town is going in the right direction (39%) were inclined to contact someone to deal with a specific issue.



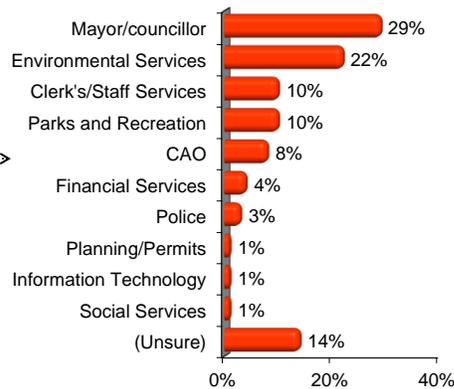
Citizen Contact with the Town

9. "Have you ever contacted someone from the Town of Tecumseh about an issue or concern?" (n=402)



Base: Tecumseh adults aged 18+

10. "Who did you contact about this issue?" (n=171)



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

Citizens are most likely to have contacted the *Mayor or Councillor* if they have a specific concern (29%). The Town’s *Environmental Services Department* is the most contacted division of the Town, with one-in-five (22%) indicating that they have been in touch with this department to deal with concerns pertaining to roads, waste management or water-related infrastructure. One-in-ten residents have contacted either the *Clerk’s Office* or *Parks and Recreation Services* (10% each) about an issue, while smaller numbers of respondents reported contacting the Town’s *Chief Administrative Officer* (8%), the *Finance Department* (4%), the *Planning and Building Department* and *Information Services* (1% each) to resolve a problem. Other mentions of services not provided directly by the Town of Tecumseh included the *police* (3%) and *social services* (1%). Four percent of those surveyed were *unsure* or did not respond.

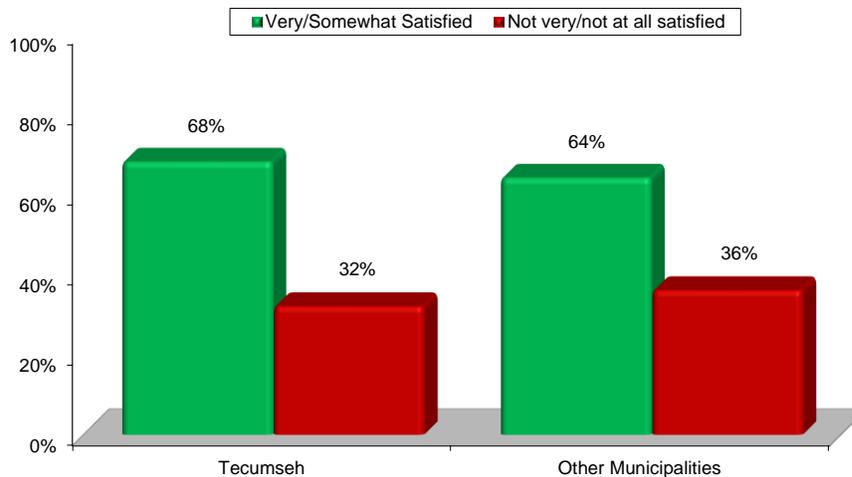
When asked to indicate how satisfied they were with how the Town official or department dealt with their issue, fully two-thirds of those surveyed indicated that they were satisfied that their concern was handled effectively (68%, including 26% who were *very satisfied* and an additional 42% who were *somewhat satisfied*). One-third of those who raised an issue with the Town, on other hand, were dissatisfied about how the municipality dealt with their problem (32%, including 16% *not very satisfied* and 16% *not at all satisfied*).

As the graph below illustrates, the level of satisfaction with how the Town of Tecumseh resolves citizen problems is roughly the same as it is in other Canadian municipalities (68% *very* or *somewhat satisfied*, versus 64% respectively).

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Customer Satisfaction Comparison

11. "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?"



There were no statistically significant variations among the surveyed sub-populations.

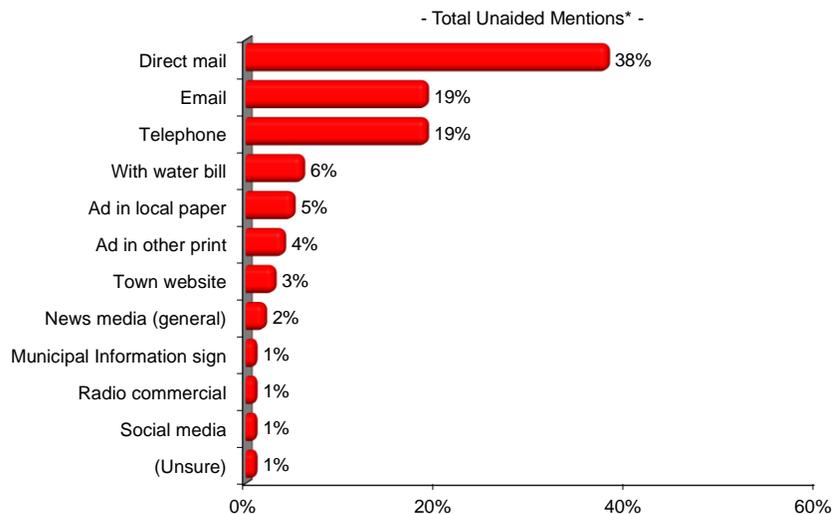
3.3.2 Preferred Methods of Communication

Tecumseh residents are most likely to want the Town to provide them with information via *direct mail* (38%). One-in-five residents each want to receive updates via *email* or *telephone* (19% each). Other preferred methods of communication mentioned by fewer than one-in-ten Tecumseh adults included *inserts with their water bill* (6%), *advertisements in the local newspaper* (5%), *advertisements in other print media* (4%), information on the *Town website* (3%) and updates in *news media reports* (2%).



Preferred Methods of Communication

15. "What would be the best way for the Town of Tecumseh to reach you with important information?" (n=402)



Multiple mentions were accepted, thus totals may exceed 100%
 Base: Tecumseh adults aged 18+

Notable variations included:

- Those from lower income households were less likely to prefer receiving updates via email (5% among those earning less than \$40,000/year, compared to 24% among those earning \$40,000-\$99,999/year and 21% among those earning more than \$100,000 annually).
- Older adults aged 55 years and over were also less inclined to receive news from the Town via email (14%, versus 24% among those aged 18-34 years and 23% among those aged 35-54 years).

3.3.3 Usage of the Town Website

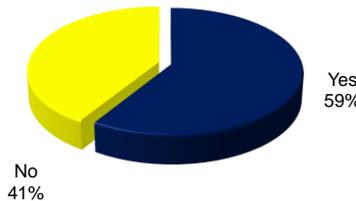
Overall, nearly six-in-ten Tecumseh adults (59%) report that they have visited the Town’s website. Those who were more likely to have visited the Town website included:

- Younger and middle-aged adults (65% among those aged 18-34 years and 69% among those aged 35-54 years, compared to 46% among those aged 55 years and over);
- Those from middle- and high-income households (67% among those earning \$40,000-\$99,999/year and 64% among those earning more than \$100,000/year, versus just 37% among those earning less than \$40,000/year); and
- University and college graduates (69%).



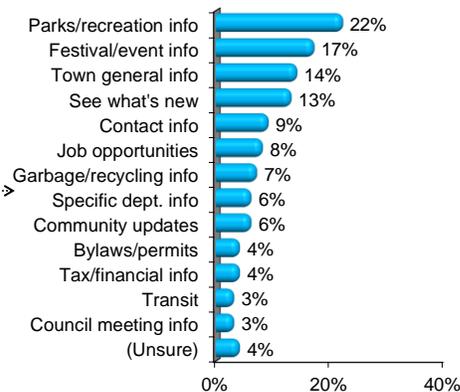
Views Regarding the Town Website

12. “Have you ever visited the Town website?”
(n=402)



Base: Tecumseh adults aged 18+

13. “Why did you visit the Town website?”
(n=236)



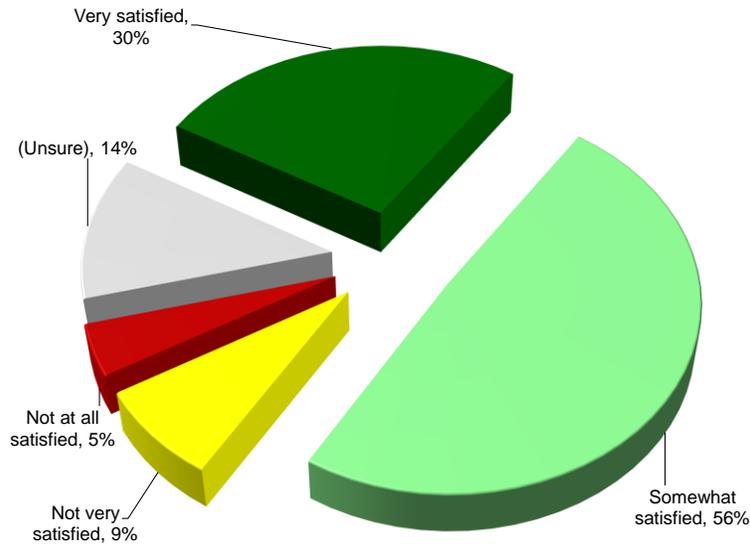
Base: Tecumseh adults aged 18+ who have visited the Town website

When asked to identify what specific things they were looking for on the Town website, the most common queries included information about *sports/recreation programs and facilities* (22%) and *festivals and events* (17%). Other reasons for visiting the Town website mentioned by respondents included seeking *general information regarding the Town* (14%) and seeing *what is new on the website* (13%). Other reasons mentioned by fewer than one-in-ten respondents included seeking *contact information* (9%), *browsing job opportunities* with the Town (8%), finding information about *garbage and recycling services* (7%) as well as seeking *specific information about certain departments* and *business/community updates* (6% each). Other mentions included seeking information regarding *bylaws, permits and regulations, tax/financial information* (4% each) as well as about *transit* and *council meetings* (3% each). Four percent were *unsure* or did not indicate what types of specific information they were looking for on the website.

The overwhelming majority of visitors to the Town website were relatively pleased with the content on this website (86% *satisfied*, including 30% who were *very satisfied* with the information found on the site and an additional 56% who were *somewhat satisfied*). Only slightly more than one-in-ten respondents were dissatisfied with the information provided on the Town of Tecumseh website (14%, including 9% *not very satisfied* and 5% *not at all satisfied*).

PRBE RESEARCH INC. **Satisfaction With Information on Town Website**

14. "Overall, how satisfied are you with the information provided on the Town website?" (n=236)



Base: Tecumseh adults aged 18+ who have visited the Town website

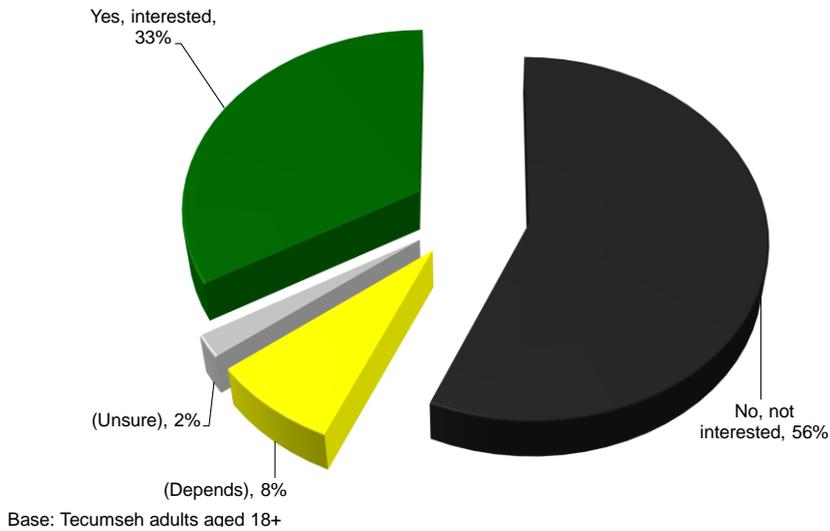
Variations among the sub-populations surveyed are not considered statistically significant.

3.3.4 Views Regarding Streaming Council Meetings

Tecumseh residents were asked if they would like to have the option of watching council meetings online. As the following graph illustrates, only one-third of citizens (33%) would be interested in watching council proceedings on the Town’s website, with more than one-half (56%) not interested in viewing council meetings online.



16. "If the Town of Tecumseh broadcast its regular council meetings on the Town website, would you be interested or not interested in viewing these meetings online?" (n=402)



There were no statistically significant variations among the sub-populations surveyed.