



# 2017 CITIZEN SATISFACTION SURVEY FINAL REPORT

Prepared for the

**Town of Tecumseh**

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RESEARCH INC.

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## EXECUTIVE SUMMARY

- Concerns about flooding as well as water and sewer infrastructure are top-of-mind for Tecumseh residents in 2017 following storms in the region that led to unusual basement and street flooding. This is a marked change from previous citizen surveys when stormwater issues earned few mentions by residents queried about their most important civic concerns. Sewer and water infrastructure also earned an unusually strong mention as the town service most in need of improvement. However, these concerns did not appear to affect views on the quality of life in Tecumseh or overall satisfaction with town services.
- Despite this new concern, Tecumseh residents continue to regard their quality of life as very high, with 96 per cent rating life in the town *excellent* or *good*. Similarly, there has been little change in the significant majority of residents who say the town is going in the *right direction*.
- There remains very high levels of satisfaction with the services and programs offered by the municipal government. Ninety-seven per cent of residents were *satisfied* with town services. Tecumseh continues to perform very well in the areas that matter most to residents, such as emergency services, drinking water and garbage and snow removal. However, the intensity of this feeling has declined somewhat since our last survey in 2016, with fewer residents reporting now that they are *very satisfied* with town services. Similarly, more than three-quarters of residents continue to report receiving *good* or *excellent value* for their tax dollars. This figure has been stable over the last three surveys. However, as above, the intensity of this view waned somewhat in 2017, with slightly fewer residents reporting that they receive *excellent value* for their taxes.
- More than one-third of residents desire additional recreation programs and facilities, namely pools and sports facilities. There exists considerable public support for a Sportsplex, even one that entails a modest tax increase. Three-in-five residents *support* such a project, however one-quarter of residents are *strongly opposed* to the idea.
- There is very strong awareness of several marquee town events such as the Corn Festival, Taste of Tecumseh and Christmas in Tecumseh. Attendance at some of these events is also reasonably robust, with more than half of residents attending the Corn Festival in the last year and one-third attending Christmas in Tecumseh. However, there is less awareness of, and limited attendance at, Movie Night or the annual community bonfire.
- In an emergency, most residents would search first for information on the town's website. In addition, one-half of residents are aware of the town's emergency alert program and one-half of those say they have signed up to receive these alerts. Among those who have not yet signed up, the vast majority said they were not aware they had to or did not know how.
- There was significant interest in accessing some town services online, including recreation registration and parking ticket payment. There was less interest in obtaining a residential building permit online or purchasing a dog license.
- Most residents are aware the town offers telephone and online voting and this method was viewed as a strong enticement to vote.

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## 1.0 INTRODUCTION AND 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, as well as pinpoint attitudes regarding other town initiatives such as online and telephone voting, funding for a Sportsplex and use of various online town services.

This report documents the findings of a survey conducted by telephone between and Nov. 9 and Nov. 29, 2017 among a random and representative sampling of 400 adult residents aged 18 years and over. With a sample of 400, 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.

The survey was designed by Probe Research Inc. in close consultation with representatives of the Town of Tecumseh. 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. Quotas on gender were applied and minor weighting for age was done.

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.

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

## 2.0 PROFILE OF RESPONDENTS

The following table outlines the demographic characteristics of those who responded to the survey:

PROFILE OF RESPONDENTS				
	Total (n=400)	WARD		
		Ward 1 (n=215)	Ward 2 (n=78)*	Wards 3 & 4 (n=107)
(%)				
<b>Gender</b>				
Men	48	48	48	48
Women	52	52	52	52
<b>Age</b>				
18-34 years	23	23	23	23
35-54 years	38	38	38	38
55+ years	39	39	39	39
<b>Income</b>				
<\$40K	8	7	9	7
\$40K-\$99K	43	44	43	42
\$100K+	50	50	48	52
<b>Education</b>				
High school or less	13	8	18	19
Some post-secondary	11	12	8	13
University or college graduate	75	79	74	68
<b>Ward</b>				
1	54	100	-	-
2	20	-	100	-
3 & 4	27	-	-	100
<b>Dwelling Type</b>				
Single-family detached	88	89	77	95
Duplex/Townhouse	5	7	3	2
Apartment/Condominium	6	3	21	3
*Caution: Small base DK/NS removed Figures may not equal 100 due to rounding.				

### 3.0 RESEARCH RESULTS

The following chapter 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

This section examines top issues in the town as well as satisfaction with the quality of life and the town’s overall direction.

##### 3.1.1 Tecumseh Public Issues Agenda

Citizens were asked to identify public concerns they feel are the *most important* issues facing the Town of Tecumseh. As the graph below illustrates, for the first time in 2017, *flooding* was identified by 22 per cent of Tecumseh residents as their top issue. Similarly, *sewer and water infrastructure* saw an increased number of mentions in 2017, with 11 per cent of respondents noting this as a top issue compared with three per cent in our previous two soundings.

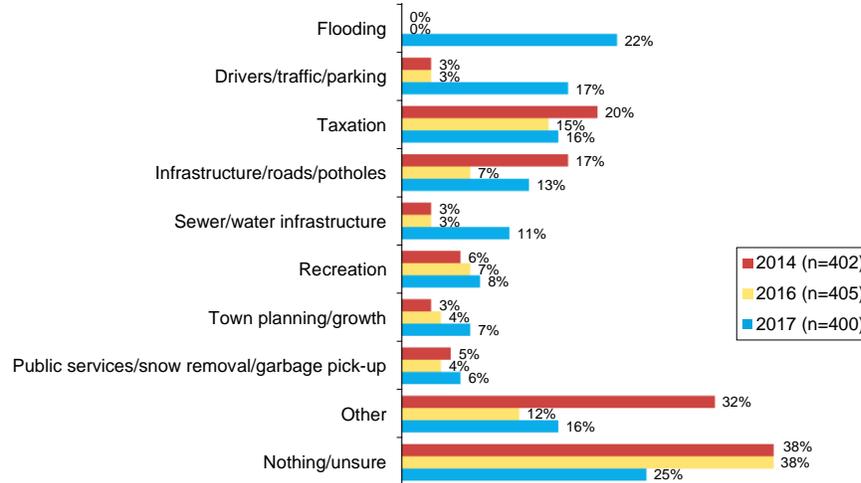
Similarly, a much larger proportion of Tecumseh residents (17%) identified *drivers, traffic and parking issues* as a top concern compared with previous surveys (3%).

Compared with 2014, concern about *taxation* and *potholes* has declined.

### MOST IMPORTANT COMMUNITY CONCERNS



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%.

*Flooding* is a larger concern for:

- Those living in houses (24%) vs. apartment and townhome residents (9%). Similarly, concern over *sewer and water infrastructure* is a larger worry for those living in single, detached houses (12%) vs. those in multi-family units (2%).
- Those who rate the quality of life in Tecumseh as *excellent* (23%) or *good* (23%) vs. those who rate the quality of life as *fair* or *poor* (only 3% mention flooding as a top issue). This suggests the recent flooding issue has not negatively affected respondents’ views of the overall quality of life in the town.

*Drivers, traffic and parking* are a larger concern for:

- Men (23%) vs. women (10%).

### 3.1.2 Perceptions of Tecumseh’s Quality of Life

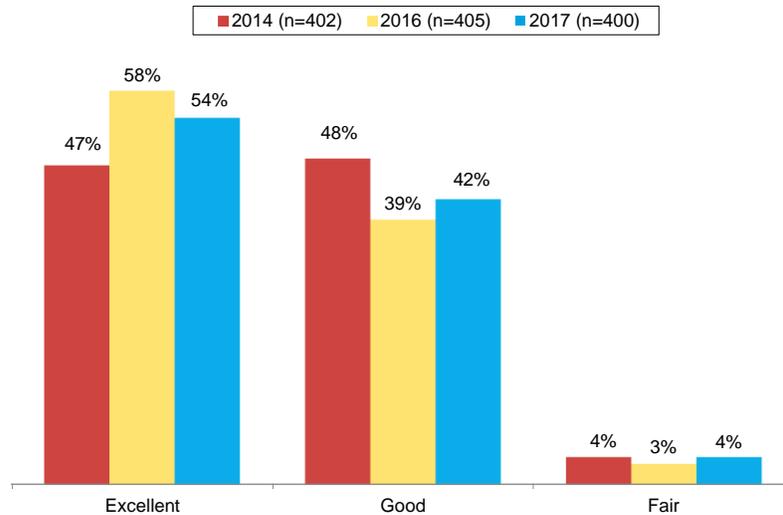
Overall, a vast majority of citizens continue to regard their standard of living in the community as high – 96 per cent rate the quality of life as *excellent* or *good*. Specifically, more than one-half (54%) agree Tecumseh’s quality of life is *excellent*.

Only a tiny four per cent described the quality of life in Tecumseh as merely *fair*, while far less than one per cent rated it as *poor*.

It is worth noting that concern over flooding, which increased significantly this year due to two recent weather events, did not drive views on the quality of life in Tecumseh. In other words, residents most concerned about flooding and water and sewer infrastructure were just as likely as anyone to rate life in the town as *excellent* or *good*.

## QUALITY OF LIFE RATING P R B E

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



Base: Tecumseh adults aged 18+

Most likely to rate the quality of life in Tecumseh as *excellent* are:

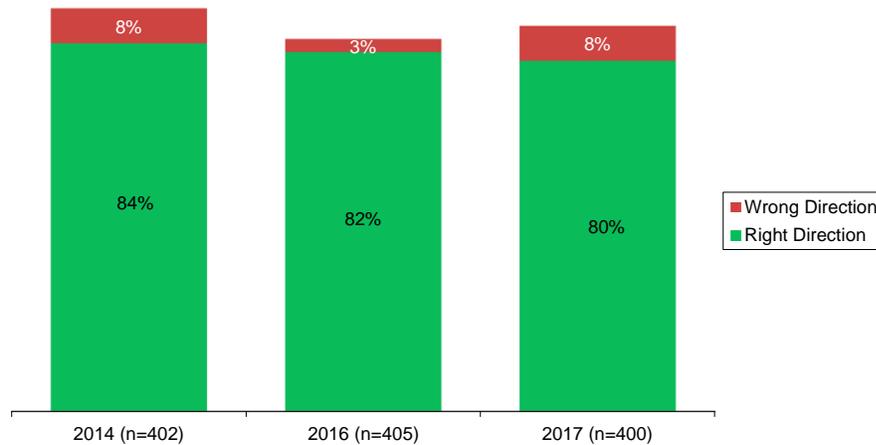
- Middle-aged residents (61%) vs. those under 35 (40%).
- Middle-income residents (64%) vs. those in lower-income households (34%) and higher-income households (49%).
- Those in multi-family units (71%) vs. those living in single, detached houses (51%).

### 3.1.3 Views Regarding the Direction of the Town

Citizens were asked if they feel Tecumseh is headed in the *right direction* or the *wrong direction*. Four-in-five adults (80%) agree the town is headed in the *right direction*, compared to only eight per cent who feel Tecumseh is headed down the wrong path. (An additional 12 per cent of those surveyed said the town is going in neither the wrong nor right direction, or were unsure/did not respond.) The findings remain virtually unchanged from 2016.

## DIRECTION OF TECUMSEH P R B E

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



Base: Tecumseh adults aged 18+

Most likely to say Tecumseh is going in the *right direction* are:

- Those in multi-family units (92%) vs. those living in single, detached houses (79%).
- Those with children at home (88%) vs. those without (77%).

## 3.2 Municipal Service Assessment

The following section reveals citizens' views on the importance of, and their overall satisfaction with, civic services provided within the Town of Tecumseh. It also provides an assessment of the value citizens feel they receive for their tax dollars, as well as suggested areas for service improvement.

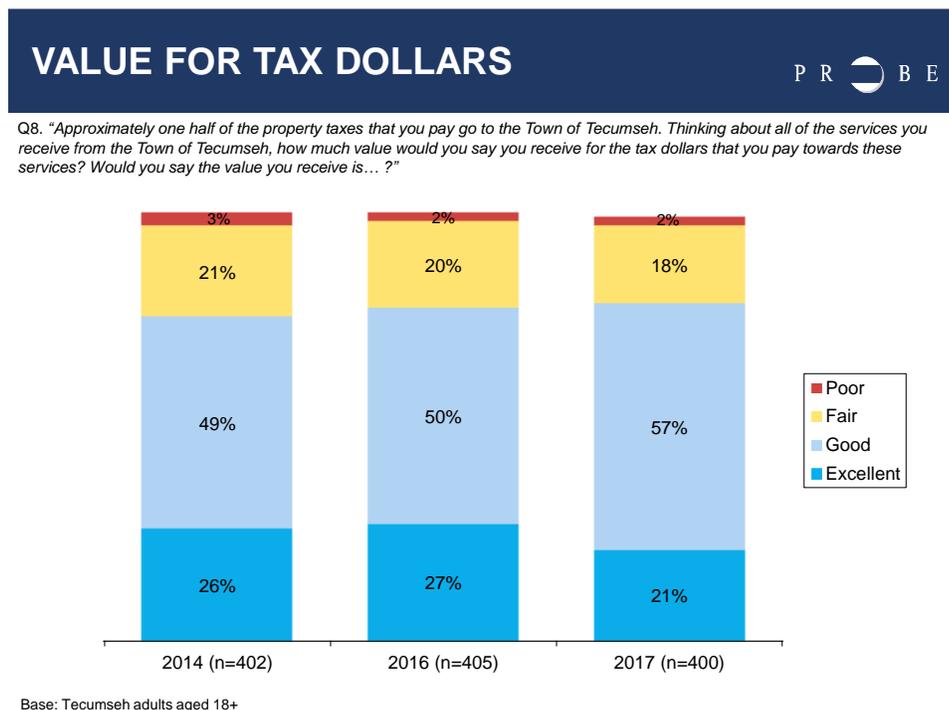
### 3.2.1 Perceived Value for Tax Dollars

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

More than one-in-five (21%) report they receive *excellent* value for their tax dollars, with well over one-half of citizens (57%) offering the view that they obtain *good* value for their municipal taxes. Nearly one-in-five citizens (18%), on the other hand, believe they only receive *fair* value for their local taxes, while just three per cent indicated they receive *poor* value from the Town of Tecumseh.

Overall, 78 per cent of residents said their value for tax dollars was *good* or *excellent*, a figure virtually unchanged since 2016. However, the intensity of this very positive view of tax value has diminished, with some respondents downgrading their assessment from *excellent* to *good*.

Again, it is worth noting that concern over flooding did not drive views on the value residents receive for their taxes. In other words, residents most concerned about flooding and water and sewer infrastructure were just as likely as anyone to rate their tax value *excellent* or *good*.



Most likely to be report *excellent* value for tax dollars are:

- Older residents (24%) and middle-aged residents (26%) vs. those under 35 (6%).
- Middle-income residents (29%) vs. those in lower-income households (12%) and higher-income households (14%).
- Those in multi-family units (34%) vs. those living in single, detached houses (19%).
- Residents of Ward 2 (28%) vs. residents of Wards 3 & 4 (10%).

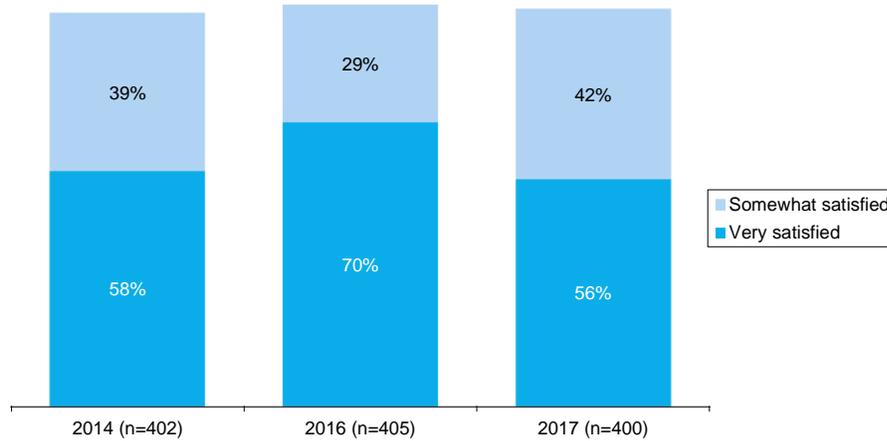
### 3.2.2 Overall Satisfaction with Town Services

Satisfaction with the services provided by the Town of Tecumseh remains very high at 97 per cent. As the following graph shows, more than one-half (56%) are *very satisfied* with civic services in Tecumseh, a decrease since our last sounding in 2016. Only three per cent of those surveyed were *dissatisfied*.

## OVERALL SATISFACTION WITH TOWN SERVICES



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



Base: Tecumseh adults aged 18+

Most likely to be *very satisfied* with town services are:

- Older residents (63%) and middle-aged residents (60%) vs. those under 35 (37%).
- Middle-income residents (71%) and those in lower-income households (62%) vs. higher-income households (41%).

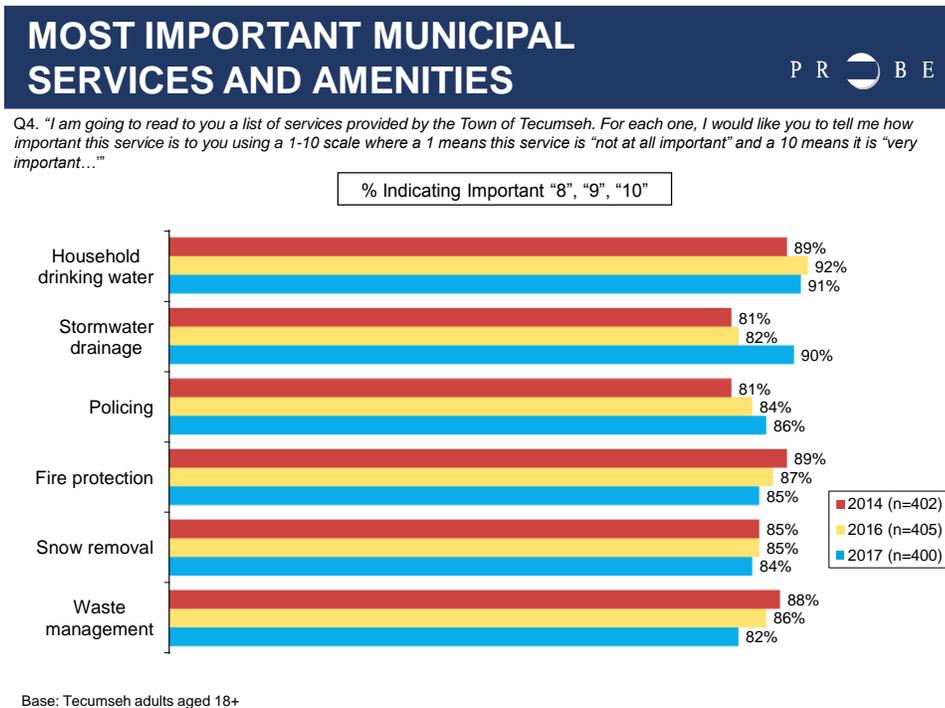
### 3.2.3 Relative Importance of Specific Town Services

Residents were asked to provide an assessment of the importance of a number of civic services 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*.

Core municipal services continue to rank among the most important to residents. In fact, there appears to be a slight shift in perception toward the importance of these core services and away from “softer” municipal programs.

*Household drinking water* continues to be regarded as the most important service to Tecumseh residents (91% indicated it is important by providing a score between 8 and 10 out of 10). However, *stormwater drainage* (90%) emerged as a new service of top importance this year, gaining nine percentage points since 2014.

Also growing steadily in importance is *policing* (86%), while *fire protection* (86%) and *waste management* (82%) declined slightly in perceived importance since 2014.



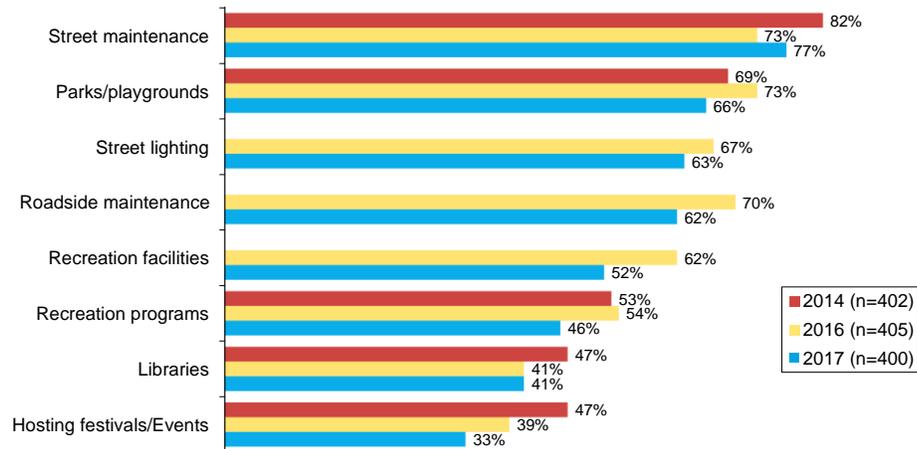
“Softer” municipal services, such as *recreation programs, parks, libraries and events* continued to rank lower on residents’ list of most important town services. In fact, the importance of these services appears to have dipped slightly. For example, 52 per cent of residents said *recreation facilities* are an important municipal service, down ten percentage points from 2016. Similarly, only one-third of residents said *events and festivals* are important services, down 14 points since 2014.

## LESS IMPORTANT MUNICIPAL SERVICES AND AMENITIES



Q4. “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 1-10 scale where a 1 means this service is “not at all important” and a 10 means it is “very important...”

% Indicating Important “8”, “9”, “10”



Base: Tecumseh adults aged 18+

*Policing* is most important to:

- Women (93%) vs. men (78%).

*Fire protection* is most important to:

- Older residents, 55-plus (94%) vs. those under 35 (78%).
- Those in lower-income households (98%) vs. high-income households (79%).
- Residents in multi-family dwellings (96%) vs. those in single-family houses (84%).

*Snow removal* is most important to:

- Women (90%) vs. men (77%).

*Waste management* is most important to:

- Women (88%) vs. men (76%).
- Older residents, 55-plus (89%) and middle-aged residents (83%) vs. those under 35 (68%).
- Those in lower-income households (92%) vs. high-income households (75%).

*Street maintenance* is most important to:

- Women (86%) vs. men (67%).
- Those in lower-income households (82%) and middle income households (81%) vs. high-income households (69%).

*Parks and playgrounds* are most important to:

- Women (79%) vs. men (52%).
- Older residents, 55-plus (71%) vs. those under 35 (54%).
- Those in middle-income households (75%) and lower-income households (64%) vs. high-income households (55%).

*Street lighting* is most important to:

- Women (73%) vs. men (52%).
- Older residents, 55-plus (75%) vs. those under 35 (47%).
- Those in middle-income households (76%) and lower-income households (65%) vs. high-income households (47%).
- Residents of Wards 3 & 4 (76%) vs. those in Ward 1 (56%).

*Roadside maintenance* is most important to:

- Women (70%) vs. men (54%).
- Older residents, 55-plus (71%) vs. those under 35 (54%).
- Those in lower-income households (85%) vs. high-income households (53%).
- Residents of Wards 3 & 4 (71%) and Ward 2 (68%) vs. those in Ward 1 (56%).

*Recreation facilities* are most important to:

- Women (56%) vs. men (48%).
- Younger residents (61%) and older residents, 55-plus (56%) vs. those in middle age (43%).
- Those with children at home (69%) vs. those without (47%).

*Recreation programs* are most important to:

- Women (56%) vs. men (36%).
- Those in middle-income households (58%) vs. high-income households (37%).
- Those with children at home (61%) vs. those without (41%).
- Residents of Wards 3 & 4 (53%) and Ward 2 (53%) vs. those in Ward 1 (40%).

*Libraries* are most important to:

- Those in middle-income households (50%) vs. high-income households (34%).
- Residents in multi-family dwellings (52%) vs. those in single-family houses (39%).
- Those with children at home (50%) vs. those without (38%).
- Residents of Wards 3 & 4 (44%) and Ward 1 (38%) vs. those in Ward 2 (22%).

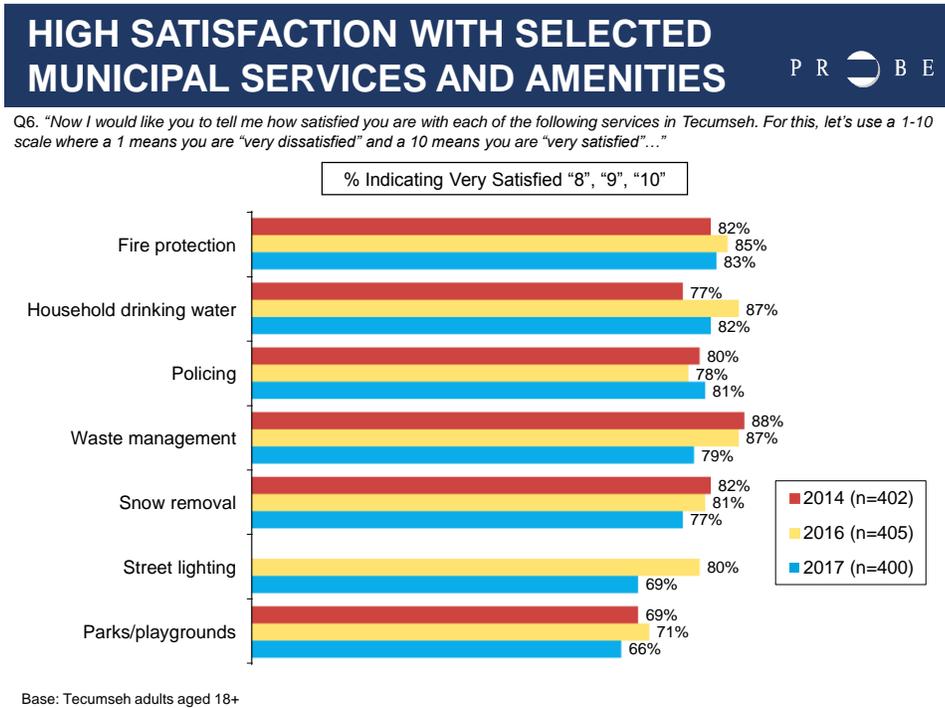
*Festivals and events* are most important to:

- Women (41%) vs. men (24%).
- Those in low-income households (47%) and middle-income households (45%) vs. high-income households (20%).
- Residents in multi-family dwellings (50%) vs. those in single-family houses (30%).
- Residents of Ward 2 (44%) vs Ward 1 (27%) and Wards 3 & 4 (33%).

### 3.2.4 Satisfaction with Specific Town Services

Tecumseh residents were also asked to provide a satisfaction rating for these same civic services 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 *very satisfied*.

Tecumseh citizens are most likely to express their satisfaction with the town’s *fire protection, household drinking water and policing*. Satisfaction with these has remained relatively steady over the last four years. Satisfaction with *waste and garbage management*, while still strong at 79 per cent, has dropped nine percentage points since 2014. Similarly, satisfaction with *street lighting* has dropped from 80 per cent *satisfied* in 2016 to 69 per cent *satisfied* this year.

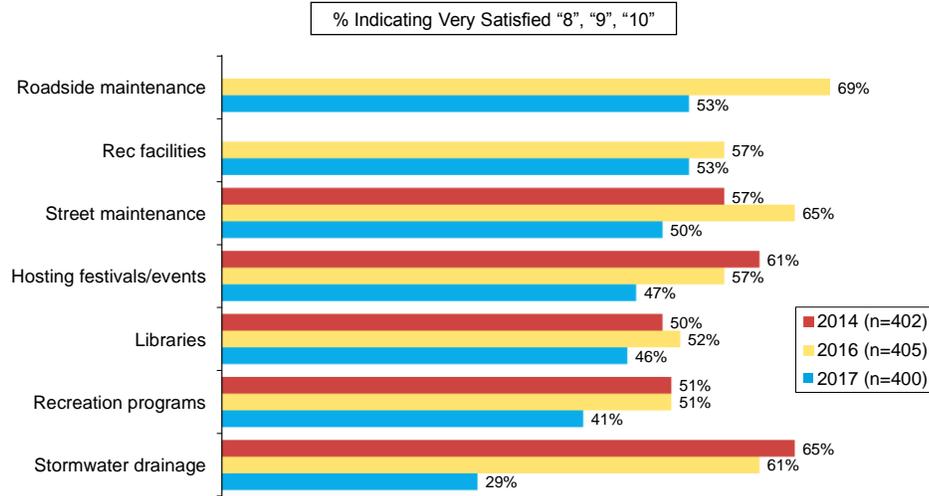


Satisfaction with *stormwater drainage* has dropped significantly from 65 per cent *satisfied* in 2014 to only 29 per cent *satisfied* in 2017. Residents also report dwindling satisfaction with *recreation programs* (51% *satisfied* in 2014, 41% *satisfied* in 2017), *festivals and event* (61% *satisfied* in 2014, 47% *satisfied* in 2017) and *roadside maintenance* (69% *satisfied* in 2016, 53% *satisfied* in 2017).

## LOW SATISFACTION WITH SELECTED MUNICIPAL SERVICES AND AMENITIES



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+

Those most satisfied with *household drinking water* include:

- Those in middle income households (88%) and high-income households (80%) vs. lower-income households (71%).

Those most satisfied with *stormwater drainage* include:

- Older residents, 55-plus (33%) and middle-aged residents (33%) vs. those under 35 (17%).
- Residents in multi-family dwellings (46%) vs. those in single-family houses (27%).

Those most satisfied with *policing* include:

- There are no statistically significant differences on this question.

Those most satisfied with *fire protection* include:

- Those in lower-income households (92%) and middle income households (90%) vs. high-income households (75%).

Those most satisfied with *snow removal* include:

- Middle-aged residents (86%) and older residents, 55-plus (79%) and vs. those under 35 (58%).
- Those in middle income households (84%) and lower-income households (78%) and vs. high-income households (69%).
- Those with children at home (85%) vs. those without (73%).

Those most satisfied with *waste management* include:

- Women (85%) vs. men (73%).
- Older residents, 55-plus (85%) and middle-aged residents (79%) vs. those under 35 (67%).
- Those in middle-income households (89%) vs. high-income households (69%) and low-income households (66%).

Those most satisfied with *street maintenance* include:

- Older residents, 55-plus (62%) vs. those under 35 (23%).
- Those without children at home (55%) vs. those with children at home (38%).

Those most satisfied with *parks and playgrounds* include:

- Older residents, 55-plus (71%) and younger residents under 35 (72%) vs. those in middle age (59%).

Those most satisfied with *street lighting* include:

- Men (34%) vs. women (24%).
- Younger residents under 35 (42%) vs. older residents, 55-plus (21%).
- Those in middle-income households (75%) vs. high-income households (59%).
- Residents of Wards 3 & 4 (35%) vs. those in Ward 2 (17%).

Those most satisfied with *roadside maintenance* include:

- Older residents, 55-plus (60%) vs. those under 35 (31%).
- Residents of Wards 2 (63%) vs. those in Ward 1 (49%).

Those most satisfied with *recreation facilities* include:

- Women (56%) vs. men (48%).
- Younger residents (61%) and older residents, 55-plus (56%) vs. those in middle age (43%).
- Those with children at home (69%) vs. those without (47%).

Those most satisfied with *recreation programs* include:

- Residents of Ward 2 (65%) vs. those in Wards 3 & 4 (49%) and those in Ward 1 (50%).

Those most satisfied with *libraries* include:

- Those in middle-income households (58%) vs. high-income households (41%) and lower income households (42%).
- Residents of Ward 2 (61%) vs. those in Wards 3 & 4 (44%) and those in Ward 1 (42%).

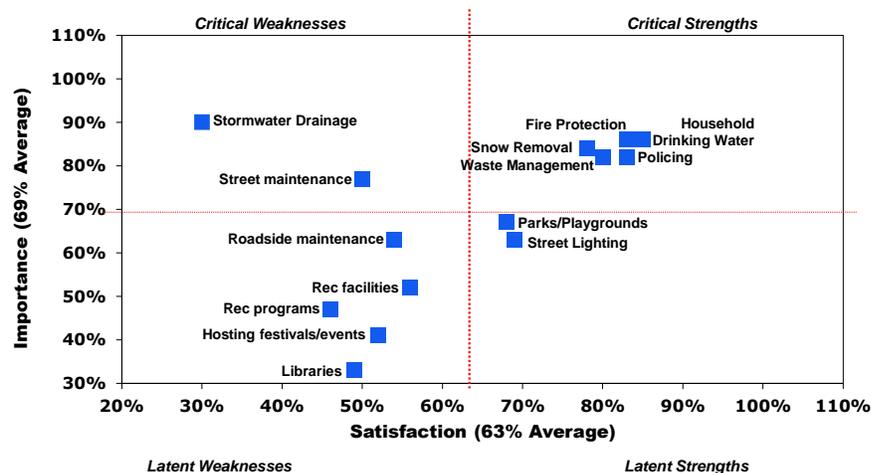
Those most satisfied with *festivals and events* include:

- Women (53%) vs. men (41%).
- Those in middle-income households (62%) vs. high-income households (37%).
- Residents of Ward 2 (68%) vs Ward 1 (38%).

### 3.2.5 Quadrant Analysis – Importance vs. Satisfaction

The chart that follows depicts the simultaneous high importance/performance ratings of 14 selected Tecumseh service dimensions. Overall, citizens offered an average importance rating of 68 per cent for these 14 municipal attributes, and a 63 per cent average “performance” rating for these same factors.

## Tecumseh Quadrant Analysis



- Those responding "8, 9, 10" for Questions 4 & 6 -

**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 where 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.

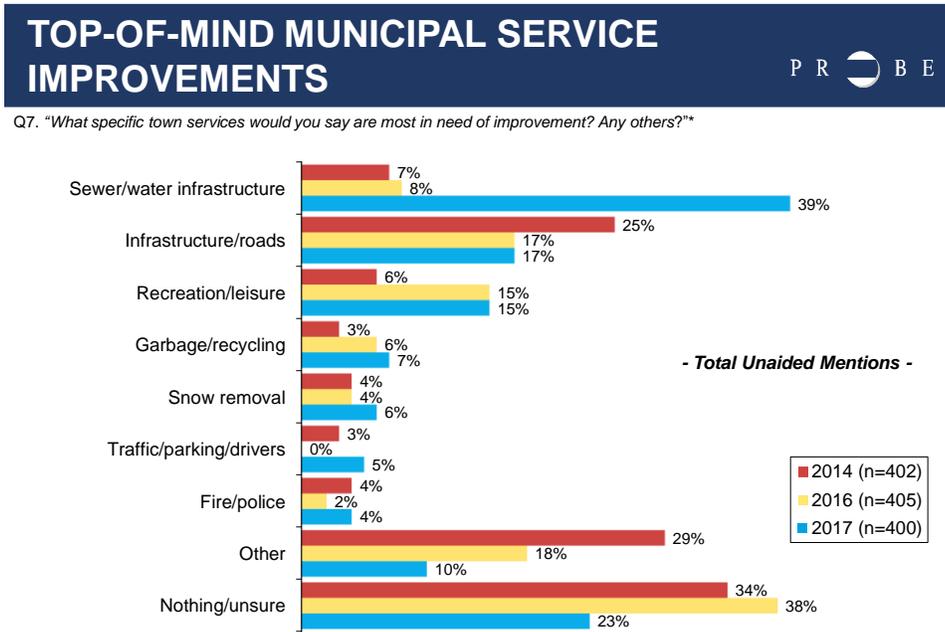
It is important to note that more than one-third (6 out of 14) attributes can be found in this quadrant. These include waste management, snow removal and fire protection. In addition, household drinking water is perceived as a critical strength as is the town’s police service.

- **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 items that falls into this quadrant is street lighting and parks/playground maintenance
- **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 facilities, roadside maintenance and libraries.

### 3.2.6 Recommended Service Improvements

When asked to identify which specific town services are most in need of improvement, respondents much more likely in 2017 to identify *sewer and water infrastructure*. Nearly two-in-five residents (39%) noted the need for improvements in this area, which is nearly five times more than in 2016. *Road infrastructure* and *recreation services* were also top-of-mind with residents, though these changed little in terms of importance since 2016.

Nearly one-quarter of respondents (23%), meanwhile, were unable or unwilling to suggest an area where municipal services could be improved.



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

Those most likely to call for improvements to *recreation and leisure services* include:

- Younger residents (26%) vs. older residents, 55-plus (10%).
- Those in high-income households (23%) vs. those in lower-income households (2%).
- Those with children at home (30%) vs. those without (9%).
- Residents in single-family houses (17%) vs. those in multi-family dwellings (3%).
- Residents of Ward 1 (21%) vs. Ward 2 (3%).

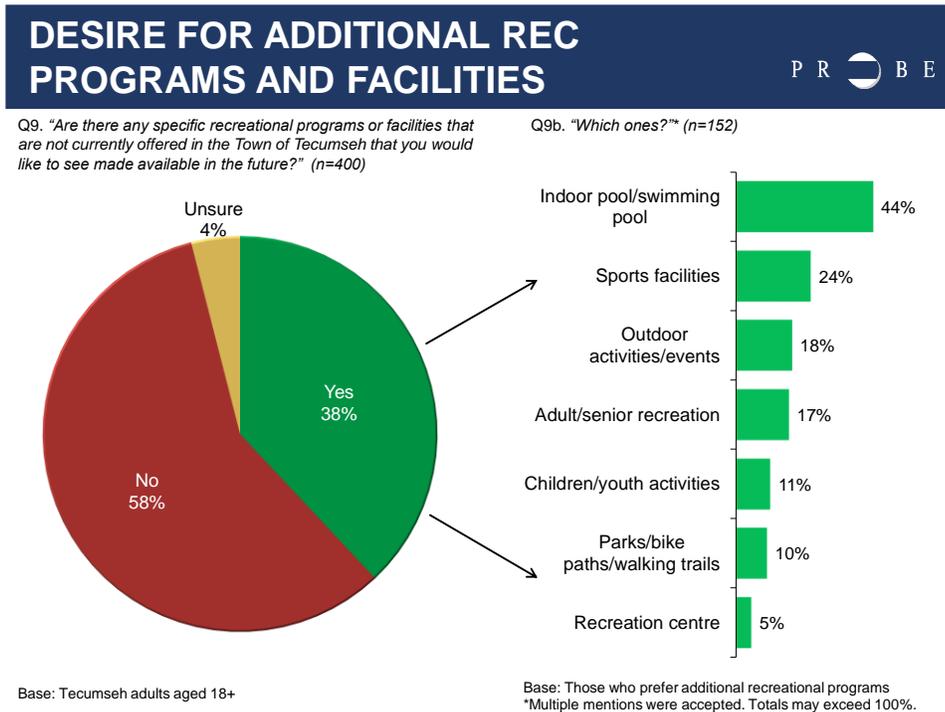
### 3.3 Recreation, Festivals and Events

The following section explores recreation habits and preferences, including views on the construction of a potential Sportsplex and attendance at various events and festivals.

#### 3.3.1 Desire for Additional Recreation

Again this year, Tecumseh residents were asked whether they would like any additional recreational programs or facilities, and, if so, what kind.

A sizeable minority (38%) of Tecumseh residents called for additional programs or facilities. Among those interested in more recreation, more than two-in-five (44%) sought an indoor pool or swimming pool, which is similar to 2016’s findings. Nearly one-quarter (24%) were seeking sports facilities, also similar to our previous survey.



Those most likely to call for *additional recreation programs or facilities* include:

- Those in middle-income households (43%) vs. low-income households (17%).
- Those with children at home (56%) vs. those without (30%).

Those most likely to call for *additional swimming infrastructure* include:

- Younger residents (68%) vs. older residents, 55-plus (30%).
- Residents in single-family houses (48%) vs. those in multi-family dwellings (14%).
- Those with children at home (67%) vs. those without (30%).

Those most likely to call for *additional sports facilities* include:

- Residents of Ward 1 (30%) vs. Ward 2 (13%).

### 3.3.2 Visits to Greenspace

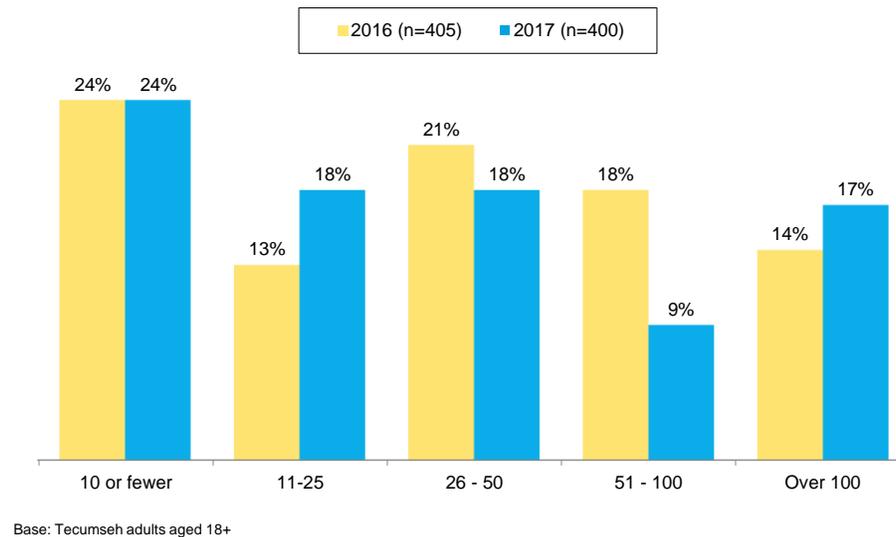
This year, residents were again asked how many times in the past year they've visited town parks, trails or natural areas. There was little significant change in the town's already-robust visitation habits. Eighty-six per cent of residents reported visiting a park or trail at least once in the last year. More than one-quarter of residents (26%) reported visiting Tecumseh's greenspace *more than 51 times* in the last year and 17 per cent reported visiting *more than 100 times*, which is at least twice per week.

However, almost one-quarter (24%) visited area parks, trails and natural areas only *ten times or less*.

#### VISITS TO PARKS, TRAILS OR NATURAL AREAS

P R B E

Q10. "In the past year, how many times, if any, have you visited a Tecumseh park, trail or natural area?"



Those most likely to use parks, trails and natural areas *once a week or more* include:

- Women. Among the pool of frequent park users, 56 per cent are women.
- Middle-aged: Among the pool of frequent park users, 45 per cent are between the ages of 35 and 54.
- Higher income. Among the pool of frequent park users, 63 per cent live in households with an annual income of \$100,000 or more.
- Single, detached home dwellers. Among the pool of frequent park users, 95 per cent live in single-family homes.
- Residents of Ward 1. Among the pool of frequent park users, 60 per cent are from Ward 1.

### 3.3.3 Support for a Sportsplex

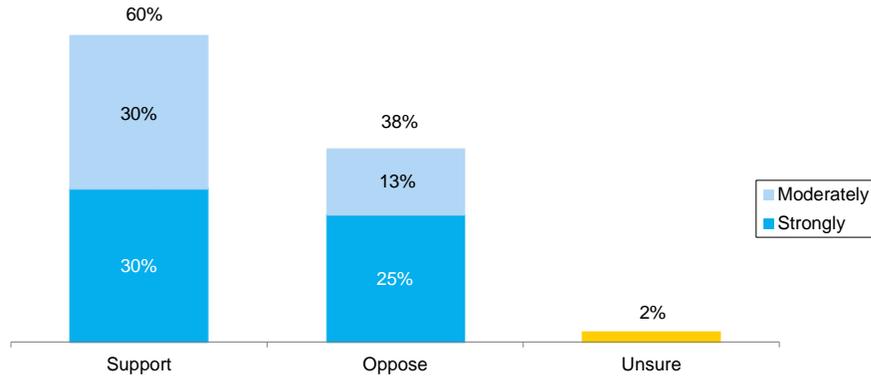
There is significant support for the construction of a Sportsplex even if this would increase property taxes by as much as \$140 per year. Three-in-five residents (60%) *support* such an initiative with nearly one-third (30%) *strongly in support*.

However, a sizable minority of 38 per cent oppose the construction of a Sportsplex, with one-quarter of residents (25%) being *strongly opposed*.

## SUPPORT FOR A SPORTSPLEX



Q10a. "The Town of Tecumseh is considering building a Sportsplex facility, offering year round recreational space for all ages at an estimated cost between 6 million and 20 million dollars, depending on grants from other levels of government. This will mean property taxes will increase between 75 and 140 dollars per year for 25 years. Given this, do you support or oppose the construction of a new Sportsplex? Is that strongly or moderately?" (n=400)



Base: Tecumseh adults aged 18+

Those most likely to *support* a Sportsplex include:

- Those with children at home (72%) vs. those without (54%).

### 3.3.4 Event Awareness and Attendance

For the first time this year, residents were asked about their awareness of, and attendance at, six different town events and festivals.

Awareness of some festivals and events is quite high. For example, nearly every respondent (99%) had heard of the *Corn Festival*, and a strong majority of those surveyed (58%) attended this festival in the last year.

Awareness of *Taste of Tecumseh* was also very high at 88 per cent, as was *Christmas in Tecumseh* at 86 per cent. Despite this healthy awareness, attendance at these events was somewhat lower at 25 per cent and 35 per cent respectively.

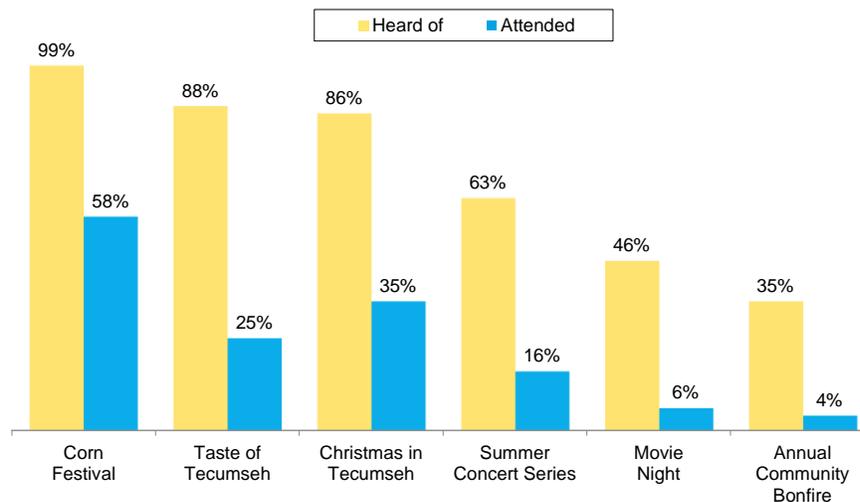
Residents were somewhat less aware of other events such as *Movie Night* (46% aware) and the *community bonfire* (35% aware). And, a relatively small proportion of residents attended these events.

More than one-quarter of residents (28%) reported attending no town events in the last year. However, more than one-half (52%) reported attending one or two events and nearly one-in-five (19%) reported attending three or more events.

## EVENT AWARENESS AND ATTENDANCE



Q10b. "I'm going to read you a list of festivals and events in the Town of Tecumseh. For each one, please tell me whether you have heard of this event, and then whether you have attended this event in the last year?" (n=400)



Base: Tecumseh adults aged 18+

Key demographic difference in awareness include:

- Young people, those under 35, were *more likely* to have heard of several events, including the *Taste of Tecumseh* (98%), *Movie Night* (56%), and the *annual bonfire* (41%).
- Residents with children at home were *more likely* to have heard of events such as the *summer concert series* (74%) and *Movie Night* (64%).
- Residents of Wards 3 & 4 were *less likely* to have heard of several events, including the *summer concert series* (54%) and *Movie Night* (36%).

### 3.4 Communications Issues

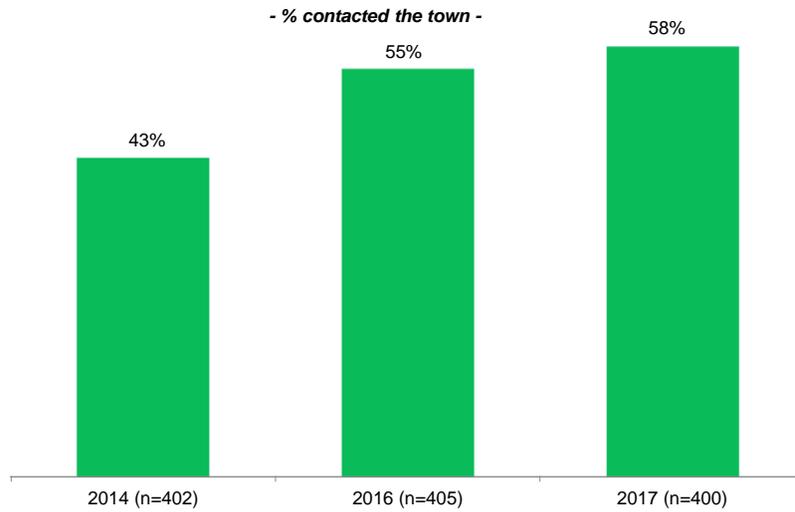
The following section provides information about citizens' interactions with the town, including their experiences resolving problems, their use of the town website and the ways in which they would prefer to receive updates about town business.

### 3.4.1 Citizen Contact Overview

Well over one-half of Tecumseh residents (58%) have contacted the town about a specific issue or concern, a steady increase since 2014, at which time only 43 per cent had reached out to the town for some reason.

## CONTACT WITH THE TOWN P R B E

Q11. "Have you ever contacted someone from the Town of Tecumseh about an issue or concern?" (n=400)



Base: Tecumseh adults aged 18+

Those *most likely to contact the town* include:

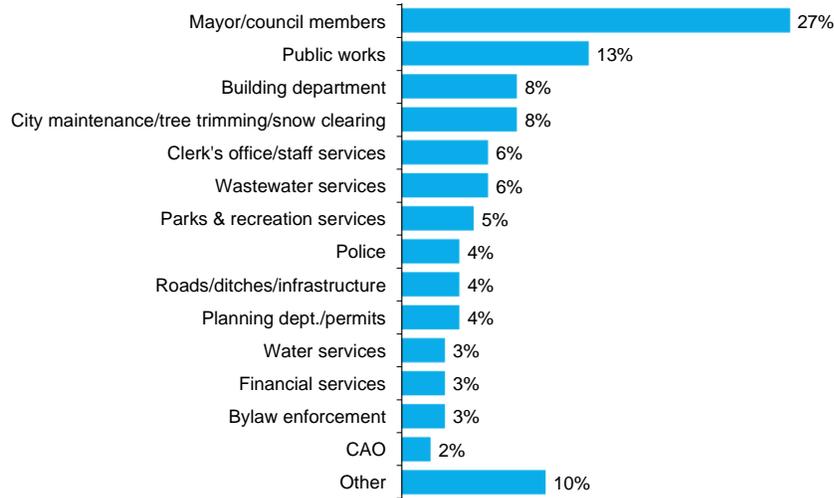
- Men (66%) vs. women (51%).
- Older residents, 55-plus (64%) and middle-aged residents (65%) vs. younger residents under 35 (39%).
- Residents of Ward 2 (73%) vs. Wards 3 & 4 (51%).

As in previous years, citizens were most likely to contact the mayor or a councillor about their issue. More than one-quarter (27%) noted that elected officials were their primary point of contact with a concern. Town departments such as public works (13%), the building and maintenance departments (8% each) were common, though less frequent, points of contact.

## POINT OF CONTACT WITH THE TOWN



Q12. "Who did you contact about this issue?" (n=234)



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

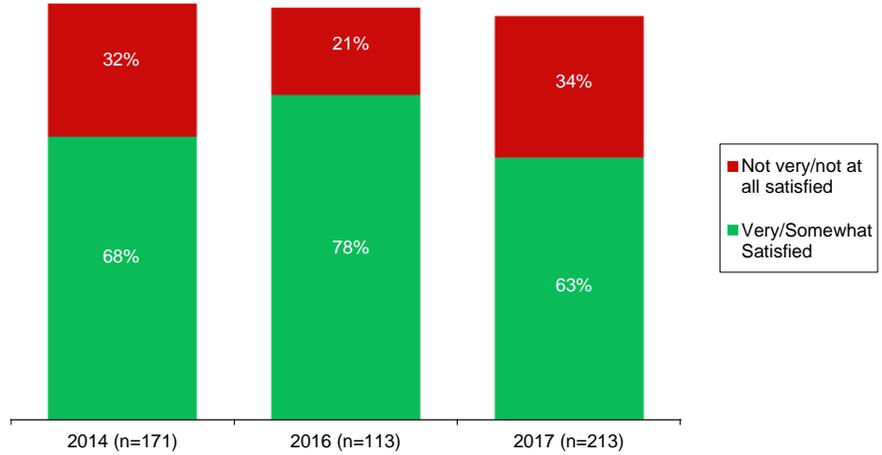
### 3.4.2 Citizen Satisfaction with Town Contact

More than three-in-five residents (63%) who contacted the town with an issue reported being *satisfied* with the outcome, including 34 per cent who were *very satisfied*. This level of satisfaction is down 15 percentage points from our previous survey in 2016.

## SATISFACTION WITH PROBLEM RESOLUTION



Q13. "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

### 3.4.3 Website

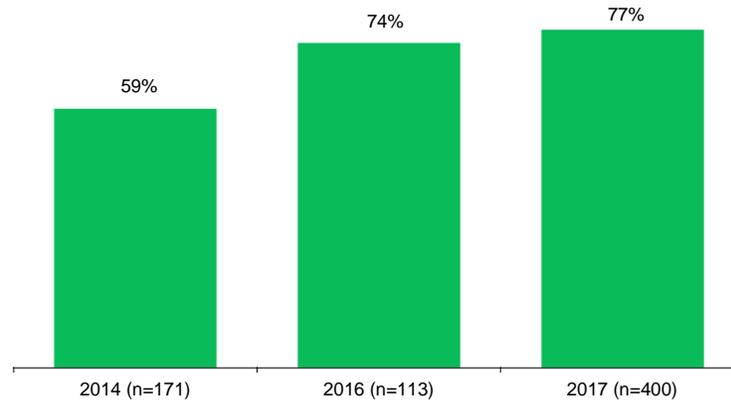
Overall, more than three-quarters of Tecumseh adults (77%) say they visited the town's website at some point. This is a significant and steady increase since 2014 when just 59 per cent said they had clicked on the site.

#### USE OF TOWN WEBSITE



Q14. "Have you ever visited the town website?" (n=400)

- % visited the website -



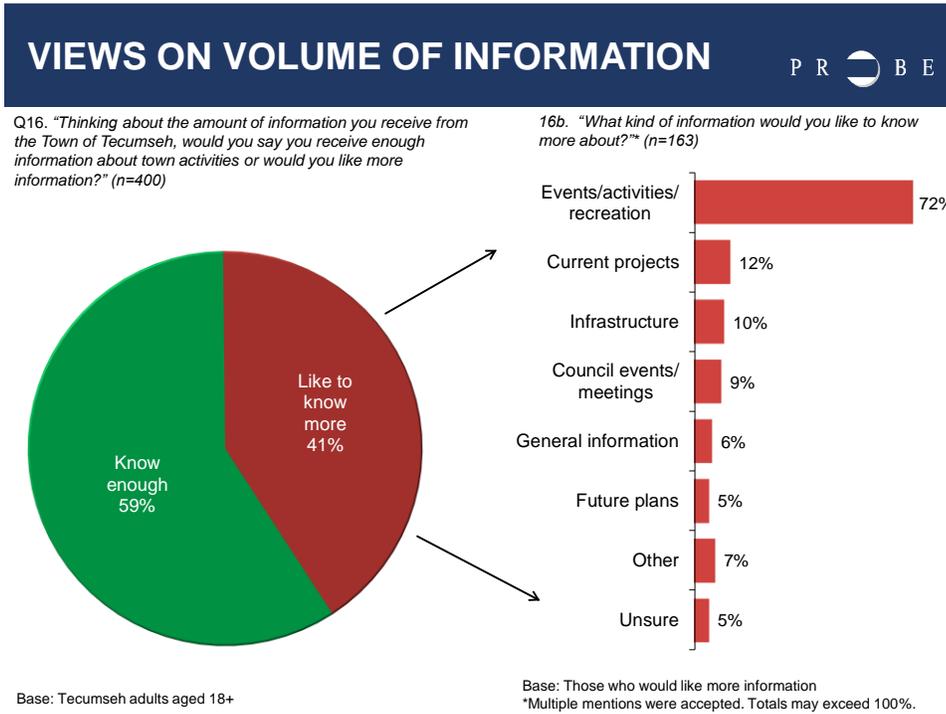
Base: Tecumseh adults aged 18+

Those *most likely to use the town's website* include:

- Younger residents, under 35 (93%) vs. older residents, 55-plus (57%).
- Those in higher-income households (87%) vs. low-income households (45%).
- Residents in single-family houses (82%) vs. those in multi-family dwellings (35%).
- Those with children at home (95%) vs. those without (69%).

### 3.4.4 Preferred Methods and Volume of Communication

When asked about the volume of information they receive from the Town of Tecumseh, most residents (59%) said they *knew enough* about town business. Two-in-five (41%), on the other hand, would like to *know more*. When asked what they'd *like to know more* about, the vast majority (72%) said *recreation and events*. This is a significant increase since 2016 in the proportion of residents who would like more information about recreation and events.



Those *who would like to know more* include:

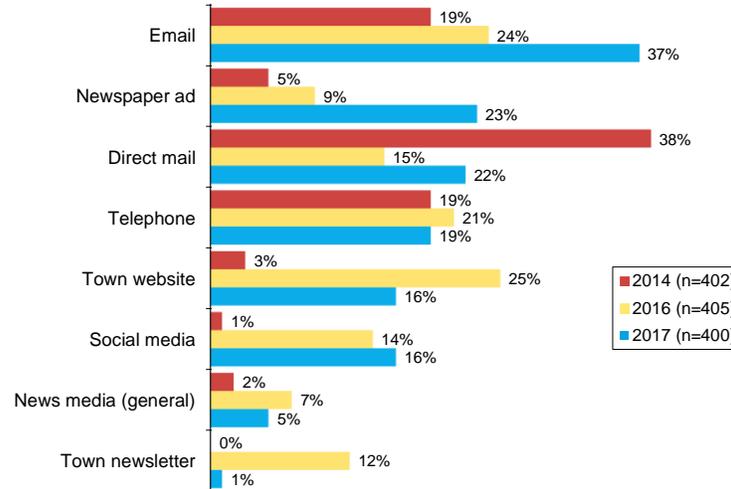
- Those in higher-income households (46%) vs. low-income households (22%).
- Those with children at home (53%) vs. those without (37%).
- Residents of Ward 1 (46%) vs. Ward 2 (27%).

More than one-third of residents (37%) preferred to receive town news and information by email, a communication method that has grown steadily in popularity since our first survey in 2014. Advertisements or notices in the local newspaper are also an increasingly preferred method of communication, with nearly one-quarter of respondents (23%) favouring this approach. Direct mail, which waned in popularity in 2016, regained some ground with 22 per cent of respondents noting this as the best way to reach them.

## PREFERRED METHODS OF COMMUNICATION

P R B E

Q15. What would be the best way to reach you with town news and general information?\*



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

Those who prefer *email* include:

- Those in higher-income households (48%) vs. low-income households (17%).
- Those with children at home (54%) vs. those without (31%).
- Residents of Wards 3 & 4 (50%) vs. Ward 1 (31%).

Those who prefer *direct mail* include:

- Residents of Wards 2 (34%) vs. Ward 1 (17%).

Those who prefer *newspaper ads* include:

- Those in lower-income households (39%) vs. high-income households (13%).
- Those without children at home (27%) vs. those with children at home (13%).

### 3.5 Emergency Communications

The following section explores preferred methods of communication in an emergency as well as awareness, and barriers to use, of the town's new emergency notification system.

#### 3.5.1 Preferred Methods of Emergency Communication

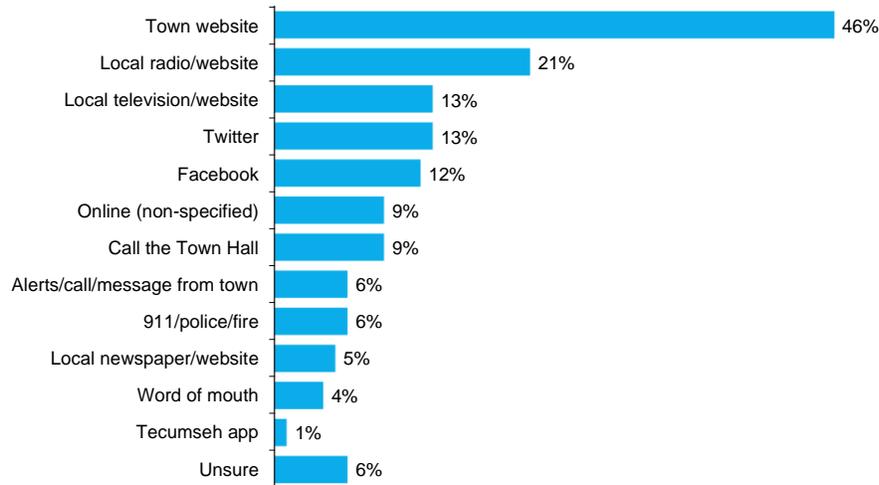
In an emergency, the preferred source of credible information is the *Town of Tecumseh's website*. Nearly half of respondents (46%) said the website is where they would first look for fast and reliable

information. A local radio station or its website would also be commonly used, with 21 per cent of respondents mentioning this source.

## PREFERRED METHODS OF EMERGENCY COMMUNICATION



Q16c. "If there was a large scale emergency in the Town of Tecumseh, where would you search for fast and reliable information?"\*  
(n=400)



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

Age-related differences include:

- Younger residents, those 35 and under, are more likely to turn to *Twitter* and *Facebook* for emergency information. Among this age group, 42 per cent said they would use Twitter and 30 per cent said they would check Facebook for emergency updates. Men are also more likely to use social media.
- Middle-aged residents, those 35 to 54 years old, are more likely (60%) to check *the town's website*.
- Older residents, those 55-plus, are slightly more likely (20%) to check *television or the websites of local TV stations*.

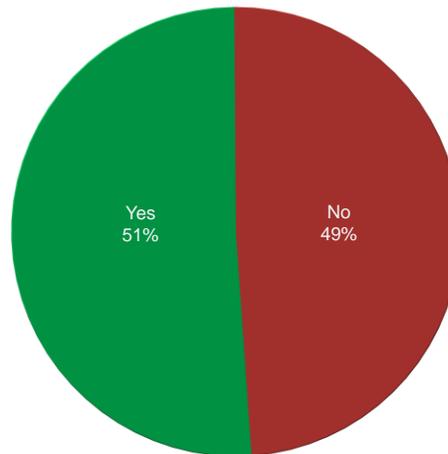
### 3.5.2 Awareness and Use of the Emergency Alert Program

This year, residents were asked about their awareness and use of the town's emergency alert system, which, in the event of a problem, sends texts, emails or phone calls to residents who sign up for this service. One-half of residents (51%) are aware of this program, and among those, one-half (52%) have signed up. This equates to an incidence rate of about one-quarter, meaning approximately one-quarter of residents report being registered with the emergency alert program.

#### AWARENESS OF EMERGENCY ALERT SYSTEM



Q16d. "The Town of Tecumseh has an emergency alert system that sends emails, texts or phone messages to residents in the event of an emergency. Before today, had you heard about this program?" (n=400)



Base: Tecumseh adults aged 18+

Those who are more likely to be *unaware* of the emergency alert program include:

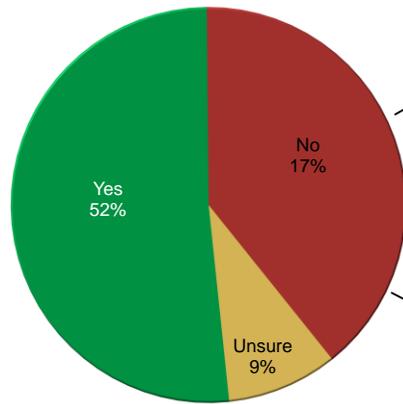
- Residents in multi-family dwellings (63%).
- Residents of Ward 2 (65%).

Residents who knew of the program but had not signed up were asked why they had yet to register. The overwhelming reason was lack of knowledge. More than three-in-five (62%) said they were not aware they had to sign up or did not know how to go about doing so.

## USE OF EMERGENCY ALERT SYSTEM

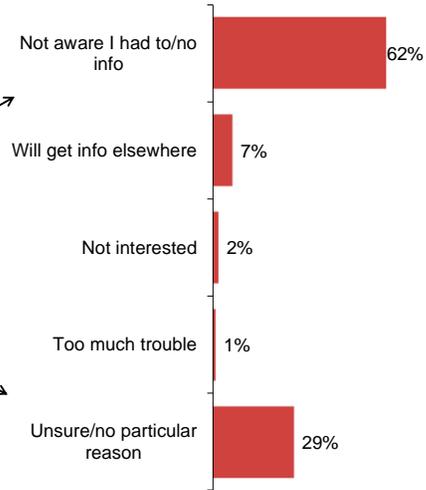


Q16e. "Have you signed up to receive emergency alerts from the Town of Tecumseh?" (n=203)



Base: Tecumseh adults aged 18+ who are aware of the emergency alert system

Q16f. "Is there a specific reason why you have not signed up to receive emergency alerts?" (n=80)



Base: Those who are aware of the emergency alert system but have not signed up to receive alerts

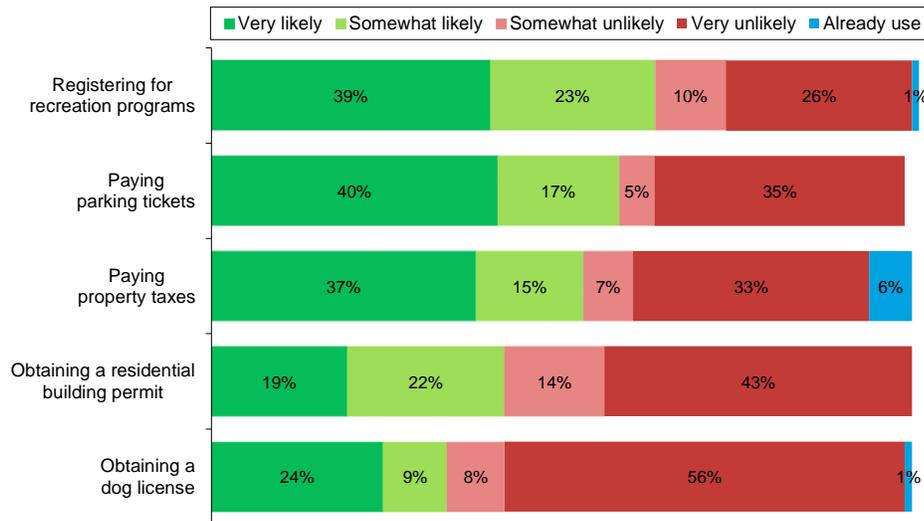
### 3.6 Online Services

This year, respondents were asked about the likelihood they would access key town services, such as property tax payments and recreation program registration, online. There was significant interest in registering for *recreation programs* online – 62 per cent of respondents said they would be *likely* to use this service. Similarly, a strong majority (57%) would be *likely to pay parking tickets* online, should such a service exist. A majority (52%) also expressed an interest in *paying property taxes* online.

However, there was less in interest in *obtaining a building permit* online. Only 41 per cent of respondents noted they would be *likely* to use this service. And, there was strong disinterest in using an online portal to *obtain a dog licence*, however it’s likely many of those who lack interest in this service also do not have a pet dog. Only one-third of respondents indicated a willingness to access this service online.

## USE OF ONLINE SERVICES P R B E

Q17. "I'm going to read you a list of services the Town of Tecumseh offers online now, or may offer online in the future. For each one, please tell me how likely or unlikely you are to use this service online. Is that very or somewhat?" (n=400)



Base: Tecumseh adults aged 18+

### 3.7 Voting Methods

Residents were queried this year about their level of awareness of town voting methods, as well as the effect that access to telephone and online voting may have on their voting habits.

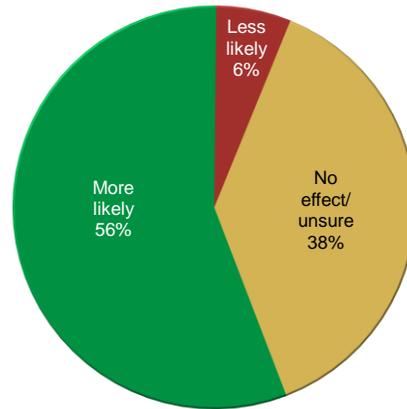
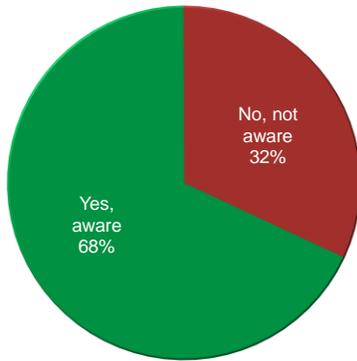
A strong two-thirds of residents (68%) are aware the town offers online and telephone voting. And, more than one-half of residents (56%) noted they would be *more likely to vote* this year knowing these methods are available. Indeed, 43 per cent said they would be *much more likely* to vote in the next civic election knowing online and telephone voting is available.

#### AWARENESS AND EFFECT OF ONLINE AND TELEPHONE VOTING



Q18. "Are you aware that the Town of Tecumseh offers online and telephone voting in municipal elections?" (n=400)

Q19. "Does knowing this make you more or less likely to vote in the 2018 municipal election?" (n=400)



Base: Tecumseh adults aged 18+

Those who are more likely to be *unaware* of these voting options include:

- Younger residents, under 35 (44% *not aware*).