



Over 9 in 10 residents remain generally satisfied with town services > 8 in 10 say more affordable housing needed.



The research gauged the opinions among residents of the Town of Tecumseh on overall quality of life in the Town, issues of concern, importance and satisfaction with Town services, importance of policing services strategic goals, recreational activities, housing and communications with the Town.

Nanos conducted an RDD random telephone survey of 400 residents of the Town of Tecumseh, 18 years of age or older, between February 5th to March 3rd, 2025.

The margin of error for a random survey of 400 residents of the Town of Tecumseh is ± 5.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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

A similar open-link online survey was available to residents via a link on the town's website and 157 residents participated. This allowed for further public engagement by offering the survey to residents who may not have received a telephone call. The results of that open-link online survey are not included in this report and were provided separately to the Town of Tecumseh.

KEY FINDINGS

1

OVERALL SATISFACTION WITH TOWN SERVICES REMAINS SOLID

A majority of residents (93%) report satisfaction with town services to one extent or another, which is consistent with previous waves. However, there is a marginal decrease of residents who are very satisfied with the services provided by the Town of Tecumseh compared to the 2023 wave (52% in 2025 and 62% in 2023). Residents aged 35 to 54 years old (56%) are more likely to say that they are very satisfied compared to those aged 18 to 34 years old (43%). Satisfaction with how concerns were handled by the town has improved over the past two years (64% satisfaction in 2023, 74% satisfaction in 2025).

2

MAJORITY OF RESIDENTS ARE LIKELY TO RECOMMEND THE TOWN OF TECUMSEH AS A PLACE TO LIVE

Over four in five residents (86%) are likely to recommend the town of Tecumseh as a place to live which is consistent with previous wave (90%). Residents in ward 4 (mean of 8.8 out of 10) are more likely to recommend the town of Tecumseh as a place to live compared to those in ward 5 (mean of 7.9 out of 10).

3

HIGH LEVEL OF NEED OF AFFORDABLE HOUSING

Just over seven in ten residents (78%) say that Tecumseh is very in need of affordable housing with one in two residents (50%) giving it a score of 10 out of 10, while under one in five (14%) say the need is average and five percent say it is not needed. Younger residents aged 18 to 34 years old (mean of 9.0 out of 10) are more likely to say that Tecumseh is very much in need of affordable housing than those aged 35 to 54 years old (mean of 7.8 out of 10).

4

SCORES FOR BOTH QUALITY OF LIFE AND DIRECTION OF THE TOWN HAVE DECREASED BUT CONTINUE TO BE POSITIVE OVERALL

A majority of residents say the overall quality of life in Tecumseh is very good (44% vs 58% in 2023) or good (40% vs 37% in 2023). Moreover, close to seven in ten residents (68%) say the town is moving in the right direction overall which is the lowest score since tracking began in 2014. Residents in ward 4 (80%) are more likely to say that it's moving in the right direction than those in ward 5 (61%).

5

JUST OVER ONE IN TWO RESIDENTS REPORT HAVING CONTACTED THE TOWN OF TECUMSEH ABOUT AN ISSUE OR CONCERN

Consistent with the previous wave, just over one in two residents (52%) has contacted someone from the town of Tecumseh about a specific issue or concern. Of those who have contacted the town of Tecumseh, three in five (60%) say they did so by phone and just under three in four (74%) are very satisfied or somewhat satisfied with how it was dealt with, which is higher than the previous wave (64% in 2023).

6

HIGH IMPORTANCE OF EACH STRATEGIC GOAL FOR THE TOWN OF TECUMSEH

Overall, residents attribute a high importance to each strategic goal for the town of Tecumseh. Residents in ward 3 attribute a higher importance (mean of 8.9 out of 10) to making Town services better by providing friendly and helpful customer service than those in Ward 1 (mean of 7.9 out of 10).

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]

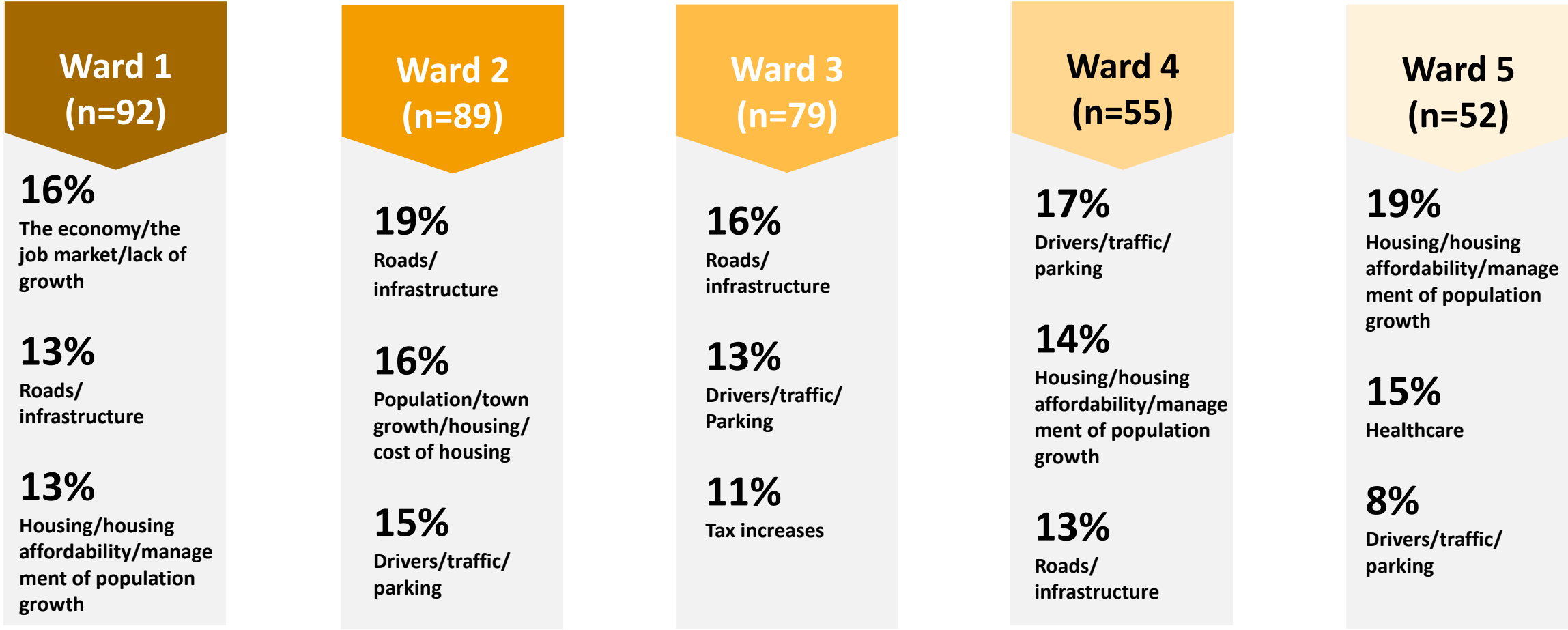
	2025-02 (n=367)	2023-03 (n=325)	
T O P R E S P O N S E S	Roads/infrastructure	14.6%	12.9%
	Housing/housing affordability/management of population growth	14.2%	12.7%
	Drivers/ traffic/ parking	13.0%	10.7%
	Tax increases	7.7%	16.8%
	The economy/the job market/lack of growth	5.9%	-
	Nothing	4.6%	8.8%
	Healthcare	4.5%	-
	Public transportation/ buses	2.5%	4.6%
	Cost of living	2.0%	-
	More recreation/parks and green space	1.9%	2.6%
	Flooding	1.8%	11.6%
	Budget/Balancing the budget/Overspending	1.7%	-
	Crime	1.6%	4.7%
	Support for seniors	1.6%	0.9%
Tariffs/Donald Trump/the situation with the United States	1.5%	-	

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=367, accurate 5.2 percentage points plus or minus, 19 times out of 20.

Most important issue of concern - By Ward



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]

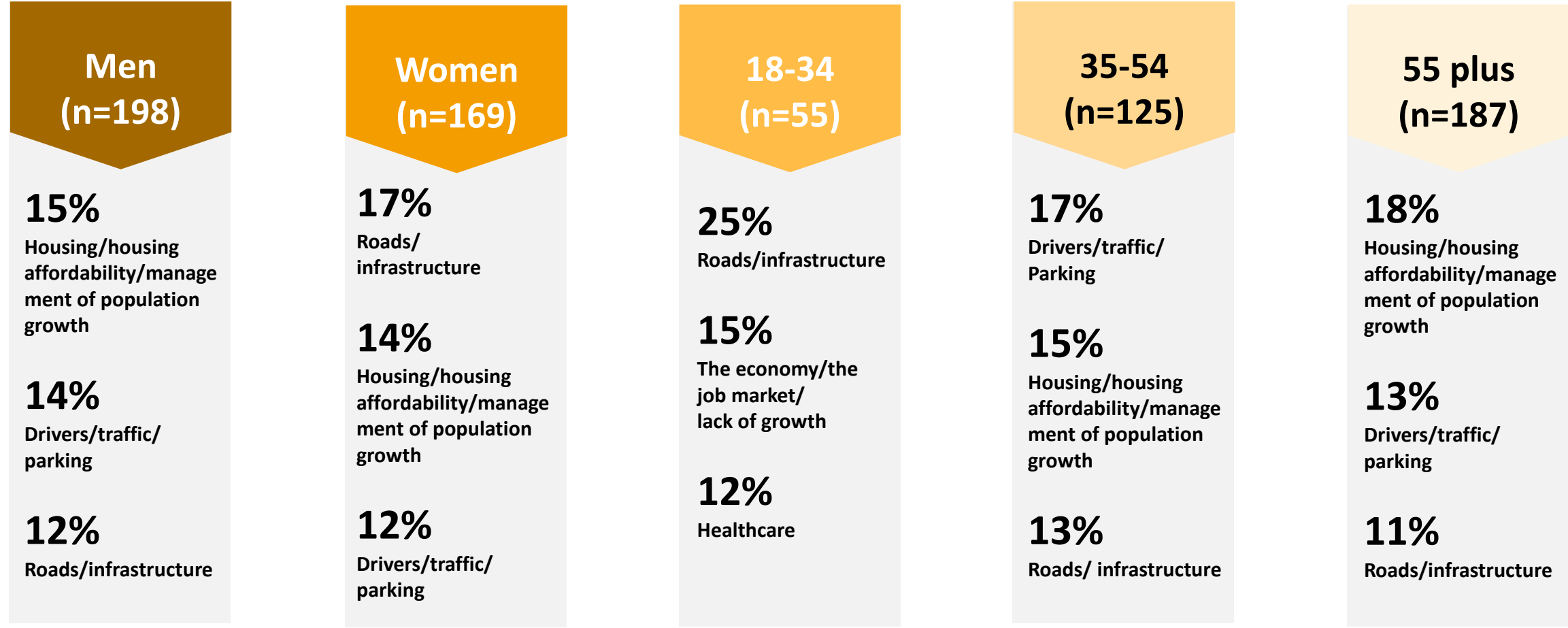


Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Most important issue of concern - By gender and age

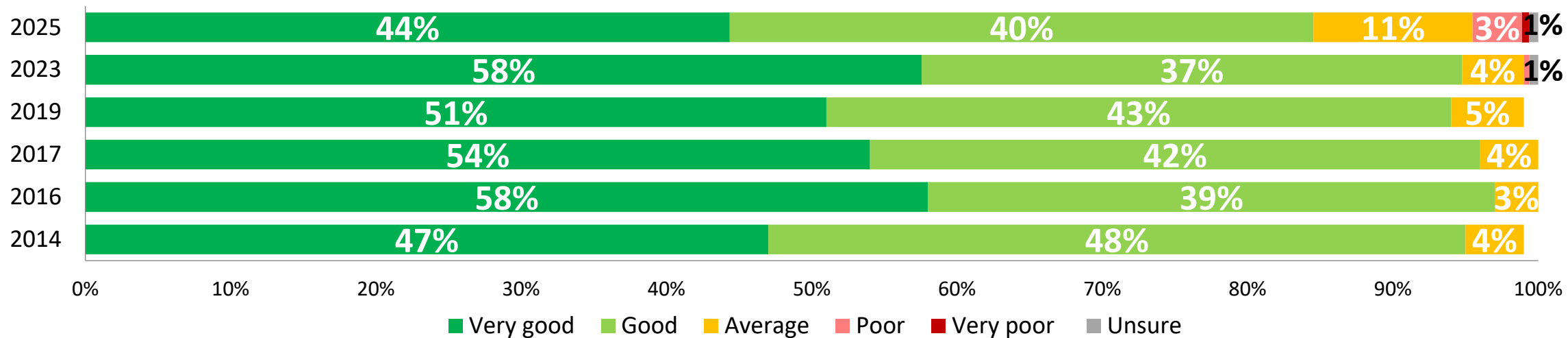


I would like to begin by having you tell me what you consider to be the most important issue of concern facing Tecumseh today. [CAPTURE ONE MENTION ONLY][OPEN]



Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

The quality of life in Tecumseh



Very good/ good	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
		84.5%	85.4%	81.3%	85.2%	90.3%	82.4%	85.3%	83.8%	76.9%	88.7%

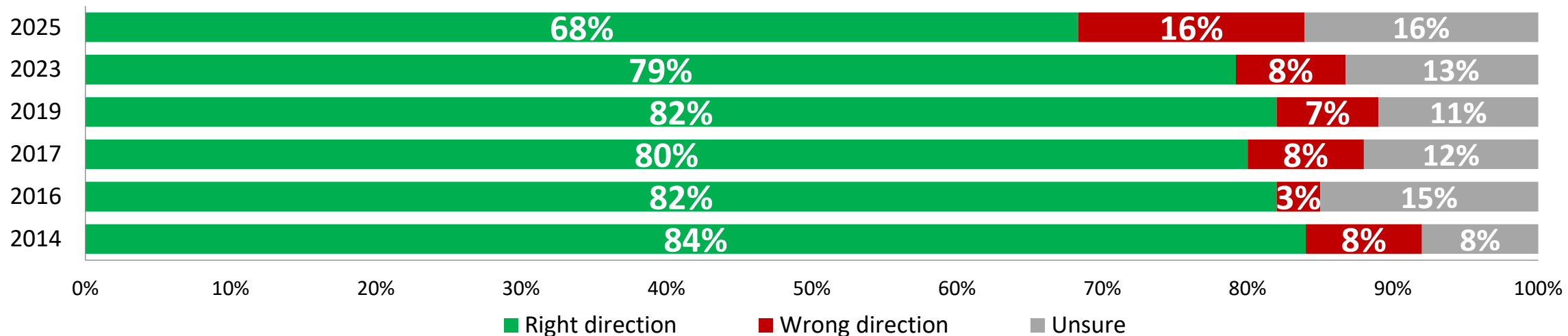
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

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 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Direction of Town of Tecumseh



	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
Right direction	68.3%	64.3%	67.3%	71.9%	79.7%	60.9%	70.0%	66.8%	57.6%	74.5%	69.2%
Wrong direction	15.6%	12.0%	17.3%	20.1%	10.1%	16.1%	12.7%	18.2%	7.6%	14.8%	19.5%

*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 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Importance of services provided by the Town of Tecumseh

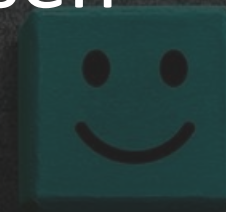
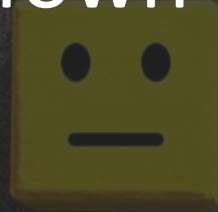
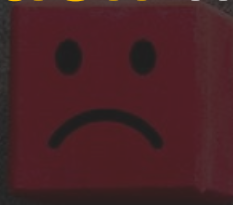
Q – I am going to read to you a list of services provided by the Town of Tecumseh. For each one, I would like you to tell me how important this service is to you using a 0-10 scale where a 0 means this service is “not at all important” and a “10” means it is “very important”: [RANDOMIZE]

	Mean		Important (7-10)	
	2025-03 (n=400)	2023-03 (n=404)	2025-03	2023-03
*Arrows signify a change compared to last wave.				
Household drinking water	9.0	9.1	90%	92%
Fire protection	8.9	9.2	90%	93%
Waste management and garbage collection	8.8	9.0	93%	94%
Snow removal	8.6	9.0	90%	94%
Stormwater drainage	8.4	8.2	84% ▲	77%
Policing	8.4	8.9	81% ▼	91%
Parks, playgrounds and other greenspace	8.2	8.1	85%	82%
Maintenance and upgrading of streets and roads	8.1	8.4	80% ▼	87%
Libraries	8.0	7.1	58%	63%
*By-law Enforcement	7.4	-	62%	-
Recreation programs	7.2	7.1	63%	64%
*Building and Planning (building permits, zoning or, minor variance application)	7.2	-	58%	-
Hosting festivals and events	6.7	6.1	58% ▲	49%
*Applications and Licensing (marriage license, dog tags, lottery license)	6.2	-	39%	-
*Tecumseh Transit Service	5.7	-	37%	-

*New questions asked in 2025

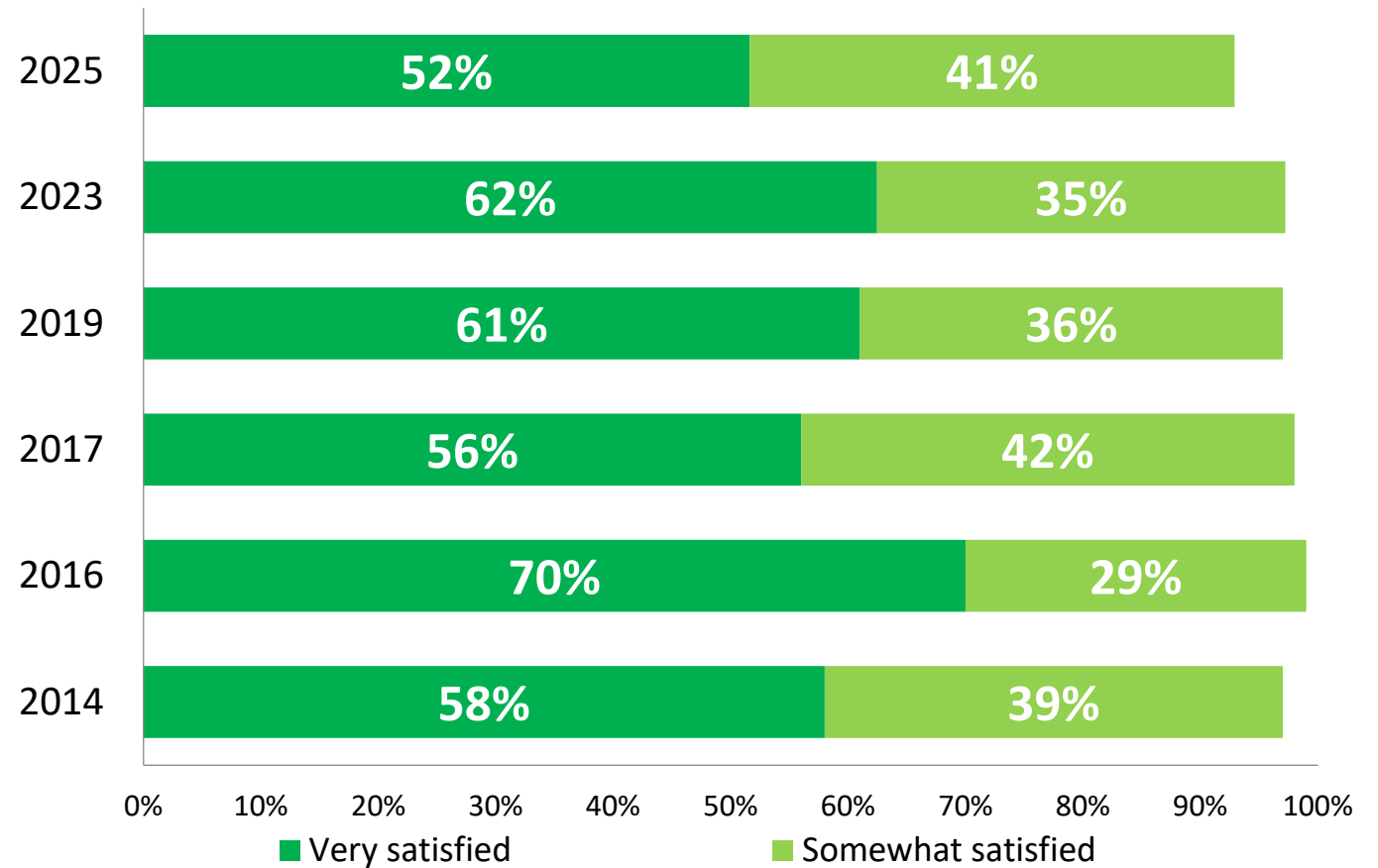
Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Satisfaction with the Town of Tecumseh



Overall, consistent with previous waves, satisfaction with the services provided by the Town of Tecumseh to one degree or another is high with over nine in ten residents who are very or somewhat satisfied. However, there is a marginal decrease of residents who are very satisfied with the services provided by the Town of Tecumseh compared to the 2023 wave.

Satisfaction with the services provided by the Town of Tecumseh - Tracking



*Weighted to the true population proportion.

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

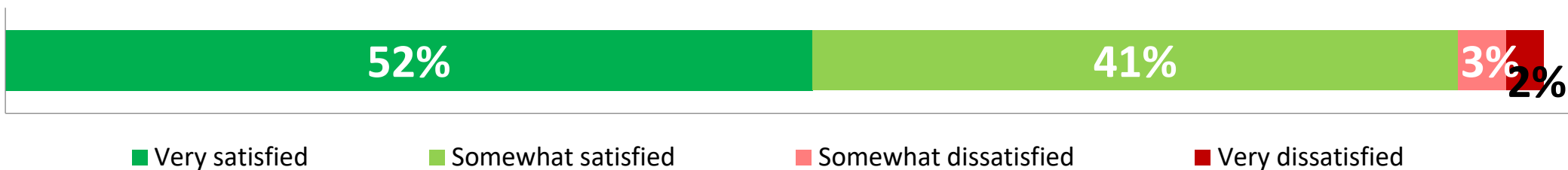
*Tracking data only available for the response options very satisfied/somewhat satisfied.

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 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Satisfaction with the services provided by the Town of Tecumseh

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



*Weighted to the true population proportion.
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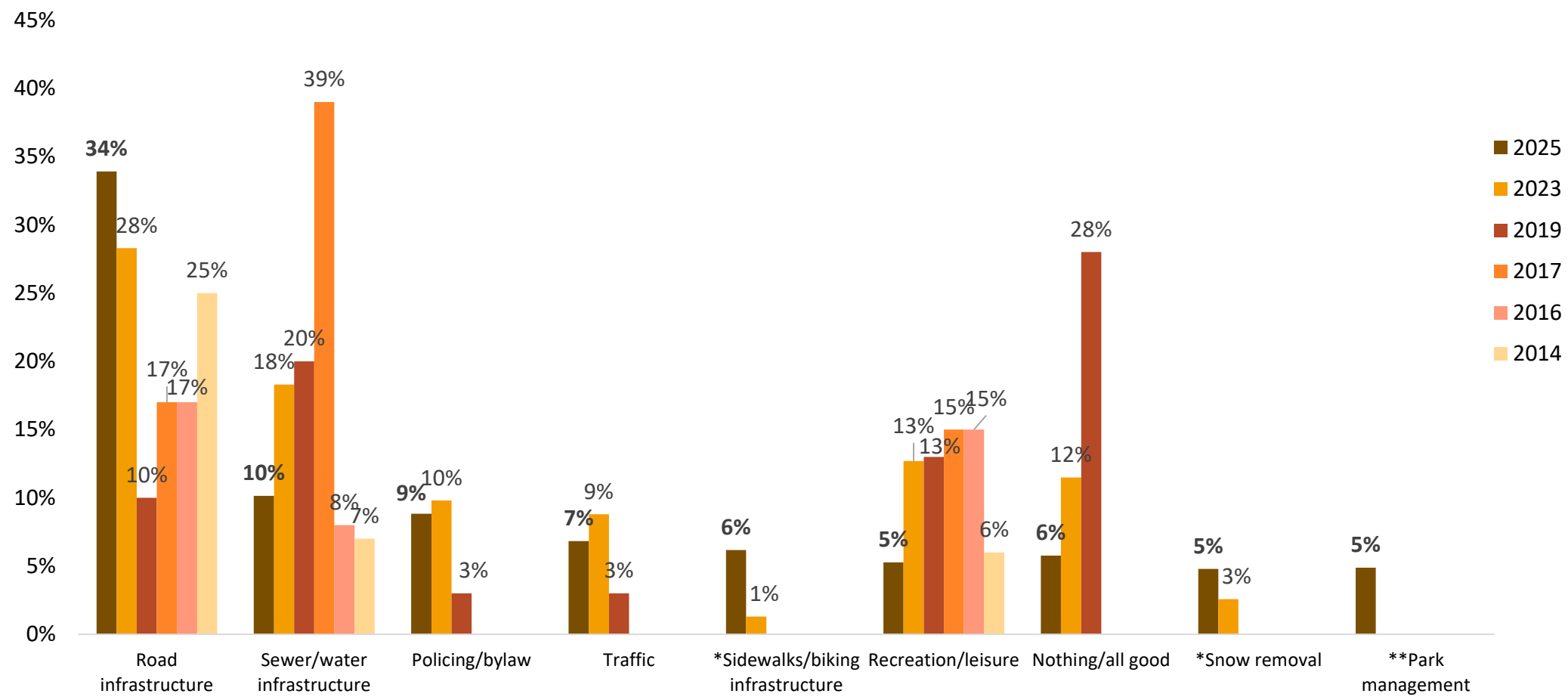
Very satisfied	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
	46.6%	57.7%	50.1%	57.5%	46.6%
	Men (n=212)	Women (n=188)	18 to 34 (n=58)	35 to 54 (n=136)	55 plus (n=206)
	48.8%	54.2%	42.9%	55.8%	52.8%

Somewhat satisfied	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
	47.6%	35.6%	42.2%	38.7%	41.7%
	Men (n=212)	Women (n=188)	18 to 34 (n=58)	35 to 54 (n=136)	55 plus (n=206)
	45.6%	37.3%	54.3%	38.9%	37.2%

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 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]



*response option added in 2023
 **New response option added in 2025

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=357, accurate 5.2 percentage points plus or minus, 19 times out of 20.

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]

Making sure that the programs, services, and public spaces in our town are easy for everyone to use and welcome all people



Making Town services better by providing friendly and helpful customer service



Creating a successful and enjoyable community by growing in a way that is good for the environment



■ Important (7-10)

■ Average (4-6)

■ Not important (0-3)

■ Unsure

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Importance of each strategic goal for the Town of Tecumseh – By demographics

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]

Making sure that the programs, services, and public spaces in our town are easy for everyone to use and welcome all people

Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
8.4	8.4	8.6	8.8	8.5
Men (n=XXX)	Women (n=XXX)	18 to 34 (n=XXX)	35 to 54 (n=XXX)	55 plus (n=XXX)
8.2	8.7	8.7	8.5	8.4

Making Town services better by providing friendly and helpful customer service

Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
7.9	8.1	8.9	8.6	8.1
Men (n=XXX)	Women (n=XXX)	18 to 34 (n=XXX)	35 to 54 (n=XXX)	55 plus (n=XXX)
7.9	8.6	8.7	8.1	8.2

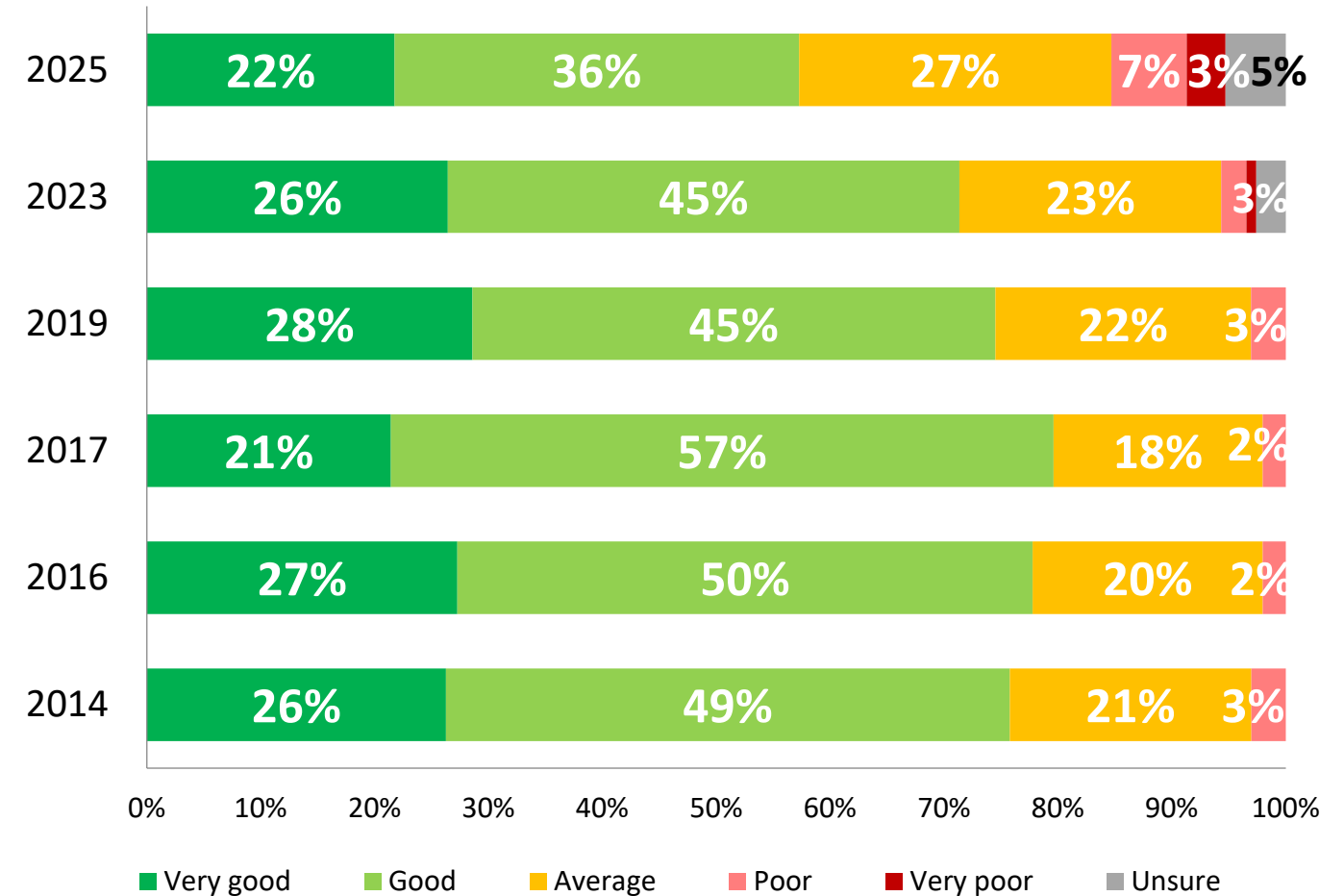
Creating a successful and enjoyable community by growing in a way that is good for the environment

Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
8.3	8.1	8.7	8.2	7.9
Men (n=XXX)	Women (n=XXX)	18 to 34 (n=XXX)	35 to 54 (n=XXX)	55 plus (n=XXX)
8.0	8.5	8.6	8.0	8.3

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

The perceived value of the tax dollars residents pay has gone down with just under three in five residents (58%) who say the value they receive for the property taxes that they pay towards these services is very good or good, which is lower than previous wave (71%). Younger residents (18-34) were less likely to say the value is very good (seven percent) compared to older residents (31% of those 55 plus).

The value for the tax dollars in the Town of Tecumseh



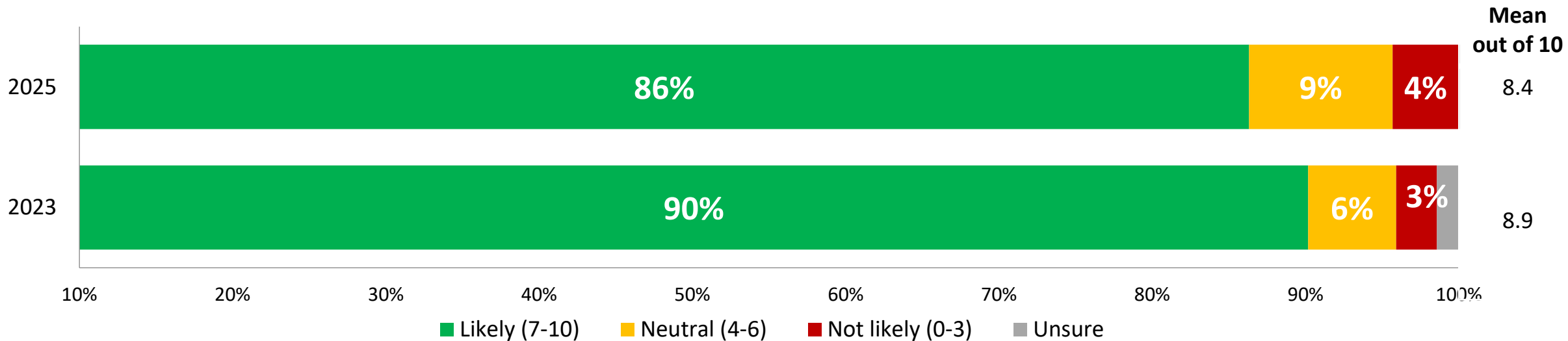
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=398, accurate 5.0 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...

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



Mean	2025-03 (n=399)	Ward 1 (n=99)	Ward 2 (n=96)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=187)	18-34 (n=58)	35-54 (n=135)	55 plus (n=206)
		8.4	8.1	8.5	8.7	8.8	7.9	8.4	8.3	7.7	8.4

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

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?

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=399, accurate 5.0 percentage points plus or minus, 19 times out of 20.

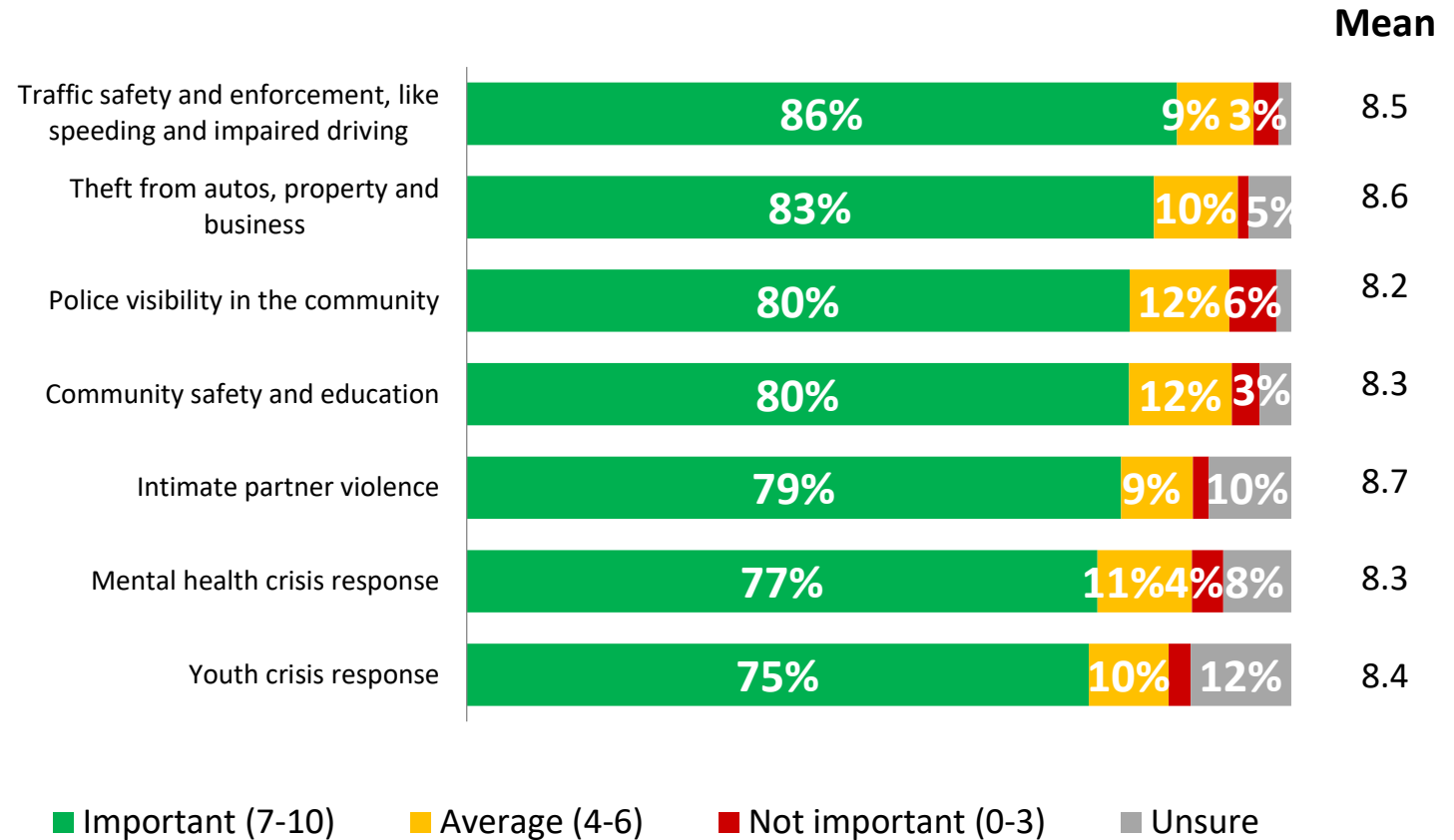


Overall, a majority of residents attribute a high level of importance to all policing services tested on.

Residents in ward 3 attribute a higher importance to community safety and education (mean of 8.8) and police visibility (mean of 9.0) than residents from ward 1 (means of 7.6 and 7.7, respectively).

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 policing services for the Town of Tecumseh [RANDOMIZE]:

Level of importance of policing services



*Weighted to the true population proportion.

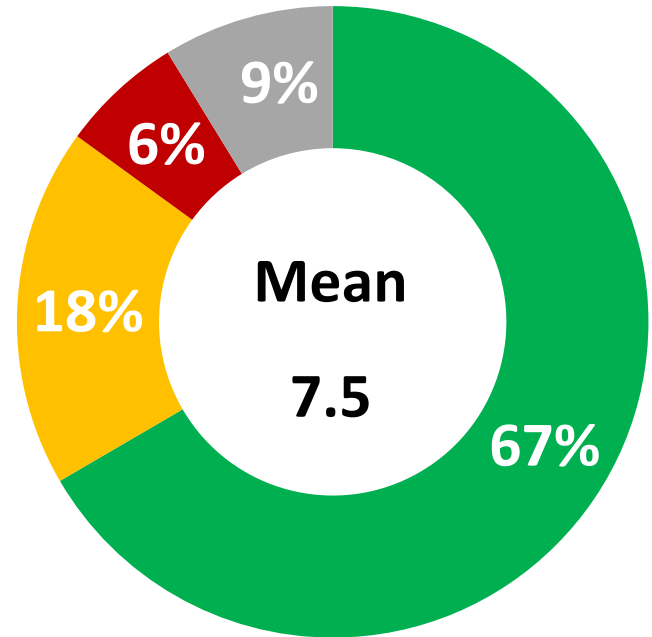
*Charts may not add up to 100 due to rounding.

*Data labels under 3% have been removed for clarity.

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Rating Tecumseh as a place to work

Q – How would you rate Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE] **Tecumseh as a place to work**



- Good rating (7-10)
- Average (4-6)
- Poor rating (0-3)
- Unsure

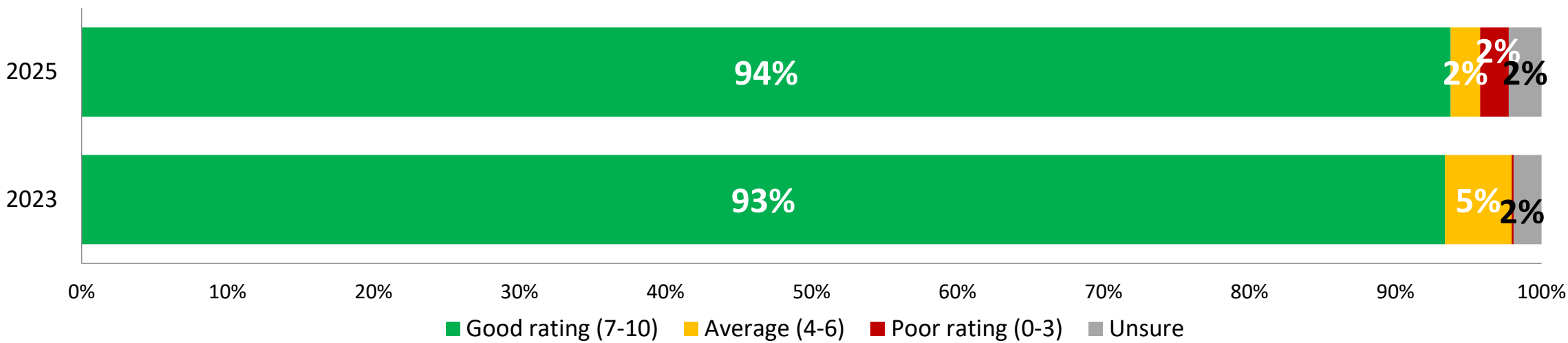
*Weighted to the true population proportion.

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

	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
Mean	6.9	7.9	7.5	7.3	7.7
	Men (n=212)	Women (n=188)	18 to 34 (n=58)	35 to 54 (n=136)	55 plus (n=206)
	7.4	7.5	6.6	7.2	8.1

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Rating Tecumseh as a place to raise a family



Mean	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
		8.9	8.6	9.1	9.1	9.2	8.6	8.9	8.9	8.3	8.9

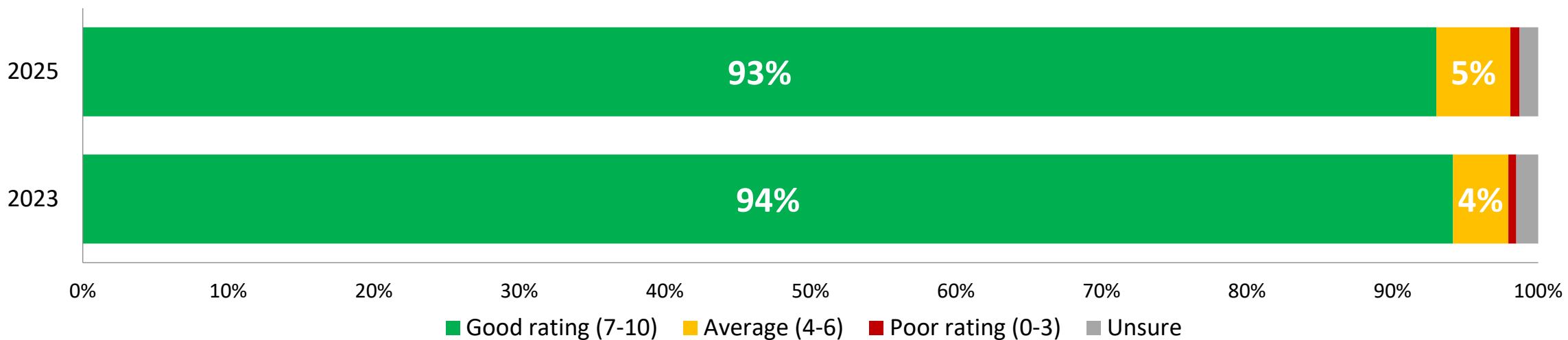
*Readers should note that in 2023 the question was "Town of Tecumseh" as opposed to "Tecumseh" in 2025.
 *Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – How would you rate Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]
Tecumseh as a place to raise a family

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Rating Tecumseh as a safe place to live



Mean	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
		8.8	8.7	9.0	8.7	9.2	8.4	8.8	8.8	8.4	8.8

*Readers should note that in 2023 the question was “Town of Tecumseh” as opposed to “Tecumseh” in 2025.

*Weighted to the true population proportion.

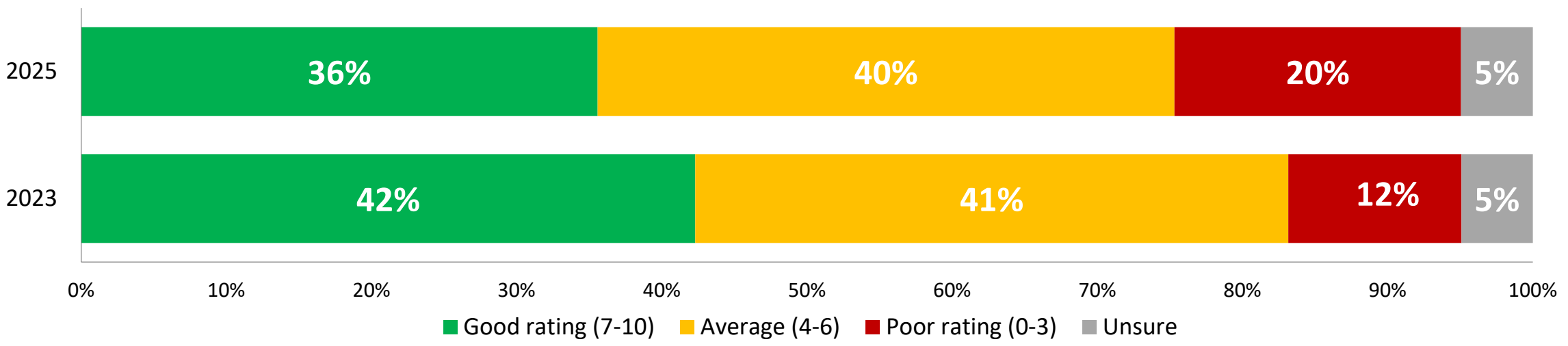
*Charts may not add up to 100 due to rounding.

Q – How would you rate Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]
Tecumseh as a safe place to live

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Rating Tecumseh as an affordable place to buy a home



Mean	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
		5.6	4.6	6.1	6.3	5.9	5.5	5.6	5.7	5.3	5.4

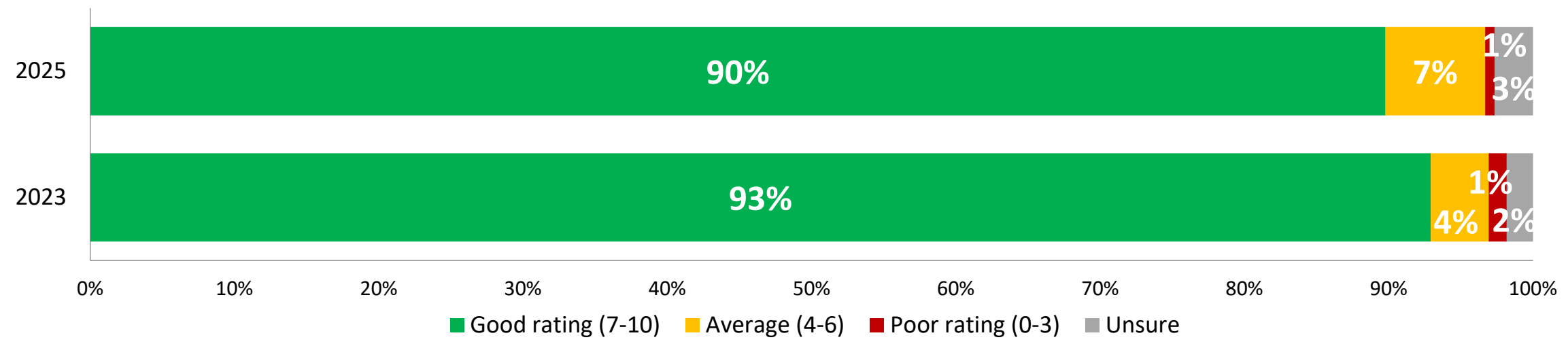
*Readers should note that in 2023 the question was "Town of Tecumseh" as opposed to "Tecumseh" in 2025.
 *Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – How would you rate Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]
Tecumseh as a place where one can afford to buy a home

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Rating Tecumseh as a place where everyone is welcome



Mean	2025-03 (n=400)	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)	Men (n=212)	Women (n=188)	18-34 (n=58)	35-54 (n=136)	55 plus (n=206)
		8.9	8.9	8.7	8.8	9.1	8.8	8.8	8.9	9.1	8.7

*Readers should note that in 2023 the question was "Town of Tecumseh" as opposed to "Tecumseh" in 2025.
 *Weighted to the true population proportion.
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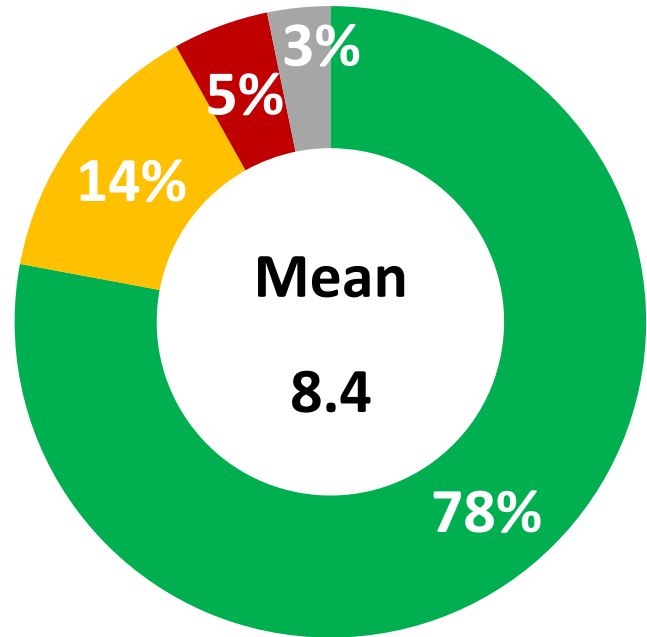
Q – How would you rate Tecumseh on the following where 0 is a very poor rating and 10 is a very good rating? [RANDOMIZE]
Tecumseh as a place where everyone is welcome

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Level of need of affordable housing

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



	Ward 1 (n=99)	Ward 2 (n=97)	Ward 3 (n=83)	Ward 4 (n=57)	Ward 5 (n=64)
Mean	8.7	8.4	8.3	7.8	8.5
	Men (n=212)	Women (n=188)	18 to 34 (n=58)	35 to 54 (n=136)	55 plus (n=206)
	8.2	8.6	9.0	7.8	8.4

■ Needed (7-10) ■ Average (4-6) ■ Not needed (0-3) ■ Unsure

*Weighted to the true population proportion.

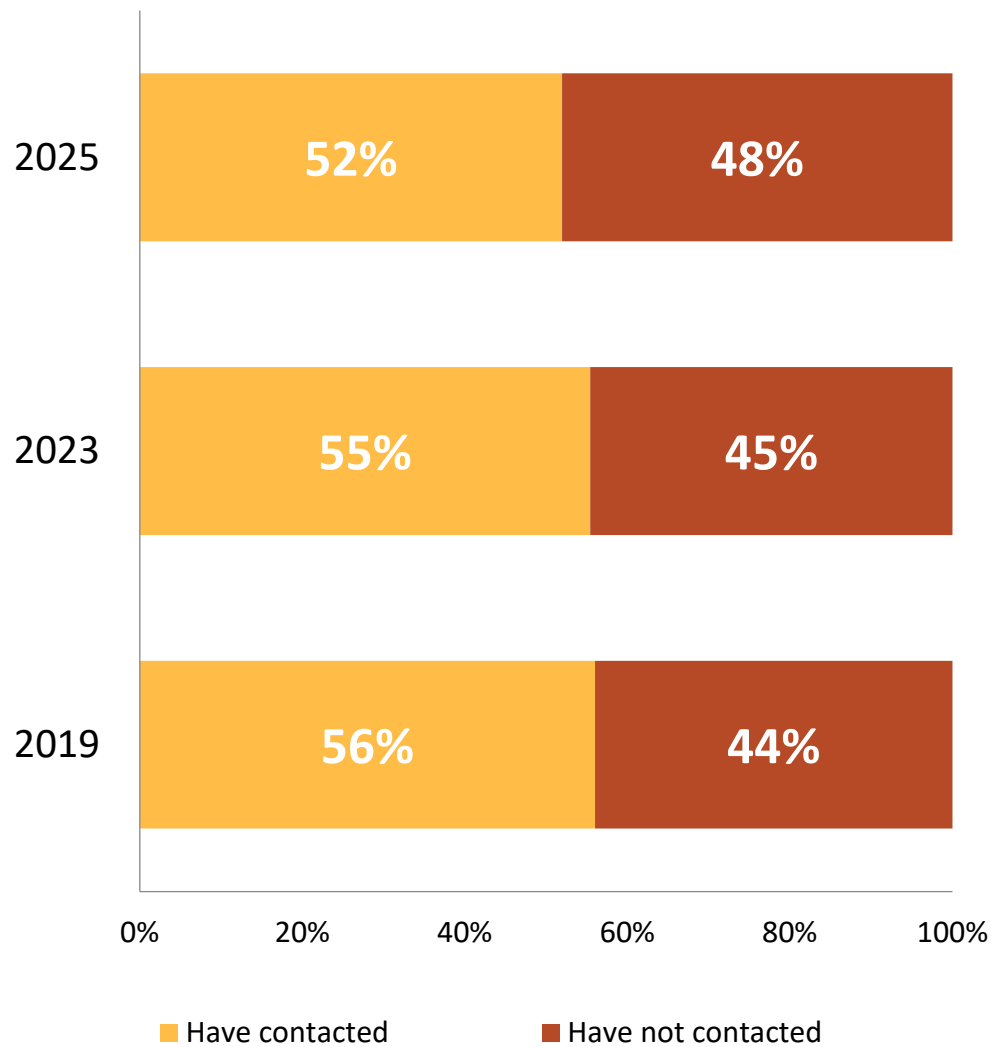
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Communication with the Town of Tecumseh



Contacting the town about an issue or concern



Just over **1 in 2** residents

report having contacted the Town of Tecumseh about an issue or concern. This is consistent with previous waves. Younger residents were less likely to report having contacted the Town (34% for those 18-34) compared to 47% of those 35-54 and 63% of those 55 plus.

*Weighted to the true population proportion.

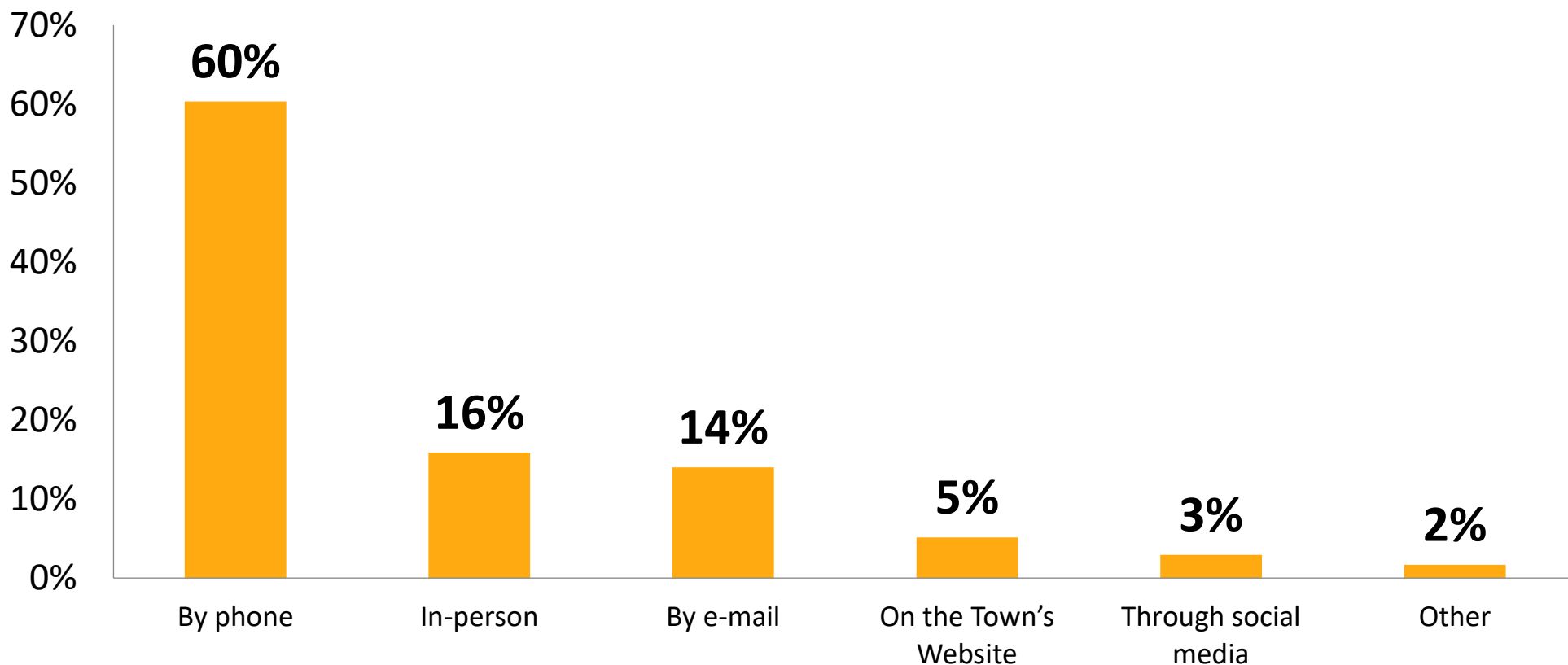
*Charts may not add up to 100 due to rounding.

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 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Ways used to contact the Town of Tecumseh

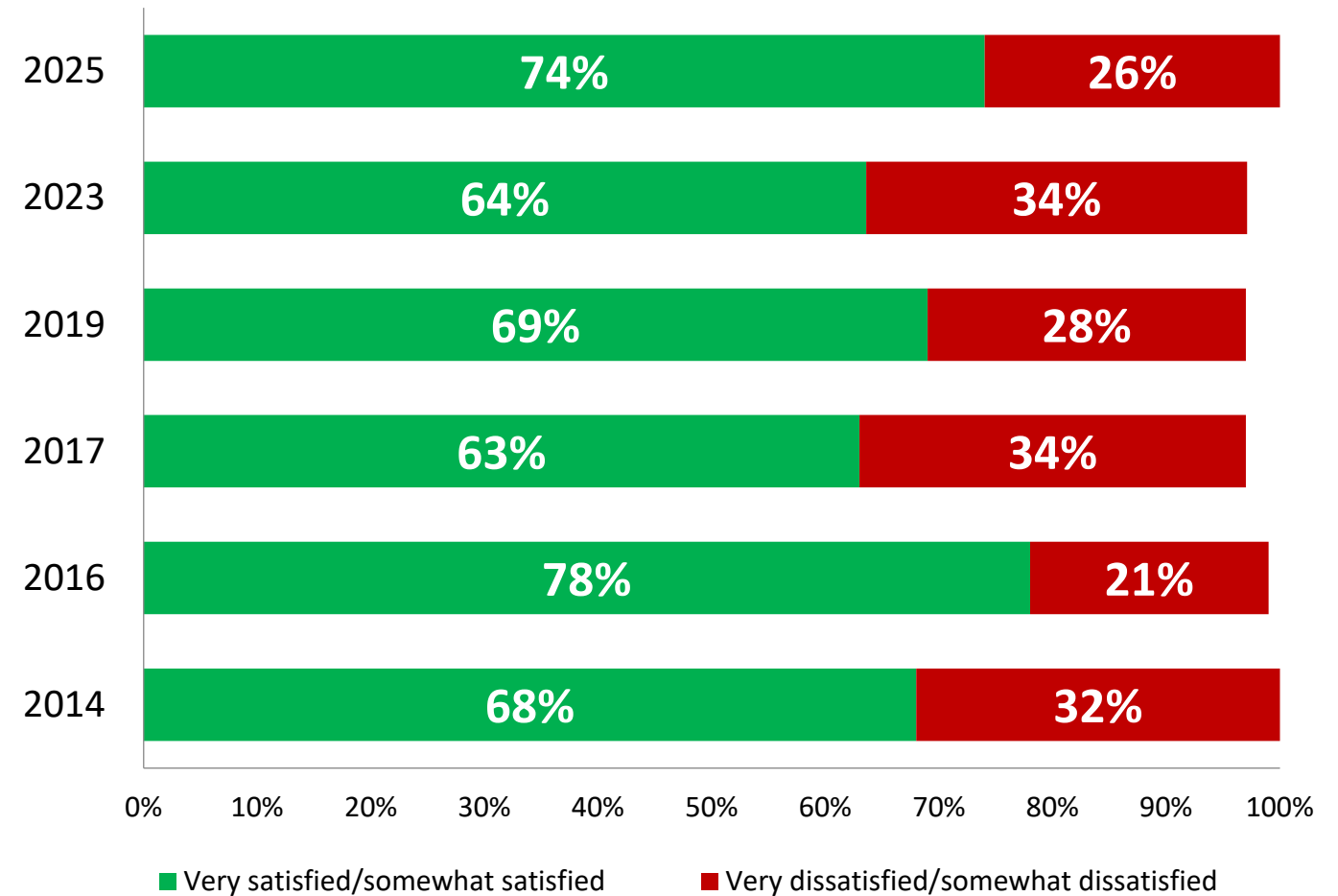
Q – [IF HAS CONTACTED SOMEONE FROM THE TOWN] How did you contact someone from the Town of Tecumseh?



Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=211, accurate 6.8 percentage points plus or minus, 19 times out of 20.

Consistent the 2016 wave, just under three in four residents who report having contacted the town about a particular issue or concern are very satisfied 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.

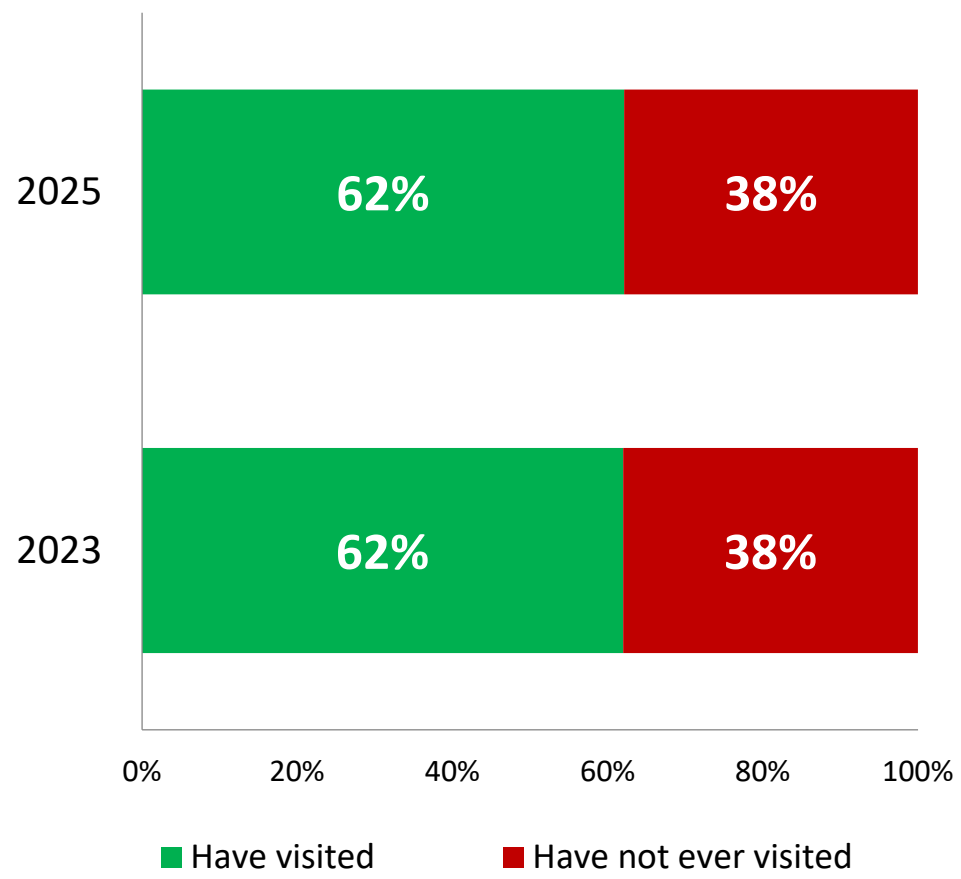
Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=207, accurate 6.9 percentage points plus or minus, 19 times out of 20.

Q – [IF HAS CONTACTED SOMEONE FROM THE TOWN] 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

6 in 10 residents

report having visited the Town of Tecumseh's website, which is consistent with previous wave. Over four in five residents who have visited the Town's website (86%) say they were able to find what they were looking for.



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

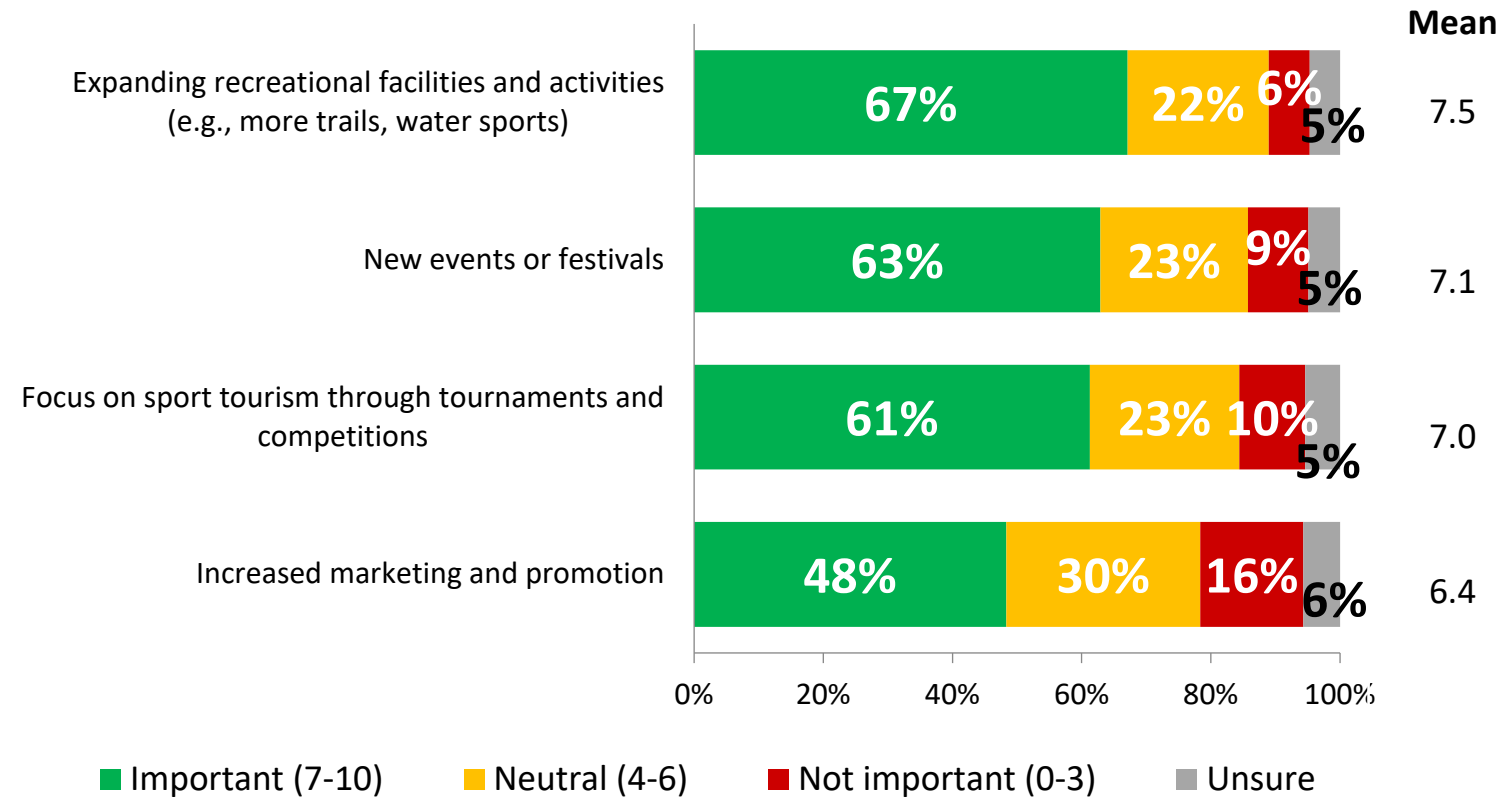
Q – Have you ever visited or not ever visited the Town of Tecumseh's website?
Q – Were you able or not able to find what you were looking for?

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=399, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Overall, over six in ten residents attribute a higher importance to expanding recreational facilities and activities, new events or festivals and focusing on sport tourism through tournaments and competitions as the priorities to improve the Town of Tecumseh.

Q – On a scale of 0 to 10, where 0 is not important at all and 10 is very important, how important are the following priorities for improving the Town of Tecumseh as a tourism destination: [RANDOMIZE]

Importance of priorities to improve the Town of Tecumseh



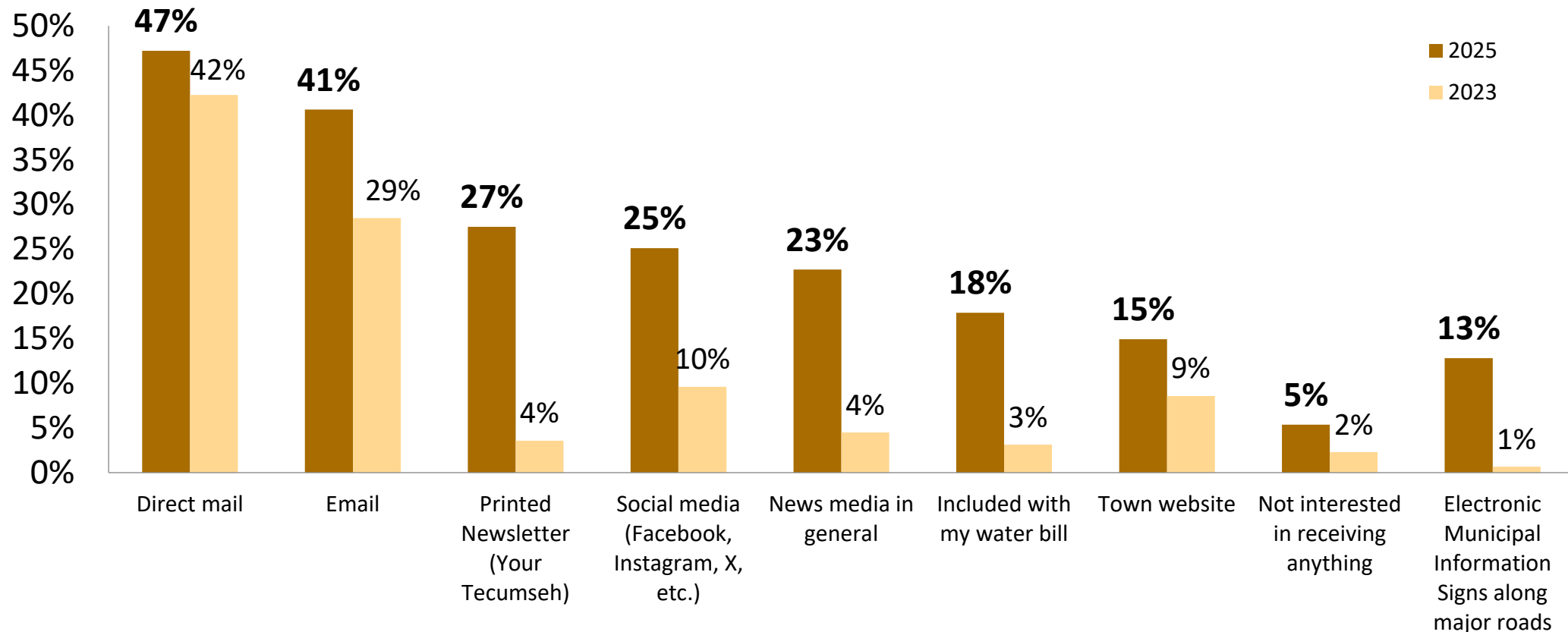
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=400, accurate 5.0 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 – Of the following list, which would be a good way for the Town of Tecumseh to reach you with important information: [RANDOMIZE] (select all that apply)

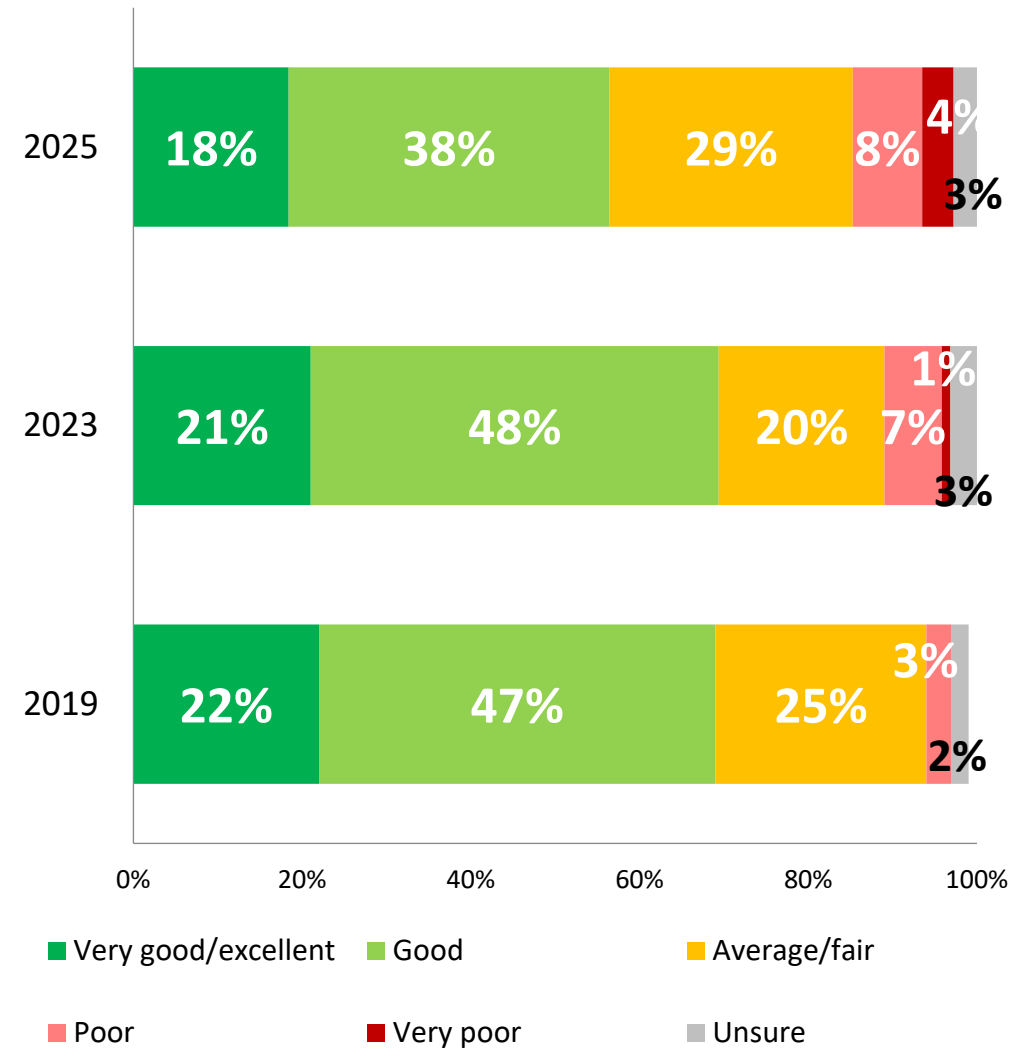


Source: Nanos Research, RDD random telephone survey, February 5th to March 3rd, 2025, n=393, accurate 5.0 percentage points plus or minus, 19 times out of 20.

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

Just under **3 in 5** residents

Say that the Town of Tecumseh does a very good or good job of informing citizens about important issues which is lower than previous waves. Residents in Ward 3 were more likely to say the Town is doing a very good or good job (68%) compared to those in ward 1 (49%).



*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 5th to March 3rd, 2025, n=400, accurate 5.0 percentage points plus or minus, 19 times out of 20

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 400 residents of the Town of Tecumseh, 18 years of age or older, between February 5th and March 3rd, 2025. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the Town of Tecumseh.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 400 residents is ± 5.0 percentage points, 19 times out of 20.

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

Note: Charts may not add up to 100 due to rounding.



Element	Description
Research sponsor	Town of Tecumseh
Population and Final Sample Size	400 residents of the Town of Tecumseh
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±5.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the Town of Tecumseh.
Demographics (Captured)	Ward number; Men and Women; 18 years and older; education. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	February 5 th to March 3 rd , 2025.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of the Town of Tecumseh. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, or in the media to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of the Town of Tecumseh.
Estimated Response Rate	Five percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com
Data Tables	By region, age and gender



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nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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