



# **Tewatohnhi'saktha**

## **2025 General Survey Report**

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## Executive Summary

This report provides an overview of the 2025 Tewatohnni'saktha General Survey (Appendix A), administered by PlanIt Consulting and Communications (PlanIt) from January 20th, 2025, through March 7th, 2025. The mixed-method survey is comprised of 38 questions seeking community feedback on Tewatohnni'saktha's Mandate and Role, Business Services, Workforce Development, and Marketing and Tourism services. The purpose of the survey is to gather information from individuals who reside in Kahnawà:ke about their perceptions and awareness of Tewatohnni'saktha as an organization, and their confidence in it. Tewatohni'saktha would like to continue to improve its services and programs based on the data provided in this report.

The objectives of the survey are to:

- Increase the level of trust among community members
- Increase transparency of Tewatohnni'saktha activities for the community and other stakeholders
- Increase awareness of Tewatohnni'saktha programs and services
- Increase community support for Tewatohnni'saktha.

Feedback from this survey will determine whether objectives have been achieved, facilitate improvements, and develop recommendations for the future.

### COMBINED DATA

**1. Mandate & Role:** The average rating totals for questions 1-5, concerning the public's PERCEPTION of Tewatohnni'saktha's Mandate & Role, are:

| Answer Choices       | 2022       | 2023       | 2024       | 2025       |
|----------------------|------------|------------|------------|------------|
| Strongly Agree       | 22%        | 25%        | 23%        | 24%        |
| Agree                | 58%        | 59%        | 61%        | 61%        |
| <b>SA/A COMBINED</b> | <b>80%</b> | <b>84%</b> | <b>84%</b> | <b>85%</b> |
| Strongly Disagree    | 1%         | 1%         | <1%        | <1%        |
| Disagree             | 6%         | 6%         | 6%         | 5%         |
| <b>SD/D COMBINED</b> | <b>7%</b>  | <b>7%</b>  | <b>7%</b>  | <b>6%</b>  |
| N/A - Don't Know     | <b>10%</b> | <b>8%</b>  | <b>9%</b>  | <b>10%</b> |

**Note:** In the 2023 General Survey the Mandate and Role questions were represented in questions 2-6.

2. **Workforce Development** The average rating totals for questions 6-12, concerning the public's AWARENESS of Workforce Development Services are:

|     | <u>2022</u> | <u>2023</u> | <u>2024</u> | <u>2025</u> |
|-----|-------------|-------------|-------------|-------------|
| Yes | 78%         | 74%         | 76%         | 77%         |
| No  | 22%         | 26%         | 24%         | 23%         |

3. **Business Services:** The average rating totals for questions 14-20, concerning the public's AWARENESS of Tewaohnnhi'saktha Business Services are:

|     | <u>2022</u> | <u>2023</u> | <u>2024</u> | <u>2025</u> |
|-----|-------------|-------------|-------------|-------------|
| Yes | 84%         | 73%         | 74%         | 80%         |
| No  | 16%         | 27%         | 26%         | 20%         |

4. **Marketing & Tourism** The average rating totals for questions 22-31, concerning the public's AWARENESS of Marketing and Tourism Services are:

|     | <u>2023</u> | <u>2024</u> | <u>2025</u> |
|-----|-------------|-------------|-------------|
| Yes | 70%         | 71%         | 75%         |
| No  | 30%         | 29%         | 25%         |

*Note: Two questions were removed from the 2024 Marketing & Tourism section.*

## **SURVEY RESPONDENTS CONFIRM THAT TEWATOHNHI'SAKTHA DOES MANY THINGS WELL ...**

**The three questions with the highest ratings for awareness in Business Services are:**

1. 90% Question 14: We provide information on how to start/operate a business.
2. 86% Question 17: We post job offers on our website.
3. 83% Question 15: We provide information on, and assistance with, grant or loan applications.

***Compare to 2024 Business Services results:***

1. 91% Question 14: We provide information on how to start/operate a business.
2. 86% Question 17: We post job offers on our website.
3. 85% Question 15: We provide information on and assistance with grant or loan applications.

**The three questions with the highest ratings for awareness in Workforce Development are:**

1. 91% Question 7: We provide clients with financial support to take training programs.
2. 90% Question 6: We help prepare action plans for pursuing and completing education and training.
3. 79% Question 9: We connect businesses with people looking for work and guide people to job opportunities.



***Compare to 2024 Workforce Development results:***

1. 92% Question 7: We provide clients with financial support to take training programs.
2. 90% Question 6: We help prepare action plans for pursuing and completing education and training.
3. 82% Question 9: We connect businesses with people looking for work and guide people to job opportunities.

**The three questions with the highest ratings for awareness in Marketing and Tourism are:**

1. 91% Question 21: Tewatohnhi'saktha's role includes promoting our programs, services, events, and activities.
2. 89% Question 28: Kahnawà:ke Tourism offers guided tours to visitors and the general public.
3. 84% Question 26: Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective.

***Compare to 2024 Marketing and Tourism results:***

1. 86% Question 26: Kahnawà:ke Tourism shares information with visitors on our history and culture.
2. 86% Question 30: Kahnawà:ke Tourism offers guided tours to visitors and the general public.
3. 81% Question 28: Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective.

**FINDINGS THAT MERIT FURTHER ACTION...**

**The two questions with the lowest ratings for awareness in Business Services are:**

1. 66% Question 16: We provide business assistance with accounting needs/matters.
2. 75% Question 19: We sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center.

***Compare to 2024 Business Services results:***

1. 41% Question 20: We sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center. (Formerly question 21)
2. 60% Question 16: Question 17: We provide business assistance with accounting needs/matters

**The two questions with the lowest ratings for awareness in Workforce Development are:**

1. 66% Question 11: Tewatohnhi'saktha operates Tóta Ma's Café as social enterprise
2. 68% Question 10: We assist businesses with industry specific training programs to help with their human resource needs.

***Compare to 2024 Workforce Development results:***

1. 59% Question 12: Tóta Ma's Café sells products for other Kahnawà:ke businesses that do not have a store front. (Formerly question 13)
2. 66% Question 11: Tewatohnhi'saktha operates Tóta Ma's Café as social enterprise?

**The two questions with the lowest ratings for awareness in Marketing and Tourism are:**

1. 54% Question 23: Tourism Development is a mandate of Tewatohnhi'saktha.
2. 66% Question 24: One of Kahnawà:ke Tourism's goals is to increase the number of tourists that visit Kahnawà:ke to help boost our economy?

***Compare to 2024 Marketing and Tourism results:***

1. 49% Question 24: Tourism Development is a mandate of Tewatohnhi'saktha.
2. 59% Question 25: One of Kahnawà:ke Tourism's goals is to increase the number of tourists that visit Kahnawà:ke to help boost our economy?

*Awareness of Tewatohnhi'saktha's Business Services, Workforce Development, and Marketing and Tourism activities is therefore generally high and has improved since last year.*

## Methodology

The survey format and questions were developed by Tewatohnhi'saktha in collaboration with PlanIt. The following changes were made to the 2024 version of the General Survey.

Removed from the 2024 Tewatohnhi'saktha General Survey:

- Question 19
- Question 22
- Question 26

Additions to the 2025 Tewatohnhi'saktha General Survey:

- Question 19
- Question 21

Other changes

- Question 12
- Question 24
- Question 32
- Question 34
- Question 35

Web link collectors generated on Survey Monkey were provided to PlanIt surveyors for individual data collection. Three hundred and sixty-seven (367) responses were collected by telephone, kiosk, or tackable link. Respondents were selected from a sampling frame of 4,497 community member names, and updated by PlanIt.

Names were electronically randomized before being distributed to individual surveyors. No distinction was made to include or exclude any specific community member, apart from Tewatohnhi'saktha employees, who are not eligible to participate in the survey. Confidentiality was observed at all times. PlanIt Consulting and Communications employed six (6) surveyors who contacted at least 40% of respondents by telephone, email, or social media. Other respondents participated at in-person kiosks or responded to social media advertising.

Telephone calls were done mainly during weekday business hours, and to a lesser degree evenings until 8:00 p.m. and weekends. Facebook and email were sometimes used to initiate contact and obtain telephone numbers. The data collected from completed surveys was processed using the Survey Monkey analytics features and results are displayed in bar graph format, along with the total response count for each question. Data collected from previous survey years is displayed for comparison, when available.

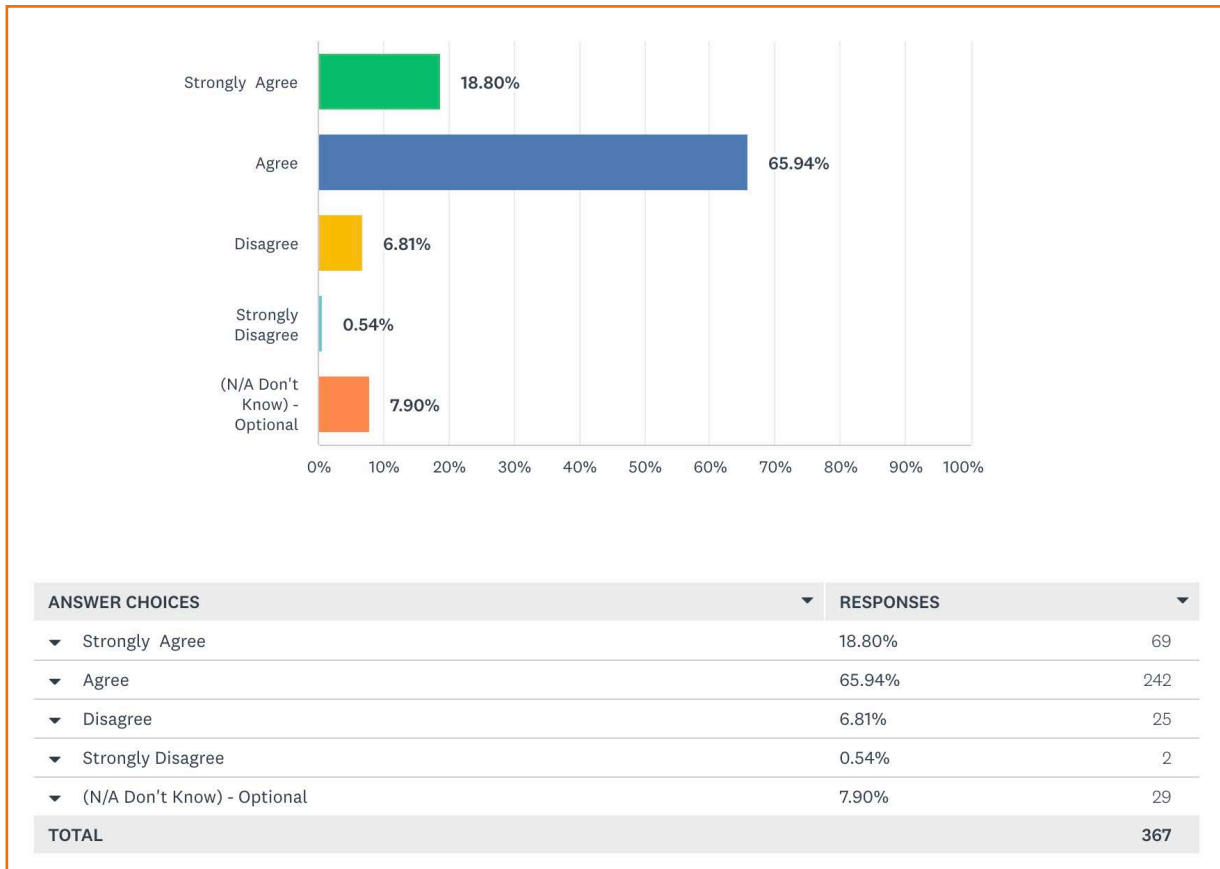
## Survey Results

The survey results include 38 questions employing the following scales:

- 23 Dichotomous
- 6 Multiple Choice
- 8 Likert Scale
- 1 Open-ended

Analysis and recommendations are based primarily on survey results. Where applicable, comments are transcribed on the page following the corresponding question. Included with graphs are response percentages and the number of responses for each possible answer.

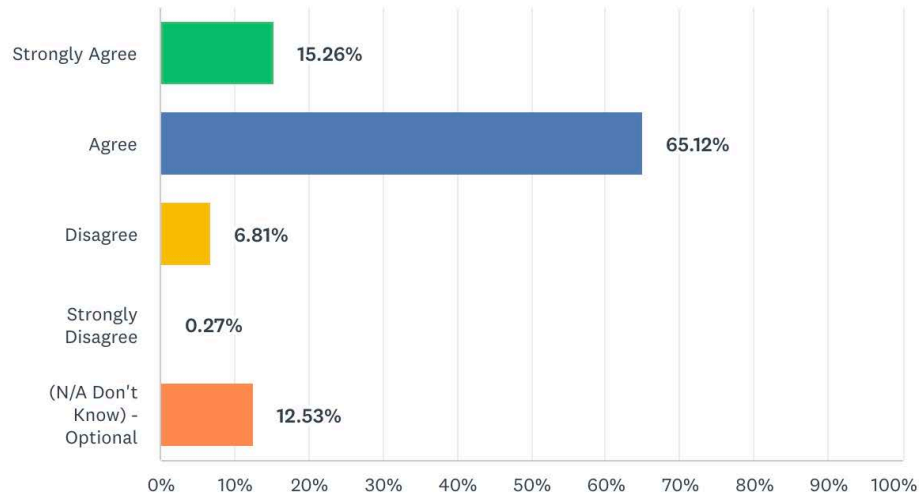
## Question 1: Tewatohnhi'saktha effectively communicates their activities to the people of Kahnawà:ke.



### Data Analysis

| Question 1  |                    |             |             |             |             |
|---|--------------------|-------------|-------------|-------------|-------------|
| <i>Tewatohnhi'saktha effectively communicates their activities to the people of Kahnawà:ke.</i> |                    | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b> |
|   | <b>SA/Agree</b>    | 84%         | 83.38%      | 86.63%      | 84.74%      |
|   | <b>Neither A/D</b> | 8%          | 5.99%       | 5.72%       | 7.9%        |
|   | <b>SD/Disagree</b> | 18%         | 10.62%      | 7.62%       | 7.35%       |

## Question 2: Tewatohnhi'saktha is transparent with community members.

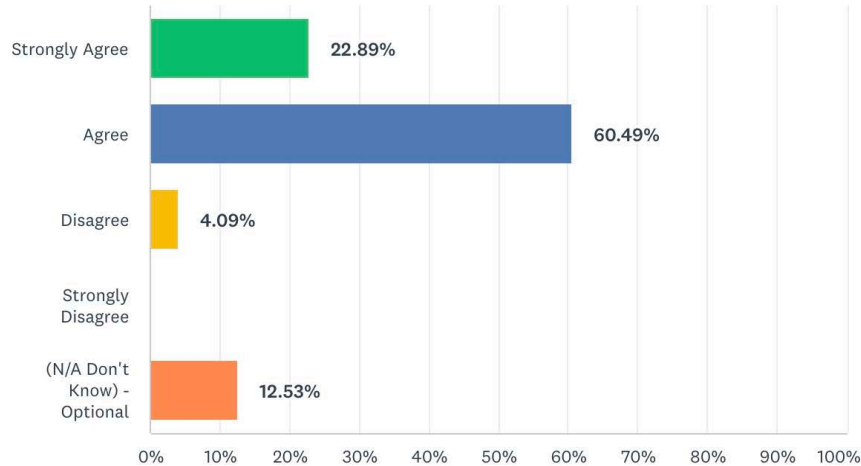


| ANSWER CHOICES              | RESPONSES  |
|-----------------------------|------------|
| Strongly Agree              | 15.26% 56  |
| Agree                       | 65.12% 239 |
| Disagree                    | 6.81% 25   |
| Strongly Disagree           | 0.27% 1    |
| (N/A Don't Know) - Optional | 12.53% 46  |
| <b>TOTAL</b>                | <b>367</b> |

### Data Analysis

| Question 2   |             |      |        |        |        |
|--|-------------|------|--------|--------|--------|
| Tewatohnhi'saktha is transparent with community members. |             | 2022 | 2023   | 2024   | 2025   |
|  | SA/Agree    | 69%  | 76.57% | 74.94% | 80.38% |
|  | Neither A/D | 19%  | 13.90% | 16.35% | 12.53% |
|  | SD/Disagree | 12%  | 9.53%  | 8.72%  | 7.08%  |

### Question 3: Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke.

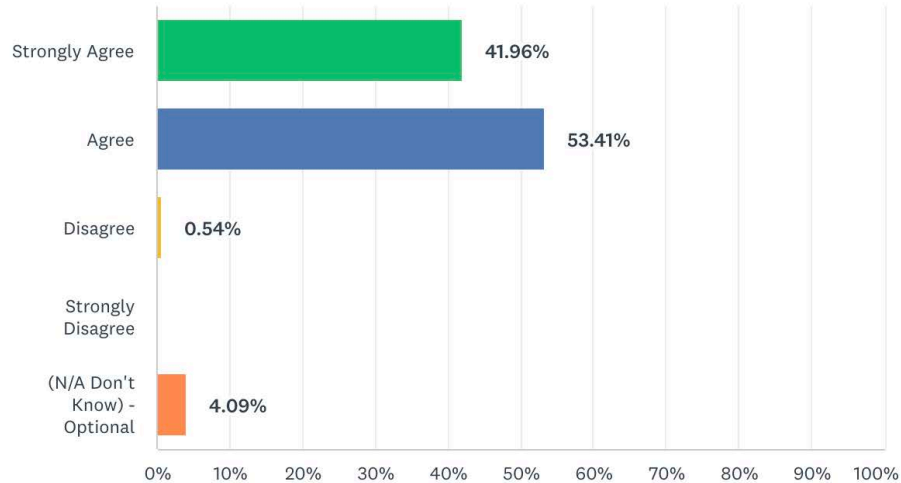


| ANSWER CHOICES              | RESPONSES  |
|-----------------------------|------------|
| Strongly Agree              | 22.89% 84  |
| Agree                       | 60.49% 222 |
| Disagree                    | 4.09% 15   |
| Strongly Disagree           | 0.00% 0    |
| (N/A Don't Know) - Optional | 12.53% 46  |
| <b>TOTAL</b>                | <b>367</b> |

### Data Analysis

| Question 3  |             |      |       |        |        |
|---|-------------|------|-------|--------|--------|
| Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke. | SA/Agree    | 2022 | 2023  | 2024   | 2025   |
|   | Neither A/D | 10%  | 8.99% | 10.08% | 12.53% |
|   | SD/Disagree | 6%   | 5.99% | 5.45%  | 4.09%  |

## Question 4: Tewatohnhi'saktha's plays a positive role in the community.



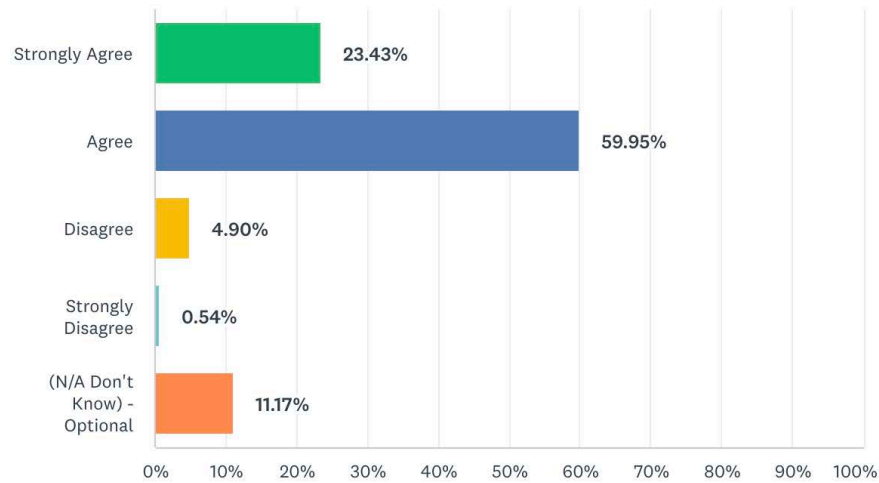
| ANSWER CHOICES              | RESPONSES |            |
|-----------------------------|-----------|------------|
| Strongly Agree              | 41.96%    | 154        |
| Agree                       | 53.41%    | 196        |
| Disagree                    | 0.54%     | 2          |
| Strongly Disagree           | 0.00%     | 0          |
| (N/A Don't Know) - Optional | 4.09%     | 15         |
| <b>TOTAL</b>                |           | <b>367</b> |

## Data Analysis

| Question 4  |             |      |        |        |        |
|---|-------------|------|--------|--------|--------|
| Tewatohnhi'saktha's plays a positive role in the community. |             | 2022 | 2023   | 2024   | 2025   |
|   | SA/Agree    | 96%  | 96.46% | 96.46% | 95.37% |
|   | Neither A/D | 3%   | 1.63%  | 2.45%  | 4.09%  |
|   | SD/Disagree | 1%   | 1.90%  | 1.09%  | <1%    |



## Question 5: Tewatohnhi'saktha can be trusted to work in the best economic interest of the Kahnawà:ke people.

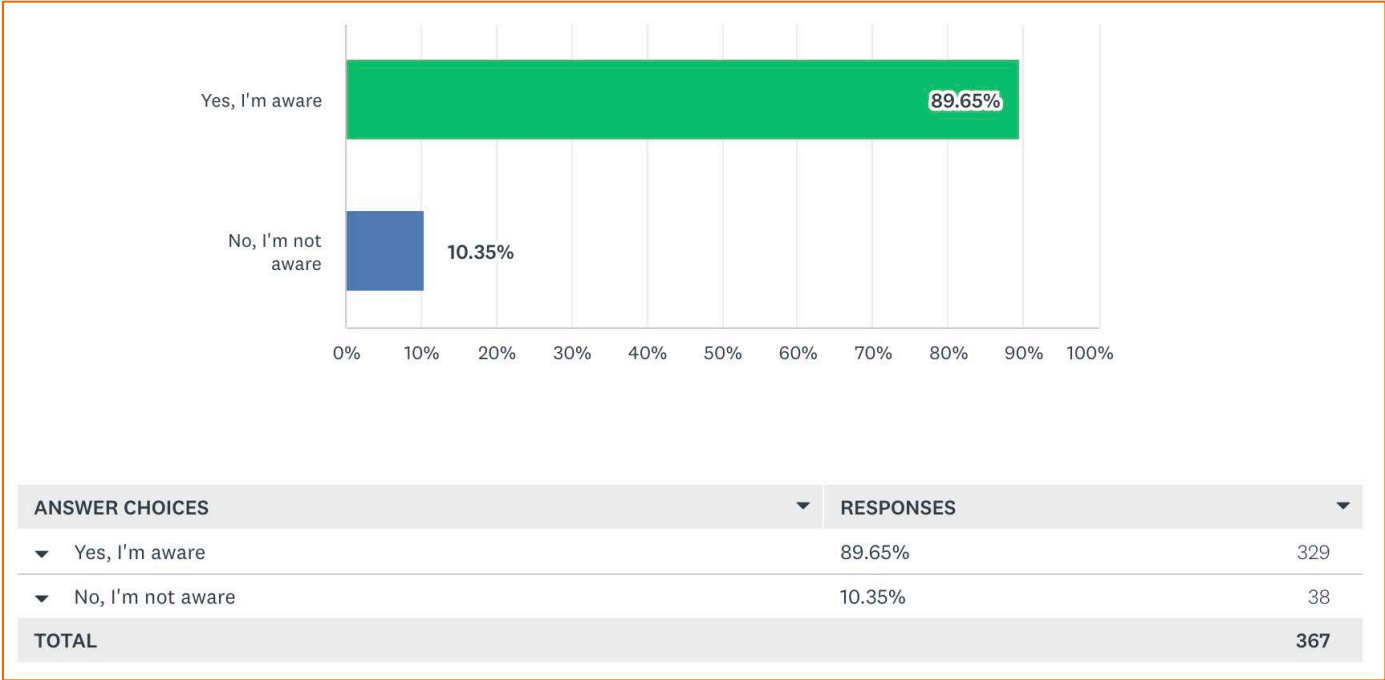


| ANSWER CHOICES              | RESPONSES |            |
|-----------------------------|-----------|------------|
| Strongly Agree              | 23.43%    | 86         |
| Agree                       | 59.95%    | 220        |
| Disagree                    | 4.90%     | 18         |
| Strongly Disagree           | 0.54%     | 2          |
| (N/A Don't Know) - Optional | 11.17%    | 41         |
| <b>TOTAL</b>                |           | <b>367</b> |

### Data Analysis

| Question 5  |                    |             |             |             |             |
|---|--------------------|-------------|-------------|-------------|-------------|
| <i>Tewatohnhi'saktha's can be trusted to work in the best economic interest of the Kahnawà:ke people.</i> | <b>SA/Agree</b>    | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b> |
|   | <b>Neither A/D</b> | 14%         | 1.63%       | 10.63%      | 11.17%      |
|   | <b>SD/Disagree</b> | 5%          | 8.17%       | 7.63%       | 5.44%       |

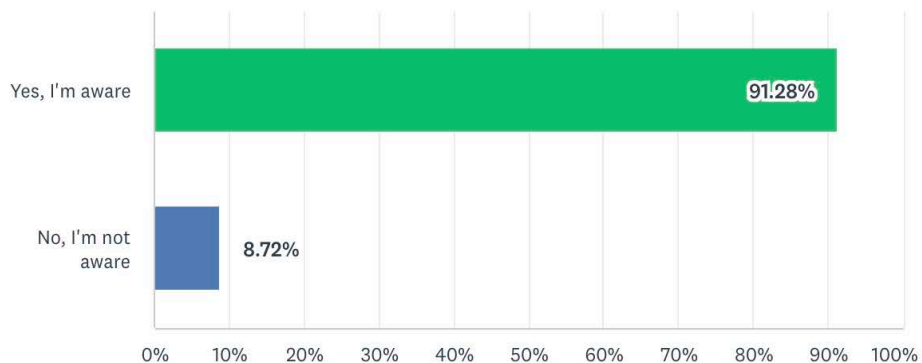
# **Question 6: Are you aware we help people prepare an action plan for pursuing and completing their education and training?**



## ***Data Analysis***

| Question 6   |           |      |        |        |        |
|--|-----------|------|--------|--------|--------|
| Are you <i>aware</i> we help people prepare an action plan for pursuing and completing their education and training? |           | 2022 | 2023   | 2024   | 2025   |
|  | Aware     | 75%  | 86.92% | 89.92% | 89.65% |
|  | Not Aware | 28%  | 13.08% | 10.08% | 10.35% |

## Question 7: Are you aware we provide clients with financial support to take training programs?

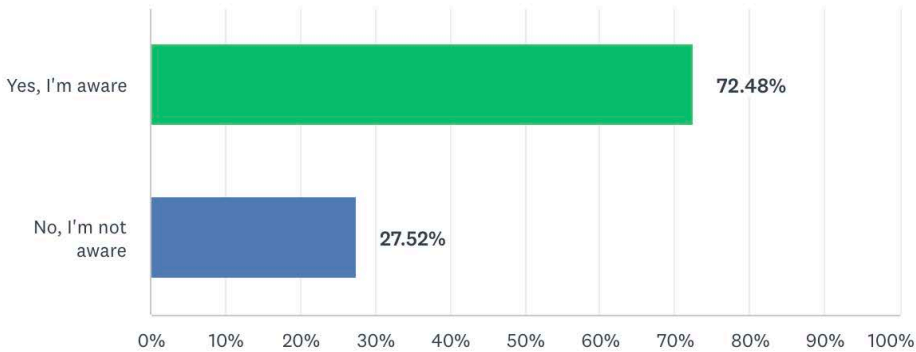


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 91.28%    | 335        |
| No, I'm not aware | 8.72%     | 32         |
| <b>TOTAL</b>      |           | <b>367</b> |

## Data Analysis

| Question 7  |                  |             |             |             |  |
|---|------------------|-------------|-------------|-------------|--|
| <i>Are you aware we provide clients with financial support to take training programs?</i> |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|   | <b>Aware</b>     | 86.65%      | 92.37%      | 91.28%      |  |
|   | <b>Not Aware</b> | 13.35%      | 7.63%       | 8.72%       |  |

# **Question 8: Are you aware that people looking for a job can submit their name and contact info through our electronic job seekers form?**

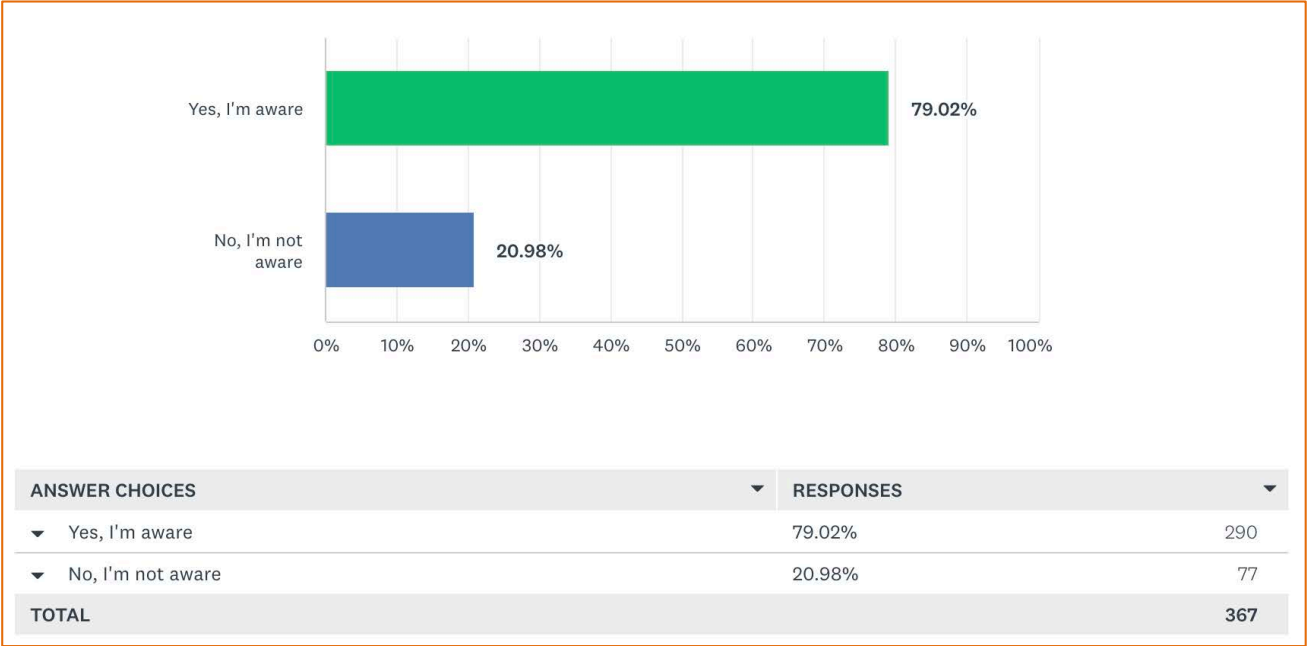


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 72.48%    | 266        |
| No, I'm not aware | 27.52%    | 101        |
| <b>TOTAL</b>      |           | <b>367</b> |

## ***Data Analysis***

| Question 8  |                  |             |             |             |             |
|---|------------------|-------------|-------------|-------------|-------------|
| <i>Are you <b>aware</b> that people looking for a job can submit their name and contact info through our electronic job seekers form?</i> |                  | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b> |
|   | <b>Aware</b>     | 48%         | 70.30%      | 70.30%      | 72.48%      |
|   | <b>Not Aware</b> | 55%         | 29.70%      | 29.70%      | 27.52%      |

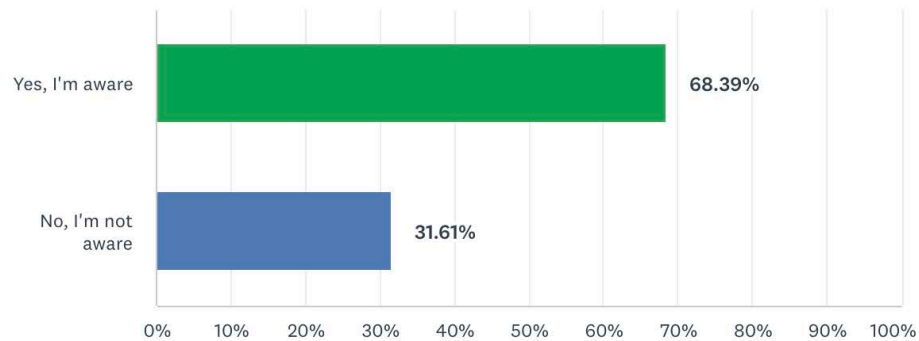
### Question 9: Are you aware we connect businesses with people looking for work or guide people to potential job opportunities?



### Data Analysis

| Question 9  |           |      |        |        |        |
|---|-----------|------|--------|--------|--------|
| Are you <i>aware</i> we connect businesses with people looking for work or guide people to potential job opportunities? |           | 2022 | 2023   | 2024   | 2025   |
|   | Aware     | 77%  | 82.83% | 81.74% | 79.02% |
|   | Not Aware | 23%  | 17.17% | 18.26% | 20.98% |

## Question 10: Are you aware we assist businesses with industry specific training programs to help with their human resource needs?

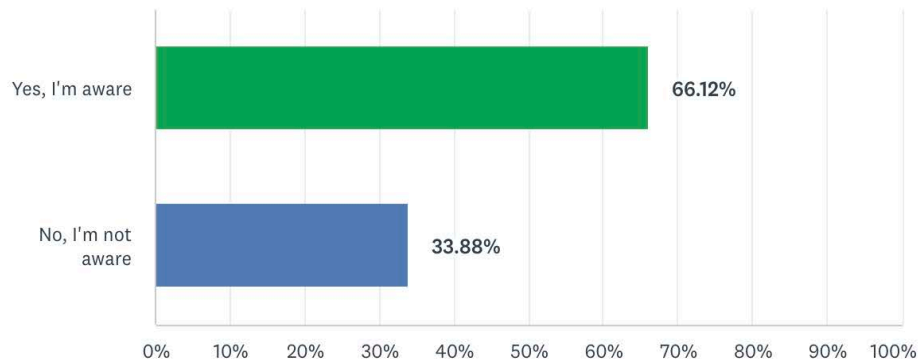


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 68.39%    | 251        |
| No, I'm not aware | 31.61%    | 116        |
| <b>TOTAL</b>      |           | <b>367</b> |

### Data Analysis

| Question 10   |                  |             |             |             |  |
|---|------------------|-------------|-------------|-------------|--|
| Are you <i>aware</i> we assist businesses with industry specific training programs to help with their human resource needs? |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|   | <b>Aware</b>     | 62.40%      | 69.75%      | 68.39%      |  |
|   | <b>Not Aware</b> | 37.60%      | 30.25%      | 31.61%      |  |

## Question 11: Are you aware that Tewatohnhi'saktha operates Tóta Ma's Café as social enterprise?

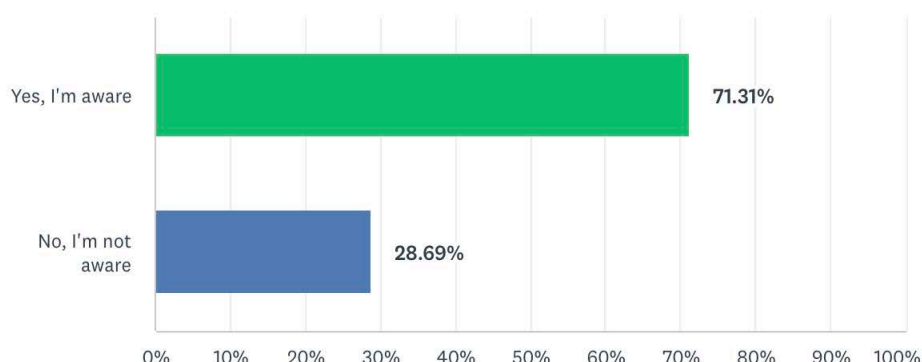


| ANSWER CHOICES      | RESPONSES  |
|---------------------|------------|
| ▼ Yes, I'm aware    | 66.12% 242 |
| ▼ No, I'm not aware | 33.88% 124 |
| <b>TOTAL</b>        | <b>366</b> |

### Data Analysis

| Question 11  |                  |             |             |             |  |
|--|------------------|-------------|-------------|-------------|--|
| <i>Are you <b>aware</b> that Tewatohnhi'saktha operates Tóta Ma's Café as social enterprise?</i> |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|  | <b>Aware</b>     | 63.03%      | 65.67%      | 66.12%      |  |
|  | <b>Not Aware</b> | 31.97%      | 34.33%      | 33.88%      |  |

## Question 12: Are you aware that Tóta Ma's Café social enterprise supports local businesses by selling their products at the café?



| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 71.31%    | 261        |
| No, I'm not aware | 28.69%    | 105        |
| <b>TOTAL</b>      |           | <b>366</b> |

### Data Analysis

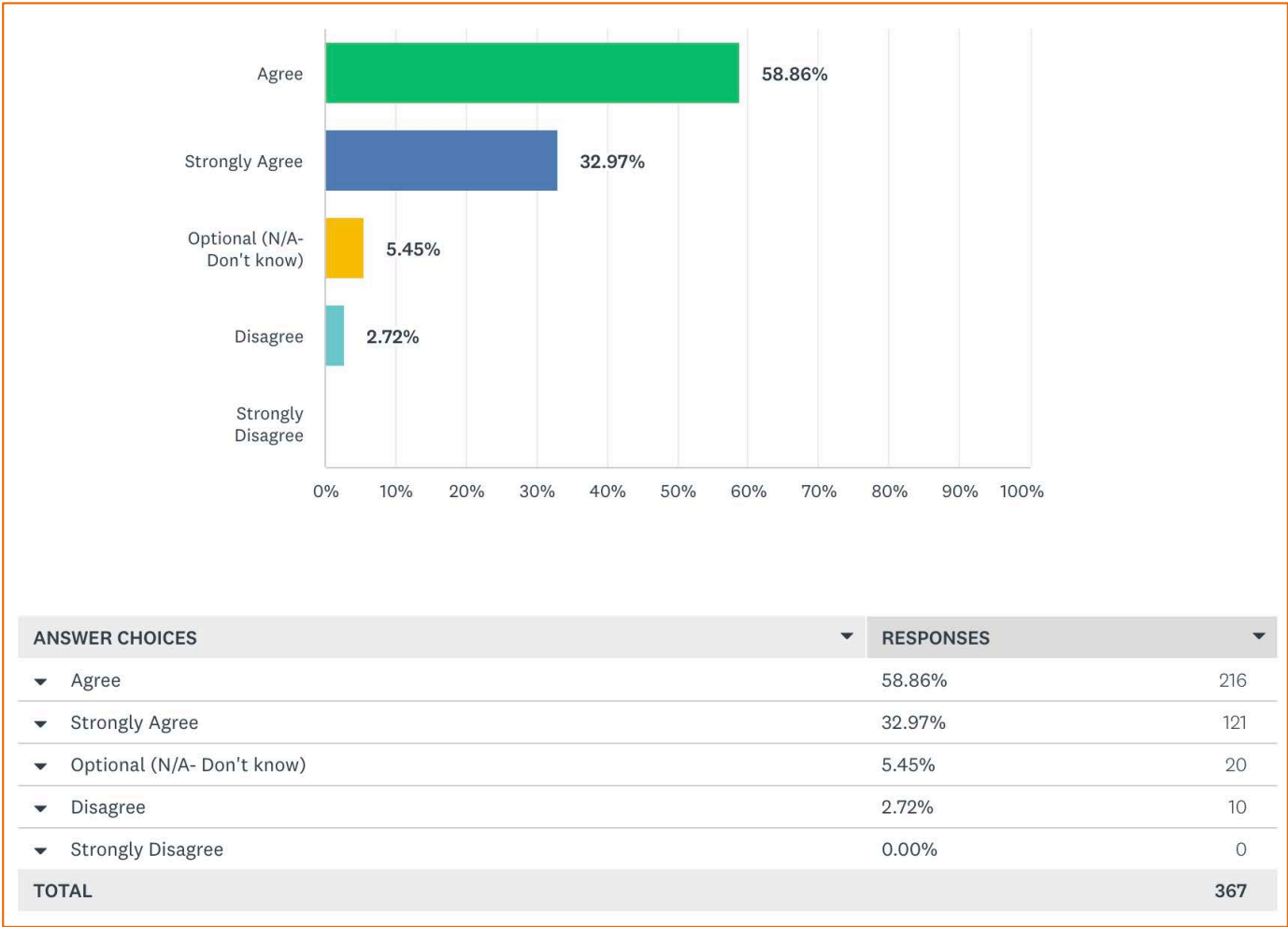
| Question 12  |                  |             |             |             |  |
|--|------------------|-------------|-------------|-------------|--|
| Are you <i>aware</i> that Tota Ma's social enterprise supports local businesses by selling their products at the café? |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|  | <b>Aware</b>     | 59.45%      | 59.13%      | 71.31%      |  |
|  | <b>Not Aware</b> | 40.55%      | 40.87%      | 28.69%      |  |

Take note that the phrasing of question 12 was amended from the 2024 version of the survey. Data is still comparable.

*Question 12 (2024): Are you **aware** that Tóta Ma's Café sells products for other Kahnawà:ke businesses that do not have a storefront?*



### Question 13: To what extent do you agree that Tewatohnhi'saktha effectively carries out these Workforce Development programs and services?



## Data Analysis

| Question 13   |             |      |        |        |        |
|---|-------------|------|--------|--------|--------|
| To what extent do you agree that Tewatohnhi'saktha effectively carries out these Workforce Development programs and services? |             | 2022 | 2023   | 2024   | 2025   |
|   | SA/Agree    | 89%  | 87.46% | 90.19% | 91.83% |
|   | Neither A/D | 8%   | 8.45%  | 6.81%  | 5.45%  |
|   | SD/Disagree | 3%   | 4.09%  | 2.99%  | 2.72%  |

## Question 13 – Comments

### *Encouraging*

1. I may have contacted Tewatohnhi'saktha a lifetime ago when I was fresh out of university, so I knew about job search assistance, but haven't been in touch since. I'm glad to hear you guys have been doing so much.
2. It's a great initiative for our people to be able to access these types of services.
3. I've only recently discovered that Tewatohnhi'saktha is very active with helping people with finding work and how helpful they really are to that extent.
4. I've learned a few extra things about Tewatohnhi'saktha through this survey.
5. Tewatohnhi'saktha has helped reduce social assistance roles.
6. The Workforce Development team always seems to be on top of these services. I am happy we have this department as a resource in Kahnawà:ke.
7. I've received services from Tewatohnhi'saktha and I am forever grateful they helped me get through school with less financial burden.
8. Keep up the good work, many people have experienced both personal and professional success in their lives.

### *Improve Visibility*

9. I know of Tewatohni'saktha and their services, but I think they need to be more visible in the community. We rely heavily on social media, but in-person gatherings offer better opportunities to discuss services. I participated in the Lands Summit and there was a good turnout. Many one-on-one and small group discussions went well.
10. Services need to be publicized more.
11. If they're not connecting services effectively, people can't find them.

### *Access*

12. I have not had success in reaching out to Tota Ma's to supply my products. It created competition.
13. I would like more detailed information. It's not clear to what extent I can access with small business and funding.

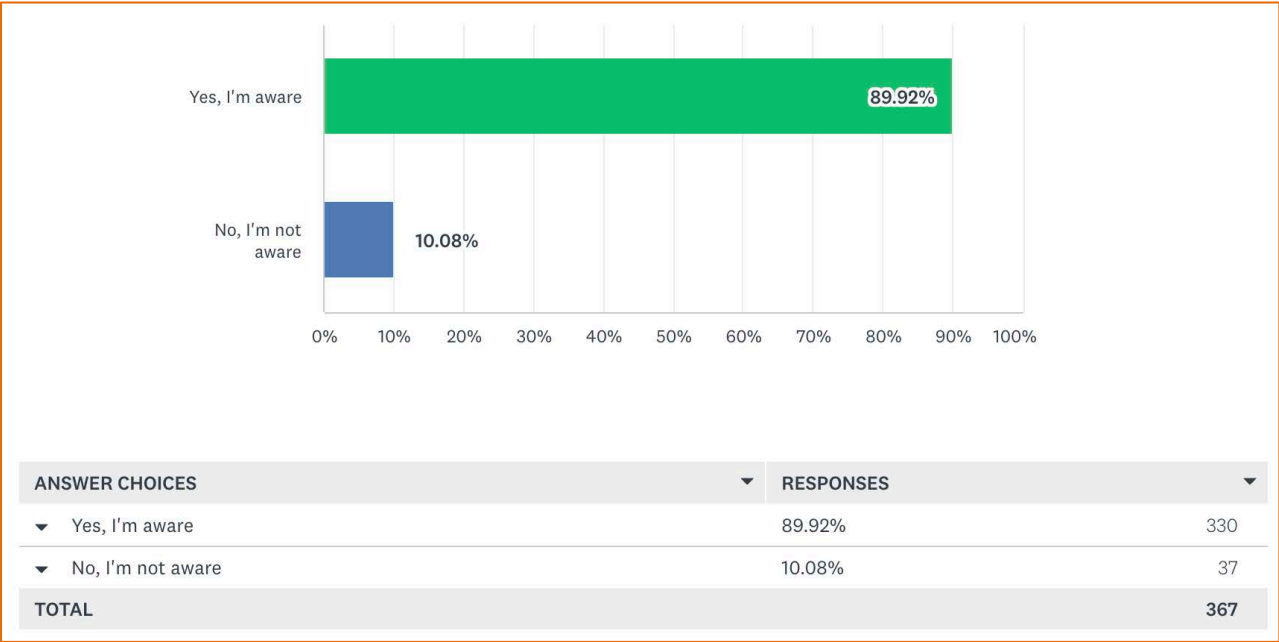
14. Only used Tewatohnhi'saktha's services once. Could not access all their services.
15. Make it easier to access services.

#### *Education & Trades*

16. The 'Heads Up' program is good at preparing people for the work force. Different speakers would come in to give talks. More 'life skills' programs are needed, for those going into trades.
17. More French schooling/programs because all jobs require French now.
18. Work with high school students who want to pursue a trade instead of CEGEP. Share what's needed in the community for future employment. Start as early as grade 9.
19. These questions are very limited in the context of what is being asked. The programs need to be stronger and longer in length of time. Students of the program do not always come out fully prepared, which effects businesses when they're in the work force. Corporate culture needs to be changed. Funding and services are limited to what is offered to students. We need to think out of box. The community is growing and expanding, so Tewatohnhi'saktha must expand as well.

**END COMMENTS**

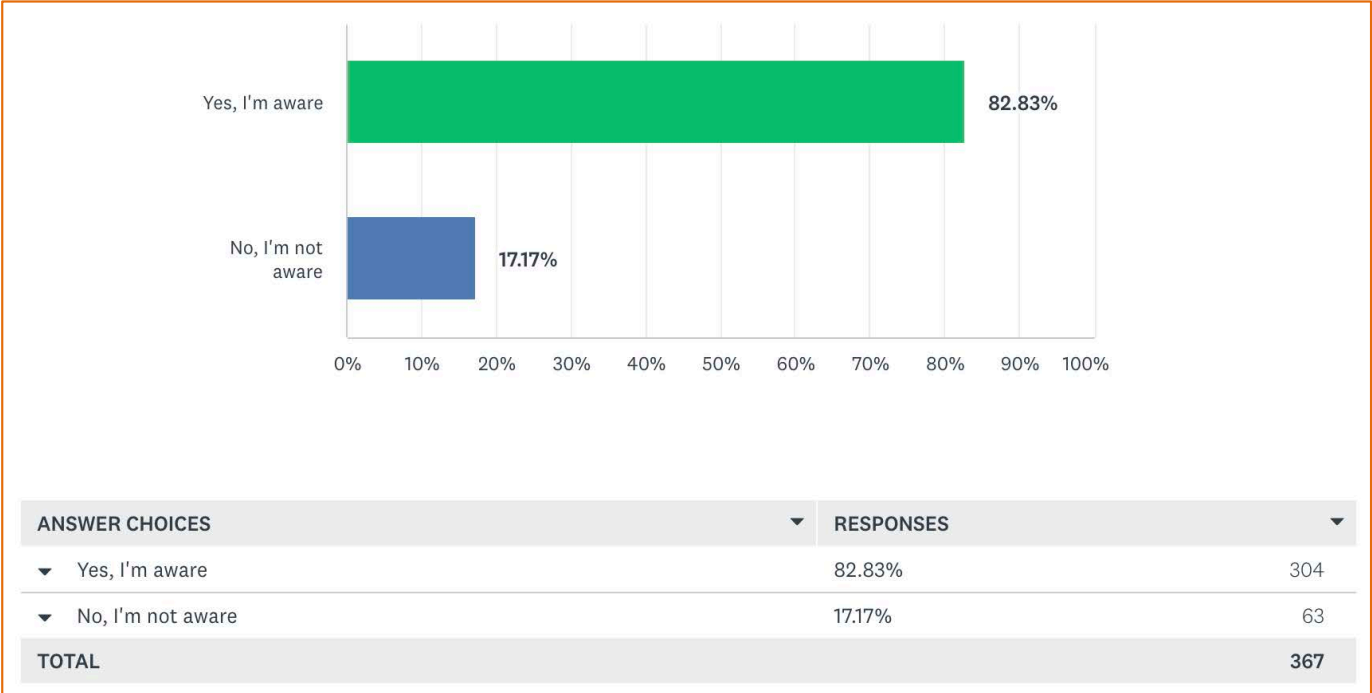
# **Question 14: Are you aware that Tewatohnhi'saktha Business Services provides information on how to start/operate a business?**



## **Data Analysis**

| Question 14  |           |      |        |        |        |
|--|-----------|------|--------|--------|--------|
| Are you <i>aware</i> that Tewatohnhi'saktha Business Services provides information on how to start/operate a business? |           | 2022 | 2023   | 2024   | 2025   |
|  | Aware     | 96%  | 91.01% | 91.01% | 89.92% |
|  | Not Aware | 4%   | 8.99%  | 8.99%  | 10.08% |

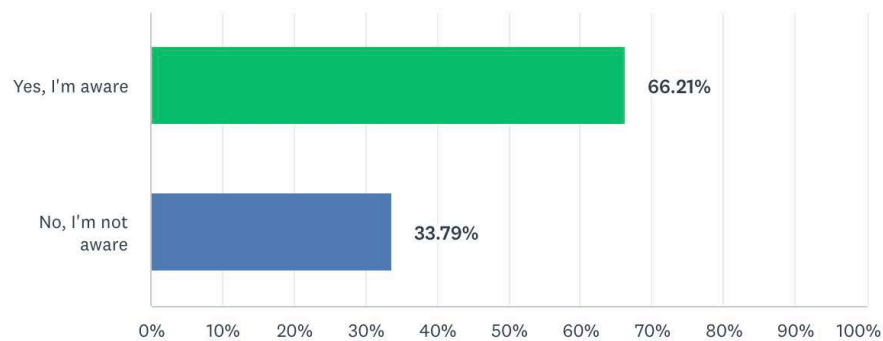
# **Question 15: Are you aware we provide information on, and assistance with, grant or loan applications?**



## ***Data Analysis***

| Question 15   |           |      |        |        |        |
|---|-----------|------|--------|--------|--------|
| Are you <i><b>aware</b></i> we provide information on, and assistance with, grant or loan applications? |           | 2022 | 2023   | 2024   | 2025   |
|   | Aware     | 87%  | 78.47% | 84.74% | 82.83% |
|   | Not Aware | 13%  | 21.53% | 15.26% | 17.17% |

## Question 16: Are you aware we provide business assistance with accounting needs/matters?

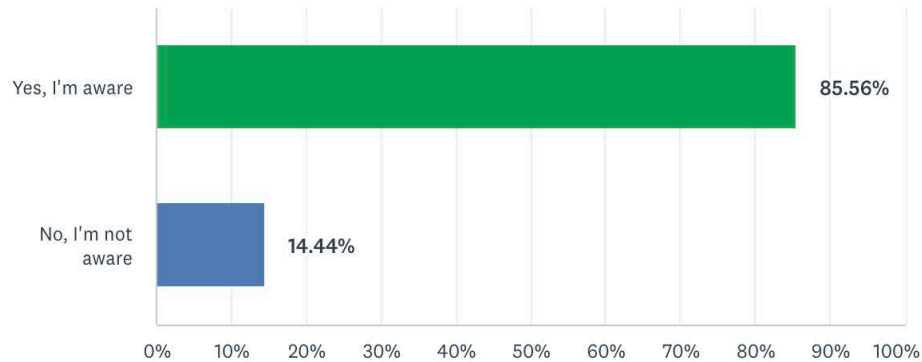


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 66.21%    | 243        |
| No, I'm not aware | 33.79%    | 124        |
| <b>TOTAL</b>      |           | <b>367</b> |

### Data Analysis

| Question 16  |           |      |        |        |        |
|--|-----------|------|--------|--------|--------|
| Are you <b>aware</b> we provide business assistance with accounting needs/matters? |           | 2022 | 2023   | 2024   | 2025   |
|  | Aware     | 68%  | 57.22% | 59.95% | 66.21% |
|  | Not Aware | 33%  | 42.78% | 40.05% | 33.79% |

## Question 17: Are you aware we can post job offers for local businesses and organization on our website?



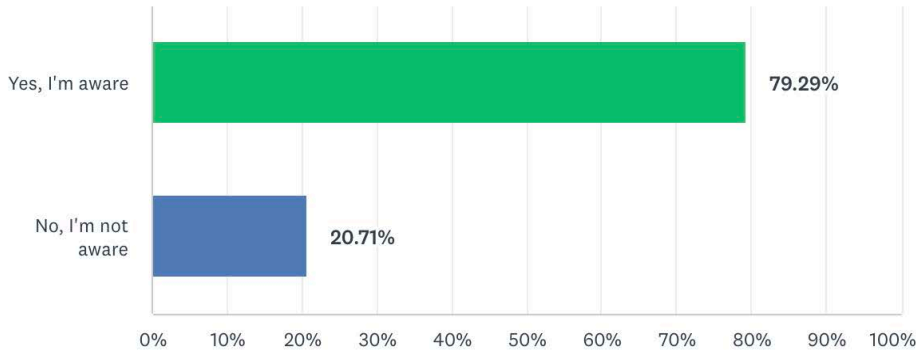
| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 85.56%    | 314        |
| No, I'm not aware | 14.44%    | 53         |
| <b>TOTAL</b>      |           | <b>367</b> |

### Data Analysis

| Question 17   |           |      |        |        |        |
|---|-----------|------|--------|--------|--------|
| Are you <b>aware</b> we can post job offers for local businesses and organization on our website? |           | 2022 | 2023   | 2024   | 2025   |
|   | Aware     | 86%  | 85.56% | 86.10% | 85.56% |
|   | Not Aware | 14%  | 14.44% | 13.90% | 14.44% |



# **Question 18: Are you aware we share job opportunities on our Facebook page?**

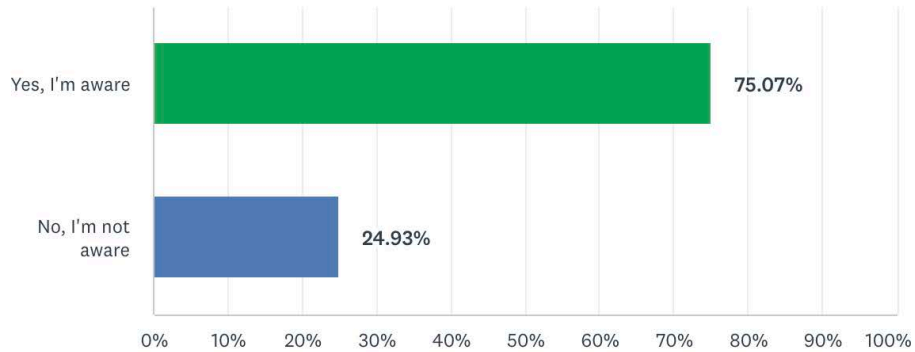


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 79.29%    | 291        |
| No, I'm not aware | 20.71%    | 76         |
| <b>TOTAL</b>      |           | <b>367</b> |

## ***Data Analysis***

| Question 18  |                  |             |             |             |             |
|--|------------------|-------------|-------------|-------------|-------------|
| Are you <i><b>aware</b></i> we share job opportunities on our Facebook page? |                  | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b> |
|  | <b>Aware</b>     | 76%         | 76.57%      | 77.93%      | 79.29%      |
|  | <b>Not Aware</b> | 24%         | 23.43%      | 22.07%      | 20.71%      |

## Question 19: Are you aware we sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center?

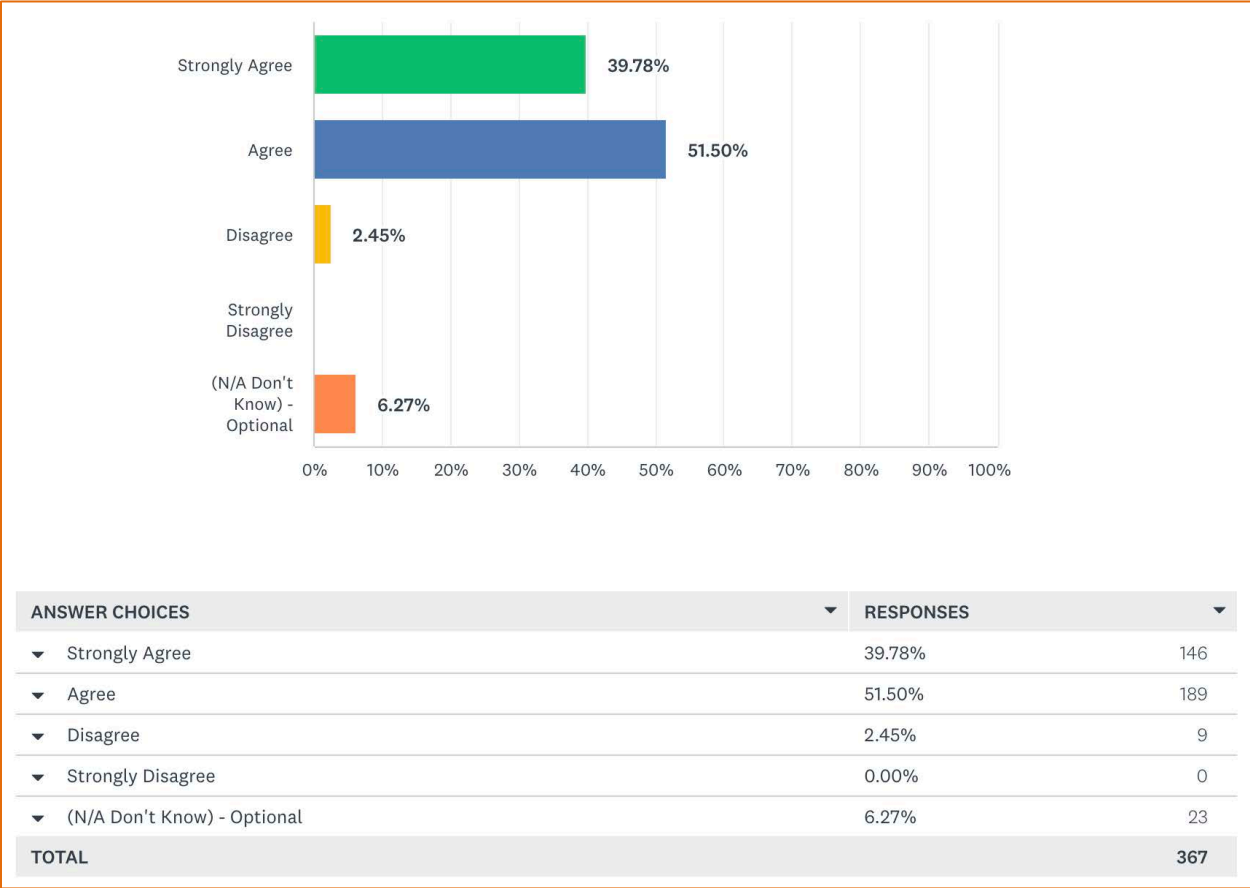


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 75.07%    | 274        |
| No, I'm not aware | 24.93%    | 91         |
| <b>TOTAL</b>      |           | <b>365</b> |

### Data Analysis

| Question 19  |                  |             |             |             |  |
|--|------------------|-------------|-------------|-------------|--|
| <i>Are you <b>aware</b> we sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center?</i> |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|  | <b>Aware</b>     | 41.26%      | 40.33%      | 75.07%      |  |
|  | <b>Not Aware</b> | 58.74%      | 59.67%      | 24.93%      |  |

# **Question 20: To what extent do you agree that Tewatohnhi'saktha effectively carries out its business programs and services?**



## ***Data Analysis***

| Question 20  |             |      |        |        |        |
|--|-------------|------|--------|--------|--------|
| To what extent do you agree that Tewatohnhi'saktha effectively carries out its business programs and services? |             | 2022 | 2023   | 2024   | 2025   |
|  | SA/Agree    | 91%  | 86.93% | 91.83% | 90.98% |
|  | Neither A/D | 6%   | 7.90%  | 5.72%  | 6.27%  |
|  | SD/Disagree | 4%   | 5.18%  | 2.45%  | 2.45%  |

## Question 20 – Comments

### *Encouraging*

1. Love these services!
2. Tewatohnhi'saktha's efforts are always there and appreciated.
3. Excellent business services. Always very satisfied with the help I've been provided with.

### *Communications*

4. I don't use Facebook, so I am not being informed about the services.
5. Not aware of the social media posts. I am not on social media.
6. Tewatohnhi'saktha needs to expand beyond Facebook or Instagram. Collaborate with organizations/groups ensuring a wider reach in Kahnawà:ke.
7. Better communication with everyone so that the whole of the community knows about these services.
8. I don't disagree, I am just not on the right platforms to see what's offered.
9. Again, less dependence on social media and more in person discussions. This type of communication also breaks barriers. Many are turning away from social media, so in person collaborations are appreciated by community members.

### *Services & Access*

10. The limited services that are offered are fine, but they need to do more and offer more.
11. Tewatohnhi'saktha should and can be clearer on *exactly* what is needed to get the assistance you need, in a shorter time frame.
12. These services are great to have. I wonder if all the businesses know what's accessible to them. Maybe there could be a business fair so the community can learn about what kind of industries we have in Kahnawà:ke. At the same time, businesses could learn about how they can tap into Tewatohnhi'saktha.

### *Shop Kahnawà:ke*

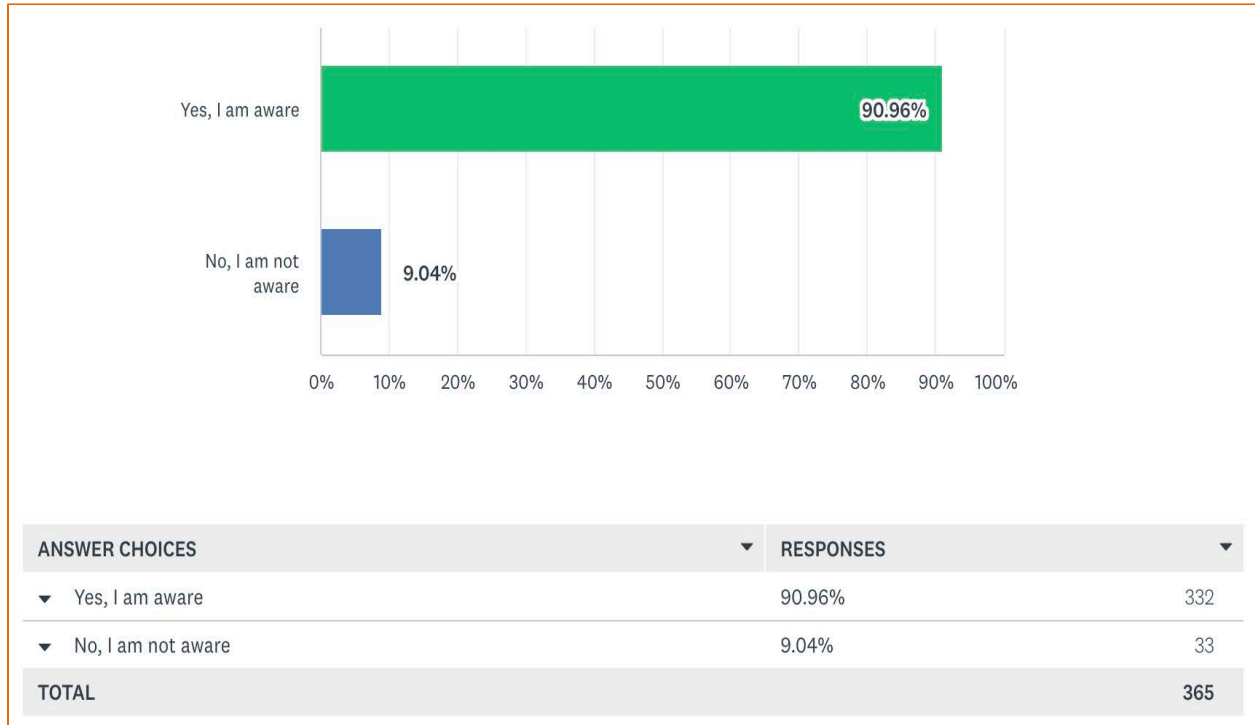
13. I thought Shop Kahnawà:ke was purchased through Tewatohnhi'saktha.
14. I didn't know Shop Kahnawà:ke Certificates were still a thing.

### *Other*

15. I do not have direct experience accessing these programs. I only know from what is posted to the community.
16. I wasn't aware that you guys provide these services. I am glad that you do.

## END COMMENTS

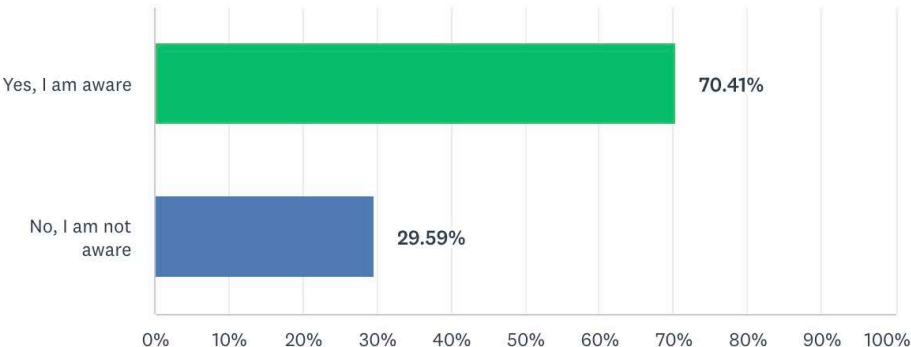
**Question 21: Are you aware that Tewatohnhi'saktha's role includes promoting our programs, services, events, and activities?**



***Data Analysis***

| Question 21   |                  |             |  |  |  |
|---|------------------|-------------|--|--|--|
| Are you <b>aware</b> that Tewatohnhi'saktha's role includes promoting our programs, services, events, and activities? |                  | <b>2025</b> |  |  |  |
|   | <b>Aware</b>     | 90.96%      |  |  |  |
|   | <b>Not Aware</b> | 9.04%       |  |  |  |

**Question 22: Are you aware that Tewatohnhi'saktha's role includes sharing what Kahnawà:ke businesses have to offer, with the external public?**

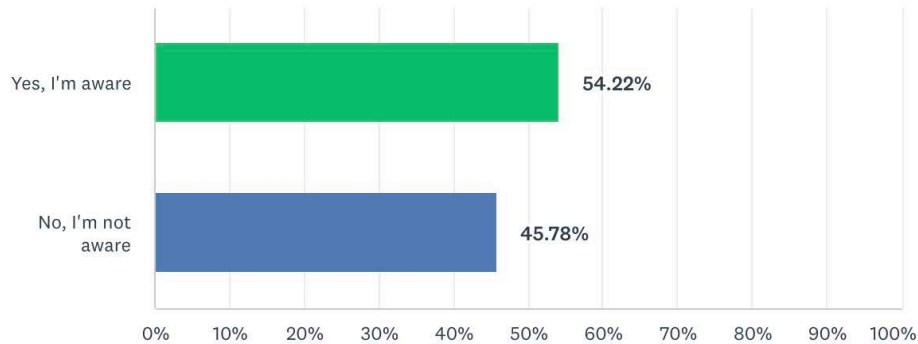


| ANSWER CHOICES       | RESPONSES |            |
|----------------------|-----------|------------|
| ▼ Yes, I am aware    | 70.41%    | 257        |
| ▼ No, I am not aware | 29.59%    | 108        |
| <b>TOTAL</b>         |           | <b>365</b> |

***Data Analysis***

| Question 22  |                  |             |             |  |  |
|--|------------------|-------------|-------------|--|--|
| Are you <b>aware</b> that Tewatohnhi'saktha's role includes sharing what Kahnawà:ke businesses have to offer with the external public? |                  | <b>2024</b> | <b>2025</b> |  |  |
|  | <b>Aware</b>     | 60.76%      | 70.41%      |  |  |
|  | <b>Not Aware</b> | 39.24%      | 29.59%      |  |  |

## Question 23: Are you aware that Tourism Development is a mandate of Tewatohnhi'saktha?

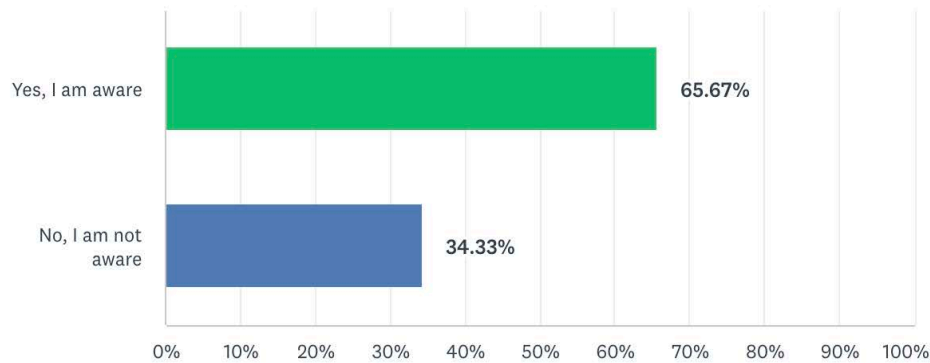


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 54.22%    | 199        |
| No, I'm not aware | 45.78%    | 168        |
| <b>TOTAL</b>      |           | <b>367</b> |

### Data Analysis

| Question 23  |                  |             |             |             |  |
|--|------------------|-------------|-------------|-------------|--|
| Are you <i>aware</i> that Tourism Development is a mandate of Tewatohnhi'saktha? |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|  | <b>Aware</b>     | 44.41%      | 48.77%      | 54.22%      |  |
|  | <b>Not Aware</b> | 55.5%       | 51.23%      | 45.78%      |  |

**Question 24: Are you aware that one of our goals is to increase the number of tourists that visit Kahnawà:ke to help boost our economy?**



| ANSWER CHOICES     | RESPONSES |            |
|--------------------|-----------|------------|
| Yes, I am aware    | 65.67%    | 241        |
| No, I am not aware | 34.33%    | 126        |
| <b>TOTAL</b>       |           | <b>367</b> |

## Data Analysis

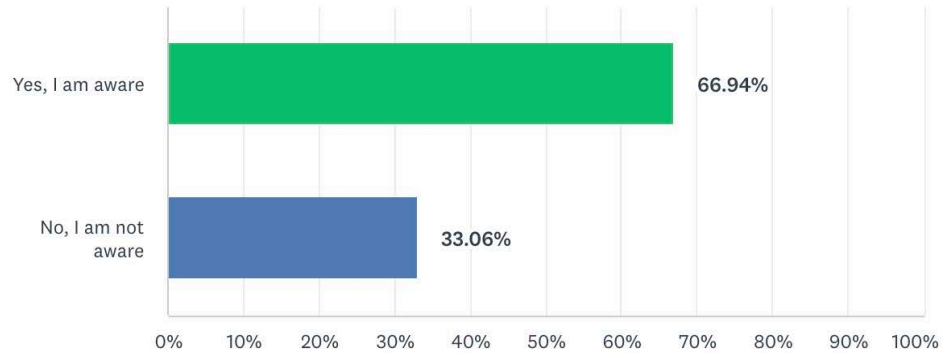
| Question 24   |           |        |        |  |  |
|---|-----------|--------|--------|--|--|
| Are you <b>aware</b> that one of our goals is to increase the number of tourists that visit Kahnawà:ke to help boost our economy? |           | 2024   | 2025   |  |  |
|   | Aware     | 58.86% | 65.67% |  |  |
|   | Not Aware | 41.14% | 34.33% |  |  |

Take note that the phrasing of question 24 (formerly question 25) was amended from the 2024 version of the survey. Data is still comparable.

*Question 25 (2024): Are you **aware** that one of our goals is to increase the number of tourists that visit Kahnawà:ke?*



## Question 25: Are you aware that one of Kahnawà:ke Tourism's goals is to improve the community's image locally, nationally, and internationally?

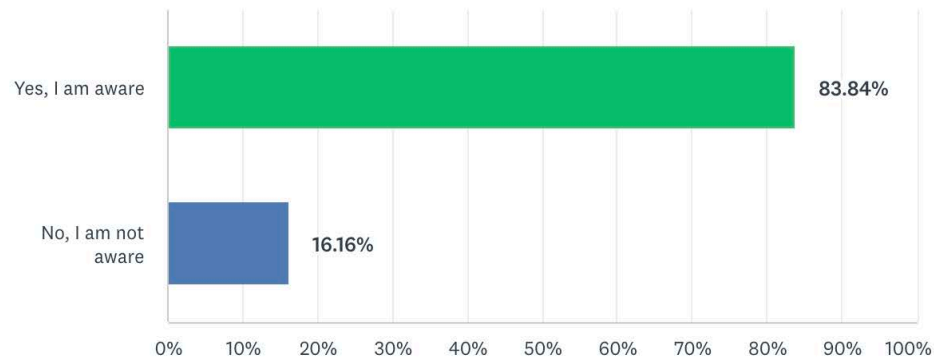


| ANSWER CHOICES     | RESPONSES |            |
|--------------------|-----------|------------|
| Yes, I am aware    | 66.94%    | 245        |
| No, I am not aware | 33.06%    | 121        |
| <b>TOTAL</b>       |           | <b>366</b> |

### Data Analysis

| Question 25   |           |        |        |  |  |
|---|-----------|--------|--------|--|--|
| Are you <b>aware</b> that one of Kahnawà:ke Tourism's goals is to improve the community's image locally, nationally, and internationally? |           | 2024   | 2025   |  |  |
|   | Aware     | 67.57% | 66.94% |  |  |
|   | Not Aware | 32.43% | 33.06% |  |  |

**Question 26: Are you aware that Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective?**

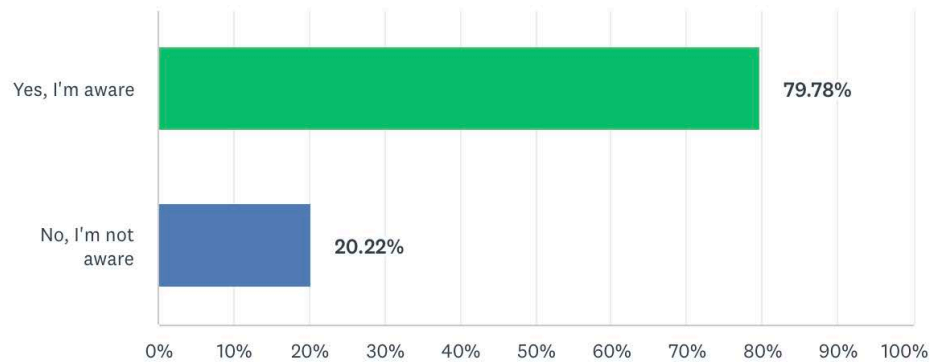


| ANSWER CHOICES     | RESPONSES |            |
|--------------------|-----------|------------|
| Yes, I am aware    | 83.84%    | 306        |
| No, I am not aware | 16.16%    | 59         |
| <b>TOTAL</b>       |           | <b>365</b> |

## Data Analysis

| Question 26   |                  |             |             |  |  |
|---|------------------|-------------|-------------|--|--|
| <i>Are you <b>aware</b> that Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective?</i> |                  | <b>2024</b> | <b>2025</b> |  |  |
|   | <b>Aware</b>     | 81.20%      | 83.84%      |  |  |
|   | <b>Not Aware</b> | 18.80%      | 16.16%      |  |  |

## Question 27: Are you aware that Kahnawà:ke Tourism promotes and participates in community events open to the public?

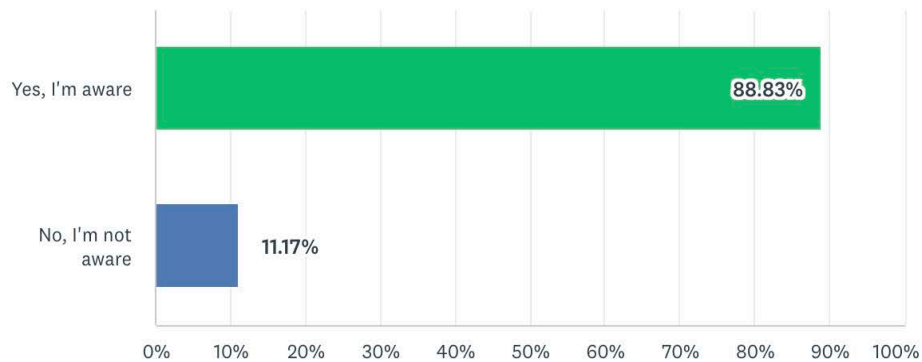


| ANSWER CHOICES      | RESPONSES |            |
|---------------------|-----------|------------|
| ▼ Yes, I'm aware    | 79.78%    | 292        |
| ▼ No, I'm not aware | 20.22%    | 74         |
| <b>TOTAL</b>        |           | <b>366</b> |

### Data Analysis

| Question 27   |                  |             |             |             |  |
|---|------------------|-------------|-------------|-------------|--|
| <i>Are you <b>aware</b> that Kahnawà:ke Tourism promotes and participates in community events open to the public?</i> |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|   | <b>Aware</b>     | 76.57%      | 82.02%      | 79.78%      |  |
|   | <b>Not Aware</b> | 23.43%      | 17.98%      | 20.22%      |  |

## Question 28: Are you aware that Kahnawà:ke Tourism offers guided tours to visitors and the general public?

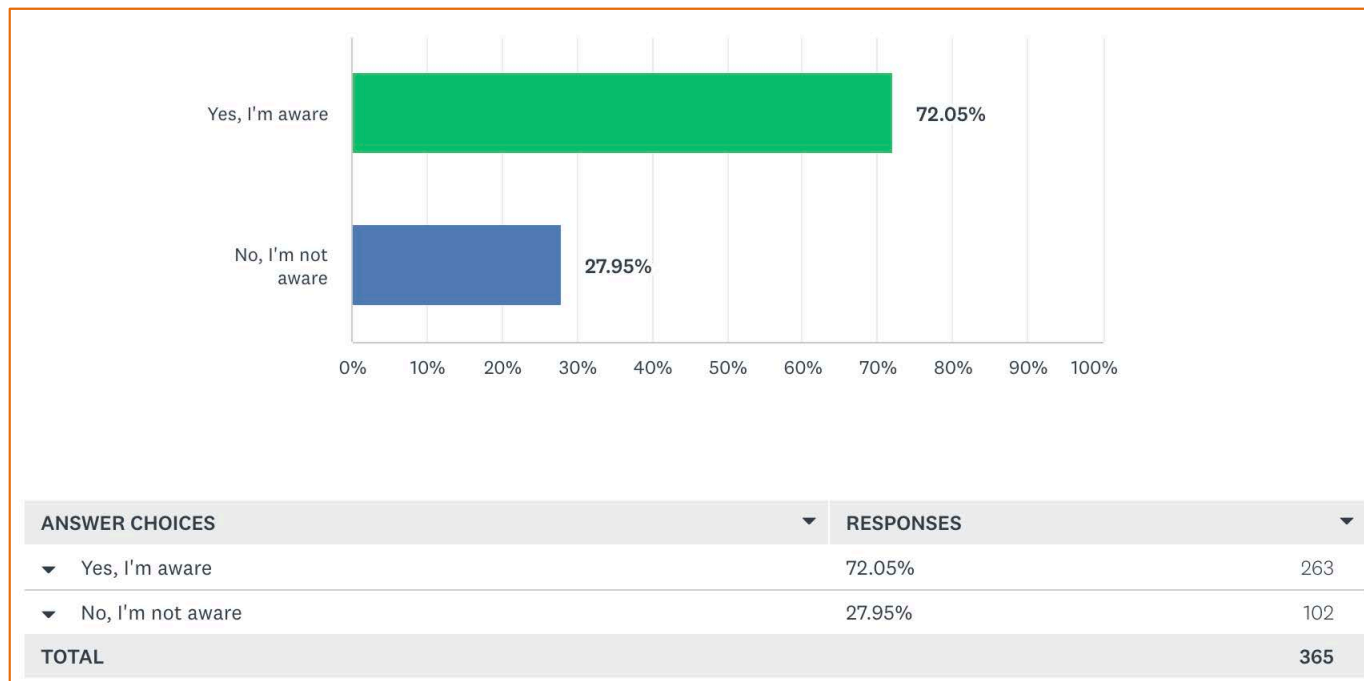


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Yes, I'm aware    | 88.83%    | 326        |
| No, I'm not aware | 11.17%    | 41         |
| <b>TOTAL</b>      |           | <b>367</b> |

### Data Analysis

| Question 28   |                  |             |             |             |  |
|---|------------------|-------------|-------------|-------------|--|
| <i>Are you <b>aware</b> that Kahnawà:ke Tourism offers guided tours to visitors and the general public?</i> |                  | <b>2023</b> | <b>2024</b> | <b>2025</b> |  |
|   | <b>Aware</b>     | 80.33%      | 85.83%      | 88.83%      |  |
|   | <b>Not Aware</b> | 19.67%      | 14.17%      | 11.17%      |  |

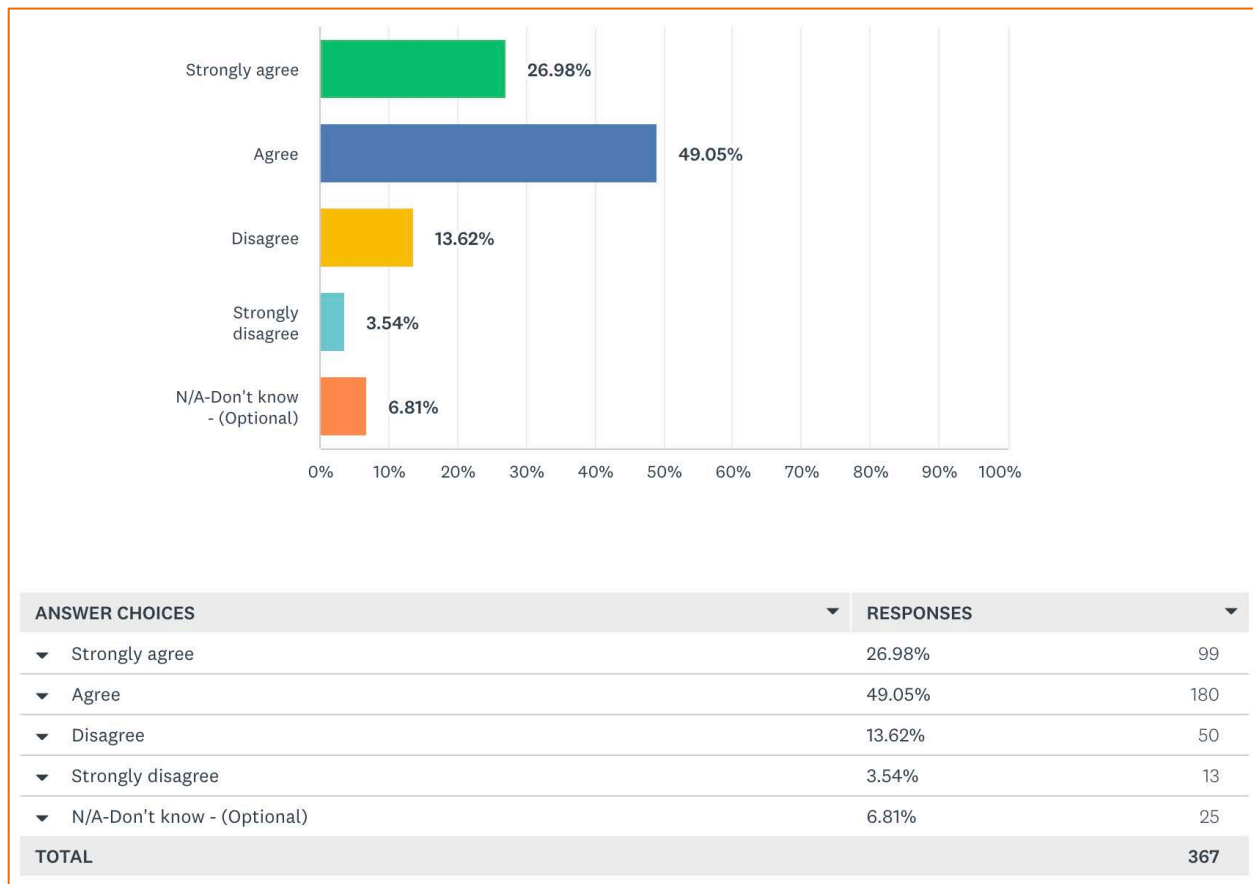
## Question 29: Are you aware that Kahnawà:ke Tourism partners with local businesses in various events and activities to help boost our economy?



### Data Analysis

| Question 29   |           |        |        |        |  |
|---|-----------|--------|--------|--------|--|
| Are you <i>aware</i> that Kahnawà:ke Tourism partners with local businesses in various events and activities to help boost our economy? |           | 2023   | 2024   | 2025   |  |
|   | Aware     | 66.76% | 73.30% | 72.05% |  |
|   | Not Aware | 33.24% | 26.70% | 27.95% |  |

## Question 30: To what extent do you agree that Kahnawà:ke Tourism effectively communicates their services and activities?



### Data Analysis

| Question 30   |             |        |        |        |  |
|---|-------------|--------|--------|--------|--|
| To what extent do you agree that Kahnawà:ke Tourism effectively communicates their services and activities? |             | 2023   | 2024   | 2025   |  |
|   | SA/Agree    | 86.93% | 77.93% | 76.03% |  |
|   | Neither A/D | 7.90%  | 7.63%  | 6.81%  |  |
|   | SD/Disagree | 5.18%  | 14.44% | 17.16% |  |

## Question 30 – Comments

### *Helpful & Encouraging Feedback*

1. I appreciate that Tourism informs the community when an out-of-town tour will be taking place. Promote tourism career paths to encourage people to pursue studies in this field. It would create job opportunities at Tourism for the future. Also train and mentor younger people to be tour guides. Find our young history buffs.
2. I learned something new - I was not aware that Tourism was a mandate of Tewatohnhi'saktha.
3. Was not aware of the Tourism mandate and goals from questions 22-24.
4. I see Tourism is out and about in the community.
5. The new cultural center will be a good thing for the community, and for tourism if used correctly.
6. I heard about the tours from a friend who was considering going on one.

### *Communications*

7. I assume I can find the information somewhere, but I rarely read any newspapers or go on social media.
8. They could advertise more about what's going on.
9. If I was on Facebook, I would probably agree. As someone off Facebook I don't see their communications very much.
10. I never hear about Tourism.
11. I rarely see any postings about tourism, it would be interesting to know more about it.
12. I do not feel it's not enough exposure.
13. I just think that the community doesn't hear enough about the tourism services.
14. I don't hear about tourism as much. I have look for information and occasionally see flyers and postings.
15. Tourism needs a greater presence in the day-to-day.

### *Tourism Challenges*

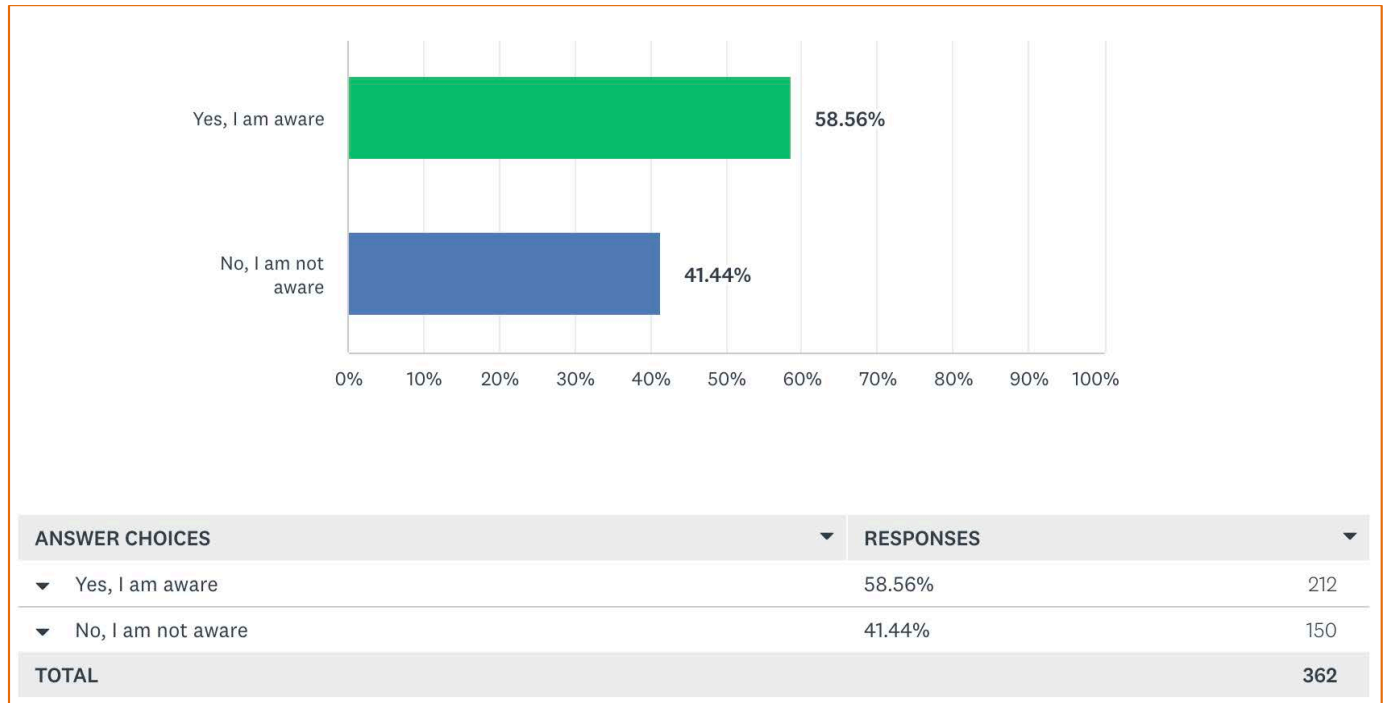
16. It's hard to bring in tourism when our people don't trust anyone.
17. The more tourism you build the more policing we will need. you give outsiders an inch, they're going to walk all over us again!
18. Not a fan of non-local weirdos but I am not opposed to most nice and genuine tourists. It's a double-edged sword in our small town.

19. I don't like Kahnawà:ke Tourism because it brings non-locals into Kahnawà:ke and we don't need that.
20. Tourism is contradictory to what the community wants, in the sense that people want less non-locals, and tourism does the opposite.
21. Through my experience, Kahnawà:ke Tourism has stolen ideas from locals and claimed them as their own, rather than "partnering" with the local(s).

## **END COMMENTS**



**Question 31: Are you aware that Tewatohnhi'saktha's role includes researching policies and trends that could impact Kahnawà:ke economy and businesses?**



***Data Analysis***

| Question 31  |           |        |        |  |  |
|--|-----------|--------|--------|--|--|
| Are you <b>aware</b> that Tewatohnhi'saktha's role includes researching policies and trends that could impact Kahnawà:ke's economy and businesses? |           | 2024   | 2025   |  |  |
|  | Aware     | 49.59% | 58.56% |  |  |
|  | Not Aware | 50.41% | 41.44% |  |  |

### Question 31 – Comments

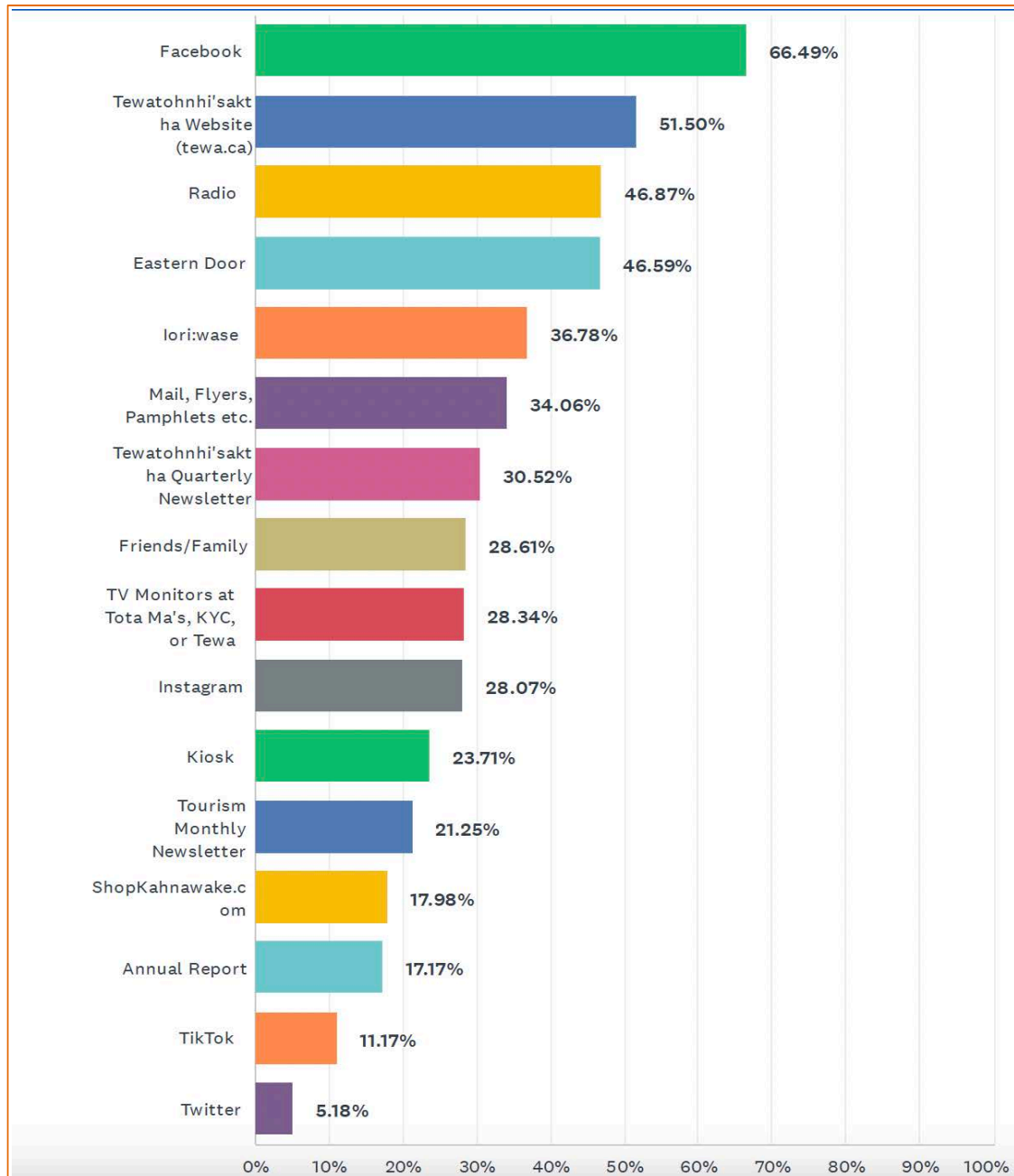
1. Please share your findings. Although you may do this this research, why not share your knowledge to help the business community and people of Kahnawà:ke so they can be informed consumers.
2. Trends are important to ensure the business community is moving in the right direction and to ensure proper services are available.

#### *Lack of Awareness*

3. I don't know much about it, but I am aware of this.
4. I am far less aware of what those policies are and who/ what organizations they affect.
5. It makes sense that this falls under them, but I was not aware of this.
6. There could be better promotion on this. What does it mean?

**END COMMENTS**

## Question 32: How would you like to receive information on Tewatohnni'saktha activities?



| ANSWER CHOICES                         | RESPONSES |     |
|--|-----------|-----|
| Facebook                               | 66.49%    | 244 |
| Tewatohnhi'saktha Website (tewa.ca)    | 51.50%    | 189 |
| Radio                                  | 46.87%    | 172 |
| Eastern Door                           | 46.59%    | 171 |
| Iori:wase                              | 36.78%    | 135 |
| Mail, Flyers, Pamphlets etc.           | 34.06%    | 125 |
| Tewatohnhi'saktha Quarterly Newsletter | 30.52%    | 112 |
| Friends/Family                         | 28.61%    | 105 |
| TV Monitors at Tota Ma's, KYC, or Tewa | 28.34%    | 104 |
| Instagram                              | 28.07%    | 103 |
| Kiosk                                  | 23.71%    | 87  |
| Tourism Monthly Newsletter             | 21.25%    | 78  |
| ShopKahnawake.com                      | 17.98%    | 66  |
| Annual Report                          | 17.17%    | 63  |
| TikTok                                 | 11.17%    | 41  |
| Twitter                                | 5.18%     | 19  |
| Total Respondents: 367                 |           |     |

## Data Analysis

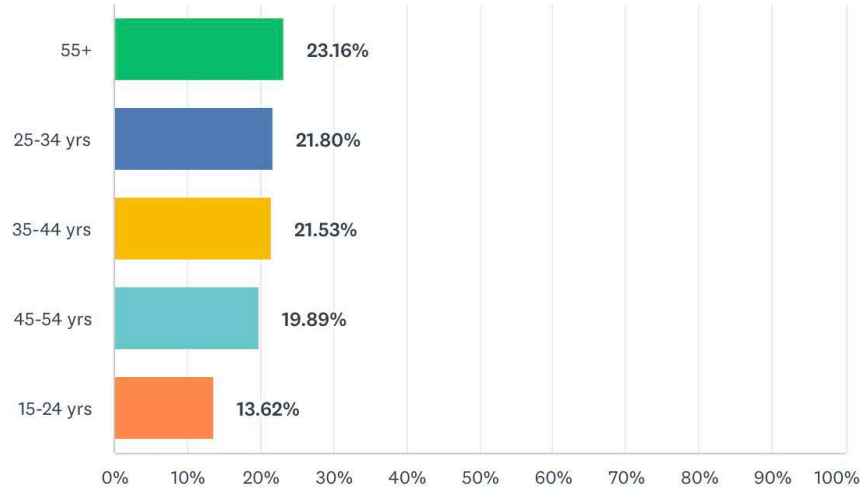
| Question 32   |                                     |             |             |             |
|---|-------------------------------------|-------------|-------------|-------------|
| <i>How would you like to receive information on Tewatohnhi'saktha activities?</i> |                                     | <b>2023</b> | <b>2024</b> | <b>2025</b> |
|   | <b>Facebook</b>                     | 67.30%      | 65.94%      | 66.49%      |
|   | <b>Tewa.ca</b>                      | 57.49%      | 49.32%      | 51.50%      |
|   | <b>Radio</b>                        | 56.95%      | 46.87%      | 46.87%      |
|   | <b>Eastern Door</b>                 | 49.59%      | 41.14%      | 46.59%      |
|   | <b>Iori:wase</b>                    | 43.05%      | 33.51%      | 36.78%      |
|   | <b>Mail, flyers, pamphlets etc.</b> | 42.78%      | 33.24%      | 34.06%      |
|   | <b>Friends/ Family</b>              | 41.96%      | 38.15%      | 28.61%      |
|   | <b>Instagram</b>                    | 35.42%      | 26.43%      | 28.07%      |
|   | <b>Kiosk</b>                        | 34.88%      | 23.98%      | 23.71%      |
|   | <b>Quarterly Newsletter</b>         | 33.79%      | 27.25%      | 30.52%      |
|   | <b>Annual Report</b>                | 24.80%      | 16.35%      | 17.17%      |
|   | <b>Tourism Monthly Newsletter</b>   | 23.98%      | 19.07%      | 21.25%      |
|   | <b>Twitter</b>                      | 16.08%      | 11.99%      | 5.18%       |
|   | <b>TV Monitors</b>                  |             |             | 28.34%      |
|   | <b>ShopKahnawake.com</b>            |             |             | 17.98%      |
|   | <b>TikTok</b>                       |             |             | 11.17%      |

## Question 32 – ‘Other’ Comments

1. Social media (5 similar)
2. Email (6 similar)
3. Text (2 similar).
4. Billboards (2 similar).
5. A lot of the new generation is using Instagram. Use the "trending" apps. Also share the same info at the arena TV.
6. I am not on social media.
7. In person interactions and noon-hour talk shows.
8. Telephone surveys, linked In, focus groups, general assembly.
9. Digital newsletters are more accessible. Bluesky is a good place to begin building an audience. Many people are trying to move away from Meta. People 35 and under still heavily use Snapchat. Infographics also work more efficiently for general info. (I.e. a shareable image/ poster with a visual of all programs and resources offered versus a text heavy report/ FAQ sheet.

**END COMMENTS**

### Question 33: Please indicate your age.

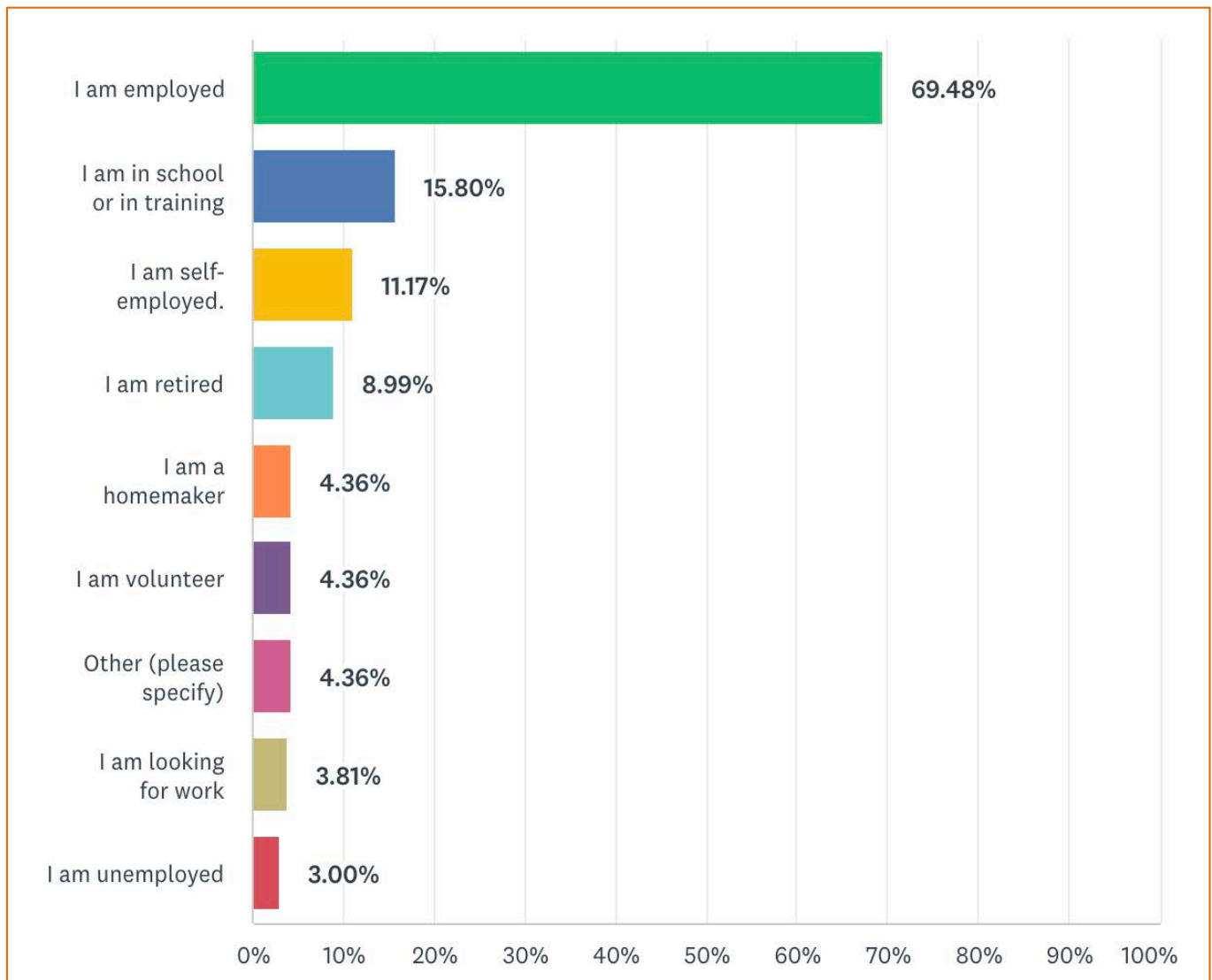


| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| 55+            | 23.16%    | 85         |
| 25-34 yrs      | 21.80%    | 80         |
| 35-44 yrs      | 21.53%    | 79         |
| 45-54 yrs      | 19.89%    | 73         |
| 15-24 yrs      | 13.62%    | 50         |
| <b>TOTAL</b>   |           | <b>367</b> |

### Data analysis

| Question 33               |       |        |        |        |
|---------------------------|-------|--------|--------|--------|
| Please indicate your age. |       | 2023   | 2024   | 2025   |
|                           | 15-24 | 15.80% | 13.62% | 13.62% |
|                           | 25-34 | 20.44% | 21.80% | 21.80% |
|                           | 35-44 | 17.17% | 16.62% | 21.53% |
|                           | 45-54 | 19.62% | 19.89% | 19.89% |
|                           | 55+   | 26.98% | 28.07% | 23.16% |

## Question 34: Please indicate the situation(s) that best describes you.



## Data Analysis

| Question 34  |                               |        |        |        |
|--|-------------------------------|--------|--------|--------|
| Please indicate the situation that best describes you. |                               | 2023   | 2024   | 2025   |
|  | I am in school or in training | 16.89% | 17.17% | 15.80% |
|  | I am employed                 | 60.22% | 59.95% | 69.48% |
|  | I am self-employed            | 16.89% | 16.35% | 11.17% |
|  | I am looking for work         | 4.63%  | 5.45%  | 3.81%  |
|  | I am retired                  | 14.71% | 13.08% | 8.99%  |
|  | I am a homemaker              |        |        | 4.36%  |
|  | I am a volunteer              |        |        | 4.36%  |
|  | Other                         | 3%     | 6.54%  | 4.36%  |

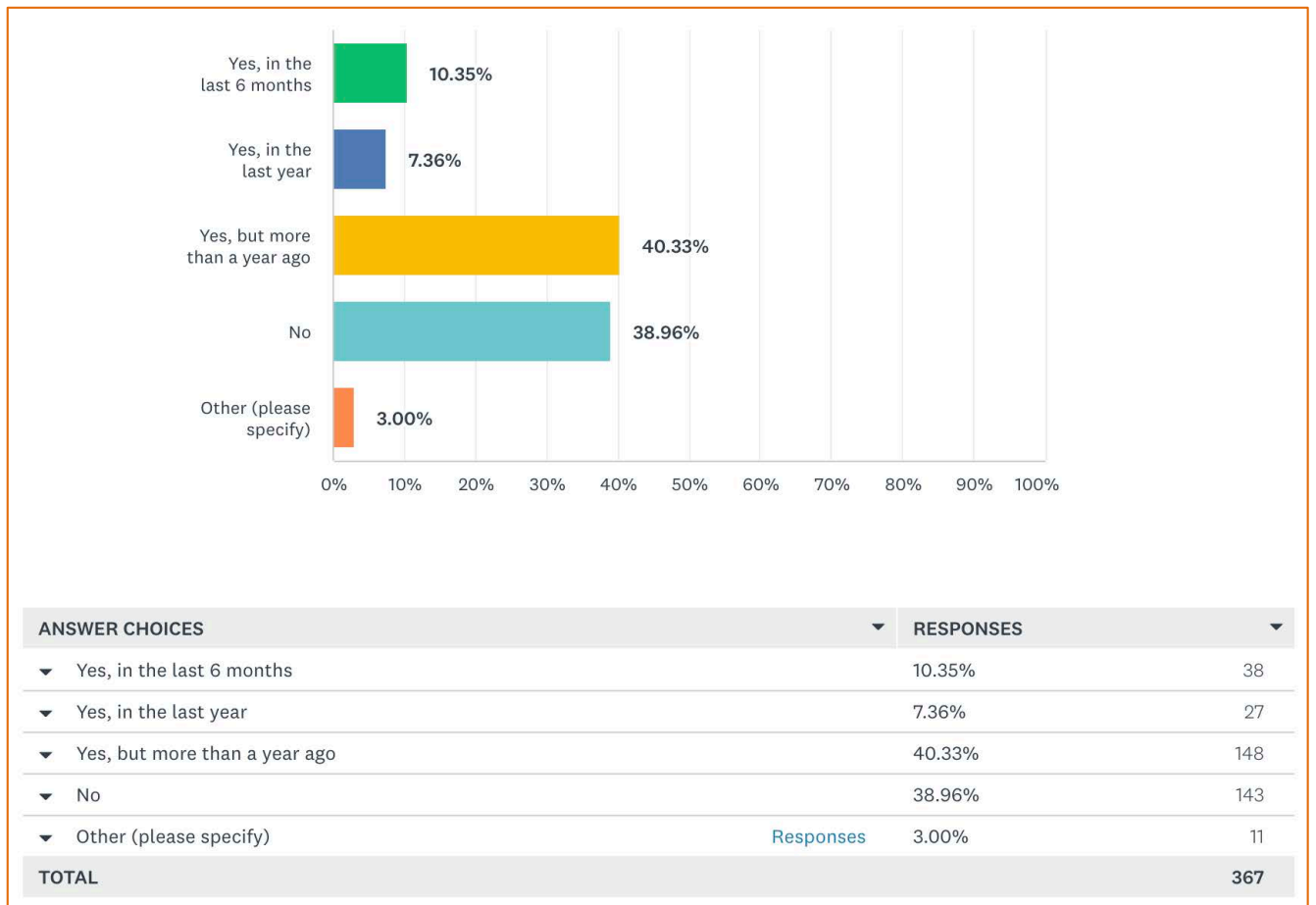
## Question 34 – ‘Other’ Comments

1. Looking into a holistic healing course.
2. I am currently employed but would like to go back to school to further my career. My lack of French, however, is setting me back (did high school in the U.S.A).
3. I want to look into schooling.
4. Contract employment.
5. Part time work, family help, cleaning, groceries. (3 similar)
6. Summer job only.
7. Disabled, unable to work.
8. On paternity leave.
9. On social assistance.
10. I have another job as well.
11. Caretaker.
12. Council chief.

**END COMMENTS**



## Question 35: Have you ever used Tewatohnhi'saktha's services?



### Data Analysis

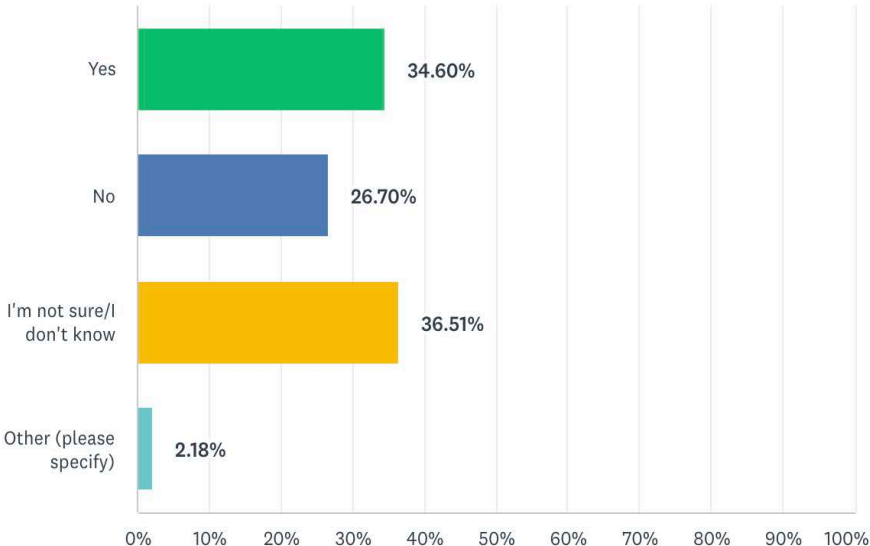
| Question 35                                      |                               |        |        |        |
|--|-------------------------------|--------|--------|--------|
| Have you ever used Tewatohnhi'saktha's services? |                               | 2023   | 2024   | 2025   |
|  | Yes, in the last 6 months     |        |        | 10.35% |
|  | Yes, in the last year         | 18.80% | 16.08% | 7.36%  |
|  | Yes, but more than a year ago | 52.32% | 49.59% | 40.33% |
|  | No                            | 26.98% | 32.97% | 38.96% |
|  | Other                         |        |        | 3.00%  |

### Question 35 – ‘Other’ Comments

1. Unsure, maybe years ago.
2. As a pow wow committee member, yes.
3. Not personally, but I have used it through my work.
4. Never used services but I am a past youth employment and training officer, I have also been an on-call temp at Tourism.
5. I completed the CBS program and received funding to complete a trade through Tewatohnhi’saktha.
6. My son is 17 and applying to trade school.
7. Summer student job.
8. Wanted help to be a summer student worker but was declined any aid because although I live in Kahnawà:ke, my status card is from a sister Mohawk community.
9. Used Tewatohnhi’saktha to buy Shop Kahnawà:ke.

**END COMMENTS**

# **Question 36: Would you consider using Tewatohnni'saktha's services in the next 12 months?**



| ANSWER CHOICES            | RESPONSES |     |
|---------------------------|-----------|-----|
| Yes                       | 34.60%    | 127 |
| No                        | 26.70%    | 98  |
| I'm not sure/I don't know | 36.51%    | 134 |
| Other (please specify)    | 2.18%     | 8   |
| TOTAL                     |           | 367 |

## **Data Analysis**

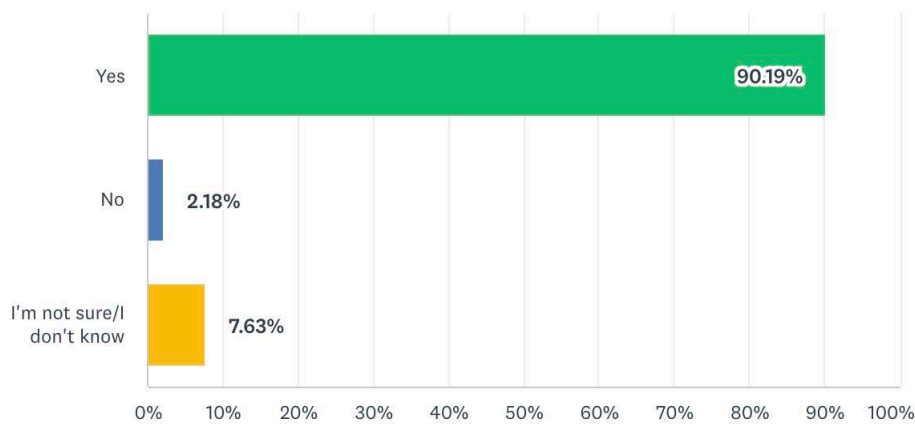
| Question 36  |                        |      |        |        |        |
|--|------------------------|------|--------|--------|--------|
| Would you consider using Tewatohnni'saktha's services in the next 12 months? |                        | 2022 | 2023   | 2024   | 2025   |
|  | Yes                    | 41%  | 41.14% | 44.69% | 34.60% |
|  | No                     | 34%  | 25.61% | 26.43% | 26.70% |
|  | Not sure/ I don't know | 25%  | 31.06% | 26.16% | 36.51% |

### **Question 36 – ‘Other’ Comments**

1. If need be, yes. (5 similar)
2. Retired.

**END COMMENTS**

## Question 37: Would you recommend Tewatohnhi'saktha services to others?



| ANSWER CHOICES            | RESPONSES  |     |
|---------------------------|------------|-----|
| Yes                       | 90.19%     | 331 |
| No                        | 2.18%      | 8   |
| I'm not sure/I don't know | 7.63%      | 28  |
| <b>TOTAL</b>              | <b>367</b> |     |

### Data Analysis

| Question 37   |                        |      |        |        |        |
|---|------------------------|------|--------|--------|--------|
| Would you recommend Tewatohnhi'saktha services to others? |                        | 2022 | 2023   | 2024   | 2025   |
|   | Yes                    | 95%  | 94.82% | 95.10% | 90.19% |
|   | No                     | 2%   | 1.09%  | 1.09%  | 2.18%  |
|   | Not sure/ I don't know | 3%   | 4.09%  | 3.81%  | 7.63%  |

### Question 37 – Comments

1. I always do.
2. Keep up the good work.
3. Most definitely. Business Services are great.
4. I would recommend business services. I have heard about others are very happy with the help that was offered to them.
5. I am aware of most services offered by Tewaohnni'saktha as my family have used its services. I didn't know that Tourism was under Tewaohnni'saktha. As a retired individual I'm not likely to use its services, but glad it exists for our younger generation.
6. More information on social media and through email. Come up with promotional campaign service for businesses to advertise. An easy way to get small businesses to promote themselves.
7. I would want to see how I like it before recommending.

**END COMMENTS**

## **Question 38: If you would like to share additional comments about Tewaohnhi'saktha or make suggestions, please do so here.**

### ***Encouraging Feedback***

1. I don't go on social media much, but I know if I have any questions about upgrading myself in the workforce or anything business related, I can go directly to Tewaohnhi'saktha for questions, and you'll direct me. It's an awesome resource for the community.
2. I read all I can about Tewaohnhi'saktha because I have a lot of nieces and nephews, and I try to help them by telling them what I know! Good stuff.
3. Great things are always being offered through Tewaohnhi'saktha. I wish more people knew how much we get done through these services. Keep making yourselves visible to the community.
4. Thanks for sharing the info. I frequently responded, 'I wasn't aware', but then thought, 'well, now I am.' Love what you're doing with Tota Ma's.
5. Tewaohnhi'saktha does a great job, and they are out there promoting what they do.
6. Tewaohnhi'saktha helped me get employed.
7. I think that the population who needs to be aware of what Tewaohnhi'saktha offers, is. For the rest, they just never seem to get information no matter what. I think that Tewaohnhi'saktha is doing a wonderful job.
8. As previously stated, very positive services offered.
9. Tewaohnhi'saktha plays a very important role in the community. They support youth and help individuals achieve success.
10. I check the website a few times a week. I recommend their services to others.
11. Business Services are top notch.
12. I've used Business Services in the past and was very satisfied with the help from Tewaohnhi'saktha. Great experience.
13. Keep up the good work.
14. I have friends and family that speak highly of Tewaohnhi'saktha's services and I will most likely use them again to start my small business.
15. I do want to say that it is so important to have services like this to help our community members, so don't get discouraged if there is low turnout for some programs. Keep going,

keep taking steps forward. This is the way that social assistance and unemployment numbers will get lowered.

### ***Programs & Training***

16. More encouragement and info towards environmentally conscious businesses as well as trainings for a more natural self-sufficient lifestyle for the community.
17. Programs need to be more available to a wider range of businesses.
18. Continue offering trade programming, accounting, secretarial, ironworking, heavy equipment operator, higher level licensing etc. in Kahnawà:ke.
19. Job training opportunities, programs to research, assessment in cooperation with social services or welfare department.
20. More program opportunities for language students.
21. Can we do more educational enhancement "bootcamps" or workshops? Working people will benefit from this instead of committing to school. Workshops introduce new skills or interests you didn't know you had.
22. Having more options for new homeowners, like budgeting workshops for youth and adults. Financing seems to be something a lot of people lack.

### ***Collaboration***

23. Be more welcoming to Onkwehón:we from other communities/reservations.
24. More promoting/ targeting youth volunteerism. Emphasizing volunteerism to help give youth the tools and experience. Volunteerism will help to add to their hiring potential.
25. More public /private partnerships.
26. Do more collaborations with organizations. They seem to be working more independently rather than with others, from my perspective.
27. More assistance for senior citizens. An initiative that young people can participate in to help seniors with work that needs to be done, especially during the summer.

### ***Non-User***

28. I did not know much about Tewaohnhi'saktha and it is interesting to hear about everything they have to offer.
29. I read everything about Tewaohnhi'saktha services and offerings, even though I've never used them. It's always good to know, to pass the information on for those who need it.
30. I would have used more of the services years ago, but I was an only employee of my own business.



31. I have never used Tewaohnhi'saktha services, but I read everything I can about them. I plan to use services in the years to come.

### ***Funding***

32. Fund individuals who do not have diplomas.
33. Promote funding for schooling. A lot of people want to start schooling/ trades, but they do not know about funding from Tewaohnhi'saktha.

### ***Tourism***

34. I feel like we don't hear about the tourism part too much. I see so many people complaining when there are visitors in our community. Maybe it should be on the radio to let everyone know they will be in town.
35. Also, the community needs to decide if we are open for business. Some believe we are *not*, causing people to perceive tourism as a bad thing. I don't know if that's for Tewaohnhi'saktha to rectify but it's an issue that needs to be addressed.

### ***Communications***

36. Put a TV at Step by Step.
37. Please put out more flyers for the elders or people who may not have access to internet. They would also like to see more advertising about the various business in Kahnawà:ke because they were unaware for the longest time.
38. An email subscription service for news or information would be great.

### ***Other Comments & Suggestions***

39. Host an Annual General Assembly for feedback and community questions/ opinions. I do not approve of the corporate culture of Tewaohnhi'saktha. There needs to be transparency with the hiring of board members, to avoid conflict of interest. Offering services and money to non-natives.
40. Provide QR codes for surveys at the kiosks. Use shorter surveys. 10-15 questions max.
41. I think there should be more social enterprises.
42. Improved services and upgrades for the community.
43. I participated in the Heads-Up program a long time ago and it was helpful but other than that I don't really have much to offer.
44. I would go to Tota Ma's more often if it had later evening hours.

### **END COMMENTS**

## Comments & Recommendations

### ***General Recommendations***

1. Maintain a steady presence on social media platforms. However, keep in mind the part of the population who does not use social media. Invest in print materials and signage to ensure information is reaching a wide range of people.
2. Regarding the Marketing mandate and Economic Policy Advisory, discuss ways Tewaohnhi'saktha can make the community more knowledgeable about its purpose and existence.

### ***Workforce Development:***

1. Continue to offer a range of training programs throughout the year. Promote the *benefits* of these programs for employers and job seekers. Focus on the possible improvement of *human resource needs and skills*.
2. Create some 'Did you know?' advertising to improve community awareness about Tota Ma's as a *social enterprise*. For example, an informative video from a café employee explaining what a social enterprise is.
3. Continue Tewaohnhi'saktha's strong online presence for Workforce Development. Additionally, consider investing in alternative methods such as in-school visits, handouts, and email campaigns. Partner with organizations on initiatives to spread the word.

### ***Business Services:***

1. Invest in diverse advertising tactics, in addition to social media, containing Business Service specific information. Consider mailbox campaigns, pamphlets at local businesses, signage etc. to reach a wider audience.
2. Create some promotional materials to widely advertise Tewaohnhi'saktha's accounting services for businesses.
3. Boost awareness of Shop Kahnawà:ke Certificate sales at the Welcome Center by using targeted advertising specifically around holidays and special occasions (i.e. Christmas and Mother's Day). Consider creating some 'Did you know...?' advertising to raise awareness about this location.

### ***Marketing & Tourism***

1. Continue efforts on in-person events around the community regarding tourism information to keep the line of communication open. At the same time, offer an open line of communication via an ongoing feedback form/ survey.
2. Boost communications efforts raise community awareness about Tourism's connection to Tewaohnhi'saktha. Consider including this as part of a 'Did you know?' campaign.

3. Consider promoting the economic benefits of Tourism. Create a better community understanding to improve the perceptions of Tourism and their activities.

***Survey Recommendations***

1. Consider adding optional comment sections after the Mandate and Role section and the Tourism section.

# *Appendix A*

## INTRODUCTION

**The purpose of this survey is to gather information on community members' opinions and perceptions regarding our services over the past 12 months.**

**The results of this survey help Tewatohnhi'saktha to continuously improve our programs and services. Your answers will remain confidential and anonymous, as gathered by an independent consultant.**

**This survey should take between 10 and 15 minutes and there are 38 questions. Data collections will end in March 2025.**

## 2025 Tewatohnhi'saktha GENERAL SURVEY

### MANDATE AND ROLE

Please provide your level of agreement with the following statements:

\* 1. Tewatohnhi'saktha effectively communicates their activities to the people of Kahnawà:ke.

- ☐ Strongly Agree    ☐ Agree    ☐ Disagree    ☐ Strongly Disagree  
☐ (N/A Don't Know) - Optional

\* 2. Tewatohnhi'saktha is transparent with community members. Transparent meaning we are open, honest and available.

- ☐ Strongly Agree    ☐ Agree    ☐ Disagree    ☐ Strongly Disagree  
☐ (N/A Don't Know) - Optional

\* 3. Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke. (Prosperity denotes a Kanien'kehaka community that enables success and quality of life for all members.)

- ☐ Strongly Agree    ☐ Agree    ☐ Disagree    ☐ Strongly Disagree  
☐ (N/A Don't Know) - Optional

\* 4. Tewatohnhi'saktha plays a positive role in the community.

- ☐ Strongly Agree    ☐ Agree    ☐ Disagree    ☐ Strongly Disagree  
☐ (N/A Don't Know) - Optional

\* 5. Tewatohnhi'saktha can be trusted to work in the best economic interest of the Kahnawà:ke people.

- ☐ Strongly Agree    ☐ Agree    ☐ Disagree    ☐ Strongly Disagree  
☐ (N/A Don't Know) - Optional

WORKFORCE DEVELOPMENT

**Please indicate if you are AWARE of the following Workforce Development services and programs.**

\* 6. Are you **aware** we help people prepare an action plan for pursuing and completing their education and training?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 7. Are you **aware** we provide clients with financial support to take training programs?

☐ Yes, I'm aware    ☐ No, I'm not aware

8. Are you **aware** that people looking for a job can submit their name and contact info through our electronic job seekers form?

☐ Yes, I'm aware  
☐ No, I'm not aware

\* 9. Are you **aware** we connect businesses with people looking for work or guide people to potential job opportunities?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 10. Are you **aware** we assist businesses with industry specific training programs to help with their human resource needs?

☐ Yes, I'm aware    ☐ No, I'm not aware

11. A social enterprise is a not for profit business that provides work experience, customer service training, business experience.

Are you **aware** that Tewatohnhi'saktha operates Tóta Ma's Café as social enterprise?

☐ Yes, I'm aware  
☐ No, I'm not aware

12. Are you aware that Tota Ma's social enterprise supports local businesses by selling their products at the café?

☐ Yes, I'm aware  
☐ No, I'm not aware

\* 13. To what extent do you **agree** that Tewatohnhi'saktha effectively carries out these Workforce Development programs and services?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Optional (N/A- Don't know)

Would you like to add comments about Workforce Development Services?

BUSINESS SERVICES

**Please indicate if you are AWARE of the following business services and programs.**

\* 14. Are you **aware** that Tewatohnhi'saktha Business Services provides information on how to start/operate a business?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 15. Are you **aware** we provide information on, and assistance with, grant or loan applications?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 16. Are you **aware** we provide business assistance with accounting needs/matters?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 17. Are you **aware** we can post job offers for local businesses and organizations on our website?

☐ Yes, I'm aware    ☐ No, I'm not aware

\* 18. Are you **aware** we share job opportunities on our Facebook page?

☐ Yes, I'm aware    ☐ No, I'm not aware

19. Are you **aware** we sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center?

☐ Yes, I'm aware  
☐ No, I'm not aware

\* 20. To what extent do you **agree** that Tewatohnhi'saktha effectively carries out its business programs and services?

☐ Strongly Agree                      ☐ Strongly Disagree  
☐ Agree                                      ☐ (N/A Don't Know) - Optional  
☐ Disagree

Would you like to add comments about Business Services?



MARKETING & TOURISM

**Please indicate if you are AWARE of the following Marketing & Kahnawake Tourism activities and services.**

21. Are you aware that Tewatohnhi'saktha's role includes promoting our programs, services, events, and activities?

- ☐ Yes, I am aware  
☐ No, I am not aware

22. Are you aware that Tewatohnhi'saktha's role includes sharing what Kahnawà:ke businesses have to offer with the external public?

- ☐ Yes, I am aware  
☐ No, I am not aware

23. Are you **aware** that Tourism Development is a mandate of Tewatohnhi'saktha?

- ☐ Yes, I'm aware  
☐ No, I'm not aware

24. Are you aware that one of our goals is to increase the number of tourists that visit Kahnawà:ke to help boost our economy?

- ☐ Yes, I am aware  
☐ No, I am not aware

25. Are you aware that one of Kahnawà:ke Tourism's goals is to improve the community's image locally, nationally, and internationally?

- ☐ Yes, I am aware  
☐ No, I am not aware

26. Are you aware that Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective?

- ☐ Yes, I am aware  
☐ No, I am not aware

27. Are you **aware** that Kahnawà:ke Tourism promotes and participates in community events open to the public?

- ☐ Yes, I'm aware  
☐ No, I'm not aware

28. Are you **aware** that Kahnawà:ke Tourism offers guided tours to visitors and the general public?

- ☐ Yes, I'm aware
- ☐ No, I'm not aware

29. Are you **aware** that Kahnawà:ke Tourism partners with local businesses in various events and activities to help boost our economy?

- ☐ Yes, I'm aware
- ☐ No, I'm not aware

30. To what extent do you **agree** that Kahnawà:ke Tourism effectively communicates their services and activities?

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ N/A-Don't know - (Optional)

Would you like to add comments about Marketing & Tourism?

ECONOMIC POLICY ADVISORY

31. Are you aware that Tewatohnhi'saktha's role includes researching policies and trends that could impact Kahnawà:ke economy and businesses?

- ☐ Yes, I am aware
- ☐ No, I am not aware

Comment

COMMUNICATIONS

\* 32. How would you **like** to receive information on Tewatohnni'saktha activities? (please select ALL that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Tewatohnni'saktha Quarterly Newsletter | <input type="checkbox"/> Instagram                              |
| <input type="checkbox"/> Tourism Monthly Newsletter             | <input type="checkbox"/> Tewatohnni'saktha Website (tewa.ca)    |
| <input type="checkbox"/> Annual Report                          | <input type="checkbox"/> ShopKahnawake.com                      |
| <input type="checkbox"/> Iori:wase                              | <input type="checkbox"/> Mail, Flyers, Pamphlets etc.           |
| <input type="checkbox"/> Eastern Door                           | <input type="checkbox"/> Kiosk                                  |
| <input type="checkbox"/> Radio                                  | <input type="checkbox"/> Friends/Family                         |
| <input type="checkbox"/> Facebook                               | <input type="checkbox"/> TikTok                                 |
| <input type="checkbox"/> Twitter                                | <input type="checkbox"/> TV Monitors at Tota Ma's, KYC, or Tewa |

Other (please specify)

RESPONDENT INFORMATION

\* 33. Please indicate your age.

- ☐ 15-24 yrs
- ☐ 25-34 yrs
- ☐ 35-44 yrs
- ☐ 45-54 yrs
- ☐ 55+

\* 34. Please indicate the situation(s) that best describes you. Check all that apply.

- ☐ I am in school or in training
- ☐ I am employed
- ☐ I am self-employed.
- ☐ I am looking for work
- ☐ I am retired
- ☐ I am a homemaker
- ☐ I am volunteer
- ☐ I am unemployed
- ☐ Other (please specify)

\* 35. Have you ever used Tewatohnhi'saktha's services?

- ☐ Yes, in the last 6 months
- ☐ Yes, in the last year
- ☐ Yes, but more than a year ago
- ☐ No
- ☐ Other (please specify)

\* 36. Would you consider using Tewatohnhi'saktha's services in the next 12 months?

- ☐ Yes
- ☐ No
- ☐ I'm not sure/I don't know
- ☐ Other (please specify)

\* 37. Would you recommend Tewatohnhi'saktha services to others?

- ☐ Yes
- ☐ No
- ☐ I'm not sure/I don't know

Comments

GENERAL FEEDBACK

38. OPTIONAL. If you would like to share additional comments about Tewatohnhi'saktha or make suggestions, please do so here.