



Civic Satisfaction & Performance Survey 2021

Telephone and Online Panel

September 2021



City of
Saskatoon



FORUM
RESEARCH INC.



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Purpose

The City of Saskatoon commissioned a Civic Satisfaction & Performance survey to gain insights on the City of Saskatoon's performance, as well as residents' experience/impressions related to quality of life, satisfaction, important issues, and the value of programs and services received.

The results of the survey are intended to continue to identify trends, compare to baseline performance data, inform decisions related to initiatives and actions for strategic priorities, budget decisions, and service delivery decisions related to communications, engagement and customer service.

Additionally, the survey will help identify key trends and issues of importance to aid the City's continuing goal of service excellence.

The primary objectives of the survey were to gauge the following:

- Perceptions of quality of life in Saskatoon and the direction the City of Saskatoon is heading;
- Evaluation of Saskatoon's handling of the Covid-19 Pandemic (new this wave);
- Perceptions of satisfaction;
- What residents believe is the most important issue facing the City;
- Perceived value of civic services;
- Preferences for balancing the budget;
- Satisfaction and preference for receiving City information and communications;
- Experience and impression of public engagement;
- Preference, experience and impressions of customer service;
- Volunteering in the community; and,
- Performance indicators related to the strategic goals.

Executive Summary

In 2018, the City of Saskatoon reviewed the 2017 Civic Services Survey and developed a more comprehensive process to collect input from residents. The review process resulted in the creation of two separate surveys: a Civic Satisfaction & Performance survey, and a Civic Services Survey: Performance, Priorities & Preferences. These two surveys were fielded again in 2021, and the current report discusses the findings from the Civic Satisfaction & Performance survey.

The Civic Satisfaction & Performance survey was first implemented in June 2018. In 2018, there were substantial changes from the previous annual Civic Services surveys to improve the data, ask new questions, and be more inclusive by offering a link on the City of Saskatoon's website for the general public to participate. In the current 2021 wave, minimal changes were made to ensure the data can be trended. There were no major changes to the survey other than including a new section on the COVID-19 pandemic and moving to public engagement questions into the Wave 1 survey rather than Wave 2.

As in the 2018 wave, the sample size from the self-selected survey results were substantial and therefore are considered reliable but are not representative of the population. It is worth noting that both online – panel and self-selected participants also tend to offer lower ratings on scale questions. We will be able to trend the self-selected data this wave.

Consistent with previous years, 501 telephone, 821 online-panel and 1229 online – self selected residents of Saskatoon, 18 years of age and older, were surveyed. The results of the telephone and online – panel respondents are highlighted in the following pages and provide insights on the City of Saskatoon's performance, residents' experience/impressions related to quality of life, satisfaction, important issues, and the value of programs and services received. The online – self selected will be provided in a separate report and it is worth noting that participation in 2021 for self-select residents increased by 64% from 2018 (n = 688).

Executive Summary

Satisfaction/Quality of Life

The majority of respondents indicated that they are satisfied with living in Saskatoon (TOP5: Telephone: 89%, Online – Panel: 85%). The telephone and online - panel results are consistent with 2018 (TOP5: Telephone: 88%, Online – Panel: 85%).

Most respondents (TOP2: Telephone: 82%, Online – Panel: 80%) indicated the quality of life in Saskatoon is good or very good, and the results are consistent with 2018 (TOP2: Telephone: 85%, Online – Panel: 83%). A total of 77% (TOP2) of telephone and 80% (TOP2) of online respondents indicate that the quality of life in Saskatoon has either improved or stayed the same over the past three years. While telephone results are similar to 2018 (TOP2: 75%), the results for online respondents have substantially increased from 66%, rebounding from the 10% decline in 2018.

The majority (TOP5: Telephone 88%, Online – Panel: 87%) of respondents indicated they are satisfied with the quality of services provided by the City of Saskatoon. The responses from telephone respondents on the quality of services provided was consistent with the results from 2018, however, satisfaction with services increased amongst online respondents between 2018 and 2021 (TOP5: Telephone: +2%, Online: +10%).

Executive Summary

COVID-19 Pandemic

A section on the COVID-19 pandemic was newly added to the current wave of the research to highlight any changes in satisfaction or priorities among the Saskatoon community.

Most telephone respondents agreed (TOP2 – strongly/somewhat) with the following statements:

- The City has provided helpful and timely information on impacts to civic services during the pandemic (85%)
- The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities (78%)
- The City has provided sufficient online opportunities to conduct my business during the pandemic (72%)

Online - panel respondents were also in agreeance (TOP2):

- The City has provided helpful and timely information on impacts to civic services during the pandemic (71%)
- The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities (73%)
- The City has provided sufficient online opportunities to conduct my business during the pandemic (70%)

When asked whether their quality of life has been impacted due to the COVID-19 Pandemic, just over half of the telephone respondents and almost half of the online respondents reported that their quality of life has become worse (Telephone: 51%, Online – Panel: 44%).

About half of telephone respondents (TOP2: 45%) and of online respondents (TOP2: 54%) reported that COVID-19 has impacted their level of satisfaction with the quality of services provided by the City of Saskatoon.

Executive Summary

Most Important Issues

When asked what the single most important issue is facing the City of Saskatoon, telephone respondents most commonly said COVID-19 (14%), followed by Public safety/crime/policing (10%) and Road Maintenance (6%). Similarly, online respondents most commonly said the single most important issue is COVID-19 (16%), followed by Public safety/crime/policing (10%) and taxes (9%). COVID-19/Pandemic was a new issue added this wave to be able to track the impacts of the pandemic.

Perceived Value and Budget

About 9 out of 10 respondents (TOP2: Telephone: 88%, Online – Panel: 84%) receive good or very good value from the services provided by the city. These results are consistent with 2018 telephone respondents (-1%), however there was an increase from 2018 online respondents (+10%).

When asked which approach they would prefer the City to use when balancing the City's operating budget, about a third of respondents (Telephone: 36%, Online – Panel: 32%) said they would prefer a combination of property tax and user fee increases. These results are similar to 2018. There was a slight increase for online respondents (+6%) who would prefer the option to increase existing user fees when compared to 2018. There was also a slight decrease for online respondents (-4%) who would prefer to stop providing a particular service when compared to 2018. Preferences for telephone respondents remained consistent with 2018.

Communications

A majority (TOP2: Telephone: 80%, Online – Panel: 87%) of respondents indicated they were satisfied with the quality of City communications. For online respondents, this has increased since 2018 (+14%) and is consistent with the 2017 results.

Although citizens still prefer to use a mix of sources to receive information about the City of Saskatoon, the most common preferences continue to be E-mail across all respondents (Telephone: 42%, Online – Panel: 39%), followed by Website (saskatoon.ca) (Telephone: 24%, Online – Panel: 36%) and Media (Telephone: 23%, Online – Panel: 36%). These results are relatively consistent with 2018, however worth noting is traditional communication methods for telephone respondents went down while digital communication sources increased. Online respondents generally had a stronger preference for digital communications sources compared to the telephone respondents.

Executive Summary

Customer Service/Contact the City

Telephone was reported as the most preferred method that telephone respondents (63%) would use to contact the City of Saskatoon. In contrast, E-mail was reported as the most preferred method for online respondents (49%), closely followed by contacting the City by telephone (46%).

The least preferred methods of contacting the City of Saskatoon are Social media (Telephone: 9%, Online – Panel: 15%) and Text message (Telephone: 11%, Online – Panel: 16%).

These results are generally consistent compared to 2018. However, there was an increase in telephone respondents' preferences towards Email (+7%), with a corresponding decrease in contacting the City by phone (-9%), when compared to 2018. There was also a large decrease in online respondents' preferences towards Email (-14%) and through the city website (-6%), when compared to 2018.

Overall, compared to 2018 all customer service metrics saw a noteworthy improvement in 2021 ranging from an increase of 6% to 18%. Respondents were most likely to agree that the City staff provides consistent and reliable information (TOP2: Telephone: 77%, Online – Panel: 66%). In contrast, telephone respondents were less likely to agree that the City responds quickly to requests or concerns (TOP2: 60%), while online respondents were less likely to agree that the City of Saskatoon is an open and transparent government (TOP2: 56%).

Public Engagement and Volunteering

Almost a third (32%) of the online respondents indicated they volunteered in their community, which is a 16% drop compared to 2018. Results were consistent with 2018 for telephone respondents, with 30% indicating they volunteered in their community. The reported volunteering rate for both online and telephone respondents has been trending downward since 2016 (Telephone: 62%, Online – Panel: 64%).

When asked about public engagement, 62% of telephone and 71% of online respondents feel the City of Saskatoon does enough or more than enough to get public input on decisions it makes. This is a substantial increase compared to 2018 (Telephone: 53%, Online – Panel: 45%). Three quarters of respondents (TOP2: Telephone: 76%, Online – Panel: 77%) feel that the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). There was a 10% decrease for telephone respondents compared to 2018. A majority of respondents (TOP2: Telephone: 62%, Online – Panel: 67%) think that City communicates how it will use public input to help make its decisions somewhat/very well. There was a noticeable increase with online respondents compared to 2018.

Executive Summary

Strategic Goal Performance Indicators

Overall, the City of Saskatoon received favourable responses in the following areas:

- A. Effectiveness of providing online services (TOP2: Telephone: 91%, Online – Panel: 90%)
- B. Saskatoon is an inclusive and welcoming city to all (TOP2: Telephone: 84%, Online – Panel: 74%)

The City of Saskatoon received average responses in the following areas:

- A. A family member or colleague feeling of safe living in the city (TOP5: Telephone: 76%, Online – Panel: 78%)
 - a substantial increase in feelings of safety for online respondents compared to 2018 (+11%)
- B. Preserving natural resources and protecting the environment (TOP2: Telephone: 75%, Online – Panel: 68%)
 - A substantial increase for online respondents (+6%)
- C. Providing a mix of recreation, sport, and cultural facilities year-round (Telephone & Online – Panel: 72%)
 - a substantial decrease from 2018 (Telephone: 92%, Online – Panel: 91%)

Over half of telephone (56%) and online respondents (57%) indicated that the City of Saskatoon is on the right path towards making downtown an appealing destination. There was a notable increase with online respondents of +16% compared to 2018. Similarly, just over half of telephone (53%) and online (54%) respondents indicated that the City of Saskatoon is on the right path toward making downtown an appealing place to live. There was a noteworthy increase with telephone (+10%) and online (+21%) respondents when compared to 2018. The majority of telephone (80%) and online (78%) respondents indicated the City of Saskatoon is effectively balancing growth throughout the city. There was a major increase with online respondents' (+26%) when compared to 2018.

Methodology

Research was conducted via a live agent computer-assisted-telephone-interviewing (CATI) or computer assisted web interviewing (CAWI) methodologies amongst randomly selected residents of Saskatoon.

There are some substantial differences related to the telephone and online panel results as compared to self-selected participants. Specifically, the results of the telephone and online – panel are reliable and representative of the population due to the random selection process. The methodology and consistency of many questions also allows for trending and comparisons to previous years.

For telephone interviewing, numbers were generated from a phone list which includes Saskatoon landlines and cell phones to conduct a “pure random digital dial” from the combined list. 59% of telephone respondents are from cellphones – an increase of 33% from 2018.

Online Sampling

For this online study, Forum Poll™ Online Panel Database was used. The panel has been built using Random-Digit Dialing (RDD) to recruit panelists – a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online, ensuring the accuracy of your online research results every time. Panel members who are residents of Saskatoon were provided with a link to access the survey online. Additionally, the link was posted on the City of Saskatoon’s website to allow the general public an opportunity to share their opinions. Therefore, the analysis of the data was segregated by the method, where responses from the online survey link on the City of Saskatoon website are labelled as “Self-Selected”, while the responses from panel members were labelled as “Online – Panel.” The “Self-Selected” responses are included in a separate report.

2021 Changes to the Survey

In 2021, changes were made to the survey by removing the survey evaluation and including a section/additional answer options on COVID-19 and the pandemic. This is to be able to evaluate the impact the pandemic has had as we assume it will impact the results of this survey.

Methodology



Fieldwork dates	April 19 th – May 23 rd 2021
Method	Computer Assisted Telephone Interviewing (CATI/Telephone), Computer Assisted Web Interviewing (CAWI/Online)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age / older
Sample Size	1322 (501 CATI/Telephone, 821 CAWI – Panel/Online – Panel)
Average Length	11 minutes
Margin of Error	Telephone: ± 4.38%, 19 times out of 20 Online: ± 3.42%, 19 times out of 20

Interpreting this Report



What is a “Top Box” and “Bottom Box” Score?

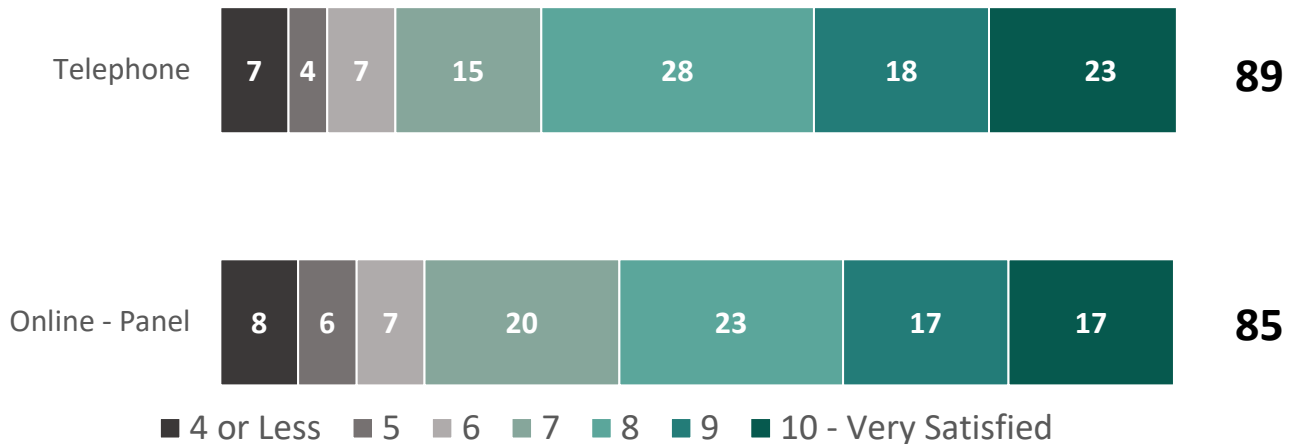
The top box score is a research wide accepted practice and is the best way to understand a measure when using a 4- or 5-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score. Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score.

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

Detailed Findings

Overall Satisfaction with Living in Saskatoon (%)

TOP5



Q1a. Overall, how satisfied are you with living in the City of Saskatoon? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample size: Telephone n = 501, Online – Panel n = 816; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

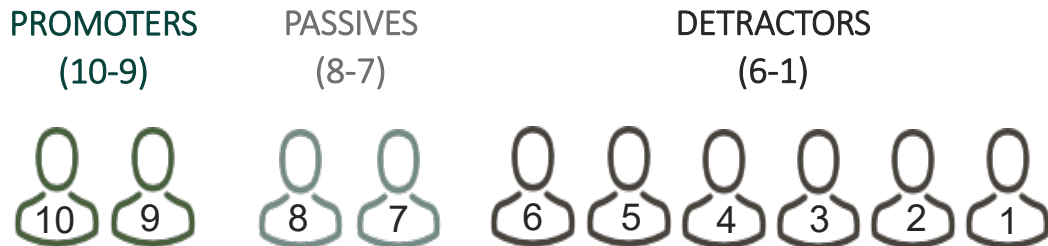
Sample framework: All

Residents were asked to rate their satisfaction with living in the City of Saskatoon using a scale from 1 (not at all satisfied) to 10 (very satisfied). The vast majority of telephone respondents are satisfied with living in the city (TOP5: 89%), and almost a quarter (23%) said they are very satisfied. The majority of online respondents are also satisfied with living in the Saskatoon (TOP5: 85%), although they are slightly less satisfied compared to telephone respondents. These are consistent with 2018.

	Telephone	Online
2018	88%	85%
2021	89%	85%

Detailed Findings

Likelihood to Recommend Saskatoon as a Place to Live (%)



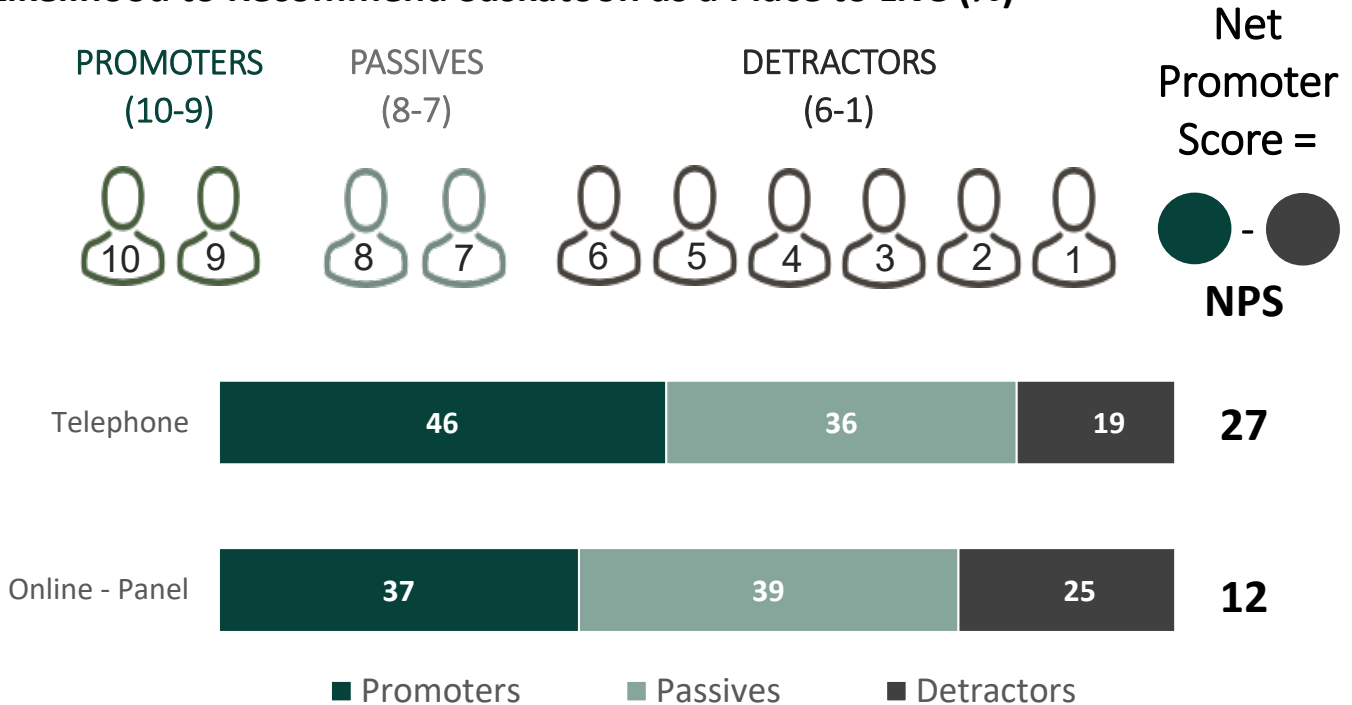
A Net Promoter Score (NPS) assesses loyalty. The NPS was measured by asking citizens to rate their likelihood of recommending Saskatoon as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely. Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Saskatoon.

- Respondents who gave a rating of 9 or 10 are considered promoters and are likely to speak positively about Saskatoon if asked.
- Respondents who gave a rating of 7 or 8 are considered passives. These individuals are not unsatisfied, but nor are they satisfied. They are comfortable and would not be as likely to promote the city as Promoters, but nor are they likely to speak ill of Saskatoon, either.
- Respondents who gave a rating of 6 or below are considered detractors, and are expected to be much less likely to speak favourably about Saskatoon, and much more likely to speak ill of the city.

NPS is calculated by subtracting the detractors from the promoters, which provides a net score of the proportion of residents promoting Saskatoon.

Detailed Findings

Likelihood to Recommend Saskatoon as a Place to Live (%)



Q1b. How likely would you be to recommend Saskatoon as a place to live?

Sample size: Telephone n = 500, Online n = 811; excluding 'Don't know' and 'Prefer Not to Say'

Sample framework: All

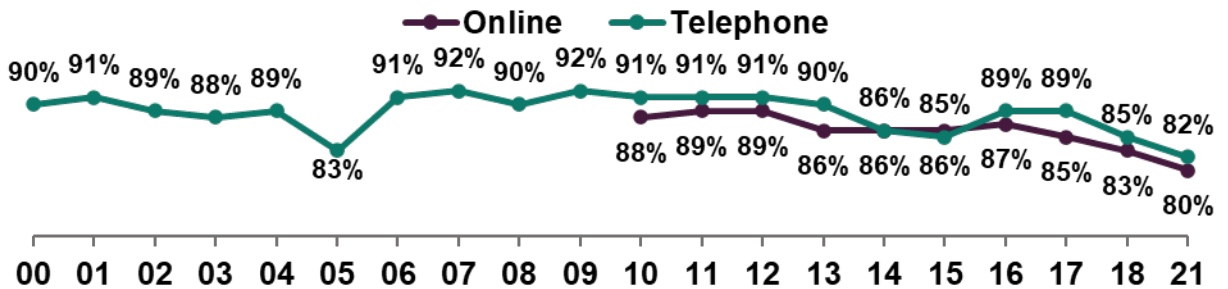
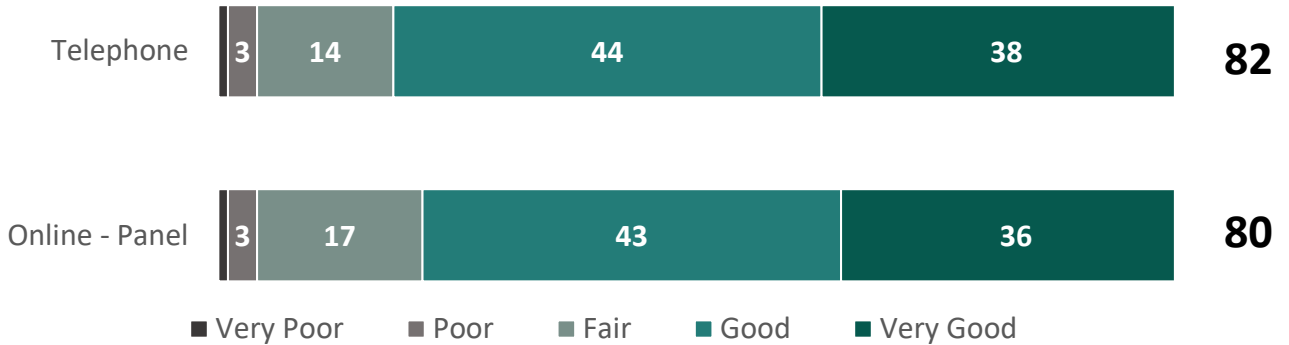
- Just under half of telephone respondents (46%) and over a third of online respondents (37%) are considered promoters and are likely to recommend Saskatoon as a place to live to a friend or colleague; and
- One quarter of the online respondents (25%) and one fifth of the telephone respondents (19%) are Detractors.
- The overall Net Promoter Score for Saskatoon is 12 for online respondents and 27 for telephone respondents, which is an increase from 8 and 22 respectively when comparing to 2018.

NPS	Telephone	Online
2018	22	8
2021	27	12

Detailed Findings

Quality of Life (%)

TOP2



Q1c. How would you rate the quality of life in Saskatoon?

Sample size: Telephone $n = 501$, Online - Panel $n = 815$; excluding 'Don't know' and 'Prefer Not to Say' responses

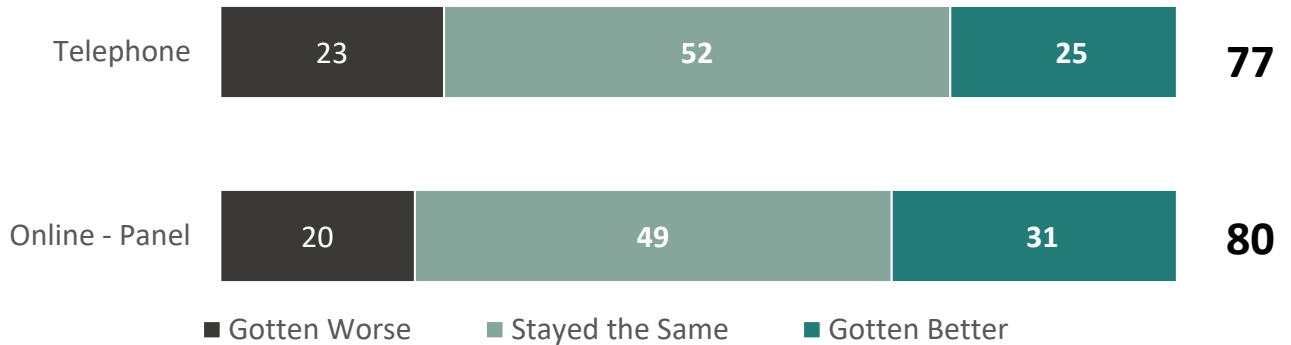
Sample framework: All

The majority of respondents (TOP2: Telephone: 82%, Online – Panel: 80%) indicated the quality of life in Saskatoon is good or very good, consistent with the 2018 results. Since 2016, respondent's quality of life has seen a consistent decline over time.

Detailed Findings

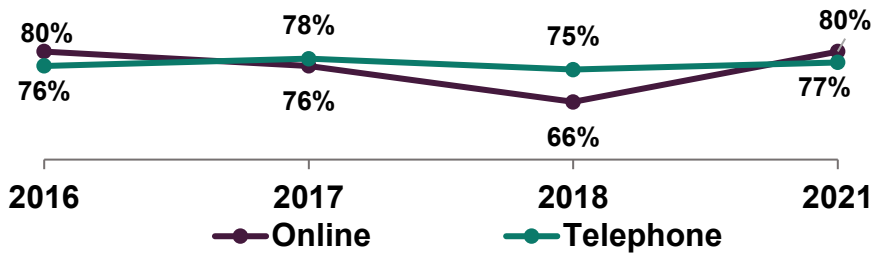
Change in Quality of Life Past 3 Years (%)

TOP2



■ Gotten Worse ■ Stayed the Same ■ Gotten Better

Better/Stayed the Same



Q1d. In your opinion, over the past three years, has the quality of life in Saskatoon...

Sample size: Telephone $n = 485$, Online - Panel $n = 767$ excluding 'Don't know' and 'Prefer Not to Say' responses

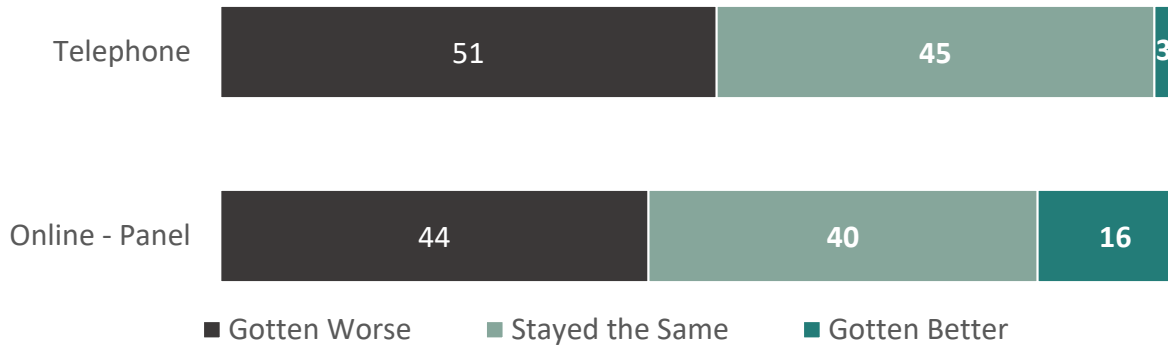
Sample framework: All

A total of 77% of telephone and 80% of online respondents indicate the quality of life in Saskatoon has either improved or stayed the same over the past three years. The telephone results are similar to 2017 and 2018. However, the results for online respondents substantially increased by 14% since 2018, recovering from the decline reported in 2018.

Contrarily, less than a quarter of telephone (23%) and online (20%) respondents indicated that quality of life in Saskatoon has become worse over the past three years. The telephone results have remained consistent with 2018, but online respondents reported a positive change, improving from the 35% of respondents who reported that the quality of life had gotten worse in 2018.

Detailed Findings

Change in Quality of Life Due to COVID-19 (%)



Q1e. Due to the COVID-19 Pandemic, has your quality of life in Saskatoon...

Sample size: Telephone $n = 496$, Online - Panel $n = 774$; excluding 'Don't know' and 'Prefer Not to Say' responses

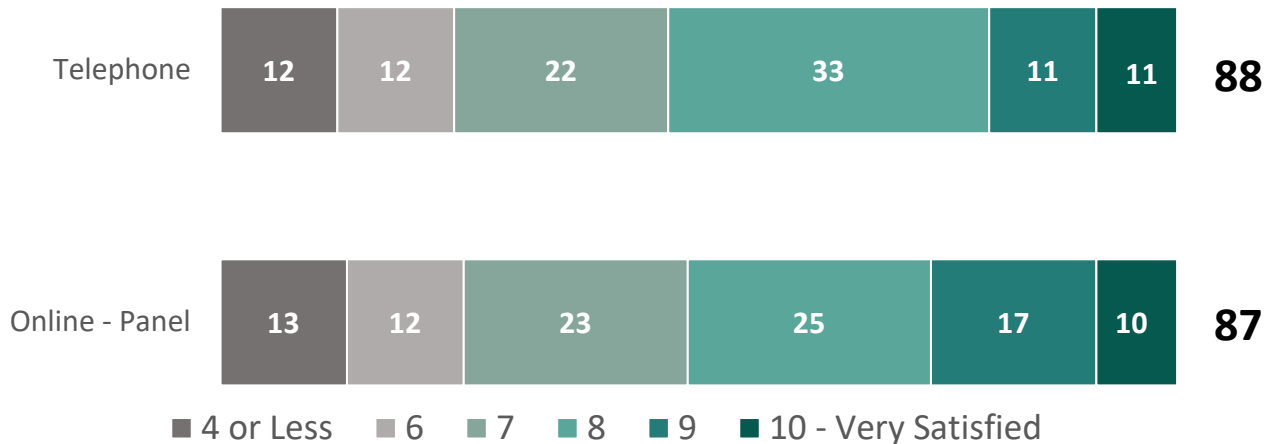
Sample framework: All

COVID-19 is impacting the quality of life for the residents of the City of Saskatoon. Just over half (51%) of telephone respondents and just under half (44%) of online respondents have reported that their quality of life has gotten worse. The online respondents were more likely to report quality of life getting better due to COVID-19 (Telephone: 3%, Online – Panel: 16%).

Detailed Findings

Overall Satisfaction with Services Provided by the City (%)

TOP 5



Q2. Overall, how satisfied are you the quality of the services provided by the City of Saskatoon?

Sample size: Telephone $n = 454$, Online - Panel $n = 754$; excluding 'Don't know', 'Neutral (5)' and 'Prefer Not to Say' responses

Sample framework: All

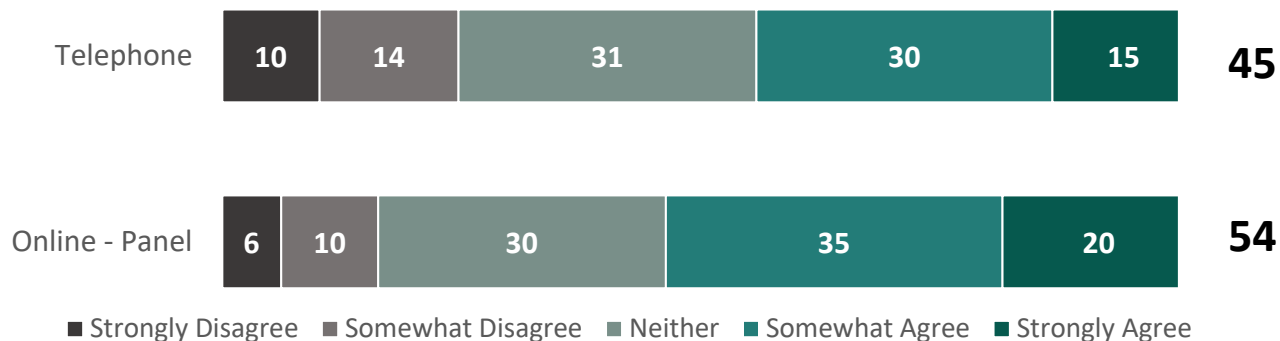
The majority (TOP 5: Telephone 88%, Online – Panel: 87%) of respondents indicated they are satisfied with the quality of services provided by the City of Saskatoon. The responses from telephone respondents on the quality of services provided was consistent with the results from 2018, however, satisfaction with services increased slightly amongst online respondents between 2018 and 2021. (TOP5: Telephone: +2%, Online: +10%).

In 2018, changes were made to the survey instrument in order to ensure respondents are not biased towards any options and to allow for respondents to select neutral options. Due to the changes in the scale, trending analysis using the TOP5 which includes the neutral option are available in Appendix A.

Detailed Findings

COVID-19 Impact on Satisfaction with Services (%)

TOP2



Q2b. How much do you agree or disagree with the following statement: Covid-19 has impacted my satisfaction level with the quality of services provided by the City of Saskatoon.

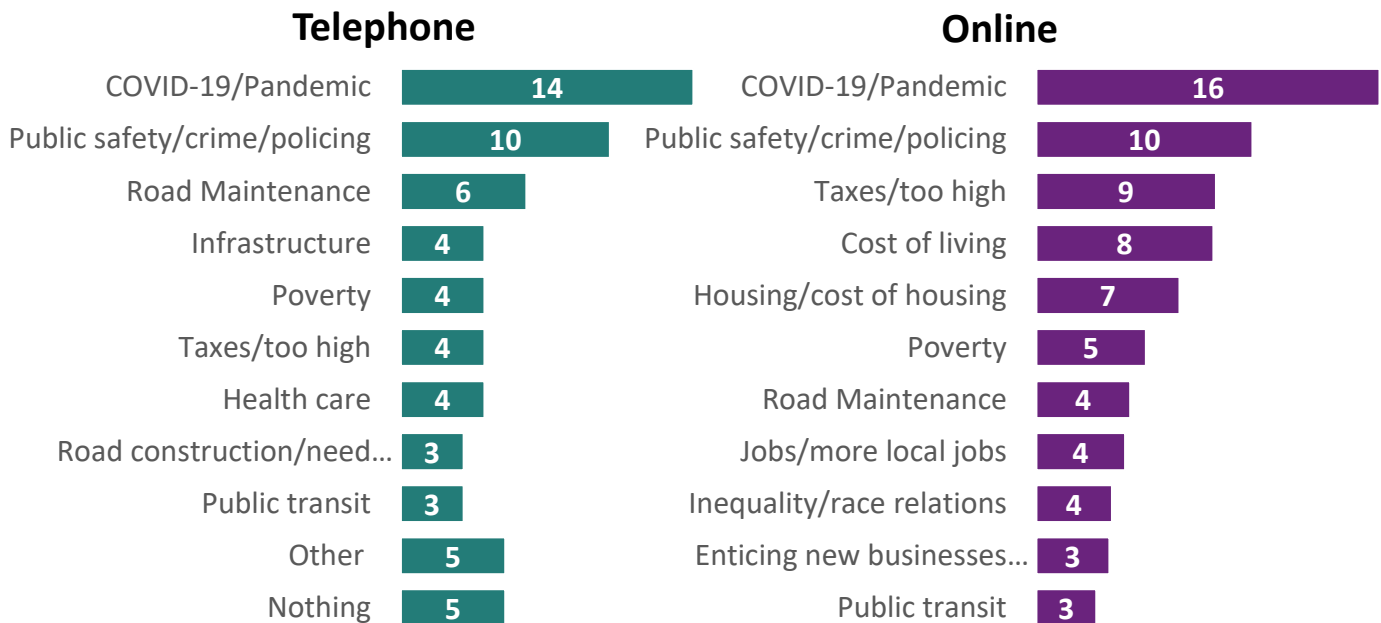
Sample size: Telephone $n = 490$, Online - Panel $n = 792$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

About half (TOP2: Telephone: 45%, Online – Panel: 54%) of respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon. Even with these results, as seen in the previous section, overall satisfaction with services has remained consistent with 2018.

Detailed Findings

Important Issues Facing the City of Saskatoon (%)



Q3. In your opinion, what is the single most important issue facing the City of Saskatoon? That is, the one issue you feel should receive the greatest attention?

Sample size: Telephone $n = 458$, Online - Panel $n = 804$; excluding 'Don't know' and 'Prefer Not to Say' responses **Sample framework:** All

**Only top 10 answers shown*

Detailed Findings



Important Issues Facing the City of Saskatoon

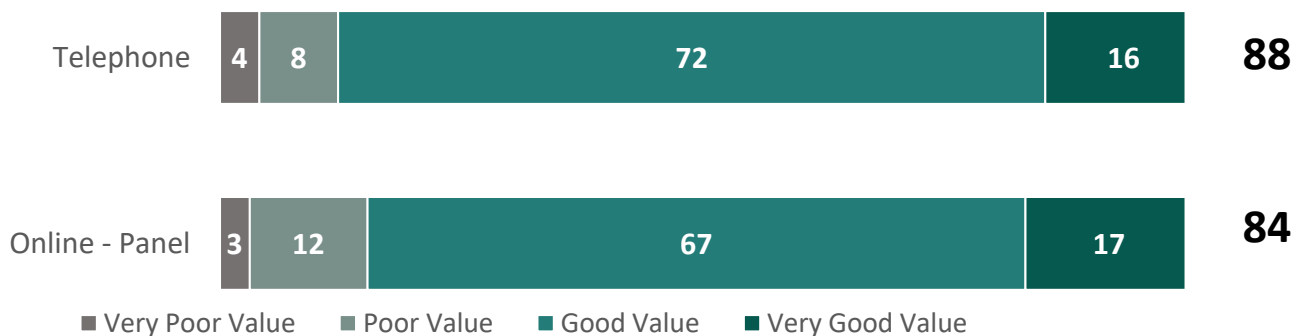
COVID-19 is the single most important issue reported by telephone respondents (14%), followed by public safety (10%) and road maintenance (6%). COVID-19 was a new response option this year and was expected to be considered important due to the large impact it has had across the globe. For telephone respondents, public safety has seen an incline since 2018 and is now seen as one of the top 3 important issues. Although Road Maintenance is still seen as one of the more important issues in 2021 for telephone respondents, it is still steadily declining each year since 2016 where it was cited by 32% of respondents. For online respondents, their important issues have remained consistent with 2018, with public safety and taxes remaining in the top 3.

Most Important Issues			
2018		2021	
Telephone	Online	Telephone	Online
Road Construction (11%)	Public safety/crime/policing (17%)	COVID-19 (14%)	COVID-19 (16%)
Taxes (6%)	Taxes (13%)	Public safety/crime/policing (10%)	Public safety/crime/policing (10%)
Traffic (5%), Infrastructure (5%), Public Transit (5%)	Infrastructure (8%)	Road Maintenance (6%)	Taxes/too high (9%)

Detailed Findings

Rating Value of Services Provided by the City (%)

TOP 2



Q4. Thinking about the services provided to you by the City of Saskatoon, what value, if any, do you receive from these services?

Sample size: Telephone $n = 388$, Online - Panel $n = 600$ excluding 'Don't know', 'Neither Good Nor Poor Value' and 'Prefer Not to Say' responses

Sample framework: All

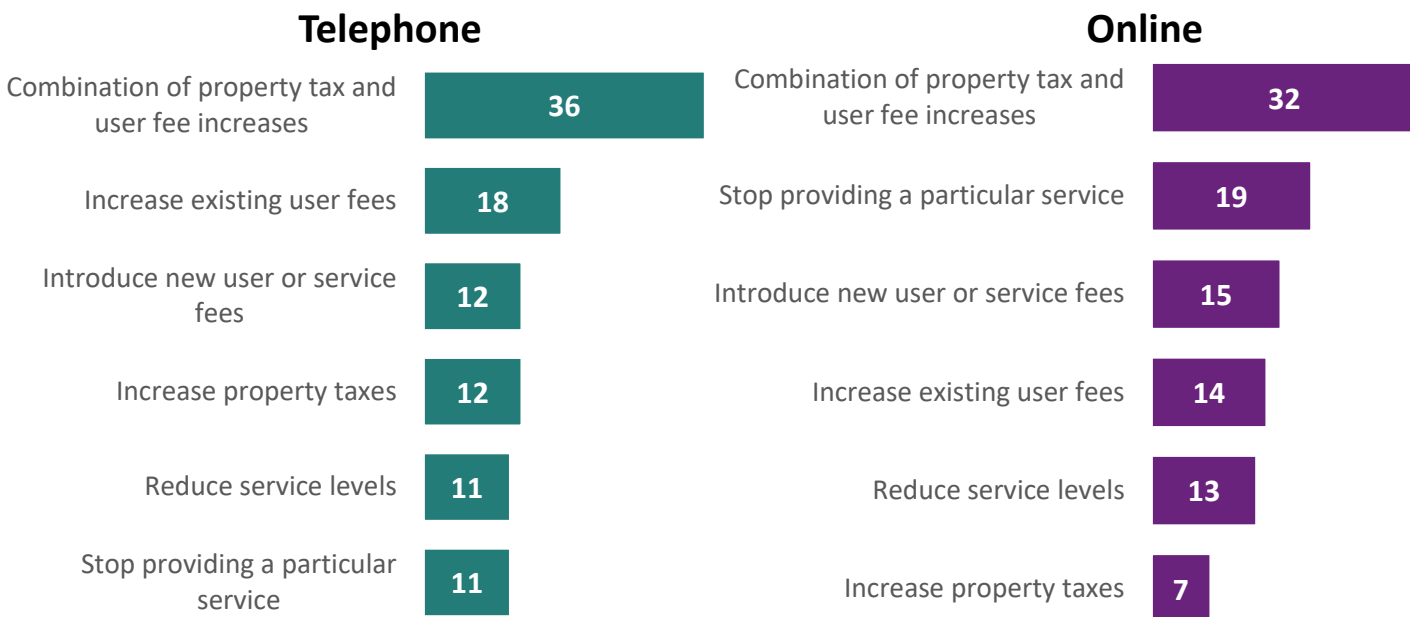
About 9 out of 10 respondents (TOP2: Telephone: 88%, Online – Panel: 84%) receive good or very good value from the services provided by the city. These results are consistent with 2018 telephone respondents (-1%), however there was an increase from 2018 online respondents (+10%).

	Telephone	Online
2018	89	74
2021	88	84

In 2018, changes were made to the survey instrument in order to ensure respondents are not biased towards any options and to allow for respondents to select neutral options. Due to the changes in the scale, trending analysis using the TOP3 which includes the neutral option are available in Appendix A

Detailed Findings

Preferred Approaches to Balancing Operating Budget (%)



Q5. Occasionally, the City needs to make choices on how to balance its operating budget. Which of the following approaches, if any, would you most prefer?

Sample size: Telephone $n = 411$, Online - Panel $n = 652$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

About a third of respondents (Telephone: 36%, Online – Panel: 32%) prefer a combination of property tax and user fee increases in order to balance the City's operating budget. These results are consistent with 2018.

There was also a slight decrease from 2018 in the preference for online respondents who would prefer the City to stop providing a particular service (-4%), and an increase in those who prefer to increase existing user fees (+6%).

Detailed Findings

Preferred Approaches to Balancing Operating Budget Trended

Balancing Method	Telephone						Online					
	2015	2016	2017	2018	2021	Difference from 2018	2015	2016	2017	2018	2021	Difference from 2018
Reduce services	14%	13%	7%	12%	11%	-1%	11%	9%	11%	13%	13%	-
Stop providing a service	5%	4%	8%	12%	11%	-1%	9%	9%	9%	23%	19%	-4%
Increase Property Taxes	6%	4%	7%	13%	12%	-1%	5%	4%	7%	6%	7%	+1%
New user or service fee	-	5%	10%	13%	12%	-1%	-	11%	11%	16%	15%	-1%
Increase existing user fee	15%	10%	15%	15%	18%	+3%	14%	7%	9%	8%	14%	+6%
Combination of property tax and user fee increases	41%	47%	37%	35%	36%	+1%	29%	29%	31%	34%	32%	-2%

Q5. Occasionally, the City needs to make choices on how to balance its operating budget. Which of the following approaches, if any, would you most prefer?

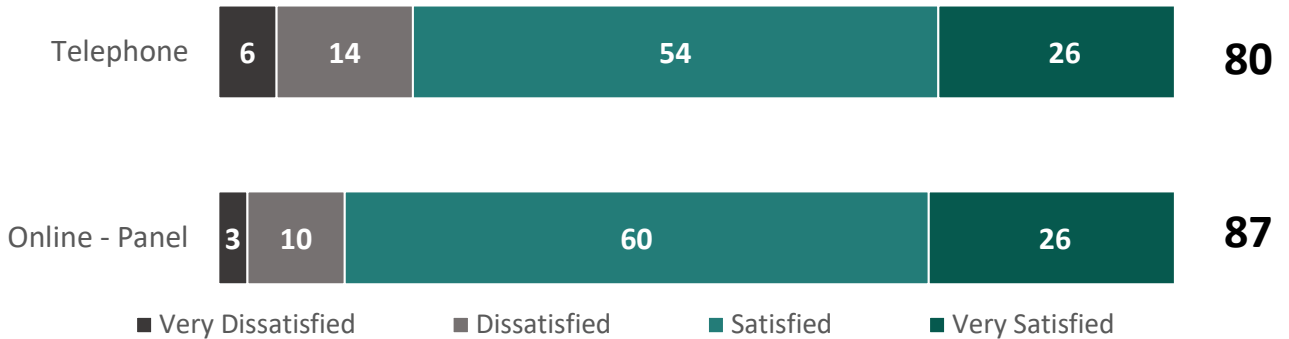
Sample size: Telephone $n = 411$, Online - Panel $n = 652$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

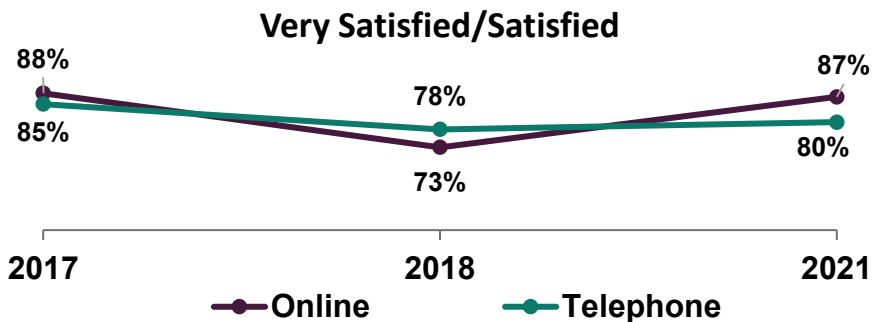
Detailed Findings

Satisfaction with Quality of Communications (%)

TOP2



■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied



Q6. Overall, how satisfied or dissatisfied are you with the quality of City communications?

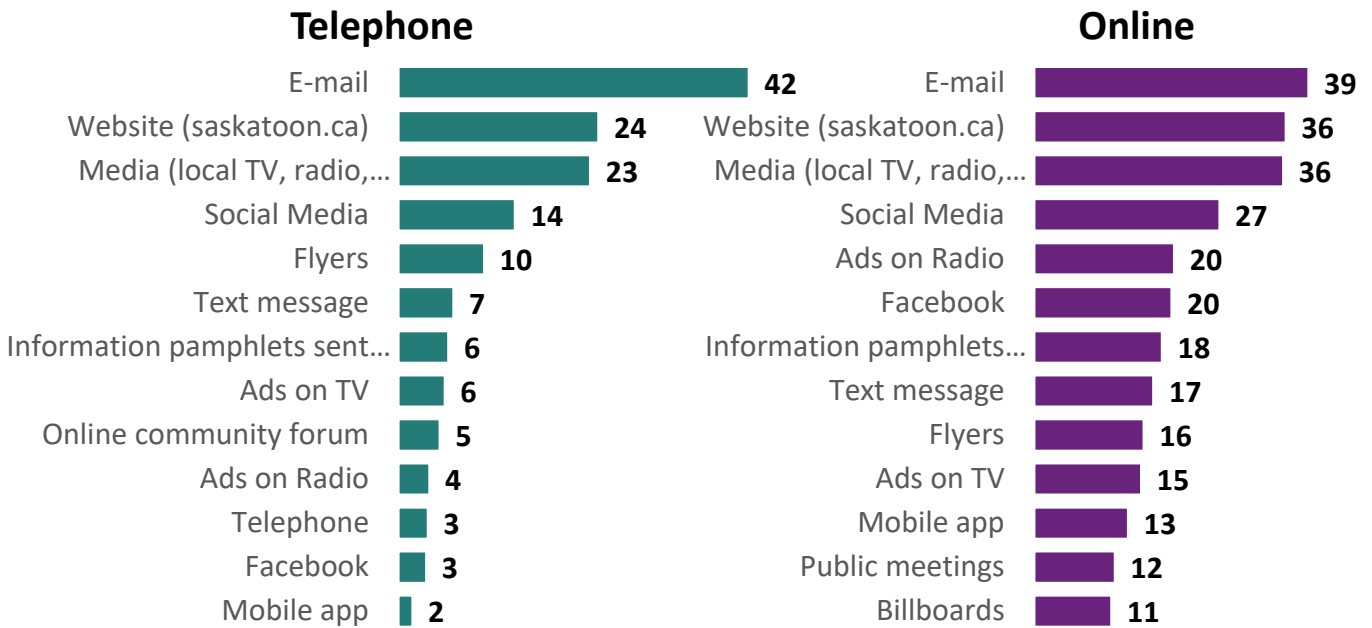
Sample size: Telephone *n* = 493, Online - Panel *n* = 756; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

A majority (TOP2: Telephone: 80%, Online – Panel: 87%) of respondents indicated they were satisfied with the quality of City communications. For online respondents, this has increased since 2018 (+14%) and is consistent with the 2017 results.

Detailed Findings

Preferred Communication Methods (%)



Q7. How do you prefer to receive information about City of Saskatoon programs or services? **(Multiple mentions)**

Sample size: Telephone $n = 490$, Online - Panel $n = 799$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

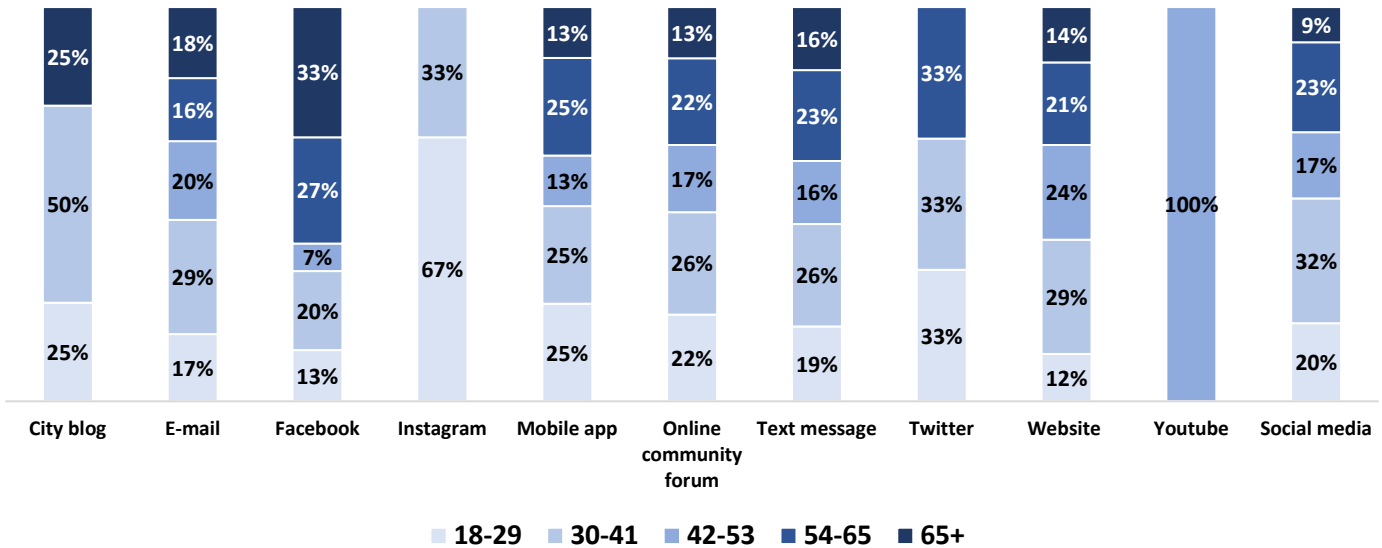
Although citizens still prefer to use a mix of sources to receive information about the City of Saskatoon, the most common preferences continue to be E-mail across all respondents (Telephone: 42%, Online – Panel: 39%), followed by Website (saskatoon.ca) (Telephone: 24%, Online – Panel: 36%), and Media (local TV, radio, newspapers) (Telephone: 23%, Online – Panel: 36%). These results are consistent with 2018. However traditional communication sources all went down while digital communication sources generally increased particularly for the website (11%) when compared to 2018. Online respondents generally have a stronger preference for digital communication sources of traditional channels.

Similar to previous years, it is noted that younger residents more commonly selected digital sources, while older residents more commonly selected traditional methods.

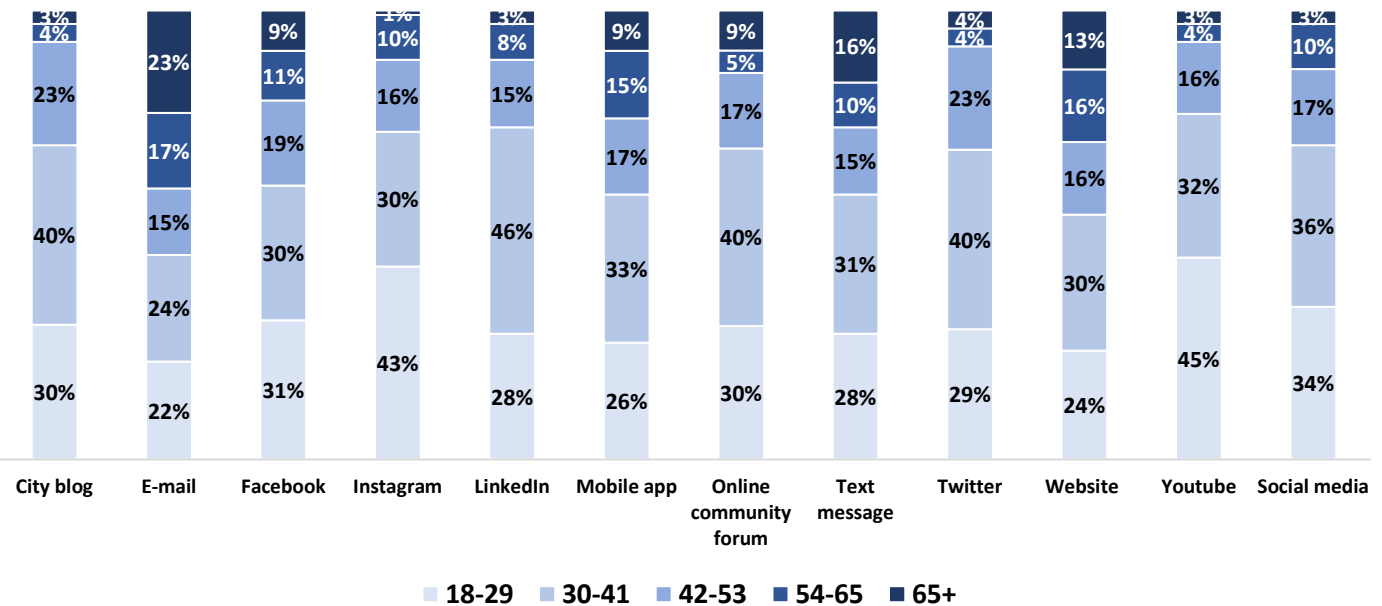
Detailed Findings

Preferred Communication Methods (Digital Sources)

Telephone - Digital Sources by Age



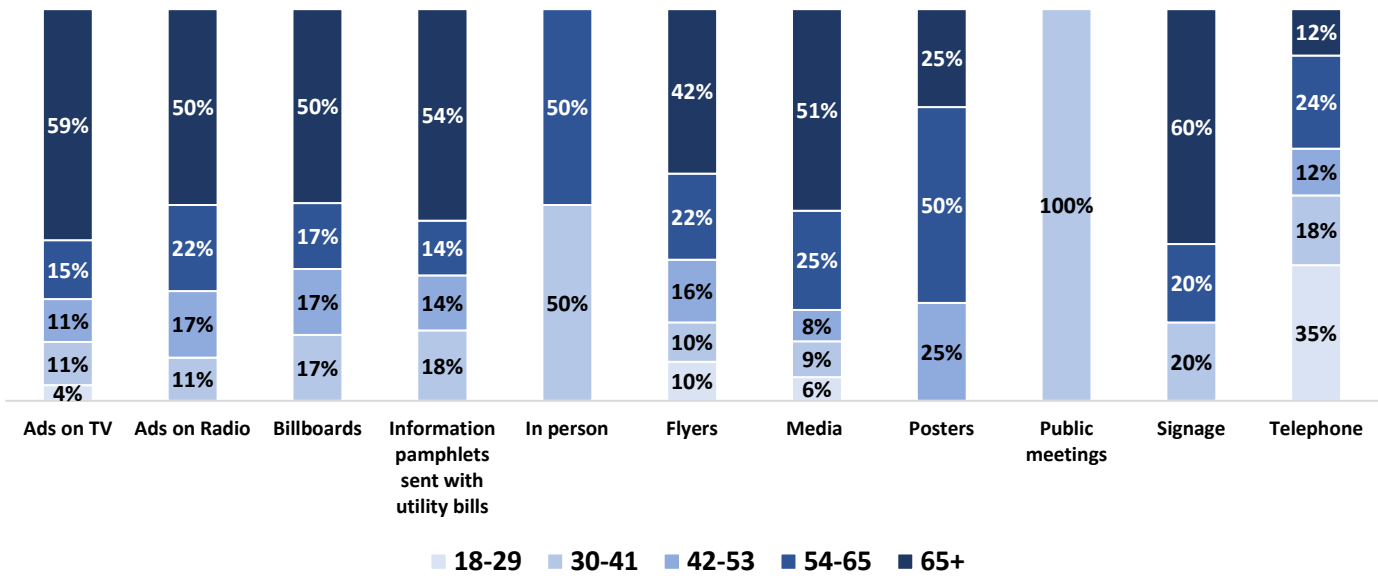
Online - Digital Sources by Age



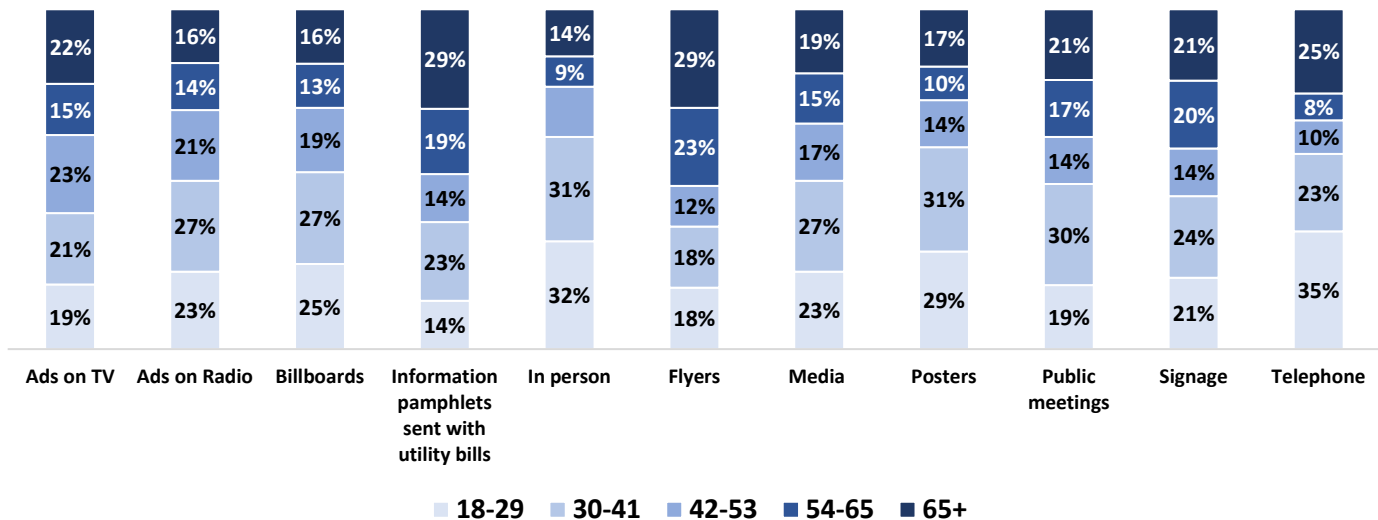
Detailed Findings

Preferred Communication Methods (Traditional Sources)

Telephone - Traditional Sources by Age



Online - Traditional Sources by Age



Detailed Findings



Preferred Communication Methods Trended (Digital Sources)

	Telephone						Online					
	2015	2016	2017	2018	2021	Difference from 2018	2015	2016	2017	2018	2021	Difference from 2018
City of Saskatoon website	27%	33%	33%	13%	24%	+11%	62%	65%	59%	44%	36%	-8%
Email	36%	38%	31%	37%	42%	+5%	45%	46%	45%	49%	39%	-10%
Facebook	3%	9%	8%	4%	3%	-1%	26%	34%	35%	32%	20%	-12%
Twitter	-	6%	5%	1%	1%	-	-	12%	13%	11%	9%	-2%
Online community forums	-	9%	5%	5%	5%	-	-	12%	10%	7%	10%	+3%
YouTube	-	2%	2%	-	-	-	-	4%	7%	3%	9%	+6%
City blog	-	3%	2%	1%	1%	-	-	8%	9%	7%	10%	+3%
Mobile app	-	4%	2%	1%	2%	+1%	-	17%	17%	13%	13%	-
Text messages	4%	4%	1%	3%	7%	+4%	14%	14%	12%	15%	17%	+2%

Q7. How do you prefer to receive information about City of Saskatoon programs or services? **(Multiple mentions)**

Sample size: Telephone $n = 490$, Online - Panel $n = 799$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Communication Methods Trended (Traditional Sources)

	Telephone						Online					
	2015	2016	2017	2018	2021	Difference from 2018	2015	2016	2017	2018	2021	Difference from 2018
Information flyers	3%	22%	27%	11%	6%	-5%	28%	34%	34%	22%	18%	-4%
Flyers	30%	14%	22%	18%	10%	-8%	33%	26%	22%	14%	16%	+2%
Print ads	16%	21%	17%	1%	1%	-	23%	28%	22%	18%	7%	-11%
The Media	15%	18%	14%	24%	23%	-1%	48%	42%	41%	39%	36%	-3%
TV ads	8%	9%	6%	8%	6%	-2%	25%	23%	20%	10%	15%	+5%
Radio ads	7%	11%	6%	6%	4%	-2%	32%	27%	26%	19%	20%	+1%
Telephone	-	4%	4%	6%	3%	-3%	-	4%	3%	2%	7%	+5%
Billboards	2%	4%	3%	1%	1%	-	18%	19%	18%	14%	11%	-3%
Posters	3%	3%	3%	3%	1%	-2%	14%	13%	10%	7%	7%	-
Public Meetings	1%	4%	3%	1%	-	-1%	10%	14%	14%	14%	12%	-2%
In person	-	2%	3%	2%	1%	-1%	-	6%	5%	4%	7%	+3%

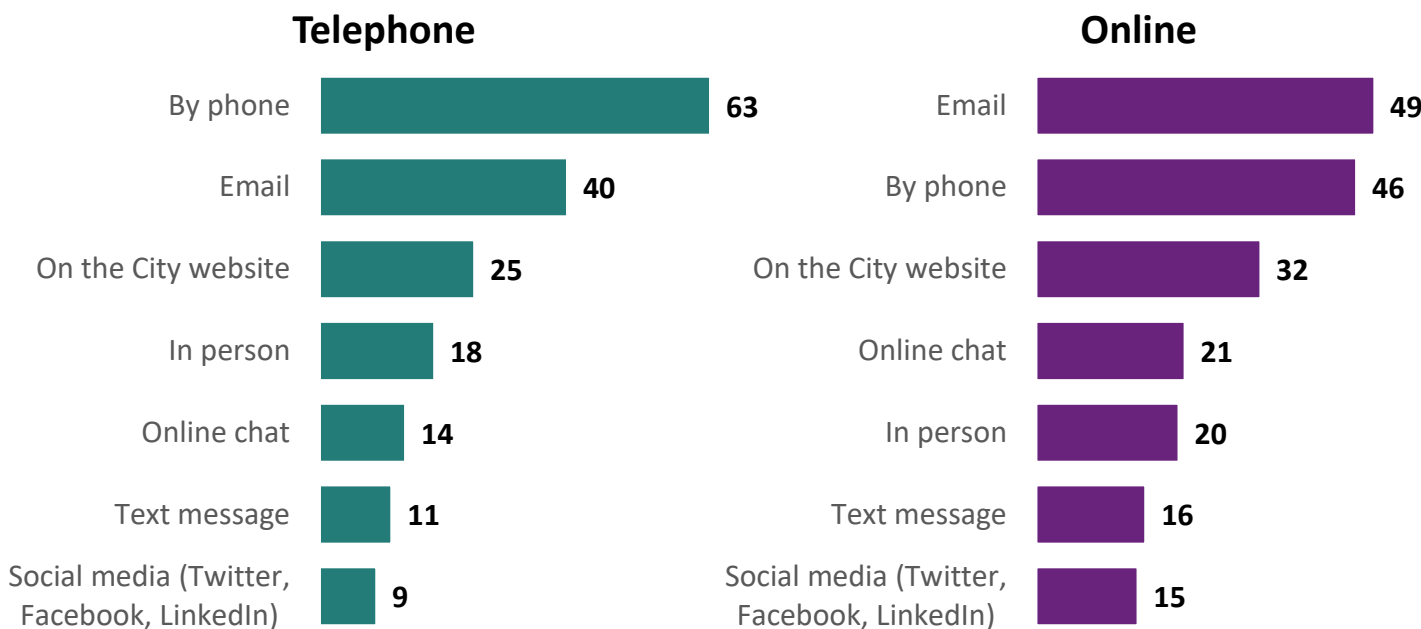
Q7. How do you prefer to receive information about City of Saskatoon programs or services? (Multiple mentions)

Sample size: Telephone $n = 490$, Online - Panel $n = 799$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Method of Contacting the City (%)



Q8. Generally, how would you prefer to contact the City of Saskatoon? (Multiple mentions)

Sample size: Telephone *n* = 497, Online - Panel *n* = 800; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Telephone was reported as the most preferred method that telephone respondents (63%) would use to contact the City of Saskatoon, a substantial decline from 2018 (-9%) while most digital options increased (website, chat, social and text).

E-mail was reported as the most preferred method that online respondents (49%) would use to contact the City of Saskatoon, a substantial decline from 2018 (-14%).

The least preferred methods to contact the City of Saskatoon are:

- Social media (Telephone: 9%, Online – Panel: 15%)
- Text message (Telephone: 11%, Online – Panel: 16%)

These are consistent compared to 2018. However, there was an increase in telephone respondents' preferences towards E-mail (+7%), when compared to 2018. Online respondents saw an opposite trend where their preferences towards E-mail saw a decrease (-14%). Online respondents' preferences for contact through the city website also saw a decrease (-6%), when compared to 2018 while online chat, social and text increased.

Detailed Findings



Methods of Contact Trended

	Telephone						Online					
	2015	2016	2017	2018	2021	Difference from 2018	2015	2016	2017	2018	2021	Difference from 2018
By phone	81%	75%	65%	72%	63%	-9%	68%	60%	57%	51%	46%	-5%
Email	31%	37%	27%	33%	40%	+7%	43%	45%	46%	63%	49%	-14%
In person at the counter	23%	32%	21%	22%	18%	-4%	29%	30%	23%	20%	20%	-
On the City website	18%	32%	21%	19%	25%	+6%	33%	45%	41%	38%	32%	-6%
Online chat	4%	13%	12%	10%	14%	+4%	14%	16%	17%	18%	21%	+3%
Social media channels	2%	9%	4%	7%	9%	+2%	8%	7%	11%	13%	15%	+2%
Text message	-	10%	2%	9%	11%	+2%	-	6%	7%	12%	16%	+4%

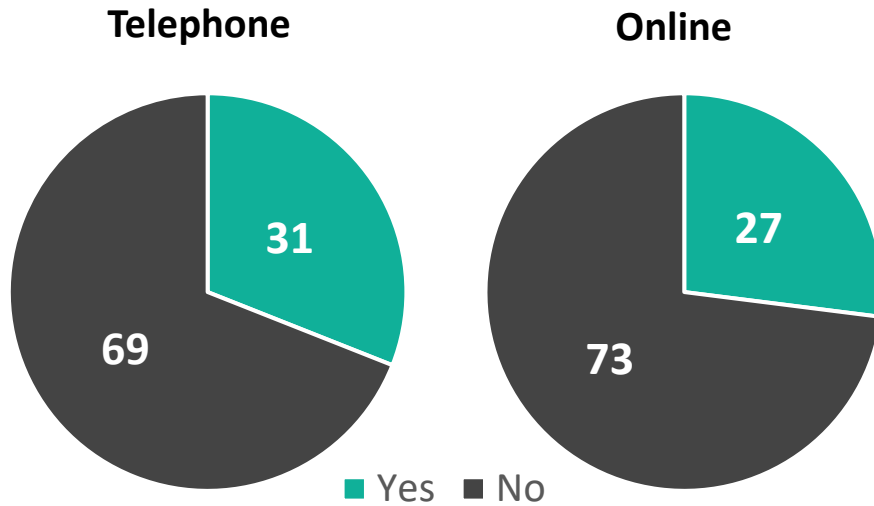
Q8. Generally, how would you prefer to contact the City of Saskatoon? (Multiple mentions)

Sample size: Telephone $n = 497$, Online - Panel $n = 800$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Contacted City for Business-Related Reason (%)



Q9. In the past twelve months, have you contacted the City of Saskatoon or one of its employees for a business-related reason?

Sample size: Telephone $n = 501$, Online - Panel $n = 800$; excluding 'Don't know' and 'Prefer Not to Say' responses

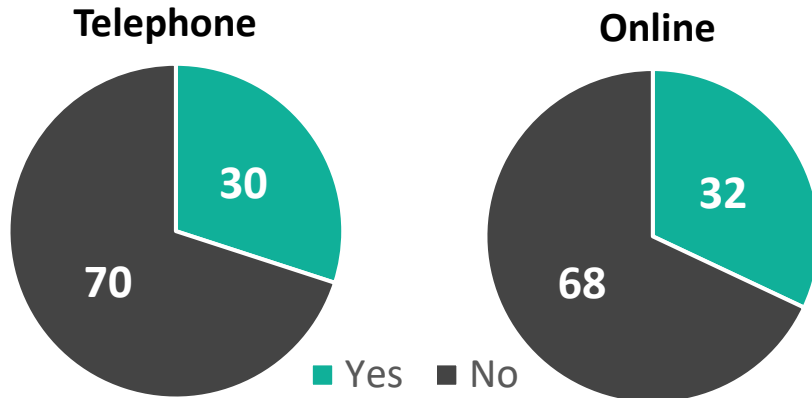
Sample framework: All

Just under a third of respondents (Telephone: 31%, Online – Panel: 27%) contacted the City for a business-related reason. This has decreased for telephone (-7%) and online respondents (-20%), compared to 2018.

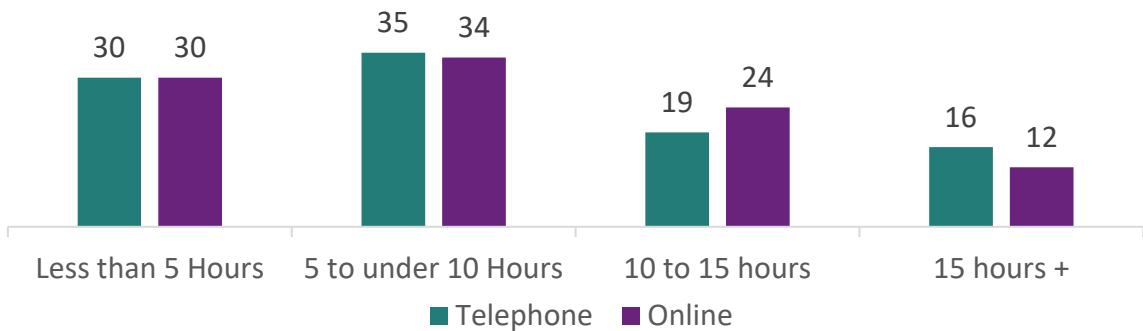
	Telephone	Online
2016	55%	48%
2017	53%	47%
2018	38%	47%
2021	31%	27%

Detailed Findings

Volunteering in the Community (%)



Number of Hours Volunteered Per Month (%)



Q10a. Do you volunteer in the community? An example could be at a hospital, as a youth sports coach, or at a local shelter. (Top)

Sample size: Telephone $n = 500$, Online - Panel $n = 797$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Q10b. In an average month, how many hours do you volunteer? (Bottom)

Sample size: Telephone $n = 151$, Online - Panel $n = 251$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: Volunteers in community

Results were consistent with 2018 for telephone respondents, with 30% of telephone respondents in 2021 indicating they volunteered in their community. Almost a third (32%) of the online respondents indicated they volunteered in their community, which is a 16% drop compared to 2018. The reported volunteering rate for both online and telephone respondents has been trending down since 2016 (Telephone: 62%, Online – Panel: 64%).

Of the respondents who volunteer in the community, about a third (Telephone: 30%, Online – Panel: 30%) volunteer less than 5 hours per month and another third (Telephone: 35%, Online – Panel: 34%) volunteer more than 5 hours, but less than 10 hours.

Detailed Findings

Volunteering in the Community (%)

Volunteer (% selecting yes)	Telephone	Online
2018	31%	48%
2021	30%	32%

	Telephone					Online				
	2016	2017	2018	2021	Difference from 2018	2016	2017	2018	2021	Difference from 2018
None	-	44%	69%	70%	+1%	-	34%	52%	68%	+16%
Less than 5 hours/month	-	24%	10%	9%	-1%	-	32%	15%	9%	-6%
Between 5-10 hours/month	-	16%	9%	11%	+2%	-	20%	16%	11%	-5%
Between 10-15 hours/month	-	7%	7%	6%	-1%	-	7%	11%	7%	-4%
More than 15 hours/month	-	10%	5%	5%	-	-	6%	6%	4%	-2%
*Volunteer to some degree	62%	-	-	-	-	64%	-	-	-	-

Q10b. In an average month, how many hours do you volunteer?

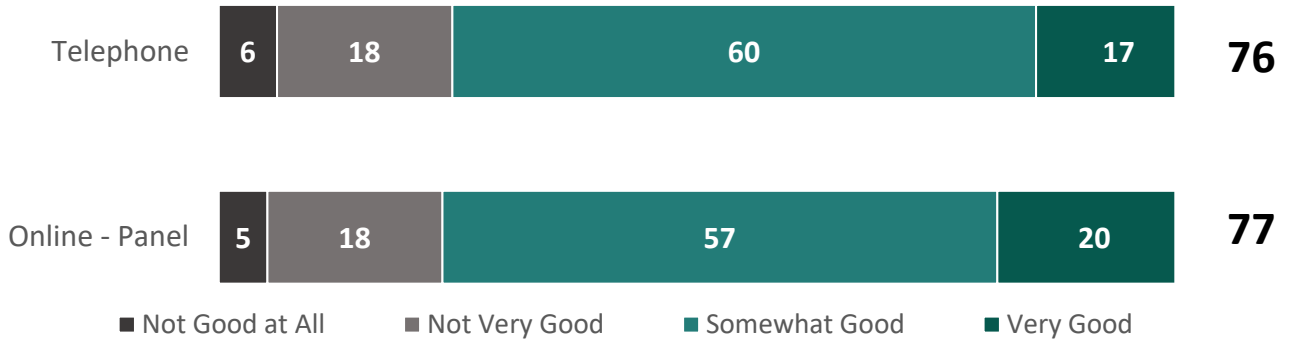
Sample size: Telephone $n = 151$, Online - Panel $n = 251$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: Volunteers in community

Detailed Findings

Providing Meaningful Opportunities of Engagement (%)

TOP2



TOP 2		
	Telephone	Online
2018	86%	78%
2021	76%	77%

Q10c. In your opinion, how good is the City of Saskatoon at providing meaningful opportunities for you to participate in engagement activities such as workshops, open houses, and/or online surveys?

Sample size: Telephone $n = 417$, Online - Panel $n = 706$; excluding 'Don't know' and 'Prefer Not to Say' responses

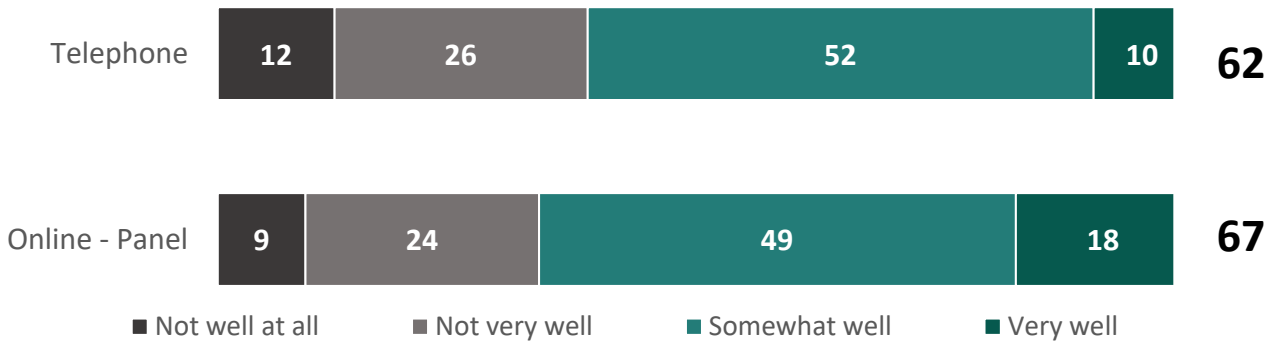
Sample framework: All

This question was moved from the 2018 Wave 2 survey to this wave to measure how well the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). A majority of respondents (TOP2: Telephone:76%, Online – Panel: 77%) think that City provides meaningful opportunities to participate in engagement activities. There was a decrease with telephone respondents (-10%) when compared to 2018 .

Detailed Findings

Evaluation of City Communication on How it uses Public Input (%)

TOP2



TOP 2		
	Telephone	Online
2018	68%	55%
2021	62%	67%

Q10d. In your opinion, how well does the City communicate how it will use public input to help make its decisions?

Sample size: Telephone $n = 484$, Online - Panel $n = 752$; excluding 'Don't know' and 'Prefer Not to Say' responses

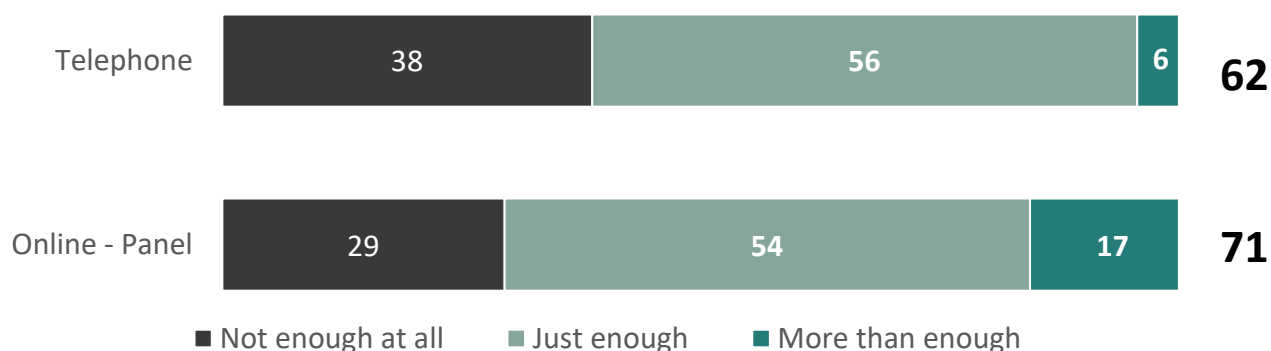
Sample framework: All

This question was moved from the 2018 Wave 2 survey to this wave to measure how well the City communicates how it will use the public's input to help make decisions. The majority of respondents (TOP2: Telephone: 62%, Online – Panel: 67%) think that City communicates how it will use public input to help make its decisions somewhat/very well. There was a slight decrease with telephone respondents (-6%) when compared to 2018 and a notable increase in online respondents (+12%).

Detailed Findings

Opinion of Whether City Does Enough to get Public Input on Decisions it Makes (%)

TOP2



Q10e. Do you think the City does enough, or not, to get the public’s input on the decisions it makes?

Sample size: Telephone $n = 481$, Online - Panel $n = 745$; excluding ‘Not sure’ responses

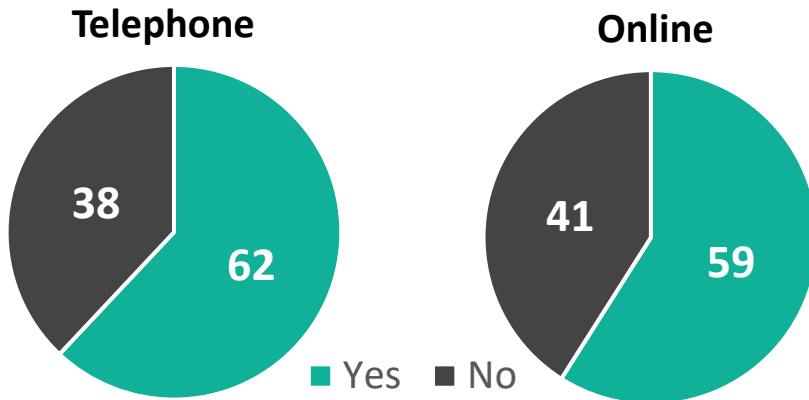
Sample framework: All

TOP 2		
	Telephone	Online
2018	53%	45%
2021	62%	71%

The majority of respondents (Telephone: 62%, Online – Panel: 71%) indicated that the City does enough to get the public’s input on decisions. This is a substantial increase compared to 2018 (Telephone: 53%, Online – Panel: 45%), with an increase of +9% for Telephone respondents and +26% for Online – Panel respondents.

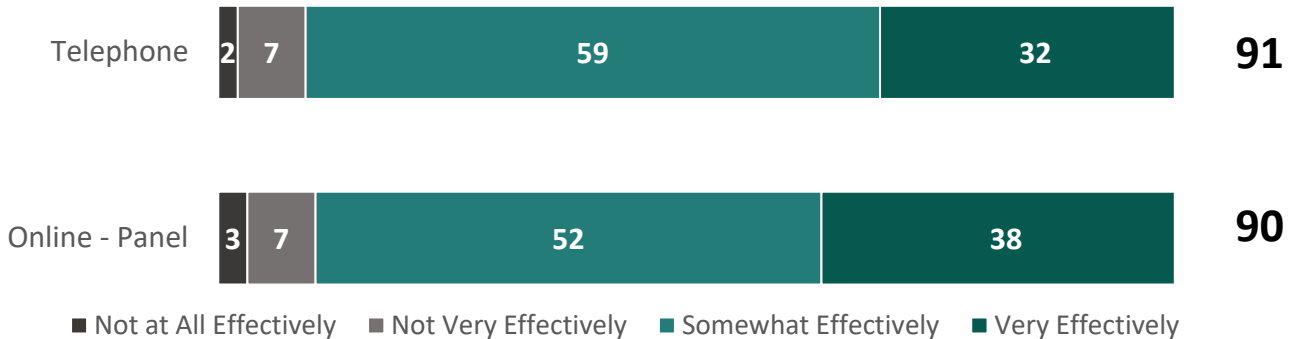
Detailed Findings

Use of Services Offered Online (%)



Effectiveness of Providing Services Online (%)

TOP2



Q11a. Have you ever used any of the services the City of Saskatoon offers online? (Top); **Q11b.** In your opinion, how effectively, if at all, does the City of Saskatoon provide services online? (Bottom)

Sample size: Q11a. Telephone $n = 496$, Online - Panel $n = 790$; excluding 'Don't know' and 'Prefer Not to Say' responses (Top);

Q11b. Telephone $n = 302$, Online - Panel $n = 470$; excluding 'Don't know' and 'Prefer Not to Say' responses (Bottom)

Sample framework: Q11a. All (Top); **Q11b.** Used online services (Bottom).

A slight majority of respondents (Telephone: 62%, Online – Panel: 59%) indicated they have used the services the City of Saskatoon offers online. There was a decline in online respondents using the services online (-23%) compared to 2018. About 9-in-10 respondents (TOP2: Telephone: 91%, Online – Panel: 90%) rated the City of Saskatoon's online services as very effective or somewhat effective. These results are consistent with 2018.

Detailed Findings

Use of Services Offered Online (%)

Used Services		
	Telephone	Online
2018	50%	82%
2021	62%	59%

Effectiveness of Providing Services Online (%)

TOP 2		
	Telephone	Online
2018	91%	88%
2021	91%	90%

Q11a. Have you ever used any of the services the City of Saskatoon offers online? (Top); **Q11b.** In your opinion, how effectively, if at all, does the City of Saskatoon provide services online? (Bottom)

Sample size: Q11a. Telephone $n = 496$, Online - Panel $n = 790$; excluding 'Don't know' and 'Prefer Not to Say' responses (Top);

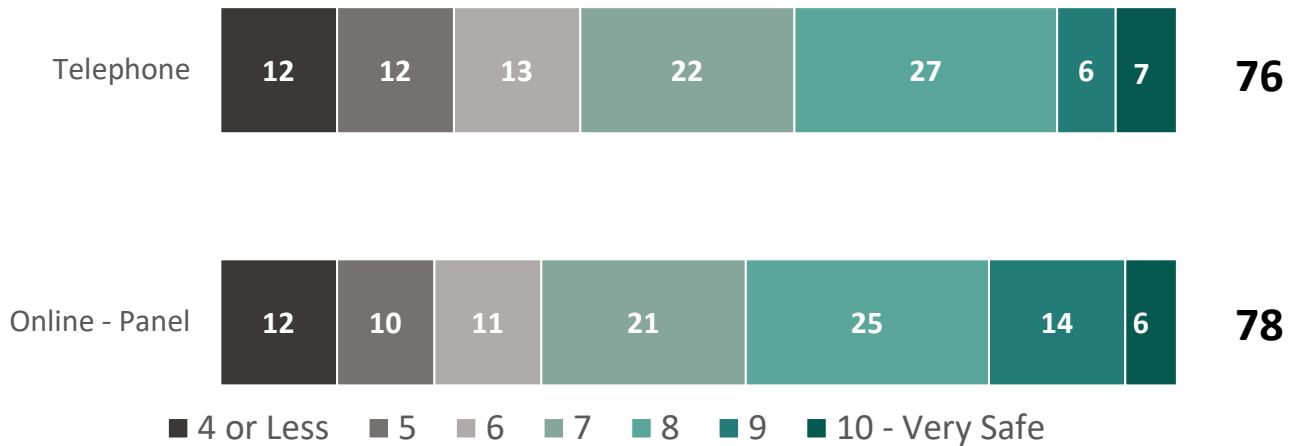
Q11b. Telephone $n = 302$, Online - Panel $n = 470$; excluding 'Don't know' and 'Prefer Not to Say' responses (Bottom)

Sample framework: Q11a. All (Top); **Q11b.** Used online services (Bottom).

Detailed Findings

Level of Safety (%)

TOP5



Q12a. If you were to ask a family member, or colleague, how safe they feel living in Saskatoon, how do you think they would answer? *[TOP5 = 6-10, BOTTOM = 1-4]

Sample size: Telephone $n = 495$, Online - Panel $n = 806$; excluding 'Don't know' and 'Prefer Not to Say' responses

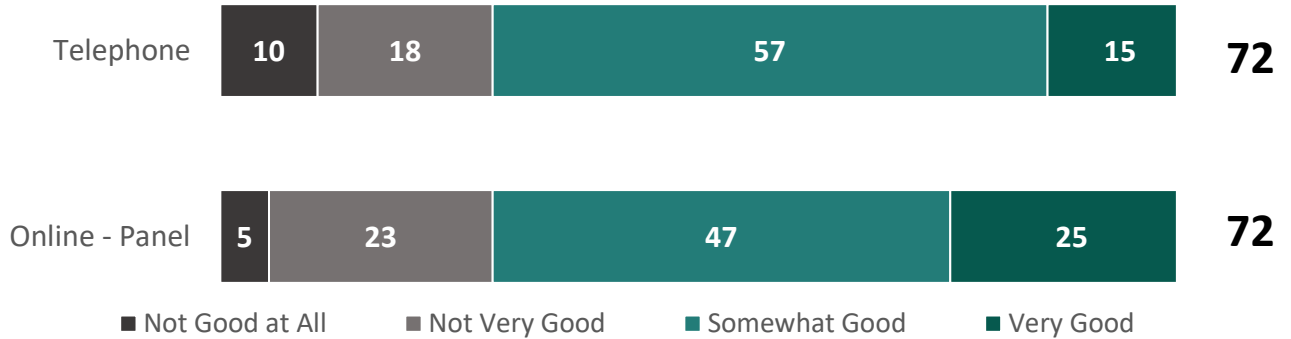
Sample framework: All

The majority of respondents (TOP5: Telephone: 76%, Online – Panel: 78%) indicated they thought a family member or colleague would say they feel safe living in Saskatoon. Online respondents saw a substantial increase in feelings of safety since 2018 (+11%). Results were consistent amongst telephone respondents (-2%).

TOP 5		
	Telephone	Online
2018	78%	67%
2021	76%	78%

Detailed Findings

Rating City on Ability to Provide Recreational Activities/Facilities (%) TOP2



Q12b. Since the onset of COVID-19, how has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

Sample size Telephone $n = 430$, Online - Panel $n = 693$; excluding 'Don't know' and 'Prefer Not to Say' responses

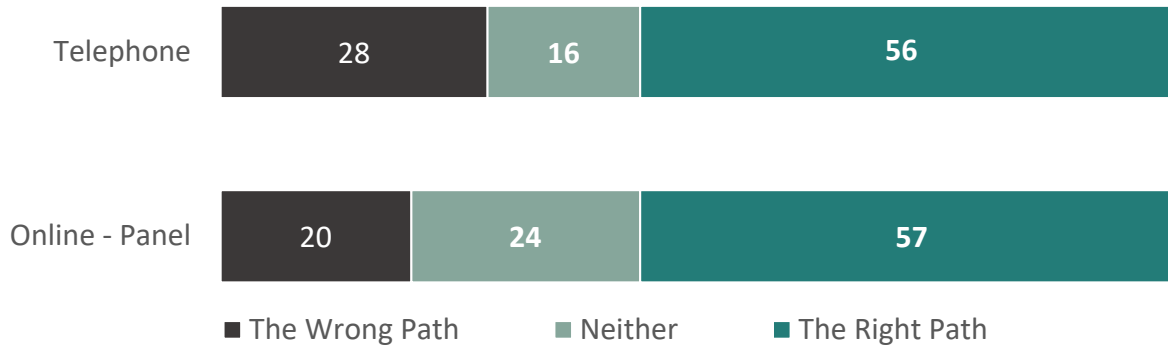
Sample framework: All

The majority of respondents (TOP2: Telephone & Online – Panel: 72%) said the City was doing very good or good with providing a mix of recreation, sport, and cultural facilities year-round since the onset of COVID-19. This is a decrease from 2018, with a drop of 20% for telephone respondents and 19% for online respondents.

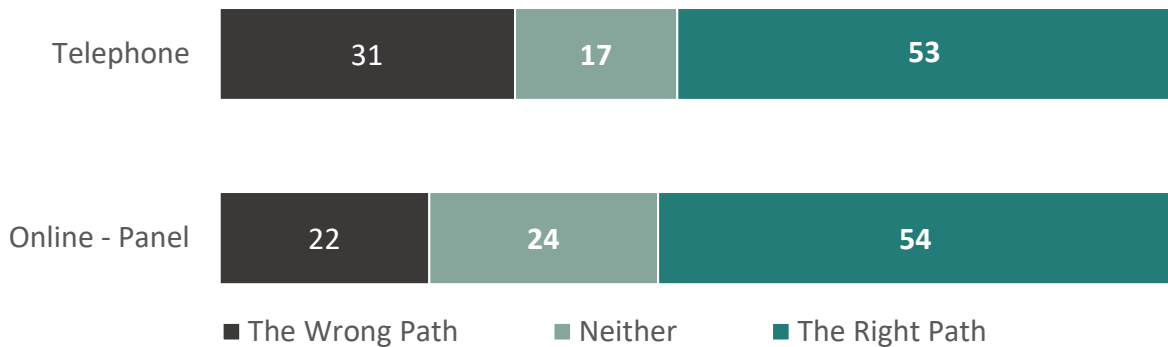
TOP 2		
	Telephone	Online
2018	92%	91%
2021	72%	72%

Detailed Findings

Opinion of City's Approach to Making Downtown an Appealing Destination(%)



Opinion of City's Approach to Making Downtown an Appealing Place to Live(%)



Q13a. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing destination? (Top); **Q13b.** In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing place to live?

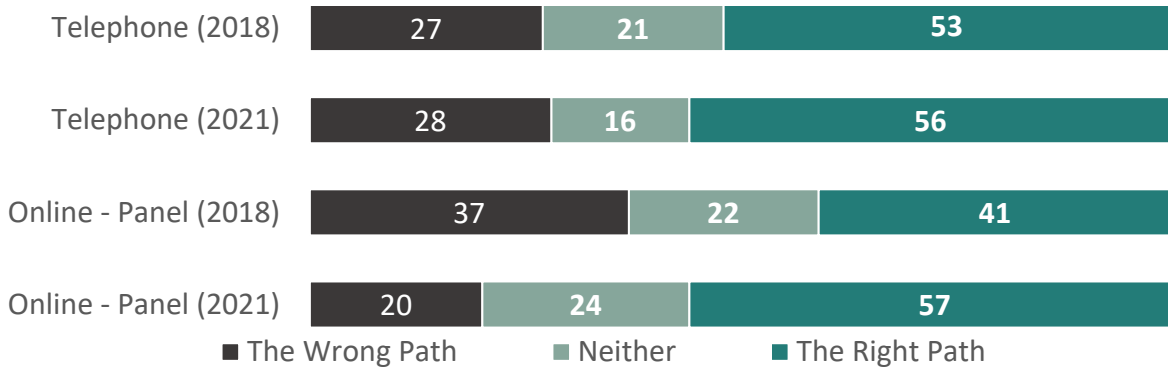
Sample size: **13a.** Telephone $n = 463$, Online - Panel $n = 700$; excluding 'Don't know' and 'Prefer Not to Say' responses (Top Left); **13b.** Telephone $n = 453$, Online - Panel $n = 692$; excluding 'Don't know' and 'Prefer Not to Say' responses;

Sample framework: All

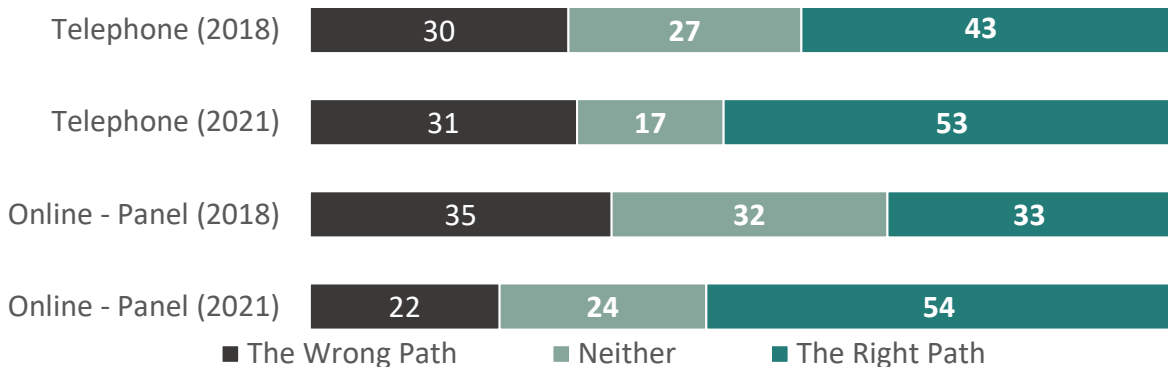
Over half of respondents (Telephone: 56%, Online – Panel: 57%) indicated that the City of Saskatoon is on the right path towards making downtown an appealing destination. There was a 16% increase with online respondents when compared to 2018. Just over half of Telephone (53%) and Online - Panel (54%) respondents indicated that the City of Saskatoon is on the right path toward making downtown an appealing place to live. There was an increase in Telephone respondents (+10%) and Online - Panel respondents (+21%) when compared to 2018.

Detailed Findings

Opinion of City's Approach to Making Downtown an Appealing Destination(%)



Opinion of City's Approach to Making Downtown an Appealing Place to Live(%)



Q13a. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing destination? (Top); **Q13b.** In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing place to live?

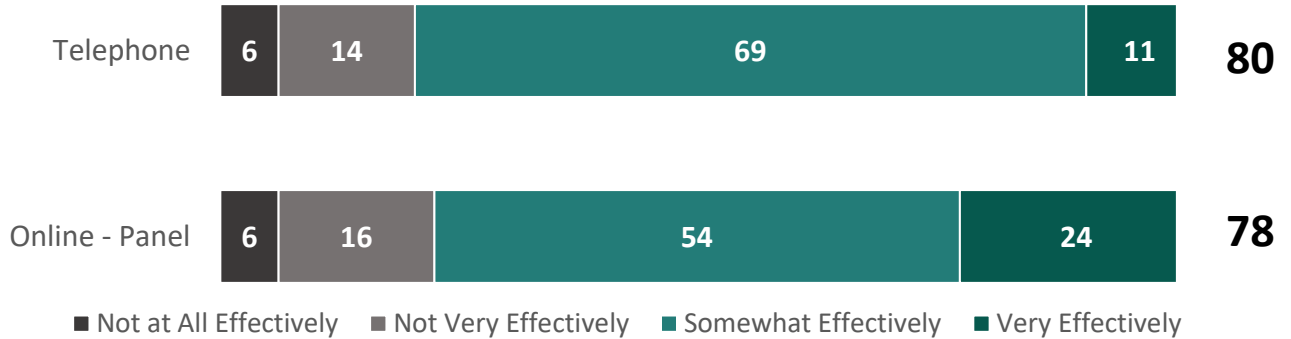
Sample size: 13a. Telephone $n = 463$, Online - Panel $n = 700$; excluding 'Don't know' and 'Prefer Not to Say' responses (Top Left); **13b.** Telephone $n = 453$, Online - Panel $n = 692$; excluding 'Don't know' and 'Prefer Not to Say' responses;

Sample framework: All

Detailed Findings

Effectiveness of Balancing Growth in the City (%)

TOP2



Q13c. In your opinion, how effectively, if at all, is the City of Saskatoon balancing growth throughout the city?

Sample size: Telephone $n = 479$, Online - Panel $n = 738$; excluding 'Don't know' and 'Prefer Not to Say' responses (Bottom)

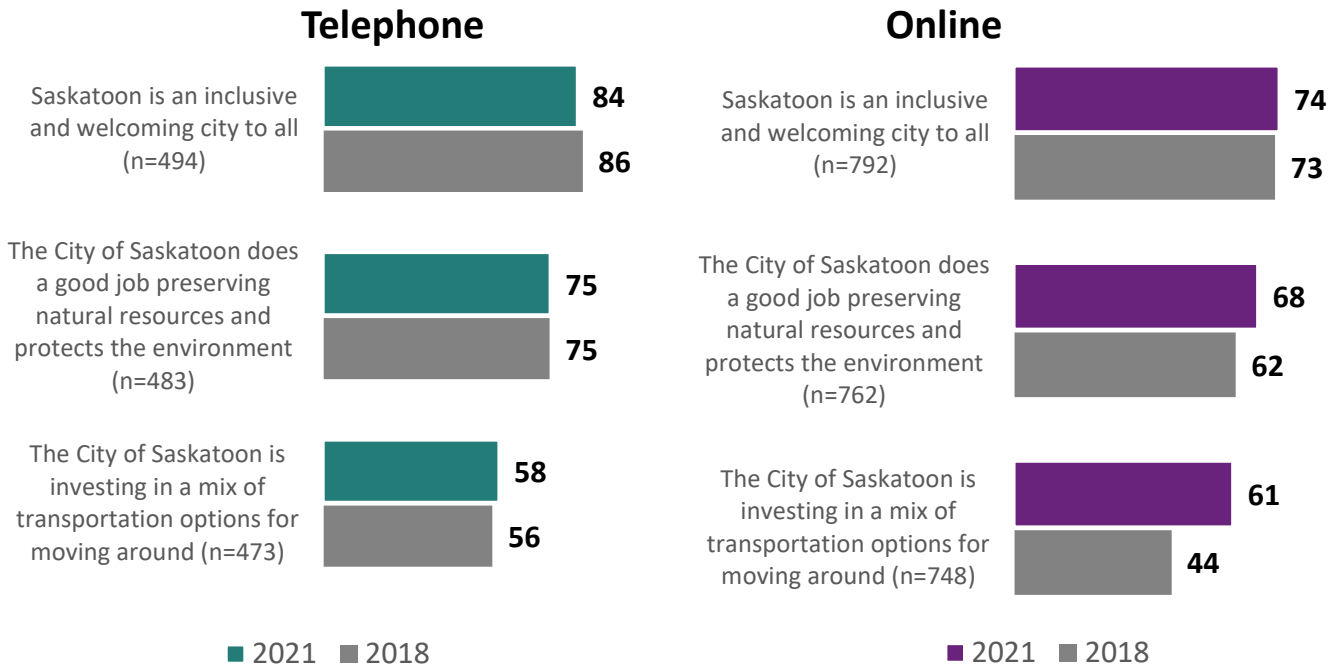
Sample framework: All

The majority of telephone (TOP2: 80%) and online (TOP2: 78%) respondents indicated the City of Saskatoon is effectively balancing growth throughout the city. Worth noting is the increase with Online - Panel respondents (+26%) when compared to 2018.

TOP 2		
	Telephone	Online
2018	77%	52%
2021	80%	78%

Detailed Findings

Strategic Goals TOP2 (%)



Q14. For each, you may strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree.

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Respondents were asked to rate a series of statements related to the City of Saskatoon's strategic goals. The information is intended to provide a baseline in order to measure future progress.

Overall, The City of Saskatoon performed well on:

- Being an inclusive welcoming city to all (Telephone TOP2: 84%; Online TOP2: 74%). The results are consistent with 2018.

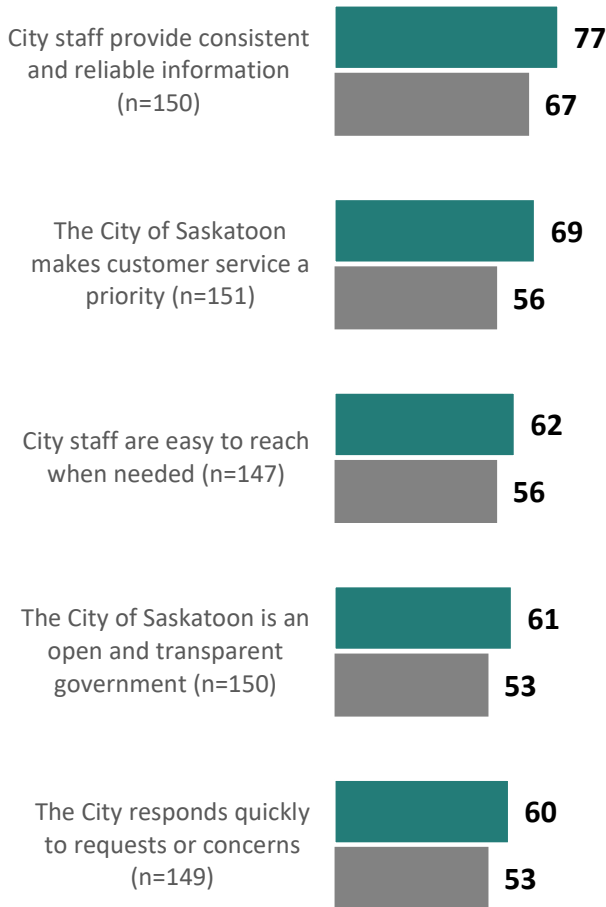
However, The City of Saskatoon received average responses on:

- Preserving natural resources and protecting the environment (Telephone TOP2: 75%; Online TOP2: 68%). The results are consistent with 2018.
- Investing in a mix of transportation options for residents to move around (Telephone TOP2: 58%; Online TOP2: 61%). There was an increase for online respondents (+17%) from 2018.

Detailed Findings

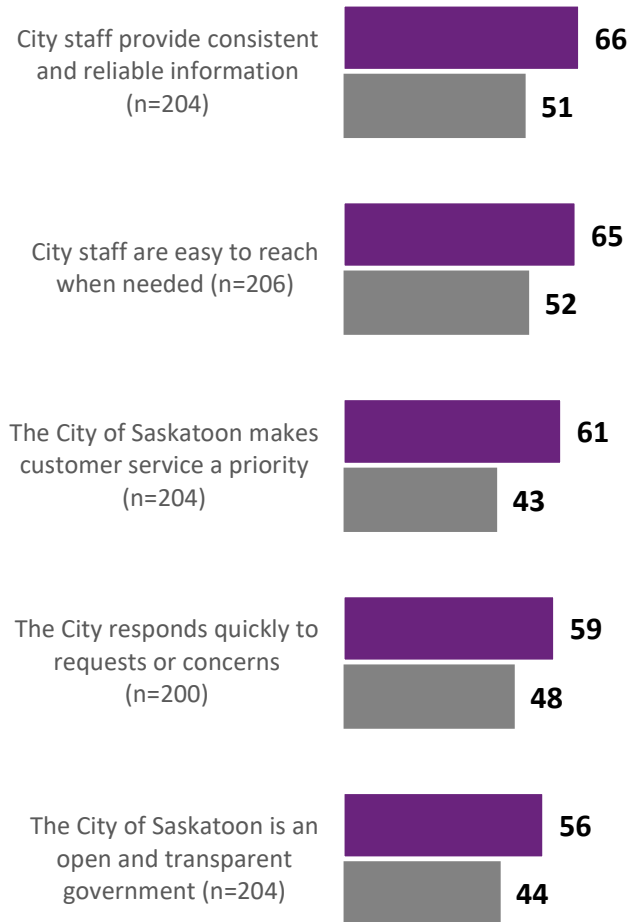
Customer Service TOP2 (%)

Telephone



■ 2021 ■ 2018

Online



■ 2021 ■ 2018

Q14. For each, you may strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree.

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Customer Service Evaluation

Respondents who have contacted the City of Saskatoon were asked to rate a series of statements about the City's customer service.

The City of Saskatoon received average responses on:

- City staff providing consistent and reliable information (Telephone TOP2: 77%; Online TOP2: 66%). There were noticeable improvements for both telephone respondents (+10%) and online respondents (+15%) compared to 2018.
- City staff being easy to reach when needed (Telephone TOP2: 62%; Online TOP2: 65%). There were improvements for both telephone respondents (+6%) and online respondents (13%) compared to 2018.
- Making customer service a priority (Telephone TOP2: 69%; Online TOP2: 61%). There were noteworthy improvements for both telephone respondents (+13%) and online respondents (+18%) compared to 2018.
- Being an open and transparent government (Telephone TOP2: 61%; Online TOP2: 56%). There were improvements for both telephone respondents (+8%) and online respondents (+12%) compared to 2018.
- Responding quickly to requests or concerns (Telephone TOP2: 60%; Online TOP2: 59%). There were improvements for both telephone respondents (+7%) and online respondents (+11%) compared to 2018.

Detailed Findings

Covid-19 Impact TOP2 (%)

Telephone

The City has provided helpful and timely information on impacts to civic services during the pandemic. (n=484) **85**

The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities. (n=412) **78**

The City has provided sufficient online opportunities to conduct my business during the pandemic. (n=411) **72**

Online

The City has provided helpful and timely information on impacts to civic services during the pandemic. (n=792) **71**

The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities. (n=723) **73**

The City has provided sufficient online opportunities to conduct my business during the pandemic. (n=714) **70**

Q15. The City of Saskatoon must comply with Provincial Health Orders related to COVID-19 (pandemic). Thinking about this, do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statements:

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

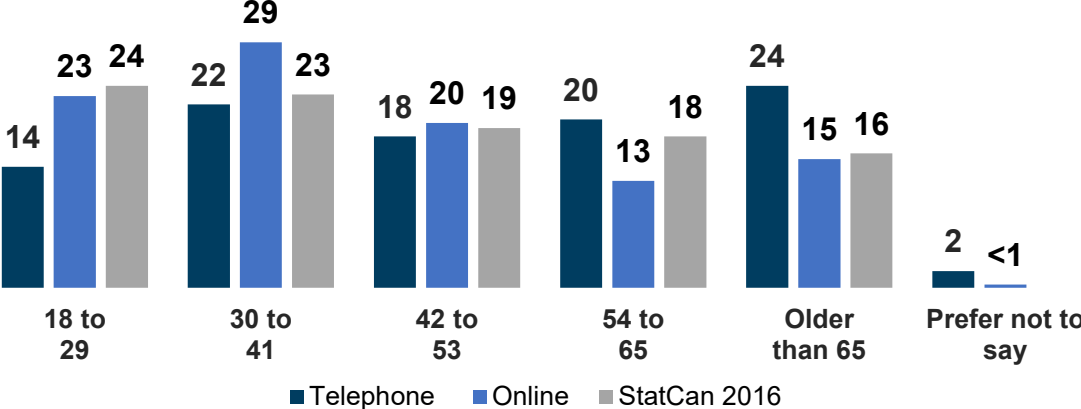
Respondents were asked to rate a series of statements about how the City of Saskatoon is handling the COVID-19 pandemic.

- A total of 85% (TOP2) of telephone and 71% (TOP2) of online respondents agree that the City has provided helpful and timely information on impacts to civic services during the pandemic.
- A total of 78% (TOP2) of telephone and 73% (TOP2) of online respondents agree that the City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit, or participate in other City Programs and facilities.
- A total of 72% (TOP2) of telephone and 70% (TOP2) of online respondents agree that the City has provided sufficient online opportunities to conduct my business during the pandemic.

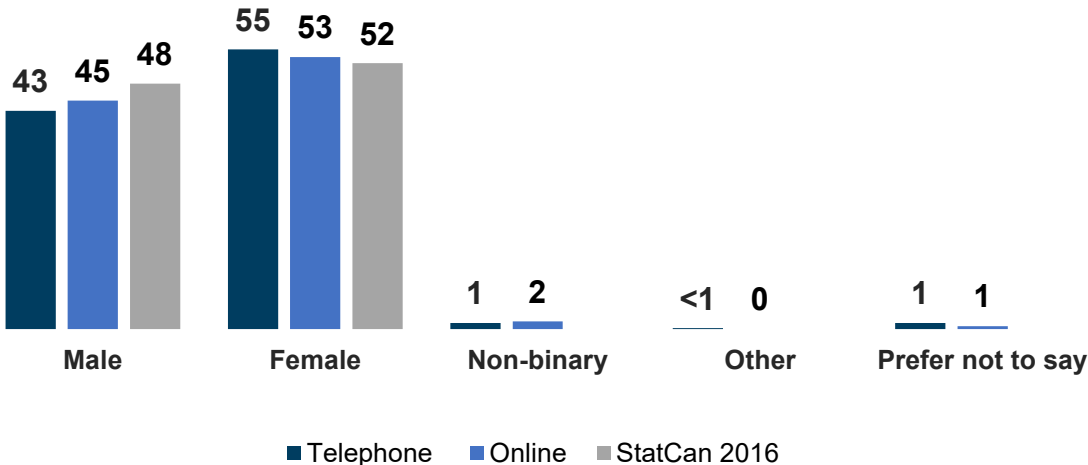


Demographics

Age (%)

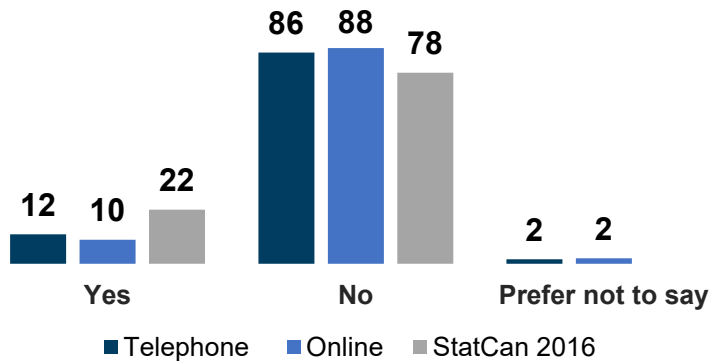


Gender (%)

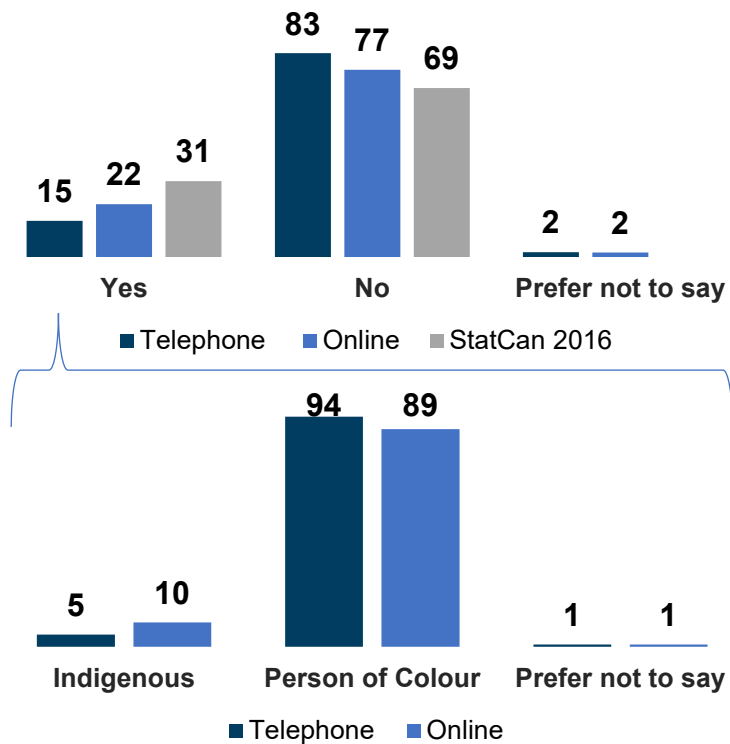


Demographics

Identifies as a Person with Disability (%)

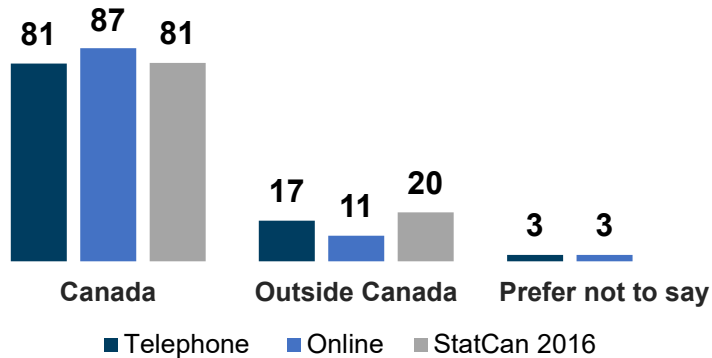


Identifies as Indigenous or Person of Colour (%)



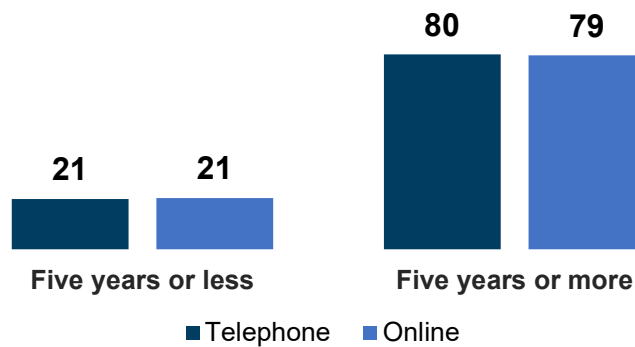
Demographics

Country Born (%)

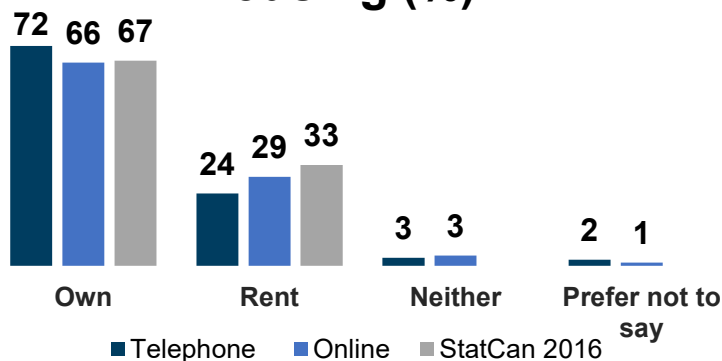


Years Lived in Canada (%)

*Respondents who were not born in Canada

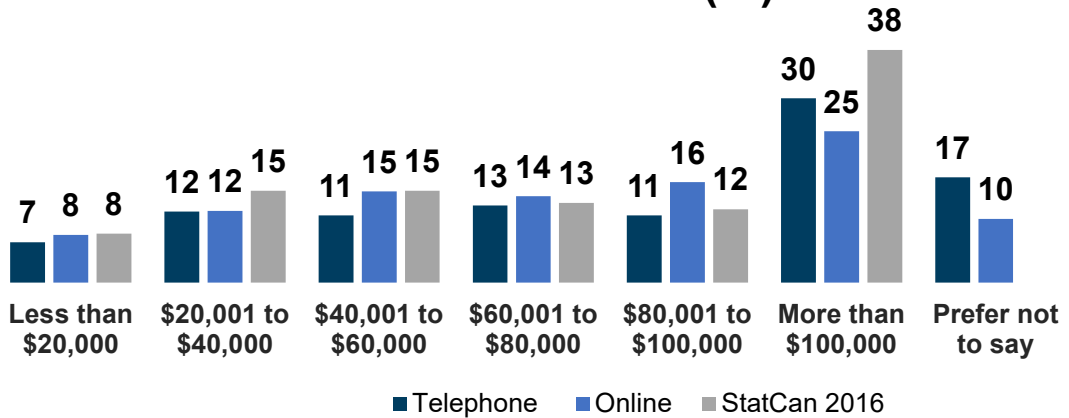


Housing (%)

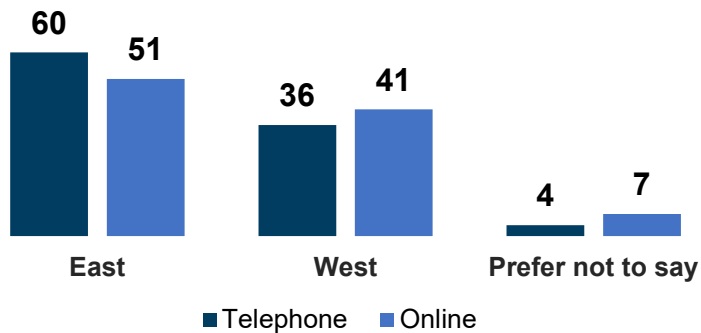


Demographics

Household Income (%)



Side of River Residing (%)

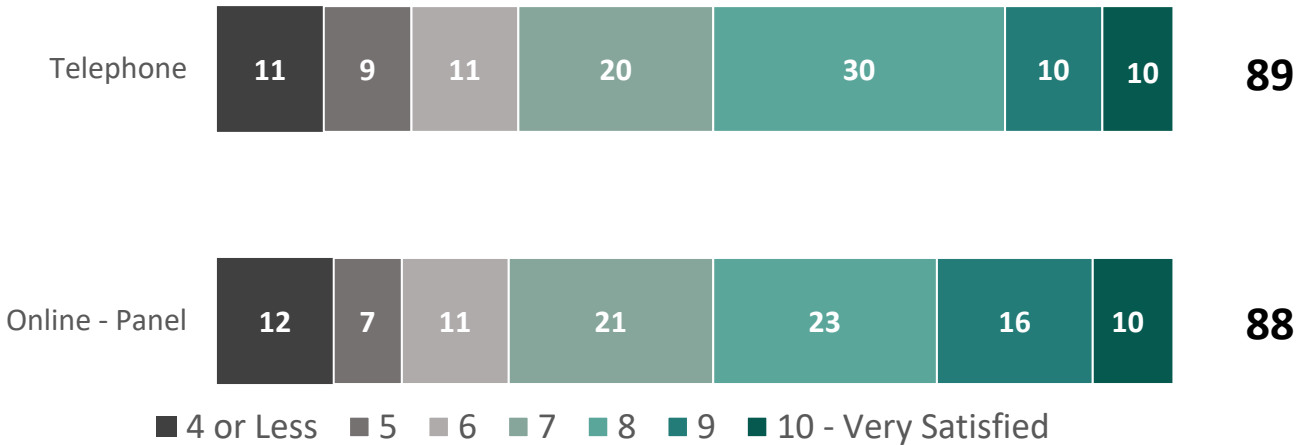


Appendix

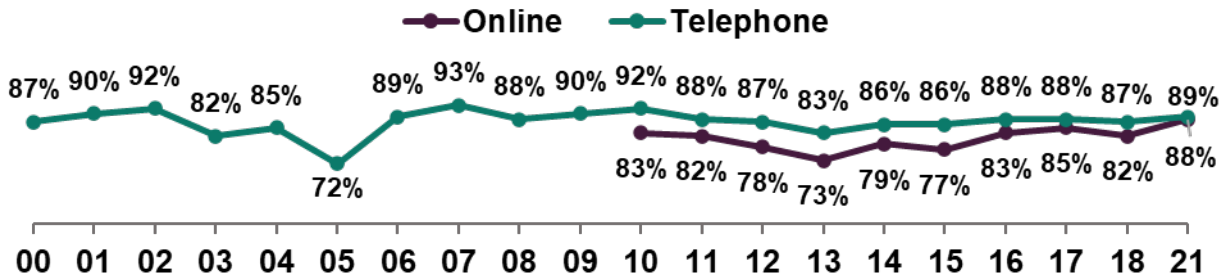
Previous Trending Methods

The 2018 survey moved from using 4-point scales to 5- or 10-point scales to allow respondents the ability to provide more nuance to their answers. As a result, applicable questions were trended using a model where the neutral option was included in the TOP score. The trending data utilizing this previous model is outlined below.

TOP6



Rating Satisfaction with Services Over Time (%Very Satisfied/Satisfied)



Q2. Overall, how satisfied are you the quality of the services provided by the City of Saskatoon?

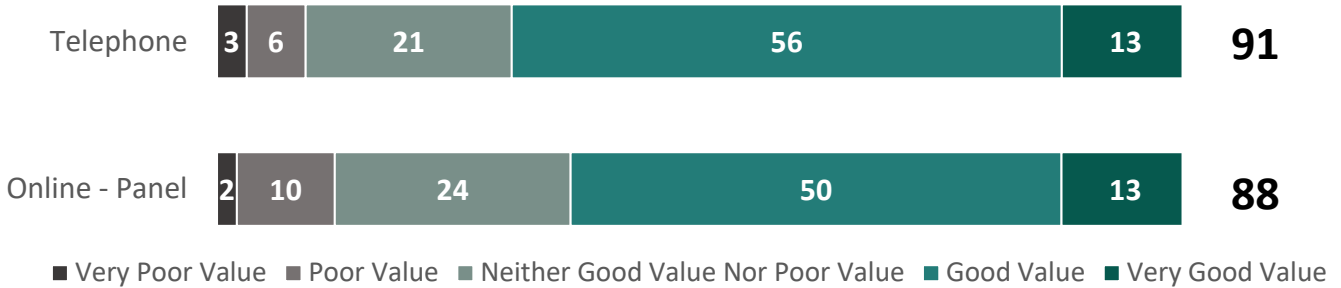
Sample size: Telephone n = 497, Online - Panel n = 807; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: *[2018/2021: TOP = 10-5, BOTTOM = 1-4 to make the scale comparable]

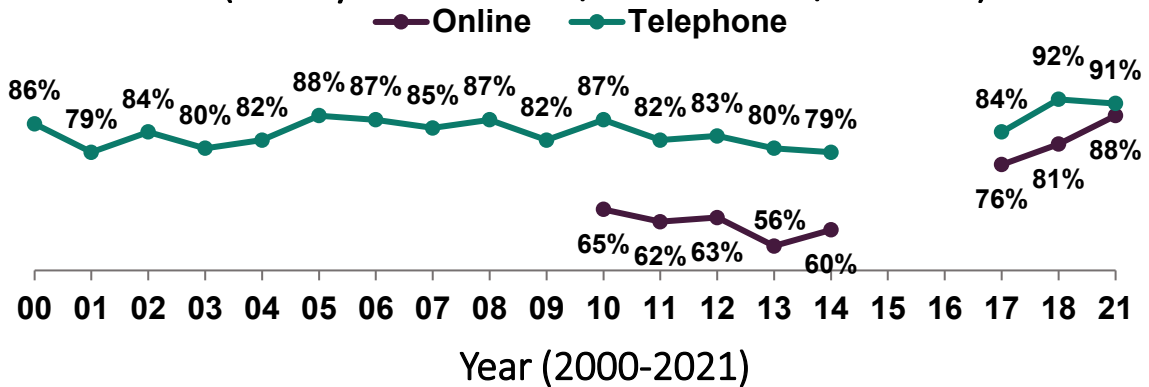
Appendix

Previous Trending Methods

TOP3



Rating Value of Services Provided by the City (%Very Good Value/Good Value/Neither)



Q4. Thinking about the services provided to you by the City of Saskatoon, what value, if any, do you receive from these services? *Question was modified from 2017 to remove any potential bias. The question was not asked in 2015-2016.

Sample size: Telephone $n = 501$, Online - Panel $n = 784$; excluding 'Don't know' and 'Prefer Not to Say' responses.

Sample framework: All

*[Trending includes TOP3 for 2018/2021 to make the scale comparable]



Civic Satisfaction & Performance Survey 2021

Self-Selected Report

September 2021



City of
Saskatoon



FORUM
RESEARCH INC.



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Purpose

The City of Saskatoon commissioned a Civic Satisfaction & Performance survey to gain insights on the City of Saskatoon's performance, as well as residents' experience/impressions related to quality of life, satisfaction, important issues, and the value of programs and services received.

The results of the survey are intended to continue to identify trends, compare to baseline performance data, inform decisions related to initiatives and actions for strategic priorities, budget decisions, and service delivery decisions related to communications, engagement and customer service.

Additionally, the survey will help identify key trends and issues of importance to aid the City's continuing goal of service excellence.

The primary objectives of the survey were to gauge the following:

- Perceptions of quality of life in Saskatoon and the direction the City of Saskatoon is heading;
- Evaluation of Saskatoon's handling of the Covid-19 Pandemic (new this wave);
- Perceptions of satisfaction;
- What residents believe is the most important issue facing the City;
- Perceived value of civic services;
- Preferences for balancing the budget;
- Satisfaction and preference for receiving City information and communications;
- Experience and impression of public engagement;
- Preference, experience and impressions of customer service;
- Volunteering in the community; and,
- Performance indicators related to the strategic goals.

Executive Summary

In 2018, the City of Saskatoon reviewed the 2017 Civic Services Survey and developed a more comprehensive process to collect input from residents. The review process resulted in the creation of two separate surveys: a Civic Satisfaction & Performance survey, and a Civic Services Survey: Performance, Priorities & Preferences. These two surveys were fielded again in 2021, and the current report discusses the findings from the Civic Satisfaction & Performance survey.

The Civic Satisfaction & Performance survey was first implemented in June 2018. In 2018, there were substantial changes from the previous Civic Services surveys to improve the data, ask new questions, and be more inclusive by offering a link on the City of Saskatoon's website for the general public to participate. In the current 2021 wave, minimal changes were made to ensure the data can be trended. There were no major changes to the survey other than including a new section on the COVID-19 pandemic and moving to public engagement questions into the Wave 1 survey rather than Wave 2.

As in the 2018 wave, the sample size from the self-selected survey results were substantial and therefore are considered reliable but are not representative of the population. It is worth noting that both online – panel and self-selected participants also tend to offer lower ratings on scale questions.

Consistent with previous years, 501 telephone, 821 online-panel and 1229 online – self selected residents of Saskatoon, 18 years of age and older, were surveyed. The results of the online – self selected respondents are highlighted in the following pages and provide insights on the City of Saskatoon's performance, residents' experience/impressions related to quality of life, satisfaction, important issues, and the value of programs and services received. It is worth noting that participation in 2021 for self-select residents increased by 64% from 2018 (n = 688).

Executive Summary



Satisfaction/Quality of Life

The majority of respondents indicated they are satisfied with living in the city (TOP5: 76%), improving by 10% from 2018.

The majority of respondents (TOP2: 74%) indicated the quality of life in Saskatoon is good or very good, increasing by 14% since 2018. A total of 54% of respondents indicate the quality of life in Saskatoon has either improved or stayed the same over the past three years, a 15% decline from 2018. The majority (TOP5: 66%) of respondents indicated they are satisfied with the quality of services provided by the City of Saskatoon. This is a 22% increase in satisfaction from 2018.

COVID-19 Pandemic

A section on the COVID-19 pandemic was newly added to the current wave of the research to highlight any changes in satisfaction or priorities among the Saskatoon community.

Most respondents agreed (TOP2 – strongly/somewhat) with the following statements:

- The City has provided helpful and timely information on impacts to civic services during the pandemic (68%)
- The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities (64%)
- The City has provided sufficient online opportunities to conduct my business during the pandemic (59%)

When asked whether their quality of life has been impacted due to the COVID-19 Pandemic, just over half of the respondents reported that their quality of life has become worse (54%).

About a third (TOP2: 32%) of respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon.

Executive Summary

Most Important Issues

When asked what the single most important issue is facing the City of Saskatoon, respondents most commonly said Public safety is the single most important issue reported by respondents (18%), followed taxes (16%) and poverty (9%). COVID-19/Pandemic was a new issue added this wave to be able to track the impacts of the pandemic, but only 3% of respondents selected it as the most important issue.

Perceived Value and Budget

Half of respondents (TOP2: 50%) indicated that they receive very good or good value from the services provided by the City of Saskatoon, a substantial improvement from 2018 (+19%)

When asked which approach they would prefer the City to use when balancing the City's operating budget, about a third of respondents (31%) said they would prefer a combination of property tax and user fee increases. There was a slight decrease from 2018 in the preference for respondents who would prefer the City to stop providing a particular service (-4%), and an increase in those who prefer a combination of property tax and user fee increases (+5%).

Communications

A majority (TOP2: 71%) of respondents indicated they were satisfied with the quality of City communications; this has increased since 2018 (+8%).

Although citizens still prefer to use a mix of sources to receive information about the City of Saskatoon, the most common preferences are Website (saskatoon.ca) (50%), followed by E-mail (46%), and Media (local TV, radio, newspapers) (42%). These results are consistent with 2018. The website did increase in preference by 7% since 2018.

Executive Summary

Customer Service/Contact the City

Email was reported as the most preferred method that respondents (60%) would use to contact the City of Saskatoon, consistent with 2018 results.

The least preferred methods of contacting the City of Saskatoon are Social media (9%) and Text message (15%). These are consistent compared to 2018.

Overall, compared to 2018 all customer service metrics saw an improvement in 2021.

4 in 10 respondents (43%) contacted the City for a business-related reason – a decrease compared to 2018 (-6%).

Community Engagement and Volunteering

4 in 10 respondents (43%) indicated they volunteered in their community, which is a 5% drop compared to 2018. Of the respondents who volunteer in the community, about a third (35%) volunteer less than 5 hours per month and another third (32%) volunteer more than 5 hours, but less than 10 hours. Number of volunteered hours was consistent with the 2018 results.

When asked about community engagement, TOP2: 43% respondents feel the City of Saskatoon does enough to get public input on decisions it makes. This is a substantial increase compared to 2018 (+14%). Two new questions were included this wave regarding engagement activities and how well the City communicates how it will use the public's input to help make decisions. Two thirds of respondents (TOP2: 66%) feel that the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). 1 in 4 respondents (TOP2: 40%) think that City communicates how it will use public input to help make its decisions somewhat/very well.

Executive Summary

Strategic Goal Performance Indicators

Overall, the City of Saskatoon received average responses in the following areas:

- A. Effectiveness of providing online services (TOP2: 85%)
 - No substantial change from 2018
- B. Saskatoon is an inclusive and welcoming city to all (TOP2: 59%)
 - No substantial change from 2018
- C. A family member or colleague feeling of safe living in the city (TOP5: 64%)
 - A substantial increase in feelings of safety compared to 2018 (+18%)
- D. Preserving natural resources and protecting the environment (TOP2: 55%)
 - This is a 6% increase from 2018
- E. Providing a mix of recreation, sport, and cultural facilities year-round (TOP2: 57%)
 - A substantial decrease from 2018 (-25%)
- F. Investing in a mix of transportation options for moving around (TOP2: 38%)
 - An increase of 5% from 2018

A third of respondents (30%) indicated that the City of Saskatoon is on the right path towards making downtown an appealing destination. In addition, 18% provided more neutral responses.

Just under a quarter of respondents (23%) indicated that the City of Saskatoon is on the right path toward making downtown an appealing place to live. These results are consistent with 2018.

Just over half (TOP2: 52%) of respondents indicated the City of Saskatoon is effectively balancing growth throughout the city, a 10% increase from 2018.

Methodology

Research was conducted via a live agent computer-assisted-telephone-interviewing (CATI) or computer assisted web interviewing (CAWI) methodologies amongst randomly selected and self-selected residents of Saskatoon.

There are some substantial differences related to the telephone and online panel results as compared to self-selected participants. Specifically, the results of the telephone and online – panel are reliable and representative of the population due to the random selection process. The methodology and consistency of many questions also allows for trending and comparisons to previous years.

For telephone interviewing, numbers were generated from a phone list which includes Saskatoon landlines and cell phones to conduct a “pure random digital dial” from the combined list. 59% of telephone respondents are from cellphones – an increase of 33% from 2018.

Online Sampling

For this online study, the link to access the survey was posted on the City of Saskatoon’s website. Therefore, the responses from the link on the City of Saskatoon website were labelled as “Self-Selected” and the data is not representative of the City as a whole since the sampling method was non-random/self-selected. While data from self-selected respondents is not indicative of Saskatoon as a whole, the sample size is not insignificant. A considerable portion of residents chose to participate, and the invitation was broadcast widely, giving many in the City an opportunity to share their views.

2021 Changes to the Survey

In 2021, changes were made to the survey by removing the survey evaluation and including a section/additional answer options on COVID-19 and the pandemic. This is to be able to evaluate the impact the pandemic has had as we assume it will impact the results of this survey.

Methodology



Fieldwork dates	April 19 th – May 23 rd 2021
Method	Computer Assisted Web Interviewing (CAWI/Online)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age / older
Sample Size	1229 CAWI – Self Selected
Average Length	11 minutes
Margin of Error	Online: $\pm 2.79\%$, 19 times out of 20

Interpreting this Report



What is a “Top Box” and “Bottom Box” Score?

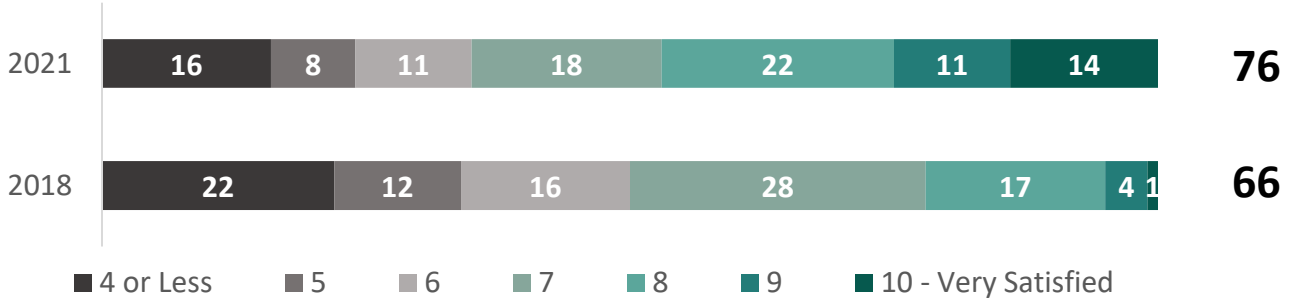
The top box score is a research wide accepted practice and is the best way to understand a measure when using a 4- or 5-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score. Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score.

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

Detailed Findings

Overall Satisfaction with Living in Saskatoon (%)

TOP5



Q1a. Overall, how satisfied are you with living in the City of Saskatoon? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample size: n = 1224; excluding 'Don't know' and 'Prefer Not to Say' responses

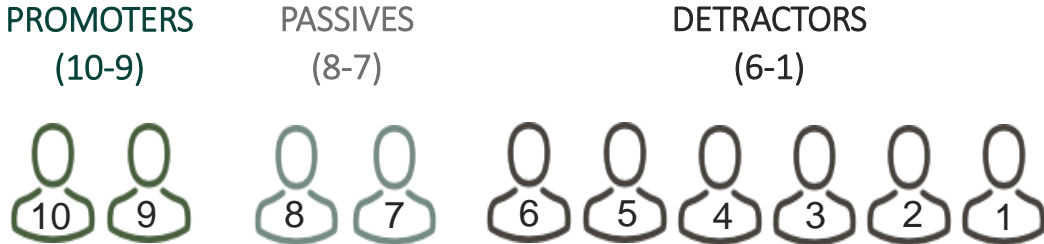
Sample framework: All

Residents were asked to rate their satisfaction with living in Saskatoon using a scale from 1 (not at all satisfied) to 10 (very satisfied). The majority of respondents indicated they are satisfied with living in the city (TOP5: 76%), improving by 10% from 2018.



Detailed Findings

Likelihood to Recommend Saskatoon as a Place to Live (%)



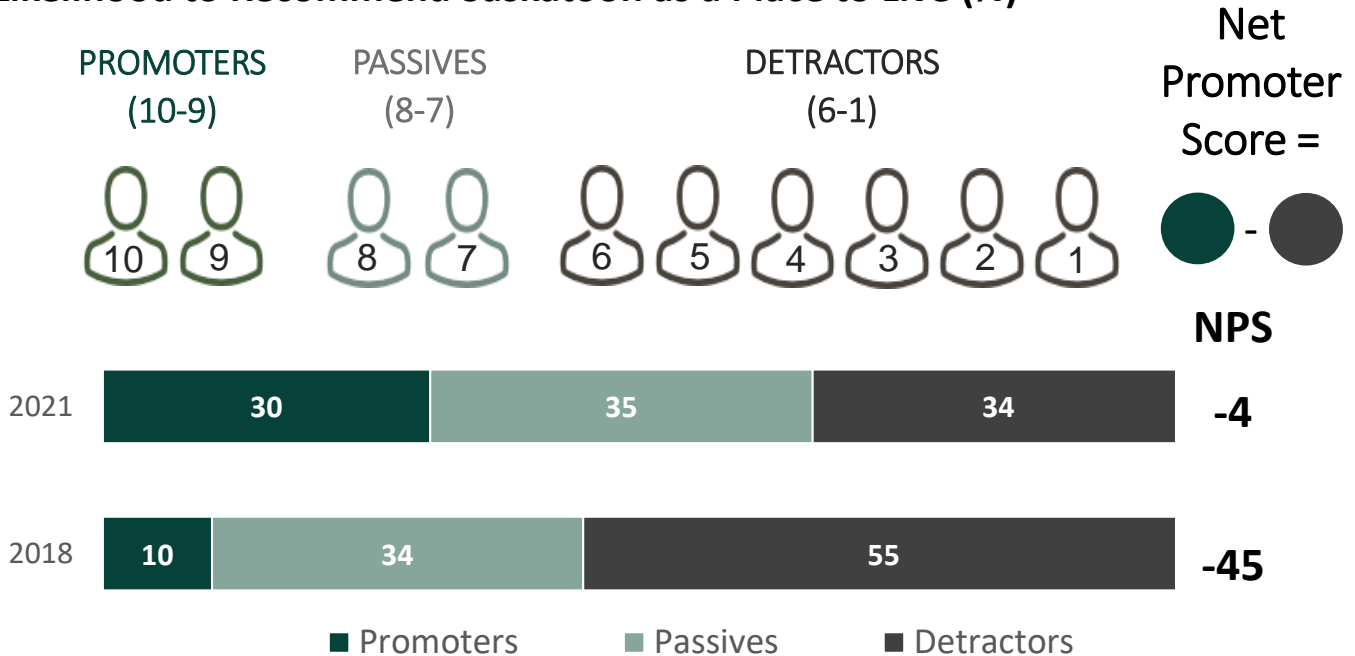
A Net Promoter Score (NPS) assesses loyalty. The NPS was measured by asking citizens to rate their likelihood of recommending Saskatoon as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely. Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Saskatoon.

- Respondents who gave a rating of 9 or 10 are considered promoters and are likely to speak positively about Saskatoon if asked.
- Respondents who gave a rating of 7 or 8 are considered passives. These individuals are not unsatisfied, but nor are they satisfied. They are comfortable and would not be as likely to promote the city as Promoters, but nor are they likely to speak ill of Saskatoon, either.
- Respondents who gave a rating of 6 or below are considered detractors, and are expected to be much less likely to speak favourably about Saskatoon, and much more likely to speak ill of the city.

NPS is calculated by subtracting the detractors from the promoters, which provides a net score of the proportion of residents promoting Saskatoon.

Detailed Findings

Likelihood to Recommend Saskatoon as a Place to Live (%)



1b. How likely would you be to recommend Saskatoon as a place to live?

Sample size: n = 1220; excluding 'Don't know' and 'Prefer Not to Say'

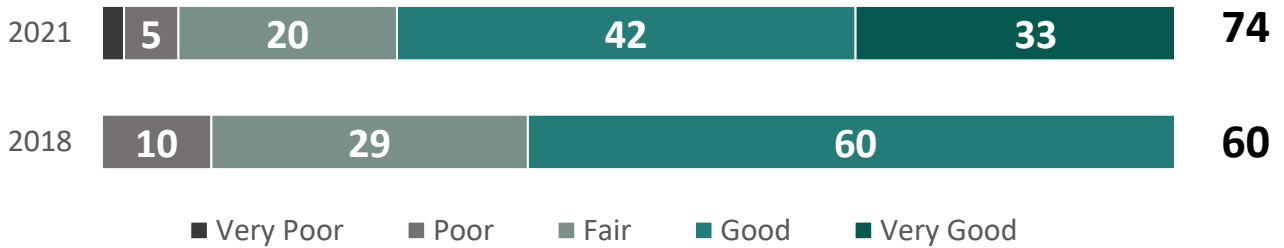
Sample framework: All

- 1 in 3 respondents (30%) are considered promoters and are likely to recommend Saskatoon as a place to live to a friend or colleague; and
- A third of respondents (34%) are Detractors.
- The overall Net Promoter Score for Saskatoon is -4, which is an increase from -45 when comparing to 2018.

Detailed Findings

Quality of Life (%)

TOP2



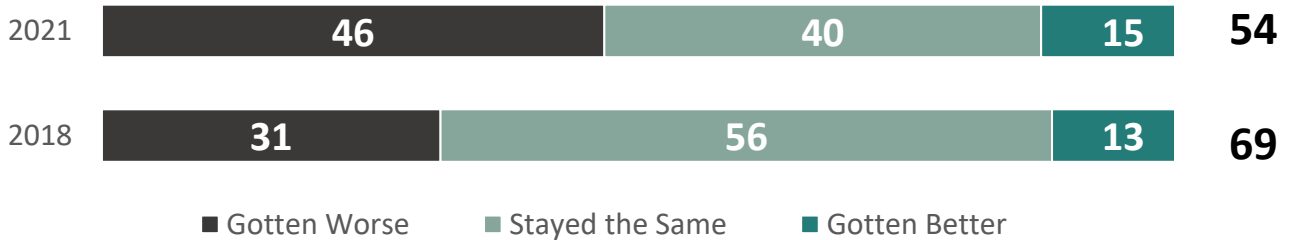
Q1c. How would you rate the quality of life in Saskatoon?

Sample size: $n = 1223$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Change in Quality of Life Past 3 Years (%)

TOP2



Q1d. In your opinion, over the past three years, has the quality of life in Saskatoon...

Sample size: $n = 1160$ excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

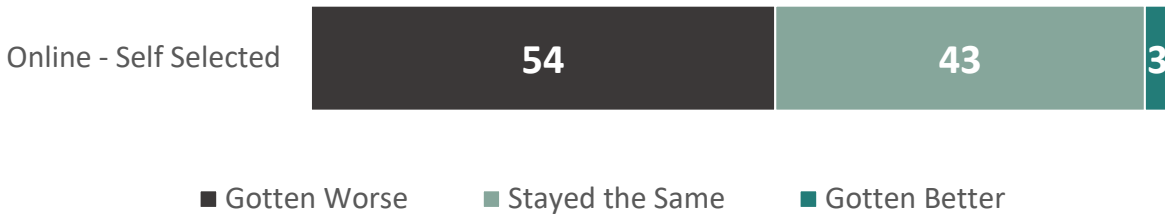
The majority of respondents (TOP2: 74%) indicated the quality of life in Saskatoon is good or very good, increasing by 14% since 2018.

A total of 54% of respondents indicate the quality of life in Saskatoon has either improved or stayed the same over the past three years, a 15% decline from 2018.

Contrarily, just under a half of (46%) respondents indicated that quality of life in Saskatoon has become worse over the past three years, a 15% increase from 2018.

Detailed Findings

Change in Quality of Life Due to COVID-19 (%)



Q1e. Due to the COVID-19 Pandemic, has your quality of life in Saskatoon...

Sample size: $n = 1194$; excluding 'Don't know' and 'Prefer Not to Say' responses

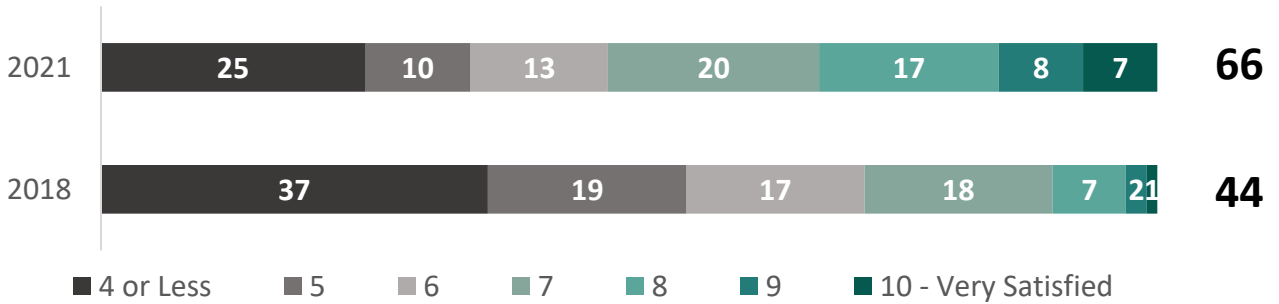
Sample framework: All

COVID-19 is impacting the quality of life for the residents of the City of Saskatoon. Just over half (54%) of respondents have reported that their quality of life has gotten worse. 43% of respondents indicated that their quality of life has stayed the same.

Detailed Findings

Overall Satisfaction with Services Provided by the City (%)

TOP 5



Q2. Overall, how satisfied are you the quality of the services provided by the City of Saskatoon?

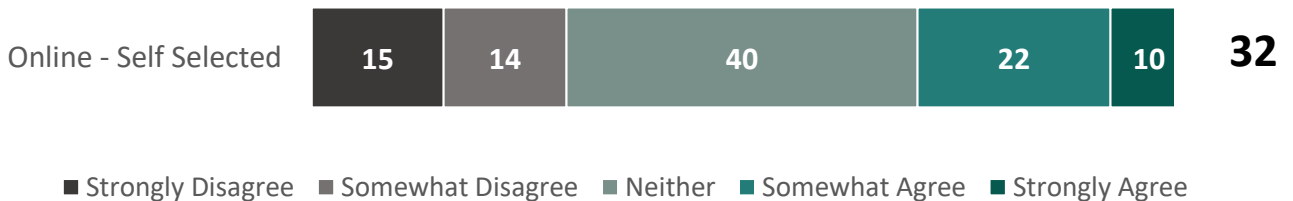
Sample size: *n* = 1215; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The majority (TOP5: 66%) of respondents indicated they are satisfied with the quality of services provided by the City of Saskatoon. This is a 22% increase in satisfaction from 2018.

COVID-19 Impact on Satisfaction with Services (%)

TOP2



Q2b. How much do you agree or disagree with the following statement: Covid-19 has impacted my satisfaction level with the quality of services provided by the City of Saskatoon.

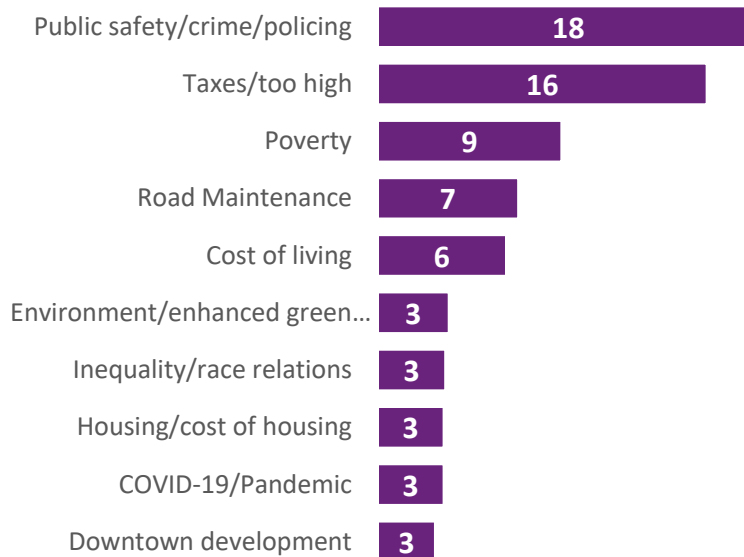
Sample size: *n* = 1163; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

About a third (TOP2: 32%) of respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon. Even with these results, as seen above, overall satisfaction with services has increased notably by 22% from 2018.

Detailed Findings

Important Issues Facing the City of Saskatoon (%)



Q3. In your opinion, what is the single most important issue facing the City of Saskatoon? That is, the one issue you feel should receive the greatest attention?

Sample size: $n = 1208$; excluding 'Don't know' and 'Prefer Not to Say' responses **Sample framework:** All

**Only top 10 answers shown*

Public safety is the single most important issue reported by respondents (18%), followed by taxes (16%) and poverty (9%). COVID-19 was a new response option this year and was expected to be considered important due to the large impact it has had across the globe, but was only considered the most important issue by 3% of respondents. The important issues have generally remained consistent with 2018, with public safety and taxes remaining in the top 2.

Respondents most commonly answered the following when asked what is the single most important issue facing the City of Saskatoon:

- Public safety/crime/policing (18%)
- Taxes (16%)
- Poverty (9%)

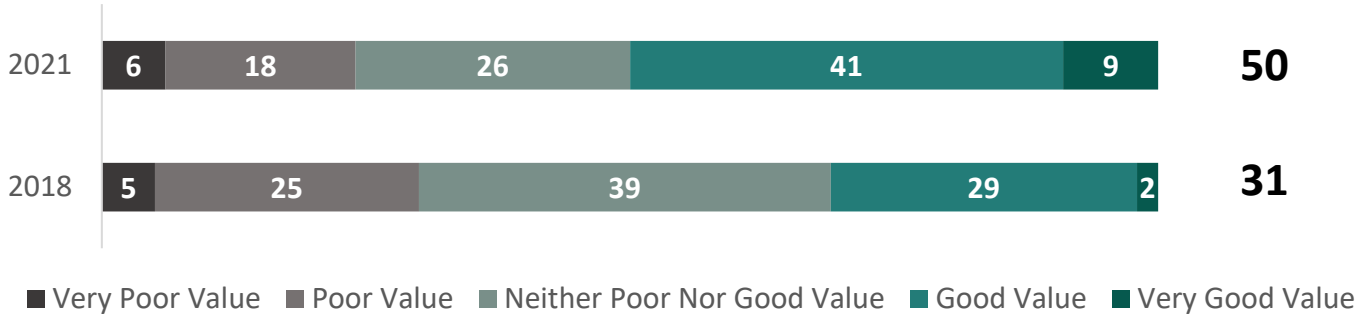
In 2018, respondents said the most important issues facing the City were:

- Taxes (20%)
- Public safety/crime/policing (17%)
- Cost of living (10%)

Detailed Findings

Value of Services Provided by the City (%)

TOP 2



Q4. Thinking about the services provided to you by the City of Saskatoon, what value, if any, do you receive from these services?

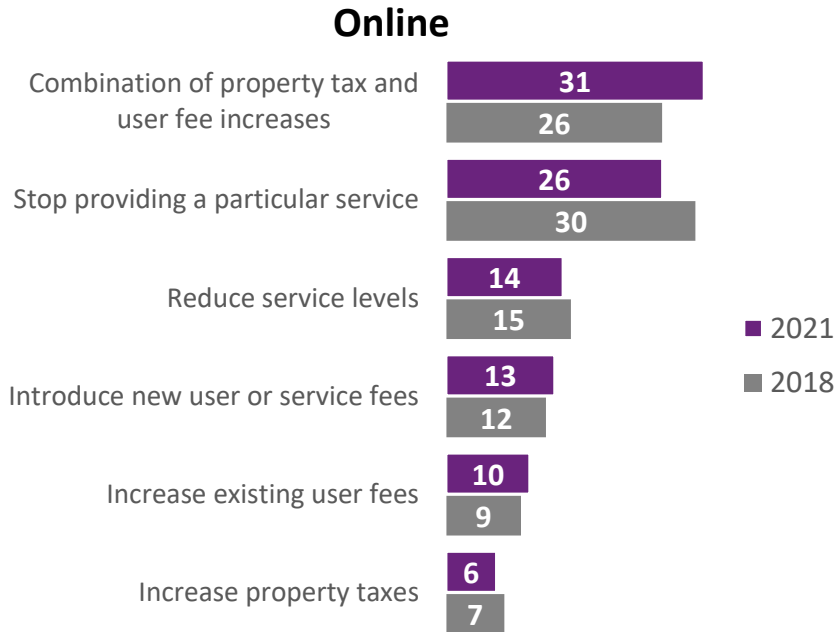
Sample size: $n = 1189$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Half of respondents (TOP2: 50%) indicated they receive good value from the services provided by the City of Saskatoon, a substantial improvement from 2018 (+19%).

Detailed Findings

Preferred Approaches to Balancing Operating Budget (%)



Q5. Occasionally, the City needs to make choices on how to balance its operating budget. Which of the following approaches, if any, would you most prefer?

Sample size: $n = 1030$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

About a third of respondents (31%) prefer a combination of property tax and user fee increases in order to balance the City's operating budget, about a quarter (26%) prefer to balance the budget by stop providing particular services.

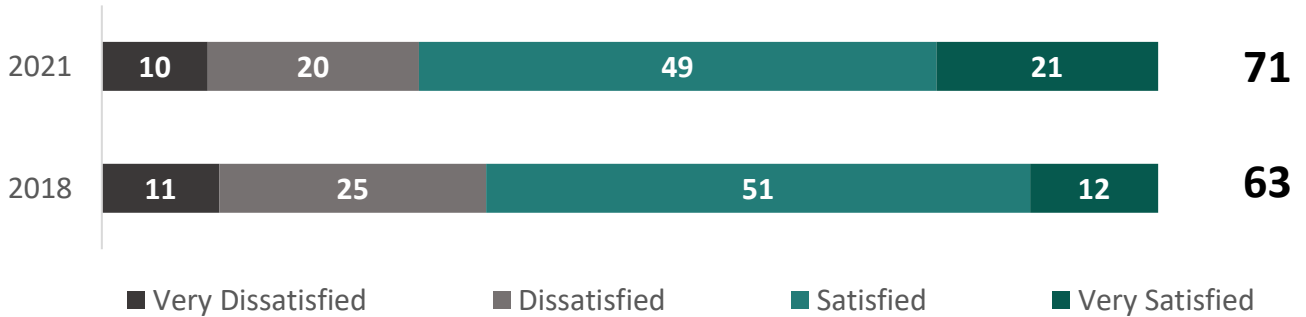
There was a slight decrease from 2018 in the preference for respondents who would prefer the City to stop providing a particular service (-4%), and an increase in those who prefer a combination of property tax and user fee increases (+5%).

Detailed Findings



Satisfaction with Quality of Communications (%)

TOP2



Q6. Overall, how satisfied or dissatisfied are you with the quality of City communications?

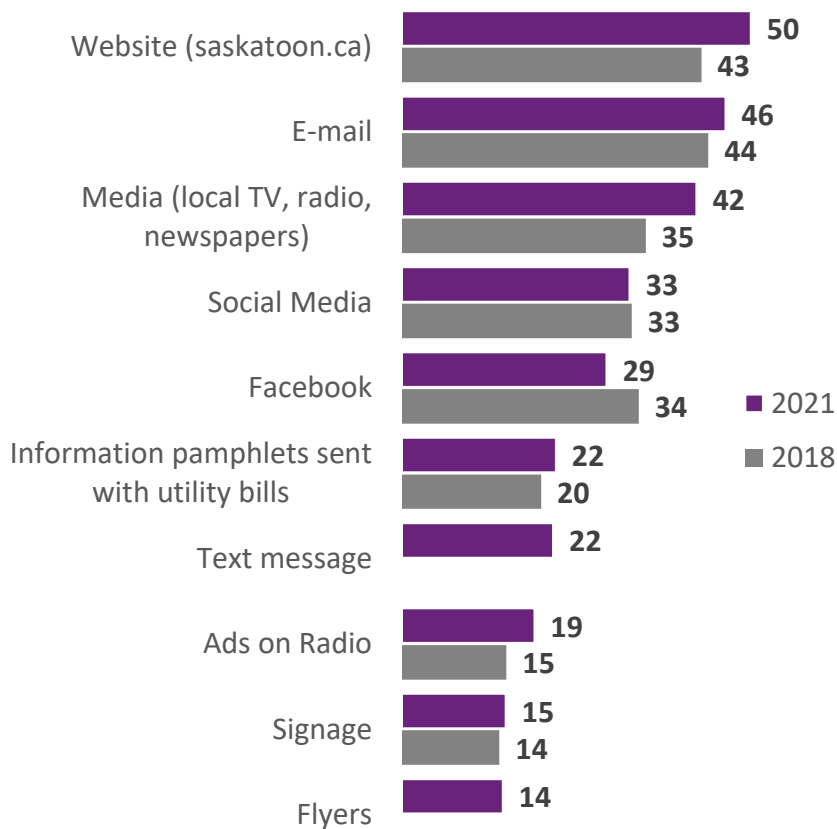
Sample size: $n = 1137$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

A majority (TOP2: 71%) of respondents indicated they were satisfied with the quality of City communications; this has increased since 2018 (+8%).

Detailed Findings

Preferred Communication Methods (%)



Q7. How do you prefer to receive information about City of Saskatoon programs or services? (Multiple mentions)

Sample size: $n = 1208$; excluding 'Don't know' and 'Prefer Not to Say' responses

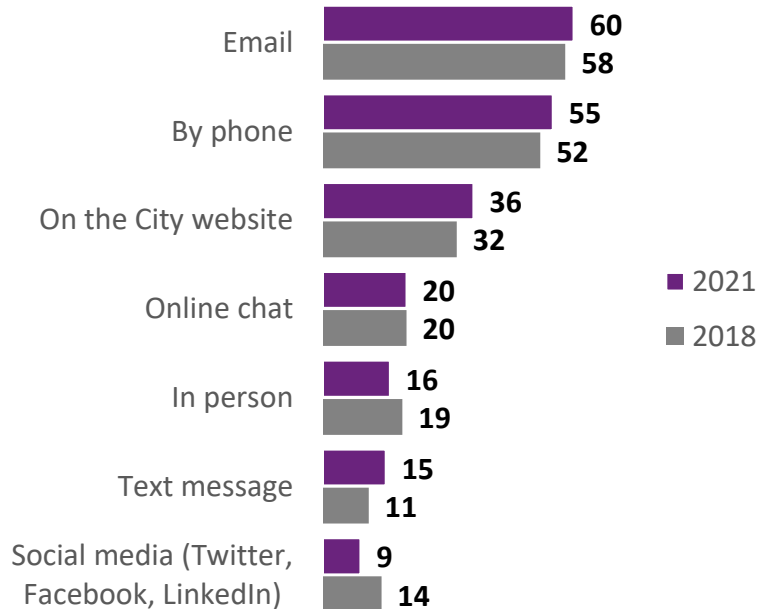
Sample framework: All

Although citizens still prefer to use a mix of sources to receive information about the City of Saskatoon, the most common preferences are Website (saskatoon.ca) (50%), followed by E-mail (46%), and Media (local TV, radio, newspapers) (42%). These results are consistent with 2018. The website did increase in preference by 7% since 2018.

Similar to previous years, it is noted that younger residents more commonly selected digital sources, while older residents more commonly selected traditional methods.

Detailed Findings

Preferred Method of Contacting the City (%)



Q8. Generally, how would you prefer to contact the City of Saskatoon? (Multiple mentions)

Sample size: Telephone $n = 497$, Online - Panel $n = 800$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Email was reported as the most preferred method that respondents (60%), closely followed by phone (55%), would use to contact the City of Saskatoon, consistent with 2018 results. The least preferred methods to contact the City of Saskatoon are:

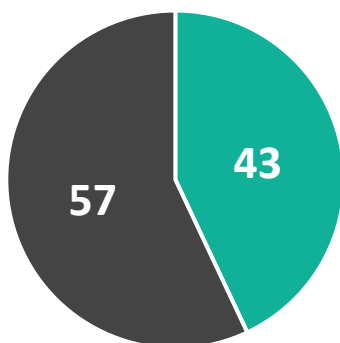
- Social media (9%)
- Text message (15%)

These are consistent compared to 2018.

Detailed Findings

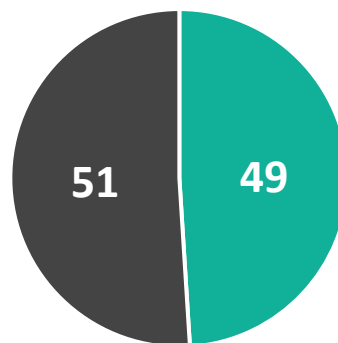


Contacted City for Business-Related Reason (%)



■ Yes ■ No

2021



■ Yes ■ No

2018

Q9. In the past twelve months, have you contacted the City of Saskatoon or one of its employees for a business-related reason?

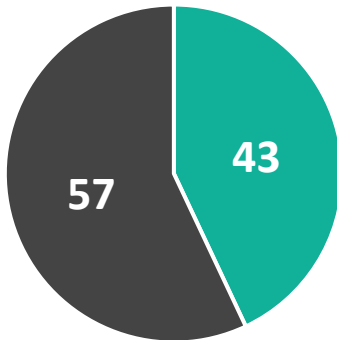
Sample size: $n = 1213$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

4 in 10 respondents (43%) contacted the City for a business-related reason. This has decreased for respondents (-6%), compared to 2018.

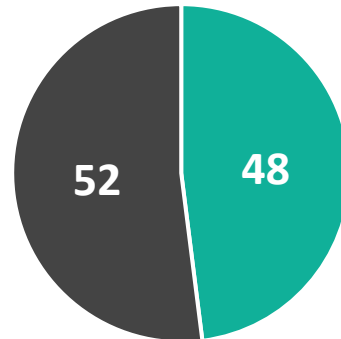
Detailed Findings

Volunteering in the Community (%)



■ Yes ■ No

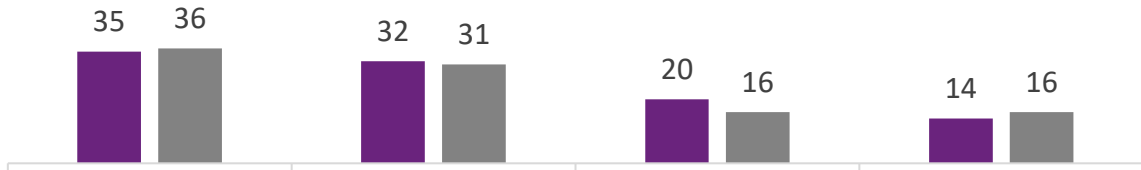
2021



■ Yes ■ No

2018

Number of Hours Volunteered Per Month



■ 2021 ■ 2018

Q10a. Do you volunteer in the community? An example could be at a hospital, as a youth sports coach, or at a local shelter. (Top)

Sample size: $n = 1157$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Q10b. In an average month, how many hours do you volunteer? (Bottom)

Sample size: $n = 485$; excluding 'Don't know' and 'Prefer Not to Say' responses

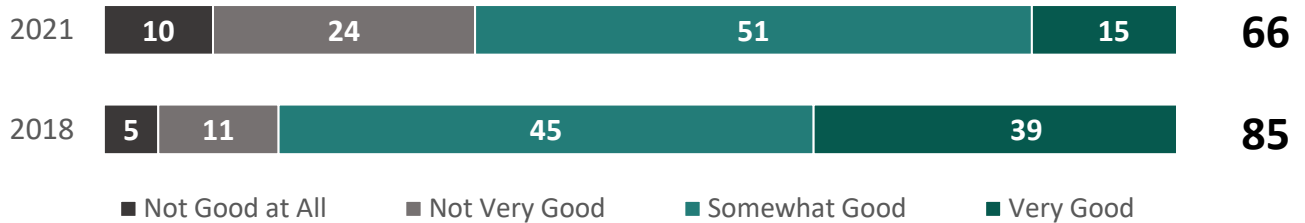
Sample framework: Volunteers in community

4 in 10 respondents (43%) indicated they volunteered in their community, which is a 5% drop compared to 2018. Of the respondents who volunteer in the community, about a third (35%) volunteer less than 5 hours per month and another third (32%) volunteer more than 5 hours, but less than 10 hours. Number of volunteered hours was consistent with the 2018 results.

Detailed Findings

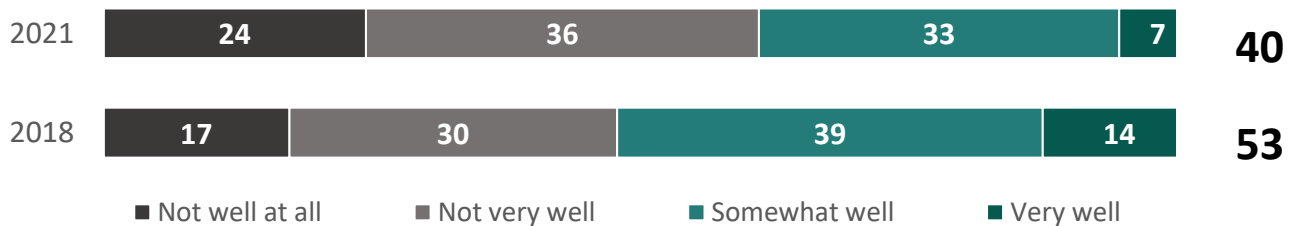
Providing Meaningful Opportunities of Engagement (%)

TOP2



Evaluation of City Communication on How it uses Public Input (%)

TOP2



Q10c. In your opinion, how good is the City of Saskatoon at providing meaningful opportunities for you to participate in engagement activities such as workshops, open houses, and/or online surveys?

Sample size: n = 1022; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Q10d. In your opinion, how well does the City communicate how it will use public input to help make its decisions?

Sample size: n = 1229; excluding 'Don't know' and 'Prefer Not to Say' responses

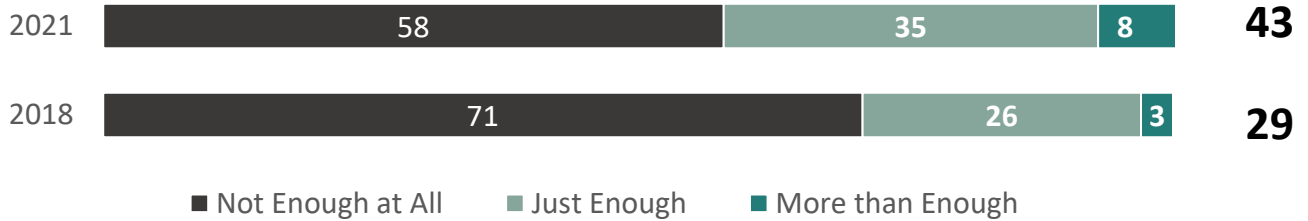
Sample framework: All

These two questions were moved from the 2018 Wave 2 survey to this wave to measure level of engagement and how well the City communicates how it will use the public's input to help make decisions. Two thirds of respondents (TOP2: 66%) feel that the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). This is a notable decrease from 2018 (-19%). 4 in 10 respondents (TOP2: 40%) think that City communicates how it will use public input to help make its decisions somewhat/very well. This is a substantial decrease from 2018 (-13%).

Detailed Findings

Opinion of Whether City Does Enough to get Public Input on Decisions it Makes (%)

TOP2



Q10e. Do you think the City does enough, or not, to get the public’s input on the decisions it makes?

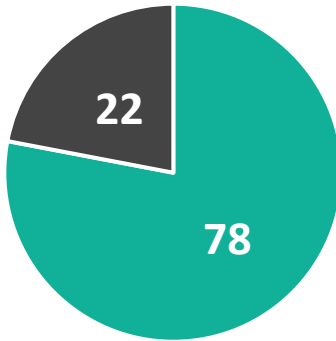
Sample size: n = 1100; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

The majority of respondents (58%) indicated that the City does not do enough to get the public’s input on decisions. This is a substantial improvement compared to 2018 (71%). 43% of respondents feel the City is doing enough or more than enough which is a notable increase when compared to 2018 (+14%).

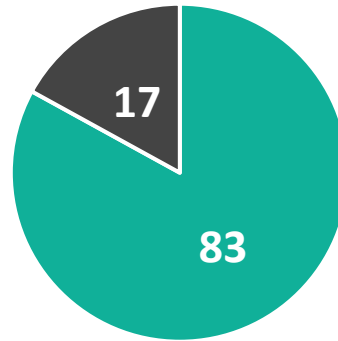
Detailed Findings

Use of Services Offered Online (%)



■ Yes ■ No

2021

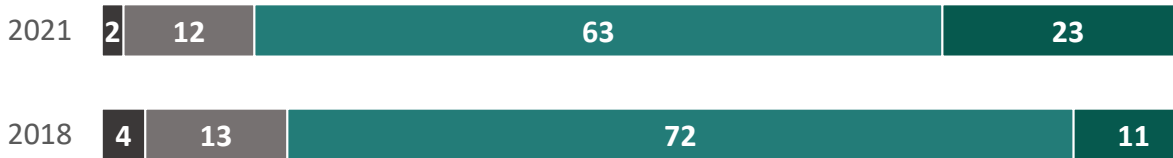


■ Yes ■ No

2018

Effectiveness of Providing Online Services (%)

TOP2



■ Not at All Effectively ■ Not Very Effectively ■ Somewhat Effectively ■ Very Effectively

Q11a. Have you ever used any of the services the City of Saskatoon offers online? (Top); **Q11b.** In your opinion, how effectively, if at all, does the City of Saskatoon provide services online? (Bottom)

Sample size: **Q11a.** $n = 1193$; excluding 'Don't know' and 'Prefer Not to Say' responses (Top); **Q11b.** $n = 971$; excluding 'Don't know' and 'Prefer Not to Say' responses (Bottom)

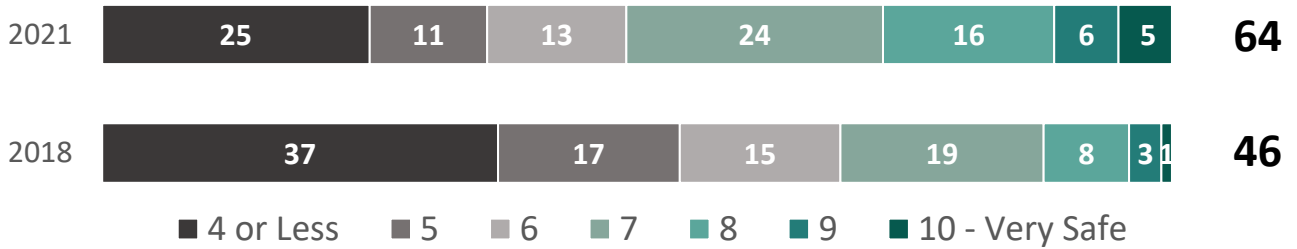
Sample framework: **Q11a.** All (Top); **Q11b.** Used online services (Bottom).

A majority of respondents (78%) indicated they have used the services the City of Saskatoon offers online. There was a decline in respondents using the services online (-5%) compared to 2018. A majority of respondents (TOP2: 85%) rated the City of Saskatoon's online services as very effective or somewhat effective, consistent with the results from 2018 (TOP2: 83%).

Detailed Findings

Level of Safety (%)

TOP5



Q12a. If you were to ask a family member, or colleague, how safe they feel living in Saskatoon, how do you think they would answer? *[TOP5 = 6-10, BOTTOM = 1-4]

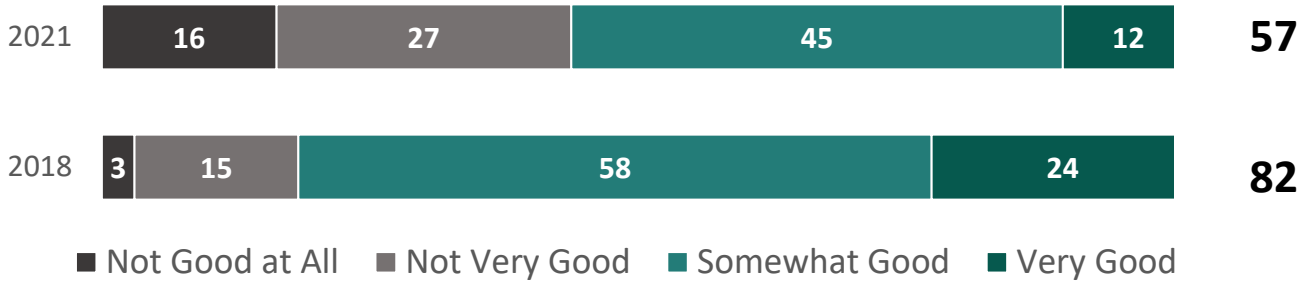
Sample size: $n = 1207$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The majority of respondents (TOP5: 64%) indicated they thought a family member or colleague would say they feel safe living in Saskatoon, seeing a substantial increase in feelings of safety since 2018 (+18%).

Detailed Findings

Rating City on Ability to Provide Recreational Activities/Facilities (%) TOP2



Q12b. Since the onset of COVID-19, how has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

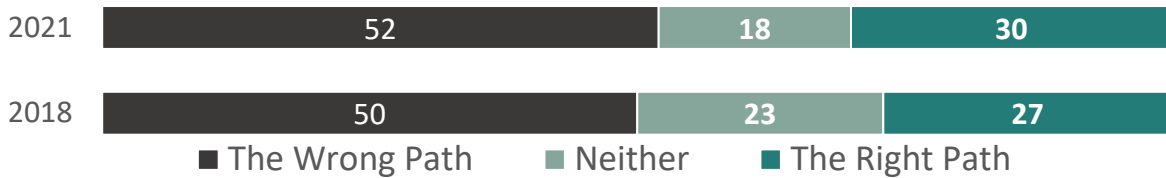
Sample size *n* = 908; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

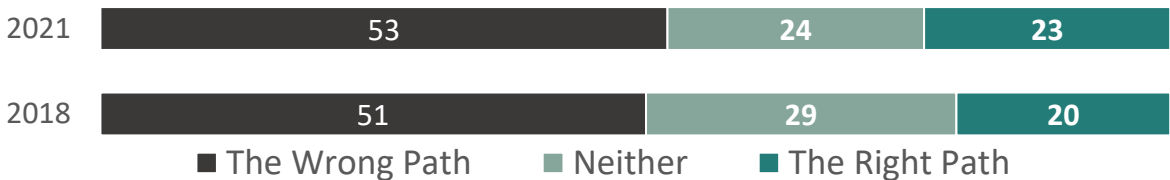
Just over half of respondents (TOP2: 57%) said the City was doing very good or somewhat good with providing a mix of recreation, sport, and cultural facilities year-round since the onset of COVID-19. This is a decrease from 2018, with a drop of 25%.

Detailed Findings

Opinion of City's Approach to Making Downtown an Appealing Destination (%)

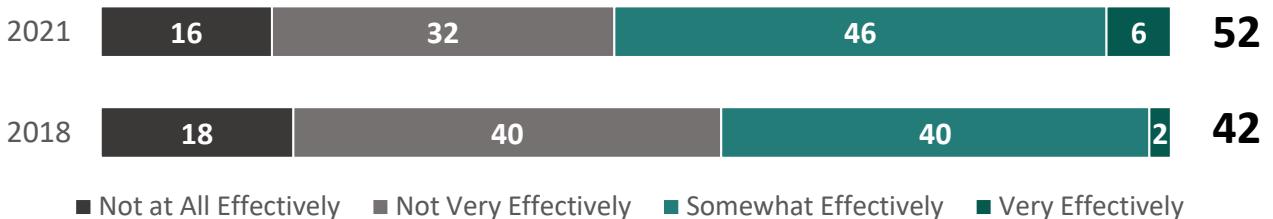


Opinion of City's Approach to Making Downtown an Appealing Place to Live (%)



Effectiveness of Balancing Growth in the City (%)

TOP2



Q13a. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing destination? (Top);
Q13b. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing place to live?
Sample size: 13a. n = 1016; excluding 'Don't know' and 'Prefer Not to Say' responses (Top Left); **13b**n = 967; excluding 'Don't know' and 'Prefer Not to Say' responses;

Sample framework: All

Q13c. In your opinion, how effectively, if at all, is the City of Saskatoon balancing growth throughout the city?

Sample size: n = 1100; excluding 'Don't know' and 'Prefer Not to Say' responses (Bottom)

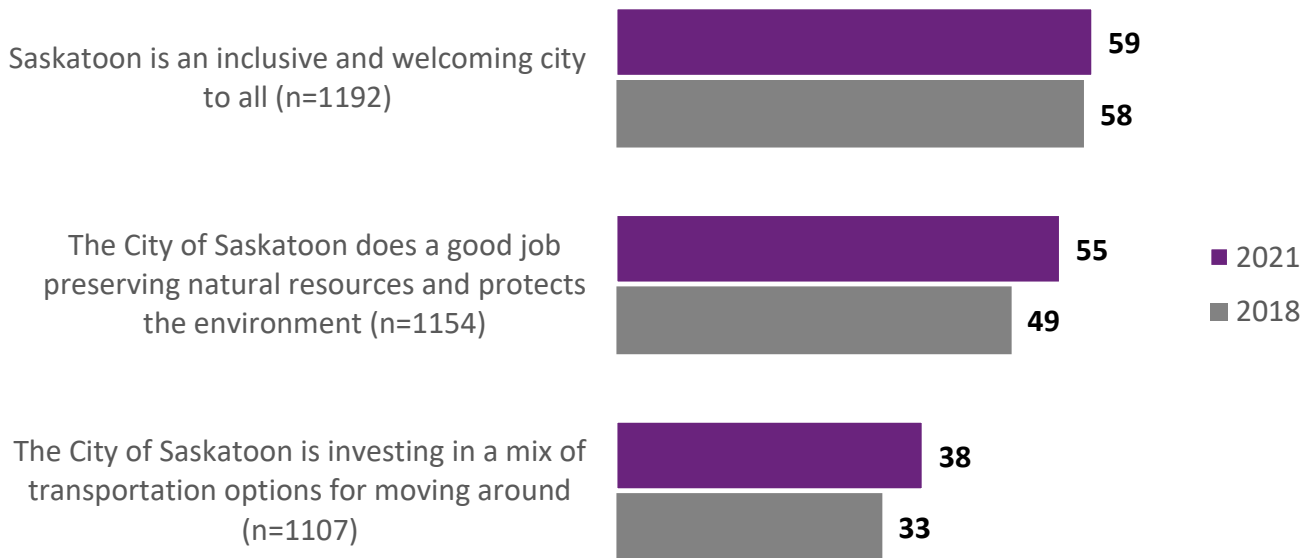
Sample framework: All

A third of respondents (30%) indicated that the City of Saskatoon is on the right path towards making downtown an appealing destination. In addition, 18% provided more neutral responses. Just under a quarter of respondents (23%) indicated that the City of Saskatoon is on the right path toward making downtown an appealing place to live. These results are consistent with 2018. Just over half (TOP2: 52%) of respondents indicated the City of Saskatoon is effectively balancing growth throughout the city, a 10% increase from 2018.

Overall, respondents are providing mixed reviews of the changes being made in the downtown area as well as how the city is handling growth.

Detailed Findings

Strategic Goals TOP2 (%)



Q14. For each, you may strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree.

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses

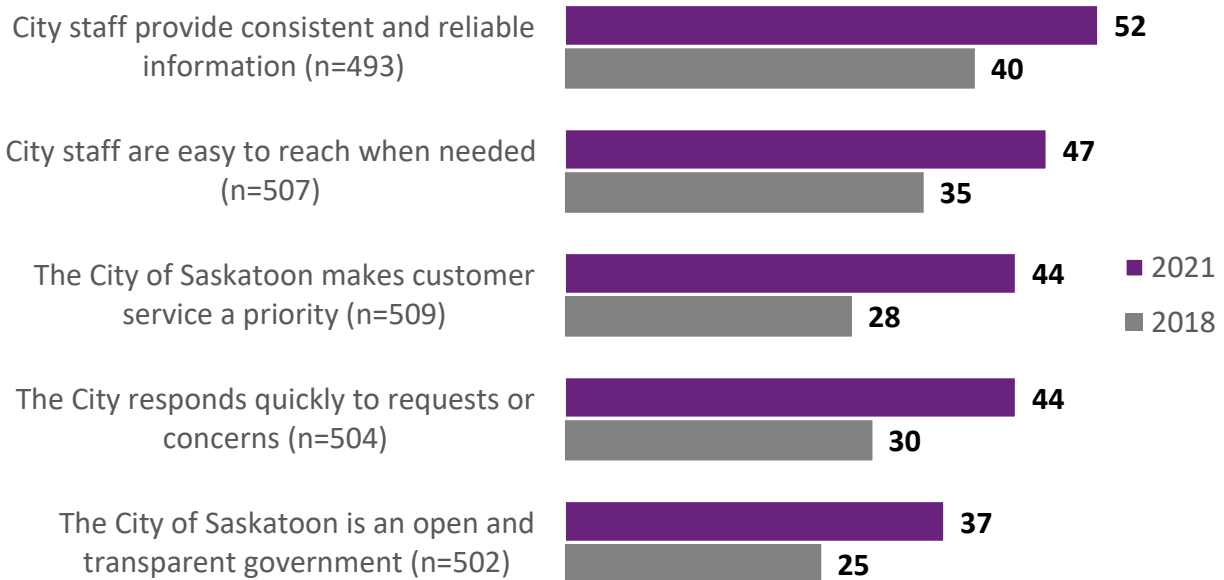
Sample framework: All

Respondents were asked to rate a series of statements related to the City of Saskatoon's strategic goals. The information is intended to provide a baseline in order to measure future progress.

- A total of 59% (TOP2) of respondents agree Saskatoon is an inclusive welcoming city to all.
 - No substantial changes compared to 2018.
- A total of 55% (TOP2) of respondents agree the City does a good job preserving natural resources and protects the environment.
 - This is a 6% increase from 2018.
- A total of 38% (TOP2) of respondents agree the City is investing in a mix of transportation options for moving around.
 - A slight increase compared to 2018 (+5%).

Detailed Findings

Customer Service TOP2 (%)



Q14. For each, you may strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree.

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Respondents who have contacted the City of Saskatoon were asked to rate a series of statements about the City's customer service.

- A total of 52% (TOP2) of respondents agree that City staff provide consistent and reliable information
 - A substantial increase in results compared to 2018 (+12%).
- A total of 47% (TOP2) of respondents agree that City staff are easy to reach when needed.
 - A substantial increase in results compared to 2018 (+12%).
- A total of 44% (TOP2) of respondents agree that the City of Saskatoon makes customer service a priority.
 - A substantial increase in results compared to 2018 (+16%).
- A total of 44% (TOP2) of respondents agree that the City responds quickly to requests or concerns.
 - A substantial increase in results compared to 2018 (+14%).
- A total of 37% (TOP2) of respondents agree that the City of Saskatoon is an open and transparent government.
 - A substantial increase in results compared to 2018 (+12%).



Detailed Findings

Covid-19 Impact TOP2 (%)

The City has provided helpful and timely information on impacts to civic services during the pandemic. (n=1160)



The City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit or participate in other City Programs and facilities. (n=980)



The City has provided sufficient online opportunities to conduct my business during the pandemic. (n=984)



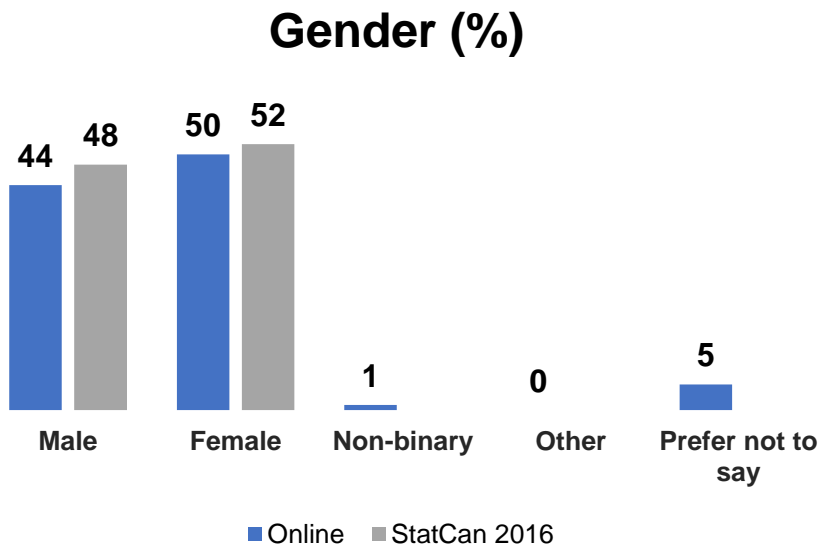
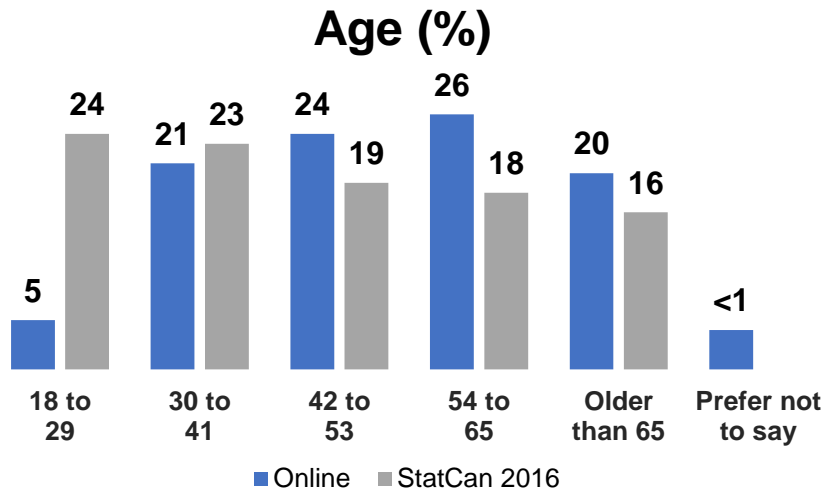
Q15. The City of Saskatoon must comply with Provincial Health Orders related to COVID-19 (pandemic). Thinking about this, do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statements:

Sample size: Varies ; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

Respondents were asked to rate a series of statements about how the City of Saskatoon is handling the COVID-19 pandemic.

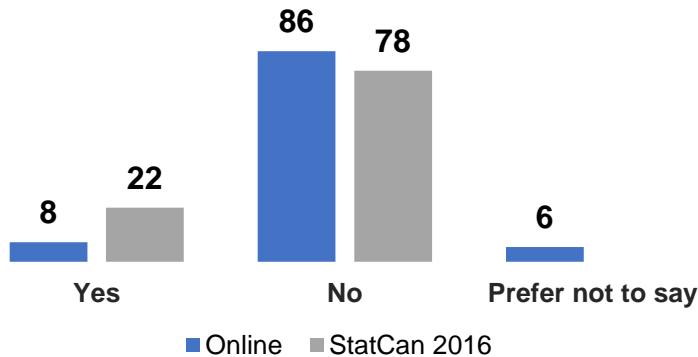
- A total of 68% (TOP2) of online respondents agree that the City has provided helpful and timely information on impacts to civic services during the pandemic.
- A total of 64% (TOP2) agree that the City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit, or participate in other City Programs and facilities.
- A total of 59% (TOP2) respondents agree that the City has provided sufficient online opportunities to conduct my business during the pandemic.

Demographics

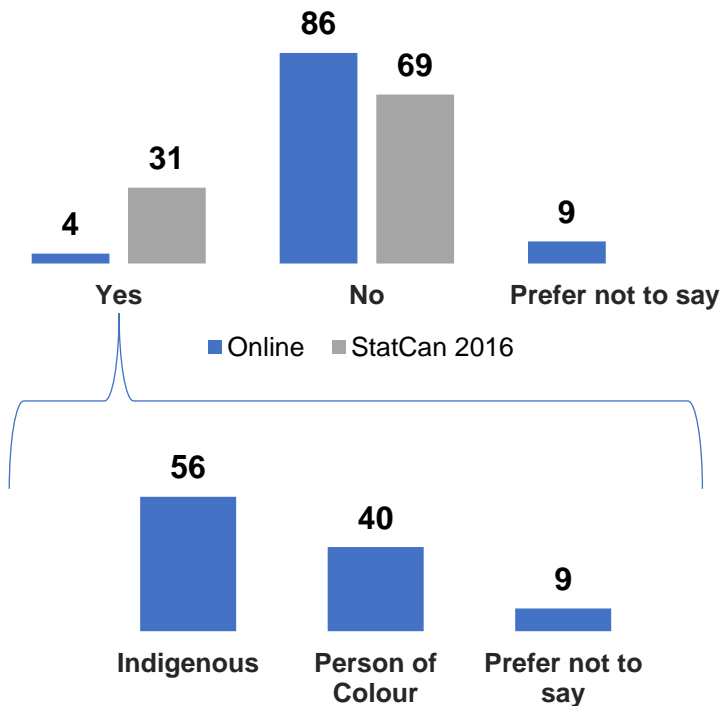


Demographics

Identifies as a Person with Disability (%)

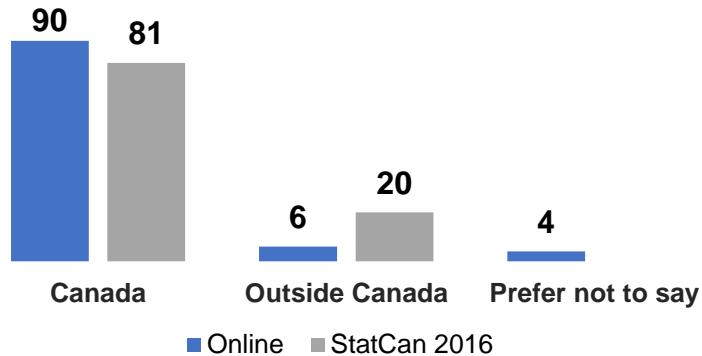


Identifies as Indigenous or Person of Colour (%)



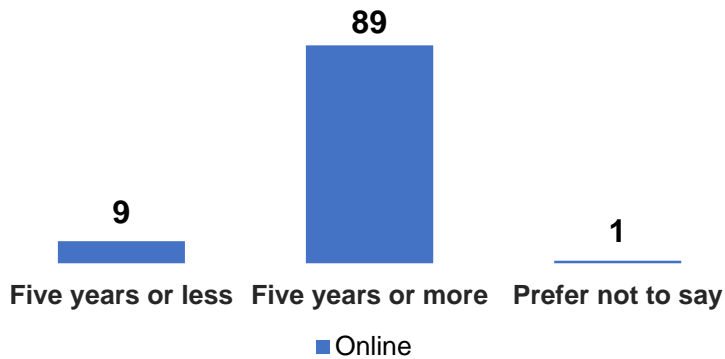
Demographics

Country Born (%)

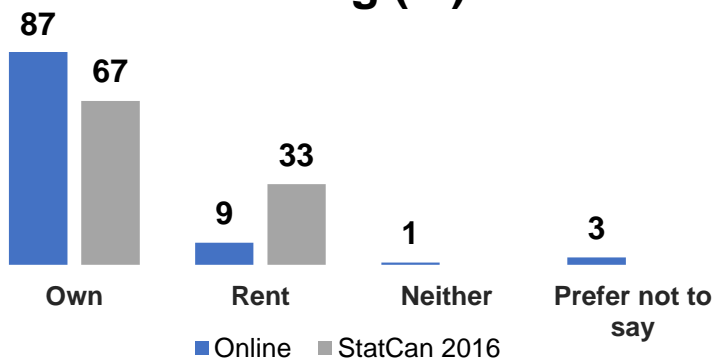


Years Lived in Canada (%)

*Respondents who were not born in Canada

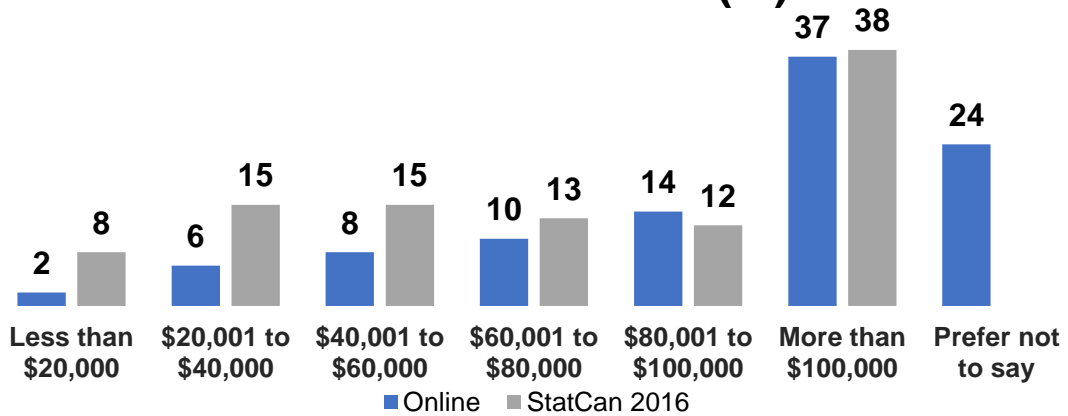


Housing (%)



Demographics

Household Income (%)



Side of River Residing (%)

