

Appendix 2 Options Evaluation Criteria Matrix

	Option #1 Enhanced Demographic Reporting	Option #2 Enhanced Demographic & Ward Reporting	Option #3 Enhanced Demographic & Ward Reporting with Weighting and Modified Income Categories	Option #4 Enhanced Demographic Reporting and Complementary Data for Hard to Reach	Option #5 Enhanced Demographic & Ward Reporting and Complementary Data for Hard to Reach
Ability to produce geographical (ward) results	No	Yes	Yes	No	Yes
Survey sample reflects demographics relative to Saskatoon Census data	Partly (Age and Gender)	Partly (Age and Gender)	Marginal Improvement (with additional weighting)	Partly (Age and Gender)	Partly (Age and Gender)
Ability to capture perceptions of diverse population	Marginal Improvement	Marginal Improvement	Improvement	Improvement	Improvement
Estimated additional time required to deliver results prior to multi-year budget	None	4 additional weeks	4 additional weeks	6-10 additional weeks	10-12 additional weeks
Statistical reliability of results	Yes (City-wide results)	Yes (City-wide results) No (Individual ward results)	Yes (City-wide results) No (Individual ward results)	Yes (City-wide results) No (Complementary data)	Yes (City-wide results) No (Individual ward results) No (Complementary data)
Ability to trend results from previous surveys	Yes	Yes	No	Yes	Yes
Method used in other jurisdictions	Common	Rare	Occasional	Unknown	Unknown
Marginal budget implication (excluding taxes)	None	+ \$20,000	+ \$20,000	+ \$20,000 to \$28,000	+ \$32,000 - \$40,000