



**SASKATOON** \_\_\_\_\_  
**POLICE SERVICE**

**TO:** Shirley Greyeyes Chairperson  
Board of Police Commissioners

**FROM:** Cameron McBride  
Office of the Chief

**DATE:** 2025 August 05

**SUBJECT:** Public Survey Results

**FILE #:** 2,022

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**ISSUE:**

To provide a summary of results from the Saskatoon Police Service’s community policing satisfaction survey conducted by Advanis Inc.

**RECOMMENDATION:**

That the Board receives this report as information.

**STRATEGIC PRIORITY:**

This report supports the strategic theme of Innovation through transparency, accountability and by ensuring sustainability through the development of leading practices.

**DISCUSSION:**

In January 2025, Advanis Inc. (Advanis) surveyed Saskatoon residents to determine their perceptions of the Saskatoon Police Service (SPS) and public safety. This survey supported development of our strategic plan, measures the level of satisfaction with the SPS and community perceptions of public safety.

***Background***

In 2002, the SPS contracted an independent company to conduct a community satisfaction survey. Since then, a community policing satisfaction survey has been conducted every three years. The last five surveys (from 2008 to 2021) were conducted by the same company providing some consistency and ability to compare results over time.

## “PUBLIC AGENDA”

### *Current Approach*

In 2024, the SPS took a new approach and engaged Advanis, a Canadian market research firm, to conduct the community policing satisfaction survey. Advanis administers the Police Service Benchmarks Study across Canada using standardized questions developed by Public Safety Canada, Halifax Regional Police in a study endorsed by the Canadian Association of Chiefs of Police. Advanis has conducted the survey annually since 2020.

The survey provides a common data standard for measuring public attitudes toward police. This new approach to SPS’ community policing survey enables benchmarking across time and policing jurisdictions.

### *Methodology*

The survey uses a random sampling method, ensuring a representative sample of the Canadian population, and employs weighting techniques to reflect population demographics.

The survey of Saskatoon residents was conducted in January 2025 with a random sampling of over 420 residents, including oversampling for strategic evaluation. SPS will begin to see its year-over-year trends in 2026.

### *Key Insights*

#### *Perception of Police Service*

- The percentage of citizens who say **SPS is doing an excellent or good job** is 56%, compared to only 14% who rate it as *poor* or *very poor*.
  - This is a similar rating to other police services in similarly-sized jurisdictions.
- Over 60% of respondents agree that SPS **responds quickly** to calls for assistance and **resolves crimes** where violence is involved, and under 20% disagree with those statements.

#### *Perception of Public Safety*

- Almost two-thirds of respondents feel **crime has increased over the past 5 years** and 75% of **worry about crime** *at least sometimes*.
  - In comparison to similarly-sized jurisdictions, Saskatoon citizens are less likely to say crime has increased in their community over the past 5 years. However, they are more likely to worry about crime.

#### *SPS-specific questions*

- 60% of respondents agree that **Saskatoon is a safe city to live in**.
  - More than half of respondents said they *feel safer when they see police in their neighbourhood*.
- 58% of all respondents are **satisfied with the services provided by SPS**.
- 63% of respondents agree **SPS is a trustworthy organization** while 21% feel it is not.
- Almost three-quarters of all respondents agree that **Saskatoon police officers act professionally**.

**CONCLUSION:**

The SPS is committed to its Mission to “provide service based on excellence to ensure a safe and secure environment”. The results of this survey highlights areas we are doing well and indicates opportunities for focused improvement. This survey will provide a baseline going forward for the SPS to benchmark against ourselves and other agencies.

**ATTACHMENT:**

1. 2025 Advanis Police Service Benchmarks – SPS Focus

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