

CITY OF SASKATOON

ANNUAL CIVIC SURVEY

November
2010



Report Compiled by
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Executive Summary

Introduction and Methodology

In November 2010, the City of Saskatoon contracted Inshtrix Research, Inc. to conduct its annual civic service satisfaction study with citizens. This marks the second year Inshtrix Research has conducted this study for the City. Overarching objectives of this research include:

- Perceptions of the quality of life in Saskatoon;
- Understanding what citizens believe is the most important issue facing the city;
- Population's perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon;
- Perceived value for property tax dollars contributed to the city;
- Tracking perceptions and satisfaction with the above areas over the past several years; and,
- Address a topical issue for the year (this year the topic was to understand interest in receiving information about City programs and services via social media tools).

Historically this research has been conducted via telephone with a random selection of households in the city. In an effort to reach a greater proportion of younger individuals within the city, as well as increasing the sample size for the study, the 2010 research has been conducted online with Inshtrix's online panel, SaskWatch Research™. Please refer to the Appendix B for further details on the panel. To enable year over year comparisons with historical data, telephone interviews were also conducted in 2010. This was also done to enable comparisons between the results collected via telephone and online to set new benchmarks for subsequent years (assuming an online methodology is used in the future).

A total of 500 randomly selected households participated in the research via telephone while 804 randomly selected SaskWatch Research™ panel members participated in the online study. Both studies were conducted during the same time frame (between October 18th and October 29th, 2010). The margin of error for the telephone is equal to ± 4.4 percentage points at a 95% confidence interval. Margins of error are not applicable in online studies, although this does not discount the quality of the findings from the online research.

Similar surveys have been conducted annually since the late 1990s and, where possible, results are tracked and compared.

Study Highlights

<i>Quality of Life & Important Issues Facing the City</i>																			
<ul style="list-style-type: none"> Perceived quality of life remains strong (presently 91.4% of telephone respondents rating their quality of life as good or very good). Assessments are slightly lower among online respondents (88.3%). Younger respondents tend to offer lower quality of life assessments than do their older counterparts. 	<p>Quality of Life Perceptions</p> <table border="1"> <caption>Quality of Life Perceptions Data</caption> <thead> <tr> <th>Category</th> <th>Telephone (%)</th> <th>Online (%)</th> </tr> </thead> <tbody> <tr> <td>Very good</td> <td>41.0</td> <td>33.2</td> </tr> <tr> <td>Good</td> <td>50.4</td> <td>55.1</td> </tr> <tr> <td>Fair</td> <td>7.2</td> <td>10.4</td> </tr> <tr> <td>Poor</td> <td>0.8</td> <td>1.0</td> </tr> <tr> <td>Very poor</td> <td>0.6</td> <td>0.2</td> </tr> </tbody> </table>	Category	Telephone (%)	Online (%)	Very good	41.0	33.2	Good	50.4	55.1	Fair	7.2	10.4	Poor	0.8	1.0	Very poor	0.6	0.2
Category	Telephone (%)	Online (%)																	
Very good	41.0	33.2																	
Good	50.4	55.1																	
Fair	7.2	10.4																	
Poor	0.8	1.0																	
Very poor	0.6	0.2																	
<ul style="list-style-type: none"> Crime and policing remain the most frequently mentioned priority issue facing the city today (20.0% among online respondents and 16.2% among telephone respondents). However, traffic flow and congestion has risen sharply compared to 2009 (18% of telephone respondents list it as the most important issue, up from 8% in 2009; 16% among online respondents this year). Closely related to this, infrastructure is listed as a key priority to 20.3% of online respondents and 7.8% of telephone respondents. 																			
<i>Importance of & Satisfaction with Civic Services</i>																			
<ul style="list-style-type: none"> Respondents were asked to rate a number of City services based on how important they are perceived to be as well as how well citizens feel the City is performing at delivering these services using a 10 point scale where 1 is "Not at all important" / "very poor" and 10 is "Extremely important" / "Excellent". 																			
<ul style="list-style-type: none"> Overall satisfaction with the services delivered by the City remains high, yet most offer softer assessments: 14.0% of telephone and 12.0% of online respondents are "very satisfied" while most (78.2% and 70.6% respectively) are simply "satisfied". Ratings among telephone respondents are in line with 2009 (92.2% very satisfied or satisfied in 2010, versus 90.4% in 2009). Online assessments are modestly lower: 82.7%. 																			

Importance and Performance	Telephone Results (average ratings)			Online Results (average ratings)		
	Importance	Performance	Difference	Importance	Performance	Difference
City of Saskatoon Service						
Golf courses	4.8	6.8	2.0	4.6	6.9	2.3
Front-street garbage collection	6.7	7.5	0.8	6.5	7.3	0.9
Back-lane garbage collection	6	6.6	0.6	5.8	6.4	0.6
Ice rinks	6.3	6.5	0.2	6	6.4	0.4
Parking enforcement	5.9	7	1	6	6.4	0.3
Street maintenance in your neighbourhood	8.2	6.3	-1.9	8.3	5.8	-2.6
Recycling initiatives	7.9	5.4	-2.5	8	4.9	-3.1
Planning and development of the City	8.1	6.2	-2	8.6	5.4	-3.2
Maintenance of major roadways and freeways	8.7	6	-2.7	9.1	5.4	-3.7
Ice and snow management	8.5	5.5	-3	8.9	5	-3.9
Traffic management	8.4	5.6	-2.8	9	4.8	-4.2

<ul style="list-style-type: none"> Golf courses, front-street garbage collection, back-lane garbage collection, and parking enforcement represent areas where reported performance is higher than the stated importance of such services. 	<ul style="list-style-type: none"> Street maintenance in neighbourhoods, recycling initiatives, planning and development of the City, maintenance of major roadways and freeways, ice and snow management, traffic management all have the most notable disparity between reported importance and performance by the City. 	<p><u>Critical Strengths (high importance, strong performance)</u></p> <ul style="list-style-type: none"> ➤ Quality of Drinking Water ➤ Fire protection services ➤ Electrical services reliability ➤ Treatment of sewage <p><u>Critical Weaknesses (high importance, weaker performance)</u></p> <ul style="list-style-type: none"> ➤ Maintenance of major roadways ➤ Ice and snow management ➤ Repair of watermain breaks ➤ Street maintenance ➤ Traffic management ➤ Recycling initiatives ➤ Planning and development
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Conclusions
<ul style="list-style-type: none"> Results appear consistent in most areas compared to 2009, with the exception of traffic flow, ice and snow removal, maintenance of major roadways and freeways and mosquito control, all of which have seen declines among telephone respondents year over year. While results are generally consistent, other than the slight declines just noted, online assessments paint a less positive picture. It is suspect this may have more to do with an increased number of younger respondents who participated in the online study and the general tendency for online respondents to offer lower assessments when compared to telephone respondents. Having said this, the online results may provide a more accurate picture of true opinions among Saskatoon citizens. Based on this, further focus on the above noted items, particularly the critical weaknesses, can assist the City in obtaining higher overall satisfaction assessments in future years.

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Introduction and Methodology

The City of Saskatoon conducts an annual Civic Services Satisfaction Study with its citizens. This research has been conducted in the fall since the late 1990s. This report documents the findings from the latest instalment of this project in 2010.

GOALS AND OBJECTIVES

The objectives of the survey are to gain insight into:

- Perceptions of the quality of life in Saskatoon
- Understanding what citizens believe is the most important issue facing the city
- Population's perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon
- Perceived value for property tax dollars contributed to the city
- Tracking perceptions and satisfaction with the above areas over the past several years.
- Address a topical issue for the year (this year the topic was to understand interest in receiving information about City programs and services via social media tools).

Similar surveys have been conducted annually since the late 1990s and, where possible, results are compared to identify trends.

METHODOLOGY

To achieve the above research objectives, the City of Saskatoon contracted Insightrix Research, Inc. to conduct the civic services study. The survey process included the following stages:

Sampling and Data Collection Approach – New for 2010**

Historically, this study has been conducted via telephone interviews with randomly selected households within Saskatoon city limits. However, with the increasing number of cell telephone-only households, declining participation rates in telephone surveys in general, as well as increasing costs associated with achieving a balanced sample of the general public due to the efforts needed to search out younger demographics, the City has expressed interest in transitioning this annual research to an online approach.

Online research has become more commonplace and many research companies, including Insightrix, have begun developing online research panels; i.e. individuals who have agreed to

participate in research studies via online. Inshgtrix launched its Saskatchewan-focused online panel in 2008. SaskWatch Research™ currently represents more than 9,500 Saskatchewan residents, with more than 3,000 residing in Saskatoon. For complete details on our research panel, including recruitment practises, please refer to Appendix B of this report.

It is noted that slight differences are noted in respondent behaviours to online studies when compared to telephone studies. Specifically, online respondents tend to offer slightly lower ratings on scale questions such as satisfaction or likelihood of usage. This trend has been noted in several tandem studies conducted by Inshgtrix where the same set of questions is polled to a sample of telephone and online respondents. Therefore, to maintain trending capabilities with the historical data from the Annual Civic Services Satisfaction Study, both telephone and online method were used in the 2010 iteration of the project.

Telephone Sampling:

The sampling approach used in the 2010 telephone study has remained unchanged from 2009 to allow for direct comparisons year over year. Specifically, 500 interviews were conducted with randomly selected households from throughout the city. For consistency, quotas were not set by age and gender (as with previous years). As a result, the distribution of responses does not precisely match the general adult population within the city, yet the distribution of respondents in the 2010 wave is consistent with 2009 and as such, the results are directly comparable between the time periods. Having said this, the results may not be completely representative of the general public due to a skewing of more females and more individuals over the age of 55 years than is actually the case within the city (refer to the demographics section of the report for complete details). Similarly, the data were not weighted to reflect the actual distribution of the population in the city by age and gender as this was also not done in past waves.

Online Sampling:

For the online study, given that the age and gender of panel members is known, Inshgtrix was able to set precise quotas by both demographic factors to ensure a close match to the general population was achieved. Further, given the modest cost savings associated with conducting online research, the sample size was increased from 500 to 800 for the online wave. This enables more statistically accurate findings and allows for more detailed comparisons to take place by factors such as age, gender, and area of the city.

Distribution of Interviews / Completed Questionnaires:

The following table outlines the distribution of interviews or completed online questionnaires by the demographic variables discussed. These findings are also compared to the 2006 Census data for the City of Saskatoon.

	Telephone Wave		Online Wave		2006 Census*
	Sample size	Proportion	Sample size	Proportion	Proportion
Male	228	45.6 %	381	47.4 %	47.8%
Female	272	54.4 %	423	52.6 %	52.2%
18-34	100	20.0 %	253	31.5 %	33.8%
35-54	200	40.0 %	306	38.1 %	37.7%
55+	200	40.0 %	245	30.5 %	28.5%
TOTAL	500	100%	804	100%	100%

* Includes adult population only (aged 18 years or more)

Review of Questionnaire

To maintain the ability to track results with previous years, the questionnaire has remained virtually unchanged. However, Inshtrix assisted in developing the topical question for this year with City representatives. To accommodate the online version of the study, questionnaire wording was adjusted where needed, although the meaning of the questions has remained unchanged.

Data Collection

Telephone:

Data were collected via telephone interviews with randomly selected households within Saskatoon city limits. Household contact information was provided by ASDE Survey Sampler, Inc., a reputable sample firm based in Canada. Trained telephone interviewers contacted potential respondents, asking for their voluntary participation in the study. A total of 500 interviews were completed.

Online:

Randomly selected panel members living within the city were invited to participate in the research study via an email message which included a link to the online survey. Those who did not respond within one week of receiving the invitation were sent a reminder invitation. A total of 804 online questionnaires were completed.

Data were collected between October 18th and October 29th, 2010. A total of 500 randomly selected Saskatoon residents completed the telephone survey and 804 completed the online

survey. The margin of error for the telephone research is ± 4.4 percentage points, at the 95% confidence interval (19 times out of 20). Margins of error of sub groupings of the sample (such as age and neighbourhood) will be larger. Because the online research is considered a non-probability proportional sampling technique (i.e. not every citizen in the city had an equal opportunity to participate in the research – only those on the panel had an opportunity to participate), a margin of error cannot be provided for the online study. However, this does not detract from the quality or representativeness of the data collected via the online study. Rather, the margin of error metric cannot simply be applied to this type of research.

Analysis and Reporting

Insightrix has produced this report, which includes frequencies, cross-tabulations, key findings, and additional analysis. Where possible, results have been compared to previous waves of research.

Each survey question was analysed by all appropriate demographic variables, including suburban area, age, and gender. Notable differences have been highlighted in this report. A standard alpha value of less than 0.05 is considered statistically significant. This means that there is less than a 5% chance that the results would have occurred by chance.

RESEARCH NOTE

Results between the 2010 telephone wave of research and past research waves are directly comparable. However, given the difference in sample distribution between the 2010 telephone and online research, along with the mode bias noted earlier (i.e. online respondents tend to offer lower ratings in general), comparisons between the telephone and online research should be done with caution. If future waves of research are conducted via online methodologies however, targets should be based on the 2010 online results.

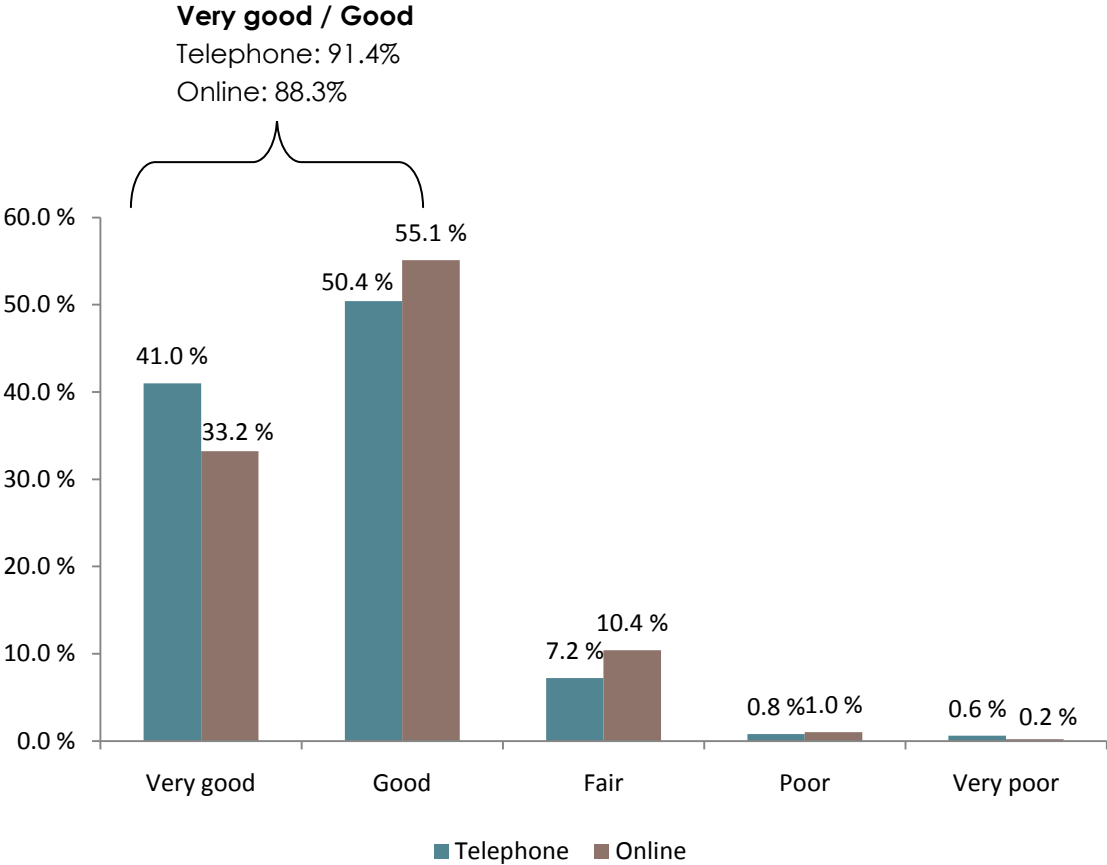
Because of the larger sample size and the objective of transitioning the Saskatoon Civic Survey to an online methodology, any demographic cross tabulation results have been based solely on online respondents.

Study Results

QUALITY OF LIFE AND IMPORTANT ISSUES FACING THE CITY

Current Perceived Quality of Life

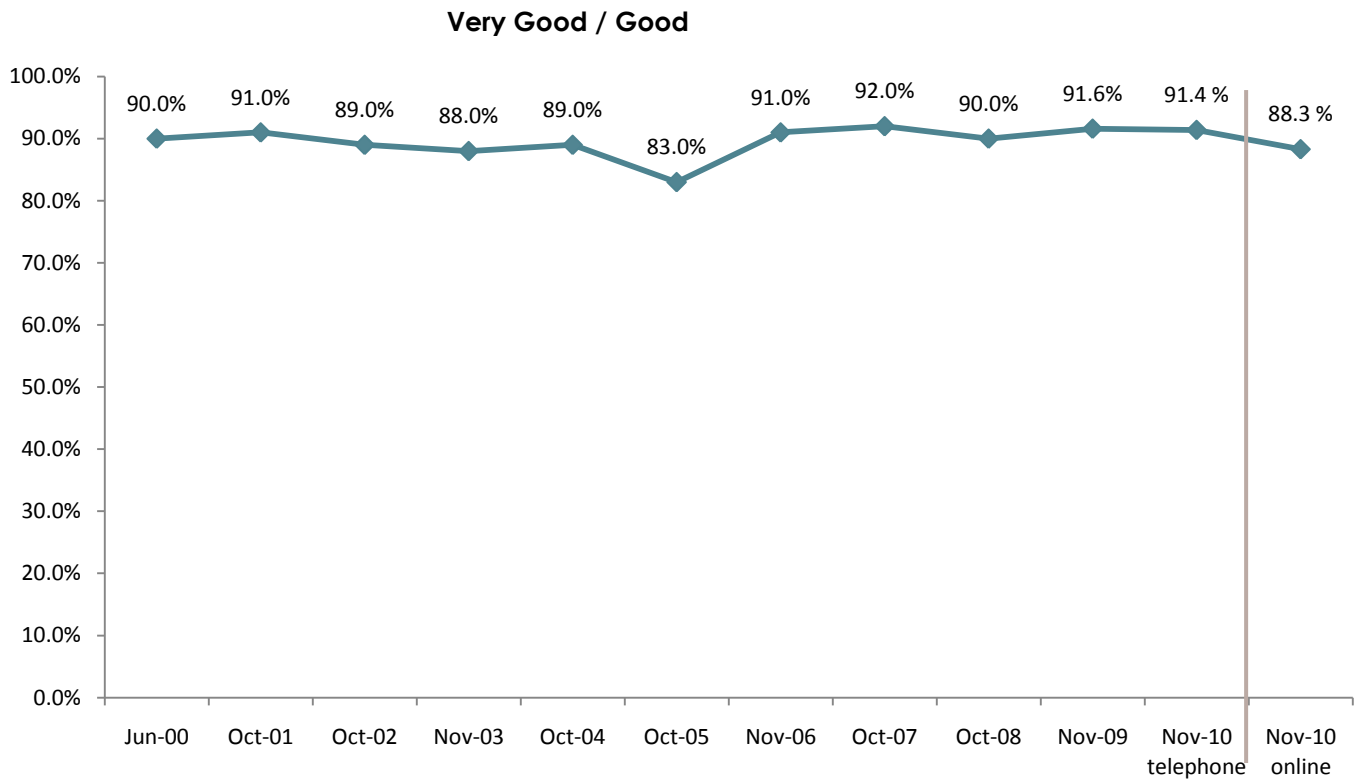
Quality of life perceptions are positive, with four in ten (41.0%) telephone respondents and one third (33.2%) of online respondents describe their quality of life in Saskatoon as very good. Additionally, one half of telephone (50.4%) and over one half (55.1%) of online respondents feel that the quality of life in Saskatoon is good. About one in ten (7.2% telephone, 10.4% online) rate the quality of life as fair, while very few respondents rate poor or very poor.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, telephone n=500; online n=804.

Tracking Perceptions of Quality of Life

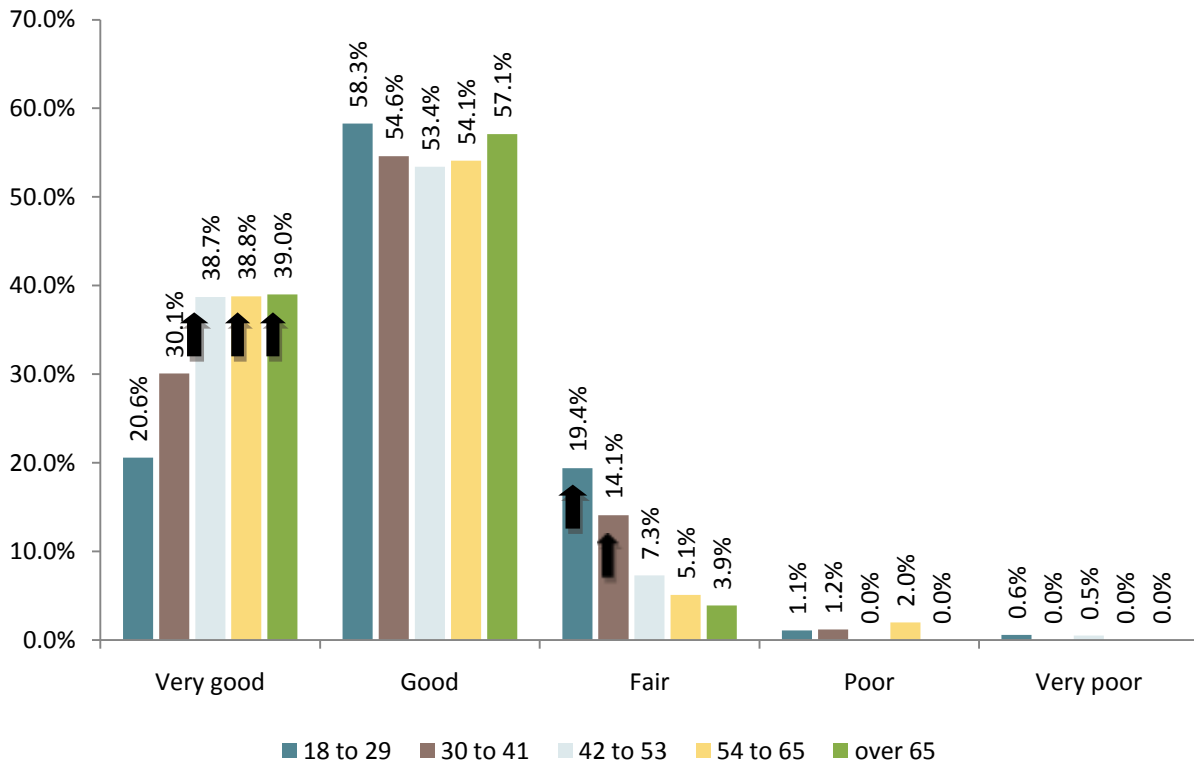
Perceptions of the quality of life in Saskatoon have remained consistent with previous years. A total of 91.4% of telephone respondents feel that their quality of life is good or excellent, consistent with results from previous year's results. Slightly fewer (88.3%) online respondents provided a similar rating; however, results are still high overall.



Quality of Life – Demographic Differences (online respondents only)

Quality of Life by Age

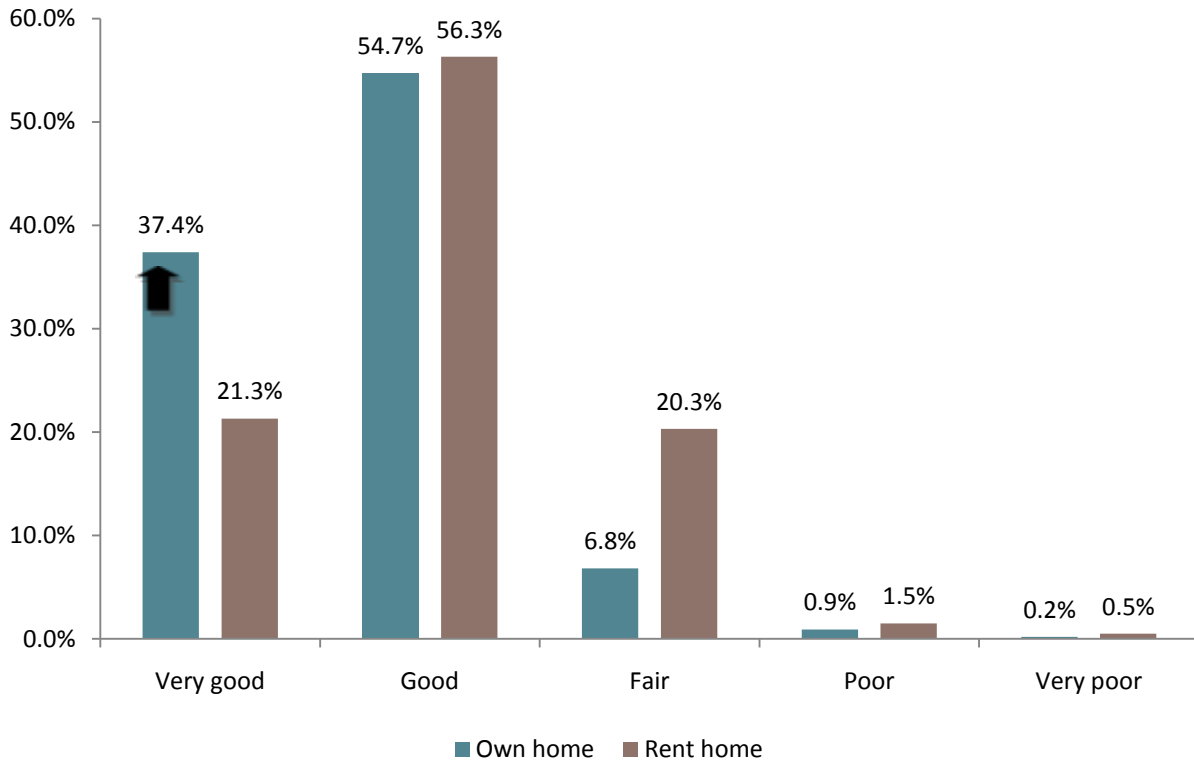
While all ages consistently rate the quality of life in Saskatoon as fair or higher, younger respondents are significantly more likely than older respondents to feel that the quality of life is only fair compared to perceptions of older respondents. Similarly, younger respondents are significantly less likely to feel that the quality of life in Saskatoon is very good.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, online n=804.

Quality of Life by Home Ownership

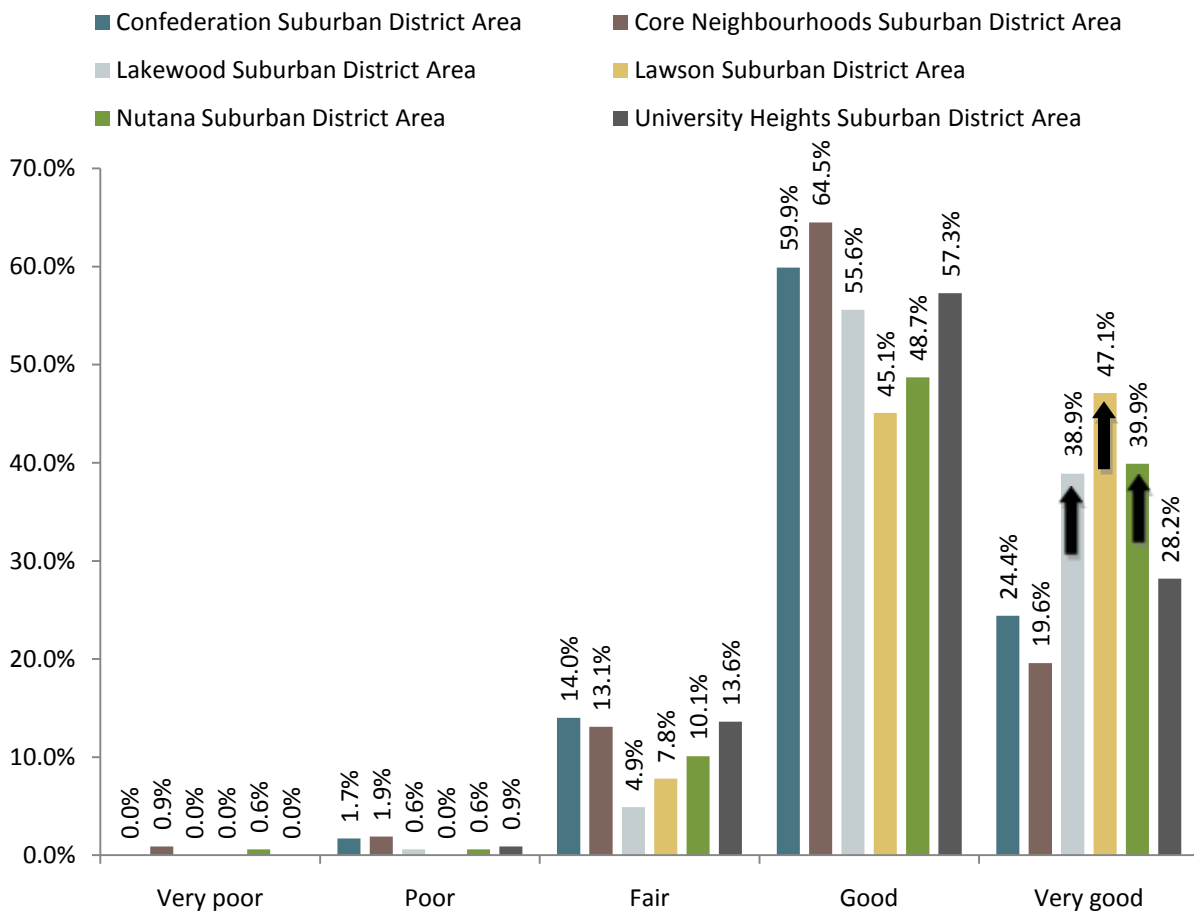
Respondents who own their home in Saskatoon are more likely to rate the quality of life in the city as very good, compared to those who rent their home. This finding is likely related to household income and age as older and more affluent individuals are more likely to own a home.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, online n=804.

Quality of Life by Suburban District Area

Respondents living in Lakewood, Lawson, or the Nutana suburban district areas (SDA) are significantly more likely to rate the quality of life in Saskatoon as very good, compared to those living in the Confederation or Core Neighbourhoods SDAs.

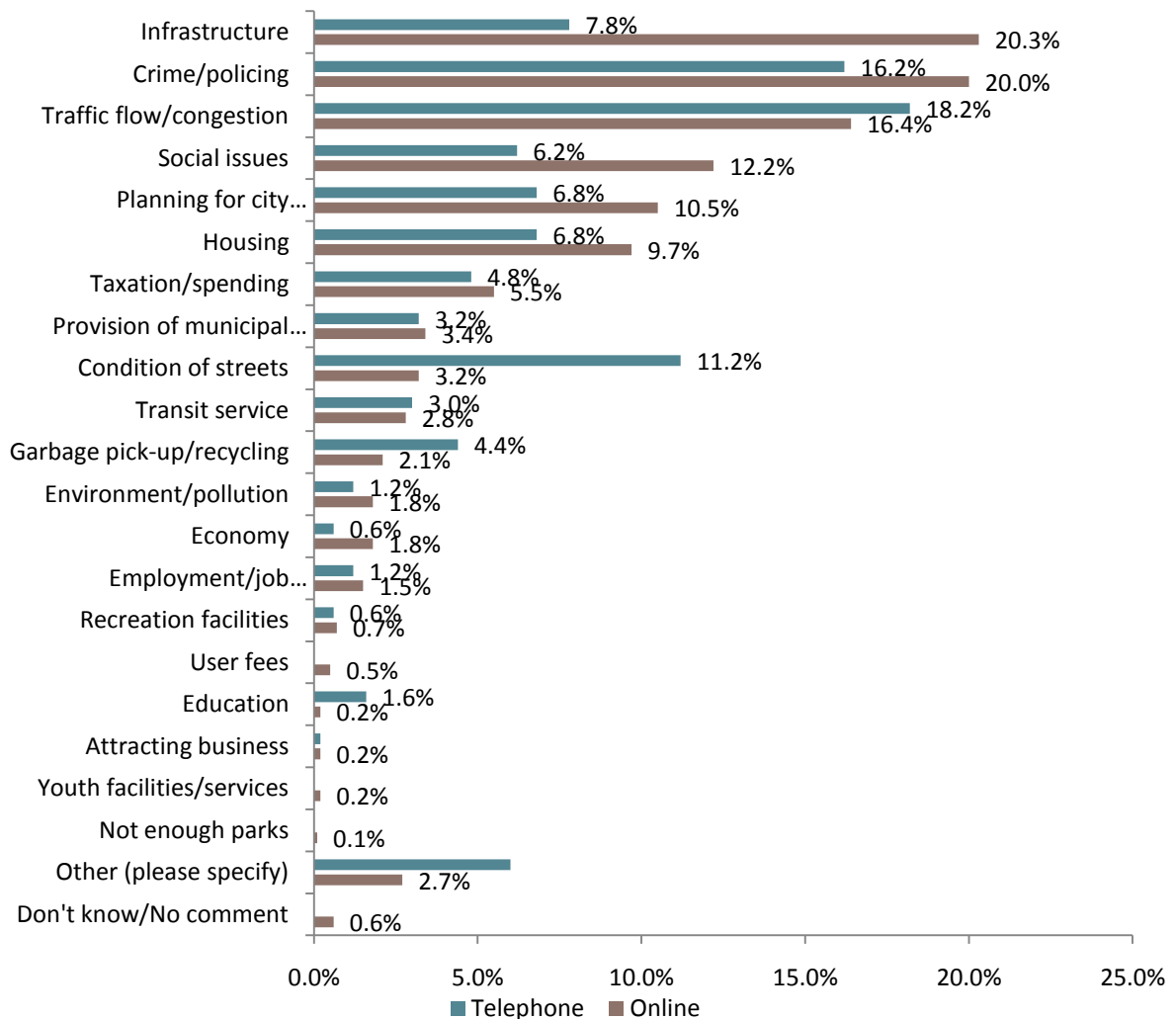


1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, online n=804.

Most Important Issue Facing Saskatoon

When asked to indicate what currently is the single most important issue facing Saskatoon currently, crime and policing is most commonly mentioned (16.2% of telephone and 20.0% of online respondents). Traffic flow and congestion is mentioned by slightly less than two in ten (18.2% and 16.4% respectively), while 7.8% of telephone respondents and two in ten (20.3%) indicate that general infrastructure is the most important issue. Social issues were mentioned by 6.2% of telephone and 12.2% of online respondents. Other issues were mentioned by roughly one in ten or fewer respondents.

Research note: Online respondents were provided with an open text box to provide their answer, while telephone interviewers directed respondents to provide a single issue. Therefore, online responses add up to more than 100%, as some online respondents indicated multiple issues in their response despite being asked to provide only a single issue.



2. 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? Base: All respondents, telephone n=500; online n=804.

Tracking Most Important Issue Facing Saskatoon

Overall, two major issues have had a notable increase in mentions of being the most important issue, compared to 2009. Traffic flow and congestion rose from being mentioned by 8% of respondents in 2009 to 18% in 2010. Similarly, the condition of city streets increased in importance from 4% to 11% in 2010. Notably, few (3%) of online respondents noted street conditions as the most important issue. However, these sentiments are likely classified in the category of “infrastructure”, (20% among online respondents versus 8% among telephone respondents). Taxation and spending has seen a modest drop in important in comparison to 2009 (down six percentage points).

Research note: Traffic flow and street conditions were a common subject of public interest in the summer and fall of 2010, as construction required long term restrictions on the Senator Sid Buckwold Bridge and safety inspections required the closure of the downtown Traffic Bridge. This, combined with large-scale construction projects throughout the city, has likely contributed to the increased importance attributed to traffic flow and the condition of city streets.

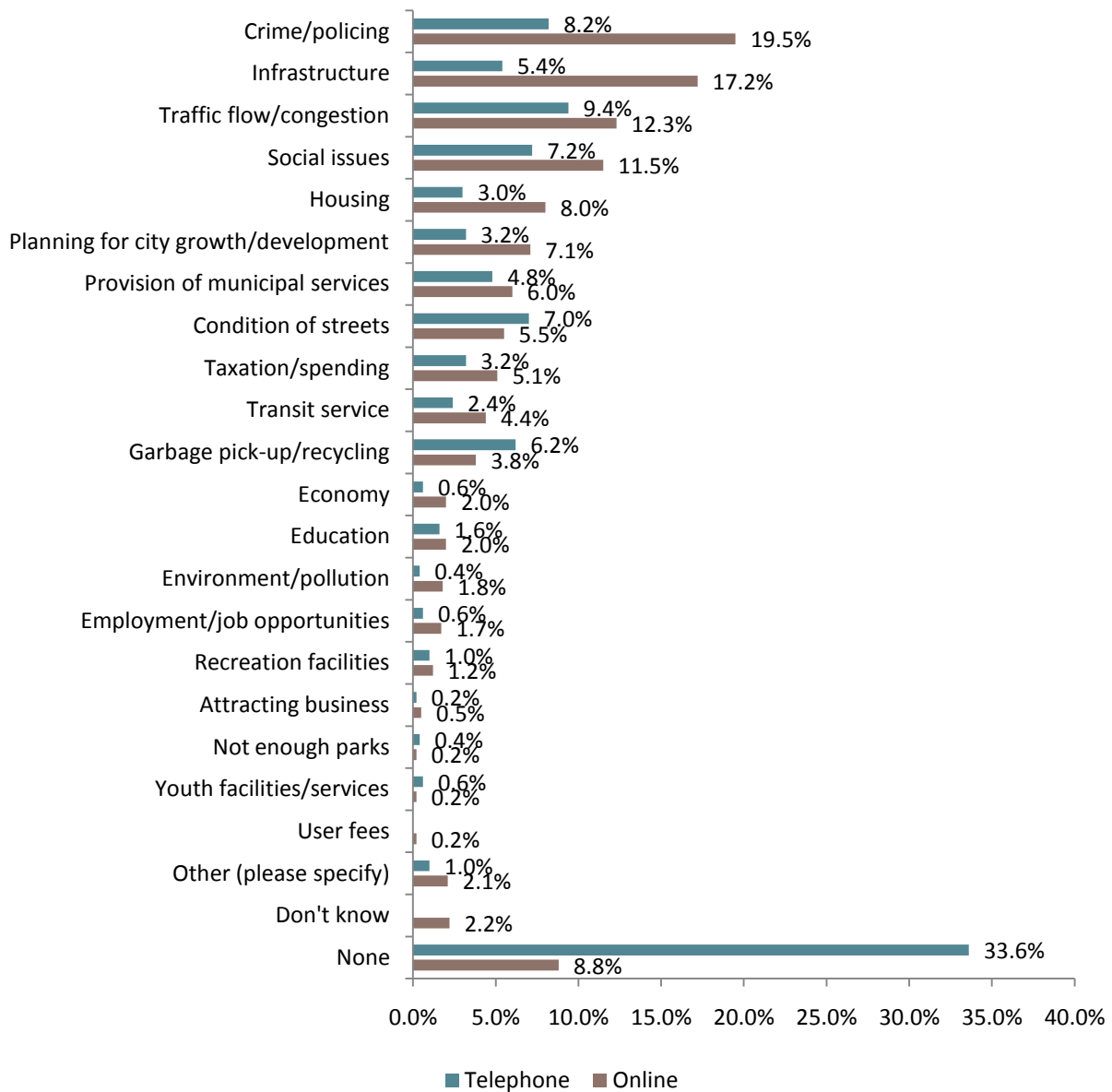
Issues	Comparative Tracking										Telephone Difference from 2009	2010 Online
	2002	2003	2004	2005	2006	2007	2008	2009	2010 Telephone			
Traffic flow/congestion	4%	--	7%	5%	6%	10%	9%	8%	18%	10%	16%	
Condition of streets	5%	4%	8%	9%	16%	8%	8%	4%	11%	7%	3%	
Social issues	7%	3%	4%	4%	4%	5%	10%	4%	6%	2%	12%	
Infrastructure/roads	--	--	--	--	1%	5%	4%	6%	8%	2%	20%	
Crime/policing	11%	43%	30%	32%	35%	19%	18%	16%	16%	0%	20%	
Housing	--	--	--	1%	2%	14%	13%	8%	7%	-1%	10%	
Planning for growth/development	--	--	--	3%	9%	6%	6%	10%	7%	-3%	11%	
Taxation/spending	11%	7%	8%	6%	5%	11%	9%	11%	5%	-6%	6%	

2. 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?

Base: All respondents, telephone n=500; online n=804.

Secondary Issues of Importance

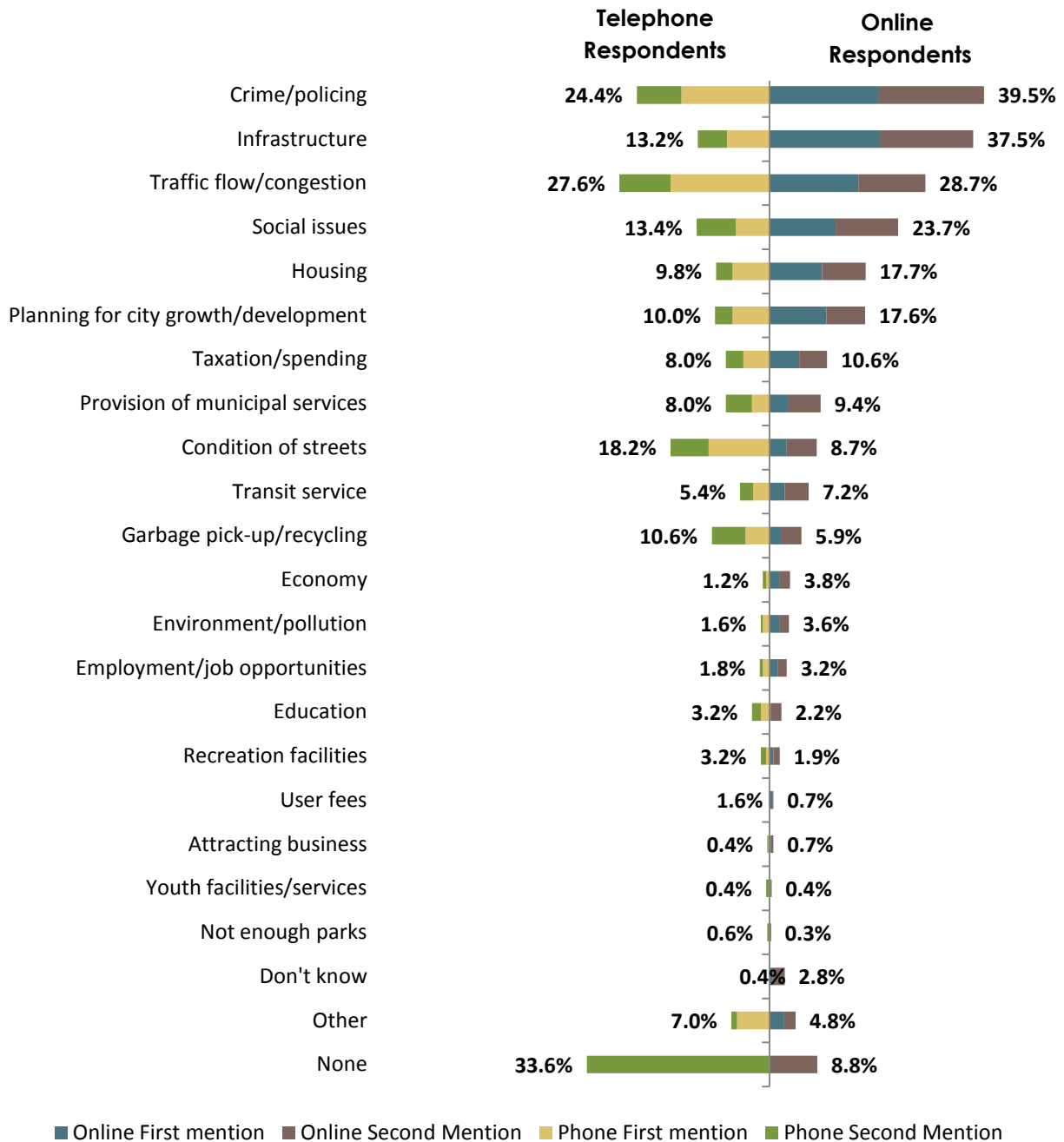
Crime and policing emerges as the top secondary issue among 8.2% of telephone and two in ten (19.5%) online respondents. Infrastructure is of secondary importance to less than two in ten (17.2%) online and one in twenty (5.4%) telephone respondents. Other secondary issues are mentioned by roughly one in ten or fewer respondents. Nearly one in ten (8.8%) online respondents feel that there are no other issues (beyond the primary issue they noted), compared to one third (33.6%) of telephone respondents.



3. Is there any other issue, which you feel is also important, and should receive priority attention? Base: All respondents, telephone n=500; online n=804.

Total Primary and Secondary Issues

When summing the total primary and secondary issues, crime and policing emerges as the top issue (39.5%) among online respondents and second highest (27.6%) among telephone respondents. Infrastructure (37.5% online, 13.2% telephone) and traffic flow (28.7% online, 27.6% telephone) also dominate citizens' perspectives of key issues facing the city.



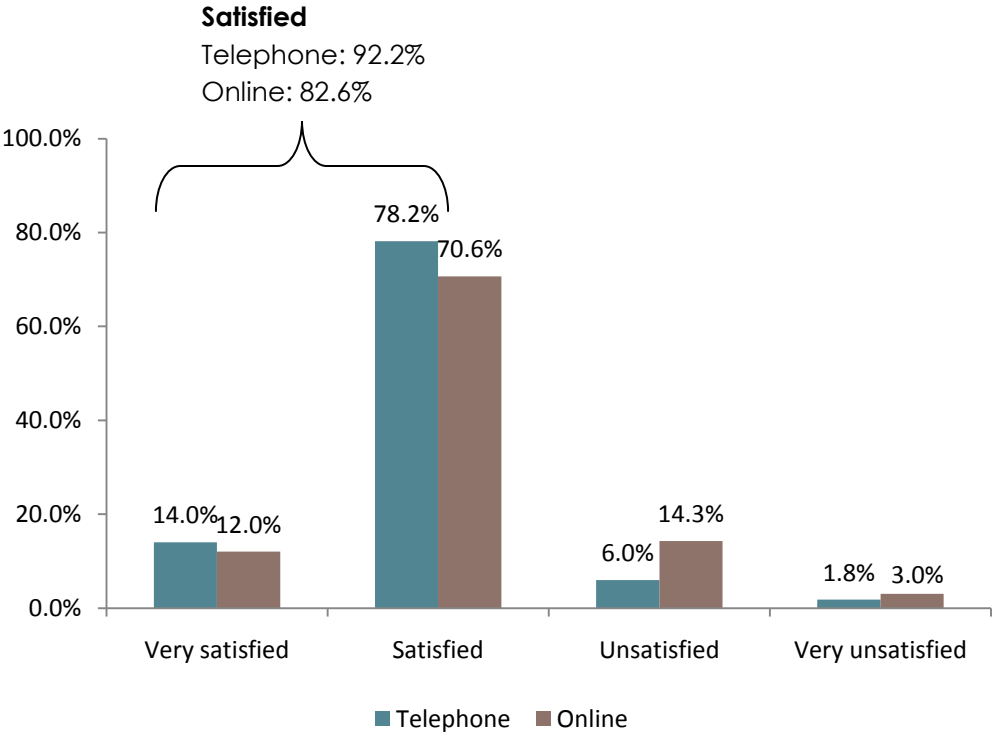
2. In your opinion, what is the single most important issue facing the City of Saskatoon, that is, the one issue you feel should receive the greatest attention?

3. Is there any other issue, which you feel is also important, and should receive priority attention? Base: All respondents, telephone n=500; online n=804.

CIVIC SERVICES SATISFACTION

Overall Satisfaction

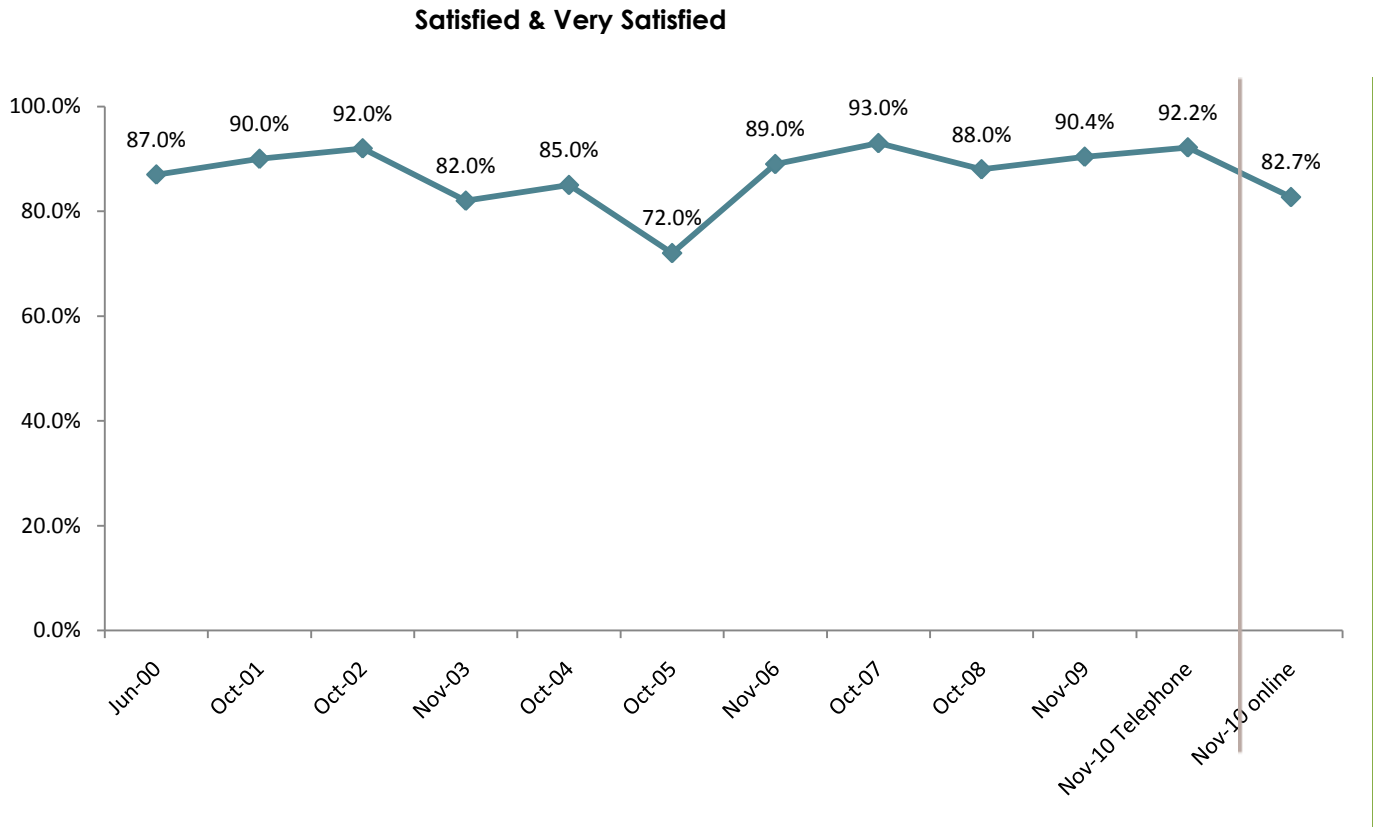
Overall satisfaction with the level of services provided by the City of Saskatoon is positive, but predominately falls within the general “satisfied” category, rather than “very satisfied”. Over one in ten are very satisfied with the level of service (14.0% telephone, 12.0% online) while over seven in ten each are satisfied (78.2% and 70.6% respectively). Over one in ten (14.3%) online respondents are unsatisfied with the overall level of services provided by the City, compared to one in twenty (6.0%) telephone respondents. Satisfaction is softer among online respondents (82.6% satisfied or very satisfied) when compared to telephone respondents (92.2%).



6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents, excluding don't know, telephone, n=499, online, n=794.

Tracking Overall Satisfaction

Satisfaction with the overall level of service offered by the City of Saskatoon has remained high over the years being tracked. While a strong majority of both telephone and online responses in 2010 reflect this high satisfaction, this proportion is notably lower among online respondents.



6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents, excluding don't know, telephone, n=499, online, n=794.

Importance of Specific Civic Services

Respondents were next asked to rate the importance of a wide range of civic services available to citizens using a scale from 1 to 10, where '1' means that the service is not at all important and should not be given any priority, '10' means the service is extremely important and should be given top priority, and '5' means the service is neither important nor unimportant. For ease of reporting, these services have been coded into the City department for which this service falls, as follows:

Infrastructure Services

- Street maintenance in your neighbourhood
- Sidewalk maintenance in your neighbourhood
- Maintenance of major roadways and freeways in the city
- Traffic management
- Maintenance of City trees
- Maintenance of City parks
- Accessibility of City parks
- Ice and snow management
- Repair of watermain breaks
- Maintenance of back lanes
- Parking availability

Utility Services

- Public transportation, buses and bus routes
- Mosquito control
- Quality of drinking water
- Treatment of sewage
- Front-street garbage collection
- Back-lane garbage collection
- Recycling initiatives
- Landfill services
- Electrical services reliability

Fire and Protective Services

- Fire protection services

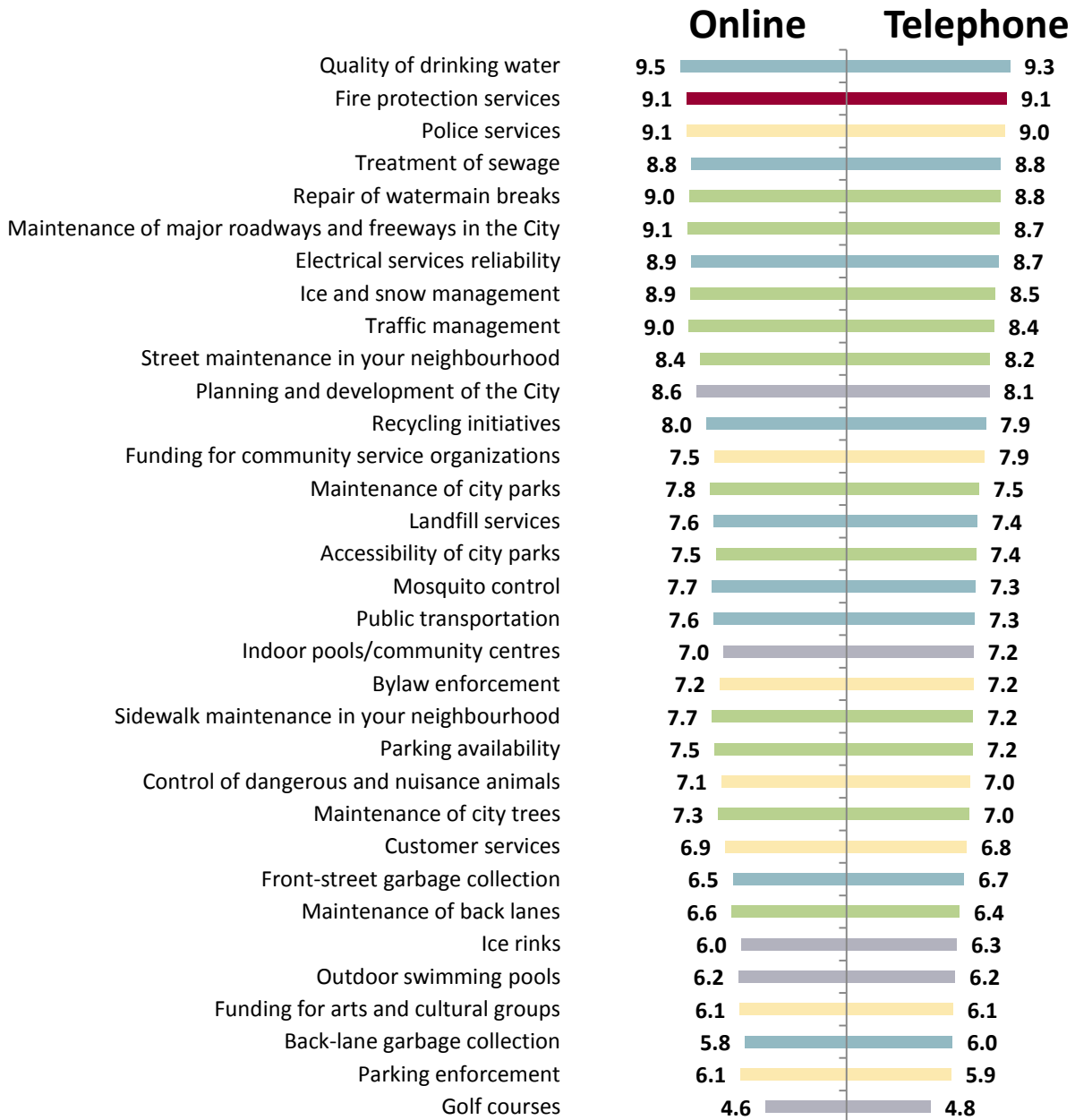
Other

- Funding for arts and cultural groups
- Funding for community service organizations
- Customer services
- Control of dangerous and nuisance animals
- Parking enforcement
- Bylaw Enforcement
- Police Services

Community Services

- Outdoor swimming pools
- Ice rinks
- Golf courses
- Indoor pools/community centres
- Planning and development of the city

Among both telephone and online respondents, the services rated the highest in terms of importance include *quality of drinking water*, *fire protection services* and *police services*. With a few minor exceptions, online and telephone results are fairly consistent.



4. The City of Saskatoon is responsible for providing a variety of different services to you as a resident of the City. I'm going to read you a list of some of these services, and I'd like you to tell me how important each service is to you using a scale of 1 to 10, where 1 means that the service is "Not at all important" and should not be given any priority, 10 means the service is "Extremely important" and should be given top priority, and 5 means the service is neither important nor unimportant to you. Base: All respondents excluding "don't know" responses.

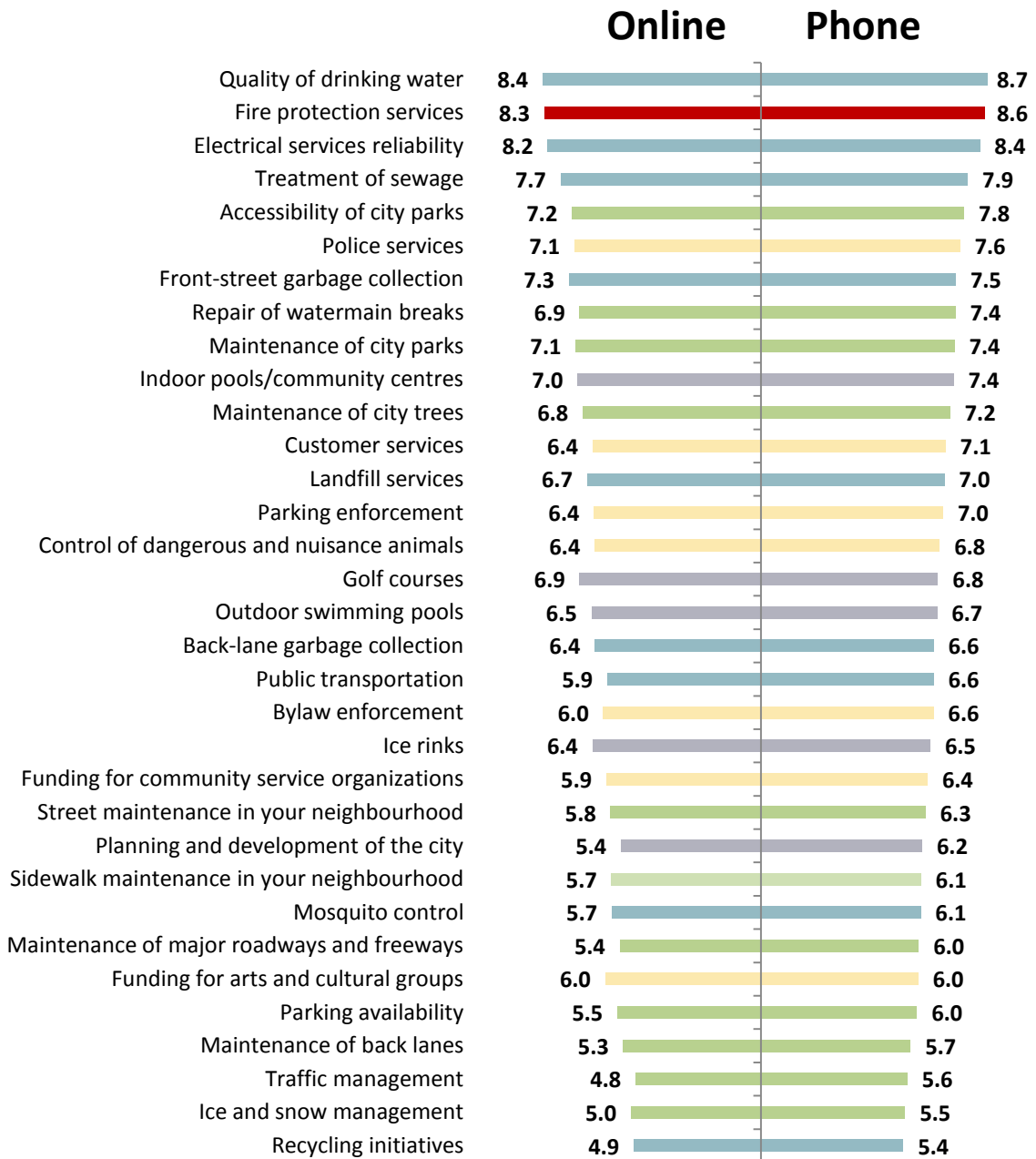
Tracking Importance of Services

When comparing average importance ratings from 2010 telephone results to 2009, findings remain very consistent. The highlighted column in the table below illustrates changes in importance between 2009 and 2010 telephone results.

City of Saskatoon Services:	2006	2007	2008	2009	2010 Telephone	2010 Difference	2010 Online
Traffic management	8.0	8.3	8.3	8.1	8.4	0.3	9.0
Ice and snow management	6.3	6.4	6.7	6.9	7.0	0.2	7.1
Street maintenance in your neighbourhood	8.5	8.9	9	8.3	8.5	0.1	8.9
Fire protection services	8.2	8.0	8	8	8.2	0.1	8.3
Control of dangerous and nuisance animals*	8.8	9.4	9.4	9	9.1	0.1	9.1
Maintenance of major roadways and freeways in the City	8.6	8.7	8.5	8.6	8.7	0.1	9.1
Mosquito control	7.7	8.4	8.1	7.3	7.3	0.1	7.7
Public transportation that is buses and bus routes	6.7	6.8	6.8	7.2	7.3	0.1	7.6
Funding for community service organizations that help people in need	7.6	8.2	8.3	7.8	7.8	0.1	7.5
Quality of drinking water	6.1	6.6	6.6	6.2	6.3	0.1	6.0
Ice rinks	7.1	7.7	7.7	7.2	7.2	0.1	7.0
Police services	5.9	6.3	6.4	6.1	6.2	0.1	6.2
Indoor pools/community centres	9.2	9.5	9.6	9.3	9.3	0	9.5
Recycling initiatives	9.1	9.5	9.4	9.0	9.0	0	9.1
Outdoor swimming pools	8.8	9.2	9.3	8.7	8.7	0	8.9
Electrical services reliability	6.3	6.8	7	6.1	6.1	0	6.1
Funding for arts and cultural groups	7.1	7.5	7.5	7.2	7.2	0	7.7
Repair of watermain breaks**	6.8	7.3	7.3	6.4	6.4	0	6.5
Parking availability	7.7	8.7	8.8	8.0	7.9	-0.1	8.0
Sidewalk maintenance in your neighbourhood	8.7	9.1	9.1	8.8	8.7	-0.1	9.0
Maintenance of back lanes	7.3	8.1	7.9	7.2	7.2	-0.1	7.5
Planning and development of the city	8.3	8.8	8.7	8.3	8.1	-0.1	8.6
Landfill services	7.5	8.3	8.2	7.5	7.4	-0.1	7.6
Bylaw enforcement	7.7	7.8	7.9	7.4	7.2	-0.2	7.2
Maintenance of City parks	7.8	7.6	7.4	6.9	6.7	-0.2	6.5
Maintenance of City trees	7.7	8.3	8.3	7.8	7.5	-0.3	7.8
Front-street garbage collection	-	-	8.0	7.3	7.0	-0.4	7.3
Customer services	7.3	8.0	8.0	7.2	6.8	-0.4	6.9
Accessibility of City parks	7.5	8.1	8.1	7.8	7.4	-0.4	7.4
Parking enforcement	6.4	6.9	6.8	6.4	5.9	-0.4	6.0
Treatment of sewage	9.1	9.4	9.5	9.2	8.8	-0.4	8.8
Golf courses	7.4	7.8	7.8	6.5	6.0	-0.5	5.8
Back-lane garbage collection	5.5	5.8	5.4	5.4	4.8	-0.7	4.6

Assessment of City’s Performance Delivering Civic Services

Respondents were next asked to rate their assessment of how well the City is delivering these civic services using a 10 point scale, where 1 is “very poor” and 10 is “excellent”. The top three services that received the average highest ratings include the *quality of drinking water*, *fire protection services*, and *electrical services reliability*. As anticipated, ratings from online respondents are generally somewhat lower than assessments provided by telephone respondents.



5. Now I would like you to tell me how the City of Saskatoon is doing in delivering these services. We’ll use the same scale of 1 to 10, where 1 means that the service is “Very poor”, 10 means the service is “Excellent” and 5 means the service is “Average”. Remember, you can pick any number from 1 to 10. Base: All respondents excluding “don’t know” responses.

Tracking Performance Delivering Services

Performance assessment averages among 2010 telephone respondents have increased slightly for a number of factors compared to 2009. However, the City's performance ratings on the maintenance of major roadways and freeways, ice and snow management, and mosquito control have shown a notable decline.

As the online methodology commonly receives lower performance ratings on average, results are not directly comparable, but may be indicative of further areas of focus for the City.

City of Saskatoon Services:	2006	2007	2008	2009	2010 Telephone	Differences 2009 - 2010	2010 Online
Recycling initiatives	6.1	5.2	5.5	5.2	5.4	0.2	4.9
Landfill services	7.7	7	6.9	6.8	7.0	0.2	6.7
Treatment of sewage	8.5	8.3	8.4	7.7	7.9	0.2	7.7
Parking enforcement	7.2	7.3	7.2	6.8	7.0	0.2	6.4
Customer services	7.8	7.3	7.4	6.9	7.1	0.2	6.4
Quality of drinking water	8.5	8.8	8.8	8.5	8.7	0.2	8.4
Parking availability	6.1	5.9	6	5.8	6.0	0.2	5.5
Fire protection services	8.6	8.7	8.7	8.4	8.6	0.2	8.3
Front-street garbage collection	8.4	7.8	7.5	7.3	7.5	0.2	7.3
Outdoor swimming pools	8.1	6.9	6.5	6.6	6.7	0.1	6.5
Maintenance of City parks	7.4	7.4	7.4	7.3	7.4	0.1	7.1
Bylaw enforcement	7.7	6.7	7.1	6.5	6.6	0.1	6.0
Street maintenance in your neighbourhood	5.7	5.7	5.8	6.2	6.3	0.1	5.8
Electrical services reliability	8.5	8.6	8.6	8.3	8.4	0.1	8.2
Accessibility of City parks	7.8	7.7	7.6	7.7	7.8	0.1	7.2
Funding for community service organizations	7.2	6.4	6.3	6.3	6.4	0.1	5.9
Planning and development of the city	6.5	6.1	6.4	6.1	6.2	0.1	5.4
Repair of watermain breaks**	7.5	7.6	7.5	7.4	7.4	0.0	6.9
Maintenance of City trees	-	-	7.5	7.2	7.2	0.0	6.8
Control of dangerous animals*	7.5	6.6	6.6	6.8	6.8	0.0	6.4
Sidewalk maintenance in your neighbourhood	5.3	5.5	5.6	6.1	6.1	0.0	5.7
Maintenance of back lanes	6.9	5.6	5.8	5.7	5.7	0.0	5.3
Police services	7.5	7.4	7.7	7.6	7.6	0.0	7.1
Indoor pools/community centres	7.9	7.5	7.4	7.4	7.4	0.0	7.0
Funding for arts and cultural groups	7.4	6.4	6.3	6.1	6.0	-0.1	6.0
Back-lane garbage collection	8.3	7.2	7.4	6.7	6.6	-0.1	6.4
Public transportation	7.6	6.2	6.3	6.7	6.6	-0.1	5.9
Ice rinks	7.9	6.8	6.7	6.6	6.5	-0.1	6.4

Traffic management	6.2	5.6	5.7	5.8	5.6	-0.2	4.8
Golf courses	8.3	7.3	7.2	7	6.8	-0.2	6.9
Maintenance of major roadways and freeways	6.6	6	6.3	6.4	6.0	-0.4	5.4
Ice and snow management	5.8	5.6	6.1	5.9	5.5	-0.4	5.0
Mosquito control	6.9	6.2	6.8	6.7	6.1	-0.6	5.7

Comparing Importance and Performance

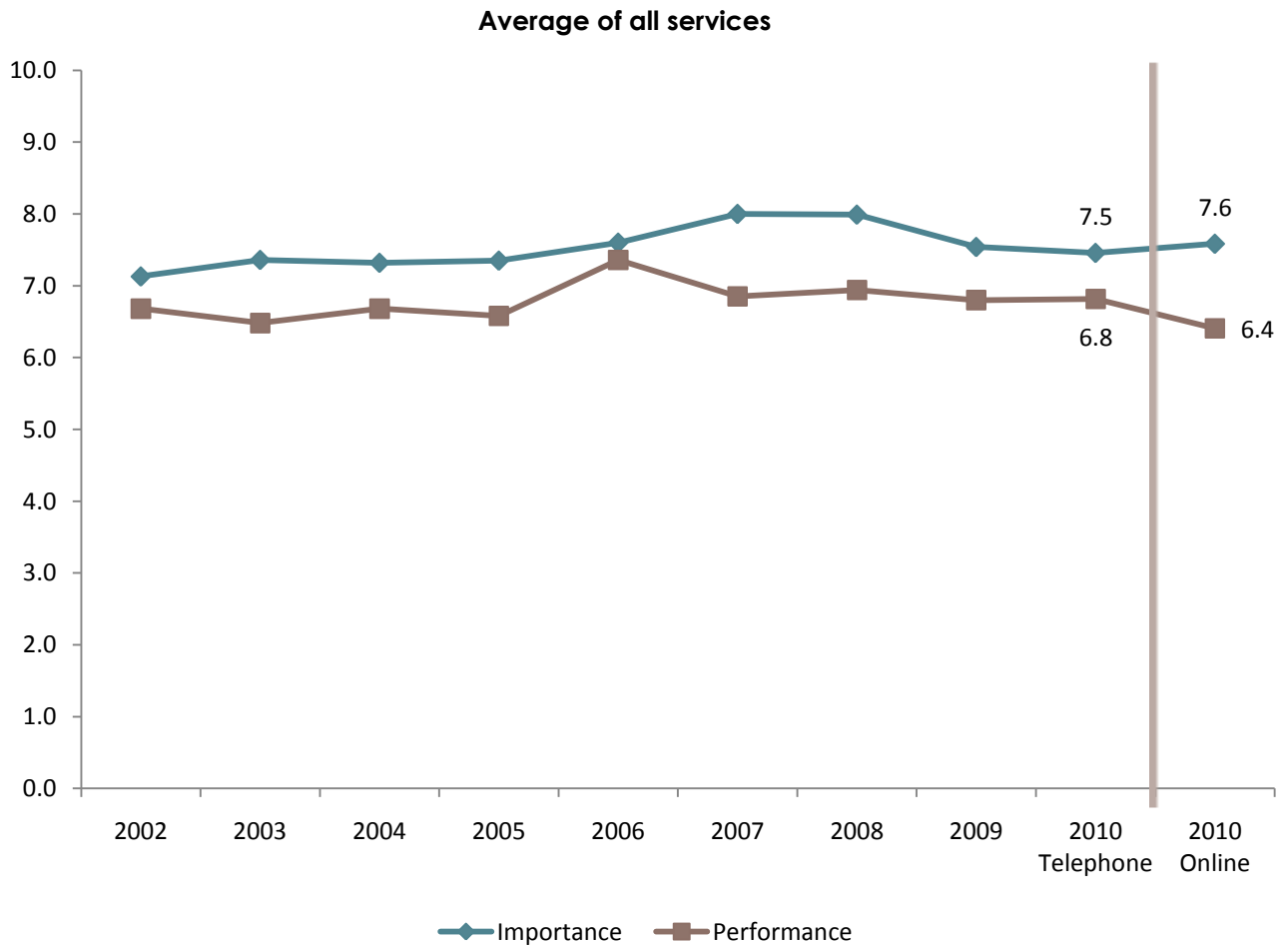
The following table illustrates the difference between the importance of services and the perceived performance at delivering these services. Differences between importance and performance ratings are fairly consistent between online and telephone results. The four areas that have the strongest negative disparity between their relative importance and performance ratings include *planning and development of the City, maintenance of major roadways and freeways in the City, ice and snow management, and traffic management*.

	Telephone Results			Online Results		
	Importance	Performance	Difference	Importance	Performance	Difference
Golf courses	4.8	6.8	2.0	4.6	6.9	2.3
Front-street garbage collection	6.7	7.5	0.8	6.5	7.3	0.9
Back-lane garbage collection	6.0	6.6	0.6	5.8	6.4	0.6
Ice rinks	6.3	6.5	0.2	6.0	6.4	0.4
Parking enforcement	5.9	7.0	1.0	6.0	6.4	0.3
Outdoor swimming pools	6.2	6.7	0.6	6.2	6.5	0.3
Indoor pools/community centres	7.2	7.4	0.2	7.0	7.0	0.0
Funding for arts and cultural groups	6.1	6.0	0.0	6.1	6.0	-0.1
Accessibility of city parks	7.4	7.8	0.4	7.4	7.2	-0.2
Customer services	6.8	7.1	0.2	6.9	6.4	-0.5
Maintenance of city trees	7.0	7.2	0.3	7.3	6.8	-0.5
Maintenance of city parks	7.5	7.4	-0.1	7.8	7.1	-0.7
Electrical services reliability	8.7	8.4	-0.3	8.9	8.2	-0.7
Control of dangerous and nuisance animals	7.0	6.8	-0.2	7.1	6.4	-0.8
Fire protection services	9.1	8.6	-0.5	9.1	8.3	-0.8
Landfill services	7.4	7.0	-0.4	7.6	6.7	-0.9
Quality of drinking water	9.3	8.7	-0.6	9.5	8.4	-1.1
Treatment of sewage	8.8	7.9	-0.8	8.8	7.7	-1.2
Bylaw enforcement	7.2	6.6	-0.6	7.2	6.0	-1.2
Maintenance of back lanes	6.4	5.7	-0.7	6.5	5.3	-1.3
Funding for community service organizations	7.8	6.4	-1.5	7.5	5.9	-1.6
Public transportation	7.3	6.6	-0.7	7.6	5.9	-1.7
Sidewalk maintenance in your neighbourhood	7.2	6.1	-1.1	7.7	5.7	-1.9
Mosquito control	7.3	6.1	-1.2	7.7	5.7	-1.9
Police services	9.0	7.6	-1.4	9.1	7.1	-2.0
Parking availability	7.2	6.0	-1.2	7.5	5.5	-2.0
Repair of watermain breaks	8.7	7.4	-1.3	9.0	6.9	-2.0
Street maintenance in your neighbourhood	8.2	6.3	-1.9	8.3	5.8	-2.6

Recycling initiatives	7.9	5.4	-2.5	8.0	4.9	-3.1
Planning and development of the City	8.1	6.2	-2.0	8.6	5.4	-3.2
Maintenance of major roadways and freeways in the City	8.7	6.0	-2.7	9.1	5.4	-3.7
Ice and snow management	8.5	5.5	-3.0	8.9	5.0	-3.9
Traffic management	8.4	5.6	-2.8	9.0	4.8	-4.2

Tracking Importance and Performance

Overall aggregate averages for importance and performance of all statements combined have remained relatively consistent since 2007. As noted earlier, satisfaction ratings are lower for most statements among online respondents, as is demonstrated by the lower average for all statements (6.4).



Aggregate Average	2002	2003	2004	2005	2006	2007	2008	2009	2010 Telephone	2010 Online
Importance	7.1	7.4	7.3	7.4	7.6	8.0	8.0	7.5	7.5	7.6
Performance	6.7	6.5	6.7	6.6	7.4	6.9	6.9	6.8	6.8	6.4

Quadrant Analysis

To more clearly delineate areas of strength and weakness in the City of Saskatoon service offerings, a quadrant analysis was performed for each service using importance of and performance with the service features. Quadrants have been divided based on average importance ratings for all services measured (7.54) and a minimum performance average threshold defined by the City of 7.5. The four quadrants are defined as follows:

Critical Weaknesses (Top Left Quadrant)

Critical Weaknesses represent services believed to be of comparatively high importance yet opinion on performance of such services is comparatively lower. As a result, these are top priority areas in which more effort could be placed on to improve performance.

Latent Weaknesses (Bottom Left Quadrant)

Latent Weaknesses represent services believed to be comparatively lower in importance and, at the same time, have lower performance assessments. These issues should be monitored as if importance in these areas increases, efforts may be required to improve performance.

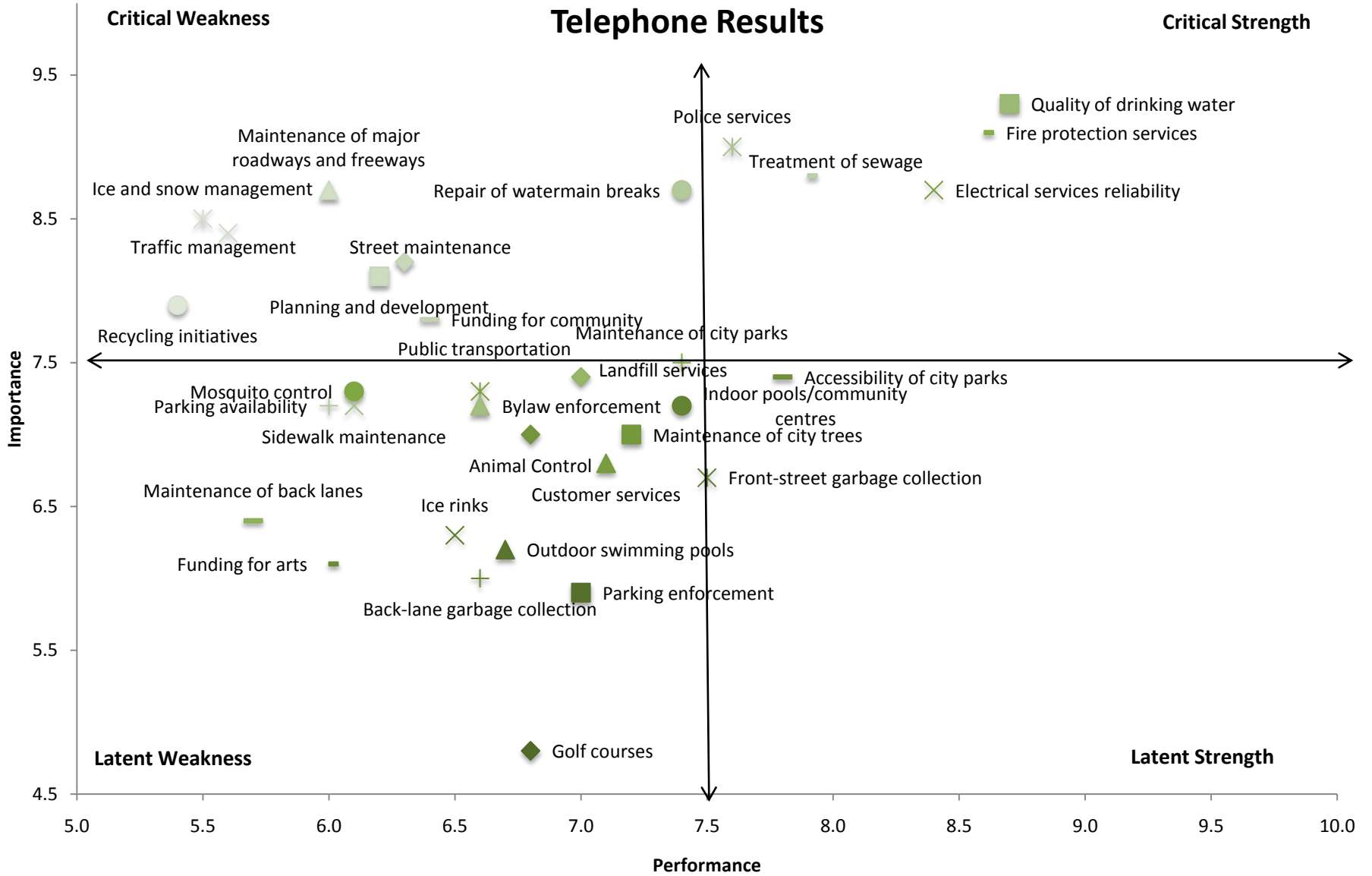
Critical Strengths (Top Right Quadrant)

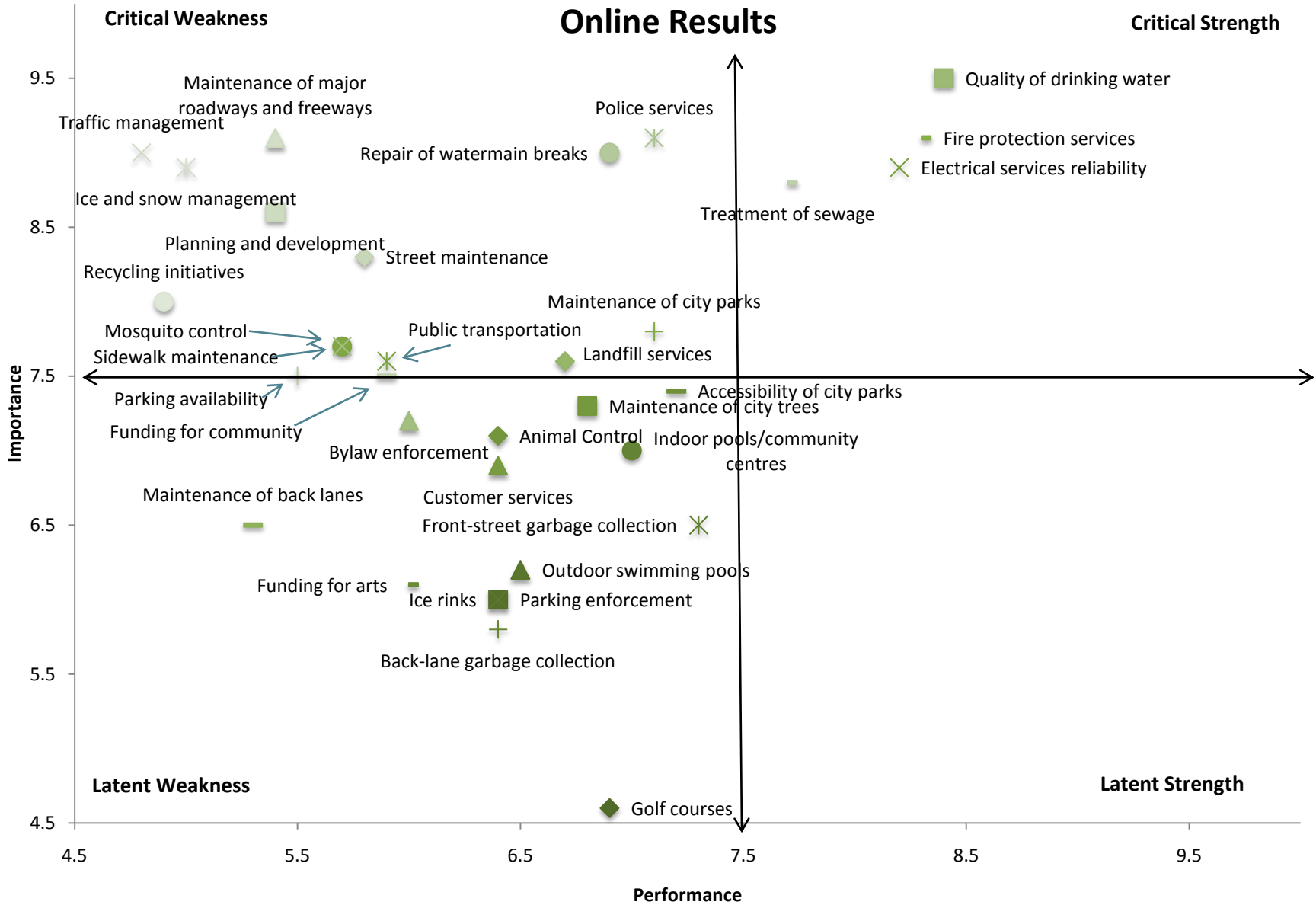
Critical Strengths represent services with both high importance and high performance ratings. Continued strong performance in these areas is essential.

Latent Strength (Bottom Right Quadrant)

Latent Strengths are areas where the population rate a high degree of performance with services yet they do not see as much relative importance in these areas. Efforts in these areas could potentially be diverted to addressing critical weaknesses

Due to the two different sampling techniques and methodologies utilized in the 2010 survey, two separate quadrant analyses have been presented.





Quadrant Analysis

As noted in the above quadrant analyses, key critical weaknesses include:

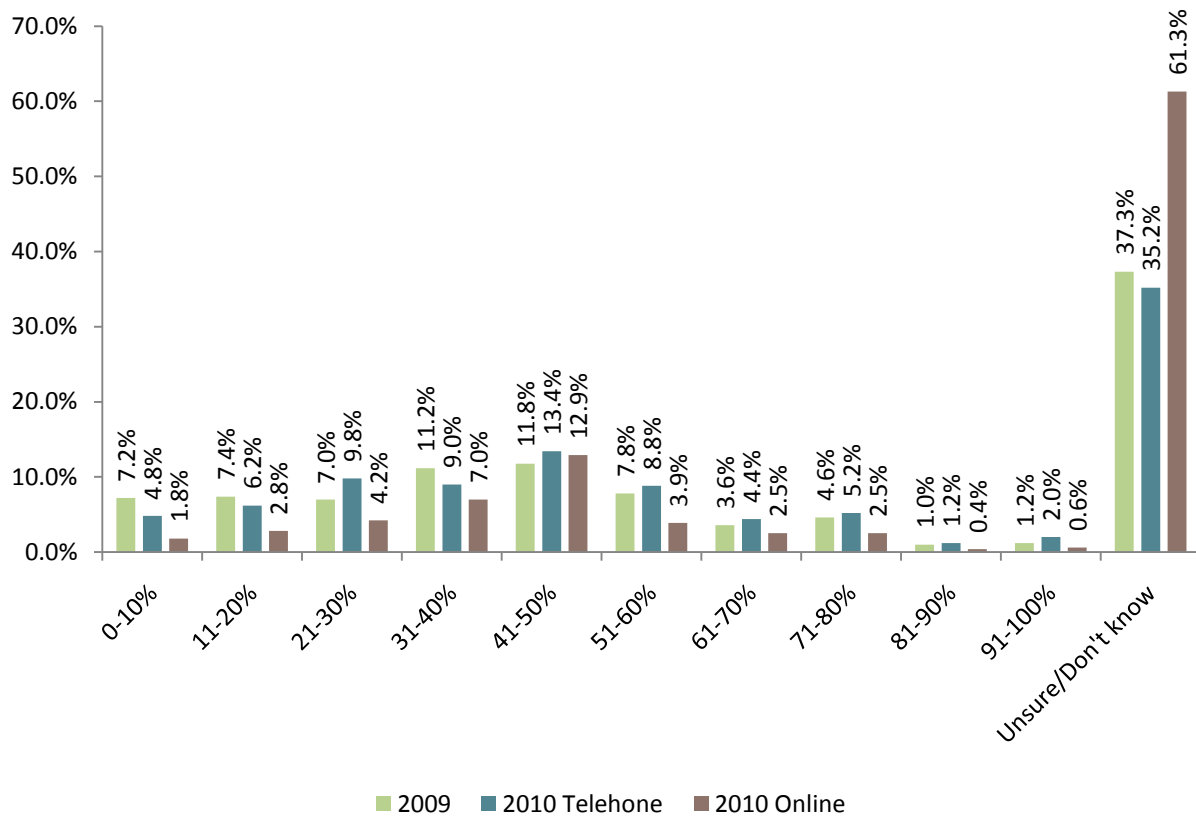
Telephone	Online
<ul style="list-style-type: none"> • Recycling initiatives • Traffic management • Ice and snow management • Maintenance of major roadways and freeways 	<ul style="list-style-type: none"> • Recycling initiatives • Traffic management • Ice and snow management • Maintenance of major roadways and freeways • Repair of watermain breaks • Police services • Planning and development • Street maintenance • Public transportation • Parking availability • Funding for community organizations • Landfill • Maintenance of city trees • Accessibility of city parks • Maintenance of city parks • Mosquito control

As noted above, there are a greater number of critical weaknesses among online respondents when compared to findings based on the telephone survey. While online respondents tend to offer lower assessments in general, these assessments may be more closely aligned with true satisfaction levels among Saskatoon citizens. This suggests that if a threshold of 7.5 is to be maintained by the City, there are several areas of critical importance that should be addressed over the coming year.

Perceptions of Property Tax Spending

Overall, perceptions of property tax proportions paid to the City of Saskatoon remain consistent among telephone respondents. The largest proportion of 2010 telephone respondents (35.2%) admits they do not know what percentage of property taxes go to the municipal government. Only 13.4% correctly identify that between 41% and 50% of property taxes go to the City of Saskatoon.

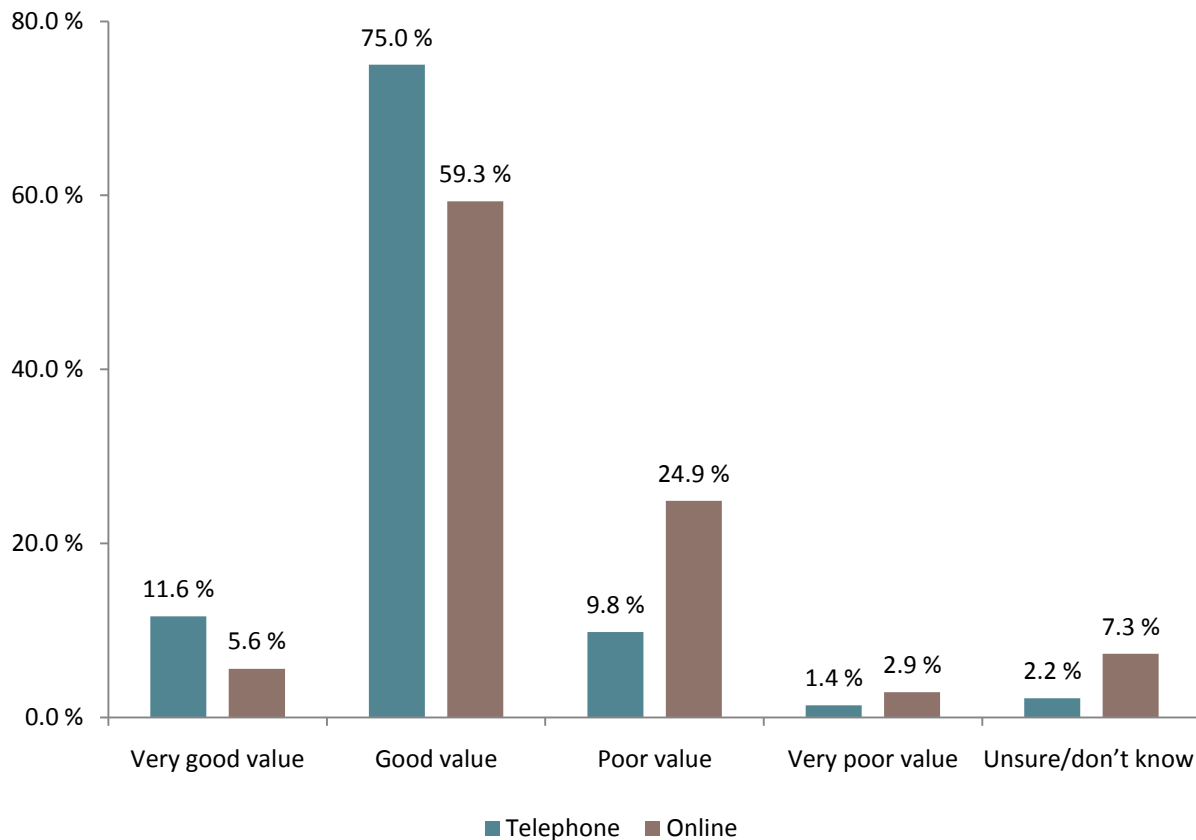
Results from online respondents demonstrate a similar proportion who correctly identify the percentile range (12.9%); however, significantly more residents indicate that they do not know (61.3%) how much of their property taxes go to the City of Saskatoon. This disparity is likely due to the absence of prompting for a “best guess” from a telephone interviewer among online respondents.



7. Can you tell me what percentage of property taxes paid by property owners in Saskatoon goes to the City of Saskatoon to pay for civic services? Base: All respondents, telephone n=500; online n=804.

Perception of Value for Property Taxes

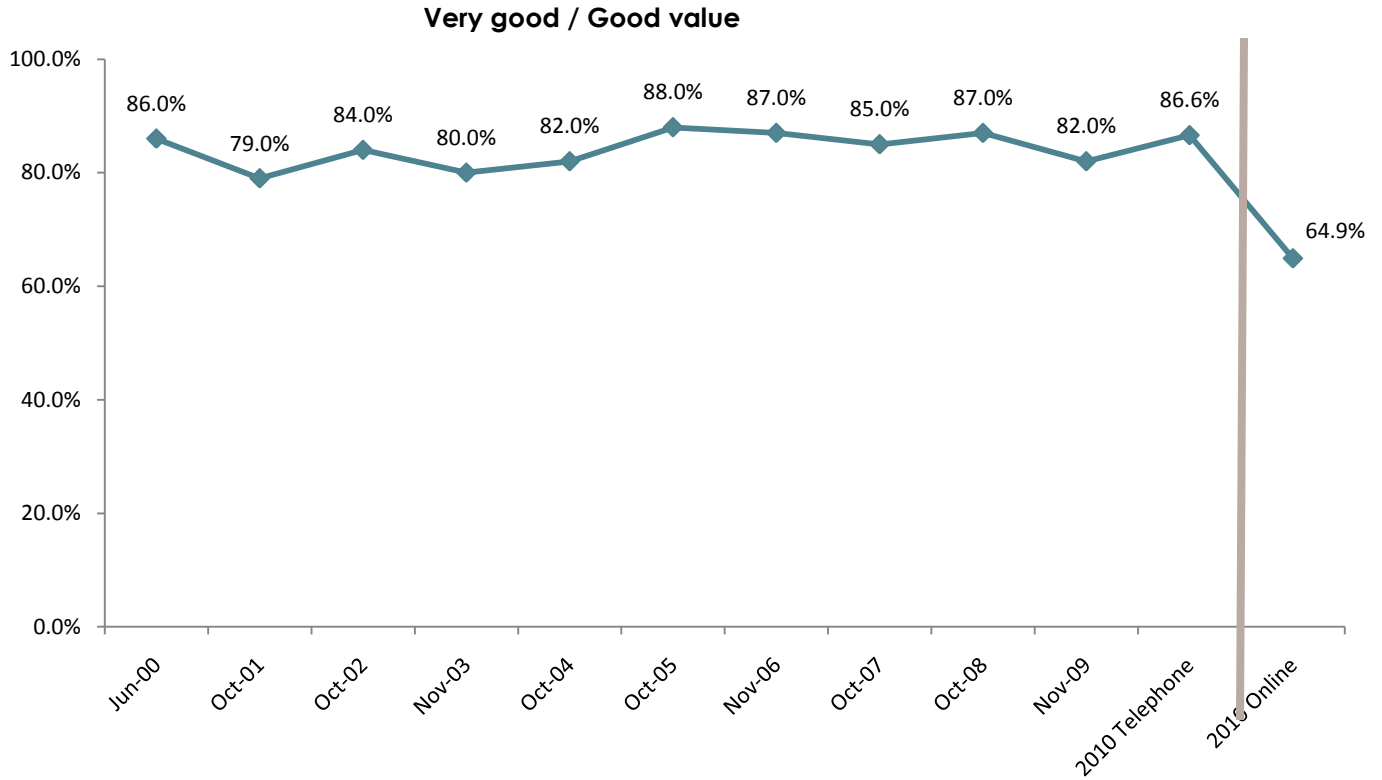
While a majority of both telephone (86.6%) and online (64.9%) respondents feel they receive good or very good value from their property taxes, online respondents are more likely to report that they receive poor value for the property taxes paid (24.9% online versus 9.8% telephone).



8. About 46% of your property taxes go toward paying for civic services. The remaining 54% goes toward the school boards and library. Thinking now only about the programs and service you received from the City of Saskatoon, would you say that, overall you get... Base: All respondents, telephone n=500; online n=804.

Tracking Value for Property Taxes

Ratings among 2010 telephone respondents for the value received for property taxes received remains consistent with previous years. As noted earlier though, online respondents offer notably lower assessments in this area. In future years, there may be benefit in adding an open-ended question to gain further insight as to why lower assessments are offered by respondents.



8. About 46% of your property taxes go toward paying for civic services. The remaining 54% goes toward the school boards and library. Thinking now only about the programs and service you received from the City of Saskatoon, would you say that, overall you get... Base: All respondents, telephone n=500; online n=804.

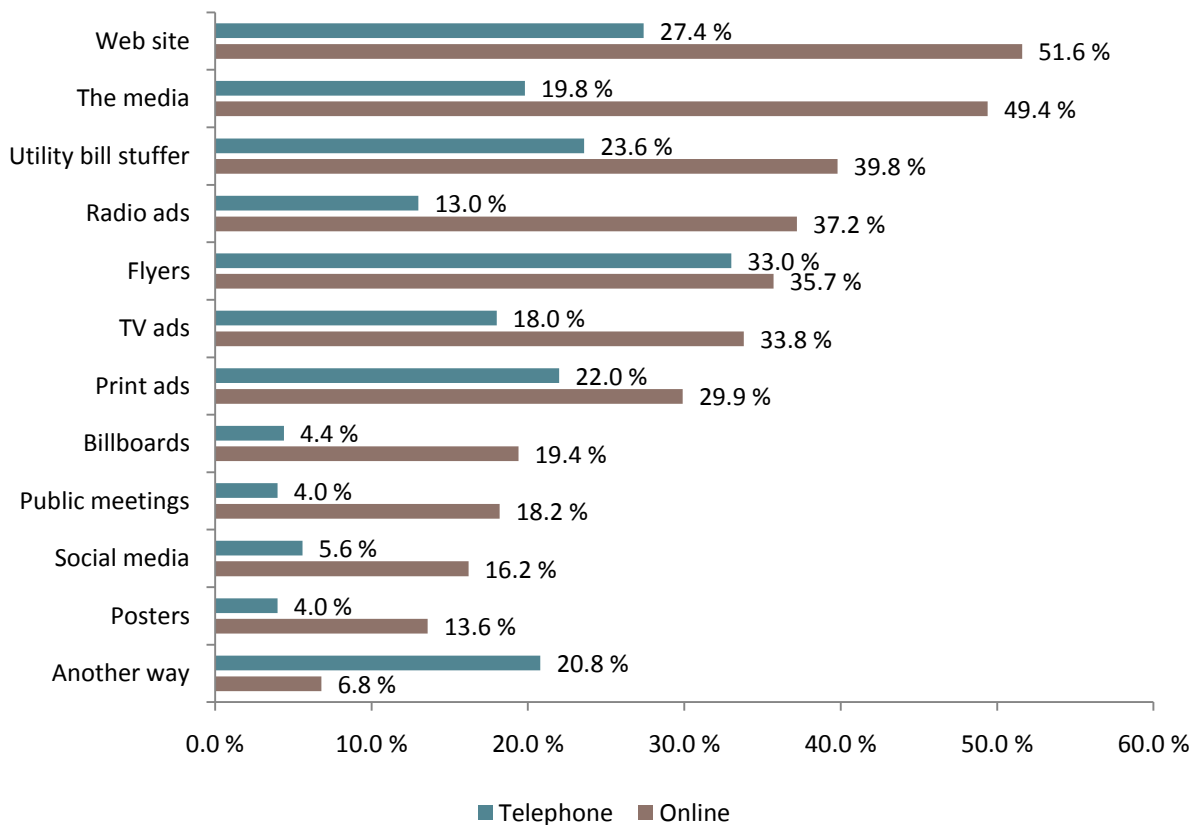
TOPICAL ISSUE: SOCIAL NETWORKING & RECEIVING INFORMATION FROM THE CITY

Method of Receiving Information Preference

When asked how respondents prefer to receive information about City programs and services, a wide variety of methods were mentioned by respondents. A majority of online respondents say they prefer to receive information about City of Saskatoon programs and services through the website (51.6%) or the media (49.4%). Other common preferred sources among this respondent base include utility bill stuffers (39.8%), radio ads (37.2%), flyers 35.7%, and TV ads (33.8%).

Conversely, the most popular option among telephone respondents is flyers (33.0%), followed by the website (27.4%), utility bill stuffer (23.6%), and print ads (22.0%).

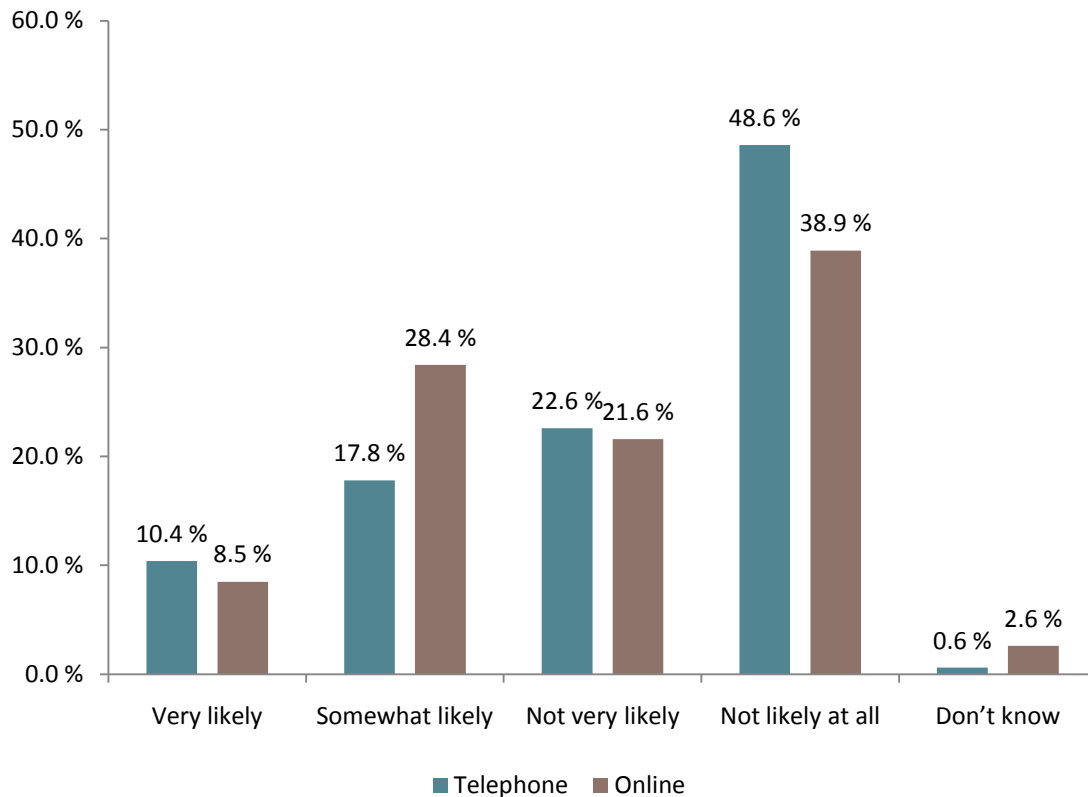
Research note: Online respondents were provided with a list of options and could select as many sources as they like. Telephone respondents were read the list if necessary but were first asked to volunteer options. As such, all options are more frequently selected by online respondents due to having seen the list.



9. Changing topics slightly, how do you prefer to receive information about all types of City of Saskatoon programs and services? Base: All respondents, telephone n=500; online n=804.

Likelihood to Use Social Media Tools to Receive Civic Information

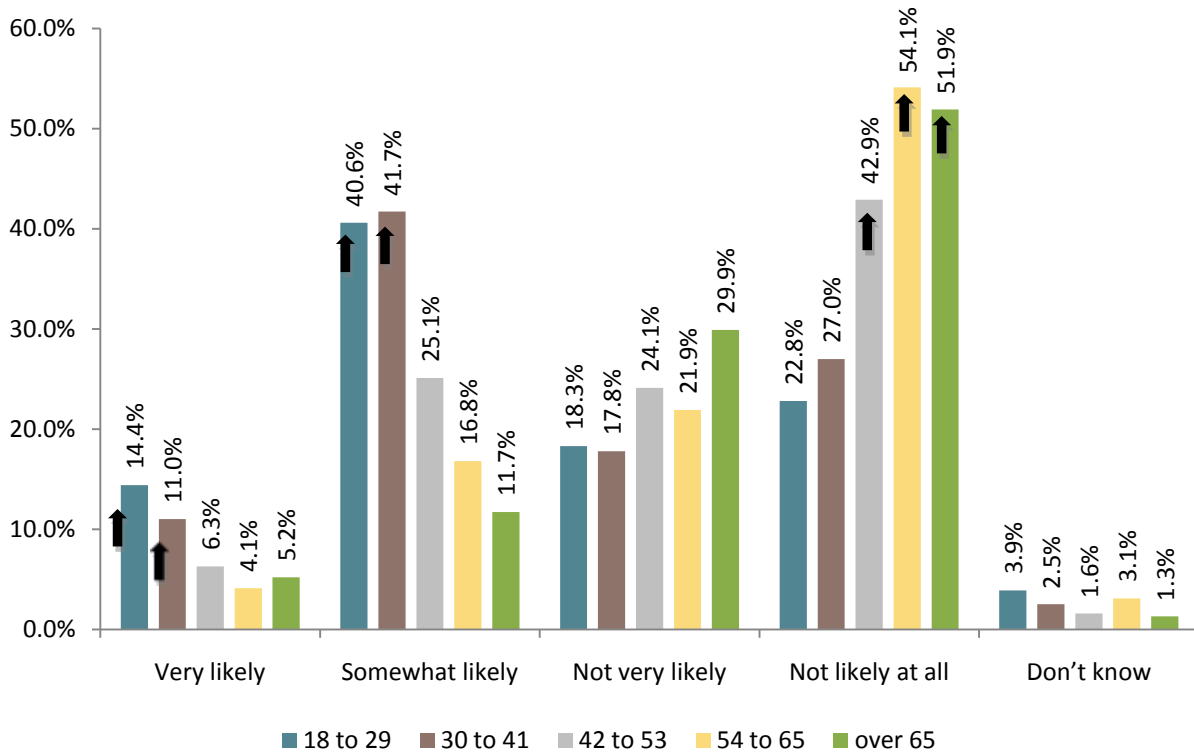
As expected, online respondents are notably more likely than telephone respondents to say they would use social media to access civic information. In particular, over one third (36.9%) of online respondents are either very likely (8.5%) or somewhat likely (28.4) to access such information sources. In comparison, about one quarter (28.2%) of telephone respondents indicate a similar likelihood. Nearly one half of telephone (48.6%) and four in ten online (38.9%) respondents are not at all likely to access civic information through social media sites, suggesting that while some will access civic information via social media tools, it will not likely be a dominate communications vehicle for the City.



10. The City of Saskatoon recently introduced various social media tools to better communicate with citizens. This includes introducing a blog, using Twitter, Facebook, and YouTube. How likely are you to use these tools to receive information from the City of Saskatoon? Base: All respondents, telephone n=500; online n=804.

Likelihood to Use Social Media Tools to Receive Civic Information - by Age (online respondents only)

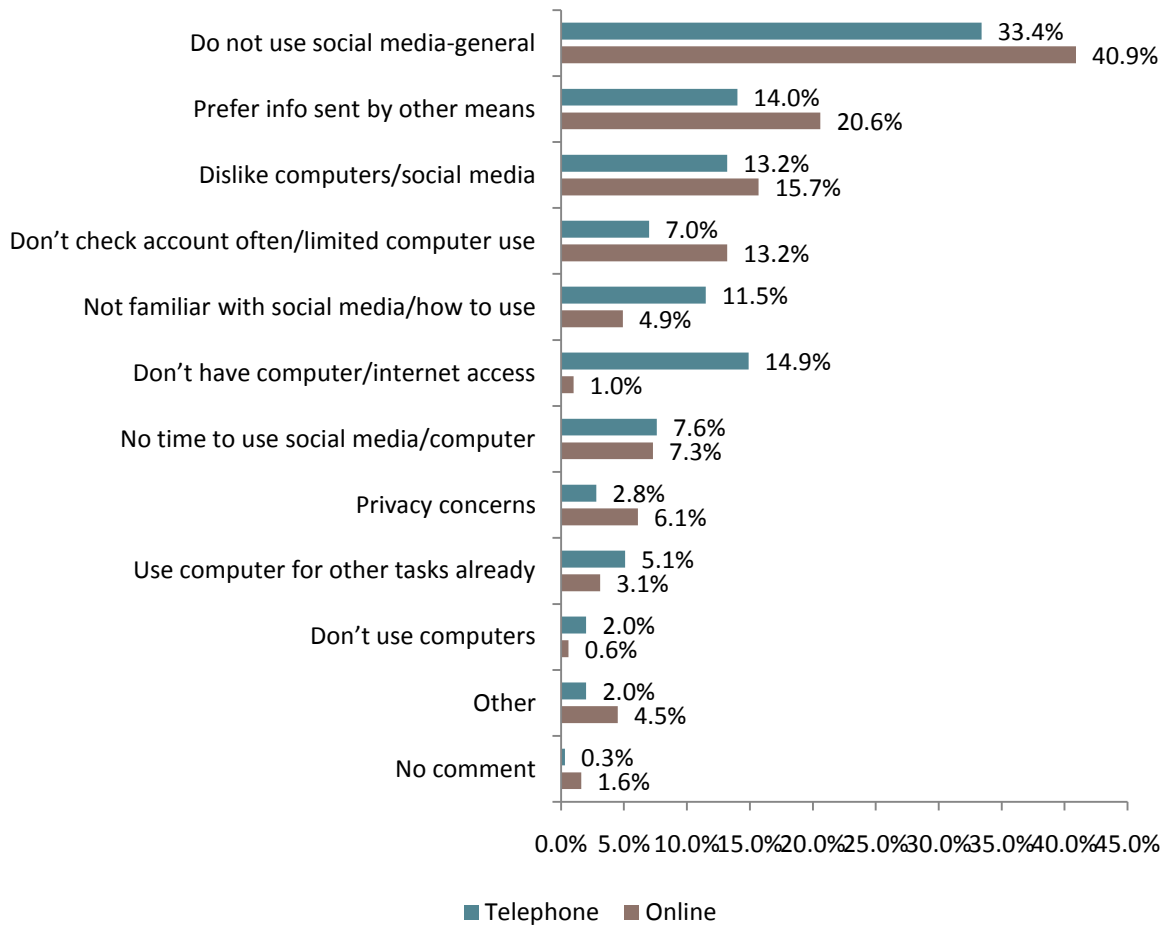
Comparatively younger respondents are significantly more likely than older respondents to be very or somewhat likely to access social media content from the City of Saskatoon. This finding suggests that if the City desires to reach out and communicate to younger city residents, social media may prove to be an effective medium.



10. The City of Saskatoon recently introduced various social media tools to better communicate with citizens. This includes introducing a blog, using Twitter, Facebook, and YouTube. How likely are you to use these tools to receive information from the City of Saskatoon? Base: All respondents, telephone n=500; online n=804.

Reasons to Not Access Civic Social Media Information

The most prevalent reason among both telephone (33.4%) and online (40.9%) respondents for being unlikely to access City of Saskatoon social media content is that respondents do not use social media. Two in ten (20.6%) online and over one in ten (14.0%) telephone respondents prefer information disseminated by other means, while nearly equal proportions (15.7% online, 13.2% telephone) dislike computers and/or social media.

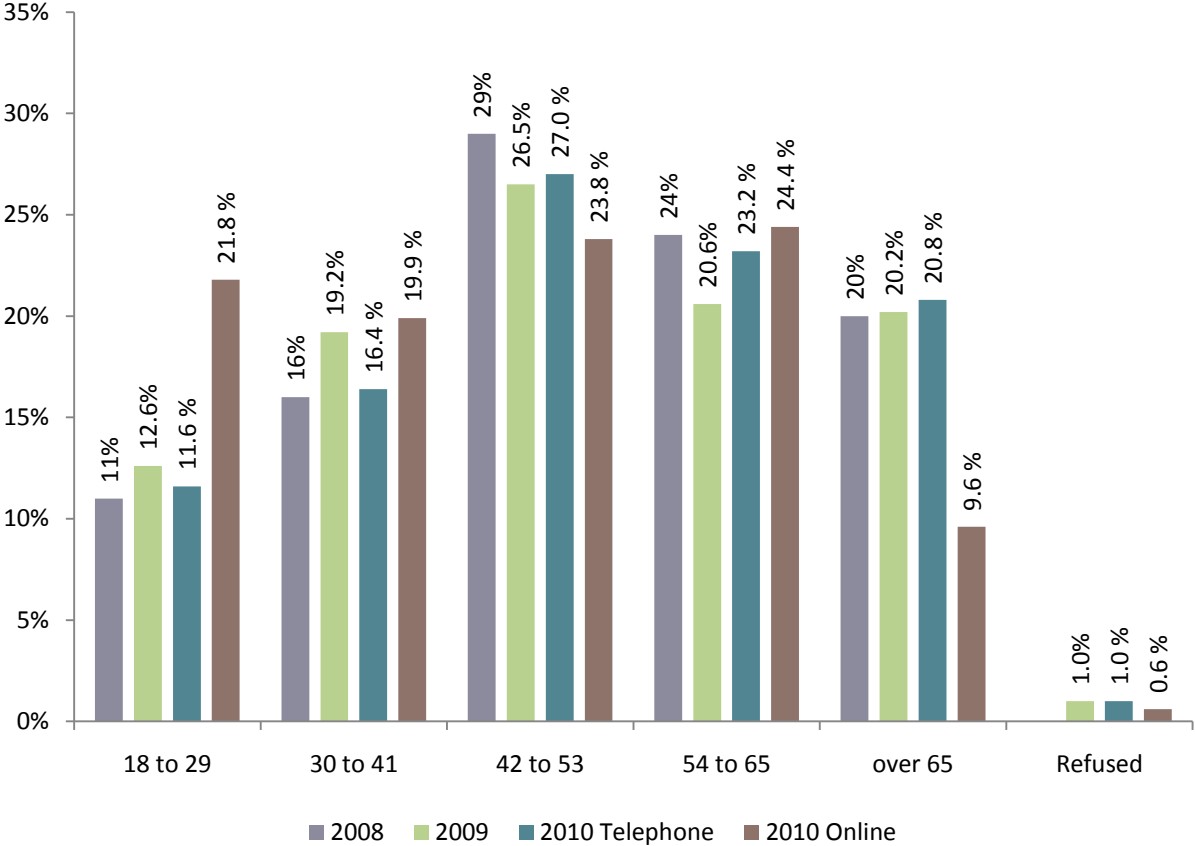


11. Why are you not likely to use these social media tools to receive information from the City of Saskatoon? Base: Respondents who are either not very or not at all likely to access civic information through social media, telephone n = 356; online n = 491.

DEMOGRAPHICS

Age Ranges

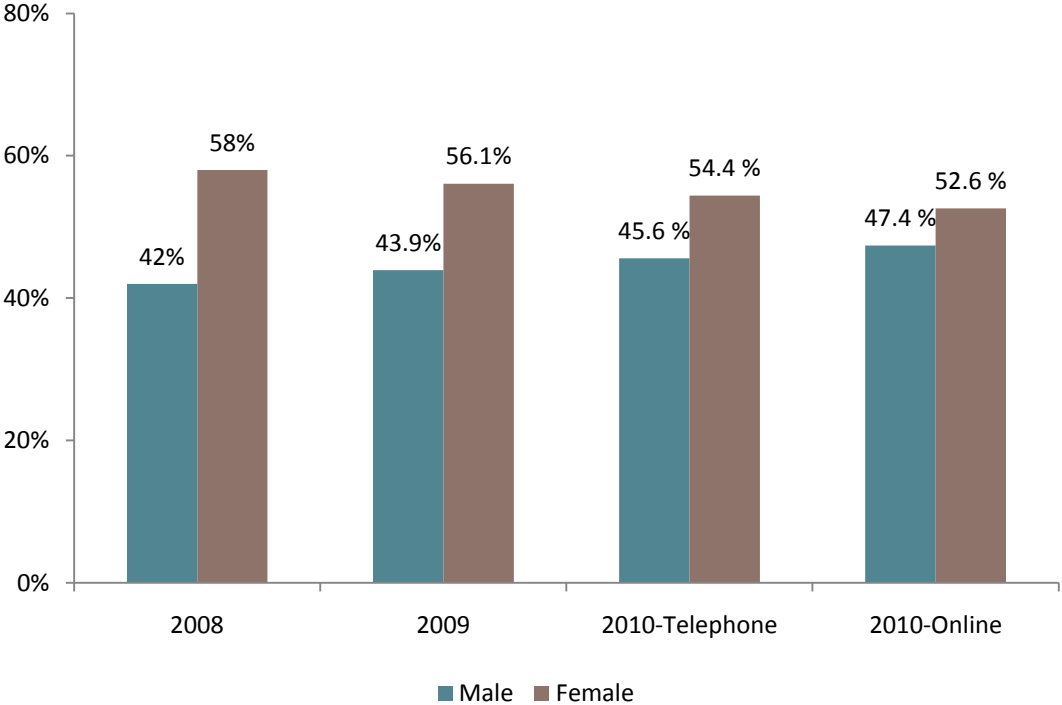
The distribution of age among telephone respondents remains consistent with past years of this study, while online results demonstrate a much higher proportion of 18 to 29 year old respondents (21.8%) and a smaller proportion of respondents over 65 years of age (9.6%).



13. Which of the follow age ranges do you fall in? Base: All respondents, 2010 telephone, n=500, 2010 online, n=804.

Gender

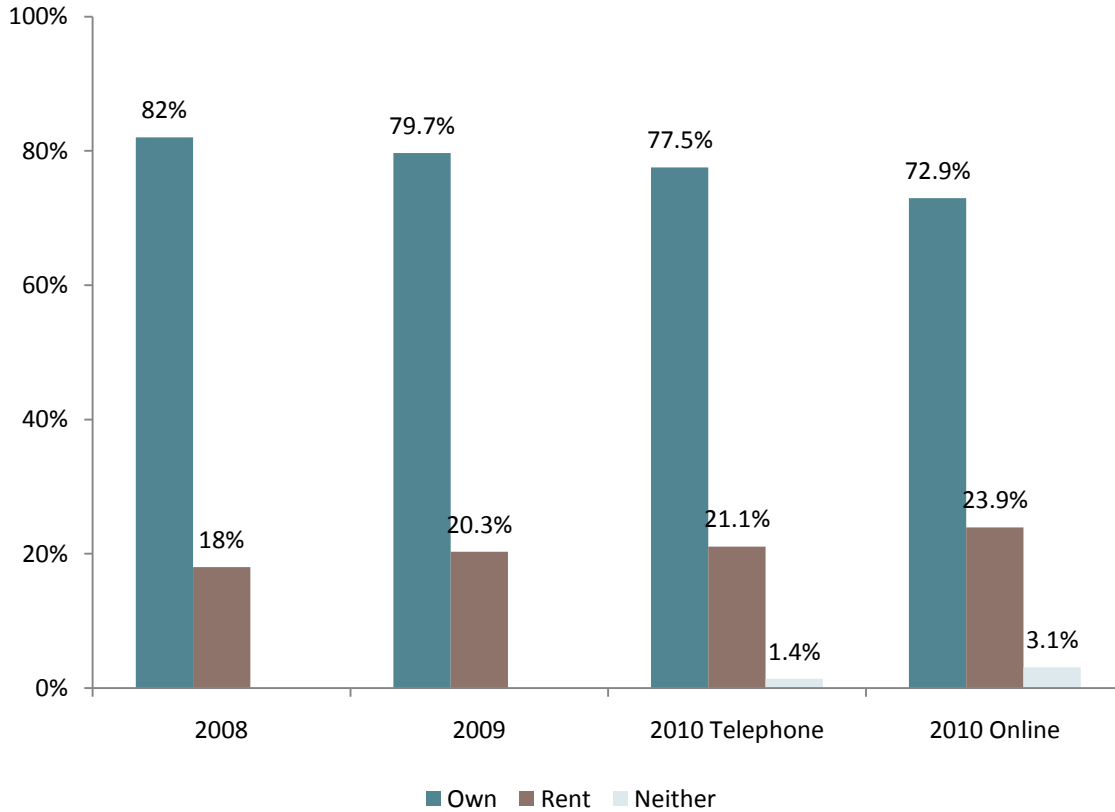
Slightly over one half of telephone (54.4%) and online (52.6%) respondents are female while the balance are male.



Please indicate your gender. Base: All respondents, 2010 telephone, n=500, 2010 online, n=804.

Housing Ownership

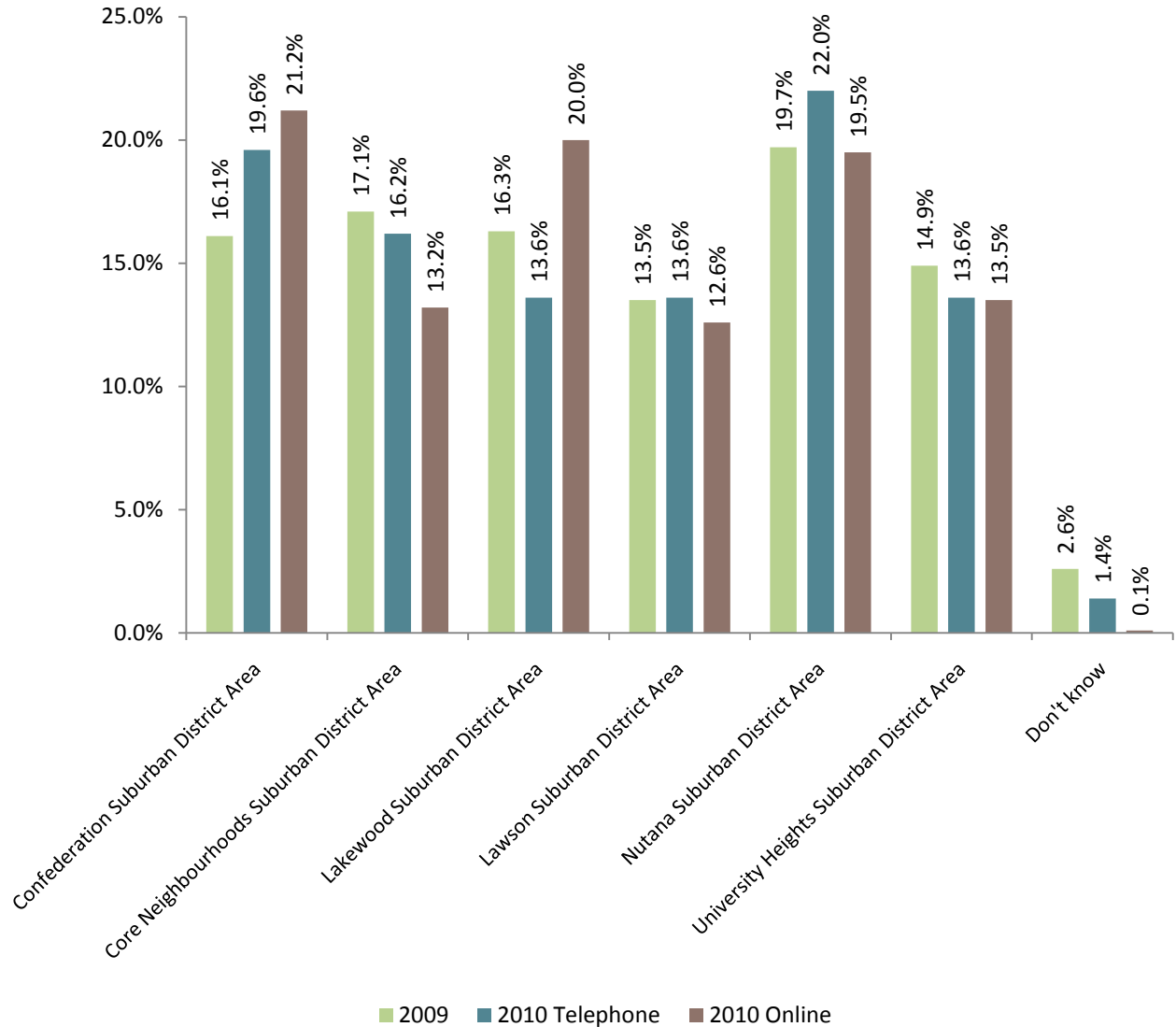
Home ownership among telephone respondents has remained consistent with results from 2009 and 2008. The proportion of home ownership is slightly lower among online respondents (72.9%), likely due in part to the differing age distribution.



14. Do you rent or own your accommodations? Base: All respondents excluding "no response".

Suburban District Area

The following chart illustrates the distribution of Suburban District Areas inhabited by respondents.



15. Into which of the following neighbourhoods in Saskatoon do you live? Base: All respondents, telephone n=500; online n=804.

APPENDIX A – ADDITIONAL TRACKING DATA

Tracking Importance of Services

City of Saskatoon Services:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Phone	2010 Difference	2010 Online
Traffic management	8.0	8.0	7.7	7.7	7.7	7.7	8.0	8.3	8.3	8.1	8.4	0.3	9.0
Control of dangerous and nuisance animals*	-	-	-	-	-	-	6.3	6.4	6.7	6.9	7	0.2	7.1
Ice and snow management	8.4	8.3	8	8.2	8.3	8.5	8.5	8.9	9	8.3	8.5	0.1	8.9
Street maintenance	7.9	8	7.6	7.8	7.9	8.1	8.2	8	8	8	8.2	0.1	8.3
Fire protection services	9.2	9	8.7	8.8	8.9	8.9	8.8	9.4	9.4	9	9.1	0.1	9.1
Maintenance of major roadways and freeways	8.3	8.5	8.3	8.3	8.4	8.3	8.6	8.7	8.5	8.6	8.7	0.1	9.1
Mosquito control	7.9	7	7.2	7.5	7.4	7.7	7.7	8.4	8.1	7.3	7.3	0.1	7.7
Public transportation	6.7	6.3	5.9	6.5	6.3	6.1	6.7	6.8	6.8	7.2	7.3	0.1	7.6
Funding for community service organizations	8	7.4	7	7	7.7	7.6	7.6	8.2	8.3	7.8	7.8	0.1	7.5
Ice rinks	-	5.7	5.7	5.9	5.7	5.5	6.1	6.6	6.6	6.2	6.3	0.1	6.0
Indoor pools/community centres	--	6.8	6.5	6.7	6.7	6.6	7.1	7.7	7.7	7.2	7.2	0.1	7.0
Outdoor swimming pools	-	5.6	5.5	5.8	5.5	5.4	5.9	6.3	6.4	6.1	6.2	0.1	6.2
Quality of drinking water	9.4	9.3	9.2	9.3	9.1	9.3	9.2	9.5	9.6	9.3	9.3	0	9.5
Police services	-	7.2	8.9	9.1	9	9.2	9.1	9.5	9.4	9	9	0	9.1
Electrical services reliability	9.9	9.9	8.4	8.5	8.6	8.7	8.8	9.2	9.3	8.7	8.7	0	8.9
Funding for arts and cultural groups	6.1	5.6	5.7	6	5.9	5.8	6.3	6.8	7	6.1	6.1	0	6.1
Sidewalk maintenance	7.1	7.4	6.8	7.2	7.1	7.4	7.1	7.5	7.5	7.2	7.2	0	7.7
Maintenance of back lanes	-	-	-	-	-	-	6.8	7.3	7.3	6.4	6.4	0	6.5
Recycling initiatives	8.2	7.9	7.5	7.7	7.7	7.7	7.7	8.7	8.8	8	7.9	-0.1	8.0

Repair of watermain breaks**	-	-	-	-	-	-	8.7	9.1	9.1	8.8	8.7	-0.1	9.0
Parking availability	7.7	7.2	7.0	7.2	7.2	7.3	7.3	8.1	7.9	7.2	7.2	-0.1	7.5
Planning and development of the city	8.3	8.1	7.9	8.3	8.3	8	8.3	8.8	8.7	8.3	8.1	-0.1	8.6
Landfill services	7.6	7.1	6.9	7.2	7.1	7.2	7.5	8.3	8.2	7.5	7.4	-0.1	7.6
Bylaw enforcement	7.7	8.9	6.9	7.1	7.1	7.3	7.7	7.8	7.9	7.4	7.2	-0.2	7.2
Front-street garbage collection	7.6	6.5	6.2	6.9	6.5	6.6	7.8	7.6	7.4	6.9	6.7	-0.2	6.5
Maintenance of City parks	7.9	7.7	7.4	7.7	7.5	7.6	7.7	8.3	8.3	7.8	7.5	-0.3	7.8
Maintenance of City trees	-	-	-	-	-	-	-	-	8.0	7.3	7.0	-0.4	7.3
Customer services	-	-	7.0	7.0	7.3	7.4	7.3	8.0	8.0	7.2	6.8	-0.4	6.9
Accessibility of City parks	7.7	7.5	7.1	7.5	7.4	7.4	7.5	8.1	8.1	7.8	7.4	-0.4	7.4
Parking enforcement	6.4	6	6	6	6.1	6.2	6.4	6.9	6.8	6.4	5.9	-0.4	6.0
Treatment of sewage	9.3	9.2	9.1	9.1	9.1	9.1	9.1	9.4	9.5	9.2	8.8	-0.4	8.8
Back-lane garbage collection	8.2	6.8	6.7	6.8	6.7	6.7	7.4	7.8	7.8	6.5	6	-0.5	5.8
Golf courses	-	5.2	5.0	5.0	4.9	4.7	5.5	5.8	5.4	5.4	4.8	-0.7	4.6

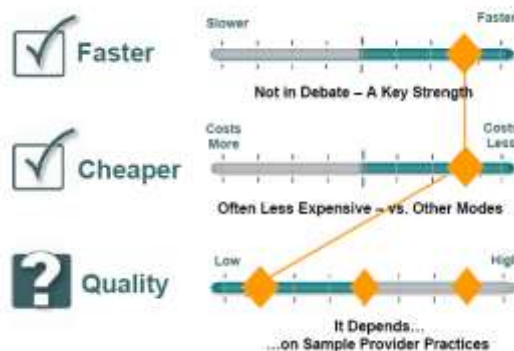
Tracking Performance Delivering Services

City of Saskatoon Services:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Phone	Differences 2009 - 2010	2010 Online
Recycling initiatives	6.1	5.7	5.9	5.5	5.6	5.6	6.1	5.2	5.5	5.2	5.4	0.2	4.9
Landfill services	8.1	6.7	6.7	6.3	6.6	6.4	7.7	7	6.9	6.8	7.0	0.2	6.7
Treatment of sewage	8.8	7.8	7.8	7.7	7.9	7.9	8.5	8.3	8.4	7.7	7.9	0.2	7.7
Parking enforcement	7.9	7.1	7	6.8	7	6.9	7.2	7.3	7.2	6.8	7.0	0.2	6.4
Customer services	-	-	7.1	6.8	7.1	7	7.8	7.3	7.4	6.9	7.1	0.2	6.4
Quality of drinking water	8.6	8.0	8.0	8.1	8.2	8.3	8.5	8.8	8.8	8.5	8.7	0.2	8.4
Parking availability	-	-	-	5.6	6	6	6.1	5.9	6	5.8	6.0	0.2	5.5
Fire protection services	8.6	8.1	8.2	8.1	8.2	8.3	8.6	8.7	8.7	8.4	8.6	0.2	8.3
Front-street garbage collection	8.4	7.5	7.5	7	7.3	6.9	8.4	7.8	7.5	7.3	7.5	0.2	7.3
Outdoor swimming pools	-	6.6	6.7	6.6	6.8	6.2	8.1	6.9	6.5	6.6	6.7	0.1	6.5
Maintenance of City parks	7.5	7.3	7.3	7.1	7.4	7.3	7.4	7.4	7.4	7.3	7.4	0.1	7.1
Bylaw enforcement	7.7	6.7	6.5	6.4	6.7	6.5	7.7	6.7	7.1	6.5	6.6	0.1	6.0
Street maintenance in your neighbourhood	5.6	6.2	6.3	6.1	5.9	6.3	5.7	5.7	5.8	6.2	6.3	0.1	5.8
Electrical services reliability	9.1	9.7	8.1	8	8.2	8.3	8.5	8.6	8.6	8.3	8.4	0.1	8.2
Accessibility of City parks	8.2	7.6	7.6	7.4	7.7	7.4	7.8	7.7	7.6	7.7	7.8	0.1	7.2
Funding for community service organizations	7.9	6.4	6.2	6	6	6	7.2	6.4	6.3	6.3	6.4	0.1	5.9
Planning and development of the city	6.8	6.2	6	5.8	6.2	6.2	6.5	6.1	6.4	6.1	6.2	0.1	5.4
Repair of watermain breaks**	-	-	-	-	-	-	7.5	7.6	7.5	7.4	7.4	0.0	6.9
Maintenance of City trees	-	-	-	-	-	-	-	-	7.5	7.2	7.2	0.0	6.8
Control of dangerous animals*	-	-	-	-	-	-	7.5	6.6	6.6	6.8	6.8	0.0	6.4
Sidewalk maintenance in your neighbourhood	6.2	5.7	5.8	5.6	5.3	5.7	5.3	5.5	5.6	6.1	6.1	0.0	5.7

Maintenance of back lanes	-	-	-	-	-	-	6.9	5.6	5.8	5.7	5.7	0.0	5.3
Police services	-	7.3	7.4	6.3	7	7	7.5	7.4	7.7	7.6	7.6	0.0	7.1
Indoor pools/community centres	-	7.4	7.3	7.1	7.4	6.9	7.9	7.5	7.4	7.4	7.4	0.0	7.0
Funding for arts and cultural groups	7.7	6	6	5.7	6.1	5.9	7.4	6.4	6.3	6.1	6.0	-0.1	6.0
Back-lane garbage collection	9.2	7	7	6.6	6.9	6.7	8.3	7.2	7.4	6.7	6.6	-0.1	6.4
Public transportation	8.2	6.8	6.4	6.4	6.5	6.3	7.6	6.2	6.3	6.7	6.6	-0.1	5.9
Ice rinks	-	6.7	6.4	6.5	6.7	6.1	7.9	6.8	6.7	6.6	6.5	-0.1	6.4
Traffic management	6	5.9	5.7	5.8	5.7	5.8	6.2	5.6	5.7	5.8	5.6	-0.2	4.8
Golf courses	--	7.1	7	6.8	6.9	6.4	8.3	7.3	7.2	7	6.8	-0.2	6.9
Maintenance of major roadways and freeways	6.2	6.6	6.4	6.5	6.4	6.5	6.6	6	6.3	6.4	6.0	-0.4	5.4
Ice and snow management	6.5	6.1	6.4	6.3	6	6	5.8	5.6	6.1	5.9	5.5	-0.4	5.0
Mosquito control	6.9	6.3	5.7	5.8	6.6	6.4	6.9	6.2	6.8	6.7	6.1	-0.6	5.7

Appendix B – SaskWatch Research™ Panel

Insigtrix created its SaskWatch Research™ online market research panel (<http://saskwatch.insigtrix.com>) in October 2007 after years of unsuccessful searching for a superior quality online sample of Saskatchewan residents. A majority of the existing panel vendors at that time used (and continue to use) recruitment methods that simply do not provide for the kind of quality sample that is critically important to providing our clients with reliable and accurate results. Though online panel results are typically faster and cheaper than telephone based research, the quality of the panel must be paramount!



Insigtrix is a premium online panel provider. We provide our clients with accurate results as a result of our recruitment and panel management efforts.

Insigtrix recognizes that a market research panel is a dynamic entity, one that must be cultivated and nurtured to survive and flourish. Given this, we actively manage and nourish our panel community instead of treating it as a mere database. We continue to invest heavily in panelist recruitment and in effectively managing our panel systems and processes to ensure that SaskWatch Research™ is valid and reliable – and that, by extension, our data and recommendations are equally as valid and reliable.

Insigtrix has already registered more than 9,500 Saskatchewan residents as panelists in SaskWatch Research™. These panelists have agreed to participate in online, telephone and in-person market research on an ongoing basis. Panel members are self-profiled by over 50 demographic, psychographic, and behavioural variables.

Insigtrix's SaskWatch Research™ is a **Saskatchewan-only panel, built and managed by a Saskatchewan company, focused on Saskatchewan issues.**

PANEL MEMBERSHIP

SaskWatch Research™ is a minimum **double opt-in panel**. This means that each panelist goes through at least two rounds of acceptance to help ensure that he or she truly intends to be an active member of our panel. To join the panel, a potential panelist must engage in a relatively extensive process that involves completing a detailed membership profile survey and then clicking on an activation email. Further, panelists who are recruited by way of telephone opt-in a third time when they accept Inshtrix's invitation to join, and then provide their email address. This extensive membership registration process helps ensure that those who join SaskWatch Research™ truly want to do so.

The SaskWatch Research panel is used **exclusively for marketing research**. Panelists are assured when they sign up that they will only be contacted for market research purposes.

All of our panel members are **paid for each survey**. The longer the survey, the greater the compensation.

RECRUITING

As indicated, Inshtrix continues to invest heavily in building an active and representative panel. Respondents are recruited by a variety of media and methods including telephone, magazines, newspapers and the internet. Our **primary method of recruitment, however, is by way of telephone**, one of the most expensive but best methods for building a representative panel (as recently discussed at the Net Gain3.0 conference in Toronto in January 2009, which a senior Inshtrix representative attended. Please visit <http://www.mria-arim.ca/NetGain3/PROGRAM/default.asp> for more information.).

As a Saskatchewan-based research firm, Inshtrix conducts hundreds of surveys within the province each year. To assist in building our panel, Inshtrix adds a question to the end of many telephone surveys that asks respondents if they would like to join our panel. This approach ensures that SaskWatch Research™ is both representative of the province and avoids many of the downfalls associated with other recruitment methods.

Prior to the building of our panel, Inshtrix made a conscious decision to avoid internet-based lead generation sites and paid recruitment sites (e.g. joinsurveypanel.com) as they tend to result in panels with "professional survey takers" (i.e. panelists who belong to multiple sites).

Web: [Search settings...](#) Results: 1 - 10 of about 23,906,000 for **paid survey** (0.25 seconds)

Top 50 Free Paid Surveys
[SurveyJolt.com](#) | [Top 100 Free Paid Surveys](#) | Get Paid \$25-\$75 Cash per Survey! Instant Online Surveys! Get Paid Now

Canada Paid Surveys \$40/h
[www.surveymoney.com/CA](#) - Free survey lists that pay cash. No fees. Live help. Start now.

Get Paid \$150 In 1 Hour?
[SurveyMoney/Cashless.com](#) - Easy Money At Home #1 In 1 Hour -> Get Paid Taking Surveys -> Free...

Paid Online Surveys | Free Online Paid Surveys
 Find free paid online surveys for Americans, Canadians, UK, international countries. Jobs and teams. Take surveys online - free!
[Canada - Teen Surveys](#) - [Legitimate Online Paid Surveys](#)...
[www.surveymoney.com](#) - 13k - [Cached](#) - [Similar pages](#)

Canadian Paid Surveys - Online Surveys Canada
 Canadian Paid Surveys - Exclusive list of online paid survey opportunities for Canadians.
[Global Test Market](#) - [Opinion Outpost](#) - [Marketplace Canada](#) - [ACOP](#)...
[www.canadianpaysurveys.com](#) - 10k - [Cached](#) - [Similar pages](#)

Paid Surveys - How to succeed with the best sites.
 I just won \$2000 with paid surveys. Find out how you can do the same.
[www.bestpaysurveys.org](#) - 4k - [Cached](#) - [Similar pages](#)

Paid Surveys - Get Paid To Take FREE Paid Online Surveys
 Paid surveys are a great way to get paid and earn extra cash. Fill in a paid survey online and make money for giving your opinion.
[www.paysurveys.com](#) - 41k - [Cached](#) - [Similar pages](#)

Canadian Paid Surveys - Fun Surveys Canada
 Many market research companies are willing to pay you cash just for completing online surveys. We offer to contact you every time that a paid survey is available.
[canadasurveycentral.com](#) - 14k - [Cached](#) - [Similar pages](#)

Review "Paid Surveys"
 Most "Paid Surveys" Are Scams! Same As Legit - We Found Only 3! Legitimate Sites! [www.paysurveys.com](#)

Canadian Paid Surveys
 Pattern your wallet with these great survey companies. Free to join! [www.CanadianPaidSurveys.com](#)

Paid Surveys \$10 - \$125
 Get paid to take online surveys. We pay you \$10 - \$125 per survey! [www.garidom.com](#)

\$2000-6000 Mo. From Home
 Experience First. Only this home Leads! [FastSurveyCash.com](#) | [www.FastPayment.com](#) | [www.SurveyData.com](#)

Paid-Surveys Online Scam?
 Don't Join Paid-Surveys Online Until You Read This Shocking Report! [PaidSurveysOnline.Watch.com](#)

Start Making Money Online
 Get Off The Sublime. And Win The Game. Start Living Life Today. [http://www.startmakingmoney.com](#)

Canadian Paid Surveys

Start in 3 EASY steps!

- Select a survey panel from the list
- Complete the registration form
- Check your e-mail for paid survey

Canadian Paid Surveys

Looking for paid surveys Canada? You've come to the right place. With a list of legitimate survey companies who are looking for Canadian panelists, prepare to sign up with panels, take surveys, and get rewarded. And the best part? It's free!

Benefits of participating in online surveys can include:

- Earn cash and get chances to win prizes for taking surveys
- Get free music downloads, gift certificates, and other cool products
- Watch and rate new before-see movie trailers
- Make a difference with your opinion!

NO EXPERIENCE NECESSARY! If you have an opinion, you qualify.

To start, click on a panel on the left-hand side, click on the "sign-up" link on the next page and fill out the form. When you're finished, click on the next survey panel, and repeat. It's that easy.

Genuine Testimonial

I make extra money taking online surveys which helped me pay my bills!

Survey Questions

What do you think about...?

In an effort to grow our panel Saskatchewan population, we in addition to telephone recruitment, we also engage in the following:

- We have partnerships with business organizations across Saskatchewan by which their members are asked to join the SaskWatch Research™ panel.
- We conduct other innovative recruitment efforts through various channels like Facebook and Mysask.
- We partner with charities in Saskatchewan that benefit from regular donations from our members. In return, members/donors are asked to join our panel. Our panelists frequently cash in points to donate to one of the charities listed on our website.

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atives. In

PRIVACY POLICIES

SaskWatch Research™ has its own privacy policy promising panelists that:

- Their answers to surveys will be kept anonymous and confidential.
- The results will be used only for research purposes.
- Their names and personal information will not be shared with or used by any other organization or party.
- They will be paid for every survey. The policies also state that SaskWatch Research™ will adhere to all laws and regulations of governmental entities.

SaskWatch Research™ is compliant with ESOMAR and MRIA standards and regulations.

It is also important to note we do not sell our panel to other research companies to augment their panels.

PANEL MANAGEMENT

Confirmit panel tracking software monitors members' participation in surveys, which permits us to [detect and remove inactive members from the panel](#). Panel members have complete control over their membership accounts and can log in at any time to update, modify, or delete their information. After completing surveys, panelists are asked to [review and update their membership accounts](#). Additionally, all members of the panel are asked to update their membership accounts once a year.

Insightrix restricts the number of times that panel members can be contacted. No panel member can complete more than [three surveys per month](#). Further, once a panelist completes a survey, he or she is excluded from invitations to subsequent surveys for a period of three to five days.

Once the target audience for a survey is determined, a sample is pulled to represent that audience. Samples are balanced by geographic region, and target demographics such as gender and age. Within each cell of the sample, respondent selection is random.

Insightrix carefully tracks surveys by topic/category. Panelists who participate in a study on a particular product category may, depending on the project, be excluded for a few months in participating in a study for the same category.

FRAUD PROTECTION

SaskWatch Research™ is rigorously and continuously cleaned by computer systems looking for registration errors, duplicate registrations, false information during registration, etc. Screening questionnaires and survey questionnaires include “traps” to catch cheaters and sloppy respondents, who are removed from the panel.

Given that open-ended questions in surveys are coded, respondents who appear to be cheating and/or answering questions in a haphazard manner are deleted from the study and from the panel.

During the tabulation process, a series of quality-assurance processes are employed to look for suspicious responses (straight-line answers, taking the survey too quickly, inconsistent answers, etc.). Problem respondents are deleted from the study and from the panel.

A database of “cheaters” is maintained, so that these individuals will be prevented from registering to become a member of the panel SaskWatch Research™ again.

DEPLOYMENT

Once a questionnaire is finalized, an online project can be programmed and ready to launch in 24 to 48 hours. A typical project takes two to four days to launch (from the final questionnaire). Much of this time is spent implementing quality assurance processes and procedures.

All samples are randomized, divided into multiple batches, and then launched and monitored by batch. Reminder emails are sent to non-respondents within each batch.

COMPENSATION

Inshtrix treats its panelists with the utmost respect. When a panelist is screened out of a study because of ineligibility, Inshtrix advises him or her accordingly but thanks the panelist for considering the study and then enters his or her name into a monthly draw for \$100.00. We never tell a panelist that he or she is not wanted for a study.

For panelists who do, in fact, meet a study's screening criteria, Inshtrix pays them for completing the survey (the amount of which depends on the length of the survey). Typically, \$1.00 is a minimum payout. For panelists who meet a study's screening criteria but belong in a quota group that is full, Inshtrix will permit them to complete the survey but will include only those results that are in the already full quota. We never advise them that their opinions are not

required, which could sound like “we have enough panelists like you”. This is done to ensure that our panelists do not get upset about being closed out of a study in which they wish to participate, and to ensure they stay as fully engaged panelists. Drawing a random sample from the SaskWatch Research™ panel ensures that this happens as seldom as possible. Furthermore, research suggests that payment for time is more appropriate than sweepstakes. In fact, research indicates it reduces panel attrition and increases cooperation rates.

Saskatchewan Emphasis

It is also important to note that compensation has never been a driving recruitment tactic of SaskWatch Research™. Although panelists are paid in appreciation for their time, Inshtrix promotes the panel as being a Saskatchewan-only panel, built and managed by a Saskatchewan company, focused on Saskatchewan issues. This has resulted in a panel of individuals interested in participating in the panel on this basis rather than on the money they might earn from participating. To illustrate, the following is a quote from an unsolicited email that one of our valued panelists recently sent us:

“I actually appreciate the opportunity to participate in the surveys. Aside from being well designed and formatted they concentrate on a variety of topics that are relevant to our community. Keep up the great job, and keep the surveys coming. I can't think of a better venue to provide feedback on such a diverse group of topics involving our beautiful province and its diverse residents.”

Kelly H.

PANELIST EXPERIENCE MANAGEMENT

Insightrix recognizes that satisfied panelists provide thoughtful, more accurate responses. For this reason, managing the panelist experience is another key aspect of our approach:

- We control the number of monthly invites per panelist to minimize respondent fatigue.
- We scale incentives based on survey length and difficulty, to ensure that every survey is a rewarding experience for panelists.
- Progress indicators are incorporated into surveys that are programmed and hosted by Insightrix, allowing respondents to continuously monitor their progress.
- We strive to keep panelists engaged, and re-engage lapsed or inactive panelists when necessary.
- We leverage Confiirmit's User Experience capabilities to enhance the panelist experience.
- We're proud of our personalized approach to customer service, and aim to respond to all customer service inquiries within 12 - 24 hours.
- We gauge panelists' perceptions by including satisfaction questions in our profiling surveys, as well as analyzing customer service feedback.
- Panelists can easily unsubscribe from SaskWatch Research™ at any time.

PANELIST COOPERATION

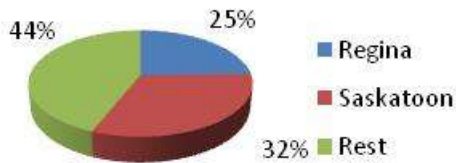
Insightrix benefits from high response rates among its panelists. Specifically, Insightrix typically sees response rates of 50% - 70%. Based on industry knowledge and in dialogue with various research firms, we believe this response rate is much higher than that of most other panels in the marketplace.

Representative Panel

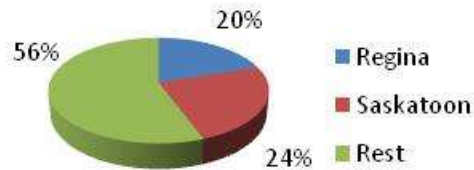
SaskWatch Research™ is representative of the population in Saskatchewan due in large part to our recruitment methods. Given that we primarily recruit panelists during general population studies with Saskatchewan residents, we have developed a highly representative panel. In addition, by supplementing this primary method of recruitment with other reputable approaches including advertising on mysask.com and Facebook, we have been able to recruit niche groups such as cell phone only households.

As mentioned, when we pull sample from our panel for a study, we typically set criteria by region, age and gender; however, our entire panel matches very closely to Statistics Canada data further supporting the evidence that we have a highly representative panel. A few examples of the representativeness of SaskWatch Research™ are as follows:

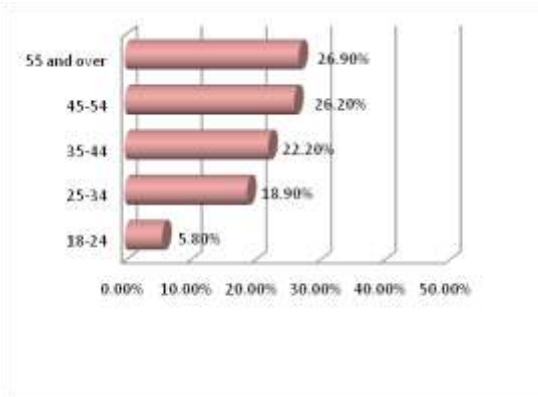
SaskWatch Research™ by Location:



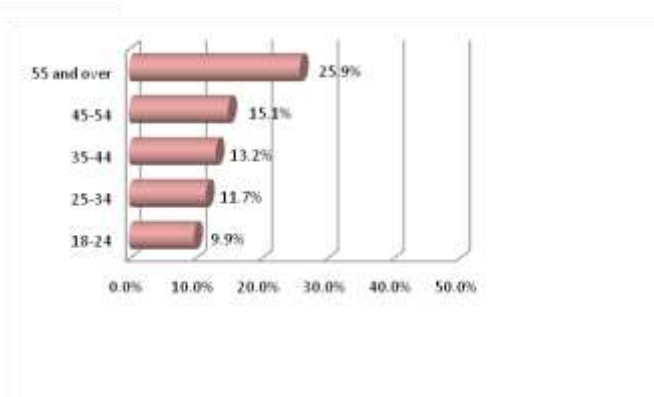
Statistics Canada:



SaskWatch Research™ by Age:



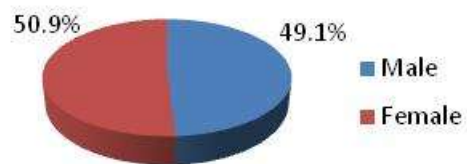
Statistics Canada:



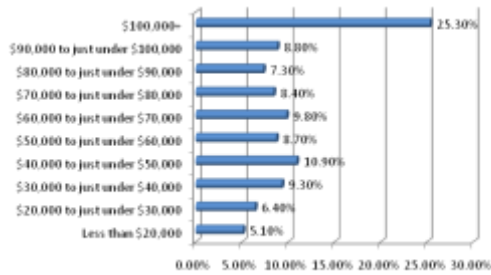
SaskWatch Research™ by Gender:



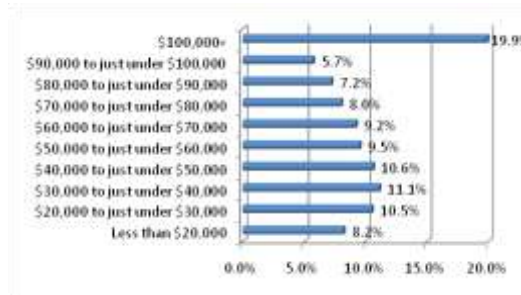
Statistics Canada:



SaskWatch Research™ by Income:



Statistics Canada:



SUMMARY OF PANEL ATTRIBUTES

Membership Profile Survey

- Age
- Gender
- Marital status
- Number of people in the household
- Household members' ages
- Household members' gender
- Household members' relationships
- Household income level
- Postal code
- Cell phone number
- Aboriginal status
- Visible minority
- Disability
- Religious affiliation
- Level of education
- Currently attending school
- Alumni of Saskatchewan institutes
- Year of graduation from Saskatchewan institutions
- Immigration/citizenship
- Charitable donations
- Employment status
- Occupation



Business Module

- Industry of employment
- Employment position
- Labour union membership

Employee size of company (overall and at location where panelist works)
Level of decision making
IT professionals
Primary customer type (B2C, B2B, government)
Company revenues
Type of organization
Technology used at work

Spending and Interests Module

Own/rent home
Own/lease vehicle
Alcohol consumption
Leisure activities
Travel
Media consumption
Political tendencies
Voting experience

SUMMARY

Other SaskWatch Research™ panel statistics include:

- Panel size: 9,500 (and growing)
- Regionally and demographically representative
- Recruited using a mix of online and telephone recruiting with emphasis on the telephone component.
- Continuously monitored against Statistics Canada data to gauge statistical representation
- Self-profiled variables: 52 (and growing)
- Quarterly profiling surveys enable us to continuously better target audiences
- Panel growth: 90% over the last 12 months
- Recruitment campaigns planned throughout 2010 and 2011
- Average survey start rate: >50%
- Average survey response rate: 65%
- Field time: 75% of surveys are completed within 48 hours of launching the study