

# CITY OF SASKATOON ANNUAL CIVIC SERVICES

JUNE 2015



## EXECUTIVE SUMMARY

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The City of Saskatoon has conducted the Civic Services Survey annually since the early 1990s. The key objectives of the survey are to:

- gain insight into perceptions of the quality of life in Saskatoon
- gain insight into perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon
- track perceptions and satisfaction with the above areas

A total of 500 surveys were completed via telephone (**in 2015, 25% of telephone respondents were collected through a cell phone list to reach younger and cell phone only households**) and 821 surveys were completed online via Insignitrix's online research panel, SaskWatch Research™, between May 11<sup>th</sup> and June 2<sup>nd</sup>, 2015. The key findings are summarized below.

### Quality of Life and Overall Satisfaction

- Perceptions of the quality of life in Saskatoon remain very positive with 85% of telephone respondents and 86% of online respondents perceiving the quality of life to be good or very good. This holds steady with 2014 findings (86% for both online and telephone respondents).
- Overall satisfaction with the level of services provided by the City of Saskatoon remains high amongst telephone respondents (86%) and moderately high among online respondents (77%). This is again consistent with 2014 findings (86% and 79%, respectively).

### Important Issues Facing the City

- When asked to name the most important issue facing the City, roads and sidewalk repair continue to be the most commonly listed issue (33% telephone respondents and 28% of online respondents), however both have fallen four percentage points as the most important issue since 2014. Crime and policing, the second most commonly cited issue of greatest importance, has risen by three points among telephone respondents (currently 12%), and up six points among online respondents (currently 17%).
- Looking at the overall primary and secondary issues mentioned, crime and policing has risen among online respondents (up 9 points), and up moderately (5 points) among telephone respondents.

### Specific Civic Services: Importance & Satisfaction

- Historically citizens have been asked about the importance of 33 different service areas as well as their satisfaction with the City's performance in each of these areas. This year, importance

questions were not asked but results from 2014 are summarized below. Satisfaction questions were asked in 2015.

- Services deemed to be most important in 2014 included maintenance of major roadways and freeways, repair of water main breaks, snow and ice maintenance, traffic management, quality of drinking water, fire protection, treatment of sewage, street maintenance in your neighbourhood, planning for growth and development, garbage collection, and police services.
- Satisfaction is strongest for quality of drinking water, fire protection, accessibility of city parks, electric service reliability, garbage collection, and treatment of sewage. This is relatively consistent with 2014 although satisfaction with police services has declined slightly.
- Based on the importance (from 2014) and satisfaction (from 2015) ratings of specific services, key strengths (high importance and high satisfaction) and weaknesses (high importance and comparatively lower satisfaction) of Saskatoon's civic services are listed below. Results are highly comparable to 2014 findings, with the addition of recycling to key strengths and removal of maintenance of city parks from key strengths.

<b>Key Strengths of Civic Services</b>	<b>Key Weaknesses of Civic Services</b>
<ul style="list-style-type: none"> <li>• Quality of drinking water</li> <li>• Fire protection</li> <li>• Electrical services reliability</li> <li>• Repair of water main breaks</li> <li>• Treatment of sewage</li> <li>• Garbage collection</li> <li>• Police services</li> <li>• Recycling</li> </ul>	<ul style="list-style-type: none"> <li>• Mosquito control</li> <li>• Planning for growth and development</li> <li>• Street maintenance in your neighborhood</li> <li>• Affordable housing</li> <li>• Traffic management</li> <li>• Maintenance of major roadways and freeways</li> <li>• Snow and ice road maintenance</li> </ul>

#### Communication Methods

- Citizens prefer using a mix of sources to receive information about the City of Saskatoon. Most commonly, the City's website and emails from the City are the preferred information sources for both telephone and online respondents.
- Among individuals aged 18 to 34, Facebook is significantly more likely to be a preferred information source.
- In the case of an unplanned disruption, phone notification on either a landline or cellular device is the most preferred contact source followed by email and text messaging.
- A large majority of citizens strongly prefer communicating with the City via telephone, followed by e-mail, in-person or the City website.

#### Hot Topic 2015 (Budget Input)

- When asked which methods the City could use to balance its budget based on a list provided, most residents prefer a combination of increased user fees and property taxes over reducing services. However, a sizable proportion are unsure as to which method should be used.
- Citizens were next asked to indicate whether they believe the City should spend more, less or the same amount as is currently the case on 33 different civic services. Items citizens most strongly believe more funding should be allocated to include: road maintenance, snow and ice maintenance, street crime, affordable housing, accessible infrastructure, planning for growth and traffic management.
- Areas citizens would like to see less spending on include funding for arts and cultural groups and community organizations, renewing the city centre and north downtown, and City customer service initiatives.

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### BACKGROUND & OBJECTIVES

The City of Saskatoon has conducted an annual survey on civic services with Saskatoon residents since the early 1990s. Originally, this research was conducted in the fall. Starting with the 2011 wave of the survey, research has been conducted in the spring.

The objectives of the survey include the following:

- determining perceptions of the quality of life in Saskatoon
- understanding what citizens believe is the most important issue facing the city
- learning Saskatoon residents' perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon
- tracking perceptions and satisfaction with civic services over the past several years
- understanding interest in receiving information about City programs and services via social media tools
- collecting opinions on hot-topic items (in 2015, this focused on City budgeting)

### METHODOLOGY

#### Sampling and Data Collection Approach

Historically, this study has been conducted via telephone interviews with randomly selected households within Saskatoon city limits. In 2010, it was determined that both online and telephone data collection methods would be utilized in order to reach cell phone-only households and to address declining participation rates in telephone surveys in general.

Online research has become more commonplace and many research companies access research panels to engage respondents online. Insightrix launched its Saskatchewan-based online panel in 2008, SaskWatch Research™. The panel currently represents more than 15,000 Saskatchewan residents, with more than 4,600 residing in Saskatoon.

There are slight differences in respondent behaviours in online studies when compared with 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 Insightrix where the same set of questions is asked of a sample of telephone and online respondents. Therefore, to maintain trending capabilities with the historical data from the Annual Civic Services Survey, both telephone and online methods were used in the 2010 to 2015 iterations of the study.

## Telephone Sampling

The sampling approach used in the 2015 telephone study has remained unchanged since 2009 to allow for direct comparisons year over year. Specifically, 500 interviews were conducted with randomly selected households throughout the city. **In 2015, cell phone records were added in an effort to reach younger and cell phone only households. A total of 25% of telephone respondents were from this list.** For consistency with previous years, quotas were not set to be representative of the Saskatoon population by age and gender. 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 2015 wave is consistent with previous waves (dating back to 2009). As such, the results are directly comparable between the time periods. Similarly, the data was not weighted to reflect the actual distribution of the population in the city by age and gender, as this was not done in previous waves.

## Online Sampling

For the online study, given that the age and gender of panel members are known, Insightrix was able to set precise quotas by both demographics to ensure that a close match with the general population was achieved. Due to the cost savings associated with conducting online research, in 2011 the sample size was increased from 500 to 800 to allow for more statistically accurate findings and more detailed comparisons by demographic groups. This increased sample size has since been maintained. As respondent proportions in this wave of the study are very close to census actuals, the data was not weighted (as was required in the 2011 wave of the study).

## Completed Questionnaires by Age

The following table outlines the distribution of telephone interviews and respondents by age:

Demographics		Online Survey		Telephone Survey	
		Count	Percent	Count	Percent
Age	18-34	288	35.08%	90	18.00%
	35-54	303	36.91%	195	39.00%
	55+	230	28.01%	215	43.00%
Total		821	100%	500	100%



## Questionnaire Review

All tracking sections of the survey instrument remained unchanged in order to maintain the ability to track results with previous years, with the exception of a few minor wording adjustments. However, the hot topic section of the survey is very lengthy this year, comprising 33 items. As such, three questions from the original tracking study have been omitted for this iteration of the study: the importance of various civic services and questions addressing awareness and value of property taxes paid to the City. With respect to the former question, changes in importance of civic services are typically minimal year over year. As such, 2014 data has been used as reference where appropriate throughout the report.

## Data Collection

### Telephone

Data was collected via telephone interviews with randomly selected households within Saskatoon city limits. Household contact information was provided by ASDE Survey Sampler, Inc., a reputable Canadian sample provider. Trained telephone interviewers contacted potential respondents and asked for their voluntary participation in the study.

### Online

Randomly selected SaskWatch Research™ 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.

### Dates and Margins of Error

Data was collected between May 11<sup>th</sup> and June 2<sup>nd</sup>, 2015. A total of 500 surveys were completed via telephone and 821 surveys were completed online. The margin of error for the telephone research is  $\pm 4.4$  percentage points at a 95% confidence interval (19 times out of 20). Margin of error for the online study is not applicable as online research is considered a non-probability proportional sampling technique.

## Reporting Notes

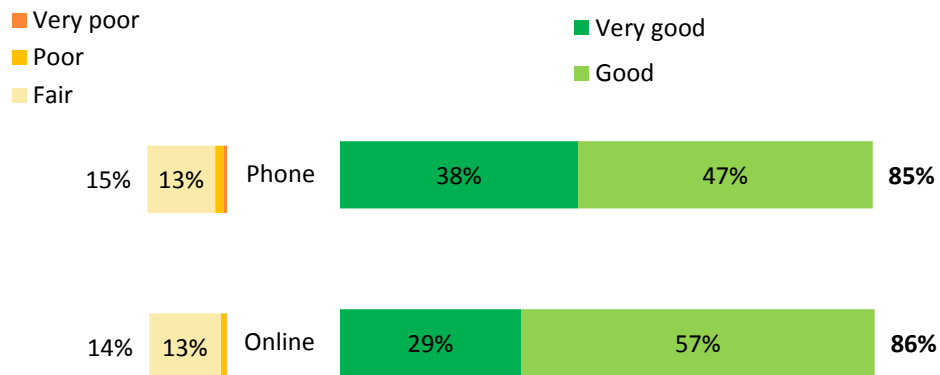
- Each survey question was analyzed by all appropriate demographic variables, including suburban area, and age. Notable differences have been highlighted in this report using "▲". A standard alpha value of less than 0.05 is considered statistically significant. This means that there is less than a 5% chance that the results would have occurred by chance.
- Because of the larger sample size and the objective of transitioning the Saskatoon Civic Services Survey to an online methodology, any demographic cross-tabulation results have been based solely on online respondents.

- Due to rounding, not all results will add to exactly 100%.
- Results for questions with multiple allowed responses may total more than 100%, as respondents were able to choose more than one option.
- Each question includes a base description detailing the number of respondents who answered each question (n=#).
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.

## QUALITY OF LIFE, OVERALL SATISFACTION & VALUE

### Perceived Quality of Life

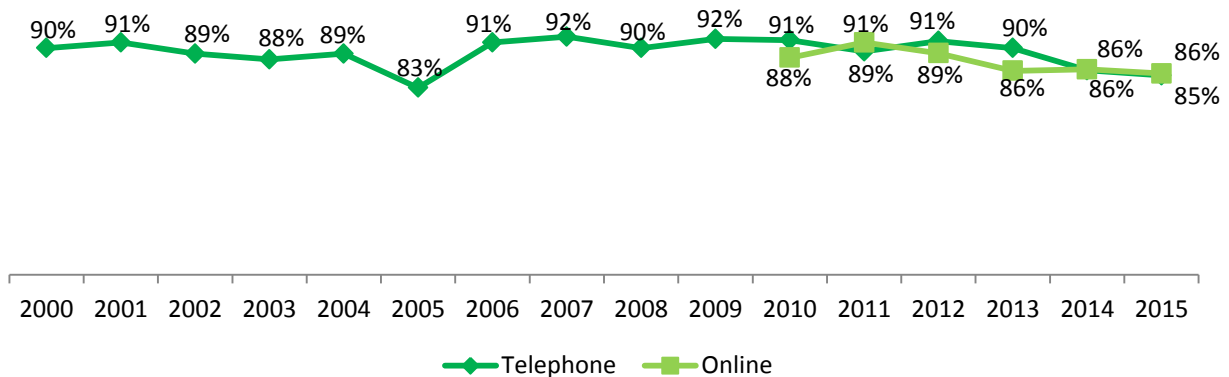
Perceptions of quality of life in Saskatoon are positive. Specifically, 85% of telephone and 86% of online respondents believing the quality of life is very good or good. Few rate the quality of life fair, poor or very poor.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents excluding "unsure/don't know," telephone: n=499, online: n=821.

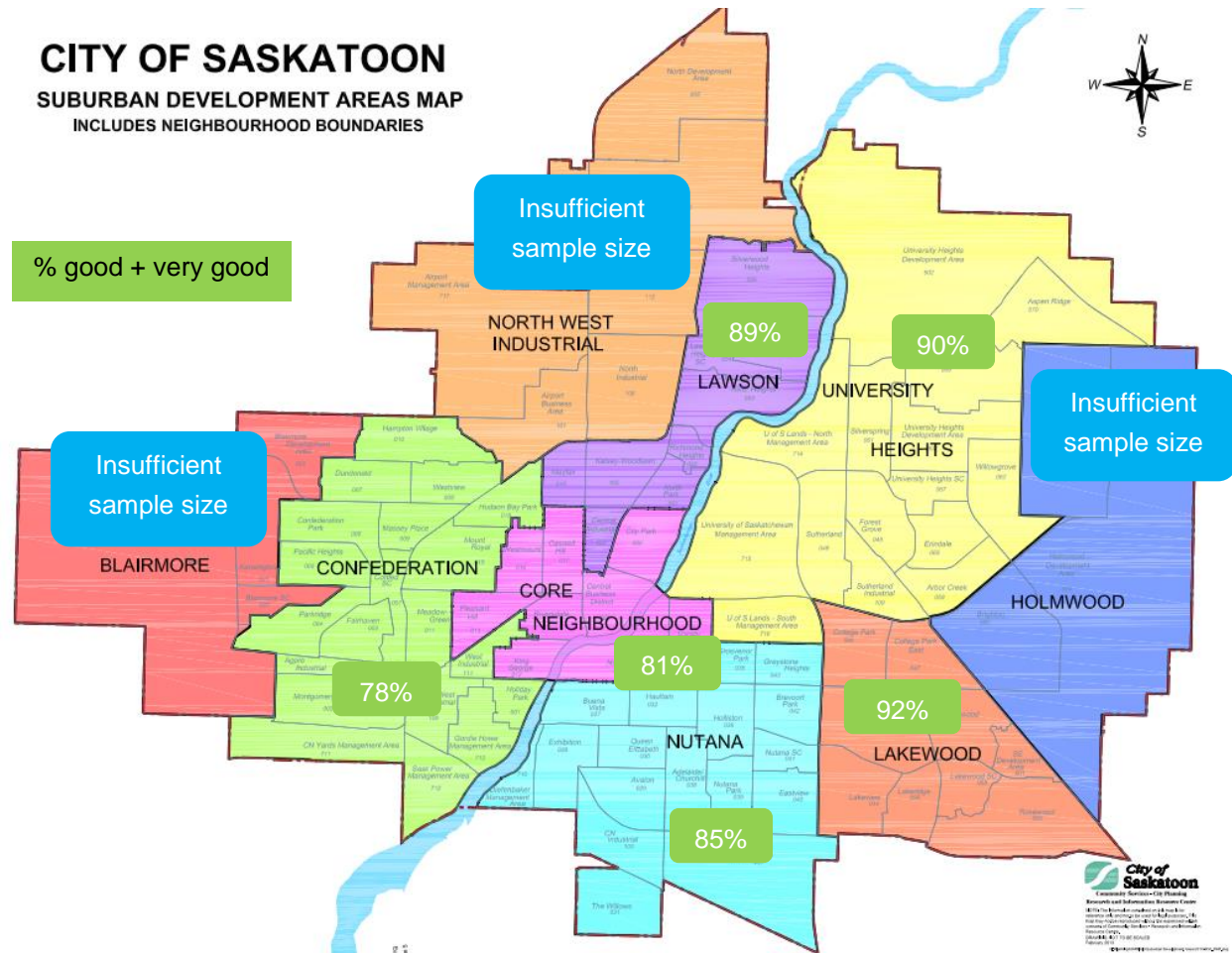
### Trended Perception Quality of Life

Perceptions of quality of life in Saskatoon hold steady with 2014 for both online and telephone respondents.



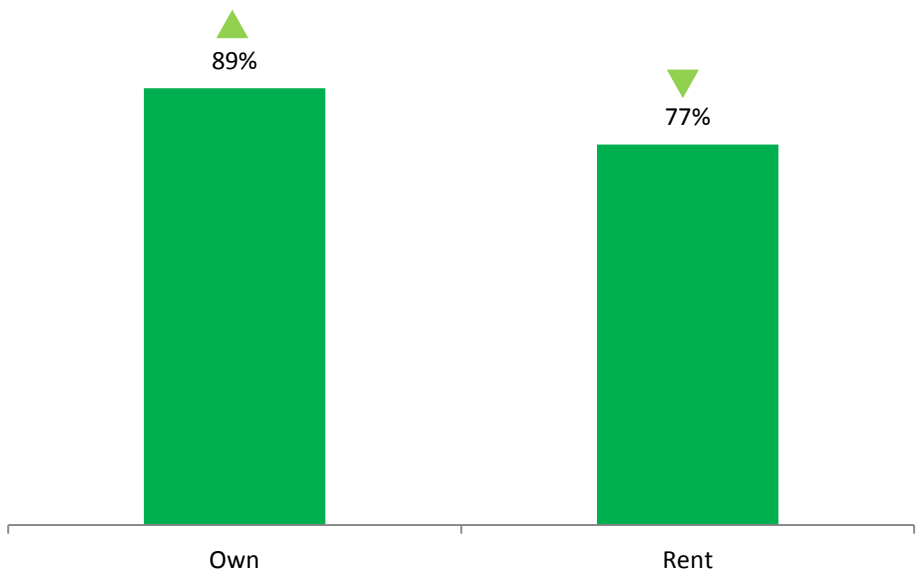
## Perceived Quality of Life by SDA (online respondents only)

Quality of life is perceived to be strongest in Lakewood, University Heights, and Lawson; however, the Core Neighbourhood and Confederation perceive the quality of life in Saskatoon to be notably lower.



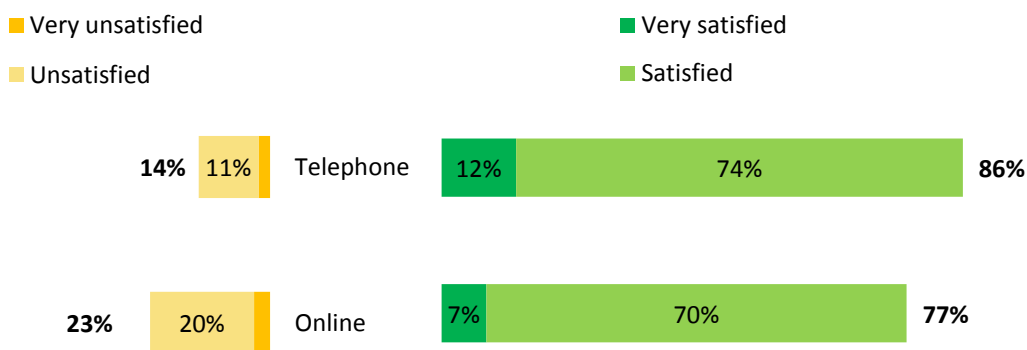
## Perceived Quality of Life by Home Ownership (online respondents only)

Individuals who own their home are more likely to perceive Saskatoon’s quality of life to be higher than those who rent their home.



## Overall Satisfaction

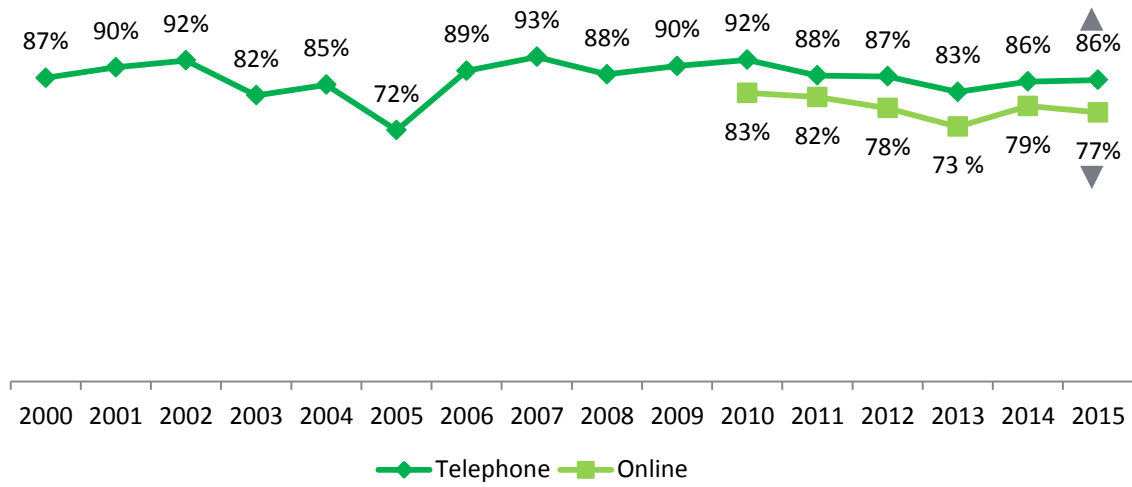
Overall Satisfaction with the level of services provided by the City of Saskatoon is strong. However, more than two in ten online respondents are unsatisfied or very unsatisfied with the level of services provided by the City.



6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents excluding “unsure/don’t know,” telephone: n=500, online: n=821.

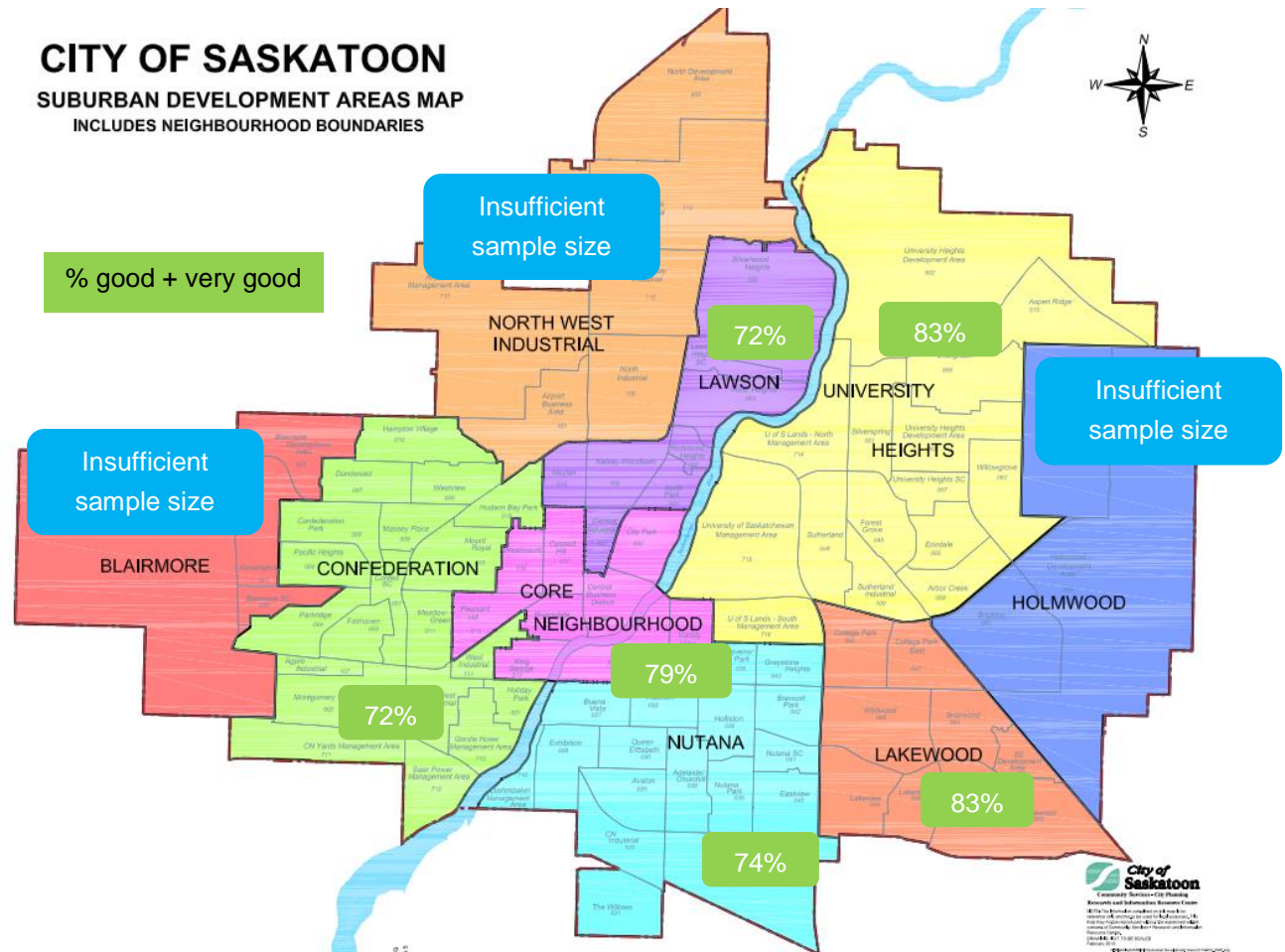
## Trended Overall Satisfaction

Overall satisfaction remains relatively consistent with previous years, with telephone respondents continuing to be significantly more satisfied than online respondents.



## Overall Satisfaction by SDA (online respondents only)

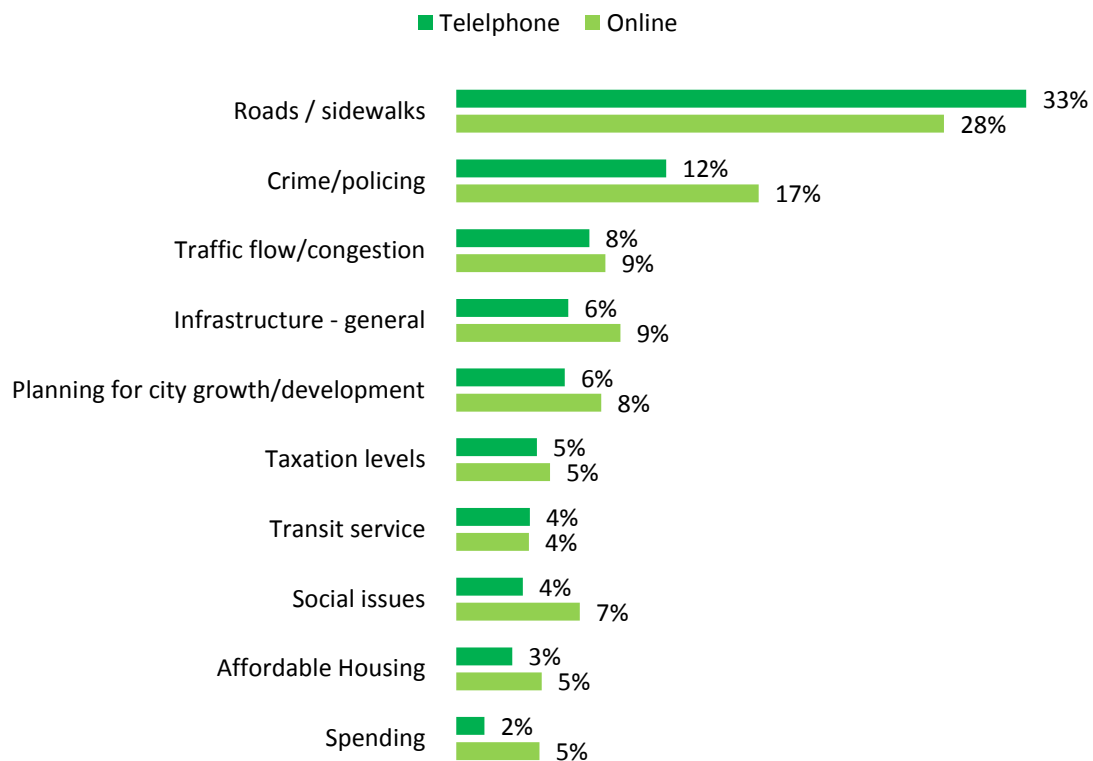
Overall satisfaction with the City is highest among those living in University Heights and Lakewood, and significantly higher than in Lawson and Confederation.



## IMPORTANT ISSUES FACING THE CITY

### Primary Issues

When asked to name the most important issue facing the city, road and sidewalk repair is most commonly mentioned, followed by crime / policing, traffic flow / congestion and general infrastructure.



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=821.



## Tracking Primary Issues

In 2015, more residents have identified crime and policing as the main issue facing the city than in 2014, while mentions of roads / sidewalks and affordable housing have declined among both telephone and online respondents.

Primary issues	2012 Telephone	2013 Telephone	2014 Telephone	2015 Telephone	Telephone Difference from 2014	2012 Online	2013 Online	2014 Online	2015 Online	Online Difference from 2014
Roads / sidewalks	24%	36 %	37%	33%	-4 %	22%	31 %	32%	28%	-4 %
Traffic flow/congestion	7%	13 %	8%	8%	0 %	9%	15 %	10%	9%	-1 %
Planning for city growth/development	8%	11 %	6%	6%	0 %	9%	13 %	9%	8%	-1 %
Infrastructure (general)	17%	5 %	5%	6%	1 %	19%	9 %	11%	9%	-2 %
Crime/policing	8%	4 %	9%	12%	3 %	10%	8 %	11%	17%	6 %
Taxation	6%	4 %	5%	5%	0 %	7%	6 %	5%	5%	0 %
Affordable Housing	7%	4 %	6%	3%	-3 %	10%	9 %	9%	5%	-4 %
Social issues	4%	3 %	3%	4%	1 %	3%	5 %	5%	7%	2 %

## Primary and Secondary Issues

When asked to name additional issue facing the city, roads and sidewalks are most frequently cited. Crime and policing are also commonly referenced, especially among online respondents.

Telephone respondents	<div>■ Primary</div> <div>■ Secondary</div>	Online respondents
50% <div><div></div><div></div><div></div></div>	Roads / sidewalks	<div><div></div><div></div><div></div></div> 28% 19% 47%
21% <div><div></div><div></div><div></div></div>	Crime/policing	<div><div></div><div></div><div></div></div> 17% 17% 34%
11% <div><div></div><div></div><div></div></div>	Traffic flow/congestion	<div><div></div><div></div><div></div></div> 9% 8% 16%
8% <div><div></div><div></div><div></div></div>	Infrastructure - general	<div><div></div><div></div><div></div></div> 9% 5% 14%
9% <div><div></div><div></div><div></div></div>	Planning for city growth/development	<div><div></div><div></div><div></div></div> 8% 14%
7% <div><div></div><div></div><div></div></div>	Taxation levels	<div><div></div><div></div><div></div></div> 10%
8% <div><div></div><div></div><div></div></div>	Transit service	<div><div></div><div></div><div></div></div> 10%
7% <div><div></div><div></div><div></div></div>	Social issues	<div><div></div><div></div><div></div></div> 14%
5% <div><div></div><div></div><div></div></div>	Affordable Housing	<div><div></div><div></div><div></div></div> 8%
4% <div><div></div><div></div><div></div></div>	Spending	<div><div></div><div></div><div></div></div> 9%
2% <div><div></div><div></div><div></div></div>	Environment/pollution	<div><div></div><div></div><div></div></div> 1%
5% <div><div></div><div></div><div></div></div>	City programs and services	<div><div></div><div></div><div></div></div> 8%

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=821.

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=821.

## Tracking Primary and Secondary Issues

Mentions of crime and policing as primary and secondary issues facing the city have increased since 2014 (an increase of 9 points for online and 5 points for telephone). Declines in importance are noted for affordable housing, spending, taxation, and roads / sidewalks (ranging from 3 points to 8 points).

Primary and Secondary issues	2014 Telephone	2015 Telephone	Telephone Difference from 2014	2014 Online	2015 Online	Online Difference from 2014
Roads / sidewalks	54%	50%	-4%	51%	47%	-4%
Crime/policing	16%	21%	5%	25%	34%	9%
Traffic flow/congestion	11%	11%	0%	17%	16%	-1%
Infrastructure - general	5%	8%	3%	16%	14%	-2%
Planning for city growth/development	8%	9%	1%	15%	14%	-1%
Taxation levels*	10%	7%	-3%	15%	10%	-5%
Transit service	7%	8%	1%	11%	10%	-1%
Social issues	5%	7%	2%	12%	14%	2%
Spending*	10%	4%	-6%	15%	9%	-6%
Affordable Housing	8%	5%	-3%	16%	8%	-8%
Environment/pollution	1%	2%	1%	4%	1%	-3%

\*In 2014, Taxation and Spending were combined.

## SPECIFIC CIVIC SERVICES – IMPORTANCE & SATISFACTION

Historically, Saskatoon residents have been asked to rate the importance of a wide range of civic services offered by the City as well as the City's performance of delivering these services. For 2015, the importance question was omitted from the study to allow for additional questionnaire length to address the budget questions reported as part of the hot topics section. Because the importance of civic services does not typically vary greatly year over year, responses to the importance questions from 2014 are shown below simply for reference.

A ten-point scale is used where one means not at all important or very poor performance (in the case of rating the City's performance) and ten means very important or excellent performance (in the case of rating the City's performance). For the ease of presentation, these services have been grouped into the following categories.

Transportation & Utility Services
<ul style="list-style-type: none"> <li>❖ Maintenance of major roadways and freeways               <ul style="list-style-type: none"> <li>❖ Snow and ice road maintenance</li> <li>❖ Traffic management</li> </ul> </li> <li>❖ Street maintenance in your neighborhood               <ul style="list-style-type: none"> <li>❖ Sidewalk maintenance in your neighborhood</li> <li>❖ Parking</li> <li>❖ Public transportation</li> </ul> </li> <li>❖ Maintenance of back lanes</li> <li>❖ Repair of water main breaks</li> <li>❖ Quality of drinking water</li> <li>❖ Treatment of sewage</li> <li>❖ Electrical services reliability</li> </ul>

Waste Management
<ul style="list-style-type: none"> <li>❖ Garbage collection</li> <li>❖ Recycling</li> <li>❖ Landfill services</li> </ul>

\*Added in 2015

Community Services
<ul style="list-style-type: none"> <li>❖ Planning for growth and development               <ul style="list-style-type: none"> <li>❖ Affordable housing</li> </ul> </li> <li>❖ Indoor pools/community centres</li> <li>❖ Outdoor swimming pools</li> <li>❖ Paddling pools and spray parks*               <ul style="list-style-type: none"> <li>❖ Indoor Ice rinks</li> <li>❖ Mosquito control</li> </ul> </li> <li>❖ Maintenance of City parks</li> <li>❖ Maintenance of City trees</li> <li>❖ Accessibility of City parks</li> <li>❖ Funding for community-based organizations</li> <li>❖ Funding for arts and cultural groups               <ul style="list-style-type: none"> <li>❖ Bylaw enforcement</li> </ul> </li> <li>❖ Control of dangerous and nuisance animals</li> <li>❖ Recreation programs and services*</li> </ul>

Other
<ul style="list-style-type: none"> <li>❖ Fire protection</li> <li>❖ Police services</li> <li>❖ Bylaw enforcement</li> <li>❖ Customer service</li> <li>❖ Online services</li> </ul>

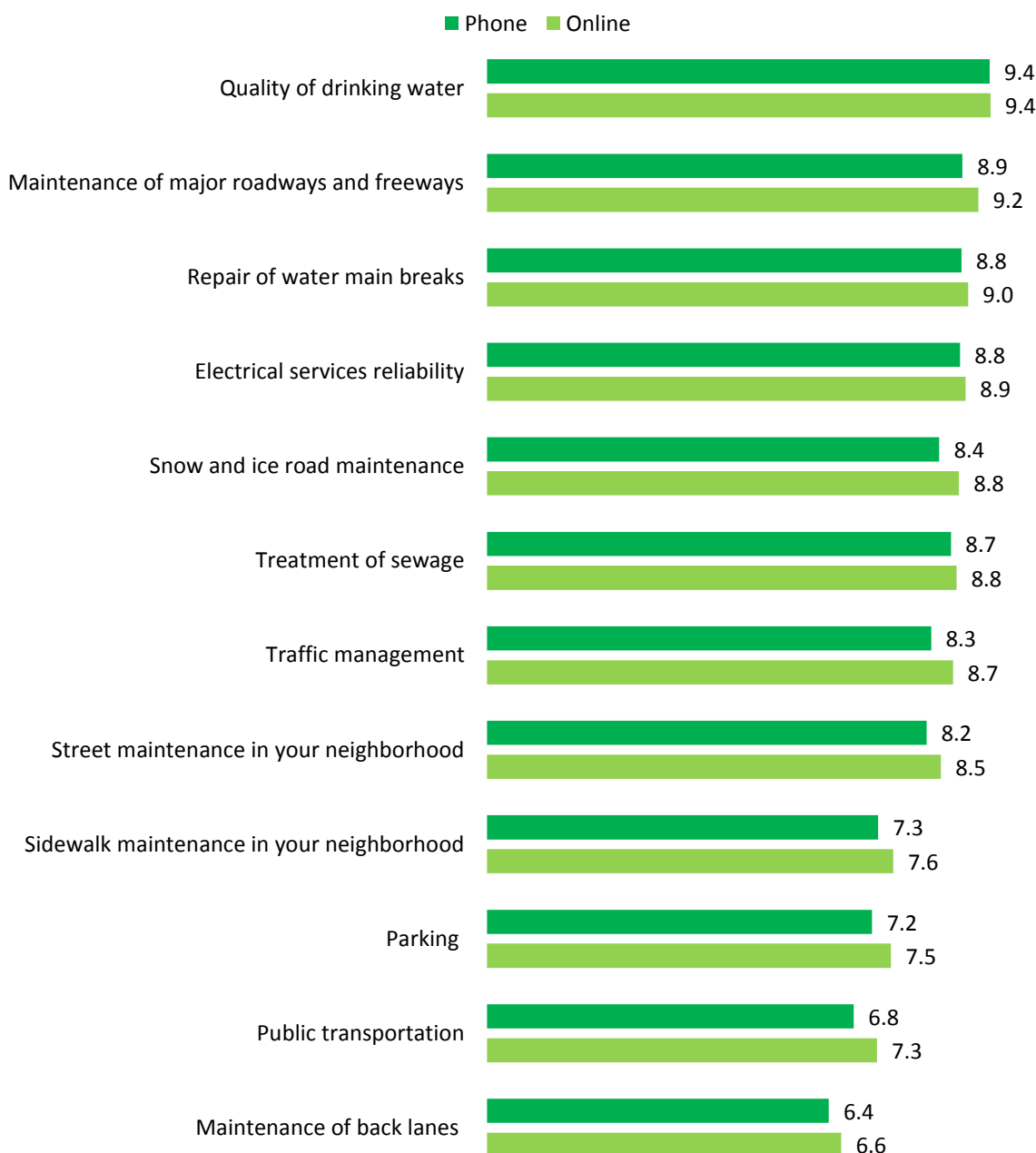
The civic services that residents deemed most important in 2014 include the following:

- Road maintenance
- Repair of water main breaks
- Snow and ice maintenance
- Traffic management
- Planning for growth and development
- Quality of drinking water
- Fire protection
- Treatment of sewage
- Police services

## Importance of Transportation & Utility Services

Most transportation and utility services were deemed as very important in the 2014 study. Sidewalk maintenance, parking, public transportation, and back lane maintenance were perceived as comparatively less important.

### 2014 Ranking of Importance



4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. \*2014 Results. \*Results for electrical services reliability exclude respondents whose electricity provider is SaskPower.

## Importance of Community Services

In 2014, planning for growth and development was deemed to be the most important community service while leisure services were comparatively less important to citizens.

### 2014 Ranking of Importance

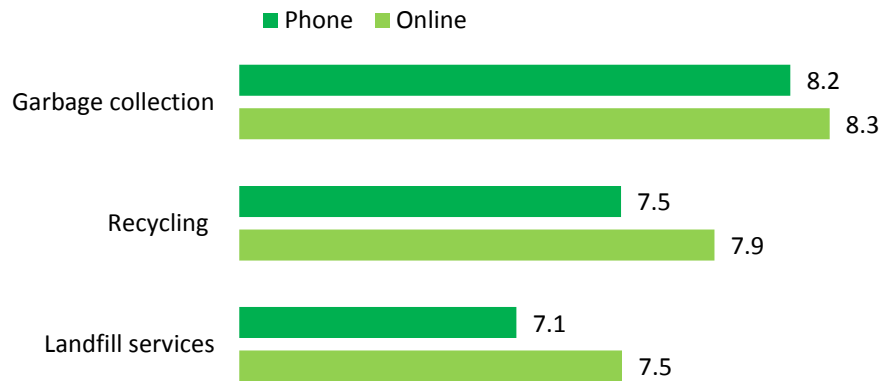


4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. \*2014 Results.

## Importance of Waste Management

In 2014, garbage collection was seen to be more important than recycling and landfill services.

### 2014 Ranking of Importance

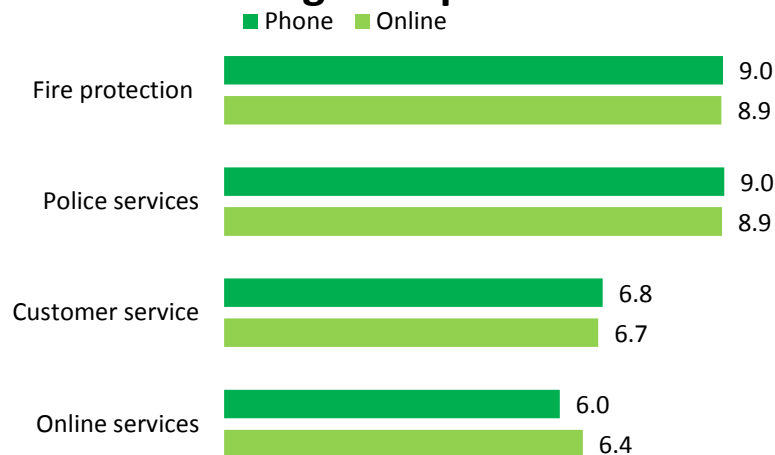


4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. \*2014 Results.

## Importance of Other Services

Among the remaining civic services presented to citizens, fire protection and police services were perceived to be the most important in 2014.

### 2014 Ranking of Importance



4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. \*2014 Results.



## Tracking Importance of Services

In 2014, the perceived importance of specific civic services remained consistent except for funding for community-based organizations, for which a notable decline in importance was observed. However, this may have been due in part to a change in the wording between 2013 and 2014.

Transportation & Utility Services	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Maintenance of major roadways and freeways	8.9	9.0	9.0	8.9	-0.1	9.1	9.1	9.2	9.2	0.0
Snow and ice road maintenance*	8.3	8.3	8.5	8.4	-0.1	8.8	8.6	8.8	8.8	0.0
Traffic management	8.1	8.4	8.4	8.3	-0.1	8.7	8.8	8.8	8.7	-0.1
Street maintenance in your neighborhood	8.2	8.3	8.3	8.2	-0.1	8.5	8.5	8.5	8.5	0.0
Sidewalk maintenance in your neighborhood	7.1	7.0	7.1	7.3	0.2	7.7	7.6	7.6	7.6	0.0
Parking	-	-	7.0	7.2	0.2	-	-	7.5	7.5	0.0
Public transportation	7.0	7.1	7.0	6.8	-0.2	7.4	7.3	7.5	7.3	-0.2
Maintenance of back lanes	6.4	6.1	6.1	6.4	0.3	6.5	6.4	6.6	6.6	0.0
Repair of water main breaks	8.7	8.9	8.8	8.8	0.1	8.9	9.0	9.1	9.0	-0.1
Quality of drinking water	9.2	9.4	9.4	9.4	0.0	9.4	9.5	9.5	9.4	-0.1
Treatment of sewage	8.5	8.7	8.7	8.7	0.0	8.7	8.8	8.9	8.8	-0.1
Electrical services reliability**	8.4	8.6	8.6	8.8	0.2	8.8	8.8	8.9	8.9	0.0

\* Option was changed from "snow removal."

\*\* Results exclude respondents whose electricity provider is SaskPower.

\*\*\*\*2014 results.

Community Services	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Planning for growth and development*	8.0	8.2	8.4	8.0	-0.4	8.5	8.5	8.6	8.4	-0.2
Affordable housing**	-	-	-	7.8	-	-	-	-	7.9	-
Indoor pools/community centres	6.8	7.0	6.9	6.7	-0.2	7.0	6.9	7.0	6.8	-0.2
Outdoor swimming pools	6.2	6.2	6.2	6.0	-0.2	6.1	6.2	6.4	6.1	-0.3
Ice rinks	5.9	6.0	5.9	5.8	-0.1	5.8	5.7	5.8	5.7	-0.1
Golf courses	4.7	4.6	4.7	4.6	-0.1	4.6	4.5	4.6	4.5	-0.1
Mosquito control	7.5	7.4	7.5	7.5	0.0	7.9	7.8	7.9	7.8	-0.1
Maintenance of City parks	7.5	7.6	7.5	7.6	0.1	7.8	7.7	7.8	7.7	-0.1
Maintenance of City trees	7.0	7.0	6.9	7.1	0.2	7.4	7.3	7.4	7.3	-0.1
Accessibility of City parks	7.2	7.3	7.2	7.2	0.0	7.6	7.4	7.4	7.3	-0.1
Funding for community-based organizations***	7.7	7.7	7.5	6.6	-0.9	7.5	7.4	7.4	6.6	-0.8
Funding for arts and cultural groups	5.9	5.9	5.9	5.8	-0.1	6.0	5.9	5.8	5.6	-0.2
Bylaw enforcement	7.0	6.9	7.0	7.1	0.1	7.3	7.2	7.3	7.2	-0.1
Control of dangerous and nuisance animals	6.9	7.0	6.9	7.0	0.1	7.1	7.0	7.0	7.0	0.0

\* Option was changed from "planning and development of the city."

\*\* Option was added in 2014.

\*\*\* Option was changed from "funding for community service organizations that help people in need."

\*\*\*\*2014 results

Waste Management	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Garbage Collection	-	8.4	8.2	8.2	0.0	-	8.3	8.5	8.3	-0.2
Recycling*	7.6	7.6	7.6	7.5	-0.1	7.7	7.6	7.8	7.9	0.1
Landfill services	7.2	7.2	7.2	7.1	-0.1	7.5	7.5	7.6	7.5	-0.1

\* Option was changed from "recycling initiatives."

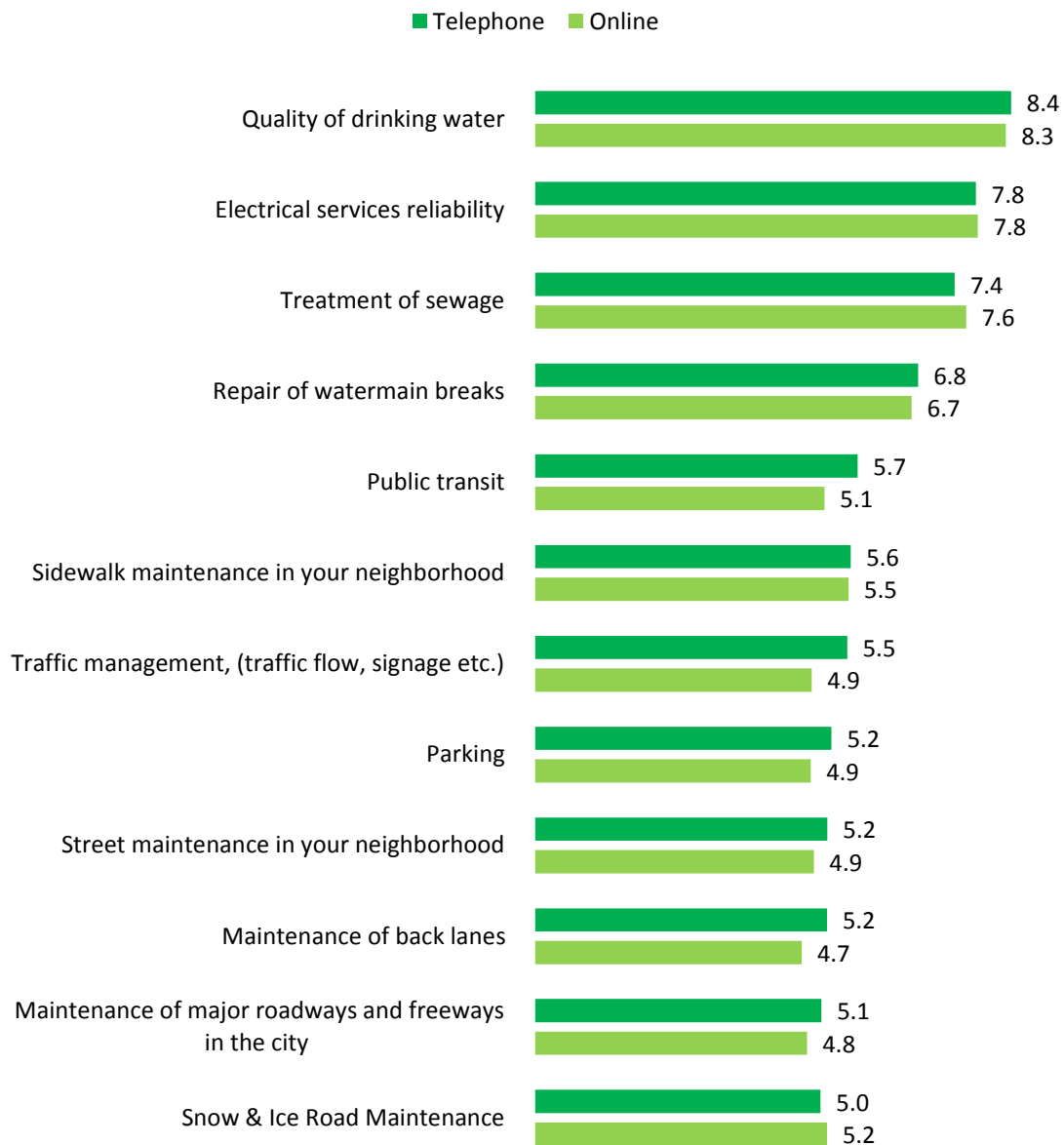
\*\*\*\*2014 results.

Other	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Fire protection	8.9	9.1	9.1	9.0	-0.1	9.1	9.0	9.1	8.9	-0.2
Police services	8.8	9.0	9.0	9.0	0.0	9.1	9.0	9.0	8.9	-0.1
Customer service	6.7	6.8	6.7	6.8	0.1	6.7	6.8	6.8	6.7	-0.1
Online services	-	-	5.8	6.0	0.2	-	-	6.4	6.4	0.0

\*\*\*\*2014 results.

## Satisfaction with Transportation & Utility Services

As previously mentioned, residents were also asked to rate the City's performance on a ten-point scale in delivering civic services. Quality of drinking water, electrical services reliability, and treatment of sewage are the areas of transportation and utility services that residents are most satisfied with, while satisfaction is notably lower for road maintenance and snow and ice maintenance.



5. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=366 to 499, online, n=405 to 817.

## Satisfaction with Community Services

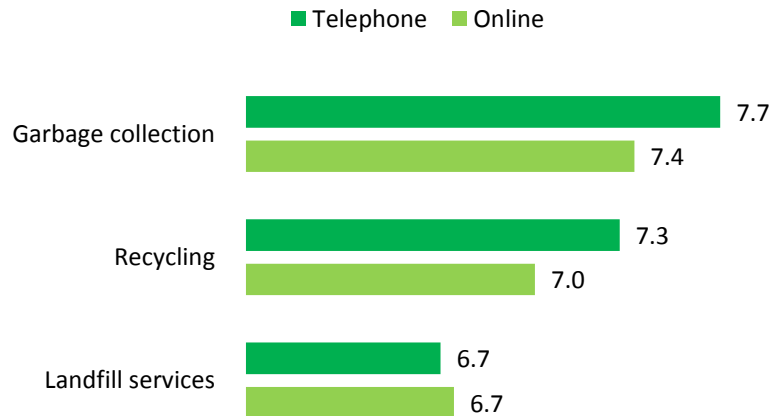
Citizens are very satisfied with accessibility of city parks and indoor pools/community centres/leisure facilities; however, mosquito control, planning for growth and development, and affordable housing are comparatively lower in satisfaction.



5. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=366 to 499, online, n=405 to 817.

## Satisfaction with Waste Management

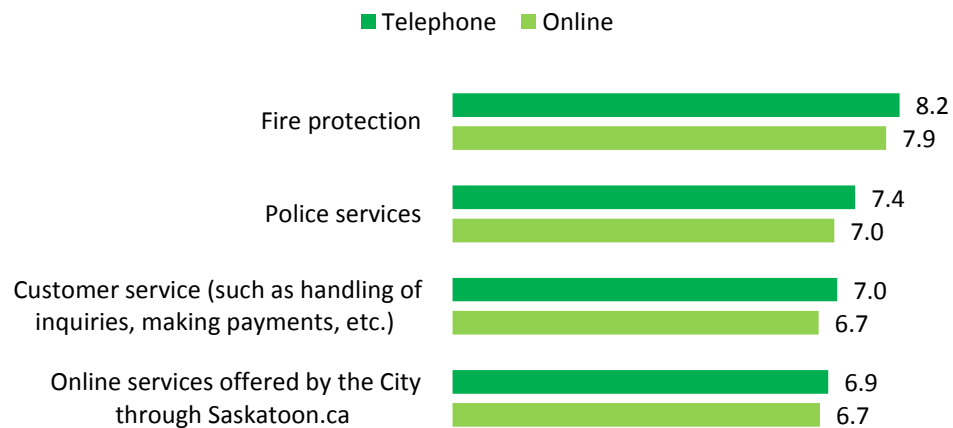
Residents are more satisfied with garbage collection than landfill services.



5. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=366 to 499, online, n=405 to 817.

## Satisfaction with Other Services

Satisfaction with other services offered by the City is very high, particularly for fire protection and police services.



5. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=366 to 499, online, n=405 to 817.

## Tracking Satisfaction with Civic Services

Satisfaction has remained relatively steady with most transportation and utility services although slight declines are noted for snow and ice maintenance, traffic management, street maintenance in your neighbourhood, public transportation and maintenance of back lanes.

Transportation & Utility Services	2012 Telephone	2013 Telephone	2014 Telephone	2015 Telephone	Difference from 2014	2012 Online	2013 Online	2014 Online	2015 Online	Difference from 2014
Maintenance of major roadways and freeways	5.4	5.1	5.3	5.1	-0.2	4.9	4.6	4.9	4.8	-0.1
Snow & ice road maintenance*	5.9	4.7	5.4	5.0	-0.4	5.8	4.4	5.4	5.2	-0.2
Traffic management	5.7	5.3	5.8	5.5	-0.3	5.2	4.9	5.4	4.9	-0.5
Sidewalk maintenance in your neighbourhood	6.0	5.8	5.6	5.6	0.0	5.7	5.4	5.7	5.5	-0.2
Street maintenance in your neighbourhood	5.6	5.4	5.5	5.2	-0.3	5.4	5.1	5.4	4.9	-0.5
Parking	-	5.4	5.5	5.2	-0.3	-	5.2	5.1	4.9	-0.2
Public transportation	6.3	6.2	6.1	5.7	-0.4	5.7	5.6	5.7	5.1	-0.6
Maintenance of back lanes	5.3	5.3	5.1	5.2	0.1	5.2	5.0	5.2	4.7	-0.5
Repair of water main breaks	7.5	7.2	6.7	6.8	0.1	7.2	6.9	6.6	6.7	0.1
Quality of drinking water	8.6	8.4	8.4	8.4	0.0	8.5	8.4	8.3	8.3	0.0
Treatment of sewage	8.0	7.8	7.7	7.4	-0.3	7.8	7.8	7.7	7.6	-0.1
Electrical services reliability	8.0	8.4	8.1	7.8	-0.3	7.8	8.2	7.8	7.8	0.0

\* Option was changed from "snow removal" in 2014.

Satisfaction has increased for nearly all community services. Improvements have been made in indoor ice rinks, accessibility of city parks and control of dangerous and nuisance animals. Small declines are seen in planning for growth and development.

Community Service	2012 Telephone	2013 Telephone	2014 Telephone	2015 Telephone	Difference from 2014	2012 Online	2013 Online	2014 Online	2015 Online	Difference from 2014
Planning for growth and development	5.9	5.6	5.9	5.6	-0.3	5.5	5.1	5.5	5.2	-0.3
Affordable housing	-	-	5.0	5.0	0.0	-	-	4.7	4.5	-0.2
Indoor pools/community centres	7.3	7.2	7.1	7.4	0.3	7.1	7.1	7.0	7.2	0.2
Outdoor swimming pools	6.6	6.6	6.6	6.8	0.2	6.7	6.6	6.6	6.9	0.3
Indoor ice rinks*	6.4	6.3	6.2	6.7	0.5	6.5	6.6	6.4	6.9	0.5
Mosquito control	6.1	5.6	5.9	5.7	-0.2	5.8	5.5	5.7	5.8	0.1
Maintenance of city trees and parks**	7.3	7.1	7.1	7.2	0.1	7.0	6.9	6.9	7.2	0.3
Accessibility of city parks	7.7	7.5	7.7	7.9	0.2	7.3	7.2	7.3	7.8	0.5
Funding for community based organizations	6.1	6.1	6.1	6.2	0.1	6.0	6.0	6.0	6.2	0.2
Funding for arts and cultural groups	5.9	6.0	5.9	6.1	0.2	6.0	6.1	6.1	6.3	0.2
Bylaw enforcement	6.3	6.2	6.2	6.2	0.0	6.3	6.1	6.1	5.8	-0.3
Control of dangerous and nuisance animals	6.8	6.8	6.7	7.0	0.2	6.8	6.6	6.5	7.0	0.5
Paddling pools and spray parks	-	-	-	7.2	-	-	-	-	7.1	-
Recreation programs and services	-	-	-	7.0	-	-	-	-	7.0	-

\*Option was changed from ice rinks

\*\* Previously this was separated into two categories: "Maintenance of city trees" and "Maintenance of city parks". The historical data in the above table represents results from the latter statement.



Slight declines are found for Waste Management satisfaction by the City. Garbage collection has fallen 0.3 points in both telephone and online respondents and Landfill services have also seen a decline by 0.3 points in telephone respondents and 0.2 points in online respondents.

Waste Management	2012 Telephone	2013 Telephone	2014 Telephone	2015 Telephone	Difference from 2014	2012 Online	2013 Online	2014 Online	2015 Online	Difference from 2014
Garbage Collection	7.7	7.9	8.0	7.7	-0.3	7.6	7.5	7.7	7.4	-0.3
Landfill services	7.1	6.9	7.0	6.7	-0.3	7.0	6.9	6.9	6.7	-0.2
Recycling	5.9	7.5	7.3	7.3	0.0	5.7	7.1	7.2	7.0	-0.2

Other services provided by the City have mixed satisfaction in comparison to 2014. Police services have declined for both respondents types (0.4 points for telephone respondents and 0.6 points for online respondents), while Customer services and Online services have both improved among telephone and online respondents.

Other	2012 Telephone	2013 Telephone	2014 Telephone	2015 Telephone	Difference from 2014	2012 Online	2013 Online	2014 Online	2015 Online	Difference from 2014
Fire protection	8.5	8.5	8.4	8.2	-0.2	8.4	8.3	8.2	7.9	-0.3
Police services	7.6	7.8	7.8	7.4	-0.4	7.5	7.5	7.6	7.0	-0.6
Customer services	7.0	6.8	6.8	7.0	0.2	6.6	6.4	6.5	6.7	0.2
Online services	-	6.6	6.6	6.9	0.3	-	6.5	6.5	6.7	0.2

## Mapping Importance and Satisfaction

In order to demonstrate areas of strength and weakness in the City's service offerings, a quadrant analysis was conducted. The set of civic services measured is mapped based on ratings of importance (based on 2014 data) and the City's performance in delivery of these services (satisfaction – based on 2015 data). The four quadrants are defined as follows:

### Key Weaknesses (Top Left Quadrant)

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

### Key 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 Strengths (Bottom Right Quadrant)

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

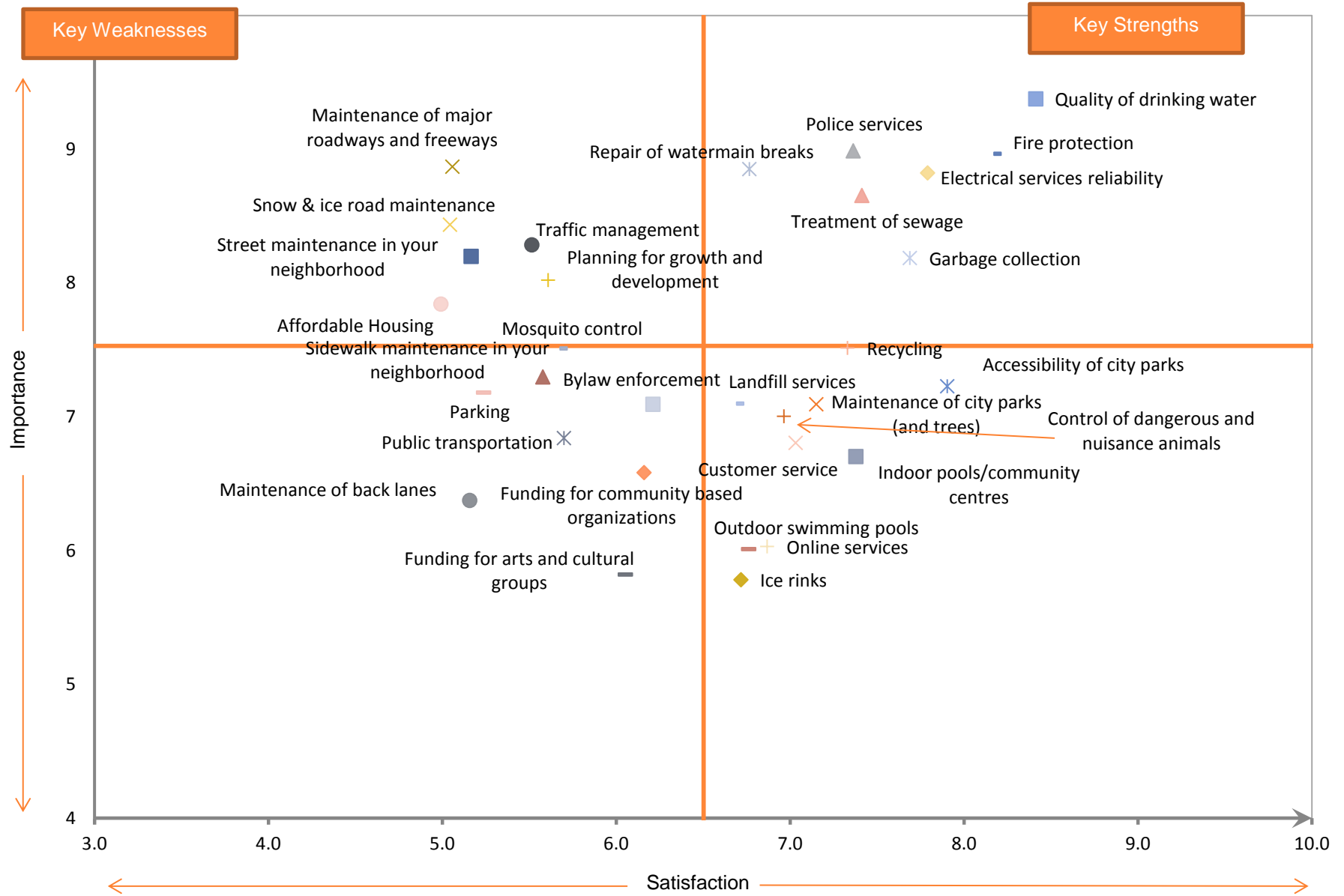
Two separate maps are presented to delineate results for the telephone and online surveys.

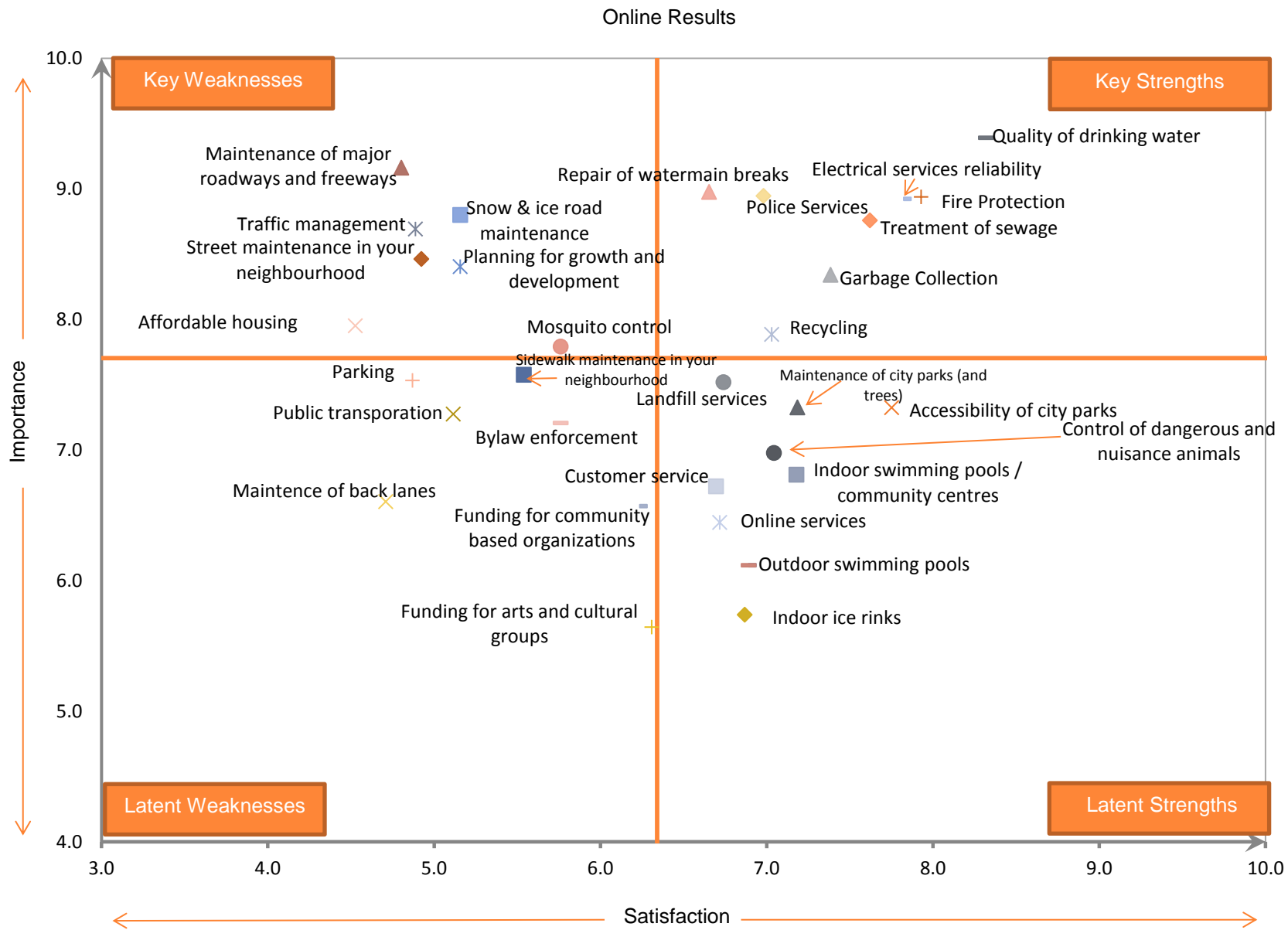
Summary of the quadrant analysis

Key Strengths – Rated High in Importance and Satisfaction	
Quality of drinking water	Treatment of sewage
Fire protection	Garbage collection
Electrical services reliability	Police services
Repair of water main breaks	Recycling

Key Weaknesses – Rated High in Importance but Low in Satisfaction	
Maintenance of major roadways and freeways	Planning for growth and development
Traffic management	Snow and ice road maintenance
Street maintenance in your neighbourhood	Mosquito control
Affordable housing	

# Telephone Results



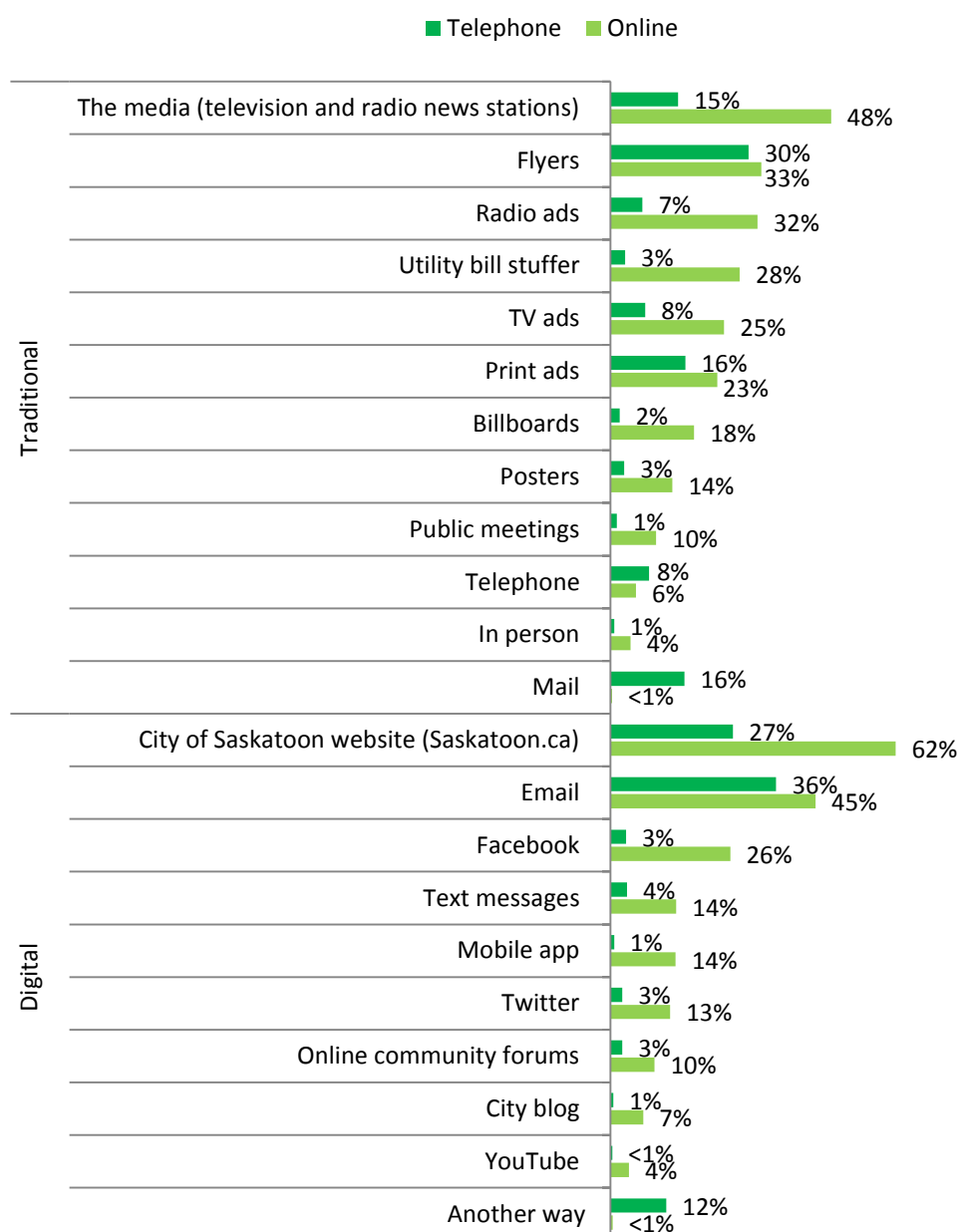


## METHODS OF COMMUNICATION

Next, respondents were asked to comment on how they would most like to communicate with the City of Saskatoon and whether or not they access the City's digital communications channels.

### Preferred Information Sources

Citizens prefer using a mix of sources to receive information about the City of Saskatoon. Most commonly, the City's website and emails from the City are the preferred information sources for both telephone and online respondents. The media, flyers, radio ads, utility bill stuffers, and TV ads are also common preferences.



7. 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=821.

## Trended Preferred Information Sources

Information source preferences hold relatively steady with previous years although far fewer telephone respondents have suggested bill stuffers, radio or TV ads, than in the past.

Communication Method		Mode	2012	2013	2014	2015
Traditional	Utility bill stuffer	Telephone	21%	27%	10%	3%
		Online	35%	36%	30%	28%
	The media	Telephone	19%	19%	23%	15%
		Online	45%	45%	43%	48%
	Print ads	Telephone	29%	17%	28%	16%
		Online	27%	21%	26%	23%
	Radio ads	Telephone	18%	20%	19%	7%
		Online	39%	32%	34%	32%
	TV ads	Telephone	22%	19%	20%	8%
		Online	30%	24%	26%	25%
	Flyers	Telephone	43%	32%	25%	30%
		Online	33%	29%	26%	33%
	Billboards	Telephone	7%	9%	7%	2%
		Online	21%	15%	19%	18%
	Posters	Telephone	4%	6%	5%	3%
		Online	12%	9%	14%	14%
	Public meetings	Telephone	4%	6%	6%	1%
		Online	13%	11%	13%	10%
Digital*	Website	Telephone	24%	26%	32%	27%
		Online	52%	47%	62%	62%
	Email	Telephone	26%	29%	31%	36%
		Online	36%	38%	42%	45%
	Facebook	Telephone	-	-	7%	3%
		Online	-	-	20%	26%
	Text Messaging	Telephone	-	-	5%	4%
		Online	-	-	11%	14%

\*Only items that can be tracked are included.

## Preferred Information Sources by Age (online respondents only)

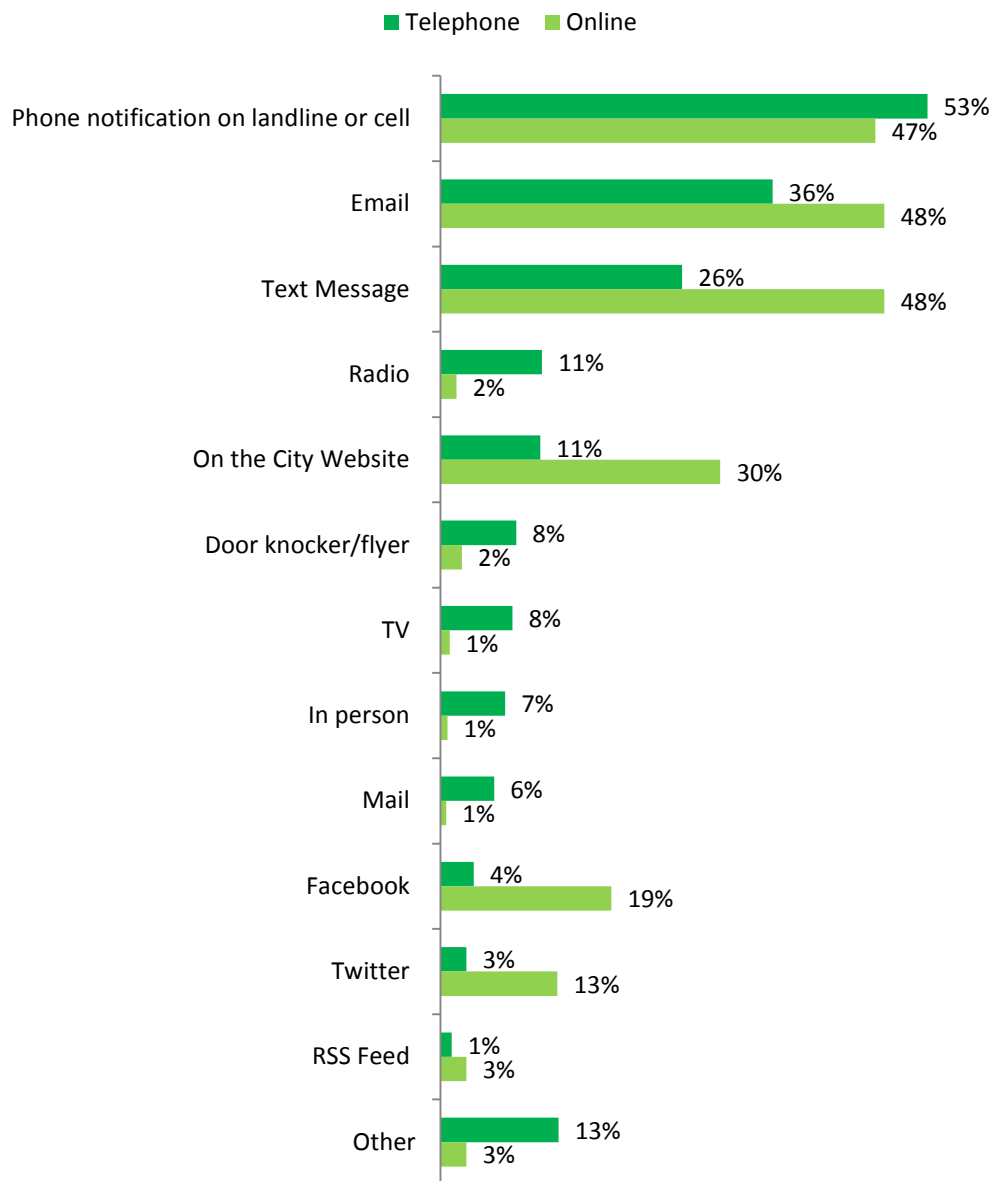
Preferred methods of receiving information from the City differ by age range. Younger individuals are more likely to prefer social media sources such as Facebook and Twitter, whereas older individuals have greater preferences towards traditional media sources.

Communication Method		18-34	35-54	55+
Traditional	The media	43% ▼	44%	61% ▲
	Radio ads	36%	31%	29%
	Billboards	22% ▲	19%	13% ▼
	TV ads	23%	23%	29%
	Utility bill stuffer	23% ▼	27% ▼	37% ▲
	Flyers	27% ▼	34%	39% ▲
	Posters	22% ▲	12% ▼	6% ▼
	Print ads	18% ▼	23%	30% ▲
	Public meetings	6% ▼	10%	14% ▲
	In person	6%	3%	5%
	Telephone	3%	5%	9%
	Mail	0%	1%	0%
Digital	City of Saskatoon website (Saskatoon.ca)	64%	64%	59%
	Email	41%	49%	44%
	Facebook	41% ▲	27% ▼	6% ▼
	Mobile app	18% ▲	18% ▲	4% ▼
	Twitter	19% ▲	15% ▲	3% ▼
	Text messages	14%	17%	11%
	Online community forums	14% ▲	10% ▲	4% ▼
	City blog	9% ▲	9% ▲	3% ▼
	YouTube	6% ▲	4%	1% ▼
Base (100%, n=)		288	303	230



## Preferred Information Sources During Unplanned Disruptions

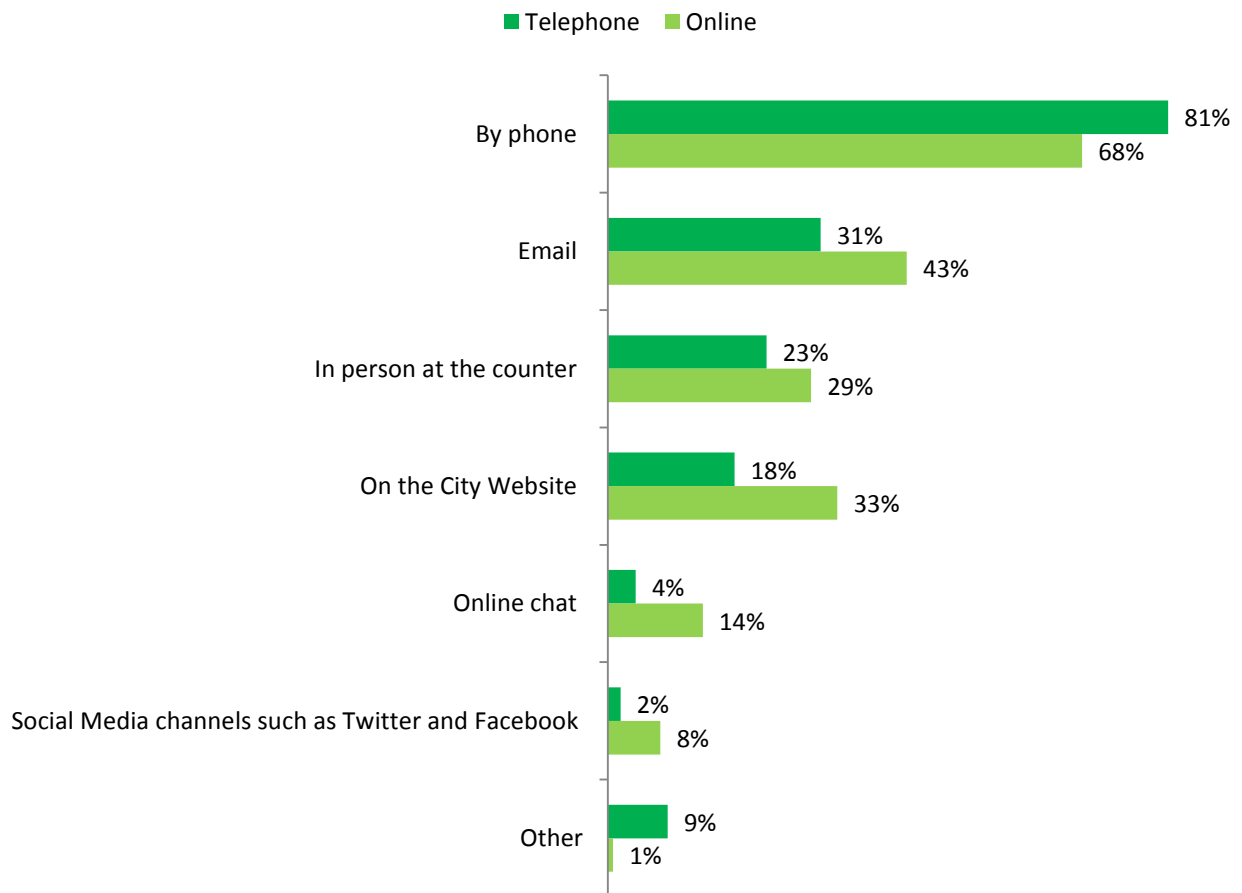
New for 2015, citizens were asked to identify methods that they would like to be contacted through in the case of an unplanned service disruption. The majority of residents prefer being notified by telephone on either landline or cellular devices, following by e-mail, text message notifications and the City website.



8. If there was an unplanned disruption to your services such as water or power outage, please identify how you would prefer to find out or be notified about the disruption. (Select all that apply) Base: All respondents, telephone: n=500, online: n=821.

## Preferred Method of Conducting Business with or Contacting the City of Saskatoon

Next, residents were asked to indicate their preferred method of conducting business with or contacting the City of Saskatoon. A large majority of citizens strongly prefer communicating with the City via telephone, followed by e-mail, in-person or the City website.



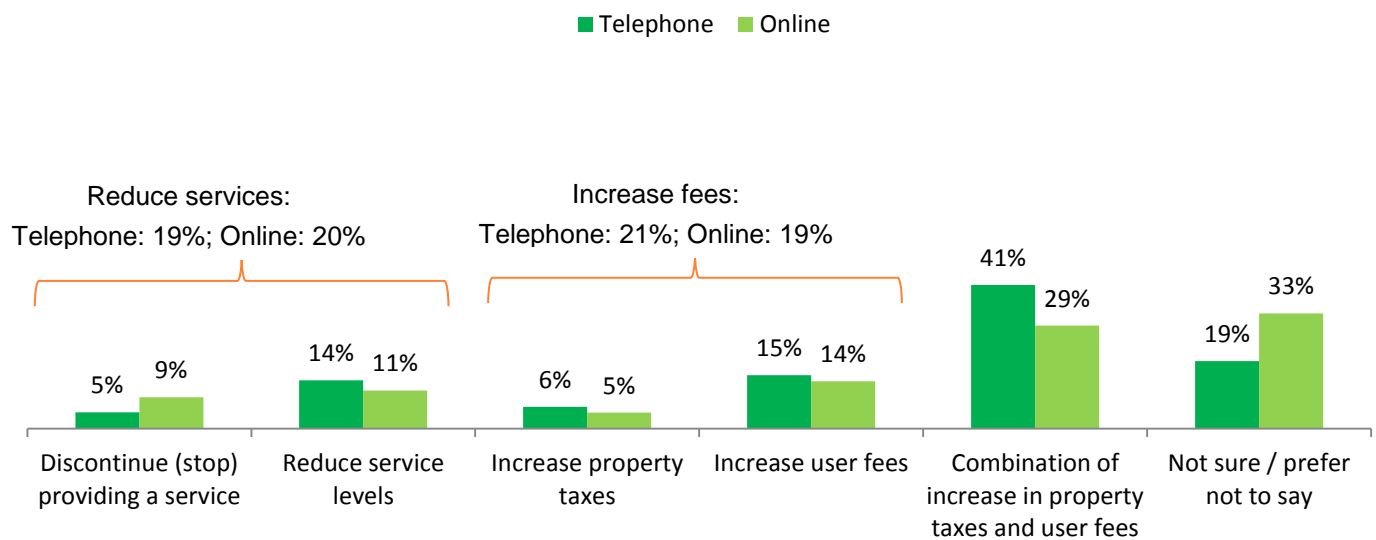
9. How do you prefer to conduct business with the City of Saskatoon or contact the City with a question or inquiry? Base: All respondents, telephone: n=500, online: n=821.

## HOT TOPIC 2015 – BUDGET INPUT

The hot topic section for 2015 asked citizens in Saskatoon questions regarding balancing of the City's budget in addition to preferred priorities for spending in the future.

### Budget Balancing

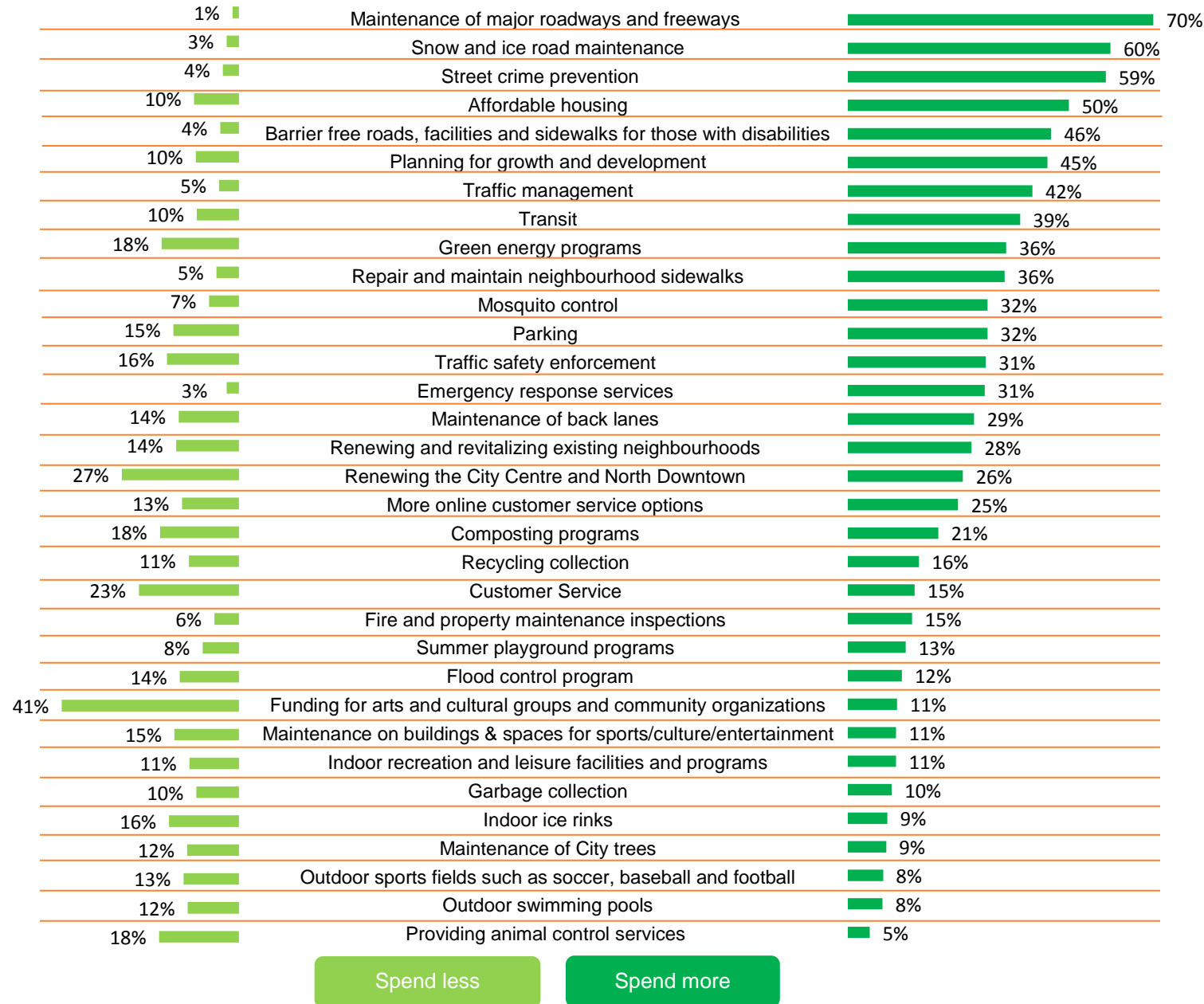
When asked which of the following methods the City could use to balance its budget, most residents prefer a combination of increased user fees and property taxes over reducing services or no longer providing (stopping) a service. However, a sizable proportion are unsure.



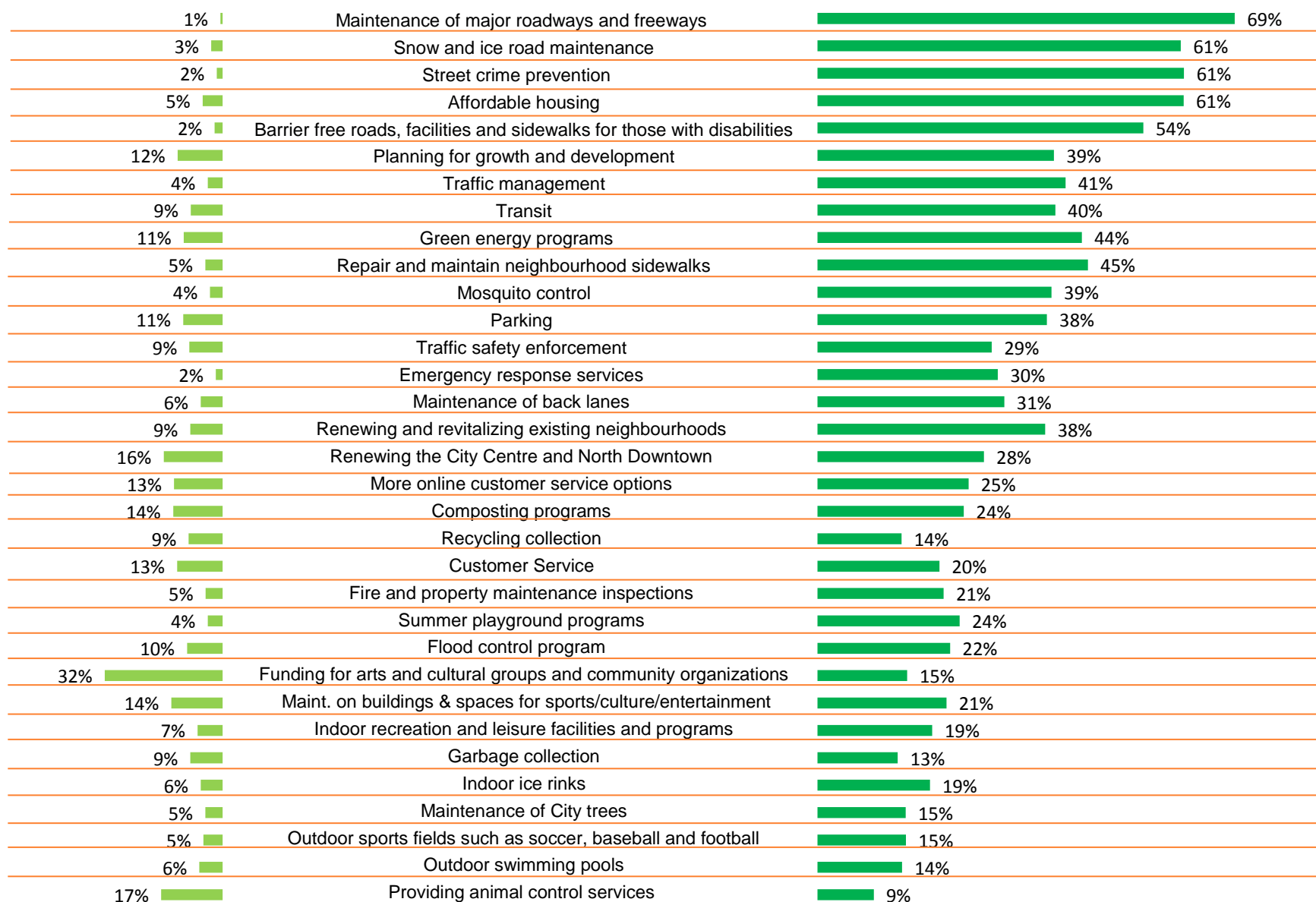
10. Which of the following methods for balancing the City of Saskatoon budget do you prefer most? Base: All respondents, telephone: n=500, online: n=821.

## Spending Preferences on Civic Services (online respondents only)

Citizens were next asked to indicate whether they believe the City should spend more, less or the same amount as current on several different civic services.



## Spending Preferences on Civic Services (telephone respondents only)

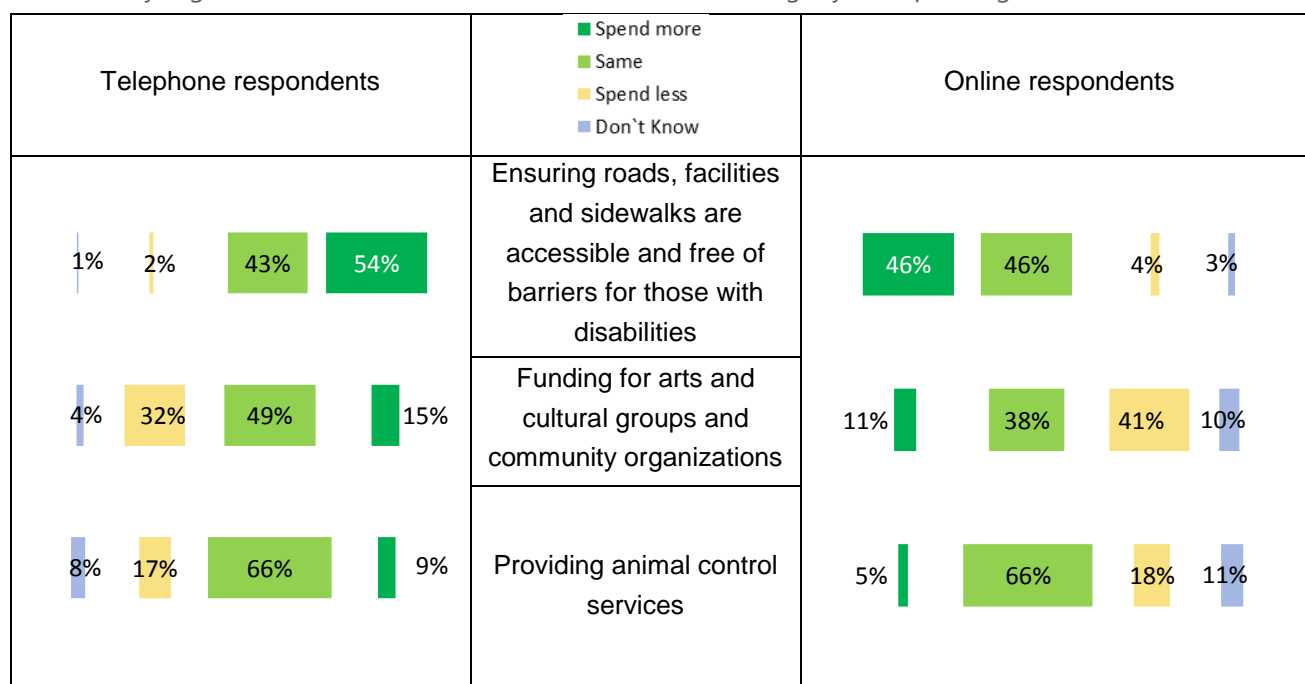


Spend less

Spend more

## Community Support

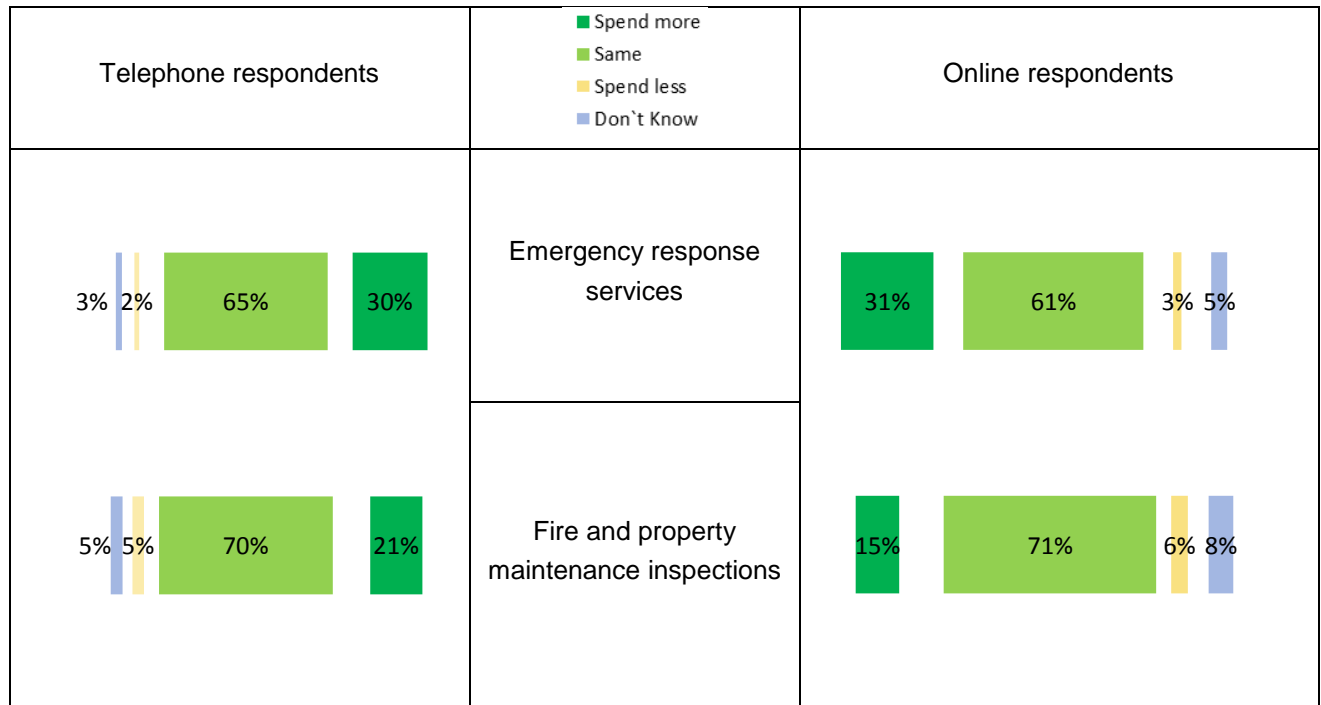
Within Community Support, roughly one half of Saskatoon residents support increased spending on infrastructure accessibility. A large proportion wish to see less spending on the arts, culture, and community organizations while most wish to see consistent or slightly less spending on animal control.



Q11. Keeping in mind that taxes or user fees may increase if the cost of providing services increases, do you think the City of Saskatoon should be spending more, less or about the same as now on each of the following services? Base: All respondents, telephone: n = 500, online: n = 821.

## Fire and Protection Services

Most wish to see increased or stable spending on emergency response services and fire and property maintenance inspections.



## Urban Planning and Development

A majority of Saskatoon residents would like to see more or consistent spending in most urban planning and development areas, with weakest support in City Centre and North Downtown renewal.

Telephone respondents	<div>Spend more</div> <div>Same</div> <div>Spend less</div> <div>Don't Know</div>	Online respondents
<div>3% 12% 45% 39%</div>	Planning for growth and development	<div>45% 39% 10% 5%</div>
<div>6% 16% 50% 28%</div>	Renewing the City Centre and North Downtown	<div>26% 40% 27% 7%</div>
<div>5% 9% 48% 38%</div>	Renewing and revitalizing existing neighbourhoods	<div>28% 52% 14% 5%</div>
<div>6% 5% 28% 61%</div>	Affordable housing	<div>50% 34% 10% 5%</div>



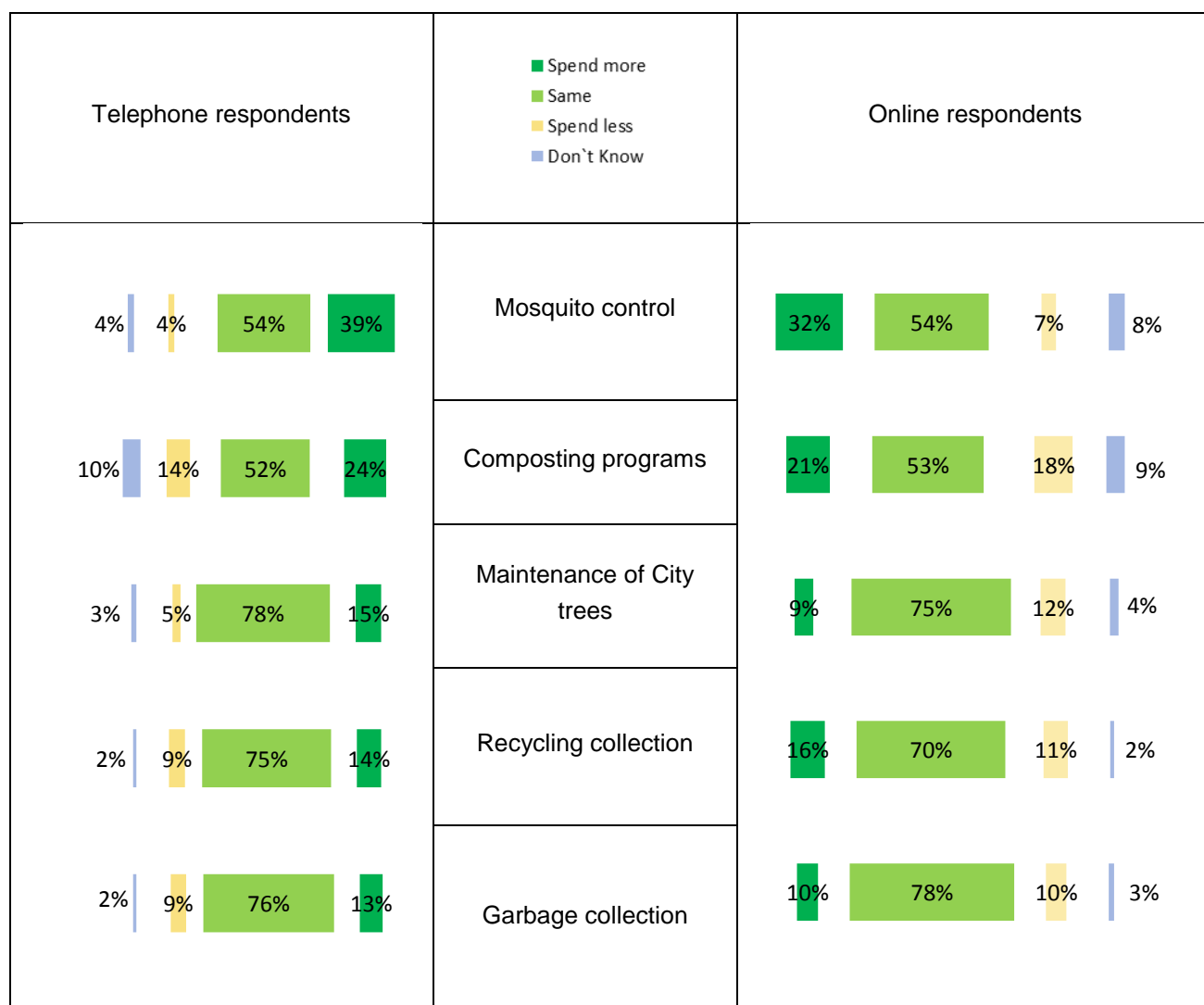
## Policing

More than one half of Saskatoon residents support increased spending on street crime prevention while comparatively fewer are supportive of increased spending on traffic safety enforcement.



## Environmental Health

Most Saskatoon residents are supportive of consistent spending on environmental health programs, although modest proportions would like to see increased spending on Mosquito control.



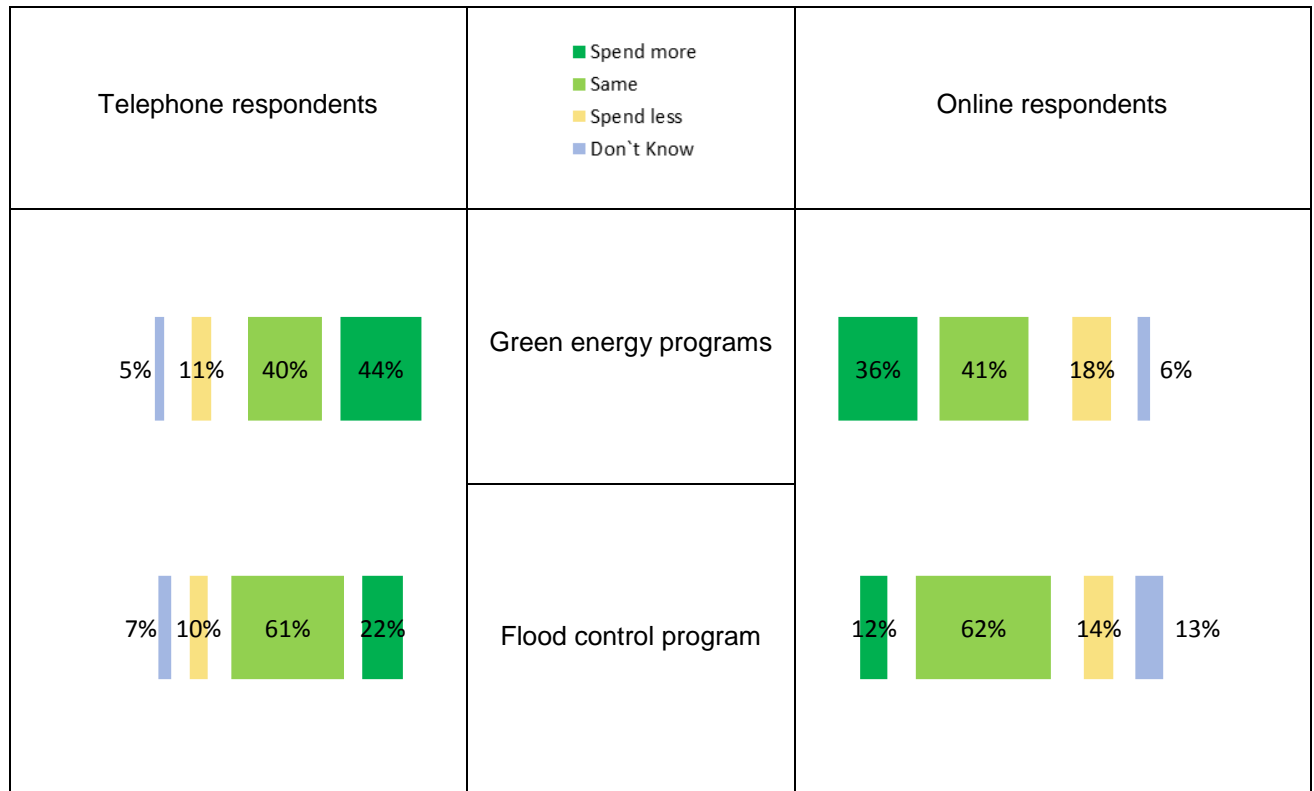
## Transportation

Increased spending on all transportation issues is supported by at least modest proportions of Saskatoon residents, especially for road maintenance and snow and ice removal.



## Utilities

While there is interest in spending more on green energy programs, most do not support increased funding for flood control programs.



## Corporate Governance and Finance

Most are supportive of consistent spending on customer service and online options.



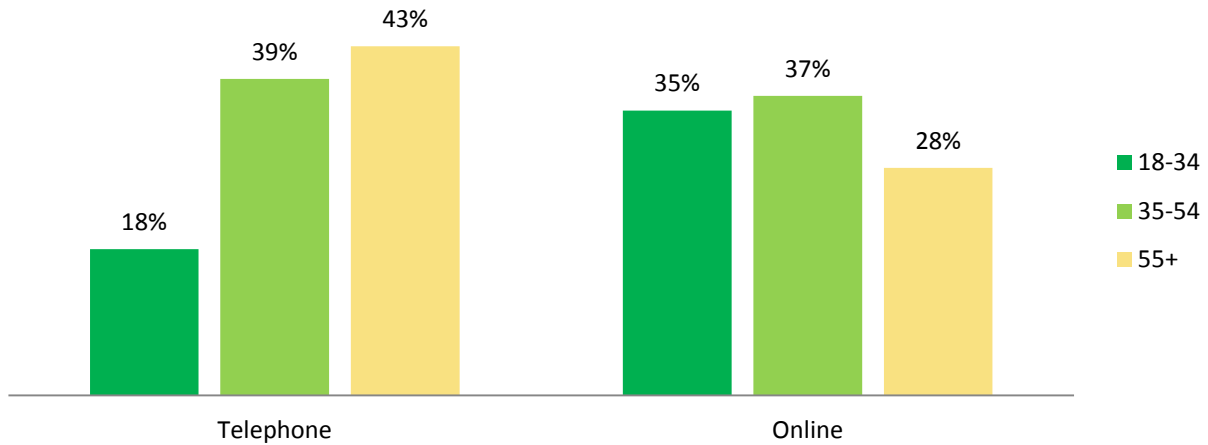
## Recreation and Culture

Most support consistent spending on Recreation and Culture programs.

Telephone respondents	<div> <div>Spend more</div> <div>Same</div> <div>Spend less</div> <div>Don't Know</div> </div>	Online respondents
<p>3% 14% 61% 21%</p>	Maintenance on buildings and spaces for major sport, culture and entertainment events	<p>11% 68% 15% 6%</p>
<p>13% 6% 67% 14%</p>	Outdoor swimming pools	<p>8% 71% 12% 9%</p>
<p>8% 5% 72% 15%</p>	Outdoor sports fields such as soccer, baseball and football	<p>8% 71% 13% 8%</p>
<p>6% 4% 66% 24%</p>	Summer playground programs such as neighbourhood paddling pools, spray pads and youth centres	<p>13% 72% 8% 6%</p>
<p>12% 6% 63% 19%</p>	Indoor ice rinks	<p>9% 64% 16% 11%</p>
<p>4% 7% 70% 19%</p>	Indoor recreation and leisure facilities and programs	<p>11% 72% 11% 5%</p>

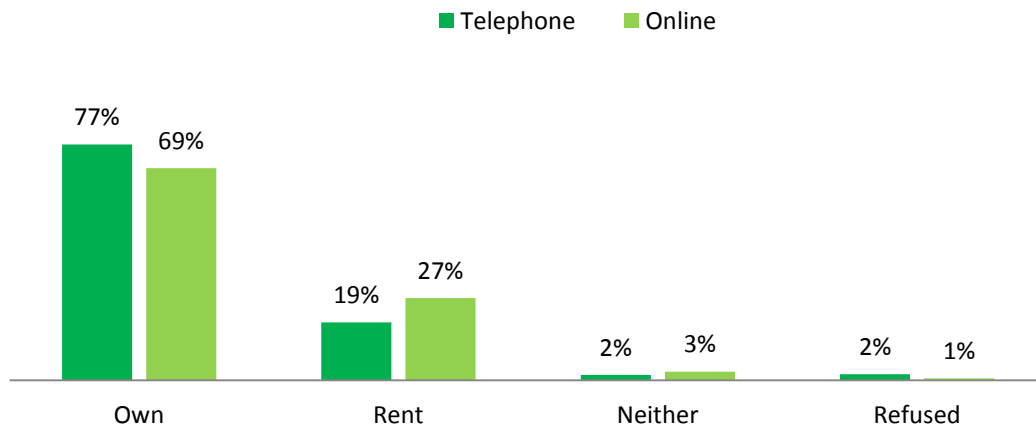
## DEMOGRAPHICS

### Age Range



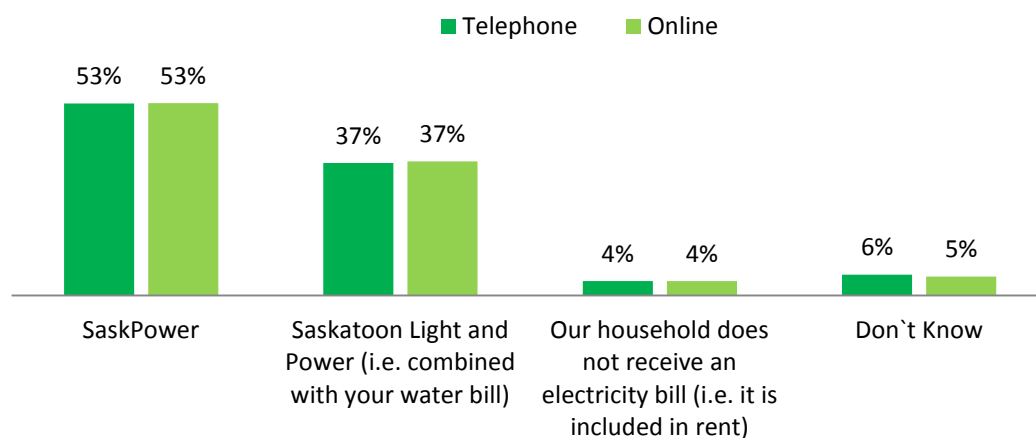
Into which age range do you fall? Base: All respondents, telephone: n=500, online: n=821.

### Type of Household



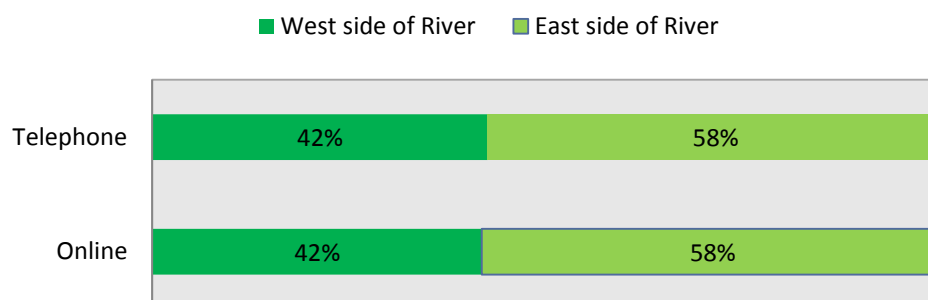
q13: Do you rent or own your accommodations? Base: All respondents, telephone: n=500, online: n=821.

## Electricity Provider



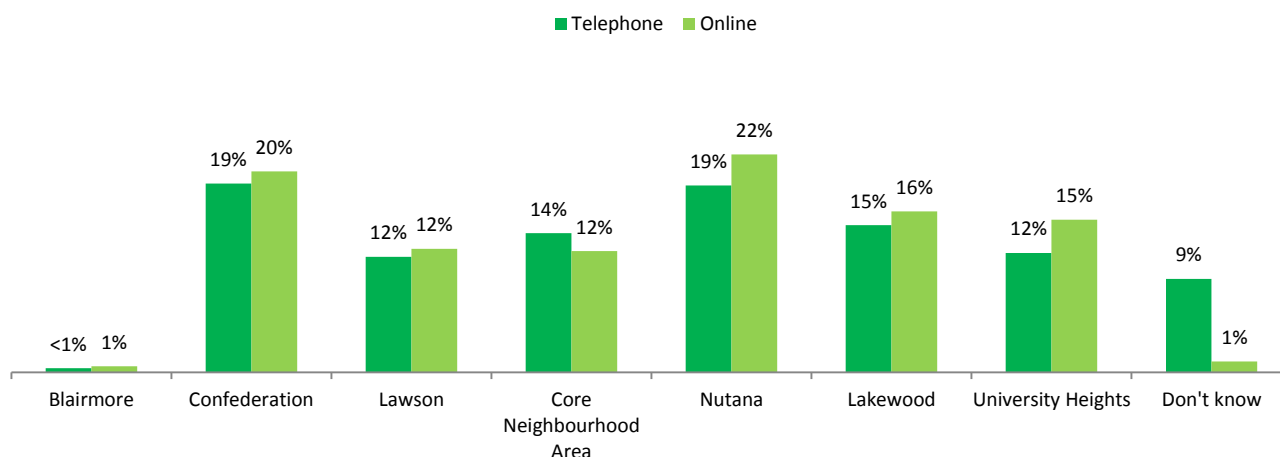
15. Who is your household's electricity provider – that is, who do you receive a bill for electricity services from? Base: All respondents, telephone: n=500, online: n=821.

## Location of Residence



q14a: Do you live on the east side or the west side of the river? Base: All respondents, telephone: n=500, online: n=821.

## Suburban District Area (SDA)



14b. Into which of the following neighbourhoods in Saskatoon do you live? Base: All respondents, telephone: n=500, online: n=821.



## **Suburban District Areas**

### Blairmore SDA

Blairmore Development Area  
Blairmore S.C.  
Kensington

### Confederation SDA

Parkridge  
Fairhaven  
Confederation Park  
Pacific Heights  
Dundonald  
Hampton Village  
Massey Place  
Montgomery Place  
Westview  
Mount Royal  
Holiday Park  
Meadowgreen  
Confed S.C.  
Hudson Bay Park  
West Industrial

### Core Neighbourhoods SDA

Nutana  
Caswell Hill  
City Park  
Varsity View  
Westmount  
Central Business District  
Pleasant Hill  
King George  
Riversdale

### Lakewood SDA

Wildwood  
Lakeview  
Briarwood

College Park  
Lakeridge  
College Park East  
Lakewood S.C.  
Rosewood  
S.E. Development Area 901

### Holmwood SDA

U of S Lands - East Management Area 718  
Holmwood Development Area 904

### Lawson SDA

Lawson Heights S.C.  
Silverwood Heights  
Lawson Heights  
Mayfair  
River Heights  
North Park  
Kelsey Woodlawn  
Richmond Heights

### Nutana SDA

The Willows  
Nutana S.C.  
Buena Vista  
Eastview  
Nutana Park  
Stonebridge  
Holliston  
Avalon  
Haultain  
Queen Elizabeth  
Greystone Heights  
Adelaide Churchill  
Exhibition  
Brevoort Park  
Grosvenor Park

University Heights SDA

Forest Grove

Silverspring

Sutherland

Erindale

Arbor Creek

Willowgrove

University Heights S.C.

University of Saskatchewan Management Area

University Heights Development Area

Evergreen

U of S Lands – South Management Area

S.E. Development Area 901