



Civic Satisfaction & Performance Survey 2023

June 2023



City of
Saskatoon



FORUM
RESEARCH INC.



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Purpose

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

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

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

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

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

Executive Summary

In 2018, the City of Saskatoon reviewed the 2017 Civic Services Survey and developed a more comprehensive process to collect input from residents. The review process resulted in the creation of two separate surveys: a Civic Satisfaction & Performance survey, and a Civic Services Survey: Performance, Priorities & Preferences. These two surveys were fielded again in 2021 and 2023, and the current report discusses the findings from the Civic Satisfaction & Performance survey.

The Civic Satisfaction & Performance survey was first implemented in June 2018. In 2018, there were substantial changes from the previous annual Civic Services surveys to improve the data, ask new questions, and be more inclusive by offering a link on the City of Saskatoon's website for the general public to participate. In the 2021 wave, minimal changes were made to ensure the data can be trended. In the current 2023 wave, there were no major changes to the survey other than the removal of the COVID-19 pandemic questions, however it is worth noting that while the 2021 wave involved a random digit dial telephone and online panel survey, the 2023 survey was exclusively conducted via online panel for data collection. As a result, the report will present a comparison between the online panel results from 2021 (or earlier) and 2023, where applicable.

A total of 802 residents aged 18 and above in Saskatoon were surveyed, capturing their perspectives and insights. The results of the respondents are highlighted in the following pages and provide insights on the City of Saskatoon's performance, residents' experience/impressions related to quality of life, satisfaction, important issues, and the value of programs and services received.

Executive Summary



Satisfaction/Quality of Life

The vast majority of respondents indicated that they are satisfied with living in Saskatoon (TOP5: 86%; +1 percentage point from 2021 and 2018).

Most respondents (TOP2: 78%) indicated the quality of life in Saskatoon is good or very good, which is consistent with 2021 results (TOP2: 79%). Additionally, the majority of respondents (TOP2: 71%) indicated the quality of life over the past three years in Saskatoon has stayed the same or gotten better (-9 percentage points from 2021). Over a third of respondents (39%) are considered Promotors and are likely to recommend Saskatoon as a place to live.

Over three-quarters of respondents (TOP5: 81%) indicated they are satisfied with the quality of services provided by the City of Saskatoon, (-6 percentage points from 2021).

Executive Summary

Most Important Issues

When asked what the single most important issue is facing the City of Saskatoon, respondents most commonly said Homelessness (19%), followed by Crime/public safety/policing (15%) and Road/sidewalk Maintenance (8%). Crime/public safety/policing has seen an incline of 5 percentage points from 2021 but remains as the second most important issue to residents.

Perceived Value and Budget

Over 8 in 10 respondents (TOP2: 83%) receive good or very good value from the services provided by the city (-1 percentage point from 2021).

When asked which approach they would prefer the City to use when balancing the City's operating budget, about a quarter of respondents (25%) said they would prefer a combination of property tax and user fee increases. This option topped the list in 2021 as well but has declined by 7 percentage points. There was a slight decline to reduce services (-1 percentage point) and an incline to increase property taxes (+4 percentage points) and for new user or service fees (+3 percentage points).

Communications

More than three quarters of respondents (TOP2: 77%) indicated they were satisfied with the quality of communication from the City (-9 percentage points from 2021).

While respondents still show a preference for utilizing a variety of sources to receive information about the City of Saskatoon programs and services, e-mail (37%) remains as the most common preference, which is consistent with the findings from 2021. Similar to previous years, younger residents often opt for digital sources as their preferred communication methods, while older residents tend to lean towards more traditional methods.

Executive Summary

Customer Service/Contact the City

Email was reported as the most preferred method that respondents (48%) would use to contact the City of Saskatoon. These results are consistent with 2021 results (49%). The next most preferred method is by telephone (46%), which is also consistent with 2021 (46%).

The least preferred methods of contacting the City of Saskatoon are through text message (20%) and social media (20%). These results are generally consistent with 2021. However, 26% prefer contacting the City in person, which was an increase from 2021 (+6 percentage points).

Overall, compared to 2021 the majority of customer service metrics remained the same.

Volunteering

More than a third (36%) of respondents indicated they volunteered in their community (+4 percentage points from 2021). The reported volunteering rate for respondents has been trending upwards since 2021, possibly due COVID-19 restrictions being lifted. There is a notable increase in the number of hours spent volunteering in a month from 2021 to 2023.

Public Engagement

Three quarters of respondents (TOP2: 76%) feel that the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). These results are consistent with 2021 results (TOP2: 77%).

More than half of respondents (TOP2: 61%) think that the City communicates how it will use public input to help make its decisions somewhat or very well (-6 percentage points from 2021).

When asked about public engagement, 62% respondents feel the City of Saskatoon does enough or more than enough to get public input on decisions it makes. This is a decrease compared to 2021 (TOP2: 71%).

Executive Summary

Strategic Goal Performance Indicators

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

- A. Providing a mix of recreation, sport and cultural facilities year-round (TOP2: 90%)
- B. Effectiveness of providing services online (TOP2: 88%)

These results are similar to 2021, although favourable responses related to recreation increased significantly. This may be related to restrictions related to COVID-19 having been lifted.

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

- A. Effectiveness of balancing growth in the city (TOP2: 74%)
- B. A family member or colleague feeling safe living in Saskatoon (TOP2: 73%)
- C. Saskatoon is an inclusive and welcoming city to all (TOP2: 71%)
- D. Saskatoon does a good job preserving natural resources and protecting the environment (TOP2: 66%)
- E. Providing consistent and reliable information (TOP2: 65%)
- F. City staff are easy to reach when needed (TOP2: 64%)
- G. Saskatoon makes customer service a priority (TOP2: 59%)

These results are similar to 2021.

Nearly half of respondents (54%) feel the City of Saskatoon is investing in a mix of transportation options for moving around (-7 percentage points from 2021). Additionally, nearly half of respondents (48%) indicated that the City of Saskatoon is on the right path towards making downtown an appealing destination (-9 percentage points from 2021). Similarly, half of respondents (45%) indicated that the City of Saskatoon is on the right path toward making downtown an appealing place to live (-9 percentage points from 2021).

Methodology



Research was conducted using computer assisted web interviewing (CAWI) methodologies amongst randomly-selected residents of Saskatoon in a panel database.

Online Sampling

For this online study, panelists were selected at random from the panel to complete surveys online, ensuring the accuracy of online research results. Panel members who are residents of Saskatoon were provided with a link to access the survey online.

2023 Changes to the Survey

In 2023, changes were made to the survey by removing the questions regarding COVID-19 and the pandemic. This decision was made due to the lockdowns and restrictions associated with the pandemic being lifted, making these questions irrelevant in the current context. As a result, the survey focused on capturing insights and opinions that are more relevant to the post-pandemic situation in 2023.

Comparisons to Previous Results

While previous waves of research involved a random digit dial telephone, online panel, and an open-link self-selected survey, the 2023 survey was exclusively conducted via online panel for data collection. As a result, the report will present comparisons only between online panel methodology results between 2023 and earlier years, if applicable.

Methodology



Fieldwork dates	May 23 rd – June 1 st , 2023
Method	Computer Assisted Web Interviewing (CAWI)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age / older
Sample Size	802
Average Length	11 minutes
Margin of Error	± 3.46%, 19 times out of 20

Interpreting this Report



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

The top box score is a research wide accepted practice and is the best way to understand a measure when using a 4- or 5-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score (TOP2). Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score (BTM2).

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

Demographic Table Breakout

85%	Denotes the percentage which is significantly higher than the segment with the corresponding letter. Each segment is denoted with letters (e.g., A, B, C, etc.). If the letter “A” appears under the response of a certain segment, this indicates that the response of that segment is significantly higher than the response of the segment denoted with the letter “A”.
B	

Please note that statistical differences have been indicated where they exist.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

References

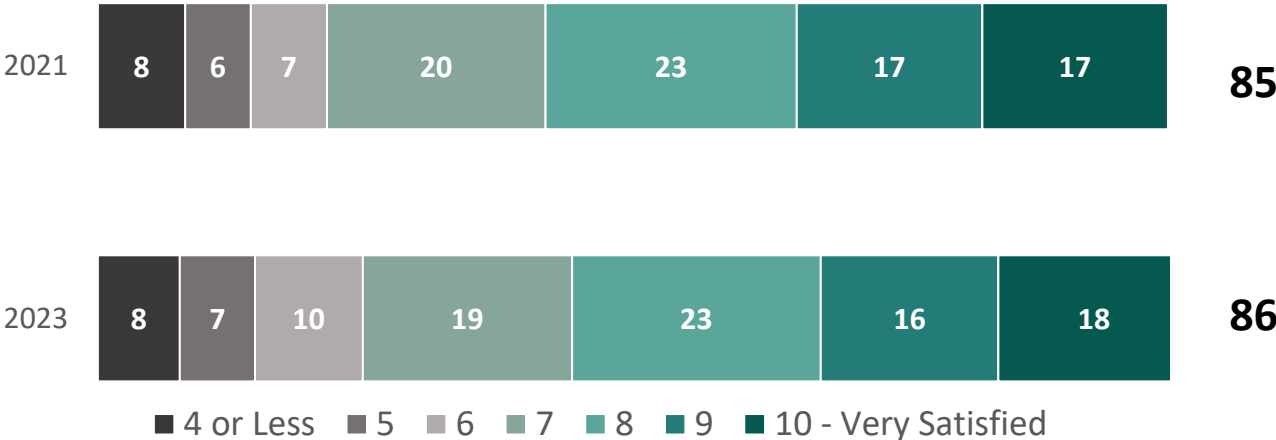
Throughout the report, there are comparisons between 2018, 2021, and 2023 results where applicable. All sections referring to 2018 and 2021 are only including the online panel results and excluding telephone and online self-selected results.



Detailed Findings

Overall Satisfaction with Living in Saskatoon (%)

TOP5



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

Sample size: n = 799; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Residents were asked to rate their satisfaction with living in the City of Saskatoon using a scale from 1 (not satisfied at all) to 10 (very satisfied). Most respondents are satisfied with living in the city (TOP5: 86%), +1 percentage point from 2021 and 2018.

TOP5	
2018	85%
2021	85%
2023	86%

Detailed Findings

Overall Satisfaction with Living in Saskatoon – Demographic Breakouts

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K+	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	799	141	268	113	140	134	122	115	170	146	182	409	377	454	329
Top 3	57%	64%	56%	51%	51%	60%	58%	58%	53%	61%	56%	57%	56%	59%	55%
		HI													
Bottom 3	5%	3%	3%	10%	6%	4%	8%	3%	4%	1%	5%	5%	4%	3%	6%
				FG			T				T				V
Top 2	34%	43%	31%	21%	32%	43%	38%	33%	29%	40%	31%	34%	34%	34%	35%
		GH			H	GH				S					
Bottom 2	2%	2%	2%	3%	2%	1%	4%	2%	2%	1%	3%	2%	2%	2%	2%

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

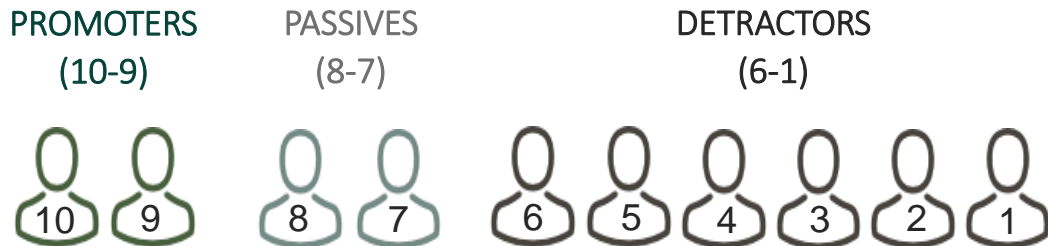
Q1a. Overall, how satisfied are you with living in the City of Saskatoon? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample size: n = 799; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

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



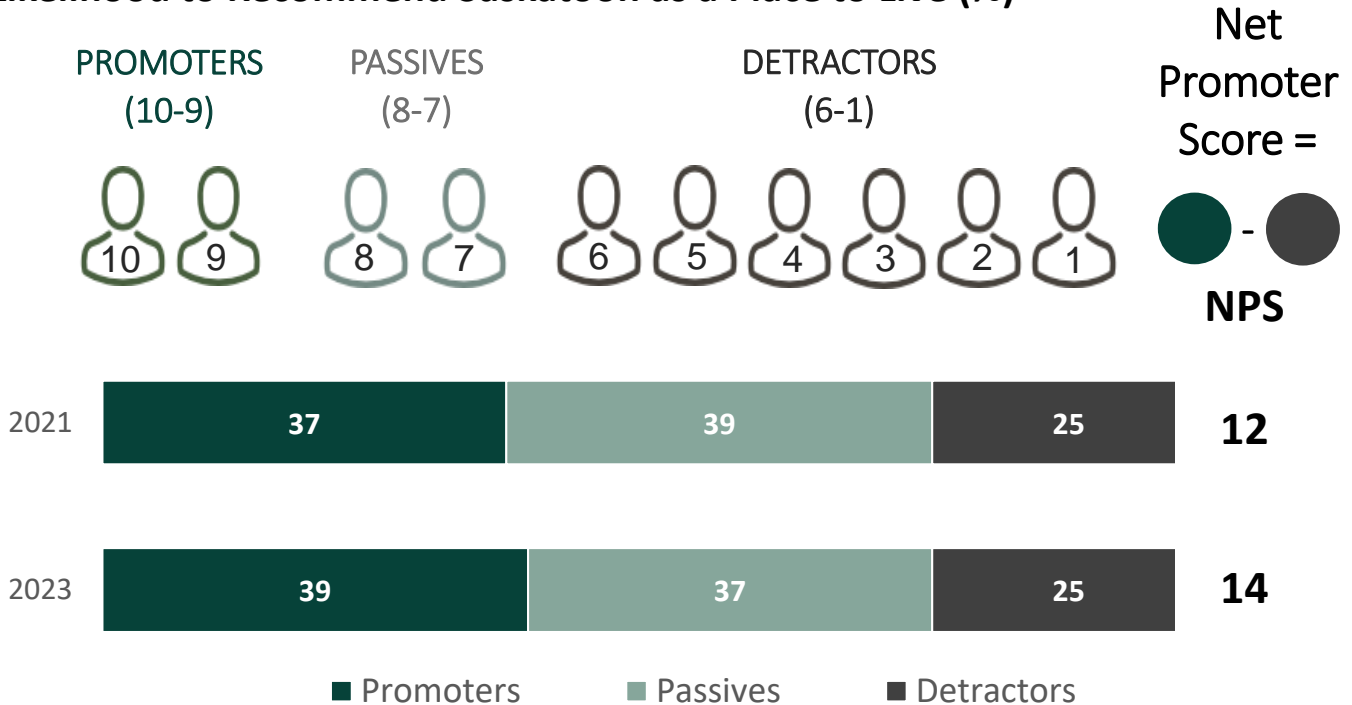
A Net Promoter Score (NPS) assesses loyalty. The NPS was measured by asking respondents to rate their likelihood of recommending Saskatoon as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely. Based on the score provided, respondents were classified as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

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

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

Detailed Findings

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



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

Sample size: $n = 795$; excluding 'Don't know' and 'Prefer Not to Say'

Sample framework: All

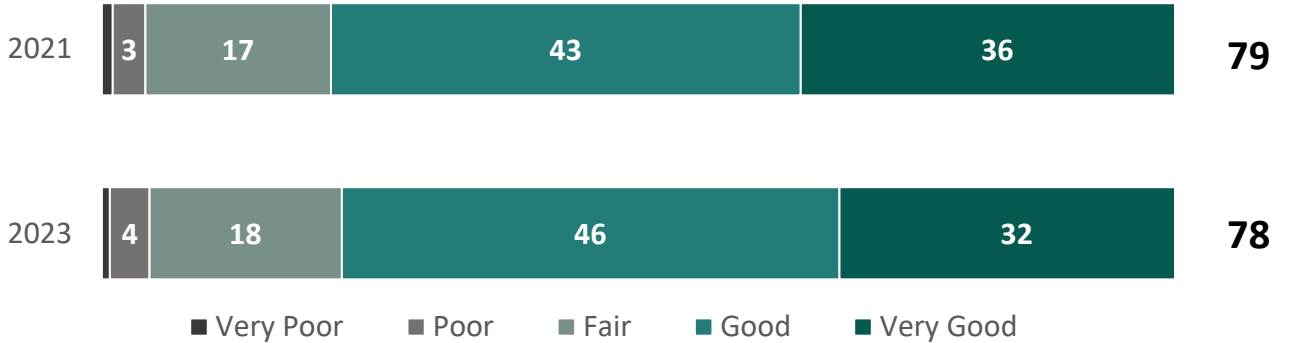
- Over a third of respondents (39%) are considered Promoters and are likely to recommend Saskatoon as a place to live.
- One in four respondents (25%) are Detractors and just over one third (37%) are considered Passives.

NPS	
2018	8
2021	12
2023	14

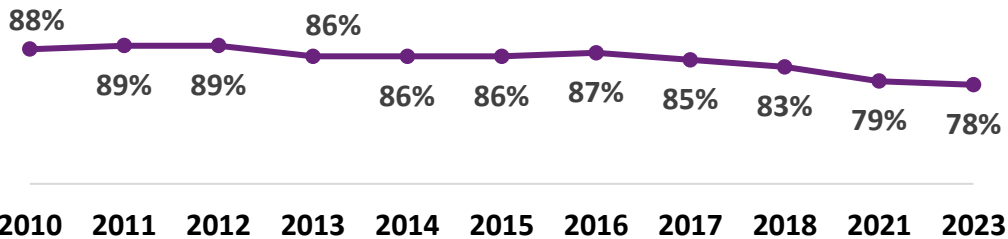
Detailed Findings

Quality of Life (%)

TOP2



Good/Very Good



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

Sample size: n = 801; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Most respondents (TOP2: 78%) shared that the quality of life in Saskatoon is good or very good, consistent with the 2021 results (TOP2: 79%).

Detailed Findings

Quality of Life – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	801	141	268	113	140	136	122	116	170	146	181	408	380	456	329
Very good	32%	37%	29%	26%	31%	40%	27%	30%	32%	41%	34%	37%	28%	34%	31%
						GH				P		D			
Good	46%	43%	47%	44%	47%	46%	45%	45%	49%	39%	45%	43%	48%	49%	42%
														V	
Fair	18%	18%	21%	17%	17%	12%	20%	23%	15%	18%	16%	15%	20%	14%	21%
			J												U
Poor	4%	1%	3%	11%	4%	1%	5%	2%	4%	2%	4%	4%	3%	2%	5%
				FGJ											U
Very poor	1%	1%	0%	3%	0%	1%	3%	0%	0%	0%	1%	0%	1%	1%	1%
							RST								

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

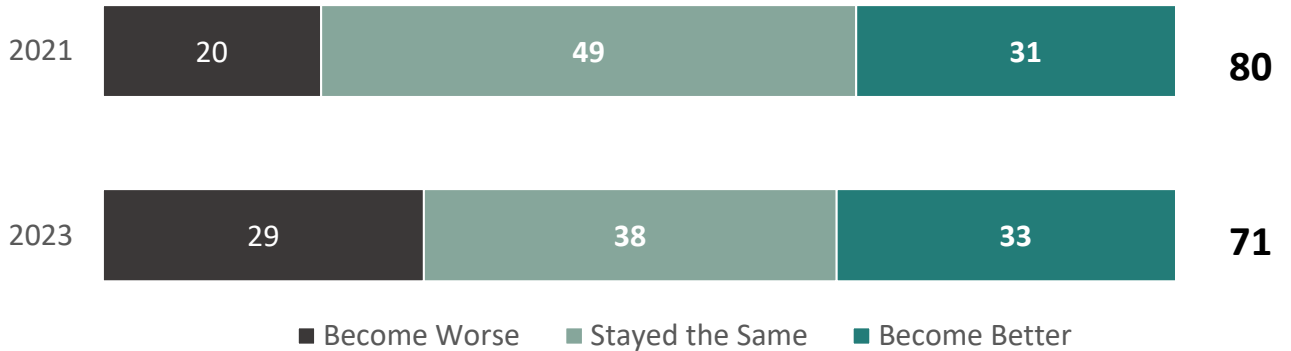
Sample size: n = 801; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

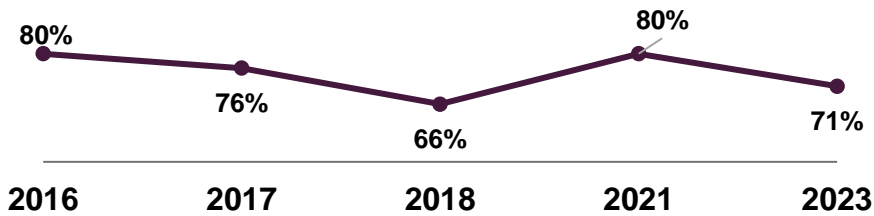
Detailed Findings

Change in Quality of Life Past 3 Years (%)

TOP2



Better/Stayed the Same



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

Sample size: $n = 765$ excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

The majority of respondents (TOP2: 71%) indicated the quality of life in Saskatoon has either stayed the same or become better (-9 percentage points from 2021).

Detailed Findings

Change in Quality of Life Past 3 Years – Demographic Breakouts

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	765	134	255	109	136	128	113	110	165	140	176	397	356	437	315
Become better	33%	52%	49%	29%	10%	7%	19%	29%	48%	47%	27%	42%	22%	33%	33%
		HIJ	HIJ	IJ					PRU	PRU		D			
Stayed the same	38%	33%	36%	28%	44%	48%	45%	39%	32%	33%	38%	35%	41%	40%	35%
						FGH	ST								
Become worse	29%	15%	15%	42%	46%	45%	36%	32%	19%	20%	36%	23%	37%	27%	32%
				FG	FG	FG	ST	ST			ST		C		

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

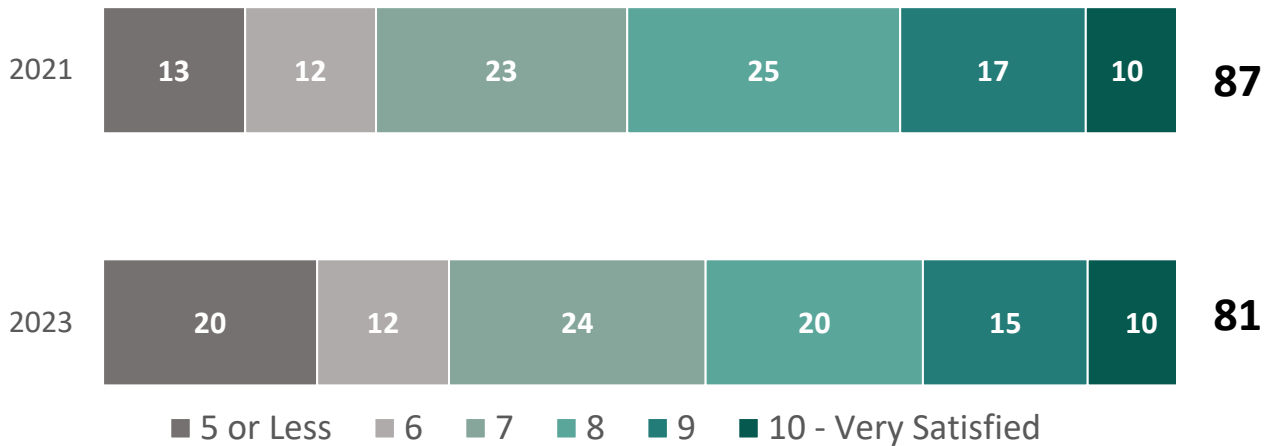
Sample size: n = 765 excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Overall Satisfaction with Services Provided by the City (%)

TOP 5



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

Sample size: $n = 795$; excluding 'Don't know', and 'Prefer Not to Say' responses

Sample framework: All

The majority of respondents (81%) indicated that they are satisfied with the quality of the services provided by the City of Saskatoon (-6 percentage points from 2021).

Detailed Findings

Overall Satisfaction with Services Provided by the City – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	795	140	264	112	140	136	120	115	169	145	180	407	376	450	329
Top 3	45%	56%	47%	38%	34%	46%	46%	52%	43%	54%	37%	47%	42%	45%	45%
		HI	I			I		U		SU					
Top 2	25%	40%	24%	15%	19%	25%	33%	23%	23%	32%	19%	30%	20%	24%	26%
		GHIJ	H				U			U		D			
Bottom 3	7%	4%	4%	8%	12%	9%	13%	5%	4%	5%	8%	7%	7%	6%	8%
					FG		RST								
Bottom 2	4%	3%	2%	5%	6%	4%	7%	3%	2%	4%	4%	4%	4%	3%	5%

Legend:

80%
C

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

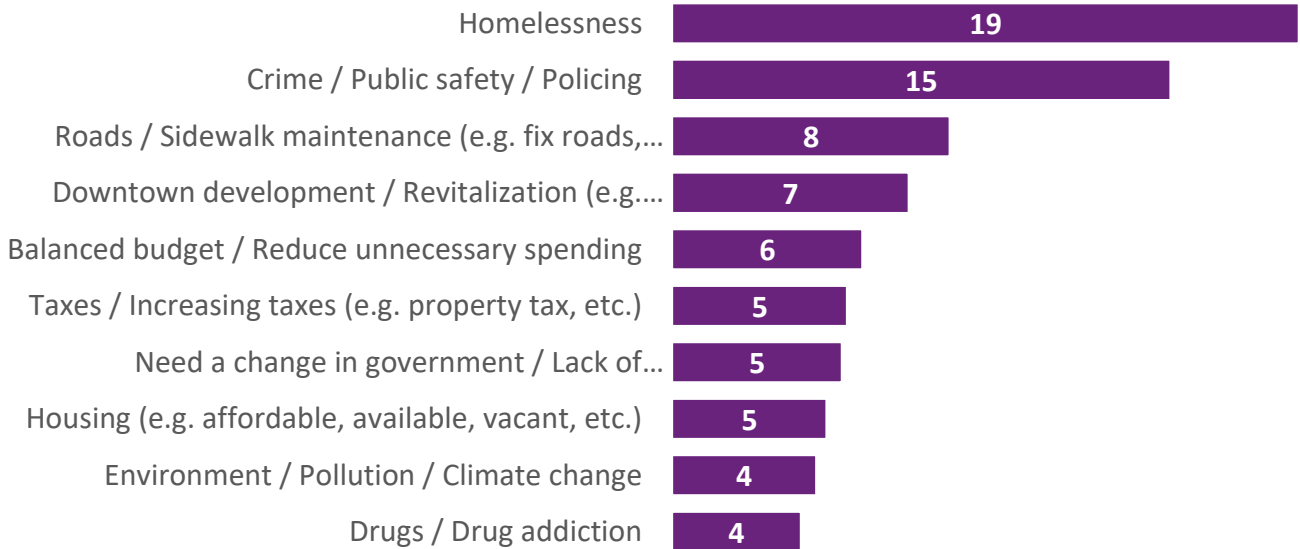
Q2. Generally, how satisfied are you the quality of the services provided by the City of Saskatoon?

Sample size: n = 795; excluding 'Don't know', and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Important Issues Facing the City of Saskatoon (%)



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

Sample size: $n = 657$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

**Only top 10 answers shown*

Detailed Findings



Important Issues Facing the City of Saskatoon

Homelessness (19%) is the most important issue reported by respondents, followed by crime/public safety/policing (15%), and roads/sidewalk maintenance (8%). Crime/public safety/policing has seen an increase since 2021 (+5 percentage points) but remains as the second most important issue.

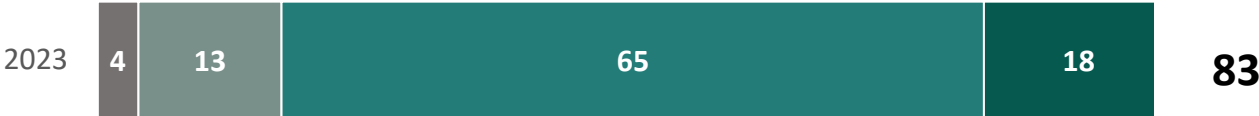
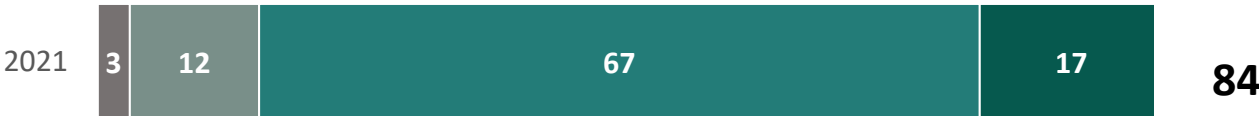
2018	2021	2023
Public safety/crime/policing (17%)	COVID-19 (16%)	Homelessness (19%)
Taxes (13%)	Public safety/crime/policing (10%)	Crime/Public Safety/Policing (15%)
Infrastructure (8%)	Taxes/too high (9%)	Roads/Sidewalk maintenance (8%)



Detailed Findings

Rating Value of Services Provided by the City (%)

TOP2



■ Very Poor Value ■ Poor Value ■ Good Value ■ Very Good Value

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

Sample size: n = 573; excluding ‘Don’t know’, Neither Good Nor Poor Value’ and ‘Prefer Not to Say’ responses

Sample framework: All

Over 8 in 10 respondents (TOP2: 83%) receive a good or very good value from the services provided by the City of Saskatoon, which is consistent with 2021 (TOP2: 84%).

TOP2	
2018	74
2021	84
2023	83

Detailed Findings

Rating Value of Services Provided by the City – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	692	108	203	83	86	91	85	82	131	109	130	305	259	318	244
Top 2	83%	94%	89%	76%	74%	71%	75%	90%	87%	89%	75%	83%	83%	85%	81%
		HIJ	HIJ					PU	PU	PU					
Bottom 2	17%	6%	11%	24%	26%	29%	25%	10%	13%	11%	25%	17%	17%	15%	19%
				FG	FG	FG	RST				RST				
Very good value	18%	25%	21%	14%	9%	13%	19%	12%	24%	23%	13%	21%	14%	19%	16%
		IJ	I						RU	RU		D			
Good value	65%	69%	68%	61%	65%	58%	56%	78%	63%	66%	62%	62%	69%	66%	65%
								PSU							
Neither good value nor a poor value	36%	28%	29%	34%	57%	44%	36%	40%	28%	28%	36%	32%	41%	40%	31%
					FGH	FG							C	W	
Poor value	13%	6%	9%	14%	19%	24%	19%	7%	11%	7%	19%	13%	13%	12%	15%
				F	FG	FG	RT				RT				
Very poor value	4%	1%	1%	10%	7%	4%	6%	2%	2%	4%	5%	4%	4%	3%	4%
				FG	F										

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

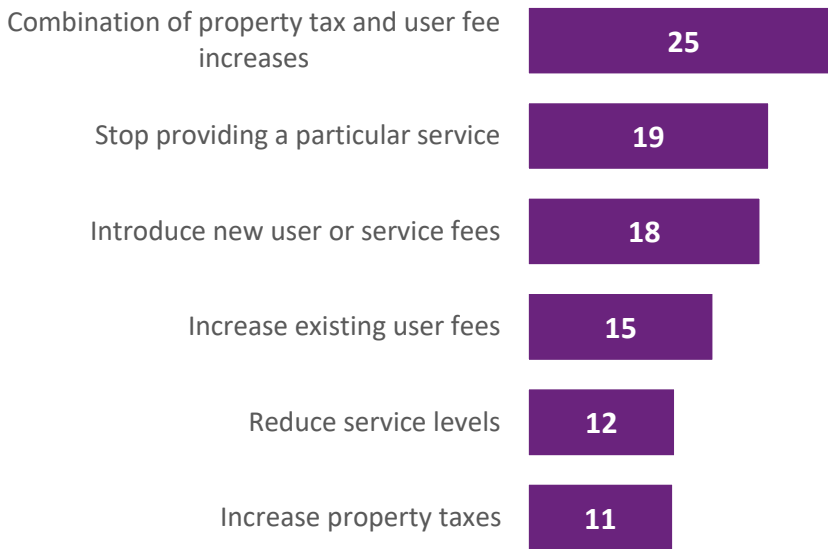
Q4. Thinking about the services provided to you by the City of Saskatoon, what value, if any, do you receive from these services?

Sample size: n = 573; excluding 'Don't know', Neither Good Nor Poor Value' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Approaches to Balancing Operating Budget (%)



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

Sample size: $n = 592$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

A quarter of respondents (25%) prefer a combination of property tax and user fee increases in order to balance the City's operating budget, and one in five respondents (19%) prefer to stop providing a particular service.

The choice of a combination of property tax and user fee increases declined by 7 percentage points compared to 2021 (32%). On the other hand, alternative approaches to balancing the operating budget, such as increasing property tax (+4 percentage points) and introducing new user or service fees (+3 percentage points), saw an increase from 2021.

Detailed Findings



Preferred Approaches to Balancing Operating Budget – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	592	116	222	90	84	80	75	84	135	126	142	333	251	334	247
Stop providing a particular service	19%	16%	14%	24%	17%	34%	24%	17%	19%	13%	19%	15%	24%	16%	21%
						FGI							C		
Reduce service levels	12%	13%	14%	9%	12%	6%	16%	8%	8%	15%	11%	13%	11%	13%	11%
			J												
Increase property taxes	11%	16%	11%	17%	8%	5%	15%	11%	15%	12%	9%	14%	8%	11%	12%
		J		J								D			
Increase existing user fees	15%	19%	14%	14%	13%	11%	8%	23%	12%	19%	15%	17%	12%	16%	13%
								PS		P					
Introduce new user or service fees	18%	19%	23%	13%	13%	15%	16%	20%	19%	19%	17%	19%	17%	19%	18%
			HI												
Combination of property tax and user fee increases	25%	18%	23%	22%	37%	29%	21%	21%	27%	21%	29%	23%	28%	24%	25%
					FGH										

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

Sample size: n = 592; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Approaches to Balancing Operating Budget Trended

Balancing Method	2015	2016	2017	2018	2021	2023	Average	Difference from 2021
Reduce services	11%	9%	11%	13%	13%	12%	12%	-1 percentage point
Stop providing a service	9%	9%	9%	23%	19%	19%	15%	-
Increase Property Taxes	5%	4%	7%	6%	7%	11%	7%	+4 percentage points
New user or service fee	-	11%	11%	16%	15%	18%	14%	+3 percentage points
Increase existing user fee	14%	7%	9%	8%	14%	14%	11%	-
Combination of property tax and user fee increases	29%	29%	31%	34%	32%	25%	30%	-7 percentage points

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

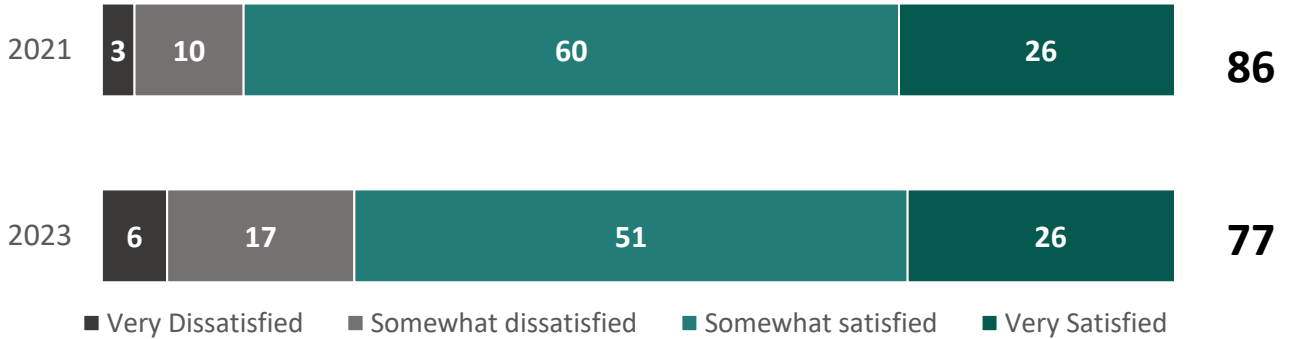
Sample size: $n = 592$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Satisfaction with Quality of Communications (%)

TOP2



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

Sample size: *n* = 752; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

More than three quarters of respondents (TOP2: 77%) indicated that they were satisfied with the quality of communication from the City, (-9 percentage points from 2021).

Detailed Findings



Satisfaction with Quality of Communications – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	752	133	257	103	127	129	111	109	168	136	170	398	342	428	309
Top 2	77%	86%	84%	78%	69%	62%	72%	76%	83%	84%	69%	80%	74%	76%	78%
		I J	I J	J					P U	P U					
Bottom 2	23%	14%	16%	22%	31%	38%	28%	24%	17%	16%	31%	20%	26%	24%	22%
					F G	FGH	S T				S T				
Very satisfied	26%	30%	36%	25%	14%	16%	24%	26%	32%	32%	22%	30%	23%	26%	27%
		I J	HIJ	I					U			D			
Somewhat satisfied	51%	56%	48%	52%	55%	46%	48%	50%	51%	52%	48%	50%	51%	50%	51%
Somewhat dissatisfied	17%	14%	14%	14%	19%	28%	20%	19%	13%	12%	24%	15%	19%	19%	15%
						FGH					S T				
Very dissatisfied	6%	1%	2%	9%	12%	10%	8%	5%	4%	4%	7%	5%	7%	5%	7%
				F G	F G	F G									

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter
C

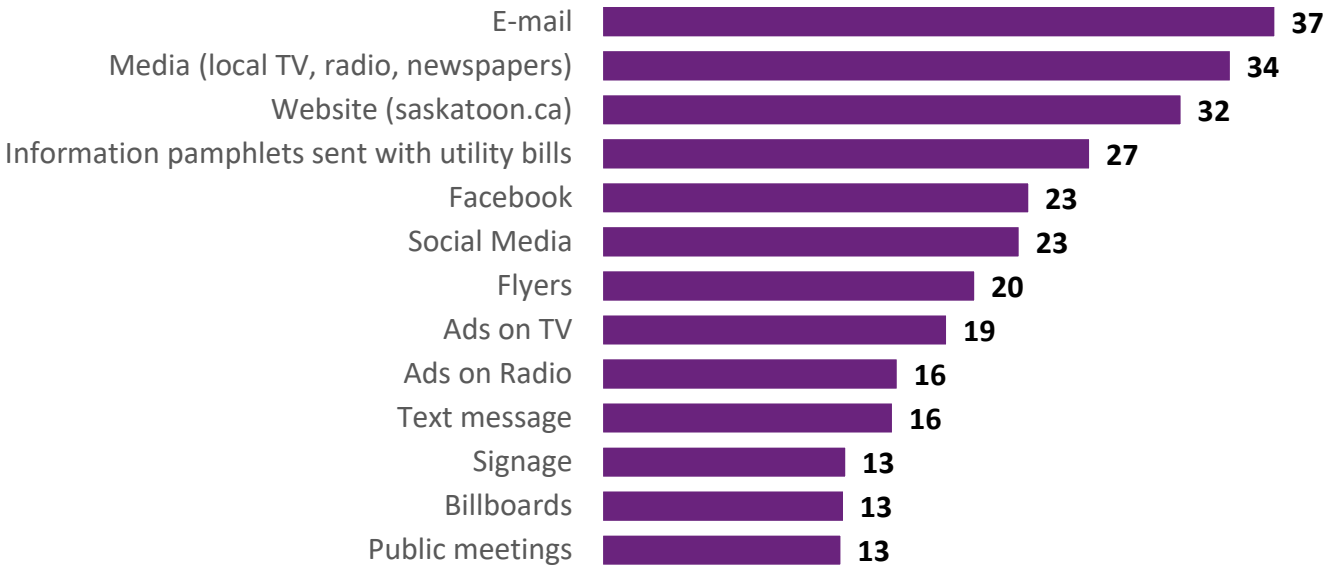
Q6. Overall, how satisfied or dissatisfied are you with the quality of City communications?

Sample size: n = 752; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Communication Methods (%)



Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: $n = 781$; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

While respondents still show a preference for utilizing a variety of sources to receive information about the City of Saskatoon programs and services, e-mail (37%) remains as the most common preference, which is consistent with the findings from 2021 (-2 percentage points). The next most preferred communication methods are through media (34%), the Saskatoon website (32%), and through information pamphlets sent with utility bills (27%).

Similar to previous years, younger residents often opt for digital sources as their preferred communication methods, while older residents tend to lean towards more traditional methods such as media (local TV, radio, newspaper), flyers, and information pamphlets that come with the utility bills.

Detailed Findings

Preferred Communication Methods – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
n =	781	F	G	H	I	J	P	R	S	T	U	C	D	V	W
Ads on TV	19%	12%	17%	21%	22%	25%	19%	23%	15%	17%	17%	17%	21%	19%	19%
				F	F	F									
Ads on Radio	16%	14%	14%	18%	19%	19%	13%	17%	14%	20%	17%	17%	15%	17%	15%
Billboards	13%	13%	17%	13%	9%	10%	13%	15%	16%	16%	10%	13%	14%	13%	14%
			IJ												
City Blog	11%	14%	18%	12%	4%	2%	10%	10%	12%	13%	11%	14%	9%	10%	13%
		IJ	IJ	IJ								D			
E-mail	37%	22%	37%	35%	37%	52%	37%	41%	38%	25%	37%	37%	36%	37%	36%
			F	F	F	FGHI	T	T	T		T				
Facebook	23%	24%	29%	26%	18%	16%	27%	24%	24%	26%	21%	22%	25%	22%	25%
			IJ												
Information pamphlets sent with utility bills	27%	14%	18%	30%	36%	44%	23%	25%	26%	25%	28%	23%	31%	26%	27%
				FG	FG	FGH							C		
In Person	9%	9%	14%	8%	4%	5%	10%	7%	11%	10%	7%	10%	8%	9%	10%
			IJ												
Flyers	20%	12%	16%	18%	28%	32%	20%	17%	21%	18%	22%	20%	21%	20%	21%
					FGH	FGH									
Media (local TV, radio, newspaper)	34%	22%	25%	34%	45%	58%	36%	36%	34%	28%	36%	33%	36%	35%	33%
				F	FG	FGHI									

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: n = 781; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Communication Methods – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
n =	781	139	266	107	134	132	115	113	169	142	178	398	370	443	322
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
Mobile app	12%	11%	16%	16%	10%	5%	13%	14%	12%	13%	9%	11%	12%	10%	14%
		J	J												
Online community forum	10%	9%	12%	14%	8%	6%	10%	6%	10%	8%	12%	10%	10%	9%	11%
				J											
Posters	10%	14%	12%	15%	4%	6%	13%	10%	12%	13%	6%	10%	11%	10%	9%
		IJ	I	IJ			U		U	U					
Public meetings	13%	9%	11%	14%	15%	19%	14%	15%	12%	11%	12%	14%	12%	14%	12%
						FG									
Signage	13%	9%	16%	18%	13%	9%	17%	12%	15%	10%	13%	13%	14%	14%	13%
			FJ												
Social Media	23%	27%	29%	28%	13%	11%	24%	18%	25%	23%	23%	19%	27%	23%	22%
		IJ	IJ	IJ									C		
Telephone	8%	9%	9%	9%	4%	12%	10%	5%	12%	6%	7%	10%	7%	7%	11%
						I			RT						V
Text messages	16%	17%	17%	15%	17%	11%	17%	17%	17%	11%	20%	15%	16%	14%	20%
											T				V
Twitter	11%	17%	16%	14%	4%	0%	6%	15%	12%	10%	15%	13%	9%	10%	13%
		IJ	IJ	IJ	J			P			P				
Website (Saskatoon.ca)	32%	24%	27%	30%	49%	33%	30%	27%	31%	20%	40%	28%	36%	33%	30%
					FGHJ				T		RT		C		

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: n = 781; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Communication Methods – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	781	139	266	107	134	132	115	113	169	142	178	398	370	443	322
		17%	20%	12%	2%	0%	13%	12%	17%	15%	8%	13%	11%	12%	13%
YouTube	12%	I J	I J	I J					U						
Instagram	11%	15%	20%	9%	1%	2%	11%	12%	14%	15%	8%	11%	12%	12%	11%
		I J	HIJ	I J											
LinkedIn	7%	9%	10%	12%	1%	0%	7%	5%	9%	8%	7%	8%	6%	6%	9%
		I J	I J	I J											

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: n = 781; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings



Preferred Communication Methods Trended (Digital Sources)

	2015	2016	2017	2018	2021	2023	Average	Difference from 2021
City of Saskatoon website	62%	65%	59%	44%	36%	32%	50%	-4 percentage points
Email	45%	46%	45%	49%	39%	37%	44%	-2 percentage points
Facebook	26%	34%	35%	32%	20%	23%	28%	+3 percentage points
Twitter	-	12%	13%	11%	9%	11%	11%	+2 percentage points
Online community forums	-	12%	10%	7%	10%	10%	10%	-
YouTube	-	4%	7%	3%	9%	12%	7%	+3 percentage points
City blog	-	8%	9%	7%	10%	11%	9%	+1 percentage point
Mobile app	-	17%	17%	13%	13%	12%	14%	-1 percentage point
Text messages	14%	14%	12%	15%	17%	16%	15%	-1 percentage point

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: n = 781; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Communication Methods Trended (Traditional Sources)

	2015	2016	2017	2018	2021	2023	Average	Difference from 2021
Information flyers	28%	34%	34%	22%	18%	-	27%	-
Flyers	33%	26%	22%	14%	16%	19%	22%	+3 percentage points
Print ads	23%	28%	22%	18%	7%	-	20%	-
The Media	48%	42%	41%	39%	36%	34%	40%	-2 percentage points
TV ads	25%	23%	20%	10%	15%	19%	19%	+4 percentage points
Radio ads	32%	27%	26%	19%	20%	16%	23%	-4 percentage points
Telephone	-	4%	3%	2%	7%	8%	5%	+1 percentage point
Billboards	18%	19%	18%	14%	11%	13%	16%	+2 percentage points
Posters	14%	13%	10%	7%	7%	10%	10%	+3 percentage points
Public Meetings	10%	14%	14%	14%	12%	13%	13%	+1 percentage point
In person	-	6%	5%	4%	7%	9%	6%	+2 percentage points
Information pamphlets sent with utility bills	-	-	-	-	-	27%	27%	-

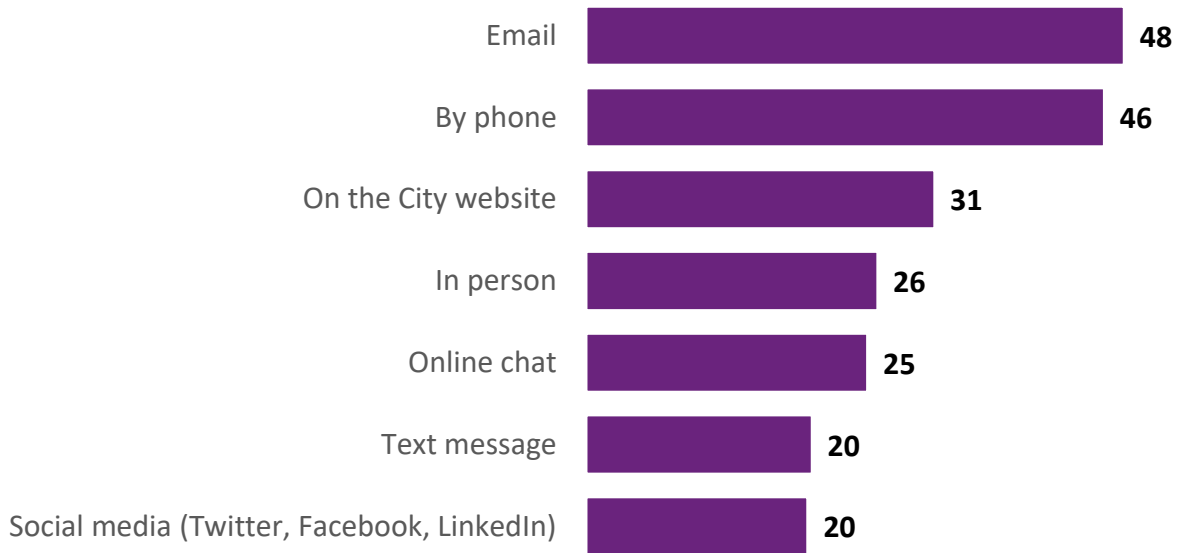
Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.

Sample size: $n = 781$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Preferred Method of Contacting the City (%)



Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.

Sample size: $n = 785$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Nearly half of respondents (48%) prefer to contact the City of Saskatoon by email, consistent with 2021.

The least preferred methods to contact City of Saskatoon are:

- Text message (20%)
- Social media (Twitter, Facebook, LinkedIn) (20%)

The least preferred methods to contact the City of Saskatoon are consistent with 2021, with a slight increases seen in 2023 (text message, +4 percentage points; social media, +5 percentage points).

Detailed Findings

Preferred Method of Contacting the City – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
n =		F	G	H	I	J	P	R	S	T	U	C	D	V	W
On the City website	31%	36%	33%	27%	30%	27%	31%	30%	38%	26%	31%	31%	32%	30%	33%
Online chat	25%	29%	40%	23%	15%	4%	25%	24%	30%	24%	26%	26%	25%	26%	24%
Social Media	20%	29%	31%	20%	3%	4%	15%	18%	23%	29%	16%	23%	17%	21%	18%
Email	48%	46%	50%	49%	49%	45%	42%	52%	54%	41%	49%	47%	49%	48%	48%
Text message	20%	24%	28%	13%	16%	12%	19%	26%	20%	17%	22%	23%	17%	18%	24%
By phone	46%	34%	36%	50%	55%	68%	44%	47%	46%	41%	45%	43%	50%	46%	47%
In person	26%	26%	22%	18%	30%	36%	31%	28%	30%	22%	20%	26%	26%	24%	28%

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

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Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.

Sample size: n = 785; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings



Methods of Contact Trended

	2015	2016	2017	2018	2021	2023	Average	Difference from 2021
By phone	68%	60%	57%	51%	46%	46%	55%	-
Email	43%	45%	46%	63%	49%	48%	49%	-1 percentage point
In person	29%	30%	23%	20%	20%	26%	25%	+6 percentage points
On the City website	33%	45%	41%	38%	32%	31%	37%	-1 percentage point
Online chat	14%	16%	17%	18%	21%	25%	19%	+3 percentage points
Social media	8%	7%	11%	13%	15%	20%	12%	+5 percentage points
Text message	-	6%	7%	12%	16%	20%	12%	+4 percentage points

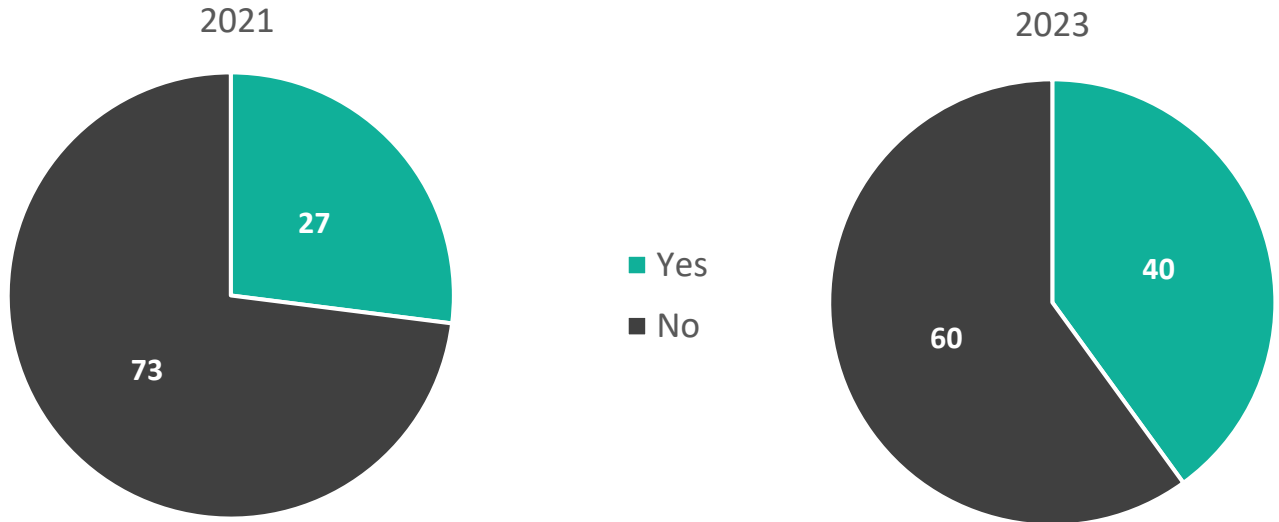
Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.

Sample size: *n* = 785; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Contacted City for Business-Related Reason (%)



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

Sample size: $n = 790$; excluding 'Prefer Not to Say' responses

Sample framework: All

Two in five respondents (40%) contacted the City of Saskatoon or one of its employees for a business-related reason within the past 12 months (+13 percentage points from 2021).

% Yes	
2016	48%
2017	47%
2018	47%
2021	27%
2023	40%

Detailed Findings

Contacted City for Business-Related Reason – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	790	140	262	111	139	135	121	115	165	144	180	404	375	449	327
Yes	40%	47%	46%	39%	26%	39%	30%	42%	43%	47%	44%	46%	35%	42%	39%
		I	I	I		I			P	P	P	D			
No	60%	53%	54%	61%	74%	61%	70%	58%	57%	53%	56%	54%	65%	58%	61%
					FGHJ		STU						C		

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

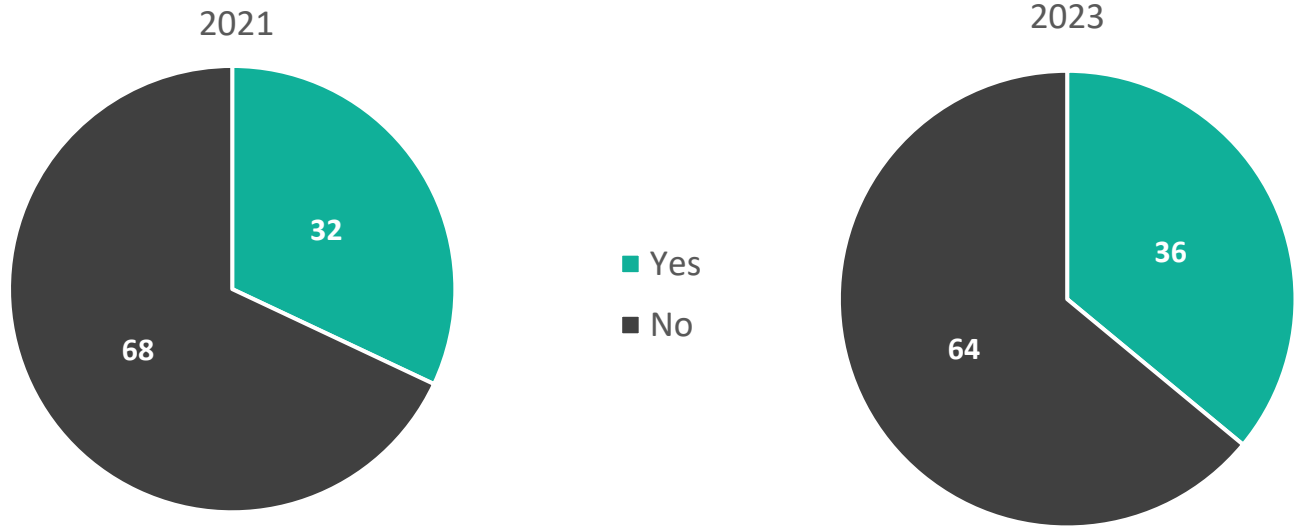
Sample size: n = 790; excluding 'Prefer Not to Say' responses

Sample framework: All

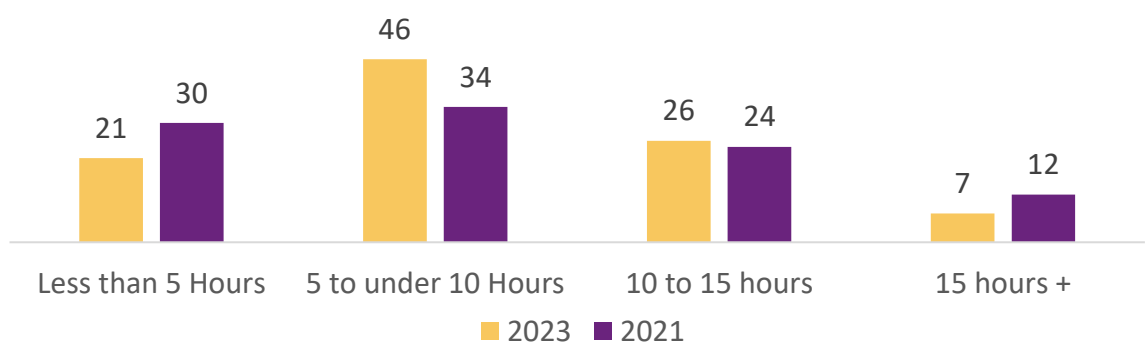


Detailed Findings

Volunteering in the Community (%)



Number of Hours Volunteered Per Month (%)



Q10a. Do you volunteer in the community? An example could be at a hospital, as a youth sports coach, or at a local shelter. (Top)
Sample size: $n = 780$; excluding 'Prefer Not to Say' responses

Sample framework: All

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

Sample size: $n = 274$; excluding 'Prefer Not to Say' responses

Sample framework: Volunteers in community

More than a third of respondents (36%) indicated that they volunteer in their community (+4 percentage points from 2021). Of the respondents who volunteer in their community, nearly half (46%) spend 5 to under 10 hours per month volunteering, whereas one quarter (26%) volunteer between 10 to 15 hours per month.

Detailed Findings



Volunteering in the Community – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	780	141	257	110	137	133	121	115	160	142	179	397	370	444	323
Yes	36%	56%	44%	34%	17%	20%	21%	35%	37%	52%	38%	41%	30%	37%	34%
		GHIJ	IJ	IJ				P	P	PRSU	P	D			
No	64%	44%	56%	66%	83%	80%	79%	65%	63%	48%	62%	59%	70%	63%	66%
			F	F	FGH	FGH	RSTU	T	T		T		C		

Number of Hours Volunteered Per Month – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	274	78	111	37	21	25	24	38	58	74	68	162	105	160	109
Less than 5 hours	21%	23%	14%	30%	33%	20%	29%	24%	16%	12%	28%	14%	30%	22%	20%
											T		C		
More than 5 hours, but less than 10 hours	46%	53%	50%	35%	29%	36%	50%	42%	43%	64%	32%	52%	38%	43%	49%
		I	I							RSU		D			
Between 10 and 15 hours	26%	21%	32%	24%	24%	20%	17%	26%	36%	19%	29%	27%	24%	28%	24%
									T		O				
More than 15 hours	7%	4%	4%	11%	14%	24%	4%	8%	5%	5%	10%	7%	8%	8%	7%
						FG									

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

Sample size: n = 780; excluding 'Prefer Not to Say' responses

Sample framework: All

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

Sample size: n = 274; excluding 'Prefer Not to Say' responses

Sample framework: Volunteers in community

Detailed Findings

Volunteering in the Community (%)

Volunteer (% selecting yes)	
2018	48%
2021	32%
2023	36%

	2016	2017	2018	2021	2023	Average	Difference from 2021
None	-	34%	52%	68%	-	51%	-
Less than 5 hours/month	-	32%	15%	9%	21%	19%	+12 percentage points
Between 5-10 hours/month	-	20%	16%	11%	46%	23%	+35 percentage points
Between 10-15 hours/month	-	7%	11%	7%	26%	13%	+19 percentage points
More than 15 hours/month	-	6%	6%	4%	7%	6%	+3 percentage points
*Volunteer to some degree	64%	-	-	-	-	64%	-

An increase can be seen in the volunteer hours from 2021 to 2023. This could potentially be due to the decline of COVID-19 reported cases, as well as the removal of capacity limits and lockdowns. There is a significant increase for those who volunteer between 5 to 10 hours per month (+35 percentage points from 2021).

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

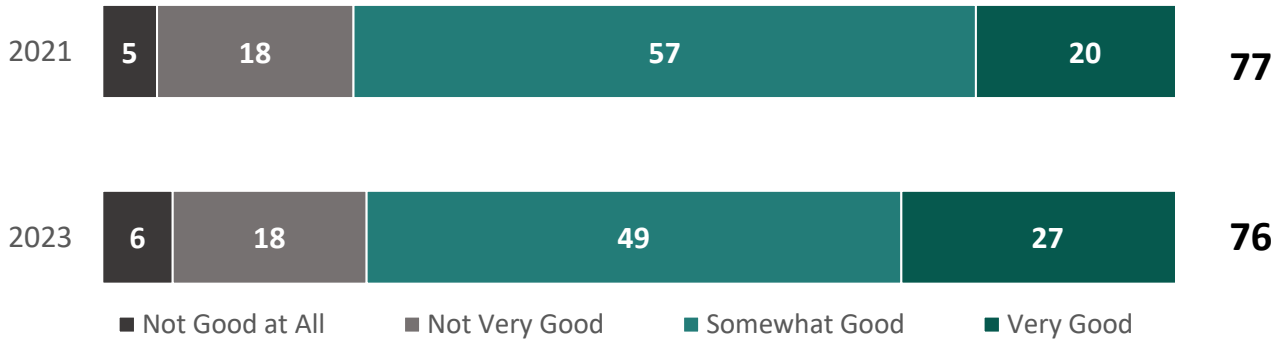
Sample size: n = 274; excluding 'Prefer Not to Say' responses

Sample framework: Volunteers in community

Detailed Findings

Providing Meaningful Opportunities of Engagement (%)

TOP2



TOP 2	
2018	78%
2021	77%
2023	76%

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

Sample size: $n = 682$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Three in four respondents (TOP2: 76%) think that the City of Saskatoon provides meaningful opportunities to participate in engaging activities, which is consistent with 2021 findings (TOP2: 77%).

Detailed Findings

Providing Meaningful Opportunities of Engagement – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
n =	682	F	G	H	I	J	P	R	S	T	U	C	D	V	W
Top 2	76%	85%	85%	74%	62%	57%	69%	79%	77%	86%	71%	80%	71%	74%	79%
		HIJ	HIJ	J						PSU		D			
Bottom 2	24%	15%	15%	26%	38%	43%	31%	21%	23%	14%	29%	20%	29%	26%	21%
				FG	FG	FGH	T		T		T		C		
Very good	27%	34%	36%	25%	12%	11%	19%	25%	35%	34%	23%	31%	22%	25%	29%
		IJ	HIJ	IJ					PU	PU		D			
Somewhat good	49%	51%	49%	49%	50%	47%	50%	54%	42%	53%	48%	49%	49%	49%	49%
Not very good	18%	12%	11%	19%	27%	31%	18%	14%	19%	11%	23%	15%	21%	21%	14%
					FG	FG			T		T		C	W	
Not good at all	6%	3%	4%	7%	12%	12%	13%	7%	4%	3%	7%	5%	8%	5%	7%
					FG	FG	ST								

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

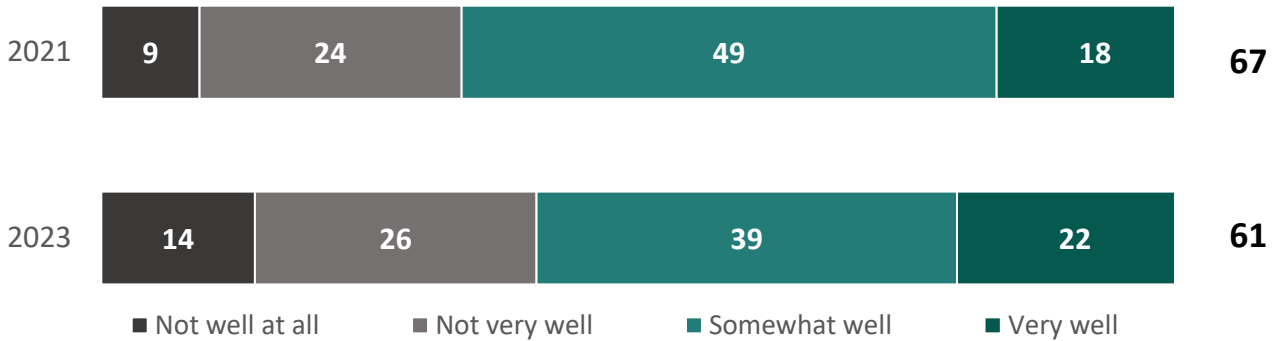
Sample size: n = 682; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

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

TOP2



TOP 2	
2018	55%
2021	67%
2023	61%

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

Sample size: *n* = 753; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

More than half of respondents (TOP2: 61%) think that the City communicates how it will use public input to help make its decisions somewhat or very well (-6 percentage points from 2021).

Detailed Findings

Evaluation of City Communication on How it uses Public Input – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
n =	753	F	G	H	I	J	P	R	S	T	U	C	D	V	W
Top 2	60%	78%	78%	59%	38%	30%	53%	61%	69%	76%	49%	67%	53%	60%	61%
		HIJ	HIJ	IJ				U	P U	PRU		D			
Bottom 2	40%	22%	22%	41%	62%	70%	47%	39%	31%	24%	51%	33%	47%	40%	39%
				FG	FGH	FGH	ST	T			RST		C		
Very well	22%	35%	31%	21%	7%	5%	23%	18%	29%	31%	14%	26%	17%	21%	23%
		HIJ	HIJ	IJ			U		RU	RU		D			
Somewhat well	39%	43%	47%	39%	31%	25%	29%	43%	40%	46%	36%	41%	36%	39%	38%
		IJ	IJ	J				P		P					
Not very well	26%	18%	17%	30%	36%	37%	28%	24%	19%	16%	38%	21%	31%	26%	25%
				FG	FG	FG	T				RST		C		
Not well at all	14%	4%	5%	10%	26%	33%	20%	14%	12%	8%	13%	12%	16%	14%	14%
				F	FGH	FGH	T								

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

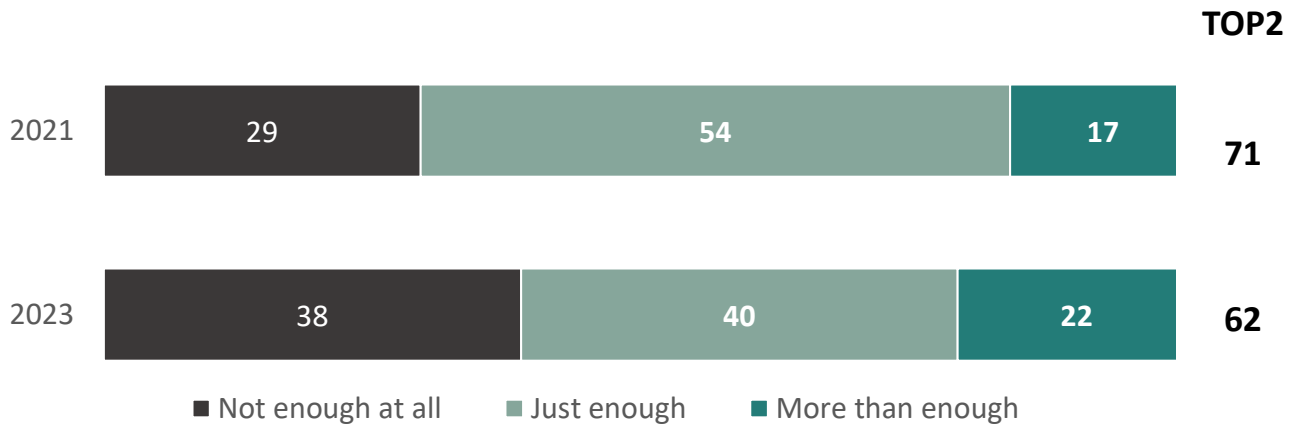
Q10d. In your opinion, how well does the City communicate how it will use public input to help make its decisions?

Sample size: n = 753; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

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



TOP 2	
2018	45%
2021	71%
2023	62%

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

Sample size: $n = 738$; excluding ‘Not sure’ responses

Sample framework: All

Over three in five respondents (TOP2: 62%) indicated that the City does enough to get the public’s input on the decisions it makes (-9 percentage points from 2021).



Detailed Findings

Opinion of Whether City Does Enough to get Public Input on Decisions it Makes – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
n =	738	F	G	H	I	J	P	R	S	T	U	C	D	V	W
More than enough	22%	32%	35%	21%	4%	2%	5%	20%	32%	40%	16%	28%	15%	23%	21%
		I J	H I J	I J				P	P R U	P R U	P	D			
Just enough	40%	48%	48%	38%	33%	25%	50%	39%	42%	35%	39%	41%	39%	39%	41%
		I J	I J	J			T								
Not enough at all	38%	20%	16%	41%	63%	73%	45%	40%	27%	25%	45%	31%	47%	39%	37%
				F G	F G H	F G H	S T	S T			S T		C		

Legend:

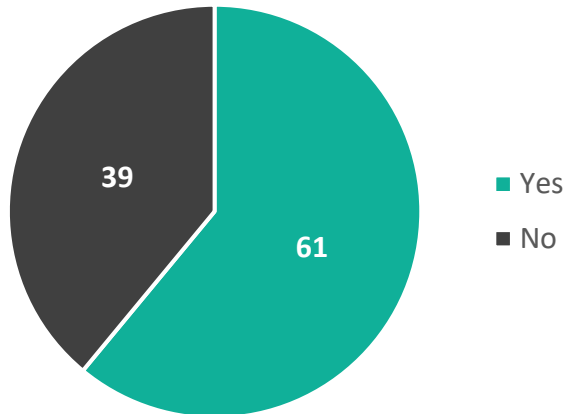
80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q10e. Do you think the City does enough, or not, to get the public’s input on the decisions it makes?
Sample size: n = 738; excluding ‘Not sure’ responses
Sample framework: All

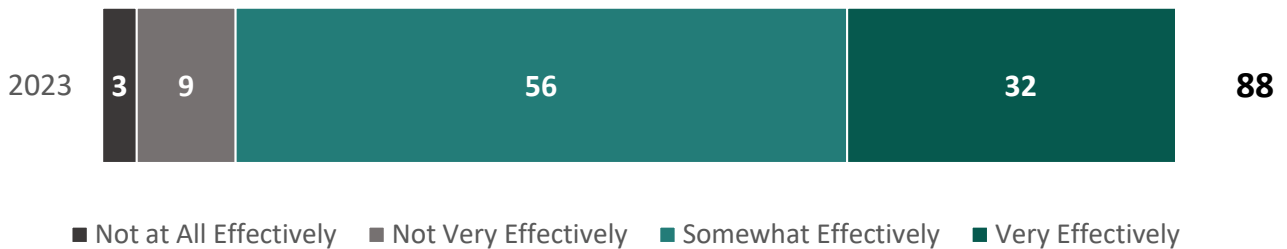
Detailed Findings

Use of Services Offered Online (%)



Effectiveness of Providing Services Online (%)

TOP2



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

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

Sample size: Q11a. n = 802; excluding 'Not sure' and 'Prefer Not to Say' responses (Top); **Q11b.** n = 475; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)

Sample framework: Q11a. All (Top); **Q11b.** Respondents have used any of the services the City of Saskatoon offers online (Bottom).

Three in five respondents (61%) indicated they have used the services the City of Saskatoon offers online, which is a slight incline from 2021 (+2 percentage points).

Nearly nine in ten respondents (TOP2: 88%) rated the City's online services as somewhat or very effective (-2 percentage points from 2021).

Detailed Findings

Use of Services Offered Online – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	802	141	269	113	140	136	122	116	170	146	182	409	380	456	330
Yes	61%	65%	68%	59%	56%	49%	46%	53%	65%	68%	71%	65%	58%	64%	59%
		J	IJ						PR	PR	PR	D			
No	39%	35%	32%	41%	44%	51%	54%	47%	35%	32%	29%	35%	42%	36%	41%
					G	FG	STU	STU					C		

Effectiveness of Providing Services Online – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	475	89	182	64	74	65	53	60	108	99	127	262	208	281	192
Top 2	88%	93%	89%	84%	80%	89%	85%	88%	87%	90%	86%	90%	85%	87%	89%
		I													
Bottom 2	12%	7%	11%	16%	20%	11%	15%	12%	13%	10%	14%	10%	15%	13%	11%
					F										
Very effectively	32%	31%	40%	41%	19%	15%	25%	35%	31%	45%	26%	34%	30%	33%	30%
		J	IJ	IJ						PSU					
Somewhat effectively	56%	62%	49%	44%	61%	74%	60%	53%	56%	44%	60%	56%	55%	54%	59%
		GH			H	GH					T				
Not very effectively	9%	3%	9%	14%	12%	8%	6%	10%	13%	7%	10%	8%	11%	10%	8%
			F	F	F										
Not at all effectively	3%	3%	2%	2%	8%	3%	9%	2%	0%	3%	4%	2%	4%	3%	4%
							S				S				

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

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

Sample size: **Q11a.** n = 802; excluding 'Not sure' and 'Prefer Not to Say' responses (Top); **Q11b.** n = 475; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)

Sample framework: **Q11a.** All (Top); **Q11b.** Respondents have used any of the services the City of Saskatoon offers online (Bottom).

Detailed Findings

Use of Services Offered Online (%)

Used Services	
2018	82%
2021	59%
2023	61%

Effectiveness of Providing Services Online (%)

TOP 2	
2018	88%
2021	90%
2023	88%

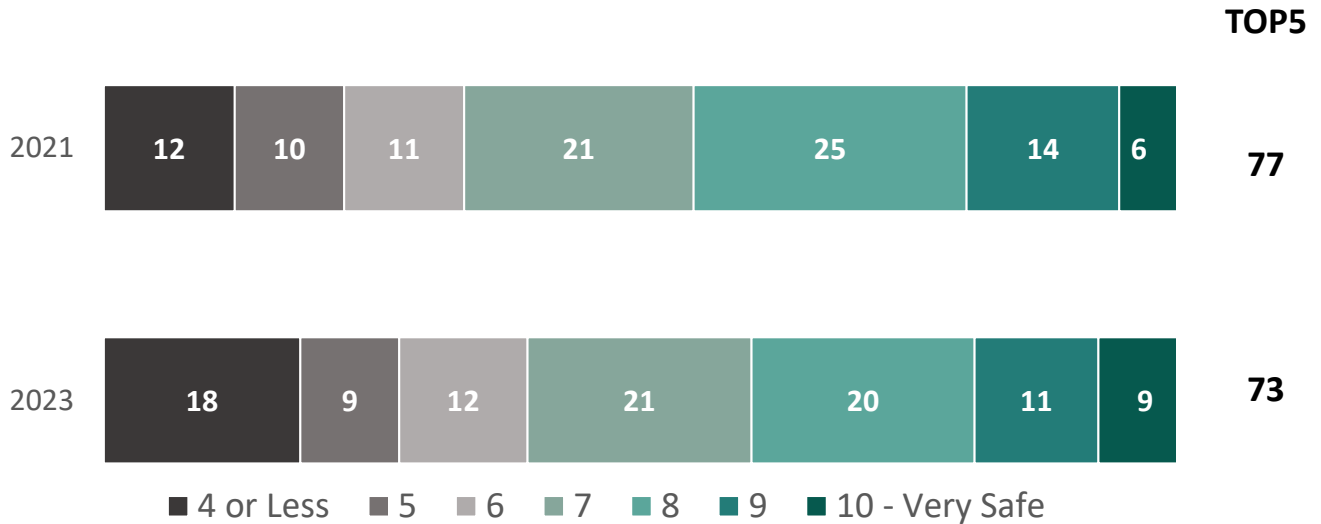
Q11a. Have you ever used any of the services the City of Saskatoon offers online? (Top); **Q11b.** In your opinion, how effectively, if at all, does the City of Saskatoon provide services online? (Bottom)

Sample size: **Q11a.** $n = 802$; excluding 'Prefer Not to Say' responses (Top); **Q11b.** $n = 475$; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)

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

Detailed Findings

Level of Safety (%)



Q12a. If you were to ask a family member, or colleague, how safe they feel living in Saskatoon, how do you think they would answer? Please use a number from 1 to 10, where 1 is not safe at all, and 10 is very safe. *[TOP5 = 6-10, BOTTOM = 1-4]

Sample size: n = 784; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Nearly three in four respondents (TOP5: 73%) indicated they thought a family member or colleague would say they feel safe living in Saskatoon (-4 percentage points from 2021).

TOP 5	
2018	67%
2021	78%
2023	73%

Detailed Findings

Level of Safety – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	784	141	266	111	138	126	114	112	168	146	181	403	370	446	323
Top 5	73%	81% HIJ	79% HIJ	68%	62%	67%	68%	73%	71%	79%	73%	76%	69%	74%	72%
Bottom 5	27%	19%	21%	32% FG	38% FG	33% FG	32%	27%	29%	21%	27%	24%	31% C	26%	28%
Top 3	40%	54% HIJ	46% IJ	36% I	23%	35% I	39%	36%	38%	51% RS	41%	44% D	36%	42%	39%
Bottom 3	12%	6%	7%	18% FG	20% FG	14% FG	17%	9%	10%	9%	11%	10%	14%	9%	14% V
Top 2	20%	37% GHIJ	23% IJ	15%	9%	10%	23%	16%	19%	29% RSU	19%	25% D	15%	21%	19%
Bottom 2	6%	3%	3%	10% FG	9% FG	6%	9%	5%	3%	5%	6%	4%	7%	4%	8% V

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

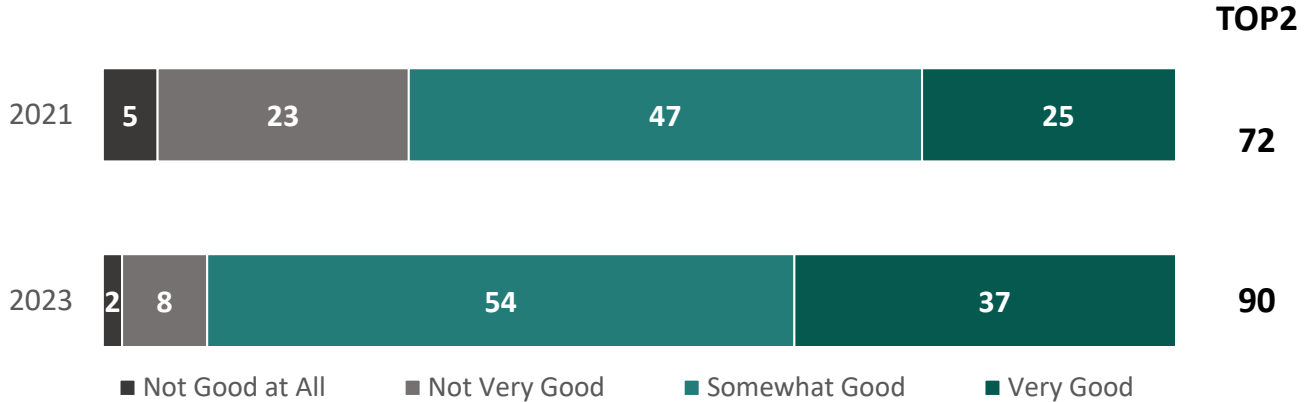
Q12a. If you were to ask a family member, or colleague, how safe they feel living in Saskatoon, how do you think they would answer? Please use a number from 1 to 10, where 1 is not safe at all, and 10 is very safe. *[TOP5 = 6-10, BOTTOM = 1-4]

Sample size: n = 784; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

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



Q12b. How has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

Note: 2021 question wording was slightly different: Since the onset of COVID-19, how has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

Sample size $n = 744$; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Nine in ten respondents (TOP2: 90%) indicated the City was doing somewhat or very good with providing a mix of recreation, sport, and cultural facilities year-round. This is a significant increase* (+18 percentage points) from 2021.

TOP 2	
2018	91%
2021	72%
2023	90%

**Please note this increase could be attributed to a change in question wording from 2021 to 2023 – compare with caution.*

Detailed Findings

Rating City on Ability to Provide Recreational Activities/Facilities – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	744	132	256	105	127	121	105	105	165	136	176	387	346	419	309
Top 2	90%	89%	91%	90%	89%	93%	88%	89%	90%	93%	91%	88%	93%	91%	90%
Bottom 2	10%	11%	9%	10%	11%	7%	12%	11%	10%	7%	9%	12%	7%	9%	10%
Very good	37%	35%	38%	39%	38%	34%	33%	34%	38%	45%	36%	40%	34%	39%	34%
Somewhat good	54%	55%	53%	50%	51%	60%	54%	54%	52%	48%	56%	48%	60%	52%	56%
Not very good	8%	10%	7%	10%	9%	5%	10%	10%	8%	5%	7%	10%	5%	8%	8%
Not good at all	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q12b. How has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

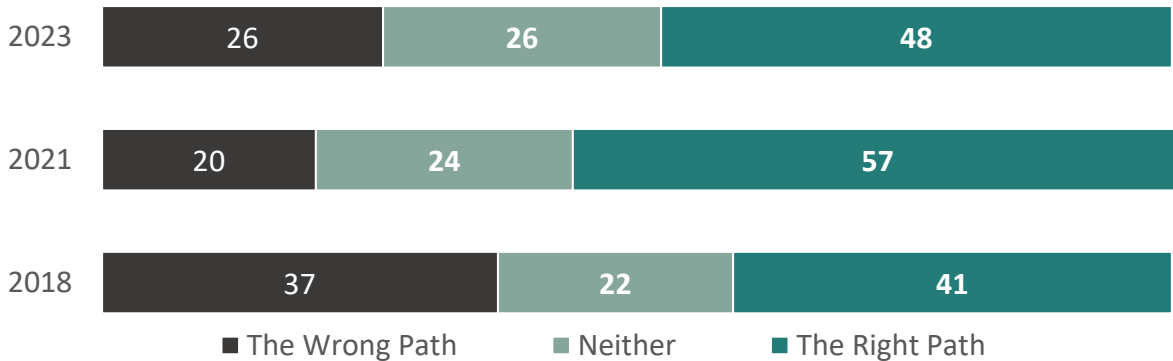
Note: 2021 question wording was slightly different: Since the onset of COVID-19, how has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?

Sample size n = 744; excluding 'Not sure' and 'Prefer Not to Say' responses

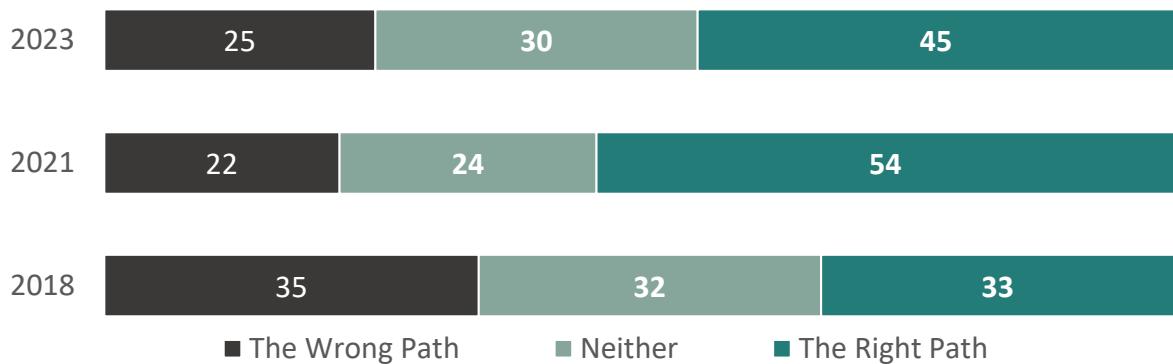
Sample framework: All

Detailed Findings

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



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



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

Sample size: **13a.** $n = 731$; excluding 'Not sure' and 'Prefer Not to Say' responses (Top Left); **13b.** $n = 714$; excluding 'Not sure' and 'Prefer Not to Say' responses;

Sample framework: All



Detailed Findings

Opinion of City’s Approach to Making Downtown an Appealing Destination – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	731	135	255	101	122	116	111	110	155	134	166	383	337	413	305
The right path	48%	58% HIJ	65% HIJ	43% J	32% J	21%	41%	39%	60% PRU	57% PR	48%	56% D	39%	49%	47%
Neither the right path nor the wrong path	26%	26%	26%	28%	26%	25%	31%	26%	22%	25%	23%	21%	31% C	25%	27%
The wrong path	26%	16%	9%	30% FG	42% FG	54% FGH	28%	35% ST	18%	18%	30% ST	23%	30% C	26%	27%

Legend:

80% The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q13a. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing destination?

Sample size: 13a. n = 731; excluding ‘Not sure’ and ‘Prefer Not to Say’ responses

Sample framework: All

Detailed Findings

Opinion of City's Approach to Making Downtown an Appealing Place to Live – Demographic Breakout

	Total	Age					Household Income					Gender		River Side	
		18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	714	131	253	98	122	107	101	107	157	131	165	376	327	403	297
The right path	45%	60%	57%	38%	26%	23%	37%	44%	50%	57%	41%	54%	34%	45%	44%
		HIJ	HIJ	J					P	PRU		D			
Neither the right path nor the wrong path	30%	26%	30%	28%	34%	33%	33%	27%	29%	26%	32%	24%	37%	28%	33%
													C		
The wrong path	25%	14%	12%	35%	39%	44%	31%	29%	21%	17%	27%	22%	29%	27%	23%
				FG	FG	FG	T	T			T		C		

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

Q13b. We'd also like to know if you think the City of Saskatoon is on the right path, or the wrong path toward making downtown an appealing place to live?

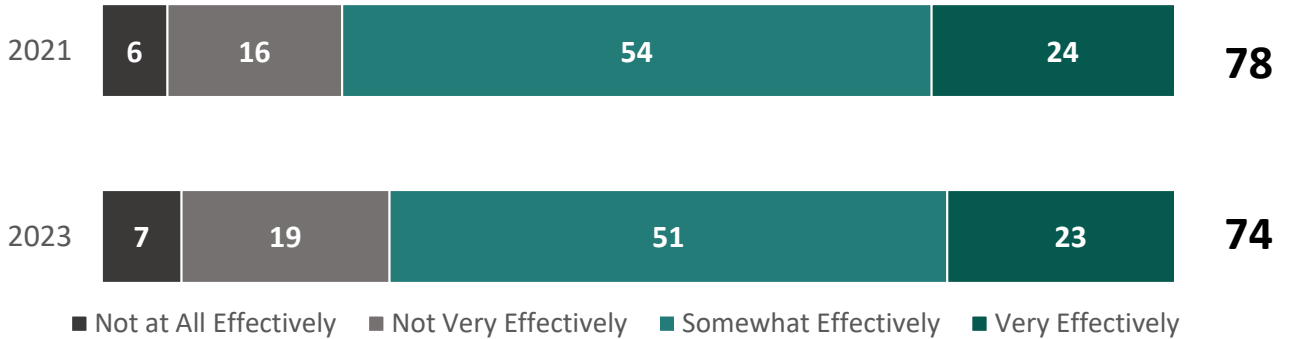
Sample size: 13b. n = 714; excluding 'Not sure' and 'Prefer Not to Say' responses;

Sample framework: All

Detailed Findings

Effectiveness of Balancing Growth in the City (%)

TOP2



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

Sample size: $n = 740$; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)

Sample framework: All

Three in four respondents (TOP2: 74%) indicated the City of Saskatoon is effectively balancing growth throughout the City (-4% percentage points from 2021).

TOP 2	
2018	52%
2021	78%
2023	74%

Detailed Findings

Effectiveness of Balancing Growth in the City – Demographic Breakout

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	740	135	254	106	125	118	104	108	160	137	175	391	337	416	308
Top 2	74%	84%	83%	67%	60%	63%	69%	76%	81%	82%	66%	76%	72%	73%	75%
		HIJ	HIJ						PU	PU					
Bottom 2	26%	16%	17%	33%	40%	37%	31%	24%	19%	18%	34%	24%	28%	27%	25%
				FG	FG	FG	ST				ST				
Very effectively	23%	30%	34%	24%	9%	4%	15%	20%	30%	31%	19%	28%	17%	24%	22%
		IJ	HIJ	IJ					PU	PU		D			
Somewhat effectively	51%	55%	49%	43%	51%	58%	54%	56%	51%	51%	47%	48%	55%	50%	53%
						H							C		
Not very effectively	19%	13%	12%	24%	30%	27%	20%	21%	14%	12%	25%	18%	20%	20%	18%
				FG	FG	FG					ST				
Not at all effectively	7%	3%	5%	9%	10%	10%	11%	3%	6%	6%	9%	6%	8%	7%	7%
				F	F	F	R				R				

Legend:

80%

The example show that a letter denotes significantly higher percentage than the segment with the corresponding letter

C

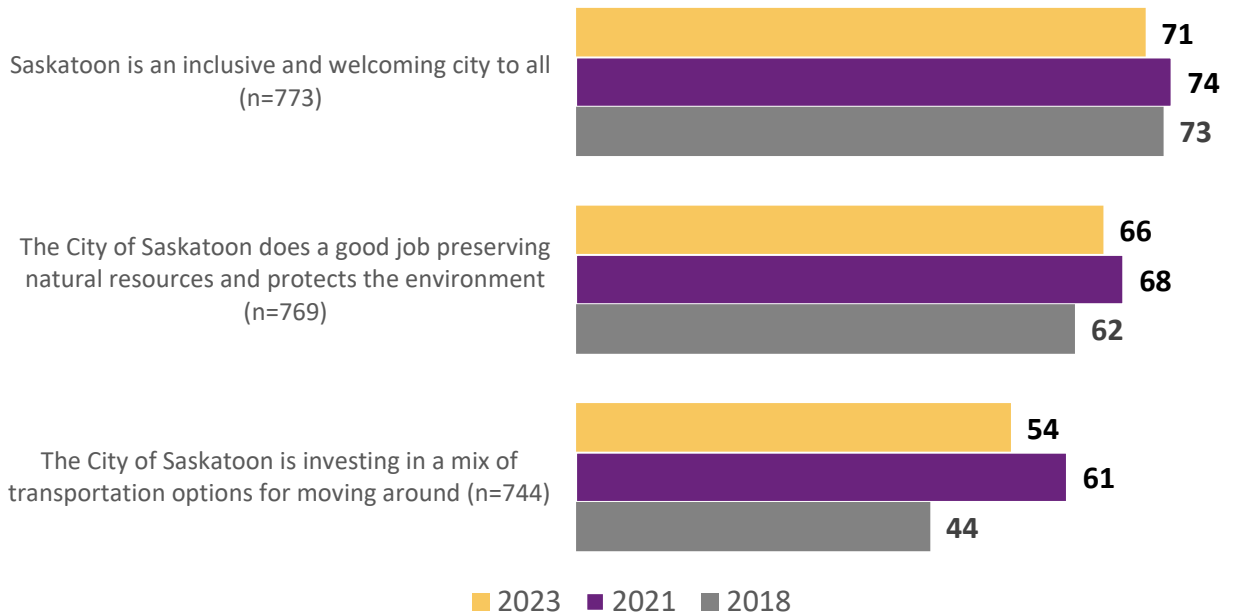
Q13c. In your opinion, how effectively, if at all, is the City of Saskatoon balancing growth throughout the city?

Sample size: n = 740; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)

Sample framework: All

Detailed Findings

Strategic Goals TOP2 (%)



Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Overall, the City of Saskatoon is seen as an inclusive and welcoming city to all (TOP2: 71%; -3 percentage points from 2021). However, the City received average responses regarding the preservation of natural resources and protection of the environment (TOP2: 66%, -2 percentage points from 2021) and investing in a mix of transportation options to move around the city (TOP2: 54%, -7 percentage points from 2021).

Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All



Detailed Findings

Strategic Goals – Demographic Breakout

Statement: Saskatoon is an inclusive welcoming city to all

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	773	137	269	107	136	131	116	111	165	141	178	392	369	441	316
Top 2	71%	72%	75%	62%	70%	70%	69%	73%	76%	77%	63%	71%	72%	72%	70%
			H						U	U					
Bottom 2	12%	11%	11%	20%	10%	11%	12%	13%	10%	11%	14%	12%	12%	10%	14%
				GI											
Strongly agree	30%	34%	35%	21%	25%	27%	40%	32%	30%	28%	25%	30%	29%	32%	28%
		H	HI				TU								
Somewhat agree	41%	38%	40%	41%	45%	43%	29%	41%	45%	49%	38%	40%	43%	40%	42%
									P	PU					
Neither agree nor disagree	17%	18%	14%	19%	20%	18%	19%	14%	15%	12%	23%	17%	16%	18%	16%
											ST				
Somewhat disagree	9%	10%	7%	14%	7%	8%	9%	12%	7%	8%	10%	8%	8%	7%	9%
Strongly disagree	3%	1%	4%	6%	4%	4%	3%	1%	3%	4%	4%	4%	4%	3%	4%
			F	F											

Q14. Please indicate to what extent you agree or disagree with the following statements:
 Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses
 Sample framework: All

Detailed Findings

Strategic Goals – Demographic Breakout

Statement: The City of Saskatoon does a good job preserving natural resources and protects the environment

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	769	134	262	108	136	126	113	110	164	143	176	398	360	436	318
Top 2	66%	63%	72%	69%	62%	58%	59%	71%	63%	73%	64%	63%	69%	68%	63%
			I J							P					
Bottom 2	11%	14%	10%	11%	7%	12%	13%	9%	11%	8%	11%	12%	9%	11%	11%
Strongly agree	21%	21%	27%	17%	16%	19%	21%	25%	23%	24%	16%	23%	20%	22%	20%
			H I												
Somewhat agree	44%	42%	45%	52%	46%	39%	38%	45%	40%	49%	47%	40%	49%	45%	43%
				J									C		
Neither agree nor disagree	24%	23%	18%	20%	31%	30%	27%	20%	26%	18%	26%	25%	22%	22%	26%
					G	G									
Somewhat disagree	8%	10%	8%	7%	4%	8%	8%	5%	9%	5%	9%	8%	7%	7%	8%
Strongly disagree	3%	4%	2%	4%	3%	4%	5%	4%	2%	3%	2%	4%	3%	3%	3%

Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: All

Detailed Findings

Strategic Goals – Demographic Breakout

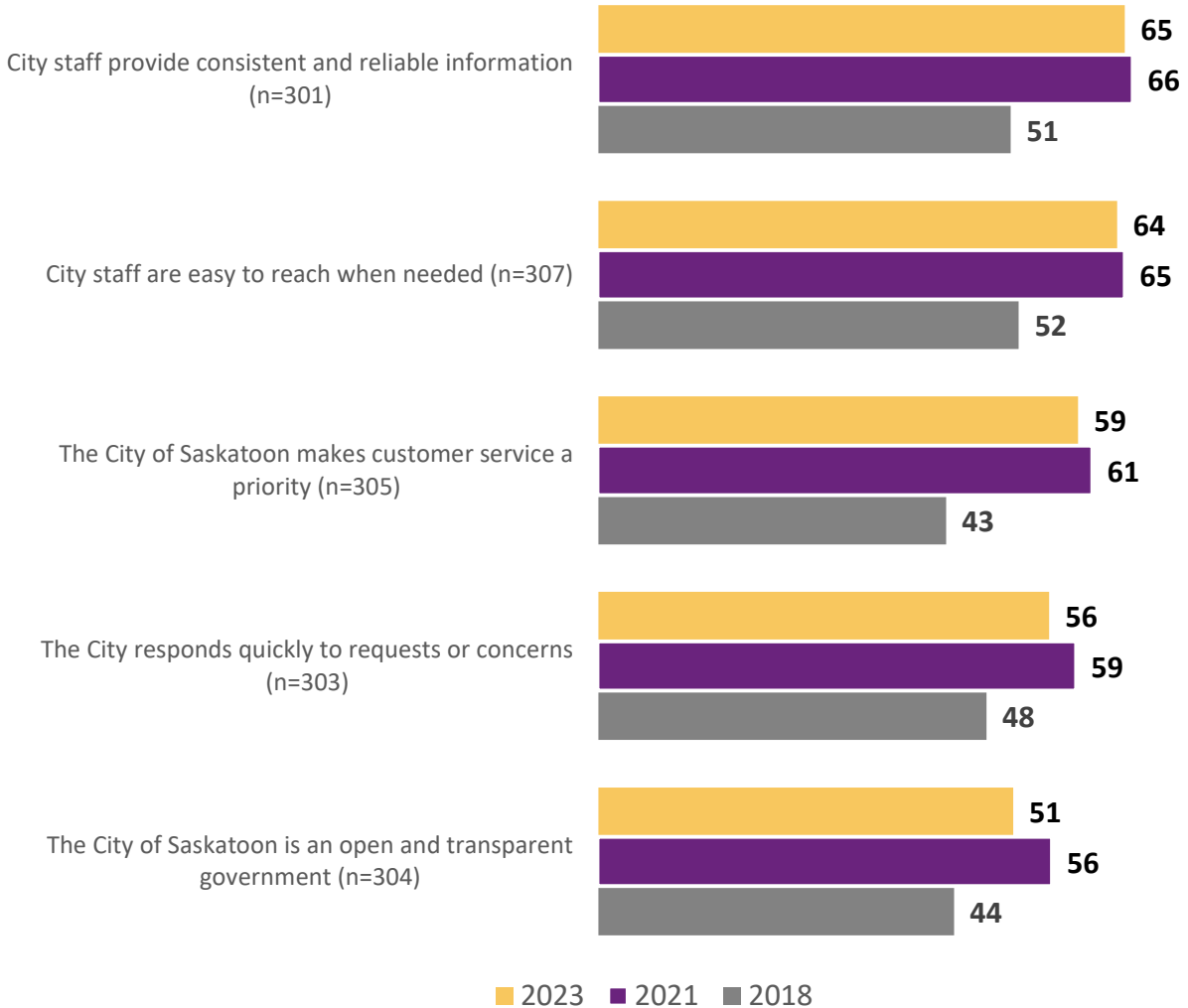
Statement: The City of Saskatoon is investing in a mix of transportation options for moving around

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	744	138	258	105	124	117	104	109	159	141	170	389	343	422	306
Top 2	54%	62%	66%	53%	33%	41%	56%	61%	58%	62%	44%	57%	51%	52%	56%
		I J	H I J	I				U	U	U					
Bottom 2	23%	15%	17%	27%	39%	26%	19%	17%	20%	17%	35%	21%	25%	25%	22%
				F G	F G J	F G					PRST				
Strongly agree	16%	15%	28%	12%	4%	7%	19%	13%	19%	21%	13%	19%	13%	15%	18%
		I J	F H I J	I								D			
Somewhat agree	38%	47%	38%	41%	29%	34%	37%	48%	38%	41%	31%	39%	38%	37%	22%
		I J						U							
Neither agree nor disagree	23%	22%	17%	20%	28%	32%	25%	22%	22%	21%	21%	22%	24%	23%	22%
					G	G H	O								
Somewhat disagree	15%	12%	11%	20%	24%	16%	12%	11%	13%	10%	26%	14%	17%	18%	12%
				G	F G						PRST			W	
Strongly disagree	8%	4%	6%	7%	15%	10%	7%	6%	8%	7%	9%	7%	8%	7%	9%
					F G	F									

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Detailed Findings

Customer Service TOP2 (%)



Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings

Customer Service – Demographic Breakout

Statement: The City responds quickly to requests or concerns

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	303	64	119	41	34	44	30	47	71	66	75	176	125	180	121
Top 2	56%	66%	69%	54%	35%	23%	50%	53%	55%	71%	53%	60%	50%	51%	59%
		IJ	IJ	J						SU					
Bottom 2	24%	13%	11%	29%	41%	57%	30%	21%	21%	14%	27%	20%	29%	25%	20%
				FG	FG	FGH									
Strongly agree	20%	23%	32%	12%	3%	2%	20%	19%	13%	29%	23%	23%	14%	18%	22%
		IJ	HIJ							S		D			
Somewhat agree	36%	42%	37%	41%	32%	20%	30%	34%	42%	42%	31%	37%	35%	33%	38%
		J	J	J											
Neither agree nor disagree	20%	22%	20%	17%	24%	20%	20%	26%	24%	15%	20%	19%	22%	24%	21%
														W	
Somewhat disagree	16%	11%	8%	17%	26%	34%	17%	17%	14%	8%	17%	13%	20%	17%	15%
					G	FG									
Strongly disagree	8%	2%	3%	12%	15%	23%	13%	4%	7%	6%	9%	8%	9%	8%	5%
				F	F	FG									

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings

Customer Service – Demographic Breakout

Statement: City staff are easy to reach when needed

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	307	65	119	40	34	48	35	48	70	67	75	181	124	181	124
Top 2	64%	77%	71%	70%	50%	35%	60%	73%	60%	66%	67%	61%	69%	65%	64%
		I J	I J	J											
Bottom 2	19%	5%	11%	23%	38%	44%	26%	17%	23%	13%	17%	19%	19%	17%	22%
				F	FG	FGH									
Strongly agree	25%	35%	27%	30%	18%	10%	31%	33%	19%	28%	24%	28%	22%	29%	21%
		I J	J	J											
Somewhat agree	39%	42%	44%	40%	32%	25%	29%	40%	41%	37%	43%	33%	48%	36%	43%
			J										C		
Neither agree nor disagree	17%	18%	18%	8%	12%	21%	14%	10%	17%	21%	16%	20%	11%	18%	15%
			H									D			
Somewhat disagree	10%	2%	8%	5%	21%	25%	6%	6%	19%	7%	8%	9%	11%	9%	12%
			F		FH	FGH			PR						
Strongly disagree	9%	3%	3%	18%	18%	19%	20%	10%	4%	6%	9%	10%	8%	8%	10%
				FG	FG	FG	S								

Q14. Please indicate to what extent you agree or disagree with the following statements:
 Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses
 Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings

Customer Service – Demographic Breakout

Statement: The City of Saskatoon makes customer service a priority

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	305	64	115	41	36	48	34	46	69	66	74	174	129	183	120
Top 2	59%	73%	74%	59%	31%	27%	38%	74%	52%	70%	65%	62%	55%	58%	62%
		IJ	IJ	IJ				PS		PS	P				
Bottom 2	23%	6%	1%	29%	56%	44%	26%	11%	32%	12%	24%	20%	28%	24%	21%
				FG	FGH	FG			RT		R				
Strongly agree	21%	41%	25%	17%	8%	-	12%	26%	19%	36%	16%	26%	16%	19%	25%
		GHIJ	IJ	J						PSU		D			
Somewhat agree	38%	33%	49%	41%	22%	27%	26%	48%	33%	33%	49%	36%	40%	39%	37%
			FIJ					P			P				
Neither agree nor disagree	18%	20%	15%	12%	14%	29%	35%	15%	16%	18%	11%	18%	17%	18%	18%
						H	RSU								
Somewhat disagree	14%	5%	9%	15%	33%	23%	15%	7%	19%	9%	12%	12%	16%	16%	10%
					FG	FG			R						
Strongly disagree	9%	2%	3%	15%	22%	21%	12%	4%	13%	3%	12%	7%	12%	8%	11%
				FG	FG	FG			T		T				

Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings

Customer Service – Demographic Breakout

Statement: The City of Saskatoon is an open and transparent government

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	304	62	113	43	36	49	34	43	70	65	76	175	127	184	118
Top 2	51%	58%	72%	51%	19%	18%	41%	49%	51%	68%	49%	54%	47%	52%	51%
		I J	HIJ	IJ						P U					
Bottom 2	25%	6%	11%	30%	50%	57%	35%	21%	26%	11%	28%	22%	28%	24%	25%
				FG	FG	FGH			T		T				
Strongly agree	21%	24%	32%	16%	8%	4%	21%	23%	26%	17%	22%	24%	17%	22%	19%
		I J	HIJ												
Somewhat agree	31%	34%	40%	35%	11%	14%	21%	26%	26%	51%	26%	30%	31%	30%	31%
		I J	I J	I J						PRS U					
Neither agree nor disagree	24%	35%	18%	19%	31%	24%	24%	30%	23%	22%	24%	24%	24%	24%	25%
		G H													
Somewhat disagree	14%	3%	4%	16%	33%	33%	18%	14%	14%	6%	12%	11%	17%	14%	14%
				FG	FG	FG									
Strongly disagree	11%	3%	6%	14%	17%	24%	18%	7%	11%	5%	16%	11%	11%	10%	11%
					F	FG					T				

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings

Customer Service – Demographic Breakout

Statement: City staff provide consistent and reliable information

		Age					Household Income					Gender		River Side	
	Total	18-29	30-41	42-53	54-65	66+	<\$40K	>\$40K - \$60K	>\$60K - \$80K	>\$80K - \$100K	>\$100K +	Male	Female	East	West
		F	G	H	I	J	P	R	S	T	U	C	D	V	W
n =	301	65	113	42	34	46	46	69	69	64	75	174	125	178	121
Top 2	65%	77%	75%	67%	47%	35%	53%	74%	61%	73%	65%	67%	62%	63%	69%
		IJ	IJ	J											
Bottom 2	16%	2%	10%	12%	35%	39%	25%	13%	16%	11%	15%	15%	17%	17%	14%
			F	F	FGH	FGH									
Strongly agree	24%	26%	34%	21%	9%	9%	16%	20%	28%	31%	21%	27%	19%	24%	23%
		IJ	IJ												
Somewhat agree	42%	51%	42%	45%	38%	26%	38%	54%	33%	42%	44%	40%	42%	39%	45%
		J						S							
Neither agree nor disagree	19%	22%	15%	21%	18%	26%	22%	13%	23%	16%	20%	18%	31%	20%	17%
Somewhat disagree	10%	-	8%	5%	24%	24%	13%	11%	13%	5%	8%	9%	12%	11%	8%
			F		FGH	FGH									
Strongly disagree	6%	2%	2%	7%	12%	15%	13%	2%	3%	6%	7%	6%	5%	6%	6%
						FG									

Q14. Please indicate to what extent you agree or disagree with the following statements:

Sample size: varies, shown on chart; excluding 'Not sure' and 'Prefer Not to Say' responses

Sample framework: Respondents who have contacted the City of Saskatoon

Detailed Findings



Customer Service Evaluation

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

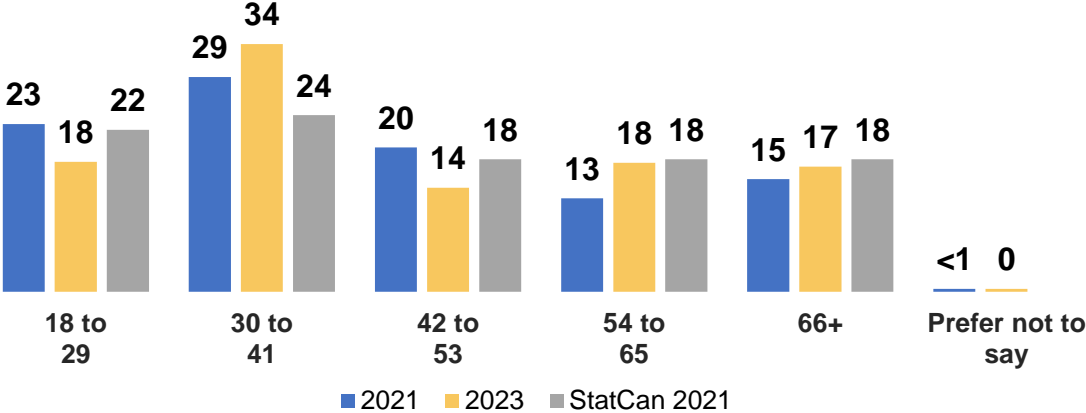
The City of Saskatoon Customer Service results are:

- City staff providing consistent and reliable information (TOP2: 65%). The results are consistent with 2021 and an incline from 2018 (+14 percentage points).
- City staff being easy to reach when needed (TOP2: 64%). The results are consistent with 2021 and an incline from 2018 (+12 percentage points).
- Making customer service a priority (TOP2: 59%). The results are consistent with 2021 and an incline from 2018 (+16 percentage points).
- Responding quickly to requests or concerns (TOP2: 56%). This is a decline from 2021 (-3 percentage points), but an incline from 2018 (+8 percentage points).
- Being an open and transparent government (TOP2: 51%). This is a 5% decline from 2021 results, but a 7% incline from 2018.

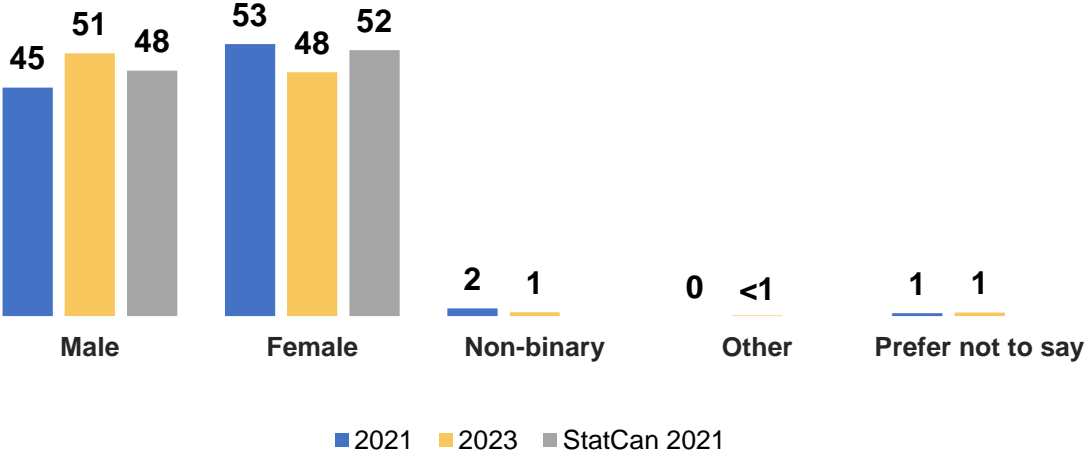


Demographics

Age (%)

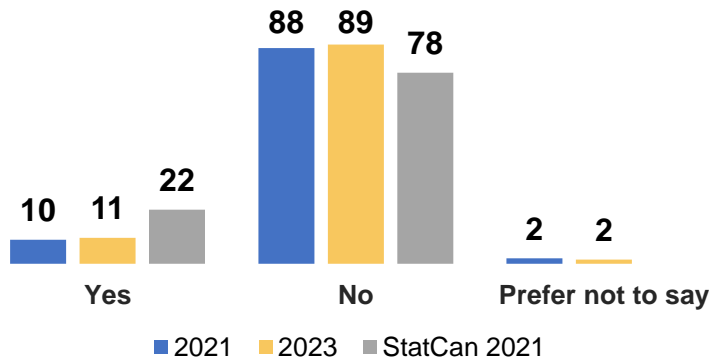


Gender (%)

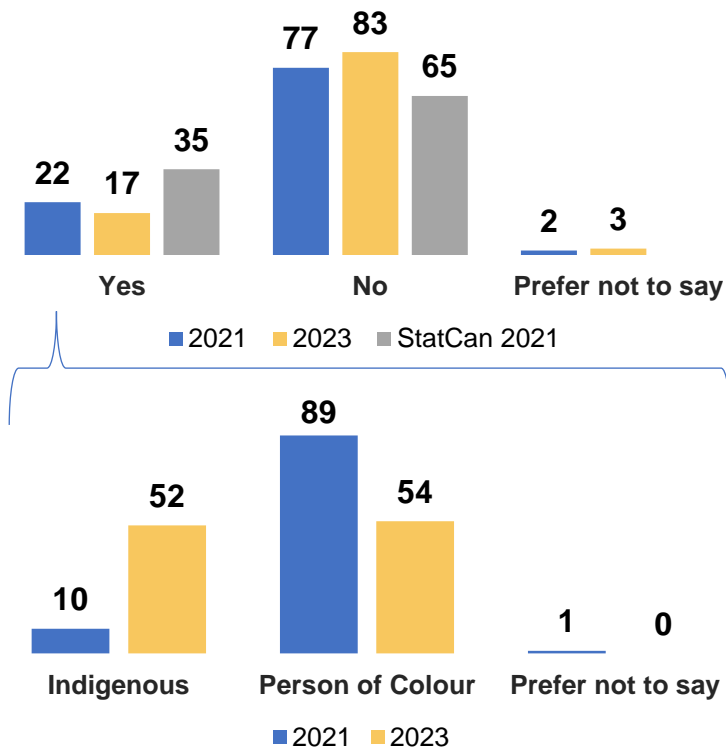


Demographics

Identifies as a Person with Disability (%)

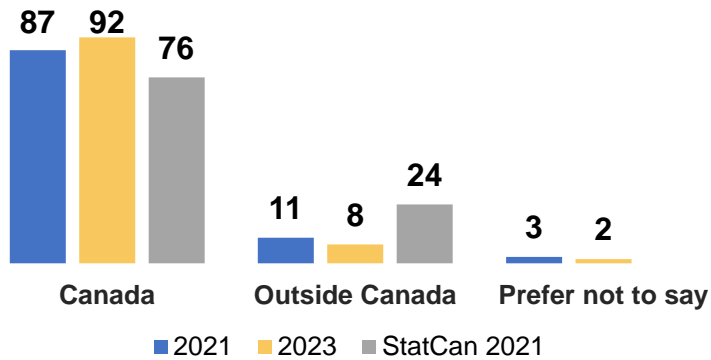


Identifies as Indigenous or Person of Colour (%)



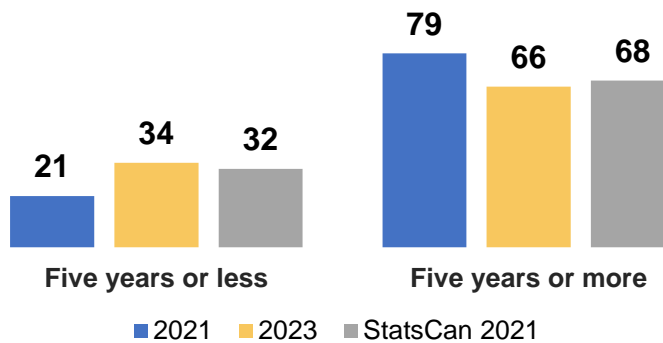
Demographics

Country Born (%)

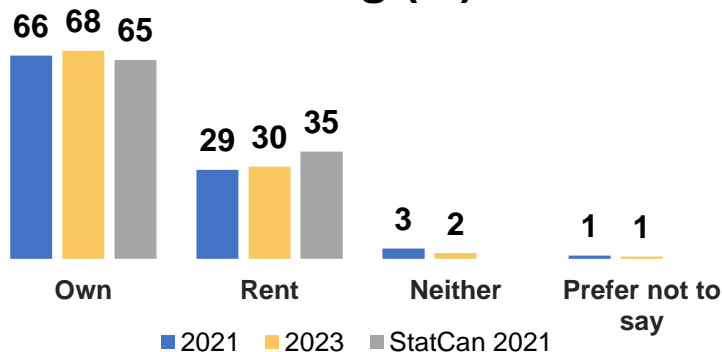


Years Lived in Canada (%)

*Respondents who were not born in Canada

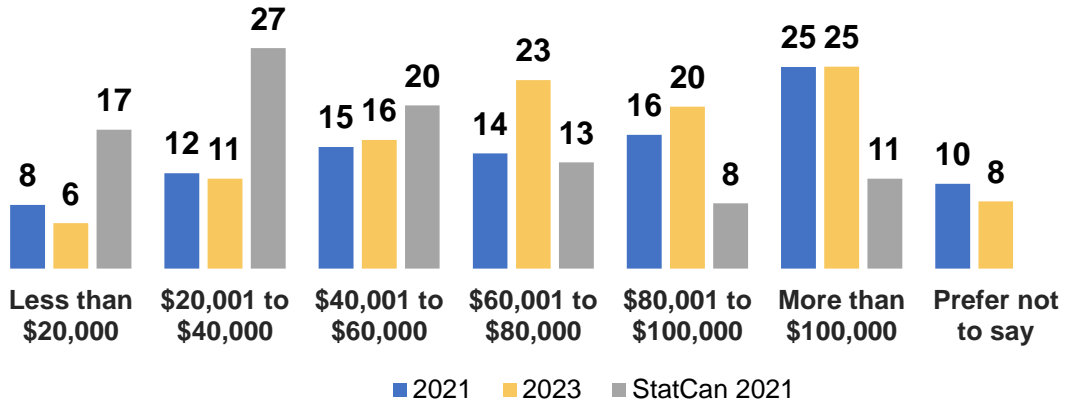


Housing (%)



Demographics

Household Income (%)



Side of River Residing (%)

