

BACKGROUND:

2023 Citizen Satisfaction & Performance Survey

ONLINE PANEL



METHODOLOGY

ONLINE PANEL (OP)

May 23 - June 1, 2023

An online survey was conducted with **802 randomly selected residents**, using Forum Research's Forum Poll™ Online Panel Database. The panel uses a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online.

The margin of error is: $\pm 3.46\%$, 19 times out of 20.

How we will use the results

The purpose of the survey is to develop baseline performance data, and identify trends, opportunities and issues of importance. The City of Saskatoon will use the results to inform decisions related to strategic priorities, budgeting, and service delivery, as well as to highlight opportunities for continuous improvement.



2023 CITIZEN SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

Perceptions about the quality of life in Saskatoon remain strong.

- Over **8 in 10 (86%)** respondents say they are satisfied with living in the city. These results are consistent with 2018.
- Almost **8 in 10** respondents feel the quality of life is good or very good (**78%**). These results are comparable to 2021.
- The majority of respondents (**71%**) say the quality of life has either improved or stayed the same in the past three years. This is a decline of 9 percentage points from 2021.

Important Issues

- Homelessness (**19%**), crime/public safety/policing (**15%**), and road/sidewalk maintenance (**8%**), were the top three most cited important issues.



Quality & Value of Services

- The large majority of respondents are satisfied with the quality of services provided by the City of Saskatoon (**81%**). This is a decline of 6 percentage points from 2021.
- The large majority of residents (**83%**) rate the value of services they receive from the City as very good or good value. This is consistent with 2021 results.



Balancing the Budget

- **1 in 4** residents are in favour of combining both property tax and user fee increases to balance the budget (**25%**), this is a decline of 7 percentage points from 2021.
 - **19%** of respondents prefer to stop providing a particular service, this is consistent with 2021 results.
 - **18%** of respondents prefer to introduce new user or service fees, this is an increase of 3 percentage points from 2021.
 - **14%** of respondents prefer to increase existing user fees, this is consistent with 2021 results.
 - **11%** of respondents prefer to increase property taxes, this is an increase of 4 percentage points from 2021.



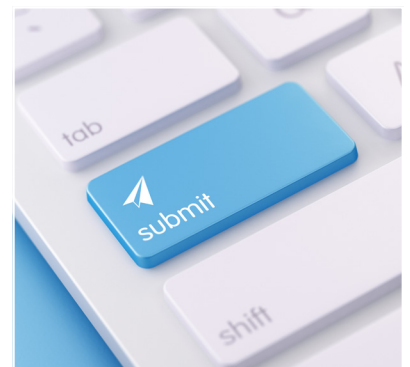
Communications

- The majority of participants indicated that they are satisfied or very satisfied with the quality of City communications (**77%**), this a decrease of 9 percentage points from 2021.
- Most respondents prefer a mix of information sources, though the majority prefer e-mail (**37%**), followed by media (**34%**) and website: saskatoon.ca (**32%**).



Customer Service/Contact the City

- Nearly half respondents prefer to contact the City by email (**48%**), by telephone (**46%**) and on the City website (**31%**). These results are consistent with 2021. However, preference for contacting the City in-person (**26%**) increased by 6 percentage points. Other digital methods include online chat (**25%**), social media (**20%**) and text message (**20%**) which have each seen a slightly incline since 2021.
- Evaluations of customer service mostly remain the same as seen 2021 unless otherwise noted:
 - The City provides consistent and reliable information (**65%**).
 - Staff are easy to reach when needed (**64%**).
 - The City makes customer service a priority (**59%**).
 - The City is an open and transparent government (**51%**). A decline of 5 percentage points from 2021.
 - The City responds quickly to requests or concerns (**56%**). This is a decline of 3 percentage points from 2021.



Volunteering

- More than one-third (**36%**) of respondents said that they volunteer in their community.
- The reported volunteering rate for respondents has increased significantly since 2021 with **46%** spending 5 to 10 hours per month and **26%** spending 10 to 20 hours per month volunteering.

Public Engagement

- Over **7 in 10 (76%)** feel the City provides meaningful opportunities to participate in engagement activities. This is consistent with 2021.
- More than half of respondents (**62%**) indicated that the City does enough to get the public's input on decisions. This is a decrease of 9 percentage points from 2021.
- About **6 in 10 (61%)** feel the City communicates how it will use public input to help make its decisions. There was a decrease of 6 percentage points from 2021.



Strategic Goal Performance Indicators

- **9 in 10** respondents agreed that Saskatoon is providing a mix of recreation, sport, and cultural facilities year-round (**90%**). This is an increase of 18 percentage points from 2021.
- Over **8 in 10** feel the City is effectively providing online services (**88%**). These results are general consistent with 2021.
- **74%** indicated the City is effectively balancing growth throughout the city. This is a decrease of 4 percentage points from 2021.
- **73%** of respondents reported feeling safe living in the city. This is a decrease of 4 percentage points from 2021.
- **71%** of respondents agreed that Saskatoon is an inclusive and welcoming city to all. This is a decrease of 3 percentage points from 2021.
- **66%** of respondents felt the City is preserving natural resources and protecting the environment. These are generally consistent with 2021 results.
- **54%** of respondents say the City is investing in a mix of transportation options for moving around. There was a decrease of 7 percentage points from 2021.
- Almost half of respondents (**48%**) indicated that the City is on the right path towards making downtown an appealing destination. This is a decrease of 9 percentage points from 2021. And just under half of respondents (**45%**) indicated that the City is on the right path toward making downtown an appealing place to live. This is a decrease of 9 percentage points from 2021.

