

BACKGROUND:

2025 Civic Satisfaction & Performance Survey



METHODOLOGY

ONLINE PANEL (OP)

July 11 - September 2, 2025

An online survey was conducted with **398 randomly selected residents within Saskatoon** who were 18 years of age and older, using the Forum Fuzion™ and partner panels. 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: $\pm 4.91\%$, 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 survey results to inform decisions related to strategic priorities, budgeting, and service delivery while also identifying opportunities for continuous improvement.

QUALITY OF LIFE & SATISFACTION:

Perceptions about the quality of life in Saskatoon remain positive:

- Over **4 in 5 (82%)** respondents are satisfied with living in the city, a 2 percentage point decrease from 2024.
- About **7 in 10** respondents said that the quality of life in Saskatoon is good or very good (**68%**), a 4 percentage point decrease from 2024.
- **New in 2025:** respondents were asked what actions if any the City could take to improve the quality of life in Saskatoon.
 - **46%** said to address homelessness/affordable housing
 - **25%** said to improve public safety and/or reduce crime
 - **16%** said to lower taxes/control spending
 - **15%** said to improve roads/infrastructure maintenance
- Just over half of respondents (**55%**) said the quality of life has either improved or stayed the same in the past three years. This is an increase of 3 percentage points from 2024.
- **New in 2025:** respondents were asked what the reasons were for the changes in quality of life:
 - For those who reported that quality of life has improved, **72%** said it is because of improved services
 - For those who reported quality of life has become worse, **48%** said it is due to homelessness/drug addiction issues, and **46%** said it was due to increased crime/safety concerns

Important Issues:

- Homelessness/poverty (**35%**), crime/public safety (**21%**) along with affordable housing (**11%**) were the top three most cited important issues. The citing of homelessness increased by 12 percentage points from 2024.



Quality & Value of Services:

- **4 in 5** respondents (**80%**) are satisfied with the quality of services provided by the City of Saskatoon. This is an increase of 5 percentage points from 2024.
- Almost **4 in 5** respondents (**79%**) rate the value of services they receive from the City as very good or good value. This is an increase of 1 percentage point from 2024.



Balancing the Budget:

- **31%** of respondents are in favour of combining both property tax and user fee increases to balance the budget. This is an increase of 5 percentage points from 2024.
 - **17%** prefer to stop providing a particular service (a decrease of 6 percentage points from 2024)
 - **15%** prefer to reduce services (consistent with 2024)
 - **14%** prefer to introduce new user or service fees (a decrease of 1 percentage point from 2024)
 - **9%** prefer to increase existing user fees (a decrease of 4 percentage points from 2024)
 - **6%** prefer to increase property taxes (a decrease of 2 percentage points from 2024)



2025 HOT TOPICS

Given that housing, homelessness, crime, and public safety continue to be identified by respondents as the most pressing issues facing the City, additional questions were added to the 2025 survey.

Housing:

- Nearly **3 in 4** respondents (**71%**) believe that the City should do more in supporting affordable housing.
- **73%** agree that the City should allocate more resources to increase the overall supply of housing.
- When asked how housing affordability and the housing stability situation has affected respondents over the past 12 months, **68%** said they have made significant lifestyle changes to reduce spending:
 - **60%** made minor lifestyle changes to reduce spending
 - **52%** considered leaving Saskatoon and moving somewhere else
 - **50%** have not been affected by Saskatoon's housing situation
 - **49%** considered moving somewhere less expensive within Saskatoon
 - **29%** either lost their housing or were at serious risk of losing it



Homelessness:

- Nearly **4 in 5** respondents (**78%**) said the City should allocate more resources to address homelessness.
- When asked what amount respondents would be willing to pay each month to support initiatives that address homelessness, **63%** would be willing to pay some amount, while **37%** would not be willing to pay.
- Of the **63%** of respondents willing to pay each month, the amounts vary:
 - **31%** - \$5 to \$9 per month
 - **28%** - \$15 per month or more
 - **26%** - \$10 to \$14 per month
 - **16%** - Less than \$5 per month
- **79%** of respondents said the City should support the homelessness initiatives of other levels of government and service providers.
- **74%** said the City should provide more support for individuals sheltering outdoors when no alternatives are available.
- **66%** said the City should conduct public education about homelessness and how residents can help.
- **63%** of respondents said that funding for homelessness initiatives should come from a combination of federal, provincial and municipal governments.



Crime:

- More than **4 in 5** respondents (**82%**) describe the level of crime in Saskatoon as high.
- When asked to rank up to 3 factors that influence their perception of crime levels in Saskatoon, respondents most frequently mentioned the following:
 - **65%** - Visible signs of crime
 - **49%** - News reports or media coverage
 - **42%** - General feelings of safety in Saskatoon
 - **41%** - Police reports or statistics
 - **29%** - Personal experience with crime
- However, when focusing on the top-ranked factor influencing perceptions of crime in Saskatoon — rather than the total number of mentions — the greatest influences include:
 - **29%** - Visible signs of crime
 - **15%** - News reports or media coverage
 - **15%** - Personal experience with crime



Safety:

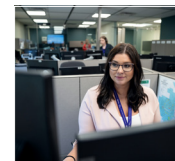
- Nearly **3 in 5** respondents (**58%**) feel somewhat or very safe in Saskatoon as a whole.
- When asked to rank up to 3 factors that influence their perception of crime levels in Saskatoon the mentions were as follows:
 - **59%** - Drugs/drug-related crimes/items
 - **43%** - Assaults/violence/robbery
 - **41%** - Gangs/gang-related activity
 - **32%** - Homelessness/encampments
 - **24%** - Home invasions/break-ins
- However, when focusing on the top-ranked responses for perception of safety — rather than the total number of mentions — the greatest influences on how safe people feel in Saskatoon include:
 - **25%** - Drugs/drug-related crimes/items
 - **17%** - Assaults/violence/robbery
 - **12%** - Gangs/gang-related activity
 - **12%** - Homelessness/encampments



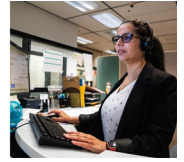
- **77%** of respondents feel somewhat or very safe within their own neighbourhood.
- Of the **23%** who do not feel as safe within their neighbourhood, when asked to rank ways to improve safety in their neighbourhood the mentions were as follows:
 - **46%** - Increased enforcement of laws by police
 - **44%** - More police patrols in the neighbourhood
 - **36%** - Provisions for people to be safely housed
 - **32%** - Stricter enforcement of Saskatoon bylaws
 - **30%** - More support services to address homelessness
- However, when focusing on the top-ranked responses for improving safety, the greatest influences include:
 - **29%** - Increased enforcement of laws by police
 - **15%** - Stricter enforcement of Saskatoon bylaws
 - **11%** - More support services to address homelessness

Communications:

- **2 in 3** respondents (**67%**) said they were satisfied with the City's efforts to communicate information about its services, programs and plans. This is a decrease of 6 percentage points compared to 2024.
- **Note:** the question was slightly revised from 2024, when respondents were asked how satisfied they were with the **quality** of City communications.
- Most respondents prefer a mix of information sources, including:
 - **39%** - Email (a decrease of 6 percentage points)
 - **38%** - Media (an increase of 12 percentage points)
 - **33%** - Social Media (an increase of 5 percentage points)
 - **32%** - Website (a decrease of 6 percentage points)



Customer Service:



- Respondents prefer to contact the City using the following methods:
 - **54%** - email (an increase of 2 percentage points)
 - **47%** - By phone (a decrease of 7 percentage points)
 - **31%** - In-Person (an increase of 3 percentage points)
 - **28%** - City website (no change)
 - **21%** - Online chat (a decrease of 2 percentage points)
 - **19%** - Text message (an increase of 1 percentage point)
 - **15%** - Social media (an increase of 8 percentage points)
- **Over two in five** respondents (**44%**) contacted the City or one of its employees at least once within the past 12 months. This is an increase of 19 percentage points from 2024.
- **Note:** the question was slightly revised from 2024, when it asked: “In the past two months, have you contacted the City or one of its employees for a business-related reason?”
- **New for 2025:** The most common reason some contacted the City once in the past 12 months were:
 - **25%** - Property taxes and/or utility bills
 - **25%** - Service requests and/or maintenance
 - **20%** - Public safety/bylaw
- Respondents who contacted the City within the past 12 months were asked a series of **new questions in the 2025 survey** to evaluate their experience. The results indicated:
 - **77%** - City staff were professional and courteous
 - **72%** - City staff were knowledgeable and understood what was needed
 - **67%** - Received good service overall
 - **66%** - City staff were able to resolve the issue or direct to the department that could resolve the issue
 - **66%** - It was easy to contact City staff
 - **63%** - The request was responded to or resolved quickly
- When asked what the City could do to improve the customer experience in the future, the most common responses included:
 - **36%** - Nothing
 - **26%** - Provide faster response, follow-up and resolution
 - **16%** - Reduce phone wait times/make it easier to reach staff
 - **14%** - Ensure knowledgeable staff and correct referrals/information

Digital Experience:

- **Over half** of respondents (**54%**) said they have used services provided by the City online. This is a decrease of 3 percentage points from 2024.
- Of those who used an online service, nearly **9 in 10** respondents (**87%**) said that the City effectively provides services online. This is an increase of 5 percentage points from 2024.



Volunteering:

- **Nearly one-third (31%)** of respondents said that they volunteer in their community. This is consistent with 2024.
- The reported volunteering rate for respondents has adjusted slightly since 2024:
 - **39%** - Less than 5 times per month (an increase of 6 percentage points)
 - **25%** - 5 to 10 hours per month (a decrease of 14 percentage points)
 - **19%** - 10 to 15 hours per month (a decrease of 1 percentage point)
 - **17%** - More than 15 hours per month (an increase of 8 percentage points)



Public Engagement:

- To better measure participation and perceptions of public engagement, significant changes were made to the questions in 2025. As a result, comparisons to previous years are not provided.
- Respondents were asked, in the past 12 months, what public engagement activities they participated in:
 - **58%** - Viewed an Engage webpage
 - **48%** - Completed an online survey
 - **23%** - Attended an in-person event or virtual meeting
- Preferences for providing feedback on City projects include:
 - **57%** - By email
 - **52%** - Online/paper survey
 - **23%** - In-person event
 - **14%** - Letter or speaking to City Council
 - **9%** - Virtual events
- When asked about their opinion on the public engagement activities they participated in, respondents agreed that:
 - **68%** - They were provided with the information needed to participate meaningfully
 - **68%** - They had the opportunity to share thoughts, ideas and perspectives
 - **63%** - There were appropriate opportunities to provide input into decision-making
 - **54%** - The input would be considered and/or used to inform decision-making



Strategic Goal Performance Indicators:

- Nearly **9 in 10** respondents (**86%**) agreed that Saskatoon is providing a mix of recreation, sport, and cultural facilities year-round. This is a decrease of 1 percentage point from 2024.
- **7 in 10** respondents (**70%**) reported feeling safe living in the city. This is an increase of 8 percentage points from 2024.
- **68%** agreed that Saskatoon is an inclusive and welcoming city to all. This is a 2 percentage point decline from 2024.
- **67%** of respondents agree that the City is preserving natural resources and protecting the environment. This is a 1 percentage point increase from 2024.
- **65%** indicated the City is effectively balancing growth throughout Saskatoon. This is an increase of 5 percentage points from 2024.
- **53%** of respondents say the City is investing in a mix of transportation options for moving around. This is an increase of 8 percentage points from 2024.
- **34%** of respondents indicated that the City is making downtown an appealing destination. This is an increase of 5 percentage points from 2024.
- **33%** of respondents indicated that the City is on the right path toward making downtown an appealing place to live. This is an increase of 4 percentage points from 2024.



Government Transparency:

- **Almost half** of respondents (**45%**) who have contacted the City in the past 12 months agree that the City is an open and transparent government. This is an increase of 5 percentage points from 2024.

