Civic Satisfaction & Performance Survey 2024

November 2024
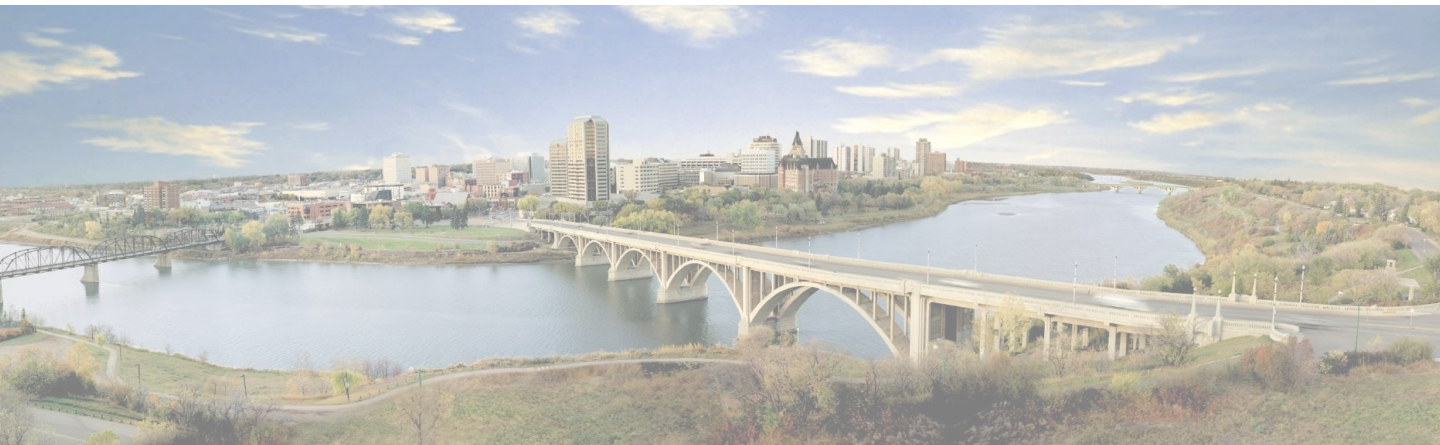
City of
Saskatoon

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Background

Background

The City of Saskatoon commissioned a Civic Satisfaction & Performance survey to gain insights on the City of Saskatoon's performance, as well as residents' experiences/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.

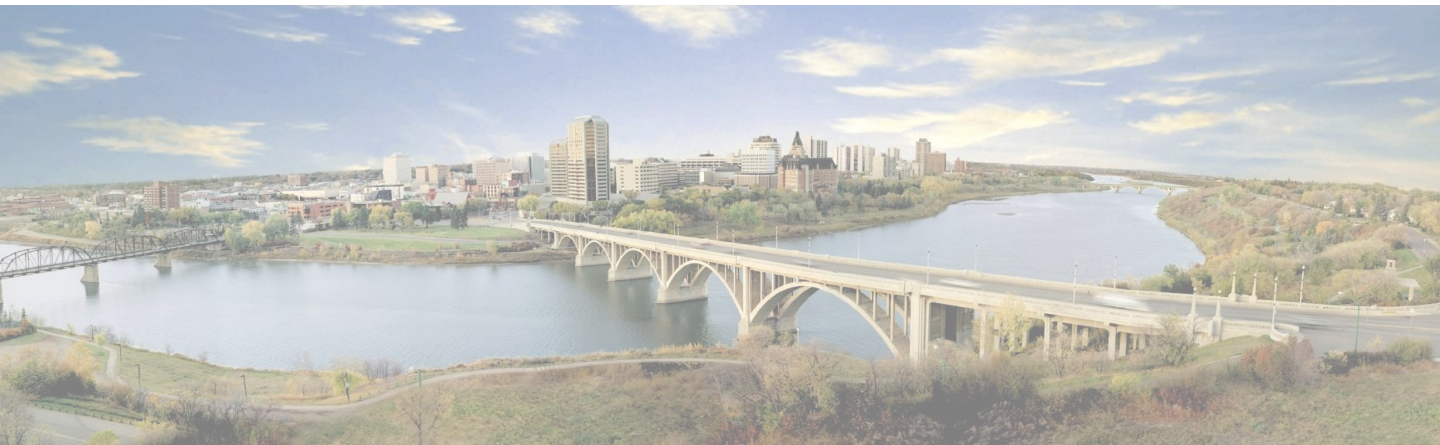The primary objectives of the survey were to gauge the following:

- 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 City's strategic goals.

In 2024, a total of 815 residents aged 18 and older in Saskatoon were surveyed, using online panels, 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.
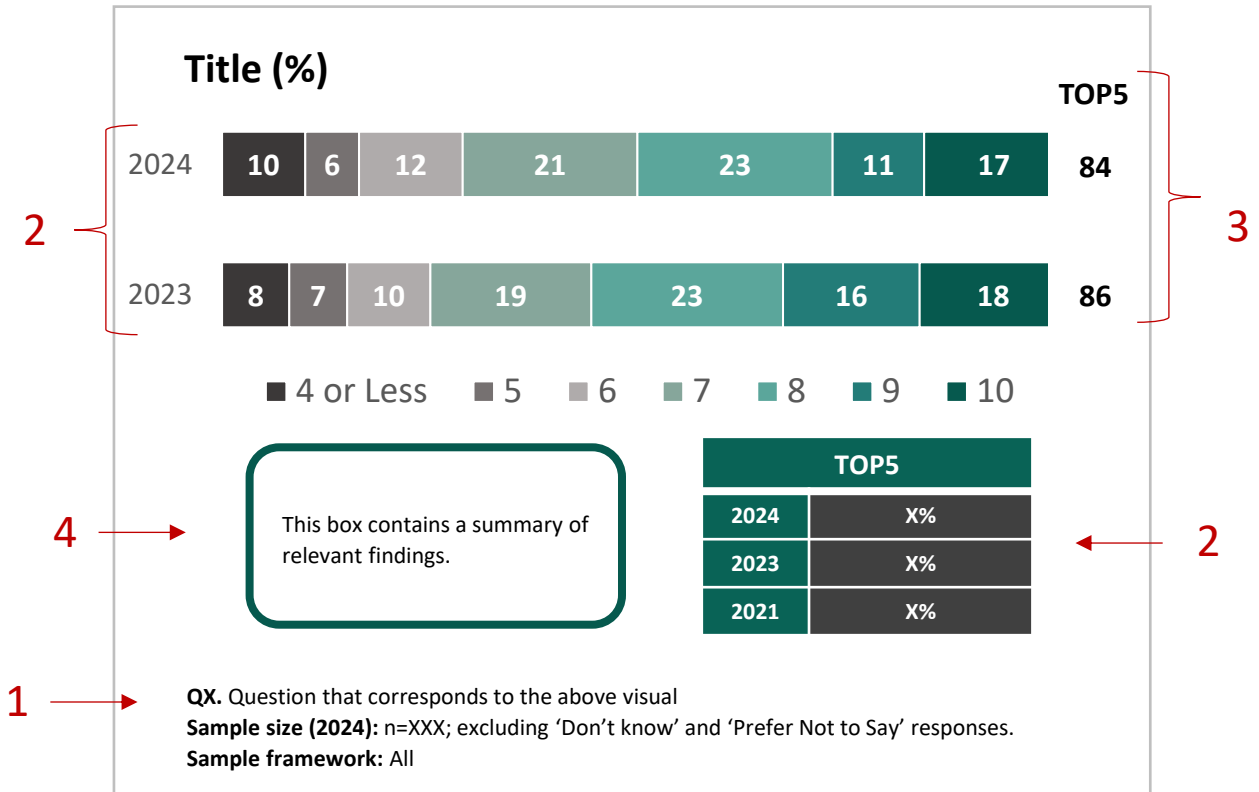
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Interpreting the Report

Interpreting the Report

Title (%)

TOP5

2024	10	6	12	21	23	11	17	84
2023	8	7	10	19	23	16	18	86

■ 4 or Less ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

This box contains a summary of relevant findings.

TOP5	
2024	X%
2023	X%
2021	X%

QX. Question that corresponds to the above visual
Sample size (2024): n=XXX; excluding 'Don't know' and 'Prefer Not to Say' responses.
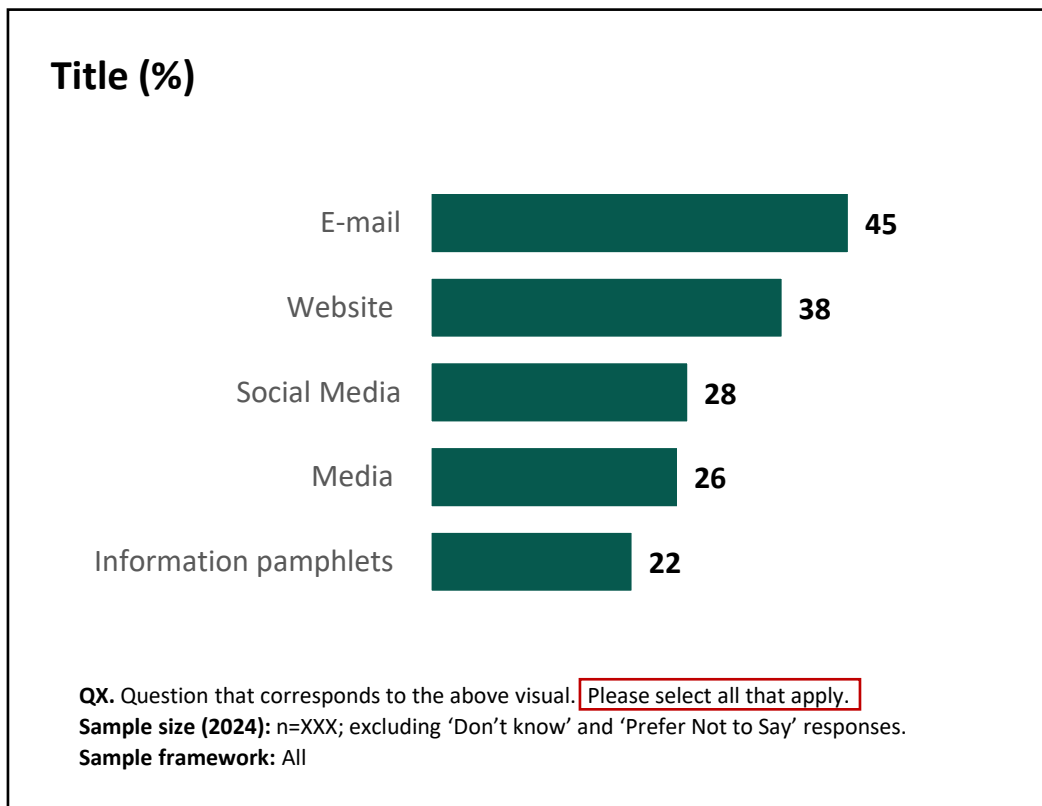**Sample framework:** All

1. Footnotes: Whenever data is visualized throughout the report, there will be a footnote on that page with additional information regarding the data presented. The footnote will include the question, the sample size for the question (e.g., n=sample size) and any exclusions, as well as the sample framework (e.g., if the question was only asked to a subset of respondents).

2. Trending: Throughout the report, there are comparisons between 2024 results and previous years, where applicable. All sections referring to 2021 are only including the online panel results and excluding telephone and online self-selected results.

3. Top/Bottom Scores: Where applicable, the collected TOPX positive and BTMX negative responses may be included throughout the report. In the example above, the TOP5 score is shown, which is the collected total of responses 6 through 10.

4. Findings: Throughout the report, a summary of relevant findings are included on the corresponding pages in green boxes.

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Title (%)

E-mail	45
Website	38
Social Media	28
Media	26
Information pamphlets	22

QX. Question that corresponds to the above visual. Please select all that apply.
Sample size (2024): n=XXX; excluding 'Don't know' and 'Prefer Not to Say' responses.
Sample framework: All

Multi-response: In some cases, more than one answer option is applicable to a respondent. Multiple response questions allow respondents to select more than one answer category for a question.

For questions that allow for multiple responses (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 answers selected for a question can be greater than the total number of respondents who answered the question.

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Interpreting the Report

Title

	2016	2017	2018	2021	2023	2024	Average	Difference from 2023
Answer option	9%	11%	13%	13%	12%	15%	12%	+3 percentage points
Answer option	9%	9%	23%	19%	19%	23%	17%	+4 percentage points
Answer option	4%	7%	6%	7%	11%	8%	7%	-3 percentage points

(Columns marked **1** = Average, **2** = Difference from 2023)

Historical Trends
Throughout the report, tables like the one above are included to visualize the difference in responses over a greater period of time.

1. Overall Average: The averages of responses for all years shown in the table is highlighted in grey. These averages are included to visualize how 2024's data compares to the overall average for each answer option. As these averages are based on a larger number of data points, they account for variations in resident responses year over year and are a better representation of residents' overall thoughts and experiences.

2. Difference from 2023: For each answer option, the difference in averages between 2023 and 2024 is populated in the far-right column. Increases in scores are highlighted in green, while decreases in scores are highlighted in orange. The colours are for illustrative purposes only, and do not identify statistical significances.

Executive Summary

Executive Summary

The results of the 2024 Civic Satisfaction & Performance survey show that residents are overall satisfied with life in Saskatoon (TOP5: 84%*). Most residents (TOP2: 72%) say the quality of life in Saskatoon is good or very good, and about half (TOP2: 52%) say their quality of life over the past three years in Saskatoon has stayed the same or gotten better.

When evaluating the services provided by the City, the majority of residents (TOP5: 75%) are satisfied with the quality of services provided by the City of Saskatoon, and feel they receive good or very good value from the services provided (TOP2: 78%).

As in previous years, when asked which approach they would prefer the City to use when balancing the City's operating budget, about a quarter of residents (26%) say they would prefer a combination of property tax and user fee increases.

Nearly 1 in 4 residents (TOP2: 73%) are satisfied with the quality of communication from the City. As in previous years, e-mail (45%) remains the most commonly preferred method of receiving information about City programs and services. Of residents that have used the City's online services, over 4 in 5 residents (TOP2: 82%) say the services are effective.

Most residents (TOP2: 70%) say the City of Saskatoon provides meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys). Just over half (TOP2: 51%) feel positively about City communication regarding the use public input to help make decisions, while a similar proportion of residents (53%) feel positively regarding the City's efforts in obtaining public input on decisions it makes.

Generally, most City performance indicators were viewed positively by residents. The performance indicator that received the highest agreement from residents is that the City provides residents a mix of recreation, sport and cultural facilities year-round (TOP2: 87%). The performance indicator with the least agreement is that the City is an open and transparent government (TOP2: 40%).

Less than 3 in 10 residents (29%) say that the City is on the right path towards making downtown an appealing destination, while the same proportion of residents (29%) say the City is on the right path towards making downtown an appealing place to live.

*Throughout the report, top X (TOPX) and bottom X (BTMX) reference the collected TOPX positive and BTMX negative responses, where applicable. For example, a TOP2 grouping referred to as "satisfied" may be the combined result of "very satisfied" and "somewhat satisfied," where a grouping of "not satisfied" (BTM2) may be the combined result of "not very satisfied" and "not at all satisfied."

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Methodology

Methodology

Online Sampling

For this online study, panelists were selected at random from the Forum Fuzion™ and partner panels. All panelists who were residents of Saskatoon were provided with a link to access the survey online.

Utilizing multiple partner panels and recruitment methodologies helps eliminate bias and ensures that the panel composition is as representative as possible. However, online panel research has limitations that can affect the generalizability of the findings, such as self-selection bias, as participants who voluntarily join online panels may not accurately represent the broader population. Additionally, the lack of control over the survey environment means that participants may complete surveys in varied contexts and with different levels of attention, potentially impacting the consistency and quality of the data collected. Lastly, online panels may experience panel conditioning, where frequent participants become overly familiar with survey formats, potentially influencing their responses.

Despite these limitations, online panel research remains a valuable tool for gathering insights quickly and cost-effectively from a diverse and geographically dispersed target audience.

Comparisons to Previous Results

The 2018 survey moved from using 4-point scales to using 5- or 10-point scales to allow respondents the ability to provide more nuance to their answers. Data from years prior to 2018 were trended using a model where the neutral option was included in the TOP score, where applicable.

Since the implementation of the updated survey in 2018, changes to the Civic Satisfaction & Performance survey year over year have been minimal to allow for historical comparisons and insight into resident satisfaction over time.

It is worth noting that while the 2021 wave involved a random digit dial telephone and online panel survey, the 2023 and 2024 surveys were exclusively conducted via online panel. As a result, the report will present a comparison between the online panel results from 2021 (or earlier), 2023, and 2024 where applicable. Telephone and online open-link results from 2021 (or earlier) are excluded from this report.

Demographic Breakouts

The appendix contains the demographic breakout tables for each question, as applicable. These tables identify if any demographic groups are significantly more likely than another group to feel or think a certain way, according to the results of the survey.

In each table, statistical differences have been indicated where they exist.

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Methodology

Fieldwork dates	May 22nd – June 10th, 2024
Method	Computer Assisted Web Interviewing (CAWI)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age and older
Sample Size	N=815
Average Length	8 minutes
Margin of Error*	± 3.43%, 19 times out of 20

Top 2 (TOP2) and bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, where applicable. For example, a TOP2 grouping referred to as "satisfied" may be the combined result of "very satisfied" and "somewhat satisfied," where a grouping of "not satisfied" (BTM2) may be the combined result of "not very satisfied" and "not at all satisfied."

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%. Similar logic applies to TOP2 and BTM2 groupings.

Analysis may exclude "don't know" or "prefer not to say" responses.

CAWI results throughout this report have been statistically weighted by age and gender to ensure that the sample reflects the target population according to 2021 Census data.

*This is a representative sample. However, since panelists are recruited from a wide variety of sources, a true margin of error cannot be calculated. For comparison purposes, a probability sample of 815 respondents would have a margin of error of 3.43%, 19 times out of 20.

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Detailed Findings
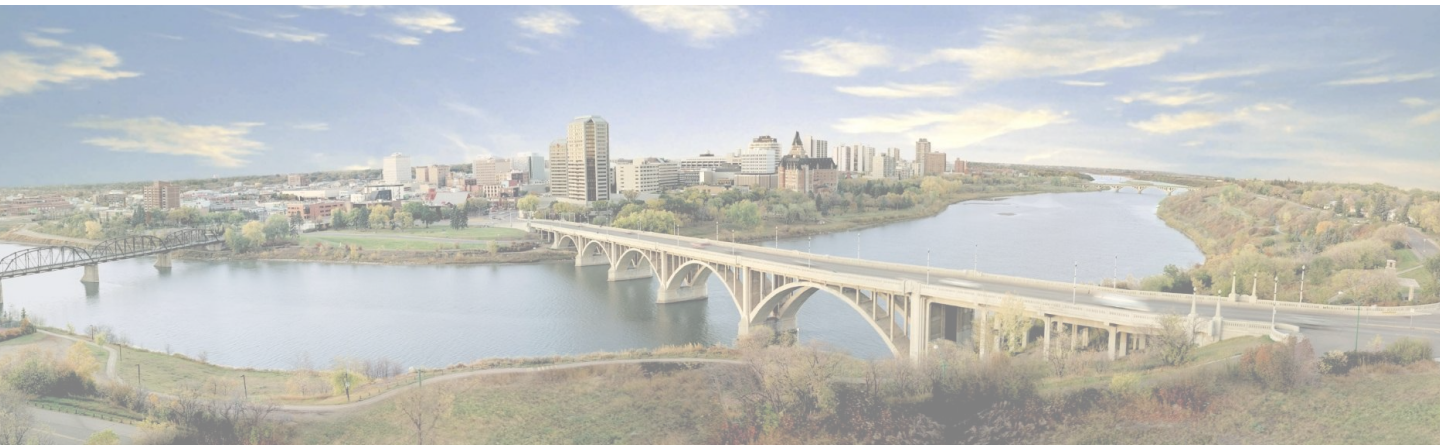
City of
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Overall Satisfaction and Quality of Life - Key Findings

The vast majority of residents indicated that they are satisfied with living in Saskatoon (TOP5: 84%; -2 percentage points from 2023).

Most residents (TOP2: 72%) indicated the quality of life in Saskatoon is good or very good, a 6 percentage point decline compared to 2023 (TOP2: 78%).

Additionally, about half (TOP2: 52%) of residents said their quality of life over the past three years in Saskatoon has stayed the same or gotten better (-19 percentage points from 2023). 1 in 3 residents (33%) are considered Promoters and are likely to recommend Saskatoon as a place to live.

When asked what the single most important issue is facing the City of Saskatoon, residents most commonly said Homelessness (23%), followed by Crime/public safety/policing (21%) and Housing (e.g. affordable, available, vacant, etc.) (8%). Homelessness and Crime/public safety/policing continue to be the first and second most commonly cited issues by residents, having seen increases of 4 and 6 percentage points, respectively.

Overall Satisfaction and Quality of Life

Overall Satisfaction with Living in Saskatoon (%)

Less satisfied ← → More satisfied

TOP5

Year	4 or Less	5	6	7	8	9	10	TOP5
2024	10	6	12	21	23	11	17	84
2023	8	7	10	19	23	16	18	86

Legend: ■ 4 or Less ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10
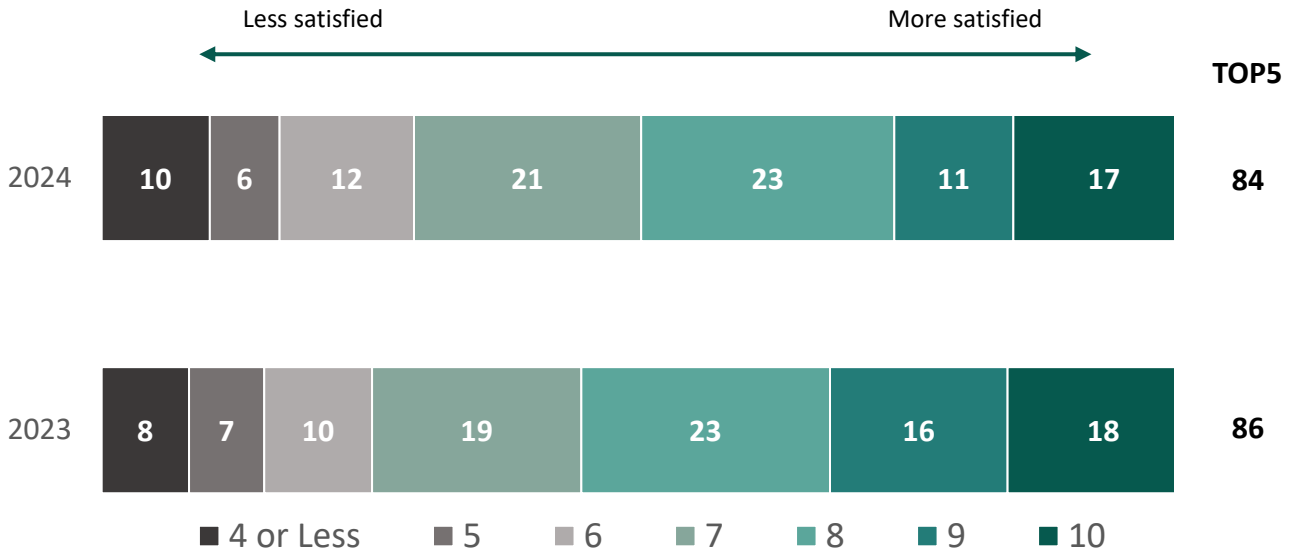
Residents were asked to rate their satisfaction with living in the City of Saskatoon using a scale from 1 (not satisfied at all) to 10 (very satisfied). Over 4 in 5 residents (TOP5: 84%) are satisfied with living in the city, -2 percentage points from 2023.

TOP5	
2024	**84%**
2023	**86%**
2021	**85%**
2018	**85%**

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 (2024): n=807; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

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Overall Satisfaction and Quality of Life

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

	DETRACTORS (1-6)						PASSIVES (7-8)		PROMOTERS (9-10)	
2024	2	1	4	3	8	11	17	20	13	20

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

A Net Promoter Score (NPS) assesses loyalty. The NPS was measured by asking residents 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, nor are they overly satisfied. They are comfortable and would not be as likely to promote the city as Promoters, but are unlikely to speak poorly 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.

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

Q1b. How likely would you be to recommend Saskatoon as a place to live? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is very likely.
Sample size (2024): n=804; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Overall Satisfaction and Quality of Life

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

	DETRACTORS (1-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NPS
2024	30	37	33	**+3**
2023	25	37	39	**+14**

■ Detractors ■ Passives ■ Promoters
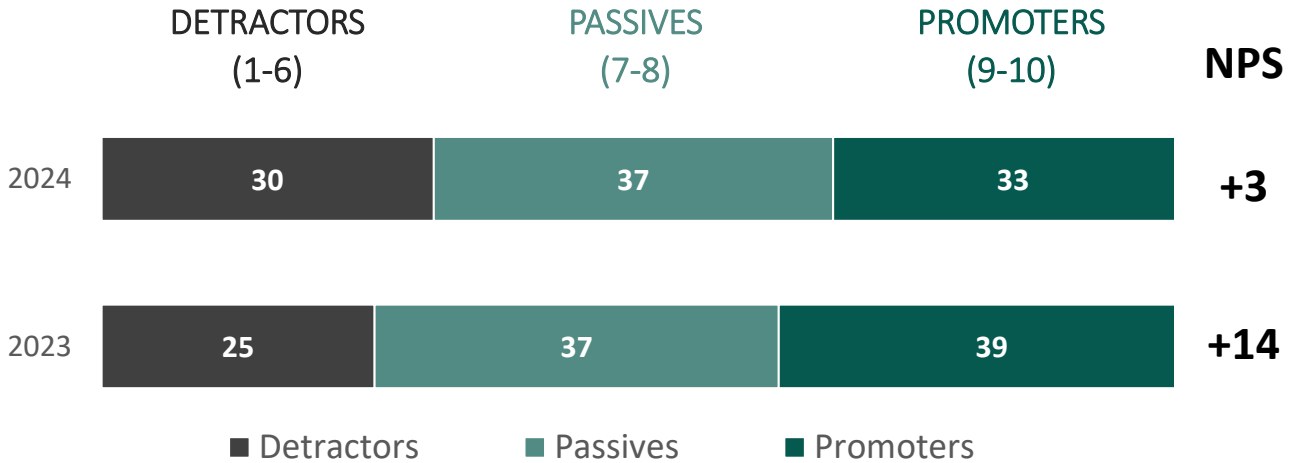
Net Promoter Score = 33 − 30

= +3

NPS	
2024	**+3**
2023	**+14**
2021	**+12**
2018	**+8**

1 in 3 residents (TOP2: 33%) are considered Promoters and are likely to recommend Saskatoon as a place to live, while less than 1 in 3 residents (BTM2: 30%) are Detractors, and almost 2 in 5 (NET 7-8: 37%) are considered Passives. While the NPS score has declined by 11 percentage points compared to 2023, it is still positive overall.

Q1b. How likely would you be to recommend Saskatoon as a place to live? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is very likely.
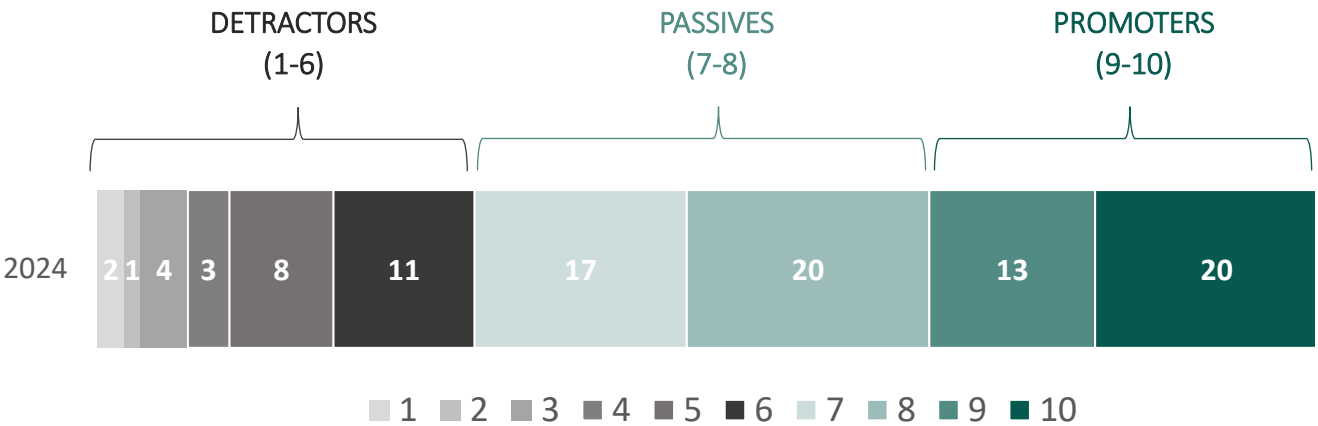**Sample size (2024):** n=804; excluding 'Don't know' and 'Prefer Not to Say'
Sample framework: All

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City of **Saskatoon**

Overall Satisfaction and Quality of Life

Quality of Life (%)

					TOP2
2024	5	22	51	20	**72**
2023	4	18	46	32	**78**

■ Very Poor ■ Poor ■ Fair ■ Good ■ Very Good

Good/Very Good: Trends*

2012	2013	2014	2015	2016	2017	2018	2021	2023	2024
89%	86%	86%	86%	87%	85%	83%	79%	78%	72%
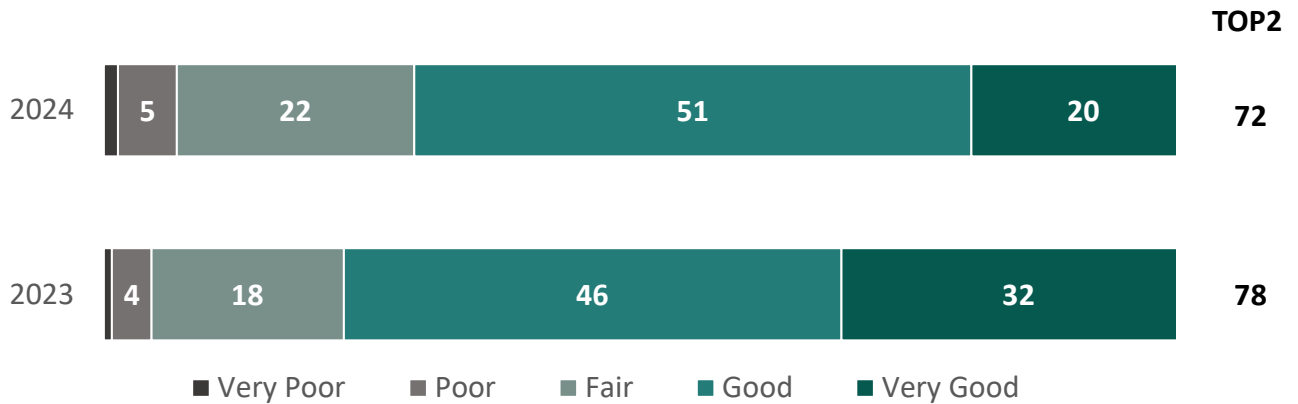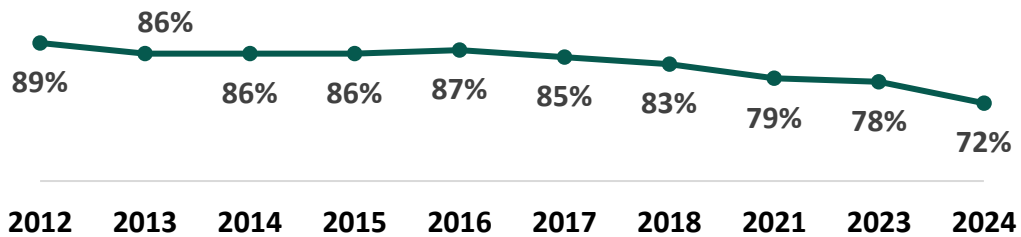
> Over 7 in 10 residents (TOP2: 72%) said that the quality of life in Saskatoon is good or very good, a 6 percentage point decline compared to 2023 (TOP2: 78%).
>
> When looking at the quality of life year over year, Saskatoon continues to see a gradual decline year over year, with 2024's score (TOP2: 72%) being 17 percentage points lower than 2011 and 2012's high of 89% (TOP2: 89%).

Q1c. How would you rate the quality of life in Saskatoon?
Sample size (2024): n=811; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All
*The 2018 survey moved from using 4-point scales to 5- or 10-point scales to allow respondents the ability to provide more nuance to their answers. Data from years prior to 2018 were trended using a model where the neutral option was included in the TOP score.

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Overall Satisfaction and Quality of Life

Change in Quality of Life Past 3 Years (%)

TOP2

Year	Become Worse	Stayed the Same	Become Better	TOP2
2024	48	34	19	52
2023	29	38	33	71

■ Become Worse ■ Stayed the Same ■ Become Better

Better/Stayed the Same*

Year	2016	2017	2018	2021	2023	2024
%	80%	76%	66%	80%	71%	52%
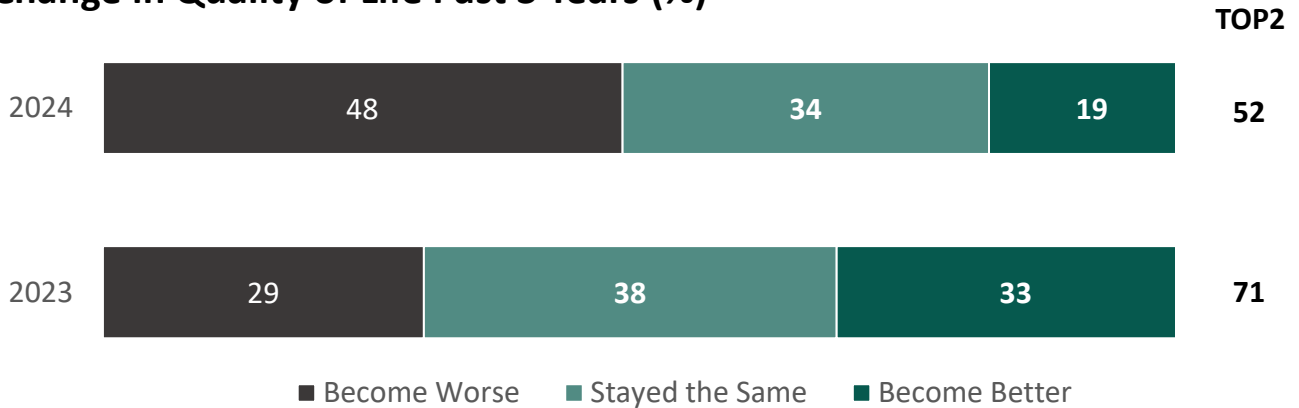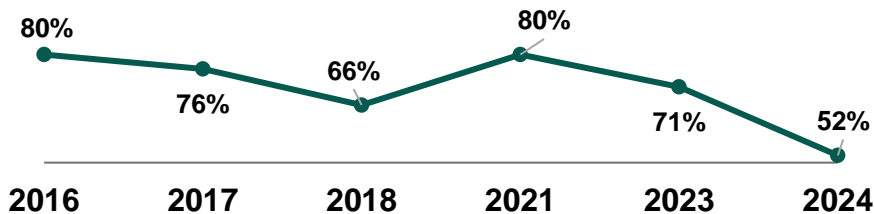
About half (TOP2: 52%) of residents said the quality of life in Saskatoon has either stayed the same or become better in the past 3 years. This represents a 19 percentage point decrease compared to 2023 (TOP2: 71%) and a 28 percentage point decrease from 2021 (TOP2: 80%).

Q1d. In your opinion, over the past three years, has the quality of life in Saskatoon…
Sample size (2024): n=783 excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All
*The 2018 survey moved from using 4-point scales to 5- or 10-point scales to allow respondents the ability to provide more nuance to their answers. Data from years prior to 2018 were trended using a model where the neutral option was included in the TOP score.

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Overall Satisfaction and Quality of Life

Important Issues Facing the City of Saskatoon – Top 10 (%)

Issue	%
Homelessness	23
Crime / Public safety / Policing	21
Housing (e.g. affordable, available, vacant, etc.)	8
Roads / Sidewalk maintenance (e.g. fix roads, snow removal, etc.)	8
Cost of living	8
Drugs / Drug addiction	6
Taxes / Increasing taxes (e.g. property tax, etc.)	6
Balanced budget / Reduce unnecessary spending	5
Need a change in government / Lack of leadership (e.g. no accountability, unpopular…	3
Infrastructure (e.g. bike lanes, etc.)	3

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 (2024): n=718; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All
Only top 10 answers shown

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Overall Satisfaction and Quality of Life

Important Issues Facing the City of Saskatoon

As in 2023 (19%), Homelessness (23%) is the most important issue reported by residents, with nearly 1 in 4 residents naming it their top issue.

With a 7 percentage point increase from 2023, the second-most important issue identified by residents is crime/public safety/policing (21%), while the third-most important issue identified by residents is housing (8%).

2018	2021	2023	2024
Public safety/crime/policing (17%)	COVID-19 (16%)	Homelessness (19%)	Homelessness (23%)
Taxes (13%)	Public safety/crime/policing (10%)	Crime/Public Safety/Policing (15%)	Crime/Public Safety/Policing (21%)
Infrastructure (8%)	Taxes/too high (9%)	Roads/Sidewalk maintenance (8%)	Housing (8%)

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 (2024): n=718; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City Services - Key Findings

When it comes to City services, three-quarters of residents (TOP5: 75%) said they are satisfied with the quality of services provided by the City of Saskatoon (-5 percentage points from 2023).

Nearly 4 in 5 residents (TOP2: 78%) said they receive good or very good value from the services provided by the City, which is comparable year over year (2023 TOP2: 83%).

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City Services

Overall Satisfaction with Services Provided by the City (%)

Less satisfied ← → More satisfied

TOP5

Year	5 or Less	6	7	8	9	10	TOP5
2024	25	14	22	18	11	10	75
2023	20	12	24	20	15	10	80

■ 5 or Less   ■ 6   ■ 7   ■ 8   ■ 9   ■ 10
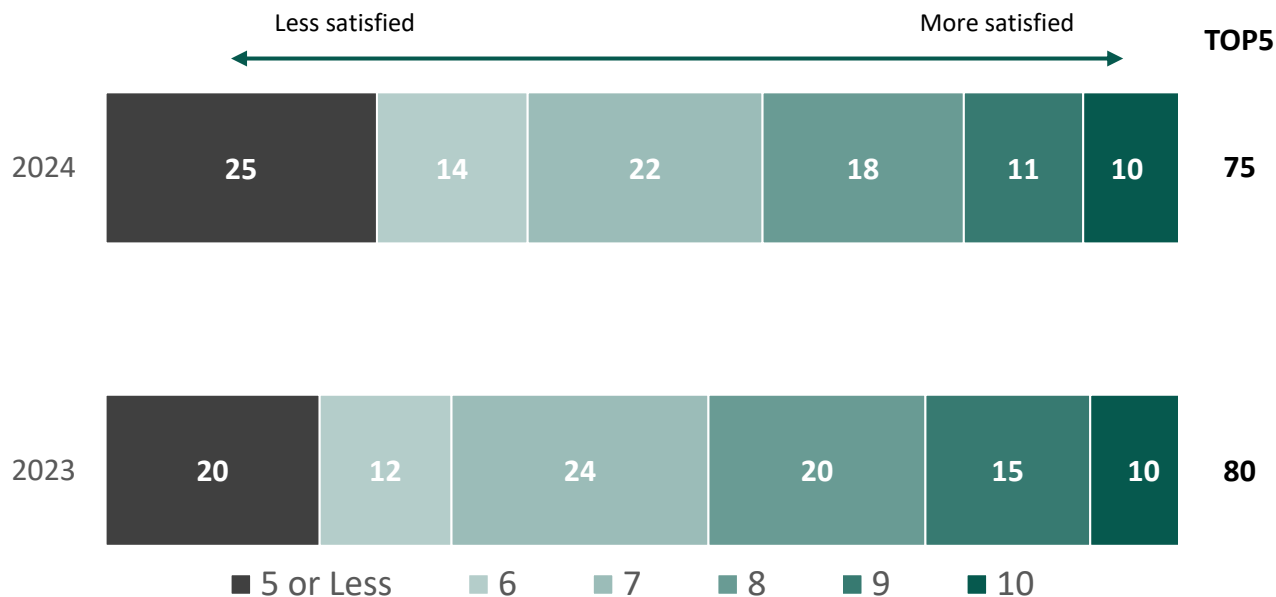
3 in 4 residents (TOP5: 75%) are satisfied with the quality of the services provided by the City of Saskatoon, a 5 percentage point decrease compared to 2023.

TOP5	
2024	75
2023	80
2021	87
2018	77

Q2. Generally, how satisfied are you with the quality of the services provided by the City of Saskatoon? Please use a number from 1 to 10, where 1 is not at all satisfied, and 10 is very satisfied.
Sample size (2024): n=801; excluding 'Don't know', and 'Prefer Not to Say' responses
Sample framework: All

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City Services

Rating Value of Services Provided by the City (%)

TOP2

Year	Very Poor Value	Poor Value	Good Value	Very Good Value	TOP2
2024	6	16	64	14	78
2023	4	13	65	18	83

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

Almost 4 in 5 residents (TOP2: 78%) said they receive a good or very good value from the services provided by the City of Saskatoon, which is comparable year over year (TOP2: 83%).

TOP2	
2024	78
2023	83
2021	84
2018	74

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 (2024): n= 558; excluding 'Don't know', Neither Good Nor Poor Value' and 'Prefer Not to Say' responses
Sample framework: All

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Operating Budget:
Key Findings

When asked which approach they would prefer the City to use when balancing the City's operating budget, about a quarter of residents (26%) said they would prefer a combination of property tax and user fee increases. This option topped the list in 2021 and 2023 as well.

The option to stop providing a particular service increased by 4 percentage points compared to 2023 (19%). Additional approaches to balancing the operating budget, such as reducing service levels (15%; +3 percentage points), introducing new user or service fees (15%; +3 percentage points), increasing existing user fees (13%, -2 percentage points), and increasing property taxes (8%; -3 percentage points) all remained relatively consistent year over year compared to 2023.

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Operating Budget

Preferred Approaches to Balancing Operating Budget (%)

Approach	%
Combination of property tax and user fee increases	26
Stop providing a particular service	23
Reduce service levels	15
Introduce new user or service fees	15
Increase existing user fees	13
Increase property taxes	8
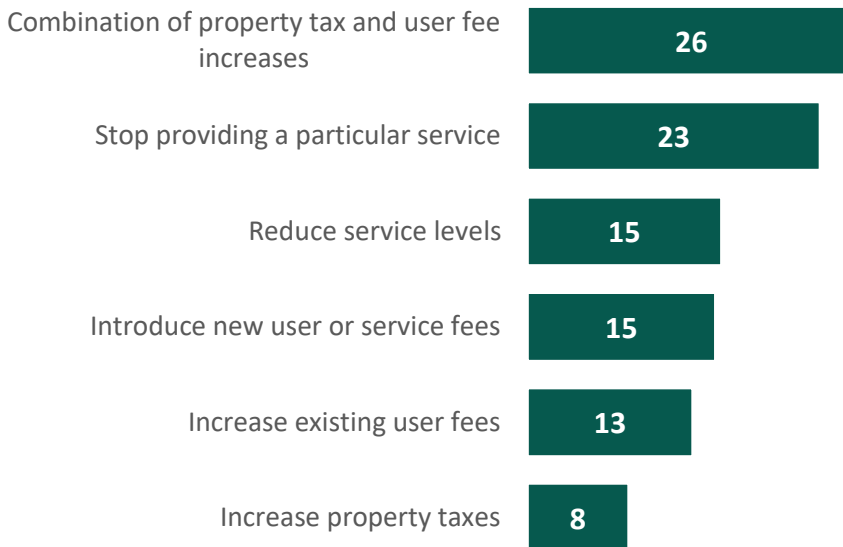
Similar to 2023 (25%), just over 1 in 4 residents (26%) prefer a combination of property tax and user fee increases in order to balance the City's operating budget. Nearly 1 in 4 residents (23%) prefer that the City stop providing a particular service.

The choice of to stop providing a particular service increased by 4 percentage points compared to 2023 (19%). Additional approaches to balancing the operating budget, such as reducing service levels (15%; +3 percentage points), introducing new user or service fees (15%; +3 percentage points), increasing existing user fees (13%, -2 percentage points), and increasing property taxes (8%; -3 percentage points) all remained relatively consistent year over year compared to 2023.

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 (2024): n=534; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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Operating Budget

Preferred Approaches to Balancing Operating Budget - Trends

Balancing Method	2016	2017	2018	2021	2023	2024	Average	Difference from 2023
Reduce services	9%	11%	13%	13%	12%	15%	12%	+3 percentage points
Stop providing a service	9%	9%	23%	19%	19%	23%	17%	+4 percentage points
Increase Property Taxes	4%	7%	6%	7%	11%	8%	7%	-3 percentage points
New user or service fee	11%	11%	16%	15%	18%	15%	14%	-3 percentage points
Increase existing user fee	7%	9%	8%	14%	14%	13%	11%	-1 percentage point
Combination of property tax and user fee increases	29%	31%	34%	32%	25%	26%	30%	+1 percentage point

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Communications - Key Findings

Nearly 1 in 4 residents (TOP2: 73%) said they were satisfied with the quality of communication from the City (-4 percentage points from 2023).

While residents still show a preference for utilizing a variety of sources to receive information about the City of Saskatoon programs and services, e-mail (45%) remains the most common preference, which is consistent with the findings from 2021 and 2023.

Phone is now the most common method used by residents to contact the City, with over half of residents opting to contact the City by phone (54%). Email is now the second-most commonly preferred method, with over half of residents (52%) opting to contact the City by email. This is a change from 2023 and 2021, where email has been the most commonly preferred method of contacting the City, followed by phone.

The least preferred methods of contacting the City of Saskatoon are through text message (18%) and social media (7%). These results are generally consistent with 2021 and 2023, however social media (7%) has seen a 13 percentage point decrease compared to 2023 (20%).

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City of Saskatoon

Communications

Satisfaction with Quality of Communications (%)

TOP2

Year	Very Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Very Satisfied	TOP2
2024	7	21	53	20	**73**
2023	6	17	51	26	**77**
2021	3	10	60	26	**86**

■ Very Dissatisfied ■ Somewhat dissatisfied ■ Somewhat satisfied ■ Very Satisfied
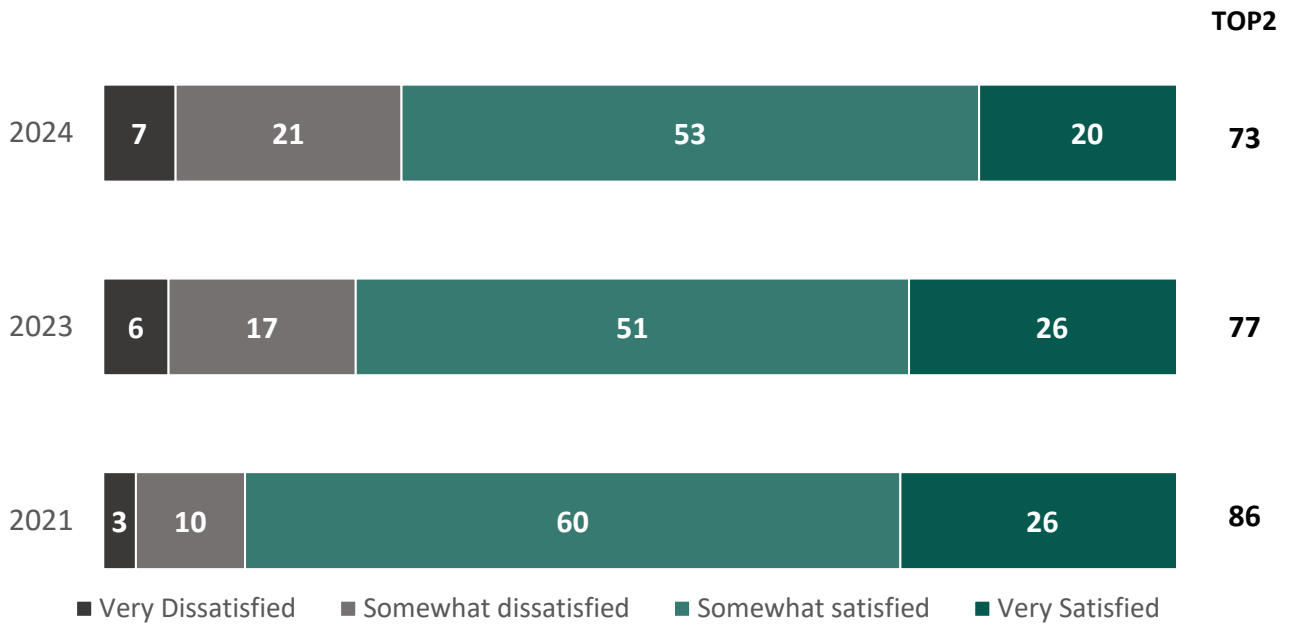
Nearly 1 in 4 residents (TOP2: 73%) said that they were satisfied with the quality of communication from the City, comparable to 2023 (TOP2: 77%).

Q6. Overall, how satisfied or dissatisfied are you with the quality of City communications?
Sample size (2024): *n*=763; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Communications

**Receiving Information About City Programs / Services:
Preferred Communication Methods – Top 10 (%)**

Method	%
E-mail	45
Website (saskatoon.ca)	38
Social Media	28
Media (local TV, radio, newspapers)	26
Information pamphlets sent with utility bills	22
Flyers	20
Text message	19
Facebook	19
Ads on Radio	17
Mobile app	15
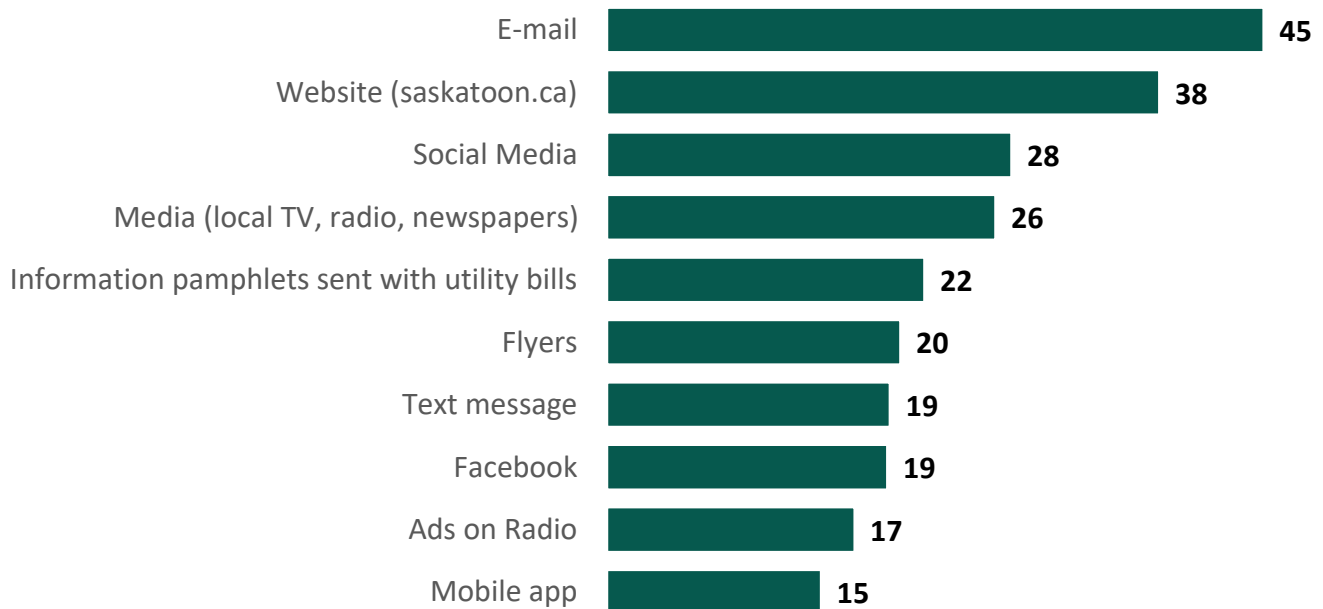
While residents still show a preference for utilizing a variety of sources to receive information about the City of Saskatoon programs and services, e-mail (45%) remains the most common preference, and has seen a year over year increase of 8 percentage points compared to 2023.

The City of Saskatoon's website (38%) is now the second-most preferred communication method, with almost 2 in 5 residents choosing the City website as their preferred method of communication. Social media moves down 1 spot (28%) and is now the third-most commonly preferred method of communication.

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.
Sample size: n=790; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

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City of **Saskatoon**

Communications

Receiving Information About City Programs / Services:
Preferred Communication Methods - Trends (Digital Sources)

	2016	2017	2018	2021	2023	2024	Average	Difference from 2023
City of Saskatoon website	65%	59%	44%	36%	32%	38%	46%	+6 percentage points
Email	46%	45%	49%	39%	37%	45%	44%	+8 percentage points
Facebook	34%	35%	32%	20%	23%	19%	27%	-4 percentage points
Twitter	12%	13%	11%	9%	11%	6%	10%	-5 percentage points
Online community forums	12%	10%	7%	10%	10%	8%	10%	-2 percentage points
YouTube	4%	7%	3%	9%	12%	8%	7%	-4 percentage points
City blog	8%	9%	7%	10%	11%	7%	9%	-4 percentage points
Mobile app	17%	17%	13%	13%	12%	15%	15%	+3 percentage points
Text messages	14%	12%	15%	17%	16%	19%	16%	+3 percentage points

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.
Sample size (2024): n=790; excluding 'Not sure' responses
Sample framework: All

Communications

Receiving Information About City Programs / Services:
Preferred Communication Methods - Trends (Traditional Sources)

	2016	2017	2018	2021	2023	2024	Average	Difference from 2023
Flyers	26%	22%	14%	16%	19%	20%	20%	+1 percentage point
The Media	42%	41%	39%	36%	34%	26%	36%	-8 percentage points
Ads on TV	23%	20%	10%	15%	19%	14%	17%	-5 percentage points
Ads on radio	27%	26%	19%	20%	16%	17%	21%	+1 percentage point
Telephone	4%	3%	2%	7%	8%	8%	5%	-
Billboards	19%	18%	14%	11%	13%	12%	15%	-1 percentage point
Posters	13%	10%	7%	7%	10%	8%	9%	-2 percentage points
Public Meetings	14%	14%	14%	12%	13%	13%	13%	-
In person	6%	5%	4%	7%	9%	10%	7%	+1 percentage point
Information pamphlets sent with utility bills*	34%	34%	22%	18%	27%	22%	26%	-5 percentage points

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.
Sample size (2024): n=790; excluding 'Not sure' responses
Sample framework: All
"Information flyers" prior to 2023

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City of Saskatoon

Communications

Preferred Method of Contacting the City (%)

Method	%
By phone	54
Email	52
On the City website	28
In person	28
Online chat	23
Text message	18
Social media (X*, Facebook, LinkedIn)	7
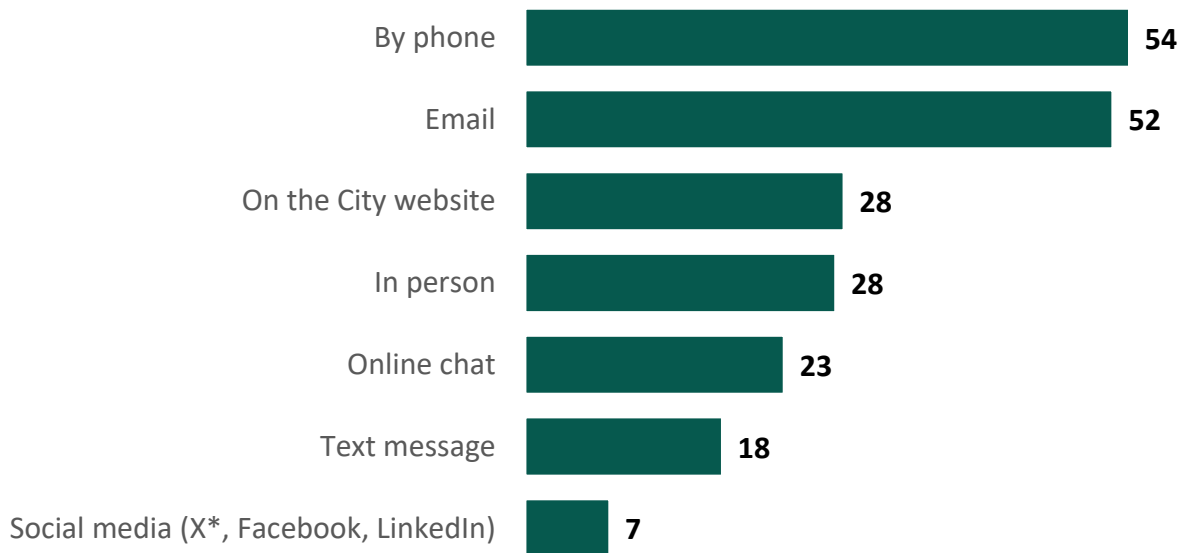
Over half of residents (54%) prefer to contact the City of Saskatoon by phone, 6 percentage points higher compared to 2023 results (48%).

The least preferred methods to contact City of Saskatoon are:

- Text message (18%)
- Social media (X*, Facebook, LinkedIn) (7%)

The least preferred methods to contact the City of Saskatoon are consistent with 2023, with text message seeing a decrease of 2 percentage points (2023: 20%) and social media seeing a decrease of 13 percentage points (2023: 20%).

*Formerly known as Twitter

Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.
Sample size (2024): n=806; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of **Saskatoon**

Communications

Methods of Contact – Trends

	2016	2017	2018	2021	2023	2024	Average	Difference from 2023
By phone	60%	57%	51%	46%	46%	54%	52%	+8 percentage points
Email	45%	46%	63%	49%	48%	52%	51%	+4 percentage points
In person	30%	23%	20%	20%	26%	28%	25%	+2 percentage points
On the City website	45%	41%	38%	32%	31%	28%	36%	-3 percentage points
Online chat	16%	17%	18%	21%	25%	23%	20%	-2 percentage points
Social media	7%	11%	13%	15%	20%	7%	12%	-13 percentage points
Text message	6%	7%	12%	16%	20%	18%	13%	-2 percentage points

Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.
Sample size (2024): n=806; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Communications

Contacted City for Business-Related Reason (%)

2023

40
60

2024

25
75

■ Yes
■ No
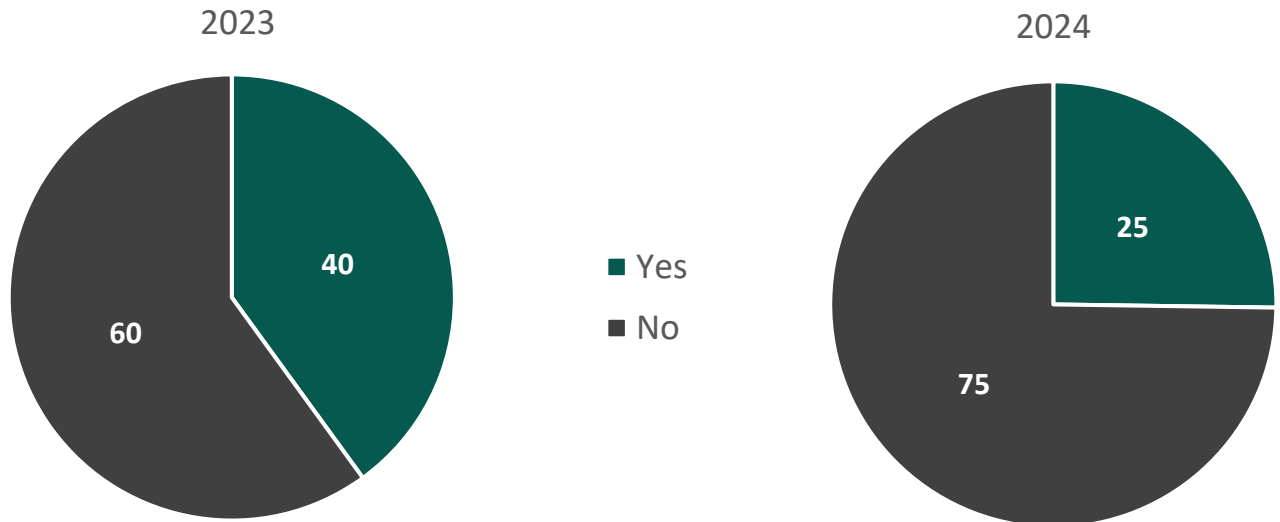
One in four residents (25%) contacted the City of Saskatoon or one of its employees for a business-related reason within the past 12 months (-15 percentage points from 2023).

	% Yes
2024	**25%**
2023	**40%**
2021	**27%**
2018	**47%**
2017	**47%**
2016	**48%**

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 (2024): n=796; excluding 'Prefer Not to Say' responses
Sample framework: All

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City of **Saskatoon**

Communications

Use of Services Offered Online (%)

Nearly 3 in 5 residents (57%) said that they have used the services the City of Saskatoon offers online, a 4 percentage point decline from 2023 (61%).

■ Yes
■ No

43

57

Effectiveness of Providing Services Online (%)

TOP2

2023	3	15	59	23

82

■ Not at All Effectively   ■ Not Very Effectively   ■ Somewhat Effectively   ■ Very Effectively
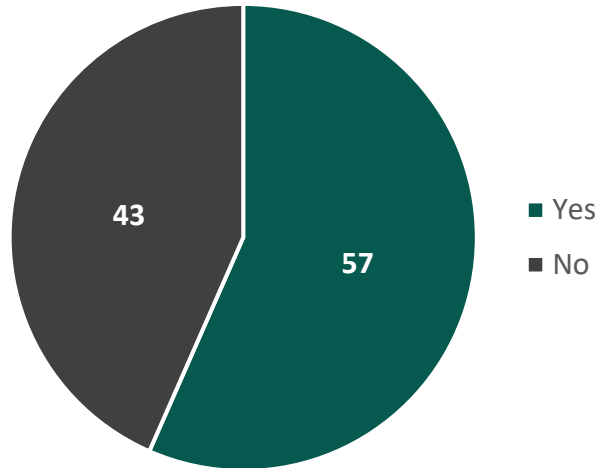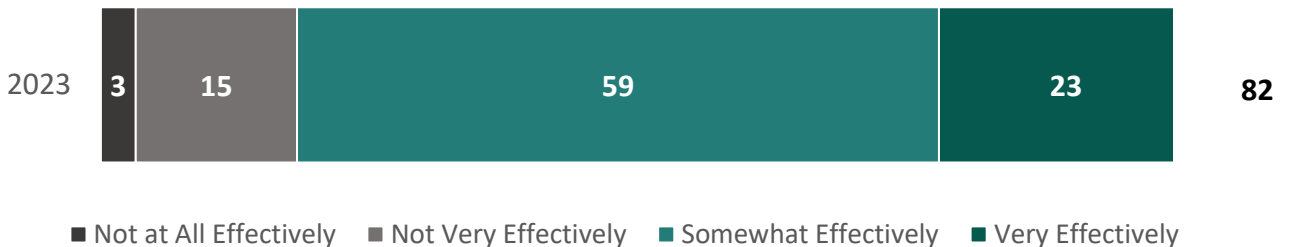
Over 4 in 5 residents (TOP2: 82%) rated the City's online services as effective, a 6 percentage point decline from 2023 (TOP2: 88%).

Q11a. Have you ever used any of the services the City of Saskatoon offers online?
Sample size (2024): n=815; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All
Q11b. In your opinion, how effectively, if at all, does the City of Saskatoon provide services online?
Sample size (2024): n=451; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents have used any of the services the City of Saskatoon offers online

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City of
Saskatoon

Communications

Use of Services Offered Online – Trends (%)

Used Services	
2024	**57%**
2023	**61%**
2021	**59%**
2018	**82%**

Q11a. Have you ever used any of the services the City of Saskatoon offers online?
Sample size (2024): n=815; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Effectiveness of Providing Services Online – Trends (%)

TOP 2	
2024	**82%**
2023	**88%**
2021	**90%**
2018	**88%**

Q11b. In your opinion, how effectively, if at all, does the City of Saskatoon provide services online?
Sample size (2024): n=451; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents have used any of the services the City of Saskatoon offers online

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Saskatoon

Volunteering - Key Findings

Less than a third (31%) of residents said they volunteer in their community (-5 percentage points from 2023). There is a decrease in the overall numbers of hours per month spent volunteering compared to 2023.

Volunteering

Volunteering in the Community (%)

2023

36 Yes
64 No

2024

31 Yes
69 No

Number of Hours Volunteered Per Month (%)

■ 2024 ■ 2023

	Less than 5 Hours	5 to less than 10 hours	10 to 15 hours	More than 15 hours
2024	33	39	20	9
2023	21	46	26	7
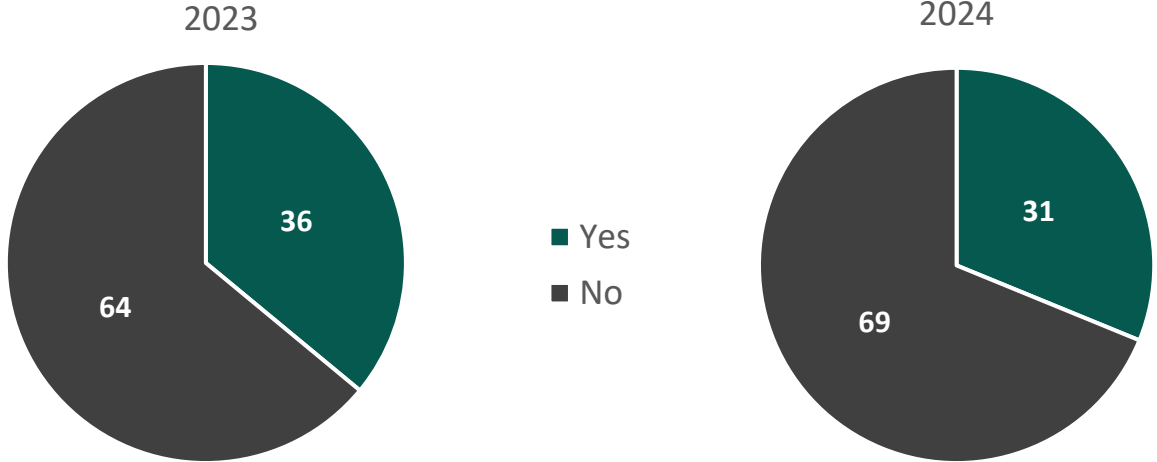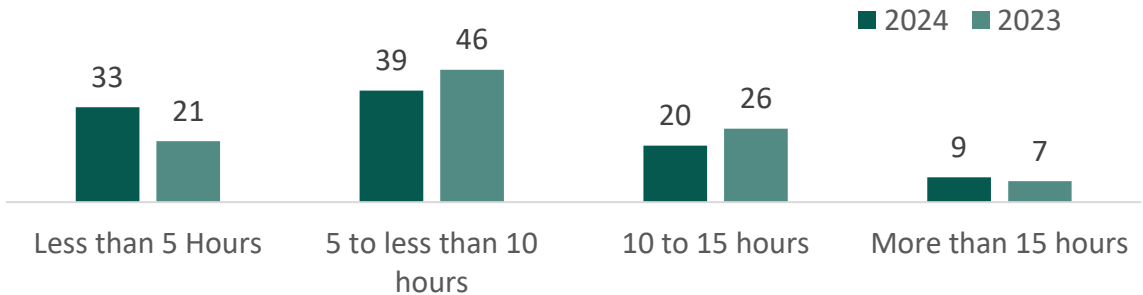
> Nearly a third of residents (31%) indicated that they volunteer in their community (-5 percentage points from 2023). Of the residents who volunteer in their community, nearly 2 in 5 (39%) spend 5 to under 10 hours per month volunteering, whereas one third (33%) volunteer less than 5 hours per month.

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 (2024): n=792; excluding 'Prefer Not to Say' responses
Sample framework: All
Q10b. In an average month, how many hours do you volunteer? (Bottom)
Sample size (2024): n=243; excluding 'Prefer Not to Say' responses
Sample framework: Volunteers in community

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City of **Saskatoon**

Volunteering

Volunteering in the Community (%)

Volunteer (% selecting yes)	
2024	31%
2023	36%
2021	32%
2018	48%

	2017	2018	2021	2023	2024	Average	Difference from 2023
Less than 5 hours/month	32%	15%	9%	21%	33%	22%	+12 percentage points
More than 5 hours, but less than 10 hours/month	20%	16%	11%	46%	39%	26%	-7 percentage points
Between 10-15 hours/month	7%	11%	7%	26%	20%	14%	-6 percentage points
More than 15 hours/month	6%	6%	4%	7%	9%	6%	+2 percentage points

A 5 percentage point decrease can be seen in the number of residents that volunteer compared to 2023 (36%). There is a significant increase for those who volunteer less than 5 hours per month (+12 percentage points from 2023) but there have been decreases in both the percentage of residents that volunteer more than 5 hours but less than 10 (-7 percentage points from 2023) and the percentage of residents that volunteer between 10 and 15 hours per month (-6 percentage points from 2023).

Q10b. In an average month, how many hours do you volunteer?
Sample size (2024): n=243; excluding 'Prefer Not to Say' responses
Sample framework: Volunteers in community

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Public Engagement - Key Findings

7 in 10 residents (TOP2: 70%) feel that the City of Saskatoon is providing meaningful opportunities to participate in engagement activities (workshops, open houses, online surveys), a 6 percentage point decrease compared to 2023 (TOP2: 76%).

Just over half of residents (TOP2: 51%) think that the City communicates how it will use public input to help make its decisions somewhat or very well (-10 percentage points from 2023).

When asked about public engagement, 53% of residents feel the City of Saskatoon does enough or more than enough to get public input on decisions it makes. This figure marks a 9 percentage point decrease compared to 2023 (TOP2: 62%).

City of
Saskatoon

Public Engagement

Providing Meaningful Opportunities of Engagement (%)

TOP2

2024

| 5 | 25 | 50 | 20 | **70** |

2023

| 6 | 18 | 49 | 27 | **76** |

■ Not Good at All ■ Not Very Good ■ Somewhat Good ■ Very Good
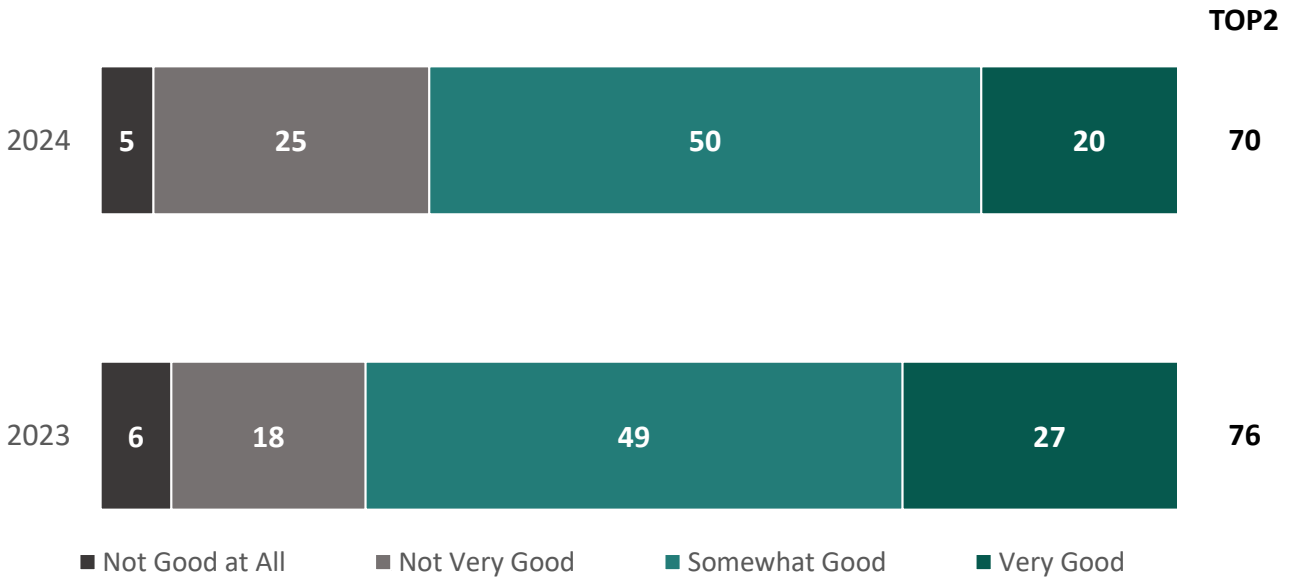
7 in 10 residents (TOP2: 70%) think that the City of Saskatoon provides meaningful opportunities to participate in engaging activities, a 6 percentage point decrease from 2023 (TOP2: 76%).

TOP 2	
2024	**70%**
2023	**76%**
2021	**77%**
2018	**78%**

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 (2024): n=688; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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Public Engagement

Evaluation of City Communication on How it uses Public Input (%)
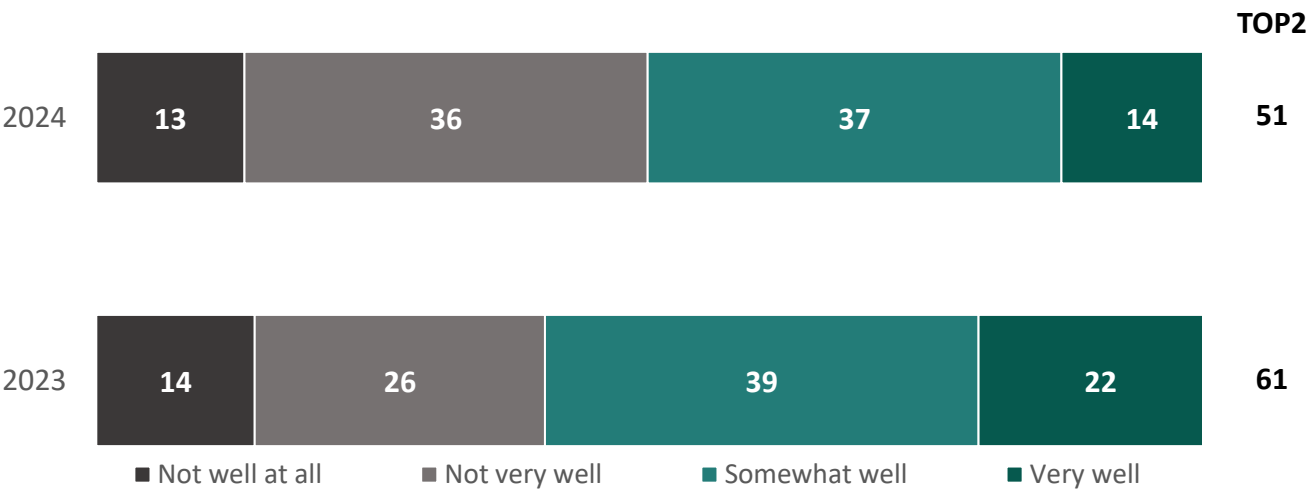
TOP2

2024

Not well at all	Not very well	Somewhat well	Very well
13	36	37	14

51

2023

Not well at all	Not very well	Somewhat well	Very well
14	26	39	22

61

■ Not well at all ■ Not very well ■ Somewhat well ■ Very well

Half of residents (TOP2: 51%) think that the City communicates how it will use public input to help make its decisions well (-10 percentage points from 2023).

TOP 2	
2024	**51%**
2023	**61%**
2021	**67%**
2018	**55%**

Q10d. In your opinion, how well does the City communicate how it will use public input to help make its decisions?
Sample size (2024): n=743; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of **Saskatoon**

Public Engagement

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

TOP2

	Not enough at all	Just enough	More than enough	TOP2
2024	47	38	15	**53**
2023	38	40	22	**62**

■ Not enough at all ■ Just enough ■ More than enough
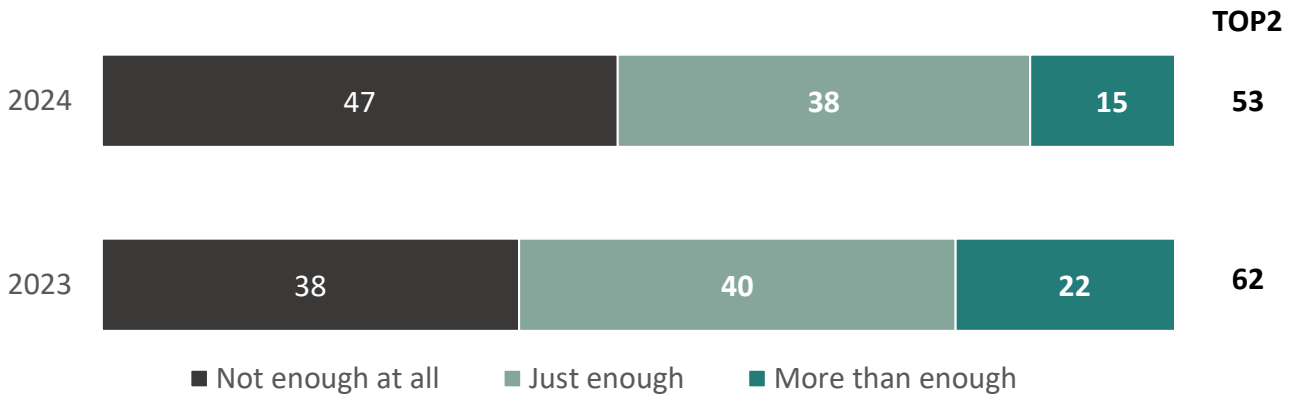
Over half of residents (TOP2: 53%) said that the City does enough to get the public's input on the decisions it makes, representing a 9 percentage point decrease compared to 2023 (TOP2: 62%).

TOP 2	
2024	**53%**
2023	**62%**
2021	**71%**
2018	**45%**

Q10e. Do you think the City does enough, or not, to get the public's input on the decisions it makes?
Sample size (2024): n=751; excluding 'Not sure' responses
Sample framework: All

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City of Saskatoon

Strategic Goals: Performance Indicators - Key Findings

Overall, as in 2023, the City of Saskatoon received favourable responses in the following areas:

A.   Providing a mix of recreation, sport and cultural facilities year-round (TOP2: 87%)
B.   Effectiveness of providing services online (TOP2: 82%)

Similarly to 2023, the City of Saskatoon received satisfactory responses in the following areas:

A.   Effectiveness of balancing growth in the city (TOP2: 60%)
B.   A family member or colleague feeling safe living in Saskatoon (TOP2: 62%)
C.   Saskatoon is an inclusive and welcoming city to all (TOP2: 70%)
D.   Saskatoon does a good job preserving natural resources and protecting the environment (TOP2: 66%)
E.   City staff provide consistent and reliable information (TOP2: 52%)
F.   City staff are easy to reach when needed (TOP2: 54%)

Less than half of residents feel that:
A.   The City of Saskatoon is investing in a mix of transportation options for moving around (TOP2: 45%)
B.   The City of Saskatoon makes customer service a priority (TOP2: 44%)
C.   The City of Saskatoon is an open and transparent government (TOP2: 40%)

Additionally, less than 3 in 10 residents (29%) feel that the City of Saskatoon is on the right path towards making downtown an appealing destination (-19 percentage points from 2023). Similarly, less than 3 in 10 residents (29%) feel that the City of Saskatoon is on the right path toward making downtown an appealing place to live (-16 percentage points from 2023).

Strategic Goals

Level of Safety (%)

Less safe ←——————→ More safe

TOP5

Year	4 or Less	5	6	7	8	9	10	TOP5
2024	27	11	13	17	14	9	9	62
2023	18	9	12	21	20	11	9	73

■ 4 or Less ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10
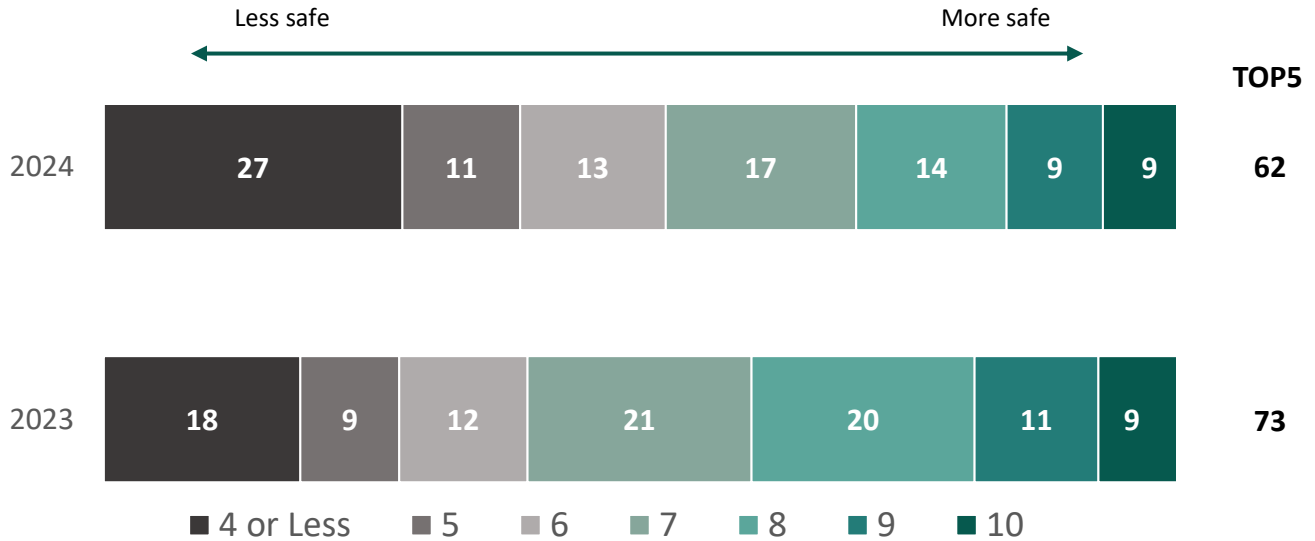
Over 3 in 5 residents (TOP5: 62%) indicated they thought a family member or colleague would say they feel safe living in Saskatoon (-11 percentage points from 2023 - TOP5: 73%).

TOP5	
2024	62%
2023	73%
2021	78%
2018	67%

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, BOTTOM5 = 1-5]
Sample size (2024): n=804; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

City's Ability to Provide Recreational Activities/Facilities (%)

	Not Good at All	Not Very Good	Somewhat Good	Very Good	TOP2
2024	3	10	55	32	**87**
2023	2	8	54	37	**90**

■ Not Good at All   ■ Not Very Good   ■ Somewhat Good   ■ Very Good
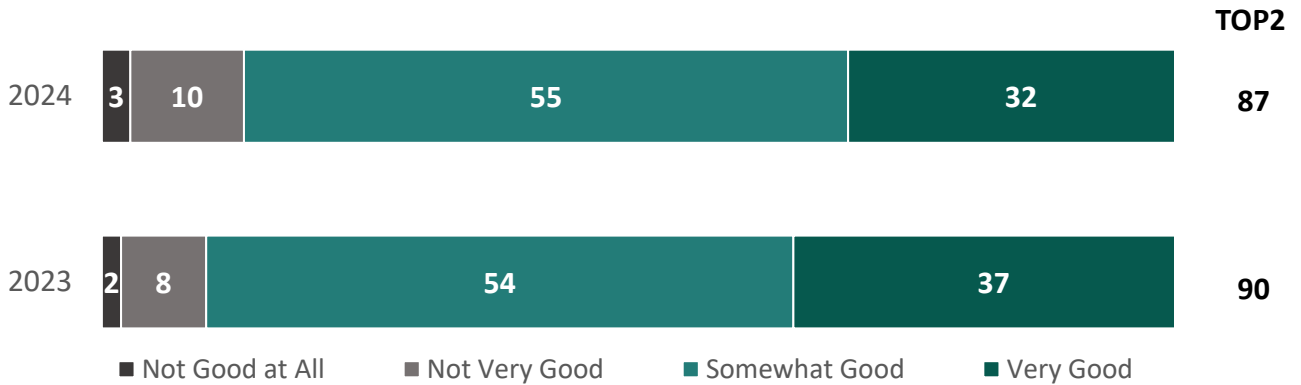
Nearly 9 in 10 residents (TOP2: 87%) said the City was doing good providing a mix of recreation, sport, and cultural facilities year-round. This is comparable to 2023 (TOP2: 90%).

	TOP2
2024	**87%**
2023	**90%**
2021	**72%**
2018	**91%**

Q12b. How has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?
Sample size (2024): n=739; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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Strategic Goals

Opinion of City's Approach to Making Downtown an Appealing <u>Destination</u> (%)

Year	The Wrong Path	Neither	The Right Path
2024	38	33	29
2023	26	26	48
2021	20	24	57
2018	37	22	41

■ The Wrong Path ■ Neither ■ The Right Path
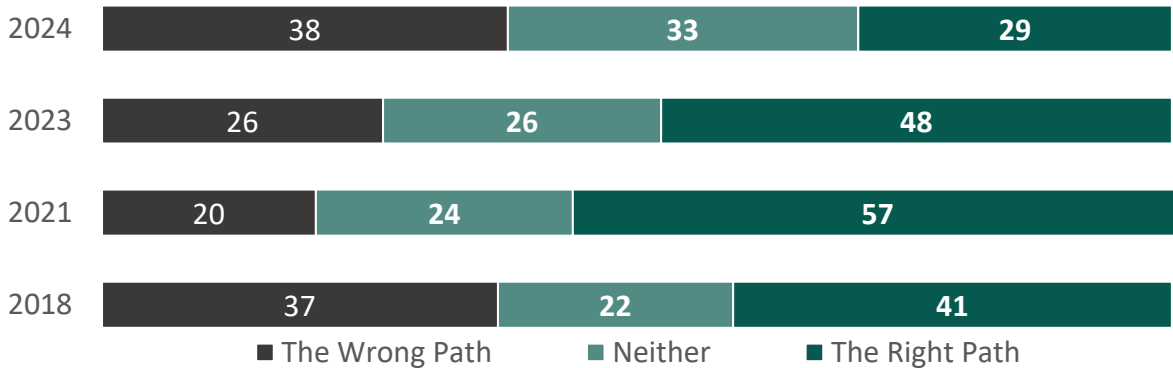
Q13a. In your opinion, is the City of Saskatoon on the right path or the wrong path toward making downtown an appealing destination?
Sample size (2024): n=753; excluding 'Not sure' and 'Prefer Not to Say'
Sample framework: All

Opinion of City's Approach to Making Downtown an Appealing <u>Place to Live</u> (%)
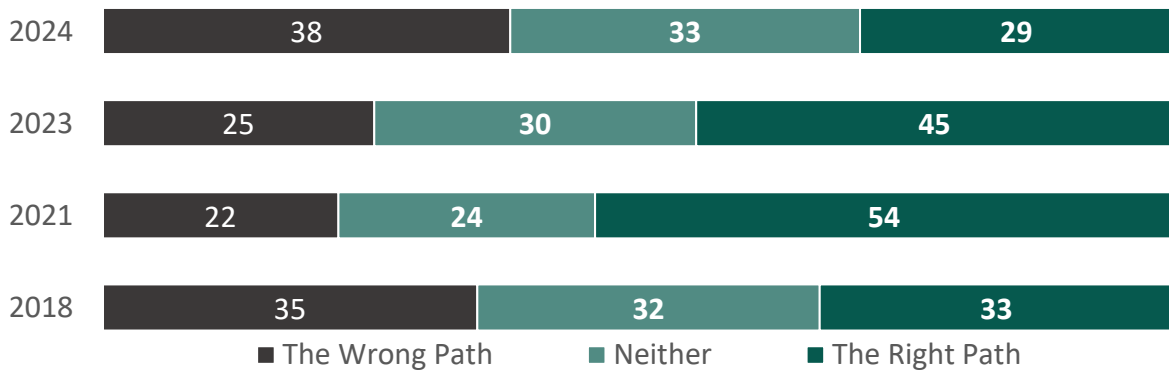
Year	The Wrong Path	Neither	The Right Path
2024	38	33	29
2023	25	30	45
2021	22	24	54
2018	35	32	33

■ The Wrong Path ■ Neither ■ The Right Path

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 (2024): n=744; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

Effectiveness of Balancing Growth in the City (%)

TOP2

Year	Not at All Effectively	Not Very Effectively	Somewhat Effectively	Very Effectively	TOP2
2024	10	30	48	12	60
2023	7	19	51	23	74

■ Not at All Effectively ■ Not Very Effectively ■ Somewhat Effectively ■ Very Effectively
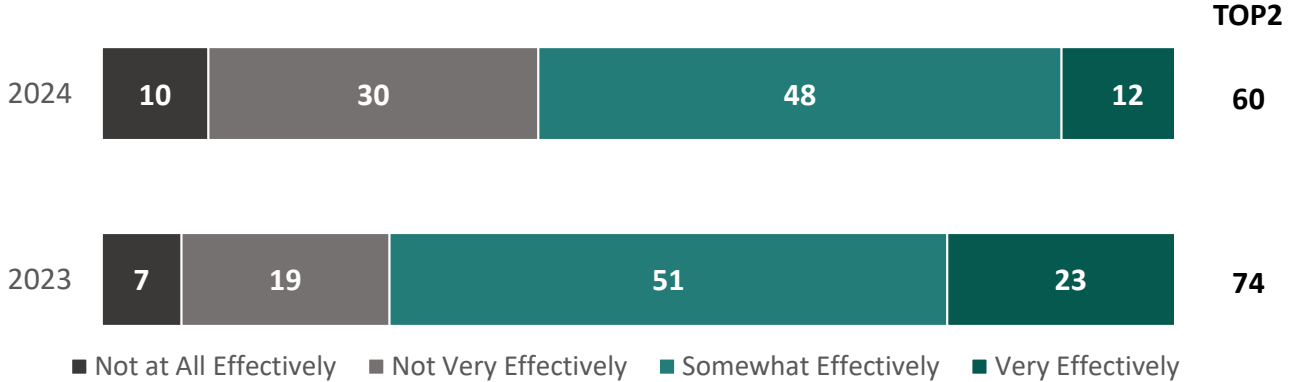
Q13c. In your opinion, how effectively, if at all, is the City of Saskatoon balancing growth throughout the city?
Sample size (2024): n=758; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)
Sample framework: All

3 in 5 residents (TOP2: 60%) said the City of Saskatoon is effectively balancing growth throughout the City, a 14 percentage point decrease from 2023 (TOP2: 74%).

TOP2	
2024	60%
2023	74%
2021	78%
2018	52%

City of Saskatoon

Strategic Goals

Strategic Goals TOP2 (%)

Saskatoon is an inclusive and welcoming city to all (n=792)
- 2024: 70
- 2023: 71
- 2021: 74
- 2018: 73

The City of Saskatoon does a good job preserving natural resources and protects the environment (n=755)
- 2024: 66
- 2023: 66
- 2021: 68
- 2018: 62

The City of Saskatoon is investing in a mix of transportation options for moving around (n=764)
- 2024: 45
- 2023: 54
- 2021: 61
- 2018: 44

Legend: ■ 2024 ■ 2023 ■ 2021 ■ 2018

Overall, the City of Saskatoon is seen as an inclusive and welcoming city to all (TOP2: 70%; -1 percentage point from 2023). Compared to 2023, the City received a nearly identical score regarding the preservation of natural resources and protection of the environment (TOP2: 66%, no change from 2023), while investing in a mix of transportation options to move around the city saw a 10 percentage point decrease (TOP2: 45%, -10 percentage points from 2023).

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

Customer Service TOP2 (%)

City staff are easy to reach when needed (n=199)
- 2024: 54
- 2023: 64
- 2021: 65
- 2018: 52

City staff provide consistent and reliable information (n=197)
- 2024: 52
- 2023: 65
- 2021: 66
- 2018: 51

The City responds quickly to requests or concerns (n=192)
- 2024: 47
- 2023: 56
- 2021: 59
- 2018: 48

The City of Saskatoon makes customer service a priority (n=192)
- 2024: 44
- 2023: 59
- 2021: 61
- 2018: 43

The City of Saskatoon is an open and transparent government (n=192)
- 2024: 40
- 2023: 51
- 2021: 56
- 2018: 44

Legend: ■ 2024 ■ 2023 ■ 2021 ■ 2018
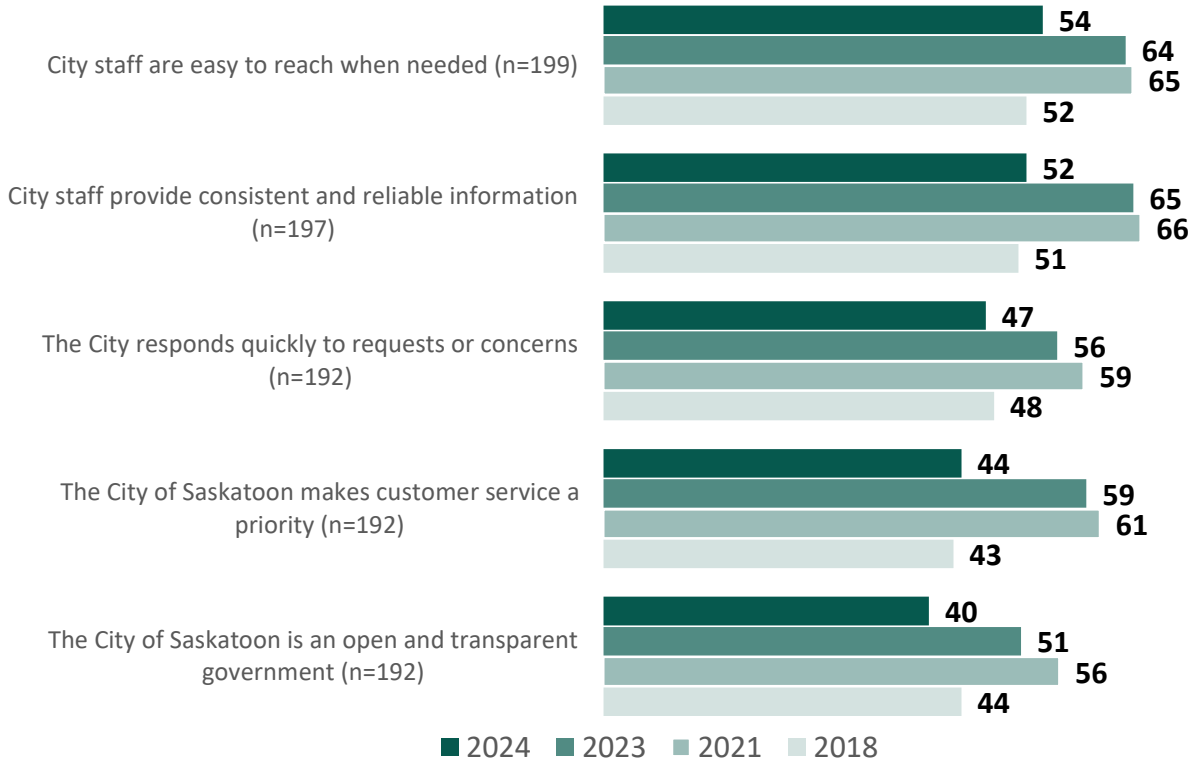
Residents who have contacted the City of Saskatoon were asked to rate a series of statements regarding the City's customer service. All areas saw a year over year decline of between 9 and 15 percentage points.

Making customer service a priority (TOP2: 44%) saw the greatest decline, with a 15 percentage point decrease compared to 2023. Responding quickly to requests or concerns (TOP2: 47%) saw the most modest decline, with a 9 percentage point decrease compared to 2023.

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

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City of Saskatoon

Demographics

Demographics

Age* (%)

	18 to 29	30 to 41	42 to 53	54 to 65	66+
2024	23	24	18	18	17
2023	18	34	14	18	17
StatCan 2021	22	24	18	18	18

■2024 ■2023 ■StatCan 2021

Gender* (%)

	Male	Female	Non-binary
2024	48	51	1
2023	51	48	1
StatCan 2021	48	52	

■2024 ■2023 ■StatCan 2021

*Visuals exclude 'prefer not to say' responses

City of **Saskatoon**
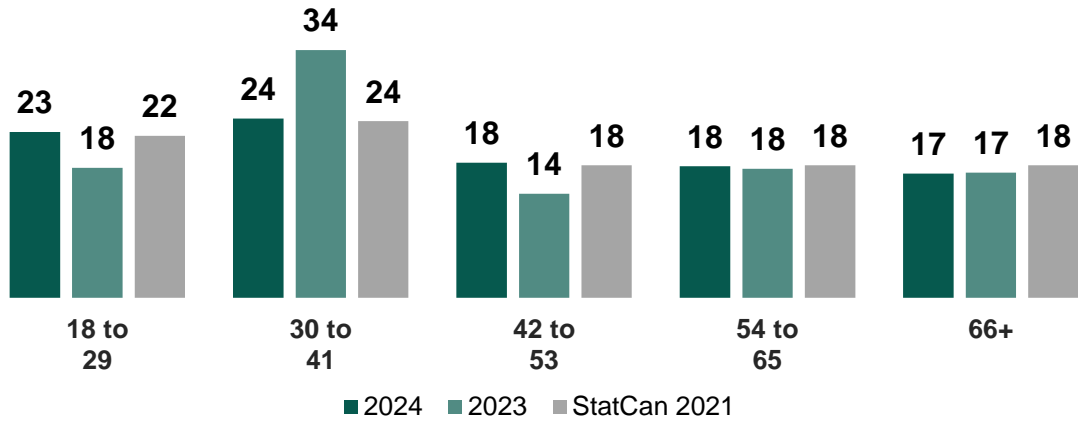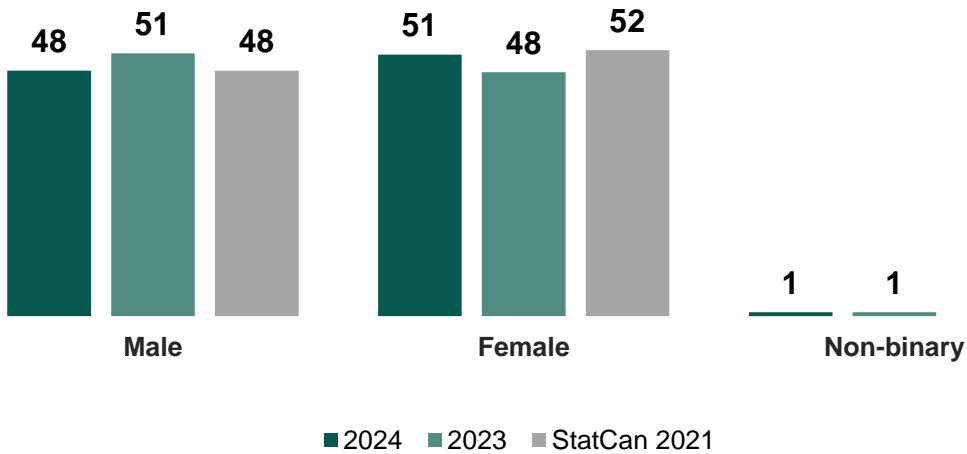
Demographics

Identifies as a Person with Disability* (%)

	2024	2023	StatCan 2021
Yes	13	11	22
No	87	89	78
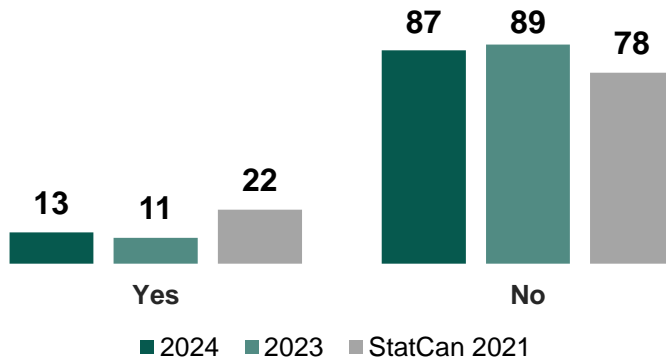
Identifies as Indigenous or Person of Colour* (%)

	2024	2023	StatCan 2021
Yes	17	17	35
No	83	83	65

	2024	2023
Indigenous	61	52
Person of Colour	52	54

Visuals exclude 'prefer not to say' responses

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City of Saskatoon
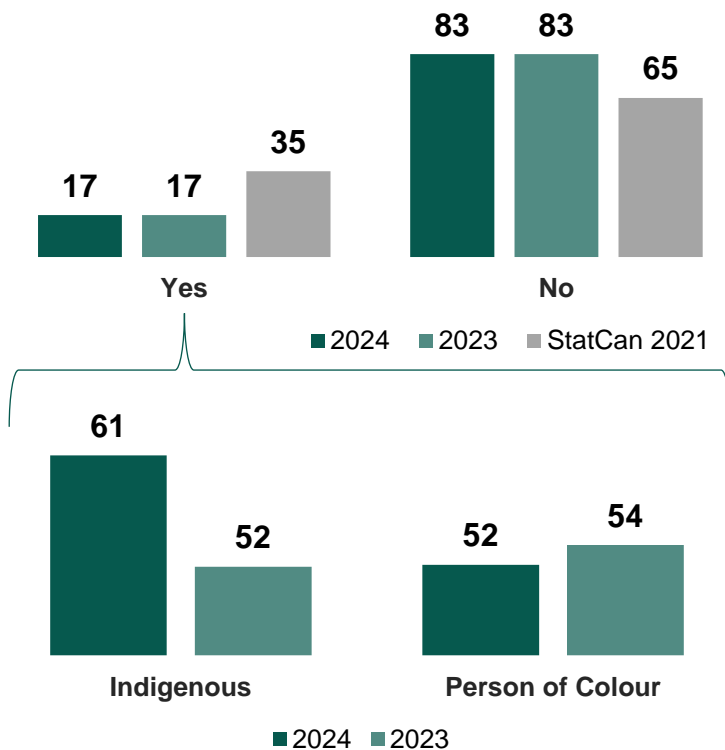
Demographics

Country Born* (%)

	Canada	Outside Canada
2024	80	20
2023	92	8
StatCan 2021	76	24

■2024 ■2023 ■StatCan 2021
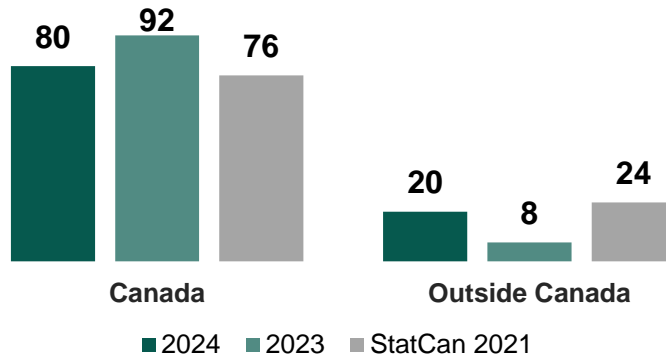
Years Lived in Canada* (%)

Sample Framework: Respondents who were not born in Canada

	Less than 5 years	5 years or more
2024	52	48
2023	34	66
StatCan 2021	32	68

■2024 ■2023 ■StatCan 2021

Housing* (%)

	Own	Rent	Neither
2024	60	37	2
2023	68	30	2
StatCan 2021	65	35	

■2024 ■2023 ■StatCan 2021

Visuals exclude 'prefer not to say' responses

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City of Saskatoon
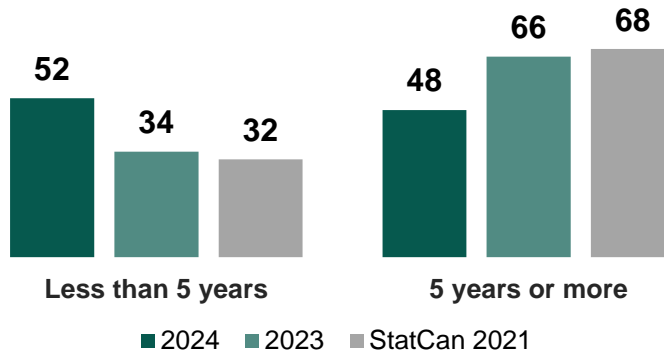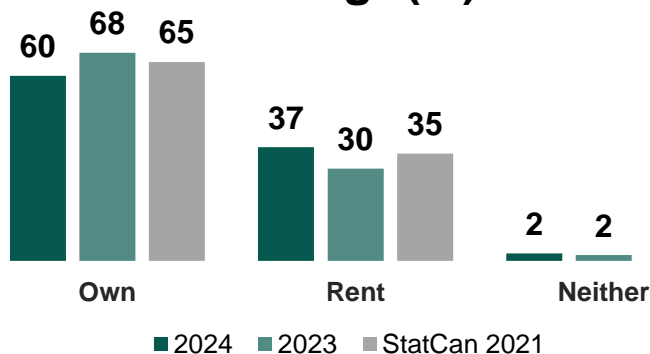
Demographics

Household Income* (%)

Income	2024	2023	StatCan 2021
Less than $20,000	9	6	17
$20,001 to $40,000	18	11	27
$40,001 to $60,000	18	16	20
$60,001 to $80,000	13	23	13
$80,001 to $100,000	13	20	8
More than $100,000	29	25	11

■ 2024 ■ 2023 ■ StatCan 2021

Side of River Residing* (%)

Side	2024	2023
East	62	58
West	38	42

■ 2024 ■ 2023

Visuals exclude 'prefer not to say' responses

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City of **Saskatoon**
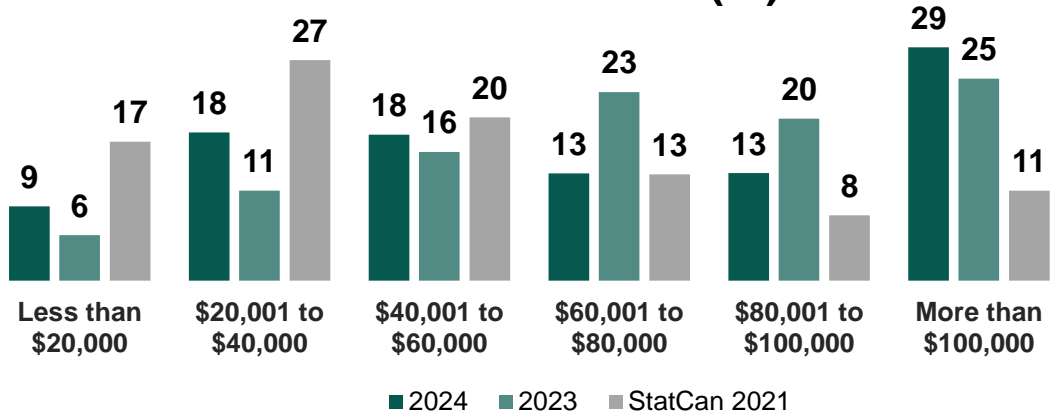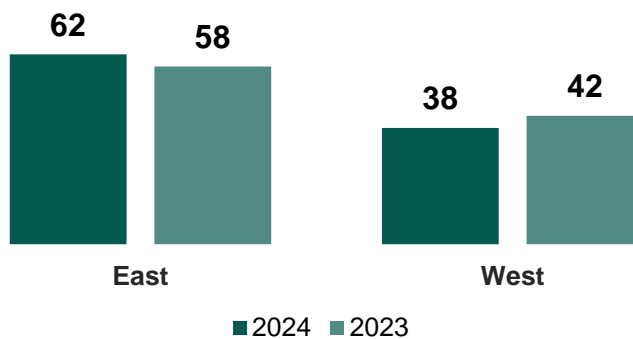
Appendix

Interpreting this Report

Title (%)

	Total	Age					Household Income				
		18-29	30-41	42-53	54-65	66+	<$40K	$40K-<$60K	$60K-<$80K	$80K-<$100K	$100K+
		F	G	H	I	J	O	P	Q	R	S
n=	807	183	196	147	144	134	203	132	99	99	215
Top 2 (%)	28	32 I	21	29 I	17	41 GI	33 R	27	23	19	29 R
Bottom 2 (%)	2	0	3 F	3 F	3 F	2	3	4	4	1	1

QX. Question that corresponds to the above visual
Sample size (2024): n=XXX; excluding 'Don't know' and 'Prefer Not to Say' responses.
Sample framework: All

Demographic Breakouts: The appendix contains the demographic breakout tables for each question. These tables identify if any demographic groups are significantly more likely than another group to feel or think a certain way, according to the results of the survey.

1. Demographic groups and subgroups are contained in the columns of each table, while the answer options (1a) are populated in the rows.
2. Each segment is denoted with letters (e.g., A, B, C, etc.). In the table above, "F" corresponds to respondents aged 18-29. The table shows that there were n=183 respondents in this category, 32% had responses in the Top 2 category and 0% had responses in the Bottom 2 category.
3. If a letter appears under the response of a certain segment, this indicates that the response of that segment is statistically significant compared to the response of the segment in the corresponding letter's column. For example, in the table above, respondents aged 66+ (denoted with "GI") are significantly more likely to have responses in the Top 2 category, than those aged 30-41 (column G) and 54-65 (column I).

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

FORUM RESEARCH INC.

City of **Saskatoon**

Overall Satisfaction and Quality of Life

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	O	P	Q	R	S	C	D	T	U
n=	807	183	196	147	144	134	203	132	99	99	215	388	410	487	296
Top 3 (%)	51	52	41	53 G	45	69 FGHI	50	49	44	49	56	55	47	56 U	44
Bottom 3 (%)	5	5	6	4	6	3	4	6	10	4	4	4	6	3	7 T
Top 2 (%)	28	32 I	21	29 I	17	41 GI	33 R	27	23	19	29 R	35 D	21	29	26
Bottom 2 (%)	2	0	3 F	3 F	3 F	2	3	4	4	1	1	2	3	1	3

Legend:

8.0
C

As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

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 (2024): n=807; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

Overall Satisfaction and Quality of Life

Quality of Life – 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	O	P	Q	R	S	C	D	T	U
n=	811	183	196	147	143	137	202	135	99	99	216	389	413	490	296
Very good (%)	20	20	15	16	22	34 FGH	20	16	22	16	26 PR	25 D	17	21	20
Good (%)	51	50	46	59 G	53	50	50	46	41	64 OPQ	52	50	52	54	48
Fair (%)	22	21	30 HIJ	19	20	15	20	32 RS	27 R	14	18	21	22	21	21
Poor (%)	5	9 J	8 J	4	4	1	7	5	9	6	4	3	7 C	3	9 T
Very poor (%)	1	1	2	1	2	0	3 R	1	1	0	0	1	2	1	2

Legend:
8.0
C

As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Q1c. How would you rate the quality of life in Saskatoon?
Sample size (2024): n=811; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of Saskatoon

Overall Satisfaction and Quality of Life

Change in Quality of Life Past 3 Years – 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	O	P	Q	R	S	C	D	T	U
n=	783	179	185	143	139	131	188	129	97	99	212	377	396	472	286
Become better (%)	19	30 IJ	21 IJ	29 IJ	3	7	24 P	12	14	18	24 PQ	26 D	12	22 U	14
Stayed the same (%)	34	28	35	32	31	43 F	30	34	33	36	35	35	32	37	30
Become worse (%)	48	42	44	38	65 FGHJ	50	46	53	54	46	42	39	56 C	41	56 T

Legend:

8.0
C

As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Q1d. In your opinion, over the past three years, has the quality of life in Saskatoon…
Sample size (2024): n= 783 excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

City Services

Overall Satisfaction with Services Provided by 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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	801	181	194	145	144	134	196	135	99	98	215	389	403	484	293
Top 3 (%)	40	39	36	43	34	51	41	36	36	40	43	46	34	43	36
						GI						D			
Top 2 (%)	21	25	18	25	15	26	30	17	19	12	25	27	17	23	18
				I		I	PR				R	D			
Bottom 3 (%)	10	6	8	8	12	15	5	12	14	10	9	8	11	5	16
															T
Bottom 2 (%)	4	3	4	5	4	7	3	9	9	3	2	3	6	2	6
								S	S						T

Legend:		
8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
C	

Q2. Generally, how satisfied are you with the quality of the services provided by the City of Saskatoon? Please use a number from 1 to 10, where 1 is not at all satisfied, and 10 is very satisfied.
Sample size (2024): n=801; excluding 'Don't know', and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of Saskatoon

City Services

Rating Value of Services Provided by 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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	558	140	123	105	95	91	132	98	58	69	161	280	272	346	194
Top 2 (%)	78	84 IJ	89 IJ	83 IJ	70	60	81	76	80	74	79	79	77	83 U	74
Bottom 2 (%)	22	16	11	17	30 FGH	40 FGH	19	24	20	26	21	21	23	17	26 T
Very good value (%)	14	19	11	16	11	11	19 Q	13	5	11	16 Q	18 D	10	16	11
Good value (%)	64	65	78 IJ	67 J	60	49	62	62	75	63	63	61	68	67	63
Poor value (%)	16	14	8	14	22 G	27 GH	14	16	15	22	15	17	15	14	19
Very poor value (%)	6	1	4	3	8 F	13 FGH	5	8	4	4	6	4	7	3	7

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n= 558; excluding 'Don't know', Neither Good Nor Poor Value' and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of Saskatoon

Operating Budget

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	O	P	Q	R	S	C	D	T	U
n=	534	126	135	103	92	74	112	96	66	70	155	275	256	330	191
Stop providing a particular service (%)	23	20	25	19	20	31	22	26	24	29	18	23	23	21	27
Reduce service levels (%)	15	20	13	14	16	12	12	17	24	12	14	13	18	14	19
Increase property taxes (%)	8	15 IJ	8	6	4	3	13 R	11 R	4	2	8 R	8	7	7	8
Increase existing user fees (%)	13	6	11	22 FGI	12	18	3	14 O	14 O	25 O	14 O	16	10	13	13
Introduce new user or service fees (%)	15	19 J	15 J	18 J	11	6	23	13	10	14	15	13	17	17	11
Combin-ation of property tax and user fee increases (%)	26	19	27	20	38 FH	30	26	19	24	19	32	28	24	28	23

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

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 (2024): n=534; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Communications

Satisfaction with Quality of Communications – 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	O	P	Q	R	S	C	D	T	U
n=	763	173	178	136	140	130	179	128	99	95	204	371	384	463	276
Top 2 (%)	73	75	76	80	67	65	73	71	68	67	78	76	69	77	68
				IJ								D		U	
Bottom 2 (%)	27	25	24	20	33	35	27	29	32	33	22	24	31	23	32
					H	H							C		T
Very satisfied (%)	20	21	19	22	18	19	22	19	13	16	24	28	12	22	17
											Q	D			
Somewhat satisfied (%)	53	54	56	58	49	46	51	52	55	51	54	49	57	56	51
Somewhat dissatisfied (%)	21	21	22	16	21	25	20	16	21	31	19	19	23	18	25
										P					
Very dissatisfied (%)	7	4	3	4	12	10	7	13	10	2	3	5	8	5	7
					FGH			RS	RS						

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
	C	

Q6. Overall, how satisfied or dissatisfied are you with the quality of City communications?
Sample size (2024): n=763; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of Saskatoon

Communications

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	O	P	Q	R	S	C	D	T	U
n=	790	176	190	147	140	133	195	127	98	99	214	383	398	476	291
Ads on TV (%) — 14		13	11	13	19 **G**	17	18	19	14	10	11	16	12	16	12
Ads on Radio (%) — 17		13	15	18	23 **G**	17	15	18	21	11	18	16	18	18	16
Billboards (%) — 12		18 **J**	12	10	11	6	12	18 **Q**	6	15	10	10	14	11	14
City Blog (%) — 7		10	6	10 **I**	4	5	10 **R**	13 **R**	7	2	6	10 **D**	5	6	10
E-mail (%) — 45		37	40	38	56 **FGH**	56 **FGH**	42	53	47	51	42	45	45	45	44
Facebook (%) — 19		22 **J**	27 **HIJ**	18	16	10	22	24	15	14	19	16	23 **C**	18	22
Information pamphlets sent with utility bills (%) — 22		13	20	15	29 **FGH**	36 **FGH**	18	20	23	22	22	20	23	21	23
In Person (%) — 10		11	8	7	6	16 **HI**	14 **RS**	12	11	4	5	11	8	7	13 **T**
Flyers (%) — 20		17	21 **H**	13	18	34 **FGHI**	22	17	21	20	17	20	20	18	24
Media (local TV, radio, newspaper) (%) — 26		25	21	22	31 **GH**	37 **GH**	27	32 **R**	31 **R**	17	25	25	28	25	30

Legend:

8.0 / C — As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.
Sample size: n=790; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

Communications

Preferred Communication Methods – Demographic Breakout

	Total	Age 18-29	Age 30-41	Age 42-53	Age 54-65	Age 66+	<$40K	$40K - <$60K	$60K - <$80K	$80K - <$100K	$100K +	Male	Female	East	West
		F	**G**	**H**	**I**	**J**	**O**	**P**	**Q**	**R**	**S**	**C**	**D**	**T**	**U**
n=	790	176	190	147	140	133	195	127	98	99	214	383	398	476	291
Mobile app (%)	15	21 J	17 J	13	11	7	18	17	16	13	12	15	15	15	15
Online community forum (%)	8	13	6	7	6	9	11	12	8	7	5	7	9	7	9
Posters (%)	8	15 IJ	7	8	5	3	11 QR	11	4	4	7	6	10	9	6
Public meetings (%)	13	12	9	12	12	20 G	10	19	15	17	10	14	11	10	17 T
Signage (%)	11	9	13	12	13	10	7	12	12	11	15 O	10	12	13	9
Social Media (%)	28	48 GHIJ	29 IJ	21	18	15	37 QRS	33 Q	19	21	24	23	32 C	27	29
Telephone (%)	8	8	5	4	4	22 FGHI	12 R	11	5	5	7	10	7	6	11 T
Text messages (%)	19	14	23	18	22	20	22 P	8	15	33 PQ	22 P	17	21	19	21
Twitter (%)	6	10 J	7 J	7 J	4	1	6	6	4	4	8	8	4	5	7
Website (%) (Saskatoon.ca)	38	37	39	39	44 J	28	40 R	38	41 R	26	42 R	35	40	39	37

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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=790; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of **Saskatoon**

Communications

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	O	P	Q	R	S	C	D	T	U
n=	790	176	190	147	140	133	195	127	98	99	214	383	398	476	291
YouTube (%)	8	13 IJ	11 IJ	9 IJ	2	1	11	12	4	5	5	10	6	6	11
Instagram (%)	11	21 IJ	13 IJ	11 IJ	2	3	8	12	15	13	10	7	13 C	10	10
LinkedIn (%)	4	8 IJ	4 J	4 J	2	0	5 Q	9 Q	0	3	3 Q	4	3	5	3

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

Q7. How do you prefer to receive information about City of Saskatoon programs or services? Please select all that apply.
Sample size: n=790; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

FORUM RESEARCH INC.

City of Saskatoon

Communications

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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	806	183	196	147	140	135	202	135	98	99	213	385	412	485	295
On the City website (%)	28	32	32	30	25	22	27	25	23	32	33	26	31	31	25
Online chat (%)	23	37 HIJ	26 J	24 J	19 J	3	17	23	26	23	29 O	16	30 C	25	21
Social Media (%)	7	15 IJ	10 IJ	8 IJ	-	1	6	14	5	7	6	9	6	7	9
Email (%)	52	57 J	59 J	57 J	49 J	35	49	51	62	55	52	48	56	53	52
Text message (%)	18	23 J	22 IJ	18 J	14	8	18	18	16	25 S	14	15	20	19	16
By phone (%)	54	55	51	44	53	69 GHI	63 RS	58 S	59 S	48	43	55	53	50	59 T
In person (%)	28	24	27	23	29	37 H	39 QS	36 QS	20	27	16	33 D	23	24	33 T

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
C	

Q8. Generally, how would you prefer to contact the City of Saskatoon? Please select all that apply.
Sample size (2024): n=806; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

City of Saskatoon

Communications

Contacted City for Business-Related Reason – Demographic Breakout

	Total	Age 18-29	30-41	42-53	54-65	66+	<$40K	Household Income $40K - <$60K	$60K - <$80K	$80K - <$100K	$100K +	Gender Male	Female	River Side East	West
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	796	175	196	148	142	132	204	126	95	99	212	383	405	480	297
Yes (%)	25	13	27 F	27 F	29 F	31 F	22	22	29	23	25	29 D	21	25	24
No (%)	75	87 GHIJ	73	73	71	69	78	78	71	77	75	71	79 C	75	76

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

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 (2024): n=796; excluding 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Communications

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	O	P	Q	R	S	C	D	T	U
n=	815	183	197	149	145	137	206	135	99	99	216	390	416	490	299
Yes (%)	57	59 J	59 J	63 J	55	44	41	56 O	68 O	61 O	66 O	56	57	58	55
No (%)	43	41	41	37	45	56 FGH	59 PQRS	44	32	39	34	44	43	42	45

Q11a. Have you ever used any of the services the City of Saskatoon offers online?
Sample size (2024): n=815; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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	O	P	Q	R	S	C	D	T	U
n=	451	106	115	90	76	59	83	75	66	59	139	216	230	279	158
Top 2 (%)	82	82	85	89 I	76	81	83	81	79	80	86	81	84	84	79
Bottom 2 (%)	18	18	15	11	24 H	19	17	19	21	20	14	19	16	16	21
Very effectively (%)	23	16	24	30 F	27	21	21	30	16	19	29 Q	30 D	18	23	25
Somewhat effectively (%)	59	66 I	60	59	48	60	62	51	63	61	57	52	66 C	61	54
Not very effectively (%)	15	18	13	10	16	17	16	16	20	19	10	16	14	13	17
Not at all effectively (%)	3	-	3	2	8 F	3	1	2	2	1	4	3	3	3	3

Q11b. In your opinion, how effectively, if at all, does the City of Saskatoon provide services online?
Sample size (2024): n=451; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents have used any of the services the City of Saskatoon offers online

Legend:	
8.0 C	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Volunteering

Volunteering in the Community – Demographic Breakout

	Total	Age 18-29	Age 30-41	Age 42-53	Age 54-65	Age 66+	<$40K	$40K - <$60K	$60K - <$80K	$80K - <$100K	$100K +	Male	Female	East	West
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	792	181	195	142	143	128	202	125	97	99	211	385	399	480	292
Yes (%)	31	45 GIJ	27	42 GIJ	21	18	25	38	27	25	39 OR	35 D	26	34 U	26
No (%)	69	55	73 FH	58	79 FH	82 FH	75 S	62	73	75 S	61	65	74 C	66	74 T

Q10a. Do you volunteer in the community? An example could be at a hospital, as a youth sports coach, or at a local shelter.
Sample size (2024): n=792; excluding 'Prefer Not to Say' responses
Sample framework: All

Number of Hours Volunteered Per Month – Demographic Breakout

	Total	Age 18-29	Age 30-41	Age 42-53	Age 54-65	Age 66+	<$40K	$40K - <$60K	$60K - <$80K	$80K - <$100K	$100K +	Male	Female	East	West
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	243	81	50	58	30	23	49	48	26	25	81	135	103	160	75
Less than 5 hours (%)	33	43	31	30	22	23	28	39	37	33	34	32	34	36	26
More than 5 hours, but less than 10 hours (%)	39	36	42	47	32	28	40	39	43	31	42	39	40	39	40
Between 10 and 15 hours (%)	20	17	16	20	22	33	19	18	18	27	21	20	19	17	25
More than 15 hours (%)	9	4	11	3	24 FH	16	13	4	2	9	3	9	8	9	9

Q10b. In an average month, how many hours do you volunteer?
Sample size (2024): n=243; excluding 'Prefer Not to Say' responses
Sample framework: Volunteers in community

Legend:

8.0 / C — As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Public Engagement

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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	688	168	165	130	114	108	176	119	75	86	187	344	336	414	252
Top 2 (%)	70	75	72	74	63	63	71	81	63	73	65	76	65	72	68
				I				QS				D			
Bottom 2 (%)	30	25	28	26	37	37	29	19	37	27	35	24	35	28	32
					H				P		P		C		
Very good (%)	20	30	13	18	16	21	24	24	17	15	15	26	14	18	24
		GHI										D			
Somewhat good (%)	50	45	60	56	47	42	46	57	46	58	50	50	51	54	44
			FIJ												U
Not very good (%)	25	22	23	23	29	32	24	12	27	24	33	22	29	24	26
							P		P		P				
Not good at all (%)	5	3	5	3	8	5	6	7	9	3	1	2	7	4	5
									S				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 (2024): n=688; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	743	168	177	135	135	125	185	122	94	93	201	359	375	453	268
Top 2 (%)	51	66	53	60	34	38	56	58	44	42	54	60	43	54	47
		IJ	IJ	IJ				R				D			
Bottom 2 (%)	49	34	47	40	66	62	44	42	56	58	46	40	57	46	53
					FGH	FGH				P			C		
Very well (%)	14	22	15	17	11	4	18	16	10	10	15	21	8	15	14
		IJ	J	J	J							D			
Somewhat well (%)	37	43	38	44	23	34	37	42	34	32	38	39	35	39	33
		I	I	I											
Not very well (%)	36	30	39	29	45	38	34	28	39	45	34	30	41	37	35
					FH					P			C		
Not well at all (%)	13	4	8	10	21	24	10	14	17	14	12	10	16	9	18
					FGH	FGH							C		T

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

Q10d. In your opinion, how well does the City communicate how it will use public input to help make its decisions?
Sample size (2024): n=743; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Public Engagement

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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	751	168	180	141	137	121	185	128	92	94	199	360	383	463	265
More than enough (%)	15	19	15	28	7	3	13	19	3	12	23	22	8	18	10
		IJ	IJ	GIJ			Q	Q		Q	OQR	D		U	
Just enough (%)	38	47	43	37	29	29	41	43	37	31	36	38	38	39	34
		IJ	IJ												
Not enough at all (%)	47	34	41	35	65	68	46	38	60	58	42	40	53	43	55
					FGH	FGH			PS	PS			C		T

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n=751; excluding 'Not sure' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

Level of Safety – 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	O	P	Q	R	S	C	D	T	U
n=	804	183	197	146	142	130	197	135	99	99	215	387	408	484	294
Top 5 (%)	62	64	59	72	51	66	67	56	53	59	64	69	56	69	53
				GI		I						D		U	
Bottom 5 (%)	38	36	41	28	49	34	33	44	47	41	36	31	44	31	47
			H		HJ								C		T
Top 3 (%)	31	33	29	38	17	41	35	30	18	29	34	40	23	37	23
		I	I	GI		I	Q				Q	D		U	
Bottom 3 (%)	17	10	18	15	24	18	17	24	18	13	16	16	18	13	23
					F										T
Top 2 (%)	17	26	15	22	3	20	28	17	9	11	17	24	11	20	14
		GI	I	I		I	QRS				Q	D			
Bottom 2 (%)	8	3	8	7	12	8	7	15	12	8	4	6	10	5	11
					F			S	S						T

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n=804; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

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	O	P	Q	R	S	C	D	T	U
n=	739	175	181	138	136	107	188	114	91	90	203	361	372	451	269
Top 2 (%)	87	86	87	86	87	90	81	87	93 OR	79	92 OR	88	86	89	85
Bottom 2 (%)	13	14	13	14	13	10	19 QS	13	7	21 QS	8	12	14	11	15
Very good (%)	32	37	25	28	31	39 G	33	33	30	28	35	33	30	32	32
Somewhat good (%)	55	49	62	57	56	51	48	54	63 O	51	57	55	56	57	53
Not very good (%)	10	11	10	13	10	9	16 PQS	6	5	19 PQS	7	9	11	10	9
Not good at all (%)	3	3	4	2	3	2	3	6	2	2	1	2	3	1	5 T

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

Q12b. How has the City been doing with providing a mix of recreation, sport and cultural facilities year-round?
Sample size (2024): n=739; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Opinion of City's Approach to Making Downtown an Appealing <u>Destination</u> – 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	O	P	Q	R	S	C	D	T	U
n=	753	174	183	138	135	119	177	130	96	96	203	359	386	454	275
The right path (%)	29	42 HIJ	34 HIJ	24	19	21	36 Q	29	23	32	27	32	27	30	28
Neither the right path nor the wrong path (%)	33	35	30	45 GIJ	30	22	33	34	37	26	35	33	32	35	31
The wrong path (%)	38	22	36 F	31	50 FGH	56 FGH	31	37	41	43	38	35	40	35	42

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n=753; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Strategic Goals

Opinion of City's Approach to Making Downtown an Appealing Place to <u>Live</u> – 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	O	P	Q	R	S	C	D	T	U
n=	744	178	181	139	125	117	184	127	96	91	196	358	379	448	275
The right path (%)	29	42 HIJ	33 I	25	16	23	38 QS	36 Q	20	29	25	33	26	29	30
Neither the right path nor the wrong path (%)	33	27	29	37	35	40	32	31	34	26	39 R	36	30	33	34
The wrong path (%)	38	31	38	37	48 F	36	30	33	46 O	45 O	36	31	44 C	39	36

Legend:

8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n= 744; excluding 'Not sure' and 'Prefer Not to Say' responses;
Sample framework: All

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City of Saskatoon

Strategic Goals

Effectiveness of Balancing Growth in 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
		F	G	H	I	J	O	P	Q	R	S	C	D	T	U
n=	758	177	183	138	136	120	185	125	95	96	204	365	385	460	278
Top 2 (%)	60	65 I	63 I	69 IJ	49	53	64 Q	69 Q	44	57	64 Q	63	58	64	56
Bottom 2 (%)	40	35	37	31	51 FGH	47 H	36	31	56 OPS	43	36	37	42	36	44
Very effectively (%)	12	19 IJ	13 IJ	19 IJ	4	2	10	17	8	14	14	17 D	7	12	12
Somewhat effectively (%)	48	46	50	50	44	52	54 Q	53 Q	36	42	50 Q	46	50	52	44
Not very effectively (%)	30	30	27	26	34	35	30 P	16	43 PS	34 P	28 P	30	30	30	32
Not effectively at all (%)	10	5	10	5	17 FH	12	6	15	14	10	8	7	12	7	13 T

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score 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 (2024): n=758; excluding 'Not sure' and 'Prefer Not to Say' responses (Bottom)
Sample framework: All

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City of Saskatoon

Strategic Goals

Strategic Goals – Demographic Breakout

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

	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	O	P	Q	R	S	C	D	T	U
n=	755	177	182	139	136	117	183	120	93	96	208	369	377	457	277
Top 2 (%)	66	72	62	70	61	66	71	64	63	62	70	69	64	68	66
Bottom 2 (%)	12	12	12	7	14 H	13	9	17	14	14	10	12	11	11	12
Strongly Agree (%)	22	35 GIJ	19	24 I	12	19	32 QR	20	17	17	23	29 D	15	22	24
Somewhat Agree (%)	44	38	44	46	49	47	39	44	46	44	47	39	49 C	46	42
Neither agree nor disagree (%)	22	16	25	23	24	21	20	19	23	24	20	20	24	21	22
Somewhat disagree (%)	8	9	8	6	8	8	6	8	10	11	7	8	8	8	8
Strongly disagree (%)	4	3	4	1	7 H	4	2	9	4	3	2	4	4	3	4

Legend:

8.0 / C — As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

Strategic Goals – Demographic Breakout

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

	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	O	P	Q	R	S	C	D	T	U
n=	764	179	188	143	134	116	188	127	96	94	206	367	387	465	275
Top 2 (%)	45	51 I	45 I	52 I	34	41	52 Q	48 Q	33	41	47 Q	53 D	38	45	46
Bottom 2 (%)	34	35	35 H	25	38 H	35	27	29	44 OP	35	36	28	39 C	30	39
Strongly Agree (%)	14	23 GI	9	15	8	16	22 QR	17 Q	3	9	15 Q	19 D	10	13	16
Somewhat Agree (%)	31	28	36 I	37 IJ	26	24	29	32	29	33	32	34	29	32	30
Neither agree nor disagree (%)	21	14	20	22	28 F	24	21	23	23	24	16	19	23	25 U	15
Somewhat disagree (%)	23	24	24	16	29 H	23	19	20	27	27	26	20	27 C	22	25
Strongly disagree (%)	10	10	11	9	9	12	8	9	17	8	11	9	12	8	13

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
	C	

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

Strategic Goals – Demographic Breakout

Statement: "Saskatoon is an inclusive welcoming city to all"

	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	O	P	Q	R	S	C	D	T	U
n=	792	181	191	146	140	130	199	131	97	98	210	378	405	478	290
Top 2 (%)	70	74	65	78 G	70	66	71	69	63	73	74	75 D	66	72	68
Bottom 2 (%)	14	16	17 H	8	12	13	12	14	20	11	11	9	17 C	12	15
Strongly Agree (%)	27	26	29	27	26	23	35 QRS	31	20	21	23	35 D	19	27	27
Somewhat Agree (%)	43	47	36	50 G	43	43	37	38	43	52 O	51 O	40	46	46	41
Neither agree nor disagree (%)	16	10	19	14	19	21	16	16	18	16	15	16	17	16	17
Somewhat disagree (%)	11	14	14 H	7	8	9	10	9	14	9	10	8	13 C	9	12
Strongly disagree (%)	3	2	3	1	3	4	2	5	6	1	1	1	4 C	2	3

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: All

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City of Saskatoon

Strategic Goals

Customer Service – Demographic Breakout

Statement: "The City responds quickly to requests or concerns"

	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	O	P	Q	R	S	C	D	T	U
n=	192	20	51	39	41	38	41	27	27	21	53	109	80	117	67
Top 2 (%)	47	72	62 I	53 I	27	34	54	59	36	45	50	53	41	54	41
Bottom 2 (%)	35	28	24	31	42	48	33	28	36	38	33	29	43	28	43
Strongly agree (%)	16	39	23 I	17	5	7	21	15	16	12	18	20	12	24 U	5
Somewhat agree (%)	31	33	38	36	22	26	34	44	20	32	33	33	29	30	35
Neither agree nor disagree (%)	17	-	14	16	31	19	13	13	28	17	17	18	16	18	16
Somewhat disagree (%)	23	28	18	26	22	28	28	14	21	28	27	20	28	20	29
Strongly disagree (%)	12	-	5	5	20 GH	20	5	14	16	10	6	9	15	8	15

Legend:	
8.0	As shown in this example, a letter beneath a score denotes a significantly higher
C	score than the segment with the corresponding letter

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

Customer Service – Demographic Breakout

Statement: "City staff are easy to reach when needed"

	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	O	P	Q	R	S	C	D	T	U
n=	199	22	53	40	40	41	45	27	28	23	54	112	84	118	72
Top 2 (%)	54	83	60	57	46	41	66	50	43	62	53	62 D	46	64 U	43
Bottom 2 (%)	27	8	20	23	32	38	21	26	31	33	25	21	33	19	36 T
Strongly agree (%)	16	44	15	13	11	12	20	11	18	18	14	17	15	19	13
Somewhat agree (%)	38	39	45	45	35	30	46	39	25	44	39	45 D	31	46	31
Neither agree nor disagree (%)	19	8	20	20	22	20	13	24	26	5	22	17	21	16	21
Somewhat disagree (%)	14	8	17	14	17	11	16	14	11	22	13	8	21 C	13	17
Strongly disagree (%)	13	-	3	9	15 G	27	5	12	20	12	12	13	12	6	18 T

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
	C	

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

Strategic Goals

Customer Service – Demographic Breakout

Statement: "The City of Saskatoon makes customer service a priority"

	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	O	P	Q	R	S	C	D	T	U
n=	192	20	53	40	37	39	41	27	28	22	52	108	81	115	70
Top 2 (%)	44	91	53 I	50 I	26	23	66	46	36	36	41	49	39	47	41
Bottom 2 (%)	33	9	21	27	42 G	54	22	31	39	23	37	30	36	26	40
Strongly agree (%)	20	39	24 I	22 I	7	18	35	27	7	19	16	27 D	11	23	18
Somewhat agree (%)	24	52	29	28	19	6	31	19	29	17	25	21	27	24	23
Neither agree nor disagree (%)	23	0	27	23	32	23	12	23	24	41	23	22	26	27	19
Somewhat disagree (%)	20	9	16	17	19	36	18	19	23	18	20	17	25	19	23
Strongly disagree (%)	12	-	5	10	23 G	18	4	12	17	5	16	13	11	7	17

Legend:

8.0
C

As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

FORUM RESEARCH INC.

City of Saskatoon

Strategic Goals

Customer Service – Demographic Breakout

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

	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	O	P	Q	R	S	C	D	T	U
n=	192	20	51	39	40	38	40	27	28	22	51	108	81	116	67
Top 2 (%)	40	82	50 I	36	27	27	60	47	30	35	35	43	36	43	36
Bottom 2 (%)	39	9	28	37	52 G	52	21	36	44	33	47	35	43	33	47
Strongly agree (%)	15	39	20 I	12 I	0	17	24	18	18	4	14	21 D	9	18	12
Somewhat agree (%)	25	43	30	24	27	9	36	30	12	31	21	23	27	25	24
Neither agree nor disagree (%)	21	9	23	27	21	21	19	17	25	32	18	22	21	24	17
Somewhat disagree (%)	22	9	20	26	27	21	15	19	21	19	25	19	26	20	26
Strongly disagree (%)	17	-	8	11	24 G	31	6	17	23	14	22	16	17	12	21

Legend:		
8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter	
C		

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

FORUM RESEARCH INC.

City of Saskatoon

Customer Service – Demographic Breakout

Statement: "City staff provide consistent and reliable information"

	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	O	P	Q	R	S	C	D	T	U
n=	197	22	51	40	41	39	43	27	28	23	54	110	84	118	71
Top 2 (%)	52	92	55	55	36	42	71	42	41	57	49	54	50	57	47
Bottom 2 (%)	24	8	17	25	30	33	9	20	40	20	28	21	27	18	32
Strongly agree (%)	19	36	24 I	19 I	2	23	36	16	11	20	15	26 D	9	23	13
Somewhat agree (%)	33	56	32	36	34	19	36	25	30	37	34	28	40	33	34
Neither agree nor disagree (%)	24	0	27	20	34	25	19	38	19	23	23	25	23	26	21
Somewhat disagree (%)	14	8	11	16	18	16	9	12	21	18	14	11	19	13	16
Strongly disagree (%)	10	-	6	9	12	17	-	9	19	2	14	10	8	5	16 T

Legend:		
	8.0	As shown in this example, a letter beneath a score denotes a significantly higher score than the segment with the corresponding letter
	C	

Q14. Please indicate to what extent you agree or disagree with the following statements:
Sample size (2024): *varies, shown on chart*; excluding 'Not sure' and 'Prefer Not to Say' responses
Sample framework: Respondents who have contacted the City of Saskatoon

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City of Saskatoon