

BACKGROUND:

2024 Civic Satisfaction & Performance Survey



METHODOLOGY

ONLINE PANEL (OP)

May 22 - June 10, 2024

An online survey was conducted with **815 randomly selected residents within Saskatoon** who are 18 years of age and older, using the Forum Fuzion™ and partner panels. The panel uses a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online.

The margin of error is: $\pm 3.43\%$, 19 times out of 20.

How we will use the results

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



2023 CIVIC SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

Perceptions about the quality of life in Saskatoon remain strong.

- Over **8 in 10 (84%)** residents are satisfied with living in the city, 2 percentage point decline from 2023.
- Over **7 in 10** residents said that the quality of life in Saskatoon is good or very good (**72%**), a 6 percentage point decline from 2023.
- About half of respondents (**52%**) said the quality of life has either improved or stayed the same in the past three years. This is a decline of 19 percentage points from 2023.

Important Issues

- Homelessness (**23%**), crime/public safety/policing (**21%**) along with housing (**8%**), road/sidewalk maintenance (**8%**) and cost of living (**8%**), were the top three most cited important issues.



Quality & Value of Services

- **3 in 4** residents are satisfied with the quality of services provided by the City of Saskatoon (**75%**). This is a decline of 5 percentage points from 2023.
- Almost **4 in 5** respondents (**78%**) rate the value of services they receive from the City as very good or good value. This is a decline of 5 percentage points from 2023 (83%).



Balancing the Budget

- **1 in 4** residents are in favour of combining both property tax and user fee increases to balance the budget (**26%**). This is consistent with 2023 results.
 - **23%** of respondents prefer to stop providing a particular service. This is an increase of 4 percentage points from 2023.
 - **15%** of respondents prefer to reduce services (3 percentage points higher than 2023) and **15%** of respondents prefer to introduce new user or service fees (a decrease of 3 percentage points from 2023).
 - **13%** of respondents prefer to increase existing user fees (a decline of 1 percentage point from 2023).
 - **8%** of respondents prefer to increase property taxes. This is a decrease of 3 percentage points from 2023.



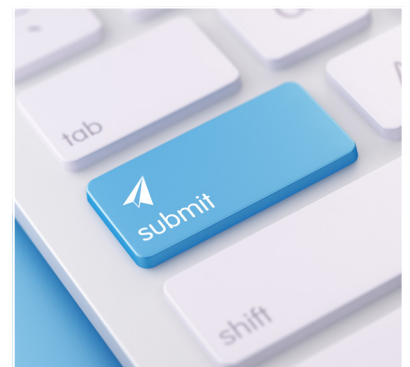
Communications

- The majority of participants indicated that they are satisfied or very satisfied with the quality of City communications (**73%**). This a decrease of 4 percentage points from 2023.
- Most respondents prefer a mix of information sources, though the majority prefer e-mail (**45%**), followed by website: saskatoon.ca (**38%**), and social media (**28%**).



Customer Service/Contact the City

- Over half respondents prefer to contact the City by telephone (**54%**) – increase of 8%, by email (**52%**) – increase of 4% and on the City website (**28%**) or in-person (**28%**). Other digital methods include online chat (**23%**), text message (**18%**) and social media (**7%**), which have each seen a decline since 2023.
- Residents were asked to rate the City’s customer service:
 - Staff are easy to reach when needed (**54%**). This is a decline of 10 percentage points from 2023.
 - The City provides consistent and reliable information (**52%**). This is a decline of 13 percentage points.
 - The City responds quickly to requests or concerns (**47%**). This is a decline of 9 percentage points from 2023.
 - The City makes customer service a priority (**44%**) This is a decline of 15 percentage points from 2023.
 - The City is an open and transparent government (**40%**). This is a decline of 11 percentage points from 2023.



Volunteering

- Nearly one-third (**31%**) of respondents said that they volunteer in their community. This is a 5 percentage point decline from 2023.
- The reported volunteering rate for respondents has adjusted slightly since 2023 with **39%** spending 5 to 10 hours per month and **20%** spending 10 to 20 hours per month volunteering. **9%** of respondents spent more than 15 hours per month volunteering, while those spending less than 5 hours per month increasing to **33%** (a 12 percentage point increase).

Public Engagement

- **7 in 10 (70%)** feel the City provides meaningful opportunities to participate in engagement activities. This is a decline of 6 percentage points from 2023.
- Half of respondents (**53%**) indicated that the City does enough to get the public's input on decisions. This is a decrease of 9 percentage points from 2023.
- About **5 in 10 (51%)** feel the City communicates how it will use public input to help make its decisions. This is a decrease of 10 percentage points from 2023.



Strategic Goal Performance Indicators

- **9 in 10** respondents agreed that Saskatoon is providing a mix of recreation, sport, and cultural facilities year-round (**87%**). This is a decrease of 3 percentage points from 2023.
- Over **8 in 10 residents** feel the City is effectively providing online services (**82%**). This is a decline of 6 percentage points from 2023.
- **70%** of respondents agreed that Saskatoon is an inclusive and welcoming city to all. This is a 1 percentage point decline from 2023.
- **66%** of respondents felt the City is preserving natural resources and protecting the environment. These results are consistent with 2023 results.
- **62%** of respondents reported feeling safe living in the city. This is a decrease of 11 percentage points from 2023.
- **60%** indicated the City is effectively balancing growth throughout the city. This is a decrease of 14 percentage points from 2023.
- **45%** of respondents say the City is investing in a mix of transportation options for moving around. This is a decrease of 9 percentage points from 2023.
- **29%** of respondents indicated that the City is making downtown an appealing destination. This is a decrease of 19 percentage points from 2023. Similarly, **29%** of respondents indicated that the City is on the right path toward making downtown an appealing place to live. This is a decrease of 16 percentage points from 2023.