

# CITY OF SASKATOON

## ANNUAL CIVIC SERVICES SURVEY

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June  
2011



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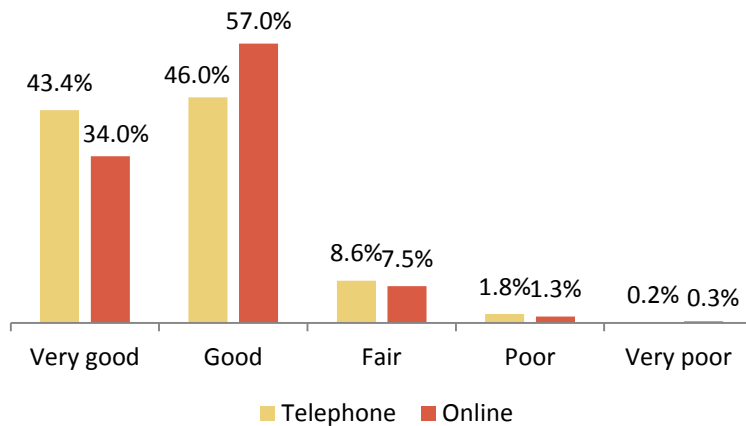
# Executive Summary

The objectives of the survey are to gain insight into:

- Perceptions of the quality of life in Saskatoon
- Population's perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon.
- Tracking perceptions and satisfaction with the above areas over the past several years.

Data were collected between May 26<sup>th</sup> and June 9<sup>th</sup>, 2011. A total of 500 randomly selected Saskatoon residents completed the telephone survey and 821 completed the online survey.

- Perceptions of the quality of life in Saskatoon remain strong among residents. A strong majority of both telephone (89.4%) and online (91.0%) respondents rate the quality of life as either good or very good.



- The most commonly mentioned primary issues respondents desire the greatest attention be paid are the condition of streets and infrastructure. Condition of streets has risen notably in importance, however this may be due to the time of year the survey was conducted.

## Importance of & Satisfaction with Civic Services

- Respondents both online and on the telephone were asked to rate the importance of civic services offered by the City of Saskatoon as well as their service satisfaction.

- The civic services receiving the highest average importance ratings include the quality of drinking water, the maintenance of major roadways and freeways, fire protection services, and police services.
- Maintenance of major roadways, traffic management, and street maintenance are three services where satisfaction ratings fall notably short of importance ratings. Golf courses, ice rinks, and front-street garbage collection are services which conversely received high satisfaction rating which outweigh their relative importance ratings.

Importance and Performance	Telephone Results			Online Results		
	Importance	Performance	Difference	Importance	Performance	Difference
Golf courses	4.7	6.7	2.0	4.6	6.9	2.3
Ice rinks	5.9	6.6	0.7	5.8	6.6	0.8
Front-street garbage collection	6.7	7.5	0.8	6.5	7.3	0.8
Parking enforcement	5.8	6.7	0.9	6.0	6.5	0.5
Outdoor swimming pools	6.2	6.6	0.4	6.1	6.6	0.5
Back-lane garbage collection	6.1	6.2	0.1	5.5	6.1	0.6
Planning and development of the city	8.0	5.9	-2.1	8.5	5.5	-3.0
Recycling initiatives	7.6	5.1	-2.5	7.7	4.9	-2.8
Ice and snow management	8.3	5.5	-2.8	8.8	5.4	-3.4
Street maintenance in your neighbourhood	8.2	5.4	-2.8	8.5	5.2	-3.3
Traffic management	8.1	5.5	-2.6	8.7	5.2	-3.5
Maintenance of major roadways and freeways in the city	8.9	5.0	-3.9	9.1	4.9	-4.2

<ul style="list-style-type: none"> <li>City of Saskatoon social media exposure was very low among surveyed residents, however a noteworthy proportion recall visiting the City of Saskatoon website within the past six months.</li> <li>Younger residents surveyed most commonly had visited the City on Facebook or Twitter.</li> </ul>	<p><u>Civic Services Critical Strengths (high importance, strong performance)</u></p> <ul style="list-style-type: none"> <li>➤ Quality of drinking water</li> <li>➤ Fire protection services</li> <li>➤ Police services</li> <li>➤ Electrical services reliability</li> <li>➤ Treatment of sewage</li> </ul>	<p><u>Civic Service Critical Weaknesses (high importance, weaker performance)</u></p> <ul style="list-style-type: none"> <li>➤ Maintenance of major roadways and freeways</li> <li>➤ Ice and snow management</li> <li>➤ Street maintenance in your neighbourhood</li> <li>➤ Traffic management</li> <li>➤ Recycling initiatives</li> <li>➤ Planning and development of the city</li> <li>➤ Repair of watermain breaks</li> </ul>
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**Conclusions**

- Quality of life perceptions have remained consistently positive overall. Perceptions have notably increased in a number of suburban district areas compared to results from 2010, and now represent consistent positive perceptions in all SDA's.
- Likely based on the time of the year the survey was conducted, street maintenance was much more commonly raised as an issue of importance by residents compared to results from 2010.
- City of Saskatoon social media efforts do not appear to be currently achieving much reach. However, younger residents are slightly more likely to connect with the City on Facebook and Twitter.
- Perceived value for property taxes has slightly decreased among both phone and online Saskatoon resident respondents. However, respondents detailed a low incidence of correct perceptions of how much of their property taxes are utilized for civic services.

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# Introduction and Methodology

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The City of Saskatoon conducts an annual Civic Services Survey with its citizens. Since the late 1990's, this research has been conducted in the fall. For the project in 2011, research was conducted in May of 2011 and this report documents the findings from the latest instalment.

## GOALS AND OBJECTIVES

The objectives of the survey are to gain insight into:

- Perceptions of the quality of life in Saskatoon
- Understanding what citizens believe is the most important issue facing the city
- Population's perceptions of importance and satisfaction relating to the services provided by the City of Saskatoon
- Perceived value for property tax dollars contributed to the city
- Tracking perceptions and satisfaction with the above areas over the past several years
- Address a topical issue for the year (this year the topic was to understand interest in receiving information about City programs and services via social media tools)

Similar surveys have been conducted annually since the late 1990s and, where possible, results are compared to identify trends.

## METHODOLOGY

To achieve the above research objectives, the City of Saskatoon contracted Insightrix Research, Inc. to conduct the civic services survey. The survey process included the following stages:

### Sampling and Data Collection Approach

Historically, this study has been conducted via telephone interviews with randomly selected households within Saskatoon city limits. In 2010, it was determined that the City of Saskatoon would measure the annual civic services among both online respondents and telephone respondents in order to reach cell phone only households and to address declining participation rates in telephone surveys in general.

Online research has become more commonplace and many research companies, including Inshtrix, have begun developing online research panels; i.e. individuals who have agreed to participate in research studies via online. Inshtrix launched its Saskatchewan-focused online panel in 2008. SaskWatch Research™ currently represents more than 11,000 Saskatchewan residents, with more than 3,000 residing in Saskatoon.

It is noted that there are slight differences in respondent behaviours to online studies when compared to telephone studies. Specifically, online respondents tend to offer slightly lower ratings on scale questions such as satisfaction or likelihood of usage. This trend has been noted in several tandem studies conducted by Inshtrix where the same set of questions is polled to a sample of telephone and online respondents. Therefore, to maintain trending capabilities with the historical data from the annual Civic Services Survey, both telephone and online method were used in both the 2010 and 2011 iterations of the study.

#### **Telephone Sampling:**

The sampling approach used in the 2011 telephone study has remained unchanged from 2009 to allow for direct comparisons year over year. Specifically, 500 interviews were conducted with randomly selected households from throughout the city. For consistency, quotas were not set by age and gender (as with previous years). As a result, the distribution of responses does not precisely match the general adult population within the city, yet the distribution of respondents in the 2010 wave is consistent with 2009 and, as such, the results are directly comparable between the time periods. Having said this, the results may not be completely representative of the general public due to a skewing of more females and more individuals over the age of 55 years than is actually the case within the city (refer to the demographics section of the report for complete details). Similarly, the data were not weighted to reflect the actual distribution of the population in the city by age and gender as this was also not done in past waves.

#### **Online Sampling:**

For the online study, given that the age and gender of panel members is known, Inshtrix was able to set precise quotas by both demographic factors to ensure a close match to the general population was achieved. Further, given the modest cost savings associated with conducting online research, the sample size was increased from 500 to 800 for the online wave. This enables more statistically accurate findings and allows for more detailed comparisons to take place by factors such as age, gender, and area of the city. In order to ensure an exact representation of the demographics of Saskatoon, online results were slightly weighted.

### **Distribution of Interviews / Completed Questionnaires:**

The following table outlines the distribution of interviews or completed online questionnaires by the demographic variables discussed. These findings are also compared to the 2006 Census data for the City of Saskatoon.

	Telephone Wave		Online Wave (weighted)		2006 Census*
	Sample size	Proportion	Sample size	Proportion	Proportion
<b>Male</b>	225	45.0 %	393	47.9%	<b>47.8%</b>
<b>Female</b>	275	55.0 %	428	52.1%	<b>52.2%</b>
18-34	100	20.0 %	280	34.0%	<b>33.8%</b>
35-54	200	40.0 %	309	37.6%	<b>37.7%</b>
55+	200	40.0 %	233	28.3%	<b>28.5%</b>
<b>TOTAL</b>	<b>500</b>	<b>100%</b>	<b>821</b>	<b>100%</b>	<b>100%</b>

\* Includes adult population only (aged 18 years or more)

## **Review of Questionnaire**

To maintain the ability to track results with previous years, the questionnaire has remained virtually unchanged. However, Inshtrix assisted in developing the topical question for this year with City representatives. To accommodate the online version of the study, questionnaire wording was adjusted where needed, although the meaning of the questions has remained unchanged.

## **Data Collection**

### **Telephone:**

Data were collected via telephone interviews with randomly selected households within Saskatoon city limits. Household contact information was provided by ASDE Survey Sampler, Inc., a reputable sample firm based in Canada. Trained telephone interviewers contacted potential respondents, asking for their voluntary participation in the study. A total of 500 interviews were completed.

### **Online:**

Randomly selected panel members living within the city were invited to participate in the research study via an email message which included a link to the online survey. Those who did not respond within one week of receiving the invitation were sent a reminder invitation. A total of 821 online questionnaires were completed.

Data were collected between May 26<sup>th</sup> and June 9<sup>th</sup>, 2011. A total of 500 randomly selected Saskatoon residents completed the telephone survey and 821 completed the online survey. The

margin of error for the telephone research is  $\pm 4.4$  percentage points, at the 95% confidence interval (19 times out of 20). Margins of error of sub-groupings of the sample (such as age and neighbourhood) will be larger. Because the online research is considered a non-probability proportional sampling technique (i.e. not every citizen in the city had an equal opportunity to participate in the research – only those on the panel had an opportunity to participate), a margin of error cannot be provided for the online study. However, this does not detract from the quality or representativeness of the data collected via the online study. Rather, the margin of error metric cannot be applied to this type of research.

## Analysis and Reporting

Insightrix has produced this report, which includes frequencies, cross-tabulations, key findings, and additional analysis. Where possible, results have been compared to previous waves of research.

Each survey question was analysed by all appropriate demographic variables, including suburban area, age, and gender. Notable differences have been highlighted in this report. A standard alpha value of less than 0.05 is considered statistically significant. This means that there is less than a 5% chance that the results would have occurred by chance.

## RESEARCH NOTE

Results between the 2011 telephone wave of research and past research waves are directly comparable. However, given the difference in sample distribution between the 2010 and 2011 telephone and online research waves, along with the mode bias noted earlier (i.e. online respondents tend to offer lower ratings in general), comparisons between the telephone and online research should be done with caution. Online results from 2010 and 2011 have been presented together for comparison sake.

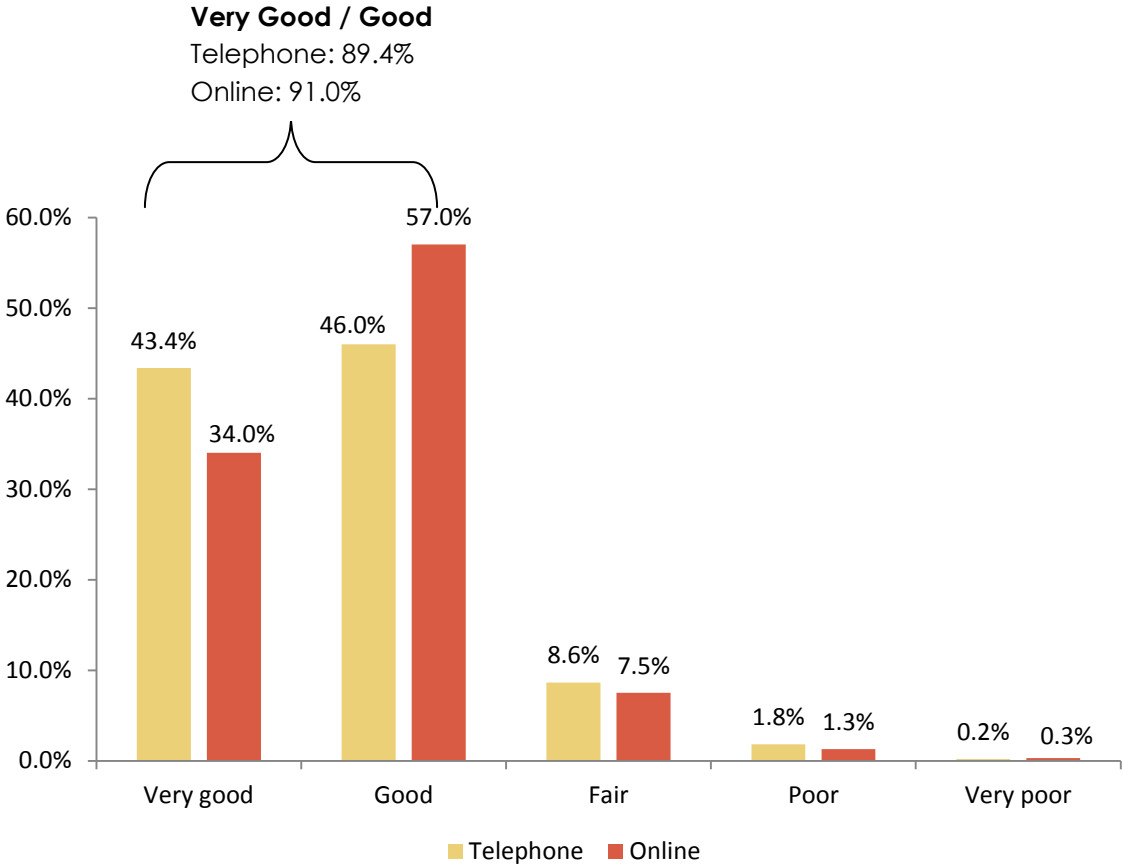
Because of the larger sample size and the objective of transitioning the Saskatoon Civic Services Survey to an online methodology, any demographic cross tabulation results have been based solely on online respondents.

# Study Results

## QUALITY OF LIFE AND IMPORTANT ISSUES FACING THE CITY

### Current Perceived Quality of Life

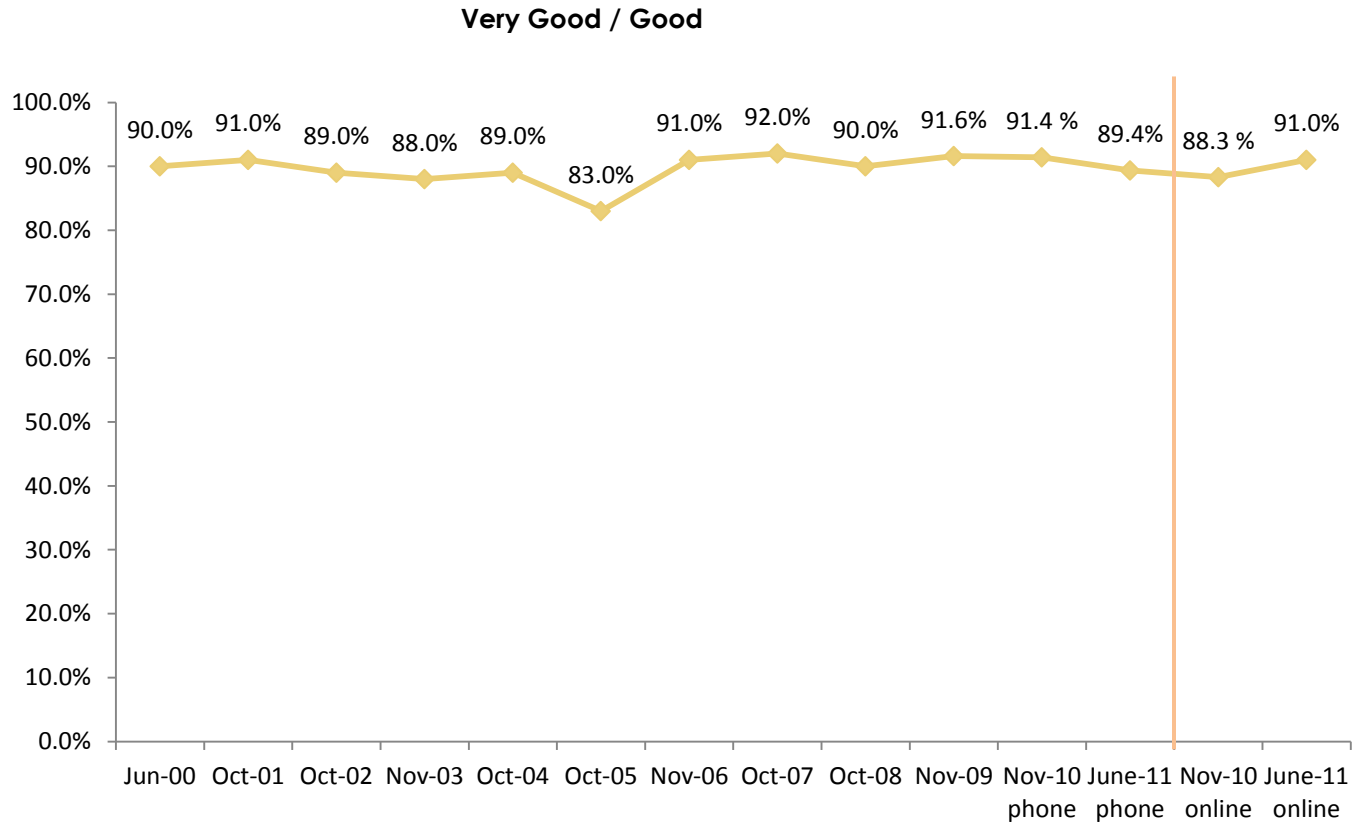
The quality of life in Saskatoon is rated strongly among both online and phone respondents. In particular, over four in ten (43.4%) rate their quality of life as very good, while an additional 46.0% rate the quality of life as good. Among online respondents, one third (34.0%) rate the quality of life in the city as very good, while over one half (57.0%) rate the quality as good.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, telephone n=500; online n=804.

## Tracking Perceptions of Quality of Life

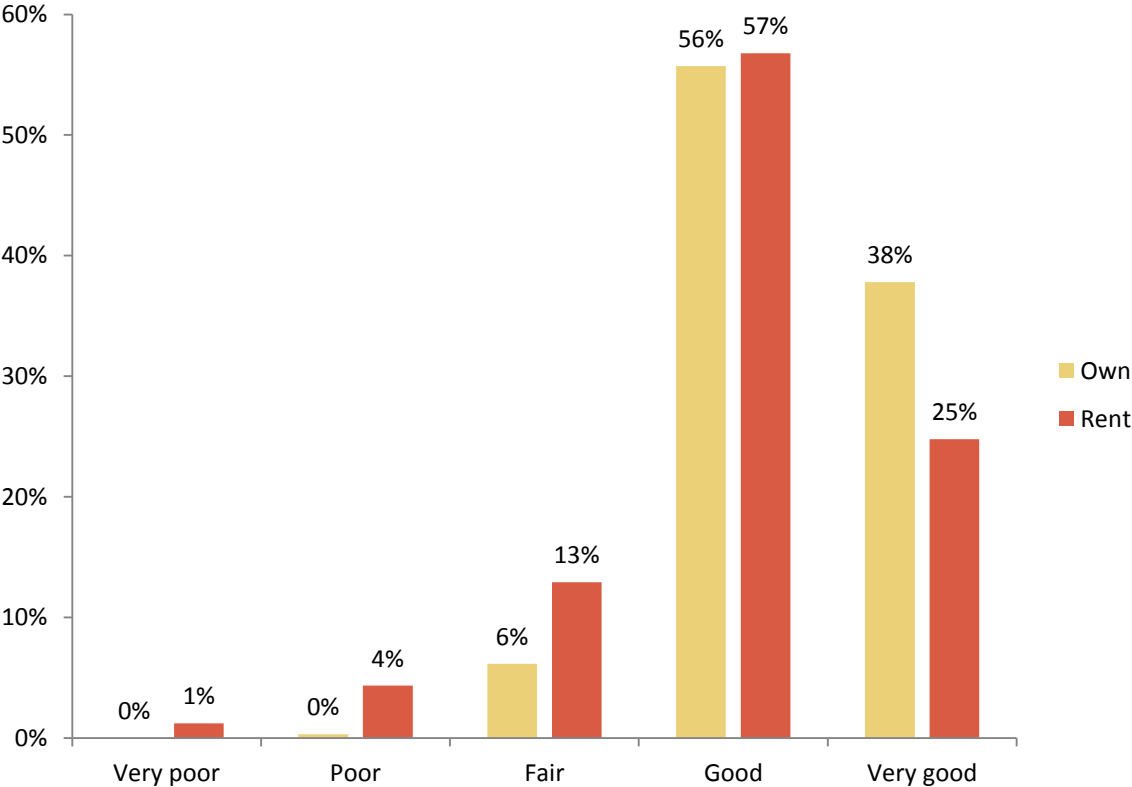
As in previous years, a strong majority of respondents rate the quality of life in Saskatoon as either good or very good. Nine in ten (89.4%) phone and a similar proportion (91.0%) of online respondents each classify the quality of life in this way.



# Quality of Life – Demographic Differences (online respondents only)

## Quality of Life by Home Ownership

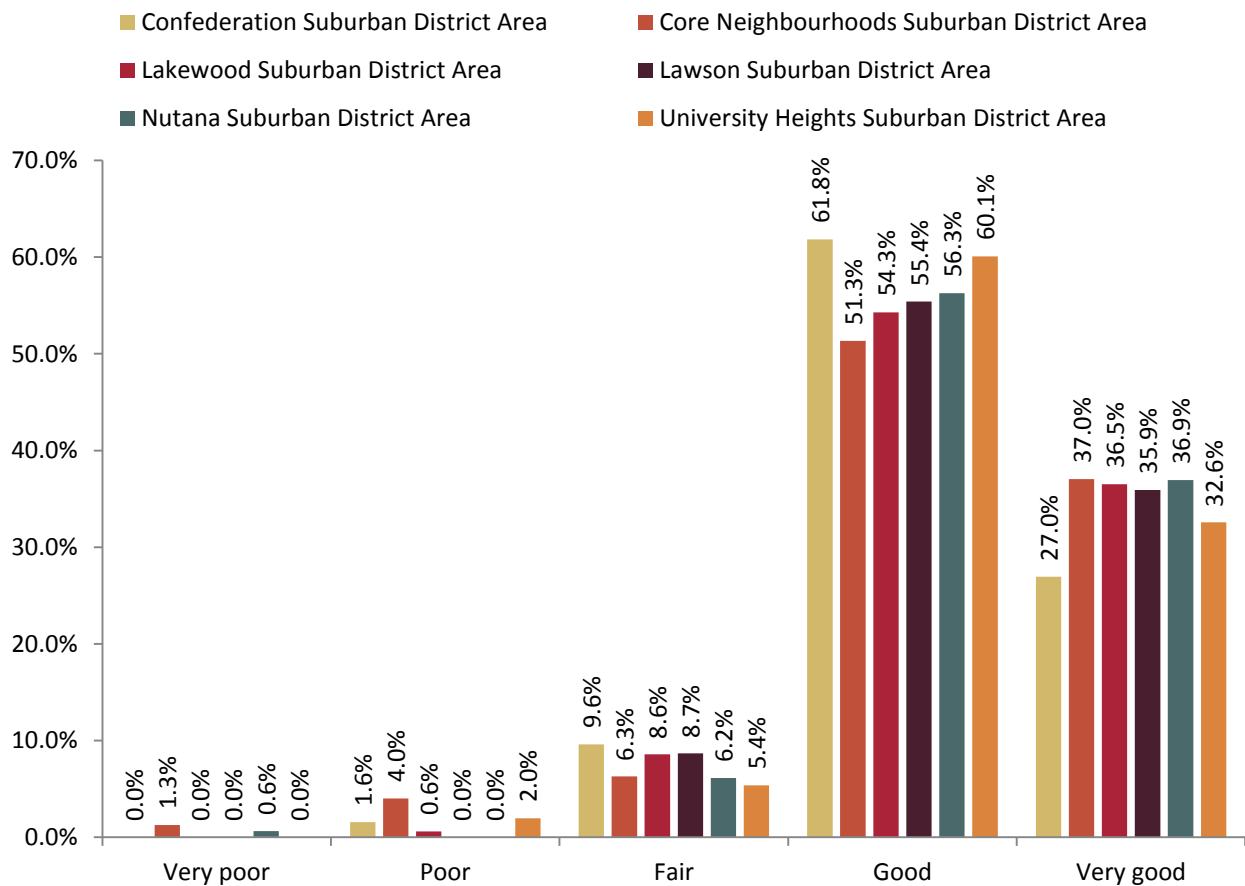
As expected, Saskatoon residents who have invested in community home ownership more commonly rate the quality of life in the city as very good. While those who rent still provide strong ratings, they are more likely to rate the quality of life as fair.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, online n=821.

## Quality of Life by Suburban District Area

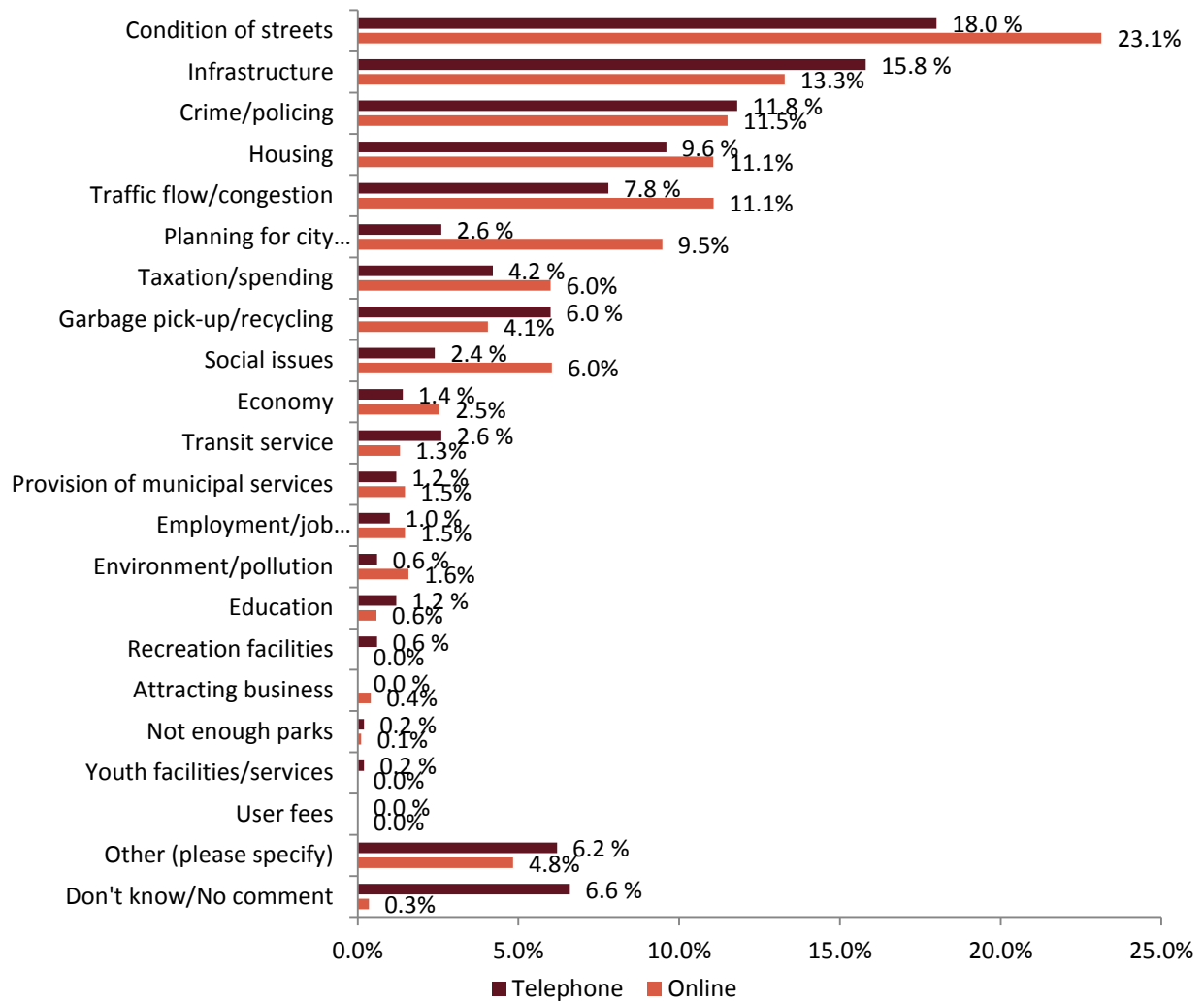
Saskatoon quality of life perceptions have adjusted somewhat compared to results from 2010. In 2010, some significant difference between neighbourhoods existed among quality of life perceptions. In 2011, this disparity has evolved into consistent quality of life ratings within all suburban district areas.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, online n=813.

## Most Important Issue Facing Saskatoon

Most commonly among both telephone and online respondents, the condition of streets was referenced as the single most important issue that should receive the greatest attention (18.0% and 23.1% respectively). Infrastructure was mentioned by over one in ten (15.8% phone, 13.3% online), similar to crime/policing (11.8% phone, 11.5% online). Other issues were provided by less than one in ten.



2. 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? Base: All respondents, telephone n=500; online n=822.

## Tracking Most Important Issue Facing Saskatoon

Condition of streets emerged as an increasing prevalence top of mind issue among respondents. Mentions of this issue increased 7 percentage points among telephone respondents (11% 2010, 18% 2011) and 20 percentage points among online mentions (3% 2010, 23% online). Other issues adjusted in importance slightly, with online and phone mentions being fairly close together.

Research note: Data collection in 2011 was conducted in the spring when roads were more likely to be damaged and in need of repair after the winter season as opposed to later in the summer as in previous waves of research.

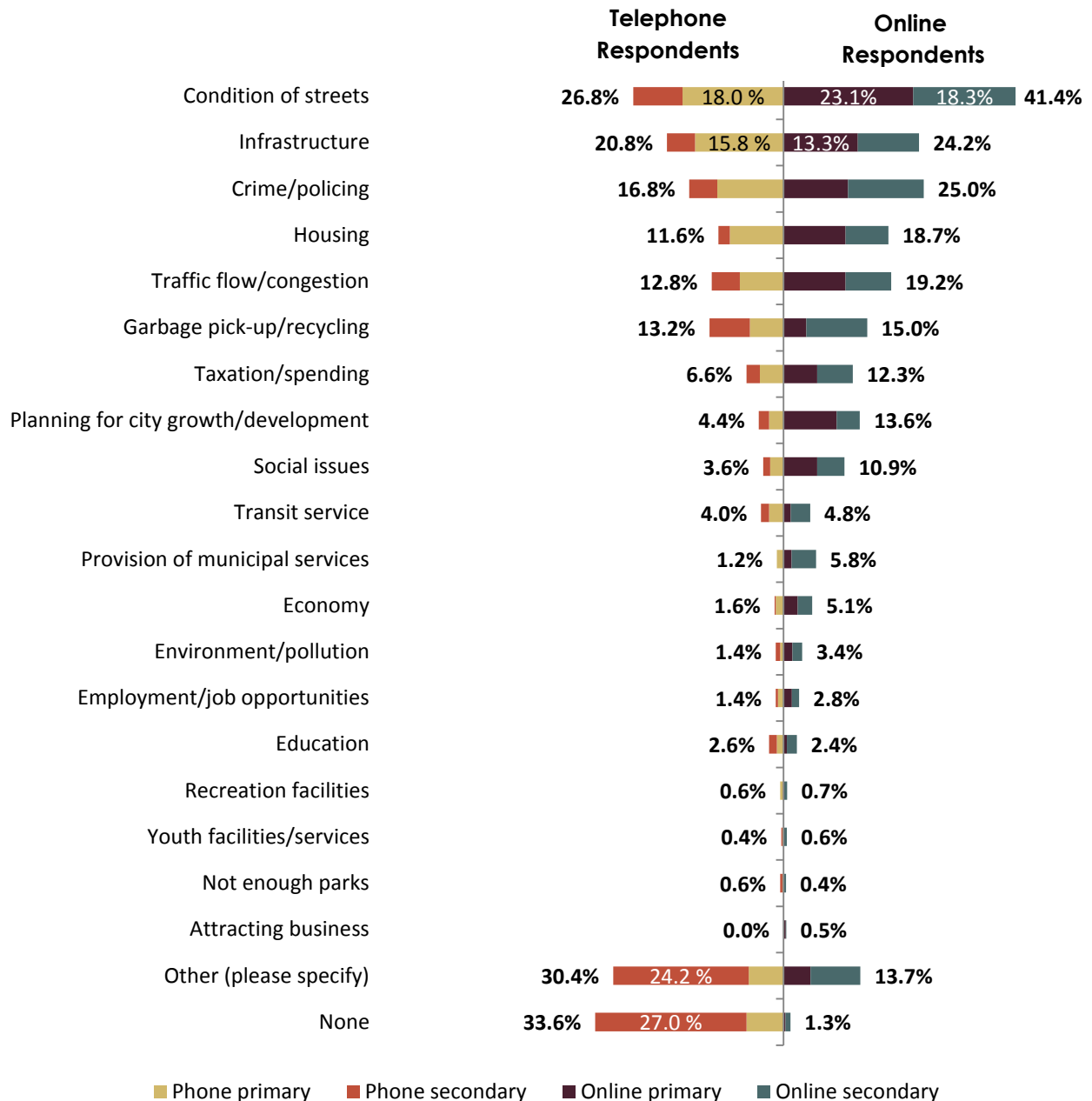
Issues	Comparative Tracking							
	2008	2009	2010 Phone	2011 Telephone	Telephone Difference from 2010	2010 Online	2011 Online	Telephone Difference from 2010
<b>Traffic flow/congestion</b>	9%	8%	18%	8%	-10%	16%	11%	-5%
<b>Condition of streets</b>	8%	4%	11%	18%	7%	3%	23%	20%
<b>Social issues</b>	10%	4%	6%	2%	-4%	12%	6%	-6%
<b>Infrastructure/roads</b>	4%	6%	8%	16%	8%	20%	13%	-7%
<b>Crime/policing</b>	18%	16%	16%	12%	-4%	20%	12%	-8%
<b>Housing</b>	13%	8%	7%	10%	3%	10%	11%	1%
<b>Planning for growth/development</b>	6%	10%	7%	3%	-4%	11%	9%	-2%
<b>Taxation/spending</b>	9%	11%	5%	4%	-1%	6%	6%	0%

2. 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?

Base: All respondents, telephone n=500; online n=822.

## Total Primary and Secondary Issues

The following chart includes all primary and secondary issue mentions by telephone and online respondents. The condition of city streets, infrastructure issues, and crime/policing continue to represent the top three issues identified by both phone and online respondents.



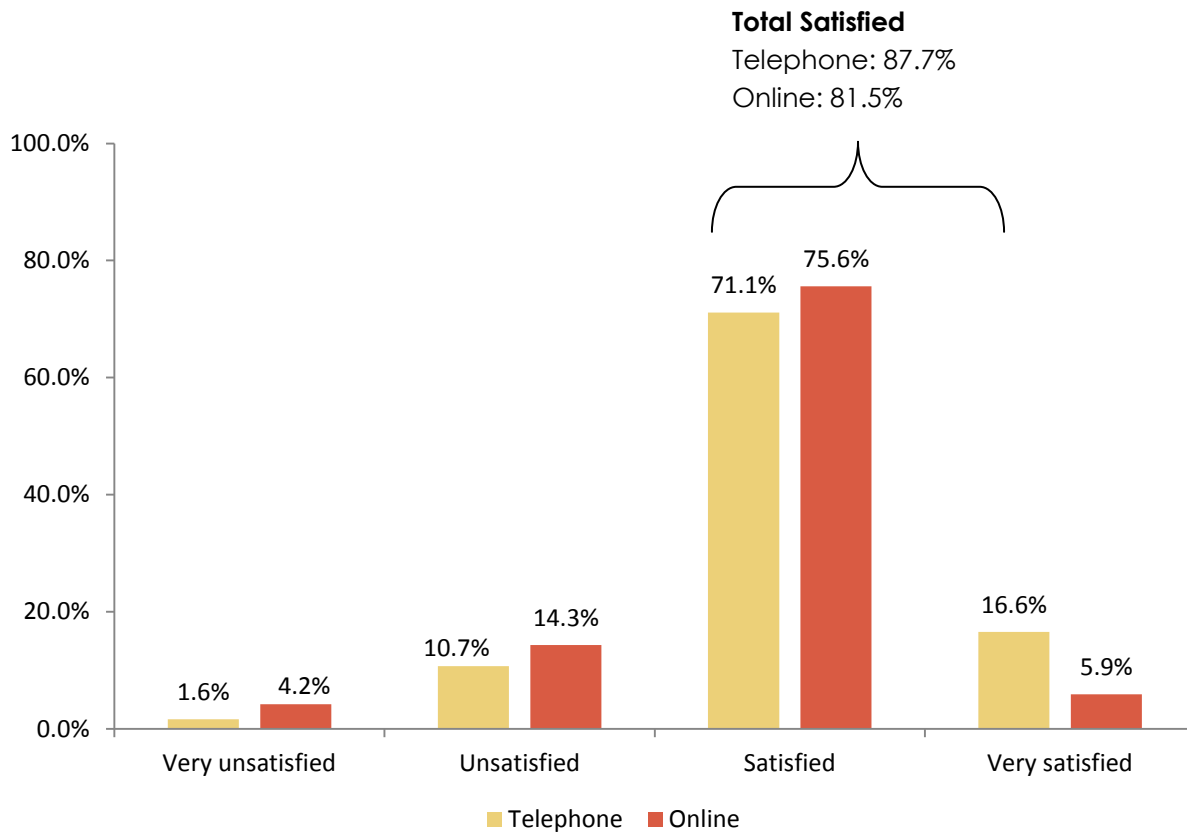
2. In your opinion, what is the single most important issue facing the City of Saskatoon, that is, the one issue you feel should receive the greatest attention?

3. Is there any other issue, which you feel is also important, and should receive priority attention? Base: All respondents, n=500; online n=822.

# CIVIC SERVICES SATISFACTION

## Overall Satisfaction

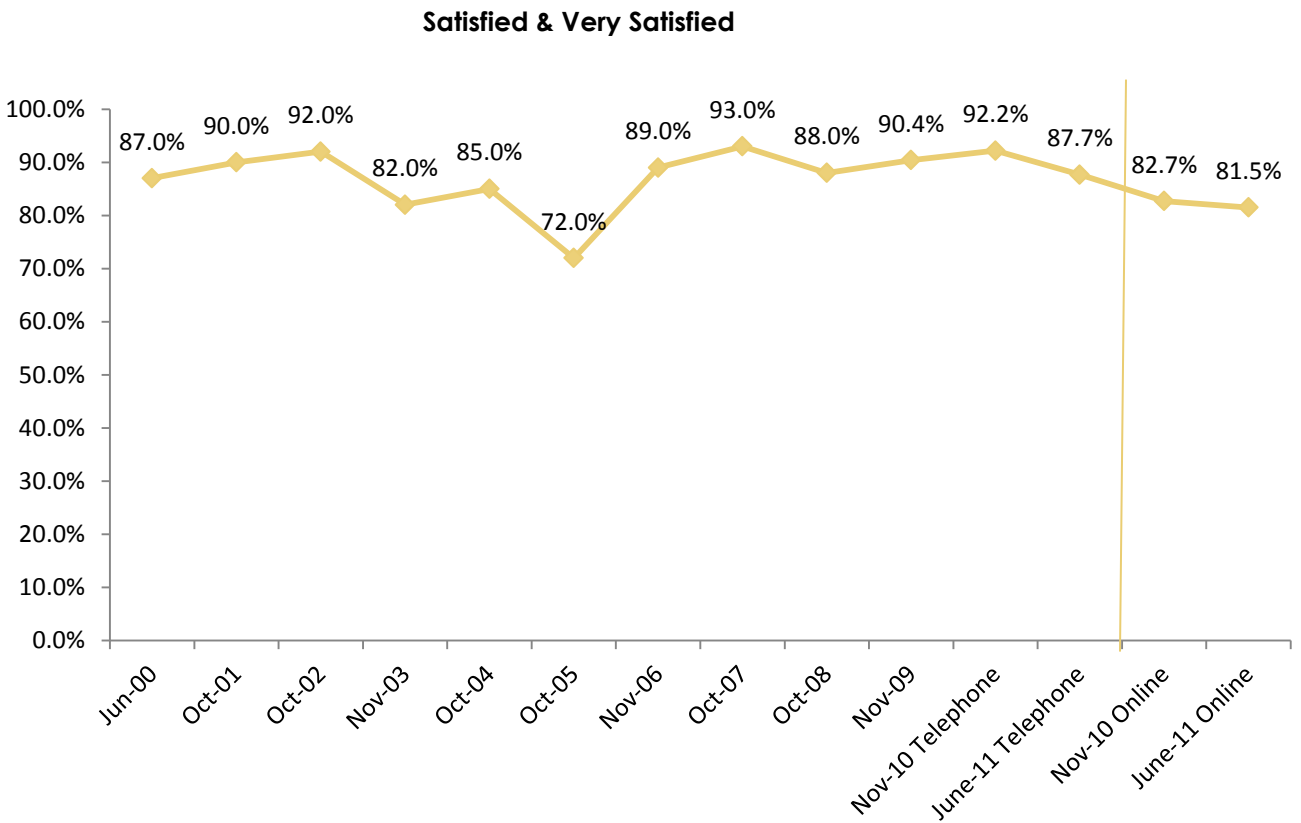
A strong majority of respondents feel they are satisfied with the overall level of services provided by the City of Saskatoon. In particular, seven in ten (70.4%) telephone respondents and three quarters (75.6%) of online respondents indicate such satisfaction. A further 16.4% of phone respondents and one in twenty (5.9%) online respondents are very satisfied with the level of service.



6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents, excluding don't know, telephone, n=495, online, n=821.

## Tracking Overall Satisfaction

Overall satisfaction has softened somewhat among telephone respondents, lowering from a total of about nine in ten in 2010 (92.2%) who were either satisfied or very satisfied with the level of services provided by the City, towards more than eight in ten (87.7%) who are similarly satisfied in 2011. Among online respondents, satisfaction has remained fairly consistent, with eight in ten in both 2010 (82.7%) and 2011 (81.5%) reporting they are either satisfied or very satisfied with the level of services.



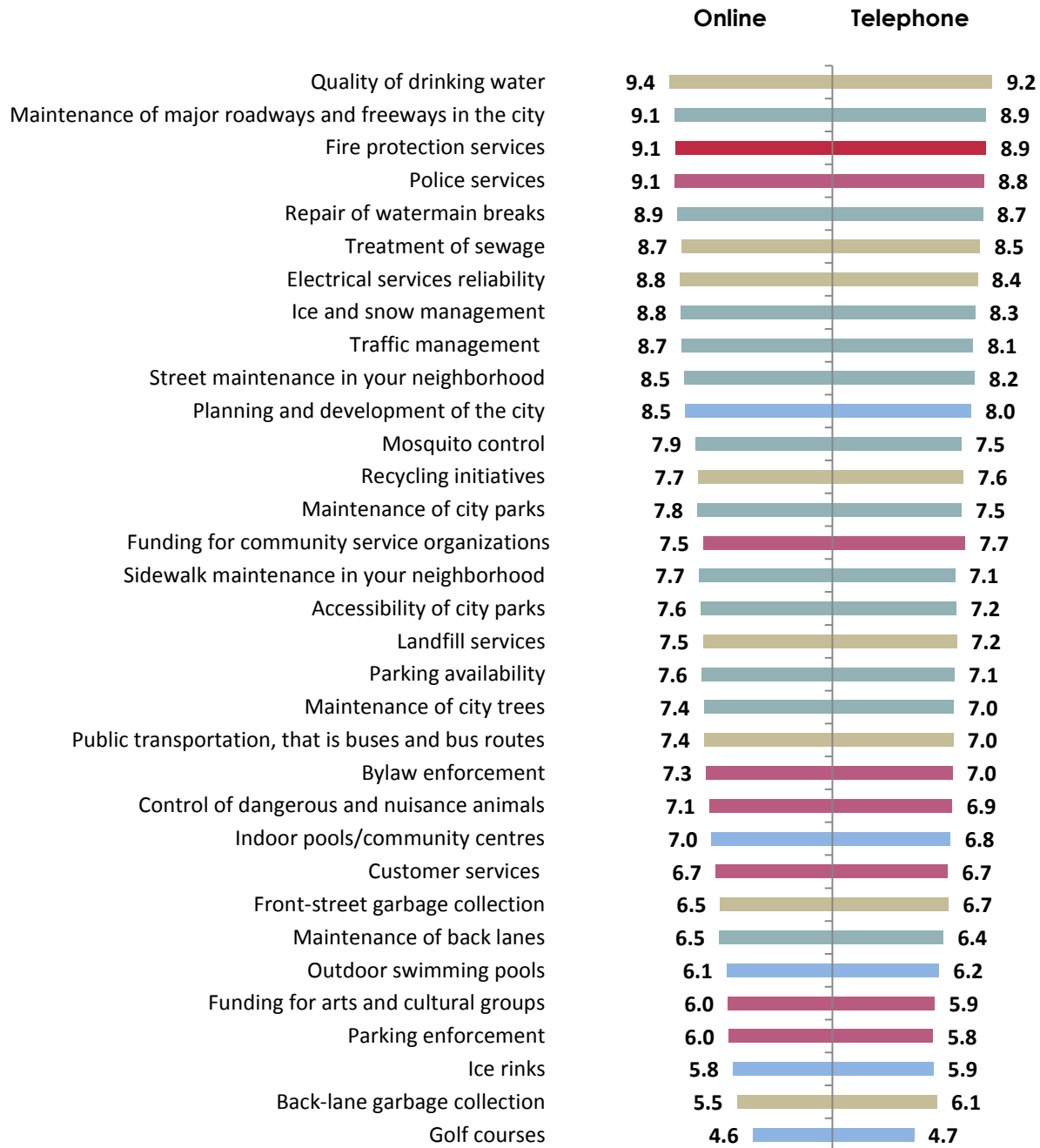
6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents, excluding don't know, telephone, n=495, online, n=821.

## Importance of Specific Civic Services

Respondents were asked to rate the importance of a wide range of civic services available to citizens using a scale from 1 to 10, where '1' means that the service is not at all important and should not be given any priority, '10' means the service is extremely important and should be given top priority, and '5' means the service is neither important nor unimportant. For ease of reporting, these services have been coded into the City department for which this service falls, as follows:

<b>Infrastructure Services</b> <ul style="list-style-type: none"><li>• Street maintenance in your neighbourhood</li><li>• Sidewalk maintenance in your neighbourhood</li><li>• Maintenance of major roadways and freeways in the city</li><li>• Traffic management</li><li>• Maintenance of City trees</li><li>• Maintenance of City parks</li><li>• Accessibility of City parks</li><li>• Ice and snow management</li><li>• Repair of watermain breaks</li><li>• Maintenance of back lanes</li><li>• Parking availability</li><li>• Mosquito control</li></ul>	<b>Fire and Protective Services</b> <ul style="list-style-type: none"><li>• Fire protection services</li></ul>
<b>Utility Services</b> <ul style="list-style-type: none"><li>• Public transportation, buses and bus routes</li><li>• Quality of drinking water</li><li>• Treatment of sewage</li><li>• Front-street garbage collection</li><li>• Back-lane garbage collection</li><li>• Recycling initiatives</li><li>• Landfill services</li><li>• Electrical services reliability</li></ul>	<b>Other</b> <ul style="list-style-type: none"><li>• Funding for arts and cultural groups</li><li>• Funding for community service organizations</li><li>• Customer services</li><li>• Control of dangerous and nuisance animals</li><li>• Parking enforcement</li><li>• Bylaw enforcement</li><li>• Police Services</li></ul>
	<b>Community Services</b> <ul style="list-style-type: none"><li>• Outdoor swimming pools</li><li>• Ice rinks</li><li>• Golf courses</li><li>• Indoor pools/community centres</li><li>• Planning and development of the city</li></ul>

Among both telephone and online respondents in 2011, the services rated the highest in terms of importance include *quality of drinking water, maintenance of major roadways, fire protection services, and police services*. With a few minor exceptions, online and telephone results are fairly consistent.



4. The City of Saskatoon is responsible for providing a variety of different services to you as a resident of the City. I'm going to read you a list of some of these services, and I'd like you to tell me how important each service is to you using a scale of 1 to 10, where 1 means that the service is "Not at all important" and should not be given any priority, 10 means the service is "Extremely important" and should be given top priority, and 5 means the service is neither important nor unimportant to you. Base: All respondents excluding "don't know" responses.

## Tracking Importance of Services

The following chart illustrates the changing importance ratings provided to city services.

City of Saskatoon Services:	2008	2009	2010 Telephone	2011 Telephone	2011 Difference	2010-online	2011 Online	2011 Difference (online)
Mosquito control	8.1	7.2	7.3	7.5	0.2	7.7	7.9	0.2
Street maintenance in your neighbourhood	8.0	8.0	8.2	8.2	0.0	8.3	8.5	0.2
Accessibility of city parks	8.1	7.8	7.4	7.2	-0.2	7.4	7.6	0.2
Maintenance of city trees	8.0	7.3	7.0	7.0	0.0	7.3	7.4	0.1
Bylaw enforcement	7.9	7.4	7.2	7.0	-0.2	7.2	7.3	0.1
Parking availability	7.9	7.2	7.2	7.1	-0.1	7.5	7.6	0.1
Sidewalk maintenance in your neighbourhood	7.5	7.2	7.2	7.1	-0.1	7.7	7.7	0.0
Maintenance of major roadways and freeways in the City	8.5	8.6	8.7	8.9	0.2	9.1	9.1	0.0
Maintenance of city parks	8.3	7.8	7.5	7.5	0.0	7.8	7.8	0.0
Front-street garbage collection	7.4	6.9	6.7	6.7	0.0	6.5	6.5	0.0
Maintenance of back lanes	7.3	6.4	6.4	6.4	0.0	6.5	6.5	0.0
Golf courses	5.4	5.4	4.8	4.7	-0.1	4.6	4.6	0.0
Police services	9.4	9.0	9.0	8.8	-0.2	9.1	9.1	0.0
Fire protection services	9.4	9.0	9.1	8.9	-0.2	9.1	9.1	0.0
Control of dangerous and nuisance animals	6.7	6.9	7.0	6.9	-0.1	7.1	7.1	0.0
Parking enforcement	6.8	6.4	5.9	5.8	-0.1	6.0	6.0	0.0
Indoor pools/community centres	7.7	7.2	7.2	6.8	-0.4	7.0	7.0	0.0
Funding for community service organizations	8.3	7.8	7.8	7.7	-0.1	7.5	7.5	0.0
Repair of watermain breaks**	9.1	8.8	8.7	8.7	0.0	9.0	8.9	-0.1
Funding for arts and cultural groups	7.0	6.1	6.1	5.9	-0.2	6.1	6.0	-0.1
Electrical services reliability	9.3	8.7	8.7	8.4	-0.3	8.9	8.8	-0.1
Planning and development of the city	8.7	8.3	8.1	8.0	-0.1	8.6	8.5	-0.1
Quality of drinking water	9.6	9.3	9.3	9.2	-0.1	9.5	9.4	-0.1
Landfill services	8.2	7.5	7.4	7.2	-0.2	7.6	7.5	-0.1
Ice and snow management	9.0	8.3	8.5	8.3	-0.2	8.9	8.8	-0.1
Outdoor swimming pools	6.4	6.1	6.2	6.2	0.0	6.2	6.1	-0.1
Treatment of sewage	9.5	9.2	8.8	8.5	-0.3	8.8	8.7	-0.1
Public transportation	6.8	7.2	7.3	7.0	-0.3	7.6	7.4	-0.2
Customer services	8.0	7.2	6.8	6.7	-0.1	6.9	6.7	-0.2
Ice rinks	6.6	6.2	6.3	5.9	-0.4	6.0	5.8	-0.2
Recycling initiatives	8.8	8.0	7.9	7.6	-0.3	8.0	7.7	-0.3
Back-lane garbage collection	7.8	6.5	6.0	6.1	0.1	5.8	5.5	-0.3
Traffic management	8.3	8.1	8.4	8.1	-0.3	9.0	8.7	-0.3

## Assessment of City’s Performance Delivering Civic Services

Subsequent to receiving importance ratings, respondents were asked to rate their assessment of how well the City is delivering civic services. Using a 10 point scale, where 1 is “very poor” and 10 is “excellent”, the services that received the highest average ratings include the *quality of drinking water, fire protection services, and electrical services reliability*. As anticipated, ratings from online respondents are generally somewhat lower than assessments provided by telephone respondents, but directionally consistent overall.



5. Now I would like you to tell me how the City of Saskatoon is doing in delivering these services. We’ll use the same scale of 1 to 10, where 1 means that the service is “Very poor”, 10 means the service is “Excellent” and 5 means the service is “Average”. Remember, you can pick any number from 1 to 10. Base: All respondents excluding “don’t know” responses.

## Tracking Performance Delivering Services

The following chart illustrates the change in average satisfaction ratings for all services. For more services, satisfaction has remained consistent. Street maintenance in neighbourhoods and maintenance of major roadways and freeways are two services where satisfaction has notably declined from 2010 among both telephone and online respondents.

City of Saskatoon Services:	2008	2009	2010 Telephone	2011 Telephone	Differences 2010 - 2011	2010 Online	2011 Online	Differences 2010 - 2011 (online)
Ice and snow management	6.1	5.9	5.5	5.5	0.0	5.0	5.4	0.4
Traffic management	5.7	5.8	5.6	5.5	-0.1	4.8	5.2	0.4
Police services	7.7	7.6	7.6	7.5	-0.1	7.1	7.5	0.4
Bylaw enforcement	7.1	6.5	6.6	6.4	-0.2	6.0	6.3	0.3
Accessibility of City parks	7.6	7.7	7.8	7.6	-0.2	7.2	7.4	0.2
Control of dangerous animals*	6.6	6.8	6.8	6.6	-0.2	6.4	6.6	0.2
Quality of drinking water	8.8	8.5	8.7	8.4	-0.3	8.4	8.6	0.2
Ice rinks	6.7	6.6	6.5	6.6	0.1	6.4	6.6	0.2
Funding for community service organizations	6.3	6.3	6.4	6.1	-0.3	5.9	6.1	0.2
Electrical services reliability	8.6	8.3	8.4	8.0	-0.4	8.2	8.3	0.1
Maintenance of City trees	7.5	7.2	7.2	7.1	-0.1	6.8	6.9	0.1
Landfill services	6.9	6.8	7.0	6.8	-0.2	6.7	6.8	0.1
Treatment of sewage	8.4	7.7	7.9	7.5	-0.4	7.7	7.8	0.1
Planning and development of the city	6.4	6.1	6.2	5.9	-0.3	5.4	5.5	0.1
Fire protection services	8.7	8.4	8.6	8.4	-0.2	8.3	8.4	0.1
Outdoor swimming pools	6.5	6.6	6.7	6.6	-0.1	6.5	6.6	0.1
Indoor pools/community centres	7.4	7.4	7.4	7.3	-0.1	7.0	7.1	0.1
Parking enforcement	7.2	6.8	7.0	6.7	-0.3	6.4	6.5	0.1
Repair of watermain breaks**	7.5	7.4	7.4	7.1	-0.3	6.9	7.0	0.1
Customer services	7.4	6.9	7.1	6.8	-0.3	6.4	6.5	0.1
Parking availability	6.0	5.8	6.0	5.6	-0.4	5.5	5.5	0.0
Recycling initiatives	5.5	5.2	5.4	5.1	-0.3	4.9	4.9	0.0
Funding for arts and cultural groups	6.3	6.1	6.0	6.0	0.0	6.0	6.0	0.0
Golf courses	7.2	7.0	6.8	6.7	-0.1	6.9	6.9	0.0
Front-street garbage collection	7.5	7.3	7.5	7.5	0.0	7.3	7.3	0.0
Maintenance of back lanes	5.8	5.7	5.7	5.2	-0.5	5.3	5.2	-0.1
Public transportation	6.3	6.7	6.6	6.2	-0.4	5.9	5.8	-0.1
Sidewalk maintenance in your neighbourhood	5.6	6.1	6.1	5.9	-0.2	5.7	5.6	-0.1
Maintenance of City parks	7.4	7.3	7.4	7.1	-0.3	7.1	6.9	-0.2
Mosquito control	6.8	6.7	6.1	5.5	-0.6	5.7	5.5	-0.2
Back-lane garbage collection	7.4	6.7	6.6	6.2	-0.4	6.4	6.1	-0.3
Maintenance of major roadways and freeways	6.3	6.4	6.0	5.0	-1.0	5.4	4.9	-0.5
Street maintenance in your neighbourhood	5.8	6.2	6.3	5.4	-0.9	5.8	5.2	-0.6

5. Now I would like you to tell me how the City of Saskatoon is doing in delivering these services. We'll use the same scale of 1 to 10, where 1 means that the service is "Very poor", 10 means the service is "Excellent" and 5 means the service is "Average". Remember, you can pick any number from 1 to 10. Base: All respondents excluding "don't know" responses.

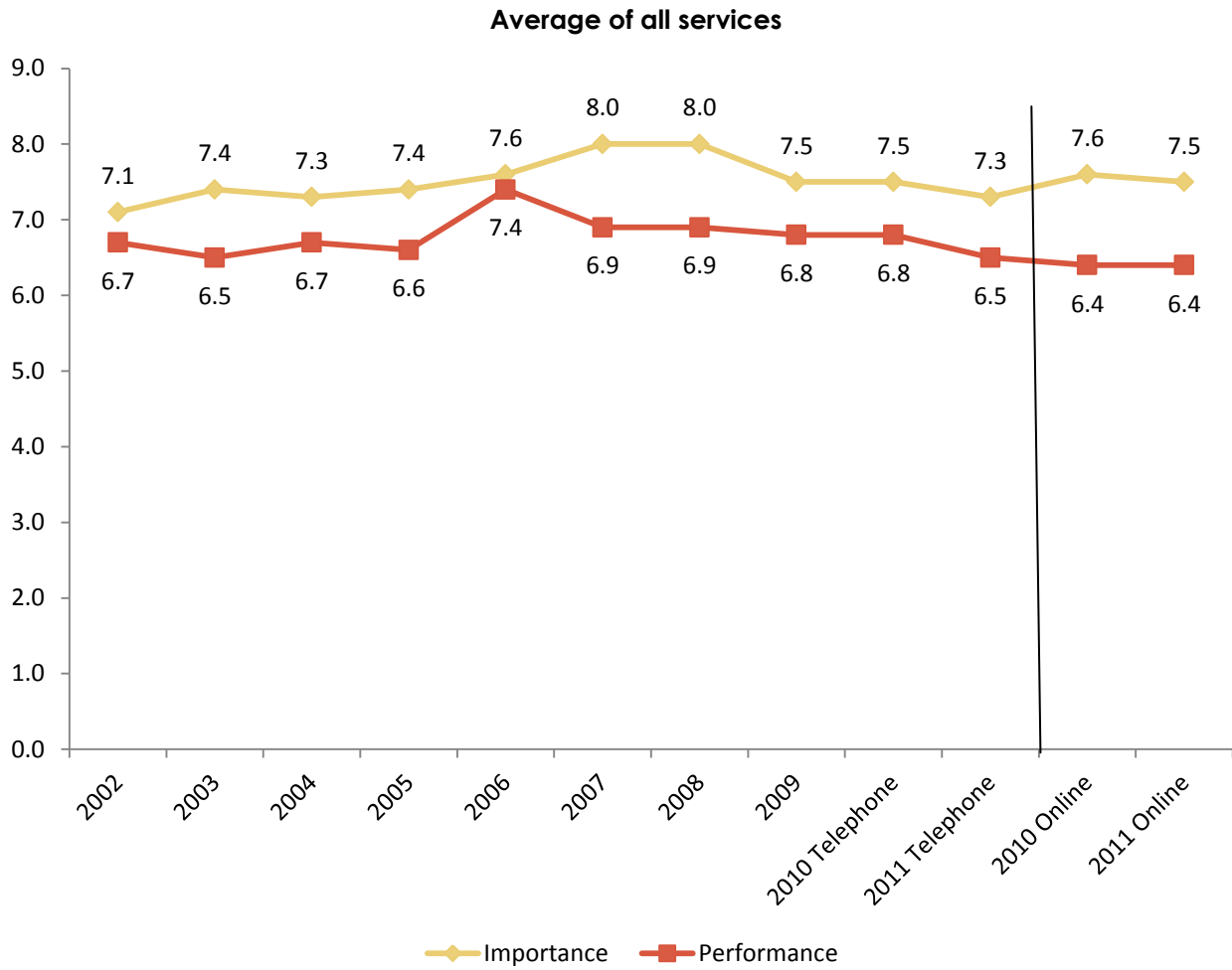
## Comparing Importance and Performance

In order to identify any areas of perceived performance deficiency, importance ratings and satisfaction ratings were compared. Golf courses are one service which is rated with a lower degree of importance, yet a high degree of satisfaction. Conversely, a number of service areas received notably lower satisfaction ratings compared to their relative importance ratings. The most notable services characterized in this way include ice and snow management, neighbourhood street maintenance, traffic management, and maintenance of major roadways and freeways.

	Telephone Results			Online Results		
	Importance	Performance	Difference	Importance	Performance	Difference
<b>Golf courses</b>	4.7	6.7	2.0	4.6	6.9	2.3
<b>Ice rinks</b>	5.9	6.6	0.7	5.8	6.6	0.8
<b>Front-street garbage collection</b>	6.7	7.5	0.8	6.5	7.3	0.8
<b>Back-lane garbage collection</b>	6.1	6.2	0.1	5.5	6.1	0.6
<b>Parking enforcement</b>	5.8	6.7	0.9	6.0	6.5	0.5
<b>Outdoor swimming pools</b>	6.2	6.6	0.4	6.1	6.6	0.5
<b>Indoor pools/community centres</b>	6.8	7.3	0.5	7.0	7.1	0.1
<b>Funding for arts and cultural groups</b>	5.9	6.0	0.1	6.0	6.0	0.0
<b>Accessibility of city parks</b>	7.2	7.6	0.4	7.6	7.4	-0.2
<b>Customer services</b>	6.7	6.8	0.1	6.7	6.5	-0.2
<b>Maintenance of city trees</b>	7.0	7.1	0.1	7.4	6.9	-0.5
<b>Control of dangerous and nuisance animals</b>	6.9	6.6	-0.3	7.1	6.6	-0.5
<b>Electrical services reliability</b>	8.4	8.0	-0.4	8.8	8.3	-0.5
<b>Fire protection services</b>	8.9	8.4	-0.5	9.1	8.4	-0.7
<b>Landfill services</b>	7.2	6.8	-0.4	7.5	6.8	-0.7
<b>Quality of drinking water</b>	9.2	8.4	-0.8	9.4	8.6	-0.8
<b>Maintenance of city parks</b>	7.5	7.1	-0.4	7.8	6.9	-0.9
<b>Treatment of sewage</b>	8.5	7.5	-1.0	8.7	7.8	-0.9
<b>Bylaw enforcement</b>	7.0	6.4	-0.6	7.3	6.3	-1.0
<b>Maintenance of back lanes</b>	6.4	5.2	-1.2	6.5	5.2	-1.3
<b>Funding for community service organizations</b>	7.7	6.1	-1.6	7.5	6.1	-1.4
<b>Police services</b>	8.8	7.5	-1.3	9.1	7.5	-1.6
<b>Public transportation, that is buses and bus routes</b>	7.0	6.2	-0.8	7.4	5.8	-1.6
<b>Repair of watermain breaks</b>	8.7	7.1	-1.6	8.9	7.0	-1.9
<b>Parking availability</b>	7.1	5.6	-1.5	7.6	5.5	-2.1
<b>Sidewalk maintenance in your neighborhood</b>	7.1	5.9	-1.2	7.7	5.6	-2.1
<b>Mosquito control</b>	7.5	5.5	-2.0	7.9	5.5	-2.4
<b>Recycling initiatives</b>	7.6	5.1	-2.5	7.7	4.9	-2.8
<b>Planning and development of the city</b>	8.0	5.9	-2.1	8.5	5.5	-3.0
<b>Street maintenance in your neighborhood</b>	8.2	5.4	-2.8	8.5	5.2	-3.3
<b>Ice and snow management</b>	8.3	5.5	-2.8	8.8	5.4	-3.4
<b>Traffic management</b>	8.1	5.5	-2.6	8.7	5.2	-3.5
<b>Maintenance of major roadways and freeways in the city</b>	8.9	5.0	-3.9	9.1	4.9	-4.2

## Tracking Importance and Performance

Overall aggregate averages for importance and performance of all statements combined have remained relatively consistent since 2007. As noted earlier, satisfaction ratings are slightly lower for most statements among online respondents.



Aggregate Average	2002	2003	2004	2005	2006	2007	2008	2009	2010 Telephone	2011 Telephone	2010 Online	2011 Online
<b>Importance</b>	7.1	7.4	7.3	7.4	7.6	8	8	7.5	7.5	7.3	7.6	7.5
<b>Performance</b>	6.7	6.5	6.7	6.6	7.4	6.9	6.9	6.8	6.8	6.5	6.4	6.4

## Quadrant Analysis

To more clearly delineate areas of strength and weakness in the City of Saskatoon service offerings, a quadrant analysis was performed for each service using importance of and performance with the service features. Quadrants have been divided based on average importance ratings for all services measured (7.5) and a minimum performance average threshold defined by the City of 7.5. The four quadrants are defined as follows:

### Critical Weaknesses (Top Left Quadrant)

Critical Weaknesses represent services believed to be of comparatively high importance yet opinion on performance of such services is comparatively lower. As a result, these are top priority areas in which more effort could be placed to improve performance.

### Latent Weaknesses (Bottom Left Quadrant)

Latent Weaknesses represent services believed to be comparatively lower in importance and, at the same time, have lower performance assessments. These issues should be monitored as, if importance in these areas increases, efforts may be required to improve performance.

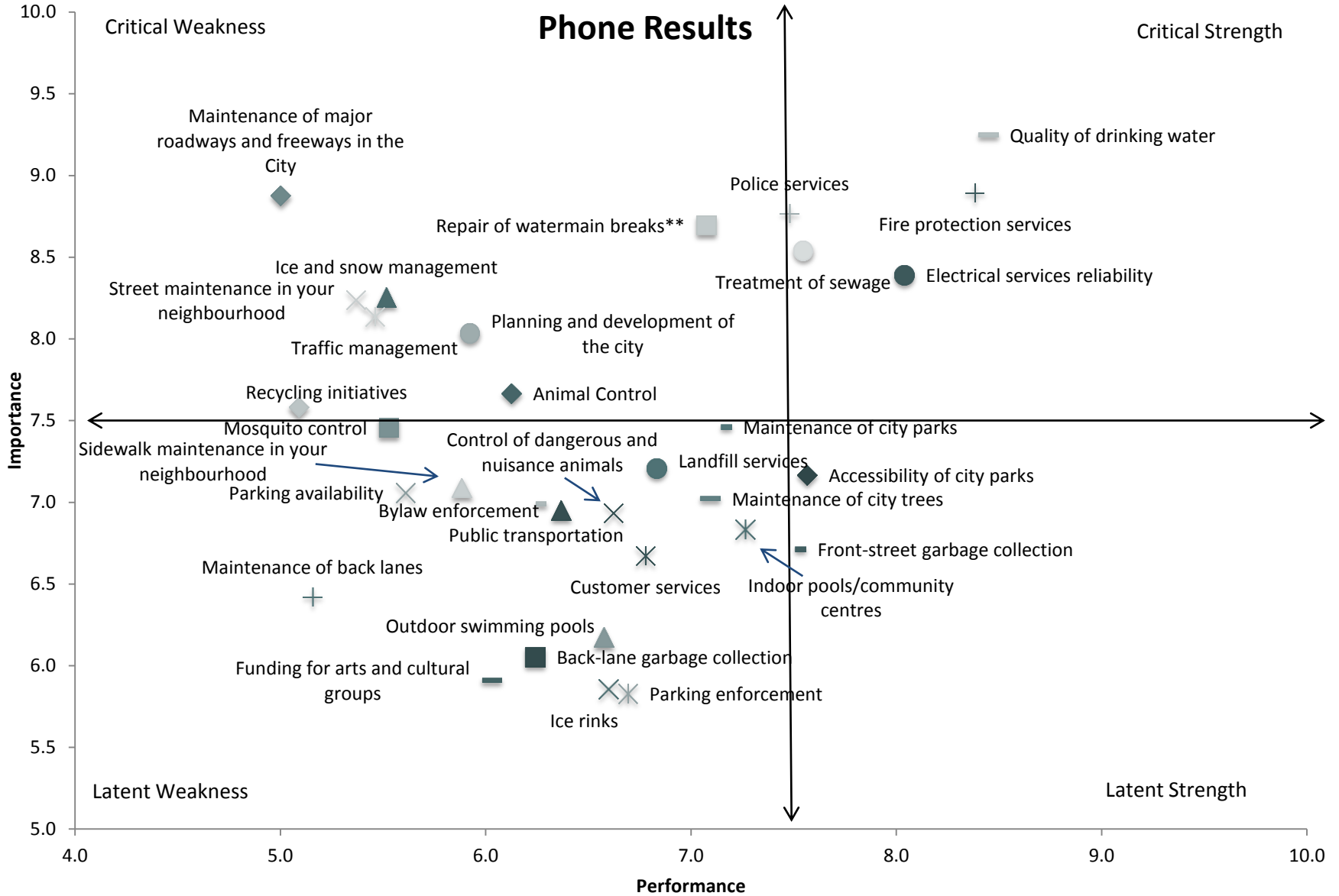
### Critical Strengths (Top Right Quadrant)

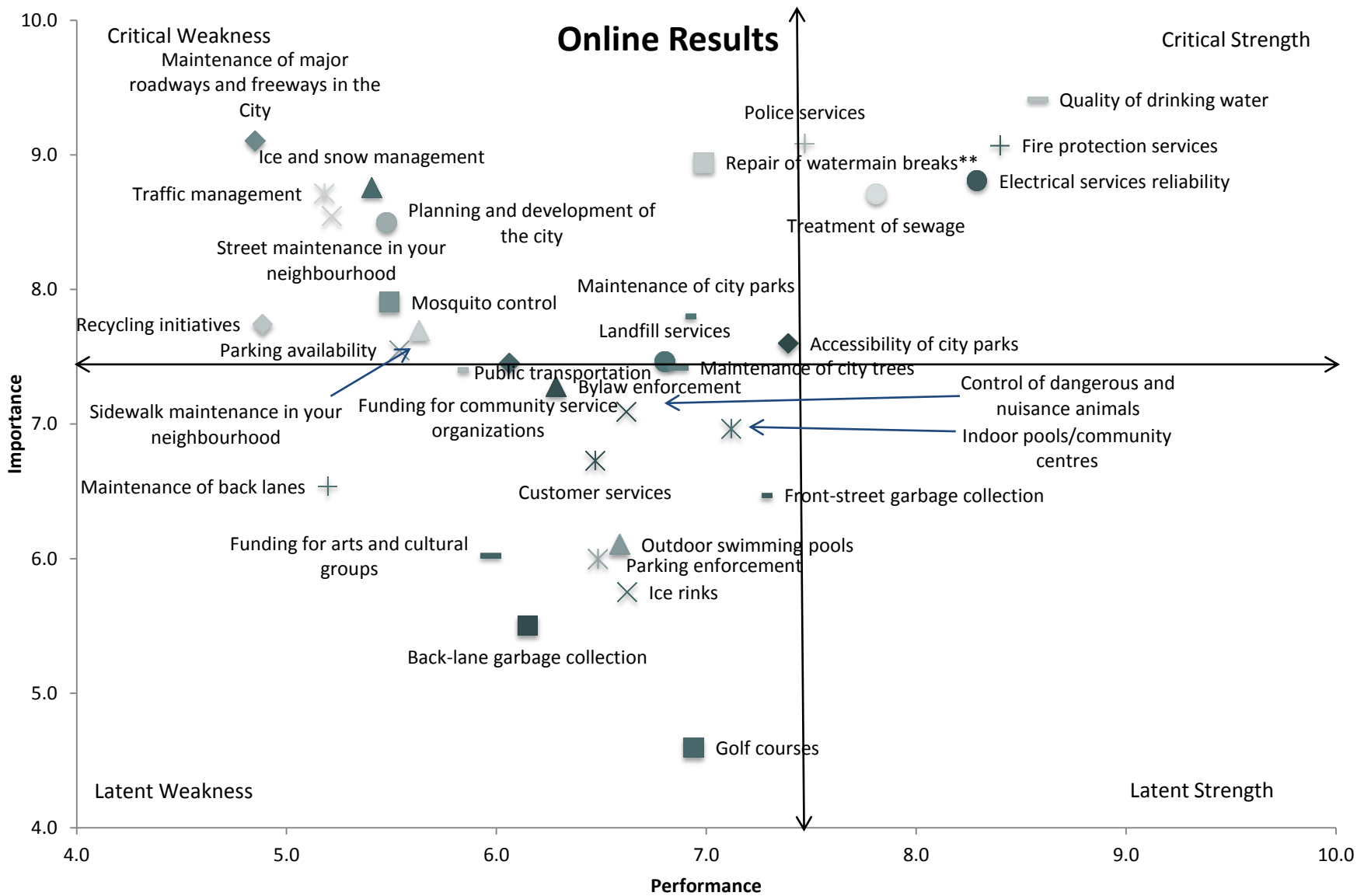
Critical Strengths represent services with both high importance and high performance ratings. Continued strong performance in these areas is essential.

### Latent Strength (Bottom Right Quadrant)

Latent Strengths are areas where the population rate a high degree of performance with services yet they do not see as much relative importance in these areas. Efforts in these areas could potentially be diverted to address critical weaknesses

Due to the two different sampling techniques and methodologies utilized in the 2011 survey, two separate quadrant analyses have been presented.





## Quadrant Analysis

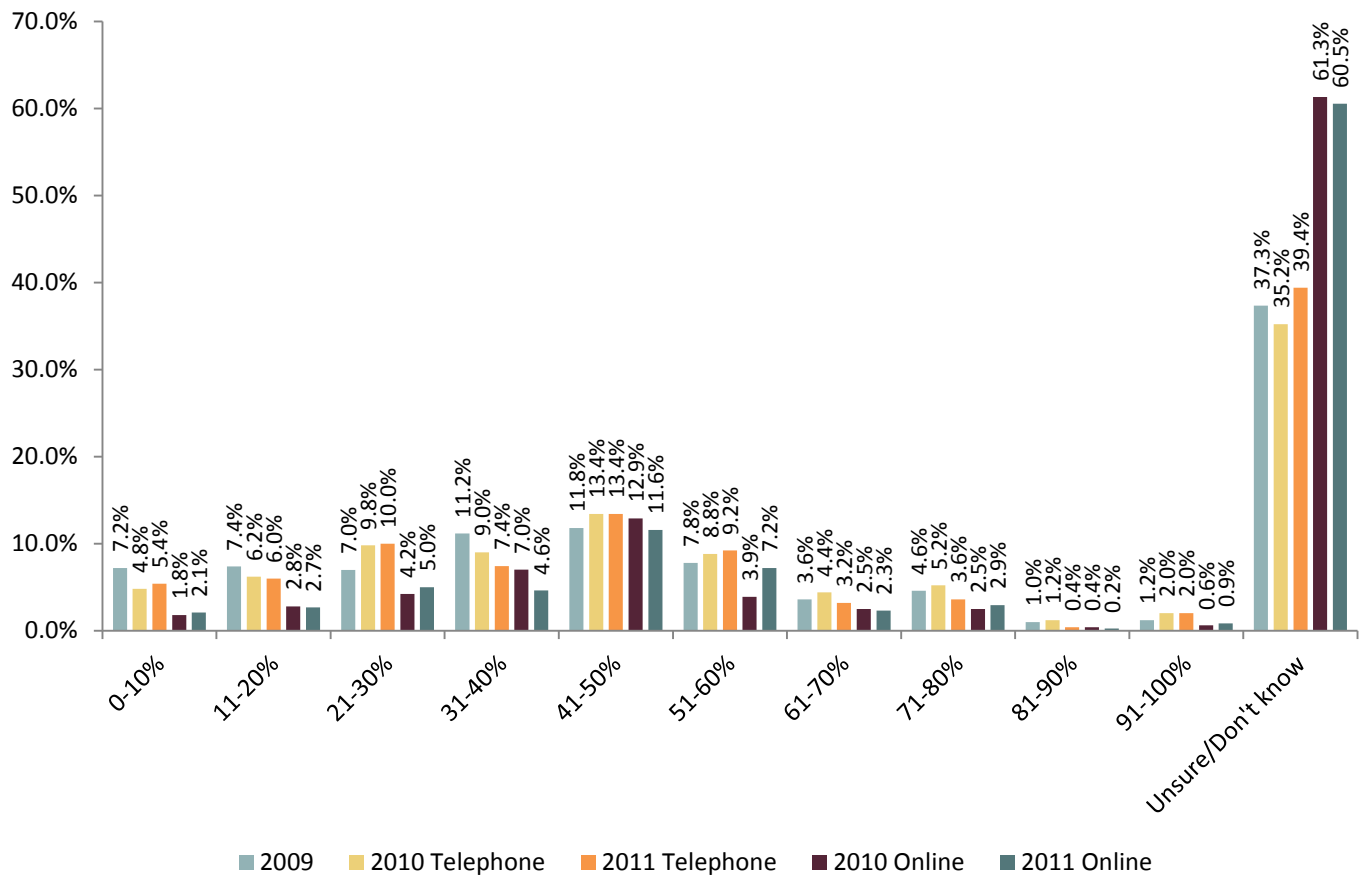
As noted in the above quadrant analyses, key critical strengths and weaknesses include:

Key Strengths	
Telephone	Online
Quality of Drinking Water	Quality of Drinking Water
Fire protection services	Fire protection services
Electrical services reliability	Electrical services reliability
Treatment of Sewage	Treatment of Sewage
Police services	Police services
Key Weaknesses	
Telephone	Online
Maintenance of major roadways and freeways	Maintenance of major roadways and freeways
Ice and snow management	Ice and snow management
Street maintenance in your neighborhood	Street maintenance in your neighborhood
Traffic management	Traffic management
Recycling initiatives	Recycling initiatives
Animal control	Animal control
Planning and development of the city	Planning and development of the city
Repair of watermain breaks	Repair of watermain breaks
	Mosquito control
	Maintenance of city parks
	Landfill services
	Accessibility of city parks
	Parking availability

As noted above, there are a greater number of critical weaknesses among online respondents when compared to findings based on the telephone survey. While online respondents tend to offer lower assessments in general, these assessments may be more closely aligned with true satisfaction levels among Saskatoon citizens. This suggests that if a threshold of 7.5 is to be maintained by the City, there are several areas of critical importance that should be addressed over the coming year.

## Perceptions of Property Tax Spending

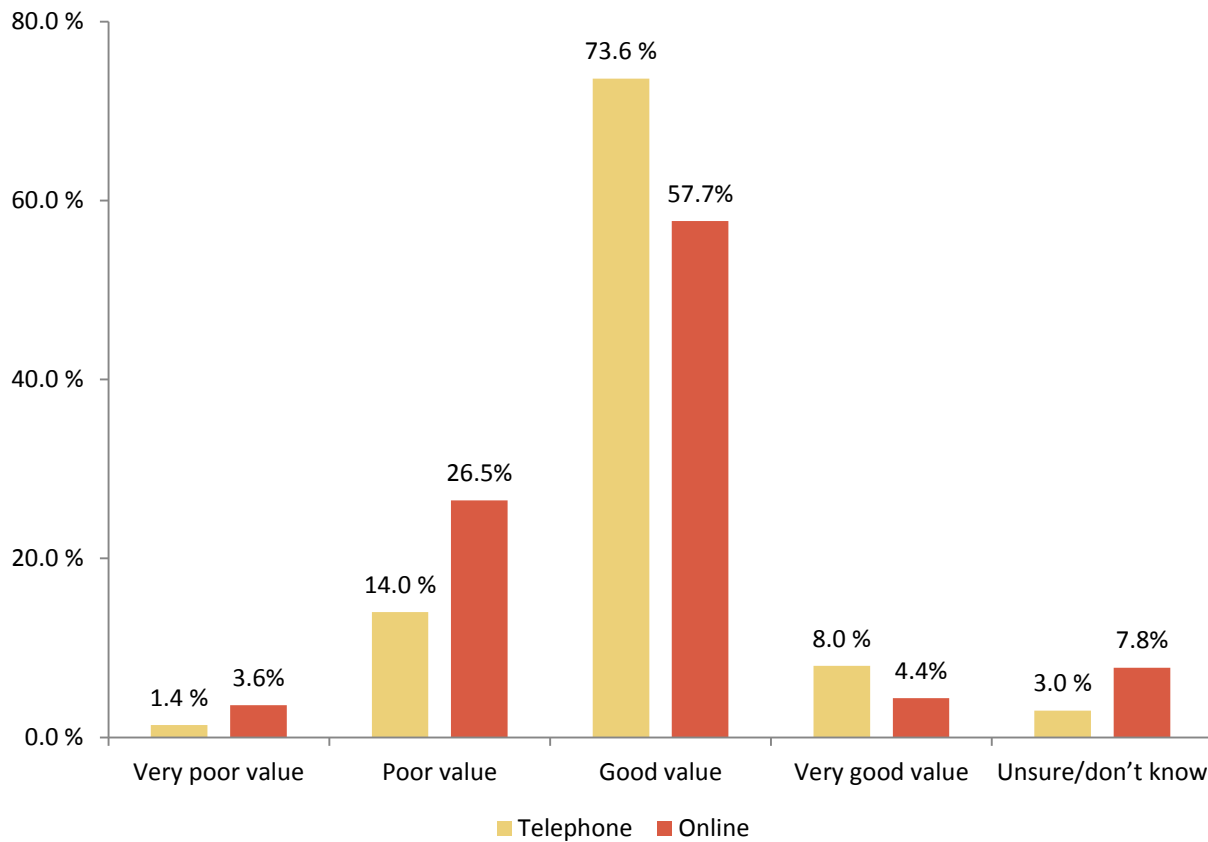
Overall, Saskatoon residents are not well informed of what proportion of property taxes is dedicated to civic services. Only one in ten telephone (13.4%) or online (11.6%) identified the correct percentage range of 41% to 50%. Four in ten (39.4%) phone respondents indicate they do not know, while this prevalence is much stronger among online respondents (60.5%).



7. Can you tell me what percentage of property taxes paid by property owners in Saskatoon goes to the City of Saskatoon to pay for civic services? Base: All respondents, telephone n=500; online n=821.

## Perception of Value for Property Taxes

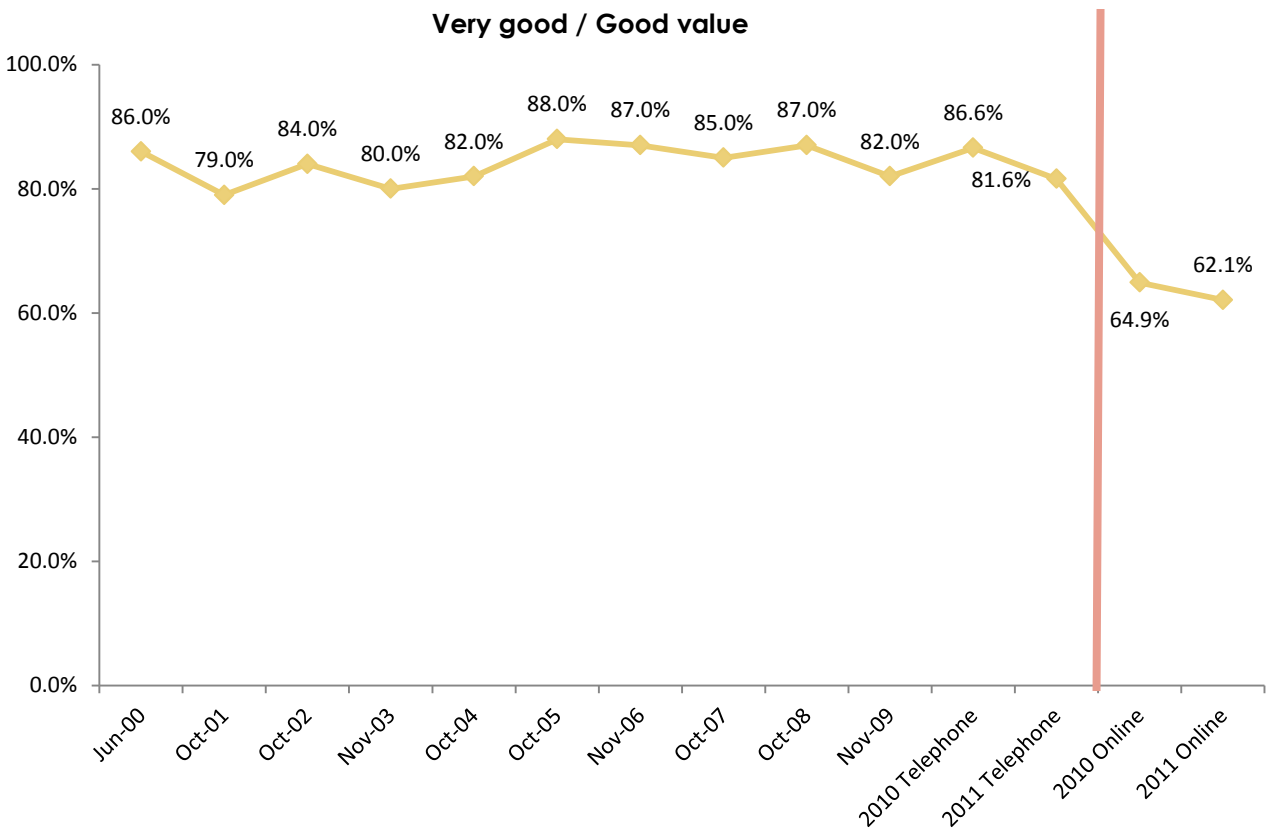
After presenting respondents with the actual percentage of property taxes allocated to civic service, a majority of both telephone (73.6%) and online (57.7%) respondents both feel that they receive a good value. A small proportion of each feels they receive a very good value (8.0% phone; 4.4% online). Conversely, over one in ten phone respondents (14.0%) and one quarter (26.5%) of online respondents feel they receive a poor value relating to property taxes earmarked for civic services.



8. About 46% of your property taxes go toward paying for civic services. The remaining 54% goes toward the school boards and library. Thinking now only about the programs and service you received from the City of Saskatoon, would you say that, overall you get... Base: All respondents, telephone n=500; online n=821.

## Tracking Value for Property Taxes

The proportion of respondents who rate the value of their property taxes going to civic services has softened slightly. In particular, 86.6% of telephone respondents in 2010 feel that they receive very good or good value for their civic services portion of property taxes, which dropped slightly to 81.6% respondents who similarly rate the value in 2011. Online respondents less frequently rate this perceived value as good or very good, with nearly two thirds in 2010 (64.9%) rating the value in this way, compared to just over six in ten (62.1%) in 2011.



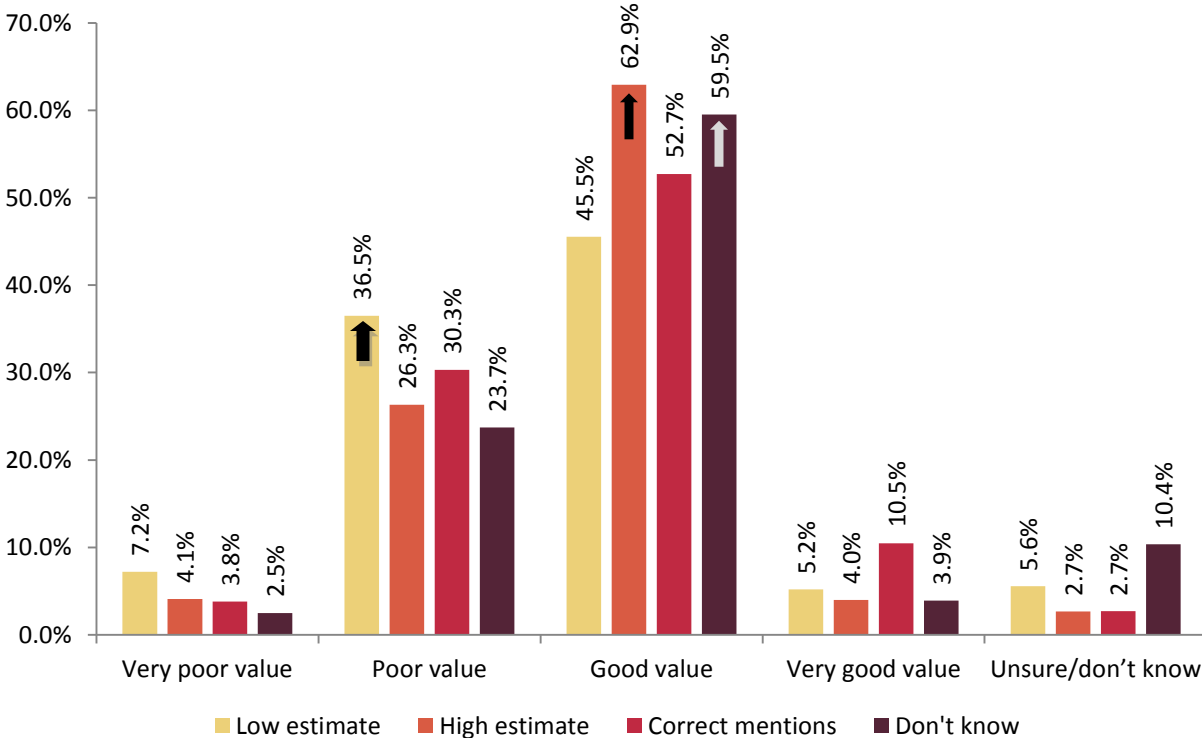
8. About 46% of your property taxes go toward paying for civic services. The remaining 54% goes toward the school boards and library. Thinking now only about the programs and service you received from the City of Saskatoon, would you say that, overall you get... Base: All respondents, telephone n=500; online n=821.

## Value of Property Taxes based on Correct Perceptions of Taxes

Based on the estimate of property taxes that were provided by residents in question 7, respondents were coded into providing either a low estimate, high estimate, or a correct estimate based on the distribution below.

	Range	Base
Low estimate	<42%	125
High estimate	>49%	161
Correct mentions	42% to 49%	36
Don't know		498

Respondents who had previously provided a low estimate of how much of their property taxes are allocated to civic services are more likely to feel they receive a poor value for these services after learning the actual proportion. Conversely, residents who overestimated or did not know the proportion are more likely to feel they receive a good value for their property tax contributions to civic services. This suggests that residents may be more favorable to the value of their civic services if they were better informed on how their property taxes contribute.

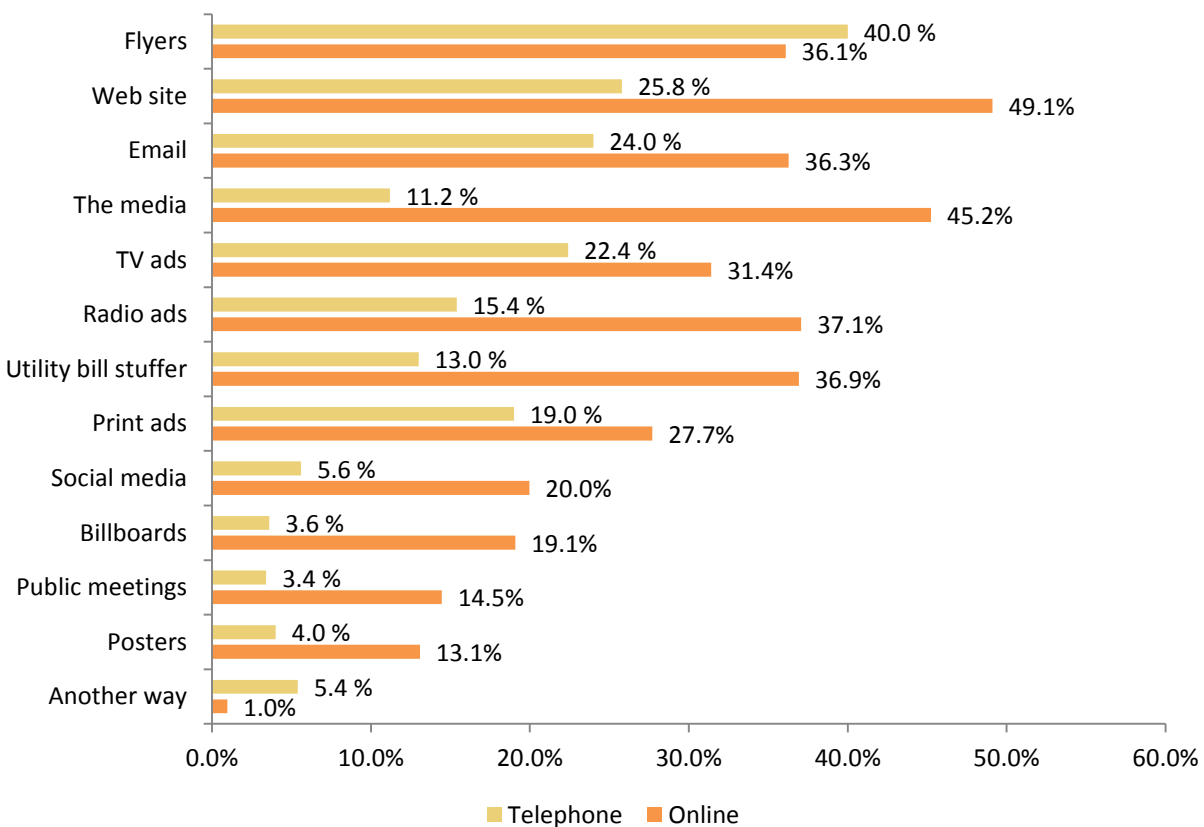


# SOCIAL NETWORKING AND RECEIVING INFORMATION FROM THE CITY

## Method of Receiving Information Preference

Respondents were asked to indicate their preference for receiving information about all types of City of Saskatoon programs and services. Flyers received the most consistent proportion of preference among both telephone (40.0%) and online (36.1%) respondents. Web sites, email, and the media were also commonly mentioned. A full distribution of responses can be found below.

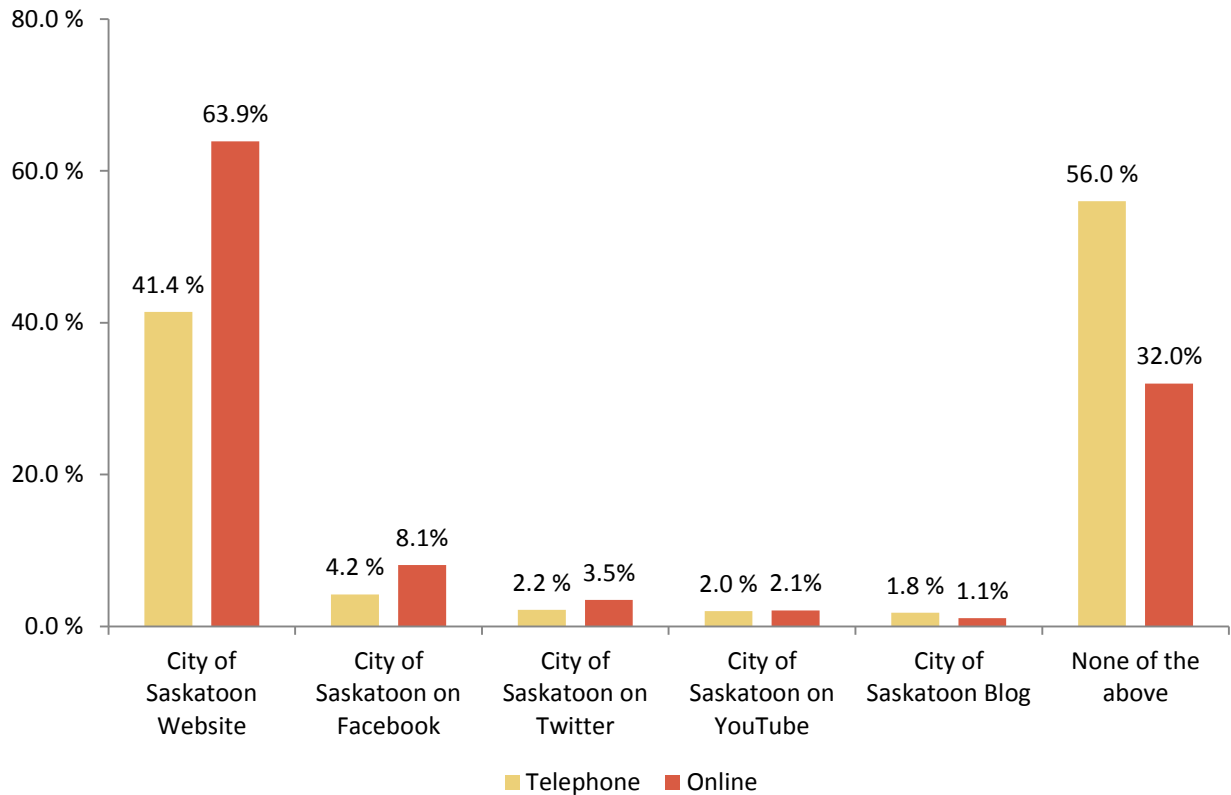
Research note: Online respondents were provided with a list of options and could select as many sources as they like. Telephone respondents were read the list if necessary but were first asked to volunteer options. As such, all options are more frequently selected by online respondents due to having seen the list.



9. Changing topics slightly, how do you prefer to receive information about all types of City of Saskatoon programs and services? Base: All respondents, telephone n=500; online n=821.

## Using Social Media Tools to Receive Civic Information

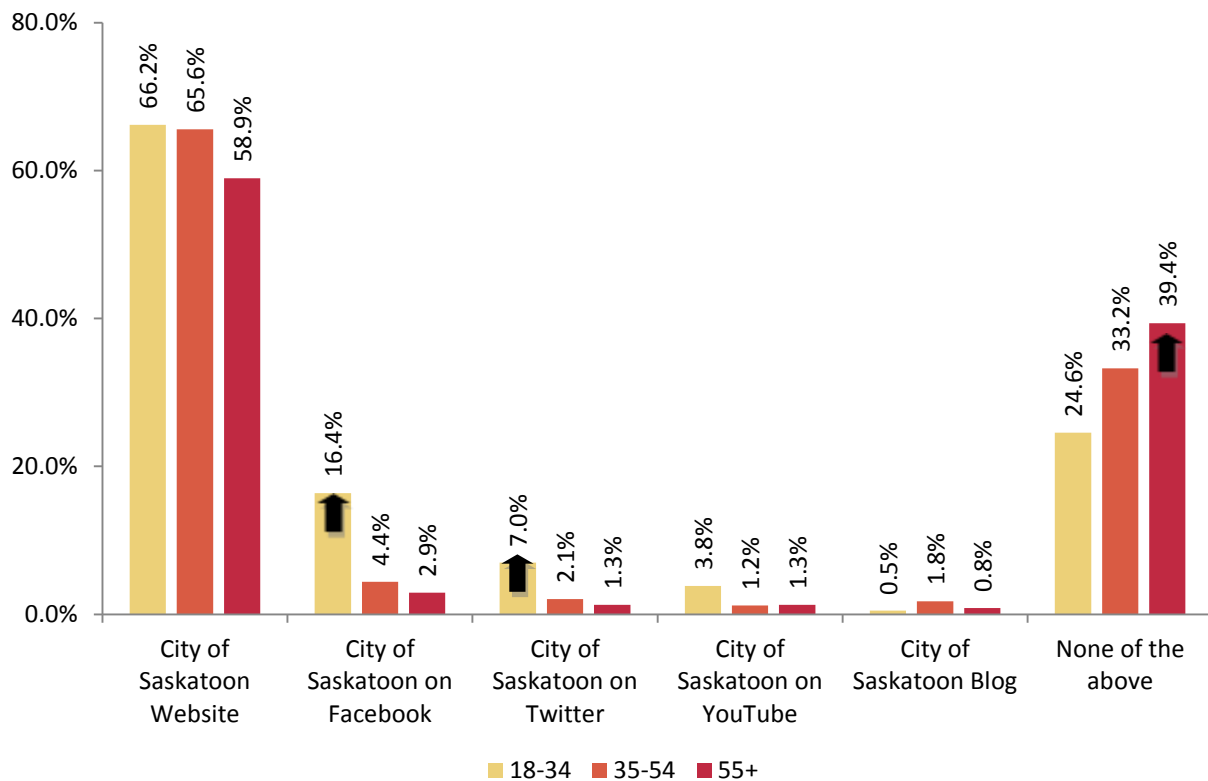
In order to gauge the reach of the City of Saskatoon's social media communications methods, both telephone respondents and online respondents were asked if they had visited any of the sites within the past six months. Most commonly, four in ten phone respondents (41.4%) and nearly two thirds of online respondents (63.9%) reference visiting the City of Saskatoon website. Conversely, over one half of phone respondents (56.0%) and one third (32.0%) never visited any of the presented web presences. Less than one in ten among each respondent group have visited the City of Saskatoon on Facebook, Twitter, YouTube, or the City Blog.



10. The City of Saskatoon recently introduced various social media tools to better communicate with citizens. This includes introducing a blog, using Twitter, Facebook, and YouTube. In the past six months, which of the following City of Saskatoon social media webpages have you visited? Base: All respondents, telephone n=500; online n=821.

*Using Social Media Tools to Receive Civic Information - by Age (online respondents only)*

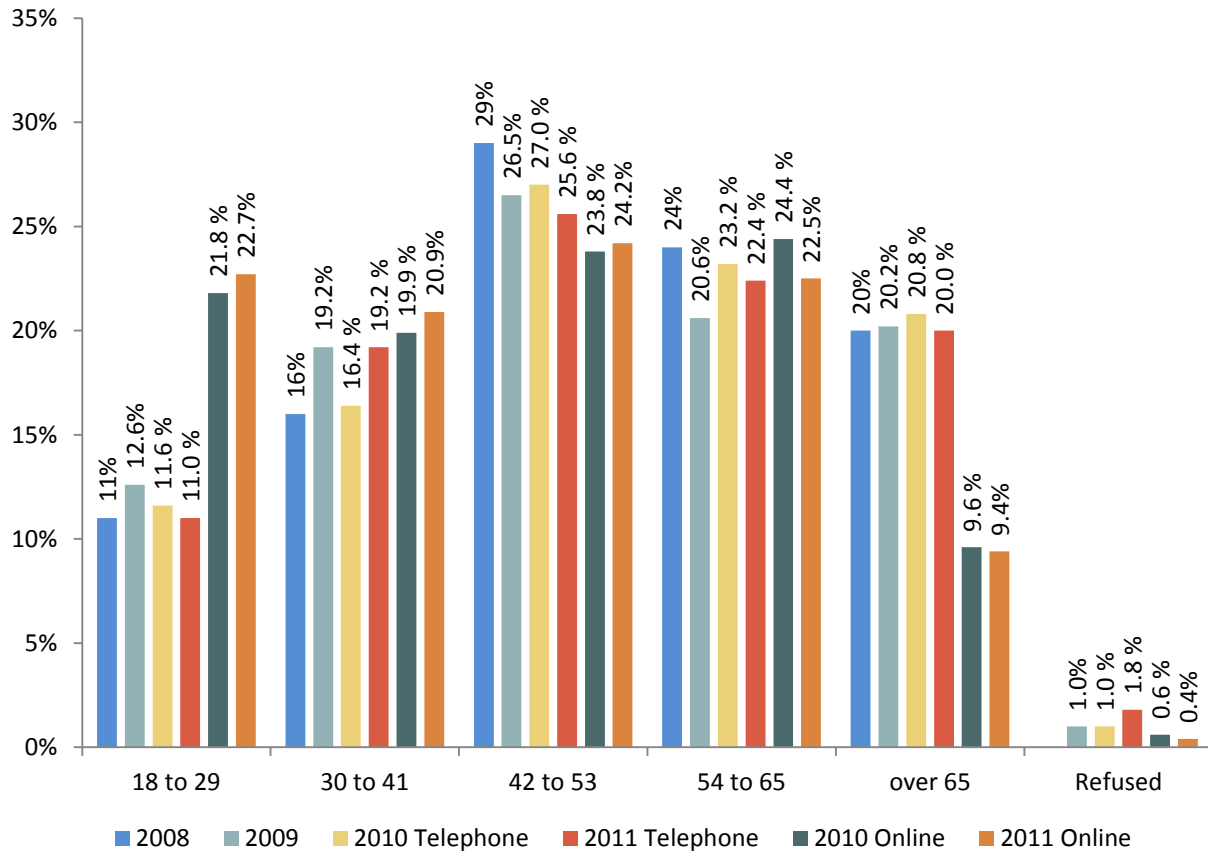
Younger respondents, aged between 18 and 34 years old, are significantly more likely to have visited the City of Saskatoon on Facebook or on Twitter. Respondents who are 55 years of age or older are more likely to have never visited any of the presented web presences.



10. The City of Saskatoon recently introduced various social media tools to better communicate with citizens. This includes introducing a blog, using Twitter, Facebook, and YouTube. In the past six months, which of the following City of Saskatoon social media webpages have you visited? Base: All online respondents, n=821.

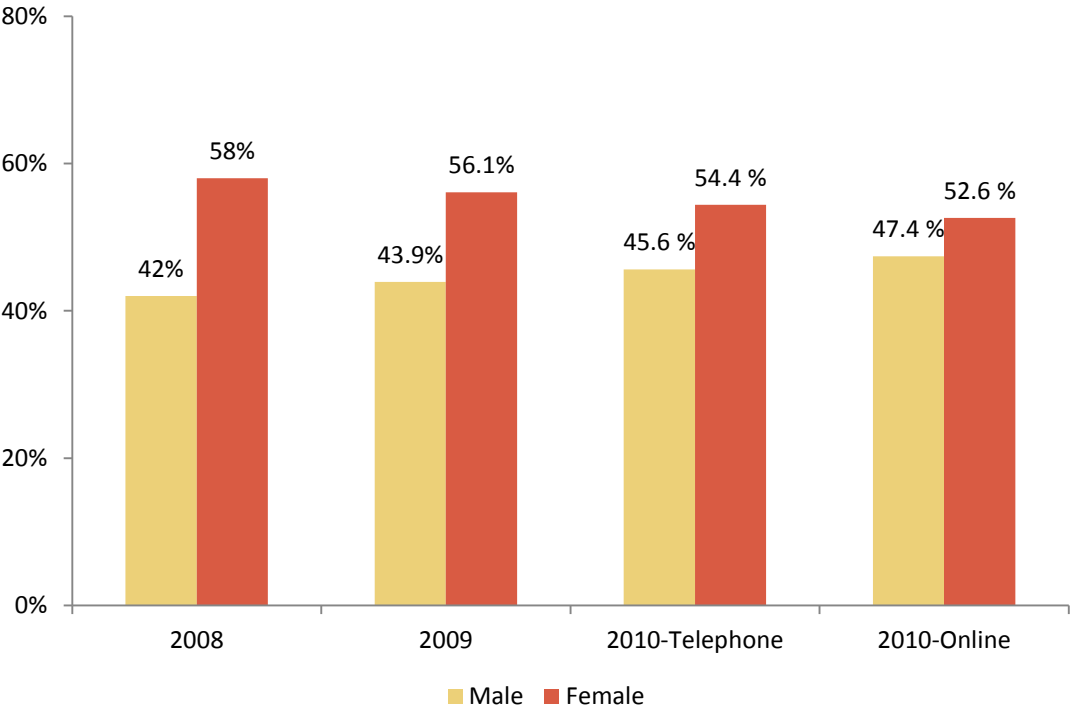
# DEMOGRAPHICS

## Age Ranges



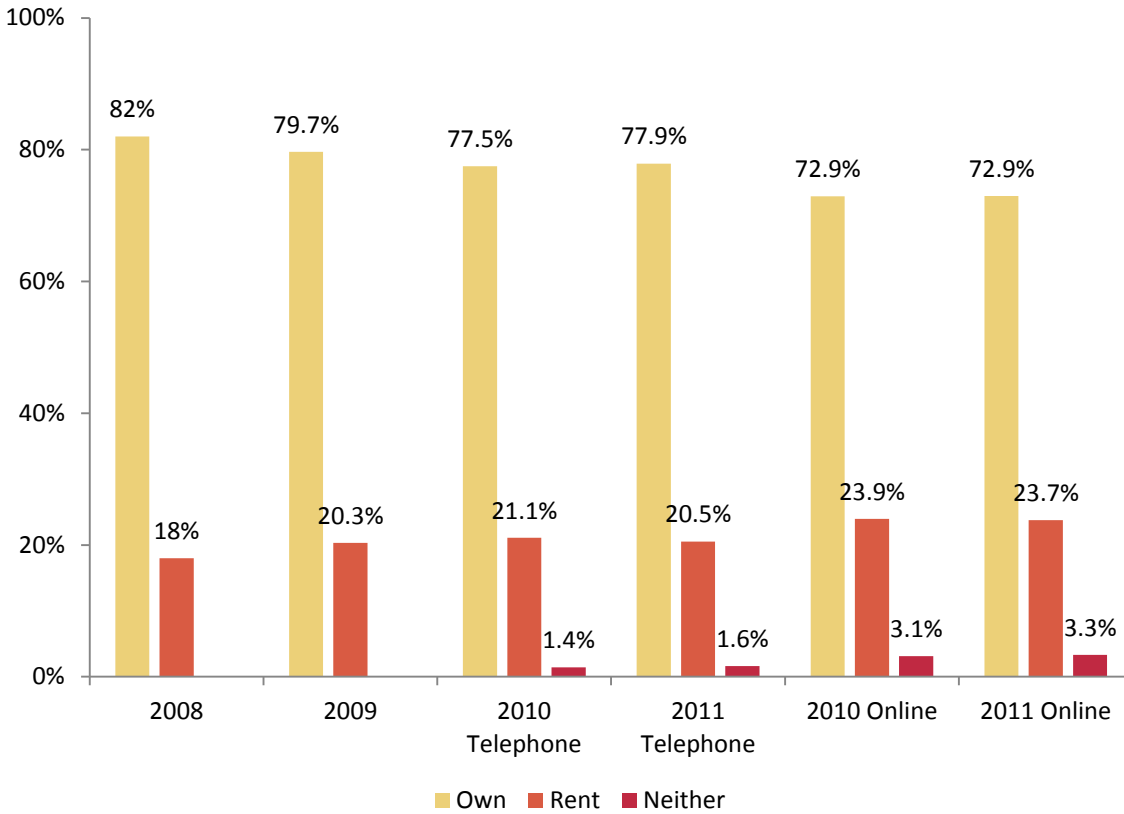
13. Which of the follow age ranges do you fall in? Base: All respondents, 2011 telephone, n=500, 2011 online, n=821.

# Gender



Please indicate your gender. Base: All respondents, 2011 telephone, n=500, 2011 online, n=821.

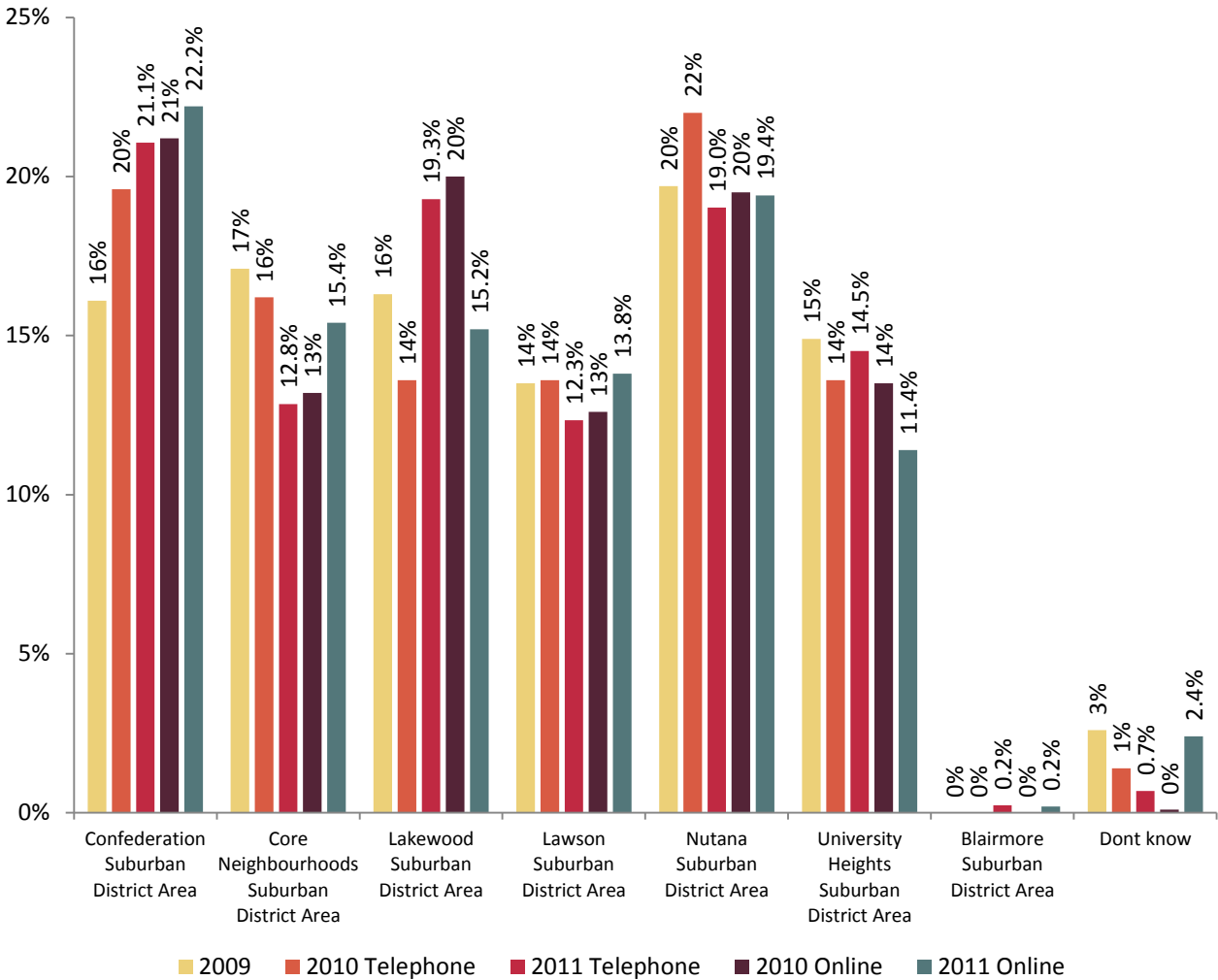
## Housing Ownership



14. Do you rent or own your accommodations? Base: All respondents excluding "no response", Base: All respondents, 2011 telephone, n=497, 2011 online, n=817.

## Suburban District Area

The following chart illustrates the distribution of Suburban District Areas inhabited by respondents.



15. Which of the following neighbourhoods in Saskatoon do you live? Base: All respondents, 2011 telephone, n=500, 2011 online, n=821.

## APPENDIX A – ADDITIONAL TRACKING DATA

### Tracking Importance of Services

City of Saskatoon Services:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Telephone	2011 Telephone	2011 Difference (phone)	2010 Online	2011 Online	2011 Difference (online)
Accessibility of city parks	7.7	7.5	7.1	7.5	7.4	7.4	7.5	8.1	8.1	7.8	7.4	7.2	-0.2	7.4	7.6	0.2
Back-lane garbage collection	8.2	6.8	6.7	6.8	6.7	6.7	7.4	7.8	7.8	6.5	6.0	6.1	0.1	5.8	5.5	-0.3
Bylaw enforcement	7.7	8.9	6.9	7.1	7.1	7.3	7.7	7.8	7.9	7.4	7.2	7.0	-0.2	7.2	7.3	0.1
Control of dangerous and nuisance animals	-	-	-	-	-	-	6.3	6.4	6.7	6.9	7.0	6.9	-0.1	7.1	7.1	0.0
Customer services	-	-	7.0	7.0	7.3	7.4	7.3	8.0	8.0	7.2	6.8	6.7	-0.1	6.9	6.7	-0.2
Electrical services reliability	9.9	9.9	8.4	8.5	8.6	8.7	8.8	9.2	9.3	8.7	8.7	8.4	-0.3	8.9	8.8	-0.1
Fire protection services	9.2	9.0	8.7	8.8	8.9	8.9	8.8	9.4	9.4	9.0	9.1	8.9	-0.2	9.1	9.1	0.0
Front-street garbage collection	7.6	6.5	6.2	6.9	6.5	6.6	7.8	7.6	7.4	6.9	6.7	6.7	0.0	6.5	6.5	0.0
Funding for arts and cultural groups	6.1	5.6	5.7	6.0	5.9	5.8	6.3	6.8	7.0	6.1	6.1	5.9	-0.2	6.1	6.0	-0.1
Funding for community service organizations	8.0	7.4	7.0	7.0	7.7	7.6	7.6	8.2	8.3	7.8	7.8	7.7	-0.1	7.5	7.5	0.0
Golf courses	-	5.2	5.0	5.0	4.9	4.7	5.5	5.8	5.4	5.4	4.8	4.7	-0.1	4.6	4.6	0.0
Ice and snow management	8.4	8.3	8.0	8.2	8.3	8.5	8.5	8.9	9.0	8.3	8.5	8.3	-0.2	8.9	8.8	-0.1
Ice rinks	-	5.7	5.7	5.9	5.7	5.5	6.1	6.6	6.6	6.2	6.3	5.9	-0.4	6.0	5.8	-0.2
Indoor pools/community centres	--	6.8	6.5	6.7	6.7	6.6	7.1	7.7	7.7	7.2	7.2	6.8	-0.4	7.0	7.0	0.0
Landfill services	7.6	7.1	6.9	7.2	7.1	7.2	7.5	8.3	8.2	7.5	7.4	7.2	-0.2	7.6	7.5	-0.1
Maintenance of back lanes	-	-	-	-	-	-	6.8	7.3	7.3	6.4	6.4	6.4	0.0	6.5	6.5	0.0
Maintenance of city parks	7.9	7.7	7.4	7.7	7.5	7.6	7.7	8.3	8.3	7.8	7.5	7.5	0.0	7.8	7.8	0.0
Maintenance of city trees	-	-	-	-	-	-	-	-	8.0	7.3	7.0	7.0	0.0	7.3	7.4	0.1
Maintenance of major roadways and freeways in the City	8.3	8.5	8.3	8.3	8.4	8.3	8.6	8.7	8.5	8.6	8.7	8.9	0.2	9.1	9.1	0.0

<b>Mosquito control</b>	7.9	7.0	7.2	7.5	7.4	7.7	7.7	8.4	8.1	7.2	7.3	7.5	0.2	7.7	7.9	0.2
<b>Outdoor swimming pools</b>	-	5.6	5.5	5.8	5.5	5.4	5.9	6.3	6.4	6.1	6.2	6.2	0.0	6.2	6.1	-0.1
<b>Parking availability</b>	7.7	7.2	7.0	7.2	7.2	7.3	7.3	8.1	7.9	7.2	7.2	7.1	-0.1	7.5	7.6	0.1
<b>Parking enforcement</b>	6.4	6.0	6.0	6.0	6.1	6.2	6.4	6.9	6.8	6.4	5.9	5.8	-0.1	6.0	6.0	0.0
<b>Planning and development of the city</b>	8.3	8.1	7.9	8.3	8.3	8.0	8.3	8.8	8.7	8.3	8.1	8.0	-0.1	8.6	8.5	-0.1
<b>Police services</b>	-	7.2	8.9	9.1	9.0	9.2	9.1	9.5	9.4	9.0	9.0	8.8	-0.2	9.1	9.1	0.0
<b>Public transportation</b>	6.7	6.3	5.9	6.5	6.3	6.1	6.7	6.8	6.8	7.2	7.3	7.0	-0.3	7.6	7.4	-0.2
<b>Quality of drinking water</b>	9.4	9.3	9.2	9.3	9.1	9.3	9.2	9.5	9.6	9.3	9.3	9.2	-0.1	9.5	9.4	-0.1
<b>Recycling initiatives</b>	8.2	7.9	7.5	7.7	7.7	7.7	7.7	8.7	8.8	8.0	7.9	7.6	-0.3	8.0	7.7	-0.3
<b>Repair of watermain breaks**</b>	-	-	-	-	-	-	8.7	9.1	9.1	8.8	8.7	8.7	0.0	9.0	8.9	-0.1
<b>Sidewalk maintenance in your neighbourhood</b>	7.1	7.4	6.8	7.2	7.1	7.4	7.1	7.5	7.5	7.2	7.2	7.1	-0.1	7.7	7.7	0.0
<b>Street maintenance in your neighbourhood</b>	7.9	8.0	7.6	7.8	7.9	8.1	8.2	8.0	8.0	8.0	8.2	8.2	0.0	8.3	8.5	0.2
<b>Traffic management</b>	8.0	8.0	7.7	7.7	7.7	7.7	8.0	8.3	8.3	8.1	8.4	8.1	-0.3	9.0	8.7	-0.3
<b>Treatment of sewage</b>	9.3	9.2	9.1	9.1	9.1	9.1	9.1	9.4	9.5	9.2	8.8	8.5	-0.3	8.8	8.7	-0.1

## Tracking Performance Delivering Services

City of Saskatoon Services:	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Phone	2011 Phone	Differences 2010 to 2011	2010 Online	2011 Online	Differences 2010 to 2011
Accessibility of City parks	8.2	7.6	7.6	7.4	7.7	7.4	7.8	7.7	7.6	7.7	7.8	7.6	-0.2	7.2	7.4	0.2
Back-lane garbage collection	9.2	7	7	6.6	6.9	6.7	8.3	7.2	7.4	6.7	6.6	6.2	-0.4	6.4	6.1	-0.3
Bylaw enforcement	7.7	6.7	6.5	6.4	6.7	6.5	7.7	6.7	7.1	6.5	6.6	6.4	-0.2	6.0	6.3	0.3
Control of dangerous animals*	-	-	-	-	-	-	7.5	6.6	6.6	6.8	6.8	6.6	-0.2	6.4	6.6	0.2
Customer services	-	-	7.1	6.8	7.1	7	7.8	7.3	7.4	6.9	7.1	6.8	-0.3	6.4	6.5	0.1
Electrical services reliability	9.1	9.7	8.1	8	8.2	8.3	8.5	8.6	8.6	8.3	8.4	8.0	-0.4	8.2	8.3	0.1
Fire protection services	8.6	8.1	8.2	8.1	8.2	8.3	8.6	8.7	8.7	8.4	8.6	8.4	-0.2	8.3	8.4	0.1
Front-street garbage collection	8.4	7.5	7.5	7	7.3	6.9	8.4	7.8	7.5	7.3	7.5	7.5	0.0	7.3	7.3	0.0
Funding for arts and cultural groups	7.7	6	6	5.7	6.1	5.9	7.4	6.4	6.3	6.1	6.0	6.0	0.0	6.0	6.0	0.0
Funding for community service organizations	7.9	6.4	6.2	6	6	6	7.2	6.4	6.3	6.3	6.4	6.1	-0.3	5.9	6.1	0.2
Golf courses	--	7.1	7	6.8	6.9	6.4	8.3	7.3	7.2	7	6.8	6.7	-0.1	6.9	6.9	0.0
Ice and snow management	6.5	6.1	6.4	6.3	6	6	5.8	5.6	6.1	5.9	5.5	5.5	0.0	5.0	5.4	0.4
Ice rinks	-	6.7	6.4	6.5	6.7	6.1	7.9	6.8	6.7	6.6	6.5	6.6	0.1	6.4	6.6	0.2
Indoor pools/community centres	-	7.4	7.3	7.1	7.4	6.9	7.9	7.5	7.4	7.4	7.4	7.3	-0.1	7.0	7.1	0.1
Landfill services	8.1	6.7	6.7	6.3	6.6	6.4	7.7	7	6.9	6.8	7.0	6.8	-0.2	6.7	6.8	0.1
Maintenance of back lanes	-	-	-	-	-	-	6.9	5.6	5.8	5.7	5.7	5.2	-0.5	5.3	5.2	-0.1
Maintenance of City parks	7.5	7.3	7.3	7.1	7.4	7.3	7.4	7.4	7.4	7.3	7.4	7.1	-0.3	7.1	6.9	-0.2
Maintenance of City trees	-	-	-	-	-	-	-	-	7.5	7.2	7.2	7.1	-0.1	6.8	6.9	0.1

<b>Maintenance of major roadways and freeways</b>	6.2	6.6	6.4	6.5	6.4	6.5	6.6	6	6.3	6.4	6.0	5.0	-1.0	5.4	4.9	-0.5
<b>Mosquito control</b>	6.9	6.3	5.7	5.8	6.6	6.4	6.9	6.2	6.8	6.7	6.1	5.5	-0.6	5.7	5.5	-0.2
<b>Outdoor swimming pools</b>	-	6.6	6.7	6.6	6.8	6.2	8.1	6.9	6.5	6.6	6.7	6.6	-0.1	6.5	6.6	0.1
<b>Parking availability</b>	-	-	-	5.6	6	6	6.1	5.9	6	5.8	6.0	5.6	-0.4	5.5	5.5	0.0
<b>Parking enforcement</b>	7.9	7.1	7	6.8	7	6.9	7.2	7.3	7.2	6.8	7.0	6.7	-0.3	6.4	6.5	0.1
<b>Planning and development of the city</b>	6.8	6.2	6	5.8	6.2	6.2	6.5	6.1	6.4	6.1	6.2	5.9	-0.3	5.4	5.5	0.1
<b>Police services</b>	-	7.3	7.4	6.3	7	7	7.5	7.4	7.7	7.6	7.6	7.5	-0.1	7.1	7.5	0.4
<b>Public transportation</b>	8.2	6.8	6.4	6.4	6.5	6.3	7.6	6.2	6.3	6.7	6.6	6.2	-0.4	5.9	5.8	-0.1
<b>Quality of drinking water</b>	8.6	8	8	8.1	8.2	8.3	8.5	8.8	8.8	8.5	8.7	8.4	-0.3	8.4	8.6	0.2
<b>Recycling initiatives</b>	6.1	5.7	5.9	5.5	5.6	5.6	6.1	5.2	5.5	5.2	5.4	5.1	-0.3	4.9	4.9	0.0
<b>Repair of watermain breaks**</b>	-	-	-	-	-	-	7.5	7.6	7.5	7.4	7.4	7.1	-0.3	6.9	7.0	0.1
<b>Sidewalk maintenance in your neighbourhood</b>	6.2	5.7	5.8	5.6	5.3	5.7	5.3	5.5	5.6	6.1	6.1	5.9	-0.2	5.7	5.6	-0.1
<b>Street maintenance in your neighbourhood</b>	5.6	6.2	6.3	6.1	5.9	6.3	5.7	5.7	5.8	6.2	6.3	5.4	-0.9	5.8	5.2	-0.6
<b>Traffic management</b>	6	5.9	5.7	5.8	5.7	5.8	6.2	5.6	5.7	5.8	5.6	5.5	-0.1	4.8	5.2	0.4
<b>Treatment of sewage</b>	8.8	7.8	7.8	7.7	7.9	7.9	8.5	8.3	8.4	7.7	7.9	7.5	-0.4	7.7	7.8	0.1

## Tracking Most Important Issue Facing Saskatoon

Issues	Comparative Tracking													
	2002	2003	2004	2005	2006	2007	2008	2009	2010 Phone	2011 Telephone	Telephone Difference from 2010	2010 Online	2011 Online	Telephone Difference from 2010
<b>Traffic flow/congestion</b>	4%	--	7%	5%	6%	10%	9%	8%	18%	8%	-10%	16%	11%	-5%
<b>Condition of streets</b>	5%	4%	8%	9%	16%	8%	8%	4%	11%	18%	7%	3%	23%	20%
<b>Social issues</b>	7%	3%	4%	4%	4%	5%	10%	4%	6%	2%	-4%	12%	6%	-6%
<b>Infrastructure/roads</b>	--	--	--	--	1%	5%	4%	6%	8%	16%	8%	20%	13%	-7%
<b>Crime/policing</b>	11%	43%	30%	32%	35%	19%	18%	16%	16%	12%	-4%	20%	12%	-8%
<b>Housing</b>	--	--	--	1%	2%	14%	13%	8%	7%	10%	3%	10%	11%	1%
<b>Planning for growth/development</b>	--	--	--	3%	9%	6%	6%	10%	7%	3%	-4%	11%	9%	-2%
<b>Taxation/spending</b>	11%	7%	8%	6%	5%	11%	9%	11%	5%	4%	-1%	6%	6%	0%