2022 Resident Satisfaction Survey
Final Report

ST. JOHN'S

MQO RESEARCH RECHERCHE

Section 1:

BACKGROUND AND METHODOLOGY

BACKGROUND AND OBJECTIVES

Background

- In 2015, the City of St. John's rolled out its first strategic plan which was used to provide direction for council and the city's operations based on five core values.
- As council began the process of developing a new strategic plan and budget for the 2019-2021 timeframe, it was determined that a Resident Satisfaction Survey was needed to help guide this process.
- The 2018 survey provided a benchmark from which the City can measure any changes in priorities and provide ongoing performance measurement following the implementation of the 2019 Strategic Plan.
- Since then, this survey has been repeated in 2020, and most recently in 2022 to measure any changes in perceptions over time, and to evaluate the City's performance on key metrics.

BACKGROUND AND OBJECTIVES

Objectives

- The key objectives of this research are to:
    - Provide further input into the City's strategic planning and budget processes;
    - Identify priority issues and priority programs and services;
    - Gauge resident awareness, perception of, and satisfaction with, City programs and services;
    - Identify gaps in services (gap analysis of service importance vs. satisfaction);
    - Understand the current financial and housing situation among residents;
    - Measure progress/improvement over time; and
    - Provide data for the City's developing performance management systems.

METHODOLOGY

- A telephone methodology was used for this study with both active landline and cellular numbers making up the sampling frame. The survey was conducted between September 22nd and October 13th, 2022.
- A total of 603 surveys were completed (168 landline / 435 cell) resulting in an overall margin of error of ± 4.0 percentage points 19 times out of 20. The sample size was increased from 500 to 600 in 2022 to capture more residents who identify as one or more minority groups.
- 120 surveys were completed in each of the 5 Wards of the City using a stratified sampling approach. This was an increase from 100 per ward in 2020. The margin of error for results at the level of each ward is ± 8.9 percentage points 19 times out of 20.
- The questionnaire was designed by MQO Research in consultation with the City of St. John's. The average survey length was approximately 24 minutes.
- The results were weighted by age and gender based on the most recent census data.

METHODOLOGY

- The adjacent map provides an overview of the ward boundaries for the City of St. John’s.

CONTEXT

In interpreting the results from this study, it is important to keep in mind the current economic and political climate. Issues such as rising inflation, recession fears and concerns about affordable housing underscore some of the challenges facing residents which may be reflected in the survey results.

- **Inflation and Economic Downturn**: A poll by Research Co*. in July 2022 finds that:
  - More than four-in-five (81%) Canadians expect higher prices for a week's worth of groceries over the next six months, and majorities also foresee paying more for a new car (68%) and a new television set (57%).
  - Only two-in-five Canadians (40%) describe the country's economic conditions as "very good" or "good" today. Many regions' ratings are even lower, including Atlantic Canada (36%).
  - The Government of NL** reports that prices for consumer goods and services in NL increased by 6.4% from January-August in 2022, compared to the same period in 2021. Prices for essentials such as food (8.6%) and shelter (5.8%) also saw significant increases.

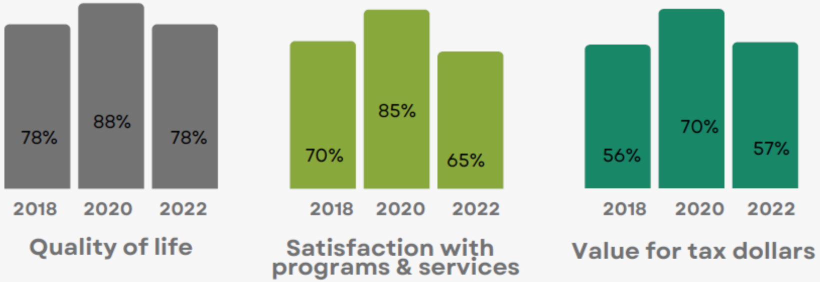
- **Decline in Satisfaction with Government**:
  - Satisfaction with the NL Government declined from 63% in August 2021 to 47% in August 2022***.

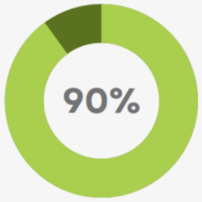
*https://researchco.ca/2022/08/02/canada-economy-2/
**https://www.gov.nl.ca/fin/files/The-Economy-2022-Online.pdf
*** https://narrativeresearch.ca/

Section 2:

EXECUTIVE SUMMARY INFOGRAPHIC

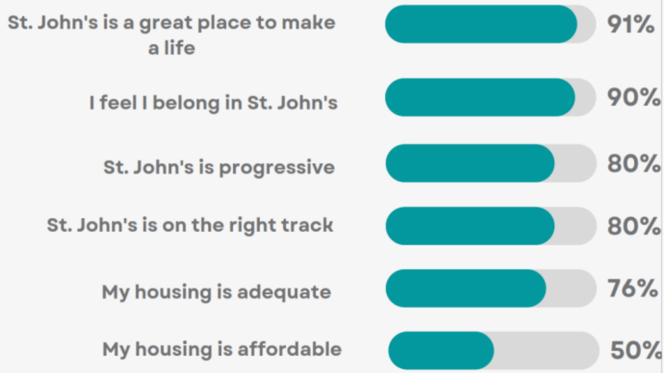
Ratings of 7 or higher on a 10 point scale





Support Balanced Investment between basic and additional programs/services to enhance quality of life

% Agree



Priority Areas

Primary Areas for Improvement

- Road maintenance
- Road snow clearing
- Traffic planning
- Sidewalk snow clearing
- Metrobus
- GoBus/Accessible taxi

Sustain and Reinforce

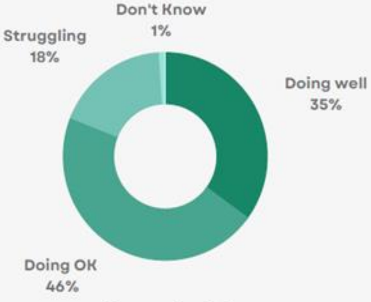
- Garbage collection
- Residential water and sewer repairs
- Parks, open spaces and trails
- Recreation facilities/programs
- Curbside recycling

Secondary Areas for Improvement

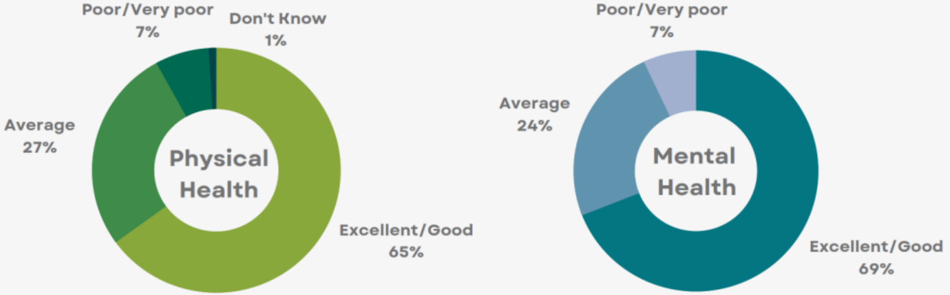
- Permits and Inspections
- Land use planning
- Heritage preservation
- Parking services
- Arts cultural grants

Watch and Maintain

- Animal care and adoption services
- 311/Access St. John's
- Community events
- Yard waste collection



Household Finances



86%

Find City staff Courteous, Helpful and Knowledgeable

HIGHLIGHTS

Section 3:

QUALITY OF LIFE

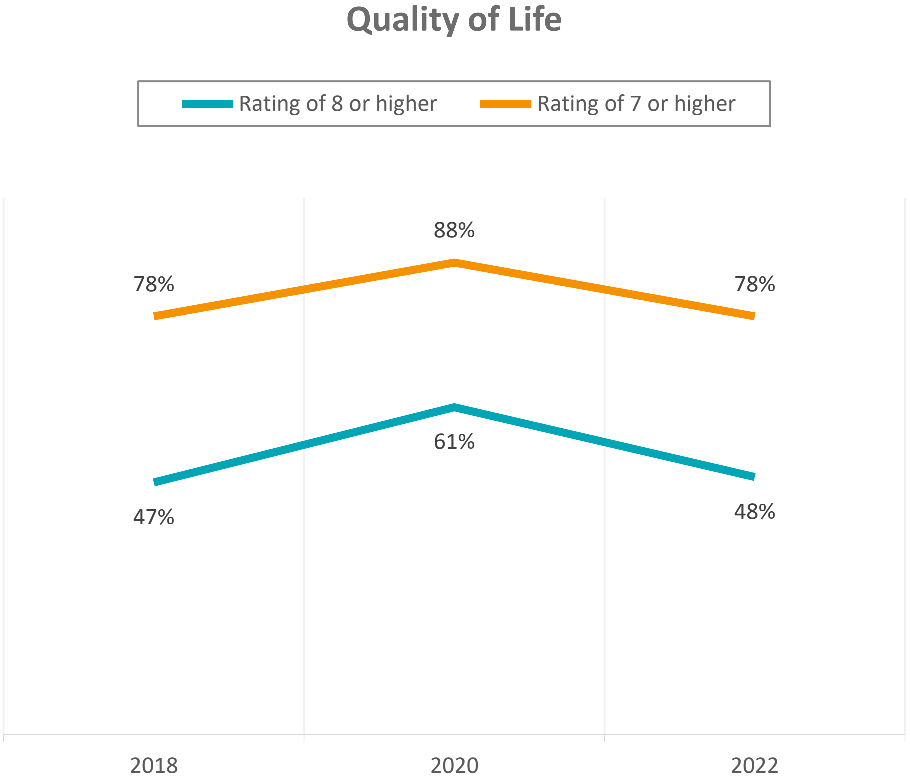
OVERALL QUALITY OF LIFE

Perceptions of quality of life in St. John's have dropped back to 2018 levels.

In 2022, 48% of residents rated their overall quality of life an 8 or higher on a 10-point scale while 78% gave a rating of 7 or higher. This was down significantly from 2020 but remained on par with the baseline in 2018.

A new question was added in 2022 asking respondents to identify the aspects of St. John's that most contribute to their quality of life. Top mentions included:

Parks/recreation – 32%
Easy access to amenities (general) – 17%
Friendly people – 9%
Access to shopping facilities – 8%
Easy to commute and low crime rate are tied – 7%



Q. How would you rate the overall quality of life in the City of St. John's today?

OVERALL QUALITY OF LIFE BY KEY DEMOGRAPHICS

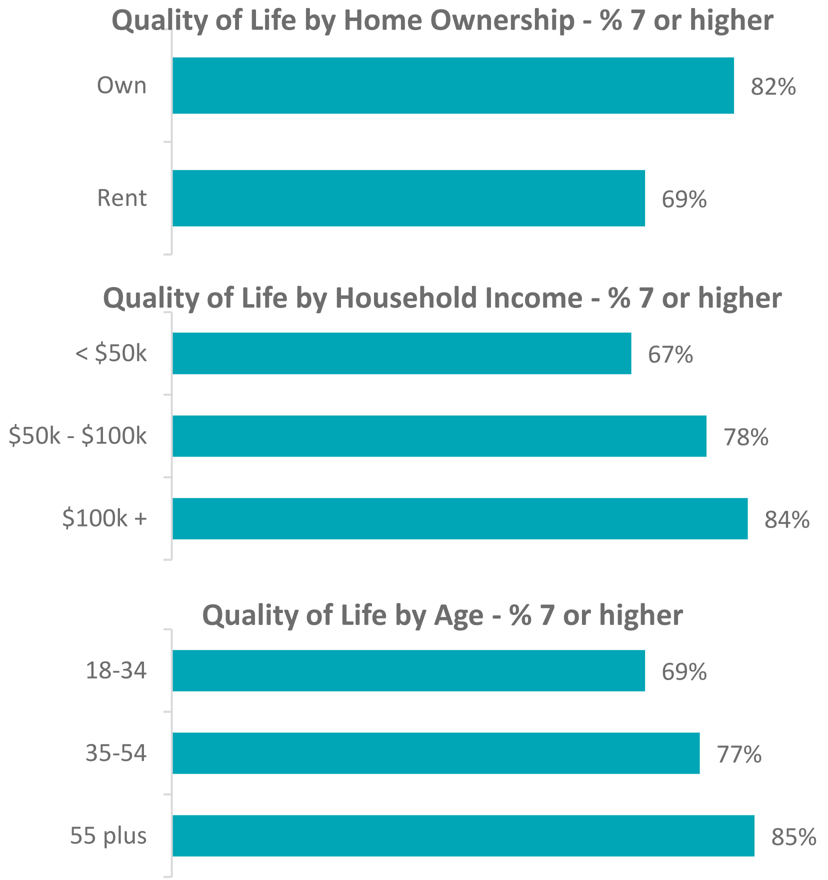
Quality of life was highest among homeowners, higher income households and those 55 plus.

When comparing quality of life scores by key demographic groups some clear trends emerged.

Quality of life in the City was higher among homeowners (82%) compared to renters (69%).

Perceptions of quality of life also increased based on household income (HHI) and age.

When looking at the results by ward, ratings ranged from a low of 73% for Ward 2 to a high of 84% in Ward 4 but there were no significant differences between other wards.



Q. How would you rate the overall quality of life in the City of St. John's today?

Section 5:

PROGRAMS AND SERVICES

OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

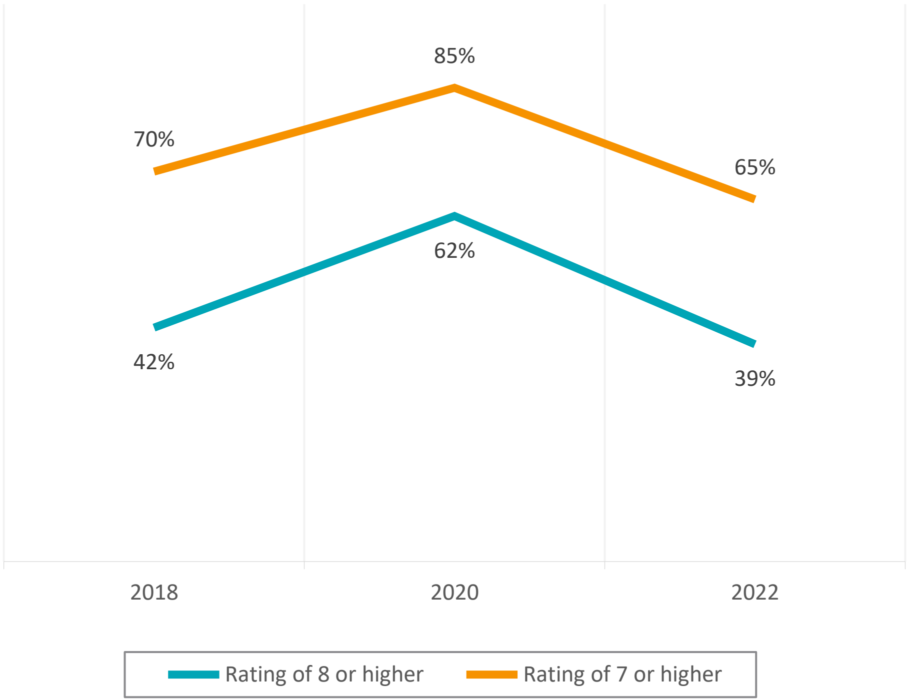
Satisfaction with city programs and services also declined compared to 2020.

In 2022, 65% of residents rated their overall satisfaction with the programs and services provided by the City of St. John's a 7 or higher while 39% gave a rating of 8 or higher. Both measures were significantly down in comparison to 2020 but comparable to 2018.

A new question was added in 2022 to identify what issue should receive the greatest attention by council. Top mentions included:

Infrastructure – 29%
Snow clearing – 15%
Creating affordable housing – 14%
Crime rate/drugs – 13%
Public transportation – 11%
Cost of living – 11%

Overall Satisfaction



Q. Overall, how satisfied are you with the services and programs provided by the City to residents?

OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

Satisfaction with the City's programs and services was fairly consistent overall across key subgroups but there were notable differences by age and ward.

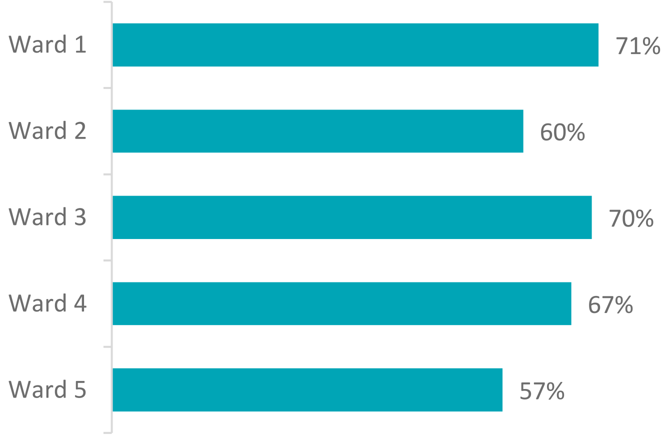
There were also key demographic differences in satisfaction levels with the programs and services provided by the City.

Those 55 plus exhibited a higher level of satisfaction compared to those in the younger age groups (73% vs. 60%).

Satisfaction was lowest among residents in Ward 5 (57%) and Ward 2 (60%). This was significantly different compared to Ward 1 (71%) and Ward 3 (70%).

Satisfaction by Age - % 7 or higher

Satisfaction by Ward - % 7 or higher



Q. Overall, how satisfied are you with the services and programs provided by the City to residents?

CITY PROGRAMS AND SERVICES - OVERVIEW

In order to assess the programs and services currently provided by the City of St. John's, residents were provided with a list of 20 service areas and asked to rate the importance of each service area and to what extent they are satisfied with each.

Table 1: Service Areas Evaluated	
Grants and supports to arts, festivals, and cultural activities	Yard waste collection
Community events	Metrobus service
GoBus/Accessible taxi service	Garbage collection
Animal care and adoption services	Curbside recycling
Recreation and leisure facilities, programs, and activities	Traffic planning and management
Parks, open spaces, and trails	Parking services
Road maintenance	Road snow clearing
Land use planning	Sidewalk snow clearing
Heritage preservation	311/Access St. John's
Permits and inspections process	Residential water and sewer repairs

OVERALL IMPORTANCE OF CITY PROGRAMS AND SERVICES

Overall importance of programs and services offered by the city held relatively steady in comparison to 2020.

The following table shows the perceived importance of each of the 20 service areas that were evaluated and the change from 2020 to 2022.

While importance held steady for the most part, statistically significant decreases were seen in several areas as noted in the table.

Table 2: Importance (% 8 or higher)		Change 2020-2022
	2022	+/-
Road snow clearing	96%	-1
Garbage collection	95%	-3
Residential water and sewer repairs	94%	-3
Parks, open spaces, and trails	94%	+1
Road maintenance	92%	-1
Curbside recycling	87%	-
Sidewalk snow clearing	86%	-1
Traffic planning	85%	+1
Recreation facilities/programs/activities	85%	-
GoBus/Accessible taxi service	82%	-
Metrobus service	80%	+3
Permits and inspections process	74%	-3
311/Access St. John's	73%	**-6**
Land use planning	71%	**-7**
Heritage preservation	70%	-3
Animal care and adoption services	69%	-5
Yard waste collection	68%	+2
Arts/cultural grants	65%	-1
Parking services	56%	**-6**
Community events	53%	**-6**

OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

Satisfaction was down significantly for several programs and services in 2022.

The following table shows the level of satisfaction with each of the 20 service areas that were evaluated and the change from 2020 to 2022.

Statistically significant decreases were seen in several areas as noted in the table.

Table 3: Satisfaction (% 8 or higher)		Change 2020-2022
	2022	+/-
Garbage collection	84%	-5
Parks, open spaces, and trails	74%	-4
311/Access St. John’s	66%	-4
Curbside recycling	63%	**-9**
Residential water and sewer repairs	63%	**-12**
Yard waste collection	63%	+1
Animal care and adoption services	62%	**-6**
Community events	57%	-2
Recreation facilities/programs/activities	53%	**-9**
Metrobus service	32%	**-11**
Arts/cultural grants	48%	-4
GoBus/Accessible taxi service	42%	**-17**
Permits and inspections process	41%	**-10**
Heritage preservation	39%	**-6**
Road snow clearing	38%	**-6**
Traffic planning	34%	**-8**
Parking services	30%	**-7**
Land use planning	29%	**-12**
Road maintenance	20%	-2
Sidewalk snow clearing	18%	-2

GAP ANALYSIS – PERCEIVED IMPORTANCE VS. SATISFACTION

A **gap analysis** was conducted to identify the difference between the perceived importance of each service area and residents' level of satisfaction. Through gap analysis, we can identify those service attributes for which there is a gap in how important an attribute is to a customer and how the City is performing.

As illustrated in the sample table below, the gap analysis identifies key attributes where the perceived current service level matches the importance of that service area and where there is a "gap."

Table 4: Gap Analysis - Example			
	Importance % rating 8 or higher	Satisfaction % rating 8 or higher	Difference (Percentage Points)
Service Area #1	56%	52%	- 4
Service Area #2	75%	23%	- 52

Service area #2 highlights a significant gap that should be addressed.

Q. How important is <service area>?
Q. And how would you rate your overall level of satisfaction with <service area>?

GAP ANALYSIS

The following table shows the difference between the perceived importance of each service area and residents' level of satisfaction.

As the table demonstrates, the largest gaps exist for areas related to roads and transportation (i.e., road maintenance and snow clearing).

Conversely, there was minimal difference between the importance and satisfaction for Access St. John's, animal care and adoption services, yard waste collection and community events.

Table 5: Importance (2022)	% 8 or higher		Difference
	Importance	Satisfaction	+/-
Community events	53%	57%	+4
Yard waste collection	68%	63%	-5
311/Access St. John's	73%	66%	-7
Animal care and adoption services	69%	62%	-7
Garbage collection	95%	84%	-11
Arts/cultural grants	65%	48%	-17
Parks, open spaces, and trails	94%	74%	-20
Curbside recycling	87%	63%	-24
Parking services	56%	30%	-26
Residential water and sewer repairs	94%	63%	-31
Heritage preservation	70%	39%	-31
Recreation facilities/programs/activities	85%	53%	-32
Permits and inspections process	74%	41%	-33
GoBus/Accessible taxi service	82%	42%	-40
Land use planning	71%	29%	-42
Metrobus service	80%	32%	-48
Traffic planning	85%	34%	-51
Road snow clearing	96%	38%	-58
Sidewalk snow clearing	86%	18%	-68
Road maintenance	92%	20%	-72

PRIORITY AREAS

Program and services areas were grouped based on the level of importance and satisfaction (e.g., Primary areas for improvement have high importance and low satisfaction).

In 2022, Metrobus and GoBus/Accessible taxi moved into the primary areas for improvement category while most other programs and services were unchanged in terms of level of priority.

2020	2022
Primary Areas for Improvement: Road maintenance Road snow clearing Traffic planning Sidewalk snow clearing	Primary Areas for Improvement: Road maintenance Road snow clearing Traffic planning Sidewalk snow clearing Metrobus GoBus/Accessible taxi
Sustain and Reinforce: Garbage collection Residential water and sewer repairs Parks, open spaces and trails Recreation facilities/programs/activities Curbside recycling GoBus/Accessible taxi	Sustain and Reinforce: Garbage collection Residential water and sewer repairs Parks, open spaces and trails Recreation facilities/programs/activities Curbside recycling
Secondary Areas for Improvement: Permits and inspections Land use planning Heritage preservation Parking services Arts/cultural grants Metrobus	Secondary Areas for Improvement: Permits and inspections Land use planning Heritage preservation Parking services Arts/cultural grants
Watch and Maintain: Animal care and adoption services 311/Access St. John's Community events Yard waste collection	Watch and Maintain: Animal care and adoption services 311/Access St. John's Community events Yard waste collection

SUMMARY BY WARD

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Road maintenance	Primary	Primary	Primary	Primary	Primary
Road snow clearing	Primary	Primary	Primary	Primary	Primary
Traffic planning	Primary	Primary	Primary	Primary	Primary
Sidewalk snow clearing	Primary	Primary	Primary	Primary	Primary
Metrobus	Primary	Primary	Secondary	Primary	Watch
GoBus/Accessible taxi service	Primary	Primary	Sustain	Secondary	Sustain
Land use planning	Secondary	Secondary	Secondary	Secondary	Secondary
Parking services	Secondary	Secondary	Secondary	Secondary	Secondary
Heritage preservation	Secondary	Primary	Secondary	Secondary	Secondary
Arts/cultural grants	Secondary	Watch	Watch	Watch	Secondary
Permits and inspections process	Secondary	Secondary	Primary	Primary	Secondary
Residential water and sewer repairs	Sustain	Sustain	Sustain	Sustain	Sustain
Parks, open spaces, and trails	Sustain	Sustain	Sustain	Sustain	Sustain
Recreation facilities and programs	Sustain	Sustain	Sustain	Watch	Primary
Curbside recycling	Sustain	Sustain	Sustain	Sustain	Sustain
Garbage collection	Sustain	Sustain	Sustain	Sustain	Sustain
Animal care and adoption services	Watch	Watch	Watch	Watch	Watch
311/Access St. John’s	Watch	Watch	Watch	Watch	Watch
Community events	Watch	Watch	Watch	Watch	Watch
Yard waste collection	Watch	Watch	Watch	Watch	Watch

Section 6:

COMMUNICATION AND ENGAGEMENT

INTERACTIONS WITH CITY STAFF

City staff continue to effectively interact with residents.

Overall, 46% of residents surveyed had direct contact with the City over the past 12 months which was similar with 2020 (43%) and 2018 (48%).

Among this group (n=280), residents continued to express positive views towards their interactions. The one weakest area continued to be allowing residents to have meaningful input into decision making for which agreement declined from 60% in 2020 to 51% in 2022.

% Agree

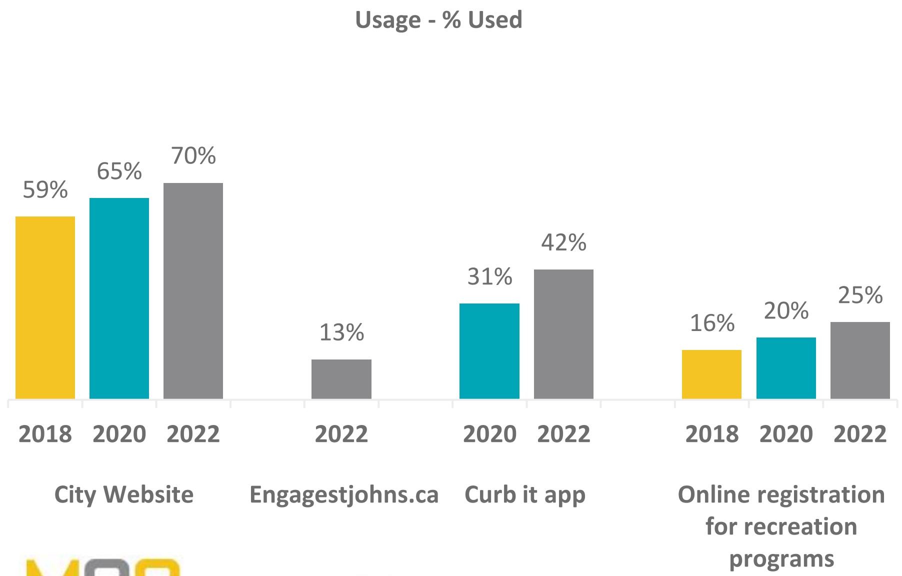
Table 6: Level of Agreement	2018	2020	2022
Courteous, helpful and knowledgeable	87%	86%	86%
Get information I'm looking for	85%	83%	81%
Customer service a priority	71%	71%	66%
Responds in a timely manner	70%	69%	67%
Allows meaningful input	54%	**60%**	**51%**

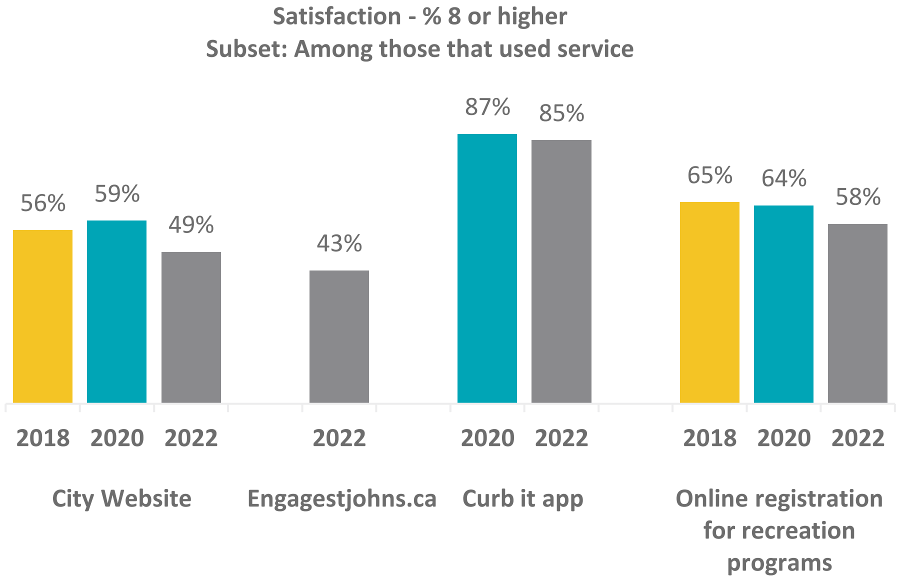
Q. Thinking about your personal dealings with the City of St. John's, to what extent do you agree or disagree with each of the following statements about the City?

ONLINE SERVICES

There was an increase in the usage of online services in 2022 but there remains room for growth in uptake.

Overall, seven-in-ten residents surveyed had used the City's website which continued an upward trend seen in 2020. Usage of online services did trend upward year-over-year. Meanwhile, satisfaction (% rating 8 or higher) ranged from 43% for engagestjohns.ca to 85% for the Curb it app. Satisfaction trended down for the City website and online registration for recreation programs.





COMMUNICATION AND ACCOUNTABILITY

Significant decreases were seen on the measures of communications and accountability in comparison to 2020.

Residents were asked to rate the City on five measures of communications and accountability from poor to excellent.

Consistent with previous years, the City was rated highest in terms of keeping residents informed (66%) and lowest in terms of managing the City’s money responsibly (47%) and being accountable (47%).

Significant decreases from 2020 were seen in the percentage providing a rating of good, very good or excellent across all five measures. But it is important to note that most measures did not regress below the baseline in 2018.

% Good, Very Good and Excellent

Table 7: Performance	2018	2020	2022
Keeps residents informed	69%	**76%**	**66%**
Open and transparent	57%	**70%**	**57%**
Being accountable	50%	**65%**	**47%**
Managing the City's money responsibly	40%	**56%**	**47%**
Decision-making	-	**65%**	**57%**

Q. In your opinion, does the City of St. John’s do an excellent, very good, good, fair or poor job in terms of…?

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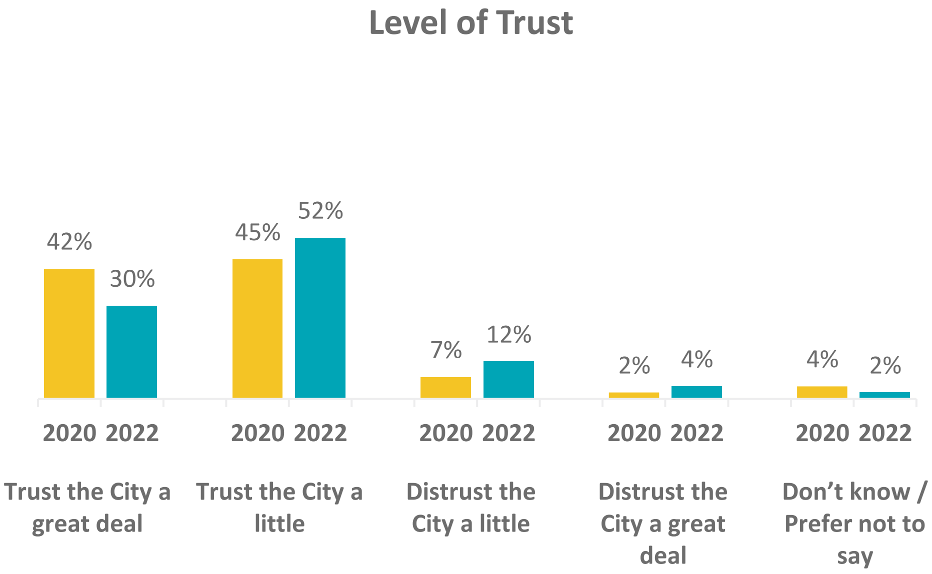
LEVEL OF TRUST

The vast majority of residents have some trust in the City of St. John's.

Overall, 82% indicated they have some level of trust in the city, a decrease of 5 percentage points from 2020 (87%). This was driven largely by a drop in those who trust the city a great deal (42 vs. 30%).

The level of trust was relatively consistent across various wards, with Ward 1 exhibiting the most positive results (86% having some level of trust).



Q. To what extent do you trust or distrust the City of St. John´s? Do you…

Section 7:

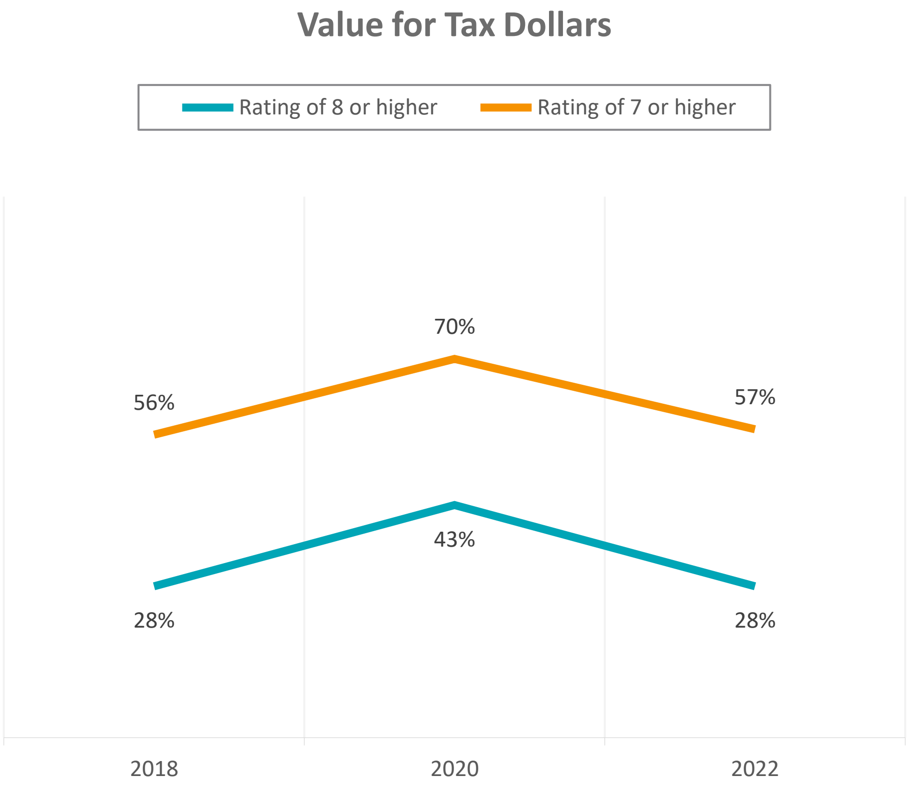
TAXATION AND CAPITAL SPENDING

VALUE FOR TAX DOLLARS

Consistent with the other key indicators, the perceived value for tax dollars dropped back to the baseline level seen in 2018.

Overall, 57% of residents who own their home and pay property taxes rated the overall value of what they receive for their tax dollars a 7 or higher while 28% gave a rating of 8 or higher.

These measures are down significantly from 2020 but remained on par with the baseline results in 2018.



Q. How would you rate the overall value of what you receive for your tax dollars?

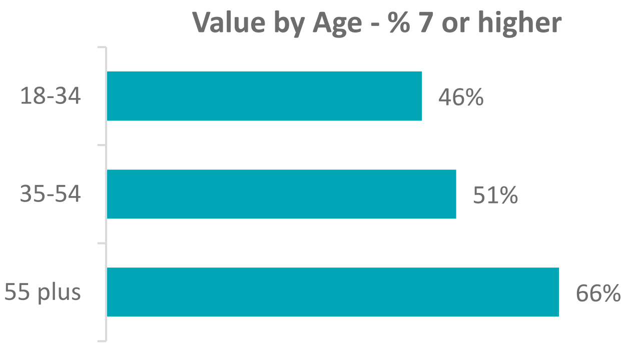
MQO RESEARCH RECHERCHE

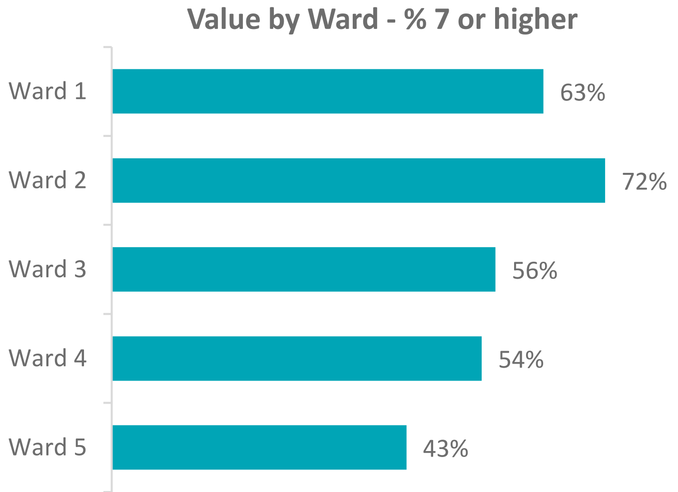
VALUE FOR TAX DOLLARS BY KEY DEMOGRAPHICS

Perceived value for tax dollars among homeowners was highest among those 55 plus, and those living in Ward 2.

Those 55 plus rated the value they receive for their tax dollars (66% rating 7+) significantly higher than other age groups (18-34: 46%; 35-54: 51%).

Residents in Ward 2 (72%) gave the highest rating in terms of the value they receive.





Q. How would you rate the overall value of what you receive for your tax dollars?

MQO RESEARCH RECHERCHE

CAPITAL SPENDING

There continues to be significant support for capital spending on non-essential infrastructure.

Residents were asked to rate their 1st, 2nd and 3rd priority for capital spending on non-essential infrastructure.

Overall, city-owned and operated non-profit housing remains the top ranked priority area.

It is worth noting that the percentage of residents ranking green spaces in the top three decreased by 10 percentage points in 2022 while the proportion identifying cycling infrastructure as a top three priority increased by 6 percentage points.

Priority Area	Ranked Top 3			Ranked 1st		
	2020	2022	-/+	2020	2022	-/+
City-owned and operated non-profit housing	61%	65%	+4	31%	33%	+2
Initiatives to improve energy efficiency, reduce greenhouse gases and reduce operating costs	56%	54%	-2	22%	22%	-
Green spaces and outdoor facilities	54%	44%	-10	14%	9%	-5
Recreation and community facilities	50%	50%	-	13%	16%	+3
Parks and playgrounds	43%	45%	+2	10%	10%	-
Cycling infrastructure (trails/bike racks)	21%	27%	+6	6%	5%	-1

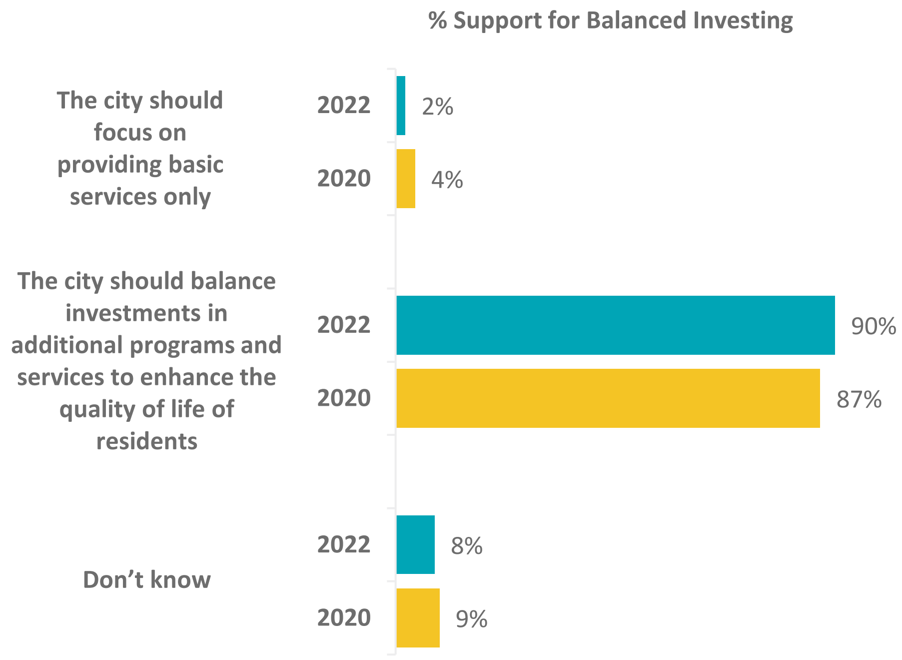
Q. When thinking of capital spending on non-essential infrastructure, which of the following should be the first priority?

TAXES

There is still significant support for balancing investments between providing basic services and additional programs/services to enhance quality of life.

Residents were also asked whether the City should focus on providing basic services only or balance investments in other areas to enhance the quality of life for residents.

A resounding 90% of residents support balancing investments which is on par with 2020.



Q. Which of the following statements best describes your view on how the city invests in basic services such as snow clearing, roads and garbage collection versus recreation and community facilities, green spaces and other quality of life programs and services?

Section 8:

PERCEPTIONS OF LIFE IN ST. JOHN'S

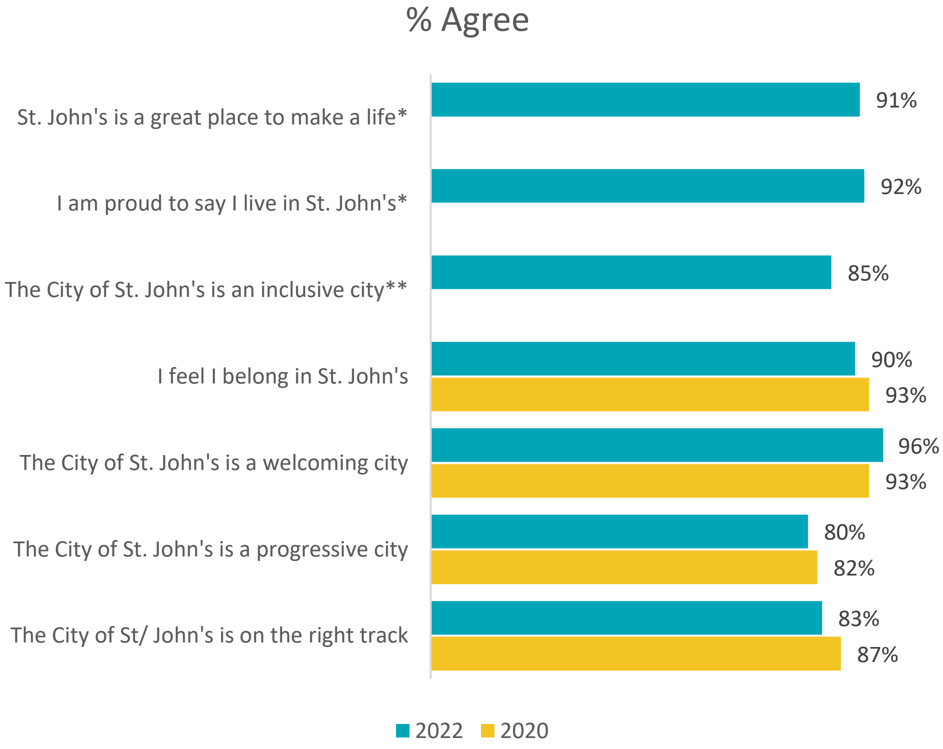
PERCEPTIONS

Perceptions of elements related to the City's strategic directions remained very positive.

Overall, a minimum of eight-in-ten residents agreed that the City is inclusive, on the right track, and a progressive city.

Further, at least nine-in-ten agreed that St. John's is a great place to live, welcoming, and a place they are proud to say they live and feel that they belong.

These measures were consistent with 2020 with a slight downward trend in the percentage saying the City is on the right track.



*These were newly added for 2022
**This was dissociated from the question asked in 2020 that combined welcoming and inclusive.

Q. Do you _______ with each of the following statements?

Section 9:

PERSONAL FINANCES AND HOUSING

HOUSEHOLD FINANCES

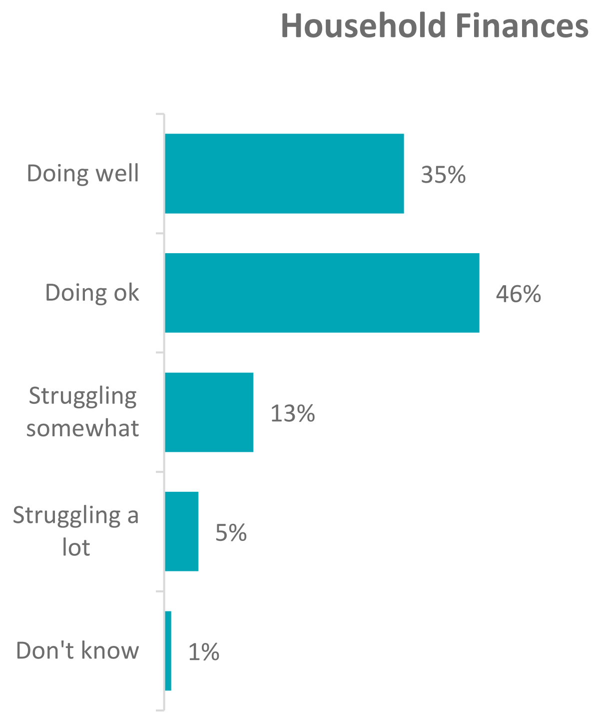
Approximately one-in-five residents indicated their household is struggling financially.

A new question was added in 2022 to understand residents' current household financial situation.

Overall, 18% indicated they were struggling: 13% somewhat and 5% a lot. Meanwhile, 46% of households are doing ok while 35% are doing well.

Those who rent were much more likely to indicate they were struggling (37%) as well as those with a household income of less than $50,000 (42%).

Those in the younger age group (18-34) and residents who are relatively new to the City (10 years or less) were also slightly more likely to cite their household struggling financially (27% and 28% respectively).



Q. How would you describe the current financial situation in your household? Would you say you are...?

HOUSING AFFORDABILITY

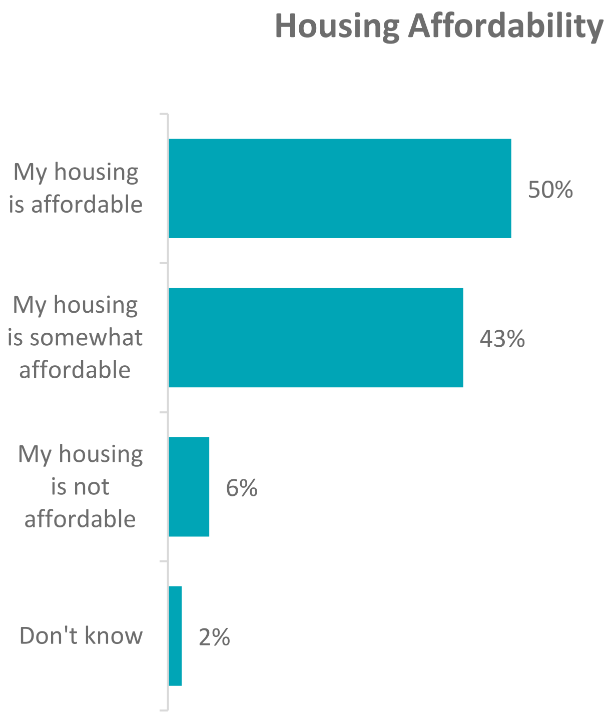
Just one-half of residents felt their current housing is affordable.

A new question was added in 2022 asking residents to describe the affordability of their housing.

Overall, 50% indicated their housing is affordable while 43% felt it was just somewhat affordable and 6% said it was not affordable.

Renters were less likely to report their home as affordable (35%) along with those in the lowest income category (34%).

Those identifying as a visible minority and LGBTQ2IA+ reported lower levels of housing affordability at 30% and 34% respectively.



Q. How would you describe the affordability of your housing? Would you say...?

HOUSING ADEQUACY

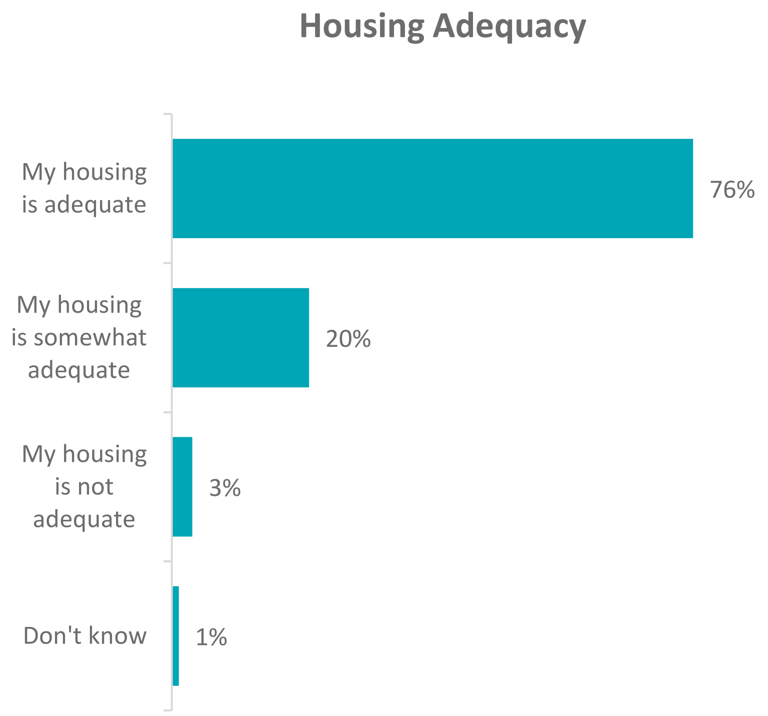
The majority of residents described their housing as adequate in 2022.

In 2022, a new question asked residents to describe the adequacy of their housing.

Overall, 76% indicated their housing is adequate while 20% felt it was just somewhat adequate and 3% said it was not adequate.

Renters were less likely to report their home as adequate (58%) along with those in the lowest income category (60%).

Those identifying as a visible minority reported the lowest levels of housing adequacy at 49%.



Q. How would you describe the adequacy of your housing? Adequacy refers to the need for major repairs. Would you say...?

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Section 10:

HEALTH

HEALTH

The majority of residents reported good physical and mental health.

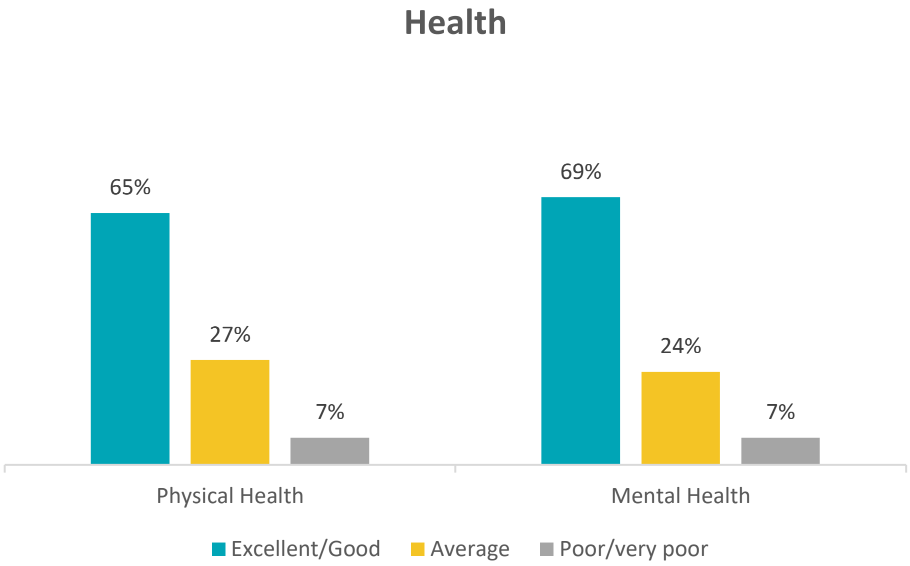
A new question this year asked residents to rate their physical and mental health.

Overall, 65% of residents reported having excellent or good physical health while 69% reported excellent or good mental health.

Approximately one-quarter rated their physical health (27%) and mental health (24%) as average.

Conversely, 7% of residents rated both their physical and mental health as poor or very poor.

People with disabilities were the most likely to report their physical (32%) and mental (19%) health as poor or very poor.



Q. Overall, how would you rate your…?

Section 11:

DEMOGRAPHIC PROFILE

DEMOGRAPHIC PROFILE

		City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Gender	Male	48%	36%	51%	53%	54%	44%
	Female	52%	64%	49%	47%	45%	56%
	Other/Prefer Not to Say	0%	0%	0%	0%	1%	0%
Age	18 to 34	29%	26%	36%	20%	43%	17%
	35 – 54	31%	36%	24%	28%	22%	46%
	55 plus	40%	38%	39%	53%	35%	37%
Home	Own	73%	77%	64%	77%	62%	88%
	Rent	27%	23%	36%	23%	38%	12%
Length of time living in the city.	1 to 5 years	14%	11%	23%	2%	26%	7%
	6 to 10 years	11%	14%	10%	9%	12%	9%
	11 to 15 years	9%	10%	9%	8%	6%	12%
	16 to 20 years	6%	9%	4%	3%	5%	7%
	20 + years	60%	57%	54%	78%	50%	64%

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DEMOGRAPHIC PROFILE

		City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Children living at home	Yes	25%	37%	15%	22%	19%	35%
	No	75%	63%	85%	78%	81%	65%
	Less than $50,000	23%	17%	33%	26%	26%	15%
	$50,000 - $99,999	30%	33%	36%	33%	28%	18%
	$100,000 or more	47%	50%	31%	40%	47%	66%
	Prefer not to say	-	-	-	-	-	-
	Less than high school	2%	0%	8%	3%	1%	0%
	Completed high school	9%	7%	8%	13%	10%	7%
	Some university/college	13%	14%	7%	14%	14%	16%
	Completed university/college	51%	45%	52%	53%	48%	57%
	Post graduate studies	25%	34%	25%	18%	27%	20%

DEMOGRAPHIC PROFILE

Minority Status

	City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Visible minority	8%	5%	8%	2%	17%	4%
Indigenous People	3%	4%	3%	1%	4%	5%
People with disabilities	14%	11%	18%	12%	16%	11%
LGBTQ2IA+	8%	7%	16%	6%	8%	1%

Employment Status

	City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Employed	57%	63%	58%	46%	50%	70%
Retired	29%	25%	29%	41%	25%	27%
Student	9%	9%	8%	5%	20%	1%
Unemployed	5%	3%	5%	8%	5%	2%

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Section 12:

CONCLUSIONS AND IMPLICATIONS

CONCLUSIONS & IMPLICATIONS

- ✓ **Overall, results trended down in 2022 but remained on par with the benchmark survey in 2018. This is likely due in part to the current political and economic climate including the lingering impacts of the COVID-19 pandemic and inflation.**

  - Quality of life dropped from 88% in 2020 to 78% in 2022.
  - Overall satisfaction with the City's programs and services fell from 85% in 2020 to 65% in 2022.
  - Ratings for overall value of tax dollars decreased from 70% in 2020 to 57% in 2022.

  **refers to satisfaction ratings of 7 or higher*

- ✓ **This downward trend also extended to the City's ability to communicate and be accountable to St. John's residents. Ratings for all communication and accountability metrics* trended down compared to 2020 but did remain on par with 2018 for most measures.**

  - Keeping residents informed – decreased from 76% in 2020 to 66% in 2022.
  - Providing information in an open and transparent manner – decreased from 70% in 2020 to 57% in 2022.
  - Being accountable to the public for decisions made – decreased from 65% in 2020 to 47% in 2022.
  - Managing the City's money responsibly – decreased from 56% in 2020 to 47% in 2022.
  - Making decisions in the best interest of the community – decreased from 65% in 2020 to 57% in 2022.

CONCLUSIONS & IMPLICATIONS

- ✓ **Most residents continue to exhibit some level of trust in the City of St. John's, but this measure did soften somewhat in 2022. Meanwhile, interactions with City staff remain very positive and usage of online services continues to grow.**

  - 82% of City residents indicated some level of trust in the City of St. John's which is down slightly from 2020 (87%), however the percentage who trust the city a great deal did drop from 42% to 30% year-over-year.
  - Residents who interacted with City staff in the past 12 months expressed positive views towards their interactions on par with 2020. The top-rated elements included being courteous, helpful and knowledgeable (86% agree) and being able to get the information they were looking for (81% agree).
  - Usage of the City website (65% vs. 70%), the Curb It app (31% vs. 42%) and the online registration for recreational programs (20% vs. 25%) all saw upticks in usage year-over-year. Satisfaction with the City website and online registration did trend down from 2020 which is in line with drops in overall satisfaction.

MQO RESEARCH RECHERCHE

CONCLUSIONS & IMPLICATIONS

- ✓ **When it comes to public spending, key infrastructure like roads and snow clearing are imperative, but residents continue to be supportive of capital spending on non-essential infrastructure.**
  - The majority of residents (90%) support balancing investments between providing basic services and additional programs/services to enhance quality of life.
  - The top contributors to quality of life in St. John's included parks and recreation (32%), easy access to amenities (17%), friendly people (9%), access to shopping facilities (8%) and easy to commute (7%).
  - Residents continue to rank city-owned non-profit housing as the top priority for capital spending on non-essential infrastructure (33% ranked first priority; 65% ranked within their top three), followed by green initiatives and recreation and community facilities.

- ✓ **These should continue to be areas of focus for investment moving forward; a well-rounded budget will ensure focus on a variety of key areas to improve quality of life for all City residents.**

MQO RESEARCH RECHERCHE

CONCLUSIONS & IMPLICATIONS

- ✓ **While most households in the City are doing okay financially, housing affordability is a concern which is being exacerbated by inflation and rising interest rates.**

  - 18% of households indicated they were struggling somewhat (13%) or a lot (5%). Meanwhile, 46% are doing ok while 35% say they are doing well financially.
  - Just 50% indicated their housing was affordable, with 43% saying their housing was somewhat affordable and 6% said it was not affordable.
  - Housing adequacy was less of an issue with 76% indicating their housing was adequate, 20% saying it was somewhat adequate and 3% reported it was not adequate.

- ✓ **Residents are doing relatively well health wise.**

  - 65% of residents reported having an excellent or good physical health while 69% reported an excellent or good mental health. Roughly one-quarter reported average physical and mental health while 7% reported their physical or mental health as poor/very poor.