

# 2024 Resident Satisfaction Survey

ST. JOHN'S

2024.11.07



mco  
RESEARCH



## 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 the council and the city's operations based on five core values.

As the 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, 2022 and most recently in 2024 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);
- Measure progress/improvement over time, and,
- Provide data for the City's developing performance management systems.



# Methodology

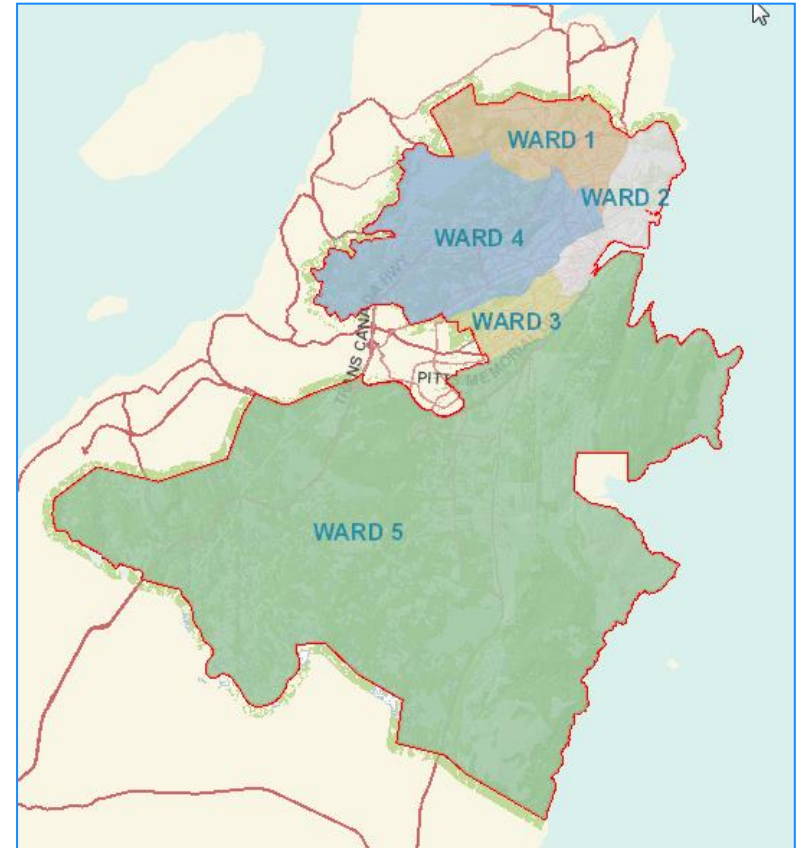
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- A telephone methodology was used for this study with both active landline and cellular numbers making up the sampling frame. The survey was conducted between September 10<sup>th</sup> and October 8<sup>th</sup>, 2024.
- A total of 601 surveys were completed (100 landline / 501 cell) resulting in an overall margin of error of  $\pm 4.0$  percentage points 19 times out of 20. Differences greater than 4% year-over-year for the total sample would be considered statistically significant changes over time.



# Methodology

- 120 surveys were completed in each of the 5 Wards of the City using a stratified sampling approach. The margin of error for results at the level of each ward is  $\pm 8.9$  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 25 minutes.
- The results were weighted by age and gender based on the most recent census data.
- The adjacent map provides an overview of the ward boundaries for the City of St. John's.



## CONTEXT

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In interpreting the results from this study, it is important to keep in mind the current economic and political climate. While inflation and interest rates have begun to decrease, the housing and cost of living impacts highlight the challenges facing residents which may be reflected in the survey results.

- Harris Centre 2024 Vital Insights Report<sup>1</sup> highlights:
  - 20% of Newfoundlanders and Labradorians are experiencing housing insecurity;
  - 26% struggle to afford food;
  - 31% have difficulty financially meeting basic needs like transportation, housing, food, clothing and other necessary expenses;
  - Food Banks Canada reported a 44% increase in visits in 2023 compared to 2019 within the province;
  - On the Northeast Avalon, 19% are spending more than 30% of their income on housing;
  - 68% of unhoused people in St. John's are chronically homeless; and
  - Housing prices in St. John's increased 29% from February 2020 to February 2024.

<sup>1</sup><https://www.mun.ca/harriscentre/media/production/memorial/administrative/the-harris-centre/media-library/Vital%20Signs%202024.pdf>



The background image shows a coastal city, likely St. John's, Newfoundland. A large, light-colored church with two prominent towers sits atop a hill. Below the church, a dense residential area with colorful houses is visible. In the foreground, a large blue and yellow ship is docked at a pier, with a red building and a crane nearby. The sky is overcast.

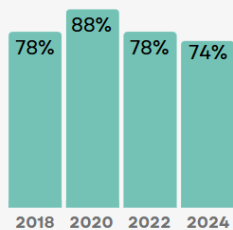
## Section 2:

# Executive Summary Infographic

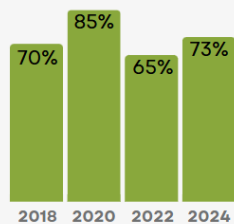


# INFOGRAPHIC

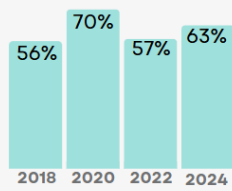
## Ratings of 7 or higher on a 10 point scale



Quality of life



Satisfaction with programs & services



Value for tax dollars

### Primary Areas for Improvement:

- Road maintenance
- Road snow clearing
- Traffic planning
- Sidewalk snow clearing
- Metrobus
- Preserving and protecting wetlands

### Sustain and Reinforce:

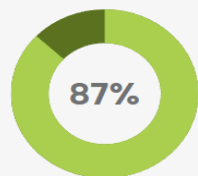
- Garbage collection
- Residential water and sewer repairs
- Parks, open spaces and trails
- Curbside recycling & yard waste
- GoBus/Accessible taxi service

### Secondary Areas for Improvement:

- Permits/inspections
- Land use planning
- Heritage preservation
- Parking services
- Arts/cultural grants

### Watch and Maintain:

- 311/Access St. John's
- Community events
- Outdoor sports field
- Recreation and leisure facilities



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

### % Agree



87%

Find City staff Courteous, Helpful and Knowledgeable

66%

Think the City does a Good, Very Good, or Excellent job in keeping residents informed



## Section 3:

# Quality of Life

# OVERALL QUALITY OF LIFE

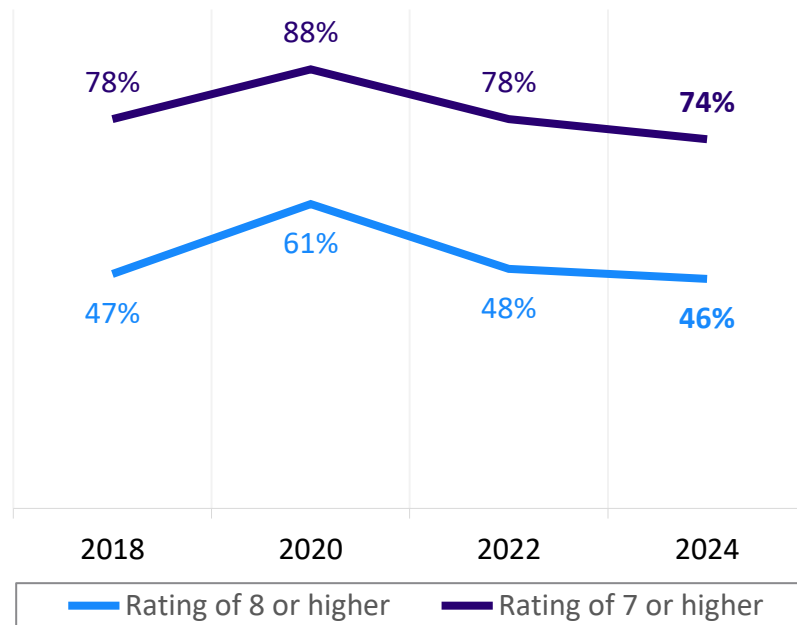
**Perceptions of quality of life in St. John's trended down slightly.**

In 2024, 46% of residents rated their overall quality of life an 8 or higher on a 10-point scale while 74% gave a rating of 7 or higher. This is down from the peak of 88% in 2020.

A new question<sup>2</sup> was added in 2024, asking respondents to explain their ratings. The main reasons included:

Cost of living (negative)	15%
Crime/public safety (negative)	15%
Positive mentions (general)	15%
Public transit (negative)	11%
Housing crisis/homelessness	10%
Easy access to amenities (general)	9%
Roads maintenance/conditions (negative)	9%

Quality of Life<sup>1</sup>



<sup>1</sup>Q. How would you rate the overall quality of life in the City of St. John's today?

<sup>2</sup>Q. Why did you rate the overall quality of life in the City of St. John's a <quality of life rating>?

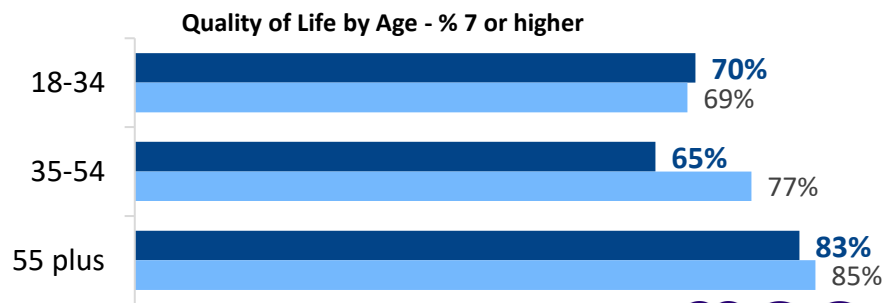
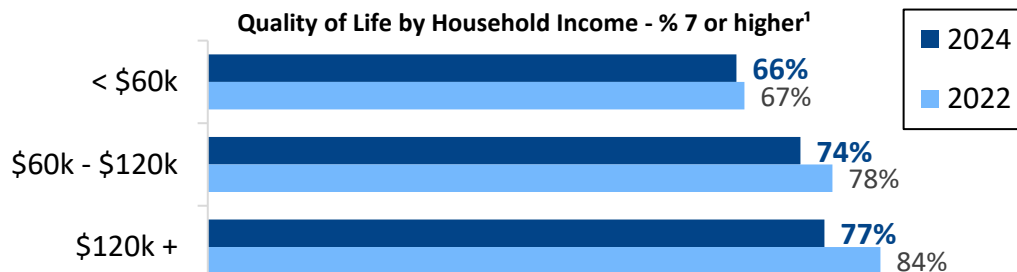
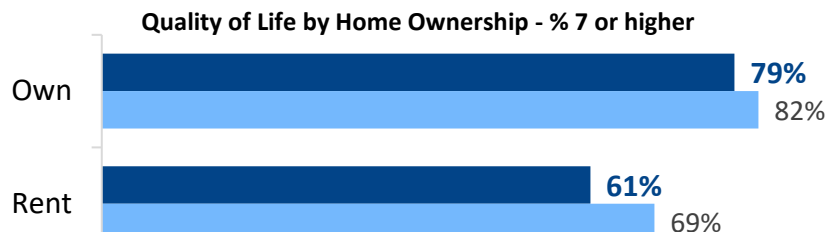
# OVERALL QUALITY OF LIFE BY KEY DEMOGRAPHICS

**Quality of life was highest among homeowners (79%), higher income households (77%) and those 55 plus (83%).**

The downward trend in quality of life in 2024 was driven primarily by decreases reported among those 35-54 (2022, 77% vs. 2024, 65%) and renters (2022, 69% vs. 2024, 61%).

Residents of Ward 2 reported the lowest overall quality of life rating (58%) compared to residents of the other Wards, which ranged from 70 to 85%.

Residents who identified as part of one or more minority groups reported a lower quality of life rating compared to non-minorities (67% vs. 77% respectively).



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

<sup>1</sup>Income bracket categories have changed in the 2024 questionnaire. In 2022 and prior years categories were: Household income lower than \$50k, between \$50k and \$100k, and \$100k +



A scenic view of a river, likely the Charles River in Boston, featuring several ducks swimming in the water and resting on a stone ledge in the foreground. A pedestrian bridge with a metal railing spans the river in the middle ground, with a few people walking across it. In the background, a large concrete highway bridge with a white arrow sign on its side spans the river. Bare trees line the banks, and a city building is visible in the distance under an overcast sky.

## Section 4:

# Programs and Services

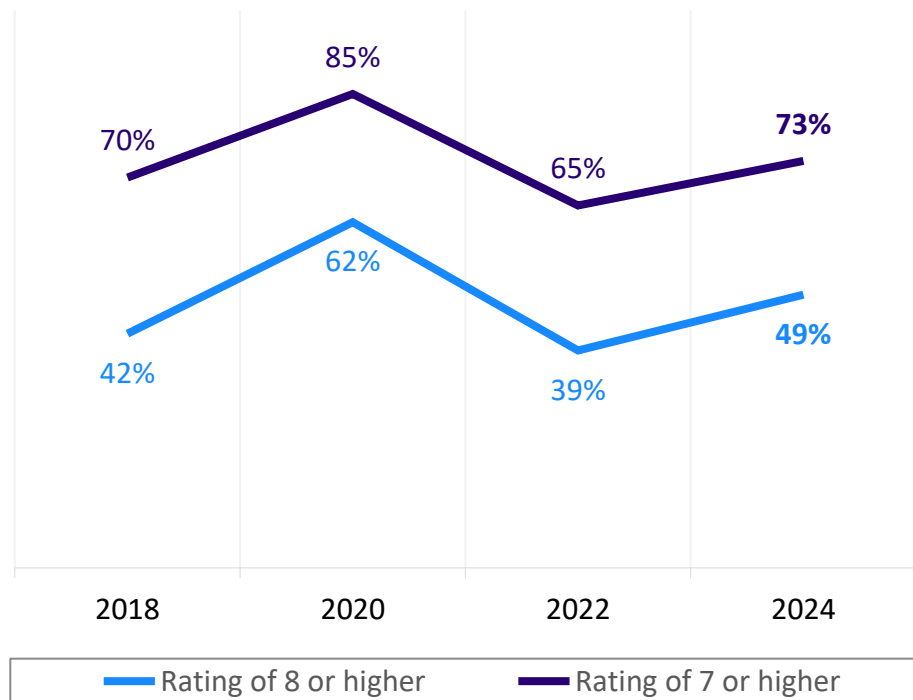
# OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

## Satisfaction with city programs and services trended up compared to 2022.

In 2024, 73% of residents rated their overall satisfaction with the programs and services provided by the City of St. John's a 7 or higher, while 49% gave a rating of 8 or higher. Both measures were up significantly compared with 2022, which is encouraging.

Satisfaction remains below the levels seen in 2020, but it's important to note that year was unique in terms of the impacts of COVID-19 and the public health measures that were in place.

Overall Satisfaction With Services and Programs



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

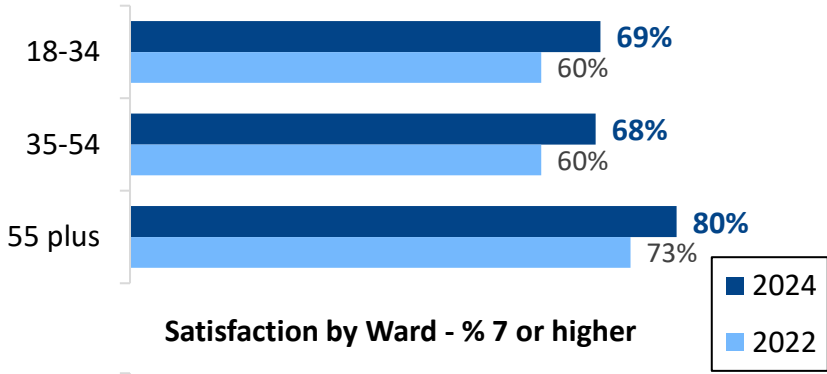
# OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

## Satisfaction with the City's programs and services trended up across most subgroups.

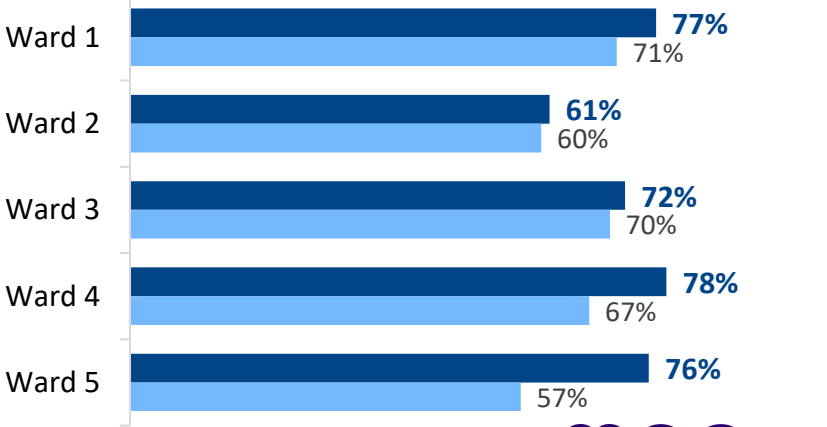
In the age group of 18-34 and 35-54, the proportion of residents satisfied with the City's programs and services increased from 60% in 2022 to 69% and 68% respectively in 2024. Additionally, residents aged 55 and older also saw an increase in satisfaction with the city, rising from 73% in 2022 to 80% in 2024.

Residents of most wards were more satisfied with City services in 2024 compared to 2022. Notably, satisfaction among residents of Ward 5 significantly increased by 19 percentage points, rising from 57% to 76%. Meanwhile, satisfaction levels in Wards 2 and 3 remained on par with the previous survey.

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?

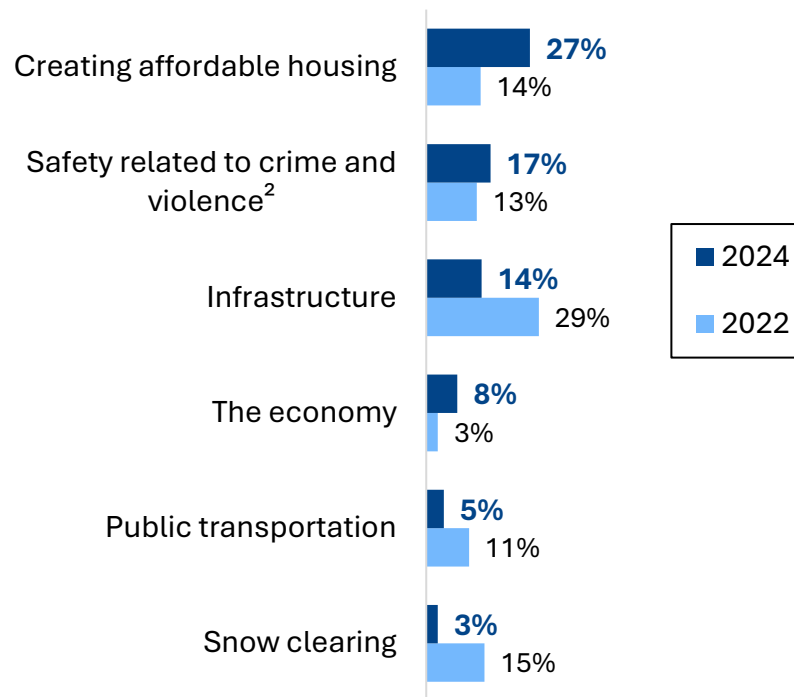
# MOST IMPORTANT ISSUE FACING COMMUNITY

**With a significant increase compared to 2022, over one-quarter of residents identified *creating affordable housing* (27%) as the most important issue facing their community in 2024.**

The second most mentioned issue was *safety related to crime and violence* (17%), followed by *infrastructure* (14%). There was a significant decrease in those who mentioned *infrastructure* compared to 2022 (29%).

Home-owners (20%) were more likely than renters (10%) to identify *safety related to crime and violence* as the main issue, and those with a household income equal to or greater than \$60k (\$60k-\$120k, 21%; \$120k+, 21%) were also more likely to identify this as an issue compared to those with income lower than \$60k (8%).

Most Important Issue Facing Community<sup>1</sup>



**Q. In your view, as a resident of the City of St. John's, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your Mayor and Members of Council?**

<sup>1</sup>Don't know (8%) and categories with 3% or fewer response rate were not reported.

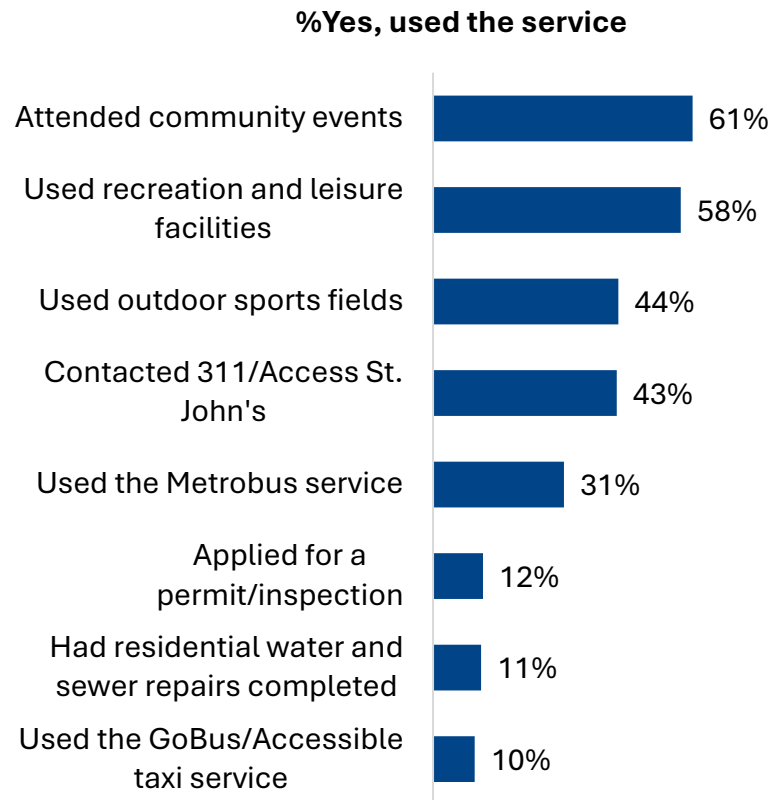
<sup>2</sup>In 2022, this category was worded "crime rate/drugs"



## SERVICE USAGE (1/2)

**In 2024 residents were asked if they had availed of eight City services in the past 12 months. Attending community events (61%) and using recreation and leisure facilities (58%) were the top two services used.**

Just over four-in-ten used outdoor sports fields (44%) or contacted 311/Access St. John's (43%). Under one-third used the Metrobus service (31%). A smaller proportion of residents applied for a permit/inspection (12%), had residential water and sewer repairs completed (11%) or used the GoBus/accessible taxi service (10%).



Q. In the past 12 months, have you...?

## SERVICE USAGE (2/2)

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### **Metrobus usage:**

- Residents aged 18-34 (57%) are more likely to have used Metrobus than those aged 35-54 (26%) or 55+ (15%).
- Residents living in St. John's for 10 years or less (54%) are more likely to have used Metrobus than those living 11-20 years (28%) or 20+ years (22%).
- Minority group residents are more likely to have used Metrobus (55%) compared to non-minorities (18%).
- Residents from Wards 2 (40%) and 4 (44%) are more likely to have used Metrobus compared to those from other wards.

### **Other services usage:**

- Non-minority residents are more likely to have contacted 311 (48% vs. 34%).
- Non-minority residents are also more likely to have used recreation facilities (62% vs. 53%).



# 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. This year, however, satisfaction with permits and inspections process, Metrobus service, GoBus/accessible taxi service, 311/access St. John's, community events, outdoor sports fields, recreation and leisure facilities and residential water and sewer repairs was only assessed for those who used these services.

**Table 1: Service Areas Evaluated**

Grants and supports to arts, festivals, and cultural activities	Preserving and protecting wetlands
Community events	Metrobus service
GoBus/Accessible taxi service	Garbage collection
Outdoor sports fields	Curbside recycling & Yard waste
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, the importance of programs and services offered by the city declined somewhat compared to 2022.**

The following table shows how residents perceived the importance of each of the 20 service areas evaluated, as well as the change from 2022 to 2024.

Fourteen out of twenty areas experienced statistically significant decreases in importance in 2024. Notably, *recreation and leisure facilities*, *heritage preservation*, and *grants and support to arts & culture* each decreased by 12% each.

Table 2: Importance (% 8 or higher)		Change 2022-2024
	2024	+/-
Garbage collection	93%	-2%
Roads snow clearing	92%	-4%
Residential water and sewer repairs	90%	-4%
Road maintenance	86%	-6%
Parks, open spaces, and trails	85%	-9%
Sidewalk snow clearing	81%	-5%
Traffic planning	80%	-5%
Curbside recycling & yard waste	79%	-8%
Metrobus service	78%	-2%
Preserving and protecting wetlands <sup>1</sup>	78%	-
GoBus/Accessible taxi service	76%	-6%
Recreation and leisure facilities	73%	-12%
Outdoor sports fields <sup>1</sup>	68%	-
Land use planning	67%	-4%
Permits and inspections process	66%	-8%
311/Access St. John's	65%	-8%
Heritage preservation	58%	-12%
Grants and supports to arts & culture	53%	-12%
Community events	53%	0%
Parking services	49%	-7%

 = Statistically significant decrease

**Q. Please rate how important you feel the service is using a scale from 1 to 10 where 1 is Not at All Important and 10 is Very Important.**

<sup>1</sup>Categories added in the 2024 survey



# IMPORTANCE OF CITY PROGRAMS AND SERVICES AMONG USERS

**Overall, those who used the services tended to give higher importance ratings compared to those who did not use the services.**

St. John's residents who used Metrobus, recreation and leisure facilities, outdoor sports fields, 311/access St. John's, or attended community events gave higher importance ratings than those who did not avail themselves of any of these services.

Conversely, those who did not use residential water and sewer repair services gave higher importance ratings compared to those who used the services.

Table 2: Importance (% 8 or higher)	Overall	Used Service	Did not use
Residential water and sewer repairs	<b>90%</b>	78%	92%
Metrobus service	<b>78%</b>	86%	74%
GoBus/Accessible taxi service	<b>76%</b>	81%	76%
Recreation and leisure facilities	<b>73%</b>	79%	67%
Outdoor sports fields <sup>1</sup>	<b>68%</b>	79%	60%
Permits and inspections process	<b>66%</b>	64%	66%
311/Access St. John's	<b>65%</b>	71%	58%
Community events	<b>53%</b>	62%	38%

 = statistically significantly higher

**Q. Please rate how important you feel the service is using a scale from 1 to 10 where 1 is Not at All Important and 10 is Very Important.**

<sup>1</sup>Categories added in the 2024 survey

# OVERALL SATISFACTION WITH CITY PROGRAMS AND SERVICES

**Satisfaction was up significantly for several programs and services in 2024.**

The following table shows the level of satisfaction with each of the 20 service areas that were evaluated and the change from 2022 to 2024.

Six programs and service areas experienced statistically significant increases in satisfaction levels.

This year, however, satisfaction with permits and inspections process, Metrobus service, GoBus/accessible taxi service, 311/access St. John's, community events, outdoor sports fields, recreation and leisure facilities and residential water and sewer repairs was only assessed for those who used these services, so comparisons are not made to previous years for those areas.

**Table 3: Satisfaction (% 8 or higher)**

**Change  
2022-2024**

	<b>2024</b>	<b>+/-</b>
Garbage collection	87%	3%
311/Access St. John's	77%	N/A
Parks, open spaces, and trails	76%	3%
Curbside recycling & yard waste	75%	<b>13%</b>
Community Events	74%	N/A
Residential water and sewer repairs	69%	N/A
Outdoor sports fields <sup>1</sup>	64%	-
Recreation and leisure facilities	62%	N/A
GoBus/Accessible taxi service	62%	N/A
Preserving and protecting wetlands <sup>1</sup>	49%	-
Road snow clearing	48%	<b>10%</b>
Heritage preservation	47%	<b>8%</b>
Grants and supports to arts and culture	47%	-1%
Parking services	43%	<b>13%</b>
Metrobus service	38%	N/A
Permits and inspections process	36%	N/A
Traffic planning	36%	2%
Land use planning	32%	2%
Road maintenance	25%	<b>5%</b>
Sidewalk snow clearing	24%	<b>6%</b>

 = Statistically significant increase

**Q. Please rate your overall satisfaction with that service using a scale from 1 to 10 where 1 is Not at All Satisfied and 10 is Very Satisfied.**

<sup>1</sup>Categories added in the 2024 survey

# 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 such as road maintenance, snow clearing, traffic planning and the Metrobus service.

Conversely, there was minimal difference between the importance and satisfaction for curbside recycling & yard waste, outdoor sports fields, parking services and grants and support to arts and culture.

Table 5: Gap Analysis (2024)	% 8 or higher		Difference +/-
	Importance	Satisfaction	
Community events	53%	74%	+22%
311/Access St. John's	65%	77%	+12%
Curbside recycling & yard waste	79%	75%	-3%
Outdoor sports fields	68%	64%	-5%
Parking services	49%	43%	-6%
Garbage collection	93%	87%	-6%
Grants and support to arts and culture	53%	47%	-6%
Parks, open spaces, and trails	85%	76%	-9%
Heritage preservation	58%	47%	-11%
Recreation and leisure facilities	73%	62%	-11%
GoBus/Accessible taxi service	76%	62%	-15%
Residential water and sewer repairs	90%	69%	-22%
Preserving and protecting wetlands	78%	49%	-28%
Permits and inspections process	66%	36%	-29%
Land use planning	67%	32%	-36%
Metrobus service	78%	38%	-40%
Traffic planning	80%	36%	-44%
Roads snow clearing	92%	48%	-45%
Sidewalk snow clearing	81%	24%	-57%
Road maintenance	86%	25%	-61%

Note: Numbers may not equal 100% due to rounding.



# 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 2024, GoBus/Accessible taxi moved into the sustain and reinforce category and preserving and protecting wetlands appeared in the primary areas for improvement category. Most other programs and services were unchanged in terms of level of priority.

## 2022

### 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

### 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

## 2024

### Primary Areas for Improvement:

Road maintenance  
Road snow clearing  
Traffic planning  
Sidewalk snow clearing  
Metrobus  
Preserving and protecting wetlands

### Sustain and Reinforce:

Garbage collection  
Residential water and sewer repairs  
Parks, open spaces and trails  
Curbside recycling & yard waste  
GoBus/Accessible taxi service

### Secondary Areas for Improvement:

Permits and inspections  
Land use planning  
Heritage preservation  
Parking services  
Arts/cultural grants

### Watch and Maintain:

311/Access St. John's  
Community events  
Outdoor sports field  
Recreation and leisure facilities



# 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
Protecting wetlands	Primary	Primary	Primary	Primary	Sustain
Metrobus	Primary	Primary	Sustain	Primary	Primary
GoBus/Accessible taxi service	Watch	Primary	Sustain	Sustain	Sustain
Land use planning	Secondary	Primary	Secondary	Secondary	Secondary
Parking services	Secondary	Secondary	Secondary	Secondary	Secondary
Heritage preservation	Secondary	Secondary	Secondary	Secondary	Secondary
Arts/cultural grants	Secondary	Secondary	Secondary	Secondary	Watch
Permits and inspections process	Secondary	Secondary	Secondary	Secondary	Secondary
Residential water and sewer repairs	Sustain	Sustain	Primary	Sustain	Sustain
Parks, open spaces, and trails	Sustain	Sustain	Sustain	Sustain	Sustain
Recreation facilities and programs	Sustain	Watch	Sustain	Watch	Sustain
Curbside recycling/Yard waste	Sustain	Sustain	Sustain	Sustain	Sustain
Garbage collection	Sustain	Sustain	Sustain	Sustain	Sustain
311/Access St. John's	Watch	Watch	Watch	Watch	Watch
Community events	Watch	Watch	Watch	Watch	Watch
Outdoor sports field	Watch	Watch	Watch	Watch	Sustain

A photograph of a white lighthouse with a red and white striped dome, situated on a rocky cliff covered in snow. The ocean is visible in the background under a clear blue sky. A semi-transparent white box is overlaid on the left side of the image, containing the section title.

## **Section 5:** **Communication and Engagement**

# INTERACTIONS WITH CITY STAFF

## City staff continue to effectively interact with residents.

Overall, 37% of residents surveyed had direct contact with the City over the past 12 months, which was down from 2022 (46%), 2020 (43%) and 2018 (48%).

Among this group (n=219), residents continued to express positive views towards their interactions. The weakest area continued to be allowing residents to have meaningful input into decision-making, for which agreement trended up from 51% in 2022 to 57% in 2024.

There was also a slight decrease in agreement with 'city staff responds in a timely manner' (67% vs. 61%). Both these differences **were not** statistically significant given the smaller sample size for this subset.

### % Agree

Table 6: Level of Agreement	2018	2020	2022	2024
Courteous, helpful and knowledgeable	87%	86%	86%	<b>87%</b>
Get information I'm looking for	85%	83%	81%	<b>81%</b>
Customer service a priority	71%	71%	66%	<b>67%</b>
Responds in a timely manner	70%	69%	67%	<b>61%</b>
Allows meaningful input	54%	60%	51%	<b>57%</b>

**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?**

**SUBSET: Those who had direct contact or dealt with the City of St. John's (n=219)**

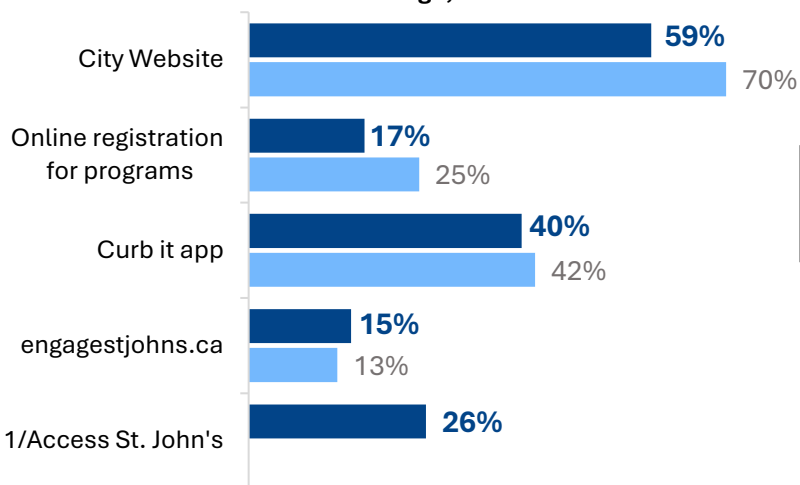


# ONLINE SERVICES

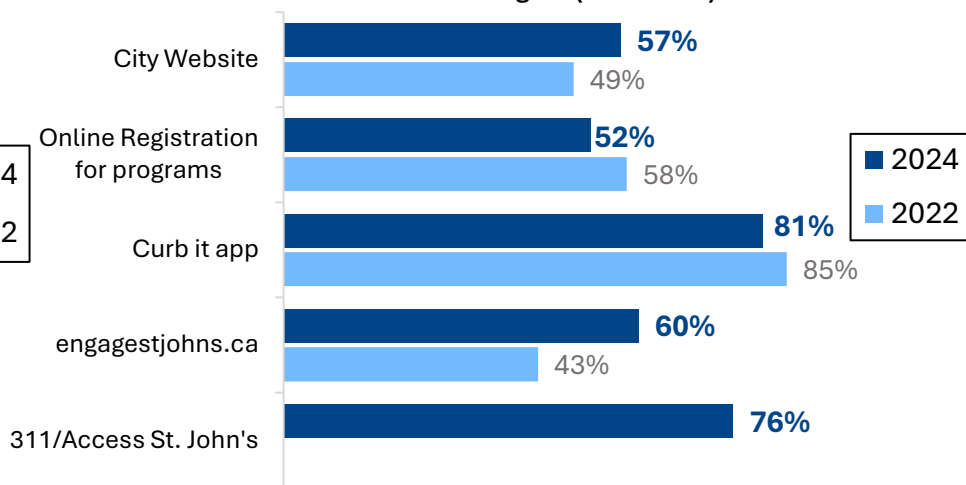
**In 2024, online service usage decreased overall. Only 59% of St. John's residents accessed the city website, down from 70% in 2022, though satisfaction rose from 49% to 57%.**

Online registration for programs dropped to 17% from 25%. Usage of the 'curb it app' (40%) and 'engagestjohns.ca' (15%) remained stable. This year, 26% used 311/access St. John's. Satisfaction for online registration (52%) and the 'curb it app' (81%) decreased slightly, while satisfaction with engagestjohns.ca rose to 60%, and 76% were satisfied with 311/access St. John's.

Usage, % Yes<sup>1</sup>



Satisfaction - % 8 or higher (1-10 Scale)<sup>2</sup>



<sup>1</sup>Q. For each one, first, please indicate whether or not you have used it.

<sup>2</sup>Q. And how would you rate your overall level of satisfaction with <online service>?

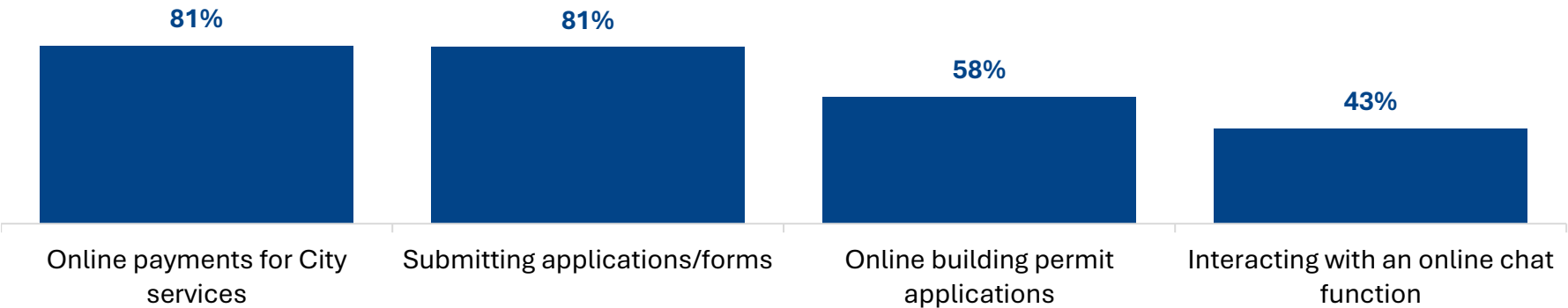
Subset: Among those that used service

# LIKELIHOOD OF USING ONLINE SERVICE

In 2024 a new question asking how likely St. John’s residents would be to use City services currently accessed in person or by telephone if these services were available online. About eight-in-ten (81%) would likely/very likely make payments for City services and submit applications/forms online if that was an option.

Just under six-in-ten (58%) would likely/very likely submit online building permit applications, and under one-half (43%) would likely/very likely interact with an online chat function.

The likelihood of using online services was generally lower for respondents over 55 years.



Q. For each, how likely would you be to use this service online, if it was available?  
very unlikely, unlikely, likely, or very likely?

# COMMUNICATION AND ACCOUNTABILITY

**Overall, results remained on par with 2022 in terms of how residents perceive the city's performance in terms of communication and accountability.**

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 (44%) and being accountable (50%).

**% Good, Very Good and Excellent**

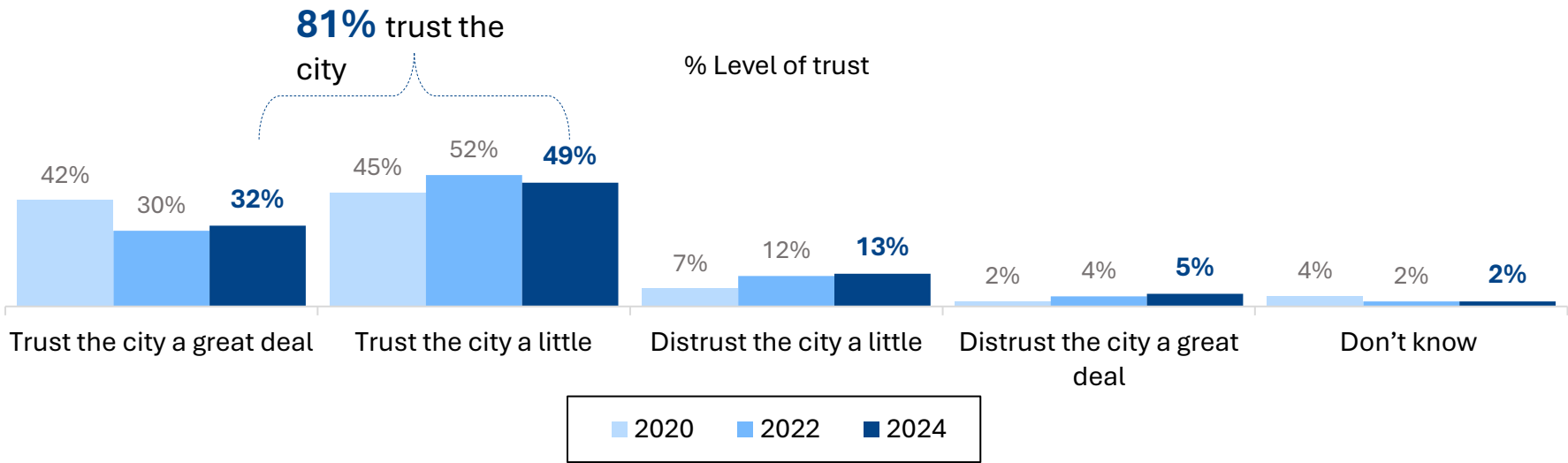
Table 7: Performance	2018	2020	2022	2024
Keeps residents informed	69%	76%	66%	<b>66%</b>
Open and transparent	57%	70%	57%	<b>59%</b>
Decision-making	-	65%	57%	<b>56%</b>
Being accountable	50%	65%	47%	<b>50%</b>
Managing the City's money responsibly	40%	56%	47%	<b>44%</b>

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

# LEVEL OF TRUST

Most residents trust the City of St. John’s. Overall, 81% expressed some level of trust, on par with 82% in 2022.

Trust levels remained consistent across wards, except in Ward 2, where only 72% of residents trusted the city. This was 8% lower than the 80% in Ward 3, which had the second lowest trust level.



The background image shows a large, multi-story stone tower, likely a lighthouse or observation tower, situated on a grassy hill. The tower has a cylindrical upper section and a more rectangular base. It features several windows and a small entrance with a staircase. A flagpole with a red flag is visible on the roof. In the foreground, there are wooden benches and a paved path. A person is standing near the path. The sky is clear blue, and the ocean is visible in the distance.

## Section 6:

# Taxation and Capital Spending

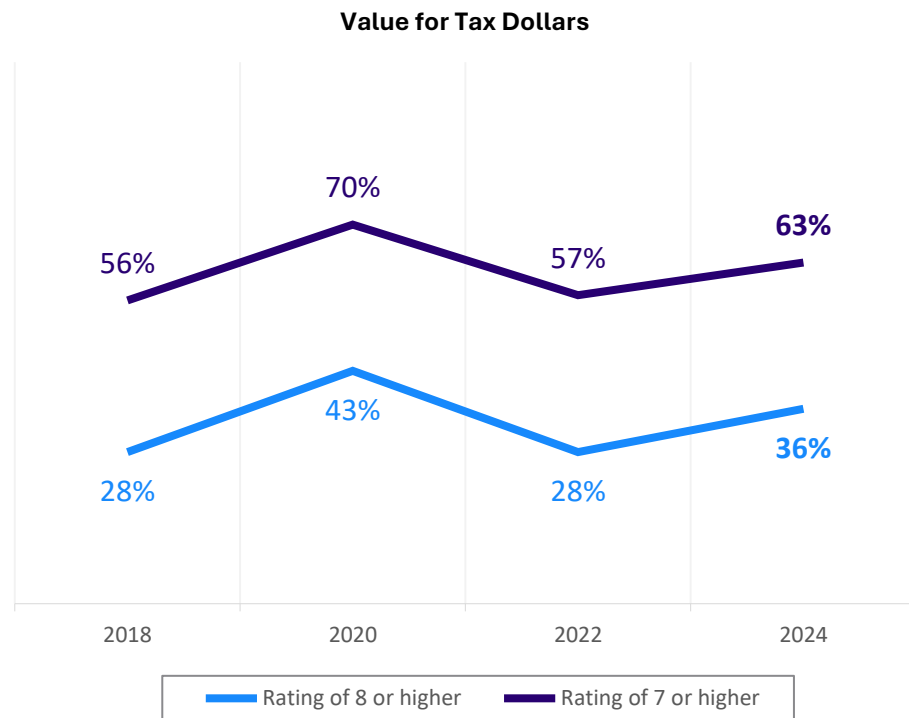


# VALUE FOR TAX DOLLARS

## Perceived value for tax dollars rebounded in 2024.

This year more residents (36%) rated the overall value for tax dollars with an 8 or higher compared to 2022 (28%).

Meanwhile, 63% of residents who own their home and pay property taxes (n=430) rated the overall value of what they receive for their tax dollars a 7 or higher which is marginally up from 57% in 2022.



Q. How would you rate the overall value of what you receive for your tax dollars?  
SUBSET: Those who own their home (n=430)

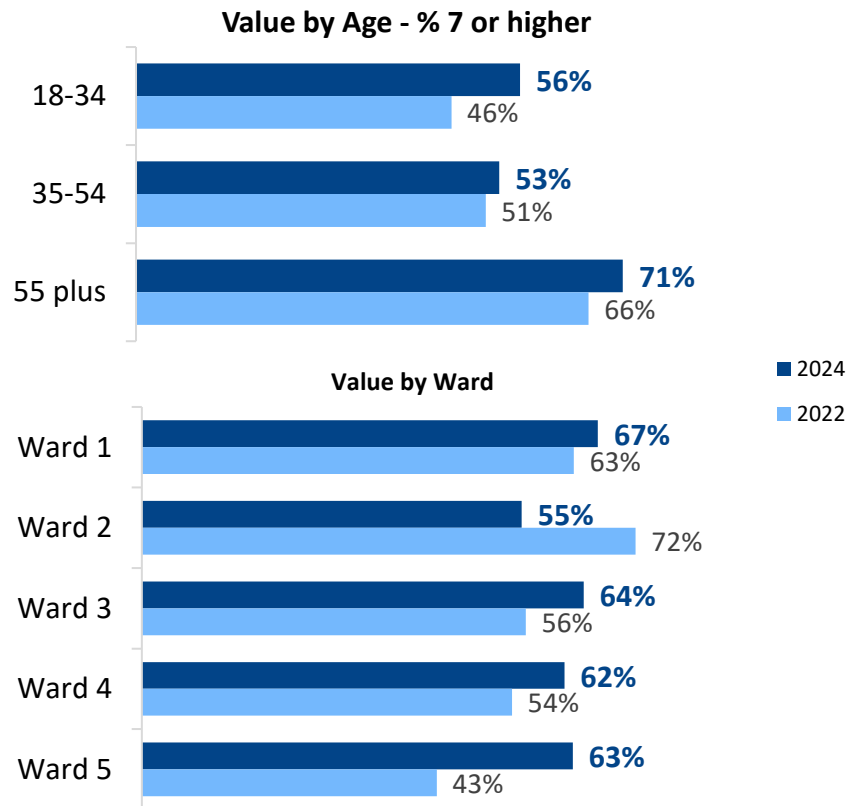
# VALUE FOR TAX DOLLARS BY KEY DEMOGRAPHICS

**There were key differences in perceived value for tax dollars based on age, income and ward.**

Residents aged 55 or more (71%) were more likely to give a rating of 7 or higher compared to those 18-34 (56%) and those 35-54 (53%). Females also gave a higher rating of value for tax dollars compared to males (68% vs. 57%).

Those with household incomes lower than \$60K (76%) more often gave 7 or higher ratings compared to those making between \$60K and \$120K (64%) and those making over \$120K (61%).

While ratings in most Wards trended up, residents of Ward 2 reported a significant decrease in their ratings for the value received for their tax dollars, dropping from 72% in 2022 to 55% in 2024.



**Q. How would you rate the overall value of what you receive for your tax dollars?**  
**SUBSET: Those who own their home (n=430)**

# CAPITAL SPENDING

**City-owned and operated non-profit housing was ranked as the top priority for capital spending by more residents in 2024.**



More than four-in-ten St. John's residents (44%) identified city-owned and operated non-profit housing as the top priority for capital spending, an 11% increase from 2022 (33%).

The percentage who prioritized energy efficiency and greenhouse gas reduction measures fell from 22% to 15% in 2024.

Additionally, fewer residents included parks and playgrounds in their top three priorities, while more residents prioritized recreation and community facilities."

Priority Area	Ranked Top 3				Ranked 1 <sup>st</sup>			
	2020	2022	2024	-/+	2020	2022	2024	-/+
City-owned and operated non-profit housing	61%	65%	<b>65%</b>	-	31%	33%	<b>44%</b>	11%
Recreation and community facilities	50%	50%	<b>59%</b>	9%	13%	16%	<b>17%</b>	1%
Initiatives to improve energy efficiency, reduce greenhouse gases and reduce operating costs	56%	54%	<b>54%</b>	-	22%	22%	<b>15%</b>	-7%
Green spaces and outdoor facilities	54%	44%	<b>40%</b>	-4%	14%	9%	<b>7%</b>	-2%
Parks and playgrounds	43%	45%	<b>39%</b>	-16%	10%	10%	<b>9%</b>	-1%
Cycling infrastructure (trails/bike racks)	21%	27%	<b>24%</b>	-3%	6%	5%	<b>5%</b>	-

**Q. When thinking of capital spending on infrastructure other than water, sewer, and road maintenance, which of the following should be the first priority? What should be the second priority? And the third?**

 = Statistically significant increase  
 = Statistically significant decrease

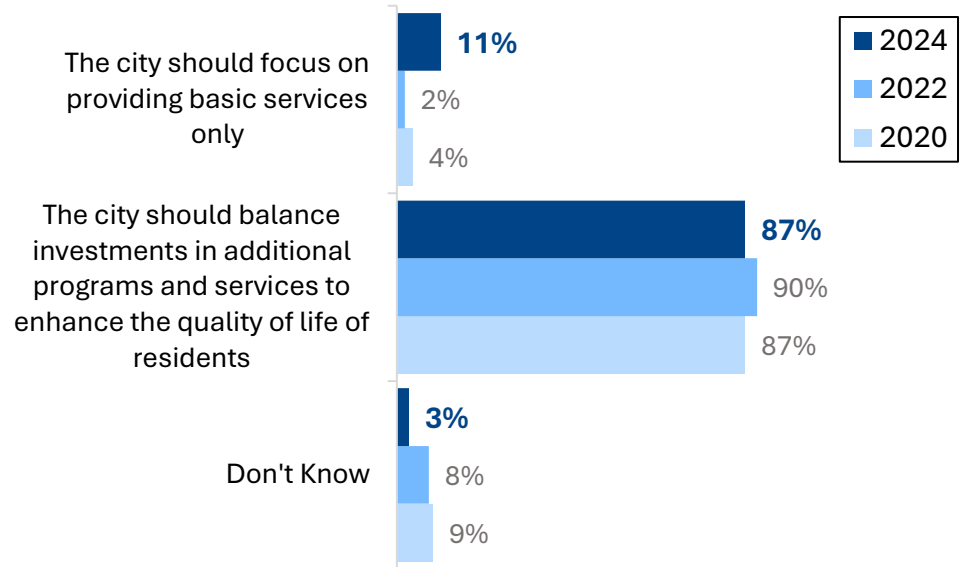
# TAXES

**There is still significant support for balancing investments between providing basic services and additional programs/services to enhance the quality of life (87%).**

The number of residents who think the city should provide basic services only remained relatively low (11%).

Results were consistent across key demographics.

**% Support for Balanced Investing**



**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?**

An aerial photograph of St. John's University campus, showing a mix of historic stone buildings and modern structures with green glass facades, all situated on a hillside under a clear blue sky.

## Section 7:

# Perceptions of Life in St. John's



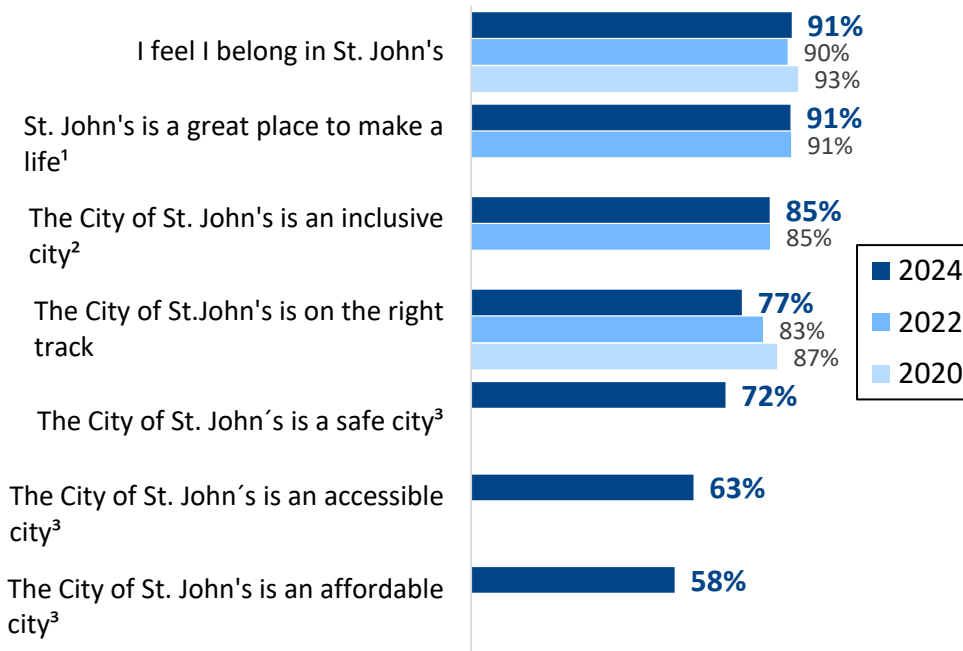
# PERCEPTIONS

**‘St. John’s is a great place to make a life’ (91%) and ‘I feel I belong in St. John’s’ (91%) remained as the statements with the highest agreement rate.**

Over eight-in-ten (85%) agreed with ‘The City of St. John’s is an inclusive city’, on par with 2022. The number of those who agreed with ‘The City of St. John’s is on the right track’ (77%) trended down compared to 2022 (83%) and 2020 (87%).

Three new statements were added to the 2024 survey. Just over seven-in-ten (72%) agreed with ‘The City of St. John’s is a safe city’, and just under two-thirds (63%) agreed with ‘The City of St. John’s is an accessible city’. The statement with the lowest agreement rate was ‘The City of St. John’s is an affordable city’ (58%).

% Somewhat/Strongly Agree



<sup>1</sup>These were newly added for 2022

<sup>2</sup>This was dissociated from the question asked in 2020 that combined welcoming and inclusive.

<sup>3</sup>These were added for 2024

Q. Do you strongly disagree, somewhat disagree, somewhat agree or strongly agree with each of the following statements?

# PERCEPTIONS

Overall, residents of Ward 2 were the least likely to agree with most of the statements. The only statements that were on par with the other Wards were 'I feel I belong in St. John's' and 'St. John's is a great place to make a life'.

Residents of Ward 3 also reported a lower agreement rate for 'The City of St. John's is a safe city' compared to the other Wards.

	% Somewhat/Strongly Agree					
	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
I feel I belong in St. John's	<b>91%</b>	93%	89%	92%	89%	94%
St. John's is a great place to make a life	<b>91%</b>	92%	88%	89%	90%	95%
The City of St. John's is an inclusive city	<b>85%</b>	91%	75%	89%	86%	85%
The City of St. John's is on the right track	<b>77%</b>	80%	67%	81%	79%	80%
The City of St. John's is a safe city	<b>72%</b>	83%	66%	63%	76%	73%
The City of St. John's is an accessible city	<b>63%</b>	67%	53%	65%	67%	66%
The City of St. John's is an affordable city	<b>58%</b>	63%	49%	62%	58%	58%

 = Statistically significantly lower




Q. Do you strongly disagree, somewhat disagree, somewhat agree or strongly agree with each of the following statements?

A scenic view of a coastal city, likely St. John's, Newfoundland. In the background, a large, light-colored church with two prominent towers sits atop a hill. The middle ground is filled with a dense collection of colorful residential and commercial buildings in shades of red, blue, yellow, and white. In the foreground, a harbor scene features a large blue and yellow ship, a red and white crane, and various industrial structures. The sky is overcast.



## Section 8:

# Demographic Profile

# DEMOGRAPHIC PROFILE



		City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Gender 	Male	48%	51%	53%	37%	48%	48%
	Female	52%	49%	47%	63%	49%	52%
	Other	1%	0%	0%	0%	2%	0%
Age 	18 to 34	29%	22%	40%	16%	45%	17%
	35 to 54	31%	33%	31%	28%	22%	42%
	55 plus	40%	45%	28%	56%	33%	41%
Housing 	Own	69%	83%	46%	81%	58%	84%
	Rent	31%	17%	54%	19%	42%	16%
Has children 	Yes	22%	28%	18%	19%	14%	34%
	No	78%	72%	82%	81%	86%	66%

# DEMOGRAPHIC PROFILE

		City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
<div>Length of time living in St. John's</div> <div></div>	1 to 5 years	16%	8%	18%	7%	30%	10%
	6 to 10 years	10%	9%	10%	12%	7%	10%
	11 to 15 years	9%	8%	9%	8%	10%	9%
	16 to 20 years	9%	11%	6%	10%	9%	10%
	Over 20 years	57%	64%	57%	62%	44%	61%
<div>Wards</div> <div></div>	Ward 1	19%	-	-	-	-	-
	Ward 2	22%	-	-	-	-	-
	Ward 3	18%	-	-	-	-	-
	Ward 4	22%	-	-	-	-	-
	Ward 5	19%	-	-	-	-	-



# DEMOGRAPHIC PROFILE

		City of St. John's	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Employment 	Employed	58%	51%	62%	51%	53%	71%
	Retired	26%	31%	18%	42%	20%	25%
	Student	10%	11%	12%	2%	21%	1%
	Unemployed	6%	7%	8%	5%	6%	2%
Income 	<\$60,000	27%	13%	37%	23%	41%	16%
	\$60,000 - \$120,000	32%	40%	30%	42%	25%	26%
	\$120,000 or more	41%	47%	32%	35%	34%	58%
Minority Status	Visible minorities	9%	8%	9%	2%	22%	2%
	Indigenous people	4%	3%	4%	3%	4%	5%
	People with disabilities	23%	18%	29%	24%	21%	20%
	2SLGBTQ2IA+	10%	6%	13%	6%	16%	8%
	“Yes” to at least one	34%	27%	39%	28%	46%	25%



## Section 9: Conclusions and Implications

## CONCLUSIONS AND IMPLICATIONS

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- ✓ **While the quality of life metric trended down in 2024, there were positive increases in satisfaction with City programs and services and the value received for tax dollars.**
  - Residents satisfied with quality of life slightly dropped from 78% in 2022 to 74% in 2024\*.
  - Residents satisfied with the City's programs and services increased from 65% in 2022 to 73% in 2024\*.
  - Residents who provided a rating of 7 or higher for the value they receive for their tax dollars increased slightly from 57% in 2022 to 63% in 2024.

*\*refers to satisfaction ratings of 7 or higher*



## CONCLUSIONS AND IMPLICATIONS

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- ✓ **Resident's perceptions of the City's ability to communicate and be accountable to them remained on par with 2022.**
  - Keeping residents informed – on par with 66% in 2022, 66% also provided high ratings in 2024.
  - Providing information in an open and transparent manner – on par with 57% in 2022, 59% provided high ratings in 2024.
  - Being accountable to the public for decisions made – on par with 47% in 2022, 50% provided high ratings in 2024.
  - Managing the City's money responsibly – on par with 47% in 2022, 44% provided high ratings in 2024.
  - Making decisions in the best interest of the community – on par with 57% in 2022, 56% provided high ratings in 2024.

*\*refers to ratings of “good,” “very good,” and “excellent.”*

## CONCLUSIONS AND IMPLICATIONS

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- ✓ **Most residents continue to exhibit some level of trust in the City of St. John's, and the metric remains on par with that of 2022. Meanwhile, interactions with City staff remained very positive and usage of some of the online services dropped.**
  - 81% of City residents indicated some level of trust in the City of St. John's, which is on par with 2022 (82%).
  - Residents who interacted with City staff in the past 12 months expressed positive views towards their interactions, mostly on par with 2022. The top-rated elements included being courteous, helpful and knowledgeable (87% agree) and being able to get the information they were looking for (81% agree).
  - Usage of the City website (70% vs. 65%) and the online registration for recreational programs (25% vs. 17%) both saw a decrease in usage compared to previous years. Satisfaction with the City website trended up, while satisfaction with online registration for recreational programs trended down.





## CONCLUSIONS AND IMPLICATIONS

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- ✓ **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 other types of infrastructure. City-owned non-profit housing is a bigger priority for residents in light of the current cost of living crisis.**
  - The majority of residents (87%) support balancing investments between providing basic services and additional programs/services to enhance quality of life.
  - Residents continue to rank city-owned non-profit housing as the top priority for capital spending on infrastructure, with 44% ranking it as their top priority (up from 33% in 2022) and 65% ranking it within their top 3. Recreation and community facilities were the second area most often ranked as residents' top priority (17%) or within their top 3 (59%, up from 50% in 2022).
- ✓ **These areas 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 the quality of life for all City residents.**

