

City of Saint John – Citizen Telephone Survey

Key Highlights

telephone surveys
with Saint John cit



August 12 – 24, 2021

Rate the quality of life in Saint John as

Factors That Contributes to Overall Quality of Life:

10% Employment/Good jobs

6% Health/My health

6% Family/Friends



Say their quality of life is <u>better</u> in the last three years



Expect their quality of life to be <u>better</u> in the next three years



Top Local Issues Facing the City of Saint John:

26% Infrastructure/Roads

24% Housing/Affordable housing

15% Taxation/Lower taxes

13% Employment/Job creation

Areas of Importance for the City:

84%

(Top 3 Box (8-10) Ratings on 10-pt. Scale, 1=not at all important and 10=critically important)



Developing a strong economy

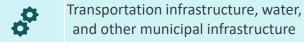
Attracting newcomers

61%

Safe and caring community 73%

Public spaces and recreation facilities

61%



excellent or good

72%

Municipal tax reform

60%



Growth in Saint John
(i.e., people, buildings, and
opportunities)

71%

Public transportation

58%

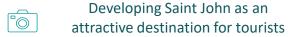


Fiscal responsibility 67%



Active transportation such as sidewalks, trails, and bike lanes

54%

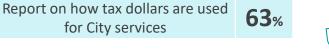


63%

Access to information about City services and customer service

51%

45%



Arts, culture, heritage, and events

Top Ways to Attract New Businesses and New People to Saint John:

19% Taxation/Lower taxes

11% Invest in economic/business development/growth

10% Housing/Affordable housing

9% More employment

Sources of Information about the City of Saint John Services, Finances, Plans and News:



Traditional media (TV, radio, newspapers)





Social media

City website







