

City of Saint John – Citizen Online Survey

Key Highlights

Methodology:



478
Online surveys
with Saint John citizens

Data
Collection:



August 12 –
26, 2021



64%
Rate the **quality of life** in Saint John as **excellent or good**

Factors That Contributes to Overall Quality of Life:

8% Live in a good/convenient location

8% Access to nature/parks

6% Safety/Safe place



22%

Say their **quality of life** is **better** in the ***last three years***



41%

Expect their **quality of life** to be **better** in the ***next three years***



Top Local Issues Facing the City of Saint John:

13% Housing/Affordable housing

11% Taxation/Lower taxes

7% Economic/Business Growth/Development

7% Parks/Recreation

Areas of Importance for the City:

Ratings on 10-pt. Scale, 1=not at all important and 10=critically important)

	Safe and caring community	85%		Report on how tax dollars are used for City services	66%
	Municipal tax reform	84%		Active transportation such as sidewalks, trails, and bike lanes	65%
	Growth in Saint John (i.e., people, buildings, and opportunities)	79%		Public transportation	64%
	Developing a strong economy	77%		Attracting newcomers	60%
	Public spaces and recreation facilities	76%		Developing Saint John as an attractive destination for tourists	58%
	Fiscal Responsibility	76%		Arts, culture, heritage, and events	56%
	Transportation infrastructure, water and other municipal infrastructure	71%		Access to information about City services and customer service	53%

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

15% Advertise/Promote the City
12% Taxation/Lower Taxes
8% Invest in economic/business development/growth
6% Improve Public Services

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

