



# City of Saint John – Citizen Telephone Survey

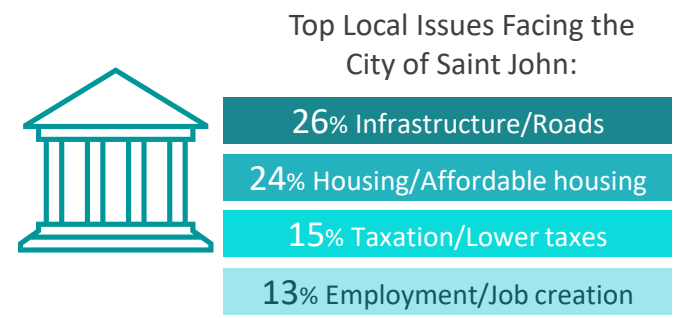
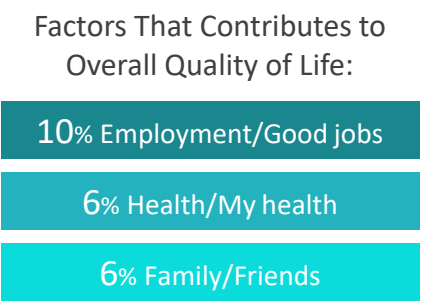
## Key Highlights

### Methodology:



400  
telephone surveys  
with Saint John citizens

Data  
Collection:



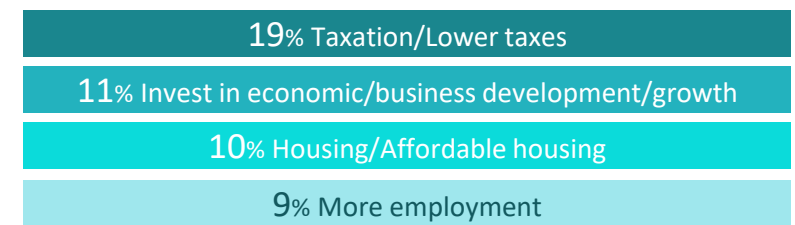
### Areas of Importance for the City:

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

|  |  |            |
|--|--|------------|
|  | Developing a strong economy  | <b>84%</b> |
|  | Safe and caring community  | <b>73%</b> |
|  | Transportation infrastructure, water, and other municipal infrastructure | <b>72%</b> |
|  | Growth in Saint John (i.e., people, buildings, and opportunities)        | <b>71%</b> |
|  | Fiscal responsibility  | <b>67%</b> |
|  | Developing Saint John as an attractive destination for tourists          | <b>63%</b> |
|  | Report on how tax dollars are used for City services                     | <b>63%</b> |

|  |   |            |
|--|---|------------|
|  | Attracting newcomers  | <b>61%</b> |
|  | Public spaces and recreation facilities                         | <b>61%</b> |
|  | Municipal tax reform  | <b>60%</b> |
|  | Public transportation   | <b>58%</b> |
|  | Active transportation such as sidewalks, trails, and bike lanes | <b>54%</b> |
|  | Access to information about City services and customer service  | <b>51%</b> |
|  | Arts, culture, heritage, and events                             | <b>45%</b> |

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



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

