



Ipsos Reid



2014 Citizen Satisfaction Syndicated Survey

City of Red Deer



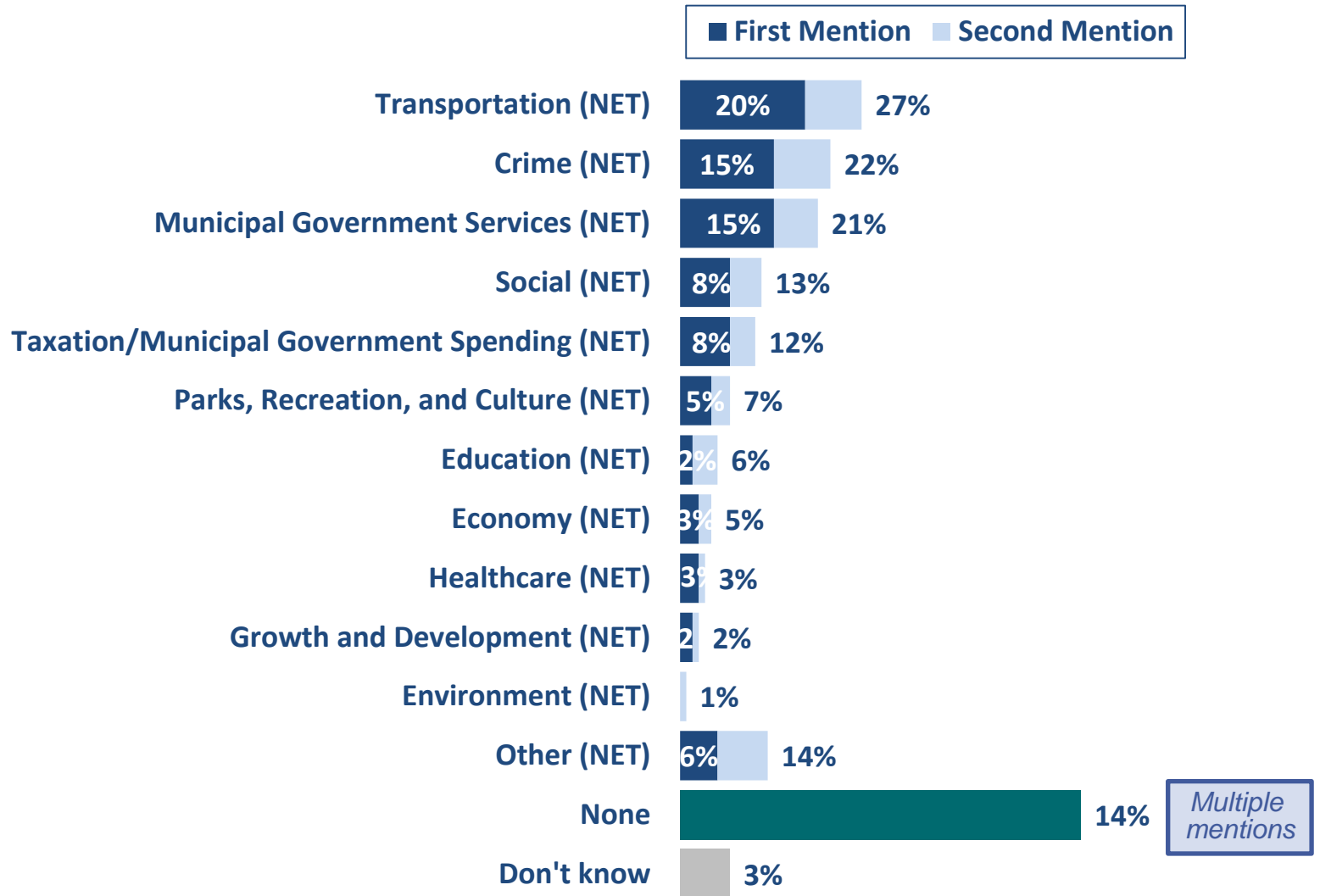
September 2014

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- Between August 18 and 25, 2014 Ipsos Reid conducted interviews with a representative sample of 302 randomly selected Red Deer residents aged 18 years or older.
- Final data were weighted to ensure the age/gender distribution reflects that of the actual population in Red Deer according to the most recent Census data.
- Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Where comparable, this year's results have been tracked and reported against past surveys to understand how attitudes and priorities have changed and assess the City's progress in addressing key issues.
- In addition, the City of Red Deer's results have also been compared to Ipsos Reid's database of municipal norms (where comparable) to provide additional context, insight, and benchmarks.

Issue Agenda

Top-of-Mind Community Issues



Q1. In your view, as a resident of the City of Red Deer, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Top mentions included under the three leading top-of-mind community issues:

- **Transportation (27% total mentions)**
 - *Roads/streets* (11%)
 - *Traffic congestion* (6%)
 - *Bicycle paths/lanes* (5%)

- **Crime (22% total mentions)**
 - *Crime (general)* (12%)
 - *Drugs/drug dealing* (3%)
 - *Community safety* (3%)
 - *Policing/law enforcement* (3%)

- **Municipal Government Services (21% total mentions)**
 - *Infrastructure (maintain/upgrade)* (10%)
 - *Snow removal* (8%)

Tracking Top-of-Mind Community Issues

Total Mentions						
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Transportation (NET)	9%	16%	24%	30%	41%	27%
Crime (NET)	25%	24%	16%	18%	13%	22%
Municipal Government Services (NET)	6%	14%	14%	13%	14%	21%
Social (NET)	27%	20%	10%	8%	11%	13%
Taxation/Municipal Government Spending (NET)	9%	9%	9%	6%	16%	12%
Parks, Recreation, and Culture (NET)	5%	2%	5%	6%	9%	7%
Education (NET)	10%	7%	11%	8%	7%	6%
Economy (NET)	1%	4%	4%	4%	3%	5%
Healthcare (NET)	5%	7%	5%	7%	5%	3%
Growth and Development (NET)	12%	8%	4%	5%	5%	2%
Environment (NET)	2%	5%	3%	4%	1%	1%
Other (NET)	7%	7%	8%	7%	3%	14%

Quality of Life

Words Used to Describe Red Deer

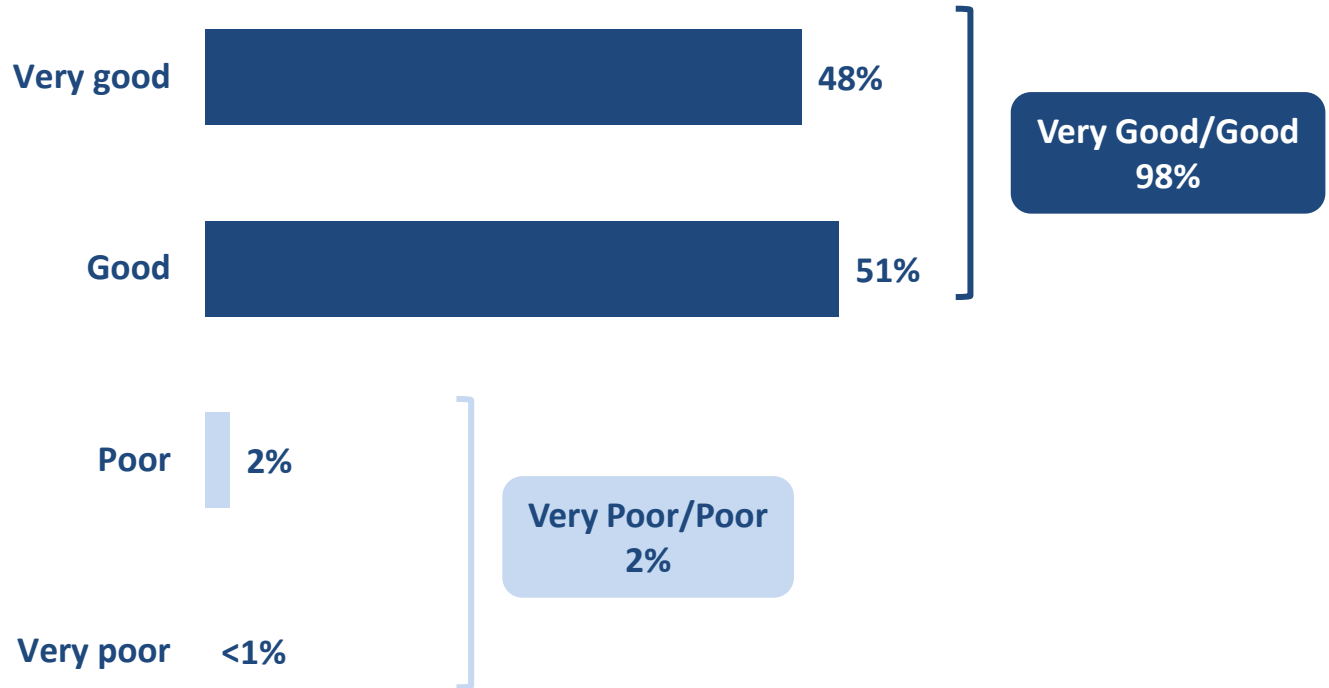


Note: includes mentions of 3% or more.

QRD1. What three words do you think best describe Red Deer as a place to live overall?

Base: All respondents (n=302)

Overall Quality of Life

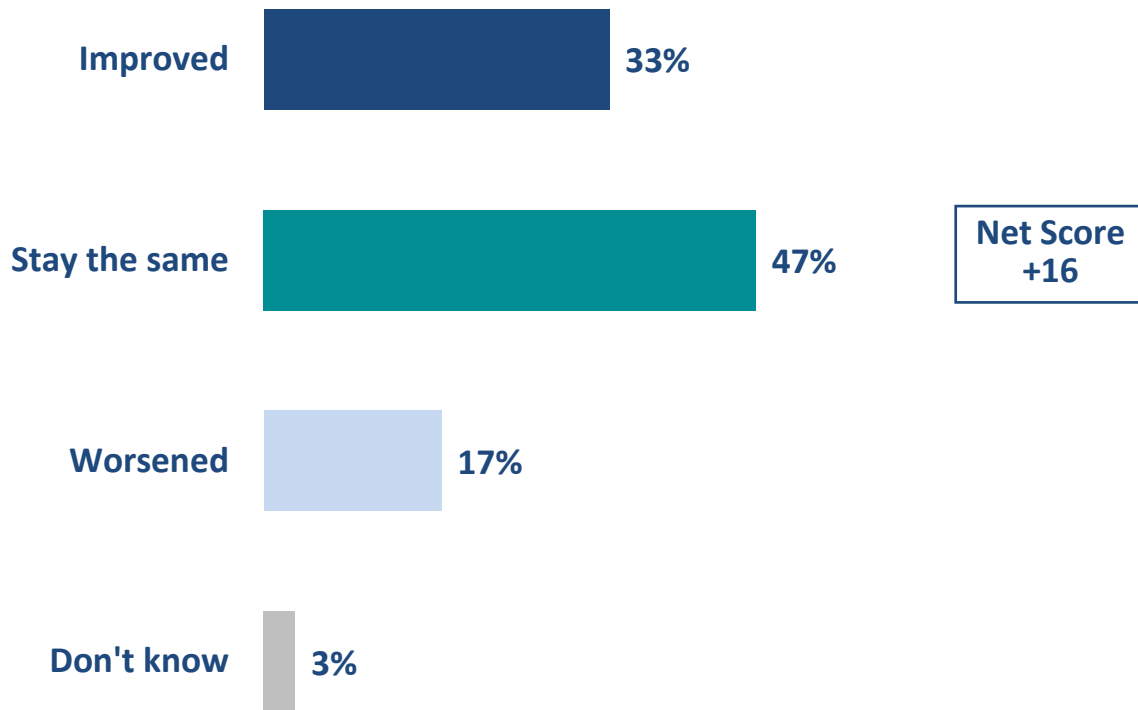


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Very good/good	97%	95%	97%	98%	97%	98%
Very good	49%	38%	47%	49%	46%	48%

Q2. How would you rate the overall quality of life in the City of Red Deer today? Would you say very good, good, poor, or very poor?

Base: All respondents (n=302)

Change in Quality of Life Past Three Years

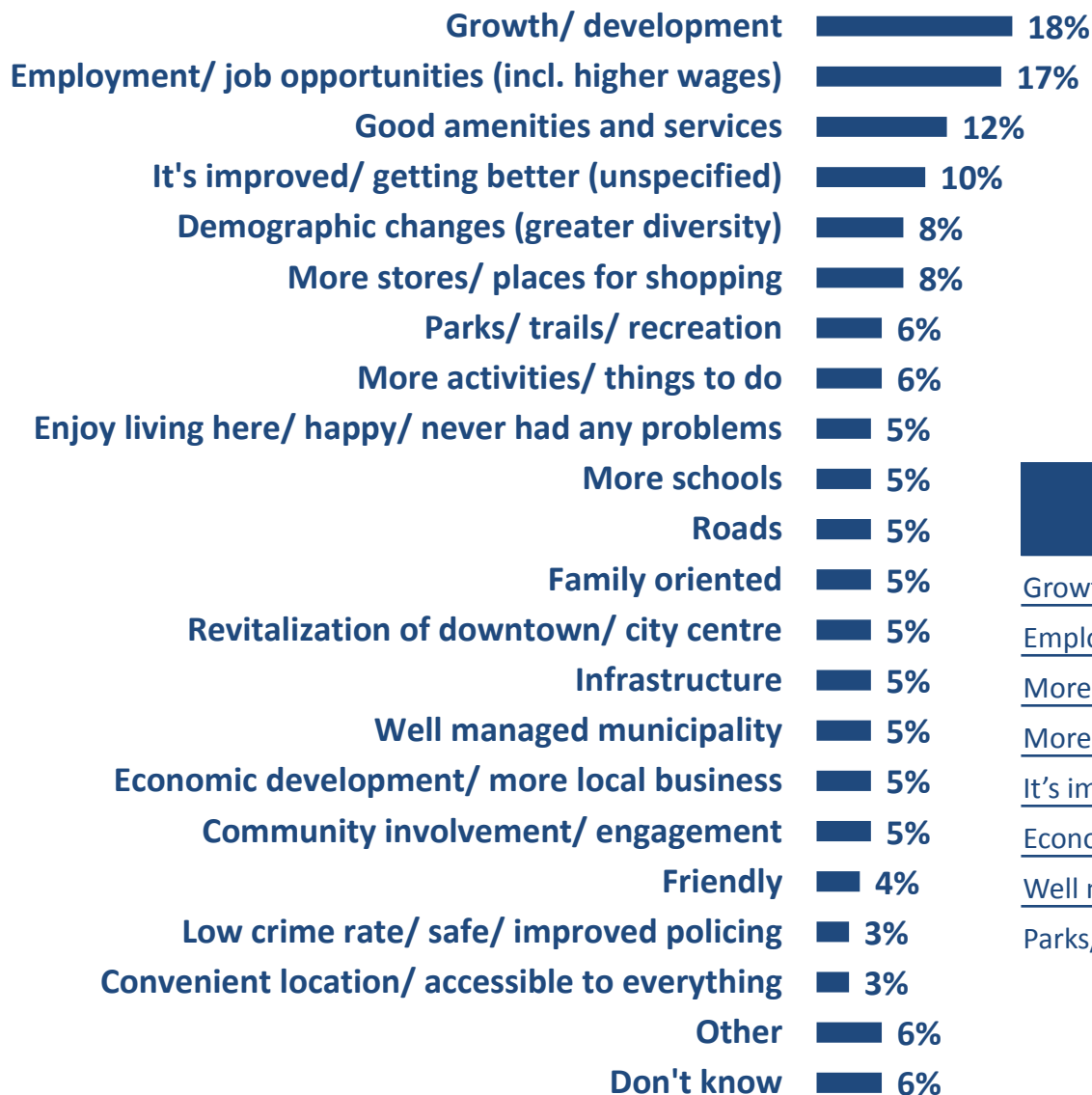


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Net Score	n/a	n/a	+5	+8	+5	+16

Q3. And, do you feel that the quality of life in the City of Red Deer in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=302)

Reasons Why Quality of Life has Improved



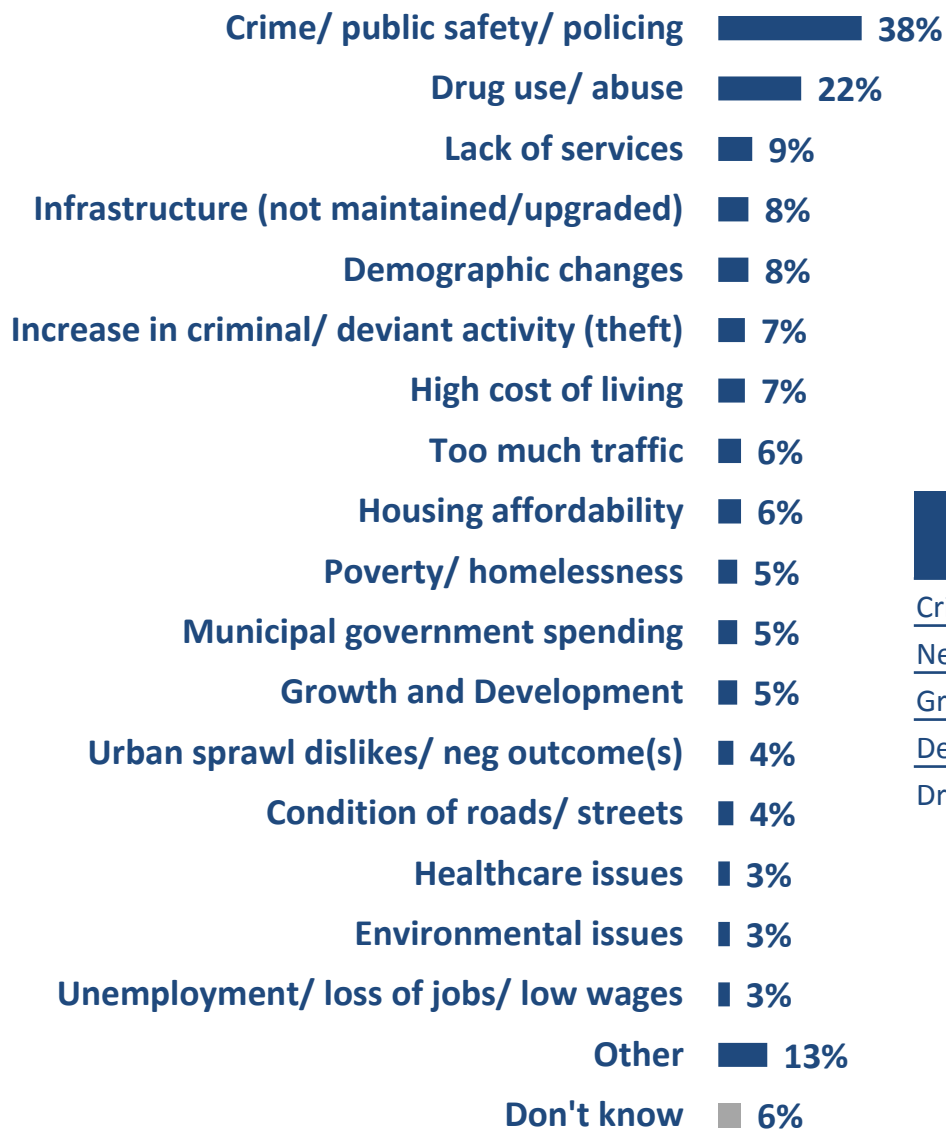
Top Mentions 2013 (n=71)	
Growth and development	27%
Employment/ job opportunities (higher wages)	13%
More stores/places for shopping	9%
More activities/ things to do	8%
It's improved/ getting better (unspecified)	6%
Economic development/ More local business	6%
Well managed municipality	6%
Parks/trails/recreation	6%

Note: includes mentions of 3% or more.

Q4. Why do you think the quality of life has improved?

Base: Quality has improved (n=94)

Reasons Why Quality of Life has Worsened



Top Mentions 2013 (n=60)*	
Crime/ public safety/ policing	33%
Negative mentions of staff/Council	14%
Growth and Development	11%
Demographic changes	10%
Drug use/ abuse	8%

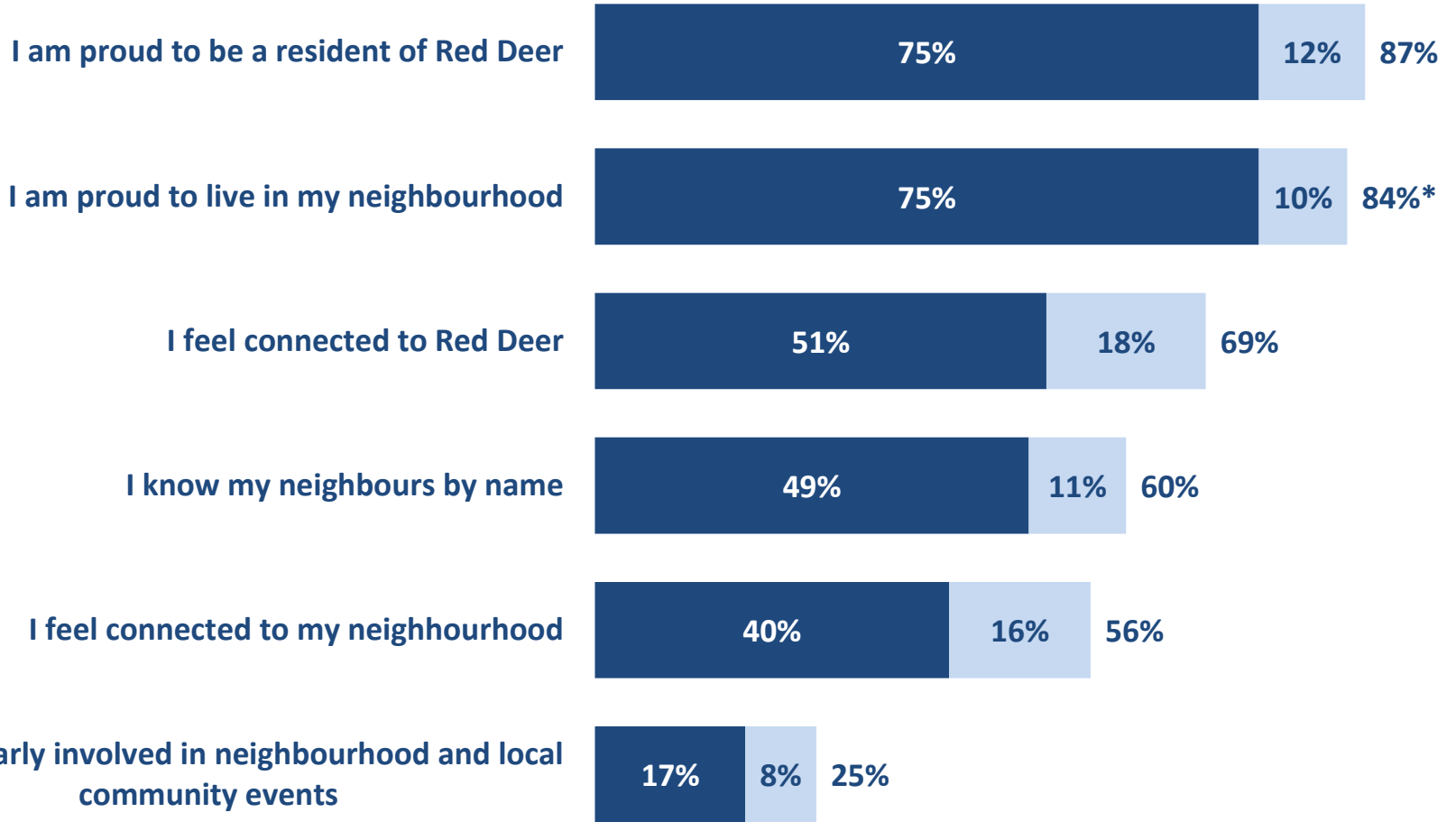
Note: includes mentions of 2% or more.

**Small base size, interpret with caution.*

Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=46)*

Attitudes Towards Life in Red Deer

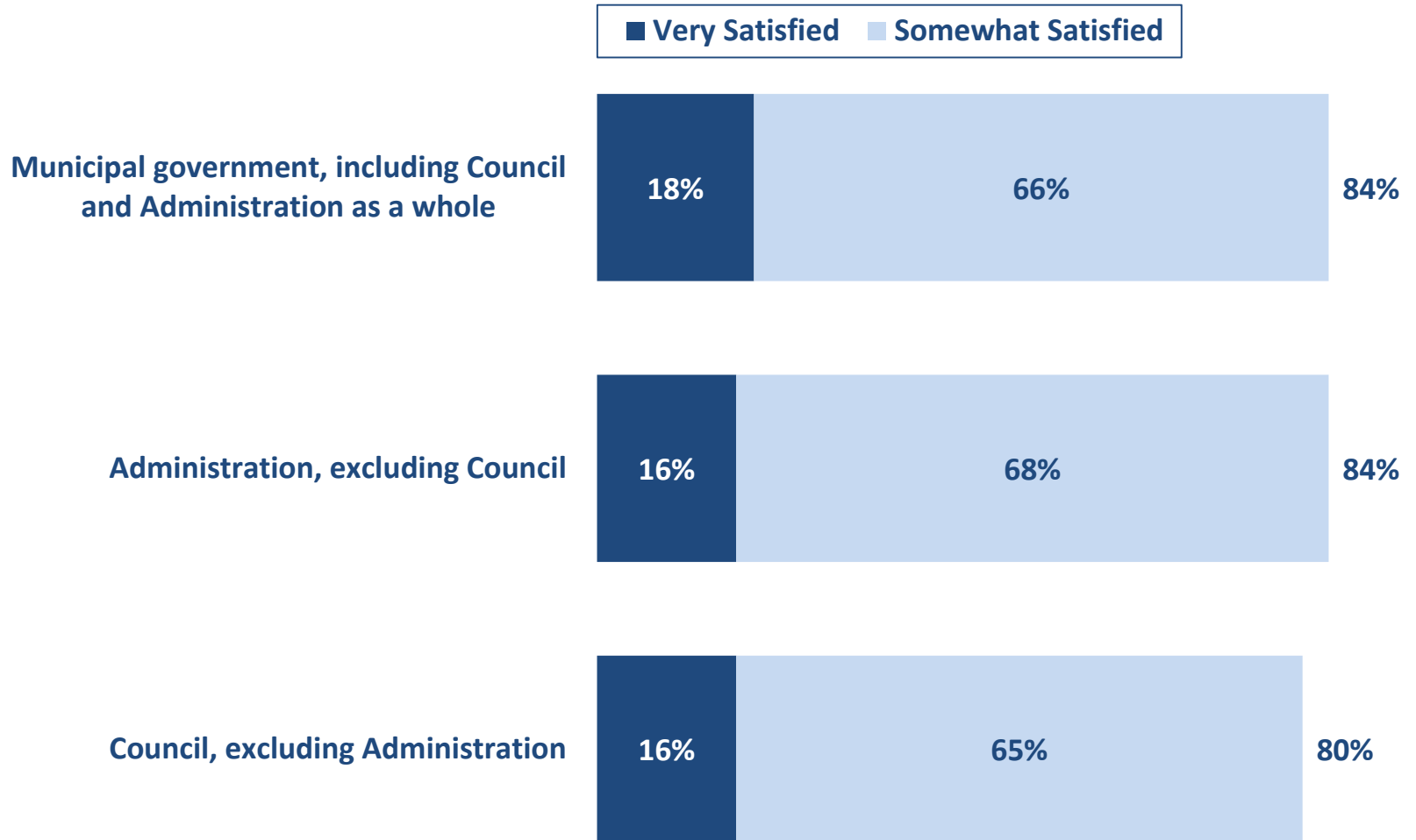


**Rounding*

QRD5. Next, I'm going to read you a series of statements that some people have made about Red Deer. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where 1 is "completely disagree" and 10 is "completely agree".

Perceptions of Staff and Council

Satisfaction with Municipal Operations

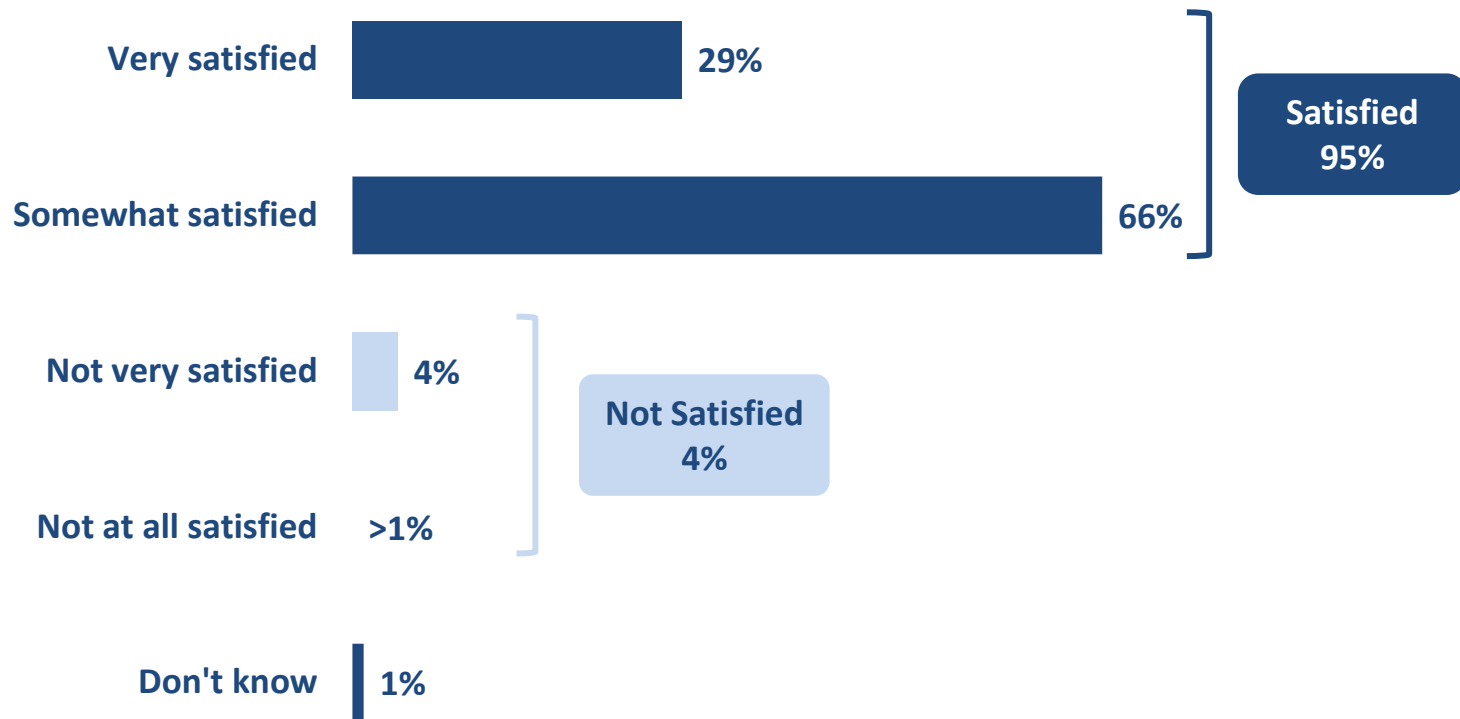


Q6. Taking everything into account, how satisfied are you with the way the City of Red Deer's...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=302)

Satisfaction with Services

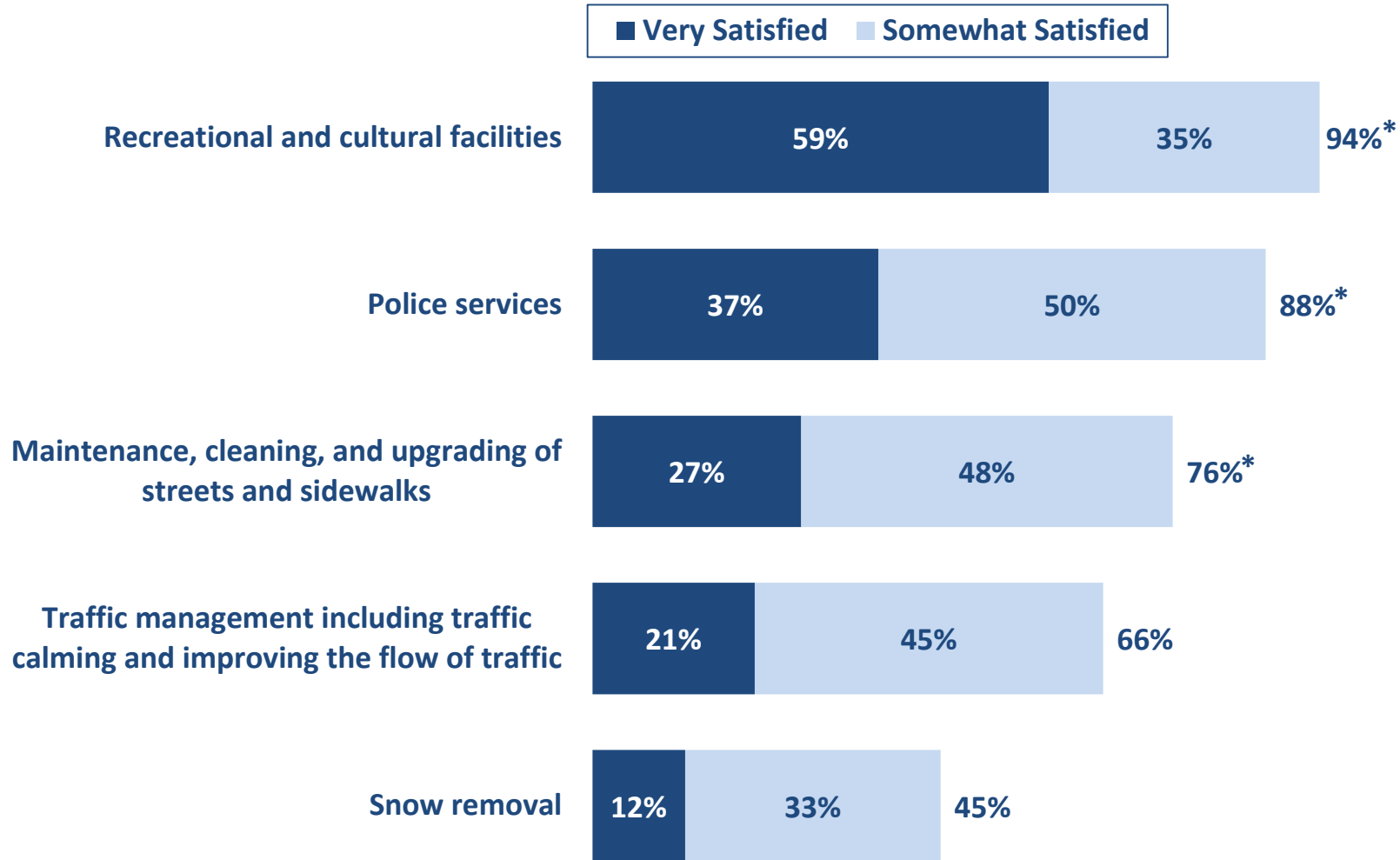
Overall Satisfaction with City Services



	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Very/somewhat satisfied	98%	91%	94%	93%	93%	95%
Very satisfied	43%	28%	33%	41%	34%	29%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. The first one is the overall level and quality of services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Satisfaction with Specific City Services



**Rounding*

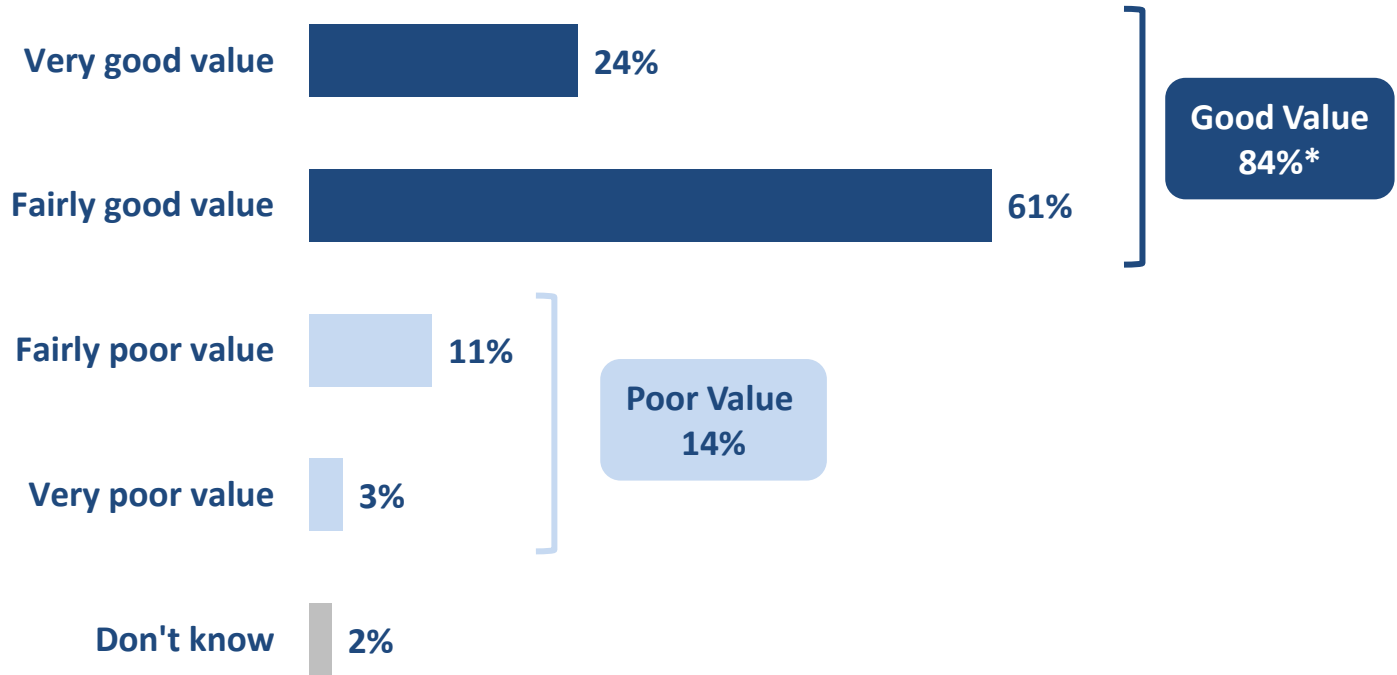
Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=302)

Very/Somewhat Satisfied						
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Recreational and cultural facilities	n/a	n/a	91%	92%	91%	94%
Police services	85%	82%	89%	90%	87%	88%
Maintenance, cleaning, and upgrading of streets and sidewalks	n/a	n/a	68%	73%	68%	76%
Traffic management including traffic calming and improving the flow of traffic	69%	69%	64%	71%	55%	66%
Snow removal	n/a	n/a	n/a	65%	61%	45%

Financial Planning

Value for Taxes



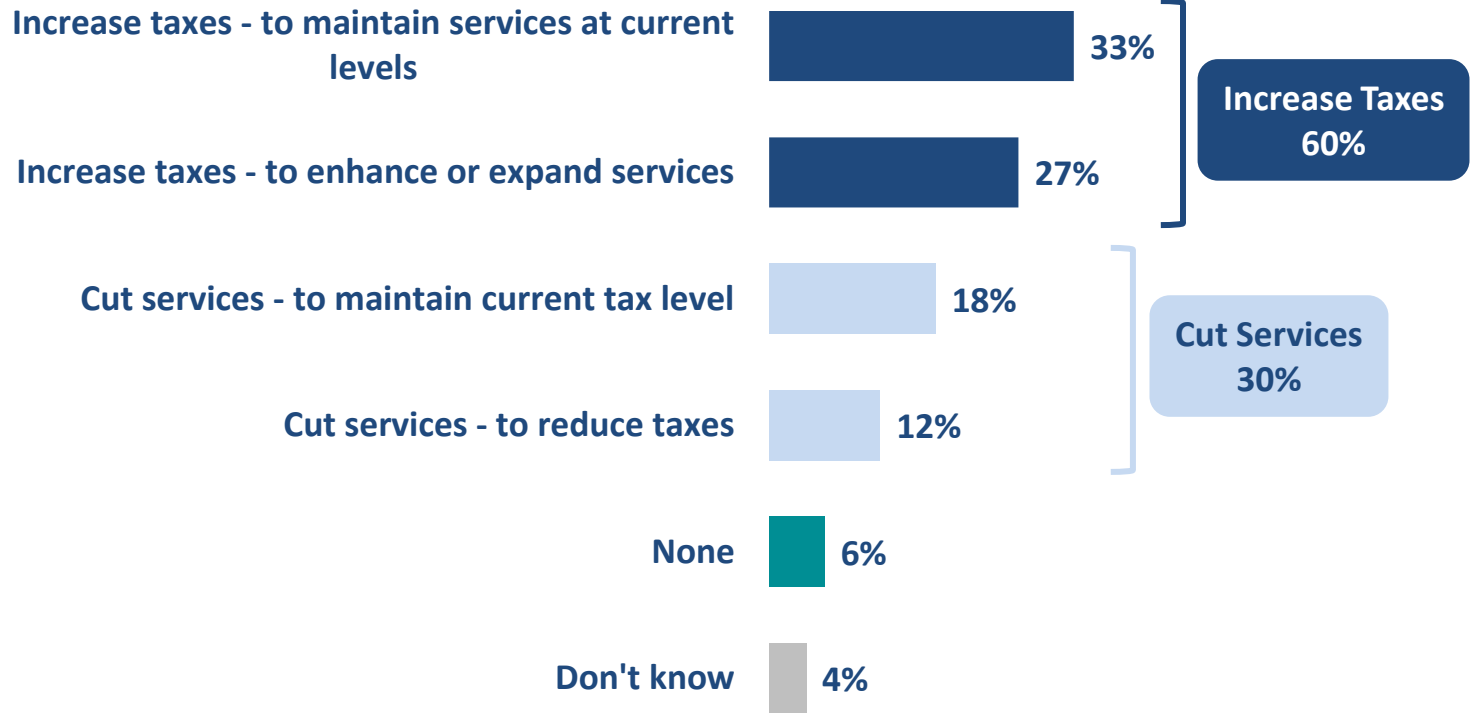
**Rounding*

	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Very good/ fairly good	91%	80%	86%	84%	83%	84%
Very good	27%	19%	20%	20%	18%	24%

Q8. Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Base: All respondents (n=302)

Balancing Taxation and Service Delivery Levels



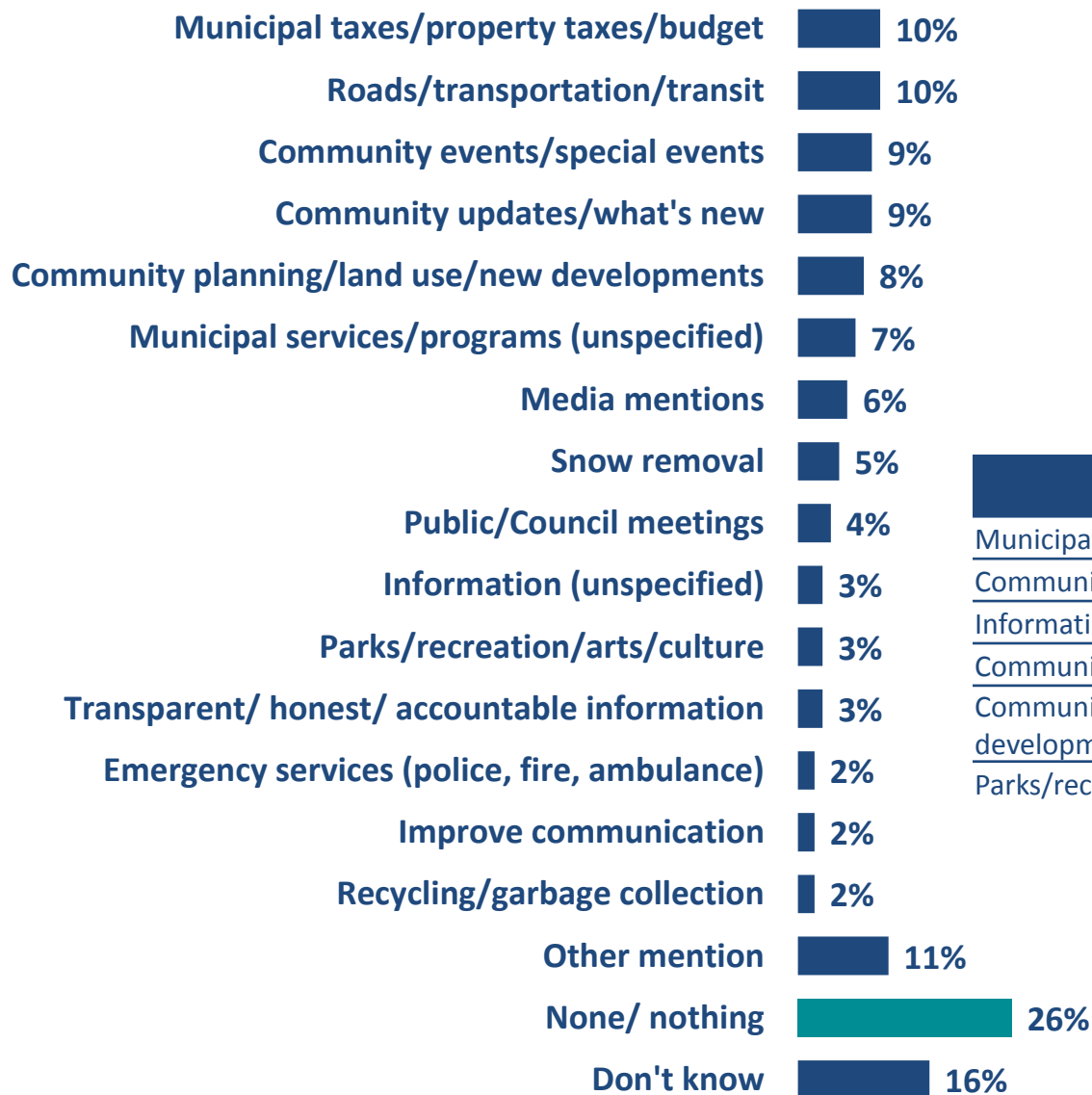
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Increase taxes	59%	48%	51%	53%	54%	60%
Cut services	29%	33%	36%	38%	30%	30%

Q9. Municipal property taxes are the primary way to pay for services provided by the City of Red Deer. Due to the increased cost of maintaining current service levels and infrastructure, the City of Red Deer must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Red Deer to pursue?

Base: All respondents (n=302)

Communication

Information Needs



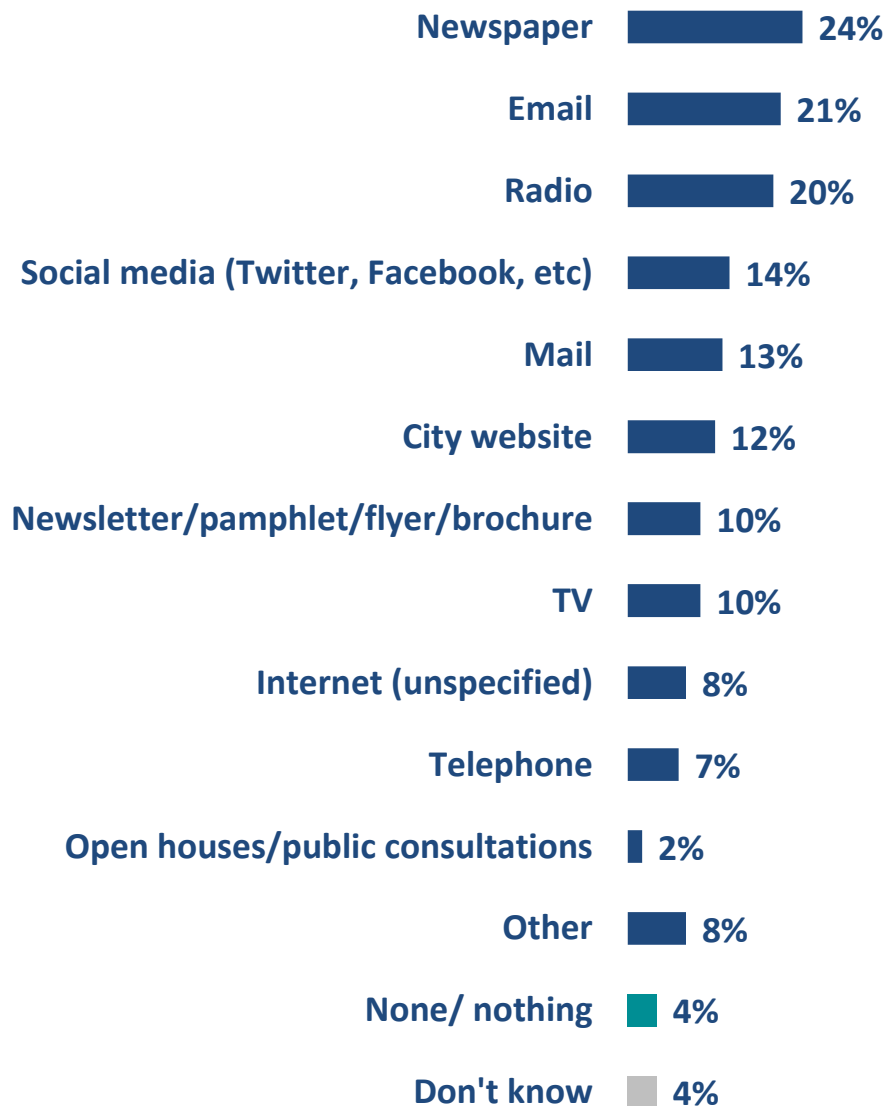
2013 Top Mentions (n=300)	
Municipal taxes/ property taxes/ budget	10%
Community updates/ what's new	8%
Information (unspecified)	5%
Community events/special events	5%
Community planning/land use/new developments	4%
Parks/recreation/arts/culture	4%

Note: includes mentions of 2% or more.

Q10. Thinking about your information needs, what kinds of information do you want the City of Red Deer to provide you with? Any others?

Base: All respondents (n=302)

Preferred Methods of Communication



Norm Top Mentions	
Newspaper	36%
Mail	26%
Email	15%
Newsletter/pamphlet/flyer/brochure	11%
City website	11%

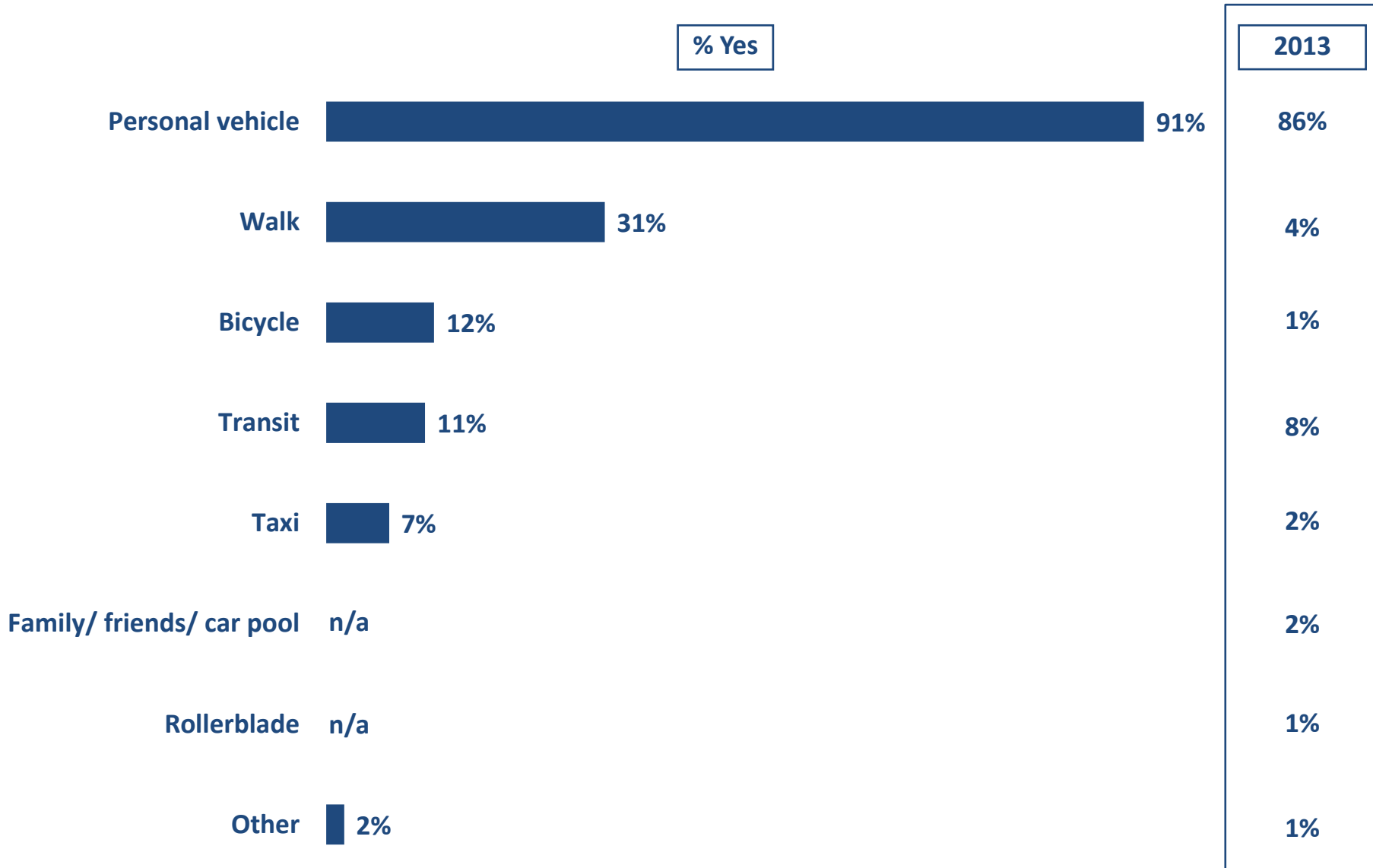
2013 Top Mentions (n=300)	
Mail	19%
Newspaper	18%
Email	17%
City Website	10%
Internet (unspecified)	8%
Newsletter/pamphlet/flyer/brochure	7%

Q11. And what methods would be best for the City of Red Deer to communicate information to you? Any others?

Base: All respondents (n=302)

Transportation

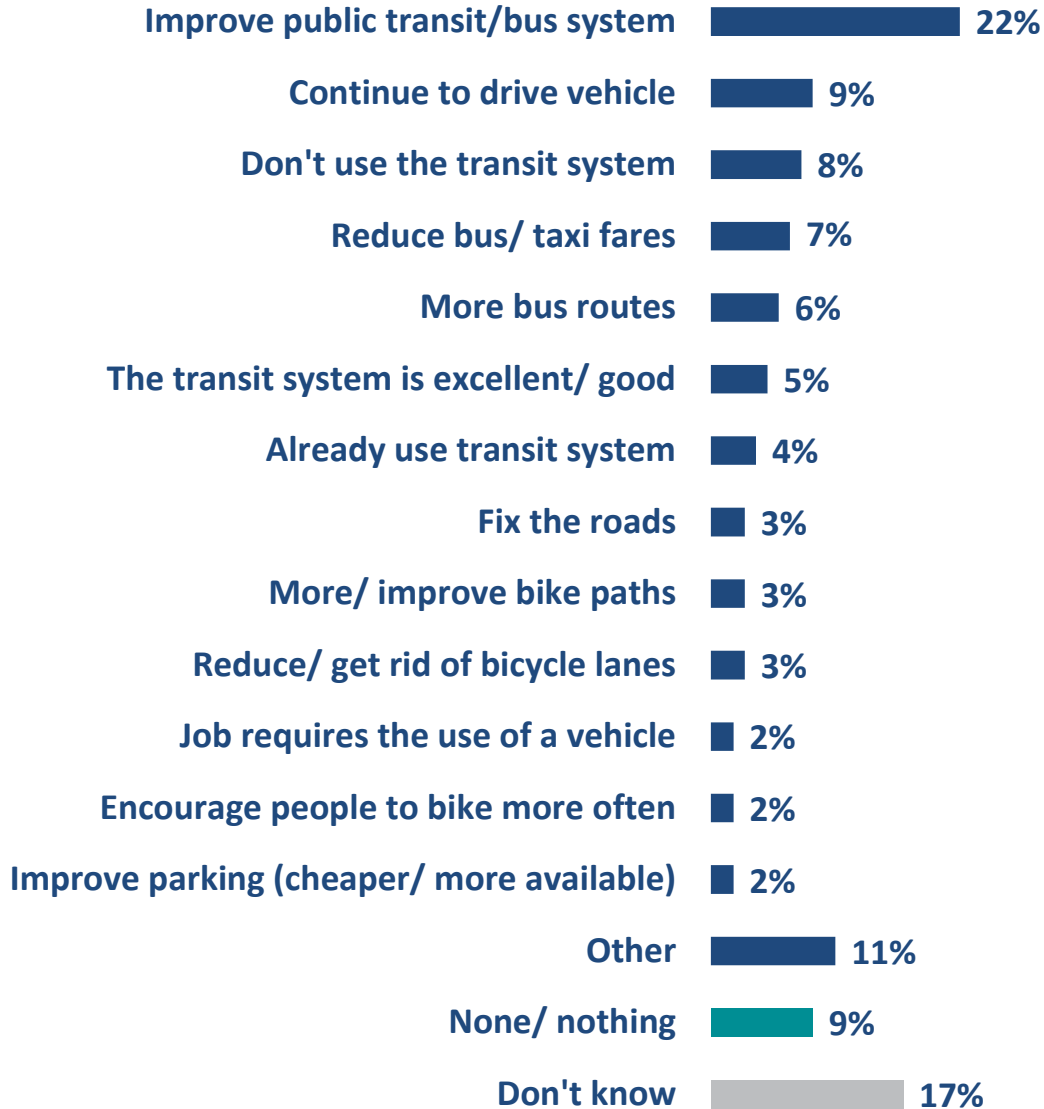
Transportation Means



QRD2. Which of the following means of transportation do you use on a regular basis to travel around Red Deer?

Base: All respondents (n=302)

Suggestions for Encouraging Various Means of Transportation



2013 Top Mentions (n=300)	
Improve public transit/ bus system	15%
More/ improve bike paths	11%
Bike pass (unspecified)	9%
Reduce/ get rid of bicycle lanes	9%
More bus routes	6%
Reduce bus/ taxi fares	4%

Note: includes mentions of 2% or more.

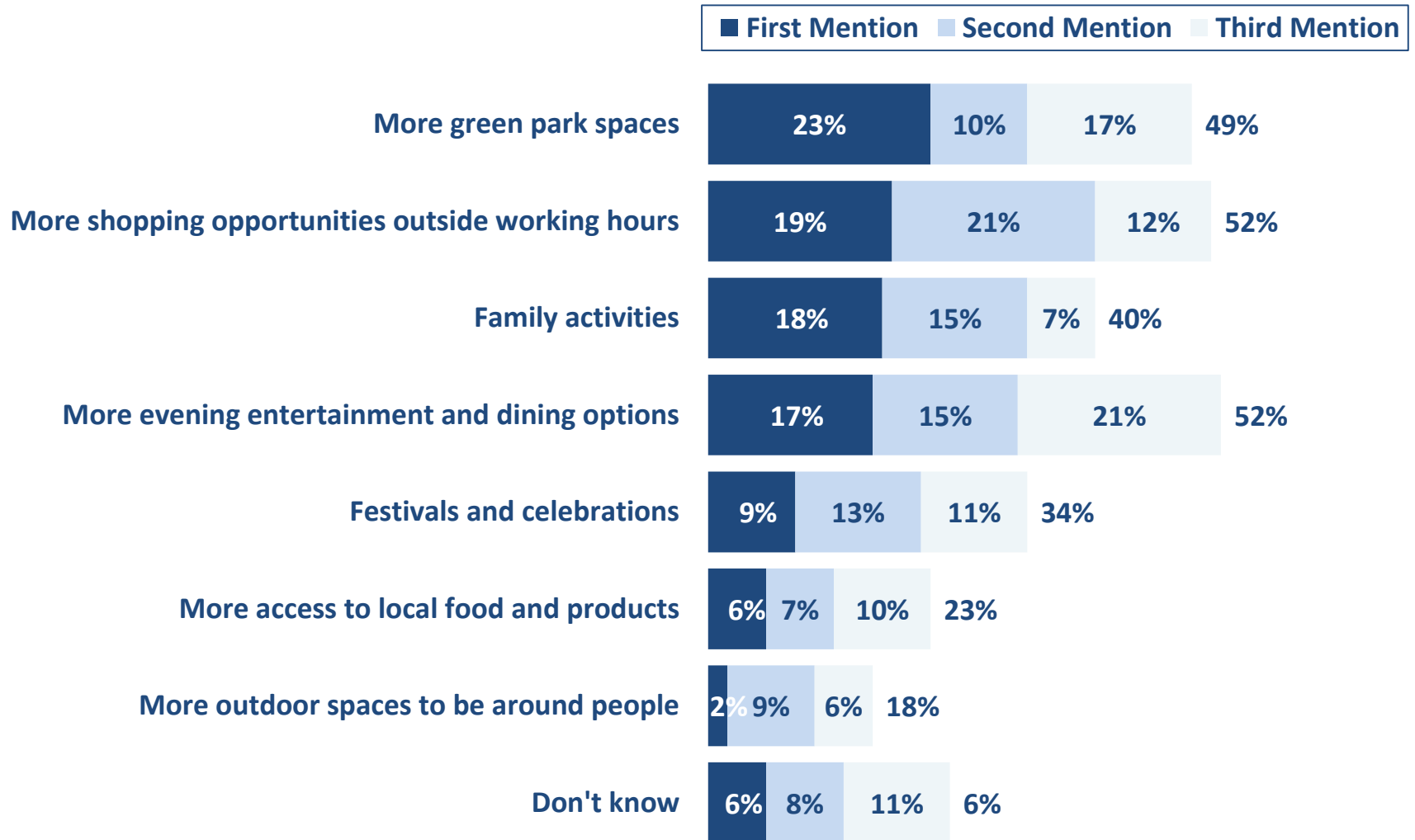
QRD3. The City of Red Deer is interested in your thoughts about getting around Red Deer. What could the City of Red Deer do to encourage you to make use of various means of transportation on a regular basis?

Base: All respondents (n=302)



Downtown

Downtown Priorities

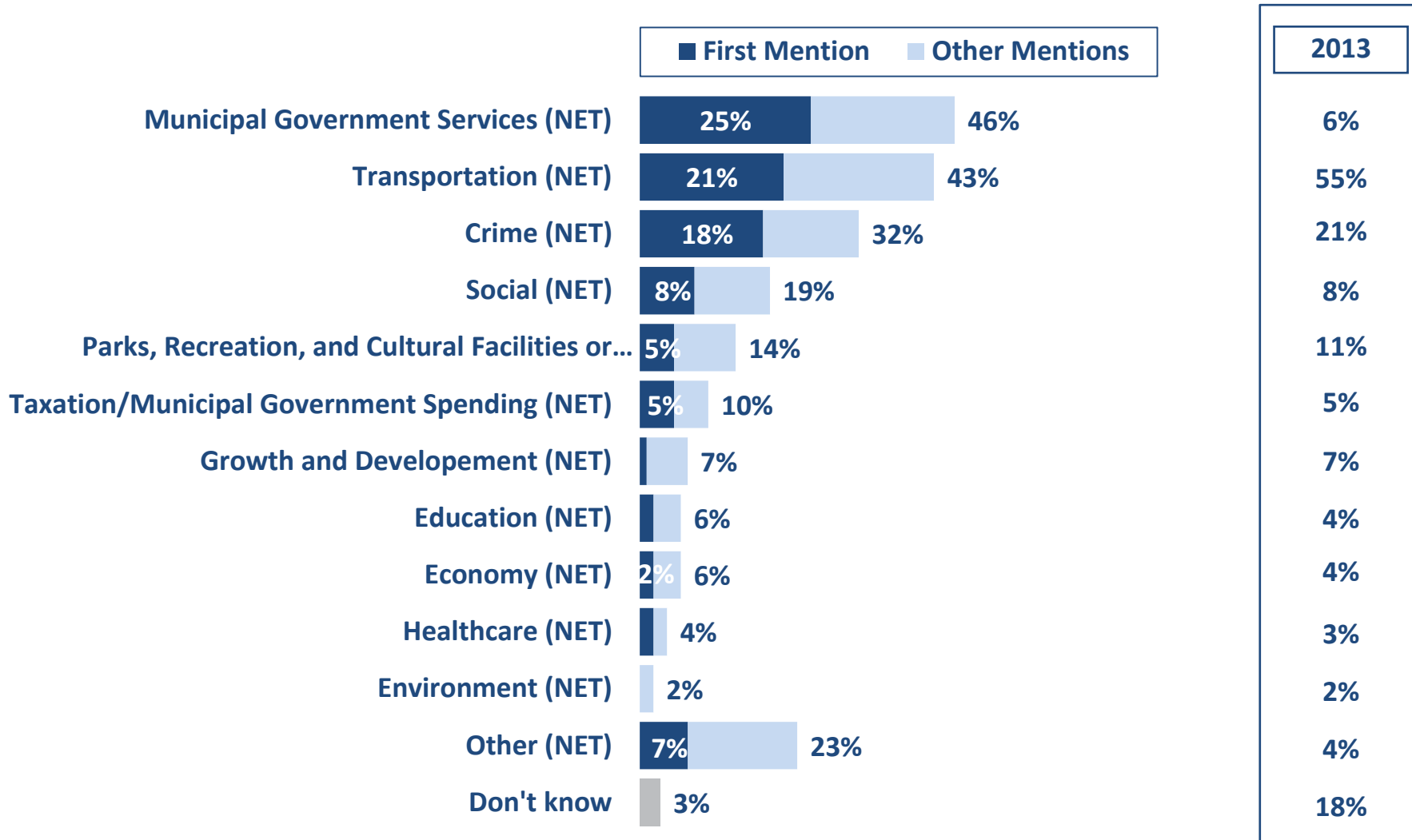


QRD4. In many cities, the downtown area is a highly desirable place to live, work, and play. Thinking about Red Deer's downtown, which of the following priorities would you say is the MOST important to making it a desirable place to live, work, and play? Please select your top three choices.

Base: All respondents (n=302)

Citizen Priorities and Expectations

Top Three Priorities (Unprompted)



QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months.

QE2. Next, I'd like you to rate these three priorities from most important to least important. Of these three priorities, which one is most important? Which one is next most important?

Base: All respondents (n=302)

Top Three Priorities (Unprompted) Tracking

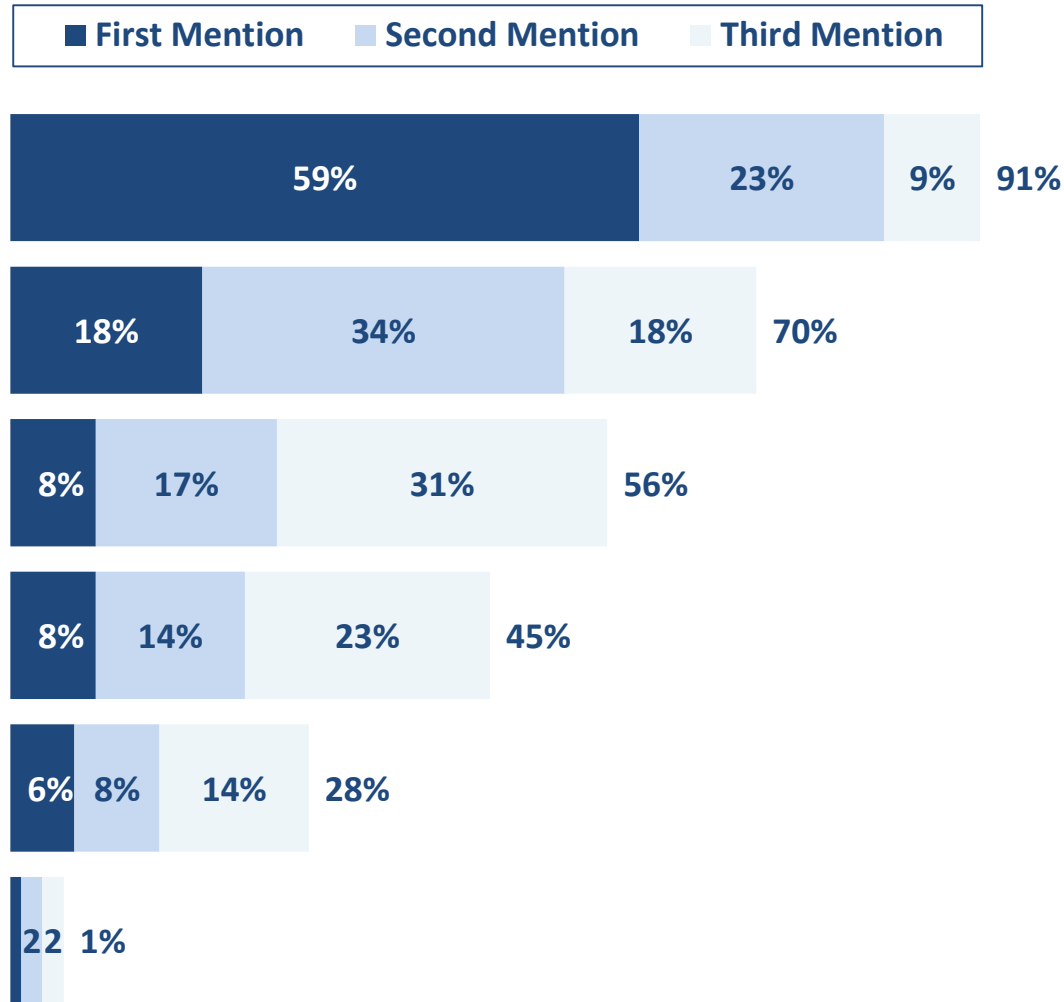
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Municipal Government Services (NET)	31%	20%	6%	46%
Transportation (NET)	48%	48%	55%	43%
Crime (NET)	18%	20%	21%	32%
Social (NET)	14%	8%	8%	19%
Parks, Recreation, and Culture (NET)	13%	22%	11%	14%
Taxation/Municipal Government Spending (NET)	8%	5%	5%	10%
Growth and Development (NET)	5%	12%	7%	7%
Economy (NET)	4%	8%	4%	6%
Education (NET)	9%	6%	4%	6%
Healthcare (NET)	4%	3%	3%	4%
Environment (NET)	4%	3%	2%	2%
Other (NET)	15%	12%	4%	23%

QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months.

QE2. Next, I'd like you to rate these three priorities from most important to least important. Of these three priorities, which one is most important? Which one is next most important?

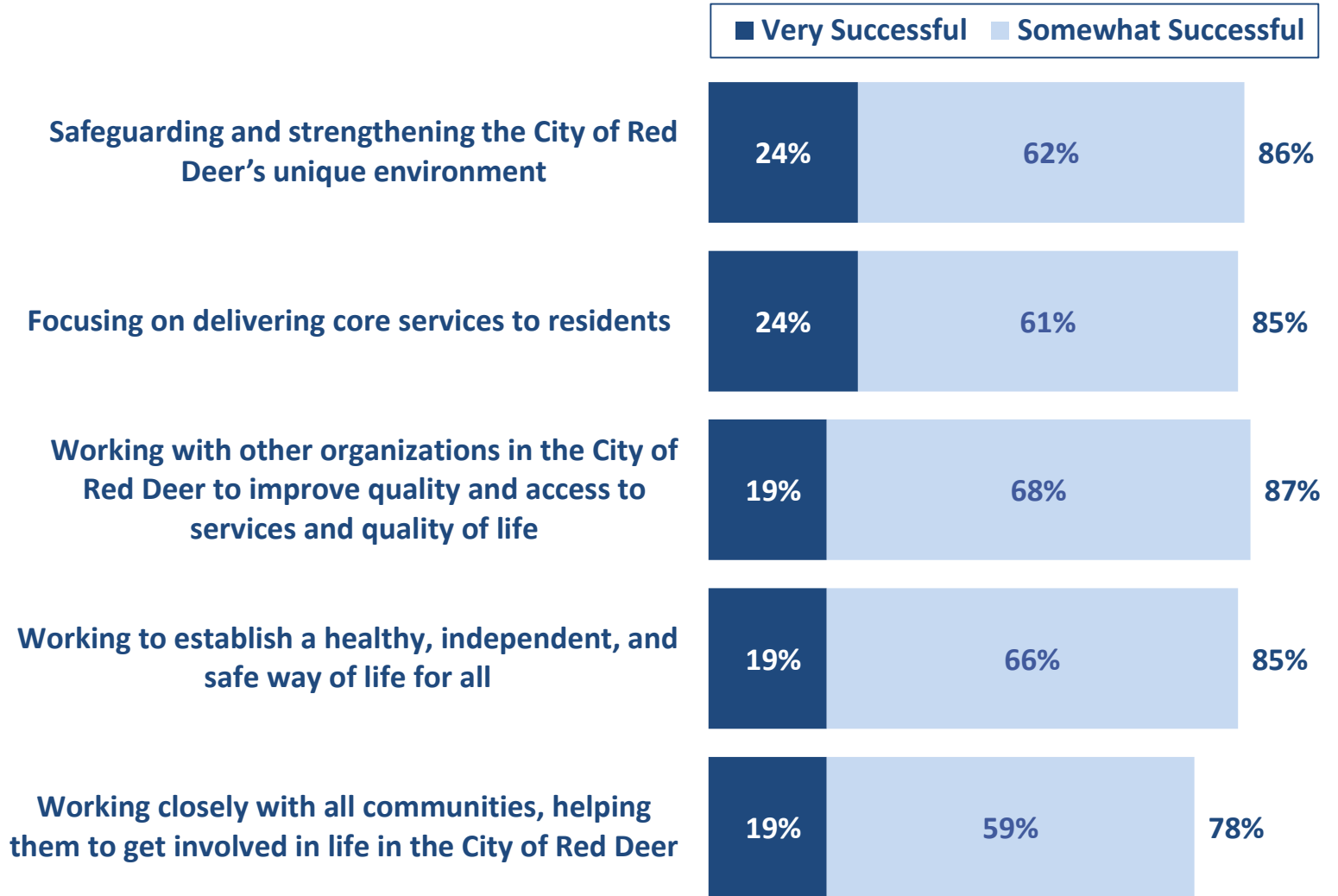
Base: All respondents (n=302)

Ranking City Priorities



QE3. Next, I'm going to read you a list of five priorities that the City of Red Deer might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally. Which one is next most important? Which one is third most important?

Success in Priority Areas



QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents (n=302)

	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Safeguarding and strengthening the City of Red Deer's unique environment	83%	90%	78%	86%
Focusing on delivering core services to residents	90%	91%	81%	85%
Working with other organizations in the City of Red Deer to improve quality and access to services and quality of life	81%	88%	82%	87%
Working to establish a healthy, independent, and safe way of life for all	89%	85%	77%	85%
Working closely with all communities, helping them to get involved in life in the City of Red Deer	75%	82%	68%	78%

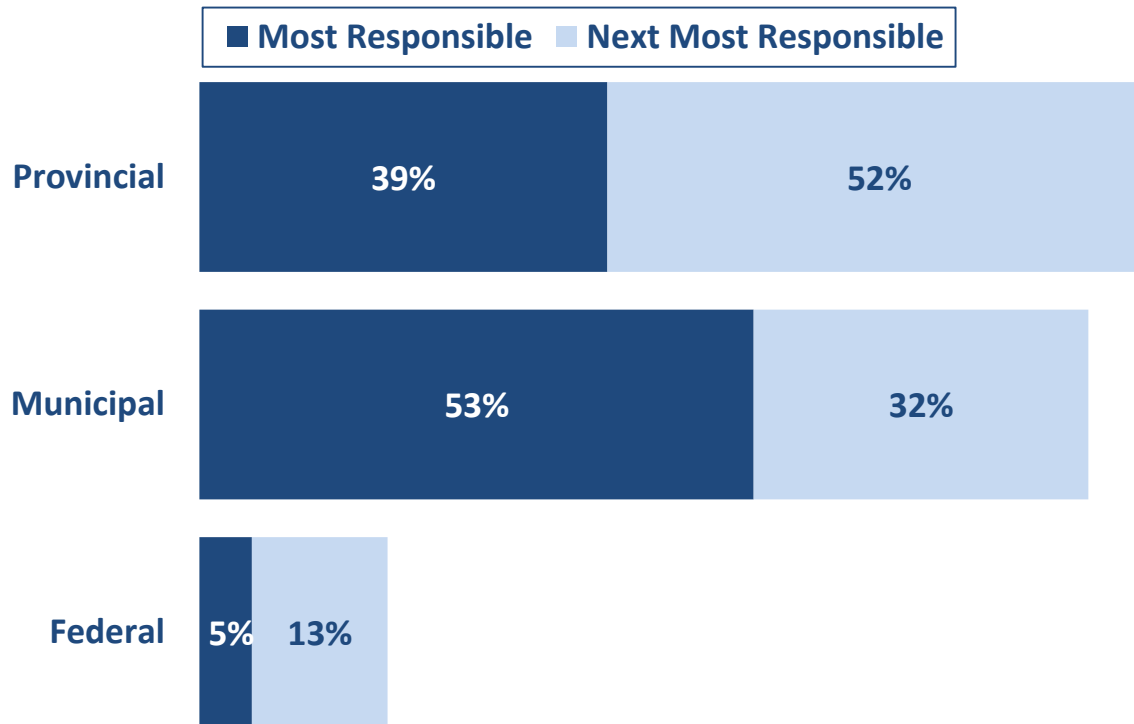
QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents (n=302)



Infrastructure

Level of Government Responsible for Health of Community Infrastructure

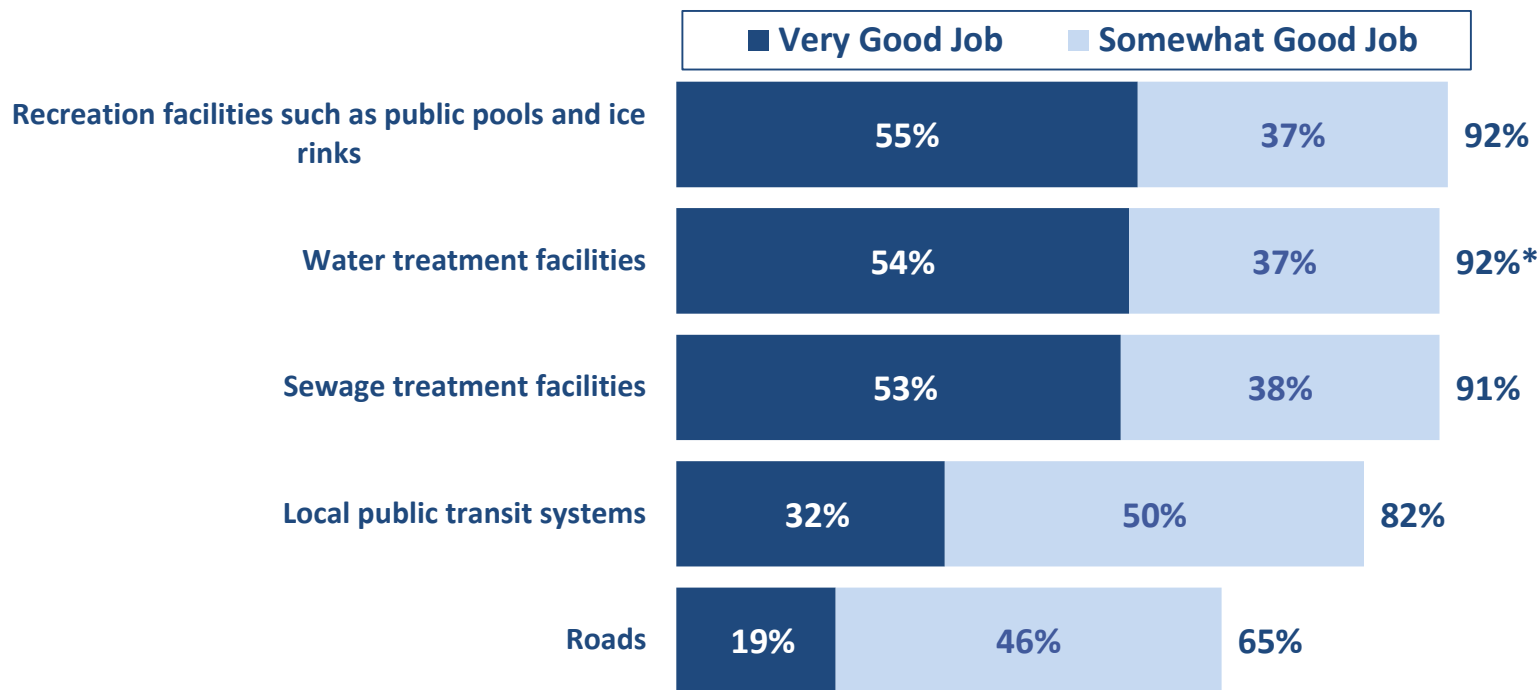


Most Responsible				
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Provincial	35%	34%	34%	39%
Municipal	51%	49%	51%	53%
Federal	8%	10%	6%	5%

Q11. Which level of government do you think is most responsible for the health of the infrastructure in your community? Which one is next most responsible?

Base: All respondents (n=302)

Performance Managing Infrastructure Assets



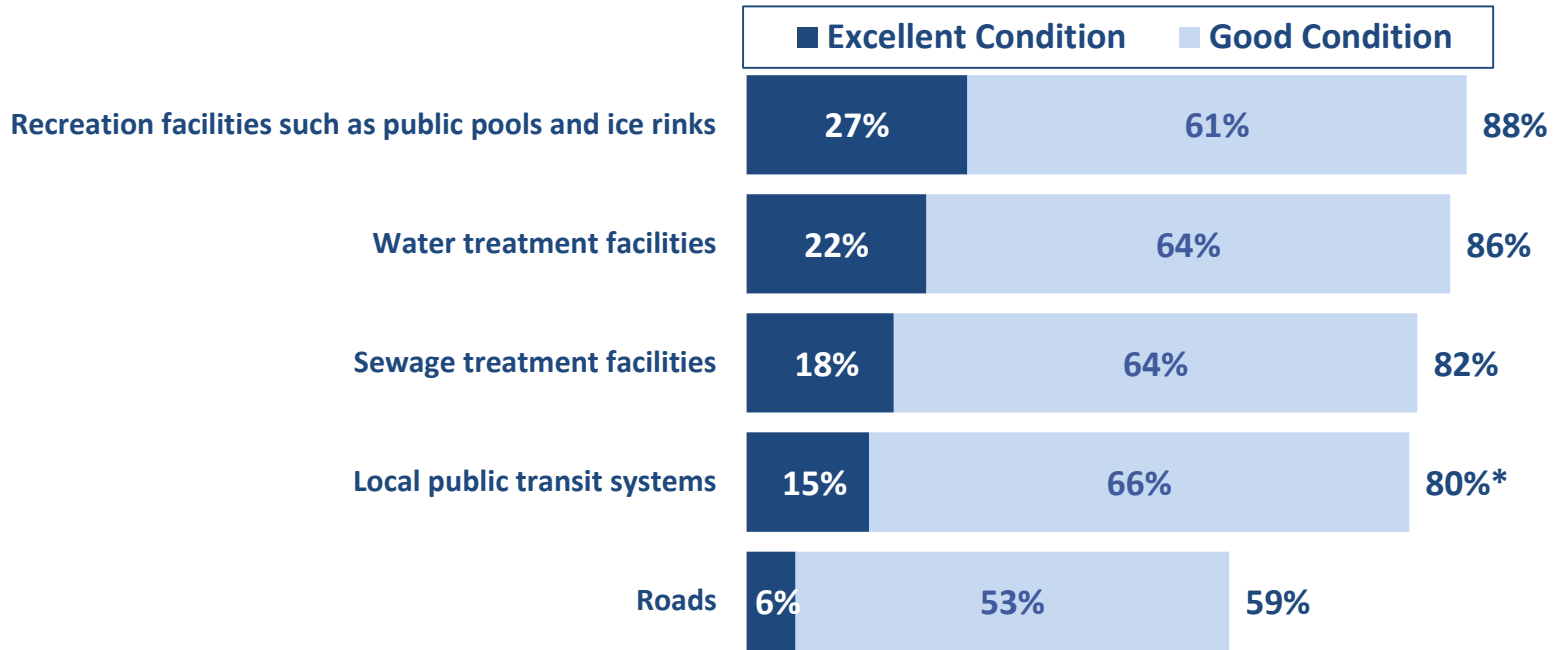
*Rounding

Good Job				
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Recreation facilities such as public pools and ice rinks	93%	96%	92%	92%
Water treatment facilities	86%	92%	89%	92%
Sewage treatment facilities	90%	90%	86%	91%
Local public transit systems	80%	82%	74%	82%
Roads	59%	61%	54%	65%

Q12. Please tell me if you think the City of Red Deer is doing a good job or poor job of managing each of the following infrastructure assets in your community. (Is that a very or somewhat good/poor job?)

Base: All respondents (n=302)

Condition of Infrastructure Assets

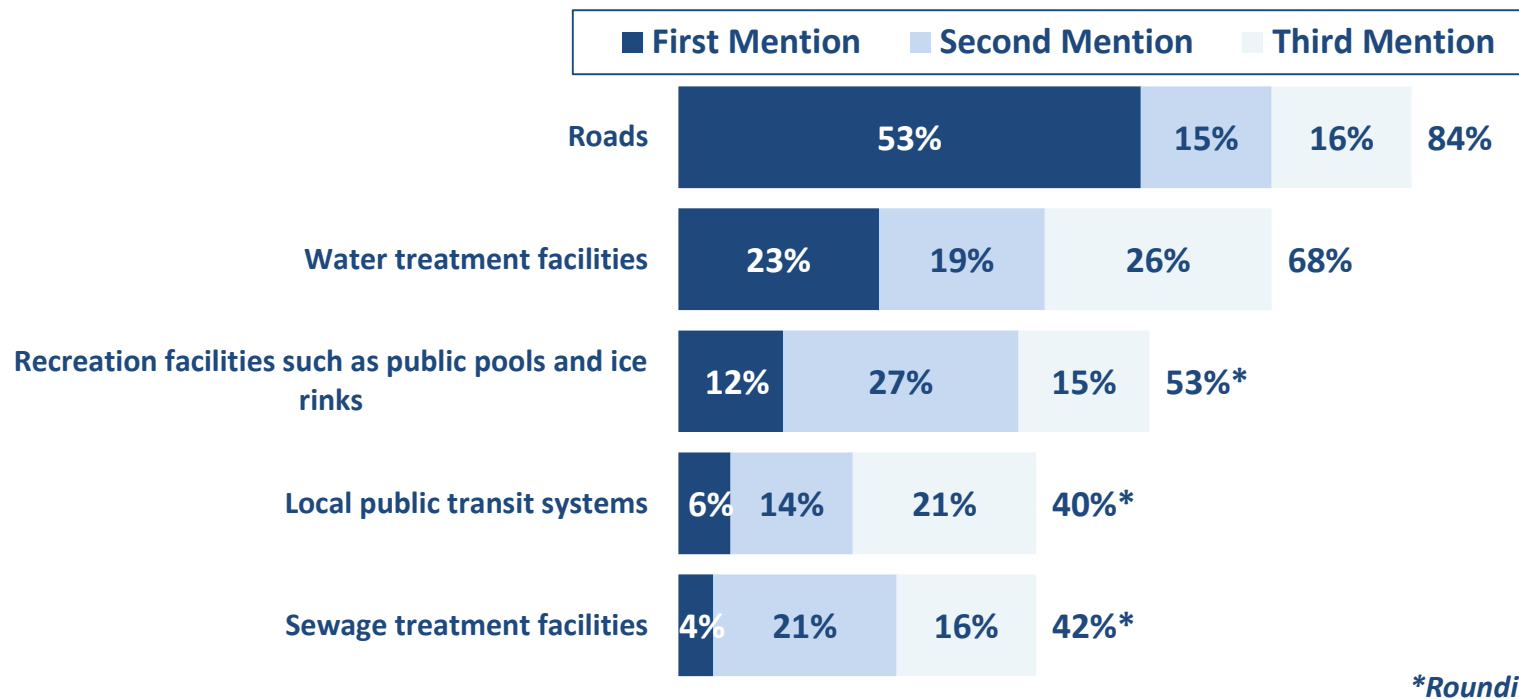


*Rounding

Excellent/Good				
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Recreation facilities such as public pools and ice rinks	94%	89%	86%	88%
Water treatment facilities	82%	86%	84%	86%
Sewage treatment facilities	77%	84%	80%	82%
Local public transit systems	75%	81%	68%	80%
Roads	47%	46%	40%	59%

Q13. Generally speaking, how would you rate the current condition of each of the following in the City of Red Deer? Would you say this is in excellent condition, good condition, declining condition, or in desperate need of a complete overhaul?

Base: All respondents (n=302)



Total Mentions				
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)
Roads	90%	88%	90%	84%
Water treatment facilities	61%	64%	59%	68%
Recreation facilities such as public pools and ice rinks	43%	51%	48%	53%
Local public transit systems	41%	41%	33%	40%
Sewage treatment facilities	44%	41%	43%	42%

Q14. And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance? And which one would you assign the second greatest importance? And which one would you assign the third greatest importance?

Weighted Sample Characteristics

Weighted Sample Characteristics

Gender

Male	50%
Female	50%

Age

18 to 34	38%
35 to 54	38%
55 or older	24%

Length of Residency

Less than 5 years	10%
5 to less than 10 years	25%
10 - 15	17%
16 - 20	12%
21 - 30	20%
31 - 40	10%
More than 40	7%*

Mean 18.2 years

Homeownership

Own	72%
Rent	26%
Not stated	3%*

Primary Tax Payer

Yes	87%
No	13%

Children in Household under 18

Yes	44%
No	56%

**Rounding*



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