



2017 Citizen Satisfaction Survey | Spring

Final Report

June 2017

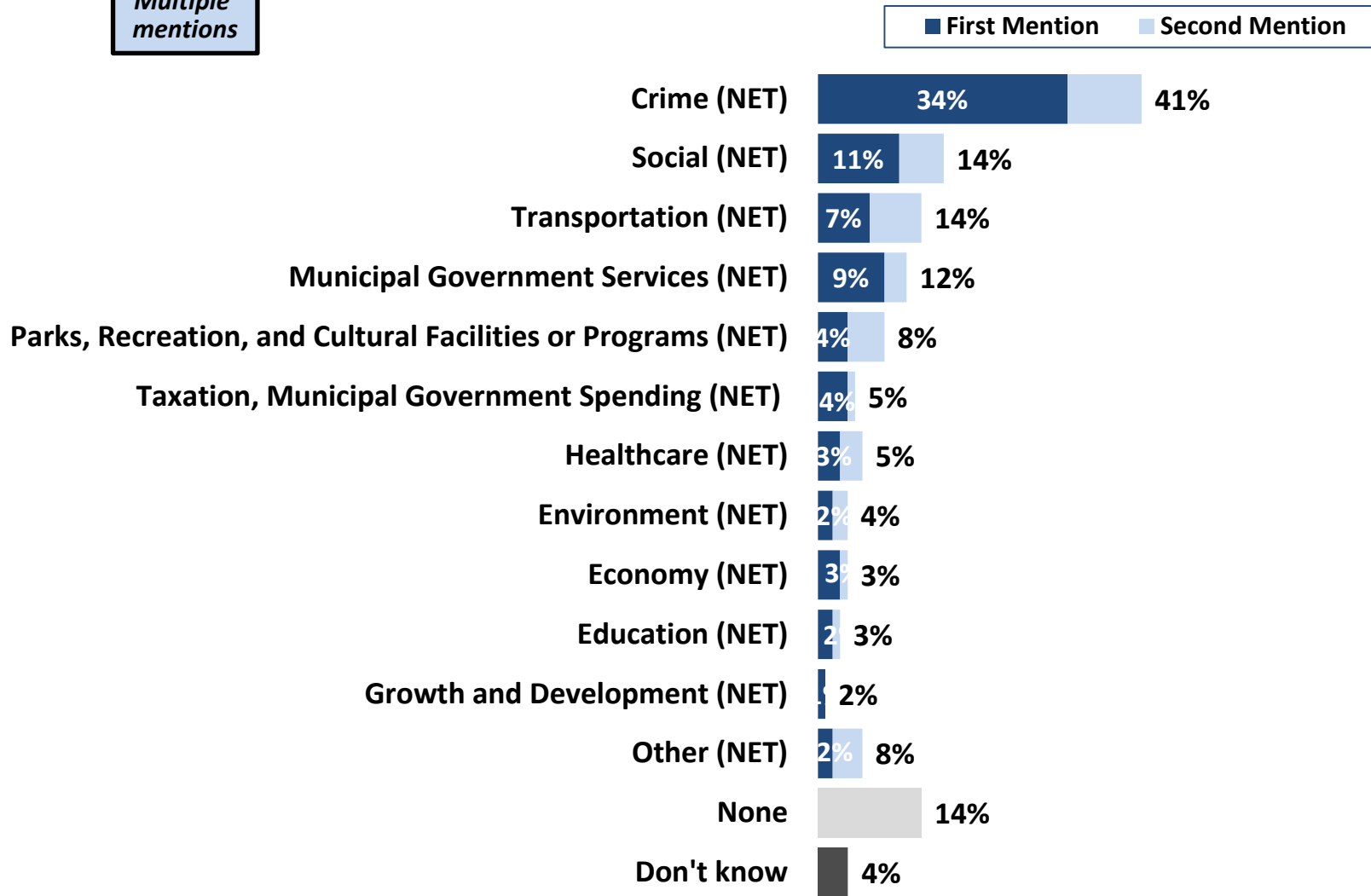


- ❖ Between May 5 – 18, 2017, Ipsos conducted interviews with a representative sample of 300 randomly selected Red Deer residents aged 18 years or older.
- ❖ Final data were weighted to ensure the age/gender distribution reflects that of the actual population in Red Deer according to the most recent 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 in order to assess the City's progress in addressing key issues.

Issue Agenda

Top-of-Mind Community Issues

Multiple mentions



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?

Base: All respondents (n=300)

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

❖ Crime (41% total mentions)

- *Crime (general)* (26%)
- *Policing/ law enforcement* (5%)
- *Property crime* (5%)

❖ Municipal Government Services (12% total mentions)

- *Snow removal* (6%)
- *Infrastructure (maintain/ upgrade)* (2%)
- *Garbage and recycling services* (2%)
- *Cleanliness of municipality* (2%)

❖ Transportation (14% total mentions)

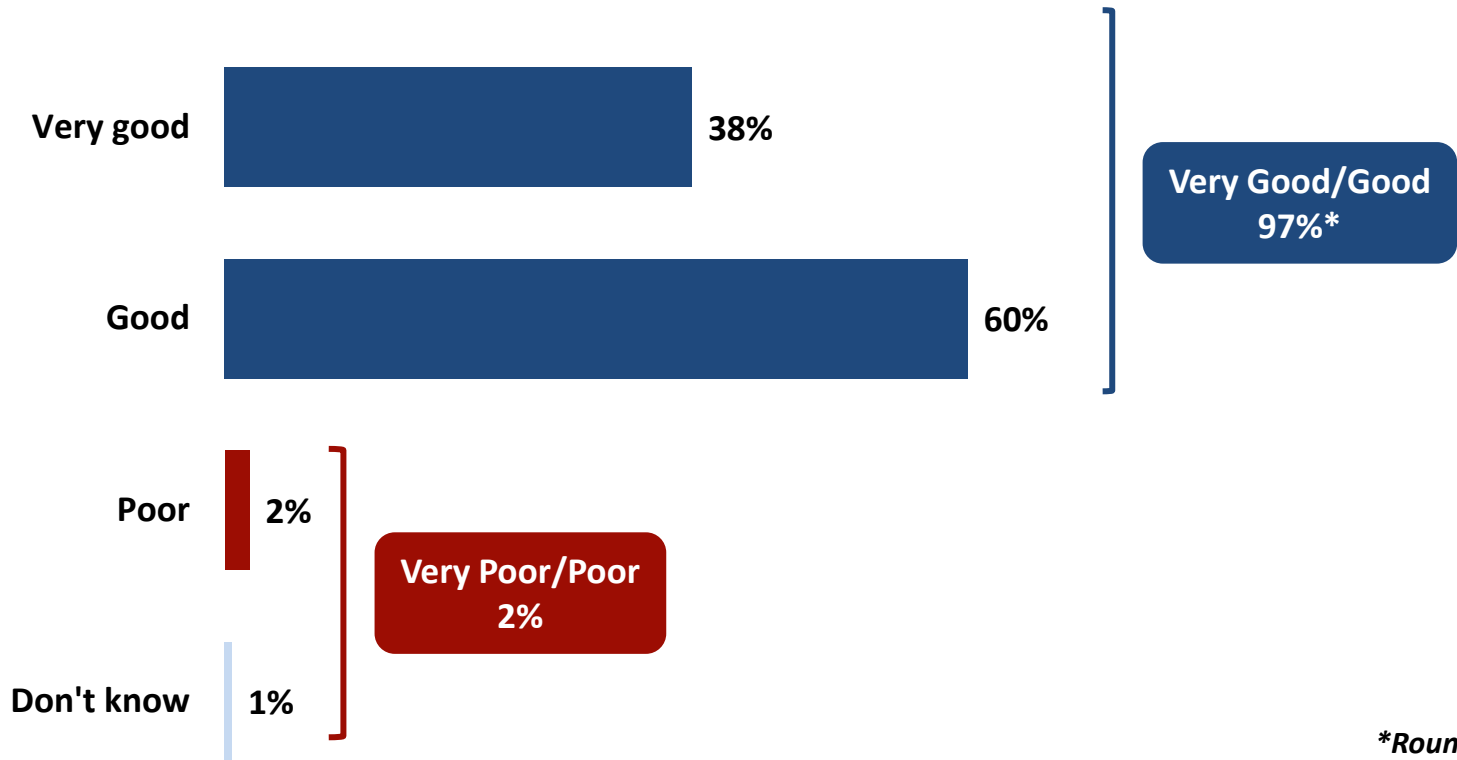
- *Traffic Congestion* (4%)
- *Potholes* (3%)
- *Roads/ streets* (3%)

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)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Crime (NET)	25%	24%	16%	18%	13%	22%	18%	25%	28%	41%
Transportation (NET)	9%	16%	24%	30%	41%	27%	22%	14%	12%	14%
Social (NET)	27%	20%	10%	8%	11%	13%	9%	14%	11%	14%
Municipal Government Services (NET)	6%	14%	14%	13%	14%	21%	15%	21%	13%	12%
Parks, Recreation, and Culture (NET)	5%	2%	5%	6%	9%	7%	12%	6%	8%	8%
Other (NET)	7%	7%	8%	7%	3%	14%	9%	9%	10%	8%
Taxation/Municipal Government Spending (NET)	9%	9%	9%	6%	16%	12%	6%	10%	7%	5%
Healthcare (NET)	5%	7%	5%	7%	5%	3%	4%	3%	2%	5%
Environment (NET)	2%	5%	3%	4%	1%	1%	4%	3%	5%	4%
Education (NET)	10%	7%	11%	8%	7%	6%	7%	1%	4%	3%
Economy (NET)	1%	4%	4%	4%	3%	5%	6%	9%	11%	3%
Growth and Development (NET)	12%	8%	4%	5%	5%	2%	7%	2%	2%	2%

Quality of Life

Overall Quality of Life



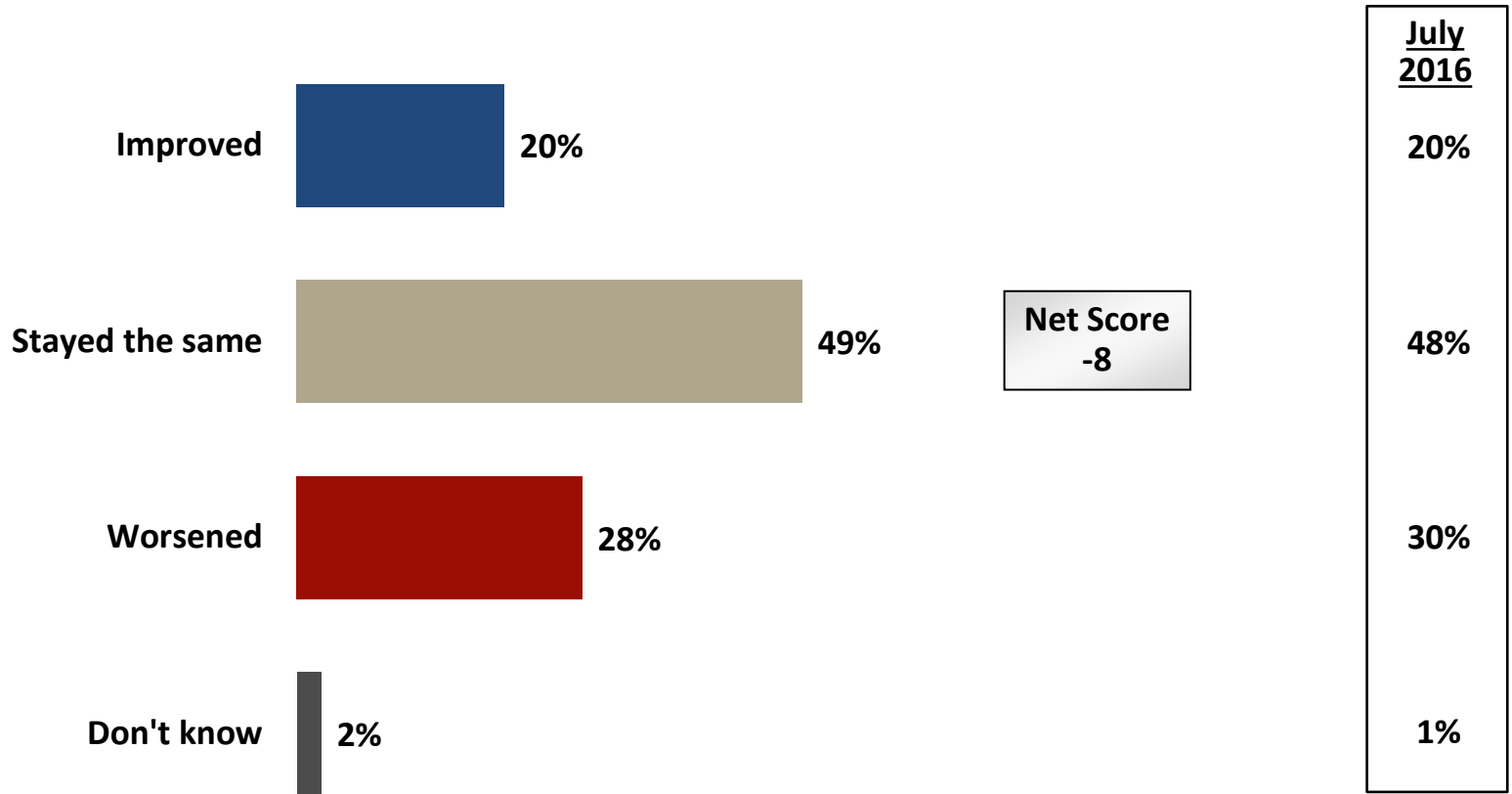
**Rounding*

	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Very good/good	97%	95%	97%	98%	97%	98%	98%	97%	98%	97%
Very good	49%	38%	47%	49%	46%	48%	35%	40%	39%	38%

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=300)

Change in Quality of Life Past Three Years

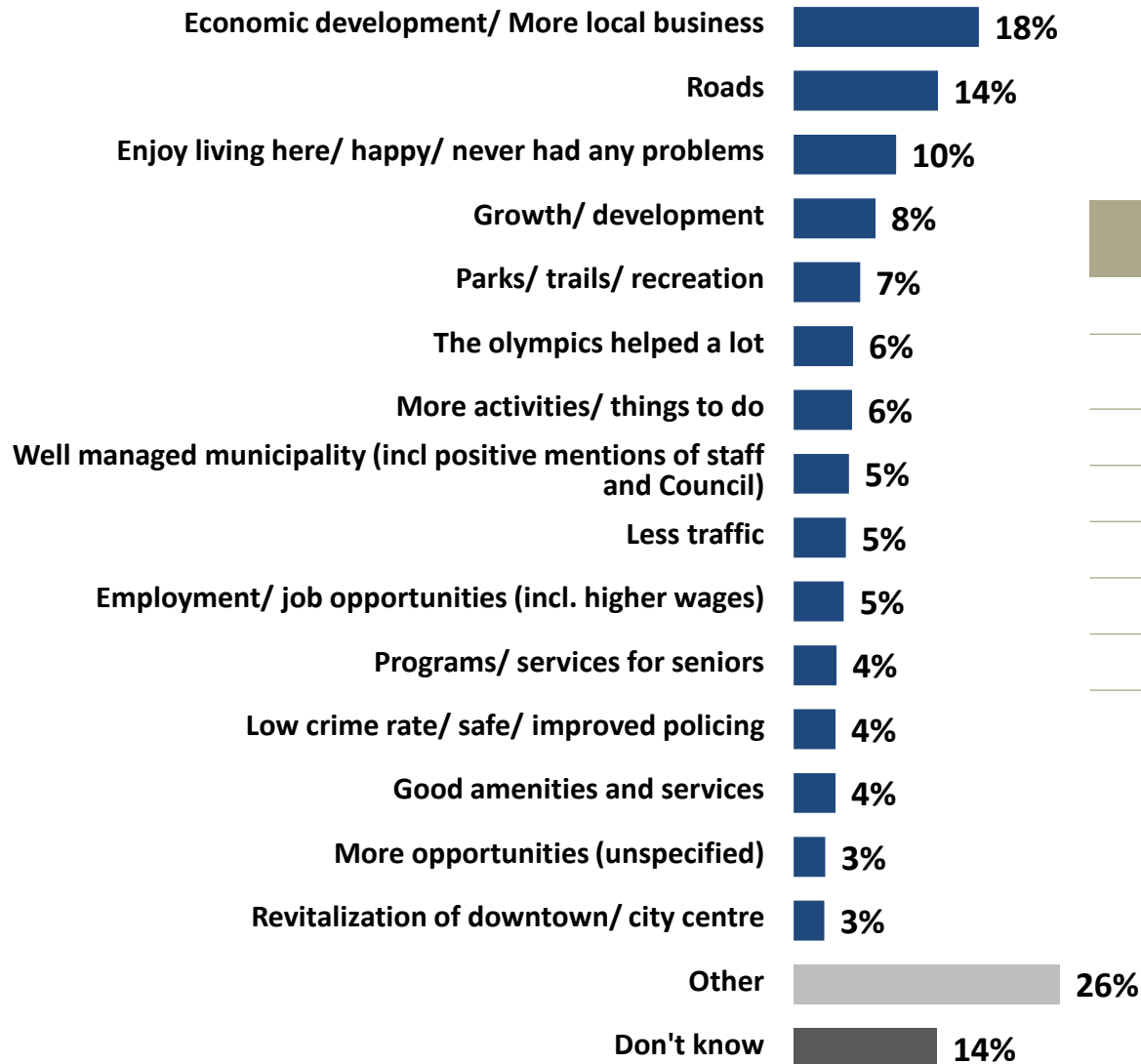


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Net Score	n/a	n/a	+5	+8	+5	+16	+4	+8	-10	-8

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=300)

Reasons Why Quality of Life has Improved



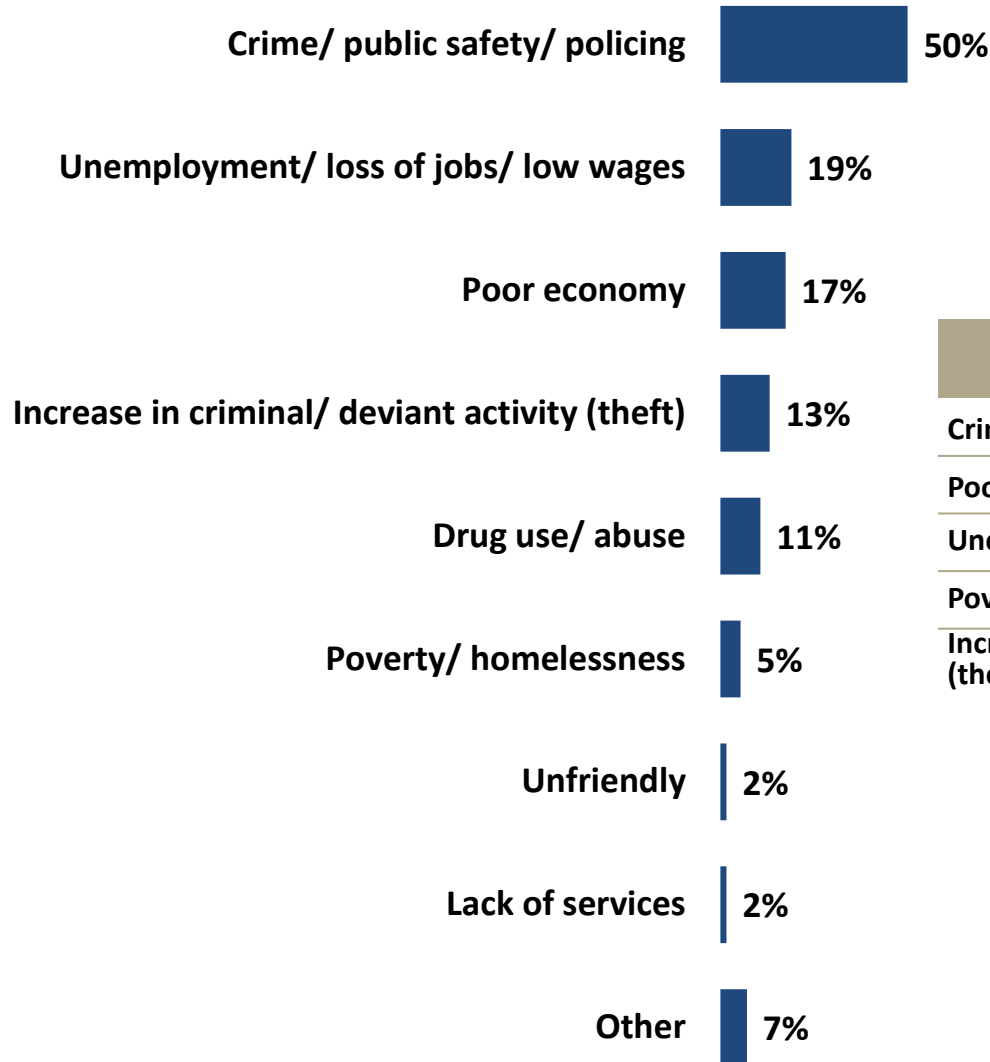
Top Mentions July 2016 (n=59*)	
Well managed municipality (incl positive mentions of staff and Council)	12%
More activities/ things to do	10%
Growth/ development	8%
It's improved/ getting better (unspecified)	8%
Fewer homeless people	7%
Good public transportation	7%
Roads	7%
Employment/ job opportunities (incl. higher wages)	7%

*Note: includes mentions of 3% or more.
Small base size, interpret with caution.

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

Base: Quality has improved (n=50*)

Reasons Why Quality of Life has Worsened



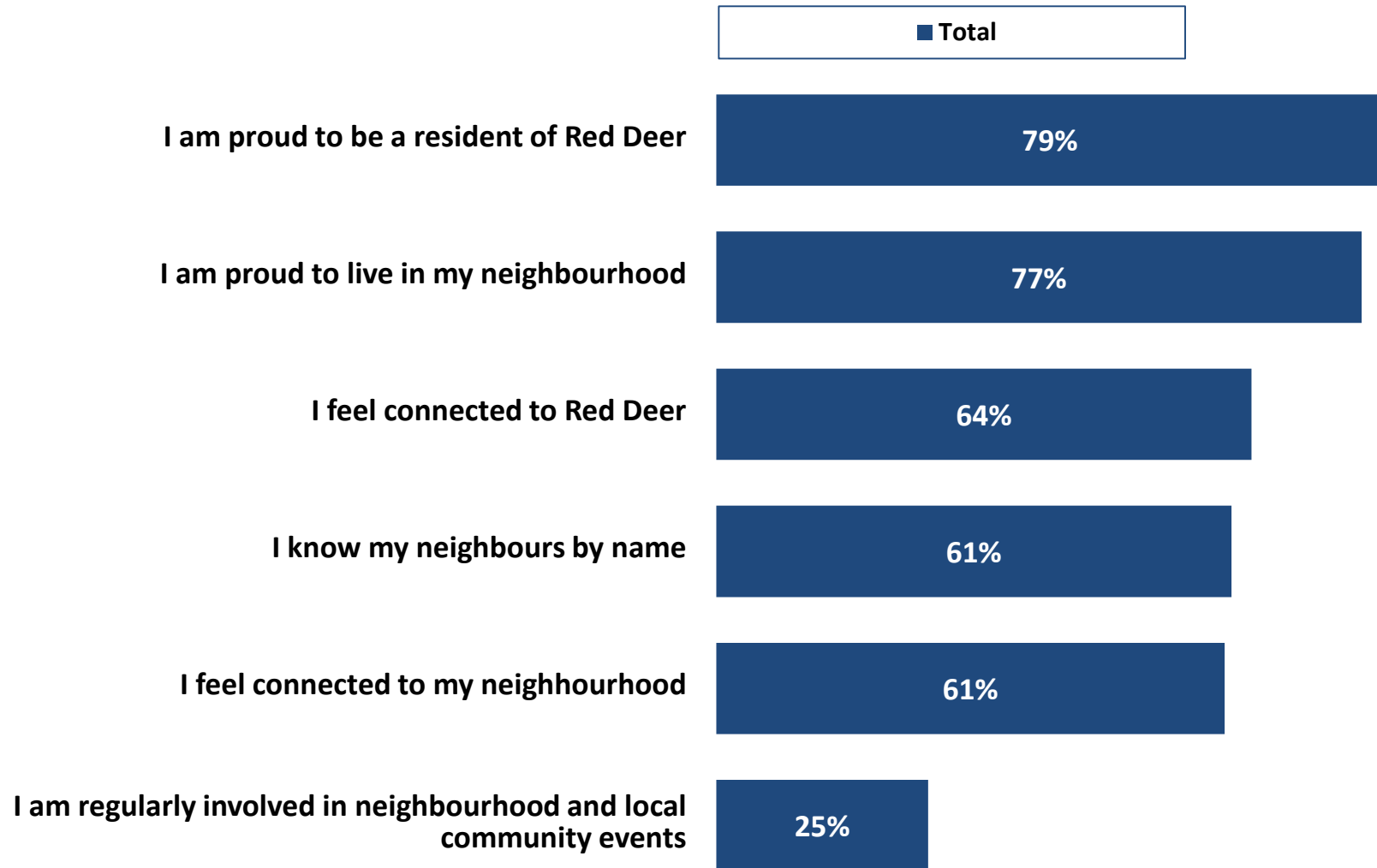
Top Mentions July 2016 (n=59*)	
Crime/ public safety/ policing	43%
Poor economy	31%
Unemployment/loss of jobs/low wages	21%
Poverty/homelessness	7%
Increase in criminal/ deviant activity (theft)	6%

*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=90*)

Attitudes Towards Life in Red Deer



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".

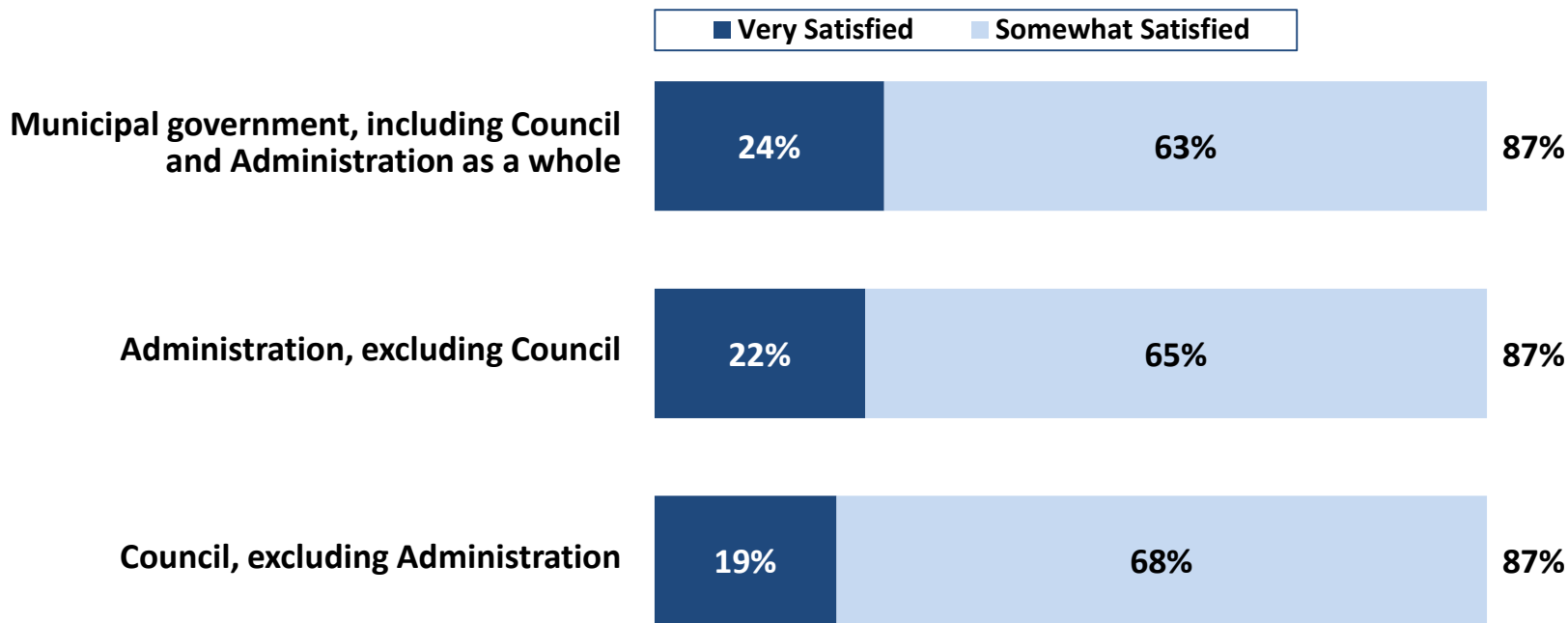
Tracking Attitudes Towards Life in Red Deer

	Agree (Rated 7, 8, 9 or 10)				
	2014 (n=302)	May 2015 (n=300)	December 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
I am proud to be a resident of Red Deer	87%	80%	83%	86%	79%
I am proud to live in my neighbourhood	84%	77%	78%	82%	77%
I feel connected to Red Deer	69%	63%	69%	67%	64%
I know my neighbours by name	60%	60%	63%	62%	61%
I feel connected to my neighbourhood	56%	55%	50%	61%	61%
I am regularly involved in neighbourhood and local community events	25%	24%	27%	24%	25%

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



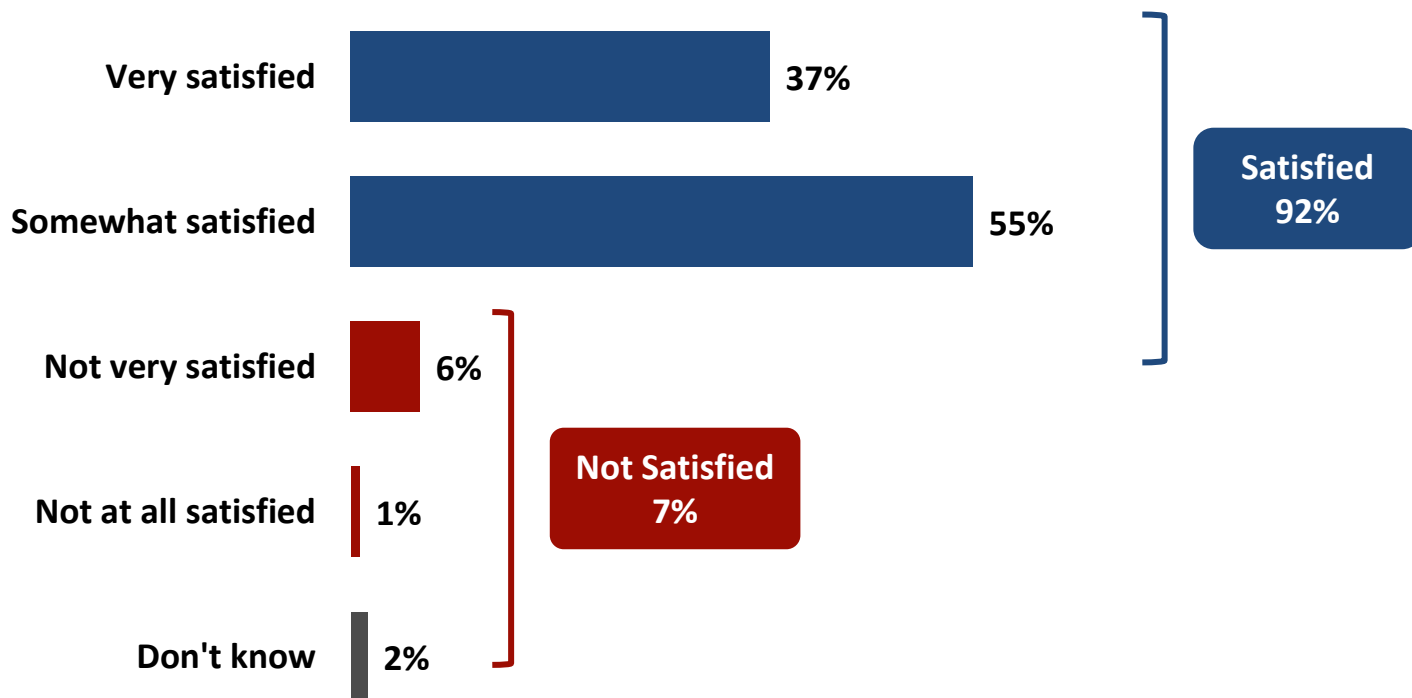
	Very/Somewhat Satisfied				
	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Municipal government, including Council and Administration as a whole	84%	87%	91%	90%	87%
Administration, excluding Council	84%	84%	89%	90%	87%
Council, excluding Administration	80%	84%	89%	89%	87%

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=300)

Satisfaction with Services

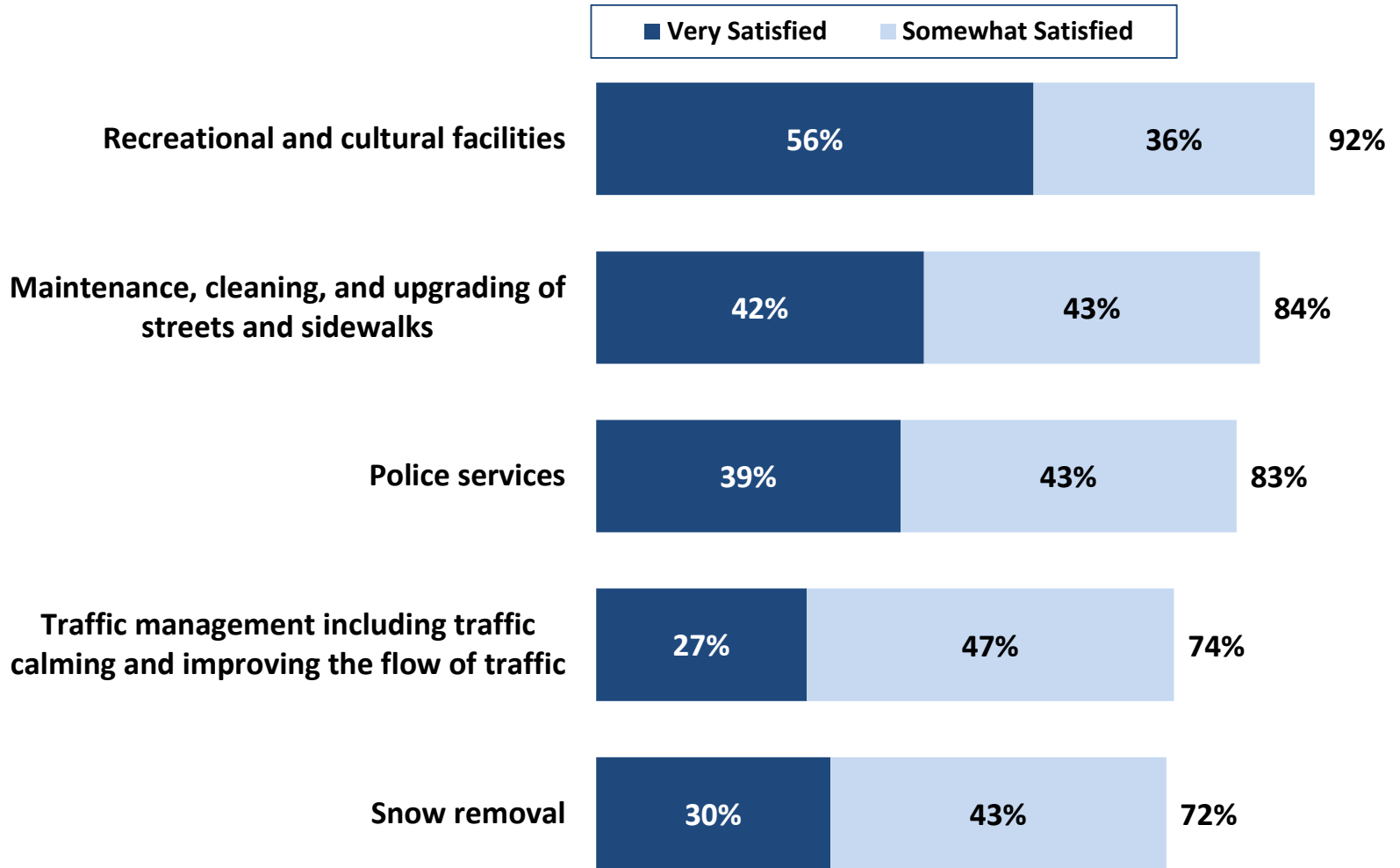
Overall Satisfaction with City Services



	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Very/somewhat satisfied	98%	91%	94%	93%	93%	95%	92%	95%	97%	92%
Very satisfied	43%	28%	33%	41%	34%	29%	32%	38%	39%	37%

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



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=300)

Tracking Satisfaction with Specific City Services

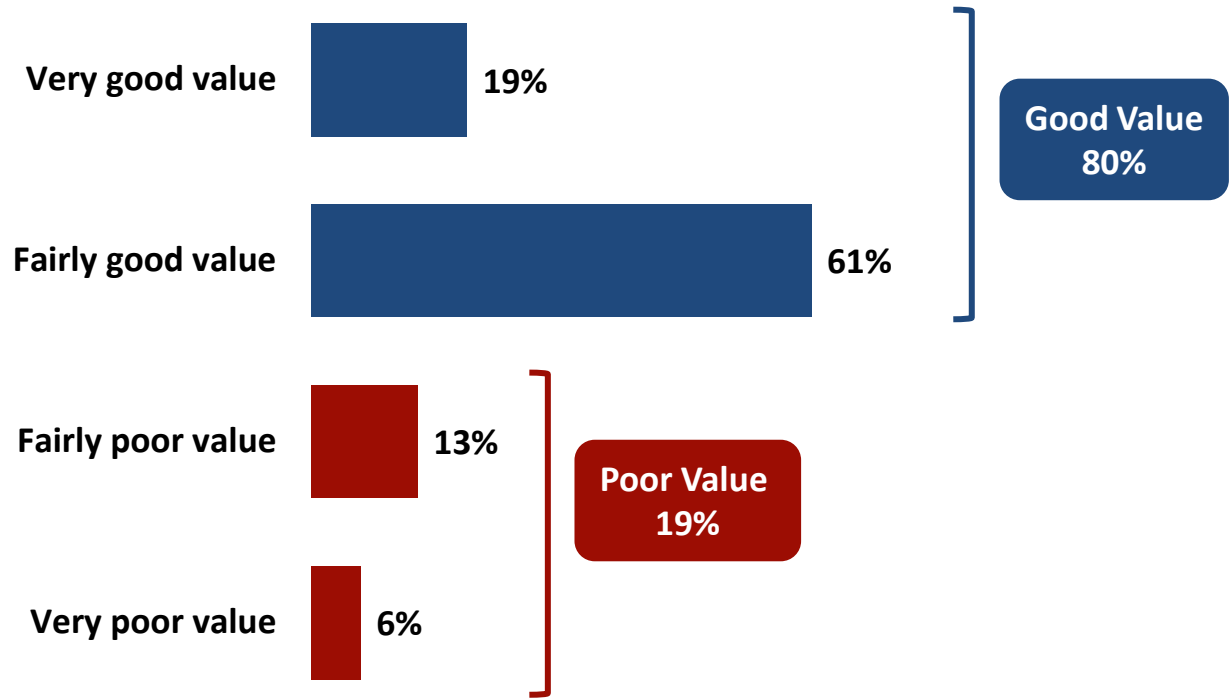
	Very/Somewhat Satisfied									
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Recreational and cultural facilities	n/a	n/a	91%	92%	91%	94%	91%	93%	96%	92%
Maintenance, cleaning, and upgrading of streets and sidewalks	n/a	n/a	68%	73%	68%	76%	81%	81%	86%	84%
Police services	85%	82%	89%	90%	87%	88%	89%	84%	87%	83%
Traffic management including traffic calming and improving the flow of traffic	69%	69%	64%	71%	55%	66%	68%	67%	73%	74%
Snow removal	n/a	n/a	n/a	65%	61%	45%	60%	63%	71%	72%

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

Financial Planning

Value for Taxes

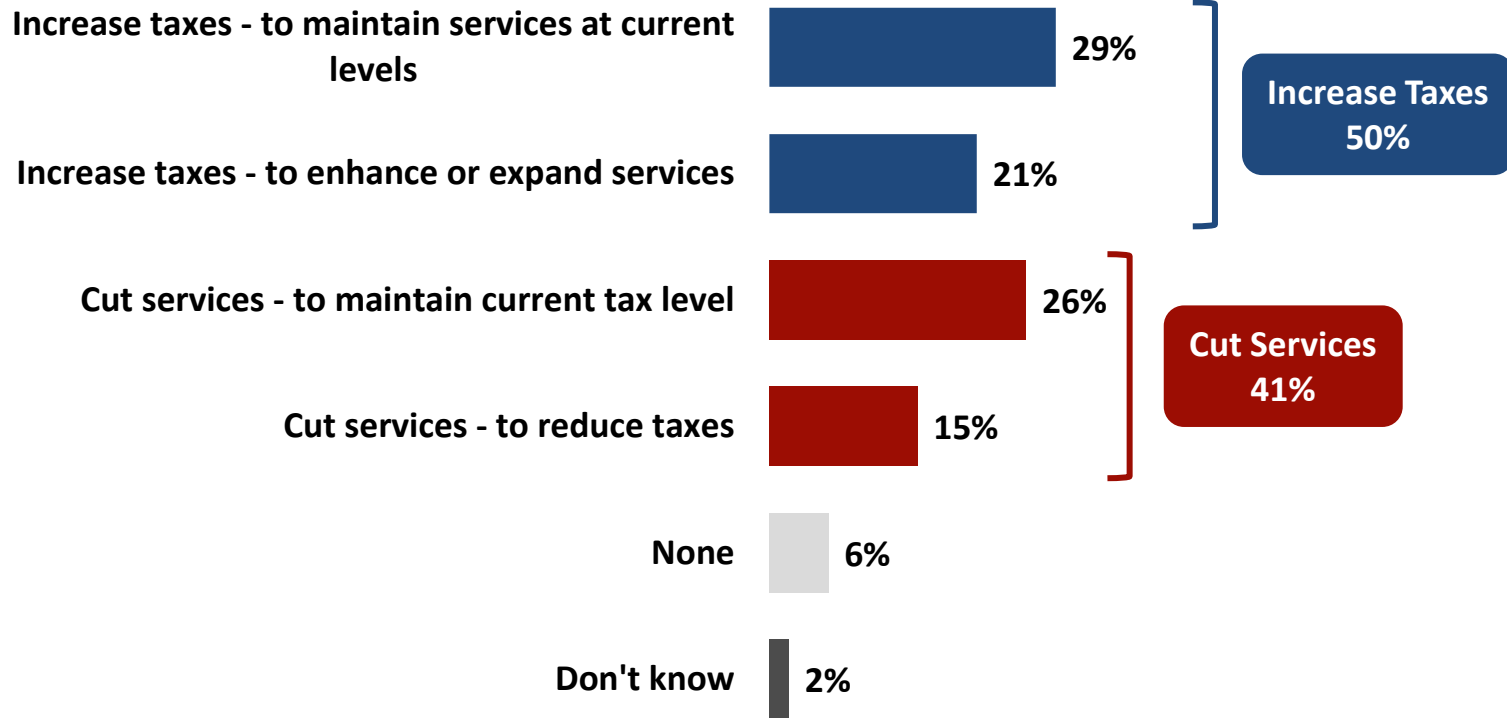


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Very good/ fairly good	91%	80%	86%	84%	83%	84%	83%	88%	82%	80%
Very good	27%	19%	20%	20%	18%	24%	16%	28%	18%	19%

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=300)

Balancing Taxation and Service Delivery Levels



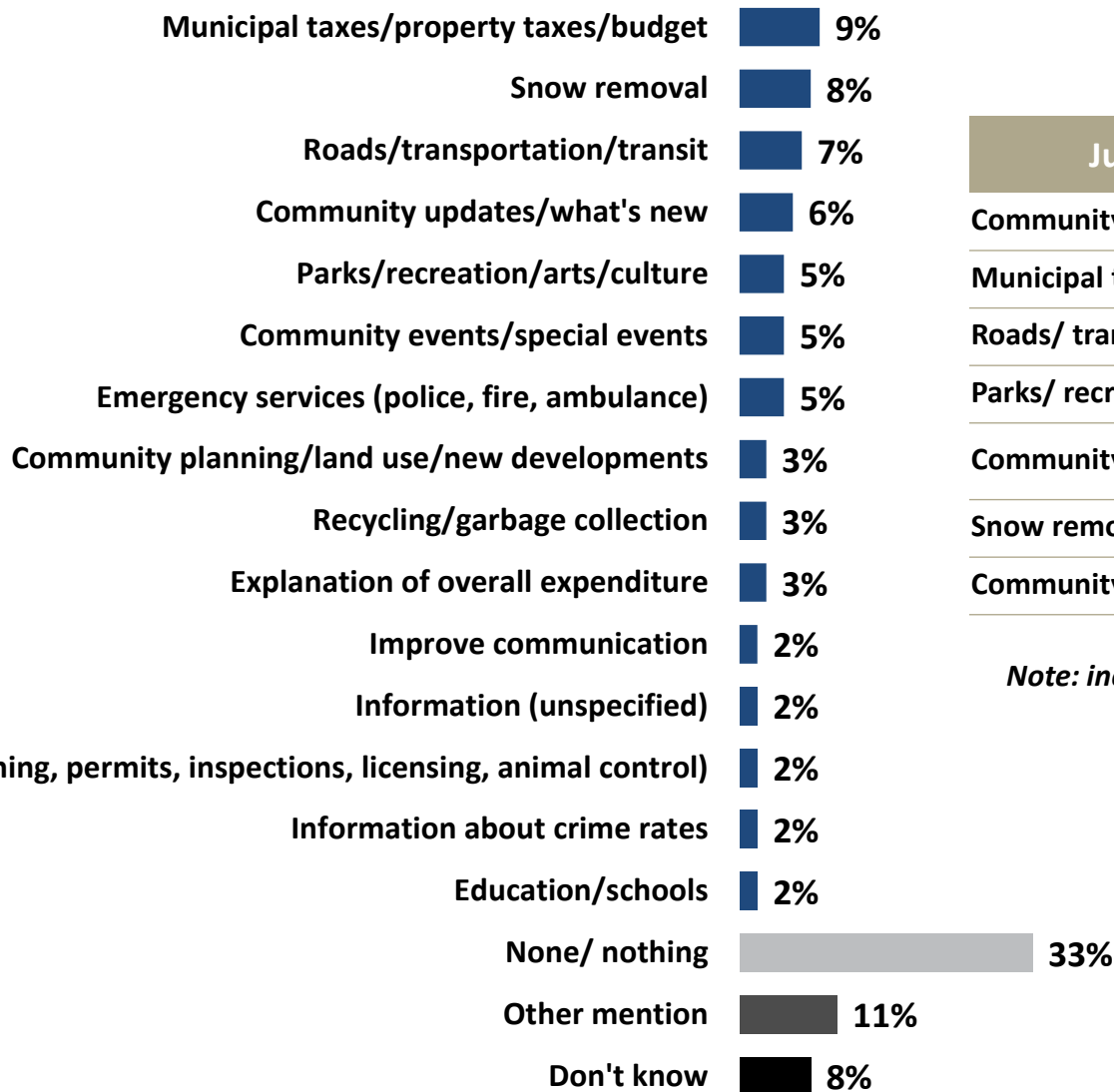
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Increase taxes	59%	48%	51%	53%	54%	60%	62%	56%	54%	50%
Cut services	29%	33%	36%	38%	30%	30%	31%	36%	39%	41%

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?



Communication

Information Needs



July 2016 Top Mentions (n=300)

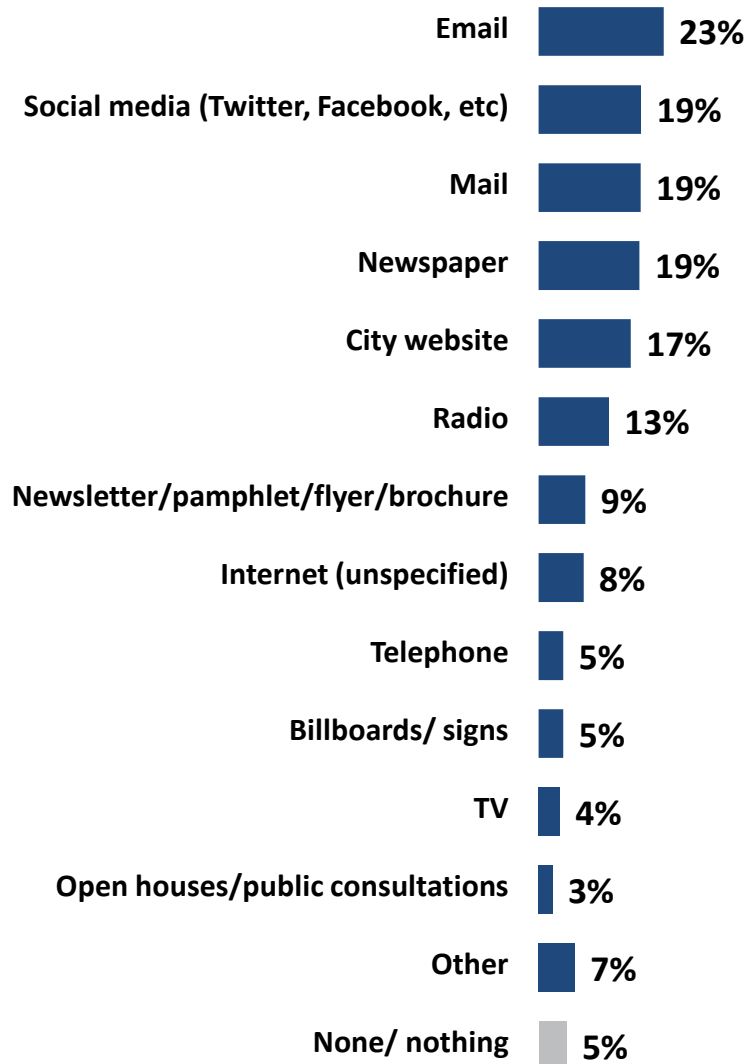
Community updates/what's new	9%
Municipal taxes/ property taxes/ budget	7%
Roads/ transportation/ transit	6%
Parks/ recreation/ arts/ culture	6%
Community events/ special events	4%
Snow removal	4%
Community updates/what's new	4%

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=300)

Preferred Methods of Communication



July 2016 Top Mentions (n=300)

Newspaper	26%
Email	24%
Mail	24%
Social media (Twitter, Facebook)	20%

Note: includes mentions of 2% or more.

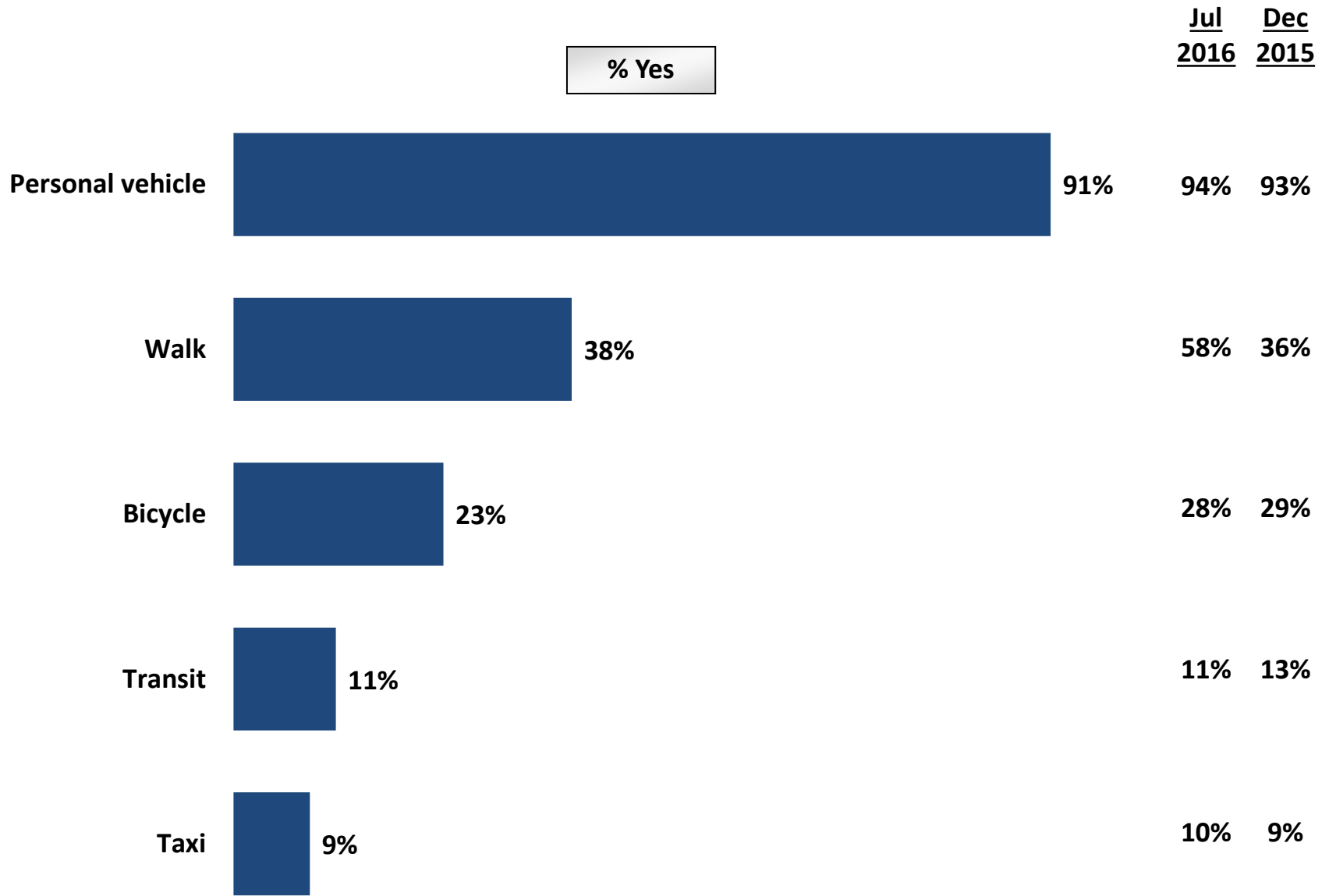
Q11. And what methods would be best for the City of Red Deer to communicate information to you? Any others?

Base: All respondents (n=300)



Transportation

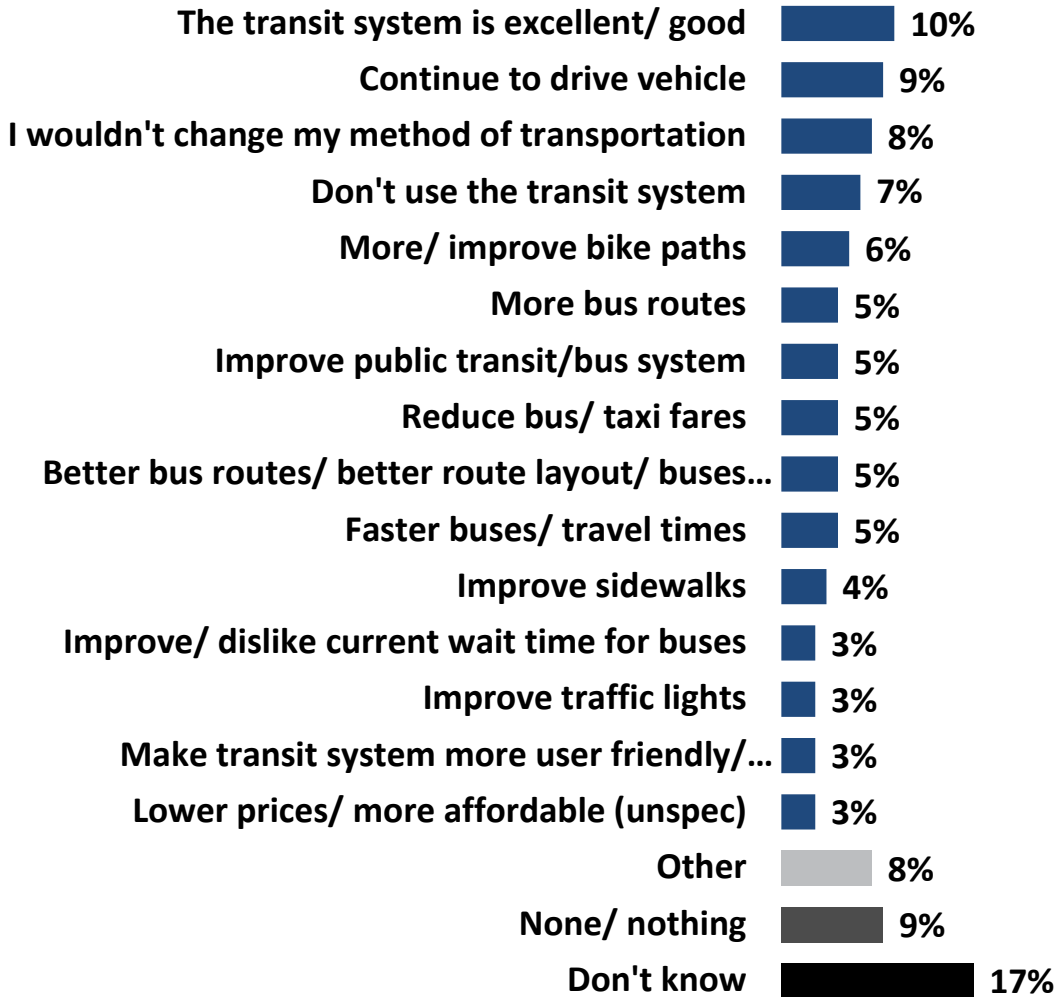
Transportation Means



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

Base: All respondents (n=300)

Suggestions for Encouraging Various Means of Transportation



July 2016 Top Mentions (n=300)	
The transit system is excellent/ good	13%
More/ improve bike paths	12%
Don't use the transit system	8%
I wouldn't change my method of transportation	4%
More scheduled buses	4%
More bus routes	4%
Better bus routes/ better route layout/ buses to more areas	3%
More taxis	3%

Note: includes mentions of 3% or more.

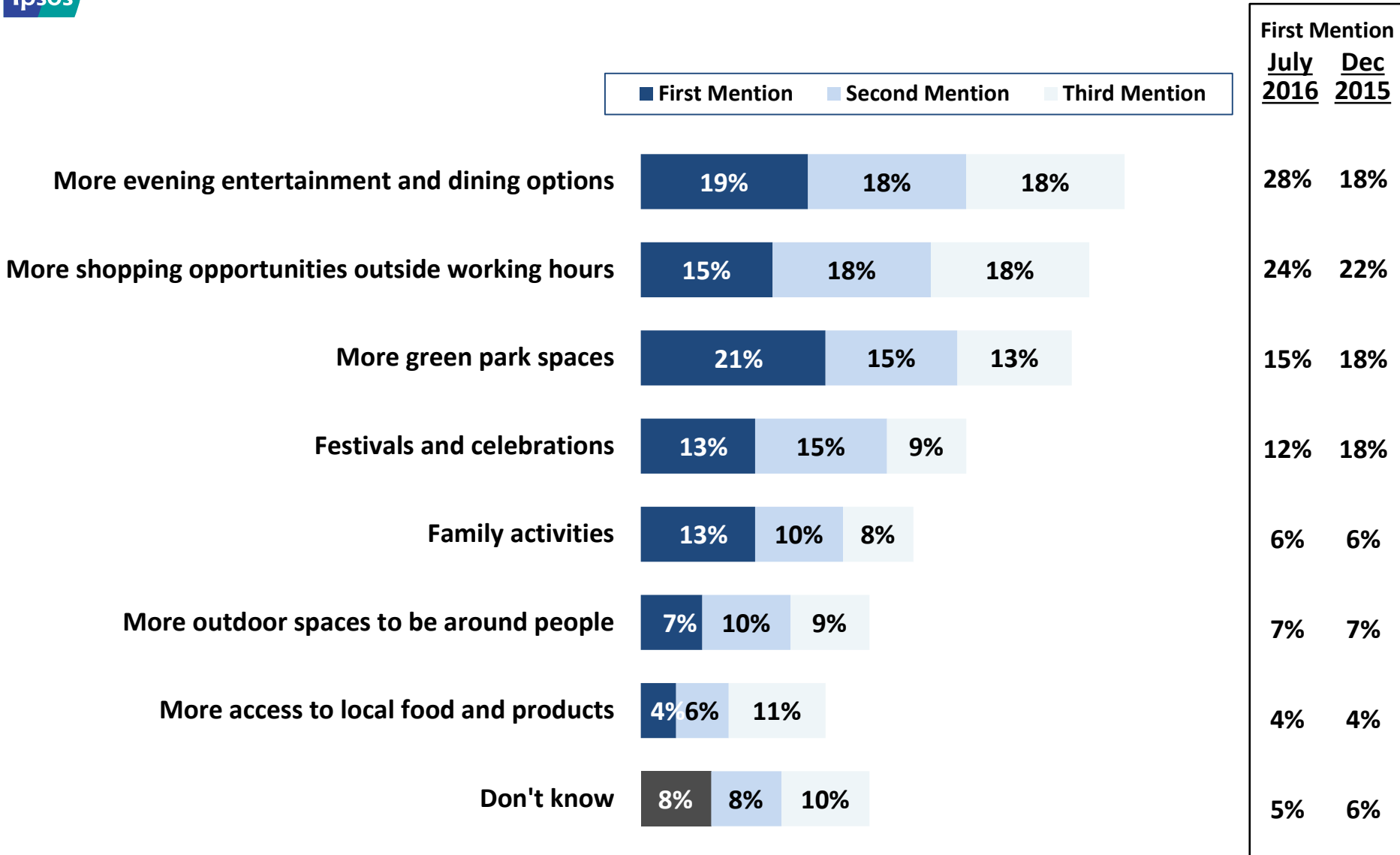
QRD3. The City of Red Deer is interested in your thoughts about getting around Red Deer. What could the City of Red Deer do to encourage you to make use of various means of transportation on a regular basis?

Base: All respondents (n=300)



Downtown

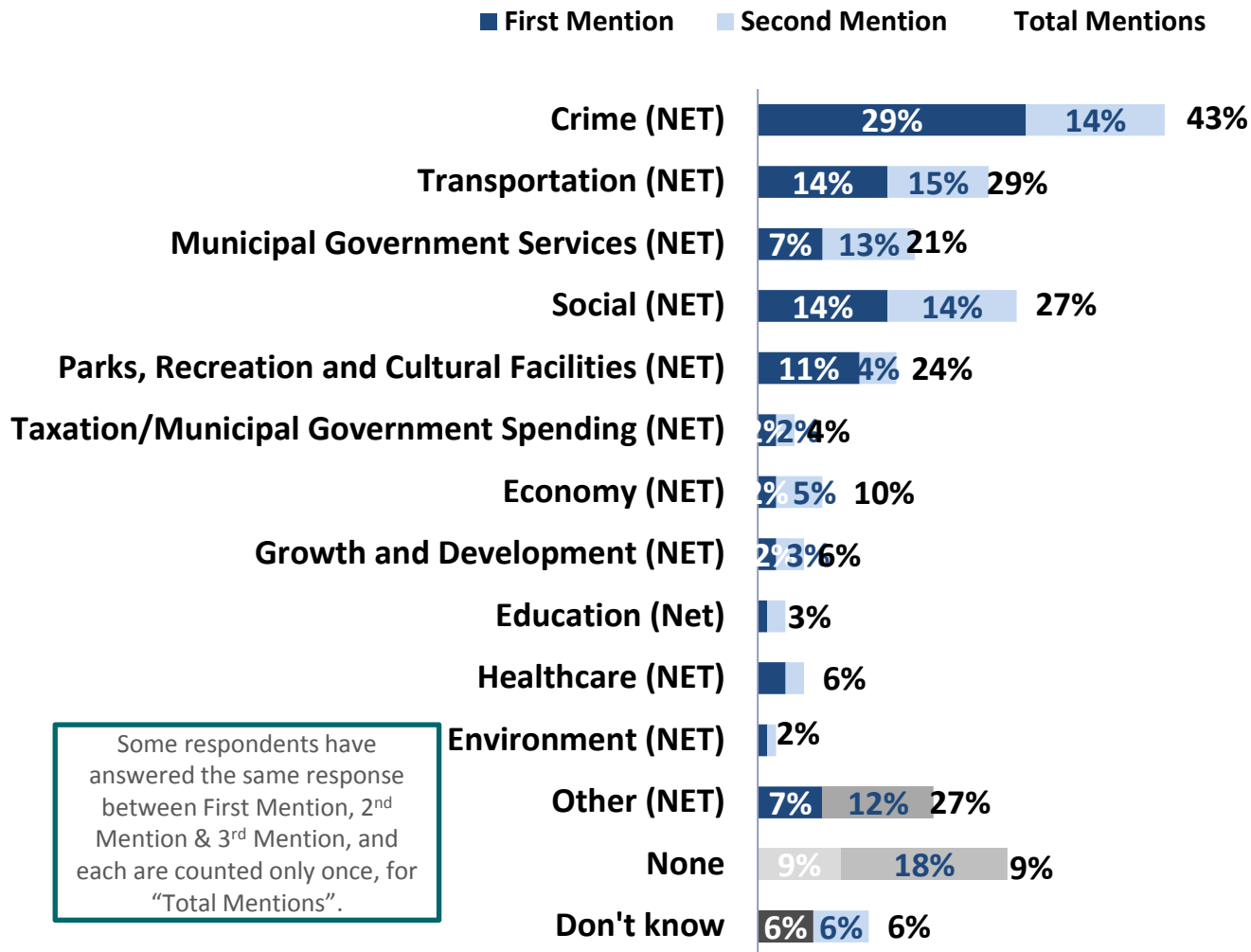
Downtown Priorities



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.

Citizen Priorities and Expectations

Top Three Priorities (Unprompted)



Some respondents have answered the same response between First Mention, 2nd Mention & 3rd Mention, and each are counted only once, for "Total Mentions".

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.

Base: All respondents (n=300)

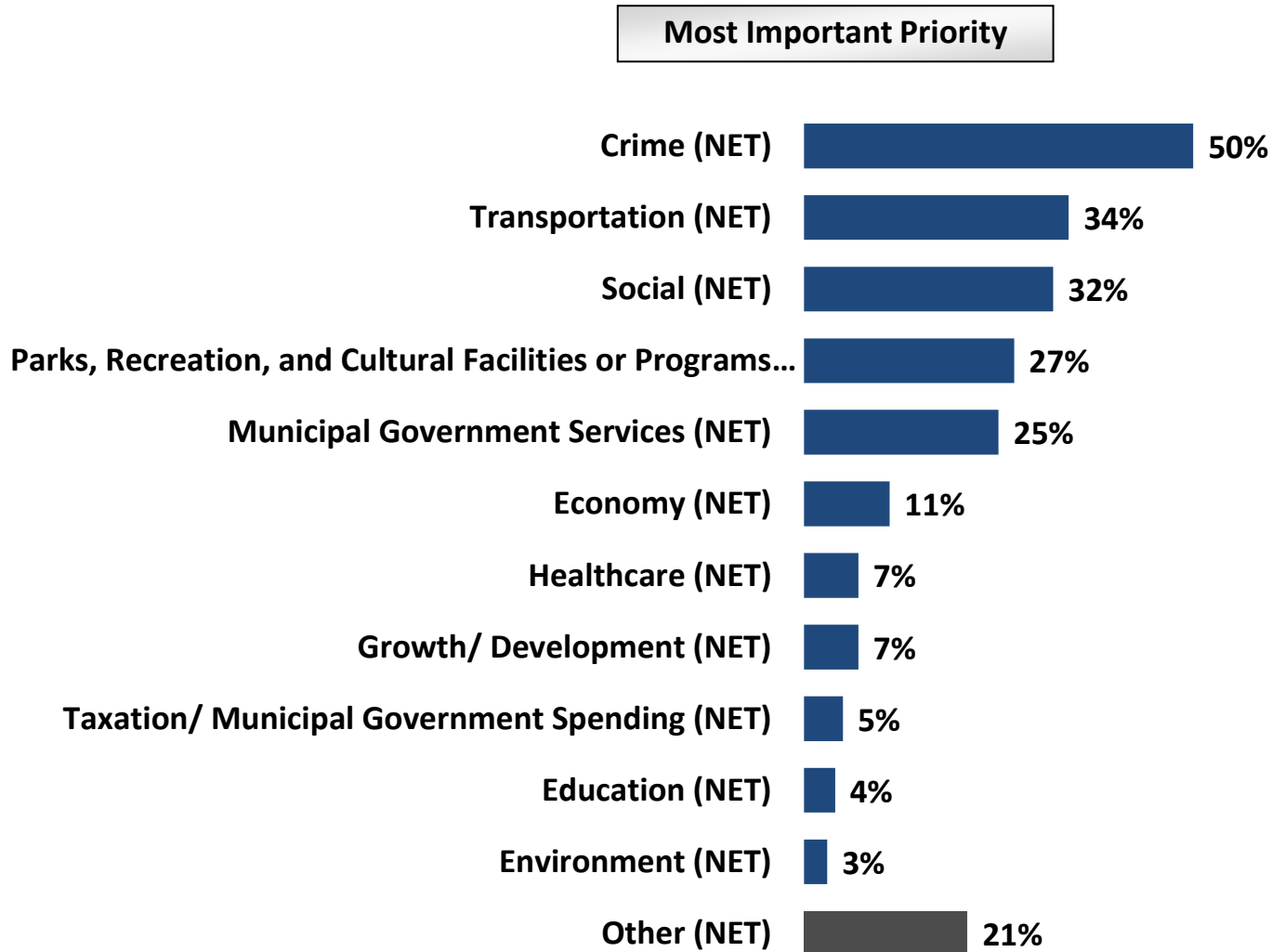
Top Three Priorities (Unprompted) Tracking

	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Crime (NET)	18%	20%	21%	32%	31%	32%	38%	43%
Transportation (NET)	48%	48%	55%	43%	43%	37%	32%	29%
Social (NET)	14%	8%	8%	19%	18%	21%	25%	27%
Other (NET)	15%	12%	4%	23%	27%	17%	32%	27%
Parks, Recreation, and Culture (NET)	13%	22%	11%	14%	25%	15%	15%	24%
Municipal Government Services (NET)	31%	20%	6%	46%	31%	33%	26%	21%
Economy (NET)	4%	8%	4%	6%	9%	9%	6%	10%
Growth and Development (NET)	5%	12%	7%	7%	7%	8%	5%	6%
Healthcare (NET)	4%	3%	3%	4%	3%	2%	4%	6%
Taxation/Municipal Government Spending (NET)	8%	5%	5%	10%	6%	9%	5%	4%
Education (NET)	9%	6%	4%	6%	9%	3%	5%	3%
Environment (NET)	4%	3%	2%	2%	6%	2%	1%	2%

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.

Base: All respondents

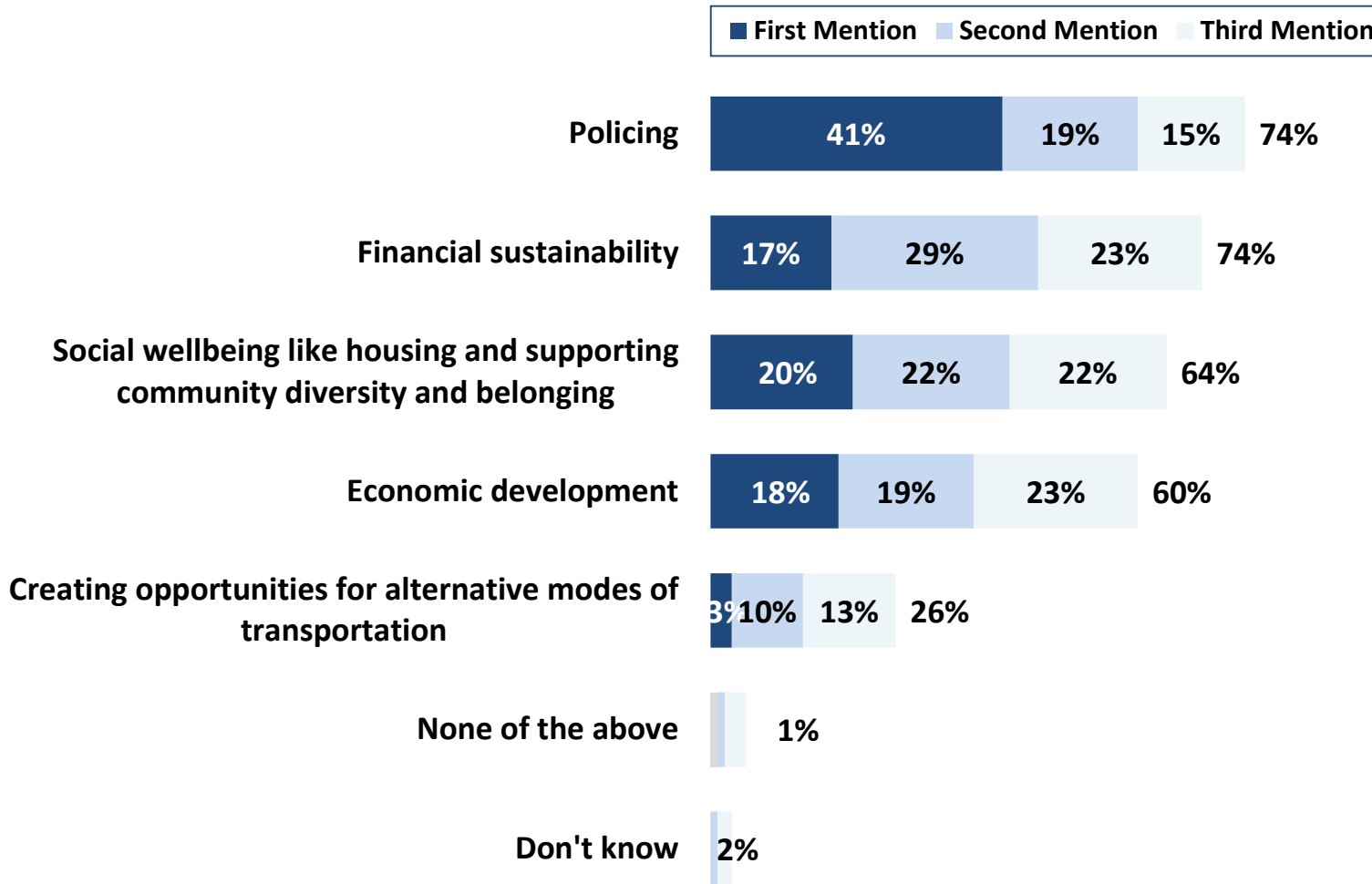
Rating the Top Three Priorities



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?

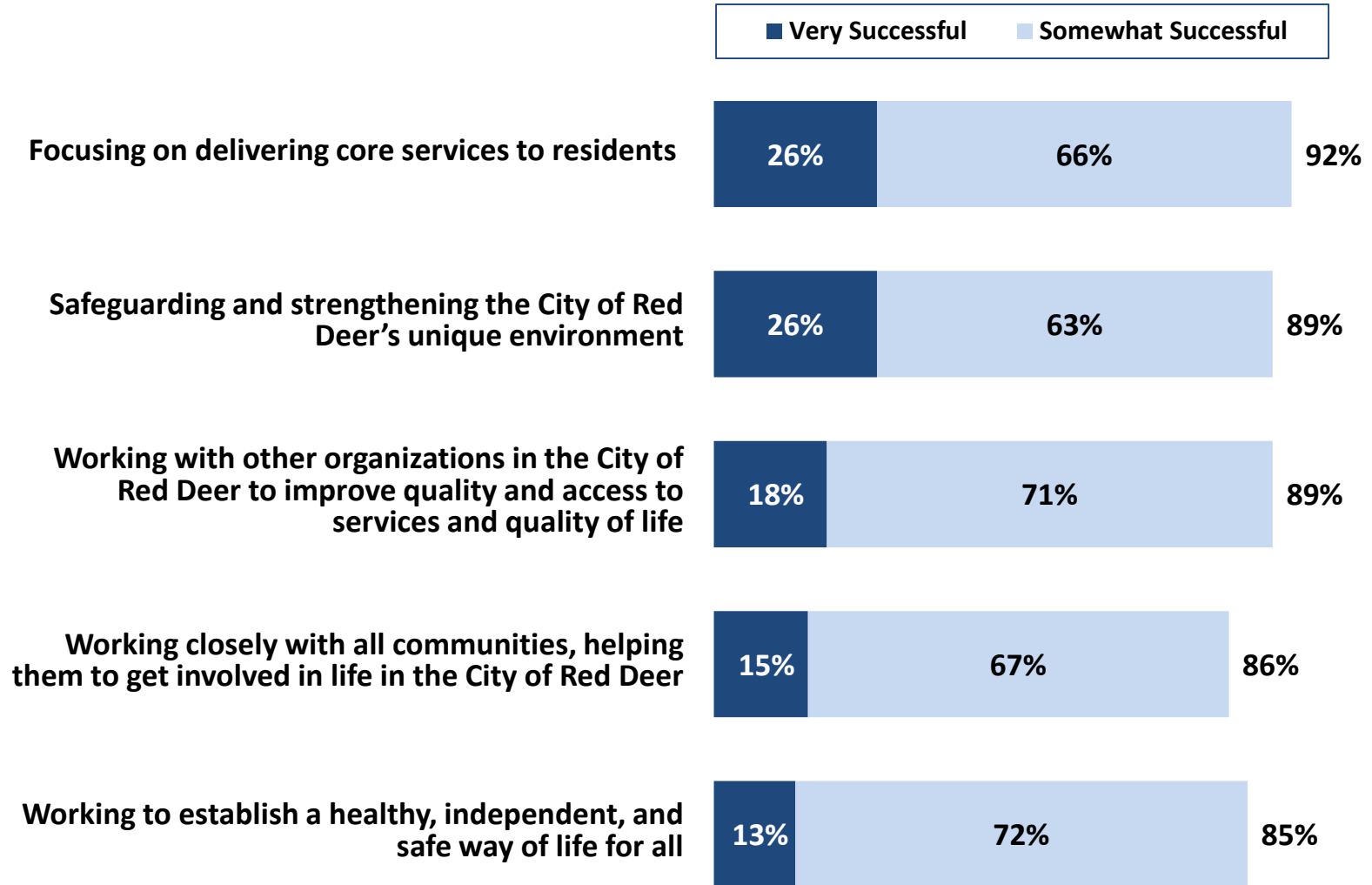
Base: Have at least one priority (n=257)

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=300)

Success in Priority Areas Tracking

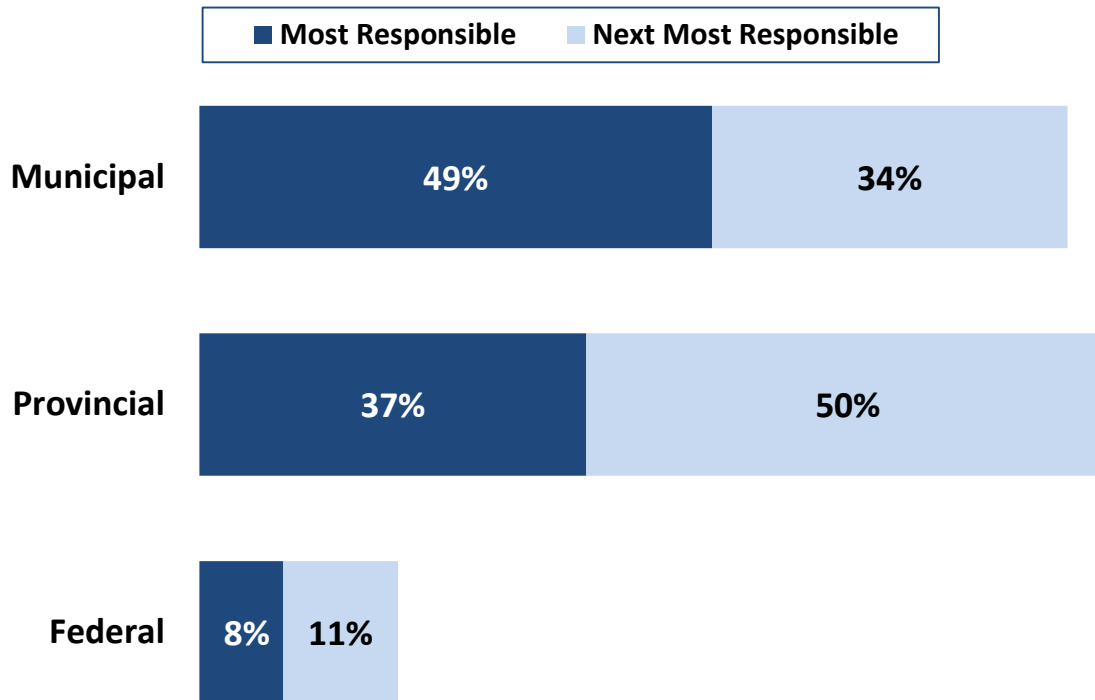
	Very/Somewhat Successful							
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Focusing on delivering core services to residents	90%	91%	81%	85%	87%	89%	94%	92%
Safeguarding and strengthening the City of Red Deer's unique environment	83%	90%	78%	86%	89%	84%	91%	89%
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%	87%	87%	90%	89%
Working closely with all communities, helping them to get involved in life in the City of Red Deer	75%	82%	68%	78%	79%	76%	86%	86%
Working to establish a healthy, independent, and safe way of life for all	89%	85%	77%	85%	85%	82%	85%	83%

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?



Infrastructure

Level of Government Responsible for Health of Community Infrastructure

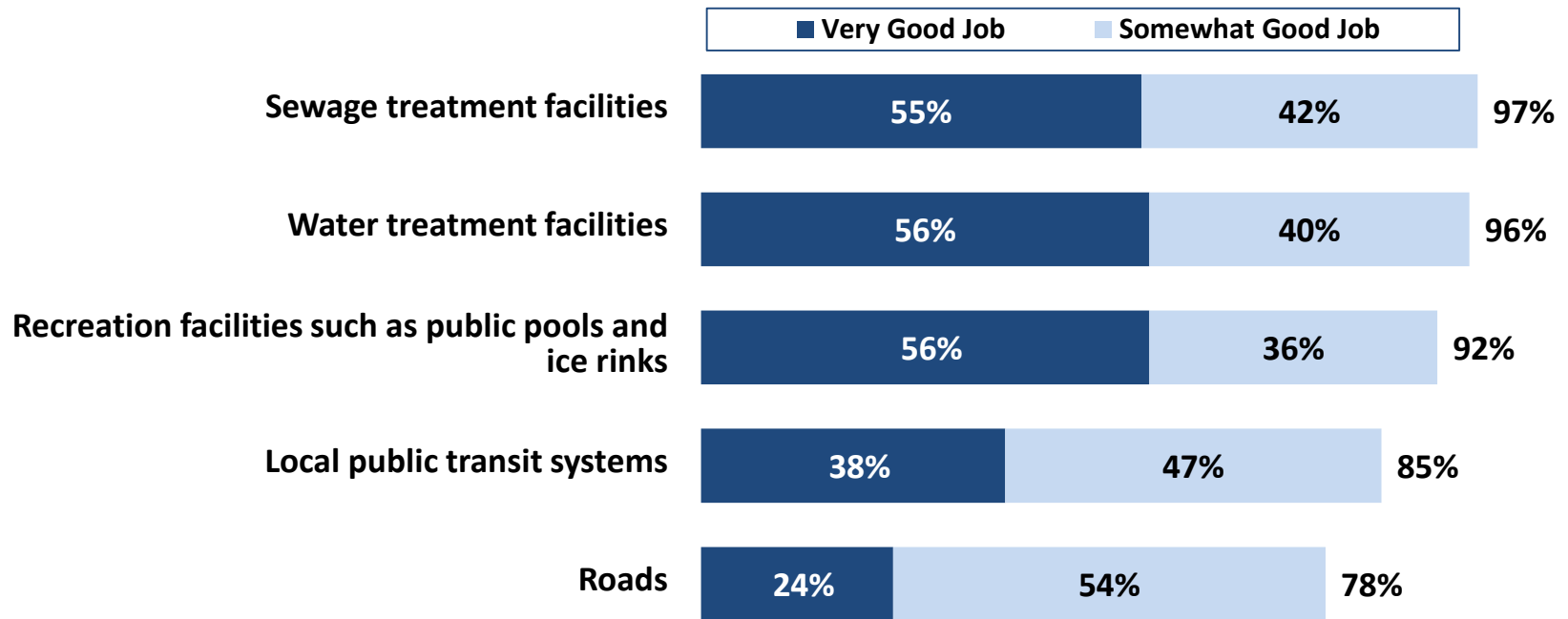


	Most Responsible							
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Municipal	51%	49%	51%	53%	49%	58%	53%	49%
Provincial	35%	34%	34%	39%	38%	33%	37%	37%
Federal	8%	10%	6%	5%	8%	4%	4%	8%

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=300)

Performance Managing Infrastructure Assets

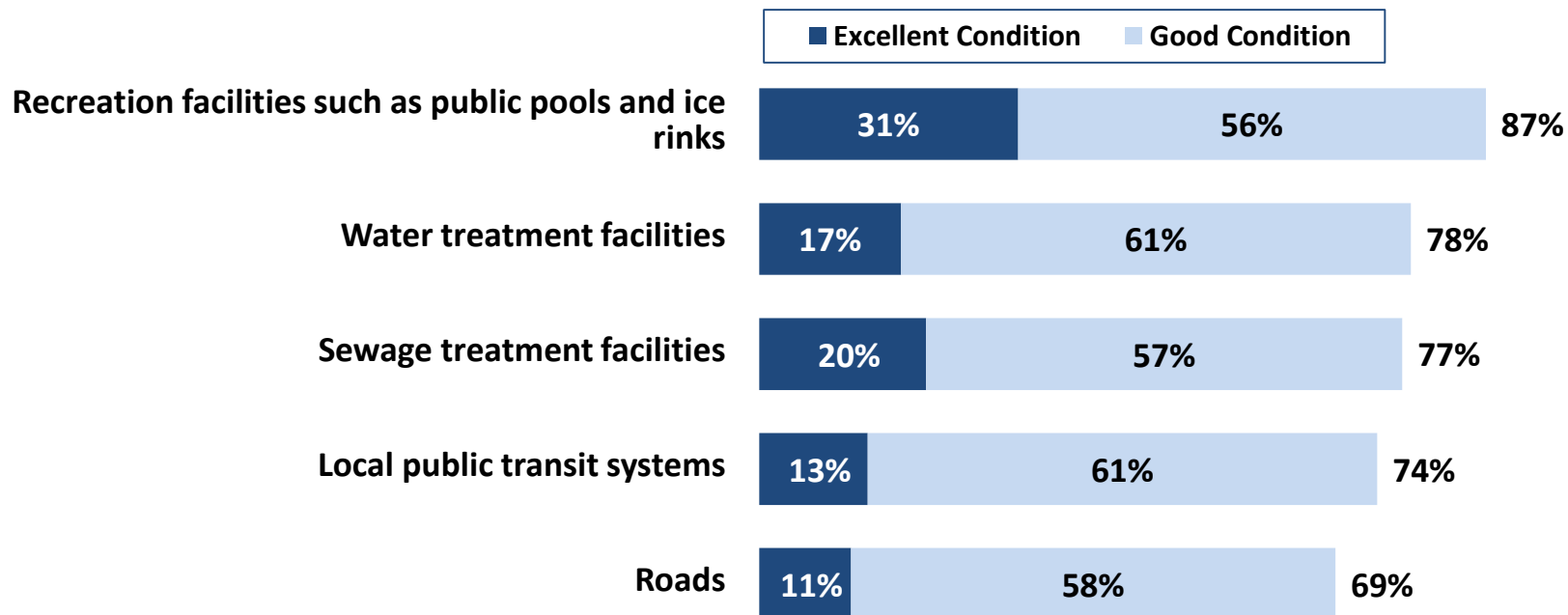


Very/Somewhat Good Job								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Sewage treatment facilities	90%	90%	86%	91%	95%	96%	97%	97%
Water treatment facilities	86%	92%	89%	92%	95%	95%	96%	96%
Recreation facilities	93%	96%	92%	92%	93%	95%	93%	92%
Local public transit systems	80%	82%	74%	82%	81%	83%	91%	85%
Roads	59%	61%	54%	65%	73%	75%	84%	78%

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=300)

Condition of Infrastructure Assets

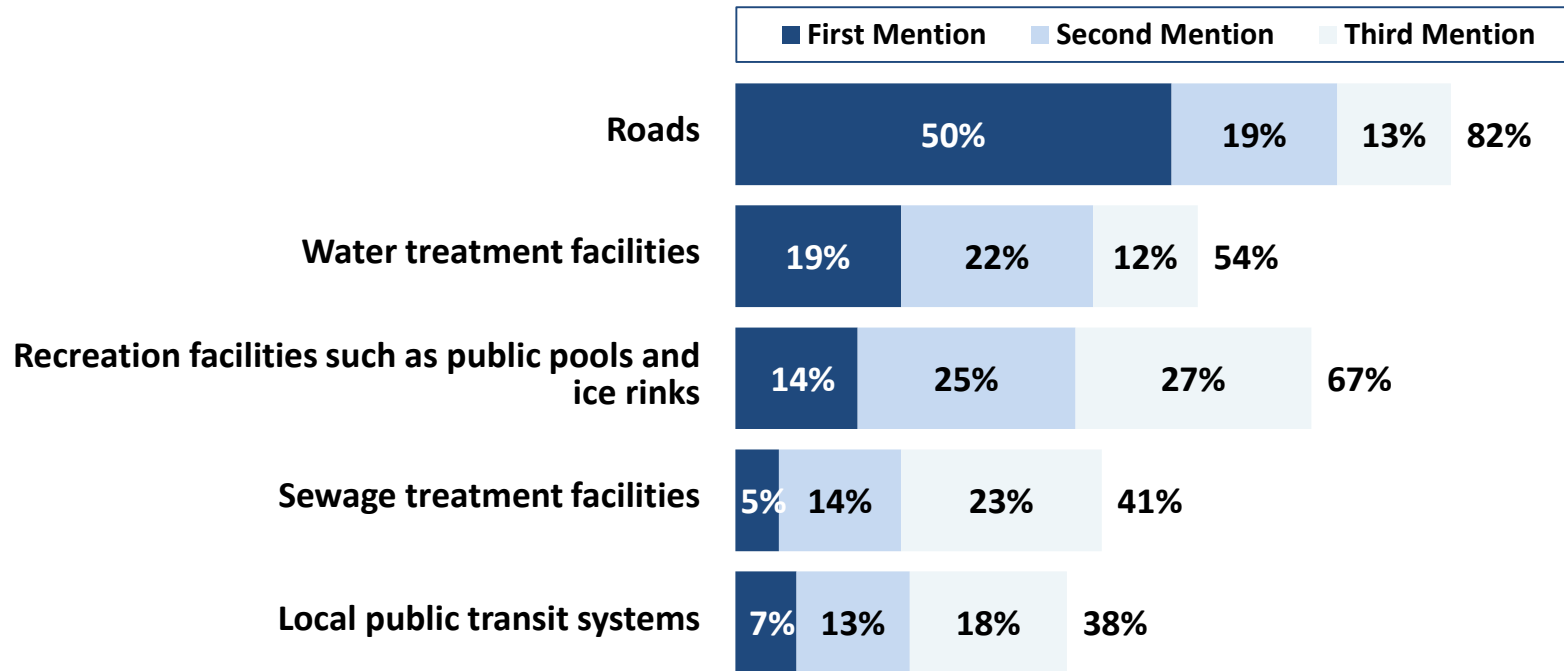


Excellent/Good								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Sewage treatment facilities	77%	84%	80%	82%	90%	86%	92%	77%
Water treatment facilities	82%	86%	84%	86%	92%	87%	91%	78%
Recreation facilities	94%	89%	86%	88%	89%	91%	88%	87%
Local public transit systems	75%	81%	68%	80%	80%	87%	88%	74%
Roads	47%	46%	40%	59%	58%	71%	78%	69%

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 over haul?

Base: All respondents (n=300)

Infrastructure Priorities

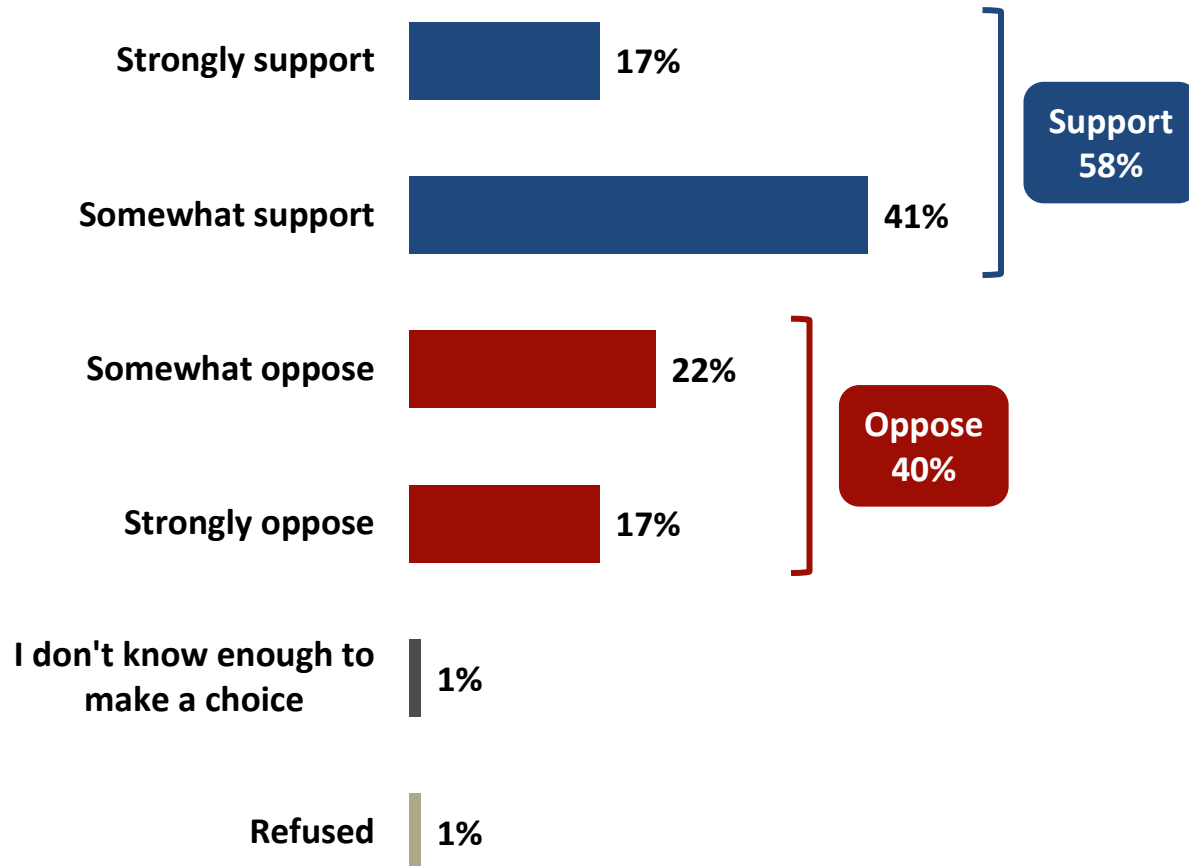


Total Mentions								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)
Roads	90%	88%	90%	84%	89%	80%	82%	82%
Recreation facilities	43%	51%	48%	53%	61%	62%	61%	67%
Water treatment facilities	61%	64%	59%	68%	60%	55%	55%	54%
Sewage treatment facilities	44%	41%	43%	42%	41%	42%	48%	41%
Local public transit systems	41%	41%	33%	40%	38%	38%	35%	38%

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?

Additional Questions

Support for Community Amenities



QA1. As you may or may not be aware, The City of Red Deer recently completed consultations about new community amenities. These amenities could include facilities or spaces the public can use for recreation, parks and cultural purposes. Generally, do you support or oppose increasing your property taxes to fund building new community amenities in Red Deer?

Base: All respondents (n=300)



Support for Community Involvement

% Agree
Top 4 Box

June 2017 July 2016

My local municipal government should support volunteering opportunities in the community



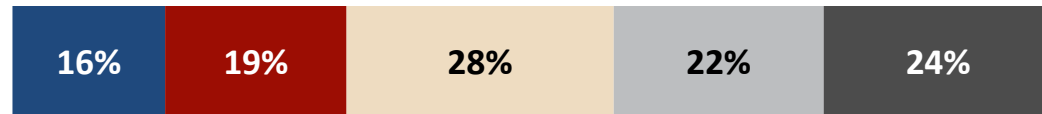
When I volunteer, I prefer short term, event based commitments



I know how to find out about volunteer opportunities in my community



I do volunteer work on a regular basis



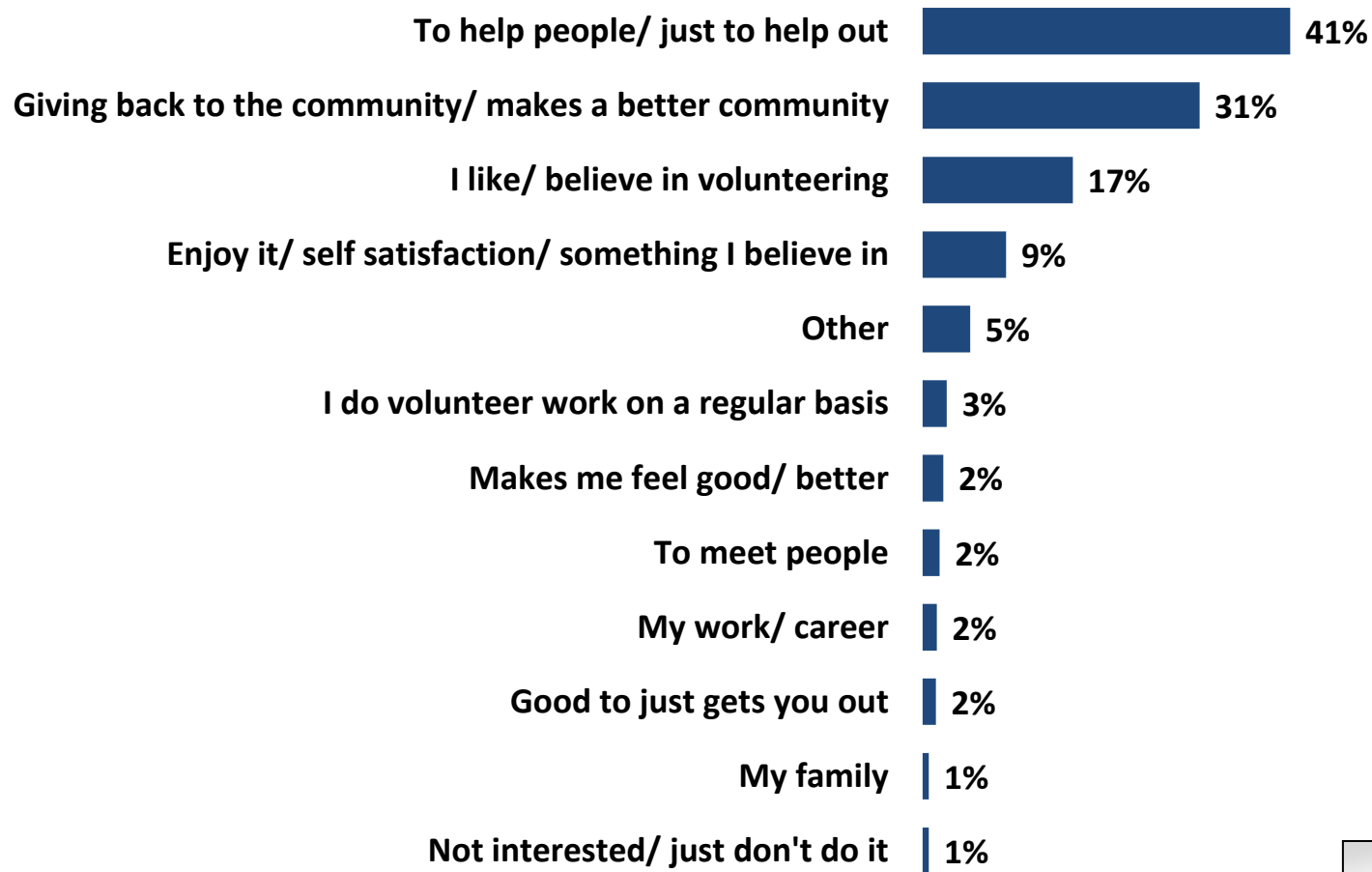
■ Completely agree (10) ■ Somewhat agree (9,8,7) ■ Agree 6,5 ■ Somewhat disagree (4,3,2) ■ Completely disagree (1)

*Rounding

QV1. Next, I'm going to read a list of statements some people use to describe themselves. For each statement, please tell me whether you agree or disagree. Please use a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Base: All respondents (n=300)

Motivation for Volunteer Work

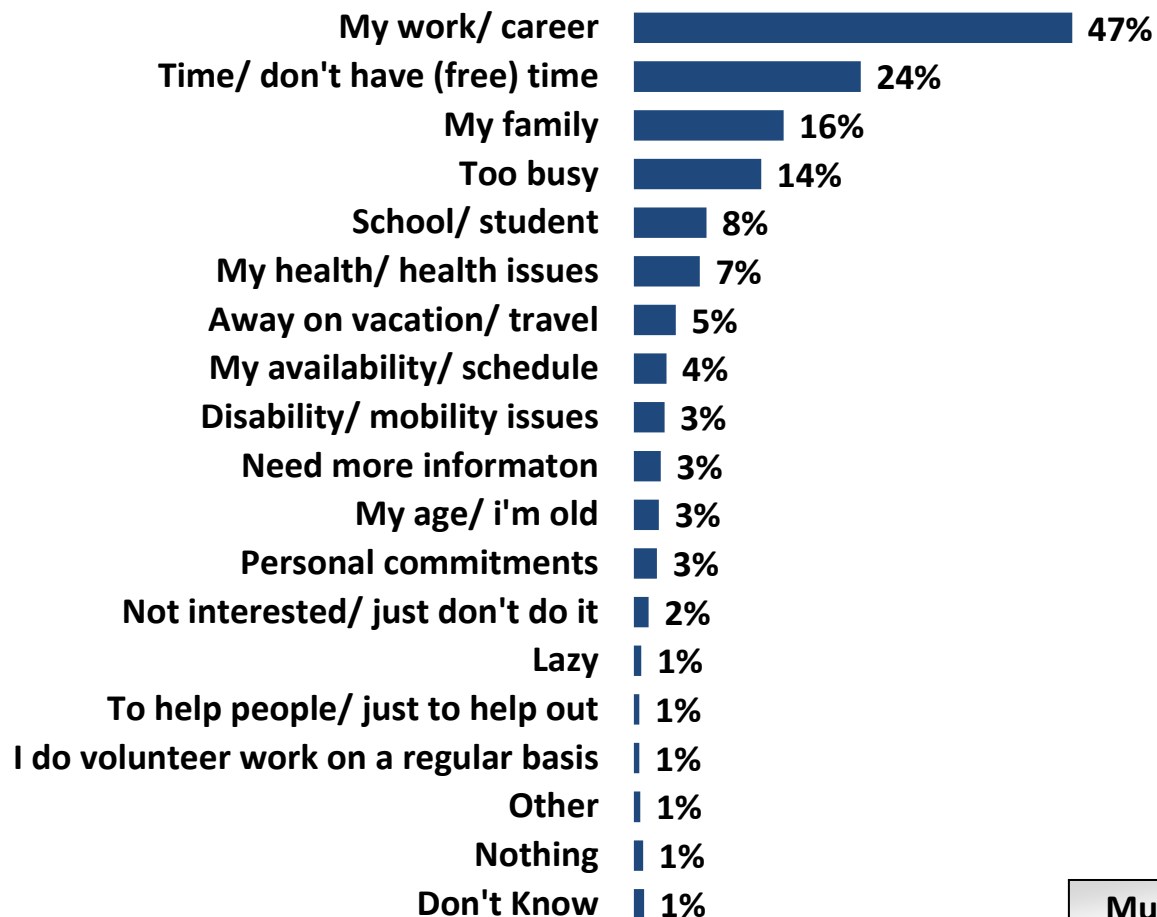


Multiple Mentions

QV2. What motivates you to do volunteer work on a regular basis?

Base: Do volunteer work on a regular basis (n=103)

Barriers to Volunteer Work

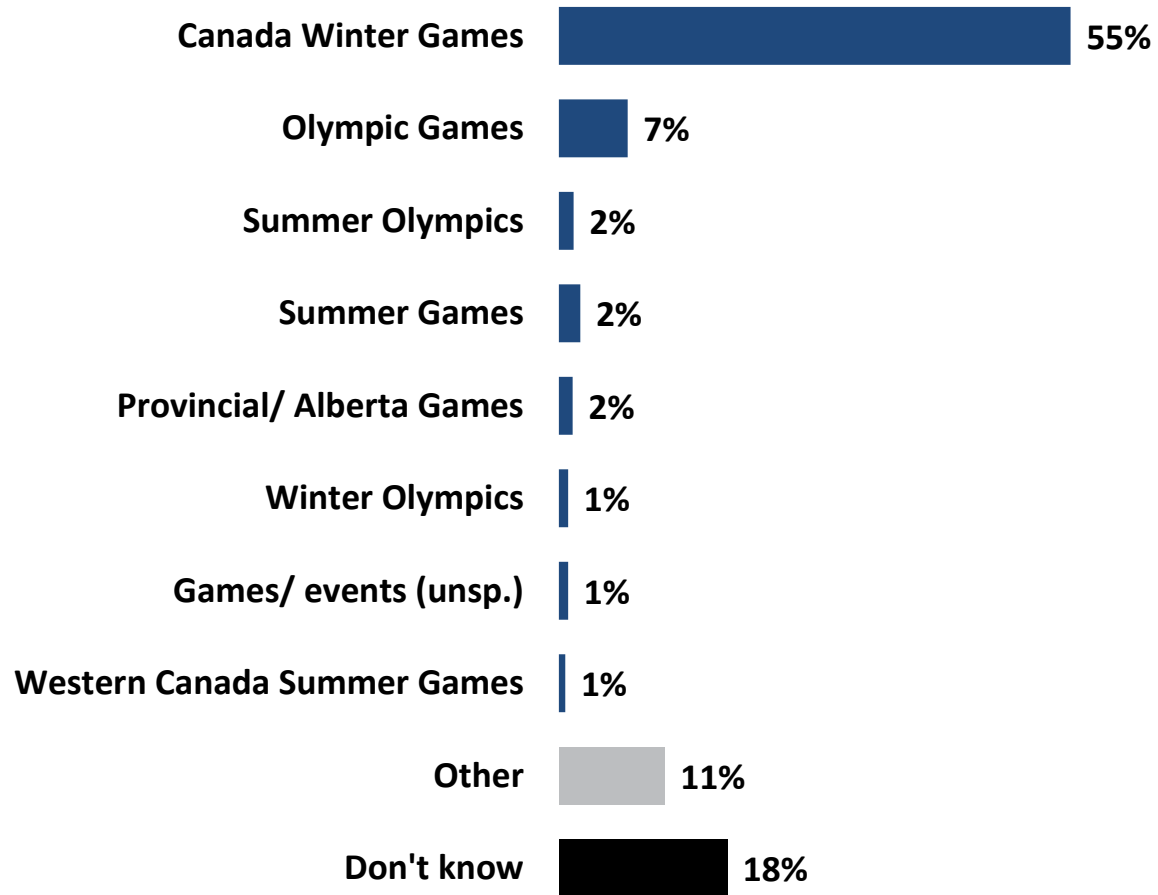


Multiple Mentions

QV2. What prevents you from doing volunteer work on a regular basis?

Base: Don't do volunteer work on a regular basis (n=196)

Awareness of Canada Winter Games - 2019



CG1. To the best of your knowledge, what major event will take place in Red Deer during 2019?

Base: (n=300)

Demographics

Demographics

Gender	
Male	49%
Female	51%
Age	
18 to 34	35%
35 to 54	36%
55 or older	26%
Refused	3%

Length of Residency	
Less than 5 years	11%
5 to less than 10 years	23%
More than 10 years	65%
<i>Mean</i>	<i>19.1 years</i>

Home Ownership	
Own	72%
Rent	24%
Not stated	4%
Primary Tax Payer	
Yes	83%
No	15%
Children in Household under 18	
Yes	39%
No	60%



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