

July 22, 2019

2019 Citizen Satisfaction Survey – Results

1) What is the Citizen Satisfaction Survey?

Conducted by Ipsos Public Affairs, the survey explores numerous areas including how residents feel about:

- Quality of life in Red Deer;
- Value for their municipal tax dollars;
- The most important issues facing The City;
- Overall level and quality of service, as well as some specific services;
- Management of City infrastructure assets, and;
- Citizen priorities and expectations.

Ipsos has conducted surveys for The City of Red Deer since 2006. In some cases, Ipsos compares results to more than 55,000 inputs from across Canada, which includes a wide array of large and small municipalities.

2) What will the results data be used for?

The data helps The City set benchmarks for issues management, quality of life, and service delivery in areas such as police service, traffic management and infrastructure. Benchmarks allow The City to compare yearly progress in a number of areas including citizen satisfaction and the effectiveness of City programs/initiatives.

3) What do the results show about quality of life in Red Deer?

The results show 93 per cent of Red Deer residents rate their quality of life as good to very good, which is the same as the 2018 survey results.

Of those surveyed, 15 per cent felt that the quality of life has improved in Red Deer in the last three years, attributing a well-managed municipality, job opportunities and enjoyment of living in Red Deer for the increase. For those who said their quality of life had remained the same (43 per cent), or worsened (41 per cent), crime, unemployment and social issues were identified as the top reasons.

4) What do the results say about citizen perceptions related to The City's financial planning?

Eighty per cent of respondents feel they receive fairly good or very good value for their tax dollars, a decrease of two per cent from July 2016.

5) Should The City maintain, reduce or expand services?

Eighty-three per cent of respondents said they receive very good or fairly good value for tax dollars. When asked about how The City should balance taxation and service delivery levels, 47 per cent of respondents supported increasing taxes to maintain or expand services, while 41 per cent of respondents favoured cutting taxes, which would result in a reduction in services.

6) What do the results say about overall citizen satisfaction with the level and quality of City services?

Overall, respondents are satisfied with City services with 93 per cent indicating they are very satisfied or somewhat satisfied. This is up slightly from July 2018 (92 per cent).

7) What do the results show about communication by The City of Red Deer?

This year, respondents ranked the information they want to know as municipal taxes/property taxes/budget, community updates and parks/recreation/arts/culture. Other areas that were mentioned include snow removal, municipal services and planning/land use/new developments.

8) What are the areas of most concern for respondents?

While residents generally feel that their quality of life is good in Red Deer, according to the results of the survey, crime, social and transportation issues rank as the top concerns for Red Deer residents. Crime/public safety/policing, unemployment/loss of jobs/low wages, and drug use/abuse were the top three reasons why the quality of life had worsened in Red Deer.

Eighty-three per cent feel that The City is doing a very good or somewhat good job of managing our road infrastructure. This is an increase of 18 per cent from 2014. Respondents also felt that The City is doing a very good or somewhat good job of managing our sewage treatment facilities (93 per cent), recreation facilities (92 per cent); water (91 per cent), and our transit system (76 per cent).

10) What do the results show for support for community amenities?

When asked whether they support or oppose increasing property taxes to fund new community amenities in Red Deer, 50 per cent strongly or somewhat support an increase, with 48 per cent somewhat or strongly opposed.

11) What new questions were added in the survey this year?

No new questions were added this year, but for the past three years we asked respondents about their level of volunteerism and community involvement in relation to the Canada Winter Games. One goal of hosting the Canada Winter Games is to encourage community involvement and volunteerism leading up to and in the years after the games; this question will help us to determine the outcome of this goal. Responses this year show that 68 per cent of people prefer to volunteer for short term, event based commitments and that 72 per cent of respondents believe that the local municipal government should support volunteering opportunities in the community.

12) How was the survey conducted?

From May 13 to 24, 2019, Ipsos Public Affairs conducted a telephone survey of 300 randomly selected Red Deer residents aged 18 years or older. 30 per cent of interviews were conducted by cell phone.

14) What is the margin of error for the survey?

The margin of error was +/- 5.7 per cent or 19 times out of 20.

15) How were participants selected?

The survey participants were randomly selected by Ipsos using a Random Digit Dial System. The overall demographics of the survey ensure the age/sex distribution reflects the population in Red Deer.

16) Why does The City participate in this survey?

Red Deer is growing at a dynamic pace. This survey assists the Mayor, Councillors and City administration in staying in touch with residents and ensuring City projects and initiatives are headed in the right direction. This survey is completed in multiple municipalities, which allows The City to compare results with others.

For more information contact:

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