



# Quality of Life and Financial Planning in The City of Red Deer Topline Findings

September 2009

# Project Overview



# Methodology

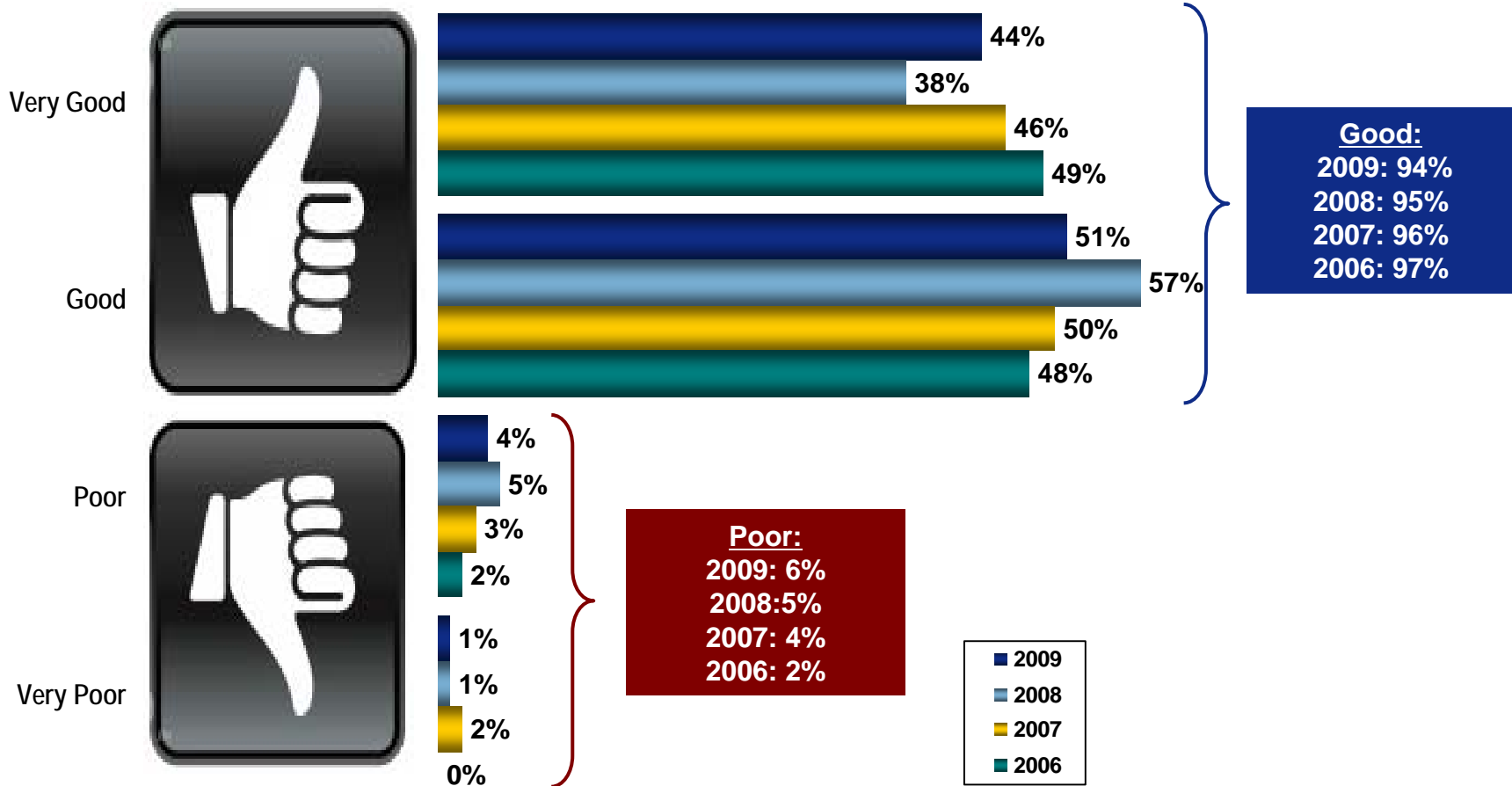
- ❖ Telephone survey conducted August 4 to 8, 2009.
- ❖ Random sample of 300 Red Deer residents aged 18 years or older.
- ❖ Margin of error:  $\pm 5.7\%$ , 19 times out of 20.
- ❖ Overall results are weighted to ensure the age/gender distribution reflects that of the actual Red Deer population according to the 2006 Census data.
- ❖ Where comparable, this year's results have been tracked and reported against similar surveys conducted by the City of Red Deer in previous years (2006, 2007 & 2008).
  - ◆ Tracking allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing Red Deer, and assess the progress the City is making in addressing key issues.

# Research Results

# Quality of Life and Services

# A strong majority of citizens rate the quality of life in Red Deer as good; on par with previous years.

Q2. How would you rate the overall quality of life in the City of Red Deer today?



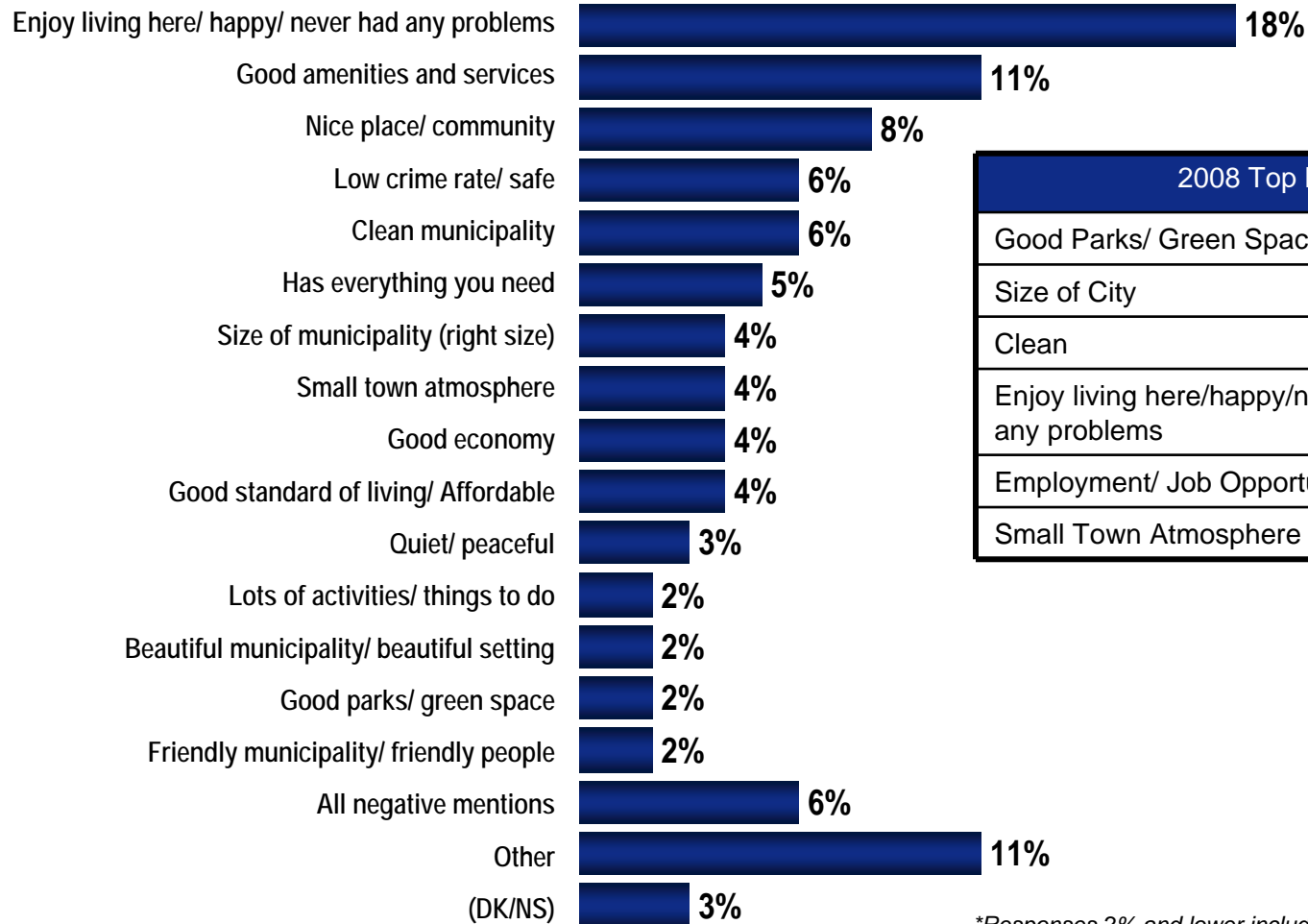


# Quality of life, good amenities & services, and low crime rates are top reasons for positive quality of life ratings.

Q3. Why do you say the overall quality of life in the City of Red Deer today is good?

*Unaided*

*\*multiple responses allowed*



2008 Top Mentions	
Good Parks/ Green Space	9%
Size of City	7%
Clean	11%
Enjoy living here/happy/never had any problems	6%
Employment/ Job Opportunities	6%
Small Town Atmosphere	5%

*\*Responses 2% and lower included in "Other"*

Base: Respondents who rated overall quality of life very good/good (n=284)



# Top reasons for rating quality of life as poor. (Verbatims)

**Q4. Why do you say the overall quality of life in the City of Red Deer today is poor?**

Unaided

<i>A lot of people are laid off, with recession, the people who used to work in oil fields are now laid off.</i>
<i>It is too busy, and too much crime in a small community.</i>
<i>The infrastructure is suffering, new roads are put down and then a year later there are holes in them because pipes are exploding.</i>
<i>There's a lot of people on the street. Some by their own choice.</i>
<i>They don't do the streets after a snow storm in winter and you have to walk through a bunch of snow and cars don't wait for you to cross the street all the way.</i>
<i>Due to how their planning and decisions, the City of Red Deer as a whole is putting financial stress on people. Due to that fact, quality of life of people goes down.</i>
<i>It is just my opinion.</i>
<i>Prices are high, there are no jobs.</i>
<i>There are a lot of drug users in the city.</i>
<i>There isn't much to do when compared to a big city / activities that I find. The infrastructure in the city isn't that great and the design of the city wasn't laid out very well. The secondary road causes a lot of problems for future growth of the city.</i>
<i>There are too much drugs in the city.</i>
<i>I think that's it is hard to get around here because the streets are named not numbered.</i>
<i>Well, there are so many stupid things, I live just off the major highway by Red Deer mall and the entrance to where I live, if I'm going in, I have to go to a car park as a main road and then to turn off to go to my residence, no one ever stops there, ever.</i>
<i>You can't go downtown at night time, there is drug people out there, the city is getting wrong with drug dealers and drug addicts, just the bars downtown everybody is drunk, it's becoming more and more a party town and not a good town to have children.</i>

Base: Respondents who Rated overall quality of life is very poor/poor (n=15\*\*)

\*\*Extremely small base size, interpret with caution.



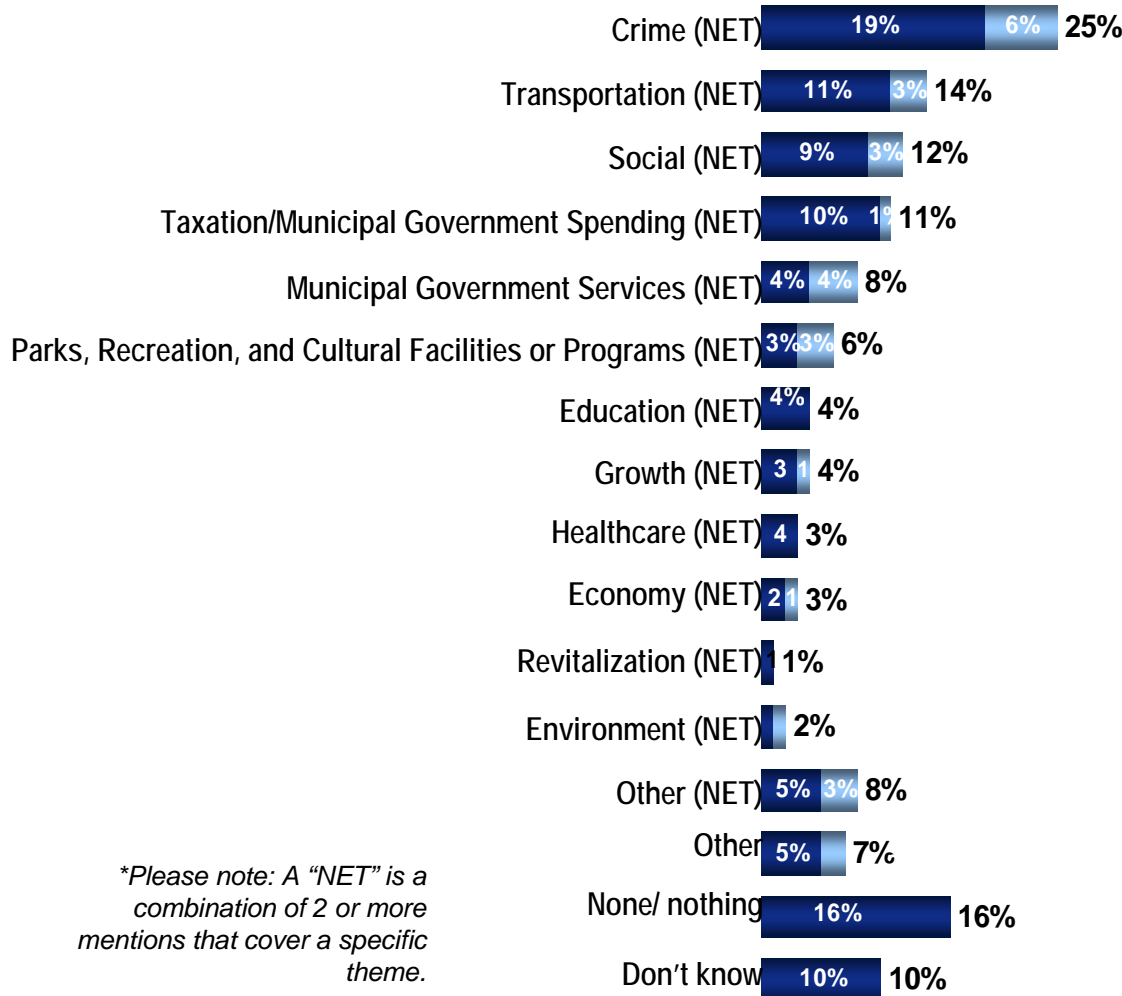


# Crime continues to top the public issue agenda – on par with 2008; but concern for social issues has fallen consistently since 2007.

1. 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?

Unaided

\*multiple responses allowed



\*Please note: A "NET" is a combination of 2 or more mentions that cover a specific theme.

Top Mentions			
	2008	2007	2006
Crime (net)	24%	15%	25%
Transportation (net)	16%	19%	9%
Social (net)	20%	31%	27%
Taxation/Municipal Government Spending (net)	9%	11%	9%
Municipal Government Services (net)	14%	6%	6%
Parks, Recreation, and Cultural Facilities or Programs (net)	2%	5%	5%
Education (net)	7%	7%	10%
Growth (net)	8%	9%	12%
Healthcare (net)	7%	3%	5%
Economy (net)	4%	2%	1%
Revitalization (net)	1%	1%	1%
Environment (net)	5%	3%	2%

■ First Mention ■ Second Mention

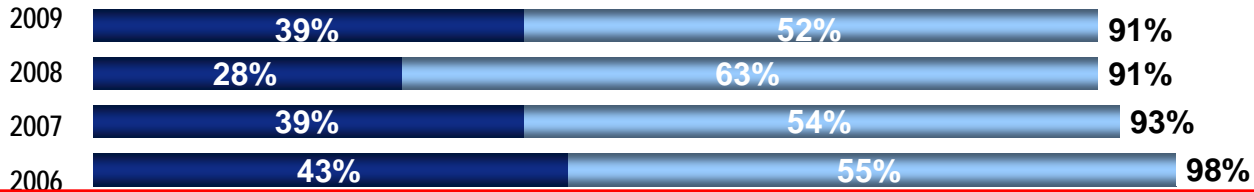
\*Responses 2% and lower included in "Other"



# Overall satisfaction with City services remains on par with 2008; Police Services, Communications and Traffic management also maintain results.

5. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer?

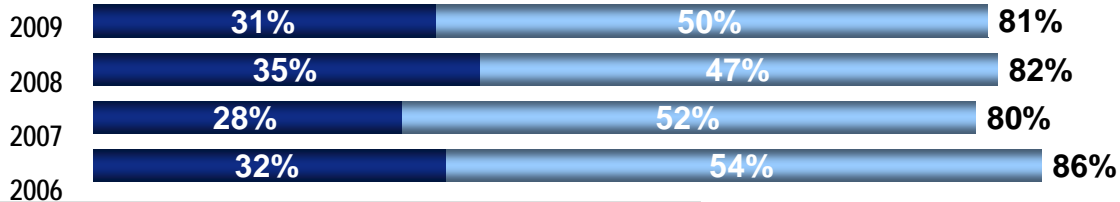
## The overall level and quality of services provided by the City of Red Deer



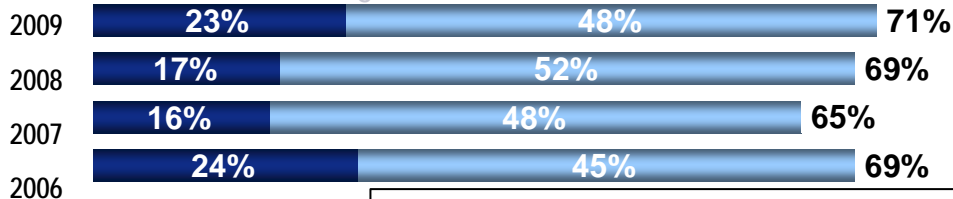
## Police Services



## Communication with Residents



## Traffic Management

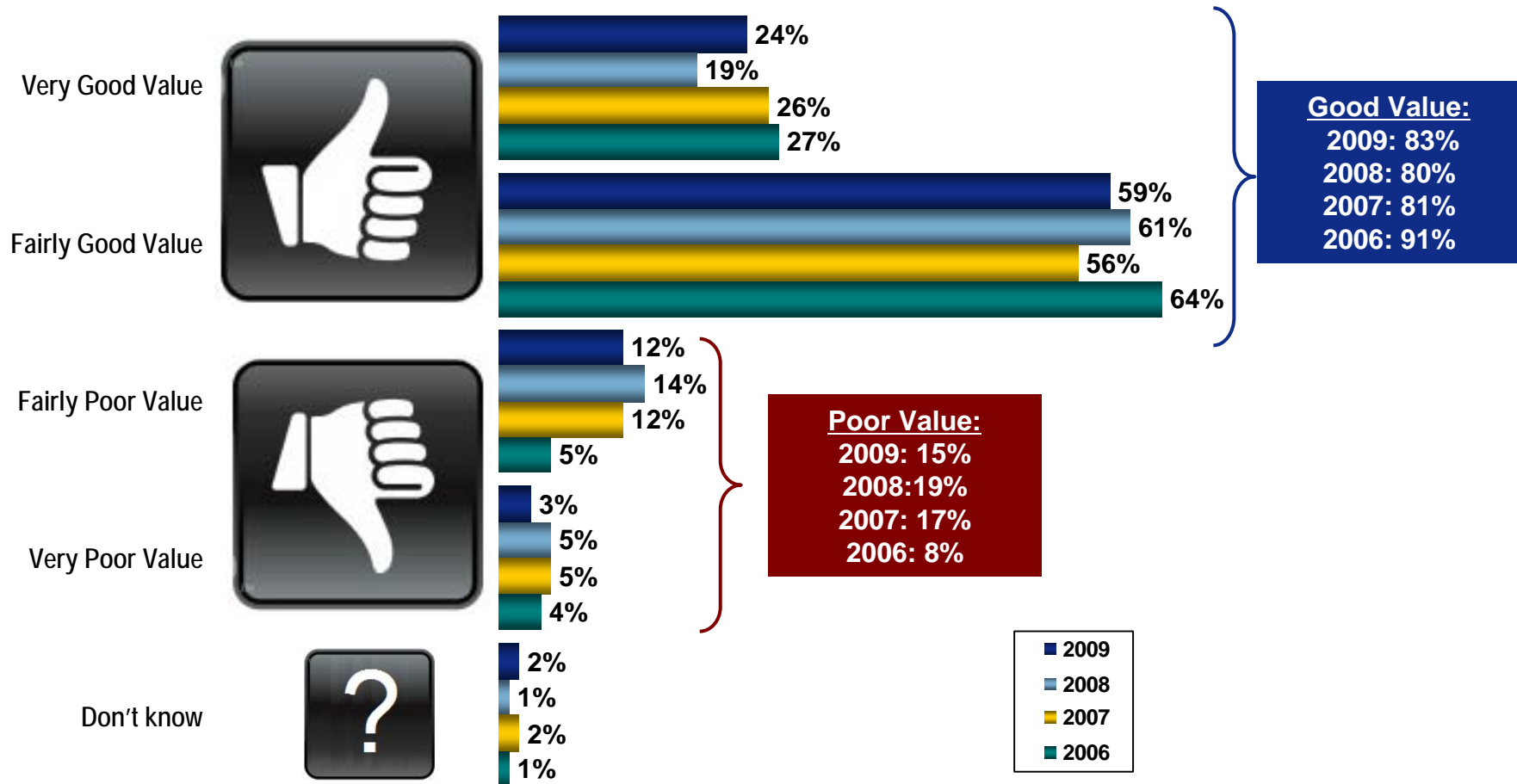


■ Very satisfied    ■ Somewhat satisfied

# Financial Planning

# A majority of residents say they receive good value for their tax dollars; on par with 2008.

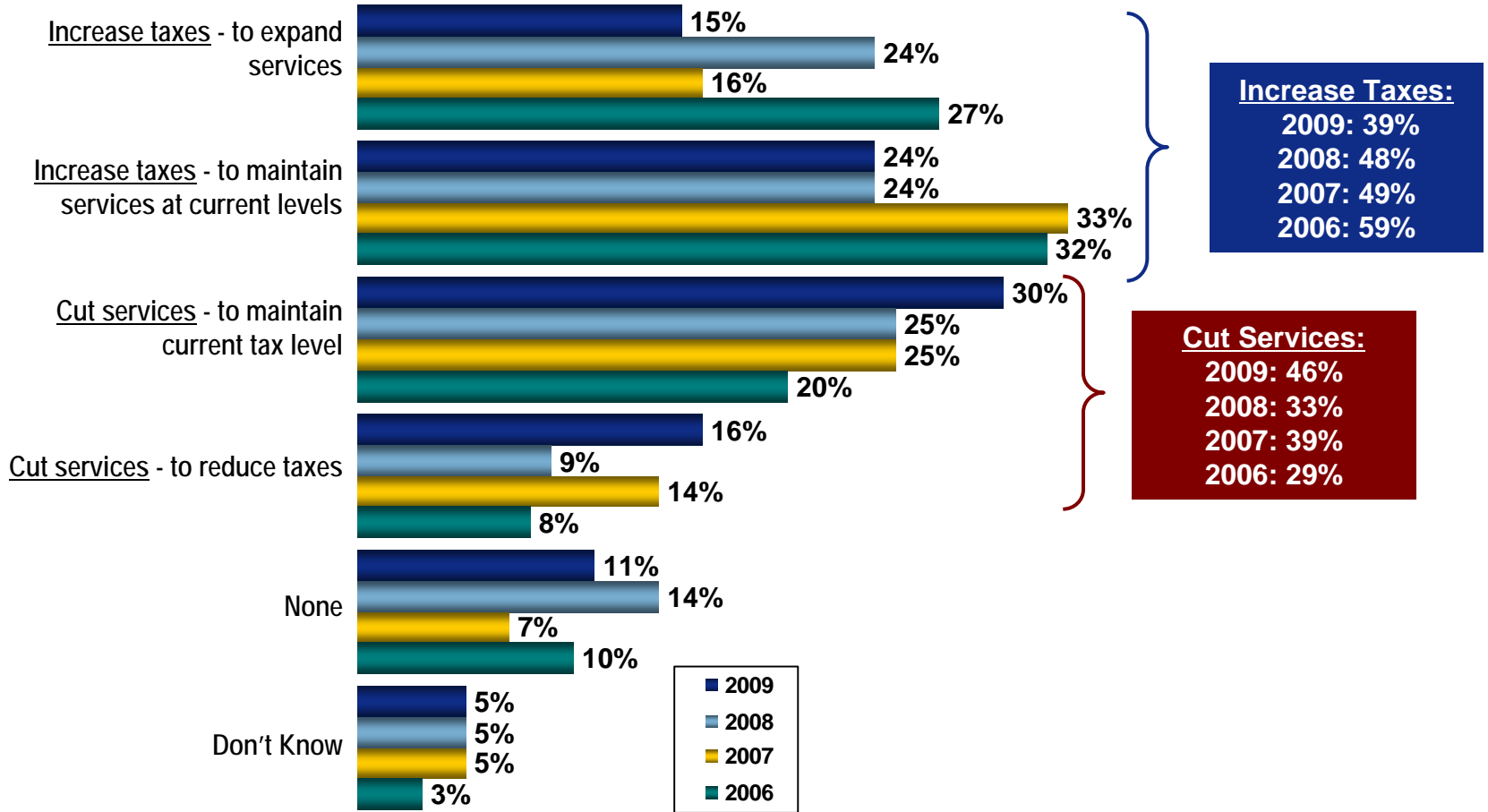
q6. Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?





# For the first time since 2006, more residents would prefer The City of Red Deer to cut services rather than increase taxes.

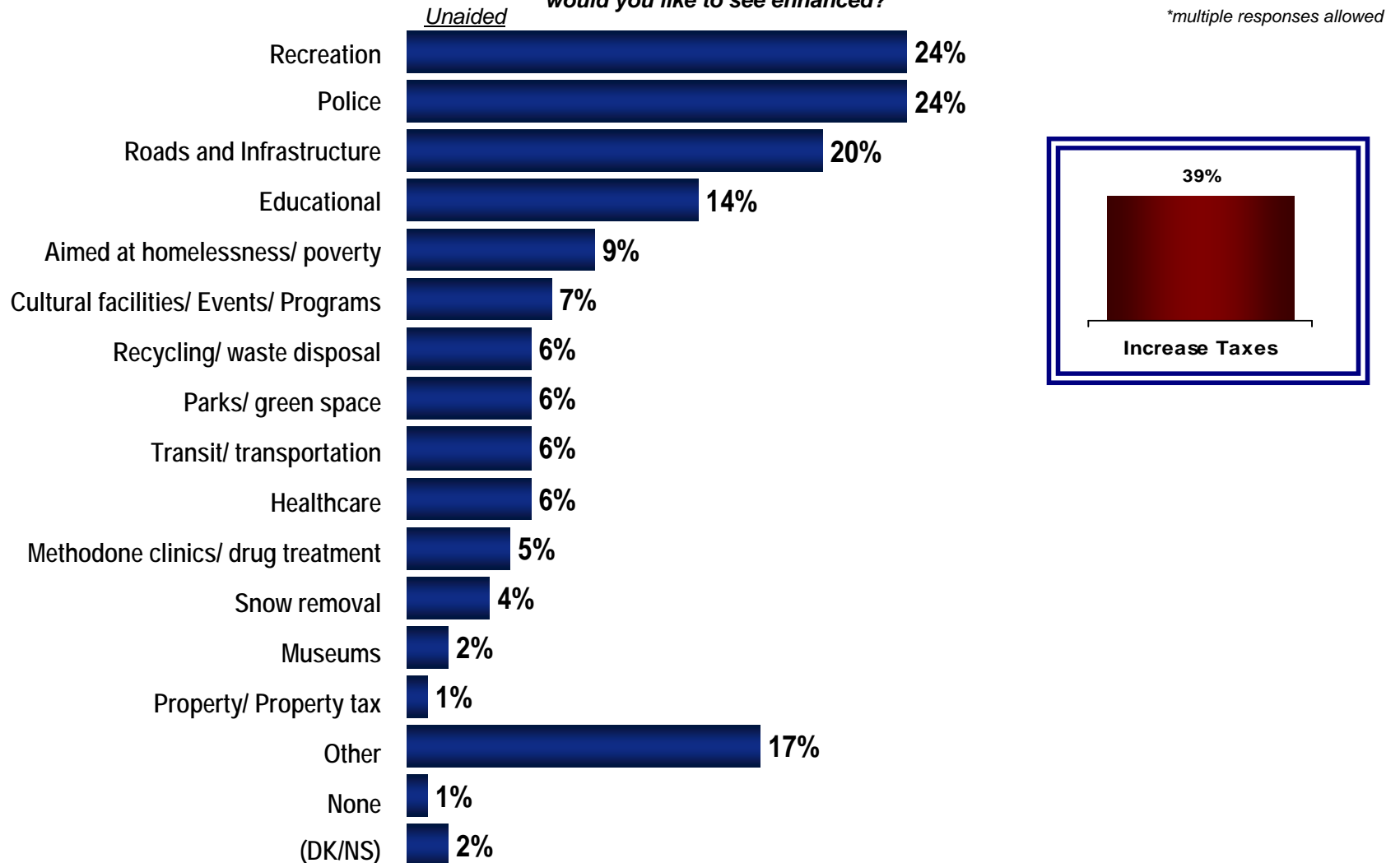
q7. Municipal property taxes are the primary way to pay for services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City of Red Deer must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City of Red Deer to pursue?





# Recreation, Policing, and Roads & Infrastructure are all top services residents would support enhancements to as a result of increasing taxes.

Q7b. You mentioned that you would support an increase in taxes to enhance or expand services. What service(s), specifically, would you like to see enhanced?

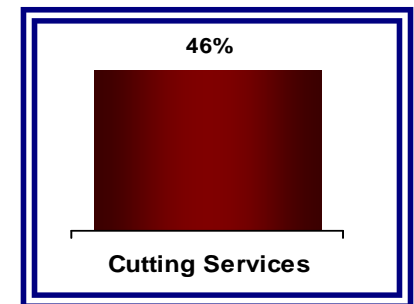
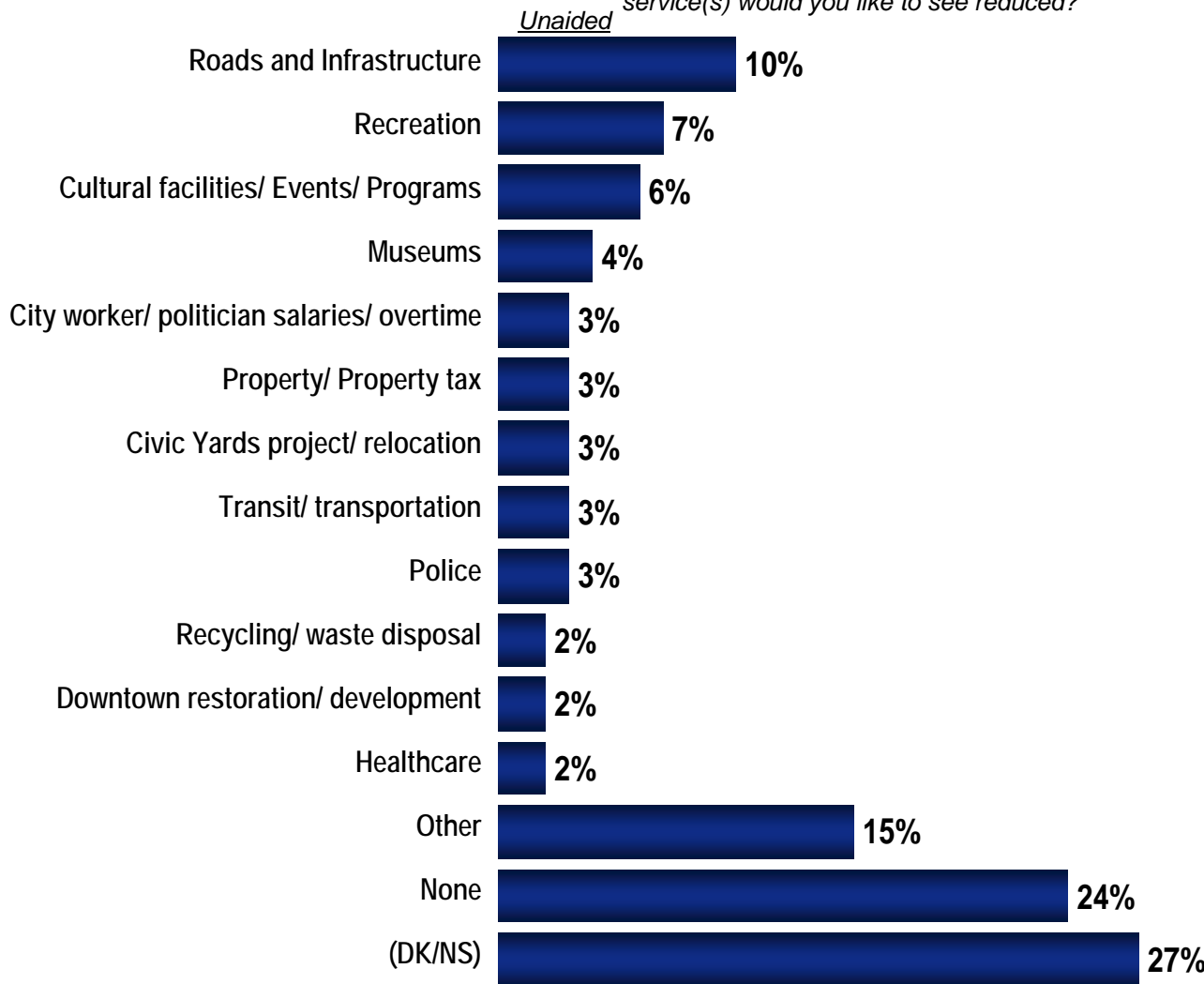




# Just over half of those who would support cutting services are unable to provide direction to the City.

Q7c. You mentioned that you would be in favour of cutting services to either maintain the current tax level or to reduce taxes. What service(s) would you like to see reduced?

\*multiple responses allowed



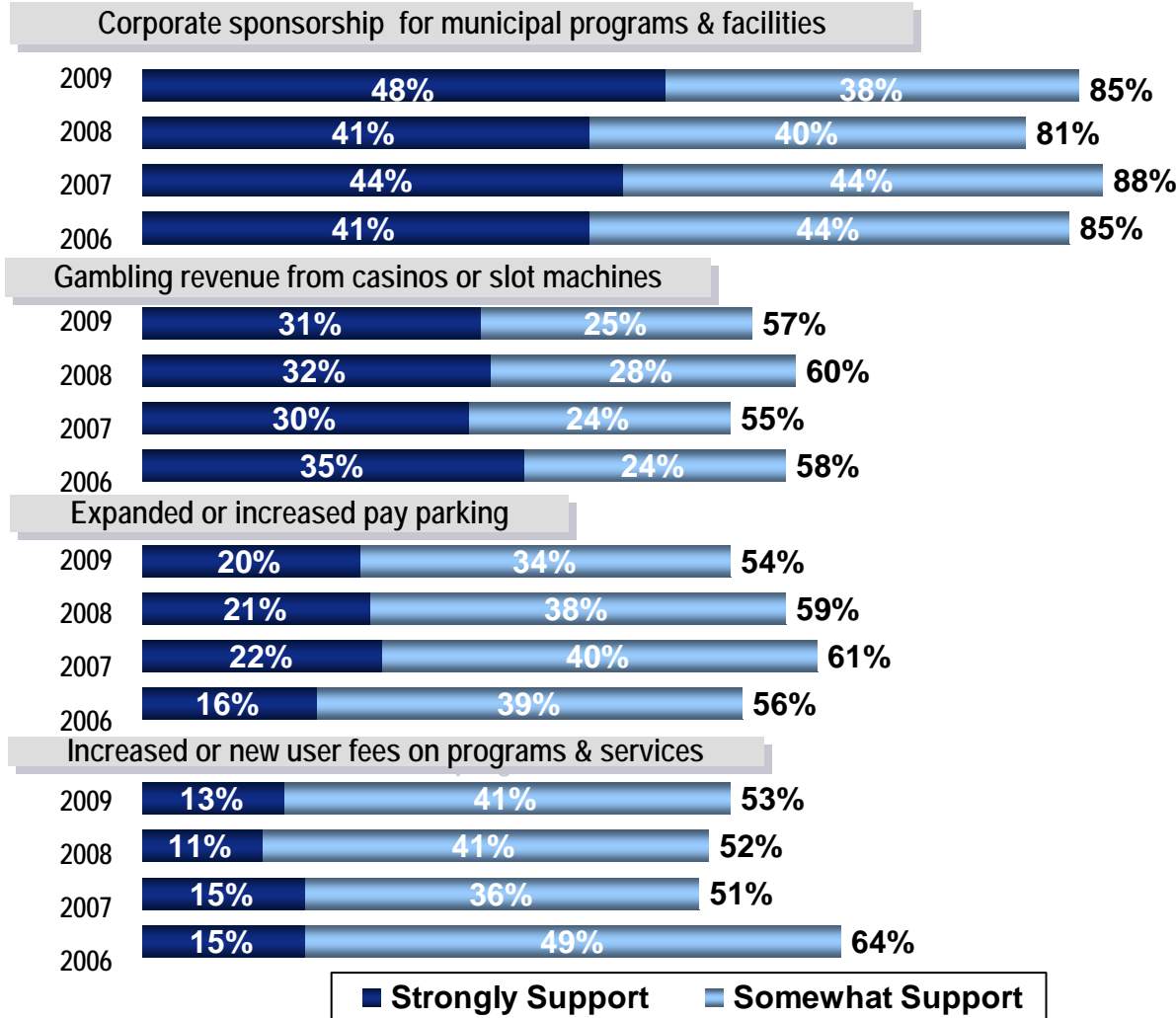
\*Responses 1% and lower included in "Other"

Base: Respondents who would support cutting services (n=132)



# Residents are most likely to support corporate sponsorship; support for pay parking and gambling revenues decrease in 2009.

8. In addition to adjusting the property tax/service delivery balance, the City of Red Deer has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.





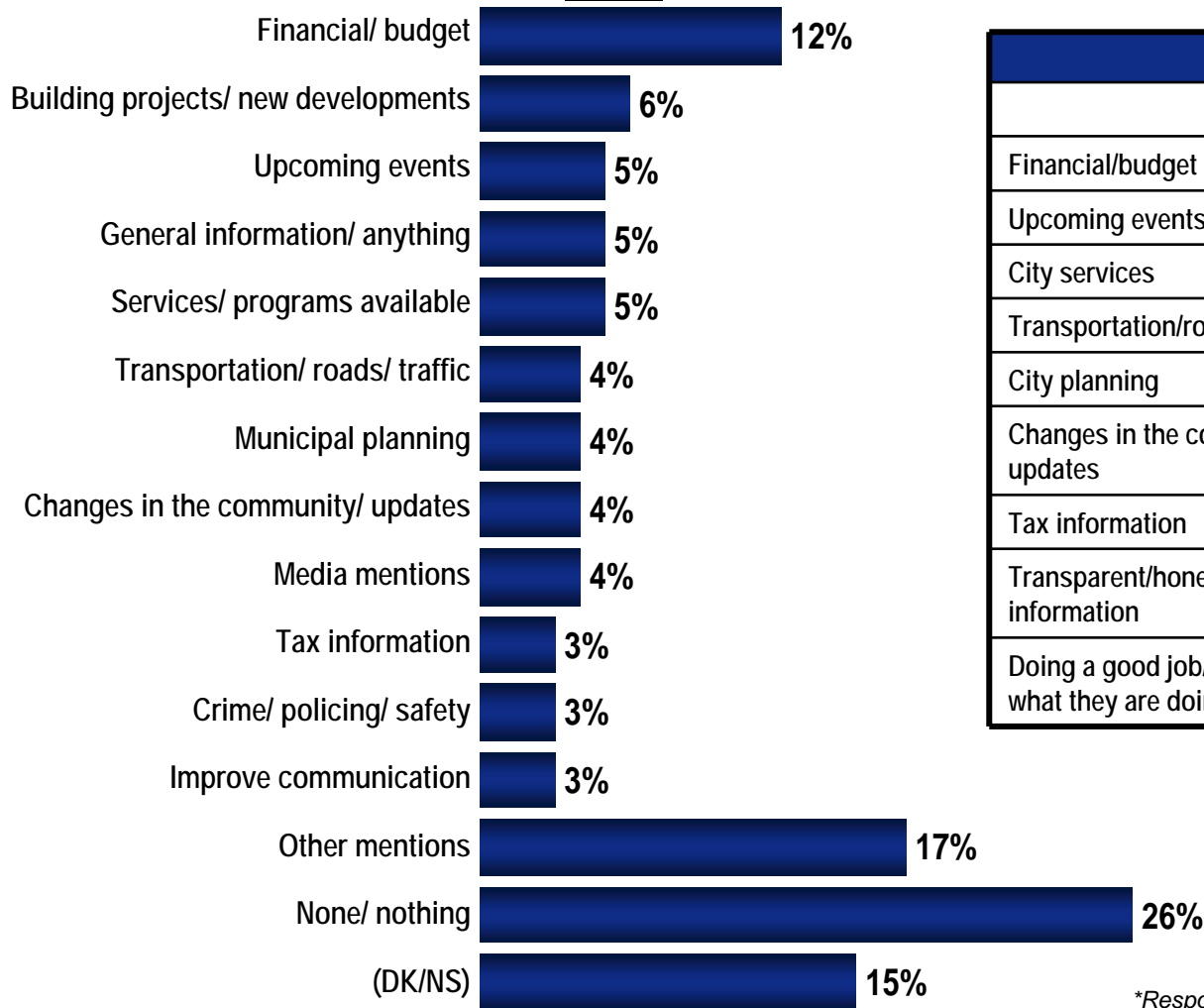


# Additional information related to finances, City planning and City services top resident needs.

**Q9. Thinking about your information needs, what kinds of information do you want the City of Red Deer to provide you with? Any others?**

*Unaided*

*\*multiple responses allowed*

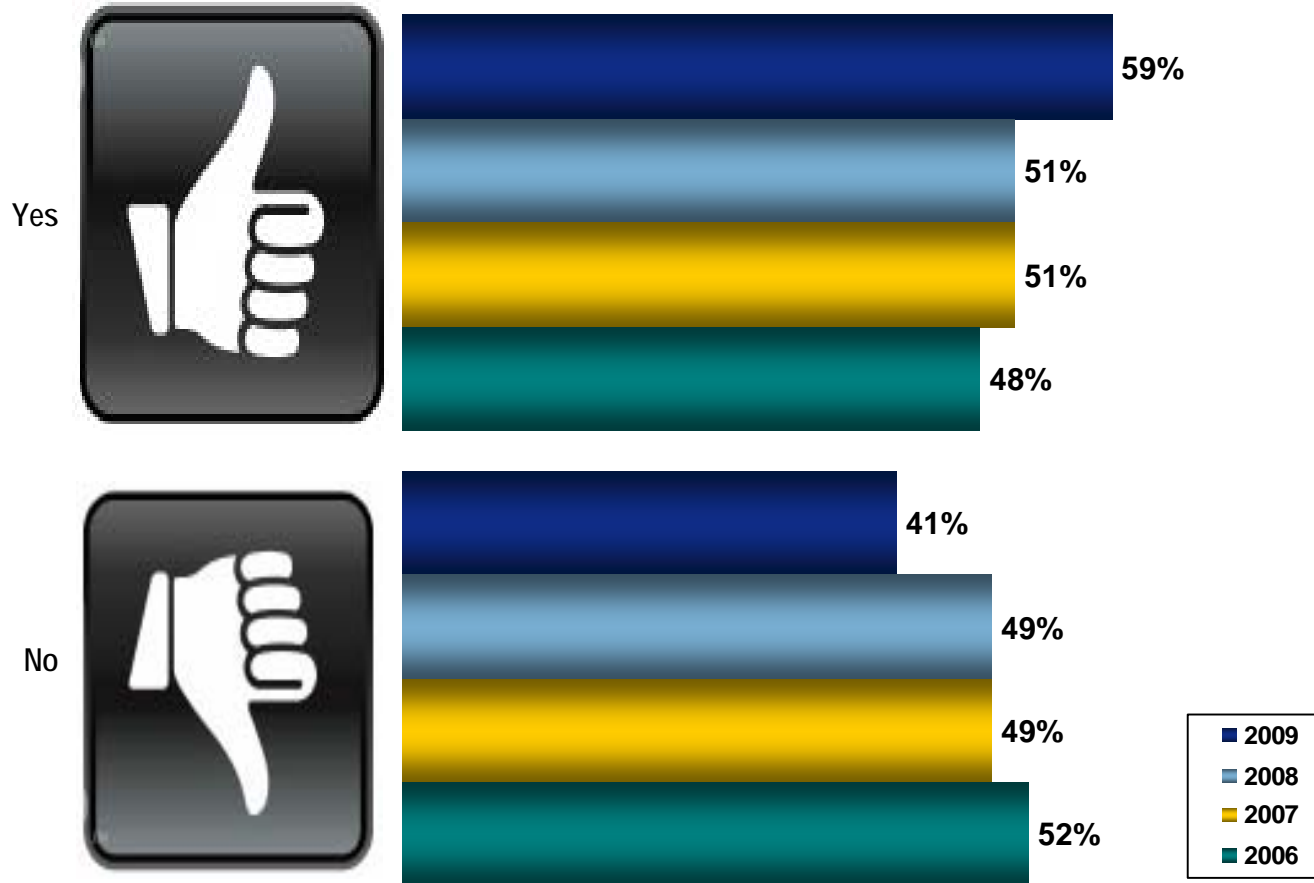


Top Mentions			
	2008	2007	2006
Financial/budget	5%	6%	8%
Upcoming events	3%	3%	4%
City services	6%	13%	N/A
Transportation/roads/traffic	3%	3%	4%
City planning	3%	7%	4%
Changes in the community/ updates	3%	3%	N/A
Tax information	8%	16%	11%
Transparent/honest/accountable information	7%	2%	4%
Doing a good job/continue to do what they are doing	3%	5%	N/A

*\*Responses 2% and lower included in "Other"*

# Six-in-ten residents have been to the City's website in the past 12 months; a steady increase since 2006.

q10. Have you been to the City of Red Deer's website in the last twelve months?





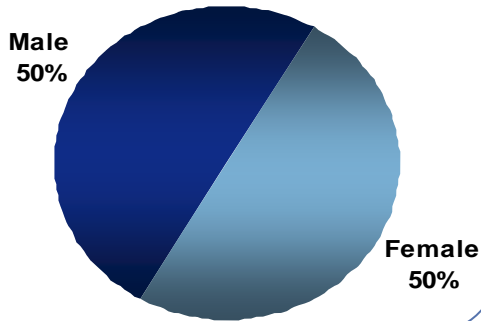
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# Demographics

# Demographics

## Gender



## Age

18 to 34 years old	37%
35 to 54 years old	39%
55 years and above	24%
<i>Mean</i>	44

## Tenure in Red Deer

Less than 1 year	2%
1 – 5 years	27%
6 – 10 years	19%
11 – 20 years	19%
21 – 40 years	31%
41+ years	2%
Don't know	0%

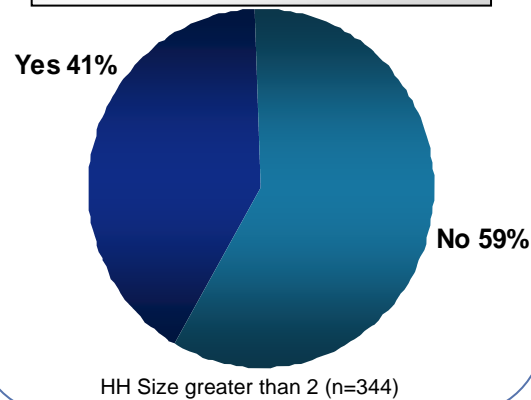
## Property Taxes

Yes	91%
No	8%
Don't know	1%

## Income

Less than \$20,000	6%
\$20,000 to just under \$40,000	16%
\$40,000 to just under \$60,000	16%
\$60,000 to just under \$80,000	18%
\$80,000 to just under \$100,000	11%
\$100,000 or more	22%
Don't know	12%

## Children under 18 in HH



## Own or Rent

