



Ipsos Reid Public Affairs



Quality of Life and Financial Planning in the City of Red Deer

July 2006



Methodology

- ◆ Telephone survey conducted May 29 to June 4.
- ◆ Random sample of 300 residents of the City of Red Deer aged 18 and older.
- ◆ Margin of error: $\pm 5.7\%$, 19 times out of 20.
- ◆ Overall results are weighted to ensure the age/sex distribution reflects that of the actual population in Red Deer according to the 2001 census data.
- ◆ Where appropriate, results are compared to Ipsos Reid's database of municipal norms. Normative scoring is as follows:

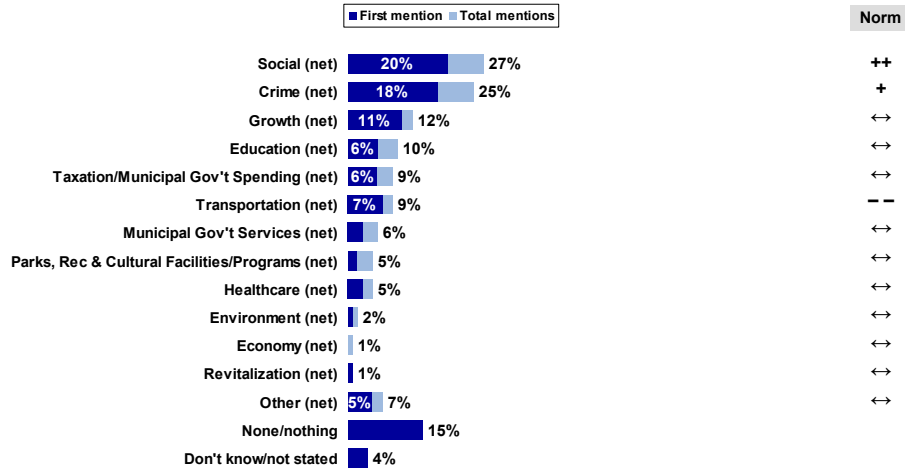
Symbol	Explanation
++	13% or more above norm
+	7% to 12% above norm
↔	Within margin of error
-	7% to 12% below norm
--	13% or more below norm





Social and crime issues are leading concerns in Red Deer – transportation tops public agenda among other Alberta municipalities

"In your view, as a resident 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?"

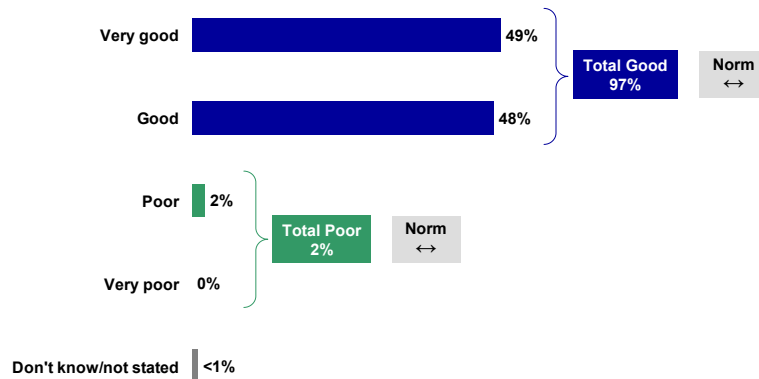


Base: All respondents (n=300)



Overall perceptions of quality of life in Red Deer are favourable – on par with other Alberta municipalities

"How would you rate the overall quality of life in Red Deer today?"



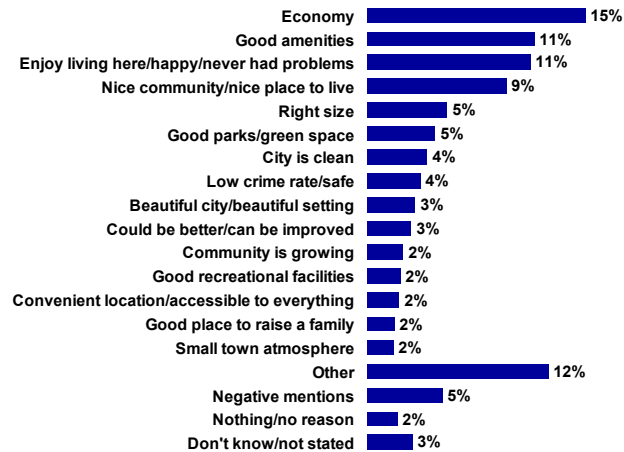
Base: All respondents (n=300)





Economy, amenities and general satisfaction are main reasons why Red Deer offers a good quality of life

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



Base: Rated overall quality of life very good/good (n=292)

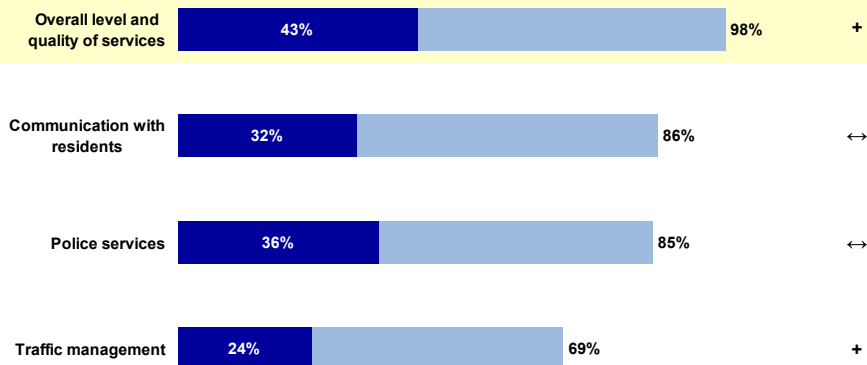


Residents are satisfied with Red Deer's services – overall, better than what is seen in other Alberta municipalities

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

Very satisfied | Somewhat satisfied

Norm



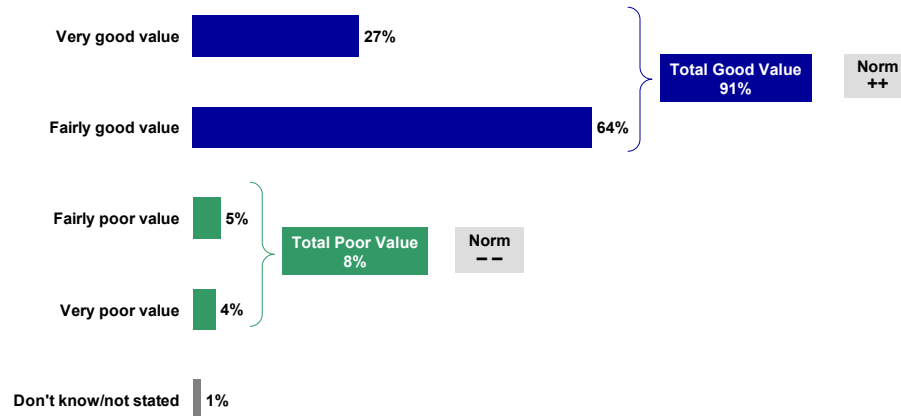
Base: All respondents (n=300)





Most residents say they receive good value for their tax dollars – better than what is seen in other Alberta municipalities

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

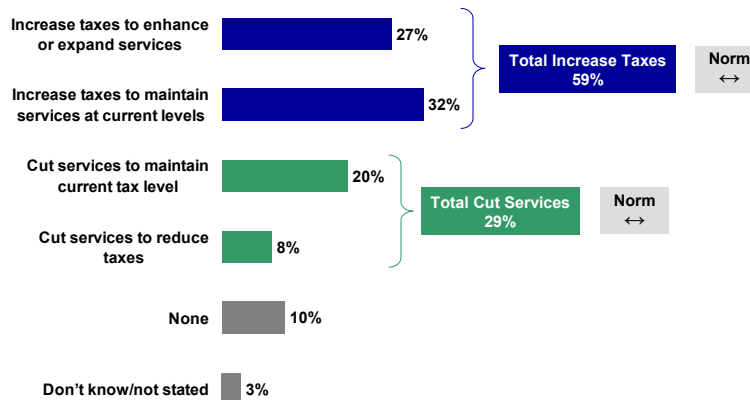


Base: All respondents (n=300)



Residents prefer tax increases over service cuts - on par with other Alberta municipalities

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



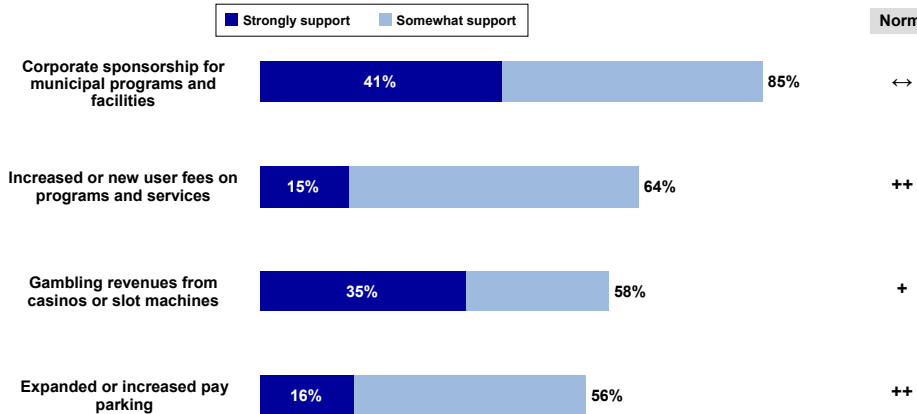
Base: All respondents (n=300)





Highest support for corporate sponsorships to generate additional City revenue

"In addition to adjusting the property tax/service delivery balance, 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."

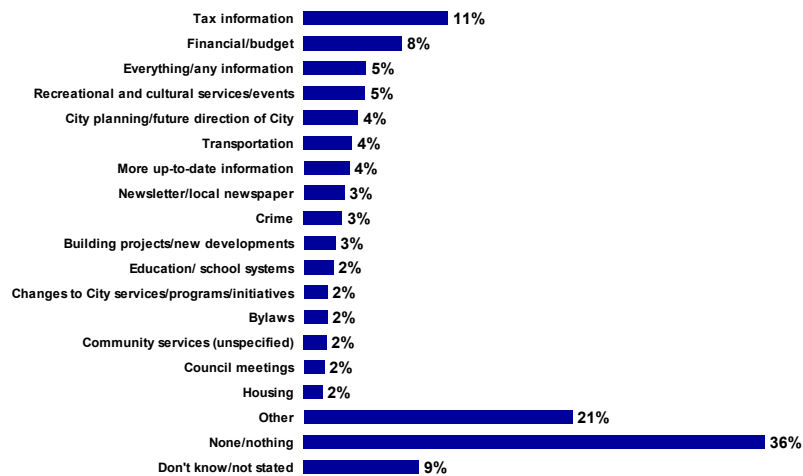


Base: All respondents (n=300)



Information needs are diverse and individualistic – tax information tops the list

"Thinking about your information needs, what kinds of information do you want Red Deer to provide you with?"



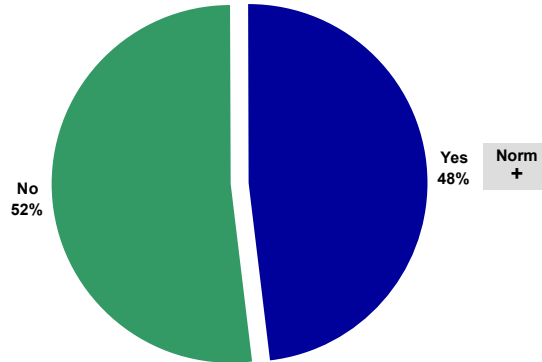
Base: All respondents (n=300)





Nearly half of residents have visited Red Deer's website in the past year – higher than what is seen in other Alberta municipalities

"Have you been to Red Deer's website in the last twelve months?"

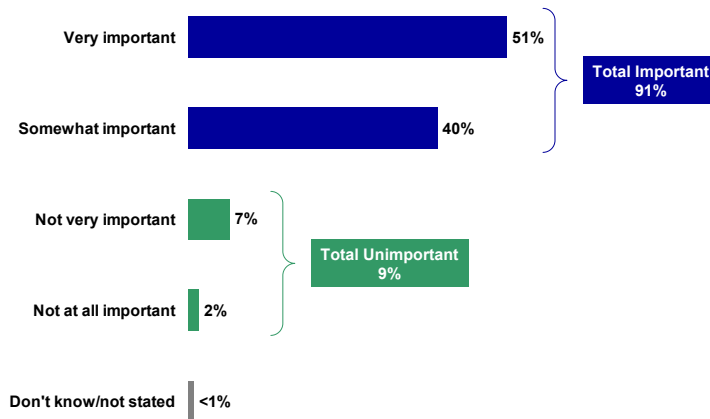


Base: All respondents (n=300)



Most believe preservation of Red Deer's history and heritage is important

"In your view, how important is it to preserve Red Deer's history and heritage? Would you say that it is ...?"



Base: All respondents (n=300)





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Demographics

	Total Respondents (n=300) %
Gender:	
Male	50
Female	51
Age:	
18 to 24	12
25 to 34	26
35 to 44	18
45 to 54	20
55 to 64	12
65+	10
<i>Mean</i>	<i>43 years</i>
Household Composition:	
Children under 18	35
No children	64
Responsible for property taxes/rent:	
Yes	93
No	7





Demographics cont.

	Total Respondents (n=300) %
Residence:	
Own	66
Rent	33
Number of Years in Red Deer:	
2 or less	22
3 to 5	16
6 to 10	14
11 to 20	19
21 to 30	17
30+	13
<i>Mean</i>	<i>15 years</i>