



Ipsos Reid Public Affairs



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

June 2007



Methodology

- ◆ Telephone survey conducted June 1 to 8, 2007.
- ◆ Random sample of 300 residents of the City of Red Deer 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 population in the City of Red Deer according to the 2001 Census data.
- ◆ Where appropriate, results have been compared to Ipsos Reid's database of municipal norms. Normative scoring is as follows:

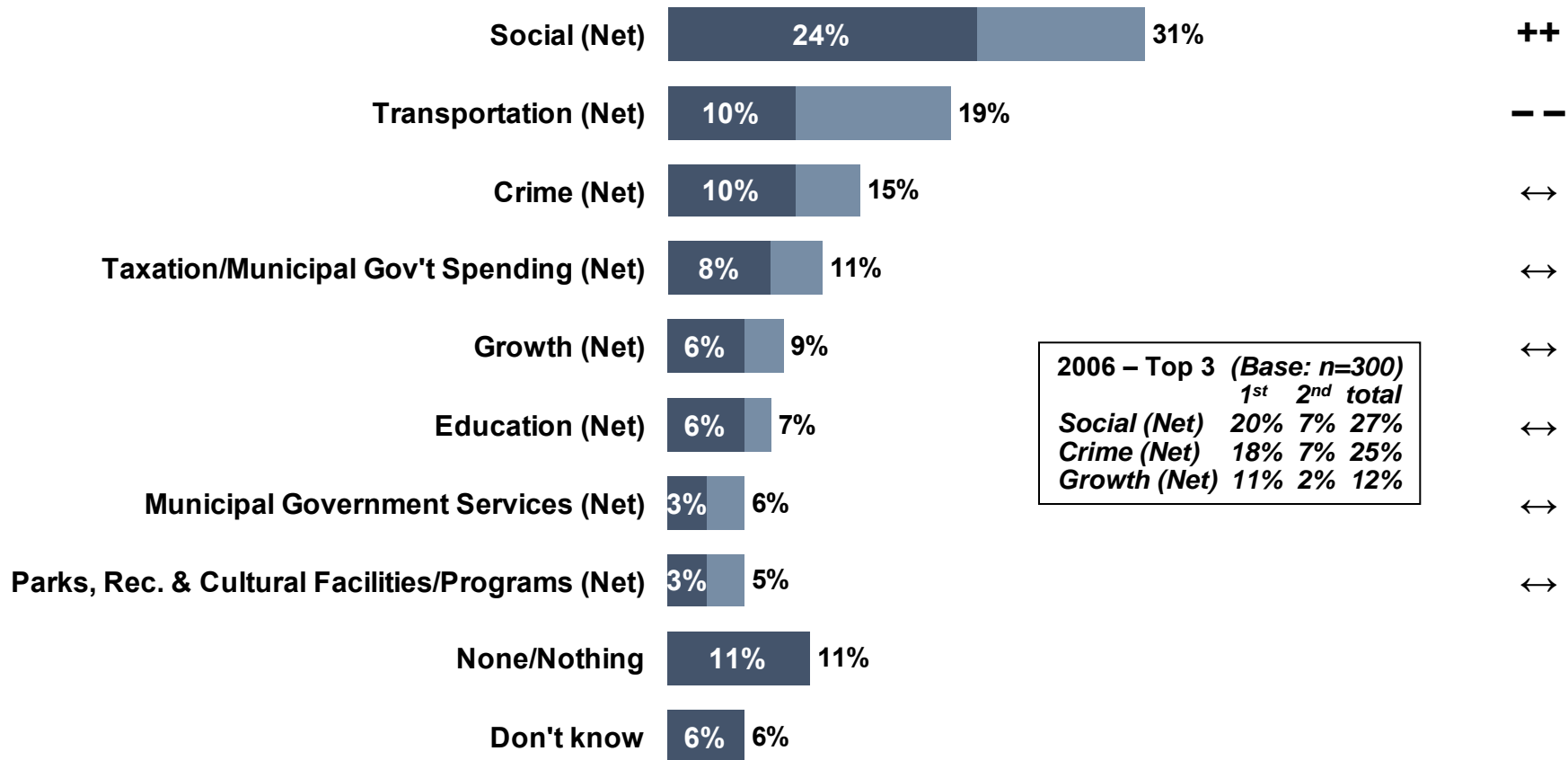
Symbol	Explanation
++	13% or more above norm
+	7% to 12% above norm
↔	Within margin of error
-	7% to 12% below norm
--	13% or more below norm



Social issues continue to top the list among residents and is significantly higher than the Alberta norm.

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?

Norm



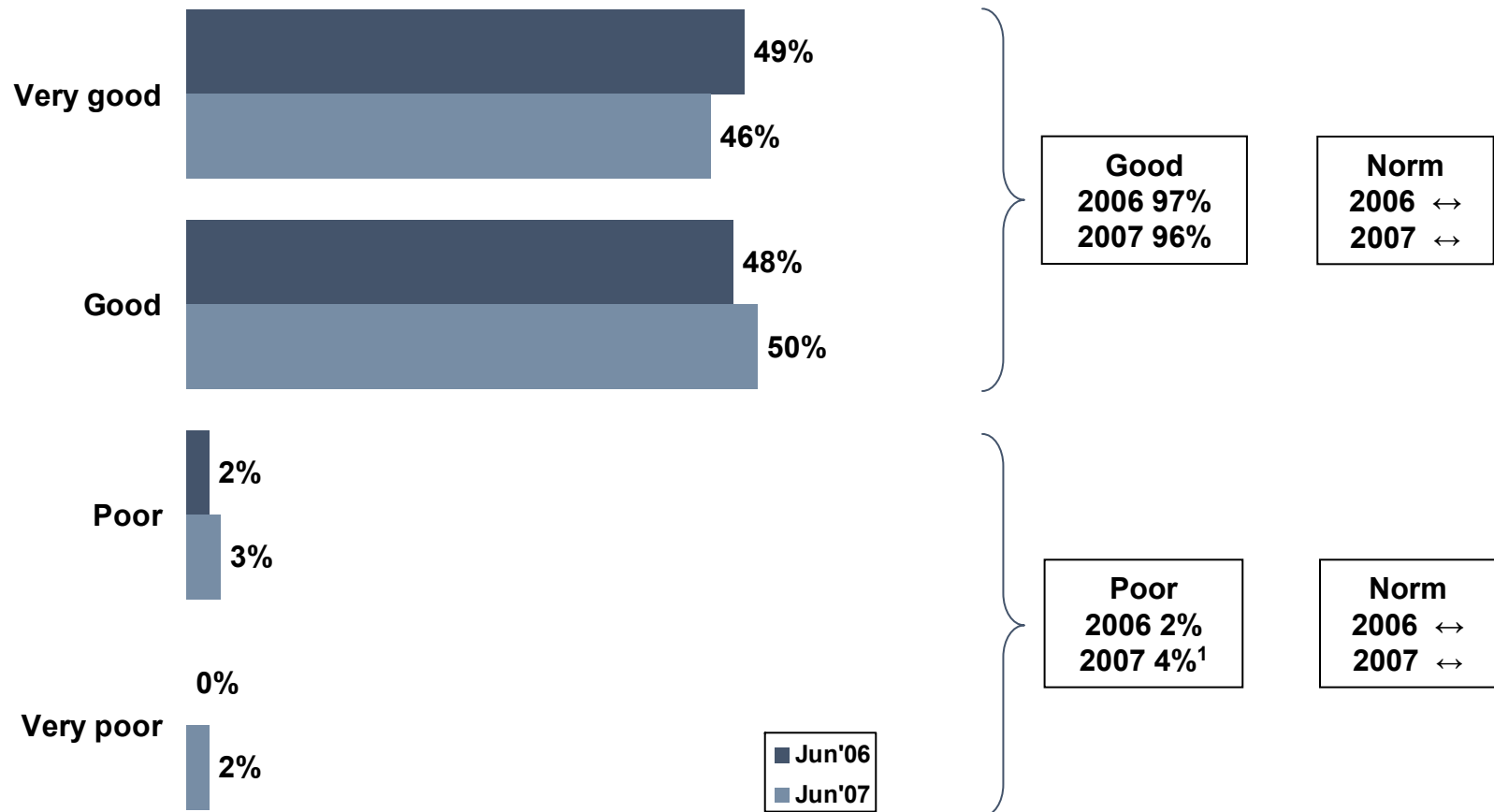
2006 – Top 3 (Base: n=300)			
	1 st	2 nd	total
Social (Net)	20%	7%	27%
Crime (Net)	18%	7%	25%
Growth (Net)	11%	2%	12%

■ First mention (n=300) ■ Second mention (n=259) Total mentions (n=300)



Overall, the majority of residents say that the quality of life in Red Deer is good – on par with results from 2006 and the Alberta norms.

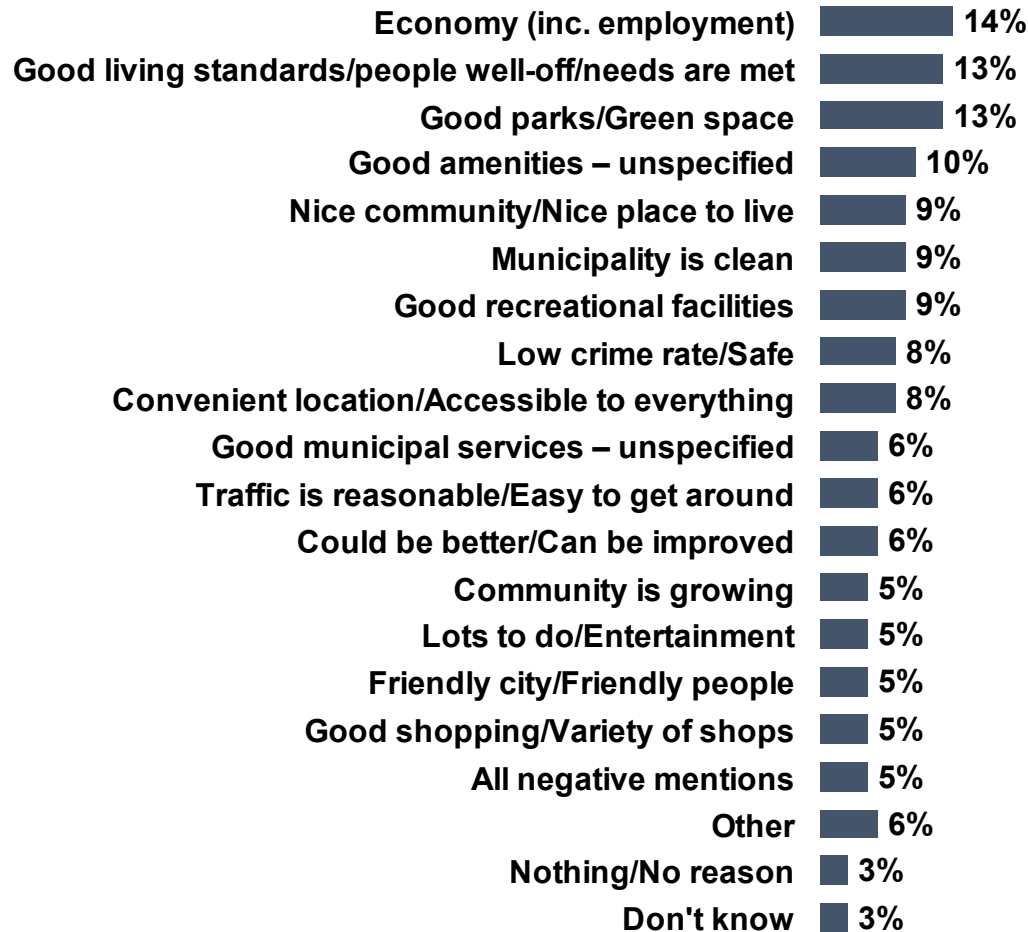
Q2. How would you rate the overall quality of life in the City of Red Deer today?





A strong economy, good living standards, and good parks/green spaces are top reasons for a positive quality of life rating.

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



2006 – Top 5 (Base: n=292)	
<i>Economy</i>	15%
<i>Good amenities</i>	11%
<i>Enjoy living here/happy</i>	11%
<i>Nice community/nice place to live</i>	9%
<i>Right size</i>	5%



Top reasons for rating quality of life as poor.

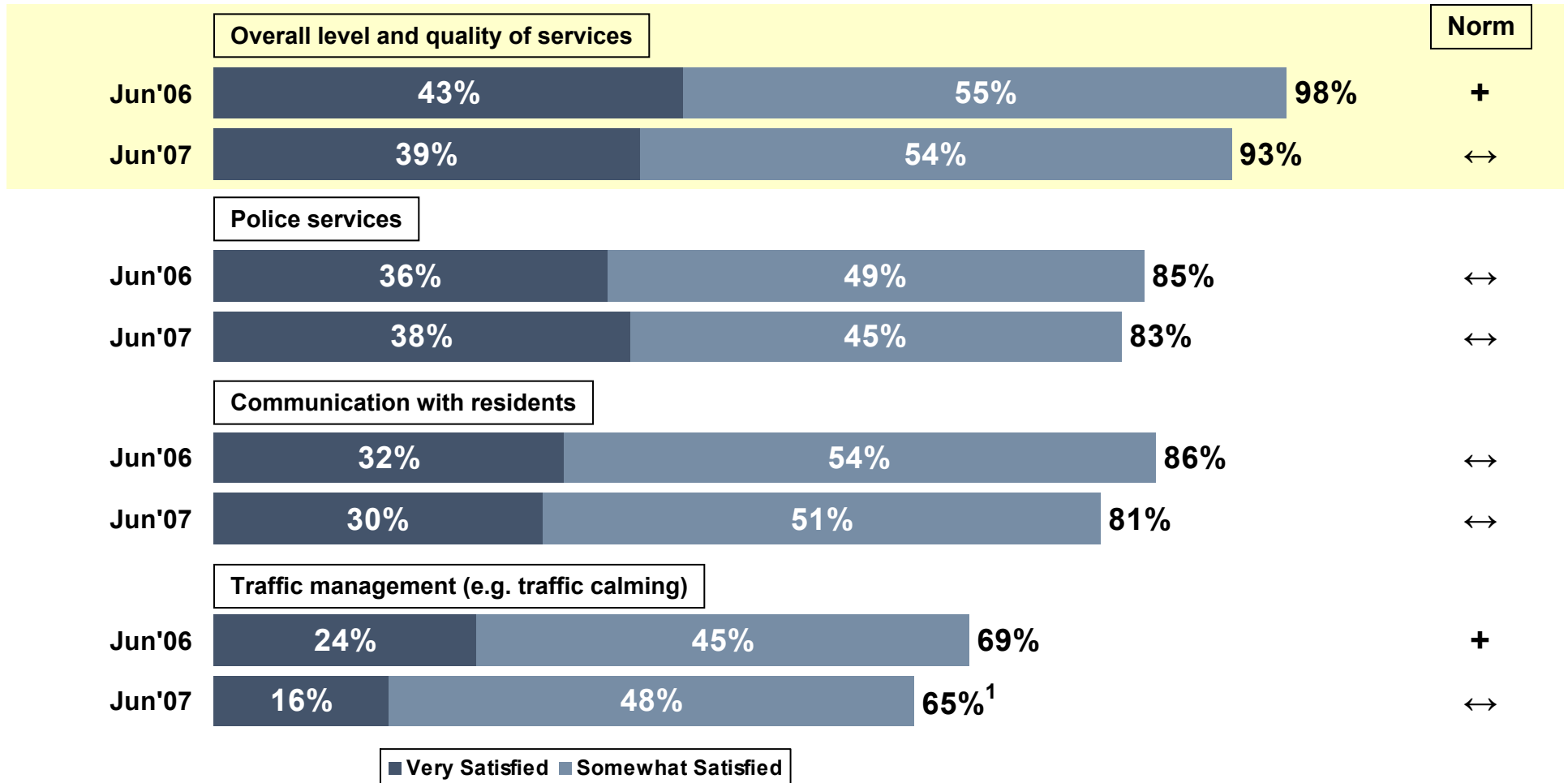
Q4. Why do you say the overall quality of life in the City of Red Deer today is poor?

High cost of living
Policing/Law enforcement
Poor value for taxes
Poverty/Welfare
Not enough affordable housing
Little to do
Condition of roads
Crime
Unclean
Money is controlled by a small group
High taxes
Traffic congestion
Other



Overall satisfaction with City of Red Deer services has declined since 2006 and is now on par with the Alberta norm.

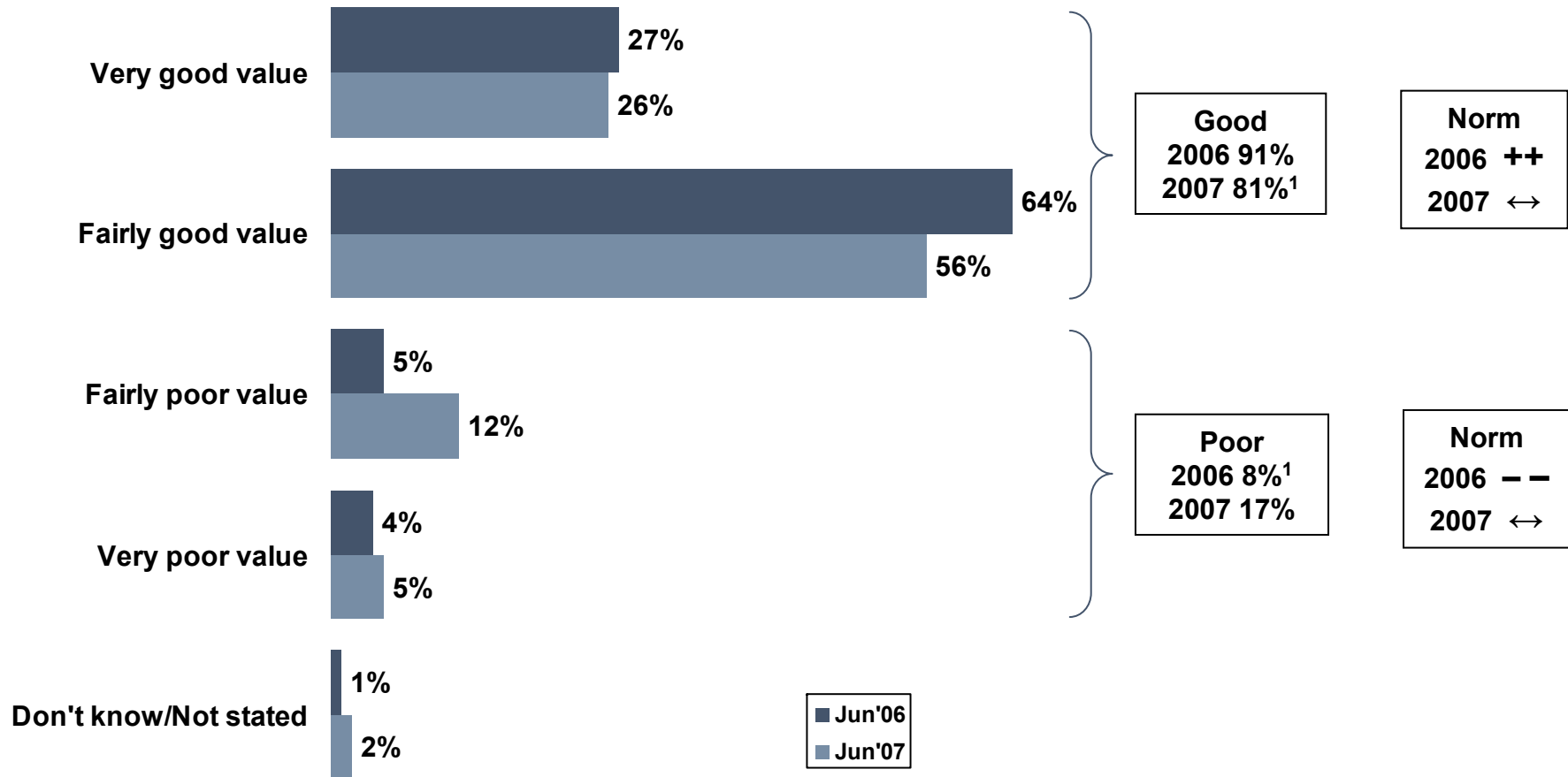
Q5. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.





Significantly fewer residents say that they get good value for their tax dollars, however results are now on par with Alberta norms.

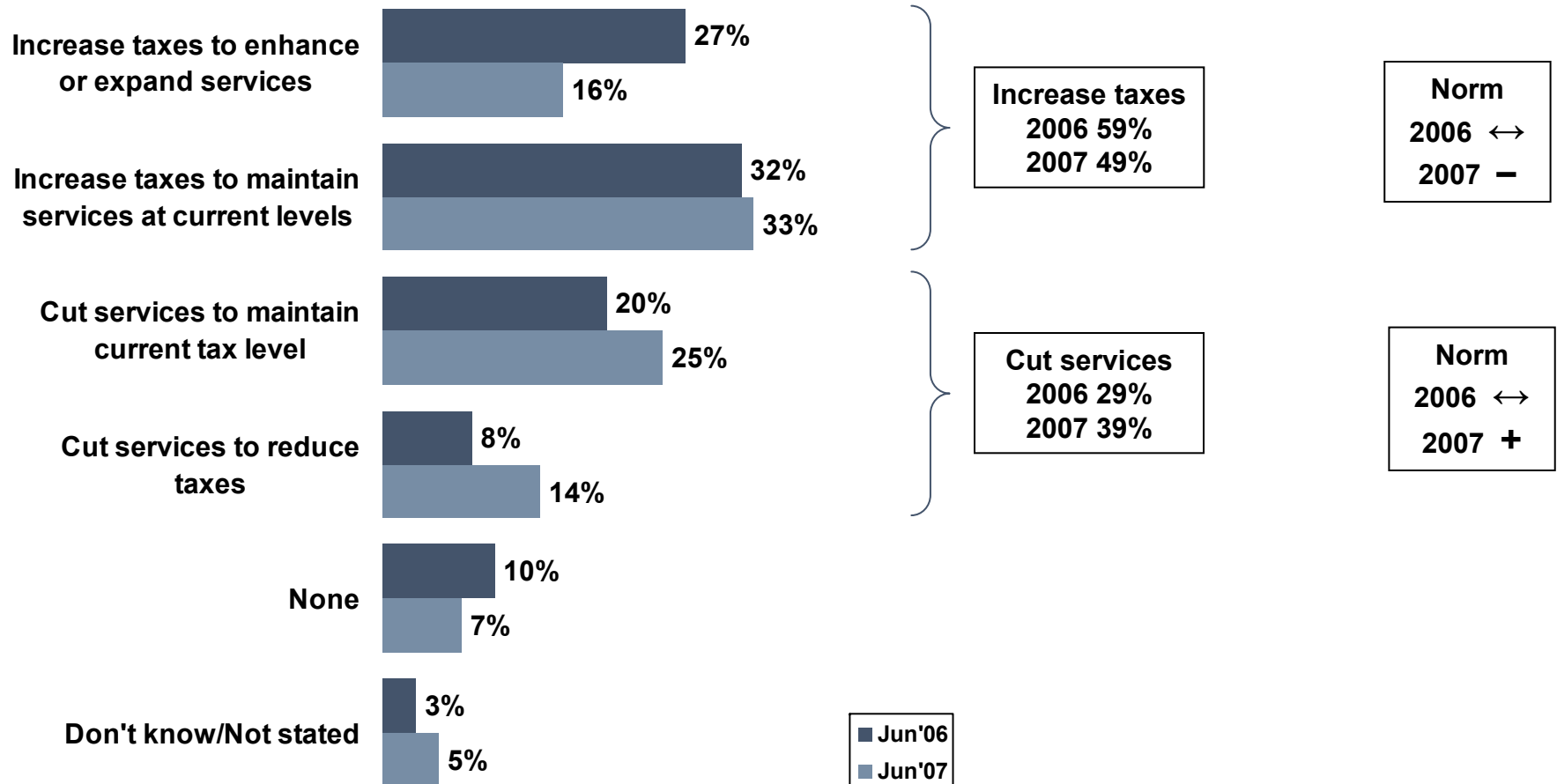
Q6. Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars? Is that fairly good/poor value?





Significantly more residents would prefer service cuts than in 2006 - notably higher than the Alberta norm.

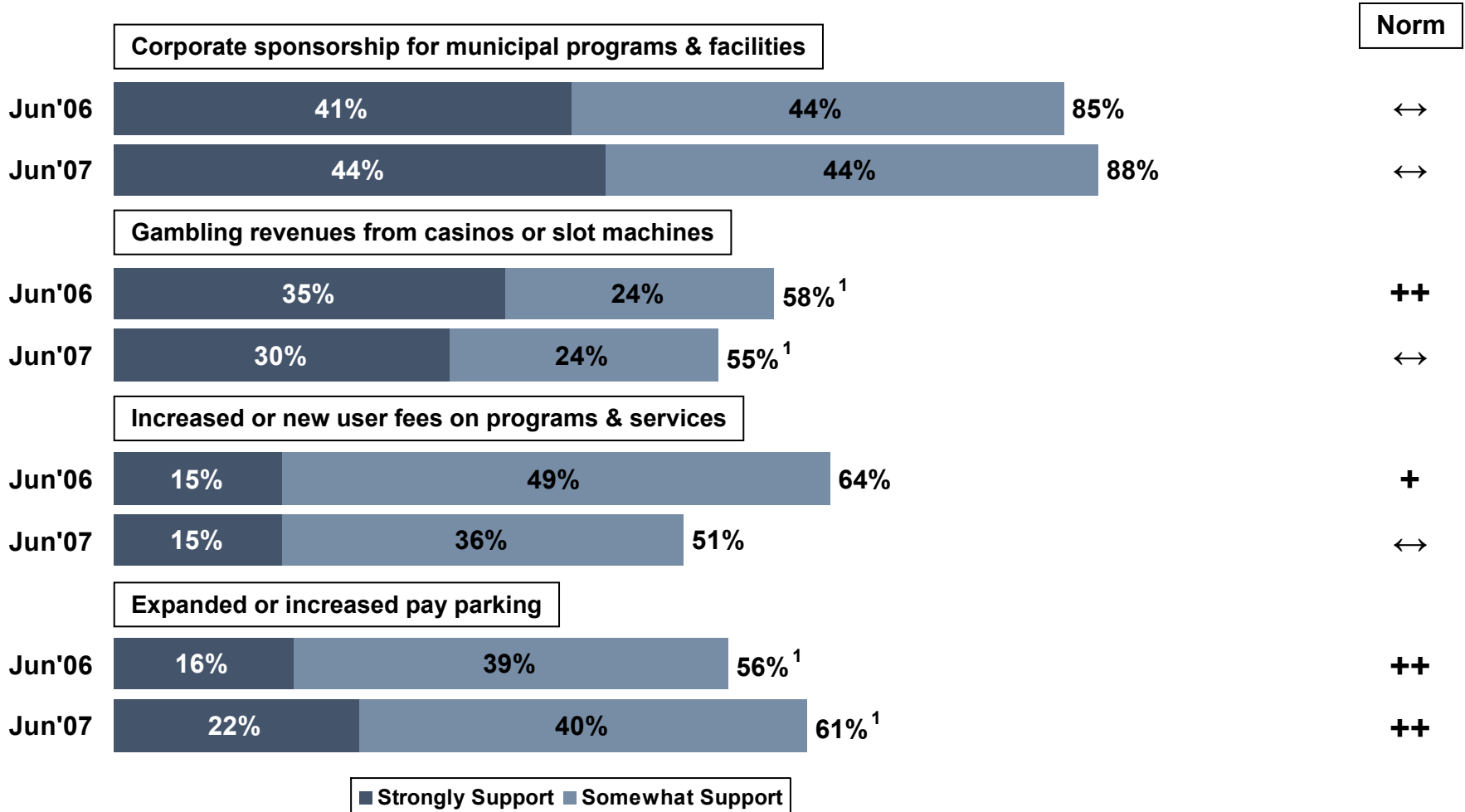
Q7. Municipal property taxes are the primary way to pay for services provided by the City of Red Deer. Due to the increased cost of maintaining current service levels and infrastructure, the City of Red Deer must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City of Red Deer to pursue?





A strong majority of residents continue to prefer corporate sponsorship for municipal programs and facilities.

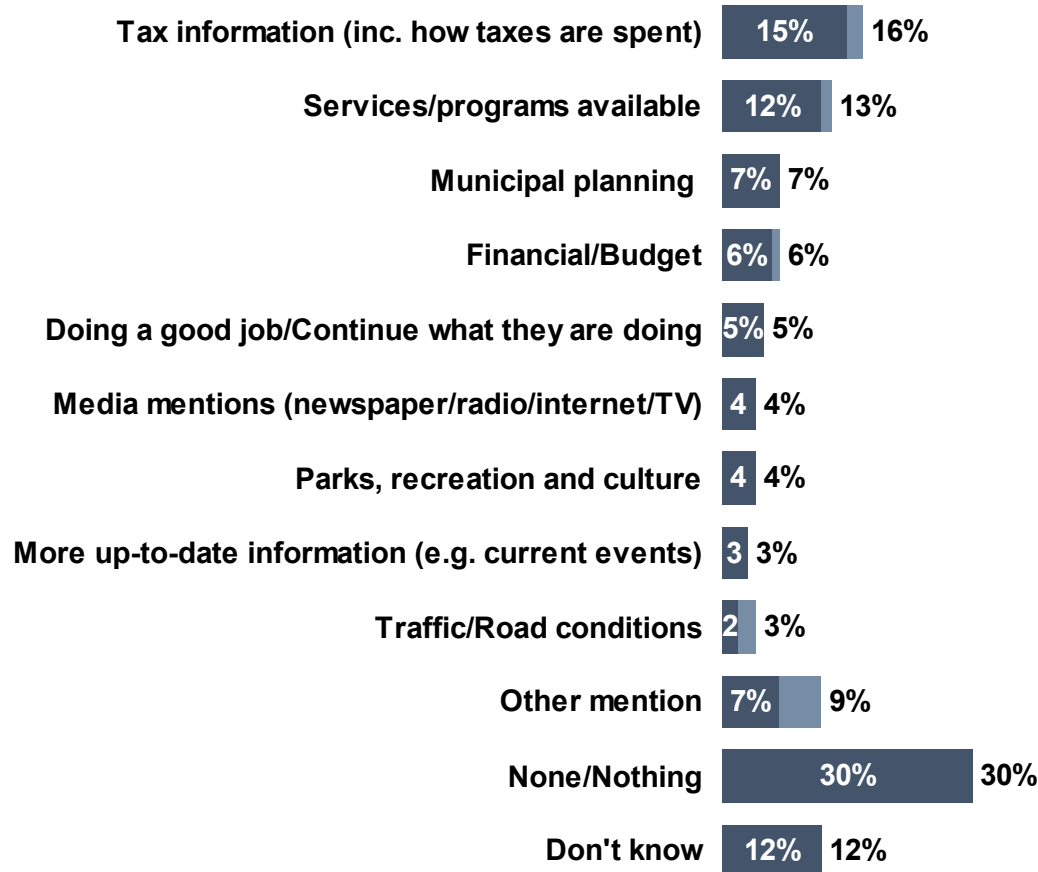
Q8. In addition to adjusting the property tax/service delivery balance, the City of Red Deer has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.





Residents are looking for additional information related to taxes, programs and services, municipal planning, and budget.

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



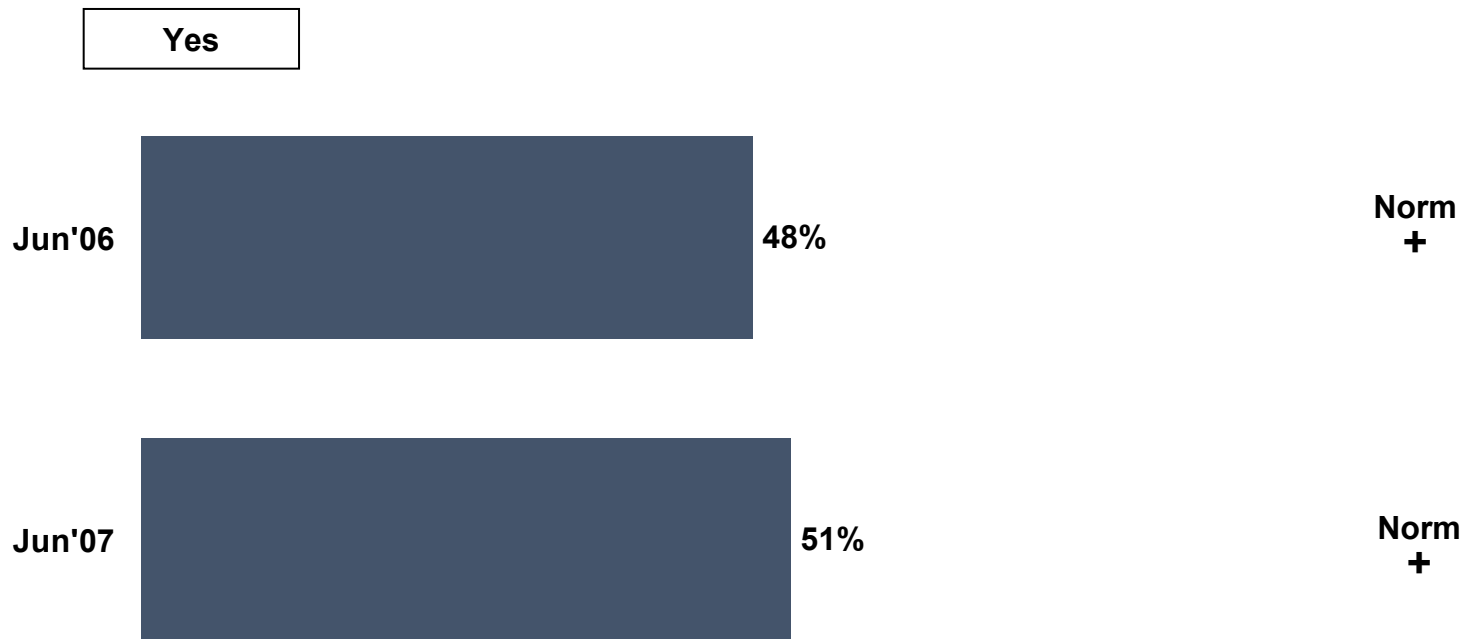
2006 – Top 3 (Base: n=300)	
	Total
Tax information	11%
Financial/Budget	8%
Everything/Any information	5%

■ First mention (n=300) ■ Second mention (n=193) Total mention (n=300)



Over half of residents claim to have visited the City of Red Deer's website in the last 12 months – higher than the Alberta norm.

Q10. Have you been to the City of Red Deer's website in the last twelve months?



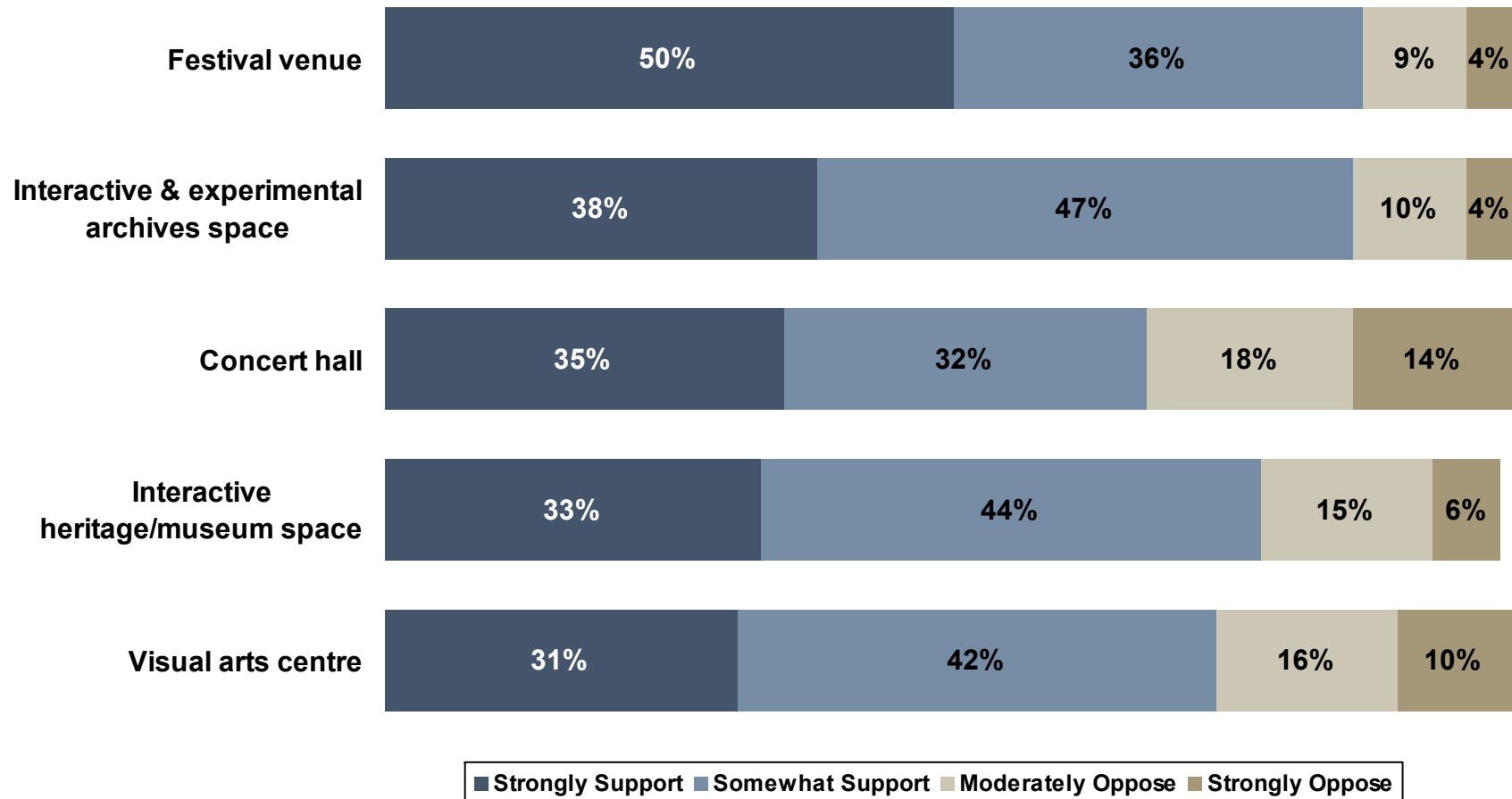


New Questions for 2007



A strong majority of residents support the addition of a festival venue, archives space, and concert hall in Red Deer.

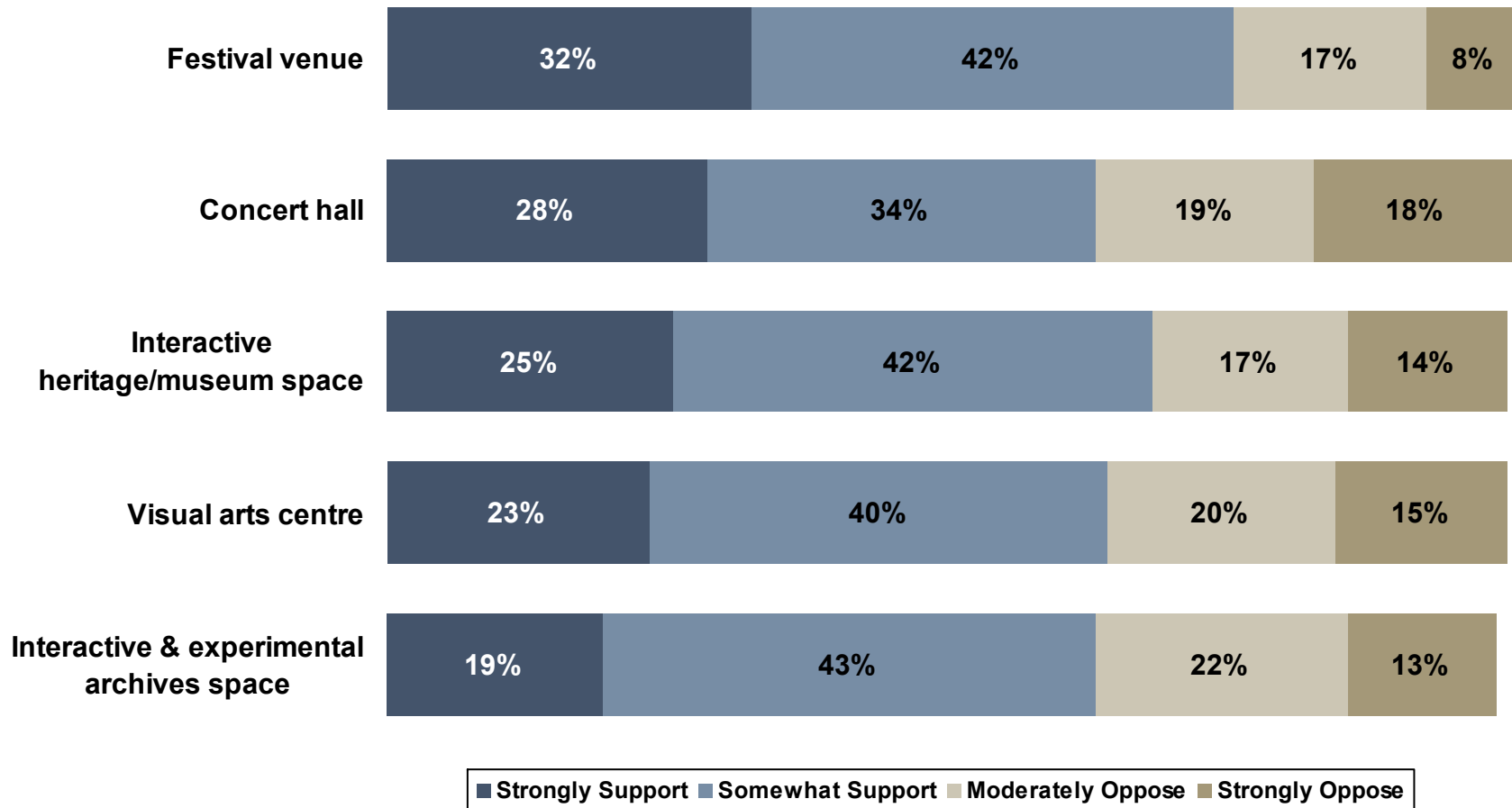
Q11. Please indicate your level of support for the addition of the following interactive and learning-based venues in the City of Red Deer...is that strongly or moderately?





A majority of residents still support the venues being funded by City tax dollars.

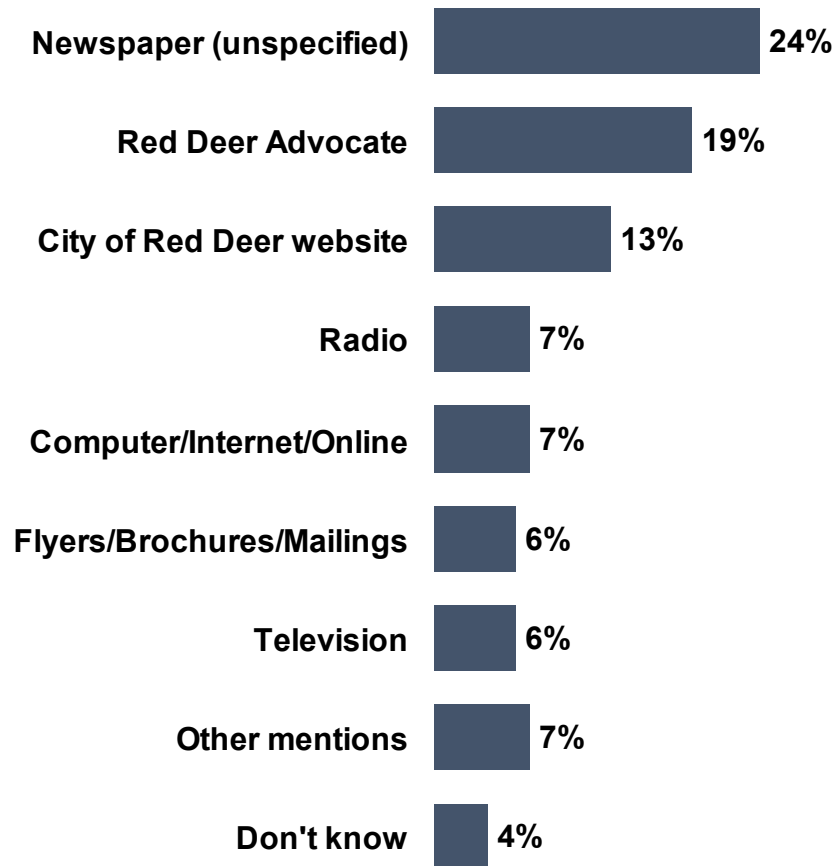
Q12. Please indicate your level of support for allocating City tax revenues to the construction and operation of each of the following interactive and learning-based venues? Is that strongly or moderately?





Top sources of information for residents of Red Deer include newspaper (unspecified), Red Deer Advocate, and the City's website.

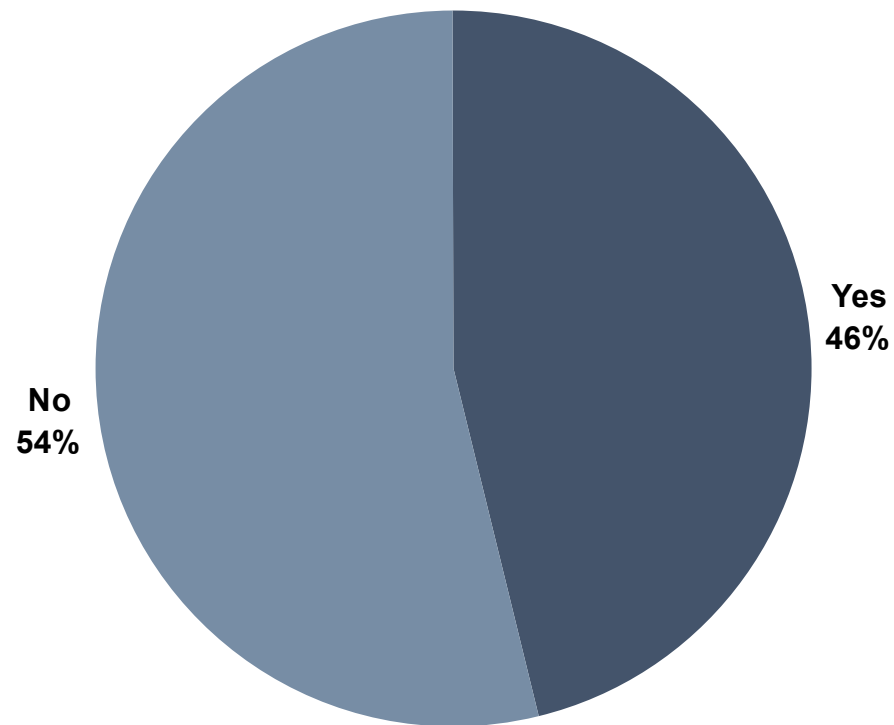
Q13. Today, what would you say is your main source of information about the City's programs, services, and policies?





Just under half of residents claim to have had contact with the City over the last 12 months.

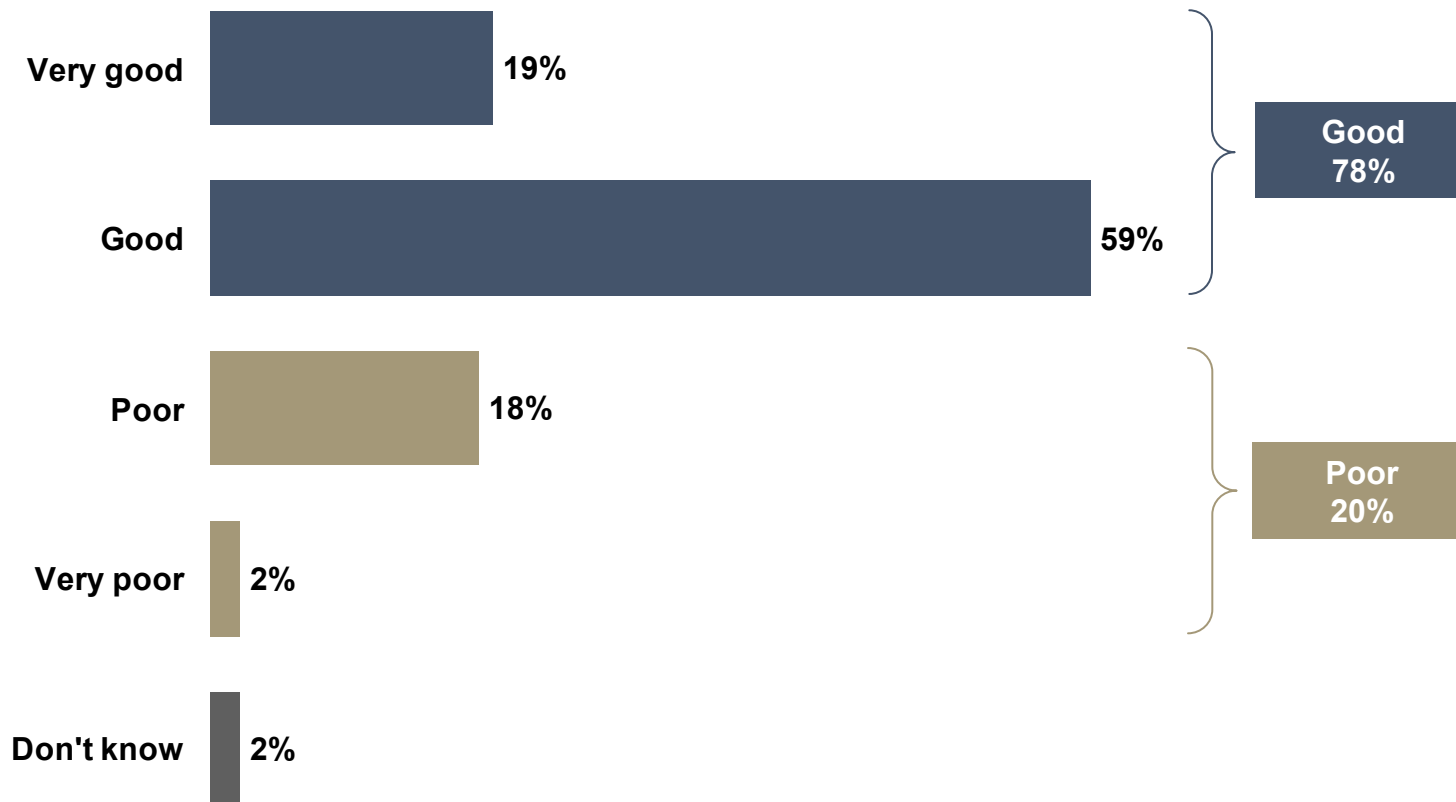
Q14. In the past 12 months, have you had contact with the City of Red Deer?





A healthy majority of residents rate the City of Red Deer's communications as good.

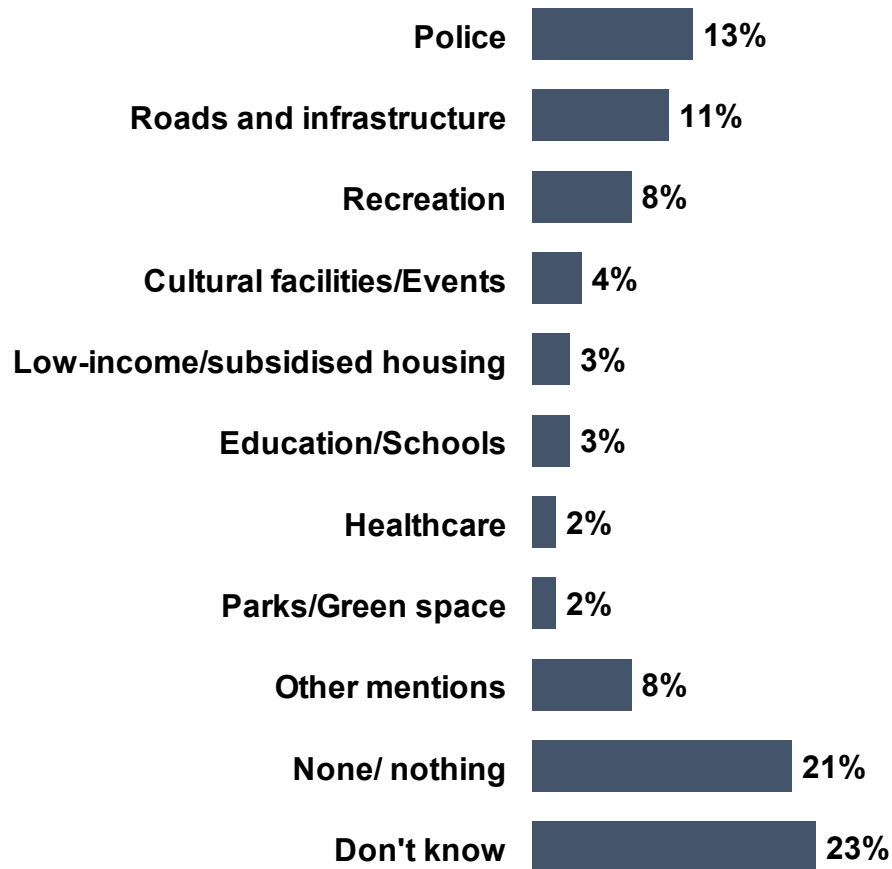
Q14b. Overall, how would you rate the City of Red Deer in terms of how well it communicates with citizens about its services, programs, policies and plans? Would you say the communication has been...?





Police, roads and infrastructure, and recreation are top service areas residents would support increased service levels via tax increases.

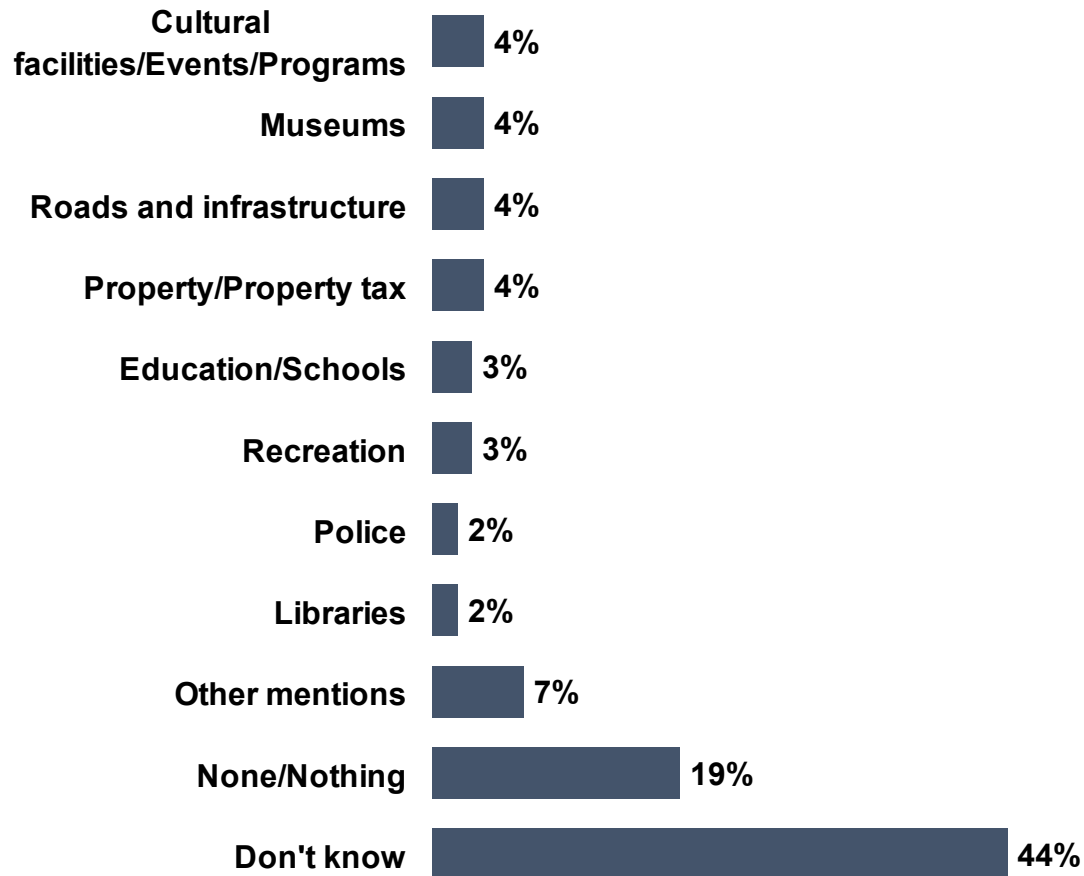
Q15. What increased or enhanced level of services would you be willing to pay increased taxes for?





Four-in-ten residents are unsure what services they would want reduced in order to pay lower taxes.

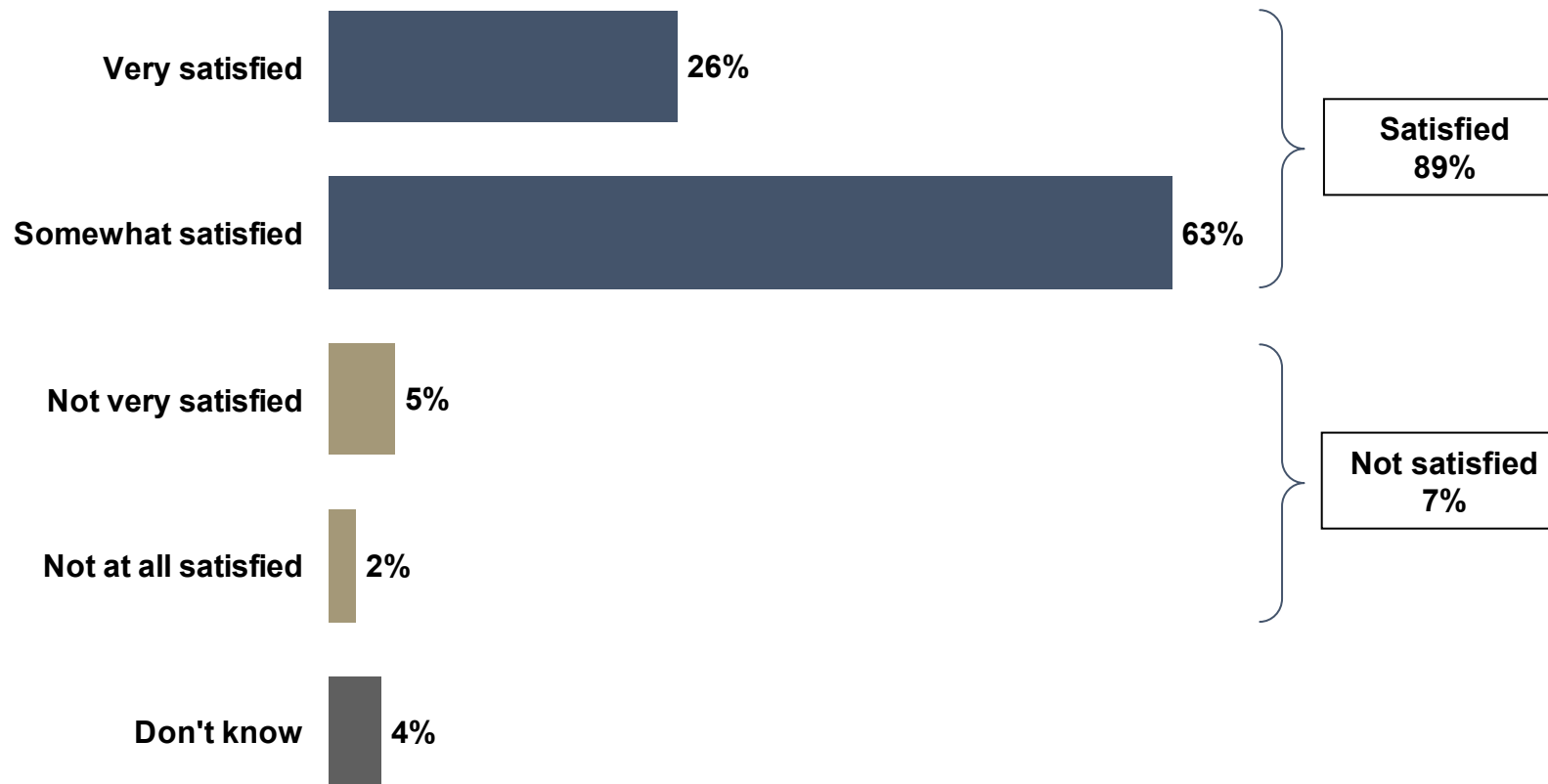
Q16. What would you want to pay fewer taxes for, understanding that this will mean a reduction in service?





An overwhelming majority of residents are satisfied with the level and quality of customer service provided by the City.

Q17. How satisfied are you with the overall level and quality of customer service provided by the City of Red Deer? Are you...?





Demographics

	Percent
Base: All respondents	(n=300)
Gender	
Male	49
Female	51
Age	
18 to 24	13
25 to 34	26
35 to 44	18
45 to 54	21
55 to 64	12
65 to 74	6
75 or older	4
<i>Mean</i>	42.8
Household Composition	
With children under 18 years of age	36
Without children under 18 years of age	63
Responsible for Property Taxes or Rent	
Yes	91
No	8



Demographics (continued)

	Percent
Base: All respondents	(n=300)
Homeownership	
Own	69
Rent	29
Number of Years Living in the City of Red Deer	
5 or less	31
6 to 10	18
11 to 20	18
21 to 30	19
31 to 40	7
41 or more	7
<i>Mean</i>	16.3



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