



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

September 2010



Project Overview



Methodology

- ❖ Telephone survey conducted August 24th to 31st, 2010.
- ❖ 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, 2009, and 2010).
 - ◆ 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

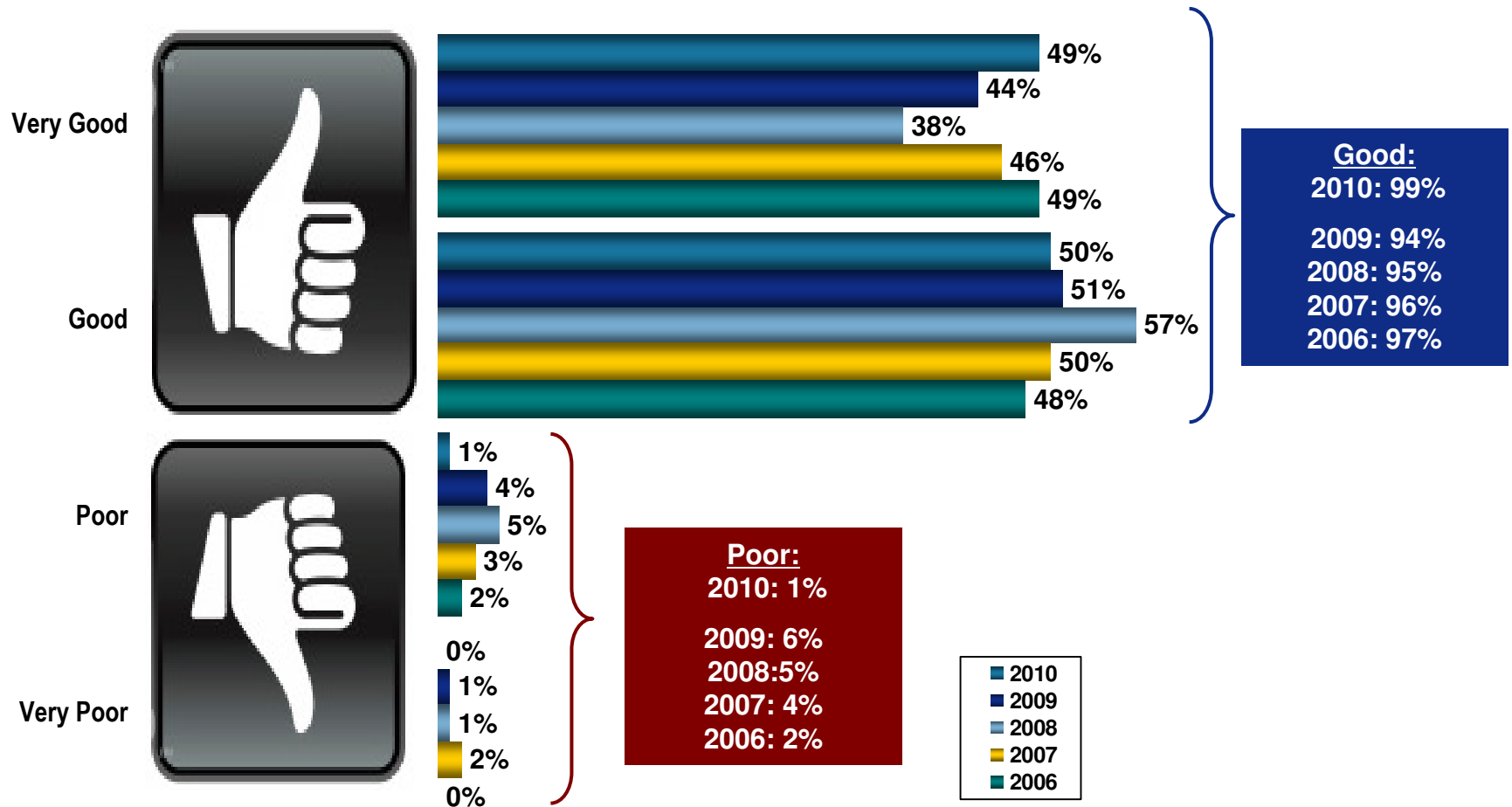


Quality of Life and Services



Virtually all 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?



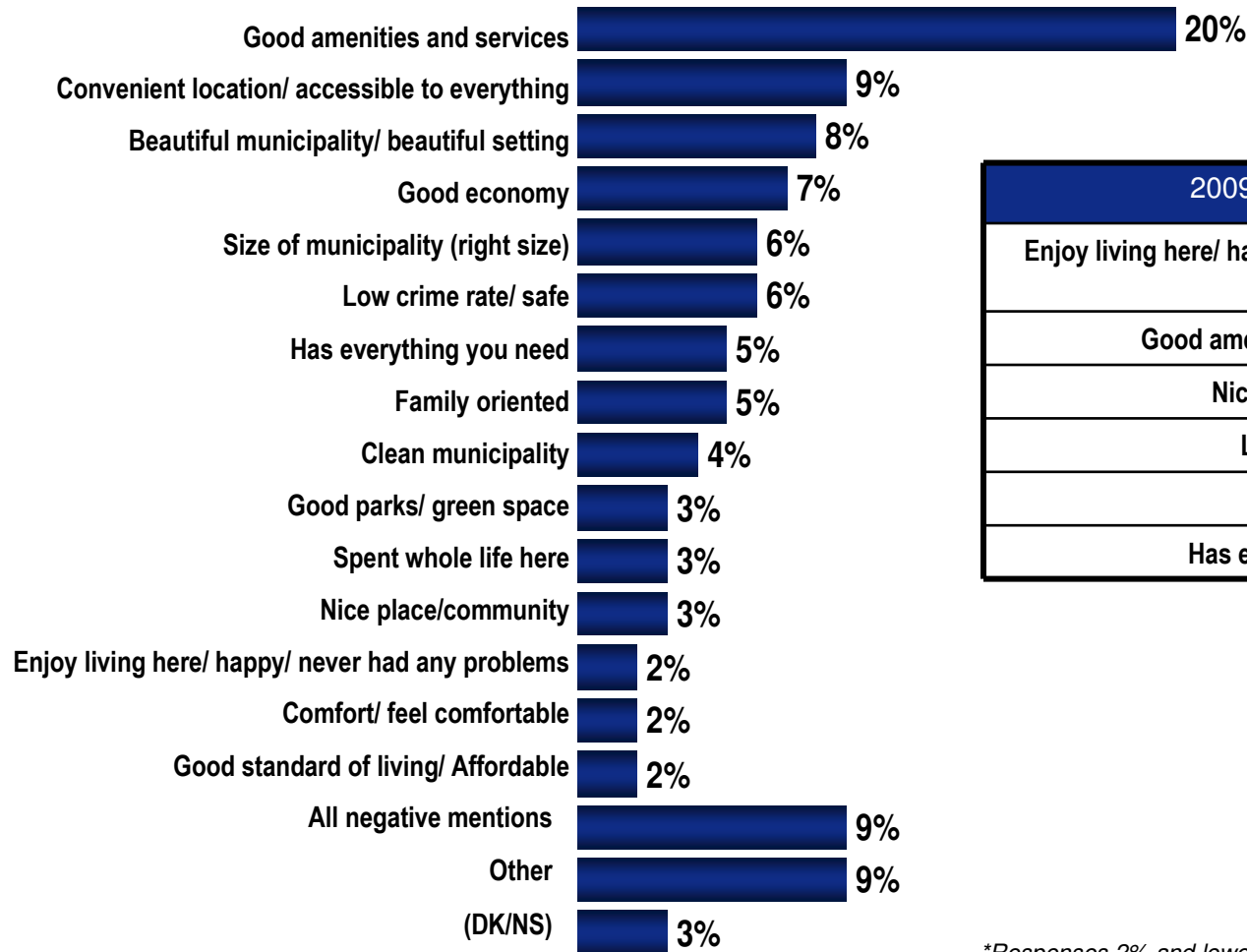


Good amenities & services, location, and community aesthetics are top reasons for positive quality of life ratings.

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

Unaided

*multiple responses allowed



2009 Top Mentions	
Enjoy living here/ happy/ never had any problems	18%
Good amenities and services	11%
Nice place/ community	8%
Low crime rate/ safe	6%
Clean municipality	6%
Has everything you need	5%

*Responses 2% and lower included in "Other"



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

Because there is alot of homelessness and alot of people with no money. The cost of living is getting to high and the people cant afford to live individually with no family support.

High cost of living

Too much traffic

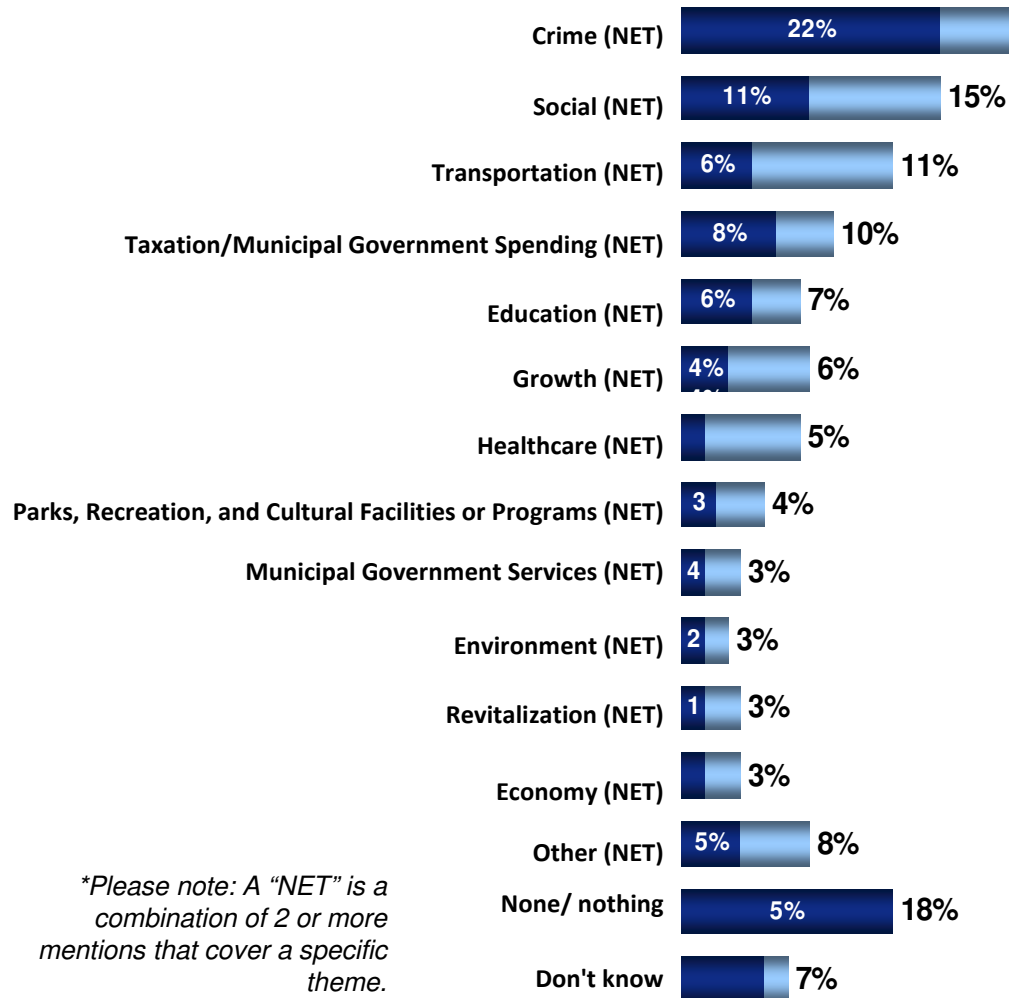


Crime continues to top the public issue agenda; most other issues are on par with last year.

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?

*multiple responses allowed

Unaided



Top Mentions				
	2009	2008	2007	2006
Crime (net)	25%	24%	15%	25%
Transportation (net)	14%	16%	19%	9%
Social (net)	12%	20%	31%	27%
Taxation/Municipal Government Spending (net)	11%	9%	11%	9%
Municipal Government Services (net)	8%	14%	6%	6%
Parks, Recreation, and Cultural Facilities or Programs (net)	6%	2%	5%	5%
Education (net)	4%	7%	7%	10%
Growth (net)	4%	8%	9%	12%
Healthcare (net)	3%	7%	3%	5%
Economy (net)	3%	4%	2%	1%
Revitalization (net)	1%	1%	1%	1%
Environment (net)	2%	5%	3%	2%

■ First Mention ■ Second Mention

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

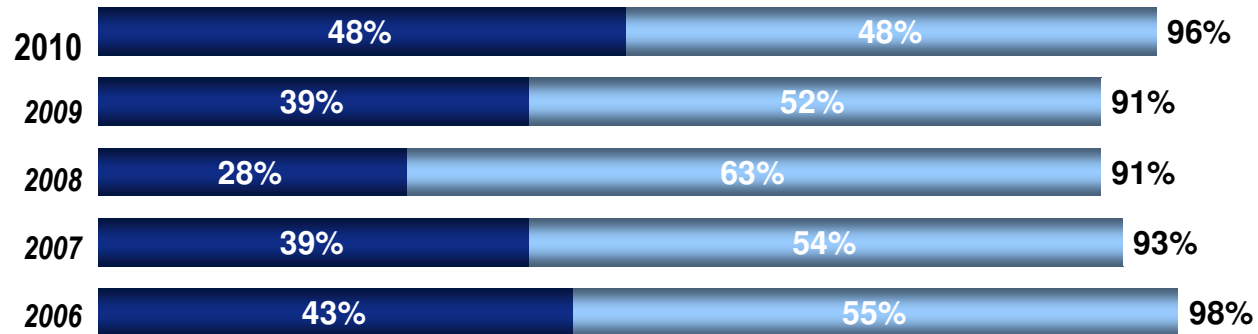
*Responses 2% and lower included in "Other"



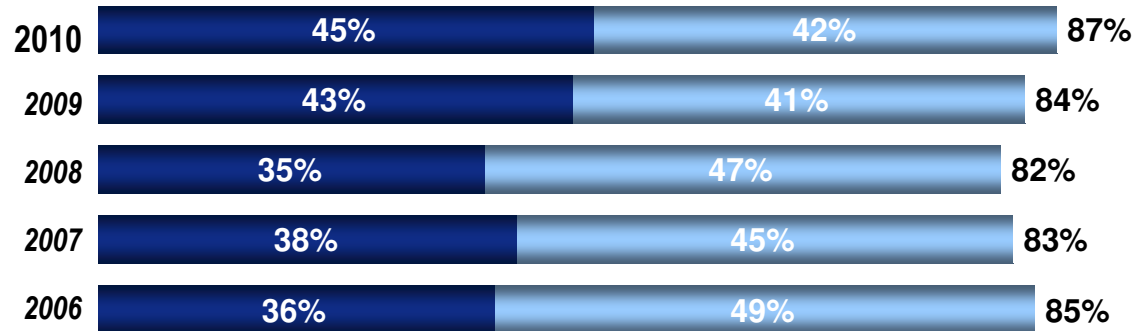
Overall satisfaction with City services sees a slight increase over 2009; Police Services maintain results.

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



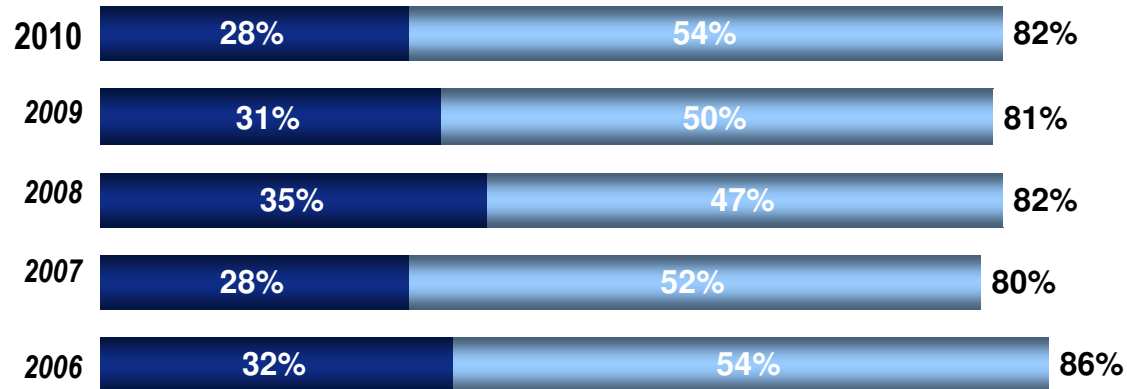
■ Very satisfied ■ Somewhat satisfied



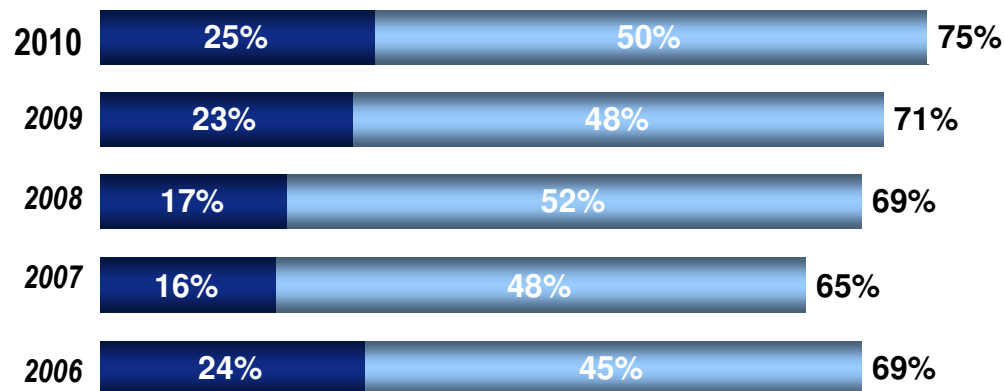
Communications and Traffic management also maintain results.

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

Communication with Residents



Traffic Management



■ Very satisfied ■ Somewhat satisfied

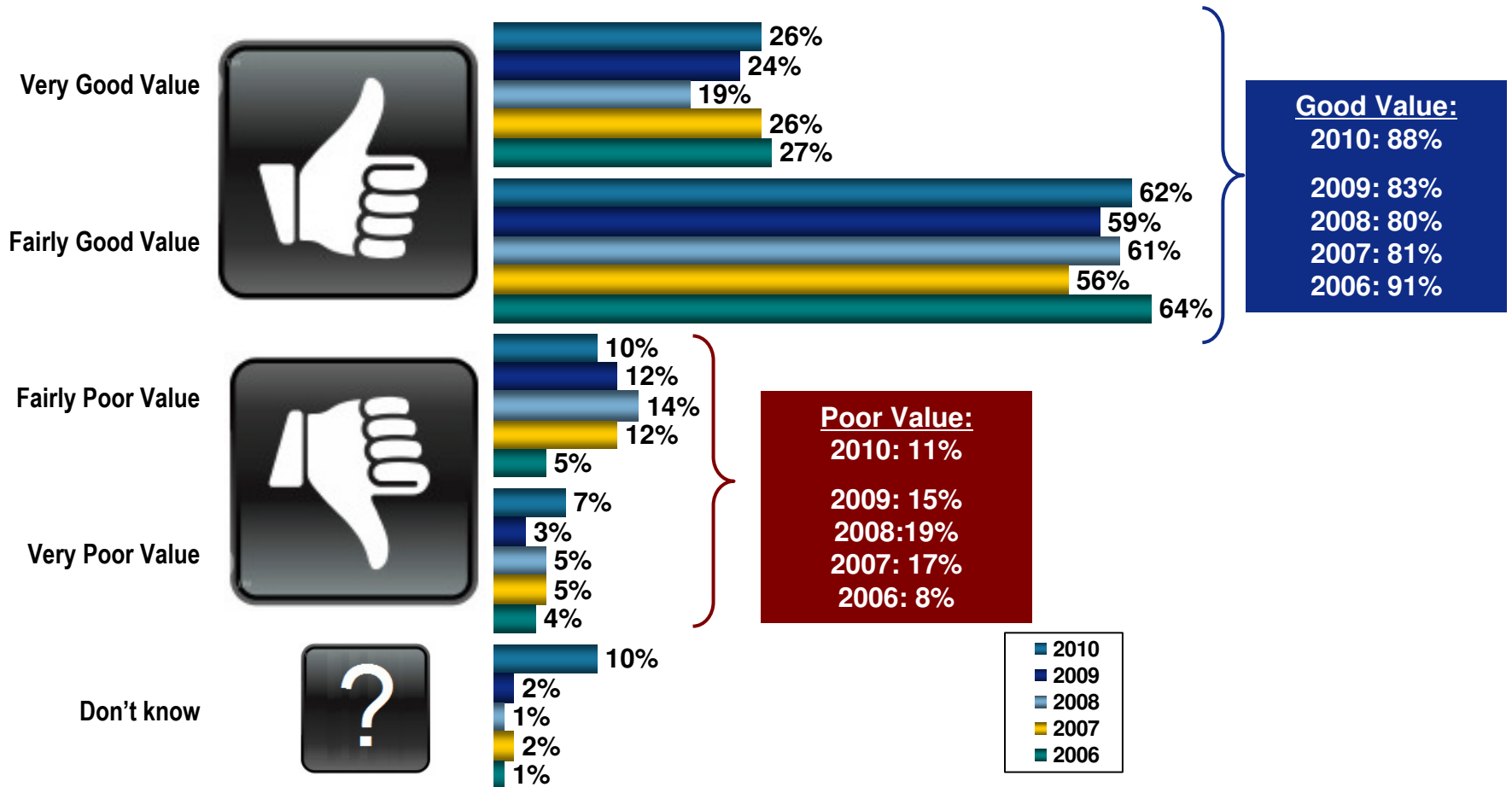


Financial Planning



A majority of residents say they receive good value for their tax dollars; on par statistically with 2009.

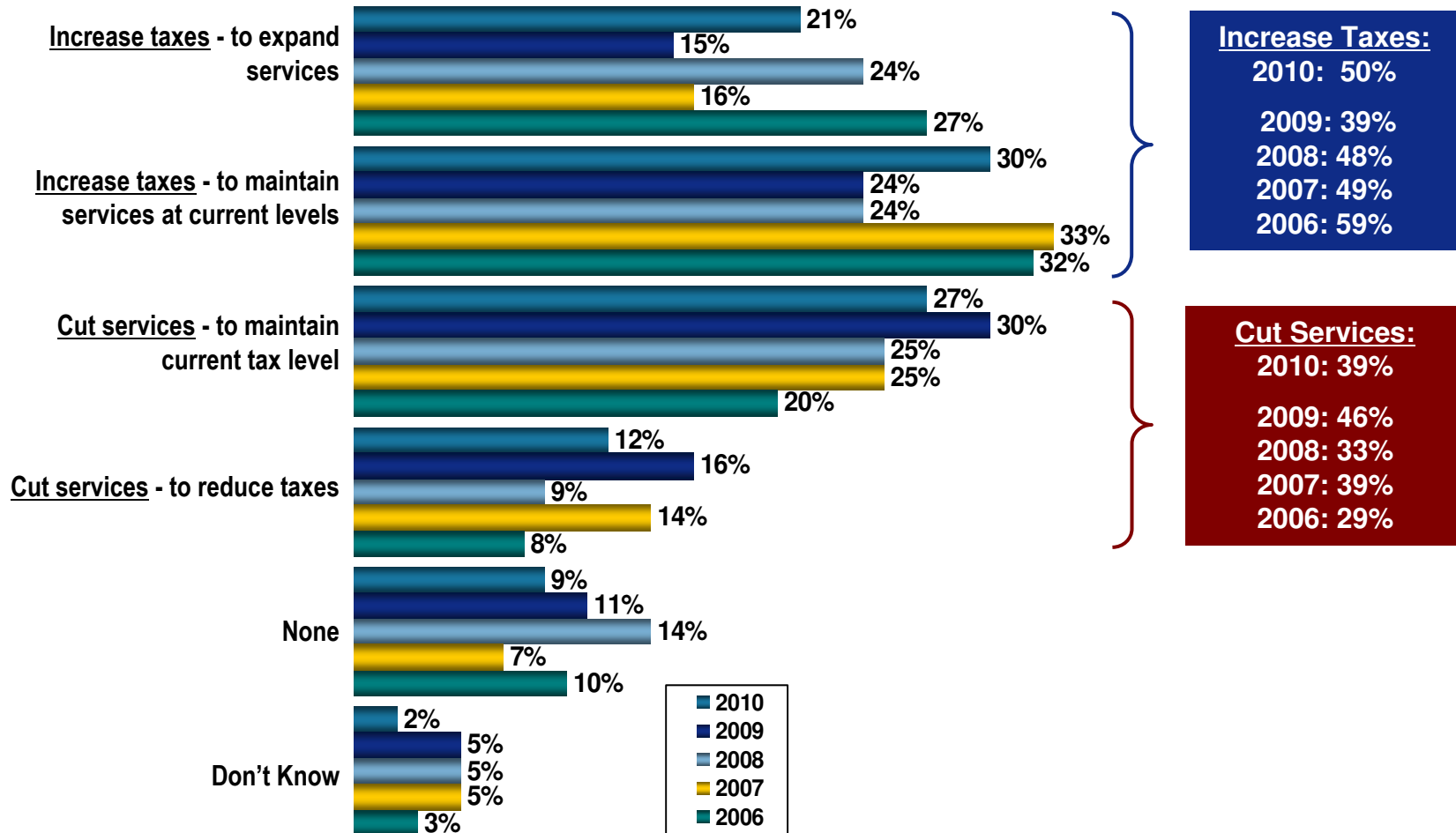
q6. Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?





There is an stronger level of support for tax increases in 2010 compared to results from last year.

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?



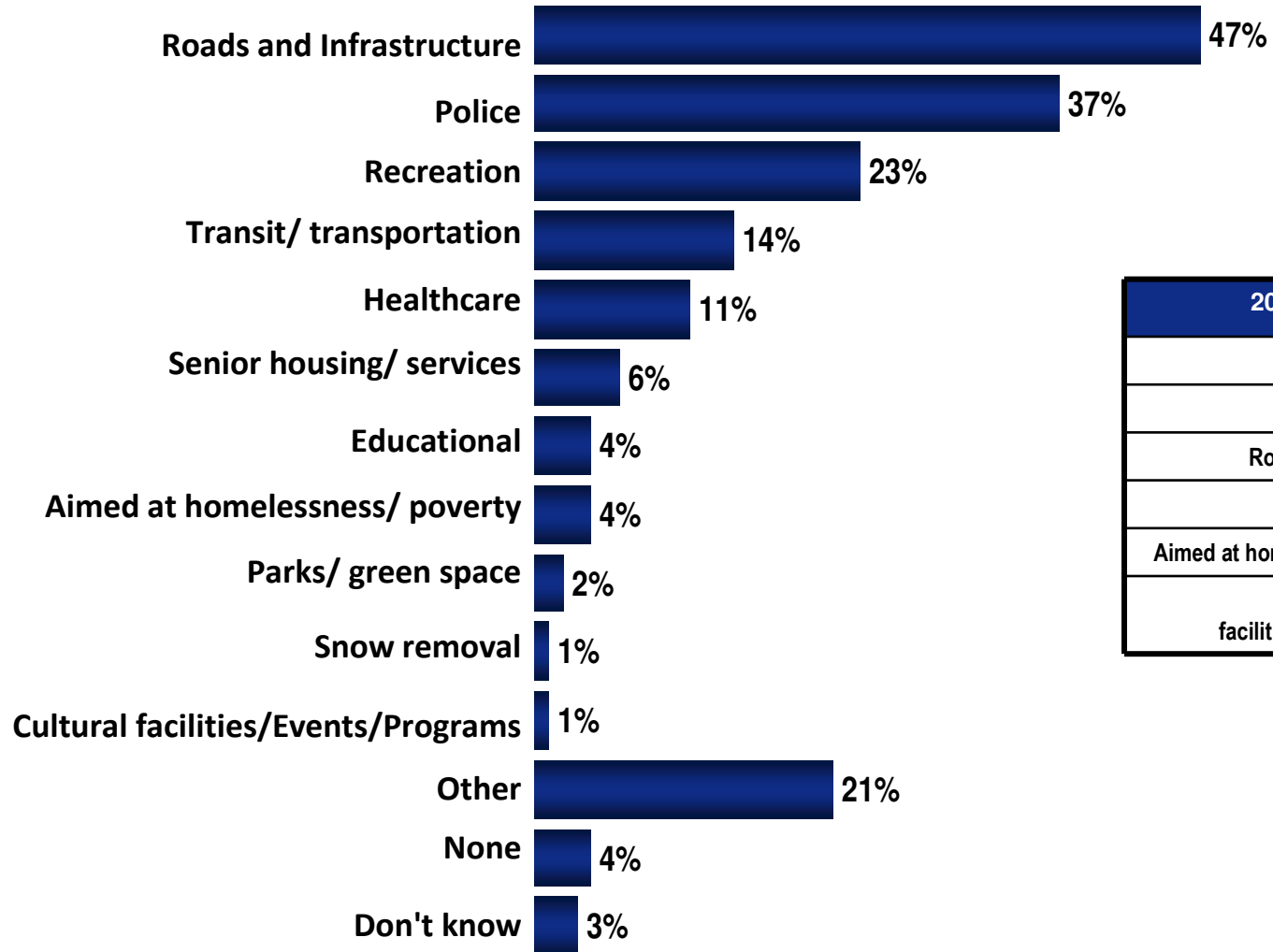


Roads and Infrastructure, Policing, and Recreation are all top services residents would support enhancements to as a result of increasing taxes.

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?

Unaided

**multiple responses allowed*



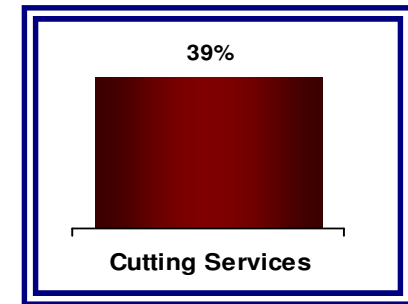
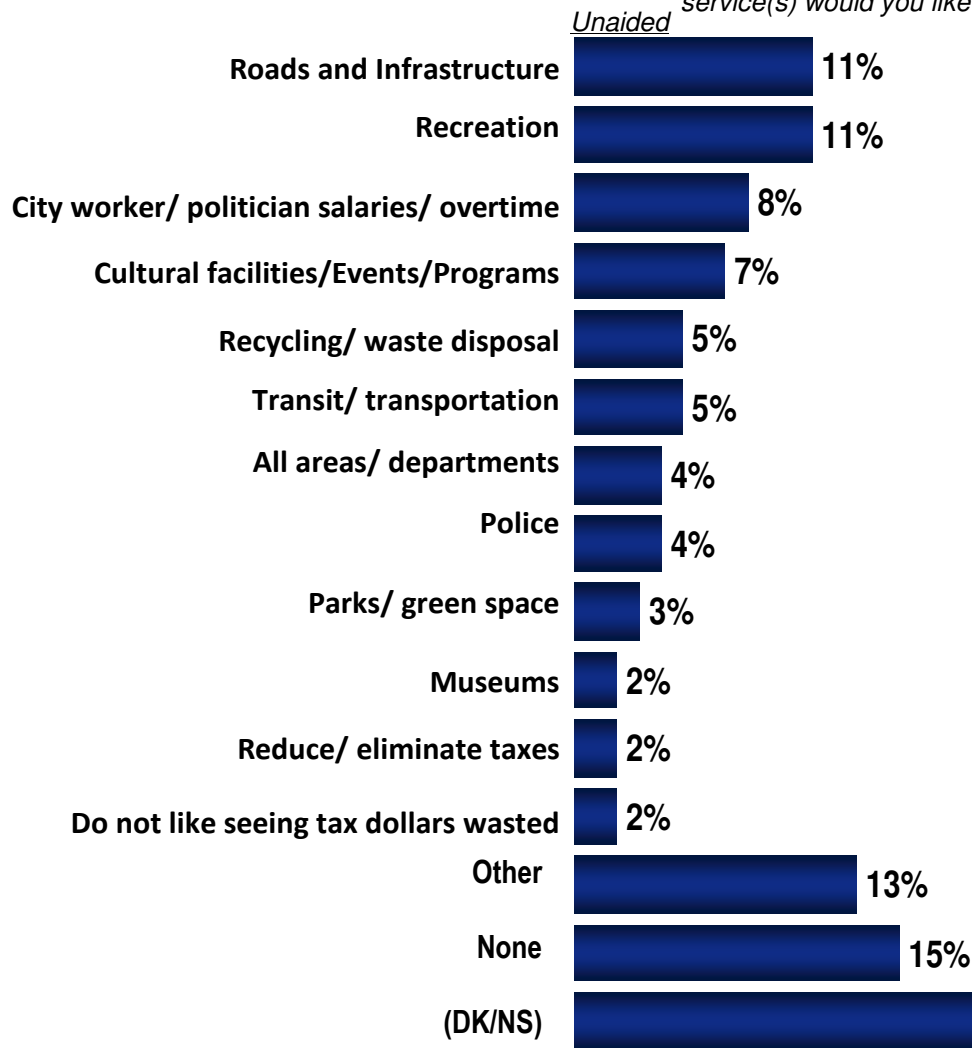
2009 Top Mentions	
Recreation	24%
Police	24%
Roads & Infrastructure	20%
Educational	14%
Aimed at homelessness/ poverty	9%
Cultural facilities/events/programs	7%



Just over half of those who would support cutting services are unable to provide clear 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



2009 Top Mentions	
Recreation	24%
Police	24%
Roads & Infrastructure	20%
Educational	14%
Aimed at homelessness/ poverty	9%
Cultural facilities/events/programs	7%

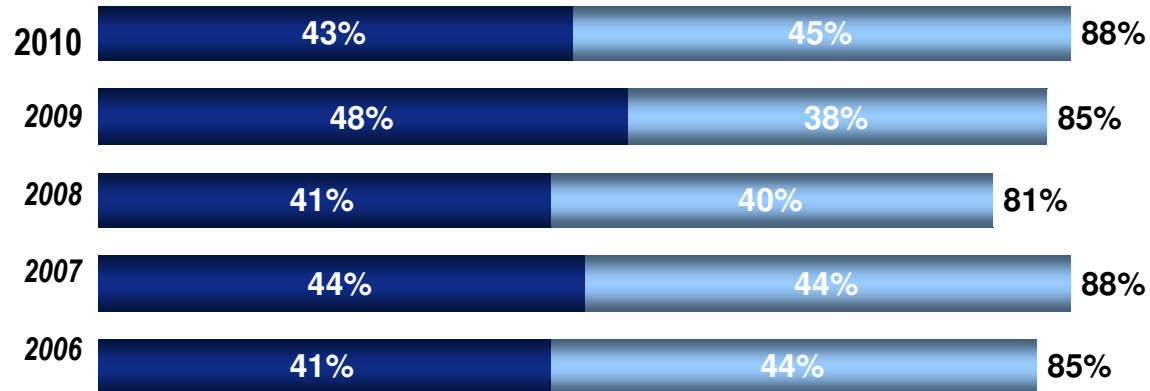
*Responses 1% and lower included in "Other"



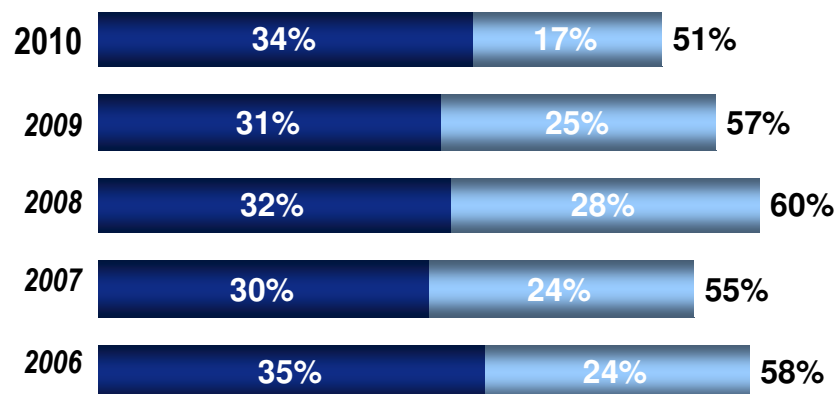
Residents are most likely to support corporate sponsorship; support for pay parking and gambling revenues decrease in 2010.

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.

Corporate sponsorship for municipal programs & facilities



Gambling revenue from casinos or slot machines



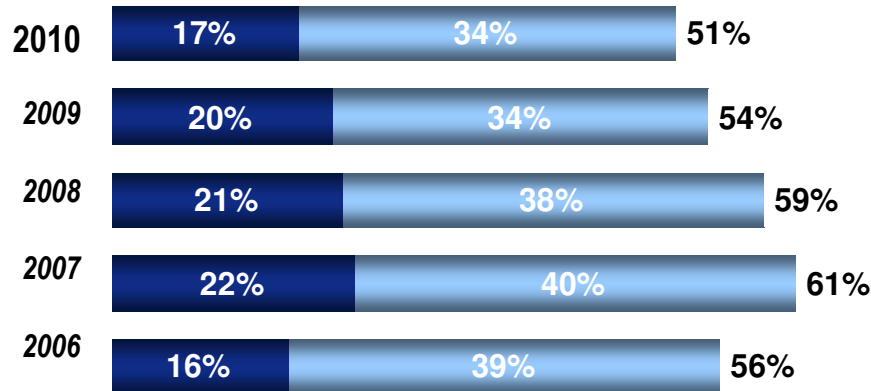
■ Strongly Support ■ Somewhat Support



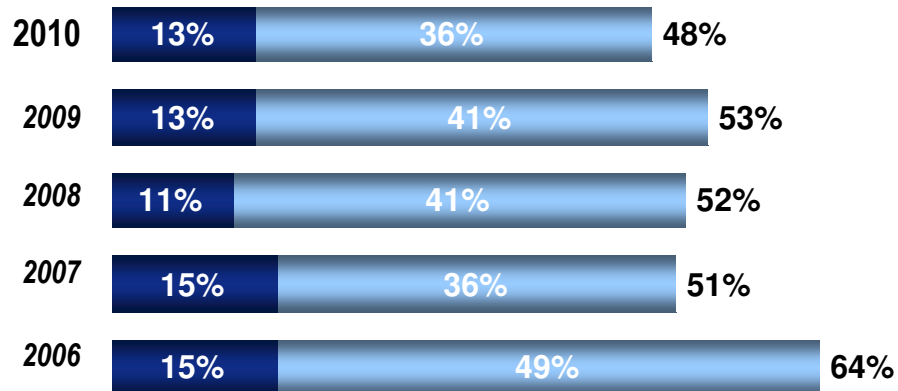
Residents are most likely to support corporate sponsorship; support for pay parking and gambling revenues decrease in 2010.

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.

Expanded or increased pay parking



Increased or new user fees on programs & services



■ Strongly Support ■ Somewhat Support

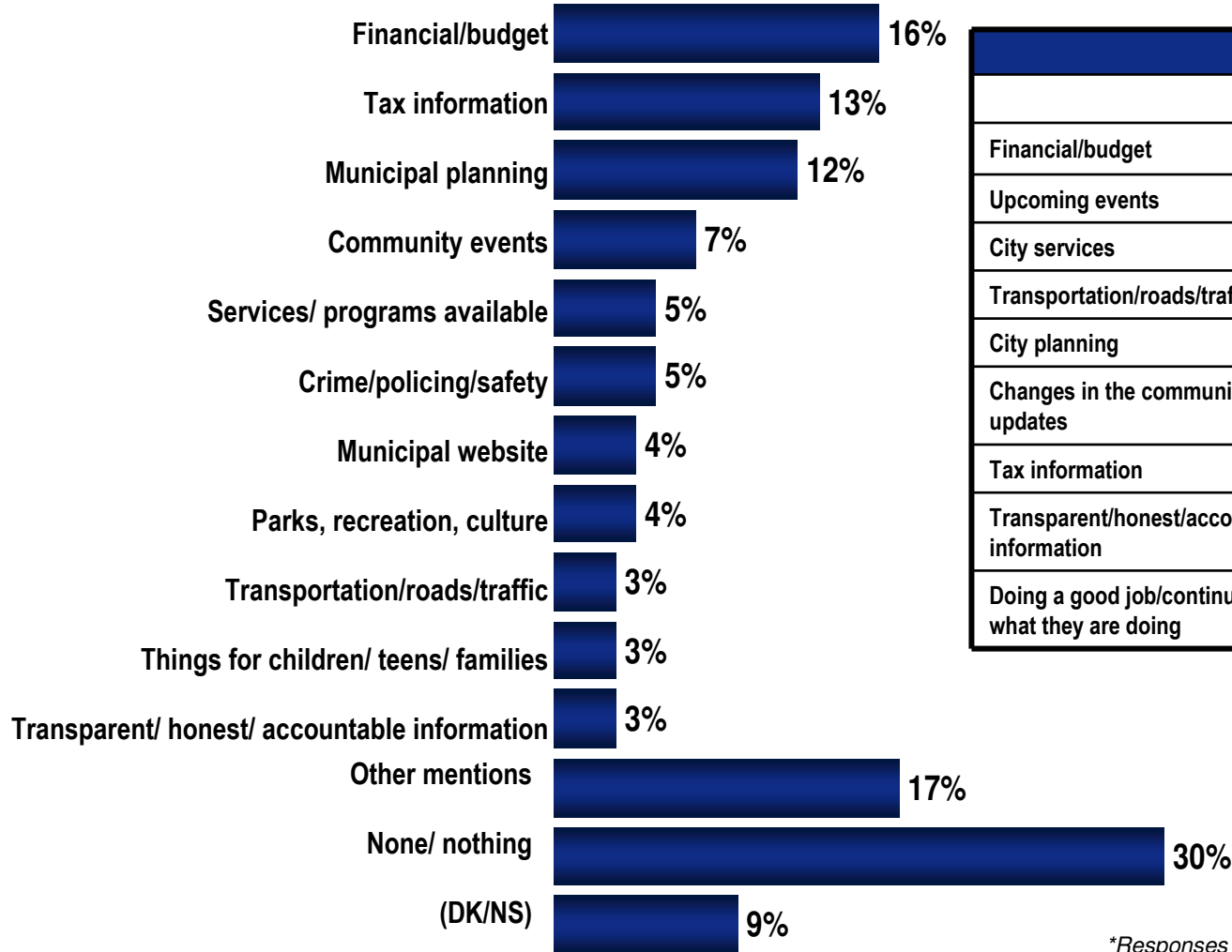


Additional information related to finances, City taxes and Municipal planning top resident needs.

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*



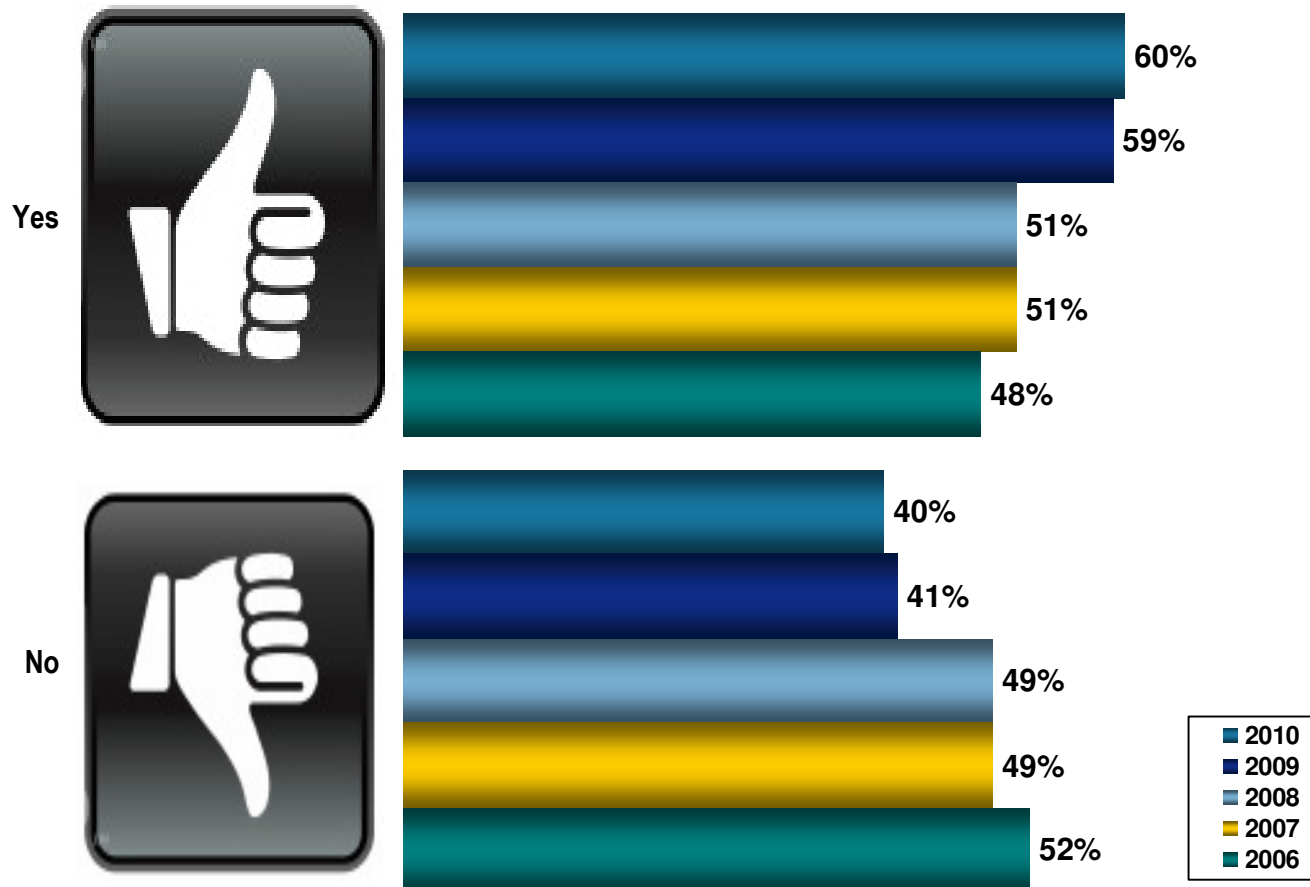
Top Mentions				
	2009	2008	2007	2006
Financial/budget	12%	5%	6%	8%
Upcoming events	5%	3%	3%	4%
City services	N/A	6%	13%	N/A
Transportation/roads/traffic	4%	3%	3%	4%
City planning	4%	3%	7%	4%
Changes in the community/ updates	4%	3%	3%	N/A
Tax information	N/A	8%	16%	11%
Transparent/honest/accountable information	4%	7%	2%	4%
Doing a good job/continue to do what they are doing	N/A	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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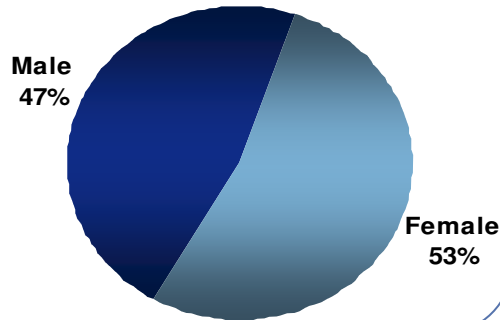


Demographics



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	1%
1 – 5 years	28%
6 – 10 years	20%
11 – 20 years	17%
21 – 50 years	30%
51+ years	2%
Don't know	1%

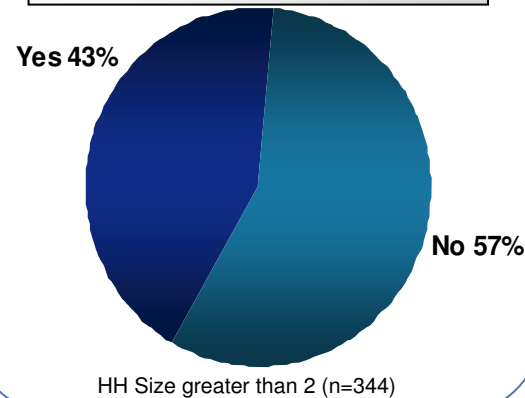
Property Taxes

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

Income

Less than \$20,000	5%
\$20,000 to just under \$40,000	16%
\$40,000 to just under \$60,000	19%
\$60,000 to just under \$80,000	19%
\$80,000 to just under \$100,000	12%
\$100,000 or more	21%
Prefer to answer	7%

Children under 18 in HH



Own or Rent

