

2011 Ipsos Reid Survey

Communications & Strategic Planning



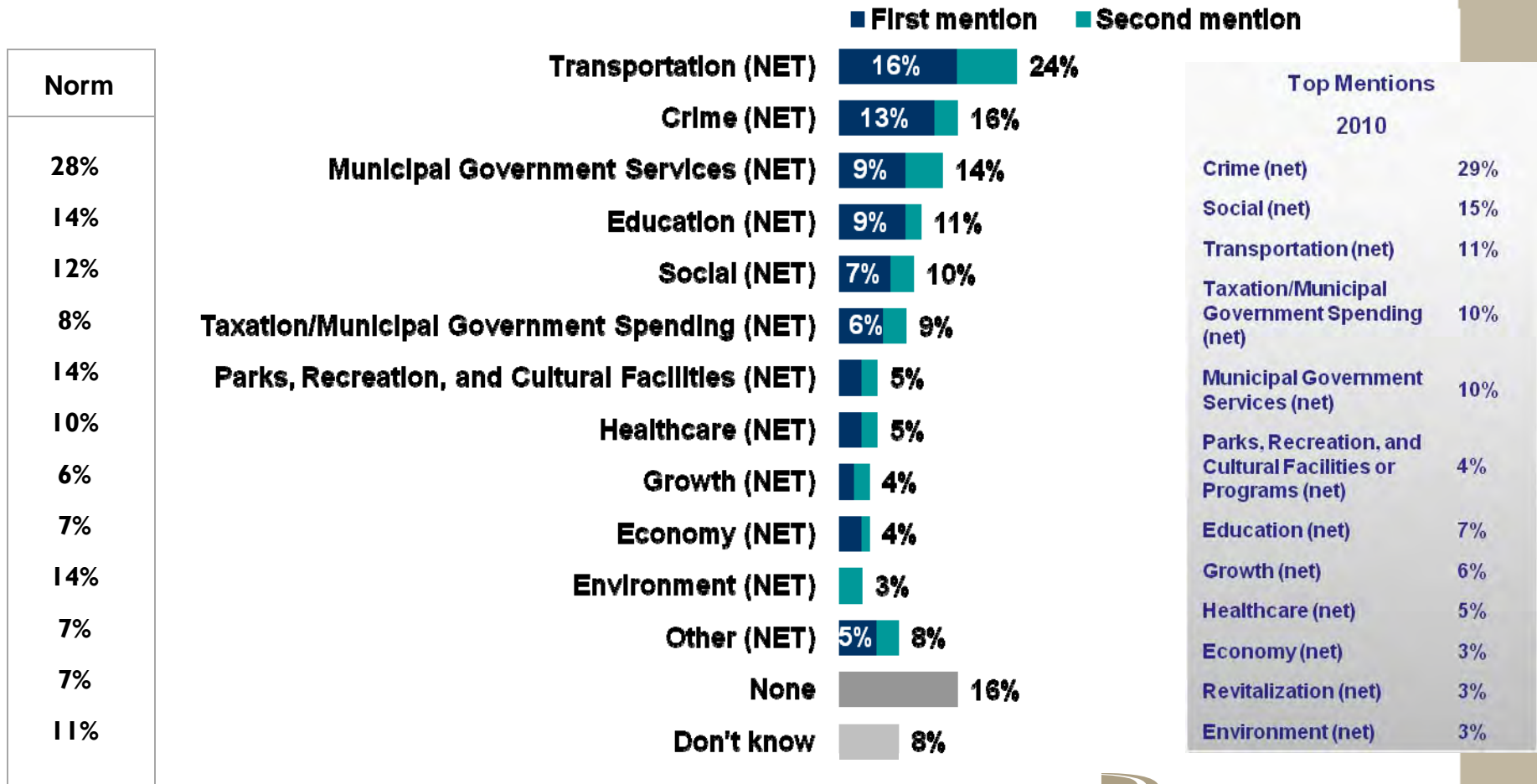
Methodology

- 300 telephone interviews with a randomly selected representative sample of the City of Red Deer residents aged 18 years or older.
- Conducted between May 24 and June 3, 2011.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in the City of Red Deer according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms (Canada-wide) to provide additional context, insight, and benchmarks.

Issue Agenda

Top of Mind Issues

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?

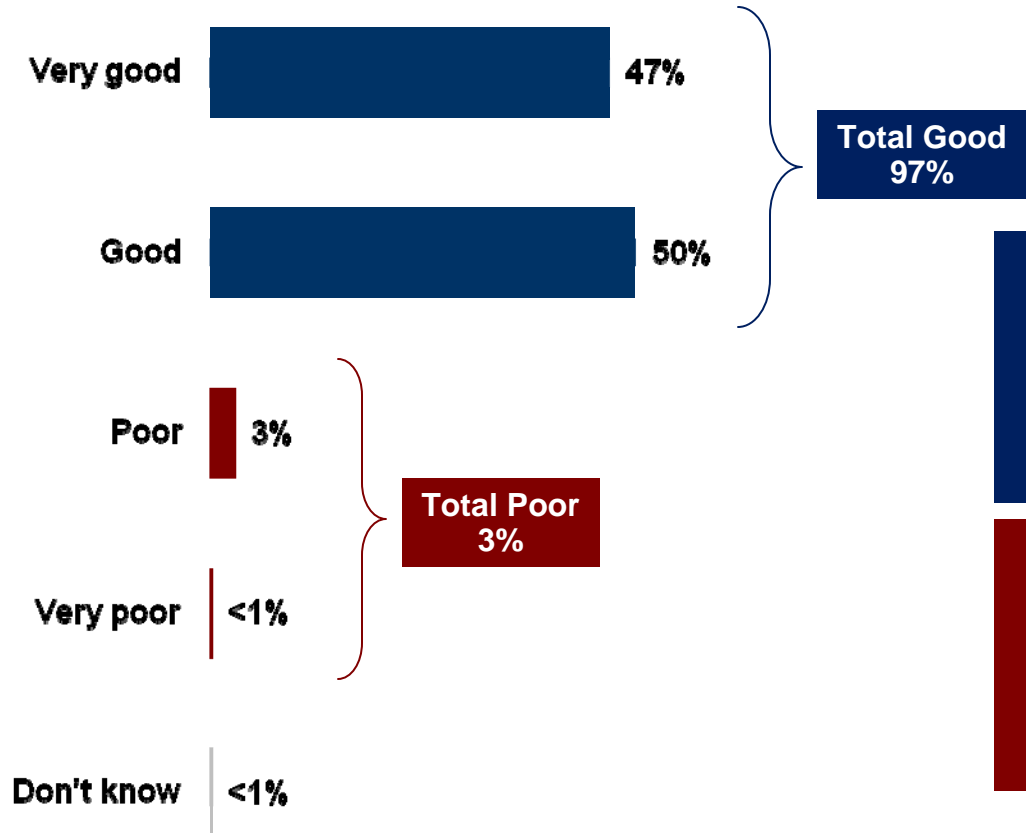
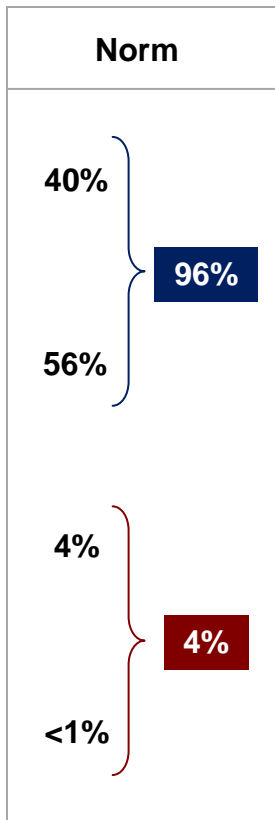


Base: All respondents (n=300)

Quality of Life

Quality of Life

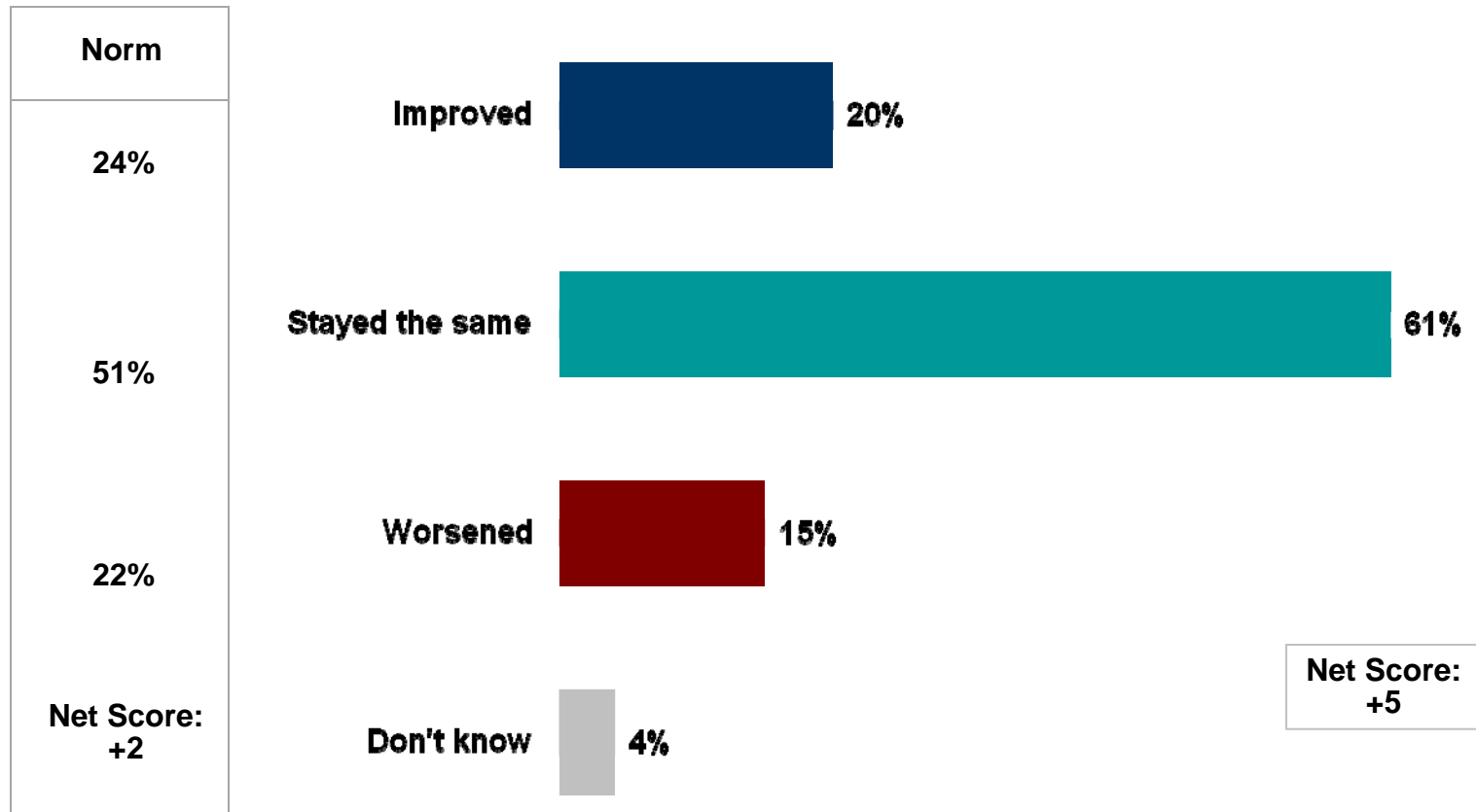
How would you rate the overall quality of life in the City of Red Deer today?



Base: All respondents (n=300)

Change in Quality of Life

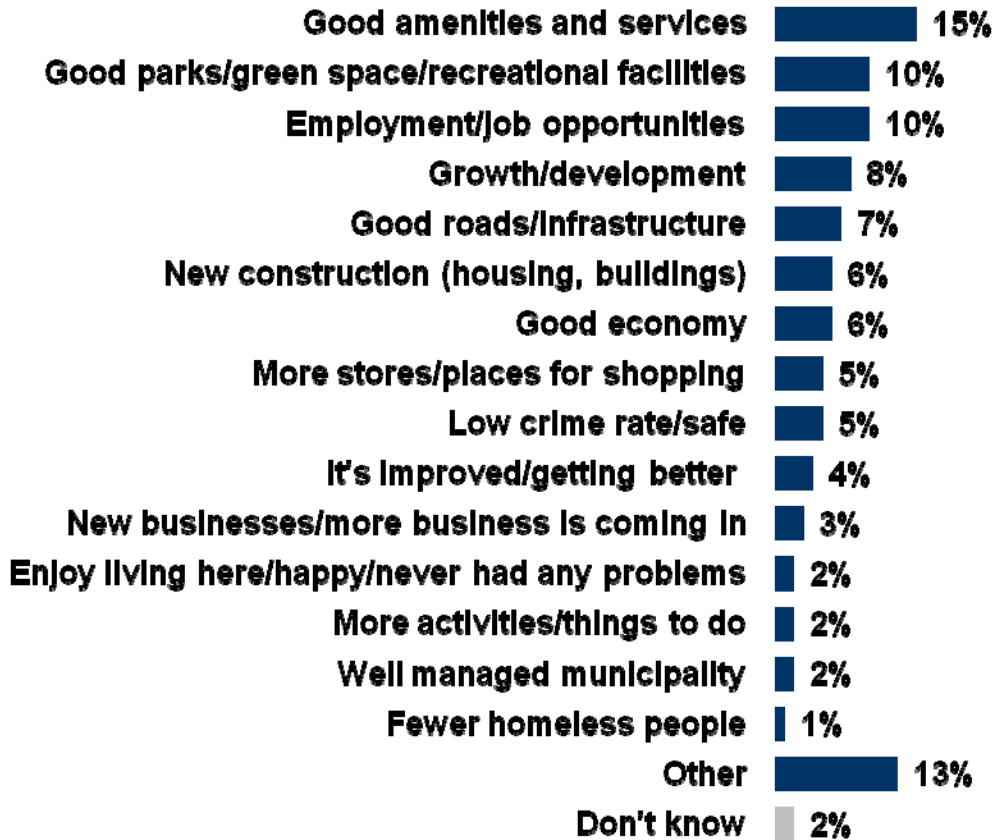
And, do you feel that the quality of life in the City of Red Deer in the past three years has...?



Base: All respondents (n=300)

Reasons Why Quality of Life has Improved

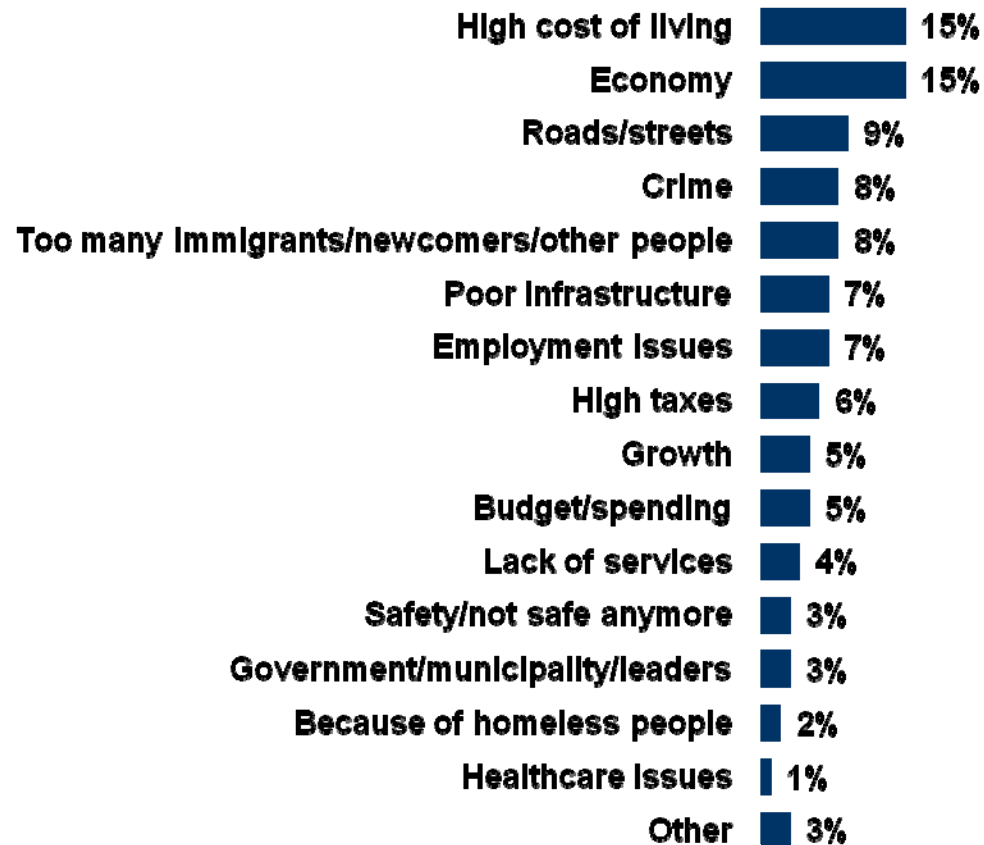
Why do you think the quality of life has improved?



Base: Quality of life has improved in the past three years (n=55)*
 *Small base size (<100), interpret with caution.

Reasons Why Quality of Life has Worsened

Why do you think the quality of life has worsened?



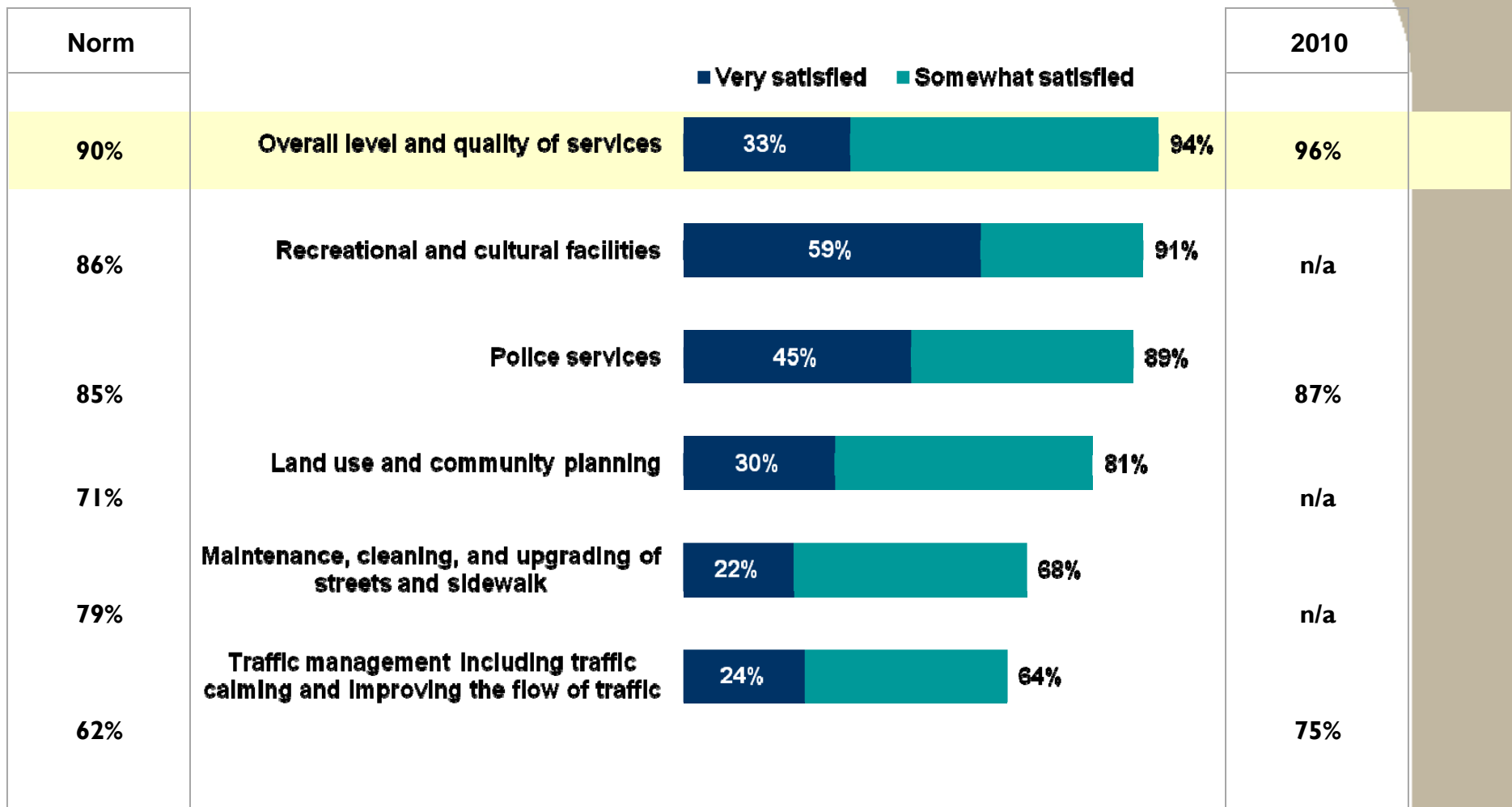
Base: Quality of life has worsened in the past three years (n=47)*

*Very small base size (<50), interpret with extreme caution.

Satisfaction with Services

Satisfaction with Services

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

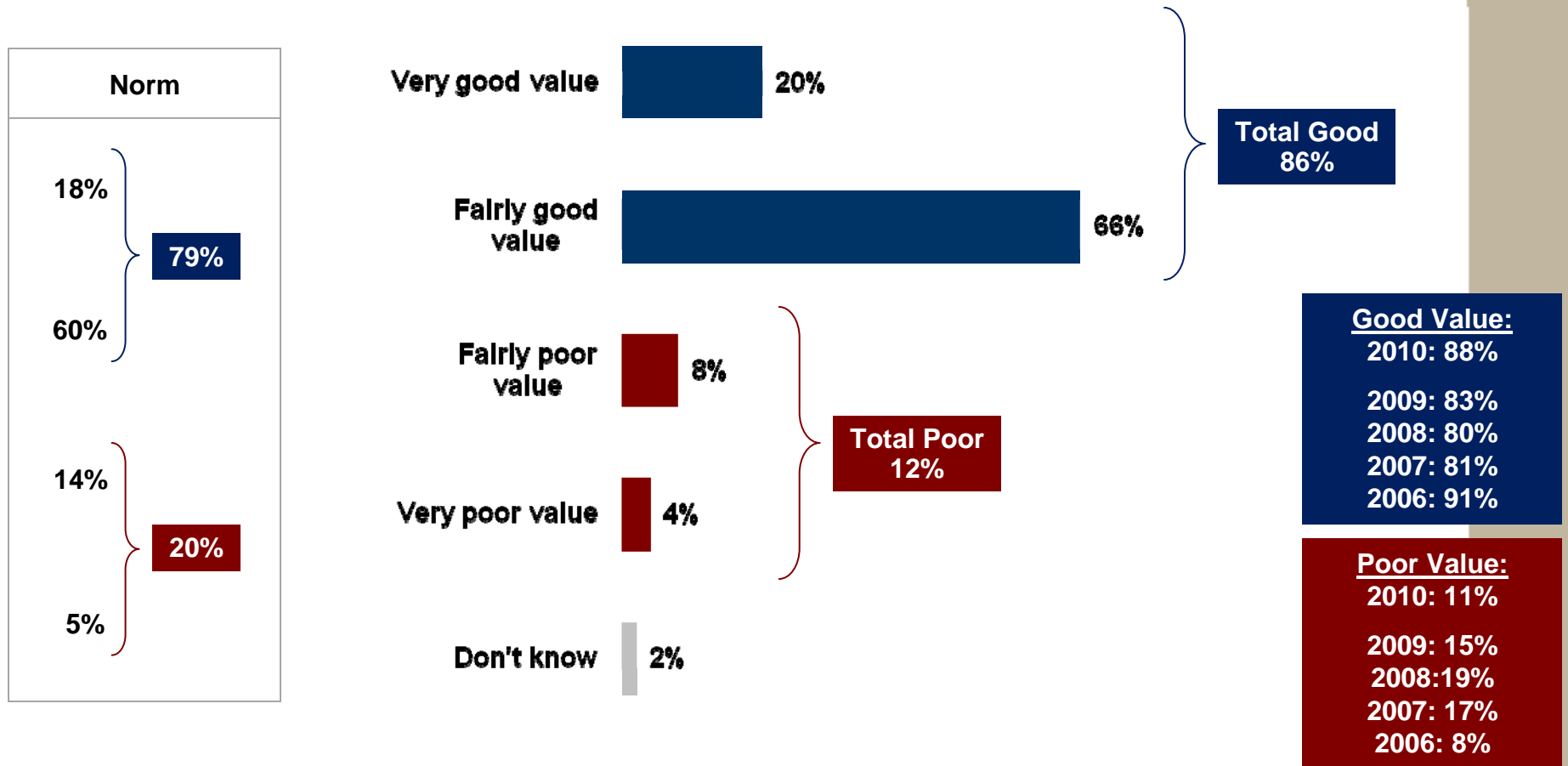


Base: All respondents (n=300)

Financial Planning

Value for Taxes

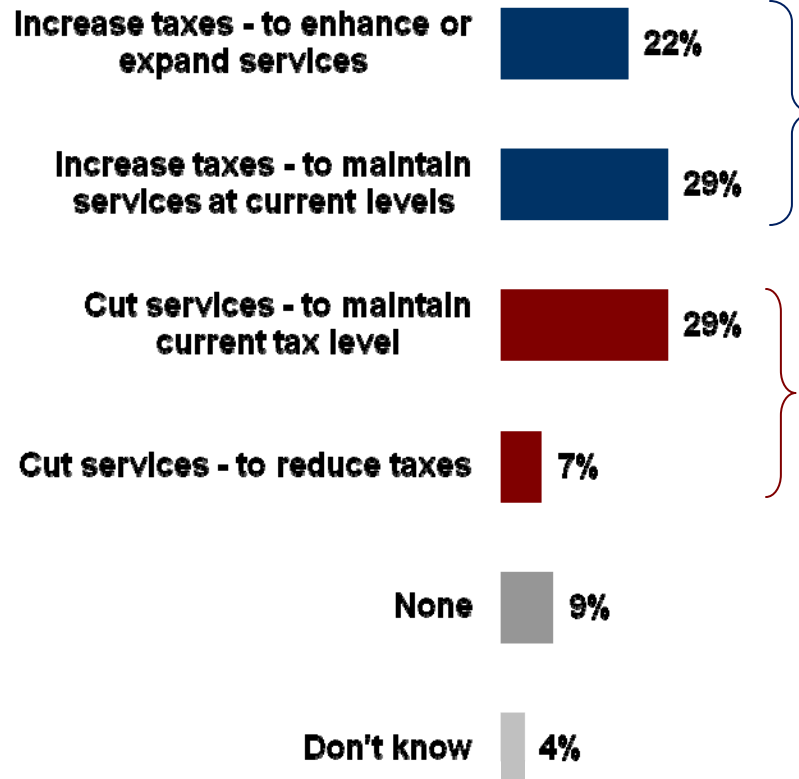
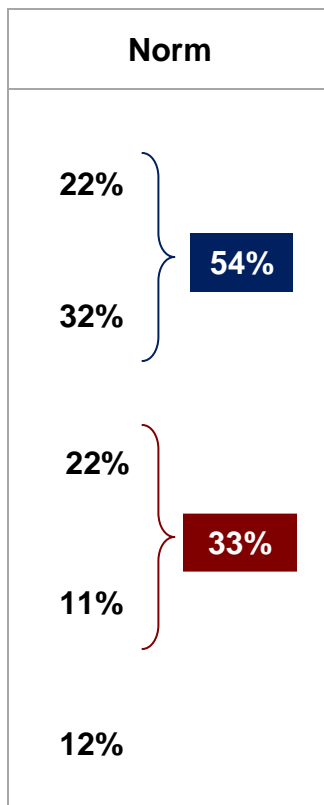
Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars?



Base: All respondents (n=300)

Balancing Tax Increases and Service Cuts

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 one of the following four options would you most like the City of Red Deer to pursue?



Increase Taxes
51%

Cut Services
36%

Increase Taxes:
2010: 50%
2009: 39%
2008: 48%
2007: 49%
2006: 59%

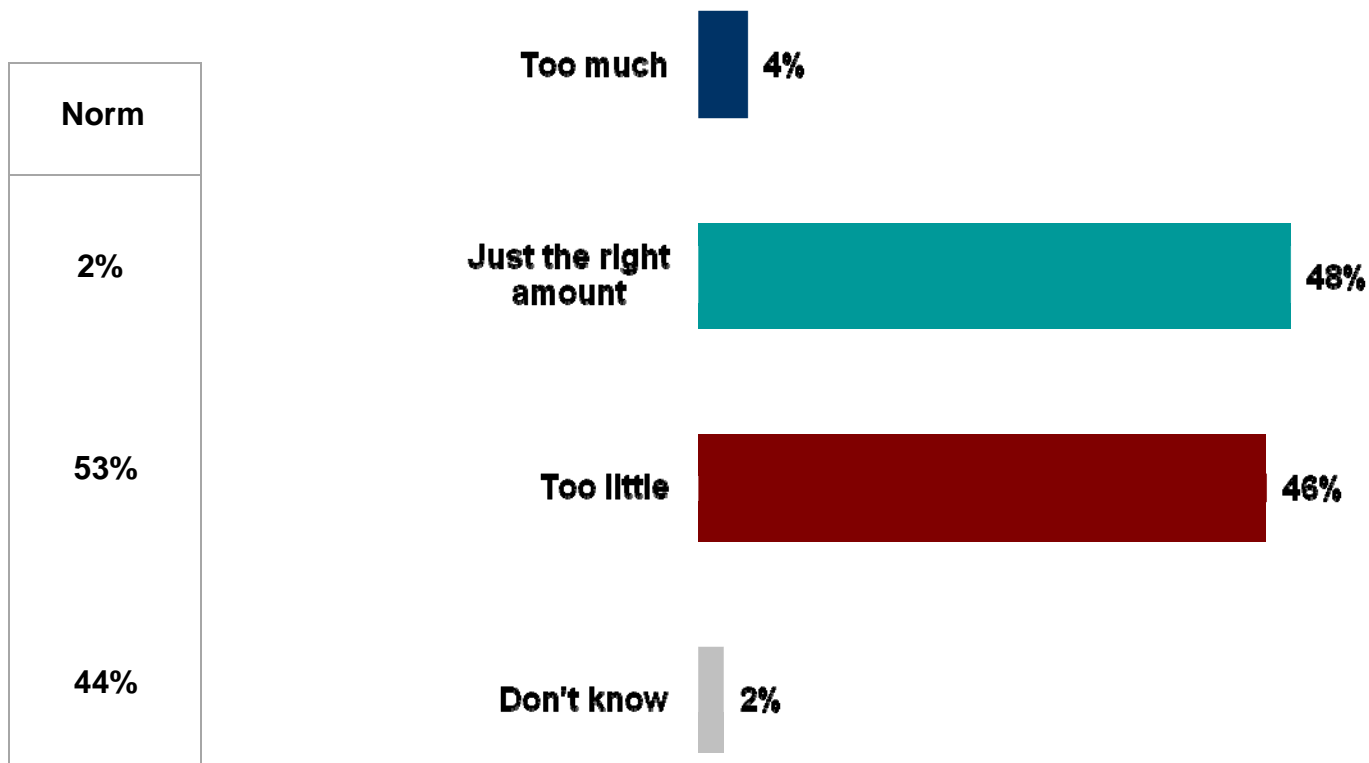
Cut Services:
2010: 39%
2009: 46%
2008: 33%
2007: 39%
2006: 29%

Base: All respondents (n=300)

Communication

Level of Information

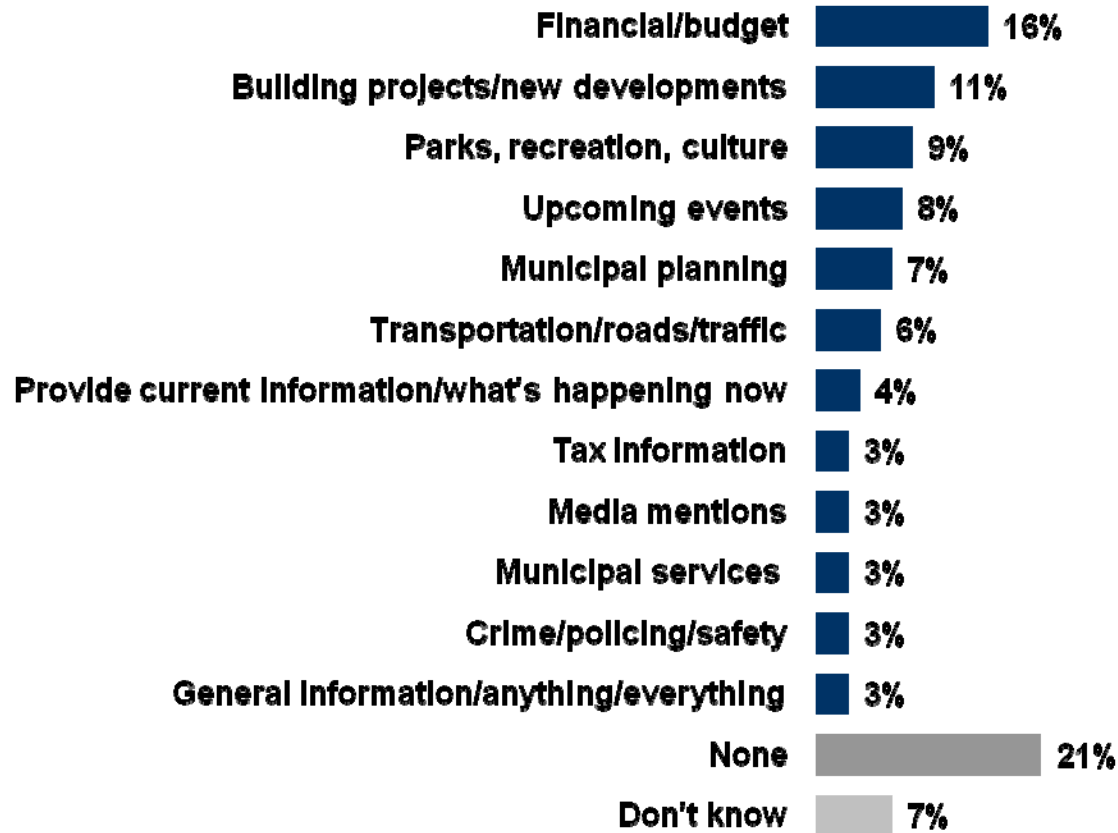
In your opinion, do you currently receive too much, just the right amount, or too little information from the City of Red Deer?



Base: All respondents (n=300)

Information Needs

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



Top Mentions 2010	
Financial/budget	16%
Tax Information	13%
Municipal Planning	12%
Community events	7%
Services / programs available	5%
Crime/policing/safety	5%
Municipal website	4%
Parks, recreation, culture	4%

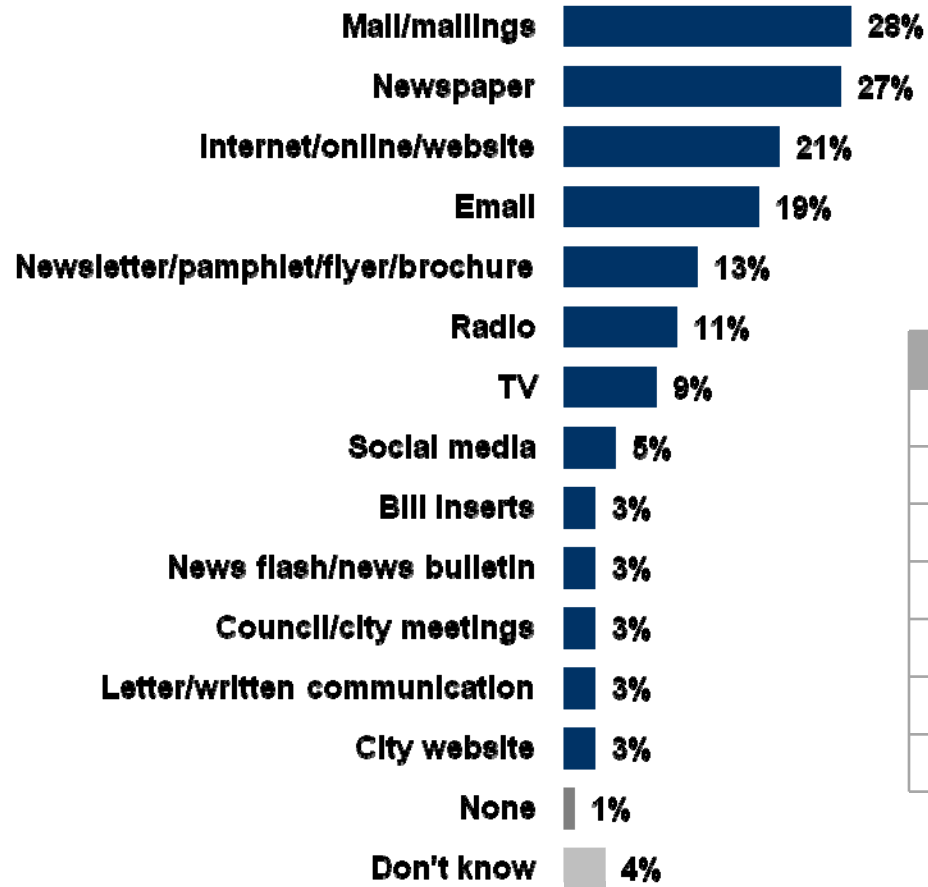
Only mentions of 3% or more are shown.

Base: All respondents (n=300)



Preferred Communication Channels

And what methods would be best for the City of Red Deer to communicate information to you?



Norm Top Mentions	
Newspaper	38%
Mail	29%
Email	13%
Community newsletter	9%
City website	9%
TV	8%
Internet	8%

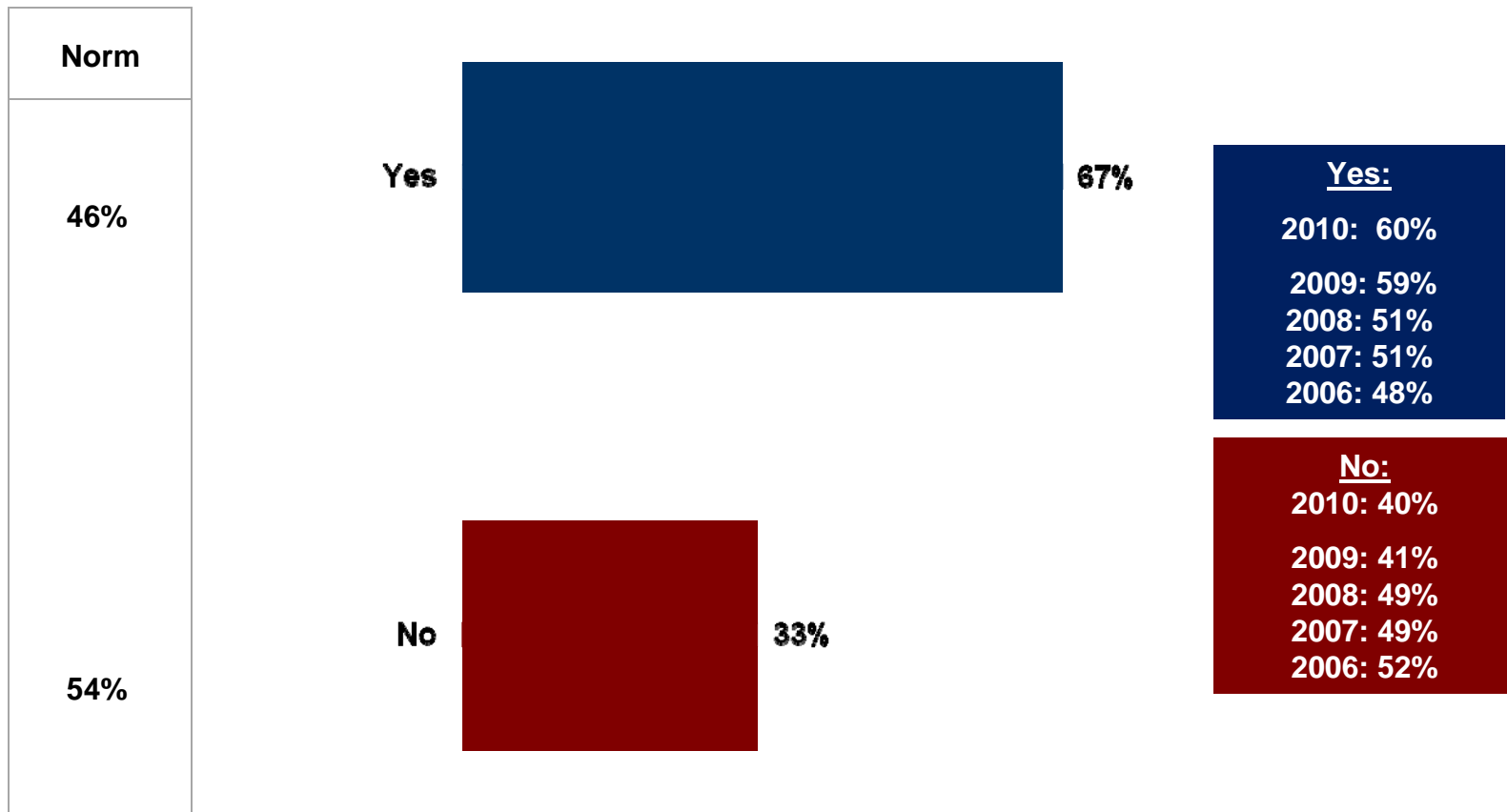
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Base: All respondents (n=300)



Website Visitation

In the last twelve months, have you been to the City of Red Deer's website?



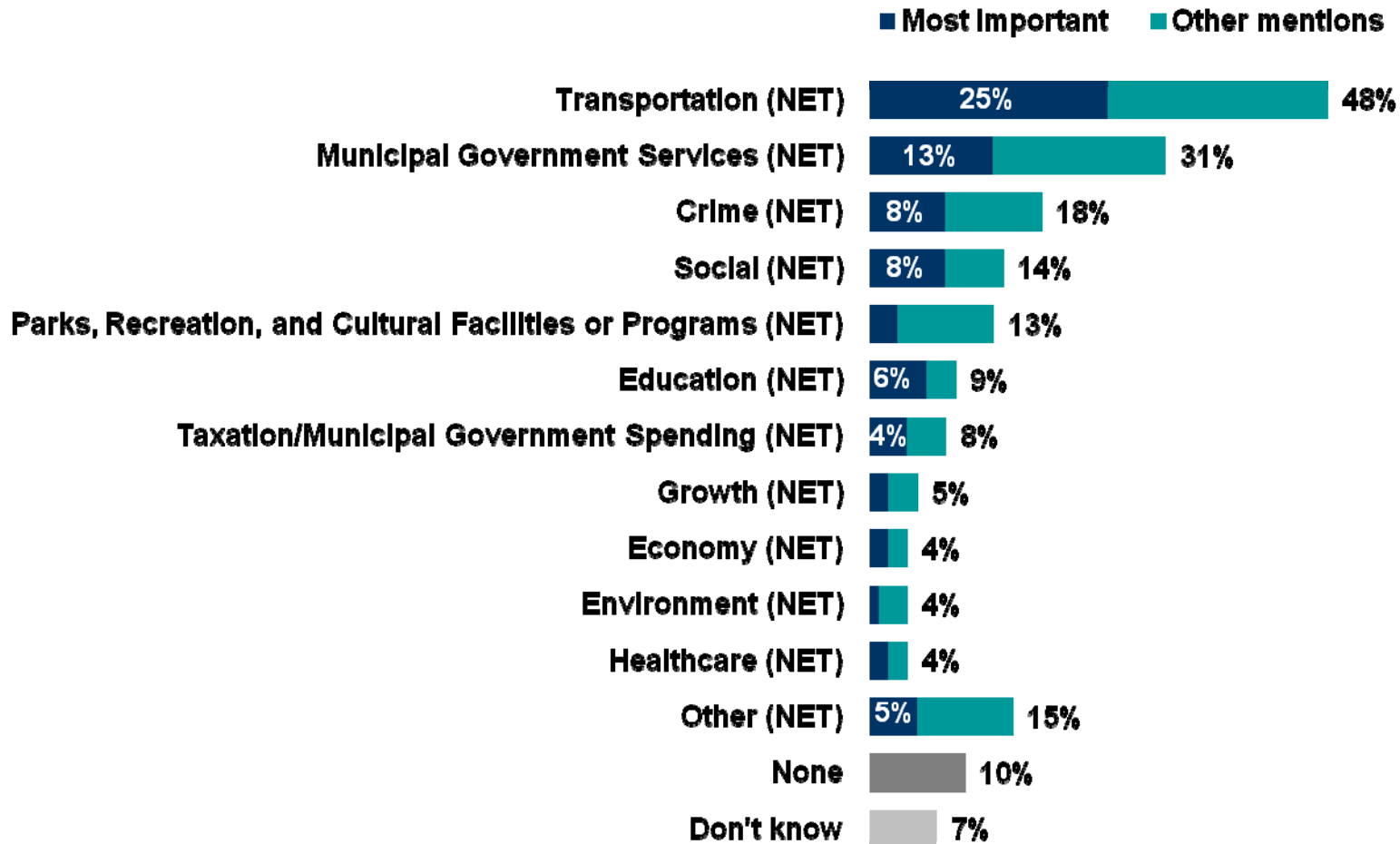
Base: All respondents (n=300)



Citizen Priorities and Expectations

Top Three Priorities (Unprompted)

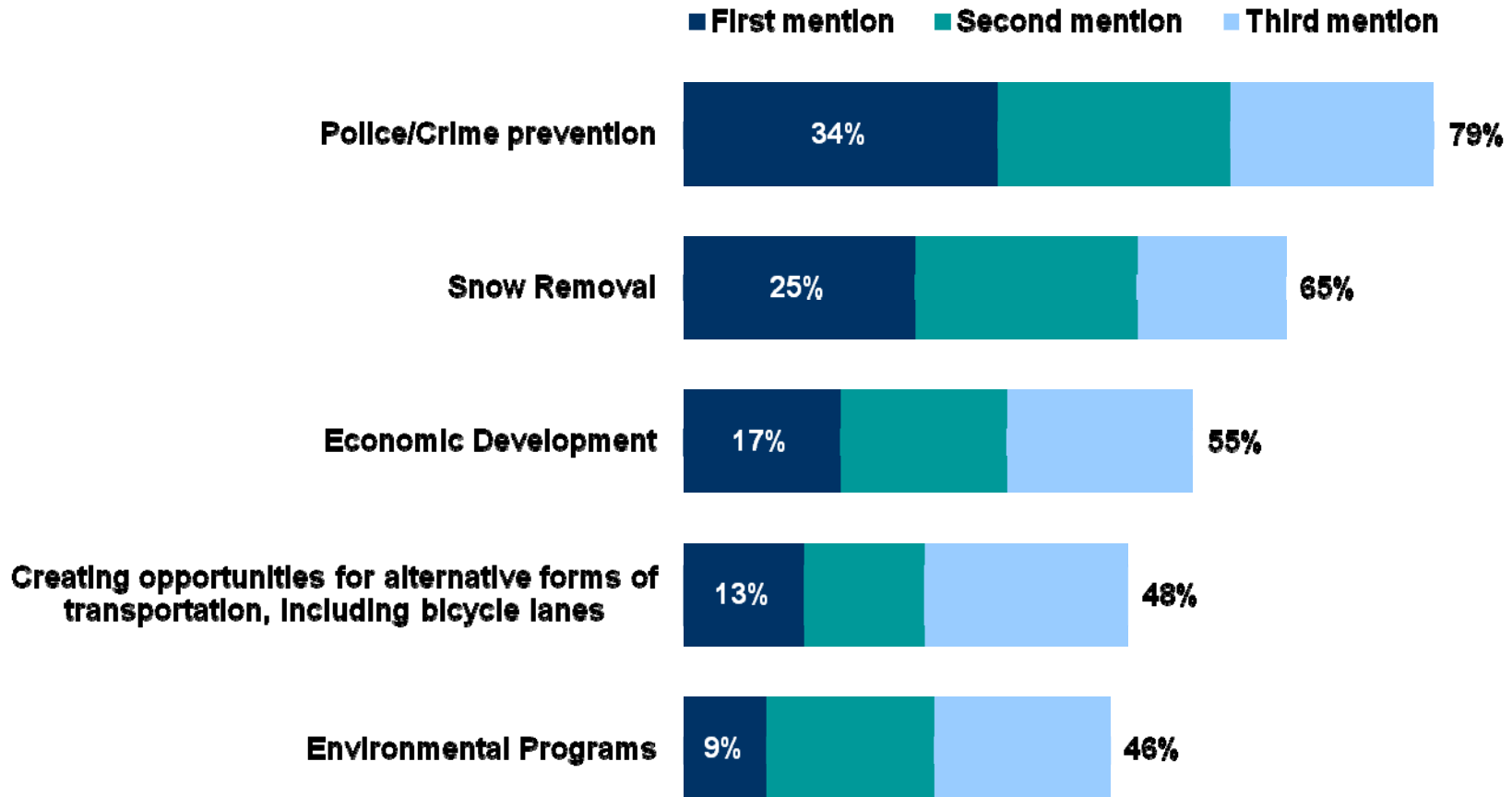
Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City of Red Deer should address over the next 12 months. Next, I'd like you to rate these priorities from most important to least important.



Base: All respondents (n=300)

Ranking Municipal Priorities

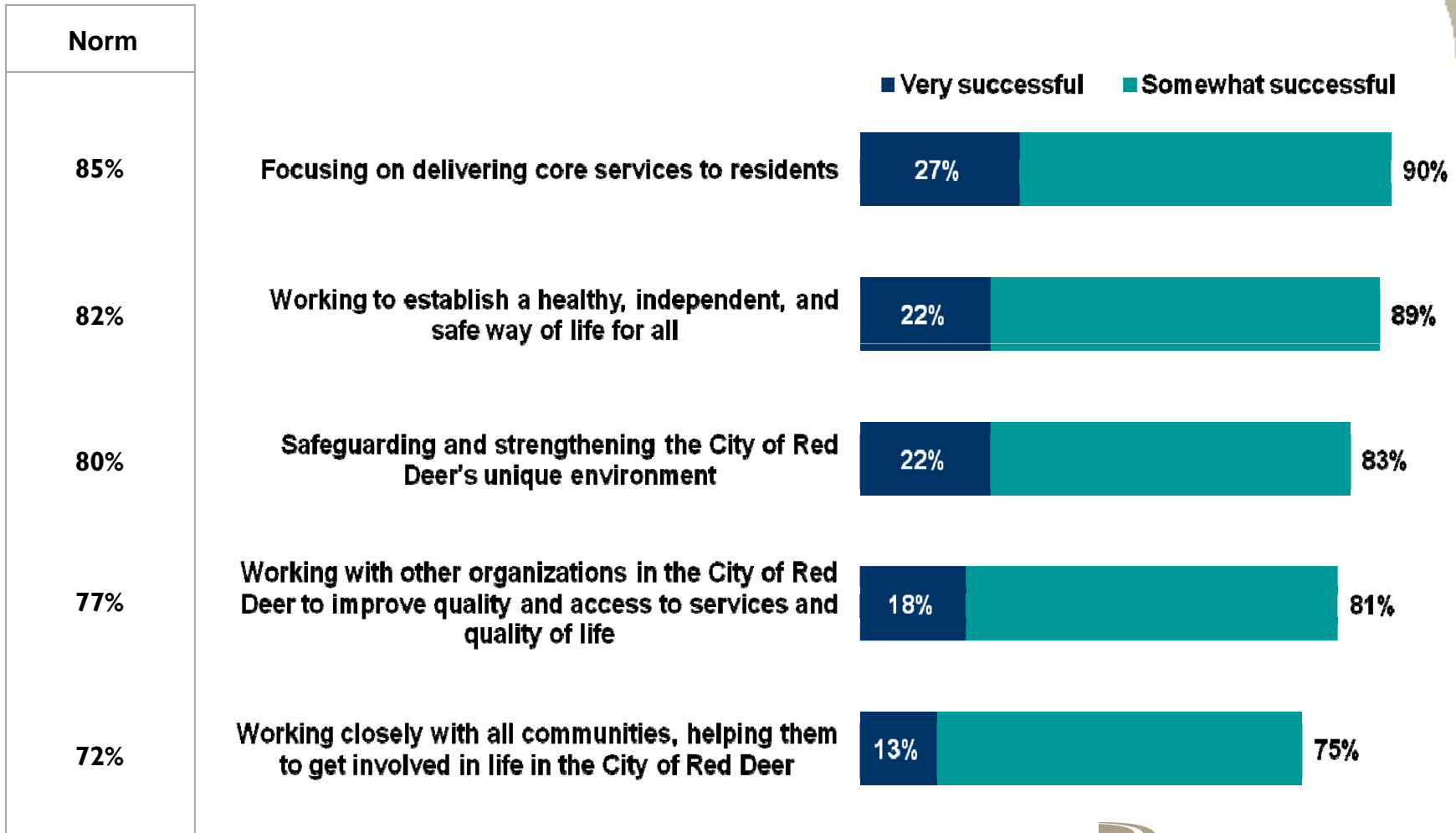
Next, I'm going to read you a list of five priorities that the City of Red Deer might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally.



Base: All respondents (n=300)

Municipal Success in Priority Areas

How successful or unsuccessful would you say the City of Red Deer is in...?



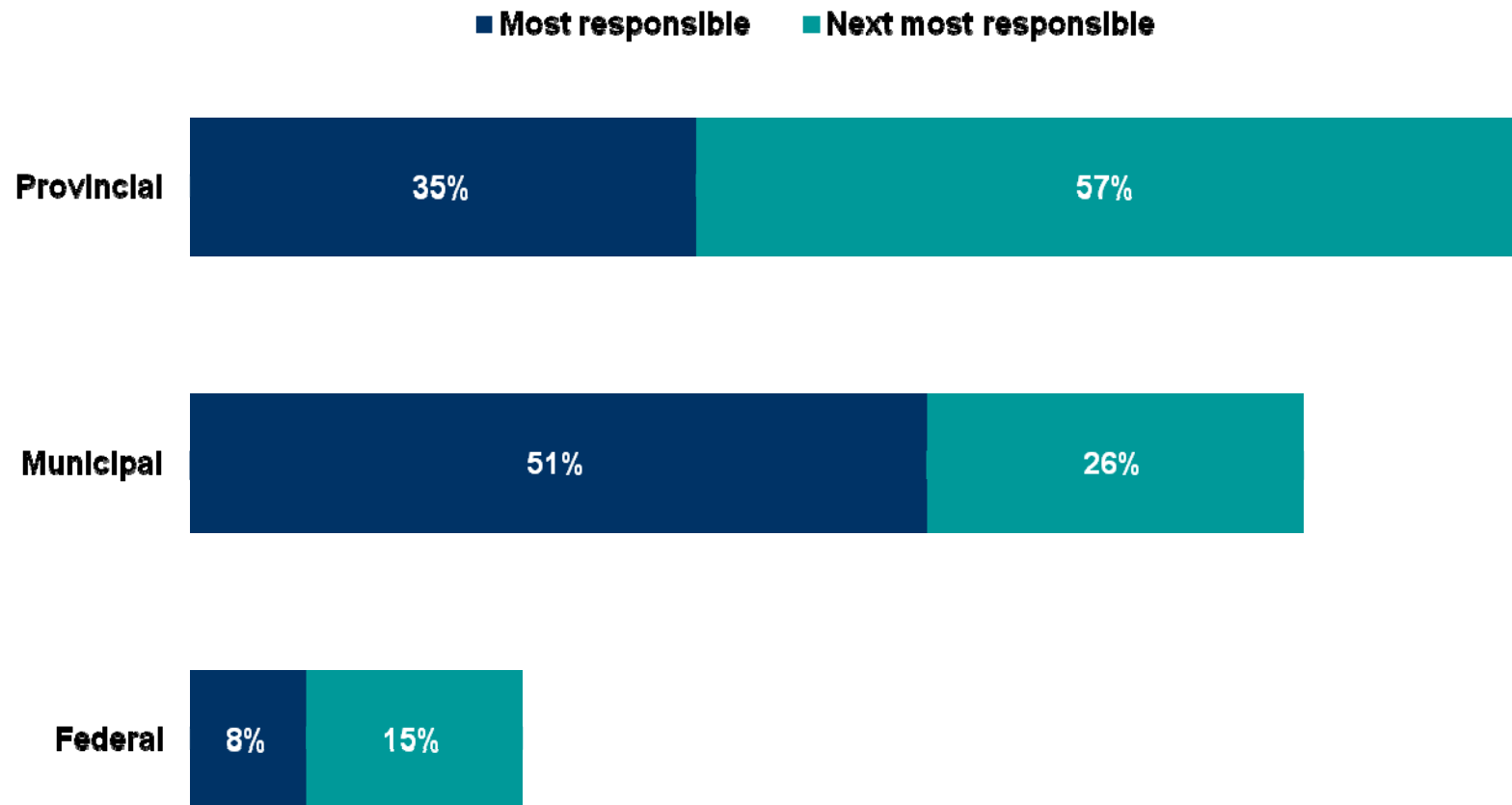
Base: All respondents (n=300)



Infrastructure

Level of Government Responsible for Health of Infrastructure in Community

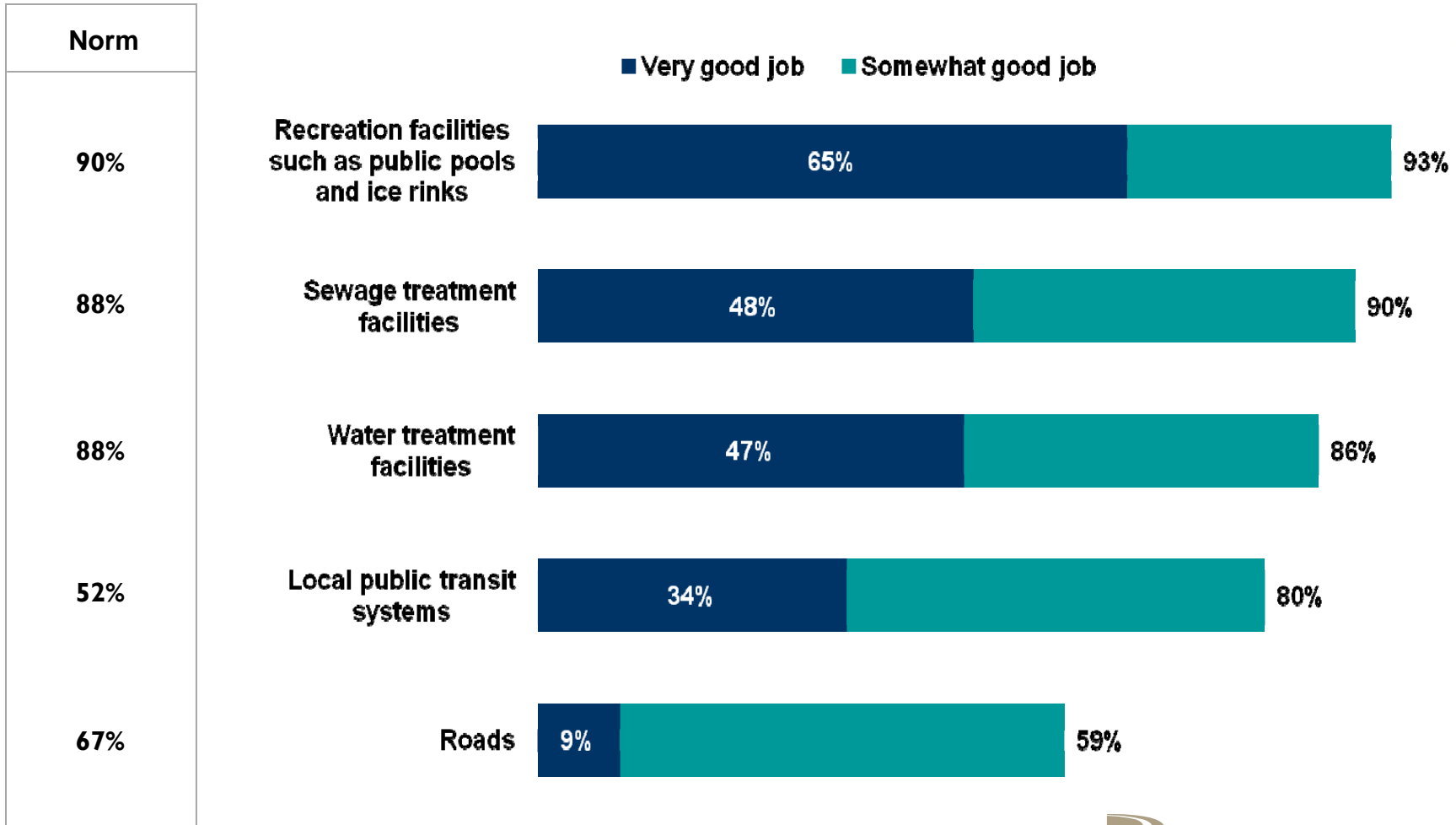
Which level of government do you think is most responsible for the health of the infrastructure in your community?



Base: All respondents (n=300)

Municipal Performance in Managing Infrastructure Assets

Please tell me if you think the City of Red Deer is doing a good job or poor job of managing each of the following infrastructure assets in your community.

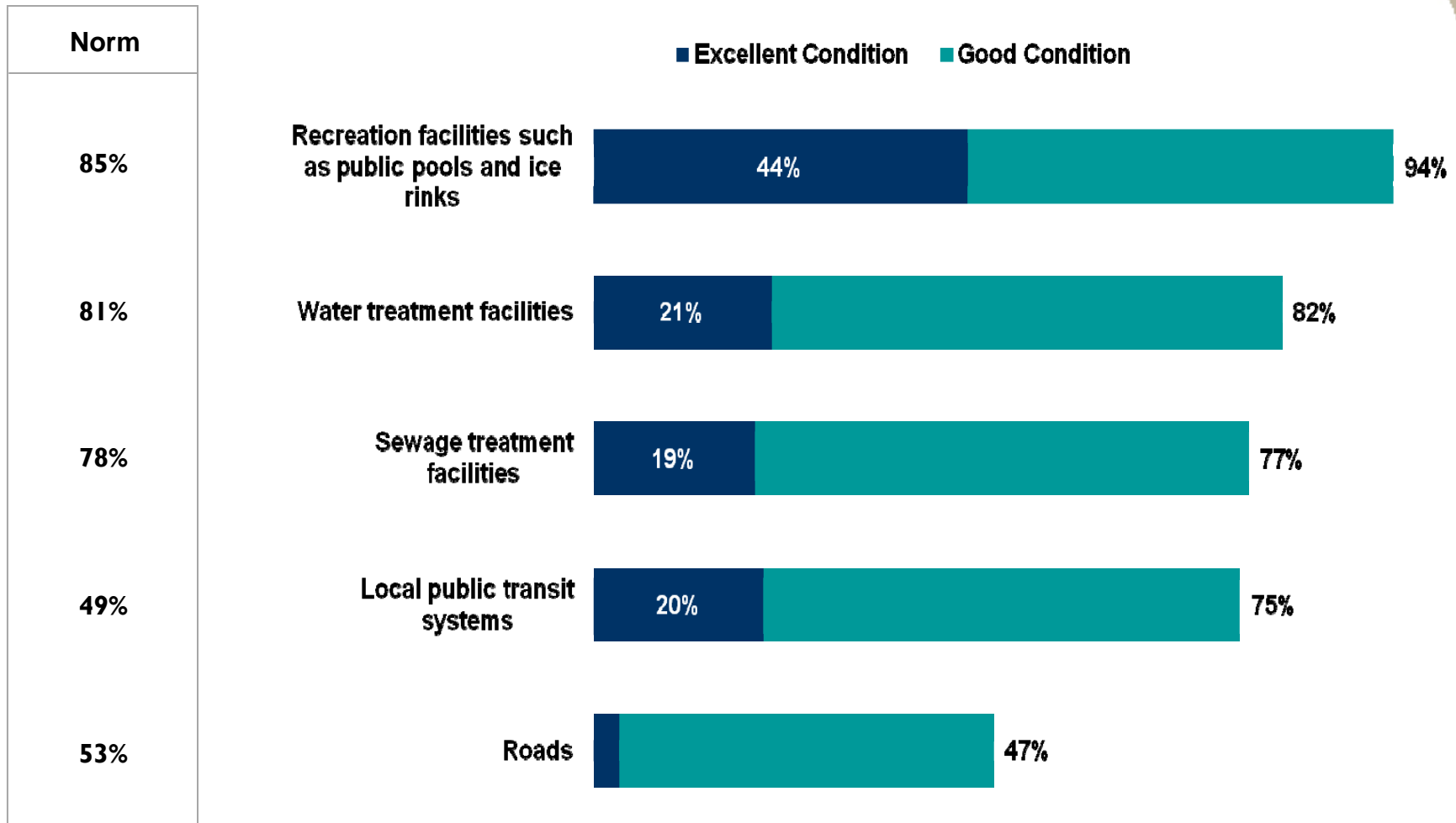


Base: All respondents (n=300)



Condition of Infrastructure Assets

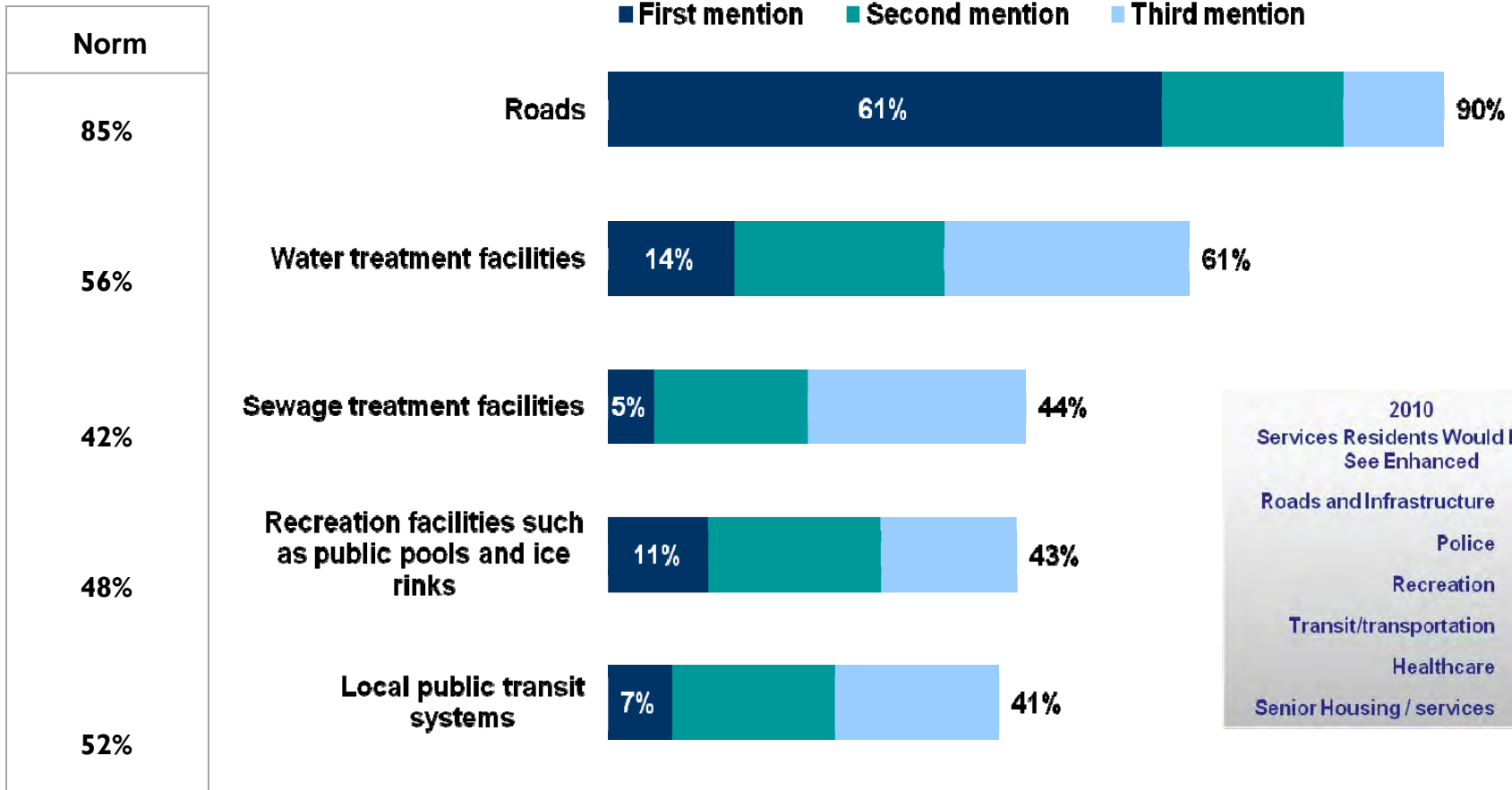
Generally speaking, how would you rate the current condition of each of the following in the City of Red Deer?



Base: All respondents (n=300)

Infrastructure Priorities

And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance? And which one would you assign the second greatest importance? And which one would you assign the third greatest importance?



2010 Services Residents Would Like to See Enhanced	
Roads and Infrastructure	47%
Police	37%
Recreation	23%
Transit/transportation	14%
Healthcare	11%
Senior Housing / services	6%

Base: All respondents (n=300)

Weighted Sample Characteristics

Weighted Sample Characteristics

Total Respondents (n=300)	
Gender:	
Male	50%
Female	50%
Age:	
18-24	4%
25-34	34%
35-44	21%
45-54	17%
55-64	10%
65+	12%
Refused	1%
Average Age	43.5 years
Responsible for property taxes or rent:	
Yes	94%
No	6%

Total Respondents (n=300)	
Household Composition:	
With children	47%
Without children	53%
Own or Rent:	
Own	75%
Rent	24%
Refused	1%
Length of Residency:	
0 years	3%
1 - 10 years	48%
11 - 20 years	24%
More than 20 years	25%
Average Number of Years	15.3 years

Questions?