



Ipsos Reid



2012 Citizen Satisfaction Syndicated Survey

City of Red Deer



June 2012

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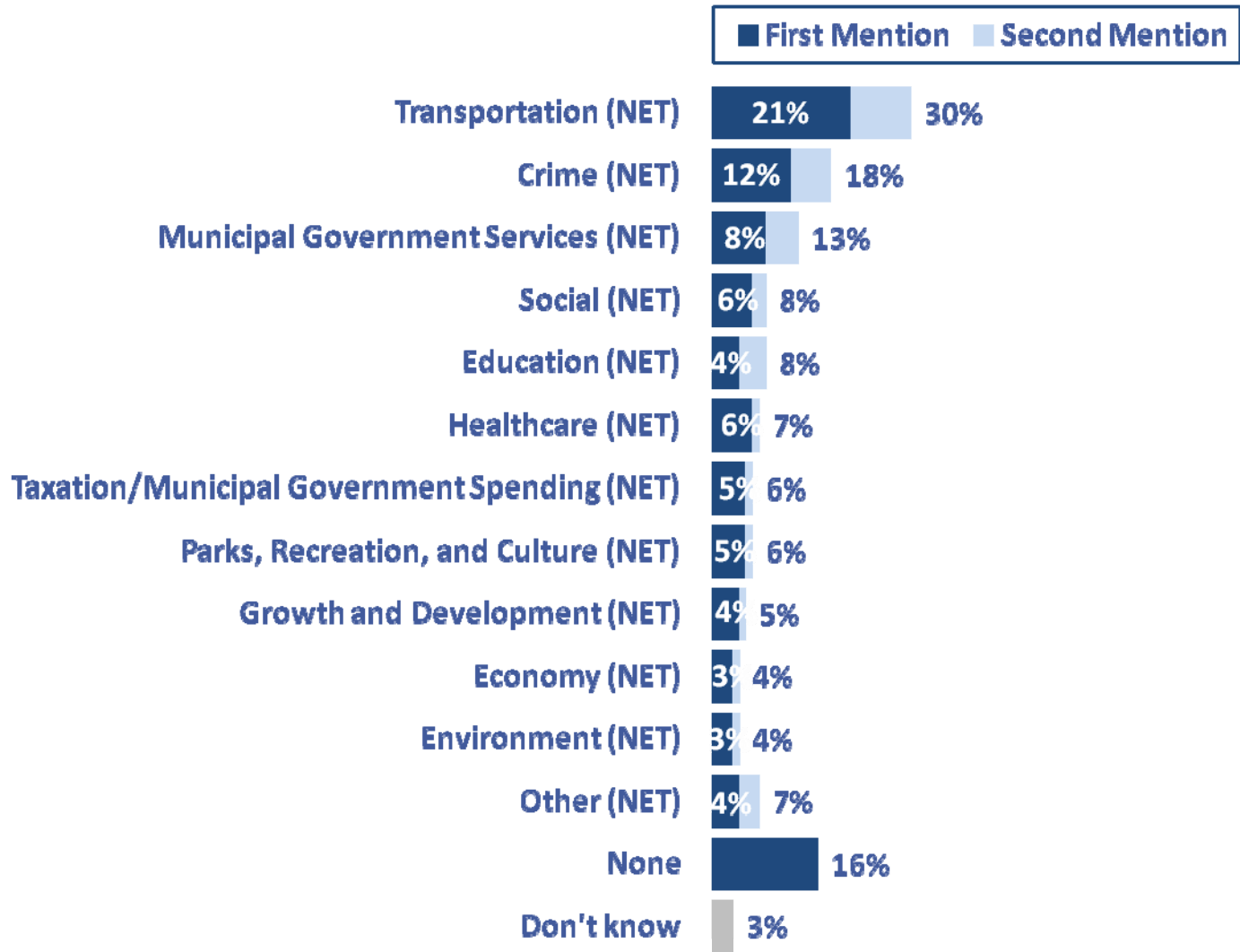
Methodology

- 300 telephone interviews conducted with a randomly selected representative sample of Red Deer residents aged 18 years or older.
- Interviews conducted between May 8 and 17, 2012.
- Final data was weighted to ensure the age/gender distribution reflects that of the actual population in Red Deer according to the most recent Census data.
- Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Where comparable, this year's results have been tracked and reported against past surveys to understand how attitudes and priorities have changed and assess the City's progress in addressing key issues.

Issue Agenda



Top-of-Mind Community Issues



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? Are there any other important local issues?

Base: All respondents (n=300)



Top-of-Mind Community Issues (cont'd)

Top mentions included under the three leading top-of-mind community issues:

- **Transportation (30% total mentions)**
 - *Roads/streets* (18%)
 - *Traffic congestion* (5%)
 - *Transportation (general)* (2%)
 - *Public transit* (2%)

- **Crime (18% total mentions)**
 - *Crime (general)* (10%)
 - *Community safety* (4%)
 - *Policing/law enforcement* (3%)

- **Municipal Government Services (13% total mentions)**
 - *Infrastructure (maintain/upgrade)* (5%)
 - *Snow removal* (3%)
 - *Garbage and recycling services* (2%)



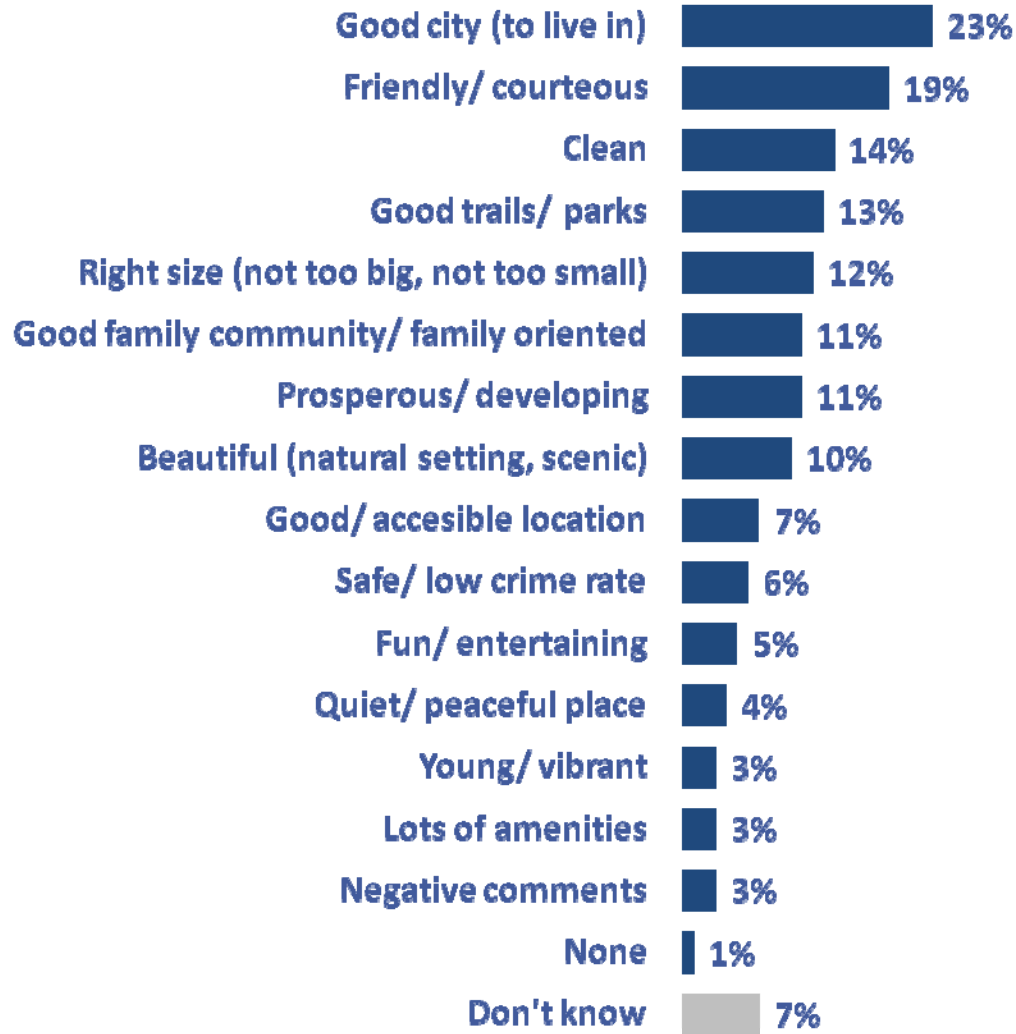
Tracking Top-of-Mind Community Issues

	Total Mentions						
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Transportation (NET)	9%	19%	16%	14%	11%	24%	30%
Crime (NET)	25%	15%	24%	25%	29%	16%	18%
Municipal Government Services (NET)	6%	6%	14%	8%	3%	14%	13%
Social (NET)	27%	31%	20%	12%	15%	10%	8%
Education (NET)	10%	7%	7%	4%	7%	11%	8%
Healthcare (NET)	5%	3%	7%	3%	5%	5%	7%
Taxation/Municipal Government Spending (NET)	9%	11%	9%	11%	10%	9%	6%
Parks, Recreation, and Culture (NET)	5%	5%	2%	6%	4%	5%	6%
Growth and Development (NET)	12%	9%	8%	4%	6%	4%	5%
Economy (NET)	1%	2%	4%	3%	3%	4%	4%
Environment (NET)	2%	3%	5%	2%	3%	3%	4%
Other (NET)	7%	n/a	7%	n/a	8%	8%	7%

Quality of Life



Words Used to Describe Red Deer



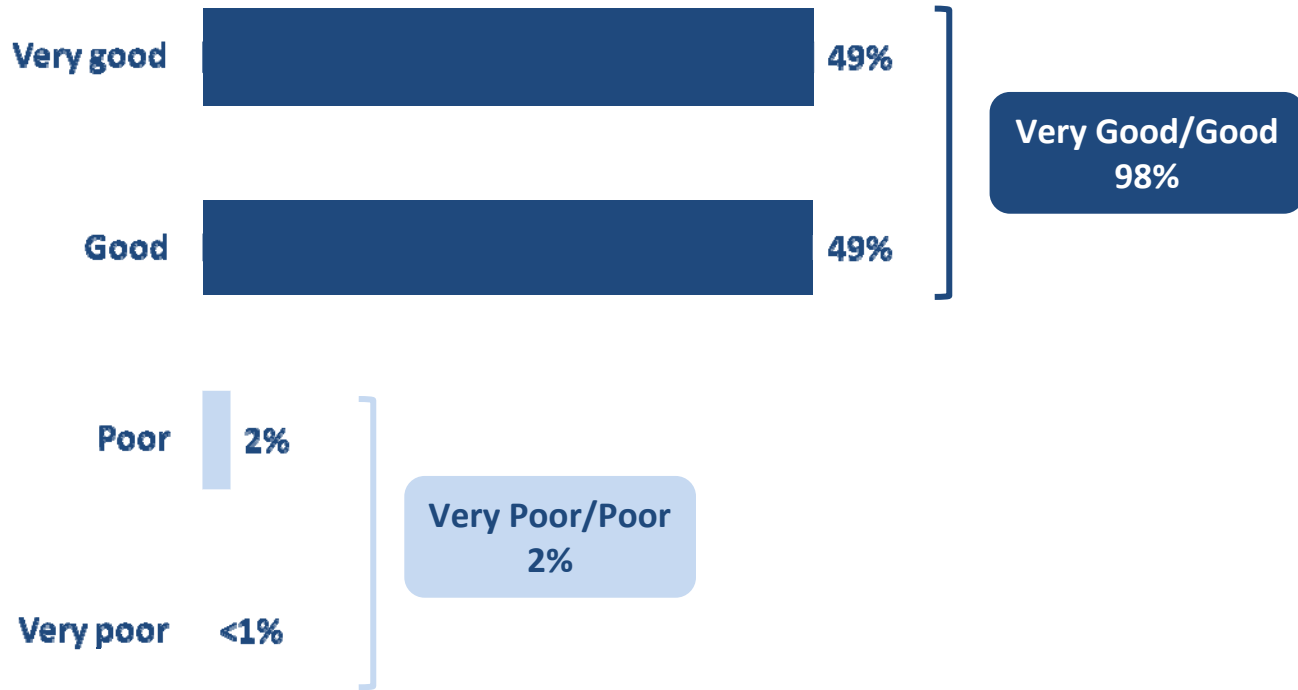
Note: includes mentions of 3% or more.

QRD1. What three words do you think best describe Red Deer as a place to live overall?

Base: All respondents (n=300)



Overall Quality of Life



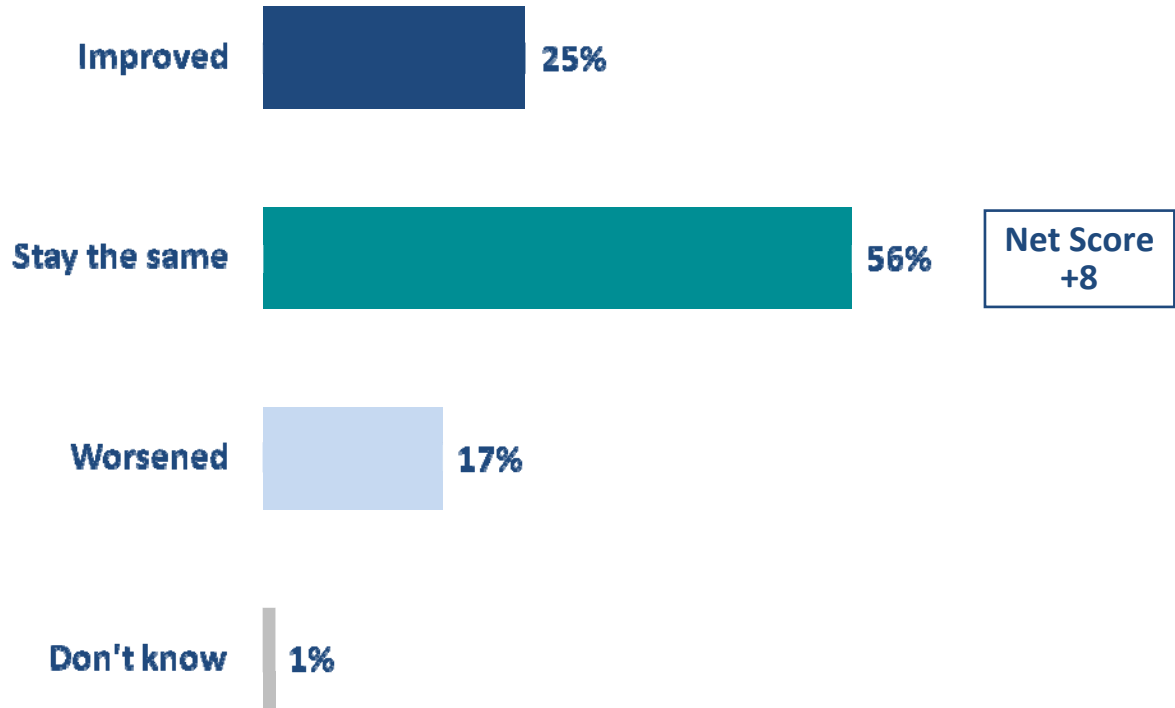
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Very good/good	97%	96%	95%	94%	99%	97%	98%
Very good	49%	46%	38%	44%	49%	47%	49%

Q2. How would you rate the overall quality of life in the City of Red Deer today? Would you say very good, good, poor, or very poor?

Base: All respondents (n=300)



Change in Quality of Life Past Three Years



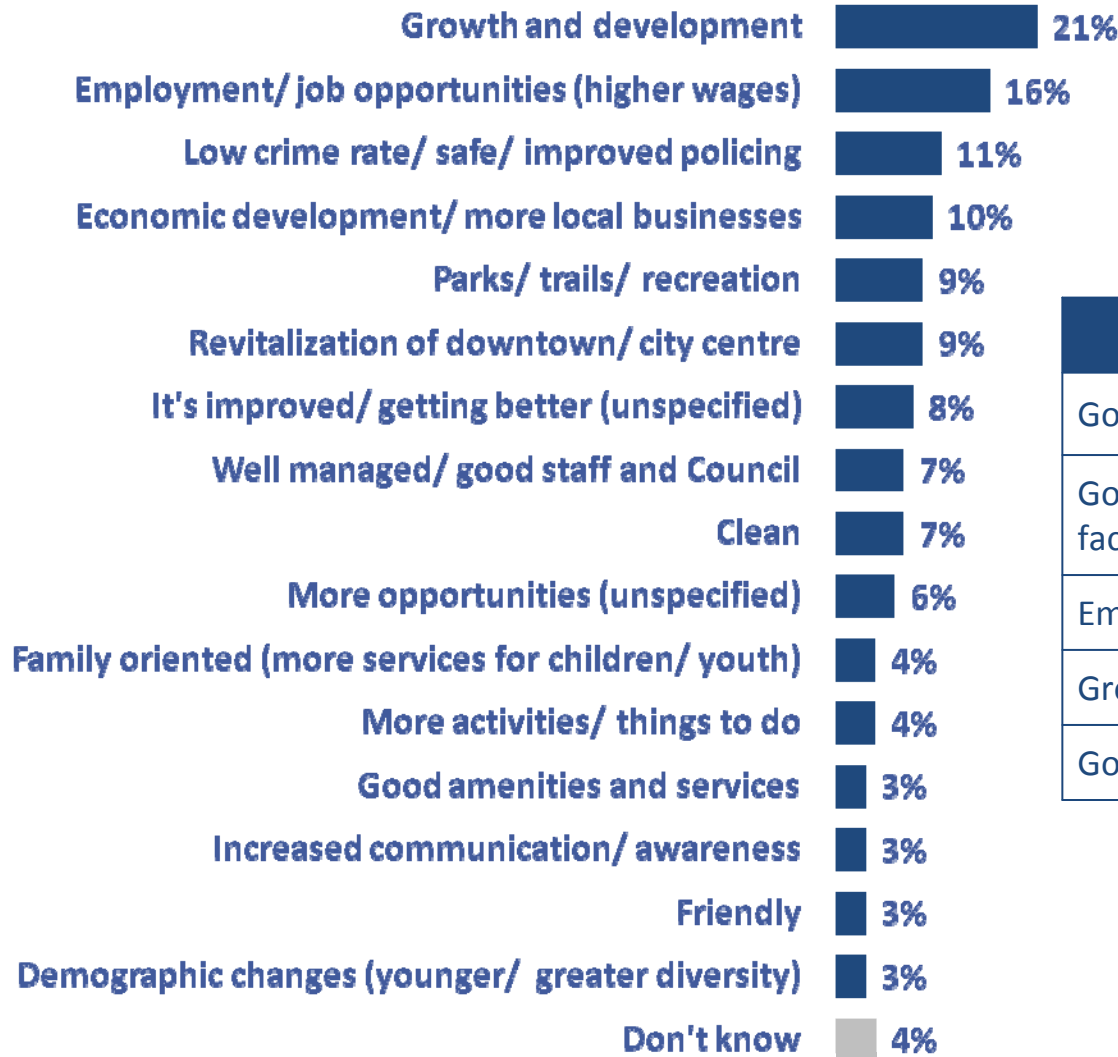
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Net Score	n/a	n/a	n/a	n/a	n/a	+5	+8

Q3. And, do you feel that the quality of life in the City of Red Deer in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=300)



Reasons why Quality of Life has Improved



Top Mentions 2011 (n=55)*	
Good amenities and services	15%
Good parks/ green space/ recreational facilities	10%
Employment/ job opportunities	10%
Growth/ development	8%
Good roads/ infrastructure	7%

Note: includes mentions of 3% or more.

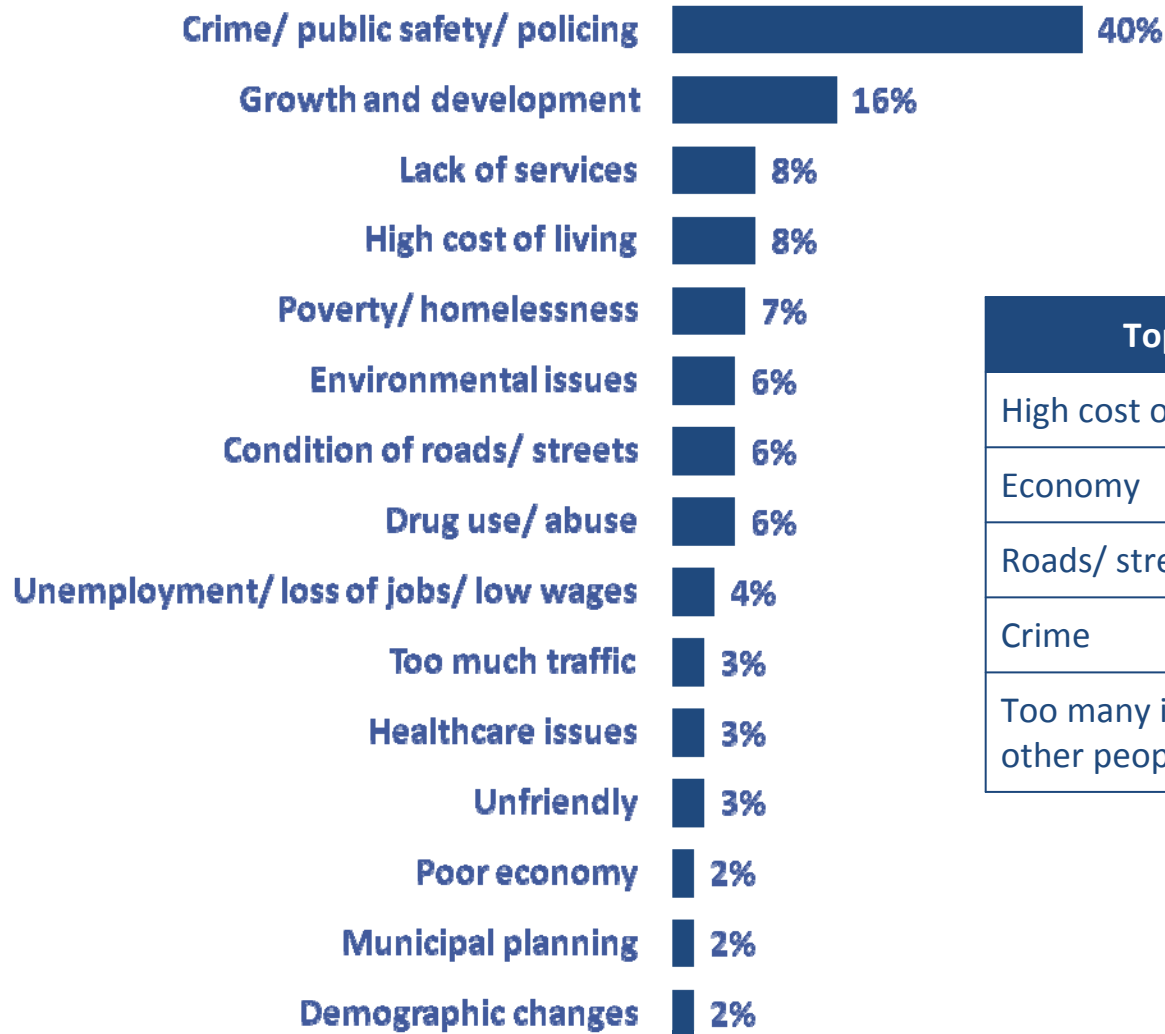
*Small base size, interpret with caution.

Q4. Why do you think the quality of life has improved?

Base: Quality has improved (n=70)*



Reasons why Quality of Life has Worsened



Top Mentions 2011 (n=47)*	
High cost of living	15%
Economy	15%
Roads/ streets	9%
Crime	8%
Too many immigrants/ newcomers/ other people	8%

Note: includes mentions of 2% or more.

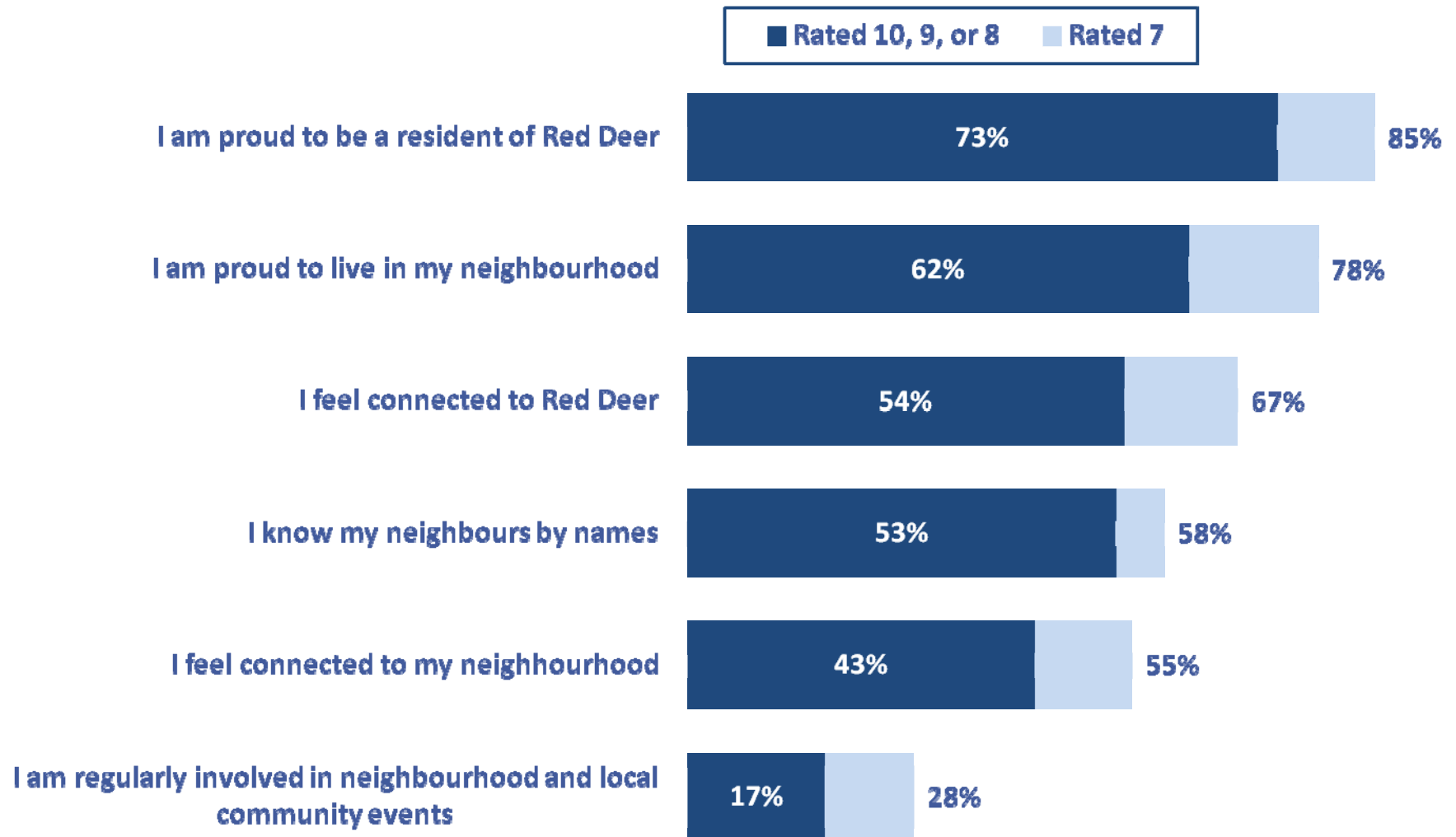
**Small base size, interpret with caution.*

Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=55)*



Attitudes Towards Life in Red Deer



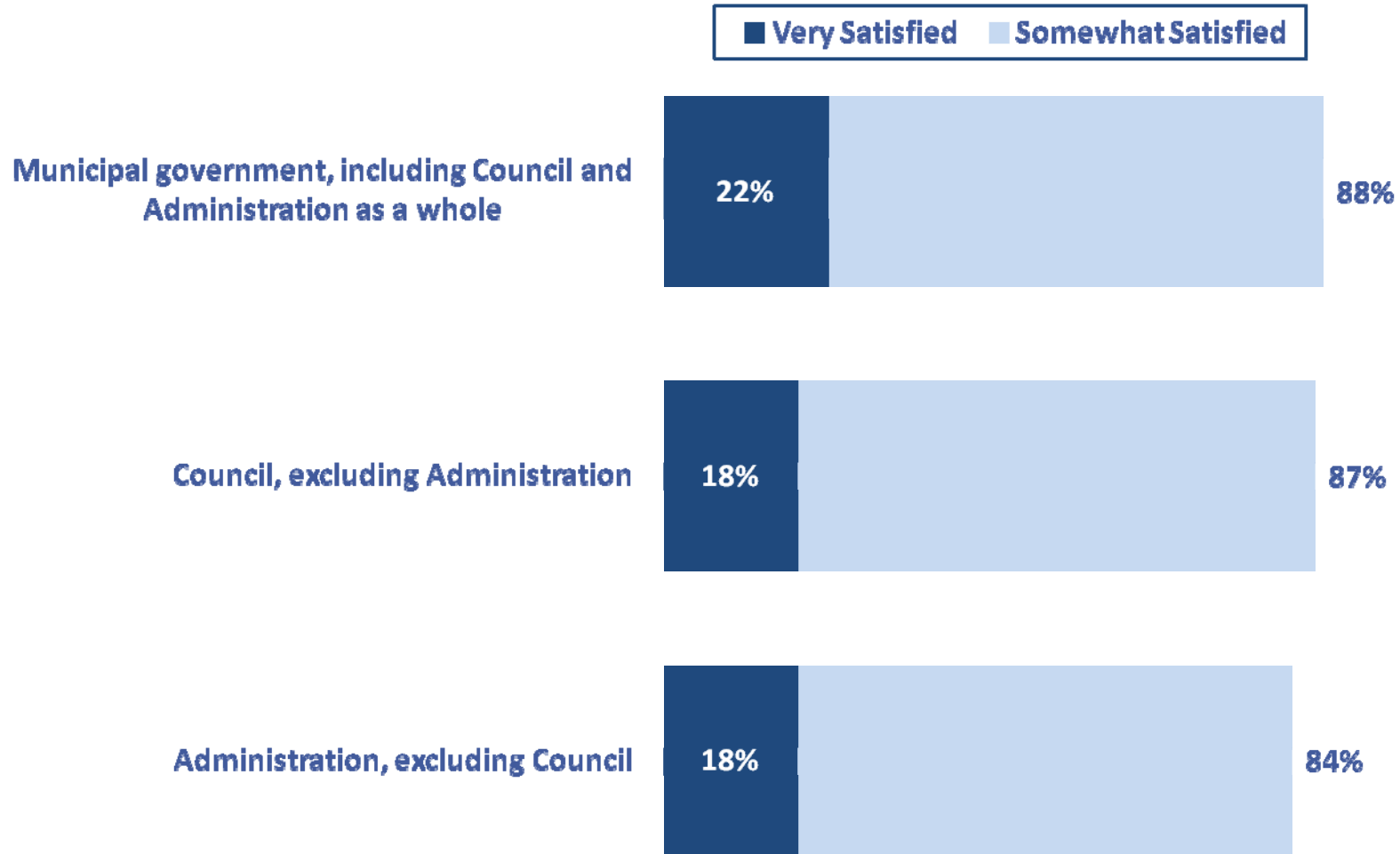
QRD5. Next, I'm going to read you a series of statements that some people have made about Red Deer. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where 1 is "completely disagree" and 10 is "completely agree".

Base: All respondents (n=300)

Perceptions of Staff and Council



Satisfaction with Municipal Operations



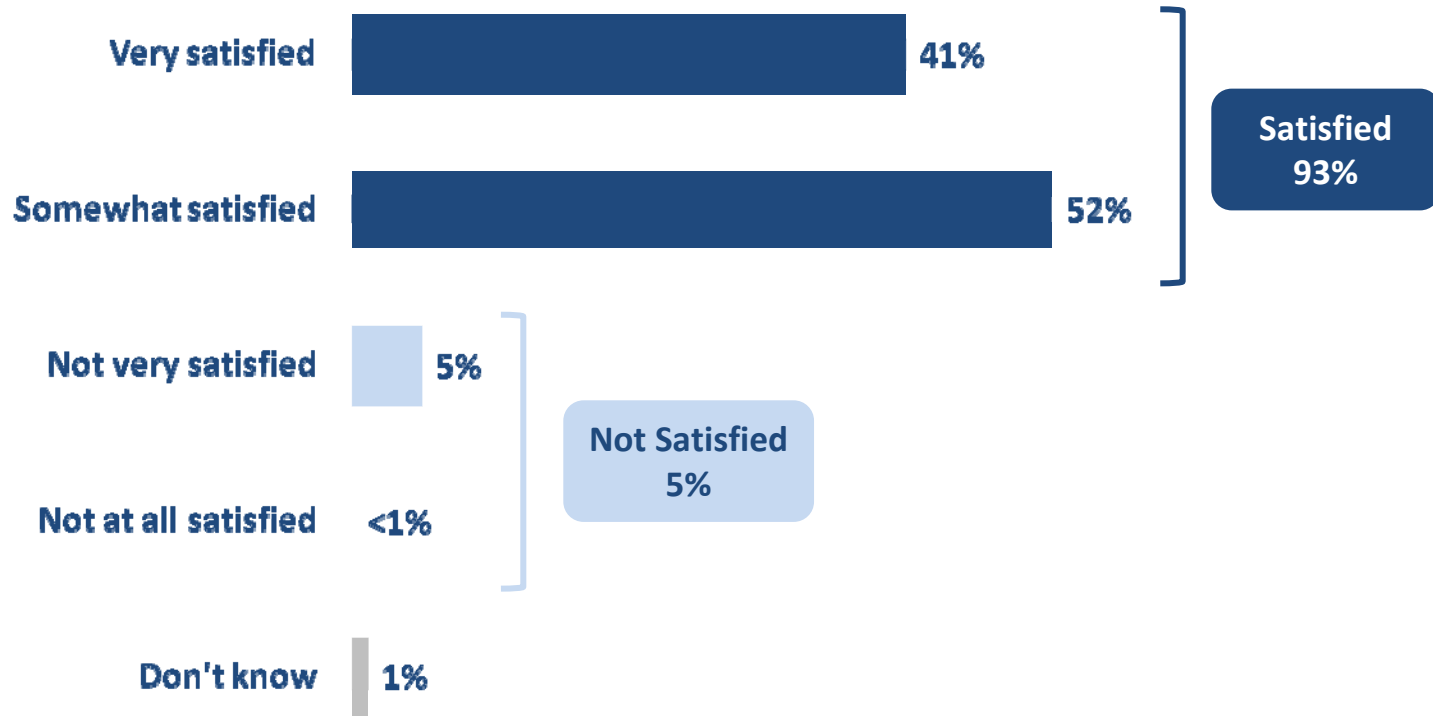
Q6. Taking everything into account, how satisfied are you with the way the City of Red Deer's...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=300)

Satisfaction with Services



Overall Satisfaction with City Services



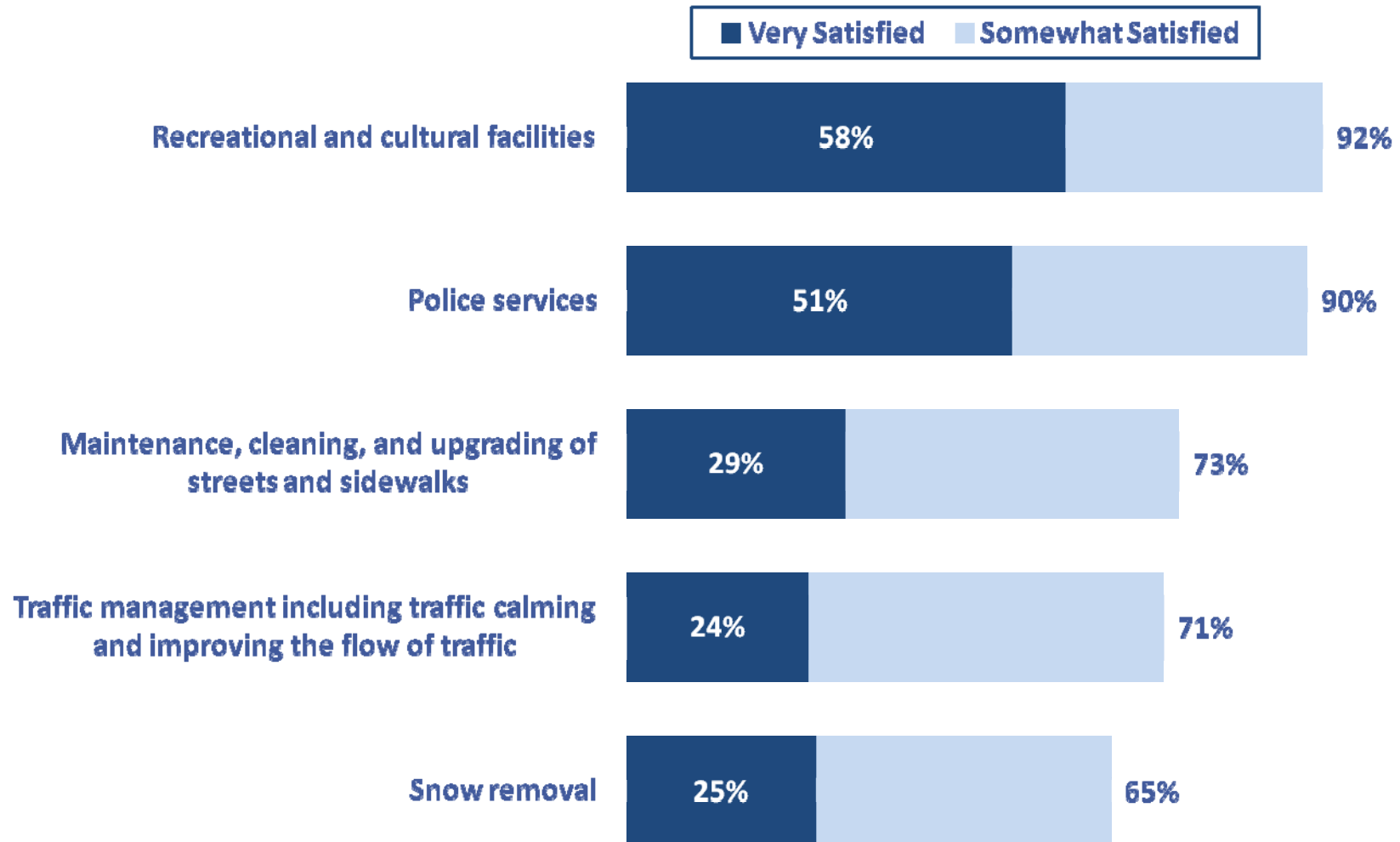
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Very/somewhat satisfied	98%	93%	91%	91%	96%	94%	93%
Very satisfied	43%	39%	28%	39%	48%	33%	41%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. The first one is the overall level and quality of services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)



Satisfaction with Specific City Services



Q7. 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.

Base: All respondents (n=300)



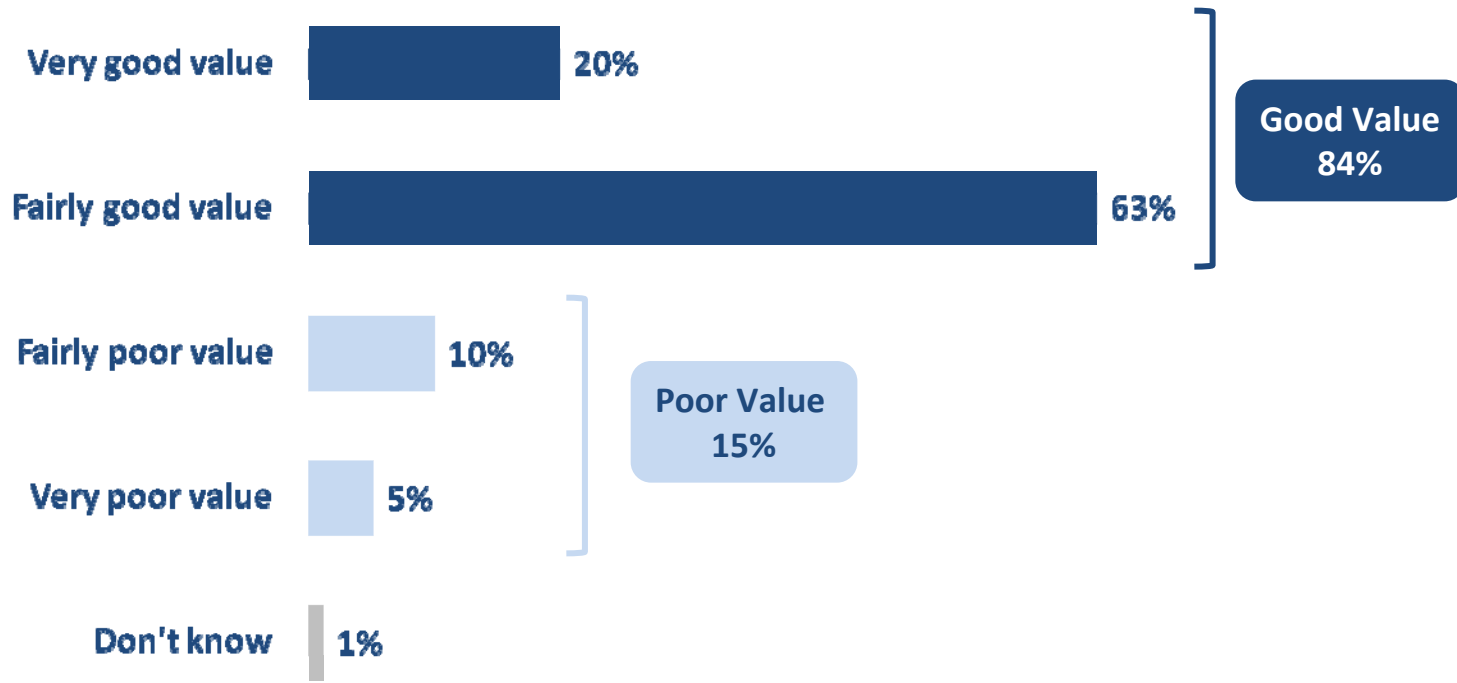
Tracking Satisfaction with Specific City Services

Very/Somewhat Satisfied							
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Recreational and cultural facilities	n/a	n/a	n/a	n/a	n/a	91%	92%
Police services	85%	83%	82%	84%	87%	89%	90%
Maintenance, cleaning, and upgrading of streets and sidewalks	-	n/a	-	n/a	n/a	68%	73%
Traffic management including traffic calming and improving the flow of traffic	69%	65%	69%	71%	75%	64%	71%
Snow removal	n/a	n/a	n/a	n/a	n/a	n/a	65%

Financial Planning



Value for Taxes



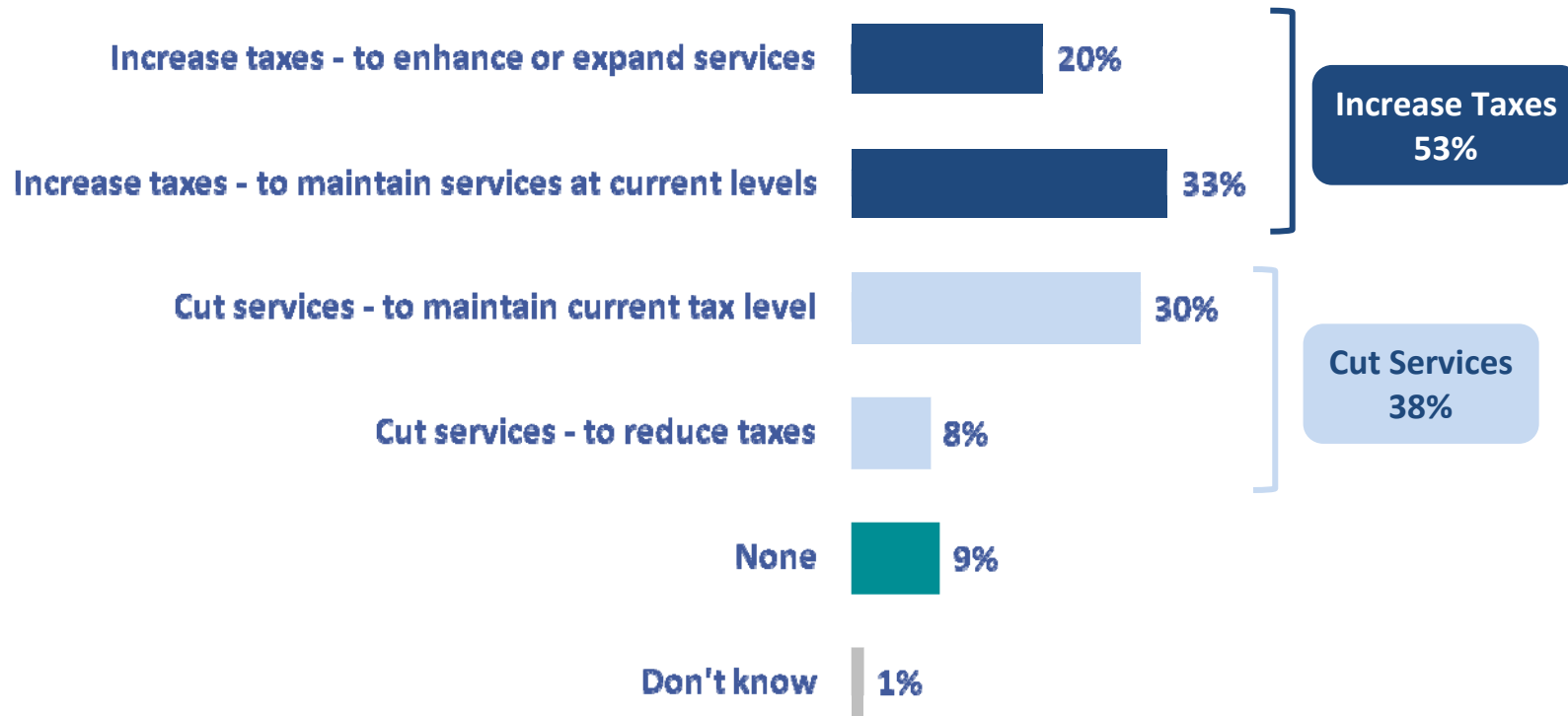
	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Very good/fairly good	91%	81%	80%	83%	88%	86%	84%
Very good	27%	26%	19%	24%	26%	20%	20%

Q8. 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 good/poor value?)

Base: All respondents (n=300)



Balancing Taxation and Service Delivery Levels



	2006 (n=300)	2007 (n=300)	2008 (n=300)	2009 (n=300)	2010 (n=300)	2011 (n=300)	2012 (n=300)
Increase taxes	59%	49%	48%	39%	50%	51%	53%
Cut services	29%	39%	33%	46%	39%	36%	38%

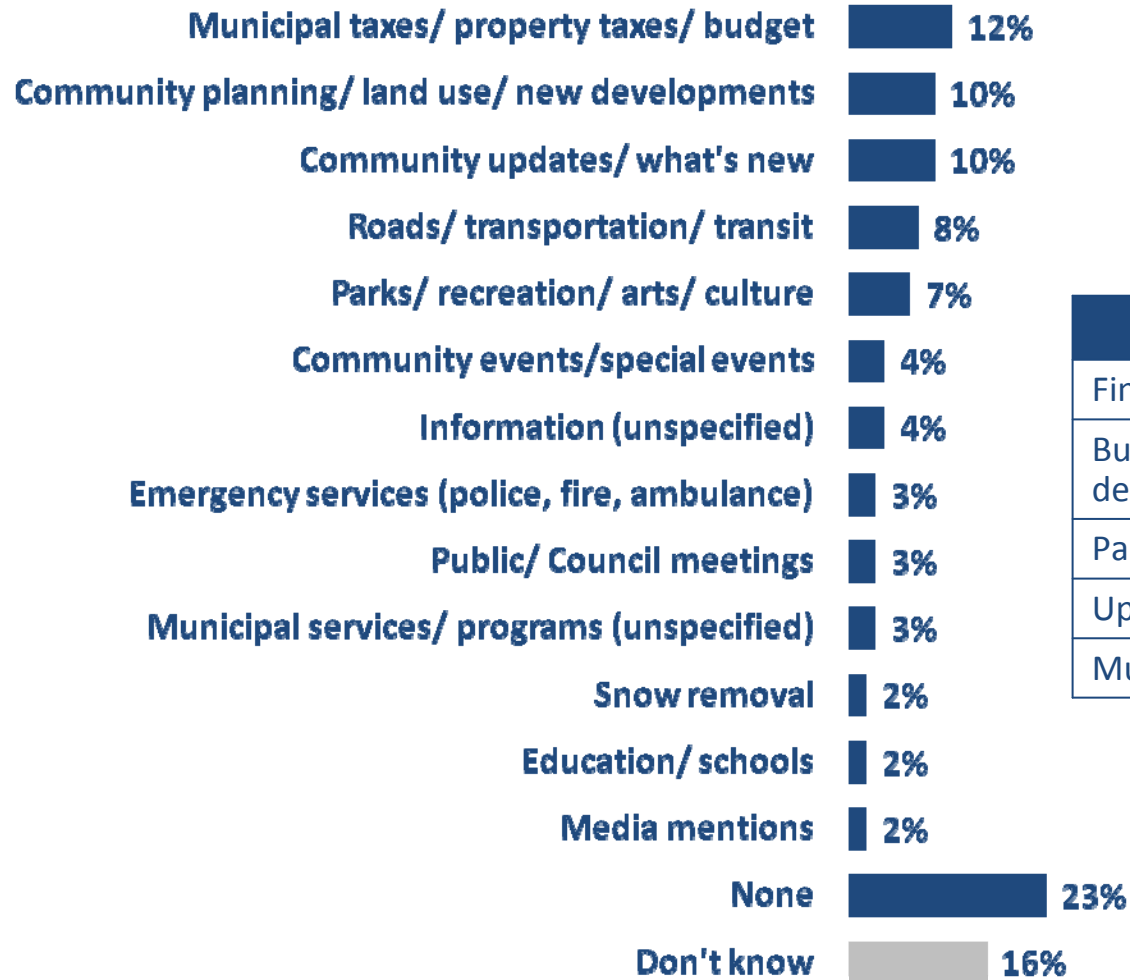
Q9. Municipal property taxes are the primary way to pay for services provided by the City of Red Deer. Due to the increased cost of maintaining current service levels and infrastructure, the City of Red Deer must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Red Deer to pursue?

Base: All respondents (n=300)

Communication



Information Needs



2011 Top Mentions (n=300)	
Financial/ budget	16%
Building projects/ new developments	11%
Parks, recreation, culture	9%
Upcoming events	8%
Municipal planning	7%

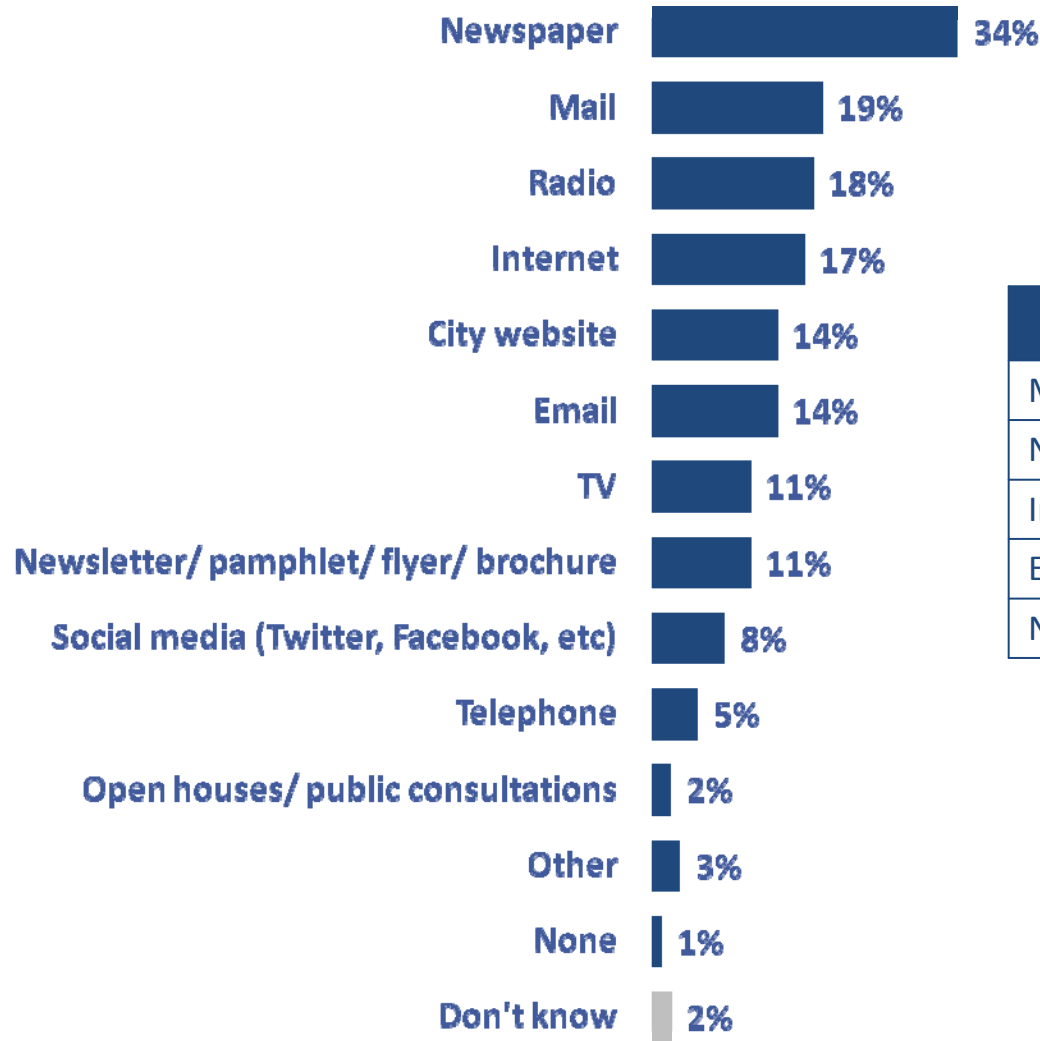
Note: includes mentions of 2% or more.

Q10. Thinking about your information needs, what kinds of information do you want the City of Red Deer to provide you with? Any others?

Base: All respondents (n=300)



Preferred Methods of Communication



2011 Top Mentions (n=300)	
Mail/ mailings	28%
Newspaper	27%
Internet/ online/ website	21%
Email	19%
Newsletter/pamphlet/flyer/brochure	13%

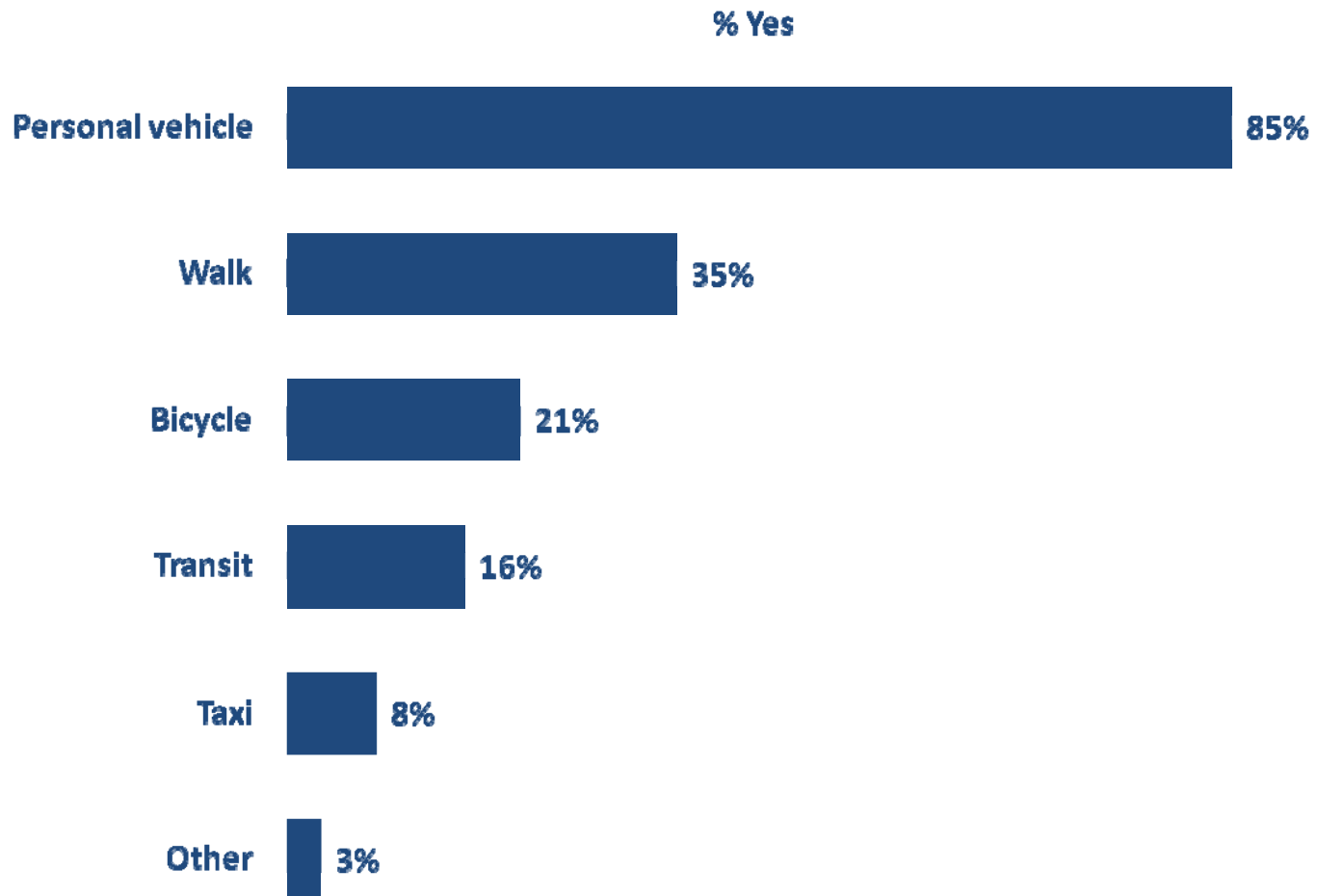
Q11. And what methods would be best for the City of Red Deer to communicate information to you? Any others?

Base: All respondents (n=300)

Transportation



Transportation Means

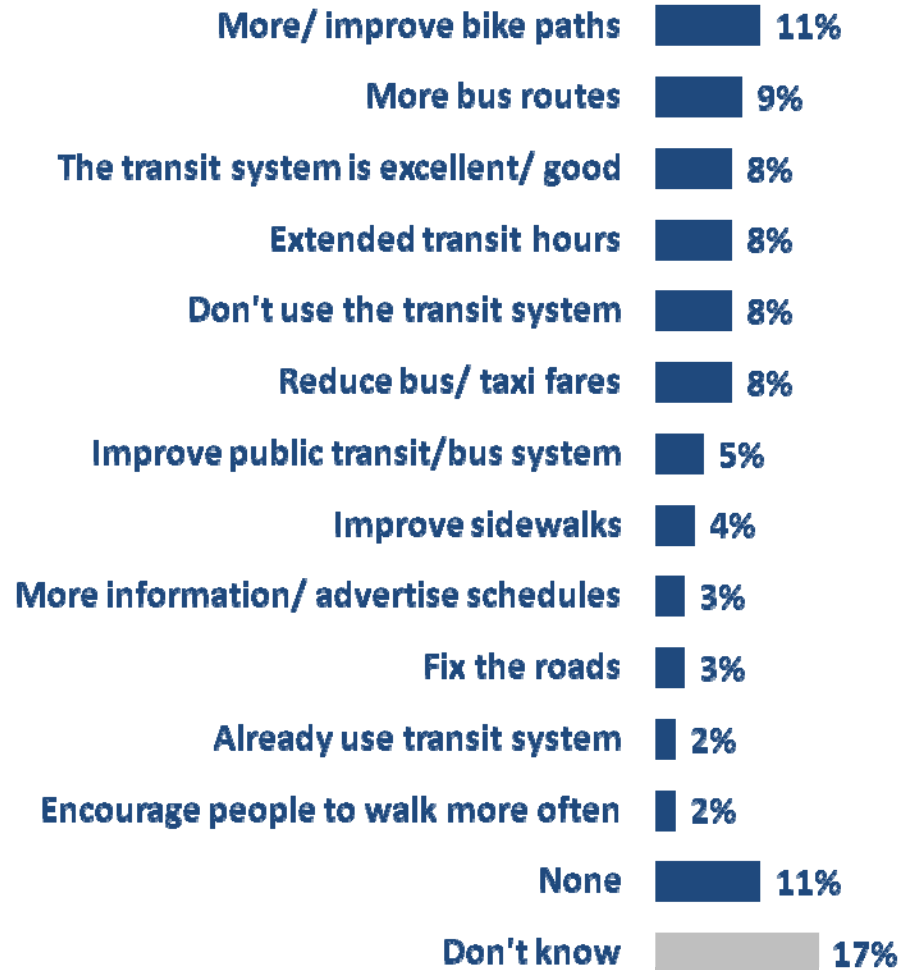


QRD2. Which of the following means of transportation do you use on a regular basis to travel around Red Deer?

Base: All respondents (n=300)



Suggestions for Encouraging Various Means of Transportation



Note: includes mentions of 2% or more.

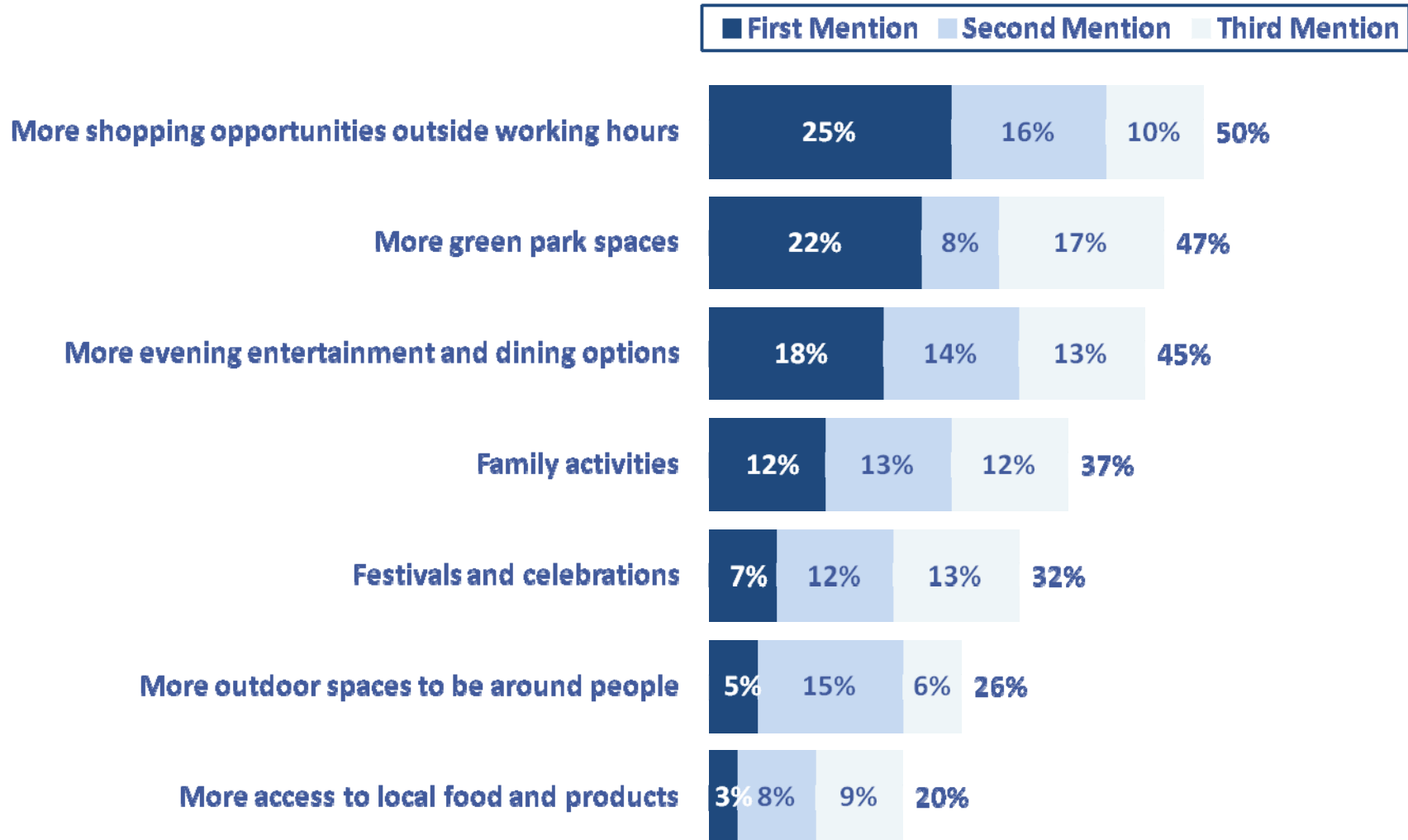
QRD3. The City of Red Deer is interested in your thoughts about getting around Red Deer. What could the City of Red Deer do to encourage you to make use of various means of transportation on a regular basis?

Base: All respondents (n=300)

Downtown



Downtown Priorities



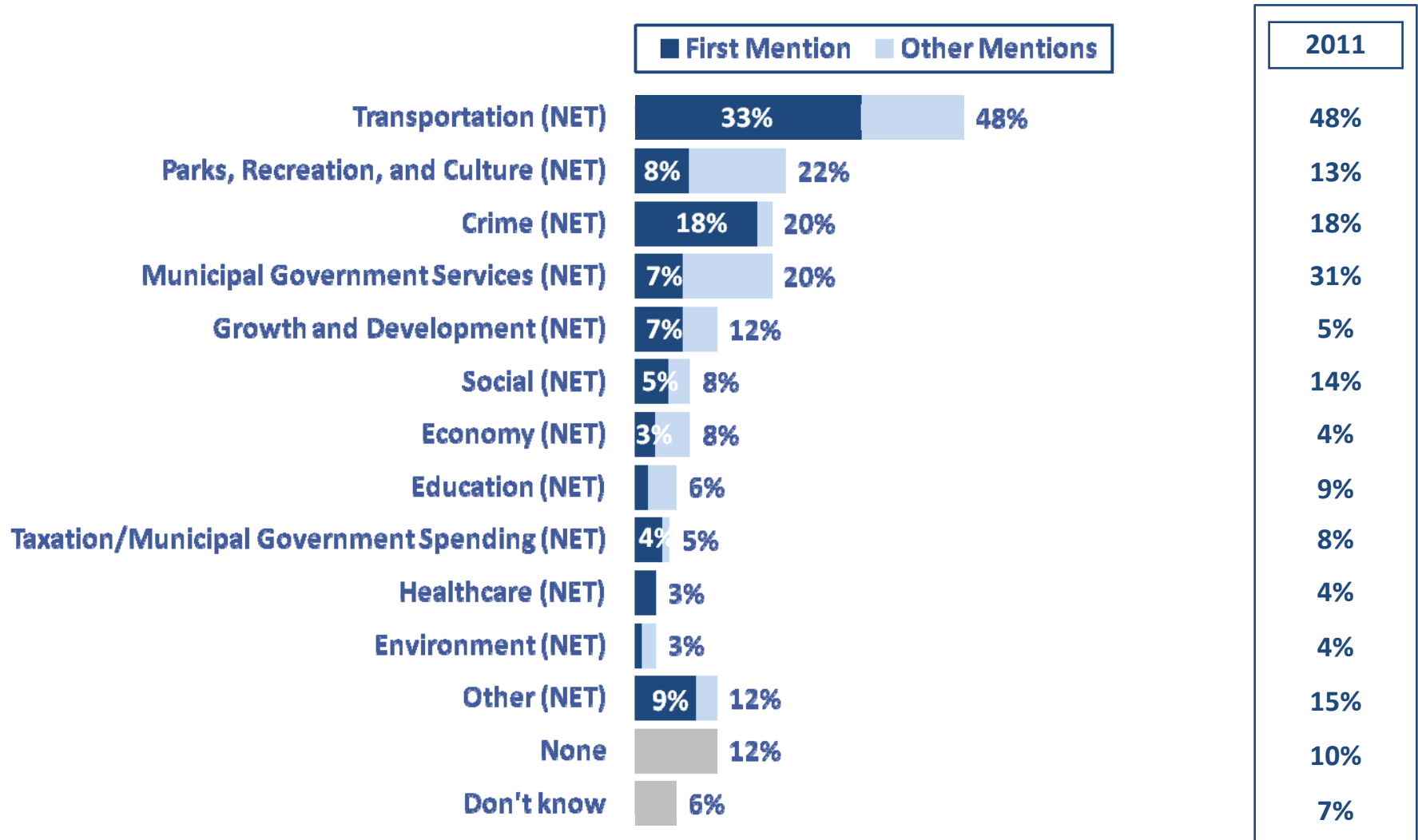
QRD4. In many cities, the downtown area is a highly desirable place to live, work, and play. Thinking about Red Deer's downtown, which of the following priorities would you say is the MOST important to making it a desirable place to live, work, and play? Please select your top three choices.

Base: All respondents (n=300)

Citizen Priorities and Expectations



Top Three Priorities (Unprompted)



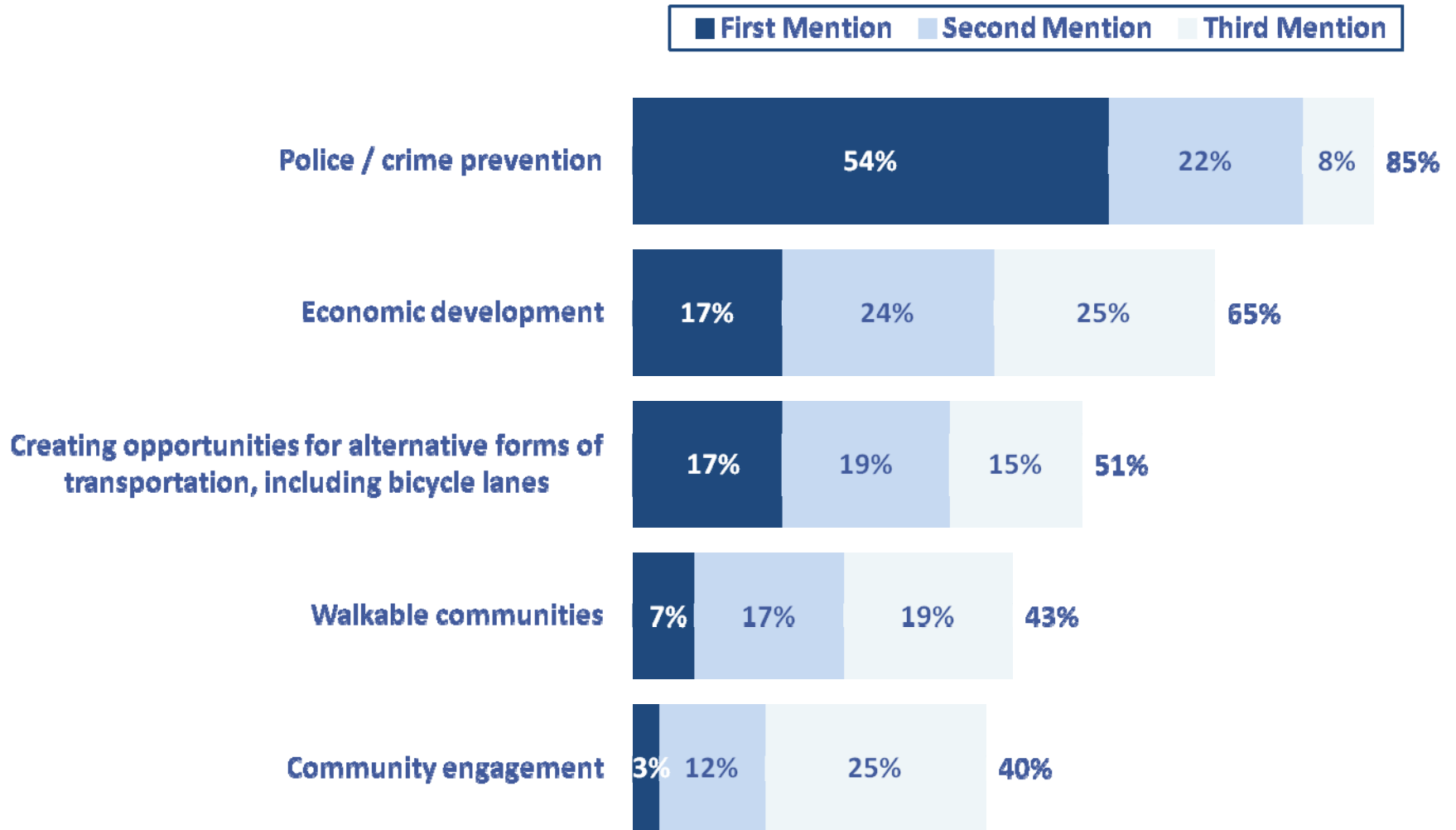
QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months.

QE2. Next, I'd like you to rate these three priorities from most important to least important. Of these three priorities, which one is most important? Which one is next most important?

Base: All respondents (n=300)



Ranking City Priorities

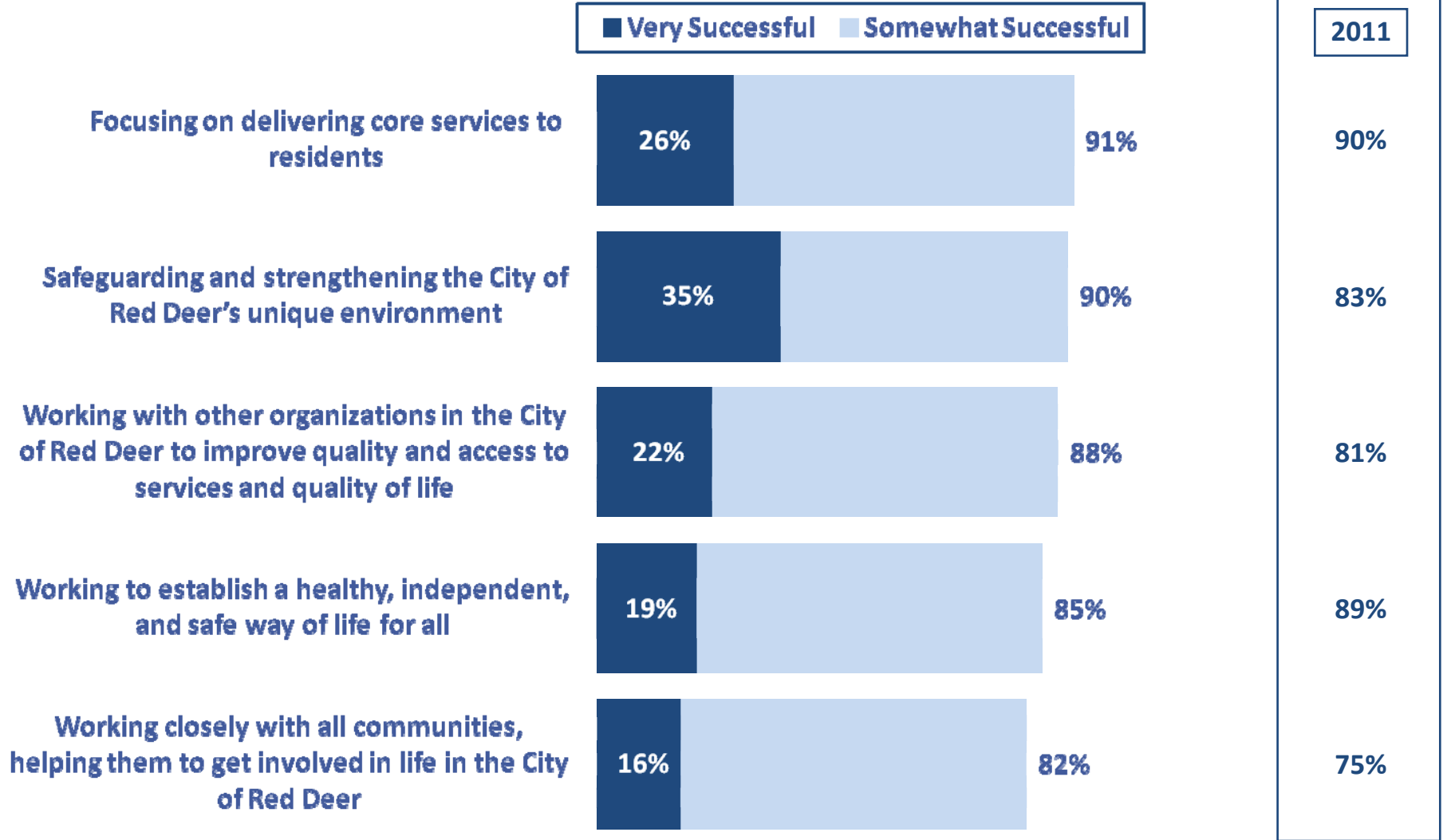


QE3. Next, I'm going to read you a list of five priorities that the City of Red Deer might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally. Which one is next most important? Which one is third most important?

Base: All respondents (n=300)



Success in Priority Areas



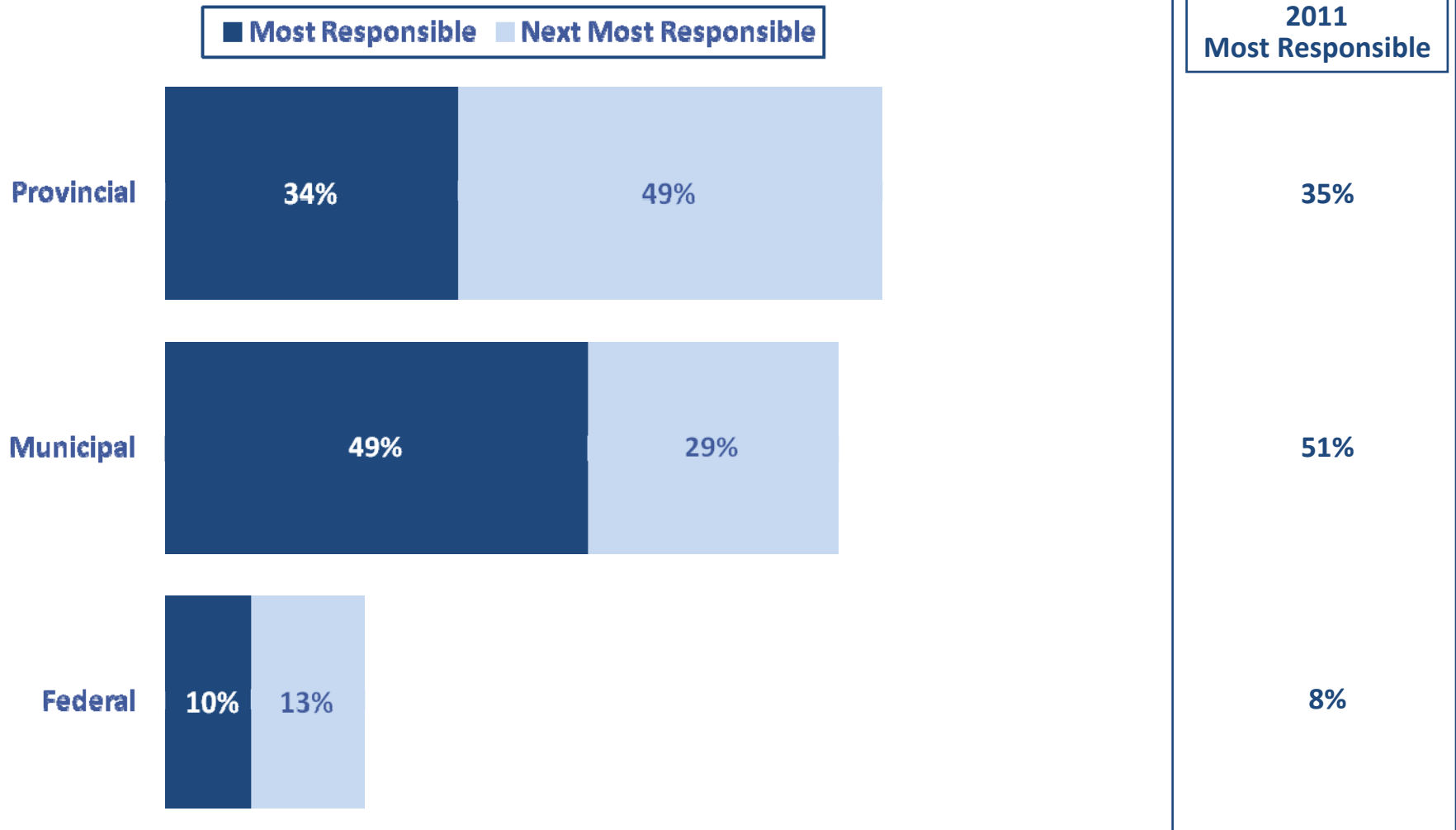
QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents (n=300)

Infrastructure



Level of Government Responsible for Health of Community Infrastructure

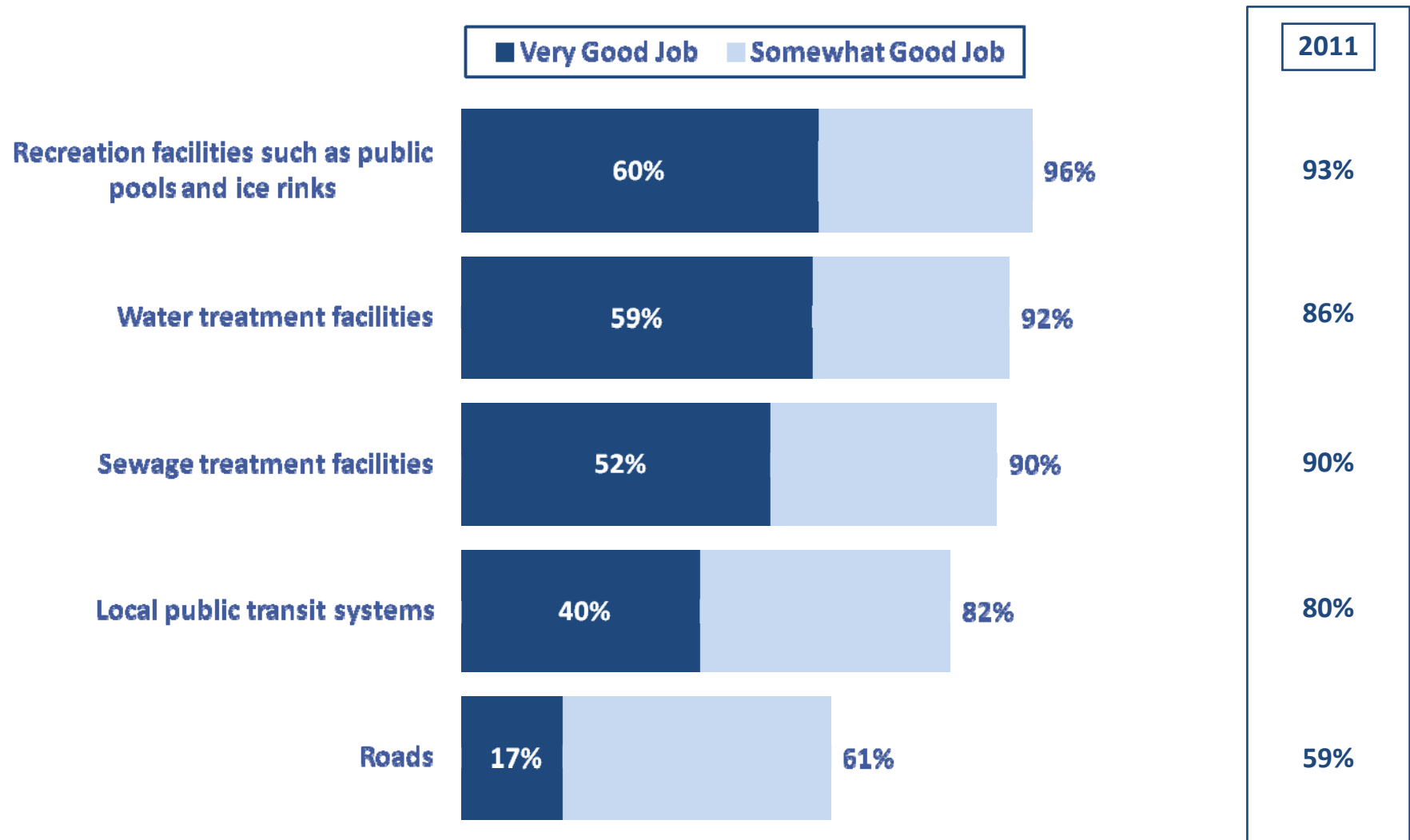


Q11. Which level of government do you think is most responsible for the health of the infrastructure in your community? Which one is next most responsible?

Base: All respondents (n=300)



Performance Managing Infrastructure Assets

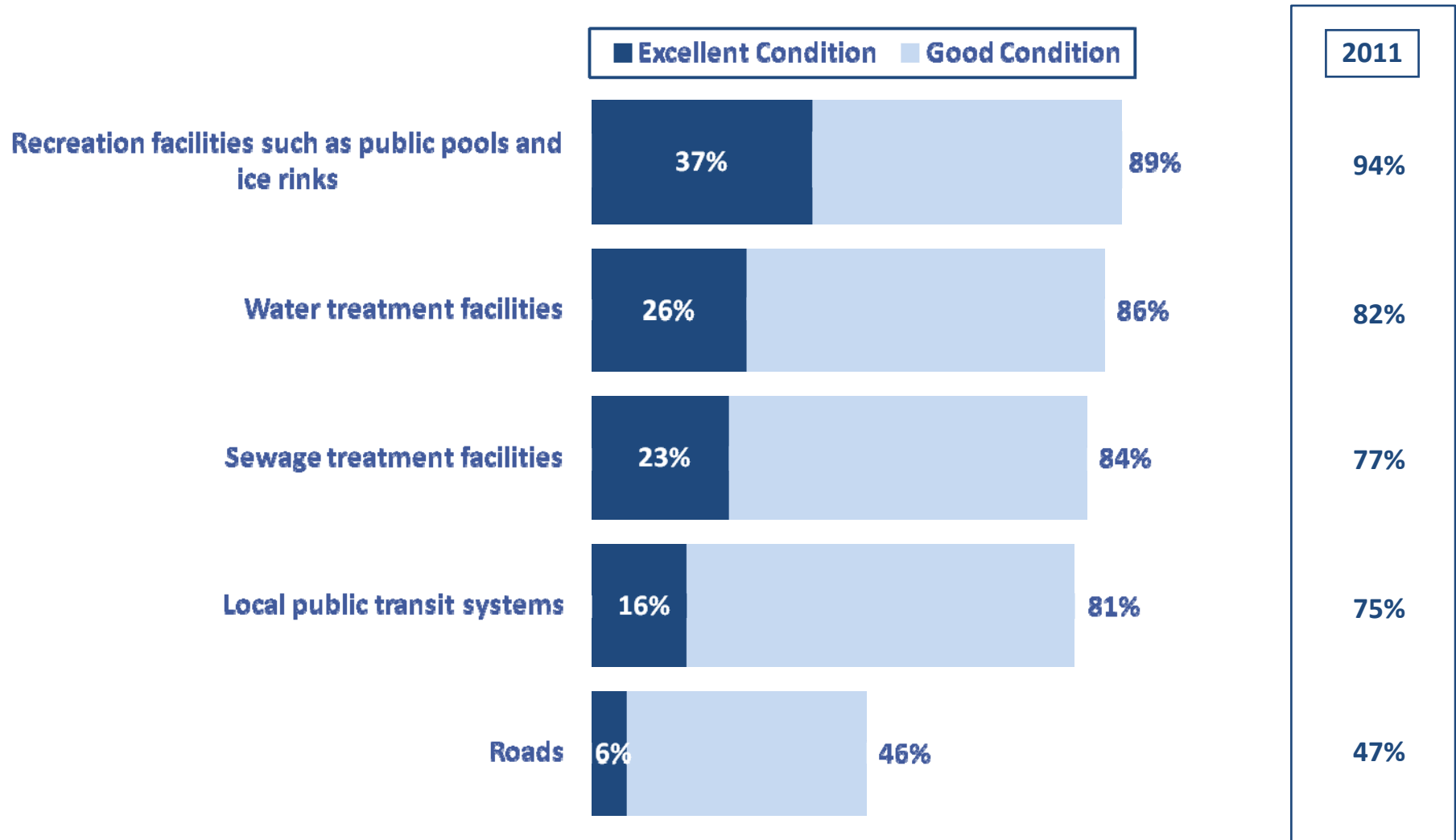


Q12. Please tell me if you think the City of Red Deer is doing a good job or poor job of managing each of the following infrastructure assets in your community. (Is that a very or somewhat good/poor job?)

Base: All respondents (n=300)



Condition of Infrastructure Assets

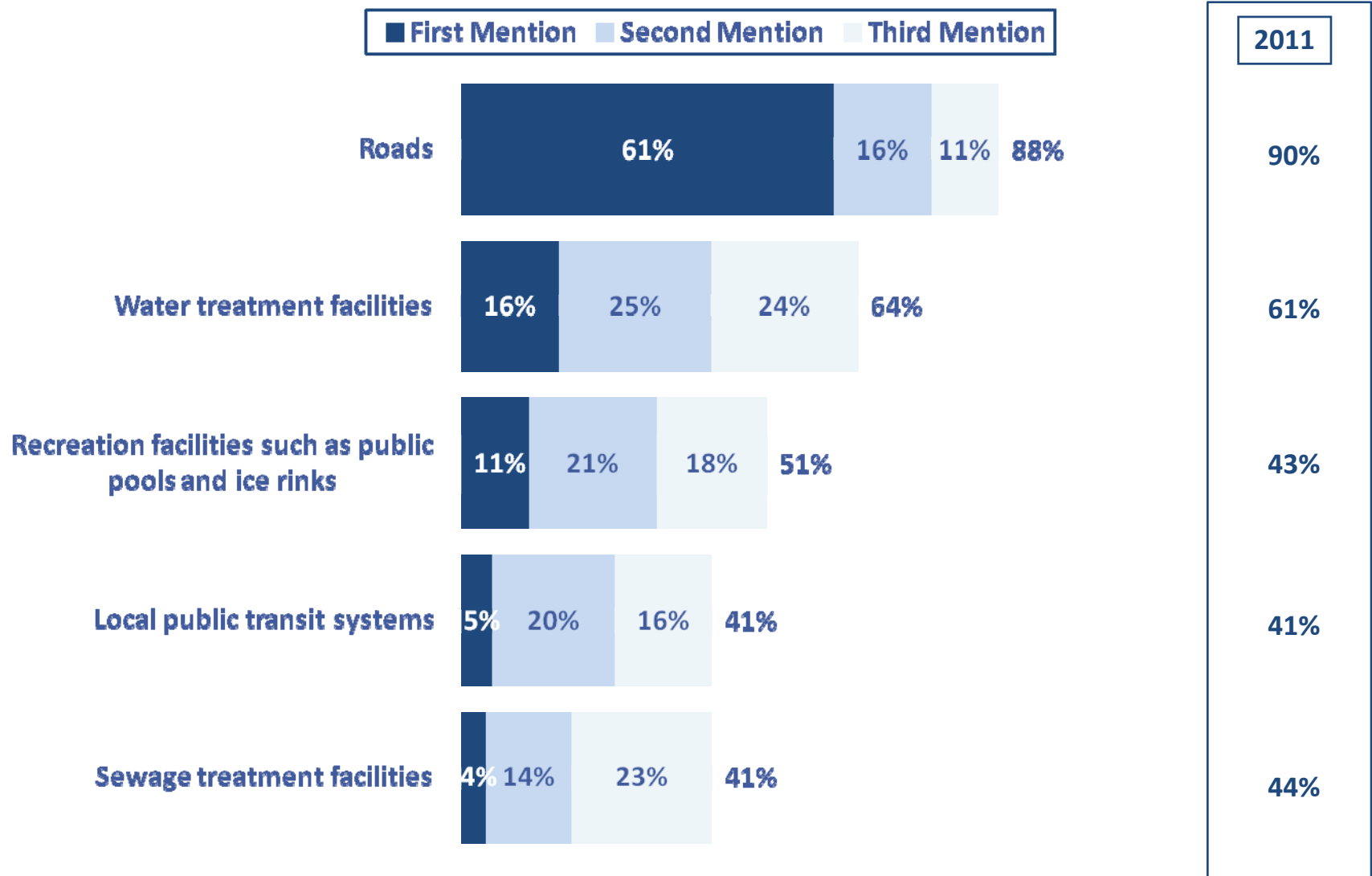


Q13. Generally speaking, how would you rate the current condition of each of the following in the City of Red Deer? Would you say this is in excellent condition, good condition, declining condition, or in desperate need of a complete over haul?

Base: All respondents (n=300)



Infrastructure Priorities



Q14. 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?

Base: All respondents (n=300)

Weighted Sample Characteristics



Weighted Sample Characteristics

Gender

Male	50%
Female	50%

Age

18 to 24	13%
25 to 34	25%
35 to 44	14%
45 to 54	25%
55 to 64	10%
65 or older	14%

Length of Residency

Less than 5 years	17%
5 to less than 10 years	18%
10 to less than 15 years	16%
15 to less than 20 years	12%
20 to less than 25 years	10%
25 to less than 30 years	8%
30 to less than 35 years	4%
35 to less than 40 years	3%
40 to less than 45 years	5%
45 to less than 50 years	2%
50 years or more	5%

Mean 17.8 years

Homeownership

Own	71%
Rent	28%

Primary Tax Payer

Yes	88%
No	11%

Children in Household under 18

Yes	35%
No	65%



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