

2018 Citizen Satisfaction Survey

Final Report

June 2018



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Methodology

- Between May 29th and June 4th, 2018, Ipsos conducted telephone interviews with a representative sample of 300 randomly selected Red Deer residents aged 18 years or older.
 - 30% of the interviews were conducted with cell phone sample and 70% with landline sample
- Final data were 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 in order to assess the City's progress in addressing key issues.
 - \uparrow indicates number is significantly higher than 2017
 - \downarrow indicates number is significantly lower than 2017

QUALITY OF LIFE

Words to Describe Red Deer as a Place to Live: Top 20

2017

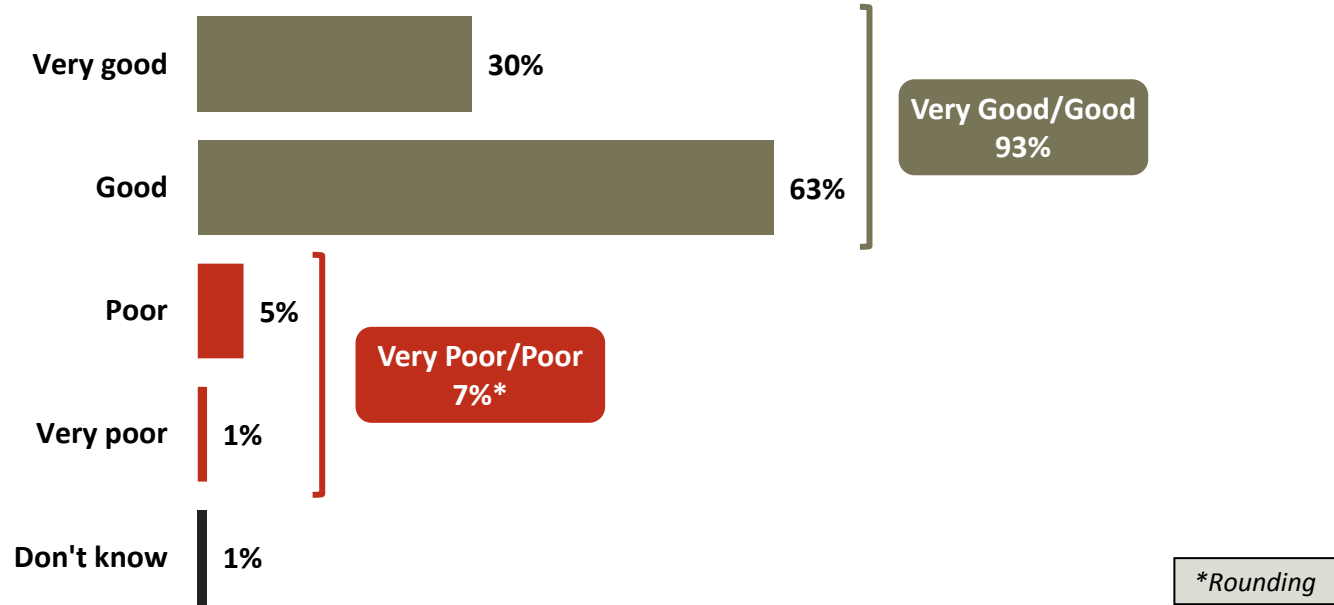
Multiple Responses
- Top Mentions -
Total mentions less than 4% not shown



RD1. 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

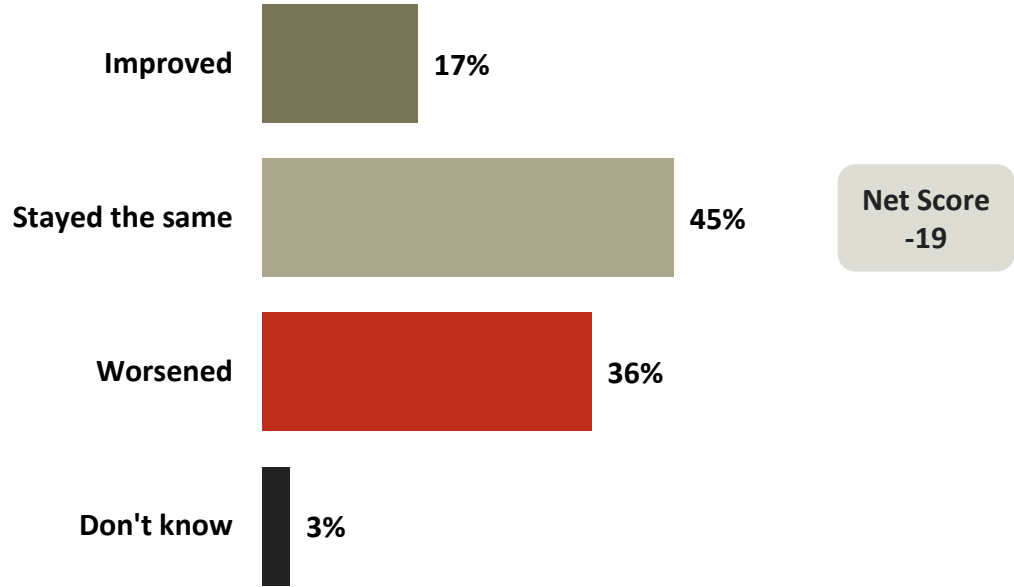


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Very good/good	97%	95%	97%	98%	97%	98%	98%	97%	98%	97%	93%↓
Very good	49%	38%	47%	49%	46%	48%	35%	40%	39%	38%	30%

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)

Perceived Change in the Quality of Life

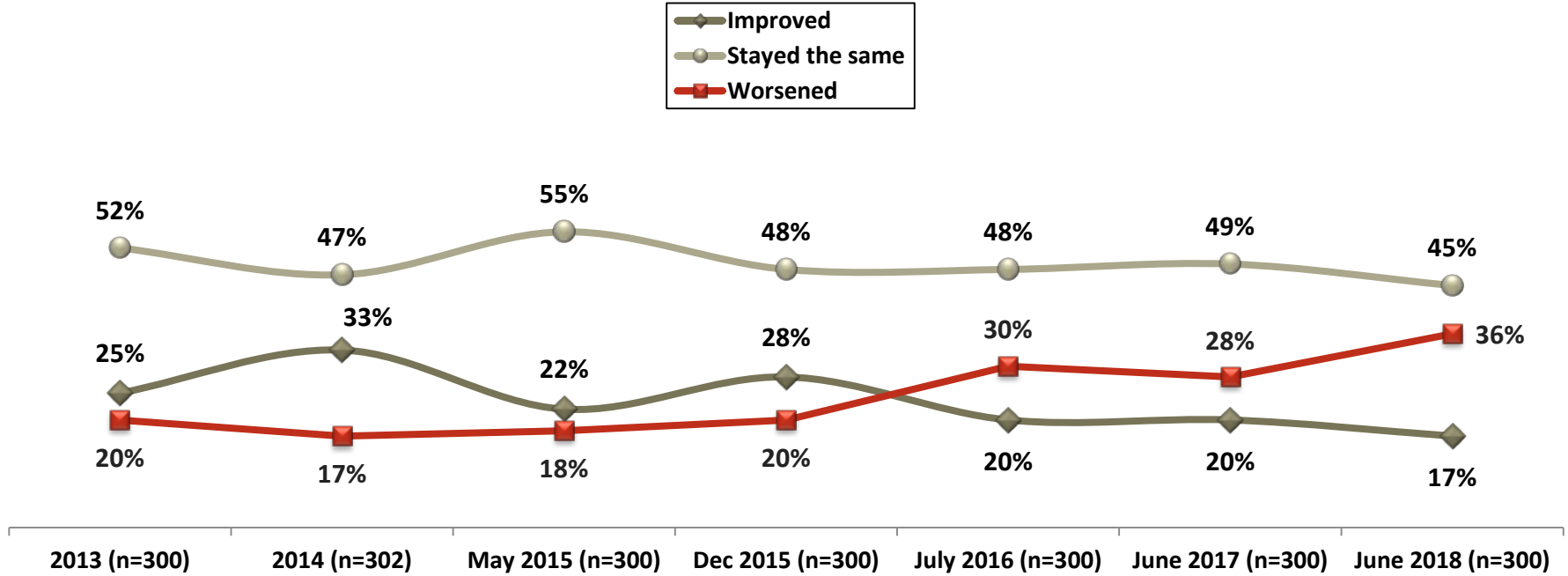


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Net Score	n/a	n/a	+5	+8	+5	+16	+4	+8	-10	-8	-19

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)

Tracking Perceived Change in the Quality of Life



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?

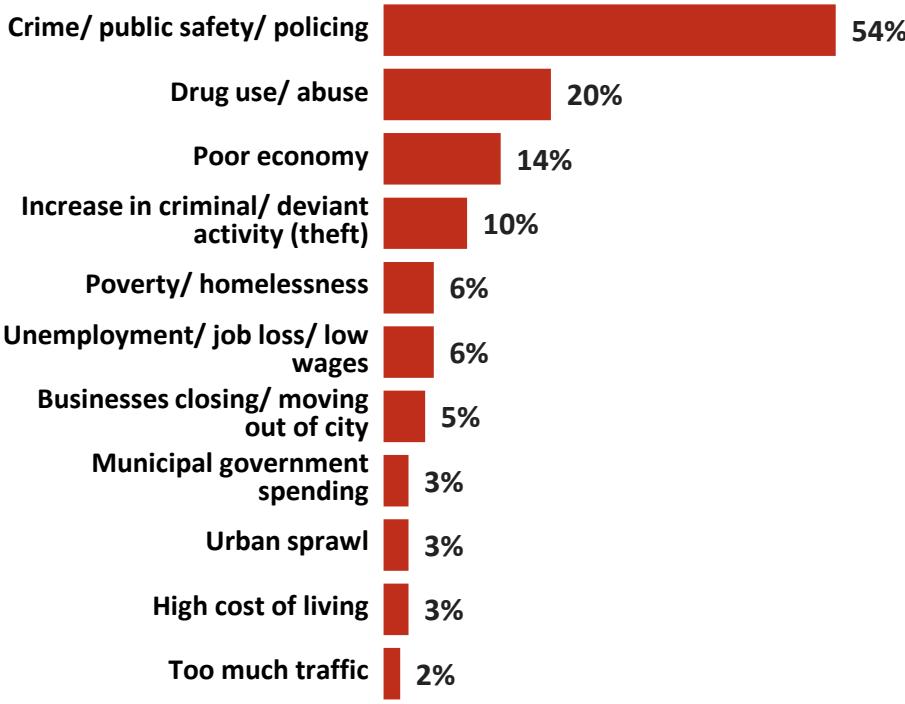
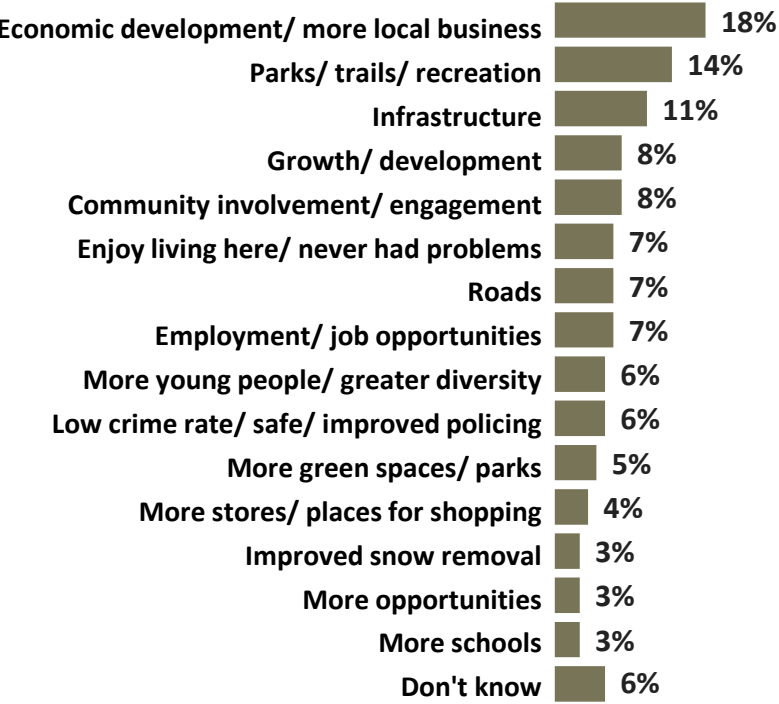
Base: All respondents (n=300)

Reasons for Perceived Change in the Quality of Life

Improved
- Top Mentions -

Multiple Responses
Mentions less than 3% not shown

Worsened
- Top Mentions -

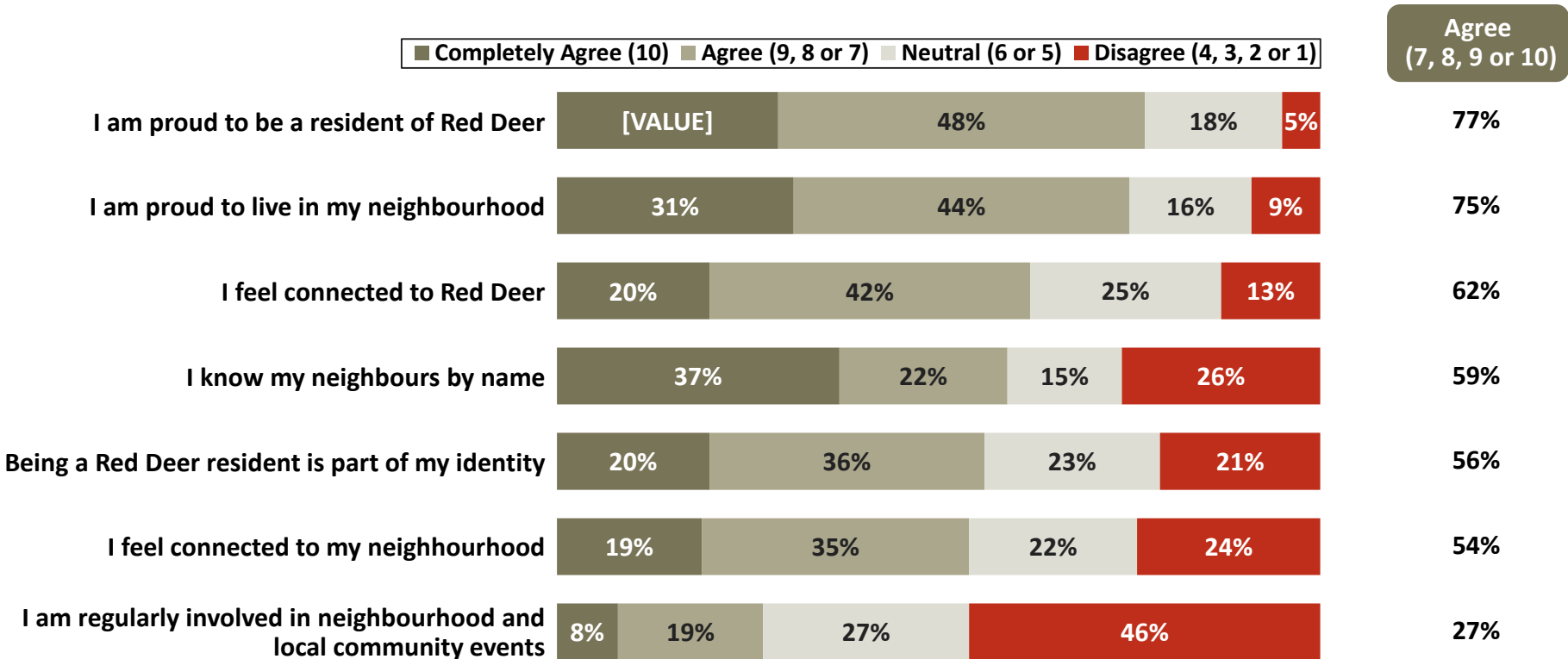


Q4. Why do you think the quality of life has improved?
Base: Quality has improved (n=49*)

**Small base size:
interpret with caution*

Q5. Why do you think the quality of life has worsened?
Base: Quality has worsened (n=113)

Connectedness to Red Deer



Agree
(7, 8, 9 or 10)

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)

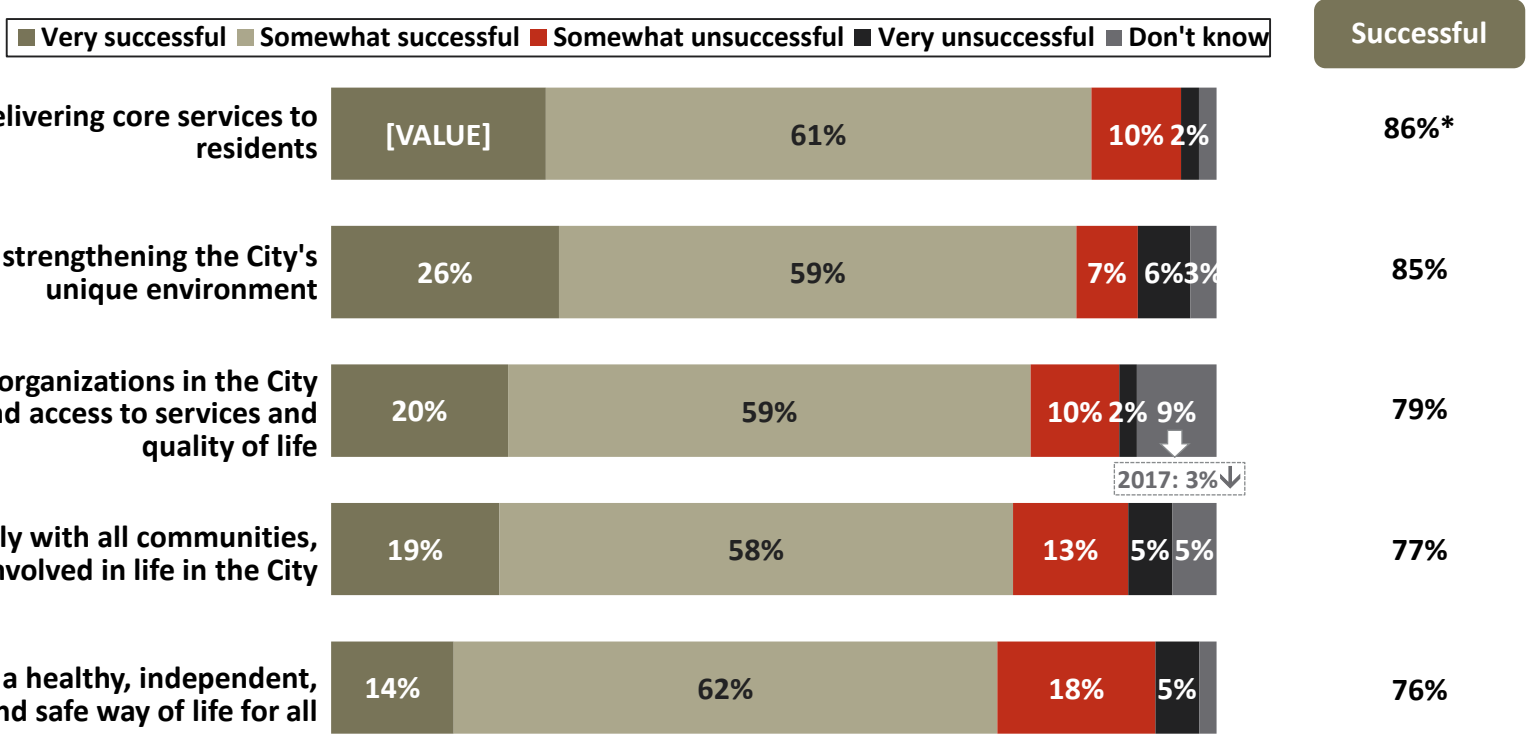
Tracking Connectedness to Red Deer

	Agree (rating of 7, 8, 9 or 10)					
	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
I am proud to be a resident of Red Deer	87%	80%	83%	86%	79%	77%
I am proud to live in my neighbourhood	84%	77%	78%	82%	77%	75%
I feel connected to Red Deer	69%	63%	69%	67%	64%	62%
I know my neighbours by name	60%	60%	63%	62%	61%	59%
Being a Red Deer resident is part of my identity	n/a	n/a	n/a	n/a	n/a	56%
I feel connected to my neighbourhood	56%	55%	50%	61%	61%	54%
I am regularly involved in neighbourhood and local community events	25%	24%	27%	24%	25%	27%

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)

Perceived Success of The City of Red Deer in Key Areas



*Rounding

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)

Tracking Perceived Success of The City of Red Deer in Key Areas

	Successful								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Focusing on delivering core services to residents	90%	91%	81%	85%	87%	89%	94%	92%	86%↓
Safeguarding and strengthening the City's unique environment	83%	90%	78%	86%	89%	84%	91%	89%	85%
Working with other organizations in the City to improve quality and access to services and quality of life	81%	88%	82%	87%	87%	87%	90%	89%	79%↓
Working closely with all communities, helping them to get involved in life in the City	75%	82%	68%	78%	79%	76%	86%	82%	77%
Working to establish a healthy, independent, and safe way of life for all	89%	85%	77%	85%	85%	82%	85%	85%	76%↓

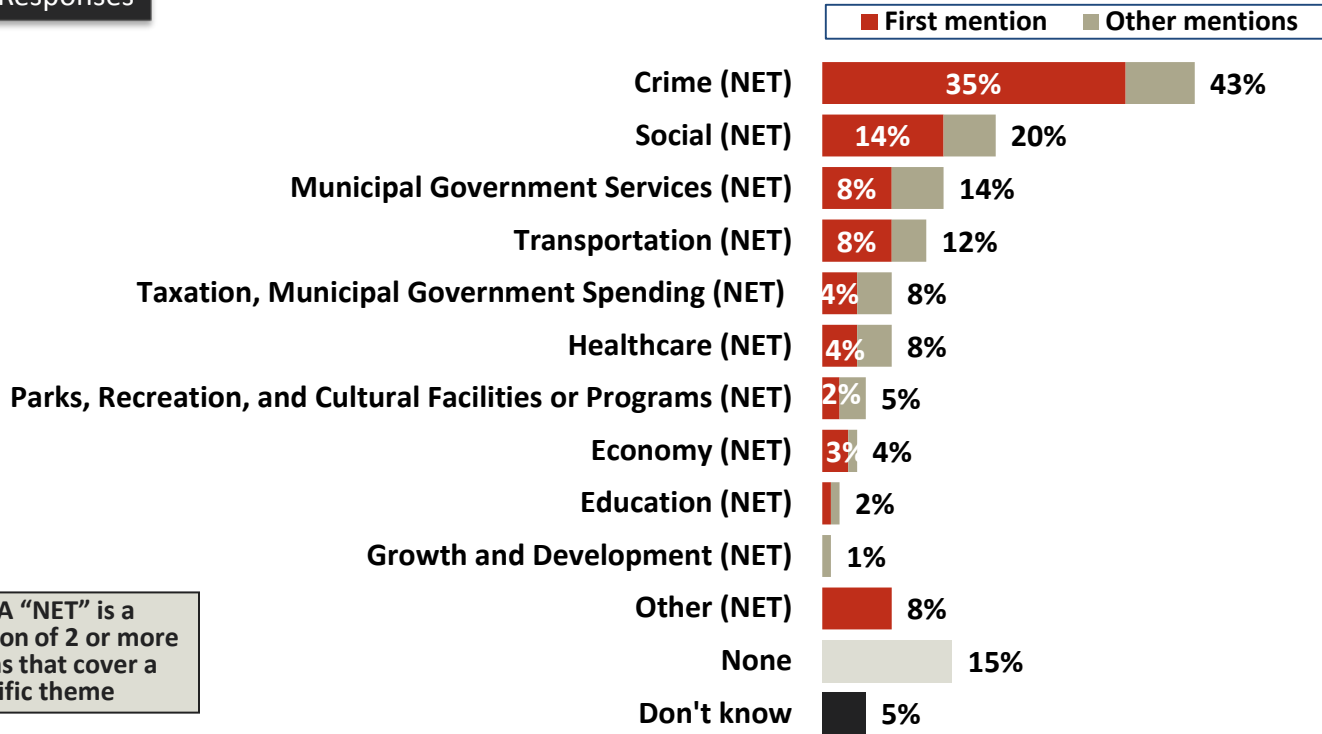
QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents (n=300)

ISSUE AGENDA

Most Important Local Issues: Key Themes

Multiple Responses



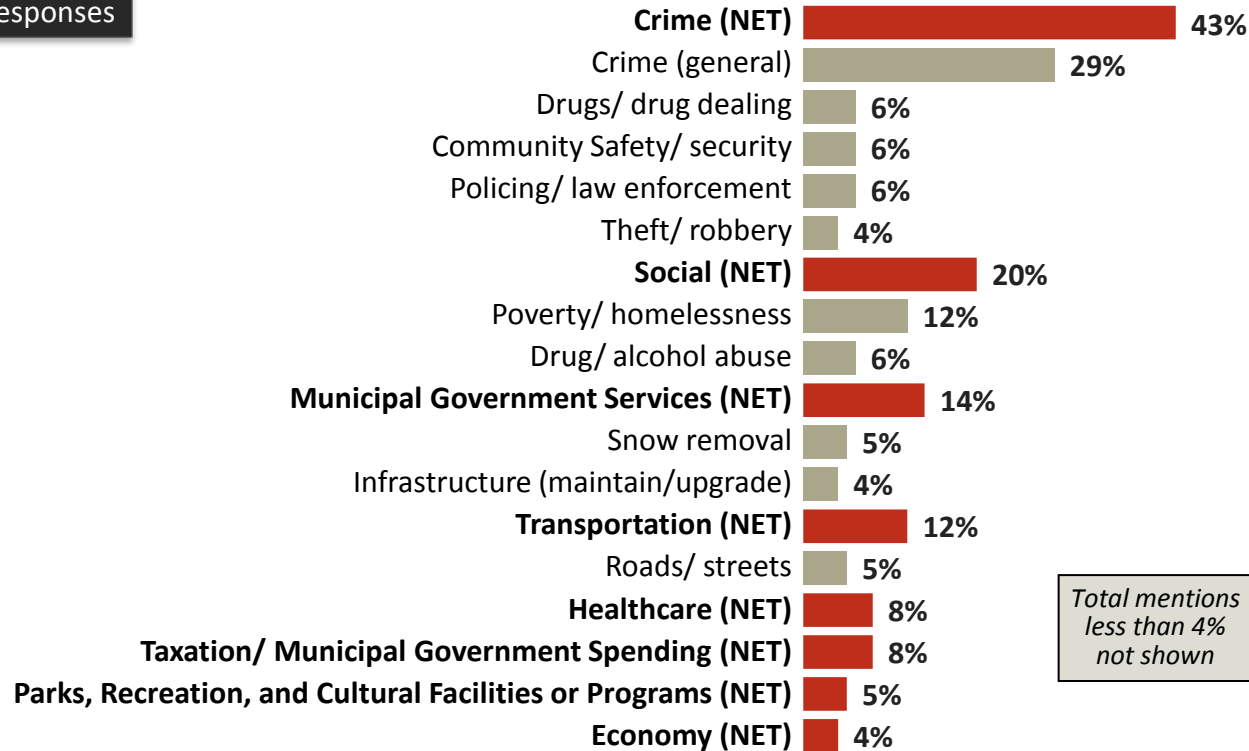
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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)

Most Important Local Issues: Specific Issues (Total Mentions)

Multiple Responses



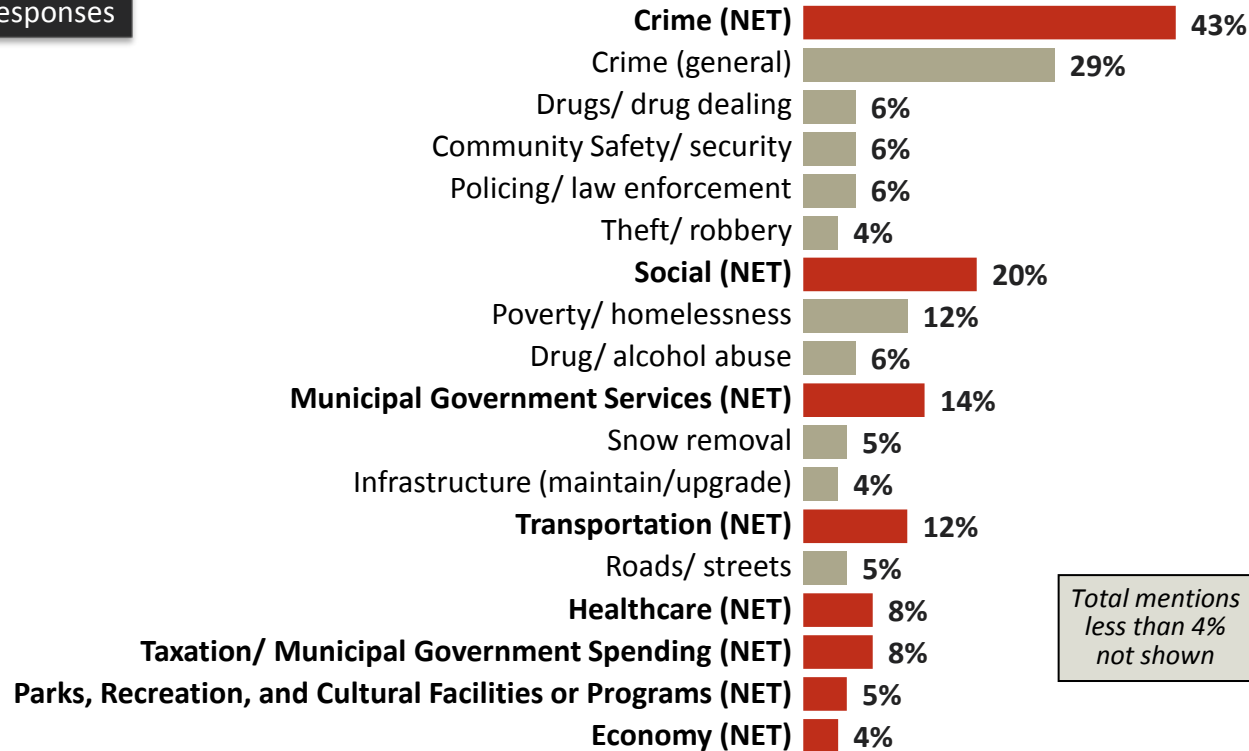
Total mentions less than 4% not shown

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)

Most Important Local Issues: Specific Issues (Total Mentions)

Multiple Responses



Total mentions less than 4% not shown

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)

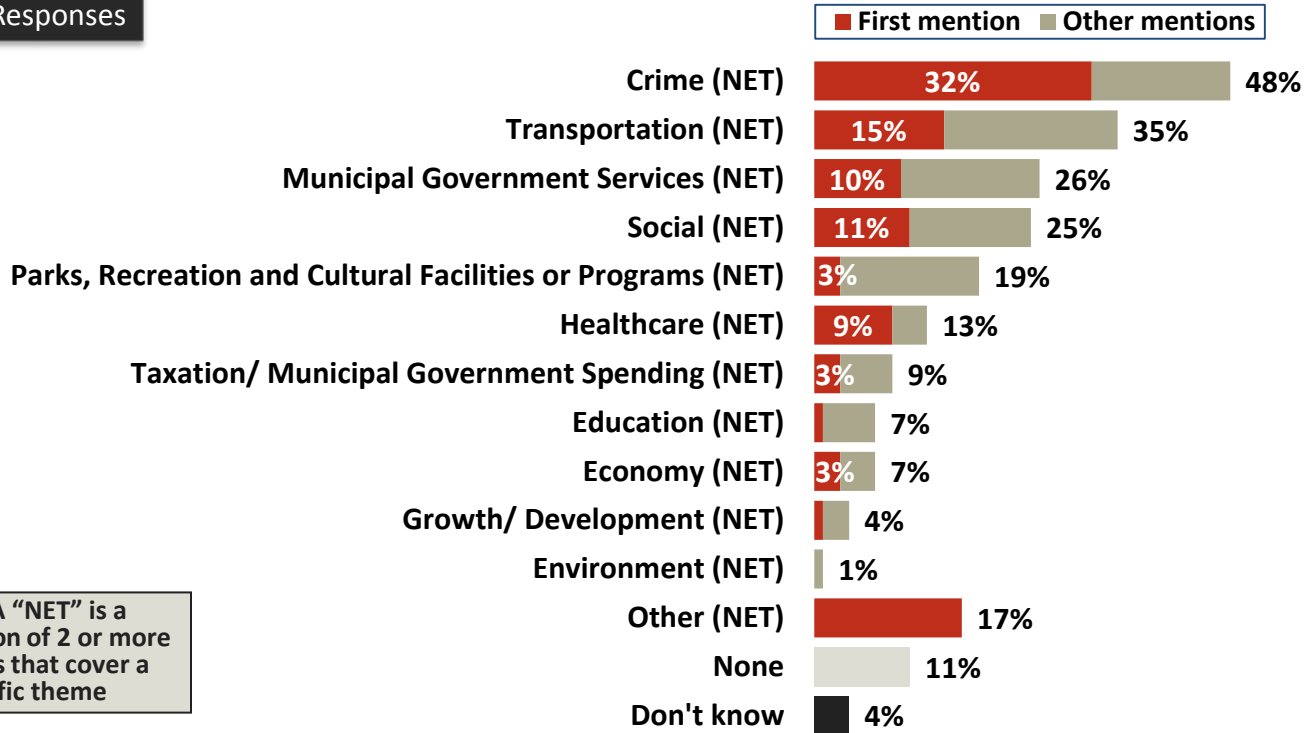
Tracking Most Important Local Issues: Key Themes

	Total Mentions										
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Crime (NET)	25%	24%	16%	18%	13%	22%	18%	25%	28%	41%	43%
Social (NET)	27%	20%	10%	8%	11%	13%	9%	14%	11%	14%	20%
Municipal Government Services (NET)	6%	14%	14%	13%	14%	21%	15%	21%	13%	12%	14%
Transportation (NET)	9%	16%	24%	30%	41%	27%	22%	14%	12%	14%	12%
Taxation/ Municipal Government Spending (NET)	9%	9%	9%	6%	16%	12%	6%	10%	7%	5%	8%
Healthcare (NET)	5%	7%	5%	7%	5%	3%	4%	3%	2%	5%	8%
Parks, Recreation, and Culture (NET)	5%	2%	5%	6%	9%	7%	12%	6%	8%	8%	5%
Economy (NET)	1%	4%	4%	4%	3%	5%	6%	9%	11%	3%	4%
Education (NET)	10%	7%	11%	8%	7%	6%	7%	1%	4%	3%	2%
Growth and Development (NET)	12%	8%	4%	5%	5%	2%	7%	2%	2%	2%	1%
Environment (NET)	2%	5%	3%	4%	1%	1%	4%	3%	5%	4%	0%↓
Other (NET)	7%	7%	8%	7%	3%	14%	9%	9%	10%	8%	8%

CITIZEN PRIORITIES AND EXPECTATIONS

Top Three Priorities for The City to Address Over the Next 12 Months: Key Themes (Unprompted)

Multiple Responses



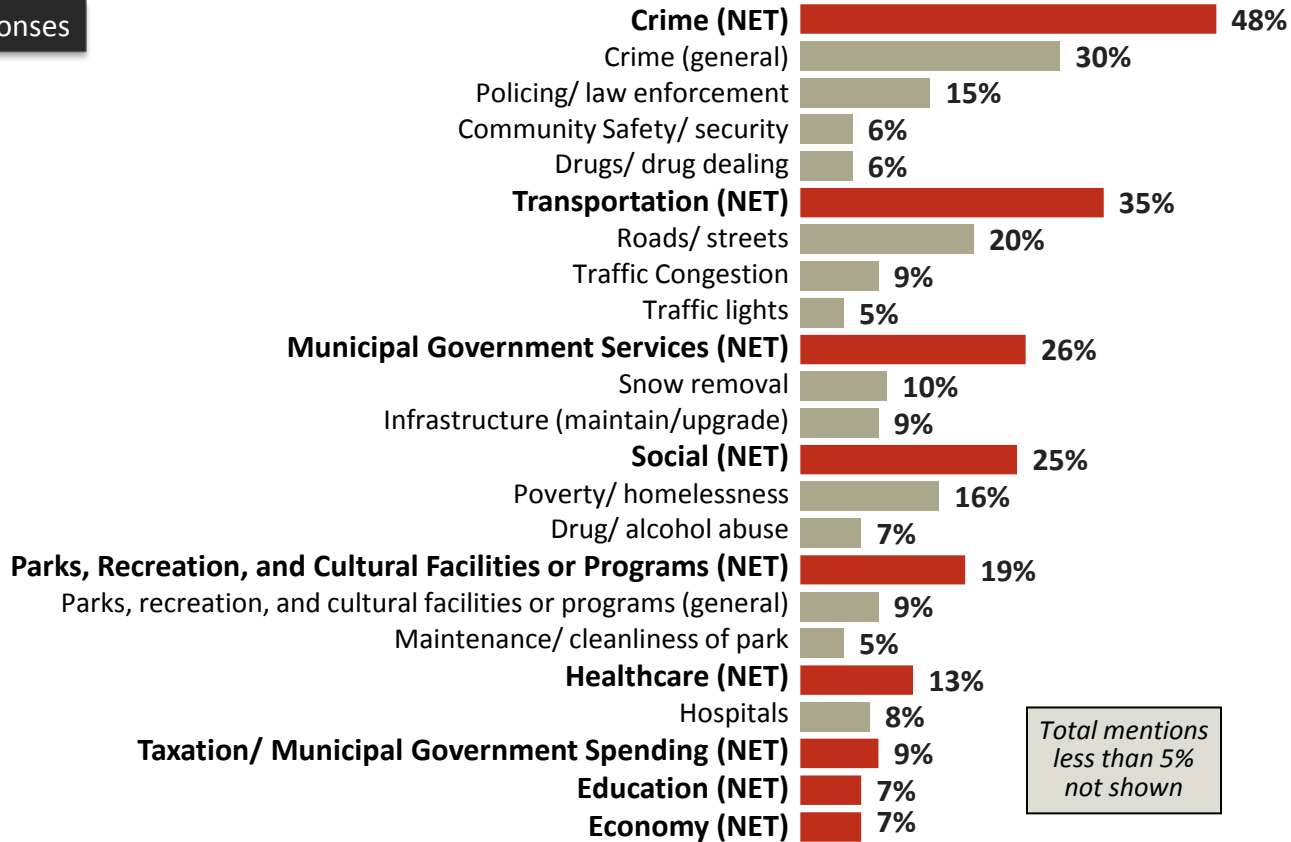
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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.

Base: All respondents (n=300)

Top Three Priorities for The City to Address: Specific Issues (Total Mentions) (Unprompted)

Multiple Responses



Total mentions less than 5% not shown

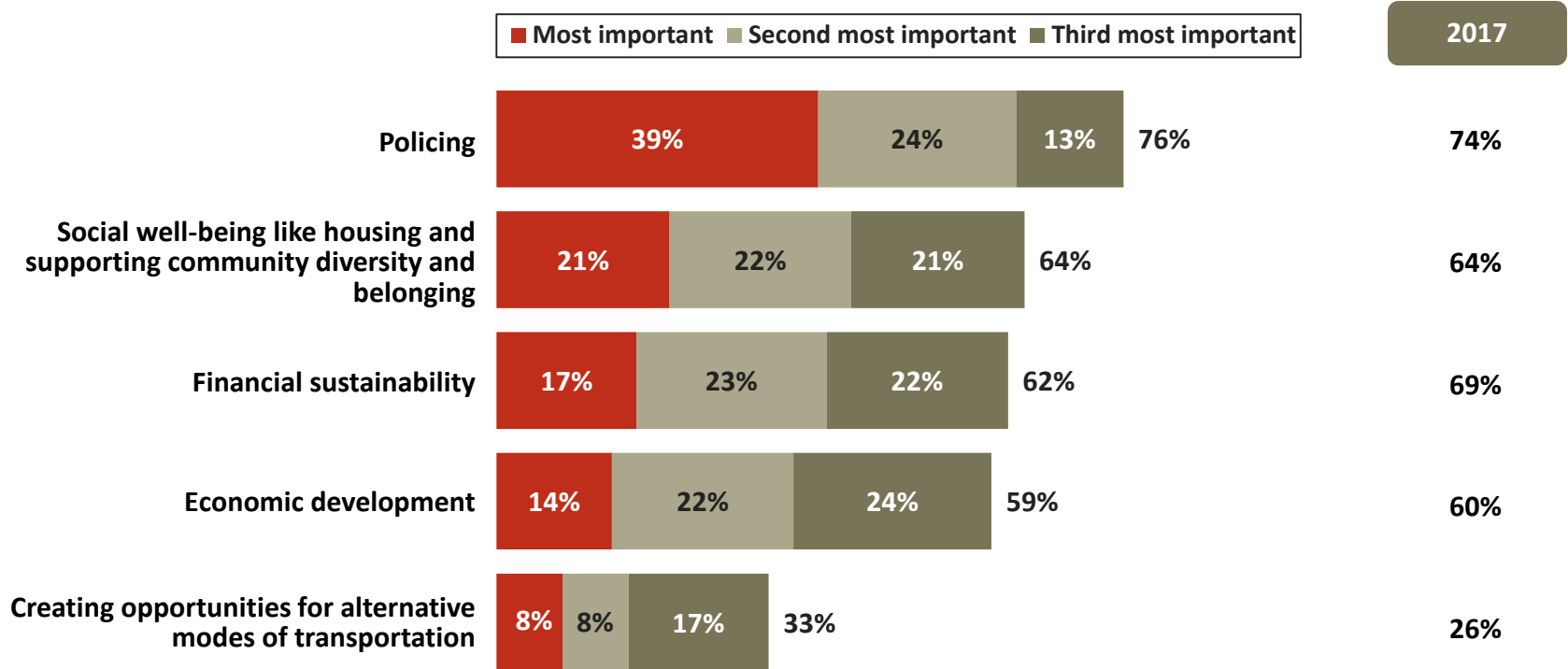
QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months. Base: All respondents (n=300)

Tracking Top Three Priorities for The City to Address: Key Themes (Unprompted)

	Total Mentions								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Crime (NET)	18%	20%	21%	32%	31%	32%	38%	43%	48%
Transportation (NET)	48%	48%	55%	43%	43%	37%	32%	29%	35%
Municipal Government Services (NET)	31%	20%	6%	46%	31%	33%	26%	21%	26%
Social (NET)	14%	8%	8%	19%	18%	21%	25%	27%	25%
Parks, Recreation, and Culture (NET)	13%	22%	11%	14%	25%	15%	15%	24%	19%
Healthcare (NET)	4%	3%	3%	4%	3%	2%	4%	6%	13%↑
Taxation/Municipal Government Spending (NET)	8%	5%	5%	10%	6%	9%	5%	4%	9%
Economy (NET)	4%	8%	4%	6%	9%	9%	6%	10%	7%
Education (NET)	9%	6%	4%	6%	9%	3%	5%	3%	7%
Growth and Development (NET)	5%	12%	7%	7%	7%	8%	5%	6%	4%
Environment (NET)	4%	3%	2%	2%	6%	2%	1%	2%	1%
Other (NET)	15%	12%	4%	23%	27%	17%	32%	27%	17%

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. Base: All respondents (n=300)

Ranking Five Specific City Priorities

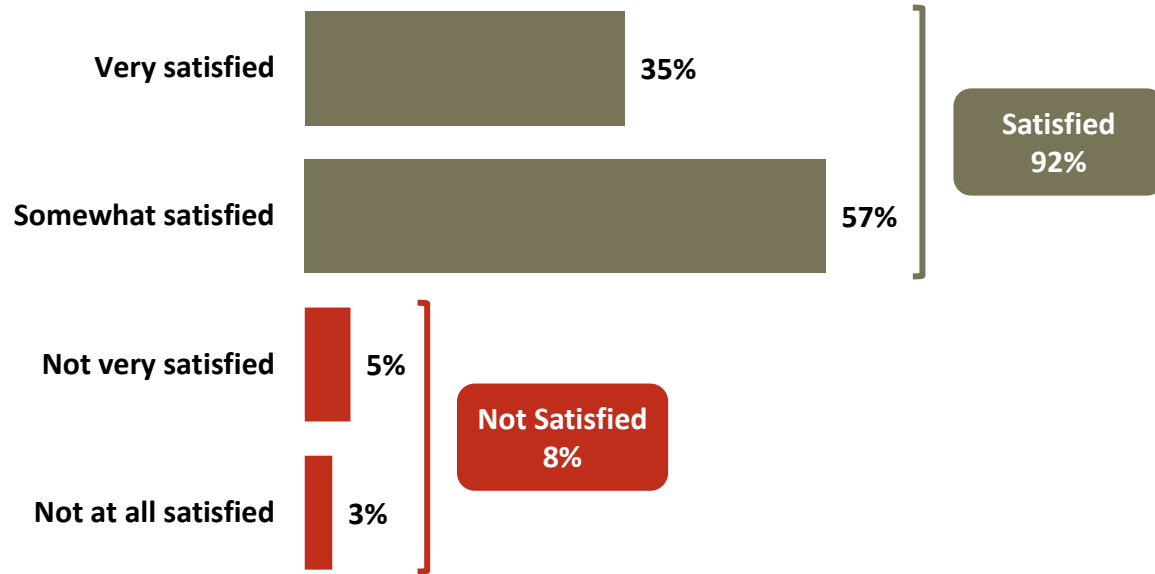


QE3. Next, I'm going to read you a list of five priorities that the City of Red Deer might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally. Which one is next most important? Which one is third most important?

Base: All respondents (n=300)

SATISFACTION WITH CITY SERVICES

Overall Satisfaction with the Overall Level and Quality of City Services

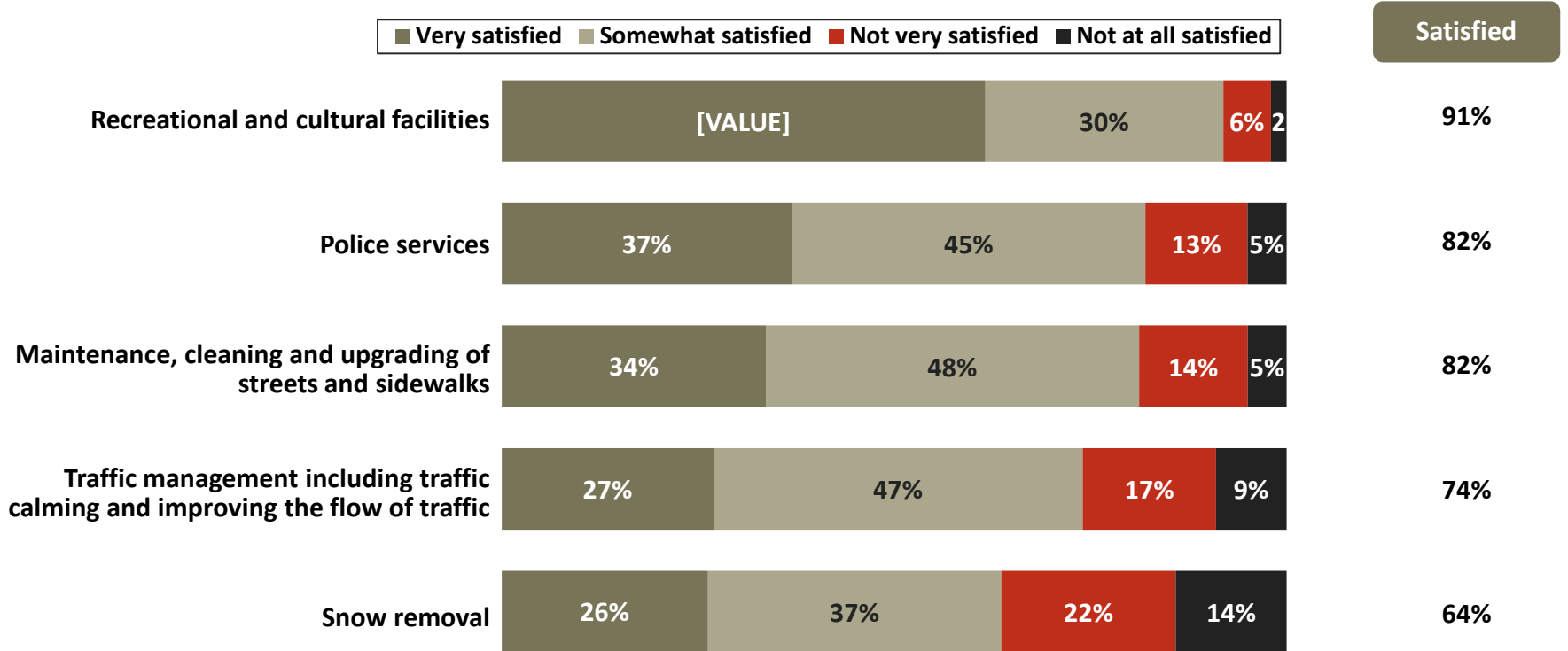


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Very/Somewhat satisfied	98%	91%	94%	93%	93%	95%	92%	95%	97%	92%	92%
Very satisfied	43%	28%	33%	41%	34%	29%	32%	38%	39%	37%	35%

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. 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)

Tracking Satisfaction with Specific City Services

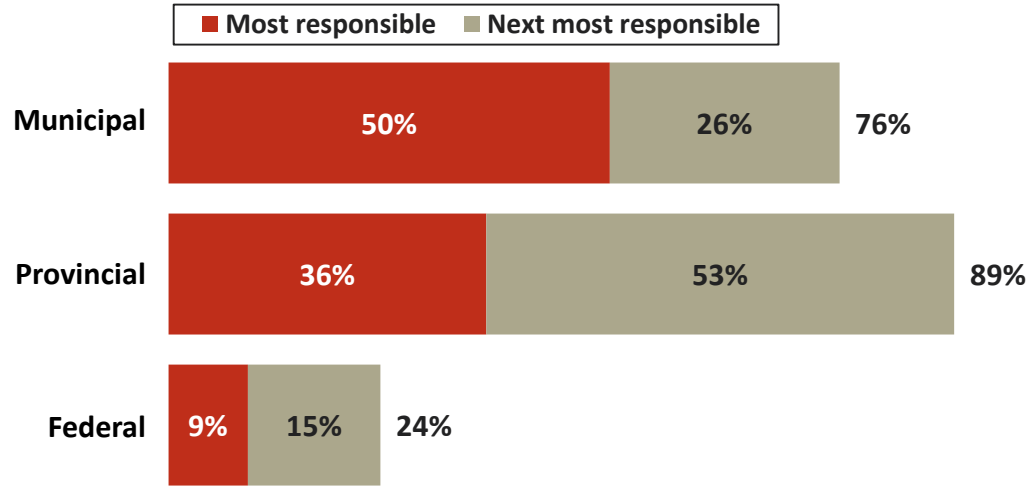
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Recreational and cultural facilities	n/a	n/a	91%	92%	91%	94%	91%	93%	96%	92%	91%
Police services	85%	82%	89%	90%	87%	88%	89%	84%	87%	83%	82%
Maintenance, cleaning, and upgrading of streets and sidewalks	n/a	n/a	68%	73%	68%	76%	81%	81%	86%	84%	82%
Traffic management including traffic calming and improving the flow of traffic	69%	69%	64%	71%	55%	66%	68%	67%	73%	74%	74%
Snow removal	n/a	n/a	n/a	65%	61%	45%	60%	63%	71%	72%	64%

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)

INFRASTRUCTURE

Level of Government Most Responsible for Health of Infrastructure

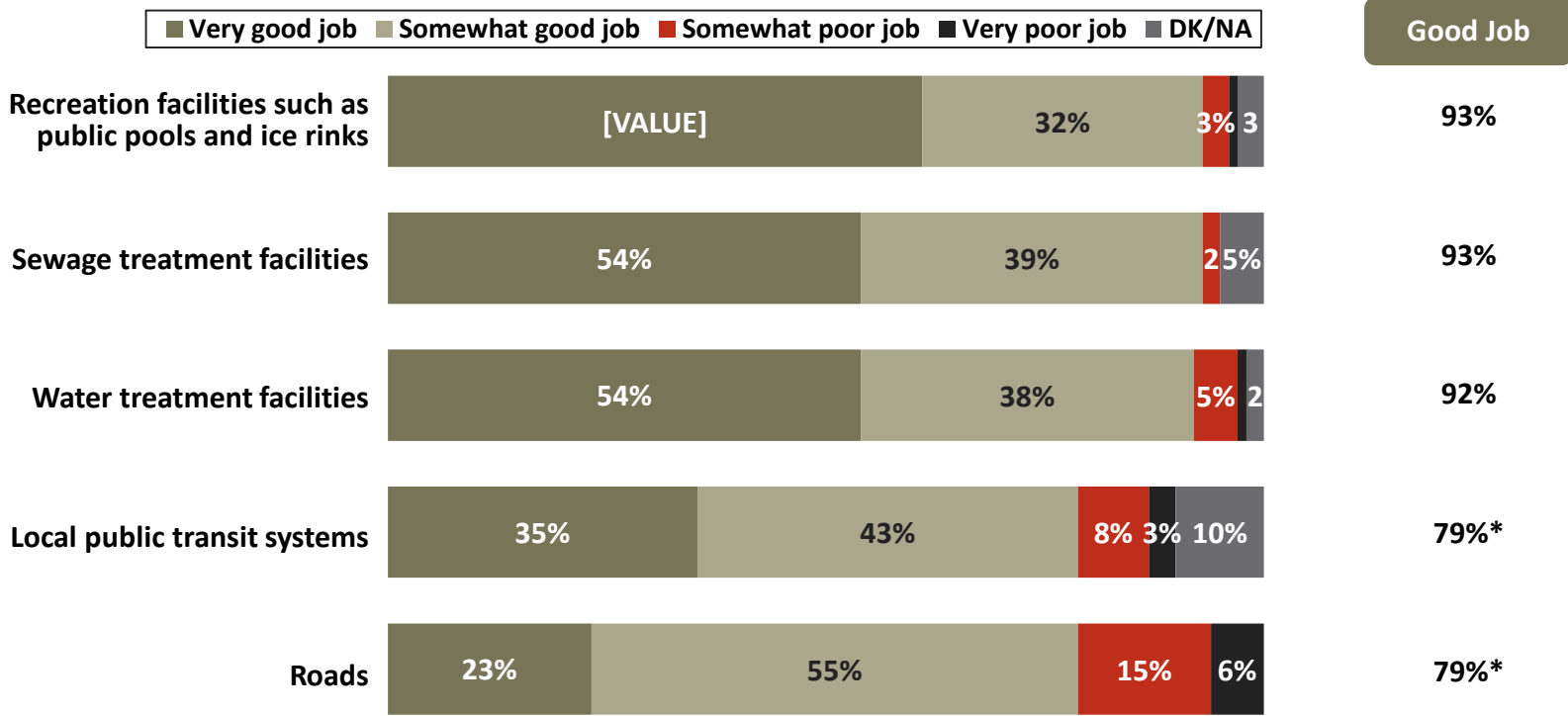


	Most Responsible								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Municipal	51%	49%	51%	53%	49%	58%	53%	49%	50%
Provincial	35%	34%	34%	39%	38%	33%	37%	37%	36%
Federal	8%	10%	6%	5%	8%	4%	4%	8%	9%

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)

The City's Performance Managing Infrastructure Assets



*Rounding

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)

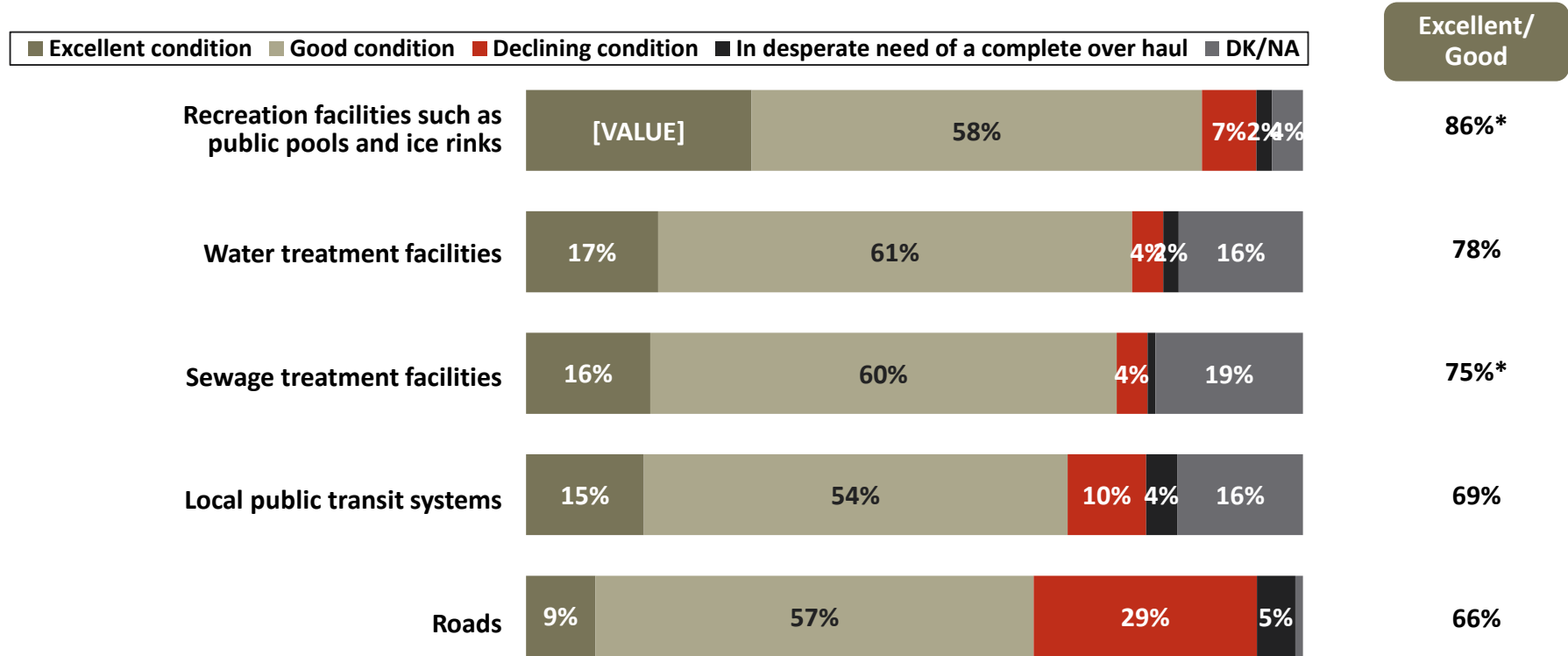
Tracking The City's Performance Managing Infrastructure Assets

	Good Job								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Recreation facilities	93%	96%	92%	92%	93%	95%	93%	92%	93%
Sewage treatment facilities	90%	90%	86%	91%	95%	96%	97%	97%	93%
Water treatment facilities	86%	92%	89%	92%	95%	95%	96%	96%	92%
Local public transit systems	80%	82%	74%	82%	81%	83%	91%	85%	79%
Roads	59%	61%	54%	65%	73%	75%	84%	78%	79%

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)

Perceived Condition of Infrastructure Assets



*Rounding

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)

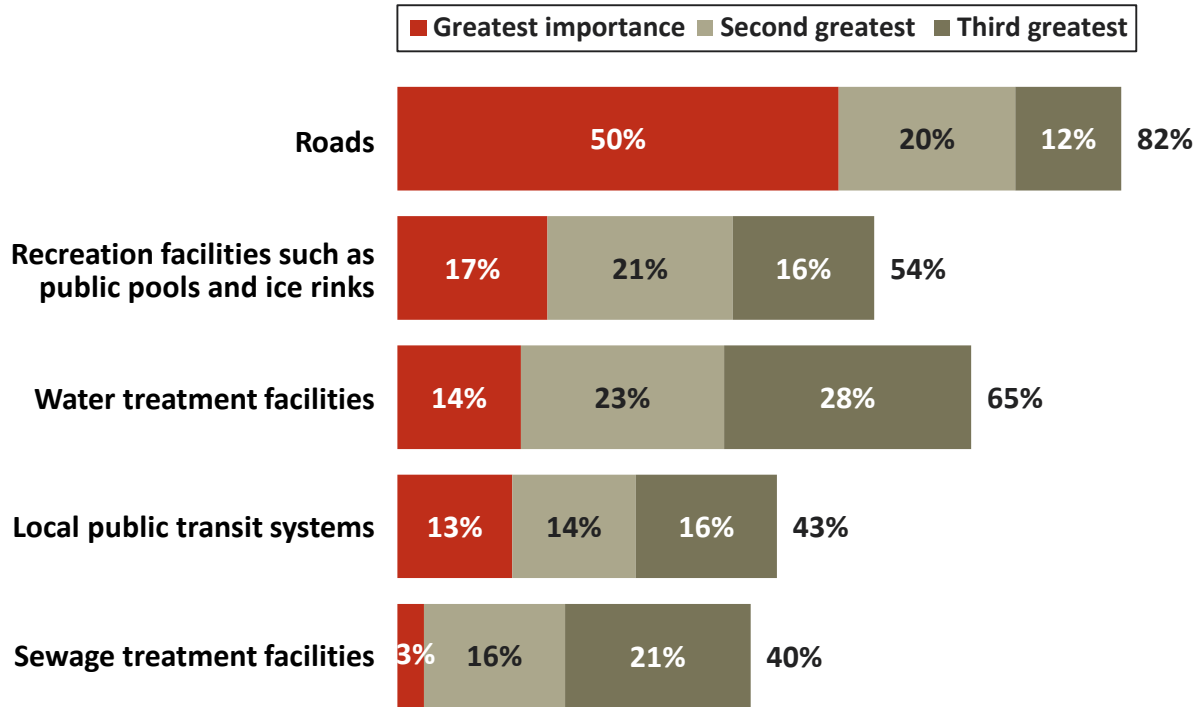
Tracking Perceived Condition of Infrastructure Assets

	Excellent/ Good Condition								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Recreation facilities	94%	89%	86%	88%	89%	91%	88%	87%	86%
Water treatment facilities	82%	86%	84%	86%	92%	87%	91%	78%	78%
Sewage treatment facilities	77%	84%	80%	82%	90%	86%	92%	77%	75%
Local public transit systems	75%	81%	68%	80%	80%	87%	88%	74%	69%
Roads	47%	46%	40%	59%	58%	71%	78%	69%	66%

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)

Prioritizing Infrastructure Assets for Construction or Upgrades



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)

Tracking Prioritizing Infrastructure Assets for Construction or Upgrades

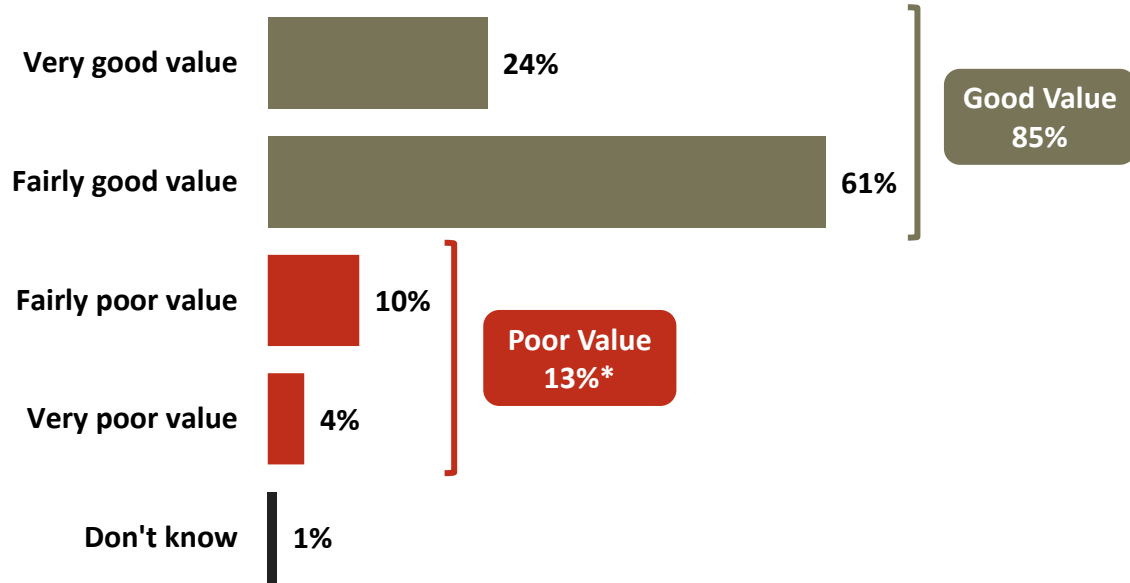
	Most Important								
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Roads	90%	88%	90%	84%	89%	80%	82%	82%	82%
Recreation facilities	61%	64%	59%	68%	60%	55%	55%	54%	54%
Water treatment facilities	43%	51%	48%	53%	61%	62%	61%	67%	65%
Local public transit systems	41%	41%	33%	40%	38%	38%	35%	38%	43%
Sewage treatment facilities	44%	41%	43%	42%	41%	42%	48%	41%	40%

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)

TAXATION

Value for Taxes



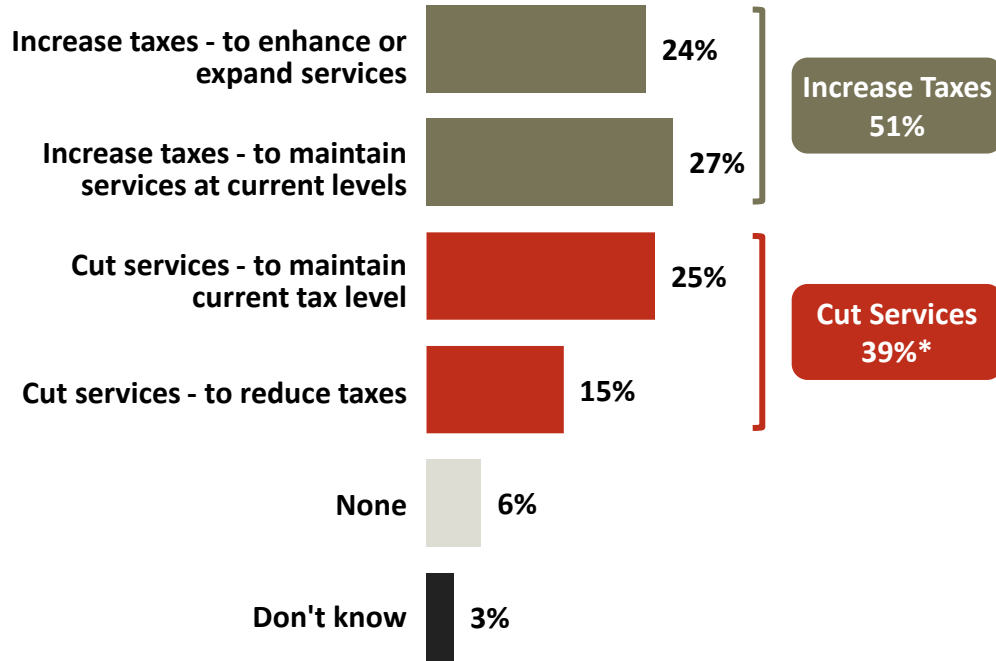
*Rounding

	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Very/fairly good	91%	80%	86%	84%	83%	84%	83%	88%	82%	80%	85%
Very good	27%	19%	20%	20%	18%	24%	16%	28%	18%	19%	24%

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

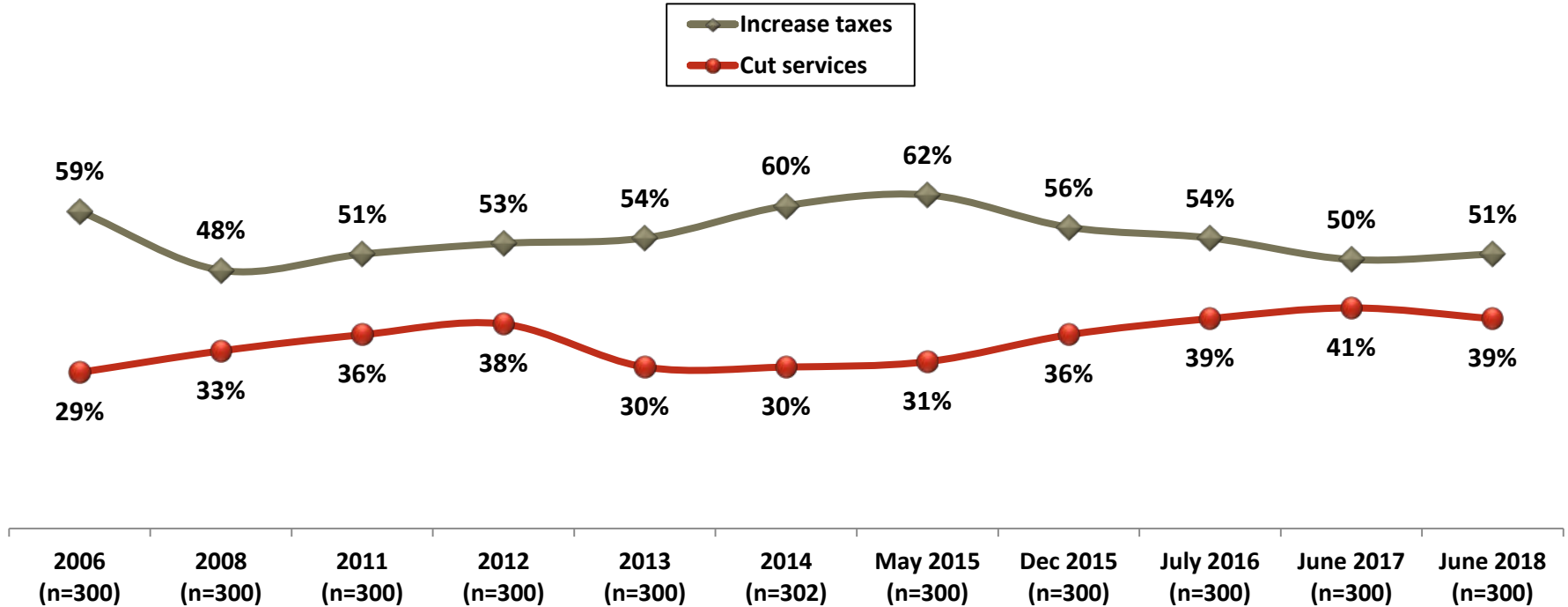


*Rounding

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)

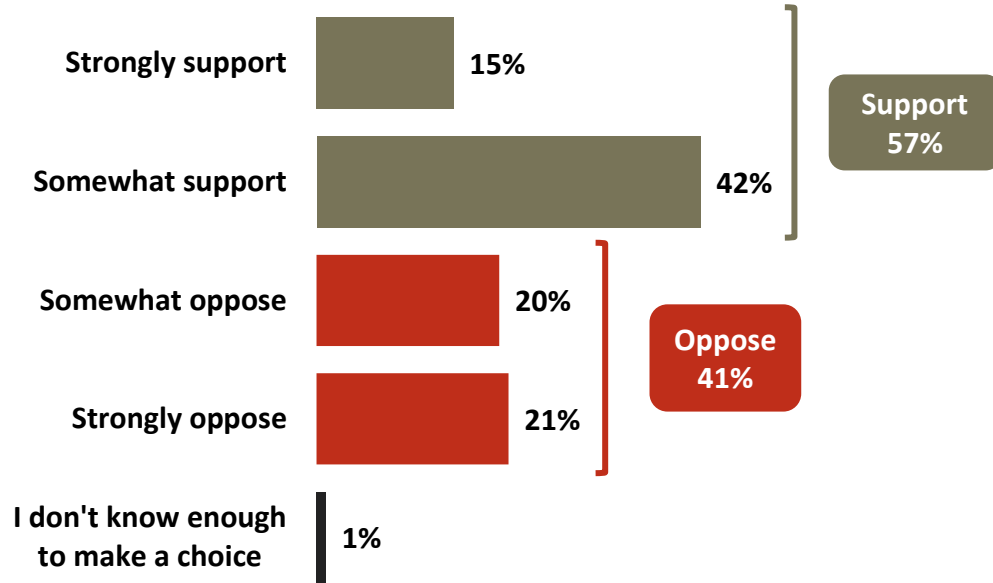
Tracking Balancing Taxation and Service Delivery Levels



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)

Support for Property Tax Increases to Fund Building New Community Amenities



	June 2017 (n=300)	June 2018 (n=300)
Strongly/somewhat support	58%	57%
Strongly support	17%	15%

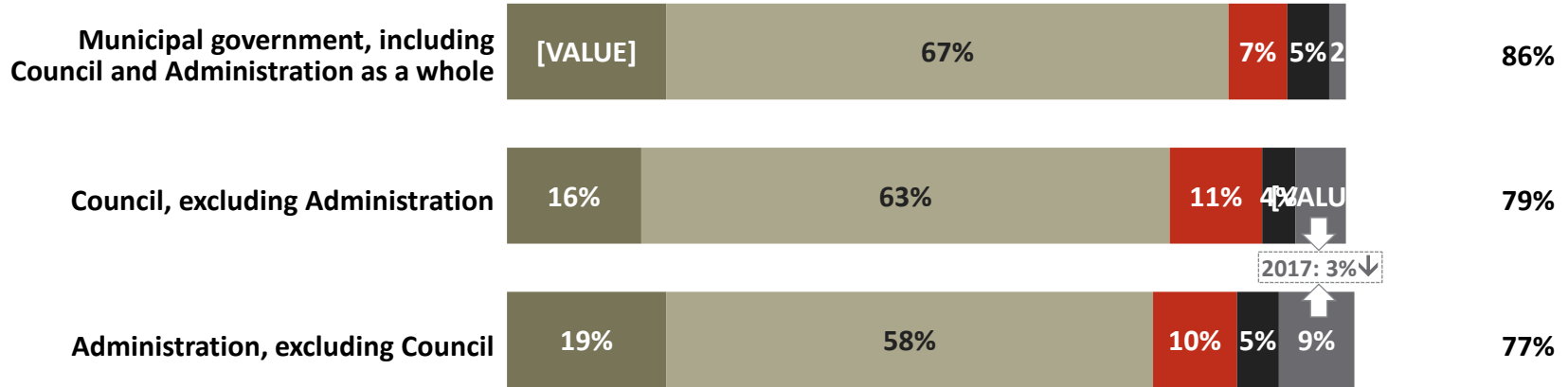
QA1. As you may or may not be aware, The City of Red Deer recently completed consultations about new community amenities. These amenities could include facilities or spaces the public can use for recreation, parks and cultural purposes. Generally, do you support or oppose increasing your property taxes to fund building new community amenities in Red Deer? Base: All respondents (n=300)

MUNICIPAL GOVERNMENT PERFORMANCE

Municipal Government Performance

■ Very satisfied
 ■ Somewhat satisfied
 ■ Not very satisfied
 ■ Not at all satisfied
 ■ Don't know

Very/Somewhat satisfied



	Very/Somewhat satisfied					
	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
Municipal government, including Council and Administration as a whole	84%	87%	91%	90%	87%	86%
Council, excluding Administration	84%	84%	89%	90%	87%	79%↓
Administration, excluding Council	80%	84%	89%	89%	87%	77%↓

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?

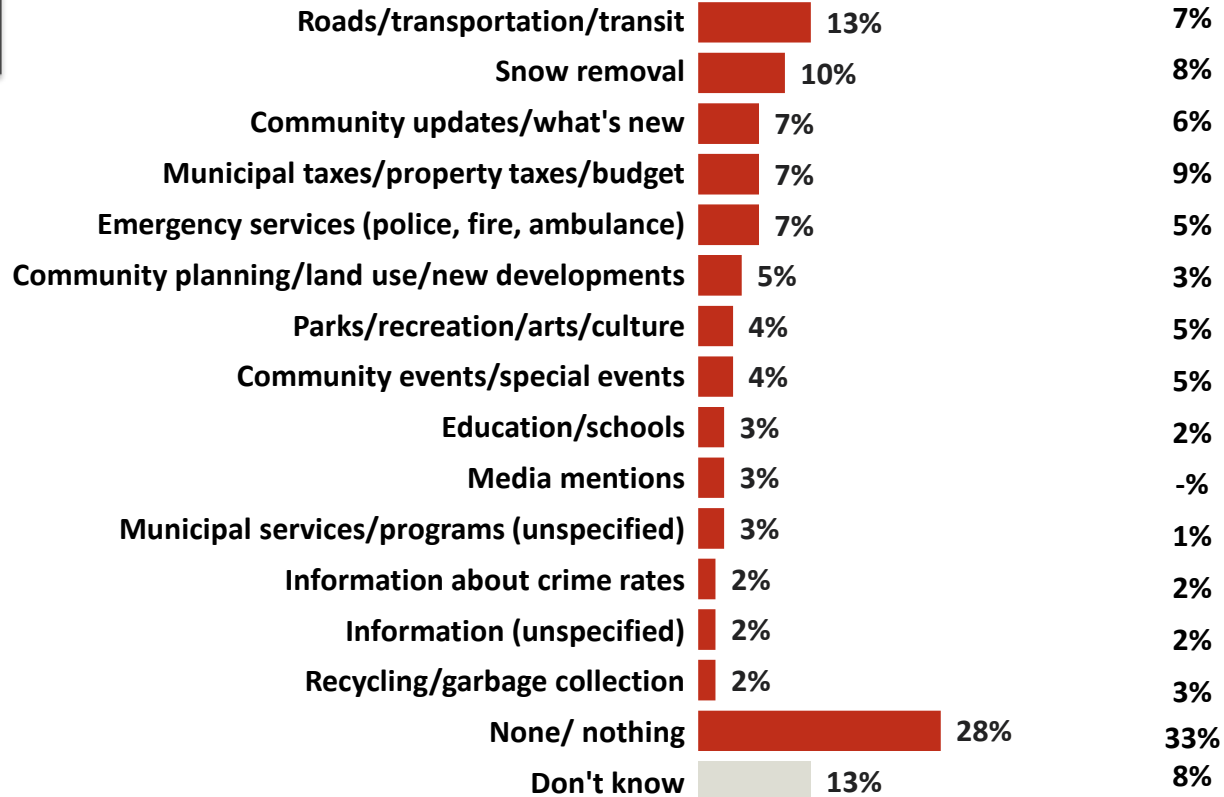
Base: All respondents (n=300)

CITY COMMUNICATIONS

Desired Information from The City of Red Deer

2017

Multiple Responses
- Top Mentions -
*Mentions less than 2%
not shown*



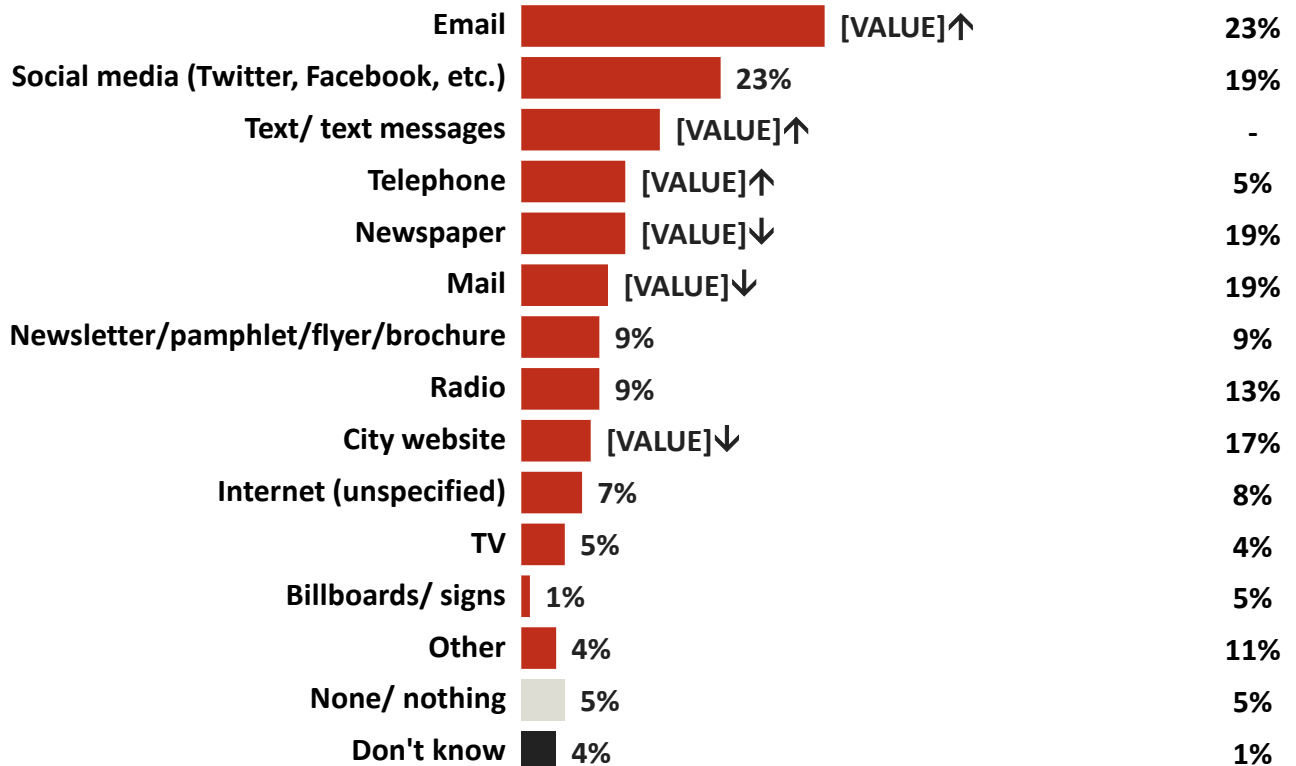
Q10. Thinking about your information needs, what kinds of information do you want the City of Red Deer to provide you with? Any others?

Base: All respondents (n=300)

Preferred Methods of Communication from The City of Red Deer

Multiple Responses

2017



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

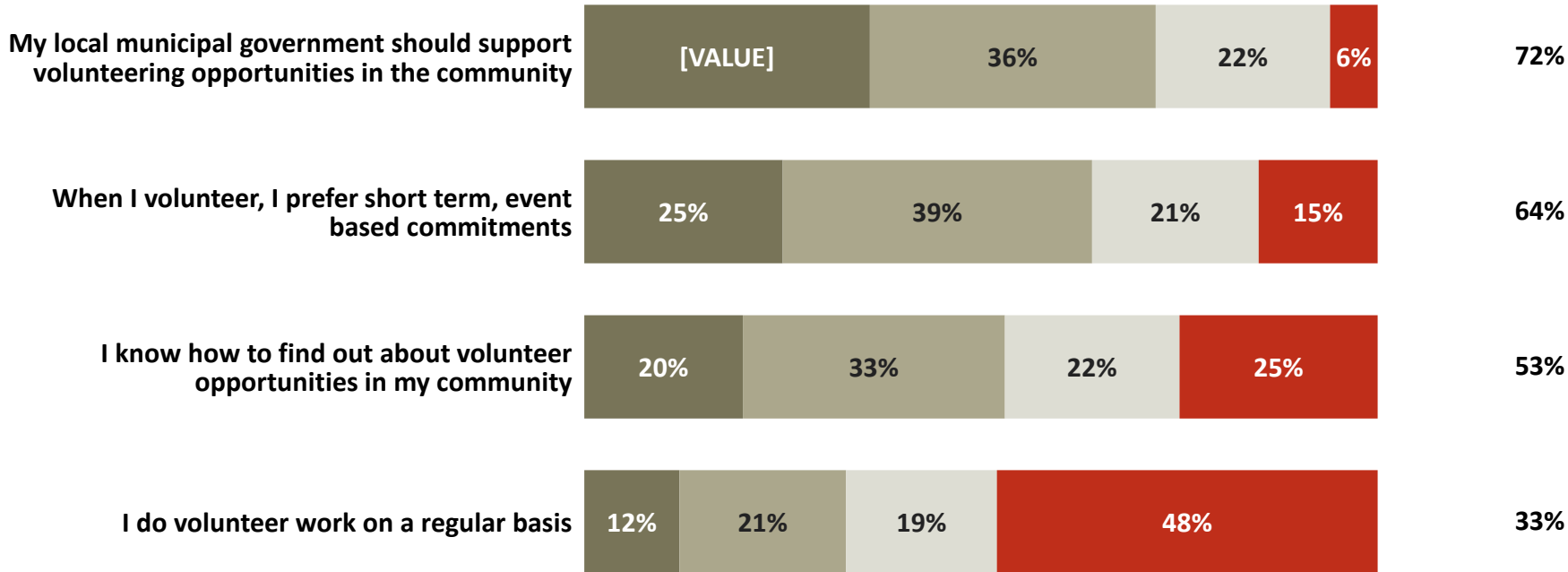
Base: All respondents (n=300)

VOLUNTEER WORK

Attitudes Regarding Volunteer Work

Completely Agree (10)
 Agree (9, 8 or 7)
 Neutral (6 or 5)
 Disagree (4, 3, 2 or 1)

Agree
(7, 8, 9 or 10)



QV1. Next, I'm going to read a list of statements some people use to describe themselves. For each statement, please tell me whether you agree or disagree. Please use a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Base: All respondents (n=300)

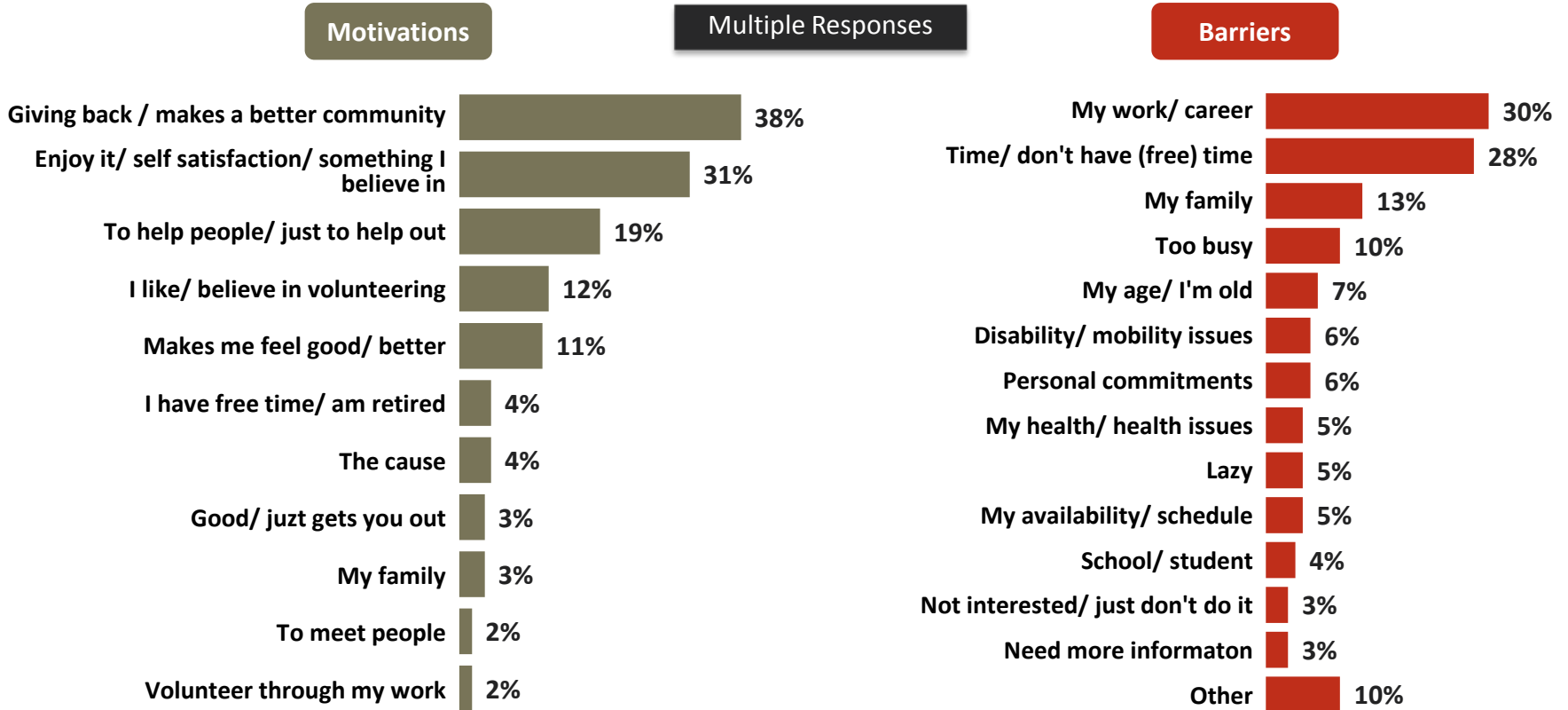
Tracking Attitudes Regarding Volunteer Work

	Agree (rating of 7, 8, 9 or 10)		
	July 2016 (n=300)	June 2017 (n=300)	June 2018 (n=300)
My local municipal government should support volunteering opportunities in the community	72%	80%	72%↓
When I volunteer, I prefer short term, event based commitments	68%	62%	64%
I know how to find out about volunteer opportunities in my community	62%	61%	53%
I do volunteer work on a regular basis	26%	36%	33%

QV1. Next, I'm going to read a list of statements some people use to describe themselves. For each statement, please tell me whether you agree or disagree. Please use a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Base: All respondents (n=300)

Motivations and Barriers to Doing Volunteer Work on a Regular Basis

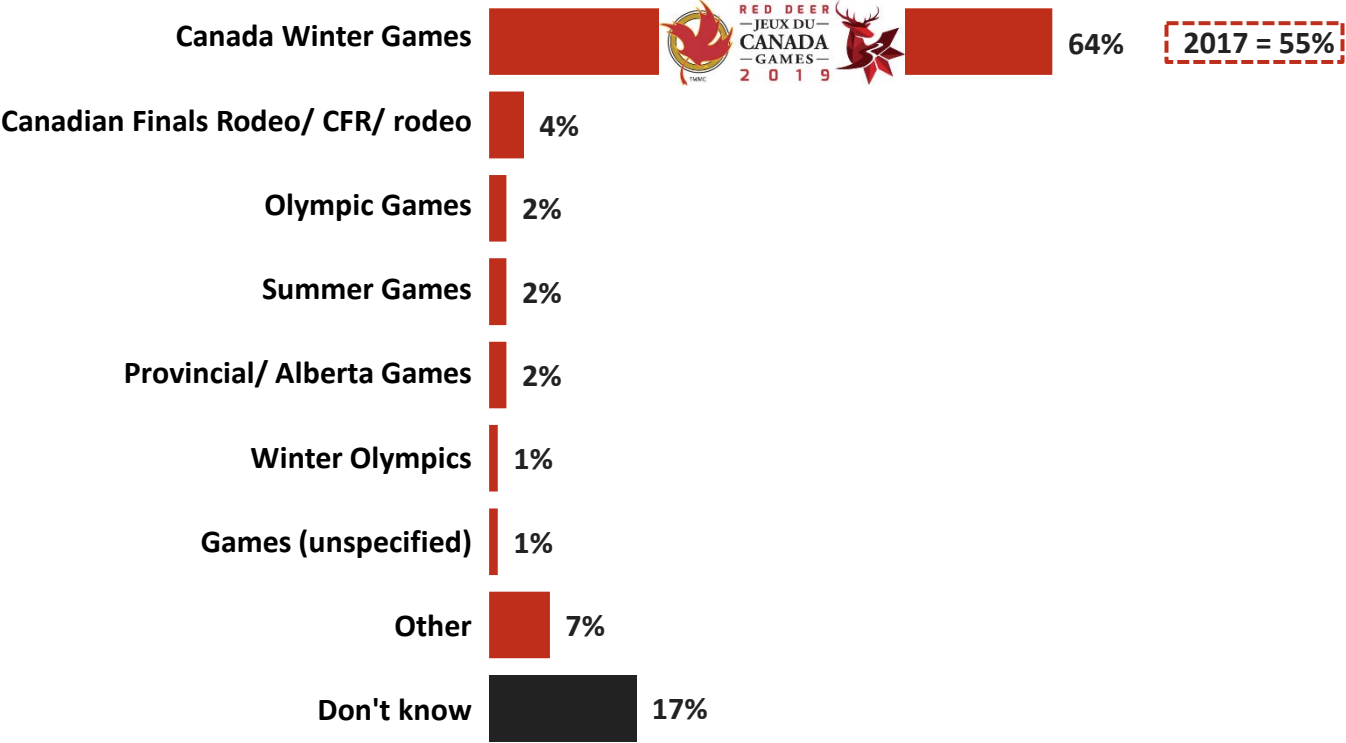


QV2. What motivates you to do volunteer work on a regular basis?
 Base: Do volunteer work on a regular basis (n=118)

QV2. What prevents you from doing volunteer work on a regular basis?
 Base: Don't do volunteer work on a regular basis (n=178)

2019 CANADA WINTER GAMES

Top-of-Mind Awareness of the 2019 Canada Winter Games



CG1. To the best of your knowledge, what major event will take place in Red Deer during 2019?

Base: (n=300)

DEMOGRAPHICS

Demographics

GENDER



49%
Male

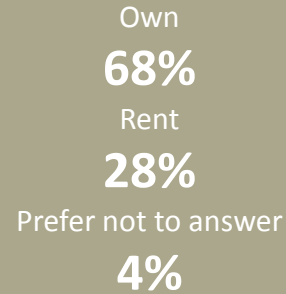


51%
Female

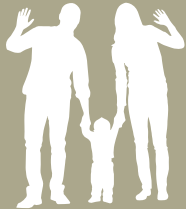
AGE



OWN / RENT HOME

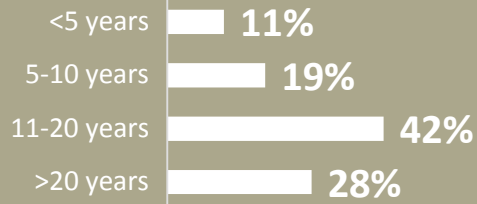


CHILDREN <18 YRS IN HHLD



40%
Children

TENURE IN RED DEER



RESPONSIBLE FOR PROPERTY TAXES



Yes **88%**
No **12%**



Contact



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