

# **RED DEER'S VITAL SIGNS 2008**

## Table of Contents:

|  |    |
|--|----|
| Where We Stand: Our Community Profile .....  | 5  |
| Share of Youth in Population.....  | 5  |
| Share of Elderly in Population.....  | 5  |
| Median Age.....  | 5  |
| Experienced Labour Force by Industry.....  | 5  |
| Proportion of Immigrants.....  | 5  |
| Median Income of Economic Families .....   | 5  |
| Average Income of Economic Families.....   | 5  |
| Proportion of the Population Classified as a Visible Minority .....                          | 6  |
| GDP in Millions of Constant 2002 Dollars.....  | 6  |
| GDP per Worker .....   | 6  |
| Population Growth Statistics.....  | 6  |
| Fertility Rates.....   | 6  |
| Divorce Rate .....   | 6  |
| Percentage of Married vs Common-Law Relationships .....                                      | 7  |
| Aboriginal Population Profile .....  | 7  |
| Non –Official Languages.....   | 7  |
| Where Immigrants are Coming From .....   | 7  |
| Consumer and Business Bankruptcies .....   | 7  |
| Non-Residential Building Permit Values.....  | 7  |
| Retail Sales.....  | 7  |
| Overall Cost Competitiveness Index .....   | 8  |
| Gap Between Rich and Poor .....  | 9  |
| Child Poverty Rate (LIM):.....   | 9  |
| Overall Poverty Rate.....  | 9  |
| Proportion of Economic Families in Income Brackets .....                                     | 9  |
| Median Income for All Individuals Working Full Time .....                                    | 9  |
| Proportion of Single-parent Families.....  | 10 |
| Income Gap Between Male-headed lone parent families and female-headed lone-parent families . | 10 |
| Red Deer Food Bank Usage.....  | 10 |
| Elderly Poverty Rate (LIM).....  | 10 |
| Safety .....   | 11 |
| Traffic Crime Rate .....   | 11 |
| Property Crime Rate .....  | 11 |
| Tolerance of Graffiti .....  | 11 |
| Police Officers per 100,000 .....  | 11 |
| Feeling Safe At School .....   | 11 |
| Use of Womens Emergency Shelter .....  | 11 |
| Youth Involvement in Gangs .....   | 12 |
| Violent Crime Rate .....   | 12 |
| Motor Vehicle Theft Rate .....   | 12 |
| Health and Wellness .....  | 13 |
| Obesity Rates .....  | 13 |
| Self-rated Mental Health.....  | 13 |

|  |    |
|--|----|
| Proportion of the Population 12 years and Over without a Regular Medical Doctor .....      | 13 |
| Life Expectancy .....  | 13 |
| High Birth-weight Infants .....  | 14 |
| Low Birth Weight Babies .....  | 14 |
| Physicians per 100,000 .....   | 14 |
| Smoking Rates .....  | 14 |
| Leisure-Time Physically Active or Moderately Active .....                                  | 14 |
| Work Absence (Average Days Lost per Year Including Maternity) .....                        | 14 |
| Current Boil-Water Advisories .....  | 14 |
| Infant Mortality .....   | 15 |
| Services Available to Aboriginal Community .....   | 15 |
| Heart Disease .....  | 15 |
| Breastfeeding .....  | 15 |
| Smoking and Second-Hand Smoke .....  | 15 |
| Learning .....   | 16 |
| Proportion of the Population (15 Years and Over) that Have Not Completed High School ..... | 16 |
| Proportion of the Population with Postsecondary Education .....                            | 16 |
| Aboriginal High School Completion Rates .....  | 16 |
| Enrollment at Red Deer College .....   | 16 |
| Adult Literacy Scores .....  | 16 |
| CCL Learning Index .....   | 16 |
| Adults taking High School Equivalency or Adult Upgrading at Red Deer College .....         | 17 |
| Housing .....  | 18 |
| Rental Vacancy Rate .....  | 18 |
| Gross Shelter Income Ratio .....   | 18 |
| Ratio of MLS Average Residential Price to Median Census Family Income .....                | 18 |
| Home Ownership .....   | 18 |
| Inn from the Cold – Winter Inn .....   | 18 |
| Young Home Owners .....  | 18 |
| Housing Starts .....   | 19 |
| Number of Beds in Homeless Shelters .....  | 19 |
| Average Annual Rent as a Share of Median Census Family Income .....                        | 19 |
| Proportion of Units Requiring Major Repair .....   | 19 |
| Ending Homelessness and Routes Into Homelessness .....                                     | 19 |
| Hidden Homeless .....  | 19 |
| Getting Started .....  | 20 |
| Median Income of Recent Immigrants .....   | 20 |
| Migration .....  | 20 |
| Unemployment Rate of Immigrants and Non-Immigrants .....                                   | 20 |
| Youth Unemployment Rate .....  | 20 |
| Debt Load of Red Deer College graduates .....  | 20 |
| Average Income of Recent Immigrants .....  | 20 |
| Inventory of Services available to Newcomers .....   | 21 |
| Arts & Culture .....   | 22 |
| Employment in Occupations Related to Arts, Culture, Recreation and Sport .....             | 22 |
| Aboriginal Public Events .....   | 22 |

|  |    |
|--|----|
| Support for Public Art.....  | 22 |
| Registrations in City Programs .....   | 22 |
| A New Vision for Culture.....  | 22 |
| Library Use .....  | 22 |
| Local Art Installations.....   | 23 |
| Art Galleries.....   | 23 |
| Expanded Public Cultural Events .....  | 23 |
| Environment.....   | 24 |
| Air Quality .....  | 24 |
| Designated Green Spaces.....   | 24 |
| Green Building.....  | 24 |
| Average Daily Flow of Water.....   | 25 |
| Community Action - Protecting our Watershed .....  | 25 |
| Work .....   | 26 |
| Employment Growth.....   | 26 |
| Unemployment Rate .....  | 26 |
| Employment Rate.....   | 26 |
| Average and Median Earnings in 2000 and 2005 for Persons Working Full Year Full-time ..... | 26 |
| Average and Median Real Hourly Earnings .....  | 26 |
| Median Income for Males vs Females .....   | 26 |
| Primary and Secondary School: Preparation for Work.....                                    | 27 |
| Cost of Work – Child Care .....  | 27 |
| Economic and Employment growth in Red Deer Manufacturing Industry .....                    | 27 |
| Belonging and Leadership .....   | 28 |
| Voter Turnout.....   | 28 |
| Charitable Donors as a Proportion of Tax Filers .....                                      | 28 |
| Volunteer Rate .....   | 28 |
| Median Charitable Donors.....  | 28 |
| Women in Municipal Government .....  | 28 |
| Preparing our Youth for Citizenship.....   | 28 |
| Seniors – Risk of poverty and isolation .....  | 29 |
| Seniors Community Involvement: Volunteering .....  | 29 |
| Innovation .....   | 30 |
| Diversification.....   | 30 |
| Innovation in Tourism.....   | 30 |
| Getting Around .....   | 31 |
| Median Commuting Distance .....  | 31 |
| Vehicles per Person.....   | 31 |
| Percent of Workers (Aged 15 and Over) Who Use Public Transportation to Get to Work .....   | 31 |
| Transit Usage / Increase in Ridership .....  | 31 |
| Shelter and Snow Removal policy for bus stops .....  | 31 |
| Children and Seniors Using Transit.....  | 31 |
| Increase in services/routes .....  | 31 |
| Alternative transportation .....   | 31 |
| Trails System .....  | 32 |
| Community Action – Alternative Transportation .....  | 32 |

## Where We Stand: Our Community Profile

### Share of Youth in Population

The proportion of the population in Red Deer aged 14 and under in 2006 was 18.1 per cent, down 1.9 percentage points from a share of 20.0 per cent in 2001. The proportion was 2.8 per cent higher than the national rate (17.7 per cent) and 5.5 per cent below the provincial rate (19.2 per cent)<sup>1</sup>.

### Share of Elderly in Population

The proportion of the population in Red Deer aged 65 and older in 2006 was 9.8 per cent, up 0.1 percentage points from a share of 9.7 per cent in 2001. The proportion was 28.2 per cent lower than the national rate (13.7 per cent) and 8.4 per cent below the provincial rate (10.7 per cent)<sup>2</sup>.

### Median Age

At 33.4 years, the median age in Red Deer in 2006 increased by 0.3 years from a median age of 33.1 in 2001. The median age was 15.4 per cent lower than the national level (39.5 years) and 7.2 per cent lower than the provincial level (36.0 years)<sup>3</sup>.

### Experienced Labour Force by Industry

In Red Deer in 2006, the goods producing sector accounted for 30.0 per cent of the experienced labour force while the services producing sector accounted for 70.0 per cent of the experienced labour force. The proportion in the goods producing sector was 6.4 percentage points higher than the national average (23.5 per cent) and 2.2 percentage points **higher** than the provincial average (27.8 per cent)<sup>4</sup>.

### Proportion of Immigrants

In 2006, the foreign-born population in Red Deer was 7,655 persons, representing 9.4 per cent of the total population. This compares to a provincial proportion of 16.2 per cent of the population and a national proportion of 19.8 per cent. The rate has grown 0.8 percentage points from the share in 2001 (8.7 per cent)<sup>5</sup>.

### Median Income of Economic Families

In 2005, median money income for economic families was \$74,566 in Red Deer, up 10 per cent from 2001 in real terms. The 2005 level was 12.4 per cent higher than the national median (\$66,343) and 2.6 per cent lower than the provincial median (\$76,526)<sup>6</sup>.

Note 1: economic family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption.

### Average Income of Economic Families

In 2005, average real income of economic families in Red Deer was \$90,333, 16.5 per cent higher than what it was in 2000 (\$77,553, expressed in 2005 dollars). Average income was 8.0 per cent below the provincial average of \$98,240 and 9.7 per cent above the national average of \$82,325<sup>7</sup>.

Note: economic family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption.

### **Proportion of the Population Classified as a Visible Minority**

In 2006 in Red Deer, the visible minority population was 5,815 persons, representing 7.1 per cent of the total population. This compares to the national proportion of 16.2 per cent and the provincial proportion of 13.9 per cent of the population. Red Deer saw an increase of 64.0 per cent in the visible minority population between 2001-2006<sup>8</sup>.

### **GDP in Millions of Constant 2002 Dollars**

Real GDP in Red Deer reached \$5,068 million in 2007, up 5.51 per cent from its 2006 level. This change was smaller in magnitude than the city's average annual GDP growth rate of 5.98 percent over the 2001-2007 period. By comparison, real annual GDP growth over the same period averaged 4.43 per cent province-wide and 2.66 per cent nationally. Red Deer accounted for 2.66 percent of the real GDP of Alberta in 2007<sup>9</sup>.

### **GDP per Worker**

Real GDP per worker in Red Deer was **\$103,002** in 2007 (in constant 2002 dollars), down 5.0 per cent from its 2006 level. This change was greater in magnitude than the city's average annual per-worker GDP growth rate of 1.8 per cent over the 2001-2007 period. Output per worker in Red Deer was 5.7 per cent greater than the level of per-worker GDP in Alberta in 2007, and 32.6 per cent higher than the Canada-wide level<sup>10</sup>.

### **Population Growth Statistics**

As of June 2008, the population of Red Deer is 87,816. This represents an increase of 2.5% from the previous year. Population growth from 2001 to 2006 is 22%<sup>11</sup>.

This growth in our province and community is a reflection of both a stable net natural increase as well as an increase in net migration. According to a City report published in May 2008, for the period 1986 – 2006, net natural increase constitutes 70.5% of the total population growth, and net migration accounts for 29.5%<sup>12</sup>.

### **Fertility Rates**

The total fertility rate (estimated total number of children per child-bearing female) in the DTHR, in common with the total fertility rate in Alberta, has shown a progressive increase over the past 6 years and remains significantly higher than the national rate<sup>13</sup>.

In 2001, the DTHR showed a fertility rate of 1.85, Alberta's was 1.67 and Canada's was 1.51. In 2006, the fertility rate for Alberta as a whole was 2.13 and for the DTHR was 2.49.

### **Divorce Rate**

In Red Deer, the 2006 census showed 5965 divorced persons or 8.8% of the population over the age of 15. This contrasts with 7.7% of the population of Alberta over the age of 15, while the corresponding figure for Canada is 8.02%. In 2001, the census showed 8.78% of the population over the age of 15 in Red Deer to be divorced<sup>14</sup>.

### **Percentage of Married vs Common-Law Relationships**

In Red Deer, in 2006, legally married couples made up 44.7% of the population aged 15 and older. This is a slight decrease from 2001, when legally married couple comprised 46.7% of our population. Common-law relationships for those aged 15 and over, on the other hand, are on the rise; in 2001 9.1% of our population was in a common-law relationship – this has increased to 10.65% in 2006<sup>15</sup>.

### **Aboriginal Population Profile**

In Red Deer in 2006, 3600 persons identified themselves as Aboriginal – this is an increase of 34.6% increase since 2001, and represents 4.4% of Red Deer's total population.

The growth rate in the Aboriginal population was faster than the growth rate of Red Deer as a whole, due to higher fertility rates and migration. There is a higher proportion of children within the Aboriginal population than in the non-aboriginal groups – reflecting high birth rates. There is a lower proportion of seniors in the Aboriginal population than in Red Deer overall, also reflecting the high proportion of young people and higher level of mortality within the Aboriginal population<sup>16</sup>.

### **Non –Official Languages**

In 2006, 9.1% of the population spoke only a non-official language most often at home. In 2001, this number was 7.5%<sup>17</sup>.

### **Where Immigrants are Coming From**

For the period 2001-2006, 37.1% of recent immigrants (immigrated within the last five years) to Red Deer were born in Asia and the Middle East. 22.5% were born in South and Central America, and 16.6% in Africa<sup>18</sup>.

### **Consumer and Business Bankruptcies**

In Red Deer in 2007 there were 211 consumer bankruptcies and 21 business bankruptcies. Consumer bankruptcies increased by 6.0 per cent from 2000 compared to an increase of 6.2 per cent at the national level and a decline of 46.1 per cent at the provincial level. Business bankruptcies fell by 54.3 per cent from 2000 compared to declines of 37.3 per cent at the national level and 73.6 per cent at the provincial level<sup>19</sup>.

### **Non-Residential Building Permit Values**

At \$205 million in 2007, the nominal value of non-residential building permits in Red Deer has increased 124.2 per cent from \$91 million in 2000. This compares to a national increase of 73.6 per cent and a 178.1 per cent increase in Alberta<sup>20</sup>.

### **Retail Sales**

At \$2,332 million in retail sales in 2007, Red Deer saw a 158 per cent increase from \$905 million in 2000. This compares to a national increase of 43 per cent and a 93 per cent increase in Alberta<sup>21</sup>.

### **Overall Cost Competitiveness Index**

With an overall competitiveness index value of 97.2 in 2008, Red Deer has business costs that are 2.8 per cent lower than the average of 15 representative cities in the United States<sup>22</sup>.

## Gap Between Rich and Poor

Note:

Low Income Measures (LIMs) are a relative measure of low income. LIMs are a fixed percentage (50%) of adjusted median family income where adjusted indicates a consideration of family needs. The family size adjustment used in calculating the Low Income Measures reflects the precept that family needs increase with family size. A census family is considered to be low income when their income is below the Low Income Measure for their family type and size.

Note:

Family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption.

### Child Poverty Rate (LIM):

In 2006, the child poverty rate (children in low income families) in Red Deer, based on the Low Income Measure (LIM), an indicator of relative poverty, was 16.9 per cent, down 18.8 per cent from 20.8 per cent in 2001. The 2006 figure was 6.9 per cent lower than the provincial average and 26.9 per cent lower than the national average<sup>23</sup>.

### Overall Poverty Rate

In 2006, the overall poverty rate (families in low income situations) in Red Deer, based on the Low Income Measure (LIM), an indicator of relative poverty, was 13.3 per cent, down 21.9 per cent from 17.0 per cent in 2001. The 2006 figure was 8.0 per cent lower than the provincial average and 37.7 per cent lower than the national average<sup>24</sup>.

### Proportion of Economic Families in Income Brackets

In 2005, 7.2 per cent of families in Red Deer had annual incomes lower than \$25,000, compared to 7.4 per cent in Alberta and 10.5 per cent in Canada.

There was a 16.8 per cent fall in the proportion of families in Red Deer making less than \$25,000 (2005\$) between 2000 and 2005.

In 2005, 30.7 per cent of families in Red Deer had annual incomes of over \$100,000, compared to 33.1 per cent in Alberta and 25.5 per cent in Canada. There was a 28.2 per cent increase in the proportion of families in Red Deer with incomes above \$100,000 between 2000 and 2005<sup>25</sup>.

### Median Income for All Individuals Working Full Time

In Red Deer, in 2005, the median earnings for individuals (working full time for the full year) was \$41,074. In 2000, median earnings were \$39,081 (in constant 2005 dollars – this means that inflation has been accounted for since 2000, and that the 2 numbers are directly comparable). This represents an increase of 5.1%

In Alberta the 2005 median earnings were \$43,964, up 7.8% from the 2000 median earnings of \$40,782. In Canada the 2005 median earnings were \$41,401, compared with \$40,443 in 2000, an increase of 2.4%<sup>26</sup>.

### **Proportion of Single-parent Families**

In 2006 in Red Deer 17.3 per cent of families were single-parent families. This compares to 15.9 per cent at the national level and 14.4 per cent at the provincial level. The rate was down 2.2 per cent from 17.7 per cent in 2001<sup>27</sup>.

### **Income Gap Between Male-headed lone parent families and female-headed lone-parent families**

According to the 2006 Census, in Red Deer, the median after-tax income of families with both partners was \$69,493.

For male headed lone-parent families, the median after-tax income was \$49,928, while for female-headed lone-parent families the median after-tax income was \$34,339<sup>28</sup>.

### **Red Deer Food Bank Usage**

In 2007, the Red Deer Food Bank Society served families 2022 times – children under the age of 18 were served 3939 times.

Over the last 3 years there has been a decline in the number of families using their services; however, in 2008 they have already exceeded their 2007 figures for the same time frame<sup>29</sup>.

### **Elderly Poverty Rate (LIM)**

In 2006, the elderly (persons 65 and over) poverty rate in Red Deer, based on the Low Income Measure (LIM), an indicator of relative poverty, was 3.3 per cent, down 39.3 per cent from 5.4 per cent in 2001. The 2006 figure was 37.5 per cent lower than the provincial average and 75.5 per cent lower than the national average<sup>30</sup>.

### **Ratio of Money Income of the 10th to 90th Percentile**

In 2006, the ratio of money income of the 10th to 90th percentile for census families in Red Deer was 6.05, a 5.2 per cent decrease from 2005 (6.38). Between 2001 and 2006, the ratio decreased 2.3 per cent<sup>31</sup>.

## **Safety**

### **Traffic Crime Rate**

At 535 per 100,000 persons in 2007, the traffic crime rate in Red Deer was 34 per cent above the national average (400 per 100,000) and 8 per cent below the provincial average (580 per 100,000). The rate, which increased 24 per cent in 2007, was up from a low of 411 per 100,000 in 2004. The rate was down 83 per cent from 3,220 per 100,000 in 1991, the earliest year for which data are available<sup>32</sup>.

### **Property Crime Rate**

At 4,758 per 100,000 persons in 2007, the property crime rate in Red Deer was 43 per cent above the national average (3,320 per 100,000) and 12 per cent above the provincial average (4,259 per 100,000). The rate, which decreased 13 per cent in 2007, was at its lowest point on record. It was down 55 per cent from 10,489 per 100,000 in 1991, the earliest year for which data are available<sup>33</sup>.

Note: Property crimes include breaking and entering, all theft, possession of stolen goods and all fraud.

### **Tolerance of Graffiti**

In 2007, The City, the Red Deer RCMP and the Downtown Business Association met to discuss ways to address graffiti. In 2008, City Council amended the Community Standards Bylaw to allow significant increases to fines for applying graffiti. The fine for the first offence of applying graffiti is \$2,500. The fines for failing to remove graffiti from your property start at \$250<sup>34</sup>.

### **Police Officers per 100,000**

At 135 police officers per 100,000 in 2007, the number of police officers in Red Deer was 30.8 per cent lower than the national average (195) and 18.2 per cent lower than the provincial average (165). The rate was down 8.2 per cent from 147 in 2006<sup>35</sup>.

Note: Data for Red Deer refers to the municipality only, not the CA.

### **Feeling Safe At School**

In a survey of students, parents and teachers in grades 4, 7 and 10, over 85% of respondents from each of the Catholic school system and the public school system agreed that: students are safe at school, are learning the importance of caring for others, are learning respect for others and are treated fairly in school. The provincial result was 84.2%<sup>36</sup>.

### **Use of Womens Emergency Shelter**

In 2007, the Central Alberta Womens Emergency Shelter provided shelter for 2061 individual women and children: of these, children comprised 47% of their visitors<sup>37</sup>.

### **Youth Involvement in Gangs**

Approximately 350 to 400 youth (11 to 24 years old) are involved in gang activity in Red Deer - the majority of these are between 12 and 15 years old, and about 30% are female.

It is estimated that about 80 of them are involved in serious crimes, for example, those involving violence and weapons<sup>38</sup>.

### **Violent Crime Rate**

At 1,292 per 100,000 persons in 2007, the violent crime rate in Red Deer was 39 per cent above the national average (930 per 100,000) and 17 per cent above the provincial average (1,104 per 100,000). The rate, which decreased 21 per cent in 2007, was up slightly from a low of 1,223 per 100,000 in 2001. It was down 11 per cent from 1,459 per 100,000 in 1991, the earliest year for which data are available<sup>39</sup>.

### **Motor Vehicle Theft Rate**

At 607 per 100,000 persons in 2007, the motor vehicle theft rate in Red Deer was 37 per cent above the national average (443 per 100,000) and 9 per cent below the provincial average (669 per 100,000). The rate, which decreased 21 per cent in 2007, was down from a high of 1,253 per 100,000 in 2003. The rate was up 44 per cent from 422 per 100,000 in 1991, the earliest year for which data are available<sup>40</sup>.

## Health and Wellness

### Obesity Rates

In 2007, the obesity rate for the population aged 18 and over in Red Deer was 18.7 per cent, 16.9 per cent higher than the national average (16.0 per cent) and 2.2 per cent higher than the provincial average (18.3 per cent). The rate was down 2.1 per cent from 2005<sup>41</sup>.

### Self-rated Mental Health

#### Perceived Mental Health - Definition:

“Population aged 12 and over who reported perceiving their own mental health status as being excellent, very good, good, fair or poor. Perceived mental health provides a general indication of the population suffering from some form of mental disorder, mental or emotional problems, or distress, not necessarily reflected in self-reported (physical) health<sup>42</sup>.”

The proportion of respondents rating their own mental health as "excellent" or "very good" in 2007 was 74.6 per cent in Alberta and 72.7 per cent Canada-wide

The results for the David Thompson Health Region were similar to the provincial and national results: In 2007, 71.6 per cent of respondents in the David Thompson Health Region rated their mental health status as “excellent” or “very good.” The 2007 value was not significantly different from 2005 (71.7%)<sup>43</sup>.

Note: Data are for population 12 and over based on self-reported mental health.

### Proportion of the Population 12 years and Over without a Regular Medical Doctor

In the David Thompson Health Region in 2007, 21.0 per cent of the population 12 years and over reported that they did not have a regular medical doctor. This was up from 16.5 per cent in 2003. By comparison, 18.4 per cent of the population in Alberta reported not having a regular medical doctor in 2007. In Canada as a whole, the percentage was 15.2<sup>44</sup>.

### Life Expectancy

For both males and females in the David Thompson Health Region, life expectancy at birth is lower than that for Alberta overall.

In 2005,

For males, the life expectancy in Alberta is 77.6 yrs, and 76.0 yrs in the DTHR.

For females, the life expectancy in Alberta is 82.7 yrs, and 80.9 yrs in the DTHR<sup>45</sup>.

### **High Birth-weight Infants**

In Alberta, babies that weigh 4,000 grams or more when they are born are defined as "high birth-weight infants". These infants are at an increased risk for becoming overweight.

In 2006, for live births, the DTHR had a higher rate (12.4%) of high birth-weight infants, than the province in general (11.2%)<sup>46</sup>.

Note: Risk factors for high birth weight (referred to as macrosomia - defined as heavy birthweight for gestational age) include maternal obesity, excessive maternal weight gain, maternal diabetes (whether pre-existing or gestational), prolonged pregnancy, and First Nations ethnicity

### **Low Birth Weight Babies**

The proportion of newborn babies who were of low birth weight in the David Thompson Health Region was 6.7 per cent in 2005-2006, up by 0.9 percentage points from 2004-2005. The 2005-2006 rate was 0.2 percentage points below the provincial rate and 0.6 percentage points above the Canada-wide rate<sup>47</sup>.

### **Physicians per 100,000**

The number of active physicians (family practitioners and specialists) per 100,000 in Red Deer was 127 in 2006, 33.5 per cent below the national rate of 191. The rate is up 18.7 per cent from 107 in 2000, the first year for which data are available<sup>48</sup>.

### **Smoking Rates**

With 31.1 per cent of the population aged 12 and older identifying as current smokers in 2007, the David Thompson Health Region has experienced a 22.9 per cent increase from 25.3 per cent in 2005. The rate was 42.0 per cent above the national rate (21.9 per cent) and 42.0 per cent above the provincial rate (21.9 per cent)<sup>49</sup>.

### **Leisure-Time Physically Active or Moderately Active**

In 2007, 52.7 per cent of the population aged 12 and over in Red Deer reported being physically active or moderately active. This represented a decrease of 0.1 percentage points from 2005. The 2007 level was 0.7 percentage points lower than the provincial level and 3.7 percentage points higher than the national level<sup>50</sup>.

### **Work Absence (Average Days Lost per Year Including Maternity)**

In the Red Deer economic region, full-time workers were absent from work an average of 9.1 days in 2007 (including days spent on maternity leave). By comparison, the average number of days lost in Alberta in 2007 was 9.0. Canada-wide, the average was 10.2 missed days. The average number of missed days in Red Deer has increased from a level of 7.5 in 1987<sup>51</sup>.

### **Current Boil-Water Advisories**

Red Deer did not have any outstanding boil-water advisories as of May 28, 2008<sup>52</sup>.

## **Infant Mortality**

Infant mortality refers to deaths of children under one year of age

In Alberta, for 2004-2006, the infant mortality rate (per 1000 births) in the David Thompson Health Region was 7.0. In Alberta, for the same period, the infant mortality rate was 6.0<sup>53</sup>.

## **Services Available to Aboriginal Community**

In Red Deer there are 18 agencies or programs that specifically target their support to the Aboriginal community<sup>54</sup>.

## **Heart Disease**

The age-standardized mortality rate of heart disease is higher in the DTHR than the province. In the DTHR, the mortality rate of heart disease for 2003-2005 (combining male and female rates) was 169.0 per 100,000 people. In Alberta, the rate for the same period was 152.0 per 100,000<sup>55</sup>.

## **Breastfeeding**

“Breastfeeding reduces infectious diseases in early and later childhood, it promotes optimal brain development and provides protection for premature infants against life-threatening illnesses”<sup>56</sup>.

In 2004 in the DTHR, a slightly higher percentage of mothers were breastfeeding their babies when they left the hospital than in the province overall. The rate in the DTHR was 87%, while the provincial rate was 85%<sup>57</sup>.

## **Smoking and Second-Hand Smoke**

The smoking rate for people 12+ in Canada did not change significantly from 2005 (21.7%) to 2007 (21.9%). During that same period the smoking rate in Alberta also did not change significantly –from 22.7% in 2005 to 21.9% in 2007. However, the smoking rate in the DTHR increased significantly from 2005 (25.3%) to 2007 (31.1%).

Fewer non-smoking DTHR residents 12+ were exposed to second-hand smoke in vehicles or public places in 2007 (17.6%) than in 2005 (22.5%)<sup>58</sup>.

## Learning

### **Proportion of the Population (15 Years and Over) that Have Not Completed High School**

In 2007, 21.7 per cent of people aged 15 and over in the Red Deer economic region had not graduated from high school. This was down 12.6 percentage points from 1990. The Red Deer rate in 2007 was 2.1 percentage points above the rate for Alberta and 0.6 percentage points below the Canada-wide rate<sup>59</sup>.

### **Proportion of the Population with Postsecondary Education**

In Red Deer, 46.3 per cent of the population (15 years and over) in 2006 had completed postsecondary education (university degree, post-secondary certificate or diploma), up 3.4 percentage points from 42.9 per cent in 2001. The rate was 8.6 per cent lower than the national average (50.7 per cent) and 8.0 per cent lower than the provincial average (50.4 per cent)<sup>60</sup>.

### **Aboriginal High School Completion Rates**

The aboriginal high school completion rate for those aged 15 and over in Red Deer was 67.2 per cent in 2006. The rate was 19 per cent higher than the national rate for Aboriginals (56.3 per cent) and 21 per cent higher than the rate for Alberta (55.7 per cent)<sup>61</sup>.

### **Enrollment at Red Deer College**

Enrollment in Alberta's public colleges has dropped since the 2004/05 academic year by an average of approximately 5%<sup>62</sup>.

From the 2004/05 academic year to the 2006/07 academic year, Red Deer College has experienced a drop in students enrolled in university transfer programs (decreased by 5.35 per cent), career certificate programs (decreased by 4.65 per cent) and diploma programs (decreased by 1.85 per cent). There has been an increase in the numbers of students enrolled in apprenticeship programs (increase of 46.5 per cent)<sup>63</sup>.

### **Adult Literacy Scores**

The average adult literacy score for prose in the Red Deer economic region was 291 in 2003. This score was 2.9 per cent above the provincial average of 283 and 6.8 per cent above the national average (272)<sup>64</sup>.

### **CCL Learning Index**

According to the 2008 Composite Learning Index, the overall index score for Red Deer was 93, up 4.5 per cent from 89 in 2007. The 2008 score was 20.8 per cent higher than the national score (77) and 9.4 per cent higher than the Alberta score (85)<sup>65</sup>.

### **Adults taking High School Equivalency or Adult Upgrading at Red Deer College**

“The majority of new jobs require higher skill levels and by 2013, 64 percent of all new jobs created in Canada will require some level of advanced education. A further shift to a value-added industry and a knowledge-based economy will increase the importance of post-secondary education<sup>66</sup>.”

For the academic year 2006/07, the number of students taking High School Equivalencies or Adult Upgrading at RDC was 23.46% less than the number for 2004/05. This number has dropped steadily over those three years<sup>67</sup>.

## **Housing**

### **Rental Vacancy Rate**

In Red Deer in 2007, the rental vacancy rate of two bedroom apartments was 2.6 per cent, 3.7 per cent lower than the average for all Census Agglomerations (2.7 per cent). The rental vacancy rate was up 420.0 per cent from 0.5 per cent in 2006<sup>68</sup>.

### **Gross Shelter Income Ratio**

In 2005 in Red Deer, the proportion of households spending 30 per cent or more of their income on gross rent was 35.7 per cent, 11.4 per cent lower than the national average (40.3 per cent). The proportion of households spending more than 30 per cent of income on owner's major payments on shelter was 14.8 per cent, 16.9 per cent lower than the national average (17.8 per cent)<sup>69</sup>.

### **Ratio of MLS Average Residential Price to Median Census Family Income**

In 2006, the ratio of the average price of a house to the median income for census families was 2.6 in Red Deer. In other words, the average house cost 2.6 years of annual income for the median family. This ratio was 41 per cent lower than the national average (4.4) and 29 per cent lower than the provincial average (3.6). The ratio increased 21.9 per cent over the time period 2001-2006<sup>70</sup>.

### **Home Ownership**

Nationally, 31% of all Canadians rent their home and 68.4% own their homes. In our province, 26.3% rent and 73.1% own. In Red Deer the percentage of home ownership is lower than both the provincial and national levels: 34% of us rent our homes and 66% own our place of residence. In Red Deer, 66.0% of residences are owned, while 34.0% are rented. For Alberta, 73.5% of residences are owned, while the corresponding figure for Canada is 69.7%<sup>71</sup>.

### **Inn from the Cold – Winter Inn**

In 2007, Inn from the Cold, which was a volunteer program offered by local city churches and Red Deer College to offer cold weather shelter to the city's homeless, ceased operations. In its place, Winter Inn, a program operated by Safe Harbour Society, offers cold weather shelter, attended by trained staff, to adults when other shelters are full, or when those adults do not qualify for assistance from other shelters (for example, are under the influence of drugs or alcohol)

From November 2007 to the end of April 2008, the total number of mats used through Winter Inn was 3,638 – that means that they received a total of 3,638 stays during the course of their operations<sup>72</sup>.

### **Young Home Owners**

In Canada, people under 25 comprise 1.13% of the total number of homeowners. In Alberta, they represent 2.21%, and in Red Deer, 3.43% of our homeowners are under the age of 25.

The 25-34 age group comprises 10.75% of homeowners across Canada. In Alberta they make up 14.57%, and in Red Deer they represent 16.8% of our homeowners<sup>73</sup>.

## **Housing Starts**

At 1,558 housing starts in 2007, Red Deer experienced a 121 per cent increase from the 706 housing starts in 1998. This compares to a national increase of 66 per cent and a 78 per cent increase in Alberta.

In Red Deer, housing starts in 2007 were at a record level for the 10 years for which statistics are available (1998-2007). However, the rate of increase has slowed over the last few years – 2007 showed an increase of 22.68% from the 1270 seen in 2005, but only a 9.03% increase since 2006, when there were 1429<sup>74</sup>.

## **Number of Beds in Homeless Shelters**

On June 1 2008 in Red Deer, the number of beds in homeless shelters was 136, broken down as 93 emergency beds and 43 transitional beds. The total number of beds was up 63.9 per cent from the June 1 2007 estimate<sup>75</sup>.

## **Average Annual Rent as a Share of Median Census Family Income**

In 2006, average annual rent was 11.1 per cent of median money income for Census families in Red Deer. In other words, in order to pay an average amount of rent, the median family spent 11.1 per cent of their income. This ratio was 22 per cent lower than the national rate (14.2 per cent). The rate was down 6 per cent from that in 2004<sup>76</sup>.

## **Proportion of Units Requiring Major Repair**

In Red Deer, 5.5 per cent of dwelling units were in need of major repair in 2006, down 15.7 per cent from 6.5 per cent in 2001. The Red Deer proportion was 1.2 percentage points below the Alberta level and 2 percentage points below the Canada-wide level<sup>77</sup>.

## **Ending Homelessness and Routes Into Homelessness**

This year, The Mayor's Task Force on Ending Homelessness published "Every One's Home", a framework to eventually eradicate homelessness in Red Deer by 2018.

The Red Deer Housing Committee commissioned a study for this Task Force. Part of the work of this committee was to identify routes into and out of homelessness. It was learned that in Red Deer, 1 in 3 homeless people identified themselves as aboriginal, and that nearly 1 in 3 had spent time in foster care. The majority of homeless were male, between the ages of 25 and 44<sup>78</sup>.

## **Hidden Homeless**

In the homeless survey administered in October 2006, it was determined that 15% of people who are homeless are "hidden". This hidden group is likely to be female and likely to have family members with them. Half of them are Aboriginal<sup>79</sup>.

## **Getting Started**

### **Median Income of Recent Immigrants**

The median total family income of recent immigrants (arrived between 2001 and 2004) in 2005 in Red Deer was \$73,208. This was 2.8 per cent lower than the median income of non-immigrants<sup>80</sup>.

### **Migration**

In Red Deer, 3,790 persons (4.7 per cent of population) in 2006 had lived in another province within the previous year, compared to 3.8 per cent for Alberta and 1.9 per cent for Canada. In Red Deer, 12.9 per cent of the 2006 population had lived outside the province within the last 5 years<sup>81</sup>.

### **Unemployment Rate of Immigrants and Non-Immigrants**

In 2006, the unemployment rate of recent immigrants (i.e. entered the country within the last five years) was 3.1 per cent in Red Deer, 31.1 per cent below the non-immigrant rate<sup>82</sup>.

### **Youth Unemployment Rate**

In 2006, the youth (15-24 years old) unemployment rate in Red Deer was 7.1 per cent. This was 44.5 per cent below the national youth unemployment rate of 12.8 per cent and 13.4 per cent below the provincial average of 8.2 per cent. The youth unemployment rate has decreased 2.0 percentage points from 9.1 per cent in 2001<sup>83</sup>.

### **Debt Load of Red Deer College graduates**

“Students’ post-graduation decisions seem to be related to student debt. For both college and university students, those who seek a job after graduation tend to have more debt than those who decide to pursue further post-secondary education. Although the nature of this relationship is not clear, it might suggest that debt limits students’ educational choices, forcing them into the workforce when they would otherwise further their education.<sup>84</sup>”

For the last government fiscal year (April 1, 2007 to March 31, 2008), the average government loan (provincial and federal) per student (for those students receiving loans) at Red Deer College was \$6,503 for one year. The average funding award was \$9,129, showing that \$2,626 of their award was grant which does not need to be paid back.

For a student in a diploma program, this reflects approximately \$13,006 in government loans over the course of their studies. For a student pursuing a degree at RDC, it reflects a minimum average of \$26,012 over the course of their program. This does not include personal sources of funding, such as loans from banks, lines of credit and credit cards<sup>85</sup>.

### **Average Income of Recent Immigrants**

The average total family income of recent immigrants (arrived between 2001 and 2004) in 2005 in Red Deer was \$79,777. This was 12.5 per cent lower than the average income of non-immigrants<sup>86</sup>.

### **Inventory of Services available to Newcomers**

In 2008, the City of Red Deer and the Red Deer & District Community Foundation published the Inventory of Community Services for Newcomers in Central Alberta. Eleven organizations were identified, providing over fifty services and programs for adults and children who are immigrants or refugees<sup>87</sup>.

## **Arts & Culture**

### **Employment in Occupations Related to Arts, Culture, Recreation and Sport**

In Red Deer in 2006, 1,015 persons were employed in occupations related to arts, culture, recreation, and sports, up by 26.1 per cent from 2001. Employment in these cultural industries accounted for 2.0 per cent of total employment in Red Deer. By comparison, these industries accounted for 2.3 per cent of total employment in the province as a whole and 3.0 per cent of employment Canada-wide<sup>88</sup>.

### **Aboriginal Public Events**

There are many events and traditions celebrated in Red Deer that reflect the Aboriginal culture celebrated here. Events include the celebration of National Aboriginal Day on June 21 each year, Round Dances, Community Feasts, Community Christmas Gatherings, Stew and Bannock Days, Aboriginal Dance troupes including Spirit Seekers Youth and the Red Deer Aboriginal Dance Troup. Most events are held in partnership between existing Aboriginal Agencies and the group fundraises to hold these events in the community. These traditions and culture are a way of life for Aboriginal organizations in Red Deer. At this time there is no ongoing financial support to continue to sustain these events<sup>89</sup>.

### **Support for Public Art**

Community and Council support for Public Art is being seen throughout Red Deer. The City has a Public Art Policy that sees 1.2 % of civic capital project budgets being dedicated to public art in that project. Some current examples would include the newly renovated Recreation Centre, GH Dawe Centre that is under renovations right now, the new Civic Yards, new fire stations and RCMP stations and the Waskasoo Special Gathering Place<sup>90</sup>.

### **Registrations in City Programs**

Culture Services program registrations have increased by 450% over the last 12 years. There has been an expansion of community arts and heritage programs as well, including those at Sunnybrook Farms, Kerrywood Nature Centre and Treehouse Youth Theatre<sup>91</sup>.

### **A New Vision for Culture**

In 2007, The City of Red Deer commissioned an update to the 2001 Culture Master Plan. The update process, referred to as Cultural Development II, utilized an “Appreciative Inquiry” process to interview members of the community. This process involved over 300 members of the public, and included community interviews in English and our two other most common languages spoken at home - Spanish and Tagalog (a major Philippine language)<sup>92</sup>.

### **Library Use**

At 8.1 items circulated per capita in 2006, library use in Red Deer was down 4.8 per cent since 2005, and down 21.0 per cent since 2000<sup>93</sup>.

### **Local Art Installations**

Between 2001 and 2008, seven installations of public art have been installed along city trails<sup>94</sup>.

### **Art Galleries**

Between 2001 and 2008, six private galleries have opened in Red Deer.

The Red Deer College Arts wing, currently under development, will add public gallery space to the available facilities<sup>95</sup>.

August of 2008 will see a new initiative in Red Deer themed “First Fridays”. On the first Friday of each month local galleries are planning to be open and holding exhibit openings or other special events<sup>96</sup>.

### **Expanded Public Cultural Events**

In Red Deer, over the last three years, there has been growth and expansion of four smaller events into larger formats:

Artwalk - Originally a one day event, it grew to two days in 2007. Now in 2008 it has become a week-long event.

Earthdance - In 2005 it was a component of the Alexander Way Festival. It became its own festival in 2006 and has now expanded to a weekend of events.

Mayor's Garden Party - Has become open to the public and will involve new components in 2009.

Biggest Tree Festival - Has moved into City Hall Park and will also be adding new components<sup>97</sup>.

## **Environment**

### **Air Quality**

Ground-level ozone is formed in the air from other pollutants, most notably nitrogen oxides and hydrocarbons. Slow-moving air and strong sunshine greatly speed up the formation of ozone. Vehicle exhaust and industrial emissions are large contributors of ground-level ozone. Ground-level ozone irritates the lungs and can make breathing difficult. Exposure to high concentrations can result in chest tightness, coughing and wheezing. Ground-level ozone can also damage agricultural crops such as potatoes and tomatoes as well as affect trees and other vegetation

In Red Deer in 2006, the number of days of above threshold levels of 8h Ozone was one, up from zero days in 2001. The 2001-2006 period average was one day. The number of days with PM 2.5 concentrations above threshold levels was also one, up from zero in 2001. The 2001-2006 period average was one day. Over the 2001-2006 period, Red Deer ranked second best of the 15 Vital Signs Communities for both air quality indicators<sup>98</sup>.

### **Designated Green Spaces**

The City of Red Deer defines "Green Space" as a combination of land zoned as "Parks and Recreation District" and "Environmental Preservation District".

In 2007, of the City's gross geographic area (including undeveloped agricultural land), 24.42 per cent was designated as Green Space. For 2008, 22.75 per cent is designated as Green Space.

For developed areas of the city, in 2007, 28.76 per cent was designated as Green Space. In 2008, 28.60 per cent remain as "Green Space"<sup>99</sup>.

### **Green Building**

"LEED (Leadership in Energy and Environmental Design) is a market-based rating system that facilitates and certifies higher energy and environmental performance of buildings and communities. The rating system is adapted to the Canadian market through an inclusive process that engages stakeholders and experts representing the various sectors of the Canadian industry."<sup>100</sup>

Red Deer College, as part of their Building Communities Through Learning initiatives, has started development of a new building that will meet LEED Silver Certification requirements: this includes incorporating water conservation methods that will result in a significant reduction in water use. A storm-water detention pond will be incorporated into the landscaping, along with drought tolerant planting. The new building will incorporate low-flow water fixtures, along with a rainwater, snow-melt and weeping tile collection system that will provide water for all toilets in the new facility<sup>101</sup>.

### **Average Daily Flow of Water**

In 2004, the average daily flow of water for residential use in Red Deer was 269 litres per capita, up 26 per cent from 2001. The average daily flow was 1 per cent below the provincial rate and 20 per cent below the national rate.

Note: The average daily flow of water for CMA and CA is estimated by the population weighted average of the municipal water distribution services, based on the 2004 population distribution. The total population for the municipal water distribution service<sup>102</sup>.

### **Community Action - Protecting our Watershed**

A watershed is an area of land from which water drains into a river, lake, wetland or other body of water. We are situated within the Red Deer River Watershed, and the Red Deer River is the source of all of the city's drinking water.

The Red Deer River Watershed Alliance (RDRWA) is a multi-sector, non-profit organization that promotes proper watershed management within the Red Deer River Watershed. They currently involve over 300 members and work with 12 stewardship groups within the Red Deer River Watershed. The RDRWA is in the process of developing a State of the Watershed Report, which is a report describing the health of the watershed at a specific point in time. This baseline is a vital step in the watershed management process that will lead to the creation of an Integrated Watershed Management Plan (IWMP). The State of the Watershed report will identify areas of the watershed that are highly impacted by our activity and the IWMP will provide suggested management practices to improve watershed health.

The RDRWA was designated in September 2005 as the official Watershed Planning and Advisory Council for the Red Deer River basin. With no formal watershed management plan currently in place, RDRWA will lead stakeholders through this planning process. The Red Deer River Watershed Alliance encourages members, municipalities, landowners, industry and the public to participate as the watershed management plan progresses and then subsequently implement the plan for watershed protection. This Fall, the Draft version of the State of the Watershed Report will be presented at 6 different public venues where communities within the watershed will have opportunity for input<sup>103</sup>.

## **Work**

### **Employment Growth**

With employment growth of 11.1 per cent in 2007, Red Deer saw growth of 8.7 percentage points above the national rate (2.3 per cent) and 6.3 percentage points above the provincial rate (4.7 per cent). The 1987-2007 period saw an average annual employment growth of 3.1 per cent, well above both the provincial level (2.5 per cent) and the national level (1.6 per cent)<sup>104</sup>.

### **Unemployment Rate**

In 2007, the unemployment rate in the economic region for Red Deer was 3.1 per cent. This was well below the national level (6.0 per cent) and slightly below the Alberta provincial level (3.5 per cent). Since 1987 the unemployment rate in Red Deer has decreased 8.5 percentage points from 11.6 per cent<sup>105</sup>.

### **Employment Rate**

At 76.8 per cent in 2007, Red Deer had an employment rate 20.9 per cent higher than the national rate and 7.4 per cent higher than the provincial rate. The rate was up 13.9 per cent from 67.4 per cent in 1987<sup>106</sup>.

### **Average and Median Earnings in 2000 and 2005 for Persons Working Full Year Full-time**

In 2005, real average annual earnings for full-time, full-year working persons in Red Deer were \$51,689, up 12.2 per cent from the year 2000. The 2005 average was 10.8 per cent lower than the provincial average and 0.9 per cent higher than the national average. Median annual earnings in 2005 were \$41,074 in the city, up 5.1 per cent from the year 2000. The 2005 level was 6.6 per cent lower than the provincial median and 0.8 per cent lower than the national median<sup>107</sup>.

### **Average and Median Real Hourly Earnings**

In 2007, real median hourly earnings in the Red Deer economic region were \$15.74 (in 2002 dollars). This represents an increase of 15.57 per cent since 1997. The mean of hourly earnings was \$18.24, up 18.65 per cent since 1997. By comparison, median and mean hourly earnings in Alberta in 2007 were \$16.68 and \$19.00, up by 13.1 and 13.2 per cent, respectively, since 1997. Canada-wide, real median and mean hourly earnings were \$16.22 and \$18.31, up 3.6 and 6.2 per cent, respectively, since 1997<sup>108</sup>.

### **Median Income for Males vs Females**

For the year 2005, the median earnings for males in Red Deer working full time for the full year was \$50,777, an increase of 8.7% over that reported for 2000. For the same reference periods, the median earnings for females in Red Deer working full time for the full year was \$32,097, an increase of 4.7% over 2000.

In 2000, females working full time for the full year in Red Deer reported earnings equivalent to 71.1% of the median income reported by their male counterparts. By 2005, female median income in Red Deer had declined to 69.9% of that reported by males.

The nature and extent of this discrepancy between median income for males and for females in Red Deer exactly reflects the pattern for the province of Alberta as a whole, where in 2000, females working full time for the full year also reported earnings equivalent to 71.1% of the median income reported by their male counterparts and where by 2005, female median income had similarly declined to 69.9% of that reported by males<sup>109</sup>.

### **Primary and Secondary School: Preparation for Work**

A survey conducted in Alberta in 2007, showed that 77.1% of teachers and parents agreed that students are taught the attitudes and behaviors that will make them successful at work when they finish school.

In Red Deer, both the separate and public school systems scored higher than the province in this category<sup>110</sup>.

### **Cost of Work – Child Care**

Effective September 1, 2008, the fees for child care through the Red Deer Child Care Society, which is a not-for-profit organisation, will be as follows: \$850 per month, per child for full-time day care, \$650 per month for a full-time day home space, and \$375 per month for a school-aged child. These fees do not necessarily reflect the fees for child care with for-profit providers<sup>111</sup>.

### **Economic and Employment growth in Red Deer Manufacturing Industry**

In 2007, local manufacturers increased international sales to \$1.3 billion. This is a 33% increase from \$950 million in 2006. There are currently 68 local companies who export goods internationally, compared to 32 companies who exported goods in 2006.

In the past five years, the manufacturing industry has reported an 89% increase in sales, a 26% increase in jobs and a 25% increase in average annual and hourly wages<sup>112</sup>.

Note: The Manufacturers' Survey is conducted annually using a voluntary, self-completion survey. While effort is made to ensure that all manufacturers respond, non-response can impact the accuracy of the data. In the 2007 survey, the response rate was 62% of manufacturers.

## **Belonging and Leadership**

### **Voter Turnout**

Voter turnout for the 2006 Federal Election in Red Deer was 58.7. This turnout is 6.0 percentage points lower than the national average (64.7 per cent) and 3.2 percentage points lower than the provincial average (61.9)<sup>113</sup>.

Voter turnout for the 2008 Provincial Election in Alberta overall was 41 per cent (a record low). Voter turnout for the 2007 Provincial Election, in Red Deer, was approximately 34 per cent<sup>114</sup>.

Voter turnout for the 2007 Municipal Election in Red Deer was just under 22 per cent. This turnout marked a new all-time low for voter turnout at Red Deer's municipal elections<sup>115</sup>.

### **Charitable Donors as a Proportion of Tax Filers**

With the proportion of tax filers that declare charitable donations at 23.1 per cent in 2006, Red Deer was 6.3 per cent below the national rate and 7.4 per cent below the provincial rate. The rate was down 1.2 per cent from 2001<sup>116</sup>.

### **Volunteer Rate**

In 2004, in Red Deer, 51.7 per cent of persons aged 15 years and older were engaged in unpaid volunteer activities. This is slightly above the provincial volunteer rate of 47.7 per cent and well above the national rate of 45.3 per cent<sup>117</sup>.

### **Median Charitable Donors**

With the median charitable donations of donors amounting to \$300 in 2006, donations in Red Deer were 20.0 per cent higher than the national average (\$250) and 6.3 per cent lower than the provincial average (\$320). Median donations have increased 30.4 per cent from \$230 in 2001<sup>118</sup>.

### **Women in Municipal Government**

According to the Federation of Canadian Municipalities, of all elected members of Alberta municipal councils (mayors and councillors) in 2007, 435 were female. In other words, of the 1,909 elected mayors and councillors in the province, females accounted for 22.8 per cent.

In Red Deer, 5 of the 9 elected members of council are female – this is equivalent to 55.6 per cent<sup>119</sup>.

### **Preparing our Youth for Citizenship**

In a 2007 survey conducted with students, teachers and parents, 79.3% of respondents for the public schools system and 77.3% with the Catholic school system responded that they felt satisfied that students modeled the characteristics of active citizenship.

The overall result for Alberta was 76.6%<sup>120</sup>.

### **Seniors – Risk of poverty and isolation**

Unattached individuals are at risk for poverty and isolation because they live alone, rather than with relatives or non-relatives.

Senior women are especially an at-risk population for poverty and isolation because more of them are divorced or widowed (particularly in Red Deer), they are less educated than men, they have less income than men and are more likely to have disabilities<sup>121</sup>.

### **Seniors Community Involvement: Volunteering**

As age increases, the likelihood of volunteering decreases. However, as age increases, the number of hours volunteered increases with age: the average and median annual volunteer hours are the highest in number for seniors. Seniors make up 16% of total volunteer hours.

Among Canadian provinces, Alberta has the fifth highest volunteer rate among seniors<sup>122</sup>.

## **Innovation**

### **Diversification**

"As we look ahead to 2009, diversification and increased capacity through technology are some of the many strategies manufacturers will be looking into in order help keep the local economy in expansion mode and the Red Deer Corridor thriving.<sup>123</sup>"

Seven years ago, there were only sporadic Research and Development projects at Red Deer College. In 2006-2007 the applied research department budget was \$282,000. In 2008/2009 this budget is projected to be approximately \$900,000. Funding will come from various sources, including the provincial and federal government.

In Phase 1 of Building Communities Through Learning, Red Deer College has allocated approximately 12,000 square feet for the Centre for Innovation in Manufacturing. In June 2008 the Federal Government, through Western Diversification announced a \$1.2 million grant for highly specialized equipment for the centre to assist manufacturing business and students in Central Alberta<sup>124</sup>.

### **Innovation in Tourism**

In 2006, the Red Deer Chamber of Commerce and Tourism Alberta struck a committee to investigate an opportunity for an innovative tourist attraction for Red Deer. With financial support from Alberta Economic Development, the Tourism Development Committee worked to develop a strategy that would identify potential development opportunities with the goal of strengthening our tourism industry. The strategy is intended to provide a specific focus and allow for the identification of destination development opportunities to pursue with other community and business stakeholders, and is currently informing the work of the Culture Vision and Plan as well as the work of the Greater Downtown Action Plan Steering Committee.

## **Getting Around**

### **Median Commuting Distance**

In 2006, the median commuting distance to work in Red Deer was 3.8 kilometres. This was 50.0 per cent lower than the national average of 7.6 km and 50.0 per cent lower than the provincial average of 7.6 km. The median commuting distance was up 11.8 per cent from the 2001 figure<sup>125</sup>.

### **Vehicles per Person**

In Red Deer in 2008, there were 77,226 registered vehicles (excluding trailers, OHVs and dealer plated vehicles). Per capita, this is equivalent to 0.88 vehicles for every man, woman and child in Red Deer.

For the driving population, this equates to 1.26 registered vehicles to every person in Red Deer aged 15 to 79<sup>126</sup>.

### **Percent of Workers (Aged 15 and Over) Who Use Public Transportation to Get to Work**

In 2006, 3.7 per cent of workers used public transportation to get to work in Red Deer. The proportion of workers using public transportation increased 1.1 percentage points from 2.7 per cent in 2001<sup>127</sup>.

### **Transit Usage / Increase in Ridership**

In Red Deer, there has been a 34% increase in overall ridership from 2004 to 2007<sup>128</sup>.

### **Shelter and Snow Removal policy for bus stops**

In Red Deer, 7% of bus stops provide shelter

The City of Red Deer's policy for snow removal from bus stops states that snow is removed from stops on public lands when buildup is unsafe. This may not occur immediately after each snow fall. It is not a bare cement policy at all times. Stops adjacent to residential/commercial property are subject to the 48 hr bylaw policy for residents<sup>129</sup>.

### **Children and Seniors Using Transit**

In Red Deer, approximately 4000 children and seniors rely on the buses every day<sup>130</sup>.

### **Increase in services/routes**

Improvements in Red Deer's transit service over the last year include the following: There are 3 more regular routes, 4 more industrial routes, 6 more buses and over 100 more bus stops. There are 55% more overall active hours of buses on the road (46,000 more hours), hours of service have been extended in the evening, Saturday schedules match weekday schedules, and there is earlier and later service on Sunday and holidays<sup>131</sup>.

### **Alternative transportation**

One of the goals of the Red Deer College Green Campus initiative is to reduce the number of gasoline vehicles driven to the College Campus by implementing car pooling, busing, walking, running, biking

programs that have some net benefits for the individual and the environment.

In April 2008, Red Deer College hosted the “Green April Alternative Transportation Challenge” which encouraged students, staff and faculty to find alternate means of transportation to the campus rather than driving individual vehicles. In response to the challenge, 4 department student teams and 12 faculty/staff teams campus carpooled, biked or walked to work that month<sup>132</sup>.

### **Trails System**

In 2005 The City adopted the Red Deer Trails Master Plan. Through the consultation and research process, a total of 101.5 km of new or upgraded trails have been identified and mapped<sup>133</sup>.

### **Community Action – Alternative Transportation**

Formed in September 2007, ReThink Red Deer is an informal citizens’ group with a focus on several community sustainability initiatives, including improvements to ‘getting around’ in the form of transit, pedestrian and bike options. The group now has over 200 members and has hosted a number of community presentations and information sessions.

ReThink Red Deer campaigns for greater awareness of alternatives to individual vehicle travel. Additionally, ReThink has participated in a number of focus groups for development projects, advocating for specific development improvements to enhance walkability, connections to transit, and connections to natural areas. The group also advocates for a dedicated budget and action plan to address the gaps in the city’s sidewalk system.

ReThink works collaboratively with many other community organizations, including Sustainable Red Deer and Red Deer College Green Campus. ReThink hopes to work with other organizations to expand existing environmentally-themed events and bike-to-work programs into broad, widely-supported alternative transportation events / initiatives<sup>134</sup>.

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<sup>1</sup> [Share of Youth and Elderly in Population for Vital Signs Communities, 2001,2006](#)

Source: Statistics Canada Community Profiles Census 2001 and 2006

<http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>2</sup> [Share of Youth and Elderly in Population for Vital Signs Communities, 2001,2006](#)

Source: Statistics Canada Community Profiles Census 2001 and 2006

<http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>3</sup> [Median Age of the Population in Vital Signs Communities, 1996, 2001 and 2006](#)

Source: Statistics Canada, Community Profiles, Census 2001 and 2006

<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>4</sup> [Experienced Labour Force for Vital Signs Communities by Industry, 2001 and 2006](#)

Source: Statistics Canada, Community Profiles, Census 2006

<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E>

<sup>5</sup> [Population and Proportion of Immigrants in Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada, 2001 and 2006 Census, Highlight Tables.

2006 Census national and provincial data:

<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=PR&View=1&Table=1&StartRec=1&Sort=2&B1=Counts>

2006 Census CMA and CA data:

<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=CMA&View=1&Table=1&StartRec=1&Sort=2&B1=Counts>

2006 Census subdivision data:

<http://www12.statcan.ca/english/census06/data/highlights/Immigration/Table403.cfm?Lang=E&T=403&GH=3&GF=0&G5=1&SC=1&RPP=100&SR=301&S=0&O=A&D1=1>

2001 Census CMA and CA data:

<http://www12.statcan.ca/english/census06/data/highlights/Immigration/Table403.cfm?Lang=E&T=403&GH=6&GF=35&G5=0&SC=1&S=0&O=A>

2001 Census subdivision data:

<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=CSD&Code=0&View=1&Table=1&StartRec=401&Sort=2&B1=Counts>

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2001 Census CMA and CA data:

<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=CMA&View=1&Table=1&StartRec=1&Sort=2&B1=Counts>

<sup>6</sup> [Median Income of Economic Families in Vital Signs communities, Constant 2005 Dollars, 2000 and 2005](#)

Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-563-XCB2006023.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=94194&METH=1&APATH=3&PTYPE=88971&THEME=81&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1=0&GID=837928>

Note 2: A recent Statistics Canada study, *Earnings and Incomes of Canadians over the Past Quarter Century, 2006 Census*, (Catalogue No. 97-563) showed that income of Canadians declined between 1980 and 2000 in real terms and has only shown a recovery over the past 5 years. While median income in 2005 is substantially higher than in 2000, the net change in income in Alberta between 1980 and 2005 is 0.5%. (No regional data for Red Deer was available).

<sup>7</sup> [Average Income of Economic Families in Vital Signs Communities, Constant 2005 Dollars, 2000 and 2005](#)

Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-563-XCB2006023.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=94194&METH=1&APATH=3&PTYPE=88971&THEME=81&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1=0&GID=837928>

<sup>8</sup> [Proportion of the Population Classified as a Visible Minority, 1996, 2001 and 2006](#)

Source: Statistics Canada Census 1996, 2001 and 2006

1996 data, "Profile of Census Divisions and Subdivisions, 1996 Census":

<http://www12.statcan.ca/english/census96/data/profiles/DataTable.cfm?YEAR=1996&LANG=E&PID=35782&S=A>

2001 data, Community Profiles

<http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>

2006 data, Community Profiles

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>9</sup> [GDP in Millions of Constant 2002 Dollars by Selected CMAs, CAs and CSDs](#)

Source: CMA and CA data estimated by the Centre for Spatial Economics (C4SE). National and provincial data from Statistics Canada CANSIM Table 384-0002. Shares calculated by CSLS.

<sup>10</sup> [GDP Per Worker in Vital Signs Communities, Constant 2002 Dollars, 1996-2007](#)

Source: Community Foundations of Canada, 2008.

<sup>11</sup> Source: City of Red Deer Municipal Census, 2008

<http://www.reddeer.ca/Connecting+with+Your+City/City+Services+and+Departments/Legislative+and+Administrative+Services/Census/2008+Census+Results+Backgrounder.htm>

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<sup>12</sup> Source: The City of Red Deer (2008). Demographics and Social Trends of Red Deer: Research Report. Social Planning, The City of Red Deer, Alberta. P.18

<http://www.reddeer.ca/NR/rdonlyres/1BA5539B-096E-470A-B7E5-EF23CB74960F/0/DemographicsandSocialTrendsofRedDeerMay2008SPCOM.pdf>

<sup>13</sup> Source: Alberta Reproductive Health Report Working Group (2007). *Alberta Reproductive Health: Pregnancies 7 birth Table Update 2007*. Edmonton, AB: Alberta Health & Wellness. Table 7.

[http://www.health.alberta.ca/public/Reproductive\\_TableUpdate07.pdf](http://www.health.alberta.ca/public/Reproductive_TableUpdate07.pdf)

Retrieved June 22, 2008

Statistics Canada. *Table 102-4505 - Live births, crude birth rate, age-specific and total fertility rates, Canada, provinces and territories, annual*, CANSIM (database).

[http://cansim2.statcan.ca/cgi-win/cnsmcgi.exe?Lang=E&CANSIMFile=CII\CII\\_1\\_E.htm&RootDir=CII/](http://cansim2.statcan.ca/cgi-win/cnsmcgi.exe?Lang=E&CANSIMFile=CII\CII_1_E.htm&RootDir=CII/)

(Retrieved by July 1, 2008)

Calculations: Bill Stuebing, Red Deer College

<sup>14</sup> Source: Source: Statistics Canada, 2006 Census of Population, catalogue no. 97-552-XCB2006007. Ottawa. Released September 12, 2007.

Calculations: Bill Stuebing, Red Deer College

<sup>15</sup> Source: Statistics Canada - 2006 Census. Catalogue Number 97-552-XCB2006007.

Calculations: Bill Stuebing, Red Deer College

<sup>16</sup> Source: The City of Red Deer (2008). Demographics and Social Trends of Red Deer: Research Report. Social Planning, The City of Red Deer, Alberta.

<http://www.reddeer.ca/NR/rdonlyres/1BA5539B-096E-470A-B7E5-EF23CB74960F/0/DemographicsandSocialTrendsofRedDeerMay2008SPCOM.pdf>

<sup>17</sup> Source: Statistics Canada, Selected Trend Data for Alberta, 2006, 2001 and 1996 census

[http://www12.statcan.ca/english/census06/data/trends/Table\\_1.cfm?T=PR&PRCODE=48&GEOCODE=48&GEOLVL=PR](http://www12.statcan.ca/english/census06/data/trends/Table_1.cfm?T=PR&PRCODE=48&GEOCODE=48&GEOLVL=PR)

Retrieved June 16 2008

<sup>18</sup> Source: The City of Red Deer (2008). Demographics and Social Trends of Red Deer: Research Report. Social Planning, The City of Red Deer, Alberta. Pg. 41

<http://www.reddeer.ca/NR/rdonlyres/1BA5539B-096E-470A-B7E5-EF23CB74960F/0/DemographicsandSocialTrendsofRedDeerMay2008SPCOM.pdf>

<sup>19</sup> [Consumer Bankruptcies in Vital Signs Communities, 2000-2007](#)

[Business Bankruptcies in Vital Signs Communities, 2000-2007](#)

Source: Industry Canada, Office of the Superintendent of Bankruptcy Canada, "Annual Statistics Report" for years 2000 to 2007, tables 2,3 and 8 for each report. Available at <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01775e.html> and <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01711e.html> for 2007 and all previous years, respectively.

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<sup>20</sup> [Non-Residential Building Permit Values in Current Dollars for Vital Signs Communities, 1987, 2000-2007](#)

Source: Calculated from Statistics Canada Building Permit Survey CANSIM Table 026-0003

<sup>21</sup> [Retail Sales in Vital Signs Communities, 2000-2007](#)

Note: Retail sales estimates reported in "FP Markets" reports were estimated as follows: Strategic Projections Inc. produces national and provincial economic models which were used by MapInfo Canada in conjunction with a special small area retail sales allocation model. The MapInfo model also made use of spatially aggregated estimates of retail sales by detailed kind of business (NAICS for 2006 and 2007, SIC for previous years).

Source: Financial Post, "FP Markets- Canadian Demographics" Annual reports from 2003-2007. Available from 1981 onwards. Source for Canada and Provinces calculated from Statistics Canada Retail Trade Survey CANSIM table 080-0015.

<sup>22</sup> [Overall Competitiveness Index in Vital Signs Communities, 2008](#)

Note: The index of business costs analyzes 27 cost components including facility costs, transport costs, utility costs, depreciation charges, financing costs, non-income taxes and income taxes. The Index is of the average costs of business in 12 industries; of these, 7 are in manufacturing, 2 in R&D, 2 in software and 1 in corporate services. For each year, 100 is the average index value of American cities covered; an index value of less than 100 indicates a better business situation than the U.S. average

Source: KPMG, "Competitive Alternatives 2008," Exhibit 4.12 and Exhibit 7.1. Available at <http://www.competitivealternatives.com/download/default.asp>

Source: KPMG, "Competitive Alternatives 2002," Exhibit 5j, p.43. Available at [ftp://ftp.competitivealternatives.com/2002\\_compalt\\_report\\_vol1\\_en.pdf](ftp://ftp.competitivealternatives.com/2002_compalt_report_vol1_en.pdf)

Source: KPMG, "Competitive Alternatives 2004," Exhibit 4.10, p.50. Available at [ftp://ftp.competitivealternatives.com/2004\\_compalt\\_report\\_vol1\\_en.pdf](ftp://ftp.competitivealternatives.com/2004_compalt_report_vol1_en.pdf)

Source: KPMG, "Competitive Alternatives 2006," Exhibit 4.10, p.50. Available at: [ftp://ftp.competitivealternatives.com/2006\\_compalt\\_report\\_vol1\\_en.pdf](ftp://ftp.competitivealternatives.com/2006_compalt_report_vol1_en.pdf)

<sup>23</sup> [Pre-Tax Poverty Rate for Children \(0-17 years of age\) for Vital Signs Communities, \(LIM\), 2000-2006](#)

Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Table 111-0015 Cansim.

<sup>24</sup> [Pre-Tax Overall Poverty Rate for Vital Signs Communities, \(LIM\), 2000-2006 \(for Census Families\)](#)

Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Cansim Table 111-0015. CA data retrieved through Statistics Canada special request.

<sup>25</sup> [Proportion of Economic Families in Income Brackets in Vital Signs Communities, 2005 Constant Dollars, 2000 and 2005](#)

Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-563-XCB2006023.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=94194&METH=1&APA>

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[TH=3&PTYPE=88971&THEME=81&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1=0&GID=837928](http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E)

<sup>26</sup> Source: Statistics Canada, 2006 Census of Population. Median Earnings and Employment for Selected Occupations – 20% Sample Data

Statistics Canada. 2007. *Red Deer, Alberta* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed August 2, 2008).

<http://www12.statcan.ca/english/census06/data/highlights/earnings/Table801.cfm?Lang=E&T=801&GH=6&GF=48&G5=1&SC=1&SO=0&O=A>

Calculations: Bill Stuebing, Red Deer College

<sup>27</sup> [Proportion of Single-Parent Families for Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada Census Community Profiles for 2001 and 2006

For 2001:

<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

For 2006:

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>28</sup> Source: Statistics Canada - 2006 Census. Catalogue Number 97-563-XCB2006015.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=94191&PTYPE=88971&RL=0&S=1&SUB=0&ShowAll=No&StartRow=1&Temporal=2006&Theme=81&VID=0&VNAMEE=&VNAMEF=&GID=838052>

Calculations: Bill Stuebing, Red Deer College

<sup>29</sup> Personal Communication, Red Deer Food Bank Society, July 10, 2008

<sup>30</sup> [Pre-Tax Poverty Rate for Persons aged 65 and over for Vital Signs Communities, \(LIM\), 2000-2006](#)

Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Table 111-0015 Cansim.

<sup>31</sup> [Ratio of Money Income of the 10th and 90th Percentile and highest and lowest decile for Census Families for Vital Signs Communities, 2001 2005 and 2006 \(Current Dollars\)](#)

Source: Statistics Canada special request, based on tax data.

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<sup>32</sup> [Criminal Code Traffic Crime Rate Per 100,000 Population in Vital Signs Communities, 1991-2007](#)

Note: The total traffic Criminal Code offences includes impaired and dangerous operation of boats, aircraft and motor vehicles, driving a motor vehicle while prohibited, as well as failure to stop or remain at the scene following an accident.

Source: Statistics Canada, Table 252-0013.

<sup>33</sup> [Property Crime Rate per 100,000 Population in Vital Signs Communities, 1991-2007](#)

Source: Statistics Canada, Table 252-0013, Cansim series V12404161, V12404185, V12404189, V12404193, V12404213, V12404229, V12404221, V12404233, V12404245, V12404257, V12404273, V12404281, V12404285, V12404289, V12404297, V12404301, V12404305 were used for CMAs.

<sup>34</sup> City of Red Deer, Community Standards bylaw 3383 A2008 - <http://www.reddeer.ca/NR/rdonlyres/747C08AA-89E8-4085-B7C1-1A5E9F07C6E1/0/33832007CommunityStandardsBylawamended3383A2008.pdf>

<sup>35</sup> [Police per 100,000 population in Vital Signs Communities, 1999, 2006 and 2007](#)

Note: Police is defined to include municipal police, RCMP, QPP, OPP and Newfoundland Constabulary; only permanent, full-time officers are included. It is notable that these numbers are derived from 2006 police count, but 2005 population count.

Source for 2007 data: Statistics Canada. Police Resources in Canada 2007, pages 16 , 17 and 29.  
<http://www.statcan.ca/english/freepub/85-225-XIE/85-225-XIE2007000.pdf>

Source for 2006 data: Statistics Canada. Police Resources in Canada 2006, Table 4a, p.25.  
<http://dsp-psd.communication.gc.ca/Collection-R/Statcan/85-225-XIE/85-225-XIE2006000.pdf>

Source for 1999 data: Statistics Canada. Police Resources in Canada 2000, pages 21, 38, 40 and 48.  
<http://dsp-psd.communication.gc.ca/Collection-R/Statcan/85-225-XIE/0000085-225-XIE.pdf>

<sup>36</sup> Alberta Education Accountability Pillar, 2007  
<http://education.alberta.ca/admin/funding/accountability.aspx>

<sup>37</sup> Source: Stacey Carmichael, Coordinator: Community Leadership Initiatives, Red Deer and District Community Foundation, personal communication, July 10, 2008.

<sup>38</sup> Cst Daniel Paterson, Red Deer City RCMP, General investigation Section, Organized Crime Team. Personal Communication April 12, 2008.

<sup>39</sup> [Violent Crime Incidence Per 100,000 Population in Vital Signs Communities, 1991-2007](#)

Note: Violent crime includes homicide, attempted homicide, assault, sexual assault, sexual offences, robbery and abduction

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Source: Statistics Canada, Table 252-0013, Cansim series v12397903, v12397927, v12397931, v12397935, v12397955, v12397963, v12397971, v12397975, v12397987, v12397999, v12398015, v12398023, v12398027, v12398031, v12398039, v12398043, v12398047 and v12397991 were used for CMAs. CA data found through a Canadian Centre for Justice Statistics special request.

<sup>40</sup> [Motor Vehicle Theft per 100,000 Population for Vital Signs Communities 1991-2007](#)

Source: Statistics Canada, Canadian Centre for Justice Statistics, CANSIM Table 252-0013.

<sup>41</sup> [Obesity\\* Rates for Vital Signs by CMA and Health Regions, 2003, 2005 and 2007](#)

Note: Self-reported adult body mass index 30.0 or higher (18 years and over)

Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table. For 2005 and 2007, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0502.

<sup>42</sup> <http://www.statcan.ca/english/freepub/82-221-XIE/2008001/defin/defin1-en.htm#wb1pmh>

<sup>43</sup> [Self-rated Mental Health for Vital Signs for the Proportion of the Population 12 years and over by CMA and Health Regions, 2003, 2005 and 2007, Per Cent](#)

Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0502.

<sup>44</sup> [Proportion of the Population 12 years and over without a Regular Medical Doctor for Vital Signs by Health Region, 2003, 2005 and 2007](#)

Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, Cansim Table 105-0502 for Canada, Provinces and Health Regions.

Note: Population aged 12 and over who reported that they do not have a regular medical doctor.

<sup>45</sup> Alberta Health and Wellness <http://www.health.alberta.ca/regions/b1.htm>

Public Health Surveillance & Environmental Health, 17-Jul-06, Table B-1 Life Expectancy.xls

<sup>46</sup> Alberta Health and Wellness <http://www.health.alberta.ca/resources/publications/reproductive-health-08.pdf> Table 11  
<http://www.statcan.ca/Daily/English/070724/d070724d.htm>

Reproductive Health Working Group (2006). *Alberta Reproductive Health: Pregnancies and Births 2006*.

Edmonton, AB: Alberta Health and Wellness.

<http://www.health.alberta.ca/resources/publications/reproductive06.pdf>

(Page 127)

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<sup>47</sup> [Proportion of Low Birth Weight Babies for Vital Signs by Health Regions<sup>1</sup>, per cent, 1997, 2001, and 2001-2002 to 2005-2006](#)

Source: 1997 and 2001 data are from Statistics Canada, Vital Statistics- Birth Database. Table 102-4203.

Notes

- 1) Health Region Boundaries changed in 2005, data from 2001-2002 to 2004-2005 are revised data for the current boundaries.
- 2) Rates for Canada are found using population weighted averages for the provinces in the last quarter of 2001, 2002, 2003, 2004 and 2005.

<sup>48</sup> [Physicians \(General/Family Physicians and Specialists\) per 100,000 for Vital Signs Health Regions, 1997-2005](#)

Source: Canadian Institute for Health Information, Health Indicator Reports.

<http://www.cihi.ca/hireports>

<sup>49</sup> [Smoking Rates for Current Smokers for Vital Signs by CMA and Health Regions, 2003, 2005 and 2007](#)

Note: Population aged 12 and over who reported being a current smoker (daily or occasional). Daily smokers refers to those who reported smoking cigarettes every day. Occasional smokers refers to those who reported smoking cigarettes occasionally. This includes former daily smokers who now smoke occasionally

Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table. For 2005 and 2007, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0502.

<sup>50</sup> [Leisure-Time Physically Active or Moderately Active for Vital Signs by CMA and Health Regions, Per cent, 2003, 2005 and 2007](#)

Note: Population aged 12 and over reporting level of physical activity, based on their responses to questions about the frequency, duration and intensity of their participation in leisure-time physical activity. Respondents are classified as active, moderately active or inactive based on an index of average daily physical activity over the past 3 months. For each leisure time physical activity engaged in by the respondent, an average daily energy expenditure is calculated by multiplying the number of times the activity was performed by the average duration of the activity by the energy cost (kilocalories per kilogram of body weight per hour) of the activity. The index is calculated as the sum of the average daily energy expenditures of all activities. Respondents are classified as follows: 3.0 kcal/kg/day or more = physically active; 1.5 to 2.9 kcal/kg/day = moderately active; less than 1.5 kcal/kg/day = inactive.

Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table. For 2005 and 2007, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0502.

<sup>51</sup> [Work Absence \(Average Days Lost per Year Including Maternity\) for Full-time Employees, for Vital Signs CMAs and Economic Regions, 1987-2007](#)

Statistics Canada. Data for the economic regions are by special request, program A060807.

<sup>52</sup> [Current Boil-Water Advisories in Vital Signs Communities as of May 28, 2008](#)

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Source: The Water Chronicles. This collects data from the authority of each province, which differ in each province. The site is updated twice a day. <http://www.water.ca/textm.asp>

<sup>53</sup> Alberta Reproductive Health Report Working Group (2007). *Alberta Reproductive Health: Pregnancies & Births Table Update 2007*. Edmonton, AB: Alberta Health and Wellness. <http://www.health.alberta.ca/resources/publications/reproductive-health-08.pdf> (Table 14).

<sup>54</sup> A Guide to Aboriginal Agencies and Programs in Red Deer and Central Alberta, Spring 2008 (Rev 1), David Thompson Health Region

Tracey Lee, Director, Aboriginal Services Program, David Thompson Health Region .

<sup>55</sup> Alberta Health and Wellness: [http://www.health.alberta.ca/regions/B5b\\_2005.htm](http://www.health.alberta.ca/regions/B5b_2005.htm)

<sup>56</sup> INFACT Canada  
<http://www.infactcanada.ca/Some%20Benefits%20of%20Breastfeeding.pdf>

<sup>57</sup> Population Health (2007). Health Report 2007. Red Deer, AB: David Thompson Health Region  
<http://www.dthr.ab.ca/resources/documents/reports/DTHRHealthReport2007.pdf>

Reproductive Health Working Group (2006). *Alberta Reproductive Health: Pregnancies and Births 2006*. Edmonton, AB: Alberta Health and Wellness.

<http://www.health.alberta.ca/resources/publications/reproductive06.pdf> Table 4.8.2.3

<sup>58</sup> <http://www.statcan.ca/english/freepub/82-221-XIE/2008001/tblstructure/2nonmed/2ef/ef2esv-en.htm>

<http://www.statcan.ca/english/freepub/82-221-XIE/2008001/tblstructure/2nonmed/2hb/hb2tos-en.htm>

Accessed July 28, 2008

<sup>59</sup> [Proportion of the Population \(15 years and over\) that have not Completed High School by CMA and Economic Region, 1999 and 2007](#)

Source: Statistics Canada, Labour Force Survey by special request, program A050705.

<sup>60</sup> [Proportion of the Population 15 years and over with a Postsecondary Education in Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada, Census 2001 and 2006, Topic-based Tabulations.

For 2001:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=55517&APATH=3&GID=431515&METH=1&PTYPE=55430&THEME=51&FOCUS=0&AID=0&PLACENAME=0&PROVINCE=0&SEARCH=0&GC=99&GK=NA&VID=0&VNAMEE=&VNAMEF=&FL=0&RL=0&FREE=0>

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For 2006:

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=93609&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme=75&VID=0&VNAMEE=&VNAMEF=>

Note: Postsecondary values represent an aggregation of the percentage of people with a trades certificate, a college certificate or diploma and a university certificate or diploma (below bachelor's or bachelor's degree and above).

Note: The Census definitions of educational attainment were changed between the 2001 and 2006 Census so changes should be interpreted with caution. For more details, see <http://www12.statcan.ca/english/census06/reference/infocensus/education.cfm>

<sup>61</sup> [Aboriginal High School Completion Rates for persons 15 and over in Vital Signs Communities, 2001 and 2006](#)

Statistics Canada. Aboriginal Population Profile.

<http://www12.statcan.ca/english/census06/data/profiles/aboriginal/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&BI=All&Custom=>

Note: The large increase in the Aboriginal population is in large part due to increases in the Metis population (more than 30 per cent in 5 years), which reflects a higher rate of identification of that group, and not necessarily higher fertility rates. Since the Metis are in general more educated than the North American Indian and Inuit populations, part of the improvement in high school completion rates is explained by the rapid growth in the Metis population.

Note: The Census definitions of educational attainment were changed between the 2001 and 2006 Census so changes should be interpreted with caution. For more details, see <http://www12.statcan.ca/english/census06/reference/infocensus/education.cfm>

<sup>62</sup> Red Deer College, Personal Communication August 5, 2008

<sup>63</sup> Source: Red Deer College Factbook, Student Data, three Year Comparisons 2004/05 – 2006/07.

<sup>64</sup> [Adult Literacy Score Mean Estimates for Vital Signs Communities, 2003](#)

Note: Scores in the 276-325 range are considered "level 3" proficiency - the proficiency level required for a modern economy and knowledge society.

Source: Canadian Council on Learning, based on International Adult Literacy and Skills Survey 2003

[http://data.ccl-cca.ca/TableViewer/tableView.aspx?ReportId=22&CS\\_Chosenlang=en](http://data.ccl-cca.ca/TableViewer/tableView.aspx?ReportId=22&CS_Chosenlang=en)

<sup>65</sup> [CLI Scores for Canada, Provinces and Vital Signs Communities, 2006, 2007 and 2008](#)

Source: Canadian Council on Learning (CCL), CMA and CA data are by special request.

<http://www.ccl-cca.ca/CCL/Reports/CLI/2007scores.htm>

The CLI scores data are based on data for the most recent year available. The data are not for the year of publication of the CLI scores. For example, the data for the 2008 CLI are not for 2008.

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Interpreted as being on a scale of 100. The CLI Score should be used for comparative purposes to measure progress at the local and at the national level. The mean value for 2007 at the national level is 76.

Note: The CLI score is derived at using the various indicators with a regression equation, factor analysis and structural equation modelling. The regression equation matched sixteen indicators with five socio-economic outcomes to determine a correlation of 0.84. These indicators were then clustered into pillars using factor analysis. Indicators that help to explain a similar trend are grouped together and receive a pillar score. Learning to Know, Learning to Do, Learning to Live Together, Learning to Be are marked on a relative scale with an average of approximately 5 and a standard deviation of 1. Each of the mentioned indicators is then weighted with an importance of 34 per cent, 17 percent, 26 percent and 23 percent respectively to arrive at the final CLI Score.

The Census definitions of educational attainment were changed between the 2001 and 2006 Census so changes should be interpreted with caution. For more details, see <http://www12.statcan.ca/english/census06/reference/infocensus/education.cfm>

<sup>66</sup> Understanding Alberta's Labour Force: Looking to the Future, A Discussion Document, September 2005, Government of Alberta. Pg 5

<sup>67</sup> Source: Red Deer College Factbook, Student Data, three Year Comparisons 2004/05 – 2006/07.

<sup>68</sup> [Rental Vacancy Rates \(%\) in Vital Signs Communities, 2005, 2006 and 2007](#)

Note: Based on Vacancy rates (%) in privately initiated rental apartment structures of three units and over.

Data for rental vacancy of 2 bedroom apartments in select vital signs communities can be found for the 1992-2007 period in Appendix Table V-3

Source: Canada Housing and Mortgage Corporation, "Housing Market Information: Rental Market Statistics," data for 2005 and 2006 are from the 2006 edition, tables 9 and 10 pages 27 and 28, respectively. Data for 2007 data are from the 2007 edition, tables 8 and 9 and 10, pages 28-30.

[http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725\\_2006\\_A01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2006_A01.pdf)

[http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725\\_2007\\_B02.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2007_B02.pdf)

<sup>69</sup> [Percent of Households Spending 30% or More of Income on Gross Rent and Percent of Households where Owner's Major Payments as a Percentage of Household Income Exceeds 30% in Vital Signs Communities, 2000 and 2005](#)

Source: Statistics Canada, Census 2001 and 2006, Topic-based tabulations, Housing and Shelter Costs.

For 2001 data see the following link:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=58914&APATH=3&METH=1&PTYPE=55440&THEME=55&FOCUS=0&AID=0&PLACENAME=0&PROVINCE=0&SEARCH=0&GC=99&GK=NA&VID=0&FL=0&RL=0&FREE=0&GID=431515>

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=58913&GID=431515&METH=1&APATH=3&PTYPE=55440&THEME=55&AID=0&FREE=0&FOCUS=0&VID=0&VNAMEE=&VNAMEF=&GC=99&GK=NA&SC=1&SR=1&RL=0&CPP=99&RPP=9999&d1=0&d2=0>

For 2006 data see the following links:

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<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=93655&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Them>

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=93654&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Them>

<sup>70</sup> [Ratio of MLS Average Residential Prices and Median Census Family Pre-tax Income for Vital Signs CMAs, 2000-2006](#)

Median household income data obtained from Statistics Canada, CANSIM table 111-0009. Based on tax data.

Source for CMA data to 2006: Average residential price found through CMHC, Canadian Housing Observer 2007, Table 4

<https://www03.cmhc->

[schl.gc.ca/b2c/b2c/init.do?language=en&shop=Z01EN&areaID=0000000122&productID=00000001220000000009](http://schl.gc.ca/b2c/b2c/init.do?language=en&shop=Z01EN&areaID=0000000122&productID=00000001220000000009)

<sup>71</sup> Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-554-XCB2006019.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=89058&GID=838052&METH=1&APATH=3&PTYPE=88971&THEME=69&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1=3>

Note:

To provide comparable data, band housing has been excluded from the Alberta and Canada counts (there is no band housing referenced in Red Deer)

Calculations: Bill Stuebing, Red Deer College

<sup>72</sup> Source: Stacey Carmichael, Coordinator: Community Leadership Initiatives, Red Deer and District Community Foundation, personal communication, July 10, 2008.

<sup>73</sup> Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-554-XCB2006019. Released Sept 12, 2007.

<sup>74</sup> [Housing Starts in Vital Signs Communities, 1998-2007](#)

Source: CMHC "CHS - Residential Building Activity" Provincial and national data from table 6, community data from table 8.

Available: [http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681\\_2008\\_A01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681_2008_A01.pdf)

<sup>75</sup> [Number of Beds in Homeless Shelters in Vital Signs Communities on June 1st, 2007 and 2008](#)

Source: Homeless Individuals and Families Information System. Special Request.

<http://www.hifis.ca>

<sup>76</sup> [Average Annual Rent for 2 Bedroom Apartments as a Percent of Median Annual Census Family Income in Vital Signs Communities, 2000-2006](#)

Note: All data refers to privately initiated apartment structures with at least three units.

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Source: For Median Income, Statistics Canada, CANSIM Table 111-0009., and special request for CA data.

Source: Average annual rents are from the Canadian Mortgage and Housing Corporation (see Appendix Table V-5-i).

Data on rental rates to 2005 from "Canadian Housing Observer: Average Rent for Two-Bedroom Apartments, Canada, Provinces and Metropolitan Areas, 1992–2005 (dollars)" based on CMHC (Rental Market Survey).

<http://www.cmhc.ca/en/corp/about/cahoob07/data/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=143885>

Rent data for 2006 and for all available years Red Deer from "CHS - Rental Market Statistics 2006"

[http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725\\_2006\\_A01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2006_A01.pdf)

<sup>77</sup> [Proportion of Units Requiring Major Repair for Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada. Census 2006. Community Profiles.

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=Families%20and%20households&Custom=>

2001 data calculated from Topics Based Tabulations, based on Census data.

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=59179&APATH=3&METH=1&PTYPE=55430&THEME=40&FOCUS=0&AID=0&PLACENAME=0&PROVINCE=0&SEARCH=0&GC=0&GK=0&VID=0&VNAMEE=&VNAMEF=&FL=0&RL=0&FREE=0&GID=431515>

<sup>78</sup> Every One's Home – Red Deer's Vision and Framework for Ending Homelessness by 2018, Mayor's Task Force on Ending Homelessness in Red Deer.

[http://www.reddeer.ca/NR/rdonlyres/4C3152AC-6DC2-4DF4-8B7E-390A30C6F679/0/Mayor\\_s\\_Task\\_Force\\_on\\_Ending\\_Homelessness\\_by\\_2018\\_Report\\_PDF\\_Version.pdf](http://www.reddeer.ca/NR/rdonlyres/4C3152AC-6DC2-4DF4-8B7E-390A30C6F679/0/Mayor_s_Task_Force_on_Ending_Homelessness_by_2018_Report_PDF_Version.pdf)

<sup>79</sup> Source: National Homelessness Initiative Community Plan Assessment, Phase II, Framework for Red Deer, 2007

<http://www.reddeer.ca/NR/rdonlyres/FA3A25C5-63C5-4E82-9E78-0A58E2B9BB04/0/CommunityPlanAssessmentFrameworkMay2007COM.pdf>

<sup>80</sup> [Total Income for Economic Families by Immigrant Status and Period, for Vital Signs CMAs and CAs, 2000 and 2005 \(2005 Dollars\)](#)

Source: Census 2006, Topic-Based Tabulations

<http://www.statcan.ca/bsolc/english/bsolc?catno=97-563-XWE2006021>

<sup>81</sup> [Net Migration in Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada, 2001 Community Profiles, free download.

<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

Source: Statistics Canada, 2006 Community Profiles, free download.

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

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<sup>82</sup> [Unemployment Rate of Immigrants and Non-Immigrants in Vital Signs Communities, 1996 and 2001](#)

Source: Census 1996, 2001 and 2006. See Appendix Tables VI-2-i-ii for more information

For 2001 data:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=60337&APATH=3&GID=431515&METH=1&PTYPE=55440&THEME=46&FOCUS=0&AID=0&PLACENAME=0&PROVINCE=0&SEARCH=0&GC=99&GK=NA&VID=0&VNAMEE=&VNAMEF=&FL=0&RL=0&FREE=0>

For 2006 data:

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=93716&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme=75&VID=0&VNAMEE=&VNAMEF=>

<sup>83</sup> [Youth Unemployment Rates for Vital Signs Communities, 1996 and 2001](#)

Source: Census 1996, 2001 and 2006.

For 1996 data:

<http://www12.statcan.ca/english/census96/data/profiles/DataTable.cfm?YEAR=1996&LANG=E&PID=35682&S=A>

For 2001 data:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=60337&METH=1&APATH=3&PTYPE=55440&THEME=46&AID=0&FREE=0&FOCUS=0&VID=0&VNAMEE=&VNAMEF=&GC=99&GK=NA&SC=1&SR=1&RL=0&CPP=99&RPP=9999&d1=0&d2=0&d3=0&d4=1&GID=431515>

For 2006 data: Highlight Tables.

<http://www12.statcan.ca/english/census06/data/highlights/Labour/Table601.cfm?SR=1>

Note: Data are for the reference week of the Census

<sup>84</sup> Source: Millenium Scholarship Foundation: Report on Student Debt, May 2007,

[http://www.millenniumscholarships.ca/images/Publications/070529\\_Student\\_Debt-en.pdf](http://www.millenniumscholarships.ca/images/Publications/070529_Student_Debt-en.pdf)

<sup>85</sup> Red Deer College: Joanne Premak, Student Funding and Awards Coordinator, Personal Communication June 18, 2008

Note: Comparative data for government loan amount per student per year:

Calgary – ranges from \$6,615 to \$7,043

Edmonton – ranges from \$6,444 to \$7,110

Lethbridge – ranges from \$7005 to \$7699

Lac la Biche - \$6186

Vermilion - \$7496

Grande Prairie - \$6171

<sup>86</sup> [Average Total Income for Economic Families by Immigrant Status and Period, for Vital Signs CMAs and CAs, 2000 and 2005 \(2005 Dollars\)](#)

Source: Census 2006, Topic-Based Tabulations

<http://www.statcan.ca/bsolc/english/bsolc?catno=97-563-XWE2006021>

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<sup>87</sup> Source: Inventory of Community Services for Newcomers in Central Alberta, June 2008

<sup>88</sup> [Employment in Occupations Related to Arts, Culture, Recreation and Sport, 2001 and 2006](#)

Source: Statistics Canada, Census 2001 and 2006, Community Profiles. Data are for the Census reference week.

For 2001:

<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=Work&Custom=>

For 2006:

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=Labour&Custom=>

Note: A comprehensive list of the occupations in arts and culture can be found at:

<http://stds.statcan.ca/english/soc/2001/nocs01-title-search.asp?criterion=F>

A description of each occupation can be obtained from that website by following the links at the left of each occupation.

<sup>89</sup> Sheralle Grayston, Executive Director, Red Deer Native Friendship Society. Personal Communication July 17<sup>th</sup>, 2008.

<sup>90</sup> Source: Wendy Meeres, Acting Culture Superintendent, The City of Red Deer. Personal communication, July 17 2008.

<sup>91</sup> Source: Wendy Meeres, Acting Culture Superintendent, The City of Red Deer. Personal communication, July 17 2008.

<sup>92</sup> Paul Harris, Consultant to the City of Red Deer, Personal Communication, July 20, 2008

<sup>93</sup> [Library Use as Measured by Circulation per Capita for Vital Signs Communities in 2000, 2005 and 2006](#)

Note: Annual Circulation reports the total number of items checked out for all formats, e.g. books, videos, CDs, DVDs, periodicals, etc. This includes all renewals (in-person, telephone and electronic) whether a staff member was involved or not

Source for 2006 data: 2006 Canadian Public Library Statistics. Combined Ranking Tables.

[http://www.mississauga.ca/file/COM/Ranking\\_Tables\\_and\\_Sample\\_Graphs.pdf](http://www.mississauga.ca/file/COM/Ranking_Tables_and_Sample_Graphs.pdf)

Source: Mississauga. Public Library Statistics 2005 2nd revision. Pages 18 and 32.

[http://www.mississauga.ca/file/COM/2005\\_CULC\\_Ranking\\_Tables\\_revsept29.pdf](http://www.mississauga.ca/file/COM/2005_CULC_Ranking_Tables_revsept29.pdf)

Source for 2000 data: Mississauga. 2000 Canadian Public Library Rankings. Pages 5 and 6.

[http://www.mississauga.ca/file/COM/00rankings\\_all.pdf](http://www.mississauga.ca/file/COM/00rankings_all.pdf)

<sup>94</sup> Paul Harris, Consultant to the City of Red Deer, Personal Communication, July 20, 2008

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<sup>95</sup> Paul Harris, Consultant to the City of Red Deer, Personal Communication, July 20, 2008

<sup>96</sup> Wendy Meeres, Acting Culture Superintendent, The City of Red Deer. Personal communication, July 17 2008.

<sup>97</sup> Wendy Meeres, Acting Culture Superintendent, The City of Red Deer. Personal communication, July 17 2008.

<sup>98</sup> [Air Quality in Vital Signs Communities, Days above Threshold Levels, 2001-2006](#)

Note: The definitions for ground-level ozone and particulates are from the community accounts data published by the Government of Newfoundland and Labrador

Source: Environment Canada. Data obtained by special request.

[http://www.communityaccounts.ca/CommunityAccounts/OnlineData/acct\\_selection.asp?comval=prov&menucomval=prov&whichacct=env](http://www.communityaccounts.ca/CommunityAccounts/OnlineData/acct_selection.asp?comval=prov&menucomval=prov&whichacct=env)

<sup>99</sup> Source: Trevor Poth, Parks Planning Coordinator, The City of Red Deer, Personal Communication July 18<sup>th</sup>, 2008.

Note: Comparison is from February 28, 2007 to Jan 31, 2008

<sup>100</sup> <http://www.cagbc.org/leed/what/index.php>

<sup>101</sup> Source: Doug Sharp, Director of Facilities, Red Deer College. Personal Communication July 9 2008

<sup>102</sup> [Total Average Daily Flow of Water for Residential Use in Litres per Capita in Vital Signs Communities, 1999, 2001 and 2004](#)

Source for municipal data: Environment Canada. Water Use Data 2004. Based on Municipal Water and Wastewater Survey for survey years 1999 2001 and 2004.

[http://www.ec.gc.ca/water/en/manage/use/e\\_data.htm](http://www.ec.gc.ca/water/en/manage/use/e_data.htm).

Source for national and provincial data: Environment Canada. Data for 2001 found through 2004 Municipal Water Use Report.

[http://www.ec.gc.ca/water/en/info/pubs/sss/e\\_mun2001.htm](http://www.ec.gc.ca/water/en/info/pubs/sss/e_mun2001.htm).

Data for 2004 found through 2007 Municipal Water Report.

<http://www.ec.gc.c>

<sup>103</sup> Source: Red Deer River Watershed Alliance. Personal Communication July 2008.

<sup>104</sup> [Employment Levels and Growth in Vital Signs Communities, 1987, 1996-2007](#)

Source: Employment levels from Statistics Canada CANSIM Tables 282-0053 (CMA data), 282-0055 (Canada and Provinces) and 282-0064 (CA data)

Employment growth data are calculated from the employment level data

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<sup>105</sup> [Unemployment Rate \(15+\) in Vital Signs CMAs and CAs, 1987-2007](#)

Source Statistics Canada. Cansim Table 282-0053, Cansim series v2356780, v2356785, v2356786, v2356787, v2356789, v2356794, v2356798, v2356799, v2356801, v2356802, v26616472, v26616607, v26616661. Data for CAs is from Cansim Table 282-0064.

The unemployment rates for the provinces based on Labour Force Survey Estimates, Cansim series v2170201, v2171065, v2171281, v2171497, v2171929, v2172145 and v2172361.

Note: Data from the labour force survey are based on an annual average.

<sup>106</sup> [Employment Rate \(15+\) in Vital Signs CMAs and CAs, 1987-2007](#)

Source: Statistics Canada. Labour Force Survey. For the CMAs Cansim Table 282-0053, and Cansim Table 282-0064 for the CA data.

Note: Data from the labour force survey are based on an annual average.

<sup>107</sup> [Average and Median Earnings in 2000 and 2005 for Persons Working Full Year Full-time in Vital Signs CMAs and CAs\(2005 Dollars\)](#)

Source: Statistics Canada, Topic-Based Tabulations, Census 2006.

[http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALEVEL=3&APATH=7&CATNO=&DETAIL=1&DIM=&DS=99&FL=E&FREE=0&GAL=0&GC=99&GK=NA&GRP=0&IPS=&METH=0&ORDER=1&PID=94595&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme=0&VID=0&VNAMEE=Employment%20income%20groups%20\(23\)&VNAMEF=Tranches%20de%20revenu%20d'emploi%20\(23\)](http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALEVEL=3&APATH=7&CATNO=&DETAIL=1&DIM=&DS=99&FL=E&FREE=0&GAL=0&GC=99&GK=NA&GRP=0&IPS=&METH=0&ORDER=1&PID=94595&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme=0&VID=0&VNAMEE=Employment%20income%20groups%20(23)&VNAMEF=Tranches%20de%20revenu%20d'emploi%20(23))

The 2006 Census Community Profiles do not include average earnings while 2001 Profiles do not include median earnings.

<sup>108</sup> [Average and Median Real Hourly Earnings \(in 2002 dollars\) for Vital Signs CMAs and Economic Regions 1997-2007](#)

Source: For average and median hourly earnings in current dollars, 1997-2006 data, Statistics Canada, Labour Force Survey, special request, program A050717. 2007 data, Statistics Canada, Labour Force Survey, special request, program A050823.

For CPI data, Statistics Canada, Cansim Table 326-0021. Consumer price index (CPI), 2005 basket.

Note: Real average and median hourly earnings were calculated by CSLS using CPI data with 2002 as the base year (2002=100)

Note: Appendix tables available for Average and Median Hourly Earnings in current dollars 1997-2007

<sup>109</sup> Statistics Canada. 2007, *Selected Trend Data for Red Deer, 2006, 2001 and 1996 Censuses.*

[http://www12.statcan.ca/english/census06/data/trends/Table\\_1.cfm?T=CSD&PRCODE=48&GeoCode=08011&GEOLVL=CSD](http://www12.statcan.ca/english/census06/data/trends/Table_1.cfm?T=CSD&PRCODE=48&GeoCode=08011&GEOLVL=CSD) (accessed Aug 27, 2008)

Statistics Canada. 2007, *Selected Trend Data for Alberta, 2006, 2001 and 1996 Censuses.*

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[http://www12.statcan.ca/english/census06/data/trends/Table\\_1.cfm?T=PR&PRCODE=48&GEOCODE=48&GEOLVL=PR](http://www12.statcan.ca/english/census06/data/trends/Table_1.cfm?T=PR&PRCODE=48&GEOCODE=48&GEOLVL=PR)  
(accessed Aug 28, 2008)

Statistics Canada. 2007. *Census trends for Canada, provinces and territories* (table). 2006 Census. Statistics Canada Catalogue no. 92-596-XWE. Ottawa. Released December 4, 2007.

<http://www12.statcan.ca/english/census06/data/trends/Index.cf> (accessed Aug 27, 2008)

Calculations: Bill Stuebing, Red Deer College

<sup>110</sup> Alberta Education Accountability Pillar Report 2007.

<http://education.alberta.ca/admin/funding/accountability.aspx>

<http://education.alberta.ca/apps/accountability/schoolauthorities.asp>

<sup>111</sup> Rob Elliott, Red Deer Child Care Society, personal communication, July 21, 2008.

<sup>112</sup> Red Deer Chamber of Commerce / Red Deer Regional Economic Development Manufacturing Survey 2007.

<http://www.industrymailout.com/Industry/LandingPage.aspx?id=203912&lm=8342286&q=60799963&qz=9e7b558541abe74ac4a87aa61b7e2866>

<sup>113</sup> Source: Elections Canada, Official Voting Results 2000, Thirty-eighth General election Table 11: Voting Results by Electoral District, Thirty-ninth general election Table 11: Voting Results by Electoral District retrieved from [www.elections.ca](http://www.elections.ca); Wikipedia electoral riding placements

<sup>114</sup> <http://www.reddeerregion.com/news0803b.htm>

<sup>115</sup> [http://www.munimall.net/newsletter/2007\\_archive/071018.htm](http://www.munimall.net/newsletter/2007_archive/071018.htm)

<sup>116</sup> [Charitable Donors as a Proportion of Tax Filers for Vital Signs Communities, Current Dollars, 1997-2006](#)

Source: Statistics Canada Table 111-0001.

<sup>117</sup> [Volunteer Rate for Vital Signs, 2000 and 2004](#)

Source: Canadian Council on Learning, based on Statistics Canada, National Survey of Giving, Volunteering and Participating (conducted for 2000 and 2004) <http://www.ccl-cca.ca/CCL/Reports/CLI?Language=EN>, CLI interactive results 2008.

Definition: Proportion of Canadians engaged in unpaid volunteer activities as part of a group or organization, according to the Canada Survey of Giving, Volunteering and Participating. (No age was specified on website)

Note: Geographic units appear to be defined in terms of communities which are on the basis of municipal boundaries rather than CMAs. However, the boundaries are not specifically indicated.

<sup>118</sup> [Median Charitable Donations for Donors in Vital Signs Communities, Current Dollars, 1997-2006](#)

Note: Figures are expressed in nominal dollars (not adjusted for inflation)

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Note: Donations based on the amount declared on line 340 of the income tax form.

Source: Statistics Canada, Table 111-0001.

<sup>119</sup> Source: Federation of Canadian Municipalities

<http://www.fcm.ca>

Calculations: Bill Stuebing, Red Deer College

<sup>120</sup> Source: Alberta Education, Accountability Pillar, 2007

<http://education.alberta.ca/admin/funding/accountability.aspx>

<sup>121</sup> Source: City of Red Deer, A Profile of Seniors in Red Deer, A comparison of indicators at the local, provincial and national levels, August 28, 2007

<sup>122</sup> Source: City of Red Deer Social Planning Department, *A Profile of Seniors in Red Deer, August 2007*

<sup>123</sup> -Red Deer Regional Economic Corridor – Manufacturing Survey 2007

<sup>124</sup> Source: Rick Tofani, Director of Applied Research and Innovation, Red Deer College.

Personal Communication, July 9 2008

<sup>125</sup> [Average Commuting Time and Median Commuting Distance for a Round Trip Between Work and Home for Individuals in Vital Signs CMAs, 1992, 1998, 2005; and 2001 and 2006](#)

Data for Median Commuting Distance is based on Census 2006, Topic-based Tabulations.

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=90655&PYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Them>

<sup>126</sup> Source: Vehicle Geographical Statistics (SDGEO030, SDGEO050 reports)

Counts exclude trailers, off-highway vehicles, and dealer plated vehicles. Location of the vehicle is determined by the registered owner's mailing address on file at the end of the fiscal year.

Counts include all motorized vehicles that can be driven on the highway.

For further information contact Alberta Transportation at (780) 427-8901

[http://www.infratrans.gov.ab.ca/INFTRA\\_Content/docType47/Production/vehreg2008.pdf](http://www.infratrans.gov.ab.ca/INFTRA_Content/docType47/Production/vehreg2008.pdf)

<sup>127</sup> [The Percent of Workers Who Use Public Transportation to Get to Work for Vital Signs Communities, 2001 and 2006](#)

Source: Statistics Canada. 2001 and 2006 Community Profiles.

For 2006:

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=Place%20of%20work&Custom=>

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For2001:

<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begins&SearchPR=01&B1=Work&Custom=>

<sup>128</sup> Source: Kevin Joll, Transit Department, City of Red Deer – personal communication, March 10, 2008

<sup>129</sup> Source: Kevin Joll, Transit Department, City of Red Deer – personal communication, March 10, 2008

<sup>130</sup> Source: Kevin Joll, Transit Department, City of Red Deer – personal communication, March 10, 2008

<sup>131</sup> Source: Kevin Joll, Transit Department, City of Red Deer – personal communication, March 10, 2008

<sup>132</sup> Source: Doug Sharp, Director of Facilities, Red Deer College, Personal Communication July 2008

<sup>133</sup> Source: City of Red Deer, Recreation, Parks and Culture: Red Deer Trails Master Plan Executive Summary Report – June 2005

<sup>134</sup> Source: ReThink Red Deer, Personal communication July 29, 2008