

**RED DEER'S**

# **VitalSigns<sup>®</sup>**

**VITAL SIGNS 2009 EXPANDED ONLINE EDITION**

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## WHERE WE STAND: OUR COMMUNITY PROFILE

### **Red Deer City Population**

According to the 2009 Municipal Census Report, the City of Red Deer population is 89,891 indicating that there was a 2.4 per cent increase from 2008 at 87,816.<sup>1</sup>

### **Children and Youth Population in Red Deer (under 15 years)**

As of June 2009, there are 14,577 children and youth in Red Deer representing 18.2 per cent of the total city population.<sup>2</sup>

### **Elderly Population in Red Deer (65 years and over)**

As of June 2009, there are 8,045 elderly individuals in Red Deer which makes up 10.0 per cent of the total city population.<sup>3</sup>

### **Median Age in Red Deer**

According to the 2009 Municipal Census Report, the median age in Red Deer is 32 years.<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>

### **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>

### **Divorce Rate**

In Red Deer, the 2006 census showed 5965 divorced persons or 8.8 per cent of the population over the age of 15. This contrasts with 7.7 per cent of the population of Alberta over the age of 15, while the corresponding figure for Canada is 8.0 per cent. In 2001, the census showed 8.8 per cent of the population over the age of 15 in Red Deer to be divorced.<sup>8</sup>

### **Marital Status**

In Red Deer, in 2006, single individuals (never legally married) comprised 30.6 per cent of the population, which is 2.6 percentage points higher than the provincial proportion (28.1) and 3.0 percentage points higher than the Canada-wide proportion (27.6).

In 2006, 44.7 per cent of Red Deer's population are legally married (not separated). This is 5.9 per cent lower than the provincial proportion of the population and 3.2 per cent lower than the national proportion.<sup>9</sup>

### **Fertility Rates**

In 2006, the fertility rate in the David Thompson Health Region, which includes Red Deer was 2.09 per cent compared with 1.86 per cent for the province as a whole. The rate is generally lower in urban areas than in rural areas, but is increasing in almost all RHAs.<sup>10</sup>

### **Aboriginal Population Profile**

In Red Deer in 2006, 3600 persons identified themselves as Aboriginal. This is an increase of 34.6 per cent since 2001, and represents 4.4 per cent 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 higher 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>11</sup>

### **Visible Minorities**

According to the 2006 census, the principle visible minority populations in Red Deer, expressed as a percent of all visible minorities, were Latin American 24.2 per cent, Filipino 22.2 per cent, and Chinese 15.4 per cent. By contrast for Alberta, it was Chinese 26.5 per cent, South Asian 22.9 per cent and Filipino 11.2 per cent, while for

Canada as a whole, the most predominant visible minorities were South Asian 24.9 per cent, Chinese 24.0 per cent and Black 15.5 per cent.<sup>12</sup>

### **Non-Official Languages**

In 2006, 9.1 per cent of the population spoke only non-official languages most often at home. In 2001, this number was 7.5 per cent.<sup>13</sup>

### **Gross Domestic Product**

Real GDP in Red Deer reached \$8,934 million in 2008, up 0.1 per cent from its 2007 level. This change was smaller in magnitude than the city's average annual GDP growth rate of 5.4 percent over the 2001-2007 period. By comparison, real annual GDP growth over the same period averaged 4.3 per cent province-wide and 2.7 per cent nationally. Red Deer accounted for 4.7 per cent of the real GDP of Alberta in 2008.<sup>14</sup>

### **Gross Domestic Product per Worker**

Real GDP per worker in Red Deer was \$102,651 in 2008 (in constant 2002 dollars), down 3.1 per cent from its 2007 level. This change was opposite in direction from the city's average annual per-worker GDP growth rate of 2.0 per cent over the 2001-2007 period. Output per worker in Red Deer was 9.0 per cent higher than the level of per-worker GDP in Alberta in 2008, and 33.9 per cent higher than the Canada-wide level.<sup>15</sup>

### **Labor Force**

In Red Deer Economic Region in 2008, the goods producing sector accounted for 35.9 per cent of the labor force while the services producing sector accounted for 64.1 per cent of the labor force. The proportion in the goods producing sector was 12.5 percentage points higher than the national average (23.5 percent) and 7.3 percentage points higher than the provincial average.<sup>16</sup>

### **Retail Sales**

At \$2,311 million in retail sales in 2009, Red Deer is projected to see an 11.1 per cent increase from 2008. This compares to a projected national decline of 1.1 per cent and a projected 6.7 percent increase in Alberta.<sup>17</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>18</sup>

## **GAP BETWEEN RICH AND POOR**

### **Measures of Low Income**

#### **Low Income Cut Off (LICO)**

This measure is based on how much a family spends on the basic categories of expenditure (food, shelter, income) relative to what the average family spends. A family is considered below the LICO if it spends a share of its post income tax income on food, shelter, and clothing that is 20 percentage points higher than the average family.<sup>19</sup>

#### **Overall Poverty Rate**

According to 2006 Census, in 2005 11.3 percent of Red Deer's population lived on incomes below the Statistics Canada Low income Cutoffs. This compared with 12.2 percent of the total Alberta population and 15.3 percent of all Canadians.<sup>20</sup>

#### **Elderly Poverty Rate**

The incidence of poverty of the elderly (65 years and over) in 2005 based on Low Income Cut Off (LICO), was 7.4 per cent in Red Deer compared with 10.9 per cent for Alberta as a whole and 14.4 per cent in Canada.<sup>21</sup>

#### **Child Poverty Rate**

According to the 2006 Census, the Child Poverty Rate (persons under 18 years of age) in Red Deer, in 2005 was 11.8 per cent based on Low Income Cut Off (LICO), compared with 14.2 per cent in Alberta and 23.1 per cent in Canada.<sup>22</sup>

#### **Food Bank Usage**

In 2008, there were 4,328 hampers distributed by the Red Deer Food Bank, serving families 1,928 times, including adults 5,700 times and children 4,293 times. While the total number of number of families served in 2008 was 4.6 per cent fewer than in 2007 (2,022), more recent demand has increased substantially. The number of hampers distributed in June 2009 increased 227 per cent (685) over June 2008 (301).<sup>23</sup>

## SAFETY

### **Violent Crime Rate**

At 1,179 per 100,000 persons in 2008, the violent crime rate in Red Deer was 26.5 per cent above the national rate (932 per 100,000) and 5.3 per cent above the provincial rate (1,120 per 100,000). The 2008 Red Deer rate represented a decrease of 9.0 per cent over 2007 and a decline of 31.1 per cent over the previous five years. <sup>24</sup>

### **Property Crime Rate**

At 4,396 per 100,000 persons in 2008, the property crime rate in Red Deer was 42.8 per cent above the national average (3,079 per 100,000) and 12.9 per cent above the provincial average (3,895 per 100,000). The 2008 Red Deer rate represented a decrease of 4.8 per cent over 2007 and a decline of 62.1 per cent over the previous 5 years. <sup>25</sup>

### **Traffic Crime Rate**

At 594 per 100,000 persons in 2008, the traffic crime rate in Red Deer was 38.5 per cent above the national average (429 per 100,000) and 6.0 per cent below the provincial average (632 per 100,000). The rate, which increased 11.9 per cent in 2008, was up from a low of 411 per 100,000 in 2004. <sup>26</sup>

### **Motor Vehicle Theft Rate**

At 521 per 100,000 persons in 2008, the motor vehicle theft rate in Red Deer was 38.5 per cent above the national average (376 per 100,000) and 15.0 per cent below the provincial average (613 per 100,000). The 2008 Red Deer rate represented a decrease of 11.4 per cent over 2007 and a decline of 62.4 per cent over the previous 5 years. <sup>27</sup>

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

At 114 police officers per 100,000 in 2008, the number of police officers in Red Deer was 40.3 per cent lower than the national average (191) and 30.1 per cent lower than the provincial average (163). The rate was down 15.6 per cent from 135 in 2007. <sup>28</sup>

### **Women's Shelter Usage**

In 2008, there were 385 women and 329 children housed at the Central Alberta Women's Emergency Shelter. <sup>29</sup>

## HEALTH AND WELLNESS

### **Low Birth Weight**

The proportion of newborn babies who were of low birth weight in David Thompson Health Region, which includes Red Deer, was 6.1 percent in 2007-2008, down 0.4 percentage points from 2006-2007. The 2007-2008 rate was 0.5 percentage points below the provincial rate and approximately equal to the Canada-wide rate.<sup>30</sup>

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

The number of active physicians (family practitioners and specialists) per 100,000 in David Thompson Health Region which includes Red Deer, was 124 in 2007, 35.8 per cent lower than the national rate (193). The rate was up 15.9 per cent from 107 in 2000, the first year for which data are available.<sup>31</sup>

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

In David Thompson Regional Health Region which includes Red Deer, in 2008, 17.8 per cent of the population, 12 years and over, reported that they did not have a regular medical doctor. This was up from 16.4 per cent in 2003. By comparison, 19.5 per cent of the population in Alberta reported not having a regular medical doctor in 2008. In Canada as a whole, the proportion was 15.6.<sup>32</sup>

### **Work Absence (Average Days Lost per year excluding Maternity) for Full-Time Employees**

In Red Deer Economic Region, full time workers were absent from work an average of 7.9 days in 2008 (excluding days spent on maternity leave). By comparison, the average number of days lost in Alberta in 2008 was 8.3. Canada-wide, the average was 10.0 missed days. The average number of missed days in Red Deer has increased from a level of 5.9 in 1997.<sup>33</sup>

### **Quality of Drinking Water**

According to the Red Deer Waterworks System Bacteriological Report, as of May 26, 2009, there has been no presence of E. coli (Escherichia coli) and Coliform bacteria detected from the tested samples.<sup>34</sup>

### **Perceived Health**

In 2008, 60.7 per cent of respondents from the David Thompson Health Region, which includes Red Deer, rated their overall health as "very good" or "excellent". This is 2.3

percentage points lower than the proportion of respondents province wide (63.0) and 1.8 percentage points higher than the national proportion (58.9).<sup>35</sup>

### **Perceived Life Stress**

In 2008, 19.9 per cent of respondents in the David Thompson Health Region, aged 15 years and over, reported perceiving that most days in their life were “quite a bit” or “extremely” stressful. This is 1.5 percentage points lower than the proportion of respondents in Alberta (21.4) and 2.4 percentage points lower than the proportion of respondents in Canada (22.3).<sup>36</sup>

### **Self Rated Mental Health**

In 2008, 72.1 per cent of the population in the David Thompson Health Authority, which includes Red Deer, rated their mental health status as “excellent” or “very good”. This represented a decrease of 1.3 percentage points from 2007. By comparison, the proportion of the population rating their own mental health as “excellent” or “very good” in 2008 was 73.7 per cent in Alberta and 74.4 per cent Canada wide.<sup>37</sup>

### **Suicide**

Of the 462 suicides investigated by the Office of the Chief Medical Examiner for the province of Alberta in 2007 and where place of residence could be determined, 54 were from the David Thompson Health Region. While this constituted a rate of 17.8 per 100,000 which was significantly higher than the Provincial rate of 13.8, the DTHR rate did represent a decline from 2004 when the rate stood at 21.4. (Over the same period, the provincial rate declined from 14.1 to 13.8).<sup>38</sup>

### **Obesity Rates**

In 2008, the obesity rate for the population aged 18 and over in David Thompson Health Region, which includes Red Deer, was 20.8 per cent, 3.6 percentage points higher than the national average (17.2 per cent) and 2.5 percentage points higher than the provincial average (18.3 per cent). The rate was up 1.3 percentage points from 2007.<sup>39</sup>

### **Smoking Rates**

With 31.4 per cent of the population aged 12 and older identifying as current smokers in 2008, David Thompson Regional Health Authority, which includes Red Deer, has experienced a 0.2 percentage point increase from 31.2 per cent in 2007. The rate was 10.0 percentage points above the national rate (21.4) per cent) and 8.7 percentage points above the provincial rate (22.7 per cent).<sup>40</sup>

## **Heavy Drinking**

In 2008, 24.2 per cent of Canadian Community Health Survey respondents from the David Thompson Health Authority, which includes Red Deer, reported having “5 or more drinks on one occasion”, at least once a month in the past year. This is 6.6 percentage points higher than the provincial rate (17.6) and 7.5 percentage points higher than the national rate (16.7). The 2008 rate for the David Thompson Health Region Authority increased 6.1 percentage points from 18.1 in 2007.<sup>41</sup>

## **H1N1 Influenza Virus**

As of July 15, 2009, there have been a total of 10,156 confirmed laboratory cases of H1N1 Influenza Virus in Canada and 45 deaths.

As of July 31, 2009 there have been 1,602 confirmed cases of H1N1 Virus in Alberta, including 5 deaths, 63 of all the confirmed cases are from the Central Zone.<sup>42</sup>

## **Fruit and Vegetable Consumption**

In 2008, 46.4 per cent of respondents from the David Thompson Health Region said that they consume fruits and vegetables “5 times or more per day”. This proportion of respondents is relatively similar to the provincial rate at 45.2 and is 2.7 percentage points higher than the national rate at 43.7 per cent.<sup>43</sup>

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

In 2008, 53.9 per cent of the population aged 12 and over in David Thompson Regional Health Authority, which includes Red Deer, has experienced a 0.2 percentage point increase from 31.2 per cent in 2007. The rate was 10.0 percentage points above the national rate (21.4 per cent) and 8.7 percentage points above the provincial rate (22.7 per cent).<sup>44</sup>

## LEARNING

### **Aboriginal High School Completion Rate**

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 19.2 per cent higher than the national rate for Aboriginals (56.3 per cent) and 20.6 per cent higher than the rate for Alberta (55.7 per cent).<sup>45</sup>

### **Proportion of the Population with Post-Secondary Education**

In Red Deer Economic Region, 45.3 per cent of the population (15 years and over) in 2008 had completed postsecondary education (university degree, post-secondary certificate or diploma) up 13.5 percentage points from 31.9 per cent in 1990. The rate was 10.0 per cent lower than the national average (50.4 per cent) and 9.4 per cent lower than the provincial average (50.1 per cent).<sup>46</sup>

### **Proportion of the Population (15 years and over) that have not Completed High School**

In 2008, 22.3 per cent of people aged 15 and over in Red Deer economic region, had not graduated from high school. This was down 12 percentage points from 1990. The Red Deer rate in 2008 was 2.8 percentage points above the rate for Alberta and 0.7 percentage points above the Canada-wide rate.<sup>47</sup>

### **CCL Learning Index**

According to the 2009 Composite Learning Index, the overall index score for Red Deer was 82, down 11.8 per cent from 2008. The 2009 score was 9.3 per cent higher than the national score (75) and equal to the Alberta score (82).<sup>48</sup>

### **Class Average Size for All Subjects**

For Academic Year 2008-2009, the average class size for the Red Deer Public Schools Division were K to Grade 3 at 18.2 students per class, Grades 4 to 6 at 21.7, Grades 7 to 9 at 23.7 and Grades 10 to 12 at 24.0. For the same year, the Red Deer Catholic Schools Division had the following average class sizes for all subjects are: K-Grade 3 at 18.8, Grades 4 to 6 at 23.2, Grades 7 to 9 at 23.6 and Grades 10-12 at 25.2 students. The provincial averages for the following grade levels, for all subjects are: K- Grade 3 at 18.2, Grades 4 to 6 at 21.2, Grades 7- 9 at 22.4 and Grades 10-12 at 22.7.<sup>49</sup>

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

Red Deer College has experienced an increase of 2 per cent in overall enrollment in academic year 2008-2009 over 2007-2008. There has been a 6 per cent increase in student enrollment for University Transfer Programs, a 1 per cent increase in certificate Programs, 2 per cent increase in Apprenticeship Programs and a 3 per cent decrease in Diploma Programs.<sup>50</sup>

In a media statement released August 11, 2009, Red Deer College announced that there had been a 22 per cent increase in the number of Fall 2009 Applications compared to last year. The programs that had the most increase in applications are: Career and Academic preparation, Open Studies, and BSc in Nursing, indicating a strong focus on upgrading skill sets and broadening capabilities.<sup>51</sup>

## HOUSING

### **Gross Income Shelter 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>52</sup>

### **Housing Starts**

At 572 housing starts in 2008, Red Deer experienced a 63.2 per cent decrease from the 1,558 housing starts in 2007. This compares to a national decrease of 7.6 per cent and a 39.7 per cent decrease in Alberta. In the previous year (2006 to 2007) there was a 9.0 per cent increase in housing starts in Red Deer.<sup>53</sup>

### **Rental Vacancy Rate**

In Red Deer in April 2009, the rental vacancy rate of two bedroom apartments was 3.9 per cent, 18.2 per cent higher than the average for all large CAs (3.3 per cent). The rental vacancy rate was up 56.0 per cent from 2.5 per cent in April 2008.<sup>54</sup>

### **Average Rent in Red Deer**

In April 2009, average rent for all unit types (bachelor, 1 bedroom, 2 bedroom and three bedroom) in Red Deer is \$799. The average rent for all unit types, provincially is \$962. There was no significant increase in Red Deer's private apartment average rent from the previous year (\$798), although provincially, it has increased by \$9 from the previous year.<sup>55</sup>

### **Rent Supplements and Subsidized Rental Accommodation**

The Red Deer Housing Authority provides subsidized rental accommodation for low to moderate income families in Red Deer, Innisfail and Sylvan Lake. There are 290 units in Red Deer, 13 in Innisfail and 7 in Sylvan Lake. The portfolio consists of 2, 3 and 4 Bedroom townhouses and duplexes, a 26 unit-2 bedroom apartment building a 10 unit-1 bedroom apartment building for singles with Schizophrenia and a 9-unit apartment building with 1 and 2 bedrooms for the physically disabled.

The Red Deer Housing Authority is currently providing rent supplements to 911 households in Red Deer, Sylvan Lake, Innisfail and Rocky Mountain House. 785 rent supplements are being paid out in Red Deer.<sup>56</sup>

### **Number of Homeless Shelters**

In 2009, Red Deer has 4 shelters- People's Place, Youth Shelter, Women's Emergency Shelter and Mats Program. The Winter Inn is run by volunteers and closes down after winter. <sup>57</sup>

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

In 2009, in Red Deer, the number of beds in homeless shelters was 127, broken down as 118 emergency beds and 9 transitional beds. The total number of beds was down 6.6 per cent from the 2008 figure. <sup>58</sup>

### **Cost of Housing**

In April 2009, the MLS® median residential sale price in the area served by the Central Alberta Realtors Association was \$263,000, a 7.0 per cent decrease from median value of \$ 284,000 in April 2008. In the same year, MLS® residential property sales numbered 341 units, 25 per cent below activity levels in 2008. <sup>59</sup>

### **Affordable Housing Units in Red Deer**

There are 2,420 affordable housing options existing in our community. These housing options include supported and independent housing where individual tenants pay affordable rent, 10 per cent or more below market or less than 30 per cent of their income and maintain a lease agreement. <sup>60</sup>

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

For fiscal year 2008-2009, the Winter Inn from the Cold served 363 guests. 84 per cent (304) of these guests were men and 16 per cent (59) were women. 47 per cent (172) of the total number of guests served had an addiction, 17 per cent (62) had mental illness, 11 per cent (40) had concurrent disorders, 26 per cent (93) were of First Nations descent, 3 per cent (13) were immigrants, and 26 per cent are employed.

The top reasons for using the Winter Inn were: Eviction (due to failure to pay rent, conflict with landlord, housing closed/renovated, no reason for eviction) 14 per cent; Addictions Issues, 13 per cent; Relocation for Job Search, 11 per cent; Loss of Housing (due to conflict with spouse or family members/friends) 10 per cent. <sup>61</sup>

### **People's Place Shelter**

In 2008, there were 437 guests served at the People's Place Shelter. 62 per cent (272) of which were new admissions. 81 per cent (353) of them were men, 18 per cent (79) were women and 1 per cent (5) were children. 45 per cent (196) of the total number of

guests had an identified addiction (self disclosed), 19 per cent (83) had a diagnosed mental illness (self disclosed) and 11 per cent (48) had Concurrent Disorders. <sup>62</sup>

## GETTING STARTED

### **Youth Unemployment Rate**

In 2009, the youth (15-24 years old) unemployment rate in Red Deer Economic Region was 8.5 per cent. This was 7.5 percentage points below the national youth unemployment rate of 16.0 per cent and 4.4 percentage points below the provincial rate of 12.9 per cent. The youth unemployment rate has increased 0.4 percentage points from 8.1 per cent in June 2008.<sup>63</sup>

### **Immigrant Population**

While the share of immigrant population choosing to settle in Red Deer is increasing, the total immigrant population remains comparatively low in relation to Alberta and Canada. According to the 2006 census, immigrants made up a total of 9.4 per cent of the population in Red Deer, in contrast to 16.2 per cent of the population of Alberta and 19.8 per cent of the population of Canada.<sup>64</sup>

### **Permanent Resident Immigration**

While immigration to Canada remained fairly constant over the years between 2004 and 2008 at approximately 248,000 per year, annual immigration to Alberta increased 147 per cent between 2004 (16,475) and 2008 (24,195). The number of new immigrants received by Red Deer rose from 254 in 2004 to 676 in 2008, an increase of 266 per cent.<sup>65</sup>

### **Temporary Resident Immigration**

Over the past five years there has been a significant increase in the temporary resident immigrant population, mostly made up of temporary foreign workers and their families. In Red Deer, these numbers grew from 197 in 2004 to 918 in 2008, an increase of 466 per cent. In the same time period, the temporary resident immigrant population of Alberta increased 181 per cent and of Canada 200 per cent.<sup>66</sup>

### **Temporary Foreign Workers**

In 2008, there were 435 Temporary Foreign Workers who took up residence in Red Deer, an increase of 178 per cent from 2004 at 156. In Red Deer, the agency responsible for Settlement Services for Temporary Foreign Workers is Catholic Social Services. They provide information and referrals, supportive counseling, interpretation and translation services and advocacy are provided to TFWs and their families to help them adapt to living and working in Alberta. This program was launched in September of 2008. To date, there are 183 open and active files. There are 632 Temporary Foreign Workers served in group sessions, in collaboration with another agency, over

the phone and through email. The top source countries for clients are: Philippines, Mexico, Sri Lanka, El Salvador. <sup>67</sup>

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

For the last government fiscal year (April 1, 2008-March 31, 2009), the average government loan (provincial and federal) per student at Red Deer College was \$9,397.00. The total number of students who received government funding was 898.

2,802 students were funded while attending Red Deer College last year. This includes students who received loan funding, grant funding and scholarships. Approximately 60% of students attending RDC receive some type of funding. <sup>68</sup>

## ARTS AND CULTURE

### **Library Use**

At 8.0 items circulated per capita in 2007, library use in Red Deer was down 0.5 per cent since 2006, and down 21.4 per cent since 2000.<sup>69</sup>

### **Employment in Cultural Industries**

In Red Deer Economic Region, less than 1,500 persons were employed in cultural industries in 2008.<sup>70</sup>

### **Registration for City Arts Programs**

In 2008, there were 1,725 participants in 260 courses and programs under the City of Red Deer Culture Services.<sup>71</sup>

### **Local Art Installations**

There are currently 45 (22 outside pieces and 23 interior) local art installations, with an additional 7 pieces by the end of 2009.<sup>72</sup>

### **Art Galleries**

There are currently 11 art gallery spaces operating in Red Deer.<sup>73</sup>

### **Attendance at Canada Day Celebration**

In 2009, an estimated 25,000 individuals attended the Canada Day celebration held at the Bower Ponds.<sup>74</sup>

### **Media in Red Deer**

There are 2 local newspapers (1 daily, 1 weekly), 12 radio stations (AM and FM) and 2 local television stations in Red Deer, although CHCA will cease broadcasting on August 31, 2009.<sup>75</sup>

### **Public Art Policy in Red Deer**

The City of Red Deer established a Public Art Policy in 1996 and reaffirmed its commitment in 2003, to provide 1.2% of civic capital project budgets being dedicated to public art in that project. Red Deer City council is reviewing this policy with a recommendation of reducing the budget commitment to 0.5%.<sup>76</sup>

## ENVIRONMENT

### **Household Recycling Rate**

In Red Deer in 2007, 93 per cent of households had access to a recycling program, 2 percentage points below the national rate (95 per cent) and equal to the rate for all of Alberta (93 per cent). Of the households that had access to a recycling program, 100 percent participated, a proportion that was 2 percentage points above the national rate (98 per cent) and 5 percentage points above the rate for all of Alberta (95 per cent).<sup>77</sup>

### **Recycled Materials Collected**

In 2008, there were 4,512 tons of recycled materials collected and processed through the municipality's Blue Box Program. The landfill had 5,933 tons of recycled material collected and processed in this same year.<sup>78</sup>

### **Households that Composted Kitchen or Yard Waste**

In 2007, 63 per cent of all households in Red Deer reported that they composted; 83 per cent of households that did not live in apartment buildings and had a lawn or garden reported composting their yard waste. By comparison, 54 per cent of all households that did not live in apartment buildings and had a lawn or garden reported composting their yard waste. Canada-wide, 57 per cent of households composted and 72 per cent of households that did not live in apartment buildings and had a lawn or garden composted yard waste.<sup>79</sup>

### **Air Quality**

In Red Deer in 2007 the number of days of above threshold levels of 8h Ozone was 2, up from 0 days in 2001. The 2001-2007 period average was 1.4 days. The number of days with PM 2.5 concentrations above threshold levels in 2007 was 0 days, unchanged from the 2001 level. The 2001-2007 period average was 0.6.<sup>80</sup>

### **Dwelling Temperature Changes**

In 2007, 59 per cent of households in Red Deer with a programmable thermostat lowered the temperature while asleep, while only 49 per cent of those with an unprogrammed or non-programmable thermostat did so. In Alberta, 59 per cent of households with a programmable thermostat lowered their thermostat while asleep, while only 30 per cent of those with an unprogrammed or non-programmable thermostat did so. Canada-wide, the percentages were 57 and 31 per cent respectively. In addition, 58 per cent of Red Deer households had compact fluorescent light bulbs, compared with 64 percent in Alberta and 70 per cent in Canada.<sup>81</sup>

## **Water Consumption**

Water consumption for the City, based on the total consumption per population has varied from 564 litres per capita day (lpcd) in 1988 to 420 lpcd in 2008. These values include industrial and municipal uses. Averages in between 470 lpcd to 497 lpcd have been used by the City and their consultants in past studies. A downward trend in average daily consumption has been noted and it is expected that this trend will continue with conservation initiatives and other factors. For this analysis, the Associated Engineering value of 476 lpcd will be used.<sup>82</sup>

## **Participation in Green Deer Program**

Green Deer is an annual initiative by the City of Red Deer, engaging the community to “clean up” what winter has left behind. Red Deer residents, individuals, community groups and schools can register to help in cleaning up trash and litter on parks and green spaces. This year, Green Deer has been extended from 2 weeks to 2 months, from April 20 to June 21. 6,810 participants (excluding schools) collected more than 2,000 bags of garbage.<sup>83</sup>

## **State of the Red Deer 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.

This year, the Red Deer River Watershed Alliance released, *The State of Our Watershed*. The report talks about the current state of the Red Deer River Watershed and the following are a few key findings.

The Red Deer River Watershed is comprised of 15 sub-watersheds and covers almost 50,000 kms<sup>2</sup>. The sub-watershed of Waskasoo covers the city of Red Deer, and incorporates the Towns of Innisfail and Penhold. It is the smallest of the 15 sub-watersheds and is an area with high agricultural activity (covers 80% of the land). It has the lowest number of pipelines crossing its waterbodies. The area has an average well density of 1.70 wells per square kilometer. Unlike many other sub-watersheds and because of its flat topography, only 62.1% of the watershed contributes to surface run-off. The rest helps recharge groundwater supplies and local surface water. The Waskasoo Creek sub-watershed is home to one endangered species and three threatened species.<sup>84</sup>

### **Residential Toilet Rebate Program**

The City of Red Deer is offering \$50 rebates for homeowners who replace high flow toilets with 6 litre toilets and \$100 rebates for dual flush toilets. Rebates are done on a first come, first served basis and will be credited to the applicant's utility account within eight to twelve weeks. Only toilets that meet identified Canadian Water and Wastewater Association performance standards will qualify for rebates. <sup>85</sup>

## WORK

### **Employment Rate**

The employment rate in Red Deer stood at 74.4 per cent in 2008, a decline from 76.0 per cent in 2007. At 74.4 per cent, the Red Deer employment rate was nevertheless higher than the comparable rates for either Alberta (72.0 per cent) or Canada (63.6 per cent).<sup>86</sup>

### **Seasonally Adjusted Employment Rate June 2009**

Current employment data for Red Deer show that the seasonally adjusted employment rate for June 2009 has held firm at 70.4 per cent, a slight increase over June 2008 at 70.2 per cent.

By contrast, the seasonally adjusted rates for both Alberta (June 2009-69.5 per cent; June 2008-72.1 per cent) and Canada (June 2009-61.6 per cent; June 2008-63.7 per cent) both showed a substantial decline.<sup>87</sup>

### **Unemployment Rate**

In 2008, the unemployment rate in Red Deer was 4.3 per cent. This was below the national level (6.1 per cent) and above the Alberta provincial level (3.6 per cent). Since 1987 the unemployment rate in Red Deer has fallen 7.3 percentage points from 11.6 per cent.<sup>88</sup>

### **Seasonally Adjusted Unemployment Rate**

The seasonally adjusted unemployment rate in Red Deer for July 2009 stood at 7.4 per cent, a significant increase over the corresponding month in 2008 when the rate stood at 4.1 per cent. By comparison, in July 2009 the seasonally adjusted unemployment rate for Alberta as a whole was 7.2 per cent, an increase from 3.7 per cent in July 2008, while the seasonally adjusted unemployment rate for Canada in July 2009 stood at 8.6 per cent, up from 6.7 per cent in July 2008.<sup>89</sup>

### **Employment Growth**

With employment of growth of -0.4 per cent in 2008, Red Deer saw growth 1.9 percentage points below the national rate (1.5 per cent) and 3.2 percentage points below the provincial rate (2.8 per cent). The 2000-2008 period saw an average annual employment growth of 3.6 per cent, above both the provincial rate (3.0 per cent) and the national rate (1.9 per cent).<sup>90</sup>

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

In 2008, real median hourly earnings in Red Deer Economic Region were \$17.31 (in 2002 dollars). This represents an increase of 27.1 per cent since 1997. The average of hourly earnings was \$19.61, up 27.6 per cent since 1997. By comparison, median and average hourly earnings in Alberta in 2008 were \$17.98 and \$20.75, up by 21.8 and 23.6 per cent, respectively, since 1997. Canada-wide, real median and average hourly earnings were \$16.45 and \$18.68, up 5.1 and 8.3 per cent, respectively, since 1997.<sup>91</sup>

### **Involuntary Part-Time Workers**

In 2008, the number of total workers that were involuntary part-time workers in Red Deer Economic Region was less than 1500.<sup>92</sup>

### **Employment Insurance Benefits**

The average monthly total of 1,447 Employment Insurance claimants in the Red Deer Area for 2008 was 1.6 per cent lower than in 2007. By contrast, during the same period the total number of claimants in Alberta increased 4.8 per cent and in Canada as a whole, increased 2.1 per cent in 2008 over 2007.

The global recession that impacted industrial economies generally in the latter part of 2008 had a particularly severe effect on Alberta, and the Red Deer area in particular. The average number of regular Employment Insurance beneficiaries (all those who receive benefits, except sickness, maternity, parental, adoption, fishing, training, work sharing, job creation and self-employment assistance benefits) in the first four months of 2009 increased in Red Deer by 252 per cent and in all of Alberta by 233 per cent over the average for the first four months of 2008. The corresponding increase for Canada as a whole was a less dramatic 140 per cent.<sup>93</sup>

### **Consumer Bankruptcies**

In Red Deer Economic Region, there were 2.6 consumer bankruptcies per 1000 population in 2008, down 26.1 per cent from a rate of 3.5 in 2000. The rate was 25.5 per cent lower than the national rate (3.4) and 17.5 per cent above the provincial rate (2.2).<sup>94</sup>

### **Business Bankruptcies**

In Red Deer Economic Region, there were 1.8 business bankruptcies per 1000 businesses in 2008, down 65.4 per cent from 5.2 in 2000. The rate was 31.0 per cent lower than the national rate (2.6) and 35.1 per cent above the provincial rate (1.3).<sup>95</sup>

## **BELONGING AND LEADERSHIP**

### **Proportion of Tax Filers Making Charitable Donations**

The proportion of tax filers that declared charitable donations in Red Deer in 2007 was 22.6 per cent, 5.8 per cent below the national rate and 7.6 per cent below the provincial rate.<sup>96</sup>

### **Median Charitable Donors**

The median charitable donations in Red Deer in 2007 were \$340.00, 36.0 per cent higher than the national level (\$250.00) and 2.9 per cent below the provincial level (\$350.00). Median donations have increased 47.8 per cent from \$230.00 in 2001.<sup>97</sup>

### **Proportion Reporting a Strong Sense of Belonging**

In 2008, in the David Thompson Health Region, which includes Red Deer, 70.8 per cent of the population 12 years and over reported a strong or somewhat strong sense of community belonging. This compares to 65.0 per cent at the national level and 60.5 per cent at the provincial level.<sup>98</sup>

### **Contributions to the United Way Campaign**

In 2008, the United Way of Central Alberta raised \$2,014,962.00 for their annual campaign. The money raised from the 2008 United Way Campaign will benefit over 30 social service agencies from all over Central Alberta. 50.8 per cent of the money raised was from employee/workplace campaign, 37.6 per cent from corporate donations and 11.6 per cent from workplace and community special events. There has been a 12.4 per cent increase in the money raised in 2008 over the previous year.<sup>99</sup>

## GETTING AROUND

### **Transit Usage**

There are approximately 10,000 boardings on the City Transit, on all routes, everyday. The system had a 2 per cent increase in ridership for the first half (January-June) of 2009, compared to the first half of the previous year.<sup>100</sup>

### **Red Deer Transit Action Bus**

The Red Deer Transit Action Bus is available for citizens of Red Deer, who otherwise cannot access regular transportation or regular City Transit due to disabilities or physical need. In 2009, there has been a 0.4 per cent increase in ridership on the Action Bus for the first half of the year (January-June). There Red Deer Action Bus has over 200 trips per day.<sup>101</sup>

### **Transit Stop and Shelter Upgrades**

By the end of 2009, there will be 20 new bus shelters built at bus stops. This same year, there will be 26 bus stop upgrades done around Red Deer. Upgrades include shelter replacements, new benches and wider concrete pads for wheelchair accessibility.<sup>102</sup>

### **New Route**

In August 2009, a new route has been added on to Gasoline Alley and the community of Springbrook. It will run on peak hours on an hourly basis to Gasoline Alley and the larger community of Springbrook, and will run every half an hour on off peak hours to Gasoline Alley only. The Red Deer Transit have 11 main routes; 5 industrial; and 17 overload routes that provide service to several schools-transit routes that are available at peak times only that everyone can use.<sup>103</sup>

### **New City Centre Transit Terminal**

In June 2009, the City Centre Transit Terminal moved to its temporary location on 48 Street, between 47 Avenue and 47A Avenue. This will give way to a construction of a 3 level downtown parkade which will have approximately 400 parking stalls. The system will move back into the main terminal once the parkade is completed. The new Transit Terminal will include a new Customer Service area for ticket and pass purchases and lost and found service. The New City Centre Transit Terminal is expected to open in the spring/summer of 2010.<sup>104</sup>

### **Vehicles Per Person**

In 2009, there were 78,857 registered vehicles (excluding trailers, off highway and dealer plated vehicles) in Red Deer. This is equivalent to 0.88 vehicles per capita (all adults and children) in Red Deer. For the driving population, this equates to 1.14 registered vehicles to every person in Red Deer with a valid driver's license as of March 31, 2009.<sup>105</sup>

## INNOVATION

### **Innovation in Manufacturing**

In 2007, the Central Alberta Regional Innovation Network (CARIN) was formed and is a network of 121 of the 241 identified manufacturers from Central Alberta stretching border to border from Wetaskiwin in the north to Carstairs in the south. CARIN aims to connect manufacturers to the Centre of Innovation and Advanced Manufacturing in Red Deer College to help them in bringing ideas to life. This program runs in partnership with the Central Alberta Economic Partnership and the Central Alberta Rural Manufacturers Association. They work with manufacturers to access technology, resources and expertise, discover new ideas and solutions proven to work, learn about the latest technologies and equipment and create cutting edge products and processes. CARIN assists Central Alberta Manufacturers in the following ways: collaborate on rapid prototyping of new parts or products; develop advanced manufacturing strategies that save money; discover how to manufacture hard to find parts; examine the latest technology and equipment, including robotics and meet students highly trained in prototyping, instrumentation and CNC machining.<sup>106</sup>

### **Innovation Vouchers**

The Innovation Voucher Pilot Program was launched by the Government of Alberta with the goal of helping small technology and knowledge driven businesses in Alberta get their ideas and products to market faster. Voucher recipients can use these vouchers at Alberta's public or not for profit service providers for business and technology development services. The vouchers come in 2 denominations: \$10,000.00 to be used for smaller fee based services such as marketing studies, business advice or business formation. \$50,000.00 vouchers are to be used for more substantial technology development activity such as product prototyping, lab verification and field testing.

In Red Deer, the Office of Applied Research and Innovation at the Red Deer College is the approved organization that could provide service to recipients of the Alberta Innovation Voucher Pilot Program. RDC could provide business services, technical services and access to capital.

In April 2009, 93 vouchers, totaling more than \$5 million, were granted to companies from 24 different communities in Alberta. 5 vouchers were awarded to 5 different businesses in Red Deer.<sup>107</sup>

## **Solar Energy Production**

In July 2009, the City of Red Deer released an advisory that states that Red Deer has the most solar power sites in Alberta on a per capita basis. Red Deer currently has eight solar panel sites including the new Civic Yards, Kerry Wood Nature Centre and several residential units. Every 1,100 kwh (kilowatt hour) of green power means a reduction of one ton of carbon dioxide emissions.<sup>108</sup>

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Alberta Health Services

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*Jamie Huizing, Settlement Counselor, Immigrant and Settlement Services*

Central Alberta Economic Partnership

*Dawna Allard, Manager*

Central Alberta Immigrant Women's Association

*Halima Ali, Executive Director*

Central Alberta Refugee Effort

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Community Information and Referral Society

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Homeless Individuals and Families Information System

Housing and Urban Affairs

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Public Health Agency of Canada

Red Deer Advocate

Red Deer & District Community Foundation

*Board of Directors*

*Paul Harris, Chair*

*Tom Stevens, Vice Chair*

*Stacey Carmichael, Coordinator for Community Leadership Initiatives*

Red Deer Catholic Schools Division

*Paul Stewart, Associate Superintendent of Student Services*

Red Deer Chamber of Commerce

*Tim Creedon, Executive Director*

Red Deer College

*Bill Stuebing, Sociology Professor*

*Tony Skorjanc, Director of Research Services*

*Joanne Premak, Coordinator, Student Funding and Awards*

*Robert Hann, Registrar*

*Alicia Cafferata-Arnett, Project Coordinator, Applied Research and Innovation*

Red Deer Cultural Heritage Society

*Eileen Bantjes, Coordinator*

Red Deer Express

Red Deer Food Bank Society

*Fred Scaife, Executive Director*

Red Deer Housing Authority

*Donna Nye, Chief Executive Officer*

Red Deer Housing Committee

*Jennifer Vanderschaeghe, Chair*

Red Deer Native Friendship Society

*Sheralle Greystone, Executive Director*

Red Deer Public Schools Division

*Bruce Buruma, Director of Community Relations*

Red Deer River Watershed Alliance

*Beverly Anderson, Executive Director*

Re-Think Red Deer

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*Red Deer City Detachment*

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Safe Harbour Society

Shirley Hocken, Riverside Meadows Neighborhood Association

Statistics Canada

United Way of Central Alberta

*Jennifer Forest, Campaign Co-Manager*

## DATA SOURCES

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<sup>1</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 Municipal Census Report.  
<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>

<sup>2</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 Municipal Census Report.  
<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>

Calculations: Bill Stuebing, Red Deer College.

Note: This proportion is calculated on a population base which excludes individuals for which age was not recorded (10.7 per cent of the total population count).

<sup>3</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 Municipal Census Report.  
<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>

Calculation by: Bill Stuebing, Red Deer College

Note: This proportion is calculated on a population base which excludes individuals for which age was not recorded (10.7 per cent of the total population count).

<sup>4</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 and 2008 Municipal Census Report.  
<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>

Note: The information refers to the municipality only, not the Census Agglomerate.

<sup>5</sup> 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 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://www.12.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>

2001 Census CMA and CA data:

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<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>

<sup>6</sup> 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 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.

Note 2: A recent Statistics Canada study, *Earnings and Incomes of Canadians over the Past Quarter Century*, 2006 Census, (CatalogueNo.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> 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 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.

<sup>8</sup> Source: Statistics Canada, 2006 Census of Population, Catalogue No.97-552-XCB2006007. Ottawa. Released September 12, 2007.

Calculations: Bill Stuebing, Red Deer College.

<sup>9</sup> Source: Statistics Canada-2006 Census, Catalogue Number 97-552-XCB2006007.

Calculations: Bill Stuebing, Red Deer College.

<sup>10</sup> Source: Alberta Reproductive Health Report Working Group 2007. Alberta Reproductive Health: Pregnancies & Birth Table Update 2007, June 2008 Revision. Edmonton, AB: Alberta Health and Wellness.

Note: "2006 total fertility rates have been updated due to a calculation error in the original release of the report."

<sup>11</sup> Source: The City of Red Deer (2008). Demographics and Social Trends of Red Deer: Research Report. Social Planning, City of Red Deer, Alberta.

<http://www.redeer.ca/NR/rdonlyres/1BA5539B-096E-470A-B7E5EF23CB74960F/0/DemographicsandSocialTrendsofRedDeerMay2008SPCOM.pdf>.

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<sup>12</sup> Source: Statistics Canada, Census of Canada 2006. "Visible Minority Groups, 2006 Counts for Canada, Provinces and Territories- 20 % sample."  
<http://www12.statcan.ca/english/census06/data/highlights/ethnic/pages/Page.cfm?Lang=E&Geo=PR&Code=01&table=1&Data=Count&StartRec=1&Sort=2&Display=Page>  
Statistics Canada, Census of Canada 2006. "2006 Community Profiles- Red Deer".  
<http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/details/Page.cfm?Lang=E&Geo1=CSD&Code1=4808011&geo2=PR&Code2=48&Data=Count&SearchText=red%20deer&SearchType=Begins&SearchPR=01&B!=All&Custom>

Note: The *Employment Equity Act* defines visible minorities as 'persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in color'.

<sup>13</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)

<sup>14</sup> Source: CMA and CA data estimated by Center for Spatial Economics (C4SE). The geography for a given CMA or CA is estimated by the aggregation of Census Divisions. National and Provincial data from Statistics Canada CANSIM Table 384-0002. Shares calculated by CSLS.

Notes:

1. The geographies were estimated by aggregating Census Divisions (CDs). Last year the geographies were aggregated using Census Subdivisions (CSDs). This change in methodology is responsible for discrepancies between current and previous estimates.
2. GDP figures expressed in 2002 constant dollars.
- 3.

<sup>15</sup> Source: CMA and CA data estimated by the Centre for Spatial Economics (C4SE). The geography for a given CMA or CA is estimated by the aggregation of census divisions. National and provincial GDP data from Statistics Canada CANSIM Table 384-0002 and Labor Force Data are from CANSIM table 282-0055.

Note: The data for Vital Signs communities reflects employment by place of work (EPOW). The advantage of EPOW estimates is that they show where jobs are as opposed to where workers live; this is a change in methodology from last year, which explains discrepancies between this year's and last year's estimates of GDP per worker. Provincial and national data are actually based on place of residence as opposed to the EPOW methodology; this is a very small inconsistency as there are few people that work in a province but do not live there or live in Canada but work elsewhere.

<sup>16</sup> Source: Statistics Canada Labor Force Survey Estimates, CANSIM Tables 282-0008, 282-0057, 282-0061.

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<sup>17</sup> Source: Financial Post, "FP Markets- Canadian Demographics" Annual reports from 2000-2009. Available from 1981 onwards.

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 2006-2009, SIC for previous years). They are projections published in November of the previous year.

<sup>18</sup> Source: KPMG, "Competitive Alternatives 2008", Exhibit 4.12 and Exhibit 7.1.

<http://www.competitivealternatives.com/download/default.asp>

KPMG, "Competitive Alternatives 2006", Exhibit 4.1, p.50.

[ftp://ftp.competitivealternatives.com/2006\\_compalt\\_report\\_vol11\\_en.pdf](ftp://ftp.competitivealternatives.com/2006_compalt_report_vol11_en.pdf)

KPMG, "Competitive Alternatives 2004," Exhibit 4.10, p.50.

[ftp://ftp.competitivealternatives.com/2004\\_compalt\\_report\\_vol11\\_en.pdf](ftp://ftp.competitivealternatives.com/2004_compalt_report_vol11_en.pdf)

KPMG, "Competitive Alternatives 2002," Exhibit 5j, p.43

[ftp://ftp.competitivealternatives.com/2002\\_compalt\\_report\\_vol11\\_en.pdf](ftp://ftp.competitivealternatives.com/2002_compalt_report_vol11_en.pdf)

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 12 business 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 US average.

<sup>19</sup> Source: Statistics Canada.

<sup>20</sup> Source: Data for 2000 and 2005 Before Tax data are from Statistics Canada (2001 and 2006 topic based tabulations).

<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=Income%20and%20earnings&Custom=>

<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=94206&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=>

Note: Overall poverty rate is defined on a pre-tax basis.

<sup>21</sup> Source: Statistics Canada 2006 Census data. Topic Based tabulations.

Note: Elderly poverty rate is defined on a pre-tax basis.

<sup>22</sup> Source: Statistics Canada. Before-Tax data from Census 2000 and 2006, topic based tabulation.

<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=>

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[1&IPS=&METH=0&ORDER=1&PID=94192&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme=81&VID=0&VNAMEE=&VNAMEF=](#)

Note: Child Poverty Rate is defined on a pre-tax basis.

<sup>23</sup> Source: Red Deer Food Bank Society. Personal communication. July 8, 2009.

<sup>24</sup> 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, v12397991 a

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

<sup>25</sup> 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, V28514064 w

Note: Property Crime includes breaking and entering, all theft, possession of stolen goods and all fraud.

<sup>26</sup> Source: Statistics Canada, Table 252-0013, CANSIM series v12412654, v12412678, v12412682, v12412686, v12412706, v12412714, v12412722, v12412726, v12412738, v12412750, v12412766, v12412774, v12412778, v12412782, v12412790, v12412794, v12412798, v28514329.

Note: The total Traffic Criminal Code offences.

<sup>27</sup> Source: Statistics Canada, Canadian Centre for Justice Statistics, CANSIM Table 252-0013, series v12404976, v12405000, v12405004, v12405008, v12405028, v12405036, v12405044, v12405048, v12405060, v12405064, v12405072, v12405088, v12405096, v12405100, v124

<sup>28</sup> Source for 2008 data: Statistics Canada. Police Resources in Canada 2008, pages 16,17 and 29.  
<http://www.statcan.ca/english/freepub/85-225-XIE/85-225-XIE2008000.pdf>

Source for 2007 data: Statistics Canada. Police resources in Canada 2008, pages 16,17 and 29.  
<http://www.statcan.ca/english/freepub/85-225-XIE/85-225-XIE2007000.pdf>

Note: Data for Red Deer refers to the municipality only, not the Census Agglomerate (CA).

<sup>29</sup> Source: Anita Taylor, Central Alberta Women's Emergency Shelter. Personal Communication. June 30, 2009.

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<sup>30</sup> Source: 1997 and 2001 data are from Statistics Canada, Vital Statistics- Birth Database. Table 102-4203. CANSIM series: v21525794, v21526154, v21526190, v21526208, v21526298, v21526406, v21526532, v21526946, v21527324, v21527486, v21527540, v21527558, v21527594, v21527612, v21527828, v21527936, v21528044, v21528062, v21528080, v21528098, v21528116, v21528224, v21528368, v21528386, v21528422, v21527090, v21527360, v21528314, v21528332, v21528350, v21526586, v21525794, v21526028, v21526064, v21527180, v21528260, v21528278, v21528404.

Source: 2001-2002 to 2007-2008

[http://secure.cihi.ca/cihiweb/en/downloads/Childbirth/AiB\\_FINAL\\_E.pdf](http://secure.cihi.ca/cihiweb/en/downloads/Childbirth/AiB_FINAL_E.pdf)

[http://secure.cihi.ca/cihiweb/dispPage.jsp?cw\\_page=statistics\\_results\\_topic\\_pregnancy\\_e](http://secure.cihi.ca/cihiweb/dispPage.jsp?cw_page=statistics_results_topic_pregnancy_e)

Notes:

- 1.) Low birth weight babies are less than 2,500 grams. CIHI data for 2001-2002 to 2007-2008 are for the fiscal years defined as of April 1.
- 2.) Health Region boundaries changed in 2005, data from 2001-2002 to 2004-2005 are revised data for current boundaries.
- 3.) Data for 2001-2002 to 2007-2008 is taken from April 1 to March 31.
- 4.) Rates for Canada are found using weighted average based on provincial births.
- 5.)

<sup>31</sup> Source: Canadian Institute for Health Information, Health Indicator Reports.

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

<sup>32</sup> Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, CANSIM Table 105-1502, for Canada, Provinces and Health Regions.

Note: Population aged 12 and over who reported that they do not have a regular doctor. In 2003 and 2005, the indicator in French only, included "medicin de famille". Starting in 2007, this concept was widened to "medicin de regulier", which includes "medicin de famille".

<sup>33</sup> Source: Statistics Canada. Data for the Economic Regions are by special request, program A060807.

<sup>34</sup> Source: Alberta Environment. Regulated Drinking Water Summary Report. May 2009.

<http://environment.alberta.ca/apps/RegulatedDWQ/Summary.aspx?y=2009&m=5&id=1092>

<sup>35</sup> Source: Statistics Canada. Canadian Community Health Survey 2008. CANSIM Table 105-0501,56,57.

[http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm)

Definition: "Population aged 12 and over who reported perceiving their own health status as being either excellent or very good. Perceived Health refers to the perception of a person's health in general, either by person himself or herself, or in the case of proxy response, by the person responding. Health means not only the absence of disease or injury but also physical, mental and social well-being."

<sup>36</sup> Source: Statistics Canada. Canadian Community Health Survey 2008. CANSIM TABLE 105-0501.

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[http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm)

Definition: "Perceived life stress refers to the amount of stress in the person's life, on most days, as perceived by the person or, in the case of proxy response, by the person responding."

<sup>37</sup> Source: Statistics Canada. Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions. CANSIM Table 105-0501.

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>38</sup> Source: Office of the Chief Medical Examiner. Province of Alberta.

[http://www.justice.gov.ab.ca/ocme/publications\\_stats.aspx?id=5636](http://www.justice.gov.ab.ca/ocme/publications_stats.aspx?id=5636)

Note: Rate calculated as per 100,000. Populations based on Alberta Health and Wellness Population Estimates as at March 31, 2007 by Age Group and Registrant Health Region, December 2005 boundaries.

<sup>39</sup> 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 2005-2008, Canadian Community Health Survey Indicator Profile, for Canada, Provinces and Health Regions, CANSIM Table 105-0501.

Note: Self Reported Adult Body Mass Index 30.0 or higher (18 years and over).

<sup>40</sup> 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 2005-2008, Canadian Community Health Survey Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

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

<sup>41</sup> Source: Statistics Canada. Canadian Community Health Survey 2008. CANSIM Table 105-0501.

[http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lan=E&CNSM-Fi+CII/CII\\_1-eng.htm](http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lan=E&CNSM-Fi+CII/CII_1-eng.htm)

<sup>42</sup> Source: Public Health Agency of Canada. Accessed July 19, 2009.

<http://www.phac-aspc.gc.ca/alert-alerte/swine-porcine/surveillance-eng.php>

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Alberta Health Services. Accessed July 31, 2009.  
<http://www.health.alberta.ca/health-info/influenza-H1N1.html>

Note: As of April 1, 2009, the former David Thompson Health Region and the former East Central Health have been combined to create the Central Zone.

<sup>43</sup> Source: Statistics Canada. Canadian Community Health Survey (CCHS). CANSIM Table 105-0501.  
[http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/Cii\\_1-eng.htm](http://cansim2.statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/Cii_1-eng.htm)

Note: The health regions presented in this table are based on boundaries and names in effect as of December 2007.

<sup>44</sup> 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 2005-2008, Canadian Community Health Survey Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

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.

<sup>45</sup> Source: Statistics Canada. Aboriginal Population Profile.  
<http://www12.statcan.ca/english/census06/data/profiles/aboriginal/Details/Page.cfm?lang=E&Geo1=PR&Code1=01&Geo2=PRCode2=01&Data=Count&searchText=Canada&SearchType=Begins&SearchPR=01&B1=All&Custom=>

<sup>46</sup> Source: Statistics Canada, Labor Force Survey, available by special request program A050705.

<sup>47</sup> Source: Statistics Canada, Labor Force Survey, available by special request.

<sup>48</sup> Source: Canadian Council on Learning (CCL), CMA and CA data are available by special request.  
<http://www.ccl-cca.ca/CLI>

Notes:

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1. 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 2009 reflect the most recent data available for all of the sub-indicators that make up the CLI.

2. The CLI Score should be used for comparative purposes to measure progress at the local and at the national level. The mean value for 2009 at the national level is 75. For simplicity we report the absolute change and per cent change instead of the Estimated Point Per Year (EPPY) change provided by the CCL (calculated using a trendline fitted to the three years for which data are available). In general, differences between the measures are only minor, with the EPPY for Canada for the 2007-2009 period averaging -0.7 points, compared to a simple average absolute change of -1.0 points per year.

3. The CLI score is derived from the various indicators through regression equation, factor analysis, and structural equation modeling. The regression equation matched seventeen indicators with six socio-economic outcomes to determine a correlation of 0.87. 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.

<sup>49</sup> Source: Alberta Education. 2008/2009 Class Size Averages by Jurisdiction for All Subjects.

<http://education.alberta.ca/department/ipr/classsize/averages.aspx>

<sup>50</sup> Source: Robert Hann, Registrar, Red Deer College. Personal communication. July 31, 2009.

<sup>51</sup> Source: Red Deer College. "RDC Student Applications for Fall Increase by 22%". August 11, 2009.

[http://www.rdc.ab.ca/events\\_and\\_news/NE\\_Data/20090810121148.html](http://www.rdc.ab.ca/events_and_news/NE_Data/20090810121148.html)

<sup>52</sup> Source: Statistics Canada, Census 2001 and 2006, Topic Based tabulations, Housing and Shelter Costs.

For 2001 data see the following link:

<http://www12statcan.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:

<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>

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<sup>53</sup> Source: CMHC "CHS - Residential Building Activity" Provincial and national data from table 6, community data from table 8.  
[http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681\\_2009\\_A01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681_2009_A01.pdf).

<sup>54</sup> Source: Canada Housing and Mortgage Corporation, "Housing Market Information: Rental Market Statistics".  
[http://www.cmhcschl.gc.ca/odpub/esub/64725/64725\\_2007\\_B02.pdf](http://www.cmhcschl.gc.ca/odpub/esub/64725/64725_2007_B02.pdf)  
[http://www.cmhcschl.gc.ca/odpub/esub/64459/64459\\_2008\\_A01.pdf](http://www.cmhcschl.gc.ca/odpub/esub/64459/64459_2008_A01.pdf)  
[http://www.cmhcschl.gc.ca/odpub/esub/64725/64725\\_2009\\_B01.pdf](http://www.cmhcschl.gc.ca/odpub/esub/64725/64725_2009_B01.pdf)

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

<sup>55</sup> Source: Canada Mortgage and Housing Corporation. Rental Market Report-Alberta Highlights. Spring 2009.  
[http://www.cmhc-schl.gc.ca/odpub/esub/64483/64483\\_2009\\_B01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64483/64483_2009_B01.pdf)

<sup>56</sup> Source: Donna Nye, Chief Executive Officer, Red Deer Housing Authority. Personal communication. August 5, 2009.

<sup>57</sup> Source: Stacey Carmichael, Coordinator for Community Leadership Initiatives. Personal Communication. August 7, 2009.

<sup>58</sup> Source: Shelter Capacity Statistics 2007 and 2008 Annual Report.  
[http://www.hifis.ca/resources/hifis/ShelterCapacityStatistics-June2007\\_EN.pdf](http://www.hifis.ca/resources/hifis/ShelterCapacityStatistics-June2007_EN.pdf)  
[http://www.hifis.ca/resources/hifis/ShelterCapacityStatistics-June2008\\_EN.pdf](http://www.hifis.ca/resources/hifis/ShelterCapacityStatistics-June2008_EN.pdf)

<sup>59</sup> Source: Central Alberta Realtors Association. "MLS residential sales reach seven-month high in April". May 19, 2009.  
[http://www.rdreb.ca/includes/Central\\_Alberta\\_PDF/April\\_2009\\_News\\_Release.pdf](http://www.rdreb.ca/includes/Central_Alberta_PDF/April_2009_News_Release.pdf)

<sup>60</sup> Source: Stacey Carmichael, Coordinator for Community Leadership Initiatives, Red Deer & District Community Foundation. Personal communication. August 7, 2009.

<sup>61</sup> Source: Stacey Carmichael, Coordinator for Community Leadership Initiatives. Personal communication. August 7, 2009.

<sup>62</sup> Source: Stacey Carmichael, Coordinator for Community Leadership Initiatives. Personal communication. August 7, 2009.

<sup>63</sup> Source: Statistics Canada. Provincial and National Data, CANSIM Table 282-0052, Economic Region Data: Labor Force Survey, Special request.

Note:

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- 1) Data is not adjusted for seasonality. For provincial and national data, the 3 month moving average was calculated by CSLS from monthly data.
  - 2) Data pertains to the Economic Region.

<sup>64</sup> Source: Statistics Canada, Census of Canada 2006. "Population by immigrant status and period of immigration, 2006 counts".

<http://www12.statcan.ca/census-recensement/2006/dp-pd/hlt/97-577/T403eng.cfm?Lang=E&T=403&GH=6&GF=48&G5=0&SC=1&S=0&O=A>

<sup>65</sup> Source: Citizenship and Immigration Canada. "Facts and Figures 2008- Immigration Overview".

[http://www.cic.gc.ca/english/resources/statistics/facts\\_2008/permanent/02.asp](http://www.cic.gc.ca/english/resources/statistics/facts_2008/permanent/02.asp)

<sup>66</sup> Source: Statistics Canada, Census of Canada 2006. "Population by Immigrant Status and Period of Immigration, 2006 Counts".

<http://www.cic.gc.ca/english/resources/statistics/facts2008/temporary/02.asp>

<sup>67</sup> Source: Citizenship and Immigration Canada, RDM, Facts and Figures 2008.

<http://www.cic.gc.ca/english/resources/statistics/facts2008/temporary/01.asp>.

Jamie Huizing, Settlement Counselor, Catholic Social Services. Personal communication. July 24, 2009.

Note: "Data refer to the number of individuals entering Canada as initial entries or re-entries, not the number of documents issued. Initial entry represents the number of temporary residents identified as entering Canada for the first time. Initial entries are calculated as of the earliest effective date of any valid permit issued to a temporary resident. Re-Entries represent the number of temporary residents who have a new permit issued abroad or at a port of entry during the observed calendar year. Temporary residents are grouped according to the principal reason for residing in Canada during the calendar year."

<sup>68</sup> Source: Joanne Premak, Coordinator, Student Funding and Awards, Red Deer College. Personal Communication. July 30, 2009.

<sup>69</sup> 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)

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.

<sup>70</sup> Source: Statistics Canada, Labour Force Survey, Special Request, program A060804.

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Note: Cultural Industries includes the following sub-industries from the Information and Cultural Industries (NAICS code 51) and Arts, Entertainment and Recreation (NAICS code 71): 511-Publishing, 512- Motion Picture and Video, 515-Broadcasting (except Internet), 516- Internet Publishing and Broadcasting, 711- Performing Arts, Spectator Sports and Related and 712- Heritage Institutions. The sub-industries which are excluded are 517- Telecommunications, 518-Internet Service Providers, Web Search Portals and Data, 519-Other Information and 713- Amusement, Gambling and Recreation Industries.

<sup>71</sup> Source: Kristina Oberg, Culture Services Superintendent, City of Red Deer, Personal communication. July 30, 2009.

<sup>72</sup> Source: Kristina Oberg, Culture Services Superintendent, City of Red Deer. Personal communication. July 7, 2009.

<sup>73</sup> Source: Kristina Oberg, Culture Services Superintendent, City of Red Deer, Personal communication. July 30, 2009.

<sup>74</sup> Source: Eileen Bantjes, Red Deer Cultural Heritage Society. Personal Communication. August 5, 2009.

<sup>75</sup> Source: [http://radiotime.com/region/c\\_101376/Red\\_Deer.aspx](http://radiotime.com/region/c_101376/Red_Deer.aspx)

<sup>76</sup> Source: "Explore Public Art in Red Deer", Parks, Recreation and Culture Department. City of Red Deer. 2007.

[http://www.reddeer.ca/NR/rdonlyres/0329C9F0-A73D-4182-BBA86945335DAB87/0/August\\_2007\\_Public\\_Art\\_brochureweblayoutCCP.pdf](http://www.reddeer.ca/NR/rdonlyres/0329C9F0-A73D-4182-BBA86945335DAB87/0/August_2007_Public_Art_brochureweblayoutCCP.pdf)

"Council to look at Public Art Policy". Red Deer Advocate. July 15, 2009.

[http://www.albertalocalnews.com/news/Council\\_to\\_look\\_at\\_public\\_art\\_policy\\_50844962.html](http://www.albertalocalnews.com/news/Council_to_look_at_public_art_policy_50844962.html)

<sup>77</sup> Source for 2006 data: Statistics Canada. Households and the Environment 2006. Pages 54 & 55.

<http://www.statcan.ca/english/freepub/11-526-XIE/11-526-XIE2007001.pdf>

2007 data by special request, based on Households and the Environment Survey, 2007: R09002.

<sup>78</sup> Source: Mary Curtis, Waste Management Technical Specialist, Environmental Services, City of Red Deer. Personal communication. July 24, 2009.

<sup>79</sup> Source for 2006 data: Statistics Canada. Households and the Environment, 2006.

<http://www.statcan.ca/english/freepub/11-526-XIE/11-526-XIE2007001.pdf>

2007 data by special request, based on Households and the Environment Survey, 2007: R09002.

Note:

1) As a percentage of all households.

2) As a percentage of all households that were not apartment building dwellers and had a lawn or garden in 2005.

3) In 2007, the survey questions were different than 2006. As such, 2007 data includes a more expansive definition of these concepts, and should be treated as a new time series.

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<sup>80</sup> Source: Environment Canada. Data obtained by special request.

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

[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)

Definition: Ground-level ozone is a reactive, unstable form of oxygen. In very high concentrations, it is a bluish gas. It has a characteristic sharp smell which may be recognized around electrical equipment such as motors or arc welders. In the concentrations found in outdoor air, ground-level ozone is both colorless and odorless. 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 exhausts are large contributors of ground-level ozone as well as industrial emissions. 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. Ozone also weakens rubber and attacks metals and painted surfaces. Canada-Wide Environmental Standards (CWSS) have been developed for ground-level ozone. The standard to be achieved by 2015 is 65 ppb. This is based on the 4th highest measurement annually (8-hour means), averaged over 3 consecutive years.

Particulates are particles in the air either from a natural origin or as a result of human activity. PM-2.5 is particulate matter with an effective diameter of 2.5 microns or less which bypass filtration in the nose and may be deposited in the lungs. This is referred to as "respirable" particulate. Common natural sources of particulates include wind-blown soil dust, forest fires, sea salt, volcanoes, and plants, as well as, human activity such as fuel combustion and any other burning, travel on dirt roads, construction work, and mining and quarrying. In analyzing particulates, PM-2.5 is of special significance in terms of health impacts since it has a higher chance of entering and remaining in the lungs if inhaled. People with existing breathing complaints such as asthma, bronchitis, or emphysema are likely to be adversely affected by high concentrations of particulates. Particulates can also cause corrosion and soiling of metalwork or other materials, damage vegetation, and reduce visibility. Canada-Wide Environmental Standards (CWSS) have been developed for PM-2.5. The standard to be achieved by 2010 is 30 mg/m<sup>3</sup>. This is based on the 98th percentile measurement annually (24-hour means), averaged over 3 consecutive years.

<sup>81</sup> Source for 2006 data: Statistics Canada. Households and the Environment, 2006.

<http://www.statcan.ca/english/freepub/11-526-XIE/11-526-XIE2007001.pdf>

2007 data by special request, based on Households and the Environment Survey, 2007:R09002.

Notes:

- 1.) As a percentage of households with a thermostat.
- 2.) As a percentage of households with a programmable thermostat.
- 3.) As a percentage of all households with a thermostat. The percentages include a portion of households with programmable thermostat.

<sup>82</sup> Source: Smiley Douglas, Water Treatment Plant Supervisor, Environmental Services, City of Red Deer. Personal communication. July 22, 2009.

<sup>83</sup> Source: Suzanne Jubb, Recreation, Parks and Culture, City of Red Deer. Personal communication. July 17, 2009.

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<sup>84</sup> Source: The State of Our Watershed. Red Deer River Watershed Alliance. 2009.

<sup>85</sup> Source: Environmental Services. City of Red Deer. August 10, 2009.

<http://www.reddeer.ca/City+Government/City+Services+and+Departments/Environmental+Services/Water+Conservation/Low+Flow+Toilet+Rebate+Program+coming+July+1+2008.htm>

<sup>86</sup> Source: Statistics Canada. Labour Force Survey. CANSIM Table 282-0064 for the CA data.

Provincial data available in CANSIM table 2820055

Medium sized cities available in series 2820064

Note:

1) Data from the Labor Force Survey are based on an annual average.

2) Red Deer refers to the municipality as defined by the Labor Force Survey, which do not necessarily correspond to the Census Agglomerate.

3) "Employment Rate" refers to the number of persons employed expressed as a percentage of the total population aged 15 years of age and over. The employment rate is only calculated on an annual basis.

<sup>87</sup> Source: Government of Alberta, Employment and Immigration. Alberta Labor Force Statistics.

July 2009.

Statistics Canada. The Daily. July 10, 2009.

Note: A *seasonal adjusted rate* is one from which the seasonal movements have been eliminated. Seasonal movements are defined as those which are caused by regular annual events such as a climate, holidays, vacation periods, and cycles related to crops, production and retail sales associated with Christmas and Easter, and is usually calculated on a weekly or monthly basis.

<sup>88</sup> 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.

Provincial data available in CANSIM table 2820055.

Note: Data from the Labor Force Survey are based on an annual average.

Red Deer refers to the municipality as defined by the Labor Force Survey, which do not necessarily correspond to the Census Agglomeration.

<sup>89</sup> Source: Government of Alberta Employment and Immigration. Alberta Labor Force Statistics. July 2009.

[http://employment.alberta.ca/documents/LMI/LMI-LFS\\_0709\\_public\\_package.pdf](http://employment.alberta.ca/documents/LMI/LMI-LFS_0709_public_package.pdf)

Note: A *seasonal adjusted rate* is one from which the seasonal movements have been eliminated. Seasonal movements are defined as those which are caused by regular annual events such as climate, holidays, vacation periods, and cycles related to crops, production and retail sales associated with Christmas and Easter, and is usually calculated on a weekly or monthly basis.

<sup>90</sup> Source: Employment levels from Statistics Canada CANSIM Tables 282-0055 (Canada and Provinces)

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and 282-0064 (CA data).

Note: Employment growth data are calculated from the employment level data.

\*Red Deer refers to the municipality as defined by the Labor Force Survey, which do not necessarily correspond to the Census Agglomerate (CA).

<sup>91</sup> Source: For average and median hourly earnings in current dollars, Statistics Canada, Labor Force Survey.  
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 CCLS using CPI data with 2002 as the base year (2002=100)

<sup>92</sup> Note: The source for total workers is from Appendix Table IX-3. Statistics Canada Table 282-0053.  
\*0.0 are estimates with less than 1,500 in Canada, Quebec, Ontario, and British Columbia; less than 500 in Newfoundland and Labrador, Nova Scotia, New Brunswick, Manitoba and Saskatchewan, less than 200 for Prince Edward Island.

Definitions:

1. Total part-time workers who wanted full time work includes 4 categories: workers who looked for full-time work but could not find such work because of business conditions, workers who looked for full-time work but could not find such work because of other reasons, workers who did not look for full time work because of business, and workers who did not look for full time work because of other reasons.
2. Involuntary part-time workers include all part-time workers who actively looked for full-time work but could not find it, either because of business conditions or other reasons.

<sup>93</sup> Source: Statistics Canada. Calculated from CANSIM TABLE 276-0009, monthly data are calculated from annual data.

<sup>94</sup> Source: Office of the Superintendent of Bankruptcy Canada.  
<http://www.ic.gc.ca/eic/site/bsf-osb.nsf/eng/br01820.html>

<sup>95</sup> Source: Office of the Superintendent of Bankruptcy Canada.  
<http://www.ic.gc.ca/eic/site/bsf-osb.nsf/eng/br01821.html>

<sup>96</sup> Source: Statistics Canada Table 111-0001.  
Statistics Canada, Small Area and Administrative Data Division. Special request.

<sup>97</sup> Source: Statistics Canada Table 111-0001.  
Statistics Canada. Small Area and Administrative Data Division. Special request.

Note: Donations based on the amount declared on Line 340 of the Income Tax Form.

<sup>98</sup> Source: Statistics Canada, CANSIM Table 105-0501.  
Note: CMA averages are population weighted using 2005 total populations of health units.

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- <sup>99</sup> Source: Jennifer Forest, Campaign Co-Manager, United Way of Central Alberta. Personal Communication. August 5, 2009.
- <sup>100</sup> Source: Kevin Joll, Transit Manager, City of Red Deer. Personal communication. July 13, 2009.
- <sup>101</sup> Source: Kevin Joll, Transit Manager, City of Red Deer. Personal Communication. July 13, 2009.
- <sup>102</sup> Source: Kevin Joll, Transit Manager, City of Red Deer. Personal communication. July 13, 2009.
- <sup>103</sup> Source: Kevin Joll, Transit Manager, City of Red Deer. Personal Communication. July 13, 2009.
- <sup>104</sup> Source: Kevin Joll, Transit Manager, City of Red Deer. Personal Communication. July 13, 2009  
Q&A Backgrounder Downtown Parkade Project. City of Red Deer. July 15, 2009.  
<http://www.reddeer.ca/NR/rdonlyres/EB1D6131-7BA0-4887-BA40-3C0F24313E96/0/DowntownParkadeQandA.pdf> - 2009-07-15
- <sup>105</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 Municipal Census Report.  
<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>  
Government of Alberta Transportation. "Number of motorized vehicles registered in Alberta as of March 31, 2005-2009."  
<http://www.transportation.alberta.ca/Content/docType47/Production/vehreg2009.pdf>  
Government of Alberta Transportation. "Number of licensed drivers in Alberta as of March 31, 2005-2009".  
<http://www.transportation.alberta.ca/Content/docType47/Production/drivers2009.pdf>
- <sup>106</sup> Source: Mark Burggren, Central Alberta Regional Innovation Network Coordinator. Personal Communication. July 14, 2009.
- <sup>107</sup> Source: Advanced Education and Technology. Government of Alberta.  
<http://www.advancededandtech.alberta.ca/technology/support/vouchers.aspx>  
[http://www.advancededandtech.alberta.ca/media/198181/voucher\\_recipients\\_web.pdf](http://www.advancededandtech.alberta.ca/media/198181/voucher_recipients_web.pdf)
- <sup>108</sup> Source: City of Red Deer. July 28, 2009.  
<http://www.city.reddeer.ab.ca/City+Government/News+Releases/Recent/Red+Deer+promotes+solar+energy.htm>  
Ligong Gan, Manager, Electric Light and Power Department, City of Red Deer. Personal Communication. July 29, 2009.