



City of Airdrie

2023 Citizen Satisfaction Presentation

March 20, 2023

Methodology

Study Background

- In support of the City of Airdrie's commitment to ensuring a positive quality of life and dedication to resident satisfaction with municipal services, the City conducts an annual Citizen Satisfaction Survey.

Sample

- In total, Y Station conducted a general population survey with n=400 interviews with City of Airdrie citizens 18+, with quotas for age and gender.
 - A social-media sample (n=281) in combination with a landline-telephone sample (n=119) helped ensure representation from younger residents.
 - The final data set was weighted to ensure proper demographic representation.
- An open link survey provided on the City of Airdrie website and social media received n=571 responses. Results of this survey have been provided under a separate cover.

Methodology

Data Collection

- Data collection was carried out from January 9-27, 2023.
- The statistically valid general population survey was conducted using random landline phone dialing in the City of Airdrie as well as web-based through targeted social media ads. This way, younger demographics were captured that are typically harder to reach via telephone.
- For the public survey, an open-link survey was made available to the Airdrie's citizens on the City's website.

Margin of Error

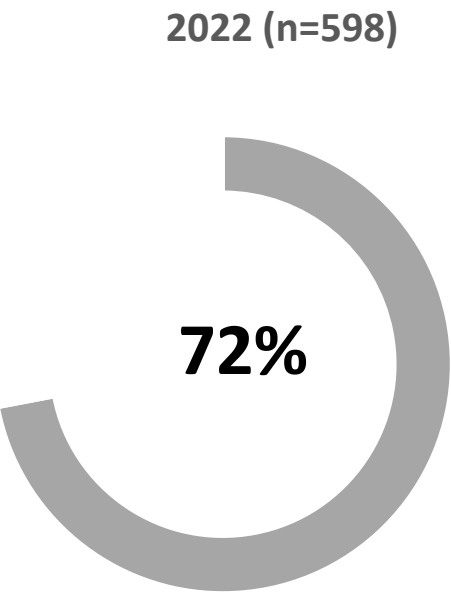
- As a comparison, a probabilistic sample of $n=400$ would have a margin of error of $\pm 4.9\%$ (19 times out of 20).
- Note: The open-link survey is a subject to self-selection bias ,therefore no margin of error calculation should be applied. Public results should be interpreted with caution.

Data Reported

- Please note that all data and analysis in this report refers to the general population survey, unless otherwise stated.

Quality of Life

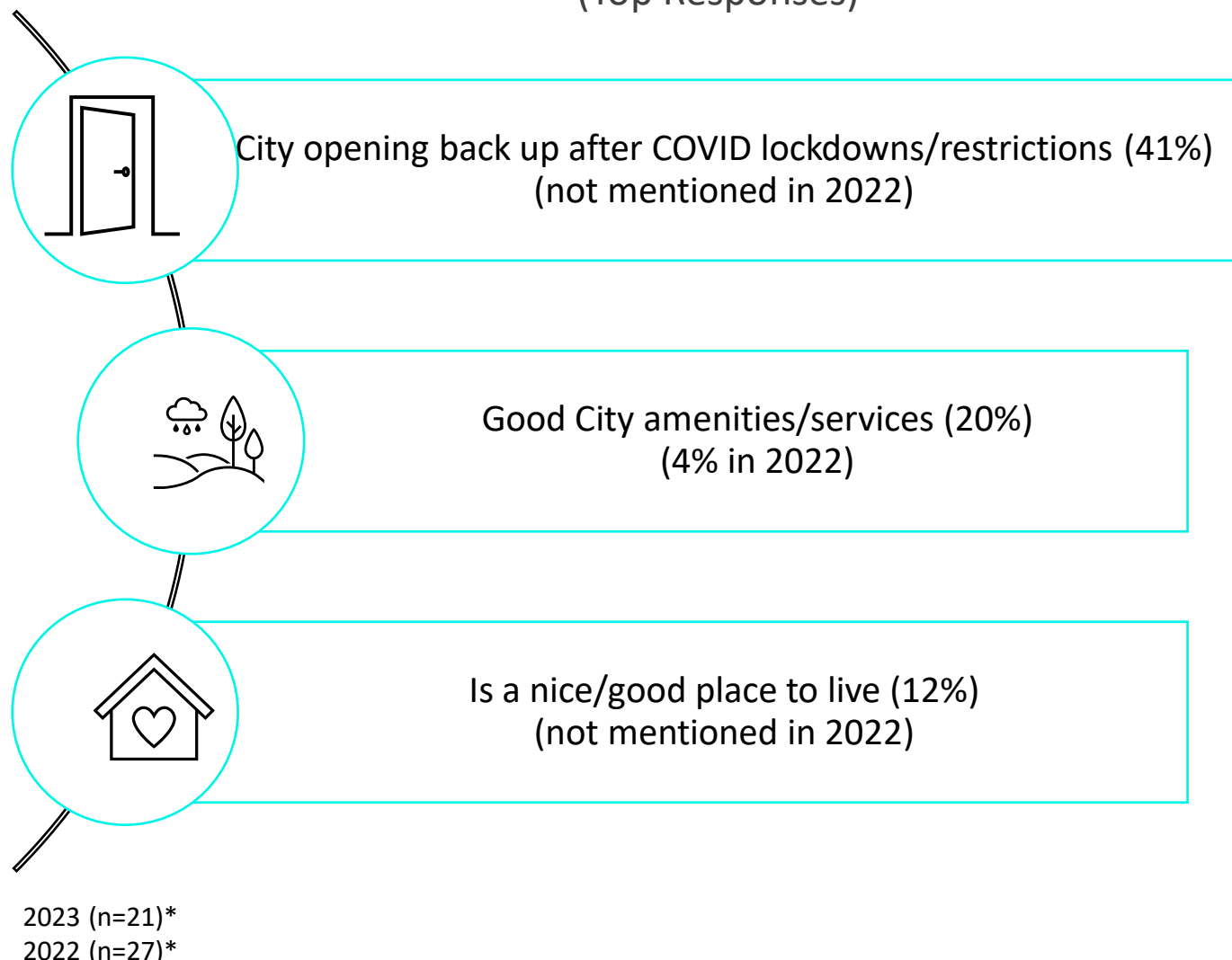
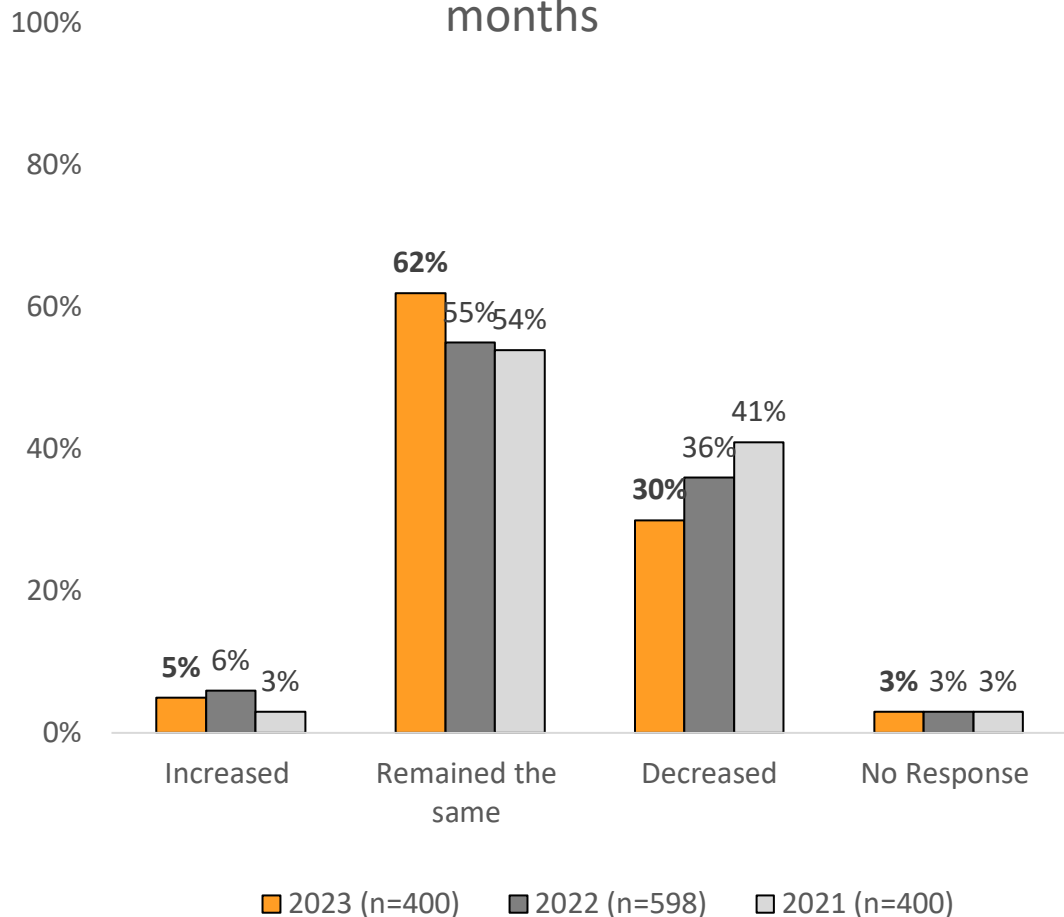
73% of City of Airdrie residents rated their quality of life as a 4 or 5 out of 5



Quality of Life

Reasons for Increase in Quality of Life (Top Responses)

Quality of Life in Airdrie over the past 12 months



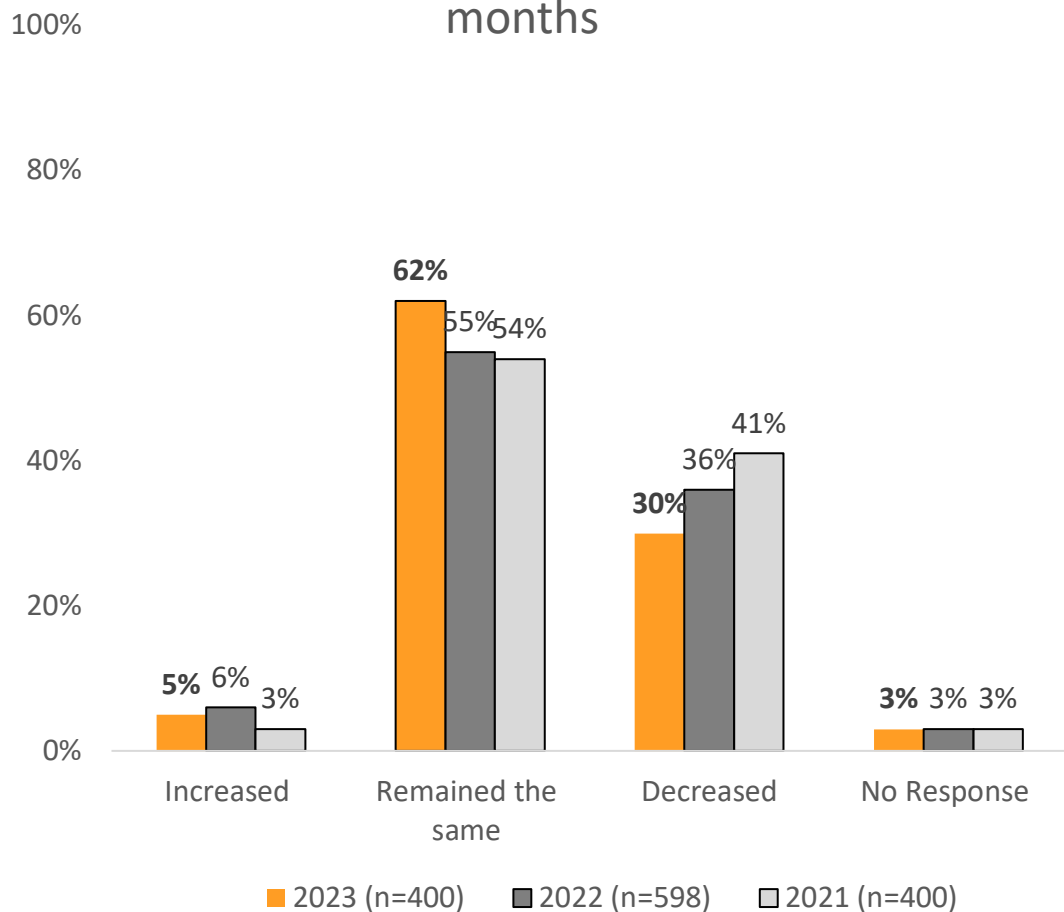
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

Please be cautious interpreting bases <30; top responses shown

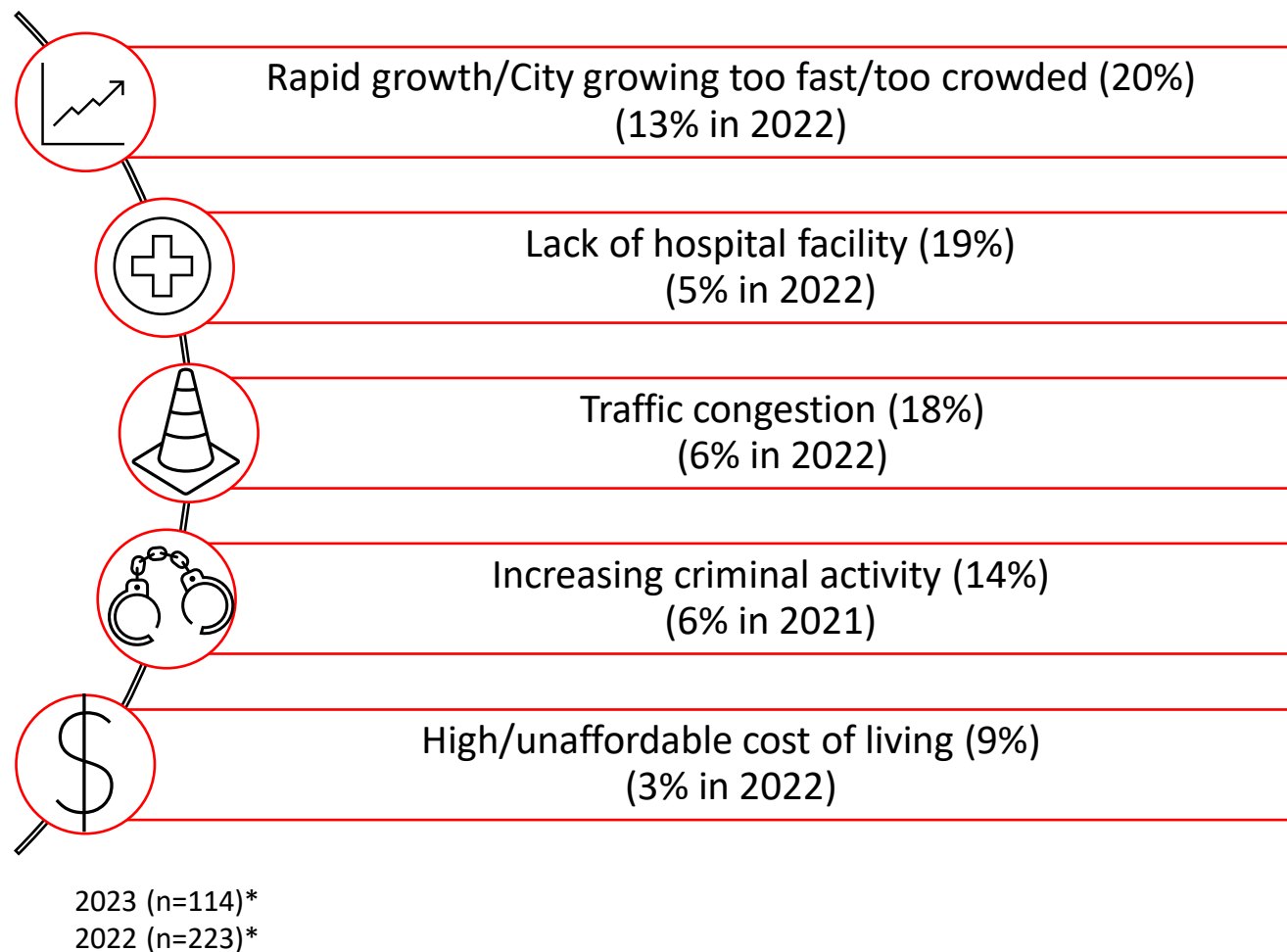
*Base: City of Airdrie residents /respondents who said the quality of life in Airdrie has increased over the past 12 months

Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Decrease in Quality of Life (Top Responses)

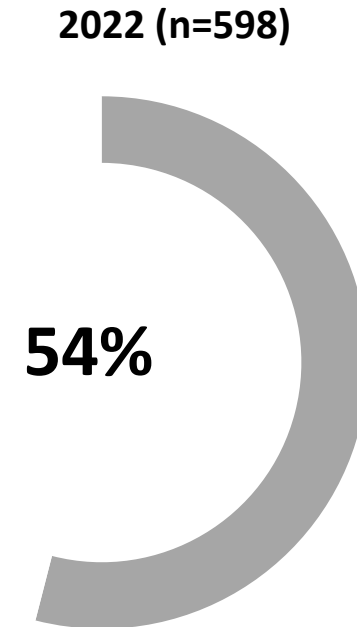
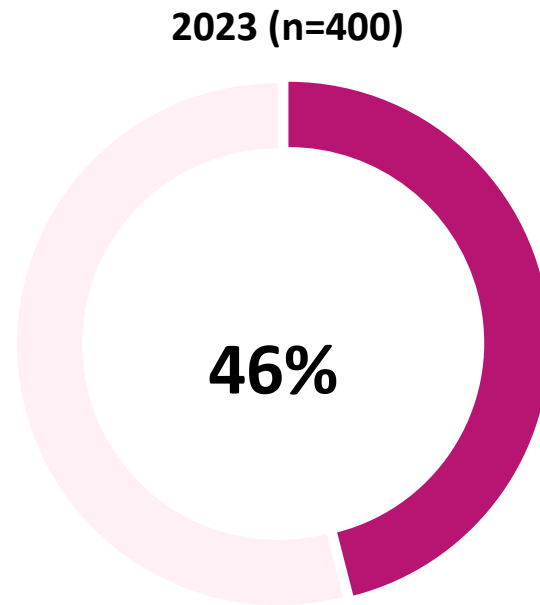


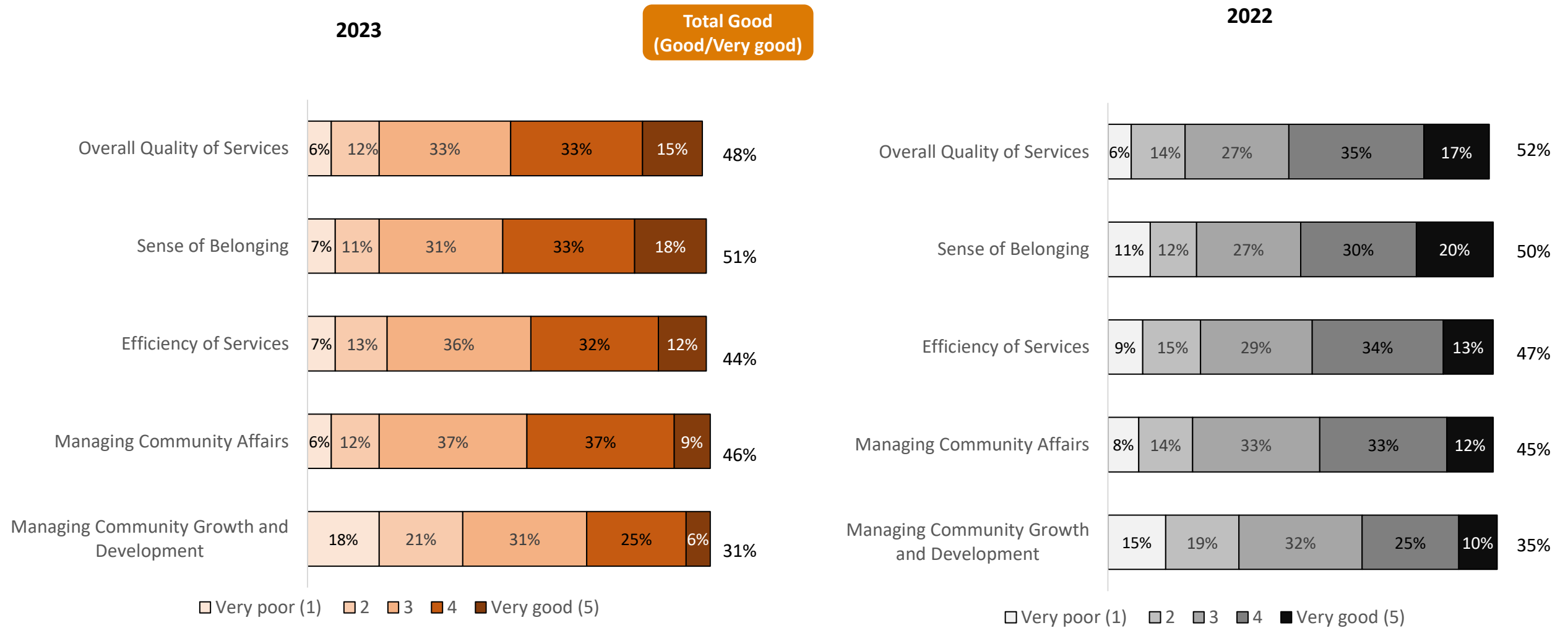
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

*Base: City of Airdrie residents /respondents who said the quality of life in Airdrie has decreased over the past 12 months

Likelihood To Recommend Airdrie

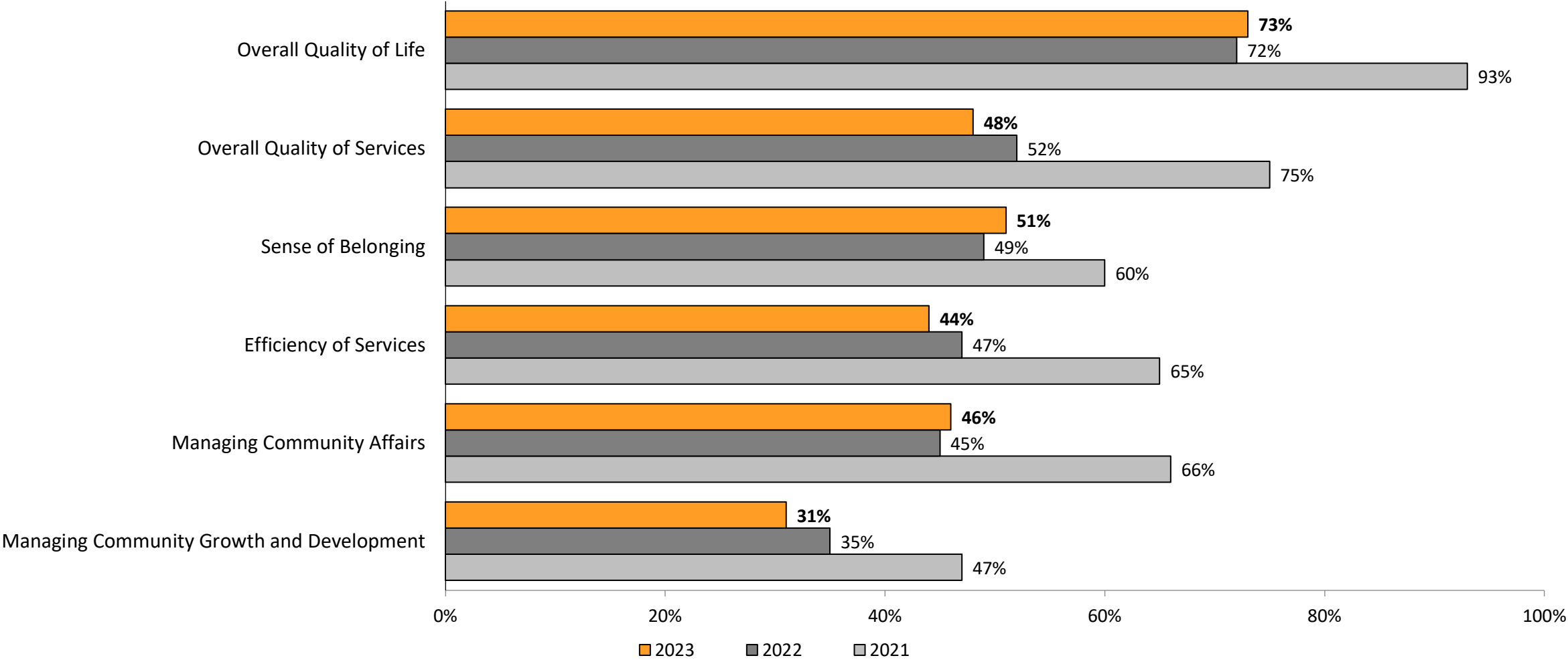
46% of City of Airdrie residents were likely (8-10 ratings) to recommend Airdrie as a place to live





Community (trends over time)

Total Good (Good/Very good or 4/5) ratings



Overall, how would you rate the City of Airdrie in terms of...? How would you rate your sense of belonging to your local community? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...?

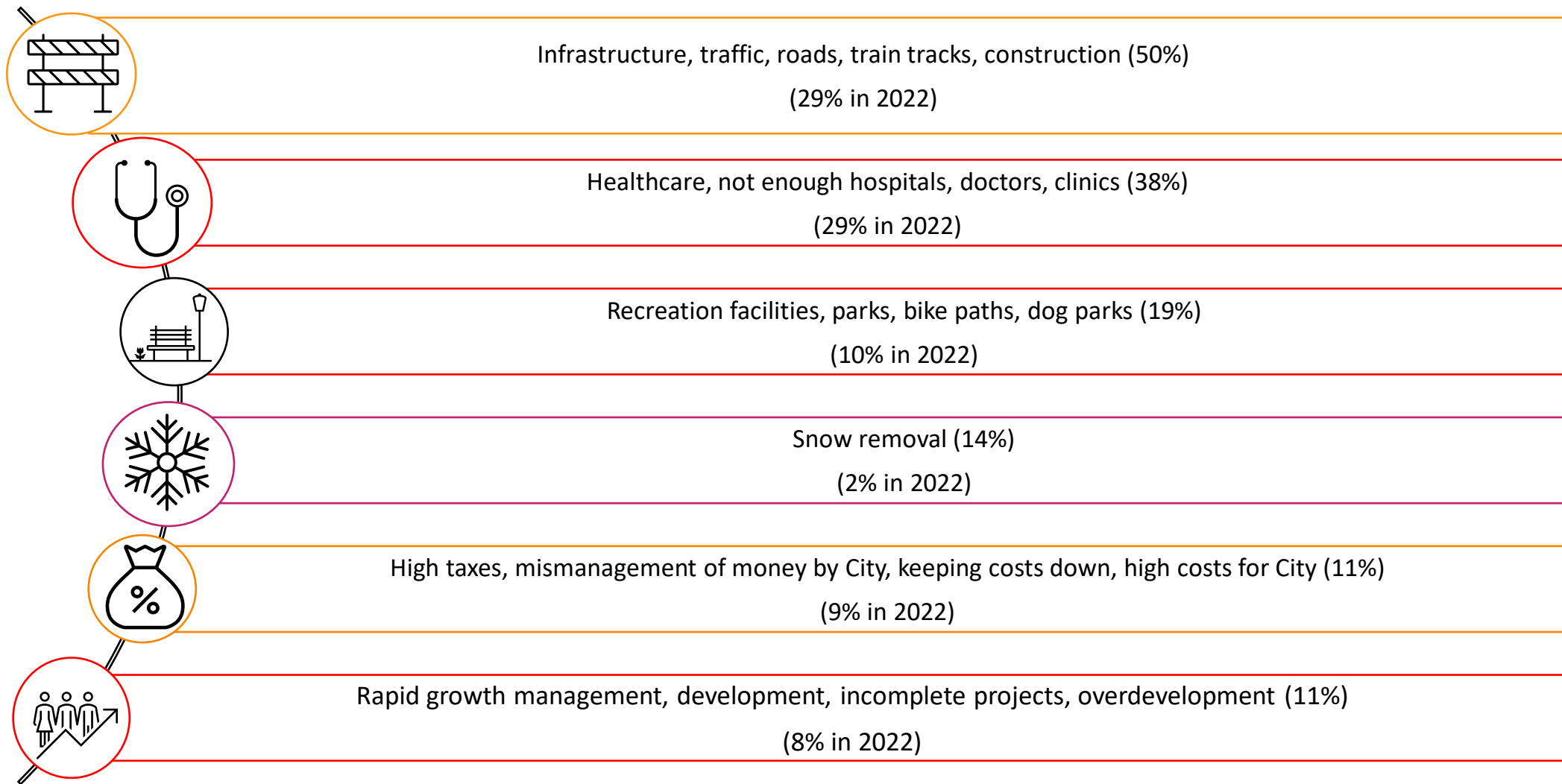
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=339-386 in 2023)

Community (trends over time)

Citizen Satisfaction Index					
*Respondents used a scale of 1 to 5, where 1 meant “very poor” and 5 meant “very good”	Mean Rating				
	2023	2022	2021	2020	2019
Quality of Service Provided	3.39	3.41	3.81	3.84	3.99
Efficiency in the Provision of Service	3.29	3.29	3.65	3.67	3.87
Managing Affairs of the Community	3.30	3.28	3.64	3.62	3.82
Managing Community Growth and Development	2.80	2.98	3.21	3.10	3.43
CITIZEN SATISFACTION INDEX:	3.20	3.24	3.58	3.56	3.78

Overall, how would you rate the City of Airdrie in terms of...? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...?
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n= 339-386 in 2023)

Issues Facing the City of Airdrie



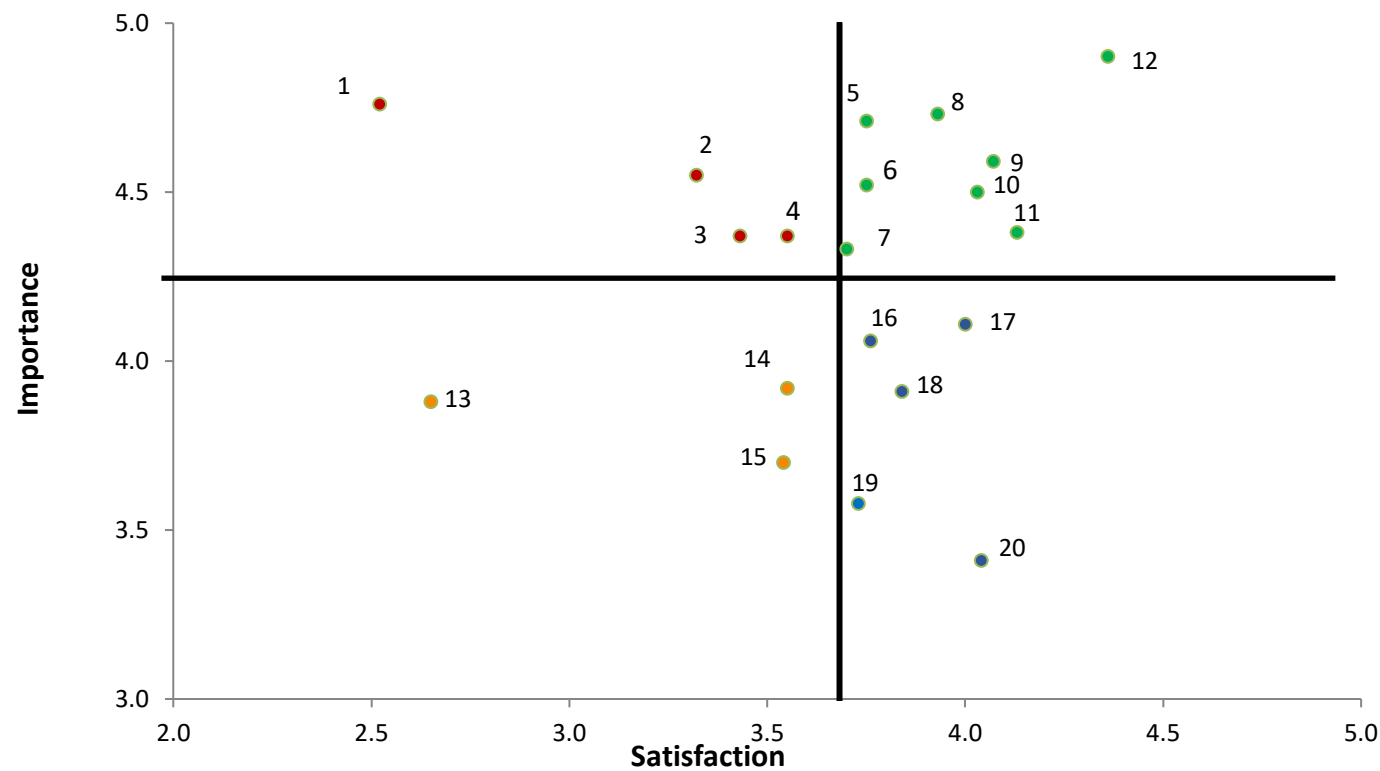
What, in your opinion, is the MOST IMPORTANT ISSUE facing the City of Airdrie? Are there any other important issues the City should address?

Note: Combined results of most important and other issues. Top responses shown

Base: City of Airdrie residents

Impact Analysis – Overall Satisfaction versus Importance

2023 Satisfaction versus Importance with
City of Airdrie Services



Note: Axes set at 3.68 mean satisfaction rating; 4.26 mean importance rating
Scale: 1="not at all important/good"; 5="very important/good"

1. Winter Snow and ice control

2. RCMP

3. Summer road maintenance

4. Genesis Place recreation

5. Utility services

6. Parks, pathways, and open spaces

7. Outdoor recreation facilities

8. Garbage collection

9. Curbside recycling collection

10. Organics collection

11. Recycling depot program

12. Airdrie Fire

13. Airdrie Transit

14. City Website

15. Ron Ebbesen/Plainsmen Arena
16. Online services

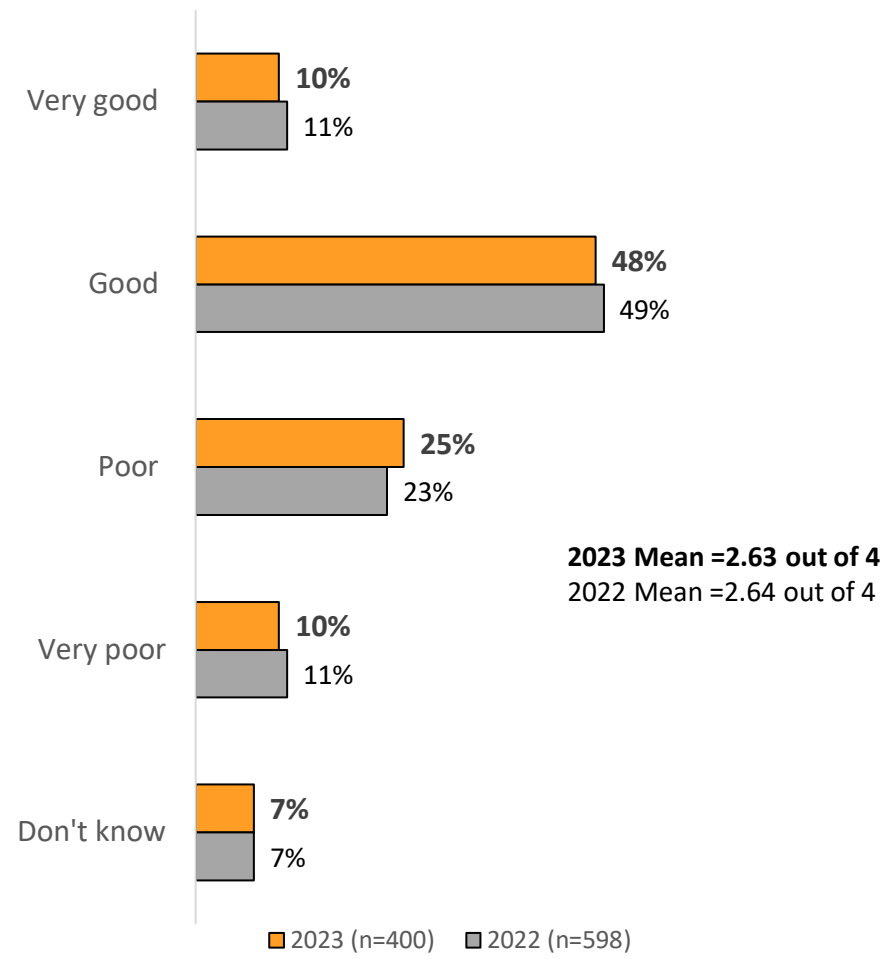
17. Chinook Winds Park

18. Public Library

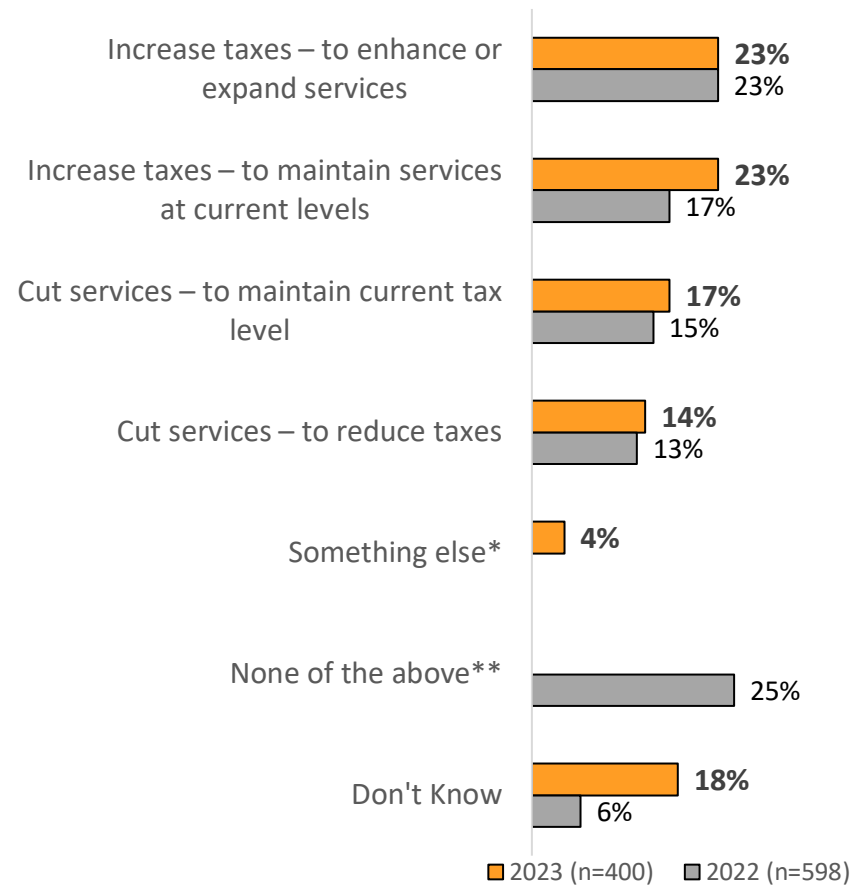
19. Town and Country Centre

20. Bert Church Theatre

Property Taxes And Services



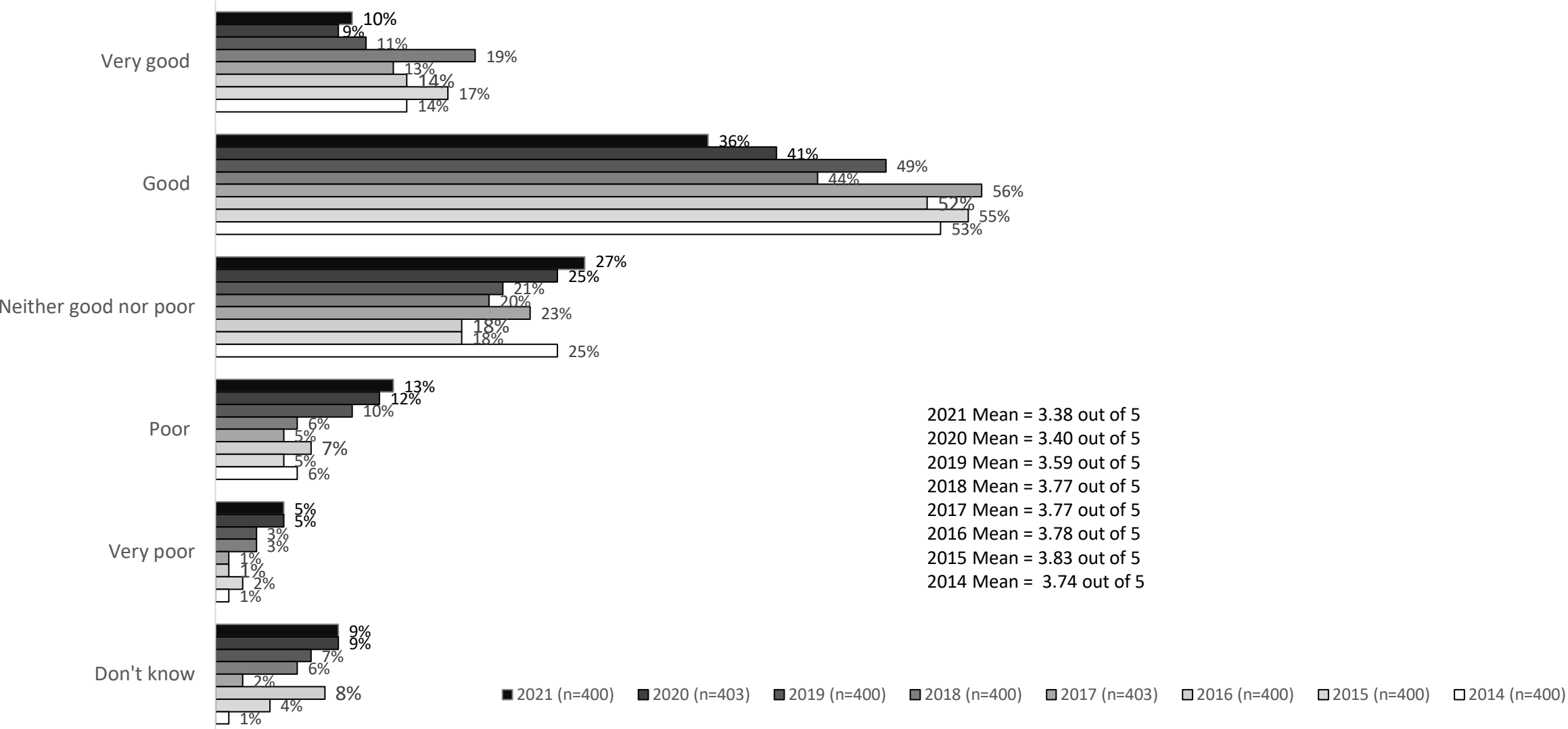
Municipal property taxes are the primary way to pay for services provided by the City. Due to increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this, which one of the following four options would you most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



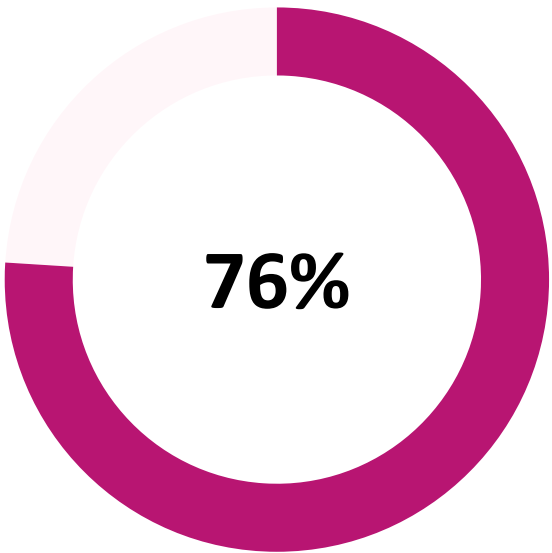
Considering the services provided by the City, please rate the value you feel you receive from your property tax dollars. Would you say the value you receive is...?

*'Something else' option added in 2023
**'None of the above' option removed in 2023

Property Taxes And Services – Previous Data

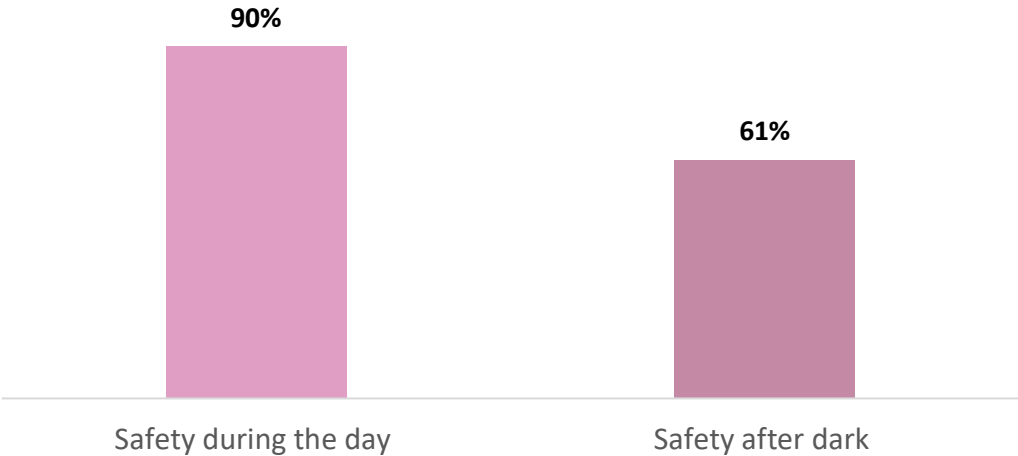


Safety Issues



% of City of Airdrie residents consider Airdrie a safe place to live

n=400



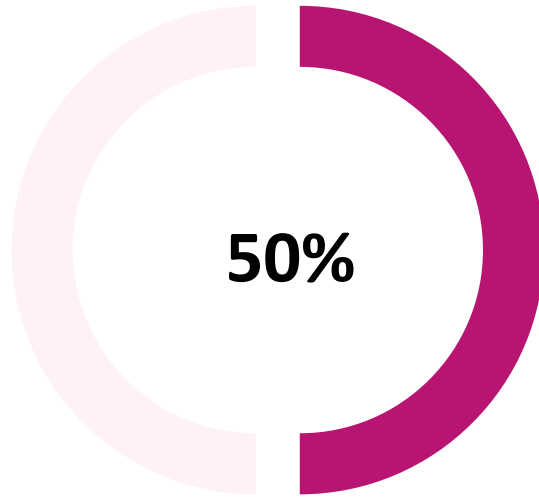
Total Agree (Somewhat/Strongly)	2023 (n=400)	2022 (n=598)	2021 (n=400)	2020 (n=403)	2019 (n=400)	2018 (n=400)	2017 (n=400)
Overall community safety	76%	72%	92%	86%	91%	94%	94%
Safety during the day	90%	90%	98%	96%	99%	99%	99%
Safety after dark	61%	62%	78%	79%	75%	81%	79%

Please indicate your level of agreement with the following statements using a 1 to 5 scale where 1 means “strongly disagree” and 5 means “strongly agree”
Base: City of Airdrie residents

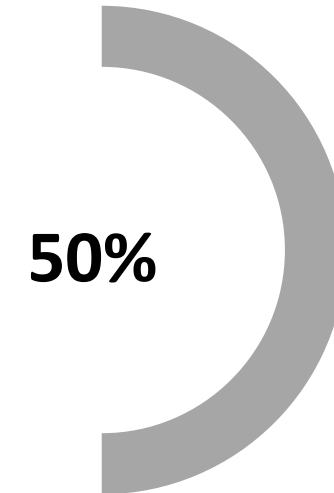
Contact With City

% of survey respondents contacted a City of Airdrie staff member in the past year

2023 (n=400)



2022 (n=598)



Contact With City

Department Contacted	2023 (n=202)	2022 (n=309)
Genesis Place	18%	10%
Municipal Enforcement	11%	8%
Building Inspections	9%	13%
Call Centre	8%	4%
Waste & Recycling	7%	9%
Public Works (Roads & Water)	7%	8%
Planning	6%	7%
RCMP	5%	4%
Taxation	4%	4%
Transit	4%	1%
Utility Administration	3%	10%
Airdrie Fire Department	3%	<1%
Business permits/licencing	3%	1%
City Hall	3%	2%
Parks	2%	6%
Arenas	1%	2%
Bert Church Theatre	1%	<1%
Assessment	1%	-
Pet/animal licensing	1%	1%
Communications	1%	-

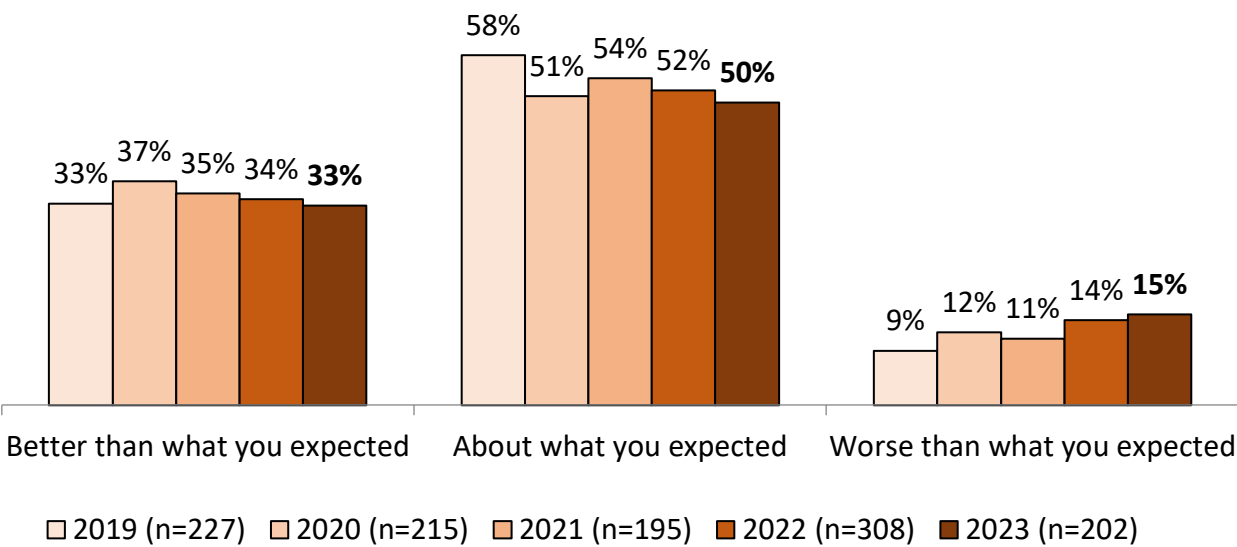
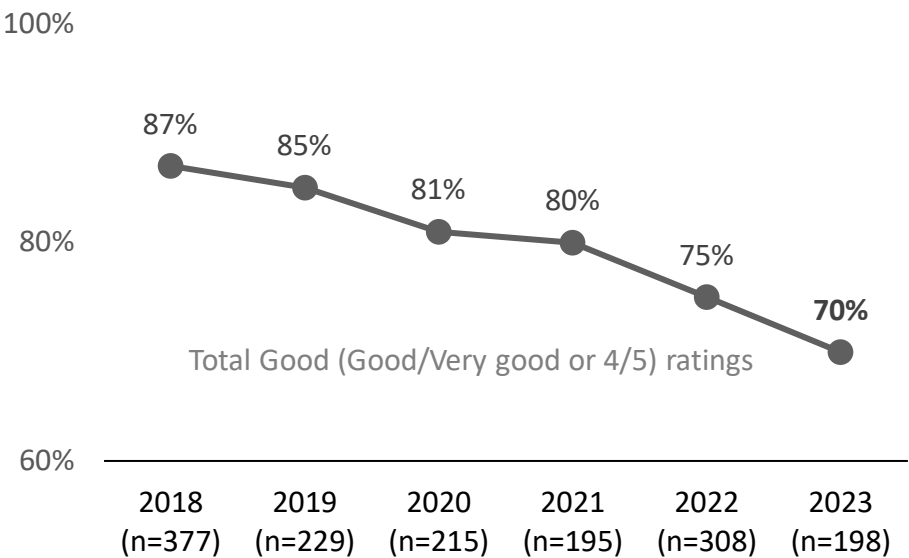
Thinking about the staff member you last had contact with, which department were they from?

Mentions below 1% are not shown.

Base: Respondents who have had contact with a City of Airdrie staff member in the past year in person, over the phone, in writing or on the Internet

Customer Satisfaction (trends over time)

Satisfaction with customer service received



Thinking of your latest contact with the City of Airdrie, how would you rate the customer service you received? Would you say it was...? And would you say the customer service you received was...?

Base: Respondents who have had contact with a City of Airdrie staff member in the past year in person, over the phone, in writing or on the internet (excluding "don't know")

Communication

Main Source of Information	2023 (n=400)	2021 (n=400)
City Website	59%	71%
Social Media	15%	2%
Newspapers	6%	1%
Call centre	6%	1%
Friends/Family/Word of Mouth	4%	3%
Air 106.1 FM	2%	-
Go to City Hall	2%	2%
City employees	1%	-
Councilor	1%	-
"Airdrie Today" (e-newsletter)	1%	-
Internet search (e.g., Google, etc.)	1%	9%
Reader Board/Community signs	<1%	-

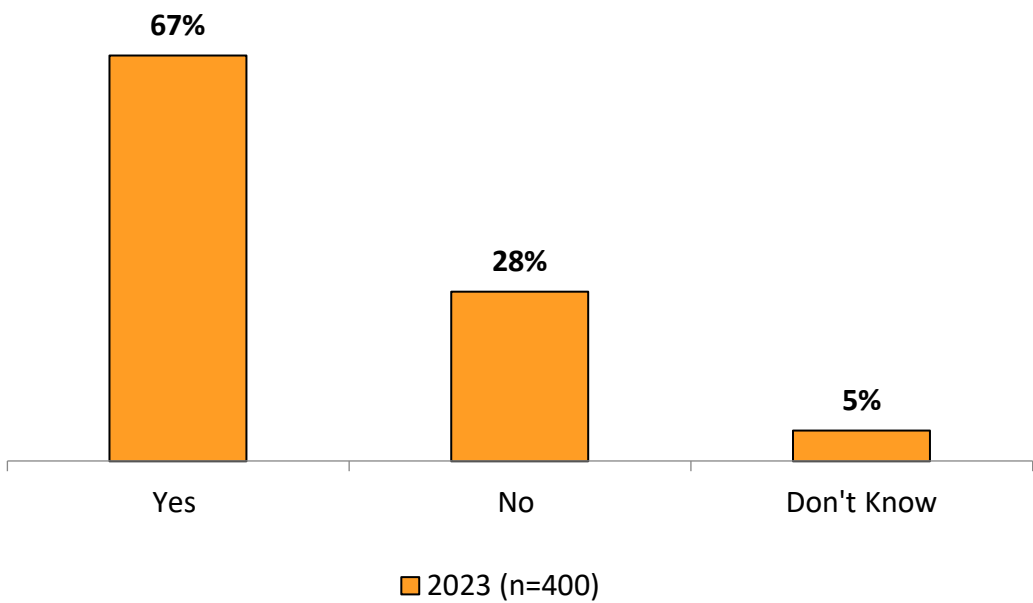
In general, when you need to get information on the City and its services, what is your main source of information?

Base: City of Airdrie residents

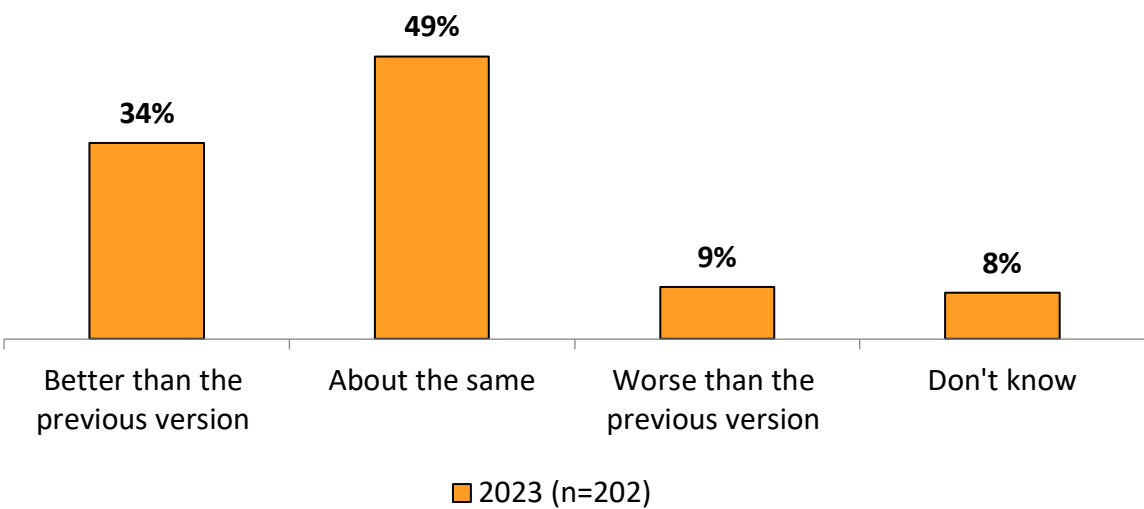
Question not asked in 2022

City Website

Have you visited the new Airdrie.ca?



Compared to the previous version of the website, would you say that the new version is...



Communication

Top Topics Respondents Would Like the City to Communicate About	2023 (n=400)	2021 (n=400)
Roads/road construction/maintenance	17%	17%
City events/functions/activities	15%	13%
City budget/spending	11%	6%
Health care services/hospital development	10%	3%
City growth/expansion/development	10%	11%
Taxes/taxation values	10%	8%
Changes/updates/improvements to services	9%	8%
Recreational facilities/programs/services	7%	10%
Crime/crime rate/stats	6%	5%
Snow/ice removal services	6%	6%
Garbage and recycling services	6%	8%
Nothing	5%	-
Don't Know	23%	24%

What are the top 3 things you would like the City to communicate with you about?

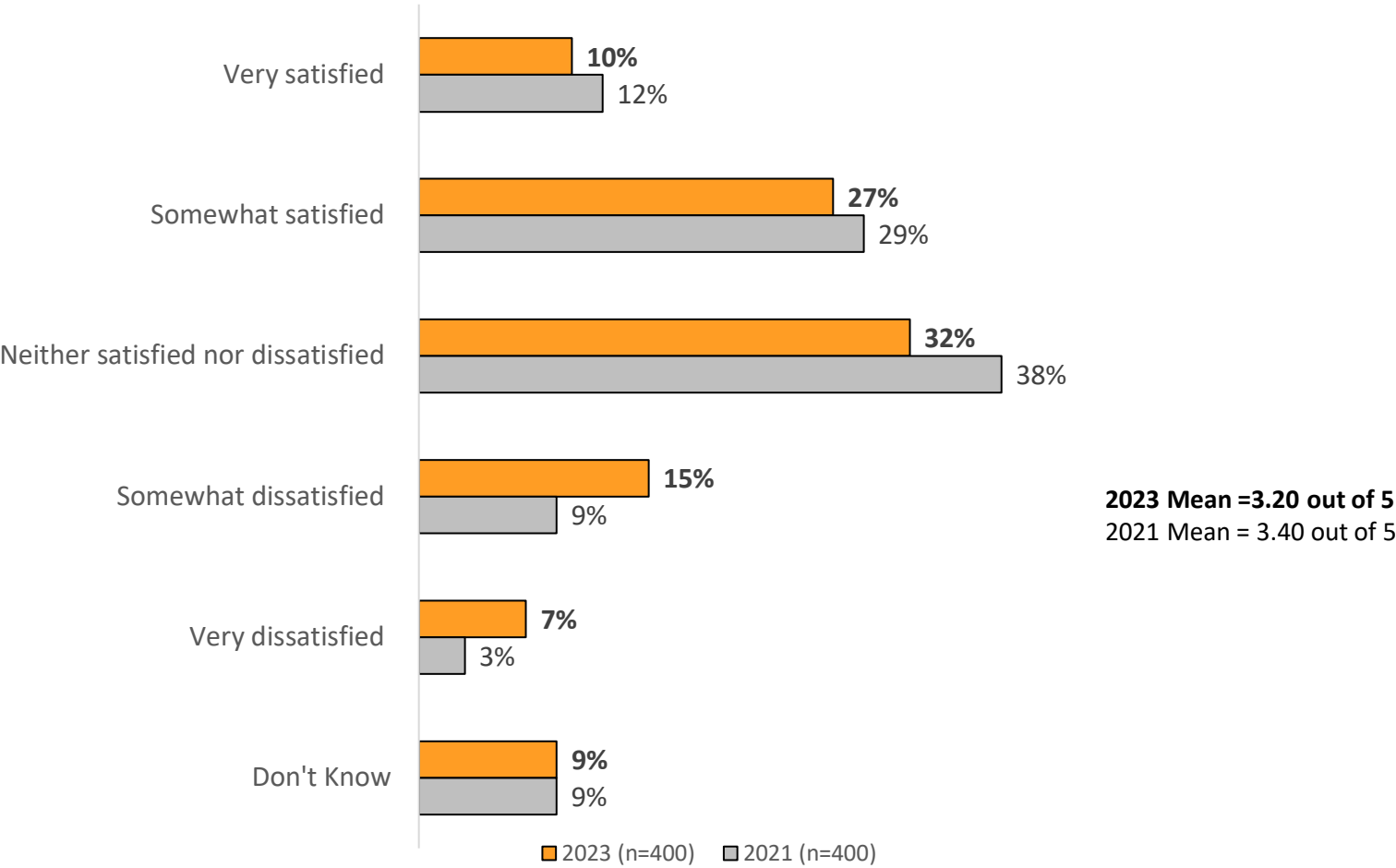
Mentions 5% and below are not shown.

Base: City of Airdrie residents

Question not asked in 2022

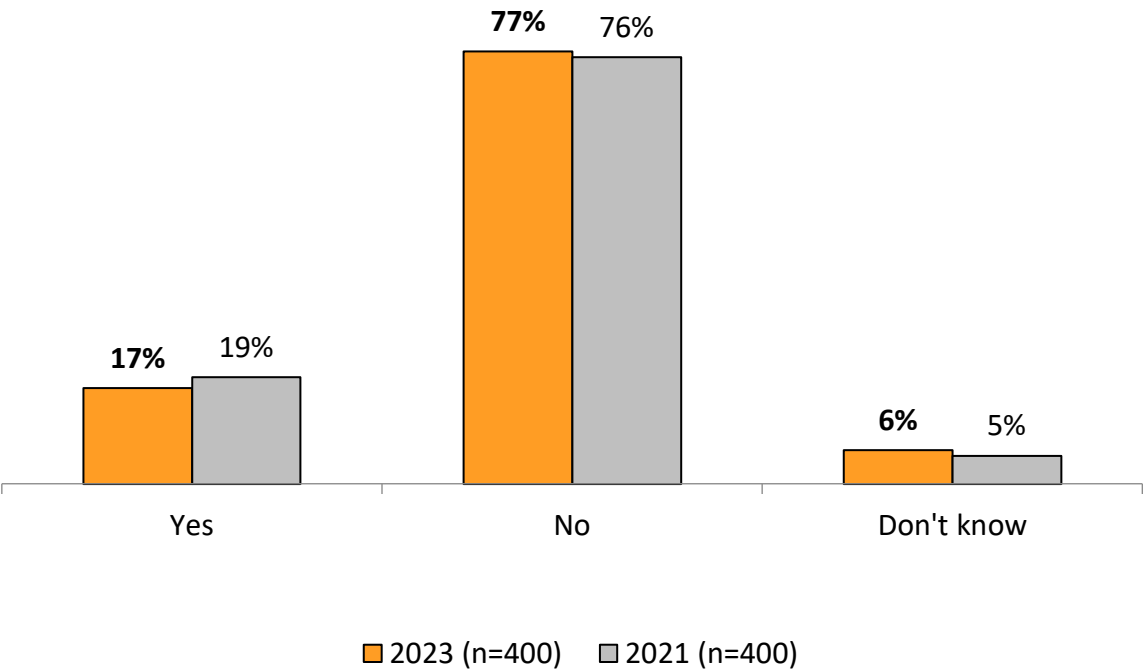
Public Engagement

Satisfaction with Opportunities for Public Engagement



Public Engagement

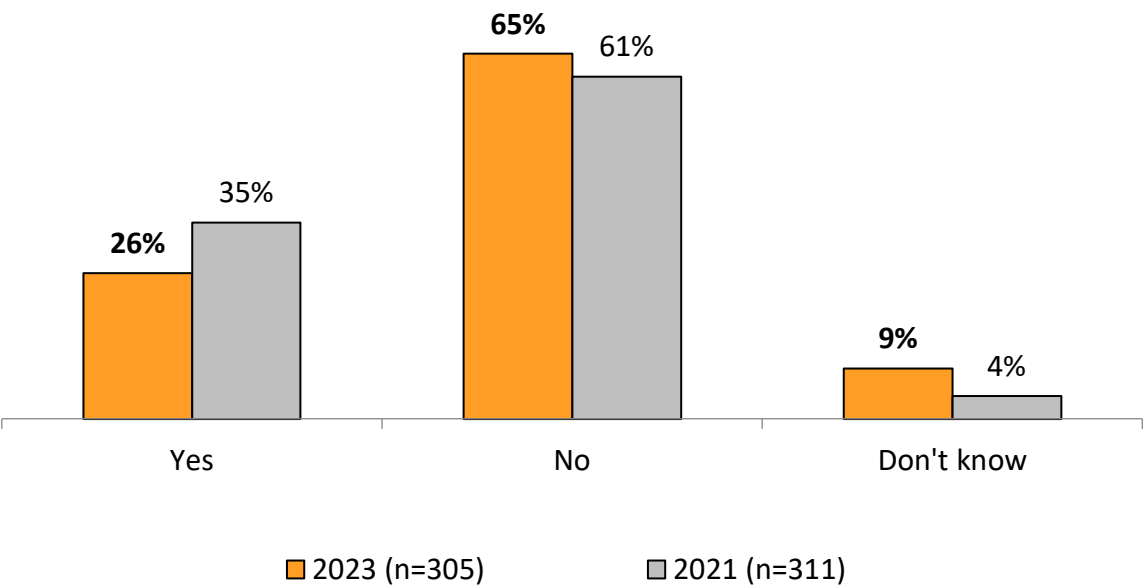
Have you participated in any public engagement opportunities provided by the City in the past 12 months?



Public Engagement Opportunities	2023 (n=71)
Phone/web survey	49%
Public meeting/hearing/forum	15%
Open house	13%
Focus Group	1%
Don't know/Not stated	37%

Public Engagement

Is there anything preventing you from participating in public engagement opportunities provided by the City of Airdrie?



Reasons for Not Attending	2023 (n=79)
Lack of public awareness of engagement opportunities	47%
Lack of free time/I am too busy	27%
Covid-19 lockdowns/restrictions/mandates	6%
Old age/I am a senior	5%
City does not listen to resident feedback/concerns	5%
Health/medical related issues	5%
I don't drive/own a vehicle	3%
Lack of parking availability	1%
I don't own/have access to a computer	1%
Lack of/poor public transit accessibility	1%
Don't know/Not stated	1%

City Council – Priorities

Top Priorities	2023 (n=400)	2022 (n=598)
Improve health care services /need a hospital facility	31%	23%
Improve traffic flow /control	15%	9%
More recreational facilities	9%	12%
Lower taxes	8%	9%
More road development /access roads	8%	7%
Improve snow/ice removal services	8%	-
Improve fiscal responsibility/stay within budget	6%	6%
More schools/educational facilities	6%	-
More parks/green spaces/walking paths	5%	-
Managing City growth /expansion /development	5%	7%
Improve infrastructure	5%	-

Finally, if you were sitting on City Council, what would your top one or two priorities be?

Mentions below 5% are not shown.

Base: City of Airdrie residents

Demographics

Gender	n=400
Woman/Girl	50%
Man/Boy	48%
Trans Man – Female to Male (FtM)	<1%
Non-binary	<1%
Prefer not to say	2%
Age	
18 to 34 years old	25%
35 to 54 years old	39%
55 years or older	23%
Prefer not to say	12%
Mean Age	47.01 years

Years in Airdrie	n=400
Less than a year	<1%
1-5 years	28%
6-10 years	19%
11-20 years	26%
More than 20 years	25%
Prefer not to say	1%
Mean	14.42 years

Do you own/operate a business in Airdrie?	n=400
Yes	11%
No	87%
Prefer not to say	3%

General Population vs. Public Survey

Quality of Life

- Similar to general survey results, approximately two-thirds of public respondents (70%) rated their quality of life as a 4 or 5 out of 5 (compared to 73% of the general population).
- One-third (33%) of public respondents said that quality of life decreased over the past 12 month (Comparable to 30% of the general population).
- 43% of public respondents said that would be likely to recommend Airdrie as a place to live (vs. 46% of the general population).

Services and Facilities

- The top services and facilities that public respondents were most satisfied with were: Airdrie Fire (89%); and Recycle Depot Programs (82%). Airdrie Transit was rated the lowest (23% vs. 22% of general population).

Property Taxes and Services

- 58% of public respondents rated the value they felt they received from their property tax dollars as good or very good (consistent with 58% of the general population).

Safety

- Safety ratings for the public survey were comparable the general population. 77% of public respondents agreed that they consider Airdrie a safe place to live (vs. 76% of the general population).

Overall Satisfaction In Airdrie – Length of Residency

