

City of Airdrie

2020 Citizen Satisfaction Survey Report

Yardstick RESEARCH Research

February 11, 2020



Contents

- 3 [Methodology](#)
- 4 [Executive Summary](#)
- 7 [Quality of Life](#)
- 11 [Likelihood to Recommend Airdrie](#)
- 14 [Community](#)
- 17 [Issues Facing the City of Airdrie](#)
- 18 [Satisfaction with Services and Facilities Used](#)
- 21 [Property Taxes and Services](#)
- 24 [Safety Issues](#)
- 25 [Contact With City](#)
- 27 [Customer Satisfaction](#)
- 28 [Communications](#)
- 31 [Public Engagement](#)
- 33 [City Council – Priorities](#)
- 34 [Respondent Profile – Age Group 18 to 34](#)
- 35 [Respondent Profile – Age Group 35 to 54](#)
- 36 [Respondent Profile – Age Group 55+](#)
- 37 [General Population vs. Public Survey](#)
- 38 [Municipal Comparison](#)
- 40 [Demographics](#)
- 41 [Length of Residency](#)

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.

Study Completion Dates

- Data collection was carried out from January 6-20, 2020.

Sample

- In total, Yardstick Research conducted a general population survey with n=403 interviews with City of Airdrie citizens 18+, with quotas for age and gender.
 - A social-media sample (n=132) in combination with a landline-telephone sample (n=271) 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=804 responses.

Data Collection

- 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 City of Airdrie's citizens on the City's website.

Margin of Error

- As a comparison, a probabilistic sample of n=403 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. 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.

Executive Summary

Quality of Life

- The majority of Airdrie residents (92%, comparable to 94% in 2019) rated their quality of life as good or very good. Top factors contributing to this were: availability of services, facilities, and amenities (33%, increased from 29% in 2019); a low crime rate and the City being a safe place to live (18%, increased from 12% in 2019); and a small town feel or atmosphere (17%, comparable to 19% in 2019).
- Three quarters (75%, slightly increased from 72% in 2019) of Airdrie's citizens said that the quality of life has stayed the same over the last 12 months. Four percent believe that the quality has increased (4%, significant decrease from 10% in 2019), while eighteen percent (18%, comparable to 16% in 2019) said the quality has decreased.
- Two third (66%, significant decrease from 77% in 2019) of Airdrie residents said that they would be likely to recommend Airdrie as a place to live.

Community

- Most community measures performed well, although ratings decreased compared to 2019. Three quarters (73%, significantly decreased from 81% in 2019) of Airdrie residents rated overall quality of services as good or very good. Consistent with previous years, managing community growth and development (45%) had the lowest rating out of all community measures.

Services and Facilities

- Most services and facilities had better, or similar ratings compared to 2019. Top services were Airdrie Fire (93% as in 2019), Chinooks Winds Park (92%, increased from 88% in 2019), Recycling Depot Programs (87%, significantly decreased from 92% in 2019), and Bert Church Theatre (87% versus 90% in 2019) as well as curbside recycling collection (87% versus 89% in 2019).
- The following services and facilities experienced a significant decrease in ratings in 2020: Online Services/MyAirdrie*, utility services, the RCMP, summer road maintenance and municipal enforcement. Municipal enforcement had the lowest rating out of all services (40%), with a significant decrease from 62% in 2019.

*Please note that "MyAirdrie" was added to this response code in 2020.

Executive Summary

Property Taxes and Services

- Half of the Airdrie residents (50%, significant decrease from 60% in 2019) felt they received good or very good value for their tax dollars. Half of those (47%, increased from 42% in 2019) Airdrie residents who felt this way said that City services are satisfactory for the taxes paid.
- The top concerns of those who felt they received poor or very poor value for their tax dollars are that they pay too much for the amount and quality of services received (17%, increased from 10% in 2019) and that the taxes are too high (15%, decreased from 30% in 2019).

Safety

- The majority (86%, significantly decreased from 91% in 2019) of Airdrie residents agreed that they consider Airdrie a safe place to live. While safety during the day slightly dropped (96% compared to 99% in 2019), the safety after dark rating increased in 2020 79% (75% in 2019).

Contact with City

- More than half of Airdrie's residents contacted a City of Airdrie staff member in the past year. Utility Administration (13%), Waste & Recycling and Genesis Place (both 11%), and Municipal Enforcement (7%) were the top three departments contacted.

Customer Satisfaction

- More than four-in-five (81%, comparable to 85% in 2019) respondents who have had contact with a City of Airdrie staff member rated customer service received as good or very good. More than one-third (37%, comparable to 33% in 2019) rated customer service as better than expected.

Executive Summary

Communications

- As in the previous year, the City website was the most popular source of information (62%, significantly decreased from 74% in 2019); over four-in-five (84%, same as in 2019) Airdrie residents said they used the City website sometimes or always.
- The top topics that Airdrie residents would like to be communicated about included: road construction and maintenance (28%, increased from 21%); City events, functions, and activities (21% as in 2019); and City budget and spending (13%, increased from 8%).

Public Engagement

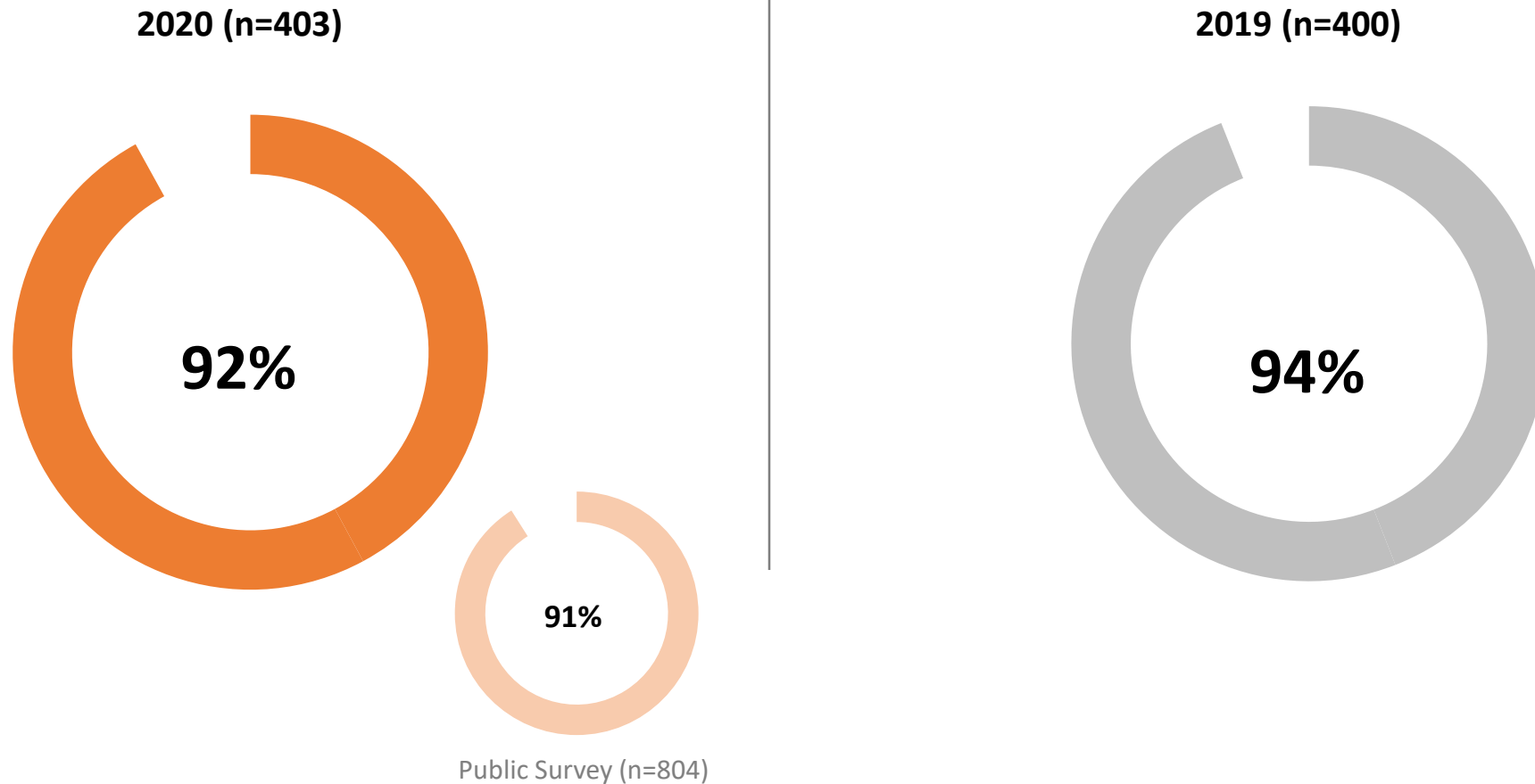
- About half (48%, comparable to 51% in 2019) of Airdrie residents were satisfied with the opportunities for public engagement in Airdrie. Two-in-five (20%, significantly decreased from 29%) Airdrie residents participated in an engagement activity in the past year. The main barrier for those who did not participate in any engagement activities was a lack of free time (17%, decreased from 22%).
- The top priorities that residents would address if they were on City Council were: more road development and access roads (31%, significantly increased from 12% in 2019), improvement of traffic flow and control (22%, significantly increased from 14%) and improved health care services or another hospital (14%, comparable to 16% in 2019).

General Findings

- With the change in data collection methodology from a landline/cell phone survey to a mixed-mode approach of landline phone surveys and recruitment via social media, the number of participants in the age group 18-34 has tremendously increased (96 in 2020 versus 68 in 2019). Thus, the 2020 results show a higher representation of this age groups' opinions and concerns, which causes the differences in opinion between the different age groups becoming more significant and, furthermore, impacting the overall results of the survey.

Quality of Life

% of City of Airdrie residents rated their quality of life as good or very good



In general, how would you rate the quality of life in Airdrie? Would you say that it is...? 6. What are the most significant factors contributing to your quality of life rating?
Base: City of Airdrie residents
Public survey is subject to self-selection bias. Public results should be interpreted with caution.

Quality of Life

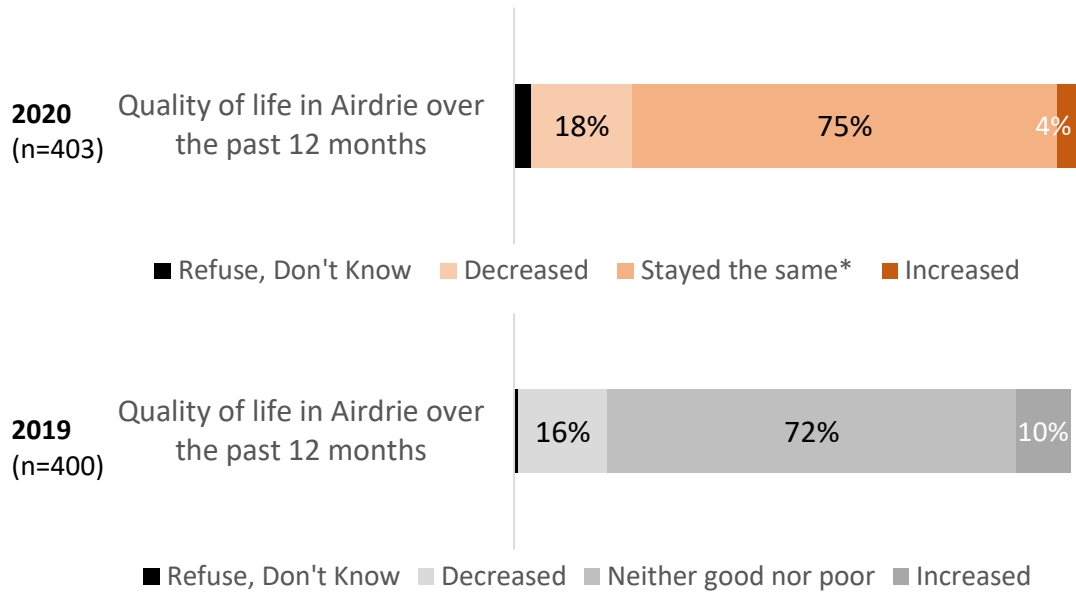
Factors Contributing to Quality of Life*	2020 (n=403)	2019 (n=400)
Availability of services/facilities/amenities	33%	29%
Low crime rate/is a safe place to live	18%	12%
Small town feel/atmosphere	17%	19%
Shopping/stores/businesses/restaurants	16%	10%
Good/friendly people	13%	12%
Parks/green spaces/walking trails	11%	14%
Is easy to get around/everything is close by	10%	10%
Schools/educational facilities	9%	10%
Recreational facilities/programs/activities	9%	10%
Sense of community/community spirit	9%	6%
Proximity to Calgary	9%	5%
Job/employment opportunities	8%	4%
Affordable/low cost of living	7%	4%
City is clean/well-maintained	7%	3%
Is a family-oriented City/good place to raise a family	6%	6%
Is quiet/peaceful	5%	4%
Housing is more affordable than in other cities	4%	2%
Low/affordable taxes	4%	2%
Neighbourhoods are attractive/visually appealing	4%	1%
Community events/programs/activities	3%	4%
Health care/medical services	3%	4%
Don't know/ not specified	5%	6%

In general, how would you rate the quality of life in Airdrie? Would you say that it is...? What are the most significant factors contributing to your quality of life rating?

*Top-3 factors contributing to quality of life. Mentions below 3% not shown.

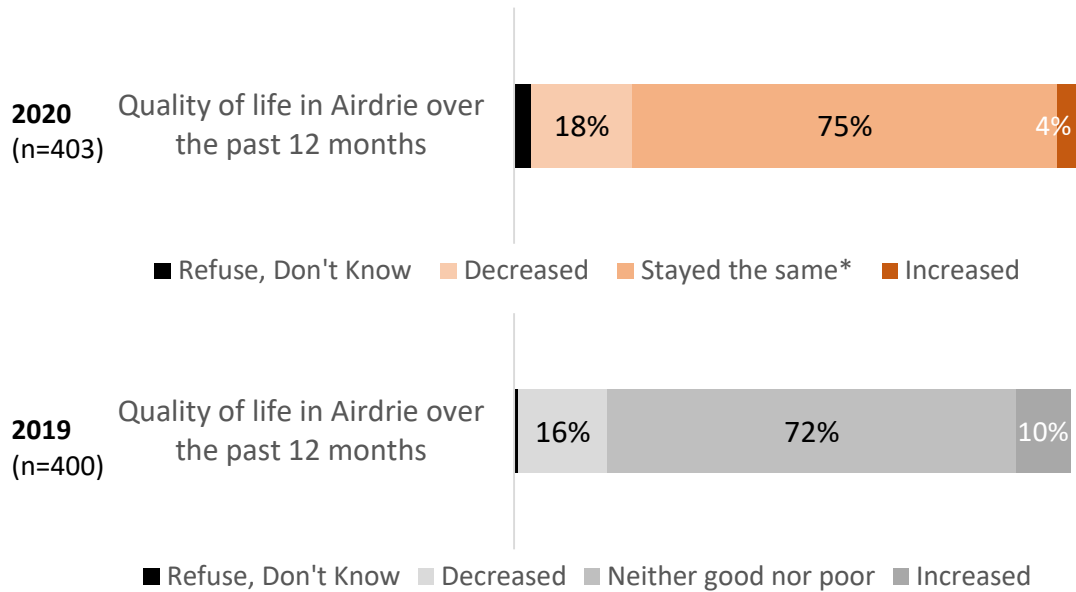
Base: City of Airdrie residents

Quality of Life



Reasons for Increase in Quality of Life	2020 (n=19**)	2019 (n=30)
Good store/shopping/business options	31% (n=5)	27%
Good health care/medical services	14% (n=2)	2%
City art displays/artwork	10% (n=2)	-

Quality of Life

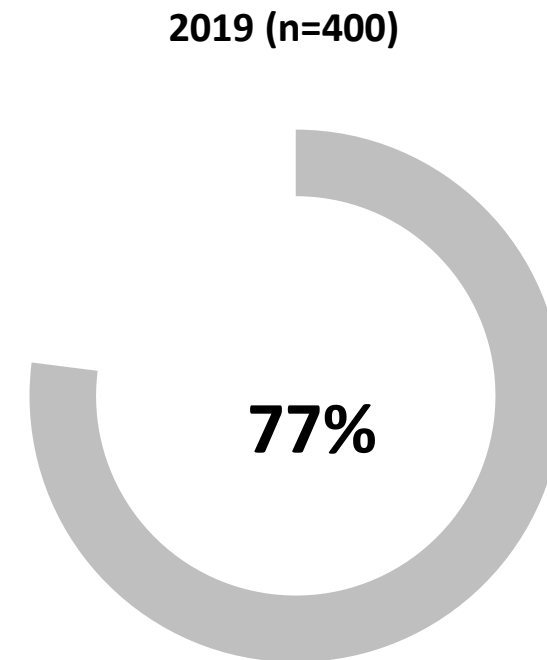
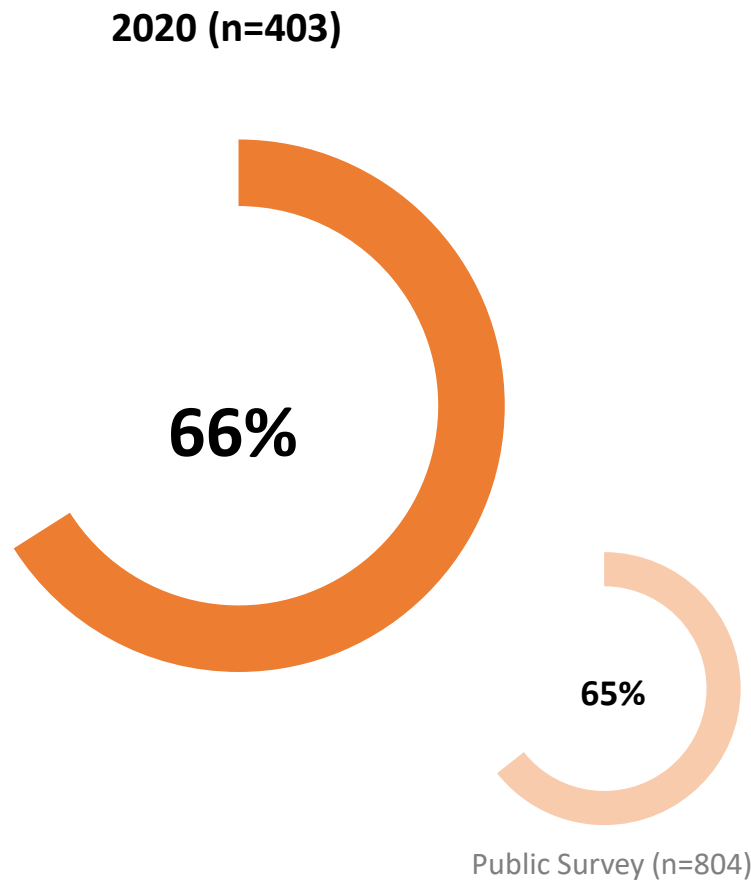


Reasons for Decrease in Quality of Life	n=68	n=59
Traffic congestion/high traffic volume	39%	20%
Increasing crime/criminal activity	37%	26%
Rapid growth/City is growing too fast	17%	33%
Taxes are costly/expensive	10%	7%
Economic downturn/poor economy	4%	7%
Lack of job/employment opportunities	4%	6%
Don't know/not stated	5%	5%

Mentions 3% and below are not shown

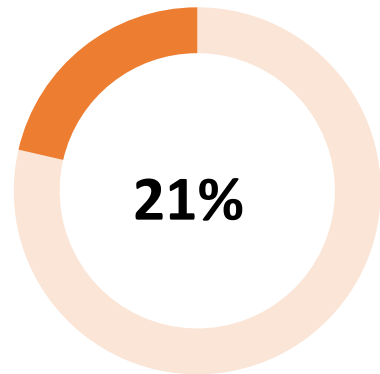
Likelihood To Recommend Airdrie

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



Using a scale of 1 to 10, where 1 means "not at all likely" and 10 means "very likely" how likely are you to recommend Airdrie as a place to live?
Base: City of Airdrie residents
Public survey is subject to self-selection bias. Public results should be interpreted with caution.

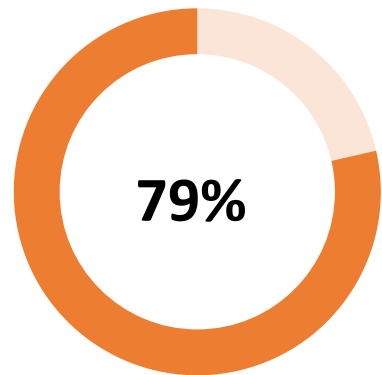
Likelihood to Recommend Airdrie



% of City of Airdrie residents who have lived in Airdrie for less than 5 years

Why did you decide to move to Airdrie?	2020 (n=67)	2019 (n=46)
Job/employment opportunity	34%	22%
Housing is more affordable than in other cities	23%	24%
Close to family/friends	19%	11%
Affordable cost of living	15%	15%
Proximity to Calgary	7%	5%
City is small/small town feel	6%	8%
Family-friendly/good place to raise family	6%	-
Good schools/educational facilities	3%	3%
Good services/facilities/amenities	3%	-
Don't know/not stated	1%	6%

Likelihood to Recommend Airdrie



% of City of Airdrie residents who have lived in Airdrie for 5 years or longer

Why have you stayed in Airdrie that long?	2020 (n=335)	2019 (n=354)
Job/employment opportunity	20%	23%
Close to family/friends	19%	20%
Small town feel/atmosphere	19%	16%
It's home/where I live	16%	8%
Proximity to Calgary	8%	9%
Good neighbourhoods/communities	6%	3%
Good services/facilities/amenities	6%	-
Is a nice place to live	5%	-
Is quiet/peaceful	5%	2%
Friendly/kind residents	4%	2%
Family-friendly/good place to raise a family	4%	6%
Good schools/educational facilities	3%	8%
Affordable cost of living	3%	4%
Housing is more affordable than in other cities	3%	4%
Don't know/not stated	4%	25%

Why have you stayed in Airdrie that long?
 Labels 3% and below are not shown
 Base: Respondents who have lived in Airdrie 5 years or longer

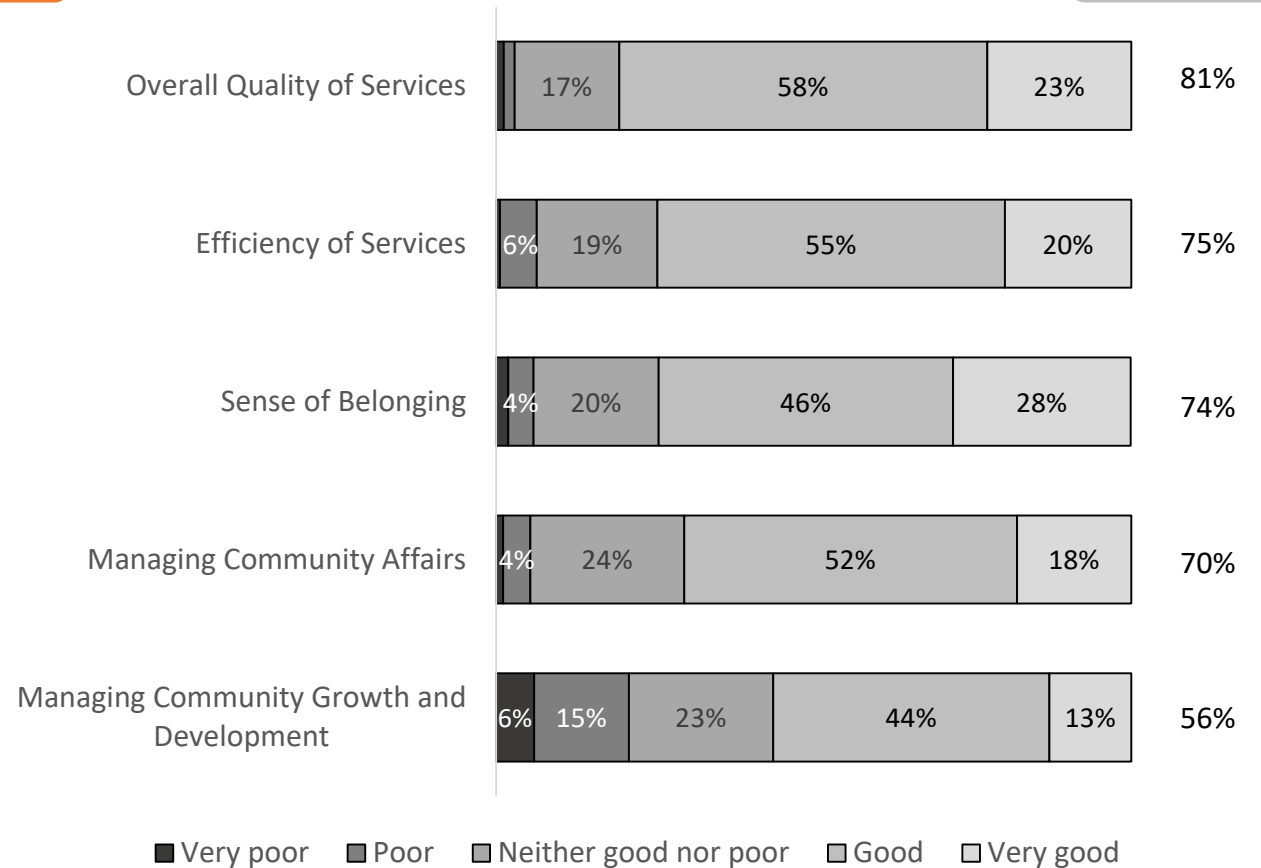
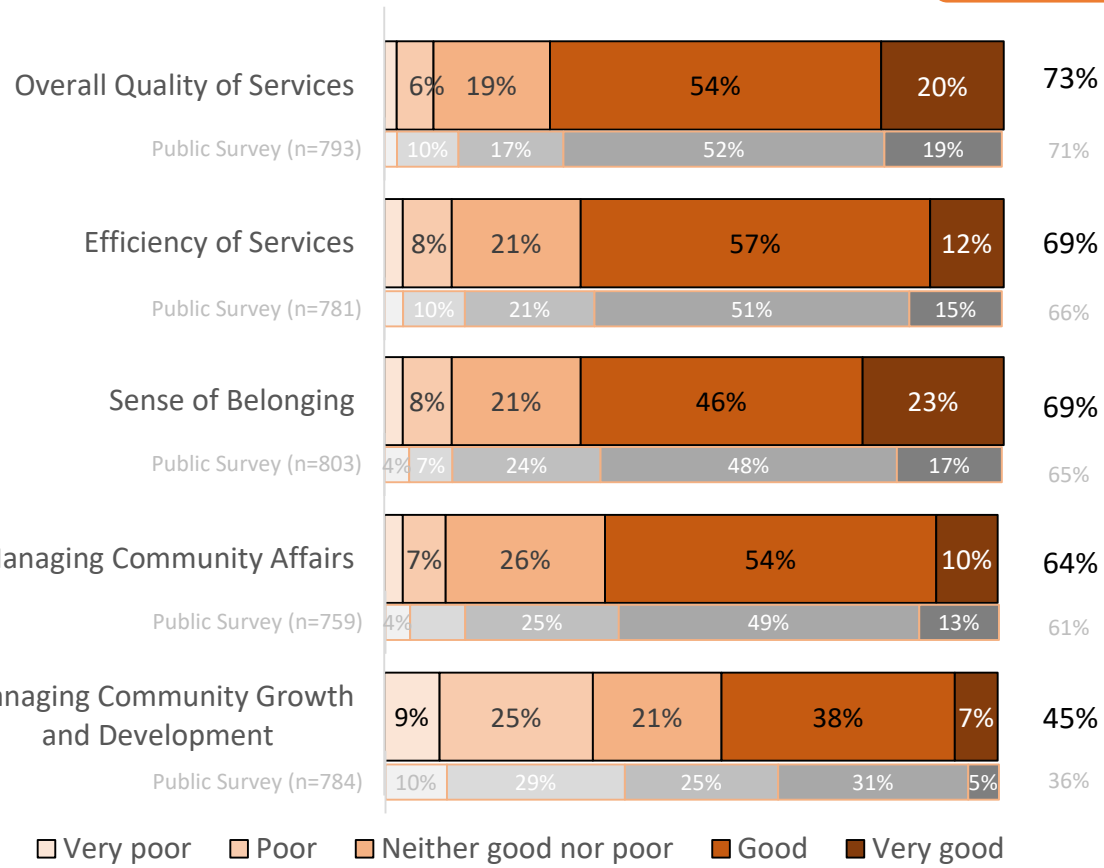
Community

2020

Total Good
(Good/Very good)

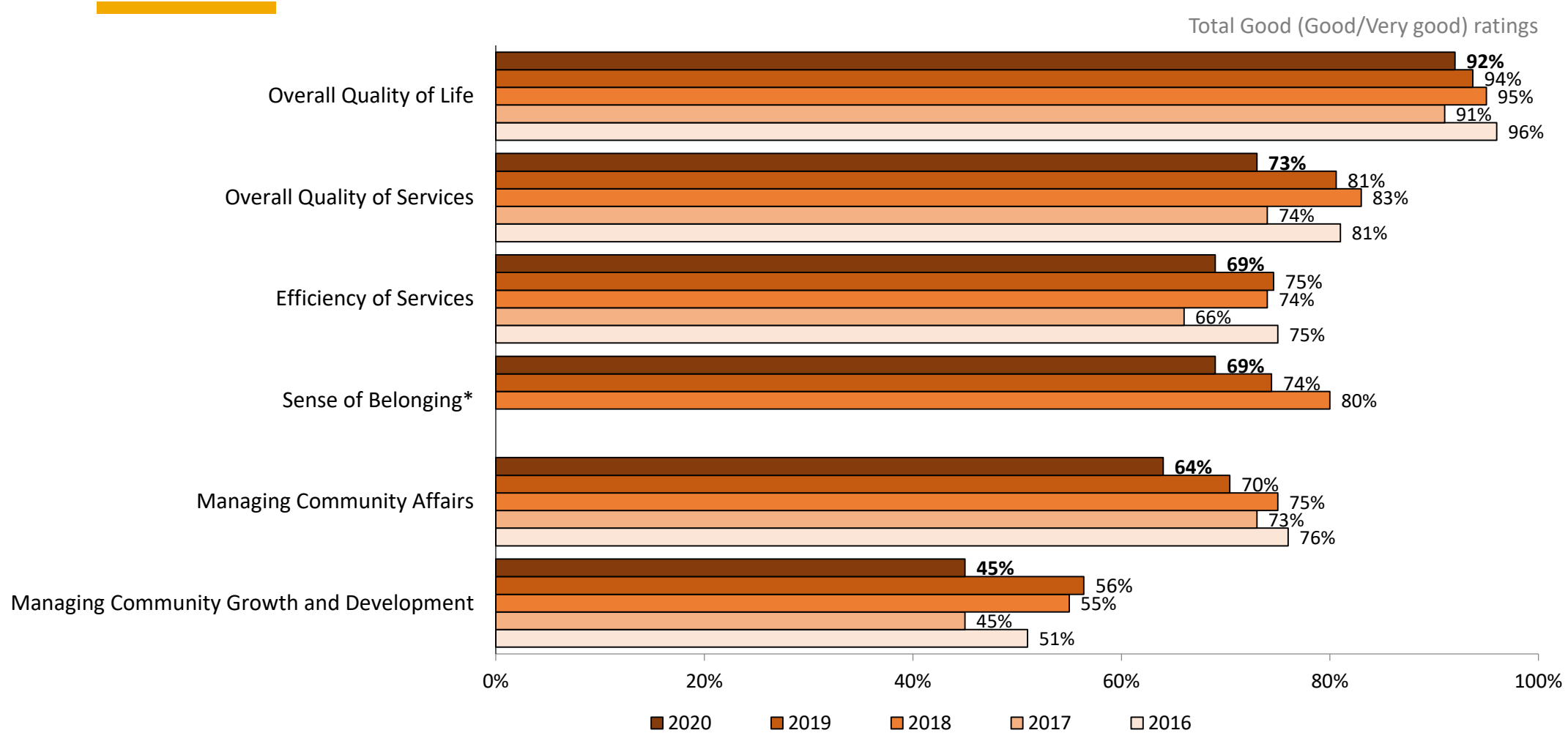
2019

Total Good
(Good/Very good)



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...? Labels 3% and below are not shown
 Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=378-400)
 Public survey is subject to self-selection bias. Public results should be interpreted with caution.

Community (trends over time)



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...?

*New question in 2018.

Base: City of Airdrie residents who provided a valid response (i.e., excluding "don't know" responses) (n=378-400)

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									
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2010
Quality of Service Provided	3.84	3.99	3.99	3.87	4.02	4.02	4.04	4.08	3.96	4.04
Managing Affairs of the Community	3.62	3.82	3.82	3.76	3.88	4.00	3.92	4.02	3.82	3.91
Efficiency in the Provision of Service	3.67	3.87	3.82	3.72	3.87	3.88	3.81	3.91	3.85	3.94
Value for Tax Dollar	3.40	3.59	3.77	3.77	3.78	3.83	3.74	3.85	3.7	3.72
Managing Community Growth and Development	3.10	3.43	3.39	3.26	3.43	3.51	3.52	3.71	3.48	3.54
CITIZEN SATISFACTION INDEX:	3.53	3.74	3.76	3.68	3.80	3.85	3.81	3.91	3.76	3.83

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=378-400)

Issues Facing the City of Airdrie

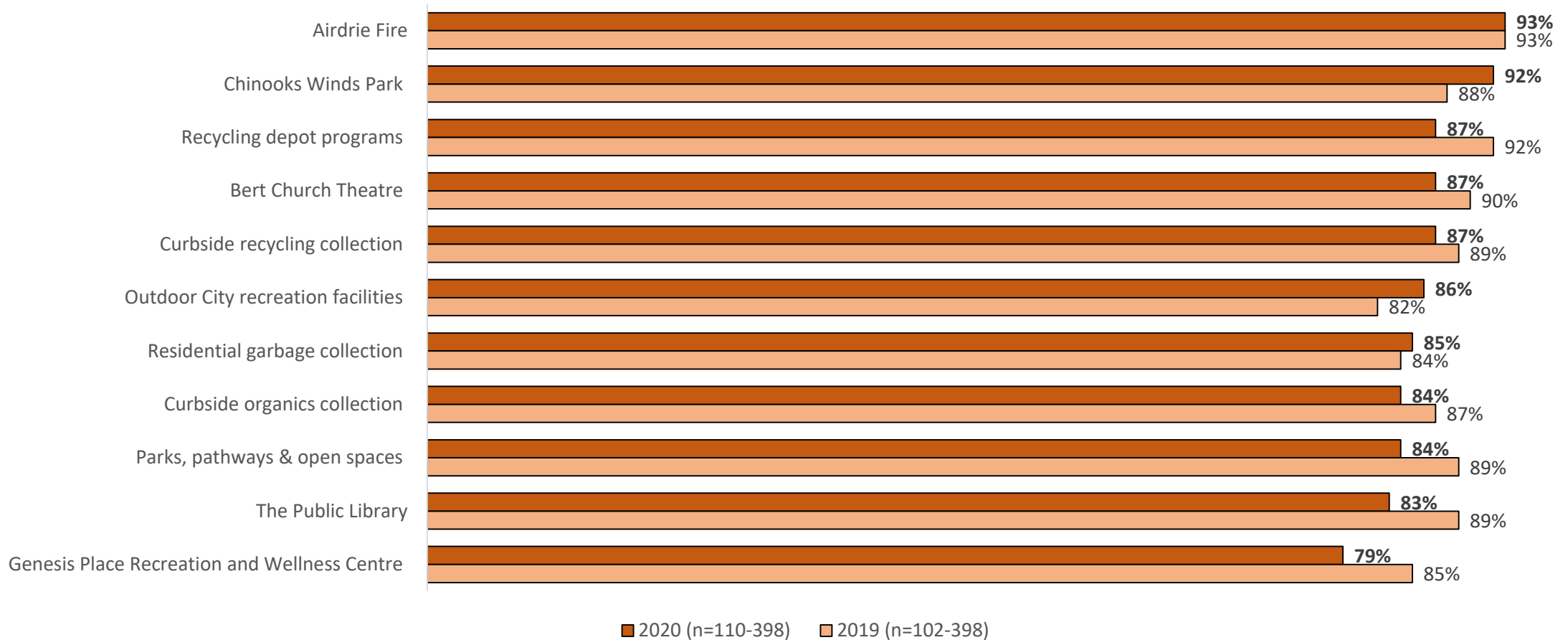
Issues Facing the City of Airdrie	2020 (n=403)	2019 (n=400)
Infrastructure, traffic, roads, train tracks, construction	63%	42%
Recreational facilities, parks, bike paths, dog parks	15%	15%
Rapid growth management/development/incomplete projects/overdevelopment	13%	19%
Healthcare, not enough hospitals/doctors/clinics	13%	15%
Crime/drugs/community safety/lack of policing/enforcing wrong laws	13%	8%
High taxes/mismanagement of money by City/keeping costs down/high costs for City	11%	5%
City transit, LRT expansion, strikes	4%	2%
Attract businesses/business development/more jobs/more out of downtown	3%	3%
Lack of stores/shopping/services/restaurants	3%	1%
Education, school closures, lack of space in schools	3%	4%
Refuse, Don't Know	5%	11%

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

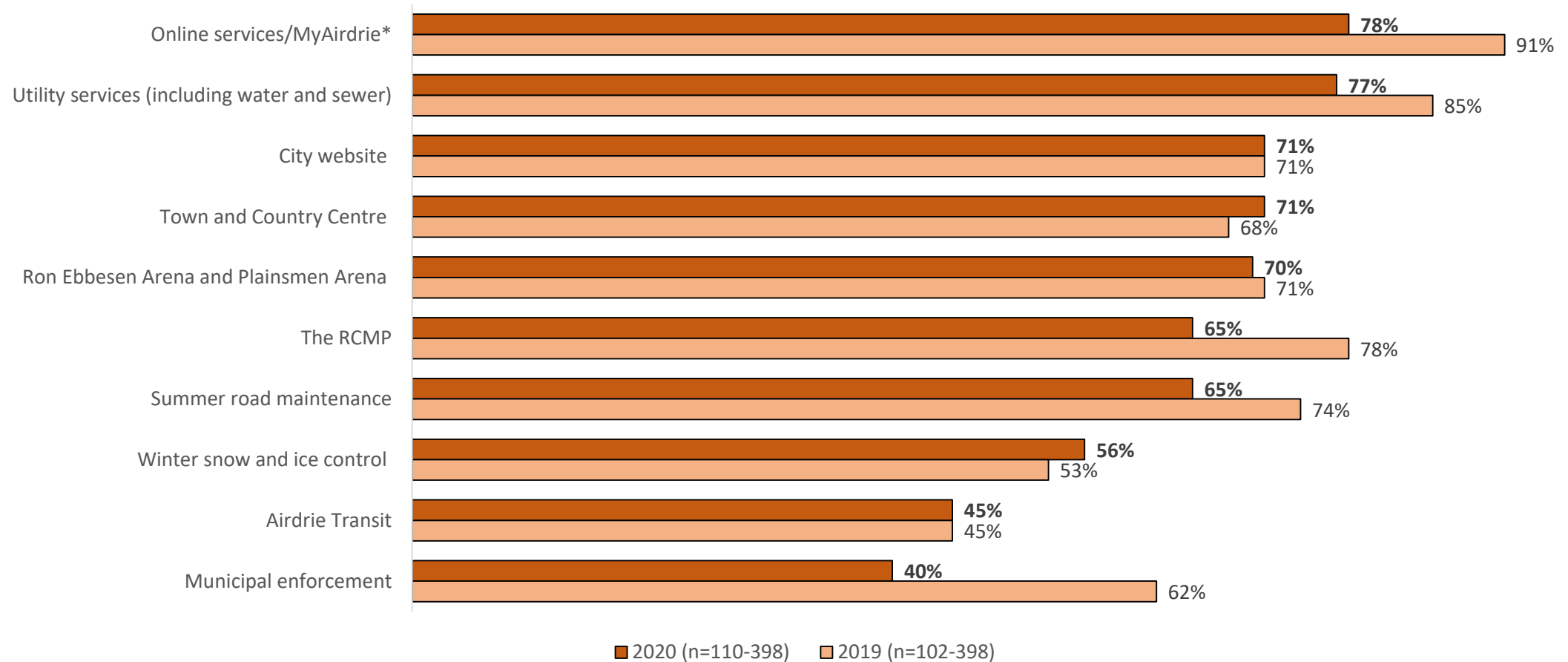
Note: Responses below 3% are not shown

Base: City of Airdrie residents

Satisfaction With Services and Facilities Used



Satisfaction With Services and Facilities Used – continued

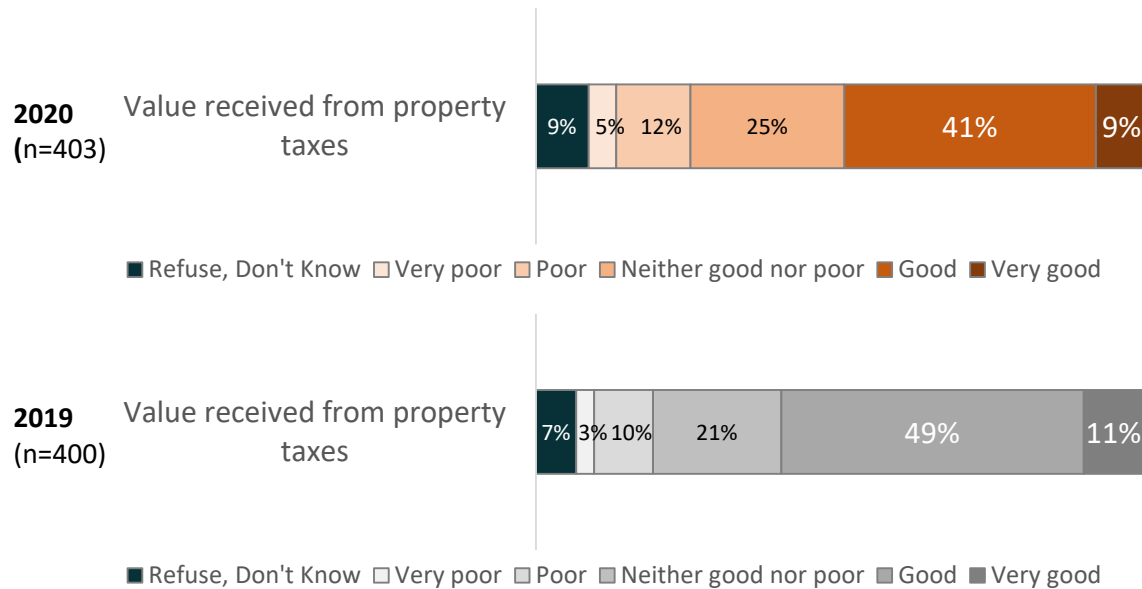


Satisfaction With Services And Facilities Used (trends over time)

Total good (good/very good)	2020	2019	2018	2017	2016
Airdrie Fire	93%	93%	93%	93%	95%
Chinook Winds Park	92%	88%	76%	77%	75%
Recycling depot programs*	87%	92%	87%	-	-
Bert Church Theatre	87%	90%	73%	72%	74%
Curbside recycling collection*	87%	89%	88%	-	-
Outdoor City recreation facilities	86%	82%	78%	80%	77%
Residential garbage collection**	85%	84%	84%	87%	87%
Curbside organics collection**	84%	87%	80%	72%	73%
Parks, pathways & open spaces	84%	89%	87%	82%	86%
The Public Library	83%	89%	76%	65%	71%
Genesis Place Recreation and Wellness Centre	79%	85%	79%	78%	82%
Online services/MyAirdrie**	78%	91%	72%	70%	71%
Utility services (including water and sewer)	77%	85%	86%	85%	81%
City website	71%	71%	63%	57%	63%
Town and Country Centre*	71%	68%	53%	-	-
Ron Ebbesen Arena and Plainsmen Arena	70%	71%	65%	59%	65%
The RCMP	65%	78%	82%	81%	88%
Summer road maintenance	65%	74%	65%	66%	67%
Winter snow and ice control	56%	53%	52%	43%	55%
Airdrie Transit	45%	45%	32%	33%	39%
Municipal enforcement	40%	62%	55%	53%	56%

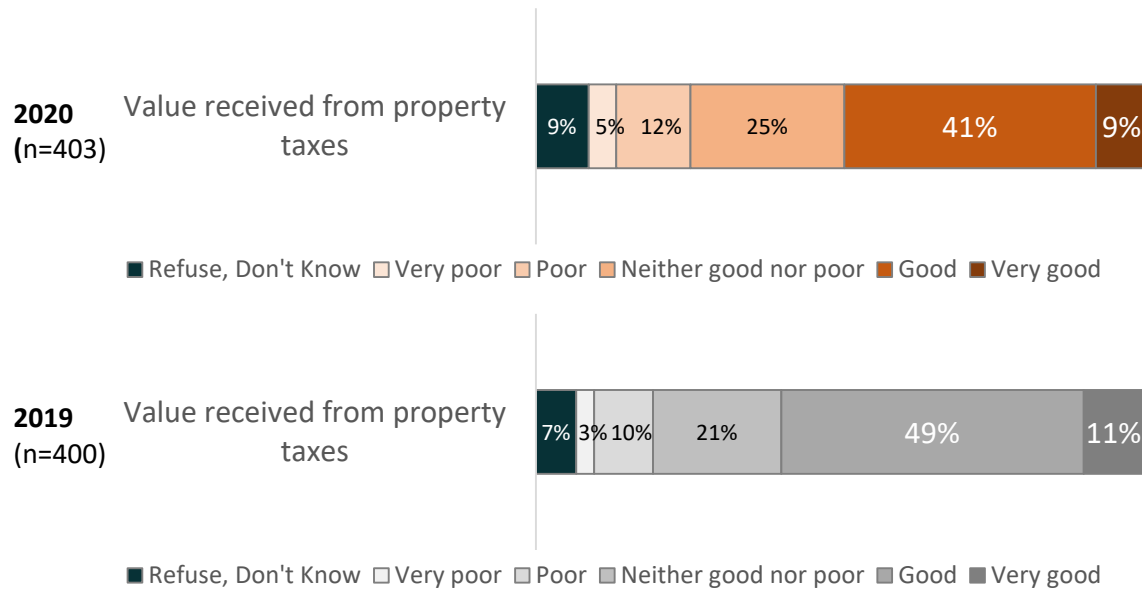
Significantly lower in 2020

Property Taxes And Services



Good/Very Good Reasons	2020 (n=219)	2019 (n=251)
City services are good/adequate/satisfactory for taxes paid	47%	42%
Good value received compared to other towns/cities areas	8%	9%
City is clean/well maintained	6%	-
Taxes are low/fair/affordable	3%	6%
Don't know/not stated	13%	19%

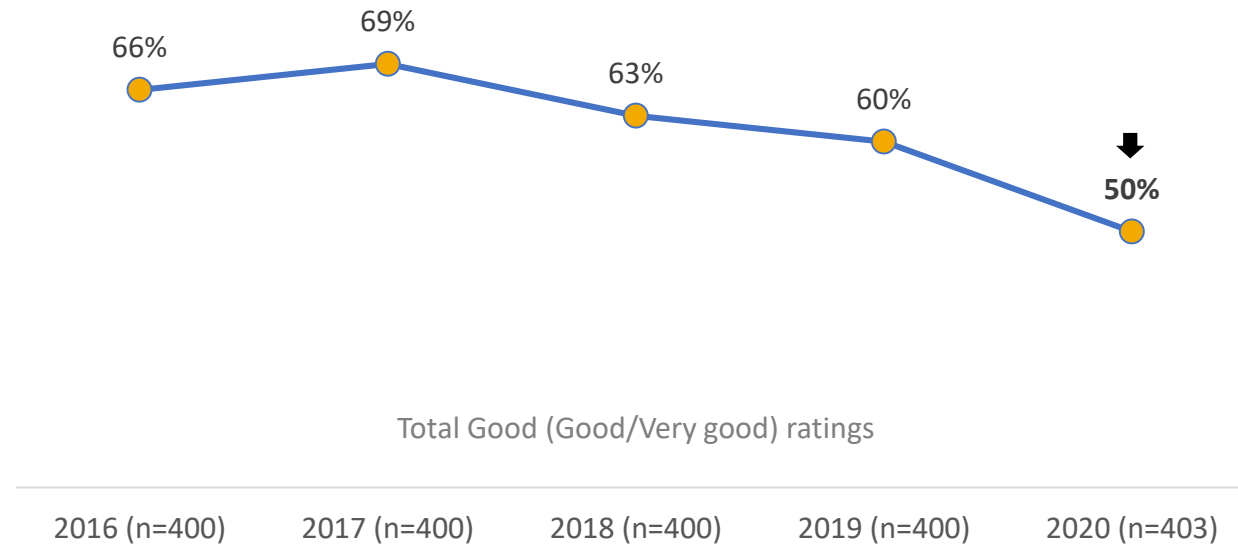
Property Taxes And Services



Poor/Very Poor Reasons	2020 (n=58)	2019 (n=44)
Taxes are too high/costly	15%	30%
Pay too much taxes for amount/quality of services received	17%	10%
Lack of recreational facilities/activities/programs	12%	11%
Lack of/poor City services	12%	11%
Lack of/poor snow removal	10%	-
Poor fiscal responsibility/not staying within budget	9%	8%
Decreasing residential value	9%	-
Lack of/poor road maintenance	7%	6%
Don't know/not stated	4%	13%

Property Taxes And Services (trends over time)

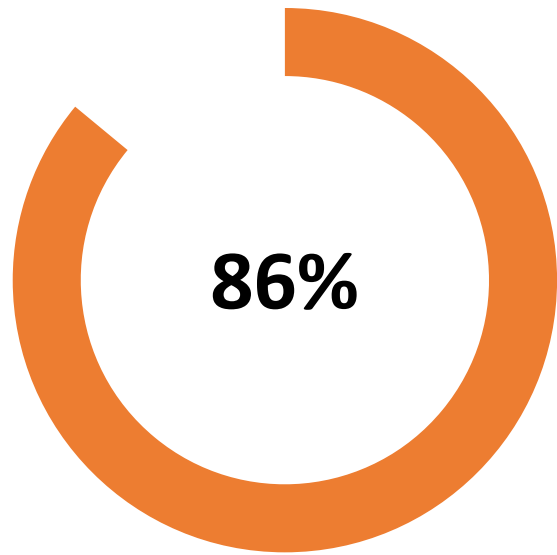
Perceived value of property taxes



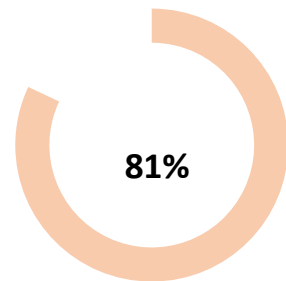
↓ Significantly lower

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...?
Base: City of Airdrie residents

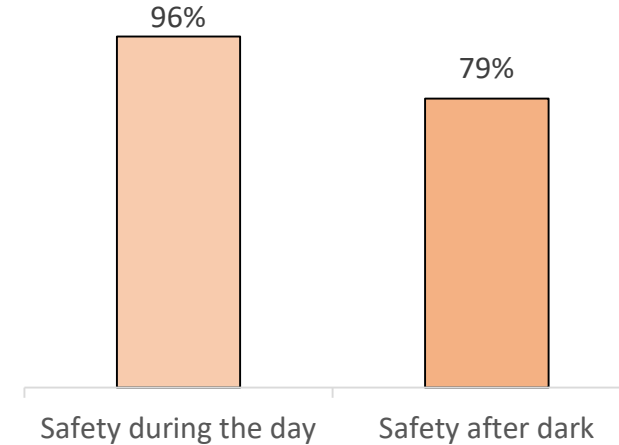
Safety Issues



% of City of Airdrie residents agreed that they consider Airdrie a safe place to live



Public Survey (n=804)



Total Agree (Somewhat/Strongly)	2020 (n=403)	2019 (n=400)	2018 (n=400)	2017 (n=400)	2016 (n=400)
Overall community safety	86%	91%	94%	94%	98%
Safety during the day	96%	99%	99%	99%	98%
Safety after dark	79%	75%	81%	79%	79%

Significantly lower in 2020

Contact With City

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

2020 (n=403)

53%

2019 (n=400)

59%

63%

Public Survey (n=804)

In the past year, have you had contact, whether in person, over the phone, in writing or on the Internet, with a City of Airdrie staff member?
Base: City of Airdrie residents
Public survey is subject to self-selection bias. Public results should be interpreted with caution.

Contact With City

Department Contacted	2020 (n=217)	2019 (n=229)
Utility Administration	13%	5%
Waste & Recycling	11%	12%
Genesis Place	11%	8%
Municipal Enforcement	7%	11%
Planning	7%	4%
Building Inspections	7%	5%
City Hall	6%	-
Public Works (Roads & Water)	5%	11%
Taxation	5%	5%
Call Centre	5%	1%
Pet licencing	5%	5%
RCMP	5%	3%
Parks	3%	10%
Airdrie Fire Department	2%	<1%

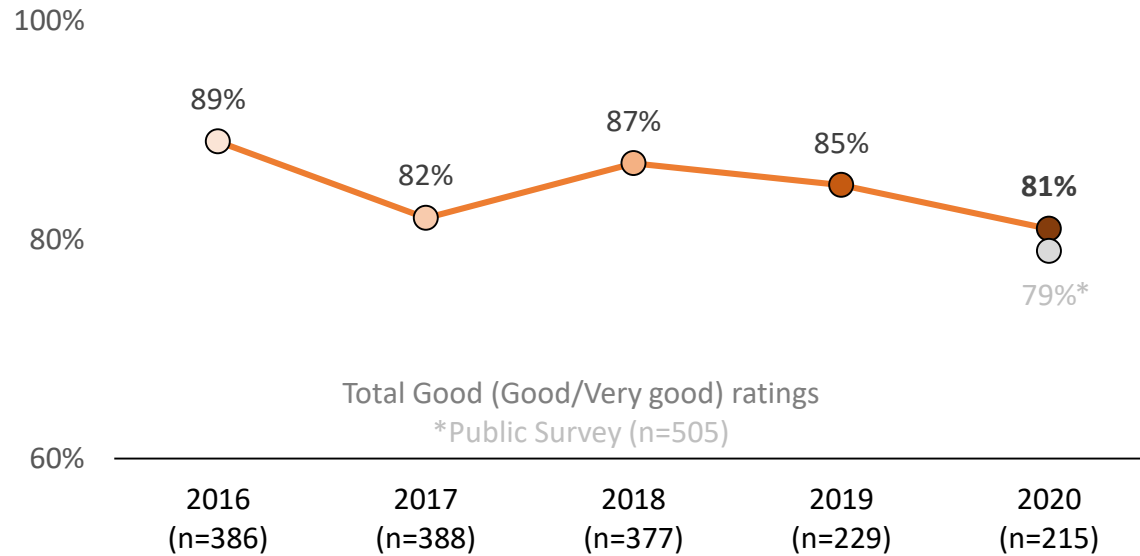
Thinking about the staff member you last had contact with, which department were they from?

Mentions 1% and below are not shown.

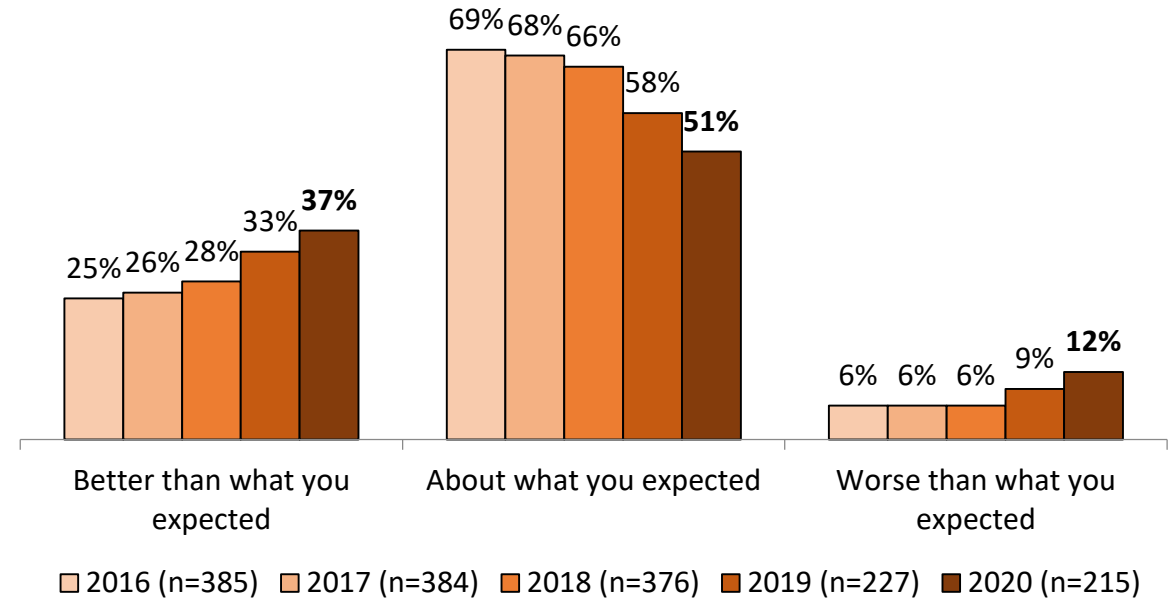
Base: Respondents who have had contact with a City of Airdrie staff member in the past year in person, over the phone, in writing or on the Internet

Customer Satisfaction (trends over time)

Satisfaction with customer service received



Expectations of customer service received



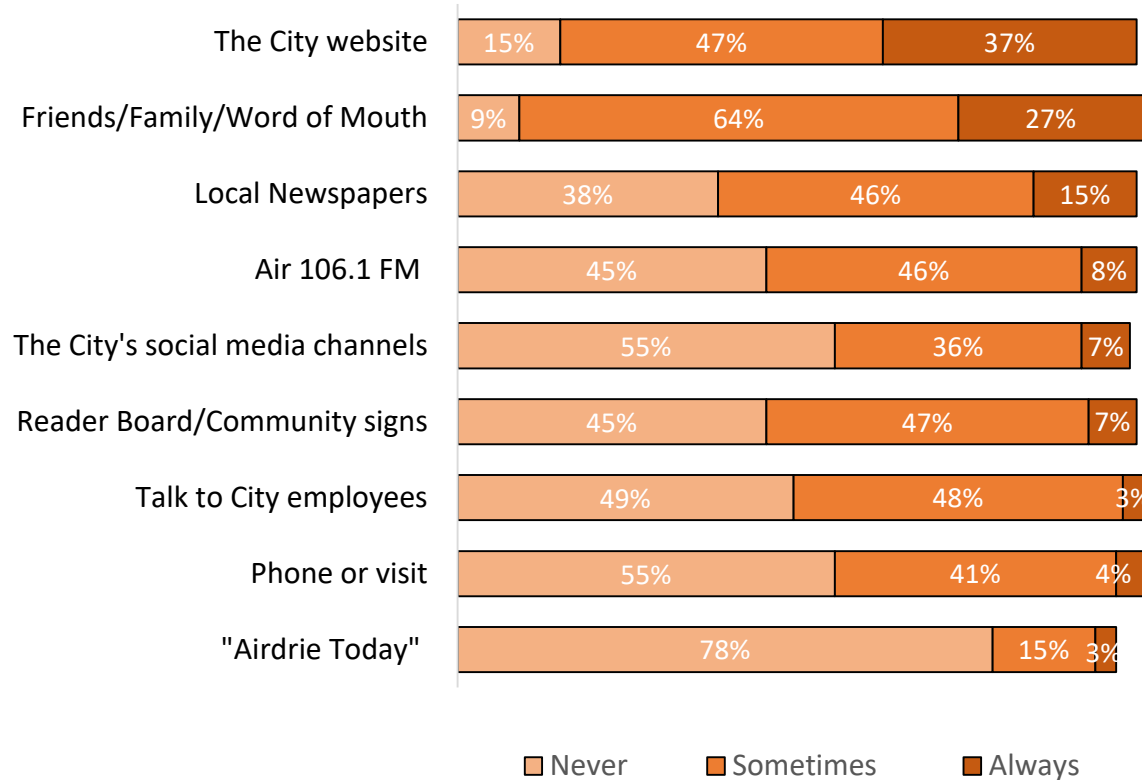
Communications

Main Source of Information	2020 (n=403)	2019 (n=400)
City Website	62%	74%
Internet in general	12%	4%
Social Media	5%	6%
Go to City Hall	3%	3%
Friends/Family/Word of Mouth	3%	3%
Telephone book	2%	3%
Call centre	2%	2%
Newspapers	2%	1%
Don't know/Not stated	6%	3%

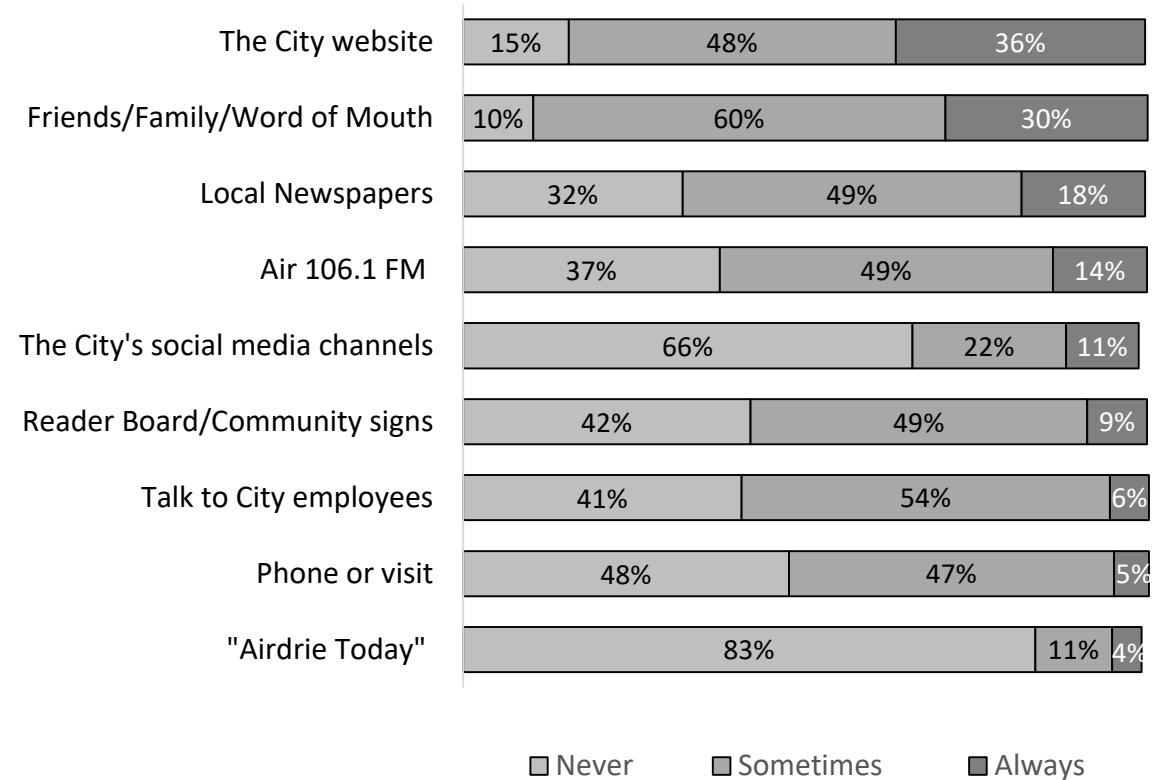
In general, when you need to get information on the City and its services, what is your main source of information?
 Mentions 1% and below are not shown.
 Base: City of Airdrie residents

Communications (frequency of use)

2020 (n=403)



2019 (n=400)



How often do you use these sources for information from the City of Airdrie?
 Don't know responses are not shown
 Base: City of Airdrie respondents

Communications

Top Topics Respondents Would Like the City to Communicate About	2020 (n=403)	2019 (n=400)
Roads/road construction/maintenance	28%	21%
City events/functions/activities	21%	21%
City budget/spending	13%	8%
City growth/expansion	11%	15%
Traffic control/management	10%	6%
Crime/crime rate/stats	9%	9%
Taxes/taxation values	9%	7%
Garbage and recycling services	7%	6%
Bylaw enforcement/animal control services	6%	5%
Business/commercial development	6%	3%
Community programs/services	5%	3%
Recreational facilities/programs/services	5%	7%
Health care services/hospital development	5%	3%
Current construction projects	4%	5%
Residential housing development	4%	4%
Parks/green spaces/walking paths	4%	4%
Changes/updates to services	4%	-
Snow/ice removal services	3%	3%
Don't know/not specified	19%	25%

What are the top 3 things you would like the City to communicate with you about?
 Mentions below 3% are not shown.
 Base: City of Airdrie residents

Public Engagement

% of the City of Airdrie residents were satisfied with the opportunities for public engagement in Airdrie

2020 (n=403)

48%

49%

Public Survey (n=804)

2019 (n=400)

51%

Public Engagement

Participation in any Engagement Opportunities	2020 (n=403)	2019 (n=400)
Yes	20%	29%
Phone/web survey	10%	18%
Public meeting/hearing/forum	5%	5%
Open house	2%	7%
Information sessions	1%	-
No	69%	64%
Refuse, Don't Know	11%	8%

Barriers to Participating in Public Engagement Opportunities	2020 (n=285*)	2019 (n=255*)
Yes	33%	39%
Lack of free time/I am too busy	17%	22%
Lack of public awareness of engagement opportunities	11%	12%
Health/medical related issues	4%	2%
Lack of interest/topics not relevant to me	1%	3%
No	62%	58%
Refuse, Don't Know	5%	3%

Have you participated in any public engagement opportunities, such as surveys (not including this one), open houses, focus groups, or public hearings provided by the City of Airdrie in the past 12 months?

Mentions below 1% not shown.

*Base: Respondents who have not participated in any public engagement opportunities provided by the City of Airdrie in the past 12 months

City Council – Priorities

Top Priorities	2020 (n=403)	2019 (n=400)
Priorities named	89%	86%
More road development /access roads	31%	12%
Improve traffic flow /control	22%	14%
Improve health care services /need a hospital facility	14%	16%
Reduce crime rate /criminal activity	10%	6%
More recreational facilities	9%	17%
Managing City growth /expansion /development	6%	7%
Improve fiscal responsibility /stay within budget	6%	4%
Lower taxes	5%	7%
Improve snow /ice removal services	3%	5%
Improve public transit services	3%	3%
More parks /green spaces /walking paths	3%	3%
More public libraries	3%	3%
None/no advice	3%	8%
Refuse, Don't Know	8%	6%

Finally, if you were sitting on City Council, what would your top one or two priorities be?
 Mentions below 3% are not shown.
 Base: City of Airdrie residents

Respondent Profile – Age Group 18 to 34

Respondents of the age group 18 to 34...



...highly appreciate quality of life in Airdrie (87%) but are more likely to rate it as neither good nor poor (11%)

...feel as safe in Airdrie as respondents of all other ages

...feel the least sense of belonging to their local community (26% neutral, 18% poor/very poor)

...are the least likely to recommend Airdrie as a place to live (59%)



...are the most critical towards Airdrie managing community growth and development (39% poor/very poor)

...are the most critical towards Airdrie managing the affairs of the community (14% poor/very poor)

...are the most critical towards the value received from property tax dollars (40% good/very good, 22% neutral, 24% poor/very poor)



...are more likely to gather information about Airdrie via word-to-mouth, social media channels or City website than via newspaper, City hall, City employees or “Airdrie Today”

...are less satisfied with the opportunity for public engagement in Airdrie (38% neither satisfied nor dissatisfied, 21% somewhat/very dissatisfied)

Base: City of Airdrie residents aged 18-34

Respondent Profile – Age Group 35 to 54

Respondents of the age group 35 to 54...



...highly appreciate the quality of life in Airdrie (95%)

...feel the safest walking alone in their neighbourhood after dark of all age groups (81%)

...feel a high sense of belonging to their local community (73% good/very good)

...are more likely to recommend Airdrie as a place to live (69%) than age group 18-34 but less likely than age group 55+



...are critical towards Airdrie managing community growth and development (33% poor/very poor)

...are mostly positive towards Airdrie managing the affairs of the community (62% good/very good)

...are the most neutral towards the value received from property tax dollars (29%)



...are more likely to gather information about Airdrie via social media channels or City website than via newspaper, City hall, City employees, reader board/community signs, Air 106.1 FM or “Airdrie Today”

...are the least satisfied with the opportunities for public engagement in Airdrie (21% very/somewhat dissatisfied)

Base: City of Airdrie residents aged 35-54

Respondent Profile – Age Group 55+

Respondents of the age group 55+...



...highly appreciate the quality of life in Airdrie (95%)

...feel the safest in walking alone in their neighbourhood during the day of all age groups

...feel the highest sense of belonging to their local community (14% neutral, 78% good/very good)

...are the most likely to recommend Airdrie as a place to live (74%) of all respondent groups



...are the least critical towards Airdrie managing community growth and development (25% poor/very poor)

...are the most positive towards Airdrie managing the affairs of the community (76% good/very good)

...are the most positive towards the value received from property tax dollars (68% good/very good)



...are the most likely to gather information about Airdrie via newspaper, City employees, phone or visit City hall than via Air 106.1 FM or “Airdrie Today” . This age group is the least likely to use social media channels.

...are the most satisfied with the opportunities for public engagement in Airdrie (63% very/somewhat satisfied)

Base: City of Airdrie residents aged 55+

General Population vs. Public Survey

Quality of Life

- Similar to general survey results, the majority of public respondents (91%) rated their quality of life as good or very good (compare to 92% of the general population). The top factors contributing to quality of life were: availability of services, facilities, and amenities (13%); the low crime rate and Airdrie being a safe place to live (11%); and the shopping possibilities, stores, businesses and restaurants (10%).
- More than a quarter (27%) public respondents said that quality of life decreased over the past 12 month (vs. 18% of the general population). The top concerns of those who said the quality of life in Airdrie has decreased were increasing crime (18%) and traffic congestion/high traffic volume (15%).
- Almost two third (65%) public respondents said that would be likely to recommend Airdrie as a place to live (vs. 66% of the general population).

Community

- All community measures performed worse than the phone survey. Seven-in-ten (71%) public respondents rated overall quality of services as good or very good (vs. 73% of the general population).

Services and Facilities

- The top services and facilities that public respondents were most satisfied with were: Airdrie Fire (94%); Bert Church Theater (89%); and Curbside Recycling Collection, Curbside Organics Collection, Chinooks Wind Park and Public Library (all 85%). As with the general population, Municipal Enforcement was rated the lowest (37% vs. 40% of general population).

Property Taxes and Services

- Half (50%) of public respondents rated the value they felt they received from their property tax dollars as good or very good (vs. 50% of the general population). Similar to the general population survey, top mentions for public respondents who rated value of their property tax dollars as good or very good was that City services are good for the taxes paid (17%).

Safety

- Safety ratings for the public survey were lower than those of the general population. Four-in-five (81%) of public respondents agreed that they consider Airdrie a safe place to live (vs. 86% of the general population).

Note: Public survey is subject to self-selection bias. Public results should be interpreted with caution.

n=804

Municipal Comparison

The findings from resident surveys conducted in the following communities were examined:

- St. Albert;
- Red Deer
- Grande Prairie; and
- Morinville.

In the instance in which Yardstick Research did not conduct the research, efforts were made to secure the survey findings. All comparative findings presented in this report are intended to provide some context for the City of Airdrie when considering the findings from their own resident survey.

Quality Of Life (92% of City of Airdrie residents rated their quality of life as good or very good)

- Respondents of other municipalities provided relatively high ratings for the overall quality of life in their communities, with all municipalities rating their overall level of satisfaction 74% or higher. One municipality rated satisfaction relatively high, at 98%.

Issues Facing The City Of Airdrie

- Important issues facing City of Airdrie included:
 - Infrastructure, traffic, roads, train tracks, construction (63%);
 - Recreational facilities, parks, bike paths, dog parks (15%);
 - Rapid growth management/development/incomplete projects/overdevelopment (13%);
 - Healthcare, not enough hospitals/doctors/clinics (13%); and
 - Crime/drugs/community safety/lack of policing/enforcing wrong laws (13%).
- Important issues facing other municipalities included:
 - Population growth – keeping up services and development;
 - Transportation – road infrastructure, traffic flow, road conditions, public transit, and snow removal;
 - Taxation; and
 - Increasing crime rates, street safety and drugs.

Note: Direct rating comparison with other municipalities should be interpreted with caution due to differences in scales.

Municipal Comparison

Overall Quality of Civic Services (73% of City of Airdrie residents rated overall quality of civic services as good or very good)

- Of the three municipalities that rated overall quality of services provided, all three rated overall quality of services 75% and higher. The highest rating was 93%.

Overall Importance and Service Improvements

- In the examination of other municipalities, a range of services were considered to be areas of priority. Common key strengths among the comparable cities included parks and pathways/trails and outdoor recreation, policing services, and emergency services (including both fire and ambulance). Both summer and winter road maintenance as well as public transit were seen as primary areas of improvement for other municipalities surveyed.

Safety (86% of City of Airdrie residents agreed that they consider Airdrie a safe place to live)

- All other municipalities asked respondents if their community was a safe place to live or if they felt safe and secure in their community; the percentage who gave high ratings of safety ranged from 62% to 92%.

Note: Direct rating comparison with other municipalities should be interpreted with caution due to differences in scales.

Demographics

Gender (General Population)	N=403
Male	48%
Female	50%
Other/ no response	2%
Age (General Population)	
18 to 24 years old	10%
25 to 34 years old	25%
35 to 44 years old	26%
45 to 54 years old	17%
55 to 64 years old	13%
65 years or older	9%
Refuse	1%

Gender (Public)	N=804
Male	34%
Female	65%
Trans Woman – Male to Female (MtF)	<1%
Non-binary	<1%
Prefer not to say	1%
Age (Public)	
18 to 24 years old	<1%
25 to 34 years old	11%
35 to 44 years old	28%
45 to 54 years old	22%
55 to 64 years old	14%
65 years or older	12%
Refuse	13%

Length Of Residency

Years in Airdrie (General Population)	N=403
Less than a year	2%
1-5 years	23%
6-10 years	15%
11-15 years	20%
16-20 years	12%
21-25 years	11%
26-30 years	9%
More than 30 years	8%
Mean	14.82 years

Years in Airdrie (Public)	N=804
Less than a year	3%
1-5 years	25%
6-10 years	24%
11-15 years	17%
16-20 years	10%
21-25 years	8%
26-30 years	5%
More than 30 years	9%
Mean	13.10 years