



# City of Airdrie 2026 Resident Satisfaction Survey

May 2026  
Draft Report



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# **Section 1: Background and findings**

# Background and Methodology

The objectives of the City of Airdrie 2026 Resident Satisfaction Survey were to...



**Measure current resident satisfaction and sentiment**



**Identify key drivers of satisfaction and priority areas for action**



**Benchmark performance and track trends over time**

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## Survey Methodology

- Survey data was gathered through Computer Assisted Telephone Interviews (CATI).
- Randomly-selected landline and cell phone numbers were dialed to ensure a representative sample and minimize bias that could arise from self-selection. Interviews were conducted between 5:00 pm and 8:30 pm from April 6 to May 1, 2026.
- This methodology resulted in 401 completed phone interviews. The margin of error for the results is  $\pm 4.8\%$  at a 95% confidence level.
- To ensure the survey results accurately reflected the community's demographic makeup, all data were weighted to match the exact proportions of age and gender based on the 2021 Statistics Canada census data for the City of Airdrie.
- Following the telephone survey, an open online survey link was made available to allow broader participation and ensure all interested individuals had an opportunity to share their views. The open link survey was open from May 4 to May 15, 2026. The online survey received a total of 417 completed responses. This report shows the results from the representative phone survey.

# Study findings



## Quality of life perceptions

Residents continue to view quality of life in Airdrie positively overall, with 81% rating it as good or very good.

Perceptions have decreased slightly from 83% in 2025 to 81% in 2026.

Overall, these ratings remain a strong result and aligns closely with the national average score of 7.1, suggesting that sentiment in Airdrie remains positive relative to other municipalities across Canada.



## Quality of life drivers

Residents are most satisfied with parks and greenspaces, safety, and environmental protection practices. In contrast, residents reported lower satisfaction with health and medical services, the overall cost of living, and housing affordability.

The top priorities related to quality of life were the availability of health and medical services, management of community growth and development, and housing that is affordable. It is recommended that the City should focus on making improvements to high priority areas to increase overall quality of life satisfaction.



## Service satisfaction

Overall satisfaction with City services remains strong, with 75% of residents saying they are somewhat or very satisfied. However, Airdrie's municipal comparator score of 6.1 falls below the national average score of 6.8, suggesting there is still room to strengthen performance relative to other municipalities.

Residents are most satisfied with Airdrie fire services, Chinook Winds Park, and parks, pathways, and open spaces. There were lower levels of satisfaction with winter snow and ice control (66%) and Airdrie transit (70%).

The top priority services were snow and winter ice control, Airdrie transit, and infrastructure maintenance and replacement.



## Value, safety, and engagement

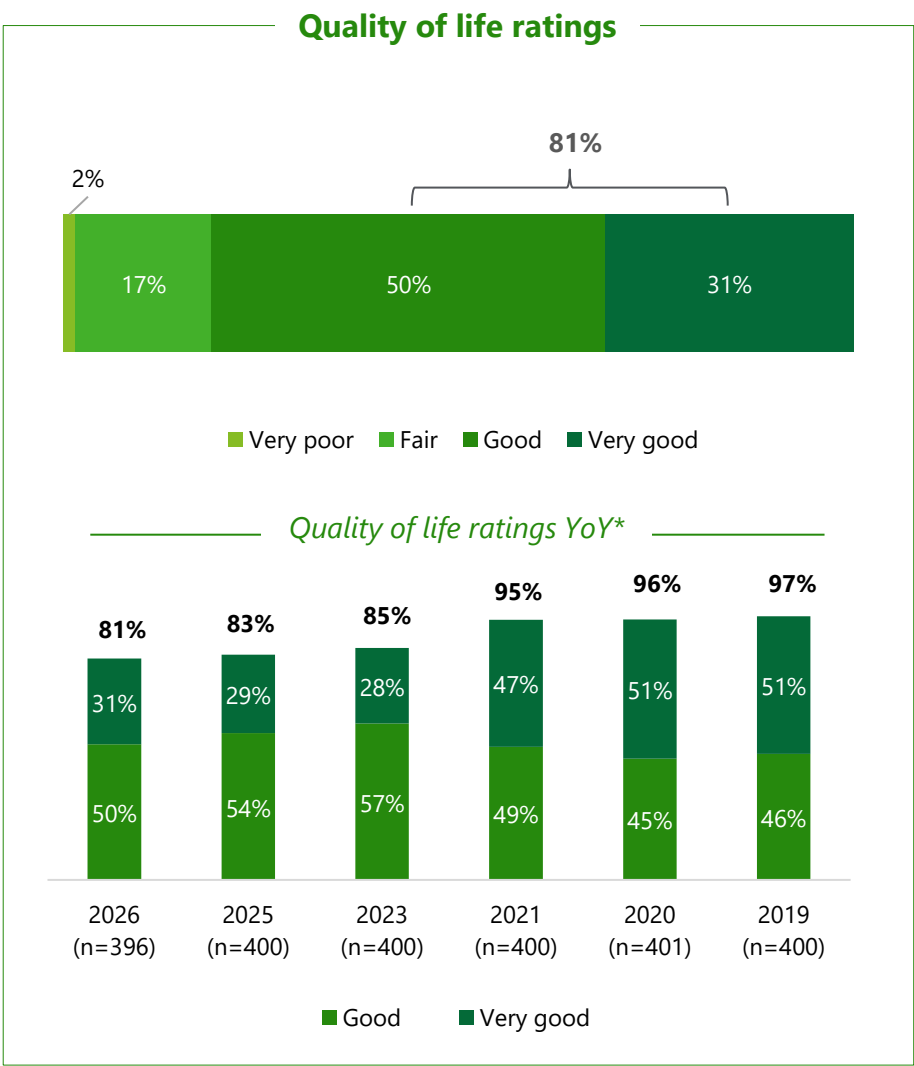
Value perceptions are improving, with 66% rating City services as good or very good value (up from 52% in 2025), indicating increased recognition of value. Residents are prioritizing maintaining current service levels, with growing support for modest tax increases to sustain services (37%).

Safety remains a key strength, with near-universal agreement that residents feel safe (97%) and strong confidence in the City's ability to maintain safety (88%).

Customer service is strong and improving, with 87% rating recent interactions positively, including one-third who say experiences exceeded expectations.

# Section 2: Quality of life

# Quality of life (1/4)

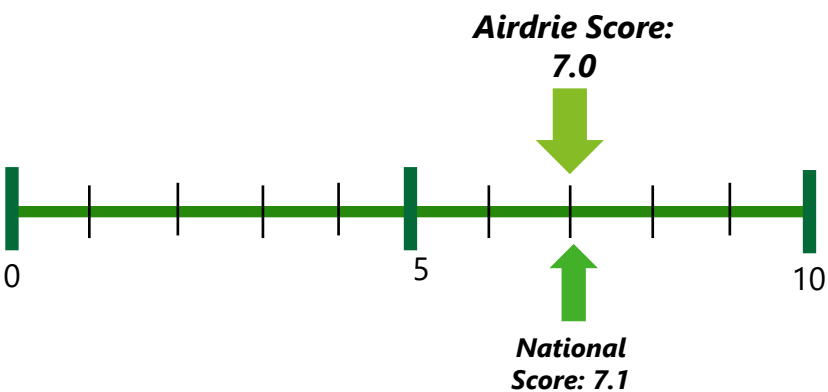


Q: To start off, how would you rate the quality of life in the City of Airdrie today? Would you say it is... (n=396)

\*Please note: Quality of life ratings were previously measured on a five-point scale. Prior year results have been recalculated to align with the four-point scale used in 2026.

## Quality of life – Municipal Comparator

**The Quality-of-Life Key Performance Indicator (KPI) for the City was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities.**



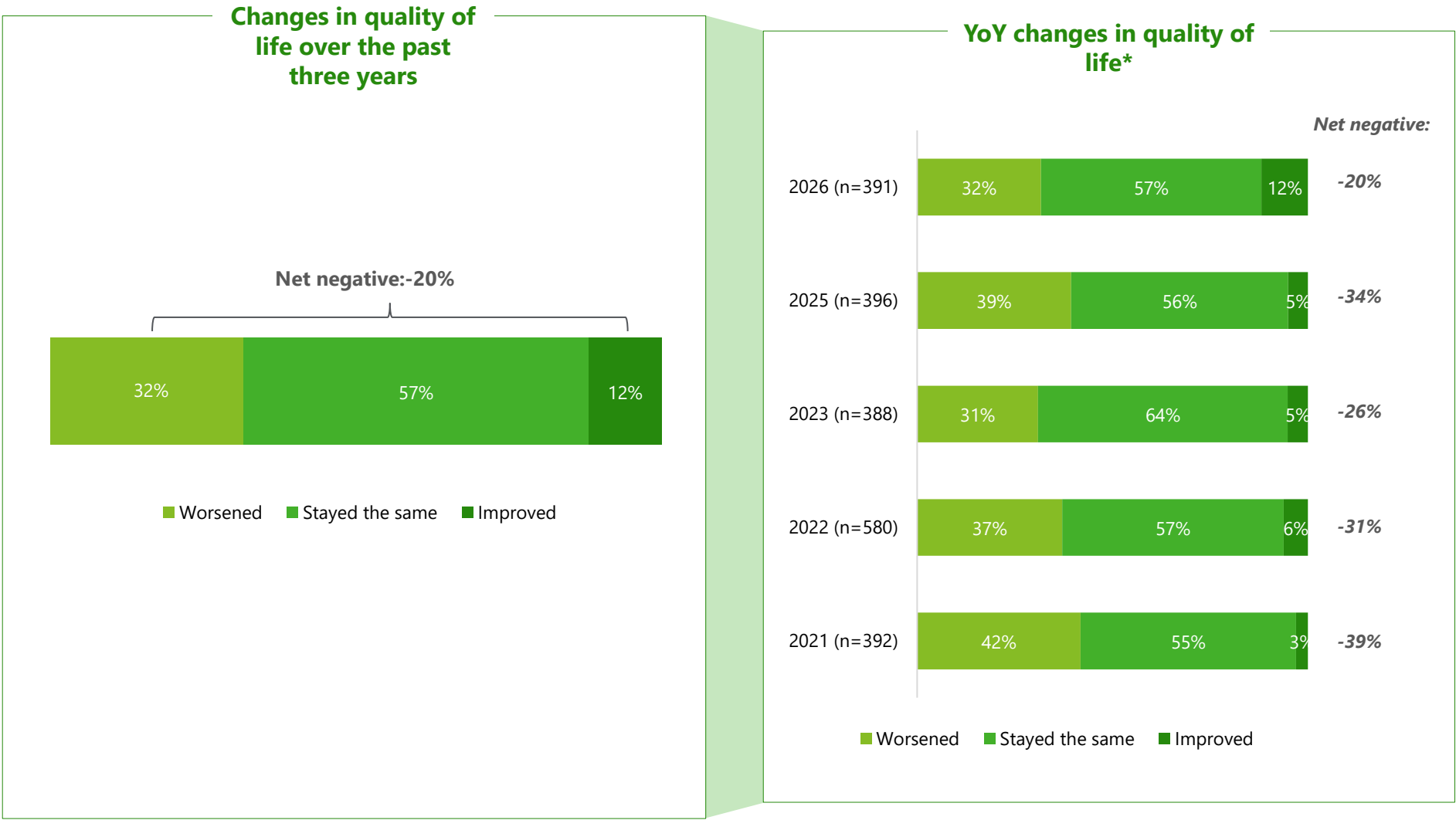
## Key Insights

Overall, perceptions of quality of life in Airdrie remain strong, with 81% rating it as good or very good (50% good, 31% very good), while only a small minority (2%) indicated it was very poor.

Results show a slight decline compared to recent years, down from 83% in 2025.

Despite this, Airdrie performs in line the national average, with a score of 7.0, indicating overall sentiment remains positive relative to other municipalities across Canada.

# Quality of life (2/4)



## Key Insights

For most residents, quality of life has remained stable over the past three years, but more residents say it has worsened than improved (32% vs. 12%; net -20%).

A majority (57%) feel quality of life has remained the same, suggesting mixed sentiment but limited perceived gains.

Year-over-year results show improvement, where the net negative results were more pronounced.

Q: Do you feel that the quality of life in the City of Airdrie in the past three years has (n=391)  
\*Please note: Quality of life ratings previously included "Don't know" responses. Historical results have been recalculated to exclude "Don't know" responses.

# Quality of life (3/4)

## Most important issues facing *(Open text responses, key themes)*



Health care access



Managing rapid population growth



Infrastructure not keeping up



Roads, traffic congestion, and driving safety



Public transit and transportation options



Overcrowding in schools



Housing affordability and suitability



Cost of living, property taxes, and affordability



Community amenities and municipal services

## Satisfaction with factors related to quality of life



## Key Insights

When asked about the most important issues facing Airdrie, residents commonly mentioned health care access, managing rapid population growth, and infrastructure not keeping up, alongside traffic/driving safety, public transit, school overcrowding, and housing affordability/cost of living.

Residents were most satisfied with the availability of parks and greenspaces, safety in Airdrie, and environmental protection practices.

Residents had lower levels of satisfaction with the availability of health and medical services, the overall cost of living, and housing that is affordable.

Q: What, in your opinion, is the most important issue facing the City of Airdrie today? (n=401)

Q: Please tell me how satisfied you are with each of the following quality of life factors related to living in the City of Airdrie. (n=401)

# Quality of life (4/4)

## Derived Importance Methodology

**Priority Matrix:** Using respondents' satisfaction levels with various factors related quality of life in Airdrie, a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between the factors related to quality of life and respondents' ratings of quality of life. Factors with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given attribute.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall ratings of quality of life in Airdrie.

## Priority Matrix

| Factor                                                                              | Performance | Importance | Priority Rank |
|-------------------------------------------------------------------------------------|-------------|------------|---------------|
| Availability of health and medical services                                         | 29%         | 7.3        | 1             |
| Management of community growth and development                                      | 56%         | 8.4        | 2             |
| Housing that is affordable                                                          | 55%         | 8.1        | 3             |
| Overall cost of living (aside from housing)                                         | 51%         | 6.7        | 4             |
| K-12 education                                                                      | 57%         | 7.3        | 5             |
| Road networks and bridges                                                           | 63%         | 8.4        | 6             |
| Accessibility of City facilities and infrastructure                                 | 69%         | 9.4        | 7             |
| Recreational facilities and programming                                             | 58%         | 6.7        | 8             |
| Management of City issues                                                           | 68%         | 8.6        | 9             |
| Local amenities – entertainment, shopping dining opportunities, and places to visit | 68%         | 6.5        | 10            |
| Availability of housing                                                             | 72%         | 7.3        | 11            |
| Events and festivals                                                                | 80%         | 7.9        | 12            |
| Arts & cultural programs and events                                                 | 80%         | 5.6        | 13            |
| Pedestrian and cyclist infrastructure                                               | 85%         | 6.3        | 14            |
| Environmental protection practices                                                  | 88%         | 7.5        | 15            |
| Sense of belonging                                                                  | 85%         | 5.6        | 16            |
| Airdrie is a safe place to live                                                     | 89%         | 5.8        | 17            |
| Availability of parks and greenspaces                                               | 91%         | 6.1        | 18            |

## Key Insights

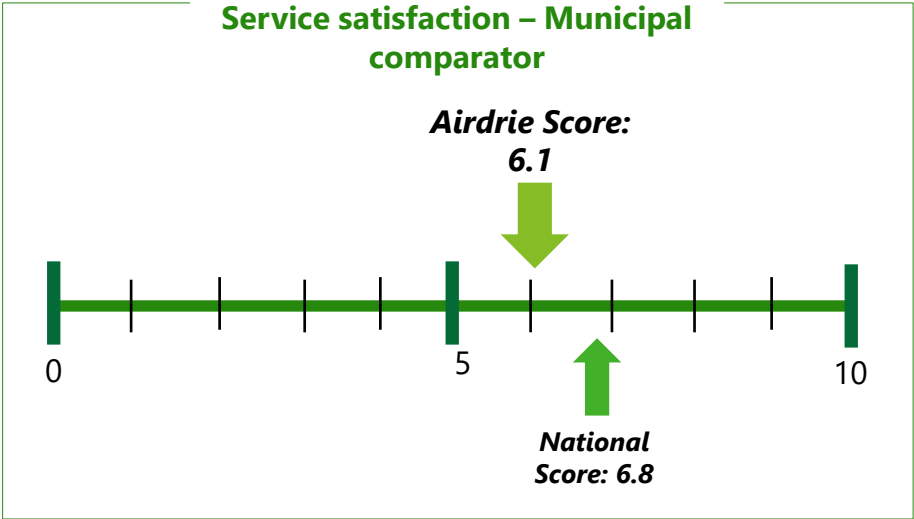
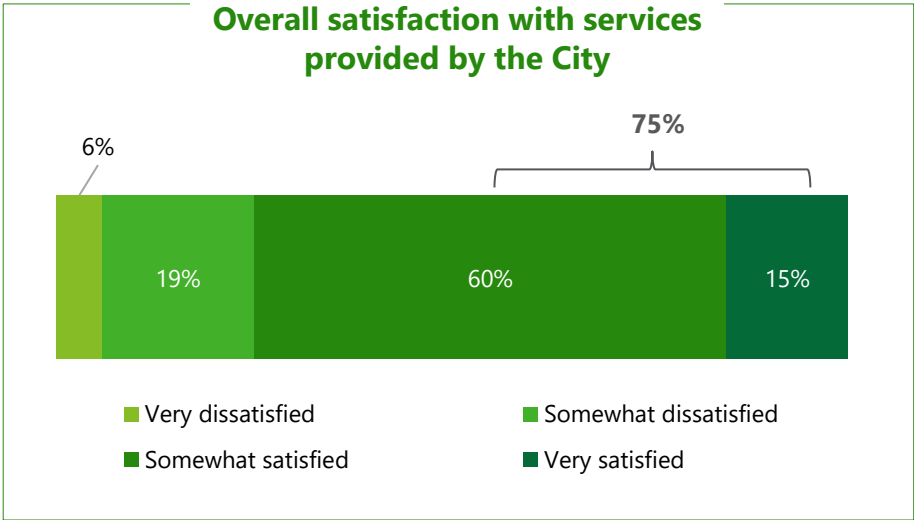
Using Deloitte's proprietary derived importance methodology, it was found that the top priorities related to quality of life in Airdrie are the availability of health and medical services, management of community growth and development, and housing that is affordable.

Making improvements to higher priority items will have the greatest impact on residents' overall ratings of quality of life in the city.

# Section 3:

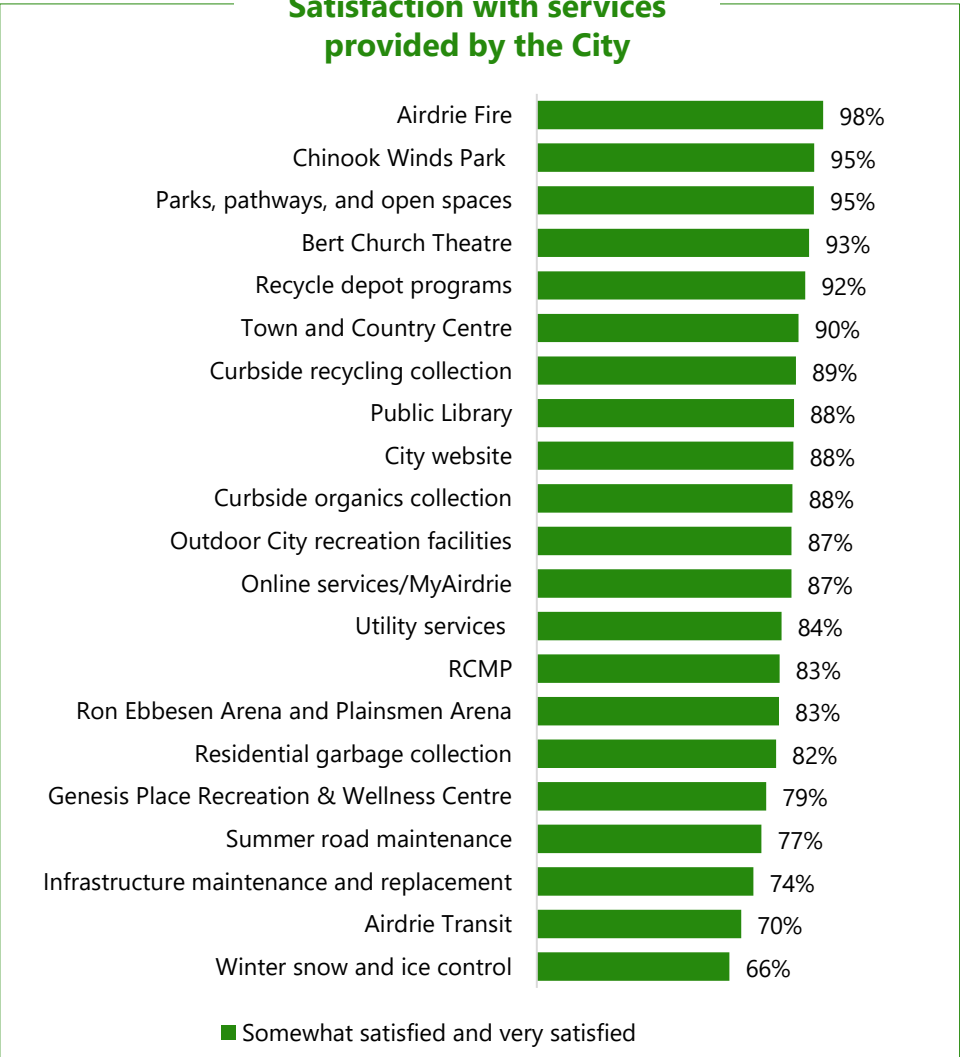
## Service satisfaction

# Service satisfaction (1/3)



Q: Overall, how satisfied with the quality of services provided by the City of Airdrie? (n=399)  
Q: And how satisfied are you with each of the following services provided by the City of Airdrie? (n=401)

## Satisfaction with services provided by the City



## Key Insights

Overall satisfaction with City services is high, with 75% of residents saying they are somewhat or very satisfied.

Against the municipal comparator, Airdrie’s overall service satisfaction score is 6.1, which sits below the national score of 6.8.

Residents were most satisfied with Airdrie fire services, Chinook Winds Park, and parks, pathways and open spaces. Residents had lower levels of satisfaction with Winter snow and ice control and Airdrie transit.

Residents who indicated they use Airdrie transit some of the time or most of the time had lower levels of satisfaction compared to those who rarely or never use it (46% versus 70%).

## Service satisfaction (2/3)

### YoY Satisfaction with services provided by the City

| Services                                                                             | 2026 | % Change from 2025 | % Change from 2023 | % Change from 2021 | % Change from 2020 |
|--------------------------------------------------------------------------------------|------|--------------------|--------------------|--------------------|--------------------|
| Airdrie Fire                                                                         | 98%  | +3%                | +7%                | +2%                | +1%                |
| Parks, pathways, and open spaces                                                     | 95%  | +18%               | +18%               | +4%                | +5%                |
| Chinook Winds Park (skate park, spray park, toboggan hill, multi-use court)          | 95%  | +16%               | +13%               | +3%                | 0%                 |
| Bert Church Theatre                                                                  | 93%  | +10%               | +8%                | 0%                 | -1%                |
| Recycle depot programs                                                               | 92%  | +6%                | +4%                | 0%                 | -1%                |
| Town and Country Centre                                                              | 90%  | +19%               | +14%               | +5%                | +6%                |
| Curbside recycling collection                                                        | 89%  | +2%                | +5%                | -2%                | -3%                |
| Curbside organics collection                                                         | 88%  | +1%                | +5%                | -1%                | -2%                |
| City website                                                                         | 88%  | +22%               | +17%               | +8%                | +5%                |
| Public Library                                                                       | 88%  | +12%               | +9%                | -1%                | -1%                |
| Outdoor City recreation facilities such as ice rinks, soccer fields, and playgrounds | 87%  | +18%               | +12%               | 0%                 | -4%                |
| Online services/MyAirdrie (e.g., bill payments, permits, notifications)              | 87%  | +10%               | +11%               | 0%                 | 0%                 |
| Utility services (including water and sewer)                                         | 84%  | +9%                | +8%                | -4%                | -3%                |
| RCMP                                                                                 | 83%  | +13%               | +23%               | +5%                | +7%                |
| Ron Ebbesen Arena and Plainsmen Arena                                                | 83%  | +25%               | +14%               | -4%                | -2%                |
| Residential garbage collection                                                       | 82%  | 0%                 | +2%                | 0%                 | -9%                |
| Genesis Place Recreation & Wellness Centre                                           | 79%  | +17%               | +10%               | -12%               | -9%                |
| Summer road maintenance                                                              | 77%  | +10%               | +9%                | 0%                 | +1%                |
| Infrastructure maintenance and replacement                                           | 74%  | -                  | -                  | -                  | -                  |
| Airdrie Transit                                                                      | 70%  | +40%               | +32%               | +1%                | +9%                |
| Winter snow and ice control                                                          | 66%  | +12%               | +27%               | +17%               | 0%                 |

Q: And how satisfied are you with each of the following services provided by the City of Airdrie? (n=401)

\*Please note: Satisfaction ratings were previously measured on a five-point scale. Prior year results have been recalculated to align with the four-point scale used in 2026.

## Key Insights

The biggest year-over-year gains vs 2025 are seen in Airdrie Transit (+40 pts), City website (+22), and several recreation assets (e.g., arenas +25, parks +18, outdoor recreation +18), suggesting noticeable improvements in mobility, digital services, and amenities.

## Service satisfaction (3/3)

### Derived Importance Methodology

**Priority Matrix:** Using respondents' satisfaction levels with various services provided by the City of Airdrie, a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between the services and respondents' overall satisfaction with the services provided by the City. Factors with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given service.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction with City services.

### Priority Matrix

| Factor                                                                               | Performance | Importance | Priority Rank |
|--------------------------------------------------------------------------------------|-------------|------------|---------------|
| Winter snow and ice control                                                          | 66%         | 9.4        | 1             |
| Airdrie Transit                                                                      | 70%         | 8.6        | 2             |
| Infrastructure maintenance and replacement                                           | 74%         | 8.6        | 3             |
| Summer road maintenance                                                              | 77%         | 7.9        | 4             |
| Genesis Place Recreation & Wellness Centre                                           | 79%         | 7.1        | 5             |
| Utility services (including water and sewer)                                         | 84%         | 8.4        | 6             |
| Residential garbage collection                                                       | 82%         | 6.9        | 7             |
| RCMP                                                                                 | 83%         | 6.9        | 8             |
| Ron Ebbesen Arena and Plainsmen Arena                                                | 83%         | 6.6        | 9             |
| Curbside organics collection                                                         | 88%         | 8.4        | 10            |
| Online services/MyAirdrie (e.g., bill payments, permits, notifications)              | 87%         | 6.9        | 11            |
| Outdoor City recreation facilities such as ice rinks, soccer fields, and playgrounds | 87%         | 6.9        | 12            |
| City website                                                                         | 88%         | 7.1        | 13            |
| Public Library                                                                       | 88%         | 6.4        | 14            |
| Curbside recycling collection                                                        | 89%         | 6.4        | 15            |
| Town and Country Centre                                                              | 90%         | 6.4        | 16            |
| Recycle depot programs                                                               | 92%         | 5.4        | 17            |
| Bert Church Theatre                                                                  | 93%         | 6.1        | 18            |
| Chinook Winds Park (skate park, spray park, toboggan hill, multi-use court)          | 95%         | 6.1        | 19            |
| Parks, pathways, and open spaces                                                     | 95%         | 5.1        | 20            |
| Airdrie Fire                                                                         | 98%         | 4.8        | 21            |

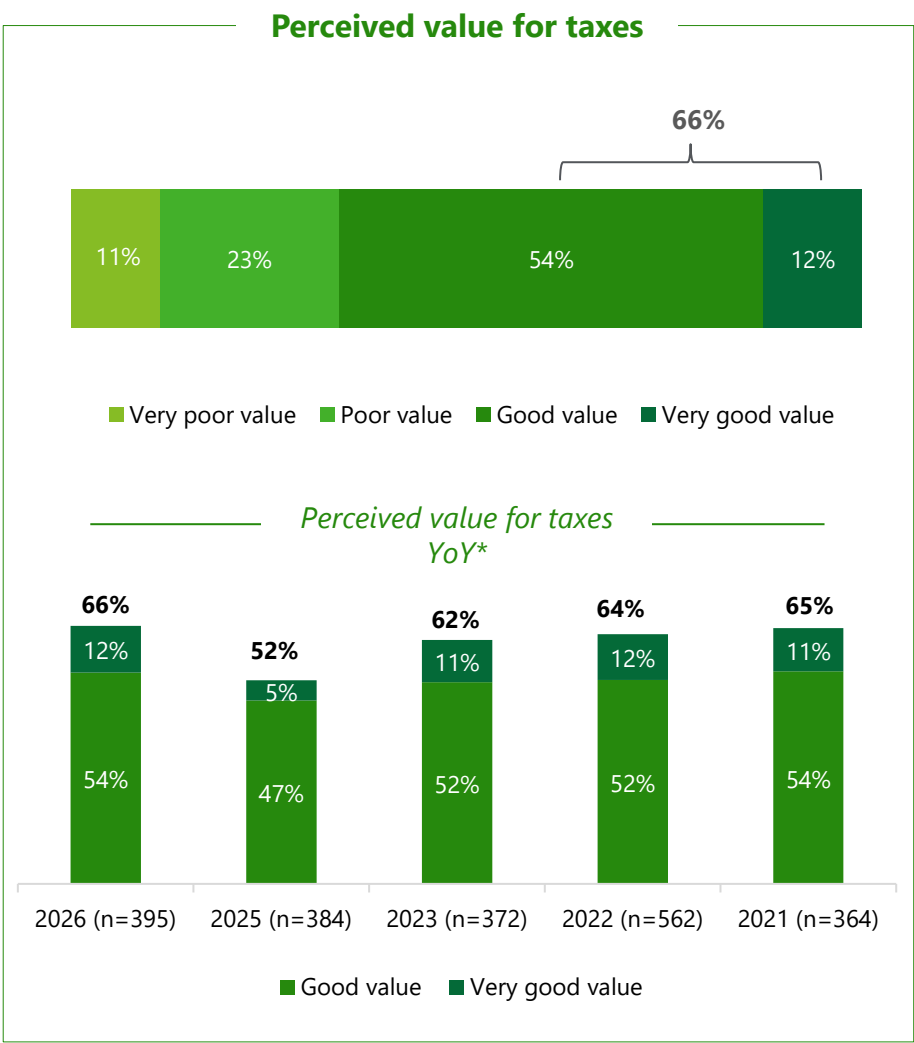
## Key Insights

Using Deloitte's proprietary derived importance methodology, it was found that the top priority services were winter snow and ice control, Airdrie transit, and infrastructure maintenance and replacement.

Making improvements to higher priority services will have the greatest impact on residents' overall satisfaction with services provided by the City.

# Section 4: Value for taxes

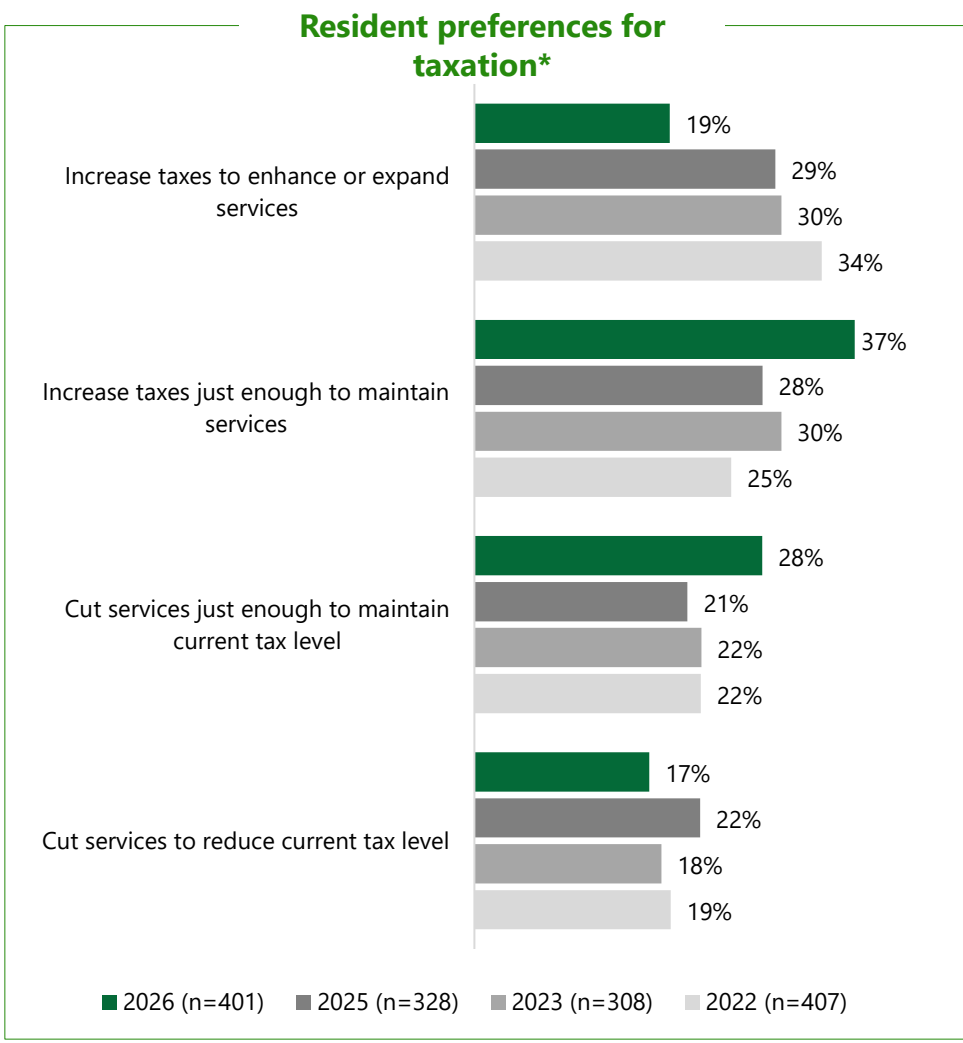
# Value for taxes



Q: Thinking about all the programs and services you receive from the City of Airdrie; for your tax dollars would you say that overall, you get...? (n=395)

Q: To deal with this situation, which one of the following options would you like the City to pursue? (n=401)

\*Please note: Ratings were previously measured on a five-point scale and included "Don't know" responses. Historical results have been recalculated to align with the four-point scale used in 2026 and to exclude "Don't know" responses.



## Key Insights

Perceptions of value for money have improved notably in 2026, with 66% of residents rating City services as good or very good value, up from 52% in 2025.

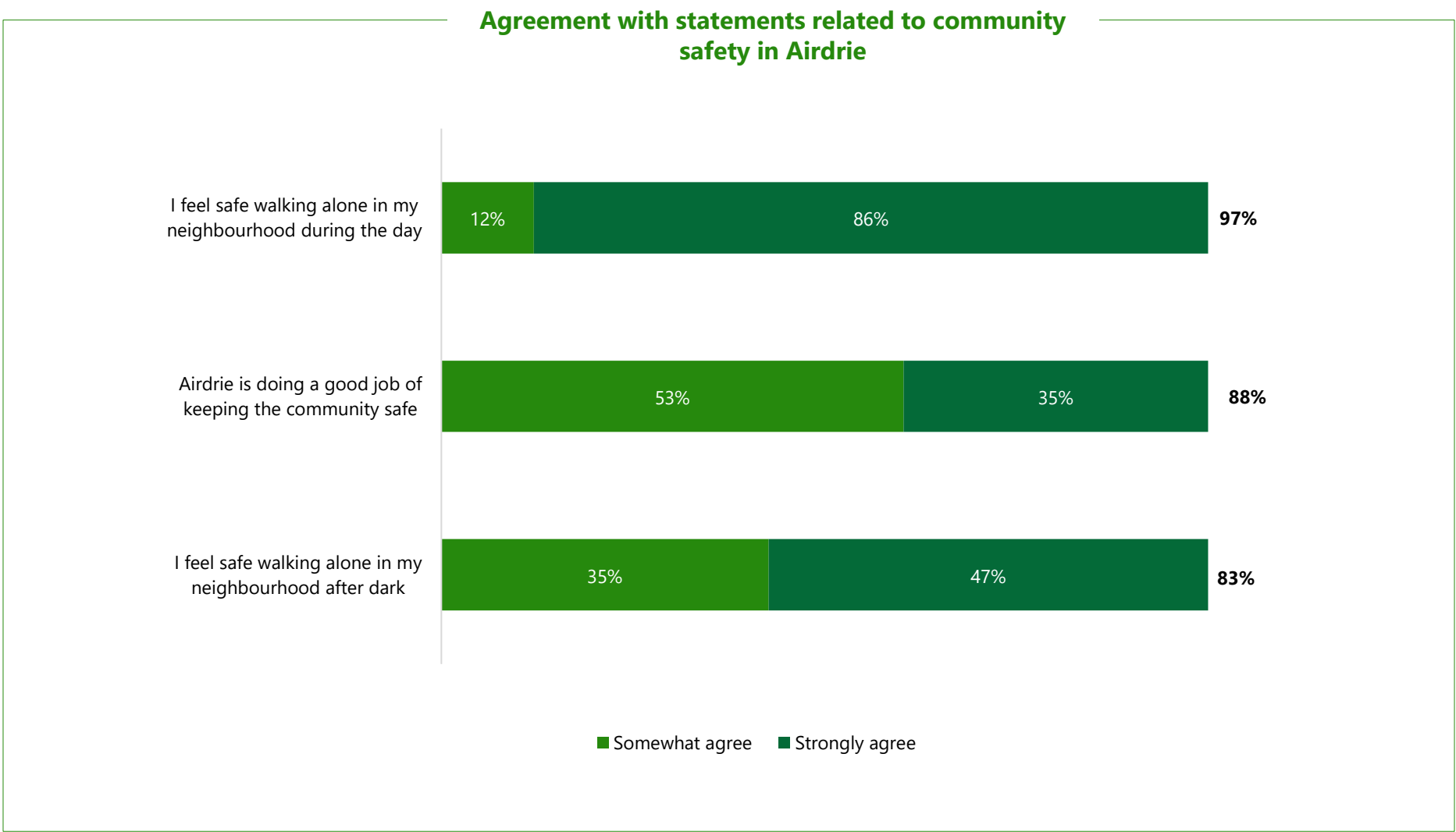
In 2026, residents show a clear shift toward a "maintain services" approach: 37% would prefer to increase taxes just enough to maintain current service levels (up from 28% in 2025). Preference for expanding/enhancing services has dropped to 19% in 2026.

Support for service cuts is mixed with 28% would cut services just enough to maintain current tax levels.

17% would cut services to reduce taxes, the lowest "reduce taxes" result across the years shown.

# Section 5: Safety issues

# Safety issues



Q: Please indicate your level of agreement with the following statements regarding community safety within the City of Airdrie: (n=401)

## Key Insights

Perceptions of community safety in Airdrie are very strong overall, with 97% of residents feeling safe walking alone during the day, including a high share who strongly agree (86%).

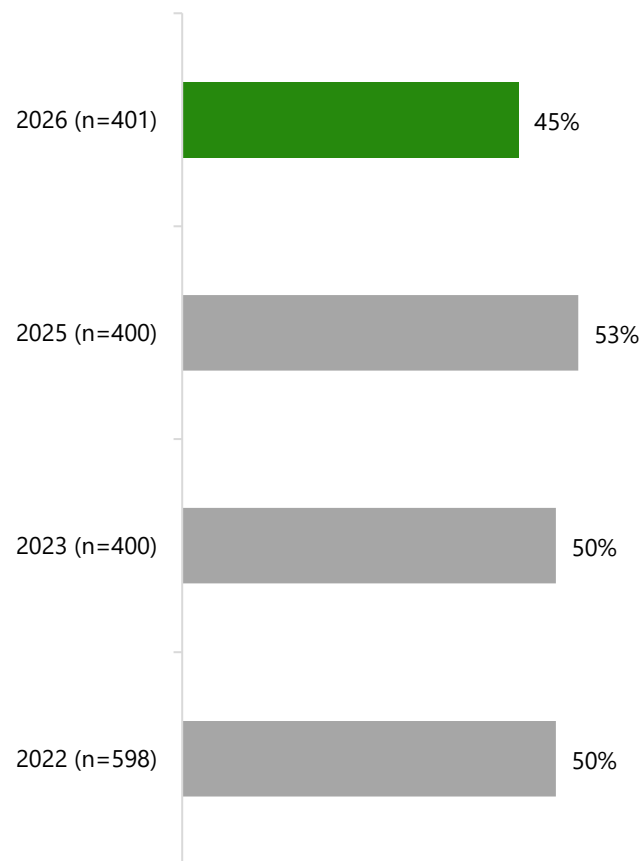
Confidence remains solid across other measures as well, with 88% agreeing that Airdrie is doing a good job of keeping the community safe.

# **Section 6:**

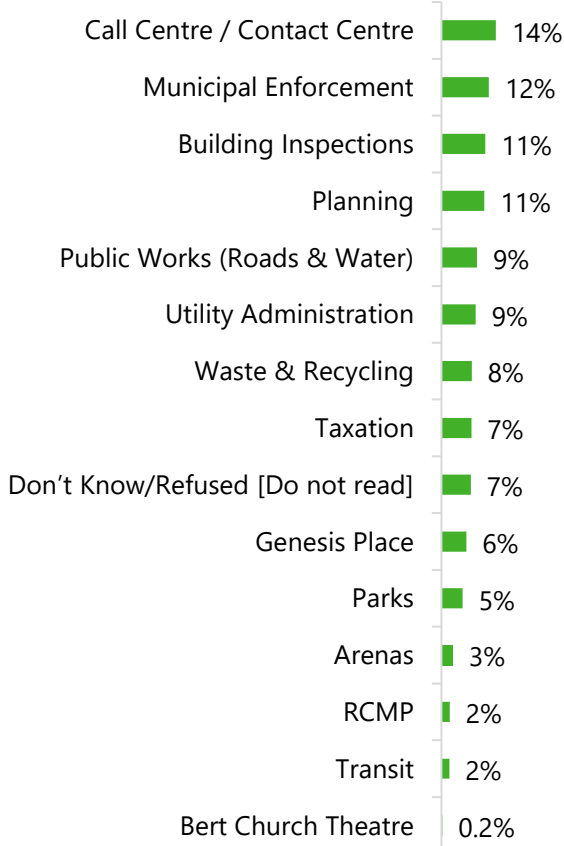
## **Contact with the City and customer service**

# Contact with the City and customer service (1/3)

Recent contact with the City of Airdrie Staff  
% who have contacted the City in the past year



City department most recently contacted



## Key Insights

Residents' direct contact with the City appears to have declined in 2026, with 45% reporting contact with City staff in the past year, down from 53% in 2025 and slightly below levels seen in 2022 and 2023 (50%).

Among those who had recent contact, interactions were most commonly with the Call Centre / Contact Centre (14%), followed by Municipal Enforcement (12%), Building Inspections (11%), and Planning (11%).

Q: 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? (n=401)

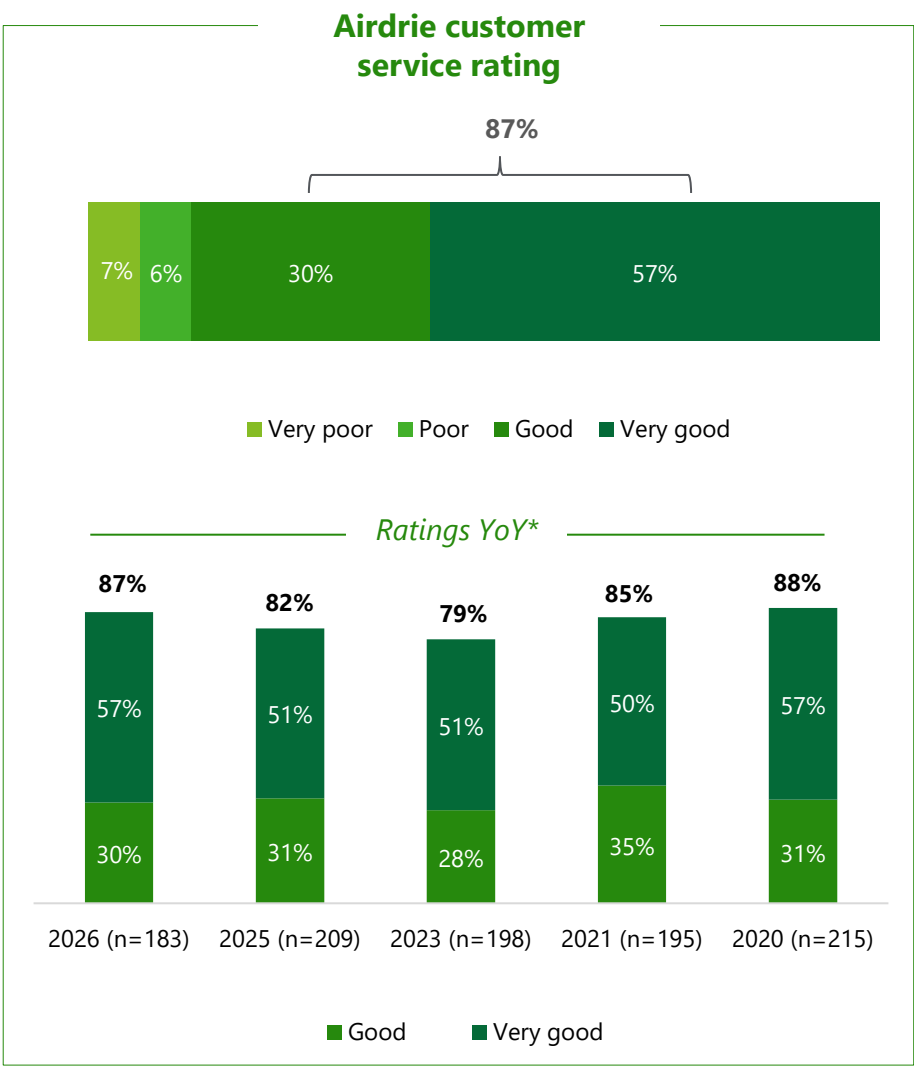
Q: Thinking about the staff member you last had contact with, which department were they from? (n=183)

# Contact with the City and customer service (2/3)

## Key Insights

Customer service ratings following recent contact with the City are very strong in 2026, with 87% rating their experience as good or very good, including a majority (57%) selecting “very good”. Results show a notable improvement year-over-year, with top-two ratings increasing from 82% in 2025 to 87% in 2026.

Perceptions of customer service are generally positive, with 33% saying it exceeded expectations and a majority (51%) indicating it met expectations.

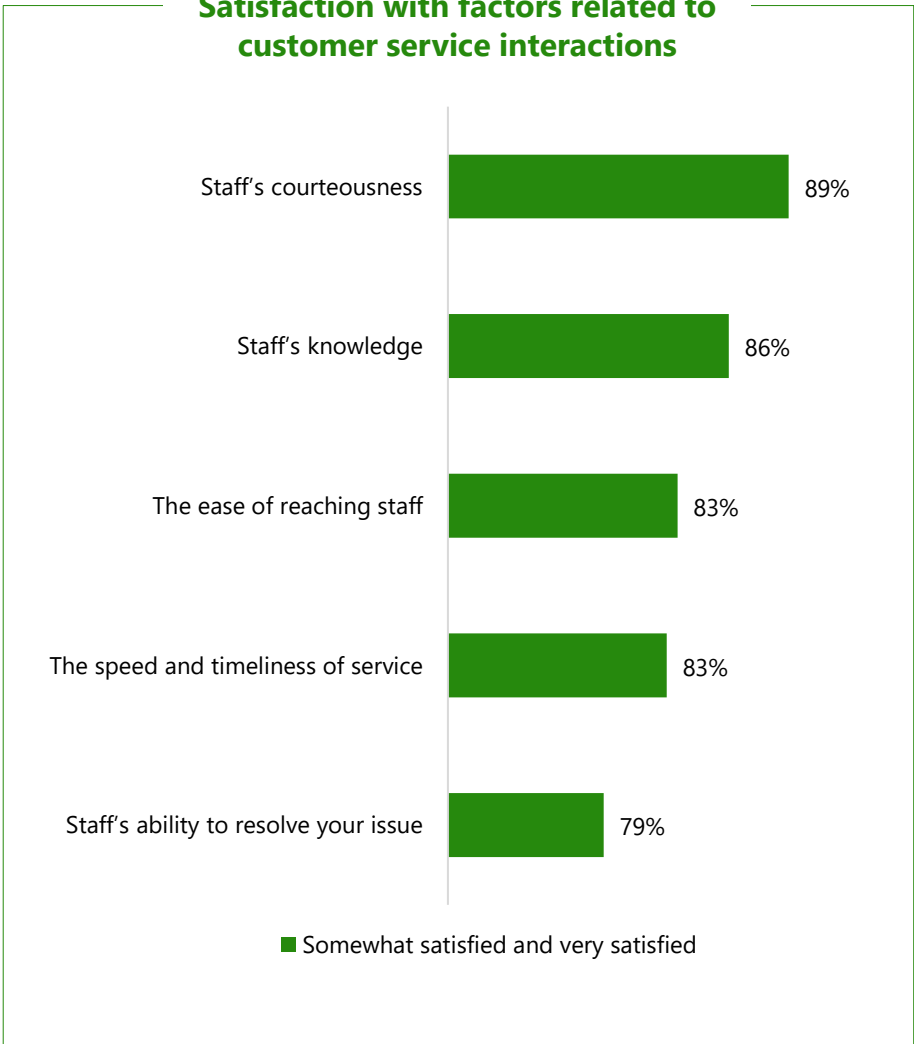


Q: Thinking of your latest contact with the City of Airdrie, how would you rate the customer service you received? (n=184)  
Q: And would you say the customer service you received was...? (n=184)

\*Please note: Ratings were previously measured on a five-point scale. Prior year results have been recalculated to align with the four-point scale used in 2026.

# Contact with the City and customer service (3/3)

Satisfaction with factors related to customer service interactions



Priority matrix

| Factor                                | Performance | Importance | Priority Rank |
|---------------------------------------|-------------|------------|---------------|
| Staff's ability to resolve your issue | 79%         | 8.4        | 1             |
| The speed and timeliness of service   | 83%         | 6.9        | 2             |
| Staff's courteousness                 | 89%         | 9.4        | 3             |
| The ease of reaching staff            | 83%         | 5.7        | 4             |
| Staff's knowledge                     | 86%         | 6.3        | 5             |

## Key Insights

Residents reported high satisfaction across all aspects of Airdrie's customer service, with particularly strong ratings for staff courteousness and knowledge.

There were slightly lower levels of satisfaction with the staff's ability to resolve their issue.

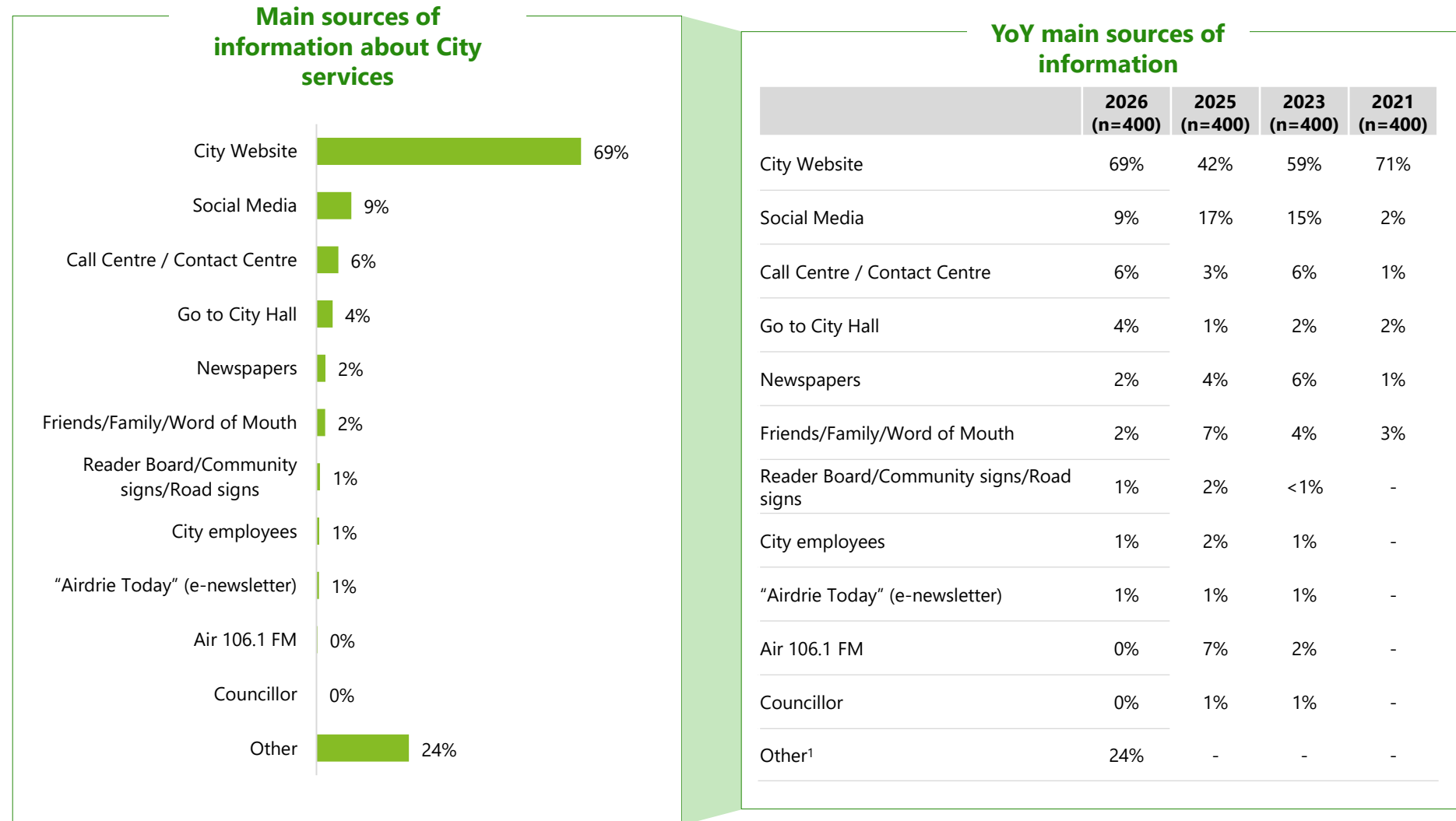
Using Deloitte's proprietary derived importance methodology, it was found that the top priorities related to customer service were the staff's ability to resolve the issue and the speed and timeliness of the service.

Q: How satisfied are you with the following factors related to the City of Airdrie's customer service: (n=184)

# **Section 7:**

## **Communications and public engagement**

## Communications and public engagement (1/3)



Q: In general, when you need to get information on the City and its services, what is your main source of information? (n=401)

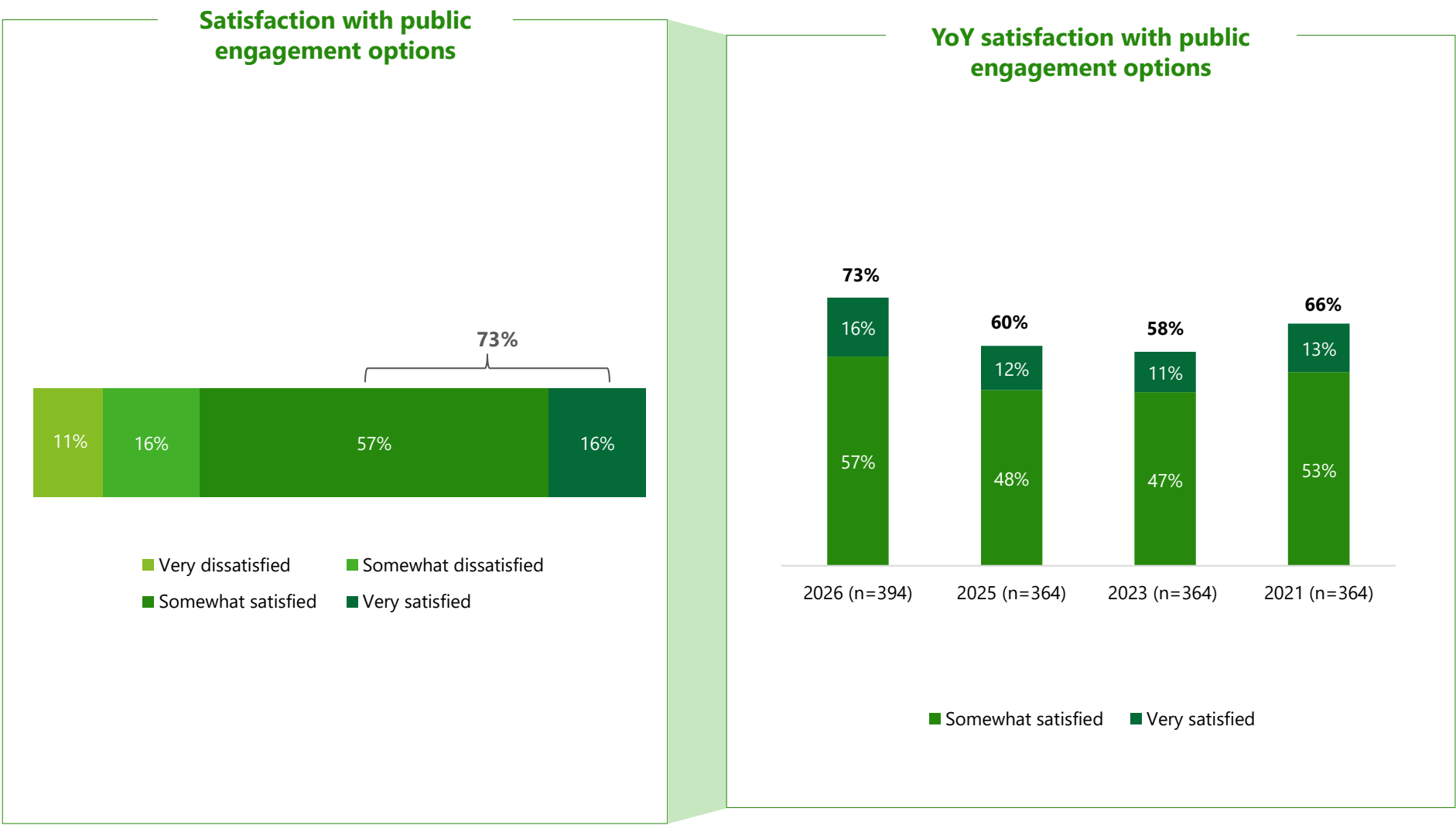
## Key Insights

Residents primarily rely on the City website for information on the City and its services.

The other channels play a much smaller role, including social media (9%), the contact centre (6%), and in-person visits (4%), while traditional and word-of-mouth sources remain minimal.

1 "Other" channels mentioned by residents included the internet, email, and calling the City for direct updates.

# Communications and public engagement (2/3)



## Key Insights

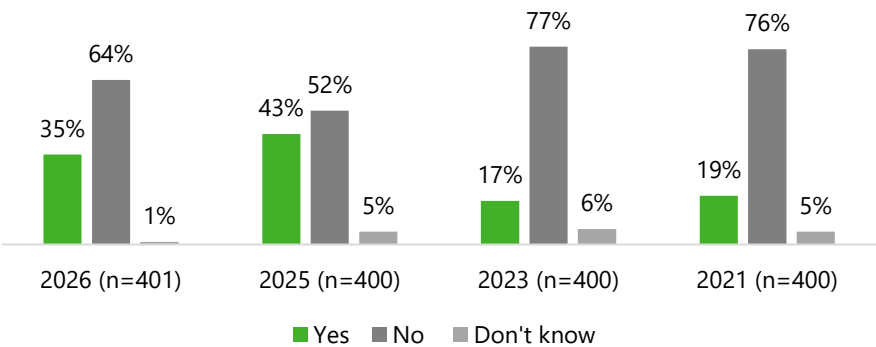
Overall, a majority of residents (73%) are at least somewhat satisfied with opportunities for public engagement. Satisfaction is largely driven by “somewhat satisfied” responses (57%), with a smaller share (16%) indicating they are very satisfied. This suggests some room to further strengthen engagement experiences.

Results also show a notable improvement from 2025 (+13 pts) and 2023, indicating increased satisfaction with opportunities to provide input and share feedback.

Q: How satisfied are you with the opportunities for public engagement in Airdrie – to provide input and share your comments on topics that matter to you? (n=394)  
\*Please note: Ratings were previously measured on a five-point scale and included “Don’t know” responses. Historical results have been recalculated to align with the four-point scale used in 2026 and to exclude “Don’t know” responses.

# Communications and public engagement (3/3)

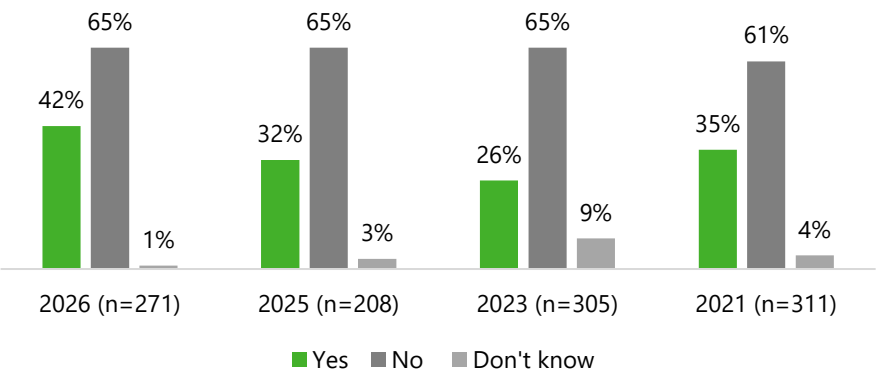
Participation in public engagement over the past year



Public engagement opportunities (Key themes)

- ✓ Surveys (online / phone)
- ✓ In-person events (Open houses / pop-ups / info sessions)
- ✓ Formal civic process participation (Council meetings / town halls / public hearings)
- ✓ Elections & civic participation activities
- ✓ Community/committee involvement (Boards, clubs, volunteering, advisory groups)

Experiencing barriers to participating in public engagement opportunities



Barriers to participating in public engagement opportunities (Key themes)

- ✗ Lack of awareness / poor communication
- ✗ Time constraints (work, family, competing priorities)
- ✗ Timing and scheduling conflicts
- ✗ Accessibility / mobility barriers
- ✗ Lack of personal interest

## Key Insights

Participation in public engagement has softened in 2026, with 35% of residents reporting participation, down from 43% in 2025, though still above levels seen in earlier years (2021–2023). Residents most commonly participated through surveys, in-person events, and formal civic processes.

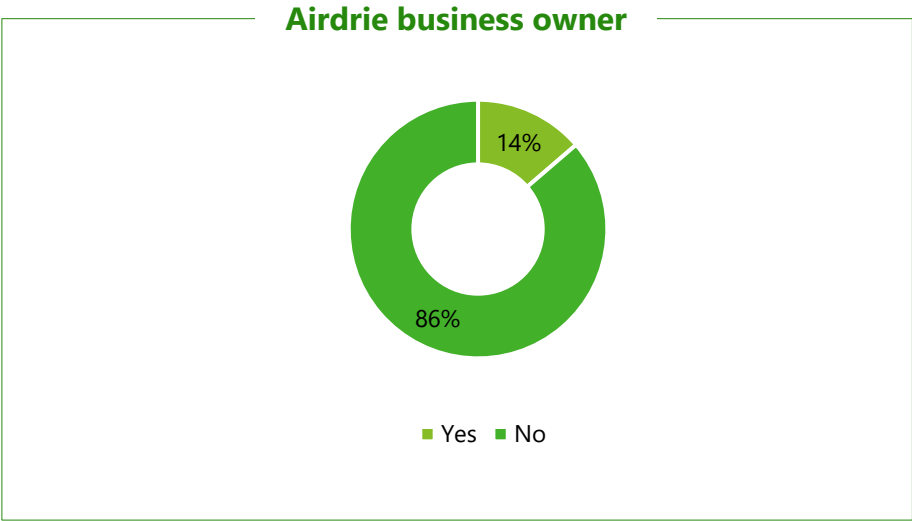
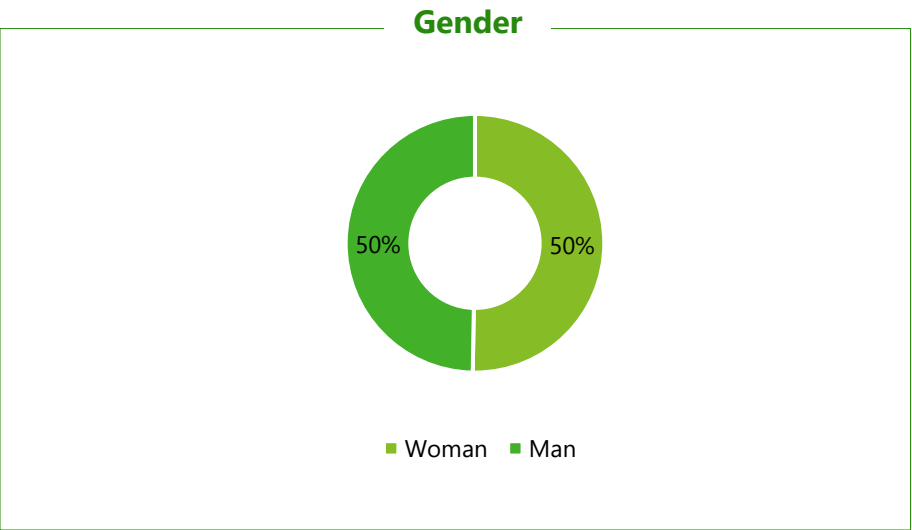
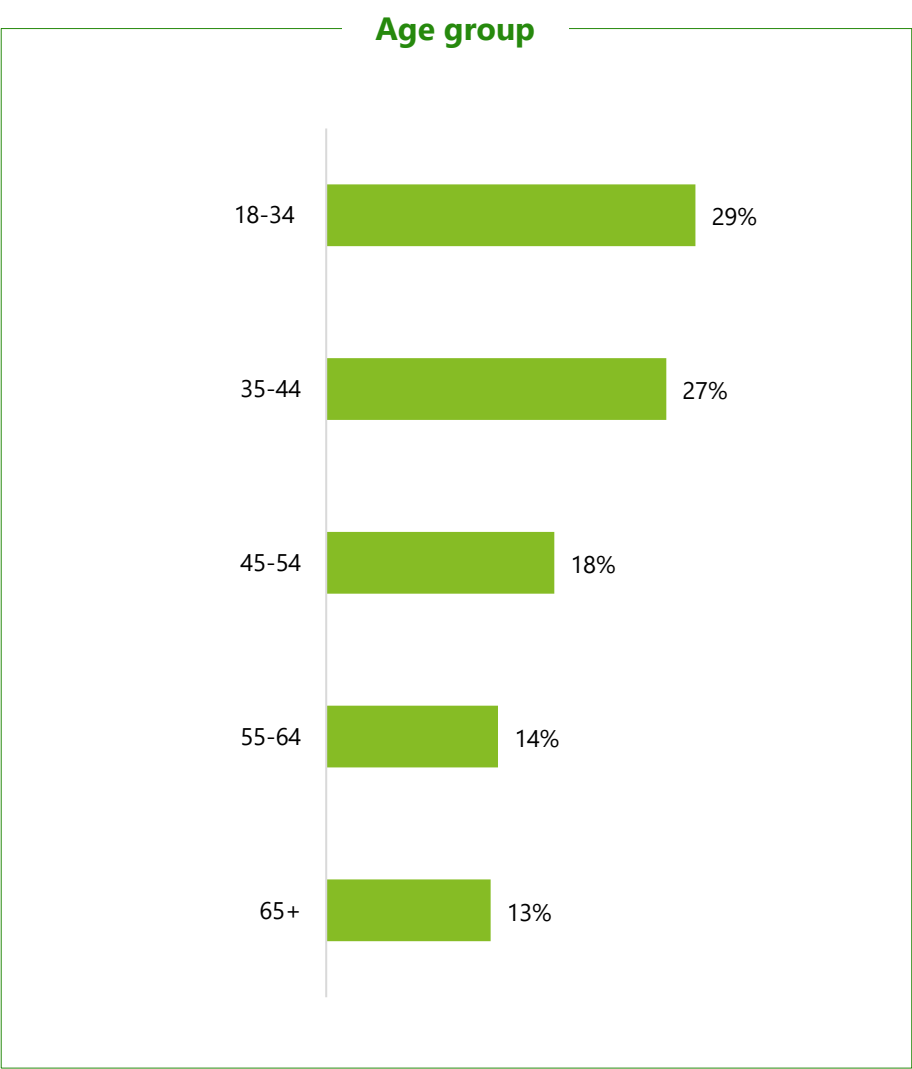
At the same time, 42% of non-participants report barriers to participation, an increase from previous years, suggesting growing challenges to engagement. The most common barriers include lack of awareness or communication, time constraints, and scheduling conflicts.

Q: Have you participated in any public engagement opportunities, such as surveys, open houses, focus groups, or public hearings provided by the City of Airdrie in the past 12 months? (n=401)

Q: Is there anything preventing you from participating in public engagement opportunities provided by the City of Airdrie? (n=271)

# Section 8: Demographics

# Demographics



Q: What year were you born in? (n=401)  
Q: Which of the following best describes your gender? (n=401)  
Q: Do you own/operate a business in Airdrie? (n=401)

## Key Insights

Survey results were weighted in proportion to 2020 Statistics Canada Census data for the City of Airdrie to ensure the findings accurately reflect the broader community.

14% of residents indicated that they owned a business in the city of Airdrie.



## About Deloitte LLP

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