

2023 Social Well-Being Survey Report at a glance

Overview and highlights

What is social well-being?

We define social well-being as a state of positive social relationships in a community, built upon social capital, inclusion, acceptance, support and contribution. This means that people have a sense of belonging, have strong relationships, do not face barriers to participation and are free from discrimination. When social well-being improves, so too does quality of life.

The City's first Social Well-Being Survey was conducted in March 2023, to help us understand the baseline level of social well-being in Airdrie. These results can help us with long-term planning and allow us to better serve our residents as we grow.

Highlights



71% of residents report feeling **a sense of belonging** in Airdrie



42% of residents feel that they **do not have a voice in decisions** that impact Airdrie



92% of residents believe that their **friends and family will be there** if needed



85% of residents have **helped members of their community** when they have needed it



61% of residents believe they **can access the resources and supports** they need here in Airdrie



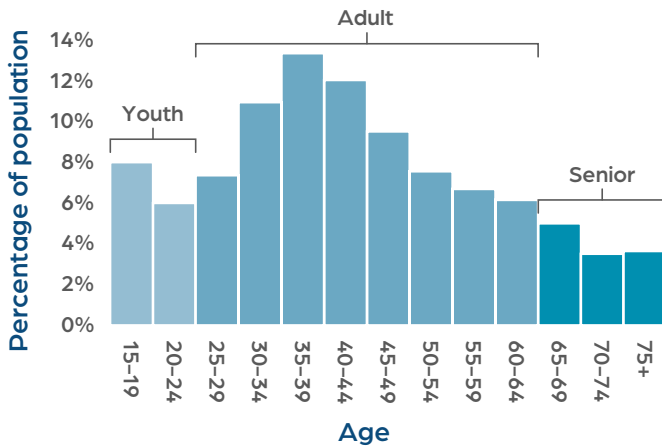
33% of residents believe that **government works in the best interests** of everyone



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Demographic information

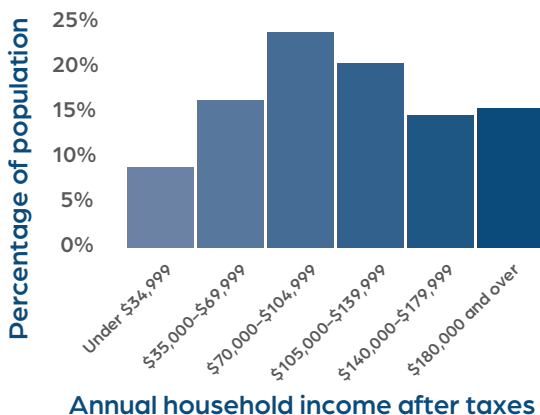
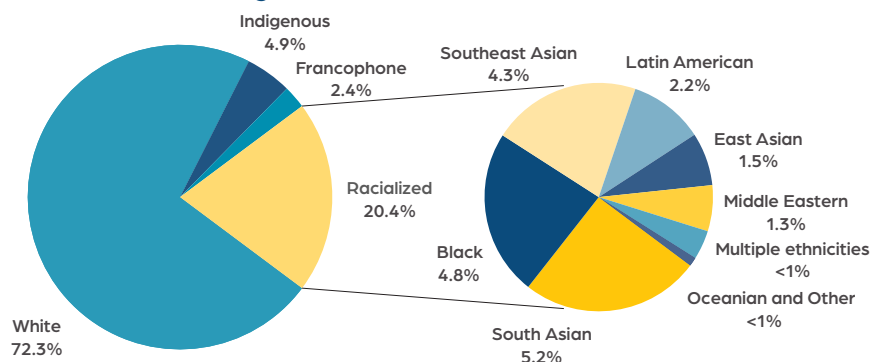
Airdrie is one of Canada's fastest growing cities and with this growth comes change in the makeup of our city. To better serve our residents, it is important to understand who they are.



More than 50% of the population aged 15 years or older is between the ages of 25 and 50

1/3
of residents report living with one or more disabilities

Ethnic/cultural background



56% of the population aged 15 years and older have beyond a high school diploma, with 34% having a trades or other non-university education and 19% having a bachelor's degree or higher

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Social well-being

Survey respondents were asked a series of questions to evaluate their level of inclusion, involvement and acceptance in their communities. Their responses were assigned a score ranging from one to five, with one being the lowest score and five being the highest. These scores represent the respondents' average across the questions. Detailed statistics, including responses to the individual questions can be found in the full [Social Well-Being Survey Report](#).



- This suggests that on the whole, residents have fairly high levels of social well-being and that Airdrie is a city where they can thrive.



- 48% of residents reported their highest barrier to participation was financial limitations.



- Of those who reported experiencing discrimination, 33% said it was due to gender, 31% said it was due to age and 20% said it was due to their race or ethnicity.



- 85% of residents have family or friends who can provide practical assistance in their everyday lives.



- 59% of residents have volunteered (either formally or informally) in the past year.



- 69% of residents report that they are aware of what's happening in Airdrie.

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Differences in social well-being across the population

While it's important to look at the population as a whole, we know that not everyone experiences the same level of social well-being. To understand where our efforts might have the greatest impact, we tested for group differences in levels of social well-being and have outlined them below. To protect the privacy of respondents, results have been grouped under high level categories.

Gender

- Non-binary/non-conforming residents report lower levels of social acceptance, social capital and social well-being overall than men or women and lower levels of social support than men.
- Women report higher levels of social contribution than men.

Age Group

- Youth report lower levels of social acceptance than adults and seniors.
- Seniors report higher levels of social acceptance than youth or adults and higher levels of social capital and social well-being than adults.

Living with a Disability

- Respondents living with one or more disabilities report lower levels of social acceptance and social well-being overall than respondents not living with a disability.

Sexual orientation

- 2SLGBTQA+ respondents (excluding asexual or aromantic) report lower levels of social acceptance than heterosexual or straight respondents.

Ethnicity and Indigenous Identity

- Racialized residents report lower levels of social acceptance than White, Francophone, or Indigenous residents.
- Racialized residents report higher levels of social capital than White respondents.
- Indigenous residents report higher levels of social support than White, Racialized, or Francophone residents.

Language

- People who primarily speak a language other than English or French most often at home report lower levels of social acceptance than those who primarily speak English or French at home.



Religion

- Residents who identify with religious beliefs other than Christianity report lower levels of social acceptance than both Christian and secular (atheist or agnostic) residents.
- Secular residents report higher levels of social acceptance than Christian residents, however, this may be a product of ethnic or cultural differences across religious communities.

Marital Status

- Divorced residents report lower levels of social acceptance than widowed residents, and lower levels of overall social well-being than married/common-law residents.
- Single residents report lower levels of social acceptance than either married/common-law or widowed residents.

Education

- Residents with post-secondary education other than a bachelor's degree (apprenticeship or other trades certificate/diploma; college, CEGEP, or other non-university certificate/diploma; or a university certificate/diploma below bachelor level) report lower levels of social capital than respondents with a bachelor's degree or graduate degree (master's degree or doctorate), but no differences compared to residents with a high school diploma or lower.

Employment Status

- Self-employed residents report higher levels of social inclusion than unemployed (including those unable to work) residents;

higher levels of contribution than full-time employees, students, retirees and unemployed residents; and higher levels of social well-being than full-time employees and unemployed residents.

- Retired residents report higher levels of social inclusion than unemployed residents; higher levels of social acceptance than full-time employees, part-time employees, self-employed residents, students and unemployed residents; higher levels of social contribution than unemployed residents; higher levels of social capital than full-time employees, self-employed residents, homemakers and unemployed residents; and higher levels of overall social well-being than full-time employees and unemployed residents.
- Unemployed residents report lower levels of social inclusion than full-time employees; and lower levels of social contribution than full-time or part-time employees.
- Homemakers report higher levels of social acceptance than full-time employees, part-time employees and unemployed residents.

Residents with Financial Challenges

- Respondents who indicated that they struggle to pay day-to-day expenses half of the time or more indicate lower levels of social inclusion, social acceptance, social support, social capital and overall social well-being than respondents who never or only occasionally struggle to pay day-to-day expenses.



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Summary

Overall, levels of social well-being and its domains are all on the positive side, which suggests a solid foundation for a high quality of life for Airdrie residents. While there are areas warranting attention (both in responses to individual questions and/or in terms of noticeable differences between segments of the population), overall, social well-being is relatively high.

The City of Airdrie has a responsibility to its residents and is committed to strengthening social well-being and improving the quality of life of residents. These results provide a solid baseline to help us understand how social conditions impact our residents and will help guide our work going forward.

Using the results from this survey, the City can prioritize its efforts and target areas of greatest need. Continuing to monitor social well-being over time can help us understand the success of municipal initiatives in strengthening social well-being and improving quality of life.

However, the social well-being of residents is a shared responsibility. The results of this survey can also assist community stakeholders in addressing issues that fall outside of the jurisdiction of municipal government. Together, the City and its partners can plan future initiatives, assess our progress, and continue to understand the lived experiences of residents.

To learn more, please see the [full report](#).

THE ASPECTS OF SOCIAL WELL-BEING

Those who report a high level of **social inclusion** are more likely to say,
"I feel a sense of belonging and am able to participate in community life."

Those who report a high level of **social acceptance** are more likely to say,
"I feel accepted and part of my community."

Those who report a high level of **social support** are more likely to say,
"I feel supported and have people who are there for me."

Those who report a high level of **social contribution** are more likely to say,
"I feel like I make a positive contribution when I give back to my community."

Those who report a high level of **social capital** are more likely to say,
"I feel that I have the knowledge and tools I need to access resources in my community."