

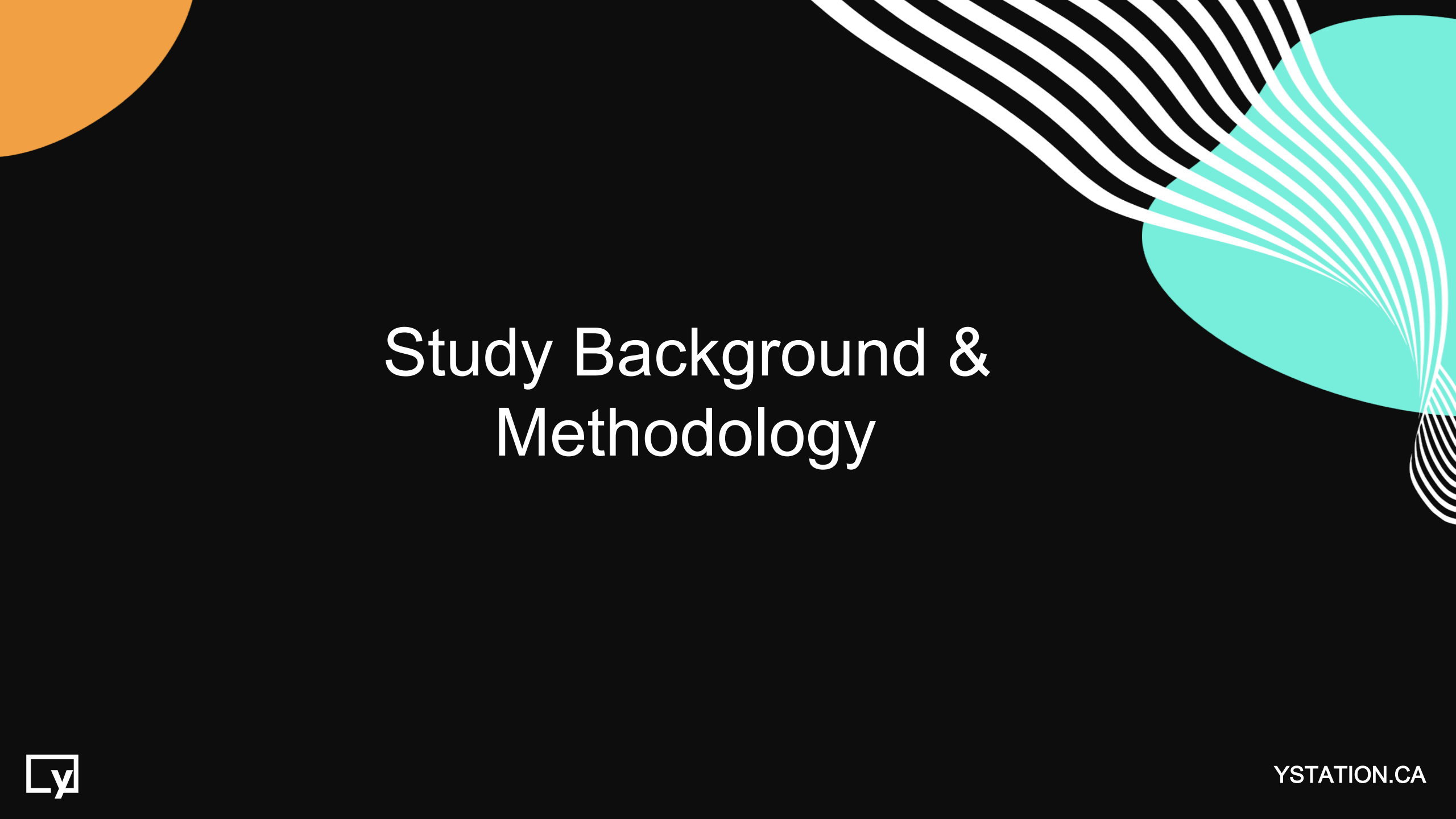


Resident Survey Public Link Report

June 2025



YSTATION.CA



Study Background & Methodology



Study Background & 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 Resident Satisfaction Survey.

Sample

- An open link survey provided on the City of Airdrie website and social media received n=806 responses.
- Y Station also conducted a general population survey with n=400 interviews with City of Airdrie residents 18+.
 - A social-media sample (n=227) in combination with a landline-telephone sample (n=173) helped ensure representation from younger residents.
 - The final data set was weighted to ensure proper demographic representation.
 - Results of this survey have been provided under a separate cover.

Data Collection

- Data collection was carried out from April 1 to 18, 2025.
- The 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 open survey, an open-link survey was made available to the City of Airdrie's residents on the City's website.

Data Reported

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

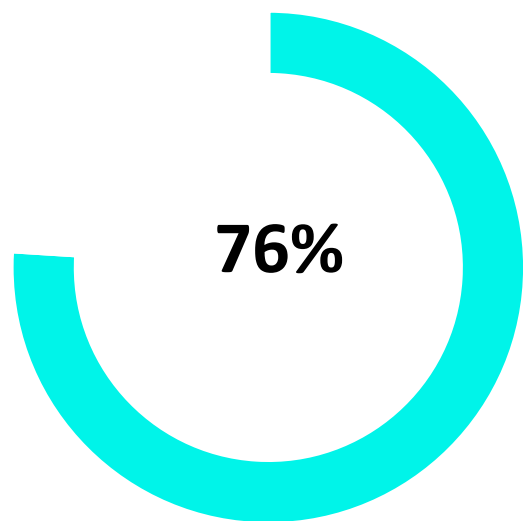


Knowledge & Awareness

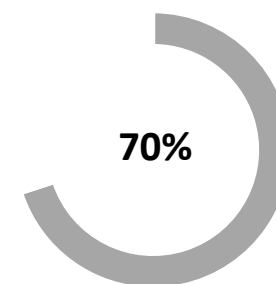
Quality of Life

76% of City of Airdrie residents rated their quality of life as a 4 or 5 out of 5
(good or very good)

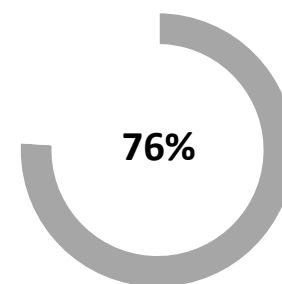
2025 (n=806)



2023 (n=571)



2022 (n=898)

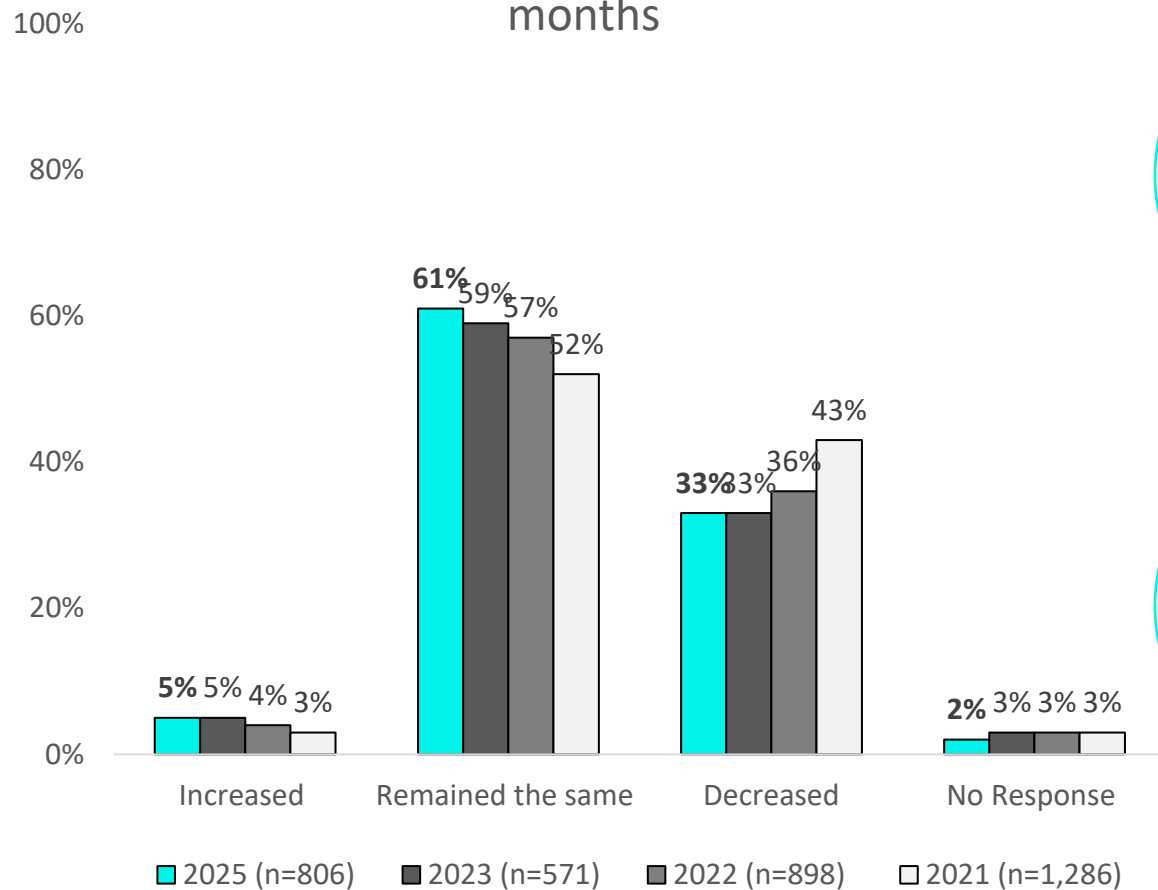


In general, how would you rate the quality of life in Airdrie? Would you say that it is...? What are the most significant factors contributing to your quality of life rating?

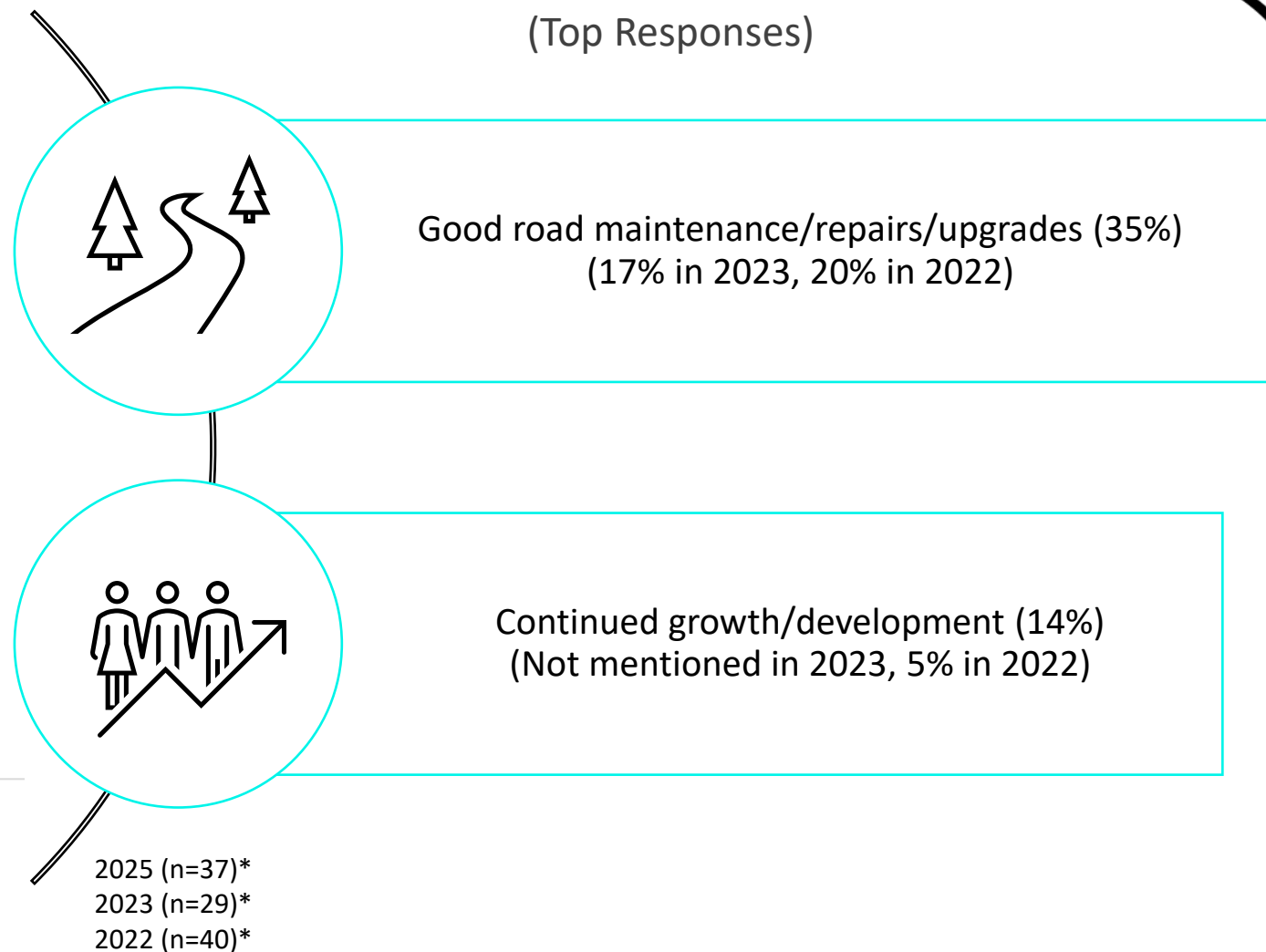
YSTATION.CA

Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Increase in Quality of Life (Top Responses)



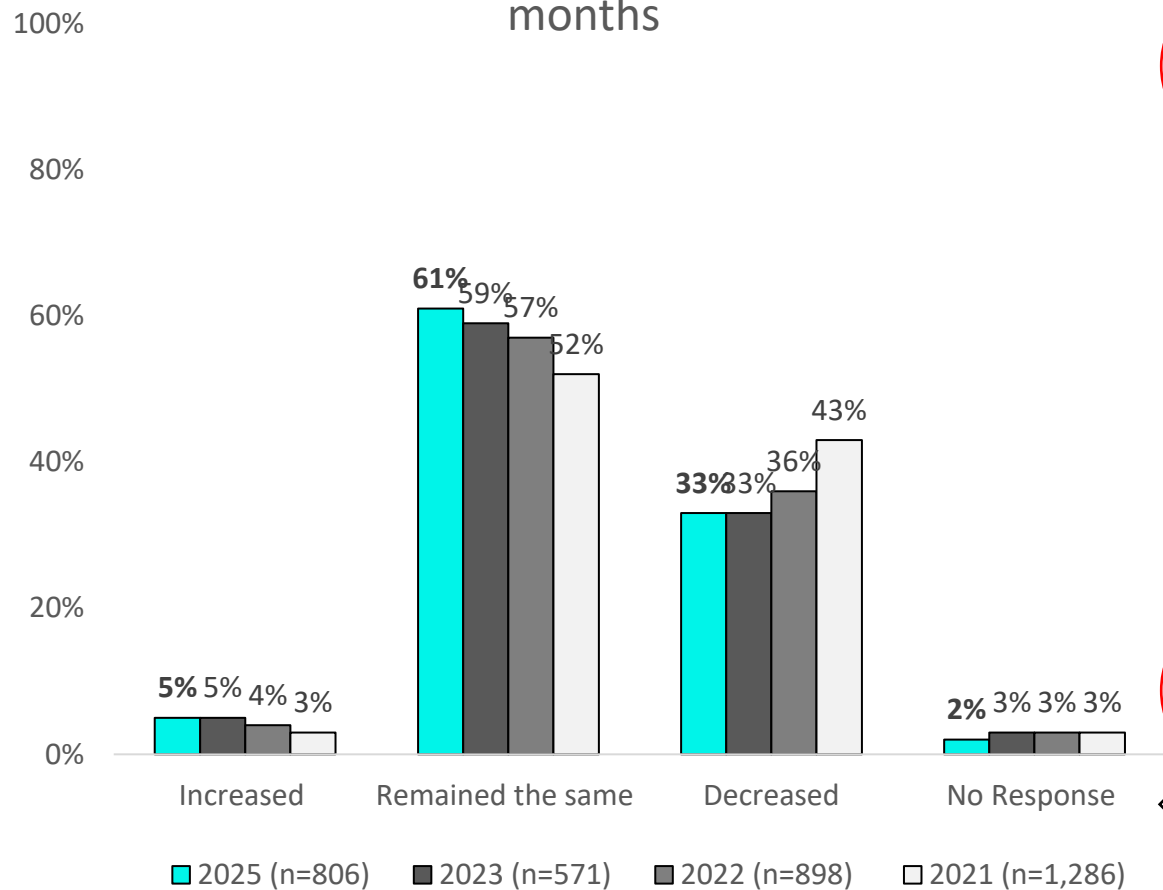
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

Please be cautious interpreting bases <30; top responses shown

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

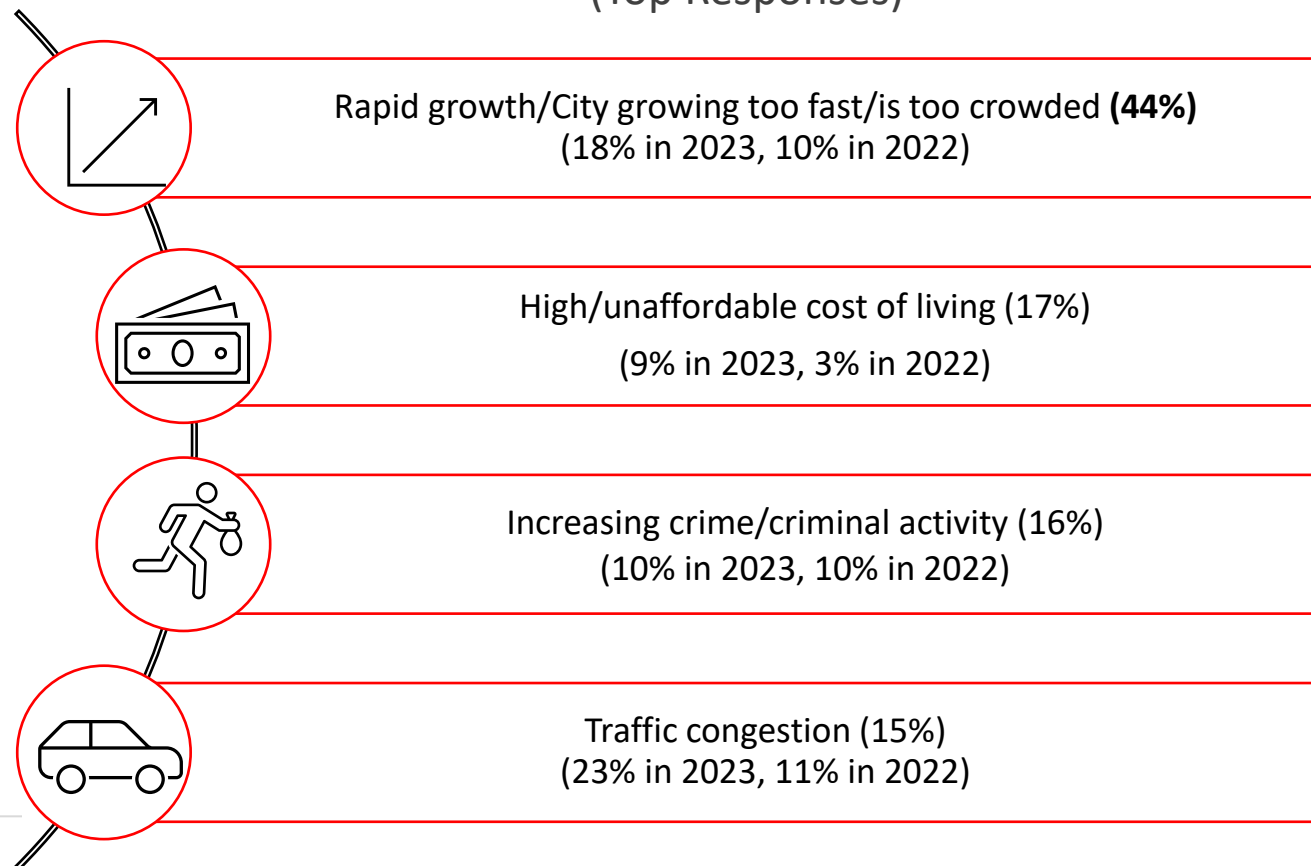
Quality of Life

Quality of Life in Airdrie over the past 12 months



2025 (n=806) 2023 (n=571) 2022 (n=898) 2021 (n=1,286)

Reasons for Decrease in Quality of Life (Top Responses)



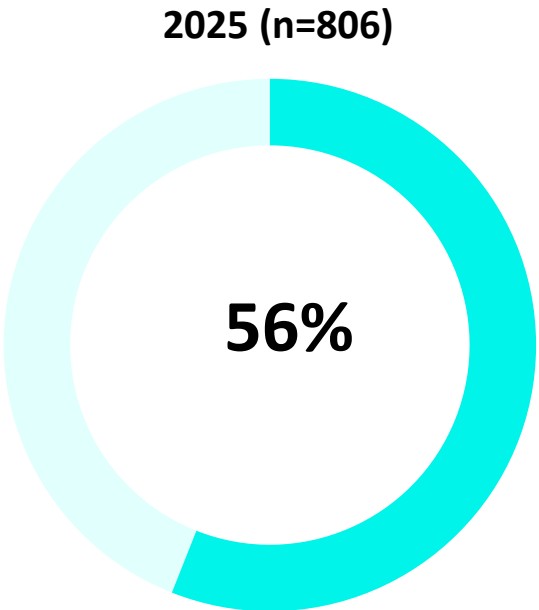
2025 (n=262)*
2023 (n=190)*
2022 (n=319)*

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

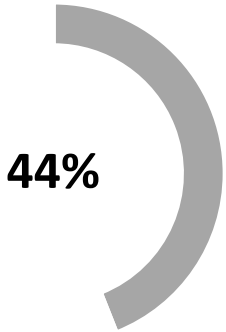
*Base: respondents who said the quality of life in Airdrie has decreased over the past 12 months

Likelihood To Recommend Airdrie

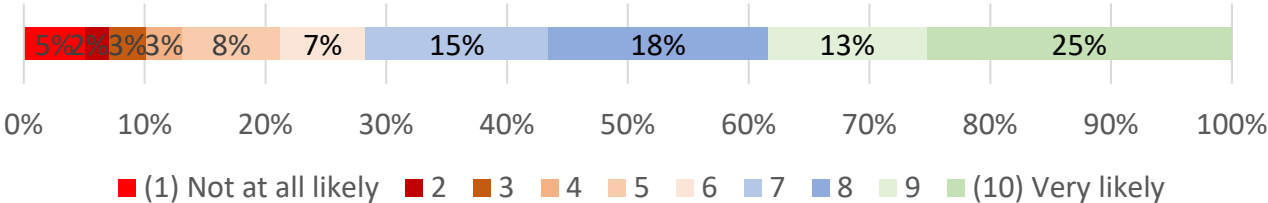
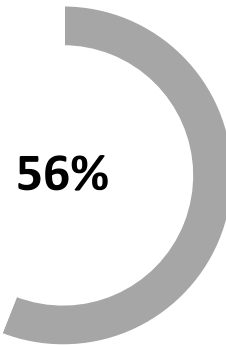
% of City of Airdrie residents who were likely (8-10 ratings) to recommend Airdrie as a place to live



2023 (n=571)



2022 (n=898)

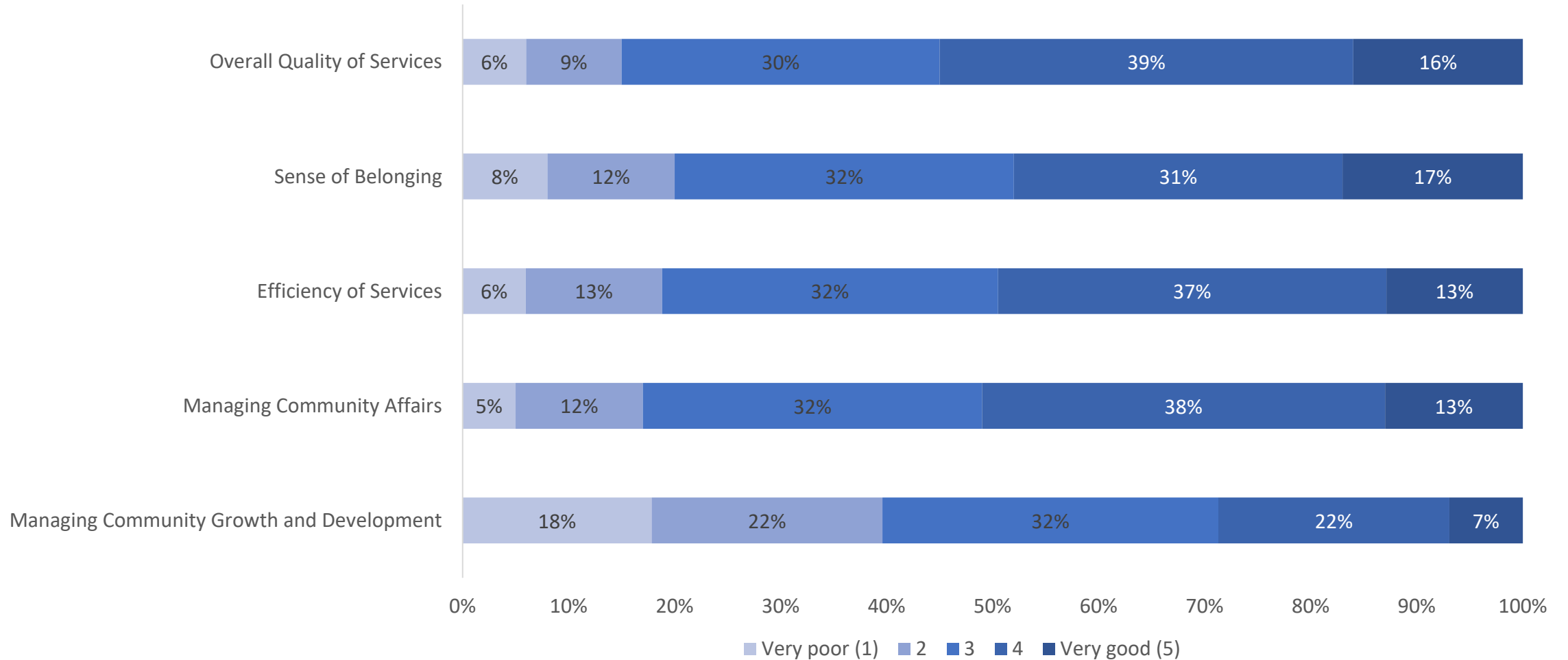


Using a scale of 1 to 10, where 1 means "not at all likely" and 10 means "very likely" how likely are you to recommend Airdrie as a place to live?



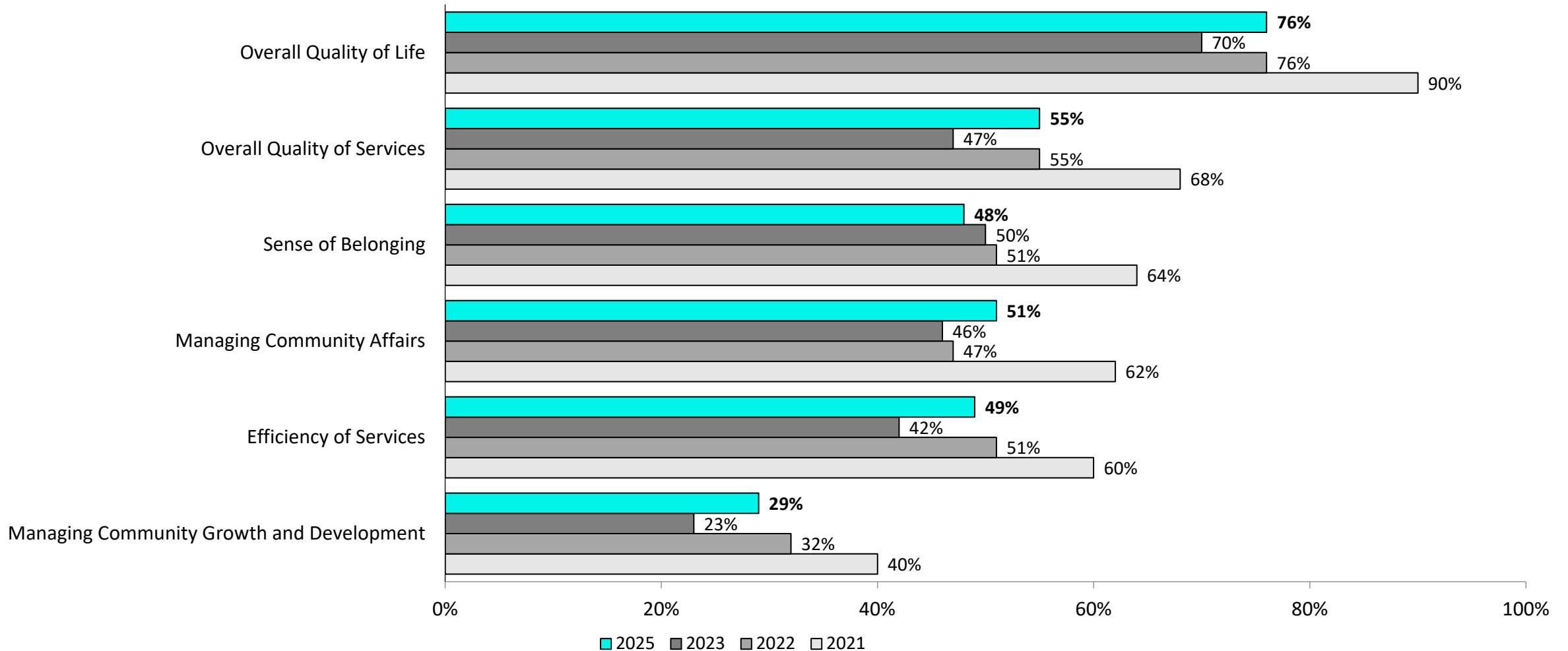
Community

2025



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=736-796 in 2025)

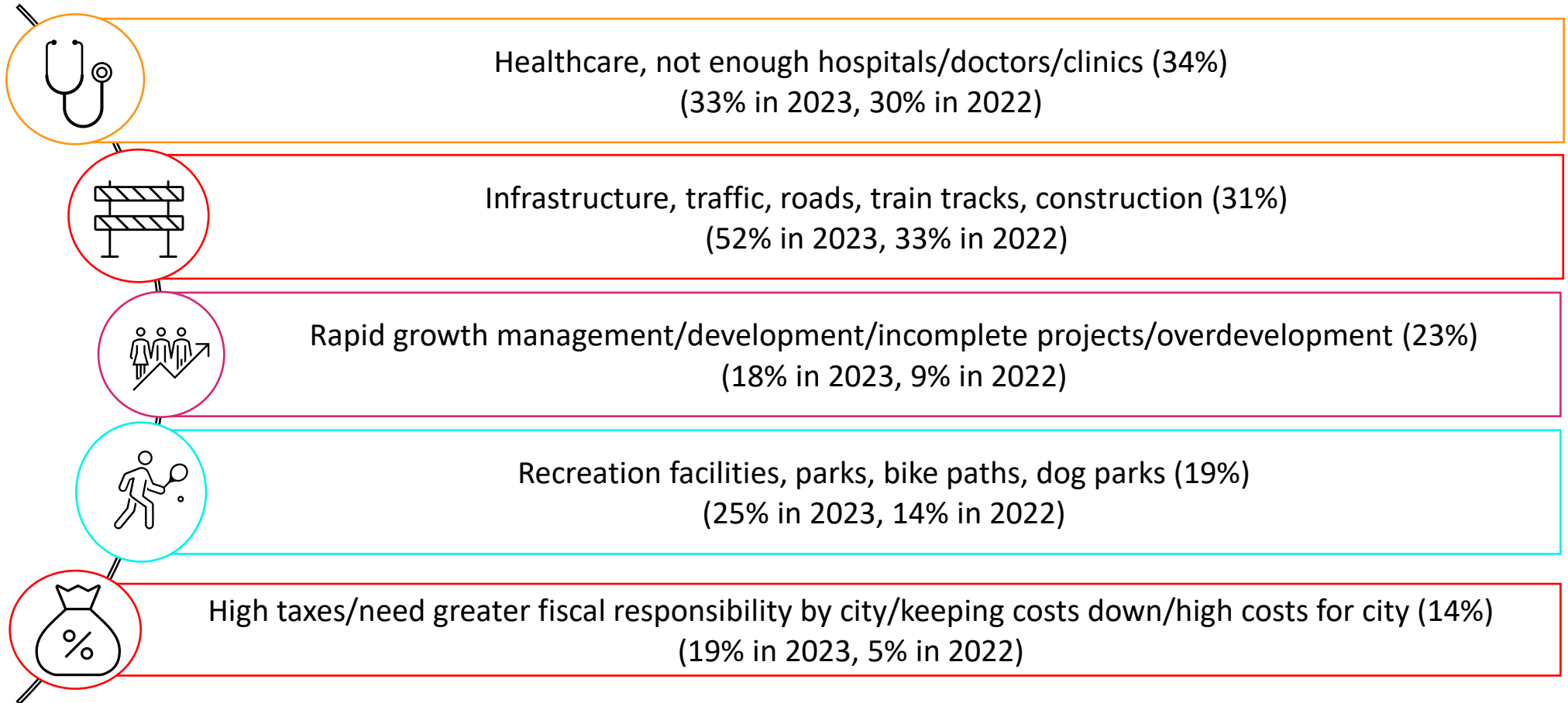
Community (trends over time)



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...?
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses). Percentages shown are 4 and 5 ratings only.

Issues Facing the City of Airdrie

What, in your opinion, is the MOST IMPORTANT ISSUE facing the City of Airdrie?



2025 n=806
2023 n=571
2022 n=898

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.



Satisfaction With Services and Facilities Used



AIRDRIE FIRE

2025: 91%
2023: 89%
2022: 85%



RECYCLE DEPOT PROGRAMS

2025: 84%
2023: 82%
2022: 80%



CURBSIDE RECYCLING COLLECTION

2025: 85%
2023: 79%
2022: 79%



CHINOOK WINDS PARK

2025: 70%
2023: 76%
2022: 68%



CURBSIDE ORGANICS COLLECTION

2025: 82%
2023: 75%
2022: 78%



RESIDENTIAL GARBAGE COLLECTION

2025: 77%
2023: 74%
2022: 73%



BERT CHURCH THEATRE

2025: 75%
2023: 73%
2022: 74%



ONLINE SERVICES/MY AIRDRIE

2025: 75%
2023: 72%
2022: 73%

Satisfaction With Services and Facilities Used



Thinking about your experience with the following services over the past year, how would you rate the quality of each of the following...?
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” and “did not use/not applicable” responses) n=211-795 in 2025.
Percentage of 4 and 5 (very good) ratings.



Satisfaction With Services and Facilities Used



RON EBBESEN & PLAINSMEN
ARENA

2025: 50%
2023: 57%
2022: 53%



WINTER SNOW AND ICE CONTROL

2025: 48%
2023: 31%
2022: 43%



THE RCMP

2025: 63%
2023: 56%
2022: 56%



AIRDRIE TRANSIT

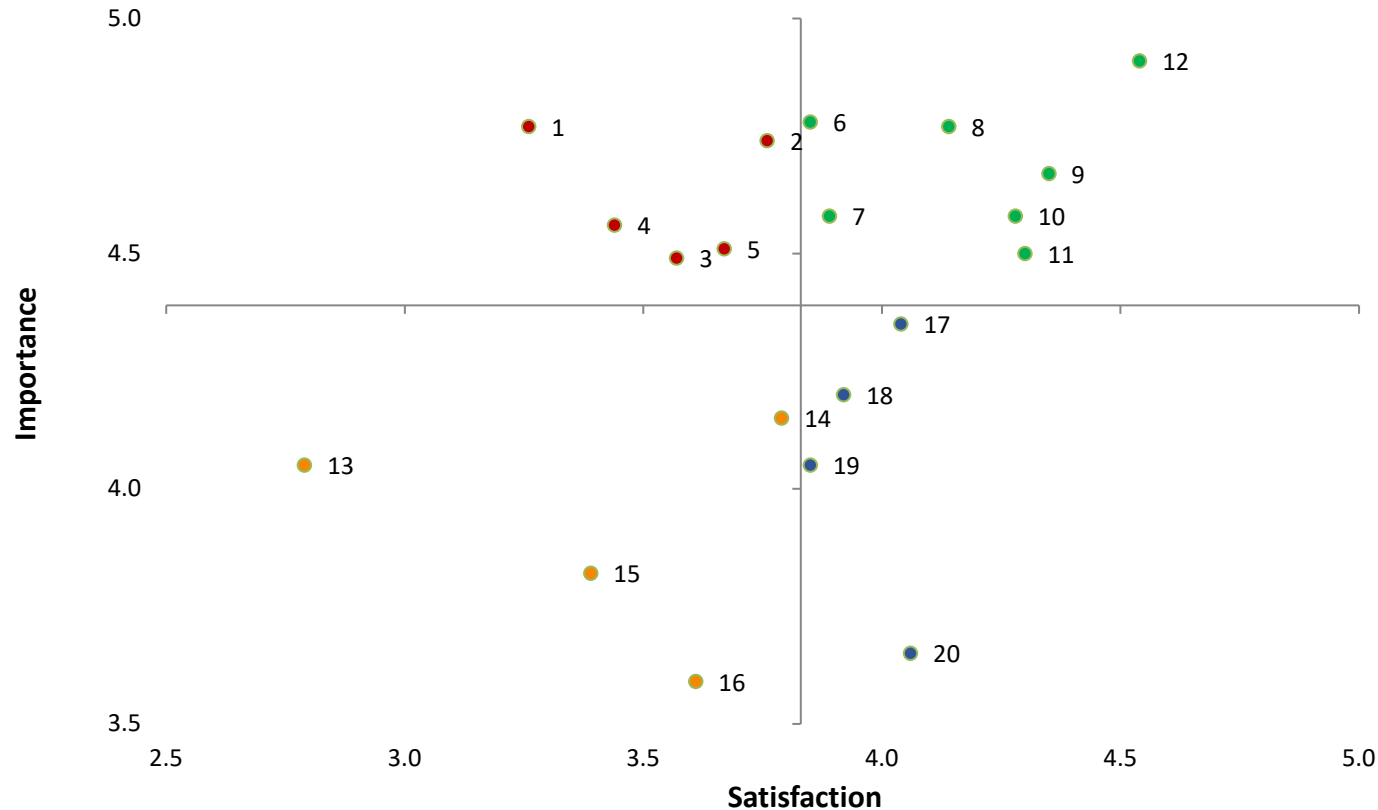
2025: 35%
2023: 23%
2022: 34%



Thinking about your experience with the following services over the past year, how would you rate the quality of each of the following...?
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” and “did not use/not applicable” responses) n=211-795 in 2025.
Percentage of 4 and 5 (very good) ratings.

Impact Analysis – Overall Satisfaction versus Importance

2025 Satisfaction versus Importance with
City of Airdrie Services



1. Winter Snow and ice control

2. RCMP

3. Summer road maintenance

4. Genesis Place recreation

5. Outdoor recreation facilities

6. Utility services

7. Parks, pathways, and open spaces

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. Town and Country Centre

17. Online services

18. Chinook Winds Park

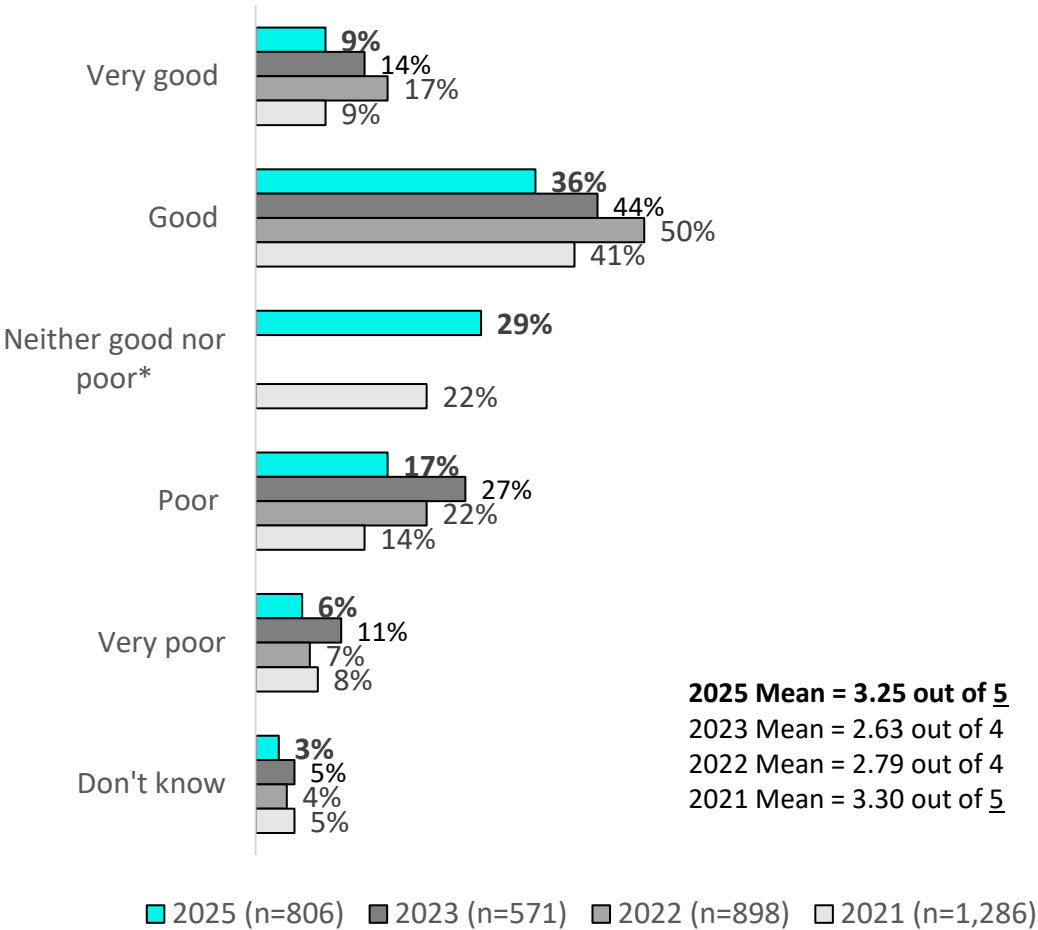
19. Public Library

20. Bert Church Theatre

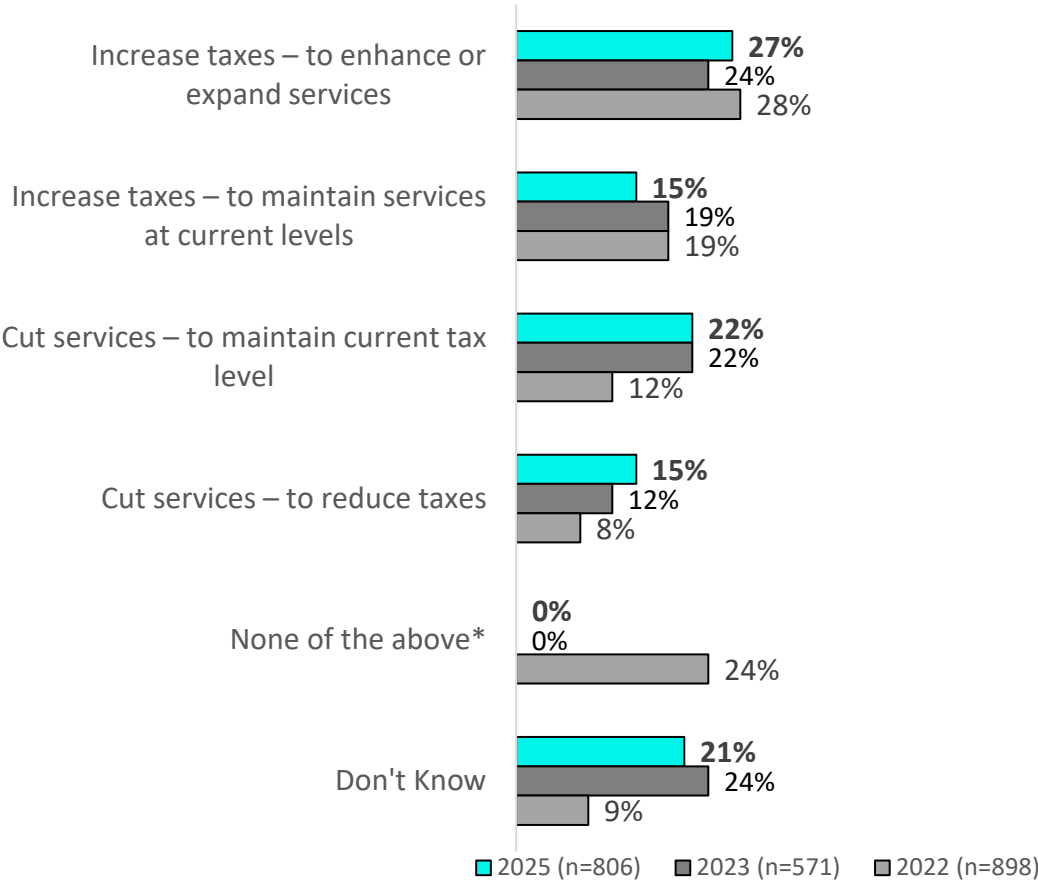
Note: Axes set at 3.83 mean satisfaction rating; 4.39 mean importance rating
Scale: 1="not at all important/good"; 5="very important/good"

Property Taxes And Services

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...?



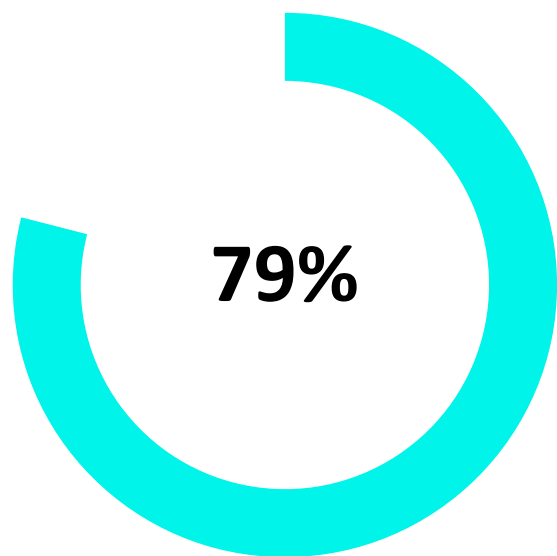
Which one of the following four options would you most like the City to pursue?



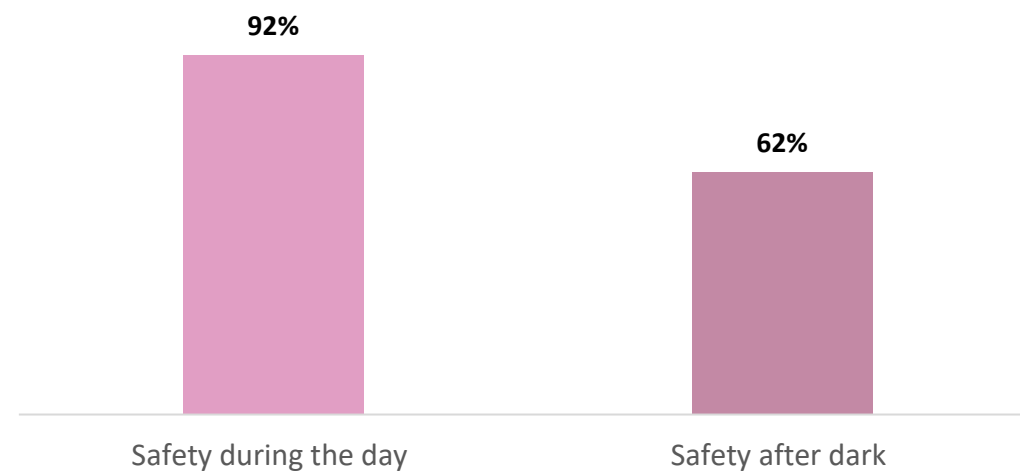
*Neither good nor poor was not an option in 2023 or 2022.

*'None of the above' option removed in 2023
Not asked in 2021.

Safety



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



Total Agree (Somewhat/Strongly)	2025 (n=806)	2023 (n=571)	2022 (n=898)	2021 (n=1,286)
Overall community safety	79%	76%	77%	88%
Safety during the day	92%	90%	92%	97%
Safety after dark	62%	61%	62%	74%

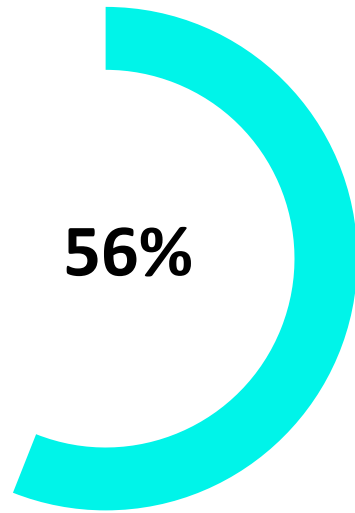


Please indicate your level of agreement with the following statements using a 1 to 5 scale where 1 means “strongly disagree” and 5 means “strongly agree”

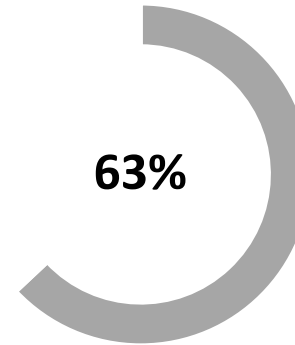
Contact With City

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

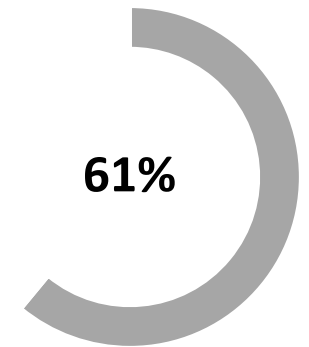
2025 (n=806)



2023 (n=571)



2022 (n=898)



Contact With City

Department Contacted	2025 (n=453)	2023 (n=357)	2022 (n=549)
Genesis Place	16%	15%	14%
Utility Administration	12%	5%	9%
Building Inspections	10%	6%	9%
Call Centre/Contact centre	9%	14%	6%
Waste & Recycling	6%	10%	12%
Municipal Enforcement	6%	10%	11%
Planning	6%	5%	6%
Public Works (Roads & Water)	5%	6%	5%
Taxation	5%	5%	5%
RCMP	4%	6%	5%

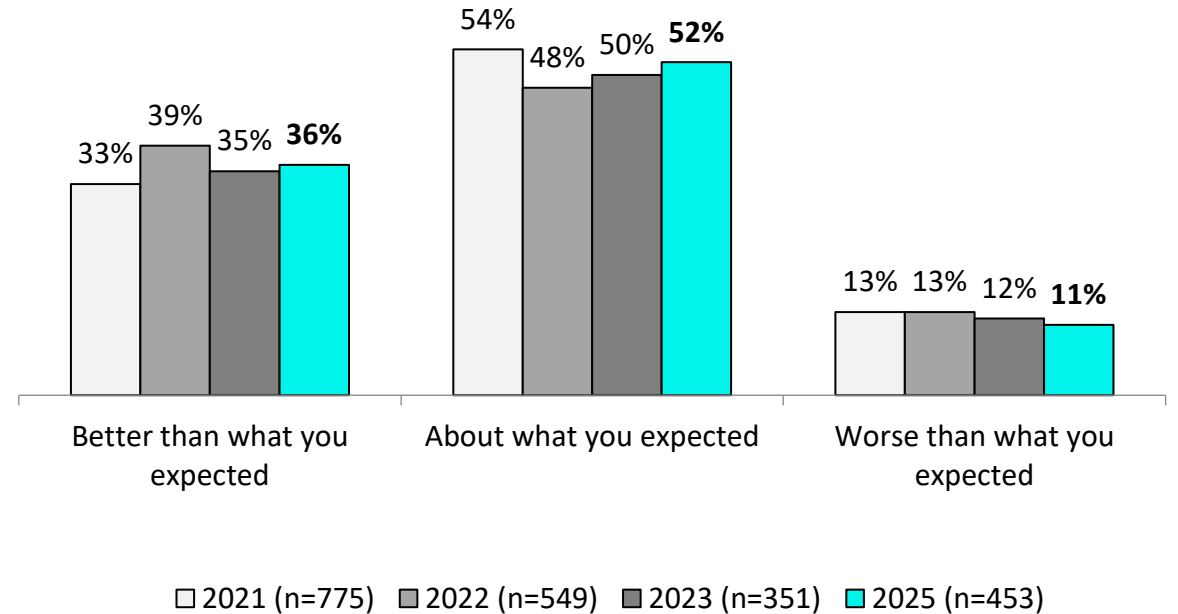
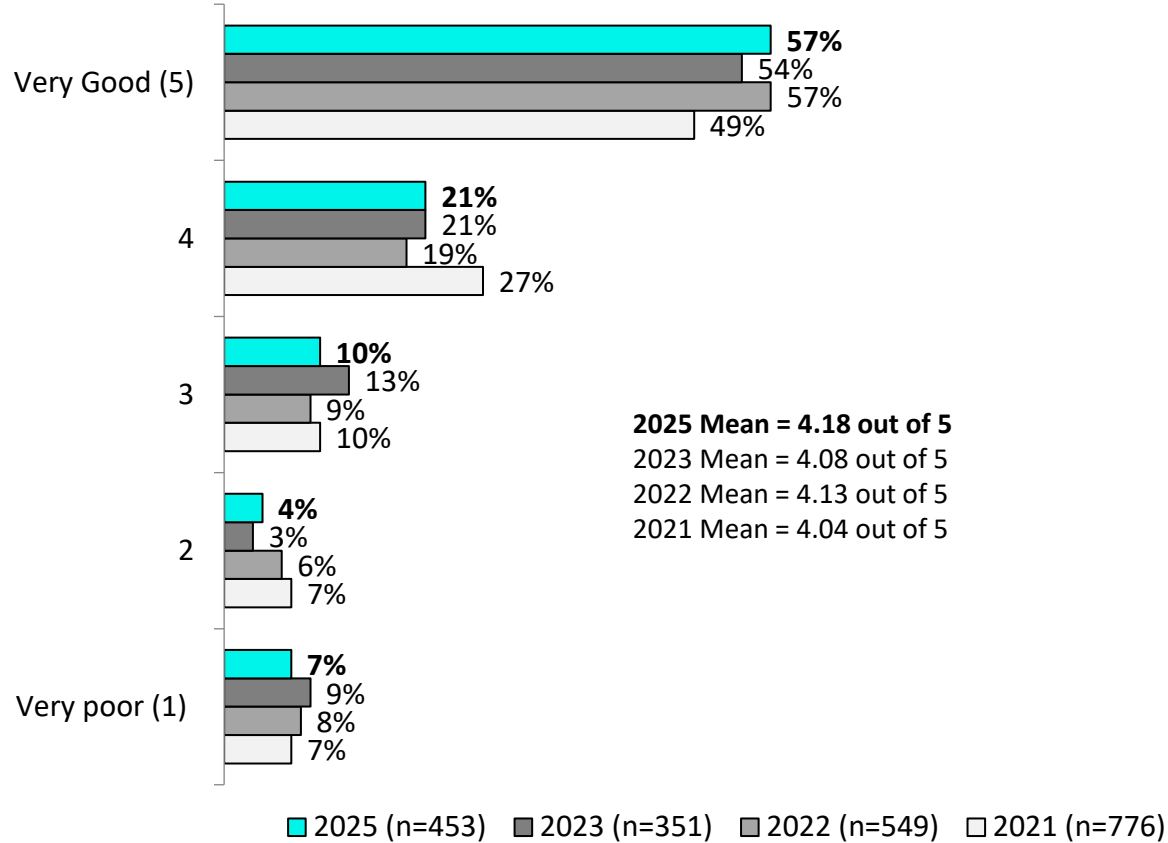


Thinking about the staff member you last had contact with, which department were they from?

Mentions below 4% 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)



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	2025 (n=806)	2023 (n=571)	2021 (n=1,286)
City website	44%	56%	68%
myAIRDRIE notifications*	25%	-	-
Social media	14%	13%	4%
Newspapers	3%	13%	1%
Air 106.1 FM	3%	3%	<1%
City of Airdrie E-News (formerly Airdrie Today)**	2%	3%	-
Friends/Family/Word of mouth	2%	3%	1%
City employees	1%	2%	<1%
Go to City Hall	1%	1%	-
Call Centre/Contact Centre	1%	2%	1%
Internet search (e.g., Google, etc.)	<1%	<1%	14%
Reader Board/Community signs	<1%	<1%	-
Councillor	<1%	3%	<1%
airdrielife Magazine	<1%	-	-
Discover Airdrie (various platforms)	<1%	-	-

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

Question not asked in 2022. Don't know responses not shown.

*Not asked prior to 2025.

**Slight statement change in 2025.



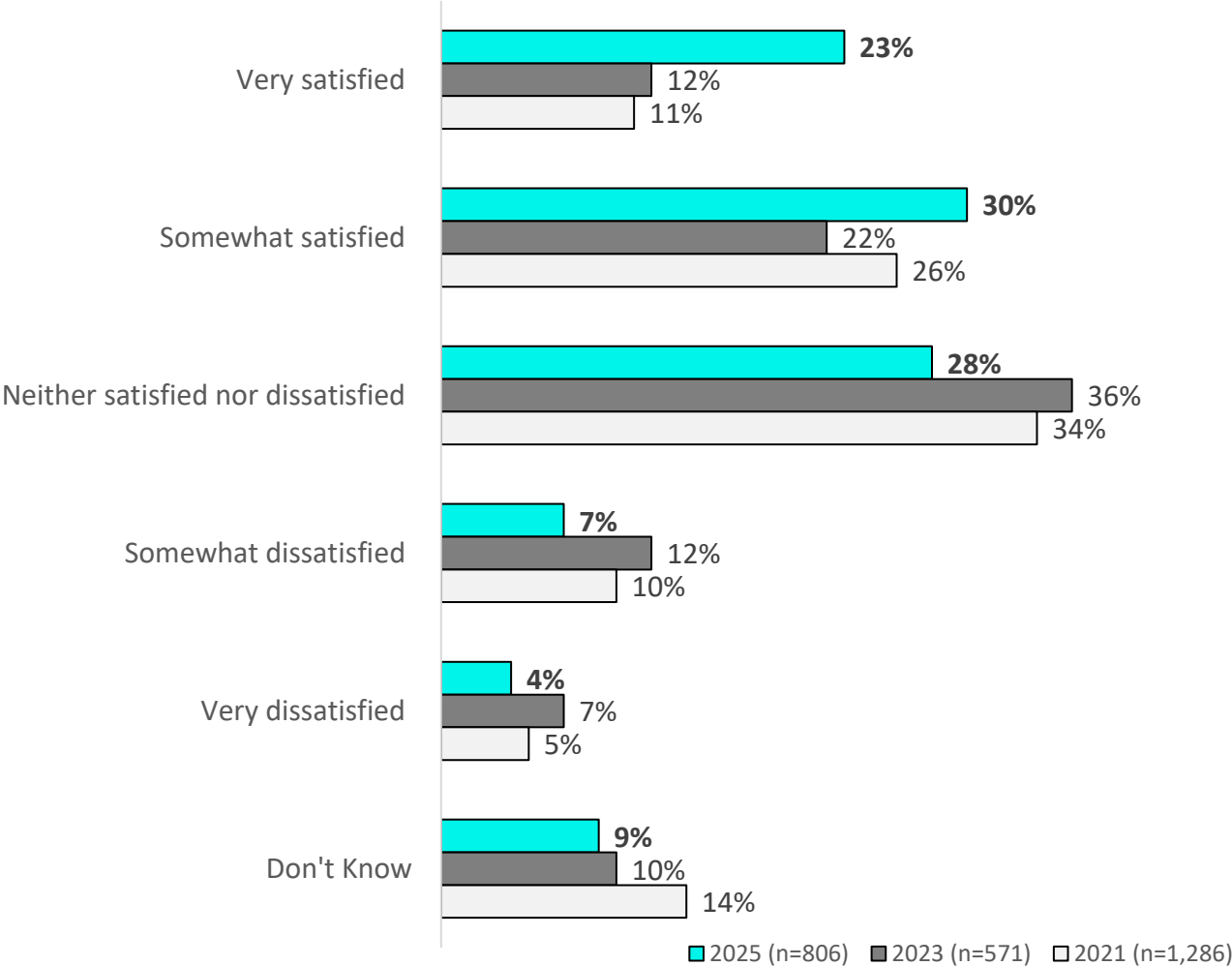
Communication

Top Topics Respondents Would Like the City to Communicate About	2025 (n=806)	2023 (n=571)	2021 (n=1,286)
City events/functions/activities	27%	23%	15%
Taxes/taxation values	15%	16%	10%
Changes/updates/improvements to services	13%	8%	9%
Roads/road construction/maintenance	12%	15%	19%
City budget/spending	12%	12%	7%
City growth/expansion/development	10%	13%	13%
Crime/crime rate/stats	10%	8%	10%
City services/facilities/amenities	10%	7%	6%
Current construction projects	10%	6%	7%
Infrastructure (general)	7%	4%	4%
Don't Know	24%	21%	26%



What are the top 3 things you would like the City to communicate with you about? Multiple responses recorded.
 Mentions 5% and below are not shown.
 Question not asked in 2022

Public Engagement



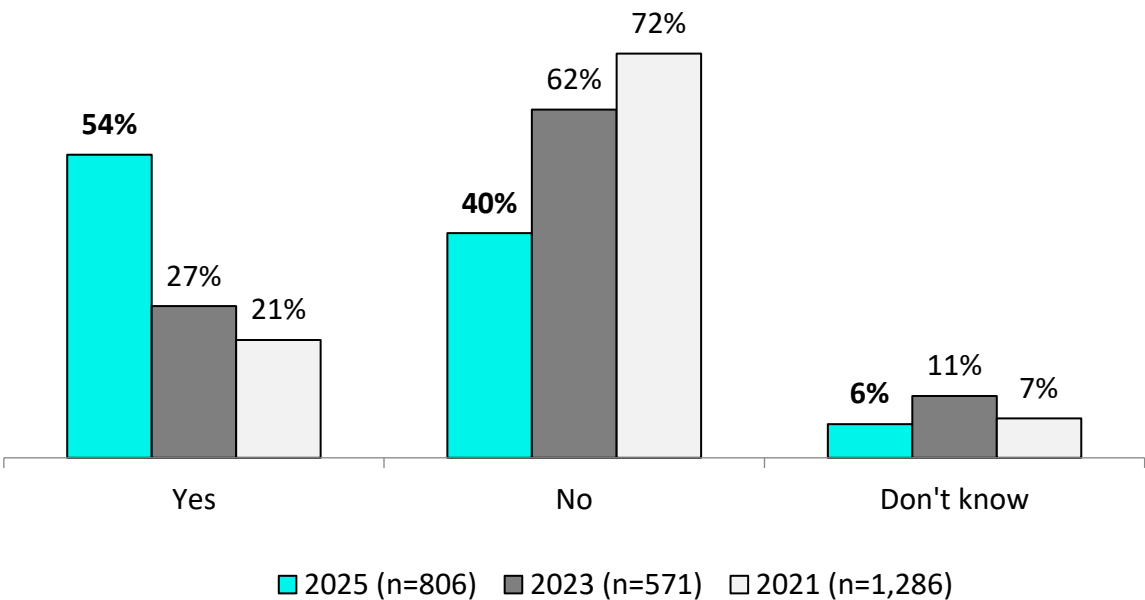
2025 Mean = 3.66 out of 5
2023 Mean = 3.21 out of 5
2021 Mean = 3.30 out of 5



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?
Not asked in 2022

Public Engagement

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



What public engagement opportunities provided by the City of Airdrie in the past 12 months have you participated in?

Public Engagement Opportunities	2025 (n=433)*	2023 (n=152)*
Phone/web survey	50%	41%
City related engagement opportunities (method unspecified)	23%	**
Public meeting/hearing/forum	6%	16%
Municipal census	5%	
Open house	2%	4%
Social media related engagement opportunities	1%	-
Focus group	<1%	1%
Website testing	<1%	1%
Don't know/Not stated	20%	40%

Not asked in 2022.

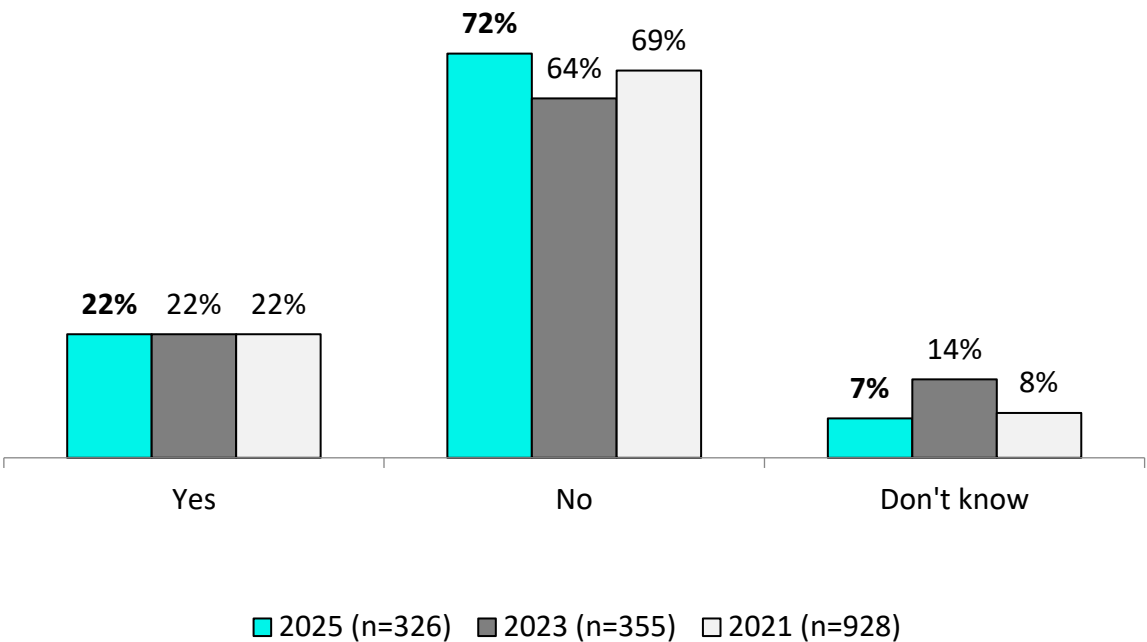
*BASE: Respondents that have participated in public engagement opportunities provided by the City of Airdrie in the past 12 months.
Multiple responses recorded.

**Was not coded in previous years due to small occurrences and tended to be lumped in the 'don't know' category.



Public Engagement

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



Reasons for Not Attending	2025 (n=71)**
Lack of free time/I am too busy	49%
Lack of public awareness of engagement opportunities	37%
City does not listen to resident feedback/concerns	8%
Health/medical related issues	6%
Racism/discrimination related issues	1%
Don't know/Not stated	3%

*BASE: Respondents that have not participated in public engagement opportunities provided by the City of Airdrie in the past 12 months.

**BASE: Respondents that indicated reasons preventing them from not participating in public engagement opportunities provided by the City of Airdrie in the past 12 months. Multiple responses recorded.

Not asked in 2022



City Council – Priorities

Top Priorities	2025 (n=806)	2023 (n=571)	2022 (n=898)
Improve health care services /need a hospital facility	25%	26%	23%
Managing City growth /expansion /development	14%	10%	6%
More recreational facilities/programs/activities	11%	17%	14%
More schools/educational facilities	9%	3%	1%
Improve traffic flow/control	8%	14%	10%
Lower taxes	8%	11%	7%
Improve infrastructure (general)	8%	6%	4%
Reduce crime rate/criminal activity	7%	5%	5%
Improve/increase City services/amenities (general)	7%	4%	2%
Improve fiscal responsibility/stay within budget	7%	8%	5%



Finally, if you were sitting on City Council, what would your top one or two priorities be?
Mentions 5% or below are not shown. Multiple responses recorded.

Demographics

Gender	n=806
Woman/Girl	56%
Man/Boy	40%
Non-binary/Non-conforming/Genderqueer	<1%
Prefer to self-disclose	-
Prefer not to say	3%
Age	
18 to 34 years old	7%
35 to 54 years old	51%
55 years or older	28%
Prefer not to say	15%
Mean Age	50 years

Years in Airdrie	n=806
Less than a year	<1%
1-5 years	32%
6-10 years	17%
11-20 years	29%
More than 20 years	21%
Prefer not to say	1%
Mean	14 years

Do you own/operate a business in Airdrie?	n=806
Yes	10%
No	86%
Prefer not to say	4%