



Resident Survey Gen Pop Report

June 2025



YSTATION.CA



Executive Summary



Executive Summary

Quality of Life

- The majority of Airdrie residents (68%) rated their quality of life as good or very good (comparable to 73% in 2023 and 72% in 2022).
 - Top factors contributing to a person's quality of life rating included, but is not limited to: availability of services, facilities, and amenities (19%), parks and green spaces (18%), and low crime rate (13%). Similar top factors were mentioned in 2023.
- More than half of Airdrie's residents said that the quality of life has stayed the same over the last 12 months (55%, a reduction compared to 62% in 2023, but comparable to 55% in 2022 and 54% in 2021). 5% believe that their quality of life has increased (comparable to 5% in 2023), while 39% (an increase from 30% in 2023) said the quality of life has decreased.
- Fewer than half (47%, comparable to 46% in 2023) of Airdrie residents said that they would be likely to recommend Airdrie as a place to live.



Executive Summary

Community

- Sense of belonging (48% in 2025, 51% in 2023) and overall quality of services (45% in 2025, 48% in 2023) remained fairly stable.
- However, most other community related statements experienced a slight decrease this year:
 - 39% indicated efficiency of services was good (compared to 44% in 2023)
 - 37% indicated managing community affairs was good (compared to 46% in 2023)
 - 24% of respondents rated managing community growth and development as good (compared to 31% in 2023)
- There has been a significant decline in the overall resident satisfaction index this year (2.99 average mean in 2025 compared 3.20 in 2023)



Executive Summary

Services and Facilities

- The top-rated services for 2025 included Airdrie Fire (91%), curbside organics collection (77%), curbside recycling collection (76%), and recycle depot programs (75%).
- Many ratings related to services and facilities remained somewhat consistent to 2023 with a few notable decreases:
 - Town and Country Centre (49% in 2025, 60% in 2023)
 - Genesis Place (49% in 2025, 57% in 2023)
 - City website (43% in 2025, 54% in 2023)
 - Ron Ebbesen Arena and Plainsmen Arena (40% in 2025, 54% in 2023)
 - Airdrie Transit (14% in 2025, 22% in 2023)
- Winter snow and ice control was one of the few areas that experienced a notable increase this year (39%, 27% in 2023).*

*This may be an indicator of the survey deploying later this year rather than a change in service.



Executive Summary

Property Taxes and Services

- 34% of Airdrie residents felt they received good or very good value for their tax dollars. This is a fairly substantial decrease compared to 2023 (58%). However, the change to a five-point scale this year should be considered when making any year-to-year comparison. 2021, a better comparator as that year also used a five-point scale, was 46% - still a fairly notable decrease.
- There was no clear tax/service balancing option that residents preferred. Similar to 2023, nearly one quarter of respondents (24%, 23% in 2023) would like to see the City of Airdrie pursue increasing taxes to enhance or expand services or to maintain services. However, the other three options received similar levels of support.



Executive Summary

Safety

- Nearly three-quarters (71%, a slight decrease compared to 76% in 2023) of residents agreed that they consider Airdrie a safe place to live. Ratings of perceptions of safety during the day continued to remain consistent year-to-year (90% in 2025, 90% in 2023, 90% in 2022). The ratings of perception of safety after dark was 56% (lower than 61% in 2023).

Contact with City

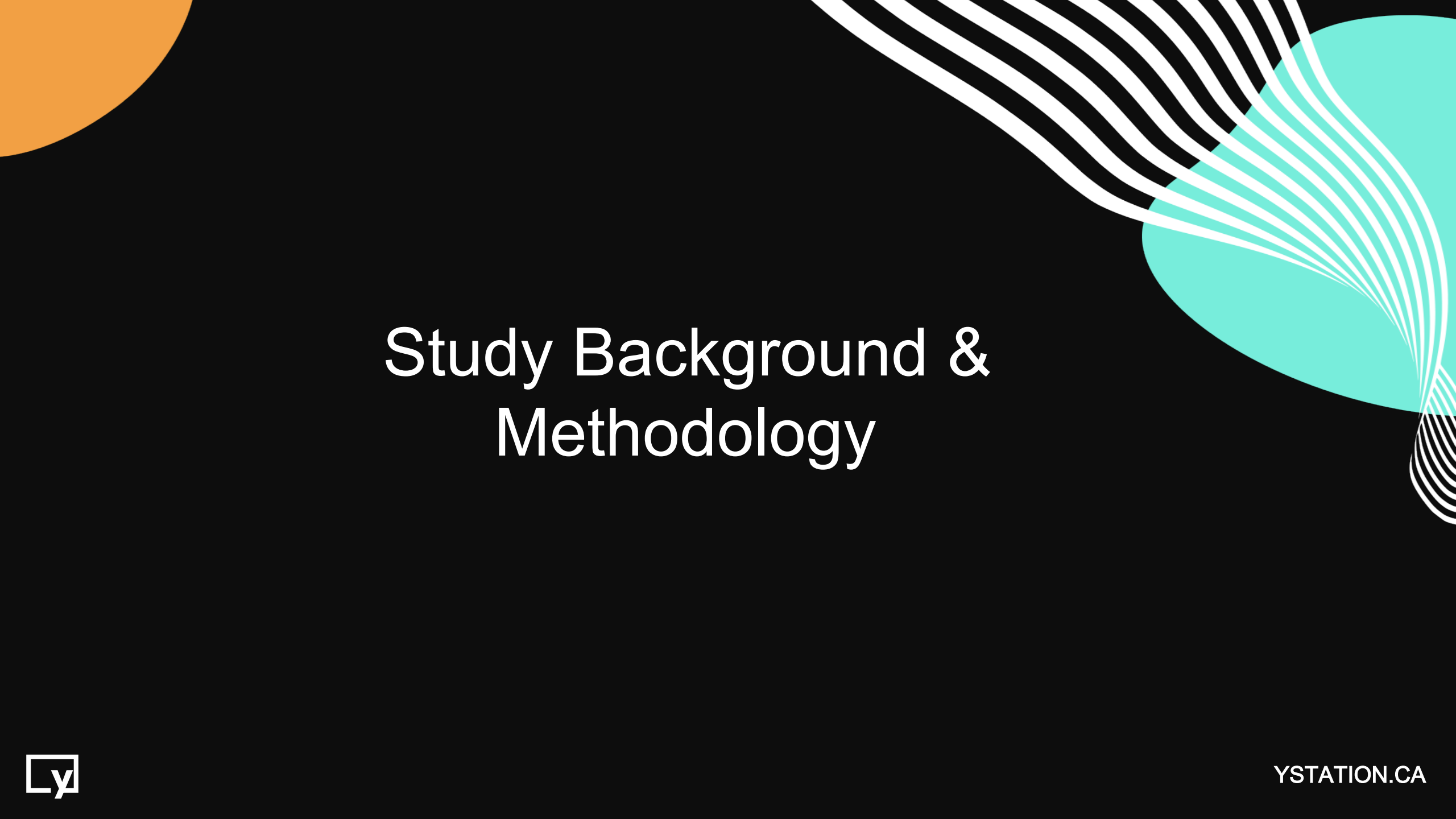
- Contact with a City of Airdrie staff member in the past year remained consistent to previous years (53% in 2025, 50% in 2023, 50% in 2022).
- Gensis Place (17%), Planning (9%), and Waste & Recycling (8%) were the departments most frequently contacted amongst surveyed residents.
- Satisfaction with their last contact with the City remained consistent (72%, 70% in 2023).



Executive Summary

Public Engagement

- 41% of respondents were satisfied with the opportunities for public engagement in Airdrie.
- 43% of respondents indicated they participated in a public engagement opportunity provided by the City in the past 12 months. This is a substantial increase compared to 17% in 2023 or 19% in 2021.
- Most commonly, respondents are participating in public engagement opportunities through phone/web surveys (45%, comparable to 49% in 2023).



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 a Resident Satisfaction Survey.

Sample

- In total, Y Station conducted a general population survey with n=400 interviews with City of Airdrie residents 18+, with quotas for age and gender.
 - 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 of the actual population.
- An open link survey provided on the City of Airdrie website and social media received n=806 responses. Results of this survey have been provided under a separate cover.



Study Background & Methodology

Data Collection

- Data collection was carried out from April 1 to April 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 public survey, an open-link survey was made available on the City's website (<https://involve.airdrie.ca/resident-satisfaction-survey>) and promoted through City social posts.

Data Reported

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

Percentages in this report may not always add up to 100% either due to rounding or multiple responses.



Knowledge & Awareness

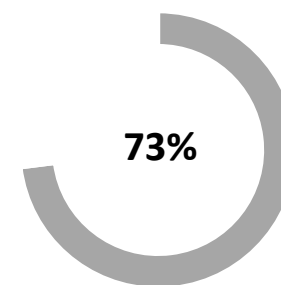
Quality of Life

68% of City of Airdrie residents rated their quality of life as a 4 or 5 out of 5

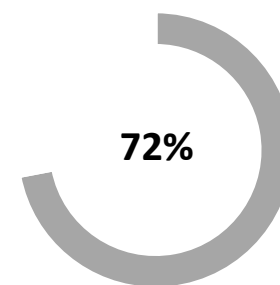
2025 (n=400)



2023 (n=400)

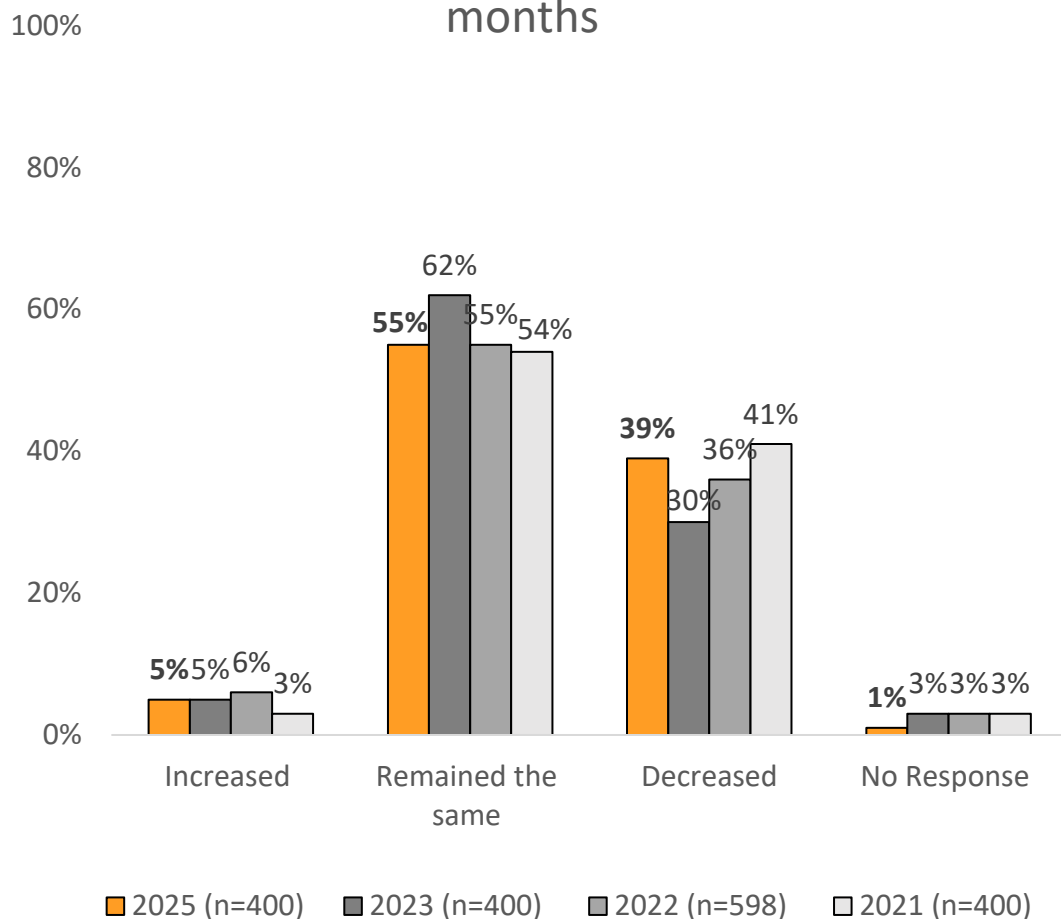


2022 (n=598)

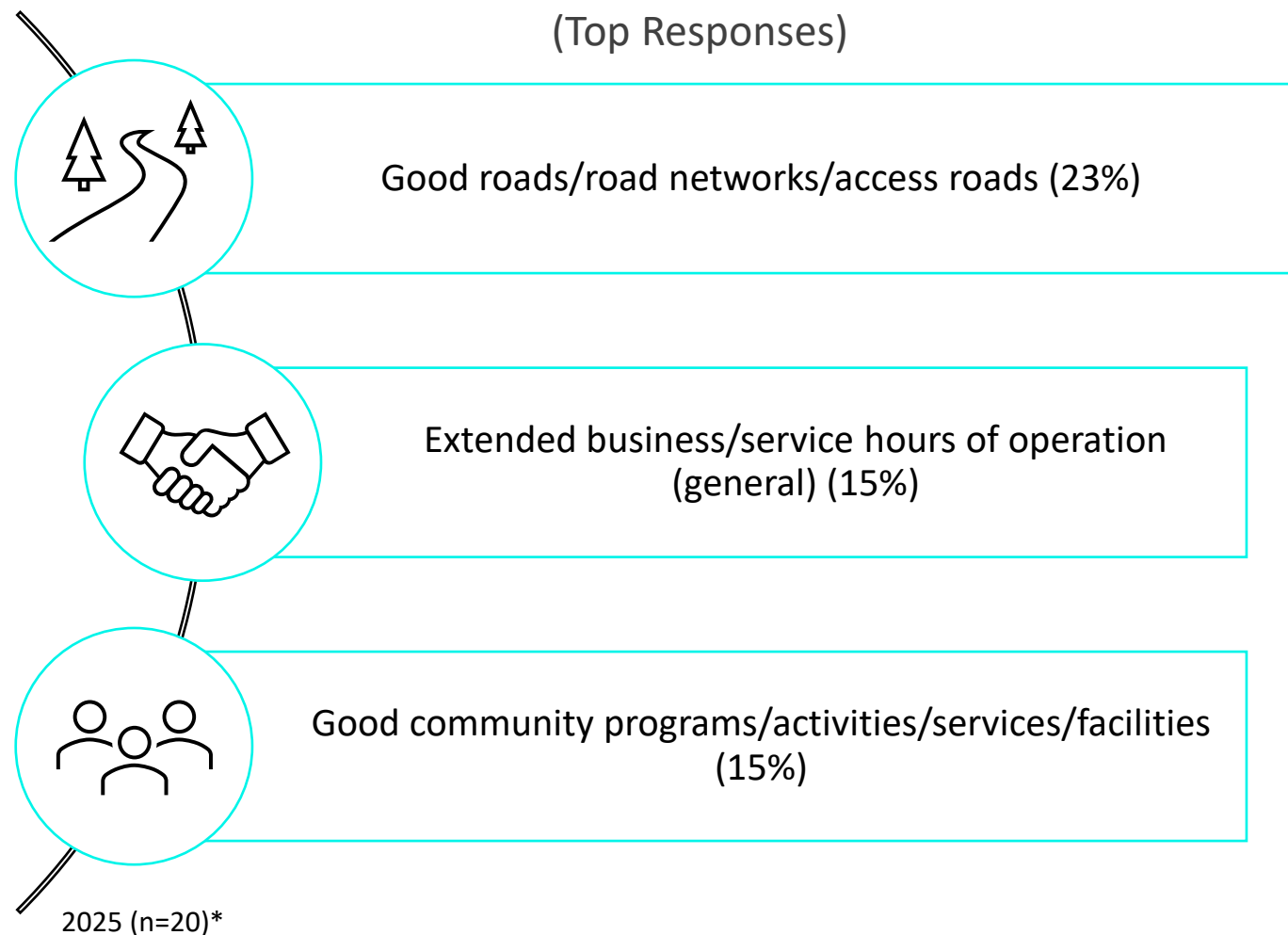


Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Increase in Quality of Life (Top Responses)



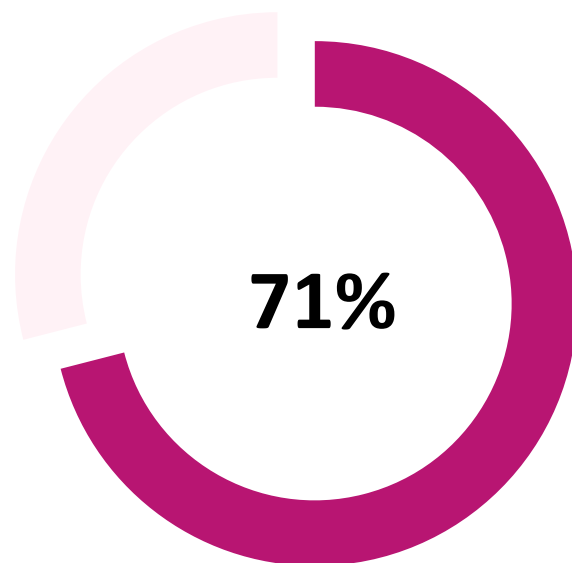
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

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



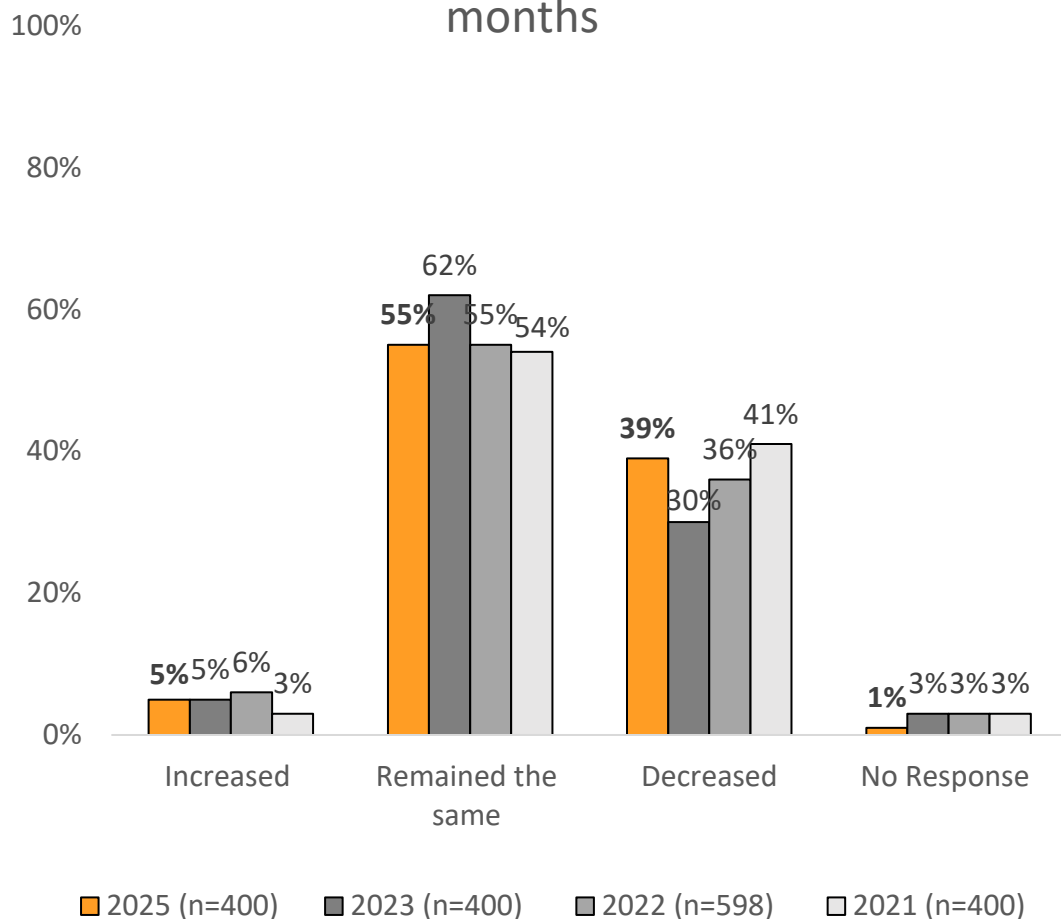
Quality of Life



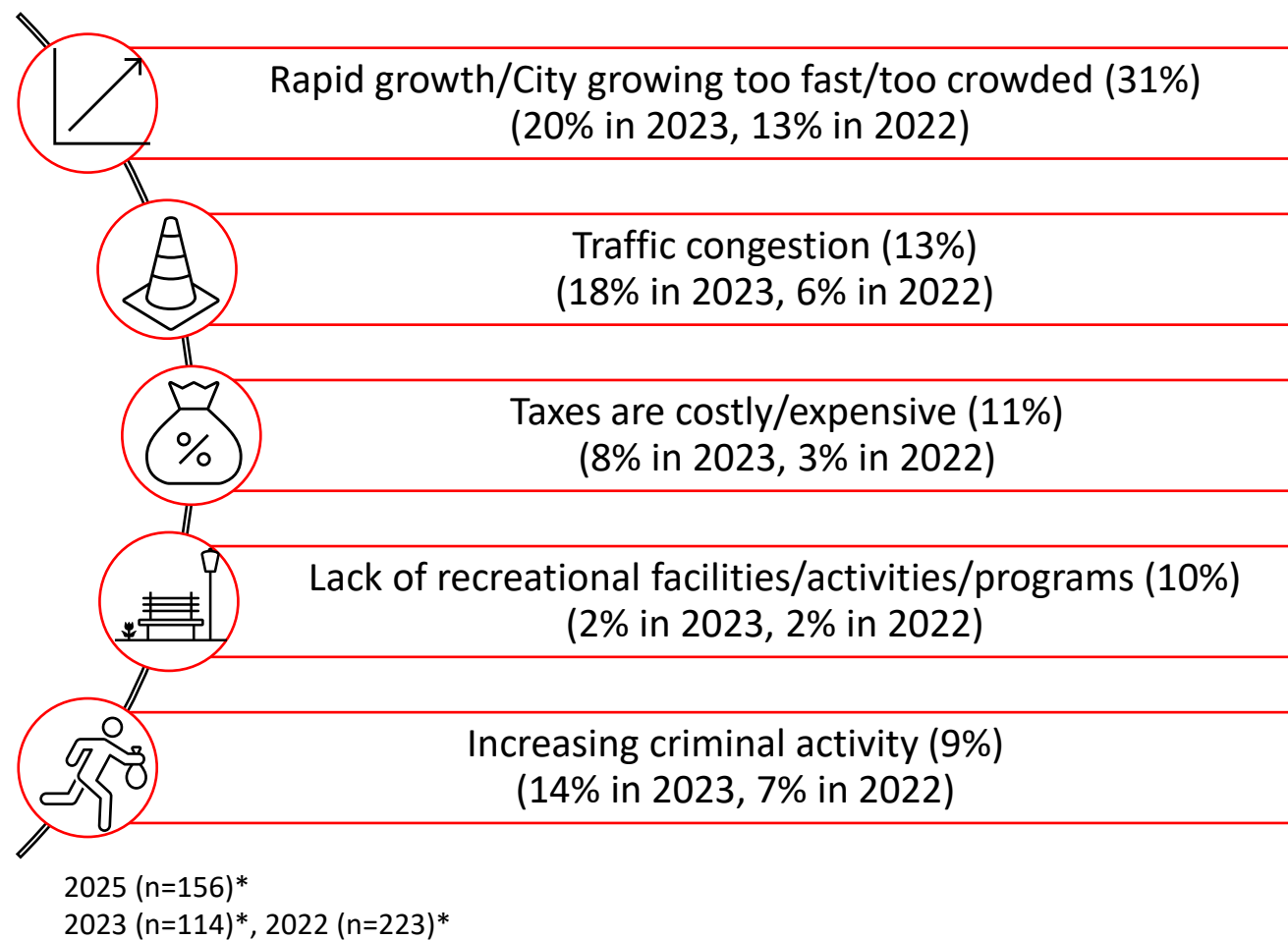
71% of respondents who have lived in Airdrie for less than 5 years have indicated their quality of life has stayed the same (compared to 45% of those who have lived in Airdrie for 5 to 9 years).

Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Decrease in Quality of Life (Top Responses)



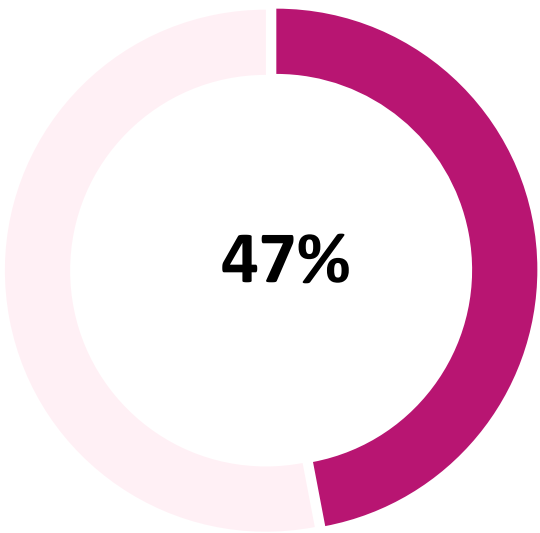
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

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

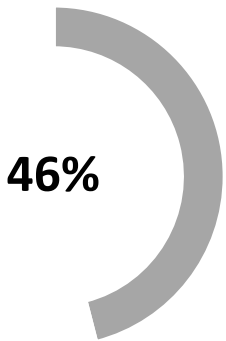
Likelihood To Recommend Airdrie

47% of City of Airdrie residents were likely (8-10 ratings) to recommend Airdrie as a place to live

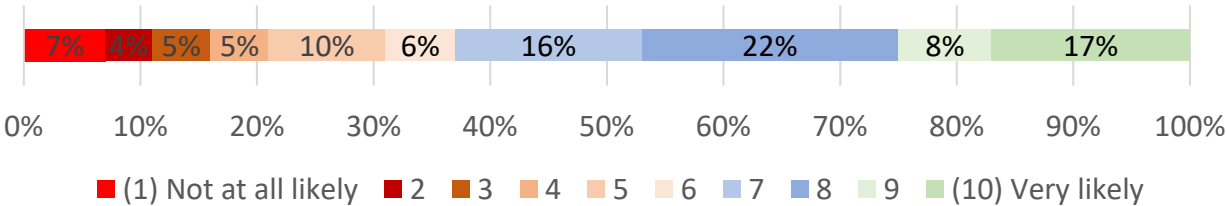
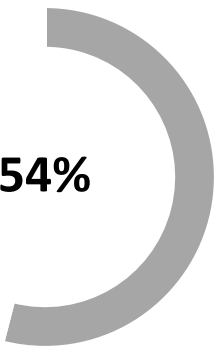
2025 (n=400)



2023 (n=400)



2022 (n=598)

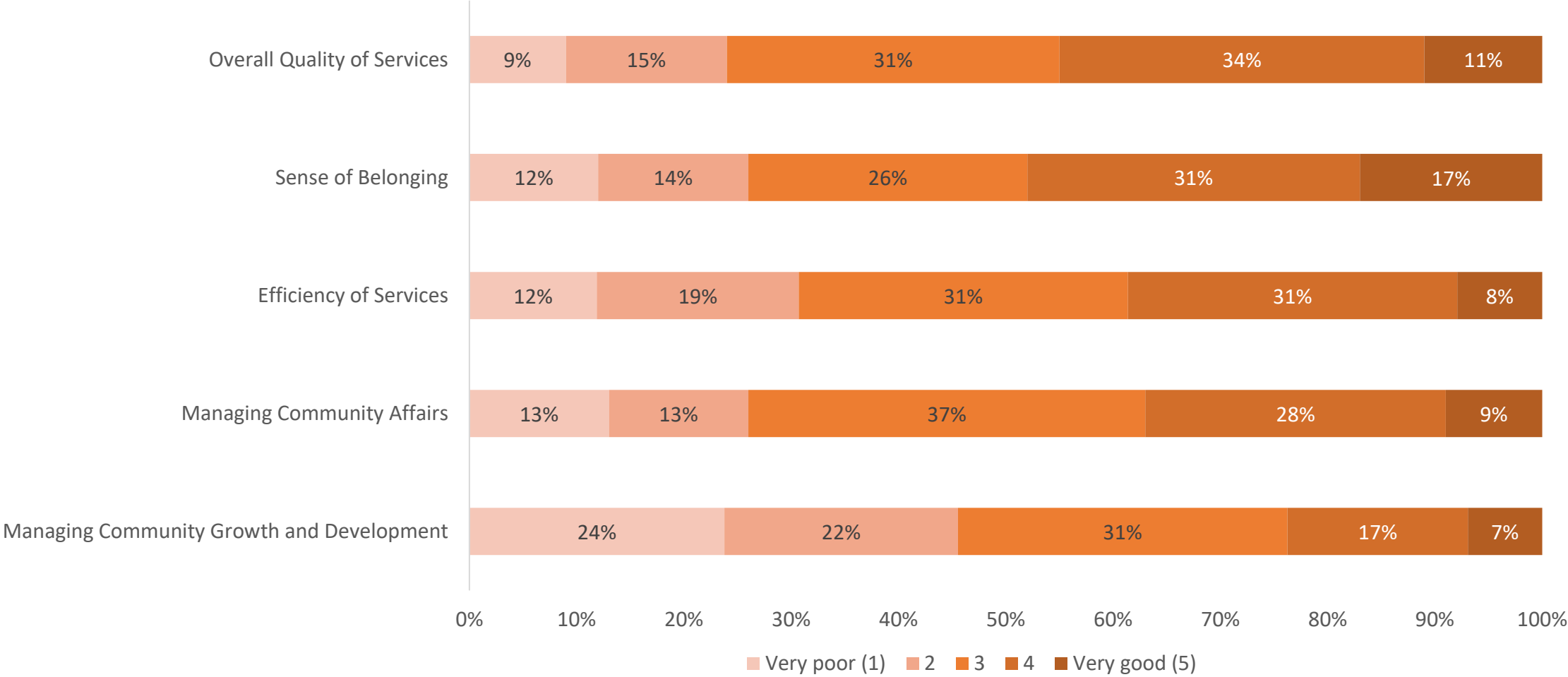


Using a scale of 1 to 10, where 1 means "not at all likely" and 10 means "very likely" how likely are you to recommend Airdrie as a place to live?



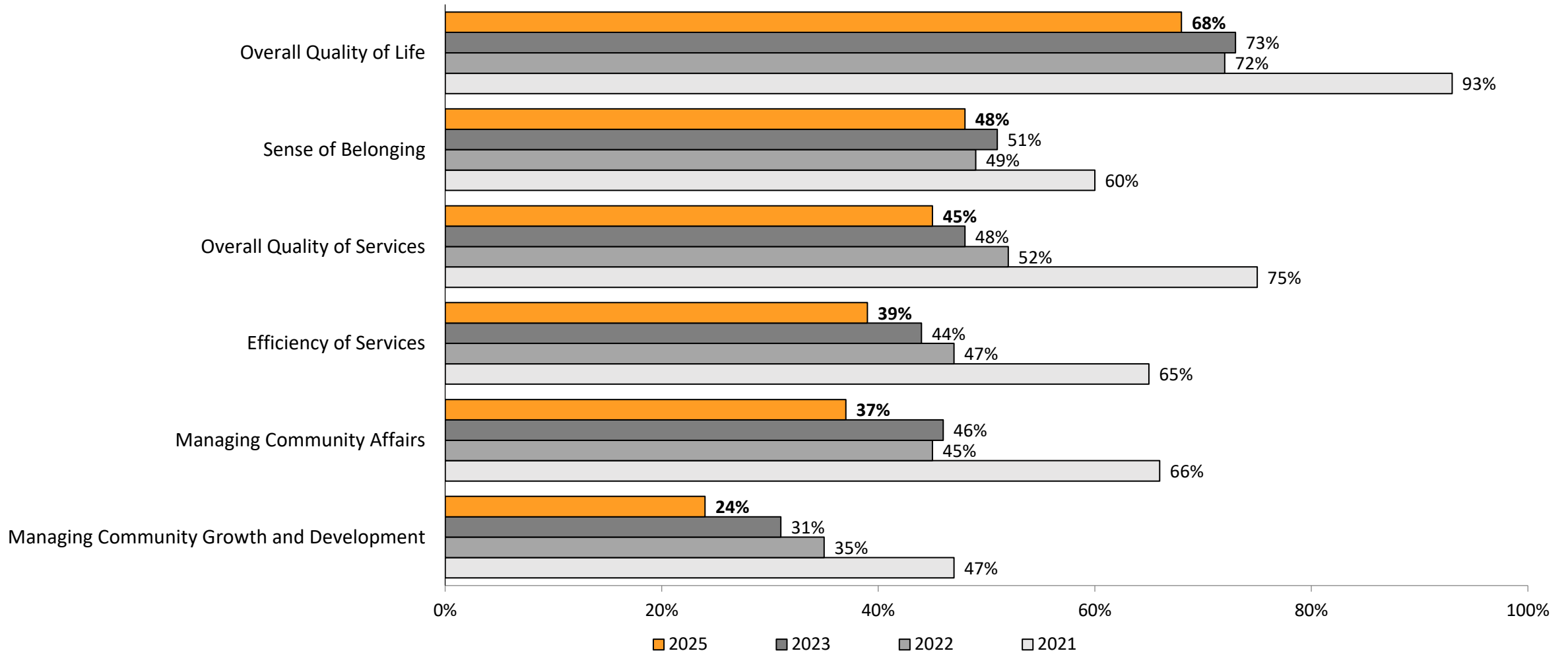
Community

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=378-398 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.

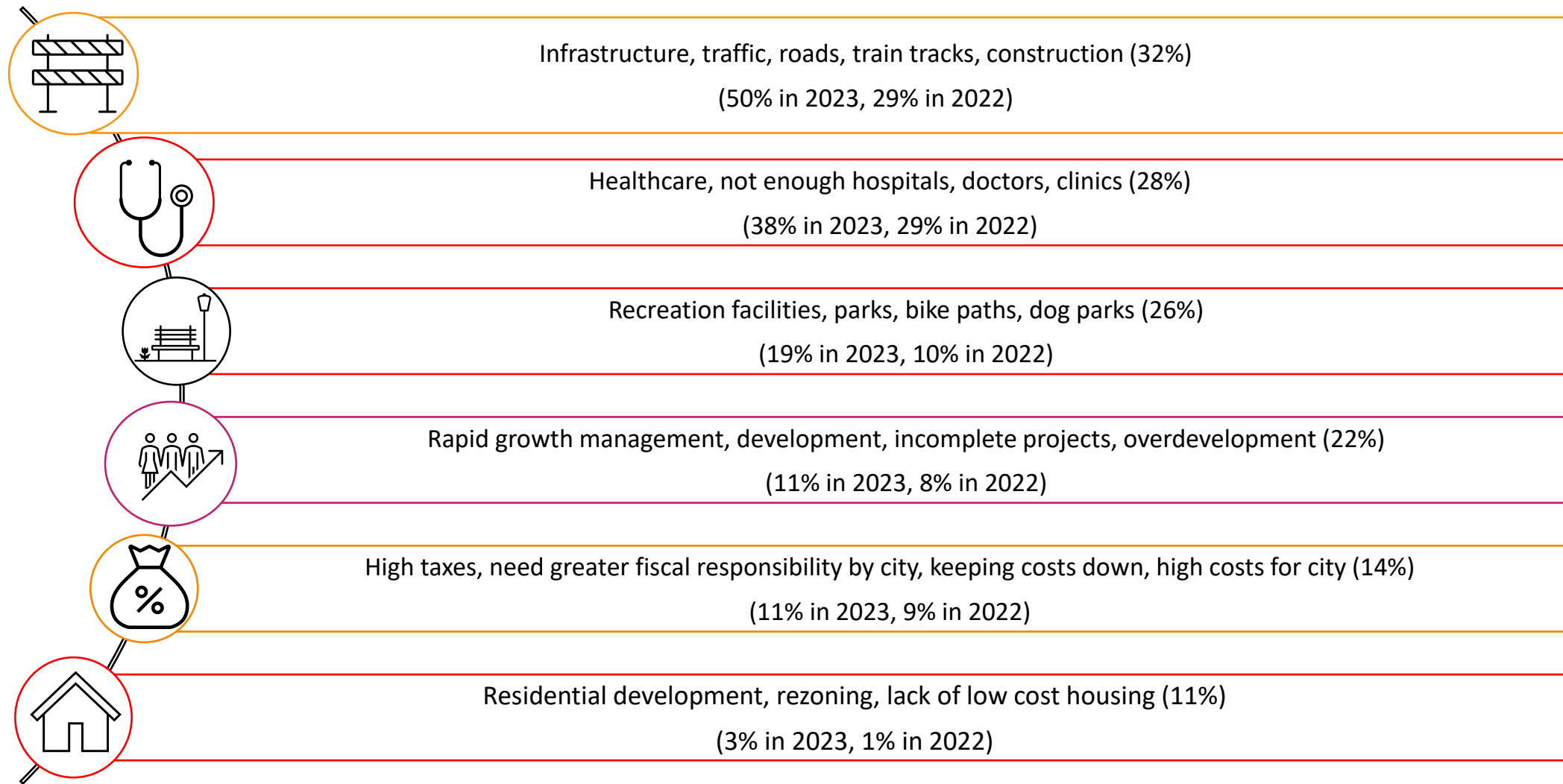
Community (trends over time)

Resident Satisfaction Index						
*Respondents used a scale of 1 to 5, where 1 meant "very poor" and 5 meant "very good"	Mean Rating					
	2025	2023	2022	2021	2020	2019
Quality of Service Provided	3.24	3.39	3.41	3.81	3.84	3.99
Efficiency in the Provision of Service	3.05	3.29	3.29	3.65	3.67	3.87
Managing Affairs of the Community	3.08	3.30	3.28	3.64	3.62	3.82
Managing Community Growth and Development	2.60	2.80	2.98	3.21	3.10	3.43
Resident SATISFACTION INDEX:	2.99	3.20	3.24	3.58	3.56	3.78



Overall, how would you rate the City of Airdrie in terms of...? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...?
 Base: City of Airdrie residents who provided a valid response (i.e., excluding "don't know" responses).

Issues Facing the City of Airdrie (Top responses)



2025 n=400
2023 n=400
2022 n=598

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

91% in 2025
89% in 2023
82% in 2022



RECYCLE DEPOT PROGRAMS

75% in 2025
79% in 2023
79% in 2022



BERT CHURCH THEATRE

72% in 2025
77% in 2023
69% in 2022



CURBSIDE RECYCLING COLLECTION

76% in 2025
76% in 2023
77% in 2022

Satisfaction With Services and Facilities Used



CURBSIDE ORGANICS COLLECTION

77% in 2025
74% in 2023
75% in 2022



RESIDENTIAL GARBAGE COLLECTION

70% in 2025
71% in 2023
70% in 2022



CHINOOK WINDS PARK

68% in 2025
74% in 2023
70% in 2022



THE PUBLIC LIBRARY

62% in 2025
66% in 2023
64% in 2022



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=110-398 in 2025.

Percentage of 4 and 5 (very good) ratings.

Satisfaction With Services and Facilities Used



PARKS, PATHWAYS & OPEN SPACES

63% in 2025
66% in 2023
70% in 2022



OUTDOOR CITY RECREATION FACILITIES

59% in 2025
65% in 2023
68% in 2022



UTILITY SERVICES

60% in 2025
63% in 2023
66% in 2022



ONLINE SERVICES/MY AIRDRIE

62% in 2025
62% in 2023
67% in 2022



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=110-398 in 2025.
Percentage of 4 and 5 (very good) ratings.

Satisfaction With Services and Facilities Used



TOWN AND COUNTRY CENTRE

49% in 2025
60% in 2023
59% in 2022



GENESIS PLACE RECREATION & WELLNESS CENTRE

49% in 2025
57% in 2023
60% in 2022



RON EBBESEN & PLAINSMEN ARENA

40% in 2025
54% in 2023
50% in 2022



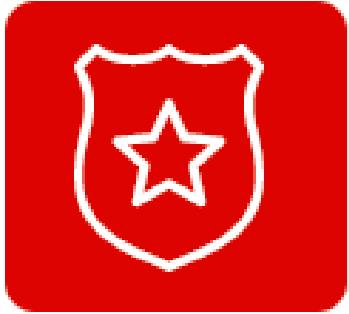
CITY WEBSITE

43% in 2025
54% in 2023
49% in 2022



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=110-398 in 2025.
Percentage of 4 and 5 (very good) ratings.

Satisfaction With Services and Facilities Used



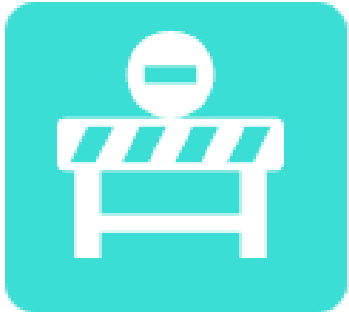
THE RCMP

58% in 2025
51% in 2023
47% in 2022



WINTER SNOW AND ICE CONTROL

39% in 2025
27% in 2023
35% in 2022



SUMMER ROAD MAINTENANCE

49% in 2025
50% in 2023
57% in 2022



AIRDRIE TRANSIT

14% in 2025
22% in 2023
33% in 2022



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=110-398 in 2025.

Percentage of 4 and 5 (very good) ratings.

Satisfaction With Services And Facilities Used (trends over time)

Total good (good/very good)	2025	2023	2022	2021	2020	2019	2018	2017
Airdrie Fire	91%	89%	82%	92%	93%	93%	93%	93%
Curbside organics collection**	77%	74%	75%	84%	84%	87%	80%	72%
Curbside recycling collection*	76%	76%	77%	84%	87%	89%	88%	-
Recycling depot programs*	75%	79%	79%	87%	87%	92%	87%	-
Bert Church Theatre	72%	77%	69%	89%	87%	90%	73%	72%
Residential garbage collection**	70%	71%	70%	74%	85%	84%	84%	87%
Chinook Winds Park	68%	74%	70%	89%	92%	88%	76%	77%
Parks, pathways & open spaces	63%	66%	70%	86%	84%	89%	87%	82%
Online services/MyAirdrie**	62%	62%	67%	76%	78%	91%	72%	70%
The Public Library	62%	66%	64%	82%	83%	89%	76%	65%
Utility services (including water and sewer)	60%	63%	66%	80%	77%	85%	86%	85%
Outdoor City recreation facilities	59%	65%	68%	81%	86%	82%	78%	80%
The RCMP	58%	51%	47%	68%	65%	78%	82%	81%
Town and Country Centre*	49%	60%	59%	70%	71%	68%	53%	-
Genesis Place Recreation and Wellness Centre	49%	57%	60%	84%	79%	85%	79%	78%
Summer road maintenance	49%	50%	57%	63%	65%	74%	65%	66%
City website	43%	54%	49%	67%	71%	71%	63%	57%
Ron Ebbesen Arena and Plainsmen Arena	40%	54%	50%	77%	70%	71%	65%	59%
Winter snow and ice control	39%	27%	35%	33%	56%	53%	52%	43%
Airdrie Transit	14%	22%	33%	54%	45%	45%	32%	33%

Represents a significant difference compared to 2023



Thinking about your experience with the following services over the past year, how would you rate the quality of each of the following...?

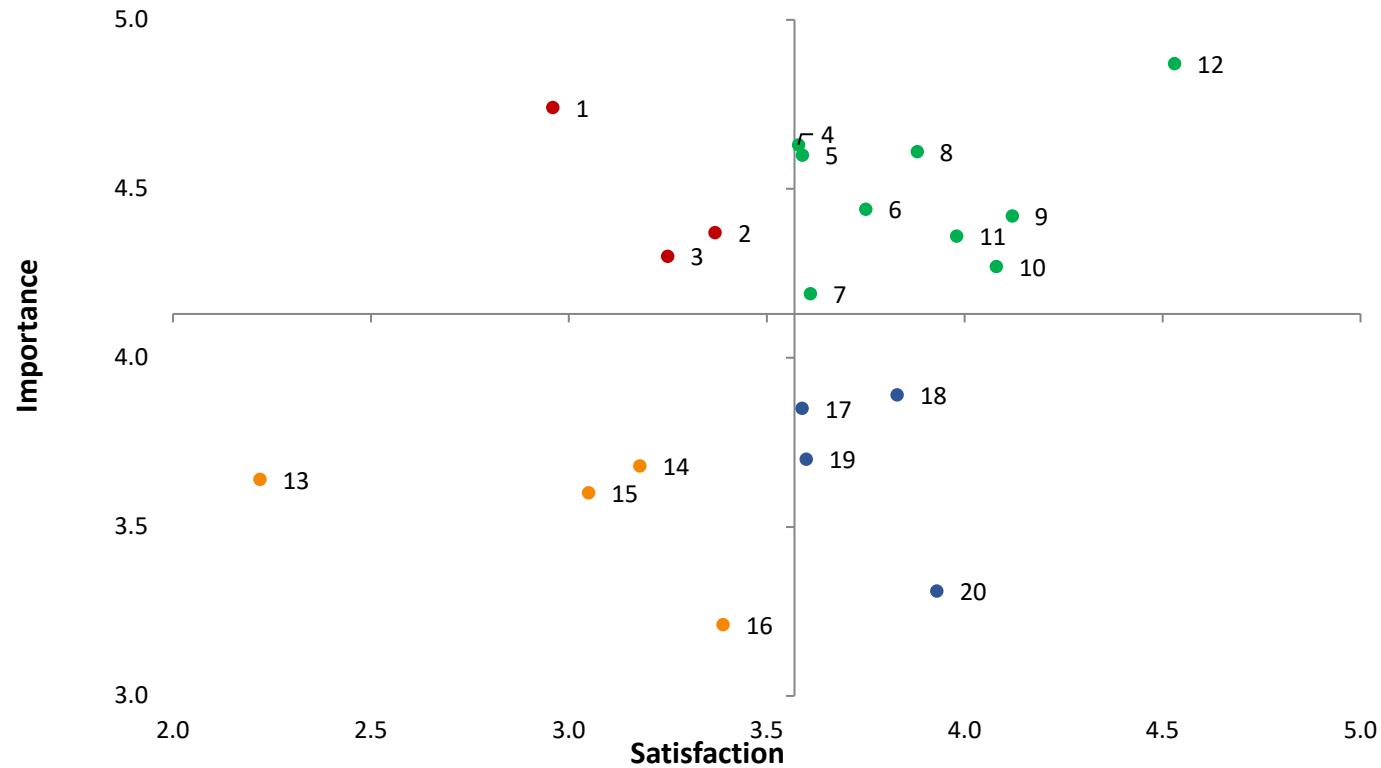
*New question in 2018; **change in wording in 2019

Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” and “did not use/not applicable” responses) n=110-398 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. Summer road maintenance

3. Genesis Place recreation

4. RCMP

5. Utility services

6. Parks, pathways, and open spaces

7. Outdoor recreation facilities

8. Garbage collection

9. Curbside recycling collection

10. Organics collection

11. Recycling depot program

12. Airdrie Fire

13. Airdrie Transit

14. City Website

15. Ron Ebbesen/Plainsmen Arena

16. Town and Country Centre

17. Online services

18. Chinook Winds Park

19. Public Library

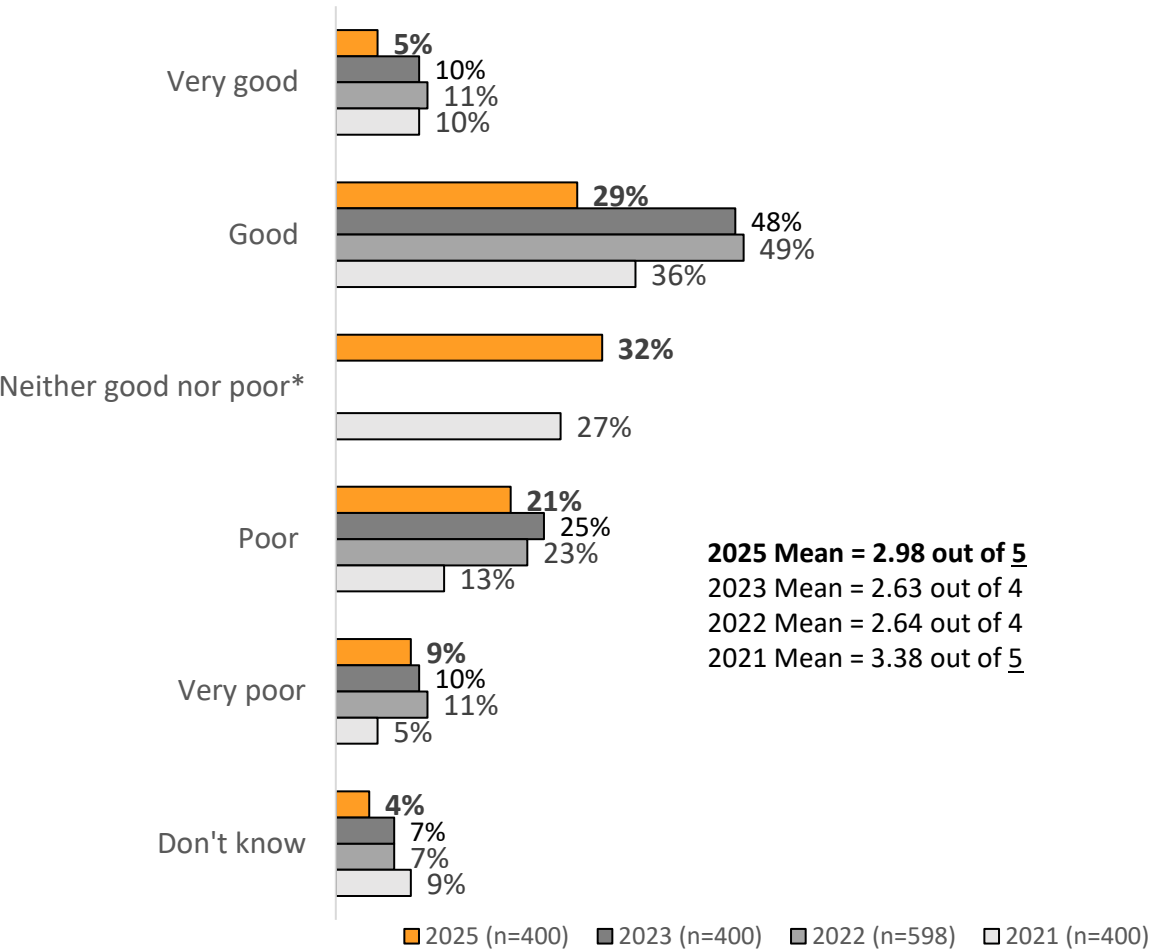
20. Bert Church Theatre

Note: Axes set at 3.57 mean satisfaction rating; 4.13 mean importance rating

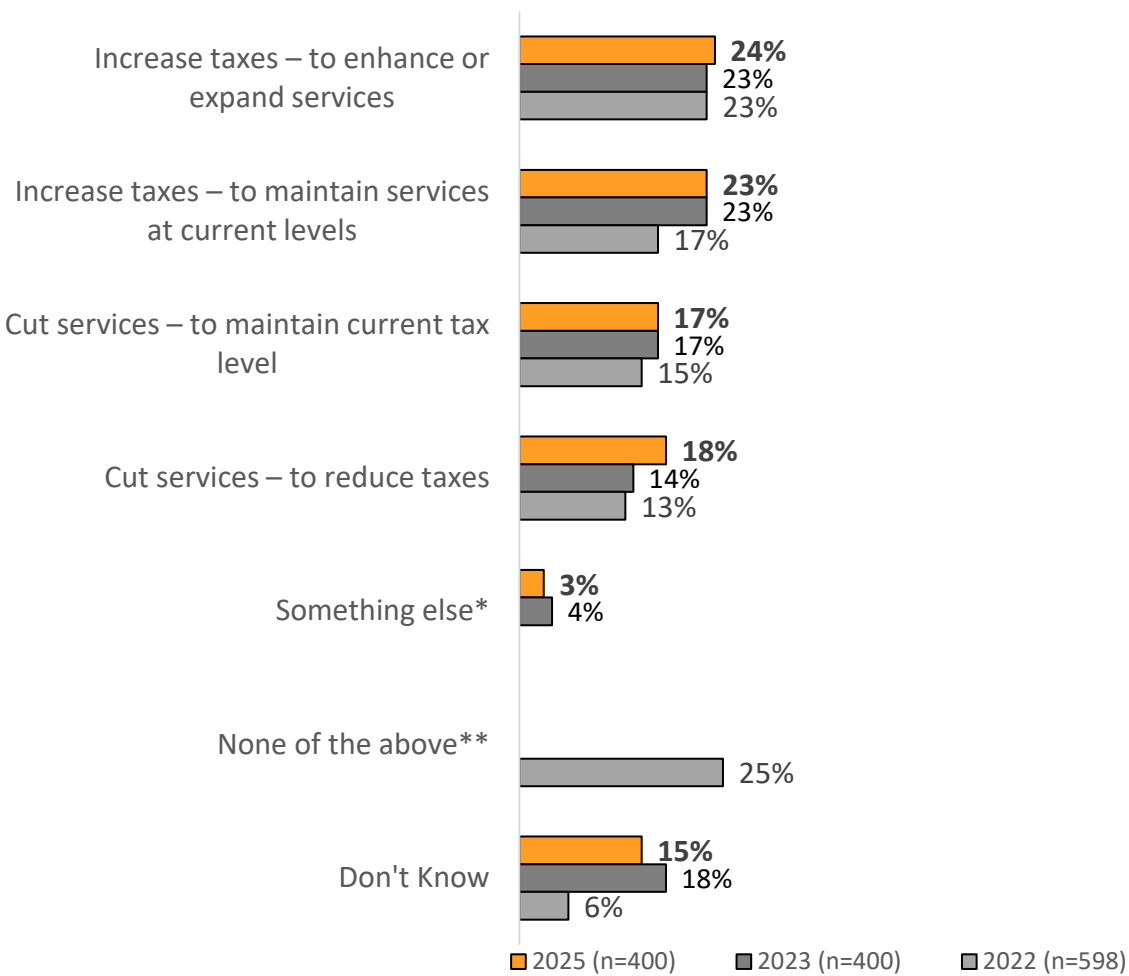
Scale: 1="not at all important/good"; 5="very important/good"

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?

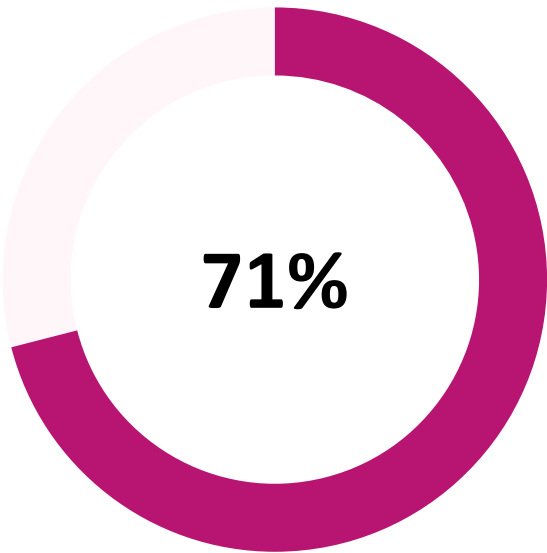


*Neither good nor poor was not an option in 2022 or 2023.

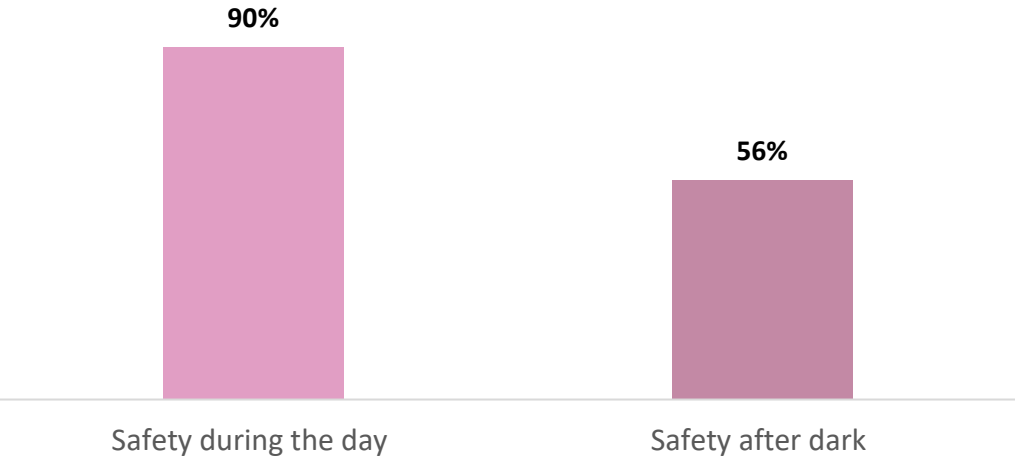
**'Something else' option added in 2023

***'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=400)	2023 (n=400)	2022 (n=598)	2021 (n=400)	2020 (n=403)	2019 (n=400)	2018 (n=400)	2017 (n=400)
Overall community safety	71%	76%	72%	92%	86%	91%	94%	94%
Safety during the day	90%	90%	90%	98%	96%	99%	99%	99%
Safety after dark	56%	61%	62%	78%	79%	75%	81%	79%

n=400

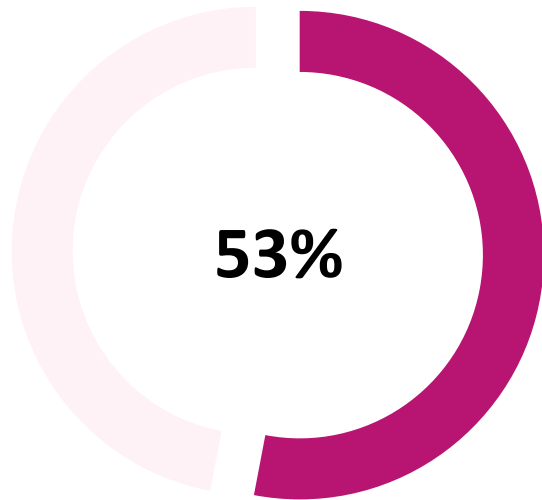


Please indicate your level of agreement with the following statements using a 1 to 5 scale where 1 means “strongly disagree” and 5 means “strongly agree”

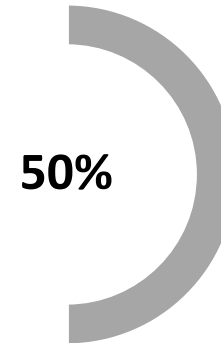
Contact With City

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

2025 (n=400)



2023 (n=400)



2022 (n=598)



Contact With City

Department Contacted	2025 (n=213)	2023 (n=202)	2022 (n=309)
Genesis Place	17%	18%	10%
Planning	9%	6%	7%
Waste & Recycling	8%	7%	9%
Taxation	7%	4%	4%
Parks	7%	2%	6%
Municipal Enforcement	7%	11%	8%
Call Centre/Contact centre	6%	8%	4%
Utility Administration	6%	3%	10%
Building Inspections	6%	9%	13%
Public Works (Roads & Water)	5%	7%	8%
Pet/animal licensing	5%	1%	1%
RCMP	4%	5%	4%
Transit	2%	4%	1%
Arenas	2%	1%	2%
Airdrie Fire Department	1%	3%	<1%
City Hall	1%	3%	2%
Assessment	1%	1%	-
City facility rentals	1%	-	-

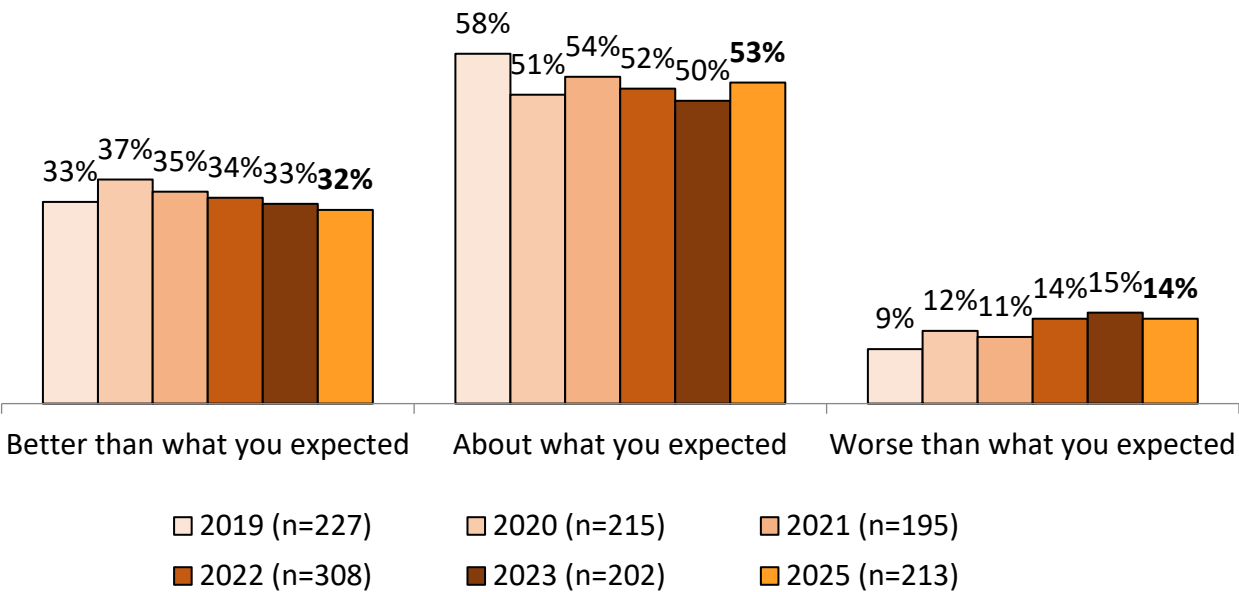
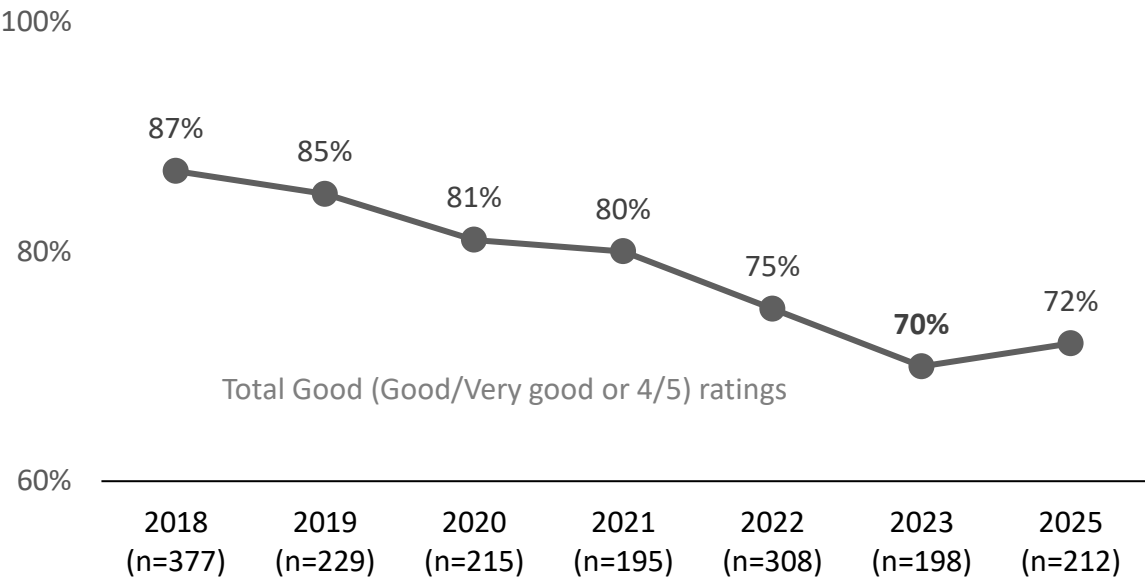


Thinking about the staff member you last had contact with, which department were they from?

Mentions below 1% or n=1 are not shown. Don't know responses 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=400)	2023 (n=400)	2021 (n=400)
City website	42%	59%	71%
Social media	17%	15%	2%
myAIRDRIE notifications*	8%	-	-
Friends/Family/Word of mouth	7%	4%	3%
Air 106.1 FM	7%	2%	-
Newspapers	4%	6%	1%
Call centre/Contact centre	3%	6%	1%
City employees	2%	1%	-
Reader board/Community signs	2%	<1%	-
Go to City Hall	1%	2%	2%
Councillor	1%	1%	-
City of Airdrie E-News (formerly Airdrie Today)**	1%	1%	-
Internet search (e.g., Google, etc.)	1%	1%	9%

In general, when you need to get information on the City and its services, what is your main source of information? Don't know responses not shown.

Question not asked in 2022.

*Not asked prior to 2025.

**Slight statement change in 2025.



Communication

Top Topics Respondents Would Like the City to Communicate About	2025 (n=400)	2023 (n=400)	2021 (n=400)
Roads/road construction/maintenance	18%	17%	17%
City budget/spending	15%	11%	6%
City events/functions/activities	14%	15%	13%
Taxes/taxation values	10%	10%	8%
City services/facilities/amenities	9%	4%	4%
City growth/expansion/development	9%	10%	11%
Health care services/hospital development	7%	10%	3%
Changes/updates/improvements to services	7%	9%	8%
Recreational facilities/programs/services	6%	7%	10%
Crime/crime rate/stats	6%	6%	5%
Nothing	8%	5%	-
Don't Know	25%	23%	24%

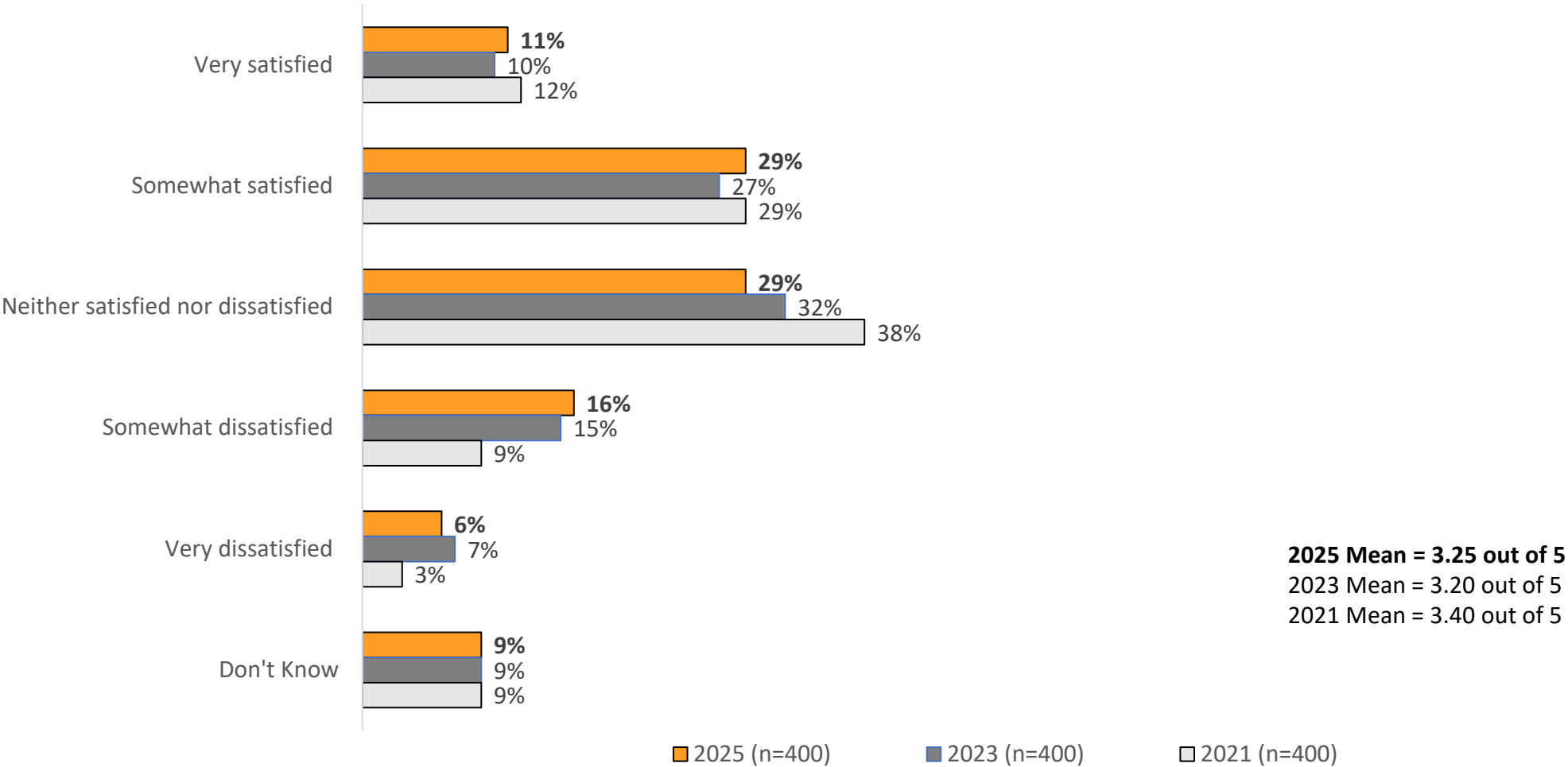


What are the top 3 things you would like the City to communicate with you about? (total mentions, multiple responses recorded)

Mentions 5% and below are not shown.

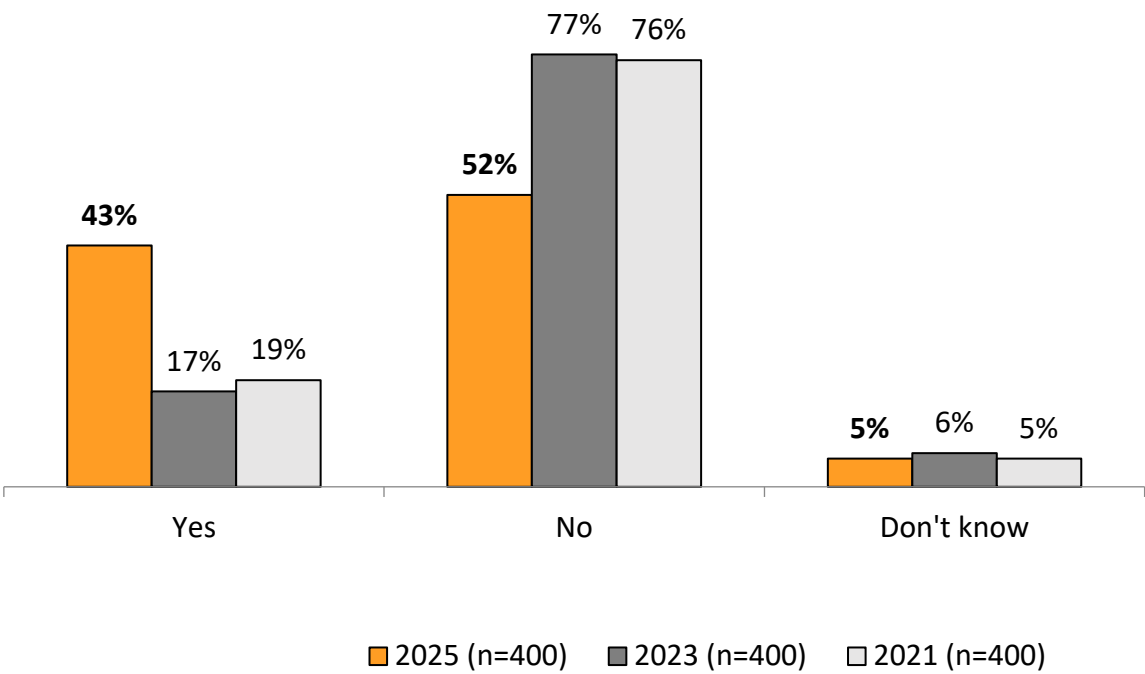
Question not asked in 2022

Public Engagement



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?

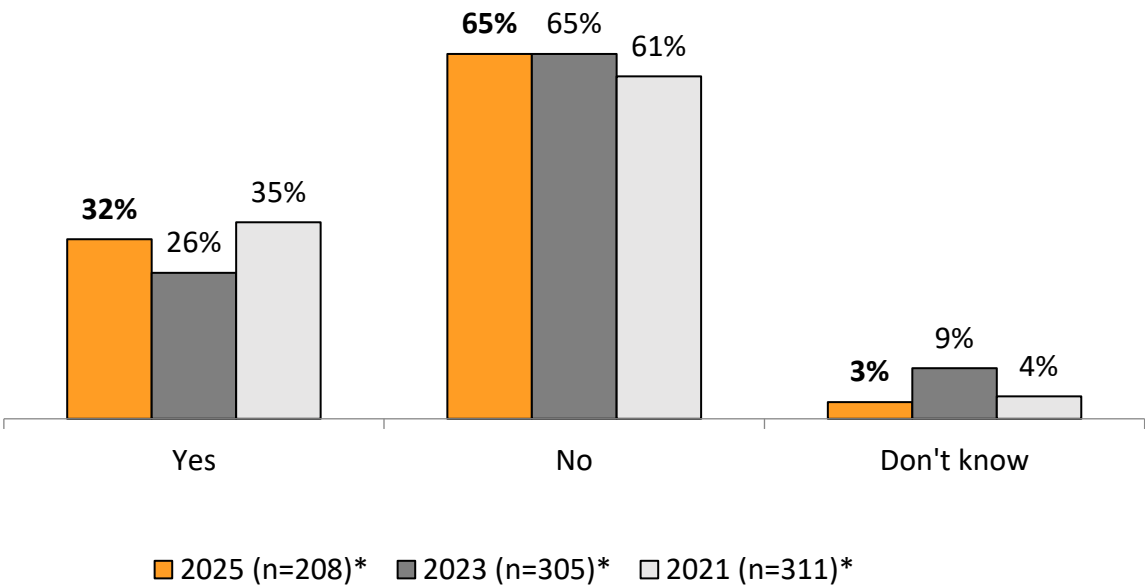
Public Engagement Opportunities	2025 (n=174)*	2023 (n=71)*
Phone/web survey	45%	49%
City related engagement (unspecified method)	21%	**
Public meeting/hearing/forum	13%	15%
Open house	8%	13%
Municipal census	5%	-
Focus Group	1%	1%
Social media related engagement (general)	1%	-
Don't know/Not stated	20%	37%

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=66)**
Lack of free time/I am too busy	46%
Lack of public awareness of engagement opportunities	35%
Health/medical related issues	16%
City does not listen to resident feedback/concerns	2%
I don't drive/own a vehicle	2%
Lack of interest in topic/subject	2%
Old age/I am a senior	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=400)	2023 (n=400)	2022 (n=598)
Improve health care services/need a hospital facility	26%	31%	23%
More recreational facilities/programs/activities	↑ 15%	9%	12%
Managing City growth/expansion/development	↑ 12%	5%	7%
Improve fiscal responsibility/stay within budget	9%	6%	6%
Lower taxes	8%	8%	9%
Improve public transit services	7%	3%	2%
Improve infrastructure	7%	5%	4%
More schools/educational facilities	5%	6%	2%
Improve/increase City services/amenities	5%	2%	1%



Finally, if you were sitting on City Council, what would your top one or two priorities be?
 Mentions below 5% and don't know responses are not shown.
 ↑ indicates a large increase in priority.

Demographics

Gender	n=400
Woman	49%
Man	47%
Non-binary/non-conforming/Genderqueer	1%
Prefer to self-disclose	-
Prefer not to say	3%
Age	
18 to 34 years old	26%
35 to 54 years old	40%
55 years or older	24%
Prefer not to say	11%
Mean	47 years

Years in Airdrie	n=400
Less than a year	-
1-5 years	19%
6-10 years	17%
11-20 years	28%
More than 20 years	36%
Prefer not to say	<1%
Mean	18 years

Do you own/operate a business in Airdrie?	n=400
Yes	9%
No	89%
Prefer not to say	2%

Respondent Profile – Ages 18 - 34

- **More likely** than the 55+ cohort to indicate quality of life in Airdrie has decreased over the past 12 months (36%)
- **More likely** to indicate they have a good sense of belonging to their local community (54%)
- Are more critical of garbage and recycling efforts in the community:
 - **More likely** to rate the quality of residential garbage collection as poor (22%)
 - **Less likely** to rate the quality of recycle depot programs as good (69%)
- **More likely** to indicate cut services – to reduce taxes as their preferred tax strategy (30%)

Respondent Profile – Ages 35 - 54

Generally, this group is more likely to be critical of the City of Airdrie/Airdrie services:

- **Less likely** to recommend Airdrie as a place to live (7-10 out of 10) (53%)
- **More likely** to indicate the way Airdrie manages community growth and development as poor (61%)
- **More likely** to rate the overall quality of services Airdrie provides as poor (31%)
- **More likely** to rate the quality of Genesis Place as poor (45%)
- **More likely** to indicate Outdoor City recreation facilities as important (84%)
- **More likely** to indicate the value they receive from their property tax dollars as poor (42%)
- **More likely** to select increase taxes – to enhance or expand services as their preferred tax strategy (31%)
- **More likely** to have indicated they have participated in public engagement opportunities provided by the City of Airdrie in the past 12 months (54%)

Respondent Profile – Ages 55+

Generally, this group is more supportive and optimistic about the City of Airdrie/Airdrie services:

- **More likely** to indicate the quality of life in Airdrie as good (91%)
- **More likely** to indicate the quality of life in Airdrie has stayed the same in the past 12 months (80%)
- **More likely** to recommend Airdrie as a place to live (7-10 out of 10) (80%)
- **More likely** to rate the overall quality of services Airdrie provides as good (72%)
- **More likely** to rate the quality of residential garbage collection as good (86%)
- **More likely** to rate the quality of recycle depot programs as good (88%)
- **More likely** to think Bert Church Theater is important (62%)
- **More likely** to select increase taxes – to maintain services at current levels as their preferred tax strategy (41%)

Municipal Comparisons

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

- Grande Prairie (2024);
- Strathcona County (2023);
- Red Deer (2024).

Quality Of Life

- **68% of City of Airdrie residents rated their quality of life as a 4 or 5 out of 5.** Respondents of other municipalities provided relatively high ratings for the overall quality of life in their communities. For example, Grande Prairie had 91% (3 and 4 ratings out of 4), and Red Deer had 47% (8-10 ratings out of 10).
- For most Airdrie residents' quality of life has stayed the same over the past 12 months (55%). This is fairly consistent with other studies that look at a three year trend (e.g. 49% in Grande Prairie and 43% in Red Deer).

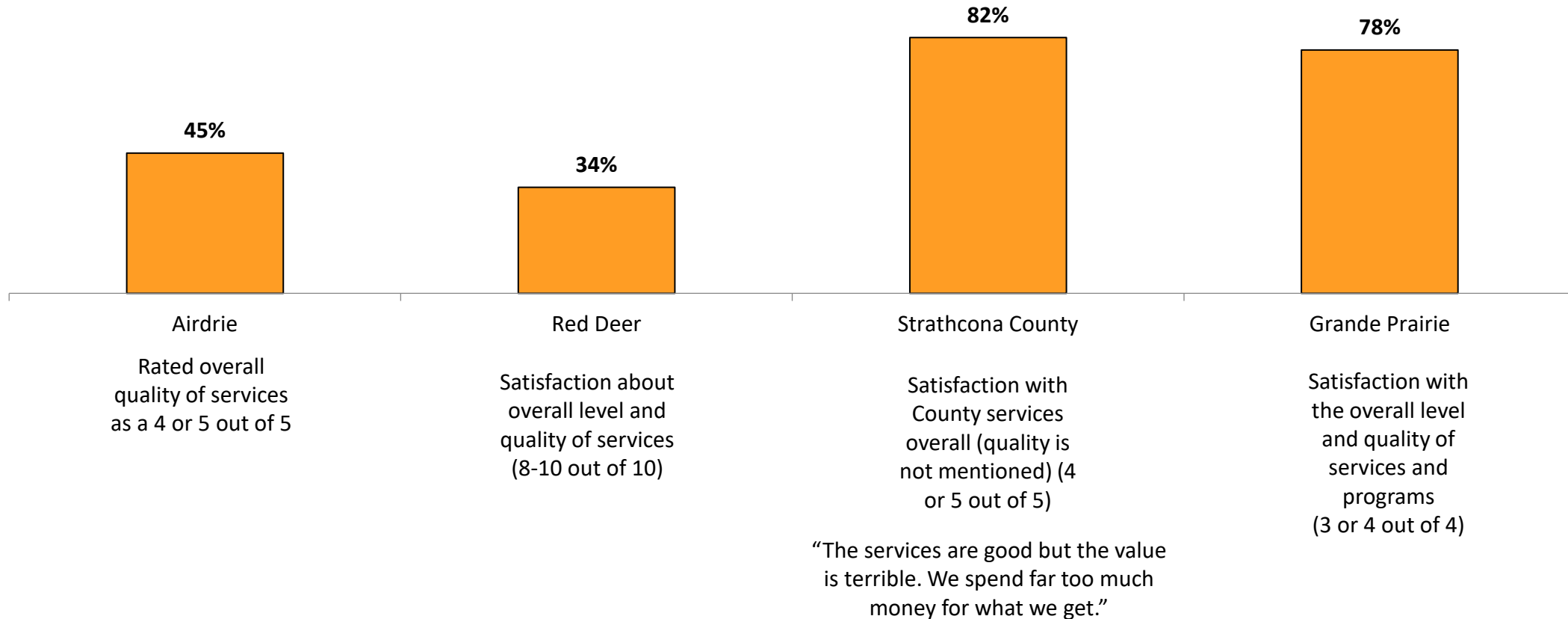
Issues Facing The City Of Airdrie

- **Most important issues facing City of Airdrie included:**
 - Infrastructure, traffic, roads, train tracks, construction
 - Healthcare, not enough hospitals, doctors, clinics
 - Recreation facilities, parks, bike paths, dog parks
 - Rapid growth/development, incomplete projects, overdevelopment
 - High taxes, mismanagement of money by City, keeping costs down
- **Important issues facing other municipalities included:**
 - Homelessness/supporting homelessness
 - Property taxes (e.g. too high)
 - Crime/safety
 - Improving infrastructure/roads
 - Healthcare



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

Municipal Comparison – Overall Quality of Services



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

Municipal Comparison

71% of City of Airdrie residents agreed that they consider Airdrie a safe place to live. Other municipalities that asked about safety in their community gave ratings ranging from 61% to 91%.

Taxes are a key topic in most resident surveys. Regarding value for tax dollars, **34% of City of Airdrie residents indicated they receive good value** (4 or 5 ratings out of 5). In contrast:

- 32% of Grande Prairie residents indicated the value for their tax dollars was good (7-10 ratings out of 10).
- 65% of Strathcona County residents indicated the benefits they received in municipal services for tax dollars was good (4 or 5 ratings out of 5).
- 71% of Red Deer residents indicated they receive fairly good or very good value (3 or 4 ratings out of 4).

The top tax and service preferences for Airdrie residents were to increase taxes to enhance/expand services (24%) or increase taxes to maintain services (23%). However, when looking at the net responses residents were quite divided. The net preference to increase services was 47% and the net preference to cut services percentage was 35%. Cutting services to maintain current tax levels was often the slightly more preferred option heard from residents from other comparator municipalities.



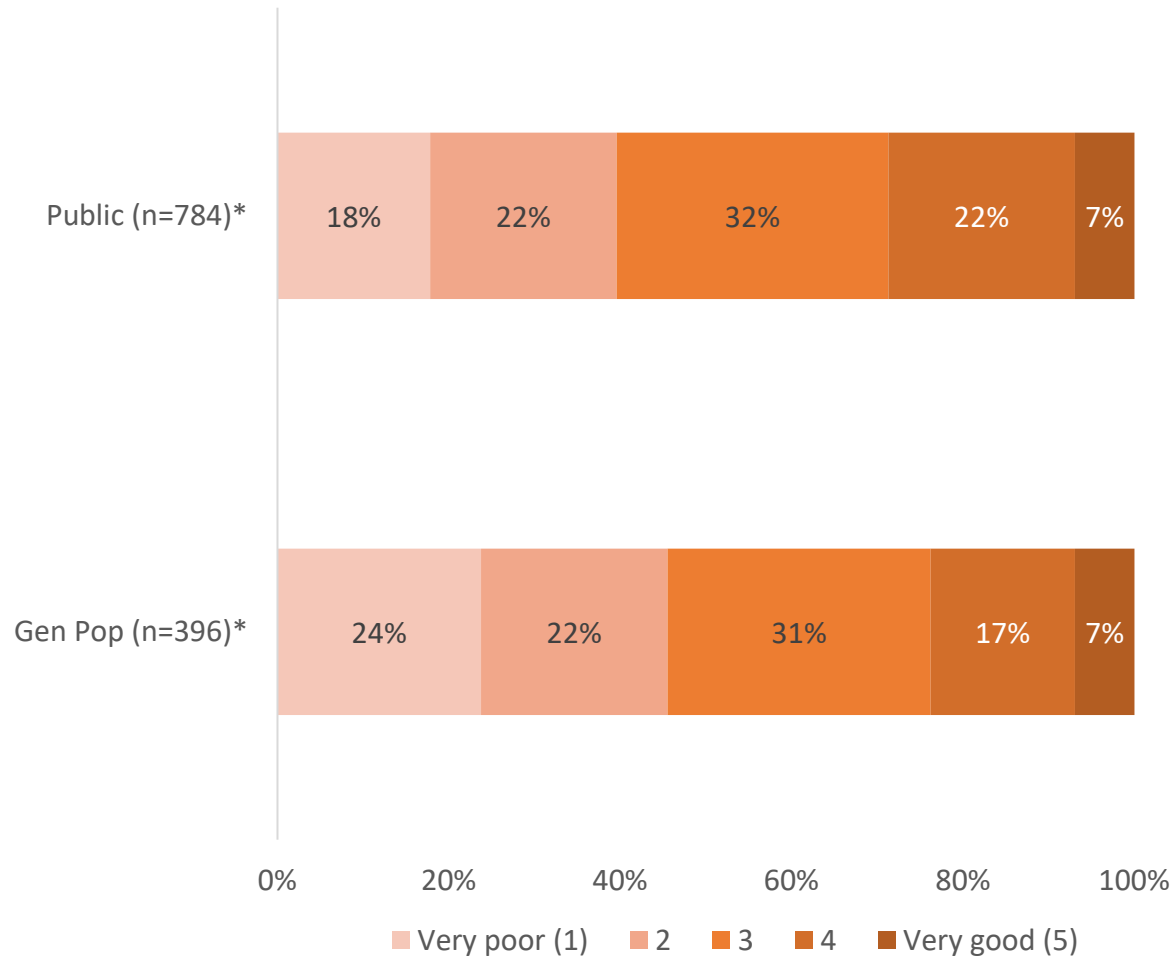
Gen pop vs Public results

Public survey results are generally more satisfied or optimistic with the quality of services Airdrie offers and that is reflected across many of the survey results.

Quality of Life & Community

- Overall quality of life remained relatively similar across both surveys (76% public vs 68% gen pop.).
- Community statements (e.g. managing community affairs, managing growth/development) are all 5% to 14% higher for the public link. The exception is "sense of belonging" with 48% for both the public and gen pop results.

Gen pop vs Public results



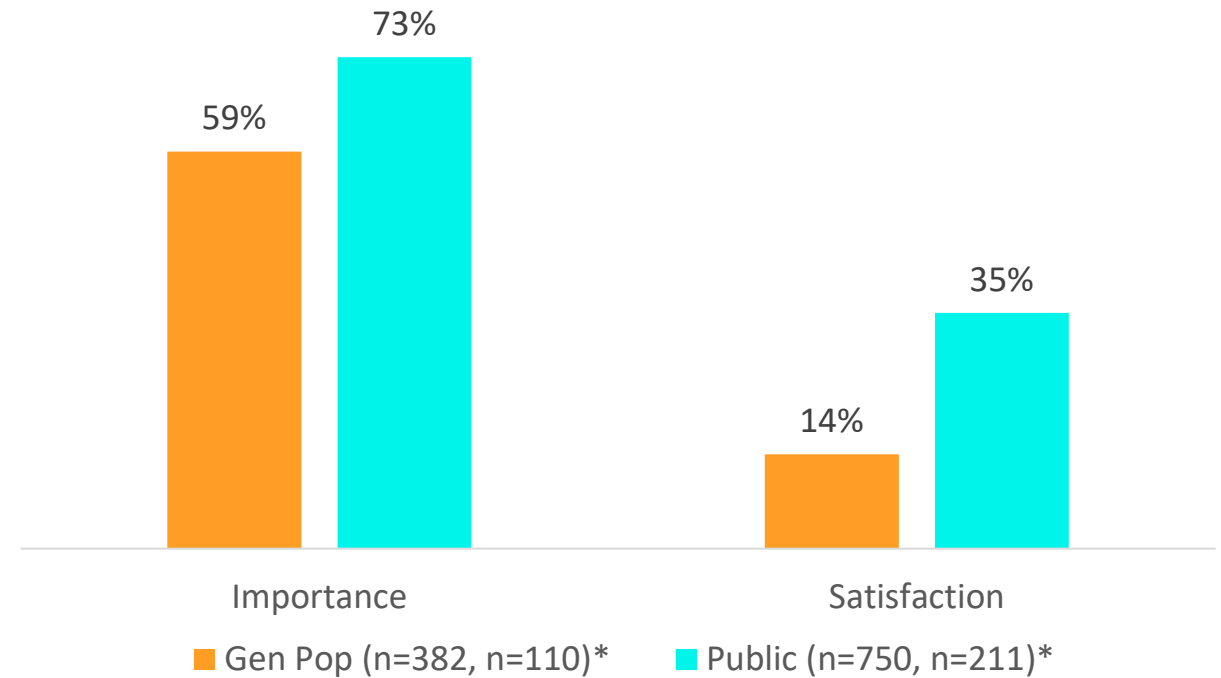
Managing Community Growth & Development

- Public link responses were slightly more optimistic regarding Airdrie managing community growth & development. However, overall, opinions regarding this statement is relatively consistent across both surveys.
- This similarity between surveys in this area is also present in other aspects of the survey. For example, rapid growth management/overdevelopment is a top (unprompted) issue mentioned by respondents in the gen pop and public survey (22% and 23%, respectively).

Gen pop vs Public results

Transit

- There were notable differences when comparing transit across both surveys (see the figure to the right). Public link respondents, like most other services, were more satisfied with transit than the gen pop respondents.
- It is important to note, while both surveys ask about importance and satisfaction with transit this is not specifically a transit user survey. For instance, those in the gen pop survey may have only used the service a limited number of times in the past year. Negative experiences on transit may more adversely impact users who only use the service infrequently. As this survey isn't specifically focused on transit usage/behaviours grievances about transit aren't well known.



Gen pop vs Public results

Service Matrix

- Public survey respondents, on average, had higher levels of satisfaction and higher levels of importance for many of the services measured.
- Across both surveys winter snow and ice control, summer road maintenance, and Genesis Place were all identified **as areas of improvement**.
- Again, across both surveys, utility services, parks/pathways/open spaces, garbage collection, curbside recycling collection, organics collection, recycling depot program, and Airdrie Fire were identified as **primary areas of strength**.
- Outdoor recreation facilities was a primary area of improvement in the public survey and a primary area of strength in the gen pop survey highlighting the importance of this service. However, even in the gen pop survey, recreation facilities (not necessarily all outdoor) was a top issue and priority.
- For both surveys, areas of **secondary improvement** (Airdrie Transit, City website, Ron Ebbesen/Plainsmen Arena, and Town and Country Centre) and **secondary strengths** (Online services, Chinook winds Park, Public Library, Bert Church Theatre) were the same.

Gen pop vs Public results

Property Taxes

- Residents who participated in the public survey perceived slightly better value for their tax dollars compared to the gen pop survey (3.25 mean vs 2.98 mean).
- Increasing taxes to enhance or expand services was the most preferred tax option across both surveys, but the other three options for both surveys were all tightly clustered.

Safety

- Airdrie is perceived as a relatively safe community. 71% of the gen pop survey and 79% of the public survey consider it a safe place overall.

Public Engagement

- The respondents who participated in the public link were more satisfied with public engagement opportunities (3.66 vs 3.25) and indicated more often they have participated in a public engagement opportunity provided by the City in the past 12 months (54% vs 43%). This is not surprising given those who are more "in-tune" and receptive to City communication outlets may more readily complete the public link survey.