



2025 Community Satisfaction Survey

Report

City of Lethbridge
September 2025



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Methodology and Reporting Considerations



Methodology

Method: CATI (Computer Aided Telephone Interview)

Criteria for Participation: Residents of the City of Lethbridge who are 18 years of age or older

Sample Size: n=415

Average Length of Interview (LOI): 9.4 minutes

Margin of Error: $\pm 4.81\%$

Fieldwork Dates: July 21 - August 5, 2025

Additional Notes:

- CATI sample was drawn using random digit dialing (RDD) among the City of Lethbridge residents. A mix of landline (40%) and cell phone (60%) samples were used to reach cell phone-only households.
- Results throughout this report have been statistically weighted by area of the city, age, and gender to ensure the sample reflects the target population according to the City's 2023 Census data.
- Comparisons to other Canadian municipalities have been included where possible.
- Notable significant differences across sub-groups are highlighted.

Reporting Considerations

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “not very dissatisfied” and “not at all satisfied”.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes.

Trend Indicator Icons

Icons are used throughout the report to represent changes in results between 2022 and 2025. An upward arrow (↑) indicates an increase of 5 percentage points or more, a downward arrow (↓) indicates a decrease of 5 percentage points or more. Please note that statistical significance testing was not conducted for changes between 2022 and 2025. This is because the 2022 survey was conducted by a different vendor, and the full dataset is not available for proper testing. As a result, the interpretation of year-over-year changes in this report may differ from the methodology used in previous reports.

Executive Summary



Executive Summary

Quality of life continues to shine in Lethbridge, surpassing the Alberta average

- Consistent with 2022 findings, 9 in 10 Lethbridge residents say they have a good or very good quality of life. This places them above the Alberta municipal benchmark of 81%, highlighting a stronger sense of satisfaction locally than across the province. **(Slide 11 & 12)**

City services remain strong but show room for growth

- While satisfaction with City services has declined slightly since 2022, dropping from 82% to 75% in 2025, Lethbridge continues to rate well above the Alberta municipal benchmark of 65%. **(Slide 14 & 15)**
- Safety & Emergency Services (92%), Garbage, Recycling, and Waste Facilities (90%), and Parks and Pathways (89%) remain among the City's top-performing services, reflecting results seen in 2022. Public Transit (64%), however, continues to receive the lowest ratings. **(Slide 16)**
- Notably, Garbage, Recycling, & Waste Facilities emerged as a primary area to maintain, highlighting its strong impact on overall satisfaction and the importance of ongoing attention. Recreation and Culture Facilities was also identified as a primary area to maintain, reinforcing its value to residents. On the other hand, Road & Sidewalk Safety and the Airport were identified as primary areas for improvement, presenting key opportunities to better meet community needs. **(Slide 19)**

Customer satisfaction declines; Calling 311 remains the top contact channel

- Overall satisfaction among residents who contacted the City fell to 73% in 2025, down from 92% in 2022. Meanwhile, calling 311 remains the City's primary point of contact, with usage increasing from 60% in 2022 to 64% in 2025. **(Slide 22 & 23)**

Executive Summary

Perceived value for taxes remains high, but opinions differ on trade-offs

- In 2025, 60% of residents felt they receive good or very good value for their taxes, down from 72% in 2022. Despite this decline, Lethbridge still rates above the Alberta municipal benchmark of 55%, suggesting that while residents generally see value, there may be growing opinions to how tax dollars are spent. This is reflected in residents' views on tax and service trade-offs: 44% preferred no tax increase even if it meant cutting services, 39% favoured maintaining the current service levels despite higher taxes and only 17% supported adding new services even if taxes increased. **(Slide 25, 26, & 27)**

City Communication earns residents' trust

- Residents express strong confidence in the City's communication efforts (69%). They view City information as trustworthy (75%), believe they have adequate opportunities to share feedback (70%) and feel well-informed about important issues (69%). **(Slide 29)**

Detailed Findings

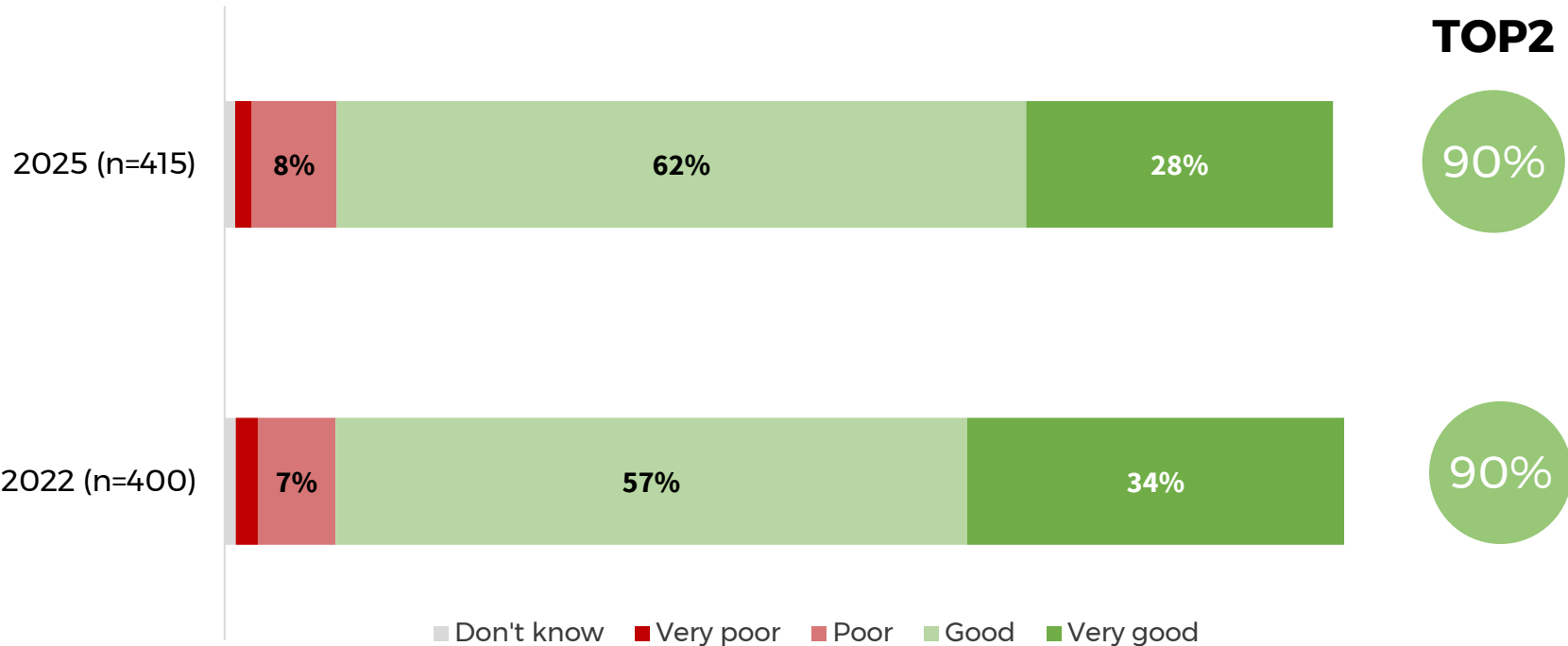


Quality of Life



Quality of Life

A vast majority of residents (TOP2: 90%) have a positive impression of their quality of life in the City of Lethbridge.



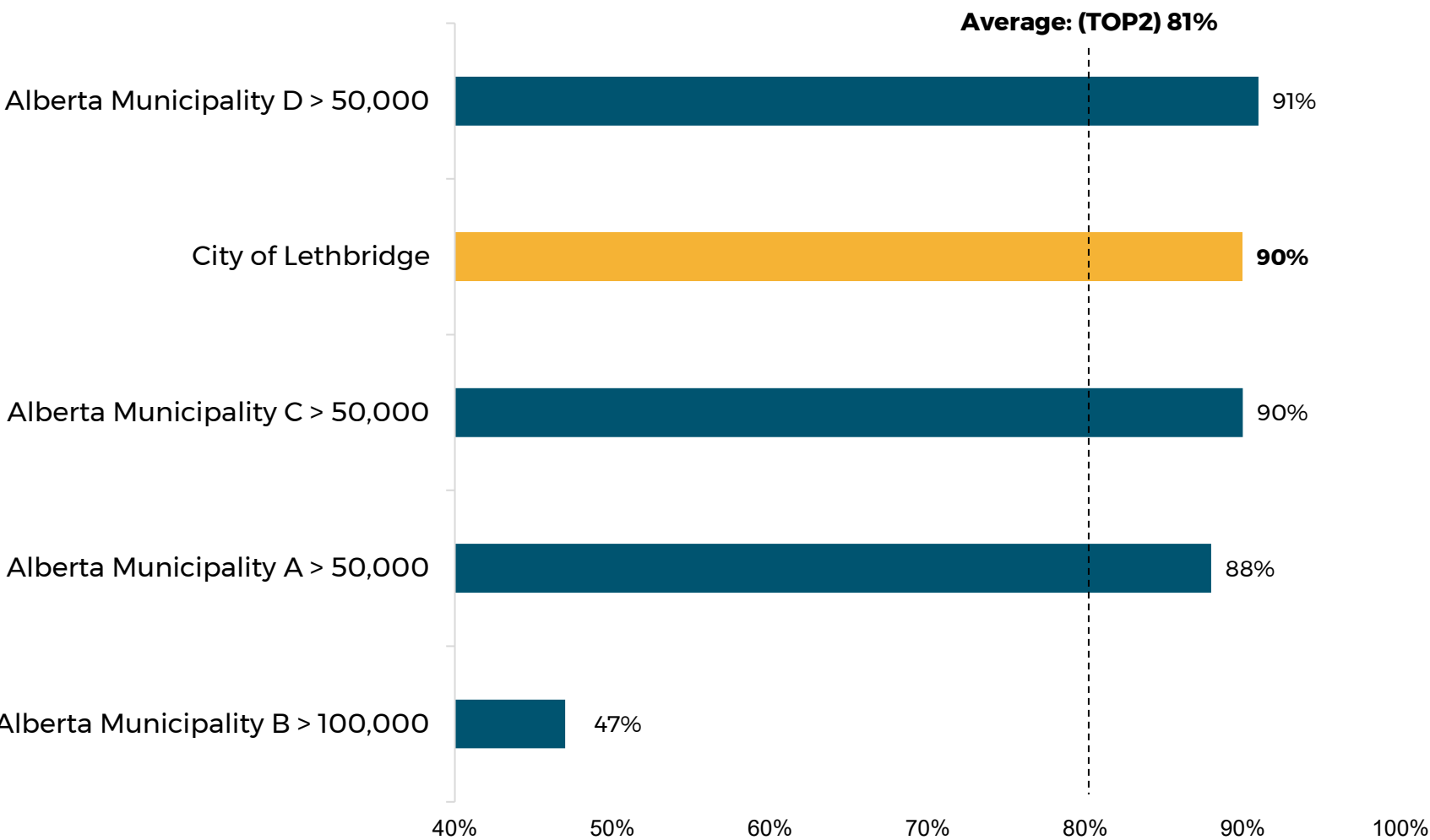
In 2025, the proportion of residents who rated the quality of life as good or very good remained high (TOP2: 90%), consistent with 2022 results (TOP2: 90%).

Older residents (ages 55+; TOP2: 95%) are significantly more likely to rate their overall quality of life in the City of Lethbridge as good or very good than middle-aged residents (ages 35-54; TOP2: 85%).

TOP2	2020	2018	2014	2011	2008	2005
	94%	97%	98%	98%	98%	98%

Q1. How would you rate your overall quality of life in the City of Lethbridge today?
Sample Size: Shown in chart above
Framework: All respondents

Quality of Life – Benchmark



When compared against other municipalities* in Alberta, the City of Lethbridge (TOP2: 90%) is above the average (TOP2: 81%) rating in terms of the overall quality of life.

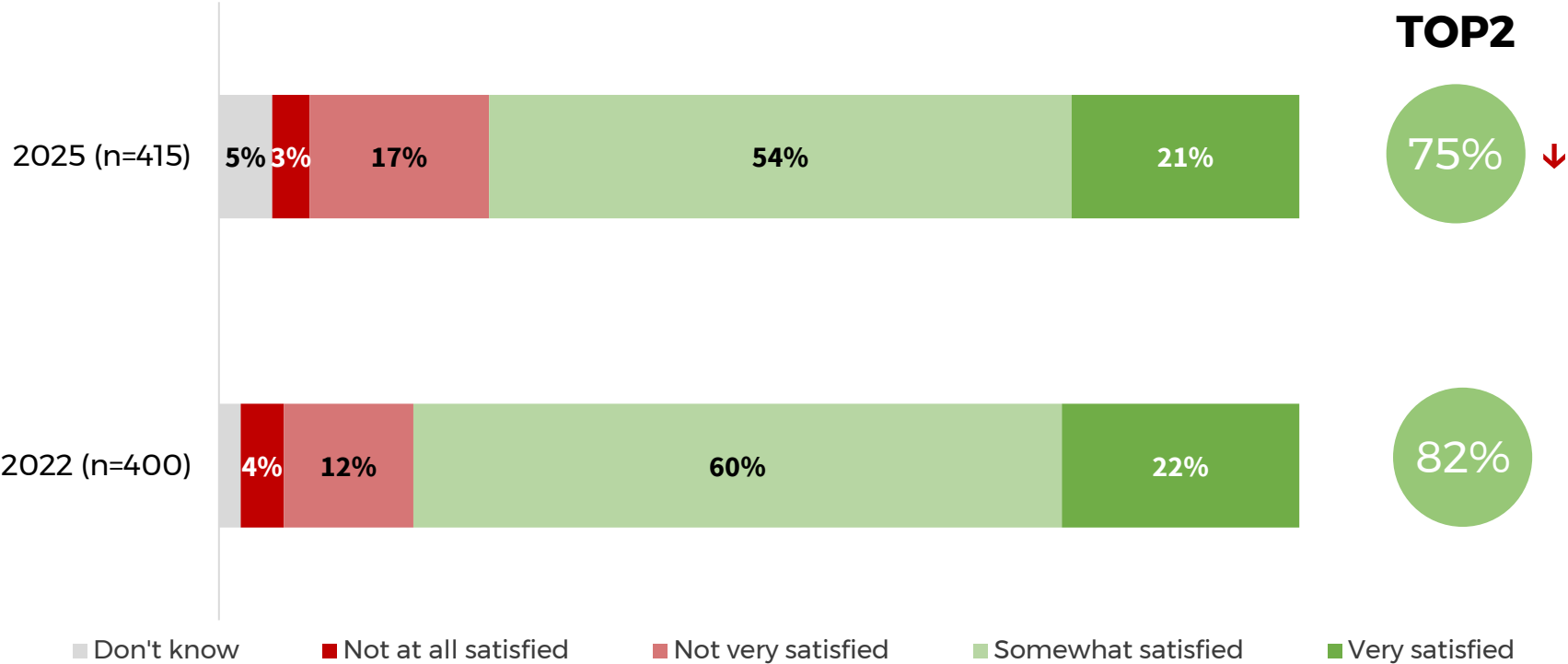
*This benchmark analysis is based on the results of surveys that asked this same question and were conducted in 2024. Comparisons for this question include 4 municipalities across Alberta, with populations ranging from ~50,000 to ~100,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

City Services Satisfaction



City Services Satisfaction

Three-quarters of residents (TOP2: 75%) are satisfied with the overall level and quality of services and programs provided by the City, a decrease from 82% (TOP2) in 2022.



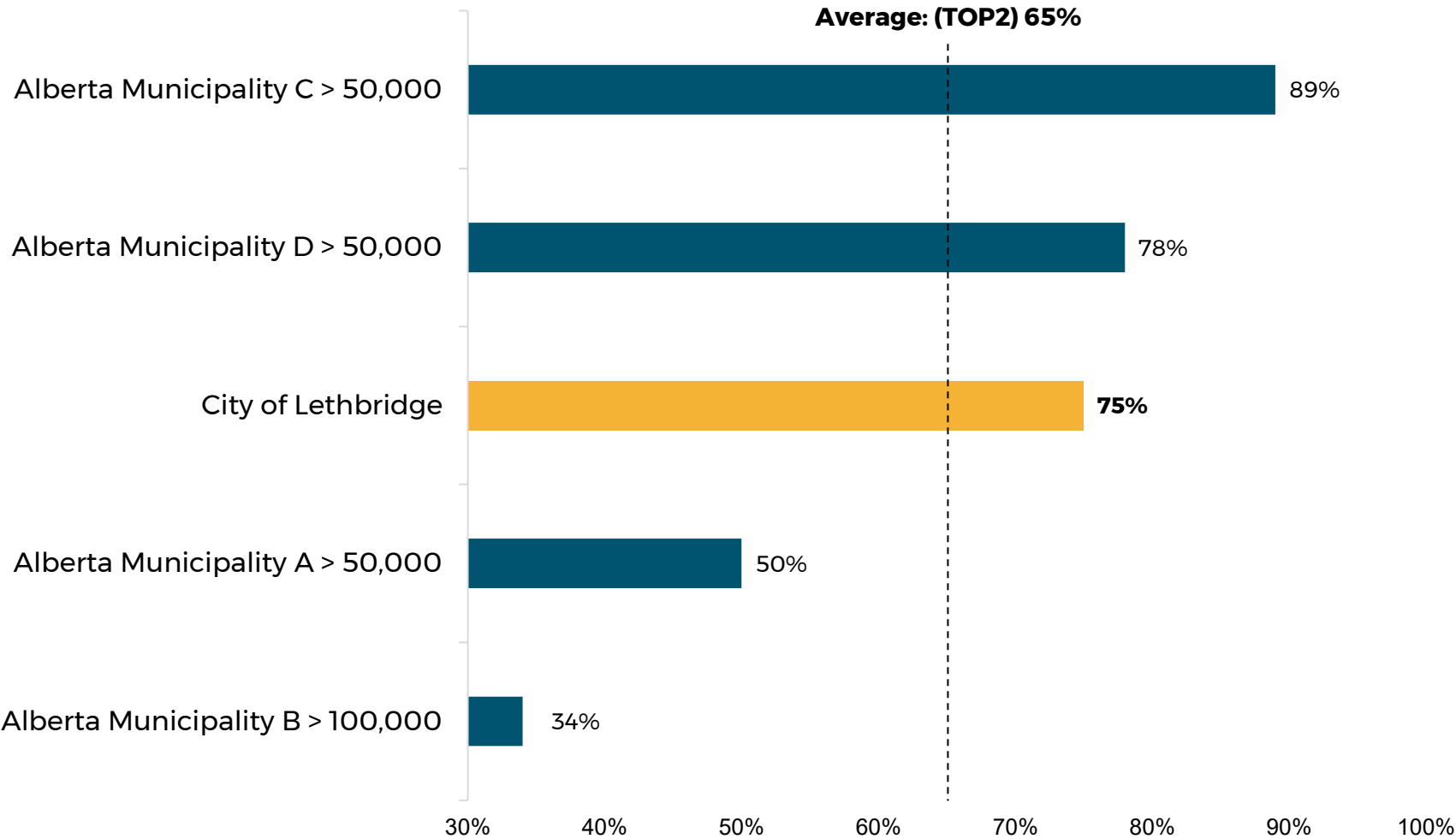
Satisfaction has been on a downward trend since 2005 (TOP2: 98%).

Older residents (ages 55+; TOP2: 83%) are significantly more likely to be satisfied with the overall level and quality of services and programs provided by the City compared to middle-aged residents (ages 35-54; TOP2: 69%).

	2020	2018	2014	2011	2008	2005
TOP2	86%	88%	93%	94%	95%	98%

Q4. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Lethbridge using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Sample Size: Shown in chart above
Framework: All respondents

City Services Satisfaction – Benchmark



When compared against other municipalities* in Alberta, the City of Lethbridge (TOP2: 75%) is above the average rating (TOP2: 65%) in terms of the overall satisfaction with city services.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted in 2024. Comparisons for this question include 4 municipalities across Alberta, with populations ranging from ~50,000 to ~100,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q4. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Lethbridge using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Sample Size: n=415
Framework: All respondents

Satisfaction with City Programs and Services

Residents are most satisfied with Safety & Emergency Services (TOP2: 92%), Garbage, Recycling, and Waste Facilities (TOP2: 90%), and Parks and Pathways (TOP2: 89%). Public transit including Access-A-Ride received the lowest satisfaction rating at 64% (TOP2).

TOP2 (Very Satisfied & Somewhat Satisfied)	2025	2022	2020	2018	2014	2011	2008
Safety & Emergency Services (n=390)	92%	88%*	95%*	96%*	96%*	-	-
Garbage, Recycling, and Waste Facilities (n=411)	90%	89%*	84%*	81%*	79%*	79%*	80%*
Parks and pathways (n=396)	89%	91%*	93%*	97%*	92%*	92%*	92%*
Organics (n=379)	88%	-	-	-	-	-	-
Recreation and Culture Facilities (n=382)	87%	85%*	85%*	85%*	78%*	78%*	79%*
Road and Sidewalk Safety (n=407)	75%	75%	83%	74%	67%	76%	78%
Snow removal (n=401)	73%	75%	72%	71%	72%	72%	-
Airport (n=297)	72%	-	-	-	-	-	-
Public transit including Access-A-Ride (n=286)	64%	72%*	78%*	79%*	71%*	67%*	71%*

**Services were merged in this wave. To maintain trend continuity, average satisfaction scores are presented for the merged services. Individual satisfaction scores from previous waves are available in the appendix. Combinations include: Safety & Emergency Services (Fire Protection + Ambulance), Garbage, Recycling, and Waste Facilities (Garbage Collection + Recycling), Public Transit including Access-A-Ride (Public Transit + Access-A-Ride - Access-A-Ride was added in the survey in 2014), Parks and Pathways (Parks + City trails and pathways), and Recreation and Culture Facilities (Recreational + Arts & Culture facilities). Maintenance, cleaning, and upgrading of streets and sidewalks was updated to Road and Sidewalk Safety this wave. Organics and Airport are new services included in this wave.*

Q5A-I. I am going to read a list of programs and services provided by the City of Lethbridge. Please tell me how satisfied you are with the job The City is doing in providing that program or service using a scale of very satisfied, somewhat satisfied, not very satisfied, not at all satisfied.

Sample Size: Shown in chart above

Framework: All respondents excluding don't know/refused responses

Key Drivers Analysis



Interpreting the Key Drivers Analysis

The key driver analysis shows the difference between how satisfied residents are with each City service and the impact of the services to residents' overall service satisfaction.

Satisfaction scores are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual City services.

Impact on overall satisfaction scores are plotted horizontally (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service (independent variable) contributes to residents' overall satisfaction with the services (dependent variable). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, City services have been distributed among four areas:

1. Primary Areas for Improvement:

- Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction in these areas, it will have the largest impact on overall satisfaction with City services.

2. Secondary Areas for Improvement:

- Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

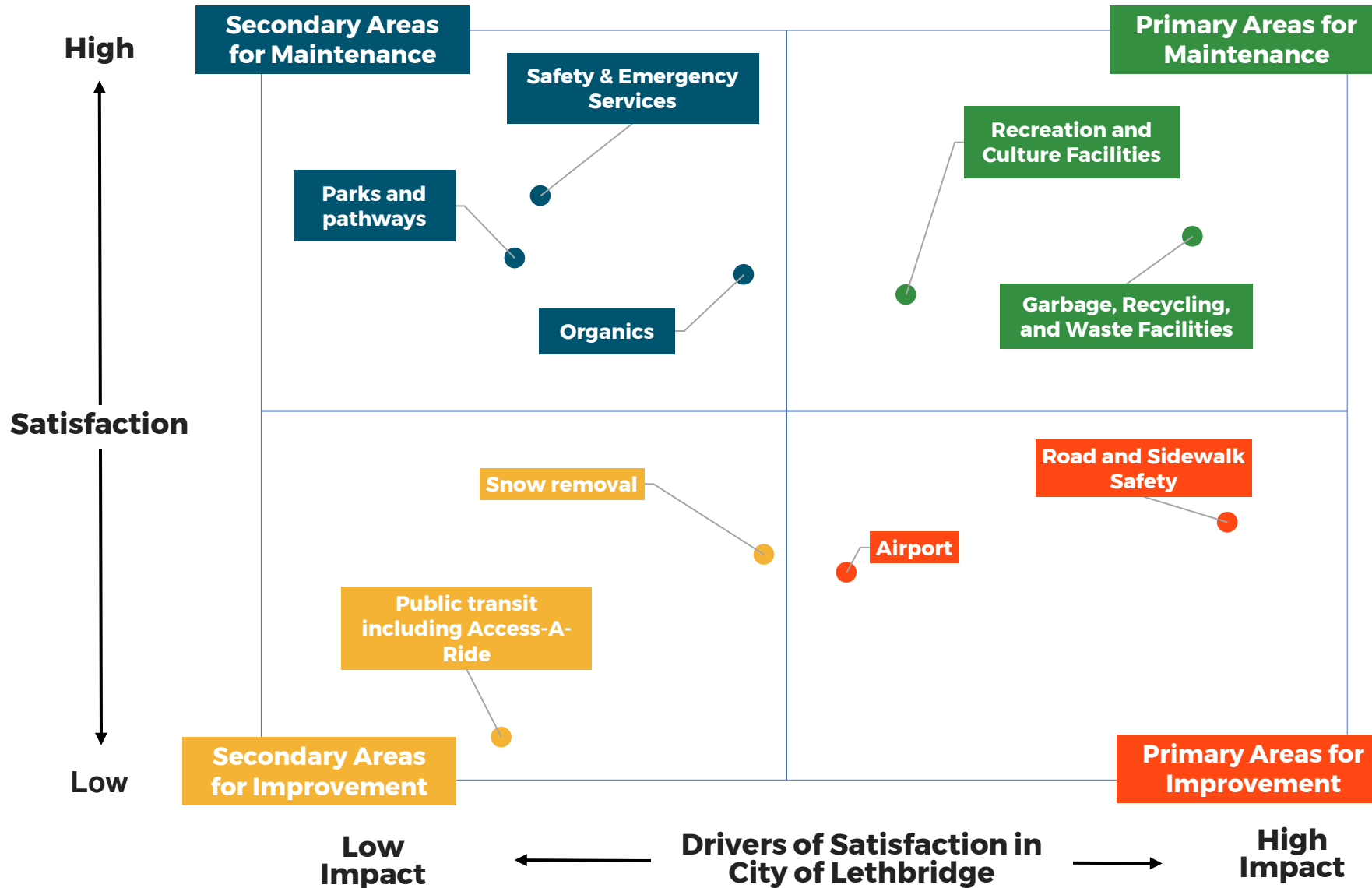
3. Primary Areas for Maintenance:

- Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is to maintain the current level of service and satisfaction.

4. Secondary Areas for Maintenance:

- Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Key Drivers Analysis



Primary Areas for Maintenance:

The services that the City should consider as **primary areas for maintenance** include:

- Garbage, Recycling, and Waste Facilities
- Recreation and Culture Facilities

Primary Areas for Improvement:

The services that the City should consider as **primary areas for improvement** include:

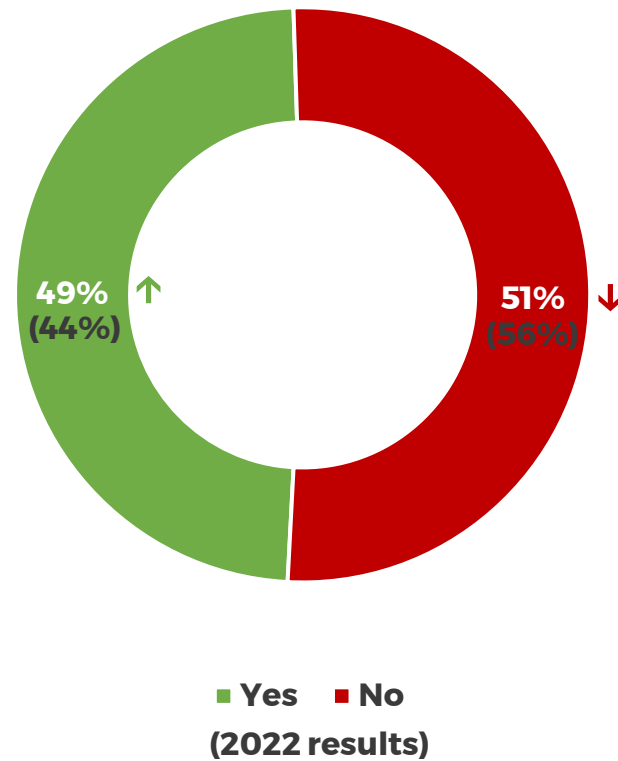
- Road and Sidewalk Safety
- Airport

Customer Service



Interaction with the City – Last 12 Months

Half of the residents (49%) contacted the City or one of its employees in the last 12 months.



Older residents (ages 55+; 55%) and middle-aged residents (ages 35-54; 56%) are significantly more likely to have contacted the City or one of its employees in the last 12 months than younger residents (ages 18-34; 37%).

Homeowners (55%) are significantly more likely to have contacted the City or one of its employees in the last 12 months than renters (35%).

Q6. Have you contacted The City of Lethbridge or one of its employees in the last twelve months?

Sample Size: n=415

Framework: All respondents

Method of Contact During Most Recent Interaction

Of those who have contacted the City in the past 12 months, about two-thirds (64%) did so by calling 311, making it the most common method. The second most common method was calling a City employee or department directly (15%).

Most Recent Method of Contact	2025*	2022	2018
By calling 311	<div><div></div></div> 64%	60%	-
By calling a City employee or department directly	<div><div></div></div> 15%	30%	63%
In person, for example visiting City Hall	<div><div></div></div> 10%	26%	47%
Via email	<div><div></div></div> 5%	15%	17%
By online chat with 311	<div><div></div></div> 3%	-	-
Other	<div><div></div></div> 2%	3%	9%

In 2025, calling 311 remains to be the most common method of contacting the City, which is consistent compared to the 2022 results.

The following demographic groups are significantly more likely to contact the City by calling 311:

- Older residents (ages 55+; 72%) compared to middle-aged residents (ages 35-54; 56%).
- Those living in 1- or 2-person households (71%-75%) compared to those in households of 3 or more (54%).

**In 2025, residents were asked how they last contacted the City. In 2022 and 2018, the question asked how they contacted the City in the past year, allowing them to select multiple methods. "Through a City social media account" was an answer option in the past survey waves but not in 2025. This difference in question wording should be considered when comparing results across years.*

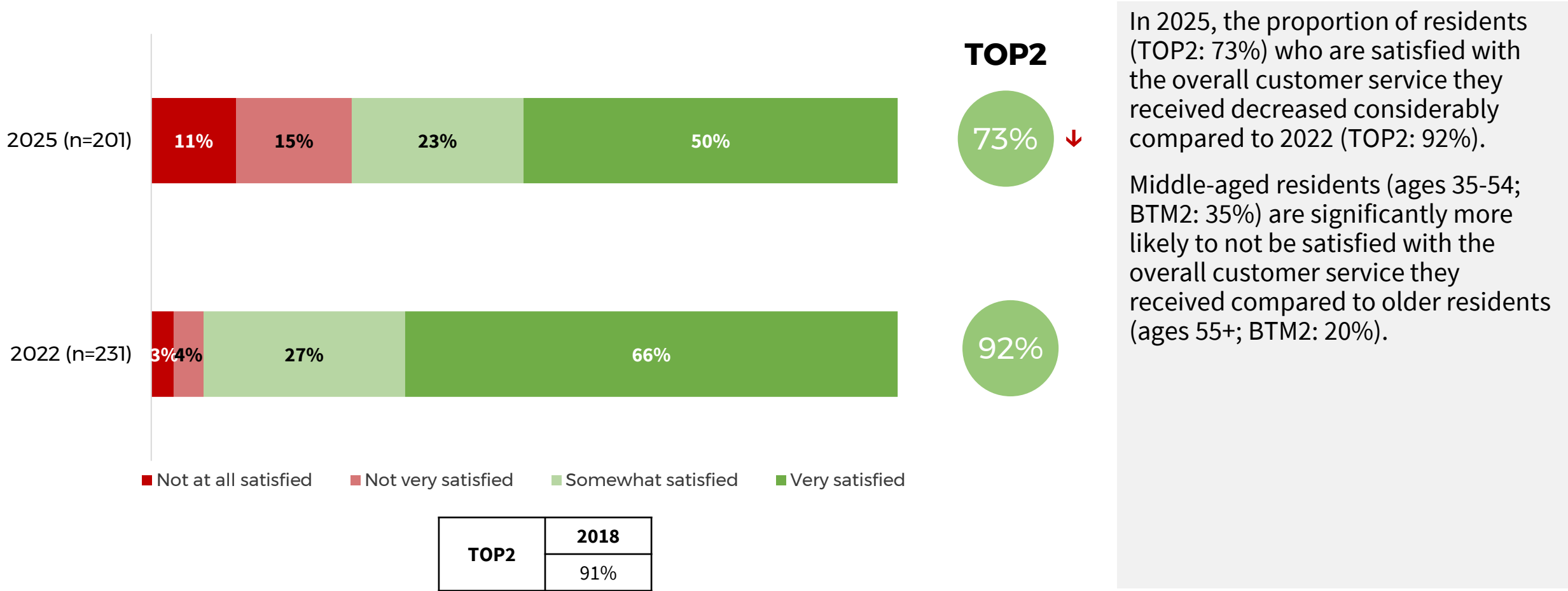
Q7. And thinking of the last time you contacted the City how did you contact them?

Sample Size: n=202

Framework: Respondents who have contacted the City in the last 12 months.

Overall Satisfaction with Customer Service

Among residents who have contacted the City in the past 12 months, around three-quarters (TOP2: 73%) are satisfied with the overall customer service they received.



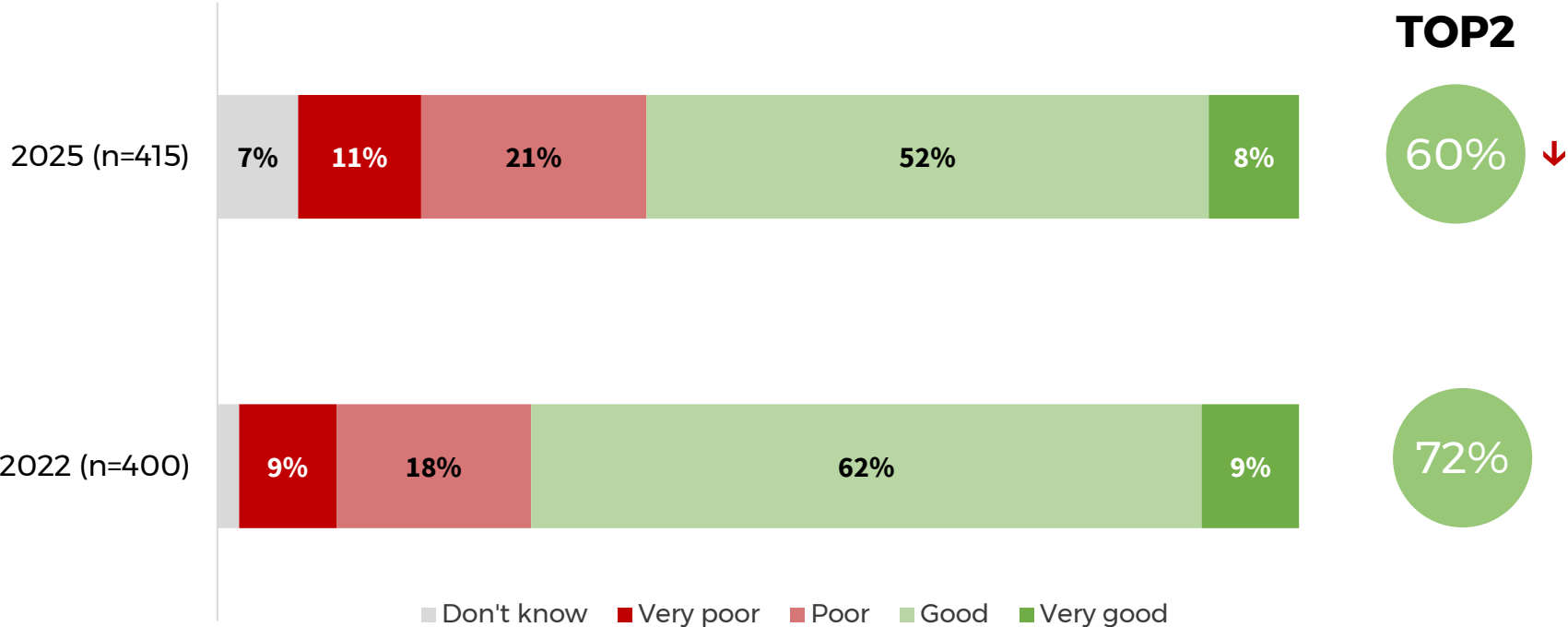
Q8. Still thinking about your most recent contact with The City, how satisfied are you with the overall customer service you received?
Sample Size: Shown in chart above
Framework: Respondents who have contacted the City in the past 12 months excluding Don't know/Refused responses

Taxation and Priorities



Perceived Value for Taxes Paid

3 in 5 residents (TOP2: 60%) think they get good value for the taxes they pay.



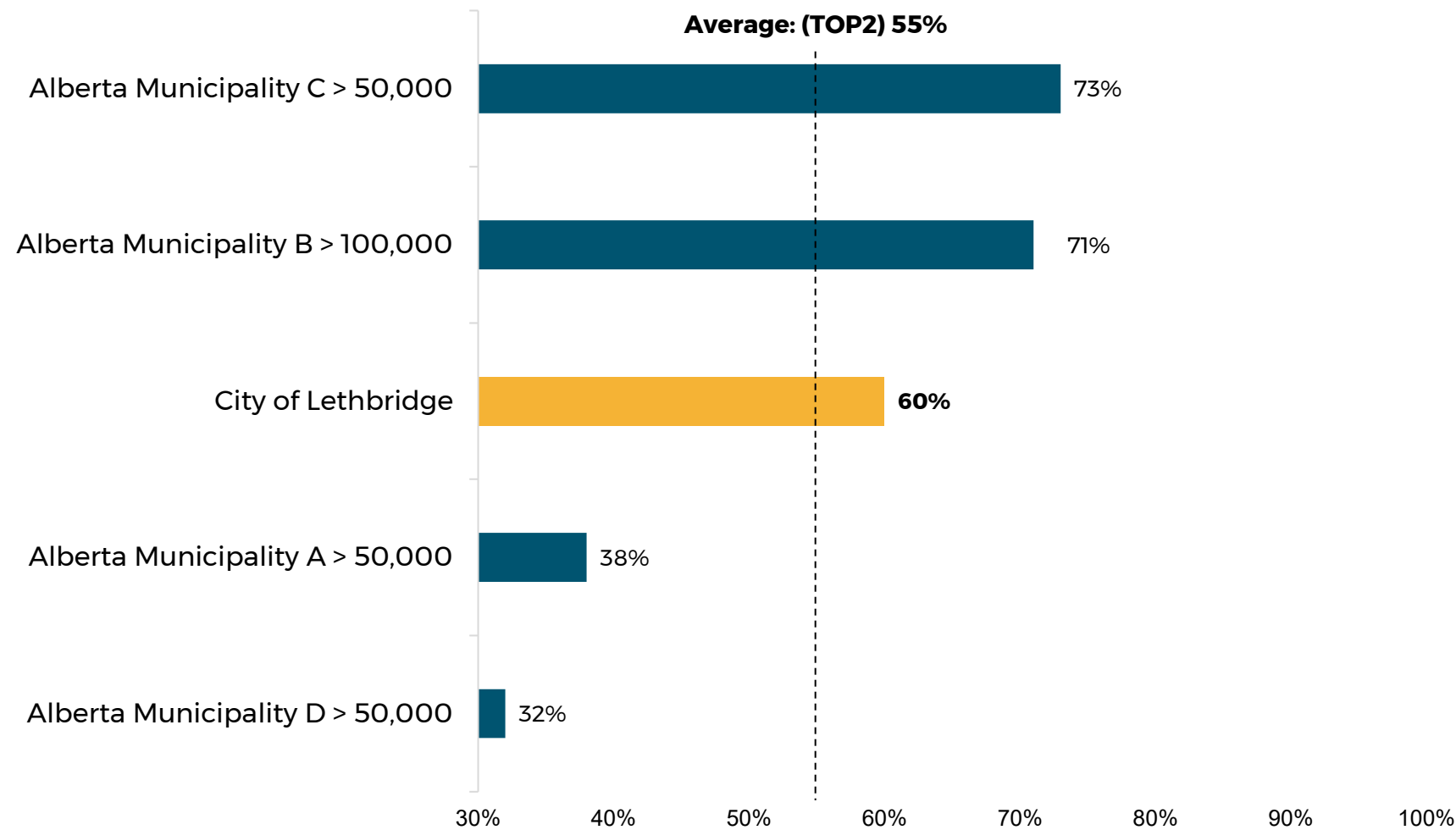
In 2025, the proportion of residents (TOP2: 60%) who think they get good or very good value for the taxes they pay decreased compared to 2022 (TOP2: 72%).

Homeowners (BTM2: 35%) are significantly more likely to report receiving poor or very poor value for the taxes they pay than renters (BTM2: 23%) .

TOP2	2020	2018	2014	2011	2008	2005
	69%	70%	73%	70%	73%	85%

Q9. Considering the services provided by The City, Overall, do you think you get good value or poor value for the taxes you pay?
Sample Size: Shown in chart above
Framework: All respondents

Perceived Value for Taxes Paid – Benchmark



When compared against other municipalities* in Alberta, the City of Lethbridge (TOP2: 60%) is above the average (TOP2: 55%) rating in terms of the overall value for taxes paid.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted in 2024. Comparisons for this question include 4 municipalities across Alberta, with populations ranging from ~50,000 to ~100,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Balancing Taxation and Service Delivery Levels

When asked about balancing taxation and service levels, 44% of residents preferred no tax increase even if it meant cutting services, while 39% favoured maintaining the current services despite higher taxes. Only 17% supported adding new services even if taxes increased.



■ No tax increase despite service cuts ■ Maintain services despite higher taxes ■ Add services despite higher taxes

The following demographic groups preferred increasing taxes to add new services:

- Men (21%) compared to women (12%).
- Younger residents (ages 18-34; 25%) compared to older residents (ages 55+; 12%).
- Renters (29%) compared to homeowners (11%).
- Residents who have lived in the city for 20 to less than 40 years (22%) than those who have lived in the city for 40+ years (9%).
- Residents with a household income of less than \$60K (29%) than those earning \$120K or more (10%).

Q10. Municipal property taxes are the primary way to pay for services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following options would you most like the City to pursue?

Sample Size: n=415

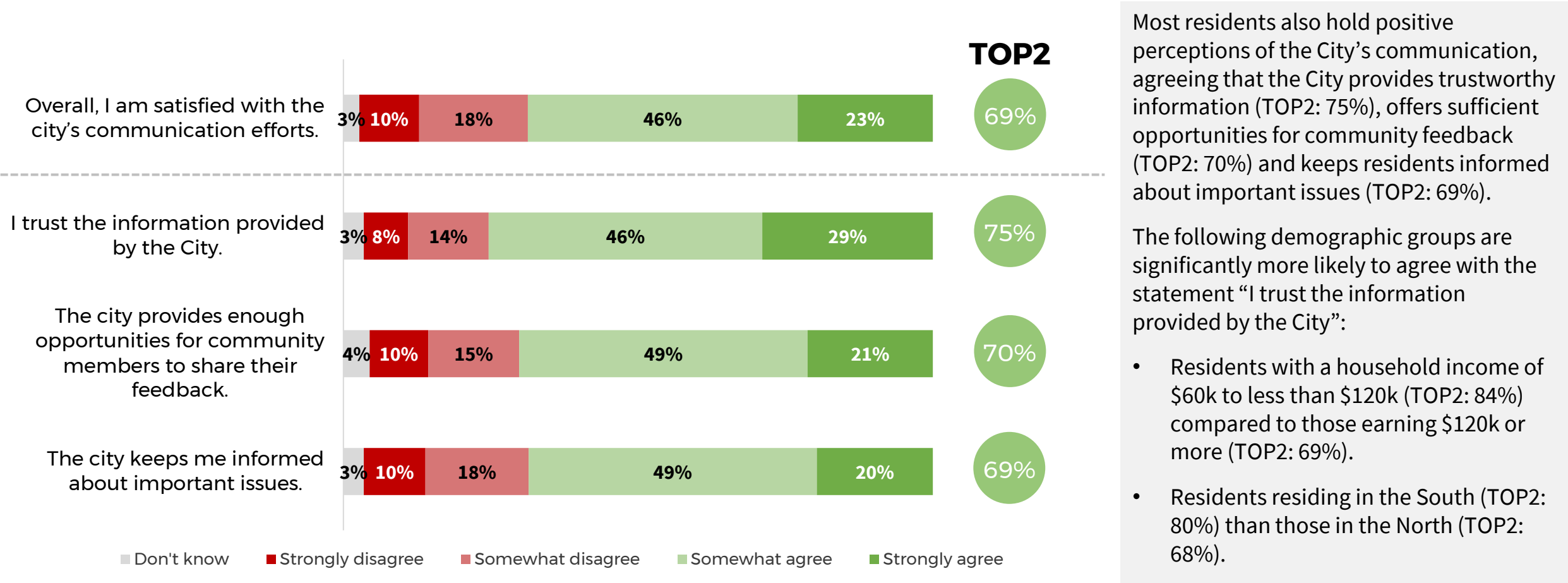
Framework: All respondents

City Communication



Perceptions of City Communication

Approximately 7 in 10 residents (TOP2: 69%) are satisfied with the city’s overall communication efforts.



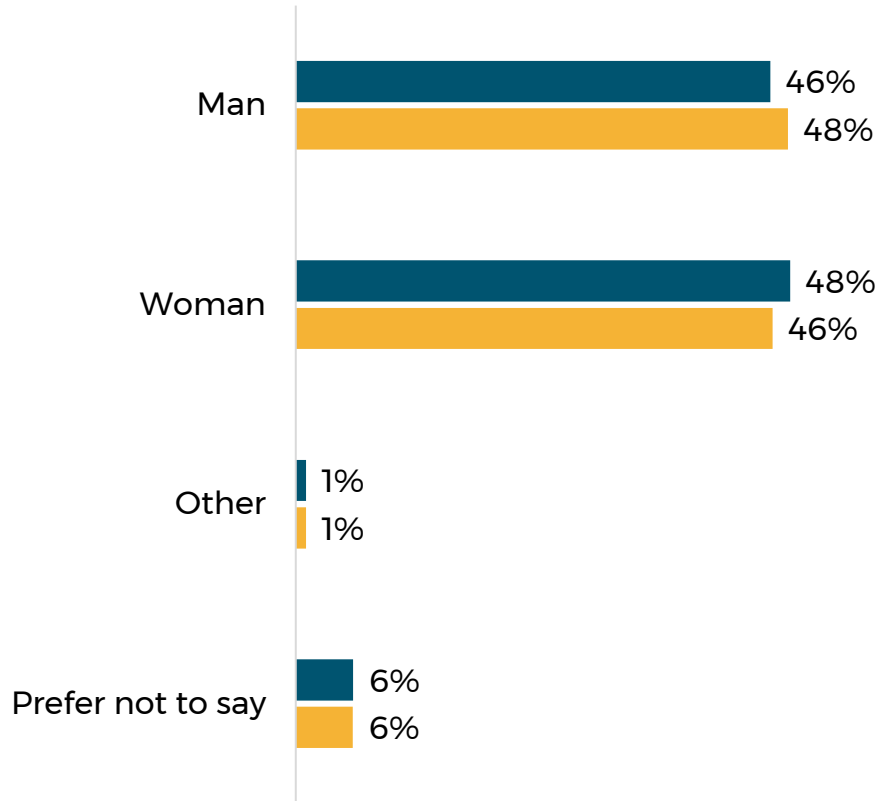
Q11. Now, I’m going to read you a few statements about communication from the City of Lethbridge. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.
Sample Size: n=415
Framework: All respondents

Demographics

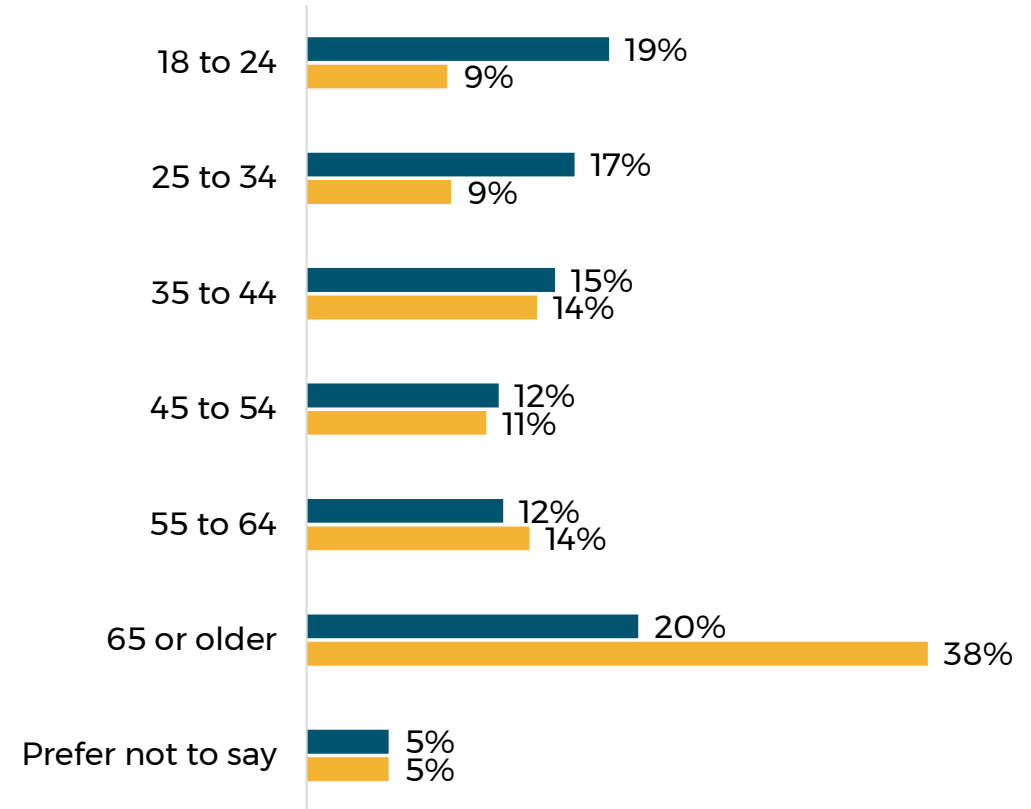


Demographics

Gender



Age



■ Weighted

■ Unweighted

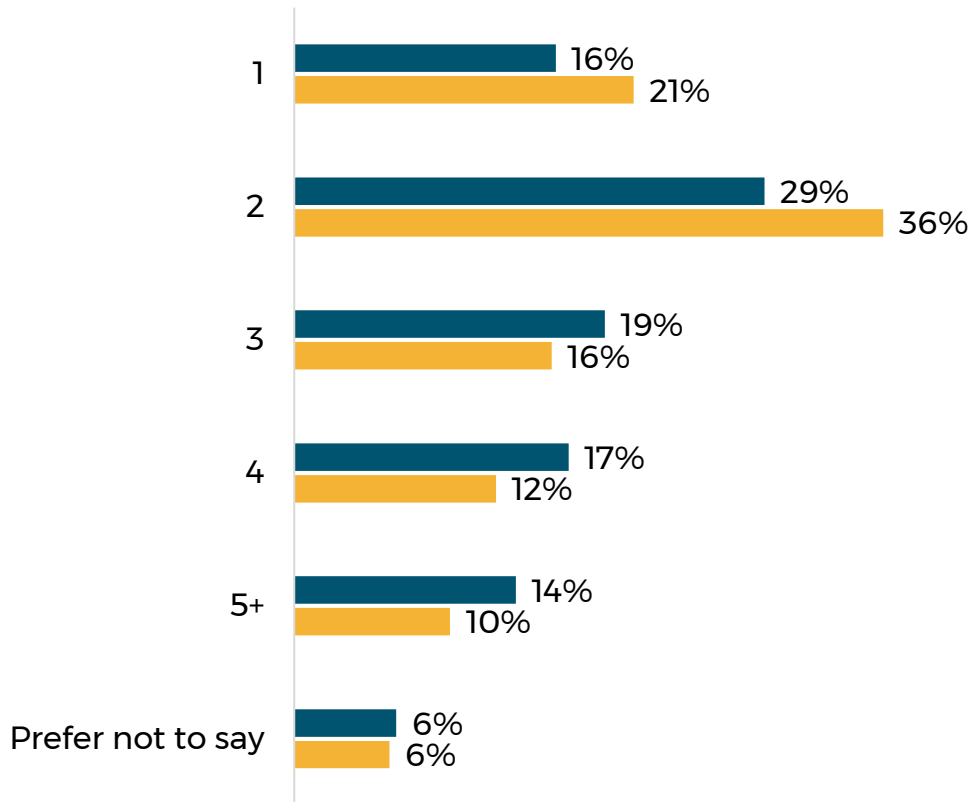
D1. How would you describe your gender? | D2. Which of the following age categories do you belong to?

Sample Size: n=415

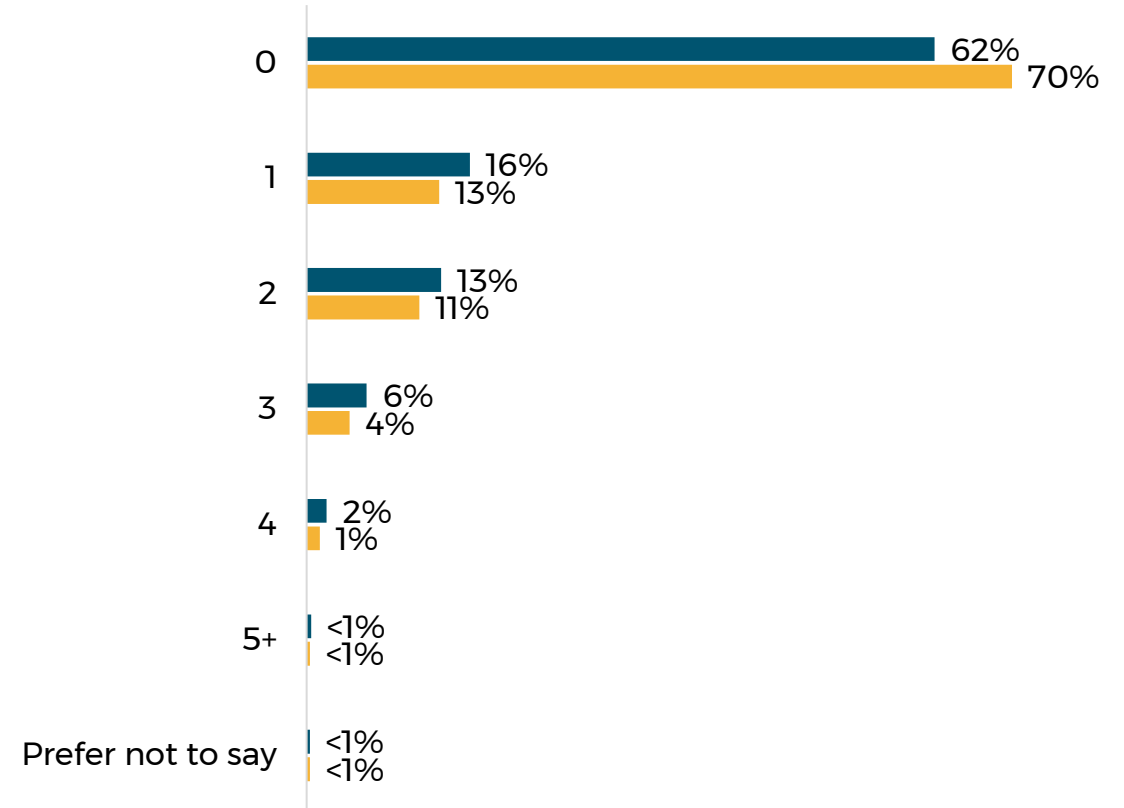
Framework: All respondents

Demographics

Household Size



Children Under 18 in the Household



■ Weighted

■ Unweighted

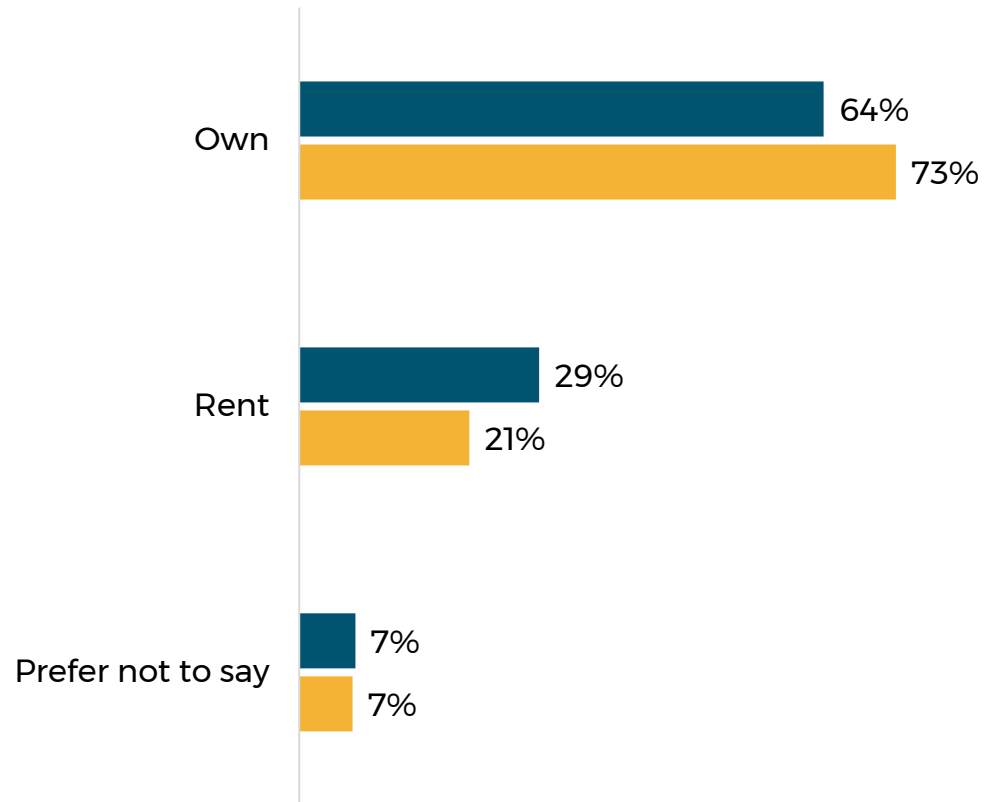
D3. How many people, including yourself, live in your household? | **D4.** Of these, how many are under the age of 18?

Sample Size: D3. n=415 | D4. n=323

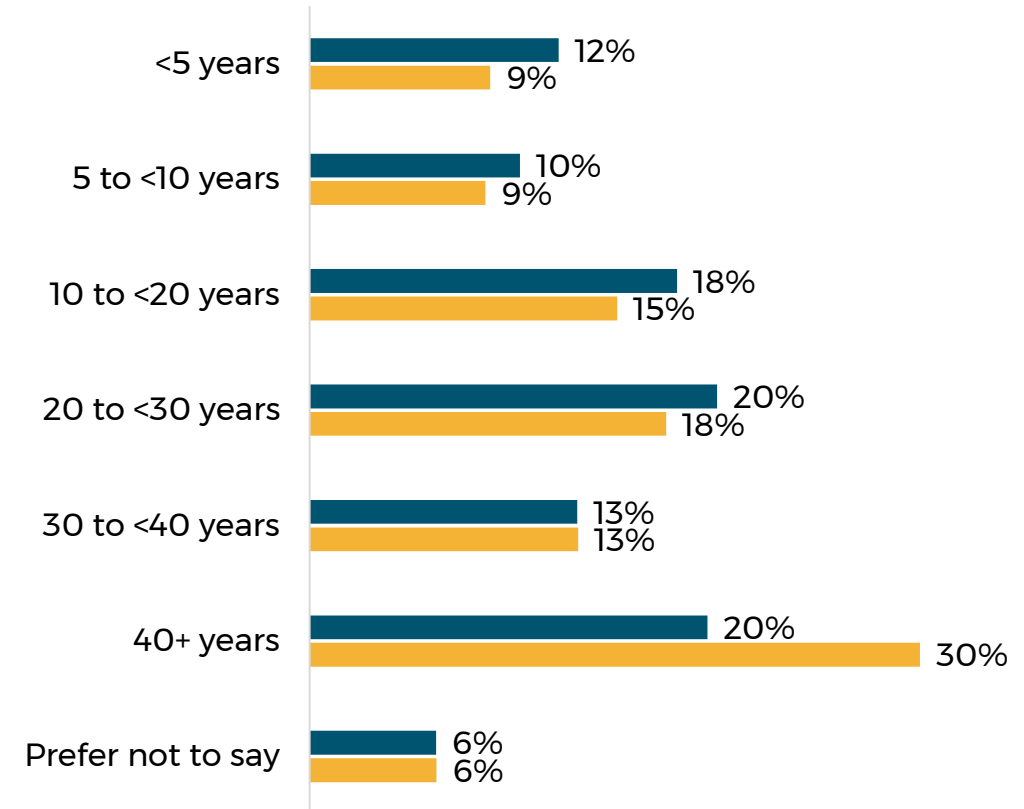
Framework: D3. All respondents | D4. Respondents from households with two or more people

Demographics

Living Arrangement / Home Ownership



Years Lived in the City



■ Weighted

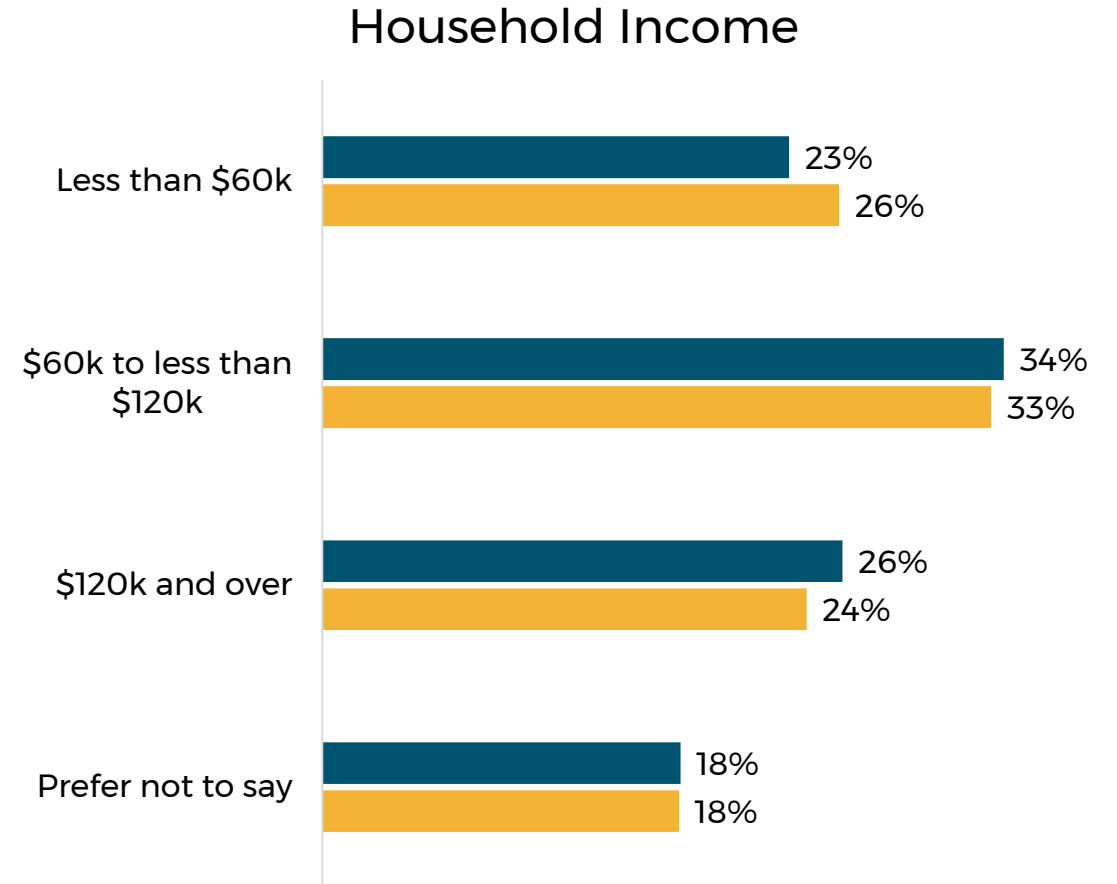
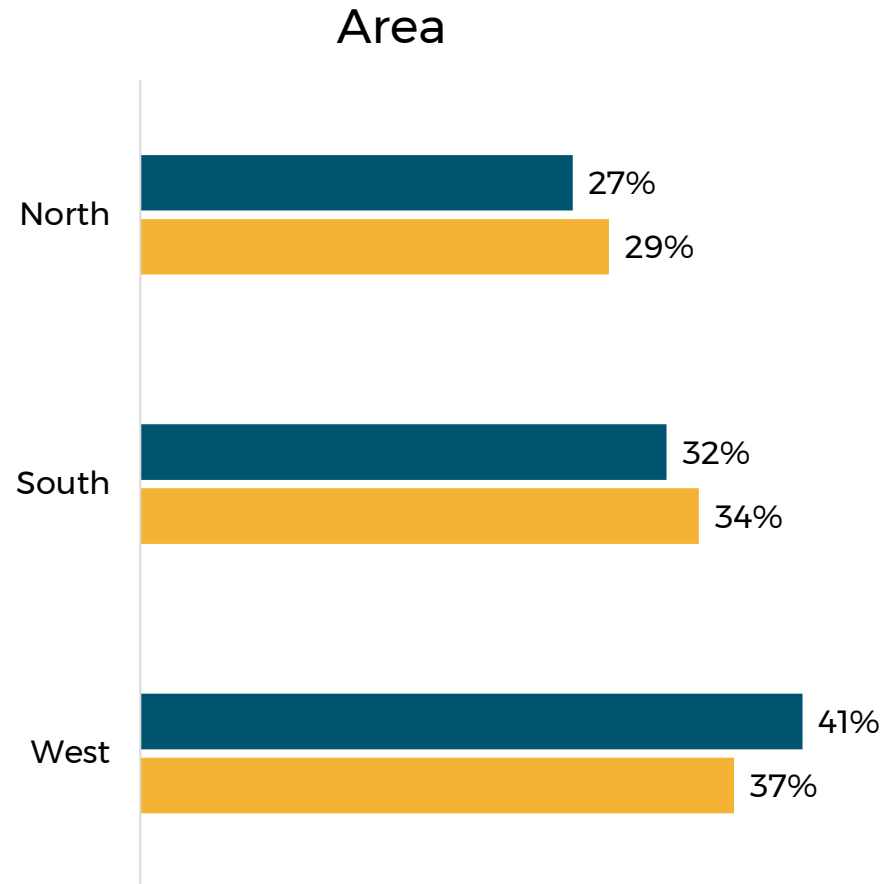
■ Unweighted

D5. Do you own or rent your current place of residence? | D6. How many years have you lived in the City of Lethbridge?

Sample Size: n=415

Framework: All respondents

Demographics



■ Weighted

■ Unweighted

S3. In which area of the City do you live?

D7. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined?

Sample Size: n=415

Framework: All respondents

Appendix



Satisfaction with City Programs and Services (2008 to 2022)

TOP2 (Very Satisfied & Somewhat Satisfied) - in %

City Programs and Services	2022	2020	2018	2014	2011	2008
Fire protection	93	97	95	98	-	-
City trails and pathway system	93	91	95	89	89	91
Garbage collection	89	86	96	93	91	88
Recreational facilities	89	92	89	74	79	80
Public library	88	86	91	92	95	93
Parks and open spaces	88	94	98	94	94	93
Recycling	88	81	65	64	67	71
Ambulance services	83	93	96	93	-	-
Animal control & sheltering	81	85	91	83	82	-

Satisfaction with City Programs and Services (2008 to 2022)

TOP2 (Very Satisfied & Somewhat Satisfied) - in %

City Programs and Services	2022	2020	2018	2014	2011	2008
Arts & culture facilities	81	78	80	81	77	78
Land use and community planning	78	82	84	80	73	74
Access-A-Ride	76	78	83	73	-	-
Snow removal	75	72	71	72	72	-
Maintenance, cleaning, and upgrading of streets and sidewalks	75	83	74	67	76	78
Bylaw enforcement	74	78	84	81	78	-
Police services	73	81	90	91	89	88
Public transit	67	78	74	69	67	71



City of Lethbridge

2025 Community Satisfaction Survey

What Residents Are Saying About Life, Services and Priorities in Lethbridge

Methodology



A telephone survey (CATI) was conducted from July 21 to August 5, 2025, to gather residents’ views on City programs, services and priority issues.

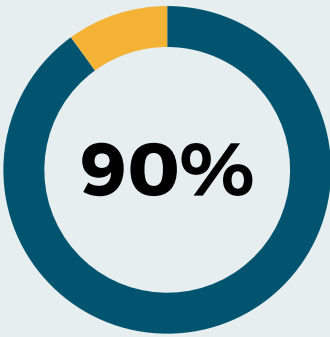


The sample was drawn using random digit dialing (RDD) among City of Lethbridge residents. 415 residents who were 18 years of age or older participated in the survey.



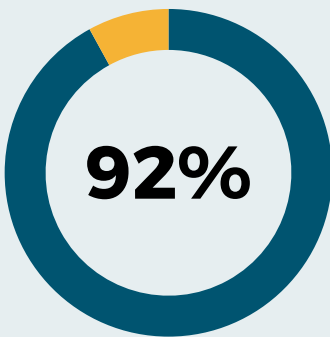
Results throughout this report have been statistically weighted by region, age, and gender to ensure that the sample reflects the target population according to the City’s 2023 Census data.

High Quality of Life in Lethbridge

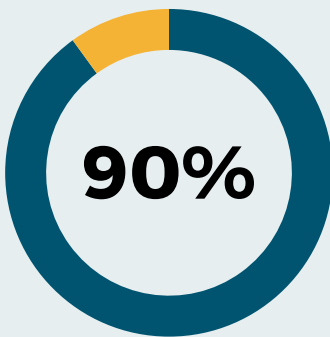


A vast majority of residents have a positive impression of their quality of life in the City of Lethbridge.

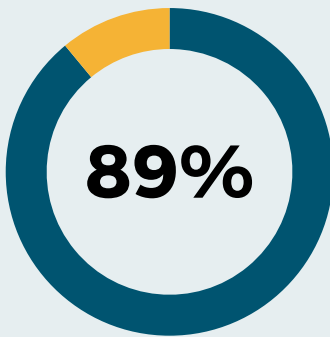
Lethbridge’s Top 3 Highest-Rated Programs and Services



Safety and Emergency Services



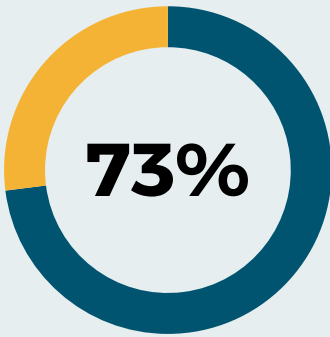
Garbage, Recycling and Waste Facilities



Parks and Pathways

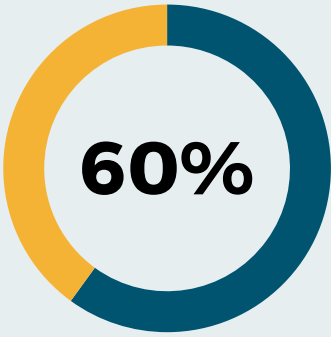
Positive Experience with Customer Service

The majority of residents who reached out to the City were satisfied with the service they received.



Most residents contacted the City by calling 311.

Balancing Taxation and Service Delivery Levels



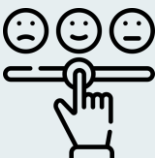
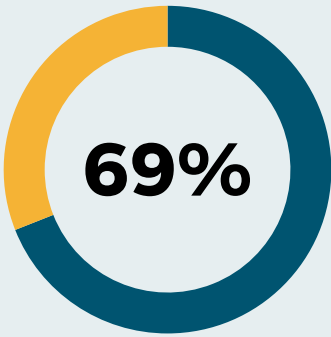
Most residents believe they receive good value for the taxes they pay.

However, residents are divided between no tax increase despite service cuts and maintaining services by increasing taxes, with fewer supporting adding services despite higher taxes.



- No tax increase despite service cuts
- Maintain services despite higher taxes
- Add services despite higher taxes

City Communication



Most residents are satisfied with the City’s overall communication efforts.



City of Lethbridge

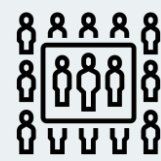
2025 Community Satisfaction Survey

What Residents Are Saying About Life, Services and Priorities in Lethbridge

Methodology

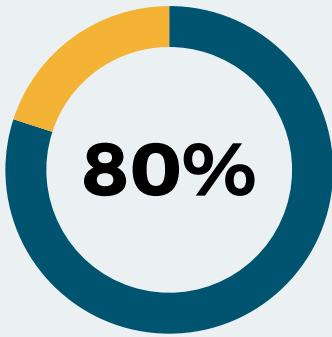


An online survey (CAWI) was conducted from July 21 to August 17, 2025, to gather residents' views on City programs, services and priority issues.



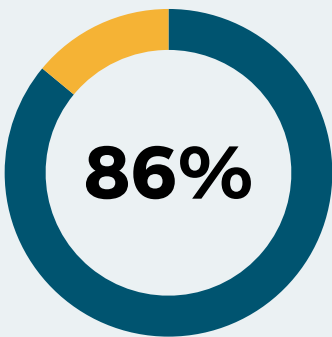
CAWI data was collected through an open link distributed by the City of Lethbridge. 1,542 residents who were 18 years of age or older participated in the survey. The sample consists of only self-selected respondents, who have chosen to take part in the survey on their own accord. Due to this fact, CAWI data is not weighted as it is affected by self-selection bias and cannot be representative of City of Lethbridge demographics.

High Quality of Life in Lethbridge

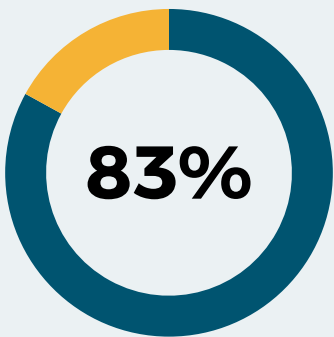


Most residents have a positive impression of their quality of life in the City of Lethbridge.

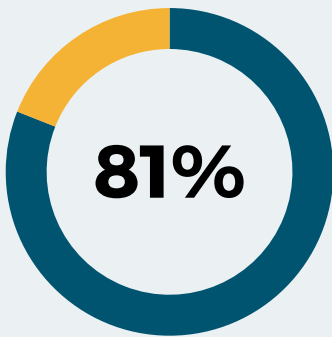
Lethbridge's Top 3 Highest-Rated Programs and Services



Safety and
Emergency
Services



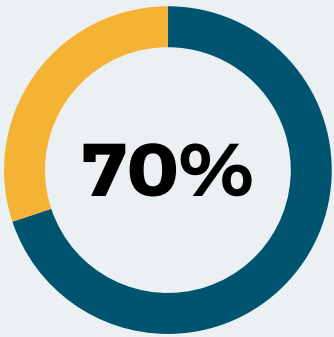
Garbage,
Recycling and
Waste Facilities



Organics

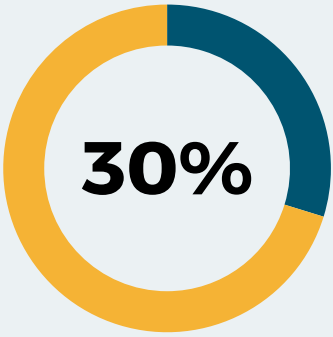
Positive Experience with Customer Service

Most residents who reached out to the City were satisfied with the service they received.



Most residents contacted the City by calling 311.

Balancing Taxation and Service Delivery Levels



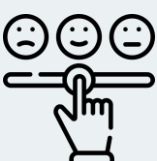
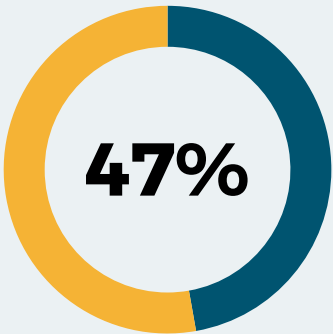
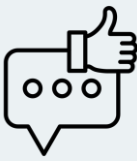
Only a small portion of residents believe they receive good value for the taxes they pay.

Many residents are in favor of no tax increase despite service cuts, with fewer supporting maintaining services by increasing taxes and adding services despite higher taxes.



- No tax increase despite service cuts
- Maintain services despite higher taxes
- Add services despite higher taxes

City Communication



Nearly half of residents are satisfied with the City's overall communication efforts.