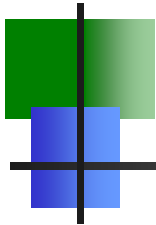


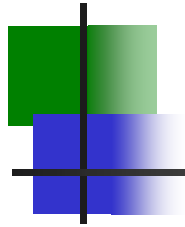


City of Airdrie Citizen Survey



Banister
Research & Consulting Inc.

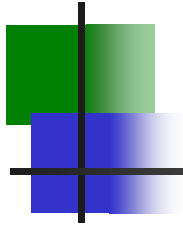
March 16, 2009



Citizen Survey Methodology

- 400 telephone interviews were conducted from January 5th to 9th, 2009, with Airdrie residents 18 years of age or older.
 - City-wide results provide a margin of error no greater than $\pm 4.8\%$ at the 95% confidence level or 19 times out of 20.





Quality of Life

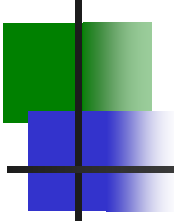
Respondents were asked to indicate the most important issue facing Airdrie today.

Top five mentions*:

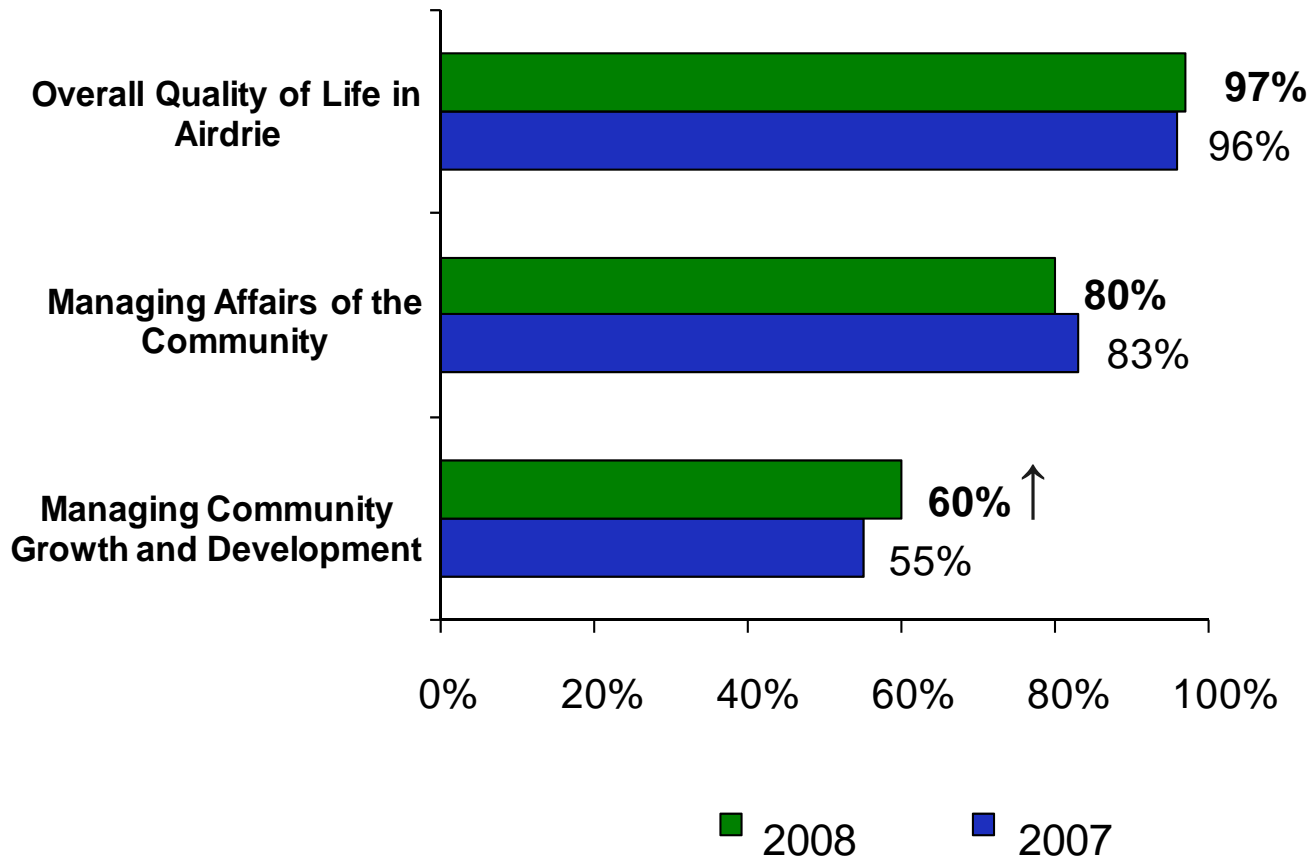
- ◆ Infrastructure, traffic, roads, train tracks, and construction (54%);
- ◆ Rapid growth management (15%);
- ◆ Health care (not enough hospitals, doctors, clinics) (12%);
- ◆ Snow removal (10%); and
- ◆ Crime (drugs, community safety, lack of policing) (7%).

*Based on total mentions



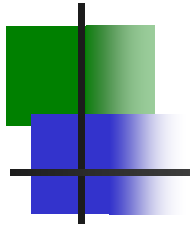


Quality of Life

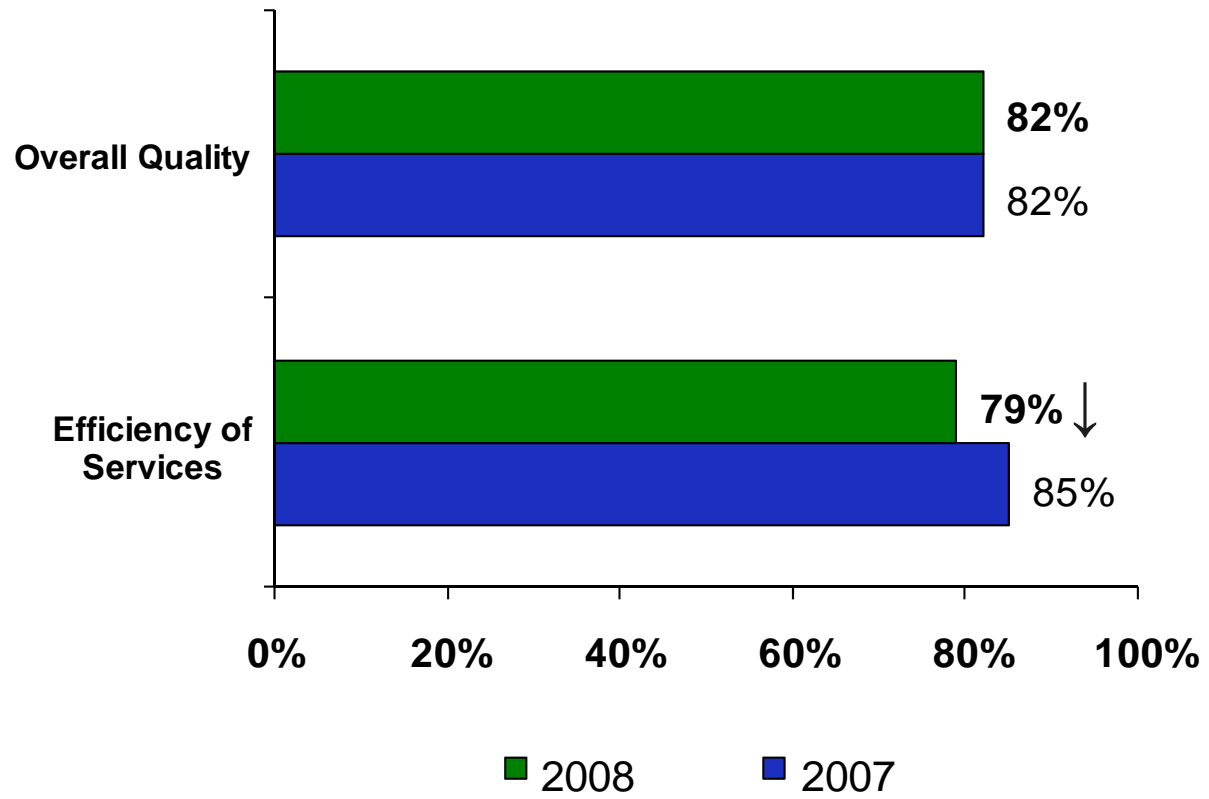


Base: All Residents



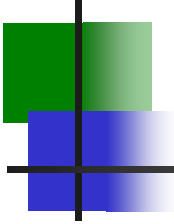


Civic Services

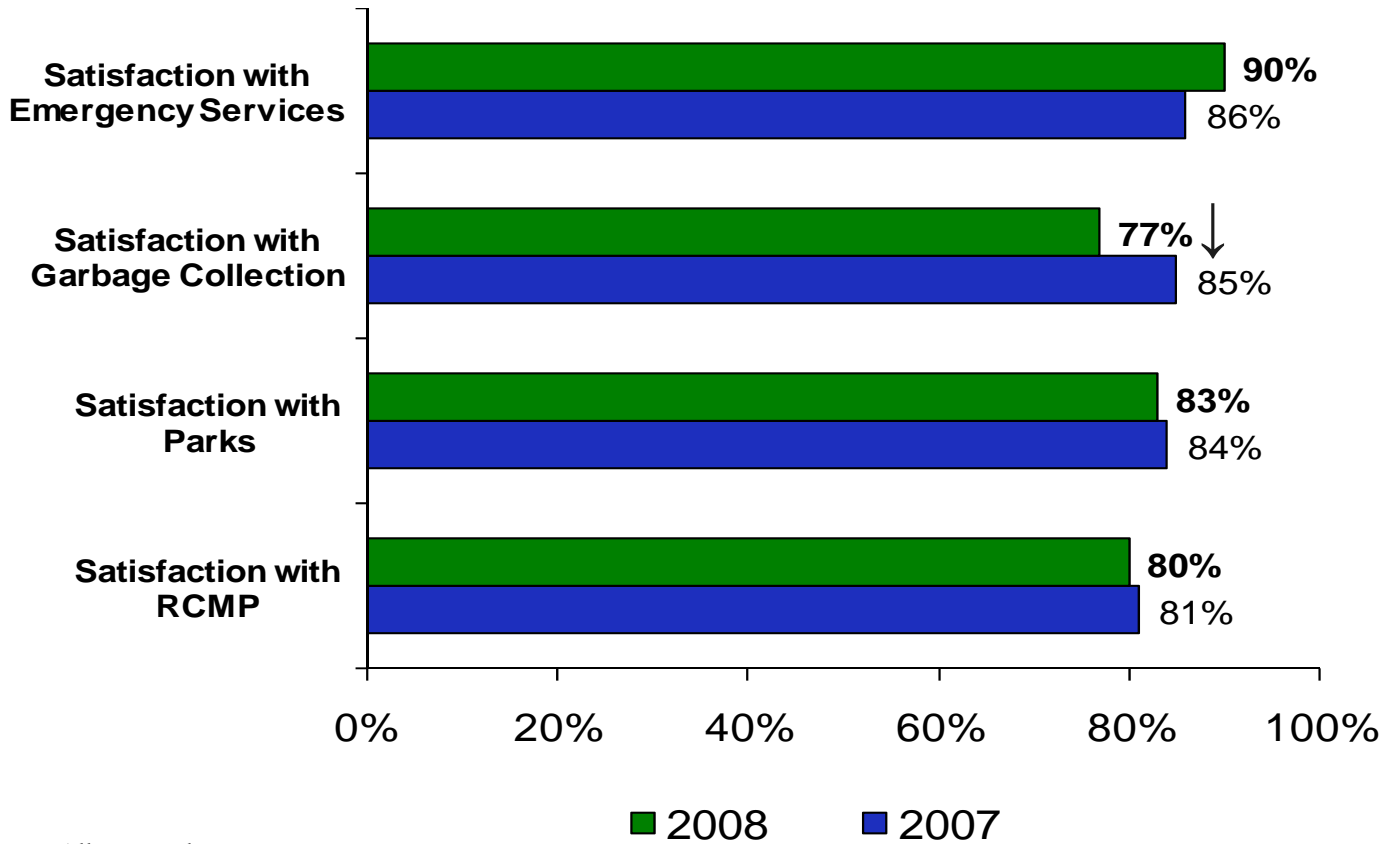


Base: All Respondents





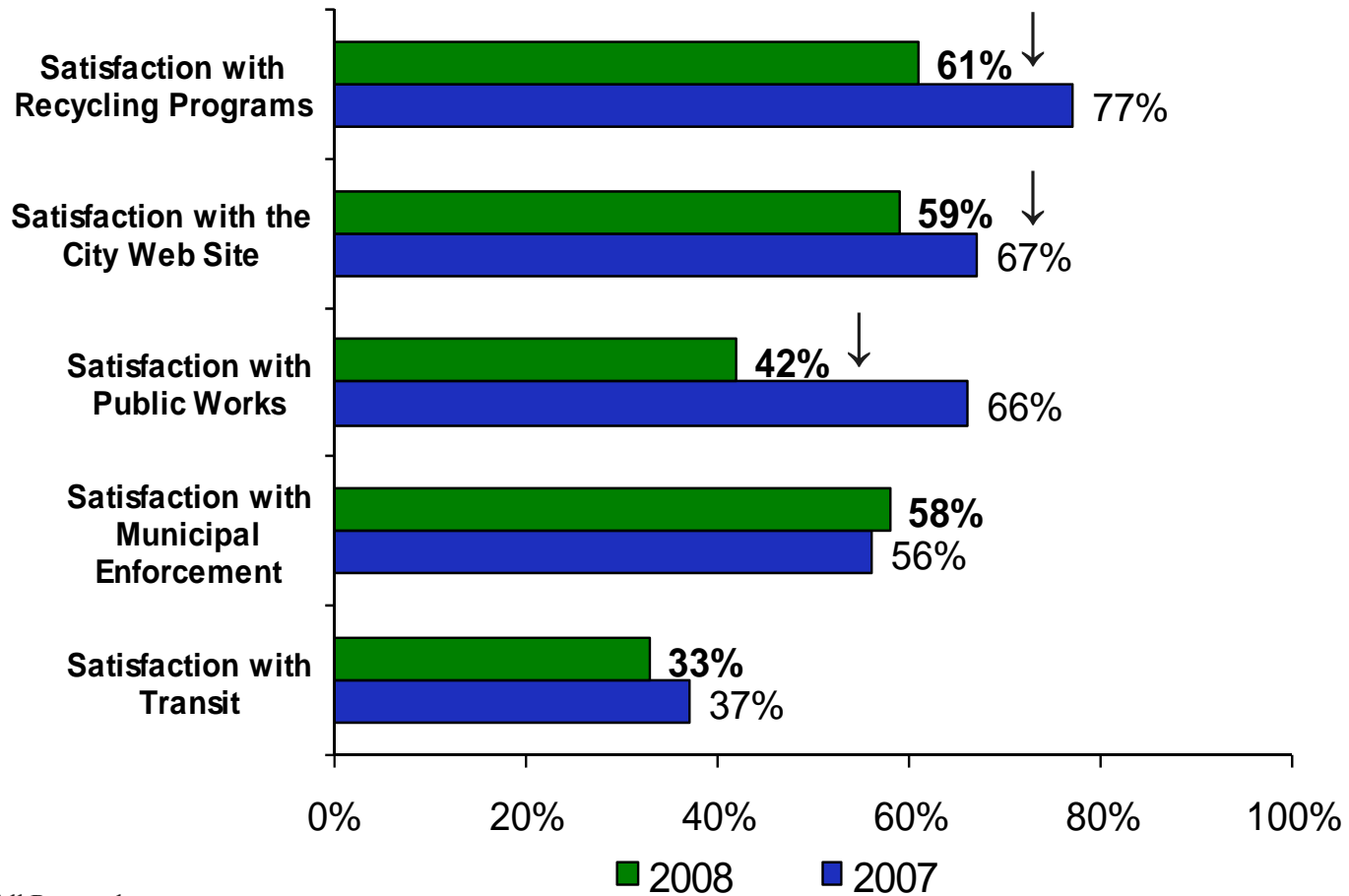
City Services



Base: All Respondents



City Services

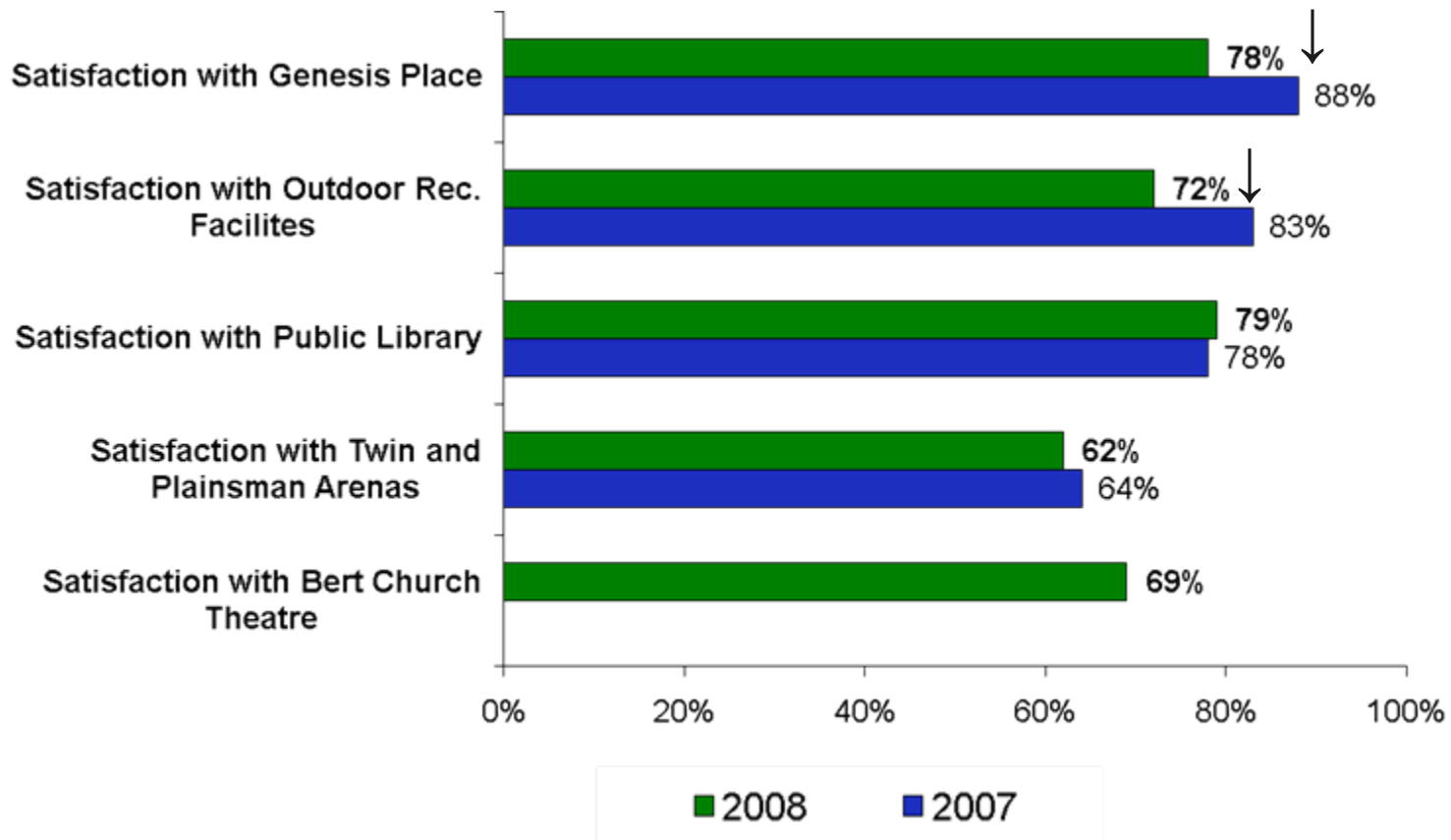
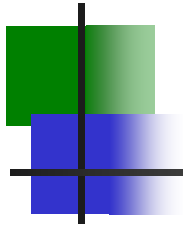


Base: All Respondents



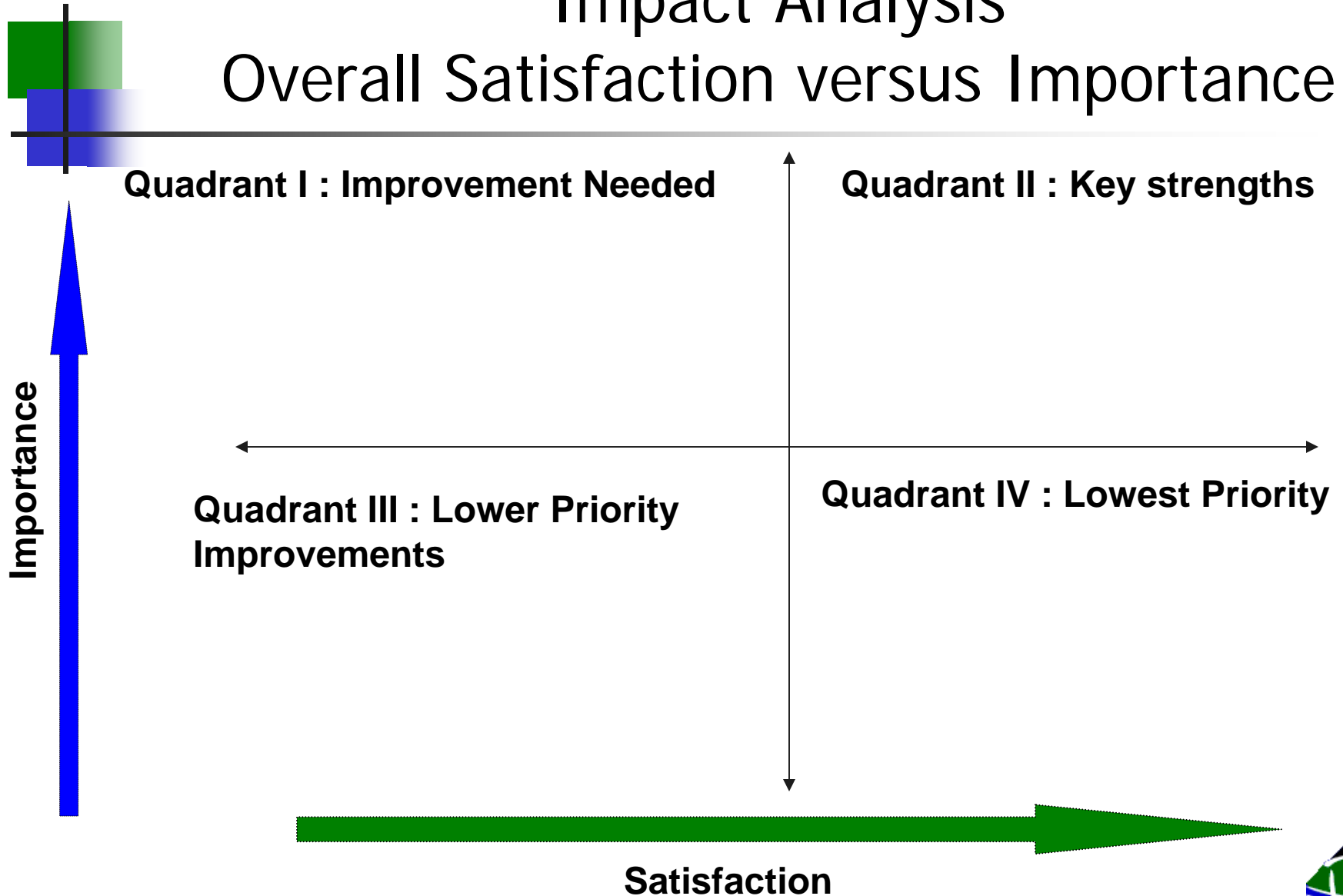


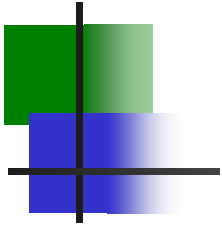
Satisfaction with City Facilities



Impact Analysis

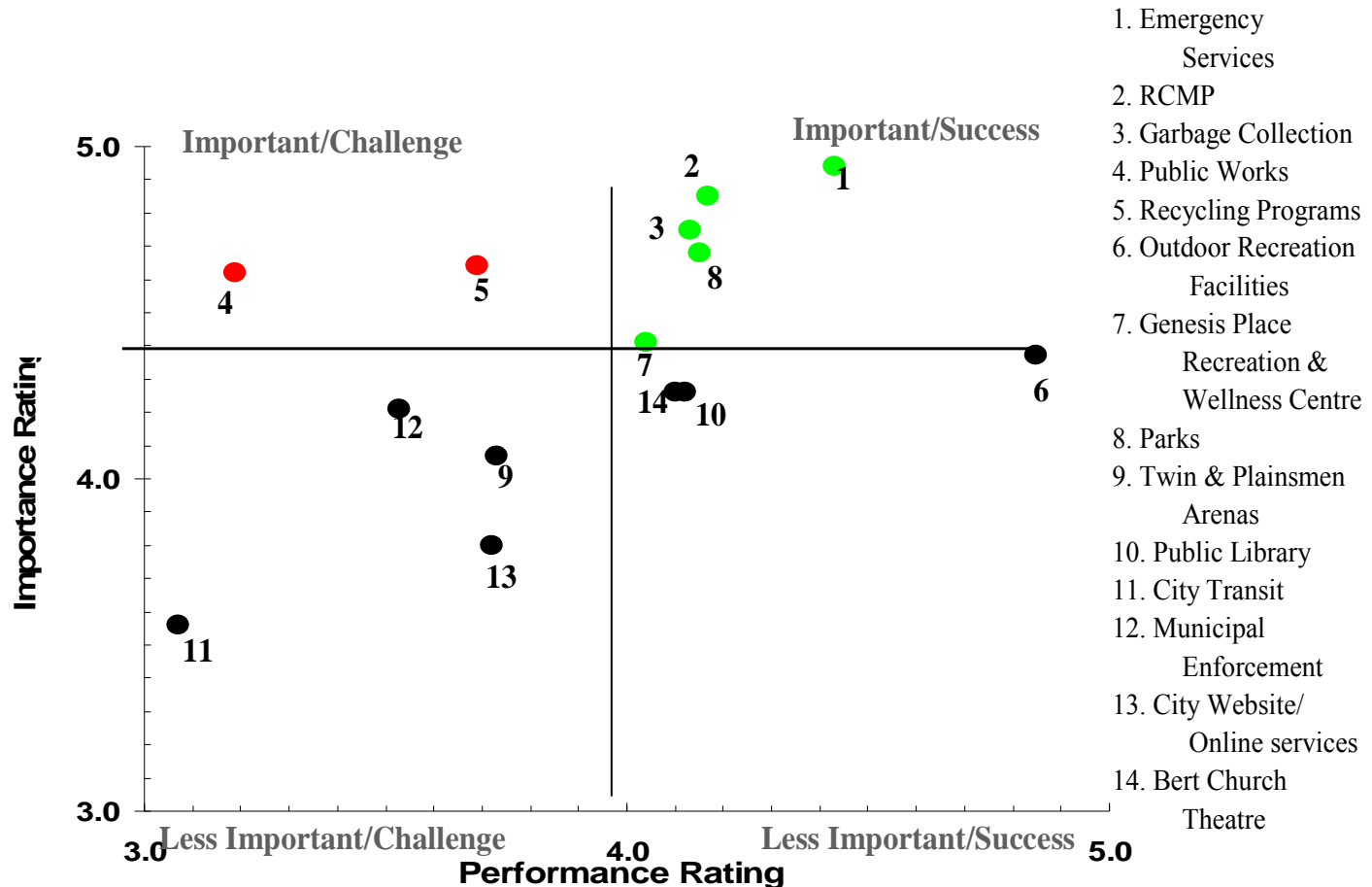
Overall Satisfaction versus Importance





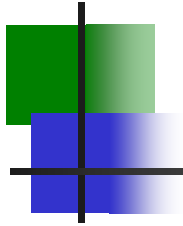
Impact Analysis

Overall Satisfaction versus Importance



Note: Quadrant axes set at 3.9 mean satisfaction rating, 4.4 mean importance rating.
Scale: 1=not at all important/very poor and 5=very important/very good





Importance versus Satisfaction

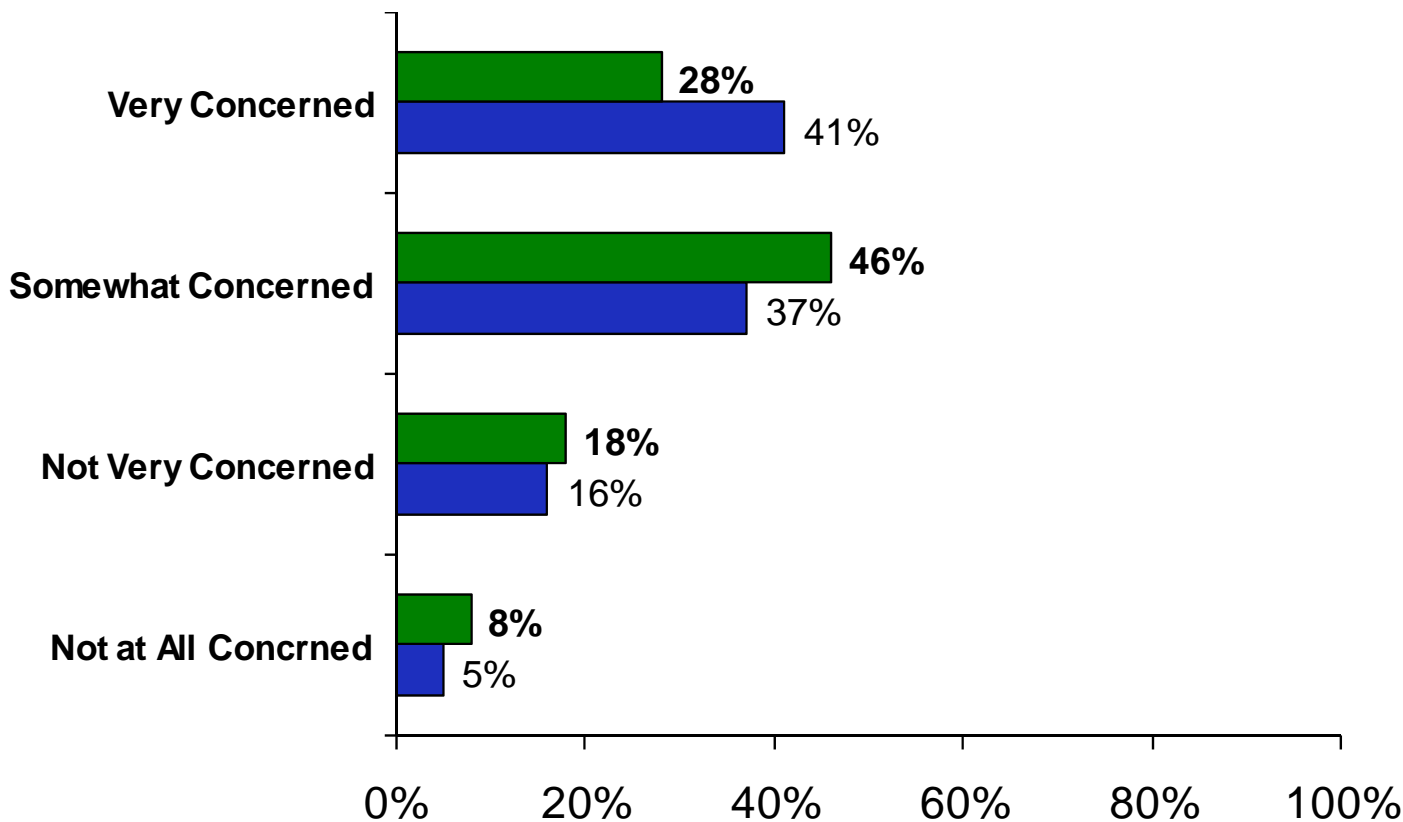
- ◆ **“Primary area of improvement” included:**
 - Public Works; and
 - Recycling programs.

- ◆ **“Key Strengths” included:**
 - Emergency Services;
 - RCMP;
 - Garbage collection;
 - Genesis Place Recreation and Wellness Centre; and
 - Parks.





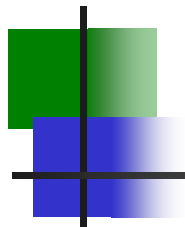
Road Issues



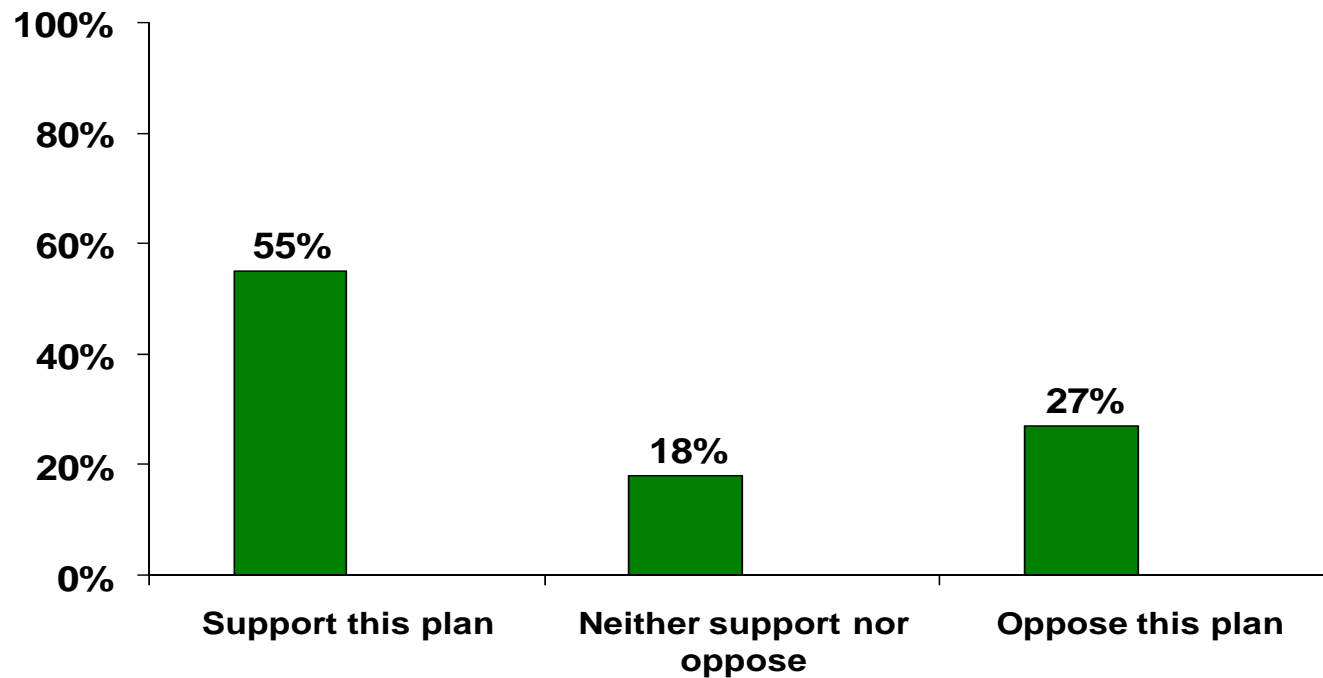
Base: All Respondents

■ 2008 ■ 2007





Phasing out of Pesticides in City Parks

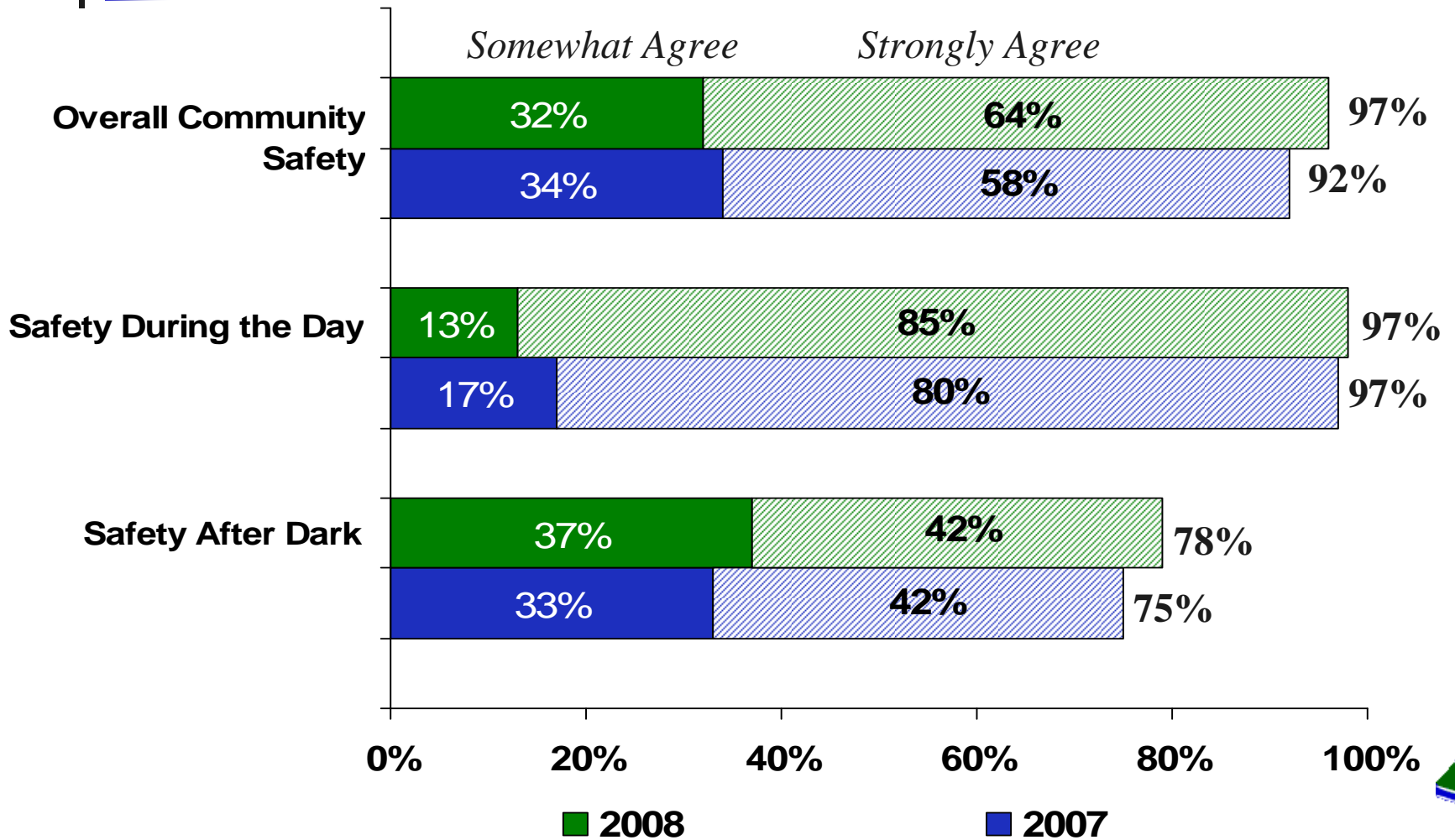


Base: All Respondents



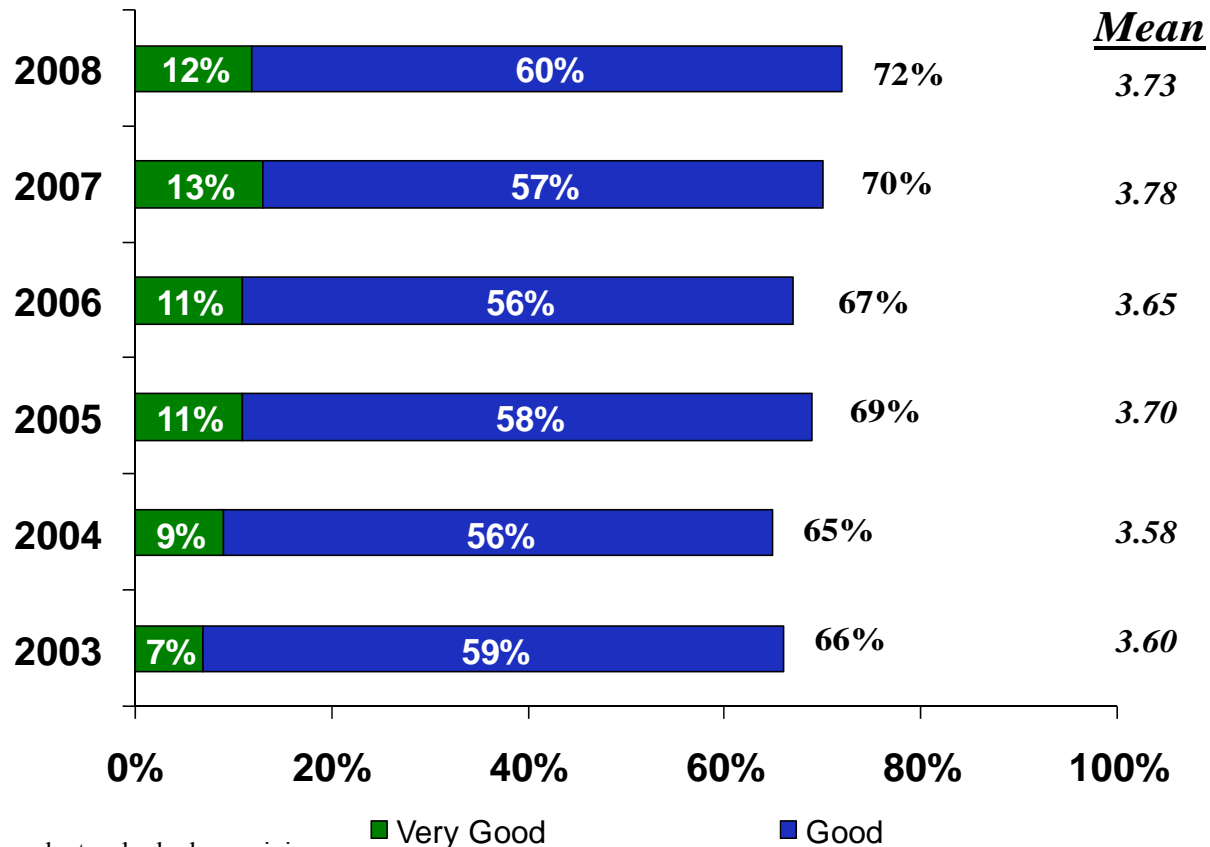


Safety



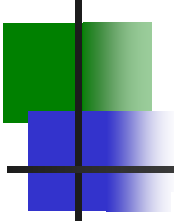
Tax and Service Increases

Perceived Value of Tax Dollars



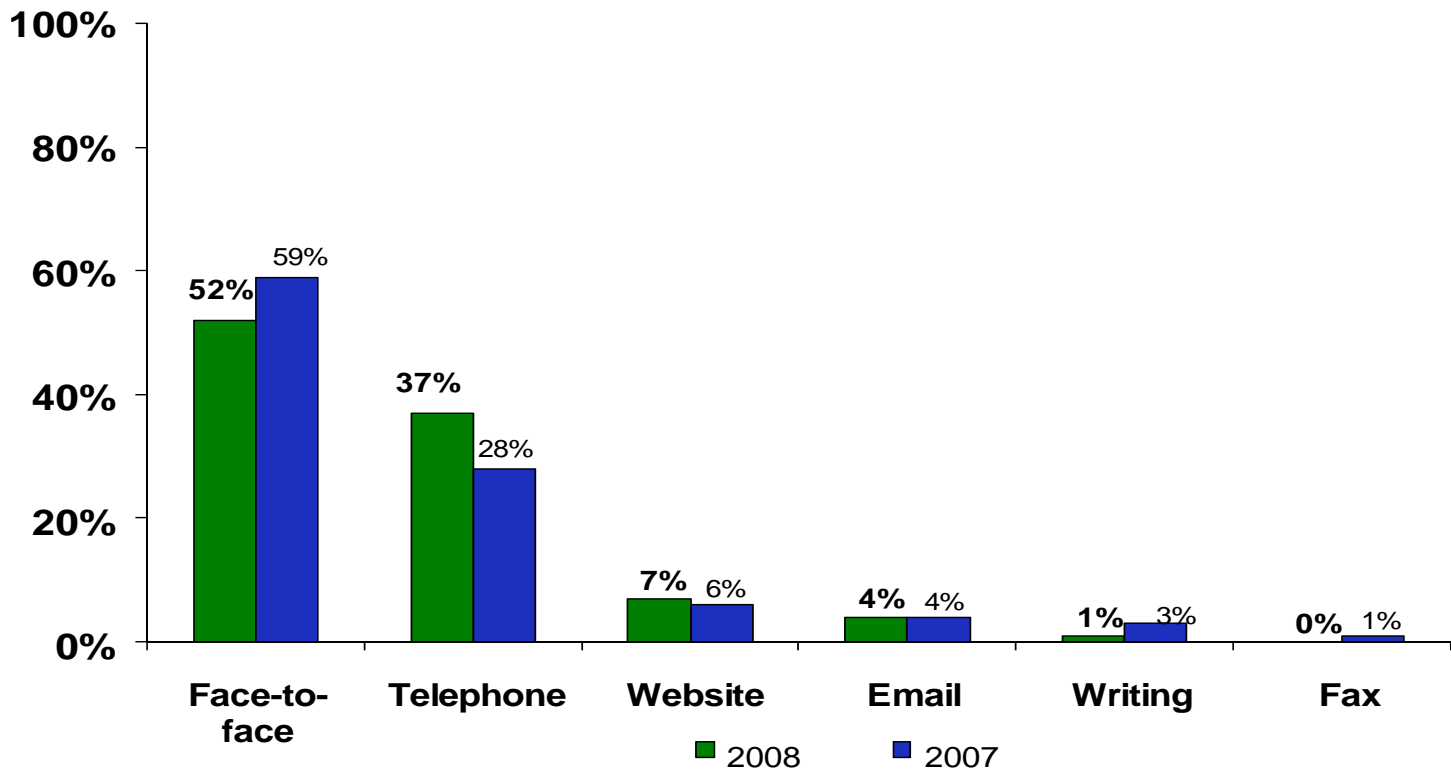
Base: Respondents who had an opinion





Contact with City of Airdrie

Method of City Employee Contact

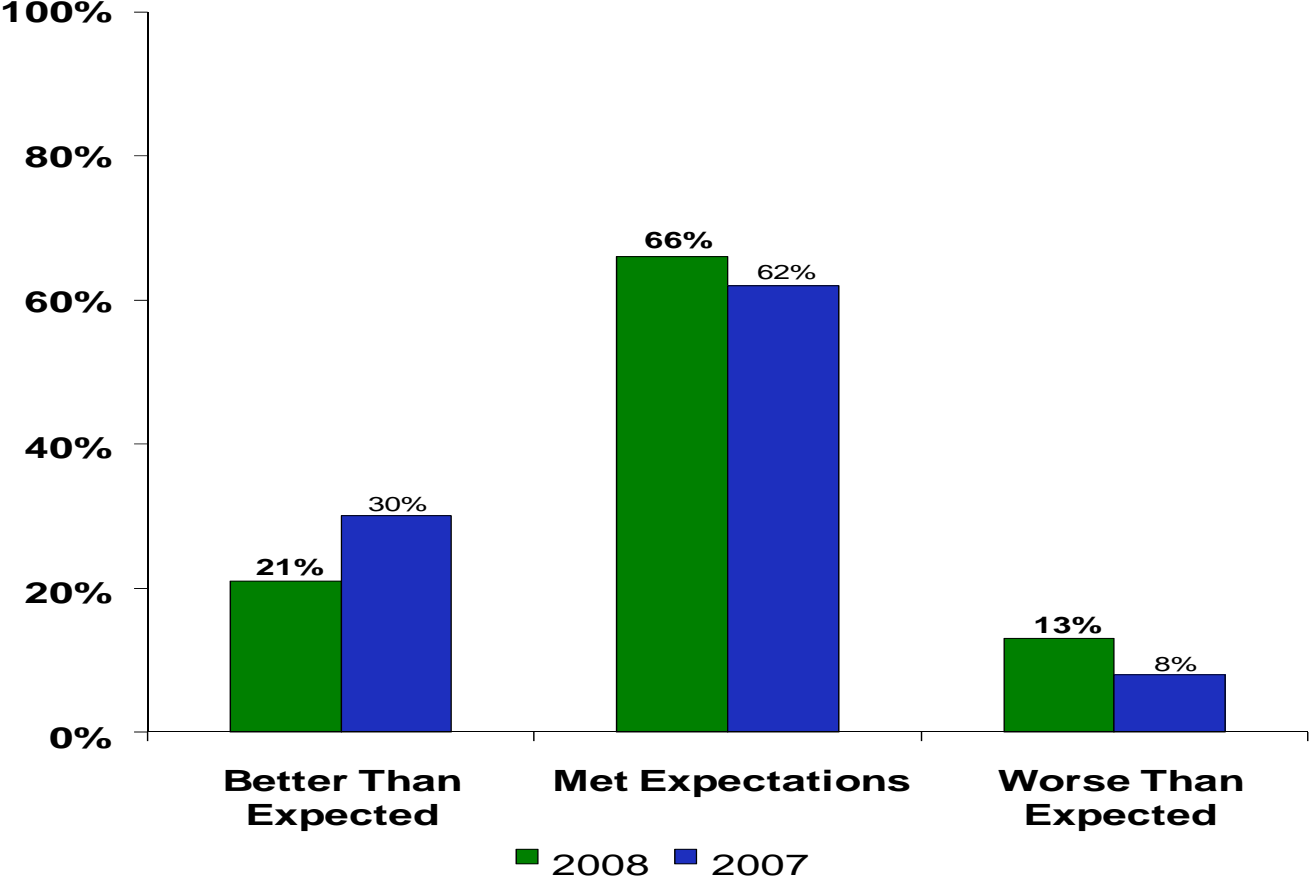


Base: Respondents who interacted with City within the last six months



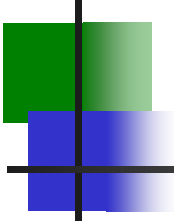


Service Expectations

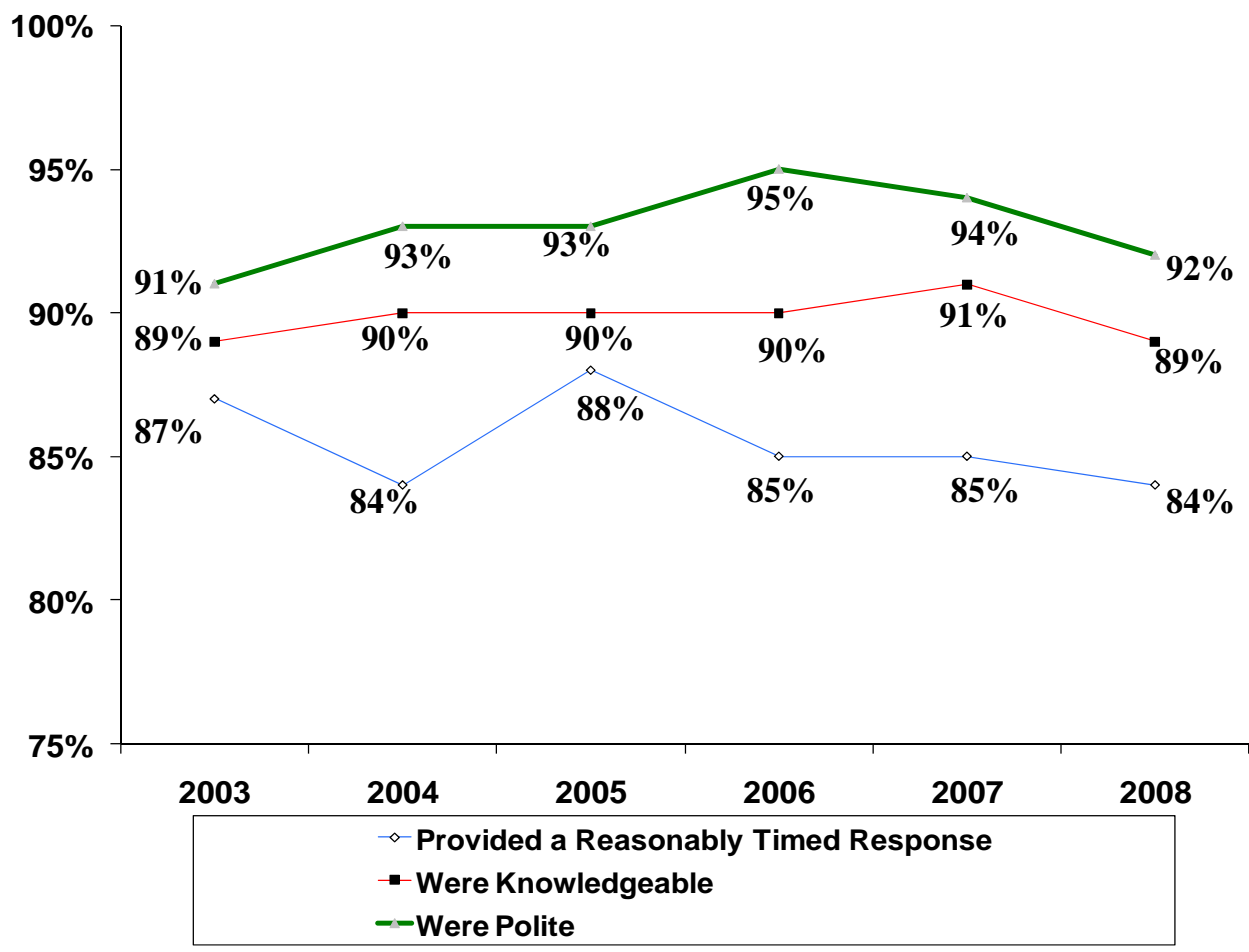


Base: Respondents who interacted with City within the last six months and who had an opinion



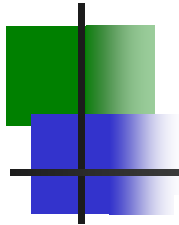


Contact with City of Airdrie



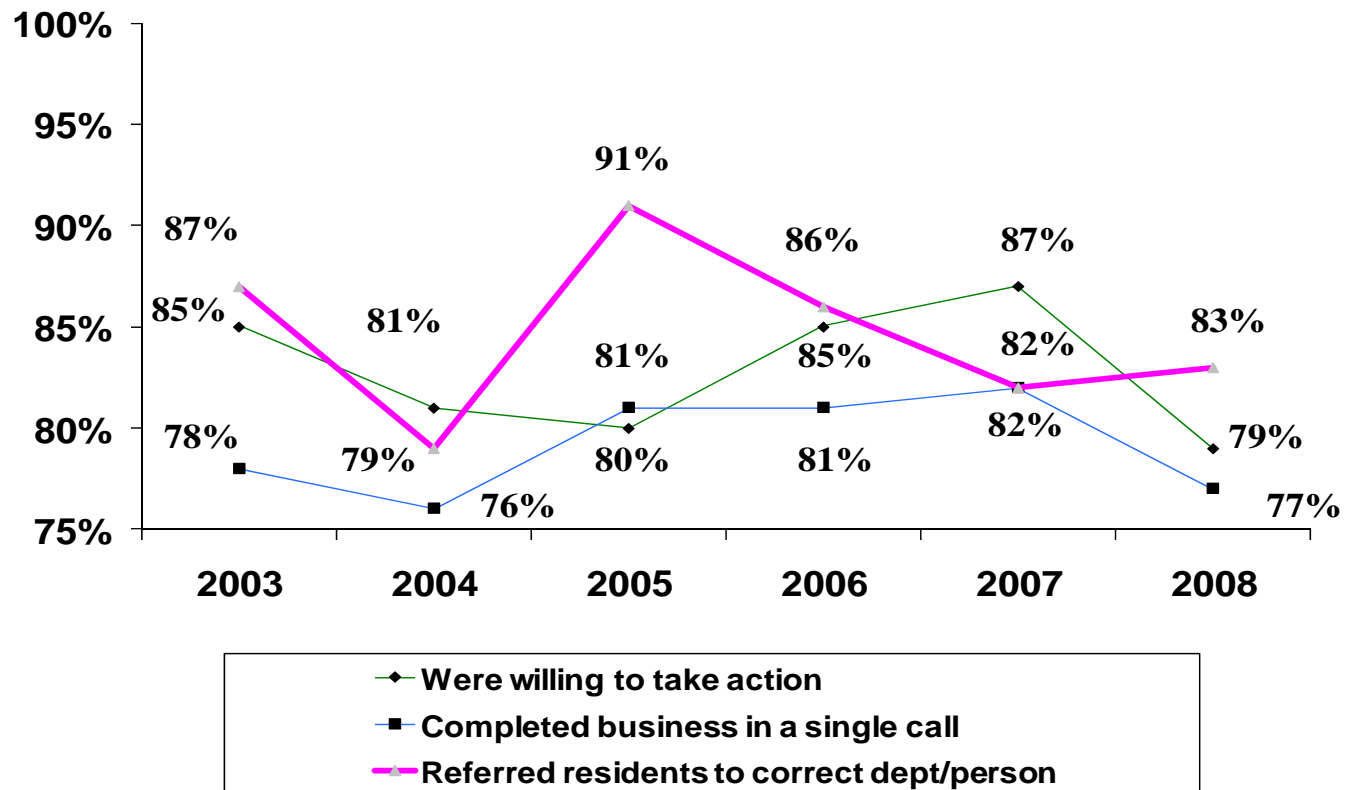
Base: Respondents who interacted with City within the last six months and who had an opinion





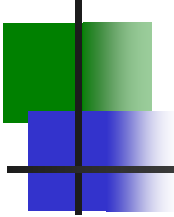
Contact with City of Airdrie

Ratings of City Staff Across a Number of Measures

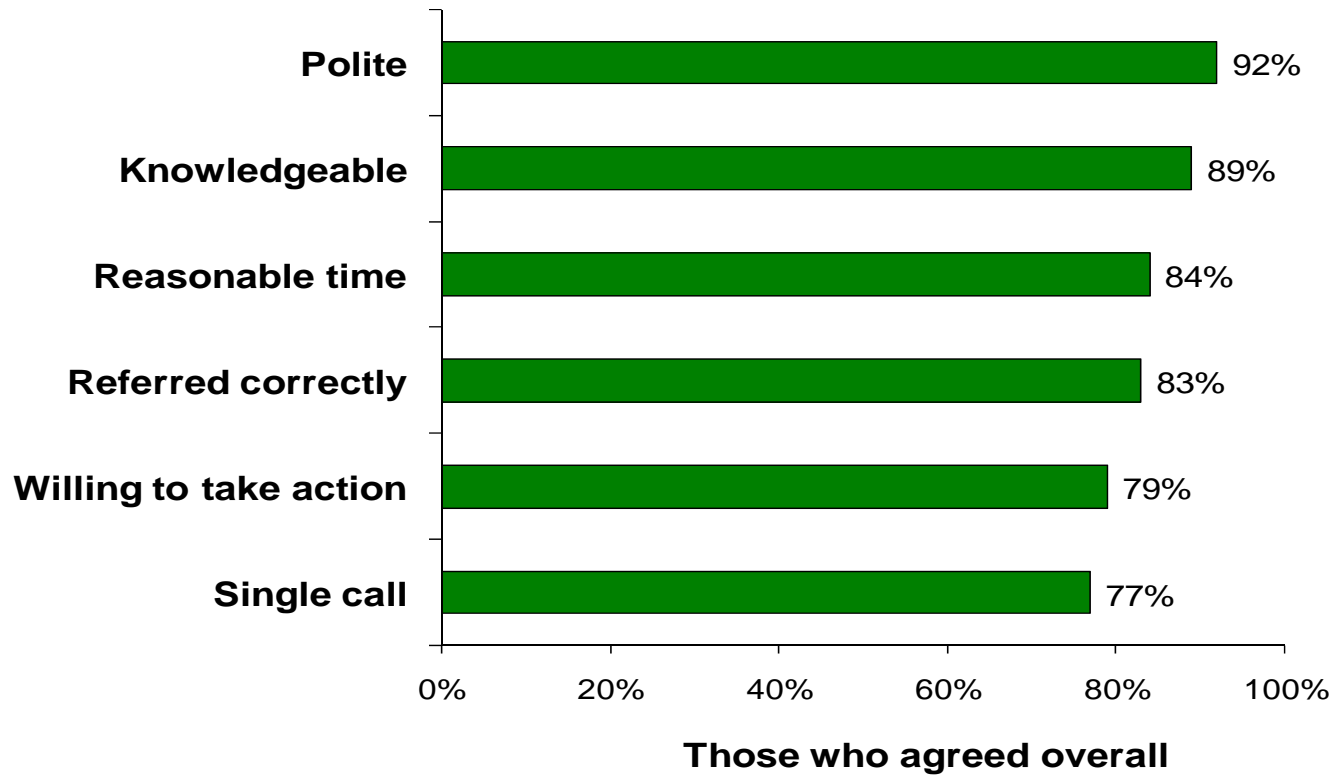


Base: Respondents who interacted with City within the last six months and who had an opinion



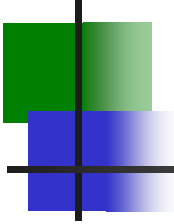


Contact with City of Airdrie

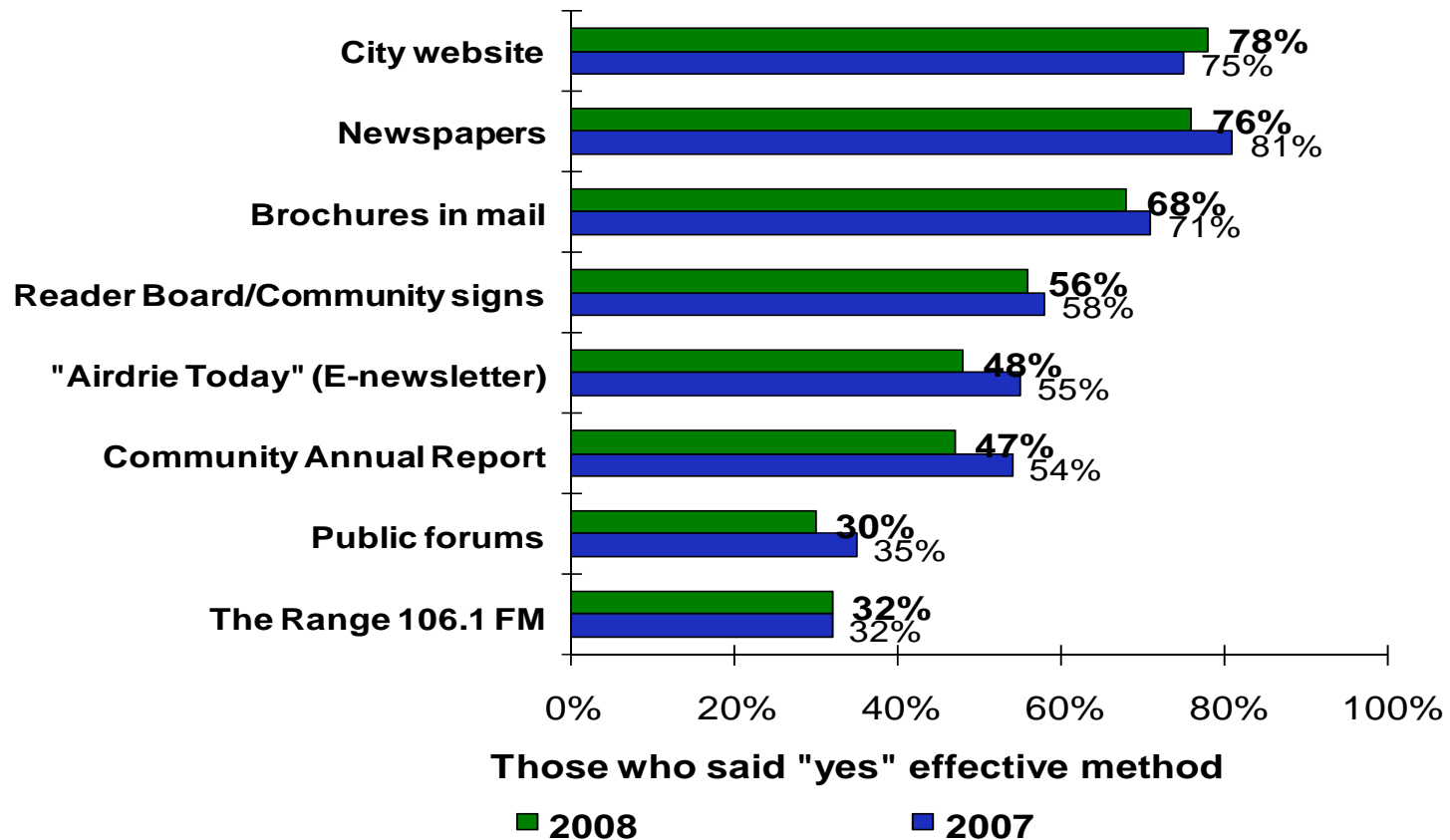


Base: Respondents who interacted with City within the last six months and who had an opinion



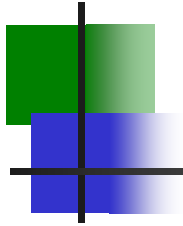


Communication



Base: All respondents





Citizen Satisfaction Index

- 3.81 out of 5
- Based on the mean rating for:
 - Managing Affairs of the Community;
 - Managing Community Growth and Development;
 - Quality of Services Provided;
 - Efficiency in the Provision of Services; and
 - Value for Tax Dollar.





Garages

- ◆ 70% of residents have a garage:
 - Of those, 11% are single, 82% are double and 7% are larger than double;
 - 11% do not park any vehicles in the garage, 38% park 1 vehicle and 47% park 2 vehicles in the garage.





Questions?

