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## 2008 CITIZEN SATISFACTION SURVEY RESULTS Residents rank Airdrie with high scores

AIRDRIE, ALBERTA –Residents gave Airdrie a high-ranking 97 percent rating for quality of life in the annual Citizen Satisfaction Survey, the highest score in a group of seven comparable municipalities. The overall Citizen Satisfaction Index dropped just slightly to 3.81 from 3.86 out of a possible 5.0. The question, “overall, I consider my community a safe place to live,” received resounding agreement from 97% of respondents (strongly agree and agree), again the highest score of the municipal comparison group.

“Administration is pleased that Airdrie is continuing to achieve solid ratings for important service indicators,” says Dorian Kachur, Business Strategy Team Leader, City of Airdrie. While the overall rating for efficiency of services declined statistically, the rating for managing community growth and development increased significantly. “This survey provides valuable feedback on our performance helping to guide decision-making, provide administration and Council with information for strategic initiatives, budget decisions and business plan priorities.”

This year’s survey was conducted by telephone between January 5 and January 9, 2009. The survey included random telephone interviews with 400 Airdrie residents, aged 18 years or older. The overall index is derived based on the mean rating for the below topics:

- Management of affairs of the community - 80% (down 3%)
- Management of community growth and development – 60% (up 5%)
- Quality of services – 82% (no change)
- Efficiency of services- 79% (down 6%)
- Value for tax dollar – 72% (up 2%)
- Quality of life – 97% (up 1%)

The top five mentions included: infrastructure, traffic, roads, train tracks, and construction (54%); rapid growth management (15%); health care - not enough hospitals, doctors, clinics (12%); snow removal (10%); crime - drugs/community safety/lack of policing (7%). This is the first year that snow removal has been mentioned as a top five concern.

This year’s survey sample size was a statistically sound 400 residents. Results are accurate to +(-) 4.8 percent at the 95 percent confidence level, (19 times out of 20) giving assurance the results are representative of the entire population. The survey was conducted by Tracy With of Banister Research and Consulting.

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**Contact:**

Dorian Kachur  
Business Strategy Team Leader, City of Airdrie

(403) 948-8800 ext. 759  
dorian.kachur@airdrie.ca