

2018 Business Satisfaction Survey Highlights

AIRDRIE NOW!

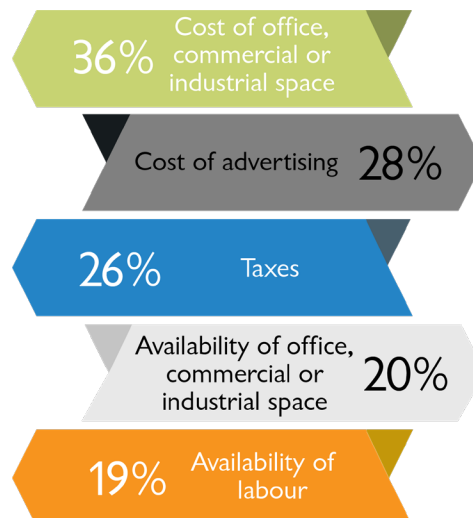
Airdrie businesses say



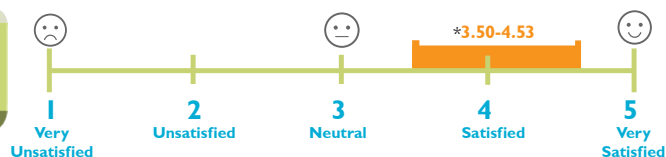
TOP ISSUES FACING AIRDRIE'S ECONOMY



TOP ISSUES FACING AIRDRIE BUSINESSES

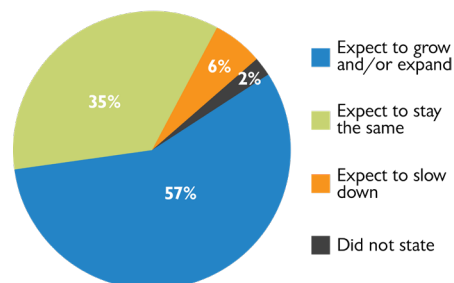


SATISFACTION WITH CITY SERVICES

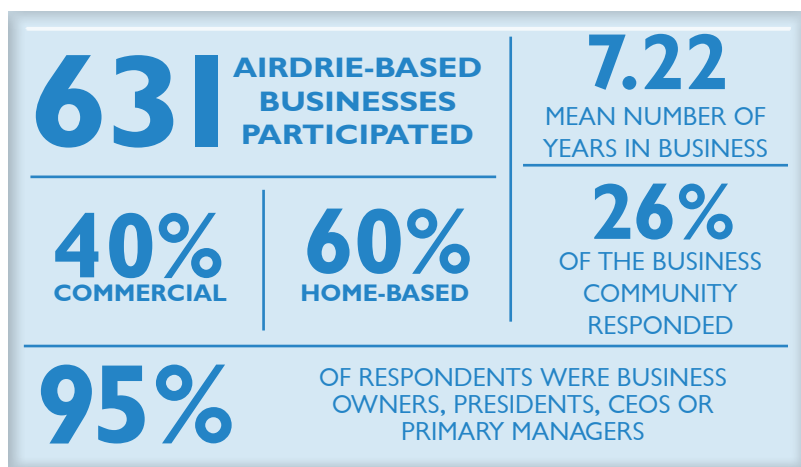


*Range of the mean level of satisfaction for eight city departments that offer business services

FUTURE WORKLOAD EXPECTATIONS



About the respondents



*Overall results provided a margin of error no greater than +/- 3.4% confidence level or 19 times out of 20.



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Commercial businesses



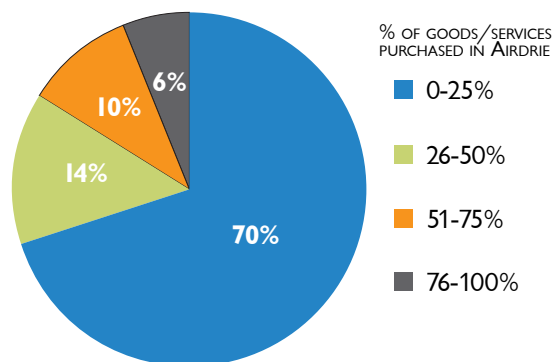
SELLING OUTSIDE OF AIRDRIE

38% are selling products and services outside the Calgary region

- Alberta 90%
- Western Canada 40%
- Eastern Canada 15%
- USA 14%
- EU 5%
- Asia 4%
- South America 4%



PERCENTAGE OF INPUTS BUSINESSES PURCHASE LOCALLY



BARRIERS TO PURCHASING GOODS & SERVICES LOCALLY



Home-based businesses

42% report it's their primary source of income

WHAT WOULD CREATE A BETTER BUSINESS ENVIRONMENT

- Reduce cost of land/lease rate
- Increase networking opportunities
- Promote local businesses
- Improve infrastructure

47% of businesses are interested in moving to a storefront location

GREATEST challenges in making the move to a storefront location

