

February 4, 2011 / For Immediate Release

## **Your Say is Just a Click Away**

### City of Airdrie Introduces Business Satisfaction Survey

Airdrie, Alberta – The City of Airdrie will conduct its first business satisfaction survey this month.

The survey will collect benchmark information on a number of topics related to the economy, business operating environment, and City of Airdrie business-related services. All of Airdrie's 1,595 locally-based, licensed businesses will be invited to participate.

“We are looking forward to receiving feedback from our business community,” says Mayor Peter Brown. “Businesses are a critical component of the City's overall success, and we want to make certain that Airdrie meets the needs of our business community by creating an environment that ensures businesses are able to prosper and grow.”

The survey will be conducted by Bannister Research & Consulting Ltd., the firm also responsible for the City of Airdrie's Citizen Satisfaction Survey.

The survey will be primarily web-based, allowing industrial, commercial/retail and home-based businesses to complete the questionnaire at a time convenient for them. All responses are completely confidential and results will be aggregated. The survey takes less than 15 minutes to complete, and is intended for the business owner, primary manager, CEO/president or vice president.

“We're collecting some high-level information about the business environment,” says Kent Rupert, Team Leader of Airdrie Economic Development. “It's essential for business owners or managers to take the time to complete the survey so we get the best possible results. The real benefit for the businesses participating is that their feedback will be used to shape future programs and services provided by the City of Airdrie.”

Businesses can expect to receive two emails: one from the City of Airdrie on February 10 and another from Bannister Research & Consulting on February 15 with a link to a web-based survey. The web survey closes on March 1. Depending on the response to the web survey, Bannister may also survey some businesses by telephone. Results will be compiled and presented to City Council, Administration and the business community this spring. If a business has questions about the survey, please call Airdrie Economic Development at 403-948-8844.

-30-

Kent Rupert  
Team Leader, Airdrie Economic Development  
City of Airdrie  
Phone: 403-948-8800 ext 8738

E-mail: [Kent.Rupert@airdrie.ca](mailto:Kent.Rupert@airdrie.ca)