

Edmontonians' poll station

By **Linda Banister**

Edmontonians, with its finger on the pulse of business in the city, introduces the *Poll Station* with **Linda Banister** of Banister Research Inc. The firm did a telephone poll with 100 business leaders in Edmonton.

While the results of the poll are not considered statistically reliable, they provide a qualitative indication of what local business is thinking.

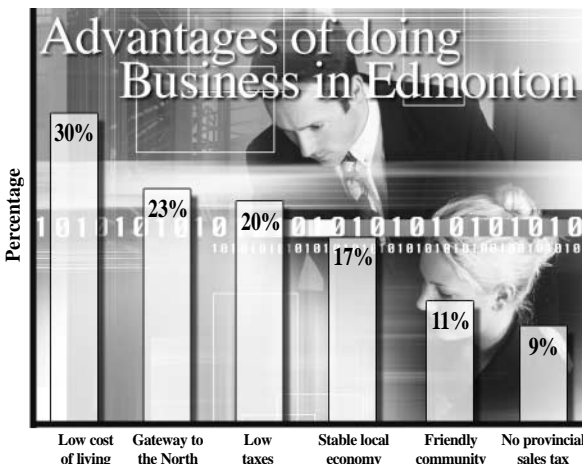
Banister started with three broad questions.

WHAT ARE THE THREE MAIN CONCERNS FACING EDMONTON BUSINESS?



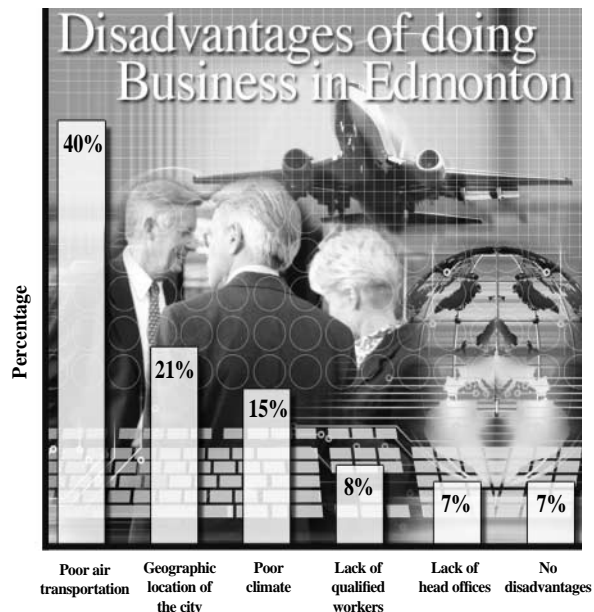
Results indicate the most pressing concern for businesses today is the lack of qualified workers—the labour supply. The second most frequently mentioned concern was high taxes overall, followed by fluctuations in the economy, air transportation and rising utility costs.

WHAT ARE THE MOST SIGNIFICANT ADVANTAGES OF DOING BUSINESS IN EDMONTON?



Almost 30 percent of respondents cited the low cost of living as the most significant advantage, followed by Edmonton's proximity to the North; low business taxes; the stable local economy; Edmonton's friendly and supportive community and no provincial sales tax.

WHAT ARE THE MAIN DISADVANTAGES OF DOING BUSINESS IN EDMONTON?



Poor air transportation was the main concern of 40 percent of respondents. The distance from major markets, poor climate, lack of qualified workers, and lack of head offices are also considered disadvantages. Seven percent of respondents did not feel there were any disadvantages of doing business in Edmonton. ✓



Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you'd like to be included contact Linda at 780.451.4444 or by e-mail at research@banister.ab.ca. For further information on the firm visit www.banister.ab.ca.