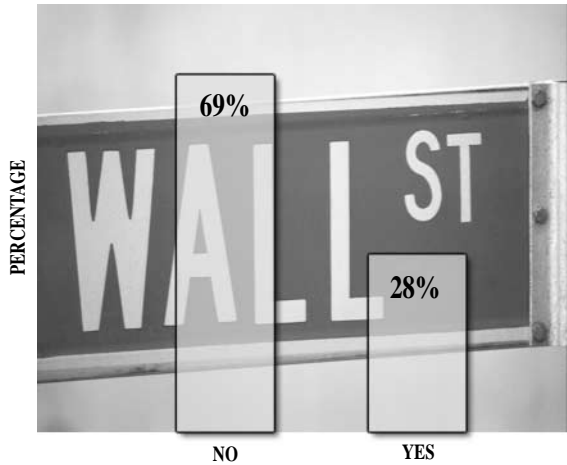


Edmontonians' poll station

By Linda Banister

It has been a tumultuous past year for the stock market both in Canada and around the globe. This month's Poll Station looked at Edmontonians' thoughts, feelings and reactions to the stock market.

DO YOU CURRENTLY OWN ANY STOCKS?



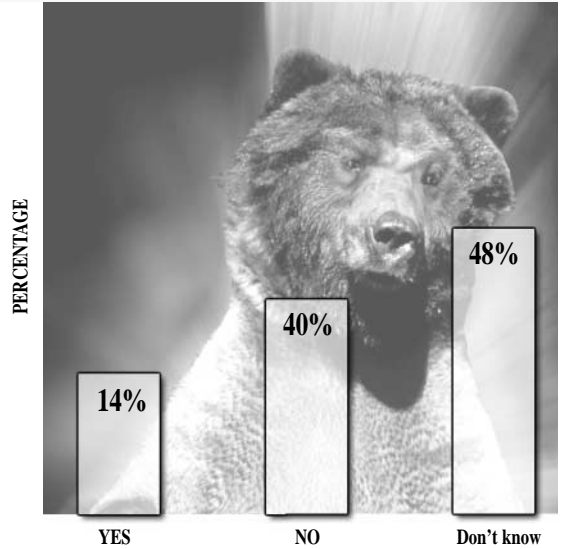
Just over one-quarter (28%) of respondents claimed they owned stocks, while 69 percent said they did not own any. Half (50%) of respondents that currently owned stocks said they would continue to purchase stocks in the next year while 36 percent said they would not and 14 percent were unsure if they would purchase stocks or not. Lack of money (30%) and lack of productivity of current stocks (30%) were cited as reasons respondents said they would not purchase stocks in the coming year.

Of those respondents who did not own stocks, 13 percent were planning to purchase stocks in the next year while 84 percent said that they would not purchase any. Three percent (3%) of respondents were not sure whether or not they would purchase stocks. Reasons for not purchasing stocks included the lack of money to make a purchase (49%), not knowing enough about the stock market (17%), not thinking they would make any money from it (15%) and the feeling that it was too risky a venture to pursue (7%).

ARE YOU MORE LIKELY TO OWN OR PURCHASE CANADIAN STOCKS THAN STOCKS FROM OTHER COUNTRIES?

Fifty-three percent (53%) of respondents said they would likely buy Canadian stocks, while 32 percent indicated they would seek stocks from abroad. Another 15 percent of respondents were unsure what type of stocks they would purchase.

DO YOU THINK THE STOCK MARKET HAS HIT THE BOTTOM?



When asked about the state of the market, 14 percent of respondents felt the market had indeed gone as low as it can go, while 40 percent said that it had not yet hit bottom. Almost half of respondents (46%) did not know if the stock market had hit the bottom yet or not.

Of those respondents who felt the stock market was not yet at its bottom, 55 percent felt it could still slide further down and 18 percent felt the looming war with Iraq would negatively impact the economy as a whole. Ten percent (10%) of respondents felt people are wiser now and don't panic as much in regards to the stock market. ✓

The *Edmontonians* Poll Station surveyed 100 city of Edmonton residents on this topic and while the results of the research are not statistically reliable, they do provide a qualitative indication of what local business is thinking.



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll,

contact Linda at 780.451.4444 or e-mail at research@banister.ab.ca. For further information on the firm visit www.banister.ab.ca.