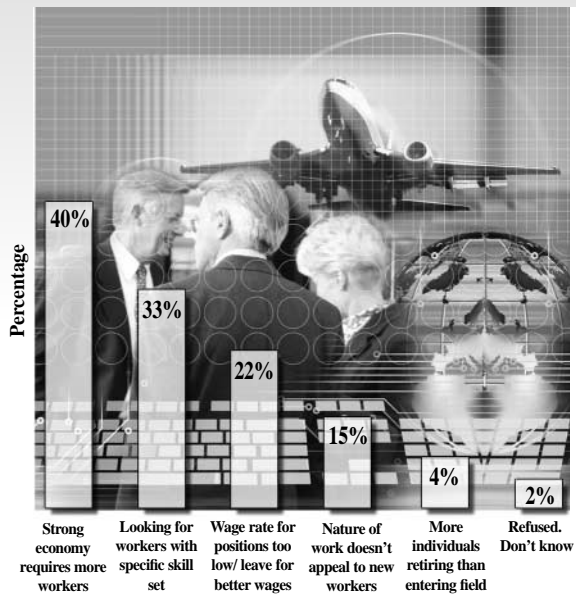


Edmontonians' poll station

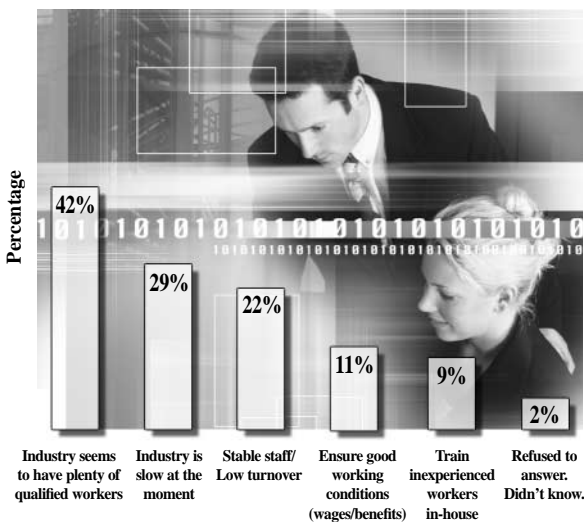
By Linda Banister

Last month, the Poll Station found the most pressing concern facing Edmonton businesses was a lack of qualified workers (49 percent of respondents). This month probes more deeply into the issue.



WHY IS YOUR INDUSTRY NOT HAVING DIFFICULTIES?

Businesses not experiencing difficulties indicated there are enough qualified workers in their industry, the industry is currently slow, they have low levels of turnover, they have good working conditions and they train inexperienced workers in-house.

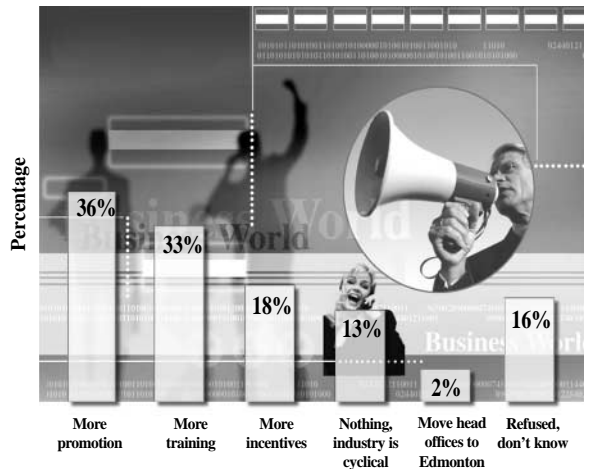


WHY IS YOUR INDUSTRY EXPERIENCING THESE DIFFICULTIES?

Almost half (40 percent) of respondents cited a strong economy as the reason they were unable to attract sufficient workers. Other reasons included a need for specific skill sets, low wage rates, lack of appeal of the job and growing numbers retiring from the industry.

SOLUTIONS FOR FINDING QUALIFIED WORKERS?

Suggestions to alleviate worker shortages included promoting the industry better to workers in Alberta and Edmonton, more training programs, increased incentives for workers, and moving head offices to Edmonton. Thirteen percent of respondents did not feel anything could be done and 16 percent did not answer or didn't know.



The *Edmontonians* Poll Station surveys 100 Edmonton business leaders each month. While the results of the research are not statistically reliable, they 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'd 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.