

Edmontonians' poll station

By **Linda Banister**

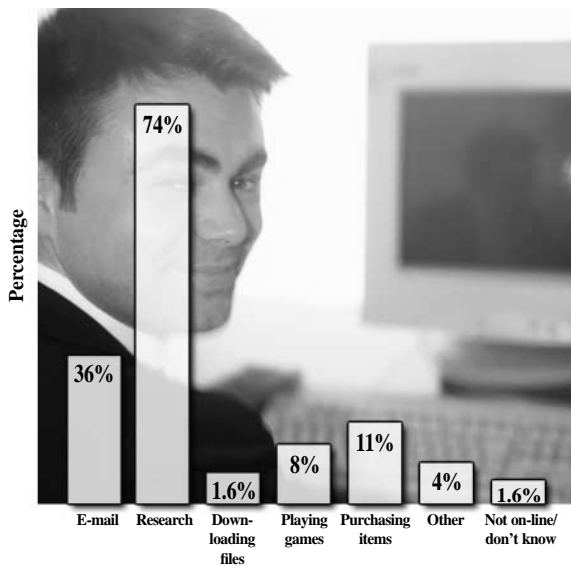
In response to the ever-growing information age, this month's Poll Station looks at how Edmontonians use the internet.

DO YOU HAVE ACCESS TO A COMPUTER AND THE INTERNET?



Almost three quarters (71%) of respondents currently have access to a computer, while even more (87%) have access to the internet.

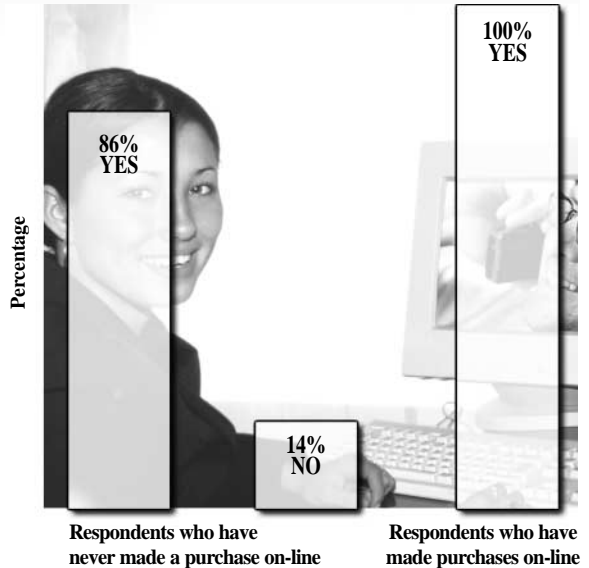
WHAT DO YOU PRIMARILY USE THE INTERNET FOR?



Almost three quarters of respondents (74%) use the internet for research, followed by 36% who use it for e-mail, 11% for purchasing items, and 8% for playing games. Only 2%

use the internet for downloading/sharing entertainment files.

IF YOU MAKE PURCHASES OVER THE INTERNET, DO YOU THINK YOU WILL PURCHASE MORE ITEMS IN THE FUTURE?



All respondents who currently purchase items over the internet felt they would purchase more items in the future. Of those respondents who have never made a purchase online, only 15% felt they would in fact make a purchase in the next six months. ✓

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.