



Executive Summary of Fall 2002 EDO Survey

- The Breken Group commissioned research* in order to benchmark municipal business directories, determine on-line directory options in the marketplace and estimate the adoption rate of *on-line* municipal business directories.
- The results were conclusive: there is widespread agreement among Economic Development professionals throughout the US and Canada that maintaining an up to date, accessible business directory is important for regional development.
- Yet most regions struggle to maintain a comprehensive and accurate directory, relying on out of date information and a budget of less than \$5,000 for updates. Only a minority have a directory at least 75% complete.
- Currently, three quarters of communities provide paper based business listings. This is changing though, with a third intending to switch to an on-line directory system within the next six months.
- To date, fulfilling the need for on-line directory systems has largely been up to “in house” programmers and local contractors. Applications utilized have been partial solution sets such as database programs and contact management software.
- The five most important features of an on-line system (of which less than half of the communities surveyed currently provided):
 1. providing up to date business information
 2. statistical reports
 3. seamless link to the region’s website
 4. search capabilities for products and services
 5. a local events calendar

For complete survey results and to see how your community can be brought on-line quickly with just a minimal subscription cost, visit in person at an emunicipality.com trade show booth, visit on-line at www.emunicipality.com or call Sofie Andreou toll free at 1-888-741-3488, ext. 103.

**Participants were polled from the IEDC Trade Show held in Oakland, USA and the Canadian Economic Development Conference held in PEI, Canada. The survey was conducted via the Contestix Web Site through an on-line email solicitation in September 2002. In total, 157 Conference attendees completed a survey. Results are accurate to 7.4 percentage points, at a 95% confidence level.*