

Economic Monitoring for City of Aarau



We worked together with Aarau officials in charge of urban and economic development to draft the Economic Monitoring 2023 study. To this end, we conducted a company survey and spatially analyzed statistical company data. The results of the study serve as a tool for politicians, administrators and business promoters to assess the quality of the location. It also forms the basis for long-term strategic planning to strengthen Aarau as a business location.

Our services

- Revising and expanding the existing questionnaire for economic monitoring
- Programming, testing and conducting the company survey
- Evaluating visualizing the results of the company survey
- Creating statistical and spatial analyses of job and business development in Aarau
- Describing, interpreting and visualizing the results in the publication Economic Monitoring and documenting the company survey

Client

City of Aarau, Office of Urban
Development

Facts

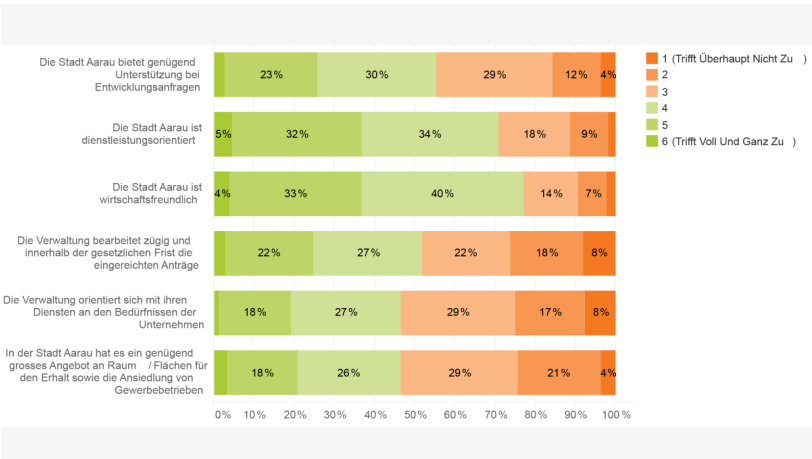
Period	2023
Project Country	Switzerland

Contact persons

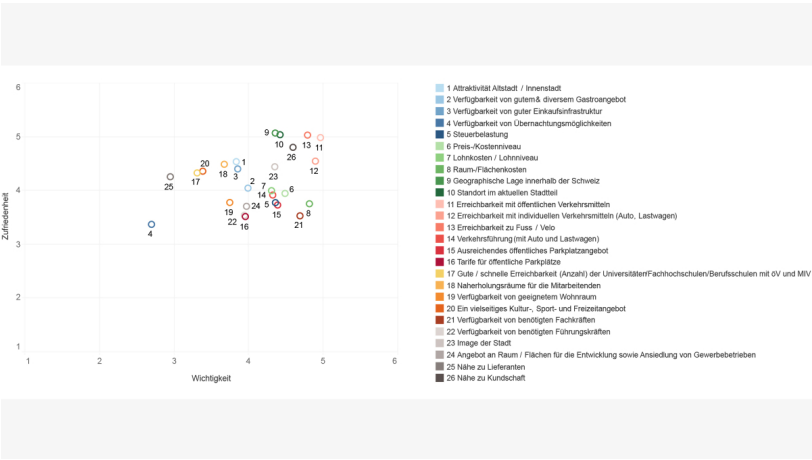
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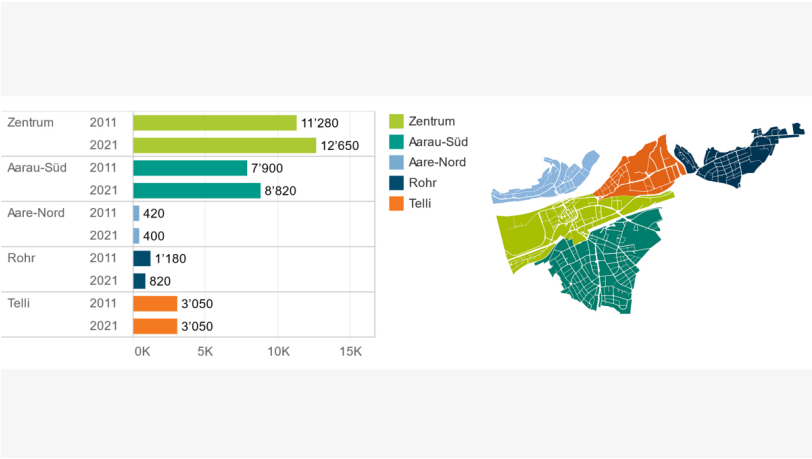
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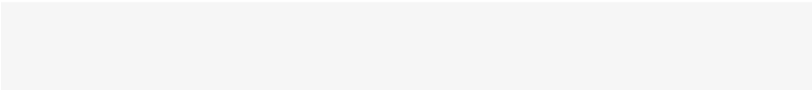
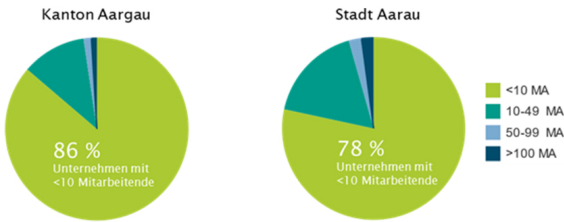
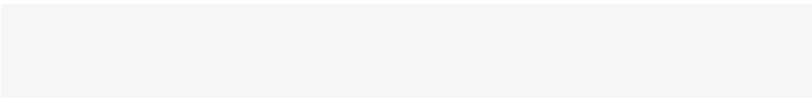
Evaluation of the responses from the company survey on the tasks and role of the city



Evaluation of the responses from the company survey on the importance of and satisfaction with location factors



Spatial analysis of employment development by district



Analysis of business organizational structures and employee numbers

Main Image: Aerial view city of Aarau
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