

# Canadian Economic Development Online Software Trends & 2010 Survey Results!



## Canadian Economic Development Online Software Trends Results

YLM, The Breken Group

[www.edtoolset.com](http://www.edtoolset.com)

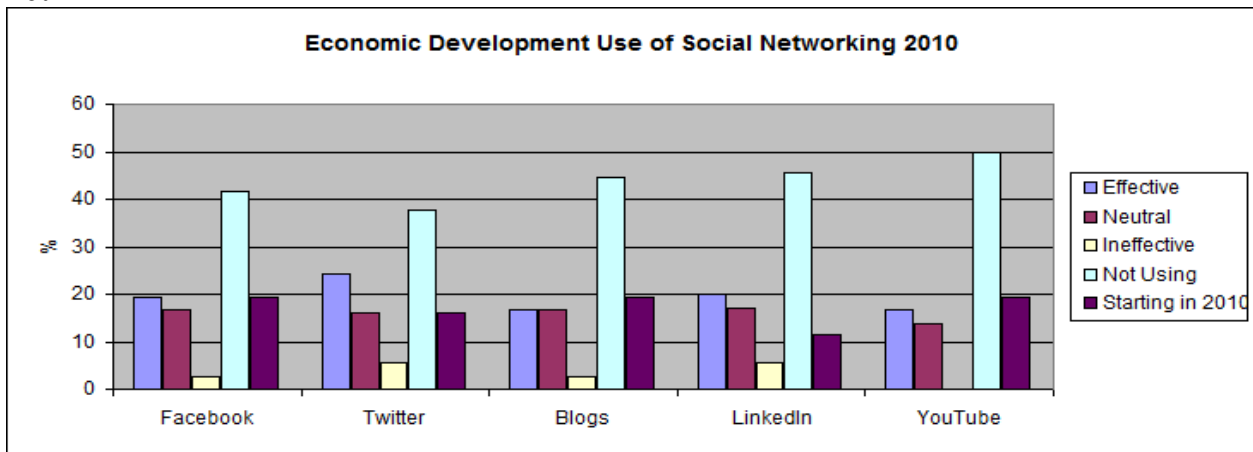
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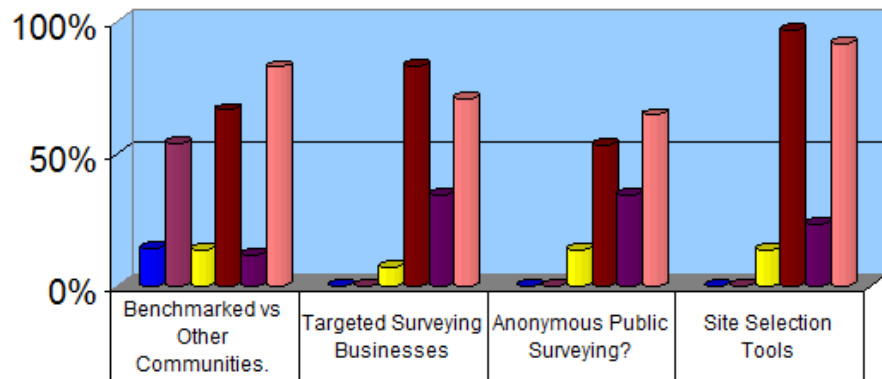
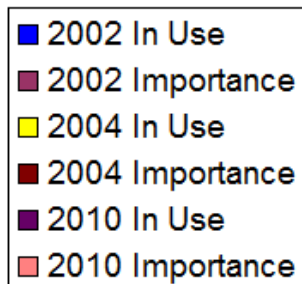
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**On average, 40% of Canadian Economic Development teams are not currently using Social Media & approximately 18% are planning to embrace Social Media in 2010.**



**Site Selection tools are, and have been, deemed the most valuable online services offered by Canadian Economic Development teams!**

### BR&E and Attraction Online Tools Trends

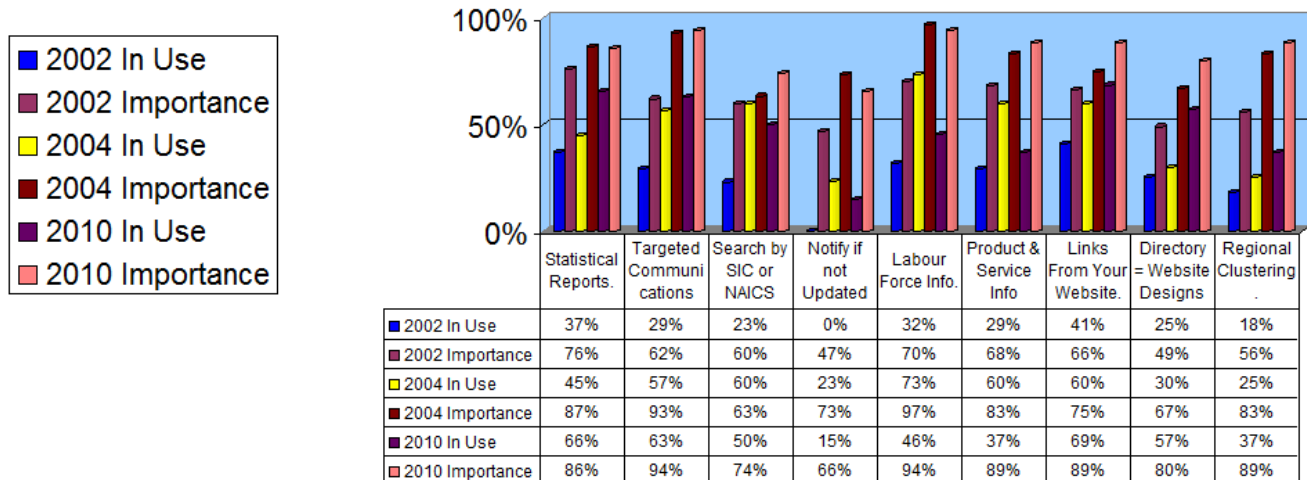


	Benchmarked vs Other Communities.	Targeted Surveying Businesses	Anonymous Public Surveying?	Site Selection Tools
■ 2002 In Use	14%	0%	0%	0%
■ 2002 Importance	54%	0%	0%	0%
■ 2004 In Use	13%	7%	13%	13%
■ 2004 Importance	67%	83%	53%	97%
■ 2010 In Use	11%	34%	34%	24%
■ 2010 Importance	83%	71%	65%	91%

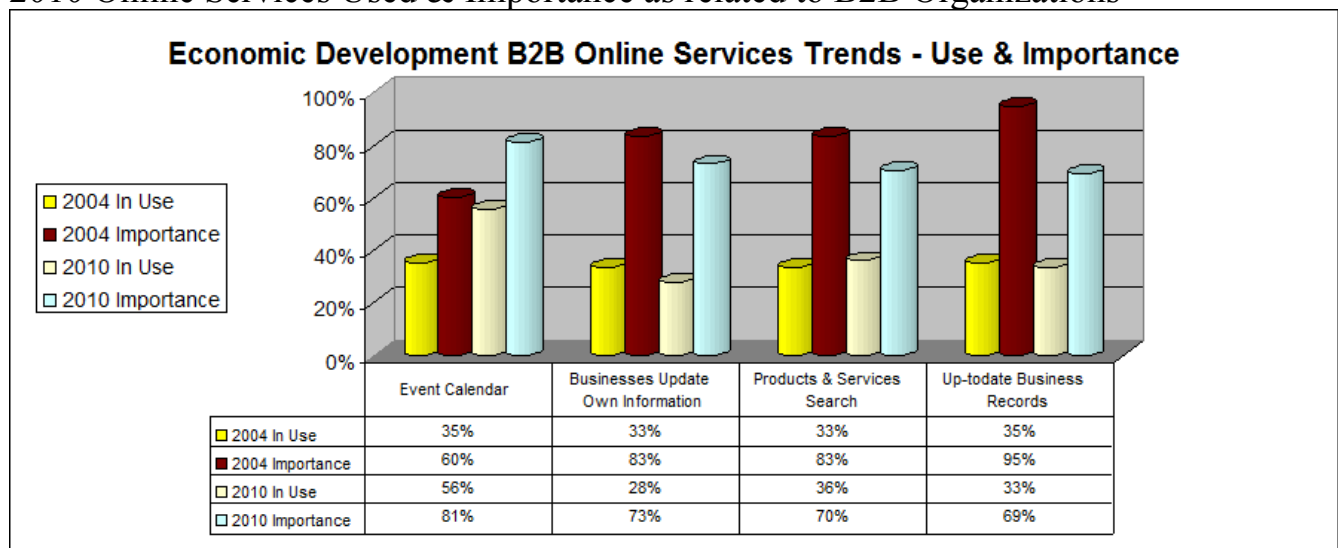
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Targeted communication to local organizations, Labour Force information, Links from your website to a business directory & Regional Cluster Searches is deemed the most valuable information required by Economic Developers.

### Online Economic Development Information Trends

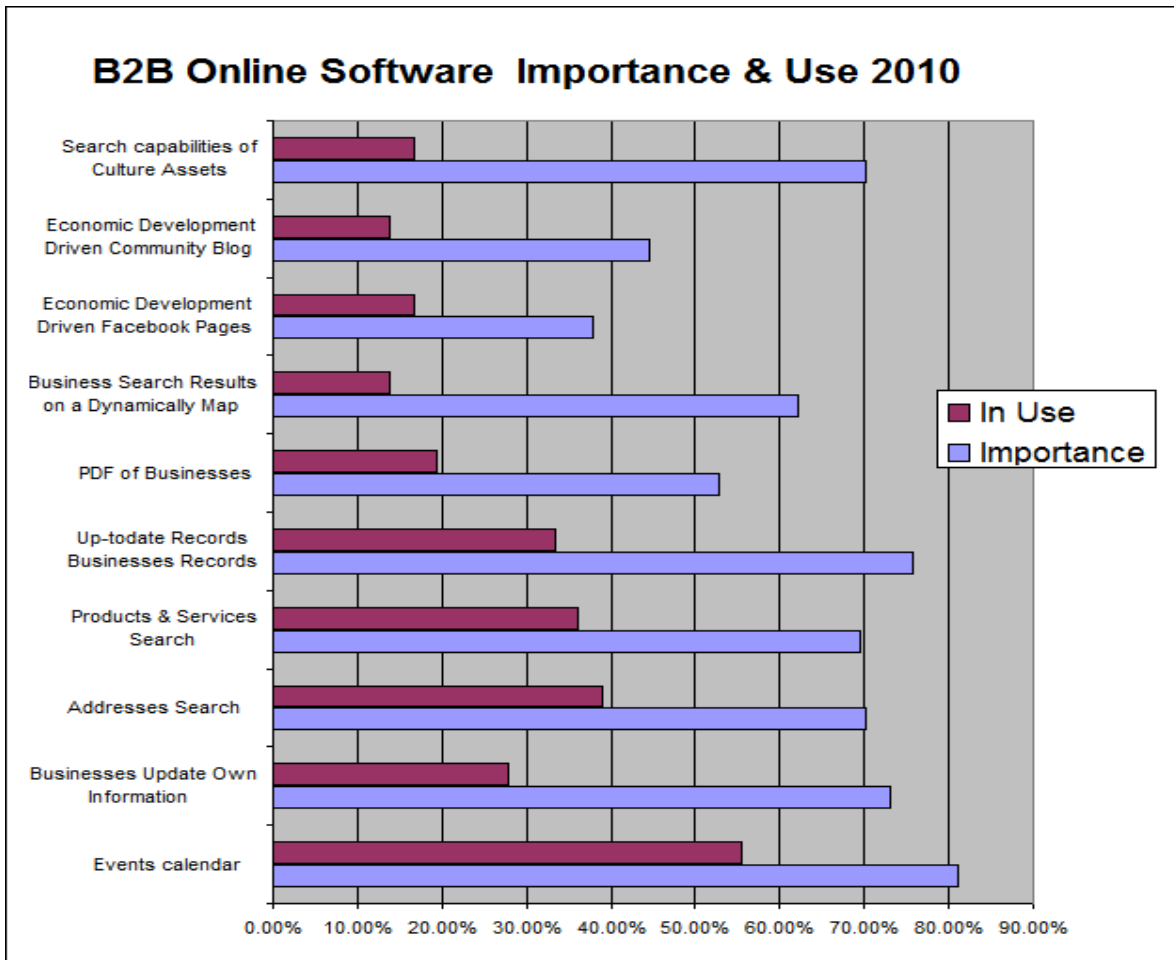


### 2010 Online Services Used & Importance as related to B2B Organizations

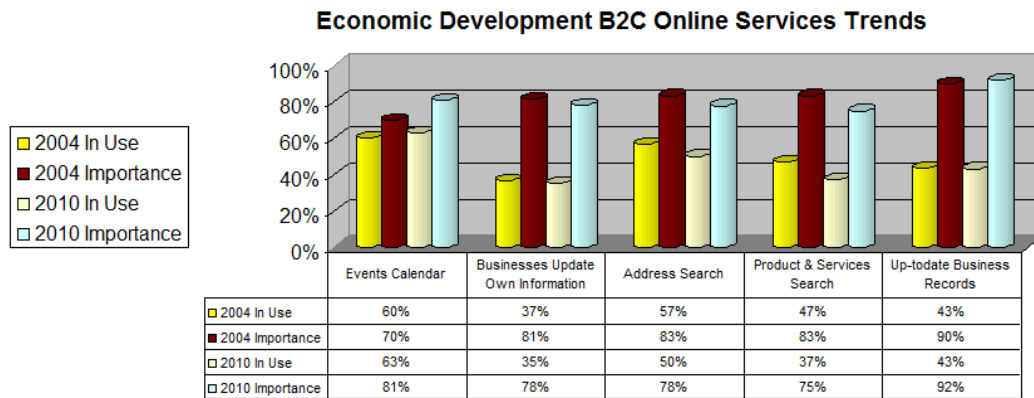


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**B2B Online Software Importance & Use 2010.** The top three are up-to-date business records, events calendars, followed by up-to-date business records and business able to update their own information!



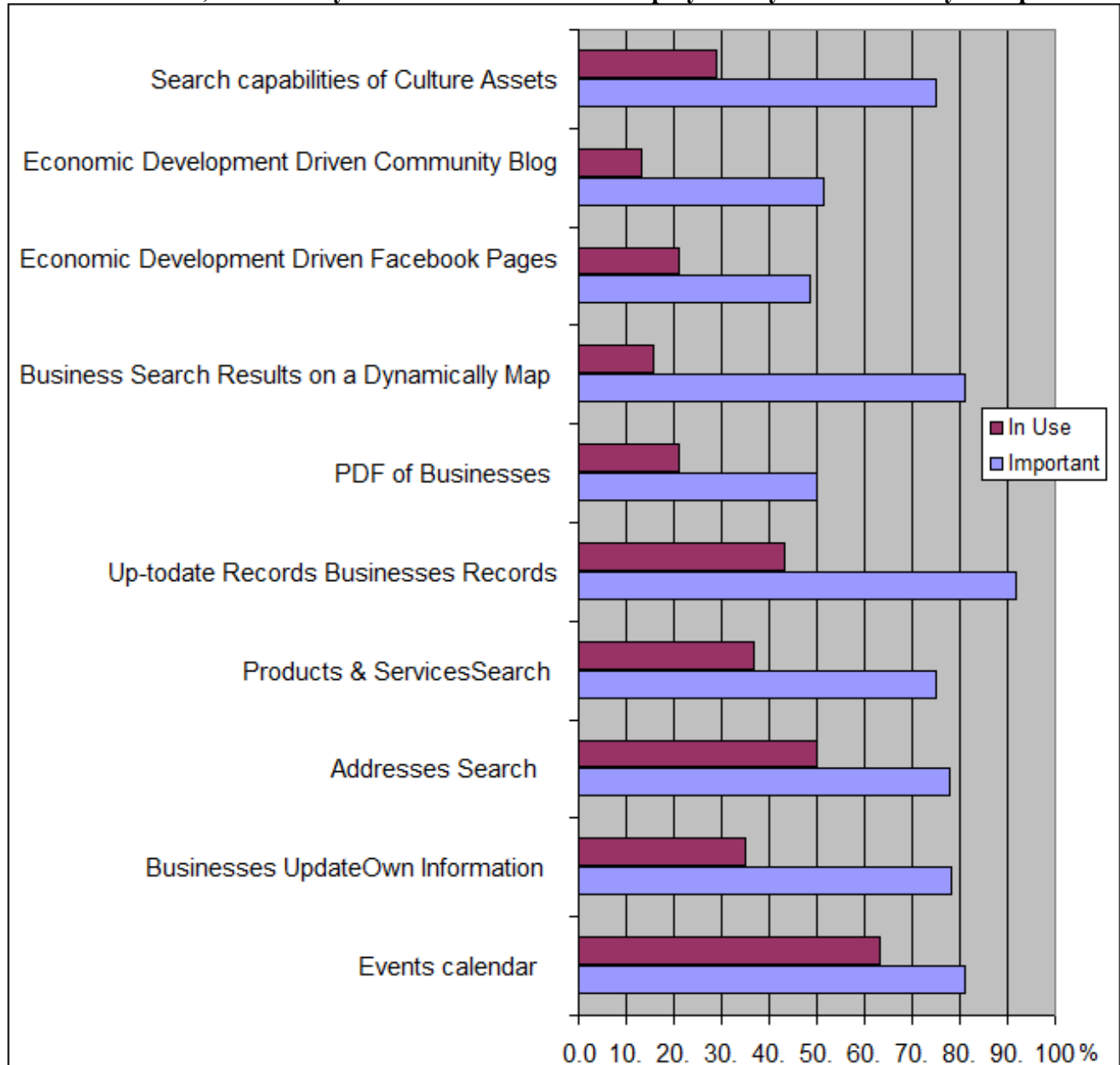
**Economic Developers say that Update B2C Business Records are still most important!**



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## 2010 Online Services Provided on B2C Organizations

**B2C Online Software Importance & Use 2010.** The top three are up-to-date business records, Events calendars, followed by business search results displayed on your community's map!



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**Overall Online Tools used and most important to Economic Developers, first of importance being Labour Force Information, followed by Targeted Communication, followed by Site Selection Automation!**

