

Canadian Economic Development Online Software Trends & 2010 Survey Results!



Canadian Economic Development Online Software Trends Results

YLM, The Breken Group

www.edtoolset.com

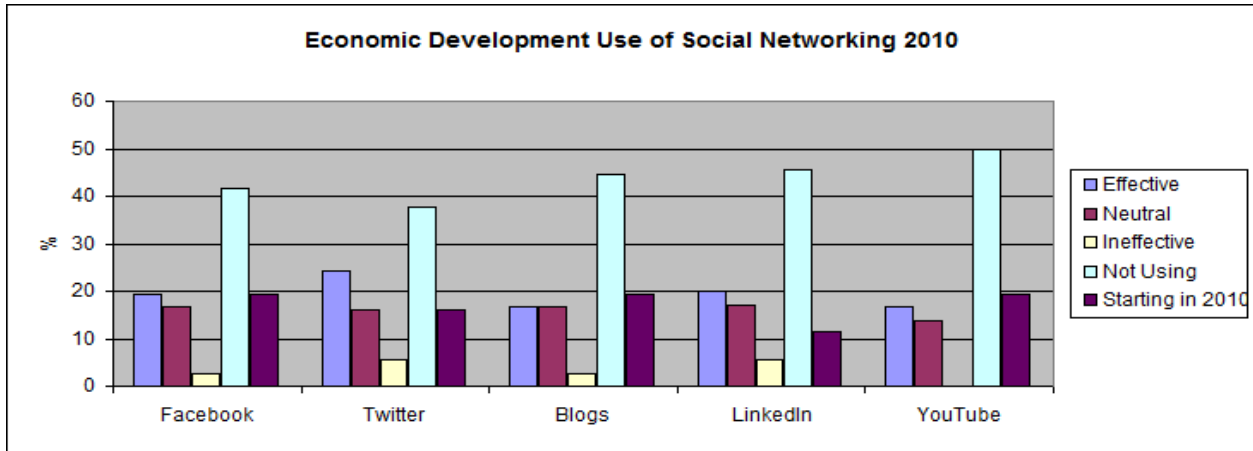
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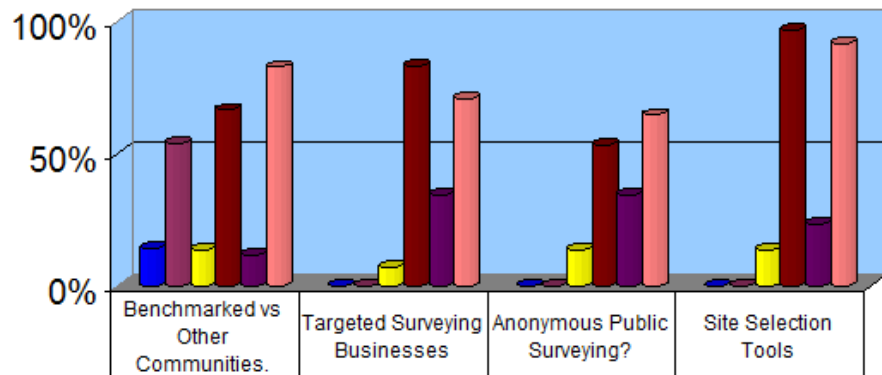
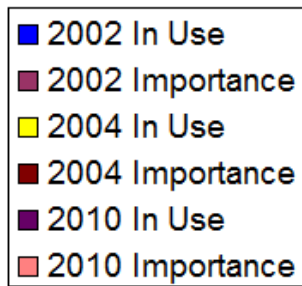
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On average, 40% of Canadian Economic Development teams are not currently using Social Media, however 18% of that 40% are hoping to embrace Social Media before year end.



Site Selection Tools continues to be the most valuable online services offered by Canadian Economic Development teams!

BR&E and Attraction Online Tools Trends

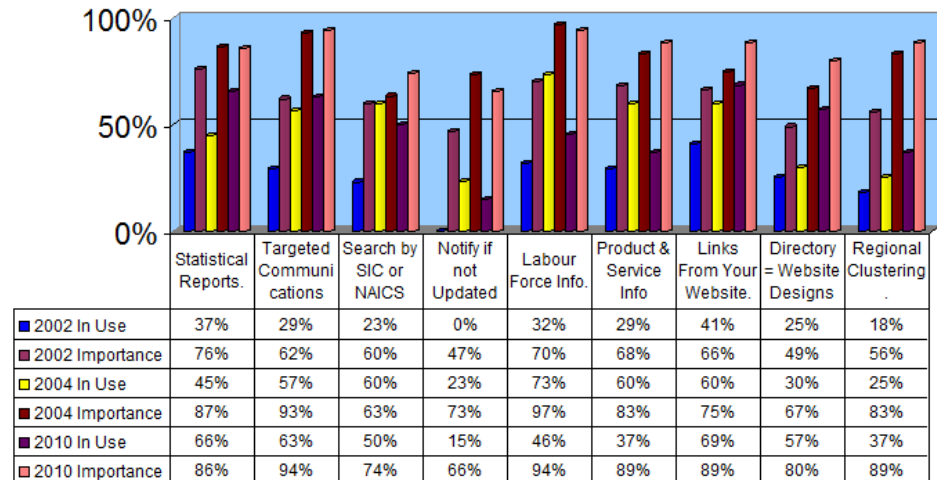
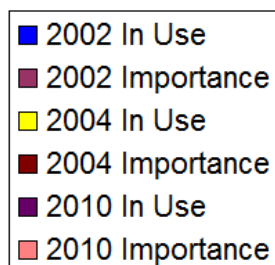


■ 2002 In Use	14%	0%	0%	0%
■ 2002 Importance	54%	0%	0%	0%
■ 2004 In Use	13%	7%	13%	13%
■ 2004 Importance	67%	83%	53%	97%
■ 2010 In Use	11%	34%	34%	24%
■ 2010 Importance	83%	71%	65%	91%

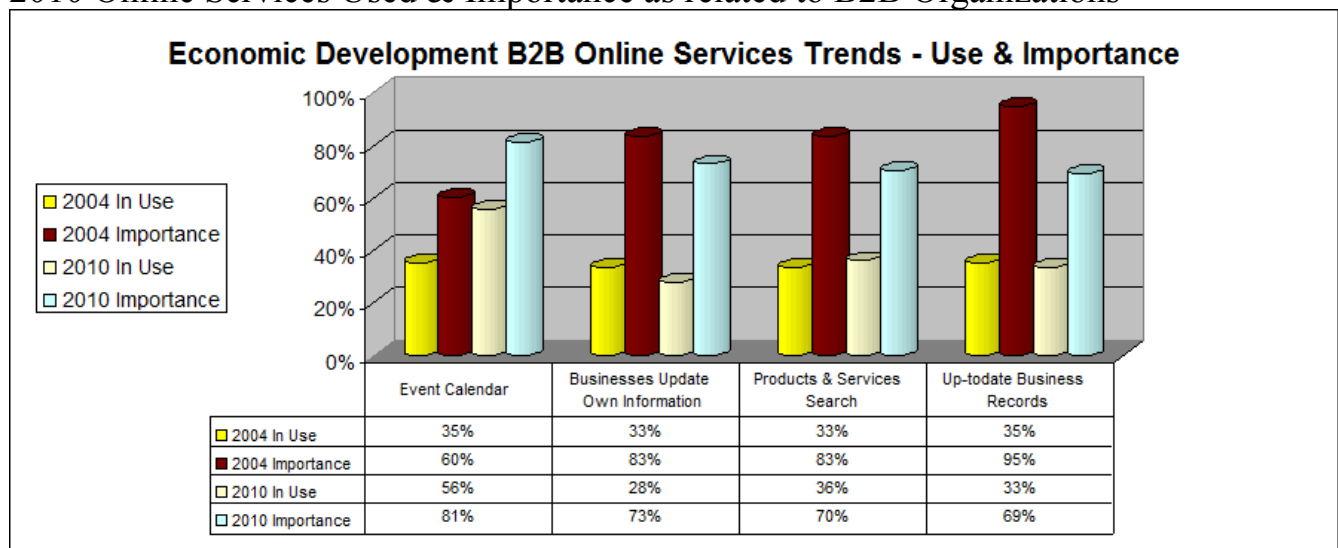
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The most valuable information/tools required by Economic Developers are: (i) targeted communication to local organizations, (ii) labour force information, (iii) links from their websites to a business directory & (iv) regional cluster searches

Online Economic Development Information Trends

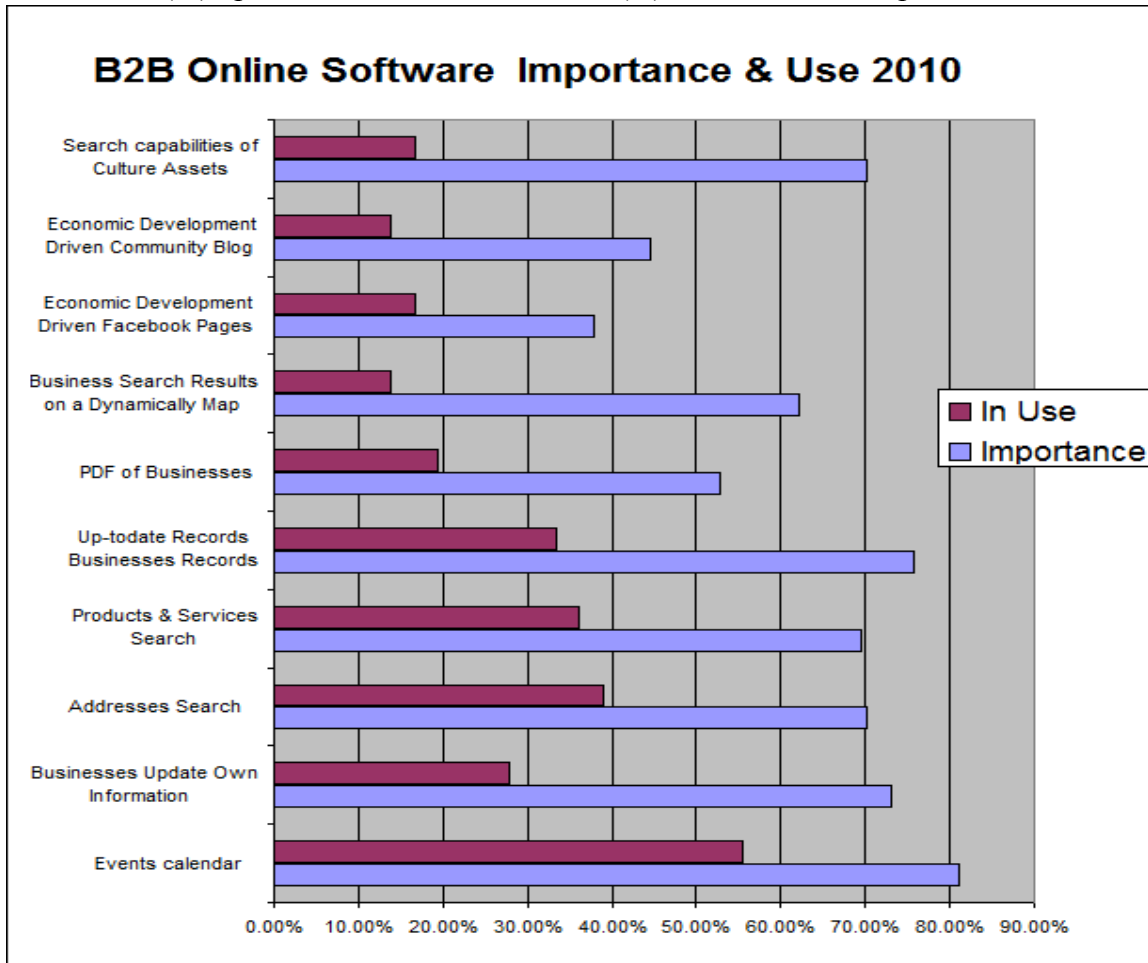


2010 Online Services Used & Importance as related to B2B Organizations

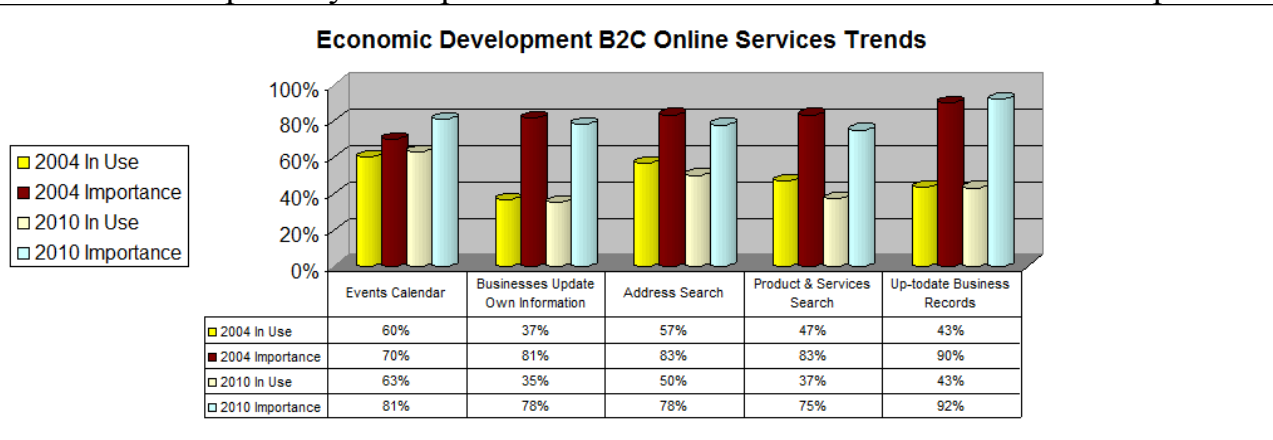


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B2B online software importance & used 2010. The top three are: (i) up to-date business records, (ii) events calendars, (iii) up-to-date business records, & (iv) business able to update their own information.



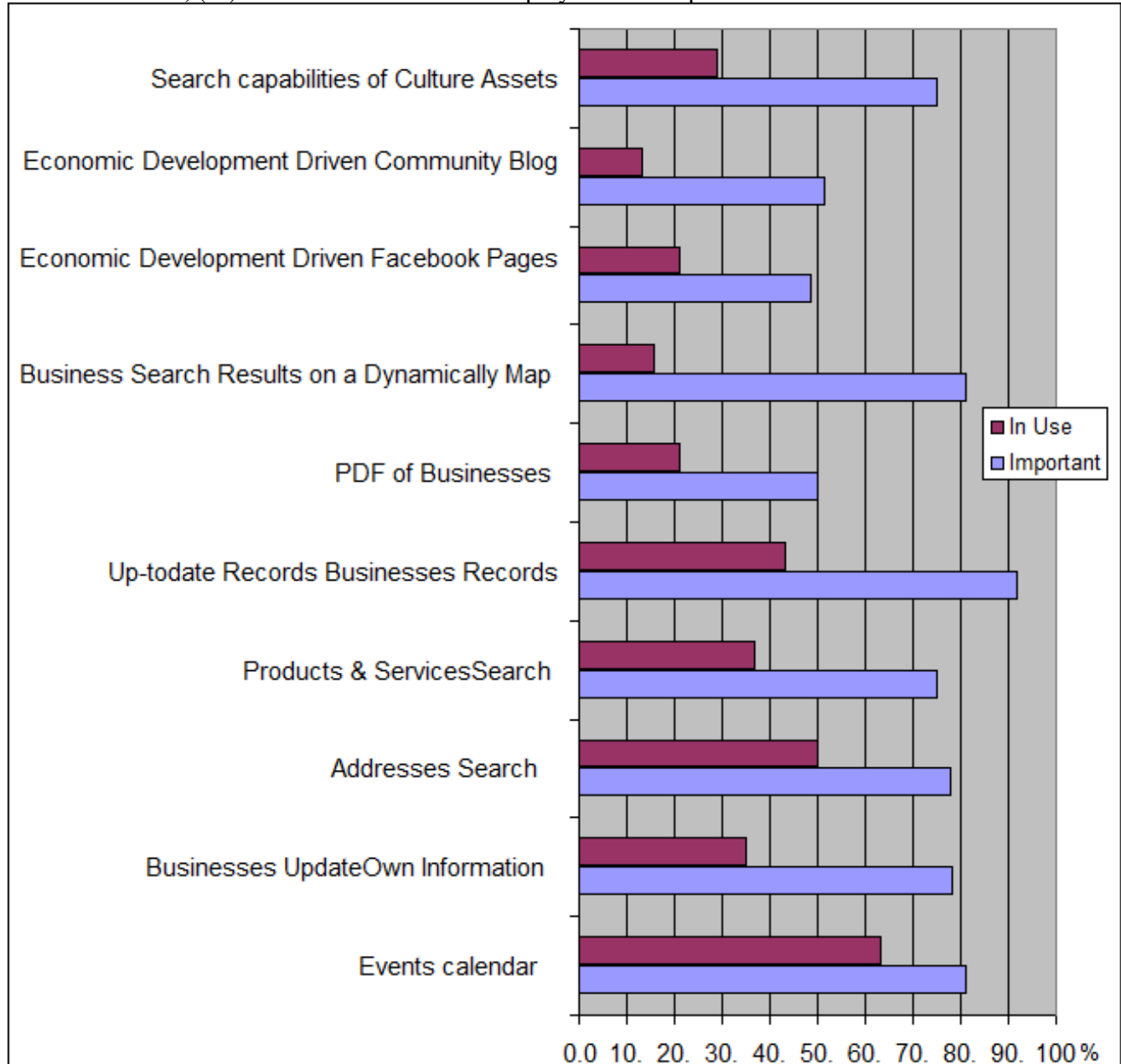
Economic Developers say that up to date B2C business records are still most important.



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2010 Online Services Provided on B2C Organizations

B2C Online Software importance & used 2010. The top three are: (i) up-to-date business records, (ii) events calendars, (iii) business search results displayed on a map!



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Overall online tools used & most important to Economic Developers: survey results: (i) Labour Force Information, (ii) Targeted Communication, (iii) Site Selection Automation.

