

TECHNOLOGY , TOOLS, AND SOFTWARE IN THE WORKPLACE



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Toronto, ON – According to a new Ipsos-Reid survey conducted on behalf of Microsoft, three-quarters (75%) of employed Canadians or unemployed Canadians who are looking for work, say that when choosing a place to work, technology tools and software are an important consideration. However, one in five (20% or approximately 2.5 million*) employed Canadians do not think their company is committed to providing its employees with the latest and best software, technology, and tools and 13% (or approximately 1.7 million) do not think their company provides them with the tools and software they need to be their most productive.

These are the findings of an Ipsos-Reid/Microsoft poll conducted from February 18th to February 27th, 2005. For the survey, a representative randomly selected sample of 1130 full-time employed, part-time employed, and unemployed but looking for work adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 2.9 percentage points, 19 times out of 20, of what they would have been had the entire population been polled. Of this sample, 1055 are full-time or part-time employed and the margin of error for this group is $\pm 3.0\%$. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

**53% of Canadian adults are employed full-time (45%) or part-time (8%), this equates to approximately 12.7 million Canadian adults. Therefore, 20% of part-time or full-time employees is equivalent to approximately 2.5 million Canadian adults.*



Three-quarters (75%) of employed Canadians or unemployed Canadians, who are looking for work, agree (37% “strongly agree” and 38% “somewhat agree”) that “when choosing a place to work, technology tools and software are an important consideration.” Conversely, one-quarter disagrees (17% “somewhat disagree” and 9% “strongly disagree”).

- Residents of Quebec are much less likely than other Canadians to agree with the statement: “when choosing a place to work, technology tools and software are an important consideration.” Six in ten (59%) residents of Quebec agree compared to 90% of Atlantic Canadians, 87% of residents of Saskatchewan/Manitoba, 79% of Ontarians, 77% of British Columbians, and 75% of Albertans.

One in five (20%) employed Canadians disagree (7% “strongly disagree” and 12% “somewhat disagree”) that their “company is committed to providing its employees with the latest and best software, technology, and tools.” Eight in ten (80%) agree with this statement (43% “somewhat agree” and 38% “strongly agree”).

- Residents of Saskatchewan/Manitoba (26%), British Columbia (23%), Alberta (22%), and Ontario (21%) are nominally more likely than Atlantic Canadians (13%) and Quebecers (14%) to disagree that their “company is committed to providing its employees with the latest and best software, technology, and tools.”

One in eight (13%) employed Canadians disagree (5% “strongly disagree” and 8% “somewhat disagree”) that their “company provides them with the tools and software they need to be their most productive.” On the other hand, 87% agree with this statement (35% “somewhat agree” and 52% “strongly agree”).



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- Regionally, 18% of residents of both British Columbia and Alberta, 12% of residents of Saskatchewan/Manitoba and Ontario, 10% of Quebecers, and 8% of Atlantic Canadians disagree that their “company provides them with the tools and software they need to be their most productive.”

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