

About the Survey

From December 17 to December 20, 2010, Angus Reid Public Opinion, on behalf of Cogeco Data, conducted an online survey among a randomly selected sample of 202 Canadian adults identified as Senior Management level or higher who are either decision makers or approvers for IT/Telecom and are Angus Reid Forum panel members.

Survey Highlights

1. 37% of respondents are the most senior IT decision makers in their organization.
2. 97% decide or participate in deciding what IT and/or telecom applications / systems / software are implemented in their company; 94% decide or participate in deciding on IT security and data solutions.
3. The top concerns for IT departments are:
 - o Operational efficiency (58%)
 - o Data Security (41%)
 - o IT efficiency (30%)
 - o Planning for the future (18%)
4. 82% of Senior IT Managers said their company's IT/network infrastructure was an important part of business planning.
5. The most significant technology issues Senior IT Managers face are:
 - o Data Management (44%)
 - o Network performance (34%)
 - o Network security (28%)
6. When considering new applications / IT solutions / systems / software meant to increase operational efficiency, the greatest barriers to adoption are:
 - o Cost (56%)
 - o Lack of human resources to properly manage/operate (39%)
 - o Lack of technical understanding of IT (17%)
 - o Internal politics and a reluctance to implement changes (15%)
7. If Senior IT Managers could implement only one IT solution, they would most likely to choose:
 - o A new, more efficient program or application to improve business processes (36%)
 - o Data Management (24%)
 - o Network services (19%)

8. 40% of Senior IT Managers said their company approaches adopting new applications / IT solutions / systems / software proactively (constantly looking for ways to improve operational efficiency).
9. 44% of IT departments are able to take initiative to implement new processes and applications.

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