

ABS N Program Facts & Statistics

A 66 question survey was delivered to REACH site hosts.
16 of the 19 REACH site hosts completed the survey.

A 14 question survey was delivered to REACH site users and non-users.
8 REACH site users and non-users completed the survey.

Comments made in a 2007 Focus group Session:

“If nobody knows about it, it doesn’t matter how much work went into it.”

“What a waste—I’ve never even heard of it before. But I’ll tell people now.”

“I went down to the 201 Business Summit and nobody mentioned this to me. Who is on the ABSN? Where is their office? Is it a Board or a Manager or what? They need to get sharing all of this NOW to help us grow NOW.”

“Who updates this? Can we update it when we find links?”

“Why isn’t this advertised anywhere? Do businesses and EDs even know about it? We could have posters in our office and at the Employment office.”

The firstbusiness.ca website was reviewed by expert opinion.
25 per cent of traffic was from search engines, 50 per cent of users were direct traffic.
Users spent on average 13 minutes on the site.
Daily unique visitors grew from 388 in 2005, to 736 in 2006.
Traffic gradually increased from 5,000 unique visitors in 2005 to 10,000 in 2006.

The firstbusiness.ca website was reviewed using a focus group.
Eleven first-time users were tracked as they navigated through the website.
Audio clips can not be heard without speakers, a challenge for computer labs.
Links did not work, or specific content was hard to find.
Links taking the user out of the site were unexpected

Four REACH sites were to be completed as part of the deliverables for the 2006/7 fiscal year. Four REACH site host organizations were to be determined and implementation of all REACH sites was to be made.

20 organizations were chosen to receive information and were invited to complete a REACH site application.
24 organizations in total were contacted with the opportunity to host a REACH site.
10 organizations responded with complete applications.
2 of those organizations provided applications that could not be considered complete
3 applications were for the Lower Mainland region
2 applications (plus one incomplete) were for the Northwest region
1 application was for the South Central Vancouver Island region
2 applications (plus one incomplete) were for the Central Interior region
91 per cent, 22 out of 24, of organizations contacted with the opportunity to host a new REACH site were unaware of the REACH site concept and service.
Only 3 of the 24 organizations contacted to potentially host a new REACH site had awareness of the ABSN.