

# Digital adoption and Indigenous-led businesses

The Canadian Council for Aboriginal Business (CCAB) worked with Google Canada and independent consultancy Public First as part of Google Canada's 2021 Economic Impact Report to poll 173 Indigenous business owners about their experience with digital technologies. The opportunities that the adoption of digital technology can uncover was made abundantly clear through this reporting.

Alanah Jewell | Kitchener | Ontario

**58%** of Indigenous business leaders said they were early adopters of new technologies, while only 25% of Canadian business owners overall said the same thing.



The Indigenous businesses surveyed **reported using online tools more than the average Canadian business**, selling products or services online (66% vs. 57%) or taking payments (77% vs. 68%).



Indigenous businesses reported **making use of online tools**, such as **online Search** (75%) and **online advertising** (61%), to reach new customers.



**57%** More than half (57%) of Indigenous businesses reported having **maintained or increased their Google Ads spending since March 2020**.



**49%** About half (49%) of Indigenous businesses said they have hired programmers or developers, and 42% said they have hired data scientists or analysts, compared to 23% and 11% of all surveyed businesses, respectively.

There is a continued need for skilled digital workers. When asked how difficult it is to find skilled staff, **44% of Indigenous businesses said it is hard to find people with good digital skills**. Only 31% of businesses as a whole said the same thing.



“Canada's transition to the digital economy is already unfolding and this [Google Economic Impact] survey adds to the evidence that Indigenous peoples are poised to lead the way. Indigenous business owners are resilient innovators and have taken the initiative to rethink their business operations in the digital era, but they cannot do it alone.

**CCAB President & CEO, Ms. Tabatha Bull**