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A REPORT TO
CIRA

TRENDS IN INTERNET USE AND ATTITUDES

Findings from a Survey of Canadian Internet Users

April, 2021

CONTENTS

1

ABOUT THE RESEARCH

About the Research

OBJECTIVES

The purpose of the research is to identify trends in Canadian internet use, and to provide CIRA with topical information and analysis for use in white papers and the .CA Fact Book, which support CIRA's position as an internet innovator and global thought leader.

Topics include:

- Internet access and habits
- Impact of the COVID-19 pandemic on online habits
- Internet at home: connection, data, quality, speed
- Media streaming and piracy
- E-commerce and mobile payment
- Remote work
- Accessing government services and other organizations online
- Malware, cyberattacks, informal tech support, and privacy
- Social media use
- Online harassment

METHODOLOGY

A total of n=2,022 adult Canadian internet users (18+) were surveyed in March, 2021 via an online panel methodology.

The total sample reported throughout is weighted proportionate-to-population by province. Unweighted sample sizes are shown. The total is also proportionate by age and gender.

Wherever possible, the 2021 findings are compared to the results from 2013-2020.

Note that, due to rounding, percentages may not sum to exactly 100%.

2

INTERNET ACCESS AND HABITS

DEVICES USED TO ACCESS THE INTERNET

In 2021, internet access via mobile is stable. Access via TV and connected-home devices continues to increase. For example, access via TV is at 24% in 2021.

	TOTAL 2021	TRACKING								
		2013	2014	2015	2016	2017	2018	2019	2020	2021
	2022	1000	1000	1000	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	86	99	99	97	92	90	88	87	85	86
Smartphone/Mobile	74	32	34	45	58	67	72	75	72	74
Tablet (iPad, etc.)	42	22	25	37	44	47	46	45	43	42
TV	24	n/a	n/a	15	10	14	17	19	17	24
Voice-controlled “connected-home” device	15	n/a	n/a	n/a	n/a	2	5	8	12	15

Mobile Internet Use, by Age

18-34								35-54								55+							
2014	2015	2016	2017	2018	2019	2020	2021	2014	2015	2016	2017	2018	2019	2020	2021	2014	2015	2016	2017	2018	2019	2020	2021
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57	69	85	90	91	90	90	86	34	43	63	73	80	84	77	79	11	24	32	44	48	57	53	58

Q: (2013-2014) Do you typically access the Internet using...? Select all that apply
Q2. Which of the following do you use to access the internet? Select as many as apply.
Base: Total sample

Methods of internet use vary relatively little by province. MB residents are more likely than others to report using a connected-home device (26% vs. 15% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	86	85	84	82	93	89	84	86	90	80	69
Smartphone/Mobile	74	77	79	75	77	74	69	72	74	73	76
Tablet (iPad, etc.)	42	41	39	37	43	41	43	46	43	40	54
TV	24	23	25	19	25	24	23	29	21	27	20
Voice-controlled “connected-home” device	15	13	14	15	26	18	12	15	14	16	19

Q: (2013-2014) Do you typically access the Internet using...? Select all that apply
Q2. Which of the following do you use to access the internet? Select as many as apply.
Base: Total sample

DEVICE USED MOST OFTEN TO ACCESS THE INTERNET

Mobile as the device used <u>most</u> often to access the internet levelled off in 2019 (34% overall in 2019-2021). However, mobile as the device used most often may be continuing to increase among those 55+ (20% in 2021, up 14 points in the last 5 years).

	TOTAL 2021	TRACKING 2015	2016	2017	2018	2019	2020	2021
	2022	1000	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%	%
Desktop/laptop computer	53	82	67	59	55	51	51	53
Smartphone/Mobile	34	10	21	27	32	34	34	34
Tablet (iPad, etc.)	12	7	12	13	12	14	13	12
TV	1	<1	<1	1	1	1	1	1
Voice-controlled “connected-home” device	<1	n/a	n/a	n/a	<1	<1	<1	<1

<u>Mobile</u> Used Most Often, By Age

18-34							35-54							55+						
2015	2016	2017	2018	2019	2020	2021	2015	2016	2017	2018	2019	2020	2021	2015	2016	2017	2018	2019	2020	2021
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
20	41	50	51	52	54	48	9	21	27	34	41	38	37	1	6	10	13	17	17	20

Q3. On average, which device do you use most often to access the internet?
Base: Total sample

DEVICE USED MOST OFTEN TO ACCESS THE INTERNET

By province, SK (48%) and PEI (46%) residents are most likely to say they most often access the internet via mobile (vs. 34% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	53	50	47	40	51	59	51	45	58	40	39
Smartphone/Mobile	34	40	41	48	32	30	32	41	31	46	36
Tablet (iPad, etc.)	12	9	12	11	14	10	15	12	8	13	25
TV	1	1	1	1	2	1	1	2	1	-	-
Voice-controlled “connected-home” device	<1	<1	-	1	1	<1	<1	-	2	-	-

Q3. On average, which device do you use most often to access the internet?
Base: Total sample

NUMBER OF HOURS PER DAY SPENT USING THE INTERNET

More than half (55%) say they spend 5+ hours online per day, up 19 points from 36% in the last 5 years.

	TOTAL	TRACKING					
	2021	2016	2017	2018	2019	2020	2021
	2022	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%
Less than 1 hour	3	6	5	4	4	3	3
1-2	16	26	24	21	23	20	16
3-4	26	32	31	28	31	33	26
5-6	19	17	19	21	20	18	19
7-8	14	9	9	11	9	11	14
9-10	12	5	7	7	7	7	12
11-12	5	2	2	2	3	4	5
More than 12 hours	5	3	3	5	3	4	5

55% in 2021

Q1. On average, how many hours per day do you spend using the internet (including email)?
Base: Total sample

SK residents are least likely to report spending many hours online every day; 32% of SK residents say they spend 2 or fewer hours online (compared to 19% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	3	3	5	3	3	2	4	6	5	1	2
1-2	16	16	14	29	16	12	21	18	22	13	22
3-4	26	32	29	24	26	24	25	31	19	43	30
5-6	19	19	25	22	27	18	16	15	23	24	21
7-8	14	12	12	10	8	16	14	18	10	11	11
9-10	12	9	10	7	13	14	11	6	9	4	11
11-12	5	6	3	4	5	6	3	2	8	-	1
More than 12 hours	5	3	2	2	2	8	6	4	4	4	2

Q1. On average, how many hours per day do you spend using the internet (including email)?
Base: Total sample

Most people (85%) typically spend time online using email. Other common online activities include: banking (67%), social media (58%) and news/current events (53%). The 2021 findings for the main activities are consistent with 2020.

	TOTAL 2021	TRACKING 2016	2017	2018	2019	2020	2021
	2022	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%
Email	85	92	91	89	90	87	85
Banking	67	68	68	73	71	66	67
Social media	58	59	57	61	60	60	58
For news/current events	53	55	61	55	58	59	53
Shopping	48	49	49	52	50	46	48
Instant messaging	47	32	40	43	47	47	47
General browsing/surfing	46	49	48	46	48	47	46
Watching movies, TV, videos, etc.	42	36	38	39	40	38	42
Product research	41	43	42	39	44	39	41
Looking for information related to hobbies/interests	39	41	43	38	43	35	39

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (2 of 3)

People are much less likely than in previous years to report spending time doing travel research (23%, down from a high of 45% in 2019). They are more likely to report spending time on the telephone/video chatting (33%, up from 24% in 2019) and doing online courses, training, or education (21%, up from 16% in 2019).

cont'd	TOTAL 2021	TRACKING					
		2016	2017	2018	2019	2020	2021
	2022	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%
Listening to music/radio/podcasts	33	30	33	32	36	32	33
Telephone/video chat	33	20	25	23	24	26	33
Looking for health/medical information	26	30	32	28	31	25	26
Research for your job or business	24	24	28	26	26	24	24
Travel research	23	39	46	41	45	32	23
Gaming	22	25	21	24	23	22	22
Looking for dining options/restaurant reviews, etc.	21	28	31	32	33	21	21
Online courses/training /education	21	12	14	14	16	15	21
Downloading	17	24	22	22	19	17	17
Editing/sharing photos	14	18	20	20	19	15	14

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

Internet users remain least likely report active uses such as: job or house hunting, selling products/services, dating/meeting people or creating content.

cont'd	TOTAL	TRACKING					
	2021	2016	2017	2018	2019	2020	2021
	2022	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%
Job hunting	10	17	15	15	13	10	10
House/apartment hunting	10	12	14	12	12	9	10
Selling products or services	9	9	11	11	11	9	9
Research for school	7	7	8	10	7	6	7
Creating content	5	6	5	6	6	5	5
Dating/meeting people	4	5	6	6	6	5	4
Other	2	1	2	1	2	2	2

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (1 of 2)

There is little variation by province in the main ways that people spend time online. PEI residents are least likely to report telephone/video chatting (17% vs. 33% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Email	85	80	84	85	82	86	86	89	83	73	81
Banking	67	67	67	68	60	68	69	69	64	62	58
Social media	58	58	65	67	54	58	55	68	64	65	67
For news/current events	53	51	52	49	49	55	54	56	57	62	54
Shopping	48	53	41	46	52	48	48	58	47	46	48
Instant messaging	47	48	45	39	39	44	53	47	43	40	51
General browsing/surfing	46	51	49	45	52	47	38	57	49	55	45
Watching movies, TV, videos, etc.	42	47	48	41	40	42	35	46	36	38	40
Product research	41	41	37	40	39	41	45	36	36	32	33
Looking for information related to hobbies/interests	39	43	41	36	45	39	35	39	40	40	39
Listening to music/radio/podcasts	33	39	37	41	30	32	30	35	38	33	32
Telephone/video chat	33	35	35	28	32	35	32	27	24	17	30
Looking for health/medical information	26	27	26	21	14	29	24	28	30	21	20
Research for your job or business	24	24	22	16	25	25	25	26	23	15	14
Travel research	23	24	23	19	31	24	20	25	20	20	11

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

AB residents are among the most likely to report job hunting (19% vs. 10% overall).

cont'd	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Gaming	22	23	16	21	24	18	30	25	19	23	28
Looking for dining options/restaurant reviews, etc.	21	24	19	10	16	23	20	21	19	16	13
Online courses/training /education	21	16	27	18	23	22	19	18	13	15	15
Downloading	17	20	17	17	17	17	14	21	15	12	21
Editing/sharing photos	14	16	14	7	11	16	12	21	12	13	15
Job hunting	10	9	19	7	8	10	8	13	8	18	6
House/apartment hunting	10	11	10	7	6	9	12	9	8	7	6
Selling products or services	9	7	10	9	11	7	11	15	8	9	6
Research for school	7	7	6	6	8	9	6	4	6	7	5
Creating content	5	4	7	5	3	6	5	7	4	4	2
Dating/meeting people	4	3	5	2	5	4	5	5	4	1	2
Other	2	1	1	4	1	2	1	2	3	1	1

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING THE MOST TIME ONLINE

The top 2 online activities are email and social media. Watching movies, TV, videos, etc. is at the highest point since tracking began (29% in 2021, up 8 points from 21% in 2016).

TOP 10 MENTIONS	TOTAL	TRACKING					
	2021	2016	2017	2018	2019	2020	2021
	2022	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%
Email	71	74	75	70	77	75	71
Social media	47	44	42	46	48	50	47
For news/current events	36	33	40	32	38	42	36
Banking	36	35	32	35	39	36	36
Instant messaging	30	13	20	22	27	31	30
Watching movies, TV, videos, etc.	29	21	21	25	27	25	29
General browsing/surfing	28	26	25	25	25	29	28
Shopping	23	18	21	21	22	21	23
Product research	17	14	13	12	16	14	17
Looking for information related to hobbies/interests	16	19	16	13	18	16	16
Listening to music/radio/podcasts	16	12	13	13	17	16	16

Q5. In which five ways do you usually spend the **most** time online?
Base: Total sample

WAYS OF SPENDING THE MOST TIME ONLINE

The top 2 online activities are email and social media in all provinces.

TOP 10 MENTIONS		PROVINCE									
	TOTAL 2021	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Email	71	69	75	66	70	73	70	68	72	59	67
Social media	47	46	51	58	47	46	43	62	58	54	59
For news/current events	36	31	35	36	32	36	37	34	38	48	40
Banking	36	33	40	34	27	37	39	38	32	29	34
Instant messaging	30	29	27	29	29	27	35	28	24	27	41
Watching movies, TV, videos, etc.	29	33	33	34	30	29	22	33	22	27	30
General browsing/surfing	28	32	31	28	26	29	21	33	39	41	32
Shopping	23	25	18	20	24	23	24	25	26	23	20
Product research	17	16	15	22	17	17	20	8	19	10	10
Looking for information related to hobbies/interests	16	19	16	13	26	16	14	15	16	16	19
Listening to music/radio/podcasts	16	20	18	27	13	16	13	17	23	17	13

Q5. In which five ways do you usually spend the **most** time online?
Base: Total sample

Email dominates when using a desktop/laptop computer.

Desktop/Laptop Computer	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1734	2050	1704	1727
	%	%	%	%
Email	**39**	44	44	39
Banking	**19**	22	20	19
For news/current events	**14**	18	19	14
General browsing/surfing	**14**	13	15	14
Social media	**13**	17	16	13
Watching movies, TV, videos, etc.	**13**	14	12	13
Research for your job or business	**12**	13	12	12
Shopping	**12**	13	11	12
Product research	**10**	10	9	10
Online courses/training /education	**9**	5	5	9
Looking for information related to hobbies/interests	**8**	10	9	8
Instant messaging	**6**	5	7	6
Listening to music/radio/podcasts	**6**	6	7	6
Telephone/video chat	**6**	2	3	6
Gaming	**5**	5	5	5
Travel research	**4**	11	8	4
Job hunting	**3**	2	3	3
Research for school	**3**	4	2	3
Looking for health/medical information	**2**	4	4	2
Downloading	**2**	3	3	2
Creating content	**2**	-	-	2

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use desktop/laptop to access the internet

Email dominates when using a desktop/laptop computer.

Desktop/Laptop Computer	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1734	216	129	83	93	600	297	86	95	66	67
	%	%	%	%	%	%	%	%	%	%	%
Email	39	44	40	27	39	42	32	35	44	33	31
Banking	19	21	22	10	15	21	17	16	18	17	13
For news/current events	14	13	16	10	12	15	14	14	22	15	15
General browsing/surfing	14	13	14	11	12	16	10	12	20	20	12
Social media	13	10	16	8	14	14	10	21	19	14	13
Watching movies, TV, videos, etc.	13	14	12	8	22	15	6	13	11	6	15
Research for your job or business	12	15	11	10	11	11	13	8	11	8	10
Shopping	12	15	10	7	12	11	13	13	14	12	10
Product research	10	8	10	11	11	10	9	5	15	2	7
Online courses/training /education	9	6	14	6	10	11	7	10	4	8	7
Looking for information related to hobbies/interests	8	8	4	5	14	9	8	7	11	8	9
Instant messaging	6	3	9	2	5	6	6	3	2	5	6
Listening to music/radio/podcasts	6	6	7	6	4	7	6	2	7	3	7
Telephone/video chat	6	2	5	2	8	7	7	2	6	-	6
Gaming	5	6	4	4	8	4	5	9	9	2	6
Travel research	4	1	5	2	8	5	4	5	3	2	-
Job hunting	3	2	5	1	4	2	3	-	2	2	1
Research for school	3	2	2	-	3	4	2	2	4	3	3
Looking for health/medical information	2	4	2	2	1	3	2	1	2	2	3
Downloading	2	2	2	5	6	2	1	2	1	3	1
Creating content	2	<1	1	1	1	2	2	5	1	3	1

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use desktop/laptop to access the internet

DEVICES USED FOR MOST COMMON ACTIVITIES

Email and social media and news/current events dominate when using a tablet.

Tablet	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	852	933	861	852
	%	%	%	%
Email	27	29	28	27
Social media	18	24	22	18
For news/current events	15	20	23	15
Watching movies, TV, videos, etc.	13	14	13	13
General browsing/surfing	11	11	13	11
Shopping	9	11	9	9
Banking	9	10	8	9
Product research	9	8	6	9
Instant messaging	7	7	12	7
Gaming	7	9	8	7
Looking for information related to hobbies/interests	7	9	6	7
Telephone/video chat	6	4	5	6
Travel research	4	9	6	4
Listening to music/radio/podcasts	4	5	4	4
Online courses/training /education	3	2	2	3
Looking for health/medical information	2	3	3	2
Research for your job or business	2	2	2	2
Looking for dining options/restaurant reviews	2	-	-	2

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use tablet to access the internet

DEVICES USED FOR MOST COMMON ACTIVITIES

Email, social media and news/current events dominate when using a tablet.

Tablet		PROVINCE									
	TOTAL 2021	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	852	105	60	37	43	278	152	46	46	33	52
	%	%	%	%	%	%	%	%	%	%	%
Email	27	21	23	24	26	26	34	22	26	21	19
Social media	18	13	18	16	16	17	18	28	26	27	21
For news/current events	15	10	10	11	12	14	22	24	20	15	19
Watching movies, TV, videos, etc.	13	11	15	11	14	13	13	24	11	6	15
General browsing/surfing	11	13	17	16	12	10	7	22	20	15	10
Shopping	9	6	12	8	12	8	12	2	11	9	8
Banking	9	8	7	8	9	7	14	15	2	6	17
Product research	9	10	8	11	5	8	11	7	9	6	6
Instant messaging	7	9	3	8	2	6	12	4	7	6	8
Gaming	7	4	3	11	7	5	14	11	4	12	10
Looking for information related to hobbies/interests	7	8	8	3	7	8	6	7	7	6	2
Telephone/video chat	6	7	5	5	9	5	7	9	4	3	6
Travel research	4	3	2	5	2	4	3	4	4	-	4
Listening to music/radio/podcasts	4	6	8	11	-	3	3	-	7	3	2
Online courses/training /education	3	3	2	5	2	3	3	-	-	6	-
Looking for health/medical information	2	1	-	3	5	3	2	2	-	3	2
Research for your job or business	2	1	2	-	2	1	3	-	-	3	-
Looking for dining options/restaurant reviews	2	1	-	-	-	1	3	2	-	-	-

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use tablet to access the internet

Email and social media dominate when using a mobile device.

Smartphone/Mobile	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1497	1534	1425	1497
	%	%	%	%
Social media	40	40	42	40
Email	39	45	42	39
Instant messaging	29	27	31	29
For news/current events	21	21	23	21
General browsing/surfing	16	14	16	16
Banking	15	16	16	15
Listening to music/radio/podcasts	13	13	13	13
Shopping	12	9	10	12
Telephone/video chat	9	5	6	9
Watching movies, TV, videos, etc.	8	6	9	8
Looking for information related to hobbies/interests	8	8	6	8
Product research	8	5	5	8
Gaming	6	6	6	6
Travel research	2	4	3	2
Research for your job or business	2	2	2	2
Looking for health/medical information	2	2	2	2
Downloading	2	-	-	2
Selling products or services	2	-	-	2

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use smartphone/mobile to access the internet

Email and social media dominate when using a mobile device.

Smartphone/Mobile

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1497	197	121	76	77	497	244	72	78	60	74
	%	%	%	%	%	%	%	%	%	%	%
Social media	40	38	41	53	48	38	36	49	49	38	45
Email	39	37	43	43	42	38	41	33	32	30	35
Instant messaging	29	26	30	28	29	27	32	32	24	30	32
For news/current events	21	22	16	26	19	22	21	13	21	23	26
General browsing/surfing	16	18	14	18	10	17	14	19	21	23	16
Banking	15	16	21	12	12	14	16	15	5	17	20
Listening to music/radio/podcasts	13	17	16	22	12	12	10	13	15	13	9
Shopping	12	16	11	17	6	12	10	11	17	12	14
Telephone/video chat	9	6	10	13	6	10	10	1	4	7	4
Watching movies, TV, videos, etc.	8	9	7	14	12	8	8	8	4	8	1
Looking for information related to hobbies/interests	8	9	8	5	12	7	7	7	10	7	4
Product research	8	8	6	12	9	5	11	6	8	2	4
Gaming	6	5	4	11	6	4	9	13	5	3	14
Travel research	2	2	-	-	1	3	1	-	-	2	1
Research for your job or business	2	5	3	-	3	2	2	4	3	2	3
Looking for health/medical information	2	2	2	1	4	2	2	3	-	2	1
Downloading	2	3	2	1	3	2	0	1	3	-	3
Selling products or services	2	2	2	1	1	1	2	3	-	2	-

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use smartphone/mobile to access the internet

Not surprisingly, watching movies, TV, videos etc. dominates when using a TV to connect to the internet.

TV	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	477	376	347	477
	%	%	%	%
Watching movies, TV, videos, etc.	**43**	40	39	43
For news/current events	**8**	6	11	8
Listening to music/radio/podcasts	**4**	3	4	4
Gaming	**3**	6	4	3
General browsing	**2**	<2	2	2
Looking for information related to hobbies/interests	**2**	-	-	2
Social media	**1**	2	3	1
Instant messaging	**<1**	<2	2	<1

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use TV to access the internet

DEVICES USED FOR MOST COMMON ACTIVITIES

Not surprisingly, watching movies, TV, videos etc. dominates when using a TV to connect to the internet.

TV	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	477	58	39c	19c	25c	163	81	29c	22c	22c	19c
	%	%	%	%	%	%	%	%	%	%	%
Watching movies, TV, videos, etc.	43	50	51	68	32	42	35	41	36	45	37
For news/current events	8	10	8	11	8	8	6	3	5	5	11
Listening to music/radio/podcasts	4	12	5	5	4	1	5	10	-	5	-
Gaming	3	2	3	-	-	3	4	3	5	-	-
General browsing	2	3	-	-	-	2	-	3	-	5	-
Looking for information related to hobbies/interests	2	3	-	-	-	1	2	-	-	5	-
Social media	1	3	-	-	8	-	-	-	-	-	-
Instant messaging	0	2	-	-	-	-	-	-	-	-	-

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use TV to connect to the internet
c Caution, small base size
BTS Base size too small to report

DEVICES USED FOR MOST COMMON ACTIVITIES

Connected home devices are most commonly used to listen to music, radio, podcasts, etc.

Connected Home Device	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	319	172	233	319
	%	%	%	%
Listening to music/radio/podcasts	**10**	14	13	10
For news/current events	**5**	7	7	5
Watching movies, TV, videos, etc.	**4**	9	9	4
Email	**2**	2	5	2
General browsing/surfing	**2**	3	2	2
Shopping	**2**	-	-	2
Social media	**1**	<2	3	1
Looking for information related to hobbies/interests	**1**	<2	3	1
Instant messaging	**1**	<2	3	1
Telephone/video chat	**1**	<2	2	1

Mentions of 2% and above

6. Which devices do you use for your most common activities?
Base: Use connected home device to access the internet

SMART HOME DEVICES IN HOUSEHOLD

Of various ‘smart home’ devices, people are most likely to say there is a Bluetooth speaker in their household (43%), while 32% indicate that there is a voice-activated assistant (the latter up from 19% in 2019).

	TOTAL	TRACKING		
	2021	2019	2020	2021
	1499	1563	1448	1499
	%	%	%	%
Bluetooth speaker	43	42	41	43
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	32	19	26	32
Home security system/surveillance camera	20	15	15	20
Smart thermostat	17	16	17	17
Smart plugs	12	8	12	12
Internet-connected lightbulbs	11	6	9	11
Smart door locks	6	5	5	6
Smart kitchen appliance	5	4	4	5
Smart vacuum cleaner device	4	3	3	4
Smart cooking device (e.g., Bluetooth pressure cooker)	4	2	2	4
Internet-connected baby monitor	3	2	2	3
None	34	41	37	34

2019-6. Which of the following “smart home” devices, if any, are in your household (i.e., devices that connect to the internet)? Select all that apply.
Base: Use more than one device to access the internet

SK residents are most likely to report having a home security system or surveillance camera (33% vs. 20% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1499	193	115	73	81	506	248	74	81	57	70
	%	%	%	%	%	%	%	%	%	%	%
Bluetooth speaker	43	47	41	48	44	44	40	39	40	39	36
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	32	27	28	33	41	37	26	43	31	35	47
Home security system/surveillance camera	20	19	23	33	23	22	17	15	12	11	16
Smart thermostat	17	10	17	19	22	25	9	7	4	7	6
Smart plugs	12	13	12	18	14	15	5	18	16	11	16
Internet-connected lightbulbs	11	11	7	10	14	12	10	16	9	4	17
Smart door locks	6	4	7	11	5	8	6	-	2	-	7
Smart kitchen appliance	5	6	2	8	4	6	5	4	1	4	4
Smart vacuum cleaner device	4	4	3	3	6	4	4	5	2	2	4
Smart cooking device (e.g., Bluetooth pressure cooker)	4	7	4	3	4	4	2	4	-	4	1
Internet-connected baby monitor	3	5	3	3	1	3	2	5	5	2	4
None	34	33	37	23	28	30	43	32	36	35	26

2019-6. Which of the following “smart home” devices, if any, are in your household (i.e., devices that connect to the internet)? Select all that apply.
Base: Use more than one device to access the internet

WAYS OF INTERACTING WITH HOME'S VOICE-ACTIVATED ASSISTANT

One-quarter (24%) have engaged in a full conversation with their home's voice-activated assistant, about 7-in-10 have said 'please' or 'thank you', and about one-third (35%) have sworn at it.

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	%	%	%
Engaged in a full conversation with it			
Yes	24	24	24
No	72	74	72
Don't know	5	3	5
Said "please" or "thank you" to it			
Yes	68	72	68
No	26	25	26
Don't know	6	3	6
Swore at it			
Yes	35	32	35
No	60	65	60
Don't know	4	2	4

Q2020-70. In which of the following ways, if any, have you ever interacted with your home's voice-activated assistant (i.e., Alexa, Google Home, etc.)?
Base: Have a voice-activated assistant

One-quarter (24%) have engaged in a full conversation with their home's voice-activated assistant, about 7-in-10 have said 'please' or 'thank you', and about one-third (35%) have sworn at it.

% Yes	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	555	57	35c	27c	36c	207	74	33c	28c	23c	35c
	%	%	%	%	%	%	%	%	%	%	%
Engaged in a full conversation with it	24	26	31	11	22	25	18	24	32	43	9
Said "please" or "thank you" to it	68	68	74	59	72	66	65	70	86	78	80
Swore at it	35	47	20	41	42	36	31	30	46	35	37

Q2020-70. In which of the following ways, if any, have you ever interacted with your home's voice-activated assistant (i.e., Alexa, Google Home, etc.)?
Base: Use voice-activated assistant
c Caution, small base size
BTS Base size too small to report

ENFORCEMENT OF 'SCREEN TIME' RULES FOR CHILDREN

58% say they enforce screen time rules for their children under 18.

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	501	418	501
	%	%	%
Yes	58	58	58
No	29	33	29
Doesn't apply	10	7	10
Don't know	3	3	3

Q2020-80. Do you enforce any 'screen time' rules for your children under 18?
Base: Have children under 18 in household

58% say they enforce screen time rules for their children under 18.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	501	64	44c	38c	25c	144	84	27c	20c	23c	32c
	%	%	%	%	%	%	%	%	%	%	%
Yes	58	55	57	55	56	60	60	70	30	57	53
No	29	33	23	37	32	31	26	11	50	39	37
Doesn't apply	10	8	18	5	4	8	11	11	20	4	3
Don't know	3	5	2	3	8	1	4	7	-	-	6

Q2020-80. Do you enforce any ‘screen time’ rules for your children under 18?
Base: Have children under 18 in household
c Caution, small base size
BTS Base size too small to report

ENFORCEMENT OF 'SCREEN TIME' RULES FOR CHILDREN

Parents who are enforce screen time rules are more likely than in 2020 to report using weekday limits (52%, up from 39% in 2020), while reports of unwritten rules are lower than in 2020 (43%, down from 51%).

	TOTAL	TRACKING	
	2021	2020	2021
	286	237	286
	%	%	%
Weekday limits	52	39	52
Unwritten rules	43	51	43
Schedules	30	33	30
Device collection	20	19	20
Timers	18	20	18
Earned time	18	15	18
Parent control devices (e.g., Circle)	18	15	18
Written rules	7	5	7
Apple Screen Time	6	6	6
Other, please specify	2	3	2
Don't know	1	1	1
Doesn't apply	2	3	2

Q2020-81. Which of the following tools and/or tactics do you use to enforce screen time rules?
Base: Enforce screen time rules for children under 18 in household

LONGEST AMOUNT OF TIME WITHOUT BEING ONLINE IN LAST 12 MONTHS

Half (49%) say the longest they've gone without being online in the last 12 months is less than 1 day.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	1160	2050	1256	1160
	%	%	%	%
5 hours or less	18	11	15	18
6-8 hours	12	8	9	12
9-12 hours	10	10	10	10
13-23 hours	8	8	7	8
1 day	18	17	18	18
2-3 days	16	20	19	16
4-6 days	2	6	4	2
A week	4	7	7	4
1-2 weeks	3	5	5	3
3-4 weeks	1	2	1	1
More than one month	1	1	1	1
Don't know	8	4	6	8
Less than 1 day	49	37	40	49
1 to 6 days	36	44	40	36
1 week or more	8	15	13	8

2019-59O. In the last 12 months, what is the longest amount of time you've gone without being online?
Base: Total sample

LONGEST AMOUNT OF TIME WITHOUT BEING ONLINE IN LAST 12 MONTHS

Only 8% say they gone a week or more without being online in the last 12 months. Three-in-ten (30%) say they haven’t gone more than 8 hours.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1160	151	94	61	53	414	160	55	61	45	66
	%	%	%	%	%	%	%	%	%	%	%
5 hours or less	18	16	19	15	28	20	14	15	11	20	27
6-8 hours	12	15	6	7	11	12	16	9	13	-	12
9-12 hours	10	9	10	13	9	10	10	5	11	11	9
13-23 hours	8	8	12	3	9	8	9	2	8	4	11
1 day	18	17	13	30	13	20	14	27	25	33	14
2-3 days	16	13	17	21	21	15	15	22	15	18	9
4-6 days	2	1	4	2	-	2	3	5	2	4	2
A week	4	8	4	2	-	3	3	-	5	4	3
1-2 weeks	3	6	6	2	-	<1	4	-	2	-	2
3-4 weeks	1	2	1	-	-	<1	-	-	-	-	-
More than one month	1	-	-	2	-	1	1	4	-	-	-
Don’t know	8	7	7	5	8	7	10	11	8	4	12
Less than 1 day	49	47	47	38	58	50	49	31	44	36	59
1 to 6 days	36	30	34	52	34	37	33	55	41	56	24
1 week or more	8	16	12	5	-	5	8	4	7	4	5

2019-59O. In the last 12 months, what is the longest amount of time you’ve gone without being online?
Base: Total sample

FREQUENCY OF ‘UNPLUGGING” FROM THE INTERNET

More than one-third (36%) indicate that they ‘never’ make an attempt to take a break from going online, up from 29% in 2020.

	TOTAL	TRACKING	
	2021	2020	2021
	2022	2000	2022
	%	%	%
Every day	22	21	22
A few times a week	14	16	14
Once a week	10	8	10
A few times a month	6	8	6
A few times per year	3	8	3
Once a year	1	2	1
Never	36	29	36
Don't know	8	9	8

Q2020-82. How often do you make an attempt to ‘unplug’ or take a break from going online?
Base: Total sample

FREQUENCY OF ‘UNPLUGGING” FROM THE INTERNET

Quebecers are most likely to say they never attempt to take a break from the internet (48%).

		PROVINCE									
	TOTAL 2021	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Every day	22	24	27	25	19	25	14	26	22	17	33
A few times a week	14	15	12	19	12	15	12	10	14	15	11
Once a week	10	10	13	8	6	10	12	6	5	12	9
A few times a month	6	6	6	7	10	7	4	8	8	9	10
A few times per year	3	3	3	2	5	3	3	5	7	1	2
Once a year	1	1	1	-	1	1	<1	-	2	1	2
Never	36	33	29	34	43	30	48	37	39	39	22
Don't know	8	8	10	6	4	8	6	8	4	6	10

Q2020-82. How often do you make an attempt to ‘unplug’ or take a break from going online?
Base: Total sample

Ease of staying connected, along with wanting to stay connected to family and/or friends, are the most common reasons for rarely or never unplugging from the internet.

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	733	600	733
	%	%	%
It's easier to stay connected	37	32	37
To stay connected to family	34	41	34
To stay connected to friends	33	36	33
To stay connected to work	23	21	23
I'm addicted to it	15	11	15
I feel anxious when not connected	9	7	9
I use it to monitor my home	3	5	3
I use it monitor my health	2	2	2
Other	9	8	9
None of the above	16	13	16
Don't know	3	4	3

Q2020-84. What are the main reasons that you rarely or never ‘unplug’ from the internet?
Base: Rarely/never unplug from the internet

REASONS FOR RARELY OR NEVER UNPLUGGING FROM THE INTERNET

Ease of staying connected, along with wanting to stay connected to family and/or friends, are the most common reasons for rarely or never unplugging from the internet.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	733	86	45	34c	44	213	173	37c	43	33c	23c
	%	%	%	%	%	%	%	%	%	%	%
It's easier to stay connected	37	36	33	26	41	46	32	24	35	36	17
To stay connected to family	34	40	33	29	48	38	28	30	23	21	26
To stay connected to friends	33	44	33	15	41	38	25	16	33	24	35
To stay connected to work	23	24	29	24	30	27	17	22	21	12	17
I'm addicted to it	15	19	11	24	16	18	11	11	19	12	17
I feel anxious when not connected	9	13	2	12	9	11	5	11	14	3	26
I use it to monitor my home	3	2	2	12	5	5	1	3	2	3	4
I use it monitor my health	2	3	-	-	5	1	2	-	-	-	4
Other	9	10	9	6	16	11	7	19	5	9	-
None of the above	16	13	9	18	7	9	27	24	16	21	13
Don't know	3	1	7	9	2	4	2	3	7	6	13

Q2020-84. What are the main reasons that you rarely or never 'unplug' from the internet?
Base: Rarely/never unplug from the internet
c Caution, small base size
BTS Base size too small to report

To relax, avoid wasting time, and/or to recharge are the top reasons for sometimes or often unplugging from the internet.

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	1140	1226	1140
	%	%	%
To relax	48	49	48
To avoid wasting time	42	44	42
To recharge	38	32	38
To focus on relationships face-to-face	30	32	30
To improve sleep	30	28	30
To control or break the habit	27	25	27
To improve productivity	22	22	22
To be more efficient	20	20	20
To improve concentration	18	19	18
To avoid people	16	19	16
To feel more creative	13	10	13
Other	3	5	3
None of the above	4	2	4
Don't know	1	1	1

Q2020-85. What are the main reasons that you sometimes or often 'unplug' from the internet?
Base: Sometimes/often unplug from the internet

To relax, avoid wasting time, and/or to recharge are the top reasons for sometimes or often unplugging from the internet.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1140	148	93	61	52	405	159	55	59	44	64
	%	%	%	%	%	%	%	%	%	%	%
To relax	48	49	49	49	52	50	42	38	49	48	47
To avoid wasting time	42	37	44	61	40	40	44	51	42	48	39
To recharge	38	33	46	38	33	39	36	33	36	25	31
To focus on relationships face-to-face	30	28	32	39	35	26	36	24	29	25	28
To improve sleep	30	32	32	33	23	33	25	33	32	14	19
To control or break the habit	27	22	30	31	23	29	25	22	27	32	30
To improve productivity	22	25	26	31	17	21	17	31	29	23	14
To be more efficient	20	24	14	26	15	21	16	25	20	23	14
To improve concentration	18	17	20	18	15	20	11	18	19	16	16
To avoid people	16	17	18	25	15	18	10	13	24	25	9
To feel more creative	13	11	13	8	13	13	14	9	15	7	9
Other	3	5	2	2	4	3	3	5	2	5	-
None of the above	4	4	3	7	6	4	5	5	2	7	6
Don't know	1	1	2	2	2	1	1	-	5	-	5

Q2020-85. What are the main reasons that you sometimes or often ‘unplug’ from the internet?
Base: Sometimes/often unplug from the internet
c Caution, small base size

3

IMPACT OF THE COVID-19 PANDEMIC ON ONLINE HABITS

One-third (33%) report that their home internet service is slower since the pandemic began.

	TOTAL 2021
	2022
	%
Yes, it’s slower	33
Yes, it’s faster	4
No, it’s about the same as before	56
Don't know	7

Q2021-3. Have you noticed any change in the performance of your home internet service since the COVID-19 pandemic began?
Base: Total sample

CHANGE IN PERFORMANCE OF HOME INTERNET SERVICE

MB residents are most likely to report that their internet is slower since the pandemic began, while NS residents are most likely to report no change.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes, it's slower	33	34	35	30	45	37	27	27	20	32	33
Yes, it's faster	4	4	3	7	4	5	3	4	5	2	1
No, it's about the same as before	56	53	54	58	47	52	62	57	70	60	62
Don't know	7	9	7	5	4	7	8	12	6	6	4

Q2021-3. Have you noticed any change in the performance of your home internet service since the COVID-19 pandemic began?
Base: Total sample

UPGRADE OF HOME INTERNET PACKAGE SINCE COVID-19 PANDEMIC BEGAN

Two-in-ten (20%) say they have upgraded their home internet package since the COVID-19 pandemic began.

	TOTAL 2021
	2022
	%
Yes	20
No	75
Doesn't apply	2
Don't know	3

Q2021-4. Have you upgraded your home internet package since the COVID-19 pandemic began?
Base: Total sample

UPGRADE OF HOME INTERNET PACKAGE SINCE COVID-19 PANDEMIC BEGAN

Atlantic Canadians are least likely to report upgrading their home internet package since the COVID-19 pandemic began.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	20	18	18	18	16	18	26	15	17	7	8
No	75	73	78	78	77	77	69	79	81	83	87
Doesn't apply	2	4	3	2	4	2	2	4	-	6	2
Don't know	3	5	-	2	3	3	3	2	2	4	3

Q2021-4. Have you upgraded your home internet package since the COVID-19 pandemic began?
Base: Total sample

CHANGE IN FREQUENCY OF SHOPPING FROM DIFFERENT KINDS OF RETAILERS

The biggest change in online shopping is with global retailers (e.g., Amazon); about half (52%) are shopping online at global retailers more frequently.

	TOTAL 2021							*% Much/Somewhat more frequently* 2021
	1785							1785
	%							%
	Much more frequently	Somewhat more frequently	About the same amount	Somewhat less frequently	Much less frequently	Doesn't apply	Don't know	
Global e-commerce retailers (e.g., Amazon, etc.)	25	27	33	3	3	7	1	52
Traditional 'bricks and mortar' retailers that also have online stores	8	22	35	11	9	12	3	30
National or large chain grocery stores	9	13	35	7	5	31	1	22
Local independent grocery stores	5	10	34	6	5	39	1	15

Q2021-5. Are you shopping online from the following kinds of merchants more or less frequently than you were before the COVID-19 pandemic began?
Base: Have purchased online in past 12 months

SK residents are less likely than those in most other provinces to be shopping more frequently at global retailers (36% vs. 52% overall).

% Much/somewhat more frequently	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Global e-commerce retailers (e.g., Amazon, etc.)	52	53	46	36	54	56	52	52	56	43	42
Traditional 'bricks and mortar' retailers that also have online stores	30	27	22	17	33	32	35	25	31	28	24
National or large chain grocery stores	22	22	20	14	20	25	20	14	22	24	20
Local independent grocery stores	15	15	15	9	15	16	15	10	13	15	18

Q2021-5. Are you shopping online from the following kinds of merchants more or less frequently than you were before the COVID-19 pandemic began?
Base: Have purchased online in past 12 months

CHANGE IN FREQUENCY OF ORDERING HOME FOOD DELIVERY SINCE COVID-19 PANDEMIC BEGAN

One-quarter (25%) say they are ordering home food delivery more frequently than before the pandemic began.

	TOTAL 2021
	2022
	%
TOTAL MORE FREQUENTLY	25
Much more frequently	8
Somewhat more frequently	17
About the same amount	26
Somewhat less frequently	6
Much less frequently	6
TOTAL LESS FREQUENTLY	12
Doesn’t apply	37
Don’t know	1

Q2021-6. Are you ordering home food delivery more or less frequently than you were before the COVID-19 pandemic began?
Base: Total sample

Those living in central Canada are among the most likely to be ordering home food delivery more often (ON and MB residents, 29%).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
TOTAL MORE FREQUENTLY	25	20	21	17	29	29	25	10	16	13	21
Much more frequently	8	6	7	5	11	9	7	7	3	5	5
Somewhat more frequently	17	15	14	12	18	20	18	3	13	9	15
About the same amount	26	25	35	37	18	28	18	26	22	22	26
Somewhat less frequently	6	8	3	4	8	7	4	7	7	2	5
Much less frequently	6	5	5	11	5	6	8	6	3	6	7
TOTAL LESS FREQUENTLY	12	13	8	15	13	13	12	13	9	9	12
Doesn't apply	37	40	35	32	40	30	43	50	51	56	40
Don't know	1	2	1	-	-	1	2	1	2	-	1

Q2021-6. Are you ordering home food delivery more or less frequently than you were before the COVID-19 pandemic began?
Base: Total sample

People are more likely to be shopping primarily at large chain stores (40%) than at local small businesses (12%), although 37% say they are shop at both equally.

	TOTAL 2021
	2022
	%
Local small businesses	12
Larger chain stores	40
Both equally	37
Neither	3
Doesn't apply	5
Don't know	3

Q2021-7. Would you say that you are shopping for food and/or other items mostly from local area small businesses or mostly from larger chain stores?
Base: Total sample

TYPES OF RETAILERS FOR FOOD AND OTHER ITEMS

SK residents are most likely to say they shop primarily at local small businesses (22% vs. 12% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Local small businesses	12	15	12	22	14	13	7	18	14	13	18
Larger chain stores	40	36	44	39	40	41	41	28	36	35	32
Both equally	37	38	33	31	41	39	35	47	46	38	37
Neither	3	3	3	3	2	3	2	2	2	6	7
Doesn't apply	5	4	4	3	3	3	10	2	1	5	2
Don't know	3	3	4	3	-	2	5	3	1	2	4

Q2021-7. Would you say that you are shopping for food and/or other items mostly from local area small businesses or mostly from larger chain stores?
Base: Total sample

CHANGE IN CHILDREN'S SCREEN TIME

About 6-in-10 (62%) say their children's screen time has increased since the pandemic began.

	TOTAL 2021
	483
	%
TOTAL INCREASED	62
Increased a lot	31
Increased a little	31
No change	22
Decreased a little	4
Decreased a lot	1
TOTAL DECREASED	5
Doesn't apply	10
Don't know	1

Q2021-10. How much, if at all, has your child or children's screen time increased or decreased since the COVID-19 pandemic began?
Base: Have children under age of 18

ON residents are most likely to report an increase in their children's screen time (72% vs. 62% overall).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	501	64	44	38	25	144	84	27	20	23	32
	%	%	%	%	%	%	%	%	%	%	%
TOTAL INCREASED	62	53	52	68	48	72	62	44	45	57	62
Increased a lot	31	22	30	39	24	40	29	15	10	9	31
Increased a little	31	31	23	29	24	32	33	30	35	48	31
No change	22	31	25	18	32	16	20	33	35	26	19
Decreased a little	4	6	5	-	4	3	4	7	-	-	6
Decreased a lot	1	-	2	-	4	1	1	-	5	4	3
TOTAL DECREASED	5	6	7	-	8	4	5	7	5	4	9
Doesn't apply	10	9	14	11	8	7	12	11	15	13	6
Don't know	1	-	2	3	4	1	1	4	-	-	3

Q2021-10. How much, if at all, has your child or children's screen time increased or decreased since the COVID-19 pandemic began?
Base: Have children under age of 18

HOW CHILDREN'S SCREEN TIME HAS INCREASED MOST

The areas in which children's screen time have increased most are: playing games (50%), school (43%), and watching TV (35%).

	TOTAL 2021
	305
	%
Playing games	50
Schooling/education	43
Watching TV	35
Socializing via messaging/chat apps	16
Socializing via videoconferencing	14
Other entertainment	7
None of the above	1
Don't know	1

Q2021-11. In which areas has your child or children's screen time increased the most? Select up to 2.
Base: Child's screen time has increased since the pandemic began

Over 6-in-10 (63%) report that their own screen time has increased since the pandemic began, with 27% reporting that it has increased 'a lot'.

	TOTAL 2021
	2022
	%
TOTAL INCREASED	63
Increased a lot	27
Increased a little	36
No change	30
Decreased a little	3
Decreased a lot	1
TOTAL DECREASED	5
Don't know	3

Q2021-12. How much, if at all, has your own screen time increased or decreased since the COVID-19 pandemic began (i.e., the amount of time you spend engaged in activities that require a digital screen like a computer, TV or mobile phone)?
Base: Total sample

Over 6-in-10 (63%) report that their own screen time has increased since the pandemic began; there is relatively little variation by province.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
TOTAL INCREASED	63	59	62	57	64	68	61	56	55	54	60
Increased a lot	27	24	29	22	27	32	21	17	20	21	21
Increased a little	36	35	33	36	37	36	39	39	35	33	39
No change	30	31	33	43	27	26	30	36	38	39	33
Decreased a little	3	5	2	-	3	3	4	5	5	5	2
Decreased a lot	1	2	2	-	4	1	1	1	-	1	2
TOTAL DECREASED	5	7	4	-	7	4	5	6	5	6	4
Don’t know	3	2	1	-	2	2	4	2	3	1	3

Q2021-12. How much, if at all, has your own screen time increased or decreased since the COVID-19 pandemic began (i.e., the amount of time you spend engaged in activities that require a digital screen like a computer, TV or mobile phone)?
Base: Total sample

HOW OWN SCREEN TIME HAS INCREASED MOST

More TV watching (38%) is the biggest reason for an increase in screen time.

	TOTAL 2021
	1254
	%
Watching TV	38
Socializing via messaging/chat apps	25
Working	22
Shopping	21
Socializing via videoconferencing	20
Playing games	20
Other entertainment	10
Schooling/education	6
Other	4
None of the above	2
Don’t know	1

Q2021-13. In which areas has your screen time increased the most? Select up to 2.
Base: Own screen time has increased since the pandemic began

HOW OWN SCREEN TIME HAS INCREASED MOST

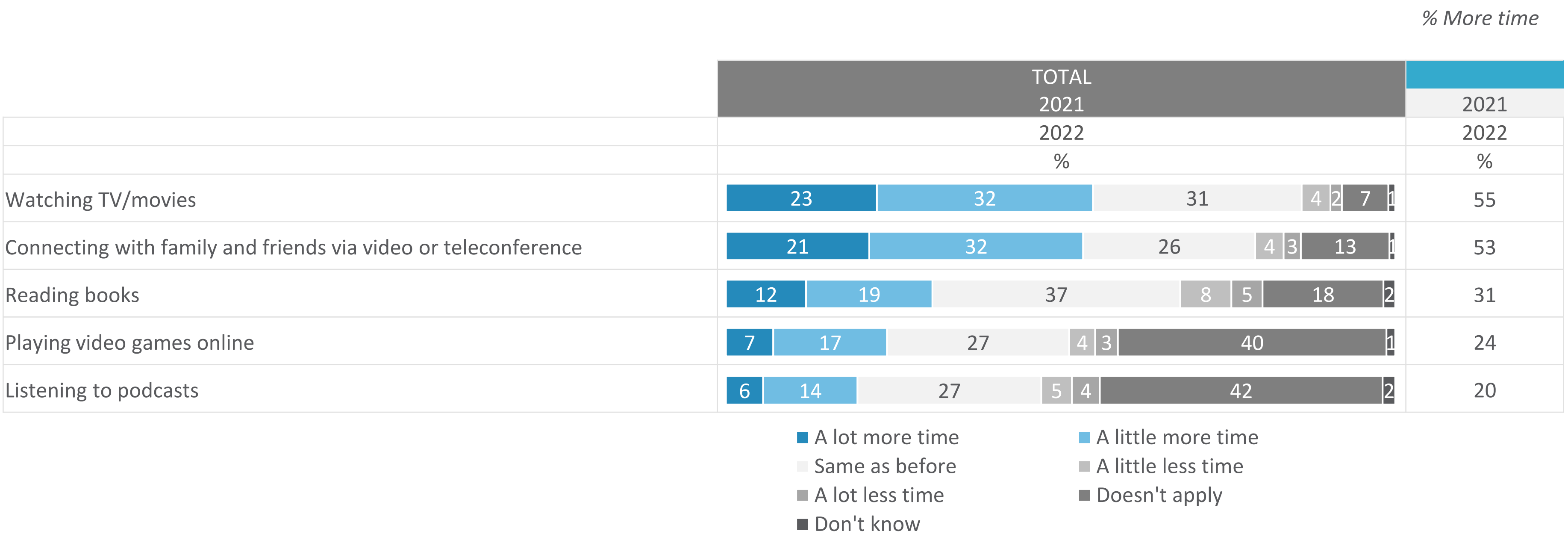
Overall, more TV watching (38%) is the biggest reason for an increase in screen time. Socializing via messaging and chat apps is also a key reason among residents of QC, PEI, and NF/Lab.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1254	150	95	58	64	456	215	56	58	44	58
	%	%	%	%	%	%	%	%	%	%	%
Watching TV	38	41	43	45	44	39	29	46	40	41	31
Socializing via messaging/chat apps	25	23	27	17	19	23	29	21	26	36	34
Working	22	20	22	12	16	27	18	27	17	11	17
Shopping	21	25	11	16	22	19	29	13	22	20	14
Socializing via videoconferencing	20	13	22	12	23	22	24	13	10	2	9
Playing games	20	26	16	34	30	16	21	29	22	18	33
Other entertainment	10	11	11	14	6	11	7	5	12	9	12
Schooling/education	6	6	5	5	6	7	4	2	7	5	2
Other	4	4	1	9	3	4	3	5	3	11	7
None of the above	2	1	1	2	2	2	2	-	-	-	2
Don't know	1	-	1	2	-	1	1	2	3	2	-

Q2021-13. In which areas has your screen time increased the most? Select up to 2.
Base: Own screen time has increased since the pandemic began

CHANGE IN FREQUENCY OF ACTIVITIES SINCE PANDEMIC BEGAN

More than half say they are spending more time watching TV/movies (55%) and connecting with family and friends online (53%) since the pandemic began. Fewer say they are reading books more (31%).



Q2021-14. Are you spending more or less time engaged in the following kinds of activities since the COVID-19 pandemic began?
Base: Total sample

CHANGE IN FREQUENCY OF ACTIVITIES SINCE PANDEMIC BEGAN

More than half say they are spending more time watching TV/movies (55%) and connecting with family and friends online (53%) since the pandemic began. MB residents are most likely to be spending more time watching TV/movies (68%).

% A lot/A little more time	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Watching TV/movies	55	55	52	51	68	58	52	47	52	41	55
Connecting with family and friends via video or teleconference	53	53	50	46	57	56	55	41	44	41	48
Reading books	31	29	34	31	33	32	26	37	36	22	28
Playing video games online	24	26	23	20	25	23	26	25	23	15	30
Listening to podcasts	20	19	27	19	16	21	15	17	23	10	13

Q2021-14. Are you spending more or less time engaged in the following kinds of activities since the COVID-19 pandemic began?
Base: Total sample

Half (49%) say they have received medical care online for the first time since the pandemic began.

	TOTAL 2021
	2022
	%
Yes	49
No	48
Don’t know	2

Q2021-15. Since the COVID-19 pandemic began, have you received any medical care via telemedicine or ‘e-health’ solutions for the first time (e.g., medical appointments by telephone, videoconferencing, email, text messaging)?
Base: Total sample

Half (49%) say they have received medical care online for the first time since the pandemic began.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	49	56	38	50	60	50	48	55	50	34	58
No	48	41	61	49	39	47	50	42	48	65	41
Don’t know	2	2	1	2	1	3	3	3	2	1	1

Q2021-15. Since the COVID-19 pandemic began, have you received any medical care via telemedicine or ‘e-health’ solutions for the first time (e.g., medical appointments by telephone, videoconferencing, email, text messaging)?
Base: Total sample

More than half (55%) have attended some kind of event or activity online for the first time since the pandemic began.

	TOTAL 2021
	2022
	%
Birthday party	16
Holiday dinner	15
Exercise class	14
Religious service	13
Musical concert	10
Memorial	9
Wedding	5
Bar/bat mitzvah	1
Other	7
None of the above	45

Q2021-16. Which of the following events or activities have you attended virtually for the first time since the COVID-19 pandemic began? Select all that apply.
Base: Total sample

More than half (55%) have attended some kind of event or activity online for the first time since the pandemic began. There is relatively little variation by province.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Birthday party	16	16	15	11	17	18	17	6	10	7	10
Holiday dinner	15	13	12	8	16	15	20	6	6	5	3
Exercise class	14	14	16	10	16	15	12	5	13	10	7
Religious service	13	10	19	12	14	16	8	13	9	21	7
Musical concert	10	8	10	6	11	9	14	10	12	12	5
Memorial	9	9	8	16	8	10	6	8	14	11	7
Wedding	5	7	5	7	5	6	3	3	4	5	5
Bar/bat mitzvah	1	2	1	-	1	<1	1	-	-	4	3
Other	7	8	6	7	6	7	8	7	7	10	4
None of the above	45	46	43	49	42	44	46	57	49	44	59

Q2021-16. Which of the following events or activities have you attended virtually for the first time since the COVID-19 pandemic began? Select all that apply.
Base: Total sample

About one-third (34%) plan to unplug from the internet more often when the pandemic is over.

	TOTAL 2021
	2022
	%
TOTAL MORE OFTEN	34
A lot more often	10
A little more often	24
No change	45
A little less often	9
A lot less often	3
TOTAL LESS OFTEN	11
Don’t know	10

Q2021-17. Thinking ahead to when the COVID-19 pandemic is over, do you anticipate any change in how often you ‘unplug’ from the internet? Compared to today, do you anticipate unplugging from the internet…?
Base: Total sample

ANTICIPATED CHANGE IN UNPLUGGING WHEN THE PANDEMIC IS OVER

About one-third (34%) plan to unplug from the internet more often when the pandemic is over. There is relatively little variation by province.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
TOTAL MORE OFTEN	34	33	36	30	40	36	29	34	33	32	37
A lot more often	10	11	7	10	12	12	7	12	5	9	3
A little more often	24	21	29	20	28	23	22	22	28	23	34
No change	45	46	42	56	47	44	46	42	51	52	42
A little less often	9	10	7	4	3	9	10	11	8	9	7
A lot less often	3	4	3	3	4	2	3	3	2	2	2
TOTAL LESS OFTEN	11	13	9	7	7	12	13	14	10	11	9
Don't know	10	8	12	7	6	8	13	10	6	5	11

Q2021-17. Thinking ahead to when the COVID-19 pandemic is over, do you anticipate any change in how often you 'unplug' from the internet? Compared to today, do you anticipate unplugging from the internet…?
Base: Total sample

4

INTERNET AT HOME: CONNECTION, DATA, QUALITY, SPEED

AMOUNT OF DATA INCLUDED WITH HOME INTERNET PACKA

In 2021, more than half (53%) report having unlimited data as part of their home internet package, up from 29% in 2016.

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	2022	993	992	1180	1188	1181	2028	1975	2022
	%	%	%	%	%	%	%	%	%
Less than 20 GB	4	6	5	4	4	3	3	3	4
20-49 GB	4	8	7	7	6	5	5	4	4
50-99 GB	5	14	12	6	8	6	6	5	5
100-149 GB	4	7	8	6	6	5	6	4	4
150-199 GB	3	2	4	4	5	5	4	2	3
200 or more GB	6	16	24	12	11	10	9	7	6
Unlimited	53			29	31	38	41	45	53
Don't know	22	47	40	32	29	27	26	29	22

Q16. About how much data, or bandwidth, is included with your home internet package (monthly)?
Base: Those who have Internet at home

BC and AB residents are least likely to report having unlimited internet at home.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	4	4	3	6	3	4	4	3	3	2	5
20-49 GB	4	5	3	7	5	3	5	2	2	2	5
50-99 GB	5	7	7	4	3	4	5	-	1	2	5
100-149 GB	4	4	5	3	2	3	5	-	4	-	3
150-199 GB	3	4	5	-	2	2	4	2	3	2	-
200 or more GB	6	8	12	4	2	5	5	4	-	1	3
Unlimited	53	41	41	47	49	60	57	61	50	65	53
Don't know	22	27	25	30	34	18	16	28	38	24	26

Q16. About how much data, or bandwidth, is included with your home internet package (monthly)?
Base: Those who have Internet at home

Satisfaction with the amount of data included in home internet packages is stable in 2021.

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	2022	993	992	1180	1188	1181	2028	1975	2022
	%	%	%	%	%	%	%	%	%
TOTAL SATISFIED	81	76	79	78	77	81	83	82	81
Very satisfied	58	42	46	50	50	54	56	54	58
Somewhat satisfied	23	34	33	28	27	27	27	28	23
Neither satisfied nor dissatisfied	10	11	9	9	11	9	8	9	10
Somewhat dissatisfied	3	5	5	3	4	3	4	2	3
Very dissatisfied	2	2	3	2	3	2	2	1	2
TOTAL DISSATISFIED	5	7	8	6	7	5	5	4	5
Don’t know	4	7	5	7	6	5	4	5	4

Q17. How satisfied are you with the **amount of data** included with your home internet package?
Base: Those who have internet at home

Residents of provinces most likely to report having unlimited data are generally the most likely to be satisfied (e.g., ON, QC, NB). However few in any province are dissatisfied with the amount of data included with their home internet package.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
NET SATISFIED	81	76	76	76	80	84	83	85	71	76	76
Very satisfied	58	49	51	49	61	64	54	70	63	59	56
Somewhat satisfied	23	26	25	28	19	19	29	15	8	17	21
Neither satisfied nor dissatisfied	10	12	12	11	5	10	8	12	16	11	10
Somewhat dissatisfied	3	4	3	4	3	2	3	-	2	2	5
Very dissatisfied	2	1	3	1	4	2	3	1	3	6	1
NET DISSATISFIED	5	5	6	5	7	4	6	1	5	9	6
Don't know	4	7	5	8	8	3	3	2	8	5	7

Q17. How satisfied are you with the **amount of data** included with your home internet package?
Base: Those who have internet at home

LIKELIHOOD OF PURCHASING HOME WITHOUT ACCESS TO HIGH SPEED INTERNET

Over 7-in-10 (73%) of internet users say they would be unlikely to purchase a home in an area which lacked access to high speed internet. More than half (58%) say they would be 'very' unlikely to purchase a home in such areas.

	TOTAL	TRACKING					
	2021	2016	2017	2018	2019	2020	2021
	2022	1180	1188	1181	2028	1975	2022
	%	%	%	%	%	%	%
TOTAL LIKELY	10	11	11	11	11	12	10
Very likely	5	4	5	5	4	4	5
Somewhat likely	6	6	7	6	7	8	6
Neither likely nor unlikely	12	13	12	11	14	13	12
Somewhat unlikely	16	19	15	16	20	18	16
Very unlikely	58	54	59	59	52	53	58
TOTAL UNLIKELY	73	73	73	75	71	71	73
Don't know	4	4	3	3	3	4	4

Q15. How likely would you be to purchase a home in a location without access to high speed internet?
Base: Those who have internet at home

LIKELIHOOD OF PURCHASING HOME WITHOUT ACCESS TO HIGH SPEED INTERNET

Over 7-in-10 (73%) of internet users say they would be unlikely to purchase a home in an area which lacked access to high speed internet. More than half (58%) say they would be 'very' unlikely to purchase a home in such areas.

	TOTAL 2020	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
NET LIKELY	10	13	10	11	14	10	6	12	16	13	11
Very likely	5	7	5	4	7	4	3	6	7	9	1
Somewhat likely	6	7	6	7	7	6	3	6	9	5	10
Neither likely nor unlikely	12	17	13	12	13	12	10	13	9	10	10
Somewhat unlikely	16	16	14	22	15	15	16	19	16	13	13
Very unlikely	58	50	56	52	54	59	63	54	56	62	63
NET UNLIKELY	73	66	70	74	69	74	79	73	72	76	76
Don't know	4	4	7	3	4	4	4	2	3	1	2

Q15. How likely would you be to purchase a home in a location without access to high speed internet?
Base: Those who have internet at home

5

MEDIA STREAMING AND PIRACY

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

Most people (72%) say they spend at least 1 hour per day watching TV/movies online.

TV/Movies/Videos	TOTAL 2021	TRACKING					
		2016	2017	2018	2019	2020	2021
	2022	1180	1188	1181	2028	1975	2022
	%	%	%	%	%	%	%
None	14	21	17	16	16	16	14
Less than 1 hour	14	22	20	19	18	15	14
1-2	32	25	27	26	31	29	32
3-4	25	17	22	23	23	24	25
5-6	9	8	7	9	7	8	9
7-8	3	3	2	3	2	2	3
9-10	2	1	2	2	1	1	2
11-12	<1	1	1	1	1	1	<1
More than 12 hours	1	1	1	2	1	1	1
Don't know	2	1	1	1	1	2	2

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

QC residents are most likely to say they spend no time watching TV, movies or videos online (21%).

TV/Movies/Videos	TOTAL 2021	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
		PROVINCE									
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
None	14	11	9	16	11	12	21	9	17	10	8
Less than 1 hour	14	16	13	16	12	13	14	20	18	20	16
1-2	32	31	37	24	30	32	31	28	35	29	34
3-4	25	26	25	31	29	28	19	26	20	29	26
5-6	9	9	10	10	12	8	8	6	7	7	4
7-8	3	2	3	3	1	3	2	7	1	4	3
9-10	2	2	1	-	3	2	1	2	1	-	4
11-12	<1	<1	1	-	-	<1	1	-	1	1	1
More than 12 hours	1	1	-	1	1	1	<1	-	-	-	-
Don't know	2	2	1	-	1	1	2	2	1	-	3

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

More than 4-in-10 (44%) spend at least 1 hour a day listening to music or radio online (up slightly from 39% in 2020).

Music/Radio	TOTAL 2021	TRACKING					
		2016	2017	2018	2019	2020	2021
	2022	1180	1188	1181	2028	1975	2022
	%	%	%	%	%	%	%
None	25	31	26	24	25	27	25
Less than 1 hour	30	34	31	31	32	31	30
1-2	24	18	21	22	23	21	24
3-4	10	8	9	10	9	9	10
5-6	4	4	5	5	4	4	4
7-8	3	3	3	2	3	2	3
9-10	1	1	2	2	1	1	1
11-12	1	<1	1	1	<1	1	1
More than 12 hours	1	<1	1	1	1	1	1
Don't know	2	1	1	1	2	3	2

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

HOURS PER DAY SPENT LISTENING TO MUSIC/RADIO ONLINE

Time spent listening to music/radio online varies relatively little by province.

Music/Radio	TOTAL 2020	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
None	25	25	24	23	23	24	29	26	23	27	18
Less than 1 hour	30	30	30	27	32	31	29	28	34	26	35
1-2	24	26	23	33	29	24	21	25	24	26	26
3-4	10	9	14	7	7	10	9	8	12	9	12
5-6	4	4	3	7	3	4	3	4	-	4	2
7-8	3	3	3	3	3	3	3	4	3	5	-
9-10	1	<1	1	1	-	1	1	1	2	-	2
11-12	1	<1	-	-	-	<1	1	-	1	1	-
More than 12 hours	1	<1	1	-	-	1	1	-	-	2	2
Don't know	2	2	1	-	3	2	3	4	2	1	3

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

EXTENT SEEK OUT CANADIAN CONTENT WHEN WATCHING TV/MOVIES/VIDEOS ONLINE

Most internet users who watch TV/movies/video online at least occasionally seek out Canadian content (61%). One-in-seven (14%) often or always do. Proportions are unchanged from 2020.

	TOTAL 2021	TRACKING 2016	2017	2018	2019	2020	2021
	1725	949	1002	981	1688	1612	1725
	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	14	14	14	14	13	15	14
Always/every time	2	3	3	3	3	4	2
Often/almost every time	12	12	11	11	10	11	12
Occasionally/sometimes	47	46	49	44	48	46	47
Almost never	18	21	21	21	19	19	18
Never	12	11	11	14	13	11	12
TOTAL ALMOST NEVER/NEVER	30	32	32	35	32	30	30
Don’t know	9	7	5	7	7	9	9

Q28. How often do you seek out **Canadian content** when you are watching TV/movies/videos online?
Base: Those who watch TV/movies online

EXTENT SEEK OUT CANADIAN CONTENT WHEN WATCHING TV/MOVIES/VIDEOS ONLINE

QC residents (20%) are most likely to say they always or often seek out Canadian content.

	TOTAL 2020	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1725	223	138	85	88	582	273	89	87	74	86
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	14	14	11	6	10	13	20	10	13	14	12
Always/every time	2	2	2	1	2	1	3	1	2	4	-
Often/almost every time	12	12	9	5	8	12	17	9	10	9	12
Occasionally/sometimes	47	45	50	46	48	47	45	44	52	36	38
Almost never	18	18	22	22	17	19	14	18	22	20	22
Never	12	11	9	14	13	12	14	16	5	19	17
TOTAL NEVER	30	29	31	36	30	31	27	34	26	39	40
Don't know	9	12	8	12	13	9	7	12	9	11	10

Q28. How often do you seek out **Canadian content** when you are watching TV/movies/videos online?
Base: Those who watch TV/movies online

INCIDENCE OF SUSCRIBING TO ONLINE CONTENT PROVIDERS

Netflix remains by far the most dominant subscriber-based online content provider, but Amazon Prime continues to gain in popularity.

	TOTAL	TRACKING				AGE (2021)			GENDER (2021)	
	2021	2018	2019	2020	2021	18-34	35-54	55+	Male	Female
	2022	1181	2028	1975	2022	562	739	699	953	1033
	%	%	%	%	%	%	%	%	%	%
Netflix	60	53	58	53	60	71	62	49	59	61
Amazon Prime Video	37	10	20	24	37	44	41	27	36	38
Spotify	19	16	16	16	19	30	21	9	18	20
Disney Plus	17	-	-	12	17	27	20	7	16	18
Crave TV	15	9	12	13	15	13	16	15	15	15
Apple Music	8	12	9	7	8	13	9	3	8	9
Newspaper	5	8	7	7	5	2	3	11	6	5
Magazine	1	4	2	1	1	1	1	2	2	1
Other	4	4	4	4	4	3	4	6	6	3
None	25	34	29	33	25	17	23	35	26	24

2018-Q20B. Which of the following paid online content providers do you subscribe to? Select all that apply.
Base: Have internet at home

INCIDENCE OF SUSCRIBING TO ONLINE CONTENT PROVIDERS

Netflix remains by far the most dominant subscriber-based online content provider, but Amazon Prime continues to gain in popularity.

	TOTAL 2020	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Netflix	60	65	65	59	63	61	53	64	55	76	61
Amazon Prime Video	37	38	44	38	43	41	23	45	45	46	40
Spotify	19	22	21	12	19	18	22	18	14	15	18
Disney Plus	17	18	21	24	20	16	15	21	18	29	23
Crave TV	15	16	20	14	13	16	10	15	18	16	15
Apple Music	8	9	10	14	9	8	6	7	10	10	8
Newspaper	5	6	1	2	4	5	8	10	6	4	1
Magazine	1	3	-	1	-	1	2	1	1	1	-
Other	4	5	2	3	6	5	3	5	4	5	1
None	25	22	22	29	20	25	31	20	25	13	26

2018-Q20B. Which of the following paid online content providers do you subscribe to? Select all that apply.
Base: Have internet at home

INCIDENCE OF INTENTIONALLY ACCESSING PIRATED FILM/TV CONTENT ONLINE

Only 11% admit to intentionally accessing or streaming pirated film or TV content online. Younger people (18-34 year olds) are most likely to say that they have (19%).

	TOTAL 2021	TRACKING				AGE (2021)			GENDER (2021)	
		2018	2019	2020	2021	18-34	35-54	55+	Male	Female
	2022	1181	2028	1975	2022	562	739	699	953	1033
	%	%	%	%	%	%	%	%	%	%
Yes	11	14	13	11	11	19	12	3	14	8
No	79	72	75	80	79	65	79	91	74	84
Prefer not to answer	3	4	4	4	3	5	2	1	3	2
Don’t know	7	10	8	5	7	11	7	5	8	6

2018-Q20C. In the last 12 months, have you intentionally accessed or streamed pirated film or TV content online (i.e., content that is copyright-protected and that you did not pay for)?
Base: Total sample

INCIDENCE OF INTENTIONALLY ACCESSING PIRATED FILM/TV CONTENT ONLINE

Only 11% admit to intentionally accessing or streaming pirated film or TV content online.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	11	13	13	10	12	11	8	10	10	9	4
No	79	78	80	82	74	77	83	81	79	84	86
Prefer not to answer	3	2	3	2	3	3	3	-	5	1	5
Don’t know	7	7	5	6	11	8	6	9	6	6	5

2018-Q20C. In the last 12 months, have you intentionally accessed or streamed pirated film or TV content online (i.e., content that is copyright-protected and that you did not pay for)?
Base: Have internet at home

Cost, convenience, and lack of regional availability are the top reasons for accessing pirated film or TV content.

	TOTAL 2021	TRACKING 2018	TRACKING 2019	TRACKING 2020	TRACKING 2021
	216	161	237	206	216
	%	%	%	%	%
I don't want to pay for it	37	33	25	31	37
It isn't available in my region	33	27	31	24	33
It is easier/more convenient	32	39	36	29	32
It's too expensive	32	33	32	27	32
It's not available without a cable subscription	24	25	22	23	24
It gets delayed in Canada	19	25	19	19	19
It's normal/everybody does it	18	25	20	17	18
I can't afford it	16	24	21	18	16
I find it hard to purchase	11	9	12	10	11
I tried to purchase it and it didn't work	9	4	6	12	9
The creators already make enough money	7	7	8	8	7
Other	5	7	9	3	5
None of the above	1	2	5	3	1
Don't know	2	1	1	3	2

2018-Q20D. What are the main reasons that you access or stream pirated film or TV content? Select all that apply.
Base: Among those who have accessed pirated content

Six-in-ten (61%) say they are willing to pay for content, down from 71% in 2020.

	TOTAL 2021	TRACKING 2018	2019	2020	2021
	212	161	237	206	212
	%	%	%	%	%
TOTAL WILLING	61	70	71	71	61
Completely willing	21	30	30	25	21
Somewhat willing	40	40	41	46	40
Not very willing	23	20	18	18	23
Not willing at all	10	6	8	5	10
TOTAL NOT WILLING	33	26	27	24	33
Prefer not to answer	1	-	-	-	1
Don't know	6	4	2	5	6

2018-Q20E. In general, how willing are you to pay for reasonably priced, readily available copyright-protected film or TV content online?
Base: Among those who have accessed pirated content

HOW NEWS ONLINE IS ACCESSED

The top methods for accessing news online remain visiting specific sites, Google searches, and Facebook.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1499	1563	1448	1499
	%	%	%	%
Visiting specific news/media sites	52	61	54	52
Google searches about news events	49	50	48	49
Facebook	39	39	36	39
Digital newspaper subscription(s)	20	19	18	20
Other social media sites/platforms	16	16	15	16
Twitter	15	14	15	15
LinkedIn	11	11	9	11
Reddit	9	-	8	9
Blogs	5	3	4	5
RSS feeds	3	4	3	3
Other	2	2	1	2
I don't access news online	6	6	6	6
ONE MENTION	30	27	34	30
MORE THAN ONE	63	66	60	63

2019-7. How do you usually access news **online**? Select all that apply.
Base: Use more than one device at Q2

The top methods for accessing news online are visiting specific sites, Google searches, and Facebook.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1499	193	115	73	81	506	248	74	81	57	70
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	52	49	50	52	48	55	50	57	58	47	63
Google searches about news events	49	54	48	41	54	52	42	49	51	49	40
Facebook	39	34	43	42	40	33	45	53	52	47	49
Digital newspaper subscription(s)	20	19	9	25	20	19	28	23	17	19	6
Other social media sites/platforms	16	17	16	11	19	17	12	16	17	23	19
Twitter	15	12	14	16	17	18	9	14	25	14	13
LinkedIn	11	7	15	8	9	12	10	5	10	5	3
Reddit	9	8	10	12	7	11	5	7	9	5	7
Blogs	5	5	4	5	5	6	4	1	1	5	3
RSS feeds	3	4	3	3	5	3	2	3	2	2	1
Other	2	2	3	3	-	3	1	-	6	5	4
I don't access news online	6	6	10	4	7	6	6	5	6	9	4
ONE MENTION	30	32	24	29	27	32	32	24	19	18	36
MORE THAN ONE	63	62	65	67	65	62	63	70	75	74	60

2019-7. How do you usually access news **online**? Select all that apply.
Base: Use more than one device at Q2

MOST OFTEN WAY IN ACCESSING NEWS ONLINE

The most common way of accessing news online is by visiting specific news/media sites.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1499	1465	1448	1499
	%	%	%	%
Visiting specific news/media sites	32	41	34	32
Google searches about news events	20	20	20	20
Facebook	17	16	15	17
Digital newspaper subscription(s)	10	9	9	10
Twitter	5	3	4	5
Other social media sites/platforms	4	4	3	4
Reddit	2	-	2	2
RSS feeds	1	2	1	1
LinkedIn	1	1	1	1
Blogs	<1	1	1	<1
Other	2	3	3	2
I don’t have access to news online	6	-	-	6

2019-8. Which way do you access news online **most often**? Please select only one.
Base: Mentioned at least one way in Q2x2019

MOST OFTEN WAY IN ACCESSING NEWS ONLINE

The most common way of accessing news online is by visiting specific news/media sites.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1499	193	115	73	81	506	248	74	81	57	70
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	32	28	30	30	31	33	35	32	32	30	40
Google searches about news events	20	26	19	15	22	21	17	12	14	5	14
Facebook	17	16	23	23	12	12	20	28	16	32	26
Digital newspaper subscription(s)	10	9	5	5	10	9	15	11	7	9	-
Twitter	5	4	2	10	9	7	2	5	11	4	6
Other social media sites/platforms	4	5	3	5	-	4	4	4	5	7	1
Reddit	2	2	3	3	2	3	<1	1	2	-	1
RSS feeds	1	2	1	1	2	1	<1	-	-	-	1
LinkedIn	1	-	-	-	1	1	1	-	-	-	-
Blogs	<1	1	-	-	1	1	-	-	1	-	-
Other	2	2	3	3	1	3	<1	-	5	5	6
I don’t have access to news online	6	6	10	4	7	6	6	5	6	9	4

2019-8. Which way do you access news online **most often**? Please select only one.
Base: Mentioned at least one time in Q2x2019

WATCH TV/MOVIE CONTENT BY USING THE VIDEO-STREAMING APPS OF INDIVIDUAL TV NETWORKS

3-in-10 (33%) say they watch TV/movie content by using the video-streaming apps of individuals TV networks.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	2022	2028	1975	2022
	%	%	%	%
Yes	33	31	32	33
No	63	66	65	63
Don't know	4	3	3	4

2019-20AA. Do you ever watch TV/movie content by using the video-streaming apps of individual TV networks (e.g., CBC Gem, CTV app, TSN app, etc.)?
Base: Total sample

Incidence of watching TV/movie content via video-streaming apps varies relatively little by province. QC residents are least likely to report using video-streaming apps.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	33	36	36	30	43	35	27	35	33	41	36
No	63	61	58	69	54	62	70	59	64	57	61
Don’t know	4	3	7	1	3	3	3	6	3	1	3

2019-20AA. Do you ever watch TV/movie content by using the video-streaming apps of individual TV networks (e.g., CBC Gem, CTV app, TSN app, etc.)?
Base: Total sample

6 E-COMMERCE AND MOBILE PAYMENT

PURCHASED ANYTHING ONLINE IS THE LAST 12 MONTHS

Most internet users have made an online purchase in the last 12 months.

	TOTAL 2021	TRACKING							
		2014	2015	2016	2017	2018	2019	2020	2021
	2022	1000	1000	1200	1200	1203	2050	2000	2022
	%	%	%	%	%	%	%	%	%
Yes	88	80	79	82	82	86	87	85	88
No	12	20	21	18	18	14	13	15	12

Q31. In the last 12 months have you purchased anything online?
Base: Total sample

Most internet users in all provinces have made an online purchase in the last 12 months.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	88	88	90	86	93	91	83	93	90	82	82
No	12	12	10	14	7	9	17	7	10	18	18

Q31. In the last 12 months have you purchased anything online?
Base: Total sample

Take-orders directly from a restaurant's website or app, and online orders from traditional grocery stores, are notably higher in 2021.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1259	545	1016	1259
	%	%	%	%
I ordered take-out online directly from a restaurant's website or app	64	59	53	64
I used a food delivery service (e.g., Uber Eats, Skip the Dishes, etc.)	45	48	37	45
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and picked them up in-store	31	15	20	31
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and had them delivered	21	13	15	21
I ordered groceries online from a non-traditional grocery store (e.g., Amazon) and had them delivered	19	19	20	19
I subscribed to a food box or meal kit service (e.g., Chef's Plate, HelloFresh, Goodfood, etc.)	17	17	12	17
I purchased a hard-to-find specialty food item from an online retailer	16	15	17	16
Other	1	2	6	1

2019-32A. Which of the following kinds of food purchases/orders have you made online in the last 12 months?
Base: Have made a food purchase

Take-orders directly from a restaurant's website or app, and online orders from traditional grocery stores, are notably higher in 2021.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1259	158	105	60	65	446	198	64	68	46	48
	%	%	%	%	%	%	%	%	%	%	%
I ordered take-out online directly from a restaurant's website or app	64	66	70	65	59	67	55	61	53	67	69
I used a food delivery service (e.g., Uber Eats, Skip the Dishes, etc.)	45	44	56	47	51	47	38	27	24	11	35
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and picked them up in-store	31	30	28	27	42	38	26	30	38	41	44
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and had them delivered	21	20	12	17	15	20	29	15	12	20	23
I ordered groceries online from a non-traditional grocery store (e.g., Amazon) and had them delivered	19	17	14	13	12	20	24	14	16	28	19
I subscribed to a food box or meal kit service (e.g., Chef's Plate, HelloFresh, Goodfood, etc.)	17	18	17	17	22	16	19	17	13	20	6
I purchased a hard-to-find specialty food item from an online retailer	16	20	11	10	11	17	15	13	18	7	10
Other	1	1	1	-	-	1	1	1	1	1	-

2019-32A. Which of the following kinds of food purchases/orders have you made online in the last 12 months?
Base: Have made a food purchase online
C Caution, small base size

TYPES OF DEVICES USED TO MAKE ONLINE PURCHASE IN LAST 12 MONTHS

In 2021, 55% report making online purchases using a mobile device, up 9 points from 2020.

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	1785	796	787	984	982	1,034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
Computer (desktop/laptop)	70	80	95	90	88	83	78	73	70
Mobile phone	55	12	14	26	36	40	46	46	55
Tablet (e.g., iPad, etc.)	23		17	23	26	26	25	23	23
TV	3	n/a	3	2	1	3	2	3	3

Q33. Which of the following types of devices have you used to make online purchases in the last 12 months? Please select all that apply.
Base: Have made a purchase online in the last 12 months

TYPES OF DEVICES USED TO MAKE ONLINE PURCHASE IN LAST 12 MONTHS

SK residents (63%) are most likely to indicate that they use their mobile phone to make an online purchases.

		PROVINCE									
	TOTAL 2021	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1769	238	202	52	65	698	391	41	49	7	25
	%	%	%	%	%	%	%	%	%	%	%
Computer	70	68	70	59	75	74	65	62	77	69	54
Mobile phone	55	56	59	63	55	56	49	54	53	46	60
Tablet	23	22	25	25	25	21	26	20	20	22	34
TV	3	4	1	1	4	2	2	5	2	3	3

Q33. Which of the following types of devices have you used to make online purchases in the last 12 months? Please select all that apply.
Base: Those who have made a purchase online in the last 12 months

The proportion who say they do research online before going to a store to make purchases remains stable.

*How often do you… **visit websites to research or compare products, but go to a store to make your purchase(s)?***

	TOTAL 2021	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021
	1785	986	787	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	45	42	47	45	46	45	46	48	45
Almost always	15	14	14	13	12	15	12	14	15
Often	30	28	33	32	34	30	34	34	30
Sometimes	38	43	42	41	41	39	39	37	38
Rarely	10	10	8	10	10	11	11	10	10
Never	5	5	3	3	3	4	3	4	5
TOTAL RARELY/NEVER	15	15	11	13	13	15	14	14	15
Don't know	1	-	-	<1	1	1	1	1	1

Q34. When you have a choice, how often do you…?
Base: Have made a purchase online in the last 12 months

Few online shoppers say that they always or often visit a store to browse but then make their purchase online (14% in 2021), but 30% say they ‘sometimes’ do (down from 38% in 2019).

*How often do you… **visit a store to browse or look at a product, but make your purchase online?***

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	1769	986	787	984	982	1034	1778	1703	1769
	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	14	16	19	14	17	17	15	17	14
Almost always	4	5	6	3	3	5	3	4	4
Often	10	11	13	11	13	12	12	13	10
Sometimes	30	33	38	34	36	38	38	34	30
Rarely	30	29	31	31	27	28	28	28	30
Never	25	22	12	21	20	16	17	19	25
TOTAL RARELY/NEVER	55	51	43	52	46	44	46	47	55
Don’t know	1	-	-	-	1	1	1	2	1

Q34. When you have a choice, how often do you…?
Base: Have made a purchase online in the last 12 months

In-store pick-ups are up slightly in 2021. Over 1-in-10 (17%) say they always or often purchase a product online and pick it up in-store.

*How often do you… **purchase a product online, and then pick it up in-store?***

	TOTAL 2021	TRACKING 2016	2017	2018	2019	2020	2021
	1769	984	982	1034	1778	1703	1769
	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	17	10	12	12	12	13	17
Almost always	3	2	1	3	2	3	3
Often	13	8	10	9	9	10	13
Sometimes	39	30	30	31	35	35	39
Rarely	28	29	31	27	29	28	28
Never	16	31	27	29	24	22	16
TOTAL RARELY/NEVER	44	60	58	56	53	50	44
Don’t know	1	-	1	<1	1	1	1

Q34. When you have a choice, how often do you…?
Base: Have made a purchase online in the last 12 months

Likelihood of visiting a store to browse but making purchases online varies to some extent by province.

% ALMOST ALWAYS/OFTEN	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Visit websites to research or compare products, but go to a store to make your purchase.	45	48	48	60	38	47	42	38	42	36	38
Visit a store to browse or look at a product, but make your purchase online.	14	11	13	9	14	18	10	10	15	12	14
Purchase a product online, and pick it up in-store.	17	16	18	7	16	19	13	15	14	15	18

Q34. When you have a choice, how often do you…?
Base: Have made a purchase online in the last 12 months

In 2021, 26% agree that they like visiting stores to browse and then make purchases online to get the best deal, down over time from a high of 40% in 2014.

"When shopping, I like visiting stores to browse but then I prefer to make purchases online to get the best deal."

	TOTAL 2021	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021
	1785	993	787	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
TOTAL AGREE	26	40	34	30	34	36	35	30	26
Strongly agree	6	9	7	7	7	8	7	7	6
Somewhat agree	20	31	27	23	27	28	28	23	20
Neither agree nor disagree	30	28	32	31	31	31	30	31	30
Somewhat disagree	22	18	23	21	20	18	20	22	22
Strongly disagree	20	14	12	16	14	14	14	17	20
TOTAL DISAGREE	42	32	35	37	35	32	34	38	42
Don't know	2	-	-	1	<1	1	1	1	2

Q35. Please indicate how much you agree or disagree with the following statements.
Base: Have made a purchase online in the last 12 months

Most agree (79%) that they almost always compare prices online before making a major purchase.

"I almost always compare prices online before making a major purchase."

	TOTAL 2021	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021
	1785	993	787	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
TOTAL AGREE	**79**	69	76	77	79	80	80	77	79
Strongly agree	**44**	33	37	43	47	45	44	40	44
Somewhat agree	**34**	36	39	34	32	35	36	36	34
Neither agree nor disagree	**12**	17	14	13	13	11	11	13	12
Somewhat disagree	**4**	7	6	5	5	6	5	5	4
Strongly disagree	**4**	7	3	4	2	3	3	4	4
TOTAL DISAGREE	**8**	14	9	9	8	9	7	10	8
Don't know	**1**	-	-	1	<1	<1	1	1	1

Q35. Please indicate how much you agree or disagree with the following statements.
Base: Have made a purchase online in the last 12 months

In 2021, 3-in-10 (31%) agree that they prefer shopping online more than shopping in stores (unchanged from 2020).

"I prefer shopping online more than shopping in stores."

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	1785	993	787	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
TOTAL AGREE	**31**	28	33	32	38	39	38	30	31
Strongly agree	**8**	7	10	10	12	13	12	10	8
Somewhat agree	**22**	21	23	22	26	26	26	20	22
Neither agree nor disagree	**31**	33	36	34	31	30	32	32	31
Somewhat disagree	**23**	20	20	22	19	20	17	21	23
Strongly disagree	**15**	19	11	12	12	11	13	15	15
TOTAL DISAGREE	**38**	39	31	34	31	31	30	36	38
Don't know	**1**	-	-	-	<1	<1	1	1	1

Q35. Please indicate how much you agree or disagree with the following statements.
Base: Have made a purchase online in the last 12 months

ATTITUDES TOWARD SHOPPING

Overall, attitudes toward online shopping vary relatively little by province, with the exception that PEI residents are more likely than those in other provinces to agree that they prefer shopping online.

% Agree (strongly or somewhat)	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
I almost always compare prices online before making a major purchase.	79	81	78	80	78	81	73	78	77	93	79
I prefer shopping online more than shopping in stores.	31	24	30	26	29	33	31	31	31	43	31
When shopping, I like visiting stores to browse but then I prefer to make purchases online to get the best deal.	26	28	24	24	27	28	24	27	25	21	26

Q35. Please indicate how much you agree or disagree with the following statements.
Base: Have made a purchase online in the last 12 months

PREFERENCE FOR MAKING ONLINE PURCHASES FROM CANADIAN VS U.S. BUSINESSES

Seven-in-ten (71%) prefer making online purchases from Canadian retailers when they have a choice, up over time.

	TOTAL	TRACKING							
	2021	2014	2015	2016	2017	2018	2019	2020	2021
	1785	993	787	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	71	62	62	59	65	62	64	68	71
U.S. businesses/retailers	1	3	2	1	2	2	2	2	1
No preference/Doesn't matter	18	18	16	24	21	23	21	18	18
It depends	8	13	19	14	11	12	11	10	8
Don't know	2	4	1	1	1	2	2	2	2

Q40. When you have a choice, do you generally prefer to make online purchases from Canadian businesses/retailers or from U.S. businesses/retailers?
Base: Have made a purchase online in the last 12 months

PREFERENCE FOR MAKING ONLINE PURCHASES FROM CANADIAN VS U.S. BUSINESSES

PEI and NS residents are most likely to report preferring to make online purchases from Canadian retailers when they have a choice.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	71	71	72	71	77	72	66	73	79	79	74
U.S. businesses/retailers	1	2	1	1	2	1	1	2	1	1	1
No preference/Doesn't matter	18	18	18	18	10	17	22	13	13	10	19
It depends	8	8	7	9	9	9	8	6	6	9	4
Don't know	2	2	3	-	2	2	3	5	1	-	3

Q40. When you have a choice, do you generally prefer to make online purchases from Canadian businesses/retailers or from U.S. businesses/retailers?
Base: Have made a purchase online in the last 12 months

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

More than half (55%) cite benefiting the Canadian economy/supporting local businesses as the main reason for preferring Canadian businesses, the highest proportion since tracking began.

Total Mentions	TRACKING						
	2015	2016	2017	2018	2019	2020	2021
	487	584	638	636	1147	1170	1280
	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	44	31	39	32	43	48	55
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	20	31	25	22	19	16	13
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	16	16	21	22	18	13	12
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	19	16	13	12	9	7	8
Because I am Canadian/I live in Canada	4	8	4	6	6	6	6
Fast shipping/Faster delivery	5	8	6	6	7	6	6
Trustworthy/Safe/Secure	6	5	4	5	4	5	3
Convenience/Ease/Ease of shipping/Accessibility	4	4	3	4	4	3	3

Mentions of 3% or more in 2021

Q41. What is the main reason that you prefer making online purchases from (ANSWER AT Q40)?
Base: Those who prefer making purchases online from Canadian businesses

Reasons for preferring Canadian businesses vary relatively little by province.

Total Mentions	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1280	159	99	62	72	438	195	68	75	53	59
	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	55	51	55	53	46	56	59	46	49	40	46
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	13	13	16	10	14	14	10	12	4	11	14
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	12	14	16	15	18	11	11	6	16	19	8
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	8	9	8	19	8	9	5	15	8	6	8
Because I am Canadian/I live in Canada	6	6	8	10	11	6	4	13	9	13	8
Fast shipping/Faster delivery	6	8	3	5	8	7	5	9	7	8	8
Trustworthy/Safe/Secure	3	4	5	-	3	3	3	4	4	4	3
Convenience/Ease/Ease of shipping/Accessibility	3	4	2	5	1	2	4	3	4	4	3

Mentions of 3% or more in 2021

Q41. What is the main reason that you prefer making online purchases from (ANSWER AT Q40)?
Base: Those who prefer making purchases online from Canadian businesses

HAVE PURPOSEFULLY MADE ONLINE PURCHASE FROM A CANADIAN RETAILER INSTEAD OF U.S./INTERNATIONALLY

Six-in-ten (59%) say they have purposefully made an online purchase from a Canadian retailer instead of a U.S. or other international one in the last 12 months.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	1785	1778	1703	1785
	%	%	%	%
Yes	59	57	56	59
No	26	28	30	26
Don’t know	15	15	14	15

2019-41A. In the last 12 months, have you purposefully made an online purchase from a Canadian retailer instead of from a U.S. or other international retailer?
Base: Have made a purchase online in the last 12 months

HAVE PURPOSEFULLY MADE ONLINE PURCHASE FROM A CANADIAN RETAILER INSTEAD OF U.S./INTERNATIONALLY

Six-in-ten (59%) say they have purposefully made an online purchase from a Canadian retailer instead of a U.S. or other international one in the last 12 months. SK (69%) and PEI (67%) residents are most likely to say they have.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Yes	59	63	59	69	54	59	56	63	58	67	59
No	26	24	30	18	30	27	26	17	29	21	29
Don’t know	15	13	11	13	16	14	19	19	13	12	13

2019-41A. In the last 12 months, have you purposefully made an online purchase from a Canadian retailer instead of from a U.S. or other international retailer?
Base: Have made a purchase online in the last 12 months

ASSESSMENT OF OVERALL EXPERIENCE MAKING AN ONLINE PURCHASE FROM A CANADIAN RETAILER

Most (55%) say the experience of purchasing from a Canadian retailer was ‘about the same’ as past experiences making similar purchases from U.S. or other international retailers. Just over one-third (35%) say it was better.

	TOTAL 2021	TRACKING		
		2019	2020	2021
	1063	1018	957	1063
	%	%	%	%
Better	35	30	30	35
Worse	3	2	3	3
About the same	55	59	57	55
Doesn’t apply	3	4	5	3
Don’t know	5	5	6	5

2019-41B. Was your overall experience of making an online purchase from a Canadian retailer better, worse or about the same as your past experiences making similar purchases from U.S. or other international retailers?
Base: Yes, have purposefully made an online purchase from a Canadian retailer instead of from a U.S. or other international retailer

ASSESSMENT OF OVERALL EXPERIENCE MAKING AN ONLINE PURCHASE FROM A CANADIAN RETAILER

Most (55%) say the experience of purchasing from a Canadian retailer was 'about the same' as past experiences making similar purchases from U.S. or other international retailers. Just over one-third (35%) say it was better.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1063	141	81	60	50	360	165	59	55	45	47
	%	%	%	%	%	%	%	%	%	%	%
Better	35	42	36	32	24	35	30	34	47	44	32
Worse	3	6	-	3	6	2	6	-	2	2	2
About the same	55	47	58	63	66	55	55	56	45	44	53
Doesn't apply	3	2	2	-	2	3	2	8	2	4	6
Don't know	5	4	4	2	2	5	6	2	4	4	6

2019-41B. Was your overall experience of making an online purchase from a Canadian retailer better, worse or about the same as your past experiences making similar purchases from U.S. or other international retailers?
Base: Yes, have purposefully made an online purchase from a Canadian retailer instead of from a U.S. or other international retailer
C Caution, small base size

PREFERENCE FOR MAKING RETAIL PURCHASES ONLINE VS AT A TRADITIONAL STORE

All things being equal, 63% of shoppers prefer making retail purchases from a traditional, ‘bricks and mortar’ store.

	TOTAL 2021	TRACKING 2016	2017	2018	2019	2020	2021
	1785	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%
Traditional, “bricks and mortar” store	63	66	64	59	60	65	63
Online store	28	24	26	32	30	25	28
Don’t know	9	9	9	9	9	9	9

Q36. Assuming all other factors are equal (e.g., price, selection, availability, etc.) do you prefer making retail purchases from an online store or at a traditional, “bricks and mortar” store?
Base: Have made a purchase online in the last 12 months

All things being equal, 63% of shoppers prefer making retail purchases from a traditional, ‘bricks and mortar’ store. The findings vary little by province.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Traditional, “bricks and mortar” store	63	67	56	68	73	63	63	65	68	64	68
Online store	28	24	31	23	23	27	31	27	25	27	21
Don't know	9	8	13	9	4	10	6	9	6	9	11

Q36. Assuming all other factors are equal (e.g., price, selection, availability, etc.) do you prefer making retail purchases from an online store or at a traditional, “bricks and mortar” store?
Base: Have made a purchase online in the last 12 months

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when making online purchases remain: cost/savings (66%), ease/ convenience (57%), availability of items (57%).

	TOTAL	TRACKING					
	2021	2016	2017	2018	2019	2020	2021
	1785	984	982	1034	1778	1703	1785
	%	%	%	%	%	%	%
Cost/savings	66	73	73	72	73	68	66
Ease/convenience	57	62	65	63	63	58	57
Availability of items	57	61	61	61	58	56	57
Time savings	51	55	61	59	58	48	51
Online customer reviews	45	-	-	-	48	40	45
Selection/variety	44	50	50	51	50	44	44
Ability to compare products	44	51	51	53	49	43	44
Ability to research/access to information	42	48	51	49	44	39	42
Ability to return products	40	40	42	40	44	40	40
Easy to use purchasing platform	37	-	-	-	39	35	37
Quality of items	29	28	28	29	31	27	29
Recommendations from someone you know	15	-	-	-	18	12	15
Better overall experience	14	14	14	16	16	11	14
More enjoyable/interesting/fun	8	11	13	12	9	8	8
Other	2	1	1	1	2	3	2
None of the above	4	2	2	2	3	3	4

Q37. Listed below are different factors you might consider when making a purchase from an **online store** instead of at a traditional store. Please select all the factors that are important to you.
Base: Have made a purchase online in the last 12 months

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when making online purchases remain: cost/savings (66%), ease/ convenience (57%), availability of items (57%).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1785	225	138	87	93	610	296	93	95	67	80
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	66	68	70	70	65	65	62	61	73	70	69
Ease/convenience	57	60	54	52	60	60	54	49	57	49	54
Availability of items	57	56	54	56	56	57	57	66	61	61	60
Time savings	51	51	57	38	46	49	55	45	47	43	36
Online customer reviews	45	48	41	48	48	46	41	49	47	31	36
Selection/variety	44	48	46	44	38	42	44	46	48	52	37
Ability to compare products	44	40	41	41	39	46	47	43	42	40	36
Ability to research/access to information	42	40	46	34	44	41	42	40	45	39	37
Ability to return products	40	46	39	31	49	40	36	40	45	37	46
Easy to use purchasing platform	37	40	36	34	34	40	29	32	44	28	40
Quality of items	29	34	30	24	32	30	23	33	40	31	39
Recommendations from someone you know	15	13	20	11	12	15	14	14	19	12	13
Better overall experience	14	14	15	11	9	16	12	14	12	12	14
More enjoyable/interesting/fun	8	7	9	6	2	9	8	10	5	12	9
Other	2	1	2	3	1	2	2	-	2	3	-
None of the above	4	2	3	5	8	5	5	8	3	-	7

Q37. Listed below are different factors you might consider when making a purchase from an **online store** instead of at a traditional store. Please select all the factors that are important to you.
Base: Have made a purchase online in the last 12 months

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when making a purchase online instead of at a traditional store is **cost/savings** (28%).

	TOTAL 2021	TRACKING 2016	2017	2018	2019	2020	2021
	1705	967	961	1012	1731	1654	1705
	%	%	%	%	%	%	%
Cost/savings	28	38	31	33	33	30	28
Ease/convenience	16	15	18	17	15	15	16
Availability of items	11	9	12	11	9	11	11
Ability to return products	8	8	7	8	8	7	8
Time savings	8	8	8	8	10	6	8
Ability to research/access to information	5	6	6	5	4	6	5
Online customer reviews	5	-	-	-	4	4	5
Quality of items	5	3	2	4	3	4	5
Selection/variety	4	6	6	5	6	5	4
Ability to compare products	3	5	5	5	4	4	3
Easy to use purchasing platform	2	-	-	-	2	3	2
Better overall experience	2	1	2	1	2	1	2
More enjoyable/interesting/fun	1	1	1	1	1	1	1
Recommendations from someone you know	1	-	-	-	1	1	1
Other	1	2	2	2	1	3	1
Don't know	1	-	-	-	-	-	1

Q38. Which of these factors is usually **most important** to you when making a purchase from an online store instead of at a traditional store? Please select only one.
Base: Have made a purchase online in the last 12 months and had at least one important factor in Q37

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when making a purchase online instead of at a traditional store is **cost/savings** (28%).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1705	220	134	83	86	582	280	86	92	67	74
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	28	30	35	36	35	27	23	24	29	25	34
Ease/convenience	16	15	18	11	15	17	17	10	11	16	12
Availability of items	11	10	7	13	12	11	12	21	14	12	20
Ability to return products	8	10	7	4	9	9	5	6	10	6	9
Time savings	8	8	7	5	5	6	12	7	5	7	5
Ability to research/access to information	5	5	6	6	1	4	7	3	3	4	3
Online customer reviews	5	6	4	8	6	6	3	6	4	4	3
Quality of items	5	5	1	6	6	6	4	2	10	3	1
Selection/variety	4	5	5	5	3	3	6	8	3	6	5
Ability to compare products	3	2	2	2	2	3	5	2	2	1	-
Easy to use purchasing platform	2	1	1	-	-	3	1	1	1	3	1
Better overall experience	2	1	1	-	-	2	1	2	1	1	1
More enjoyable/interesting/fun	1	<1	1	1	-	1	1	-	-	1	1
Recommendations from someone you know	1	1	1	-	5	1	1	1	3	1	1
Other	1	1	1	2	1	1	1	-	2	3	-
Don't know	1	1	-	-	-	1	1	5	-	3	1

Q38. Which of these factors is usually **most important** to you when making a purchase from an online store instead of at a traditional store? Please select only one.
Base: Have made a purchase online in the last 12 months and had at least one important factor in Q37

COMFORT LEVEL WITH DIFFERENT TYPES OF TRANSACTIONS

In general, internet users are more comfortable making purchases on **Canadian** retail or government websites than on U.S retail websites. Expressed comfort in using mobile payment or digital wallet services is at 34% in 2021, up markedly since 2016.

% Comfortable

	TOTAL 2021						TRACKING					
	Very comfortable (no concerns)	Somewhat comfortable	Neither	Somewhat uncomfortable	Very uncomfortable (major concerns)	Don't know	2016	2017	2018	2019	2020	2021
	2022						1200	1200	1203	2050	2000	2022
	%						%	%	%	%	%	%
Making a purchase on an Canadian retail website	29	45	14	5	3	4	72	74	74	75	73	74
Making a purchase or payment on a government website	33	36	15	6	4	6	72	73	74	73	71	69
Making a purchase on a U.S. retail website	13	37	19	16	9	6	52	53	55	55	47	50
Using a mobile payment or digital wallet service, in which you pay by using your mobile phone instead of paying with cash, cheque or credit card (e.g., Apple Pay, etc.)	13	22	17	20	19	11	23	27	37	32	31	34

- Very comfortable (no concerns)
- Somewhat comfortable
- Neither
- Somewhat uncomfortable
- Very uncomfortable (major concerns)
- Don't know

Q43. Thinking about any concerns you might have about the security of your personal information when making online purchases, how comfortable are you or would you be with the following types of transactions? Please answer regardless of whether you have made this type of transaction in the past.

Base: Total sample

COMFORT LEVEL WITH DIFFERENT TYPES OF TRANSACTIONS

In general, internet users are more comfortable making purchases on **Canadian** retail or government websites than on U.S retail websites.

% VERY/SOMEWHAT COMFORTABLE	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Making a purchase on an Canadian retail website	74	74	78	74	78	74	70	76	78	79	77
Making a purchase or payment on a government website	69	68	75	69	70	70	64	65	74	77	73
Making a purchase on a U.S. retail website	50	49	59	50	55	50	46	54	52	46	57
Using a mobile payment or digital wallet service, in which you pay by using your mobile phone instead of paying with cash, cheque or credit card	34	38	38	33	36	35	30	35	31	30	42

Q43. Thinking about any concerns you might have about the security of your personal information when making online purchases, how comfortable are you or would you be with the following types of transactions? Please answer regardless of whether you have made this type of transaction in the past.

Base: Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

Generally speaking, internet users are more comfortable with businesses/organizations that have a website than with those that do not.

% Agree

	TOTAL 2021 (2022) %						TRACKING 2016 (1200) %	2017 (1200) %	2018 (1203) %	2019 (2050) %	2020 (2000) %	2021 (2022) %
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know						
I am more likely to do business with a company that has a website	27	39	25	4	3	3	53	59	66	67	61	66
I generally have a better impression of businesses/orgs that have a website	24	40	26	4	3	3	56	60	67	67	61	64
Having a website makes a business/organization look more credible	25	38	25	5	3	4	61	63	65	65	60	63
I am more likely to donate to a not-for-profit organization that has a website	20	29	31	7	6	7	37	44	48	49	45	49
I don't trust businesses/organizations that do not have a website	11	26	36	15	7	4	36	39	38	37	33	37
It generally doesn't matter to me whether or not a bus./org. has a website	7	16	27	31	16	3	21	19	23	21	25	22

Q44. Please indicate how much you agree or disagree with the following statements.
Base: Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

Generally speaking, internet users are more comfortable with businesses/organizations that have a website than with those that do not. The findings vary relatively little by province.

% STRONGLY/SOMEWHAT AGREE	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
I am more likely to do business with a company that has a website	66	66	65	67	66	69	63	55	64	62	67
I generally have a better impression of businesses/orgs that have a website	64	68	58	62	62	67	61	57	64	59	64
Having a website makes a business/organization look more credible	63	66	64	64	62	67	54	56	61	62	66
I am more likely to donate to a not-for-profit organization that has a website	49	51	52	45	55	52	43	46	45	41	46
I don't trust businesses/organizations that do not have a website	37	36	35	39	24	42	33	34	36	35	28
It generally doesn't matter to me whether or not a bus./org. has a website	22	22	25	26	23	22	21	25	27	32	16

Q44. Please indicate how much you agree or disagree with the following statements.
Base: Total sample

HEARD OF MOBILE PAYMENT OR DIGITAL WALLET SERVICES BEFORE

Three-quarters have heard of mobile payment or digital wallet services.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	2022	2050	2000	2022
	%	%	%	%
Yes	**76**	75	74	76
No	**19**	22	23	19
Don't know	**5**	3	4	5

2018-38A. A **mobile payment,** or **digital wallet service,** allows you to make purchases by using your mobile phone instead or paying with cash, cheque or credit card (e.g., Apply Pay, etc.)? Have you heard of mobile payment or digital wallet services before?
Base: Total sample

HEARD OF MOBILE PAYMENT OR DIGITAL WALLET SERVICES BEFORE

Awareness of digital wallet services is lower among QC residents than those of other provinces.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	76	84	80	83	77	79	65	73	80	83	80
No	19	13	17	16	19	17	28	22	18	16	14
Don't know	5	4	3	1	4	4	7	5	2	1	5

2018-38A. A **mobile payment,** or **digital wallet service,** allows you to make purchases by using your mobile phone instead or paying with cash, cheque or credit card (e.g., Apple Pay, etc.)? Had you heard of mobile payment or digital wallet services before?
Base: Total sample

DEGREE OF TRUST USING MOBILE PAYMENT/DIGITAL WALLET SERVICES

Trust in digital wallet services is mostly stable over time.

% Great deal/some trust

	TOTAL					TRACKING					
	2021					2016	2017	2018	2019	2020	2021
	2022					984	982	1203	2050	2000	2022
	%					%	%	%	%	%	%
	A great deal of trust	Some trust	Not much trust	No trust at all	Don't know						
The security of the transaction	14	35	21	14	15	44	48	51	49	46	50
Your ability to contact someone/get answers if an issue occurs	9	28	26	16	21	36	38	41	38	37	37
Your ability to recover funds if a mistake occurs	9	27	25	18	21	35	39	41	39	36	37

■ A great deal of trust ■ Some trust
■ Not much trust ■ No trust at all
■ Don't know

Q39A. In general, how much or little do you trust mobile payment/digital wallet services on the following aspects of financial transactions? Please answer regardless of whether you have used mobile payment.
Base: Total sample

DEGREE OF TRUST USING MOBILE PAYMENT/DIGITAL WALLET SERVICES

Levels of trust vary little by province.

% A GREAT DEAL OF/SOME TRUST	TOTAL 2021	PROVINCE British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
The security of the transaction	50	53	56	50	42	51	44	48	50	44	45
Your ability to contact someone/get answers if an issue occurs	37	37	37	37	28	39	36	27	40	37	29
Your ability to recover funds if a mistake occurs	37	36	39	38	31	39	34	28	40	33	36

Q39A. In general, how much or little do you trust mobile payment/digital wallet services on the following aspects of financial transactions? Please answer regardless of whether you have used mobile payment.
Base: Total sample

7

REMOTE WORK AND ACCESSING GOVERNMENT AND OTHER ORGANIZATIONS ONLINE

PEOPLE IN HOUSEHOLD WORKING REMOTELY PRIOR TO COVID-19

63% indicate that no one in their household worked remotely prior to COVID-19.

	TOTAL	TRACKING	
	2021	2020	2021
	2022	2000	2022
	%	%	%
None	63	58	63
1	17	20	17
2	7	8	7
3	1	1	1
4 or more	1	1	1
Doesn't apply	10	11	10
Don't know	1	1	1

Q2020-72b. Prior to the COVID-19 pandemic, how many people in your household worked remotely?
Base: Total sample

PEOPLE IN HOUSEHOLD WORKING REMOTELY PRIOR TO COVID-19

63% indicate that no one in their household worked remotely prior to COVID-19.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
None	63	60	65	56	70	59	70	62	66	67	64
1	17	20	13	21	14	20	14	15	16	15	18
2	7	7	7	10	2	8	4	4	8	2	3
3	1	2	2	-	-	2	1	2	-	1	1
4 or more	1	1	1	1	1	1	<1	2	1	1	1
Doesn’t apply	10	11	12	11	12	8	9	13	8	13	10
Don’t know	1	<1	1	1	1	1	1	2	1	-	3

Q2020-72b. Prior to the COVID-19 pandemic, how many people in your household worked remotely?
Base: Total sample

INCIDENCE OF WORKING FROM HOME PRIOR TO COVID-19

Among those now working from home, 39% say they worked remotely at least some of the time prior to the pandemic.

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	784	366	784
	%	%	%
Never	32	13	32
Rarely	27	15	27
Some of the time	22	38	22
Most of the time	7	16	7
Almost always	10	17	10
Doesn't apply	1	<1	1
Don't know	1	<1	1

Q2020-72. Prior to the COVID-19 pandemic, how often did you work remotely?
Base: Working at home because of or before COVID-19 pandemic

INCIDENCE OF WORKING FROM HOME PRIOR TO COVID-19

Among those now working from home, 39% say they worked remotely at least some of the time prior to the pandemic.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	784	102	49	24c	39c	319	143	32c	31c	19c	25c
	%	%	%	%	%	%	%	%	%	%	%
Never	32	29	37	46	49	26	40	19	26	32	44
Rarely	27	30	22	21	26	31	22	19	23	26	28
Some of the time	22	20	22	17	18	24	21	28	26	26	4
Most of the time	7	9	2	8	5	7	8	9	6	5	12
Almost always	10	11	12	8	3	10	8	19	19	5	12
Doesn't apply	1	1	4	-	-	2	-	3	-	5	-
Don't know	1	-	-	-	-	1	1	3	-	-	-

Q2020-72. Prior to the COVID-19 pandemic, how often did you work remotely?
Base: Working at home because of or before COVID-19 pandemic
c Caution, small base size
BTS Base size too small to report

PERCEIVED BENEFITS OF WORKING REMOTELY

The top benefits of working remotely are less time spent commuting (76%) and time savings in general (63%).

	TOTAL 2021	TRACKING 2020	TRACKING 2021
	784	366	784
	%	%	%
Less time spent commuting	76	77	76
Time savings	63	66	63
Money savings	59	53	59
Greater flexibility with chores/errands	52	50	52
Better work-life balance	37	54	37
Increased quiet time	37	44	37
Positive environmental impact	36	40	36
Ability to receive deliveries	35	30	35
Increased productivity	31	38	31
Happier work life	31	37	31
Greater flexibility with housing choices	28	22	28
Customizable office space	25	33	25
Greater flexibility with child care	18	18	18
Other	<1	<1	<1
None of the above	3	1	3

Q2020-73. In your view, which of the following are valuable benefits of working remotely in normal circumstances?
Base: Working at home because of or before COVID-19 pandemic

PERCEIVED BENEFITS OF WORKING REMOTELY

The top benefits of working remotely are less time spent commuting (77%) and time savings in general (66%).

	TOTAL 2020	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	784	102	49	24c	39c	319	143	32c	31c	19c	25c
	%	%	%	%	%	%	%	%	%	%	%
Less time spent commuting	76	73	69	71	67	77	78	84	81	63	64
Time savings	63	61	69	58	62	62	67	50	65	47	40
Money savings	59	55	55	46	67	60	60	53	61	37	48
Greater flexibility with chores/errands	52	53	51	38	62	53	49	44	55	53	48
Better work-life balance	37	37	27	46	33	39	36	22	32	37	36
Increased quiet time	37	34	27	17	33	35	48	34	29	42	28
Positive environmental impact	36	38	35	21	26	34	42	34	26	37	16
Ability to receive deliveries	35	33	33	8	33	34	40	31	39	16	28
Increased productivity	31	28	31	29	31	32	33	41	29	16	24
Happier work life	31	32	39	33	36	33	25	31	19	37	24
Greater flexibility with housing choices	28	28	29	33	21	32	20	25	35	21	28
Customizable office space	25	25	22	25	31	26	24	34	32	16	24
Greater flexibility with child care	18	19	22	25	18	18	15	22	16	21	28
Other	<1	-	-	-	-	1	-	3	-	-	-
None of the above	3	1	2	13	-	3	4	-	-	5	4

Q2020-73. In your view, which of the following are valuable benefits of working remotely in normal circumstances?
Base: Working at home because of or before COVID-19 pandemic
c Caution, small base size
BTS Base size too small to report

WILLINGNESS TO WORK FOR AN ORGANIZATION UNDER DIFFERENT CIRCUMSTANCES

People are more likely to indicate that they would be unwilling (36%) than willing (24%) to work for an organization that does not allow employees to work remotely.

% Willing

How willing would you be to work for an organization that …	TOTAL 2021: Totally willing	Somewhat willing	Neutral	Not very willing	Not willing at all	Don't know	TRACKING 2020	TRACKING 2021
	1408						1351	1408
	%						%	%
Does not cover home internet costs	19	15	36	15	9	6	38	34
Does not cover mobile phone costs	17	14	35	18	11	6	34	31
Does not allow employees to work remotely	13	11	33	23	13	6	27	24

■ Totally willing ■ Somewhat willing ■ Neutral
■ Not very willing ■ Not willing at all ■ Don't know

Q2020-74. How willing would you be to work for an organization that … ?
Base: Working/looking for work/student

Those in NF are most willing to work for an organization that does not allow employees to work remotely.

% Willing	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1408	179	109	66	75	479	252	65	70	54	58
	%	%	%	%	%	%	%	%	%	%	%
Does not cover home internet costs	34	35	37	38	39	33	32	43	34	33	38
Does not cover mobile phone costs	31	31	30	33	32	28	33	34	34	37	34
Does not allow employees to work remotely	24	29	28	29	27	22	23	31	24	31	36

Q2020-74. How willing would you be to work for an organization that … ?
Base: Working/looking for work/student
c Caution, small base size

People are most likely to communicate with their bank and the government online.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	2022	2050	2000	2022
	%	%	%	%
Bank	68	75	69	68
Government	48	56	46	48
Your workplace	44	41	41	44
Insurance company	43	43	37	43
Utility company (e.g., gas, hydro)	37	44	37	37
Doctor's office	28	17	17	28
Dentist's office	24	22	22	24
College or university you attend	13	17	12	13
Your child's school	13	12	11	13
None of the above	11	9	13	11

2019-45E. Which of the following organizations do you ever communicate with online (i.e. email, using an app, etc.)? Select all that apply.
Base: Total sample

Online communications vary little by province.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Bank	68	73	67	73	63	70	61	70	63	60	68
Government	48	53	46	44	39	50	45	50	42	54	53
Your workplace	44	45	39	42	51	47	42	46	40	30	35
Insurance company	43	35	57	47	23	45	42	48	41	32	43
Utility company (e.g., gas, hydro)	37	47	44	40	37	34	31	44	32	37	44
Doctor's office	28	35	19	16	21	34	23	17	19	13	14
Dentist's office	24	34	27	26	26	28	13	17	18	16	24
College or university you attend	13	13	16	7	16	14	10	9	13	11	12
Your child's school	13	15	12	21	9	13	14	14	7	15	22
None of the above	11	8	10	13	9	9	16	13	17	16	14

2019-45E. Which of the following organizations do you ever communicate with online (i.e. email, using an app, etc.)? Select all that apply.
Base: Total sample

8

MALWARE, CYBERATTACKS, INFORMAL TECH SUPPORT AND PRIVACY

About three-quarters (73%) are concerned about malware when using the internet. Levels of intense concern have declined over time (28% are 'very' concerned in 2021, down from 40% in 2017).

	TOTAL	TRACKING				
	2021	2017	2018	2019	2020	2021
	2022	982	1034	1778	2000	2022
	%	%	%	%	%	%
TOTAL CONCERNED	73	79	77	80	74	73
Very concerned	28	40	32	33	30	28
Somewhat concerned	45	39	45	48	43	45
Neutral	13	12	12	10	13	13
Not very concerned	7	6	7	6	8	7
Not concerned at all	4	1	1	1	3	4
TOTAL NOT CONCERNED	11	7	8	7	11	11
Don't know	3	2	2	3	3	3

Q50B. Malware, short for "malicious software", is software that is specifically designed to gain access or damage a computer without the knowledge of the owner. How concerned are you about malware when using the internet?

Base: Total sample

CONCERN ABOUT MALWARE WHEN USING THE INTERNET

About three-quarters (73%) are concerned about malware when using the internet.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONCERNED	73	73	76	82	73	74	69	76	76	73	66
Very concerned	28	27	31	30	27	29	25	26	25	24	24
Somewhat concerned	45	46	44	52	46	45	44	50	52	49	42
Neutral	13	13	11	6	5	13	15	10	14	15	16
Not very concerned	7	6	7	7	11	7	7	7	6	9	12
Not concerned at all	4	4	3	5	7	3	6	4	2	1	1
TOTAL NOT CONCERNED	11	10	10	12	18	10	12	11	8	10	13
Don't know	3	3	3	-	4	3	4	3	2	2	4

Q50B. Malware, short for "malicious software", is software that is specifically designed to gain access or damage a computer without the knowledge of the owner. How concerned are you about malware when using the internet?

Base: Total sample

INCIDENCE OF EXPERIENCING A CYBERATTACK

In 2021, 25% say they have been the victim of a successful cyberattack, down from 32% in 2019.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	2022	2050	2000	2022
	%	%	%	%
Yes	25	32	27	25
No	58	51	56	58
Prefer not to answer	3	2	2	3
Don’t know	14	15	15	14

2019-51. Have you ever been the victim of a successful cyberattack (e.g. malware, phishing, password hacking, viruses, etc.)?
Base: Total sample

In 2021, 25% say they have been the victim of a successful cyberattack.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	25	32	22	22	25	24	22	28	25	22	26
No	58	47	58	60	55	59	65	49	54	63	65
Prefer not to answer	3	3	6	3	1	2	3	4	-	-	2
Don't know	14	18	14	15	19	15	9	19	22	15	7

2019-51. Have you ever been the victim of a successful cyberattack (e.g. malware, phishing, password hacking, viruses, etc.)?
Base: Total sample

More than 4-in-10 (45%) say they provide informal ‘tech support’.

	TOTAL	TRACKING		
	2021	2019	2020	2021
	2022	2050	2000	2022
	%	%	%	%
Yes	45	45	44	45
No	49	51	52	49
Prefer not to answer	2	1	1	2
Don’t know	4	3	4	4

2019-52. Do you provide informal ‘tech support’ to any friends or family members who have limited digital/online skills (e.g., child, parent or other older adult, etc.)?
Base: Total sample

PROVIDING INFORMAL 'TECH SUPPORT'

More than 4-in-10 (45%) say they provide informal 'tech support'.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	45	44	46	45	46	45	45	39	52	40	39
No	49	48	47	50	49	49	49	55	46	56	49
Prefer not to answer	2	2	3	1	1	2	2	2	-	1	5
Don't know	4	6	4	4	4	4	3	4	2	2	6

2019-52. Do you provide informal 'tech support' to any friends or family members who have limited digital/online skills (e.g., child, parent or other older adult, etc.)?
Base: Total sample

CONFIDENCE IN ABILITY TO PROVIDE INFORMAL TECH SUPPORT

Most of those who do provide informal tech support are confident in their ability to help friends/family.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	902	900	878	902
	%	%	%	%
TOTAL CONFIDENT	79	79	76	79
Very confident	24	25	20	24
Somewhat confident	55	54	56	55
Neutral	14	18	18	14
Not very confident	5	3	4	5
Not confident at all	1	1	<1	1
TOTAL NOT CONFIDENT	6	3	5	6
Don't know	<1	1	<1	<1

2019-53. How confident are you in your ability to help friends or family members who need informal 'tech support'?
Base: Among those who provide informal tech support

CONFIDENCE IN ABILITY TO PROVIDE INFORMAL TECH SUPPORT

Most of those who do provide informal tech support are confident in their ability to help friends/family.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	904	113	71	45	46	304	160	39c	55	33c	38c
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONFIDENT	79	80	85	80	76	80	74	82	87	82	82
Very confident	24	23	24	29	22	25	23	28	29	21	18
Somewhat confident	55	57	61	51	54	56	52	54	58	61	63
Neutral	14	13	7	16	15	14	19	10	11	12	18
Not very confident	5	5	7	4	9	5	4	8	2	6	-
Not confident at all	1	2	1	-	-	<1	1	-	-	-	-
TOTAL NOT CONFIDENT	6	7	8	4	9	6	5	8	2	6	-
Don’t know	<1	-	-	-	-	-	1	-	-	-	-

2019-53. How confident are you in your ability to help friends or family members who need informal ‘tech support’?
Base: Among those who provide informal tech support
C Caution, small base size

CONCERN ABOUT VULNERABILITY OF FAMILY/FRIENDS TO CYBERATTACKS

Three-quarters of those who do provide informal tech support are concerned about the vulnerability of their friends/family to cyberattacks.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	904	900	878	904
	%	%	%	%
TOTAL CONCERNED	75	81	77	75
Very concerned	25	27	25	25
Somewhat concerned	49	53	52	49
Neutral	15	14	14	15
Not very concerned	8	5	8	8
Not concerned at all	2	1	1	2
TOTAL NOT CONCERNED	10	5	8	10
Don’t know	1	1	<1	1

2019-54. Thinking about the friends/family you help by providing ‘tech support’, how concerned are you about their vulnerability to cyberattacks (e.g., malware, phishing, viruses, etc.)?
Base: Among those who provide informal tech support

CONCERN ABOUT VULNERABILITY OF FAMILY/FRIENDS TO CYBERATTACKS

Three-quarters of those who do provide informal tech support are concerned about the vulnerability of their friends/family to cyberattacks.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	904	113	71	45	46	304	160	39c	55	33c	38c
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONCERNED	75	80	75	78	74	74	72	77	76	73	63
Very concerned	25	33	25	13	24	25	23	23	29	18	18
Somewhat concerned	49	47	49	64	50	49	49	54	47	55	45
Neutral	15	12	14	18	11	13	18	15	16	15	29
Not very concerned	8	6	8	2	9	10	7	8	4	12	8
Not concerned at all	2	1	1	2	7	2	3	-	2	-	-
TOTAL NOT CONCERNED	10	7	10	4	15	12	9	8	5	12	8
Don’t know	1	1	1	-	-	1	1	-	2	-	-

2019-54. Thinking about the friends/family you help by providing ‘tech support’, how concerned are you about their vulnerability to cyberattacks (e.g., malware, phishing, viruses, etc.)?
Base: Among those who provide informal tech support
C Caution, small base size

9

SOCIAL MEDIA AND MOBILE USE AND ONLINE HARASSMENT

Perceptions of safety from online harassment are highest for WhatsApp (82%) and LinkedIn (87%) and lowest for Twitter (65%) and Facebook (63%). Perceptions are unchanged from 2020.

% Very/Somewhat Safe

	TOTAL 2021: Very safe	Somewhat safe	Not very safe	Not safe at all	Don't know	TRACKING 2018	2019	2020	2021	AGE (2021) 18-34	35-54	55+	GENDER (2021) Male	Female	CHILDREN <18 (2021) Yes	No
	Base size varies															
	%					%	%	%	%	%	%	%	%	%	%	%
LinkedIn	39	48	7	1	4	-	83	81	87	88	86	87	84	90	86	87
WhatsApp	36	46	8	3	7	84	84	83	82	83	80	86	80	85	82	83
Facebook Messenger	25	53	11	5	5	75	76	78	78	73	78	82	77	79	78	78
Snapchat	28	47	12	4	8	-	76	77	76	76	75	82	75	76	80	74
Instagram	20	55	14	6	6	74	73	73	75	73	75	79	73	76	76	75
Twitter	17	47	21	9	6	67	64	65	65	66	60	71	63	67	65	64
Facebook	13	49	24	8	5	66	61	63	63	59	60	68	63	62	63	63

■ Very safe ■ Somewhat safe
■ Not very safe ■ Not safe at all
■ Don't know

Q2018-58B. How safe from online harassment do you feel when using the following social media sites or apps? (Previous phrasing) How safe from cyberbullying or online harassment do you feel when using the following social media sites?

Base: Among those who have used each site

PERCEPTION OF SAFETY FROM ONLINE HARASSMENT WHEN USING SOCIAL MEDIA

Perceptions of safety from online harassment are highest for WhatsApp (82%) and LinkedIn (87%) and lowest for Twitter (65%) and Facebook (63%).

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	87	89	91	90	81	85	87	93	89	83	94
WhatsApp	82	90	84	81	85	81	79	85	83	75	82
Facebook Messenger	78	80	81	86	76	79	73	86	81	80	82
Snapchat	76	77	82	88	84	73	71	100	65	82	65
Instagram	75	75	81	86	80	75	70	66	66	83	82
Twitter	65	62	73	70	82	63	60	71	55	68	75
Facebook	63	60	68	71	66	65	54	73	67	70	73

Q2018-58B. How safe from online harassment do you feel when using the following social media sites or apps? (Previous phrasing) How safe from cyberbullying or online harassment do you feel when using the following social media sites?

Base: Among those who have used each site

RELUCTANCE TO USE SOCIAL MEDIA/ONLINE DISCUSSIONS DUE TO ONLINE HARASSMENT

About one-third (34%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment, up from 26% in 2017. Women are more likely than men to feel reluctant.

	TOTAL	TRACKING				
	2021	2017	2018	2019	2020	2021
	2022	1200	1203	2050	2000	2022
	%	%	%	%	%	%
Yes	34	26	29	32	32	34
No	49	55	53	52	52	49
Don't know	6	6	6	6	6	6
Doesn't apply	10	13	12	10	10	10

Reluctance to Use Social Media, by Gender

	Males					Females				
	2017	**2018**	**2019**	**2020**	**2021**	**2017**	**2018**	**2019**	**2020**	**2021**
	%	%	%	%	%	%	%	%	%	%
% 'Yes'	21	24	31	28	29	30	34	34	35	39

Q59B. Have you ever been reluctant to use social media and/or participate in an online discussion because of concerns about cyberbullying or online harassment?
Base: Total sample

RELUCTANCE TO USE SOCIAL MEDIA/ONLINE DISCUSSIONS DUE TO ONLINE HARASSMENT

About one-third (34%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment.

	TOTAL 2021	PROVINCE British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes	34	33	39	31	36	34	31	33	40	33	35
No	49	44	44	50	50	50	54	50	47	60	52
Don’t know	6	8	5	10	3	6	6	8	7	4	5
Doesn’t apply	10	14	12	10	11	10	9	9	7	4	8

Q59B. Have you ever been reluctant to use social media and/or participate in an online discussion because of concerns about cyberbullying or online harassment?
Base: Total sample

One-quarter (25%) have experienced or witnessed harassment when using the internet. Experiences with harassment are significantly higher among younger people (38% of 18-34 year olds in 2021).

	TOTAL 2021	TRACKING 2017	2018	2019	2020	2021
	2022	1200	1203	2050	2000	2022
	%	%	%	%	%	%
Yes, I have experienced it	**14**	9	9	12	12	14
Yes, I have witnessed it	**14**	24	24	13	12	14
No	**71**	65	64	73	73	71
Don't know	**4**	4	5	3	3	4

Experienced or Witnessed Cyberbullying, by Age and Gender

	18-34					35-54					55+					Males					Females				
	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Experienced it	15	19	14	20	19	10	5	13	10	14	3	5	10	9	9	9	9	12	12	12	9	10	12	13	15
Witnessed it	36	39	25	21	24	25	22	12	13	14	12	14	6	6	6	19	22	13	13	14	28	26	13	12	13

Q59A. Online harassment **involves the use of the internet and other online communication methods** (e.g., social media, websites, email, text and instant messaging, etc.) to repeatedly intimidate or harass others. Have you ever personally experienced online harassment?
(previous phrasing) "Cyberbullying" involves the use of communication technologies such as the Internet, social media sites, websites, email, text messaging and instant messaging to repeatedly intimidate or harass others. Have you ever personally experienced or witnessed cyberbullying?
Base: Total sample

One-quarter (25%) have experienced or witnessed harassment when using the internet.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	14	17	14	17	12	14	11	13	18	12	13
Yes, I have witnessed it	14	16	16	24	9	14	10	17	12	15	14
No	71	66	67	61	76	72	77	68	66	72	68
Don't know	4	4	4	2	3	4	3	5	5	1	5

Q59A. Online harassment **involves the use of the internet and other online communication methods** (e.g., social media, websites, email, text and instant messaging, etc.) to repeatedly intimidate or harass others. Have you ever personally experienced online harassment?
(previous phrasing) “Cyberbullying” involves the use of communication technologies such as the Internet, social media sites, websites, email, text messaging and instant messaging to repeatedly intimidate or harass others. Have you ever personally experienced or witnessed cyberbullying?
Base: Total sample

Facebook still dominates among social media sites and messaging apps, but many say they use Instagram and/or WhatsApp.

	TOTAL	TRACKING			
	2021	2018	2019	2020	2021
	2022	1203	2050	2000	2022
	%	%	%	%	%
Facebook	70	77	71	70	70
Facebook Messenger	62	n/a	58	58	62
YouTube	55	-	-	49	55
WhatsApp	41	n/a	33	36	41
Instagram	40	35	36	38	40
LinkedIn	31	35	34	30	31
Twitter	25	26	23	23	25
Pinterest	21	-	-	22	21
Snapchat	14	19	14	15	14
TikTok	9	-	-	3	9
WeChat	6	-	-	5	6
Telegram	4	-	-	2	4
Viber	3	-	-	3	3
Tumblr	2	-	-	3	2
Other	1	n/a	2	2	1
None	7	13	13	9	7

2018-58A. Which social media sites or messaging apps do you ever use? Select all that apply.
Base: Total sample

Facebook still dominates among social media sites and messaging apps, but many say they use Instagram and/or WhatsApp.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2022	255	153	101	100	671	355	100	106	82	97
	%	%	%	%	%	%	%	%	%	%	%
Facebook	70	72	75	77	76	68	68	73	79	77	76
Facebook Messenger	62	61	69	62	66	55	68	66	70	68	73
YouTube	55	60	52	55	54	57	48	63	53	55	61
WhatsApp	41	45	46	32	41	53	25	13	27	10	11
Instagram	40	44	44	44	41	43	31	35	47	37	34
LinkedIn	31	32	35	30	21	37	24	28	25	15	19
Twitter	25	25	26	33	28	29	15	28	36	27	37
Pinterest	21	23	22	28	27	19	19	29	23	24	29
Snapchat	14	15	14	26	25	14	10	10	19	21	24
TikTok	9	8	10	13	9	9	8	10	12	16	14
WeChat	6	12	7	2	3	8	2	1	5	6	1
Telegram	4	4	2	5	5	4	4	1	1	1	6
Viber	3	4	3	2	4	3	5	1	1	1	-
Tumblr	2	1	4	3	1	2	1	1	2	2	2
Other	1	2	1	2	1	2	<1	-	1	1	4
None	7	7	7	5	9	7	7	5	6	9	7

2018-58A. Which social media sites or messaging apps do you ever use? Select all that apply.
Base: Total sample

YouTube and Facebook are most likely to be selected as 'helpful'. However, Facebook is also much more likely than any other site to be selected as 'toxic' and 'addictive'. There is no clear consensus about which site is the most 'positive'.

is the most ...	TOTAL 2021			
	1600			
	%			
	Helpful	Toxic	Addictive	Positive
Facebook	16	43	36	10
Twitter	3	9	4	2
Instagram	4	8	13	10
Snapchat	<1	1	1	2
LinkedIn	8	<1	1	12
Facebook Messenger	12	3	3	9
WhatsApp	9	2	4	10
YouTube	23	5	13	13
TikTok	1	2	4	2
WeChat	2	<1	1	1
Tumblr	<1	<1	<1	<1
Viber				<1
Pinterest	7	1	2	8
Telegram	<1	<1	<1	1
None	15	26	18	20

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

YouTube and Facebook are most likely to be selected as 'helpful'.

is the most … Helpful	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1623	203	130	84	81	547	265	82	86	64	81
	%	%	%	%	%	%	%	%	%	%	%
YouTube	23	27	23	19	22	24	18	37	13	22	28
Facebook	16	16	16	20	19	13	20	21	24	30	21
Facebook Messenger	12	6	8	6	9	5	32	5	15	9	6
WhatsApp	9	13	9	6	5	11	6	2	1	-	1
LinkedIn	8	6	8	5	6	12	5	5	3	3	4
Pinterest	7	8	8	10	11	7	6	9	7	9	12
Instagram	4	3	2	5	5	5	2	4	5	2	1
Twitter	3	2	2	5	6	4	2	5	3	3	7
WeChat	2	2	2	-	-	2	<1	-	2	2	-
TikTok	1	<1	1	2	1	1	<1	-	1	3	-
Telegram	<1	1	-	1	-	<1	<1	-	-	-	2
Snapchat	<1	1	1	-	1	-	-	-	-	-	2
Tumblr	<1	-	-	1	-	-	-	-	-	-	-
None	15	12	19	20	15	17	8	13	24	17	14

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

Facebook is most likely to be selected as ‘toxic’, by a wide margin.

is the most … Toxic	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1623	203	130	84	81	547	265	82	86	64	81
	%	%	%	%	%	%	%	%	%	%	%
Facebook	43	45	45	48	43	38	46	50	56	52	40
Twitter	9	8	11	7	9	12	4	10	8	5	7
Instagram	8	10	7	6	1	9	7	6	6	6	2
YouTube	5	9	2	10	5	5	3	4	2	2	2
Facebook Messenger	3	2	4	-	4	1	5	1	1	5	2
TikTok	2	1	1	-	6	2	3	1	1	6	4
WhatsApp	2	1	1	1	2	2	1	-	-	-	-
Snapchat	1	1	3	2	1	1	1	2	1	6	9
Pinterest	1	1	2	-	-	<1	1	-	-	-	-
WeChat	<1	<1	-	2	-	1	-	-	-	-	-
LinkedIn	<1	-	-	-	-	1	<1	-	-	-	-
Telegram	<1	-	-	-	-	<1	-	-	-	-	-
Tumblr	<1	-	1	-	-	-	-	-	-	-	-
None	26	18	25	24	28	28	29	26	24	19	33

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

Facebook is most likely to be selected as ‘addictive’, by a wide margin.

is the most … Addictive	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1623	203	130	84	81	547	265	82	86	64	81
	%	%	%	%	%	%	%	%	%	%	%
Facebook	36	31	38	46	42	26	50	45	47	58	36
YouTube	13	14	15	11	14	16	9	18	5	3	9
Instagram	13	18	18	8	14	14	8	10	9	6	6
TikTok	4	3	3	6	5	6	2	5	9	11	12
Twitter	4	5	2	4	2	5	2	2	8	6	6
WhatsApp	4	4	3	-	2	5	2	-	1	-	-
Facebook Messenger	3	2	1	1	4	1	7	1	-	3	4
Pinterest	2	2	1	5	2	1	2	2	2	2	2
WeChat	1	2	2	-	-	1	-	-	1	2	-
Snapchat	1	-	1	1	1	1	-	-	-	2	1
LinkedIn	1	<1	-	-	-	1	1	1	1	-	-
Tumblr	<1	<1	1	1	-	<1	-	-	-	-	-
Telegram	<1	<1	-	1	-	<1	-	-	-	-	1
None	18	16	16	15	14	22	17	15	16	8	22

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

There is no clear consensus about which site is the most ‘positive’.

is the most … Positive	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1623	203	130	84	81	547	265	82	86	64	81
	%	%	%	%	%	%	%	%	%	%	%
YouTube	13	14	10	8	16	12	15	22	6	17	2
LinkedIn	12	11	12	12	4	14	11	10	12	6	11
Instagram	10	9	11	11	19	11	8	4	10	14	7
Facebook	10	9	10	12	14	10	10	11	15	13	10
WhatsApp	10	10	6	5	6	15	4	6	2	-	1
Facebook Messenger	9	6	10	8	6	4	20	7	16	6	22
Pinterest	8	11	8	10	6	7	8	15	9	16	12
Twitter	2	2	2	4	2	3	2	4	1	2	5
TikTok	2	2	3	4	2	2	1	2	8	8	4
Snapchat	2	2	2	5	5	1	2	2	-	2	2
WeChat	1	2	2	-	-	1	-	-	-	3	-
Telegram	1	1	-	1	-	1	-	-	1	-	2
Tumblr	<1	<1	1	1	-	-	-	-	-	-	-
Viber	<1	<1	-	-	1	-	<1	-	-	-	-
None	20	18	24	20	19	20	18	17	19	14	20

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

Most Canadians say that using social media is neutral (43%) or beneficial (29%) for their overall sense of well-being. Two-in-ten say it is harmful.

	TOTAL 2021	TRACKING 2019	TRACKING 2020	TRACKING 2021
	1878	2050	1824	1878
	%	%	%	%
TOTAL BENEFICIAL	29	23	35	29
Very beneficial impact	4	3	4	4
Somewhat beneficial	25	20	31	25
Neutral/no impact	43	50	42	43
Somewhat harmful	17	13	13	17
Very harmful impact	3	3	2	3
TOTAL HARMFUL	20	16	16	20
Prefer not to answer	1	1	1	1
Don't know	6	9	7	6

2019-59I. In general, what kind of an impact does using social media have on your overall mental health and sense of well-being?
Base: Ever used at least one social messaging site or messaging app

IMPACT OF USING SOCIAL MEDIA ON OVERALL SENSE OF WELL-BEING

Most Canadians in all provinces say that using social media is neutral or beneficial.

	TOTAL 2021	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1878	236	142	96	91	623	329	95	100	75	90
	%	%	%	%	%	%	%	%	%	%	%
TOTAL BENEFICIAL	29	28	35	26	32	31	24	27	26	23	30
Very beneficial impact	4	4	4	6	2	4	3	5	2	9	3
Somewhat beneficial	25	24	31	20	30	28	21	22	24	13	27
Neutral/no impact	43	39	35	43	41	42	52	40	43	44	47
Somewhat harmful	17	22	16	21	16	16	12	21	21	19	18
Very harmful impact	3	3	4	3	3	4	3	2	2	5	3
TOTAL HARMFUL	20	26	20	24	20	20	16	23	23	24	21
Prefer not to answer	1	1	1	1	2	1	2	-	3	1	-
Don't know	6	6	8	6	5	6	7	9	5	8	2

2019-59I. In general, what kind of an impact does using social media have on your overall mental health and sense of well-being?
Base: Ever used at least one social messaging site or messaging app

10

SAMPLE DEMOGRAPHICS

2021 Sample Demographics

GENDER

48%	Male
52%	Female
<1%	Non-binary
<1%	Prefer not to answer

AGE

28%	18-34
37%	35-54
17%	55-64
18%	65+

NUMBER OF PEOPLE IN HH

21%	One
39%	Two
17%	Three
20%	Four or more
2%	Prefer not to answer

24% have children under 18 living in household

EDUCATION

14%	HS or less
28%	Some/graduated college
56%	Some/graduated university
2%	Prefer not to answer

HH INCOME

18%	<$50K
30%	$50K to $100K
32%	$100K+
19%	Prefer not to answer

PROVINCE (weighted)

2%	Newfoundland
<1%	Prince Edward Island
3%	Nova Scotia
2%	New Brunswick
23%	Quebec
38%	Ontario
4%	Manitoba
3%	Saskatchewan
11%	Alberta
13%	British Columbia
<1%	Yukon/NWT/Nunavut

WORKING STATUS

63%	Working full or part-time
4%	Unemployed and looking for work
2%	Unemployed and not looking for work
3%	Student
2%	Stay-at-home parent
24%	Retired
2%	Prefer not to answer

HOME

69%	Own
26%	Rent
5%	Prefer not to answer

10% will purchase a new home in the next year

n=2022