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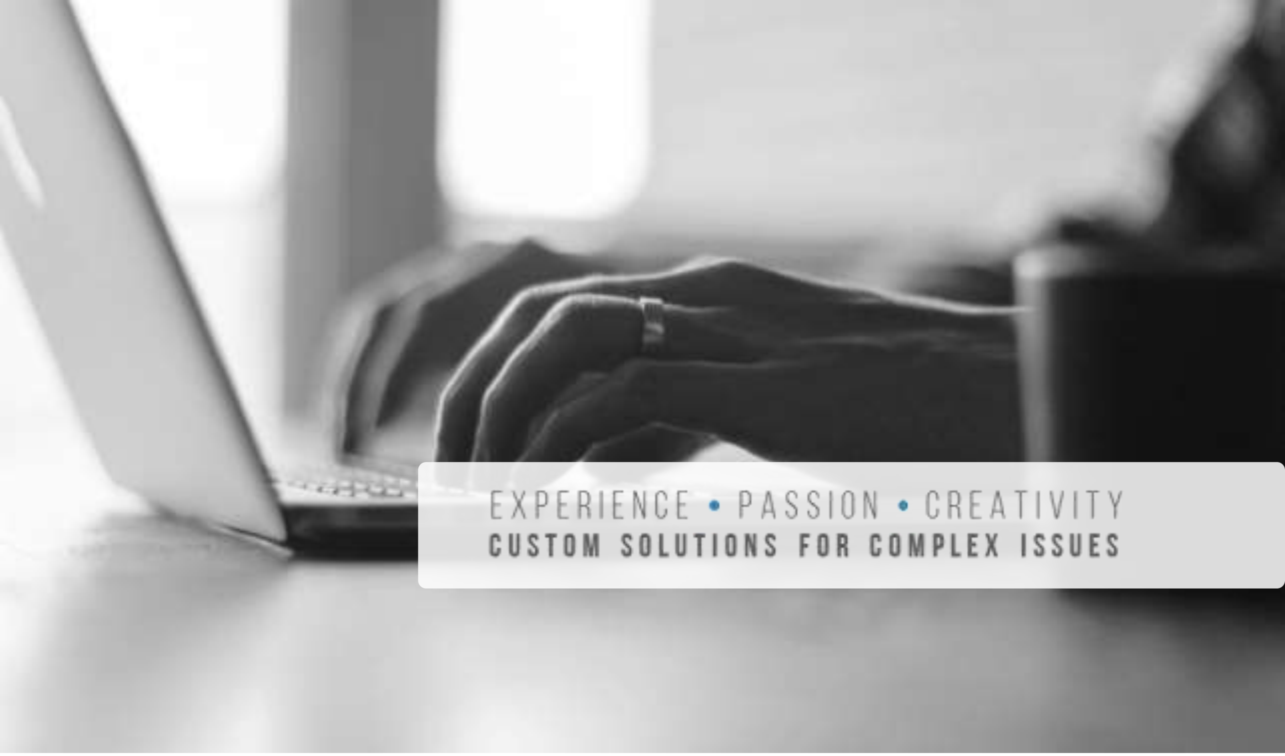

cira

A REPORT TO
CIRA

TRENDS IN INTERNET USE AND ATTITUDES

Findings from a Survey of Canadian Internet Users

March 2022

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=2,000 adult Canadian internet users (18+) were surveyed in March, 2022 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 2013-2021.

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

2

INTERNET ACCESS AND HABITS

DEVICES USED TO ACCESS THE INTERNET

In 2022, internet access via mobile (75%), TV (24%), and/or connected-home device (15%) are stable.

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

Mobile Internet Use, by Age

18-34								
2014	2015	2016	2017	2018	2019	2020	2021	2022
%	%	%	%	%	%	%	%	%
57	69	85	90	91	90	90	86	86

35-54								
2014	2015	2016	2017	2018	2019	2020	2021	2022
%	%	%	%	%	%	%	%	%
34	43	63	73	80	84	77	79	80

55+								
2014	2015	2016	2017	2018	2019	2020	2021	2022
%	%	%	%	%	%	%	%	%
11	24	32	44	48	57	53	58	61

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

Main methods of internet use vary relatively little by province. However, there is some variation for access by TV or connected-home device. In 2022, NS residents are more likely than others to report using TV (36% vs. 24% overall) or a connected-home device (26% vs. 15% overall). SK residents are also more likely to report using TV (38%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	86	88	89	85	76	87	86	83	89	75	80
Smartphone/Mobile	75	82	75	77	78	76	69	72	83	74	80
Tablet (iPad, etc.)	44	46	44	44	42	42	45	39	45	34	47
TV	24	22	29	38	21	25	18	31	36	18	26
Voice-controlled “connected-home” device	15	14	17	13	10	17	10	15	26	9	15

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

Over one-third (35%) report mobile as the device they use most often to access the internet (more than half – 53% -- of 18-34 year olds).

	TOTAL 2022	TRACKING							
		2015	2016	2017	2018	2019	2020	2021	2022
	2000	1000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	51	82	67	59	55	51	51	53	51
Smartphone/Mobile	35	10	21	27	32	34	34	34	35
Tablet (iPad, etc.)	12	7	12	13	12	14	13	12	12
TV	1	<1	<1	1	1	1	1	1	1
Voice-controlled “connected-home” device	<1	n/a	n/a	n/a	<1	<1	<1	<1	<1

Mobile Used Most Often, By Age

18-34								35-54								55+							
2015	2016	2017	2018	2019	2020	2021	2022	2015	2016	2017	2018	2019	2020	2021	2022	2015	2016	2017	2018	2019	2020	2021	2022
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
20	41	50	51	52	54	48	53	9	21	27	34	41	38	37	36	1	6	10	13	17	17	20	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 in 2022, NB (50%) and NS (48%) residents are most likely to say they most often access the internet via mobile (vs. 35% overall).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	51	54	52	52	42	53	51	36	39	48	43
Smartphone/Mobile	35	34	34	35	41	34	33	50	48	40	38
Tablet (iPad, etc.)	12	11	11	12	12	11	16	13	11	10	17
TV	1	<1	3	1	5	1	-	1	2	1	2
Voice-controlled “connected-home” device	<1	<1	-	-	-	<1	1	-	-	-	-

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 (54%) say they spend 5+ hours online per day, up 19 points from 36% in 2016.

	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	2000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%
Less than 1 hour	3	6	5	4	4	3	3	3
1-2	18	26	24	21	23	20	16	18
3-4	24	32	31	28	31	33	26	24
5-6	17	17	19	21	20	18	19	17
7-8	13	9	9	11	9	11	14	13
9-10	12	5	7	7	7	7	12	12
11-12	6	2	2	2	3	4	5	6
More than 12 hours	6	3	3	5	3	4	5	6

54% in 2022

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

NUMBER OF HOURS PER DAY SPENT USING THE INTERNET

In 2022, the number of hours per day spent online varies relatively little by province.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	3	2	6	5	5	3	3	2	2	1	2
1-2	18	17	17	19	17	14	25	28	14	16	22
3-4	24	26	24	26	30	24	23	18	25	33	22
5-6	17	16	19	17	20	18	13	18	24	20	21
7-8	13	14	10	12	15	14	14	12	6	15	10
9-10	12	13	14	11	3	13	12	14	18	7	9
11-12	6	6	5	5	7	7	4	3	7	6	7
More than 12 hours	6	5	5	5	3	8	5	5	4	3	7

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

WAYS OF SPENDING TIME ONLINE (1 of 3)

Most people (84%) typically spend time online using email. Other common online activities continue to include: banking (63%), social media (58%) and news/current events (52%). The 2022 findings for the main activities are consistent with 2021.

	TOTAL 2022	TRACKING						
		2016	2017	2018	2019	2020	2021	2022
	2000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%
Email	84	92	91	89	90	87	85	84
Banking	63	68	68	73	71	66	67	63
Social media	58	59	57	61	60	60	58	58
For news/current events	52	55	61	55	58	59	53	52
Instant messaging	47	32	40	43	47	47	47	47
Shopping	46	49	49	52	50	46	48	46
General browsing/surfing	45	49	48	46	48	47	46	45
Watching movies, TV, videos, etc.	41	36	38	39	40	38	42	41
Product research	37	43	42	39	44	39	41	37
Looking for information related to hobbies/interests	37	41	43	38	43	35	39	37

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

People are more likely than in 2021 to report spending time doing travel research (30%, up from 23% in 2021 but still down from 45% in 2019). They are slightly less likely than in 2021 to report spending time on telephone/video chats (28% in 2022, down slightly from 33% in 2021).

cont'd	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	2000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%
Listening to music/radio/podcasts	**34**	30	33	32	36	32	33	34
Travel research	**30**	39	46	41	45	32	23	30
Telephone/video chat	**28**	20	25	23	24	26	33	28
Looking for health/medical information	**24**	30	32	28	31	25	26	24
Research for your job or business	**23**	24	28	26	26	24	24	23
Looking for dining options/restaurant reviews, etc.	**23**	28	31	32	33	21	21	23
Gaming	**19**	25	21	24	23	22	22	19
Online courses/training /education	**18**	12	14	14	16	15	21	18
Downloading	**15**	24	22	22	19	17	17	15
Editing/sharing photos	**13**	18	20	20	19	15	14	13

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 2022	TRACKING						
		2016	2017	2018	2019	2020	2021	2022
	2000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%
Job hunting	10	17	15	15	13	10	10	10
House/apartment hunting	10	12	14	12	12	9	10	10
Selling products or services	8	9	11	11	11	9	9	8
Research for school	6	7	8	10	7	6	7	6
Dating/meeting people	5	5	6	6	6	5	4	5
Creating content	4	6	5	6	6	5	5	4
Other	2	1	2	1	2	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 relatively little variation by province in the main ways that people spend time online. AB and BC residents are most likely to report spending time on travel research (39% and 37% respectively, vs. 30% overall).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Email	84	86	85	83	80	83	85	85	88	80	86
Banking	63	63	64	67	54	63	65	60	71	56	65
Social media	58	59	62	64	58	56	54	63	70	66	67
For news/current events	52	55	51	48	51	51	52	40	58	46	54
Instant messaging	47	50	43	48	44	43	52	50	49	49	50
Shopping	46	46	43	47	50	47	43	44	50	37	53
General browsing/surfing	45	47	49	47	41	45	37	53	54	40	57
Watching movies, TV, videos, etc.	41	41	47	46	35	43	32	43	53	42	45
Product research	37	39	40	40	24	36	39	30	40	25	41
Looking for information related to hobbies/interests	37	37	37	39	35	37	37	31	38	38	40
Listening to music/radio/podcasts	34	37	34	40	34	32	33	33	41	31	39
Travel research	30	37	39	33	30	29	25	21	31	22	33
Telephone/video chat	28	33	25	37	22	28	27	21	32	20	30
Looking for health/medical information	24	24	28	27	26	25	19	21	29	22	23
Research for your job or business	23	24	20	23	17	24	25	20	27	19	16
Looking for dining options/restaurant reviews, etc.	23	30	25	26	14	24	21	19	18	18	21
Gaming	19	14	19	22	24	15	28	26	22	17	21
Online courses/training /education	18	21	17	18	18	19	14	20	15	12	20
Downloading	15	14	14	23	13	15	16	18	19	12	14
Editing/sharing photos	13	13	11	14	14	12	13	12	14	12	13

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 2)

NF/LAB residents are among the most likely to report job hunting (19% vs. 10% overall in 2022).

cont'd	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Job hunting	10	12	10	5	6	11	8	10	10	13	19
House/apartment hunting	10	10	8	6	8	9	11	9	13	7	8
Selling products or services	8	7	4	7	6	6	12	9	13	8	7
Research for school	6	8	5	11	5	6	7	3	3	2	6
Dating/meeting people	5	6	4	3	4	4	5	5	4	2	3
Creating content	4	5	5	1	2	5	4	6	4	2	7
Other	2	2	1	1	1	2	1	2	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. There are no changes from 2021 in the top 10 mentions.

TOP 10 MENTIONS	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	2000	1200	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%	%
Email	70	74	75	70	77	75	71	70
Social media	48	44	42	46	48	50	47	48
For news/current events	35	33	40	32	38	42	36	35
Banking	35	35	32	35	39	36	36	35
Watching movies, TV, videos, etc.	30	21	21	25	27	25	29	30
Instant messaging	29	13	20	22	27	31	30	29
General browsing/surfing	27	26	25	25	25	29	28	27
Shopping	23	18	21	21	22	21	23	23
Looking for information related to hobbies/interests	17	19	16	13	18	16	16	17
Listening to music/radio/podcasts	17	12	13	13	17	16	16	17
Product research	15	14	13	12	16	14	17	15

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

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

TOP 10 MENTIONS	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Email	70	71	75	68	67	70	69	72	72	63	64
Social media	48	52	50	56	52	46	44	52	60	58	59
For news/current events	35	37	35	30	36	34	36	24	35	27	36
Banking	35	35	35	31	26	35	36	38	44	44	39
Watching movies, TV, videos, etc.	30	29	35	30	28	33	24	34	37	30	33
Instant messaging	29	27	23	22	32	26	37	34	27	39	34
General browsing/surfing	27	33	29	24	28	28	20	36	28	28	36
Shopping	23	18	15	23	33	24	24	18	29	16	24
Looking for information related to hobbies/interests	17	15	16	19	13	17	17	13	13	24	15
Listening to music/radio/podcasts	17	20	19	22	17	15	17	15	19	17	18
Product research	15	16	13	22	8	15	15	13	11	9	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 2022	TRACKING 2019	2020	2021	2022
	1707	2050	1704	1727	1707
	%	%	%	%	%
Email	40	44	44	39	40
Banking	18	22	20	19	18
For news/current events	14	18	19	14	14
General browsing/surfing	14	13	15	14	14
Watching movies, TV, videos, etc.	13	14	12	13	13
Social media	12	17	16	13	12
Research for your job or business	12	13	12	12	12
Shopping	12	13	11	12	12
Product research	8	10	9	10	8
Looking for information related to hobbies/interests	8	10	9	8	8
Online courses/training /education	6	5	5	9	6
Instant messaging	6	5	7	6	6
Travel research	6	11	8	4	6
Listening to music/radio/podcasts	5	6	7	6	5
Telephone/video chat	5	2	3	6	5
Gaming	5	5	5	5	5
Looking for health/medical information	3	4	4	2	3
Job hunting	2	2	3	3	2
Research for school	2	4	2	3	2
Downloading	2	3	3	2	2

Mentions of 2% and above prior to 2022

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 dominates when using a desktop/laptop computer.

Desktop/Laptop Computer	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1707	218	134	85	76	573	302	83	89	67	80
	%	%	%	%	%	%	%	%	%	%	%
Email	40	44	43	44	42	39	38	37	37	33	40
Banking	18	17	18	19	14	19	19	17	15	18	24
For news/current events	14	14	14	8	21	14	14	7	15	12	18
General browsing/surfing	14	17	16	13	12	14	11	11	13	13	16
Watching movies, TV, videos, etc.	13	14	12	9	13	14	12	12	19	15	20
Social media	12	15	10	16	14	12	11	6	16	15	23
Research for your job or business	12	14	10	13	9	13	12	8	13	13	10
Shopping	12	7	10	18	17	12	14	8	13	6	14
Product research	8	8	10	11	4	8	8	7	8	4	6
Looking for information related to hobbies/interests	8	10	6	8	5	8	8	5	4	12	9
Online courses/training /education	6	6	8	8	9	7	5	6	6	3	6
Instant messaging	6	7	6	-	3	6	9	2	3	4	6
Travel research	6	9	8	7	5	6	4	4	8	1	3
Listening to music/radio/podcasts	5	7	4	5	3	5	6	4	3	9	6
Telephone/video chat	5	5	3	9	7	4	7	5	6	6	4
Gaming	5	4	4	6	11	4	5	6	8	6	5
Looking for health/medical information	3	2	4	1	3	3	3	-	3	3	4
Job hunting	2	2	-	-	-	2	1	2	-	-	4
Research for school	2	2	1	8	-	3	2	1	1	-	4
Downloading	2	2	-	1	1	2	3	6	6	3	3

Mentions of 2% and above prior to 2022

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

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

Tablet	TOTAL 2022	TRACKING 2019	2020	2021	2022
	864	933	861	852	864
	%	%	%	%	%
Email	26	29	28	27	26
For news/current events	18	20	23	15	18
Social media	17	24	22	18	17
Watching movies, TV, videos, etc.	15	14	13	13	15
General browsing/surfing	12	11	13	11	12
Shopping	9	11	9	9	9
Banking	8	10	8	9	8
Looking for information related to hobbies/interests	8	9	6	7	8
Instant messaging	7	7	12	7	7
Product research	6	8	6	9	6
Gaming	6	9	8	7	6
Listening to music/radio/podcasts	5	5	4	4	5
Telephone/video chat	4	4	5	6	4
Travel research	3	9	6	4	3
Online courses/training /education	2	2	2	3	2
Research for your job or business	2	2	2	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	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	864	114	66	44	42	277	159	39	45	30	47
	%	%	%	%	%	%	%	%	%	%	%
Email	26	29	35	27	26	21	31	28	11	13	21
For news/current events	18	18	17	14	12	16	23	15	13	7	21
Social media	17	21	21	30	19	13	16	15	16	17	23
Watching movies, TV, videos, etc.	15	12	23	25	17	15	13	21	18	20	11
General browsing/surfing	12	19	18	16	7	9	9	15	4	7	23
Shopping	9	10	6	20	14	9	9	3	7	10	9
Banking	8	5	12	14	2	7	10	8	9	10	11
Looking for information related to hobbies/interests	8	8	5	5	7	6	11	5	7	13	13
Instant messaging	7	5	8	7	7	4	13	8	4	10	11
Product research	6	9	9	7	5	6	6	3	2	-	11
Gaming	6	4	5	2	7	4	10	10	4	7	9
Listening to music/radio/podcasts	5	6	6	5	7	3	6	10	4	-	4
Telephone/video chat	4	4	6	7	-	4	3	3	2	3	2
Travel research	3	4	3	5	2	4	1	-	4	3	-
Online courses/training /education	2	1	5	7	7	2	1	3	-	-	-
Research for your job or business	2	1	3	-	-	3	1	3	-	-	-

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

Social media and email dominate when using a mobile device.

Smartphone/Mobile	TOTAL 2022	TRACKING 2019	2020	2021	2022
	1513	1534	1425	1497	1513
	%	%	%	%	%
Social media	42	40	42	40	42
Email	40	45	42	39	40
Instant messaging	29	27	31	29	29
For news/current events	19	21	23	21	19
Banking	17	16	16	15	17
General browsing/surfing	16	14	16	16	16
Listening to music/radio/podcasts	14	13	13	13	14
Shopping	12	9	10	12	12
Telephone/video chat	8	5	6	9	8
Watching movies, TV, videos, etc.	8	6	9	8	8
Looking for information related to hobbies/interests	8	8	6	8	8
Product research	6	5	5	8	6
Gaming	6	6	6	6	6
Travel research	3	4	3	2	3
Research for your job or business	3	2	2	2	3
Looking for health/medical information	3	2	2	2	3
Downloading	2	-	-	2	2
Looking for dining options/restaurant reviews, etc.	2				2
Editing/sharing photos	2				2
House/apartment hunting	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

DEVICES USED FOR MOST COMMON ACTIVITIES

Social media and email dominate when using a mobile device.

Smartphone/Mobile	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1513	203	112	77	78	501	240	72	83	66	80
	%	%	%	%	%	%	%	%	%	%	%
Social media	42	46	44	43	33	40	39	47	54	42	43
Email	40	35	46	43	37	40	43	40	46	27	24
Instant messaging	29	26	28	19	29	27	35	37	27	32	29
For news/current events	19	19	18	18	22	18	22	8	18	20	14
Banking	17	15	14	16	10	18	19	26	28	18	18
General browsing/surfing	16	18	20	10	18	16	13	21	14	11	21
Listening to music/radio/podcasts	14	15	16	23	15	11	15	14	13	15	15
Shopping	12	10	7	12	15	13	15	13	19	5	9
Telephone/video chat	8	6	5	13	4	9	8	13	10	3	4
Watching movies, TV, videos, etc.	8	10	13	9	5	6	7	15	6	14	8
Looking for information related to hobbies/interests	8	6	10	10	10	8	10	10	7	15	8
Product research	6	5	8	10	3	6	5	6	5	3	5
Gaming	6	3	7	5	9	4	11	10	12	5	6
Travel research	3	3	5	4	4	2	1	4	4	2	1
Research for your job or business	3	2	5	5	1	3	3	3	1	-	1
Looking for health/medical information	3	1	5	4	5	2	2	-	6	6	-
Downloading	2	1	-	3	3	2	2	3	4	-	1
Looking for dining options/restaurant reviews, etc.	2	1	4	-	1	2	2	3	2	-	1
Editing/sharing photos	2	1	3	-	3	2	2	1	2	-	1
House/apartment hunting	2	<1	-	-	3	2	3	-	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

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 2022	TRACKING 2019	2020	2021	2022
	493	376	347	477	493
	%	%	%	%	%
Watching movies, TV, videos, etc.	39	40	39	43	39
For news/current events	10	6	11	8	10
Gaming	3	6	4	3	3
Listening to music/radio/podcasts	2	3	4	4	2
General browsing	2	<2	2	2	2

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	493	55	44c	38c	21c	164	62	31c	36c	16c	26c
	%	%	%	%	%	%	%	%	%	%	%
Watching movies, TV, videos, etc.	39	25	41	53	24	46	32	29	36		38
For news/current events	10	11	18	11	10	7	10	-	8		4
Gaming	3	5	7	-	14	1	3	6	3	BTS	4
Listening to music/radio/podcasts	2	-	2	8	-	2	3	-	-		4
General browsing	2	-	-	3	10	2	3	-	-		-

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 and watch movies/TV/videos.

Connected Home Device	TOTAL 2022	TRACKING 2019	2020	2021	2022
	299	172	233	319	299
	%	%	%	%	%
Listening to music/radio/podcasts	8	14	13	10	8
Watching movies, TV, videos, etc.	7	9	9	4	7
For news/current events	3	7	7	5	3
Email	3	2	5	2	3
General browsing/surfing	3	3	2	2	3
Looking for information related to hobbies/interests	2	<2	3	1	2
Banking	2				2

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 31% indicate that there is a voice-activated assistant (the latter up from 19% in 2019).

	TOTAL	TRACKING			
	2022	2019	2020	2021	2022
	1502	1563	1448	1499	1502
	%	%	%	%	%
Bluetooth speaker	43	42	41	43	43
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	31	19	26	32	31
Home security system/surveillance camera	19	15	15	20	19
Smart thermostat	17	16	17	17	17
Smart plugs	13	8	12	12	13
Internet-connected lightbulbs	13	6	9	11	13
Smart door locks	7	5	5	6	7
Smart kitchen appliance	5	4	4	5	5
Smart vacuum cleaner device	5	3	3	4	5
Smart cooking device (e.g., Bluetooth pressure cooker)	4	2	2	4	4
Internet-connected baby monitor	2	2	2	3	2
None	35	41	37	34	35

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

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 31% indicate that there is a voice-activated assistant.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1502	195	116	76	76	494	250	73	84	60	78
	%	%	%	%	%	%	%	%	%	%	%
Bluetooth speaker	43	45	54	54	41	41	34	44	51	47	49
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	31	28	33	36	34	36	20	34	42	38	37
Home security system/surveillance camera	19	23	28	24	18	18	12	16	15	8	17
Smart thermostat	17	11	23	18	20	23	9	8	11	8	12
Smart plugs	13	18	15	11	12	16	4	16	11	13	15
Internet-connected lightbulbs	13	15	15	11	7	14	12	10	13	15	14
Smart door locks	7	6	11	5	7	8	4	1	7	2	1
Smart kitchen appliance	5	6	5	5	8	6	3	3	6	2	1
Smart vacuum cleaner device	5	7	8	4	4	6	2	1	5	3	1
Smart cooking device (e.g., Bluetooth pressure cooker)	4	4	3	4	4	4	3	1	6	-	1
Internet-connected baby monitor	2	1	3	-	1	2	2	3	2	-	1
None	35	37	23	30	34	31	48	34	26	33	32

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

Just over 2-in-10 (22%) have engaged in a full conversation with their home's voice-activated assistant, about two-thirds (66%) have said 'please' or 'thank you', and about one-third (35%) have sworn at it.

	TOTAL 2022	TRACKING 2020	TRACKING 2021	TRACKING 2022
	%	%	%	%
Engaged in a full conversation with it				
Yes	22	24	24	22
No	76	74	72	76
Don't know	3	3	5	3
Said "please" or "thank you" to it				
Yes	66	72	68	66
No	30	25	26	30
Don't know	4	3	6	4
Swore at it				
Yes	35	32	35	35
No	62	65	60	62
Don't know	3	2	4	3

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

WAYS OF INTERACTING WITH HOME'S VOICE-ACTIVATED ASSISTANT

Just over 2-in-10 (22%) have engaged in a full conversation with their home's voice-activated assistant, about two-thirds (66%) have said 'please' or 'thank you', and about one-third (35%) have sworn at it.

% Yes	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	530	61	42c	28c	26c	198	55	26c	40c	24c	30c
	%	%	%	%	%	%	%	%	%	%	%
Engaged in a full conversation with it	22	15	26	18	23	24	13	31	30	21	17
Said "please" or "thank you" to it	66	80	71	71	54	65	53	69	67	79	67
Swore at it	35	44	36	46	38	31	33	42	47	29	27

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

55% say they enforce screen time rules for their children under 18 (consistent over time).

	TOTAL 2022	TRACKING 2020	TRACKING 2021	TRACKING 2022
	398	418	501	398
	%	%	%	%
Yes	55	58	58	55
No	30	33	29	30
Doesn't apply	11	7	10	11
Don't know	3	3	3	3

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

ENFORCEMENT OF ‘SCREEN TIME’ RULES FOR CHILDREN

55% say they enforce screen time rules for their children under 18 (consistent over time).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	398	47c	30c	24c	21c	133	68	22c	18c	21c	14c
	%	%	%	%	%	%	%	%	%	%	%
Yes	55	51	67	37	43	54	59	41	BTS	38	BTS
No	30	36	17	50	52	33	21	50		57	
Doesn't apply	11	13	13	13	-	10	15	5		-	
Don't know	3	-	3	-	5	3	6	5		5	

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 less likely than in 2021 to report using weekday limits (45%, down slightly from 52% in 2021 but higher than 39% in 2020), while reports of unwritten rules remain lower than in 2020 (39%, down from 51% in 2020). Parents are more likely than in either 2020 or 2021 to say they use schedules (41%, up from 30% in 2021).

	TOTAL	TRACKING		
	2022	2020	2021	2022
	211	237	286	211
	%	%	%	%
Weekday limits	45	39	52	45
Schedules	41	33	30	41
Unwritten rules	39	51	43	39
Parent control devices (e.g., Circle)	22	15	18	22
Timers	20	20	18	20
Earned time	20	15	18	20
Device collection	17	19	20	17
Apple Screen Time	6	6	6	6
Written rules	5	5	7	5
Other, please specify	1	3	2	1
Don't know	<1	1	1	<1
Doesn't apply	2	3	2	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

About half (52%) say the longest they've gone without being online in the last 12 months is less than 1 day (up from 37% in 2019).

	TOTAL	TRACKING			
	2022	2019	2020	2021	2022
	1167	2050	1256	1160	1167
	%	%	%	%	%
5 hours or less	20	11	15	18	20
6-8 hours	11	8	9	12	11
9-12 hours	12	10	10	10	12
13-23 hours	9	8	7	8	9
1 day	16	17	18	18	16
2-3 days	14	20	19	16	14
4-6 days	3	6	4	2	3
A week	4	7	7	4	4
1-2 weeks	1	5	5	3	1
3-4 weeks	1	2	1	1	1
More than one month	2	1	1	1	2
Don't know	7	4	6	8	7
Less than 1 day	52	37	40	49	52
1 to 6 days	34	44	40	36	34
1 week or more	7	15	13	8	7

2019-59O. In the last 12 months, what is the longest break you've **voluntarily** taken from going online? (previous phrasing) 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 7% say they've gone a week or more without being online in the last 12 months.

		PROVINCE									
	TOTAL 2022	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1167	150	95	62	63	403	167	64	62	53	48
	%	%	%	%	%	%	%	%	%	%	%
5 hours or less	20	18	16	18	27	21	23	17	13	21	15
6-8 hours	11	7	6	10	10	12	14	9	10	17	8
9-12 hours	12	9	17	11	3	14	10	13	13	9	21
13-23 hours	9	11	16	5	6	10	5	9	10	11	4
1 day	16	18	17	21	17	15	16	22	18	9	19
2-3 days	14	19	15	13	14	12	15	20	16	15	10
4-6 days	3	3	-	3	3	4	3	2	3	-	-
A week	4	3	4	5	8	3	4	2	10	4	4
1-2 weeks	1	4	-	2	3	1	1	-	-	2	2
3-4 weeks	1	1	1	-	-	-	1	-	-	-	4
More than one month	2	2	3	6	-	1	1	-	3	9	2
Don't know	7	7	5	6	8	6	7	6	5	2	10
Less than 1 day	52	45	55	44	46	56	53	48	45	58	48
1 to 6 days	34	39	32	37	35	32	34	44	37	25	29
1 week or more	7	9	8	13	11	6	7	2	13	15	13

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

About one-third (34%) indicate that they ‘never’ make an attempt to take a break from going online.

	TOTAL	TRACKING		
	2022	2020	2021	2022
	2000	2000	2022	2000
	%	%	%	%
Every day	19	21	22	19
A few times a week	14	16	14	14
Once a week	10	8	10	10
A few times a month	8	8	6	8
A few times per year	5	8	3	5
Once a year	2	2	1	2
Never	34	29	36	34
Don't know	8	9	8	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 (43%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Every day	19	20	22	21	21	23	13	23	8	15	14
A few times a week	14	14	12	19	20	14	11	16	25	19	14
Once a week	10	9	13	4	8	11	9	9	9	9	7
A few times a month	8	10	9	12	9	8	6	9	11	8	8
A few times per year	5	6	6	3	4	4	7	5	6	8	5
Once a year	2	1	2	3	1	1	2	2	3	1	-
Never	34	29	29	32	33	31	43	27	34	36	39
Don't know	8	10	7	6	4	8	9	9	4	4	13

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

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 2022	TRACKING 2020	TRACKING 2021	TRACKING 2022
	703	600	733	703
	%	%	%	%
It's easier to stay connected	37	32	37	37
To stay connected to friends	32	36	33	32
To stay connected to family	29	41	34	29
To stay connected to work	19	21	23	19
I'm addicted to it	16	11	15	16
I feel anxious when not connected	11	7	9	11
I use it to monitor my home	5	5	3	5
I use it monitor my health	3	2	2	3
Other	8	8	9	8
None of the above	19	13	16	19
Don't know	4	4	3	4

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.

		PROVINCE									
	TOTAL 2022	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	703	76	47	35	34	213	158	29	37	33	39
	%	%	%	%	%	%	%	%	%	%	%
It's easier to stay connected	37	34	40	40	32	40	33	34	46	21	46
To stay connected to friends	32	34	38	29	47	35	26	41	24	39	23
To stay connected to family	29	34	36	31	29	34	18	38	32	30	31
To stay connected to work	19	21	15	17	29	22	15	24	19	9	13
I'm addicted to it	16	11	26	17	12	21	11	14	22	15	10
I feel anxious when not connected	11	8	21	11	24	13	6	7	5	12	3
I use it to monitor my home	5	7	11	6	9	6	2	-	5	3	3
I use it monitor my health	3	-	9	3	9	3	1	3	-	-	3
Other, please specify:	8	8	4	9	12	9	8	3	14	6	13
None of the above	19	18	19	23	9	12	27	14	22	18	15
Don't know	4	3	4	-	3	2	8	3	3	-	10

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, to recharge, and to improve sleep are the top reasons for sometimes or often unplugging from the internet. Improving sleep as a reason is higher in 2022 than in previous years (34% vs. 28% in 2019 and 30% in 2020).

	TOTAL	TRACKING		
	2022	2020	2021	2022
	1136	1226	1140	1136
	%	%	%	%
To relax	46	49	48	46
To avoid wasting time	43	44	42	43
To recharge	34	32	38	34
To improve sleep	34	28	30	34
To focus on relationships face-to-face	30	32	30	30
To control or break the habit	25	25	27	25
To improve productivity	20	22	22	20
To be more efficient	19	20	20	19
To avoid people	19	19	16	19
To improve concentration	18	19	18	18
To feel more creative	11	10	13	11
Other	2	5	3	2
To improve my mental health	35	-	-	35
None of the above	3	2	4	3
Don't know	1	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

REASONS FOR SOMETIMES OR OFTEN UNPLUGGING FROM THE INTERNET

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

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1136	147	92	59	62	396	159	62	59	52	48
	%	%	%	%	%	%	%	%	%	%	%
To relax	46	46	47	44	53	46	45	50	46	48	33
To avoid wasting time	43	47	49	46	40	41	38	52	49	37	50
To recharge	34	38	34	32	34	32	35	40	34	44	38
To improve sleep	34	30	39	36	34	33	34	37	42	35	27
To focus on relationships face-to-face	30	33	36	20	18	26	37	32	22	33	29
To control or break the habit	25	23	29	29	24	23	28	23	32	12	21
To improve productivity	20	20	25	27	26	19	15	24	25	17	19
To be more efficient	19	18	24	24	27	17	18	24	12	12	21
To avoid people	19	21	23	25	19	19	12	27	24	19	19
To improve concentration	18	19	20	17	21	19	14	15	19	15	17
To feel more creative	11	10	11	14	15	10	10	11	7	10	13
Other, please specify:	2	2	1	-	-	4	2	-	3	2	4
To improve my mental health	35	37	39	25	29	34	36	34	39	40	31
None of the above	3	5	1	-	3	3	3	3	-	2	4
Don't know	1	1	-	-	-	1	1	2	-	6	-

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

CHANGE IN PERFORMANCE OF HOME INTERNET SERVICE

One-quarter (24%) report that their home internet service is slower since the pandemic began, down from 33% in 2021.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
Yes, it’s slower	24	33	24
Yes, it’s faster	4	4	4
No, it’s about the same as before	63	56	63
Don't know	9	7	9

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

One-quarter (24%) report that their home internet service is slower since the pandemic began.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes, it’s slower	24	27	29	21	24	25	17	20	25	18	24
Yes, it’s faster	4	3	2	6	3	5	5	3	2	3	4
No, it’s about the same as before	63	59	60	63	64	61	67	70	66	70	56
Don't know	9	10	9	10	9	8	10	7	7	9	16

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

One-quarter (25%) say they have upgraded their home internet package since the COVID-19 pandemic began, up from 20% in 2021.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
Yes	25	20	25
No	68	75	68
Doesn’t apply	3	2	3
Don’t know	3	3	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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	25	27	29	29	29	23	28	19	15	17	17
No	68	65	64	67	69	70	67	74	79	79	75
Doesn’t apply	3	3	3	1	1	3	3	2	3	3	5
Don’t know	3	5	5	3	1	4	2	5	3	1	3

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

The biggest change in online shopping is with global retailers (e.g., Amazon); about half (49%) are shopping online at global retailers more frequently.

	TOTAL 2022							TRACKING (% Much/Somewhat more frequently) 2021	TRACKING (% Much/Somewhat more frequently) 2022
	Much more frequently	Somewhat more frequently	About the same amount	Somewhat less frequently	Much less frequently	Doesn't apply	Don't know		
	1721							1785	1721
	%							%	%
Global e-commerce retailers (e.g., Amazon, etc.)	20	29	37	4	3	6	1	52	49
Traditional ‘bricks and mortar’ retailers that also have online stores	9	19	41	9	7	13	2	30	27
National or large chain grocery stores	7	11	40	5	4	32	1	22	18
Local independent grocery stores	5	8	37	5	4	39	2	15	13

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 SHOPPING FROM DIFFERENT KINDS OF RETAILERS

SK residents are less likely than those in most other provinces to be shopping more frequently at global retailers (38% vs. 49% overall). NB residents are also less likely to be shopping more frequently at global retailers (35%).

% Much/somewhat more frequently	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Global e-commerce retailers (e.g., Amazon, etc.)	49	50	45	38	40	54	49	35	47	44	44
Traditional ‘bricks and mortar’ retailers that also have online stores	27	21	22	16	23	30	35	15	30	18	15
National or large chain grocery stores	18	17	12	13	16	22	17	14	21	25	20
Local independent grocery stores	13	12	9	11	12	14	14	16	14	19	14

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

Just under one-quarter (23%) say they are ordering home food delivery more frequently than before the pandemic began.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
TOTAL MORE FREQUENTLY	23	25	23
Much more frequently	8	8	8
Somewhat more frequently	16	17	16
About the same amount	26	26	26
Somewhat less frequently	5	6	5
Much less frequently	5	6	5
TOTAL LESS FREQUENTLY	10	12	10
Doesn't apply	40	37	40
Don't know	1	1	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

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

Those living in ON are among the most likely to be ordering home food delivery more often (27%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL MORE FREQUENTLY	23	24	24	16	23	27	20	13	15	9	20
Much more frequently	8	8	6	3	4	9	8	3	6	3	4
Somewhat more frequently	16	16	18	13	19	18	13	10	9	6	16
About the same amount	26	30	31	27	29	28	17	18	27	25	31
Somewhat less frequently	5	4	3	9	5	6	3	4	5	8	4
Much less frequently	5	3	2	12	6	7	5	4	7	7	5
TOTAL LESS FREQUENTLY	10	7	5	21	11	13	8	8	12	15	9
Doesn't apply	40	38	39	35	35	32	54	60	45	48	35
Don't know	1	1	1	1	2	1	1	1	1	3	5

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 (9%), although 38% say they are shop at both equally.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
Local small businesses	9	12	9
Larger chain stores	40	40	40
Both equally	38	37	38
Neither	4	3	4
Doesn't apply	6	5	6
Don't know	3	3	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

BC and NF/LAB residents are less likely than overall to be shopping mostly from larger chain stores (29% and 30%, respectively, versus 40% overall).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Local small businesses	9	15	5	14	13	9	7	15	5	11	13
Larger chain stores	40	29	44	39	40	42	43	36	41	46	30
Both equally	38	46	39	37	33	39	33	33	45	31	43
Neither	4	3	6	3	3	3	5	8	1	2	3
Doesn’t apply	6	5	3	6	6	5	10	5	7	8	4
Don’t know	3	2	3	1	5	3	3	3	1	1	7

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

Just over half (53%) say their children's screen time has increased since the pandemic began (down from 63% in 2021).

	TOTAL 2022	TRACKING 2021	TRACKING 2022
	398	483	398
	%	%	%
TOTAL INCREASED	53	62	53
Increased a lot	27	31	27
Increased a little	27	31	27
No change	30	22	30
Decreased a little	2	4	2
Decreased a lot	1	1	1
TOTAL DECREASED	4	5	4
Doesn't apply	10	10	10
Don't know	2	1	2

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

CHANGE IN CHILDREN'S SCREEN TIME

Just over half (53%) say their children's screen time has increased since the pandemic began.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	398	47c	30c	24c	21c	133	68	22c	18c	21c	14c
	%	%	%	%	%	%	%	%	%	%	%
TOTAL INCREASED	53	53	57	37	48	61	43	55	44	71	71
Increased a lot	27	19	23	21	14	33	26	14	22	29	29
Increased a little	27	34	33	17	33	28	16	41	22	43	43
No change	30	34	23	46	33	28	32	32	28	19	29
Decreased a little	2	2	3	-	5	2	3	5	11	5	-
Decreased a lot	1	-	3	4	-	-	3	-	-	-	-
TOTAL DECREASED	4	2	7	4	5	2	6	5	11	5	-
Doesn't apply	10	9	13	13	5	8	15	5	11	5	-
Don't know	2	2	-	-	10	2	4	5	6	-	-

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
C Caution, small base size

HOW CHILDREN'S SCREEN TIME HAS INCREASED MOST

The areas in which children's screen time have increased most are: playing games (48%), school (40%), and watching TV (39%).

	TOTAL	TRACKING	
	2022	2021	2022
	216	305	216
	%	%	%
Playing games	48	50	48
Schooling/education	40	43	40
Watching TV	39	35	39
Socializing via messaging/chat apps	22	16	22
Socializing via videoconferencing	9	14	9
Other entertainment	6	7	6
Other	1	-	1
None of the above	1	1	1
Don't know	1	1	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

More than half (57%) report that their own screen time has increased since the pandemic began, with 24% reporting that it has increased 'a lot'. People are a little less likely than in 2021 (63%) to report that their screen time has increased.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
TOTAL INCREASED	**57**	63	57
Increased a lot	**24**	27	24
Increased a little	**33**	36	33
No change	**36**	30	36
Decreased a little	**3**	3	3
Decreased a lot	**1**	1	1
TOTAL DECREASED	**5**	5	5
Don't know	**2**	3	2

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

CHANGE IN OWN SCREEN TIME

More than half (57%) report that their own screen time has increased since the pandemic began.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL INCREASED	57	55	55	48	57	60	54	48	56	58	53
Increased a lot	24	24	21	15	21	28	21	23	20	28	24
Increased a little	33	32	34	33	36	33	33	25	36	30	29
No change	36	37	39	43	36	33	38	46	40	31	39
Decreased a little	3	4	3	2	2	4	3	2	3	9	4
Decreased a lot	1	1	1	2	1	1	1	4	1	-	1
TOTAL DECREASED	5	6	4	4	3	5	4	6	4	9	5
Don’t know	2	2	3	5	4	1	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 2022	TRACKING 2021	TRACKING 2022
	1122	1254	1122
	%	%	%
Watching TV	38	38	38
Working	26	22	26
Socializing via messaging/chat apps	25	25	25
Playing games	21	20	21
Shopping	18	21	18
Socializing via videoconferencing	16	20	16
Other entertainment	9	10	9
Schooling/education	6	6	6
Other	4	4	4
None of the above	2	2	2
Don't know	2	1	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

HOW OWN SCREEN TIME HAS INCREASED MOST

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

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1122	138	82	48	57	398	190	48	56	52	53
	%	%	%	%	%	%	%	%	%	%	%
Watching TV	38	41	46	38	47	39	28	33	50	46	40
Working	26	28	26	17	23	25	32	23	25	25	6
Socializing via messaging/chat apps	25	26	18	31	21	24	26	33	29	27	25
Playing games	21	28	22	15	16	19	23	23	16	29	32
Shopping	18	15	20	17	28	17	18	19	21	23	28
Socializing via videoconferencing	16	14	12	15	18	17	21	8	5	8	6
Other entertainment	9	7	12	8	4	10	7	15	13	4	13
Schooling/education	6	3	11	15	5	5	6	-	2	-	8
Other	4	4	2	10	2	5	2	4	2	-	-
None of the above	2	1	1	-	2	3	2	2	-	4	-
Don’t know	2	1	1	-	2	2	2	2	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

Half say they are spending more time watching TV/movies (50%) since the pandemic began. Over 4-in-10 (44%) are spending more time connecting with family and friends (down from 53% in 2021). Fewer say they are reading books more (26%).

% More time

	TOTAL 2022							TRACKING 2021	TRACKING 2022
	2000							2022	2000
	%							%	%
	A lot more time	A little more time	Same as before	A little less time	A lot less time	Doesn't apply	Don't know		
Watching TV/movies	20	30	36	5	2	6	2	55	50
Connecting with family and friends via video or teleconference	14	30	32	4	2	16	2	53	44
Reading books	9	17	39	9	6	18	2	31	26
Listening to podcasts	7	14	28	4	3	42	2	20	21
Playing video games online	7	14	29	4	4	41	2	24	20

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 say they are spending more time watching TV/movies (50%) since the pandemic began. Over 4-in-10 (44%) are spending more time connecting with family and friends (down from 53% in 2021).

% A lot/A little more time	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Watching TV/movies	50	48	55	52	59	53	43	45	53	51	45
Connecting with family and friends via video or teleconference	44	45	42	47	37	45	44	39	42	46	40
Reading books	26	24	29	28	23	29	21	26	30	30	30
Listening to podcasts	21	22	25	19	21	22	16	26	22	21	13
Playing video games online	20	19	22	20	19	21	19	20	22	25	20

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 (51%) say they have received medical care online for the first time since the pandemic began.

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
Yes	51	49	51
No	47	48	47
Don't know	2	2	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 (51%) say they have received medical care online for the first time since the pandemic began.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	51	57	46	43	42	55	46	55	60	35	58
No	47	40	52	55	56	43	53	43	40	63	37
Don’t know	2	2	2	2	2	2	2	2	-	2	5

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

One-quarter (25%) plan to unplug from the internet more often when the pandemic is over (down from 34% in 2021).

	TOTAL	TRACKING	
	2022	2021	2022
	2000	2022	2000
	%	%	%
TOTAL MORE OFTEN	25	34	25
A lot more often	5	10	5
A little more often	20	24	20
No change	55	45	55
A little less often	7	9	7
A lot less often	2	3	2
TOTAL LESS OFTEN	9	11	9
Don’t know	11	10	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

ANTICIPATED CHANGE IN UNPLUGGING WHEN THE PANDEMIC IS OVER

One-quarter (25%) plan to unplug from the internet more often when the pandemic is over. There is relatively little variation by province.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL MORE OFTEN	25	24	25	26	24	28	24	25	21	29	19
A lot more often	5	5	7	3	6	5	5	6	4	8	3
A little more often	20	19	17	23	18	22	20	19	17	21	16
No change	55	58	57	64	58	55	47	57	67	62	61
A little less often	7	6	6	1	9	7	7	8	9	3	7
A lot less often	2	2	2	-	1	2	2	4	-	1	-
TOTAL LESS OFTEN	9	8	8	1	10	9	9	12	9	4	7
Don't know	11	10	10	9	8	8	19	6	3	4	13

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 2022, 56% report having unlimited data as part of their home internet package, up from 29% in 2016.

<table>
<tr><th></th><th>TOTAL</th><th colspan="9">TRACKING</th></tr>
<tr><th></th><th>2022</th><th>2014</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th></tr>
<tr><td></td><td>2000</td><td>993</td><td>992</td><td>1180</td><td>1188</td><td>1181</td><td>2028</td><td>1975</td><td>2022</td><td>2000</td></tr>
<tr><td></td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td><td>%</td></tr>
<tr><td>Less than 20 GB</td><td>3</td><td>6</td><td>5</td><td>4</td><td>4</td><td>3</td><td>3</td><td>3</td><td>4</td><td>3</td></tr>
<tr><td>20-49 GB</td><td>3</td><td>8</td><td>7</td><td>7</td><td>6</td><td>5</td><td>5</td><td>4</td><td>4</td><td>3</td></tr>
<tr><td>50-99 GB</td><td>4</td><td>14</td><td>12</td><td>6</td><td>8</td><td>6</td><td>6</td><td>5</td><td>5</td><td>4</td></tr>
<tr><td>100-149 GB</td><td>3</td><td>7</td><td>8</td><td>6</td><td>6</td><td>5</td><td>6</td><td>4</td><td>4</td><td>3</td></tr>
<tr><td>150-199 GB</td><td>3</td><td>2</td><td>4</td><td>4</td><td>5</td><td>5</td><td>4</td><td>2</td><td>3</td><td>3</td></tr>
<tr><td>200 or more GB</td><td>4</td><td rowspan="2">16</td><td rowspan="2">24</td><td>12</td><td>11</td><td>10</td><td>9</td><td>7</td><td>6</td><td>4</td></tr>
<tr><td>Unlimited</td><td>56</td><td>29</td><td>31</td><td>38</td><td>41</td><td>45</td><td>53</td><td>56</td></tr>
<tr><td>Don't know</td><td>24</td><td>47</td><td>40</td><td>32</td><td>29</td><td>27</td><td>26</td><td>29</td><td>22</td><td>24</td></tr>
</table>

Q16. About how much data is included with your home internet package (monthly)?
(previous phrasing) 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.

		PROVINCE									
	TOTAL 2022	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	3	2	1	5	3	2	4	2	4	4	3
20-49 GB	3	3	3	2	3	3	3	2	4	4	3
50-99 GB	4	3	6	2	5	5	5	3	1	7	2
100-149 GB	3	3	4	-	1	3	4	2	4	1	1
150-199 GB	3	4	5	6	2	2	1	3	1	-	2
200 or more GB	4	8	7	2	5	3	3	4	-	6	2
Unlimited	56	41	43	48	47	62	63	48	56	47	48
Don't know	24	35	32	35	34	20	17	36	30	30	39

Q16. About how much data is included with your home internet package (monthly)?
(previous phrasing) About how much data, or bandwidth, is included with your home internet package (monthly)?

Base: Those who have Internet at home

LIKELIHOOD OF PURCHASING HOME WITHOUT ACCESS TO HIGH SPEED INTERNET

Over 7-in-10 (72%) 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 (57%) say they would be 'very' unlikely to purchase a home in such areas.

	TOTAL	TRACKING						
	2022	2016	2017	2018	2019	2020	2021	2022
	2000	1180	1188	1181	2028	1975	2022	2000
	%	%	%	%	%	%	%	%
TOTAL LIKELY	11	11	11	11	11	12	10	11
Very likely	4	4	5	5	4	4	5	4
Somewhat likely	7	6	7	6	7	8	6	7
Neither likely nor unlikely	12	13	12	11	14	13	12	12
Somewhat unlikely	16	19	15	16	20	18	16	16
Very unlikely	57	54	59	59	52	53	58	57
TOTAL UNLIKELY	72	73	73	75	71	71	73	72
Don't know	4	4	3	3	3	4	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 (72%) 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 (57%) say they would be 'very' unlikely to purchase a home in such areas.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
NET LIKELY	11	11	14	9	13	13	7	13	13	12	4
Very likely	4	4	5	5	5	5	3	8	4	4	1
Somewhat likely	7	8	9	4	8	8	5	5	9	8	3
Neither likely nor unlikely	12	12	14	16	14	12	11	12	13	10	16
Somewhat unlikely	16	20	14	16	10	17	14	16	13	19	18
Very unlikely	57	53	54	54	56	55	63	54	58	55	57
NET UNLIKELY	72	73	68	70	66	71	77	70	71	74	75
Don't know	4	3	4	5	7	3	4	5	3	3	5

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 (73%) say they spend at least 1 hour per day watching TV/movies online.

TV/Movies/Videos	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	2000	1180	1188	1181	2028	1975	2022	2000
	%	%	%	%	%	%	%	%
None	13	21	17	16	16	16	14	13
Less than 1 hour	13	22	20	19	18	15	14	13
1-2	32	25	27	26	31	29	32	32
3-4	26	17	22	23	23	24	25	26
5-6	9	8	7	9	7	8	9	9
7-8	3	3	2	3	2	2	3	3
9-10	1	1	2	2	1	1	2	1
11-12	1	1	1	1	1	1	<1	1
More than 12 hours	1	1	1	2	1	1	1	1
Don't know	2	1	1	1	1	2	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

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

QC and NB residents are most likely to say they spend no time watching TV, movies or videos online (18% and 19%, respectively).

TV/Movies/Videos	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
None	13	10	11	13	9	12	18	19	8	4	12
Less than 1 hour	13	13	10	12	13	13	15	12	16	20	12
1-2	32	35	34	30	32	32	30	29	28	28	37
3-4	26	23	24	31	26	29	24	25	31	30	23
5-6	9	12	11	6	13	8	7	10	8	11	6
7-8	3	4	3	2	3	3	3	3	5	3	1
9-10	1	1	-	1	1	1	1	2	3	1	1
11-12	1	-	-	2	-	1	1	-	-	-	1
More than 12 hours	1	1	1	2	1	1	1	-	1	1	2
Don't know	2	1	5	1	2	2	2	-	-	-	5

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

More than 4-in-10 (43%) spend at least 1 hour a day listening to music or radio online.

Music/Radio	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	2000	1180	1188	1181	2028	1975	2022	2000
	%	%	%	%	%	%	%	%
None	24	31	26	24	25	27	25	24
Less than 1 hour	30	34	31	31	32	31	30	30
1-2	23	18	21	22	23	21	24	23
3-4	10	8	9	10	9	9	10	10
5-6	4	4	5	5	4	4	4	4
7-8	3	3	3	2	3	2	3	3
9-10	1	1	2	2	1	1	1	1
11-12	1	<1	1	1	<1	1	1	1
More than 12 hours	1	<1	1	1	1	1	1	1
Don’t know	2	1	1	1	2	3	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

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

Music/Radio	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
None	24	22	17	29	25	24	29	25	19	25	23
Less than 1 hour	30	29	25	32	29	32	29	38	38	29	35
1-2	23	25	29	24	27	22	22	16	28	28	24
3-4	10	12	13	10	9	10	10	12	8	3	4
5-6	4	6	3	1	3	5	3	2	3	6	5
7-8	3	2	3	1	4	3	3	4	2	7	4
9-10	1	1	1	-	-	1	1	-	2	-	-
11-12	1	2	1	1	-	<1	<1	1	-	-	-
More than 12 hours	1	<1	1	-	1	1	<1	1	-	2	1
Don't know	2	1	6	2	2	2	3	1	-	-	4

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 (57%). One-in-seven (13%) often or always do. Proportions are stable over time.

	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	1716	949	1002	981	1688	1612	1725	1716
	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	13	14	14	14	13	15	14	13
Always/every time	3	3	3	3	3	4	2	3
Often/almost every time	11	12	11	11	10	11	12	11
Occasionally/sometimes	44	46	49	44	48	46	47	44
Almost never	21	21	21	21	19	19	18	21
Never	13	11	11	14	13	11	12	13
TOTAL ALMOST NEVER/NEVER	34	32	32	35	32	30	30	34
Don't know	9	7	5	7	7	9	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 (25%) are most likely to say they always or often seek out Canadian content.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1716	222	125	86	89	571	282	81	92	85	83
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	13	10	9	8	11	10	25	10	15	11	8
Always/every time	3	<1	2	1	2	2	7	-	2	2	-
Often/almost every time	11	9	7	7	9	8	18	10	13	8	8
Occasionally/sometimes	44	50	35	56	43	45	41	43	39	40	48
Almost never	21	18	32	12	22	21	16	22	24	27	23
Never	13	14	9	15	17	15	11	10	15	11	12
TOTAL NEVER	34	32	41	27	39	36	26	32	39	38	35
Don't know	9	7	15	9	7	9	8	15	7	12	8

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 (2022)		
	2022	2018	2019	2020	2021	2022	18-34	35-54	55+
	2000	1181	2028	1975	2022	2000	561	739	700
	%	%	%	%	%	%	%	%	%
Netflix	61	53	58	53	60	61	72	64	49
Amazon Prime Video	40	10	20	24	37	40	45	44	32
Disney Plus	23	-	-	12	17	23	34	25	12
Spotify	20	16	16	16	19	20	36	20	8
Crave TV	16	9	12	13	15	16	19	15	14
Apple Music	11	12	9	7	8	11	14	11	7
Newspaper	5	8	7	7	5	5	1	2	10
Magazine	1	4	2	1	1	1	<1	1	2
Other	5	4	4	4	4	5	2	6	6
None	25	34	29	33	25	25	15	23	33

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Netflix	61	63	66	72	70	61	54	63	72	61	70
Amazon Prime Video	40	47	41	51	46	43	28	36	55	49	52
Disney Plus	23	24	26	28	29	23	18	31	25	30	34
Spotify	20	27	19	16	23	19	19	21	19	24	23
Crave TV	16	17	19	18	17	17	9	23	21	21	26
Apple Music	11	12	15	15	12	11	7	12	12	11	12
Newspaper	5	4	4	6	9	5	4	4	4	4	4
Magazine	1	2	-	1	1	2	1	2	-	2	2
Other	5	2	8	7	6	4	5	11	8	6	2
None	25	21	20	16	14	25	32	22	16	21	18

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 (20%).

	TOTAL 2022	TRACKING					AGE (2022)		
		2018	2019	2020	2021	2022	18-34	35-54	55+
	2000	1181	2028	1975	2022	2000	561	739	700
	%	%	%	%	%	%	%	%	%
Yes	11	14	13	11	11	11	20	13	3
No	80	72	75	80	79	80	69	78	91
Prefer not to answer	3	4	4	4	3	3	5	4	1
Don't know	6	10	8	5	7	6	6	5	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: 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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	11	13	11	6	11	12	10	7	21	11	8
No	80	80	78	80	86	78	83	86	76	83	80
Prefer not to answer	3	2	5	6	2	3	2	4	1	2	4
Don’t know	6	5	7	8	1	7	5	3	2	3	8

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

REASONS FOR ACCESSING PIRATED CONTENT ONLINE

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

	TOTAL 2022	TRACKING 2018	2019	2020	2021	2022
	226	161	237	206	216	226
	%	%	%	%	%	%
It isn't available in my region	38	27	31	24	33	38
It is easier/more convenient	34	39	36	29	32	34
I don't want to pay for it	30	33	25	31	37	30
It's too expensive	24	33	32	27	32	24
It's not available without a cable subscription	20	25	22	23	24	20
I can't afford it	17	24	21	18	16	17
It gets delayed in Canada	16	25	19	19	19	16
It's normal/everybody does it	16	25	20	17	18	16
I find it hard to purchase	12	9	12	10	11	12
I tried to purchase it and it didn't work	12	4	6	12	9	12
The creators already make enough money	10	7	8	8	7	10
Other	3	7	9	3	5	3
None of the above	5	2	5	3	1	5
Don't know	2	1	1	3	2	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

WILLINGNESS TO PAY FOR REASONABLY PRICED, READILY AVAILABLE LEGAL CONTENT

About two-thirds (65%) say they are willing to pay for content even if they can find the same content for free.

	TOTAL 2022	TRACKING 2018	2019	2020	2021	2022
	226	161	237	206	212	226
	%	%	%	%	%	%
TOTAL WILLING	65	70	71	71	61	65
Completely willing	23	30	30	25	21	23
Somewhat willing	41	40	41	46	40	41
Not very willing	18	20	18	18	23	18
Not willing at all	10	6	8	5	10	10
TOTAL NOT WILLING	28	26	27	24	33	28
Prefer not to answer	-	-	-	-	1	-
Don't know	7	4	2	5	6	7

2018-Q20E. In general, how willing are you to pay for reasonably priced, readily available copyright-protected film or TV content online, if you can find pirated copies of the same content to download or stream for free? (previous phrasing) 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 2022	TRACKING			
		2019	2020	2021	2022
	1502	1563	1448	1499	1502
	%	%	%	%	%
Visiting specific news/media sites	52	61	54	52	52
Google searches about news events	47	50	48	49	47
Facebook	34	39	36	39	34
Other social media sites/platforms	19	16	15	16	19
Digital newspaper subscription(s)	18	19	18	20	18
Twitter	16	14	15	15	16
Reddit	10	-	8	9	10
LinkedIn	8	11	9	11	8
Blogs	4	3	4	5	4
RSS feeds	3	4	3	3	3
Other	2	2	1	2	2
I don't access news online	7	6	6	6	7
ONE MENTION	31	27	34	30	31
MORE THAN ONE	61	66	60	63	61

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

HOW NEWS ONLINE IS ACCESSED

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

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1502	195	116	76	76	494	250	73	84	60	78
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	52	53	57	46	57	51	52	37	55	58	60
Google searches about news events	47	52	47	43	43	50	42	42	46	50	44
Facebook	34	33	31	38	25	30	41	41	46	38	35
Other social media sites/platforms	19	20	21	16	16	19	17	18	23	25	12
Digital newspaper subscription(s)	18	17	15	11	16	19	18	15	24	20	12
Twitter	16	16	16	18	12	21	8	14	15	15	26
Reddit	10	13	11	9	12	12	5	14	7	12	5
LinkedIn	8	8	8	8	5	9	7	10	5	5	3
Blogs	4	4	3	-	4	5	2	7	4	5	1
RSS feeds	3	4	3	3	3	2	2	3	1	-	-
Other	2	2	2	4	3	2	1	-	5	-	4
I don't access news online	7	8	9	8	9	5	10	11	4	12	9
ONE MENTION	31	30	30	36	32	30	35	29	27	25	28
MORE THAN ONE	61	63	61	57	59	65	55	60	69	63	63

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	TRACKING			
	2022	2019	2020	2021	2022
	1502	1465	1448	1499	1502
	%	%	%	%	%
Visiting specific news/media sites	32	41	34	32	32
Google searches about news events	21	20	20	20	21
Facebook	12	16	15	17	12
Digital newspaper subscription(s)	9	9	9	10	9
Twitter	6	3	4	5	6
Other social media sites/platforms	5	4	3	4	5
Reddit	3	-	2	2	3
RSS feeds	1	2	1	1	1
LinkedIn	1	1	1	1	1
Blogs	<1	1	1	<1	<1
Other	2	3	3	2	2
I don’t have access to news online	7	-	-	6	7

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1502	195	116	76	76	494	250	73	84	60	78
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	32	33	41	28	38	28	36	19	35	30	41
Google searches about news events	21	25	16	18	18	24	18	16	17	17	10
Facebook	12	8	8	22	11	10	18	23	15	17	17
Digital newspaper subscription(s)	9	8	5	4	7	10	11	11	8	13	3
Twitter	6	5	7	5	4	8	2	1	6	3	8
Other social media sites/platforms	5	6	7	5	1	6	2	5	6	-	4
Reddit	3	5	3	3	5	4	1	8	2	8	3
RSS feeds	1	1	3	1	-	1	<1	1	1	-	-
LinkedIn	1	-	1	-	-	1	<1	1	-	-	-
Blogs	<1	-	-	-	3	1	<1	-	1	-	-
Other	2	2	2	5	4	3	2	1	5	-	6
I don’t have access to news online	7	8	9	8	9	5	10	11	4	12	9

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 2022	TRACKING 2019	2020	2021	2022
	2000	2028	1975	2022	2000
	%	%	%	%	%
Yes	33	31	32	33	33
No	65	66	65	63	65
Don't know	2	3	3	4	2

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

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

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	33	37	31	37	29	37	23	36	52	43	30
No	65	61	66	60	69	62	75	62	48	56	65
Don’t know	2	2	3	3	2	2	2	2	-	1	5

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

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

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

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

PURCHASED ANYTHING ONLINE IS THE LAST 12 MONTHS

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

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	86	88	86	85	91	89	79	85	87	90	84
No	14	12	14	15	9	11	21	15	13	10	16

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

More than 6-in-10 (64%) ordered take-out online directly from a restaurant's website or app, and close to half (48%) used a food delivery service.

	TOTAL 2022	TRACKING 2019	2020	2021	2022
	1196	545	1016	1259	1196
	%	%	%	%	%
I ordered take-out online directly from a restaurant's website or app	64	59	53	64	64
I used a food delivery service (e.g., Uber Eats, Skip the Dishes, etc.)	48	48	37	45	48
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and picked them up in-store	25	15	20	31	25
I ordered groceries online from a traditional grocery store (e.g., Loblaws, Metro, Safeway etc.) and had them delivered	21	13	15	21	21
I subscribed to a food box or meal kit service (e.g., Chef's Plate, HelloFresh, Goodfood, etc.)	17	17	12	17	17
I ordered groceries online from a non-traditional grocery store (e.g., Amazon) and had them delivered	15	19	20	19	19
I purchased a hard-to-find specialty food item from an online retailer	14	15	17	16	14
Other	1	2	6	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

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

In 2022, 59% report making online purchases using a mobile device, up from just 26% in 2016.

	TOTAL	TRACKING								
	2022	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	796	787	984	982	1,034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
Computer (desktop/laptop)	70	80	95	90	88	83	78	73	70	70
Mobile phone	59	12	14	26	36	40	46	46	55	59
Tablet (e.g., iPad, etc.)	25		17	23	26	26	25	23	23	25
TV	3	n/a	3	2	1	3	2	3	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 (71%) are most likely to indicate that they use their mobile phone to make an online purchases.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Computer	70	68	70	69	63	73	67	66	64	66	67
Mobile phone	59	63	63	71	62	58	53	53	63	63	55
Tablet	25	25	30	27	27	22	28	15	25	25	25
TV	3	2	2	4	1	3	4	2	3	5	1

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	TRACKING								
	2022	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	986	787	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	45	42	47	45	46	45	46	48	45	45
Almost always	13	14	14	13	12	15	12	14	15	13
Often	32	28	33	32	34	30	34	34	30	32
Sometimes	38	43	42	41	41	39	39	37	38	38
Rarely	12	10	8	10	10	11	11	10	10	12
Never	5	5	3	3	3	4	3	4	5	5
TOTAL RARELY/NEVER	16	15	11	13	13	15	14	14	15	16
Don't know	1	-	-	<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 (17% in 2022), but 32% say they 'sometimes' do.

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

	TOTAL	TRACKING								
	2022	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	986	787	984	982	1034	1778	1703	1769	1721
	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	17	16	19	14	17	17	15	17	14	17
Almost always	5	5	6	3	3	5	3	4	4	5
Often	12	11	13	11	13	12	12	13	10	12
Sometimes	32	33	38	34	36	38	38	34	30	32
Rarely	28	29	31	31	27	28	28	28	30	28
Never	22	22	12	21	20	16	17	19	25	22
TOTAL RARELY/NEVER	50	51	43	52	46	44	46	47	55	50
Don't know	1	-	-	-	1	1	1	2	1	1

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

Over 1-in-10 (16%) 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 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	1721	984	982	1034	1778	1703	1769	1721
	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	16	10	12	12	12	13	17	16
Almost always	4	2	1	3	2	3	3	4
Often	12	8	10	9	9	10	13	12
Sometimes	39	30	30	31	35	35	39	39
Rarely	28	29	31	27	29	28	28	28
Never	16	31	27	29	24	22	16	16
TOTAL RARELY/NEVER	44	60	58	56	53	50	44	44
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

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

% ALMOST ALWAYS/OFTEN	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Visit websites to research or compare products, but go to a store to make your purchase.	45	45	44	36	52	45	44	39	46	33	38
Visit a store to browse or look at a product, but make your purchase online.	17	17	19	12	19	17	15	15	26	15	17
Purchase a product online, and pick it up in-store.	16	15	16	7	14	18	16	14	11	16	12

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

In 2022, 30% agree that they like visiting stores to browse and then make purchases online to get the best deal.

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

	TOTAL 2022	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	993	787	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	30	40	34	30	34	36	35	30	26	30
Strongly agree	6	9	7	7	7	8	7	7	6	6
Somewhat agree	24	31	27	23	27	28	28	23	20	24
Neither agree nor disagree	30	28	32	31	31	31	30	31	30	30
Somewhat disagree	19	18	23	21	20	18	20	22	22	19
Strongly disagree	19	14	12	16	14	14	14	17	20	19
TOTAL DISAGREE	38	32	35	37	35	32	34	38	42	38
Don't know	1	-	-	1	<1	1	1	1	2	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

Most agree (78%) that they almost always compare prices online before making a major purchase.

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

	TOTAL 2022	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	993	787	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	78	69	76	77	79	80	80	77	79	78
Strongly agree	43	33	37	43	47	45	44	40	44	43
Somewhat agree	35	36	39	34	32	35	36	36	34	35
Neither agree nor disagree	14	17	14	13	13	11	11	13	12	14
Somewhat disagree	4	7	6	5	5	6	5	5	4	4
Strongly disagree	3	7	3	4	2	3	3	4	4	3
TOTAL DISAGREE	7	14	9	9	8	9	7	10	8	7
Don't know	1	-	-	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 2022, 3-in-10 (32%) agree that they prefer shopping online more than shopping in stores (unchanged from 2021).

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

	TOTAL	TRACKING								
	2022	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	993	787	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	**32**	28	33	32	38	39	38	30	31	32
Strongly agree	**11**	7	10	10	12	13	12	10	8	11
Somewhat agree	**21**	21	23	22	26	26	26	20	22	21
Neither agree nor disagree	**32**	33	36	34	31	30	32	32	31	32
Somewhat disagree	**20**	20	20	22	19	20	17	21	23	20
Strongly disagree	**15**	19	11	12	12	11	13	15	15	15
TOTAL DISAGREE	**35**	39	31	34	31	31	30	36	38	35
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

ATTITUDES TOWARD SHOPPING

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

% Agree (strongly or somewhat)	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
I almost always compare prices online before making a major purchase.	78	75	82	81	78	80	75	69	83	69	79
I prefer shopping online more than shopping in stores.	32	29	27	32	29	34	31	28	43	45	38
When shopping, I like visiting stores to browse but then I prefer to make purchases online to get the best deal.	30	30	26	24	26	31	30	32	31	31	30

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

Two-thirds (66%) prefer making online purchases from Canadian retailers when they have a choice.

	TOTAL 2022	TRACKING 2014	2015	2016	2017	2018	2019	2020	2021	2022
	1721	993	787	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	66	62	62	59	65	62	64	68	71	66
U.S. businesses/retailers	2	3	2	1	2	2	2	2	1	2
No preference/Doesn't matter	21	18	16	24	21	23	21	18	18	21
It depends	9	13	19	14	11	12	11	10	8	9
Don't know	2	4	1	1	1	2	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

Two-thirds (66%) prefer making online purchases from Canadian retailers when they have a choice.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	66	69	68	73	71	67	58	76	68	68	63
U.S. businesses/retailers	2	2	1	-	-	2	3	-	1	3	1
No preference/Doesn't matter	21	19	22	13	21	21	27	14	16	24	20
It depends	9	7	9	13	7	9	10	7	15	5	13
Don't know	2	2	-	1	1	1	3	2	-	1	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

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

More than half (52%) cite benefiting the Canadian economy/supporting local businesses as the main reason for preferring Canadian businesses.

Total Mentions	TRACKING							
	2015	2016	2017	2018	2019	2020	2021	2022
	487	584	638	636	1147	1170	1280	1152
	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	44	31	39	32	43	48	55	52
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	16	16	21	22	18	13	12	13
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	19	16	13	12	9	7	8	11
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	20	31	25	22	19	16	13	8
Because I am Canadian/I live in Canada	4	8	4	6	6	6	6	8
Fast shipping/Faster delivery	5	8	6	6	7	6	6	7
Lower retail cost/It's cheaper/Price/Best price								3
Closer to home/It's local/To keep it local (general)								3
Easier to return/Return policy								3

Mentions of 3% or more in 2022

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

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

Reasons for preferring Canadian businesses vary relatively little by province.

Total Mentions	TOTAL 2022	PROVINCE British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1152	152	88	62	65	394	160	65	59	54	53
	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	52	47	52	50	46	51	59	43	54	65	40
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	13	16	14	10	22	13	9	15	19	7	21
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	11	9	9	11	17	13	7	11	14	4	9
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	8	11	14	21	14	5	5	15	12	6	11
Because I am Canadian/I live in Canada	8	13	6	6	8	8	5	14	3	2	13
Fast shipping/Faster delivery	7	10	9	8	11	6	7	3	5	11	2
Lower retail cost/It's cheaper/Price/Best price	3	3	3	6	2	2	5	6	3	2	8
Closer to home/It's local/To keep it local (general)	3	2	3	-	8	2	6	2	2	13	-
Easier to return/Return policy	3	1	1	-	-	5	2	-	2	2	2

Mentions of 3% or more in 2022

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

More than half (53%) 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			
	2022	2019	2020	2021	2022
	1721	1778	1703	1785	1721
	%	%	%	%	%
Yes	53	57	56	59	53
No	29	28	30	26	29
Don’t know	19	15	14	15	19

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

More than half (53%) 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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Yes	53	55	60	51	47	54	47	51	51	46	51
No	29	27	26	32	36	27	34	28	33	38	21
Don't know	19	18	14	18	16	20	19	21	16	16	27

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 (57%) 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. One-third (33%) say it was better.

	TOTAL	TRACKING			
	2022	2019	2020	2021	2022
	894	1018	957	1063	894
	%	%	%	%	%
Better	33	30	30	35	33
Worse	3	2	3	3	3
About the same	57	59	57	55	57
Doesn't apply	3	4	5	3	3
Don't know	5	5	6	5	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 (57%) 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. One-third (35%) say it was better.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	894	121	77	43	43	314	129	43	44	37	43
	%	%	%	%	%	%	%	%	%	%	%
Better	33	30	27	42	30	37	29	35	41	27	26
Worse	3	3	1	-	-	3	3	-	-	5	-
About the same	57	60	57	49	53	54	62	51	48	68	67
Doesn't apply	3	3	3	7	-	3	2	2	2	-	2
Don't know	5	3	12	2	16	4	4	12	9	-	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
C Caution, small base size

PREFERENCE FOR MAKING RETAIL PURCHASES ONLINE VS AT A TRADITIONAL STORE

All things being equal, 62% of shoppers prefer making retail purchases from a traditional, 'bricks and mortar' store.

	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	1721	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%
Traditional, "bricks and mortar" store	62	66	64	59	60	65	63	62
Online store	28	24	26	32	30	25	28	28
Don't know	10	9	9	9	9	9	9	10

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

PREFERENCE FOR MAKING RETAIL PURCHASES ONLINE VS AT A TRADITIONAL STORE

All things being equal, 62% of shoppers prefer making retail purchases from a traditional, ‘bricks and mortar’ store. The findings vary little by province.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Traditional, “bricks and mortar” store	62	65	64	71	69	60	61	68	69	54	62
Online store	28	25	29	18	21	29	30	19	24	39	25
Don't know	10	10	8	12	10	11	9	13	7	8	13

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 are: cost/savings (64%), shipping costs (56%), availability of items (55%) and ease/convenience (52%).

	TOTAL 2022	TRACKING 2016	2017	2018	2019	2020	2021	2022
	1721	984	982	1034	1778	1703	1785	1721
	%	%	%	%	%	%	%	%
Cost/savings	64	73	73	72	73	68	66	64
Shipping costs	56	-	-	-	-	-	-	56
Availability of items	55	61	61	61	58	56	57	55
Ease/convenience	52	62	65	63	63	58	57	52
Time savings	46	55	61	59	58	48	51	46
Ability to return products	45	40	42	40	44	40	40	45
Shipping time	45	-	-	-	-	-	-	45
Selection/variety	41	50	50	51	50	44	44	41
Online customer reviews	39	-	-	-	48	40	45	39
Ability to compare products	39	51	51	53	49	43	44	39
Ability to research/access to information	34	48	51	49	44	39	42	34
Easy to use purchasing platform	33	-	-	-	39	35	37	33
Quality of items	31	28	28	29	31	27	29	31
Better overall experience	13	14	14	16	16	11	14	13
Recommendations from someone you know	12	-	-	-	18	12	15	12
More enjoyable/interesting/fun	8	11	13	12	9	8	8	8
Other	1	1	1	1	2	3	2	1
None of the above	4	2	2	2	3	3	4	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 are: cost/savings (64%), shipping costs (56%), availability of items (55%) and ease/convenience (52%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1721	220	129	85	91	585	275	85	87	80	84
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	64	65	72	76	51	64	57	59	77	60	68
Shipping costs	56	54	62	72	51	54	52	59	68	53	64
Availability of items	55	58	61	59	56	53	53	45	66	54	57
Ease/convenience	52	51	57	56	52	55	43	48	64	49	55
Time savings	46	43	49	36	44	46	47	38	54	39	39
Ability to return products	45	41	53	51	40	45	42	40	54	36	44
Shipping time	45	40	52	49	38	45	44	46	56	49	52
Selection/variety	41	39	50	41	35	42	37	36	48	40	42
Online customer reviews	39	39	44	44	41	39	33	49	54	34	39
Ability to compare products	39	37	43	40	37	41	38	32	44	26	31
Ability to research/access to information	34	39	39	33	33	34	29	29	40	29	33
Easy to use purchasing platform	33	39	41	45	34	32	23	34	41	25	33
Quality of items	31	36	38	35	23	32	23	21	38	35	31
Better overall experience	13	14	15	9	14	15	10	11	10	13	20
Recommendations from someone you know	12	10	11	8	13	14	9	16	15	10	12
More enjoyable/interesting/fun	8	8	5	1	11	9	9	4	13	8	7
Other	1	<1	2	1	1	2	1	2	2	-	1
None of the above	4	4	2	4	5	3	6	5	1	3	5

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** (25%).

	TOTAL	TRACKING						
	2022	2016	2017	2018	2019	2020	2021	2022
	1658	967	961	1012	1731	1654	1705	1658
	%	%	%	%	%	%	%	%
Cost/savings	25	38	31	33	33	30	28	25
Shipping costs	13	-	-	-	-	-	-	13
Ease/convenience	12	15	18	17	15	15	16	12
Availability of items	9	9	12	11	9	11	11	9
Ability to return products	6	8	7	8	8	7	8	6
Time savings	6	8	8	8	10	6	8	6
Selection/variety	5	6	6	5	6	5	4	5
Quality of items	4	3	2	4	3	4	5	4
Ability to compare products	4	5	5	5	4	4	3	4
Ability to research/access to information	3	6	6	5	4	6	5	3
Online customer reviews	3	-	-	-	4	4	5	3
Shipping time	3	-	-	-	-	-	-	3
Easy to use purchasing platform	2	-	-	-	2	3	2	2
Better overall experience	2	1	2	1	2	1	2	2
More enjoyable/interesting/fun	1	1	1	1	1	1	1	1
Recommendations from someone you know	1	-	-	-	1	1	1	1
Other	1	2	2	2	1	3	1	1
Don’t know	2	-	-	-	-	-	1	2

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

The single most important factor when making a purchase online instead of at a traditional store is **cost/savings** (25%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1658	212	127	82	86	567	259	81	86	78	80
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	25	29	28	29	21	22	24	22	33	19	30
Shipping costs	13	12	17	13	14	12	11	21	13	6	10
Ease/convenience	12	11	9	12	10	13	12	5	7	9	9
Availability of items	9	12	9	13	7	9	7	14	9	15	9
Ability to return products	6	8	2	5	6	7	5	6	7	8	11
Time savings	6	3	5	1	6	6	12	7	5	8	1
Selection/variety	5	5	6	5	1	5	5	7	3	6	10
Quality of items	4	5	3	7	3	4	2	4	3	4	3
Ability to compare products	4	2	6	2	7	4	3	-	2	4	1
Ability to research/access to information	3	1	2	7	6	2	5	4	2	4	3
Online customer reviews	3	4	4	-	7	3	2	1	7	4	5
Shipping time	3	1	5	1	5	3	3	1	2	6	3
Easy to use purchasing platform	2	<1	2	-	-	2	2	2	1	1	-
Better overall experience	2	1	2	-	2	2	2	1	1	3	4
More enjoyable/interesting/fun	1	<1	-	-	-	1	1	1	1	1	-
Recommendations from someone you know	1	1	-	-	2	1	2	-	-	-	-
Other	1	<1	1	-	1	1	1	-	1	-	1
Don't know	2	1	-	2	1	2	2	2	1	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

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 40% in 2022, up markedly since 2016.

% Comfortable

	TOTAL 2022						TRACKING						
	Very comfortable (no concerns)	Somewhat comfortable	Neither	Somewhat uncomfortable	Very uncomfortable (major concerns)	Don't know	2016	2017	2018	2019	2020	2021	2022
	2000						1200	1200	1203	2050	2000	2022	2000
	%						%	%	%	%	%	%	%
Making a purchase on an Canadian retail website	32	40	16	6	3	4	72	74	74	75	73	74	72
Making a purchase or payment on a government website	36	33	17	5	3	6	72	73	74	73	71	69	69
Making a purchase on a U.S. retail website	17	32	21	16	8	5	52	53	55	55	47	50	49
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.)	19	20	15	17	19	9	23	27	37	32	31	34	40

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Making a purchase on an Canadian retail website	72	73	70	71	74	73	69	77	77	81	84
Making a purchase or payment on a government website	69	67	65	64	67	70	70	70	74	74	77
Making a purchase on a U.S. retail website	49	53	51	49	50	49	45	52	47	56	58
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	40	43	41	36	41	40	37	35	40	38	39

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

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

% Agree

	TOTAL 2022						TRACKING						
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	2016	2017	2018	2019	2020	2021	2022
	2000						1200	1200	1203	2050	2000	2022	2000
	%						%	%	%	%	%	%	%
I generally have a better impression of businesses/orgs that have a website	23	40	25	5	3	4	56	60	67	67	61	64	63
Having a website makes a business/organization look more credible	24	38	26	6	3	3	61	63	65	65	60	63	62
I am more likely to do business with a company that has a website	24	38	27	5	3	3	53	59	66	67	61	66	62
I am more likely to donate to a not-for-profit organization that has a website	18	29	33	6	6	8	37	44	48	49	45	49	47
I don't trust businesses/organizations that do not have a website	10	24	38	16	8	5	36	39	38	37	33	37	34
It generally doesn't matter to me whether or not a bus./org. has a website	6	17	30	28	14	4	21	19	23	21	25	22	24

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

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
I generally have a better impression of businesses/orgs that have a website	63	65	61	59	61	67	55	59	71	66	65
Having a website makes a business/organization look more credible	62	67	63	58	63	68	49	57	73	62	64
I am more likely to do business with a company that has a website	62	65	63	56	60	65	56	55	74	64	63
I am more likely to donate to a not-for-profit organization that has a website	47	48	47	39	45	53	39	43	48	52	40
I don't trust businesses/organizations that do not have a website	34	35	39	29	36	36	26	29	45	38	30
It generally doesn't matter to me whether or not a bus./org. has a website	24	19	29	22	18	24	27	23	15	17	21

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

7

REMOTE WORK AND ACCESSING GOVERNMENT AND OTHER ORGANIZATIONS ONLINE

PEOPLE IN HOUSEHOLD WORKING REMOTELY PRIOR TO COVID-19

62% indicate that no one in their household worked remotely prior to COVID-19.

	TOTAL	TRACKING		
	2022	2020	2021	2022
	2000	2000	2022	2000
	%	%	%	%
None	62	58	63	62
1	18	20	17	18
2	7	8	7	7
3	1	1	1	1
4 or more	1	1	1	1
Doesn't apply	11	11	10	11
Don't know	1	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

62% indicate that no one in their household worked remotely prior to COVID-19.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
None	62	58	61	69	62	57	73	56	65	62	64
1	18	23	13	13	22	21	11	19	16	25	18
2	7	6	10	6	6	9	2	7	6	2	5
3	1	2	-	1	-	1	1	3	1	1	2
4 or more	1	1	1	-	1	1	1	1	1	-	-
Doesn’t apply	11	8	15	11	9	10	11	12	10	9	11
Don’t know	1	2	1	-	-	1	1	2	1	1	-

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, 37% say they worked remotely at least some of the time prior to the pandemic.

	TOTAL	TRACKING		
	2022	2020	2021	2022
	822	366	784	822
	%	%	%	%
Almost always	8	17	10	8
Most of the time	7	16	7	7
Some of the time	22	38	22	22
Rarely	21	15	27	21
Never	40	13	32	40
Doesn't apply	1	<1	1	1
Don't know	<1	<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, 37% say they worked remotely at least some of the time prior to the pandemic.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34	32	312	148	34	43	36	22
	%	%	%	%	%	%	%	%	%	%	%
Almost always	8	7	8	12	6	10	5	18	12	8	14
Most of the time	7	12	6	9	-	8	4	12	5	11	-
Some of the time	22	21	19	29	16	26	17	12	19	19	18
Rarely	21	21	13	21	6	25	21	18	19	22	18
Never	40	38	55	26	69	29	51	41	42	39	50
Doesn't apply	1	-	-	3	3	1	2	-	2	-	-
Don't know	<1	-	-	-	-	<1	-	-	2	-	-

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 (75%) and time savings in general (67%).

	TOTAL 2022	TRACKING 2020	TRACKING 2021	TRACKING 2022
	822	366	784	822
	%	%	%	%
Less time spent commuting	75	77	76	75
Time savings	67	66	63	67
Money savings	62	53	59	62
Greater flexibility with chores/errands	54	50	52	54
Increased quiet time	43	44	37	43
Better work-life balance	42	54	37	42
Ability to receive deliveries	38	30	35	38
Happier work life	35	37	31	35
Positive environmental impact	35	40	36	35
Increased productivity	35	38	31	35
Greater flexibility with housing choices	29	22	28	29
Customizable office space	24	33	25	24
Greater flexibility with child care	18	18	18	18
Other	<1	<1	<1	<1
None of the above	4	1	3	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

PERCEIVED BENEFITS OF WORKING REMOTELY

The top benefits of working remotely are less time spent commuting (75%) and time savings in general (67%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34	32	312	148	34	43	36	22
	%	%	%	%	%	%	%	%	%	%	%
Less time spent commuting	75	69	75	71	78	76	77	68	77	58	68
Time savings	67	64	74	62	72	67	70	53	67	56	45
Money savings	62	55	68	56	53	65	60	59	63	42	59
Greater flexibility with chores/errands	54	50	58	56	41	56	51	53	63	42	64
Increased quiet time	43	36	43	32	34	41	51	35	49	44	59
Better work-life balance	42	47	40	56	44	42	37	44	37	33	45
Ability to receive deliveries	38	33	47	29	34	38	37	35	37	31	23
Happier work life	35	36	40	29	28	37	29	38	37	25	32
Positive environmental impact	35	32	30	26	34	34	40	35	35	36	36
Increased productivity	35	33	32	32	31	34	38	44	42	22	27
Greater flexibility with housing choices	29	29	40	21	28	34	18	29	28	28	23
Customizable office space	24	21	26	15	34	24	25	38	30	17	32
Greater flexibility with child care	18	14	19	18	19	21	16	18	16	22	9
Other	<1	2	2	-	-	-	-	-	-	-	-
None of the above	4	6	4	6	6	4	3	15	12	3	5

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

CHANGE IN HOURS WORKED PER WEEK (REMOTELY)

Four-in-ten (41%) say that the number of hours they work per week has increased since they started working remotely.

	TOTAL 2022
	822
	%
TOTAL INCREASED	41
Increased a lot	15
Increased a little	26
Stayed the same	43
Decreased a little	8
Decreased a lot	3
TOTAL DECREASED	11
Don’t know	1
Doesn’t apply	3

2022-75A. In general, would you say that the **number of hours you work per week** has increased or decreased since you started working remotely?
Base: Respondents working remotely because of the pandemic

Four-in-ten (41%) say that the number of hours they work per week has increased since they started working remotely.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34c	32c	312	148	34c	43c	36c	22c
	%	%	%	%	%	%	%	%	%	%	%
TOTAL INCREASED	41	35	42	29	38	46	38	29	35	39	41
Increased a lot	15	18	13	9	13	17	12	6	16	17	14
Increased a little	26	17	28	21	25	30	26	24	19	22	27
Stayed the same	43	46	43	50	41	39	45	59	47	42	36
Decreased a little	8	11	8	9	9	7	9	3	12	8	14
Decreased a lot	3	2	4	3	3	3	4	-	5	3	5
TOTAL DECREASED	11	13	11	12	13	10	13	3	16	11	18
Don’t know	1	1	-	6	-	2	2	-	-	3	-
Doesn’t apply	3	6	4	3	9	3	3	9	2	6	5

2022-75A. In general, would you say that the **number of hours you work per week** has increased or decreased since you started working remotely?
Base: Respondents working remotely because of the pandemic
C Caution, small base size

WAYS THAT WORK SCHEDULE HAS CHANGED (REMOTELY)

Work schedules have changed for many since people started working remotely, including more flexible hours (43%) and more evening hours (30%).

	TOTAL 2022
	822
	%
More evening hours	30
More early morning hours	21
More weekend days	16
More flexible hours	43
No change	26
Don't know	2
Doesn't apply	4

2022-75B. In what ways, if any, has your **work schedule** changed since you started working remotely? Select all that apply.
Base: Respondents working remotely because of the pandemic

WAYS THAT WORK SCHEDULE HAS CHANGED (REMOTELY)

Work schedules have changed for many since people started working remotely, including more flexible hours (43%) and more evening hours (30%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34c	32c	312	148	34c	43c	36c	22c
	%	%	%	%	%	%	%	%	%	%	%
More evening hours	30	28	32	9	13	33	29	18	33	25	32
More early morning hours	21	21	25	15	16	19	27	15	16	3	9
More weekend days	16	12	23	3	13	18	11	15	16	8	14
More flexible hours	43	38	34	50	47	48	40	41	47	53	50
No change	26	31	28	26	34	24	26	29	26	19	27
Don't know	2	1	2	3	-	2	2	-	-	3	-
Doesn't apply	4	5	6	6	6	2	5	12	2	6	5

2022-75B. In what ways, if any, has your **work schedule** changed since you started working remotely? Select all that apply.
Base: Respondents working remotely because of the pandemic
C Caution, small base size

OFFICE SUPPLIES PURCHASED SINCE WORKING REMOTELY

At least 2-in-10 have purchased an office chair (36%), desk (27%), computer mouse (23%) or headset with microphone (22%) since they started working remotely.

	TOTAL 2022
	822
	%
Office chair	36
Desk	27
Computer mouse	23
Headset with microphone	22
External webcam	11
Keyboard tray	9
Ring light	5
Background decorations	5
None of the above	30
No answer	2
Doesn't apply	6

2022-75C. Which of the following office supplies, if any, have you purchased since you started working remotely? Select all that apply.
Base: Respondents working remotely because of the pandemic

OFFICE SUPPLIES PURCHASED SINCE WORKING REMOTELY

At least 2-in-10 have purchased an office chair (36%), desk (27%), computer mouse (23%) or headset with microphone (22%) since they started working remotely.

		PROVINCE									
	TOTAL 2022	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34c	32c	312	148	34c	43c	36c	22c
	%	%	%	%	%	%	%	%	%	%	%
Office chair	36	34	40	15	34	37	39	29	44	31	32
Desk	27	29	19	18	19	29	28	24	35	19	41
Computer mouse	23	26	17	12	9	27	22	18	19	6	23
Headset with microphone	22	19	15	15	9	25	21	15	28	25	18
External webcam	11	10	4	15	19	13	11	6	12	14	9
Keyboard tray	9	7	9	9	3	10	8	3	16	3	5
Ring light	5	3	2	-	9	7	5	3	7	3	5
Background decorations	5	3	4	-	3	6	3	-	14	17	5
None of the above	30	29	36	47	41	30	27	35	26	22	36
No answer	2	2	-	-	-	2	3	-	2	-	5
Doesn't apply	6	7	4	12	6	4	9	18	5	11	9

2022-75C. Which of the following office supplies, if any, have you purchased since you started working remotely? Select all that apply.
Base: Respondents working remotely because of the pandemic
C Caution, small base size

HOW OFTEN WEAR ACTIVE/ATHLETIC CLOTHING WHEN WORKING REMOTELY

Most people (59%) wear active/athletic clothing most days when working remotely.

	TOTAL 2022
	822
	%
EVERY/MOST DAYS	59
Every day	30
Most days	29
Some days	21
Hardly ever	10
Never	7
HARDLY EVER/NEVER	17
No answer	<1
Doesn't apply	3

2022-75D. How often, if ever, do you wear active/athletic clothing when you are working remotely (i.e., sweats, shorts, hoodies, etc.)?
Base: Respondents working remotely because of the pandemic

Most people (59%) wear active/athletic clothing most days when working remotely.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34c	32c	312	148	34c	43c	36c	22c
	%	%	%	%	%	%	%	%	%	%	%
EVERY/MOST DAYS	59	62	68	56	69	62	49	41	65	61	50
Every day	30	35	30	9	25	33	28	24	33	28	23
Most days	29	27	38	47	44	29	22	18	33	33	27
Some days	21	22	15	29	9	21	24	26	14	17	27
Hardly ever	10	6	11	6	6	9	14	12	9	11	5
Never	7	7	4	6	13	5	10	12	5	3	14
HARDLY EVER/NEVER	17	13	15	12	19	14	24	24	14	14	18
No answer	<1	-	-	-	-	<1	1	-	-	-	-
Doesn't apply	3	3	2	3	3	3	2	9	7	8	5

2022-75D. How often, if ever, do you wear active/athletic clothing when you are working remotely (i.e., sweats, shorts, hoodies, etc.)?
Base: Respondents working remotely because of the pandemic
C Caution, small base size

Four-in-ten (41%) remote workers have a pet at home.

	TOTAL 2022
	822
	%
Yes	41
No	58
No answer	1

2022-75E. Do you have a pet at home?
Base: Respondents working remotely because of the pandemic

Four-in-ten (41%) remote workers have a pet at home.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34c	32c	312	148	34c	43c	36c	22c
	%	%	%	%	%	%	%	%	%	%	%
Yes	41	42	38	56	59	37	42	56	58	50	68
No	58	58	62	41	41	62	57	41	42	50	32
No answer	1	-	-	3	-	1	1	3	-	-	-

2022-75E. Do you have a pet at home?
Base: Respondents working remotely because of the pandemic
C Caution, small base size

HOW OFTEN PET APPEARS ON CAMERA DURING VIDEO MEETINGS

About one-third of pet owners (34%) say that their pet appears on camera during video meetings at least some days.

	TOTAL 2022
	358
	%
EVERY/MOST DAYS	10
Every day	3
Most days	7
Some days	24
Hardly ever	24
Never	38
HARDLY EVER/NEVER	62
Doesn't apply	5

2022-75F. How often, if ever, does your pet appear on camera during your video meetings?
Base: Respondents working remotely because of the pandemic and who have a pet

WAYS OF MULTI-TASKING DURING MEETINGS WHEN WORKING REMOTELY

Most people multi-task during meetings when working remotely. The top ways of multi-tasking are direct messaging (47%), using the washroom (42%), working on other projects/tasks (39%) and pacing/walking around home (35%).

	TOTAL 2022
	822
	%
Direct message co-workers/colleagues	47
Use the washroom	42
Work on other projects/tasks	39
Pace/walk around your home	35
Do dishes or empty the dishwasher	25
Flip or fold laundry	24
Do housework (e.g., dusting, vacuuming)	22
Go for a walk outside	17
Stretch/do yoga exercises	16
None of the above	18
No answer	2

2022-75G. In which of the following ways, if any, do you ever **multi-task** during meetings when working remoting? Select all that apply.
Base: Respondents working remotely because of the pandemic

WAYS OF MULTI-TASKING WHEN WORKING REMOTELY

Most people multi-task during meetings when working remotely. The top ways of multi-tasking are direct messaging (47%), using the washroom (42%), working on other projects/tasks (39%) and pacing/walking around home (35%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34	32	312	148	34	43	36	22
	%	%	%	%	%	%	%	%	%	%	%
Direct message co-workers/colleagues	47	50	42	29	50	51	43	32	51	28	50
Use the washroom	42	41	47	44	44	46	31	41	47	44	50
Work on other projects/tasks	39	40	42	38	44	43	28	29	53	39	50
Pace/walk around your home	35	35	36	35	31	40	28	18	35	25	41
Do dishes or empty the dishwasher	25	28	36	24	22	23	22	29	33	19	41
Flip or fold laundry	24	32	26	21	19	23	22	26	21	22	36
Do housework (e.g., dusting, vacuuming)	22	28	34	24	13	22	14	18	30	19	27
Go for a walk outside	17	20	13	24	6	21	9	9	16	25	23
Stretch/do yoga exercises	16	15	15	6	19	19	11	6	23	11	18
None of the above	18	14	9	24	22	17	24	35	14	22	9
No answer	2	3	4	3	3	2	2	9	5	6	-

2022-75G. In which of the following ways, if any, do you ever **multi-task** during meetings when working remoting? Select all that apply.
Base: Respondents working remotely because of the pandemic

CAMERAS ON/OFF DURING MEETINGS

Video meetings are more likely to be conducted with cameras on than off (36% versus 19%), but 39% say it varies/depends.

	TOTAL 2022
	822
	%
Cameras on	36
Cameras off	19
It varies/depends	39
No answer	1
Doesn’t apply	5

2022-75H. In general, are your organization’s video meetings typically conducted with cameras on or off?
Base: Respondents working remotely because of the pandemic

CAMERAS ON/OFF DURING MEETINGS

Video meetings are more likely to be conducted with cameras on than off (36% versus 19%), but 39% say it varies/depends.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	822	107	53	34	32	312	148	34	43	36	22
	%	%	%	%	%	%	%	%	%	%	%
Cameras on	36	43	28	41	28	30	47	32	21	28	32
Cameras off	19	17	17	15	16	23	11	18	28	14	27
It varies/depends	39	36	45	38	50	39	37	35	47	47	41
No answer	1	-	4	-	-	1	1	-	-	3	-
Doesn’t apply	5	4	6	6	6	6	3	15	5	8	-

2022-75H. In general, are your organization’s video meetings typically conducted with cameras on or off?
Base: Respondents working remotely because of the pandemic

People are more likely to indicate that they would be unwilling (39%) than willing (23%) to work for an organization that does not allow employees to work remotely.

How willing would you be to work for an organization that …	Totally willing	Somewhat willing	Neutral	Not very willing	Not willing at all	Don't know	% Willing – Tracking 2020	% Willing – Tracking 2021	% Willing – Tracking 2022
	TOTAL 2022						2020	2021	2022
	1447						1351	1408	1447
	%						%	%	%
Does not cover home internet costs	19	14	36	15	10	5	38	34	34
Does not cover mobile phone costs	17	15	35	17	11	5	34	31	32
Does not allow employees to work remotely	13	10	32	22	17	5	27	24	24

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

WILLINGNESS TO WORK FOR AN ORGANIZATION UNDER DIFFERENT CIRCUMSTANCES

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

% Willing	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	186	105	70	72	487	254	75	69	63	65
	%	%	%	%	%	%	%	%	%	%	%
Does not cover home internet costs	34	27	40	31	31	34	33	39	52	30	48
Does not cover mobile phone costs	32	30	39	27	33	32	30	39	42	38	46
Does not allow employees to work remotely	24	19	30	29	29	23	21	33	32	29	34

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			
	2022	2019	2020	2021	2022
	2000	2050	2000	2022	2000
	%	%	%	%	%
Bank	67	75	69	68	67
Government	46	56	46	48	46
Your workplace	43	41	41	44	43
Insurance company	42	43	37	43	42
Utility company (e.g., gas, hydro)	35	44	37	37	35
Doctor's office	27	17	17	28	27
Dentist's office	25	22	22	24	25
College or university you attend	12	17	12	13	12
Your child's school	10	12	11	13	10
None of the above	14	9	13	11	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

Online communications vary little by province.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Bank	67	67	72	74	64	68	61	64	76	75	69
Government	46	43	50	44	44	46	45	39	62	55	60
Your workplace	43	49	39	42	38	44	41	40	44	36	40
Insurance company	42	33	48	37	37	44	41	37	54	43	39
Utility company (e.g., gas, hydro)	35	38	38	36	33	33	32	31	42	36	48
Doctor's office	27	30	28	19	19	33	23	12	20	20	16
Dentist's office	25	32	29	25	17	28	16	19	31	26	15
College or university you attend	12	14	9	18	5	14	9	11	11	19	17
Your child's school	10	10	14	15	9	10	9	9	8	20	6
None of the above	14	12	12	16	15	12	19	16	8	10	13

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

CONCERN ABOUT MALWARE WHEN USING THE INTERNET

About two-thirds (66%) are concerned about malware when using the internet. Levels of concern have declined over time.

	TOTAL 2022	TRACKING 2017	2018	2019	2020	2021	2022
	2000	982	1034	1778	2000	2022	2000
	%	%	%	%	%	%	%
TOTAL CONCERNED	66	79	77	80	74	73	66
Very concerned	27	40	32	33	30	28	27
Somewhat concerned	39	39	45	48	43	45	39
Neutral	16	12	12	10	13	13	16
Not very concerned	12	6	7	6	8	7	12
Not concerned at all	4	1	1	1	3	4	4
TOTAL NOT CONCERNED	15	7	8	7	11	11	15
Don’t know	3	2	2	3	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 two-thirds (66%) are concerned about malware when using the internet.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONCERNED	66	70	64	64	71	67	63	62	67	69	63
Very concerned	27	33	31	30	32	28	21	28	14	18	21
Somewhat concerned	39	37	33	34	39	38	42	34	53	51	42
Neutral	16	16	17	12	7	16	16	16	12	16	19
Not very concerned	12	8	13	17	14	12	11	11	16	10	8
Not concerned at all	4	2	5	4	4	3	5	9	3	1	3
TOTAL NOT CONCERNED	15	11	19	21	18	15	16	20	19	11	11
Don’t know	3	3	1	3	4	3	5	2	2	4	7

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 2022, 21% say they have been the victim of a successful cyberattack, down from 32% in 2019.

	TOTAL 2022	TRACKING 2019	TRACKING 2020	TRACKING 2021	TRACKING 2022
	2000	2050	2000	2022	2000
	%	%	%	%	%
Yes	**21**	32	27	25	21
No	**64**	51	56	58	64
Prefer not to answer	**3**	2	2	3	3
Don’t know	**12**	15	15	14	12

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

In 2022, 21% say they have been the victim of a successful cyberattack.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	21	25	19	19	26	24	16	22	17	24	18
No	64	62	61	61	59	62	71	59	70	56	65
Prefer not to answer	3	2	5	3	2	2	3	2	3	-	2
Don’t know	12	11	15	17	13	13	10	17	10	20	15

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

Four-in-ten (40%) say they provide informal ‘tech support’.

	TOTAL	TRACKING			
	2022	2019	2020	2021	2022
	2000	2050	2000	2022	2000
	%	%	%	%	%
Yes	40	45	44	45	40
No	54	51	52	49	54
Prefer not to answer	2	1	1	2	2
Don’t know	4	3	4	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

Four-in-ten (40%) say they provide informal 'tech support'.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	40	42	42	49	41	39	38	36	45	42	42
No	54	52	52	48	54	55	55	57	53	52	48
Prefer not to answer	2	2	3	1	1	1	2	2	1	-	2
Don't know	4	4	3	2	4	4	5	5	1	7	8

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

9

SOCIAL MEDIA AND MOBILE USE AND ONLINE HARASSMENT

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 (61%). Perceptions are unchanged from 2020-2021.

% Very/Somewhat Safe

	TOTAL 2022 (Base size varies)					TRACKING					AGE (2022)			GENDER (2022)		CHILDREN <18 (2022)	
	Very safe	Somewhat safe	Not very safe	Not safe at all	Don't know	2018	2019	2020	2021	2022	18-34	35-54	55+	Male	Female	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	42	45	7	2	5	-	83	81	87	87	84	87	89	87	86	85	87
WhatsApp	39	43	8	2	7	84	84	83	82	82	81	83	83	84	80	83	82
Facebook Messenger	29	49	12	4	6	75	76	78	78	78	75	79	80	78	78	77	78
Snapchat	33	43	14	5	6	-	76	77	76	76	75	72	92	74	77	71	77
Instagram	21	50	16	5	7	74	73	73	75	71	68	76	71	72	71	72	71
Twitter	18	48	20	9	5	67	64	65	65	65	62	66	70	67	64	60	67
Facebook	16	45	22	10	7	66	61	63	63	61	58	62	63	61	61	63	61

■ 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

Perceptions of safety from online harassment are highest for WhatsApp (82%) and LinkedIn (87%) and lowest for Twitter (65%) and Facebook (61%).

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	Base varies										
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	87	88	87	88	79	89	82	61	89	91	90
WhatsApp	82	86	85	85	80	81	80	80	87	89	86
Facebook Messenger	78	79	78	85	79	81	72	82	79	78	82
Snapchat	76	74	72	86	75	84	61	79	70	86	83
Instagram	71	73	71	74	83	72	64	71	81	68	78
Twitter	65	63	73	63	84	63	68	50	66	65	72
Facebook	61	64	58	56	63	64	56	61	69	68	67

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

About three-in-ten (31%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment. Women are more likely than men to feel reluctant.

	TOTAL 2022	TRACKING 2017	2018	2019	2020	2021	2022
	2000	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%
Yes	31	26	29	32	32	34	31
No	52	55	53	52	52	49	52
Don't know	6	6	6	6	6	6	6
Doesn't apply	11	13	12	10	10	10	11

Reluctance to Use Social Media, by Gender

	Men 2017	2018	2019	2020	2021	2022	Women 2017	2018	2019	2020	2021	2022
	%	%	%	%	%	%	%	%	%	%	%	%
% 'Yes'	21	24	31	28	29	26	30	34	34	35	39	36

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 three-in-ten (31%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment.

		PROVINCE									
	TOTAL 2022	British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	31	33	36	32	38	31	28	34	26	34	34
No	52	49	48	52	48	53	53	53	61	52	55
Don’t know	6	8	6	2	6	7	5	4	6	8	6
Doesn’t apply	11	11	10	14	8	9	15	9	7	7	5

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

EXPERIENCED OR WITNESSED ONLINE HARASSMENT

One-quarter (24%) have experienced or witnessed harassment when using the internet. Experiences with harassment are significantly higher among younger people (37% of 18-34 year olds in 2022).

	TOTAL 2022	TRACKING 2017	2018	2019	2020	2021	2022
	2000	1200	1203	2050	2000	2022	2000
	%	%	%	%	%	%	%
Yes, I have experienced it	13	9	9	12	12	14	13
Yes, I have witnessed it	11	24	24	13	12	14	11
No	74	65	64	73	73	71	74
Don't know	5	4	5	3	3	4	5

Experienced or Witnessed Cyberbullying, by Age and Gender

	18-34						35-54						55+						Males						Females					
	2017	2018	2019	2020	2021	2022	2017	2018	2019	2020	2021	2022	2017	2018	2019	2020	2021	2022	2017	2018	2019	2020	2021	2022	2017	2018	2019	2020	2021	2022
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Experienced it	15	19	14	20	19	19	10	5	13	10	14	12	3	5	10	9	9	8	9	9	12	12	12	12	9	10	12	13	15	13
Witnessed it	36	39	25	21	24	18	25	22	12	13	14	12	12	14	6	6	6	6	19	22	13	13	14	12	28	26	13	12	13	11

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 (24%) have experienced or witnessed harassment when using the internet.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	13	15	17	10	15	13	8	11	17	16	13
Yes, I have witnessed it	11	16	15	10	14	12	6	14	9	11	10
No	74	69	67	76	69	73	81	73	75	72	76
Don't know	5	4	5	5	5	4	6	4	3	3	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

USING SOCIAL MEDIA

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

	TOTAL	TRACKING				
	2022	2018	2019	2020	2021	2022
	2000	1203	2050	2000	2022	2000
	%	%	%	%	%	%
Facebook	66	77	71	70	70	66
Facebook Messenger	60	n/a	58	58	62	60
YouTube	53	-	-	49	55	53
Instagram	43	35	36	38	40	43
WhatsApp	39	n/a	33	36	41	39
LinkedIn	30	35	34	30	31	30
Twitter	25	26	23	23	25	25
Pinterest	19	-	-	22	21	19
Snapchat	17	19	14	15	14	17
TikTok	13	-	-	3	9	13
WeChat	5	-	-	5	6	5
Telegram	4	-	-	2	4	4
Tumblr	3	-	-	3	2	3
Viber	2	-	-	3	3	2
Other	2	n/a	2	2	1	2
None	8	13	13	9	7	8

2018-58A. Which of the following social media sites or messaging apps do you ever use? (previous phrasing) 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 YouTube, Instagram and/or WhatsApp.

	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	350	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	66	69	62	71	65	63	68	72	75	81	82
Facebook Messenger	60	60	63	60	61	55	63	67	71	67	73
YouTube	53	56	58	54	51	55	43	46	66	65	63
Instagram	43	50	41	47	48	47	33	28	54	42	41
WhatsApp	39	49	39	39	35	49	23	20	31	20	22
LinkedIn	30	33	30	25	19	34	22	18	38	25	29
Twitter	25	29	25	30	19	29	16	18	35	26	39
Pinterest	19	16	17	32	22	18	17	21	28	25	28
Snapchat	17	18	17	35	20	16	14	14	20	25	18
TikTok	13	10	11	20	19	15	9	10	18	22	16
WeChat	5	9	3	3	6	7	2	1	5	4	3
Telegram	4	4	3	10	6	5	3	2	4	8	4
Tumblr	3	4	4	4	3	2	2	1	5	1	3
Viber	2	2	5	1	2	2	2	-	1	1	1
Other	2	3	2	-	2	2	1	4	-	1	2
None	8	7	12	6	11	7	10	9	5	7	3

2018-58A. Which of the following social media sites or messaging apps do you ever use? (previous phrasing) 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							
	Helpful		Toxic		Addictive		Positive	
	2021	2022	2021	2022	2021	2022	2021	2022
	1600	1583	1600	1583	1600	1583	1600	1583
	%	%	%	%	%	%	%	%
Facebook	16	15	43	40	36	30	10	9
Twitter	3	5	9	8	4	3	2	2
Instagram	4	4	8	12	13	17	10	10
Snapchat	<1	<1	1	2	1	1	2	1
LinkedIn	8	9	<1	1	1	1	12	12
Facebook Messenger	12	10	3	3	3	3	9	11
WhatsApp	9	10	2	2	4	3	10	11
YouTube	23	23	5	5	13	13	13	12
TikTok	1	1	2	3	4	8	2	2
WeChat	2	1	<1	<1	1	1	1	1
Tumblr	<1	<1	<1	-	<1	<1	<1	<1
Viber	-	<1	-	<1	-	-	<1	<1
Pinterest	7	5	1	<1	2	2	8	7
Telegram	<1	1	<1	<1	<1	<1	1	1
None	15	16	26	24	18	18	20	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

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

is the most … Helpful	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1583	208	116	83	75	525	260	71	83	78	84
	%	%	%	%	%	%	%	%	%	%	%
YouTube	23	21	37	30	24	22	17	21	27	23	25
Facebook	15	13	12	13	20	13	21	14	19	21	25
Facebook Messenger	10	6	3	6	8	5	23	18	12	5	12
WhatsApp	10	13	7	5	7	12	7	7	2	4	4
LinkedIn	9	14	9	4	1	9	7	4	6	1	5
Pinterest	5	3	3	16	11	5	3	8	6	14	10
Twitter	5	3	2	2	7	6	3	4	7	3	8
Instagram	4	4	4	2	1	5	3	1	4	3	2
TikTok	1	2	1	1	5	2	-	1	2	5	2
WeChat	1	2	2	1	-	2	<1	-	-	1	-
Telegram	1	1	-	1	-	<1	<1	1	-	1	-
Viber	<1	-	-	-	-	<1	1	-	-	-	-
Snapchat	<1	-	-	-	-	<1	1	-	-	1	-
Tumblr	<1	-	-	-	-	<1	-	-	-	-	-
None	16	18	20	18	16	17	12	18	14	18	7

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

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

is the most … Toxic	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1583	208	116	83	75	525	260	71	83	78	84
	%	%	%	%	%	%	%	%	%	%	%
Facebook	40	41	41	48	36	36	42	51	43	51	58
Instagram	12	10	8	7	17	14	12	8	11	8	2
Twitter	8	11	9	11	3	10	5	11	8	10	8
YouTube	5	2	4	4	3	7	2	3	7	6	4
Facebook Messenger	3	3	3	1	3	2	5	3	1	1	1
TikTok	3	2	3	5	5	2	3	3	1	6	5
WhatsApp	2	1	3	-	3	2	<1	1	1	-	1
Snapchat	2	<1	3	4	3	1	2	4	5	-	2
LinkedIn	1	2	-	-	-	1	1	-	-	-	1
Pinterest	<1	-	-	2	-	<1	<1	-	-	-	-
WeChat	<1	1	-	-	1	-	<1	-	1	1	-
Telegram	<1	-	-	1	-	<1	-	-	-	-	-
Viber	<1	<1	-	-	-	<1	-	-	-	-	-
None	24	25	25	17	27	24	27	15	20	15	17

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1583	208	116	83	75	525	260	71	83	78	84
	%	%	%	%	%	%	%	%	%	%	%
Facebook	30	33	22	33	32	25	40	38	37	49	44
Instagram	17	20	18	14	19	19	10	14	18	10	6
YouTube	13	15	24	12	9	12	8	8	11	8	8
TikTok	8	7	7	8	9	9	7	6	10	10	13
Twitter	3	1	3	2	5	5	2	3	5	1	8
WhatsApp	3	3	3	1	4	5	1	-	4	3	-
Facebook Messenger	3	2	3	-	3	2	7	4	-	3	1
Pinterest	2	1	2	7	3	2	1	3	1	4	1
WeChat	1	1	1	1	1	1	1	-	-	1	-
Snapchat	1	1	2	2	-	<1	1	-	-	3	1
LinkedIn	1	-	1	-	-	1	-	-	1	-	-
Tumblr	<1	-	-	-	-	-	<1	-	-	-	-
Telegram	<1	-	-	-	-	<1	-	-	-	-	-
None	18	14	15	18	15	19	23	24	13	9	17

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

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

is the most … Positive	TOTAL 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1583	208	116	83	75	525	260	71	83	78	84
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	12	12	9	7	5	16	11	7	7	6	5
YouTube	12	12	17	11	5	11	10	14	11	17	21
Facebook Messenger	11	8	9	7	8	9	19	20	8	6	15
WhatsApp	11	13	10	10	7	14	7	4	7	6	5
Instagram	10	12	11	11	7	10	7	14	12	8	7
Facebook	9	12	7	5	13	7	10	11	17	15	17
Pinterest	7	4	7	17	16	5	7	13	5	9	10
TikTok	2	2	1	4	3	3	2	1	4	5	2
Twitter	2	3	2	1	5	2	2	-	5	1	1
Snapchat	1	1	1	6	1	2	<1	-	1	3	1
WeChat	1	1	1	1	-	1	1	-	-	1	-
Telegram	1	1	-	2	-	<1	1	1	-	-	1
Viber	<1	-	1	-	-	<1	<1	-	-	-	-
Tumblr	<1	-	-	-	1	<1	<1	-	-	-	-
None	22	20	25	18	28	20	23	14	23	22	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

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

Most Canadians say that using social media is neutral (45%) or beneficial (25%) for their overall sense of well-being. About two-in-ten (22%) say it is harmful.

	TOTAL 2022	TRACKING 2019	2020	2021	2022
	1842	2050	1824	1878	1842
	%	%	%	%	%
TOTAL BENEFICIAL	25	23	35	29	25
Very beneficial impact	4	3	4	4	4
Somewhat beneficial	21	20	31	25	21
Neutral/no impact	45	50	42	43	45
Somewhat harmful	17	13	13	17	17
Very harmful impact	4	3	2	3	4
TOTAL HARMFUL	22	16	16	20	22
Prefer not to answer	1	1	1	1	1
Don't know	7	9	7	6	7

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 2022	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1842	231	132	94	89	615	315	91	95	83	97
	%	%	%	%	%	%	%	%	%	%	%
TOTAL BENEFICIAL	25	23	27	18	28	27	23	24	29	20	24
Very beneficial impact	4	3	5	2	4	5	3	4	3	2	4
Somewhat beneficial	21	20	22	16	24	22	20	20	26	18	20
Neutral/no impact	45	44	39	37	42	46	51	38	36	43	39
Somewhat harmful	17	18	21	30	20	16	13	23	24	24	23
Very harmful impact	4	8	5	2	4	3	4	9	-	5	1
TOTAL HARMFUL	22	26	26	32	25	20	17	32	24	29	24
Prefer not to answer	1	1	2	4	-	1	1	2	1	-	-
Don't know	7	6	8	9	6	7	7	3	9	7	13

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

2022 Sample Demographics

GENDER

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

AGE

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

NUMBER OF PEOPLE IN HH

22%	One
42%	Two
17%	Three
17%	Four or more
2%	Prefer not to answer

20% have children under 18 living in household

EDUCATION

14%	HS or less
27%	Some/graduated college
58%	Some/graduated university
1%	Prefer not to answer

HH INCOME

17%	<$50K
32%	$50K to $100K
33%	$100K+
-	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

67%	Working full or part-time
3%	Unemployed and looking for work
2%	Unemployed and not looking for work
4%	Student
2%	Stay-at-home parent
22%	Retired
1%	Prefer not to answer

HOME

70%	Own
25%	Rent
5%	Prefer not to answer

8% will purchase a new home in the next year

n=2,000