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A REPORT TO  
CIRA

## TRENDS IN INTERNET USE AND ATTITUDES

Findings from a Survey of Canadian Internet Users

March 2023

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## 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 CIRA's Internet Factbook, which support CIRA's position as an internet innovator and global thought leader.

Topics include:

- Internet access and habits
- Internet at home: connection, data, quality, speed, disruptions
- Media streaming and piracy
- E-commerce and mobile payment
- Accessing government services and other organizations online
- Malware, cyberattacks, informal tech support, and privacy
- Social media use
- Telemedicine, health & fitness apps, DNA genetic testing services

## METHODOLOGY

A total of n=2,000 adult Canadian internet users (18+) were surveyed in March, 2023 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 2023 findings are compared to the results from 2013-2022.

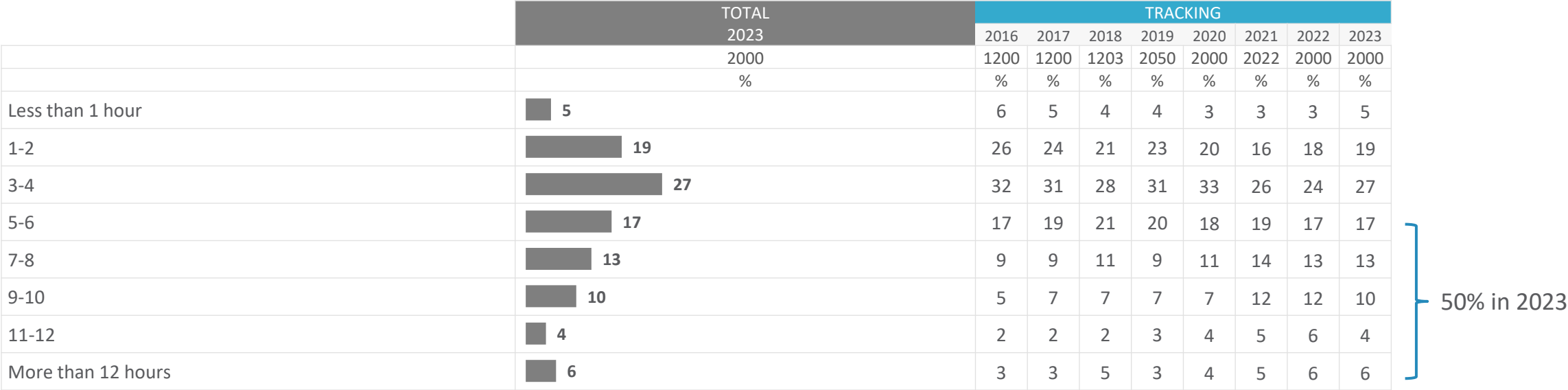
Note that, due to rounding, percentages may not sum to exactly 100%.

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## INTERNET ACCESS AND HABITS

NUMBER OF HOURS PER DAY SPENT USING THE INTERNET

Half (50%) say they spend 5+ hours online per day (stable relative to 2021-2022, following increases from 2016 through 2020).



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 2023, Ontarians are among the heaviest internet users (27% report spending 9+ hours/day online compared to 20% overall).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	5	5	7	5	4	5	5	6	4	1	6
1-2	19	20	22	19	14	15	23	17	17	16	18
3-4	27	25	29	30	26	26	27	28	23	33	28
5-6	17	19	14	18	27	15	17	22	18	18	16
7-8	13	14	11	11	19	13	13	18	15	10	14
9-10	10	10	7	8	5	12	8	3	14	18	7
11-12	4	4	3	5	2	6	3	2	3	2	3
More than 12 hours	6	2	6	4	3	9	4	4	6	2	8

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 (86%) typically spend time online using email. Other common online activities continue to include: banking (67%), social media (59%) and news/current events (52%). The 2023 findings for the main activities are consistent with 2022.

- Instant messaging is up over time from 32% in 2016 to 50% in 2023.

	TOTAL 2023	TRACKING							
	2000	2016	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%	%
Email	86	92	91	89	90	87	85	84	86
Banking	67	68	68	73	71	66	67	63	67
Social media	59	59	57	61	60	60	58	58	59
For news/current events	52	55	61	55	58	59	53	52	52
Instant messaging	50	32	40	43	47	47	47	47	50
Shopping	50	49	49	52	50	46	48	46	50
General browsing/surfing	48	49	48	46	48	47	46	45	48
Watching movies, TV, videos, etc.	46	36	38	39	40	38	42	41	46
Product research	39	43	42	39	44	39	41	37	39
Looking for information related to hobbies/interests	38	41	43	38	43	35	39	37	38

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



Travel research continues to rebound as a way of spending time online (36% in 2023), but still not to pre-2020 levels (45% in 2019).

cont'd	TOTAL 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	2000	1200	1200	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%	%	%
Listening to music/radio/podcasts	<div></div> 37	30	33	32	36	32	33	34	37
Travel research	<div></div> 36	39	46	41	45	32	23	30	36
Telephone/video chat	<div></div> 28	20	25	23	24	26	33	28	28
Looking for dining options/restaurant reviews, etc.	<div></div> 28	28	31	32	33	21	21	23	28
Looking for health/medical information	<div></div> 27	30	32	28	31	25	26	24	27
Research for your job or business	<div></div> 24	24	28	26	26	24	24	23	24
Gaming	<div></div> 23	25	21	24	23	22	22	19	23
Downloading	<div></div> 20	24	22	22	19	17	17	15	20
Online courses/training /education	<div></div> 16	12	14	14	16	15	21	18	16
Editing/sharing photos	<div></div> 15	18	20	20	19	15	14	13	15

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 (3 of 3)

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 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	2000	1200	1200	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%	%	%
Job hunting	<div></div> 11	17	15	15	13	10	10	10	11
Selling products or services	<div></div> 11	9	11	11	11	9	9	8	11
House/apartment hunting	<div></div> 10	12	14	12	12	9	10	10	10
Research for school	<div></div> 6	7	8	10	7	6	7	6	6
Dating/meeting people	<div></div> 5	5	6	6	6	5	4	5	5
Creating content	<div></div> 5	6	5	6	6	5	5	4	5
Other	<div></div> 1	1	2	1	2	2	2	2	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 TIME ONLINE (1 of 2)

The top ways of spending time online vary little by province.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Email	86	86	88	80	87	84	87	83	87	84	86
Banking	67	65	77	62	62	66	64	66	71	65	67
Social media	59	60	59	63	54	58	59	73	64	73	72
For news/current events	52	51	54	42	55	54	49	40	59	45	56
Instant messaging	50	47	50	45	48	47	56	50	50	57	43
Shopping	50	52	47	49	48	53	44	46	61	48	59
General browsing/surfing	48	50	54	41	53	49	41	54	46	43	54
Watching movies, TV, videos, etc.	46	49	50	42	39	49	41	47	45	54	44
Product research	39	37	41	32	30	42	39	37	42	37	33
Looking for information related to hobbies/interests	38	42	37	35	33	41	34	28	36	36	38
Listening to music/radio/podcasts	37	39	39	34	37	38	32	37	37	37	42
Travel research	36	39	34	31	40	39	30	27	38	39	42
Telephone/video chat	28	33	16	26	26	29	32	19	30	44	28
Looking for dining options/restaurant reviews, etc.	28	30	27	20	28	32	23	18	33	33	22
Looking for health/medical information	27	31	23	23	22	30	23	30	32	25	35
Research for your job or business	24	26	21	20	29	24	26	14	25	21	14
Gaming	23	18	23	23	20	20	31	29	16	29	26
Downloading	20	17	23	16	11	23	18	16	20	22	33
Online courses/training /education	16	17	19	14	14	18	14	10	17	20	13
Editing/sharing photos	15	16	14	19	17	17	10	14	22	24	15

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

Base: Total sample

Few report typically spending time online to job or house hunt, sell products/services, do research for school, date/meet people or create content.



cont'd	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Job hunting	11	11	14	9	6	14	8	13	7	7	5
Selling products or services	11	8	12	7	13	10	14	14	11	9	12
House/apartment hunting	10	10	12	7	8	11	11	5	6	11	4
Research for school	6	8	5	6	3	6	6	4	9	9	4
Dating/meeting people	5	4	8	4	3	6	5	6	5	4	2
Creating content	5	5	4	6	3	6	3	8	5	4	6
Other	1	1	-	3	1	1	2	2	2	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 2022 in the top 10 mentions. Movies/TV/videos and instant messaging have increased most since 2016. Shopping and music/radio/podcasts have also increased notably since 2016.

TOP 10 MENTIONS	TOTAL 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	2000	1200	1200	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%	%	%
Email	72	74	75	70	77	75	71	70	72
Social media	48	44	42	46	48	50	47	48	48
Banking	34	35	32	35	39	36	36	35	34
For news/current events	33	33	40	32	38	42	36	35	33
Watching movies, TV, videos, etc.	32	21	21	25	27	25	29	30	32
Instant messaging	29	13	20	22	27	31	30	29	29
General browsing/surfing	28	26	25	25	25	29	28	27	28
Shopping	24	18	21	21	22	21	23	23	24
Listening to music/radio/podcasts	19	12	13	13	17	16	16	17	19
Product research	16	14	13	12	16	14	17	15	16

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

WAYS OF SPENDING THE MOST TIME ONLINE

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



TOP 10 MENTIONS	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Email	72	71	75	63	73	71	73	68	74	65	70
Social media	48	46	49	55	48	46	48	58	55	61	60
Banking	34	33	47	33	26	34	31	38	38	40	35
For news/current events	33	34	31	25	35	32	35	26	37	29	36
Watching movies, TV, videos, etc.	32	31	33	34	31	35	26	32	31	34	29
Instant messaging	29	30	29	29	33	27	33	28	33	34	23
General browsing/surfing	28	28	33	26	38	29	23	29	29	22	31
Shopping	24	24	21	32	21	26	22	22	28	22	25
Listening to music/radio/podcasts	19	18	17	19	20	18	19	25	15	15	26
Product research	16	16	20	14	11	14	15	18	20	15	9

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

SMART HOME DEVICES IN HOUSEHOLD

Of various ‘smart home’ devices, people are most likely to say there is a Bluetooth speaker in their household (39%) while 30% indicate that there is a voice-activated assistant (the latter up from 19% in 2019).

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	1455	1563	1448	1499	1502	1455
	%	%	%	%	%	%
Bluetooth speaker	<div></div> 39	42	41	43	43	39
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	<div></div> 30	19	26	32	31	30
Home security system/surveillance camera	<div></div> 20	15	15	20	19	20
Smart thermostat	<div></div> 18	16	17	17	17	18
Smart plugs	<div></div> 12	8	12	12	13	12
Internet-connected lightbulbs	<div></div> 11	6	9	11	13	11
Smart door locks	<div></div> 6	5	5	6	7	6
Smart kitchen appliance	<div></div> 6	4	4	5	5	6
Smart vacuum cleaner device	<div></div> 5	3	3	4	5	5
Smart cooking device (e.g., Bluetooth pressure cooker)	<div></div> 3	2	2	4	4	3
Internet-connected baby monitor	<div></div> 2	2	2	3	2	2
None	<div></div> 37	41	37	34	35	37

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 (39%) while 30% indicate that there is a voice-activated assistant (the latter up from 19% in 2019).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1455	182	114	72	74	490	229	73	77	70	74
	%	%	%	%	%	%	%	%	%	%	%
Bluetooth speaker	39	48	34	49	39	39	30	34	51	53	54
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	30	31	29	24	32	35	18	22	40	34	42
Home security system/surveillance camera	20	18	21	29	14	22	16	14	18	26	24
Smart thermostat	18	13	20	25	14	26	10	3	8	10	18
Smart plugs	12	14	9	21	14	15	7	4	14	26	24
Internet-connected lightbulbs	11	10	10	17	8	12	11	8	18	23	16
Smart door locks	6	7	8	3	4	6	3	4	3	16	11
Smart kitchen appliance (e.g., fridge, coffee maker, etc.)	6	7	4	7	3	7	7	1	7	16	14
Smart vacuum cleaner device	5	3	4	4	4	6	5	3	4	20	18
Smart cooking device (e.g., Bluetooth pressure cooker, etc.)	3	3	4	1	-	3	3	3	4	16	8
Internet-connected baby monitor	2	1	-	-	-	3	3	1	1	19	5
None	37	29	40	32	34	34	49	52	23	19	19

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

About one-quarter (24%) have engaged in a full conversation with their home’s voice-activated assistant, about 7-in-10 (69%) have said ‘please’ or ‘thank you’, and about 3-in-10 (31%) have sworn at it.

		TOTAL 2023	TRACKING			
			2020	2021	2022	2023
		%	%	%	%	%
Engaged in a full conversation with it						
	Yes	<div><div></div></div> 24	24	24	22	24
	No	<div><div></div></div> 74	74	72	76	74
	Don’t know	<div><div></div></div> 2	3	5	3	2
Said “please” or “thank you” to it						
	Yes	<div><div></div></div> 69	72	68	66	69
	No	<div><div></div></div> 28	25	26	30	28
	Don’t know	<div><div></div></div> 3	3	6	4	3
Swore at it						
	Yes	<div><div></div></div> 31	32	35	35	31
	No	<div><div></div></div> 67	65	60	62	67
	Don’t know	<div><div></div></div> 3	2	4	3	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

About one-quarter (24%) have engaged in a full conversation with their home’s voice-activated assistant, about 7-in-10 (69%) have said ‘please’ or ‘thank you’, and about 3-in-10 (31%) have sworn at it.



% Yes	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	582	69	42c	20c	28c	214	66	22c	38c	41c	42c
	%	%	%	%	%	%	%	%	%	%	%
Engaged in a full conversation with it	24	19	19	40	32	26	18	23	34	68	36
Said “please” or “thank you” to it	69	72	81	70	68	63	71	59	82	83	81
Swore at it	31	39	19	75	32	27	30	27	47	29	45

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

ENFORCEMENT OF ‘SCREEN TIME’ RULES FOR CHILDREN

57% say they enforce screen time rules for their children under 18 (consistent over time).

	TOTAL 2023	TRACKING			
	447	2020	2021	2022	2023
	%	%	%	%	%
Yes	<div></div> 57	58	58	55	57
No	<div></div> 34	33	29	30	34
Doesn't apply	<div></div> 6	7	10	11	6
Don't know	<div></div> 4	3	3	3	4

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

57% say they enforce screen time rules for their children under 18 (consistent over time).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	447	48c	26c	27c	21c	130	81	BTS (19)	29c	39c	27c
	%	%	%	%	%	%	%	%	%	%	%
Yes	57	54	54	48	43	60	60		48	59	30
No	34	35	35	48	52	31	30		41	38	59
Doesn't apply	6	4	8	4	5	5	7		10	3	4
Don't know	4	6	4	-	-	5	2		-	-	7

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 most likely to set weekday limits (47%), have unwritten rules (40%) and/or schedules (32%).

	TOTAL 2023	TRACKING			
	245	2020	2021	2022	2023
	%	%	%	%	%
Weekday limits	47	39	52	45	47
Unwritten rules	40	51	43	39	40
Schedules	32	33	30	41	32
Device collection	19	19	20	17	19
Timers	17	20	18	20	17
Parent control devices (e.g., Circle)	16	15	18	22	16
Earned time	12	15	18	20	12
Apple Screen Time	7	6	6	6	7
Written rules	7	5	7	5	7
Other	3	3	2	1	3
Don't know	1	1	1	<1	1
Doesn't apply	4	3	2	2	4

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

LONGEST AMOUNT OF TIME WITHOUT BEING ONLINE IN LAST 12 MONTHS

People are more likely to have taken at least a 1-day break from the internet in the last 12 months (54%) compared to 2022 (41%).

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	1258	2050	1256	1160	1167	1258
	%	%	%	%	%	%
5 hours or less	<div></div> 14	11	15	18	20	14
6-8 hours	<div></div> 9	8	9	12	11	9
9-12 hours	<div></div> 8	10	10	10	12	8
13-23 hours	<div></div> 6	8	7	8	9	6
1 day	<div></div> 19	17	18	18	16	19
2-3 days	<div></div> 18	20	19	16	14	18
4-6 days	<div></div> 5	6	4	2	3	5
A week	<div></div> 5	7	7	4	4	5
1-2 weeks	<div></div> 5	5	5	3	1	5
3-4 weeks	<div></div> 1	2	1	1	1	1
More than one month	<div></div> 1	1	1	1	2	1
Don't know	<div></div> 9	4	6	8	7	9
Less than 1 day	<div></div> 37	37	40	49	52	37
1 to 6 days	<div></div> 42	44	40	36	34	42
1 week or more	<div></div> 12	15	13	8	7	12

2019-590. 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

Just over 1-in-10 (12%) say they’ve gone a week or more without being online in the last 12 months.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1258	152	95	70	66	426	189	66	65	68	61
	%	%	%	%	%	%	%	%	%	%	%
5 hours or less	14	13	11	11	15	16	16	11	17	10	13
6-8 hours	9	6	12	10	12	10	7	17	6	15	13
9-12 hours	8	11	6	9	6	8	7	8	12	16	7
13-23 hours	6	7	1	4	5	6	6	5	5	7	3
1 day	19	17	19	13	14	17	24	15	23	22	10
2-3 days	18	17	19	21	27	18	19	18	15	10	20
4-6 days	5	5	5	6	3	4	5	9	6	6	2
A week	5	5	4	11	3	4	4	6	5	7	8
1-2 weeks	5	7	9	3	6	5	3	3	3	1	2
3-4 weeks	1	1	-	3	2	1	2	-	2	-	5
More than one month	1	1	-	4	5	1	-	-	5	1	8
Don't know	9	11	14	4	3	9	6	9	2	3	10
Less than 1 day	37	36	29	34	38	40	37	39	40	49	36
1 to 6 days	42	39	43	40	44	39	48	42	45	38	31
1 week or more	12	14	14	21	15	12	9	9	14	10	23

2019-590. 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 3-in-10 (29%) indicate that they ‘never’ make an attempt to take a break from going online.

	TOTAL 2023	TRACKING			
	2000	2020	2021	2022	2023
	%	2000	2022	2000	2000
	%	%	%	%	%
Every day	<div></div> 20	21	22	19	20
A few times a week	<div></div> 14	16	14	14	14
Once a week	<div></div> 10	8	10	10	10
A few times a month	<div></div> 8	8	6	8	8
A few times per year	<div></div> 7	8	3	5	7
Once a year	<div></div> 1	2	1	2	1
Never	<div></div> 29	29	36	34	29
Don't know	<div></div> 9	9	8	8	9

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 (36%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Every day	20	20	20	27	12	22	18	19	21	21	26
A few times a week	14	15	14	18	17	13	14	21	16	29	13
Once a week	10	11	9	5	11	11	10	9	12	12	8
A few times a month	8	8	13	13	13	7	5	12	12	8	5
A few times per year	7	6	7	5	11	9	4	3	1	6	7
Once a year	1	1	1	2	2	2	1	2	3	-	2
Never	29	25	29	19	29	27	36	27	27	18	26
Don't know	9	14	8	11	5	8	11	7	8	6	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 2023	TRACKING			
	587	2020	2021	2022	2023
	%	%	%	%	%
To stay connected to friends	<div></div> 36	36	33	32	36
To stay connected to family	<div></div> 36	41	34	29	36
It's easier to stay connected	<div></div> 33	32	37	37	33
To stay connected to work	<div></div> 19	21	23	19	19
I'm addicted to it	<div></div> 9	11	15	16	9
I feel anxious when not connected	<div></div> 7	7	9	11	7
I use it to monitor my home	<div></div> 5	5	3	5	5
I use it monitor my health	<div></div> 3	2	2	3	3
Other	<div></div> 7	8	9	8	7
No reason to unplug/No desire/no need	<div></div> 3	-	-	-	3
None of the above	<div></div> 20	13	16	19	20
Don't know	<div></div> 6	4	3	4	6

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

REASONS FOR RARELY OR NEVER UNPLUGGING FROM THE INTERNET

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



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	587	66	44c	21c	31c	191	131	29c	30c	BTS (16)	28c
	%	%	%	%	%	%	%	%	%	%	%
To stay connected to friends	36	38	30	33	45	39	32	45	43		43
To stay connected to family	36	44	27	33	39	38	32	38	37		64
It's easier to stay connected	33	27	36	19	26	38	29	34	30		39
To stay connected to work	19	21	18	14	23	21	16	10	20		25
I'm addicted to it	9	8	11	5	16	10	6	10	13		14
I feel anxious when not connected	7	6	5	-	3	9	5	7	7		14
I use it to monitor my home	5	3	5	10	10	7	3	-	7		7
I use it monitor my health	3	2	-	5	-	4	2	7	7		18
Other	7	6	14	14	13	5	6	3	10		4
No reason to unplug/No desire/no need	3	3	5	10	3	4	2	3	3		4
None of the above	20	26	18	24	6	17	27	7	13		14
Don't know	6	5	9	-	10	5	5	10	7		-

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

REASONS FOR SOMETIMES OR OFTEN UNPLUGGING FROM THE INTERNET

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

	TOTAL 2023	TRACKING			
	1227	2020	2021	2022	2023
	%	%	%	%	%
To avoid wasting time	48	44	42	43	48
To relax	41	49	48	46	41
To recharge	31	32	38	34	31
To improve my mental health	29	-	-	35	29
To improve sleep	28	28	30	34	28
To focus on relationships face-to-face	27	32	30	30	27
To control or break the habit	24	25	27	25	24
To improve productivity	24	22	22	20	24
To be more efficient	18	20	20	19	18
To improve concentration	18	19	18	18	18
To avoid people	17	19	16	19	17
To feel more creative	8	10	13	11	8
Other	3	5	3	2	3
None of the above	6	2	4	3	6
Don't know	2	1	1	1	2

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



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1227	149	94	68	64	415	184	64	62	68	59
	%	%	%	%	%	%	%	%	%	%	%
To avoid wasting time	48	50	47	51	55	47	46	52	58	35	44
To relax	41	42	47	35	41	42	34	47	40	44	39
To recharge	31	29	35	29	36	32	28	25	32	25	34
To improve my mental health	29	36	29	29	30	29	23	20	32	26	25
To improve sleep	28	32	33	25	31	27	24	23	31	26	24
To focus on relationships face-to-face	27	30	21	26	27	26	31	20	29	24	27
To control or break the habit	24	27	20	21	36	24	26	17	19	24	27
To improve productivity	24	30	22	29	25	24	20	19	29	34	31
To be more efficient	18	26	20	15	16	17	17	13	15	26	22
To improve concentration	18	23	17	18	14	18	17	13	19	21	17
To avoid people	17	14	21	21	23	19	11	14	16	21	15
To feel more creative	8	15	5	7	13	7	6	11	10	16	2
Other	3	1	3	4	-	4	2	3	8	4	-
None of the above	6	7	11	3	2	5	9	5	3	3	5
Don't know	2	3	-	4	-	2	3	3	-	-	2

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

WAYS CHILDREN SPEND THE MOST SCREEN TIME

Parents indicate that their children spend the most screen time playing games (50%) or watching TV (38%).

	TOTAL 2023
	447
	%
Playing games	<div></div> 50
Watching TV	<div></div> 38
Socializing via messaging/chat apps	<div></div> 24
Schooling/education	<div></div> 22
Other entertainment	<div></div> 10
Socializing via videoconferencing	<div></div> 7
Other	<div></div> 1
None of the above	<div></div> 6
Don't know	<div></div> 5

2023-81A. In which of the following ways do your child(ren) spend the most screen time? Select up to 2.  
Base: Yes, have children under age 18 at Q62

WAYS CHILDREN SPEND THE MOST SCREEN TIME

Parents indicate that their children spend the most screen time playing games (50%) or watching TV (38%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	447	48c	26c	27c	21c	130	81	BTS (19)	29c	39c	27c
	%	%	%	%	%	%	%	%	%	%	%
Playing games	50	52	65	59	33	45	49		48	38	67
Watching TV	38	44	31	48	33	45	25		48	54	41
Socializing via messaging/chat apps	24	21	23	15	19	20	31		34	18	11
Schooling/education	22	21	19	15	14	23	23		21	21	22
Other entertainment	10	4	8	15	24	9	12		10	18	4
Socializing via videoconferencing	7	8	-	4	14	8	6		-	18	11
Other	1	-	-	-	-	2	1		-	-	4
None of the above	6	6	4	-	10	6	6		7	-	4
Don't know	5	2	8	-	5	3	7		3	-	7

2023-81A. In which of the following ways do your child(ren) spend the most screen time? Select up to 2.  
Base: Yes, have children under age 18 at Q62  
c Caution, small base size  
BTS: Base size too small to report

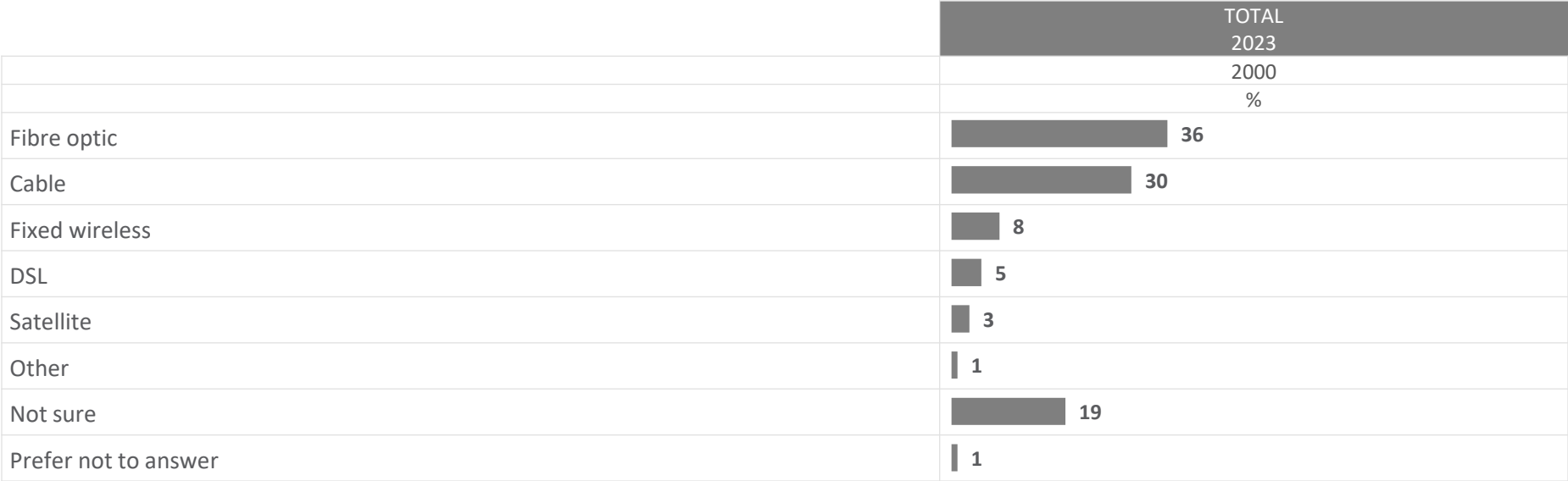
3

INTERNET AT HOME: CONNECTION, DATA, QUALITY,  
SPEED, DISRUPTIONS, AFFORDABILITY



TYPE OF HOME INTERNET

Most report having fibre or cable internet at home.



2023-16A. What type of home internet do you have?  
Base: Total sample

TYPE OF HOME INTERNET

Most report having fibre or cable internet at home.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Fibre optic	36	41	27	41	25	37	33	49	41	45	52
Cable	30	28	33	16	31	27	36	21	25	16	21
Fixed wireless	8	6	9	15	11	7	8	6	14	30	10
DSL	5	4	3	3	8	8	3	6	3	7	2
Satellite	3	2	7	6	3	2	1	6	5	8	5
Other	1	<1	1	2	1	1	1	-	4	2	3
Not sure	19	20	23	20	25	19	19	11	9	18	10
Prefer not to answer	1	1	-	1	-	1	3	3	1	-	2

2023-16A. What type of home internet do you have?

Base: Total sample

SATISFACTION WITH SPEED OF INTERNET CONNECTION AT HOME

Satisfaction levels with home internet speed are quite stable over time.

	TOTAL 2023	TRACKING									
	2000	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%	%	%	%
TOTAL SATISFIED	82	85	84	81	81	85	81	81	80	83	82
Very satisfied	42	38	39	34	35	40	39	37	35	41	42
Somewhat satisfied	40	47	45	46	46	45	42	43	45	42	40
Neither satisfied nor dissatisfied	9	8	8	10	7	6	9	10	10	9	9
Somewhat dissatisfied	5	5	5	7	8	6	7	6	7	5	5
Very dissatisfied	2	2	2	2	3	2	2	3	2	3	2
TOTAL DISSATISFIED	7	7	7	9	11	9	9	9	9	7	7
Don't know	1	-	-	<1	1	<1	<1	1	1	1	1

Q12. How satisfied are you with the speed of your internet connection at home?  
Base: Those who have Internet at home

SATISFACTION WITH SPEED OF INTERNET CONNECTION AT HOME

AB residents are most likely to be dissatisfied with the speed of their internet (15%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
NET SATISFIED	82	83	76	81	81	83	84	83	80	89	84
Very satisfied	42	39	43	36	49	43	40	49	41	58	47
Somewhat satisfied	40	43	33	45	32	40	44	34	39	30	37
Neither satisfied nor dissatisfied	9	11	7	11	10	9	8	9	9	1	8
Somewhat dissatisfied	5	4	13	6	7	5	4	2	4	6	5
Very dissatisfied	2	1	3	1	2	1	2	4	6	4	3
NET DISSATISFIED	7	5	15	7	9	6	6	6	10	10	8
Don't know	1	1	1	1	-	1	3	2	1	-	-

Q12. How satisfied are you with the speed of your internet connection at home?  
Base: Those who have Internet at home

AMOUNT OF DATA INCLUDED WITH HOME INTERNET PACKA

In 2023, 50% report having unlimited data as part of their home internet package, up from 29% in 2016.

	TOTAL 2023	TRACKING									
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	2000	993	992	1180	1188	1181	2028	1975	2022	2000	2000
	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	<div><div></div></div> 4	6	5	4	4	3	3	3	4	3	4
20-49 GB	<div><div></div></div> 3	8	7	7	6	5	5	4	4	3	3
50-99 GB	<div><div></div></div> 5	14	12	6	8	6	6	5	5	4	5
100-149 GB	<div><div></div></div> 3	7	8	6	6	5	6	4	4	3	3
150-199 GB	<div><div></div></div> 2	2	4	4	5	5	4	2	3	3	2
200 or more GB	<div><div></div></div> 5	16	24	12	11	10	9	7	6	4	5
Unlimited	<div><div></div></div> 50			29	31	38	41	45	53	56	50
Don't know	<div><div></div></div> 29	47	40	32	29	27	26	29	22	24	29

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

AMOUNT OF DATA INCLUDED WITH HOME INTERNET PACKA

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

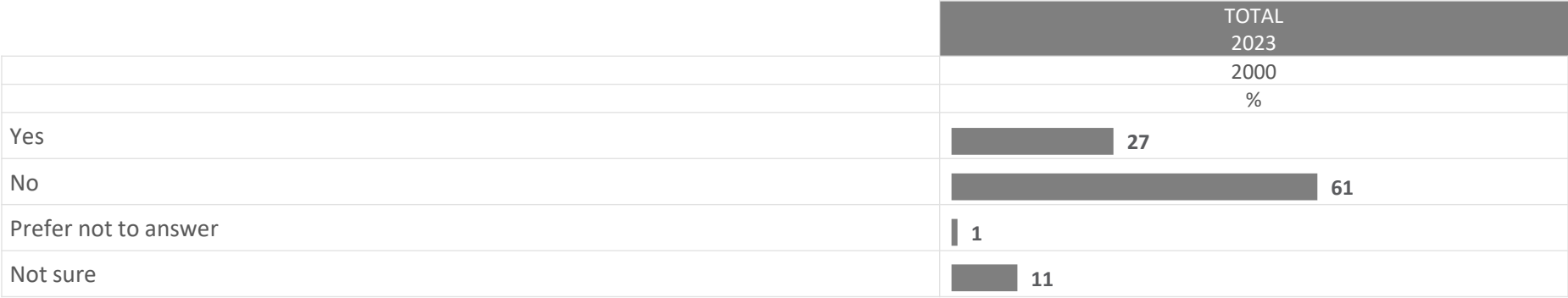


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	4	3	5	4	2	3	6	4	2	3	5
20-49 GB	3	2	4	5	2	2	4	1	3	4	1
50-99 GB	5	3	6	7	2	5	6	3	3	11	7
100-149 GB	3	3	3	2	2	2	3	3	4	10	5
150-199 GB	2	2	3	5	-	3	1	-	-	3	2
200 or more GB	5	6	7	3	7	5	3	6	1	3	1
Unlimited	50	41	35	42	48	57	53	43	50	39	44
Don't know	29	40	36	32	37	23	24	40	37	25	35

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

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

Just over one-quarter (27%) indicate that they experienced major disruption to their home internet in 2022.



2023-16B. Did you experience any major disruptions to your home internet in 2022?  
Base: Total sample

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

ON and PEI residents are most likely to report experiencing disruption.



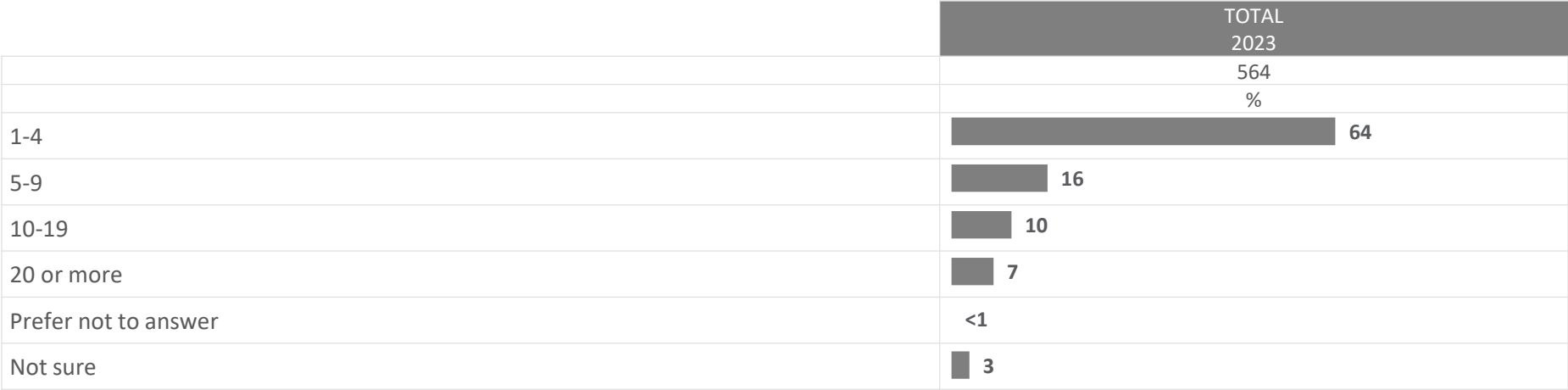
	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	27	18	19	15	26	40	14	33	34	51	27
No	61	65	67	76	66	50	75	50	60	45	62
Prefer not to answer	1	1	-	2	-	<1	1	2	-	1	1
Not sure	11	15	14	7	8	10	11	15	6	3	10

2023-16B. Did you experience any major disruptions to your home internet in 2022?  
Base: Total sample



NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2022.



2023-16C. Approximately how times was your home internet disrupted in 2022?  
Base: Yes at Q2023-16B

NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2022. MB residents are more likely to report a higher number of disruptions (caution, small base size).

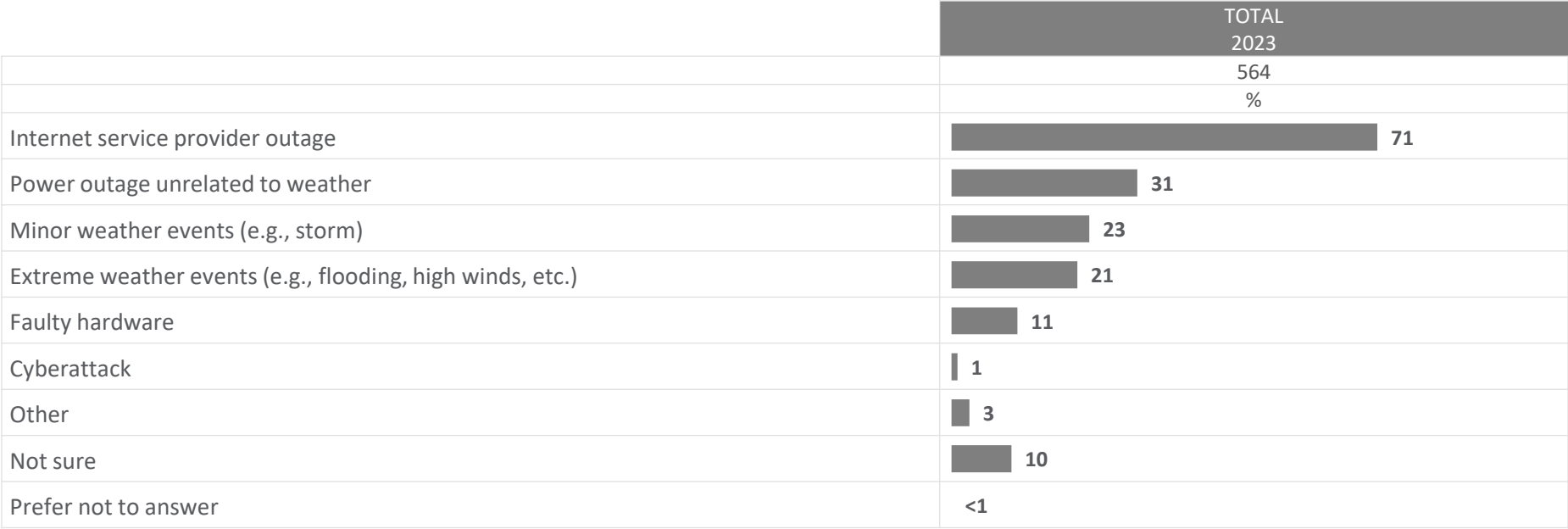


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	564	45c	28c	BTS (15)	26c	263	48c	33c	34c	45c	27c
	%	%	%	%	%	%	%	%	%	%	%
1-4	64	60	68		27	67	58	70	79	58	56
5-9	16	11	14		23	16	21	15	12	27	22
10-19	10	13	4		15	10	12	3	-	7	7
20 or more	7	9	7		31	5	6	6	6	2	7
Prefer not to answer	<1	-	-		-	-	2	-	-	-	-
Not sure	3	7	7		4	2	-	6	3	7	7

2023-16C. Approximately how times was your home internet disrupted in 2022?  
Base: Yes at Q2023-16B  
c Caution, small base size  
BTS: Base size too small to report

CAUSES OF HOME INTERNET DISRUPTIONS

The most common causes of internet disruptions are ISP outages, followed by weather events.



2023-16D. What were the causes of your home internet disruption(s) in 2022? Select all that apply.  
Base: Yes at Q2023-16B

CAUSES OF HOME INTERNET DISRUPTIONS

The most common causes of internet disruptions are ISP outages, followed by weather events. NS and PEI residents are more likely to report an outage caused by an extreme weather event.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	564	45c	28c	BTS (15)	26c	263	48c	33c	34c	45c	27c
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outage	71	76	57		54	76	69	61	41	42	59
Power outage unrelated to weather	31	31	29		31	30	33	39	41	36	26
Minor weather events (e.g., storm)	23	36	11		31	23	17	24	41	47	26
Extreme weather events (e.g., flooding, high winds, etc.)	21	29	7		23	18	19	27	76	76	44
Faulty hardware	11	11	18		19	10	13	9	12	22	19
Cyberattack	1	2	-		8	<1	2	-	3	9	4
Other	3	2	4		4	4	-	6	3	2	-
Not sure	10	9	29		12	7	13	9	6	2	15
Prefer not to answer	<1	-	-		-	1	-	-	-	-	-

2023-16D. What were the causes of your home internet disruption(s) in 2022? Select all that apply.  
Base: Yes at Q2023-16B  
c Caution, small base size  
BTS: Base size too small to report

LONGEST AMOUNT OF TIME INTERNET WAS DISRUPTED

Among those who experienced an outage, for most it was less than a day (64%). However, for one-third (33%) it was a day or more.

	TOTAL 2023
	564
	%
Less than 1 hour	<div><div></div></div> 8
1-6 hours	<div><div></div></div> 29
More than 6 hours but less than a day	<div><div></div></div> 27
1-3 days	<div><div></div></div> 25
4-7 days	<div><div></div></div> 6
More than a week	<div><div></div></div> 2
Not sure	<div><div></div></div> 3

2023-16E. As far as you know, what was the longest amount of time your home internet was disrupted in 2022?  
Base: Yes at Q2023-16B

LONGEST AMOUNT OF TIME INTERNET WAS DISRUPTED

NS, PEI and ON residents are most likely to report long outages.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	564	45c	28c	BTS (15)	26c	263	48c	33c	34c	45c	27c
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	8	11	18		15	4	17	9	3	2	11
1-6 hours	29	36	46		38	24	37	21	12	20	37
More than 6 hours but less than a day	27	29	18		19	30	27	36	6	7	15
1-3 days	25	13	4		12	34	10	15	44	16	22
4-7 days	6	4	4		4	6	4	15	21	31	11
More than a week	2	-	-		12	<1	2	3	15	24	4
Not sure	3	7	11		-	2	2	-	-	-	-

2023-16E. As far as you know, what was the longest amount of time your home internet was disrupted in 2022?  
Base: Yes at Q2023-16B  
c Caution, small base size  
BTS: Base size too small to report

CAUSE OF LONGEST INTERNET DISRUPTION

Among those who experienced any disruption, half (51%) say that an ISP outage was the cause of their longest disruption.

	TOTAL 2023
	564
	%
Internet service provider outage	<div></div> 51
Extreme weather events (e.g., flooding, high winds, etc.)	<div></div> 14
Power outage unrelated to weather	<div></div> 8
Minor weather events (e.g., storm)	<div></div> 6
Faulty hardware	<div></div> 6
Cyberattack	<1
Other	<div></div> 2
Prefer not to answer	<1
Not sure	<div></div> 13

2023-16F. And what was the cause of your longest home internet disruption in 2022? Select one only.  
Base: Yes at Q2023-16B

CAUSE OF LONGEST HOME INTERNET DISRUPTION

ON residents are most likely to indicate that an ISP outage was the cause of their longest disruption. NS and PEI residents are most likely say it was an extreme weather event.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	564	45c	28c	BTS (15)	26c	263	48c	33c	34c	45c	27c
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outage	51	38	32		38	63	46	39	3	7	52
Extreme weather events (e.g., flooding, high winds, etc.)	14	18	4		4	10	15	21	79	71	26
Power outage unrelated to weather	8	13	7		15	6	8	15	9	4	7
Minor weather events (e.g., storm)	6	7	7		-	6	6	6	-	11	4
Faulty hardware	6	7	14		15	3	10	3	-	4	-
Cyberattack	<1	-	-		8	-	-	-	-	2	-
Other	2	2	4		4	1	2	-	-	-	-
Prefer not to answer	<1	-	-		-	<1	2	-	-	-	-
Not sure	13	16	32		15	11	10	15	9	-	11

2023-16F. And what was the cause of your longest home internet disruption in 2022? Select one only.  
Base: Yes at Q2023-16B  
c Caution, small base size  
BTS: Base size too small to report



HOW DISRUPTION WAS RESOLVED

Disruptions were most likely to be resolved through no action.

	TOTAL 2023
	564
	%
Started working again on its own/no action taken	53
Came back on following power outage	34
Reset modem	15
Internet technician came to house	12
Changed internet provider	4
Other, please specify:	5
Provider fixed the issue on their end	3
Needed new equipment/modem/hardware/Wi-Fi extender	1
Called provider/troubleshooting with technician over the phone/online	1
Provider sent crew to neighbourhood	1
Other	1
Not sure	4

2023-16G. How were your home internet disruptions resolved? Select all that apply.  
Base: Yes at Q2023-16B

HOW DISRUPTION WAS RESOLVED

Disruptions were most likely to be resolved through no action.

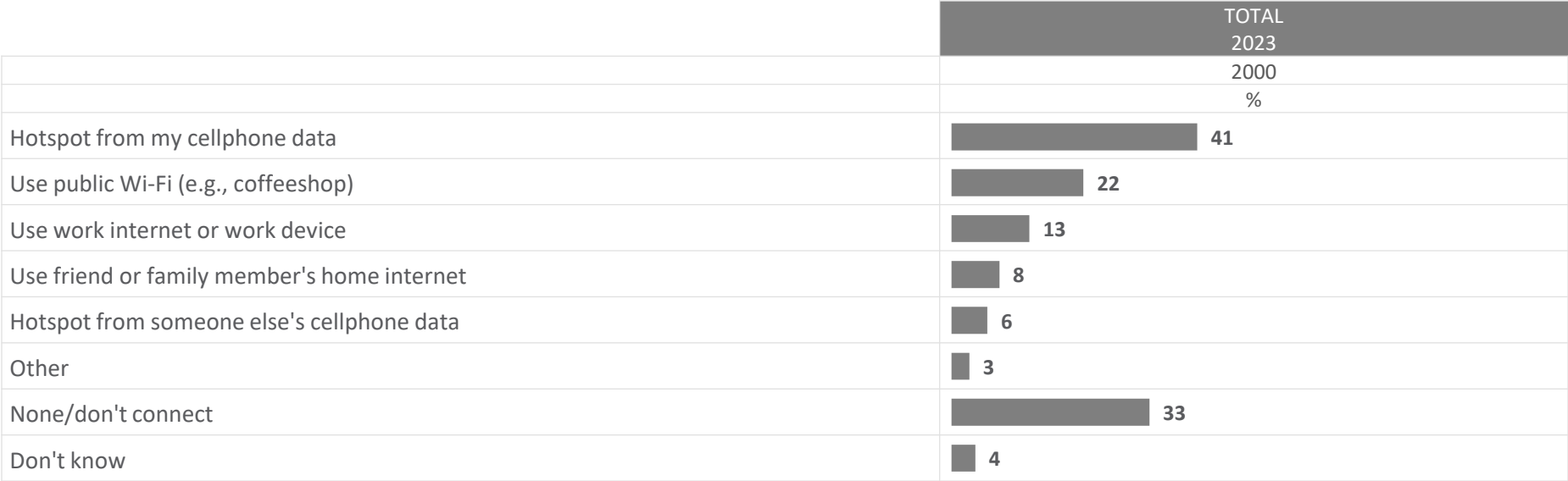


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	564	45c	28c	BTS (15)	26c	263	48c	33c	34c	45c	27c
	%	%	%	%	%	%	%	%	%	%	%
Started working again on its own/no action taken	53	47	54	47	50	57	60	45	12	22	26
Came back on following power outage	34	29	18	33	8	37	29	36	62	62	33
Reset modem	15	22	21	33	31	11	21	12	6	16	30
Internet technician came to house	12	9	21	20	19	10	13	12	9	20	22
Changed internet provider	4	7	4	-	12	2	4	3	3	9	15
Other, please specify:	5	11	4	13	4	4	4	6	12	9	4
Provider fixed the issue on their end	3	4	-	-	-	3	2	3	-	-	-
Needed new equipment/modem/hardware/Wi-Fi extender	1	2	-	-	-	1	2	-	3	-	-
Called provider/troubleshooting with technician over the phone/online	1	-	-	13	-	-	2	3	3	-	-
Provider sent crew to neighbourhood	1	4	-	-	-	<1	-	-	-	2	-
Other	1	-	4	-	4	-	-	-	6	7	4
Not sure	4	7	4	-	4	4	4	6	6	2	7

2023-16G. How were your home internet disruptions resolved? Select all that apply.  
Base: Yes at Q2023-16B  
c Caution, small base size  
BTS: Base size too small to report

HOW ELSE CONNECTED DURING DISRUPTION

Four-in-ten (41%) indicate they stay connected during a disruption by using a hotspot, while just over 2-in-10 (22%) use public Wi-Fi. One-third (33%) don't connect during disruptions.



2023-16H. How else do you connect to the internet if/when you experience a home internet disruption? Select all that apply.  
Base: Total sample

HOW ELSE CONNECTED DURING DISRUPTION

Four-in-ten (41%) indicate they stay connected during a disruption by using a hotspot, while just over 2-in-10 (22%) use public Wi-Fi. One-third (33%) don't connect during disruptions.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Hotspot from my cellphone data	41	41	38	45	29	41	44	33	36	39	40
Use public Wi-Fi (e.g., coffeeshop)	22	24	17	13	17	22	26	16	30	34	26
Use work internet or work device	13	12	8	14	11	15	11	11	11	24	17
Use friend or family member's home internet	8	5	9	4	6	9	9	10	20	29	18
Hotspot from someone else's cellphone data	6	5	1	7	6	8	6	3	5	21	9
Other	3	2	2	3	6	3	2	3	6	7	2
None/don't connect	33	36	41	34	39	33	29	38	29	12	28
Don't know	4	4	5	2	8	4	4	7	5	1	6

2023-16H. How else do you connect to the internet if/when you experience a home internet disruption? Select all that apply.  
Base: Total sample

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

Overall, one-quarter (25%) are worried about future home internet disruptions. Those who experienced a disruption in 2022 are much more likely than those who did not to be worried (46% vs. 16%).

		EXPERIENCED DISRUPTION	
	TOTAL 2023	YES	NO
	2000	534	1229
	%	%	%
TOTAL WORRIED	<div><div></div>25</div>	46	16
Very worried	<div><div></div>5</div>	12	2
Somewhat worried	<div><div></div>20</div>	33	14
Neutral	<div><div></div>26</div>	27	25
Not very worried	<div><div></div>28</div>	18	33
Not worried at all	<div><div></div>18</div>	8	24
TOTAL NOT WORRIED	<div><div></div>46</div>	26	57
Don't know	<div><div></div>3</div>	2	2

2023-16I. How worried are you about future home internet disruptions?  
Base: Total sample

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

ON, NS and PEI residents are most likely to be worried about future home internet disruptions.

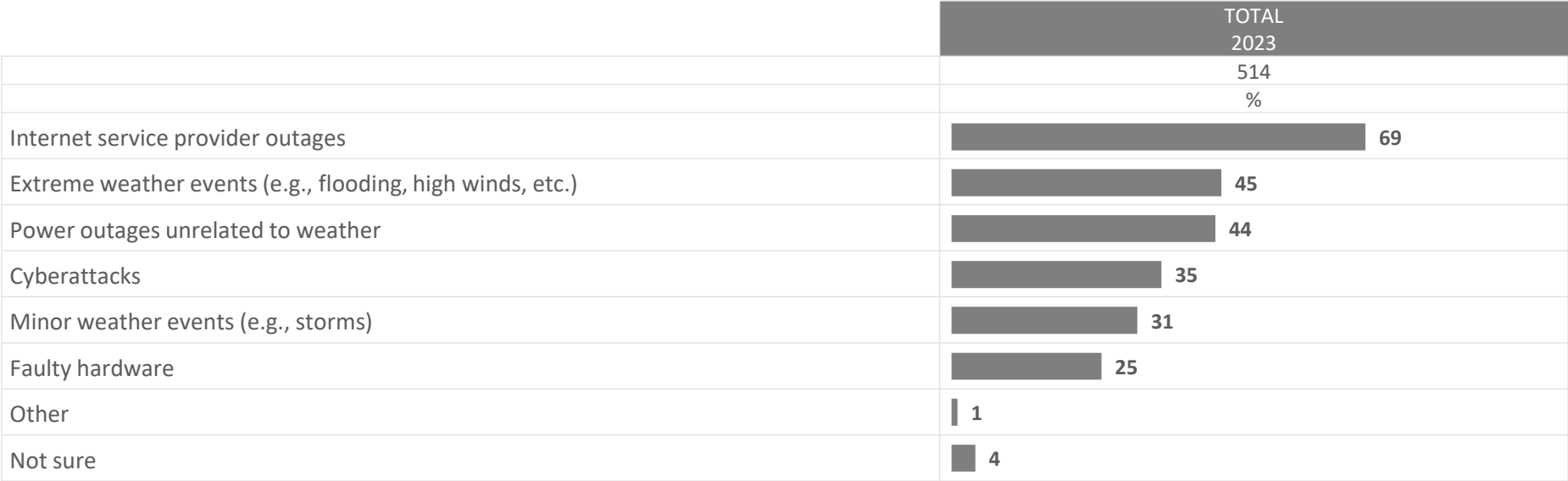


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL WORRIED	25	18	21	17	25	33	15	27	36	47	17
Very worried	5	4	1	5	5	7	2	3	10	13	4
Somewhat worried	20	14	20	12	20	26	13	24	26	34	13
Neutral	26	27	25	25	28	27	25	26	17	21	30
Not very worried	28	33	34	32	28	23	29	27	28	20	34
Not worried at all	18	18	14	22	19	14	28	16	16	11	15
TOTAL NOT WORRIED	46	51	48	54	47	37	57	43	44	31	49
Don't know	3	4	6	4	-	2	3	4	3	-	4

2023-16I. How worried are you about future home internet disruptions?  
Base: Total sample

SOURCES OF WORRY ABOUT DISRUPTIONS

Those who are worried are most likely to select ISP outages and weather events as the source of their worries.



2023-16J. Which of the following possible causes of internet disruptions do you worry about most? Select all that apply.  
Base: Among those worried about future disruptions

SOURCES OF WORRY ABOUT DISRUPTIONS

Those who are worried are most likely to select ISP outages and weather events as the source of their worries.



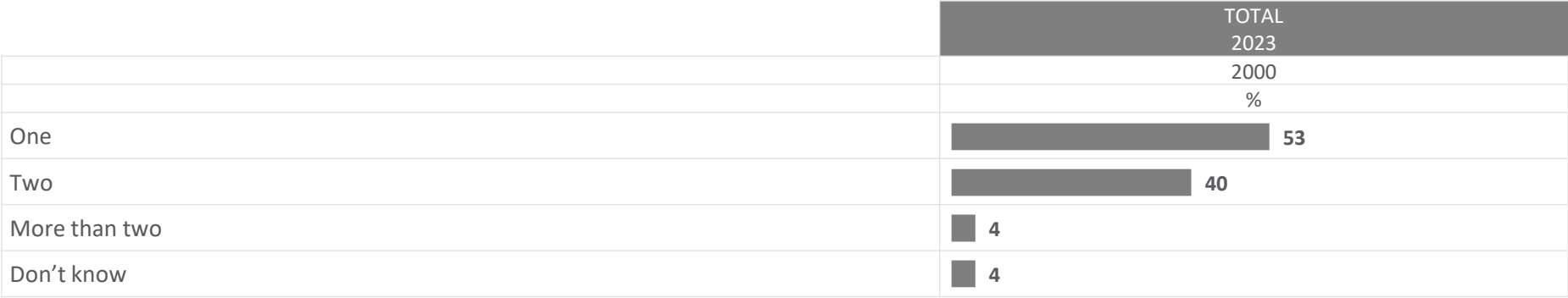
	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	514	46c	32c	BTS (17)	25c	219	53	27c	36c	42c	BTS (17)
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outages	69	70	72		68	74	60	56	50	45	
Extreme weather events (e.g., flooding, high winds, etc.)	45	41	38		52	44	42	56	78	48	
Power outages unrelated to weather	44	48	25		52	48	36	44	47	29	
Cyberattacks	35	28	38		20	37	38	48	25	36	
Minor weather events (e.g., storms)	31	35	28		40	29	25	41	53	38	
Faulty hardware	25	26	34		40	22	30	19	11	21	
Other	1	-	6		-	<1	-	4	3	-	
Not sure	4	7	9		8	2	8	-	-	2	

2023-16J. Which of the following possible causes of internet disruptions do you worry about most? Select all that apply.  
Base: Use work internet or work device, or use friend or family member’s home internet at Q16H  
c Caution, small base size  
BTS: Base size too small to report



NUMBER OF SEPARATE INTERNET PROVIDERS

Just over half (53%) say they have one internet provider in total.



2023-16K. How many separate internet providers do you have, in total (i.e., for home internet and cellphone/mobile)?  
Base: Total sample

NUMBER OF SEPARATE INTERNET PROVIDERS

SK residents are most likely to say they have one internet provider.

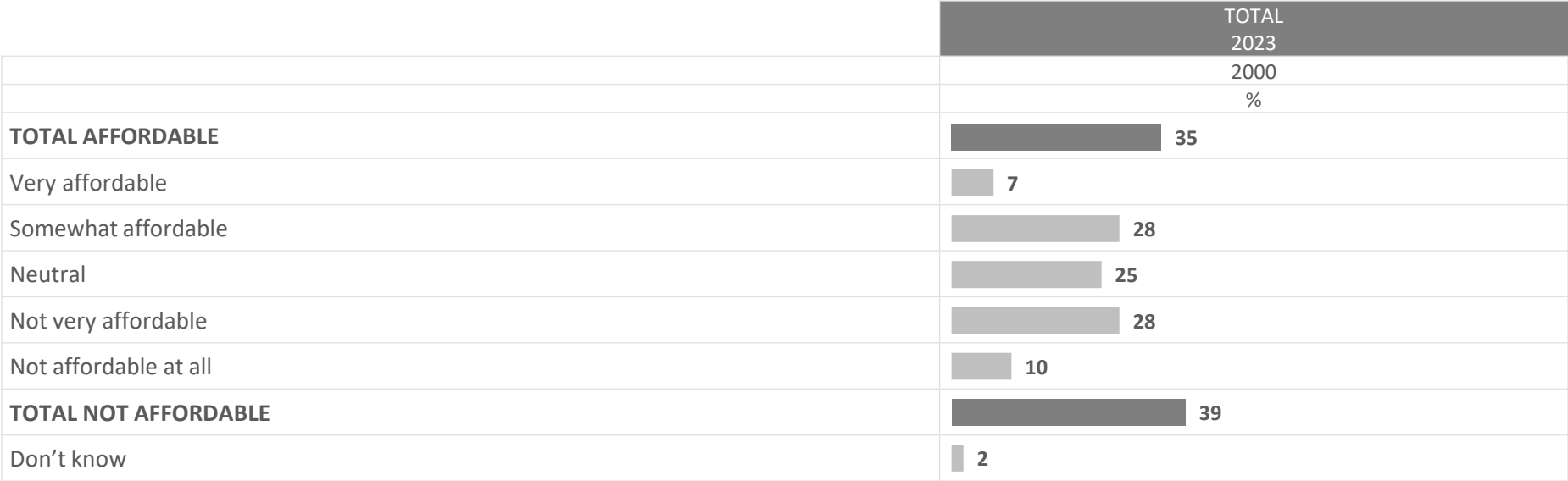


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
One	53	47	46	70	51	53	55	56	50	57	55
Two	40	45	42	28	40	40	38	36	42	38	34
More than two	4	4	5	1	3	3	3	2	3	1	5
Don't know	4	4	7	1	6	3	4	6	5	3	6

2023-16K. How many separate internet providers do you have, in total (i.e., for home internet and cellphone/mobile)?  
Base: Total sample

AFFORDABILITY OF HOME INTERNET/CELLPHONE

Respondents are divided about the affordability of their home internet and cellphone costs; 39% say it is unaffordable, while 35% say it is affordable.



2023-16L. How would you rate the affordability of your home internet and cellphone costs?  
Base: Total sample

AFFORDABILITY OF HOME INTERNET/CELLPHONE

BC residents are least likely to say their home internet and cellphone costs are affordable (28%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL AFFORDABLE	35	28	41	50	36	36	32	31	33	44	37
Very affordable	7	6	6	5	8	7	8	14	2	21	8
Somewhat affordable	28	22	35	45	28	29	25	17	31	22	29
Neutral	25	31	23	22	28	23	26	22	15	19	17
Not very affordable	28	31	24	24	20	30	27	30	36	29	31
Not affordable at all	10	9	9	4	15	10	12	14	13	8	12
TOTAL NOT AFFORDABLE	39	40	33	28	35	40	39	44	49	37	43
Don't know	2	2	4	-	1	1	2	3	3	-	3

2023-16L. How would you rate the affordability of your home internet and cellphone costs?  
Base: Total sample

4

## MEDIA STREAMING AND PIRACY

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

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

TV/Movies/Videos	TOTAL 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	2000	1180	1188	1181	2028	1975	2022	2000	2000
	%	%	%	%	%	%	%	%	%
None	<div></div> 14	21	17	16	16	16	14	13	14
Less than 1 hour	<div></div> 13	22	20	19	18	15	14	13	13
1-2	<div></div> 33	25	27	26	31	29	32	32	33
3-4	<div></div> 25	17	22	23	23	24	25	26	25
5-6	<div></div> 8	8	7	9	7	8	9	9	8
7-8	<div></div> 3	3	2	3	2	2	3	3	3
9-10	<div></div> 1	1	2	2	1	1	2	1	1
11-12	<div></div> 1	1	1	1	1	1	<1	1	1
More than 12 hours	<div></div> 1	1	1	2	1	1	1	1	1
Don't know	<div></div> 2	1	1	1	1	2	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

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



TV/Movies/Videos	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
None	14	14	16	22	7	12	18	8	16	8	11
Less than 1 hour	13	16	11	14	15	14	12	13	16	10	6
1-2	33	33	29	27	33	33	35	29	26	31	37
3-4	25	25	27	23	33	24	24	22	23	36	18
5-6	8	7	11	8	6	8	7	17	8	6	16
7-8	3	2	4	1	3	3	2	4	5	7	6
9-10	1	<1	-	-	1	1	-	2	2	-	3
11-12	1	-	-	1	-	1	-	1	1	1	-
More than 12 hours	1	1	1	3	-	2	1	1	1	1	1
Don't know	2	2	1	1	2	2	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

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 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	2000	1180	1188	1181	2028	1975	2022	2000	2000
	%	%	%	%	%	%	%	%	%
None	<div></div> 25	31	26	24	25	27	25	24	25
Less than 1 hour	<div></div> 31	34	31	31	32	31	30	30	31
1-2	<div></div> 23	18	21	22	23	21	24	23	23
3-4	<div></div> 10	8	9	10	9	9	10	10	10
5-6	<div></div> 5	4	5	5	4	4	4	4	5
7-8	<div></div> 3	3	3	2	3	2	3	3	3
9-10	<div></div> 1	1	2	2	1	1	1	1	1
11-12	<1	<1	1	1	<1	1	1	1	<1
More than 12 hours	<div></div> 1	<1	1	1	1	1	1	1	1
Don't know	<div></div> 3	1	1	1	2	3	2	2	3

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



HOURS PER DAY SPENT LISTENING TO MUSIC/RADIO ONLINE

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



Music/Radio	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
None	25	22	22	24	22	25	30	16	24	13	10
Less than 1 hour	31	37	34	30	39	31	25	35	33	30	31
1-2	23	24	27	24	26	21	22	24	21	26	30
3-4	10	6	9	7	6	12	10	6	8	16	17
5-6	5	5	3	6	3	5	5	8	5	8	6
7-8	3	2	2	2	-	2	4	4	5	4	3
9-10	1	<1	1	4	1	1	1	1	1	-	1
11-12	<1	<1	1	1	-	<1	-	1	-	-	-
More than 12 hours	1	-	1	1	1	<1	1	1	-	1	-
Don't know	3	3	1	1	2	3	3	4	3	1	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

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 (54%). One-in-seven (13%) often or always do. Proportions are stable over time.

	TOTAL 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	1691	949	1002	981	1688	1612	1725	1716	1691
	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	<div></div> 13	14	14	14	13	15	14	13	13
Always/every time	<div></div> 3	3	3	3	3	4	2	3	3
Often/almost every time	<div></div> 10	12	11	11	10	11	12	11	10
Occasionally/sometimes	<div></div> 41	46	49	44	48	46	47	44	41
Almost never	<div></div> 22	21	21	21	19	19	18	21	22
Never	<div></div> 14	11	11	14	13	11	12	13	14
TOTAL ALMOST NEVER/NEVER	<div></div> 36	32	32	35	32	30	30	34	36
Don't know	<div></div> 9	7	5	7	7	9	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 (24%) and PEI residents (32%) are most likely to say they always or often seek out Canadian content.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1691	210	124	77	91	567	282	89	82	82	87
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	13	7	6	14	9	11	24	10	15	32	16
Always/every time	3	1	-	6	2	2	7	-	2	17	2
Often/almost every time	10	6	6	8	7	9	17	10	12	15	14
Occasionally/sometimes	41	43	40	45	42	42	38	39	44	41	48
Almost never	22	25	20	17	32	23	18	21	22	17	17
Never	14	14	21	18	9	15	12	18	12	6	7
TOTAL NEVER	36	40	41	35	41	38	30	39	34	23	24
Don't know	9	10	12	5	9	8	7	11	7	4	11

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 the most dominant subscriber-based online content provider, but reported subscriptions have declined 10 percentage points from 2022 (61%) to 2023 (51%).

	TOTAL 2023	TRACKING						AGE (2023)		
	2000	2018	2019	2020	2021	2022	2023	18-34	35-54	55+
	%	%	%	%	%	%	%	%	%	%
Netflix	<div></div> 51	53	58	53	60	61	51	64	54	39
Amazon Prime Video	<div></div> 39	10	20	24	37	40	39	45	41	31
Disney Plus	<div></div> 23	-	-	12	17	23	23	34	25	12
Spotify	<div></div> 19	16	16	16	19	20	19	35	18	8
Crave TV	<div></div> 16	9	12	13	15	16	16	14	18	14
Apple Music	<div></div> 9	12	9	7	8	11	9	11	11	6
Newspaper	<div></div> 4	8	7	7	5	5	4	<1	2	8
Magazine	<div></div> 1	4	2	1	1	1	1	<1	1	1
Other	<div></div> 5	4	4	4	4	5	5	3	5	6
None	<div></div> 29	34	29	33	25	25	29	16	27	40

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

QC residents are most likely to say that subscribe to none of the listed content providers (36%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Netflix	51	54	54	54	55	52	45	61	53	65	56
Amazon Prime Video	39	41	41	44	44	42	29	41	37	58	47
Disney Plus	23	25	26	34	20	24	18	18	19	38	31
Spotify	19	24	19	23	17	20	15	15	17	26	21
Crave TV	16	16	19	14	15	18	9	19	17	17	23
Apple Music	9	8	9	10	8	9	9	7	14	17	17
Newspaper	4	2	2	1	15	3	4	4	6	6	3
Magazine	1	<1	1	1	1	1	<1	1	1	1	1
Other	5	4	4	6	6	5	6	3	6	3	3
None	29	26	28	24	21	28	36	22	24	12	23

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 101% 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 (17% in 2023).

	TOTAL 2023	TRACKING						AGE (2023)		
		2018	2019	2020	2021	2022	2023	18-34	35-54	55+
	2000	1181	2028	1975	2022	2000	2000	561	741	698
	%	%	%	%	%	%	%	%	%	%
Yes	<div><div></div></div> 10	14	13	11	11	11	10	17	10	3
No	<div><div></div></div> 80	72	75	80	79	80	80	70	78	91
Prefer not to answer	<div><div></div></div> 3	4	4	4	3	3	3	6	3	2
Don't know	<div><div></div></div> 7	10	8	5	7	6	7	7	8	5

INCIDENCE OF INTENTIONALLY ACCESSING PIRATED FILM/TV CONTENT ONLINE

Only 10% admit to intentionally accessing or streaming pirated film or TV content online.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	10	11	7	7	9	9	10	7	15	17	11
No	80	81	76	88	81	80	81	82	75	81	84
Prefer not to answer	3	4	5	2	1	3	4	1	3	-	3
Don't know	7	5	11	3	9	8	5	10	7	2	2

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

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

	TOTAL 2023	TRACKING					
		2018	2019	2020	2021	2022	2023
	199	161	237	206	216	226	199
	%	%	%	%	%	%	%
I don't want to pay for it	45	33	25	31	37	30	45
It is easier/more convenient	35	39	36	29	32	34	35
It's too expensive	33	33	32	27	32	24	33
It isn't available in my region	32	27	31	24	33	38	32
It's not available without a cable subscription	22	25	22	23	24	20	22
I can't afford it	22	24	21	18	16	17	22
It's normal/everybody does it	20	25	20	17	18	16	20
It gets delayed in Canada	13	25	19	19	19	16	13
I find it hard to purchase	12	9	12	10	11	12	12
I tried to purchase it and it didn't work	7	4	6	12	9	12	7
The creators already make enough money	5	7	8	8	7	10	5
Other	7	7	9	3	5	3	7
None of the above	2	2	5	3	1	5	2
Don't know	2	1	1	3	2	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



HOW NEWS ONLINE IS ACCESSED

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

	TOTAL 2023	TRACKING				
	1442	2019	2020	2021	2022	2023
	%	%	%	%	%	%
Visiting specific news/media sites	<div></div> 47	61	54	52	52	47
Google searches about news events	<div></div> 48	50	48	49	47	48
Facebook	<div></div> 34	39	36	39	34	34
Other social media sites/platforms	<div></div> 19	16	15	16	19	19
Digital newspaper subscription(s)	<div></div> 16	19	18	20	18	16
Twitter	<div></div> 15	14	15	15	16	15
Reddit	<div></div> 10	-	8	9	10	10
LinkedIn	<div></div> 10	11	9	11	8	10
Blogs	<div></div> 4	3	4	5	4	4
RSS feeds	<div></div> 3	4	3	3	3	3
Other	<div></div> 3	2	1	2	2	3
I don't access news online	<div></div> 9	6	6	6	7	9

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1442	182	114	72	74	490	229	73	77	70	74
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	47	52	44	28	50	47	48	34	49	49	57
Google searches about news events	48	52	46	46	50	52	37	45	56	61	50
Facebook	34	30	32	36	32	30	40	40	47	61	58
Other social media sites/platforms	19	19	17	17	22	21	14	18	22	20	16
Digital newspaper subscription(s)	16	14	12	7	26	16	21	14	13	30	19
Twitter	15	14	9	18	18	17	11	14	23	27	36
Reddit	10	15	10	6	7	13	3	8	10	19	9
LinkedIn	10	7	7	4	4	14	9	7	10	29	11
Blogs	4	4	1	6	3	4	3	-	4	6	5
RSS feeds	3	4	4	4	3	3	3	-	-	1	3
Other	3	3	4		3	3	1	1	1	3	-
I don't access news online	9	7	11	15	8	10	8	15	1	3	4

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 (30% in 2023, down from 41% in 2019).

	TOTAL 2023	TRACKING				
	1442	2019	2020	2021	2022	2023
	%	%	%	%	%	%
Visiting specific news/media sites	<div></div> 30	41	34	32	32	30
Google searches about news events	<div></div> 19	20	20	20	21	19
Facebook	<div></div> 14	16	15	17	12	14
Digital newspaper subscription(s)	<div></div> 8	9	9	10	9	8
Other social media sites/platforms	<div></div> 7	4	3	4	5	7
Twitter	<div></div> 5	3	4	5	6	5
Reddit	<div></div> 4	-	2	2	3	4
RSS feeds	<div></div> 1	2	1	1	1	1
LinkedIn	<div></div> 1	1	1	1	1	1
Blogs	<1	1	1	<1	<1	<1
Other	<div></div> 3	3	3	2	2	3
I don't have access to news online	<div></div> 9	-	-	6	7	9

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1442	1442	182	114	72	74	490	229	73	77	70
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	30	32	27	18	31	30	34	26	26	26	36
Google searches about news events	19	20	17	24	19	21	13	18	23	17	16
Facebook	14	10	18	25	11	9	22	19	23	26	19
Digital newspaper subscription(s)	8	7	6	4	12	7	12	7	5	11	8
Other social media sites/platforms	7	7	7	6	9	8	4	3	6	7	5
Twitter	5	4	4	3	4	6	3	7	8	4	7
Reddit	4	6	3	3	1	4	2	5	3	3	3
RSS feeds	1	3	2	3	-	1	1	-	-	-	1
LinkedIn	1	-	1	-	-	1	-	-	1	1	-
Blogs	<1	-	-	-	1	-	-	-	-	1	-
Other	3	3	4	-	3	3	<1	-	3	-	-
I don't access news online	9	7	11	15	8	10	8	15	1	3	4

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

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

3-in-10 (313%) say they watch TV/movie content by using the video-streaming apps of individuals TV networks.

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	2000	2028	1975	2022	2000	2000
	%	%	%	%	%	%
Yes	<div><div></div></div> 31	31	32	33	33	31
No	<div><div></div></div> 66	66	65	63	65	66
Don't know	<div><div></div></div> 3	3	3	4	2	3

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

Base: Total sample

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

3-in-10 (31%) say they watch TV/movie content by using the video-streaming apps of individuals TV networks.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	31	33	24	30	38	32	27	33	43	61	31
No	66	64	71	67	61	65	70	63	53	39	64
Don't know	3	3	5	3	1	3	4	4	4	-	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

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## E-COMMERCE AND MOBILE PAYMENT

PURCHASED ANYTHING ONLINE IN THE LAST 12 MONTHS

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

	TOTAL 2023	TRACKING									
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	2000	1000	1000	1200	1200	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%	%	%	%	%
Yes	<div></div> 82	80	79	82	82	86	87	85	88	86	82
No	<div></div> 18	20	21	18	18	14	13	15	12	14	18

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



PURCHASED ANYTHING ONLINE IN THE LAST 12 MONTHS

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



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	82	78	87	84	91	85	77	81	85	92	89
No	18	22	13	16	9	15	23	19	15	8	11

Q31. In the last 12 months have you purchased anything online?

Base: Total sample

KINDS OF FOOD PURCHASES/ORDERS MADE IN THE LAST 12 MONTHS

About half ordered take-out online directly from a restaurant’s website or app (53%) and/or used a food delivery service (49%).

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	1108	545	1016	1259	1196	1108
	%	%	%	%	%	%
I ordered take-out online directly from a restaurant's website or app	<div></div> 53	59	53	64	64	53
I used a food delivery service (e.g., Uber Eats, Skip the Dishes, etc.)	<div></div> 49	48	37	45	48	49
I ordered groceries online from a traditional grocery store (e.g., Loblaw's, Metro, Safeway etc.) and picked them up in-store	<div></div> 22	15	20	31	25	22
I ordered groceries online from a non-traditional grocery store (e.g., Amazon) and had them delivered	<div></div> 22	19	20	19	19	22
I ordered groceries online from a traditional grocery store (e.g., Loblaw's, Metro, Safeway etc.) and had them delivered	<div></div> 18	13	15	21	21	18
I purchased a hard-to-find specialty food item from an online retailer	<div></div> 15	15	17	16	14	15
I subscribed to a food box or meal kit service (e.g., Chef's Plate, HelloFresh, Goodfood, etc.)	<div></div> 10	17	12	17	17	10
Other	<div></div> 3	2	6	1	1	3

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 RETAILERS FOR FOOD AND OTHER ITEMS

People are more likely to be shopping primarily at large chain stores (48%, up from 40% in 2021-2022) than at local small businesses (7%), although 35% say they shop at both equally.

	TOTAL 2023	TRACKING		
	2000	2021	2022	2023
	%	2022	2000	2000
	%	%	%	%
Local small businesses	<div></div> 7	12	9	7
Larger chain stores	<div></div> 48	40	40	48
Both equally	<div></div> 35	37	38	35
Neither	<div></div> 3	3	4	3
Doesn't apply	<div></div> 4	5	6	4
Don't know	<div></div> 3	3	3	3

Q2021-7. Do you shop 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

People are more likely to be shopping primarily at large chain stores (48%) than at local small businesses (7%), although 35% say they shop at both equally.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Larger chain stores	48	48	49	42	57	47	48	34	57	37	43
Local small businesses	7	6	7	11	9	6	7	11	6	16	7
Both equally	35	37	35	35	31	38	30	49	31	44	38
Neither	3	3	1	3	1	3	6	1	2	1	5
Doesn't apply	4	3	3	3	2	2	7	5	4	1	5
Don't know	3	4	5	6	-	3	2	-	-	1	2

Q2021-7. Do you shop for food and/or other items mostly from local area small businesses or mostly from larger chain stores?  
 Base: Total sample

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

Six-in-ten (61%) prefer making online purchases from Canadian retailers when they have a choice.

	TOTAL 2023	TRACKING									
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	1663	993	787	984	982	1034	1778	1703	1785	1721	1663
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	<div></div> 61	62	62	59	65	62	64	68	71	66	61
U.S. businesses/retailers	<div></div> 2	3	2	1	2	2	2	2	1	2	2
No preference/Doesn't matter	<div></div> 26	18	16	24	21	23	21	18	18	21	26
It depends	<div></div> 9	13	19	14	11	12	11	10	8	9	9
Don't know	<div></div> 2	4	1	1	1	2	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

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

Six-in-ten (61%) prefer making online purchases from Canadian retailers when they have a choice.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1663	193	130	84	91	558	270	81	85	82	89
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	61	67	53	65	64	64	52	59	65	66	72
U.S. businesses/retailers	2	1	2	2	-	2	2	1	1	4	-
No preference/Doesn't matter	26	22	27	20	31	26	30	26	26	16	19
It depends	9	8	16	8	4	7	11	10	6	12	7
Don't know	2	2	2	4	1	1	5	4	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

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

Half (49%) 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	2023
	487	584	638	636	1147	1170	1280	1152	1030
	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	44	31	39	32	43	48	55	52	49
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	16	16	21	22	18	13	12	13	14
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	20	31	25	22	19	16	13	8	11
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	19	16	13	12	9	7	8	11	10
Because I am Canadian/I live in Canada	4	8	4	6	6	6	6	8	7
Fast shipping/Faster delivery	5	8	6	6	7	6	6	7	7
Lower retail cost/It's cheaper/Price/Best price								3	4
Closer to home/It's local/To keep it local (general)								3	4
Convenience/Ease/Accessibility								-	3

Mentions of 3% or more in 2023

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1030	129	69	55	58	358	140	48c	55	54	64
	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	49	44	51	44	47	48	58	52	53	44	37
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	14	20	10	13	19	15	11	6	11	7	19
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	11	13	13	18	9	12	6	17	7	4	16
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	10	11	16	16	12	10	7	6	5	2	11
Because I am Canadian/I live in Canada/Canadian/I love Canada/Patriotism	7	9	12	-	9	8	4	2	4	2	11
Fast shipping/Faster delivery	7	7	10	7	14	8	3	6	5	6	11
Lower retail cost/It's cheaper/Price/Best price	4	2	3	5	5	5	2	10	-	4	5
Closer to home/It's local/To keep it local (general)	4	3	4	-	-	3	9	4	5	2	2
Convenience/Ease/Accessibility	3	5	3	4	-	3	4	6	5	6	2

Mentions of 3% or more in 2023

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

c Caution, small base size



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

Close to half (46%) 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 (down from 53% in 2022 and 59% in 2021).

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	1663	1778	1703	1785	1721	1663
	%	%	%	%	%	%
Yes	<div></div> 46	57	56	59	53	46
No	<div></div> 33	28	30	26	29	33
Don't know	<div></div> 22	15	14	15	19	22

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

Close to half (46%) 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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1663	193	130	84	91	558	270	81	85	82	89
	%	%	%	%	%	%	%	%	%	%	%
Yes	46	53	41	45	38	47	40	47	48	55	58
No	33	27	32	32	33	33	37	32	35	33	28
Don't know	22	20	27	23	29	20	24	21	16	12	13

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

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

Most (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 2023	TRACKING				
	776	2019	2020	2021	2022	2023
	%	%	%	%	%	%
Better	<div></div> 33	30	30	35	33	33
Worse	<div></div> 3	2	3	3	3	3
About the same	<div></div> 57	59	57	55	57	57
Doesn’t apply	<div></div> 3	4	5	3	3	3
Don’t know	<div></div> 4	5	6	5	5	4

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	776	102	53	38c	35c	265	107	38c	41c	45c	52
	%	%	%	%	%	%	%	%	%	%	%
Better	33	33	25	21	43	40	22	29	39	56	40
Worse	3	3	4	5	-	2	4	3	-	4	-
About the same	57	54	66	68	51	52	65	63	59	33	50
Doesn't apply	3	4	2	-	-	4	4	5	-	-	4
Don't know	4	6	4	5	6	2	5	-	2	7	6

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

PREFERENCE FOR MAKING RETAIL PURCHASES ONLINE VS AT A TRADITIONAL STORE

All things being equal, 72% of shoppers prefer making retail purchases from a traditional, ‘bricks and mortar’ store in 2023, up from 62% in 2022.

	TOTAL 2023	TRACKING							
		2016	2017	2018	2019	2020	2021	2022	2023
	1663	984	982	1034	1778	1703	1785	1721	1663
	%	%	%	%	%	%	%	%	%
Traditional, “bricks and mortar” store	<div></div> 72	66	64	59	60	65	63	62	72
Online store	<div></div> 20	24	26	32	30	25	28	28	20
Don’t know	<div></div> 8	9	9	9	9	9	9	10	8

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, 72% of shoppers prefer making retail purchases from a traditional, ‘bricks and mortar’ store. The pattern varies little by province.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1663	193	130	84	91	558	270	81	85	82	89
	%	%	%	%	%	%	%	%	%	%	%
Traditional, “bricks and mortar” store	72	70	67	76	70	70	77	72	74	68	73
Online store	20	20	18	13	25	22	18	20	20	29	20
Don't know	8	10	15	11	4	8	5	9	6	2	7

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 (63%), shipping costs (54%), availability of items (49%) and ease/convenience (50%).

	TOTAL 2023	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	
	1663	984	982	1034	1778	1703	1785	1721	1663	
	%	%	%	%	%	%	%	%	%	
Cost/savings	63	73	73	72	73	68	66	64	63	
Shipping costs	54	-	-	-	-	-	-	56	54	
Ease/convenience	50	62	65	63	63	58	57	52	50	
Availability of items	49	61	61	61	58	56	57	55	49	
Time savings	44	55	61	59	58	48	51	46	44	
Shipping time	43	-	-	-	-	-	-	45	43	
Ability to return products	40	40	42	40	44	40	40	45	40	
Selection/variety	40	50	50	51	50	44	44	41	40	
Quality of items	35	28	28	29	31	27	29	31	35	
Ability to compare products	32	51	51	53	49	43	44	39	32	
Easy to use purchasing platform	30	-	-	-	39	35	37	33	30	
Online customer reviews	29	-	-	-	48	40	45	39	29	
Ability to research/access to information	25	48	51	49	44	39	42	34	25	
Better overall experience	11	14	14	16	16	11	14	13	11	
Recommendations from someone you know	11	-	-	-	18	12	15	12	11	
More enjoyable/interesting/fun	8	11	13	12	9	8	8	8	8	
Other	1	1	1	1	2	3	2	1	1	
None of the above	5	2	2	2	3	3	4	4	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

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when making online purchases are: cost/savings (63%), shipping costs (54%), availability of items (49%) and ease/convenience (50%).



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1663	193	130	84	91	558	270	81	85	82	89
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	63	67	63	52	60	64	58	68	66	56	75
Shipping costs	54	56	57	56	57	55	46	47	59	52	60
Ease/convenience	50	48	53	43	46	53	45	52	60	44	54
Availability of items	49	50	51	49	52	51	44	51	56	38	56
Time savings	44	41	42	29	45	48	43	35	36	48	42
Shipping time	43	50	38	44	44	43	40	42	45	40	54
Ability to return products	40	45	34	36	48	42	35	33	45	37	42
Selection/variety	40	45	42	35	40	40	40	35	41	29	40
Quality of items	35	36	31	38	40	39	24	37	44	49	42
Ability to compare products	32	34	35	27	34	33	29	30	29	33	27
Easy to use purchasing platform	30	34	35	29	31	32	21	31	32	33	29
Online customer reviews	29	36	28	29	32	30	21	25	33	34	33
Ability to research/access to information	25	32	26	21	14	25	24	21	32	32	20
Better overall experience	11	11	12	10	13	11	9	15	20	24	9
Recommendations from someone you know	11	12	9	10	18	11	9	6	14	18	11
More enjoyable/interesting/fun	8	5	5	8	7	8	9	5	16	9	12
Other	1	1	-	1	-	1	1	1	2	-	-
None of the above	5	2	4	8	1	6	8	9	5	2	8

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** (27%).

	TOTAL 2023	TRACKING							
	1574	2016	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%	%
Cost/savings	<div></div> 27	38	31	33	33	30	28	25	27
Ease/convenience	<div></div> 12	15	18	17	15	15	16	12	12
Shipping costs	<div></div> 11	-	-	-	-	-	-	13	11
Availability of items	<div></div> 8	9	12	11	9	11	11	9	8
Ability to return products	<div></div> 7	8	7	8	8	7	8	6	7
Time savings	<div></div> 7	8	8	8	10	6	8	6	7
Selection/variety	<div></div> 6	6	6	5	6	5	4	5	6
Quality of items	<div></div> 5	3	2	4	3	4	5	4	5
Ability to compare products	<div></div> 3	5	5	5	4	4	3	4	3
Shipping time	<div></div> 3	-	-	-	-	-	-	3	3
Ability to research/access to information	<div></div> 2	6	6	5	4	6	5	3	2
Online customer reviews	<div></div> 2	-	-	-	4	4	5	3	2
Easy to use purchasing platform	<div></div> 2	-	-	-	2	3	2	2	2
Better overall experience	<div></div> 1	1	2	1	2	1	2	2	1
More enjoyable/interesting/fun	<div></div> 1	1	1	1	1	1	1	1	1
Recommendations from someone you know	<div></div> 1	-	-	-	1	1	1	1	1
Other	<div></div> 1	2	2	2	1	3	1	1	1
Don't know	<div></div> 1	-	-	-	-	-	1	2	1

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

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when making a purchase online instead of at a traditional store is **cost/savings** (27%).



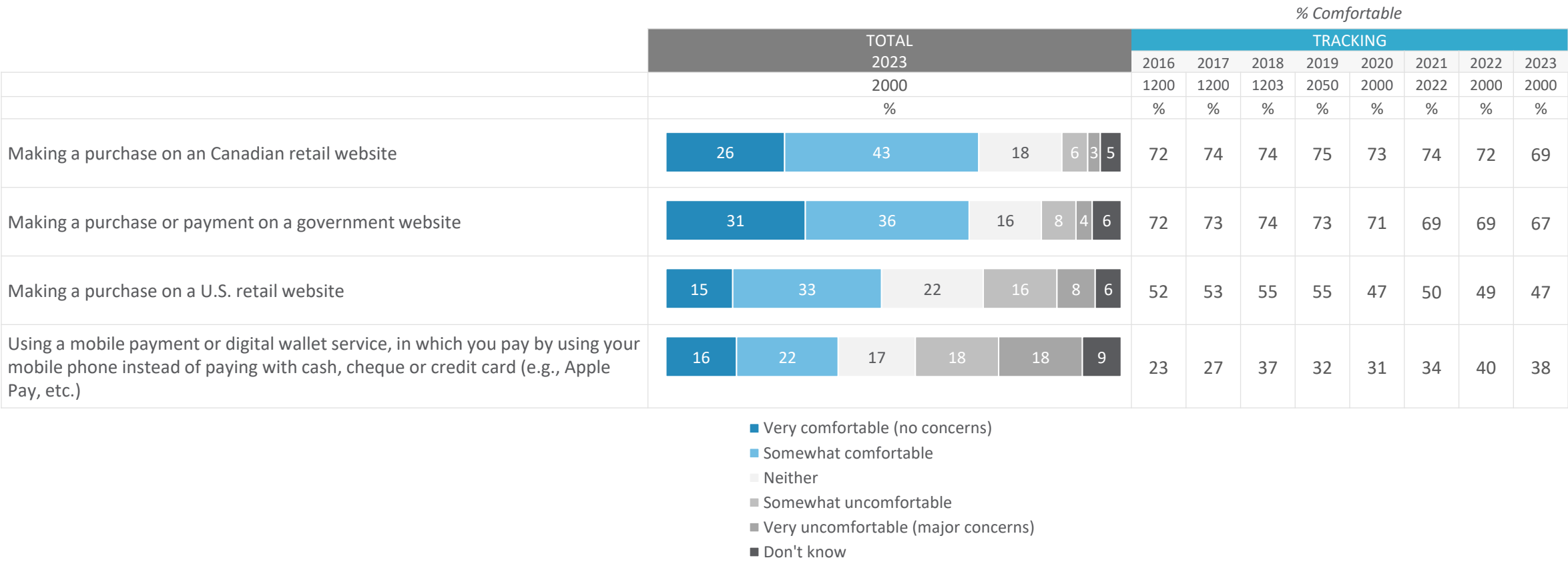
	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1574	189	125	77	90	527	249	74	81	80	82
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	27	29	25	23	21	25	28	38	32	24	38
Ease/convenience	12	11	14	12	11	14	12	11	14	11	7
Shipping costs	11	11	14	17	16	11	8	9	16	7	13
Availability of items	8	5	6	17	13	9	9	9	5	5	11
Ability to return products	7	7	10	4	9	7	6	5	4	5	10
Time savings	7	8	6	3	7	7	10	5	2	14	1
Selection/variety	6	7	7	4	7	4	7	9	7	4	2
Quality of items	5	4	7	4	2	5	4	3	6	5	5
Ability to compare products	3	2	4	1	3	3	4	1	1	4	1
Shipping time	3	4	3	3	2	3	4	1	2	7	2
Ability to research/access to information	2	3	1	3	3	2	1	1	-	4	1
Online customer reviews	2	1	2	1	3	3	1	3	4	3	2
Easy to use purchasing platform	2	3	-	3	-	2	2	-	-	1	1
Better overall experience	1	2	1	1	-	1	1	-	-	4	1
More enjoyable/interesting/fun	1	1	-	1	-	1	<1	-	1	-	-
Recommendations from someone you know	1	1	1	3	1	1	1	-	1	3	-
Other	1	2	-	-	-	1	<1	1	2	-	-
Don't know	1	-	1	1	1	1	1	1	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

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 38% in 2023, consistent with 2022 but up markedly since 2016.



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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Making a purchase on an Canadian retail website	69	63	69	65	71	70	68	71	72	80	84
Making a purchase or payment on a government website	67	65	67	57	66	66	69	62	75	72	78
Making a purchase on a U.S. retail website	47	46	52	44	50	46	47	49	57	60	54
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	38	34	38	31	37	40	36	40	38	55	56

Q43.

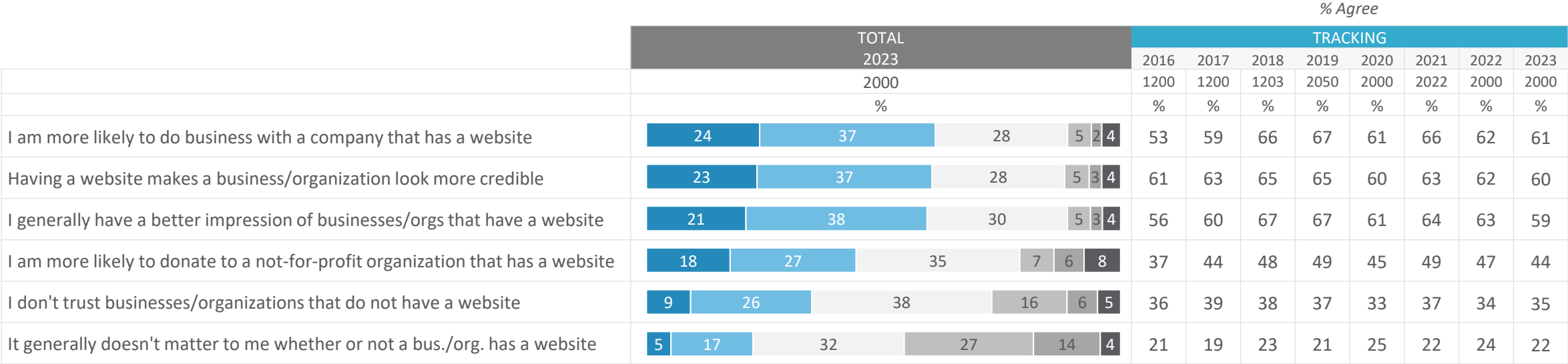
Thinking about any concerns you might have about the security of your personal information when making online purchases, how comfortable are you or would you be with the following types of transactions?  
Please answer regardless of whether you have made this type of transaction in the past.

Base:

Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

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



- Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

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.



% STRONGLY/SOMEWHAT AGREE	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
I am more likely to do business with a company that has a website.	61	63	60	56	70	64	54	60	62	79	61
Having a website makes a business/organization look more credible.	60	64	65	58	65	63	49	56	67	73	65
I generally have a better impression of businesses/organizations that have a website.	59	60	60	55	67	64	50	58	60	80	59
I am more likely to donate to a not-for-profit organization that has a website.	44	49	45	40	45	49	32	39	60	55	46
I don't trust businesses/organizations that do not have a website.	35	38	37	24	39	37	30	27	35	42	37
It generally doesn't matter to me whether or not a business/organization has a website.	22	16	21	26	23	22	25	40	22	34	26

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

6

## ACCESSING GOVERNMENT AND OTHER ORGANIZATIONS ONLINE

Most (64%) communicate with their bank online (a higher proportion than for other kinds of organizations, including government).

	TOTAL 2023	TRACKING				
		2019	2020	2021	2022	2023
	2000	2050	2000	2022	2000	2000
	%	%	%	%	%	%
Bank	<div></div> 64	75	69	68	67	64
Government	<div></div> 43	56	46	48	46	43
Insurance company	<div></div> 40	43	37	43	42	40
Your workplace	<div></div> 39	41	41	44	43	39
Utility company (e.g., gas, hydro)	<div></div> 32	44	37	37	35	32
Doctor's office	<div></div> 25	17	17	28	27	25
Dentist's office	<div></div> 21	22	22	24	25	21
Your child's school	<div></div> 12	12	11	13	10	12
College or university you attend	<div></div> 10	17	12	13	12	10
None of the above	<div></div> 16	9	13	11	14	16

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



Most (64%) communicate with their bank online (a higher proportion than for other kinds of organizations, including government).



	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	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Bank	64	64	67	56	73	67	57	63	73	70	73
Government	43	47	46	33	40	43	41	43	47	52	55
Insurance company	40	29	43	26	31	44	39	34	54	57	43
Your workplace	39	40	31	36	39	44	36	28	37	44	30
Utility company (e.g., gas, hydro)	32	37	33	32	33	33	28	33	42	39	38
Doctor's office	25	29	21	13	19	30	20	16	26	19	25
Dentist's office	21	24	21	23	21	26	11	19	23	26	20
Your child's school	12	11	9	18	13	12	11	14	20	22	10
College or university you attend	10	13	11	14	6	11	8	5	12	10	9
None of the above	16	16	14	15	12	13	20	22	9	11	18

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

7

## MALWARE, CYBERATTACKS, INFORMAL TECH SUPPORT AND PRIVACY

CONCERN ABOUT MALWARE WHEN USING THE INTERNET

Three-quarters (75%) are concerned about malware, up from 66% in 2022 and consistent with levels of concern in previous years.

	TOTAL 2023	TRACKING						
	2000	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%
TOTAL CONCERNED	<div></div> 75	79	77	80	74	73	66	75
Very concerned	<div></div> 27	40	32	33	30	28	27	27
Somewhat concerned	<div></div> 47	39	45	48	43	45	39	47
Neutral	<div></div> 14	12	12	10	13	13	16	14
Not very concerned	<div></div> 6	6	7	6	8	7	12	6
Not concerned at all	<div></div> 1	1	1	1	3	4	4	1
TOTAL NOT CONCERNED	<div></div> 8	7	8	7	11	11	15	8
Don't know	<div></div> 3	2	2	3	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

Three-quarters (75%) are concerned about malware when using the internet.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONCERNED	75	73	73	67	69	77	74	65	80	81	72
Very concerned	27	28	27	27	17	28	28	25	23	40	32
Somewhat concerned	47	45	46	40	52	50	46	40	57	40	40
Neutral	14	16	13	24	21	14	12	18	10	8	16
Not very concerned	6	6	7	4	5	6	7	9	5	8	6
Not concerned at all	1	1	2	1	-	1	3	1	2	3	1
TOTAL NOT CONCERNED	8	6	9	5	5	7	9	10	7	11	7
Don't know	3	4	5	4	5	1	5	7	3	-	5

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 2023, 19% say they have been the victim of a successful cyberattack.

	TOTAL 2023	TRACKING				
	2000	2019 2050	2020 2000	2021 2022	2022 2000	2023 2000
	%	%	%	%	%	%
Yes	<div></div> 19	32	27	25	21	19
No	<div></div> 65	51	56	58	64	65
Prefer not to answer	<div></div> 2	2	2	3	3	2
Don't know	<div></div> 14	15	15	14	12	14

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

INCIDENCE OF EXPERIENCING A CYBERATTACK

In 2023, 19% say they have been the victim of a successful cyberattack.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	19	20	19	25	21	17	18	17	19	27	21
No	65	62	57	53	61	67	68	62	66	63	61
Prefer not to answer	2	2	1	2	1	1	3	4	2	1	3
Don't know	14	15	23	20	17	14	10	17	13	9	15

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

PROVIDING INFORMAL ‘TECH SUPPORT’

Four-in-ten (41%) say they provide informal ‘tech support’.

	TOTAL 2023	TRACKING				
	2000	2019 2050	2020 2000	2021 2022	2022 2000	2023 2000
	%	%	%	%	%	%
Yes	<div></div> 41	45	44	45	40	41
No	<div></div> 52	51	52	49	54	52
Prefer not to answer	<div></div> 2	1	1	2	2	2
Don’t know	<div></div> 5	3	4	4	4	5

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

PROVIDING INFORMAL ‘TECH SUPPORT’

Four-in-ten (41%) say they provide informal ‘tech support’.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	41	42	40	43	38	41	41	38	40	44	40
No	52	51	49	51	54	53	50	52	55	55	52
Prefer not to answer	2	3	2	1	4	1	2	2	2	-	2
Don't know	5	4	9	5	4	4	7	8	3	1	6

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



USE OF TOOLS TO INCREASE PRIVACY/SECURITY ONLINE

About one-third (34%) report using tools or services to increase their privacy and security online.

	TOTAL 2023
	2000
	%
Yes	<div></div> 34
No	<div></div> 53
Prefer not to answer	<div></div> 3
Don't know	<div></div> 9

2023-46E. Do you use any tools or services to increase your privacy and security online (e.g., password manager, VPN, public DNS resolver, etc.)?  
Base: Total sample

USE OF TOOLS TO INCREASE PRIVACY/SECURITY ONLINE

About one-third (34%) report using tools or services to increase their privacy and security online.



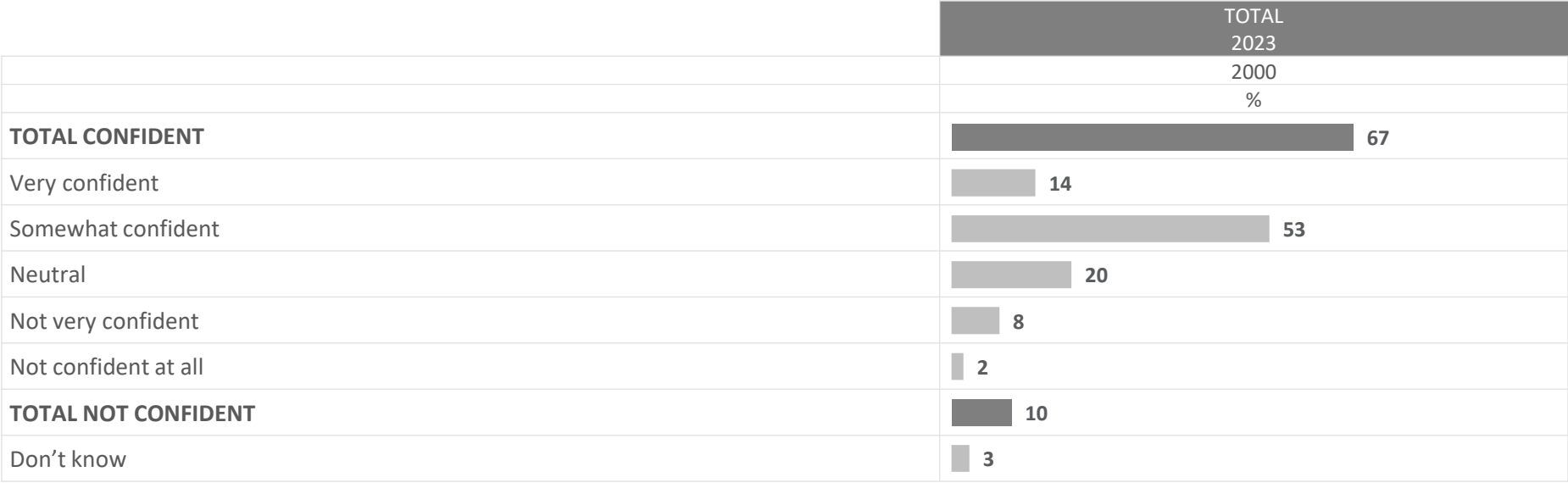
	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	34	32	37	38	32	35	32	34	33	38	35
No	53	56	51	42	55	54	54	48	54	56	45
Prefer not to answer	3	4	3	4	4	3	4	6	5	3	7
Don't know	9	9	9	16	9	8	11	12	8	2	13

2023-46E. Do you use any tools or services to increase your privacy and security online (e.g., password manager, VPN, public DNS resolver, etc.)?

Base: Total sample

CONFIDENCE IN ABILITY TO IDENTIFY FRAUD ONLINE

About two-thirds (67%) say they are confident in their ability to detect fraud/scams online. Few (14%) are ‘very’ confident.



2023-51A. How confident are you in your ability to identify fake accounts, false identities, misinformation or other scams online?  
Base: Total sample

CONFIDENCE IN ABILITY TO IDENTIFY FRAUD ONLINE

About two-thirds (67%) say they are confident in their ability to detect fraud/scams online. Few (14%) are ‘very’ confident.

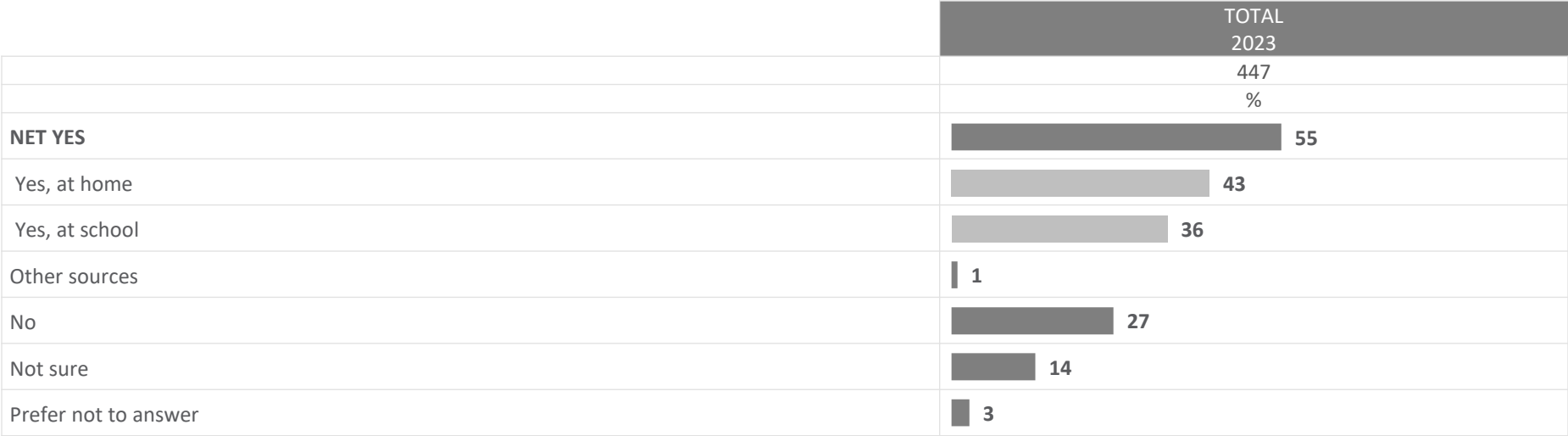


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONFIDENT	67	63	67	71	70	69	64	60	77	79	72
Very confident	14	12	8	22	14	16	11	12	18	24	21
Somewhat confident	53	51	59	49	56	53	53	48	59	55	51
Neutral	20	24	20	21	19	20	18	27	17	13	10
Not very confident	8	8	7	6	7	7	10	9	4	4	11
Not confident at all	2	3	2	-	1	2	3	-	-	3	4
TOTAL NOT CONFIDENT	10	11	9	6	8	9	13	9	4	8	15
Don't know	3	3	3	2	3	2	5	4	2	-	3

2023-51A. How confident are you in your ability to identify fake accounts, false identities, misinformation or other scams online?  
Base: Total sample

HAVE CHILDREN RECEIVED INSTRUCTION ABOUT ONLINE PRIVACY

Over half of parents (55%) indicate that their children have received instruction about privacy protection and privacy rights online.



2023-81B. Have your child(ren) received any instruction about privacy protection and privacy rights online?  
Base: Yes, have children under age 18 at Q62

HAVE CHILDREN RECEIVED INSTRUCTION ABOUT ONLINE PRIVACY

Over half of parents (55%) indicate that their children have received instruction about privacy protection and privacy rights online.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	447	48c	26c	27c	21c	130	81	BTS (19)	29c	39c	27c
	%	%	%	%	%	%	%	%	%	%	%
NET YES	55	48	54	59	62	58	52		69	74	59
Yes, at home	43	33	42	48	57	42	43		59	62	56
Yes, at school	36	33	38	41	52	39	30		45	38	30
Other sources	1	-	4	4	5	-	1		-	-	-
No	27	29	23	26	29	25	33		14	18	11
Not sure	14	19	19	11	-	15	10		17	8	19
Prefer not to answer	3	4	-	-	5	2	4		-	-	11

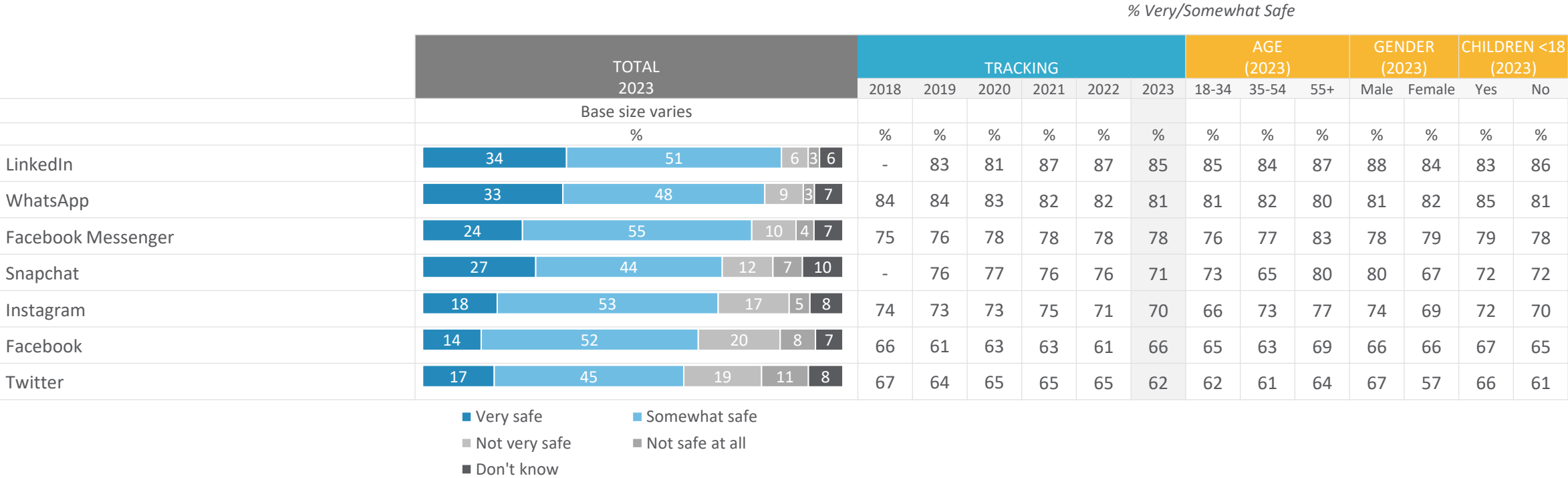
2023-81B. Have your child(ren) received any instruction about privacy protection and privacy rights online?  
Base: Yes, have children under age 18 at Q62  
c Caution, small base size  
BTS: Base size too small to report

8

## 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 LinkedIn (85%) and lowest for Twitter (62%) and Facebook (66%).



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

Base: Among those who have used each site



PERCEPTION OF SAFETY FROM ONLINE HARASSMENT WHEN USING SOCIAL MEDIA

Perceptions of safety from online harassment are highest for LinkedIn (85%) and lowest for Twitter (62%) and Facebook (66%).

	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	Base varies										
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	85	89	90	87	90	87	72	100	88	97	96
WhatsApp	81	84	81	87	88	82	71	67	89	89	97
Facebook Messenger	78	84	82	84	80	81	68	79	88	83	88
Snapchat	71	61	78	78	87	73	60	78	84	83	68
Instagram	70	63	81	71	84	72	60	80	76	90	90
Facebook	66	68	73	65	77	67	55	71	73	77	77
Twitter	62	58	62	72	64	62	56	64	82	80	80

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

Base: Among those who have used each site

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

About 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 2023	TRACKING						
	2000	2017	2018	2019	2020	2021	2022	2023
	%	1200	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%	%
Yes	<div></div> 31	26	29	32	32	34	31	31
No	<div></div> 53	55	53	52	52	49	52	53
Don't know	<div></div> 6	6	6	6	6	6	6	6
Doesn't apply	<div></div> 10	13	12	10	10	10	11	10

Reluctance to Use Social Media, by Gender														
% 'Yes'	Men							Women						
	2017	2018	2019	2020	2021	2022	2023	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	21	24	31	28	29	26	28	30	34	34	35	39	36	34

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.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	31	31	35	38	40	30	29	24	37	33	31
No	53	50	47	49	42	54	56	63	49	60	55
Don't know	6	7	7	6	7	6	6	3	3	3	8
Doesn't apply	10	11	11	7	11	11	9	10	11	4	6

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 (25%) have experienced or witnessed harassment when using the internet. Experiences with harassment are higher among younger people (38% of 18-34 year olds in 2023).

	TOTAL 2023	TRACKING							
		2017	2018	2019	2020	2021	2022	2023	
	2000	1200	1203	2050	2000	2022	2000	2000	
	%	%	%	%	%	%	%	%	
Yes, I have experienced it	<div></div> 11	9	9	12	12	14	13	11	
Yes, I have witnessed it	<div></div> 14	24	24	13	12	14	11	14	
No	<div></div> 72	65	64	73	73	71	74	72	
Don't know	<div></div> 5	4	5	3	3	4	5	5	

Experienced or Witnessed Cyberbullying, by Age and Gender																																			
	18-34							35-54							55+							Males							Females						
	2017	2018	2019	2020	2021	2022	2023	2017	2018	2019	2020	2021	2022	2023	2017	2018	2019	2020	2021	2022	2023	2017	2018	2019	2020	2021	2022	2023	2017	2018	2019	2020	2021	2022	2023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Experienced it	15	19	14	20	19	19	16	10	5	13	10	14	12	11	3	5	10	9	9	8	7	9	9	12	12	12	12	9	9	10	12	13	15	13	12
Witnessed it	36	39	25	21	24	18	22	25	22	12	13	14	12	15	12	14	6	6	6	6	7	19	22	13	13	14	12	14	28	26	13	12	13	11	14

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

EXPERIENCED OR WITNESSED CYBERBULLYING

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



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	11	10	15	23	13	10	9	9	15	22	14
Yes, I have witnessed it	14	18	15	9	10	15	11	12	21	16	10
No	72	67	68	64	70	73	77	76	65	65	72
Don't know	5	7	5	5	7	4	5	5	4	-	7

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

Base: Total sample

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

	TOTAL 2023	TRACKING					
		2018	2019	2020	2021	2022	2023
	2000	1203	2050	2000	2022	2000	2000
	%	%	%	%	%	%	%
Facebook	<div></div> 65	77	71	70	70	66	65
Facebook Messenger	<div></div> 57	n/a	58	58	62	60	57
YouTube	<div></div> 54	-	-	49	55	53	54
Instagram	<div></div> 43	35	36	38	40	43	43
WhatsApp	<div></div> 39	n/a	33	36	41	39	39
LinkedIn	<div></div> 28	35	34	30	31	30	28
Twitter	<div></div> 23	26	23	23	25	25	23
Pinterest	<div></div> 17	-	-	22	21	19	17
Snapchat	<div></div> 14	19	14	15	14	17	14
TikTok	<div></div> 13	-	-	3	9	13	13
WeChat	<div></div> 7	-	-	5	6	5	7
Telegram	<div></div> 4	-	-	2	4	4	4
Tumblr	<div></div> 3	-	-	3	2	3	3
Viber	<div></div> 2	-	-	3	3	2	2
Other	<div></div> 1	n/a	2	2	1	2	1
None	<div></div> 9	13	13	9	7	8	9

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	65	62	66	68	66	63	68	72	73	74	74
Facebook Messenger	57	52	56	61	56	54	64	63	58	54	66
YouTube	54	59	55	54	59	57	46	54	47	58	56
Instagram	43	51	39	41	43	48	31	44	34	54	42
WhatsApp	39	51	35	30	43	51	21	15	19	39	29
LinkedIn	28	29	27	15	21	35	22	14	17	35	25
Twitter	23	25	25	25	22	27	14	25	33	28	35
Pinterest	17	15	15	31	20	17	17	22	20	19	30
Snapchat	14	14	15	32	15	14	10	23	19	39	19
TikTok	13	15	7	21	10	12	13	18	14	25	22
WeChat	7	10	5	7	-	10	3	1	2	1	2
Telegram	4	4	4	7	5	5	3	7	4	20	6
Tumblr	3	3	1	4	2	3	2	4	4	3	2
Viber	2	3	3	4	3	2	2	1	-	1	2
Other	1	2	-	1	-	2	2	2	2	-	1
None	9	9	11	8	6	9	9	2	11	3	6

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

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

YouTube and Facebook are most likely to be selected as ‘helpful’. However, Facebook is also more likely than any other site to be selected as ‘toxic’ and ‘addictive’. Selection of Instagram as most ‘addictive’ has increased over time. There is no clear consensus about which site is the most ‘positive’.

is the most ...	TOTAL											
	Helpful			Toxic			Addictive			Positive		
	2021	2022	2023	2021	2022	2023	2021	2022	2023	2021	2022	2023
	1600	1583	1565	1600	1583	1565	1600	1583	1565	1600	1583	1565
	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	16	15	15	43	40	31	36	30	26	10	9	8
Twitter	3	5	4	9	8	10	4	3	4	2	2	2
Instagram	4	4	4	8	12	13	13	17	20	10	10	8
Snapchat	<1	<1	1	1	2	2	1	1	1	2	1	1
LinkedIn	8	9	8	<1	1	1	1	1	<1	12	12	10
Facebook Messenger	12	10	11	3	3	2	3	3	3	9	11	10
WhatsApp	9	10	8	2	2	2	4	3	3	10	11	12
YouTube	23	23	25	5	5	5	13	13	14	13	12	13
TikTok	1	1	2	2	3	5	4	8	8	2	2	2
WeChat	2	1	1	<1	<1	1	1	1	1	1	1	<1
Tumblr	<1	<1	<1	<1	-	<1	<1	<1	<1	<1	<1	<1
Viber	-	<1	<1	-	<1	<1	-	-	<1	<1	<1	<1
Pinterest	7	5	5	1	<1	<1	2	2	1	8	7	7
Telegram	<1	1	<1	<1	<1	<1	<1	<1	<1	1	1	1
None	15	16	16	26	24	29	18	18	19	20	22	25

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1565	198	116	83	82	515	256	81	75	79	80
	%	%	%	%	%	%	%	%	%	%	%
YouTube	25	30	34	27	27	26	15	19	35	28	27
Facebook	15	10	22	20	9	12	18	25	15	13	22
Facebook Messenger	11	6	6	5	12	5	27	12	11	14	5
WhatsApp	8	9	3	4	7	11	7	4	1	4	3
LinkedIn	8	6	10	4	5	9	7	4	4	10	3
Pinterest	5	4	6	11	5	4	7	9	7	9	11
Instagram	4	7	3	5	10	5	2	5	1	6	3
Twitter	4	5	3	2	6	4	2	2	4	3	6
TikTok	2	3	-	5	2	2	<1	2	3	1	5
WeChat	1	1	1	1	-	2	-	-	-	-	-
Snapchat	1	1	-	-	2	1	-	2	3	4	4
Telegram	<1	1	-	2	-	<1	<1	1	3	3	-
Tumblr	<1	-	-	-	-	-	<1	-	-	1	-
Viber	<1	-	-	-	-	-	<1	-	-	-	-
None	16	20	12	14	15	19	13	15	15	5	11

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

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



is the most ... Toxic

	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1565	198	116	83	82	515	256	81	75	79	80
	%	%	%	%	%	%	%	%	%	%	%
Facebook	31	25	32	40	29	28	40	28	40	28	36
Instagram	13	16	7	10	15	14	12	4	9	10	7
Twitter	10	12	10	8	10	12	5	11	11	8	14
YouTube	5	7	5	8	2	5	2	7	5	1	4
TikTok	5	7	3	4	4	5	4	4	8	8	5
Snapchat	2	2	2	2	2	2	2	6	1	5	3
Facebook Messenger	2	1	2	1	2	1	3	6	4	1	4
WhatsApp	2	2	3	-	2	2	1	-	-	4	1
LinkedIn	1	-	1	1	-	1	1	1	-	-	1
WeChat	1	1	-	-	-	1	<1	-	-	-	-
Telegram	<1	1	-	-	1	-	<1	-	-	5	3
Pinterest	<1	-	-	-	-	<1	<1	-	-	4	1
Tumblr	<1	-	1	1	-	-	-	-	-	-	-
Viber	<1	1	-	-	-	-	-	-	-	-	-
None	29	28	35	24	32	29	29	32	21	27	21

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’.



is the most ... Addictive	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1565	198	116	83	82	515	256	81	75	79	80
	%	%	%	%	%	%	%	%	%	%	%
Facebook	26	18	28	24	26	21	38	28	35	29	45
Instagram	20	28	18	19	23	23	11	11	9	20	9
YouTube	14	16	16	18	9	17	10	10	17	13	14
TikTok	8	9	8	13	7	7	9	12	11	9	11
Twitter	4	2	7	2	10	4	2	2	7	3	5
Facebook Messenger	3	1	3	2	4	2	5	11	5	3	-
WhatsApp	3	3	1	-	4	3	3	-	-	5	1
Snapchat	1	1	3	5	-	1	1	1	3	1	3
WeChat	1	1	2	-	-	2	-	-	-	-	-
Pinterest	1	1	-	1	1	1	1	-	1	5	1
LinkedIn	<1	-	-	-	-	1	<1	-	-	-	-
Telegram	<1	-	-	-	-	-	<1	-	1	1	-
Tumblr	<1	1	-	-	-	-	-	-	-	-	-
Viber	<1	-	-	-	-	-	-	-	-	1	-
None	19	22	16	14	17	19	20	23	11	10	11

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 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1565	198	116	83	82	515	256	81	75	79	80
	%	%	%	%	%	%	%	%	%	%	%
YouTube	13	14	13	8	12	13	13	15	11	18	21
WhatsApp	12	18	10	8	12	16	6	1	1	10	1
LinkedIn	10	11	9	7	6	13	8	2	9	5	11
Facebook Messenger	10	7	9	4	15	6	20	16	13	14	6
Facebook	8	8	12	7	9	6	10	15	9	9	21
Instagram	8	10	9	10	10	9	4	14	5	14	7
Pinterest	7	5	5	19	10	7	6	5	11	6	4
TikTok	2	1	1	2	2	2	2	4	3	4	1
Twitter	2	1	3	1	2	1	2	-	5	-	4
Snapchat	1	1	3	6	-	1	1	2	4	1	1
Telegram	1	-	-	-	2	1	1	1	1	1	-
Tumblr	<1	1	-	-	-	-	1	-	3	1	-
WeChat	<1	-	1	-	-	1	-	-	-	-	-
Viber	<1	-	-	-	-	-	<1	-	-	-	-
None	25	25	26	27	20	24	26	25	24	16	21

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 (50%) or beneficial (18%) for their overall sense of well-being. About one-quarter (24%) say it is harmful. The proportion saying it is beneficial has decreased over time, while the proportion saying it is harmful has increased.

	TOTAL 2023	TRACKING				
	1830	2019 2050	2020 1824	2021 1878	2022 1842	2023 1830
	%	%	%	%	%	%
TOTAL BENEFICIAL	<div><div></div></div> 18	23	35	29	25	18
Very beneficial impact	<div><div></div></div> 3	3	4	4	4	3
Somewhat beneficial	<div><div></div></div> 16	20	31	25	21	16
Neutral/no impact	<div><div></div></div> 50	50	42	43	45	50
Somewhat harmful	<div><div></div></div> 20	13	13	17	17	20
Very harmful impact	<div><div></div></div> 4	3	2	3	4	4
TOTAL HARMFUL	<div><div></div></div> 24	16	16	20	22	24
Prefer not to answer	<div><div></div></div> 1	1	1	1	1	1
Don't know	<div><div></div></div> 7	9	7	6	7	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.

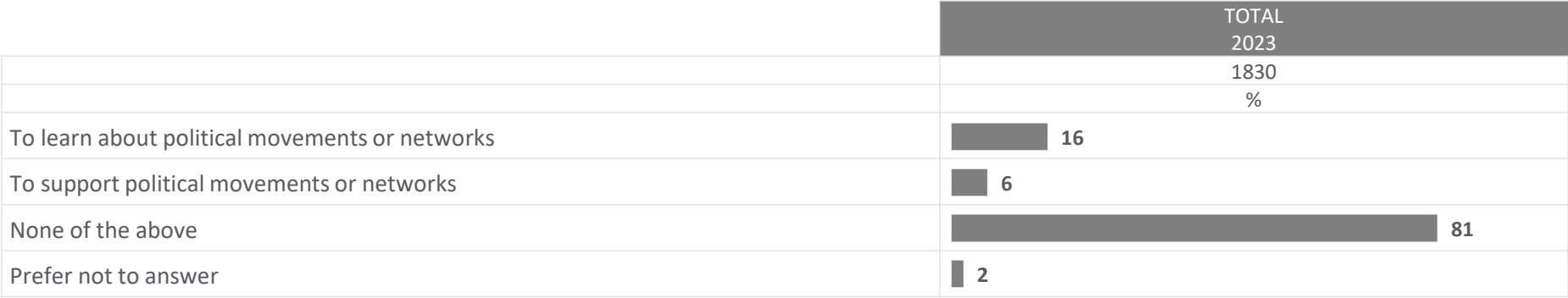


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1830	226	133	92	94	599	319	98	89	86	94
	%	%	%	%	%	%	%	%	%	%	%
TOTAL BENEFICIAL	18	21	19	13	21	18	15	28	22	35	17
Very beneficial impact	3	3	2	3	3	2	3	8	2	14	3
Somewhat beneficial	16	18	17	10	18	16	13	19	20	21	14
Neutral/no impact	50	44	49	52	45	49	56	46	45	45	57
Somewhat harmful	20	19	20	24	23	21	17	10	21	10	17
Very harmful impact	4	4	5	3	3	4	3	4	4	5	3
TOTAL HARMFUL	24	24	26	27	27	26	20	14	26	15	20
Prefer not to answer	1	2	1	2	1	<1	1	3	1	-	2
Don't know	7	9	6	5	6	7	8	9	6	5	3

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

USE OF SOCIAL MEDIA TO LEARN ABOUT OR SUPPORT POLITICAL MOVEMENTS

About 1-in-6 (17%) use social media or messaging apps to learn about (16%) and/or support (6%) political movements or networks.



2023-59J. For which of the following reasons, if any, do you use social media or messaging apps? Select all that apply.  
Base: Uses a social media site or messaging app, not asked if “None” at Q2018-58A

USE OF SOCIAL MEDIA TO LEARN ABOUT OR SUPPORT POLITICAL MOVEMENTS

About 1-in-6 (17%) use social media or messaging apps to learn about (16%) and/or support (6%) political movements or networks.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1830	226	133	92	94	599	319	98	89	86	94
	%	%	%	%	%	%	%	%	%	%	%
To learn about political movements or networks	16	19	14	20	11	15	17	15	12	26	10
To support political movements or networks	6	7	7	3	3	7	4	12	8	17	4
None of the above	81	77	83	78	88	82	79	73	83	65	83
Prefer not to answer	2	4	2	1	-	2	3	5	1	1	6

2023-59J. For which of the following reasons, if any, do you use social media or messaging apps? Select all that apply.  
Base: Uses a social media site or messaging app, not asked if “None” at Q2018-58A

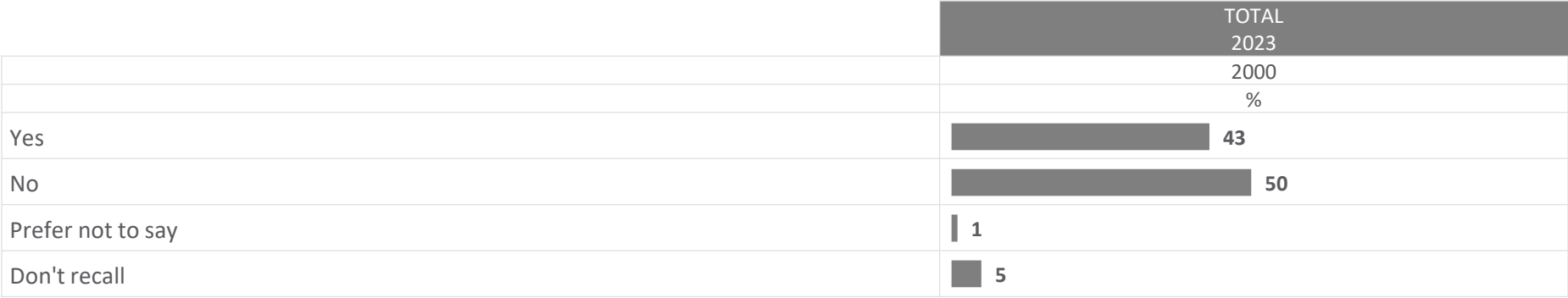


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## USE OF TELEMEDICINE, HEALTH & FITNESS APPS, GENETIC TESTING SERVICES

RECEIVED MEDICAL CARE VIA TELEMEDICINE

More than 4-in-10 (43%) report receiving medical care via telemedicine or ‘e-health’ solutions.



2023-46A. Have you ever received medical care via telemedicine or ‘e-health’ solutions (e.g., medical appointment by telephone, video, email, text messaging)?  
Base: Total sample

RECEIVED MEDICAL CARE VIA TELEMEDICINE

More than 4-in-10 (43%) report receiving medical care via telemedicine or ‘e-health’ solutions.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	43	52	33	32	40	44	42	44	45	36	54
No	50	41	58	60	53	50	53	47	51	63	36
Prefer not to say	1	2	1	-	-	1	2	2	1	-	2
Don't recall	5	5	8	8	7	5	3	7	3	1	8

2023-46A. Have you ever received medical care via telemedicine or ‘e-health’ solutions (e.g., medical appointment by telephone, video, email, text messaging)?

Base: Total sample

MOST COMMON WAY OF RECEIVING MEDICAL CARE FOR NON-SPECIALIST APPOINTMENTS

In-person appointments remain the most common way to receive medical care from non-specialists.

	TOTAL 2023
	867
	%
In-person appointment at family doctor's office	<div></div> 52
Telephone appointment with family doctor	<div></div> 25
In-person at walk-in clinic	<div></div> 9
Telehealth/virtual doctor (not family doctor)	<div></div> 6
Video conferencing appointment with family doctor	<div></div> 4
Other	<1
Prefer not to say	<1
Not sure	<div></div> 2

2023-46B. In which of the following ways do you most often receive medical care for non-specialist appointments? Select one only.  
Base: Yes at 2023-46A

MOST COMMON WAY OF RECEIVING MEDICAL CARE FOR NON-SPECIALIST APPOINTMENTS

BC residents are most likely to report telephone appointments as most common (42% vs. 25% overall).



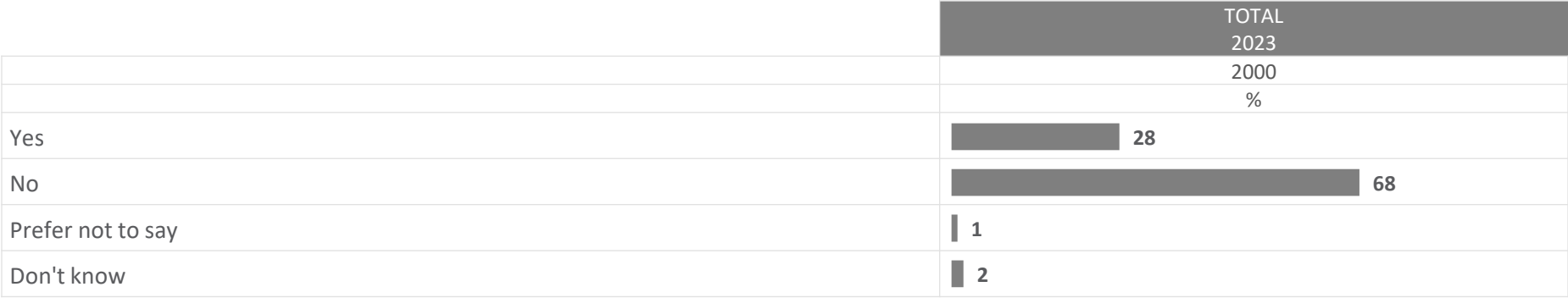
	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	867	130	50	32c	40c	292	148	44c	45c	32c	54
	%	%	%	%	%	%	%	%	%	%	%
In-person appointment at family doctor's office	52	36	58	38	68	52	64	48	42	47	44
Telephone appointment with family doctor	25	42	24	38	20	25	14	23	29	9	24
In-person at walk-in clinic	9	7	6	9	8	11	9	7	9	16	15
Telehealth/virtual doctor (not family doctor)	6	6	8	6	3	5	5	14	16	19	7
Video conferencing appointment with family doctor	4	7	2	3	3	5	2	5	4	6	7
Other	<1	-	-	-	-	<1	1	2	-	-	2
Prefer not to say	<1	1	-	-	-	-	1	-	-	-	-
Not sure	2	2	2	6	-	2	4	2	-	3	-

2023-46B. In which of the following ways do you most often receive medical care for non-specialist appointments? Select one only.

Base: Yes at 2023-46A

c Caution, small base size

More than one-quarter (28%) report using a health and fitness app.



2023-46C. Do you use any health and fitness apps (e.g., food or fitness tracker)?  
Base: Total sample

USE OF HEALTH/FITNESS APPS

QC residents are least likely to report using a health and fitness app (18%).

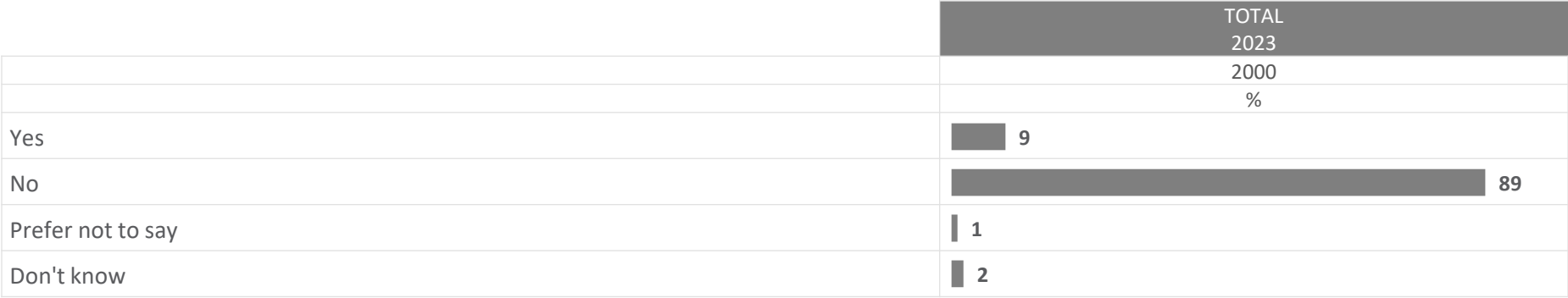


	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	28	35	27	28	32	31	18	30	30	34	39
No	68	62	67	68	64	67	77	66	70	66	55
Prefer not to say	1	1	1	-	-	1	3	1	-	-	2
Don't know	2	2	5	4	4	1	2	3	-	-	4

2023-46C. Do you use any health and fitness apps (e.g., food or fitness tracker)?  
Base: Total sample

USE OF DNA GENETIC TESTING SERVICE

About one-in-ten (9%) report using a DNA genetic testing service.



2023-46D. Have you ever used a DNA genetic testing service (e.g., 23&Me, AncestryDNA)?  
Base: Total sample



USE OF DNA GENETIC TESTING SERVICE

About one-in-ten (9%) report using a DNA genetic testing service.



	TOTAL 2023	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	249	150	100	100	660	352	100	100	89	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	9	5	7	14	9	12	6	10	7	18	7
No	89	93	89	84	88	86	91	87	90	82	91
Prefer not to say	1	1	1	-	1	1	2	1	1	-	1
Don't know	2	1	3	2	2	2	1	2	2	-	1

2023-46D. Have you ever used a DNA genetic testing service (e.g., 23&Me, AncestryDNA)?  
Base: Total sample

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## SAMPLE DEMOGRAPHICS

# 2023 Sample Demographics

## GENDER

47%	Male
52%	Female
1%	Non-binary
<1%	Prefer not to answer

## AGE

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

## NUMBER OF PEOPLE IN HH

24%	One
38%	Two
19%	Three
18%	Four or more
2%	Prefer not to answer

21% have children under 18 living in household

## EDUCATION

14%	HS or less
27%	Some/graduated college
58%	Some/graduated university
2%	Prefer not to answer

## HH INCOME

20%	<\$50K
30%	\$50K to \$100K
34%	\$100K+
16%	Prefer not to answer

## PROVINCE (weighted)

1%	Newfoundland
<1%	Prince Edward Island
3%	Nova Scotia
2%	New Brunswick
23%	Quebec
38%	Ontario
3%	Manitoba
3%	Saskatchewan
11%	Alberta
14%	British Columbia
-	Yukon/NWT/Nunavut

## WORKING STATUS

64%	Working full or part-time
3%	Unemployed and looking for work
2%	Unemployed and not looking for work
3%	Student
2%	Stay-at-home parent
24%	Retired
2%	Prefer not to answer

n=2,000

# 2023 Sample Demographics

## AGES OF CHILDREN UNDER 18

21%	2 years or younger
13%	3-4 years
13%	5-6 years
15%	7-8 years
18%	9-10 years
17%	11-12 years
16%	13-14 years
28%	15-17 years
2%	Prefer not to answer

## DESCRIPTION OF WORK SITUATION

51%	In-person
17%	Remote
14%	Hybrid, with more in-person than remote days
17%	Hybrid, with more remote than in-person days
1%	Prefer not to answer

## AREAS WHERE LIVE

16%	Urban -- downtown
31%	Urban – not downtown
29%	Suburban
12%	Small town/city
10%	Rural
<1%	Remote
1%	Prefer not to answer

## USE AN INTERNET-CONNECTED MOBILE PHONE

86%	Yes
11%	No
1%	Don't know
1%	Prefer not to answer

## CURRENTLY HAVE A FAMILY DOCTOR

80%	Yes
18%	No
2%	Prefer not to answer

n=2,000