THE INTERNET AND DIGITAL TECHNOLOGY



How do Canadians perceive technology?



77%
Helps to communicate with other people



66% Saves time



52%Helps to make more informed decisions



36%Helps to be more creative

Top 10 devices owned.

76% Smart phone

71% Laptop or netbook

54% Tablet or e-reader

50% Desktop computer

48% Digital video camera or camera other than smart phone

41% GPS device (standalone/ portable or dash-mounted)

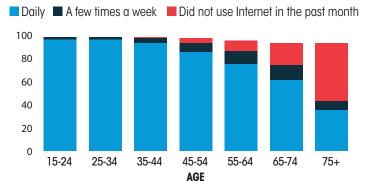
39% Video game console

33% Internet-enabled smart television

25% Set-top or USB device for accessing the Internet from a television

16% Non-smart cellular phone

Nearly all Canadians under the age of 45 use the Internet every day.



Is life better because of technology?

• Life is better as a result of technology use
• Use of technology makes no difference in life

80%

60%

20%

0%

15-24

25-34

35-44

45-54

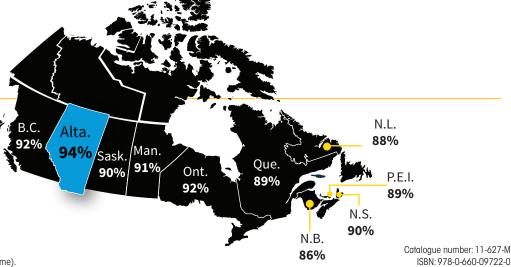
55-64

65-74

75+

AGE

Alberta has the highest percentage of Internet users.



Source: 2016 General Social Survey (Canadians at Work and Home).