



**RBC
Financial
Group™**

Canadian Families and the Internet

Ipsos  **Reid**



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Methodology



Who We Talked To

- ✓ 542 parents who:
 - ★ have at least one computer at home;
 - ★ have Internet access from home;
 - ★ spend at least one hour per week online; and,
 - ★ have children under the age of 18 living at home.
 - The margin of error on a sample size of 542 is $\pm 4.2\%$, 19 times out of 20.
- ✓ 308 home business operators who:
 - ★ use a computer for business purposes; and,
 - ★ spend at least one hour per week online for business purposes.
 - The margin of error on a sample size of 308 is $\pm 5.6\%$, 19 times out of 20.
- ✓ This was followed by qualitative 1x1 interviews with a selection of respondents from the quantitative phase.
- ✓ All interviews were conducted between September 18th and October 7th, 2001.



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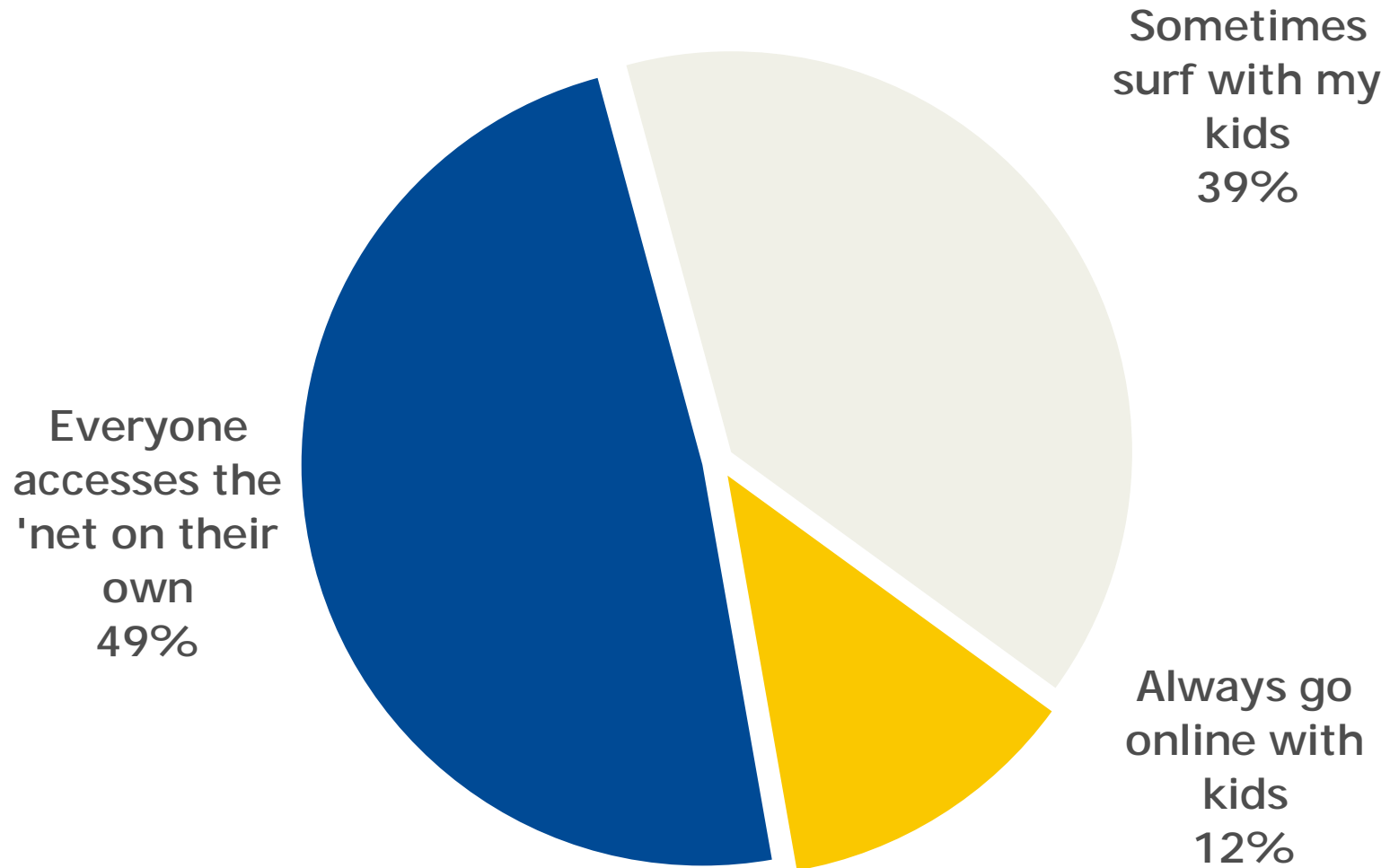
Detailed Results



Sharing of Internet Access and Activities

Households with Children

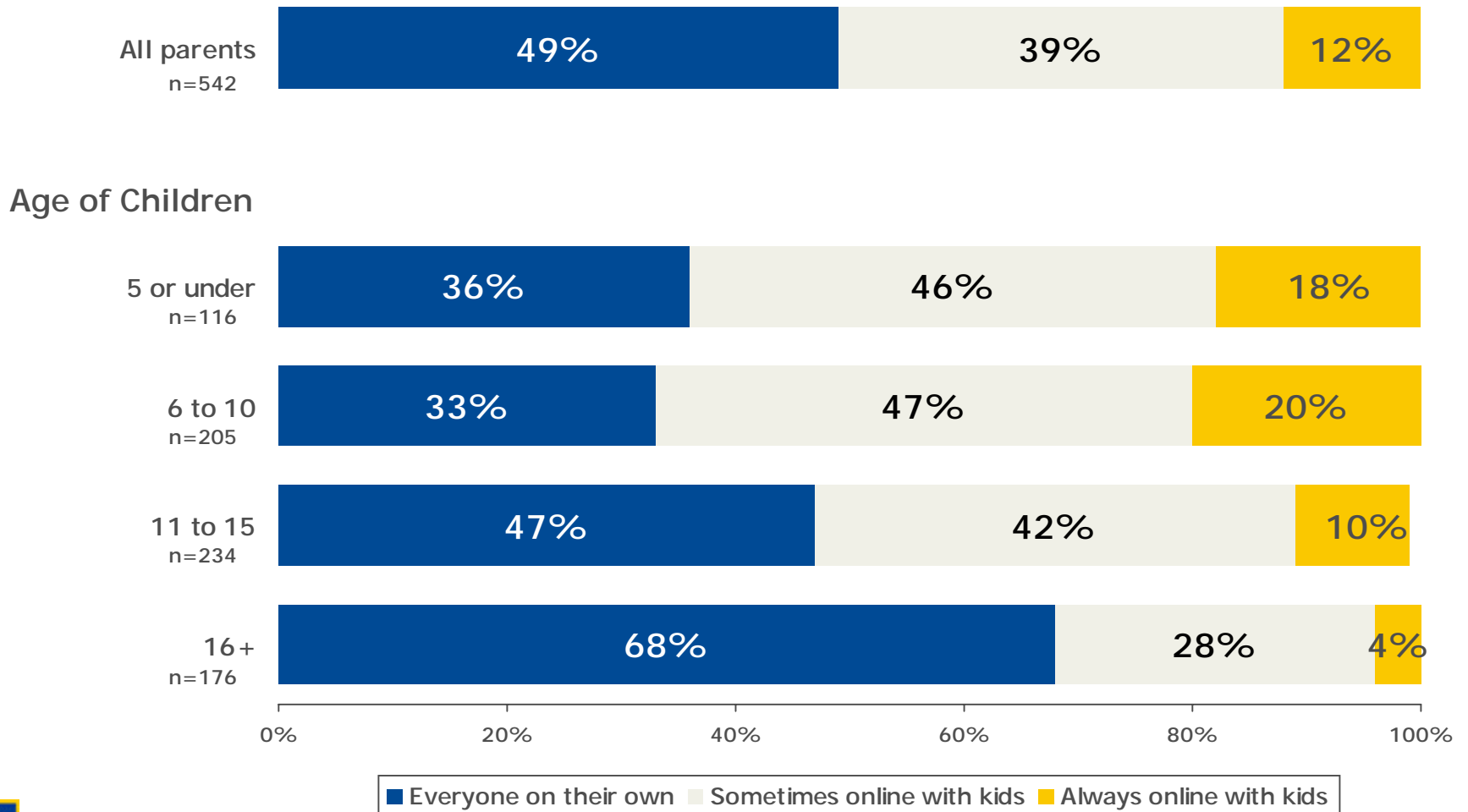
How would you describe the way you and your family members share Internet access?



Sharing of Internet Access and Activities

Households with Children

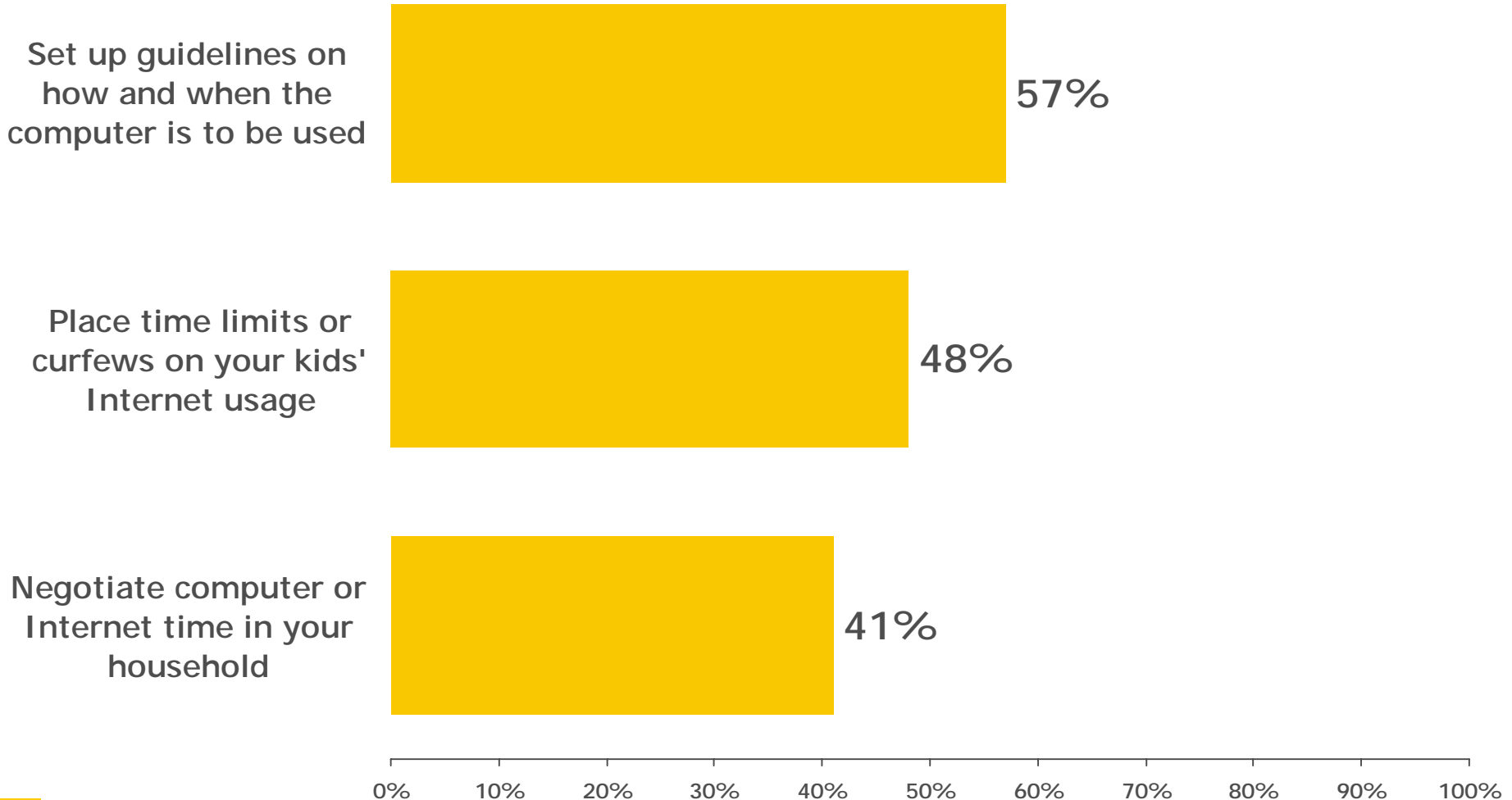
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Internet Usage Guidelines

Households with Children

Have you had to do any of the following?

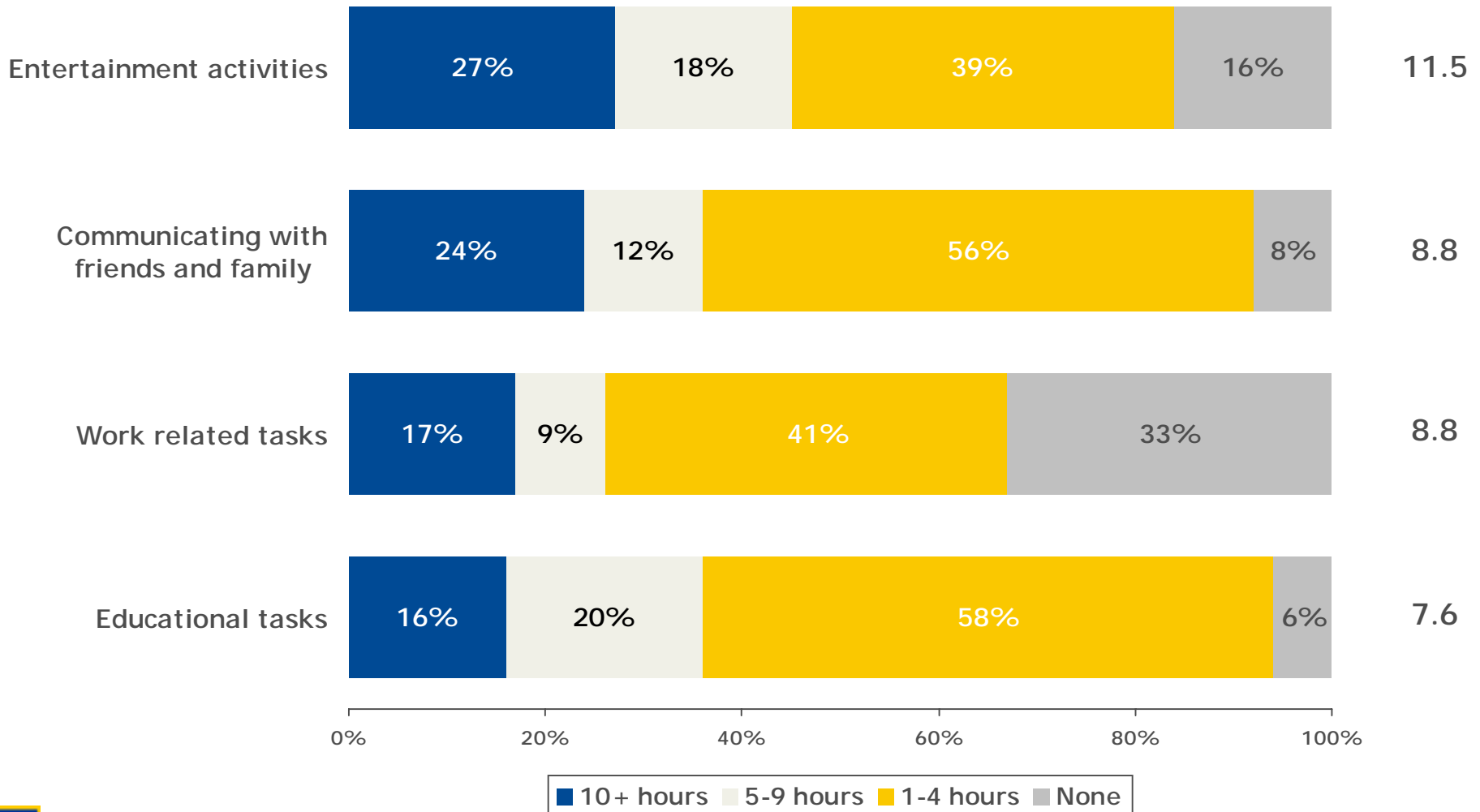


What Are Families Doing Online?

Households with Children

How many hours per week do all members of your household spend online doing.....?

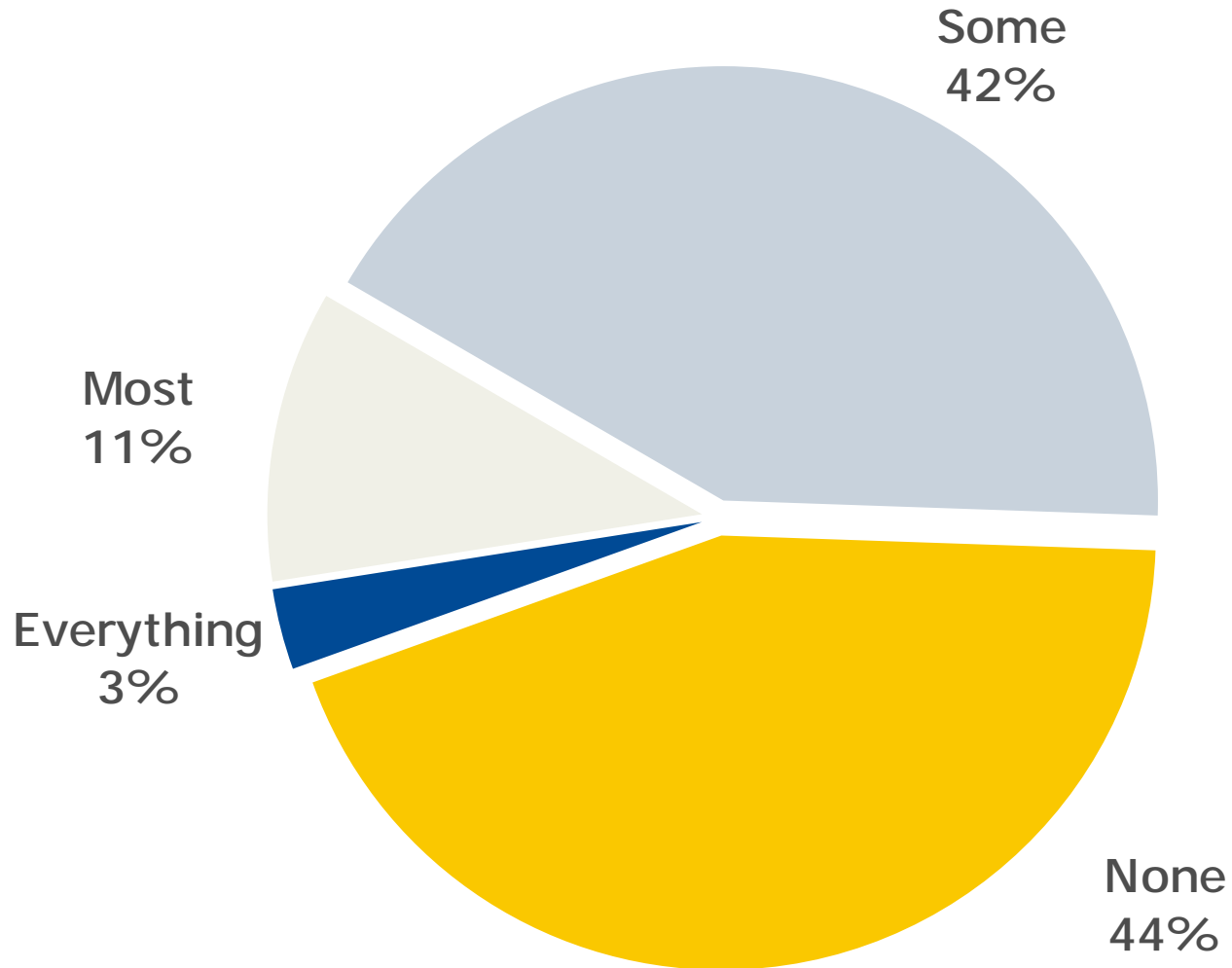
Mean #
Hours



Learning from Kids

Households with Children

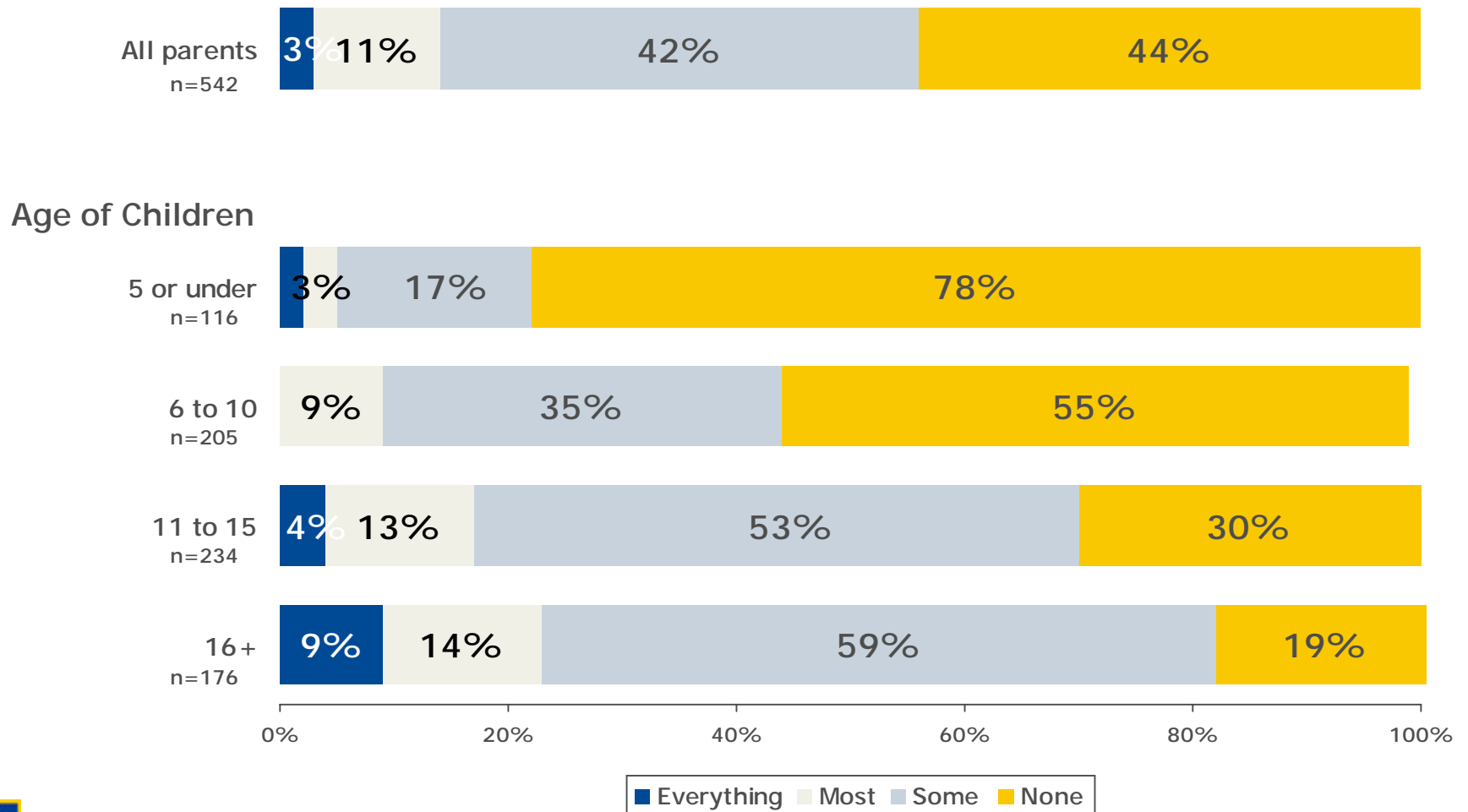
Thinking about what you know about the Internet, how much have you learned from your kids?



Learning from Kids

Households with Children

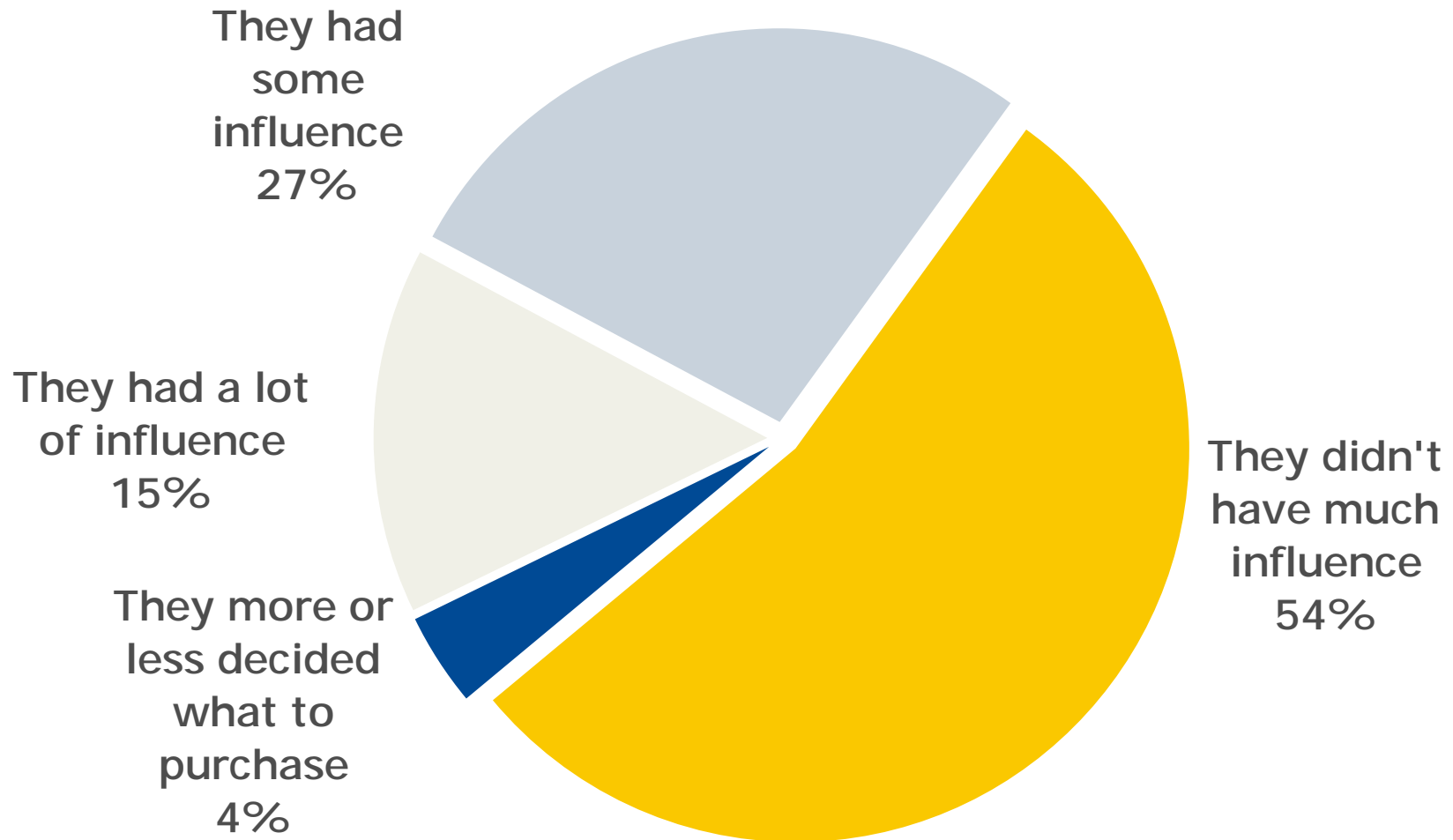
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New Technology Purchase Process

Households with Children

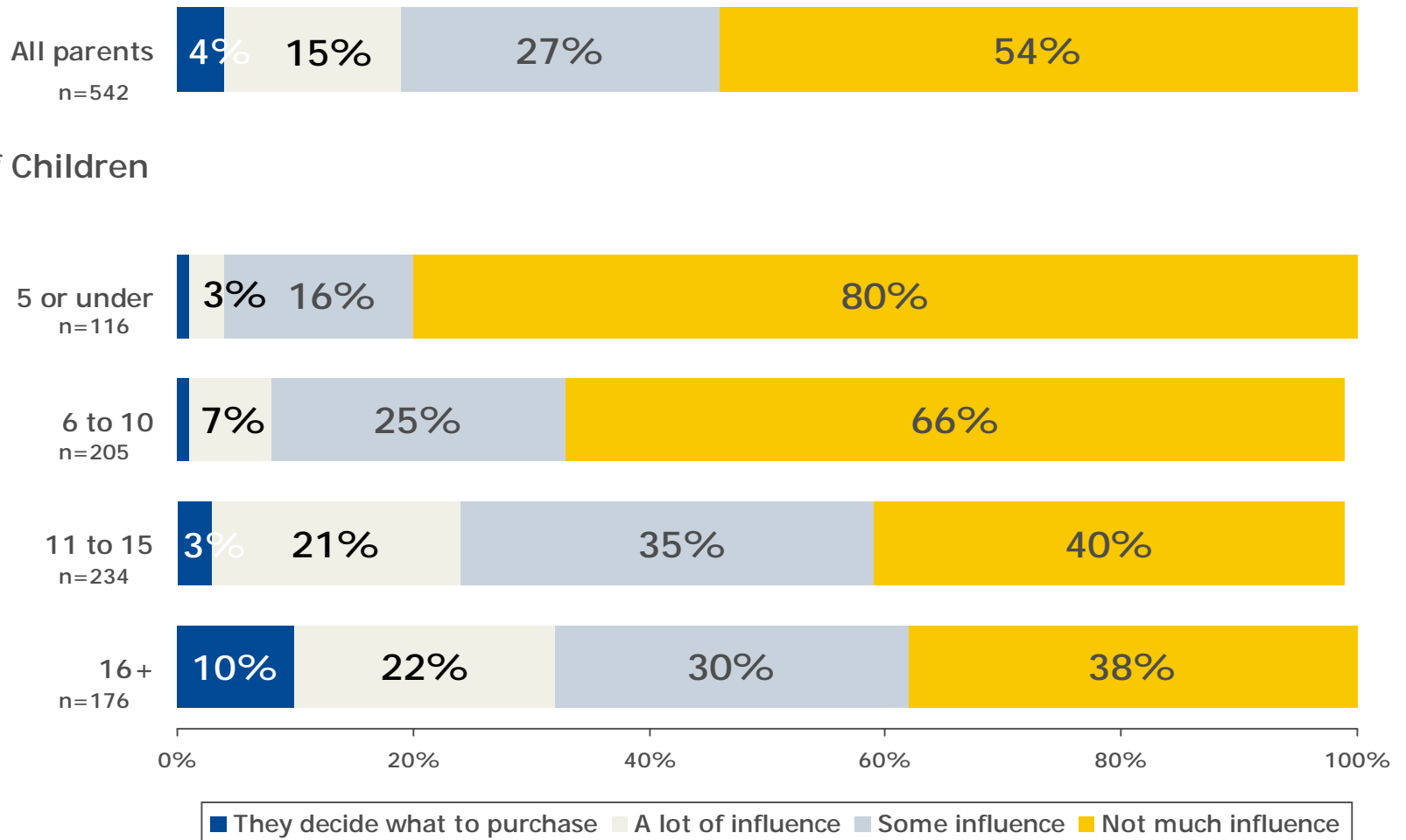
How much influence did your kids have on your most recent computer or new technology related purchases for the household?



New Technology Purchase Process

Households with Children

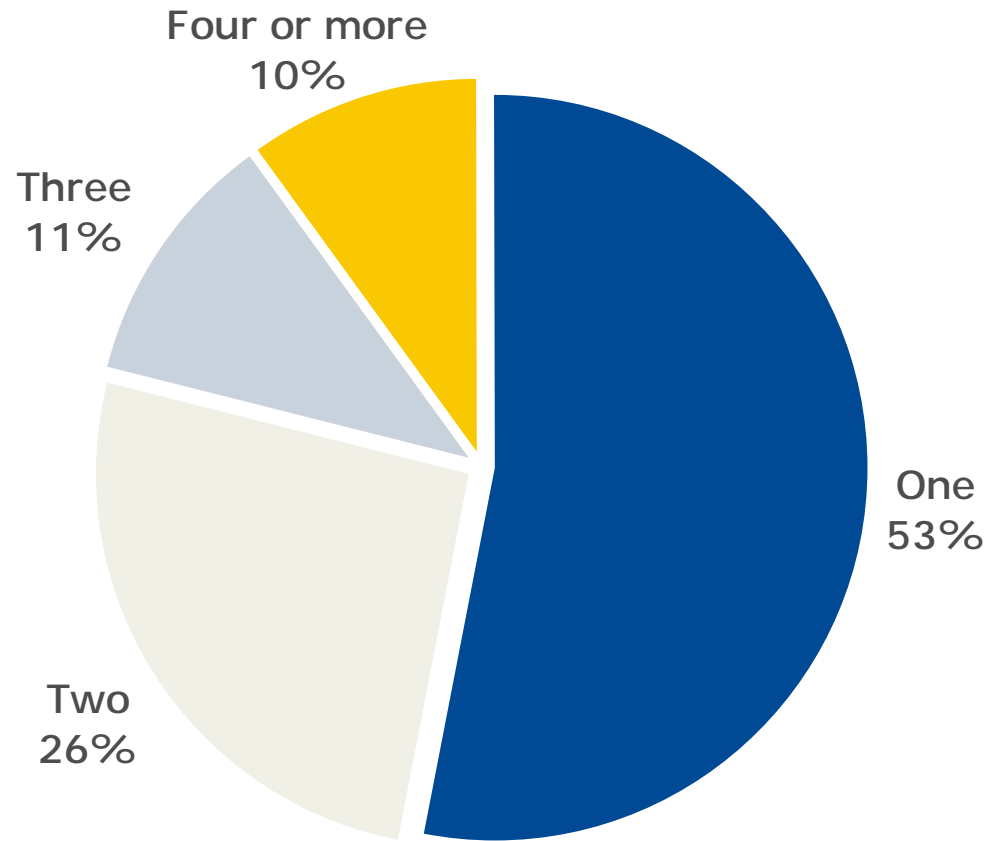
How much influence did your kids have on your most recent computer or new technology related purchases for the household?



Number of Household Computers

Households with Children

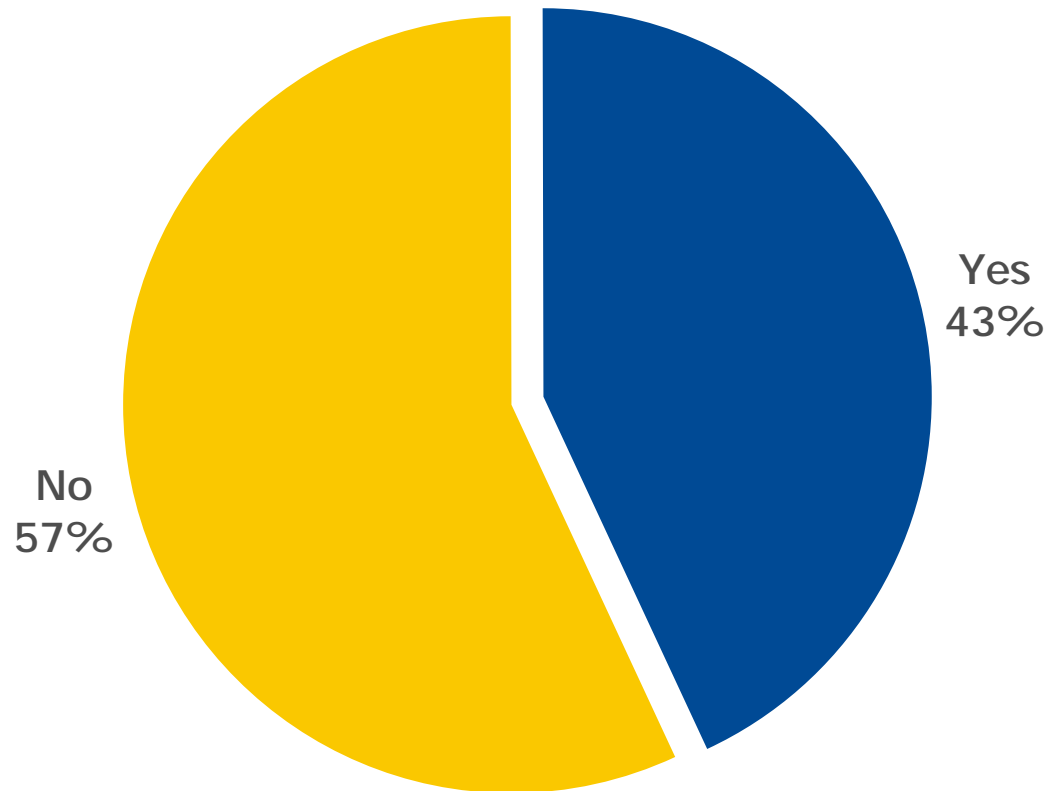
How many computers do you use in your household?



Networking

Households with Multiple PCs

Are any or all of your computers networked together with a home area network?

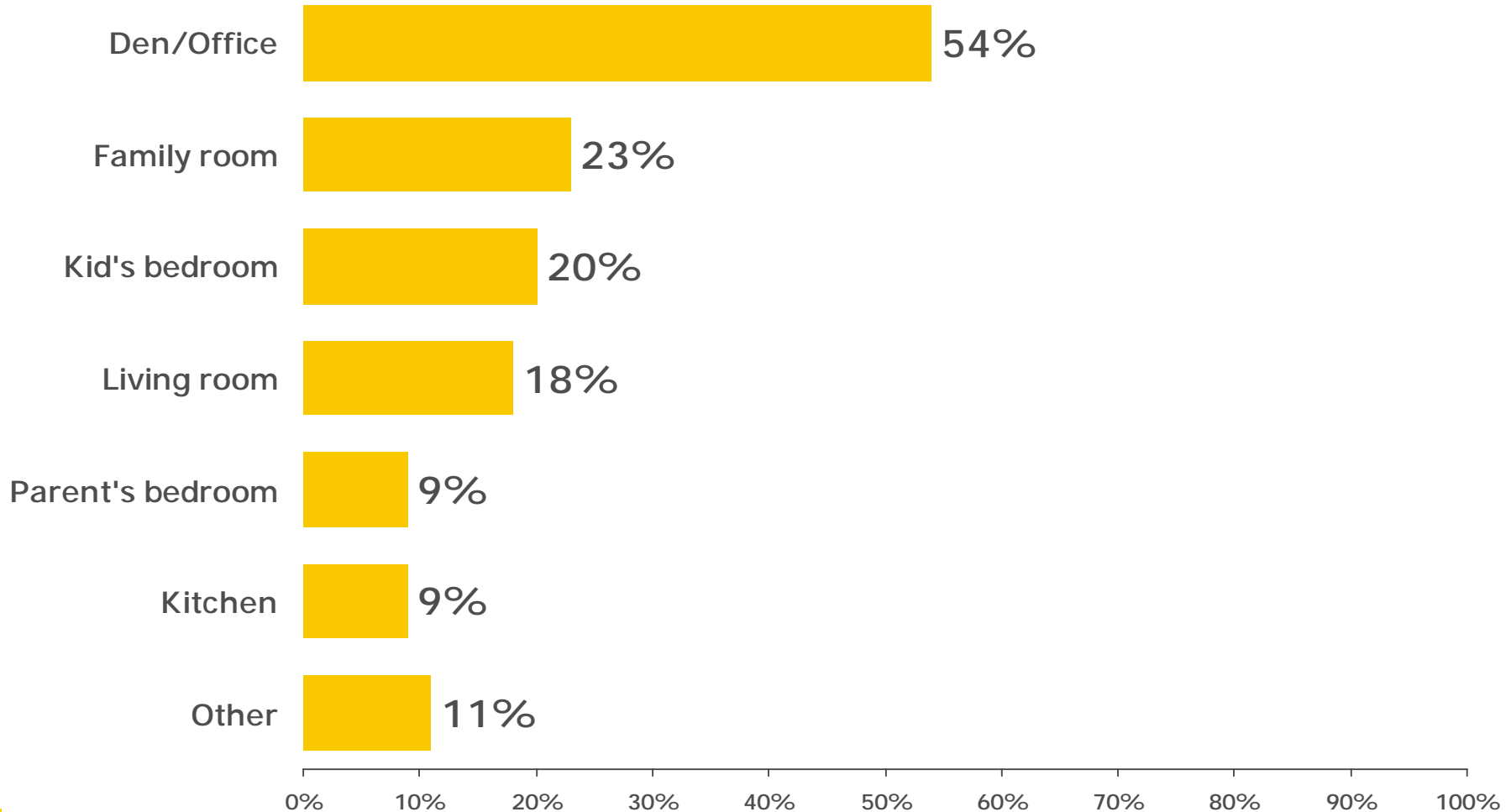


20% of all respondents have networked PCs in the household

Computer Placement

Households with Children

In which of the following rooms is your computer typically used?

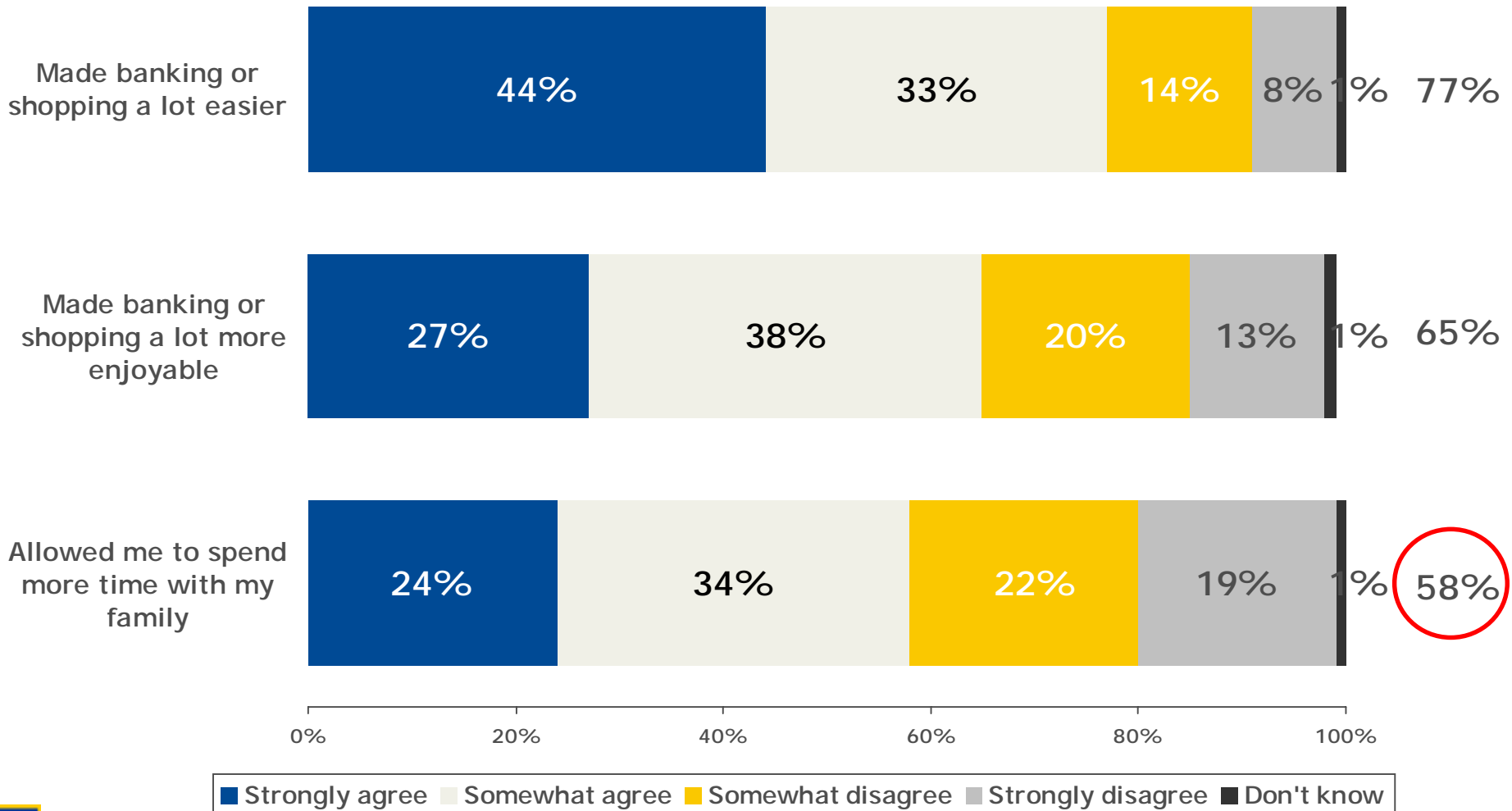


Online Purchasing and Banking Attitudes

Households who Bank Online and/or Have Made Online Purchases

Purchasing items and/or conducting online financial transactions has.....

Total
Agree

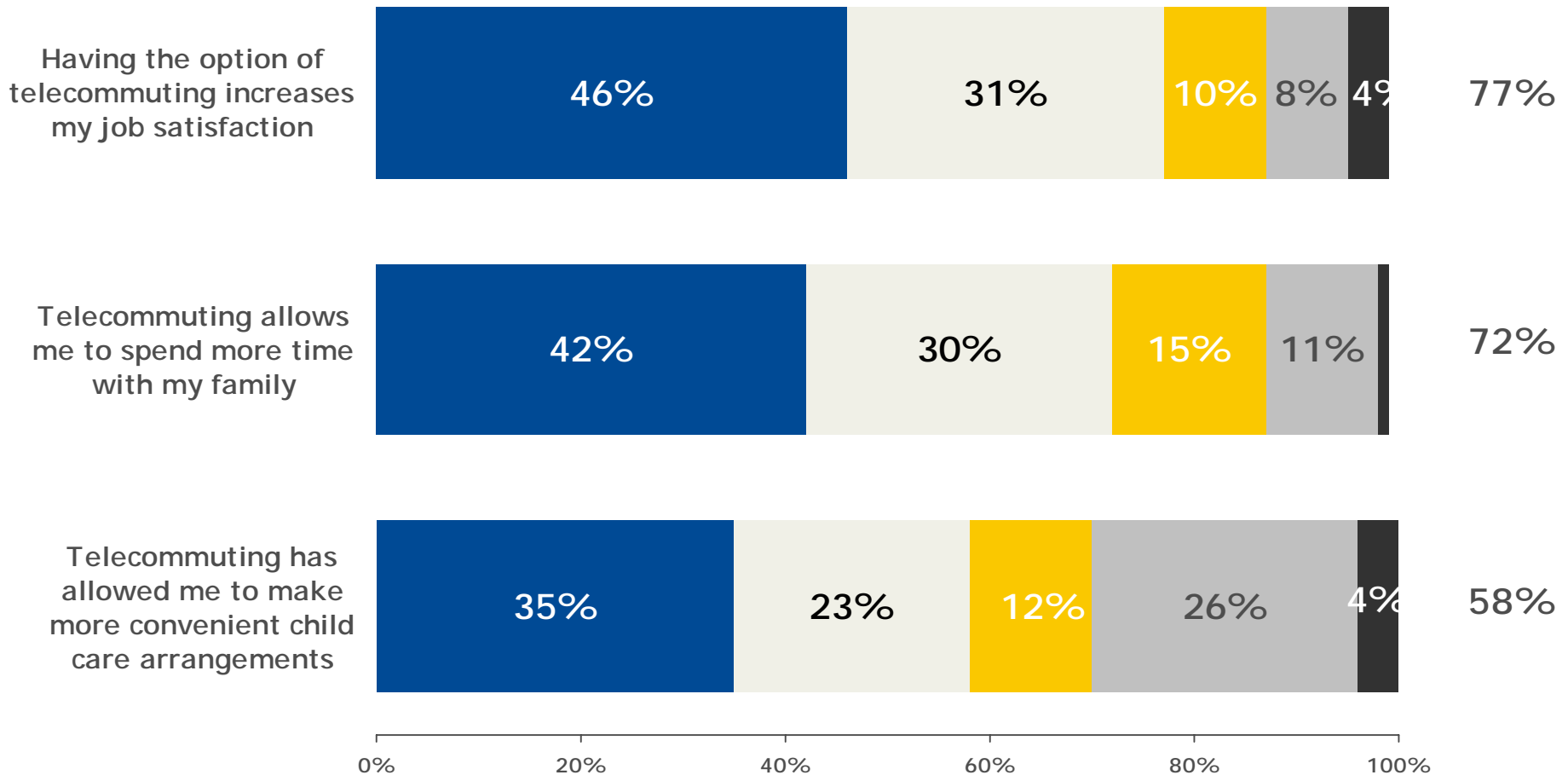


Telecommuting Attitudes

Households With Parents(s) Who Telecommute

How much to you agree or disagree with each of the following statements.....

Total Agree



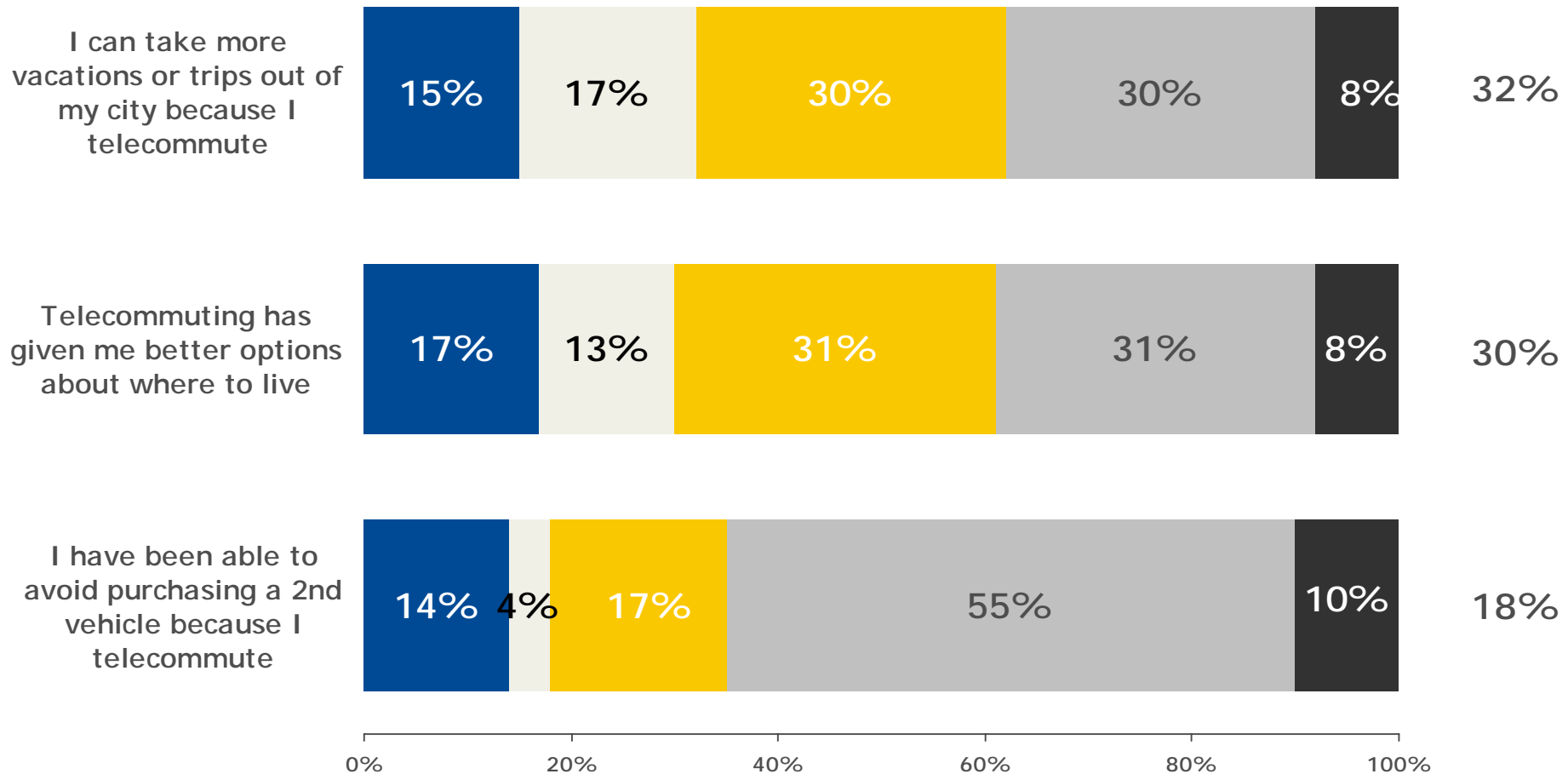
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Telecommuting Attitudes (con't)

Households who Telecommute

How much to you agree or disagree with each of the following statements.....

Total Agree



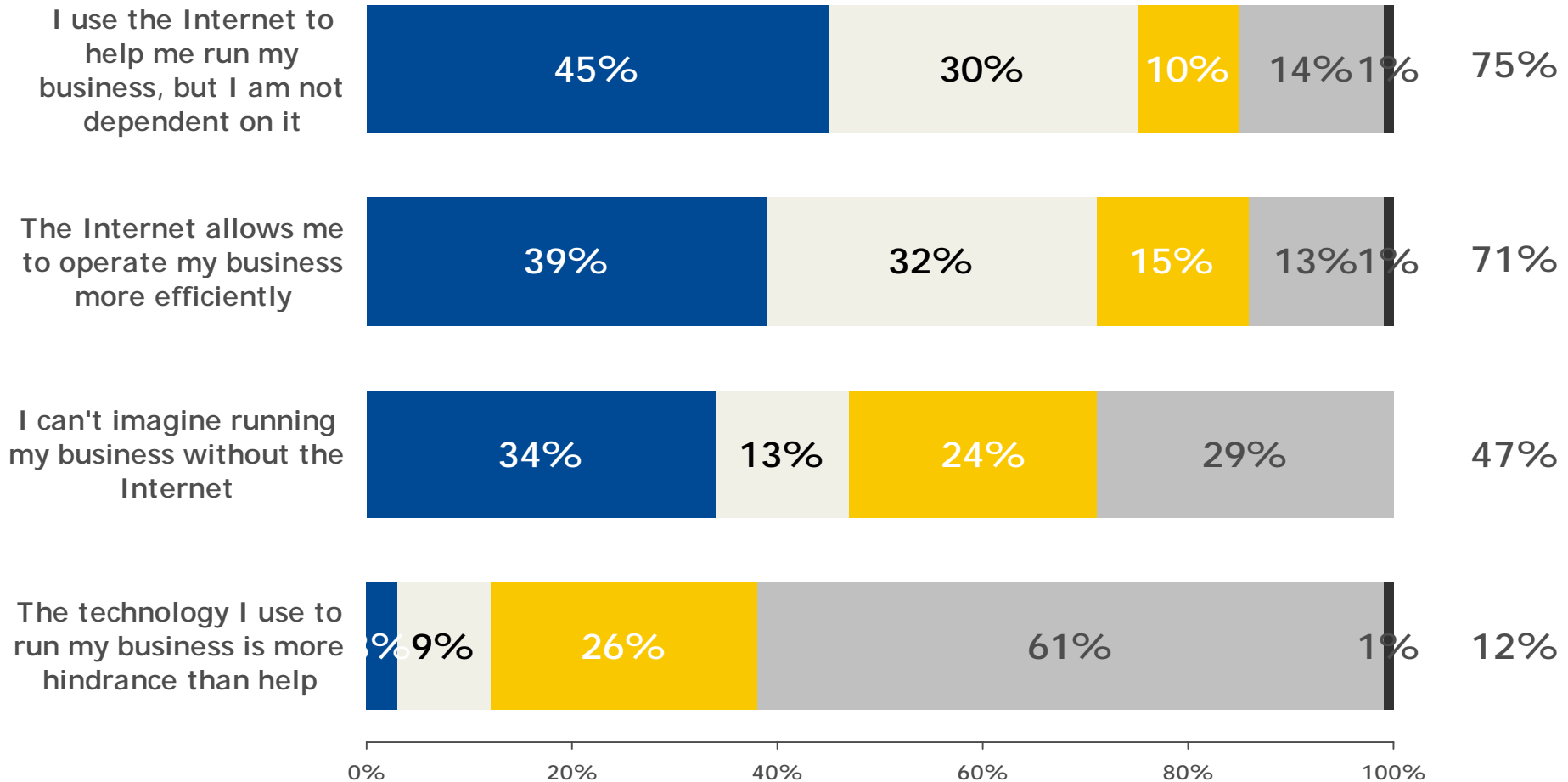
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Home Business Operators' Attitudes About the Internet

Owners of Small Home Based Businesses

Do you agree or disagree with the statement.....

Total Agree

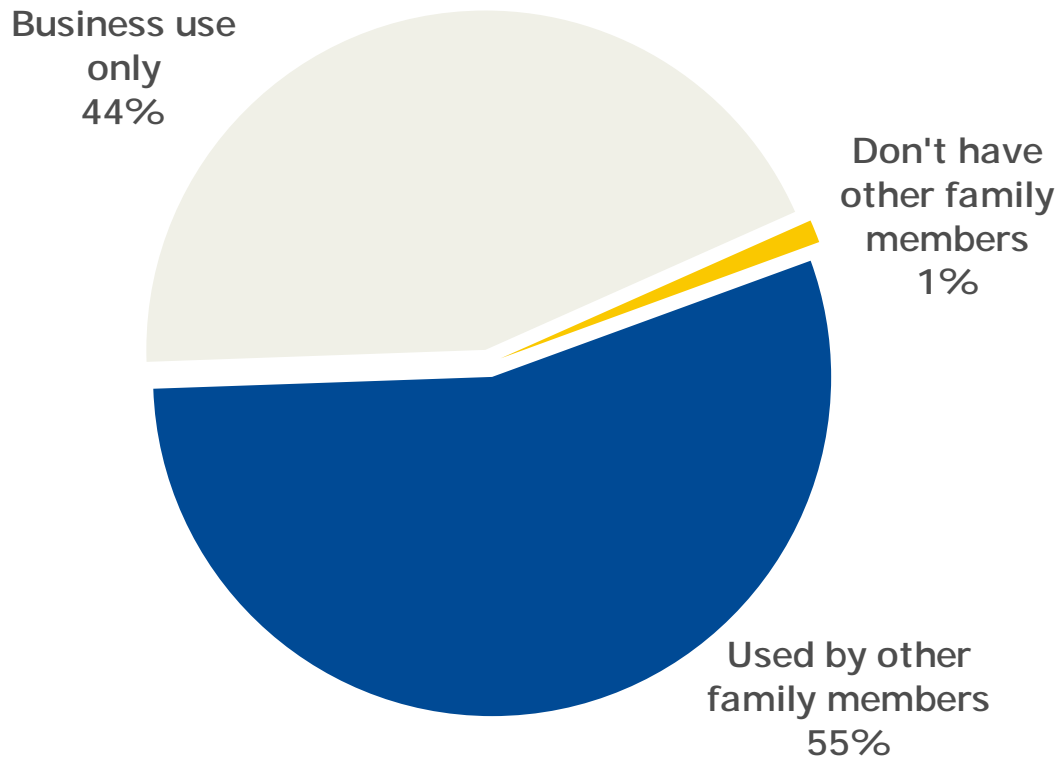


■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Home Business Operators' Computer Usage

Owners of Small Home Based Businesses

Is the computer that you use to run your business also used by other family members for personal use, or is it used only for business purposes?



Stranded on a Deserted Island

Households with Children

If you were forced to spend one month on a deserted island and you could have only one electronic device, which would it be?

