

Canadian Views on the Importance of Internet Access and Basic Computer Skills to the Economy



Objectives and Methodology

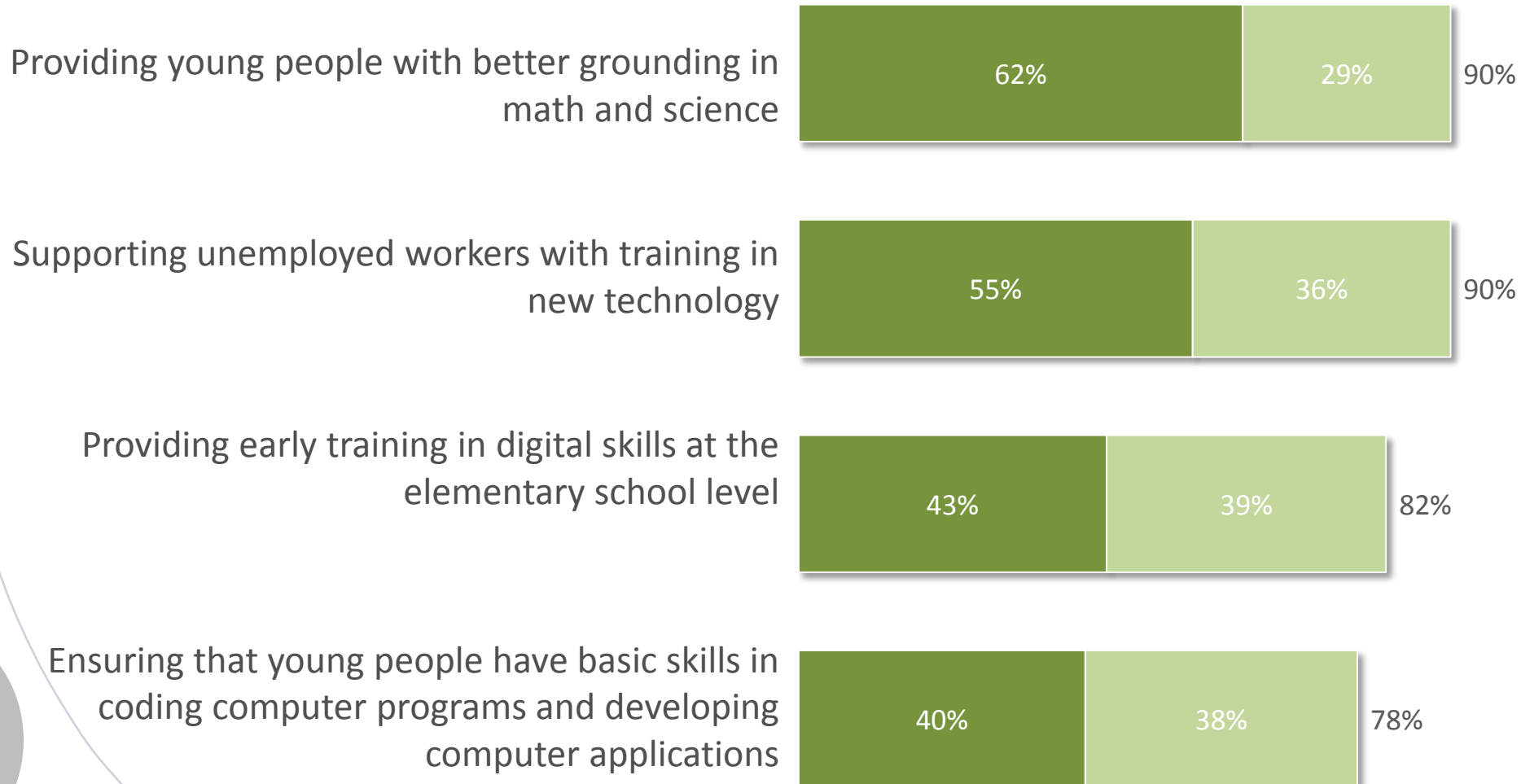
- The Canadian Internet Registration Authority (CIRA) is the not-for-profit Canadian corporation responsible for managing the .CA registry as a public resource for all Canadians. CIRA also operates the underlying domain name system that supports .CA and registers all .CA Internet domains
- CIRA was interested in exploring the views of Canadians regarding training and education programs for the digital world – Ipsos Reid was engaged to conduct public opinion research on this subject.
- Ipsos-Reid conducted the survey between January 23rd and 26th using the Canadian Ipsos-Reid Online Omnibus, collecting 1,000 interviews among a representative cross-section of Canadian adults.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.4 percentage points, 19 times out of 20. Polls are subject to other sources of error, including, but not limited to coverage error, and measurement error.



Wide Majorities of Canadians Consider the Promotion of Digital Skills to be an Important Way to Ensure Canada Remains Economically Competitive

How important would you consider each of the following approaches as ways to ensure that Canada remains economically competitive in the years ahead?

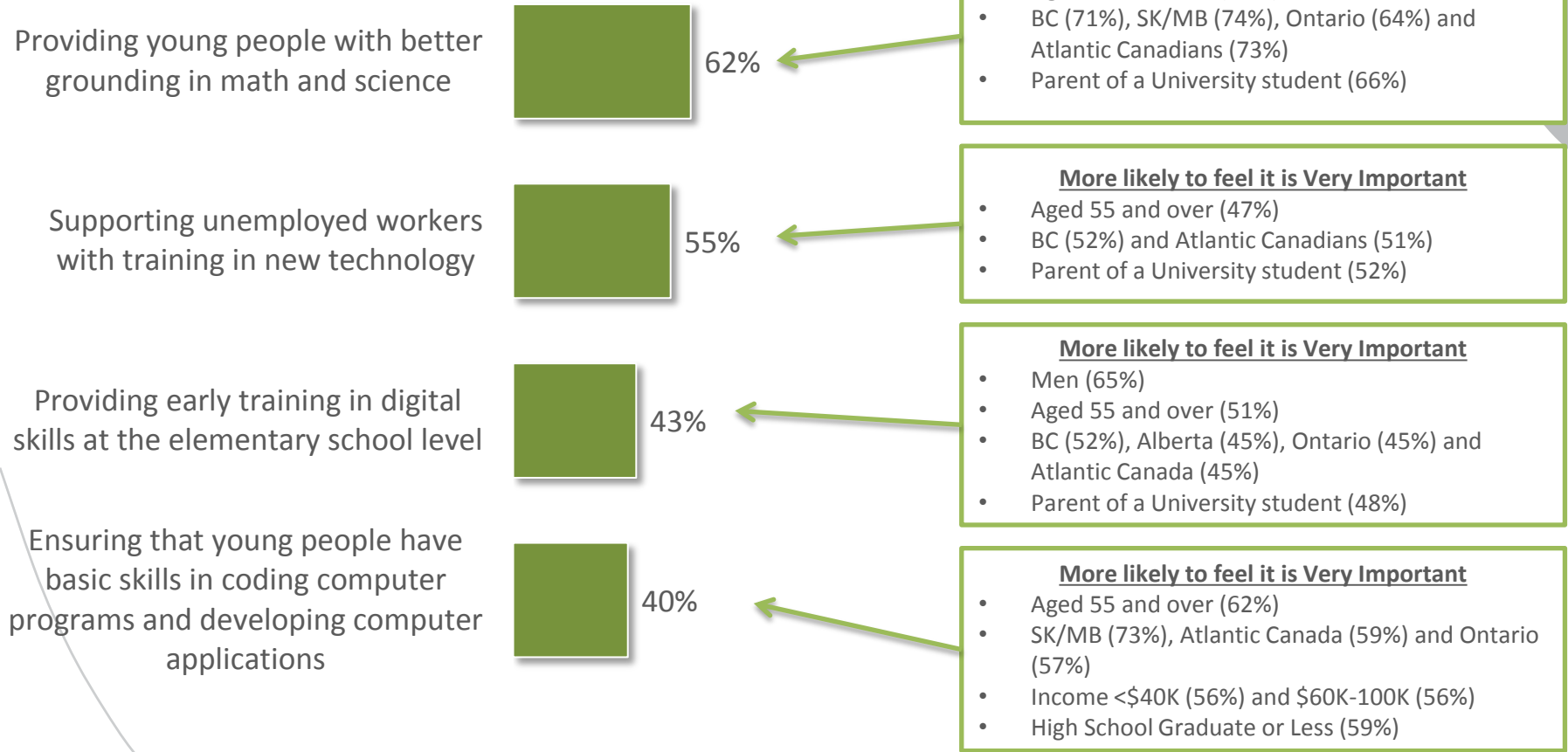
■ Very Important ■ Somewhat Important % Important





While most Canadians feel that each of these areas is important, three in five (62%) feel providing young people with a better grounding in math and science is VERY important

% Very important



Q1. How important would you consider each of the following approaches as ways to ensure that Canada remains economically competitive in the years ahead?

Base: All respondents (n=1005)

To what extent do you agree or disagree with the following statements?

■ Strongly Agree
 ■ Somewhat Agree
 % Agree

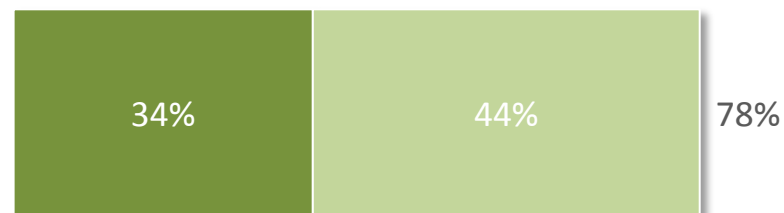
It is important for Canada's economy that we promote better access to the Internet for all Canadians



All young people should graduate from high school with basic skills to help them succeed in the digital economy, such as computer coding skills



Canadian workers would be more productive if they had more skills related to technology and the Internet



Supporting unemployed workers with training in new technology

