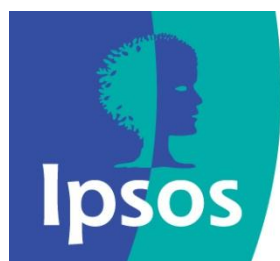


# Nearly four in five Canadians (78%) say enhanced Internet and technology skills would make workers more productive

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**Ipsos Reid**

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## Nearly four in five Canadians (78%) say enhanced Internet and technology skills would make workers more productive

**Ottawa, ON** - Nearly four in five Canadians (78%) agree providing more skills in technology and the Internet could help Canadian workers be more productive, according to a new poll from Ipsos Reid and the .CA Community Investment Program. The study coincides with the launch of the 2015 .CA Community Investment Program, which funds projects designed to improve internet access and the online experience for Canadians nationwide.

The findings also show that 90% of Canadians consider supporting unemployed workers with training in new technology to be an important way to ensure that Canada remains economically competitive (including 55% who say it is very important).

Over four in five Canadians (82%) consider it important to Canada's economic competitiveness that training in digital skills be provided at the elementary school level, while a similar proportion (78%) say it's important that all young people graduate from high school with basic skills in coding and developing computer programs to help them succeed in the digital economy. This coincides with 90% who say that it is important to our economy that young people have better grounding in math and science.

A similarly wide majority (87%) agree that promoting better Internet access is important for Canada's economy.



*These are some of the findings of an Ipsos Reid survey conducted between January 23 and 26, 2014, on behalf of the Canadian Internet Registration Authority (CIRA). For this survey, a sample of 1,005 Canadian adults was surveyed online via the Ipsos I-Say Panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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