

Canadian Views on the Importance of Internet Access as a Means of Social Connection



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 commissioned Ipsos Reid to conduct research on the views of Canadians regarding the importance of the internet as a means of staying in touch, doing business with retailers, banks and government, and in terms of their safety and security. In addition, questions were asked about the role that the internet can play in helping older Canadians stay better connected to their communities and families.
- 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.

Majorities of Canadians Consider the Internet to be an Important Means of Staying in Touch, Doing Transactions and Maintaining Safety and Security

How important do you consider the internet to be in each of the following areas?

■ Very Important ■ Somewhat Important % Important

Keeping in touch with my family and friends



Completing everyday tasks, such as e-commerce, banking or accessing government services



Providing older Canadians with a way to stay connected



Maintaining safety and security (emergency contact, remote monitoring)



Importance of the Internet for Staying In Touch by Key Demographic Subgroup

How important do you consider the internet to be in each of the following areas?

% Very important

Keeping in touch with my family and friends



51%

More likely to feel it is Very Important

- Women (55%)
- 18 to 34 years old (57%)
- Parent nearing retirement (57%)
- Income <\$40K (55%)
- Parent of a University student (60%)

Completing everyday tasks, such as e-commerce, banking or accessing government services



45%

More likely to feel it is Very Important

- Ages 35 to 54 (49%)
- University Graduate (55%)
- Ontario (48%) and Atlantic Canada (52%)

Maintaining safety and security (emergency contact, remote monitoring)



39%

More likely to feel it is Very Important

- Atlantic Canada (48%)

Providing older Canadians with a way to stay connected



37%

More likely to feel it is Very Important

- BC (44%) and Ontario (42%)
- No parents near/in retirement and no kids in/near university (43%)

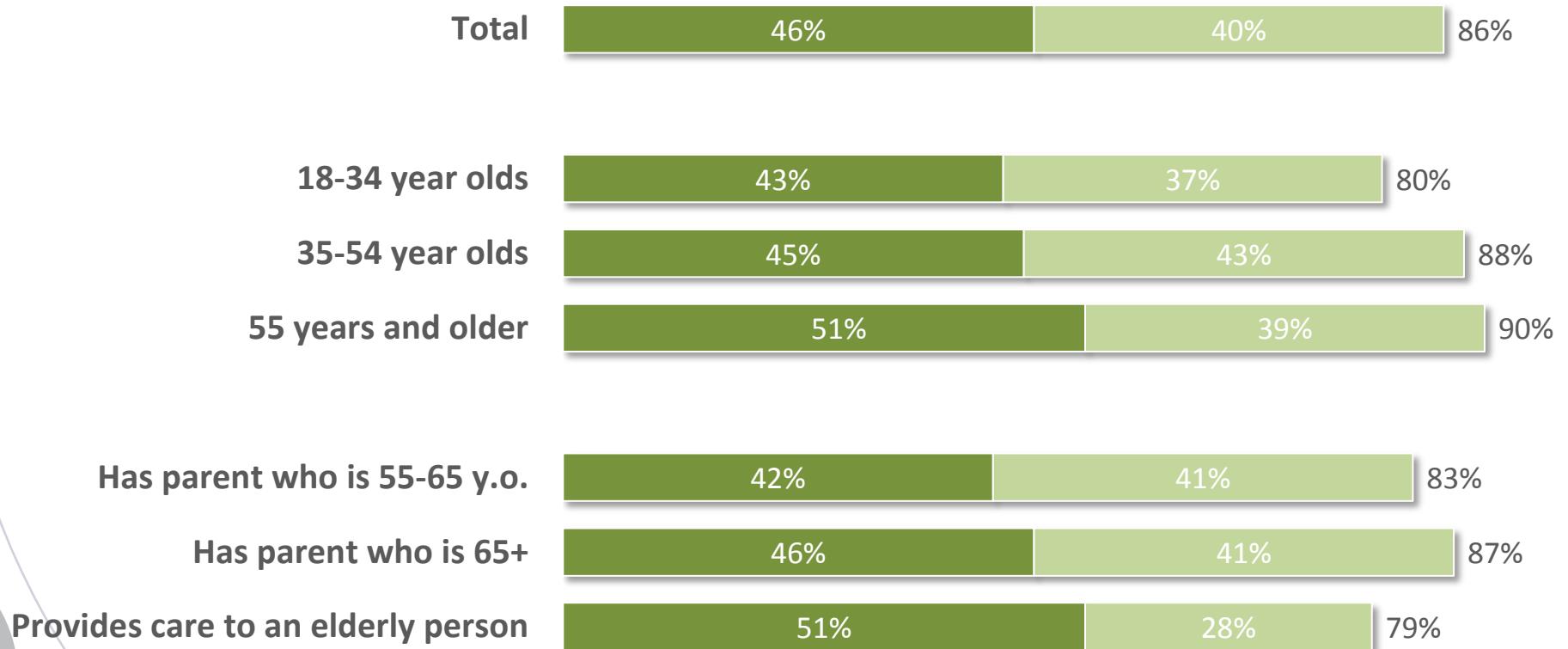
Base: All respondents (n=1005)

Nearly Nine in Ten Canadians Say Better Access and Training on Using the Internet Could Help Older Canadians Stay Better Connected

To what extent do you agree or disagree with each of the following statements...

Providing better access to the internet, along with training on how to use it, would help older Canadians stay better connected to their communities and families.

■ Strongly Agree ■ Somewhat Agree % Agree



Base: All respondents (n=1005)