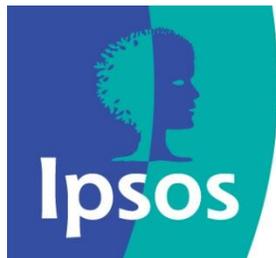


Four in Five Canadians (80%) See the Internet as an Important Way for Older Canadians to Stay Connected

Public Release Date: Thursday, February 12, 2015, 9:00 AM EDT



Ipsos Reid

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Four in five Canadians (80%) See the Internet as an Important Way for Older Canadians to Stay Connected

Ottawa, ON – Over four in five Canadians agree that 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 (86% agree, including 46% strongly agree). Furthermore, four in five Canadians view the internet as an important way for older Canadians to stay connected (80% including 37% who say very important). These are among the findings of 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 proportion who *strongly* agree that improving access to the internet and providing training on how to use it would help older Canadians stay better connected to their families and communities is higher among those who are over 55 (51% strongly agree) and those who provide care to an elderly person (51%). Similarly, the proportion who say the internet is an important way for older Canadians to stay connected is higher among those who are 55 or older (88% compared to those 18-34 years of age, 71%).

Among the other findings, the data show that over four in five Canadians consider the internet an important means of...

- Staying in touch with family and friends (86%, including 51% who say very important);
- Completing everyday tasks, such as e-commerce, banking or accessing government services (84%, including 45% who say it is very important); and,
- Maintaining safety and security, through emergency contact and remote monitoring (77%, including 39% who say it is very important).



Those who provide care to an elderly person are particularly likely to consider the internet as very important in each of these respects, particularly as a means of keeping in touch with family and friends (54%), but also completing everyday tasks (47%) and maintaining safety and security (47%).

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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