



Canadian Participation in the Digital Economy

Internet Penetration:

95%

of Canadians access the Internet



Are not accessing from home

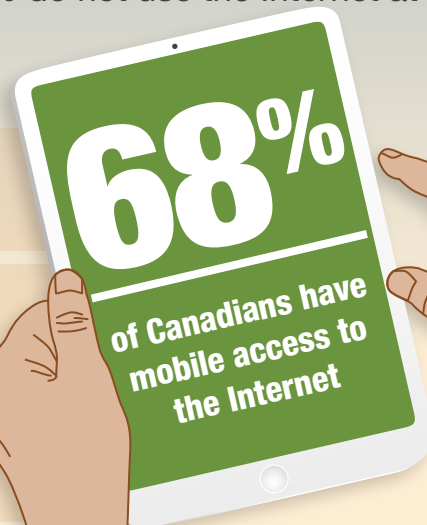
- 2% access elsewhere outside the home and 2% access by mobile only
- 5% do not use the Internet at all

Mobile Penetration:

68% own a smartphone

58% own a tablet

2% of Canadians are accessing the Internet through mobile only



Non-Subscribers to the Internet:

Older, less educated, live in rural areas, and have lower household incomes

Of 9% who do not subscribe to the Internet at home...

- 49% say they are not interested or don't see the relevance
- 30% say Internet subscription or computer equipment costs are too expensive
- 22% say usability issues like lack of skills and know-how
- 8% say lack of availability or access