Public First Poll for Google Canada

Fieldwork: 1st Aug - 18th Jul 2023
Interview method: Online Survey
Population represented: Canadian Adults
Sample size: 7183

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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(1.A) When was the last time you used the following Google products?: Google Search

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	67%	67%	68%	77%	69%	73%	77%	63%	53%	69%	73%	78%	61%	65%	68%	75%	70%
In the last week	22%	22%	21%	15%	20%	19%	18%	27%	27%	21%	19%	13%	25%	24%	21%	16%	19%
In the last month	5%	6%	5%	4%	7%	5%	2%	5%	8%	6%	4%	4%	6%	6%	7%	2%	5%
In the last year	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%	1%	1%	2%	2%	2%	2%	2%
Over a year ago	1%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	0%	2%	1%
Never	2%	1%	2%	1%	1%	1%	1%	2%	4%	1%	1%	1%	3%	1%	1%	2%	2%
Don t know	1%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(1.B) When was the last time you used the following Google products?: Google Search

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	67%	73%	72%	70%	71%	72%	67%	69%	71%	59%	62%	53%	72%	67%	54%	46%	67%
In the last week	22%	17%	19%	17%	18%	18%	20%	21%	22%	28%	23%	27%	20%	22%	26%	31%	19%
In the last month	5%	5%	4%	6%	5%	6%	4%	5%	3%	7%	8%	12%	4%	6%	13%	8%	7%
In the last year	2%	2%	1%	1%	1%	2%	3%	1%	1%	2%	2%	4%	1%	2%	4%	5%	2%
Over a year ago	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	2%
Never	2%	2%	2%	2%	0%	0%	2%	1%	2%	2%	2%	1%	1%	2%	1%	7%	2%
Don t know	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	0%	1%	1%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(1.C) When was the last time you used the following Google products?: Google Search

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	67%	65%	66%	68%	67%	64%	72%	65%	64%	82%	71%
In the last week	22%	21%	22%	21%	22%	26%	19%	23%	24%	12%	21%
In the last month	5%	6%	6%	4%	5%	5%	6%	6%	6%	3%	5%
In the last year	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	1%
Over a year ago	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%
Never	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	1%
Don t know	1%	2%	2%	1%	1%	1%	1%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(1.D) When was the last time you used the following Google products?: Google Search

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	67%	79%	74%	67%	66%	61%	65%	66%	68%	64%	66%	67%	61%	66%	69%	70%	73%	69%	69%	68%
In the last week	22%	13%	14%	24%	19%	21%	25%	23%	20%	22%	23%	23%	27%	21%	20%	22%	20%	22%	24%	20%
In the last month	5%	5%	5%	4%	6%	10%	5%	4%	5%	6%	6%	4%	6%	7%	7%	3%	5%	5%	5%	8%
In the last year	2%	0%	1%	0%	3%	2%	1%	2%	4%	3%	1%	2%	2%	2%	2%	2%	0%	2%	0%	2%
Over a year ago	1%	0%	1%	1%	2%	1%	1%	0%	0%	1%	2%	1%	2%	2%	1%	0%	0%	1%	1%	0%
Never	2%	2%	3%	2%	2%	3%	3%	3%	3%	3%	1%	2%	2%	1%	0%	1%	1%	1%	0%	0%
Don t know	1%	0%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(2.A) When was the last time you used the following Google products?: Google Maps

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	30%	32%	29%	47%	43%	39%	30%	19%	14%	36%	34%	34%	20%	28%	37%	43%	31%
In the last week	36%	37%	36%	32%	35%	39%	40%	40%	32%	39%	37%	31%	34%	38%	39%	36%	33%
In the last month	18%	18%	19%	13%	16%	13%	19%	21%	25%	17%	15%	16%	22%	19%	15%	13%	19%
In the last year	8%	7%	8%	5%	3%	5%	5%	11%	13%	5%	7%	9%	11%	8%	6%	5%	8%
Over a year ago	3%	2%	3%	0%	1%	2%	2%	4%	6%	1%	2%	2%	5%	2%	1%	1%	3%
Never	3%	3%	4%	1%	1%	2%	2%	4%	8%	2%	3%	4%	6%	3%	2%	1%	5%
Don t know	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	3%	2%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(2.B) When was the last time you used the following Google products?: Google Maps

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	30%	35%	34%	28%	21%	23%	25%	34%	32%	22%	27%	31%	32%	32%	20%	10%	28%
In the last week	36%	36%	35%	35%	38%	33%	31%	34%	32%	42%	33%	19%	37%	38%	26%	26%	34%
In the last month	18%	15%	18%	18%	22%	22%	24%	18%	18%	19%	23%	21%	18%	18%	22%	31%	18%
In the last year	8%	7%	5%	9%	10%	10%	8%	7%	6%	9%	9%	10%	7%	6%	18%	13%	10%
Over a year ago	3%	2%	3%	2%	2%	4%	4%	2%	5%	3%	3%	3%	2%	2%	6%	6%	3%
Never	3%	4%	3%	4%	4%	6%	6%	3%	6%	4%	4%	14%	3%	2%	5%	10%	4%
Don t know	1%	1%	2%	3%	2%	3%	1%	2%	1%	1%	2%	3%	1%	1%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(2.C) When was the last time you used the following Google products?: Google Maps

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	30%	27%	26%	27%	28%	24%	40%	41%	25%	50%	37%
In the last week	36%	31%	33%	38%	39%	45%	36%	34%	38%	31%	30%
In the last month	18%	20%	20%	20%	20%	18%	15%	15%	20%	11%	20%
In the last year	8%	9%	10%	8%	7%	7%	5%	5%	8%	4%	8%
Over a year ago	3%	4%	4%	3%	2%	2%	2%	3%	3%	1%	3%
Never	3%	7%	5%	3%	3%	3%	2%	1%	4%	2%	2%
Don t know	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(2.D) When was the last time you used the following Google products?: Google Maps

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	30%	40%	33%	24%	26%	20%	29%	20%	27%	29%	30%	31%	28%	31%	35%	37%	34%	32%	36%	39%
In the last week	36%	31%	34%	28%	28%	34%	34%	37%	33%	34%	33%	40%	36%	39%	37%	37%	43%	44%	43%	38%
In the last month	18%	15%	16%	18%	20%	23%	16%	21%	20%	19%	23%	18%	21%	18%	18%	15%	16%	17%	16%	10%
In the last year	8%	6%	6%	13%	14%	8%	10%	9%	9%	8%	7%	7%	8%	8%	5%	6%	4%	4%	4%	9%
Over a year ago	3%	5%	2%	5%	2%	5%	5%	4%	5%	3%	2%	2%	3%	2%	3%	2%	1%	1%	1%	1%
Never	3%	1%	4%	10%	8%	7%	5%	6%	4%	5%	4%	2%	3%	2%	2%	2%	2%	2%	0%	0%
Don t know	1%	2%	4%	2%	2%	3%	1%	3%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(3.A) When was the last time you used the following Google products?: Google Workspace (Google Docs / Google Sheets / Google Slides / Google Drive)

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	13%	14%	12%	28%	23%	16%	11%	4%	2%	17%	15%	10%	7%	12%	12%	17%	13%
In the last week	15%	15%	14%	24%	27%	19%	12%	7%	4%	20%	15%	14%	7%	14%	19%	17%	14%
In the last month	14%	15%	12%	24%	18%	18%	16%	9%	5%	17%	19%	14%	8%	13%	14%	17%	15%
In the last year	8%	8%	8%	10%	11%	10%	10%	8%	4%	10%	10%	11%	5%	8%	11%	15%	8%
Over a year ago	6%	6%	6%	4%	5%	8%	7%	8%	4%	7%	6%	8%	5%	6%	10%	9%	5%
Never	39%	36%	41%	7%	13%	24%	38%	57%	70%	26%	30%	34%	59%	41%	29%	20%	39%
Don t know	6%	5%	7%	2%	3%	5%	6%	8%	10%	3%	5%	10%	9%	6%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(3.B) When was the last time you used the following Google products?: Google Workspace (Google Docs / Google Sheets / Google Slides / Google Drive)

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	13%	16%	15%	9%	9%	8%	10%	15%	13%	8%	11%	14%	12%	15%	12%	1%	14%
In the last week	15%	12%	16%	12%	14%	8%	9%	18%	19%	12%	12%	23%	14%	17%	7%	5%	16%
In the last month	14%	14%	16%	16%	12%	14%	11%	16%	16%	9%	12%	25%	13%	16%	13%	4%	15%
In the last year	8%	10%	8%	6%	7%	9%	9%	8%	6%	8%	11%	5%	8%	10%	4%	5%	8%
Over a year ago	6%	6%	7%	6%	4%	8%	6%	6%	5%	6%	4%	6%	6%	6%	1%	4%	6%
Never	39%	37%	33%	45%	46%	44%	47%	32%	35%	50%	44%	22%	40%	32%	56%	73%	33%
Don t know	6%	7%	6%	7%	8%	9%	8%	6%	5%	7%	6%	4%	7%	5%	7%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(3.C) When was the last time you used the following Google products?: Google Workspace (Google Docs / Google Sheets / Google Slides / Google Drive)

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	13%	11%	10%	11%	10%	9%	19%	20%	10%	23%	14%
In the last week	15%	10%	10%	14%	14%	14%	20%	21%	13%	22%	14%
In the last month	14%	11%	13%	13%	13%	11%	17%	13%	12%	18%	17%
In the last year	8%	5%	6%	11%	10%	7%	10%	9%	8%	10%	11%
Over a year ago	6%	5%	6%	7%	6%	7%	6%	6%	6%	6%	5%
Never	39%	45%	47%	38%	41%	46%	24%	26%	44%	17%	30%
Don t know	6%	13%	7%	6%	6%	5%	4%	5%	7%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(3.D) When was the last time you used the following Google products?: Google Workspace (Google Docs / Google Sheets / Google Slides / Google Drive)

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	13%	16%	12%	12%	7%	10%	11%	8%	9%	9%	13%	11%	13%	13%	11%	17%	15%	19%	23%	14%
In the last week	15%	16%	17%	13%	11%	9%	9%	9%	12%	16%	10%	17%	19%	19%	20%	16%	15%	16%	20%	16%
In the last month	14%	14%	17%	16%	10%	17%	11%	11%	11%	15%	14%	11%	16%	11%	13%	14%	13%	18%	16%	23%
In the last year	8%	16%	6%	5%	7%	8%	7%	6%	11%	10%	7%	8%	7%	9%	6%	9%	11%	10%	8%	11%
Over a year ago	6%	2%	6%	6%	6%	7%	6%	8%	5%	3%	7%	6%	5%	6%	7%	6%	7%	7%	5%	7%
Never	39%	30%	33%	38%	47%	40%	49%	49%	43%	40%	42%	41%	37%	35%	38%	33%	34%	28%	26%	26%
Don t know	6%	7%	8%	10%	11%	10%	7%	10%	8%	7%	5%	6%	2%	6%	5%	4%	5%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(4.A) When was the last time you used the following Google products?: Google Assistant

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	11%	13%	9%	14%	15%	14%	10%	8%	7%	13%	11%	10%	8%	12%	14%	13%	9%
In the last week	13%	14%	11%	15%	22%	17%	11%	8%	7%	18%	13%	9%	7%	14%	13%	9%	12%
In the last month	10%	10%	9%	14%	14%	12%	10%	7%	5%	12%	11%	7%	7%	11%	11%	12%	9%
In the last year	6%	7%	5%	7%	7%	7%	7%	5%	4%	7%	7%	5%	5%	6%	6%	7%	6%
Over a year ago	5%	6%	4%	7%	6%	4%	6%	4%	3%	5%	6%	7%	4%	5%	6%	7%	5%
Never	47%	43%	52%	35%	30%	40%	49%	58%	63%	39%	45%	52%	59%	46%	43%	47%	51%
Don t know	8%	6%	9%	7%	5%	7%	7%	9%	11%	5%	9%	10%	10%	7%	7%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(4.B) When was the last time you used the following Google products?: Google Assistant

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	11%	11%	9%	11%	13%	11%	6%	12%	10%	9%	14%	6%	14%	10%	10%	2%	14%
In the last week	13%	12%	14%	10%	11%	12%	15%	14%	19%	11%	13%	17%	13%	14%	10%	3%	13%
In the last month	10%	8%	11%	7%	9%	8%	6%	10%	9%	11%	8%	12%	11%	10%	6%	6%	12%
In the last year	6%	7%	5%	6%	4%	9%	6%	6%	10%	7%	4%	7%	6%	6%	3%	3%	6%
Over a year ago	5%	5%	6%	4%	7%	3%	3%	5%	2%	6%	5%	6%	5%	6%	1%	2%	4%
Never	47%	49%	49%	56%	50%	48%	55%	45%	43%	47%	49%	45%	44%	47%	61%	73%	41%
Don t know	8%	8%	7%	7%	8%	9%	9%	7%	7%	9%	7%	8%	8%	8%	9%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(4.C) When was the last time you used the following Google products?: Google Assistant

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	11%	10%	9%	11%	10%	10%	14%	14%	10%	15%	12%
In the last week	13%	11%	10%	10%	13%	12%	17%	16%	12%	14%	16%
In the last month	10%	9%	9%	10%	8%	9%	12%	11%	9%	13%	11%
In the last year	6%	3%	6%	7%	6%	6%	7%	6%	6%	8%	3%
Over a year ago	5%	6%	5%	5%	4%	5%	5%	6%	5%	6%	5%
Never	47%	51%	51%	51%	50%	50%	40%	40%	50%	38%	43%
Don t know	8%	10%	10%	7%	8%	7%	5%	6%	8%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(4.D) When was the last time you used the following Google products?: Google Assistant

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	11%	14%	10%	9%	7%	11%	10%	10%	10%	9%	11%	12%	10%	9%	13%	12%	12%	12%	21%	13%
In the last week	13%	13%	14%	11%	6%	10%	8%	9%	10%	11%	13%	15%	18%	18%	11%	16%	12%	20%	17%	11%
In the last month	10%	10%	8%	9%	13%	9%	8%	8%	9%	10%	11%	12%	13%	11%	9%	9%	11%	10%	7%	11%
In the last year	6%	3%	8%	5%	6%	5%	5%	7%	5%	8%	6%	4%	6%	8%	7%	8%	7%	5%	5%	5%
Over a year ago	5%	8%	6%	6%	5%	6%	4%	6%	4%	7%	5%	6%	5%	4%	7%	5%	3%	5%	5%	3%
Never	47%	43%	44%	49%	53%	49%	58%	51%	55%	46%	49%	44%	39%	45%	46%	43%	50%	44%	40%	48%
Don t know	8%	9%	10%	10%	12%	11%	7%	9%	8%	9%	6%	8%	8%	5%	7%	7%	5%	4%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(5.A) When was the last time you used the following Google products?: YouTube

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	49%	55%	44%	77%	62%	60%	50%	36%	27%	54%	57%	68%	36%	43%	50%	61%	56%
In the last week	25%	24%	26%	16%	24%	23%	29%	29%	27%	26%	21%	17%	27%	29%	28%	22%	21%
In the last month	12%	10%	14%	4%	10%	10%	11%	17%	17%	11%	11%	7%	15%	14%	11%	9%	10%
In the last year	5%	4%	6%	2%	2%	4%	5%	8%	9%	4%	4%	4%	7%	6%	5%	2%	5%
Over a year ago	2%	2%	3%	1%	1%	2%	2%	3%	4%	2%	2%	2%	3%	2%	3%	2%	3%
Never	5%	3%	6%	0%	1%	2%	3%	6%	14%	2%	3%	2%	9%	5%	3%	2%	5%
Don t know	1%	1%	1%	1%	0%	0%	0%	1%	2%	0%	1%	1%	2%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(5.B) When was the last time you used the following Google products?: YouTube

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	49%	51%	53%	50%	43%	48%	46%	53%	53%	40%	48%	45%	52%	49%	48%	26%	53%
In the last week	25%	22%	25%	21%	28%	27%	28%	25%	23%	29%	24%	38%	25%	26%	16%	27%	22%
In the last month	12%	14%	12%	13%	15%	14%	12%	11%	13%	14%	11%	10%	11%	13%	11%	17%	11%
In the last year	5%	5%	4%	5%	4%	4%	7%	4%	4%	7%	7%	4%	4%	5%	9%	4%	5%
Over a year ago	2%	2%	1%	3%	4%	2%	3%	2%	2%	4%	2%	0%	2%	2%	2%	5%	3%
Never	5%	6%	3%	6%	5%	3%	3%	5%	4%	6%	8%	3%	4%	3%	14%	19%	4%
Don t know	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%	0%	0%	1%	1%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(5.C) When was the last time you used the following Google products?: YouTube

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	49%	44%	49%	49%	44%	44%	57%	50%	41%	80%	57%
In the last week	25%	31%	23%	26%	26%	28%	25%	26%	29%	13%	24%
In the last month	12%	9%	12%	11%	14%	14%	11%	12%	15%	3%	9%
In the last year	5%	6%	5%	6%	6%	6%	4%	5%	6%	1%	6%
Over a year ago	2%	3%	3%	2%	2%	2%	1%	1%	3%	1%	1%
Never	5%	6%	7%	4%	6%	4%	2%	3%	6%	1%	3%
Don t know	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(5.D) When was the last time you used the following Google products?: YouTube

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	49%	74%	69%	51%	54%	48%	54%	47%	46%	51%	49%	49%	45%	44%	48%	44%	50%	52%	48%	38%
In the last week	25%	16%	16%	24%	20%	21%	20%	23%	23%	25%	25%	24%	30%	31%	28%	30%	28%	25%	31%	39%
In the last month	12%	3%	8%	11%	10%	14%	9%	14%	12%	12%	12%	13%	12%	10%	14%	13%	13%	16%	14%	15%
In the last year	5%	2%	4%	4%	5%	6%	4%	5%	4%	5%	5%	4%	6%	9%	4%	7%	4%	4%	2%	4%
Over a year ago	2%	1%	1%	6%	4%	3%	3%	3%	4%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%
Never	5%	2%	3%	3%	7%	7%	8%	7%	10%	6%	6%	6%	4%	3%	3%	4%	3%	2%	2%	2%
Don t know	1%	2%	0%	0%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(6.A) When was the last time you used the following Google products?: Gmail

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	56%	57%	54%	69%	58%	61%	60%	52%	43%	56%	60%	67%	51%	53%	58%	63%	58%
In the last week	15%	16%	15%	16%	22%	15%	14%	13%	13%	18%	14%	12%	13%	17%	16%	13%	14%
In the last month	8%	8%	8%	7%	10%	9%	7%	7%	8%	10%	7%	6%	7%	9%	9%	8%	7%
In the last year	5%	5%	5%	2%	3%	4%	5%	6%	6%	5%	4%	4%	5%	5%	6%	3%	5%
Over a year ago	4%	4%	4%	1%	3%	3%	2%	6%	7%	3%	4%	3%	6%	4%	4%	5%	4%
Never	10%	9%	12%	2%	3%	6%	9%	14%	21%	7%	8%	7%	16%	11%	6%	7%	11%
Don t know	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(6.B) When was the last time you used the following Google products?: Gmail

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	56%	62%	62%	53%	55%	54%	54%	59%	49%	44%	53%	48%	62%	53%	56%	37%	59%
In the last week	15%	12%	15%	15%	10%	9%	14%	15%	20%	18%	15%	31%	15%	17%	11%	13%	15%
In the last month	8%	7%	8%	5%	9%	6%	10%	8%	8%	9%	7%	15%	7%	9%	7%	5%	8%
In the last year	5%	5%	5%	6%	5%	3%	5%	4%	5%	6%	6%	2%	4%	5%	0%	4%	4%
Over a year ago	4%	4%	3%	4%	7%	5%	7%	4%	6%	5%	3%	2%	3%	4%	7%	8%	3%
Never	10%	8%	6%	15%	12%	20%	9%	9%	9%	16%	15%	1%	7%	11%	16%	30%	7%
Don t know	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(6.C) When was the last time you used the following Google products?: Gmail

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	56%	55%	55%	55%	53%	50%	61%	57%	51%	75%	55%
In the last week	15%	17%	14%	15%	16%	17%	16%	17%	16%	12%	21%
In the last month	8%	9%	7%	9%	8%	7%	9%	10%	9%	5%	12%
In the last year	5%	3%	5%	6%	5%	5%	3%	5%	6%	2%	2%
Over a year ago	4%	3%	5%	4%	4%	4%	3%	3%	5%	2%	3%
Never	10%	11%	12%	10%	11%	14%	7%	7%	12%	4%	4%
Don t know	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(6.D) When was the last time you used the following Google products?: Gmail

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	56%	65%	63%	66%	57%	51%	55%	55%	55%	56%	54%	50%	52%	55%	55%	54%	58%	57%	52%	59%
In the last week	15%	15%	7%	12%	14%	15%	14%	11%	13%	14%	15%	20%	19%	16%	17%	17%	18%	17%	15%	18%
In the last month	8%	8%	7%	4%	6%	6%	7%	8%	9%	8%	7%	8%	11%	9%	6%	9%	8%	10%	14%	10%
In the last year	5%	4%	5%	4%	6%	5%	5%	3%	4%	5%	5%	5%	5%	6%	5%	5%	3%	4%	5%	3%
Over a year ago	4%	2%	6%	3%	5%	3%	5%	8%	8%	4%	3%	3%	4%	3%	5%	3%	3%	3%	2%	3%
Never	10%	4%	9%	7%	11%	15%	12%	12%	9%	12%	13%	12%	9%	10%	10%	10%	9%	8%	12%	5%
Don t know	2%	2%	3%	3%	2%	4%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(7.A) When was the last time you used the following Google products?: Google Translate

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	14%	15%	12%	25%	21%	16%	12%	9%	5%	17%	16%	17%	9%	13%	14%	21%	15%
In the last week	19%	21%	18%	28%	27%	24%	20%	14%	10%	24%	18%	22%	13%	19%	21%	21%	20%
In the last month	19%	20%	18%	26%	25%	20%	17%	17%	12%	22%	20%	17%	15%	18%	23%	20%	19%
In the last year	13%	13%	13%	10%	12%	16%	16%	14%	11%	14%	13%	13%	13%	14%	17%	15%	11%
Over a year ago	7%	7%	6%	6%	5%	6%	8%	8%	7%	6%	9%	6%	7%	7%	5%	7%	6%
Never	24%	21%	28%	2%	8%	15%	24%	34%	48%	15%	22%	21%	39%	26%	16%	13%	24%
Don t know	4%	3%	4%	3%	2%	2%	2%	4%	6%	2%	4%	4%	5%	4%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(7.B) When was the last time you used the following Google products?: Google Translate

		Province										Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	14%	10%	14%	9%	11%	11%	7%	15%	17%	16%	12%	16%	14%	15%	9%	7%	17%
In the last week	19%	15%	18%	17%	20%	12%	16%	20%	24%	24%	13%	11%	19%	21%	21%	13%	21%
In the last month	19%	18%	21%	15%	16%	10%	14%	19%	13%	21%	15%	21%	18%	21%	19%	11%	17%
In the last year	13%	14%	14%	15%	18%	14%	18%	14%	16%	11%	13%	12%	14%	14%	2%	7%	11%
Over a year ago	7%	10%	7%	8%	5%	12%	5%	6%	8%	4%	8%	18%	7%	7%	3%	1%	6%
Never	24%	29%	23%	32%	25%	33%	34%	23%	18%	21%	35%	18%	24%	20%	40%	52%	23%
Don t know	4%	5%	3%	4%	5%	8%	5%	3%	4%	3%	4%	4%	4%	3%	5%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(7.C) When was the last time you used the following Google products?: Google Translate

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	14%	13%	12%	10%	11%	14%	18%	20%	11%	24%	16%
In the last week	19%	17%	16%	16%	18%	24%	23%	26%	18%	25%	20%
In the last month	19%	15%	17%	23%	17%	19%	24%	17%	18%	22%	20%
In the last year	13%	12%	12%	14%	15%	13%	13%	13%	14%	12%	15%
Over a year ago	7%	6%	7%	7%	7%	5%	6%	6%	7%	6%	6%
Never	24%	34%	31%	26%	28%	21%	14%	15%	28%	10%	21%
Don t know	4%	3%	5%	4%	4%	3%	2%	3%	4%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(7.D) When was the last time you used the following Google products?: Google Translate

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	14%	22%	19%	17%	14%	13%	13%	11%	12%	17%	12%	13%	13%	16%	10%	12%	14%	18%	17%	15%
In the last week	19%	19%	21%	15%	17%	19%	14%	20%	19%	19%	17%	23%	25%	19%	24%	17%	16%	22%	26%	20%
In the last month	19%	20%	19%	18%	12%	15%	17%	16%	14%	22%	21%	20%	19%	17%	20%	20%	21%	20%	24%	27%
In the last year	13%	12%	11%	10%	12%	13%	11%	11%	13%	12%	14%	10%	13%	18%	14%	17%	16%	15%	11%	13%
Over a year ago	7%	6%	3%	7%	5%	4%	9%	6%	6%	6%	7%	6%	5%	9%	5%	8%	10%	8%	5%	7%
Never	24%	20%	23%	30%	32%	32%	32%	32%	30%	21%	26%	24%	23%	20%	24%	21%	19%	15%	16%	14%
Don t know	4%	2%	4%	3%	7%	4%	4%	4%	6%	3%	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(8.A) When was the last time you used the following Google products?: Google Shopping

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	6%	6%	5%	10%	12%	7%	4%	2%	2%	8%	6%	4%	3%	6%	8%	5%	4%
In the last week	9%	10%	8%	13%	18%	13%	8%	5%	3%	14%	9%	7%	4%	11%	9%	7%	8%
In the last month	8%	9%	8%	13%	12%	13%	8%	5%	4%	12%	10%	5%	5%	9%	9%	10%	7%
In the last year	5%	6%	4%	7%	8%	5%	5%	3%	4%	6%	6%	4%	4%	5%	4%	5%	5%
Over a year ago	4%	5%	4%	5%	5%	4%	6%	3%	3%	5%	5%	3%	3%	4%	7%	7%	4%
Never	60%	57%	64%	46%	41%	52%	63%	75%	76%	51%	57%	68%	73%	58%	58%	59%	64%
Don t know	7%	6%	7%	7%	5%	6%	6%	7%	8%	5%	7%	9%	9%	6%	5%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(8.B) When was the last time you used the following Google products?: Google Shopping

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	6%	6%	4%	6%	4%	3%	4%	7%	12%	5%	7%	12%	5%	7%	4%	3%	8%
In the last week	9%	7%	12%	7%	9%	6%	7%	11%	13%	7%	10%	10%	8%	12%	6%	2%	11%
In the last month	8%	8%	9%	5%	6%	11%	6%	10%	6%	7%	9%	12%	8%	10%	7%	4%	9%
In the last year	5%	5%	5%	4%	4%	3%	7%	6%	5%	5%	5%	8%	5%	5%	3%	2%	5%
Over a year ago	4%	4%	4%	4%	5%	8%	3%	4%	4%	4%	2%	3%	5%	4%	2%	3%	4%
Never	60%	63%	60%	68%	62%	61%	67%	56%	52%	65%	60%	45%	62%	56%	62%	81%	55%
Don t know	7%	8%	6%	6%	10%	9%	6%	6%	9%	7%	7%	9%	7%	6%	15%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(8.C) When was the last time you used the following Google products?: Google Shopping

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	6%	5%	4%	4%	4%	4%	9%	8%	5%	7%	9%
In the last week	9%	8%	7%	6%	9%	9%	13%	14%	9%	10%	14%
In the last month	8%	8%	6%	8%	8%	7%	11%	12%	7%	13%	11%
In the last year	5%	5%	5%	6%	4%	5%	6%	7%	5%	6%	4%
Over a year ago	4%	3%	4%	4%	4%	5%	4%	3%	4%	6%	2%
Never	60%	62%	66%	63%	63%	64%	52%	50%	63%	53%	52%
Don t know	7%	8%	8%	9%	7%	6%	4%	6%	7%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(8.D) When was the last time you used the following Google products?: Google Shopping

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	6%	5%	6%	2%	4%	5%	4%	2%	4%	3%	5%	9%	5%	4%	6%	6%	6%	9%	18%	11%
In the last week	9%	9%	7%	7%	4%	8%	7%	8%	7%	7%	7%	10%	15%	10%	13%	9%	13%	14%	14%	13%
In the last month	8%	6%	6%	10%	6%	7%	6%	6%	8%	9%	9%	10%	12%	9%	8%	9%	9%	11%	12%	11%
In the last year	5%	5%	4%	2%	3%	6%	7%	6%	4%	10%	5%	5%	5%	8%	7%	4%	4%	5%	2%	4%
Over a year ago	4%	3%	4%	4%	2%	5%	3%	3%	4%	5%	5%	4%	5%	4%	4%	5%	5%	2%	5%	5%
Never	60%	68%	63%	67%	70%	60%	65%	68%	65%	60%	63%	56%	54%	58%	58%	60%	57%	54%	45%	47%
Don t know	7%	4%	10%	7%	11%	9%	8%	7%	8%	6%	6%	6%	4%	6%	5%	6%	6%	5%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(9.A) When was the last time you used the following Google products?: Google Play / Google app store

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	18%	21%	16%	24%	31%	28%	17%	10%	6%	22%	20%	28%	11%	18%	21%	23%	18%
In the last week	19%	21%	17%	19%	26%	25%	23%	14%	10%	25%	19%	17%	12%	20%	20%	15%	18%
In the last month	14%	14%	14%	14%	14%	16%	14%	15%	13%	15%	14%	12%	14%	15%	15%	14%	13%
In the last year	9%	9%	9%	10%	6%	6%	9%	12%	10%	7%	10%	7%	11%	9%	10%	10%	7%
Over a year ago	8%	7%	8%	14%	7%	7%	7%	6%	6%	8%	10%	8%	6%	6%	8%	11%	9%
Never	28%	24%	31%	15%	14%	15%	27%	36%	48%	20%	23%	22%	40%	28%	23%	23%	29%
Don t know	5%	4%	6%	5%	2%	3%	4%	7%	7%	3%	4%	6%	7%	5%	3%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(9.B) When was the last time you used the following Google products?: Google Play / Google app store

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	18%	22%	19%	18%	21%	15%	15%	19%	17%	14%	25%	12%	28%	11%	12%	2%	23%
In the last week	19%	16%	21%	17%	21%	19%	15%	19%	20%	18%	22%	11%	26%	14%	14%	4%	20%
In the last month	14%	14%	15%	9%	11%	14%	12%	16%	15%	14%	9%	23%	16%	14%	4%	9%	14%
In the last year	9%	7%	8%	8%	6%	12%	9%	10%	9%	9%	7%	6%	9%	9%	12%	6%	8%
Over a year ago	8%	7%	9%	8%	8%	4%	7%	8%	3%	7%	5%	12%	3%	12%	7%	6%	8%
Never	28%	29%	24%	37%	27%	28%	35%	24%	31%	33%	27%	30%	14%	34%	47%	69%	22%
Don t know	5%	5%	4%	4%	5%	7%	7%	5%	5%	5%	5%	6%	4%	6%	4%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(9.C) When was the last time you used the following Google products?: Google Play / Google app store

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	18%	25%	19%	16%	15%	15%	20%	18%	15%	27%	29%
In the last week	19%	15%	17%	19%	21%	18%	21%	21%	19%	19%	22%
In the last month	14%	14%	12%	13%	14%	15%	17%	15%	14%	16%	12%
In the last year	9%	7%	9%	10%	9%	9%	9%	9%	9%	7%	4%
Over a year ago	8%	6%	7%	8%	7%	10%	8%	8%	7%	12%	6%
Never	28%	27%	30%	29%	30%	28%	22%	24%	31%	16%	21%
Don t know	5%	5%	6%	5%	5%	5%	3%	5%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(9.D) When was the last time you used the following Google products?: Google Play / Google app store

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	18%	26%	30%	26%	21%	19%	18%	15%	16%	21%	18%	14%	18%	16%	16%	18%	17%	22%	24%	11%
In the last week	19%	13%	17%	18%	16%	16%	14%	17%	17%	17%	20%	21%	23%	21%	23%	20%	22%	22%	16%	20%
In the last month	14%	7%	15%	9%	12%	17%	16%	14%	17%	14%	13%	18%	15%	14%	16%	15%	15%	13%	17%	9%
In the last year	9%	11%	8%	10%	6%	8%	9%	5%	9%	11%	8%	9%	10%	10%	7%	10%	9%	10%	4%	10%
Over a year ago	8%	11%	9%	7%	6%	6%	9%	9%	5%	9%	8%	6%	6%	7%	8%	8%	6%	8%	9%	8%
Never	28%	28%	17%	25%	31%	27%	31%	35%	29%	26%	30%	26%	25%	27%	26%	25%	27%	24%	25%	35%
Don t know	5%	5%	5%	5%	7%	8%	4%	5%	5%	4%	4%	6%	4%	5%	4%	4%	3%	2%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(10.A) When was the last time you used the following Google products?: Google Meet/Google Duo

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	5%	5%	4%	10%	11%	7%	3%	1%	1%	7%	5%	3%	1%	5%	5%	4%	4%
In the last week	8%	10%	6%	13%	18%	12%	6%	2%	1%	13%	6%	4%	2%	9%	7%	6%	7%
In the last month	8%	10%	7%	14%	15%	14%	7%	4%	1%	12%	9%	6%	3%	9%	12%	10%	6%
In the last year	8%	9%	8%	19%	11%	10%	8%	5%	3%	9%	13%	10%	6%	8%	7%	16%	9%
Over a year ago	6%	6%	6%	11%	7%	7%	7%	5%	3%	7%	8%	8%	4%	5%	6%	8%	7%
Never	59%	55%	63%	29%	35%	47%	66%	78%	84%	48%	53%	63%	76%	59%	58%	50%	61%
Don t know	5%	4%	6%	5%	4%	4%	4%	6%	7%	3%	6%	7%	7%	5%	4%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(10.B) When was the last time you used the following Google products?: Google Meet/Google Duo

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	5%	5%	5%	4%	3%	4%	3%	5%	9%	3%	6%	8%	4%	6%	2%	1%	6%
In the last week	8%	5%	9%	7%	7%	3%	8%	10%	13%	6%	9%	29%	6%	11%	10%	0%	11%
In the last month	8%	8%	9%	7%	6%	4%	9%	10%	8%	6%	8%	6%	8%	10%	1%	1%	8%
In the last year	8%	9%	8%	7%	4%	8%	7%	10%	7%	6%	7%	8%	9%	9%	5%	3%	8%
Over a year ago	6%	8%	6%	6%	6%	8%	6%	7%	4%	5%	4%	7%	7%	7%	4%	1%	6%
Never	59%	59%	59%	63%	69%	65%	66%	53%	54%	68%	62%	37%	61%	53%	67%	89%	55%
Don t know	5%	5%	4%	7%	4%	8%	3%	5%	5%	6%	4%	5%	5%	5%	11%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(10.C) When was the last time you used the following Google products?: Google Meet/Google Duo

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	5%	4%	4%	2%	4%	3%	8%	10%	4%	7%	3%
In the last week	8%	6%	5%	6%	7%	6%	13%	13%	8%	9%	9%
In the last month	8%	6%	7%	7%	8%	5%	13%	11%	7%	14%	10%
In the last year	8%	10%	8%	11%	7%	7%	10%	9%	7%	15%	7%
Over a year ago	6%	5%	5%	8%	6%	6%	7%	8%	5%	10%	10%
Never	59%	62%	66%	61%	64%	69%	46%	45%	64%	41%	57%
Don t know	5%	7%	6%	6%	5%	4%	3%	5%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(10.D) When was the last time you used the following Google products?: Google Meet/Google Duo

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	5%	9%	2%	5%	4%	4%	4%	2%	1%	2%	5%	5%	5%	6%	6%	5%	4%	9%	17%	10%
In the last week	8%	5%	6%	3%	4%	5%	4%	6%	8%	7%	7%	10%	11%	9%	7%	11%	10%	15%	12%	11%
In the last month	8%	6%	7%	9%	4%	7%	7%	5%	6%	9%	9%	7%	12%	12%	9%	9%	10%	9%	14%	6%
In the last year	8%	15%	13%	11%	8%	8%	8%	4%	9%	10%	7%	8%	10%	10%	8%	7%	7%	8%	9%	6%
Over a year ago	6%	7%	9%	7%	7%	4%	5%	8%	4%	6%	6%	4%	7%	4%	7%	7%	8%	5%	3%	4%
Never	59%	53%	56%	58%	67%	65%	69%	69%	64%	61%	62%	59%	51%	56%	58%	56%	57%	53%	45%	56%
Don t know	5%	4%	6%	7%	7%	9%	5%	6%	7%	6%	5%	6%	3%	4%	4%	5%	3%	1%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(11.A) When was the last time you used the following Google products?: Google Photos

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	17%	17%	17%	28%	25%	23%	14%	10%	8%	20%	20%	19%	12%	17%	21%	23%	17%
In the last week	17%	19%	15%	20%	24%	22%	18%	13%	10%	22%	17%	17%	12%	18%	17%	20%	16%
In the last month	12%	12%	11%	13%	16%	14%	12%	9%	8%	14%	13%	12%	9%	12%	12%	10%	11%
In the last year	6%	7%	6%	10%	7%	7%	7%	6%	5%	7%	7%	7%	6%	7%	7%	8%	6%
Over a year ago	6%	6%	5%	8%	5%	5%	6%	5%	5%	5%	5%	6%	6%	5%	9%	6%	6%
Never	35%	33%	38%	17%	19%	25%	36%	49%	55%	29%	32%	32%	46%	35%	30%	27%	37%
Don t know	6%	5%	8%	5%	4%	6%	6%	7%	9%	4%	6%	8%	8%	6%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(11.B) When was the last time you used the following Google products?: Google Photos

		Province										Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	17%	18%	17%	17%	17%	14%	12%	20%	16%	14%	17%	17%	21%	15%	10%	1%	21%
In the last week	17%	14%	21%	11%	16%	16%	17%	19%	21%	16%	15%	10%	20%	17%	15%	7%	20%
In the last month	12%	12%	12%	6%	13%	11%	10%	12%	14%	11%	12%	15%	12%	12%	8%	6%	11%
In the last year	6%	7%	7%	7%	4%	4%	7%	7%	6%	6%	5%	12%	6%	8%	3%	3%	5%
Over a year ago	6%	5%	6%	3%	5%	5%	7%	6%	2%	6%	6%	4%	4%	7%	5%	6%	6%
Never	35%	37%	32%	47%	38%	40%	41%	32%	33%	40%	39%	37%	30%	35%	50%	71%	30%
Don t know	6%	8%	6%	9%	7%	10%	7%	5%	8%	7%	7%	4%	6%	6%	9%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(11.C) When was the last time you used the following Google products?: Google Photos

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	17%	20%	16%	17%	15%	14%	20%	22%	15%	26%	21%
In the last week	17%	15%	16%	15%	17%	18%	20%	21%	17%	19%	20%
In the last month	12%	8%	10%	10%	12%	11%	15%	12%	11%	14%	11%
In the last year	6%	6%	7%	7%	6%	8%	7%	6%	6%	8%	5%
Over a year ago	6%	5%	5%	7%	6%	6%	6%	6%	5%	9%	5%
Never	35%	35%	40%	37%	38%	38%	28%	30%	39%	21%	32%
Don t know	6%	12%	8%	7%	6%	5%	4%	4%	7%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(11.D) When was the last time you used the following Google products?: Google Photos

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	17%	28%	24%	16%	18%	19%	18%	13%	17%	20%	17%	16%	17%	15%	18%	17%	17%	19%	21%	12%
In the last week	17%	14%	11%	22%	17%	13%	15%	11%	14%	14%	17%	19%	20%	22%	17%	20%	18%	22%	21%	21%
In the last month	12%	12%	12%	13%	8%	11%	8%	9%	10%	15%	10%	11%	14%	10%	12%	13%	13%	13%	15%	16%
In the last year	6%	7%	8%	8%	5%	7%	4%	6%	6%	6%	6%	7%	8%	10%	5%	7%	5%	6%	7%	9%
Over a year ago	6%	3%	7%	3%	4%	7%	6%	6%	7%	6%	6%	4%	6%	5%	7%	6%	5%	4%	6%	5%
Never	35%	31%	32%	32%	39%	32%	41%	47%	37%	35%	38%	38%	32%	33%	36%	31%	38%	33%	28%	34%
Don t know	6%	5%	6%	6%	10%	11%	8%	7%	9%	4%	6%	5%	3%	5%	4%	7%	4%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(12.A) When was the last time you used the following Google products?: Google Messages

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
In the last day	14%	15%	13%	16%	17%	16%	14%	11%	10%	17%	15%	12%	10%	15%	13%	13%	13%
In the last week	11%	12%	11%	12%	17%	13%	9%	9%	9%	15%	12%	6%	8%	13%	13%	6%	9%
In the last month	8%	10%	7%	8%	12%	11%	7%	6%	5%	11%	8%	4%	6%	9%	7%	9%	8%
In the last year	5%	6%	4%	8%	7%	5%	4%	4%	4%	5%	6%	5%	4%	5%	6%	6%	5%
Over a year ago	5%	6%	5%	10%	6%	5%	5%	4%	4%	5%	5%	8%	5%	4%	6%	7%	6%
Never	47%	44%	50%	39%	34%	40%	52%	56%	57%	41%	46%	50%	56%	45%	47%	52%	49%
Don t know	9%	7%	11%	8%	6%	9%	9%	11%	12%	7%	9%	15%	11%	9%	9%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(12.B) When was the last time you used the following Google products?: Google Messages

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
In the last day	14%	14%	14%	12%	14%	13%	11%	14%	18%	14%	13%	8%	17%	12%	13%	5%	16%
In the last week	11%	10%	13%	6%	9%	8%	14%	12%	19%	11%	14%	11%	11%	12%	12%	7%	13%
In the last month	8%	8%	8%	6%	6%	6%	6%	9%	5%	7%	9%	17%	9%	8%	2%	4%	9%
In the last year	5%	4%	4%	4%	4%	6%	5%	6%	4%	4%	4%	7%	4%	6%	3%	3%	4%
Over a year ago	5%	6%	6%	4%	4%	5%	5%	5%	6%	5%	2%	6%	4%	7%	1%	3%	7%
Never	47%	49%	47%	56%	49%	47%	50%	45%	37%	48%	50%	43%	44%	47%	51%	66%	41%
Don t know	9%	8%	9%	12%	14%	15%	10%	8%	9%	11%	8%	9%	11%	7%	17%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(12.C) When was the last time you used the following Google products?: Google Messages

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
In the last day	14%	15%	13%	9%	13%	14%	16%	17%	13%	16%	20%
In the last week	11%	11%	9%	12%	10%	12%	14%	15%	11%	11%	12%
In the last month	8%	8%	6%	6%	8%	7%	12%	9%	8%	9%	8%
In the last year	5%	5%	5%	6%	4%	5%	6%	5%	4%	7%	4%
Over a year ago	5%	7%	5%	7%	5%	4%	5%	5%	4%	8%	5%
Never	47%	44%	51%	50%	50%	50%	41%	40%	49%	42%	42%
Don t know	9%	10%	11%	10%	9%	8%	7%	8%	10%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(12.D) When was the last time you used the following Google products?: Google Messages

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
In the last day	14%	18%	10%	12%	12%	10%	12%	11%	15%	15%	13%	15%	14%	14%	17%	14%	13%	19%	22%	16%
In the last week	11%	6%	5%	9%	8%	9%	9%	9%	11%	11%	10%	14%	17%	15%	12%	13%	14%	13%	14%	9%
In the last month	8%	6%	10%	7%	7%	8%	6%	7%	7%	9%	9%	10%	10%	8%	8%	7%	8%	11%	9%	11%
In the last year	5%	3%	4%	4%	6%	5%	5%	6%	4%	4%	5%	4%	5%	7%	5%	5%	6%	4%	4%	6%
Over a year ago	5%	6%	6%	7%	4%	5%	4%	5%	7%	6%	6%	4%	5%	5%	4%	6%	5%	4%	4%	6%
Never	47%	55%	51%	48%	49%	50%	51%	51%	46%	44%	48%	44%	44%	45%	47%	47%	48%	43%	41%	42%
Don t know	9%	6%	13%	13%	13%	13%	13%	11%	12%	10%	9%	9%	5%	7%	7%	8%	6%	6%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(13.A) Do you have a Fitbit watch?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
No	73%	74%	72%	66%	58%	65%	78%	81%	84%	64%	73%	83%	82%	69%	71%	71%	79%
Yes, but I do not use it	10%	9%	11%	17%	15%	16%	8%	5%	4%	13%	12%	9%	6%	11%	14%	14%	8%
Yes, and I use it	16%	16%	16%	15%	26%	18%	14%	13%	11%	22%	15%	7%	11%	20%	14%	12%	11%
Don t Know	1%	1%	1%	2%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(13.B) Do you have a Fitbit watch?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
No	73%	76%	72%	78%	78%	73%	73%	69%	65%	79%	69%	65%	76%	67%	89%	90%	70%
Yes, but I do not use it	10%	9%	12%	7%	5%	7%	8%	12%	19%	7%	9%	11%	8%	13%	6%	5%	12%
Yes, and I use it	16%	14%	15%	15%	16%	19%	19%	19%	16%	12%	21%	25%	15%	19%	6%	5%	17%
Don t Know	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(13.C) Do you have a Fitbit watch?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
No	73%	81%	79%	75%	73%	75%	65%	64%	73%	73%	74%
Yes, but I do not use it	10%	9%	9%	12%	10%	7%	10%	15%	9%	14%	10%
Yes, and I use it	16%	9%	12%	12%	16%	17%	24%	20%	17%	11%	15%
Don t Know	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(13.D) Do you have a Fitbit watch?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
No	73%	82%	85%	84%	85%	81%	81%	83%	79%	77%	77%	74%	63%	66%	69%	68%	66%	62%	53%	57%
Yes, but I do not use it	10%	9%	8%	9%	8%	9%	7%	6%	9%	11%	8%	11%	17%	11%	11%	10%	10%	9%	14%	15%
Yes, and I use it	16%	7%	5%	5%	7%	8%	11%	10%	11%	10%	15%	15%	18%	22%	19%	21%	23%	29%	32%	26%
Don t Know	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(14.A) On average, how often do you use Google Search to research something in your personal life?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not work-ing/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6763	3057	3684	688	957	1153	973	1293	1699	3017	748	446	2501	3722	375	234	2369
Weighted	6779	3318	3439	765	1199	1131	1096	1171	1418	3172	772	508	2271	3545	388	246	2531
Over 10 times a day	13%	14%	12%	25%	20%	17%	13%	7%	4%	16%	13%	18%	9%	11%	17%	19%	15%
5-10 times a day	19%	20%	18%	27%	26%	23%	19%	13%	12%	23%	21%	20%	14%	18%	26%	25%	19%
3-4 times a day	19%	20%	19%	21%	23%	22%	20%	18%	15%	22%	20%	20%	16%	20%	17%	20%	19%
1-2 times a day	14%	13%	14%	13%	13%	15%	14%	14%	12%	14%	12%	11%	14%	15%	14%	15%	12%
Most days	14%	14%	15%	7%	11%	11%	15%	19%	20%	12%	14%	12%	18%	15%	12%	12%	14%
Once or twice a week	10%	9%	12%	4%	3%	6%	10%	16%	19%	7%	11%	10%	15%	11%	7%	5%	10%
Every couple of weeks	3%	3%	4%	1%	1%	2%	3%	6%	6%	3%	3%	3%	5%	4%	3%	3%	3%
Every month	1%	1%	1%	0%	0%	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	0%	1%
A few times a year	2%	2%	2%	1%	0%	1%	1%	2%	5%	1%	2%	2%	3%	2%	1%	0%	2%
Less often than a year, or never	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	2%
Don t know	1%	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	0%	2%

Note:

BASE: Google Search users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(14.B) On average, how often do you use Google Search to research something in your personal life?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6763	686	832	310	217	197	211	2251	195	1341	320	203	3083	3214	50	148	1125
Weighted	6779	788	930	242	141	92	171	2654	30	1503	206	23	3172	3180	41	144	1152
Over 10 times a day	13%	17%	15%	10%	10%	16%	12%	15%	12%	10%	12%	11%	13%	15%	5%	5%	15%
5-10 times a day	19%	21%	19%	17%	19%	20%	16%	21%	23%	16%	18%	30%	19%	22%	26%	7%	20%
3-4 times a day	19%	19%	21%	20%	21%	13%	18%	19%	19%	21%	15%	20%	19%	21%	22%	13%	19%
1-2 times a day	14%	13%	16%	18%	15%	10%	14%	13%	15%	14%	16%	12%	14%	14%	9%	12%	12%
Most days	14%	15%	14%	14%	19%	18%	19%	14%	15%	14%	17%	5%	16%	13%	6%	17%	16%
Once or twice a week	10%	8%	9%	14%	8%	10%	8%	11%	7%	12%	11%	11%	11%	9%	13%	20%	9%
Every couple of weeks	3%	4%	2%	4%	4%	3%	6%	4%	3%	3%	5%	8%	4%	2%	3%	7%	3%
Every month	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	3%	1%
A few times a year	2%	1%	2%	2%	1%	1%	3%	1%	3%	3%	2%	1%	1%	2%	8%	6%	1%
Less often than a year, or never	1%	0%	2%	0%	2%	2%	1%	1%	1%	3%	2%	0%	1%	1%	3%	4%	1%
Don t know	1%	1%	1%	0%	0%	3%	1%	1%	1%	2%	1%	0%	1%	1%	3%	6%	1%

Note:

BASE: Google Search users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(14.C) On average, how often do you use Google Search to research something in your personal life?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6763	239	1499	594	1437	712	1583	670	5224	1178	290
Weighted	6779	345	1987	527	1234	669	1407	576	5193	1295	216
Over 10 times a day	13%	14%	13%	11%	12%	11%	16%	17%	10%	25%	17%
5-10 times a day	19%	14%	17%	21%	18%	16%	23%	24%	18%	24%	20%
3-4 times a day	19%	15%	17%	21%	22%	19%	20%	23%	19%	20%	20%
1-2 times a day	14%	14%	14%	15%	14%	13%	13%	11%	14%	12%	14%
Most days	14%	15%	16%	13%	14%	18%	13%	12%	16%	11%	10%
Once or twice a week	10%	14%	12%	11%	11%	12%	7%	9%	12%	4%	12%
Every couple of weeks	3%	3%	4%	3%	3%	4%	3%	3%	4%	1%	4%
Every month	1%	2%	1%	1%	1%	2%	1%	1%	1%	0%	2%
A few times a year	2%	4%	2%	1%	2%	2%	2%	1%	2%	1%	1%
Less often than a year, or never	1%	2%	2%	1%	1%	2%	1%	0%	2%	1%	1%
Don t know	1%	4%	2%	1%	1%	1%	1%	0%	1%	1%	1%

Note:

BASE: Google Search users

Fieldwork: 1st Aug - 18th Jul 2023

(14.D) On average, how often do you use Google Search to research something in your personal life?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6763	144	156	169	265	241	295	272	278	298	579	527	532	400	448	656	423	386	165	87
Weighted	6779	171	182	192	272	258	311	264	272	291	588	494	505	383	449	650	430	388	171	89
Over 10 times a day	13%	29%	16%	16%	14%	9%	11%	11%	9%	16%	13%	14%	12%	14%	13%	12%	13%	17%	17%	12%
5-10 times a day	19%	19%	19%	18%	18%	14%	17%	18%	18%	17%	20%	18%	20%	17%	22%	19%	23%	23%	27%	27%
3-4 times a day	19%	16%	20%	16%	17%	23%	20%	18%	15%	21%	20%	18%	21%	20%	21%	24%	21%	22%	14%	20%
1-2 times a day	14%	11%	18%	11%	14%	14%	11%	9%	16%	10%	13%	14%	14%	17%	14%	15%	16%	14%	12%	15%
Most days	14%	11%	12%	16%	17%	17%	15%	18%	20%	15%	13%	16%	13%	12%	12%	14%	11%	12%	16%	17%
Once or twice a week	10%	10%	5%	14%	8%	10%	14%	11%	10%	11%	12%	11%	12%	9%	12%	9%	10%	7%	8%	4%
Every couple of weeks	3%	2%	2%	4%	4%	5%	3%	5%	2%	5%	3%	5%	3%	5%	2%	2%	2%	3%	1%	3%
Every month	1%	0%	1%	0%	2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%
A few times a year	2%	0%	3%	2%	3%	5%	3%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	0%	1%
Less often than a year, or never	1%	1%	2%	1%	1%	1%	2%	3%	5%	1%	2%	1%	2%	1%	0%	1%	1%	1%	2%	2%
Don t know	1%	1%	2%	2%	2%	1%	3%	3%	2%	1%	0%	1%	0%	2%	1%	1%	1%	1%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(15.A) And how often do you use Google Search to research something for work?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3765	1803	1949	432	801	943	749	640	200	3017	748	0	0	2077	281	171	1212
Weighted	3944	2089	1842	465	986	915	831	579	168	3172	772	0	0	2101	292	182	1339
Over 10 times a day	11%	12%	11%	16%	15%	13%	9%	4%	5%	12%	7%	*	*	11%	17%	12%	11%
5-10 times a day	14%	15%	14%	22%	19%	15%	13%	5%	5%	15%	10%	*	*	14%	16%	16%	14%
3-4 times a day	16%	16%	15%	19%	20%	17%	14%	9%	7%	17%	12%	*	*	16%	16%	15%	15%
1-2 times a day	14%	14%	13%	11%	17%	16%	12%	10%	12%	14%	11%	*	*	14%	14%	10%	13%
Most days	11%	10%	12%	10%	10%	12%	10%	13%	10%	11%	12%	*	*	11%	13%	10%	10%
Once or twice a week	10%	9%	11%	9%	8%	9%	12%	14%	10%	10%	12%	*	*	10%	7%	17%	11%
Every couple of weeks	5%	5%	5%	3%	4%	5%	5%	6%	10%	4%	8%	*	*	5%	3%	5%	5%
Every month	2%	3%	2%	0%	1%	2%	4%	4%	5%	2%	3%	*	*	2%	2%	3%	2%
A few times a year	4%	4%	4%	1%	1%	3%	7%	9%	5%	4%	6%	*	*	4%	2%	3%	5%
Less often than a year, or never	9%	9%	10%	4%	3%	6%	11%	23%	25%	8%	15%	*	*	9%	8%	7%	10%
Don t know	3%	3%	3%	3%	1%	3%	3%	5%	5%	2%	5%	*	*	2%	2%	3%	4%

Note:

BASE: Google Search users who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(15.B) And how often do you use Google Search to research something for work?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3765	414	499	160	121	93	97	1242	108	688	194	149	1601	2060	20	38	507
Weighted	3944	493	579	132	86	45	84	1538	18	820	130	19	1737	2112	12	41	534
Over 10 times a day	11%	12%	10%	6%	9%	17%	21%	13%	8%	9%	7%	17%	10%	13%	7%	4%	13%
5-10 times a day	14%	13%	15%	13%	19%	16%	7%	17%	12%	11%	13%	6%	11%	17%	20%	6%	19%
3-4 times a day	16%	14%	19%	17%	16%	10%	14%	16%	28%	14%	13%	26%	15%	17%	19%	2%	16%
1-2 times a day	14%	15%	14%	16%	14%	12%	10%	14%	20%	12%	14%	10%	14%	13%	11%	8%	14%
Most days	11%	10%	10%	19%	10%	7%	10%	11%	11%	11%	12%	12%	10%	12%	5%	15%	13%
Once or twice a week	10%	11%	10%	6%	11%	8%	10%	11%	9%	9%	12%	9%	12%	9%	7%	11%	7%
Every couple of weeks	5%	5%	6%	5%	5%	4%	3%	5%	3%	4%	6%	7%	5%	4%	0%	0%	4%
Every month	2%	2%	3%	2%	0%	3%	3%	1%	2%	4%	2%	3%	2%	2%	0%	4%	2%
A few times a year	4%	5%	5%	5%	5%	6%	4%	3%	2%	6%	5%	1%	6%	3%	12%	8%	3%
Less often than a year, or never	9%	8%	8%	10%	6%	11%	8%	7%	2%	15%	13%	4%	11%	7%	18%	28%	7%
Don t know	3%	3%	2%	2%	5%	7%	9%	1%	1%	5%	3%	5%	4%	2%	0%	14%	3%

Note:

BASE: Google Search users who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(15.C) And how often do you use Google Search to research something for work?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3765	86	658	291	817	385	1088	427	2764	788	174
Weighted	3944	136	943	270	754	390	1036	399	2908	874	120
Over 10 times a day	11%	6%	6%	9%	12%	9%	16%	16%	9%	18%	14%
5-10 times a day	14%	5%	14%	8%	13%	12%	17%	21%	14%	16%	12%
3-4 times a day	16%	11%	11%	18%	15%	11%	20%	21%	15%	17%	20%
1-2 times a day	14%	10%	13%	18%	14%	15%	13%	15%	14%	14%	8%
Most days	11%	10%	12%	10%	10%	10%	12%	11%	11%	12%	12%
Once or twice a week	10%	9%	8%	13%	13%	12%	10%	7%	11%	9%	10%
Every couple of weeks	5%	6%	7%	5%	5%	6%	3%	2%	6%	3%	3%
Every month	2%	5%	3%	3%	2%	3%	1%	0%	3%	1%	4%
A few times a year	4%	8%	6%	4%	4%	5%	3%	4%	5%	3%	7%
Less often than a year, or never	9%	21%	15%	9%	9%	14%	4%	3%	11%	4%	3%
Don t know	3%	9%	5%	3%	3%	2%	1%	1%	3%	2%	6%

Note:

BASE: Google Search users who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(15.D) And how often do you use Google Search to research something for work?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3765	29	52	49	73	97	132	119	147	160	324	311	349	256	285	440	309	287	132	68
Weighted	3944	34	59	59	83	110	150	119	148	165	342	304	351	252	308	462	331	308	142	71
Over 10 times a day	11%	19%	7%	5%	5%	8%	12%	13%	10%	14%	10%	13%	9%	12%	7%	12%	11%	13%	27%	14%
5-10 times a day	14%	19%	13%	13%	5%	13%	10%	15%	10%	15%	13%	15%	12%	15%	13%	15%	18%	20%	17%	23%
3-4 times a day	16%	13%	7%	12%	15%	13%	12%	11%	8%	11%	19%	15%	25%	20%	17%	13%	16%	15%	16%	22%
1-2 times a day	14%	0%	16%	17%	9%	19%	9%	11%	16%	17%	10%	13%	16%	14%	19%	13%	14%	13%	11%	17%
Most days	11%	8%	17%	22%	7%	8%	10%	5%	9%	12%	12%	14%	7%	8%	10%	13%	12%	9%	10%	15%
Once or twice a week	10%	19%	18%	2%	14%	12%	11%	9%	11%	6%	13%	9%	10%	7%	12%	12%	11%	11%	5%	3%
Every couple of weeks	5%	8%	4%	5%	8%	6%	7%	9%	5%	4%	6%	4%	5%	4%	5%	5%	2%	4%	4%	3%
Every month	2%	0%	0%	2%	2%	4%	2%	1%	5%	2%	3%	1%	4%	2%	2%	2%	3%	2%	3%	1%
A few times a year	4%	3%	6%	1%	7%	4%	5%	5%	7%	4%	5%	4%	2%	6%	3%	6%	3%	3%	2%	2%
Less often than a year, or never	9%	3%	7%	16%	20%	12%	15%	13%	13%	13%	9%	8%	9%	8%	12%	7%	9%	5%	5%	0%
Don t know	3%	11%	6%	5%	8%	1%	7%	7%	7%	1%	1%	3%	1%	3%	1%	2%	3%	2%	0%	0%

Note:

BASE: Google Search users who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(16.A) You said you ve used Google Meet in the last year. Who did you use it to communicate with?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	2017	1043	964	398	550	538	246	160	125	1325	245	103	333	1140	125	93	642
Weighted	2112	1201	901	440	675	499	264	140	94	1393	267	118	321	1145	128	95	725
Friends/relatives you don t often see in person	37%	38%	36%	38%	35%	36%	39%	39%	42%	38%	32%	34%	39%	39%	33%	35%	35%
Remote co-workers	32%	34%	31%	30%	37%	35%	33%	24%	7%	40%	26%	19%	10%	35%	30%	39%	28%
Friends/relative you see in your day-to-day	31%	35%	26%	28%	36%	33%	29%	19%	24%	34%	29%	26%	22%	35%	34%	19%	26%
Classmates/teachers	24%	22%	25%	47%	21%	21%	14%	3%	3%	22%	28%	18%	29%	20%	30%	34%	27%
Don t Know	2%	2%	3%	1%	1%	2%	1%	6%	15%	2%	2%	2%	6%	2%	2%	2%	3%
Clients located in another city/country	18%	21%	16%	16%	23%	19%	22%	7%	3%	24%	15%	4%	4%	21%	25%	10%	14%
Doctor/healthcare professional	15%	18%	12%	13%	19%	17%	12%	12%	7%	17%	14%	10%	9%	18%	19%	9%	12%
Other (please specify)	5%	5%	7%	2%	4%	7%	5%	10%	11%	4%	6%	21%	7%	5%	5%	3%	7%

Note:

BASE: Google Meet/Google Duo users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(16.B) You said you ve used Google Meet in the last year. Who did you use it to communicate with?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	2017	192	267	72	41	41	52	775	69	281	99	128	829	1152	18	10	379
Weighted	2112	231	306	62	31	19	49	984	11	340	66	13	890	1198	8	9	409
Friends/relatives you don t often see in person	37%	36%	37%	33%	40%	35%	38%	38%	42%	34%	47%	53%	39%	36%	28%	27%	37%
Remote co-workers	32%	31%	28%	33%	24%	15%	33%	34%	35%	35%	24%	39%	26%	38%	12%	0%	31%
Friends/relative you see in your day-to-day	31%	31%	33%	23%	35%	35%	34%	31%	32%	29%	44%	36%	32%	31%	31%	0%	35%
Classmates/teachers	24%	16%	18%	11%	10%	16%	19%	29%	20%	20%	36%	32%	16%	29%	2%	16%	25%
Don t Know	2%	3%	2%	6%	2%	7%	1%	1%	1%	4%	1%	4%	3%	2%	10%	10%	2%
Clients located in another city/country	18%	17%	18%	21%	31%	7%	14%	18%	13%	20%	27%	23%	14%	22%	5%	0%	20%
Doctor/healthcare professional	15%	15%	16%	6%	12%	13%	24%	16%	15%	15%	17%	24%	13%	18%	3%	39%	21%
Other (please specify)	5%	6%	7%	7%	7%	8%	8%	4%	5%	8%	6%	1%	8%	3%	17%	25%	6%

Note:

BASE: Google Meet/Google Duo users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(16.C) You said you ve used Google Meet in the last year. Who did you use it to communicate with?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	2017	64	339	158	363	150	661	280	1333	551	114
Weighted	2112	95	480	147	333	147	647	261	1421	607	64
Friends/relatives you don t often see in person	37%	44%	36%	35%	31%	36%	42%	35%	37%	36%	52%
Remote co-workers	32%	19%	21%	26%	32%	23%	44%	40%	33%	32%	33%
Friends/relative you see in your day-to-day	31%	32%	27%	22%	30%	35%	35%	33%	32%	29%	33%
Classmates/teachers	24%	31%	25%	31%	19%	24%	22%	24%	20%	32%	30%
Don t Know	2%	3%	4%	3%	3%	4%	1%	1%	3%	1%	1%
Clients located in another city/country	18%	13%	14%	14%	14%	15%	24%	25%	20%	14%	29%
Doctor/healthcare professional	15%	10%	12%	20%	13%	18%	17%	20%	18%	8%	19%
Other (please specify)	5%	10%	8%	3%	6%	7%	3%	4%	6%	4%	14%

Note:

BASE: Google Meet/Google Duo users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(16.D) You said you ve used Google Meet in the last year. Who did you use it to communicate with?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	2017	55	46	52	50	58	64	50	72	89	164	168	212	148	138	203	125	144	79	28
Weighted	2112	62	55	58	56	64	71	47	71	90	166	157	209	149	140	216	139	164	87	31
Friends/relatives you don t often see in person	37%	42%	24%	43%	26%	29%	34%	34%	40%	44%	42%	36%	34%	34%	40%	39%	49%	34%	30%	35%
Remote co-workers	32%	8%	21%	13%	30%	10%	29%	28%	19%	33%	31%	27%	40%	40%	37%	38%	40%	38%	40%	66%
Friends/relative you see in your day-to-day	31%	26%	24%	19%	30%	15%	29%	34%	28%	23%	32%	35%	28%	38%	28%	34%	30%	44%	42%	55%
Classmates/teachers	24%	29%	46%	30%	21%	32%	28%	16%	18%	17%	19%	23%	22%	20%	20%	20%	29%	26%	23%	13%
Don t Know	2%	4%	4%	0%	8%	3%	0%	1%	6%	1%	3%	2%	3%	2%	2%	3%	1%	1%	0%	0%
Clients located in another city/country	18%	5%	5%	8%	14%	13%	19%	2%	15%	18%	19%	23%	17%	17%	17%	21%	31%	27%	25%	37%
Doctor/healthcare professional	15%	2%	21%	14%	16%	25%	7%	10%	7%	15%	9%	20%	16%	15%	27%	11%	25%	13%	17%	35%
Other (please specify)	5%	14%	12%	12%	6%	10%	3%	6%	5%	4%	5%	5%	7%	1%	4%	3%	4%	3%	4%	0%

Note:

BASE: Google Meet/Google Duo users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(17.A) You said you ve used Google Photos in the last year. Did you use it to share photos with anyone? Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3602	1719	1870	502	709	769	510	517	595	1881	419	248	1031	1997	220	148	1204
Weighted	3787	1976	1798	564	899	770	581	473	499	2043	457	289	973	2015	230	164	1342
Yes -Classmates/teachers	8%	10%	6%	16%	11%	10%	4%	1%	1%	11%	7%	3%	3%	8%	10%	6%	7%
Yes - Friends/relative you see in your day-to-day	41%	43%	39%	43%	46%	45%	37%	37%	35%	46%	39%	31%	36%	46%	40%	33%	36%
No - I haven t shared any photos on Google Photos with anyone	36%	35%	38%	34%	30%	31%	44%	45%	42%	29%	38%	55%	44%	31%	33%	43%	42%
Yes -Friends/relatives you don t often see in person	32%	34%	30%	31%	38%	36%	28%	23%	30%	37%	30%	21%	26%	34%	37%	29%	28%
Yes -Other (please specify)	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
Don t Know	1%	1%	2%	1%	1%	2%	1%	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%

Note:

BASE: Google Photos users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(17.B) You said you ve used Google Photos in the last year. Did you use it to share photos with anyone? Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3602	364	483	131	107	90	99	1306	112	661	164	85	1851	1651	26	30	669
Weighted	3787	428	552	105	74	43	85	1598	18	761	108	14	1963	1743	16	29	716
Yes -Classmates/teachers	8%	6%	8%	5%	4%	2%	7%	9%	7%	7%	13%	16%	4%	12%	1%	0%	10%
Yes - Friends/relative you see in your day-to-day	41%	41%	39%	42%	39%	44%	35%	43%	34%	39%	44%	57%	37%	46%	45%	18%	45%
No - I haven t shared any photos on Google Photos with anyone	36%	41%	34%	36%	41%	42%	44%	35%	32%	38%	23%	5%	42%	29%	36%	60%	32%
Yes -Friends/relatives you don t often see in person	32%	30%	35%	32%	24%	21%	33%	34%	39%	25%	48%	73%	28%	37%	24%	19%	34%
Yes -Other (please specify)	2%	2%	4%	1%	3%	2%	1%	1%	2%	2%	2%	1%	2%	1%	0%	5%	2%
Don t Know	1%	1%	1%	2%	2%	2%	4%	1%	1%	3%	3%	0%	2%	1%	0%	0%	2%

Note:

BASE: Google Photos users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(17.C) You said you ve used Google Photos in the last year. Did you use it to share photos with anyone? Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3602	121	712	290	706	378	966	416	2603	807	144
Weighted	3787	179	1009	278	662	360	911	374	2722	889	124
Yes -Classmates/teachers	8%	9%	6%	7%	7%	7%	10%	11%	8%	7%	15%
Yes - Friends/relative you see in your day-to-day	41%	42%	38%	34%	39%	37%	47%	49%	42%	40%	47%
No - I haven t shared any photos on Google Photos with anyone	36%	38%	41%	42%	37%	40%	31%	25%	36%	39%	24%
Yes -Friends/relatives you don t often see in person	32%	27%	25%	29%	33%	28%	38%	43%	33%	29%	43%
Yes -Other (please specify)	2%	3%	2%	3%	1%	1%	1%	2%	1%	2%	6%
Don t Know	1%	2%	2%	2%	1%	3%	0%	1%	2%	1%	2%

Note:

BASE: Google Photos users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(17.D) You said you ve used Google Photos in the last year. Did you use it to share photos with anyone? Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3602	91	89	105	133	124	134	113	140	164	296	276	315	226	236	372	223	223	103	49
Weighted	3787	107	106	119	143	142	148	113	138	172	311	277	318	232	247	387	233	243	111	54
Yes -Classmates/teachers	8%	7%	8%	10%	3%	7%	3%	4%	7%	7%	4%	7%	12%	9%	7%	8%	12%	12%	16%	15%
Yes - Friends/relative you see in your day-to-day	41%	37%	31%	27%	35%	34%	38%	32%	46%	35%	38%	38%	44%	41%	44%	46%	48%	56%	63%	39%
No - I haven t shared any photos on Google Photos with anyone	36%	47%	49%	48%	43%	45%	40%	42%	41%	37%	41%	36%	29%	36%	29%	33%	28%	24%	24%	21%
Yes -Friends/relatives you don t often see in person	32%	19%	24%	27%	23%	19%	32%	32%	22%	34%	31%	38%	38%	37%	37%	33%	40%	37%	27%	55%
Yes -Other (please specify)	2%	1%	1%	3%	4%	3%	0%	0%	4%	1%	1%	2%	2%	0%	1%	2%	3%	1%	2%	0%
Don t Know	1%	3%	0%	1%	2%	4%	1%	4%	2%	1%	1%	2%	1%	1%	1%	0%	2%	2%	1%	3%

Note:

BASE: Google Photos users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(18.A) You said you ve used Google Messages in the last year. Who did you use it to communicate with?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	2647	1329	1309	316	527	545	334	401	524	1432	304	125	768	1543	149	85	848
Weighted	2757	1515	1233	346	672	544	388	368	439	1563	329	143	703	1554	154	92	934
Friends/relatives you don t often see in person	50%	49%	52%	43%	43%	45%	54%	59%	63%	46%	52%	53%	60%	51%	50%	50%	50%
Don t Know	5%	4%	6%	4%	3%	3%	7%	5%	8%	3%	6%	8%	6%	3%	4%	10%	7%
Friends/relative you see in your day-to-day	44%	45%	42%	38%	40%	44%	47%	48%	47%	43%	41%	51%	46%	46%	46%	40%	41%
Remote co-workers	20%	21%	19%	21%	32%	27%	19%	9%	3%	30%	15%	6%	4%	22%	25%	18%	16%
Classmates/teachers	13%	14%	13%	35%	17%	16%	9%	2%	2%	17%	13%	8%	8%	13%	13%	12%	14%
Clients located in another city/country	12%	15%	9%	17%	17%	17%	11%	5%	2%	17%	12%	3%	2%	14%	15%	6%	9%
Doctor/healthcare professional	10%	12%	8%	13%	14%	13%	8%	3%	6%	13%	6%	4%	6%	11%	12%	7%	8%
Other (please specify)	2%	2%	2%	1%	1%	2%	2%	3%	4%	1%	2%	6%	3%	1%	2%	5%	3%

Note:

BASE: Google Messages users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(18.B) You said you ve used Google Messages in the last year. Who did you use it to communicate with?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	2647	263	332	86	70	68	75	955	97	502	132	67	1299	1255	23	33	502
Weighted	2757	304	379	71	48	32	66	1162	15	581	88	11	1365	1313	14	32	520
Friends/relatives you don t often see in person	50%	50%	47%	53%	43%	52%	62%	52%	45%	48%	50%	54%	54%	46%	57%	49%	49%
Don t Know	5%	6%	7%	3%	7%	1%	4%	4%	5%	6%	4%	6%	5%	4%	0%	11%	5%
Friends/relative you see in your day-to-day	44%	46%	40%	41%	45%	56%	35%	44%	39%	46%	46%	51%	47%	41%	55%	35%	44%
Remote co-workers	20%	19%	18%	26%	13%	14%	21%	21%	24%	20%	18%	41%	16%	26%	9%	3%	20%
Classmates/teachers	13%	13%	12%	15%	5%	10%	16%	17%	18%	8%	15%	28%	9%	19%	2%	7%	17%
Clients located in another city/country	12%	10%	15%	10%	13%	10%	13%	13%	12%	9%	16%	12%	8%	17%	4%	7%	13%
Doctor/healthcare professional	10%	9%	10%	11%	12%	9%	20%	10%	9%	8%	12%	15%	7%	13%	16%	10%	16%
Other (please specify)	2%	1%	2%	4%	2%	4%	1%	2%	1%	3%	2%	0%	3%	1%	6%	11%	3%

Note:

BASE: Google Messages users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(18.C) You said you ve used Google Messages in the last year. Who did you use it to communicate with?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	2647	99	496	202	507	286	721	326	1980	530	112
Weighted	2757	145	692	187	469	270	696	286	2059	572	99
Friends/relatives you don t often see in person	50%	51%	51%	53%	47%	50%	53%	46%	51%	47%	55%
Don t Know	5%	10%	7%	3%	5%	5%	2%	3%	5%	4%	11%
Friends/relative you see in your day-to-day	44%	43%	43%	40%	45%	49%	47%	35%	46%	38%	38%
Remote co-workers	20%	13%	13%	20%	20%	16%	28%	28%	20%	20%	31%
Classmates/teachers	13%	11%	13%	13%	10%	8%	17%	19%	11%	19%	27%
Clients located in another city/country	12%	7%	6%	10%	13%	9%	18%	17%	12%	10%	16%
Doctor/healthcare professional	10%	13%	6%	7%	11%	8%	12%	16%	10%	10%	12%
Other (please specify)	2%	2%	2%	4%	2%	4%	1%	2%	2%	2%	8%

Note:

BASE: Google Messages users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(18.D) You said you ve used Google Messages in the last year. Who did you use it to communicate with?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	2647	50	51	59	92	81	95	91	102	123	228	224	250	176	185	257	162	178	74	38
Weighted	2757	58	58	65	99	89	105	94	105	126	232	221	246	176	196	264	178	192	85	39
Friends/relatives you don t often see in person	50%	54%	46%	51%	55%	34%	54%	49%	51%	62%	56%	47%	46%	47%	50%	47%	55%	50%	46%	47%
Don t Know	5%	9%	8%	9%	11%	11%	11%	2%	6%	4%	7%	4%	1%	4%	4%	3%	3%	2%	0%	0%
Friends/relative you see in your day-to-day	44%	44%	49%	35%	49%	43%	36%	53%	51%	34%	39%	44%	40%	42%	47%	53%	50%	45%	41%	39%
Remote co-workers	20%	11%	14%	14%	7%	10%	7%	12%	10%	14%	24%	22%	24%	17%	20%	26%	28%	32%	34%	30%
Classmates/teachers	13%	18%	17%	14%	8%	11%	9%	10%	14%	10%	8%	17%	15%	13%	12%	15%	14%	16%	25%	24%
Clients located in another city/country	12%	7%	7%	2%	7%	11%	5%	3%	7%	6%	11%	14%	14%	13%	11%	13%	22%	18%	26%	22%
Doctor/healthcare professional	10%	6%	5%	12%	5%	14%	2%	5%	9%	7%	7%	11%	11%	14%	12%	9%	11%	14%	16%	22%
Other (please specify)	2%	2%	6%	6%	1%	0%	2%	2%	0%	1%	2%	4%	1%	3%	3%	3%	0%	0%	0%	5%

Note:

BASE: Google Messages users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(19.A) On average, how often do you use Google Maps to do the following?: Look for directions

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Most days	23%	25%	21%	47%	33%	29%	18%	11%	5%	26%	29%	28%	14%	21%	31%	30%	24%
Once or twice a week	26%	28%	24%	27%	33%	27%	26%	21%	19%	29%	25%	19%	21%	26%	27%	28%	25%
Every couple of weeks	24%	23%	24%	15%	20%	23%	24%	28%	29%	24%	20%	22%	25%	25%	21%	24%	22%
Every month	11%	9%	13%	4%	7%	9%	14%	16%	16%	10%	12%	11%	14%	12%	12%	7%	11%
A few times a year	14%	13%	15%	5%	5%	8%	15%	21%	27%	9%	12%	11%	22%	15%	7%	9%	15%
Less often, or never	2%	3%	2%	2%	1%	2%	3%	4%	2%	1%	2%	7%	3%	2%	1%	2%	3%
Don t know	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	1%	0%	1%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(19.B) On average, how often do you use Google Maps to do the following?: Look for directions

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Most days	23%	27%	27%	17%	13%	14%	19%	26%	20%	16%	23%	34%	21%	27%	24%	3%	25%
Once or twice a week	26%	22%	29%	27%	17%	21%	21%	26%	31%	26%	26%	18%	25%	28%	20%	13%	27%
Every couple of weeks	24%	25%	22%	27%	34%	21%	30%	24%	28%	20%	23%	26%	24%	23%	19%	30%	22%
Every month	11%	11%	9%	11%	12%	10%	8%	10%	6%	16%	11%	5%	12%	10%	9%	13%	9%
A few times a year	14%	12%	10%	14%	22%	26%	18%	12%	13%	19%	14%	11%	15%	10%	28%	38%	12%
Less often, or never	2%	2%	2%	4%	3%	5%	4%	2%	2%	2%	3%	4%	3%	2%	0%	1%	4%
Don t know	0%	0%	1%	0%	0%	2%	1%	1%	1%	0%	0%	2%	1%	0%	0%	2%	1%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(19.C) On average, how often do you use Google Maps to do the following?: Look for directions

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Most days	23%	20%	21%	23%	19%	16%	29%	30%	17%	44%	27%
Once or twice a week	26%	20%	22%	22%	26%	27%	29%	31%	25%	26%	32%
Every couple of weeks	24%	23%	23%	29%	25%	25%	22%	21%	26%	17%	17%
Every month	11%	11%	12%	12%	12%	14%	10%	8%	13%	5%	8%
A few times a year	14%	18%	18%	13%	15%	14%	9%	9%	16%	6%	12%
Less often, or never	2%	7%	3%	1%	2%	2%	1%	1%	2%	2%	4%
Don t know	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(19.D) On average, how often do you use Google Maps to do the following?: Look for directions

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Most days	23%	38%	29%	23%	28%	20%	24%	19%	26%	20%	22%	19%	22%	22%	21%	24%	21%	22%	28%	36%
Once or twice a week	26%	23%	20%	20%	15%	20%	21%	24%	28%	27%	27%	25%	29%	28%	27%	28%	29%	30%	30%	27%
Every couple of weeks	24%	15%	18%	22%	17%	26%	23%	25%	17%	20%	22%	29%	22%	25%	26%	25%	23%	28%	24%	23%
Every month	11%	7%	9%	12%	14%	10%	12%	14%	8%	12%	13%	12%	12%	9%	12%	9%	12%	10%	12%	9%
A few times a year	14%	11%	14%	17%	21%	19%	17%	16%	16%	18%	15%	11%	14%	12%	15%	12%	12%	8%	5%	6%
Less often, or never	2%	5%	9%	3%	4%	4%	3%	2%	3%	3%	2%	2%	1%	4%	0%	2%	2%	1%	1%	0%
Don t know	0%	1%	1%	3%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(20.A) On average, how often do you use Google Maps to do the following?: Avoid traffic congestion

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Most days	16%	18%	14%	29%	26%	21%	13%	8%	2%	21%	19%	15%	7%	17%	21%	21%	14%
Once or twice a week	16%	17%	14%	21%	25%	20%	15%	8%	6%	21%	14%	10%	8%	17%	19%	16%	14%
Every couple of weeks	13%	13%	13%	16%	17%	15%	11%	10%	9%	15%	14%	9%	10%	13%	12%	16%	13%
Every month	6%	6%	6%	5%	7%	5%	5%	6%	5%	6%	4%	4%	6%	6%	5%	5%	5%
A few times a year	12%	12%	11%	7%	7%	11%	12%	15%	17%	10%	11%	10%	15%	13%	11%	12%	9%
Less often, or never	35%	31%	39%	20%	16%	25%	40%	50%	57%	25%	34%	45%	50%	33%	29%	29%	40%
Don t know	3%	2%	4%	2%	3%	3%	3%	3%	3%	2%	3%	7%	3%	2%	3%	2%	4%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(20.B) On average, how often do you use Google Maps to do the following?: Avoid traffic congestion

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Most days	16%	17%	17%	11%	10%	8%	13%	19%	12%	13%	12%	32%	15%	19%	23%	4%	18%
Once or twice a week	16%	14%	20%	13%	6%	9%	8%	18%	16%	13%	15%	21%	14%	18%	2%	4%	16%
Every couple of weeks	13%	12%	13%	6%	12%	8%	13%	14%	13%	12%	11%	14%	12%	15%	17%	9%	14%
Every month	6%	6%	4%	5%	4%	5%	1%	6%	4%	7%	3%	2%	5%	6%	4%	3%	4%
A few times a year	12%	9%	10%	12%	13%	9%	16%	12%	13%	13%	12%	8%	13%	11%	9%	9%	9%
Less often, or never	35%	38%	33%	50%	52%	56%	46%	29%	40%	40%	46%	21%	37%	30%	39%	68%	35%
Don t know	3%	4%	2%	4%	3%	6%	3%	3%	3%	3%	2%	3%	4%	2%	5%	3%	4%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(20.C) On average, how often do you use Google Maps to do the following?: Avoid traffic congestion

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Most days	16%	16%	14%	14%	13%	12%	22%	23%	12%	29%	21%
Once or twice a week	16%	10%	14%	11%	15%	13%	20%	21%	14%	21%	15%
Every couple of weeks	13%	9%	11%	13%	12%	14%	16%	14%	13%	13%	11%
Every month	6%	4%	5%	8%	5%	6%	6%	5%	6%	6%	6%
A few times a year	12%	10%	11%	12%	14%	15%	10%	9%	13%	7%	7%
Less often, or never	35%	45%	41%	37%	39%	38%	25%	25%	39%	22%	33%
Don t know	3%	7%	4%	4%	2%	2%	1%	2%	3%	2%	6%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(20.D) On average, how often do you use Google Maps to do the following?: Avoid traffic congestion

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Most days	16%	19%	18%	14%	17%	10%	9%	12%	12%	14%	15%	18%	16%	16%	15%	18%	19%	19%	29%	26%
Once or twice a week	16%	10%	12%	13%	7%	11%	9%	10%	15%	15%	14%	14%	24%	19%	17%	17%	18%	25%	19%	27%
Every couple of weeks	13%	12%	6%	10%	9%	11%	11%	12%	14%	15%	12%	13%	16%	13%	14%	14%	13%	15%	15%	14%
Every month	6%	4%	3%	4%	2%	6%	6%	9%	5%	6%	4%	5%	4%	7%	5%	8%	8%	5%	4%	9%
A few times a year	12%	6%	7%	11%	10%	12%	11%	11%	8%	9%	12%	12%	12%	13%	15%	12%	12%	12%	11%	5%
Less often, or never	35%	46%	48%	41%	49%	43%	50%	42%	41%	37%	41%	34%	27%	30%	33%	29%	28%	22%	21%	17%
Don t know	3%	4%	5%	7%	7%	6%	3%	4%	4%	3%	2%	3%	1%	1%	1%	2%	3%	2%	2%	3%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(21.A) On average, how often do you use Google Maps to do the following?: Find cycling directions

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Most days	7%	8%	6%	15%	12%	10%	4%	2%	1%	10%	7%	6%	2%	7%	6%	9%	7%
Once or twice a week	9%	12%	6%	14%	18%	14%	5%	2%	2%	14%	6%	6%	3%	10%	11%	9%	8%
Every couple of weeks	7%	9%	6%	10%	12%	8%	5%	4%	3%	9%	7%	5%	4%	7%	8%	8%	7%
Every month	3%	4%	3%	3%	6%	4%	3%	3%	2%	4%	4%	3%	2%	4%	5%	4%	3%
A few times a year	6%	7%	6%	7%	7%	6%	7%	7%	4%	7%	8%	7%	5%	6%	7%	10%	7%
Less often, or never	63%	57%	69%	45%	42%	53%	72%	78%	85%	53%	63%	68%	78%	63%	58%	56%	64%
Don t know	4%	3%	5%	5%	3%	4%	4%	4%	4%	3%	4%	5%	4%	4%	6%	4%	5%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(21.B) On average, how often do you use Google Maps to do the following?: Find cycling directions

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Most days	7%	6%	7%	6%	5%	7%	9%	8%	9%	5%	9%	14%	5%	9%	6%	1%	10%
Once or twice a week	9%	8%	10%	6%	6%	1%	8%	10%	16%	7%	13%	13%	8%	11%	8%	0%	12%
Every couple of weeks	7%	6%	7%	4%	7%	4%	2%	8%	12%	6%	7%	20%	6%	8%	10%	4%	8%
Every month	3%	3%	3%	3%	0%	5%	2%	4%	2%	4%	2%	3%	3%	4%	0%	2%	4%
A few times a year	6%	5%	8%	5%	4%	5%	5%	6%	3%	9%	6%	9%	6%	7%	5%	3%	6%
Less often, or never	63%	67%	61%	73%	73%	74%	71%	60%	53%	64%	62%	36%	67%	57%	65%	86%	57%
Don t know	4%	5%	4%	4%	6%	5%	4%	4%	4%	4%	1%	5%	4%	4%	6%	4%	4%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(21.C) On average, how often do you use Google Maps to do the following?: Find cycling directions

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Most days	7%	5%	5%	4%	6%	4%	9%	15%	6%	9%	14%
Once or twice a week	9%	8%	7%	7%	7%	9%	14%	12%	9%	11%	11%
Every couple of weeks	7%	9%	6%	7%	7%	5%	8%	8%	7%	8%	6%
Every month	3%	6%	3%	2%	3%	4%	5%	3%	3%	5%	3%
A few times a year	6%	7%	6%	7%	5%	9%	7%	6%	6%	8%	8%
Less often, or never	63%	61%	67%	68%	69%	66%	54%	54%	66%	54%	56%
Don t know	4%	5%	5%	6%	3%	4%	3%	3%	4%	5%	3%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(21.D) On average, how often do you use Google Maps to do the following?: Find cycling directions

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Most days	7%	10%	9%	6%	8%	6%	5%	3%	7%	6%	5%	7%	8%	5%	5%	8%	6%	11%	14%	13%
Once or twice a week	9%	9%	6%	5%	7%	6%	6%	4%	8%	5%	6%	13%	13%	12%	10%	9%	9%	14%	16%	14%
Every couple of weeks	7%	7%	7%	5%	3%	6%	6%	6%	9%	10%	7%	5%	9%	10%	9%	7%	7%	7%	6%	8%
Every month	3%	1%	3%	1%	3%	7%	3%	4%	3%	6%	3%	4%	4%	2%	5%	2%	4%	3%	5%	3%
A few times a year	6%	9%	6%	13%	5%	3%	6%	5%	5%	8%	8%	6%	7%	7%	7%	7%	7%	7%	4%	3%
Less often, or never	63%	61%	57%	63%	68%	65%	70%	73%	62%	61%	67%	60%	57%	59%	62%	63%	65%	56%	53%	53%
Don t know	4%	4%	10%	7%	6%	7%	4%	4%	6%	4%	3%	4%	2%	5%	2%	4%	2%	2%	2%	7%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(22.A) On average, how often do you use Google Maps to do the following?: Find public transport options

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Most days	13%	14%	12%	35%	23%	16%	5%	3%	1%	15%	17%	15%	8%	10%	16%	19%	15%
Once or twice a week	13%	14%	11%	19%	22%	16%	11%	6%	3%	17%	13%	13%	5%	12%	12%	14%	13%
Every couple of weeks	10%	10%	9%	16%	15%	11%	8%	6%	4%	12%	11%	8%	6%	9%	11%	10%	11%
Every month	5%	6%	4%	7%	6%	5%	4%	3%	4%	5%	6%	5%	4%	4%	6%	6%	6%
A few times a year	12%	12%	11%	8%	12%	11%	12%	14%	12%	12%	13%	13%	11%	11%	11%	13%	12%
Less often, or never	46%	43%	49%	14%	22%	40%	57%	65%	72%	38%	39%	42%	63%	51%	41%	36%	41%
Don t know	2%	2%	3%	1%	2%	2%	3%	3%	3%	2%	2%	4%	3%	2%	3%	2%	2%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(22.B) On average, how often do you use Google Maps to do the following?: Find public transport options

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Most days	13%	13%	16%	9%	4%	8%	14%	15%	12%	8%	13%	4%	11%	16%	12%	2%	15%
Once or twice a week	13%	11%	15%	11%	7%	5%	8%	15%	16%	9%	9%	23%	11%	14%	4%	5%	16%
Every couple of weeks	10%	5%	12%	5%	7%	5%	9%	12%	12%	9%	8%	33%	8%	12%	12%	4%	11%
Every month	5%	4%	3%	3%	5%	3%	2%	6%	3%	6%	2%	5%	5%	5%	2%	5%	4%
A few times a year	12%	12%	14%	10%	11%	12%	10%	11%	8%	13%	8%	12%	13%	11%	5%	12%	12%
Less often, or never	46%	52%	38%	58%	63%	65%	56%	40%	47%	52%	58%	22%	50%	40%	61%	71%	38%
Don t know	2%	2%	2%	4%	3%	2%	1%	2%	2%	3%	1%	1%	2%	2%	3%	1%	3%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(22.C) On average, how often do you use Google Maps to do the following?: Find public transport options

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Most days	13%	10%	11%	11%	10%	6%	19%	21%	9%	29%	11%
Once or twice a week	13%	10%	11%	14%	9%	11%	17%	17%	12%	15%	18%
Every couple of weeks	10%	13%	8%	9%	10%	8%	11%	10%	9%	12%	12%
Every month	5%	5%	5%	4%	4%	5%	5%	6%	5%	7%	4%
A few times a year	12%	6%	11%	11%	11%	14%	12%	14%	11%	14%	13%
Less often, or never	46%	51%	51%	48%	54%	54%	34%	31%	53%	22%	41%
Don t know	2%	5%	3%	3%	2%	2%	1%	1%	3%	2%	2%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(22.D) On average, how often do you use Google Maps to do the following?: Find public transport options

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Most days	13%	31%	19%	22%	17%	10%	11%	8%	16%	14%	10%	13%	12%	11%	10%	11%	10%	12%	25%	14%
Once or twice a week	13%	14%	13%	9%	5%	13%	9%	14%	10%	9%	11%	13%	18%	17%	13%	13%	12%	16%	13%	18%
Every couple of weeks	10%	8%	8%	16%	7%	14%	9%	9%	10%	12%	10%	10%	11%	11%	8%	8%	10%	11%	8%	11%
Every month	5%	4%	6%	7%	7%	6%	5%	7%	4%	8%	5%	4%	5%	3%	4%	4%	6%	4%	3%	5%
A few times a year	12%	10%	13%	9%	11%	11%	11%	9%	9%	10%	15%	12%	13%	9%	10%	13%	13%	14%	8%	8%
Less often, or never	46%	29%	36%	32%	49%	42%	51%	50%	47%	45%	48%	46%	39%	48%	52%	49%	45%	42%	41%	43%
Don t know	2%	4%	5%	5%	4%	5%	3%	2%	3%	1%	2%	3%	1%	1%	2%	1%	2%	1%	2%	1%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(23.A) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Finding public transport options

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Very helpful	26%	27%	26%	51%	38%	31%	21%	16%	9%	30%	34%	31%	17%	23%	31%	34%	31%
Somewhat helpful	25%	27%	23%	31%	34%	29%	22%	20%	15%	30%	27%	24%	18%	24%	24%	31%	26%
Neither helpful nor unhelpful	19%	20%	18%	10%	17%	17%	19%	22%	27%	17%	18%	17%	23%	20%	18%	14%	19%
Somewhat unhelpful	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	1%	3%	3%	3%	3%	4%	3%
Very unhelpful	6%	6%	6%	2%	2%	5%	8%	9%	9%	5%	3%	5%	9%	7%	9%	2%	5%
Don't know	21%	17%	24%	4%	7%	15%	26%	29%	37%	15%	17%	20%	30%	24%	15%	15%	17%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(23.B) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Finding public transport options

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Very helpful	26%	24%	34%	18%	16%	20%	24%	31%	17%	20%	18%	28%	25%	29%	35%	15%	31%
Somewhat helpful	25%	25%	28%	21%	19%	19%	21%	26%	32%	24%	23%	41%	24%	27%	11%	14%	26%
Neither helpful nor unhelpful	19%	22%	17%	23%	23%	23%	26%	18%	22%	18%	24%	18%	20%	18%	16%	26%	18%
Somewhat unhelpful	3%	2%	1%	4%	3%	1%	3%	2%	0%	5%	3%	2%	3%	3%	0%	10%	3%
Very unhelpful	6%	3%	2%	4%	6%	5%	3%	2%	2%	18%	5%	2%	6%	5%	12%	10%	4%
Don't know	21%	24%	17%	32%	32%	32%	23%	21%	27%	16%	28%	8%	22%	18%	26%	25%	18%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(23.C) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Finding public transport options

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Very helpful	26%	27%	26%	24%	21%	21%	31%	36%	21%	47%	32%
Somewhat helpful	25%	20%	22%	25%	22%	25%	31%	29%	24%	28%	30%
Neither helpful nor unhelpful	19%	17%	21%	18%	23%	20%	17%	14%	21%	14%	17%
Somewhat unhelpful	3%	8%	3%	2%	3%	3%	3%	2%	3%	2%	3%
Very unhelpful	6%	10%	6%	3%	6%	13%	3%	5%	7%	2%	3%
Don’t know	21%	19%	23%	27%	25%	18%	15%	15%	24%	7%	15%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(23.D) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Finding public transport options

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Very helpful	26%	45%	38%	36%	29%	27%	27%	23%	34%	28%	25%	22%	21%	24%	23%	24%	27%	27%	33%	26%
Somewhat helpful	25%	20%	25%	27%	16%	22%	19%	24%	19%	26%	25%	27%	32%	25%	24%	27%	25%	32%	30%	29%
Neither helpful nor unhelpful	19%	14%	12%	19%	23%	23%	25%	17%	19%	17%	20%	20%	20%	17%	23%	19%	19%	15%	12%	21%
Somewhat unhelpful	3%	5%	3%	1%	3%	5%	3%	3%	2%	2%	2%	4%	2%	4%	3%	2%	3%	2%	5%	2%
Very unhelpful	6%	5%	7%	4%	10%	3%	7%	8%	9%	7%	5%	6%	4%	6%	4%	7%	6%	4%	5%	4%
Don't know	21%	11%	14%	11%	20%	20%	18%	25%	17%	20%	22%	20%	21%	23%	23%	21%	19%	20%	16%	19%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(24.A) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Looking for a new business (e.g. restaurant) to try

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Very helpful	35%	35%	35%	43%	40%	39%	34%	30%	28%	38%	38%	34%	30%	35%	42%	39%	34%
Somewhat helpful	37%	37%	37%	36%	39%	37%	38%	35%	35%	39%	37%	31%	35%	39%	34%	40%	34%
Neither helpful nor unhelpful	16%	17%	15%	12%	15%	14%	16%	17%	18%	14%	14%	21%	17%	15%	14%	11%	18%
Somewhat unhelpful	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%	5%	3%
Very unhelpful	2%	2%	2%	1%	1%	2%	1%	4%	4%	2%	2%	2%	3%	2%	2%	1%	3%
Don't know	7%	6%	8%	4%	2%	5%	9%	11%	12%	5%	6%	8%	11%	7%	4%	4%	8%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(24.B) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Looking for a new business (e.g. restaurant) to try

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Very helpful	35%	37%	37%	32%	40%	36%	31%	35%	38%	34%	39%	15%	36%	36%	35%	27%	38%
Somewhat helpful	37%	35%	37%	38%	35%	39%	42%	37%	42%	35%	41%	49%	37%	37%	35%	30%	34%
Neither helpful nor unhelpful	16%	16%	13%	18%	13%	10%	14%	17%	13%	16%	9%	21%	15%	16%	9%	25%	17%
Somewhat unhelpful	3%	1%	3%	3%	3%	1%	4%	3%	3%	4%	3%	9%	3%	3%	0%	5%	3%
Very unhelpful	2%	1%	1%	1%	1%	2%	1%	1%	1%	5%	2%	2%	2%	2%	8%	4%	1%
Don't know	7%	9%	8%	9%	9%	12%	8%	7%	4%	5%	7%	5%	7%	6%	13%	9%	7%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(24.C) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Looking for a new business (e.g. restaurant) to try

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Very helpful	35%	34%	35%	35%	34%	34%	39%	34%	33%	42%	38%
Somewhat helpful	37%	30%	35%	37%	38%	35%	39%	41%	37%	36%	40%
Neither helpful nor unhelpful	16%	21%	16%	17%	15%	17%	14%	16%	16%	15%	12%
Somewhat unhelpful	3%	4%	3%	3%	3%	4%	2%	3%	3%	3%	4%
Very unhelpful	2%	3%	2%	1%	2%	3%	2%	1%	2%	1%	2%
Don’t know	7%	7%	9%	8%	8%	7%	5%	5%	8%	3%	4%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(24.D) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Looking for a new business (e.g. restaurant) to try

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Very helpful	35%	29%	31%	38%	29%	35%	35%	35%	36%	40%	35%	35%	35%	34%	33%	39%	37%	34%	39%	41%
Somewhat helpful	37%	33%	37%	34%	29%	32%	31%	35%	35%	29%	39%	38%	41%	40%	37%	38%	36%	44%	43%	36%
Neither helpful nor unhelpful	16%	19%	19%	14%	23%	17%	15%	15%	18%	19%	15%	15%	14%	15%	20%	14%	16%	13%	10%	16%
Somewhat unhelpful	3%	6%	5%	4%	3%	5%	5%	3%	2%	1%	2%	3%	3%	2%	4%	3%	3%	1%	2%	4%
Very unhelpful	2%	3%	3%	2%	4%	0%	5%	3%	4%	4%	2%	2%	2%	2%	1%	1%	1%	1%	2%	0%
Don't know	7%	10%	5%	7%	11%	11%	9%	10%	5%	7%	7%	7%	6%	8%	5%	5%	7%	6%	4%	3%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(25.A) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Avoiding traffic congestion or public transport delays

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Very helpful	30%	30%	30%	42%	38%	36%	27%	23%	17%	35%	33%	29%	21%	31%	33%	35%	27%
Somewhat helpful	32%	33%	30%	34%	37%	37%	30%	28%	24%	36%	32%	25%	27%	32%	31%	35%	31%
Neither helpful nor unhelpful	17%	19%	16%	12%	15%	14%	18%	19%	24%	14%	15%	20%	22%	16%	17%	14%	19%
Somewhat unhelpful	3%	4%	3%	3%	4%	2%	4%	4%	3%	4%	3%	4%	3%	3%	3%	5%	4%
Very unhelpful	4%	4%	5%	2%	1%	3%	6%	7%	7%	4%	3%	3%	6%	4%	7%	3%	4%
Don't know	13%	10%	16%	7%	4%	7%	15%	19%	25%	8%	13%	17%	21%	13%	9%	9%	15%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(25.B) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Avoiding traffic congestion or public transport delays

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Very helpful	30%	29%	31%	18%	20%	19%	25%	34%	27%	27%	23%	40%	29%	33%	28%	15%	31%
Somewhat helpful	32%	34%	34%	29%	32%	28%	27%	33%	32%	28%	31%	25%	31%	33%	27%	19%	30%
Neither helpful nor unhelpful	17%	18%	19%	21%	20%	21%	23%	16%	19%	17%	19%	19%	19%	16%	9%	27%	20%
Somewhat unhelpful	3%	4%	3%	5%	1%	1%	3%	3%	2%	5%	3%	5%	3%	4%	3%	7%	3%
Very unhelpful	4%	2%	2%	4%	2%	1%	3%	2%	0%	13%	5%	3%	5%	4%	8%	9%	3%
Don't know	13%	13%	12%	22%	24%	29%	19%	12%	20%	10%	21%	8%	13%	11%	26%	22%	13%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(25.C) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Avoiding traffic congestion or public transport delays

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Very helpful	30%	26%	29%	25%	27%	29%	35%	32%	27%	41%	29%
Somewhat helpful	32%	26%	27%	35%	31%	32%	36%	37%	31%	35%	30%
Neither helpful nor unhelpful	17%	21%	20%	18%	19%	16%	14%	15%	19%	12%	23%
Somewhat unhelpful	3%	7%	2%	4%	4%	3%	4%	3%	3%	4%	5%
Very unhelpful	4%	8%	4%	2%	4%	9%	2%	4%	5%	1%	2%
Don’t know	13%	12%	17%	15%	15%	10%	9%	9%	15%	7%	11%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(25.D) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Avoiding traffic congestion or public transport delays

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Very helpful	30%	30%	25%	32%	20%	23%	23%	26%	31%	28%	29%	35%	30%	27%	28%	32%	30%	40%	40%	42%
Somewhat helpful	32%	23%	30%	27%	29%	28%	25%	27%	24%	31%	28%	29%	39%	36%	36%	35%	37%	33%	41%	37%
Neither helpful nor unhelpful	17%	20%	18%	18%	26%	21%	25%	17%	22%	19%	18%	17%	16%	15%	19%	13%	18%	13%	9%	9%
Somewhat unhelpful	3%	7%	5%	3%	4%	7%	3%	7%	2%	2%	4%	3%	3%	4%	3%	3%	1%	3%	5%	6%
Very unhelpful	4%	5%	6%	5%	6%	2%	8%	6%	8%	6%	5%	5%	3%	4%	3%	4%	3%	4%	1%	1%
Don't know	13%	15%	16%	15%	16%	18%	15%	17%	14%	14%	16%	12%	10%	13%	11%	12%	11%	7%	5%	5%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(26.A) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Allowing you to walk or cycle rather than drive

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Very helpful	22%	22%	21%	39%	31%	25%	16%	13%	8%	25%	24%	25%	15%	19%	29%	28%	23%
Somewhat helpful	27%	27%	27%	33%	34%	33%	28%	21%	14%	31%	33%	24%	18%	26%	27%	32%	28%
Neither helpful nor unhelpful	23%	25%	21%	16%	20%	22%	23%	26%	29%	21%	21%	24%	27%	24%	21%	17%	23%
Somewhat unhelpful	3%	4%	3%	3%	4%	2%	4%	4%	2%	4%	3%	3%	3%	3%	6%	5%	4%
Very unhelpful	6%	6%	7%	3%	3%	5%	8%	9%	11%	5%	4%	6%	10%	7%	5%	3%	6%
Don't know	19%	16%	22%	5%	7%	12%	22%	27%	36%	14%	15%	18%	27%	21%	13%	15%	17%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(26.B) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Allowing you to walk or cycle rather than drive

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Very helpful	22%	21%	23%	16%	18%	20%	20%	25%	26%	17%	16%	24%	20%	24%	30%	9%	27%
Somewhat helpful	27%	30%	31%	22%	23%	16%	23%	29%	24%	22%	31%	22%	25%	30%	7%	14%	27%
Neither helpful nor unhelpful	23%	24%	21%	26%	29%	27%	27%	24%	26%	23%	19%	31%	25%	21%	22%	30%	21%
Somewhat unhelpful	3%	3%	3%	4%	2%	2%	4%	2%	1%	5%	4%	14%	3%	3%	0%	8%	3%
Very unhelpful	6%	3%	3%	3%	2%	4%	5%	3%	1%	19%	4%	4%	7%	5%	9%	13%	5%
Don't know	19%	20%	20%	29%	27%	31%	21%	18%	22%	15%	26%	4%	20%	16%	33%	26%	17%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(26.C) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Allowing you to walk or cycle rather than drive

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Very helpful	22%	23%	20%	17%	17%	19%	26%	28%	18%	32%	27%
Somewhat helpful	27%	22%	25%	28%	26%	26%	30%	30%	25%	34%	28%
Neither helpful nor unhelpful	23%	23%	23%	23%	25%	22%	23%	20%	24%	20%	17%
Somewhat unhelpful	3%	4%	3%	4%	3%	4%	3%	3%	3%	3%	5%
Very unhelpful	6%	13%	7%	4%	6%	11%	3%	6%	7%	2%	6%
Don’t know	19%	15%	21%	23%	23%	17%	14%	13%	22%	9%	18%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(26.D) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : Allowing you to walk or cycle rather than drive

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Very helpful	22%	30%	28%	30%	22%	24%	21%	15%	27%	26%	19%	20%	18%	19%	18%	21%	21%	25%	34%	34%
Somewhat helpful	27%	28%	27%	23%	22%	24%	24%	27%	24%	22%	27%	30%	32%	34%	31%	28%	26%	29%	23%	22%
Neither helpful nor unhelpful	23%	15%	25%	25%	24%	22%	26%	22%	22%	25%	25%	21%	26%	20%	23%	22%	29%	22%	21%	13%
Somewhat unhelpful	3%	6%	1%	0%	3%	7%	3%	4%	3%	2%	4%	3%	3%	3%	5%	2%	4%	3%	3%	7%
Very unhelpful	6%	9%	8%	7%	10%	5%	8%	10%	8%	7%	7%	7%	3%	5%	6%	7%	5%	4%	2%	5%
Don't know	19%	13%	11%	15%	18%	19%	18%	23%	15%	18%	19%	20%	19%	19%	18%	21%	16%	17%	17%	19%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(27.A) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : To find a more sustainable/environmentally friendly route to get where I'm going

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	6008	2748	3238	665	920	1096	883	1096	1348	2853	671	374	2066	3303	352	227	2067
Weighted	6094	3036	3036	736	1159	1071	1012	989	1127	3028	697	435	1887	3198	366	242	2225
Very helpful	24%	24%	23%	38%	31%	27%	19%	16%	14%	26%	27%	25%	18%	23%	24%	27%	24%
Somewhat helpful	28%	28%	27%	29%	35%	34%	27%	21%	19%	32%	28%	22%	22%	28%	31%	30%	27%
Neither helpful nor unhelpful	23%	25%	22%	19%	21%	21%	23%	27%	28%	21%	24%	25%	26%	23%	23%	20%	24%
Somewhat unhelpful	4%	4%	4%	5%	4%	3%	5%	4%	4%	4%	5%	3%	3%	3%	5%	4%	4%
Very unhelpful	4%	4%	4%	1%	3%	3%	5%	7%	6%	4%	2%	4%	6%	5%	6%	2%	4%
Don't know	17%	14%	20%	8%	7%	12%	21%	25%	28%	13%	15%	22%	24%	18%	11%	16%	17%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(27.B) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : To find a more sustainable/environmentally friendly route to get where I'm going

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	6008	631	769	270	184	161	186	2029	167	1186	280	145	2760	2937	40	116	971
Weighted	6094	725	860	210	121	75	151	2398	26	1329	182	18	2863	2951	31	114	1001
Very helpful	24%	21%	22%	16%	21%	22%	23%	26%	24%	23%	20%	23%	22%	26%	31%	21%	26%
Somewhat helpful	28%	28%	31%	21%	29%	26%	24%	27%	28%	27%	30%	21%	29%	27%	16%	18%	28%
Neither helpful nor unhelpful	23%	25%	22%	27%	20%	22%	28%	23%	28%	23%	19%	30%	24%	23%	14%	31%	22%
Somewhat unhelpful	4%	3%	5%	4%	3%	4%	3%	3%	4%	5%	3%	12%	4%	4%	6%	4%	4%
Very unhelpful	4%	4%	3%	2%	2%	1%	2%	2%	0%	10%	6%	2%	4%	4%	8%	6%	3%
Don't know	17%	19%	18%	30%	25%	25%	21%	18%	16%	11%	21%	12%	18%	16%	26%	19%	17%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(27.C) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : To find a more sustainable/environmentally friendly route to get where I'm going

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	6008	196	1229	527	1278	641	1474	636	4590	1127	227
Weighted	6094	290	1672	478	1127	612	1334	550	4595	1240	191
Very helpful	24%	32%	24%	23%	19%	20%	26%	24%	21%	32%	28%
Somewhat helpful	28%	28%	26%	23%	27%	30%	29%	31%	27%	31%	27%
Neither helpful nor unhelpful	23%	19%	22%	25%	25%	26%	23%	22%	24%	21%	20%
Somewhat unhelpful	4%	4%	3%	5%	4%	5%	4%	4%	4%	4%	6%
Very unhelpful	4%	5%	5%	4%	4%	6%	3%	4%	5%	2%	3%
Don't know	17%	12%	19%	21%	20%	14%	15%	15%	19%	11%	15%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(27.D) Thinking about the following tasks, how helpful do you find Google Maps in helping you get it done? : To find a more sustainable/environmentally friendly route to get where I'm going

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	6008	130	137	129	206	200	242	227	235	262	516	487	477	367	408	600	401	370	158	79
Weighted	6094	152	162	142	223	216	261	222	233	262	534	464	459	353	417	606	406	375	166	81
Very helpful	24%	32%	18%	28%	20%	26%	28%	22%	26%	30%	24%	25%	23%	18%	21%	21%	22%	25%	33%	26%
Somewhat helpful	28%	20%	33%	28%	26%	21%	21%	31%	28%	21%	23%	29%	34%	32%	32%	30%	31%	27%	25%	21%
Neither helpful nor unhelpful	23%	16%	24%	21%	23%	26%	23%	21%	22%	28%	23%	23%	22%	26%	23%	21%	24%	25%	20%	27%
Somewhat unhelpful	4%	7%	6%	4%	7%	5%	5%	4%	2%	3%	4%	3%	3%	4%	5%	3%	4%	3%	4%	3%
Very unhelpful	4%	5%	4%	4%	4%	2%	7%	5%	7%	3%	6%	5%	2%	3%	4%	5%	2%	6%	3%	2%
Don't know	17%	19%	16%	16%	20%	19%	16%	18%	15%	15%	20%	15%	16%	18%	16%	19%	17%	14%	15%	21%

Note:

BASE: Google Maps users

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(28.A) Thinking about the following technologies, how important do you find them while at work?: Google Search

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	48%	45%	51%	59%	49%	50%	47%	38%	37%	48%	46%	*	*	48%	51%	54%	46%
Somewhat important	31%	33%	28%	27%	34%	32%	30%	31%	27%	31%	29%	*	*	31%	29%	26%	31%
Neither important nor unimportant	12%	13%	12%	9%	11%	11%	15%	13%	17%	12%	12%	*	*	12%	12%	11%	14%
Somewhat unimportant	3%	4%	3%	3%	4%	4%	3%	4%	2%	3%	3%	*	*	4%	5%	3%	3%
Very unimportant	5%	5%	5%	1%	2%	3%	5%	12%	15%	4%	8%	*	*	5%	3%	5%	5%
Don't Know	1%	1%	2%	0%	1%	1%	2%	2%	2%	1%	2%	*	*	1%	0%	2%	1%
Total Important:	79%	78%	79%	86%	82%	82%	76%	69%	64%	79%	75%	*	*	79%	80%	80%	77%
Total Unimportant:	8%	8%	8%	4%	6%	7%	7%	16%	17%	7%	11%	*	*	9%	8%	8%	8%
Net:	70%	70%	71%	82%	76%	75%	69%	53%	47%	72%	64%	*	*	70%	72%	72%	69%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(28.B) Thinking about the following technologies, how important do you find them while at work?: Google Search

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	48%	51%	46%	42%	42%	52%	58%	51%	57%	41%	43%	50%	46%	50%	36%	27%	51%
Somewhat important	31%	26%	31%	37%	39%	27%	22%	32%	31%	29%	35%	34%	32%	30%	33%	30%	29%
Neither important nor unimportant	12%	13%	13%	11%	12%	10%	12%	9%	8%	17%	11%	5%	12%	12%	21%	16%	11%
Somewhat unimportant	3%	3%	3%	3%	2%	2%	3%	3%	1%	5%	5%	6%	3%	3%	0%	1%	4%
Very unimportant	5%	4%	5%	5%	3%	5%	5%	4%	3%	7%	5%	2%	5%	3%	11%	19%	3%
Don't Know	1%	1%	1%	2%	3%	4%	0%	1%	0%	1%	0%	1%	1%	1%	0%	6%	2%
Total Important:	79%	78%	77%	79%	81%	79%	80%	83%	88%	70%	79%	84%	78%	80%	68%	57%	80%
Total Unimportant:	8%	8%	8%	8%	5%	7%	8%	7%	4%	12%	10%	9%	9%	7%	11%	21%	7%
Net:	70%	70%	69%	70%	76%	72%	72%	77%	84%	59%	69%	76%	69%	74%	58%	36%	73%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(28.C) Thinking about the following technologies, how important do you find them while at work?: Google Search

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	48%	28%	44%	41%	46%	43%	55%	56%	44%	61%	49%
Somewhat important	31%	28%	30%	36%	31%	32%	30%	30%	32%	27%	27%
Neither important nor unimportant	12%	21%	13%	12%	13%	13%	10%	9%	13%	8%	10%
Somewhat unimportant	3%	9%	4%	3%	4%	4%	2%	3%	4%	2%	7%
Very unimportant	5%	11%	6%	6%	4%	8%	2%	2%	6%	1%	7%
Don’t Know	1%	3%	2%	1%	1%	0%	1%	1%	1%	1%	0%
Total Important:	79%	56%	74%	78%	77%	75%	85%	85%	76%	88%	76%
Total Unimportant:	8%	20%	10%	9%	9%	12%	4%	5%	9%	3%	14%
Net:	70%	36%	64%	69%	69%	63%	81%	81%	66%	85%	62%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(28.D) Thinking about the following technologies, how important do you find them while at work?: Google Search

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	48%	56%	41%	40%	46%	42%	49%	46%	45%	42%	51%	52%	43%	41%	46%	48%	53%	47%	57%	66%
Somewhat important	31%	27%	21%	26%	19%	30%	27%	28%	30%	33%	28%	25%	30%	37%	37%	33%	28%	36%	36%	23%
Neither important nor unimportant	12%	9%	29%	21%	21%	14%	11%	13%	12%	18%	10%	14%	15%	12%	9%	12%	9%	11%	5%	10%
Somewhat unimportant	3%	3%	3%	2%	4%	2%	2%	7%	4%	4%	4%	4%	4%	4%	2%	3%	5%	3%	1%	1%
Very unimportant	5%	3%	4%	10%	8%	11%	9%	5%	7%	2%	5%	4%	6%	4%	5%	4%	4%	2%	2%	0%
Don't Know	1%	2%	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%
Total Important:	79%	83%	63%	66%	65%	73%	76%	73%	75%	74%	79%	78%	74%	78%	83%	81%	81%	84%	93%	89%
Total Unimportant:	8%	5%	7%	12%	12%	12%	11%	13%	11%	6%	9%	8%	10%	8%	7%	6%	9%	5%	3%	1%
Net:	70%	77%	56%	55%	53%	60%	65%	61%	64%	68%	71%	70%	63%	70%	76%	75%	71%	78%	90%	87%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(29.A) Thinking about the following technologies, how important do you find them while at work?: Gmail

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	38%	38%	38%	55%	41%	38%	34%	25%	27%	37%	40%	*	*	38%	44%	40%	36%
Somewhat important	25%	27%	22%	27%	29%	27%	21%	18%	18%	25%	25%	*	*	25%	20%	22%	25%
Neither important nor unimportant	14%	15%	13%	8%	13%	13%	15%	17%	20%	14%	13%	*	*	14%	14%	13%	15%
Somewhat unimportant	7%	6%	7%	5%	6%	7%	7%	8%	7%	7%	5%	*	*	6%	7%	5%	8%
Very unimportant	14%	13%	16%	4%	9%	12%	20%	26%	23%	15%	13%	*	*	15%	15%	16%	14%
Don't Know	3%	2%	4%	1%	1%	3%	3%	6%	5%	2%	4%	*	*	3%	1%	4%	3%
Total Important:	62%	64%	60%	82%	71%	65%	55%	43%	45%	62%	65%	*	*	63%	63%	62%	61%
Total Unimportant:	21%	19%	23%	9%	15%	19%	27%	33%	30%	22%	19%	*	*	20%	21%	21%	22%
Net:	41%	45%	37%	74%	56%	47%	28%	10%	15%	40%	46%	*	*	43%	42%	42%	39%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(29.B) Thinking about the following technologies, how important do you find them while at work?: Gmail

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	38%	39%	34%	30%	30%	37%	43%	45%	36%	29%	34%	56%	37%	40%	32%	25%	44%
Somewhat important	25%	23%	28%	22%	29%	18%	17%	25%	32%	23%	27%	25%	24%	25%	24%	17%	28%
Neither important nor unimportant	14%	15%	16%	16%	15%	18%	14%	12%	14%	15%	13%	0%	14%	13%	26%	19%	13%
Somewhat unimportant	7%	8%	6%	8%	11%	5%	8%	5%	6%	9%	5%	9%	7%	6%	0%	10%	5%
Very unimportant	14%	13%	13%	18%	8%	15%	17%	10%	13%	23%	19%	3%	15%	13%	7%	22%	7%
Don't Know	3%	2%	2%	5%	7%	7%	2%	3%	0%	2%	1%	6%	2%	3%	11%	6%	3%
Total Important:	62%	62%	63%	53%	59%	55%	60%	69%	67%	51%	61%	81%	61%	65%	56%	42%	72%
Total Unimportant:	21%	21%	19%	26%	19%	20%	25%	15%	19%	32%	24%	12%	22%	19%	7%	32%	12%
Net:	41%	42%	43%	27%	40%	35%	34%	54%	49%	20%	37%	69%	38%	47%	48%	10%	60%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(29.C) Thinking about the following technologies, how important do you find them while at work?: Gmail

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	38%	24%	37%	30%	34%	29%	45%	48%	33%	54%	37%
Somewhat important	25%	27%	26%	24%	23%	25%	23%	26%	25%	21%	35%
Neither important nor unimportant	14%	21%	12%	19%	16%	15%	13%	12%	15%	13%	13%
Somewhat unimportant	7%	6%	7%	9%	8%	6%	6%	5%	7%	5%	6%
Very unimportant	14%	19%	13%	18%	16%	22%	12%	8%	17%	6%	9%
Don’t Know	3%	3%	6%	0%	3%	3%	1%	1%	3%	2%	0%
Total Important:	62%	51%	63%	54%	57%	54%	68%	75%	58%	75%	72%
Total Unimportant:	21%	25%	20%	26%	25%	28%	18%	13%	24%	11%	15%
Net:	41%	27%	44%	28%	32%	26%	50%	62%	34%	64%	57%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(29.D) Thinking about the following technologies, how important do you find them while at work?: Gmail

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	38%	55%	43%	44%	35%	46%	43%	35%	47%	40%	38%	40%	32%	36%	33%	33%	36%	39%	42%	46%
Somewhat important	25%	26%	26%	22%	25%	19%	18%	24%	20%	21%	23%	27%	29%	25%	31%	24%	21%	30%	24%	21%
Neither important nor unimportant	14%	8%	21%	13%	19%	11%	10%	14%	12%	19%	11%	12%	15%	14%	13%	16%	16%	12%	7%	18%
Somewhat unimportant	7%	9%	2%	3%	8%	10%	12%	5%	3%	6%	8%	7%	7%	5%	7%	7%	7%	6%	6%	5%
Very unimportant	14%	3%	7%	11%	12%	11%	15%	15%	14%	13%	15%	13%	14%	15%	14%	17%	17%	12%	21%	10%
Don't Know	3%	0%	1%	7%	1%	3%	2%	6%	4%	1%	4%	1%	3%	5%	3%	3%	2%	2%	0%	1%
Total Important:	62%	81%	69%	66%	60%	65%	61%	59%	67%	61%	62%	67%	61%	61%	64%	58%	58%	69%	65%	66%
Total Unimportant:	21%	11%	8%	14%	20%	20%	26%	20%	16%	19%	24%	19%	21%	21%	21%	24%	24%	18%	27%	14%
Net:	41%	70%	61%	52%	40%	45%	35%	38%	51%	42%	38%	48%	40%	40%	43%	33%	33%	51%	38%	52%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(30.A) Thinking about the following technologies, how important do you find them while at work?: Google Workspace apps (Docs, Sheets, Slides)

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	23%	22%	25%	39%	30%	25%	16%	9%	9%	24%	21%	*	*	24%	22%	23%	22%
Somewhat important	25%	26%	23%	32%	31%	27%	21%	14%	13%	25%	26%	*	*	26%	26%	24%	23%
Neither important nor unimportant	20%	22%	18%	15%	19%	21%	21%	22%	22%	21%	16%	*	*	19%	18%	23%	21%
Somewhat unimportant	8%	8%	9%	7%	7%	9%	9%	11%	8%	8%	9%	*	*	8%	9%	8%	8%
Very unimportant	17%	17%	18%	6%	10%	13%	24%	30%	38%	17%	20%	*	*	17%	19%	16%	18%
Don't Know	6%	5%	7%	2%	3%	5%	9%	14%	9%	6%	7%	*	*	6%	5%	6%	6%
Total Important:	48%	48%	48%	71%	61%	53%	37%	23%	22%	48%	47%	*	*	50%	48%	48%	45%
Total Unimportant:	26%	25%	27%	12%	17%	22%	33%	41%	46%	25%	29%	*	*	25%	29%	23%	27%
Net:	22%	24%	21%	59%	44%	31%	4%	-18%	-23%	23%	18%	*	*	25%	20%	24%	19%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(30.B) Thinking about the following technologies, how important do you find them while at work?: Google Workspace apps (Docs, Sheets, Slides)

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	23%	21%	21%	18%	17%	21%	26%	30%	24%	15%	20%	33%	20%	27%	28%	8%	27%
Somewhat important	25%	25%	27%	22%	20%	24%	23%	27%	33%	19%	30%	32%	23%	27%	32%	9%	32%
Neither important nor unimportant	20%	18%	21%	17%	26%	25%	15%	20%	21%	21%	17%	9%	21%	19%	20%	19%	18%
Somewhat unimportant	8%	10%	9%	10%	13%	6%	6%	7%	7%	11%	7%	7%	10%	7%	7%	8%	7%
Very unimportant	17%	18%	17%	21%	13%	19%	23%	12%	11%	27%	19%	5%	19%	15%	12%	44%	12%
Don't Know	6%	8%	5%	12%	11%	6%	7%	5%	4%	8%	7%	15%	7%	6%	0%	11%	5%
Total Important:	48%	46%	49%	40%	38%	45%	50%	57%	57%	34%	50%	65%	43%	54%	60%	17%	58%
Total Unimportant:	26%	28%	25%	31%	26%	25%	29%	19%	18%	37%	26%	12%	29%	22%	20%	52%	18%
Net:	22%	19%	23%	9%	12%	20%	21%	38%	40%	-3%	24%	53%	14%	32%	41%	-35%	40%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(30.C) Thinking about the following technologies, how important do you find them while at work?: Google Workspace apps (Docs, Sheets, Slides)

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	23%	17%	19%	19%	17%	17%	32%	32%	20%	35%	24%
Somewhat important	25%	17%	21%	22%	25%	21%	29%	31%	24%	29%	22%
Neither important nor unimportant	20%	18%	23%	22%	21%	23%	15%	18%	20%	18%	22%
Somewhat unimportant	8%	7%	10%	9%	9%	10%	7%	6%	9%	7%	11%
Very unimportant	17%	30%	17%	21%	21%	23%	13%	10%	20%	8%	16%
Don’t Know	6%	11%	10%	7%	7%	6%	4%	3%	7%	4%	5%
Total Important:	48%	35%	40%	41%	42%	38%	61%	63%	44%	63%	46%
Total Unimportant:	26%	37%	27%	30%	30%	33%	20%	16%	29%	15%	28%
Net:	22%	-2%	14%	11%	12%	4%	41%	47%	15%	49%	19%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(30.D) Thinking about the following technologies, how important do you find them while at work?: Google Workspace apps (Docs, Sheets, Slides)

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	23%	22%	24%	18%	19%	29%	25%	18%	20%	32%	23%	25%	20%	20%	22%	23%	22%	25%	35%	26%
Somewhat important	25%	52%	26%	23%	24%	25%	19%	26%	24%	13%	23%	26%	32%	27%	24%	24%	26%	25%	21%	28%
Neither important nor unimportant	20%	14%	26%	21%	22%	14%	21%	18%	22%	24%	18%	20%	20%	21%	21%	21%	20%	20%	15%	20%
Somewhat unimportant	8%	3%	5%	9%	11%	6%	8%	8%	6%	12%	13%	8%	6%	9%	10%	8%	8%	10%	7%	5%
Very unimportant	17%	5%	17%	15%	21%	18%	23%	22%	20%	15%	16%	14%	17%	16%	16%	19%	18%	15%	18%	14%
Don't Know	6%	4%	1%	14%	2%	8%	5%	7%	8%	4%	8%	7%	4%	7%	7%	6%	6%	6%	3%	8%
Total Important:	48%	74%	50%	41%	43%	54%	44%	44%	44%	45%	45%	51%	52%	48%	46%	47%	48%	50%	56%	54%
Total Unimportant:	26%	8%	22%	24%	33%	24%	31%	31%	26%	27%	29%	22%	23%	24%	27%	26%	26%	25%	25%	19%
Net:	22%	66%	28%	17%	11%	30%	13%	14%	18%	18%	16%	29%	29%	23%	19%	21%	22%	25%	31%	35%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(31.A) Thinking about the following technologies, how important do you find them while at work?: Microsoft Office (Word, Excel etc)

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	46%	42%	51%	45%	48%	47%	51%	35%	44%	48%	36%	*	*	49%	42%	46%	43%
Somewhat important	27%	30%	24%	28%	30%	31%	22%	25%	19%	27%	27%	*	*	27%	30%	24%	26%
Neither important nor unimportant	12%	13%	11%	14%	13%	11%	12%	13%	11%	12%	14%	*	*	11%	13%	15%	14%
Somewhat unimportant	4%	4%	4%	5%	4%	4%	4%	6%	3%	4%	7%	*	*	4%	5%	6%	4%
Very unimportant	8%	8%	8%	6%	5%	5%	9%	15%	18%	7%	13%	*	*	6%	10%	8%	11%
Don't Know	2%	2%	3%	2%	1%	2%	3%	5%	6%	2%	4%	*	*	3%	1%	1%	3%
Total Important:	73%	72%	74%	74%	77%	78%	72%	60%	63%	75%	63%	*	*	76%	71%	71%	69%
Total Unimportant:	12%	13%	12%	11%	9%	9%	13%	21%	20%	11%	19%	*	*	11%	15%	13%	15%
Net:	61%	59%	63%	63%	68%	69%	59%	39%	42%	65%	44%	*	*	65%	57%	57%	54%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(31.B) Thinking about the following technologies, how important do you find them while at work?: Microsoft Office (Word, Excel etc)

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	46%	46%	40%	54%	47%	51%	44%	50%	46%	42%	42%	55%	45%	48%	33%	30%	40%
Somewhat important	27%	27%	31%	18%	25%	21%	25%	27%	36%	26%	31%	26%	26%	28%	29%	20%	33%
Neither important nor unimportant	12%	10%	15%	10%	14%	6%	11%	12%	13%	14%	11%	3%	12%	12%	9%	15%	11%
Somewhat unimportant	4%	5%	5%	6%	2%	3%	3%	4%	1%	5%	6%	2%	5%	3%	0%	4%	5%
Very unimportant	8%	9%	8%	9%	5%	14%	12%	6%	4%	12%	9%	3%	9%	7%	12%	24%	7%
Don't Know	2%	3%	2%	3%	6%	5%	5%	2%	0%	1%	2%	11%	2%	2%	16%	6%	3%
Total Important:	73%	73%	71%	72%	73%	72%	69%	77%	82%	67%	72%	81%	71%	76%	63%	50%	73%
Total Unimportant:	12%	14%	13%	15%	7%	17%	15%	9%	5%	17%	15%	5%	14%	10%	12%	29%	13%
Net:	61%	60%	58%	57%	65%	56%	54%	68%	77%	50%	57%	75%	57%	66%	51%	21%	60%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(31.C) Thinking about the following technologies, how important do you find them while at work?: Microsoft Office (Word, Excel etc)

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	46%	17%	36%	35%	45%	44%	58%	61%	43%	57%	38%
Somewhat important	27%	27%	26%	31%	27%	30%	25%	27%	27%	26%	29%
Neither important nor unimportant	12%	17%	15%	16%	13%	14%	10%	7%	13%	9%	10%
Somewhat unimportant	4%	13%	5%	5%	5%	3%	3%	1%	4%	4%	9%
Very unimportant	8%	21%	13%	12%	8%	8%	3%	2%	10%	3%	10%
Don’t Know	2%	6%	5%	2%	2%	1%	1%	1%	3%	2%	3%
Total Important:	73%	44%	62%	66%	72%	74%	83%	88%	70%	82%	67%
Total Unimportant:	12%	34%	17%	16%	13%	12%	7%	3%	14%	7%	20%
Net:	61%	10%	45%	50%	59%	63%	76%	85%	57%	75%	48%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(31.D) Thinking about the following technologies, how important do you find them while at work?: Microsoft Office (Word, Excel etc)

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	46%	31%	31%	29%	26%	35%	40%	32%	44%	48%	47%	44%	44%	43%	45%	53%	56%	49%	60%	65%
Somewhat important	27%	36%	30%	19%	28%	27%	26%	31%	21%	18%	24%	32%	30%	30%	29%	27%	25%	32%	24%	19%
Neither important nor unimportant	12%	9%	18%	25%	21%	18%	10%	14%	12%	17%	13%	11%	14%	11%	15%	9%	10%	8%	9%	10%
Somewhat unimportant	4%	5%	6%	6%	7%	5%	6%	6%	5%	7%	5%	4%	2%	4%	3%	3%	2%	5%	3%	3%
Very unimportant	8%	13%	14%	14%	15%	14%	14%	13%	14%	8%	9%	8%	8%	8%	5%	6%	6%	4%	3%	0%
Don't Know	2%	6%	1%	8%	3%	1%	3%	5%	4%	1%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%
Total Important:	73%	67%	61%	48%	54%	62%	67%	62%	64%	66%	71%	76%	74%	74%	75%	80%	80%	81%	84%	84%
Total Unimportant:	12%	18%	20%	19%	21%	19%	20%	18%	20%	15%	14%	12%	11%	12%	9%	10%	8%	9%	6%	3%
Net:	61%	49%	41%	29%	33%	43%	46%	44%	45%	51%	57%	64%	63%	61%	66%	70%	73%	72%	78%	81%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(32.A) Thinking about the following technologies, how important do you find them while at work?: Smartphone

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	47%	47%	48%	57%	49%	52%	46%	36%	36%	47%	48%	*	*	46%	46%	56%	48%
Somewhat important	27%	29%	24%	27%	31%	27%	26%	23%	22%	28%	24%	*	*	30%	29%	23%	23%
Neither important nor unimportant	13%	13%	13%	9%	13%	13%	13%	15%	15%	13%	12%	*	*	12%	13%	11%	14%
Somewhat unimportant	4%	4%	5%	4%	5%	3%	4%	5%	5%	4%	4%	*	*	4%	6%	3%	5%
Very unimportant	7%	6%	9%	3%	3%	4%	8%	17%	19%	7%	10%	*	*	6%	6%	5%	9%
Don't Know	1%	1%	2%	1%	0%	1%	2%	3%	3%	1%	2%	*	*	1%	1%	2%	2%
Total Important:	74%	76%	72%	84%	79%	79%	72%	59%	58%	75%	72%	*	*	76%	75%	78%	71%
Total Unimportant:	11%	10%	13%	6%	8%	7%	13%	23%	24%	11%	14%	*	*	10%	12%	8%	13%
Net:	63%	66%	59%	77%	71%	72%	59%	37%	34%	64%	58%	*	*	66%	64%	70%	57%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(32.B) Thinking about the following technologies, how important do you find them while at work?: Smartphone

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	47%	49%	47%	47%	42%	43%	47%	50%	45%	43%	45%	48%	46%	51%	25%	8%	47%
Somewhat important	27%	26%	27%	23%	30%	30%	29%	28%	30%	25%	34%	31%	27%	28%	28%	8%	31%
Neither important nor unimportant	13%	12%	14%	15%	15%	13%	14%	12%	11%	15%	10%	8%	13%	13%	16%	20%	13%
Somewhat unimportant	4%	3%	4%	5%	6%	6%	4%	4%	7%	5%	4%	8%	5%	3%	0%	11%	3%
Very unimportant	7%	7%	7%	9%	4%	5%	6%	5%	6%	11%	8%	2%	8%	4%	20%	41%	5%
Don't Know	1%	2%	1%	1%	4%	3%	0%	2%	1%	1%	0%	1%	2%	1%	11%	12%	2%
Total Important:	74%	75%	74%	70%	71%	73%	76%	77%	75%	68%	78%	79%	73%	78%	54%	17%	77%
Total Unimportant:	11%	10%	11%	14%	10%	11%	10%	9%	13%	16%	12%	11%	13%	8%	20%	52%	8%
Net:	63%	65%	63%	56%	62%	62%	66%	68%	62%	52%	67%	68%	60%	71%	34%	-36%	69%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(32.C) Thinking about the following technologies, how important do you find them while at work?: Smartphone

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	47%	33%	48%	40%	46%	44%	52%	50%	44%	59%	50%
Somewhat important	27%	22%	26%	26%	29%	27%	25%	32%	28%	23%	26%
Neither important nor unimportant	13%	13%	12%	16%	14%	14%	12%	11%	14%	9%	16%
Somewhat unimportant	4%	9%	4%	8%	4%	4%	4%	3%	4%	4%	2%
Very unimportant	7%	17%	7%	11%	6%	10%	6%	3%	8%	4%	5%
Don’t Know	1%	5%	2%	0%	1%	1%	1%	1%	2%	1%	1%
Total Important:	74%	55%	74%	65%	74%	71%	77%	82%	72%	83%	76%
Total Unimportant:	11%	27%	11%	19%	10%	14%	10%	6%	13%	7%	7%
Net:	63%	28%	64%	46%	64%	58%	67%	76%	59%	75%	69%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(32.D) Thinking about the following technologies, how important do you find them while at work?: Smartphone

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	47%	52%	43%	44%	45%	47%	52%	42%	51%	46%	49%	49%	42%	46%	47%	44%	47%	53%	48%	67%
Somewhat important	27%	26%	22%	18%	30%	24%	17%	31%	23%	25%	21%	26%	31%	31%	30%	32%	26%	29%	29%	20%
Neither important nor unimportant	13%	9%	21%	21%	14%	11%	13%	10%	13%	15%	14%	11%	15%	12%	12%	13%	15%	8%	13%	9%
Somewhat unimportant	4%	3%	8%	4%	1%	5%	6%	6%	4%	6%	6%	5%	5%	3%	4%	4%	3%	3%	2%	1%
Very unimportant	7%	10%	4%	7%	8%	11%	10%	9%	9%	8%	9%	7%	7%	6%	5%	7%	6%	6%	7%	2%
Don't Know	1%	0%	1%	5%	1%	1%	3%	1%	1%	1%	2%	2%	0%	2%	1%	1%	2%	0%	0%	1%
Total Important:	74%	78%	65%	62%	76%	71%	69%	74%	73%	70%	70%	76%	72%	76%	77%	76%	74%	82%	78%	87%
Total Unimportant:	11%	13%	12%	11%	10%	16%	15%	15%	13%	14%	15%	12%	12%	9%	10%	10%	9%	9%	9%	4%
Net:	63%	66%	53%	51%	66%	55%	54%	58%	60%	56%	55%	64%	60%	67%	68%	66%	65%	73%	68%	83%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(33.A) Thinking about the following technologies, how important do you find them while at work?: Outlook

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	42%	39%	45%	34%	44%	45%	45%	36%	37%	44%	32%	*	*	44%	40%	46%	39%
Somewhat important	25%	26%	23%	29%	28%	27%	23%	19%	14%	26%	22%	*	*	27%	26%	16%	23%
Neither important nor unimportant	15%	17%	13%	19%	15%	16%	12%	17%	16%	15%	16%	*	*	14%	13%	17%	17%
Somewhat unimportant	5%	5%	5%	8%	5%	4%	5%	4%	4%	4%	7%	*	*	4%	7%	7%	5%
Very unimportant	10%	10%	9%	6%	6%	6%	12%	17%	24%	8%	17%	*	*	8%	11%	10%	12%
Don't Know	4%	3%	5%	4%	2%	3%	3%	7%	5%	3%	6%	*	*	3%	2%	3%	4%
Total Important:	67%	65%	68%	63%	73%	71%	68%	55%	51%	70%	54%	*	*	70%	66%	62%	62%
Total Unimportant:	15%	15%	14%	14%	11%	10%	17%	21%	28%	12%	24%	*	*	12%	18%	17%	17%
Net:	52%	50%	55%	48%	62%	61%	51%	33%	23%	58%	30%	*	*	58%	48%	45%	44%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(33.B) Thinking about the following technologies, how important do you find them while at work?: Outlook

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	42%	44%	37%	52%	48%	48%	38%	42%	37%	41%	43%	37%	41%	44%	38%	27%	35%
Somewhat important	25%	23%	29%	19%	24%	24%	26%	25%	39%	23%	27%	42%	23%	27%	15%	11%	29%
Neither important nor unimportant	15%	16%	14%	12%	9%	8%	17%	16%	14%	17%	9%	5%	17%	14%	12%	25%	17%
Somewhat unimportant	5%	5%	6%	4%	4%	1%	4%	5%	4%	4%	8%	6%	5%	5%	0%	4%	5%
Very unimportant	10%	9%	9%	10%	8%	12%	11%	8%	6%	13%	10%	4%	11%	8%	12%	20%	8%
Don't Know	4%	3%	5%	4%	6%	6%	4%	4%	1%	2%	3%	5%	4%	3%	23%	13%	5%
Total Important:	67%	66%	66%	71%	73%	72%	64%	67%	75%	64%	70%	80%	64%	70%	53%	38%	65%
Total Unimportant:	15%	14%	15%	14%	12%	14%	15%	13%	10%	17%	18%	10%	16%	13%	12%	24%	13%
Net:	52%	52%	51%	57%	61%	58%	48%	54%	66%	47%	52%	70%	48%	58%	41%	14%	51%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(33.C) Thinking about the following technologies, how important do you find them while at work?: Outlook

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	42%	16%	35%	37%	43%	44%	49%	47%	41%	45%	37%
Somewhat important	25%	21%	22%	25%	25%	23%	26%	31%	24%	27%	31%
Neither important nor unimportant	15%	27%	20%	17%	12%	14%	13%	12%	15%	15%	16%
Somewhat unimportant	5%	8%	6%	5%	6%	6%	3%	2%	5%	6%	3%
Very unimportant	10%	18%	12%	14%	10%	12%	6%	6%	11%	4%	9%
Don't Know	4%	10%	5%	3%	3%	1%	2%	2%	4%	3%	4%
Total Important:	67%	37%	57%	62%	68%	67%	75%	77%	65%	72%	68%
Total Unimportant:	15%	26%	18%	18%	16%	17%	9%	9%	16%	10%	12%
Net:	52%	11%	38%	43%	52%	50%	66%	69%	49%	63%	56%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(33.D) Thinking about the following technologies, how important do you find them while at work?: Outlook

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	42%	24%	27%	18%	27%	30%	34%	35%	38%	42%	44%	40%	41%	37%	40%	47%	52%	49%	50%	61%
Somewhat important	25%	28%	25%	15%	24%	27%	13%	24%	15%	22%	23%	30%	28%	28%	27%	28%	20%	27%	33%	20%
Neither important nor unimportant	15%	17%	15%	30%	23%	13%	19%	20%	22%	20%	14%	15%	16%	16%	17%	11%	14%	11%	8%	12%
Somewhat unimportant	5%	10%	7%	14%	8%	11%	6%	4%	6%	7%	6%	4%	5%	4%	5%	3%	4%	3%	5%	3%
Very unimportant	10%	16%	20%	13%	15%	18%	18%	12%	13%	7%	10%	8%	9%	10%	8%	8%	7%	8%	3%	3%
Don't Know	4%	5%	6%	11%	4%	1%	9%	4%	7%	1%	3%	3%	1%	5%	3%	3%	4%	2%	2%	1%
Total Important:	67%	51%	52%	32%	51%	58%	47%	59%	53%	64%	67%	71%	69%	65%	67%	75%	72%	77%	83%	80%
Total Unimportant:	15%	26%	27%	27%	23%	28%	24%	17%	19%	15%	15%	12%	15%	14%	13%	11%	11%	10%	7%	6%
Net:	52%	25%	26%	5%	29%	29%	23%	42%	34%	49%	52%	58%	54%	51%	53%	64%	61%	66%	75%	74%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(34.A) Thinking about the following technologies, how important do you find them while at work?: Google Maps

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	30%	31%	30%	39%	32%	34%	28%	21%	20%	30%	30%	*	*	32%	31%	31%	28%
Somewhat important	28%	31%	25%	29%	31%	30%	26%	27%	22%	29%	27%	*	*	29%	27%	19%	29%
Neither important nor unimportant	17%	17%	18%	14%	17%	15%	20%	20%	24%	18%	16%	*	*	17%	19%	20%	18%
Somewhat unimportant	8%	8%	9%	9%	8%	9%	8%	8%	8%	8%	8%	*	*	8%	9%	7%	8%
Very unimportant	14%	11%	16%	7%	11%	10%	16%	22%	23%	13%	16%	*	*	12%	14%	20%	15%
Don't Know	2%	1%	2%	1%	1%	2%	2%	3%	3%	1%	3%	*	*	2%	0%	3%	2%
Total Important:	59%	62%	55%	68%	63%	64%	54%	47%	42%	59%	57%	*	*	61%	58%	50%	57%
Total Unimportant:	22%	19%	25%	16%	19%	19%	25%	30%	31%	22%	24%	*	*	21%	23%	27%	23%
Net:	37%	43%	30%	52%	44%	45%	29%	17%	10%	38%	33%	*	*	40%	36%	23%	34%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(34.B) Thinking about the following technologies, how important do you find them while at work?: Google Maps

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	30%	28%	33%	27%	26%	22%	21%	33%	25%	28%	27%	30%	30%	32%	29%	17%	34%
Somewhat important	28%	32%	31%	27%	30%	29%	27%	28%	40%	24%	35%	21%	28%	30%	20%	20%	29%
Neither important nor unimportant	17%	17%	16%	21%	19%	23%	17%	18%	17%	18%	14%	8%	17%	17%	28%	30%	14%
Somewhat unimportant	8%	8%	7%	8%	6%	3%	14%	8%	8%	11%	7%	12%	9%	8%	0%	9%	9%
Very unimportant	14%	13%	12%	14%	14%	21%	18%	11%	9%	19%	16%	18%	14%	12%	23%	18%	11%
Don't Know	2%	2%	1%	3%	4%	3%	3%	2%	0%	1%	1%	12%	2%	1%	0%	6%	3%
Total Important:	59%	60%	64%	54%	56%	51%	48%	62%	65%	51%	62%	51%	58%	61%	49%	36%	64%
Total Unimportant:	22%	21%	19%	22%	21%	24%	32%	19%	18%	30%	22%	30%	23%	20%	23%	27%	20%
Net:	37%	39%	44%	33%	36%	27%	16%	43%	47%	21%	40%	21%	35%	41%	27%	9%	44%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(34.C) Thinking about the following technologies, how important do you find them while at work?: Google Maps

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	30%	21%	32%	22%	28%	26%	33%	38%	27%	42%	31%
Somewhat important	28%	25%	29%	32%	28%	26%	29%	29%	29%	27%	31%
Neither important nor unimportant	17%	19%	16%	18%	17%	22%	17%	16%	18%	15%	15%
Somewhat unimportant	8%	13%	7%	9%	9%	8%	9%	9%	9%	6%	10%
Very unimportant	14%	19%	14%	19%	15%	17%	12%	7%	15%	7%	13%
Don’t Know	2%	4%	3%	0%	3%	0%	1%	1%	2%	2%	0%
Total Important:	59%	46%	60%	54%	56%	53%	62%	67%	56%	69%	62%
Total Unimportant:	22%	32%	21%	28%	24%	25%	20%	16%	24%	14%	23%
Net:	37%	14%	39%	26%	31%	28%	42%	51%	31%	55%	40%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(34.D) Thinking about the following technologies, how important do you find them while at work?: Google Maps

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	30%	44%	33%	26%	24%	26%	28%	29%	36%	33%	36%	32%	27%	30%	30%	30%	26%	31%	37%	32%
Somewhat important	28%	32%	33%	46%	27%	25%	20%	30%	25%	26%	27%	27%	30%	26%	27%	27%	32%	34%	31%	37%
Neither important nor unimportant	17%	11%	8%	10%	21%	19%	21%	17%	16%	17%	13%	20%	17%	20%	19%	19%	18%	16%	11%	15%
Somewhat unimportant	8%	3%	11%	4%	14%	10%	7%	7%	4%	8%	9%	9%	9%	9%	6%	9%	10%	7%	7%	9%
Very unimportant	14%	5%	14%	10%	10%	19%	20%	14%	16%	14%	14%	11%	15%	13%	16%	14%	12%	11%	14%	7%
Don't Know	2%	6%	1%	4%	4%	1%	4%	3%	3%	2%	1%	1%	1%	2%	1%	1%	2%	1%	0%	0%
Total Important:	59%	76%	66%	72%	51%	51%	48%	59%	61%	59%	63%	59%	58%	56%	58%	57%	58%	65%	67%	69%
Total Unimportant:	22%	8%	25%	14%	24%	29%	28%	21%	20%	22%	23%	20%	24%	22%	22%	22%	22%	18%	21%	16%
Net:	37%	68%	41%	58%	26%	22%	20%	39%	41%	37%	41%	38%	33%	34%	36%	35%	36%	48%	46%	54%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(35.A) Thinking about the following technologies, how important do you find them while at work?: Youtube

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Very important	23%	25%	21%	38%	30%	25%	18%	11%	10%	24%	21%	*	*	24%	24%	22%	23%
Somewhat important	25%	27%	22%	24%	29%	28%	23%	17%	18%	26%	21%	*	*	27%	24%	15%	22%
Neither important nor unimportant	20%	20%	19%	17%	18%	19%	19%	25%	25%	20%	20%	*	*	18%	19%	24%	23%
Somewhat unimportant	11%	10%	11%	10%	10%	10%	12%	12%	8%	10%	13%	*	*	10%	13%	11%	12%
Very unimportant	19%	16%	23%	10%	13%	16%	25%	30%	37%	19%	21%	*	*	20%	19%	25%	18%
Don't Know	2%	1%	3%	1%	1%	2%	2%	4%	3%	2%	3%	*	*	2%	1%	3%	2%
Total Important:	48%	52%	44%	62%	59%	53%	40%	28%	28%	49%	43%	*	*	51%	49%	37%	45%
Total Unimportant:	30%	26%	34%	20%	22%	26%	38%	43%	44%	29%	34%	*	*	29%	32%	35%	30%
Net:	18%	26%	9%	42%	37%	27%	3%	-15%	-16%	21%	9%	*	*	22%	17%	2%	15%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(35.B) Thinking about the following technologies, how important do you find them while at work?: Youtube

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Very important	23%	21%	22%	25%	15%	19%	19%	27%	31%	19%	22%	28%	22%	25%	27%	10%	30%
Somewhat important	25%	23%	23%	16%	30%	24%	27%	27%	29%	23%	27%	37%	24%	26%	13%	17%	26%
Neither important nor unimportant	20%	23%	23%	25%	19%	17%	21%	18%	16%	20%	17%	5%	19%	20%	49%	14%	18%
Somewhat unimportant	11%	10%	13%	7%	13%	15%	15%	9%	8%	11%	10%	15%	11%	10%	0%	14%	9%
Very unimportant	19%	20%	17%	23%	18%	22%	18%	16%	16%	26%	23%	13%	21%	17%	11%	36%	14%
Don't Know	2%	2%	2%	3%	5%	1%	0%	2%	1%	1%	1%	1%	2%	2%	0%	8%	3%
Total Important:	48%	44%	45%	41%	45%	44%	46%	54%	59%	42%	49%	65%	46%	51%	40%	27%	56%
Total Unimportant:	30%	31%	31%	30%	31%	38%	33%	25%	24%	37%	33%	28%	32%	27%	11%	51%	23%
Net:	18%	14%	15%	11%	14%	6%	13%	29%	35%	6%	16%	37%	14%	24%	29%	-23%	33%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(35.C) Thinking about the following technologies, how important do you find them while at work?: Youtube

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Very important	23%	22%	22%	15%	18%	18%	31%	29%	21%	32%	28%
Somewhat important	25%	9%	22%	23%	24%	26%	28%	30%	24%	27%	21%
Neither important nor unimportant	20%	25%	24%	21%	21%	17%	17%	16%	20%	20%	18%
Somewhat unimportant	11%	14%	10%	14%	11%	12%	9%	11%	11%	10%	14%
Very unimportant	19%	24%	19%	25%	23%	26%	15%	13%	22%	9%	18%
Don’t Know	2%	6%	3%	1%	2%	1%	1%	2%	2%	2%	1%
Total Important:	48%	32%	44%	39%	43%	44%	59%	59%	45%	59%	49%
Total Unimportant:	30%	38%	29%	39%	34%	37%	24%	24%	33%	19%	32%
Net:	18%	-6%	14%	0%	9%	7%	35%	35%	12%	40%	18%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(35.D) Thinking about the following technologies, how important do you find them while at work?: Youtube

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Very important	23%	31%	20%	31%	21%	27%	25%	24%	20%	25%	25%	28%	23%	23%	20%	20%	20%	26%	33%	33%
Somewhat important	25%	25%	21%	12%	18%	22%	14%	25%	22%	25%	25%	26%	29%	28%	28%	24%	27%	26%	28%	19%
Neither important nor unimportant	20%	20%	28%	31%	19%	20%	21%	24%	22%	24%	17%	18%	18%	19%	18%	22%	21%	19%	13%	18%
Somewhat unimportant	11%	13%	12%	10%	19%	13%	12%	8%	13%	8%	11%	10%	8%	8%	10%	12%	11%	10%	8%	19%
Very unimportant	19%	10%	18%	15%	20%	16%	25%	18%	21%	14%	19%	17%	21%	19%	22%	20%	19%	18%	17%	12%
Don't Know	2%	2%	1%	1%	3%	3%	2%	2%	3%	4%	2%	1%	1%	3%	3%	2%	1%	1%	0%	0%
Total Important:	48%	55%	41%	43%	40%	48%	40%	49%	41%	50%	50%	54%	52%	51%	48%	44%	47%	53%	62%	52%
Total Unimportant:	30%	23%	29%	25%	38%	29%	37%	26%	34%	22%	31%	27%	29%	27%	32%	32%	30%	28%	25%	31%
Net:	18%	32%	12%	18%	1%	20%	3%	23%	8%	27%	20%	26%	23%	24%	16%	12%	18%	24%	37%	21%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(36.A) Overall, would you say that are you optimistic or pessimistic about the impact technology will have in the next twenty years?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Very optimistic	25%	28%	21%	35%	36%	32%	21%	16%	14%	32%	24%	20%	16%	26%	27%	27%	22%
Somewhat optimistic	39%	40%	38%	42%	39%	37%	40%	37%	39%	40%	40%	35%	38%	40%	38%	40%	38%
Neither optimistic or pessimistic	20%	17%	22%	12%	14%	16%	22%	24%	25%	15%	22%	25%	24%	18%	17%	16%	22%
Somewhat pessimistic	10%	9%	12%	7%	5%	8%	10%	14%	15%	7%	9%	11%	14%	10%	8%	13%	11%
Very pessimistic	4%	4%	4%	2%	2%	3%	4%	5%	4%	3%	3%	5%	4%	3%	6%	3%	4%
Don t know	3%	2%	4%	2%	3%	3%	2%	4%	4%	2%	2%	4%	3%	2%	3%	1%	4%
Total Optimistic:	64%	68%	59%	77%	76%	69%	61%	54%	53%	73%	64%	55%	54%	66%	66%	67%	60%
Total Pessimistic:	14%	12%	15%	9%	8%	12%	15%	19%	18%	10%	12%	16%	19%	13%	14%	16%	14%
Net:	50%	56%	44%	67%	68%	57%	47%	35%	35%	62%	52%	39%	35%	53%	51%	52%	46%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(36.B) Overall, would you say that are you optimistic or pessimistic about the impact technology will have in the next twenty years?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Very optimistic	25%	22%	25%	23%	21%	26%	19%	27%	26%	22%	23%	25%	22%	29%	8%	12%	26%
Somewhat optimistic	39%	41%	39%	35%	33%	43%	38%	39%	42%	39%	39%	39%	39%	41%	36%	30%	37%
Neither optimistic or pessimistic	20%	20%	19%	19%	24%	15%	21%	18%	17%	22%	20%	16%	22%	16%	24%	26%	17%
Somewhat pessimistic	10%	9%	11%	11%	12%	10%	13%	10%	9%	10%	11%	7%	12%	8%	22%	18%	12%
Very pessimistic	4%	5%	4%	8%	7%	2%	4%	2%	3%	3%	6%	1%	3%	3%	8%	9%	5%
Don t know	3%	3%	2%	3%	3%	4%	5%	3%	2%	3%	2%	11%	3%	2%	2%	5%	3%
Total Optimistic:	64%	63%	64%	58%	54%	69%	57%	67%	68%	61%	62%	65%	61%	71%	44%	42%	63%
Total Pessimistic:	14%	14%	15%	20%	19%	12%	16%	13%	13%	13%	17%	8%	15%	11%	30%	27%	17%
Net:	50%	49%	49%	38%	35%	57%	40%	54%	55%	48%	45%	56%	46%	59%	14%	16%	46%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(36.C) Overall, would you say that are you optimistic or pessimistic about the impact technology will have in the next twenty years?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Very optimistic	25%	27%	20%	21%	23%	22%	31%	35%	22%	36%	27%
Somewhat optimistic	39%	29%	38%	39%	39%	38%	43%	41%	39%	42%	37%
Neither optimistic or pessimistic	20%	28%	22%	22%	19%	22%	15%	11%	21%	14%	13%
Somewhat pessimistic	10%	8%	11%	12%	13%	11%	7%	9%	12%	5%	12%
Very pessimistic	4%	2%	4%	4%	4%	4%	2%	3%	4%	2%	5%
Don t know	3%	6%	4%	2%	2%	3%	2%	1%	3%	2%	7%
Total Optimistic:	64%	56%	58%	60%	62%	60%	73%	76%	60%	77%	64%
Total Pessimistic:	14%	10%	15%	16%	17%	15%	10%	12%	16%	7%	16%
Net:	50%	45%	42%	44%	45%	45%	64%	64%	45%	71%	48%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(36.D) Overall, would you say that are you optimistic or pessimistic about the impact technology will have in the next twenty years?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Very optimistic	25%	30%	25%	19%	17%	17%	25%	20%	23%	23%	20%	26%	31%	28%	23%	25%	26%	31%	45%	31%
Somewhat optimistic	39%	33%	37%	38%	37%	35%	28%	41%	37%	38%	43%	38%	37%	40%	44%	46%	43%	43%	32%	47%
Neither optimistic or pessimistic	20%	21%	22%	20%	21%	31%	26%	18%	22%	24%	18%	20%	15%	19%	17%	16%	19%	14%	9%	12%
Somewhat pessimistic	10%	9%	5%	13%	15%	9%	11%	14%	7%	8%	13%	12%	11%	8%	12%	8%	7%	7%	9%	8%
Very pessimistic	4%	5%	6%	6%	4%	4%	5%	4%	5%	5%	4%	3%	3%	3%	3%	3%	4%	2%	4%	1%
Don t know	3%	3%	6%	4%	5%	4%	5%	3%	5%	2%	2%	1%	2%	2%	1%	3%	1%	3%	0%	1%
Total Optimistic:	64%	63%	62%	57%	54%	52%	53%	61%	61%	61%	64%	64%	68%	67%	67%	71%	69%	74%	78%	79%
Total Pessimistic:	14%	14%	11%	19%	19%	13%	16%	18%	12%	13%	17%	15%	15%	11%	14%	11%	11%	9%	13%	9%
Net:	50%	49%	51%	38%	35%	39%	37%	43%	48%	48%	47%	49%	54%	56%	53%	60%	58%	65%	65%	70%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(37.A) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years?Please select up to five.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not work-ing/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Google Workspace (e.g. Google Docs, Sheets, etc.)	8%	7%	9%	16%	12%	9%	7%	5%	2%	10%	11%	6%	4%	8%	9%	11%	7%
WhatsApp	8%	7%	8%	9%	10%	8%	7%	6%	6%	8%	7%	7%	7%	8%	6%	8%	7%
Spotify	6%	7%	6%	13%	9%	7%	6%	4%	3%	7%	8%	10%	5%	6%	10%	10%	7%
Apple Pay	6%	5%	6%	14%	10%	6%	4%	3%	2%	7%	8%	5%	3%	5%	10%	14%	5%
Wi-FI	51%	50%	53%	51%	42%	45%	52%	56%	60%	46%	54%	52%	57%	51%	50%	51%	52%
Uber	5%	5%	6%	11%	8%	6%	5%	3%	2%	6%	7%	6%	4%	5%	9%	8%	6%
Instagram	5%	5%	5%	10%	8%	6%	3%	2%	1%	5%	7%	5%	3%	4%	4%	7%	5%
Tesla Model S or 3	5%	6%	4%	7%	7%	5%	5%	4%	4%	6%	4%	4%	4%	5%	7%	5%	4%
Google Search	41%	37%	44%	35%	35%	42%	43%	44%	43%	38%	44%	43%	42%	41%	36%	39%	40%
Bitcoin	4%	5%	2%	8%	6%	5%	3%	2%	0%	5%	4%	3%	1%	3%	5%	8%	4%
Airbnb	4%	3%	4%	5%	5%	5%	3%	3%	2%	5%	4%	5%	2%	4%	5%	5%	3%
Siri	4%	4%	4%	6%	4%	4%	3%	3%	3%	4%	5%	4%	3%	4%	5%	4%	3%
Apple Watch	4%	4%	5%	7%	6%	5%	4%	3%	3%	6%	4%	3%	3%	4%	5%	5%	4%
Google Maps	39%	36%	42%	32%	37%	39%	41%	43%	39%	39%	37%	32%	40%	40%	41%	38%	37%
Internet browser	34%	35%	33%	28%	25%	31%	35%	40%	43%	30%	33%	35%	41%	35%	31%	31%	34%
iPod	3%	4%	2%	4%	5%	3%	3%	2%	2%	4%	4%	3%	2%	3%	4%	4%	3%
Amazon Echo	3%	4%	3%	3%	5%	3%	3%	2%	2%	4%	3%	2%	2%	4%	3%	1%	2%
CRISPR gene editing	3%	4%	2%	5%	4%	5%	3%	3%	2%	4%	3%	4%	3%	3%	4%	4%	3%
Don t Know	3%	3%	3%	1%	2%	3%	4%	4%	4%	2%	2%	6%	4%	2%	3%	2%	4%
World Wide Web	27%	29%	26%	22%	22%	27%	31%	31%	30%	26%	27%	24%	30%	28%	20%	36%	27%
iPhone	27%	26%	27%	33%	22%	24%	27%	26%	29%	27%	28%	19%	27%	27%	32%	28%	26%
YouTube	25%	27%	24%	27%	27%	28%	24%	24%	24%	25%	26%	31%	25%	24%	25%	20%	28%
Bluetooth	21%	21%	20%	20%	16%	20%	22%	23%	22%	20%	18%	24%	22%	21%	24%	23%	19%
Oculus / Meta Quest	2%	2%	1%	2%	4%	2%	1%	0%	0%	2%	1%	2%	0%	2%	1%	2%	1%
Android	18%	19%	16%	11%	14%	17%	20%	21%	20%	17%	19%	19%	18%	17%	17%	12%	19%
Facebook	14%	13%	15%	7%	13%	16%	15%	15%	17%	13%	15%	14%	15%	15%	13%	6%	14%
Netflix	12%	11%	14%	14%	16%	13%	12%	10%	10%	13%	10%	16%	12%	12%	13%	13%	13%
Wikipedia	11%	12%	10%	11%	11%	11%	10%	11%	13%	9%	12%	16%	13%	10%	10%	12%	13%
Zoom	11%	8%	14%	10%	9%	11%	12%	12%	13%	11%	14%	9%	11%	11%	9%	12%	12%
iPad	10%	8%	12%	7%	7%	6%	6%	11%	19%	7%	11%	5%	15%	11%	7%	7%	9%
AI / Machine learning	10%	13%	7%	20%	17%	13%	9%	4%	3%	13%	10%	10%	6%	9%	11%	14%	10%
3D printing	10%	11%	9%	12%	11%	11%	10%	9%	8%	11%	9%	11%	9%	10%	9%	9%	11%
Slack	1%	1%	1%	1%	2%	2%	0%	0%	0%	2%	1%	0%	0%	1%	1%	1%	1%
Other (please specify)	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%
None of the above	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(37.B) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years?Please select up to five.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Google Workspace (e.g. Google Docs, Sheets, etc.)	8%	8%	7%	6%	9%	5%	8%	10%	9%	5%	6%	12%	8%	9%	16%	1%	8%
WhatsApp	8%	6%	10%	6%	4%	4%	3%	10%	6%	5%	8%	14%	8%	8%	2%	3%	6%
Spotify	6%	4%	8%	4%	5%	6%	5%	6%	6%	8%	8%	3%	6%	7%	5%	3%	7%
Apple Pay	6%	5%	7%	4%	6%	5%	5%	6%	7%	5%	4%	10%	2%	10%	2%	0%	7%
Wi-FI	51%	50%	48%	58%	53%	54%	51%	51%	48%	54%	47%	46%	54%	50%	45%	57%	45%
Uber	5%	5%	6%	4%	3%	6%	3%	6%	4%	5%	6%	4%	5%	7%	5%	1%	5%
Instagram	5%	3%	6%	3%	3%	5%	4%	5%	1%	4%	5%	13%	4%	5%	5%	2%	6%
Tesla Model S or 3	5%	2%	6%	3%	3%	3%	5%	5%	2%	8%	3%	3%	4%	6%	0%	4%	4%
Google Search	41%	41%	37%	44%	45%	42%	37%	42%	38%	40%	39%	36%	44%	37%	40%	48%	37%
Bitcoin	4%	4%	5%	3%	3%	0%	2%	4%	6%	3%	4%	6%	3%	4%	0%	0%	4%
Airbnb	4%	4%	5%	2%	6%	3%	6%	4%	8%	3%	4%	2%	3%	4%	1%	1%	2%
Siri	4%	4%	5%	2%	5%	4%	3%	3%	5%	3%	5%	11%	2%	6%	0%	1%	5%
Apple Watch	4%	4%	4%	7%	2%	3%	2%	5%	6%	5%	5%	4%	2%	8%	4%	1%	7%
Google Maps	39%	41%	41%	35%	37%	36%	39%	37%	39%	42%	39%	23%	43%	35%	44%	44%	34%
Internet browser	34%	36%	33%	37%	39%	37%	43%	35%	30%	32%	33%	32%	36%	31%	39%	45%	30%
iPod	3%	4%	4%	2%	3%	2%	2%	3%	7%	3%	2%	3%	2%	5%	2%	2%	4%
Amazon Echo	3%	4%	3%	2%	5%	1%	3%	3%	5%	3%	2%	8%	3%	4%	4%	0%	4%
CRISPR gene editing	3%	3%	4%	7%	1%	3%	7%	4%	4%	2%	3%	2%	4%	3%	0%	2%	4%
Don t Know	3%	3%	2%	5%	2%	4%	4%	3%	2%	3%	4%	0%	3%	2%	8%	8%	3%
World Wide Web	27%	33%	32%	31%	25%	27%	34%	30%	27%	16%	28%	13%	29%	25%	12%	28%	27%
iPhone	27%	29%	26%	28%	23%	30%	24%	26%	24%	28%	23%	45%	8%	47%	9%	17%	24%
YouTube	25%	27%	23%	24%	28%	28%	29%	25%	27%	26%	24%	51%	28%	23%	25%	32%	27%
Bluetooth	21%	18%	20%	17%	24%	23%	19%	20%	22%	25%	19%	11%	23%	21%	11%	11%	18%
Oculus / Meta Quest	2%	1%	2%	0%	0%	1%	0%	2%	3%	1%	1%	0%	1%	2%	0%	0%	3%
Android	18%	16%	16%	15%	28%	15%	16%	17%	10%	20%	15%	10%	33%	4%	11%	7%	19%
Facebook	14%	13%	12%	15%	18%	22%	20%	12%	17%	19%	14%	20%	15%	12%	18%	20%	15%
Netflix	12%	13%	13%	13%	12%	19%	11%	12%	17%	12%	12%	19%	13%	12%	22%	10%	15%
Wikipedia	11%	10%	11%	10%	13%	11%	17%	12%	11%	11%	11%	13%	11%	10%	15%	16%	14%
Zoom	11%	12%	9%	14%	13%	11%	10%	12%	8%	11%	10%	7%	12%	11%	12%	15%	11%
iPad	10%	10%	9%	10%	5%	11%	9%	10%	13%	11%	11%	12%	6%	14%	4%	11%	10%
AI / Machine learning	10%	9%	14%	7%	3%	8%	9%	11%	5%	7%	13%	15%	9%	13%	0%	2%	11%
3D printing	10%	9%	11%	10%	7%	11%	11%	11%	6%	9%	10%	8%	10%	10%	8%	12%	12%
Slack	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%
Other (please specify)	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	2%	0%
None of the above	1%	2%	2%	3%	2%	1%	0%	1%	0%	1%	1%	1%	1%	1%	6%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(37.C) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years?Please select up to five.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Google Workspace (e.g. Google Docs, Sheets, etc.)	8%	7%	6%	9%	8%	6%	10%	10%	7%	12%	6%
WhatsApp	8%	8%	5%	6%	8%	4%	11%	12%	5%	19%	3%
Spotify	6%	9%	7%	7%	6%	7%	6%	5%	6%	7%	7%
Apple Pay	6%	5%	6%	6%	5%	4%	6%	7%	5%	10%	6%
Wi-FI	51%	52%	53%	53%	53%	51%	49%	45%	51%	51%	57%
Uber	5%	5%	5%	6%	5%	6%	6%	7%	4%	10%	6%
Instagram	5%	4%	5%	2%	5%	4%	6%	5%	4%	8%	5%
Tesla Model S or 3	5%	3%	4%	4%	5%	6%	6%	7%	5%	6%	3%
Google Search	41%	40%	42%	40%	42%	38%	40%	38%	40%	41%	45%
Bitcoin	4%	5%	4%	4%	3%	4%	3%	4%	3%	6%	4%
Airbnb	4%	3%	3%	2%	5%	3%	5%	4%	4%	4%	2%
Siri	4%	4%	3%	2%	4%	3%	3%	4%	3%	4%	5%
Apple Watch	4%	3%	4%	3%	5%	5%	6%	5%	5%	4%	1%
Google Maps	39%	40%	40%	36%	39%	44%	37%	35%	39%	41%	30%
Internet browser	34%	28%	34%	37%	36%	36%	33%	34%	35%	30%	30%
iPod	3%	4%	3%	2%	3%	4%	4%	3%	3%	3%	2%
Amazon Echo	3%	5%	3%	2%	3%	3%	4%	3%	3%	2%	5%
CRISPR gene editing	3%	2%	2%	5%	3%	2%	5%	6%	3%	3%	4%
Don t Know	3%	6%	5%	4%	2%	3%	1%	1%	4%	1%	3%
World Wide Web	27%	16%	22%	35%	31%	22%	32%	34%	28%	26%	25%
iPhone	27%	26%	25%	26%	28%	26%	29%	26%	26%	31%	28%
YouTube	25%	24%	27%	23%	27%	27%	24%	21%	24%	32%	31%
Bluetooth	21%	24%	22%	21%	21%	26%	17%	16%	21%	18%	24%
Oculus / Meta Quest	2%	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%
Android	18%	25%	20%	18%	17%	22%	13%	12%	19%	13%	24%
Facebook	14%	21%	17%	14%	14%	13%	11%	9%	15%	11%	19%
Netflix	12%	13%	15%	11%	13%	10%	12%	9%	13%	11%	15%
Wikipedia	11%	9%	10%	12%	10%	13%	13%	13%	12%	9%	9%
Zoom	11%	5%	10%	10%	12%	13%	13%	16%	11%	12%	5%
iPad	10%	6%	11%	9%	11%	12%	10%	9%	11%	6%	9%
AI / Machine learning	10%	7%	7%	10%	9%	9%	15%	16%	8%	18%	14%
3D printing	10%	4%	9%	9%	10%	11%	11%	13%	10%	9%	12%
Slack	1%	0%	1%	1%	1%	0%	2%	2%	1%	1%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%
None of the above	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Note:

BASE: All Respondents

(37.D) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years?Please select up to five.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Google Workspace (e.g. Google Docs, Sheets, etc.)	8%	9%	5%	6%	7%	7%	7%	7%	6%	3%	7%	6%	9%	7%	10%	8%	9%	10%	12%	12%
WhatsApp	8%	13%	6%	4%	9%	6%	9%	6%	7%	6%	7%	7%	7%	7%	12%	8%	5%	9%	8%	9%
Spotify	6%	17%	7%	10%	6%	5%	5%	5%	10%	7%	6%	7%	8%	4%	5%	6%	6%	8%	9%	7%
Apple Pay	6%	7%	11%	6%	5%	7%	5%	3%	5%	4%	5%	6%	5%	6%	7%	5%	7%	8%	8%	12%
Wi-FI	51%	53%	46%	49%	55%	44%	54%	59%	48%	58%	50%	49%	52%	49%	50%	52%	51%	50%	37%	54%
Uber	5%	3%	10%	7%	3%	4%	4%	4%	5%	6%	6%	3%	5%	7%	6%	8%	7%	5%	6%	5%
Instagram	5%	9%	7%	9%	8%	6%	2%	3%	4%	4%	5%	3%	5%	3%	4%	5%	4%	4%	5%	3%
Tesla Model S or 3	5%	3%	6%	4%	3%	4%	5%	5%	4%	6%	6%	5%	7%	5%	7%	4%	5%	7%	10%	5%
Google Search	41%	37%	35%	45%	40%	38%	40%	42%	42%	37%	43%	40%	39%	38%	41%	42%	43%	37%	37%	41%
Bitcoin	4%	7%	5%	2%	2%	4%	3%	4%	3%	3%	4%	2%	3%	4%	4%	4%	3%	7%	5%	8%
Airbnb	4%	3%	4%	2%	4%	4%	1%	3%	6%	2%	4%	3%	4%	3%	5%	4%	4%	5%	9%	6%
Siri	4%	4%	4%	6%	2%	3%	4%	1%	3%	3%	4%	4%	5%	4%	4%	3%	4%	3%	5%	6%
Apple Watch	4%	1%	4%	4%	4%	4%	4%	3%	2%	2%	5%	6%	6%	4%	4%	5%	4%	8%	10%	7%
Google Maps	39%	31%	31%	36%	40%	38%	40%	38%	42%	35%	40%	41%	41%	34%	39%	40%	42%	41%	29%	29%
Internet browser	34%	31%	26%	38%	36%	37%	37%	37%	37%	35%	32%	36%	30%	37%	36%	33%	36%	32%	28%	31%
iPod	3%	1%	2%	1%	4%	4%	3%	2%	1%	3%	2%	2%	3%	4%	4%	3%	4%	8%	5%	6%
Amazon Echo	3%	0%	3%	1%	1%	3%	3%	2%	4%	3%	3%	5%	4%	4%	3%	2%	4%	4%	11%	1%
CRISPR gene editing	3%	4%	3%	1%	1%	2%	4%	4%	1%	3%	2%	5%	5%	4%	3%	3%	5%	5%	5%	5%
Don t Know	3%	1%	5%	4%	6%	7%	4%	2%	5%	4%	3%	3%	2%	2%	1%	2%	2%	2%	1%	3%
World Wide Web	27%	20%	21%	23%	24%	20%	28%	26%	28%	27%	28%	27%	28%	28%	24%	33%	35%	29%	28%	36%
iPhone	27%	25%	25%	19%	17%	25%	25%	27%	23%	29%	24%	26%	24%	24%	28%	31%	31%	33%	35%	31%
YouTube	25%	32%	37%	31%	30%	27%	27%	32%	26%	27%	26%	26%	22%	24%	22%	25%	25%	21%	23%	17%
Bluetooth	21%	29%	16%	15%	18%	16%	26%	21%	18%	20%	19%	19%	23%	26%	22%	22%	21%	21%	20%	16%
Oculus / Meta Quest	2%	0%	2%	2%	1%	1%	1%	0%	0%	4%	1%	1%	2%	2%	2%	1%	1%	3%	6%	2%
Android	18%	18%	21%	24%	27%	13%	24%	22%	19%	23%	21%	16%	16%	12%	17%	16%	15%	17%	11%	8%
Facebook	14%	11%	17%	16%	21%	16%	17%	18%	17%	14%	15%	16%	15%	12%	13%	12%	13%	12%	13%	9%
Netflix	12%	18%	18%	12%	12%	14%	13%	11%	11%	13%	14%	12%	14%	13%	11%	11%	12%	11%	11%	14%
Wikipedia	11%	18%	16%	16%	13%	12%	11%	10%	10%	9%	11%	9%	10%	13%	8%	11%	14%	10%	11%	10%
Zoom	11%	8%	16%	5%	11%	11%	13%	10%	12%	11%	10%	13%	10%	13%	9%	13%	11%	12%	12%	15%
iPad	10%	5%	6%	11%	7%	11%	7%	12%	10%	11%	9%	12%	9%	10%	10%	10%	10%	9%	13%	13%
AI / Machine learning	10%	12%	8%	10%	7%	9%	8%	6%	8%	13%	9%	8%	12%	15%	10%	10%	11%	14%	11%	16%
3D printing	10%	10%	7%	10%	6%	10%	12%	12%	9%	11%	10%	9%	10%	13%	11%	9%	9%	10%	14%	14%
Slack	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	2%	3%	2%	4%
Other (please specify)	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%
None of the above	1%	5%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	0%	1%	2%	1%	1%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(38.A) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
I know a lot about AI	8%	10%	6%	18%	15%	10%	4%	2%	1%	11%	9%	6%	3%	8%	11%	6%	7%
I know a moderate amount about AI	24%	29%	19%	41%	36%	28%	21%	15%	10%	31%	24%	23%	14%	22%	27%	29%	25%
I know a little about AI	49%	48%	49%	34%	40%	45%	53%	57%	56%	45%	47%	52%	54%	50%	44%	54%	47%
I know nothing at all about AI	18%	12%	23%	5%	8%	14%	19%	23%	30%	12%	17%	17%	26%	18%	17%	11%	19%
Don t Know	2%	2%	3%	2%	1%	3%	2%	3%	3%	1%	2%	3%	3%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(38.B) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
I know a lot about AI	8%	7%	9%	6%	8%	6%	8%	8%	7%	6%	7%	8%	6%	10%	1%	1%	13%
I know a moderate amount about AI	24%	20%	25%	16%	17%	14%	19%	26%	30%	24%	21%	39%	22%	27%	14%	14%	24%
I know a little about AI	49%	50%	50%	54%	45%	54%	51%	47%	46%	49%	51%	42%	51%	46%	42%	47%	43%
I know nothing at all about AI	18%	20%	15%	22%	24%	23%	20%	17%	14%	18%	21%	11%	18%	15%	38%	33%	19%
Don t Know	2%	2%	2%	2%	6%	3%	2%	2%	2%	3%	1%	0%	2%	2%	5%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(38.C) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
I know a lot about AI	8%	7%	6%	5%	5%	5%	12%	14%	7%	10%	10%
I know a moderate amount about AI	24%	16%	19%	23%	22%	23%	31%	32%	21%	34%	28%
I know a little about AI	49%	45%	48%	54%	51%	52%	47%	45%	50%	44%	44%
I know nothing at all about AI	18%	25%	24%	17%	20%	18%	9%	7%	20%	9%	15%
Don t Know	2%	8%	3%	1%	2%	2%	1%	1%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(38.D) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
I know a lot about AI	8%	9%	7%	7%	4%	8%	4%	5%	7%	4%	6%	5%	10%	9%	7%	7%	8%	12%	22%	20%
I know a moderate amount about AI	24%	26%	20%	27%	19%	20%	22%	19%	17%	28%	22%	26%	26%	27%	22%	27%	27%	31%	29%	26%
I know a little about AI	49%	46%	51%	39%	46%	47%	45%	53%	50%	49%	49%	46%	46%	50%	53%	51%	53%	48%	40%	39%
I know nothing at all about AI	18%	15%	17%	21%	27%	22%	26%	20%	24%	18%	20%	21%	16%	13%	17%	14%	11%	9%	9%	14%
Don t Know	2%	5%	4%	5%	4%	3%	2%	4%	3%	1%	2%	2%	2%	0%	1%	2%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(39.A) Based on what you know, which of the following comes closest to your view?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Artificial Intelligence (AI) is developing faster than I expected	52%	53%	51%	54%	46%	49%	49%	53%	59%	50%	51%	50%	56%	53%	53%	52%	50%
Artificial Intelligence (AI) is developing about as quickly as I expected	28%	31%	25%	34%	40%	33%	29%	22%	15%	34%	30%	26%	20%	27%	29%	33%	29%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	6%	4%	8%	8%	7%	5%	3%	2%	6%	7%	6%	3%	5%	6%	7%	4%
Don t Know	15%	11%	19%	4%	6%	12%	17%	21%	24%	10%	13%	18%	22%	14%	12%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(39.B) Based on what you know, which of the following comes closest to your view?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Artificial Intelligence (AI) is developing faster than I expected	52%	51%	53%	49%	47%	49%	50%	53%	43%	52%	50%	37%	52%	53%	44%	48%	49%
Artificial Intelligence (AI) is developing about as quickly as I expected	28%	27%	30%	28%	27%	24%	23%	28%	34%	28%	27%	43%	28%	30%	16%	19%	27%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	6%	4%	8%	5%	3%	4%	5%	9%	4%	7%	3%	5%	5%	3%	1%	9%
Don t Know	15%	16%	13%	16%	21%	25%	23%	13%	14%	16%	16%	18%	15%	12%	36%	32%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(39.C) Based on what you know, which of the following comes closest to your view?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Artificial Intelligence (AI) is developing faster than I expected	52%	42%	50%	53%	54%	52%	53%	56%	52%	53%	47%
Artificial Intelligence (AI) is developing about as quickly as I expected	28%	25%	25%	27%	27%	29%	34%	30%	27%	33%	26%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	4%	4%	6%	4%	4%	6%	8%	5%	6%	14%
Don t Know	15%	29%	20%	15%	16%	14%	7%	6%	17%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(39.D) Based on what you know, which of the following comes closest to your view?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Artificial Intelligence (AI) is developing faster than I expected	52%	48%	43%	53%	46%	53%	46%	50%	49%	52%	53%	54%	52%	54%	52%	55%	56%	54%	51%	46%
Artificial Intelligence (AI) is developing about as quickly as I expected	28%	32%	28%	26%	28%	26%	28%	23%	22%	29%	27%	27%	31%	29%	30%	30%	27%	35%	34%	33%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	9%	10%	7%	2%	4%	6%	5%	5%	3%	3%	5%	6%	7%	7%	4%	5%	4%	9%	9%
Don t Know	15%	11%	19%	14%	25%	18%	21%	21%	24%	16%	16%	15%	11%	9%	11%	11%	11%	8%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(40.A) Which of the following purposes do you expect AI to be widely used for within the next five years?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Using an AI assistant to research new topics for you	38%	39%	37%	46%	38%	39%	40%	37%	33%	38%	42%	44%	36%	37%	41%	44%	38%
Using an AI assistant to summarise long documents for you	36%	36%	35%	50%	41%	40%	35%	29%	27%	38%	37%	37%	31%	34%	38%	45%	36%
Using an AI assistant to perform administrative tasks for you at work	35%	37%	34%	45%	39%	41%	39%	32%	24%	39%	39%	39%	29%	34%	43%	44%	35%
Using an AI assistant to help you generate new ideas	33%	34%	32%	50%	37%	37%	31%	29%	22%	35%	36%	34%	28%	31%	37%	49%	33%
Using AI to help reduce your energy consumption	30%	33%	27%	31%	29%	32%	28%	31%	30%	31%	28%	32%	30%	31%	35%	33%	29%
Using an AI assistant to answer emails or letters for you	28%	29%	27%	44%	33%	34%	29%	23%	15%	31%	33%	32%	21%	26%	40%	38%	28%
Using AI to generate new pictures or video	28%	30%	26%	43%	33%	31%	27%	24%	18%	30%	33%	34%	23%	26%	33%	38%	29%
Using AI to drive your car	28%	31%	25%	38%	33%	30%	29%	24%	21%	30%	28%	31%	26%	28%	31%	33%	28%
Using AI on your smartphone to help pick up emerging medical decisions early	25%	28%	22%	28%	26%	26%	24%	23%	22%	25%	26%	26%	23%	25%	27%	29%	23%
None of the above	6%	6%	7%	3%	4%	6%	7%	9%	8%	5%	6%	9%	7%	6%	7%	4%	7%
Don't know	19%	15%	24%	4%	8%	13%	21%	26%	33%	13%	14%	19%	29%	19%	15%	14%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(40.B) Which of the following purposes do you expect AI to be widely used for within the next five years?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Using an AI assistant to research new topics for you	38%	41%	42%	34%	36%	43%	35%	41%	43%	31%	36%	38%	37%	41%	37%	24%	40%
Using an AI assistant to summarise long documents for you	36%	34%	39%	32%	32%	36%	32%	39%	35%	31%	32%	34%	35%	39%	30%	23%	35%
Using an AI assistant to perform administrative tasks for you at work	35%	37%	38%	33%	34%	37%	34%	37%	33%	30%	36%	37%	35%	38%	30%	24%	36%
Using an AI assistant to help you generate new ideas	33%	33%	37%	33%	29%	31%	24%	35%	31%	28%	31%	41%	32%	36%	21%	23%	33%
Using AI to help reduce your energy consumption	30%	28%	33%	29%	29%	28%	27%	31%	35%	30%	26%	19%	31%	31%	24%	27%	33%
Using an AI assistant to answer emails or letters for you	28%	29%	33%	26%	29%	28%	26%	30%	34%	22%	26%	36%	26%	32%	21%	16%	31%
Using AI to generate new pictures or video	28%	29%	31%	22%	27%	30%	22%	29%	25%	24%	27%	37%	27%	31%	25%	20%	30%
Using AI to drive your car	28%	27%	31%	25%	27%	31%	28%	30%	29%	25%	26%	17%	28%	30%	19%	21%	32%
Using AI on your smartphone to help pick up emerging medical decisions early	25%	24%	27%	26%	23%	22%	24%	25%	24%	23%	27%	27%	25%	26%	17%	14%	27%
None of the above	6%	8%	5%	7%	11%	5%	8%	5%	6%	8%	6%	1%	7%	5%	0%	10%	6%
Don't know	19%	19%	17%	24%	21%	23%	26%	17%	14%	23%	22%	16%	20%	15%	41%	39%	16%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(40.C) Which of the following purposes do you expect AI to be widely used for within the next five years?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Using an AI assistant to research new topics for you	38%	28%	35%	38%	37%	36%	44%	46%	36%	48%	40%
Using an AI assistant to summarise long documents for you	36%	21%	30%	37%	36%	35%	44%	43%	32%	49%	39%
Using an AI assistant to perform administrative tasks for you at work	35%	23%	30%	32%	37%	33%	44%	42%	33%	47%	32%
Using an AI assistant to help you generate new ideas	33%	22%	31%	33%	31%	31%	38%	37%	29%	47%	29%
Using AI to help reduce your energy consumption	30%	22%	27%	31%	31%	32%	34%	35%	29%	35%	33%
Using an AI assistant to answer emails or letters for you	28%	23%	25%	31%	26%	24%	34%	33%	25%	40%	34%
Using AI to generate new pictures or video	28%	23%	26%	27%	26%	26%	33%	33%	25%	39%	28%
Using AI to drive your car	28%	25%	27%	29%	26%	28%	31%	31%	26%	37%	35%
Using AI on your smartphone to help pick up emerging medical decisions early	25%	21%	21%	25%	25%	27%	28%	27%	23%	30%	21%
None of the above	6%	9%	7%	6%	7%	7%	4%	4%	7%	4%	6%
Don't know	19%	33%	25%	21%	20%	21%	10%	8%	22%	8%	15%

Note:

(40.D) Which of the following purposes do you expect AI to be widely used for within the next five years?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Using an AI assistant to research new topics for you	38%	42%	45%	35%	31%	33%	39%	38%	34%	36%	37%	34%	36%	44%	38%	42%	41%	43%	43%	50%
Using an AI assistant to summarise long documents for you	36%	41%	31%	35%	30%	28%	33%	31%	32%	37%	35%	32%	33%	40%	36%	42%	40%	42%	43%	41%
Using an AI assistant to perform administrative tasks for you at work	35%	40%	30%	29%	30%	30%	33%	32%	32%	39%	33%	32%	31%	40%	36%	42%	39%	47%	42%	45%
Using an AI assistant to help you generate new ideas	33%	38%	41%	31%	28%	30%	29%	34%	28%	33%	34%	32%	32%	37%	31%	35%	32%	40%	36%	39%
Using AI to help reduce your energy consumption	30%	31%	31%	28%	28%	27%	28%	30%	26%	25%	30%	33%	28%	30%	32%	33%	33%	36%	41%	26%
Using an AI assistant to answer emails or letters for you	28%	37%	32%	29%	24%	25%	27%	29%	21%	31%	26%	27%	27%	28%	27%	31%	30%	35%	30%	39%
Using AI to generate new pictures or video	28%	30%	31%	30%	26%	29%	28%	25%	23%	32%	32%	25%	28%	27%	26%	29%	30%	31%	28%	25%
Using AI to drive your car	28%	33%	37%	26%	24%	24%	26%	28%	26%	28%	29%	26%	29%	27%	29%	31%	29%	32%	26%	29%
Using AI on your smartphone to help pick up emerging medical decisions early	25%	28%	23%	23%	21%	23%	23%	24%	19%	24%	26%	24%	25%	29%	28%	25%	26%	27%	28%	20%
None of the above	6%	10%	7%	8%	9%	8%	6%	8%	9%	9%	8%	4%	7%	4%	5%	5%	4%	3%	4%	7%
Don't know	19%	16%	12%	22%	29%	25%	25%	24%	29%	18%	21%	21%	16%	15%	16%	13%	16%	9%	11%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(41.A) And which of the following purposes do you expect AI to be widely used for within the next twenty years?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Using AI to drive your car	45%	48%	42%	53%	46%	46%	48%	43%	40%	45%	47%	48%	44%	44%	44%	52%	45%
Using an AI assistant to perform administrative tasks for you at work	43%	44%	42%	50%	44%	46%	46%	42%	34%	45%	45%	47%	39%	42%	46%	54%	42%
Using AI to help reduce your energy consumption	42%	46%	40%	46%	40%	42%	44%	43%	42%	41%	41%	44%	44%	43%	44%	46%	41%
Using an AI assistant to research new topics for you	41%	43%	39%	44%	39%	43%	43%	41%	37%	41%	43%	44%	39%	41%	41%	45%	40%
Using an AI assistant to summarise long documents for you	40%	41%	38%	46%	41%	42%	43%	37%	34%	42%	39%	42%	37%	40%	41%	46%	39%
Using an AI assistant to help you generate new ideas	39%	41%	37%	47%	42%	44%	39%	37%	31%	41%	42%	44%	36%	39%	41%	47%	38%
Using AI on your smartphone to help pick up emerging medical decisions early	39%	41%	36%	44%	41%	41%	39%	37%	34%	39%	40%	40%	38%	39%	44%	43%	37%
Using an AI assistant to answer emails or letters for you	37%	38%	36%	46%	39%	43%	38%	35%	26%	40%	39%	40%	32%	37%	44%	45%	35%
Using AI to generate new pictures or video	34%	37%	31%	44%	36%	37%	33%	33%	27%	35%	35%	38%	31%	34%	37%	41%	34%
None of the above	4%	4%	4%	2%	3%	4%	6%	5%	4%	4%	5%	5%	4%	3%	4%	3%	5%
Don't know	20%	16%	24%	6%	9%	14%	20%	27%	34%	14%	15%	23%	29%	20%	16%	15%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(41.B) And which of the following purposes do you expect AI to be widely used for within the next twenty years?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Using AI to drive your car	45%	48%	48%	44%	39%	46%	45%	46%	45%	42%	39%	35%	46%	46%	36%	35%	43%
Using an AI assistant to perform administrative tasks for you at work	43%	44%	46%	43%	42%	45%	42%	44%	39%	38%	39%	40%	43%	44%	33%	35%	43%
Using AI to help reduce your energy consumption	42%	41%	46%	41%	42%	41%	38%	44%	44%	40%	42%	41%	44%	43%	39%	30%	43%
Using an AI assistant to research new topics for you	41%	44%	43%	42%	39%	47%	41%	42%	44%	34%	43%	43%	41%	43%	33%	27%	42%
Using an AI assistant to summarise long documents for you	40%	40%	40%	39%	39%	38%	36%	42%	39%	36%	37%	21%	40%	42%	32%	31%	37%
Using an AI assistant to help you generate new ideas	39%	39%	42%	38%	35%	38%	39%	42%	42%	33%	35%	38%	39%	42%	32%	27%	40%
Using AI on your smartphone to help pick up emerging medical decisions early	39%	40%	41%	36%	39%	36%	39%	40%	40%	35%	37%	44%	39%	41%	26%	25%	41%
Using an AI assistant to answer emails or letters for you	37%	40%	40%	36%	33%	42%	37%	38%	40%	32%	34%	25%	35%	40%	31%	25%	38%
Using AI to generate new pictures or video	34%	35%	37%	34%	33%	31%	30%	35%	34%	31%	30%	31%	34%	35%	21%	28%	34%
None of the above	4%	6%	3%	7%	6%	4%	5%	3%	5%	6%	5%	1%	5%	3%	0%	9%	4%
Don't know	20%	20%	18%	22%	23%	22%	24%	18%	16%	23%	24%	16%	21%	15%	37%	40%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(41.C) And which of the following purposes do you expect AI to be widely used for within the next twenty years?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Using AI to drive your car	45%	39%	42%	47%	44%	45%	50%	46%	43%	54%	48%
Using an AI assistant to perform administrative tasks for you at work	43%	35%	37%	44%	43%	39%	52%	48%	41%	50%	46%
Using AI to help reduce your energy consumption	42%	32%	40%	43%	43%	41%	48%	47%	41%	48%	46%
Using an AI assistant to research new topics for you	41%	31%	38%	41%	42%	38%	46%	46%	39%	48%	44%
Using an AI assistant to summarise long documents for you	40%	30%	35%	41%	41%	38%	45%	48%	38%	48%	43%
Using an AI assistant to help you generate new ideas	39%	31%	36%	40%	41%	38%	44%	42%	37%	50%	37%
Using AI on your smartphone to help pick up emerging medical decisions early	39%	32%	35%	41%	40%	38%	44%	41%	37%	45%	45%

(41.D) And which of the following purposes do you expect AI to be widely used for within the next twenty years?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Using AI to drive your car	45%	47%	43%	41%	39%	39%	41%	48%	40%	49%	49%	42%	41%	45%	49%	50%	47%	53%	47%	49%
Using an AI assistant to perform administrative tasks for you at work	43%	42%	38%	39%	38%	33%	41%	41%	34%	46%	43%	43%	43%	45%	40%	49%	49%	51%	45%	53%
Using AI to help reduce your energy consumption	42%	39%	42%	39%	35%	39%	41%	39%	40%	46%	43%	40%	41%	46%	45%	48%	46%	48%	48%	47%
Using an AI assistant to research new topics for you	41%	34%	38%	40%	36%	35%	39%	40%	36%	43%	42%	40%	40%	47%	40%	45%	45%	45%	45%	42%
Using an AI assistant to summarise long documents for you	40%	39%	38%	36%	35%	32%	34%	41%	32%	44%	42%	36%	38%	43%	41%	46%	44%	48%	41%	52%
Using an AI assistant to help you generate new ideas	39%	42%	36%	38%	33%	36%	35%	37%	35%	44%	39%	36%	37%	42%	41%	45%	43%	45%	43%	46%
Using AI on your smartphone to help pick up emerging medical decisions early	39%	32%	29%	38%	31%	38%	36%	38%	34%	41%	39%	39%	37%	40%	40%	42%	45%	41%	46%	41%
Using an AI assistant to answer emails or letters for you	37%	38%	35%	28%	32%	31%	34%	32%	32%	40%	37%	34%	39%	41%	35%	43%	38%	46%	41%	41%
Using AI to generate new pictures or video	34%	34%	29%	32%	29%	29%	35%	32%	29%	42%	36%	29%	33%	36%	33%	38%	36%	42%	41%	36%
None of the above	4%	7%	5%	6%	4%	5%	5%	5%	5%	6%	6%	5%	3%	2%	3%	4%	3%	2%	1%	4%
Don't know	20%	20%	17%	24%	30%	26%	23%	23%	29%	19%	21%	21%	15%	16%	16%	15%	15%	10%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(42.A) Have your children used Google Classroom?

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	1298	585	712	25	208	600	370	79	16	927	142	77	144	1007	65	28	191
Weighted	1320	661	657	26	271	563	388	57	13	951	143	81	136	1004	67	30	211
Yes, they have	57%	54%	60%	68%	62%	56%	56%	46%	45%	58%	55%	56%	53%	61%	49%	55%	38%
No, they have not	31%	33%	29%	21%	31%	32%	30%	32%	27%	31%	29%	33%	32%	29%	40%	28%	39%
Don t know	12%	13%	12%	11%	7%	12%	14%	22%	29%	11%	16%	11%	16%	10%	11%	17%	23%

Note:

BASE: Parents with school-aged children

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(42.B) Have your children used Google Classroom?

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	1298	157	140	63	58	54	49	381	45	189	77	85	589	686	11	8	217
Weighted	1320	190	167	56	42	26	43	497	7	229	53	10	625	677	5	9	226
Yes, they have	57%	72%	29%	49%	31%	85%	69%	66%	63%	46%	57%	63%	49%	64%	67%	28%	65%
No, they have not	31%	18%	47%	30%	42%	8%	27%	26%	28%	42%	32%	25%	37%	25%	10%	57%	26%
Don t know	12%	10%	24%	21%	27%	7%	4%	8%	9%	12%	12%	12%	14%	10%	23%	15%	10%

Note:

BASE: Parents with school-aged children

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(42.C) Have your children used Google Classroom?

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	1298	34	206	98	290	123	397	147	960	238	89
Weighted	1320	54	279	88	265	127	373	130	996	256	58
Yes, they have	57%	50%	51%	46%	61%	44%	62%	70%	57%	54%	59%
No, they have not	31%	39%	32%	35%	30%	38%	29%	24%	30%	34%	28%
Don t know	12%	11%	17%	19%	10%	18%	10%	6%	12%	13%	13%

Note:

BASE: Parents with school-aged children

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(42.D) Have your children used Google Classroom?

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	1298	15	24	13	31	25	36	40	40	47	104	102	112	83	98	165	105	130	59	33
Weighted	1320	18	28	14	35	31	37	42	36	42	109	93	99	78	101	171	108	140	63	35
Yes, they have	57%	41%	50%	56%	49%	71%	35%	39%	37%	25%	42%	54%	57%	53%	60%	58%	67%	73%	76%	82%
No, they have not	31%	24%	42%	44%	30%	24%	40%	41%	47%	60%	45%	36%	30%	38%	26%	25%	25%	22%	19%	8%
Don t know	12%	36%	8%	0%	21%	5%	25%	20%	17%	16%	13%	10%	14%	8%	14%	16%	8%	5%	5%	10%

Note:

BASE: Parents with school-aged children

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(43.A) In your experience, how did you and your children find using Google Classroom?: Easy to use

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	733	304	429	18	128	343	202	35	7	527	78	42	80	608	32	15	75
Weighted	750	359	391	18	167	314	219	26	6	548	79	45	72	617	33	16	80
True for me	79%	78%	79%	91%	77%	76%	82%	77%	79%	79%	74%	77%	81%	81%	59%	69%	70%
Not true in my experience	15%	15%	15%	9%	19%	16%	10%	18%	14%	16%	15%	9%	13%	14%	27%	13%	16%
Don t know	6%	6%	6%	0%	3%	7%	8%	5%	8%	5%	11%	14%	6%	5%	13%	18%	14%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(43.B) In your experience, how did you and your children find using Google Classroom?: Easy to use

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	733	114	44	29	19	45	33	255	28	87	45	34	295	427	6	2	142
Weighted	750	137	48	27	13	22	30	326	5	106	30	6	305	436	3	2	146
True for me	79%	74%	83%	78%	79%	85%	89%	78%	81%	84%	68%	89%	79%	79%	73%	40%	79%
Not true in my experience	15%	18%	12%	9%	10%	11%	9%	17%	16%	12%	16%	11%	13%	16%	27%	60%	19%
Don t know	6%	8%	4%	14%	11%	4%	3%	5%	3%	4%	16%	0%	8%	5%	0%	0%	2%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(43.C) In your experience, how did you and your children find using Google Classroom?: Easy to use

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	733	18	102	40	169	52	243	108	556	131	39
Weighted	750	27	143	41	162	56	230	90	571	137	34
True for me	79%	68%	71%	75%	85%	67%	81%	86%	77%	86%	86%
Not true in my experience	15%	19%	20%	20%	9%	23%	14%	13%	17%	9%	10%
Don t know	6%	13%	9%	6%	6%	10%	5%	1%	7%	5%	4%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(43.D) In your experience, how did you and your children find using Google Classroom?: Easy to use

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	733	8	12	8	14	18	14	18	19	16	42	51	59	42	58	97	68	95	45	26
Weighted	750	7	14	8	17	22	13	16	13	10	46	50	56	42	60	99	72	102	49	29
True for me	79%	47%	57%	73%	66%	63%	89%	67%	79%	79%	82%	77%	79%	75%	92%	81%	80%	79%	76%	85%
Not true in my experience	15%	10%	13%	27%	14%	37%	1%	33%	18%	21%	8%	23%	12%	12%	5%	13%	16%	15%	19%	15%
Don t know	6%	43%	30%	0%	20%	0%	9%	0%	4%	0%	10%	0%	9%	12%	3%	6%	3%	6%	5%	0%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(44.A) In your experience, how did you and your children find using Google Classroom?: Convenient

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	733	304	429	18	128	343	202	35	7	527	78	42	80	608	32	15	75
Weighted	750	359	391	18	167	314	219	26	6	548	79	45	72	617	33	16	80
True for me	81%	78%	85%	80%	82%	81%	83%	74%	86%	82%	85%	72%	79%	84%	77%	79%	68%
Not true in my experience	12%	15%	9%	20%	14%	11%	9%	18%	14%	13%	5%	3%	13%	12%	12%	10%	10%
Don t know	7%	7%	6%	0%	4%	8%	8%	8%	0%	5%	10%	26%	9%	4%	11%	11%	22%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(44.B) In your experience, how did you and your children find using Google Classroom?: Convenient

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	733	114	44	29	19	45	33	255	28	87	45	34	295	427	6	2	142
Weighted	750	137	48	27	13	22	30	326	5	106	30	6	305	436	3	2	146
True for me	81%	78%	80%	82%	79%	92%	83%	79%	70%	92%	73%	89%	81%	82%	49%	100%	79%
Not true in my experience	12%	10%	10%	8%	6%	2%	14%	15%	27%	7%	8%	11%	9%	14%	15%	0%	16%
Don t know	7%	12%	10%	10%	15%	6%	3%	5%	3%	1%	19%	0%	10%	4%	36%	0%	6%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(44.C) In your experience, how did you and your children find using Google Classroom?: Convenient

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	733	18	102	40	169	52	243	108	556	131	39
Weighted	750	27	143	41	162	56	230	90	571	137	34
True for me	81%	74%	73%	76%	85%	81%	85%	84%	81%	85%	82%
Not true in my experience	12%	7%	13%	16%	8%	17%	11%	13%	13%	9%	5%
Don t know	7%	19%	14%	8%	6%	2%	4%	3%	7%	5%	13%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(44.D) In your experience, how did you and your children find using Google Classroom?: Convenient

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	733	8	12	8	14	18	14	18	19	16	42	51	59	42	58	97	68	95	45	26
Weighted	750	7	14	8	17	22	13	16	13	10	46	50	56	42	60	99	72	102	49	29
True for me	81%	54%	54%	100%	74%	54%	99%	90%	79%	81%	78%	86%	77%	78%	92%	81%	85%	85%	81%	88%
Not true in my experience	12%	3%	17%	0%	14%	30%	1%	10%	18%	10%	9%	12%	13%	12%	7%	11%	13%	10%	16%	12%
Don t know	7%	43%	29%	0%	12%	15%	0%	0%	4%	9%	13%	2%	10%	10%	1%	7%	2%	5%	3%	0%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(45.A) In your experience, how did you and your children find using Google Classroom?: Complicated

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	733	304	429	18	128	343	202	35	7	527	78	42	80	608	32	15	75
Weighted	750	359	391	18	167	314	219	26	6	548	79	45	72	617	33	16	80
True for me	28%	29%	26%	42%	34%	25%	28%	14%	0%	29%	29%	14%	23%	28%	36%	21%	21%
Not true in my experience	62%	61%	63%	58%	59%	62%	62%	81%	92%	62%	56%	63%	70%	62%	56%	64%	62%
Don t know	10%	10%	11%	0%	6%	13%	11%	6%	8%	9%	15%	24%	8%	9%	8%	15%	17%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(45.B) In your experience, how did you and your children find using Google Classroom?: Complicated

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	733	114	44	29	19	45	33	255	28	87	45	34	295	427	6	2	142
Weighted	750	137	48	27	13	22	30	326	5	106	30	6	305	436	3	2	146
True for me	28%	31%	34%	30%	33%	31%	23%	27%	49%	21%	22%	19%	30%	26%	72%	0%	42%
Not true in my experience	62%	57%	58%	61%	43%	63%	71%	65%	46%	67%	50%	69%	56%	66%	28%	100%	55%
Don t know	10%	12%	8%	8%	24%	7%	6%	8%	6%	12%	28%	13%	14%	8%	0%	0%	4%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(45.C) In your experience, how did you and your children find using Google Classroom?: Complicated

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	733	18	102	40	169	52	243	108	556	131	39
Weighted	750	27	143	41	162	56	230	90	571	137	34
True for me	28%	26%	26%	31%	24%	18%	28%	42%	28%	28%	17%
Not true in my experience	62%	58%	59%	62%	64%	65%	65%	56%	61%	64%	63%
Don t know	10%	16%	15%	8%	11%	17%	8%	3%	11%	8%	20%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(45.D) In your experience, how did you and your children find using Google Classroom?: Complicated

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	733	8	12	8	14	18	14	18	19	16	42	51	59	42	58	97	68	95	45	26
Weighted	750	7	14	8	17	22	13	16	13	10	46	50	56	42	60	99	72	102	49	29
True for me	28%	19%	30%	0%	42%	42%	11%	52%	30%	32%	25%	39%	23%	22%	22%	29%	29%	24%	35%	23%
Not true in my experience	62%	37%	37%	100%	37%	58%	88%	35%	58%	65%	71%	59%	61%	60%	73%	59%	67%	66%	50%	75%
Don t know	10%	43%	33%	0%	20%	0%	1%	13%	12%	3%	4%	2%	15%	19%	6%	12%	5%	9%	15%	3%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(46.A) In your experience, how did you and your children find using Google Classroom?: Helped with my child s learning

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	733	304	429	18	128	343	202	35	7	527	78	42	80	608	32	15	75
Weighted	750	359	391	18	167	314	219	26	6	548	79	45	72	617	33	16	80
True for me	75%	75%	75%	80%	77%	76%	71%	81%	79%	76%	71%	73%	74%	76%	53%	71%	73%
Not true in my experience	14%	15%	12%	5%	14%	13%	16%	11%	14%	14%	11%	14%	9%	13%	24%	9%	13%
Don t know	12%	10%	13%	14%	9%	12%	14%	8%	8%	10%	18%	14%	18%	10%	23%	19%	15%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(46.B) In your experience, how did you and your children find using Google Classroom?: Helped with my child s learning

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	733	114	44	29	19	45	33	255	28	87	45	34	295	427	6	2	142
Weighted	750	137	48	27	13	22	30	326	5	106	30	6	305	436	3	2	146
True for me	75%	70%	79%	83%	78%	88%	84%	74%	74%	76%	66%	89%	73%	76%	59%	100%	81%
Not true in my experience	14%	18%	10%	9%	0%	8%	2%	17%	19%	8%	10%	11%	11%	16%	41%	0%	14%
Don t know	12%	12%	10%	8%	22%	3%	14%	10%	6%	16%	23%	0%	16%	9%	0%	0%	5%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(46.C) In your experience, how did you and your children find using Google Classroom?: Helped with my child s learning

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	733	18	102	40	169	52	243	108	556	131	39
Weighted	750	27	143	41	162	56	230	90	571	137	34
True for me	75%	78%	67%	76%	74%	72%	77%	85%	74%	77%	76%
Not true in my experience	14%	8%	19%	6%	12%	15%	14%	11%	14%	11%	10%
Don t know	12%	15%	14%	18%	14%	13%	9%	4%	11%	11%	13%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(46.D) In your experience, how did you and your children find using Google Classroom?: Helped with my child s learning

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	733	8	12	8	14	18	14	18	19	16	42	51	59	42	58	97	68	95	45	26
Weighted	750	7	14	8	17	22	13	16	13	10	46	50	56	42	60	99	72	102	49	29
True for me	75%	70%	82%	92%	73%	55%	99%	73%	72%	83%	74%	89%	77%	69%	77%	69%	76%	79%	67%	86%
Not true in my experience	14%	0%	0%	8%	7%	22%	1%	19%	28%	17%	11%	11%	7%	14%	14%	17%	17%	10%	22%	11%
Don t know	12%	30%	18%	0%	20%	23%	0%	7%	0%	0%	15%	0%	16%	17%	9%	14%	7%	11%	11%	3%

Note:

BASE: Parents whose children have used Google Classroom

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(47.A) Have you ever used any of the following accessibility features in your personal life on your mobile phone, tablet or computer?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	7183	3263	3895	723	986	1202	1002	1363	1907	3131	787	469	2740	3920	389	252	2548
Weighted	7183	3525	3633	802	1240	1183	1129	1236	1593	3298	811	535	2479	3725	405	264	2709
Changing settings on your device for colour-blindness	9%	11%	7%	17%	17%	12%	7%	3%	2%	13%	9%	8%	3%	9%	13%	11%	7%
Increasing size or contrast of text on your screen	41%	39%	43%	42%	36%	40%	41%	45%	45%	39%	45%	43%	43%	43%	38%	47%	40%
Voice control of your device	31%	34%	28%	36%	37%	38%	33%	28%	19%	36%	32%	29%	24%	32%	41%	42%	27%
Use of video conferencing as unable to travel	30%	31%	29%	33%	32%	34%	31%	28%	24%	34%	30%	24%	26%	32%	29%	35%	27%
Having your device read text out loud	22%	23%	21%	37%	30%	29%	21%	13%	11%	26%	26%	22%	15%	21%	27%	24%	22%
Live captioning of video or voice	21%	23%	20%	40%	31%	27%	18%	11%	10%	24%	26%	23%	15%	19%	25%	31%	22%
Live translation of video or voice	16%	18%	13%	28%	23%	20%	12%	9%	7%	20%	17%	15%	10%	15%	19%	17%	15%
None of the above	24%	22%	27%	12%	15%	19%	25%	31%	36%	19%	19%	26%	33%	24%	21%	15%	27%
Don't know	3%	4%	3%	3%	4%	4%	4%	4%	3%	3%	3%	6%	3%	2%	7%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(47.B) Have you ever used any of the following accessibility features in your personal life on your mobile phone, tablet or computer?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	7183	731	883	334	228	209	232	2371	206	1436	342	211	3227	3400	56	176	1220
Weighted	7183	836	982	259	149	97	187	2789	31	1608	220	25	3311	3359	44	171	1248
Changing settings on your device for colour-blindness	9%	7%	9%	6%	6%	6%	4%	11%	11%	6%	9%	17%	7%	11%	5%	4%	12%
Increasing size or contrast of text on your screen	41%	46%	44%	48%	41%	49%	44%	42%	38%	35%	47%	35%	44%	41%	21%	38%	46%
Voice control of your device	31%	32%	32%	29%	24%	32%	26%	30%	35%	31%	32%	21%	29%	36%	17%	12%	34%
Use of video conferencing as unable to travel	30%	30%	35%	32%	24%	24%	29%	28%	28%	31%	26%	31%	29%	34%	18%	20%	31%
Having your device read text out loud	22%	24%	25%	22%	22%	24%	23%	23%	29%	17%	28%	37%	20%	26%	10%	10%	26%
Live captioning of video or voice	21%	21%	24%	21%	16%	20%	23%	23%	22%	17%	22%	25%	20%	24%	19%	7%	26%
Live translation of video or voice	16%	15%	17%	12%	10%	13%	13%	17%	16%	12%	20%	21%	14%	19%	11%	5%	19%
None of the above	24%	24%	20%	26%	27%	25%	28%	23%	19%	30%	21%	16%	25%	20%	51%	44%	19%
Don't know	3%	5%	4%	3%	7%	6%	3%	2%	2%	4%	2%	8%	4%	2%	8%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(47.C) Have you ever used any of the following accessibility features in your personal life on your mobile phone, tablet or computer?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	7183	261	1604	642	1529	752	1647	714	5597	1218	295
Weighted	7183	373	2114	567	1308	704	1464	613	5545	1337	223
Changing settings on your device for colour-blindness	9%	8%	8%	8%	8%	6%	11%	11%	7%	12%	17%
Increasing size or contrast of text on your screen	41%	37%	41%	46%	42%	39%	40%	44%	41%	43%	47%
Voice control of your device	31%	30%	27%	31%	33%	31%	33%	34%	29%	37%	39%
Use of video conferencing as unable to travel	30%	20%	22%	29%	30%	30%	38%	45%	28%	36%	34%
Having your device read text out loud	22%	23%	20%	24%	23%	17%	25%	24%	20%	31%	32%
Live captioning of video or voice	21%	19%	20%	23%	20%	18%	23%	26%	18%	33%	29%
Live translation of video or voice	16%	12%	13%	17%	13%	13%	20%	21%	13%	26%	20%
None of the above	24%	28%	30%	22%	25%	28%	19%	14%	27%	17%	15%
Don't know	3%	8%	4%	3%	3%	3%	2%	2%	3%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(47.D) Have you ever used any of the following accessibility features in your personal life on your mobile phone, tablet or computer?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	7183	150	167	180	292	267	315	291	298	326	610	559	566	422	466	685	436	403	167	91
Weighted	7183	176	196	202	300	282	329	284	291	316	619	524	540	405	466	679	440	404	173	93
Changing settings on your device for colour-blindness	9%	14%	7%	8%	4%	8%	6%	6%	7%	6%	6%	10%	10%	9%	9%	10%	13%	10%	19%	20%
Increasing size or contrast of text on your screen	41%	37%	36%	47%	40%	41%	42%	39%	40%	41%	43%	42%	40%	44%	39%	42%	47%	39%	38%	37%
Voice control of your device	31%	33%	31%	26%	24%	28%	34%	25%	27%	27%	33%	29%	31%	31%	29%	38%	34%	39%	43%	32%
Use of video conferencing as unable to travel	30%	22%	30%	30%	23%	20%	25%	23%	23%	28%	29%	31%	30%	30%	33%	35%	36%	40%	35%	42%
Having your device read text out loud	22%	27%	28%	20%	17%	18%	21%	16%	17%	23%	23%	22%	24%	24%	21%	23%	25%	26%	28%	34%
Live captioning of video or voice	21%	31%	31%	18%	14%	20%	17%	13%	17%	23%	21%	20%	23%	23%	20%	23%	23%	23%	30%	28%
Live translation of video or voice	16%	22%	18%	16%	12%	15%	12%	12%	11%	13%	15%	14%	15%	14%	19%	17%	18%	21%	21%	19%
None of the above	24%	23%	24%	29%	36%	29%	28%	29%	30%	26%	26%	26%	21%	20%	23%	22%	19%	20%	12%	18%
Don't know	3%	3%	6%	3%	5%	3%	5%	6%	5%	5%	3%	4%	2%	2%	4%	2%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(48.A) Have you ever used any of the following accessibility features in your work on your mobile phone, tablet or computer?Please select all that apply.

		Gender		Age						Work status				Marital status			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Working full time	Working part time	Not working/temporarily unemployed	Other	Married	In a relationship - cohabiting	In a relationship - live separately	Single
Unweighted	3918	1898	2005	459	827	983	768	666	215	3131	787	0	0	2151	288	182	1269
Weighted	4109	2199	1897	493	1022	958	853	602	180	3298	811	0	0	2176	301	194	1404
Use of video conferencing as unable to travel	28%	29%	28%	26%	28%	33%	29%	22%	24%	30%	23%	*	*	30%	27%	27%	26%
Increasing size or contrast of text on your screen	27%	27%	28%	29%	27%	28%	29%	24%	29%	27%	28%	*	*	29%	26%	28%	26%
Using your phone s microphone and a pair of headphones to amplify sound	25%	26%	23%	33%	31%	28%	20%	12%	16%	26%	21%	*	*	25%	27%	27%	24%
Voice control of your device	20%	22%	17%	25%	25%	21%	16%	12%	13%	21%	16%	*	*	20%	23%	21%	18%
Live captioning of video or voice	17%	18%	16%	28%	21%	18%	13%	6%	11%	17%	15%	*	*	17%	18%	16%	17%
Having your device read out loud text	17%	18%	15%	27%	21%	18%	12%	7%	11%	17%	14%	*	*	16%	19%	14%	18%
Live translation of video or voice	16%	19%	12%	28%	22%	17%	10%	5%	10%	17%	12%	*	*	17%	17%	9%	15%
Changing settings on your device for colour-blindness	10%	12%	8%	17%	15%	11%	6%	2%	2%	11%	6%	*	*	11%	14%	9%	8%
None of the above	32%	29%	36%	22%	22%	27%	40%	51%	48%	31%	39%	*	*	30%	33%	35%	35%
Don't know	4%	3%	4%	2%	3%	5%	4%	3%	5%	3%	5%	*	*	3%	4%	3%	4%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(48.B) Have you ever used any of the following accessibility features in your work on your mobile phone, tablet or computer?Please select all that apply.

		Province											Mobile phone				Disability
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut, Yukon, Northwest Territories	Android	iPhone	Other	Non-smartphone	Yes
Unweighted	3918	429	527	169	123	98	102	1286	110	719	203	152	1650	2151	20	41	543
Weighted	4109	513	609	139	88	48	88	1593	18	856	137	20	1789	2211	12	45	574
Use of video conferencing as unable to travel	28%	29%	29%	29%	28%	33%	31%	28%	26%	27%	23%	48%	26%	31%	32%	25%	27%
Increasing size or contrast of text on your screen	27%	28%	28%	24%	25%	32%	30%	31%	26%	21%	29%	31%	28%	27%	45%	33%	31%
Using your phone s microphone and a pair of headphones to amplify sound	25%	26%	27%	21%	31%	27%	13%	26%	35%	21%	24%	22%	22%	28%	28%	13%	29%
Voice control of your device	20%	21%	19%	21%	15%	18%	12%	22%	21%	16%	19%	8%	17%	22%	27%	9%	22%
Live captioning of video or voice	17%	14%	16%	17%	13%	12%	8%	20%	25%	15%	10%	32%	13%	20%	25%	8%	20%
Having your device read out loud text	17%	18%	15%	16%	15%	18%	18%	19%	8%	14%	19%	29%	15%	19%	16%	11%	22%
Live translation of video or voice	16%	11%	15%	12%	11%	13%	13%	20%	10%	13%	12%	34%	13%	19%	7%	13%	20%
Changing settings on your device for colour-blindness	10%	10%	10%	7%	4%	8%	9%	12%	12%	8%	9%	7%	7%	13%	7%	7%	19%
None of the above	32%	34%	31%	38%	34%	30%	39%	28%	28%	39%	37%	15%	37%	28%	26%	46%	22%
Don't know	4%	5%	3%	8%	6%	4%	3%	3%	3%	3%	4%	12%	4%	3%	7%	5%	4%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(48.C) Have you ever used any of the following accessibility features in your work on your mobile phone, tablet or computer?Please select all that apply.

		Education							Ethnicity		
	Total	Less than a high school diploma	High school graduate	Some post-secondary	Post-secondary certificate or diploma	CEGEP	Bachelor s degree	Above bachelor s degree	White	BAME	Indigenous/First Nations/Metis/Inuit
Unweighted	3918	91	688	305	849	399	1121	451	2887	814	177
Weighted	4109	143	981	284	785	404	1071	423	3037	904	124
Use of video conferencing as unable to travel	28%	17%	20%	22%	27%	27%	36%	40%	26%	33%	42%
Increasing size or contrast of text on your screen	27%	14%	26%	32%	26%	23%	30%	30%	26%	32%	34%
Using your phone s microphone and a pair of headphones to amplify sound	25%	16%	22%	21%	24%	22%	29%	30%	23%	30%	32%
Voice control of your device	20%	27%	18%	19%	18%	18%	22%	20%	18%	26%	25%
Live captioning of video or voice	17%	17%	13%	16%	15%	13%	21%	22%	15%	20%	28%
Having your device read out loud text	17%	16%	16%	15%	15%	13%	20%	19%	15%	22%	24%
Live translation of video or voice	16%	13%	14%	15%	14%	12%	20%	19%	14%	21%	24%
Changing settings on your device for colour-blindness	10%	6%	10%	7%	9%	9%	13%	11%	9%	12%	15%
None of the above	32%	43%	41%	34%	36%	40%	22%	19%	35%	23%	25%
Don’t know	4%	9%	5%	3%	4%	3%	3%	2%	4%	4%	1%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions

(48.D) Have you ever used any of the following accessibility features in your work on your mobile phone, tablet or computer?Please select all that apply.

		Income																	
	Total	$0 - $9,999	$10,000 - $14,999	$15,000 - $19,999	$20,000 - $24,999	$25,000 - $29,999	$30,000 - $34,999	$35,000 - $39,999	$40,000 - $44,999	$45,000 - $49,999	$50,000 - $59,999	$60,000 - $69,999	$70,000 - $79,999	$80,000 - $89,999	$90,000 - $99,999	$100,000 - $124,999	$125,000 - $149,999	$150,000 - 199,999	$200,000 - $249,999	$250,000 or more
Unweighted	3918	30	56	53	80	104	136	126	153	166	334	326	366	265	292	456	314	302	133	69
Weighted	4109	36	64	63	91	117	154	126	154	171	355	319	372	263	317	478	334	324	143	72
Use of video conferencing as unable to travel	28%	17%	28%	23%	17%	14%	19%	21%	22%	27%	27%	30%	26%	30%	23%	34%	39%	31%	37%	47%
Increasing size or contrast of text on your screen	27%	19%	24%	24%	31%	26%	31%	26%	23%	24%	27%	27%	26%	27%	26%	30%	31%	28%	31%	33%
Using your phone s microphone and a pair of headphones to amplify sound	25%	26%	22%	28%	21%	26%	23%	17%	23%	25%	27%	25%	25%	26%	24%	24%	26%	24%	30%	40%
Voice control of your device	20%	18%	16%	19%	14%	20%	18%	23%	17%	15%	20%	22%	23%	13%	18%	20%	18%	26%	23%	21%
Live captioning of video or voice	17%	9%	25%	18%	15%	15%	15%	15%	16%	15%	16%	17%	16%	14%	18%	17%	19%	20%	19%	19%
Having your device read out loud text	17%	29%	25%	14%	16%	16%	16%	16%	12%	19%	18%	20%	16%	16%	16%	16%	15%	17%	19%	21%
Live translation of video or voice	16%	5%	18%	29%	14%	12%	16%	16%	14%	12%	15%	14%	18%	19%	13%	16%	19%	17%	21%	17%
Changing settings on your device for colour-blindness	10%	10%	24%	7%	8%	6%	7%	12%	7%	6%	9%	13%	13%	9%	8%	11%	10%	14%	9%	9%
None of the above	32%	50%	27%	35%	44%	37%	35%	36%	40%	37%	33%	32%	30%	29%	34%	32%	30%	30%	18%	19%
Don't know	4%	0%	6%	1%	2%	1%	7%	10%	4%	4%	4%	4%	2%	3%	5%	3%	2%	2%	3%	4%

Note:

BASE: Respondents who work

Fieldwork: 1st Aug - 18th Jul 2023

Data weighted by interlocking age & gender, province and education level to Nationally Representative Proportions