

Canadians can do more with their mobile devices than ever before. Video and audio content, emails, the weather forecasts, social networks and much more are all at our fingertips, only a tap away. With so many options, what are smartphone and tablet owners using their devices for?

TOP TEN ACTIVITIES AMONG CANADIAN MOBILE DEVICE OWNERS, BY DEVICE

SMARTPHONE TOP 10

- 1 *Sent or received email*
- 2 *Sent or received a text/instant message*
- 3 *Checked weather*
- 4 *Searched the Internet/
Done a general search*
- 5 *Social Networking*
- 6 *Watch any online video*
- 7 *Accessed a map*
- 8 *Listen to online audio*
- 9 *Posted photos*
- 10 *Played a game*



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TABLET TOP 10



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Done a general search* **1**

..... *Watch any online video* **2**

..... *Social Networking* **3**

..... *Sent or received email* **4**

..... *Checked weather* **5**

..... *Listen to online audio* **6**

..... *Accessed a map* **7**

..... *Watch TV online* **8**

..... *Read a review for a movie,
hotel, restaurant, etc.* **9**

..... *Sent or received a
text/instant message* **10**

FOR MORE INFORMATION:

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