



# CANADIAN INTERNET USERS PASSES 33 MILLION IN 2020

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The Canadian Association of Broadcasters (CAB) has commissioned a newly-released report that predicts According to new statistics, Canada is now home to more than 33 million internet users. The country which officially spends more time online than any other nation has always been keen to adopt new technologies. In the year 2000, Canada became one of the world's first countries in which more than 50% of the population was connected to the internet, achieving the milestone alongside Norway (with the United States shortly behind).

As the statistics show, Canada clearly hasn't lost its winning streak when it comes to embracing the internet. The number of people with a broadband connection has been steadily increasing over the years. Between 2015 and 2019, roughly half a million Canadians signed up to the internet for the first time every single year and although these figures are expected to drop slightly from 2020 onwards, we'll still be seeing more and more people joining the world wide web.

If you want to learn more about these statistics, read on. In this article, we'll be exploring how Canada's internet usage compares to the rest of the world and looking at the projections to ask 'what's next'?

How does Canada compare to the rest of the world?

With more than 33 million internet users, over 92% of Canada's population is now online. This makes it one of the top 20 most connected countries in the world in terms of its population percentage. Among others, this list also includes the United Arab Emirates (94.82%), the United Kingdom (94.62%), South Korea (95.10%), Taiwan (92.78%), the Netherlands (93.20%), and Switzerland (93.71%).

How much time do Canadians spend online?

According to the Media Technology Monitor which conducted a report based on data collected from telephone interviews with more than 4,100 English-speaking Canadians people in Canada spent a whopping average of 24.5 hours online every week at the end of 2016. A year later in 2017, subsequent

research showed that Canadians were spending 68 hours each month on their mobile or smartphone alone. This translates to roughly 17 hours every week.

These figures suggest that many people are now clocking in far more than 24.5 hours of screen time a week. So what do they spend this time doing? From watching videos and browsing social media to online shopping with different payment methods, Canada's favourite websites include Google, YouTube, Amazon, Facebook, Reddit, and Yahoo. This mainly reflects the interests of millennials. Unsurprisingly, people aged between 18 and 34 are the most likely to spend time online, with an average of 5 hours on the internet every day.

Who else is using the internet?

Statistically, most Canadian internet users fall into the 18-34 age bracket. However, Canada is home to an increasingly high number of so-called 'silver surfers' senior citizens who are connected to the internet and use it on a regular basis.

In 2019, it was reported that a staggering 74% of Canada's senior population (residents aged 65 or above) were home internet users. This is a noticeably high percentage. All around the world, senior citizens are consistently the least likely demographic to be on the web, especially in countries such as China where older residents are more likely to live in rural areas.

What's next for the internet in Canada?

More than thirty years after the internet first came to Canadian homes, what can we expect to see over the next thirty years? As the population ages, the percentage of the population that's connected to the internet is likely to increase, in keeping with global trends. And as more and more Canadians start to favour remote work, the internet won't just be where we relax for many of us, it will also be a lifeline.