

Results from the Digital Economy Survey

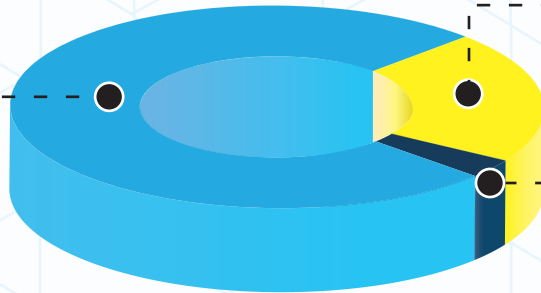
The Digital Economy Survey explores the activities of Canadians (18 years and older) in the digital economy from July 2017 to June 2018. Here are some of the findings from the survey.

What payment methods are Canadians using most for their personal spending?



76%

Debit, credit card, online banking or pre-authorized payments



21%

Cash or cheque



3%

Other (e.g. rewards points, gift cards)

A glimpse at Canadians' digital use or purchases of digital products



64%

used or purchased video downloads or streaming services (e.g. Netflix, CraveTV).



57%

used or purchased mobile apps, computer software and other online subscriptions.



51%

used or purchased music downloads or music streaming subscriptions (e.g. Spotify, Google Music, Apple Music).



33%

used or purchased e-books, audio books, online newspapers, magazines or podcasts.



31%

used or purchased online gaming, subscriptions to gaming services, game downloads and in-game purchases.

Percentage of Canadians who used online bulletin boards to sell products

26%

sold new and used products via online bulletin boards (e.g. Kijiji, eBay, Etsy)



Average income earned from selling products via online bulletin boards



\$722

What was the average amount spent on digital products?

Canadians spent an average of

\$412

on digital products.

