

# LIFE ONLINE

Phase IV of Young Canadians in a Wireless World

Canada's most comprehensive study on young people's digital lives



This data was collected during the COVID-19 pandemic amidst lockdowns and shifts between in-person and at-home learning.

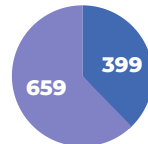
It's important to consider this context when reading these findings.

## METHODOLOGY

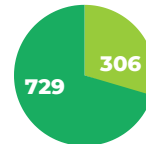
# 1,058

Canadian youth respondents across two surveys, one for Grades 4 to 6 and one from Grades 7 to 11, conducted from September-December 2021.

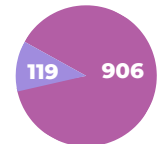
## DEMOGRAPHICS



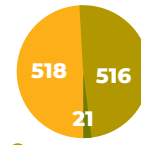
Grades 4-6  
Grades 7-11



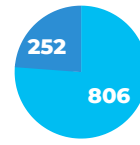
White  
Racialized



LGBTQ+  
Heterosexual



Boys  
Girls  
Gender diverse & questioning



No identified disability  
Identified disability

## TOP 5 PLATFORMS



50%



42%



38%



37%



28%

# 86%

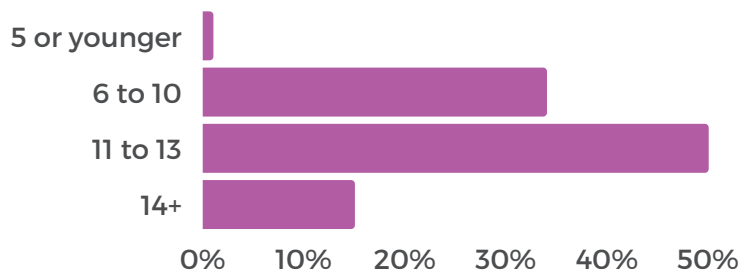
of youth ages 9 to 11 have an account on a platform that requires users to be 13+

# 77%

of youth

have their own smartphone

What age did they receive their first smartphone?



# 61%

 were given a phone so that their parents/guardians can keep in touch with them.

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**Social connection**  
is at the heart of  
internet use for  
most youth

**97%**

use the internet to  
communicate with friends  
and family

## ONLINE ACTIVITIES

**70%**

use the internet to make  
plans to meet with friends  
offline

**62%**

have talked to someone  
online whom they've  
never met in person



**78%**

follow celebrities and  
influencers on social  
media



**74%**

post comments, pictures  
videos or memes  
(29% at least once a week,  
27% daily or more)



**81%**

play online games



## AT HOME

Outside of schoolwork, youth are on  
digital devices...



**1-2 hours** per day on weekdays



**3+ hours** per day on the  
weekend



**80% of youth**

keep their smartphones  
in their bedrooms at night



## AT SCHOOL

**6 in 10 youth** are allowed to use  
their own digital device in class,  
though only at certain times and  
mainly to...



do research (46%)



read class materials (29%)

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## ADULT INVOLVEMENT



**9 in 10 youth** say their parents trust them to make good decisions when they're online

Instead of relying on apps or tracking devices, youth say their parents or guardians mostly manage screen time by:



Setting times and places when devices aren't allowed (54%)



Earning screen time through chores (30%)



Arranging activities that don't involve screens (43%)



Allowing more time for screen activities that are social, creative or educational (26%)

## UNPLUGGING

**44%**

of youth worry they spend too much time online, but...

**59%**

would be unhappy if they had to go offline for a week

## HOUSEHOLD RULES

9 in 10 youth report having household rules for online activities, including:



treating people with respect

telling a parent/guardian about uncomfortable situations online



prohibiting certain websites

not posting contact info or interacting with strangers

