

Digital Trends: Consumer – Canada – 2021

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This report looks at the following areas:

- Digital tech purchases made recently
- What tech consumers would buy if they had extra savings left over
- The proportion of consumers who have 5G service, devices or awareness
- The digital security threats that consumers are most concerned about
- What digital activities consumers have done during the pandemic compared to before the pandemic
- A comparison of current attitudes towards technology to 2019 attitudes



“The digital tech industry has been a focal point since the start of the pandemic, as digital tools quickly became household necessities. Now after more than a year, it is clear that the demand for digital tech has stabilized and that there are new opportunities emerging in the industry.”

–**Scott Stewart, Senior Tech & Media Research Analyst**

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