

## The residents of Taschereau use the Internet as much as the inhabitants of other communities around the country

At the time of 2001 NRE Household Survey, the residents of Taschereau were questioned on their use of the Internet. Among the 99 households having taken part in the study, 52% had at least one member of their family who used the Internet. This proportion is in all points similar to those which can be found elsewhere in Quebec (48%) and in Canada (54%) within the other communities included in the survey.

### Places where the Internet is used

In Taschereau, like elsewhere in the country, Internet use occurs mainly in the home (for 45% of users). With regard to the other places where the Internet is used, 23% of the respondents said that members of their household use the Internet at work, 9% said they use it at a friend's house, 5% at school and 3% in a public place. The distribution of Internet users in the various places is similar to that of other communities except for use in schools where the percentage of users is significantly lower in Taschereau (5% versus 16% in Quebec and 20% in Canada). Internet use in public places is also less widespread in

Taschereau (3%) than in the whole of the country (11%).

### Age of users

In Taschereau, 68% of 18 to 34 year-old respondents use the Internet, 78% for people 35 to 49 years, 30% for those 50 to 64 years and 7% for those 65 years and more. The proportion of users is similar to the Canadian average for the first two age groups but differs with regard to citizens aged



50 years and more. Indeed, respondents aged over 50 in Taschereau use the Internet less than other Canadian respondents belonging to the same age group. Only 30% of the 50 to 64 year-old residents and 7% aged 65 years and more use the Internet in Taschereau, whereas 51% of the 50 to 64 year-old residents and 7% aged 65 years and more use it elsewhere in the country.

It also appears that households with children are more likely to use Internet than households without children. In Taschereau, 66% of families which have children under 20 use the Internet. Within this group, 63% use it in the home, 31% at work, 11% at school, 11% at a friend's house and, finally, 6% in public places.

### Internet and annual income

If Internet use is looked at more closely in terms of the annual income of respondents, one notes that the proportion of users increases in tandem with family income. Thus, the results obtained in Taschereau show that 29% of the households earning less than 30,000\$ use the Internet. This percentage is 55% for the families whose income ranges between 30,000\$ and 59,999\$, and reaches 83% when income is higher than 60,000\$. These results concur with those obtained at the national level because, in the communities involved in the survey as a whole, the use of Internet increases along with income. Not only do residents of Taschereau with higher income use Internet more, but they are also more likely to use

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it in the home, at work and at school.

### Impact of the Internet

Questioned regarding the impact of the Internet on their household, the residents of Taschereau claim to have seen their access to information improve (77%) since the arrival of this technology. They also link it to improvements in their relations with people living outside the community (61%) and their access to government information (44%). On the other hand, respondents think that the Internet has done little to improve their economic situation and their relations with the other residents of Taschereau.

### Internet use

Certain questions in the survey were aimed at finding out how rural people make use of the Internet. Among the whole of the choices presented to the respondents, the answers most frequently given were curiosity, for example reading on subjects of interest (73%), personal research (67%), entertainment (63%) and finally, communication with the friends and the family living outside the community (59%). The profile of the Net surfers of Taschereau as a whole is very similar to that of the

other Quebec and Canadian residents questioned within the framework of the study. The respondents in Taschereau are however less likely to use the Internet within the context of a paying job or to obtain information on health than in the other Canadian sites.

### Use according to gender

It is interesting to note that the use of the Internet varies according to the gender of



the individuals. Indeed, women mainly use the Internet to obtain information on health, to contact health service organizations, within the context of volunteer work, for entertainment and to contact parents or friends living in or outside the community. For men, on the other hand, the principal uses of the Internet are for education purposes (within the framework of a course or of a study program), to carry out banking transactions online and within the process of job hunting. As

for other possible uses, such as, for example, research, business related uses, online purchases and to obtain information from the provincial and federal governments, the difference between the genders is much smaller.

### Use according to age

The reasons behind Internet use are similar between groups aged 18 to 34 years and 35 to 49 years. Indeed, individuals belonging to these age groups use the Internet mainly out of curiosity, for entertainment and for personal research. People from 18 to 34 years represent the largest group to use the Internet to communicate with family and friends living outside of the community.

Interesting fact: adults aged 35 to 49 are the only ones to use the Internet for education and are also the most numerous to use the Internet for business and to carry out banking transactions online. As for people aged 50 and more, they use the Internet mostly out of curiosity, to communicate with family members and for personal research.

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