

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 for Nova Scotia.

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

63%



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

24%



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

49%



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

28%



\$153 million in total spending on digital products, and an average of \$303 per purchaser.



53%

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



22%

Used cash or cheque for total personal spending.



76%

Used digital payment methods, including debit and credit cards, preauthorized payments or online banking for total personal spending.



74%

of Nova Scotians, used free versions or purchased digital products.