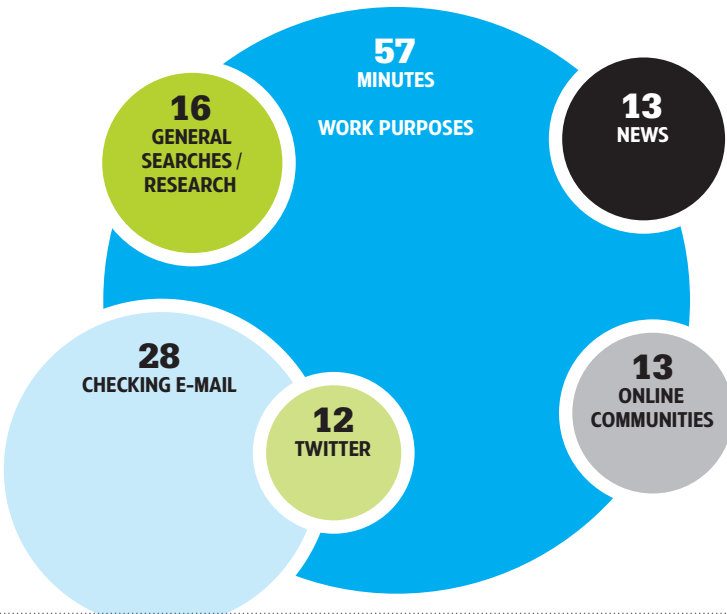


# Canadian women's top online activities, in terms of minutes spent, by day part.

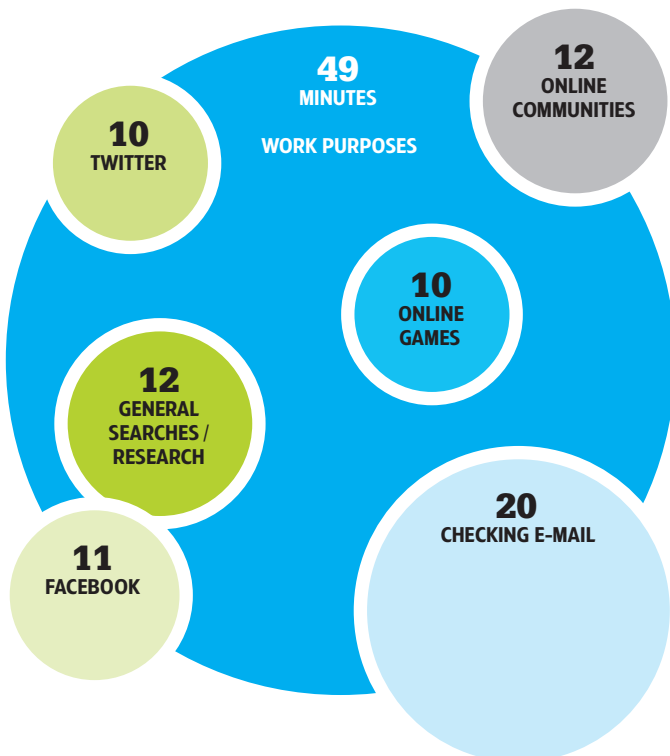
## MORNING

The average time spent on 'functional' online activities in the morning totals almost two hours.



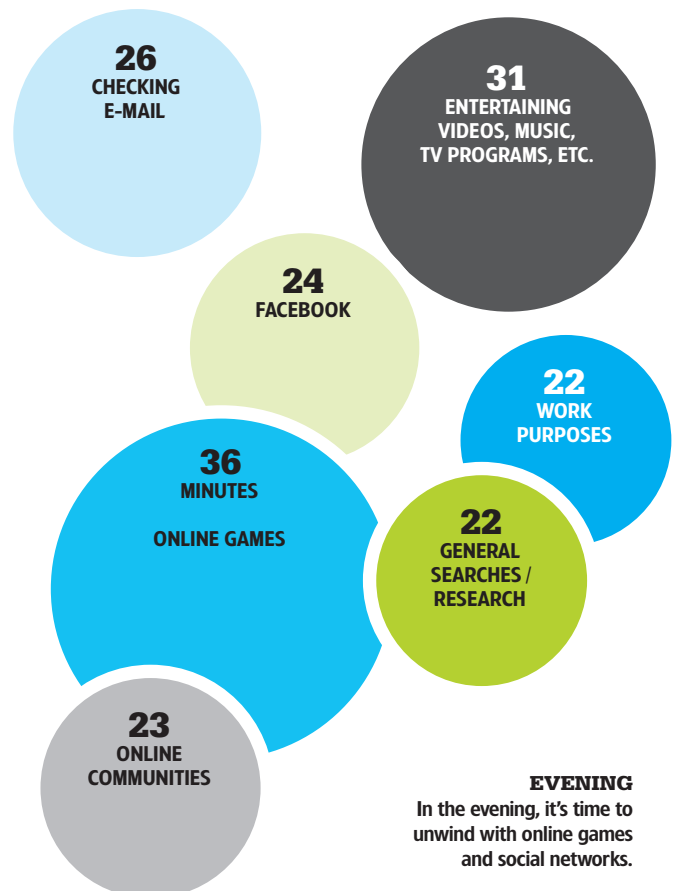
## LUNCH

While time spent online decreases at lunchtime, those that are online are checking out more entertaining content and shopping.



## AFTERNOON

After lunch, Canadian women get back to functional online activities and start looking for food-related info in preparation for dinner.



## EVENING

In the evening, it's time to unwind with online games and social networks.