

# 2022 AWS Global Digital Skills Study

## The Economic Benefits of a Tech-Savvy Canadian Workforce

The world is going digital—from the way we work, to the way we live. We are seeing information technology drive significant transformation across the world at the individual, organization, and macroeconomic level. To study these dynamics, Gallup and AWS have conducted the largest international survey to date on digital skills.

The study shows that digital skills are providing immense economic value to Canada's businesses and workers, raising gross domestic product (GDP), boosting revenue growth and innovation, and increasing wages, job security, and job satisfaction.

Amazon is investing hundreds of millions of dollars to provide free cloud computing skills training to 29 million people by 2025. Since 2020, AWS has helped 13 million people get free training. Learn more and get started at: [AboutAmazon.com/29million](https://www.aboutamazon.com/29million)

### Top Takeaways:

#### 1 Digital fluency yields big macroeconomic benefits

**Raising GDP:** Advanced digital skills raise Canada's GDP by an estimated USD 257 billion<sup>1</sup> annually, and annual global GDP by USD 6.3 trillion due to the income and productivity of workers.

#### 2 Workers see higher salaries and job satisfaction

**Career benefits:** 98% of Canadian workers who completed digital skills training in the past year say their career has experienced at least one positive benefit as a result.

**Higher salaries:** The average Canadian worker with advanced digital skills (e.g., cloud architecture, software development, machine learning) earns USD 81,156 more annually than similar workers who do not use digital skills.

**Concern about keeping pace:** Nearly 50% of Canadian workers are not very confident they will be able to keep pace with developing the digital skills they will need to work in their field.

**Hungry to learn:** 72% of Canadian workers express interest in pursuing additional digital training. On average, Canadian workers are interested in pursuing 8 additional digital skills.

Advanced digital skills increase **Canada's GDP** by an estimated USD **\$257 billion**



Advanced digital skills increase **global GDP** by an estimated USD **\$6.3 trillion**

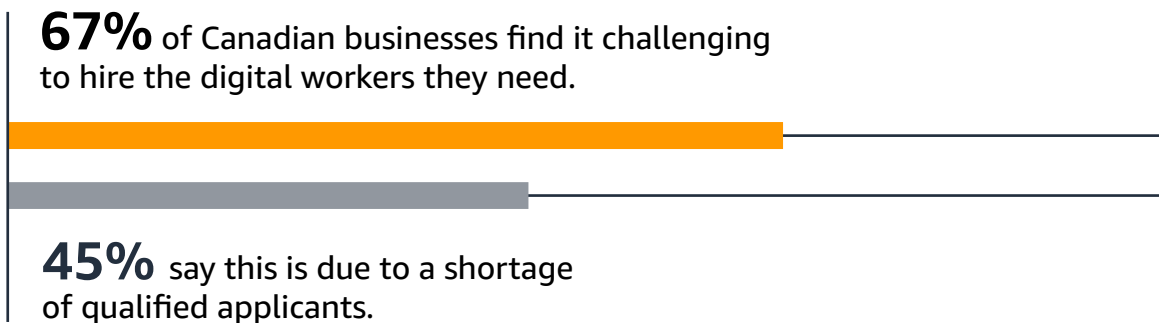
1. Income figures in this report are expressed in inflation-adjusted 2022 US dollars

### 3 Digital skills investment can power business and alleviate workforce challenges

**Power of the cloud:** Canadian companies running some or most of their business on the cloud boasted innovation rates twice as high as companies that do not use the cloud.

**Enhanced innovation:** Advanced digital organizations were 36% more likely to introduce new, innovative products in the last two years than their less-digital counterparts.

**Talent shortage:** 67% of Canadian businesses find it challenging to hire the digital workers they need, and 45% say this is due to a shortage of qualified applicants.



To see the full global findings and to get started, visit: [aboutamazon.com/29million](https://aboutamazon.com/29million).

Methodology: Gallup surveyed just over 30,000 workers with access to the internet in Canada and 18 other major countries—comprising 67% of the total value that jobs requiring advanced digital skills add to the global economy—and surveyed more than 13,000 hiring managers. In addition, to assess the skills most needed by today's employers, Gallup purchased and analyzed Burning Glass Institute data on all advertised job vacancies in 33 countries including Canada from June 2021 to May 2022 to further assess demand for digital skills and how much employers are willing to pay for them.