



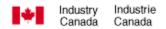
Canadian Internet Commerce Statistics Summary Sheet

November 7, 2000

Prepared by the Electronic Commerce Branch of Industry Canada

E-Com Metric		Source	
1. Global Internet Commerce			
	CDN \$195.39 billion	International Data Corporation As of Nov. 2000 www.idc.ca	
2. Expected Global Internet Commerce			
2000 Total	CDN \$404 billion	International Data Corporation	
2004 Total	CDN \$3.9 trillion	As of Nov. 2000 www.idc.ca	
3. Canadian E-commerce 1999 Private Sector Estimates			
	CDN \$9.57 (87%)		
Business-to-Consumer	CDN \$1.45 (13%)	International Data Corporation As of Nov. 2000 www.idc.ca	
Total	CDN \$11.02 billion	As of Nov. 2000 www.idc.ca	
	(6.8% of world share)		
4. Canadian E-commerce 1999 Statistics Canada			
Total	CDN \$4.4 billion	Statistics Canada, August 10 th 2000, <u>www.statcan.ca</u>	
5. Expected Canadian E-commerce 2004			
Total	CDN \$151.5 Billion or	International Data Corporation	
	3.9% of world e-com	www.idc.ca	
		As of Nov. 2000	
6. Canadians Accessing the Internet			
	49%	AC Nielsen, The Canadian Internet Survey, 1996, 1997,	
	37%	1998, 2000.	
1997		www.acnielsen.ca	
1996	23%		
7. Internet Access by Region			
Atlantic	43%	AC Nielsen, Internet Planner	
Quebec	40%	2000	
Ontario	53%	www.acnielsen.ca	
	48%		
Alberta			
B.C.	53%		







E-Com Metric	Source

8. Canadian Internet Users that have made a Purchase via the Internet (placing order with or without online payment)

> 1999 25% 1998 17% AC Nielsen, The Canadian Internet Survey, 1996, 1997, 1997 13% 1998, 2000 1996 11% www.acnielsen.ca

9. Canadian SMEs Connected to the Internet—1996 to **2000**, (SME=0-500 employees)

CFIB Internet surveys 1996-**2000 02** 69% 2000. www.cfib.ca **1999 04** 65.1% 1999 Q1 61% 1998 Q1 43.1% 1997 Q1 30.9% 1996 Q1 15.2%

10. Canadian Business Connected to the Internet 1999

Statistics Canada, August 10th 2000, Private sector 52.8% www.statcan.ca

Public sector 94.4%

11. Canadian Business with websites 1999

Private sector 21.7% Statistics Canada, August 10th 2000,

www.statcan.ca Public sector 69.2%

12. Canadian Business using Internet to sell goods 1999

Statistics Canada, August 10th 2000, Private sector 10.1% www.statcan.ca Public sector 14.5%

13. Canadian Business using Internet to procure goods 1999

Statistics Canada, August 10th 2000, Private sector 13.8%

www.statcan.ca 44.2% Public sector

14. SME's that use E-mail by size of firm (employee)

CFIB Members opinion survey Q2 2000 0-4 55% www.cfib.ca 5-19 65% 20-49 77%

50-99 82% 100-499 88%





E-Com Metric Source

15. SME's that have websites by size of firm (employee)

0-4 18% CFIB Members opinion survey Q2 2000 5-19 28% www.cfib.ca 20-49 39% 50-99 46% 100-499 49%

16. SME's that sell on-line by size of firm (employee)

0-4 8% CFIB Members opinion survey Q2 2000
5-19 11% www.cfib.ca
20-49 16%
50-99 17%
100-499 19%

17. SME's that buy on-line by size of firm (employee)

0-4 14% CFIB Members opinion survey Q2 2000
5-19 17% www.cfib.ca
20-49 21%
50-99 23%
100-499 28%

