



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	
1999 Total 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 As of Nov. 2000 www.idc.ca
2004 Total CDN \$3.9 trillion	
3. Canadian E-commerce 1999 Private Sector Estimates	
Business-to-Business CDN \$9.57 (87%)	International Data Corporation As of Nov. 2000 www.idc.ca
Business-to-Consumer CDN \$1.45 (13%)	
Total CDN \$11.02 billion (6.8% of world share)	
4. Canadian E-commerce 1999 Statistics Canada	
Total CDN \$4.4 billion	Statistics Canada, August 10 th 2000, www.statcan.ca
5. Expected Canadian E-commerce 2004	
Total CDN \$151.5 Billion or 3.9% of world e-com	International Data Corporation www.idc.ca As of Nov. 2000
6. Canadians Accessing the Internet	
1999 49%	AC Nielsen, <i>The Canadian Internet Survey, 1996, 1997, 1998, 2000.</i> www.acnielsen.ca
1998 37%	
1997 31%	
1996 23%	
7. Internet Access by Region	
Atlantic 43%	AC Nielsen, <i>Internet Planner 2000</i> www.acnielsen.ca
Quebec 40%	
Ontario 53%	
Man./Sask. 48%	
Alberta 52%	
B.C. 53%	



E-Com Metric	Source												
<p>8. Canadian Internet Users that have made a Purchase via the Internet (placing order with or without online payment)</p> <table> <tr><td>1999</td><td>25%</td></tr> <tr><td>1998</td><td>17%</td></tr> <tr><td>1997</td><td>13%</td></tr> <tr><td>1996</td><td>11%</td></tr> </table>	1999	25%	1998	17%	1997	13%	1996	11%	<p>AC Nielsen, <i>The Canadian Internet Survey, 1996, 1997, 1998, 2000</i> www.acnielsen.ca</p>				
1999	25%												
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<p>9. Canadian SMEs Connected to the Internet—1996 to 2000, (SME=0-500 employees)</p> <table> <tr><td><i>2000 Q2</i></td><td>69%</td></tr> <tr><td><i>1999 Q4</i></td><td>65.1%</td></tr> <tr><td>1999 Q1</td><td>61%</td></tr> <tr><td>1998 Q1</td><td>43.1%</td></tr> <tr><td>1997 Q1</td><td>30.9%</td></tr> <tr><td>1996 Q1</td><td>15.2%</td></tr> </table>	<i>2000 Q2</i>	69%	<i>1999 Q4</i>	65.1%	1999 Q1	61%	1998 Q1	43.1%	1997 Q1	30.9%	1996 Q1	15.2%	<p>CFIB Internet surveys 1996-2000. www.cfib.ca</p>
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<p>10. Canadian Business Connected to the Internet 1999</p> <table> <tr><td>Private sector</td><td>52.8%</td></tr> <tr><td>Public sector</td><td>94.4%</td></tr> </table>	Private sector	52.8%	Public sector	94.4%	<p>Statistics Canada, August 10th 2000, www.statcan.ca</p>								
Private sector	52.8%												
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<p>11. Canadian Business with websites 1999</p> <table> <tr><td>Private sector</td><td>21.7%</td></tr> <tr><td>Public sector</td><td>69.2%</td></tr> </table>	Private sector	21.7%	Public sector	69.2%	<p>Statistics Canada, August 10th 2000, www.statcan.ca</p>								
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<p>12. Canadian Business using Internet to sell goods 1999</p> <table> <tr><td>Private sector</td><td>10.1%</td></tr> <tr><td>Public sector</td><td>14.5%</td></tr> </table>	Private sector	10.1%	Public sector	14.5%	<p>Statistics Canada, August 10th 2000, www.statcan.ca</p>								
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<p>13. Canadian Business using Internet to procure goods 1999</p> <table> <tr><td>Private sector</td><td>13.8%</td></tr> <tr><td>Public sector</td><td>44.2%</td></tr> </table>	Private sector	13.8%	Public sector	44.2%	<p>Statistics Canada, August 10th 2000, www.statcan.ca</p>								
Private sector	13.8%												
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<p>14. SME's that use E-mail by size of firm (employee)</p> <table> <tr><td>0-4</td><td>55%</td></tr> <tr><td>5-19</td><td>65%</td></tr> <tr><td>20-49</td><td>77%</td></tr> <tr><td>50-99</td><td>82%</td></tr> <tr><td>100-499</td><td>88%</td></tr> </table>	0-4	55%	5-19	65%	20-49	77%	50-99	82%	100-499	88%	<p>CFIB Members opinion survey Q2 2000 www.cfib.ca</p>		
0-4	55%												
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%
5-19	28%
20-49	39%
50-99	46%
100-499	49%

CFIB Members opinion survey Q2 2000
www.cfib.ca

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

0-4	8%
5-19	11%
20-49	16%
50-99	17%
100-499	19%

CFIB Members opinion survey Q2 2000
www.cfib.ca

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

0-4	14%
5-19	17%
20-49	21%
50-99	23%
100-499	28%

CFIB Members opinion survey Q2 2000
www.cfib.ca