



Canadian Internet Commerce Statistics Summary Sheet

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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 Feb. 2001 www.idc.ca
2. Expected Global Internet Commerce	
2000 Total CDN \$404 billion	International Data Corporation
2004 Total CDN \$3.9 trillion	As of Feb. 2001 www.idc.ca
3. Canadian E-commerce 1999 Private Sector Estimates	
Business-to-Business CDN \$9.57 (87%)	International Data Corporation
Business-to-Consumer CDN \$1.45 (13%)	As of Feb. 2001 www.idc.ca
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 Feb. 2001
6. Canadians Accessing the Internet	
2000 57%	AC Nielsen, <i>The Canadian Internet Survey, 1996, 1997, 1998, 1999, 2000, 2001</i>
1999 49%	www.acnielsen.ca
1998 37%	
1997 31%	
1996 23%	
7. Internet Access by Region for the year 2000	
Atlantic 48%	AC Nielsen, <i>Internet Planner 2001</i>
Quebec 49%	www.acnielsen.ca
Ontario 60%	
Man./Sask. 55%	
Alberta 55%	
B.C. 65%	
Canada 57%	



E-Com Metric	Source
8. Canadian Internet Users that have made a Purchase via the Internet (placing order with or without online payment)	
2000 31%	
1999 25%	
1998 17%	
1997 13%	
1996 11%	
	AC Nielsen, <i>The Canadian Internet Survey, 1996, 1997, 1998, 1999, 2000, 2001</i> www.acnielsen.ca
9. Household E-commerce spending by region, 1999	
	Millions of \$ %
Atlantic 22	5.3%
Quebec 38	9.1%
Ontario 185	44.3%
Man./Sask. 19	4.5%
Alberta 50	12.1%
B.C. 103	24.7%
Canada 417	100%
	Statistics Canada, Feb 2001, www.statcan.ca
10. Canadian SMEs Connected to the Internet—1996 to 2000, (SME=0-500 employees)	
<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%	
	CFIB Internet surveys 1996-2000. www.cfib.ca
11. Canadian Business Connected to the Internet 1999	
Private sector 52.8%	
Public sector 94.4%	
	Statistics Canada, August 10 th 2000, www.statcan.ca
12. Canadian Business with websites 1999	
Private sector 21.7%	
Public sector 69.2%	
	Statistics Canada, August 10 th 2000, www.statcan.ca
13. Canadian Business using Internet to sell goods 1999	
Private sector 10.1%	
Public sector 14.5%	
	Statistics Canada, August 10 th 2000, www.statcan.ca



E-Com Metric	Source
14. Canadian Business using Internet to procure goods 1999	
Private sector 13.8%	Statistics Canada, August 10 th 2000,
Public sector 44.2%	www.statcan.ca
15. SME's that use E-mail by size of firm (employee)	
0-4 55%	CFIB Members opinion survey Q2 2000
5-19 65%	www.cfib.ca
20-49 77%	
50-99 82%	
100-499 88%	
16. 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%	
17. 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%	
18. 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%	