



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
2. Expected Global Internet Commerce	
2000 Total CDN \$404.00 billion	International Data Corporation
2003 Total CDN \$2.81 trillion	
3. Canadian E-commerce 1999 Private Sector Estimates	
Business-to-Business CDN \$9.57 (87%)	BCG calculations based on the "Report of the Canadian E- Business Opportunities Roundtable", January 2000 (based on IDC)
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
5. Expected Canadian E-commerce 2003	
Total CDN \$93.67 billion	International Data Corporation
(5% of world share)	
6. Canadians Accessing the Internet	
1999 49%	AC Nielsen, <i>The Canadian Internet Survey, 1996, 1997, 1998, 2000.</i>
1998 37%	
1997 31%	
1996 23%	
7. Internet Access by Region	
Atlantic 43%	AC Nielsen, <i>Internet Planner 2000</i>
Quebec 40%	
Ontario 53%	
Man./Sask. 48%	
Alberta 52%	
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% 1997 13% 1996 11%	AC Nielsen, <i>The Canadian Internet Survey</i> , 1996, 1997, 1998, 2000
9. Canadian SMEs Connected to the Internet—1996 to 1999	
<i>1999 Q4</i> 65.1% 1999 Q1 61% 1998 Q1 43.1% 1997 Q1 30.9% 1996 Q1 15.2%	CFIB Internet surveys 1996-1999.
10. Canadian Business Connected to the Internet 1999	
Private sector 52.8% Public sector 94.4%	Statistics Canada
11. Canadian Business with websites 1999	
Private sector 21.7% Public sector 69.2%	Statistics Canada
12. Canadian Business using Internet to sell goods 1999	
Private sector 10.1% Public sector 14.5%	Statistics Canada
13. Canadian Business using Internet to procure goods 1999	
Private sector 13.8% Public sector 44.2%	Statistics Canada