

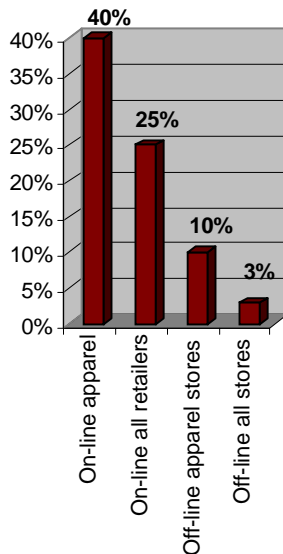
CANADIAN INTERNET STATS PACK



COMPILED BY
GDSOURCING.COM
OCT 2000 #4

This Stats Pack is distributed
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Average Return Rates for Retail Merchandise



Source: Globe & Mail Aug 31, 2000

How Canadian Retailers Use their Web sites

Product/service catalogue	61%
On-line ordering	32%
One to one marketing	28%
Direct credit-card payment	27%
Profiling/personalization/ membership services	22%

Source: IDC Canada

99 of 100 sites don't get the order
Make Your Site SELL!
<http://www.sitesell.com/MYSS22.html>

On-line Purchases anticipated by Canadian Consumers in the next 12 Months

Event tickets	50%
Books	44%
CDs, videos, games	28%
Investments	25%
Toys	21%
Electronics	15%
Clothes	15%
Household items	9%
Groceries	7%
Jewellery	4%

Source: American Express Oct 2000

66%

% of Canadian
consumers with
Internet access in
the next 12 months

5.6

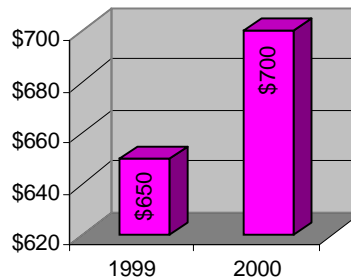
Average number of
expected
purchases in the
next 12 months

\$382

Average amount
expected to spend
on-line in the next
12 months

Source: American Express Oct 2000

Total Canadian On-line Shopping Forecasted for this Christmas (\$ millions)



Source: Gartner Group

44%

% of Canadian
investors who have
experienced some
form of delay with
on-line brokers

56%

% of Canadian
investors who felt the
delay caused them to
lose money.

Source: Hart & Associates 2000

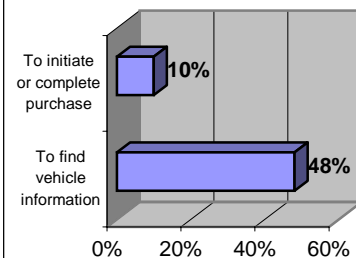
Ranking of Canadian On-line Brokers

Rank	Broker	Score
1	E * Trade Canada	7.09
2	Charles Schwab Canada	6.56
3	Royal Bank Action Direct	6.42
4	BMO InvestorLine	6.16
5	TD Waterhouse	6.15
6	eNorthern	5.91
7	CIBC Investor's Edge	5.67
8	HSBC InvestDirect	5.23
9	National Bank Investnet	5.07
10	Sun Securities	4.22

Maximum score = 10.0

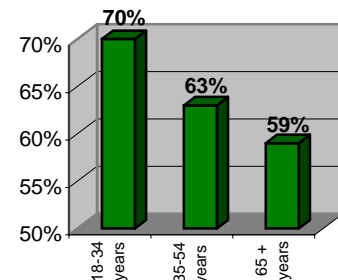
Source Gomez.com

% of Canadians with Internet access who have used the Web when shopping for a car



Source: Ipsos Reid Oct 13, 2000

Canadians with Internet Access who will use the Web to research or purchase a car in the future



Source: Ipsos Reid Oct 13, 2000