

CANADIAN INTERNET STATS PACK



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DEC 2000 #6

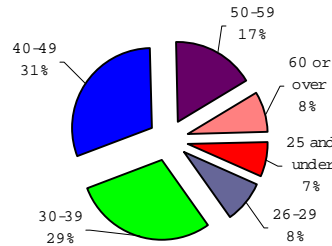
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**Average Age of
Canadian On-line
Shoppers**

42

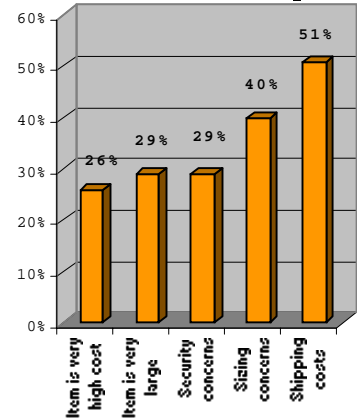
Source: Ernst & Young

Age Distribution of Canadian Internet Shoppers



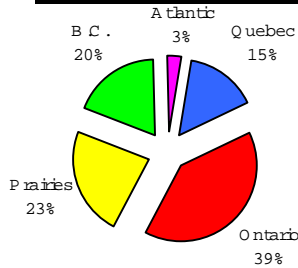
Source: Ernst & Young

Top Deterrents to Online Shopping 2000



Source: Ernst & Young

Distribution of Cable Internet Subscribers 1999



Source: Statistics Canada,

Favourite sites for Purchasing 2000

1. Chapters.ca
2. Sears Canada
3. Amazon.com
4. Future Shop
5. EBay

Source: Ernst & Young

**Percentage of
Canadians who
pay bills online**

23%

**Percentage of
Canadians who
plan to pay bills
online in 2001**

16%

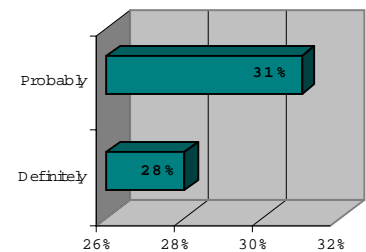
Source: Derivion

Online Christmas Shopping by Canadians 2000

Average total expenditure online for gifts 2000	\$228
Total online Christmas expenditures 2000	\$650 million
Total online Christmas expenditures 1999	\$282 million

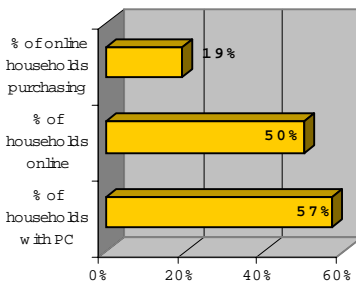
Source: Ipsos-Reid 2001

Likelihood of B.C. Residents Visiting the Website of their Favourite Store



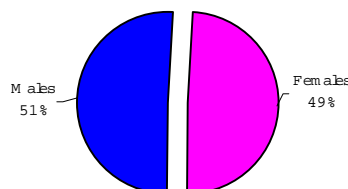
Source: Retail Council of Canada

Canadian Household Penetration Rates 2000



Source: IDC, Statistics Canada

Gender Distribution of Canadian Internet Shoppers



Source: Ernst & Young

99 of 100 sites don't get the order

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Make Your Site SELL!**

<http://www.sitesell.com/MYSS22.html>

Most Popular Online Christmas Purchases by Canadians 2000

Books	43%
Clothing	27%
CDs, tapes or videos	26%
Toys & Games	21%
Computers & software	14%

Source: Ipsos Reid