

Canadian Internet and Use

E-commerce

Data from the 2010 Canadian Internet Use Survey

PRODUCTS ORDERED ONLINE

Travel Arrangements 55%

Event Tickets 48%

Books, Magazines, Online Newspapers 40%

Clothing, Jewellery, Accessories 36%

Memberships/Registration Fees 32%

51%
Placed
Online
Order

74%
Window
Shoppers

10
Avg #
Orders/Person

\$15.3 billion spent online

MOBILE USE, INTERNET USERS

33%
USED A WIRELESS DEVICE

59% of people
< 35 YEARS OLD

47%
FROM HIGHEST
HOUSEHOLD
INCOME QUARTILE

\$87,000 or more: 94%

\$50,000-\$87,000: 86%

\$30,000-\$50,000: 73%

\$30,000 or less: 59%

INTERNET USE BY HOUSEHOLD INCOME

AVG. HOURS ONLINE IN A TYPICAL WEEK

46%
<5 hours

26%
5-9 hours

17%
10-19 hours

7%
20-29 hours

30-39 hours 2%

40+ hours 2%

SHOPPING ONLINE BY AGE GROUP

+65: 34%

45-64: 47%

25-44: 59%

16-24: 51%

80%

Canadians using the Internet

www.statcan.gc.ca

Numbers are expressed as a percentage of Internet users.



Statistics
Canada

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