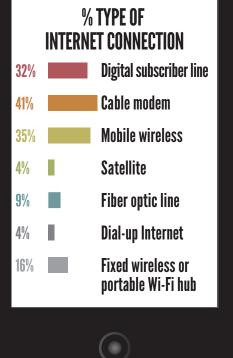
Statistics Statistique Canada

2012 SURVEY OF DIGITAL TECHNOLOGY AND INTERNET USE

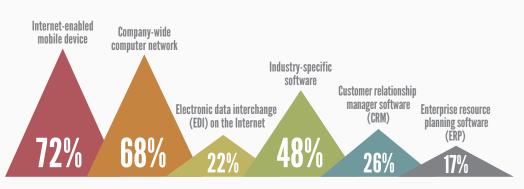
overall 45%		
BY SIZE OF ENTERPRISE		•
Small	41%	•
Medium	83% 92%	•
Large 10+ employees	92% 80%	•
WEBSITE FEATURES		•
Online payment	14%	•
Social media integration	33%	•
Mobile-optimized site	13 %	•
Media-rich content	21 %	•
Customized website for repeat visitors	25 %	•
Online forms for collecting information	27 %	•
Secure website	21 %	•
		•
		•





46%

% USE OF INFORMATION AND Communication technologies (ICTs) By Businesses with 10+ employees



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% BUSINESSES Selling online	
overall 110 /0	
BY SIZE OF ENTERPRISE Small Medium Large 10+ employees	10% 20% 30% 20%

sold online in 2012 (Billions \$) \$122

Manufacturing	\$16
Wholesale trade	\$45
Retail trade	\$13
Transportation and warehousing	\$11
Accommodation and food services	\$2

DEFINITIONS

SMALL-SIZED enterprises have 0 to 19 full-time employees.

MEDIUM-SIZED enterprises have 20 to 99 full-time employees, except for medium-sized manufacturing enterprises that have 20 to 499 full-time employees, as defined in the North American Industry Classification System (NAICS) 31-33.

LARGE-SIZED enterprises have 100 or more full-time employees, except for large-sized manufacturing enterprises that have 500 or more full-time employees, as defined in the North American Industry Classification System (NAICS) 31-33.

