



# The Daily

Statistics Canada

Wednesday, November 1, 2006

Released at 8:30 a.m. Eastern time

---

## Releases

---

<b>E-commerce: Shopping on the Internet, 2005</b>	2
Canadians ordered just over \$7.9 billion worth of goods and services over the Internet in 2005, according to data from the new Canadian Internet Use Survey.	
Employment Insurance Coverage Survey, 2005	5
Coal and coke statistics, August 2006	7
Electric power statistics, August 2006	7

---

<b>New products</b>	8
---------------------	---

---



---

## Releases

---

### E-commerce: Shopping on the Internet

2005

Canadians ordered just over \$7.9 billion worth of goods and services over the Internet for personal or household consumption in 2005, according to data from the new Canadian Internet Use Survey. They placed almost 50 million orders on-line during that year.

E-commerce, that is the value of orders made on-line, still represented a very small fraction of the \$762 billion in personal expenditures on goods and services that consumers made last year. However, the new survey confirmed the popularity of on-line shopping from both domestic and foreign vendors.

Almost 7 million Canadians aged 18 and over placed an order on-line in 2005 while slightly over 9 million logged on to browse, or in other words, to do some "window shopping". The people who made an on-line purchase represented about 41% of all adults who used the Internet in 2005.

Travel services such as hotel reservations and car rentals were the most common type of order, followed closely by books, magazines and digital products.

About three quarters of adult Canadians who made an order on-line in 2005 reported paying directly over the Internet with a credit or debit card for some or all of their purchases. Even so, survey results show a vast majority of Internet shoppers remain concerned about Internet privacy and credit card use.

#### Albertans and British Columbians heaviest users of e-commerce

Use of the Internet for e-commerce varied widely according to a number of factors, including where one lived, level of income and age.

Albertans and British Columbians were by far the heaviest users of e-commerce, with 45% of adult Internet users in these two provinces placing an order for goods and services on-line in 2005. The proportion was lowest in Quebec, where about 35% of Internet users did so.

Over one half (52%) of adult Internet users living in households with incomes of \$70,000 or more reported an on-line purchase last year, compared to 32% among Internet users in households with incomes less than \$70,000.

Younger Internet users were more likely to buy on-line than their older counterparts. About 44% of

#### Note to readers

The 2005 Canadian Internet Use Survey (CIUS), conducted as a supplement to the Labour Force Survey in November 2005, asked more than 30,000 Canadians aged 18 years and over about their Internet use, including electronic shopping, for the previous 12 months. It excluded residents of the territories, inmates of institutions, persons living on Indian reserves, and full-time members of the Canadian Armed Forces.

This release features information on electronic shopping including the number and value of orders Canadians made on-line. Information on Internet use (the proportion of Canadians using the Internet and the reasons for their use) was released in The Daily on August 15, 2006.

The new survey replaces the Household Internet Use Survey (HIUS) which focused on households. In 2003, Canadian households made an estimated 21 million orders on-line with a total value of \$3 billion. CIUS now conforms more closely to international standards by measuring individual Internet use, but should not be compared directly with HIUS. It is possible that some CIUS respondents may report on-line expenditures made by other household members, particularly for items that are jointly consumed such as travel.

#### Definitions

An **Internet user** is someone who accessed the Internet from any location for personal non-business reasons.

An **Internet shopper** is someone who used the Internet from any location to browse (i.e. window shopping without making an order on-line) or to order goods or services for personal or household use.

**E-commerce** refers specifically to an order made over the Internet regardless of the method of payment.

users under 45 made an electronic order in 2005, compared with 36% among those aged 45 or older.

While the proportion of men and women using the Internet in 2005 was the same, there were clear differences in Internet shopping. About 45% of adult males who used the Internet placed an electronic order, compared with 38% of women, and men were also more likely to browse.

In addition, 43% of Internet users living in urban areas placed an order on-line, compared with 34% in rural and small town areas.

#### Canadian vendors had slight edge in on-line orders

About 57% of the 49.4 million electronic orders for goods and services in 2005, some 28.3 million, were placed with a Canadian vendor, survey results showed. These orders represented 63%, or just under \$5 billion, of the total value of orders. This means that for every \$100 spent by Canadian adults on-line during 2005, \$63 were spent with Canadian vendors.

### Number and value of on-line orders during 2005

	All vendors	Canadian vendors
<b>Adult Canadians</b>		
Internet users ('000s)	16,775	16,775
E-commerce consumers ('000s)	6,888	5,405
<b>Number of orders</b>		
Total number ('000s)	49,425	28,302
Average number	7.2	5.2
<b>Value of orders</b>		
Total value (\$ '000s)	7,924,407	4,970,490
Average value (\$)	1,150	920
Average value per order (\$)	160	176

On average, each adult consumer placed 7.2 orders on-line in 2005, with an average value of \$160. In terms of Canadian vendors alone, consumers placed an average of 5.2 orders on-line, with an average value of \$176 per order.

### Travel and reading material most common on-line purchase

The most common types of electronic orders during 2005 were travel arrangements, books and magazines, other entertainment products such as concert tickets, and clothing, jewelry and accessories. Music, computer software and digital video disks were also popular orders.

More common electronic orders from Canadian vendors included books, magazines and on-line newspapers, or other entertainment products such as concert tickets and travel arrangements.

### Types of purchases made on-line during 2005

Internet shoppers report ordering ...	%
Travel services and arrangements	36
Books, magazines and on-line newspapers	35
Other entertainment products	25
Clothing, jewellery and accessories	25
Computer software	20
Music	16
Consumer electronics	16
Videos and digital video discs (DVD)	13
Flowers as gifts	13
Computer hardware	12
Toys and games	12
Housewares	8
Other health products, beauty and vitamins	8
Sports equipment	7
Automotive products	6

There were notable differences in orders when the personal characteristics of the purchaser were taken into consideration. For example, of male adults who placed on-line orders, 26% reported purchasing computer software, compared with only 14% of women.

In contrast, women were more likely to order books, magazines and newspapers on-line, as well as clothing, jewelry and accessories.

Shoppers under the age of 45 were about twice as likely to order music on the Internet as those 45 years and over, as well as being more likely to order concert tickets. However, shoppers in the older age group used Internet in greater proportion to make travel arrangements.

Three quarters of adult Canadians who made an order on-line in 2005 reported paying directly over the Internet with a credit or debit card for some or all of their purchases, while about 17% reported paying with a credit card over the telephone.

### Window shopping: Electronics, appliances top the list for browsers

An estimated 9.2 million adult Canadians used the Internet to do some window shopping for goods and services in 2005. They accounted for over one half (55%) of all Internet users.

More than 6 out of every 10 of those on-line window shoppers actually wound up making a purchase not on-line but directly from a retailer.

The most popular items for these window shoppers were consumer electronics, such as cameras and VCRs; housewares, such as large appliances and furniture; and clothing, jewelry and accessories and travel arrangements. Many individuals searched for motor vehicles and real estate.

### Window shopping on-line during 2005

Internet shoppers report browsing for ...	%
Consumer electronics	42
Housewares	39
Clothing, jewellery and accessories	37
Travel services and arrangements	37
Books, magazines and on-line newspapers	28
Automotive products	26
Music	22
Other entertainment products	22
Computer hardware	20
Computer software	19
Videos and digital video discs (DVD)	18
Toys and games	18
Sports equipment	16
Real estate	16
Flowers as gifts	12

Men were slightly more likely than women to report a direct purchase as the result of window shopping on-line.

Many more men than women reported window shopping for big-ticket items such as consumer electronics and automotive products. For example, 36% of male window shoppers reported browsing for a car, more than double the proportion of women (14%).

On the other hand, more female window shoppers browsed for large appliances and furniture and were almost twice as likely to search on-line for clothing, jewelry and accessories.

**Security concerns a possible impediment to e-commerce**

On-line security was on the mind of many Canadians and may represent a roadblock to Internet shopping, the survey showed.

Four out of every five adult Canadians expressed a concern about Internet credit card use. Moreover, almost one-half (48%) of Internet window shoppers who reported making a purchase as a result of their on-line search said they were very concerned about using their credit card on the Internet.

The lack of high-speed access to the Internet may also be an impediment. About 50% of Internet users with a high-speed connection at home made an on-line purchase in 2005, compared with just 36% of those without high-speed.

This may be more of a problem for people living in rural and small town areas, with less proximity to retail

outlets. They were less likely to report the availability of high-speed telephone or cable Internet service.

**Available on CANSIM: tables 358-0135 to 358-0138.**

**Definitions, data sources and methods: survey number 4432.**

Additional data tables on Internet shopping are available on-line. From the *Summary tables* page, select *What's new?* Or select the subject *Communications* then *Internet*.

For further information, or to enquire about the concepts, methods or data quality of this release, contact Larry McKeown (613-951-2582; [larry.mckeown@statcan.ca](mailto:larry.mckeown@statcan.ca)), Science, Innovation and Electronic Information Division. ■

---

## Employment Insurance Coverage Survey 2005

The proportion of unemployed Canadians eligible for Employment Insurance benefits edged up in 2005, according to data from the Employment Insurance Coverage Survey.

Approximately 769,700 unemployed individuals contributed to the Employment Insurance program in 2005 and 619,800 of them had a job separation that met the program criteria. This represents 55.2% of all unemployed, up from 53.5% in 2004.

Of these individuals, an estimated 516,700, or 83.4% were eligible to receive benefits in 2005.

The most common reason for not being covered by the Employment Insurance program was still the lack of paid employment during the 12 months prior to the survey. In 2005, an estimated 26% of unemployed individuals were not covered for this reason, virtually the same as in 2004.

In 2005, eligibility and access to maternity and parental benefits for mothers with a child up to 12 months old remained virtually unchanged from the previous year.

Three in four mothers (75%) had insurable employment and 64.2% of mothers received maternity or parental benefits at some point during their pregnancy, or after the birth or adoption of their child.

Among paid workers, the average duration of actual or planned maternity leave remained unchanged

at 11 months. In contrast, self-employed mothers planned to take only 5 months of leave on average.

The proportion of fathers who claimed or intended to claim Employment Insurance parental benefits increased to 14.2% in 2005. This is the first notable increase in this measure since the implementation of extended parental benefits. Despite edging down slightly in 2004, this ratio had remained fairly stable, hovering around 11% since 2002.

**Note:** The Employment Insurance Coverage Survey has been conducted for Human Resources and Social Development Canada since 1997. The survey is conducted in four cycles each year, in April, July, November and January. In 2000, the survey was expanded to help monitor the effect of the extended parental benefit program. In 2005, a total of 2,151 unemployed and 1,248 mothers of a child less than one year old were surveyed.

**Definitions, data sources and methods: survey number 4428.**

To order custom tabulations, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-461-9050; 613-951-3321; fax: 613-951-4527; [ssd@statcan.ca](mailto:ssd@statcan.ca)), Special Surveys Division. □

### Coverage and eligibility of the unemployed for Employment Insurance benefits

	2004	2005	2004 to 2005 ...
<b>All unemployed<sup>1</sup> (thousands)</b>	<b>1,188</b>	<b>1,123</b>	<b>...</b>
<b>As a proportion of all unemployed</b>	<b>%</b>		<b>% change</b>
<b>Contributed to the Employment Insurance program and had a job separation that meet the program criteria</b>	<b>53.5</b>	<b>55.2</b>	<b>1.7</b>
Eligible: Received or will receive Employment Insurance benefits	40.9	43.4	2.5
Eligible: Did not receive benefits but eligible based on reported hours worked	2.2	2.7	0.5
Not eligible for benefits based on reported hours worked	10.5	9.2	-1.3
<b>Contributed to the Employment Insurance program but left their last job to go to school or for other reasons not deemed valid for Employment Insurance</b>	<b>15.1</b>	<b>13.4</b>	<b>-1.7</b>
<b>Did not contribute to the Employment Insurance program</b>	<b>31.4</b>	<b>31.4</b>	<b>0</b>
No insurable employment	5.7	5.4	-0.3
Has not worked in the previous 12 months	25.7	26.0	0.3
<b>Eligible as a proportion of Employment Insurance contributors who had a job separation that meet the program criteria</b>	<b>80.4</b>	<b>83.4</b>	<b>3.0</b>

... not applicable

1. Average number of unemployed for the months of March, June, October and December.

### Eligibility of mothers for maternity and parental benefits and duration of leave

	2004	2005
Mothers with child aged 12 months or less	350,000	376,000
<b>As a proportion of total</b>		
<b>With insurable employment (%)</b>	<b>74.3</b>	<b>75.0</b>
Received maternity or parental benefits (%)	65.9	64.2
Did not claim or receive maternity or parental benefits (%)	8.4	10.8
<b>Without insurable employment (%)</b>	<b>25.7</b>	<b>25.0</b>
Not worked in two years (%)	16.6	12.7
Other (includes self-employed) (%)	9.1	12.3
<b>Mothers who received maternity or parental benefits as a proportion of mothers with insurable employment (%)</b>	<b>88.7</b>	<b>85.6</b>
<b>Mothers with known return plans or already returned to work<sup>1</sup></b>	<b>211,000</b>	<b>237,000</b>
Average duration of planned leave (in months)	11	11
Median duration of planned leave (in months)	11	11
0 to 4 months (%)	8.9	7.2
5 to 8 months (%)	11.6	12.8
9 to 12 months (%)	62.7	61.1
More than 12 months (%)	16.9	19.0
<b>Spouse or partner claiming or intending to claim parental benefits</b>	<b>30,000</b>	<b>47,000</b>
Percentage of mothers with spouse claiming or intending to claim benefits (%)	9.5	14.2

1. Excludes mothers who have not worked in two years and self-employed mothers.

### **Coal and coke statistics**

August 2006

Data on coal and coke are now available for August.

**Available on CANSIM: table 303-0016.**

**Definitions, data sources and methods: survey numbers, including related surveys, 2003 and 2147.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.ca](mailto:energ@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### **Electric power statistics**

August 2006

Data on electric power are now available for August.

**Available on CANSIM: table 127-0001.**

**Definitions, data sources and methods: survey number 2151.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.ca](mailto:energ@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## New products

There are no new products today.

### How to order products

**To order by phone, please refer to:**


- The title
- The catalogue number
- The volume number
- The issue number
- Your credit card number.

From Canada and the United States, call: **1-800-267-6677**  
From other countries, call: **1-613-951-2800**  
To fax your order, call: **1-877-287-4369**  
For address changes or account inquiries, call: **1-877-591-6963**

**To order by mail, write to:** Statistics Canada, Finance, 6<sup>th</sup> floor, R.H. Coats Bldg., Ottawa, K1A 0T6.  
Include a cheque or money order payable to **Receiver General of Canada/Publications**. Canadian customers add 6% GST and applicable PST.

**To order by Internet, write to:** [infostats@statcan.ca](mailto:infostats@statcan.ca) or download an electronic version by accessing Statistics Canada's website ([www.statcan.ca](http://www.statcan.ca)). From the *Our products and services* page, under *Browse our Internet publications*, choose *For sale*.

**Authorized agents and bookstores also carry Statistics Canada's catalogued publications.**



Catalogue 11-001-XIE (Parcours 11-001-XIE) 6897-6-05

**The Daily**  
Statistics Canada

Thursday, June 5, 1997  
For release at 9:30 a.m.

**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian rode an average of about six trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4  
Growth in productivity among Canadian businesses was notably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- **Highered Index, May 1997** 3
- **Short-term Expectations Survey** 3
- **Steel primary forms, 1996 ending May 31, 1997** 12
- **Flag production, April 1997** 12

**PUBLICATIONS RELEASED** 11

Statistics Canada

### Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications Division, Statistics Canada, 10-G, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To access *The Daily* on the Internet, visit our site at <http://www.statcan.ca>. To receive *The Daily* each morning by e-mail, send an e-mail message to [listproc@statcan.ca](mailto:listproc@statcan.ca). Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2004. Citation in newsprint, magazine, radio, and television reporting is permitted subject to the requirement that Statistics Canada is acknowledged as the source. Any other reproduction is permitted subject to the requirement that Statistics Canada is acknowledged as the source on all copies as follows: Statistics Canada, *The Daily*, catalogue 11-001-XIE, along with date and page references.