

# The Daily

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## Statistics Canada

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## Releases

### E-commerce: Shopping on the Internet

2007

More Canadians used the Internet to purchase goods and services in 2007, placing almost \$12.8 billion worth of orders, up 61% from 2005.

This increase was driven by a larger volume of orders, which rose from 49.4 million in 2005 to 69.9 million in 2007. The proportion of orders placed with Canadian vendors declined slightly from 57% of the total in 2005 to 52% in 2007.

More than 8.4 million Canadians aged 16 and over made an online purchase in 2007, up from nearly 6.9 million in 2005. They accounted for 32% of Canadians in this age group, compared with 28% in 2005.

Not all online consumers participated equally. The top 25% of "online consumers," who spent an average of \$5,000 during 2007, were responsible for 46% of orders and 78% of the total dollar value.

Internet shoppers were also more likely to pay directly online. About 82% paid directly online for some or all of their purchases, up from 75% in 2005.

Even so, 77% of these online consumers expressed concern about online credit card use.

#### Number and value of orders

	2005 <sup>1</sup>	2007 <sup>2</sup>
<b>Canadians</b>		
Internet users (thousands)	16,775	19,233
Online consumers (thousands)	6,888	8,404
<b>Number of orders</b>		
Total number (thousands)	49,425	69,886
Average number	7.2	8.3
<b>Value of orders</b>		
Total value (\$ thousands)	7,924,407	12,772,147
Average value (\$)	1,150	1,520
Average value per order (\$)	160	183

1. Canadians aged 18 and over.

2. Canadians aged 16 and over.

**Note:** Readers are cautioned when comparing results to the 2005 survey, which was restricted to people aged 18 and older. In 2007, respondents aged 16 and 17 accounted for about 2% of the total online orders and 1% of their dollar value.

#### Note to readers

The 2007 Canadian Internet Use Survey was conducted as a supplement to the Labour Force Survey.

More than 26,500 Canadians aged 16 and over were asked about their Internet use for a 12-month period. This release features electronic shopping, the number and value of online orders. For information on other Internet uses, see The Daily of June 12, 2008.

Readers are cautioned when comparing results to the 2005 survey, which was restricted to people aged 18 and older. While most individuals aged 16 and 17 used the Internet in 2007, just one-quarter (25%) made an online order. Individuals aged 16 and 17 accounted for about 2% of the total online orders and 1% of their dollar value in 2007.

#### Definitions

**Internet user:** Someone who accessed the Internet from any location for personal, non-business reasons during a 12-month reference period.

**Online consumer:** Refers to someone who ordered at least one product using the Internet, with or without online payment.

**Top online consumer:** Refers to someone in the top 25% or quartile of the distribution of online consumers by expenditure.

**Window shopper:** Someone who reported going online to browse for goods or services without an online order.

All monetary values are in current Canadian dollars.

#### Albertans heaviest online shoppers

Among those Canadians aged 16 and over who used the Internet in 2007, 44% made an online order. This proportion is lowered slightly by including those aged 16 and 17 in the 2007 survey. Regionally, Internet users from Alberta were the heaviest online shoppers in 2007, with one-half placing an online order.

While the vast majority (97%) of teenagers aged 16 and 17 used the Internet, only 25% used it to make an online order.

Demographically, Internet users aged 25 to 34 were the heaviest online consumers, with more than one-half (51%) ordering online.

#### More paying directly online

The most common types of online orders were travel services, books and magazines, other entertainment products such as concert tickets, and clothing, jewellery and accessories.

About 82% of online consumers paid directly over the Internet, using a credit or debit card, for some or all of their purchases in 2007, an increase from 75% in 2005.

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### **Internet supports retail**

For many Canadians, the Internet has become a supplement to traditional retail shopping more than a substitute.

In 2007, 43% of Canadians logged on to do research on products, or to "window shop." Of these window shoppers, a majority (64%) reported that they had subsequently made a purchase directly from a store.

The most popular items for browsing were consumer electronics, such as cameras and VCRs; housewares, such as large appliances and furniture; and clothing, jewellery and accessories.

### **Security concerns persist**

In 2007, one-half (50%) of all Canadians, whether or not they went online, reported that they were very concerned about online credit card use.

This level of concern dropped to 34% among those who had actually made an order (with or without online

payment), and it was even lower (30%) among the minority who were the "top online consumers."

These levels were higher in 2005 for all three groups. Survey results showed that Canadians were less likely to be very concerned about security if they had used the Internet longer and for more activities.

Canadians were more experienced users in 2007, with 54% reporting five or more years of Internet use, up from 45% in 2005. Among the "top online consumers," 91% had used the Internet for five or more years in 2007.

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

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

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.gc.ca](mailto:larry.mckeown@statcan.gc.ca)), Science, Innovation and Electronic Information Division. ■

## Environmental protection expenditures by businesses

2006

Canada's oil and gas extraction industry spent \$2.8 billion to protect the environment in 2006, more than any other industry.

The industry's expenditures accounted for nearly one-third of the \$8.6 billion outlay by businesses operating in Canada for both operating expenses and capital investment in environmental protection. This amount represents all expenditures made in response to environmental regulations, conventions and voluntary agreements.

Industry spending on waste management and sewerage services and pollution abatement and control activities represented almost half of the overall total.

These results followed a long-standing trend in which the largest share of environmental protection expenditures was made to deal with pollutants after they were created.

### Alberta businesses spent the most to protect the environment

Provincially, Alberta businesses invested the most in facilities and equipment to protect the environment, again surpassing Ontario, the largest spender up until 2002.

Capital investment by businesses in Alberta for environmental protection amounted to nearly \$1.9 billion in 2006, almost half (49%) of the capital expenditures nationally. Ontario businesses reported \$827 million in capital expenditures, followed by those in Quebec (\$371 million).

In terms of operating expenses for environmental protection, establishments in Ontario reported spending almost \$1.6 billion, the largest amount. Alberta businesses were a close second with operating expenses of just over \$1.3 billion.

Alberta's lead position in capital spending on environmental protection was due mainly to high expenditures by the oil and gas extraction industry.

### In 2006, \$4 of every \$100 invested by oil and gas extraction went to environmental protection

Put in perspective, for every \$100 invested by the oil and gas extraction industry, \$4 was invested in environmental protection.

Capital investments by Canadian oil and gas producers, most of which operate in Alberta, totalled

#### Note to readers

*The Survey of Environmental Protection Expenditures is a biennial survey of selected primary industries and the manufacturing sector.*

*The survey underwent a thorough redesign for the 2006 reference year to improve overall methodology and data quality indicators, as well as data quality for smaller businesses.*

*Because of the methodological changes and expanded coverage, comparisons with survey estimates for previous years are not recommended.*

over \$1.7 billion in 2006. This investment occurred in areas such as pollution abatement and control, waste management, pollution prevention, and reclamation and decommissioning.

The oil and gas extraction industry also reported the highest operating expenses (\$1.1 billion). This amount went mainly for reclamation and decommissioning, waste management and sewerage services and pollution abatement and control processes.

About \$20 out of every \$100 invested by the petroleum and coal products industry was for environmental protection, as that industry continued to upgrade refineries to meet new sulphur regulations.

Combined, the oil and gas extraction and petroleum and coal products industries accounted for almost two-thirds of total capital investment for environmental protection.

### Industry spending to improve energy efficiency

Industry spent nearly \$2.0 billion in 2006 on technologies that improve energy efficiency or reduce the use of fossil fuels.

Compared with industry spending on environmental protection, this amount represents a broader set of expenditures. This reflects a motivation by industry to adopt energy-related environmental technologies that exceed responses to environmental regulations, conventions or voluntary agreements.

The oil and gas extraction industry led the way with expenditures of \$495.4 million on alternative energy and energy reduction technologies. Most of this amount, \$472.9 million, was directed at capital projects.

The electric power generation, transmission and distribution industry spent a similar amount. However, it directed less to capital projects (\$155.4 million) and more to operating expenses (\$337.8 million).

Industry spending was directed to technologies such as cogeneration, waste energy recovery, solar energy and energy management systems.

Available on CANSIM: tables 153-0052 to 153-0056.

Definitions, data sources and methods: survey number 1903.

The publication *Environmental Protection Expenditures in the Business Sector, 2006* (16F0006XWE, free), is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the Information Officer (613-951-0297; [environ@statcan.gc.ca](mailto:environ@statcan.gc.ca)), Environment Accounts and Statistics Division.

### Expenditures on environmental protection by type of activity and industry and province or territory, 2006

	Total capital expenditures	Share of total capital expenditures	Total operating expenditures	Share of total operating expenditures
	\$ millions	%	\$ millions	%
<b>Industry</b>				
Logging	F	F	62.6	1.3
Oil and gas extraction	1,730.9	45.1	1,082.6	22.7
Mining	269.9	7.0	277.0	5.8
Electric power generation, transmission and distribution	252.1	6.6	381.2	8.0
Natural gas distribution	65.7	1.7	22.4	0.5
Food	123.8	3.2	317.9	6.7
Beverage and tobacco products	5.4	0.1	15.5	0.3
Wood products	55.5	1.4	181.8	3.8
Paper manufacturing	88.0	2.3	508.5	10.7
Petroleum and coal products	596.4	15.5	297.1	6.2
Chemicals	82.4	2.1	280.5	5.9
Non-metallic mineral products	61.1	1.6	73.0	1.5
Primary metals	122.6	3.2	610.9	12.8
Fabricated metal products	F	F	68.5	1.4
Transportation equipment	42.2	1.1	142.1	3.0
Other manufacturing	150.2	3.9	379.0	7.9
Pipeline transportation	75.3	2.0	68.3	1.4
<b>Total</b>	<b>3,836.4</b>	<b>100.0</b>	<b>4,769.0</b>	<b>100.0</b>
<b>Province or territory</b>				
Newfoundland and Labrador	121.9	3.2	70.5	1.5
Prince Edward Island	0.7	0 <sup>s</sup>	4.0	0.1
Nova Scotia	42.3	1.1	84.1	1.8
New Brunswick	69.3	1.8	161.9	3.4
Quebec	370.7	9.7	726.4	15.2
Ontario	827.1	21.6	1,584.1	33.2
Manitoba	93.0	2.4	106.4	2.2
Saskatchewan	222.7	5.8	228.0	4.8
Alberta	1,869.8	48.7	1,319.1	27.7
British Columbia	214.7	5.6	472.8	9.9
Yukon, Northwest Territories and Nunavut	4.1	0.1	11.8	0.2
<b>Total</b>	<b>3,836.4</b>	<b>100.0</b>	<b>4,769.0</b>	<b>100.0</b>

F too unreliable to be published

0s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded

**Note:** Figures may not add up to totals due to rounding.

**Expenditures on energy-related environmental processes and technologies by industry and province or territory, 2006<sup>1</sup>**

	Operating expenditures	Capital expenditures	Total
	\$ millions		
<b>Industry</b>			
Logging	6.0	F	7.7
Oil and gas extraction	22.5	472.9	495.4
Mining	6.2	16.0	22.2
Electric power generation, transmission and distribution	337.8	155.4	493.2
Natural gas distribution	1.6	0.3	1.9
Food	38.3	36.7	75.0
Beverage and tobacco products	4.0	F	7.2
Wood products	158.0	59.5	217.5
Paper manufacturing	266.6	69.5	336.1
Petroleum and coal products	22.4	33.6	56.0
Chemicals	113.7	19.4	133.1
Non-metallic mineral products	3.5	4.3	7.9
Primary metals	5.2	14.1	19.4
Fabricated metal products	1.6	F	F
Transportation equipment	14.9	4.6	19.5
Other manufacturing	5.5	31.9	37.4
Pipeline transportation	1.4	12.2	13.6
<b>Total</b>	<b>1,009.2</b>	<b>964.0</b>	<b>1,973.2</b>
<b>Province or territory</b>			
Atlantic provinces <sup>2</sup>	x	x	108.4
Quebec	77.5	119.3	196.8
Ontario	239.1	120.6	359.7
Manitoba	x	x	x
Saskatchewan	x	41.3	x
Alberta	183.4	592.2	775.6
British Columbia and the territories <sup>3</sup>	199.5	32.0	231.5
<b>Total</b>	<b>1,009.2</b>	<b>964.0</b>	<b>1,973.2</b>

F too unreliable to be published

X suppressed to meet the confidentiality requirements of the Statistics Act

1. Expenditures for energy-related environmental technologies were not restricted to those made in response to environmental regulations, conventions or voluntary agreements.

2. Includes Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

3. Includes British Columbia, Yukon, Northwest Territories and Nunavut.

**Note:** Figures may not add up to totals due to rounding.



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## Industrial chemicals and synthetic resins

September 2008

Data on industrial chemicals and synthetic resins are now available for September.

**Available on CANSIM: table 303-0014.**

**Definitions, data sources and methods: survey number 2183.**

The September 2008 issue of *Industrial Chemicals and Synthetic Resins*, Vol. 51, no. 9 (46-002-XWE, free), is now available from the *Publications* module of our website.

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

## Primary iron and steel

September 2008

Data on primary iron and steel are now available for September.

**Available on CANSIM: tables 303-0048 to 303-0051.**

**Definitions, data sources and methods: survey numbers, including related surveys, 2116 and 2184.**

The September 2008 issue of *Steel, Tubular Products and Steel Wire* (41-019-XWE, free) will soon be available.

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; [manufact@statcan.gc.ca](mailto:manufact@statcan.gc.ca)), Manufacturing and Energy Division. ■

## Steel pipe and tubing

September 2008

Data on the production and shipments of steel pipe and tubing are now available for September.

**Available on CANSIM: table 303-0046.**

**Definitions, data sources and methods: survey number 2105.**

The September 2008 issue of *Steel, Tubular Products and Steel Wire* (41-019-XWE, free) will soon be available.

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; [manufact@statcan.gc.ca](mailto:manufact@statcan.gc.ca)), Manufacturing and Energy Division. ■

## Steel wire and specified wire products

September 2008

Data on steel wire and specified wire products production are now available for September.

**Available on CANSIM: table 303-0047.**

**Definitions, data sources and methods: survey number 2106.**

The September 2008 issue of *Steel, Tubular Products and Steel Wire* (41-019-XWE, free) will soon be available.

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; [manufact@statcan.gc.ca](mailto:manufact@statcan.gc.ca)), Manufacturing and Energy Division. ■

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## **Fertilizer Shipments Survey**

2006/2007 and 2007/2008

Data from the Fertilizer Shipments Survey are now available for the fertilizer years 2006/2007 and 2007/2008.

**Definitions, data sources and methods: survey number 5148.**

Custom Services are subject to confidentiality constraints and are structured on a cost-recovery basis.

For more information, to order data, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; [agriculture@statcan.gc.ca](mailto:agriculture@statcan.gc.ca)), Agriculture Division. ■

## New products

**Environmental Protection Expenditures in the Business Sector, 2006**  
**Catalogue number 16F0006XWE**  
(free).

**Industrial Chemicals and Synthetic Resins,**  
September 2008, Vol. 51, no. 9  
**Catalogue number 46-002-XWE**  
(free).

**New Motor Vehicle Sales,** September 2008, Vol. 80,  
no. 9  
**Catalogue number 63-007-XWE**  
(free).

**All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.**

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette; -XCB or -XCE are electronic versions on compact disc; -XVB or -XVE are electronic versions on DVD and -XBB or -XBE a database.

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