

# The Daily

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## Releases

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### **Canadian Internet Use Survey, 2009**

2

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Stocks of principal field crops, March 31, 2010

5

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## **New products and studies**

6

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## Releases

### Canadian Internet Use Survey

2009

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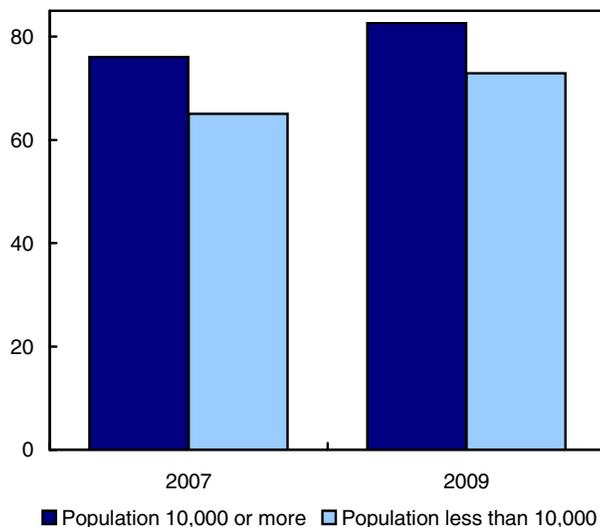
Rates of Internet use increased in every province during this two-year period. The largest relative increase in Internet users occurred in New Brunswick and Newfoundland and Labrador (+15% each over 2007). Rates were highest at 85% in both British Columbia and Alberta, followed by 81% in Ontario.

Among census metropolitan areas, the highest rates of Internet use were reported in Calgary and Saskatoon, both at 89%. They were followed by Edmonton, Ottawa–Gatineau, Vancouver and Victoria, at around 86% each.

Among Canadians living in communities with a population of 10,000 or more, 83% used the Internet compared with 73% of those from communities with fewer people. This "digital divide," that is, the gap in the rate of Internet use on the basis of community size, has persisted since 2007, when the respective proportions were 76% and 65%.

#### Internet use by community size

% of Canadians



#### Note to readers

The 2009 Canadian Internet Use Survey, sponsored by Industry Canada, was conducted in November as a supplement to the Labour Force Survey.

More than 23,000 Canadians aged 16 years and over were asked about their Internet use, including shopping, for the previous 12 months. This release contains results for Internet use by Canadians.

Data on Internet shopping (e-commerce) will be released later in 2010.

#### Definitions

An "Internet user" is someone who used the Internet for personal reasons from any location in the 12 months preceding the survey. A "home user" is someone who reported using the Internet from home.

Communities are divided into those with a population of 10,000 or more – defined by Statistics Canada's census metropolitan areas and census agglomerations – and those with fewer than 10,000 persons.

#### Other "digital divides" narrowing

Digital divides on the basis of income, education and age narrowed between 2007 and 2009.

To examine the Internet use divide by income, Canadians were divided into four equal groups, or quartiles, based on household income. The vast majority (94%) of people from households in the top quartile, those with incomes of \$85,000 or more, used the Internet, compared with 56% among households in the lowest quartile, those with incomes of \$30,000 or less. The respective proportions in 2007 were 90% and 48%.

As for the divide by education, 89% of individuals with at least some post-secondary education used the Internet in 2009, compared with 66% among those with no post-secondary education. This divide narrowed from 84% and 58% in 2007 respectively.

On the basis of age, Internet use increased among all groups but at different rates. In 2009, 98% of people aged 16 to 24 went online, up slightly from 96% two years earlier. Of those aged 45 or older, two-thirds (66%) went online during 2009, up from 56% in 2007. This age group, traditionally slower to adopt and use the Internet, accounted for 60% of all new Internet users since 2007.

A similar proportion of men (81%) and women (80%) used the Internet in 2009.

### Regular home use now commonplace

Most (96%) Internet users aged 16 or older reported going online from home during 2009, while 42% said they used it from work, 21% from schools and 15% from libraries.

Among those who used the Internet from home, 75% went online every day during a typical month, up from 68% in 2007. In 2009, 55% were online for five hours or more during a typical week, up from 49% in 2007.

### Growth in high-speed and wireless connections

Among people who accessed the Internet from home in 2009, 92% did so with a high-speed connection, up from 88% two years earlier.

The vast majority (94%) of home users living in communities with a population of 10,000 or more accessed the Internet through a high-speed connection. This compares with 84% of those living in communities with less than 10,000 people.

Among those in smaller communities who were not connected by high-speed access, one-half (50%) reported that a cable or telephone high-speed service was not available to them.

In 2009, 53% of home users were connected to the Internet by cable and 33% by telephone. Other types of home connections, mostly wireless, increased to 23% in 2009 from 13% in 2007.

The types of home connections differed from region to region. In the Atlantic provinces, 41% of home users were connected by telephone, while 57% were connected by cable in Quebec and British Columbia. In the Prairie provinces, 30% reported other types of connections.

### More searching, downloading and posting

E-mail was still the most common online activity from home in 2009. Searching for health information online was reported by 70% of home users, up from 59% in 2007.

Online transactions were more prominent in 2009, with 50% of home users reporting ordering goods or services over the Internet and 67% going online for electronic banking or bill payment.

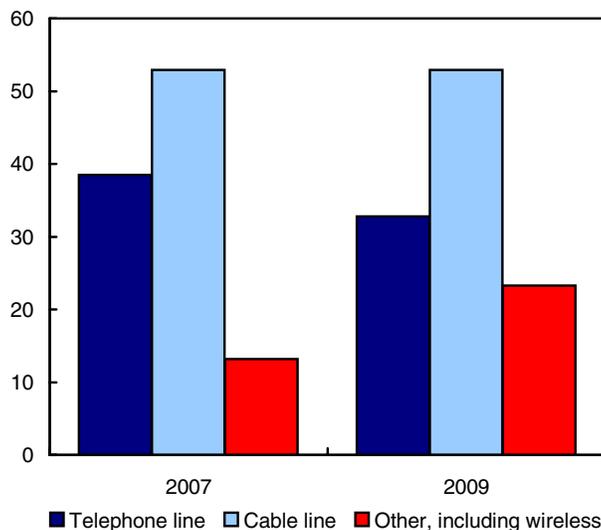
In 2009, 31% of home users reported downloading or watching TV or movies, while 27% reported contributing content by writing blogs, posting photographs or joining discussion groups.

Rates for these activities varied with characteristics such as age and sex. For instance, 53% of home users under the age of 30 went online to download or watch TV or movies, while 45% of this age group reported contributing content.

Among home users in 2009, 74% of women used the Internet to search for information about health or medical conditions, while 66% of men did so. However, 35% of men used the Internet to research investments, compared with 20% of women.

### Type of Internet home connection

% home users



### Online privacy and security concerns

Canadians who had used the Internet for five or more years were less likely to be concerned about online security than those with fewer years of online experience.

Of those who reported using the Internet for less than five years, 55% were very concerned about online credit card use and 50% about banking over the Internet. These proportions dropped to 42% and 37%, respectively, for those reporting five or more years of Internet use.

By 2009, 65% of all Canadians reported using the Internet for five or more years, up from 54% in 2007. As well, people who had used the Internet longer also reported a wider range of online activities.

In 2009, one-third (33%) of Internet users were very concerned about online privacy in 2009.

Available on CANSIM: tables 358-0122 to 358-0126, 358-0128 to 358-0130, 358-0132 and 358-0134.

Definitions, data sources and methods: survey number 4432.

Data tables are available from our website under *Summary tables*.

For more 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)) or Ben Veenhof (613-951-5067, [ben.veenhof@statcan.gc.ca](mailto:ben.veenhof@statcan.gc.ca)), Business Special Surveys and Technology Statistics Division.

### Proportion of Canadians using the Internet

	2007	2009
	%	
<b>Canada</b>	<b>73</b>	<b>80</b>
Newfoundland and Labrador	61	69
Prince Edward Island	69	77
Nova Scotia	69	76
New Brunswick	65	73
Quebec	69	77
Ontario	75	81
Manitoba	70	77
Saskatchewan	73	79
Alberta	77	85
British Columbia	78	85

### Online activities of home Internet users

	2007	2009
	%	
E-mail	92	93
General browsing for fun or leisure	76	78
Obtain weather or road conditions	70	75
Research other matters (family history, parenting)	70	73
Search for medical or health related information	59	70
View news or sports	64	68
Electronic banking or bill payment	63	67
Travel information or making travel arrangements	66	66
Window shopping	60	65
Search for information about governments	51	57
Education, training or school work	50	50
Research community events	44	50
Order personal goods or services	45	50
Obtain or save music (free or paid downloads)	45	47
Use an instant messenger	50	45
Play games	39	42
Obtain or save software (free or paid downloads)	33	35
Job search	32	35
Listen to the radio over the Internet	28	32
Download or watch TV or a movie over the Internet	20	31
Research investments	25	27
Communicate with governments	26	27
Contribute content (blogs, photos, discussion groups)	20	27
Make telephone calls	9	14
Sell goods or services (auction sites)	9	13

## Stocks of principal field crops

March 31, 2010

As of March 31, total stocks of principal field crops such as canola, wheat excluding durum, barley and oats were lower compared with the same date in 2009. Stocks fell mostly as a result of reduced crop production in 2009. By contrast, total soybean stocks were above levels observed one year earlier because of a production increase in 2009.

Total stocks of canola stood at 5.4 million metric tonnes, down 11.6% or 711 000 tonnes from March 31, 2009. Canola supplies were down as a result of a 6.5% production decline in 2009. Total on-farm stocks were down by 9.8% to 4.5 million tonnes, while commercial stocks declined 19.1% to 932 000 tonnes.

Total stocks of wheat excluding durum fell by 11.5% to 11.1 million tonnes, the result of an 8.6% drop in production in the fall of 2009. On-farm stocks decreased by 20.6% to 7.3 million tonnes compared with March 31, 2009, while commercial stocks rose by 13.3% to 3.8 million tonnes.

Total stocks of soybeans reached 1.4 million tonnes, up 14.5% from March 31, 2009. The increase in stocks was due to a record 3.5 million tonnes production in 2009.

In Ontario, on-farm stocks of soybeans rose 34.6% to 525 000 tonnes, while Quebec stocks decreased 7.4% to 125 000 tonnes.

**Note:** The December farm survey of 13,800 Canadian farmers is a survey of stocks of principal field crops conducted from March 24 to March 31, 2010. Farmers were asked to report the amounts of grain, oilseeds and special crops in on-farm storage. Data on commercial stocks of western major crops originate from the

Canadian Grain Commission. Commercial stocks of corn and soybeans are estimated by a Statistics Canada sample of grain elevators in Eastern Canada. Data on commercial stocks of special crops originate from a survey of handlers and agents of special crops.

National supply-disposition tables for the major grains and special crops are included in this report and will be included in future production and stock reports. Methodology details are published annually in the *Cereals and Oilseeds Review* (22-007-X, free).

Stocks data are subject to revision during the two years following their initial publication. Revisions are published in the July stocks report, which is released in September.

**Available on CANSIM: tables 001-0004, 001-0010, 001-0017 to 001-0020 and 001-0040 to 001-0043.**

**Definitions, data sources and methods: survey numbers, including related surveys, 3401, 3403, 3443, 3464 and 3476.**

The publication *Field Crop Reporting Series: "Stocks of principal field crops at March 31, 2010,"* Vol. 89, no. 3 (22-002-X, free), is now available from the *Key resource* module of our website under *Publications*.

Preliminary data of principal field crops areas will be released on June 23.

For more information, or to enquire about the concepts, methods or data quality of this release, contact David Burroughs (613-951-5138; [dave.burroughs@statcan.gc.ca](mailto:dave.burroughs@statcan.gc.ca)), Yves Gilbert (613-951-2577; [yves.gilbert@statcan.gc.ca](mailto:yves.gilbert@statcan.gc.ca)), Faye Price (204-983-2856; [faye.price@statcan.gc.ca](mailto:faye.price@statcan.gc.ca)) or Dave Roeske (613-951-0572; [dave.roeske@statcan.gc.ca](mailto:dave.roeske@statcan.gc.ca)), Agriculture Division.

### Total stocks of principal field crops at March 31

	2008	2009	2010	2008 to 2010	2009 to 2010
	thousands of metric tonnes			% change	
Total wheat	11 563	16 252	15 684	35.6	-3.5
Wheat excluding durum	9 542	12 497	11 059	15.9	-11.5
Durum wheat	2 021	3 755	4 625	128.8	23.2
Corn for grain	5 998	6 013	5 945	-0.9	-1.1
Canola	4 577	6 149	5 438	18.8	-11.6
Barley	4 459	6 007	5 096	14.3	-15.2
Dry field peas	870	1 760	2 060	136.8	17.0
Oats	2 332	2 657	1 936	-17.0	-27.1
Soybeans	1 020	1 223	1 400	37.3	14.5
Flaxseed	402	489	596	48.3	21.9
Lentils	330	372	310	-6.1	-16.7
Rye	86	181	196	127.9	8.3
Mustard seed	87	88	165	89.7	87.5
Canary seed	152	154	110	-27.6	-28.6
Sunflower seed	38	47	72	89.5	53.2
Chick peas	134	107	65	-51.5	-39.3

