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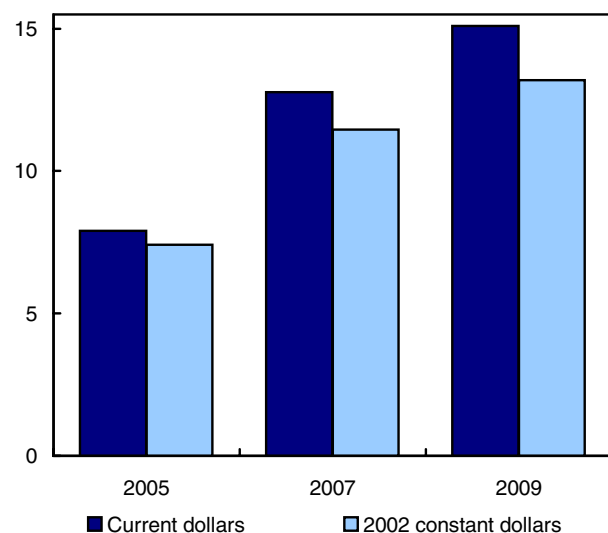
E-commerce: Shopping on the Internet

2009

Canadians used the Internet in 2009 to place orders for goods and services valued at \$15.1 billion, up from \$12.8 billion in 2007. The increase resulted from more online shoppers and a higher volume of orders.

Value of online orders

\$ billions



In 2009, about 39% of Canadians aged 16 and over used the Internet to place more than 95 million orders. This was up from 32% and the 70 million orders placed in 2007, when the survey was last conducted.

Relatively more residents of British Columbia (47%) and Alberta (45%) made an online order in 2009.

About one-half (51%) of Canadians aged 16 to 34 purchased a product online in 2009. Men (42%) were more likely than women (37%) to have made an online purchase.

Note to readers

The 2009 Canadian Internet Use Survey, sponsored by Industry Canada, was conducted in November 2009 as a supplement to the Labour Force Survey. More than 23,000 people aged 16 and over were asked about their Internet use over a 12-month period. Canadians aged 16 and 17, who accounted for 1% of the value of orders in 2007 and 2009, were excluded in 2005.

This release features Internet shopping. For information on other Internet uses, see The Daily of May 10, 2010.

Definitions

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

Online shopper: Someone who ordered at least one product using the Internet, with or without online payment.

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

Lower average value per order

Average value per order declined from \$183 in 2007 to \$158 in 2009.

Internet shopping

	2007	2009
Canadians		
Internet users (%)	73	80
Online shoppers (%)	32	39
Number of orders		
Total number (thousands)	69,886	95,669
Average number per person	8.3	9.0
Value of orders		
Total value (\$ thousands)	12,772,147	15,071,062
Average value per person (\$)	1,520	1,420
Average value per order (\$)	183	158

The top online shoppers (that is, the top 25%) spent an average of \$4,210 during 2009. These top online shoppers accounted for almost one-half (49%) of total orders and over three-quarters (79%) of their value.

Travel and event tickets remain popular

The most common types of online orders continued to be travel services; entertainment products such as concert tickets; books and magazines; and clothing, jewellery and accessories.

The types of products ordered varied by the individual characteristics of online shoppers.

More than one-half (54%) of online shoppers over the age of 44 reported placing an order for travel services, while about 43% of online shoppers under the age of 25 reported ordering clothing, jewellery and accessories.

Men (28%) were twice as likely as women (13%) to order consumer electronics online.

Internet complements retail

In 2009, 52% of Canadians went online to "window shop," that is, to research or browse products, up from 43% in 2007.

Such browsing is more pronounced among Canadians under the age of 35, as 67% of this age group went online to window shop.

Among all window shoppers in 2009, 69% reported subsequently making a purchase directly from a store, up from 64% in 2007.

The Internet complements traditional retail for certain categories such as consumer electronics (cameras and DVD players), appliances and furniture, as well as clothing, jewellery and accessories.

Security concerns decline as Internet use increases

The vast majority (84%) of online shoppers paid directly over the Internet for some or all of their purchases.

There are still concerns about online credit card use. In 2009, one-half (48%) of all Canadians, whether or not they went online, reported being very concerned about online credit card use.

The level of concern was higher (61%) for those who never used the Internet. This proportion dropped to 57% among those who reported using the Internet for less than five years, and was lower (42%) for those who had been online for five or more years.

In 2009, 80% of users reported five or more years of Internet use, up from 73% in 2007. More than one-half (55%) of users with five or more years of online experience made an online order in 2009 compared with 23% of those online for less than five years.

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

Definitions, data sources and methods: survey number 4432.

For more information, or to enquire about the methods, concepts or data quality of this release, contact Larry McKeown (613-951-2582; larry.mckeown@statcan.gc.ca) or Ben Veenhof (613-951-5067; ben.veenhof@statcan.gc.ca), Business Special Surveys and Technology Statistics Division.

□

Internet shopping, by type of online order

	2007	2009
	% of online shoppers	
Travel services and arrangements	45	49
Other entertainment products	32	40
Books, magazines and online newspapers	37	35
Clothing, jewellery and accessories	29	33
Music	22	26
Computer software	20	22
Consumer electronics	20	21
Toys and games	15	19
Flowers, gifts	16	18
Videos and digital video discs (DVD)	14	15
Computer hardware	13	13
Housewares	11	12
Other health products, beauty and vitamins	9	11
Sports equipment	9	10
Automotive products	8	8

Window shopping, by type of product browsed

	2007	2009
	% of window shoppers	
Consumer electronics	44	48
Travel services and arrangements	41	46
Housewares	43	45
Clothing, jewellery and accessories	41	45
Books, magazines and online newspapers	31	35
Other entertainment products	26	33
Automotive products	28	31
Toys and games	21	27
Music	24	25
Real estate	19	22
Computer hardware	21	21
Videos and digital video discs (DVD)	19	20
Computer software	19	20
Sports equipment	17	18
Flowers, gifts	13	17



Natural gas sales

July 2010 (preliminary)

Natural gas sales totalled 4 239 million cubic metres in July, up 5.0% compared with July 2009.

The volume of sales to the residential sector was down 4.6% in July compared with July 2009. The volumes of sales to the industrial and commercial sectors were up 6.5% and 2.5% respectively in July compared with July 2009.

Total sales in July were 0.3% lower compared with June.

Definitions, data sources and methods: survey number 2149.

For more information, to order data, 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.gc.ca), Manufacturing and Energy Division.

Natural gas sales

	July 2009	June 2010	July 2010 ^p	June to July 2010	July 2009 to July 2010
	thousands of cubic metres			% change	
Total sales	4 038 287	4 249 653	4 238 795	-0.3	5.0
Residential ¹	434 279	505 897	414 255	-18.1	-4.6
Commercial ²	370 477	405 471	379 726	-6.3	2.5
Industrial ³	3 233 531	3 338 285	3 444 814	3.2	6.5

^p preliminary

1. Gas sold for domestic purposes, including space heating, water heating and cooking, to a residential dwelling unit.

2. Gas sold to customers engaged in wholesale or retail trade, governments, institutions, office buildings, etc.

3. Gas sold to customers engaged in a process that creates or changes raw or unfinished materials into another form or product. Includes mining and manufacturing establishments. Includes firm, interruptible and buy/sell agreements.

Canadian Tobacco Use Monitoring Survey 2009

The public use microdata file for the 2009 Canadian Tobacco Use Monitoring Survey (CTUMS) is now available.

In 2009, 18% of Canadians 15 years of age and older reported smoking daily or occasionally. This rate has remained constant since 2005.

The current smoking rate for youth aged 15 to 19 was 13%. A higher percentage of male youths (15%) than female youths (11%) reported smoking.

The prevalence of smoking among young adults aged 20 to 24 years was 23%, down from the 27% reported in 2008. In the adult age group, 25 years of age and over, the current smoking rate remained at 17%.

Current provincial smoking rates for Canadians aged 15 and older ranged from a low of 15% in British Columbia to a high of 22% in Saskatchewan.

Note: The Canadian Tobacco Use Monitoring Survey (CTUMS) and the Canadian Community Health Survey (CCHS) produce estimates of national and provincial smoking rates. There are a number of differences between these two surveys. Each uses a different sampling frame.

The annual sample for CTUMS is 20,000, compared with 65,000 for CCHS. In the CCHS, smoking questions are asked in the context of a wide range of health-related behaviours. In CTUMS, all questions are related to smoking.

These factors can influence the estimates produced at a single point in time. However, the trends produced by the two surveys have been very consistent over time. Rather than comparing smoking rates produced from the two surveys, users should choose a single source, depending on their objectives, and use that source consistently.

Definitions, data sources and methods: survey number 4440.

February to December 2009 data are now available in the *Canadian Tobacco Use Monitoring Survey Microdata File* (82M0020X, \$2,140). See *How to order products*.

For more information on the public-use microdata file, 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.gc.ca), Special Surveys Division.

For more information about the survey results, contact Media Relations (toll-free 1-866-318-1116; fax: 613-954-2377; tcp-plt-questions@hc-sc.gc.ca), Health Canada, or visit the Tobacco Control Program website (www.gosmokefree.gc.ca). ■

Canada's natural resource wealth 2009

Data for Canada's natural resource wealth are now available for 2009.

Available on CANSIM: tables 153-0001 to 153-0008 and 153-0010 to 153-0028.

Definitions, data sources and methods: survey number 5114.

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), Environment Accounts and Statistics Division. ■

Survey methods and practices 2010

The manual *Survey Methods and Practices* is a practical guide to survey planning, design and implementation. Its 13 chapters cover many of the issues related to survey taking and many of the basic methods that can be usefully incorporated into the design and implementation of a survey.

This publication also provides insight on what is required to build efficient and high quality surveys, and on the effective and appropriate use of survey data in analysis.

The manual *Survey Methods and Practices* (12-587-X, free) is now available from the *Key resource* module under *Publications*. This publication was previously only available in print format (12-587-X, \$50). See *How to order products*.

For more information, contact David Dolson (613-951-4783; david.dolson@statcan.gc.ca), Social Survey Methods Division. ■

New products and studies

Survey Methods and Practices,
Catalogue number 12-587-X (PDF, free)

Canadian Tobacco Use Monitoring Survey
Microdata File, February to December 2009
Catalogue number 82M0020X (CD-ROM, \$2140)

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.

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.

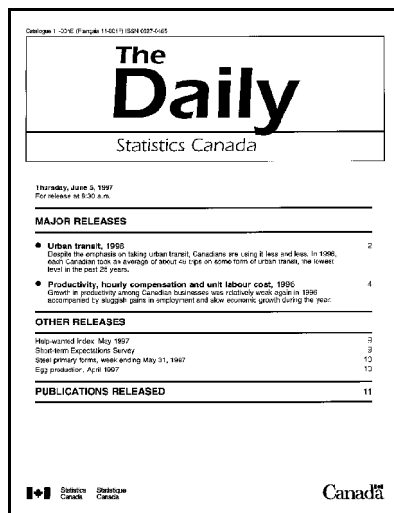
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