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Releases

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Digital technology and Internet use, 2013

Canadian enterprises sold more than $136 billion in goods and services over the Internet in 2013, up from $122 billion a year earlier. As in 2012, wholesale trade, manufacturing and retail trade accounted for the majority (61%) of the value of e-commerce sales. About 13% of enterprises sold goods or services over the Internet in 2013, up from 11% in 2012.

Large enterprises, as defined in the note to readers, accounted for nearly all of the growth in the value of online sales in 2013. These enterprises were responsible for about $87 billion, or 64%, of the value of total online sales.

Among those enterprises that sold online in 2013, almost a quarter (24%) of the value of their total sales came from online transactions. Overall, 80% of the value of online sales was attributable to customers in Canada, 15% to customers in the United States and the remaining to customers in other countries. The majority of the value of sales (64%) by Canadian enterprises was attributable to other businesses, not individual consumers.

Certain sectors of the economy saw higher adoption rates of e-commerce. In 2013, 22% of enterprises in the wholesale trade sector and 18% of enterprises in the retail trade sector sold online.

Just under half of Canadian enterprises (47%) purchased goods or services online in 2013.

Note to readers

This release features estimates of e-commerce and digital technology use based on a sample of approximately 17,000 private Canadian enterprises. Enterprises of all sizes, including enterprises with no employees, were included in the sample.

For the purposes of the Survey of Digital Technology and Internet Use, enterprise size is defined as follows:

Small enterprises have 0 to 19 full-time employees.

Medium enterprises have 20 to 99 full-time employees except for medium-sized manufacturing enterprises in the North American Industry Classification System (31-33), which have 20 to 499 full-time employees.

Large enterprises have 100 or more full-time employees except for large-sized manufacturing enterprises in the North American Industry Classification System (31-33), which have 500 or more full-time employees.

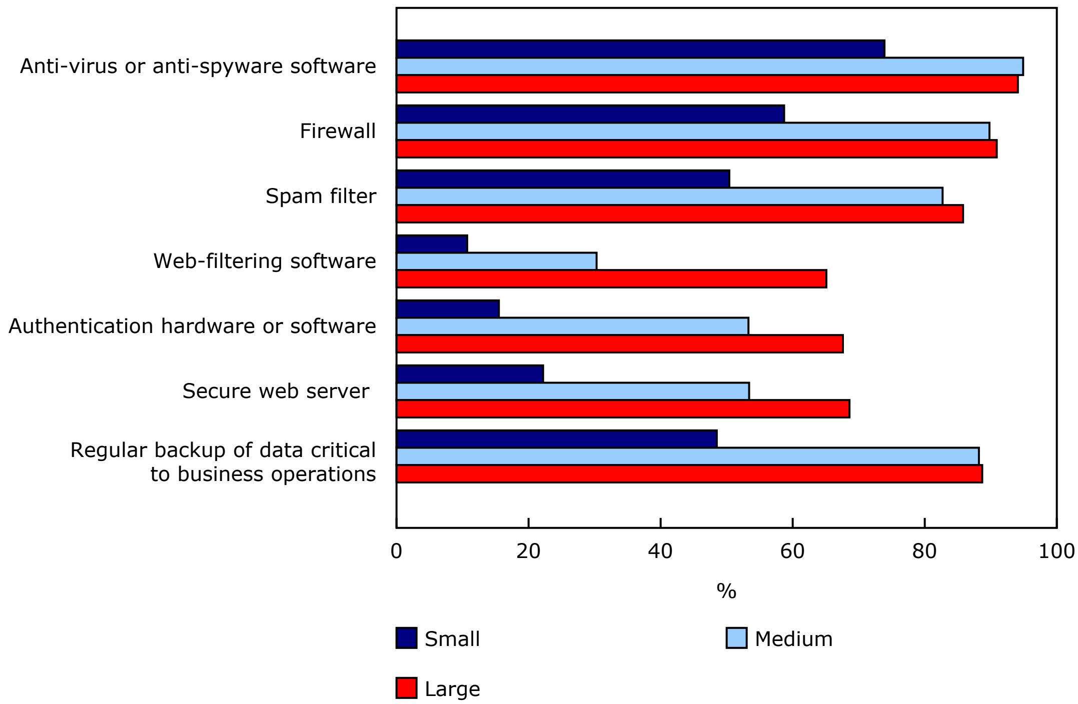
Definition of e-commerce

Respondents were asked to declare all sales of goods or services where the order is received and the commitment to purchase is made via the Internet, even if payment is made via other means. This includes orders made on web pages, through an extranet or by electronic data interchange over the Internet.

Security practices, incidents and effects

Enterprises used multiple tools to protect their data and digital technologies from unwanted access or attack in 2013. Just over three-quarters (76%) of enterprises used anti-virus or anti-spyware software, 62% used a firewall, and 53% used a spam filter to block unwanted e-mail. The percentage of enterprises using these technologies may be higher than reported, since enterprises are not always aware that these features may be embedded in other software packages.

Chart 1
Security measures used by size of enterprise



Just under half (49%) of small enterprises did regular backup of data critical to their business operations compared with 89% of large enterprises.

In 2013, 6% of enterprises experienced an Internet security breach. The most commonly cited effects of a breach were service downtime (51%) and loss of productivity (43%).

Among large enterprises, 14% reported an Internet security breach in 2013.

Website functionality increases

In 2013, 46% of enterprises had a website, virtually unchanged from 2012. Conversely, 91% of larger enterprises had a website.

Recognizing that Canadians no longer only access the Internet through a traditional computer, almost one in five (19%) enterprises with a website had it optimized for mobile users. A mobile-optimized website may take advantage of features such as touch interaction that may not be available on a traditional desktop and is formatted to be viewed on a handheld device.

In 2013, 38% of enterprises with a website had social media integration, compared with 33% in 2012. The use of social media to direct traffic to an enterprise's website (41%) was the most commonly cited strategy. Enterprises also used print advertising (37%) and paid search (23%) to direct people to their websites.

Use of digital technology

The use of Internet-enabled mobile devices such as smartphones and tablets rose from 53% in 2012 to 60% in 2013.

Among enterprises with 10 or more employees, 31% used customer/supplier relationship management (CRM) software and 21% used an enterprise resource planning (ERP) system. Enterprises in the manufacturing sector (35%) had the highest rate of use of ERPs, while enterprises in the information and cultural industries sector (62%) were most likely to have used a CRM.

Nearly every enterprise used some information and communications technology (ICT). However, the most common barriers to the further integration of ICTs were the lack of in-house technical expertise and skilled personnel (30%) and the high cost of technology and implementation (30%).

Medium- and large-sized enterprises were more likely than small enterprises to cite the cost of technology and implementation as being too high. They were also more likely to indicate that the lack of compatibility with existing systems was a barrier to the further integration of ICTs. This may reflect the relative size and complexity of the ICT systems of larger enterprises and the additional cost of making these changes.

As of December 2013, 13% of enterprises that used ICTs identified that they employed ICT specialists in their enterprise. Of those enterprises that had at least one ICT specialist, 35% provided training to develop their ICT-related skills. Almost half of enterprises that employed an ICT specialist provided training to other employees that use ICTs as part of their day-to-day tasks.

Internet use and connection type

In 2013, 89% of enterprises reported that they had used the Internet. Small enterprises were the least likely to use the Internet. The most commonly cited reason for not using the Internet was that there was no need to do so for their business.

Mobile wireless technology was used by 38% of enterprises in 2013, compared with 35% in 2012. The use of a cable modem to connect to the Internet remained the most commonly cited method at 42%. Dial-up Internet was still employed by 3% of enterprises, although this may be used as a secondary connection.

Interaction with governments online

In 2013, 46% of enterprises completed or returned tax forms online, 36% made an online payment to a government organization and 6% applied for grants or benefits online. Medium- and large-sized firms were more likely than their smaller counterparts to have done each of these activities.

Available in CANSIM: tables 358-0190 to 358-0197, 358-0200 and 358-0230 to 358-0235.

Definitions, data sources and methods: survey number 4225.

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact Mark Uhrbach (613-951-9214), Investment, Science and Technology Division.

Registered apprenticeship training programs, 2012

Apprenticeship training programs across Canada received 104,280 new registrations and reinstatements in 2012, up 6.8% from 2011. This marked the highest number of new registrations and reinstatements (individuals who were reinstated in 2012 after a year or more of absence) since the beginning of the economic downturn in 2008.

Total registrations in apprenticeship training programs across Canada increased 4.3% from 2011 to 444,672 in 2012.

New registrations in Red Seal trades were up 6.8%, but the number remained below 2008 levels. New registrations in non-Red Seal trades were up 11.5% from 2011. (For more information on the Red Seal Program, see the note to readers.)

In 2012, 56,913 certificates were awarded to both apprentices and trade qualifiers/challengers, up 2.7% from 2011.

Of the total certificates awarded, 41,481 were granted to apprentices who completed their training, up 0.8% from 2011. This annual growth was much lower than the increases registered over the previous two years.

In 2012, certificates awarded to trade qualifiers/challengers increased for the first time since 2008, up 8.2% from the previous year to 15,429.

Less than half (19,701) of the apprentice certificates awarded were Red Seal certificates. For the first time since 2008, the number of apprentice certificates with Red Seal endorsements (-2.6%) declined while the number of certificates for trade qualifiers/challengers with Red Seal endorsement (+5.2%) increased.

Among the top 10 Red Seal trades, the construction electrician trade recorded the largest number of new registrations, up 10.9% from 2011 to 9,714 in 2012, and surpassed the carpenter trade, which was down 13.2% to 7,881. The number of new registrations in the construction electrician trade has increased every year since the end of the economic downturn. The steamfitter/pipefitter trade (+45.7%) posted the largest annual increase in new registrations in 2012, followed by the welder trade (+41.7%), where the number of new registrations exceed those recorded in 2008.

The proportion of females registered in trades has been constantly increasing over the years. In 2012, females accounted for 14.2% of all registrations. The highest number of new registrations for females was in the user support technicians major trade group (4,095), where for the first time, new registrations exceeded those in the hairstylists and estheticians group.

Note to readers

*A **Certificate of Qualification** in a trade can be obtained by registered apprentices who have completed their training and successfully passed their examination. A Certificate of Qualification can also be obtained by individuals known as "**trade qualifiers**"/"**challengers**." These individuals have extensive experience and knowledge in a trade but have not completed a formal apprenticeship training program. However, they can write ("challenge") the examination and, if successful, receive their Certificate of Qualification.*

*Certificates granted each year are either awarded in Interprovincial Standard Red Seal endorsed trades or in non-Red Seal endorsed trades. The **Red Seal endorsed trades** were established to provide mobility for anyone who has obtained the Red Seal endorsement on their certificate, allowing them to work in any province or territory that recognizes the Red Seal endorsement, without that individual having to re-write their examination.*

Table 1
Registered apprenticeship training: Registrations

	2008	2009	2010	2011	2012	2008 to 2009	2009 to 2010	2010 to 2011	2011 to 2012
	number					% change			
Total registrations	**390,705**	**409,041**	**430,452**	**426,283**	**444,672**	**4.7**	**5.2**	**-1.0**	**4.3**
Red Seal registrations	331,863	333,591	343,170	331,209	340,806	0.5	2.9	-3.5	2.9
Non-Red Seal registrations	58,842	75,447	87,282	95,076	103,866	28.2	15.7	8.9	9.2
Total new registrations and reinstatements	**98,553**	**84,885**	**92,568**	**97,605**	**104,280**	**-13.9**	**9.1**	**5.4**	**6.8**
Red Seal trades	79,311	60,204	66,111	70,935	74,601	-24.1	9.8	7.3	5.2
New registrations	73,872	54,636	59,700	63,609	67,923	-26.0	9.3	6.5	6.8
Reinstatements	5,439	5,568	6,411	7,326	6,678	2.4	15.1	14.3	-8.8
Non-Red Seal trades	19,242	24,681	26,457	26,673	29,676	28.3	7.2	0.8	11.3
New registrations	18,603	23,754	25,770	25,701	28,662	27.7	8.5	-0.3	11.5
Reinstatements	639	927	687	972	1,014	45.1	-25.9	41.5	4.3

Table 2
Registered apprenticeship training: Certifications

	2008	2009	2010	2011	2012	2008 to 2009	2009 to 2010	2010 to 2011	2011 to 2012
	number					% change			
Total certificates	**47,739**	**48,501**	**51,864**	**55,422**	**56,913**	**1.6**	**6.9**	**6.9**	**2.7**
Total apprentice certificates	**29,091**	**30,888**	**36,009**	**41,163**	**41,481**	**6.1**	**16.6**	**14.3**	**0.8**
Certificates with Red Seal endorsement	14,811	16,683	18,816	20,220	19,701	12.6	12.8	7.5	-2.6
Certificates without Red Seal endorsement	14,313	14,220	17,202	20,940	21,786	-0.6	21.0	21.7	4.0
Total trade qualifier/challenger certificates	**18,615**	**17,598**	**15,846**	**14,262**	**15,429**	**-5.5**	**-10.0**	**-10.0**	**8.2**
Certificates with Red Seal endorsement	7,143	6,456	6,165	5,508	5,796	-9.6	-4.5	-10.6	5.2
Certificates without Red Seal endorsement	11,472	11,142	9,681	8,751	9,630	-2.9	-13.1	-9.6	10.0

Table 3
Registered apprenticeship training: Registrations in the top 10 Red Seal trades

	2008	2009	2010	2011	2012	2008 to 2009	2009 to 2010	2010 to 2011	2011 to 2012
	number					% change			
Total registrations in the top 10 Red Seal trades									
Carpenter	49,869	49,575	50,880	50,238	48,870	-0.6	2.6	-1.3	-2.7
Construction electrician	46,038	46,614	48,087	48,321	49,611	1.3	3.2	0.5	2.7
Automotive service technician	25,995	25,740	25,602	22,809	22,539	-1.0	-0.5	-10.9	-1.2
Plumber	18,441	18,645	19,539	18,840	18,546	1.1	4.8	-3.6	-1.6
Hairstylist	17,646	18,690	19,869	18,462	18,993	5.9	6.3	-7.1	2.9
Steamfitter/pipefitter	14,697	15,798	15,573	15,150	16,077	7.5	-1.4	-2.7	6.1
Cook	12,078	10,323	11,214	11,304	12,228	-14.5	8.6	0.8	8.2
Welder	15,735	14,259	13,533	13,245	14,781	-9.4	-5.1	-2.1	11.6
Industrial electrician	6,264	8,703	11,511	10,095	11,049	38.9	32.3	-12.3	9.5
Industrial mechanic (millwright)	11,493	11,268	11,082	10,512	11,049	-2.0	-1.7	-5.1	5.1
New registrations in the top 10 Red Seal trades									
Carpenter	10,656	8,043	9,276	9,075	7,881	-24.5	15.3	-2.2	-13.2
Construction electrician	10,191	7,422	8,085	8,757	9,714	-27.2	8.9	8.3	10.9
Automotive service technician	4,959	3,705	3,651	3,612	3,567	-25.3	-1.5	-1.1	-1.2
Plumber	4,329	3,135	3,723	3,051	3,423	-27.6	18.8	-18.0	12.2
Hairstylist	4,302	4,320	4,650	4,302	4,071	0.4	7.6	-7.5	-5.4
Steamfitter/pipefitter	4,110	1,908	2,094	2,358	3,435	-53.6	9.7	12.6	45.7
Cook	2,838	1,725	2,472	2,523	2,517	-39.2	43.3	2.1	-0.2
Welder	3,429	2,466	2,352	3,360	4,761	-28.1	-4.6	42.9	41.7
Industrial electrician	1,317	1,188	1,491	1,668	1,566	-9.8	25.5	11.9	-6.1
Industrial mechanic (millwright)	2,205	1,431	1,485	1,938	2,196	-35.1	3.8	30.5	13.3

Available in CANSIM: tables 477-0053 to 477-0055, 477-0072 and 477-0073.

Definitions, data sources and methods: survey number 3154.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Flows and stocks of fixed residential capital, 2013 (revised data)

Revised data on fixed residential capital flows and stocks at the provincial level are now available for 2013.

Available in CANSIM: table 030-0002.

Definitions, data sources and methods: survey numbers 5016 and 5169.

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact Mariane Bien-Aimé (613-951-7520), Investment, Science and Technology Division.

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