# CANADIAN **INTERNET USE** & E-COM MERCE IN

[Data from the 2012 Canadian Internet Use Survey]

**INTERNET USE** 

www.statcan.gc.ca

# USE IN CANADA **81**% 84%

#### **USE BY HOUSEHOLD INCOME**



(\$30,000 or less)



2<sup>nd</sup> quartile (\$30,000-\$55,000)



3<sup>rd</sup> quartile

(\$55,000-\$94,000)



4<sup>th</sup> quartile

(\$94,000 or more)

## **SHOPPING ONLINE**

#### **USERS SHOPPING ONLINE**



**Window shoppers** 



Placed an order online



**Total value spent online** 



**Total number of orders** 

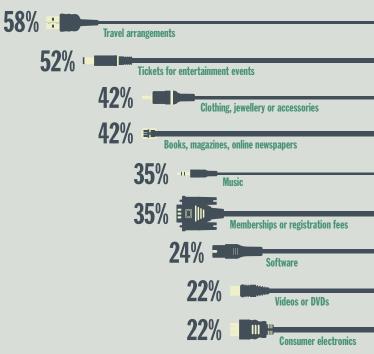


Avg. number of orders over a 12-month period



Avg. total value per person ordered over 12-month period

#### **PRODUCTS ORDERED ONLINE**



### SHOPPING ONLINE BY AGE GROUP



16 to 24



25 to 44



45 to 64

