

[Data from the 2010 Canadian Internet Use Survey]

INTERNET USE

www.statcan.gc.ca

Use In Canada 76% **81**%

Use By Household Income



(\$30,000 or less)



(\$30,000-\$50,000)



(\$50,000-\$87,000)



(\$87,000 or more)

SHOPPING ONLINE

Users Shopping Online



Window shoppers





Total value spent online



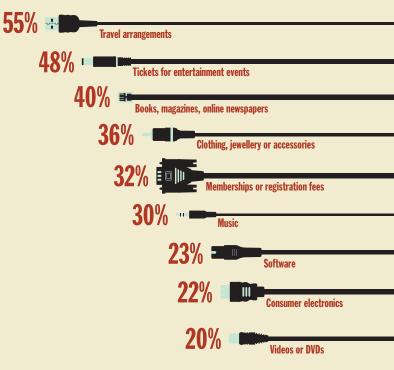


Avg. number of orders over a 12-month period



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

PRODUCTS ORDERED ONLINE



SHOPPING ONLINE BY AGE GROUP



16 to 24



