

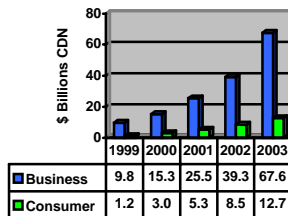
CANADIAN INTERNET STATS PACK



COMPILED BY
GDSOURCING.COM
JULY 2000 #1

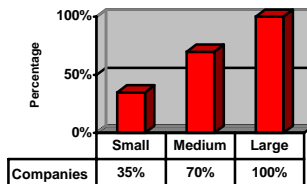
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Projected Canadian E-commerce Sales



Source: IDC

% of Canadian Companies with Internet Access



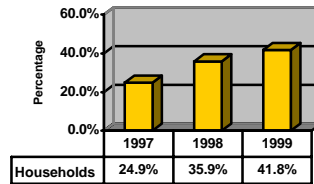
Source: IDC 1999

Top 5 Canadian Sites Visited by English Canadians at Home April 2000

Rank	Domain/Digital Media	Reach %
1	MSN.ca	25.3%
2	Sympatico.ca	23.8%
3	Yahoo.ca	15.5%
4	Canoe.ca	12.0%
5	Canada.com	9.1%

Source: Mediamatrix.ca

% of Canadian Households with Internet Access



Source: Statistics Canada

% of Households with Internet Access by Canadian Metropolitan Areas 1999

	%
Calgary	60.1
Ottawa	59.9
Victoria	56.4
Halifax	52.4
Vancouver	49.7
Edmonton	48.8
Toronto	48.5
London	45.9
Kitchener	43.7
Hamilton	43.1
Winnipeg	42.1
Montréal	39.1
St. Catharines-Niagara	34.4
Québec	33.9
Windsor	33.6

Source: Statistics Canada

What percentage
of Canadian Home
Offices have
Internet access? **52%**

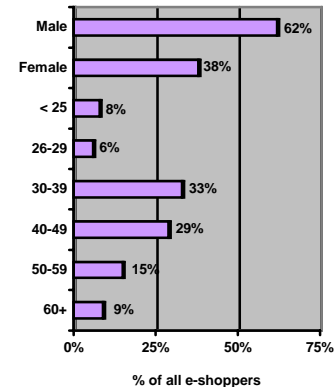
Source: PMB 2000

Internet Service Providers Canadian Market Share - 1999

Rank	Company	Market Share %
1	Sympatico	18.3%
2	Telus PLANet & BCTel Sympatico	9.1%
3	Rogers @ Home	5.7%
4	Shaw @ Home	5.6%
5	Sprint Canada	5.6%
6	AOL Canada	4.6%
7	PSINet Ltd	4.3%
8	Videotron	4.1%
9	Primus	3.8%
10	Netcom Canada	2.7%
	Other(400-500 ISPs)	36.2%

The Yankee Group in Canada

Canadian E-shoppers by Gender & Age 1999



Source: Ernst & Young

% of Canadian
households buying
items on-line **9%**

% of on-line
purchases that
were unplanned **18%**

Average # of
purchases in 1999 **7**

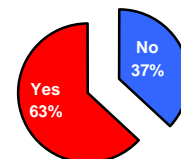
Source: Ernst & Young

Most Frequently Purchased Categories by Canadian E-shoppers

Rank	Category	%
1	Computers & related	68%
2	Books	54%
3	CDs, Recorded music	40%
4	Clothing, women's	29%
5	Electronics, small	20%
5	Magazines	20%
7	Hotel Reservations	19%
8	Air Travel Reservation	17%
9	Videos, DVDs	16%
10	Clothing, men's	14%

Source: Ernst & Young

Canadian Car Dealers who use Internet



Desrosiers Automotive Consultants