

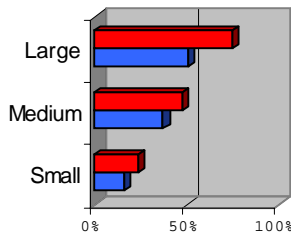
# CANADIAN INTERNET STATS PACK



COMPILED BY  
GDSOURCING.COM  
AUG 2000 #2

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## Percentage of Canadian Businesses with a Website by Size of Business



	Small	Medium	Large
2000	23%	47%	74%
1999	16%	37%	51%

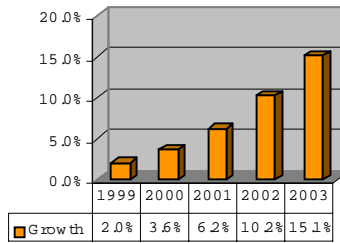
Source: Angus Reid

## Business Use of the Internet in Canada 1999

	Private sector	Public sector
% of enterprises that use PCs	81.9	100.0
% of enterprises that use e-mail	52.6	96.6
% of enterprises that use the Internet	52.8	95.4
% of enterprises that purchase goods/services on-line	13.8	44.2
% of enterprises that sell goods/services on-line	10.1	14.5
% of employees with access to PC	55.6	76.8
% of employees with access to Internet	28.4	59

Source: Statistics Canada

## Canadian Online Retailing Annual Growth Rate



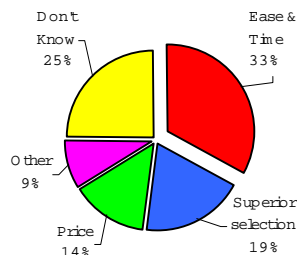
Source: Canadian E-business  
Opportunities Roundtable Report

## Canadian Online Retailing Performance Benchmarks (1<sup>st</sup> Q 2000)

Customer acquisition (cost per new customer)	<b>\$39</b>
Order conversion rate	<b>1.9%</b>
Revenue from repeat buyers	<b>47%</b>
Marketing spending as a % of revenue	<b>32%</b>
Marketing spend online	<b>18%</b>
Marketing spend off-line	<b>82%</b>
Order fulfillment time	<b>1.6 days</b>
Returns as a per cent of revenue	<b>7.7%</b>

Source: BCG / RCC

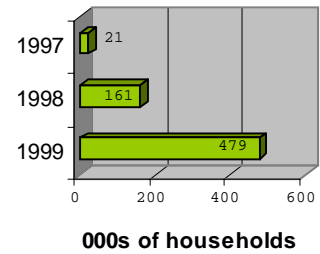
## Motivation of Canadians for Purchasing Online 2000



Source BCG Proprietary Database

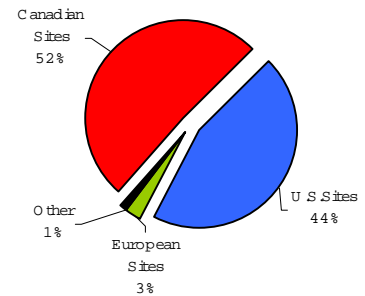
99 of 100 sites don't get the order  
**Make Your Site SELL!**  
<http://www.sitesell.com/MYSS22.html>

## Canadian Households with Cable Modems



Source: Canadian Cable Television  
Association

## Where Canadians Shop On-line (1999)



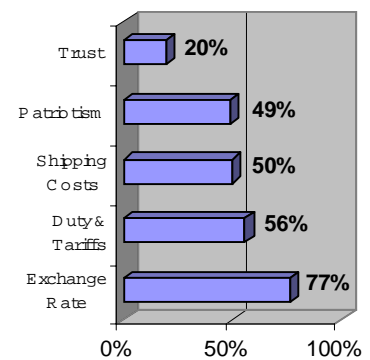
Source: Angus Reid/Deloitte &  
Touche

% of Canadians who look  
for Canadian sites when  
shopping online

**83%**

Source: Angus Reid

## Top reasons Canadians look for Canadian e-commerce sites



% who strongly agree

Source: Angus Reid Group