

Weird and Wild Internet Statistics

compliments of
wow Communications Corp.

Statistics Canada:

- 5.6 million or 49% of Canadian households use the Internet regularly - 1/3 still use dial up.
- 58% of businesses in the private sector use high-speed.
- 62% of rural communities do not have access to high-speed.
- Seven in 10 households went online daily from home
- Internet use is highest in Alberta and BC
- Top four reasons for using the Internet:
1. Email 2. Finding information 3. Medical Health Info 4. News
- 52% of Canadian surfers have a university degree, 30% have highschool
- The age group of Canadians that uses the Internet the most is 35 - 54 (38.5%)

Ipsos - Reid, 2003:

- Only 42% of Canadians, compared to 75% of Americans feel safe enough to shop on line with 60% of Canadians concerned about security

- 39% of Canadians are worried about customer satisfaction issues when they purchase on line
- Sympatico Life Magazine, 2002**
- Average number of orders Canadian households place online in one year: 4 - Average Value of purchase: \$125
 - Number of email boxes worldwide: 891 million
 - Number of hits on the "Lord of the Rings" website in the first hour of the its launch: 1 million
 - 55% of Canadians are watching less TV and using that time to surf the Internet
 - 22% of Canadians are reading fewer newspapers and using that time to surf
 - 19% of Canadians are reading fewer magazines and using that time to surf
 - 13% of Canadians are listening less to the radio and using that time to surf
 - In 1993, there were 130 Internet Sites - In 1998, there were 3 million

A sampling of web sites originally designed by Varzari Communications Inc.

www.wowcommunications.ca
www.lccgolf.com
www.rehab.ab.ca
www.highplainsgolf.ca
www.magrathgolf.com
www.exhibitionpark.ca
www.lethbridgecommunityfoundation.org

www.rwalters.com
www.scottwriting.com
www.ywcalethbridge.org
www.mountainmemories.net
www.livingstonespresents.com
www.elitewoodproducts.com
www.famcentre.ca



For information on how you can use the Internet to

Market your business, call

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