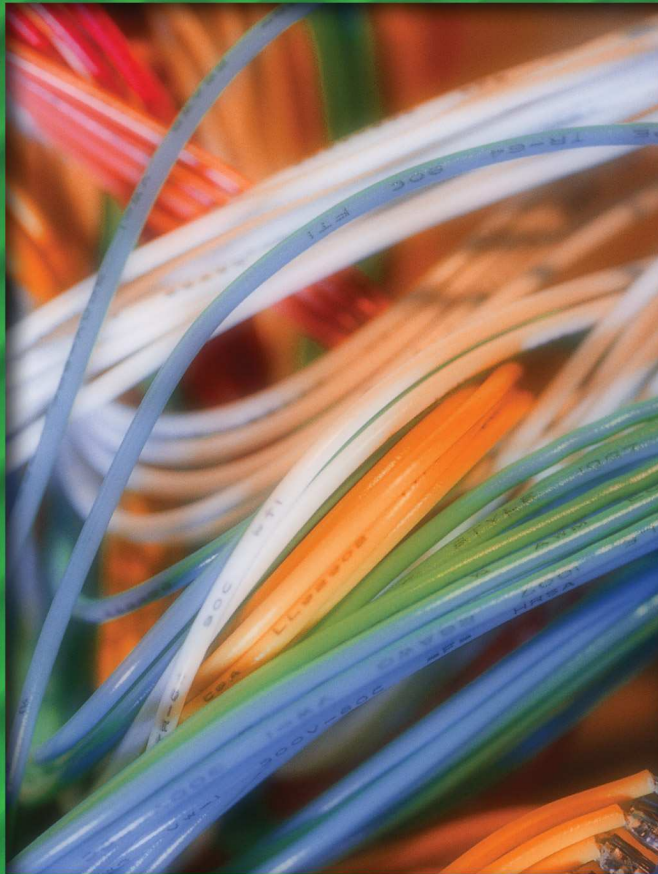


2006 • 2007

PART OF THE INFORMATION HIGHWAY STUDY



National Trends Report

About the study

Launched in 1996, EKOS' Rethinking the Information Highway study grew out of a need to better understand how information technologies were reshaping the environment governments and companies were operating within.

Now in its seventh edition and more than 20 surveys later, the study is one of the largest and longest running studies in this area in Canada today. Given its big-picture focus on the full range of issues relating to technology usage, such as the interaction between traditional and electronic service delivery channels and privacy and security-related issues, Rethinking the Information Highway remains one of the most relied upon sources for senior decision makers who are tasked with guiding their organization through what continues to be a rapidly changing environment.

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Recent Internet usage

% of Canadians using Internet in past 3 months

	1997	1999	2000	2001	2002	2003	2005	2006
All Canadians	37	51	60	68	68	74	78	78
Gender								
Males	44	56	64	73	73	76	79	80
Females	31	45	57	65	63	72	76	76
Age								
25 and under	61	72	85	90	89	93	94	94
25 – 44	44	57	70	81	79	86	89	88
45 – 64	32	47	54	61	63	70	77	77
65 and over	7	17	21	28	25	35	36	39
Household Income								
<\$20k	28	28	40	46	45	52	57	58
\$20 – \$39k	29	39	50	57	56	63	69	67
\$40 – \$59k	35	53	62	72	70	77	80	80
\$60 – \$79k	51	65	75	81	85	88	91	88
\$80 – \$99k	58	74	79	90	84	91	93	92
\$100k +	66	79	84	91	89	94	93	95
Region								
British Columbia	39	56	67	75	76	78	83	83
Alberta	37	56	63	73	66	77	81	83
Prairies	31	50	55	68	63	72	75	70
Ontario	37	56	65	73	70	78	81	81
Quebec	41	40	51	59	63	67	72	71
Atlantic Canada	34	46	54	62	67	70	70	73
Location								
Urban	--	54	63	72	72	76	80	80
Rural	--	41	50	57	55	65	70	70

Q:

In the past 3 months, have you used the Internet, either at home or elsewhere?

(BASE: All Canadians; July 06, n=4,518)

Home Internet Access

% of Canadians with home Internet access

	1997	1999	2000	2001	2002	2003	2005	2006
All Canadians	28	44	51	59	62	67	72	75
Gender								
Males	33	50	56	62	66	70	74	77
Females	23	39	47	50	58	64	70	72
Age								
25 and under	39	57	69	73	77	79	83	88
25 – 44	32	48	57	66	68	75	80	83
45 – 64	29	44	50	56	61	65	72	74
65 and over	6	20	22	29	29	40	41	44
Household Income								
<\$20k	16	23	31	35	42	42	49	56
\$20 – \$39k	20	30	39	46	51	55	61	63
\$40 – \$59k	27	46	54	60	62	70	74	76
\$60 – \$79k	40	57	64	72	73	80	83	83
\$80 – \$99k	49	65	68	81	79	86	87	91
\$100k +	55	76	80	83	86	89	89	92
Region								
British Columbia	32	51	57	63	69	73	80	81
Alberta	31	48	49	63	56	69	75	81
Prairies	21	38	46	53	54	64	67	71
Ontario	30	50	59	64	66	72	77	78
Quebec	23	34	42	50	56	58	64	64
Atlantic Canada	28	38	44	50	60	62	59	72
Location								
Urban	--	47	54	62	66	69	74	76
Rural	--	35	43	49	51	59	64	67

Q:

Do you currently have access to the Internet at home?
(BASE: All Canadians; July 06, n=4,518)

E-commerce

% of Canadians who have bought online

	2000	2001	2002	2003	2005	2006
All Canadians	19	25	29	34	44	45
Gender						
Males	23	30	34	39	48	49
Females	14	20	23	29	39	41
Age						
25 and under	22	25	32	37	50	55
25 – 44	24	33	35	44	54	55
45 – 64	16	22	28	30	40	42
65 and over	5	9	11	12	16	18
Household Income						
<\$20k	9	11	9	16	22	28
\$20 – \$39k	11	16	19	23	32	34
\$40 – \$59k	21	25	30	32	45	41
\$60 – \$79k	28	33	42	44	53	53
\$80 – \$99k	31	39	46	52	60	63
\$100k +	38	47	57	60	67	74
Region						
British Columbia	24	31	35	37	54	53
Alberta	20	24	29	37	44	53
Prairies	17	22	28	32	38	43
Ontario	22	30	34	38	47	50
Quebec	11	15	18	24	34	32
Atlantic Canada	18	24	27	31	37	42
Location						
Urban	20	27	31	36	45	47
Rural	13	19	20	26	34	36

Q:

Have you ever purchased a product or service over the Internet?
 (BASE: All Canadians; July 06, n=4,517)

Internet banking
% of Canadians banking online

	2000	2001	2002	2003	2005	2006
All Canadians	16	24	27	32	43	46
Gender						
Males	21	27	28	35	46	48
Females	12	21	25	28	40	44
Age						
25 and under	14	21	25	33	47	50
25 – 44	24	35	35	42	56	60
45 – 64	14	21	25	28	39	42
65 and over	5	6	9	11	15	18
Household Income						
<\$20k	6	12	12	15	23	27
\$20 – \$39k	12	16	20	24	33	37
\$40 – \$59k	18	25	29	32	47	48
\$60 – \$79k	26	33	41	43	54	58
\$80 – \$99k	28	40	44	49	61	65
\$100k +	31	41	43	53	61	70
Region						
British Columbia	23	32	28	38	48	51
Alberta	19	24	29	30	44	50
Prairies	14	23	15	28	38	42
Ontario	17	27	30	34	46	49
Quebec	13	17	23	27	39	39
Atlantic Canada	14	19	26	28	37	40
Location						
Urban	17	26	29	34	45	48
Rural	13	18	18	24	34	38

Q:
Do you do any of your personal banking either using the Internet or the telephone?
(BASE: All Canadians; July 06, n=4,518)

Comfort sending taxpayer information online
 % of Internet users reporting high comfort (5-7 on 7-point scale)

	2000	2001	2002	2003	2005	2006
All Canadians	53	53	55	55	64	63
Gender						
Males	56	60	57	57	67	66
Females	49	47	51	53	61	61
Age						
25 and under	43	47	52	58	58	56
25 – 44	56	56	57	60	70	68
45 – 64	55	54	55	50	62	64
65 and over	44	50	38	43	53	55
Household Income						
<\$20k	47	46	48	46	47	52
\$20 – \$39k	49	49	46	48	61	59
\$40 – \$59k	58	54	56	60	67	64
\$60 – \$79k	62	59	68	62	70	64
\$80 – \$99k	61	63	67	62	74	77
\$100k +	65	64	70	71	77	84
Region						
British Columbia	51	55	55	59	68	64
Alberta	56	56	50	59	61	63
Prairies	55	51	38	51	65	66
Ontario	53	55	61	56	65	64
Quebec	52	47	50	53	61	58
Atlantic Canada	48	50	53	47	66	60
Location						
Urban	53	53	56	56	66	65
Rural	47	50	47	50	56	56

Q:
 How comfortable would you be submitting your personal taxpayer information over the Internet to the Canada Revenue Agency, formerly Revenue Canada? Please use a scale from 1 to 7, where 1 is not at all comfortable, 7 is extremely comfortable, and 4 is somewhat comfortable.
 (BASE: Internet Users; July 06, n=1,691)