

HOW ARE CANADIANS SPENDING ONLINE?

84%

OF CANADIANS SHOPPED ONLINE IN 2018...



BUY

...SPENDING ON AVERAGE

\$2,554

Canadians that shopped online

88% 15 to 24 years old

94% 25 to 44 years old

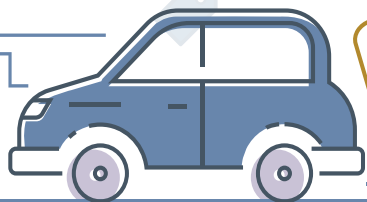
83% 45 to 64 years old

64% 65 years and over

Use of peer-to-peer services among online shoppers

24%

used ride services, such as Uber and Lyft, to get around town



17%

used accommodation services, such as Airbnb and Flipkey

Top goods and services purchased among online shoppers:



58% Clothing, jewellery or accessories



50% Travel arrangements



46% Tickets for entertainment events



35% Video downloads and streaming subscriptions



34% Music downloads and streaming subscriptions

Did you know?



54% of Canadians used their smartphone to make an online purchase

Online shoppers pay for the goods and services in many ways:



Electronic bank transfer **22%**



Online payment services **39%**



Virtual wallet **8%**



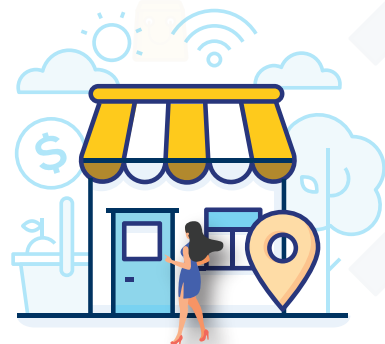
Reward points or redemption programs **16%**

Source: Canadian Internet Use Survey, 2018.

Note: Data presented are for individuals aged 15 and over living in the Canadian provinces who have used the Internet in the past three months.

Among Canadians who didn't shop online:

22% worried about security or privacy concerns, **21%** had a lack of confidence, knowledge, skills or training on how to order online, and **21%** simply felt they need to see, hold or try the product before purchasing.



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