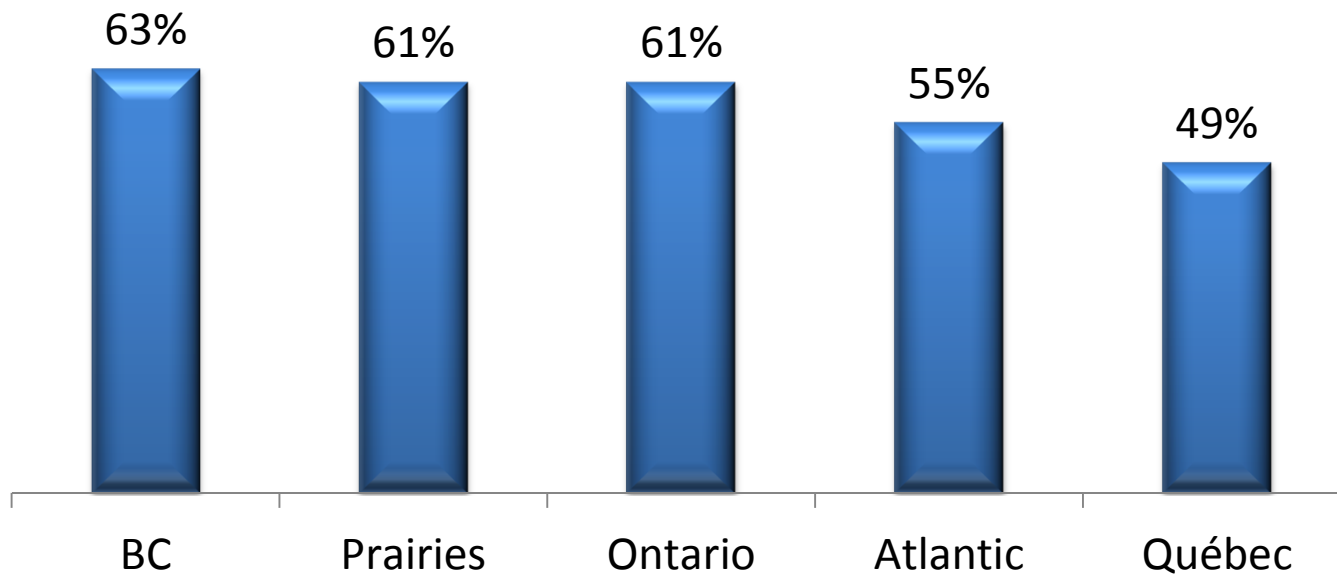


58% of Canadians Shop Online



By Region



More online shoppers in Western Canada and Ontario!

Top 3 Most Popular Online Purchases

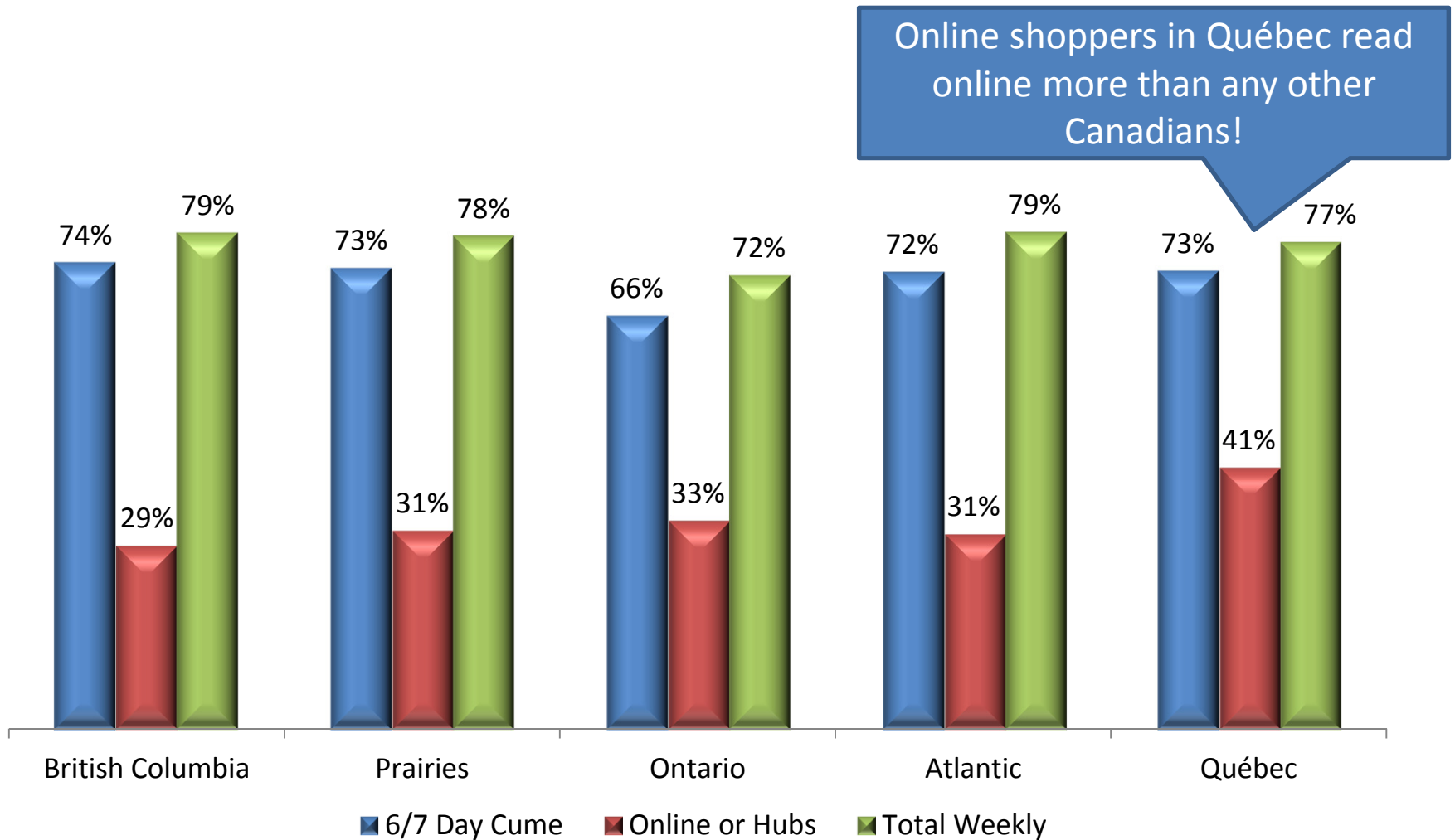
Shopping behavior is similar by region

By Region				
British Columbia	Prairies	Ontario	Québec	Atlantic
Books (50%)	Music (34%)	Books (47%)	Music (45%)	Music (32%)
Music (40%)	Books (33%)	Music (27%)	Books (35%)	Books (30%)
Computer Software (40%)	Computer Software (31%)	Clothing (24%)	Clothing (22%)	Computer Hardware (28%)

Source: NADbank 2010

Base: Adults 18+, Made an online purchase/transaction in past 12 months

Readership of Online Shoppers



Source: NADbank 2010

Base: Adults 18+, Made an online purchase/transaction in past 12 months