

Factoids, Competitive Canada

element: On the leading edge in science and technology (biotechnology, the Internet, telecommunications, aerospace, software, etc.)

message: We owe our place at the forefront of the knowledge economy to the extraordinary advances being made by skilled Canadians in science and technology

Canadian aerospace is the 4th largest sector in the World

- in 1999,
 - \$17.1 billion in sales,
 - employed a workforce of 82,000
 - export sales hit \$13.6 billion, a 30% increase
 - more than \$2 billion invested on innovation

Over 11 million Canadians use wireless products and services

Between 1987 and March 2000, over \$9 billion was invested in the mobile phone communication infrastructure

- wireless carriers directly employ more than 13,000 Canadians
- suppliers of products and services to wireless industry generated 12,000 jobs in the high tech sector
- post secondary institutions are creating programs geared to wireless industry to fill positions

Wireless phones are the fastest growing consumer products in history

7 million wireless phones, 1.8 million pagers, 1 million mobile radios, and 10,000 mobile satellite phones are used on a daily basis

- there will be approximately 16.6 million subscribers by 2003
- at the end of 2000 there were 8.7 million mobile phone users-a penetration level of 30%

By 2005 wireless phone penetration level will reach 50% - why?

- excellent nationwide services, no roaming charges
- lowest prices
- migration from wire to wireless
- mobile data applications (internet, email, telemetry)

Canada ranks 5th among World wide Internet use, 6.5 million on line users

- In November 2000,
 - 12.6 million Canadians spent 9.7 billion minutes on the Net
 - 12,622,000 Canadians visited Web sites or used digital media applications
 - November 2000 use of the Net was up 2% from October 2000
 - dial up modem users account for 59% of the internet market in Canada
 - broadband users (cable, DSL) account for 34% of the market
 - 62% of the broadband users acquired their high speed service in 2000

90% of Canadians have televisions, and radios but use has hit a plateau since the mid 70's

In 1999, 55% of Internet users were watching less television

- 22% were reading fewer newspapers
- 19% were reading fewer magazines
- 13% were listening to less radio

50% of all Canadian households have at least one person with regular access to the internet either at home, school or work

One out of every four households are connected to the Internet