

INTERNET USERS GIVE "THUMBS-UP" TO MUNICIPAL ONLINE SERVICES

Two-thirds (64%) of Internet Users Indicate They Would Do Business Online With Their Local Government

Key Services to be Used Include -- General Municipal Information (80%), Applications or Permit forms (78%) and Offering Input on Public Issues (68%)



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Toronto, ON – According to an Ipsos-Reid survey released today a majority of Canadian internet users are likely to do business online with their local, municipal government if the municipality has services online. The Ipsos-Reid survey of 682 internet users across the country indicates that if given the opportunity to use the internet to obtain information or do business online, two-thirds (65%) would be "very likely" (32%) or "somewhat likely" (33%) to do so. The study shows that 68 percent of Canadians currently have access to the internet either at home, at work or otherwise.

The detailed findings of the study will be released Monday by Ipsos-Reid Senior Vice President John Wright at MUNeGOV 2001, a national conference of municipal leaders on the implementation of eGovernment by municipalities.



Those areas of the country where internet users appear to be most enthusiastic are: Atlantic Canada (75%), Alberta (72%) and B.C. at 70%. These are followed by Saskatchewan/Manitoba (66%), Ontario (65%) and Québec at 51%.

Those aged 18-34 (70%) are more likely to say they would utilize the services than those aged 35-54 (65%) and those aged 55+ (49%). Men (66%) are more likely than women (62%) to say they would take advantage of the opportunity to access municipal services online.

Internet respondents were then provided with a list of seven services which could be offered by municipalities online and were asked to identify how likely they would be to use each of the services.

Overall, the number one service was "getting general information, like restaurant inspection results, garbage or blue box pick-up schedules, where to vote or how to start up a business" (80%). This was highest in B.C. (89%). The next most likely service to be used includes "getting applications or permit forms that you can download or fill in online" (78%), "offering input on public issues in your community or other forms of public consultation" (68%), and "renewing licenses, like business licenses, parking permits and pet licenses" (67%). The next group of selection included "registering for recreation activities like swimming lessons", (61%), "paying bills like property taxes, water bills and parking tickets (61%) and "booking recreation facilities, such as ice-time for hockey or golf at a municipal course" (54%).



These are the findings of an Ipsos-Reid poll conducted between January 31st and February 1st, 2001. The poll is based on a randomly selected sample of 682 adult internet users. With a sample of this size, the results are considered accurate to within ± 3.8 percentage points, 19 times out of 20, of what they would have been had the entire adult internet population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

MUNeGOV 2001 is being held at the Sheraton Centre Toronto, 123 Queen St. West opposite Toronto City Hall, February 12 to 14, 2001. Mr. Wright's 10:15 a.m. keynote address will follow keynotes by Industry Canada Minister Brian Tobin (9:00 a.m.) and Ontario Municipal Affairs Minister Chris Hodgson (9:30 a.m.). Keynotes will be delivered in the Grand Ballroom and the event is open to the media.

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