



# Electronic Commerce and Technology 2002

Please complete and return this questionnaire by November 26, 2002.

Collected under the Authority of the Statistics Act, Revised Statutes of Canada, 1985, Chapter S-19  
Completion of the questionnaire is a legal requirement under the Statistics Act.

**Confidential when completed**

Si vous préférez recevoir ce questionnaire en français, veuillez cocher

**FORM S2**

Information Only

Correct pre-printed label information if necessary using the corresponding boxes below: 

Legal Name			
Name of business			
Mail Contact Name			
Title			
Address			
City	Province	Postal Code	
Telephone Number	Ext.	Fax Number	

### Survey Objective

The objective of the Survey of Electronic Commerce and Technology 2002 is to measure the use of various technologies by Canadian businesses and the extent to which the Internet is used to buy and sell goods and services. The survey will also measure the barriers to buying or selling over the Internet so **it is essential that you respond to this questionnaire, even if your organization does not buy or sell over the Internet.**

Please complete this questionnaire for your entire enterprise, that is, all of the operating units within your organization.

### Reporting Period

For the purpose of this survey, please report information for your 12 month fiscal period for which the FINAL DAY occurs on or between January 1, 2002 and December 31, 2002. If the 12 month fiscal period is not yet complete, please provide your best estimate for the entire fiscal year.

### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business or institution without the previous written consent of that business or institution. The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or any other legislation.

In order to reduce the burden on respondents and enhance the analytic value of the data, Statistics Canada intends to create a database by combining your responses to this survey with other survey and tax data held by Statistics Canada related to your business. Only aggregate data that do not identify any individual businesses or organizations would be released from this composite file.

**If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please refer to the last page for Reporting Instructions and Definitions or contact:**

Investment and Capital Stock Division, Statistics Canada, Tunney's Pasture,  
Ottawa, Ontario K1A 0T6.

Phone (613) 951-9815 or 1-800-345-2294

Fax (613) 951-0196 or 1-800-606-5393

**Section A: Use of Information and Communications Technologies**

1. For each of the items listed, please indicate if your organization currently uses, plans to use or has no plans to use the following:	Use	Plan to use in 2003	No plans to use in 2003
• Personal computers, workstations or terminals	201 <input type="checkbox"/>	211 <input type="checkbox"/>	231 <input type="checkbox"/>
• E-mail (electronic mail)*	203 <input type="checkbox"/>	213 <input type="checkbox"/>	233 <input type="checkbox"/>
• Wireless communications*	202 <input type="checkbox"/>	212 <input type="checkbox"/>	232 <input type="checkbox"/>
• Internet	205 <input type="checkbox"/>	215 <input type="checkbox"/>	235 <input type="checkbox"/>
• Intranet*	206 <input type="checkbox"/>	216 <input type="checkbox"/>	236 <input type="checkbox"/>
• Extranet*	207 <input type="checkbox"/>	217 <input type="checkbox"/>	237 <input type="checkbox"/>
• Electronic Data Interchange (EDI) not on the Internet*	210 <input type="checkbox"/>	220 <input type="checkbox"/>	240 <input type="checkbox"/>
• Electronic Data Interchange (EDI) on the Internet*	208 <input type="checkbox"/>	218 <input type="checkbox"/>	238 <input type="checkbox"/>
• Network/Information Security Technology* (e.g. firewall, anti-virus software, access control)	209 <input type="checkbox"/>	219 <input type="checkbox"/>	239 <input type="checkbox"/>

2. What percentage of your employees have direct access to:

Personal computers, workstations or terminals  %      E-mail  %      Internet  %

If your organization uses the Internet go to Section B. Otherwise, go to Section C.

**Section B: Internet Use**

1. Does your organization have an Internet Web site? Yes  No   
 If yes, please answer the following questions. If no, please go to question 3. 514  564

2. Which of the following does your Internet Web site offer: (Check all that apply)

- on-line payment (complete transaction and payment online) 515
- interactivity (two way communication)\* 531
- digital products or services (e.g. music, software, consulting services)\* 516
- secure Web site\* 523
- privacy policy statement 524
- access via wireless mobile device\* 525
- none of the above 565

3. Does your organization use the Internet for selling goods or services with or without on-line payment? Yes  No   
 If yes, please go to question 4. If no, please go to question 7. 512  562

4. What were your organization's gross sales, conducted over the Internet with or without on-line payment in 2002\*? 601 \$  (thousands of dollars)

5. What percentage of your Internet sales was to households (end consumer)? 303  %  
 OR  
 Check here if no Internet sales were made to households. 353

6. What percentage of your Internet sales was to customers located outside of Canada? 306  %  
 OR  
 Check here if no Internet sales were made to customers located outside of Canada 313

7. Does your organization use the Internet to purchase goods or services with or without on-line payment? (e.g. supplies, bill payment, airline tickets, etc.) Yes  No   
511  561

8. Please indicate all of the methods that your organization uses to access the Internet: (Business connections only – do not include employee connections from home) (Check all that apply)

- regular dial-up telephone line with a standard modem 401
- cable modem\* 402
- high speed ISDN/DSL line\* 403
- T1 line or greater (1.544 Mbps or greater)\* 404
- do not know 405

9. What are your organization's perceived benefits of conducting business over the Internet? (Check all that apply)

- lower costs 504
- reach new customers 505
- better co-ordination with suppliers 506
- reduced time to market 507
- no benefits 508
- none of the above 500

**Section C: Barriers to Internet Commerce**

1. Please identify the reasons why your organization does not buy or sell goods over the Internet. (Check all that apply).

- cost of development and maintenance is too high 263
- security concerns 266
- concern about competitors analyzing company information (e.g. prices) 268
- the Internet available to us is too slow 270
- customers are not ready to use Internet Commerce 272
- suppliers are not ready to use Internet Commerce 276
- lack of skilled employees to develop, maintain and use technology 273
- prefer to maintain current business model (e.g. face-to-face interaction) 274
- goods or services that you produce or purchase do not lend themselves to conducting Internet transactions 261
- uncertain about the benefits of using the technology 262
- none of the above 277

**Section D: Technological Improvements and New Products**

This last section covers ALL technological improvements and ALL types of products, not only information and communications technologies and products.

1. During the last three years, 2000 to 2002, did your organization acquire significantly improved technologies? Yes No  
700  750

If yes, how did you acquire significantly improved technologies?

<ul style="list-style-type: none"> <li>• By purchasing off-the-shelf technologies? <span style="float: right;">Yes No</span> <span style="float: right;">701 <input type="checkbox"/> 751 <input type="checkbox"/></span></li> <li>• By licensing new technologies? <span style="float: right;">702 <input type="checkbox"/> 752 <input type="checkbox"/></span></li> <li>• By customizing or significantly modifying existing technologies? <span style="float: right;">703 <input type="checkbox"/> 753 <input type="checkbox"/></span></li> </ul>	<ul style="list-style-type: none"> <li>• By leasing new technologies? <span style="float: right;">Yes No</span> <span style="float: right;">704 <input type="checkbox"/> 754 <input type="checkbox"/></span></li> <li>• By developing new technologies (either alone or with others)? <span style="float: right;">705 <input type="checkbox"/> 755 <input type="checkbox"/></span></li> <li>• By putting in place an improved production facility? <span style="float: right;">706 <input type="checkbox"/> 756 <input type="checkbox"/></span></li> </ul>
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Did any of these improvements require training? Yes No  
327  328

2. Please estimate how your sales for 2002 were distributed between:

- sales from new or significantly improved products (goods or services) introduced during the period 2000 to 2002 (new to your firm) 801  %
- other sales from unchanged or only marginally modified products (goods or services) 802  %

Total sales in 2002 100%

Number of Full-time Employees (check appropriate range):

329  0 336  1-9 337  10-19 331  20-49 332  50-99 333  100-299 334  300-499 335  500+

How much time was spent compiling data and completing this questionnaire? 098  hrs. 099  min.

Name of person completing this questionnaire: (please print)

First Name  Family Name

Title:

Telephone No.  Ext.  Fax No.  Date completed:  YYYY  MM  DD

E-mail:  056 Web site: http://  057

**COMMENTS**

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## Reporting Instructions

### Electronic Commerce and Technology 2002

If exact numbers are not available, please provide your best estimates.

All dollar values must be reported in Canadian dollars and expressed as thousands of dollars unless otherwise specified.

Please complete this questionnaire for the operations of your organization only. Exclude transactions performed on your organization's behalf by others. Answers to the questions should reflect the operations as defined by the label on the front of the questionnaire.

Please provide your suggestions for any part of this questionnaire in the Comments section of the survey.

## Definitions

\*The definitions below refer to the items in the questionnaire marked with \*

### E-mail (electronic mail)

Used to communicate with contacts within or outside of your organization. This includes electronic mail by Internet or other computer networks. Both X.400 and X.500 mail transfer methods are included in E-mail, as is the more common SMTP method of transferring messages. Only unformatted text files are included in E-mail.

### Wireless communications

Wireless communications is a term used to describe communications in which radio waves (rather than a physical connection such as wires or cables) carry the signal between users (e.g. mobile phones, wireless LANs, wireless data devices (PDA), wireless laptops, pagers).

### Intranet

An internal company communications network using the same protocol as the Internet allowing communication within an organization. They are typically set up behind a firewall to control access to the corporate information.

### Extranet

A secure extension of an Intranet that allows external users to access some parts of an organization's Intranet.

### Electronic Data Interchange (EDI)

A standard format for exchanging business data. EDI is based on the use of message standards, ensuring that all participants use a common language. A message standard consists of uniform formats for business documents which have been adopted for electronic transmission purposes. EDI may be transmitted on the Internet or on a closed computer network.

### Network/Information Security Technology

Network Security technologies are used to prevent and detect unauthorized use of your company's computer network. (e.g. firewalls prevent access from certain internet locations, anti-virus software prevents a virus from entering your company's network).

### On-line Payment

Ability to complete financial transaction over the Internet. This does not include purchases of goods or services ordered or requested over the Internet and paid for by telephone.

### Interactive

Two way information flow via the website. (e.g. complete forms and submit, customer service, product ordering, interactive product information). Note that this does not include "Contact Us" sections or e-mail replies.

### Digital products or services

The Internet offers a wide variety of goods and services. Some goods and services can be ordered and delivered directly to your computer over the Internet. Such goods and services are called digital products and include products such as music, videos, gameware, computer software, on-line newspapers, consulting services, etc.

### Secure Web site

Policies and technologies to secure transactions and/or information (e.g. SSL, PKI, password or password generation system, digital signature, certificate authorities, smart cards/tokens).

### Wireless Mobile device

Mobile device is a portable wireless device that can be used to access the Internet. Mobile devices include mobile phones, wireless PDAs and wireless laptops.

### Total gross sales conducted over the Internet with or without on-line payment

This includes the value of your organization's goods or services that were sold over the Internet by your organization. This includes all orders that were placed over the internet and paid for using the following: the Internet, telephone, facsimile or another technology. Include only goods and services that were sold directly by your organization and exclude sales that were done over the Internet on your behalf by another organization. Include orders placed: by E-mail, on your website, by EDI over the Internet, using Extranets on the Internet and other methods of receiving orders via the Internet. If exact numbers are not available, please provide your best estimates.

### Cable modem

A modem which uses cable TV lines for connection to the Internet.

### High speed ISDN/DSL line

Integrated Services Digital Network (ISDN) is a high-speed connections service that uses existing phone wire, but replaces modems with special digital adapters. ISDN speeds are roughly 64 kbps (kilobits per second) to 128 kbps -- up to 5 times faster than a conventional modem. A Digital Subscriber Line (e.g. ADSL, HDSL, HDSL2, VDSL) is a technology that provides high-speed Internet connection over regular telephone lines. The initial specification provides connections at speeds up to 8 Mbps (Megabits per second) for downloading data and 640 kbps for uploading data. However, normally speeds are about 1Mbps for downloading data, and 100 or 200 Kbps for uploading data.

### T1 line

An Internet backbone (high speed) line that carries 1.544 million bits per second (1.544 Mbps).