

Electronic Commerce and **Technology 2004**

Please complete and return this questionnaire by November 30, 2004.

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

Correct pre-printed label information if necessary using the corresponding boxes by	pelow:
Legal Business Name	
Operating Name of Business (If different from legal name)	
Mail Contact Name	
Title	
Address	\supset
City Provibed	Postal Code
Telephone Number	Fax Number

Survey Objective

The objective of the Survey of Electronic Commerce and Technology 2004 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 questionnake 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 2004 and December 31, 2004. 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

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 Only aggregate data that do not identify any individual businesses or organizations would be released from this composite file.

To Complete the Questionnaire, Consult the Reporting Guide

Instructions and definitions can be found in the reporting guide on the last page of this questionnaire. Reading these before completion can save you both time and effort in filling out this questionnaire. For additional information, please call us at (613) 951-9815 or toll-free at 1 800 345-2294.

Return of Questionnaire

Please mail the completed questionnaire to Investment and Capital Stock Division, Statistics Canada, Ottawa, Ontario K1A 0T6, or by facsimile at (613) 951-0196 or toll-free at 1 800 606-5393.

Canada

5-4600-501.1: 2004-09-13

Statistique

STC/SAT-430-75167



*Refer to the last page for Reporting Instructions and Definitions.

Se	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 2005	No plans to use in 2005					
	Personal computers, workstations or terminals	201	211	231					
	· E-mail (electronic mail)	203	213	233					
	* Wireless communications*	202	212	232					
	· Internet	205	215	235					
	' Intranet*	206	216	236					
	· Extranet*	207	217	237					
		210	220	240					
	Electronic Data Interchange (EDI) not on the Internet*	208	218	2381					
	Electronic Data Interchange (EDI) on the Internet*	200	210						
	Network/Information Security Technology* (e.g. firewall, anti-virus software, access control, etc.)	209	219	339					
2.	What percentage of your employees have direct access to: Personal computers, workstations or terminals 300	%	Internet 302	%					
-	If your organization uses the Internet go to Section B. Otherwise, go	to Section C.							
Se	ction 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 ap	515							
	on-line payment (complete transaction and payment online)	531							
	interactivity (two way communication)*	516							
	digital products or services (e.g. music, softward, eon sulting services)* 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? If yes, please go to superion 4. If no, please go to question 7.	Yes 512 562	No						
4.	What were your organization's gross sales, conducted over the Internet with or without on-line payment in 2004*?	\$	000.00 (thous	ands of dollars)					
5.	What percentage of your Internet sales was to households (end consumer)?	303	%						
/	Check here if no Internet sales were made to households.	353	<u> </u>						
6.	What percentage of your Internet sales was to customers	306	 ¬						
0.	located outside of Canada?	306	%						
	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 561	No						
8.	Please indicate all of the methods that your organization uses to access the (Business connections only – do not include employee connections from he (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							
Ī	do not know	405							

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	504				507		
	lower costs	' reduce	d time to market		508		
	reach new customers	no ben	efits		ᆜ		
•	better co-ordination with suppliers	' none o	f the above		500		
ectio	on C: Barriers to Internet Commerce						
Plea	ase identify the reasons why your organization does not	buy or sell good	s over the Interne				
•	cost of development and maintenance is too high			263 266			
•	security concerns				브		
•	concern about competitors analyzing company information	ion (e.g. prices)		268 270	ш		
4	the Internet available to us is too slow			272			
•	customers are not ready to use Internet Commerce			276			
•	suppliers are not ready to use Internet Commerce				Ш		
•	lack of skilled employees to develop, maintain and use technology						
•	prefer to maintain current business model (e.g. face-to-f	fer to maintain current business model (e.g. face-to-face interaction)					
goods or services that you produce or purchase do not lend themselves to conducting Internet transactions							
	uncertain about the benefits of using the technology			262	$\langle D \rangle \wedge$		
•	none of the above			275	Ψ		
ectio	on D: Use of Management Practices						
This	s final section refers to the use of management practices	which may hav	e been facilitated	by the adoption of	new		
tech	hnologies. Please respond by thinking about your entir	e organization.					
Dur	ring the last three years, 2002-2004, did your organizat	ion introduce or	significantly mod	ity any of the follow	ving:		
For	each response, please check all that apply.	\triangle			. 1		
		Introduced	Modifed	ee years, 2002-200 Already in	Do not use /		
	Management Practices	in last 3 years	in last 3 years	place (unmodified)	Not applicable		
		years	yours	(uninodined)	аррисавіс		
•	Organizational structures	8(1)	821	831	841		
	Organizational structures	M2[]	822	832	842		
•	Employee feedback surveys	> "	022				
•	Mentoring or coaching programs	813	823	833	843		
	A written marketing strategy of plan	814	824	834	844		
•	A written policy, strategy or plan for managing growth	815	825	835	845		
•	A written policy, strategy or plantor the commercialisation of intellectual property	816	826	836	846		
	A written policy, strategy or pran for succession management	817	827	837	847		
	A written policy, strategy or plan for risk management	818	828	838	848		
/ /	nber of Full-time Employees (check appropriate range):	o□ 33	3 🗖	334 🔲	335		
/ ****	0 337 10-19 331 20-49 332	² 50-99 ³³	³ 100-299	300-499	335 500+		
Ном	w much time was spent compiling data and completing th	is questionnaire	?	098 hrs.	099 min.		
me of st Name	person completing this questionnaire: (please print) le	Family Name	Э				
1							
le:	ne No. Ext. Fax No.		Dat	e completed:	MM DD		
le: lephon							
lephon	1056						
lephon	056 W	eb site: http://					
lephon	1056	eb site: http://	L				

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Reporting Instructions

Electronic Commerce and Technology 2004

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 *

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.

Extrane

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 reference.

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 than 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 where the order is received, and the commitment to purchase is made via the Internet, with or without on line payment. This includes all orders that were placed over the internet and paid for using the following: the Internet, telephone, facsimile or another technology, 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 and other methods of receiving orders via the internet. Include only goods and services that were sold directly by your organization and exclude sales that were sold organization. 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).

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