Science, Innovation and Electronic Information Division

Electronic Commerce and Technology 2007

Please complete and return this questionnaire by November 30, 2007.

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

Legal Business Name

Operating Name of Business (If different from legal name)

Mail Contact Name

Title

Address

City	Province	Postal Code

Telephone Number ( ) —	Ext.	Fax Number ( ) —

FOR INFORMATION ONLY

Survey Objective

The objective of the Survey of Electronic Commerce and Technology 2007 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. **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, 2007 and December 31, 2007. 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.

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**.

Statistics Canada   Statistique Canada

Canada

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 2008	No plans to use in 2008
• E-mail (electronic mail)	203 ◯	213 ◯	233 ◯
• Wireless communications (e.g. mobile phone, PDA)*	202 ◯	212 ◯	232 ◯
• Internet	205 ◯	215 ◯	235 ◯
• Intranet*	206 ◯	216 ◯	236 ◯
• Extranet*	207 ◯	217 ◯	237 ◯
• Electronic Data Interchange (EDI) on the Internet*	208 ◯	218 ◯	238 ◯
• Radio Frequency Identification (RFID) Tags*	214 ◯	224 ◯	234 ◯

2. What percentage of your employees:

• routinely use personal computer, workstation or terminal for their work?	300	%
• have individual work e-mail address?	301	%
• have Internet access from their workstation?	302	%

Section B : Internet Use

1. Does your organization have an Internet Web site?

   514 ◯ Yes   564 ◯ No

   If yes, please answer the following questions. If no, please go to question 3.

2. Which of the following does your Internet Web site offer: *(Check all that apply)*
   - on-line payment (complete transaction and payment online)* .... 515 ◯
   - secure Web site* .... 523 ◯
   - privacy policy statement .... 524 ◯
   - information about the organization's products or services .... 527 ◯
   - access via wireless mobile device (e.g. WAP-enabled Web site)* .... 525 ◯
   - customized Web site or information provided for repeat clients .... 528 ◯
   - application for collecting customer information online .... 529 ◯
   - none of the above .... 565 ◯

3. Does your organization use the Internet to sell goods or services with or without on-line payment?

   512 ◯ Yes   562 ◯ No

   If no, please go to question 7.

   3.1 Does your organization track Internet sales separately from all other sales? *(If your organization sell online but you answered NO, please provide your best estimate in question 4)*

   513 ◯ Yes   563 ◯ No

4. What were your organization's **gross sales, conducted over the Internet** with or without on-line payment in 2007*?

   601 $ ____ 000.⁰⁰ *(thousands of dollars)*

5. What percentage of your organization's 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 organization's 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. office supplies, software, airline tickets, etc.)

   511 ◯ Yes   561 ◯ No

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)*
   - low speed (e.g. regular dial-up, mobile device) .... 440 ◯
   - high speed (e.g. cable modem, DSL line, T1 line or greater)* .... 441 ◯
   - 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 ◯	• reduced time to market	507 ◯
• reach potential customers	505 ◯	• no benefits	508 ◯
• better co-ordination with suppliers, customers and partners	506 ◯	• none of the above	500 ◯

10. Is your organization currently using any open source software*? (e.g. Linux, Mozilla's Firefox, Apache, etc.) . . . .

	Yes	No
	803 ◯	853 ◯

11. Has your organization contributed to the construction and/or modification of open source software for internal or external use? . . . .

	Yes	No
	804 ◯	854 ◯

12. Did your organization engage in the following on-line interactions with the local, provincial or federal governments?

	Yes	No
• obtain information **or** documents	805 ◯	855 ◯
• complete **or** return taxation forms (e.g. GST, employment (T4), year end tax (T2))	806 ◯	856 ◯
• apply for grants **or** benefits	807 ◯	857 ◯

Section C : Deployment of e-business processes

The purpose of the questions in this section is to assess the extent to which organizations are using information and communication technologies to manage select business processes (e-business). An e-business process is defined here as a core business process operationalized by the structured exchange and management of information over networks using Internet architecture. These systems are also referred to as Internet business solutions. The network can be open (e.g. accessible to everybody through the WWW) or closed (e.g. accessible only to your employees or suppliers on a LAN or WAN).

1. Does this organization use an Internet based system(s) to manage the following marketing and customer relations functions?

	Yes	No
• Collect customer(or visitor) information on-line to build a customer(visitor) data base	717 ◯	767 ◯
• Provide users with the ability to customize the information they see when entering the system	718 ◯	768 ◯
• Provide on-line after sales support for customers	719 ◯	769 ◯

If one of these functions applies, go to questions 1.1 and 1.2. If not go to question 2.

1.1 Do any of the Internet based systems used by this organization to manage marketing and customer relations functions...

A back end system is an information system used to manage internal business functions such as accounting, billing or inventory control. An automatic link exists if information captured in one system triggers an update in another system or is available in real time in other systems.

	Yes	No
• Automatically link to back end systems within your organization?	720 ◯	770 ◯
• Automatically link to your customers' systems?	721 ◯	771 ◯
• Automatically link to your suppliers' systems?	722 ◯	772 ◯
1.2 Are any of these e-business marketing and customer relations functions outsourced?	723 ◯	773 ◯

2. Does this organization use an Internet based system(s) to manage the following logistics functions?

	Yes	No
• Inventory management	724 ◯	774 ◯
• Organizing delivery to customers	725 ◯	775 ◯
• Organizing delivery from suppliers	726 ◯	776 ◯

If one of these functions applies, go to questions 2.1 and 2.2.

2.1 Do any of the Internet based systems used by this organization to manage logistics functions...

	Yes	No
• Automatically link to back end systems within your organization?	727 ◯	777 ◯
• Automatically link to your customers' systems?	728 ◯	778 ◯
• Automatically link to your suppliers' systems?	729 ◯	779 ◯
2.2 Are any of these e-business logistics functions outsourced?	730 ◯	780 ◯

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

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

How much time was spent compiling data and completing this questionnaire?

	hour(s)		minute(s)
	098 ☐☐		099 ☐☐

Name of person completing this questionnaire: *(please print)*

First Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐   Family Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Title ☐

Telephone Number ( ) –   ext. ☐   Fax Number ( ) –

E-mail 056 ☐   Website 057 http://☐

Date completed   YYYY   MM   DD   ☐☐☐☐☐☐☐☐

COMMENTS

055

Electronic Commerce and Technology 2007

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.

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.

Radio Frequency Identification (RFID) Tags

An identification and data collection technology that uses electronic tags to store information and a wireless transmitter, or reader, to capture it.

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.

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 other handheld devices.

Wireless Application Protocol (WAP)

Protocol used for providing Internet access over a wireless network for cellular telephones or any other portable wireless devices.

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. 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. **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).

Open source software

Open source software is that for which the underlying source code is readily available for modification by any interested person or firm. In contrast, the source code for most commercial software is a closely held secret, and therefore unavailable to view.