

Survey of Digital Technology and Internet Use 2013

This document is confidential when completed.

Aussi disponible en français.

Please provide your email address.

C0009 Email address

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

C0001 Legal name

C0002 Operating name

C0008 First name

C0028 Last name

C0021 Title

C0004 Address (number and street)

C0005 City

C0006 Province / Territory

C0007 Postal code

PLEASE READ BEFORE COMPLETING

This survey is conducted under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19. COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

Survey objective

The objective of the Survey of Digital Technology and Internet Use 2013 is to measure the adoption and use of various digital technologies, including the Internet. The survey will collect information on e-commerce, the effects of digital technologies on businesses, skills training and security practices related to digital technologies. This data is used to develop national policies and benchmark Canada's performance compared to other countries. Your information may also be used by Statistics Canada for other statistical and research purposes.

Reporting period

For the purpose of this survey, please report information for the 12 month calendar period between January 1st, 2013 and December 31st, 2013. Please return this questionnaire within 30 days.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*.

Statistics Canada will use the information from this survey for statistical purposes.

Data linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

Data sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Return of the questionnaire

Please return the completed questionnaire to Statistics Canada within 30 days of receipt by mail, using the enclosed envelope or you can send it by facsimile to 1-888-883-7999.

Facsimile or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*. **Note:** There is no risk of disclosure if you are completing a web-based questionnaire online.

Who should complete this questionnaire?

This questionnaire should be completed by the IT Manager of the business or equivalent. If there is no IT manager in the business, please direct the questionnaire to the President of the business or the person most familiar with the business' use of digital technology.

For additional information, or to request an electronic version of this questionnaire, please call the phone number on the label above.

REPORTING INSTRUCTIONS

- When precise figures are not available, please provide your best estimate
- Please complete this questionnaire for the operations of your business in Canada only
- Answers to the questions should reflect the operations as defined by the label on the front of the questionnaire
- Answer categories that are marked with an asterisk have a definition provided below the question

10. What percentage of the value of your Internet sales in 2013 were to other businesses?

C1000 %

11. Did your business make purchases of goods or services via the Internet during 2013?

C1100 1 Yes 3 No

12. Does your business engage in the following online interactions with Canadian local, provincial or federal governments?
 Select all that apply.

C1201 <input type="radio"/> obtain information or documents from governments	C1203 <input type="radio"/> apply for grants or benefits
C1202 <input type="radio"/> complete or return taxation forms (e.g., GST, employment (T4), year end tax (T2))	C1204 <input type="radio"/> online payments to government organizations
	C1205 <input type="radio"/> none of the above

SECTION C – USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES

Information and Communication Technologies (ICTs) are a wide range of digital technologies such as computers, networks, and software that are used to process information and communicate.

13. Did your business use any of the following Information and Communication Technologies (ICTs) in 2013?
 Select all that apply.

C1301 <input type="radio"/> Computers	C1306 <input type="radio"/> Customer/Supplier Relationship Management Software (CRM)*
C1302 <input type="radio"/> Internet-enabled mobile device (e.g., smartphone, tablet)	C1307 <input type="radio"/> Enterprise Resource Planning Software (ERP)*
C1303 <input type="radio"/> Company-wide computer networks (e.g., LAN, WAN)	C1308 <input type="radio"/> Radio Frequency Identification Tags (RFID)*
C1304 <input type="radio"/> Electronic Data Interchange on the Internet (EDI)*	C1309 <input type="radio"/> No ICTs are used in our business ► Go to Question 18
C1305 <input type="radio"/> Industry-specific software (e.g., point of sale software)	

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.

Customer/Supplier Relationship Management Software (CRM): A software used for managing a company's interactions with customers, clients, sales prospects, partners, employees, and suppliers.

Enterprise Resource Planning Software (ERP): Consists of one or a set of software applications that integrate information and processes across the several business functions of the enterprise. Typically ERP integrates planning, procurement, sales, marketing, customer relationship, finance and human resources.

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.

14. Did the introduction of an information and Communication Technology (ICT) result in any of the following business changes?
 Select all that apply.

C1401 <input type="radio"/> Greater information sharing	C1405 <input type="radio"/> Greater reliance on job rotation, multi-skilling
C1402 <input type="radio"/> Greater integration among offline and online business activities	C1406 <input type="radio"/> No changes
C1403 <input type="radio"/> Re-engineering of business processes	C1407 <input type="radio"/> Other change - specify:
C1404 <input type="radio"/> Data collection, storage, and maintenance	C1408 <input type="text"/>

15. What are the main barriers to your business further integrating Information and Communication Technologies (ICTs)?
 Select all that apply.

C1501 <input type="radio"/> Unaware of what technologies exist in the marketplace	C1505 <input type="radio"/> Cost of technology and implementation are too high
C1502 <input type="radio"/> Lack of technical expertise and skilled personnel in-house	C1506 <input type="radio"/> Employee resistance to introduction of new technology
C1503 <input type="radio"/> Not enough evidence of a strong return on investment	C1507 <input type="radio"/> Security and/or privacy concerns
C1504 <input type="radio"/> New systems will not be compatible with our existing systems	C1508 <input type="radio"/> Do not know/no barriers to adoption

SECTION D – ICT SKILLS IN THE WORKPLACE

16. Did your business employ any ICT/Information Technology (IT) specialists as of December 2013?

Include only those employees whose primary function was to operate, maintain, develop, support or manage ICTs in your business.

- C1600 1 Yes
 3 No ► *Go to question 18*

17. Did your business provide training to develop or upgrade ICT-related skills of your personnel during 2013?

- | | Yes | No |
|---|-------------------------------|-------------------------|
| Training for ICT/IT specialists | C1701 1 <input type="radio"/> | 3 <input type="radio"/> |
| Training for other employees using ICTs during their day-to-day tasks | C1702 1 <input type="radio"/> | 3 <input type="radio"/> |

SECTION E – ICT SECURITY PRACTICES, INCIDENTS, AND IMPACTS

18. Does your business currently have any of the following IT security measures in place?

Select all that apply.

- | | |
|--|---|
| C1801 <input type="radio"/> Anti-virus and/or anti-spyware software | C1806 <input type="radio"/> Secure web server (e.g., SSL, HTTPS) |
| C1802 <input type="radio"/> Firewall | C1807 <input type="radio"/> Regular backup of data critical to your business operations |
| C1803 <input type="radio"/> SPAM filter (to prevent unwanted e-mail that may contain security threats) | C1808 <input type="radio"/> No IT security measures are in place |
| C1804 <input type="radio"/> Web-filtering software (e.g., Websense) | C1809 <input type="radio"/> Do not know |
| C1805 <input type="radio"/> Authentication software or hardware for internal or external users* | |

Authentication Software or Hardware: Software or hardware used to authenticate or verify a person's identity prior to being granted access or approving a transaction request.

19. Did your business experience any Internet security breaches during 2013?

- C1900 1 Yes ► *Go to question 20*
 3 No ► *Go to question 21*

20. Did your business experience any of the following impacts as a result of these internet security breaches?

Select all that apply.

- C2001 Corruption, theft or unauthorized access to client or proprietary information
- C2002 Defacement of web site
- C2003 Service downtime
- C2004 Loss of income
- C2005 Loss of productivity
- C2006 Other impacts - *specify:* C2007

SECTION F – GENERAL INFORMATION

21. What is the number of full-time employees of your business? *Please check appropriate range.*

- C2100 1 0 3 10 to 19 5 50 to 99 7 300 to 499
 2 1 to 9 4 20 to 49 6 100 to 299 8 500 or more

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

- Hour(s) Minutes
 C9910 C9909

SECTION G – COMMENTS

C9920

C9913

Thank you for completing this questionnaire.

Please retain a copy for your records.
 Visit our website at www.statcan.gc.ca