



## 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 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	

### 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 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, 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 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**.



**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 <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, etc.)	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 2004\*? 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



## 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.

### 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 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).