



Electronic Commerce and Technology 2000

Please complete and return this questionnaire within 10 days of receipt.

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 Name		
Name of business		
Mail Contact Name		
Title		
Address		
City	Province/	Postal Code
Telephone Number	Fax Number	

Survey Objective

The objective of the Survey of Electronic Commerce and Technology 2000 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, 2000 and December 31, 2000. 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, institution or individual without the previous written consent of that business, institution or individual. 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.

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 2001	No plans to use in 2001
• 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 Funds Transfer (EFT)*	208 <input type="checkbox"/>	218 <input type="checkbox"/>	238 <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?
If yes, please answer the following questions.
If no, please go to question 3.

Yes 514 No 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
- information about employment opportunities 525
- none of the above 565

3. Does your organization use the Internet for selling goods or services with or without online payment?
If yes, please go to question 4. If no, please go to question 7.

Yes 512 No 562

4. What were your organization's gross sales, conducted over the Internet with or without online payment in 2000*? → 601 \$ (thousands of dollars)

5. What percentage of your Internet sales was to households (end consumer)? → %

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? → %

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 online payment?

Yes 511 No 561

8. Please indicate all of the methods that your organization uses to access the Internet: (Mbps=megabits per second) (Check all that apply)

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

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

9. For which of the following purposes does your organization uses the Internet: *(Check all that apply)*

- to access databases of suppliers 504
- to access databases of customers 505
- to share or perform collaborative research and development 506
- education / training (interactive access to course materials online) 507
- none of the above 500

Section C: Non-Users of Internet Commerce

1. Please identify the reasons why your organization does not buy or sell goods over the Internet *(Check all that apply)*. If your organization buys *and* sells goods over the Internet, please go to Section D.

- 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
- 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
- none of the above 277

Section D: Organizational and Technology Improvements

This last section covers ALL organizational and technological improvements, not only information and communication technologies.

1. During the last three years, 1998 to 2000, did your organization introduce significantly improved organizational structures or implement improved management techniques? **Yes** **No**
317 318

If yes, did these improvements require training? **Yes** **No**
319 320

2. During the last three years, 1998 to 2000, did your organization introduce significantly improved technologies? **Yes** **No**
321 322

If yes, how did you introduce significantly improved technologies? *(Check all that apply)*.

- by purchasing off-the-shelf technologies? 323
- by licencing new technologies? 324
- by customizing or significantly modifying existing technologies? 325
- by developing new technologies? (either alone or in conjunction with others) 326

Did any of these improvements require training? **Yes** **No**
327 328

3. Number of Full-time Employees *(check appropriate range)*:
 329 0 330 1-19 331 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 055

Reporting Instructions

Electronic Commerce and Technology 2000

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

A term that refers to a broad range of technologies that provide mobile communications for home or office, and "in-building wireless" for extended mobility around the work area, campus, or business complex. It is also used to mean "cellular" for in- or out-of-building mobility services.

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.

Electronic Funds Transfer (EFT)

Any transfer of funds initiated through an electronic terminal, telephone, computer or magnetic tape. The term includes, but is not limited to, Automated Clearing House (ACH) transfers and transfers made at automated teller machines and point-of-sale terminals. The term also applies to credit card payments and purchases made with smart cards.

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 (e.g. complete forms and submit, customer service, product ordering).

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, online newspapers, consulting services, etc.

Secure Web site

Policies and technologies to secure transactions and/or information (e.g. firewall, secure socket layer (SSL) technology, security protocol, encryption)

Total gross sales conducted over the Internet with or without online 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.

Cable modem

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

High speed ISDN/xDSL 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, HDLS2, 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) 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).