



Science, Innovation and Electronic Information Division

Electronic Commerce and Technology 2006

Please complete and return this questionnaire by November 30, 2006.

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 2006 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, 2006 and December 31, 2006. 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 2007	No plans to use in 2007
• E-mail (electronic mail)	203 <input type="radio"/>	213 <input type="radio"/>	233 <input type="radio"/>
• Wireless communications (e.g. mobile phone, PDA)*	202 <input type="radio"/>	212 <input type="radio"/>	232 <input type="radio"/>
• Internet	205 <input type="radio"/>	215 <input type="radio"/>	235 <input type="radio"/>
• Intranet*	206 <input type="radio"/>	216 <input type="radio"/>	236 <input type="radio"/>
• Extranet*	207 <input type="radio"/>	217 <input type="radio"/>	237 <input type="radio"/>
• Electronic Data Interchange (EDI) on the Internet*	208 <input type="radio"/>	218 <input type="radio"/>	238 <input type="radio"/>
• Radio Frequency Identification (RFID) Tags*	214 <input type="radio"/>	224 <input type="radio"/>	234 <input type="radio"/>

2. What percentage of your employees:

• routinely use personal computers, workstations or terminals for their work?	300	<input type="text"/>	%
• have individual work e-mail address?	301	<input type="text"/>	%
• have Internet access from their workstation?	302	<input type="text"/>	%

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?	514	<input type="radio"/>	Yes	<input type="radio"/>	No	50
<i>If yes, please answer the following questions. If no, please go to question 3.</i>						
2. Which of the following does your Internet Web site offer: (Check all that apply)						
• on-line payment (complete transaction and payment online)*	515	<input type="radio"/>				
• secure Web site*	523	<input type="radio"/>				
• privacy policy statement	524	<input type="radio"/>				
• information about the organization's products or services	527	<input type="radio"/>				
• access via wireless mobile device (e.g. WAP-enabled Web site)*	525	<input type="radio"/>				
• customized Web site or information provided for repeat clients	528	<input type="radio"/>				
• application for collecting customer information online	529	<input type="radio"/>				
• none of the above	565	<input type="radio"/>				
3. Does your organization use the Internet for selling goods or services with or without on-line payment?	512	<input type="radio"/>	Yes	<input type="radio"/>	No	562
3.1 Does your organization track Internet sales separately from all other sales? (If you DO sell online but answered NO, please provide your best estimate in question 4)	513	<input type="radio"/>				563
<i>If no, please go to question 7.</i>						
4. What were your organization's gross sales, conducted over the Internet with or without on-line payment in 2006*?	601	<input type="text"/>	\$	<input type="text"/>	000. ⁰⁰	(thousands of dollars)
5. What percentage of your Internet sales was to households (end consumer)?	303	<input type="text"/>			%	
OR Check here if no Internet sales were made to households	353	<input type="radio"/>				
6. What percentage of your Internet sales was to customers located outside of Canada?	306	<input type="text"/>			%	
OR Check here if no Internet sales were made to customers located outside of Canada	313	<input type="radio"/>				
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	<input type="radio"/>	Yes	<input type="radio"/>	No	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)						
• low speed (e.g. regular dial-up, mobile device)	440	<input type="radio"/>				
• high speed (e.g. cable, DSL line, T1 line or greater)*	441	<input type="radio"/>				
• do not know	405	<input type="radio"/>				

9. What are your organization's perceived benefits of conducting business over the Internet?
(Check all that apply)

- | | | | | | |
|--|-----|-----------------------|--------------------------------|-----|-----------------------|
| • lower costs..... | 504 | <input type="radio"/> | • reduced time to market | 507 | <input type="radio"/> |
| • reach potential customers | 505 | <input type="radio"/> | • no benefits..... | 508 | <input type="radio"/> |
| • better co-ordination with suppliers/customers/partners | 506 | <input type="radio"/> | • none of the above | 500 | <input type="radio"/> |

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

	803	<input type="radio"/>	Yes	853	<input type="radio"/>	No
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11. Has your organization contributed to the construction and/or modification
of open source software for internal or external use?.....

	804	<input type="radio"/>	Yes	854	<input type="radio"/>	No
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12. Did your organization engage in the following on-line interactions with the local,
provincial or federal governments?

• obtain information or documents	805	<input type="radio"/>	Yes	855	<input type="radio"/>	No
• complete or return taxation forms (e.g. GST, employment (T4), year end tax (T2))	806	<input type="radio"/>		856	<input type="radio"/>	
• apply for grants or benefits.....	807	<input type="radio"/>		857	<input type="radio"/>	

Section C: Barriers to Internet Commerce

1. Please identify the reasons why your organization does not buy or sell goods over the Internet.
(Check all that apply)

- | | | |
|--|-----|-----------------------|
| • cost of development and maintenance is too high | 263 | <input type="radio"/> |
| • security concerns | 266 | <input type="radio"/> |
| • customers are not ready to use Internet Commerce..... | 272 | <input type="radio"/> |
| • suppliers are not ready to use Internet Commerce | 276 | <input type="radio"/> |
| • lack of skilled employees to develop, maintain and use technology..... | 273 | <input type="radio"/> |
| • prefer to maintain current business model (e.g. face-to-face interaction)..... | 274 | <input type="radio"/> |
| • goods or services produced or purchased do not lend themselves to conducting Internet transactions | 261 | <input type="radio"/> |
| • none of the above | 277 | <input type="radio"/> |

Section D: Organizational and Technological Improvements

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

1. During the last three years, 2004 to 2006, did your organization introduce significantly improved organizational structures or implement improved management techniques?.....

	317	<input type="radio"/>	Yes	318	<input type="radio"/>	No
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1.1 If yes, did any of these improvements require training?.....

	319	<input type="radio"/>		320	<input type="radio"/>	
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2. During the last three years, 2004 to 2006, did your organization introduce significantly improved technologies?.....

	321	<input type="radio"/>	Yes	322	<input type="radio"/>	No
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If yes, how did you introduce significantly improved technologies? (Check all that apply)

• by purchasing off-the-shelf technologies?.....	323	<input type="radio"/>
• by licensing new technologies?.....	324	<input type="radio"/>
• by customizing or significantly modifying existing technologies?	325	<input type="radio"/>
• by developing new technologies? (either alone or in conjunction with others).....	326	<input type="radio"/>

2.1 Did any of these improvements require training?.....

	327	<input type="radio"/>		328	<input type="radio"/>	
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Number of Full-time Employees (check appropriate range):

- | | | | | | | | |
|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 0 | 1-9 | 10-19 | 20-49 | 50-99 | 100-299 | 300-499 | 500+ |
| 329 <input type="radio"/> | 336 <input type="radio"/> | 337 <input type="radio"/> | 331 <input type="radio"/> | 332 <input type="radio"/> | 333 <input type="radio"/> | 334 <input type="radio"/> | 335 <input type="radio"/> |

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

	098	<input type="text"/>	hour(s)	099	<input type="text"/>	minute(s)
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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

Reporting Instructions

Electronic Commerce and Technology 2006

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 that can be used to access the Internet. Mobile devices include mobile phones, wireless PDAs and other handheld 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.