

# Survey of Digital Technology and Internet Use 2012

This document is confidential when completed.

Aussi disponible en français.

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 2012 is to measure the adoption and use of various digital technologies, including the Internet. The survey will collect information on the reasons businesses choose to adopt digital technologies, effects on the business, and expenditures on digital technologies. This data is used to develop national policies and benchmark Canada's performance compared to other countries.

### Reporting period

For the purpose of this survey, please report information for the 12 month calendar period between January 1<sup>st</sup>, 2012 and December 31<sup>st</sup>, 2012. 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*.

### 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.



## 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.

### 9. Did your business use any of the following Information and Communication Technologies (ICTs) in 2012?

Select ***all that apply***.

- C901  Computers
- C902  Internet-enabled mobile device (e.g., smartphone, tablet)
- C903  Company-wide computer networks (e.g., LAN, WAN)
- C904  Electronic Data Interchange on the Internet (EDI)\*
- C905  Industry-specific software (e.g., point of sale software)
- C906  Customer/Supplier Relationship Management Software (CRM)\*
- C907  Enterprise Resource Planning Software (ERP)\*
- C908  Radio Frequency Identification Tags (RFID)\*
- C909  No ICTs are used in our business ► Go to question 16

**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.

### 10. Please indicate how your business acquires Information and Communication Technologies (ICTs).

Select ***all that apply***.

- C1001  By purchasing off-the-shelf ICTs (hardware and/or software)
- C1002  By leasing off-the-shelf ICTs (hardware and/or software)
- C1003  By modifying or customizing off-the-shelf ICTs (hardware and/or software)
- C1004  By programming or building custom solutions (either in-house or by contracting out)

### 11. What have been the **main benefits** to your business as a result of using Information and Communication Technologies (ICTs)?

Select ***all that apply***.

- C1101  Reduced costs of operations and/or labour
- C1102  Increased ability to respond to customer or supplier requirements
- C1103  Keeping pace with competitors
- C1104  Reduced transaction times
- C1105  Improved goods or services quality
- C1106  Improved flexibility of production or service provision
- C1107  Employee satisfaction
- C1108  Don't know / none of the above benefits

### 12. Did the introduction of an Information and Communication Technology (ICT) result in any of the following business changes?

Select ***all that apply***.

- C1201  Greater information sharing
- C1202  Greater integration among offline and online business activities
- C1203  Re-engineering of business processes
- C1204  Data collection, storage, and maintenance
- C1205  Greater reliance on job rotation, multi-skilling
- C1206  No changes
- C1207  Other change - *specify:* C1208

## SECTION D – INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) EXPENDITURES

13. Did your business make capital expenditures on Information and Communication Technologies (ICTs) during the past three years, 2010 to 2012?

**Capital Expenditures** include all expenses on ICTs for use in your business which normally have a lifespan of more than one year.

C1301 1  Yes ► Go to question 14

3  No ► Go to question 15

14. Please indicate which ICT capital expenditures your business made during the past three years, 2010 to 2012.

Select **all that apply**.

C1401  Computer hardware

C1403  Customized computer software

C1402  Off-the-shelf computer software

C1404  Network operating systems or equipment (e.g., Local Area Network (LAN))

15. Please indicate which ICT services your business made expenditures on during the past three years, 2010 to 2012.

Select **all that apply**.

C1501  Software as a service\* (e.g., cloud computing)

C1504  Database services (e.g., database design or management, data storage, data retrieval)

C1502  Website design or hosting services

C1505  Other ICT services

C1503  Data processing services (e.g., web analytics)

C1506  No expenditures during the past three years

**Software as a Service:** A software delivery model in which software and its associated data are hosted centrally, typically on the Internet.

## SECTION E – PRIVACY OF PERSONAL INFORMATION

16. Does your business collect or store personal information (e.g., name, address, email)?

**Personal Information** is any information about an individual past, present or potential customer. Do not include information your business may hold about employees, business clients or suppliers.

C1601 1  Yes ► Go to question 17

3  No ► Go to question 19

17. How does your business collect or obtain personal information?

Select **all that apply**.

C1701  Social media (e.g., Facebook, Twitter)

C1703  Directly from customer

C1702  A third party (e.g., marketing companies)

C1704  Loyalty or rewards programs

18. How does your business protect personal information that is stored in an electronic format?

Select **all that apply**.

C1801  Storing data off-line (data is not stored on a network)

C1804  Protected by a third party

C1802  Limited access controls (e.g., security clearances, sharing agreements)

C1805  Other protection method - specify:

C1803  Encryption of data

C1806

## SECTION F – GENERAL INFORMATION

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

C1900 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

20. 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](http://www.statcan.gc.ca)