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


Survey
Objective

Confidentiality
Statistics Canada is pronfibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. 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 by any other legislation.

Questions and We ask that yeur complete and return questionnaire within 30 days of receipt to:

## Return <br> Procedures

The survey objective is the collection and pyblication of data necessary for the statistical analysis of the on-line information services industry. The information from the survey can be used by businesses and trade associations for market analysis and assessment of industry performance, pperazing characteristics and trends, by government to develop national and regional economic policies, by other wsers nvolved in research or policy making and by Statistics Canada for maintaining important data input to the preparation of the canadian System of National Accounts.


Statistics Canada
Operations and Integration Division
2nd floor, Jean Talon BIdg, Ottawa, Ontario K1A OT6

This survey questionnaire can also be sent to Statistics Canada using the following facsimile communication: 1-888-605-2493
Stristics Canada advises you that there could be a risk of disclosure during the facsimile communication process. However, upon receipt of your facsimile, Statistics Canada will provide the guaranteed level of protection afforded to all information collected under the authority of the Statistics Act.
If you have questions or require assistance in completing this questionnaire please call our toll free number: 1-800-916-9316 and a representative of Statistics Canada will gladly answer your queries.

## Duplicate

Questionnaires

## Note of <br> Appreciation

If you receive more than one copy of this questionnaire for the same business, please complete the one that is correctly labelled and return it with the duplicate(s), writing "DUPLICATE" on the relevant form(s).

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

## 1. Business Activity

a) Please describe the nature of your business activity in 1999:

0001
1
b) Is this a change from the previous year? $00051 \bigcirc$ Yes - If YES, please provide details in Comments section on page 12. $3 \bigcirc$ No
c) Please check $(\checkmark)$ below the one industry that most accurately describes your firm's principal source of operating revenue.

| 514191 | $1 \bigcirc$Internet Service Providers (establishments engaged in providing direct access, through communications networks, <br> to computer-held information compiled or published by others) |  |
| :---: | :---: | :---: |
|  | 214199 | $2 \bigcirc$Internet Portals and Related Services (including Search engines, Web communities, etc.) |
|  | $3 \bigcirc$Other Industry not specified above (please specify) <br> 0015 |  |

## 2. Form of Organization

a) Type of organization (please check one only):
0125

| $1 \bigcirc$ Sole proprietorship | $2 \bigcirc$ Partnership |
| :--- | :--- |
| $5 \bigcirc$ Joint venture | $6 \bigcirc$ Government business entity |


$7 \bigcirc$ Government

0135
Is the sole purpose of this business unit to provide services to your parent company, anaffiliated company or a professional practice?

| 0130 | $1 \bigcirc$ Yes - If yes, please name the company |
| :---: | :---: |
|  | $3 \bigcirc$ No or professional practice |

c) Please enter your nine-digit Business Number (if incorporated)

0140

d) Is this business affiliated with a chain or franchise group?
$0142 \quad 1 \bigcirc$ Yes (please provide name) 0143

$$
3 \bigcirc \mathrm{No}
$$

e) Did this business unit participate in any joint ventures during the reporting period?

A joint venture refers to a specific commercial andertaking entered into jointly by two or more parties or companies, who agree to contribute the necessary capital and share in profitsor lossesof the project in agreed proportions. The association terminates either upon completion of the undertaking or at a specific time.
$01451 \bigcirc$ Yes - If yes, please go tef) $3 \bigcirc$ No - If no, please go to Question 3, Reporting Period
f) Are detailed revenue and $£ x p e n s e s f$ the business unit's share in the joint venture(s) included in this questionnaire?

g) Please provide the name gf the joint venture.

0155
h) Is this joint yenture:
$01601 \bigcirc$ Incorporated - If incorporated, please go to i) $\quad 3 \bigcirc$ Unincorporated - If unincorporated, please go to j)
i) Business Number of joint venture (if incorporated)

j) If it is an unincorporated joint venture, please provide the length of time of the joint venture.

From

| 0170 | YYYY | MM | DD | 0175 |  | YYYY | MM | DD |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | To |  |  |  |  |

k) Venture partner(s) and Business Number(s) (if incorporated)


If you participated in more than one joint venture or if more space is required, please enclose a separate page.
3. Reporting Period
a) Please report for your most recent fiscal year ending no later than March 31, 2000.

From

| YYYY | MM | DD |
| :---: | :---: | :---: |
| $\perp$ | $\perp$ | $\perp$ |

To
b) Period of Operation If you did not operate this business for a full year, please check ( $\checkmark$ ) the reason below:
$0210 \quad 1 \bigcirc$ Seasonal operation
$2 \bigcirc$ New business in 1999
$3 \bigcirc$ Change of fiscal year end
$4 \bigcirc$ Change of ownership (please provide name and address of the other owner)

0215

$5 \bigcirc$ Ceased operation (please specify)
$6 \bigcirc$ Temporarily closed (please specify)

0230正

Please report for your most recent fiscal year, as reported above in Question 3.
4. Revenue - Total Revenue Please exclude GST and all other taxes collected for kemittance to a government agency.
a) Please report total operating and non-operating revenue, in Canadian dollars.
i) Operating revenue from all sources
ii) Non-operating revenue
(Interest and all other revenue that is not directly related to the operation of this business)
iii) Total

b) Please estimate the percentage (\%) of your operating revenue reported in box 2000 that was generated by new or substantially improved products or services introduced by your firm during the three-year period 1997-1999.


## 5. Revenue -Revenue Generated Outside Canada

a) Foreign Revenue Please report revenue earned from sales pr goods and services outside Canada, in Canadian dollars.

| Dollars <br> (omit cents) |
| :---: |
| 2100 |

b) What percentage (\%) of Foreign Revenge (5a) was earned from:


| Percentage |
| :--- |
| $2^{2105}$ |
| 2110 |
| 2115 |
| $\mathbf{1 0 0 \%}$ |

c) What percentage (\%) of Foreign Revenue (5a) was earned from the following:
i) Sales of Packaged Software Products
ii) Provision of Internet access and other related Internet Services
iii) Professional Services (consulting, training, custom programming, support, etc.)
iv) Data Processing Services
v) Hardware Sales, Rentals and Maintenance
vi) Other (please specify)

| Percentage |
| :--- |
| 2120 |
| 2125 |
| 2130 |
| 2135 |
| 2140 |
| 2145 |
| $\mathbf{1 0 0 \%}$ |

## 6. Revenue by Type of Service

a) What percentage (\%) of your operating revenue (4a)i) was obtained from all Internet Service Providers, Portals and Related Services? (include access, web design, advertising, etc.)
b) What percentage (\%) of your operating revenue (4a)i) was not directly related to Internet Service Providers, Portals and Related Services activities? (include hardware/software sales, etc.)

| Percentage |
| :--- |
| 2200 |
| 2205 |
| $\mathbf{1 0 0 \%}$ |

## 7. Revenue from Internet Service Providers, Portals and Related Services

What percentage (\%) of your operating revenue from Internet Service Providers, Portals and Related Services (as reported in 6a) were derived from:
a) Access services - Residential (include subscriptions)
b) Access services - Business (include subscriptions)
c) Backbone access services
d) Advertising on your Web site
e) Web site consulting, design and development without transaction features
f) Web site consulting, design and development with transaction features cermerce, shopping/trading)
g) Web site hosting
h) Installation and connection charges Other (include commissions
i) and royalties) (please specify)


| Percentage |
| :--- |
| 2300 |
| 2305 |
| 2315 |
| 2320 |
| 2330 |
| 2335 |
| $100 \%$ |

## 8. Revenue not related to Internet Service Providers, Portals and Related Services

If you reported a percentage (\%) of operating revenue not directly related to Internet Service Providers, Portals and Related Services activities in question ( $\mathbf{\beta}$ b + please estimate the percentage of that revenue (Box 2205) obtained from the following:
a) Sales of Packaged Software Produats
b) Professional Services (consulting, training, custom programming, support, etc.)
c) Data Processing sexvices
d) Hardware Sales, Rentals and Maintenance
e) Other (please specify)


| Percentage |
| :--- |
| 2400 |
| 2405 |
| 2410 |
| 2415 |
| 2420 |
| $\mathbf{1 0 0 \%}$ |

2. Projected Operating Revenues

| Dollars <br> (omit cents) |  |
| :--- | :--- |
| a) for the fiscal year ending between April 1, 2000 and March 31, 2001 | 2500 |
| b) for the fiscal year ending between April 1, 2001 and March 31, 2002 | 2505 |

## 10. Operating Expenses

- Please report expenses for the 1999-2000 reporting period, in Canadian dollars.
- Do not include capital expenditures.
- Please include GST, except the portion that is refundable by government.
- If you prefer, you may attach a copy of your income statement and proceed to the next section.
a) Salaries and wages paid to employees for whom you issued a $T 4$ supplementary form (include vacation pay, bonuse and commissions)
b) Employee benefits paid for all employees for whom you issued a T4 supplementary form (include employer's contributions to pension, medical/life, employment insurance and workers' compensation plans)
c) Computer services purchased (include consulting fees, software development services, outside computer processing services and contract programming)
d) Legal, auditing and other professional service fees
e) Fees paid to contract workers not already included in questions 10c) and 10d) above
f) Occupancy costs (include rent or lease payments for land and buildings)
g) Utilities (include heat, electricity and water)
h) Leased line charges from upstream provider
i) Telephone and other telecommunications expenses (include dial-up line and equipment gharges)
j) Office supplies
k) Computer software purchased for use in the business
I) Computer software purchased for re-sale
m) Computer hardware purchased for re-sale
n) Rent or leasing of computers and ancillary equipment inckuderent and/or leasing for computers and peripheral and ancillary equipment used by the company and/or irstafled atyustomer's location)
o) Depreciation and amortization

p) Product research and development expenses
q) Employee training and education
r) Advertising, sales promotion, travenand entertainment
s) Insurance (include fire, automobile, accident, theft and all other property, business or product insurance, etc.)
t) Business property and school taxes, permits, licences including vehicle licences
u) Interest and bank charges


| Dollars <br> (omit cents) |
| :--- |
| 3000 |
| 3005 |
| 3010 |
| 3015 |
| 3025 |
| 3030 |
| 3035 |
| 3040 |
| 3095 |
| 3090 |
| 3050 |
| 3065 |
| 3070 |
| 3050 |
| 3050 |

v) Management fees, development charges, royalties and similar payments made to your parent or affiliated company:
i) in Canada
ii) abroad
w) Royalties paid to a third party
x) Other Operating Expenses excluding income tax and bad debts (please specify)

3130 $\qquad$

| 3105 |
| :--- |
| 3110 |
| 3115 |
| 3120 |
| 3125 |

y) Total Operating Expenses (sum of (a) to (x))

## 11. Capital Expenditures

a) Purchase of computer equipment and software
b) Construction or renovation of buildings
c) Purchase or improvement of land
d) Other capital expenses (please specify)

| Dollars <br> (omit cents) |
| :--- |
| 7000 |
| 7005 |
| 7010 |
| 7015 |

## 12. Employment

a) Paid Employees

Please report the average number of persons employed during the reporting period to whom you paid Salaries and Wages as shown in 10a).
i) Full-time Employees (regular employees who worked the standard work week as observed by the business)
ii) Part-time Employees (those who worked fewer than the standard work week hours observed by the pysiness)
b) Working proprietors and/or partners of unincorporated businesses
c) Contract Workers (individuals engaged only for the duration of a specific project or term)

d) Employee Turn-over
i) Full-time employees hired during the reporting period
ii) Full-time employees who left company (laid off, quit, retired, etc.) during the reporting period

e) Percent (\%) of total staff time that was:
i) Engineering and development (include programming)
ii) Consulting


| Percentage |
| :--- |
| 6030 |
| 6035 |
| 6040 |
| 6045 |
| 6050 |
| 6055 |
| 6060 |
| $\mathbf{1 0 0 \%}$ |

## 13. Revenue by type of Customer

Please indicate the percentage (\%) of operating revenue (4a)i) by type of customer to whom the goods or services were delivered.

## Customers in Canada

a) Individuals and households
b) Public institutions (e.g., hospitals, schools, universities)
c) Government (e.g., federal, provincial, territorial and municipal administration)
d) Financial businesses (e.g., financial intermediaries including banks, trust companies, financial crown corporations)
e) All other businesses (include non-financial crown corporations)
f) Customers outside Canada (exports)

| Percentage |
| :--- |
| 8000 |
| 8005 |
| 8010 |
| 8015 |
| 8020 |
| 8025 |
| $\mathbf{1 0 0 \%}$ |

## 14. Services Provided

Which of the following services do you provide? (please check ( $\checkmark$ ) all that apply)

|  | No Cost | Additional Fee |
| :---: | :---: | :---: |
| Secure Web services | $9001 \bigcirc$ | $9002 \bigcirc$ |
| Security/privacy enhancing software | $9003 \bigcirc$ | $9004 \bigcirc$ |
| Technical support | $9005 \bigcirc$ | $9006 \bigcirc$ |
| Electronic mail services | $9007 \bigcirc$ | $9008 \bigcirc$ |
| Web page advertising | $9009 \bigcirc$ | $9010 \bigcirc$ |
| Web page design | $9011$ | $9012 \bigcirc$ |
| Intranet hosting/consulting/design | $30130$ | $3014$ |
| Extranet hosting/consulting/design | 905 |  |
| Electronic commerce solutions/implementation consulting | $\nu^{9017} \bigcirc$ | $9018 \bigcirc$ |
| Training | $9019$ | $9020 \bigcirc$ |
| Personal Website hosting | $9021 \bigcirc$ | $9022 \bigcirc$ |
| Vendor/Business Website hosting | $9023 \bigcirc$ | $9024 \bigcirc$ |
| Bulletin board service (BBS) | $9025 \bigcirc$ | $9026 \bigcirc$ |
| Chat group service | $9027 \bigcirc$ | $9028 \bigcirc$ |
| Domain registration service | $9029 \bigcirc$ | $9030 \bigcirc$ |
| Equipment leasing | $9031 \bigcirc$ | $9032 \bigcirc$ |
| Internet conferencing | $9033 \bigcirc$ | $9034 \bigcirc$ |
| Internet fax | $9035 \bigcirc$ | $9036 \bigcirc$ |
| Internet telephony (include Internet-based voiceservices) | $9037 \bigcirc$ | $9038 \bigcirc$ |
| Internet broadcasting (netcasting/multicasting) | $9039 \bigcirc$ | $9040 \bigcirc$ |
| Integrated messaging services connbining Fax, e-mail, paging and voice-mail services (or a combination thereof) | $9041 \bigcirc$ | $9042 \bigcirc$ |
| Newsgroup service | $9043 \bigcirc$ | $9044 \bigcirc$ |
| Roaming access serviee | $9045 \bigcirc$ | $9046 \bigcirc$ |
| Site mirroring | $9047 \bigcirc$ | $9048 \bigcirc$ |
| Shadow <br> serviéas | $9049 \bigcirc$ | $9050 \bigcirc$ |
| Frame relay services | $9051 \bigcirc$ | $9052 \bigcirc$ |
| Server co-location | $9053 \bigcirc$ | $9054 \bigcirc$ |
| Secure Virtual Private Network (VPN) | $9055 \bigcirc$ | $9056 \bigcirc$ |
| Web proxy caching | $9057 \bigcirc$ | $9058 \bigcirc$ |
| Video production or audio recording | $9059 \bigcirc$ | $9060 \bigcirc$ |
| Digital encoding | $9061 \bigcirc$ | $9062 \bigcirc$ |
| Other (please specify) ${ }^{9065} \square$ | $9063 \bigcirc$ | $9064 \bigcirc$ |

15. Services Provided - E-Commerce
a) Please indicate what types of Electronic Commerce products and services you provide:

16. Internet Service Providers (ISP's)

Does your company provide Internet access?
$9200 \quad{ }^{1} \bigcirc$ Yes $\Rightarrow$ If yes, please go to Q .17If no, please go to Q. 22

## 17. Distribution of Subscribers


b) Subscribers outside Canada:

c) What was the estimated number of new subscribers per month during the reporting period?
d) What was the estimated number of subscribers lost per month during the reporting period?

## 18. Network Capacity and Customer Usage

a) For your business users, what is the average customer usage per user per month (hours)
b) For your residential users, what is the average customer usage per user per month (hours)

| Hours |
| :--- |
| 9300 |
| 9305 |

c) What is your current network capacity?
i) Total bandwidth (Mbps)

| Mbps |
| :--- |
| 9310 |
| Number |
| 9315 |

19. Dial-up Services and Connection Options

Please estimate the percentage (\%) of customers that use the following service:
i) Modem dial-in service
ii) ADSL service
iii) xDSL service
iv) Cable service
v) Dedicated dial-up service
vi) ISDN service
vii) Leased line service
viii) Wireless service
ix) 1-800 dial-up service
x) Other (please specify)



## 20. Factors Impeding Growth

To what extent will the following factors impede the growth of yourlnternet services?


## 21. Offensive Content and Conduct

a) Does your company receive customer complaints regarding offensive or illegal content (e.g., obscenity, copyright infringement, libel, pornography)?

$9600 \quad 1 \bigcirc$ Yes $\rightarrow$ please estimate how many complaints per week | 9605 |
| :--- |

$3 \bigcirc \mathrm{No}$
b) Does your company receive customer complaints regarding offensive or illegal conduct (e.g., bulk unsolicited E-mail, hacking, harassment)?


9640 $\qquad$

## 22. Provincial Distribution Table

a) Please report the number of business units operated during the reporting period. "Business unit" is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

| Number |
| :--- |
| 9900 |

b) Do you have business units in more than one province?
$9901 \quad 3 \bigcirc$ No - (please go to next page)
${ }^{1} \bigcirc$ Yes - (please complete section c)
c) Please report the following data for each province and territory in which the firm is located.




## Federal-Provincial Agreements

In order to reduce response burden and to provide consistent statistics, Statistics Canada has entered into data sharing agreements with the Quebec Bureau of Statistics, the Manitoba Bureau of Statistics and BC STATS in accordance with Section 11 of the Statistics Aet, Revised Statutes of Canada, 1985, Chapter S19. For establishments and/or business locations operated in Quebec, Manitoba and British Columbia, the agreements authorize Statistics Canada to forward a record of the data collected in this survey to the Quebec Bureau of Statistics, the Manitoba Bureau of Statistics and BC STATS, respectively. The Statistics Acts of these provinces includes the same provisions for confidentiality and penalties for disclosure of information as the federal Statistics Act.
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