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A STRATEGY FOR OBTAINING STATISTICS ON PRODUCTION AND DISTRIBUTION OF SERVICES

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Abstract

This document does not contain any original ideas. Rather, it reviews a number of evident considerations regarding the need to improve in the short term the quality and quantity of statistics on services produced by national statistical institutes in the region.

For at least 10 years, the directors of the statistical offices in Latin America have deplored the state of these measures and have been seeking solutions of various types with a view to introducing a qualitative change. They have discussed the possibility of sending technical staff from one or more offices to participate in the annual meetings of the Voorburg Group on Services Statistics, where experts from countries with advanced statistical organizations discuss the latest advances in the field. For its part, ECLAC has, on various occasions, attempted to distribute documentation prepared at offices with a greater degree of sophistication on the issue and a number of individual and collective initiatives have been proposed aimed at effecting substantial improvements.

The advances recorded are, however, limited and sporadic and Governments are not convinced that they constitute important contributions to the knowledge needed to manage their respective economies. Unfortunately, time has not reduced the gap between expectations and fulfillment. Worse still, it has increased it. The phenomenal development of computer systems, the Internet, electronic commerce and the number of globalized businesses are all factors that have helped to increase the sense of frustration among users, to whom traditional statistics are still being given which cover mainly the production of goods.

This document adopts an approach based on two types of analysis and on one proposal. It begins with an analysis of the problem of measurement of strategic variables for the services sector in relation to both supply and demand. It then determines the elements required for a short-term solution without further need for new resources. Lastly, it proposes a strategy based on the conviction that at least for medium and small countries it will be within the reach of the respective national strategic institutes.

The proposed strategy calls for consideration of the following questions:

- Is there any agreement on the factors identified as essential for any short-term solution?
- Is the proposed strategy relevant to each of the countries represented?
- Has at least one national statistical institute volunteered to carry out the pilot survey which can serve as a model to the others?

If the response to each of these questions is affirmative, we would have the necessary elements for preparing a more ambitious and comprehensive strategy in less than a year.

Nature of the problem

In order to obtain better data on the production and distribution of services, a strategy must be developed. The reasons for this are threefold:

- Because the production of services is important in absolute terms;
- Because the importance of the sector has not been accurately measured; and

- Because there are signs that the services sector has taken on a key role (independent of the role of the production sector) in the development of the world economy.

How do we know that the sector is important? Ultimately because we have data on the distribution of employment among goods-producing activities and their counterparts in the services-producing sector. In more economically advanced countries, goods and services account for 30% and 70%, respectively, of the total economically active population. We also know that the more advanced a national economy, the greater the percentage of the economically active population engaged in the production of services.

How do we know that the available data on the services sector are of inferior quality? This has been verified not just for one or a few regions, but seems to apply to all countries and all regions. We can tell indirectly by looking at a typical national statistical institute at the relationship between the resources dedicated to measuring the production of goods and the corresponding value for services. The relationship does not have much to do with the contributions of the two sectors as percentages of gross domestic product (GDP). We can, in a direct way look at the full range of statistics available for the goods-producing sector and at those that exist in countries with a higher degree of statistical development for the services sector.

There is another, more pragmatic, way of confirming the assumption that measurement of services is of lower quality. If we visit the Web pages of the national statistical institutes in Latin America, those that present a production structure by economic branch include a more or less detailed break-down of industrial production. The contrast with the services sector is such that for the latter, the only data available relate to commerce, transport and other activities. This difference between the treatment of goods and that of services does not reflect a lack of interest but rather a lack of knowledge.

Of what relevance is the fact that the relative lack of information relating to the services sector is a current problem rather than one relating to the past? "Public confidence with respect to official statistics is the main prerequisite for their appropriate and widespread use by the society in decision-making..." This statement was made by the director of one of the statistical agencies in the region. The context was different, but it is specially important for the discussion of what is happening with services statistics. One of the key elements for promoting confidence is the relevance that public statistics have in relation to the concerns of the moment. In this case, however, the obligation to ensure relevance has had relatively marginal effects. For example, the process leading to the transformation of the General Agreement on Tariffs and Trade (GATT) to incorporate the General Agreement on Trade in Services (GATS) was initiated over 10 years ago and led ultimately to the establishment of the World Trade Organization (WTO). In spite of this, today, we do not have better or more comprehensive statistics than those that were available for publication some 12 years ago.

We are facing a wave of technological innovation which is perhaps unprecedented in history, which gives us rapid access to all information (legible, audible and visible) wherever it may be. The services provided through the combination of information and telecommunications technology have for some time now penetrated our home and are currently part of the administrative structure of modern, productive and well-organized companies. However, we are not even in a position to measure in constant prices the value of production of the services provided by these two major economic activities: information technology and telecommunications.

If the national statistical offices do not make a real and visible effort to adapt their activities to the realities of the economic organization of their respective countries, they are going to lose confidence that

the public now has in traditional statistics. The point that now needs to be discussed is where, why and how to begin in view of the realities of each Government and each national statistical institute.

The following is an attempt to answer four main questions:

- What are the main concerns above all in economic terms, but also in social terms, caused, on the one hand, by the development of the services-producing sector and on the other, by the fact of not knowing so well how we know the goods-producing sector?
- What are the main factors that affect the quality and timeliness of the response that the national statistical institutes would be in a position to provide to their main users?
- What short-term strategy should the national statistical institutes adopt in order to secure, on the one hand, the interest and, on the other, the moral and material support of users for continuing to produce information on the services sector?
- How does the short-term strategy fit into a wider, more sustained strategy for the longer term?

The demand for data

In practice, demand comes from various sources and there is not much distinction between what is macro- and what is microeconomic, or between the purely economic and the purely social. However, for purposes of presentation, it is better to divide up the issues into mutually exclusive categories. For this reason, and in the following section, a distinction is made between the macroeconomic concerns (real equilibria, financial equilibria); microeconomic concerns (industry, research and development, highly qualified labour); and points of social interest (well-being, recreation, social security).

It is obvious that one of the basic interests is that of knowing purely and simply the value of the production of the services sector, but of having greater confidence in the nominal and real values of GDP. A second interest is that of comparing labour productivity in the sectors, respectively producers of goods and services, in order to calculate to what extent the transfer of activities from one sector to another can speed up or slow down real GDP growth.

Nevertheless, these questions are based on a false premise, that is that the services-producing sector is a homogenous sector. In reality, it is probably even more heterogeneous than the goods-producing sector and, therefore, the addition “services” is of little analytical interest.

In North America, the composition of the services sector in terms of value added, is as follows.

Table 1
**STRUCTURE OF THE PRODUCTION OF CLASSIFIED SERVICES
EXPRESSED ANALYTICALLY AS A PERCENTAGE OF
PRIVATE SECTOR GROSS DOMESTIC PRODUCT (GDP)**

Group of services (or subsector)	Relative value in 1980	Relative value in 1997
Subsector of services involved in the production of goods: <i>Trade</i> <i>Transport</i>	0.195 0.045	0.190 0.036
Subsector of services involving financial activities: <i>Insurance, banks</i>	0.170	0.222
Subsector of non financial activities relating to information: <i>Communications</i> <i>Information technology</i> <i>Advertising</i> <i>Recreation</i>	0.028 ... 0.007 ...	0.030 ... 0.014 ...
Subsector of traditional services: <i>Personal services, services to the community, others</i>	0.047	0.050
Subsector of services dominated by the public sector: <i>Health</i> <i>Education</i>	0.046 0.007	0.065 0.009
Percentage of private sector GDP	0.585	0.646

Source: Preparation by the author on the basis of information provided by national statistical institutions and offices.

... Lacks information, not listed separately or not available.

Unfortunately, the break-down of GDP based on the new classification of economic activities, the North American Industry Classification System (NAICS), is still not available; this system highlights the new sectors relating to the production, distribution and input of information, such as information technology, advertising, telecommunications and cablevision and all other technical assistance activities.

Nevertheless, a presentation based on an obsolete classification of economic activities notes that:

- The private sector's percentage of services increased from 59% to 65% (6 percentage points) in less than 20 years;

- The share of services most closely related to goods (transport and trade) declined by 1.5%, which implies that the share of “purer” services increased by 7.5% during the period 1980-1997; and
- Of all the sectors, the financial sector alone recorded an advance of more than 5%, that is, almost the total general advance.

It should be noted that the financial sector includes practically all the high-technology innovations as means of production: computers, telecommunications and the Internet.

If the same rate of progression is maintained for another 20 years, the services sector will reach 70%, while the production of services as a percentage of total GDP —public and private-sector— will probably be as high as 80%. If the productivity of the goods sector continues to progress more rapidly than that of the services-producing sector, this would imply that, in terms of employment, the future services sector in a country such as the United States will account for 80% or more of the total economically active population.

The above-mentioned subsectors are quite different from the point of view of the relationship between staff employed and equipment per post; educational requirements; capacity to absorb advanced technologies; capacity to import or export goods and services, among others. Hence, it is wrong to assume that the services sector can be treated as a bloc. The correct alternative would be to distinguish at least four broad categories: services for the support of “pure” goods and services. The latter should be divided up between financial and non-financial; and the financial between those relating to information production and the rest, which include the State or quasi-State subsectors and education.

Other macroeconomic interests

There are basically three other macroeconomic interests:

- Information on the rates of growth of real production in the services sector for the respective productivities to be compared with the goods sector, which implies having an appropriate pricing system for services as well as an appropriate pricing system for the goods-producing sector;
- Information on imports and exports of services—including direct foreign investment in the national economy—in order to have a better idea of the factors that contribute to the current balance with the rest of the world; and
- Information on the relative incidence that fiscal measures can have for their part on the goods-producing and services-producing sectors.

Microeconomic interests

There are two interesting approaches. One is to decide which criteria can be used to classify the services according to an analytical perspective. The other is to identify the most urgent microeconomic, as opposed to macroeconomic, problems can arise almost all from the supply side. We have seen that the “services” aggregate does not have a greater meaning and that the interesting point is to break it down under major headings with an analytical criterion.

We can postulate that: (1) the goods sector is the economy that determines trade and transport trends on the demand as well as the supply side; (2) services relating to information processing and

distribution (information technology, telecommunications, advertising) are closely determined by technological innovation, without distinction as to whether they are provided by individuals or firms and hence it is better to keep them grouped; (3) the only important and feasible distinction between information-related services is the distinction we make between financial and non-financial services; (4) services to individuals (restaurants, accommodation, personal care, and others) follow a very similar pattern to retail trade; and (5) under the services in which the important consideration is State intervention, that is, education and health, their provision is less concerned with the short-term economic situation than with demographic structure.

It should be pointed out that the implicit classification in the preceding paragraph is based not only on short-term trends but also on different types of staff with very different qualifications and with technological linkages that have little in common.

Generally speaking, the interesting point from a microeconomic perspective may be summed up in three points:

- on the supply side, there are bottlenecks due to the lack of a trained labour force;
- on the supply side, there are bottlenecks due to a lack of equipment and appropriate technologies;
- on the supply side, there are obstacles caused by the lack of financial resources and there is no sign of interest on the part of foreign investors.

With respect to foreign investment, all Governments are concerned primarily with ensuring that such investment does take place. These decisions are taken by the market, but in many cases, explicit decisions can act as an incentive provided that and whenever appropriate information exists.

Data supply

Supply criteria are totally different. They are more concerned with the factors described below:

- the capacity to respond in a timely manner;
- the probability that the estimated figure is not very far from the “truth”
- the assurance that the estimated input will be necessary and available prior to an important decision.

In the case of continuous statistics, the following factors may be added to the above:

- the need to monitor economic and social process; and
- the possibility of evaluating the efficiency of a policy or regulation.

Opportunity and confidence in the results obtained

As important as a decision may be and however necessary the statistical information supporting it, there is no capacity to respond to the question in a timely manner, the *ex post* estimation of an input (once the critical time has passed) is not very important. Sometimes, it may even have a negative effect. For example, when the lack of opportunity helps to reinforce the view that national statistical institutes

produce information that is of a purely historic nature, without value for the solution of contingent problems, the effect on credibility tends instead to be negative. Thus, before venturing to announce official production estimates or the price of services, it is preferable to ascertain whether at the time of publication, there is any chance that the data could be usable by Governments or other social sectors which rely on the production of official statistics.

A second concern is related to the probability that the first version of a statistic has to be corrected substantially. Normally, users accept revised data under two conditions:

- if the basic trends announced with the first version of a statistic are maintained. The important point is that the consequences of the information given as preliminary are not changed radically, when the second version of the data is published. For example, from the point of view of the users, it is much more serious to lower the growth rate of quarterly GDP from +0.2% to -0.2% than from +6.0% to 5.0%; and
- if this is done with the intention of improving substantially and permanently the quality of the data published in its first version.

What proves much more difficult is accepting the volatility of a statistic subject to multiple revisions (or just one which accrues various effects but of a major kind). For example, raising or lowering the value of GDP by 10% is a revision which cancels the credibility of the national accounting data and as a result, that of the organization that publishes them.

These comments arise in connection with a premature publication of a new statistic. By premature, we mean that the statistic will be subject to a major review. Most probably, the source of the reviews, in the case of basic statistics on the services sector is the quality of the universe of reporting companies.

Directory problems

The most common complaint for justifying the lack of progress with respect to statistics on the services sector is the lack of a good universe of reporting companies. If companies pose a problem in general terms, in most cases, it is the smaller ones with a more primitive accounting structure that cause it. To reduce the relative importance of the problem, it is essential to ensure that the treatment of small enterprises is systematic and that there is a good register—a directory of firms and establishments—where a record is taken regularly of the development, change and other processes of all companies, including small ones.

Contrary to what occurs with the traditional sectors—manufacturing, mining, construction—the services sector has two very special characteristics. The first is the fact that various branches of activity are dominated by small firms. The second, that the capital per company is less than the capital employed in the goods-producing sector (and the fact that it is a sector in which many of its branches do not have capital or at least their value is small, diminishes greatly the importance of the capital stock).

In most cases, the directory is the outcome of an economic census consisting mainly in an overview of all the urban areas of the country. With respect to the production of goods, with the exception of crafts companies, the structure devoted to production are visible or at least detectable, while as regards services, where the services involved are not similar to retail trade or certain fields of activity (finance, telecommunications, mass media, among others), one feature is that they take place within the home and are not visible from the street. Clearly, this can be rectified, at least with respect to legally constituted

companies —through an official register— that is through an official publication or entries in the social security register or in delegations by the ministry responsible for the tax policy. However, the problem of the directory is one of those that requires a short and medium-term solution.

With respect to the directory, there are at least two serious types of error. The first is an error of coverage caused by or due to directory deficiencies or to a high rate of non-response which may not affect the universe in a symmetric way. The second is an error due to skewed declarations —declarations sent to the national statistical institutes or to the entity responsible for tax policy in cases where administrative data are used. Initially, none of these errors may be limited. But it is not advisable that the strategy for application should start with economic branches since it is suspected that this error of coverage is excessive. For example, the branch of restaurants, bars and hotels is fragmented between a formal sector and an informal sector, the latter with primitive accounting and a high propensity to decline to respond or to do so in a skewed way. Except for countries where tourism is of strategic importance (Switzerland, for example), it is not a sector with a high degree of absorption of new technologies, nor does it present much likelihood —on its own— of contributing in a positive or negative way to the nation's balance of payments. Therefore, it does not comply with the basic requirements for being placed among the first candidates for new surveys.

Probability that the estimated figure is not very far from the “truth”

There are two important factors under this heading. One is the absolute importance of the surveyed companies and the other the relative error in their declarations to the national statistical office. For example, let us suppose that the surveyed firm is an important multinational and that in itself it does not correspond for most of its activities to any one economic branch. Let us suppose also that for reasons concerning the interpretation of national accounting rules, the company makes a mistake of no more than 1% of its annual earnings. Nevertheless, this 1% may account for a significant percentage on the balance of goods and services in the context of the national balance of payments.

Of the two risks, it is probably better to minimize the relative error insofar as we suspect that the mistake in the case of informal companies is always produced in the same direction although we are not aware of its extent.

Importance of estimates and of monitoring processes

In general terms, various Governments have adopted the procedure of making their own estimates of the branches that traditionally make up the services sector. The normal thing would be for them to assess the extent of retail trade based on the flow of goods and to add a fixed percentage to represent services to households based on the proportion of expenses such as the those measured by surveys of expenditure.

Community services do not have much cyclical importance and those relating to the activities of the public sector can be measured using government accounts. What is new is what is contributed by new technologies: computer systems, the scale on which professional services exercise their activity (engineers, accountants, lawyers), telecommunications, advertising-related services, modern recreation-related services (above all those relating to sports or cablevision), and the new forms of financial services, including those provided through the Internet. For these, there is no updated benchmark and what contributes to policy is rumour and anecdotal detail. This means that not only the national statistical institutes are in a position to make an important contribution to the replacement of unfounded statistics through the results of an objective measurement, but it is their duty to do so.

There are three processes which it is in every Government's interest to monitor and which are closely related to the commentaries in the foregoing paragraph, namely:

- What impact do the new branches of activity have on the technically skilled population (specifically, on the number of systems analysts, communications engineers, television and sound-recording technicians among others)? Technically speaking, what is the trend in terms of the human capital deficit in general and of the strategic branches in particular?
- What impact does the domestic demand for new services (television, Internet, communications in general) have on the rate of foreign investment?
- What is the rate of increase of the modern sector's contribution to GDP?

Our theory is that, initially, these questions can be answered without violating any of the specific considerations set forth in the earlier paragraphs.

Short-term programme

The basic idea both for this and for the medium-term programme (see below) is to optimize the number of advantages as a result of the chosen option. The advantages are as follows:

- reducing the impact of the lack of a good directory;
- maximizing the media impact of the results of initial surveys;
- reducing the impact of the informal sector on the calculation of totals for the branches of selected activity;
- maximizing the number of surveyed firms which practice comprehensive and reliable accounting;
- reducing the costs of an initial survey; and
- reducing the time needed to achieve the initial results.

A similar strategy has been adopted with great success by the National Institute of Statistics and Censuses (INDEC) of Argentina. Nevertheless, the proposal referred to above contains one important modification. In the Argentine case, the most organized and dynamic members of the retail trade were the first applicants for an estimation of totals, since opening-up of a new commercial chain implies an expansion of trade, but, at the same time, the closure of an undetermined number of traditional shops. A second modification is that such a proposal seeks to be independent of geography, which cannot always accept countries in which the surveys are limited to the metropolitan area of the national capital or to the capital and some other major urban concentrations.

The assumptions underlying this proposal are as follows:

- whatever the estimated variables, one of them will have to be the data on production (sales, sales plus changes in stocks, income from current activity and activity corresponding to the branch to which the firm belongs, among others);
- the process of statistical measurement of the services sector is a gradual process in which over a period of several years, national statistical institutes will progressively publish the production value of each of the different subsectors, to arrive at an estimate of the total value of the production of services.

Recommendations

If there is agreement on the objectives and hypotheses, there is a series of practical measures which are necessary at least in the short term:

- Selecting a sample of branches which represent the most modern activities.
- Ensuring that the firms engaged in the selected activities are above all formal-sector firms.
- Ensuring that the selected activities are represented by a relatively small number of firms.
- Contacting directly the most suitable executives in each of the firms to explain to them the scope of the initiative.
- Obtaining electronic addresses for each of the firms to be included in the survey.
- Taking the necessary security measures for the dispatches of electronic mail in both directions.
- Designing an electronic questionnaire with a minimum of accounting data and a maximum of assessments of the economic climate, the perspectives of the firm and of its respective activity, investment projects and other aspects.
- Including in the questionnaire a relevant issue such as electronic commerce, its importance, the characteristics (residence, size, activity) of the members, and others.
- Conducting a survey which takes into account the objectives under discussion in the foregoing paragraphs.
- Mobilizing internal, or if necessary external, resources—for example through collaboration between universities—to make a rapid analysis of the survey results, so that the public will have not only a numeric impression but also an economic appreciation of what the survey has brought to light.
- Distributing the work so that in a given period—say one year—the result, not just of one but of several surveys can be known. The impression to be communicated is that this is a continuous and systematic process, but one that is adaptable to new concerns and suitable for incorporating the advances of the latest technological innovations.

Use of existing material

For accounting purposes, a technical document has been prepared by the United Nations Statistics Division and approved by the Statistical Commission of the Organization; it contains a series of questionnaires harmonized with the System of National Accounts (SNA) and with the Central Product Classification (CPC). Once adapted to the new requirements and to a new means of recollection, these questionnaires could be used—for everything relating to expenses, income and balances of the surveyed firms.

In terms of the views canvassed in the survey, the sources of these are varied. One is the standardized survey of the Statistical Office of the European Communities (EUROSTAT) and addressed to industrialists in order to know what they think with respect to the current state of their industry and the economy as it affects their respective businesses. In Canada, there are various surveys that canvass the views on technological innovations of businessmen who have recently incorporated new practices in their businesses and their plans to incorporate others.

The annex to this document is an example of Canadian surveys which:

- Are manageable;
- Can be gathered through the Internet;
- Require the investment of professional resources;
- Involve low total costs;
- Provide results that attract the attention of journalists.

In general, a simple combination of these elements could be used as a complement to the accounting part of the survey with the following advantages:

- It is not necessary to have a sample plan, since all companies in the different selected activities may be surveyed;
- Field expenses are minimal if the surveys are done exclusively through the Internet and the initial contacts are made by telephone and Internet.
- Providing that the questionnaire contains thorough guidelines, the cost of processing the responses will be reduced.
- The interest of participating companies can be maintained by sending them a comparison of their characteristics with the average characteristics for the branch of activity to which they belong through the Internet.

The costs of diffusion and analysis are the most important when conducting surveys of this type. However, insofar as a significant part of the dissemination is done electronically and as long as there is someone who is enthusiastic enough to analyse the results obtained and to draft a publishable analytic text, these costs cannot be excessive however small the budget of the national statistical institute.

Horizontal cooperation

The other point to be discussed is horizontal cooperation, which can be one of the most interesting points for developing the measurement of modern services. There is hardly any way of knowing whether the cost and income patterns reported by respondents in any of the activities mentioned are correct or whether they have been interpreted correctly. On the other hand, it is improbable that these structures vary much from one country in the region to the other. Thus, this type of survey is an excellent opportunity to carry out horizontal comparisons and to use any difference detected as a point of consistency or to determine whether there are real differences in terms of analytical purpose.

In order to facilitate horizontal comparisons, some institute will have to act as focal point. That institute's function will be to maintain the data from various countries in a database that is accessible to all, to elaborate a protocol designed to protect the confidentiality of statistics in a visible way; and if necessary to establish homogeneous criteria the comparisons imposed for a country to ensure that its results are coherent with the average of others.

Certain prior agreements are required. For example:

- It is necessary to agree on an approach to the protection of individual items of information. If the point agreed on implies that there is no transmission of information to the focal point in cases where there is statistical confidentiality, the functions are simple, but the cost is that for

some branches no comparisons may be made with some countries. The result would be better if all the participants of the national statistical institute were to transmit the database with individual information —but without names and addresses— to the focal point subject to a detailed protocol for protection and access.

- In terms of systems, it is important to agree, if not on a common questionnaire, at least on core programme and a register of common characteristics which can be used to develop the database.
- Agreement should be reached on a way of pointing out important differences between countries so that the latter can take appropriate measures with respect to the collection or processing of the different surveys.

ECLAC could and probably should assume the role of focal point. The reasons are obvious, but, moreover, giving this initiative an international stamp, implies strengthening it both in form and substance and increasing substantially its chances of success.

Annex 1

Example of a Canadian survey of the views of entrepreneurs
on new technologies



Household Internet Use Survey November 1999

Confidential when completed

Collected under the authority of the
Statistics Act, Revised Statutes of
Canada, 1985, Chapter S19.

Version française disponible

For Information Only
Pour Information Seulement



INTRODUCTION

Hello, I'm ... from Statistics Canada. We are conducting a survey about the use of the Internet by members of your household. This information is being used by the government and Canadians in general to better understand how Canadian households use this communication tool.

While your participation is voluntary, your assistance is essential if the results of the survey are to be accurate. Your answers will be kept confidential and only used for statistical purposes.

RO	Sample ID	Language
<input type="text"/>	<input type="text"/>	<input type="text"/>
Telephone	Assignment #	
<input type="text"/>	<input type="text"/>	
First Name	<input type="text"/>	
Last Name	<input type="text"/>	

RECORD OF CALLS AND APPOINTMENTS

Date	Notes	Date	Notes

Final Status of Interview

- 1 ☐ Fully completed 3 ☐ Partially completed 5 ☐ Refused
2 ☐ Unable to contact 4 ☐ Other non-response

Comments

8-5300-377.1: 1999-09-02 STC/SSD-040-75115

<p>Q01A Has anyone in this household ever used the Internet (E-mail or world wide web) from home, work, school or any other location?</p> <p>1 <input type="radio"/> Yes</p> <p>2 <input type="radio"/> No ➤ Go to Q15A</p> <p>7 <input type="radio"/> Don't know ➤ Go to Q15A</p> <p>8 <input type="radio"/> Refused ➤ Go to Q15A</p>	<p>Q01D In the past, has any member of this household used the Internet in a typical month, from any location?</p> <p>01 <input type="radio"/> Yes</p> <p>02 <input type="radio"/> No ➤ Go to Q15A</p> <p>07 <input type="radio"/> Don't know ➤ Go to Q15A</p> <p>08 <input type="radio"/> Refused ➤ Go to Q15A</p>
<p>Q01B In a typical month, does anyone in the household use the Internet (from any location)?</p> <p>01 <input type="radio"/> Yes ➤ Go to Q02A</p> <p>02 <input type="radio"/> No</p> <p>07 <input type="radio"/> Don't know</p> <p>08 <input type="radio"/> Refused</p>	<p>Q01E How often did they use the Internet in a typical month?</p> <p>1 <input type="radio"/> At least 7 times per week</p> <p>2 <input type="radio"/> At least 4 times per month</p> <p>3 <input type="radio"/> 1 to 3 times per month</p> <p>4 <input type="radio"/> Less than once per month</p> <p>7 <input type="radio"/> Don't know</p> <p>8 <input type="radio"/> Refused</p>
<p>Q01C When was the last time any member of this household used the Internet?</p> <p>1 <input type="radio"/> 0-3 months ago</p> <p>2 <input type="radio"/> 4-6 months ago</p> <p>3 <input type="radio"/> 7-12 months ago</p> <p>4 <input type="radio"/> 1-2 years ago</p> <p>5 <input type="radio"/> More than 2 years ago</p> <p>7 <input type="radio"/> Don't know</p> <p>8 <input type="radio"/> Refused</p>	<p>Q01F From what location(s) was the Internet typically used? (Read list. Mark all that apply)</p> <p>01 <input type="radio"/> Home</p> <p>02 <input type="radio"/> Work</p> <p>03 <input type="radio"/> School</p> <p>04 <input type="radio"/> Public Library</p> <p>05 <input type="radio"/> Another location</p> <p>07 <input type="radio"/> Don't know</p> <p>08 <input type="radio"/> Refused</p>

Q01G What are the reasons members of your household no longer use the Internet from any location in a typical month?
(Mark all that apply)

- ☐ ¹⁰ Too costly (connection or equipment?)
- ☐ ¹¹ Used at work, no longer in that position
- ☐ ¹² Used at school, no longer in school
- ☐ ¹³ Too difficult to use
- ☐ ¹⁴ No need
- ☐ ¹⁵ Concerned child(ren) in household will give out personal information
- ☐ ¹⁶ Concerned for exposure to objectionable material
- ☐ ¹⁷ Other security, confidentiality or privacy concerns
- ☐ ¹⁸ Other (specify)

- ☐ ¹⁹ Don't know
- ☐ ²⁰ Refused

**Go to
Q15A**

Interviewer check item

Q02A Determine age of household members from the LFS.

- ☐ ⁰¹ One or more household members under age 18 ➤ **Go to Q02B**
- ☐ ⁰² No household members under age 18 ➤ **Go to Q03A**

Q02B Do any of the household members aged 18 and over use the Internet in a typical month?

- ☐ ¹ Yes
- ☐ ² No
- ☐ ⁷ Don't know
- ☐ ⁸ Refused

Q02C Do any of the household members aged under 18 use the Internet in a typical month?

- ☐ ⁰¹ Yes
- ☐ ⁰² No
- ☐ ⁰⁷ Don't know
- ☐ ⁰⁸ Refused

Now I would like to ask you about the places from which members of your household use the Internet

Q03A In a typical month, do any members of your household use the Internet at home?

- ☐ ¹ Yes
- ☐ ² No
- ☐ ⁷ Don't know
- ☐ ⁸ Refused

Q03B In a typical month, do any members of your household use the Internet at work?

- ☐ ⁰¹ Yes
- ☐ ⁰² No
- ☐ ⁰⁷ Don't know
- ☐ ⁰⁸ Refused

Q03C In a typical month, do any members of your household use the Internet at school, college or university where they are studying?

- ¹ ☐ Yes
- ² ☐ No
- ⁷ ☐ Don't know
- ⁸ ☐ Refused

Q03D In a typical month, do any members of your household use the Internet at a public library?

- ⁰¹ ☐ Yes
- ⁰² ☐ No
- ⁰⁷ ☐ Don't know
- ⁰⁸ ☐ Refused

Q03E In a typical month, do any members of your household use the Internet at any other location?

- ¹ ☐ Yes (*specify*)
- _____
- _____
- ² ☐ No
- ⁷ ☐ Don't know
- ⁸ ☐ Refused

Q03F *Interviewer check item*

- ⁰¹ ☐ If Q03A = "Yes" ➤ **Go to Q03G**
- ⁰² ☐ Otherwise ➤ **Go to Q15A**

Q03G Is your household connection to the Internet at home by: (*Read list. Mark all that apply*)

- ¹ ☐ Telephone line connected to a computer
- ² ☐ Cable line connected to a computer
- ³ ☐ Telephone line connected to a television
- ⁴ ☐ Other connection (*specify*)

- ⁷ ☐ Don't know
- ⁸ ☐ Refused

My remaining questions are only about using the Internet AT HOME in a typical month.

Q04 How often do members of your household use the Internet at home in a typical month?

- ⁰¹ ☐ At least 7 times per week
- ⁰² ☐ At least 4 times per month
- ⁰³ ☐ 1 to 3 times per month
- ⁰⁴ ☐ Less than once per month
- ⁰⁷ ☐ Don't know
- ⁰⁸ ☐ Refused

Q05 What is the total amount of time members of your household spend on the Internet at home in a typical month?

- ¹ ☐ Less than 1 hour
- ² ☐ At least 1 hour but less than 5
- ³ ☐ At least 5 hours but less than 10
- ⁴ ☐ At least 10 hours but less than 20
- ⁵ ☐ 20 hours or more
- ⁷ ☐ Don't know
- ⁸ ☐ Refused

Q06A In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for self-employed business use? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- ⁰¹ ☐ None
- ⁰² ☐ Less than 10%
- ⁰³ ☐ At least 10% but less than 25%
- ⁰⁴ ☐ At least 25% but less than 50%
- ⁰⁵ ☐ At least 50% but less than 75%
- ⁰⁶ ☐ At least 75% but less than 90%
- ⁰⁷ ☐ At least 90% but less than 100%
- ⁰⁸ ☐ 100%
- ⁰⁹ ☐ Don't know
- ¹⁰ ☐ Refused

Q06AA Interviewer check item

- ¹ ☐ If Q06A = 100% ➤ **Go to Q07**
- ² ☐ Otherwise ➤ **Go to Q06B**

Q06B In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for employer related business use? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- ¹¹ ☐ None
- ¹² ☐ Less than 10%
- ¹³ ☐ At least 10% but less than 25%
- ¹⁴ ☐ At least 25% but less than 50%
- ¹⁵ ☐ At least 50% but less than 75%
- ¹⁶ ☐ At least 75% but less than 90%
- ¹⁷ ☐ At least 90% but less than 100%
- ¹⁸ ☐ 100%
- ¹⁹ ☐ Don't know
- ²⁰ ☐ Refused

Q06BB Interviewer check item

- ¹ ☐ If Q06B = 100% ➤ **Go to Q07**
- ² ☐ Otherwise ➤ **Go to Q06C**

Q06C In a typical month, what share (percentage) of the household's total time spent using the Internet at home is for personal (non-business) use? (Do not read the answer categories. Use them as a guide if the respondent needs prompting).

- ⁰¹ ☐ None
- ⁰² ☐ Less than 10%
- ⁰³ ☐ At least 10% but less than 25%
- ⁰⁴ ☐ At least 25% but less than 50%
- ⁰⁵ ☐ At least 50% but less than 75%
- ⁰⁶ ☐ At least 75% but less than 90%
- ⁰⁷ ☐ At least 90% but less than 100%
- ⁰⁸ ☐ 100%
- ⁰⁹ ☐ Don't know
- ¹⁰ ☐ Refused

<p>Q07 In a typical month does any member of your household use the Internet at home:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">Yes</th> <th style="width: 10%; text-align: center;">No</th> <th style="width: 10%; text-align: center;">Don't Know</th> <th style="width: 10%; text-align: center;">Refusal</th> </tr> </thead> <tbody> <tr> <td>a) for E-mail?</td> <td style="text-align: center;">11 <input type="radio"/></td> <td style="text-align: center;">12 <input type="radio"/></td> <td style="text-align: center;">13 <input type="radio"/></td> <td style="text-align: center;">14 <input type="radio"/></td> </tr> <tr> <td>b) for electronic banking?</td> <td style="text-align: center;">15 <input type="radio"/></td> <td style="text-align: center;">16 <input type="radio"/></td> <td style="text-align: center;">17 <input type="radio"/></td> <td style="text-align: center;">18 <input 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<p>Q07P For what specific educational purposes do members of your household use the Internet? (Mark all that apply)</p> <p>01 <input type="radio"/> Distance education, self-directed learning or correspondence courses</p> <p>02 <input type="radio"/> To research information for project assignments or for solving academic related problems</p> <p>03 <input type="radio"/> To communicate with teachers and peers</p> <p>04 <input type="radio"/> For other reasons not mentioned (specify)</p> <div style="border-bottom: 1px solid black; height: 15px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 15px;"></div> <p>07 <input type="radio"/> Don't know</p> <p>08 <input type="radio"/> Refused</p>																																																																							
<p>Q08 Does anyone in your household PLAN in the next 12 months to use the Internet from home to purchase products or services?</p> <p>1 <input type="radio"/> Yes</p> <p>2 <input type="radio"/> No</p> <p>7 <input type="radio"/> Don't know</p> <p>8 <input type="radio"/> Refused</p>																																																																							

E – Commerce Introduction

The purpose of this next section will be to try to understand the influence of the Internet on purchases of products and services from home. The first set of questions will refer to ordering products and services from home over the Internet but not paying for them on the Internet.

Q09A In the last 12 months, has anyone in your household ordered a product or service over the Internet from home, where payment was not made directly over the Internet using a credit card number?

- ⁰¹ ☐ Yes
- ⁰² ☐ No ➤ **Go to Q10A**
- ⁰⁷ ☐ Don't know ➤ **Go to Q10A**
- ⁰⁸ ☐ Refused ➤ **Go to Q10A**

Q09B In the last 12 months, what was the estimated total Canadian dollar value of the products and services your household ordered from home, but did not pay for over the Internet?

\$ Canadian dollar equivalent

- ¹ ☐ Don't know (probe for estimate)
- ² ☐ Refused

Q09C In the last 12 months, how many separate orders for products or services did your household place but did not pay for over the Internet? (Number of transactions, not articles purchased)

Number of Orders

- ³ ☐ Don't know
- ⁴ ☐ Refused

Q09D What types of products or services were ordered from home? (Mark all that apply)

- ⁰¹ ☐ Computer Software
- ⁰² ☐ Computer Hardware
- ⁰³ ☐ Music (CDs, tapes, MP3)
- ⁰⁴ ☐ Books, magazines, online newspapers
- ⁰⁵ ☐ Videos, Digital Video Disc (DVD)
- ⁰⁶ ☐ Other entertainment products (concert, theatre tickets)
- ⁰⁷ ☐ Food, condiments, beverages
- ⁰⁸ ☐ Clothing, jewellery and accessories
- ⁰⁹ ☐ Housewares (e.g. large appliances, furniture)
- ¹⁰ ☐ Consumer electronics (e.g. camera, computer, stereo, TV, VCR)
- ¹¹ ☐ Automotive products
- ¹² ☐ Travel arrangements (hotel reservations, travel tickets, rental car)
- ¹³ ☐ Banking or financial services (Investment products, stocks, bonds)
- ¹⁴ ☐ Other (*specify*)

- ¹⁷ ☐ Don't know
- ¹⁸ ☐ Refused

Q09E What percentage of these products or services that were ordered were from companies in Canada? (Ordered from home)

% in Canada

- ⁷ ☐ Don't know
- ⁸ ☐ Refused

Q09F In the last 12 months, how did your household pay for these products or services ordered from home? (Mark all that apply)

- ⁰¹ ☐ Credit card over telephone?
- ⁰² ☐ Payment on delivery (COD)?
- ⁰³ ☐ Other
- ⁰⁷ ☐ Don't know
- ⁰⁸ ☐ Refused

This next set of questions will refer to ordering products and services over the Internet, from home, and paying by Credit Card over the Internet

Q10A In the last 12 months, has anyone in your household ordered products or services over the Internet from home, where the purchase was directly paid for by credit card over the Internet?

- ¹ ☐ Yes
- ² ☐ No ➤ **Go to Q11A**
- ⁷ ☐ Don't know ➤ **Go to Q11A**
- ⁸ ☐ Refused ➤ **Go to Q11A**

Q10B In the last 12 months, what was the estimated total Canadian dollar value of the products and services your household ordered and paid for over the Internet from home?

\$ Canadian Dollar Equivalent

- ⁰⁷ ☐ Don't know (probe for estimate)
- ⁰⁸ ☐ Refused

Q10C In the last 12 months, how many separate orders of these products or services (ordered and paid for over the Internet) did your household make over the Internet? (Number of transactions, not articles purchased)

Number of Orders

- ⁷ ☐ Don't know
- ⁸ ☐ Refused

Q10D What types of products or services were purchased (ordered and paid for over the Internet)? (Mark all that apply)

- ⁰¹ ☐ Computer Software
- ⁰² ☐ Computer Hardware
- ⁰³ ☐ Music (CDs, tapes, MP3)
- ⁰⁴ ☐ Books, magazines, online newspapers
- ⁰⁵ ☐ Videos, Digital Video Disc (DVD)
- ⁰⁶ ☐ Other entertainment products (concert, theatre tickets)
- ⁰⁷ ☐ Food, condiments, beverages
- ⁰⁸ ☐ Clothing, jewellery and accessories
- ⁰⁹ ☐ Housewares (e.g. large appliances, furniture)
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- ¹¹ ☐ Automotive products
- ¹² ☐ Travel arrangements (hotel reservations, travel tickets, rental car)
- ¹³ ☐ Banking or financial services (Investment products, stocks, bonds)
- ¹⁴ ☐ Other (specify)

- ¹⁷ ☐ Don't know
- ¹⁸ ☐ Refused

Q10E What percentage of these products or services were purchased and paid for from companies in Canada?

% in Canada

⁷ ☐ Don't know

⁸ ☐ Refused

Future Purchases

Q11A Interviewer Check Item

⁰¹ ☐ If Q09A or Q10A are equal to 'yes' ➤ **Go to Q11B**

⁰² ☐ Otherwise ➤ **Go to Q12A**

Q11B In the next 12 months, do you expect the value of orders made by your household over the Internet, whether paid for over the Internet or not, to increase, decrease or stay the same?

¹ ☐ Increase

² ☐ Decrease

³ ☐ Stay the same

⁷ ☐ Don't know

⁸ ☐ Refused

Purchases Influenced by the Internet, "Window Shopping"

Q12A Have you, or anyone in your household, ever used the Internet to "Window Shop". That is, has the Internet ever been used to narrow down the search for products or services without placing an order directly over the Internet?

⁰¹ ☐ Yes

⁰² ☐ No ➤ **Go to Q13A**

⁰⁷ ☐ Don't know ➤ **Go to Q13A**

⁰⁸ ☐ Refused ➤ **Go to Q13A**

Q12B What types of products or services were these? (Mark all that apply)

¹¹ ☐ Computer Software

¹² ☐ Computer Hardware

¹³ ☐ Music (CDs, tapes, MP3)

¹⁴ ☐ Books, magazines, online newspapers

¹⁵ ☐ Videos, Digital Video Disc (DVD)

¹⁶ ☐ Other entertainment products (concert, theatre tickets)

¹⁷ ☐ Food, condiments, beverages

¹⁸ ☐ Clothing, jewellery and accessories

¹⁹ ☐ Housewares (e.g. large appliances, furniture)

²⁰ ☐ Consumer electronics (e.g. camera, computer, stereo, TV, VCR)

²¹ ☐ Automotive products

²² ☐ Travel arrangements (hotel reservations, travel tickets, rental car)

²³ ☐ Banking or financial services (Investment products, stocks, bonds)

²⁴ ☐ Other (specify)

²⁵ ☐ Don't know

²⁶ ☐ Refused

Security, Privacy and Online Use of Credit Cards

Q13A Interviewer Check Item

⁰¹ ☐ If Q10A = 'yes' ➤ **Go to Q14A**

⁰² ☐ Otherwise ➤ **Go to Q13B**

<p>Q13B Are any members of your household willing to use a credit card on the Internet to pay for products or services?</p> <p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁷ <input type="radio"/> Don't know</p> <p>⁸ <input type="radio"/> Refused</p>	<p>Ever Users and Non Users</p> <p>Q15A Does any member of your household plan to regularly use the Internet from any location in the next 12 months?</p> <p>⁶ <input type="radio"/> Yes</p> <p>⁷ <input type="radio"/> No ➤ Go to Q16</p> <p>⁸ <input type="radio"/> Don't know ➤ Go to Q16</p> <p>⁹ <input type="radio"/> Refused ➤ Go to Q16</p>
<p>Q14A In general, how concerned is your household about privacy on the Internet? (e.g., people finding out what websites you have visited, others reading your e-mail, etc.)</p> <p>⁰¹ <input type="radio"/> Not at all concerned</p> <p>⁰² <input type="radio"/> Concerned</p> <p>⁰³ <input type="radio"/> Very concerned</p> <p>⁰⁷ <input type="radio"/> Don't know</p> <p>⁰⁸ <input type="radio"/> Refused</p>	<p>Q15B Would this regular use be from: (Mark all that apply)</p> <p>⁰¹ <input type="radio"/> home?</p> <p>⁰² <input type="radio"/> work?</p> <p>⁰³ <input type="radio"/> school, college or university?</p> <p>⁰⁴ <input type="radio"/> a public library?</p> <p>⁰⁵ <input type="radio"/> a location that we have not yet mentioned?</p> <p>⁰⁷ <input type="radio"/> Don't know</p> <p>⁰⁸ <input type="radio"/> Refused</p>
<p>Q14B How concerned is your household about security in relation to your household financial transactions conducted over the Internet (by transactions we mean purchasing products over the Internet using a credit card or banking over the Internet)?</p> <div style="border: 1px solid black; padding: 10px; display: inline-block;"> <p>¹ <input type="radio"/> Not at all concerned</p> <p>² <input type="radio"/> Concerned</p> <p>³ <input type="radio"/> Very concerned</p> <p>⁴ <input type="radio"/> Don't know</p> <p>⁵ <input type="radio"/> Refused</p> </div> <p style="margin-left: 20px;">➤ Go to Q18</p>	<p>Q16 Do you have a computer at home?</p> <p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No ➤ Go to Q18</p> <p>⁷ <input type="radio"/> Don't know ➤ Go to Q18</p> <p>⁸ <input type="radio"/> Refused ➤ Go to Q18</p>

Q17 What are the reasons why your household does not use your home computer for accessing the Internet?

(Do not read list, mark all that apply)

- ⁰¹ ☐ Costs too much, (service and equipment)
- ⁰² ☐ Internet or computers too difficult to use
- ⁰³ ☐ Use at work instead
- ⁰⁴ ☐ Use at another location instead
- ⁰⁵ ☐ No need/ not useful
- ⁰⁶ ☐ Not enough time
- ⁰⁷ ☐ Concerned child(ren) in household will give out personal information
- ⁰⁸ ☐ Concerned for exposure to objectionable material
- ⁰⁹ ☐ Cannot obtain access due to remote location of the dwelling
- ¹⁰ ☐ Other confidentiality, security or privacy concerns
- ¹¹ ☐ Other (*specify*)

- ¹² ☐ Don't know
- ¹³ ☐ Refused

Q18 Various measures of income are needed to study the relationship between the household's overall economic situation and their use of technology. From which of the following sources did your household receive any income in the past 12 months?

(Mark all that apply)

- ¹⁴ ☐ **Wages and salaries**
- ¹⁵ ☐ **Income from self-employment**
- ¹⁶ ☐ **Dividends and interest on bonds, savings, stocks, etc**
- ¹⁷ ☐ **Employment Insurance**
- ¹⁸ ☐ **Workers Compensation**
- ¹⁹ ☐ **Benefits from Canada or Quebec Pension Plan**
- ²⁰ ☐ **Retirement pensions, superannuation and annuities**
- ²¹ ☐ **Old Age Security and Guaranteed Income Supplement**
- ²² ☐ **Child Tax Benefit**
- ²³ ☐ **Provincial or municipal social assistance or welfare**
- ²⁴ ☐ **Child Support**
- ²⁵ ☐ **Alimony**
- ²⁶ ☐ **Other income (e.g., rental, scholarships, other govt. income, etc)**
- ²⁷ ☐ None ➤ **END Interview**
- ²⁸ ☐ Don't know
- ²⁹ ☐ Refused

Q19 What is your best estimate of the total income before taxes and deductions of all household members from all sources in the past 12 months?

\$

--	--	--	--	--	--	--

**END
Interview**

¹ ☐ No income or loss

⁷ ☐ Don't know

⁸ ☐ Refused

**Go to
Q20**

Q20 What is your best estimate of the total income, before deductions, of all household members from all sources during the past 12 months? Was the total household income...

⁰¹ ☐ Less than \$5,000?

⁰² ☐ Between \$5,000 and \$9,999?

⁰³ ☐ Between \$10,000 and \$14,999?

⁰⁴ ☐ Between \$15,000 and \$19,999?

⁰⁵ ☐ Between \$20,000 and \$29,999?

⁰⁶ ☐ Between \$30,000 and \$39,999?

⁰⁷ ☐ Between \$40,000 and \$49,999?

⁰⁸ ☐ Between \$50,000 and \$59,999?

⁰⁹ ☐ Between \$60,000 and \$79,999?

¹⁰ ☐ Between \$80,000 and \$99,999?

¹¹ ☐ \$100,000 or more?

¹² ☐ Don't know

¹³ ☐ Refused


For Information Only
Pour Information Seulement

Thank you for your cooperation



Information and Communications Technologies and Electronic Commerce

Confidential when completed

Collected under the authority of the Statistics Act, Revised Statutes of Canada, 1985, c. S-19. Completion of the questionnaire is a legal requirement under the Statistics Act. Si vous préférez ce questionnaire en français, veuillez cocher ☐ 

PLEASE UPDATE ABOVE INFORMATION IF NECESSARY

Name of business

1

Address

2

City

3

Province

5

Postal Code

6

Telephone Number

4

SURVEY OBJECTIVE

The objective of this survey is to collect information that the Canadian Statistical System does not already have about the use of Information and Communications Technologies and Electronic Commerce for all types of Canadian business. The information will be used to measure the connectedness of Canadian business and the usage of electronic commerce and telecommunications by province, industry and firm size. Both firms that use the technologies and those that do not use them will be surveyed. The differences and similarities between users and non-users of the technologies are important to us. Even if you do not use the technologies, your responses are important to us.

Please complete a questionnaire for the operation(s) and location(s) described on the address label above.

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, 1999 and December 31, 1999. If the 12 month fiscal period is not yet complete, please provide your best estimate for the balance of the 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.

Please complete and return this questionnaire within 10 days of receipt

If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please refer to Reporting Guide and Definitions or contact:

Investment and Capital Stock Division
Statistics Canada
Tunney's Pasture
Ottawa, Ontario
K1A 0T6
Phone: (613) 951-9815 1-800-345-2294
Fax: (613) 951-0196 1-800-606-5393

Section A - Use of Information and Communications Technologies

Please answer Section A

A1. For each of the items listed, please indicate if your organization currently uses or plans to use the following:

	Use	Plan to use within one year	Plan to use after one year	No plans to use
1. personal computers, workstations or terminals	201 <input type="radio"/>	211 <input type="radio"/>	221 <input type="radio"/>	231 <input type="radio"/>
2. cellular or PCS (Personal Communications Services) telephones*	202 <input type="radio"/>	212 <input type="radio"/>	222 <input type="radio"/>	232 <input type="radio"/>
3. E-mail (electronic mail)* (refer to Reporting Guide and Definitions)	203 <input type="radio"/>	213 <input type="radio"/>	223 <input type="radio"/>	233 <input type="radio"/>
4. company computer networks, Local Area Network (LAN) or Wide Area Network (WAN)	204 <input type="radio"/>	214 <input type="radio"/>	224 <input type="radio"/>	234 <input type="radio"/>
5. Internet / WWW	205 <input type="radio"/>	215 <input type="radio"/>	225 <input type="radio"/>	235 <input type="radio"/>
6. Intranet (an internal company communications network using the same protocol as the Internet allowing communication within an organization)	206 <input type="radio"/>	216 <input type="radio"/>	226 <input type="radio"/>	236 <input type="radio"/>
7. Extranet (a secure extension of an Intranet that allows external users to access some parts of an organization's Intranet)	207 <input type="radio"/>	217 <input type="radio"/>	227 <input type="radio"/>	237 <input type="radio"/>
8. Electronic Funds Transfer (EFT)*	208 <input type="radio"/>	218 <input type="radio"/>	228 <input type="radio"/>	238 <input type="radio"/>
9. EDI* (Electronic Data Interchange) on the Internet	209 <input type="radio"/>	219 <input type="radio"/>	229 <input type="radio"/>	239 <input type="radio"/>
10. EDI* (Electronic Data Interchange) not on the Internet	210 <input type="radio"/>	220 <input type="radio"/>	230 <input type="radio"/>	240 <input type="radio"/>

A2. What percentage of your employees have access to:

Personal computers, workstations or terminals	300 <input type="text"/>	%	E-mail*	301 <input type="text"/>	%	Internet / WWW	302 <input type="text"/>	%
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Section B - Internet Users

Please answer if you use the Internet, otherwise go to Section E

B1. What is the total external bandwidth your organization uses to access the Internet? (Kbps=kilobits per second, Mbps=megabits per second)

1. typical telephone connection with standard modem	(64 Kbps or less)	401 <input type="radio"/>
2. up to and including a T1* line	(greater than 64 Kbps and up to 1.544 Mbps)	402 <input type="radio"/>
3. greater than a T1* line and up to and including a T3* line	(greater than 1.544 Mbps and up to 44.736 Mbps)	403 <input type="radio"/>
4. greater than a T3* line	(greater than 44.736 Mbps)	404 <input type="radio"/>
5. do not know		405 <input type="radio"/>

B2. Please indicate whether or not your organization uses the Internet for the following purposes and in the third column indicate those purposes which are the most valuable to your organization.

			Purposes most valuable for your organization
1. information searches	501 <input type="radio"/> yes	551 <input type="radio"/> no	411 <input type="radio"/>
2. E-mail (electronic mail)* (including text messages excluding attachments)	502 <input type="radio"/> yes	552 <input type="radio"/> no	412 <input type="radio"/>
3. exchanging electronic files (include attaching documents using E-mail software)	503 <input type="radio"/> yes	553 <input type="radio"/> no	413 <input type="radio"/>
4. to access databases of suppliers	504 <input type="radio"/> yes	554 <input type="radio"/> no	414 <input type="radio"/>
5. to access databases of customers	505 <input type="radio"/> yes	555 <input type="radio"/> no	415 <input type="radio"/>
6. to share or perform collaborative research and development	506 <input type="radio"/> yes	556 <input type="radio"/> no	416 <input type="radio"/>
7. education / training (interactive access to course materials online)	507 <input type="radio"/> yes	557 <input type="radio"/> no	417 <input type="radio"/>
8. to automate or eliminate steps in production and/or distribution with suppliers	508 <input type="radio"/> yes	558 <input type="radio"/> no	418 <input type="radio"/>
9. to automate or eliminate steps in production and/or distribution with customers	509 <input type="radio"/> yes	559 <input type="radio"/> no	419 <input type="radio"/>
10. advertising / marketing	510 <input type="radio"/> yes	560 <input type="radio"/> no	420 <input type="radio"/>
11. purchasing goods or services	511 <input type="radio"/> yes	561 <input type="radio"/> no	421 <input type="radio"/>
12. selling goods or services (not necessarily concluding the transactions online)	512 <input type="radio"/> yes	562 <input type="radio"/> no	422 <input type="radio"/>

B3. Has using the Internet replaced another technology or medium of advertising that was previously used by your organization?

513 ☐ yes

563 ☐ no

If yes, what technologies were replaced?

701 ☐

B4. Do you have a Web site?

If yes, please answer Section C

514 ☐ yes

If no, please answer Section D

564 ☐ no

Section C - Internet Web Site

Please answer Section C if you have an Internet Web site

C1. Please indicate whether or not your Internet Web site offers the following:

1. online payments	515 <input type="radio"/> yes	565 <input type="radio"/> no
2. distribution of online services or digital products (e.g. help menus, games, music, software, etc.)	516 <input type="radio"/> yes	566 <input type="radio"/> no
3. after sales service (e.g. a function allowing customer feedback)	517 <input type="radio"/> yes	567 <input type="radio"/> no
4. tracking of orders	518 <input type="radio"/> yes	568 <input type="radio"/> no
5. information about the company (e.g. annual reports)	519 <input type="radio"/> yes	569 <input type="radio"/> no
6. product or service information	520 <input type="radio"/> yes	570 <input type="radio"/> no
7. a list or catalogue of available goods or services	521 <input type="radio"/> yes	571 <input type="radio"/> no
8. customized service for clients (e.g. customized presentation of product preferences)	522 <input type="radio"/> yes	572 <input type="radio"/> no
9. capability to provide secure transactions (e.g. firewalls or secure servers)	523 <input type="radio"/> yes	573 <input type="radio"/> no
10. privacy policy statement	524 <input type="radio"/> yes	574 <input type="radio"/> no
11. information about employment opportunities	525 <input type="radio"/> yes	575 <input type="radio"/> no

C2. Do you contract out to people outside of your organization for the creation, maintenance or upgrading of your Internet Web site ?

526 ☐ yes

576 ☐ no

C3.

	\$0	\$1 to \$4,999	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 to \$99,999	\$100,000 to \$499,999	\$500,000 and over
1. What was the approximate cost of setting up your Internet Web site (including salaries) in 1999 (in \$)?	423 <input type="radio"/>	424 <input type="radio"/>	425 <input type="radio"/>	426 <input type="radio"/>	427 <input type="radio"/>	428 <input type="radio"/>	429 <input type="radio"/>
2. What was the approximate cost of maintaining/upgrading your Internet Web site (including salaries) in 1999 (in \$)?	430 <input type="radio"/>	431 <input type="radio"/>	432 <input type="radio"/>	433 <input type="radio"/>	434 <input type="radio"/>	435 <input type="radio"/>	436 <input type="radio"/>

* Please refer to Reporting Guide and Definitions

Section C - Internet Web Site

Please answer Section C if you have a Web site - Continued

- C4. What is your organization's primary Uniform Resource Locator (URL) or Internet Web page address? (e.g., the URL for Statistics Canada is http://www.statcan.ca). Provide the primary URL for your affiliate or parent company if there is no URL for your organization.

702

http://
- C5. Can your goods and/or services be ordered on the Internet with or without online payment?

If yes, please answer Section D⁵²⁸ ☐ yes

If no, please answer Section E⁵⁷⁸ ☐ no

Section D - Internet Commerce - Selling

Please answer if your goods or services can be ordered over the Internet

Please refer to the fiscal year ending in 1999. If exact numbers are not readily available, provide your best estimate.

- D1. What percentage of the complete range of your organization's goods and/or services can be ordered using the Internet Web site?

0%⁴⁰⁶ ☐

Greater than 0% and less than 34%⁴⁰⁷ ☐

34% to 66%⁴⁰⁸ ☐

67% to 99%⁴⁰⁹ ☐

100%⁴¹⁰ ☐
- D2. In 1999, what was the value of customer orders of goods and services that your organization received over the Internet? (in thousands \$)

1. Total customer orders via the Internet* with or without online payment

601

\$

2. Amount of customer orders via the Internet* with online payment

602

\$
- D3. In 1999, what percentage of customer orders received over the Internet in terms of dollar values were from:

Individuals

303

 %

Business (including governments)

304

 %

Information not available⁴³⁷ ☐
- D4. In 1999, what percentage of customer orders received over the Internet in terms of dollar values were from the following clients:

Canadian

305

 %

United States

306

 %

Others

307

 %

Information not available⁴³⁸ ☐
- D5. In 1999, what percentage of the total number of customer orders received over the Internet were from the following clients:

Canadian

308

 %

United States

309

 %

Others

310

 %

Information not available⁴³⁹ ☐

Section E - Purchases / Procurement

Please refer to the fiscal year ending in 1999. If exact numbers are not readily available, provide your best estimate (in thousands \$)

- E1. Total operating revenue for the fiscal year ending in 1999*

603

 \$
- E2. Please indicate the value of goods and services purchased, in 1999, via different procurement systems:

1. Total procurement (using both computer and other methods)	<div>604</div> \$
2. Non computer network based or paper based procurement systems (e.g. phone, fax, mail, purchase orders)	<div>605</div> \$
3. Computer based procurement systems (e.g. purchases using credit cards online, Electronic Data Interchange (EDI) on proprietary networks or the Internet)	<div>606</div> \$
- E3. Does your organization use the Internet to purchase inputs such as goods or services that are essential to your business?

If yes, please answer next 2 questions only⁵²⁹ ☐ yes

If no, please answer Section F⁵⁷⁹ ☐ no
- E4. What percentage of total Internet purchases/procurement in terms of dollar value were from the following suppliers:

Canadian

311

 %

United States

312

 %

Others

313

 %

Information not available⁴⁴⁰ ☐
- E5. What percentage of the total number of Internet purchases/procurement were from the following suppliers:

Canadian

314

 %

United States

315

 %

Others

316

 %

Information not available⁴⁴¹ ☐

Section F - Non users of Internet Commerce

Please answer Section F if you don't buy or sell goods or services over the Internet

F1. Please rate the importance of the following factors in the reasons your organization does not buy or sell goods over the Internet.	Very important	Important	Not important	Not applicable
1. goods or services we produce do not lend themselves to concluding transactions over the Internet	<div>241</div> <input type="radio"/>	<div>261</div> <input type="radio"/>	<div>281</div> <input type="radio"/>	<div>451</div> <input type="radio"/>
2. uncertain about the benefits of using the technology	<div>242</div> <input type="radio"/>	<div>262</div> <input type="radio"/>	<div>282</div> <input type="radio"/>	<div>452</div> <input type="radio"/>
3. cost of maintenance is too high	<div>243</div> <input type="radio"/>	<div>263</div> <input type="radio"/>	<div>283</div> <input type="radio"/>	<div>453</div> <input type="radio"/>
4. cost of technology is too high	<div>244</div> <input type="radio"/>	<div>264</div> <input type="radio"/>	<div>284</div> <input type="radio"/>	<div>454</div> <input type="radio"/>
5. potential for fraud and related costs	<div>245</div> <input type="radio"/>	<div>265</div> <input type="radio"/>	<div>285</div> <input type="radio"/>	<div>455</div> <input type="radio"/>
6. security concerns (e.g. concerns of undetected or unauthorized data changes)	<div>246</div> <input type="radio"/>	<div>266</div> <input type="radio"/>	<div>286</div> <input type="radio"/>	<div>456</div> <input type="radio"/>
7. already have significant investment in non-Internet network	<div>247</div> <input type="radio"/>	<div>267</div> <input type="radio"/>	<div>287</div> <input type="radio"/>	<div>457</div> <input type="radio"/>
8. concern about competitors analyzing company information (e.g. prices)	<div>248</div> <input type="radio"/>	<div>268</div> <input type="radio"/>	<div>288</div> <input type="radio"/>	<div>458</div> <input type="radio"/>
9. resistance to technological change by people in your organization	<div>249</div> <input type="radio"/>	<div>269</div> <input type="radio"/>	<div>289</div> <input type="radio"/>	<div>459</div> <input type="radio"/>
10. the Internet is too slow	<div>250</div> <input type="radio"/>	<div>270</div> <input type="radio"/>	<div>290</div> <input type="radio"/>	<div>460</div> <input type="radio"/>
11. the Internet is not reliable	<div>251</div> <input type="radio"/>	<div>271</div> <input type="radio"/>	<div>291</div> <input type="radio"/>	<div>461</div> <input type="radio"/>
12. customers are not ready to use Internet Commerce	<div>252</div> <input type="radio"/>	<div>272</div> <input type="radio"/>	<div>292</div> <input type="radio"/>	<div>462</div> <input type="radio"/>
13. lack of skilled employees to develop, maintain and use technology	<div>253</div> <input type="radio"/>	<div>273</div> <input type="radio"/>	<div>293</div> <input type="radio"/>	<div>463</div> <input type="radio"/>
14. prefer to maintain current business model (e.g. face to face interaction)	<div>254</div> <input type="radio"/>	<div>274</div> <input type="radio"/>	<div>294</div> <input type="radio"/>	<div>464</div> <input type="radio"/>
15. uncertain about domestic or foreign laws pertaining to Internet use for business	<div>255</div> <input type="radio"/>	<div>275</div> <input type="radio"/>	<div>295</div> <input type="radio"/>	<div>465</div> <input type="radio"/>

* Please refer to Reporting Guide and Definitions

If you have questions, telephone 1-800-345-2294 or Fax 1-800-606-5393

Name (please print) job title telephone # ()

Reporting Guide & Definitions

Information and Communications Technologies and Electronic Commerce Questionnaire

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.

*The definitions below refer to the items in the questionnaire marked with *

Amount of customer orders via the Internet with online payment

The value of your organization’s goods or services that were sold over the Internet includes all orders that were placed over the Internet and paid for over the Internet with the financial transaction concluded on the Internet. For example, this would exclude purchases of goods or services ordered or requested over the Internet and paid for by telephone. (D2 2).

Cellular or PCS telephone

Cellular telephones and **PCS Personal Communications Services** provide mobile access to the wireline PSTN (public switched telephone network). **PCS** is a telecommunication system using digital transmission technology and frequencies in the 1900 MHz (megahertz), while Cellular uses either analogue or digital transmission technology with radio frequencies in the 800 MHz frequency band.(A1 2).

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. (A1 9, A1 10).

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.(A1 8).

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. (A1 3, A2, B2 2).

T1 and T3 lines

The bandwidth of a T1 line is between 64Kbps (kilobits per second) and 1.544 Mbps (Megabits per second) including both fractional and full T1 lines. Fractional T1 or T3 lines represent a portion of the full line's bandwidth, used when a share of a T1 or T3 line is leased. The bandwidth of a T3 line including a fractional T3 line is between 1.544 Mbps and 44.736 Mbps. The transmission for the T1 and T3 systems is digital using pulse code modulation and time-division multiplexing. The hardware for T1 and T3 lines may be a pair of two twisted-pair copper wires, coaxial cable, optical fiber, digital microwave or other media.(B1 2, B1 3, B1 4).

Total operating revenue for the fiscal year ending in 1999

Include sales of goods and services and the total proceeds from the disposition of stock-in-trade or inventory during the period. (Sales of services represents the actual or expected cash inflow for services rendered during the period (net of returns and allowances, sales and excise taxes) and rental revenue resulting from the renting of real estate, machinery, equipment and other properties). Commission revenue includes the remuneration to an agent or middleman for providing the service to the vendor or purchaser of bringing together the two parties to a transaction. Also included are receipts and inflows of cash, receivables or other considerations that are not elsewhere classified, not related to income of prior periods, or not of a capital nature. Total operating revenue includes all foreign revenue recorded by the business unit. Exclude federal or provincial sales taxes collected for remittance to a government agency.(E1).

Total customer orders via 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.(D2 1).

Comments



Technologies de l'information et des communications
et le commerce électronique

Confidentiel une fois rempli

Renseignements recueillis en vertu de la Loi sur la statistique du Canada, 1985, ch. S-19. En vertu de cette loi, il est obligatoire de remplir le questionnaire.
If you would prefer this questionnaire in English, please check ☐ 

CORRIGER SI NÉCESSAIRE, L'INFORMATION PRÉ-IMPRIMÉE EN UTILISANT LES BOÎTES CORRESPONDANTES CI-DESSOUS

Nom commercial

1

Adresse

2

Ville

3

Province

5

Code postal

6

Numéro de téléphone

4

OBJECTIF DE L'ENQUÊTE

L'objectif de cette enquête est de recueillir des renseignements que le système statistique du Canada ne possède pas encore au sujet du recours aux technologies de l'information et des communications et au commerce électronique par les entreprises canadiennes. Les renseignements recueillis dans le cadre de l'enquête indiqueront à quel point les entreprises canadiennes sont branchées sur Internet et leur utilisation du commerce électronique et des télécommunications par province, par industrie et selon la taille de l'entreprise. Les entreprises utilisant ou non ces technologies feront parties du sondage. Les différences et les ressemblances entre les utilisateurs et les non-utilisateurs de ces technologies sont importantes pour nous. Même si vous n'avez pas recours à ces technologies, vos réponses sont importantes pour nous.

Veuillez compléter le questionnaire pour l'(les) activité(s) ou la(les) location(s) visées sur l'étiquette ci-dessus.

PÉRIODE DE DÉCLARATION

Aux fins de la présente enquête, veuillez déclarer pour l'exercice financier de 12 mois qui se termine entre le 1er janvier 1999 et le 31 décembre 1999. Si l'exercice financier de 12 mois n'est pas encore complété, veuillez fournir votre estimation la plus précise pour le reste de l'exercice.

CONFIDENTIALITÉ

La loi interdit à Statistique Canada de publier des statistiques recueillies au cours de cette enquête qui permettraient d'identifier une entreprise (institution ou personne) sans que celle-ci en ait donnée l'autorisation par écrit au préalable. Les données déclarées sur ce questionnaire resteront confidentielles, elles serviront exclusivement à des fins statistiques et la présentation des totaux publiés protège la confidentialité des données conformément à la Loi sur la statistique. Les dispositions de la **Loi sur la statistique** qui traitent de la confidentialité ne sont modifiées d'aucune façon par la **Loi sur l'accès à l'information** ou toute autre loi.

Veuillez retourner le questionnaire dûment rempli dans les 10 jours suivant la réception.

Si vous avez besoin d'aide pour remplir le questionnaire ou des questions concernant cette enquête, veuillez vous référer aux «Informations et définitions» ou contacter :

Division de l'investissement et du stock de capital
Statistique Canada
Parc Tunney
Ottawa, Ontario
K1A 0T6
Téléphone : (613) 951-9815 1-800-345-2294
Télécopieur : (613) 951-0196 1-800-606-5393

Section A - Utilisation des technologies de l'information et des communications

Veuillez remplir la section A

A1. Veuillez indiquer si votre organisme utilise actuellement ou compte utiliser chacun des outils énumérés ci-dessous :

	Utilisation	Utilisation d'ici un an	Utilisation après un an	Aucun plan d'utilisation
1. ordinateurs personnels, postes de travail ou terminaux	201 <input type="radio"/>	211 <input type="radio"/>	221 <input type="radio"/>	231 <input type="radio"/>
2. téléphone cellulaire ou SCP [*] (Services de communications personnelles)	202 <input type="radio"/>	212 <input type="radio"/>	222 <input type="radio"/>	232 <input type="radio"/>
3. courriel (courrier électronique) [*] (voir «Informations et définitions»)	203 <input type="radio"/>	213 <input type="radio"/>	223 <input type="radio"/>	233 <input type="radio"/>
4. réseaux informatiques de compagnie, réseau local (LAN - Local Area Network) ou réseau étendu (WAN - Wide Area Network)	204 <input type="radio"/>	214 <input type="radio"/>	224 <input type="radio"/>	234 <input type="radio"/>
5. Internet / WWW	205 <input type="radio"/>	215 <input type="radio"/>	225 <input type="radio"/>	235 <input type="radio"/>
6. Intranet (réseau de communications internes fondé sur le même protocole qu'Internet et permettant les communications à l'intérieur d'un organisme)	206 <input type="radio"/>	216 <input type="radio"/>	226 <input type="radio"/>	236 <input type="radio"/>
7. Extranet (prolongement protégé d'un intranet qui permet à des utilisateurs de l'extérieur d'avoir accès à certains éléments d'intranet de votre organisation)	207 <input type="radio"/>	217 <input type="radio"/>	227 <input type="radio"/>	237 <input type="radio"/>
8. virement électronique de fonds (VEF) [*]	208 <input type="radio"/>	218 <input type="radio"/>	228 <input type="radio"/>	238 <input type="radio"/>
9. EDI (échange de données informatisé) par Internet [*]	209 <input type="radio"/>	219 <input type="radio"/>	229 <input type="radio"/>	239 <input type="radio"/>
10. EDI (échange de données informatisé) autrement que par Internet [*]	210 <input type="radio"/>	220 <input type="radio"/>	230 <input type="radio"/>	240 <input type="radio"/>

A2. Quel pourcentage de votre personnel a accès à/au(x) :

Ordinateurs personnels, postes de travail ou terminaux

300 %

Courriel ^{*}

301 %

Internet / WWW

302 %

Section B - Utilisateurs d'Internet

Veuillez remplir si vous utilisez Internet; autrement, passez à la section E

B1. Quelle est la largeur de bande externe totale qui permet à votre organisme d'avoir accès à Internet? (kbps=kilobits/seconde; Mbps=mégabits/seconde)

1. liaison téléphonique avec modem standard	(64 kbps ou moins)	401 <input type="radio"/>
2. liaison allant jusqu'à une ligne T1 [*] inclusivement	(plus de 64 kbps et jusqu'à 1,544 Mbps)	402 <input type="radio"/>
3. liaison supérieure à une ligne T1 [*] et allant jusqu'à une ligne T3 [*]	(plus de 1,544 Mbps et jusqu'à 44,736 Mbps)	403 <input type="radio"/>
4. liaison supérieure à une ligne T3 [*]	(plus de 44,736 Mbps)	404 <input type="radio"/>
5. ne sais pas		405 <input type="radio"/>

B2. Veuillez indiquer si votre organisation utilise ou non l'Internet pour les objectifs suivants; et dans la troisième colonne, lesquels sont les plus avantageux pour votre organisation.

1. recherches documentaires	501 <input type="radio"/> oui	551 <input type="radio"/> non	411 <input type="radio"/>
2. courriel (courrier électronique)* (incluant les fichiers textes sans les pièces jointes)	502 <input type="radio"/> oui	552 <input type="radio"/> non	412 <input type="radio"/>
3. échange de fichiers électroniques (incluant les pièces jointes du courriel)	503 <input type="radio"/> oui	553 <input type="radio"/> non	413 <input type="radio"/>
4. accès aux bases de données des fournisseurs	504 <input type="radio"/> oui	554 <input type="radio"/> non	414 <input type="radio"/>
5. accès aux bases de données des clients	505 <input type="radio"/> oui	555 <input type="radio"/> non	415 <input type="radio"/>
6. recherche et développement en mode partagé ou coopératif	506 <input type="radio"/> oui	556 <input type="radio"/> non	416 <input type="radio"/>
7. étude et formation (accès interactif pour le matériel de cours en direct)	507 <input type="radio"/> oui	557 <input type="radio"/> non	417 <input type="radio"/>
8. automatisation ou élimination d'étapes de production/distribution avec les fournisseurs	508 <input type="radio"/> oui	558 <input type="radio"/> non	418 <input type="radio"/>
9. automatisation ou élimination d'étapes de production/distribution avec les clients	509 <input type="radio"/> oui	559 <input type="radio"/> non	419 <input type="radio"/>
10. publicité / marketing	510 <input type="radio"/> oui	560 <input type="radio"/> non	420 <input type="radio"/>
11. achats de biens et de services	511 <input type="radio"/> oui	561 <input type="radio"/> non	421 <input type="radio"/>
12. vente de biens et services (pas nécessairement finalisée en direct)	512 <input type="radio"/> oui	562 <input type="radio"/> non	422 <input type="radio"/>

Items étant les plus avantageux pour votre organisation

B3. Est-ce que l'usage d'Internet a remplacé une technologie ou autre moyen de publicité déjà utilisé par votre organisation?

513 ☐ oui

563 ☐ non

Oui, quelles technologies ont été remplacées?

701

B4. Possédez-vous un site Web?

Oui, veuillez remplir la section C

514 ☐ oui

Non, veuillez remplir la section D

564 ☐ non

Section C - Site Web Internet

Veuillez remplir la section C si vous possédez un site Web Internet

C1. Veuillez indiquer si votre site Web Internet offre ce qui suit :

1. paiement en direct	515 <input type="radio"/> oui	565 <input type="radio"/> non
2. distribution de services en direct ou de produits numériques (p. ex.,menus d'aide, jeux, musique, logiciel, etc.)	516 <input type="radio"/> oui	566 <input type="radio"/> non
3. service après vente (p. ex., une espace allouée pour les commentaires des clients)	517 <input type="radio"/> oui	567 <input type="radio"/> non
4. dépistage des commandes	518 <input type="radio"/> oui	568 <input type="radio"/> non
5. renseignements sur la compagnie (p. ex., rapport annuel)	519 <input type="radio"/> oui	569 <input type="radio"/> non
6. renseignements sur les produits	520 <input type="radio"/> oui	570 <input type="radio"/> non
7. liste ou catalogue de biens et de services	521 <input type="radio"/> oui	571 <input type="radio"/> non
8. service personnalisé pour la clientèle (p. ex., présentation personnalisée des produits préférés)	522 <input type="radio"/> oui	572 <input type="radio"/> non
9. transactions protégées (p. ex., passerelles de sécurité ou serveurs protégés)	523 <input type="radio"/> oui	573 <input type="radio"/> non
10. déclaration de principe sur la vie privée	524 <input type="radio"/> oui	574 <input type="radio"/> non
11. renseignements sur les possibilités d'emploi	525 <input type="radio"/> oui	575 <input type="radio"/> non

C2. Est-ce que vous sous-traitez à l'extérieur, pour la création, l'entretien ou la mise à jour du site Web Internet de votre organisation?

526 ☐ oui

576 ☐ non

C3.

	0 \$	1 \$ à 4,999 \$	5,000 \$ à 9,999 \$	10,000 \$ à 19,999 \$	20,000 \$ à 99,999 \$	100,000 \$ à 499,999 \$	500,000 \$ et plus
1. Quels ont été vos frais d'établissement approximatifs de votre site Web Internet (incluant les salaires) en 1999? (en \$)	423 <input type="radio"/>	424 <input type="radio"/>	425 <input type="radio"/>	426 <input type="radio"/>	427 <input type="radio"/>	428 <input type="radio"/>	429 <input type="radio"/>
2. Quels ont été vos frais d'entretien/amélioration approximatifs de site Web Internet (incluant les salaires) en 1999? (en \$)	430 <input type="radio"/>	431 <input type="radio"/>	432 <input type="radio"/>	433 <input type="radio"/>	434 <input type="radio"/>	435 <input type="radio"/>	436 <input type="radio"/>

* Veuillez vous reporter aux «Informations et définitions»

Section C - Site Web Internet

Veuillez remplir la section C si vous possédez un site Web - suite

- C4.

Veuillez indiquer l'URL (Uniform Resource Locator) primaire ou l'adresse de page Web d'Internet de votre organisation? (p. ex., l'URL de Statistique Canada est <http://www.statcan.ca>). Indiquer l'URL primaire de votre société affiliée ou société mère si votre organisation ne possède pas d'URL.

7n2

http://
- C5.

Est-ce que vos biens et services peuvent être commandés par Internet avec ou sans paiement en direct?

Oui, veuillez remplir la section D

528

oui

Non, veuillez remplir la section E

578

non
- Section D - Commerce par Internet - Vente

Veuillez remplir si vos biens ou services peuvent être commandés par Internet
- Les questions se rapportent à l'exercice se terminant en 1999; vos estimations les plus précises sont acceptables lorsque les chiffres réels ne sont pas disponibles.
- D1.

Quel pourcentage de la gamme complète de biens et de services de votre organisation peut-on commander par le site Web Internet?

0 %

406

Plus que 0 % et jusqu'à 34 % inclus

407

34 % à 66 %

408

67 % à 99 %

409

100 %

410

D2.

En 1999, quelle a été la valeur des biens et des services commandés par vos client(e)s par Internet? (en milliers de \$)

1.

Total des commandes par Internet * (avec ou sans paiement en direct)

601

\$

2.

Commandes finalisées par Internet* avec paiements reçus en direct

602

\$

D3.

En 1999, quel a été le pourcentage des commandes reçues de vos client(e)s par Internet (évaluées en dollars) acheminé vers :

des particuliers

303

%

des entreprises (y compris les paliers de gouvernement)

304

%

Renseignements non disponibles

437

D4.

En 1999, quel a été le pourcentage des commandes reçues de vos client(e)s par Internet (évaluées en dollars) acheminé à des clients :

du Canada

305

%

des États-Unis

306

%

autres

307

%

Renseignements non disponibles

438

D5.

En 1999, quel a été le pourcentage du nombre total de commandes par Internet acheminé à des clients :

du Canada

308

%

des États-Unis

309

%

autres

310

%

Renseignements non disponibles

439
- Section E - Achats/Acquisitions
- Les questions se rapportent à l'exercice se terminant en 1999; vos estimations les plus précises sont acceptables lorsque les chiffres réels ne sont pas disponibles (en milliers de \$)
- E1.

Total des recettes d'exploitation pour l'exercice se terminant en 1999*

603

\$

E2.

Veuillez indiquer la valeur des biens et des services achetés, en 1999, selon différents modes d'acquisition :

1.

Total, acquisitions (à l'aide de réseaux tant informatiques que non informatiques)

604

\$

2.

Système d'achats non informatisé ou à base de papier (p. ex., téléphone, télécopieur, courrier, bon de commande)

605

\$

3.

Système d'achats informatisé (en utilisant une carte de crédit en direct, par un échange de données informatisé (EDI) sur des réseaux privés ou sur Internet)

606

\$

E3.

Est-ce que votre organisation utilise Internet pour l'achat de biens et de services qui sont essentiels à votre entreprise?

Oui, veuillez répondre aux 2 questions suivantes seulement

529

oui

Non, veuillez remplir la section F

579

non

E4.

Quel pourcentage du total des achats/acquisitions par Internet (évalués en dollars) provient de fournisseurs :

du Canada

311

%

des États-Unis

312

%

autres

313

%

Renseignements non disponibles

440

E5.

Quel pourcentage du nombre total d'achats/acquisitions par Internet provient de fournisseurs :

du Canada

314

%

des États-Unis

315

%

autres

316

%

Renseignements non disponibles

441

Section F - Non-utilisateurs du commerce par Internet

Veuillez remplir la section F si vous n'achetez ou ne vendez pas de produits ou de services par Internet

F1.	Veuillez évaluer l'importance des facteurs ci-dessous pour ce qui est de la décision de votre organisation de ne pas utiliser le commerce par Internet.	Très important	Important	Sans importance	Ne s'applique pas
1.	nos biens et services ne sont pas du type à être transigé sur Internet	241	261	281	451
2.	incertitude quant aux avantages de la technologie	242	262	282	452
3.	coût d'entretien trop élevé	243	263	283	453
4.	coût de la technologie trop élevé	244	264	284	454
5.	risque de fraude et frais connexes	245	265	285	455
6.	questions de sécurité (p. ex., changements de données non décelés ou non autorisés)	246	266	286	456
7.	investissements appréciables dans un réseau existant autre qu'Internet	247	267	287	457
8.	analyse éventuelle des renseignements de notre compagnie par des concurrents (p. ex., prix)	248	268	288	458
9.	opposition aux changements technologiques par l'ensemble du personnel	249	269	289	459
10.	lenteur de l'Internet	250	270	290	460
11.	manque de fiabilité d'Internet	251	271	291	461
12.	les clients ne sont pas prêts à utiliser le commerce par Internet	252	272	292	462
13.	manque de personnel capable d'élaborer et d'utiliser la technologie	253	273	293	463
14.	préférence de maintenir le modèle commercial actuel (p. ex., contact personnel)	254	274	294	464
15.	incertitude quant aux lois nationales et étrangères relatives au commerce par Internet	255	275	295	465

* Veuillez vous reporter aux «Informations et définitions»

Si vous avez des questions, composer le 1-800-345-2294 ou Télécopieur 1-800-606-5393

Nom (en lettres moulées)

Titre du poste

Téléphone # ()

5-4900-500.6:

Merci d'avoir compléter ce questionnaire

Page 3

Informations et définitions

Enquête sur les Technologies de l'information et des communications et le commerce électronique

Vos estimations les plus précises sont acceptables lorsque les chiffres réels ne sont pas disponibles.
Tous les montants doivent être déclarés en dollars canadiens sauf indication contraire.

Veuillez remplir le présent questionnaire en fonction des opérations de votre organisation uniquement, en excluant les transactions exécutées au nom de votre organisation par des tiers. Les réponses doivent refléter les activités comme défini sur l'étiquette apposé sur le questionnaire.

Veuillez utiliser la section « Commentaires » pout toutes vos suggestions concernant ce questionnaire.

*Les définitions énumérées ci-dessous se rapportent aux termes du questionnaire marqués d'un *

Commandes finalisées par Internet avec paiements reçus en direct

Valeur des biens et des services de votre organisation vendus à l'aide d'Internet, y compris toutes les commandes acheminées par Internet et payées par Internet. Il faut donc exclure l'achat de biens et de services commandés par Internet et payés par téléphone. (D2 2).

Courriel (courrier électronique)

Mode de communication avec des personnes-ressources à l'intérieur ou à l'extérieur de l'organisme. Ce terme englobe le courrier électronique par Internet et d'autres réseaux informatiques. Les méthodes de transfert de courrier X.400 et X.500 sont comprises dans le courrier électronique, comme l'est aussi la méthode de transfert de messages SMTP, plus courante. Seuls les fichiers textes sans mise en pages sont inclus dans les courriels. (A1 3, A2, B2 2).

Échange de données informatisé (EDI)

Structure standard d'échange de données commerciales. L'EDI est fondé sur l'utilisation de normes de transmission, faisant en sorte que tous les participants emploient un langage commun. Les normes de transmission consistent en des formats de mise en page uniformisés pour des documents d'affaire, et qui ont été adoptés pour des fins de transmissions électroniques. L'EDI se fait grâce à Internet ou à un réseau informatique fermé. (A1 9, A1 10).

Lignes T1 et T3

La largeur de bande d'une ligne T1 se situe entre 64 kbps (kilobits/seconde) et 1,544 Mbps (mégabits/seconde), y compris les lignes T1 fractionnaires et intégrales. Les lignes T1 ou T3 fractionnaires, qui représentent une partie de la largeur de bande d'une ligne intégrale, sont utilisées lorsqu'une partie d'une ligne T1 ou T3 relève d'un crédit-bail. La largeur de bande d'une ligne T3, y compris une ligne T3 fractionnaire, se situe entre 1,544 Mbps et 44,736 Mbps. Les systèmes T1 et T3 se fondent sur une transmission numérique avec modulation par codage d'impulsions et multiplexage temporel. Les lignes T1 et T3 peuvent être constituées d'un câble de cuivre à paires torsadées, d'un câble coaxial, de fibre optique, d'équipement numérique à hyperfréquences ou d'un autre support. (B1 2, B1 3, B1 4).

Téléphone cellulaire ou SCP

Les téléphones cellulaires et les **Services de communications personnelles (SCP)** assurent l'accès mobile au bloc analogique RTPC (réseau téléphonique public commuté). **SCP** désigne un système de télécommunications fondé sur une technologie de transmission numérique et des fréquences de l'ordre de 1 900 MHz (mégahertz), tandis que les téléphones cellulaires ont recours à une technologie de transmission analogique ou numérique à des radio-fréquences de l'ordre de 800 MHz. (A1 2).

Total des commandes par Internet (incluant les transactions non finalisées en direct)

Il s'agit de la valeur des biens et des services que votre organisation a vendus par l'entremise d'Internet. Le montant englobe toutes les commandes transmises par Internet et payées par Internet, par téléphone, par télécopieur ou grâce à une autre technologie. Il faut inclure uniquement les biens et les services vendus directement par votre organisation et exclure les ventes effectuées en votre nom par un autre organisme à l'aide d'Internet. (D2 1).

Total des recettes d'exploitation pour l'exercice se terminant en 1999

Terme qui englobe la vente de biens et de services et le total du produit de la cession d'articles de commerce ou l'inventaire au cours de la période en question. (La vente de services correspond aux recettes réelles ou attendues provenant de services offerts au cours de la période en question (moins les rendus, les rabais et les taxes de ventes et d'accises) et de la location de biens immobiliers, de machines, de matériel et d'autres biens.) Les recettes de commissions englobent la rémunération d'un agent ou intermédiaire qui réunit les parties à une transaction de vente ou d'achat. Le montant englobe également les rentrées de fonds, les comptes débiteurs et les autres contreparties non classées ailleurs, non liées aux recettes de périodes antérieures ou ne se rapportant pas aux immobilisations. Le total des recettes d'exploitation englobe tout revenu de source étrangère inscrit par l'unité commerciale. Il faut exclure la taxe de vente fédérale ou provinciale versée à un organisme gouvernemental. (E1).

Virement électronique de fonds (VEF)

Transfert de fonds effectué à l'aide d'un terminal électronique, d'un téléphone, d'un ordinateur ou d'une bande magnétique. Ce terme englobe, sans en exclure d'autres, les transferts de chambre de compensation automatisée (CCA) et les transferts relevant d'un guichet automatique ou d'un terminal point de vente. Le terme s'applique également aux paiements par carte de crédit et aux achats par carte à mémoire. (A1 8).

Commentaires