

Industry Canada – Survey on Business Adoption of Digital Technologies 2017

TELEPHONE INTRODUCTION

Hello my name is (interviewer) and I am calling on behalf of Innovation, Science and Economic Development, *formerly known as Industry Canada* (**PROMPT:** *It is a department of the Federal Government of Canada with a mandate of fostering a growing, competitive and knowledge-based Canadian economy.*) Our company, R.A. Malatest and Associates, has been hired by the Government of Canada to conduct a study about the digital technologies that Canadian businesses are currently using. Are you the person that would best be able to provide information on your company's technology?

(Note: If the respondent replies "no", ask: "May I speak to the person who would be the best to answer the survey?")

The results of this national study will be used by the Government of Canada to guide public policy. The survey should take about 10 minutes to complete, depending on your responses.

Are you able and willing to answer a few questions?

Yes *(Rebook if requested)*

No <<Terminate survey>>

Please note that this call may be recorded for quality control purposes.

[If required: PRIVACY STATEMENT: "Your answers will be confidential.

Any information you provide during the survey will be used only for the purpose of assessing the use of digital technology by businesses in Canada and any personal information collected is protected under the Privacy Act. Any report produced will use only consolidated or summarized data and will not attribute comments to any identifiable individuals."]

[Persuaders – Please let me assure you that we are not trying to sell you anything and that this interview is completely confidential. Your participation is voluntary and the information that you provide will not identify you or your business. We are calling on behalf of Government of Canada. It is important that we speak with as many different businesses as possible; your opinion will help us with future policy issues.]

ONLINE INTRODUCTION

On behalf of Innovation, Science and Economic Development, *formerly known as Industry Canada*, we'd like to thank you for participating in this study.

Our company, R.A. Malatest and Associates, has been hired by the Government of Canada to conduct a study about the digital technologies that Canadian businesses are currently using.

The results of the national study will be used by the Government of Canada to guide public policy. The survey should take about 10 minutes to complete.

Your answers will be confidential.

Any information you provide during the survey will be used only for the purpose of assessing the use of digital technology by businesses in Canada and any personal information collected is protected under the Privacy Act. Any report produced will use only consolidated or summarized data and will not attribute comments to any identifiable individuals.

Our privacy policy -- [[Download pdf](#)]

Please click on 'Continue' to proceed with the survey.

SECTION A – Internet Connection

1. Does your business have an internet connection?

- Yes
- No->Go to question 25
- Don't know->Go to question 25

2. Please indicate all of the connection types your business uses to access the Internet:
Select all that apply.

- Digital Subscriber Line (DSL) over a telephone line (e.g., Bell, Telus, SaskTel)
- Cable modem (e.g., Rogers, Shaw)
- Mobile wireless* (e.g., 3G or 4G connection)
- Satellite (e.g., Xplornet)
- Fibre optic line* (e.g., T3, metro Ethernet)
- Dial-up over a telephone line
- Fixed wireless or a portable Wi-Fi hotspot* (e.g., Smart Hub)
- Don't know

Mobile wireless: Refers to wireless services that can be used while in transit both indoors and outdoors. Does not include the use of a wireless router that distributes the Internet from another connection. Examples include 3G or 4G connections for a smartphone or a laptop USB stick.

Fibre optic line: An all-fibre line that connects the building to the Internet. Examples include T3 line, metro Ethernet, and other fibre-to-the-building connections.

Fixed wireless or a portable Wi-Fi hotspot: Does not include the use of a wireless router that distributes the Internet from another connection. Fixed and portable wireless connections use a fixed antenna or Wi-Fi hub device that plugs into an electrical outlet and are typically used at a particular location such as a home or office.

SECTION B – Use of the Internet

3. Did your business have a website in 2016?

- Yes
- No->Go to question 5
- Don't know->Go to question 5

4. Which of the following features does your internet website offer?

Select all that apply.

- Online ordering, reservation or booking
- Online payment (complete transaction and payment online)
- Integration with social media (e.g., Facebook, Twitter, Google+)
- A version of the website optimized for mobile users
- None of the above
- Don't know

Ask Q5, if Q3 is no or don't know.

5. Did your business have an online presence in 2016 (e.g., Facebook, eBay)?

- Yes
- No
- Don't know

Ask Q6, if Q3 is yes or Q5 is yes

6. Does your company's online presence use any online services by a 3rd party e-marketplace supplier (e.g., Amazon, Shopify).

- Yes
- No
- Don't know

7. Did your business make sales of goods or services via the Internet in 2016?

- Yes
- No->Go to question 11
- Don't know->Go to question 11

Sales conducted over the Internet with or without online payment: Include all sales of your business' goods or services where the order is received, and the commitment to purchase is made via the Internet, although payment can be made by other means. Include orders made in web pages, extranet or Electronic Data Interchange (EDI). Exclude orders made by telephone calls, facsimile, or e-mail.

8_1. Did your business track internet sales separately from other sales in 2016?

- Yes
- No
- Don't know

8_2. If your business tracks internet sales separately from other sales, what percentage of your total sales was conducted over the internet in 2016?

- Please specify: % _____

9. Would the majority of your internet sales be domestic or international?

- Domestic
- International
- Don't know

10. Did your business make purchases of goods or services via the internet during 2016?

- Yes
- No
- Don't know

11. Does your business engage in the following online interactions with Canadian local, provincial, or federal governments?

Select all that apply

- Obtain information or documents from governments
- Apply for grants, contributions or benefits
- Complete or return taxation forms (e.g., GST, employment (T4), year and tax (T2))
- Online payments to government organizations
- File a patent or other intellectual property application (e.g., CIPO, USPTO)
- Register a business
- None of the above
- Don't know

12. What barriers do you face in interacting electronically with Canadian local, provincial, or federal governments?

Select all that apply.

- Security concerns (e.g., privacy, confidentiality)
- Complex processes (e.g., multiple forms)
- Ease of use (e.g., user friendly, organized)
- Lack of information on electronic services available
- Unreliable and slow internet connection
- More difficult to communicate electronically than face to face/over the phone.
- Missing information, or information not up to date
- Firm's technology is out of date/Incompatible with government systems.
- Government website/technology is out of date
- Lack of knowledge/do not understand technology/difficult to keep up
- Other-specify: _____
- No barriers
- Don't know

SECTION C – Use of Information and Communications Technologies

Read to all: Information and Communications Technologies, also known as ICTs are a wide range of digital technologies such as computers, networks, and software that are used to process information and communicate.

13. Did your business use any of the following ICTs in 2016?

Select all that apply.

- Cloud Computing*
- Data Analytics
- Internet-enabled mobile device (e.g., smartphone, tablet)
- Customer/Supplier Relationship Management Software (CRM)*
- Enterprise Resource Planning Software (ERP)*
- Accounting/bookkeeping software

- Desktop office/productivity software
- Management software
- Design software
- Web-based applications
- Custom software/company software
- Point of sale software/credit card payment software
- Client server/MS Exchange/File Transfer Protocol/Voice Over Internet Protocol
- Other-specify: _____
- No ICTs are used in our business -> Go to question 17
- Don't know-> Go to question 17

Cloud Computing: ICT services that are used over the internet to access software, computing power, storage capacity, etc.

Customer/Supplier Relationship Management Software (CRM): A software used for managing a company's interactions with customers, clients, sales prospects, partners, employees, and suppliers.

Enterprise Resource Planning Software (ERP): Consists of one or a set of software applications that integrate information and processes across the several business functions of the enterprise. Typically ERP integrates planning, procurement, sales, marketing, customer relationship, finance and human resources.

14_1. Are employees in your organization provided with internet enabled portable devices (notebooks, mobile phones, etc.)?

- Yes
- No
- Don't know

14_2. As a percentage, how many employees in your organization are provided with internet enabled portable devices (notebooks, mobile phones, etc.)?

- Please specify: % _____(Range of 0 to 100%).
- Don't know

15_1. Does your company track the amount that your business spends on ICT expenditures?

- Yes
- No
- Don't know

15_2. (If question 15_1=yes, ask question 15_2) Could you estimate the amount that your business spends on ICT expenditures as a percentage of all expenditures? (Interviewer note: we are not asking for the amount; only whether they could they estimate it).

- Yes
- No
- Don't know

16. How did the introduction of an ICT benefit your organization? *Select all that apply.*

- Reduced costs of operations and/or labour

- Increased ability to respond to customer or supplier requirements
- Keeping pace with competitors
- Reduced transaction times
- Improved goods or services quality

- Greater reliance on job rotation, multi-skilling
- Increased partnerships or system integration with other firms
- Improved training of staff
- Allowed for remote working
- Reduced reliance on physical documents
- Improved efficiency and productivity
- Ease of access/ease of use
- Improved communication
- Marketing/promotion/better visibility
- Other change - specify: _____
- No changes
- Don't know

17. What are the main barriers to your business further integrating ICTs?

Select all that apply.

- Unaware of what technologies exist in the marketplace
- Lack of technical expertise and skilled personnel in-house
- Not enough evidence of a strong return on investment
- New systems will not be compatible with our existing systems
- Cost of technology and implementation are too high
- Cost of technology maintenance is too high
- Employee resistance to introduction of new technology
- Security and/or privacy concerns
- Lack of time
- Business partners do not use
- Access to technology
- Further ICT integration is not needed/unwanted
- Technology changes/technology gets outdated/hard to keep up
- Disruptive to business when doesn't work/internet goes down/reliability issues
- Other-specify: _____
- No barriers to adoption
- Don't know

SECTION D – ICT Skills in the workplace

18. Did your business have any technology specialists as of December 2016?

Select all that apply

Include only those employees whose primary function was to purchase, operate, maintain, develop, support, implement or manage ICTs in your business.

- Yes –internally employed
- Yes – externally contracted/outsourced -> Go to question 24
- No -> Go to question 25
- Don't know ->Go to question 25

During 2016, did your business provide training to develop or upgrade technology related skills of:

19_1. Technology specialists

- Yes
- No
- Don't know

19_2. Other employees using ICTs during their day-to-day tasks

- Yes
- No
- Don't know

20_1. (Display if 15_1 = Yes or 15_2 = Yes) Did your business spend on training or upgrading the ICT-related skills of your personnel?

- Yes
- No
- Don't know

20_2. How much do you spend annually per person on training or upgrading the ICT-related skills of your personnel?

- Please specify: \$ _____

SECTION E – ICT Security Practices, Incidents, and Impacts

21. Does your business currently have any of the following IT security measures in place?

Select all that apply.

- Email encryption
- Regularly patch operating systems (OSs) and applications
- Authentication software or hardware for internal or external users*
- Regular backup of data critical to your business operations
- Cyber insurance
- No IT security measures are in place
- Don't know

Authentication Software or Hardware: Software or hardware used to authenticate or verify a person's identity prior to being granted access or approving a transaction request.

22. Did your business experience any internal or external data security breaches during 2016?

- Yes
- No -> Go to question 24
- Don't know-> Go to question 24

23. Did your business experience any of the following impacts as a result of these data security breaches?

Select all that apply

- Corruption, theft or unauthorized access to client or proprietary information
- Ransomware or extortion for access to systems/information
- Reputational damage
- Service downtime
- Loss of income
- Loss of productivity
- Stress/insecurity/fear/frustration
- No impact
- Other impacts - specify: _____
- Don't know

24. Does your business have an allotted budget for IT security mitigation measures?

- Yes
- No
- Don't know

SECTION F – GENERAL INFORMATION

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

- 0
- 1 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500+
- Don't know
- Prefer not to answer