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ICT USE AND E-COMMERCE

Surveys of ICT Use by Enterprises and Individuals at
Statistics Canada

First Meeting of the UNCTAD Working Group on Measuring E-Commerce
and the Digital Economy

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Since 1999, the National Statistics Office, Statistics Canada, has published official estimates of the incidence and volume of e-commerce. These statistics have primarily been collected through two large survey programs, one of households and individuals and a second survey of enterprises.

In addition to e-commerce indicators, these surveys provide estimates of the uptake and use of the Internet. The surveys are conducted on an ad-hoc basis and have been revised multiple times over the past two decades to adjust to the changing landscape of e-commerce and Internet use. For the purposes of this document, a focus is placed on the e-commerce indicators collected through each of the surveys.

In addition to this household survey and enterprise survey, over the past few years additional surveys have added e-commerce modules to their surveys and supplementary efforts have been made to better capture information on cross-border e-commerce sales.

This document does not provide a comprehensive accounting of all activities at Statistics Canada related to measuring the digital economy but will outline some of these efforts. Statistics Canada is currently evolving their data collection mechanisms and developing new indicators based on the OECD's recently published Going Digital Measurement Roadmap.

Links to the relevant survey programs are provided.

Canadian Internet Use Survey

The Canadian Internet Use Survey (CIUS) measures the adoption and use of digital technologies by Canadians. Collected data is used to inform evidence-based policymaking, research and program development, provide internationally comparable statistics on the use of digital technologies, and measure a wider range of online activities, given the rapid pace at which the Internet has evolved. The CIUS examines; use of online government services, use of social networking websites or apps, smartphone use, digital skills, e-commerce, online work, and security, privacy and trust as it relates to the Internet

Survey is conducted on an ad-hoc basis.

The total sample size is approximately 34,000 individuals and is designed to be representative of the population of Canada as a whole, providing both regional and demographic breakdowns. In 2018, a response rate of 45% was achieved. Recent results from the survey for reference year 2018 were released in October 2019 and are available through the Statistics Canada website [here](#).

A full summary of methodological information from the survey as well as the full version of the questionnaire is available [here](#).

The Canadian Internet Use Survey questionnaire is based on the OECD's Model Questionnaire on ICT Use by Households and Individuals but has been supplemented and revised as required to meet the needs of policymakers and account for the rapidly changing digital economy. The questionnaire underwent extensive cognitive testing with individual Canadians during the development process.

E-commerce Activities Collected: The CIUS asks respondents questions about their personal use of e-commerce services, including their use of these services for their household, for orders of digital goods and services, physical goods and other services.

Below are examples of indicators produced from the survey for e-commerce:

- Profile of online shoppers
- Types of digital goods or services purchased
- Types of physical goods and services ordered over the Internet
- Origin of orders of physical goods (by selected regions)
- Average expenditure over the Internet by type of purchase (digital vs. physical)
- Methods of payment for goods and services ordered over the Internet
- Reasons to buy in physical store
- Type of website used to make online purchases of goods or services
- Reasons for ordering specifically from Canadian businesses
- Problems encountered with online ordering
- Reasons for not ordering any goods or services over the Internet among non-online shoppers

Survey of Digital Technology and Internet Use

This Survey of Digital Technology and Internet Use (SDTIU) measures the adoption and use of various digital technologies, including the Internet. The purpose of the enterprise survey is to measure the impact of digital technologies, including the Internet and specific information and communication technologies (ICTs), on the operations of Canadian enterprises. Information gathered will help to better understand how enterprises use the Internet, including their online presence, involvement in e-commerce, use of specific information and communication technologies (ICTs) and interaction with federal government online services. The questionnaire also examines skills and employment in ICT-related jobs. The data from this survey will be used by government departments to develop policies and programs that will help improve Canada's innovation system and strengthen the overall economy.

Survey is conducted on an ad-hoc basis.

The total sample size is approximately 14,000 private enterprises across nearly all industries and is designed to be representative of the economy of Canada as a whole, providing breakdowns according to the size of the firm and the industry according to the North American Industrial Classification System. (NAICS) For the purposes of this survey program, only

enterprises of 5 or more employees were considered to be in-scope to eliminate the response burden on Canada's smallest firms.

The Survey of Digital Technology and Internet Use questionnaire is based on the OECD's Model Questionnaire on ICT Use by Enterprises but has been supplemented and revised as required to meet the needs of policymakers and account for the rapidly changing digital economy. The questionnaire underwent extensive cognitive testing with Canadian enterprises in selected industries during the development process.

The questionnaire for reference year 2019 will go into the field for collection in fall 2019 with data to be released in the fall of 2020.

- *E-commerce Activities Collected:*
 - Businesses that receive orders or make sales over the Internet
 - E-commerce features of company websites or apps
 - Online payment options
 - Invoice types
 - Gross sales conducted over the Internet
 - Online sales to other business or governments
 - Online sales by region
 - Business systems used to receive online orders
 - Challenges faced in conducting sales over the Internet
 - Reasons for not conducting sales over the Internet

Measuring the Sharing Economy

In addition to questions that have been included on the Canadian Internet Use Survey, Statistics Canada has also attempted to provide preliminary results of the use of the sharing economy and individuals' participation in it. Links to this work, and how it is treated in the Macroeconomic Accounts can be found below.

Measuring the Sharing Economy in the Canadian National Macroeconomic Accounts
<https://www150.statcan.gc.ca/n1/pub/13-605-x/2017001/article/14771-eng.htm>

Initial estimates of the Sharing Economy in Canada
<https://www150.statcan.gc.ca/n1/daily-quotidien/170228/dq170228b-eng.htm>