

# Community survey on ICT usage (e-commerce) of enterprises 2002

## General outline of the survey

- Sampling unit:** Enterprise (NACE sections: D, G, H, I, J (only 67), K, optional: 65,66, 92 and F)  
Questionnaires should be sent to IT manager of company
- Survey period:** First quarter 2002
- Reference period:** Year 2001 for the % of sales/purchases data and where specified.  
January 2002 for the other data
- Questions to be included:** At least those included in the enclosed Eurostat proposal.  
Member States can include additional questions
- Layout of questionnaire:** The order and layout in which the questions are set out is up to the contracting country. Eurostat intends to circulate a model questionnaire as a guide.
- Sampling frame:** The Community Structural Business Statistics (SBS) enquiry should provide the sampling frame in order to estimate the total value of e-commerce for the sectors surveyed. Contracting countries may decide to add a question on total volume of purchases or turnover if this is needed to estimate the total value of e-commerce for the sectors surveyed. The latest available data collected by the SBS would be acceptable for grossing up in order to avoid asking enterprises for turnover data which might not be ready for release yet.
- Sample size, stratification:** the survey should provide representative results
- for NACE D for an aggregation of subsections into 4 groups:
    - a) DA, DB, DC, DD, DE, b) DF, DG, DH, c) DI, DJ, d) DK, DL, DM, DN
    - e) (optional ): separate NACE 22
  - for NACE G at a two digit level
  - for NACE H (only for 55.1 + 55.2)
  - for NACE J at a section level (section to be treated separately for some variables)
  - for NACE I at a level of two digit aggregates (60-63 and 64)
  - for NACE K at a level of two digit aggregates (72 and rest)
- optional: NACE 92 and F
- for small (10-49 employed persons), medium (50-249 employed persons) and for large enterprises (>250 employed persons)  
the inclusion of micro-enterprises < 10 employed persons is optional (recommended threshold in case of inclusion: 5 employed persons)  
if micro-enterprises are included data should be broken down by <10 employed persons and 10 and more employed persons in addition.
- NACE subsections and enterprise classes are not required to be cross-tabulated.  
The sample size should be appropriate for obtaining representative results.  
At least 2000 filled in questionnaires should be collected in total per country.

## Treatment of specific sectors

NACE J: Treatment of turnover:

Nace 65: Turnover should be understood as "Gross income (including interest and commission received) less interest payable and similar charges."

Nace 66: Turnover should be understood as "Gross premiums written."

Nace 67: The standard definition of turnover applies.

## Weighting of results:

Results should in general be weighted by number of enterprises.

Turnover/purchases weighting should be in addition used for turnover/purchases related questions (turnover: C7, C8, C9, D4, purchases: C2, D3: if possible purchase weighting, otherwise turnover weighting).

Employment weighting should be applied in addition to enterprise weighting for question A2 and in addition for % using the Internet, % using broadband, % using xDSL, % using a website or homepage, % purchasing via the Internet, % receiving orders via the Internet, % receiving orders via the Internet or other computer mediated networks.

## Data transmission:

For each variable, data should be given by the NACE aggregates mentioned above and, in addition, by the enterprise size classes referred to above.

For the quantitative sales and purchases variables, estimates should be made for the total value of sales and purchases for the economic sectors and size classes sample. Results should be sent to Eurostat in the format of the tabulation scheme provided by Eurostat. If possible, data should be provided in the second quarter 2002 for publication in the third quarter.

## NACE breakdown for e-commerce survey 2002

Data should be representative and provided in tabulated form for 13 NACE groups

	Aggregation of NACE subsections or two digits
1.	DA+DB+DC+DD+DE
2.	DF+DG+DH
3.	DI+DJ
4.	DK+DL+DM+DN
5.	50
6.	51
7.	52
8.	55.1+55.2
9.	60+61+62+63
10.	64
11.	67
12.	72
13.	70+71+73+74

### optional

14.	22
15.	45
16.	65+66
17.	92

# List of questions for Eurostat survey on e-commerce 2002

(version 1/12/2001)

Module A: General information about ICT systems			
<b>A1. Does your enterprise use computers?</b> (Filter question)	Yes	No → end of the survey	
<b>A2. Share of total number of employees using computers in their normal work routine (at least once a week):</b>			
a) All computers	%		
b) Computers connected to the www (Internet)	%		
<b>A3. Does your enterprise use or plan to use ICT in the following areas?</b> (Multiple choice)	Year 2001	Year 2002	Do not know/do not plan to use
a) E-mail (including e-mails reached by any means)			
b) Intranet			
c) Extranet (see attached glossary for definition)			

Module B: Use of Internet (asking enterprises with ICT)			
<b>B1. Does your enterprise use or plan to use Internet?</b> (Filter question)	Year 2001	Year 2002	Do not know/do not plan to use
		→ Go to D1	
<b>B2. Type of external connection to the Internet in 2001?</b> (Multiple choice)			
a) Mobile phone (optional)			Do not know
b) Modem (analogue)			
c) ISDN			
d) xDSL (ADSL, SDSL etc.)			
e) Other fixed connection < 2 MBps (optional)			
f) Other fixed connection >= 2MBps (e.g. frame relay/other broadband network service)			
<b>B3. For what purposes does your enterprise use the Internet?</b> (as consumer of Internet services) (Multiple choice)			
a) Market monitoring (e.g. prices)			
b) Receiving digital products			
c) Obtaining after sales services			
d) Banking and financial services			
<b>B4. Does the enterprise have a Web site or homepage?</b> (Filter question)	Yes	No → Go to C1	
<b>B5. Does the enterprise web site include information in foreign languages?</b>	Yes	No	
<b>B6. For what purposes does your enterprise use the Internet?</b> (as provider of Internet services) (Multiple choice)			
a) Marketing the enterprise's products			
b) Facilitating access to product catalogues and price lists			
c) Delivering digital products			
d) Providing after sales support			
e) Providing mobile Internet services			
<b>B7. Is the enterprise web site specifically designed to be accessible by disabled persons ? (optional question)</b>	Yes	No	

Module C: E-commerce via Internet (asking enterprises with Internet access)					
Purchases via Internet					
C1.	Has the enterprise purchased products/services via the Internet in 2001? (Filter question)	Yes	No ↓	Do not know ↓	
		→ Go to C6			
C2.	What percentage of the total purchases (in monetary terms, excluding VAT), would you estimate, did the Internet purchases represent in 2001?	%		Do not know	
C3.	Has the enterprise paid on-line for any products/ services purchased on the Internet in 2001? <i>Optional question</i>	Yes	No	Do not know	
C4.	Has the enterprise purchased products via specialised B2B Internet market places in 2001?	Yes	No	Do not know	
C5.	Expected benefits from Internet purchases (Multiple choice) <i>Optional question</i>	Much imp.	Some imp.	Not important	Do not know
	a) To reduce transaction costs				
	b) To reduce prices				
	c) Increased access to, and awareness of, suppliers				
	d) To reduce inventories				
	e) To speed up business processes				

Sales via Internet					
C6.	Has the enterprise received orders via the Internet? (via a form on the web; doesn't include orders via manually typed e-mail) (Filter question)	Since before 2001	Since 2001	No ↓	Do not know ↓
		Go to C13			
C7.	What percentage of the total turnover (in monetary terms, excluding VAT) did Internet sales represent in 2001?	%		Do not know	
C8.	What percentage of all Internet sales did sales to other enterprises (B2B) and sales to end consumers (B2C) represent in 2001?	B2B %	B2C %	Do not know	
C9.	Breakdown of Internet sales in 2001 by destination (estimates in percentage, in monetary terms)	Own country %	Other EU <sup>1</sup> countries %	Rest of the world %	Do not know
C10.	Has the enterprise received on-line payments for Internet sales in 2001?	Yes	No	Do not know	
C11.	Is your enterprise targeting markets in other countries via Internet sales? <i>Optional question</i>	Yes	No	Do not know	
C12.	Has the enterprise sold products to other enterprises via a presence on specialised B2B Internet market places in 2001?	Yes	No	Do not know	
C13.	Did your systems for accepting electronic orders or placing electronic orders link automatically with any of the following in 2001? <i>Optional question</i>	Yes	No		
	a) Your suppliers' business systems				
	b) Re-ordering replacement supplies				
	c) Your customers' business systems				
	d) Invoicing and payment systems				
	e) Your production or service operation				
	f) Your logistics systems (incl. Electronic delivery)				
	g) Your marketing operations				

<sup>1</sup> The EU countries are: Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, Netherlands, Austria, Portugal, Finland, Sweden and United Kingdom.

<b>C14. Motivations for Internet sales (Multiple choice)</b>	Much imp.	Some imp.	Not important	Do not know
<b>Optional question</b>				
a) Company image considerations				
b) To reduce business costs				
c) To speed up business processes				
d) To improve quality of services				
e) To reach new customers				
f) To launch new products / services				
g) To keep pace with competitors				
h) To expand the market geographically				

<b>Module D: E-commerce via EDI or networks other than Internet.</b> (asking enterprises with ICT)				
<b>D1. Did the enterprise use EDI or networks other than Internet in 2001? (Filter question)</b>	Yes	No	Do not know	
a) for purchases				
b) for sales				
<b>D2. Which technology did you use in 2001? (Multiple choice)</b>	EDI	Minitel	Other	Do not know
<b>Optional question</b>				
<b>D3. What percentage of the total purchases (in monetary terms) did the purchases via EDI or networks other than Internet represent in 2001? (estimate in %)</b>	%		Do not know	
<b>D4. What percentage of the total sales (in monetary terms) did the sales via EDI or networks other than Internet represent in 2001? (estimate in %)</b>	%		Do not know	

<b>Module E: Barriers on e-commerce</b>				
<b>E1. Problems and barriers related to on-line sales (Multiple choice)</b>	Much imp.	Some imp.	Not important	Do not know
a) Products / services of enterprise not suitable for sales by the Internet				
b) Customers or other enterprises not ready to use Internet commerce				
c) Security problems concerning payments				
d) Uncertainty concerning legal framework for e-commerce (e.g. contracts, terms of delivery and guarantees)				
e) Logistical problems				
f) other, (please specify.....)				

<b>Module X Background information</b> (X1-X4) available in some countries from SBS and thus not to be included; latest available information should be provided	
<b>X1. Activity of the enterprise</b>	
<b>X2. Number of employees</b>	
<b>X3. Total purchases of goods and services (in value terms, excluding VAT)</b>	
<b>X4. Total turnover (in value terms, excluding VAT)</b>	

## Glossary

<b>ADSL</b>	Asymmetric Digital Subscriber Line. One of the DSL techniques
<b>B2B</b>	Business-to-Business transactions conducted over IP based networks and over other computer-mediated networks.
<b>B2C</b>	Transactions conducted between Business and private Consumer over IP based networks and over other computer-mediated networks.
<b>Computer-mediated networks other than Internet</b>	EDI, Minitel or interactive telephone systems
<b>Digital products or services</b>	Goods/services that can be ordered and delivered directly to a computer over the Internet, e.g. music, videos, games, computer software, online newspapers, consulting services, etc.
<b>Electronic commerce (e-commerce)</b>	Transactions conducted over Internet Protocol-based networks and over other computer-mediated networks. The goods and services are ordered over those networks, but the payment and the ultimate delivery of the good or service may be conducted on or off-line. Orders received via telephone, facsimile and non-interactive e-mails are not counted as electronic commerce.
<b>EDI</b>	Electronic Data Interchange. Data interchange in structured form (EDIFACT) between businesses.
<b>E-mail</b>	Electronic transmission of messages, including text and attachments, from one computer to another located within or outside of the organisation. This includes electronic mail by Internet or other computer networks.
<b>Extranet</b>	A secure extension of an Intranet that allows external users to access some parts of an organisation's Intranet
<b>ISDN</b>	Integrated Services Digital Network
<b>Internet</b>	Relates to Internet Protocol based networks: www, Extranet over the Internet, EDI over the Internet, Internet-enabled mobile phones.
<b>Intranet</b>	An internal company communications network using Internet protocol allowing communications within an organisation
<b>Mobile Internet services</b>	Internet services available via a wireless terminal (Mobile phone, Personal Digital Assistant, PC device or custom terminal) and using Wireless Application Protocol (WAP) or General Packet Radio Service (GPRS). WAP is a protocol that makes it possible to adapt Internet formats to the characteristics of GSM handsets. GPRS is a packet-switched technology that makes it possible to send/receive blocks of data from/to a mobile phone.
<b>Modem</b>	Device that modulates outgoing digital signals from a computer or other digital device to analogue signals for a conventional copper twisted pair telephone line and demodulates the incoming analogue signal and converts it to a digital signal for the digital device.
<b>On-line payment</b>	An on-line payment is an integrated ordering -payment transaction.
<b>Specialised Internet market places</b>	Web site where several enterprises are represented, which market a specific type of goods/services or aim at limited groups of customers.
<b>xDSL</b>	Digital Subscriber Line. DSL technologies are designed to increase bandwidth available over standard copper telephone wires. Includes IDSL, HDSL, SDSL, ADSL, RADSL, VDSL, DSL-Lite.
<b>Web site</b>	Location on the World Wide Web identified by a Web address. Collection of Web files on a particular subject that includes a beginning file called a home page. Information is encoded with specific languages (Hypertext mark-up language (HTML), XML, Java) readable with a Web browser, like Netscape's Navigator or Microsoft's Internet Explorer.

### ANNEX 3: Treatment of the financial intermediation sector, section J

1. The financial sector comprises the Nace divisions :

Nace 65 Financial intermediation, except insurance and pension funding

Nace 66 Insurance and pension funding, except compulsory social security

Nace 67 Activities auxiliary to financial intermediation

2. Most of the variables in the survey are applicable to enterprises in the financial sector. The exceptions are the important quantitative ones C7-C9 and D4 which involve the notion of turnover.

3. There are two issues that have been raised in the discussions with Member States concerning turnover. Firstly, turnover is not a well defined concept for this sector, or to be more precise, it is not well defined for Nace 65 and 66. The enterprises within Nace 67 receive commissions for the services they render and their turnover is therefore not different from that of any other service provider. For Nace 66, the Structural Business Statistics regulation proposes "gross premiums written" as the substitute for turnover.

4. For Nace 65, the industry makes a good part of its living by attracting bank deposits and lending them out at a higher rate of interest. One measure of the importance of the Internet is the share of deposits whose owners have actually made transactions over the Internet, in, say, the last 12 months. However this ratio is not comparable to variable C7 collected for other industries. To be able to calculate it, a substitute for turnover is needed. In our e-mail of 31<sup>st</sup> October, Eurostat proposed the definition of production value being considered by the Structural Business Statistics Working Group:

#### **Production value**

**Definition A:** This variable is calculated as follows: Interest receivable and similar income (42 110) less Interest payable and similar charges (42 120) plus Commissions receivable (42 140) plus Income from shares and other variable-yield securities (42 131) plus Net profit or net loss on financial operations (42 200) plus Other operating income (42 310).

**Comments:** Specific calculation method for 'monetary intermediation services'. The production value is the sum of all the items related to the services produced by the credit institutions (excluding direct investments and capital gains).

5. Sweden pointed out that this definition is probably too complex for the purposes of the survey, since it is addressed to the ICT manager. After discussion with Sweden and other MS, and consultation within Eurostat, the following substitute for turnover might be considered:

**Definition B:** "Gross income (including interest and commission received) less interest payable and similar charges "

6. On the other hand, although enterprises belonging to Nace 65 may be able to supply data for Definition B turnover for their total income, it is not so clear that they could easily provide their turnover related to internet sales. This is linked to a second problem, which was raised by France in connection with the turnover of enterprises in Nace divisions 65 and 66. It is common for the products of these sectors (for example loans, mortgages, insurance policies) to be "sold" at one point in time, but for the payments made by customers to be spread over several years. This may make it difficult for enterprises to calculate the value of gross income from internet sales, the numerator of variable C7. One alternative might be to consider a special definition for these Nace divisions. Variable C7 could be redefined in this case to be the percentage of gross income (gross premiums written) from new business transacted during the period (e.g. the calendar year) represented by business generated directly via the internet. The disadvantage of this approach is that the denominator is not collected in the annual SBS survey.

7. To sum up, the variables C7-C9 and D4 are difficult to define for Nace 65 and 66 in a way that would give satisfactory results. There is a need for further reflection on the most suitable way of measuring the importance of internet business for these industries. We would suggest that for the 2002 survey, the inclusion of Nace 65 and 66 is optional, and countries can just focus on Nace 67 (which is more straightforward).