

Eurostat model for a Community survey on ICT usage and e-commerce in enterprises 2004 (Final Version 10 of 13 November 2003)

General outline of the survey

Sampling unit: Enterprise (NACE sections: D, F, G, H [partially], I, K, 92 [partially], optional: E, 93)
Questionnaires should be sent to IT manager of company

Survey period: First quarter 2004

Reference period: Year 2003 for the % of sales/orders data and where specified.
January 2004 for the other data

Questions to be included: At least the non-optional questions relating to eEurope 2005 benchmarking indicators that are marked with an asterisk (*). Member States can include additional questions.

Layout of questionnaire: The layout of the questionnaire is up to the contracting country. However, countries should follow the order of the list of variable enclosed, if possible. The economic background data should be placed at the end of the questionnaire. Every effort should be made to obtain them from the most recent SBS survey.

Sample size, stratification: the survey should provide **representative results for**

- NACE D for an aggregation of subsections into 4 (5) groups:
 - a) DA, DB, DC, DD, DE, b) DF, DG, DH, c) DI, DJ, d) DK, DL, DM, DN
 - (e) optional: separate NACE 22
- NACE E (optional) at a section level
- NACE F at a section level
- NACE G at a two digit level
- NACE H at a level of two digit aggregates (55.1+55.2, optional: 55.3-5)
- NACE I at a level of two digit aggregates (60-63 and 64)
- NACE K at a level of two digit aggregates (72 and rest)
- NACE 92 (92.1 and 92.2, optional: 92.3-7), optional : 93

NACE breakdown for e-commerce survey 2004:

(unit: enterprise; all variables)

Data should be representative and provided in tabulated form for 14 NACE groups

	Aggregation of NACE activities
1.	DA+DB+DC+DD+DE
2.	DF+DG+DH
3.	DI+DJ
4.	DK+DL+DM+DN
5.	45
6.	50
7.	51
8.	52
9.	55.1+55.2
10.	60+61+62+63
11.	64
12.	72

13.	70+71+73+74
14.	92.1+92.2

optional

17.	22
18.	40+41
19.	55.3+55.4+55.5
20.	92.3 to 92.7
21.	93

Size class breakdown

(unit: enterprise; level of activity breakdown: the aggregate of all mandatory NACE aggregates [1. to 14. mentioned above]; all variables):

Persons employed:

Obligatory: 10-49 (small enterprises)

50- 249 (medium enterprises)

250+ (large enterprises)

10+

Optional: 1-4

5-9

NACE subsections and enterprise size classes are not required to be cross-tabulated.

Geographic breakdown (optional):

Unit: enterprise;

Activity level breakdown: aggregate of all mandatory NACE aggregates [1. to 14. above];

All variables;

Size class: aggregate of 10-249 persons employed (small and medium enterprises);

Geographic breakdown: objective 1, non-objective 1 (see attachment to the glossary).

Weighting of results: Results should in general be weighted by number of enterprises.

Turnover/orders weighting should be in addition used for turnover/orders related questions (turnover: C6, C7, C8, D4, orders: C2, D3: if possible order weighting, otherwise turnover weighting).

Employment weighting should be applied in addition to enterprise weighting for question A2, A3, 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.

Glossary

Interviewer instructions A glossary and interviewer instructions linked to the questionnaire should be developed.

Tabulation scheme Eurostat will prepare a tabulation scheme for reporting back results.

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 orders variables, estimates should be made for the total value of sales and orders for the economic sectors and size classes sample. Results should be sent to Eurostat in the format of the tabulation scheme provided by Eurostat.

Reporting of results to Eurostat

The following reports should be provided to Eurostat in **English** except where otherwise specified. **Delivery dates: see contract annex 1.**

Questionnaire in national language (in computer readable form), and, if available, in English; interviewer instructions; sample design, stratification, sampling universe, sample size, survey type, scope (NACE, enterprise size classes, NUTS regions); if survey is embedded in another survey vehicle, indication where it is inserted; pre-testing scheme and results of pre-tests, response rates, problems encountered, lessons to be learnt; **calendar for data release.**

Tabulated data

Submission of data in tabulated, computer readable form to Eurostat **until 15 October 2004 at the latest**, in the format of the tabulation scheme provided by Eurostat.

Draft Final report

Should include:

Methodology followed, gross/net sample size, sample design, sampling frame, stratification, information on reliability and confidence levels of the data, survey type, scope (NACE, enterprise size classes, geographic breakdown); response rates, if possible broken down by variable, data treatment (weighting, grossing up), quality arrangements; analysis of key results, including problems encountered with the survey, backed up by tables and graphs.

The draft final report should be of at least 10 pages.

Final Report

Should follow the former draft and include, if necessary, revisions following an intensive discussion of the results with Eurostat.

Eurostat model questionnaire for a Community survey on ICT Usage in Enterprises 2004

(Version 10; questions relating to eEurope benchmarking indicators are marked with an asterisk *)

Module A: General information about ICT systems			
A1. Does your enterprise use computers? (Filter question)	Yes	No → end of the survey	
A2*. Share of total number of employed persons using computers in their normal work routine (at least once a week):			
a) All computers	%		
b) Computers connected to the World Wide Web (Internet)	%		
A3*. Does your enterprise have employed persons who regularly work part of their time (half a day per week or more) away from your premises and who access the enterprise's IT system from where they are working?	Yes	No	
A4*. Does your enterprise have the following information and communication technologies? (Multiple choice)	Yes	No	
a) Intranet			
b) LAN			
c) - of which Wireless LAN			
d) Extranet			
A5. Does your enterprise have dedicated IT systems for managing orders? (Filter question)	Yes	No → Go to B1	
A6*. Do your IT systems for managing orders link automatically with any of the following IT systems? (Multiple choice)	Yes	No	
a) Internal system for re-ordering replacement supplies			
b) Invoicing and payment systems			
c) Your system for managing production, logistics or service operations			
d) Your suppliers' business systems (for suppliers outside your enterprise group)			
e) Your customers' business systems (for customers outside your enterprise group)			

Module B: Use of Internet (asking enterprises with ICT)			
B1*.	Does your enterprise have access to Internet? (Filter question)	YES	NO → Go to D1
B2*.	Type of external connection to the Internet in January 2004? (Multiple choice)	Yes	No
	a) Modem (dial-up access over normal telephone line)		
	b) ISDN connection		
	c) DSL (xDSL, ADSL, SDSL etc) < 2Mb/sec		
	d) DSL (xDSL, ADSL, SDSL etc) ≥ 2Mb/sec		
	e) Other broadband connection (e.g. cable etc)		
	f) Wireless connection (e.g. satellite, mobile phone)		
B3*.	For what purposes does your enterprise use the Internet? (as consumer of Internet services) (Multiple choice)		
	a) Banking and financial services		
	b) Training and education		
	c) Market monitoring (e.g. prices) (optional)		
	d) Receiving digital products (optional)		
	e) Obtaining after-sales service (optional)		
B4*.	Does the enterprise use the Internet for interaction with public authorities? (Filter question)	Yes	No → Go to B5
	If yes, please specify the interactions (Multiple choice)	Yes	No
	a) For obtaining information		
	b) For obtaining forms, e.g. tax forms		
	c) For returning filled in forms, e.g. provision of statistical information public authorities		
	d) For full electronic case handling, e.g. return filled tax form and include electronic payment		
B5*.	Does the enterprise have a Web site or home page? (Filter question)	Yes	No → Go to B7
B6.	Facilities of the website of your enterprise (optional) (your enterprise as provider of Internet services) (Multiple choice)		
	a) Marketing the enterprise's products		
	b) Facilitating access to product catalogues and price lists		
	c) Customised page for repeat clients		
	d) Delivering digital products		
	e) Providing after sales support		
	f) Providing mobile Internet services		
B7*.	Which of the following security facilities does your enterprise use? (Multiple choice)	Yes	No
	a) Virus checking or protection software		
	b) Firewalls (software or hardware)		
	c) Secure servers		
	d) Off-site data backup		
	e) Electronic digital signature as customer's authentication mechanism		
	f) Other authentication mechanism (e.g. PIN code)		
	g) Data encryption for confidentiality		

B8*	Has the enterprise updated any of its security facilities (e.g. virus protection software) in the last 3 months? (This includes automatic updates).	Yes	No
B9*	Did your enterprise encounter ICT related security problems in the last 12 months? (Filter question)	Yes	No → Go to C1
B10*	If your enterprise encountered ICT related security problems in the last 12 months, please indicate the problems (Multiple choice)	Yes	No
	a) Computer virus attack resulting in loss of information or working time		
	b) Unauthorised access to enterprise computer systems or data		
	c) Blackmail or threats to the enterprise data or software		

Module C: e-commerce via Internet

(asking enterprises with Internet access)

Orders via Internet

C1*	Has the enterprise ordered products/services via the Internet during 2003	Yes	No → Go to C5		
C2*	Indicate for 2003 either a) the percentage of the Internet orders in relation to the total orders (in monetary terms, excluding VAT), or	< 1%	≥1 - <10%	≥10 - <25%	> 25%
	b) the volume of the Internet orders (in monetary terms, excluding VAT)				
C3.	Has the enterprise paid on-line for any products/ services ordered on the Internet in 2003? <i>Optional question</i>	Yes	No		
C4.	Has the enterprise ordered products via specialised Internet market places in 2003? <i>Optional question</i>	Yes	No		

Sales via Internet

C5*	Has the enterprise received orders via the internet in 2003 (excluding manually typed e-mails)? (Filter question)	Yes	No → Go to D1		
C6*	What percentage of the total turnover in 2003 (in monetary terms, excluding VAT) did revenues from these orders represent in 2003?	%			
C7.	What percentage of all Internet sales did sales to other enterprises (B2B) and sales to end consumers (B2C) represent in 2003?	B2B %	B2C %		
C8.	Breakdown of Internet sales in 2003 by destination (estimates in percentage, in monetary terms)	Own country %	Other EU ¹ countries %	Rest of the world %	
C9*	Has the enterprise received on-line payments for Internet orders in 2003?	Yes	No		
C10*	Has the enterprise sold products to other enterprises via a presence on specialised Internet market places in 2003?	Yes	No		
Perceived benefits					
C11.	How important were the benefits gained in the areas below, in your opinion, through making sales via the Internet? Please indicate use the following scale of importance (Multiple choice; <i>Optional question</i>)	1 = most important 2 = very important 3 = of some importance 4 = of no importance			
	a) Improving company image				
	b) reducing business costs				
	c) speeding up business processes				
	d) improving quality of services				
	e) reaching new customers				
	f) launching new products / services				
	g) keeping pace with competitors				
	h) expanding the market geographically				
	i) targeting customers individually (customisation)				

¹The EU countries: Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, Netherlands, Austria, Portugal, Finland, Sweden, UK

Module D: E-commerce via EDI or networks other than Internet. (asking enterprises with ICT)			
D1*.	Did the enterprise use EDI or networks other than Internet during 2003? (Filter question)	Yes	No → Go to E1
	a) for at least 1% of total orders (in monetary terms, excluding VAT)?		
	b) for at least 1% of total sales (in monetary terms, excluding VAT)?		
D2.	Which technology do you use? (Multiple choice) <i>Optional question</i>	EDI	Minitel Other
D3.	What percentage of the total orders (in monetary terms) did the orders via EDI or networks other than Internet represent in 2003? (estimate in %) <i>Optional question</i>	%	
D4*.	What percentage of the total turnover (in monetary terms) did the sales via EDI or networks other than Internet represent in 2003? (estimate in %)	%	

Module E: Confidence building practices for Internet-commerce <i>(optional)</i>			
E1.	Does your enterprise use one of the following practices and informs about this on its website?	Yes	No
	a) Trustmarks		
	b) Alternative dispute resolution mechanisms (resolution via an impartial outsider)		
	c) Customer service/ complaints mechanisms		

Module F: Barriers to Internet sales <i>(optional)</i>	
F1.	How important in your opinion were the following in limiting sales via the Internet? Please indicate using the following scale of importance: (Multiple choice)
	1 = most important 2 = very important 3 = of some importance 4 = of no importance
	a) Products / services of enterprise not suitable for sales by the Internet
	b) Customers or other enterprises not ready to use sales via Internet
	c) Security problems concerning payments
	d) Uncertainty concerning legal framework for Internet sales (e.g. contracts, terms of delivery and guarantees)
	e) Logistical problems
	f) Other (please specify ...)

Module X Background information (X1-X5) available in some countries from SBS and thus not to be included; latest available information should be provided		
X1.	Activity of the enterprise	
X2.	Number of employed persons	
X3.	Total orders of goods and services (in value terms, excluding VAT)	
X4.	Total turnover (in value terms, excluding VAT)	
X5	Location² (Objective 1/ non-Objective 1 region)	(DK and L have no objective 1 regions)

² See list of Objective 1 regions following glossary

Glossary

Alternative dispute resolution mechanism (ADR)	Out-of-court dispute settlement process such as mediation, conciliation, arbitration. The aim is to contribute to fostering consumer confidence without unnecessarily burdening business. In particular relevant for cross-border electronic commerce.
B2B	Business-to-Business transactions conducted over IP based networks and over other computer-mediated networks.
B2C	Transactions conducted between Business and private Consumer over IP based networks and over other computer-mediated networks.
Broadband	No generally accepted definition of broadband can be given. Common definitions refer to either: a) the connection speeds measured in kbps or mbps (in at least the downstream direction) or bandwidth measured by the amount of digital bits that one can transmit per second, measured in kbps or mbps; b) the type of connection, of which the following provide broadband access: xDSL (ADSL, SDSL, etc), Cable TV network (cable modem), UMTS (mobile phone), or other (e.g. satellite, fixed wireless); c) the content that is provided with the examples of high definition movie trailers, short films, flash animation, three dimensional video games, video on demand, internet radio, streaming video, video conferencing and so on.
Computer-mediated networks other than Internet	EDI, Minitel or interactive telephone systems
Digital products or services	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.
DSL (Digital Subscriber Line)	A high-bandwidth (broadband), local loop technology to carry data at high speeds over traditional (copper) telephone lines.
xDSL, ADSL etc.	DSL technologies designed to increase bandwidth over standard copper telephone wires; includes ADSL (Asymmetric Digital Subscriber Line) etc.
Electronic commerce (e-commerce)	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, or manually typed e-mails are not counted as electronic commerce.
EDI	Electronic Data Interchange. Data interchange in structured form (EDIFACT) between businesses.
E-mail	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.
Extranet	A secure extension of an Intranet that allows external users to access some parts of an organisation's Intranet
ISDN	Integrated Services Digital Network
Internet	Relates to Internet Protocol based networks: www, Extranet over the Internet, EDI over the Internet, Internet-enabled mobile phones.
Intranet	An internal company communications network using Internet protocol allowing communications within an organisation
LAN (Local Area Network)	A network for communication between computers confined to a single building or in closely located group of buildings, permitting users to exchange data, share a common printer or master a common computer, etc.
Mobile Internet services	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.
Modem	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.
On-line payment	An on-line payment is an integrated ordering -payment transaction.
Specialised Internet market places	Web site where several enterprises are represented, which market a specific type of goods/services or aim at limited groups of customers.
Trustmarks	A label on a web site indicating that an organization agrees to comply with a number of best business practices, including redress mechanisms. Essentials of trustmarks are: Label, Code of Conduct/Principles, Enforcement, Redress. The aim is to win the trust of the consumer.
Web site	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.
xDSL	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.

Objective 1 regions: (NUTS regions in relation to objective 1 zones following revision of NUTS regions July 2003, including phasing out objective 1 regions, marked in italic - these are phased out either at the end of 2005 or at the end of 2006)

Belgium: *Hainaut*

Germany: Brandenburg Nord-Ost, Brandenburg Süd-West, Mecklenburg-Vorpommern, Chemnitz, Dresden, Leipzig, Dessau, Halle, Magdeburg, and Thüringen, *Berlin (part: former East Berlin)*

Greece: the whole country

Spain: Galicia, Principado de Asturias, Castilla y Leon, Castilla-La Mancha, Extremadura, Comunidad Valenciana, Andalucía, Región de Murcia, Ceuta, Melilla and Canarias, *Cantabria*

France: Guadeloupe, Martinique, French Guyana and Réunion, *Corse, Nord - Pas-de-Calais (parts: arrondissements Avesnes, Douai, Valenciennes)*

Italy: Campania, Puglia, Basilicata, Calabria, Sicilia and Sardegna, *Molise*

Ireland: Border Midlands and Western, *Southern and Eastern*

The Netherlands: *Flevoland*

Austria: Burgenland

Portugal: Norte, Centro (parts: Baixo Vouga, Baixo Mondego, Pinhal Litoral, Pinhal Interior Norte, Dão-Lafões, Pinhal Interior Sul, Serra da Estrela, Beira Interior Norte, Beira Interior Sul, Cova da Beira), Alentejo (parts: Alentejo Litoral, Alto Alentejo, Alentejo Central, Baixo Alentejo), Algarve, Açores; Madeira, *Lisboa, Centro (parts: Oeste, Médio Tejo), Alentejo (part: Lezíria do Tejo).*

Finland: Itä-Suomi (all), Länsi-Suomi (part: northern part of Keski-Suomi), Pohjois-Suomi (parts: all of Lappi, part of Pohjois-Pohjanmaa, eastern part of Keski-Pohjanmaa)

Sweden: Norra Mellansverige (parts: northwestern part of Gävleborgs län, northern and western parts of Dalarnas län, northern part of Värmlands län), Mellersta Norrland (all, but coastal part is under the "Special Programme") and Övre Norrland (all, but coastal part is under the "Special Programme")

United Kingdom: South Yorkshire, West Wales and the Valleys, Cornwall and Isles of Scilly and Merseyside, *Highlands and Islands, Northern Ireland*

Countries with no objective 1 regions: Denmark, Luxembourg

The list of objective 1 regions was published in OJ L 194 p. 53 of 27.7.1999, annexes 1 and 2

The list of NUTS regions as of 2003 was published in OJ L 154 p. 1 of 21.6.2003