

Eurostat model for a Community Survey on ICT Usage and e-Commerce in Enterprises 2005

(Model Questionnaire version 3.1)

EUROSTAT MODEL FOR A COMMUNITY SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES

2005

General outline of the survey

Sampling unit:	Enterprise.
Scope / Target Population:	<p>Economic activity: Enterprises classified in the following NACE categories:</p> <ul style="list-style-type: none">- Section D;- Section F;- Section G;- Groups 55.1 and 55.2;- Section I;- Section K; and- Groups 92.1 and 92.2. <p><u>Optional:</u></p> <ul style="list-style-type: none">- Section E;- Groups from 55.3 to 55.5 inclusive;- Groups from 92.3 to 92.7 inclusive; and- Division 93. <p>Enterprise size: Enterprises with 10 or more persons employed; <u>Optional:</u> enterprises with number of persons employed between 1 and 9.</p> <p>Geographic scope: Enterprises located in the territory of the Country.</p>
Reference period:	Year 2004 for the % of sales/orders data and where specified. January 2005 for the other data.
Survey period:	First quarter 2005.
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:	<p>The sampling design and the resulting sample size should be appropriate for obtaining accurate, reliable and representative results on the variables and items in the model questionnaire. At least those related to the eEurope Benchmarking Indicators (listed in the Council Resolution of 18 February 2003 on the implementation of the eEurope 2005 Action Plan, Official Journal of 28/02/2003, C48 p. 2-9).</p> <p>This objective should be achieved for the overall proportions as well as for the proportions for the different breakdowns of the population defined below: NACE, size class and geographic. NACE breakdown and enterprise size class breakdown are not required to be cross-tabulated.</p> <p>This requirement aims at ensuring the collection of a complete dataset – without empty, confidential or unreliable cells - for these indicators.</p>

NACE breakdown:

(To be applied to: all variables; enterprises with 10 or more persons employed; whole territory of the Country.)

Data should be broken down by the following NACE aggregates:

- 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:

(To be applied to: all variables; aggregate of all mandatory NACE aggregates [1 to 14 defined above]; whole territory of the Country.)

Data should be broken down by the following size classes of the number of persons employed:

- 1 10 or more
- 2 10 - 49 (small enterprises)
- 3 50 - 249 (medium enterprises)
- 4 250 or more (large enterprises)

Optional:

- 5 1-4
- 6 5-9

Geographic breakdown (optional):

(To be applied to: all variables; aggregate of all mandatory NACE aggregates [1 to 14 defined above]; enterprises with 10 or more and less than 250 persons employed [small and medium enterprises as defined above].)

Data should be broken down by the following regional groups:

- 1 objective 1 regions
- 2 non-objective 1 regions

Note: See glossary for the list of objective-1 regions in each country.

Weighting of results:

Results should in general be weighted by number of enterprises.

Turnover/Purchases weighting should be additionally used for turnover/orders related questions (Turnover: C6, C7, C8, D4; Purchases: C2, D3: if possible purchases weighting, otherwise turnover weighting).

Weighting by the Number of Persons Employed should be additionally applied for questions A2, A3, B2 and 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 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.

2005

Reporting of results to Eurostat

The following deliverables should be provided to Eurostat in English except where otherwise specified.

Interim report:

The interim report should be submitted to Eurostat **before the start of the field work** (the actual data collection) and **at the latest on 16th February 2005**.

The interim report should include at least:

- Questionnaire in national language (in computer readable form) and , if available, in English;
- Explanatory notes attached to the questionnaire;
- Survey type and, if applicable, a description of the survey vehicle in which the survey is embedded;
- Pre-testing scheme and results of pre-tests;
- Sample design, stratification, sampling frame, sample size, scope (NACE, enterprise size classes, NUTS regions).

A template for the methodological reporting will be provided by Eurostat.

Data:

The data should be submitted to Eurostat before **5th October 2005**.

By this date, the dataset has to be finalised, validated and accepted in order to guarantee inclusion of the results in the report to the Spring Council.

The tabulated, computer readable transmission format should follow the tabulation scheme provided by Eurostat.

Final report:

The final report on the survey should be submitted to Eurostat before **1st of December 2005**.

The final report should include at least:

- Detailed response rates;
- Gross and net sample size (i.e. ex ante and ex post);
- Information on reliability and confidence levels of the data;
- Data treatment (weighting and grossing up);
- Dealing with non-response;
- Problems encountered and lessons to be learnt.

A template for the methodological reporting will be provided by Eurostat.

B4*.	Did your enterprise use the Internet for the following purposes, during January 2005? (as consumer of Internet services)	Yes	No
	a) Banking and financial services		
	b) Training and education		
	c) Market monitoring (e.g. prices)		
	d) Receiving digital goods or services		
	e) Obtaining after-sales service		
B5*.	Did your enterprise use the Internet for interaction with public authorities, during 2004? (Filter question)	Yes	No → Go to B7
B6*.	Did your enterprise interact with public authorities in the following ways, during 2004?	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 to public authorities		
	d) For full electronic case handling, e.g. return filled tax form and include electronic payment		
	e) Submitted a proposal in an electronic tender system (e-procurement) (Pilot question)		
B7*.	Did your enterprise have a Web Site / Home Page, during January 2005? (Filter question)	Yes	No → Go to B9
B8.	Did the Web Site of your enterprise provide the following facilities, during January 2005? (your enterprise as provider of Internet services)	Yes	No
	a) Marketing the enterprise's products		
	b) Facilitating access to product catalogues and price lists		
	c) Customised page for repeat clients		
	d) Delivering digital goods or services		
	e) Providing after sales support		
	f) Providing mobile Internet services		
B9*.	Did your enterprise use the following internal security facilities, during January 2005?	Yes	No
	a) Virus checking or protection software		
	b) Firewalls (software or hardware)		
	c) Secure servers (support secured protocols such as shttp)		
	d) Off-site data backup		
B10*.	Was it possible to communicate with your enterprise using the following security facilities, during January 2005?	Yes	No
	a) Electronic digital signature as customer's authentication mechanism		
	b) Other authentication mechanism (e.g. PIN code)		
	c) Data encryption for confidentiality		
B11*.	Did your enterprise update any of its security facilities (e.g. virus protection software) in the last 3 months? (This includes automatic updates).	Yes	No
B12*.	Did your enterprise encounter any ICT related security problems in the last 12 months? (Filter question)	Yes	No → Go to C1
B13*.	Did your enterprise encounter the following ICT related security problems in the last 12 months?	Yes	No
	a) Computer virus, worm or trojan 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 placed via Internet (Purchases)		
C1*.	Did your enterprise order products/services via the Internet, during 2004? (Filter question)	Yes No → Go to C5
C2*.	Please indicate for 2004 either	
	a) the percentage of the Internet orders in relation to the total purchases (in monetary terms, excluding VAT)	Less than 1%
		1% or more and less than 5%
	or	5% or more and less than 10%
		10% or more and less than 25%
		25% or more
	b) the volume of the Internet orders (in monetary terms, excluding VAT)	(National Currency)
C3.	Did your enterprise pay on-line for any products / services ordered via the Internet, during 2004?	Yes No
C4.	Did your enterprise order products via specialised Internet market places, during 2004?	Yes No
Orders received via Internet (Sales)		
C5*.	Did your enterprise receive orders via the internet, during 2004 (excluding manually typed e-mails)? (Filter question)	Yes No → Go to D1
C6*.	What percentage of the total turnover in 2004 (in monetary terms, excluding VAT) did revenues from these orders represent?	<input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> %
C7.	Please provide a percentage breakdown of all Internet sales in 2004, by type of client. (estimates in percentage of the monetary values)	
	a) B2B (Sales to other enterprises) and B2G (Sales to public authorities)	<input type="text"/> <input type="text"/> <input type="text"/> %
	b) B2C (Sales to private consumers)	<input type="text"/> <input type="text"/> <input type="text"/> %
	c) TOTAL	<input type="text"/> 1 <input type="text"/> 0 <input type="text"/> 0 %
C8.	Please provide a percentage breakdown of all Internet sales in 2004, by destination. (estimates in percentage of the monetary values)	
	a) Own country	<input type="text"/> <input type="text"/> <input type="text"/> %
	b) Other EU countries	<input type="text"/> <input type="text"/> <input type="text"/> %
	c) Rest of the world	<input type="text"/> <input type="text"/> <input type="text"/> %
	d) TOTAL	<input type="text"/> 1 <input type="text"/> 0 <input type="text"/> 0 %
C9*.	Did your enterprise receive any on-line payments for orders received via Internet, during 2004?	Yes No
C10*.	Did your enterprise sell any products to other enterprises via a presence on specialised Internet market places, during 2004?	Yes No
Perceived benefits		
C11.	How important to your enterprise were the following benefits of selling via the Internet, in 2004? Please indicate using the following scale of importance (Optional question)	Extremely Important Not important 3 2 1 0
	a) Improving company image	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	b) Reducing business costs	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	c) Speeding up business processes	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	d) Improving quality of services	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	e) Reaching new customers	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	f) Launching new products / services	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	g) Keeping pace with competitors	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	h) Expanding the market geographically	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	i) Targeting customers individually (customisation)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

Module D: E-commerce via EDI or networks other than Internet (asking enterprises with ICT)			
D1*.	Did your enterprise use EDI or networks other than Internet during 2004 ... (Filter question)	Yes	No → Go to E1
	a) for at least 1% of total purchases (in monetary terms, excluding VAT)?		
	b) for at least 1% of total turnover (in monetary terms, excluding VAT)?		
D2.	Which technology, other than Internet, did your enterprise use, during January 2005? (Multiple choice; Optional question)	EDI	Minitel Other
D3.	What percentage of the total purchases (in monetary terms) did the orders placed via EDI or networks other than Internet represent in 2004? Optional question	_ _ _ %	
D4.*	What percentage of the total turnover (in monetary terms) did the orders received via EDI or networks other than Internet represent in 2004?	_ _ _ %	

Module E: Confidence building practices for Internet-commerce (optional) (asking enterprises with a web-site - Question B8)			
E1.	Did your enterprise use the following practices and informs about this on its website, during January 2005?	Yes	No
	a) Trust marks		
	b) Alternative dispute resolution mechanisms (resolution via an impartial outsider)		
	c) Customer service/ complaints mechanisms		

Module F: Perceived barriers to Internet sales (optional)				
F1.	How important to your enterprise were the following barriers in limiting or preventing sales via the Internet, during 2004? Please indicate using the following scale of importance	Extremely Important	Not important
		3	2	1
				0
	a) Products / services of enterprise not suitable for sales by the Internet			
	b) Customers not ready to buy 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.	Main activity of the enterprise, during 2004
X2.	Average number of persons employed, during 2004
X3.	Total orders of goods and services (in value terms, excluding VAT), for 2004
X4.	Total turnover (in value terms, excluding VAT), for 2004
X5.	Location (Objective 1/ non-Objective 1 region), in 2004 <i>(DK and L have no objective 1 regions)</i>

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.
Electronic tender system ^(New)	
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