



Réunion d'experts sur la mesure du commerce électronique pour le développement de l'économie numérique

8-10 septembre 2003
Salle XXVI, Palais des Nations, Genève
www.unctad.org/ecommerce/

EUROSTAT: Community survey on ICT usage (e-commerce) of enterprises 2003

(Version of 6.11.2002, final)

General outline of the survey

- Sampling unit:** Enterprise (NACE sections: D, F, G, H, I, J, K, 92 (partially), optional: E, 93)
Questionnaires should be sent to IT manager of company
- Survey period:** First quarter 2003
- Reference period:** Year 2002 for the % of sales/purchases data and where specified.
January 2003 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 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.
- 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 E (optional) at a section level
 - for NACE F at a section level
- for NACE G at a two digit level
- for NACE H at a level of two digit aggregates (55.1+55.2, optional: 55.3-5)
- for NACE J at a level of two digit aggregates (to be treated separately: for piloting)
- 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)
- for NACE 92 (92.1 and 92.2, optional: 92.3-7), optional : 93

NACE breakdown for e-commerce survey 2003:

(unit: enterprise; all variables)

Data should be representative and provided in tabulated form for 16 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.	45
6.	50
7.	51
8.	52
9.	55.1+55.2
10.	60+61+62+63
11.	64
12.	65+66
13.	67
14.	72
15.	70+71+73+74
16.	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 16. 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.

The sample size should be appropriate for obtaining representative results.
At least 2000 filled in questionnaires should be collected in total per country.
Countries should aim at a minimum response rate of 50%.

Geographic breakdown:

Unit: enterprise;

Activity level breakdown: aggregate of all mandatory NACE aggregates [1. to 16. above];

All variables;

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

Geographic breakdown: objective 1, non-objective 1.

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: C6, C7, C8, D4, purchases: C2, D3: if possible purchase weighting, otherwise turnover weighting).

Employment weighting should be applied in addition to enterprise weighting for question A2, A3, A5 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 third quarter 2003 and at latest by 15 October 2003.

Reporting of results to Eurostat

The following reports should be provided to Eurostat

Before sending out the questionnaires

Inception report

Questionnaire in national language (in computer readable form), and, if available, in English. Interviewer instructions. Timetable for survey, sample design, stratification, sampling universe, sample size, survey type, scope (NACE, enterprise size classes). If survey is embedded in another survey vehicle, please indicate where it is inserted.
Pretesting scheme; results of pretests, if used.

2 months after carrying out survey

Interim report

Response rates, problems encountered with survey, first lessons to be learnt. Calendar for data release.

4 months after carrying out survey

Tabulated data

Submission of data in tabulated, computer readable form to Eurostat according tabulation scheme provided by Eurostat.

6 months after carrying out survey

Final report

Final methodological report (at least 10 pages)

Questionnaire in national language (in computer readable form), and, if available, in English. Gross/net sample size, sample design, stratification, sample representativity, sampling frame, survey type, scope (NACE, enterprise size classes). Response rates, confidence levels, data treatment: (weighting, grossing up)

Analytical report

Report presenting key results of the survey (tables, graphs and text, at least 10 pages)

Questionnaire for Eurostat survey on ICT Usage of Enterprises 2003

(version 6/11/2002; new or modified questions compared to 2002 are marked in blue; 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 use electronic networks to communicate with the enterprise's IT system?	Yes ?	No ?	
A4*. Does your enterprise use the following information and communication technologies? (Multiple choice, tick one box per row)	Yes (time of survey)	No	
a) Intranet	?	?	
b) LAN	?	?	
c) - of which Wireless LAN	?	?	
d) Extranet (<i>see attached glossary for definition</i>)	?	?	
A5. Do you have dedicated IT systems for managing orders or purchases? (Filter question)	Yes	No ? Go to B1	
A6*. Do your IT systems for managing orders or purchases link automatically with any of the following IT systems?	Yes	No	
a) Internal system for re-ordering replacement supplies	?	?	
b) Invoicing and payment systems	?	?	
c) Your system for managing production or service operations	?	?	
d) Your logistics systems (incl. Electronic delivery)	?	?	
e) Your marketing operations	?	?	
f) Your suppliers' business systems (for suppliers outside your enterprise group)	?	?	
g) Your customers' business systems (for customers outside your enterprise group)	?	?	

Module B: Use of Internet (asking enterprises with ICT)				
B1*.	Does your enterprise use or plan to use Internet? (Filter question)	Use now (time of survey) ?	Do not use now but plan to use in 2003 ? ? Go to D1	Do not use now ; don't plan to use 2003 ? ? Go to D1
B2*. Type of external connection to the Internet in January 2003? (Multiple choice)				
	a) Wireless connection (satellite, mobile phone)	?		Do not know ?
	b) Analogue modem (dial-up access over normal telephone line)	?		
	c) ISDN connection	?		
	d) Broadband	?		
	e) -of which xDSL	?		
B3*. For what purposes does your enterprise use the Internet? (as consumer of Internet services) (Multiple choice)				
	a) Information search (optional)	?		
	a) Market monitoring (e.g. prices) (optional)	?		
	b) Receiving digital products (optional)	?		
	c) Obtaining after sales services (optional)	?		
	d) Banking and financial services	?		
	e) Training and education	?		
B4*. Does the enterprise use the Internet for interaction with public authorities? (Multiple choice)				
	a) For obtaining information	?		
	b) For obtaining forms	?		
	c) For returning filled in forms	?		
	d) For full electronic case handling	?		
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)				
	a) Secure servers	?		
	b) Firewalls	?		
	c) Encryption for confidentiality	?		
	d) Off-site data backup	?		
	e) Authentication mechanism	?		
	Of which			
	e1) Electronic digital signature (as receiver)	?		
	e2) Other authentication mechanism (e.g. PIN code)	?		
	f) Virus checking or protection software	?		
	g) Subscription to a security service (e.g. virus protection or intrusion alert)	?		

B8*	Has the enterprise updated any of its security facilities (e.g. virus protection software) in the last 3 months?	Yes ?	No ?
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B9*.	Which of these security problems has the enterprise encountered in the last 12 months?	
	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)				
Purchases via Internet				
C1*.	Has the enterprise purchased products/services via the Internet during 2002 (at least 1% of total purchases)? (Filter question)	Yes ?	No ? ? Go to C5	Do not know ? Go to C5
C2.	What percentage of the total purchases (in monetary terms, excluding VAT), would you estimate, did the Internet purchases represent in 2002? Optional question	%		
C3.	Has the enterprise paid on-line for any products/ services purchased on the Internet in 2002? Optional question	Yes ?	No ?	
C4.	Has the enterprise purchased products via specialised Internet market places in 2002? Optional question	Yes ?	No ?	

Sales via Internet					
C5*.	Has the enterprise received orders via the internet in 2002 (excluding manually typed e-mails)? (Filter question)	Yes ?	No ? Go to D1?	Do not know ? ? Go to D1	
C6*.	What percentage of the total turnover in 2002 (in monetary terms, excluding VAT) did revenues from these orders represent in 2002?	%			
C7.	What percentage of all Internet sales did sales to other enterprises (B2B) and sales to end consumers (B2C) represent in 2002?	B2B %	B2C %		
C8.	Breakdown of Internet sales in 2002 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 sales in 2002?	Yes ?	No ?		
C10*.	Has the enterprise sold products to other enterprises via a presence on specialised Internet market places in 2002?	Yes ?	No ?		
C11.	Motivations for Internet sales (Multiple choice) Optional question	Much imp.	Some imp.	Not important	
	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	?	?	?	
	i) To target 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 2002? (Filter question)	Yes	No ? Go to E1	
	a) for purchases (for at least 1% of total purchases)	?	?	
	b) for sales (for at least 1% of total sales)	?	?	
D2.	Which technology do you use? (Multiple choice) Optional question	EDI ?	Minitel ?	Other ?
D3.	What percentage of the total purchases (in monetary terms) did the purchases via EDI or networks other than Internet represent in 2002? (estimate in %) Optional question		%	
D4*.	What percentage of the total turnover (in monetary terms) did the sales via EDI or networks other than Internet represent in 2002? (estimate in %)		%	

Module E: Confidence building practices for Internet-commerce				
E1.	Does your enterprise use one of the following practices and informs about this on its website?	Yes	No	Do not know
	a) Trustmarks	?	?	?
	b) Alternative dispute resolution mechanisms (resolution via an impartial outsider)	?	?	?
	c) Customer service/ complaints mechanisms	?	?	?

Module F: Barriers on Internet sales (optional question)				
F1.	Problems and barriers related to Internet sales (Multiple choice)	Much imp.	Some imp.	Not important
	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 purchases 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,L,NL have no objective 1 regions)

² See list of Objective 1 regions following Glossary

Glossary

ADSL techniques	Asymmetric Digital Subscriber Line. One of the DSL
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.
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
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 transaction.	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:

(including phasing out objective 1 regions, marked in italic)

Belgium: *Hainaut*

Germany: Brandenburg, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt and Thuringia, *East Berlin*

Greece: the whole country

Spain: Galicia, Principado de Asturias, Castille-Leon, Castille-La Mancha, Extremadura, Valencia, Andalusia, Murcia, Ceuta-Melilla and the Canary Islands, *Cantabria*

France: Guadeloupe, Martinique, French Guyana and Reunion, *Corsica, region bordering Hainaut*

Italy: Campania, Puglia, Basilicata, Calabria, Sicily and Sardinia, *Molise*

Ireland: the whole country

Austria: Burgenland

Portugal: the whole country

Finland: East Finland, Central Finland (parts of) and North Finland (parts of)

Sweden: North-Central (parts of), Central Norrland (parts of) and Upper Norrland (parts of)

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

Countries with no objective 1 regions: Denmark, Luxembourg, The Netherlands