



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

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Salle XXVI, Palais des Nations, Genève
www.unctad.org/ecommerce/

EUROSTAT: General outline for Eurostat's 2003 household surveys on ICT usage

- Main survey subject:** ICT usage of households and individuals
- Survey type:** Household survey
- Survey technique:** Recommended techniques: Face to face interviews (especially when fixed telephone penetration is low. However care should be taken to ensure a low rate of proxy response) or telephone surveys (in countries with a high telephone penetration. Care should be taken to ensure that mobile and ex-directory users in addition to fixed link users are sampled.)
- Sampling unit:** Households and individuals (questions A1-4 on the household level, questions A5 and modules B-D on an individual level) Individuals can be targeted when drawing the sample.
- Age limit:** Lower age limit: 16 years
Upper age limit: 74 years
Member States can widen these age bands but should report results outside these limits separately
- Geographic breakdown:** The survey should allow for a breakdown of results into three spatial categories: objective 1 regions/of which ultra-peripheral regions/other regions
- Survey period:** April/May 2003
- Reference period:** First quarter 2003

- Questions to be included:** At least the non-optional questions included in the Eurostat proposal enclosed. (Questions relating to the eEurope benchmarking exercise are marked with an asterisk, e.g. A2*. These are all mandatory.) Member States can include additional questions
- Scaling of questions:** The scaling of some of the multiple choice questions (e.g. great importance, some importance, no importance) is optional (in some countries this might be necessary for telephone interviews)
- Layout of questionnaire:** It is recommended to use the order and filtering shown in the list of variables enclosed. The questions in the national language should be sent to Eurostat early so that it can check for harmonisation across language versions.
- Sample size, stratification:** The sample size should be appropriate for obtaining representative results for the socio-demographic groups shown at the end of the list of variables and for Internet users specifically.
At least 4000 filled in questionnaires is recommended to be normally collected in total per country.
Pre-test: a small pre-test of the questionnaire should be carried out by participating countries. Eurostat encourages Member States with a common language to co-operate in pre-testing.
- Interviewer instructions questionnaire** A glossary and interviewer instructions linked to the questionnaire should be developed.
- Tabulation scheme** Eurostat will prepare a tabulation scheme for reporting back results.

Reporting of results to Eurostat

The following reports should be provided to Eurostat

Before carrying out the interviews

Inception report Questionnaire in national language (in computer readable form), and, if available, in English. Interviewer instructions. Timetable for survey, sample design, scope (age band), sampling universe, sample size, stratification, survey type. If survey is embedded in other survey vehicle like LFS, 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 (age classes). Response rates, proxy 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)

List of questions for Eurostat household surveys on ICT usage

(version 22/10/2002; new or modified questions compared to 2002 survey are marked in blue; questions relating to eEurope benchmark indicators are marked with an asterisk*)

Module A: Access to selected IC technologies

Questions directed to households

A1 Does the household or any member of it have any of the following? (Multiple choice)

a) Internet enabled mobile phone	
b) Other mobile phone	
c) TV	
If yes to c), does the household have	
c1) a digital TV	
c2) a satellite dish	
c3) cable TV	
g) DVD player	
h) Personal computer	
i) Handheld computer (palmtop)	
j) Car with a traffic navigation system	

A2* Does any member of this household have access to the world wide web (Internet) at home

(regardless of whether it is used)?

Yes ? No ? (? go to A5) Do not know ? ~~?~~ (? go to B1)

A3* On which of these devices is the Internet accessed at home? (Multiple choice)

a) Personal computer	
b) Handheld computer	
c) TV set (digital TV or set top box)	
d) Mobile phone alone (WAP, GPRS, UMTS)	
e) Games console	
f) Other means	
g) Don't know	

A4* What types of Internet connection are used ? (Multiple choice)

a) Dial-up telephone line (analogue, ISDN)	
b) TV set-top box/modem	
c) Broadband connection	
Of which (optional)	
c1) xDSL (ADSL, SDSL, etc)	
c2) Cable TV network (cable modem)	
c3) Mobile phone (UMTS)	
c4) Other (e.g. satellite, fixed wireless)	
d) LAN (Wireless or cable)	
e) Don't know	

? Go to question B1

The following questions are directed to individuals



A5 What are the main reasons for you not having access to the Internet at home? (Multiple choice)

(optional question)

a) Have access to Internet elsewhere	
b) Don't want Internet (because content harmful/not useful etc)	
c) Equipment costs too high	
d) Access costs too high (telephone etc.)	
e) Lack of skills	
f) Language barriers	
g) Physical disability	
h) Privacy or security concerns	
i) Other (Please, specify.....)	



Module B: Use of computers location, frequency of use, activities

B1 Have you ever used a computer?

Yes ?

No ? (? go to C1)

✍

✍

B2 Have you taken any training courses (of 1/2 day or longer) on any aspect of computer use?

(either in school or out of it)

In the last 12 months ?
training courses taken?

More than one year ago ?

No

B3 Which of the following computer related activities have you already carried out ? (Multiple choice)

a) Using icons and windowing interface to launch applications (e.g. Internet browser, word processor etc)	
b) Copying a file	
c) Using copy and paste tools to duplicate information within a document	
d) Using basic arithmetic formulas to add, subtract, multiply or divide figures in a spreadsheet	
e) Merging a mailing list with a letter document or a label document	
f) Creating a web page	
g) Writing a computer program	

B4 On average how often did you use a computer in the last 3 months?

At least once a workday	
At least once a week (but not every day)	
At least once a month (but not every week)	
Less than once a month	
Not used in last 3 months (? go to C1)	

B5 Where have you used a computer in the last 3 months? (Multiple choice)

a) At home	
b) At place of work (other than home)	
c) At place of education	
d) At other places	

Module C: Use of the Internet

C1 In the last 12 months, did you use the Internet?

Yes ?

No ? ~~?~~ (? end of survey) ~~?~~ ~~?~~

C2* In the last 12 months, have you encountered any of the following security problems through using the Internet?

a) Computer virus resulting in loss of information or time	
b) Fraudulent payment (credit or debit) card use	
c) Abuse of personal information sent on the Internet	

C3 In the last 3 months, did you use the Internet?

Yes ?

No ? ~~?~~ (? end of survey) ~~?~~ ~~?~~

C4* On average how often did you access the Internet in the last 3 months?

At least once a workday	
At least once a week (but not every day)	
At least once a month (but not every week)	
Less than once a month	

C5* Where have you accessed the Internet in the last 3 months (using a computer or any other means)? (Multiple choice)

a) At home	
b) At place of work (other than home)	
c) At place of education	
d) At other places	
Of which (optional)	
d1) Public Library	
d2) Postal Office	
d3) Public Office, town hall, government agency	
d4) Community or voluntary organisation	
d5) Internet Café	
d6) Neighbour, friend or relative's house	

C6 Approximately how many hours per week did you spend on the Internet at home or elsewhere (including work) in the last 3 months? (Note period of active usage by respondent, not simply time device was connected.)

Hours (per week)
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C7* In the last 3 months, have you taken any of the following security precautions?

a) Installed a virus checking program	
b) Updated a virus checking program	
c) Used online authentication (such as a password, PIN, or a digital signature) on the Internet	

Purpose and nature of activities on the Internet

C8* For which of the following activities did you use the Internet in the last 3 months?

Communication

a) Sending / receiving e-mails	
b) Telephoning over the Internet / Videoconferencing	
c) Other (use of chat sites etc.)	

Information search and on-line services

d) Finding information about goods and services	
e) Using services related to travel and accommodation	
f) Listening to Web radios / watching web television	
g) Playing/downloading games and music	
h) Reading/downloading online newspapers/news magazines	

Purchase and selling of goods and services, banking

i) Internet Banking	
j) Other financial services (e.g. share purchasing)	
k) Purchasing / ordering goods or services (excl. shares / financial services)	
l) Selling goods and services (e.g. via auctions)	

Interaction with public authorities

m) Obtaining information from public authorities web sites	
n) Downloading official forms	
o) Sending filled in forms	

Training and education

p) Formalised educational activities (school, university etc.)	
q) Post educational courses	
r) Other educational courses related specifically to employment opportunities	

C9* How frequently do you use the Internet for the following health related activities, either for yourself or for others?

	Daily	Weekly	Monthly	Sometimes	Ne
a) Seeking health information on injury, disease or nutrition					
b) Making an appointment online with a practitioner					
c) Requesting a prescription online from a practitioner					
d) Seeking medical advice online from a practitioner					

C10 Did you use the Internet for work related activities carried out outside the premises of your employer in the last 3 months?

Yes ?

No ? (? go to D1)

C11 Which ones ?

	At home	At other places outside employers premises
a) Finding information relating to your work or business		
b) Looking for a job / sending job applications		
c) Sending work to work place		
d) Accessing files on the employer's server		
e) Communication (exchanging and accessing e-mails)		
f) Other work related activities		

Module D: Internet commerce details: activities and barriers

D1* If you ordered goods or services over the Internet in the last 3 months (question C8(k)), was this for private use?

Yes ? (? go to question D4)

No ?

D2 Have you ever bought or ordered goods or services for private use over the Internet?

Yes ? (? go to question D6)

No ?

D3 What were the main reasons for not buying / ordering any goods or services for your own private use?

(multiple choice) (Optional question, question could be split into two a-g, h-l)

a) Have no need	
b) Prefer to shop in person, like to see product	
c) Force of habit / customer loyalty to shops /or suppliers	
d) Too expensive	
e) Too long delivery times	
f) Problematic to receive ordered goods at home	
g) Goods and services needed not available on the Internet	
h) Security concerns, worried about giving credit card details over the Internet	
i) Privacy concerns / worried about giving personal details over the Internet	
j) Trust concerns / concerned about receiving or returning goods	
k) Complaint / redress concerns, worried about difficulty for redress	
l) Other (Please, specify.....)	

(Survey ends)

D4 What was the total value of goods and services (excluding financial investments) you bought or ordered (for private use) over the Internet in the last 3 months?

..... Currency.....

(optional: introduction of expenditure classes/tick boxes)

D5 Did you pay for any of those goods or services by giving your payment card details (credit/debit card) over the Internet?

Yes ? ~~?~~ (? breakdown by types of payment means)

No ?

D6 What types of goods and services did you buy or order over the Internet for private use in the last 12 months?

a) Food / Groceries	
b) Films, music	
c) Books / Magazines/ E-learning material	
d) Clothes, sports goods	
e) Computer software (incl. Video games)	
f) Computer hardware	
g) Electronic equipment (incl. cameras)	
h) Share purchases / Financial services/Insurance	
i) Travel and holiday accommodation	
j) Tickets for events	

k) Lotteries or betting	
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D7 Did you buy or order goods over the Internet from:
(Optional question)

a) Retailers you knew from outside the Internet (physical store, catalogues)	
b) Retailers known from the Internet or found on the Internet	

D8 **What, if any, problems have you encountered when making purchases over the Internet?**
(optional question)

a) Uncertainty concerning guarantees	
b) Speed of delivery longer than indicated	
c) Delivery costs higher than indicated	
d) Final price higher than indicated	
e) Wrong goods delivered	
f) Damaged goods delivered	
g) Lack of security of payments	
h) Complaints and redress were difficult	
i) No satisfactory response received after complaint	
j) Others (Please, specify.....)	

Socio - demographic background variables (reference date: 31st March)

Household characteristics

Household type	Number of adults in household Number of dependent children (Children <16 years old and economically inactive children 16-24 years old)
Income (optional, provide data if already covered in survey anyhow)	Household income by income class (income to be further defined)
Home based business	-Household members running a home based business (to be further defined) -Household members teleworking -No home based business and no teleworking

Individual characteristics

Age	Concrete age should be asked, age classes will be aggregated later
Sex	Male Female
Education level	Low: Primary education/lower secondary Medium: Upper Secondary education High: Tertiary (University) education
Employment Situation	Student Employee Self employed Family worker In compulsory military service Fulfilling domestic tasks (housewife etc) Unemployed Retired Other inactive
Location*	Objective 1 region (incl. phasing out)/ of which ultra-peripheral regions (in E,F,P) (DK,L,NL have no objective 1 regions) type of locality (urban/rural)

Glossary

Module A

Internet enabled (Internet) mobile phone:	Mobile phone that can access the world wide web via GPRS, WAP or other standards
Personal computer: computers (laptops)	Includes desktop computers, tower PCs and portable
Handheld computer held in one hand	Battery powered wallet-sized computer that can be also called palmtop computer, includes electronic organisers

Module C

Public authorities web sites:	Web sites of public authorities like central government, regional and local administration, police and social security organisations
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Module D

Goods and services the Internet. bought or ordered over the Internet	Goods and services bought or ordered via a site on
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Socio-demographic variables

Household:	Refers either to one person living alone or a group of people living together in the same dwelling unit.
Number of adults in household:	All persons in household that are not children
Number of dependent children:	Children < 16 years old and economically inactive children 16-24 years old)
Home based business:	Business mainly carried out at home.
Teleworking:	Telework occurs when employees, who are expected to work normally from fixed locations, carry out all, or part of their work at home and transfer the product of their work to the employer using information and communication technologies. The person can either be the owner of the computer or not and it is not necessary that the totality of his work is produced and transmitted to the employer through a PC
Education level:	Low: (ISECD 1 and 2) primary education and lower secondary education, These two steps normally represent compulsory education

Medium: (ISCED 3 and 4) upper secondary education and post secondary non-tertiary education. This level generally begins at the end of compulsory education.

High: (ISCED 5 and 6) tertiary programmes which normally require the successful completion of ISCED 3 or 4 and second stage tertiary education that leads to an advanced research qualification

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

Ultra-peripheral regions:

France: Guadeloupe, Martinique, French Guyana and Reunion

Portugal: Acores and Madeira

Spain: Canary Islands