

Eurostat model for a Community Pilot Survey on ICT usage in selected NACE J enterprises 2004 (Final version 6 of 13 November 2003)

General outline of the survey

Sampling unit: **NACE sections 65.12, 65.22; 66 except for 66.02; 67.12, 67.13, 67.2** the pilot study should limit scope to insurance and credit institutions and retailers / brokers of their products, including 'virtual' banks or brokers

Survey period: First quarter 2004

Reference period: Year 2003 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 at a level of two digit aggregates. Countries should aim at a minimum response rate of 50%.

NACE breakdown for Pilot Survey on ICT usage of selected NACE J enterprises 2004:

Unit: enterprise; all variables; data should be provided in tabulated form:

	Aggregation of NACE activities
1.	65.12, 65.22
2.	66.01, 66.03
3.	67.12, 67.13, 67.2

Size class breakdown: Unit: enterprise; level of activity breakdown: the aggregate of all 3 NACE aggregates 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 3. 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).

Production value:

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). This variable is calculated as follows: Interest receivable and similar income *less* Interest payable and similar charges *plus* Commissions receivable *plus* Income from shares and other variable-yield securities *plus* Net profit or net loss on financial operations *plus* Other operating income (Methodology for business statistics, methodological manual for statistics on credit institutions Version 1.9. June 2003, Eurostat, Code 12120)

Weighting of results:

Results should in general be weighted by number of enterprises.
Production value weighting should be in addition used for turnover related question D4, E5
Employment weighting should be applied in addition to enterprise weighting for question A2, A3

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.**

Interim report

Should include:

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, first 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 pilot survey on ICT Usage
in selected NACE J enterprises 2004:**

NACE 65.12, 65.22; 66 except for 66.02; 67.12, 67.13 and 67.2 (Version 06)

(Questions relating to eEurope benchmarking indicators are marked with an asterisk *; questions are based on the Eurostat model questionnaire for a Community survey on ICT Usage in Enterprises 2004, Version 10)

Module A: General information about ICT systems

A1*. 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)	%	
c) Computers connected to computer mediated networks other than the Internet	%	

A2* 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	
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A3* Does your enterprise have the following information and communication technologies? (Multiple choice)	Yes	No	
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a) Intranet			
b) LAN			
c) - of which Wireless LAN			
d) Extranet			

Module B: Use of Internet (asking enterprises with ICT)			
B1*.	Does your enterprise have access to Internet? (Filter question)	YES	NO → Go to C1
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*.	Does your enterprise use the Internet for training and education? (as consumer of Internet services)	Yes	No
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, i.e. tax forms		
	c) For returning filled in forms, e.g. provision of statistical information to the central bank		
	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.	Does your enterprise use the website or homepage for marketing the products / services you are offering (optional)?	Yes	No
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
B 10*	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: Products/services via the Internet or other computer mediated networks, such as EDI or other closed or proprietary networks

C1. Tick the products/services that were offered by your enterprise in 2003
 > via any medium/means, or
 > via the Internet or other computer mediated networks;
 in addition please tick whether these products/services
 > originated from your enterprise in 2003, or
 > originated from outside your enterprise, for which you acted as agent or intermediary
 (multiple choice)

Types of product/service by NACE section	Products/services that were offered by your enterprise in 2003 <i>(Filter for following columns)</i>	Products/services that were offered via		Products/services originating from your enterprise	Products/services originating from other enterprises for which you act as an agent or intermediary
		Internet	other computer mediated networks		
NACE	Services directed to retail customers:				
65	Payment services (e.g. initiate credit transfers, load e-money onto a card, apply for ATM/credit/debit cards, account management/information services)				
65	Savings & Loans				
65	Investment services (e.g. buy/sell stock/bonds/mutual funds, make time deposits, information services)				
66	Life Insurance services				
66	Non-life Insurance services				
65/67	Currency exchange				
67	Securities brokerage				
67	Asset management				
	Other, please specify :				
	Services directed towards wholesale customers:				
65/67	Treasury management				
65/67	electronic bill presentment in B2B markets				
	Other, please specify :				

C2.	<p>If you provided products/services via the Internet or other computer mediated networks, please indicate which of the following had been of benefit</p> <p><i>(multiple choice)</i></p>	Yes	No
	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) expanding the market to non-domestic customers		
	k) targeting customers individually (customisation)		

Module D: Activities/Values captured via the internet			
D1*	Do you use the Internet for interactions with customers? (Filter question)	Yes	No → Go to E1
D2*	Are the products/services you are offering provided to end users via the Internet? (Filter question)	Yes	No → Go to E1
D3*	Is the Internet used for interactions with customers integrated or automatically linked		
	a) with other computer mediated networks such as EDI or other closed or proprietary networks within your enterprise group?	Yes , partly or fully	No
	b) to computer mediated networks such as EDI or other closed or proprietary networks outside your enterprise group?	Yes , partly or fully	No

D4*	<p>Indicate for 2003</p> <ul style="list-style-type: none"> ➤ the percentage of customers you dealt with via the Internet, at least sometimes, ➤ the percentage of interactions with these customers via the Internet, and ➤ the percentage of the production value for these interactions compared with the total of the production value for your enterprise; <p>please use the following key for estimate ranges: 1 = <1% 2 = ≥1 - <30%</p> <p style="padding-left: 150px;">3 = ≥30 - <70% 4 = ≥70%</p>				
Types of product/service by NACE section		Percentage of customers dealt with via the Internet, at least sometimes <i>(Filter for following columns)</i>	Percentage of interactions via the Internet with these customers		Percentage of the production value for these interactions related to the total of the production value for the enterprise
			For information exchange	leading to decisions to purchase	
NACE	Services directed to retail customers:				
65	Payment services (e.g. initiate credit transfers, load e-money onto a card, apply for ATM/credit/debit cards, account management/ information services)				
65	Savings & Loans				
65	Investment services (e.g. buy/sell stock/bonds/ mutual funds, make time deposits, information services)				
66	Life Insurance services				
66	Non-life Insurance services				
65/67	Currency exchange				
67	Securities brokerage				
67	Asset management				
	Other, please specify :				
	Services directed towards wholesale customers:				
65/67	Treasury management				
65/67	electronic bill presentment in B2B markets				
	Other, please specify :				

Module E: Activities/Values captured via computer mediated networks other than the Internet, such as EDI or other closed or proprietary networks				
E1*	Does your enterprise use computer mediated networks other than the Internet, such as EDI or other closed or proprietary networks, for interactions with customers? (Filter question)	Yes	No → Go to F	
E2*	Are the products/services you are offering provided to end users via these computer mediated networks other than the Internet?	Yes	No → Go to F	Do not know → Go to F
E3*	Are these computer mediated networks other than the Internet, that are used for interactions with customers, integrated or automatically linked			
	a) with other internal IT systems?	Yes , partly or fully	No	
	b) to IT systems of customers outside your enterprise group?	Yes , partly or fully	No	
E4.	Which technology do you use? (Multiple choice, optional)	EDI	Minitel	ATM Other
E5*	What percentage of the production value (in monetary terms) did the interactions with your customers via closed IT systems represent in 2003? (estimate in %)	%		

Module F: If your enterprise provides products/services which are NOT available via the Internet or any other computer mediated network, indicate the barriers to provision of these products/services electronically (optional)				
<i>Please use the following scale of importance:</i>				
<i>1 = extremely important 2 = important 3 = fairly important 4 = not important</i>				
	1	2	3	4
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)				

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 production value (in monetary terms)
X4.	Location ¹ (Objective 1/ non-Objective 1 region) (DK and L have no objective 1 regions)

¹ See list of Objective 1 regions following Glossary

Glossary

ADSL	Asymmetric Digital Subscriber Line. One of the DSL techniques
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.
Closed or proprietary networks	A network that is owned or leased by an individual or company exclusively for its own use.
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.

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