

Annex 1

Model questionnaire on ICT Usage in enterprises

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Module A: General information about ICT systems

- A1. Does the enterprise use personal computers, workstations or terminals?** [Filter question]
- | | | | |
|-----|----|---|-------------------|
| Yes | No | → | Go to question E3 |
|-----|----|---|-------------------|
- A2. Does the enterprise use or plan to use ICT in the following areas?**¹ (One entry in each row)
- | | | | | |
|---|---------------------|--------|----------|----------------------------------|
| E-mail (including e-mails reached by any means) | Year t-1 or earlier | Year t | Year t+1 | Do not know/
not relevant now |
| Internet (access to www) | | | | |
| Intranet ² | | | | |
| Extranet ³ | | | | |
| Computer-mediated networks other than Internet (e.g. EDI, Minitel, Interactive telephone systems) | | | | |
- A3. The share of the total no. of employees using in normal work routine:**
- | | | |
|---|-------|---|
| Personal computer, workstation or terminal | | % |
| Personal computer or any other mean connected to the Internet/www | | % |

Module B: Use of Internet

[Asking enterprises with ICT]

- | | | | | |
|--|---------------------|--------|----------|----------------------------------|
| | Year t-1 or earlier | Year t | Year t+1 | Do not know/
not relevant now |
|--|---------------------|--------|----------|----------------------------------|
- B1. Does the enterprise use or plan to use Internet?** [Filter question]
- | | | | | |
|--|--|--|------------|------------|
| | | | → Go to D1 | → Go to D1 |
|--|--|--|------------|------------|
- B2. Type of external connection to the Internet in year t?** (Tick all that applies)
- Analog modem (Standard phone line)
 - ISDN
 - xDSL (ADSL, SDSL etc.) or other fixed connection < 2Mbps
 - Other fixed connection >= 2Mbps (Frame relay or other broadband network service)
 - Wireless connection (satellite, mobile phones etc.)
 - Do not know
- For which of the following purposes has the enterprise used the internet in year t?** (Tick all that applies)
- B3. General activities**
- Information search
 - Monitoring the market (e.g. prices)
 - Communication with public authorities
 - Banking and financial services
 - Information about employment opportunities (recruitment and search)
- B4. Activities related to purchasing goods and services - The enterprise as a purchaser**
- Information search on homepages
 - Receiving purchased digital products
 - Receiving free digital products
 - Obtaining after sales services

¹ The ICT-indicators such as Internet and EDI need not be asked if they are used as filter-questions in other modules. (B1 and D1)

² An internal company communications network using the same protocol as the Internet allowing communications within an organization.

³ A secure extension of an intranet that allows external users to access some parts of an organization's Intranet.

B5. Does the enterprise have or plan to have a Web site? [Filter question]	Year t-1 or earlier	Year t	Year t+1 → Go to C1	Do not know/ not relevant now → Go to C1
B6. Homepage facilities				
- The enterprise as a supplier				
(Tick all that applies)				
Marketing the enterprise's products				
Facilitating access to product catalogs, price lists etc.				
Inquiry/contact facility				
Customized page for repeat clients (e.g. customized presentation of product preferences)				
Providing after sales support				
Capability to provide secure transactions (e.g. firewalls or secure servers)				
Integration with back end systems				

Module C: E-commerce via Internet⁴

[asking enterprises with Internet access]

Purchases via Internet

C1. Has the enterprise purchased products via the Internet in year t? [Filter question]	Yes	No →	Do not know →	Go to C6
C2. What percentage of the total purchases (in monetary terms) do the Internet purchases represent? % Do not know			
C3. Has the enterprise paid on-line⁵ for products purchased on the Internet?	Yes	No	Do not know/not relevant now	
C4. Has the enterprise purchased products via specialized Internet market places⁶ in year t?	Yes	No	Do not know/not relevant now	
C5. What significance has the following motives for purchasing via the Internet? (One entry in each row)	No importance	Some importance	Much importance	Do not know/ not relevant now
To simplify transactions				
To purchase goods or services at lower costs				
To increase access to, and awareness of, suppliers				
To speed up business processes				

Sales via Internet

C6. Has the enterprise received orders via the Internet in year t? [Filter question]	Yes	No →	Do not know →	Go to D1
C7. What percentage of the total turnover (in monetary terms) does the Internet sales⁶ represent? % Do not know			
C8. Has the enterprise sold products by digital delivery in year t?	Yes	No	Do not know/not relevant now	
C9. Has the enterprise received on-line⁷ payments for Internet sales in year t?	Yes	No	Do not know/not relevant now	
C10. Breakdown of Internet sales				
Please break down the Internet sales in year t into the following customer groups/destination of sales (estimate in percentage):				
1) Other enterprises 2) Households 3) Others (1+2+3= 100 %)				
	%	%	% Do not know
1) Homemarket (domestic sales) 2) Exports (non domestic sales) (1+2=100 %)				
	%	%	% Do not know

⁴ Depending on decision concerning definition of e-commerce. This module includes EDI over the Internet.

⁵ On-line is defined as an integrated ordering-payment transaction.

⁶ More than one enterprise is represented at the website. The market sells either certain goods/services or is addressed towards limited customer groups.

⁷ See note 5.

C11. Has the enterprise sold products to other enterprises via a presence on specialized Internet market places⁸ in year t?	Yes	No	Do not know/not relevant now	
C12. What significance has the following motives for selling via the Internet? (One entry in each row)	No importance	Some importance	Much importance	Do not know/not relevant now
Company image considerations				
To reduce business costs				
To speed up business processes				
To improve quality of services				
To expand beyond normal business hours				
To expand the market geographically				
To launch new products				
To keep pace with competitors				

Module D: E-commerce via EDI or other computer-mediated network (other than Internet)⁹

[asking enterprises with ICT]

D1. Does the enterprise use or plan to use EDI or other computer-mediated networks? [Filter question]	Year t-1 or earlier	Year t	Year t+1 → Go to E1	Do not know/not relevant now → Go to E1
D2. Has the enterprise in year t used EDI or other computer-mediated networks in relation to: (Tick all that applies)				
Customers				
Suppliers				
Banks/Financial institutions				
Others				
D3. Purchases via EDI or other computer-mediated networks If the enterprise orders products via EDI, what percentage of the total purchases (in monetary terms) does this represent in year t?			% Do not know
D4. Sales via EDI or other computer-mediated networks If the enterprise receives orders via EDI, what percentage of the total turnover (in monetary terms) does this represent in year t?			% Do not know

⁸ See note 6.

⁹ Depending on decision concerning definition of e-commerce. EDI over the Internet is included in module C.

Module E: Barriers on the use of Internet and ICT in general

[Asking enterprises with ICT, general barriers also asking enterprises without ICT]

What significance does the following barriers have for the present or future use of Internet?¹⁰
(One entry in each row)

	No importance	Some importance	Much importance	Do not know/ not relevant now
E1. Barriers on Internet sales				
The products of the enterprise not applicable for Internet sales				
Customers not ready to use Internet commerce				
Security problems concerning payments				
Uncertainty concerning contracts, terms of delivery and guarantees				
Cost of developing and maintaining an e-commerce system				
Logistical problems				
Considerations for existing channels of sales				
E2. Barriers on use of Internet				
Security concerns (e.g. hacking, viruses)				
Technology too complicated				
Expenses of development and maintenance of websites too high				
Lost working time because of irrelevant surfing				
Data communication expenses too high				
Data communication is too slow or unstable				
Lack of perceived benefits				
What significance does the following barriers have for the present and future use of ICT? (One entry in each row)				
E3. Barriers on the use of ICT in general				
ICT expenditure too high				
New versions of existing software introduced too often				
Supply of ICT-technology not matching the ICT needs of the enterprise				
The level of ICT skills is too low among the employed personnel				
Difficult to recruit qualified ICT personnel				
Existing personnel reluctant to use ICT				
Lack of perceived benefits				

Module X: Background information¹¹

- X1. Name and address of the enterprise
- X2. Activity of the enterprise
- X3. No. of employees end of year t
- X4. Total purchases of goods and services in year t (national currency)
- X5. Total turnover in year t (national currency)

¹⁰ Module E is the model survey kept as one integrated module related to barriers. In the actual questionnaire E1 and E2 could with advantage be placed separately after module C.

¹¹ The information asked in this module might be available – or a number of them – from the Statistical Business Register and/or statistical registers and thus not included in the questionnaire.