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Eurostat Information Society surveys planned for 2002

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SESSION 1 - Information Society

Overview information on the two surveys

A Enterprise survey on e-commerce

1. Survey carried out in 2001

In order to test methodologies and start the collection of data on electronic commerce Eurostat prepared in 2000 a first round of European e-commerce surveys to be carried out by EU Member States in the first quarter of 2001.

Eurostat presented a first draft e-commerce list of variables for an e-commerce questionnaire in the Eurostat Information Society Statistics Task Force in June 2000. This draft was largely based on the proposal for a model questionnaire in the April 2000 WPIIS OECD meeting. The comments received in the Task Force meeting and in a Working Group meeting in November 2000 and the consultation of other services of the Commission led to a new version of the questionnaire, which was finalised and sent out to Member States end of November 2000.

13 EU countries participated in the survey (all Member States except Belgium and France). Denmark carried out the survey already in November 2000. 5 Countries have sent out the questionnaires in the first quarter 2001 (D, A, E, FIN, UK), 7 in the second quarter 2001 (EL, IRL, I, L, NL, P, S). The total gross sample size for all 13 countries was about 100 000 enterprises. The response rate for most countries was between 40 and 60%. For Germany the response rate was much lower, while the UK, where the survey was mandatory reached over 80%. The overall response rate was about 40%.

First results were received in June 2001, final results for all countries are expected for November 2001.

2. Survey planned for 2002

The questionnaire for the 2002 survey was based on the draft proposal for a model questionnaire presented in the OECD WPIIS Working Party By Mr Peter Boegh Nielsen, from Statistics Denmark in April 2001 in Paris. Comments from Commission services and from Member States were taken into account in a draft that was presented in the Eurostat Information Society Task Force in June 2001 (13 Member States are participating in this Task Force). The comments received in the Task Force led to a further modification of the questionnaire. The questionnaire will be finalised in the meeting of the Eurostat Working Group on Information Society Statistics, which takes place 11-12 October 2001 in Luxembourg.

It is planned to carry out the surveys in the first quarter 2002. It is hoped that all EU Member States will participate in this survey.

Annex 1 provides an outline of the enterprise survey and the latest version of the list of variables for the questionnaire.

B. Household survey on ICT usage

To gather data on the use of Information and Communication technologies by households and individuals Eurostat started in spring 2002 to prepare a list of variables (questionnaire) for a survey to be carried out in 2002. The list of variables for the 2002 survey was originally also based on a draft proposal for a model questionnaire presented in the OECD WPIIS Working Party by Ms Sheridan Roberts, from the Australian Bureau of Statistics in April 2001 in Paris. Comments from Commission services and from Member States were taken into account in a draft that was presented in the Eurostat Information Society Task Force in June 2001.

The comments received in the Task Force led to a further modification (shortening) of the questionnaire. It was felt that the questionnaire was too long and the number of questions was thus reduced considerably. The questionnaire will be finalised in the meeting of the Eurostat Working Group on Information Society Statistics, which takes place 11-12 October 2001 in Luxembourg.

It is planned to carry out the surveys in the second quarter 2002. It is expected that the majority of EU Member States will participate in this survey.

Annex 2 provides an outline of the household survey and the latest version of the list of variables for the questionnaire.

Annex 1 Enterprise survey

General outline for Eurostat's planned ICT usage/e-commerce enterprise surveys in 2002

Main survey subject:	Electronic commerce
Survey type:	Sample survey, based on questionnaires
Sampling unit:	Enterprise (NACE sections: D, G, H, I, J, K) Questionnaires should be sent to IT manager of company
Survey period:	First quarter 2002
Reference period:	Year 2001 for the % of sales/purchases data January 2002 for the other data
Questions to be included:	At least those included in the Eurostat proposal enclosed Member States can include additional questions
Layout of questionnaire:	The order and layout in which the questions are set out is up to the contracting country. Eurostat intends to circulate a model questionnaire as a guide.
Sampling frame:	Eurostat Structural Business Statistics (SBS) enquiry should provide 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.
Sample size, stratification:	the survey should provide representative results <ul style="list-style-type: none">- for NACE D for an aggregation of subsections into 5 groups:<ul style="list-style-type: none">a) DD, DE, b) DA, DB, DC, c) DF, DG, DH, d) DI, DJ, e) DK, DL, DN- for NACE G at a two digit level- for NACE H (only for 55.1 + 55.2)- for NACE J at a section level (section to be treated separately for some variables)- 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)- and for specific NACE classes to be defined <ul style="list-style-type: none">- for small (10-49 employed persons), medium (50-249 employed persons) and for large enterprises (>250 employed persons) the inclusion of micro-enterprises < 10 employed persons is optional (recommended threshold in case of inclusion: 5 employed persons) if micro-enterprises are included data should be broken down by <10 employed persons and 10 and more employed persons in addition. <p>NACE subsections and enterprise 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.</p>
Data transmission:	Results should be sent to Eurostat in computer readable form in the second quarter 2002 for publication in the third quarter 2002.
Set of data to be delivered:	For each variable, data should be given by NACE subsection and for specific sectors 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.

List of questions for Eurostat surveys on e-commerce

(version 2/8/2001)

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 employees using computers in their normal work routine (at least once a week):			
a) All computers	%		
b) Computers connected to the www (Internet)	%		
A3. Does your enterprise use or plan to use ICT in the following areas? (Multiple choice)	Year 2001	Year 2002	Do not know/not relevant now
a) E-mail (including e-mails reached by any means)			
b) Intranet			
c) Extranet			

Module B: Use of Internet (asking enterprises with ICT)			
B1. Does your enterprise use or plan to use Internet? (Filter question)	Year 2001	Year 2002	Do not know/not relevant now
		→ Go to D1	
B2. Type of external connection to the Internet in 2001? (Multiple choice)			
a) Mobile phone (optional)			Do not know
b) Modem (analogue)			
c) ISDN			
d) xDSL (ADSL, SDSL etc.)			
e) Other fixed connection >= 2Mbps (e.g. frame relay/other broadband network service)			
B3. For what purposes does your enterprise use the Internet? (as consumer of Internet services) (Multiple choice)			
a) Market monitoring (e.g. prices)			Do not know
b) Receiving digital products			
c) Obtaining after sales services			
d) Banking and financial services			
B4. Does the enterprise have a Web site or homepage? (Filter question)	Yes	No → Go to C1	
B5. Does the enterprise web site include information in foreign languages?	Yes	No	
B6. For what purposes does your enterprise use the Internet? (as provider of Internet services) (Multiple choice)			
a) Marketing the enterprise's products			Do not know
b) Facilitating access to product catalogues and price lists			
c) Delivering digital products			
d) Providing after sales support			
e) Providing mobile Internet services			

Module C: E-commerce via Internet

(asking enterprises with Internet access)

Purchases via Internet

C1.	Has the enterprise purchased products/services via the Internet in 2001? (Filter question)	Yes	No ↓	Do not know ↓	
		→ Go to C6			
C2.	What percentage of the total purchases (in monetary terms), would you estimate, did the Internet purchases represent in 2001?	%		Do not know	
C3.	Has the enterprise paid on-line for any products/ services purchased on the Internet in 2001? <i>Optional question</i>	Yes	No	Do not know/not relevant	
C4.	Has the enterprise purchased products via specialised Internet market places in 2001?	Yes	No	Do not know/not relevant	
C5.	Expected benefits from Internet purchases (Multiple choice) <i>Optional question</i>	Much imp.	Some imp.	Not important	Do not know
	a) To reduce transaction costs				
	b) To reduce prices				
	c) Increased access to, and awareness of, suppliers				
	d) To reduce inventories				
	e) To speed up business processes				

Sales via Internet

C6.	Has the enterprise received orders via the Internet? (via a form on a homepage) (Filter question)	Since before 2001	Since 2001	No ↓	Do not know ↓
		Go to D1			
C7.	What percentage of the total turnover (in monetary terms) did the Internet sales represent in 2001?	%		Do not know	
C8.	What percentage of all Internet sales did sales to other enterprises (B2B) and sales to end consumers (B2C) represent in 2001?	B2B %	B2C %	Do not know	
C9.	Breakdown of Internet sales in 2001 by destination (estimates in percentage, in monetary terms)	Own country %	Other EU ¹ countries %	Do not know	
C10.	Has the enterprise received on-line payments for Internet sales in 2001?	Yes	No	Do not know	
C11.	Is your enterprise targeting markets in other countries via Internet sales? <i>Optional question</i>	Yes	No	Do not know	
C12.	Has the enterprise sold products to other enterprises via a presence on specialised Internet market places in 2001?	Yes	No	Do not know	
C13.	Has Internet use for sales implied changes in your business processes?	Many changes	Some changes	No changes	Do not know
C14.	Motivations for Internet sales (Multiple choice) <i>Optional question</i>	Much imp.	Some imp.	Not important	Do not know
	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				

¹ The European Union countries are: Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, Netherlands, Austria, Portugal, Finland, Sweden and United Kingdom.

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 in 2001? (Filter question)	Yes	No	Do not know/ not relevant now	
	a) for purchases				
	b) for sales				
D2.	Which technology did you use in 2001? (Multiple choice) Optional question	EDI	Minitel	Other	Do not know/ not relevant now
D3.	What percentage of the total purchases (in monetary terms) did the purchases via EDI or networks other than Internet represent in 2001? (estimate in %)		%	Do not know/ not relevant now	
D4.	What percentage of the total turnover (in monetary terms) did the sales via EDI or networks other than Internet represent in 2001? (estimate in %)		%	Do not know/ not relevant now	

Module E: Barriers on e-commerce					
E1.	Problems and related to on-line sales (Multiple choice)	Much imp.	Some imp.	Not important	Do not know
	a) Products / services of enterprise not suitable for sales by the Internet				
	b) Customers or other enterprises not ready to use Internet commerce				
	c) Security problems concerning payments				
	d) Uncertainty concerning contracts, terms of delivery and guarantees				
	e) Logistical problems				

Module X Background information	
(X1-X4) 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 employees
X3.	Total purchases of goods and services (in value terms)
X4.	Total turnover (in value terms)

Annex 2

General outline for Eurostat's planned household surveys on ICT usage

Main survey subject:	ICT usage of households and individuals
Survey type:	Household survey
Survey technique:	Telephone survey (computer assisted) or face to face interview
Sampling unit:	Households and individuals
Survey period:	Second quarter 2002
Reference period:	First quarter 2002
Questions to be included:	At least those included in the Eurostat proposal enclosed Member States can include additional questions
Layout of questionnaire:	The order and layout in which the questions are set out is up to the contracting country. It is, however, recommended to use the order shown in the list of variables enclosed. A model layout will be made available.
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. Pretest: a small pretest of the questionnaire should be carried out by participating countries. Eurostat encourages Member States with a common language to co-operate in pretesting.

List of questions for Eurostat household surveys on ICT usage

(version 1/08/2001)

Module A: Household access to selected IC technologies

A1 Does your household have any of these at home ?

a) Internet enabled mobile phone	
b) Other mobile phone	
c) Conventional analogue (terrestrial) TV	
d) Digital terrestrial TV	
e) Satellite dish connected to TV	
f) Cable TV	
g) Desktop computer	
h) Portable computer	
i) Handheld computer (palmtop)	
k) 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 Do not know

A3 If no, what are the main reasons for this household not having access to the Internet at home?

(Multiple choice) **(Optional question)**

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

A4 On which device is the Internet access at home

(Multiple choice)

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

A5 Does any member of this household have a home page on the Internet?

Yes No Do not know

The following questions are directed to individuals

Module B: Use of computers and Internet: location, frequency of use

B1 In the last 3 months, did you use a computer?

Yes No

B2 On average how often and when did you use a computer in the last 3 months ?

	At least once a day	At least once a week but not every day	At least once a month but not every week	Less than once a month
a) At home				
b) At place of work (others than home)				
c) At place of education				

B3 In the last 3 months, did you access the Internet?

Yes No (If no, end of survey)

B4 How often and where did you access the Internet in the last 3 months?

	At least once a day	At least once a week but not every day	At least once a month but not every week	Less than once a month
a) At home				
b) At work				
c) At place of education				
d) Other places				

B5 At which of these other places did you access the Internet in the last 3 months?

a) Public Library	
b) Postal Office	
c) Public Office, town hall, community centre	
d) Internet Café	
e) Neighbour, friend or relatives house	

B6 Approximately how many hours per week did you spend on the Internet at home or elsewhere in the last 3 months?

..... hours (per week)

Module C: Purpose and nature of activities on the Internet

C1 For which of the following activities did you use the Internet (all places of use) in the last 3 months for private purposes?

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 training / education	
f) Using health related services	
g) Listening to Web radios / watching web television	
h) Playing/downloading games and music	
i) Reading/downloading online newspapers/news magazines	

Purchase of goods and services, banking

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

Interaction with public authorities

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

C2 For which of the following work related activities carried out at home did you use the Internet in the last 3 months?

Employment related activities carried out at home

a) Finding information relating to your work or business	
b) Looking for a job / sending job applications	
c) Sending work carried out at home to work place (teleworking)	
d) Other work related activities	

Module D: Internet commerce details: activities and barriers

D1 In the last 3 months, did you buy or order goods and services for non-work use over the Internet?

Yes (go to question D4)

No (Survey ends after question D3)

D2 If no, have you ever bought or ordered goods or services for non work use over the Internet?

Yes

No

D3 What were the main reasons for not buying / ordering any goods or services for your own private use? (multiple choice) *(Optional question)*

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) Goods and services needed not available on the Internet	
e) Security concerns, worried about giving credit card details over the Internet	
f) Privacy concerns / worried about giving personal details over the Internet	
g) Trust concerns / concerned about receiving or returning goods	
h) Complaint / redress concerns, worried about difficulty for redress	
i) Other (Please, specify.....)	

D4 Via which technology did you access the Internet for buying or ordering goods and services in the last three months? (Multiple choice)

a) Via PC	
b) Via mobile phone (WAP, GPRS)	
c) Other technologies (TV with Internet access, Minitel,etc)	

D5 What types of goods and services did you buy or order over the Internet for non-work use in the last 3 months?

		Estimated number of purchases <i>(Optional)</i>
a) Food / Groceries		
b) Videos / DVDs/ Music / CDs		
c) Books / Magazines/ E-learning material		
d) Clothes, sports goods		
e) Computer software		
f) Computer hardware/Electronic equipment		
g) Share purchases / Financial services/Insurance		
h) Travel and holiday accommodation		
i) Tickets for events		
k) Lotteries and betting		
l) Other (Please, specify		

D6 What was the total value of goods and services you bought or ordered (non-work use) over the Internet in the last 3 months?

..... (currency.....)

D7 Did you pay for any of those goods or services by giving your credit card details over the Internet?

Yes

No

D8 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	

D9 What % of your purchases / orders in the last 3 months would you estimate were

(Optional question)

a) from companies based abroad		%
b) from companies based in other European Union countries		%

D10 What, if any, problems have you encountered when making purchases over the Internet?

(Optional question)

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

Socio - demographic background variables

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)
Home based business	-Household members running a home based business -Household members teleworking -No home based business and no teleworking

Individual characteristics

Age	Concrete age should be asked, age classes will be aggregated later
Gender	Male Female
Education level	Primary education Secondary education University education
Employment Status	Student Employee Self employed Family worker In compulsory military service Fulfilling domestic tasks (housewife etc) Unemployed Retired person Other inactive person
Location	Objective 1 region / other region (B,DK,L,NL have no objective 1 regions)