

21 June 2011

## Survey on ICT and Electronic Commerce Use in Companies 2010/11

### Main results

- 97.4% of Spanish companies with 10 or more employees have Internet access. 99.4% of them access it via a broadband solution (landline or mobile).
- Two out of three companies with 10 or more employees have a website.
- 84.0% of companies interact online with the Public Administrations, 13.9 points more than last year.
- Almost one in four companies makes purchases via electronic commerce.

**97.4% of Spanish companies with 10 or more employees had an Internet connection.** Moreover, the use of computers had expanded to almost the entirety of these companies (98.6%). In turn, 86.4% had a Local Area Network (LAN) installed, and 45.3% had a Wireless Local Area Network.

Regarding communications, 93.6% of companies were set up with mobile phones and 40.5% communicated through automated data exchange.

67.0% of companies with Internet access had a website. In those with 250 or more employees, this percentage reached 92.4%.

### Percent distribution of the use of ICT infrastructures, by company size

January 2011

#### Number of employees

	Total	10 to 49	50 to 249	250 or more
<b>% of companies with</b>				
Computers	98.6	98.4	99.6	99.9
Local Area Network	86.4	84.6	96.6	98.7
Wireless Local Area Network	45.3	42.4	60.7	72.7
Internet connection	97.4	97.0	99.4	99.9
Mobile telephony	93.6	92.8	97.9	99.0
Other technologies (for example, GPS, TPV, etc.)	31.0	29.9	36.1	41.1
% of companies with an Internet connection and website. <sup>1</sup>	67.0	63.9	83.6	92.4
% of companies carrying out automated data exchange in 2010	40.5	38.1	52.5	69.0

<sup>1</sup> Percentage of the total companies with an Internet connection

On the other hand, 21.6% of companies had employees who regularly worked off-site (at least a half-day each week), and who connected to their ICT systems via external telematic networks. This figure represented an interannual increase of 11.2%.

### ICT use by Autonomous Community

Those companies whose headquarters were located in Comunidad de Madrid, Comunidad Foral de Navarra, Cataluña and País Vasco presented the greatest intensities in the use of Information and Communication Technologies (\*).

Conversely, those companies in Cantabria, Extremadura and Canarias had the lowest percentages of use of new technologies.

### Use of the different ICTs, by Autonomous Community in which the company headquarters are located, as a percentage

January 2011

	Local Area Network (LAN)	"Wireless" LAN	Internet and Website <sup>1</sup>	Fixed Broadband connection <sup>1</sup>	Mobile Broadband connection <sup>1</sup>	Digital electronic signature <sup>1</sup>	Interaction with the Public Administration <sup>1</sup>	
Total	86.4	45.3	97.4	67.0	99.3	50.4	62.8	84.0
Andalucía	85.5	49.2	96.3	61.7	99.1	50.7	62.1	84.0
Aragón	87.0	41.0	98.7	69.3	98.0	45.8	65.3	86.5
Asturias (Ppdo. de)	83.1	38.3	97.3	71.7	99.9	51.3	62.0	89.7
Balears (Illes)	90.9	45.3	96.4	66.6	99.5	42.3	54.6	83.0
Canarias	86.2	39.6	98.1	57.7	99.7	41.5	57.5	78.9
Cantabria	78.6	38.8	96.9	61.9	98.6	40.0	55.5	74.3
Castilla y León	84.4	41.1	96.5	66.4	99.3	48.3	64.4	84.4
Castilla - La Mancha	83.7	43.1	95.5	59.4	99.4	40.3	57.9	85.0
Cataluña	90.5	48.7	98.1	72.0	99.6	53.0	63.6	84.8
C. Valenciana	85.2	42.9	96.9	67.0	99.5	47.8	59.6	80.8
Extremadura	82.6	38.9	95.8	55.5	98.8	38.6	56.1	89.0
Galicia	80.2	38.5	97.3	61.2	99.0	49.2	59.1	80.9
Madrid (C. de)	87.6	50.0	98.6	71.7	99.4	60.0	67.9	86.6
Murcia (Región de)	85.7	43.2	96.1	63.5	99.4	47.8	55.8	78.5
Navarra (C. Foral de)	90.4	43.8	99.0	70.1	99.0	46.7	76.1	89.5
País Vasco	84.1	43.0	98.0	70.0	98.8	50.2	66.8	84.4
Rioja (La)	88.7	40.6	94.9	66.5	97.7	45.6	70.2	90.5

<sup>1</sup> Percentage of the total companies with an Internet connection

\*The *intensities in the use of Information and Communication Technologies* refer to the following indicators: LAN, wireless LAN, Internet, Website, Fixed Broadband, Mobile Broadband, Digital electronic signature and interaction with the Public Administrations.

## Type of Internet access

Among the Spanish companies with 10 or more employees with an Internet connection, 99.4% accessed it via a broadband solution (fixed or mobile). The technologies used the most were access via DSL solutions (97.4%) and mobile broadband access (3G), which reached 40.7%.

## Companies with an Internet connection, by type of connection, as a percentage<sup>1</sup>

January 2011

	Total	10 to 49	50 to 249	250 or more
Traditional modem or RDSI	8.4	8.7	6.6	6.5
Broadband (fixed or mobile)	99.4	99.4	99.8	100.0
Fixed broadband connection	99.3	99.2	99.7	100.0
-DSL (ADSL,SDSL,...)	97.4	97.6	96.4	95.6
-Other fixed connections (Cable, LMDS, etc.)	13.3	10.9	22.9	50.0
Mobile telephone broadband connection:	50.4	46.4	71.4	85.1
-By means of 3G modem	38.2	33.9	59.5	78.7
-By means of Mobile 3G	40.7	36.9	60.0	75.2
Other mobile connections (GPRS, EDGE, etc.)	24.2	22.1	33.4	50.3

<sup>1</sup> Percentage of the total companies with an Internet connection

## Website availability and use

67.0% of Spanish companies with an Internet connection had a website, representing an increase of 5.0%, as compared with the previous year.

90.7% of companies used their website to introduce the company and its products, whereas 59.5% did so to enable access to catalogues and price lists.

## Website usage, as a percentage

January 2011

Company introduction	90.7
Access to product catalogues or price lists	59.5
Privacy policy statement or certification related to website security	56.7
Posting vacancies or receiving online job applications	20.5
Ordering or booking online	14.9
Online order tracking	9.1
Possibility of customers customising or designing products	7.6
Website customisation for regular users	7.5
Online payments	7.0

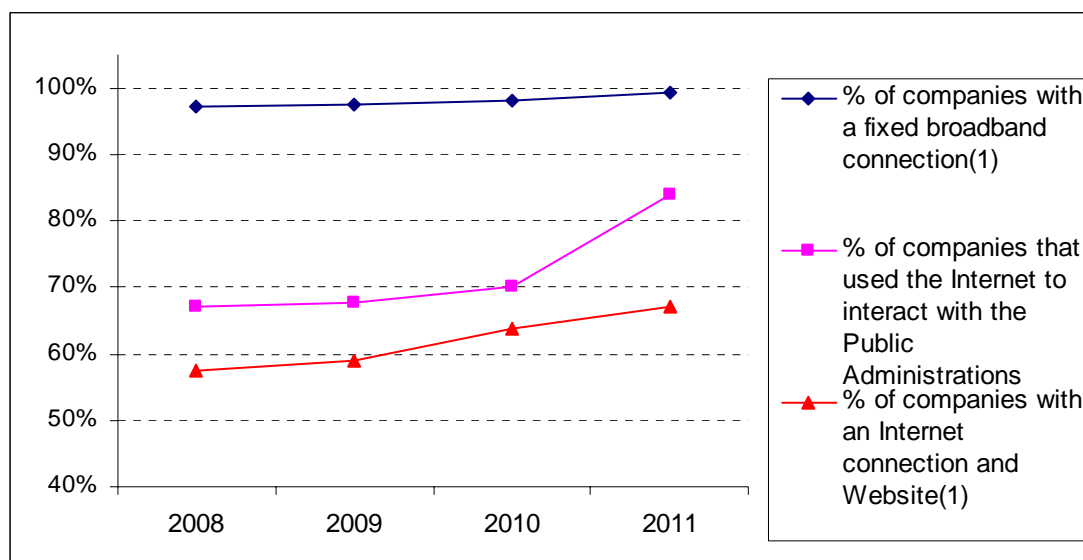
Almost two out of three companies used digital signatures in some communication with external agents. Of these, 96.8% used them in dealing with the Public Administration, and 24.4% to do so with suppliers and clients.

In the year 2010, **84.0% of companies interacted with the Public Administrations via the Internet**, that is, 13.9 percentage points more than the previous year. The main objectives were to download forms (72.6%), to obtain information from the websites of the Public Administrations (71.5%) and to send completed forms (68.1%).

## Evolution of ICT use in companies with more than 10 workers

The percentage of companies with a broadband Internet connection increased from 98.2% to 99.3% between January 2010 and January 2011. In turn, the percentage of companies with Internet access and a website rose from 63.9% to 67.0%, whereas the online interaction of companies with the Public Administrations increased from 70.1% to 84.0%.

### ICT evolution 2008-2011



(1) Percentage of the total companies with an Internet connection

## Electronic business (*e-Business*)

40.5% of companies performed automated data exchange using other external ICT systems. The messages most frequently exchanged were the sending of payment instructions to banking institutions (75.5%) and the sending or receipt of information with Public Administrations (64.8%).

## Sales by e-commerce

In 2010, a total of 12.2% of companies made sales by electronic commerce. The branches of activity with the highest percentages of companies (calculated over the total number of companies in the branch) that made sales by e-commerce were *Accommodation services* (76.6%), and *Information and Communications* (18.9%).

Turnover generated by these sales reached 167,935.9 million euros, for an interannual decrease of 0.5%.

Sales via e-commerce represented 11.5% of the total sales by Spanish companies. 89.4% of the sales by e-commerce were to companies (*Business to Business, B2B*). In turn, the percentage of sales to end consumers (*Business to Consumer, B2C*) was 8.7%, while online sales to the Public Administration (*Business to Government, B2G*) accounted for the remaining percentage.

### Purchases by e-commerce

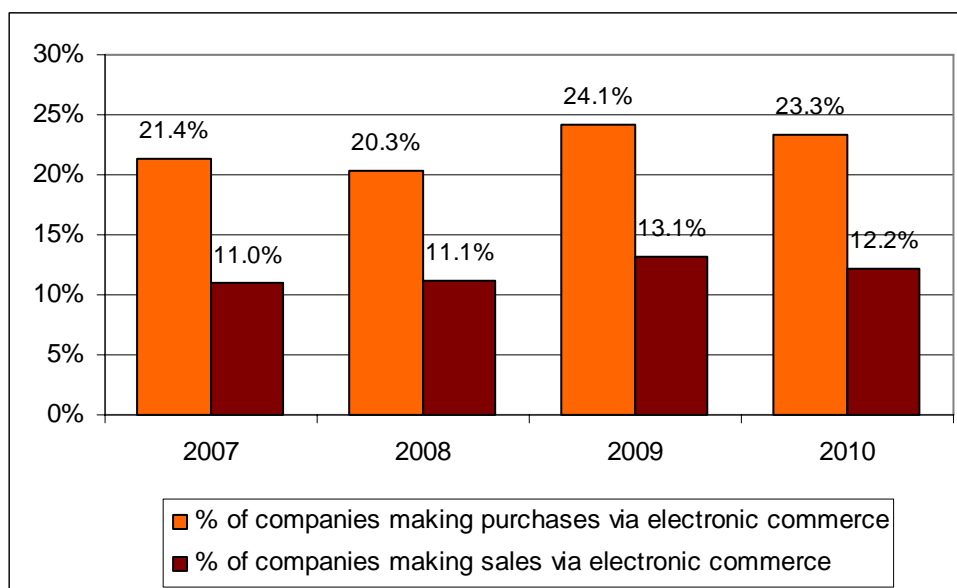
23.3% of companies made purchases by electronic commerce in the year 2010. The total volume of orders made for goods and services via e-commerce registered an 11.1% decrease, reaching 174,022.3 million euros.

The branch of activity with the highest percentage of companies carrying out purchases via e-commerce was the *ICT Sector* (58.4%).

Purchases via e-commerce represented 15.6% of the total purchases made by companies, 0.9% more than the previous year.

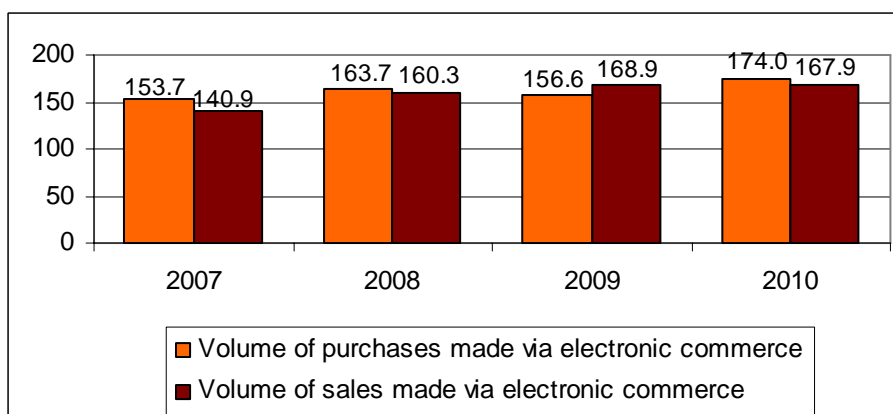
### Evolution of companies that carry out e-commerce

Percentage



### Evolution of the volume of purchases and sales made via e-commerce

Thousands of millions of euros



### ICT use in companies with fewer than 10 employees

69.7% of companies with fewer than 10 employees had computers, and 25.0% had a Local Area Network (LAN) installed.

Regarding Internet use, 64.1% of small companies had Internet access, indicating a 10.4% increase, as compared with January 2010. 96.8% of Spanish companies with an Internet connection accessed it via a broadband solution.

Regarding communications, 70.7% of companies with fewer than 10 employees used mobile phones and 17.9% used other technologies (GPS, POS terminal, etc.).

Regarding their presence online, 25.9% of companies with an Internet connection had a website, with an increase of 3.7%, as compared with January 2010.

### ICT infrastructures of companies with fewer than 10 employees

Percentages

	Jan-10	Jan-11
Computers	66.2	69.7
Local Area Network	22.9	25.0
Wireless Local Area Network	11.4	14.1
Internet connection	58.1	64.1
Broadband Internet connection (fixed or mobile) <sup>1</sup>	94.3	96.8
Mobile telephony	66.3	70.7
Other technologies (GPS, POS terminal, etc.)	15.5	17.9
% of companies with an Internet connection and website	25.0	25.9

<sup>1</sup> Percentage of the total companies with an Internet connection

## Methodological annex

The Survey on ICT and Electronic Commerce Use in Companies is a survey integrated in the EU statistical plans to quantify the Information Society. It is governed by European Parliament and Council Regulation No. 808/2004, for carrying out statistics regarding the Information Society. The purpose of this statistical operation is to obtain the information necessary to measure the use of ICTs and Electronic Commerce by companies in the Member States, and thus provide a response to the i2010 comparative indicators as regards the business sector.

The Survey has been conducted by the National Statistics Institute (INE), in cooperation with the Statistics Institute of Navarra (IEN). Likewise, the INE has signed a partnership agreement with the Fundación Centro Tecnológico de la Información y Comunicación (Information and Communication Technologies Foundation Centre - CTIC) in Principado de Asturias.

Moreover, there is a partnership agreement with the Ministry of Industry, Tourism and Trade, through Public Business Entity Red.es, for the statistical measurement of the penetration of ICTs and Electronic Commerce in the Spanish business network.

Following the methodological recommendations of the Statistical Office of the European Communities (Eurostat), the Survey considers a dual time scope; the variables regarding ICT use refer to January 2011, whereas the reference period for the general information on the company, electronic commerce and ICT training is the year 2010.

This study has targeted 16,715 companies with 10 or more employees, and 12,265 companies with fewer than 10 employees, located in Spain and belonging to sections C, D, E, F, G, H, I, J, L, M, N and group 95.1, according to the National Classification of Economic Activities (CNAE-2009).

The sample was designed to offer results by branch of economic activity and by Autonomous Community.

As regards Electronic Commerce, it is considered as is any transaction carried out through telematic networks. Goods and services are procured via these networks, but the payment or dispatch of the good or service may be performed using this channel or others.