

25 June 2012

Survey on ICT and Electronic Commerce Use in Companies 2011/12

Main results

- 97.5% of Spanish companies with 10 or more employees have Internet access, in January 2012. And seven out of 10 have websites.
- 85.1% of companies interact online with the Public Administrations, in 2011.
- Companies making sales by electronic commerce increase 16.7%, in 2011.
- 17.4% of companies use social network for work reasons.

97.5% of Spanish companies with 10 or more employees had an Internet connection in January 2012. Moreover, the use of computers had expanded to almost the entirety of these companies (98.7%). In turn, 86.6% had a Local Area Network (LAN) installed, and 51.7% had a Wireless Local Area Network.

Regarding communications, 93.8% of companies were set up with mobile phones and 47.2% communicated through automated data exchange.

71.0% of companies with Internet access had a website. In those with 250 or more employees, this percentage reached 93.7%.

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

January 2012

	Number of employees			
	Total	10 to 49	50 to 249	250 or more
% of companies with				
Computers	98.7	98.5	99.7	99.9
Local Area Network	86.6	84.9	95.9	98.4
Wireless Local Area Network	51.7	49.0	65.7	77.0
Internet connection	97.5	97.2	99.5	99.8
Mobile telephony	93.8	93.1	97.0	99.1
Other technologies (for example, GPS, TPV, etc.)	33.2	32.5	36.2	41.6
% of companies with an Internet connection and website. ¹	71.0	68.0	87.2	93.7
% of companies carrying out automated data exchange in 2011	47.2	44.7	59.5	74.2

¹ Percentage of the total companies with an Internet connection

21.8% 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 0.9%.

In the same vein, 47.5% of companies issued their employees with portable devices, enabling connection to the internet for company use. 35.6% of these were laptop computers, and 42.6% were other devices, such as smartphones or PDA phones.

ICT use by Autonomous Community

Those companies whose headquarters were located in Comunidad de Madrid, Cataluña, Comunidad Foral de Navarra and País Vasco presented the greatest intensities in the use of Information and Communication Technologies in January 2012 (*).

Conversely, those companies in autonomous cities of Ceuta and Melilla and those companies in Castilla-La Mancha, Extremadura and Cantabria 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 2012

	Local Area Network (LAN)	"Wireless" LAN	Internet	Internet and Website ¹	Fixed Broadband connection ¹	Mobile Broadband connection ¹	Digital electronic signature ¹	Interaction with the Public Administration ¹
TOTAL	86.6	51.7	97.5	71.0	98.7	65.4	70.7	85.1
Andalucía	84.6	52.4	96.7	64.7	98.3	62.0	71.3	82.4
Aragón	89.1	48.7	98.5	68.7	98.9	55.6	68.5	85.5
Asturias, Principado de	84.8	50.4	98.2	77.4	98.2	66.6	64.8	82.3
Balears, Illes	84.7	51.2	98.8	74.2	99.3	63.5	58.7	78.3
Canarias	87.2	50.6	97.7	66.5	98.9	61.0	64.0	84.6
Cantabria	80.3	43.5	98.1	72.3	98.6	48.1	66.8	82.0
Castilla y León	87.1	50.2	97.3	70.8	99.3	61.7	76.7	90.1
Castilla - La Mancha	82.6	43.5	97.7	59.9	97.6	52.6	63.3	80.3
Cataluña	88.8	54.2	97.1	76.2	99.7	70.5	72.3	86.0
Comunitat Valenciana	86.8	49.5	97.4	68.7	98.0	60.4	72.8	82.5
Extremadura	75.9	39.9	94.2	62.2	99.1	54.6	74.9	87.7
Galicia	85.2	48.1	98.8	69.4	97.6	62.6	74.7	86.1
Madrid, Comunidad de	87.2	57.4	97.6	73.4	98.5	76.2	71.0	87.7
Murcia, Región de	88.3	51.7	97.9	68.5	99.3	62.6	62.8	82.0
Navarra, Comunidad Foral	85.5	49.9	97.4	75.6	99.1	65.3	75.3	89.4
País Vasco	88.0	49.7	98.4	76.7	98.7	66.3	70.7	86.7
Rioja, La	88.1	44.4	97.6	70.8	96.2	59.8	80.0	94.6
Ceuta	86.4	32.9	100.0	44.3	100.0	57.7	51.5	73.9
Melilla	71.2	50.8	86.5	37.0	97.0	38.1	34.9	64.0

¹ 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.*

Among the Spanish companies with 10 or more employees with an Internet connection, 99.7% accessed it via a broadband solution (fixed or mobile). The technologies used the most were access via DSL solutions (95.0%) and mobile broadband access (3G), which reached 65.4%.

Companies with an Internet connection, by type of connection, as a percentage ¹

January 2012

	Total	10 to 49	50 to 249	250 or more
Traditional modem or RDSI	11.5	11.6	10.1	14.1
Broadband (fixed or mobile)	99.7	99.7	99.9	100.0
Fixed broadband connection	98.7	98.6	99.4	99.6
-DSL (ADSL,SDSL,...)	95.0	95.3	93.2	92.6
-Networks Cable and fiber optic (FTTH)	18.5	15.3	33.0	58.5
-Other fixed connections (Cable, LMDS, etc.)	6.9	5.3	13.0	32.7
Mobile telephone broadband connection:	65.4	62.0	83.1	93.5
-By means of 3G modem	46.8	42.8	67.1	85.6
-By means of Mobile 3G	56.5	53.2	73.5	85.4
Other mobile connections (GPRS, EDGE, etc.)	28.1	26.1	37.3	53.4

¹ Percentage of the total companies with an Internet connection

Website availability and use

In January 2012, the number of Spanish companies with an Internet connection had a website increased 5.9%, as compared with the previous year.

93.1% of companies used their website to introduce the company and its products, 61.2% included privacy policy statement or certification related to website security, whereas 56.8% did so to enable access to catalogues and price lists.

Website usage, as a percentage

January 2012

Company introduction	93.1
Access to product catalogues or price lists	61.2
Privacy policy statement or certification related to website security	56.8
Posting vacancies or receiving online job applications	20.2
Ordering or booking online	15.5
Online order tracking	11.7
Possibility of customers customising or designing products	9.8
Website customisation for regular users	8.2
Online payments	7.1

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 25.1% to do so with suppliers and clients.

In the year 2011, 85.1% of companies interacted with the Public Administrations via the Internet. The main objectives were to obtain information from the websites of the Public Administrations (75%), to download forms (73%) and full electronic management (64.3%).

Use of Social Networks in 2011

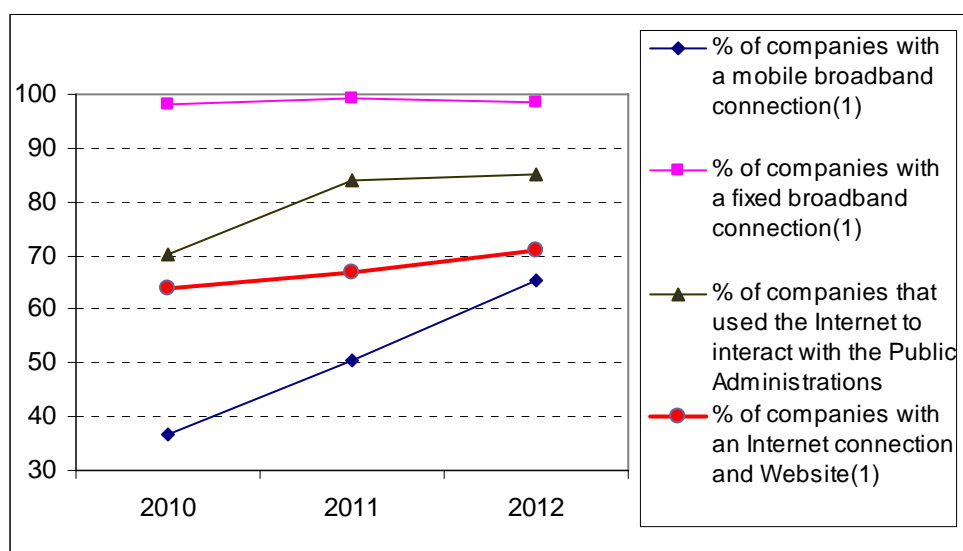
17.4% of companies used Social Networks for work purposes in 2011. The main uses were geared towards marketing, advertising and image management (84.4%) and as a user information channel (74.4%).

Evolution of ICT use in companies with more than 10 workers

The percentage of companies with a broadband Internet connection increased from 99.4% to 99.7% between January 2011 and January 2012. In turn, the percentage of companies with Internet access and a website rose from 67.0% to 71.0%.

The interaction of companies with the Public Administrations increased from 84.0% to 85.1%.

ICT evolution 2010-2012



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

Electronic business (e-Business)

47.2% of companies performed automated data exchange using other external ICT systems, in 2011. The messages most frequently exchanged were the sending or receipt of products information (77.1%) and the sending or receipt of information with Public Administrations (72.1%).

Sales by e-commerce

In 2011, a total of 14.2% 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* (75.7%), and *Food, beverages, tobacco, textile, garments, leather and footwear, wood and cork, paper, graphic arts and reproduction of recorded media* (21.1%).

Turnover generated by these sales reached 187,596 million euros, for an interannual increase of 11.7%.

Sales via e-commerce represented 13.7% of the total sales by Spanish companies.

89.5% 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 7.4%, while online sales to the Public Administration (*Business to Government*, B2G) accounted for the remaining percentage.

Purchases by e-commerce

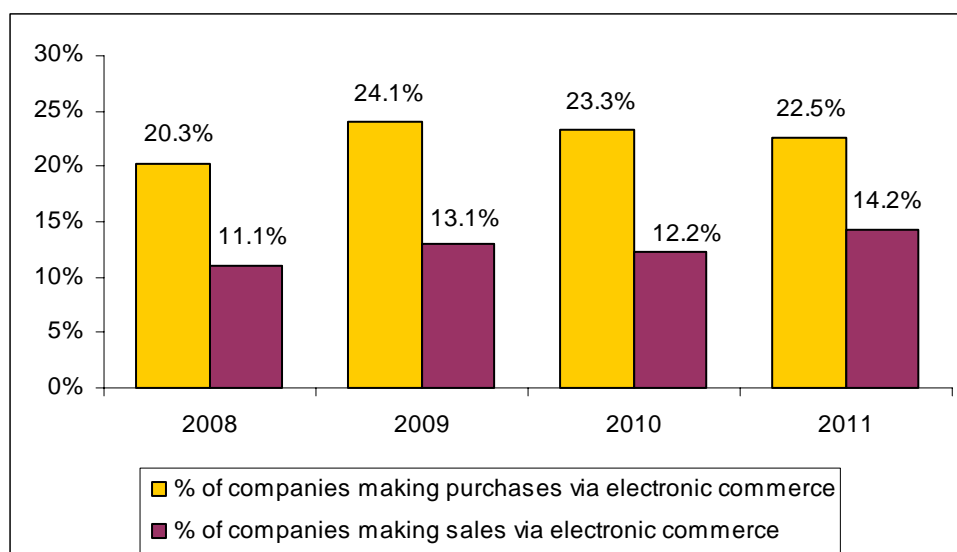
22.5% of companies made purchases by electronic commerce in the year 2011. The total volume of orders made for goods and services via e-commerce registered an 5.4% increase, reaching 183,396.4 million euros.

The branch of activity with the highest percentage of companies carrying out purchases via e-commerce was the *ICT Sector* (65.1%).

Purchases via e-commerce represented 19.1% of the total purchases made by companies, 22.5% more than the previous year.

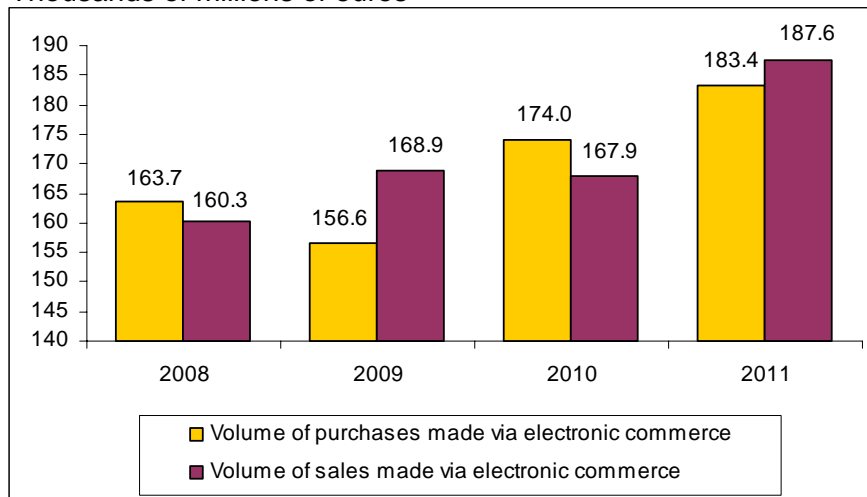
Evolution of companies that carry out e-commerce

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

In January 2012, 71.3% of companies with fewer than 10 employees had computers, and 26.2% had a Local Area Network (LAN) installed.

65.2% of small companies had Internet access, indicating a 1.7% increase, as compared with January 2011. 99% of these companies with an Internet connection accessed it via a broadband solution.

Regarding communications, 72.4% of companies with fewer than 10 employees used mobile phones and 20.2% used other technologies (GPS, POS terminal, etc.).

Regarding their presence online, 28.6% of companies with an Internet connection had a website, with an increase of 10.4%, as compared with January 2011.

ICT infrastructures of companies with fewer than 10 employees

Percentages

	January 2011	January 2012
Computers	69.7	71.3
Local Area Network	25.0	26.2
Wireless Local Area Network	14.1	17.4
Internet connection	64.1	65.2
Broadband Internet connection (fixed or mobile) ¹	96.8	99.0
Mobile telephony	70.7	72.4
Other technologies (GPS, POS terminal, etc.)	17.9	20.2
% of companies with an Internet connection and website	25.9	28.6

¹ 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 2011.

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.