

17 October 2019

Community Survey on ICT Usage and E-Commerce in Enterprises Year 2018 – First quarter 2019

Main results

- 92.8% of companies used Information and Communications Technologies (ICT) security measures in the first quarter of 2019.
- In 2018, 8.3% of companies carried out Big Data analyses. This percentage is 2.9 points lower than the previous year.
- 33.9% of companies with 10 or more employees made purchases by e-commerce in 2018. One in five made sales via e-commerce.

Use of ICTs in companies with 10 or more employees

Three out of five employees in companies with 10 or more employees used computers for business purposes and more than half used computers with an Internet connection in the first quarter of 2019.

	1st quarter 2019	1st quarter 2018
Persons employed use computers for business purposes	60.4	60.1
Persons employed use computers with access to the internet for business purposes	53.5	52.5
Enterprises have access to the internet	17.4	19.2
<i>Enterprises have access to the internet, of which:</i>	98.4	98.7
- Access to the internet and website ¹	78.2	78.2
- Mobile connection ¹	84.1	81.5
- Electronic signature ¹	80.6	76.7
- Social media ¹	52.9	51.8
- Cloud computing ¹	28.1	23.2
- Targeted advertising ¹	26.7	22.8

¹Porcentaje sobre el total de empresas con conexión a Internet

Main variables. Percentages

With regard to companies with an internet connection, the purchase of cloud services, the use of targeted advertising (ads that vary depending on user behaviour) and the use of digital signatures are the characteristics that have been on the rise compared to the same period of the previous year (4.9 points in the first case and 3.9 in the other two).

ICT Specialists

17.4% of companies employed ICT specialists in the first quarter of 2019 and 7.4% employed women with this role.

The *Services* sector is the one that has the most companies with women ICT specialists (9.4%), compared to 5.2% for *Industry* and 2.9% for *Construction*.

ICT Specialists. First quarter of 2019. Percentage

	Total	Industry	Construction	Services
Enterprises with ICT specialists	17.4	16.1	7.7	20.3
Enterprises with ICT specialist women	7.4	5.2	2.9	9.4
Enterprises with less than 50% of ICT specialist women	5.8	4.2	1.4	7.6
Enterprises with at least 50% of ICT specialist women	1.5	1.1	1.5	1.7

Big Data

In 2018, 8.3% of companies carried out Big Data analyses. This percentage is 2.9 points lower than the previous year.

Data generated by social media were the most widely used source, specifically 4.0% of the total number of companies with 10 or more employees. This was followed by geolocation data from portable devices, used by 3.9% of companies.

Big Data Analysis. Percentage

	2018	2017	2016
Enterprises perform big data analysis	8.3	11.2	8.8
<i>Types of sources use to big data analysis:</i>			
Data generated from social media	4.0	5.0	4.1
Geolocation data from the use of portable devices	3.9	5.6	4.6
Data from smart devices or sensor	3.5	3.8	2.4
Other big data sources	3.1	3.0	2.2

ICT Security

92.8% of companies have used ICT security measures in the first quarter of 2019. The most commonly used are software updates (87.4%), backup copies in a separate location (83.6%) and strong password authentication (70.6%).

ICT Security. First quarter of 2019. Percentage

	Total	Industry	Construction	Services
Enterprises with some ICT security measure	92.8	91.3	91.1	93.8
<i>Enterprises with some ICT security measure, of which:</i>				
Keeping the software up-to-date ¹	87.4	85.2	81.7	89.6
Data backup to a separate location ¹	83.6	81.5	78.9	85.7
Strong password authentication ¹	70.6	67.6	62.7	73.7
Network access control ¹	68.5	66.4	55.5	72.4
Maintaining log files for analysis after security incidents ¹	41.8	38.5	24.2	47.4
Virtual Private Network (VPN) ¹	39.4	37.4	22.2	44.3
Encryption techniques ¹	34.9	33.1	21.9	38.7
ICT security test ¹	33.5	31.0	19.0	38.0
ICT risk assessment ¹	29.9	27.4	14.8	34.6
User identification and authentication via biometric methods ¹	20.3	21.0	12.6	21.8

¹Percentage over total enterprises that use some type of ICT security measure

Use of ICT by Autonomous Community

The companies with 10 or more employees whose headquarters are located in Cataluña, Comunidad de Madrid and Aragón have the highest intensities in the use of ICT in the first quarter of 2019¹.

On the other hand, companies in the Autonomous Cities of Ceuta and Melilla and the Autonomous Communities of Extremadura and Cantabria had the lowest percentages.

Use of ICT by Autonomous Communities and Cities in which the head office of the company is located. Percentages

1st quarter 2019	Access to the internet	Internet and website *	Mobile connection *	Electronic signature *	Social Media *	Cloud Computing *
TOTAL	98.4	78.2	84.1	80.6	52.9	28.1
Andalucía	98.8	71.3	82.9	81.1	54.2	22.2
Aragón	98.5	80.2	87.7	81.9	49.3	26.1
Asturias, Principado de	98.2	82.4	85.4	79.5	48.1	24.6
Balears, Illes	97.3	76.6	73.9	70.7	64.2	26.6
Canarias	97.8	63.7	78.7	77.8	48.1	23.6
Cantabria	97.4	78.7	78.0	70.8	49.8	22.1
Castilla y León	97.9	79.1	85.3	81.2	47.9	15.8
Castilla-La Mancha	97.3	70.6	82.1	83.1	46.2	18.3
Cataluña	98.8	86.0	84.0	78.7	60.6	36.6
Comunitat Valenciana	98.9	78.4	85.0	83.3	47.4	24.6
Extremadura	98.0	72.7	84.5	78.5	47.3	14.9
Galicia	98.3	77.9	84.2	78.5	47.4	24.3
Madrid, Comunidad de	98.6	77.9	87.7	82.7	57.9	37.9
Murcia, Región de	98.7	72.7	81.5	82.6	47.2	20.1
de	96.5	89.5	85.3	86.9	40.2	22.1
País Vasco	97.6	81.9	85.5	79.2	43.4	25.0
Rioja, La	98.5	75.6	83.0	90.3	42.6	19.5
Ceuta	100,0**	69.2	63.1	96.8	33.9	13.1
Melilla	95.3	39.0	75.3	68.9	19.3	7.4

*Percentage over total enterprises with access to the internet

**100,0% of enterprises in sample

Electronic Commerce

E-commerce sales

20.4% of companies with 10 or more employees made purchases via e-commerce in 2018. The volume of business generated by these sales reached 281.638 million euros, an increase of 8.5% compared to 2017.

Sales through e-commerce accounted for 17.3% of total sales by companies with 10 or more employees, a similar percentage compared to the previous year.

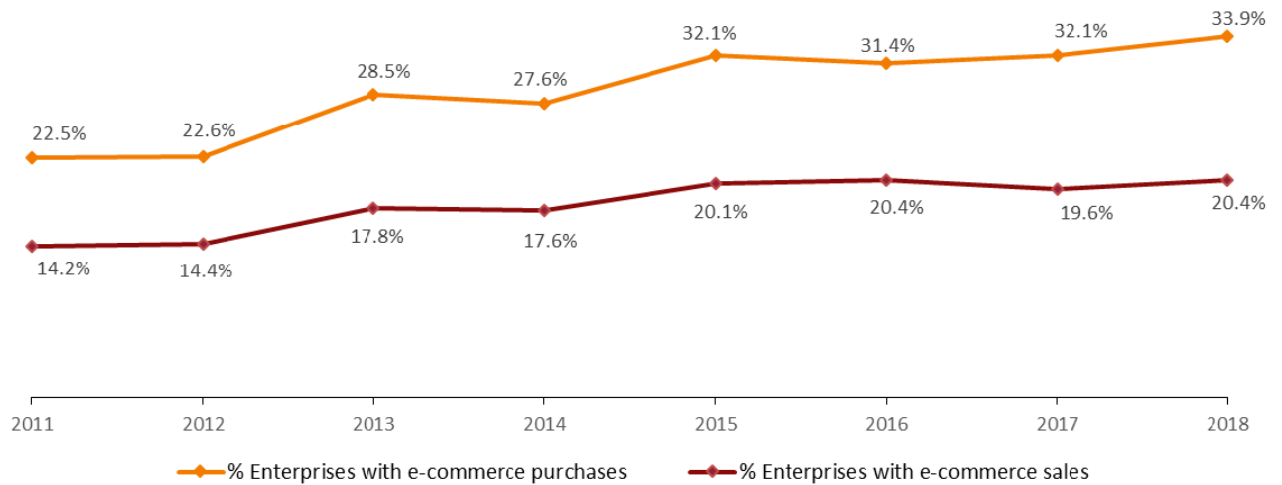
¹ The intensities in the use of Information and Communication Technologies refer to the following indicators: Internet Connection, Website, Use of Digital Signature, Mobile Broadband, Use of Social Media and Cloud Computing.

E-commerce purchases

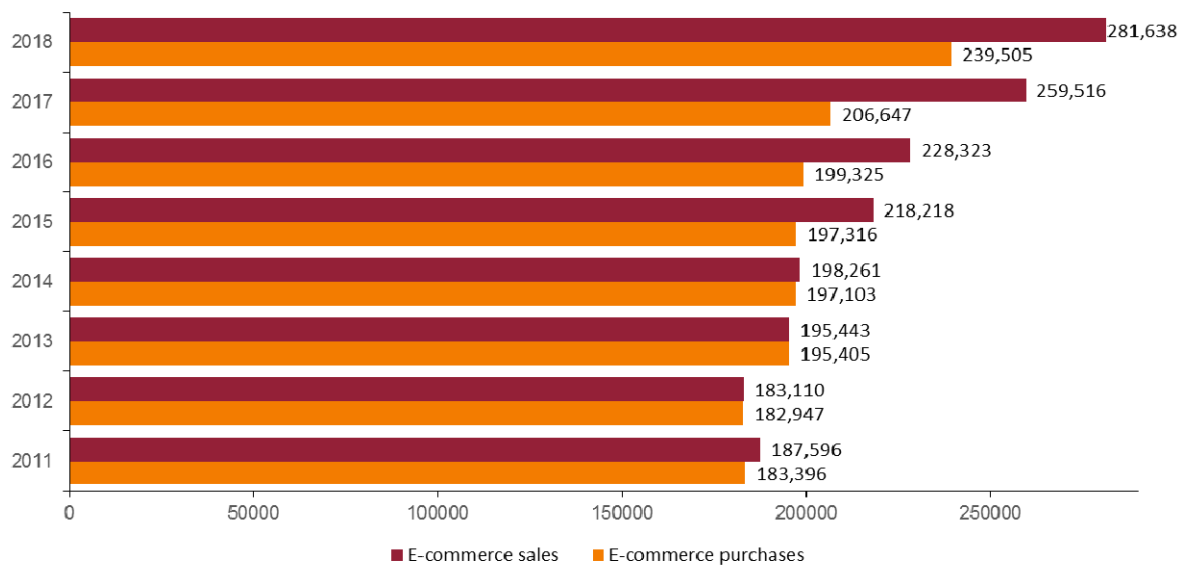
33.9% of companies with 10 or more employees made purchases through e-commerce in 2018. The total volume of orders for goods and services was 239.505 million euros, an increase of 15.9%.

Purchases through e-commerce accounted for 21.3% of total purchases by companies of 10 or more employees, compared to 19.7% in the previous year.

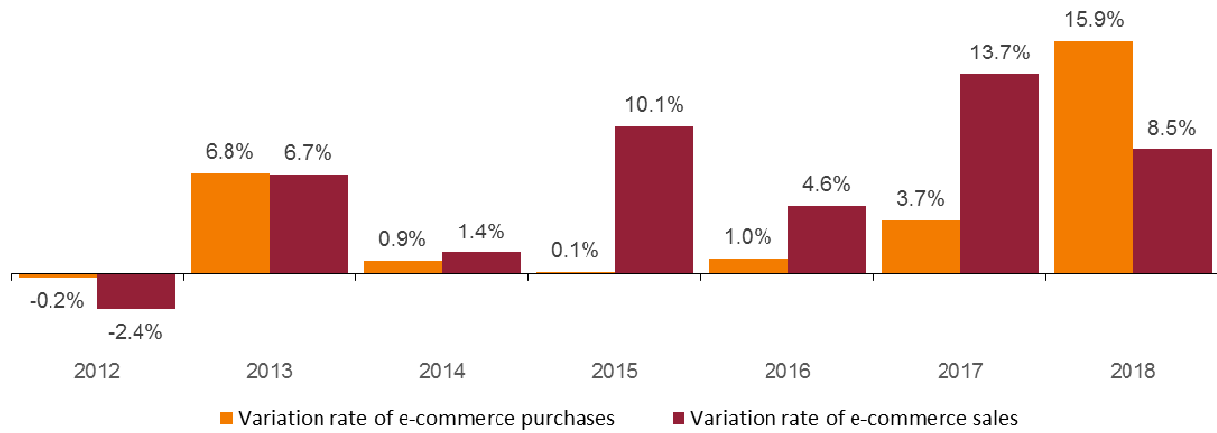
Companies that conduct e-commerce Percentage over the total number of companies



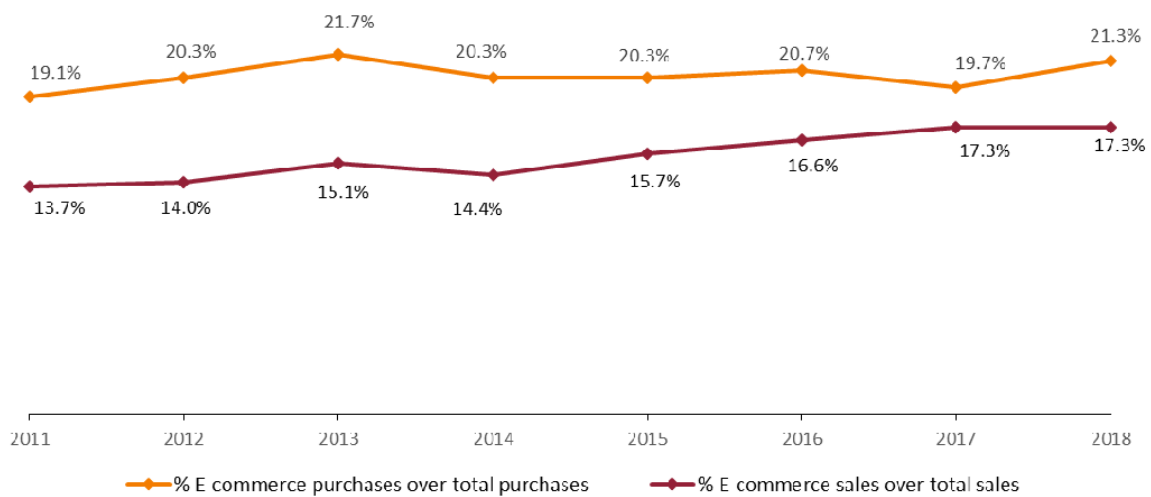
Volume of purchases and sales made by companies through e-commerce Millions of euros



Annual rate of the volume of purchases and sales made by companies through e-commerce



Percentage of purchases and sales by e-commerce over total purchases and sales



Use of ICT in companies with less than 10 employees

79.9% of companies with less than 10 employees had computers in the first quarter of 2019, a similar percentage as the same period in 2018.

76.3% have an Internet connection. The most commonly used connection types remain the fixed (83.1%) and mobile (74.9%) broadband. Both have risen 20 points compared to last year.

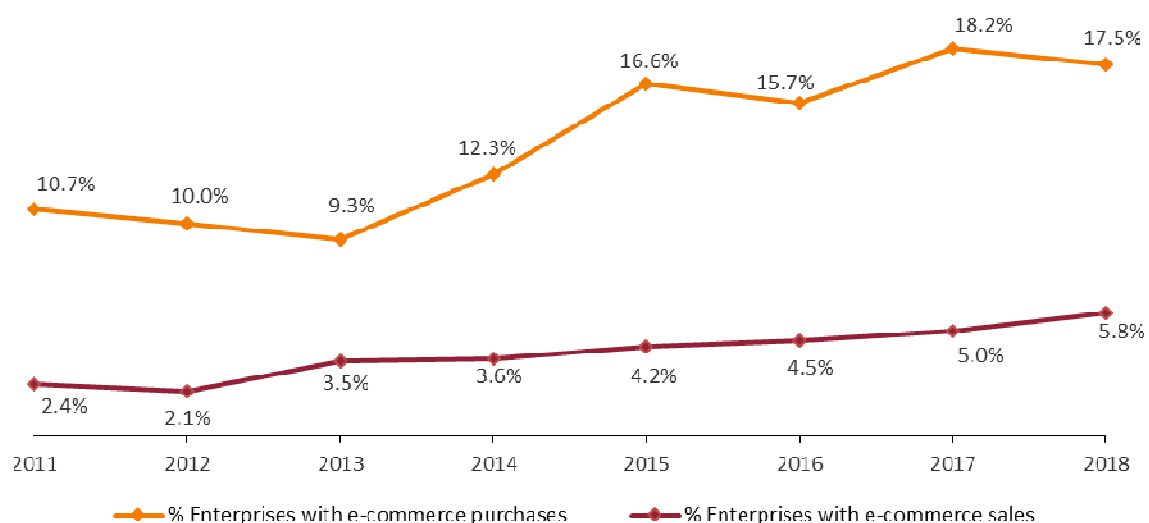
In turn, 30.2% of companies with less than 10 employees had a website, as compared with 23.5% in the previous year.

Main variables. Percentage over the total number of companies with less than 10 employees

	1st quarter 2019	1st quarter 2018
Computers	79.9	79.8
Persons employed use computers for business purposes	69.4	67.4
Persons employed use computers with access to the internet for business purposes	65.9	63.5
Enterprises with ICT specialists	3.0	3.1
<i>Enterprises have access to the internet, of which:</i>	76.3	75.5
- Fixed connection	83.1	63.9
- Mobile connection	74.9	54.5
- Access to the internet and website	30.2	23.5
- Social Media	32.7	26.7
- Cloud computing	10.4	7.0
- Electronic signature	54.3	37.0
- Targeted advertising	11.6	7.3

With regard to the use of e-commerce, 5.8% of companies with less than 10 employees carried out sales by this means and 17.5% made purchases.

Companies that conduct e-commerce Percentage over the total number of companies with less than 10 employees



Data review and update

The data published today are final and are not subject to further revision. All results are available on INEBase.

Methodological note

The main objective of the **Survey on the use of Information and Communications Technologies (ICT) and e-commerce in businesses** is to obtain the necessary data that will allow the use of ICT and e-commerce in businesses in EU member countries to be measured.

Following the methodological recommendations of Eurostat, the survey has a dual time scope; the variables on ICT use refer to the first quarter of the year in which the survey was carried out, while the general information about the business, e-commerce and ICT training refers to the previous year.

Type of survey: annual continuous survey.

Population scope: companies 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).

Geographical scope: the entire national territory.

Reference period of the results: the variables on ICT use refer to the first quarter of the year in which the survey was carried out, while the general information about the business, e-commerce and ICT training refers to the previous year.

Reference period of the information: first quarter of the year in which the survey is conducted.

Sample size: variables according to year. For businesses with 10 or more employees: about 15,000 companies and for those with less than 10 employees: about 11,000 companies.

Type of sampling: stratified sampling method by company size, economic activity and autonomous community.

Collection method: multi-channel: on the Internet (CAWI) and regular mail.

For more information you can access the methodology at:

<https://www.ine.es/daco/daco42/comele/metocor.pdf>

And the standardised methodological report at:

<https://www.ine.es/dynt3/metadatos/es/RespuestaDatos.html?oe=30169>

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