

## ICT usage in enterprises 2011

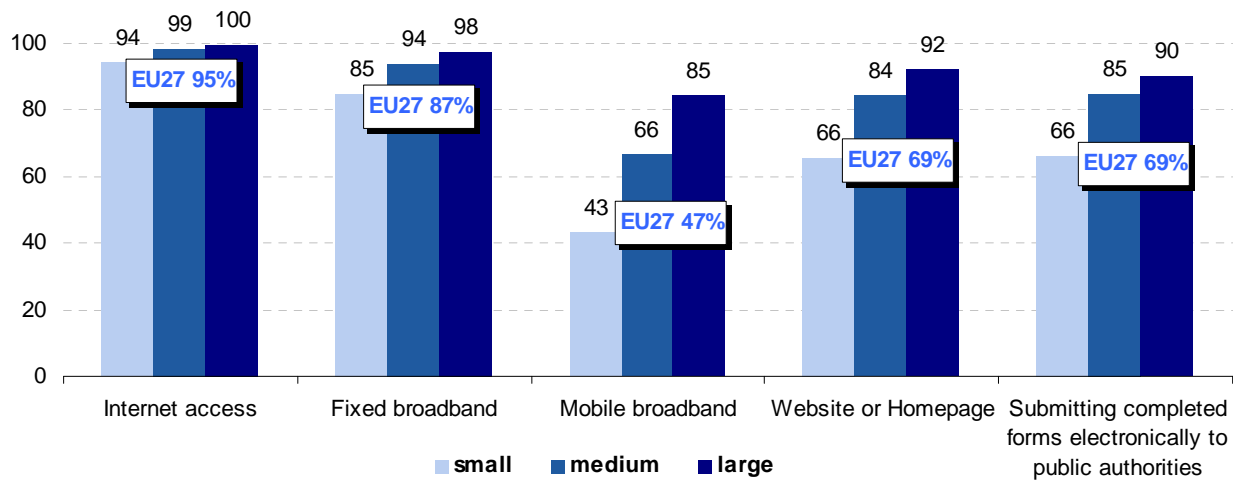
**The use of Information and Communication Technologies (ICT), and in particular the evolution in accessing and using the Internet, drive the way that enterprises run their business, conduct e-Commerce and interact with the national public authorities.**

In 2011, more than nine out of ten enterprises in the EU27 had **access to and used the Internet**; more than eight out of ten through a **fixed broadband**

connection, and almost half via a **mobile broadband connection** over telephone networks.

Enterprises made intensive use of the Internet to **interact with public authorities**. During 2010, around seven out of ten enterprises in the EU27 reported that they used the Internet to submit completed forms (such as VAT declarations) electronically to the relevant national public authorities.

**Figure 1: Internet access, enterprises with a website/homepage, contact with public authorities over the Internet, by size class, EU27, January 2011 (% of enterprises)**



Source: Eurostat (online data codes : [isoc\\_ci\\_in\\_en2](#), [isoc\\_ci\\_it\\_en2](#), [isoc\\_ci\\_cd\\_en2](#), [isoc\\_bde15ee](#))

### The use of mobile broadband Internet connection increased considerably

While the percentage of enterprises having Internet access and using fixed broadband Internet connection in January 2011 was high on average for the EU27 (95% and 87% respectively) and increased marginally compared to January 2010 (+1 pp, +2 pp respectively), the share of enterprises that used mobile broadband Internet connection (47%) increased sharply by 20 pp, in particular among medium-sized enterprises (+23 pp).

However, the share of enterprises using a mobile broadband connection varied widely from country to country, from 15% in Romania to 77% in Finland and 67% in Sweden.

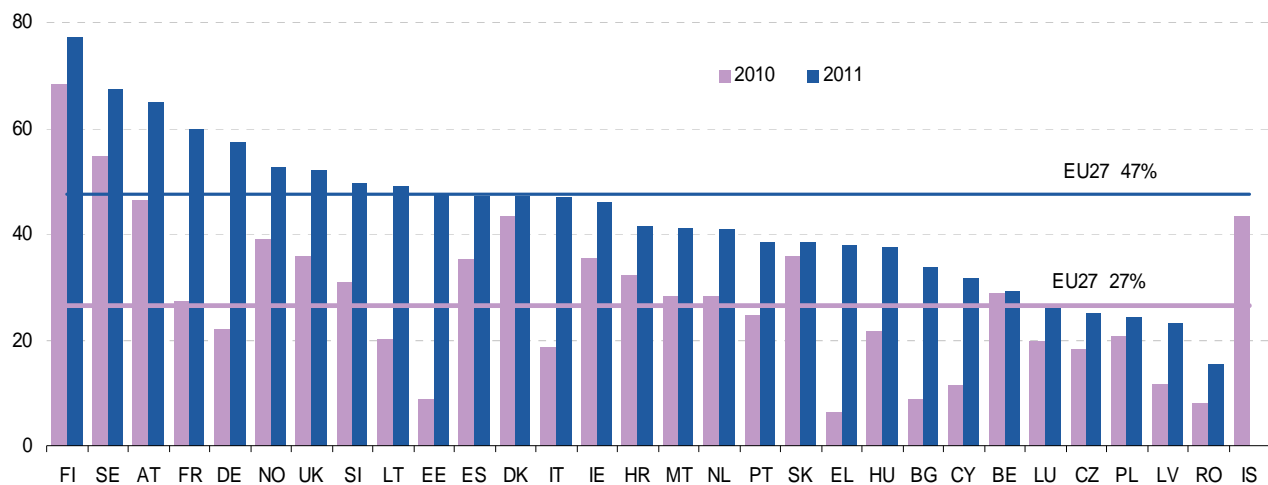
Of the large enterprises, more than 90% in Austria, Finland, Sweden, Germany, France and the United Kingdom used mobile broadband Internet connections (Table 1).

**Table 1: Internet access and fixed broadband connections to the Internet, mobile broadband connections of enterprises by size class, EU27, January 2011 (% of enterprises)**

Internet access			Fixed broadband connection		Mobile broadband connection							
					all enterprises		small		medium		large	
2010	2011		2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
<b>EU27</b>	<b>94</b>	<b>95</b>	<b>84</b>	<b>87</b>	<b>27</b>	<b>47</b>	<b>22</b>	<b>43</b>	<b>43</b>	<b>66</b>	<b>67</b>	<b>85</b>
BE	97	96	89	86	29	29	24	25	49	45	70	71
BG	85	87	61	68	9	34	7	30	14	47	34	67
CZ	95	96	85	87	18	25	13	20	35	41	51	61
DK	97	98	84	91	43	47	39	42	63	68	81	81
DE	97	97	88	88	22	57	16	52	38	79	63	93
EE	96	96	87	90	9	48	7	45	13	58	36	71
IE	92	93	84	90	36	46	31	41	52	65	73	85
EL	90	93	80	76	6	38	5	35	14	54	20	62
ES	97	97	95	96	35	47	31	43	57	71	75	85
FR	97	96	93	92	28	60	23	56	46	80	68	92
IT	94	94	83	84	19	47	16	43	38	75	66	89
CY	88	91	85	88	11	32	9	27	19	49	39	81
LV	91	92	66	82	12	23	10	21	19	32	41	53
LT	96	98	78	87	20	49	16	45	32	64	62	84
LU	96	97	87	93	20	27	17	23	26	37	57	66
HU	90	89	78	84	22	38	18	33	36	57	57	77
MT	94	95	91	94	28	41	24	37	41	52	62	74
NL	98	100	90	91	28	41	23	36	47	55	68	75
AT	97	98	75	82	46	65	42	60	65	87	91	97
PL	96	94	66	73	21	24	16	19	32	38	64	73
PT	94	95	83	83	25	39	20	35	48	60	75	85
RO	79	79	49	54	8	15	6	13	14	22	33	54
SI	97	97	85	92	31	50	26	45	47	63	73	88
SK	98	97	71	76	36	38	32	35	46	51	67	71
FI	100	100	93	96	68	77	64	74	88	90	95	95
SE	96	96	88	94	55	67	50	64	76	85	91	95
UK	91	95	87	92	36	52	30	47	58	75	79	91
IS	98	:	95	:	43	:	36	:	74	:	78	:
NO	97	97	84	87	39	53	35	49	61	73	84	84
HR	95	96	76	80	32	41	29	34	41	48	71	74

Source: Eurostat (online data codes : [isoc\\_ci\\_in\\_en2](#), [isoc\\_ci\\_it\\_en2](#))

**Figure 2: Mobile broadband connections to the Internet, January 2010 and 2011 (% of enterprises)**



Source: Eurostat (online data code : [isoc\\_ci\\_it\\_en2](#))

## Twice as many enterprises sell via a website compared to those using EDI-type messages

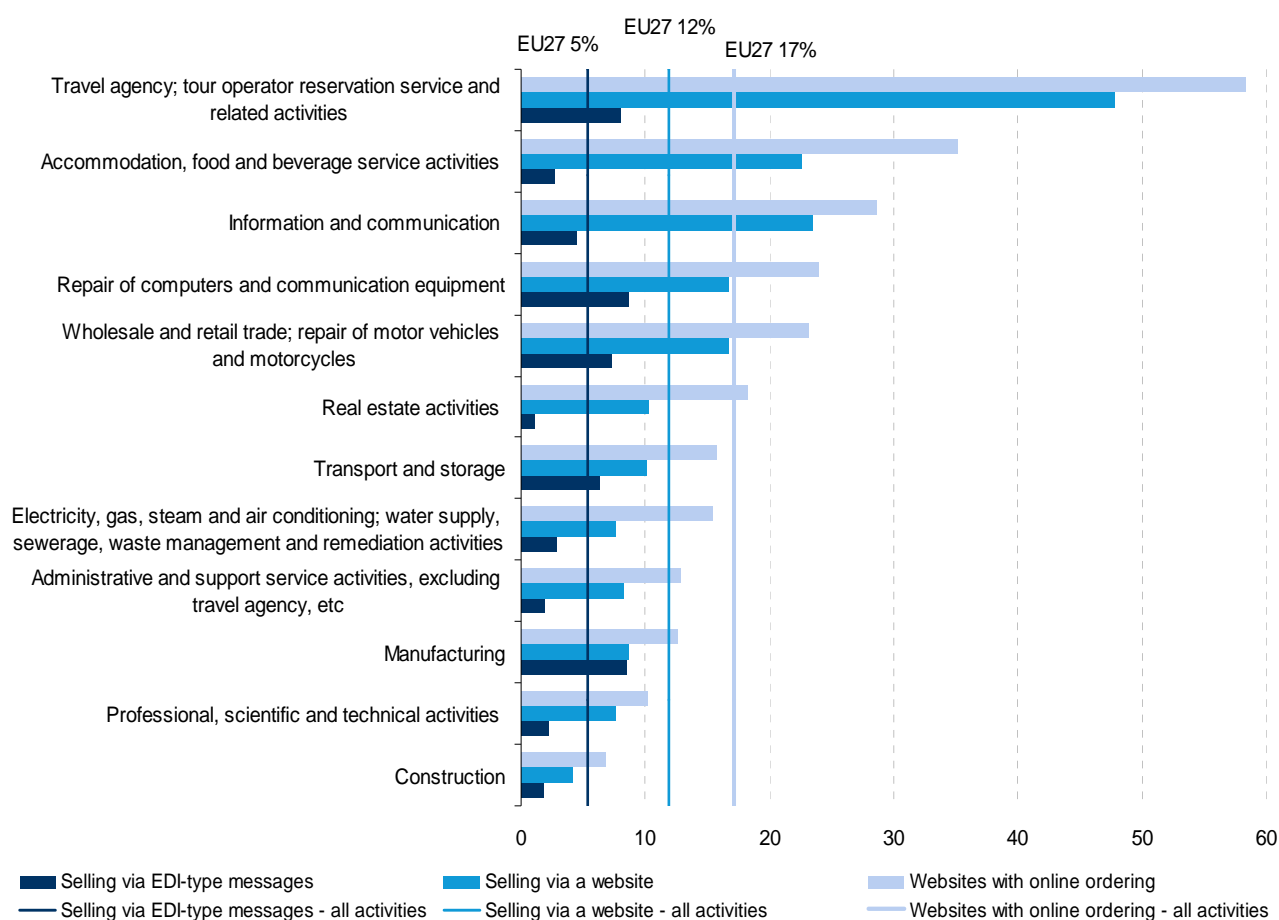
Enterprises consider it important to be visible on the Internet. In 2011, seven out of ten enterprises in the EU27 had a Website or a Homepage, but only two out of ten enterprises had one that allowed **online ordering, reservation or booking**.

The highest percentage of enterprises offering the "shopping cart" functionality on a Website was for enterprises in "Travel agency, tour operator reservation service and related activities" (58%),

followed by enterprises in the "Accommodation, food and beverage service activities" (35%).

Concerning electronic sales (e-Sales), 12% of the enterprises in the EU27, conducted sales via a **website** during 2010 and 5% of the enterprises received orders in a format that allowed automated processing using **Electronic Data Interchange – EDI-type** messages.

**Figure 3: Enterprises with electronic sales, having a website with online ordering, by economic activity, EU27, 2010 (% of enterprises)**



Source: Eurostat (online data codes : [isoc\\_bde15dec](#), [isoc\\_ci\\_cd\\_en2](#))

In particular, during 2010, almost every second enterprise (48%) which received orders for products or services via a website belonged to the "Travel agency, tour operator reservation service and related activities" branch.

Enterprises that received orders via EDI-type messages were most common in the economic activities related to "Repair of computers and communication equipment" and in

"Manufacturing" (both 9%) followed closely by enterprises in the "Travel agency, tour operator reservation service and related activities" (8%).

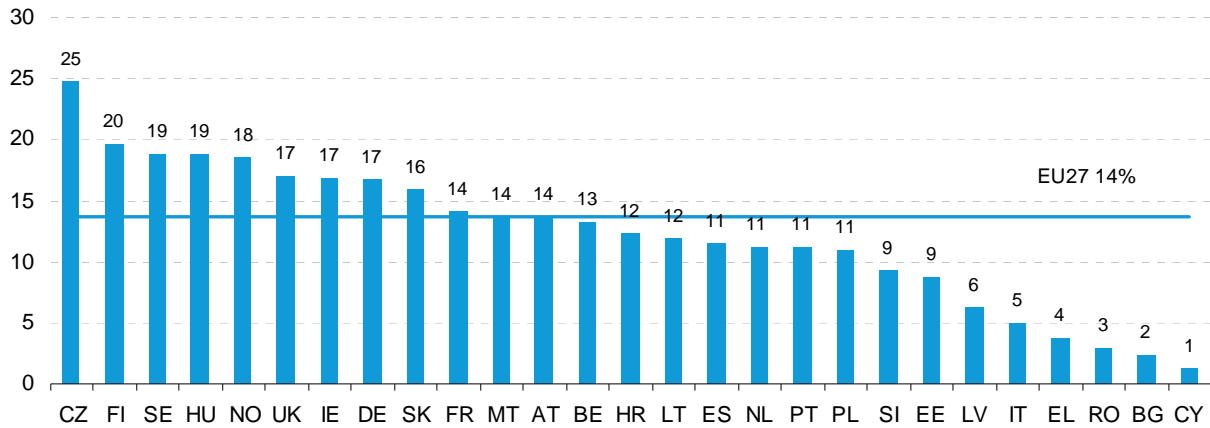
The percentage of "Manufacturing" enterprises that conducted e-Sales via a website or via EDI-type messages was 9%, in both cases, while in all other economic activities it was mainly websites that were used for receiving orders.

## Wide variation within the EU in the share of turnover from e-Commerce

In the EU27, enterprises realised 14% of their total turnover from e-Commerce during 2010, consisting of orders from a website or via EDI-type messages. However, the share of turnover attributed to

e-Commerce varied widely between countries, from 5% or less in Italy, Greece, Romania, Bulgaria and Cyprus to 20% or more in Finland and the Czech Republic (Figure 4).

**Figure 4: Enterprises' turnover from e-Commerce, 2010 (% of total turnover)**



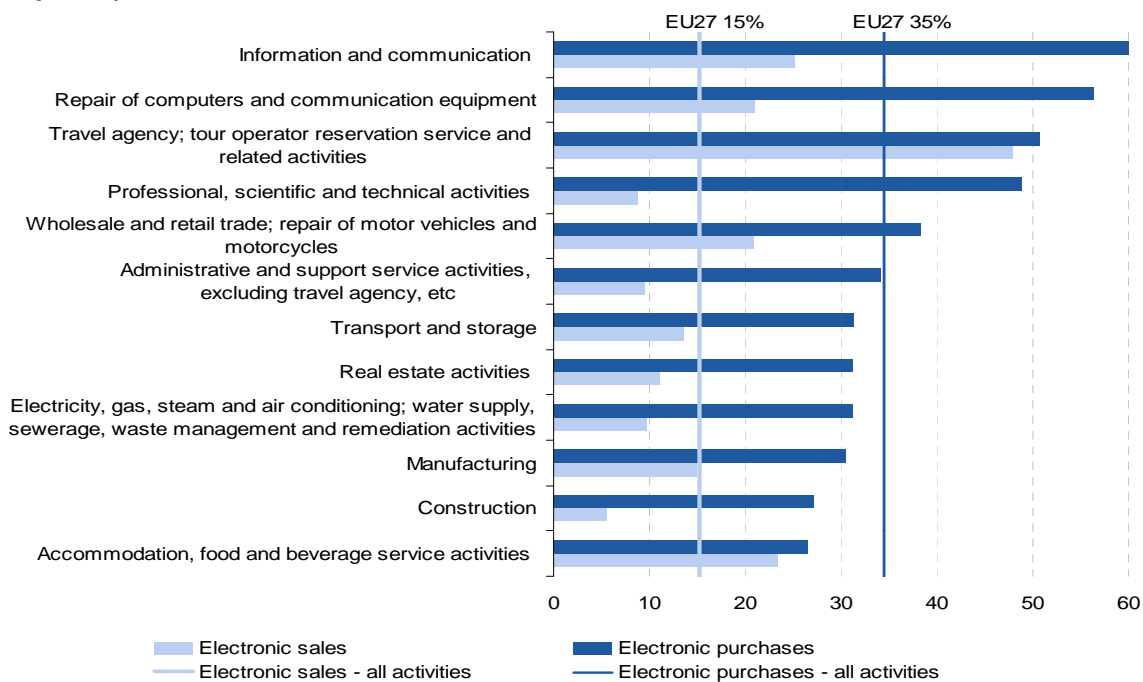
Source: Eurostat (online data code: [isoc\\_ec\\_evaln2](#))

## More than twice as many enterprises conducted electronically purchases than sales.

In 2010, some 35% of enterprises in the EU27 purchased electronically. The largest proportion of enterprises purchasing electronically was among enterprises in the economic activities "Information and communication" (60%) and "Repair of

computers and communication equipment" (57%). In the tourism sector almost the same number of enterprises made electronically as many sales as purchases.

**Figure 5: Enterprises with electronic sales or purchases, by economic activity, 2010 (% of enterprises)**



Source: Eurostat (online data code: [isoc\\_bde15dec](#))

## Enterprises make intensive use of the Internet to interact with public authorities

During 2010, the most frequent type of interaction of enterprises with public authorities in the EU27 using the Internet was **downloading electronic forms** (76%), followed by **obtaining information** (74%) and **submitting completed forms** (69%).

However, there was a significant variation in the share of enterprises that used the Internet for submitting forms, ranging from 40% or less in Romania and Italy (both 39%) and Cyprus (40%) to over 90% in the Netherlands (97%) and Lithuania (93%).

For the EU27, in particular, more than seven out of ten enterprises which submitted completed forms electronically during 2010 used the Internet primarily for **VAT declarations** (76%) or for declaring the **social contributions** of their employees (72%) to the relevant national public authorities. Around half of the enterprises used the Internet for the **corporate tax declaration** (54%) and only one third used it for the **customs or excise declarations** (31%).

**Table 2: Enterprises using the Internet in contact with public authorities, by purpose of use, in 2010 (% of enterprises or % of enterprises submitting completed forms)**

	obtaining information from public authorities' websites or homepages	obtaining forms from public authorities' websites or homepages	submitting completed forms electronically	Electronic declaration of			
				social contributions	corporate tax	VAT	customs/ excise
% of enterprises			% of enterprises submitting completed forms				
<b>EU27</b>	<b>74</b>	<b>76</b>	<b>69</b>	<b>72*</b>	<b>54</b>	<b>76</b>	<b>31</b>
<b>BE</b>	85	70	71	55	54	89	28
<b>BG</b>	69	75	66	88	81	90	13
<b>CZ</b>	82	79	61	35	19	36	13
<b>DK</b>	87	86	84	:	40	93	35
<b>DE</b>	63	72	61	69	31	60	29
<b>EE</b>	85	85	80	97	96	96	33
<b>IE</b>	83	85	82	82	71	81	49
<b>EL</b>	82	82	87	67	67	90	44
<b>ES</b>	68	69	65	68	96	94	23
<b>FR</b>	86	83	86	83	73	92	37
<b>IT</b>	65	67	39	54	49	54	50
<b>CY</b>	79	74	40	27	13	21	11
<b>LV</b>	82	80	85	95	85	95	29
<b>LT</b>	92	98	93	97	95	96	41
<b>LU</b>	84	86	58	44	23	56	24
<b>HU</b>	83	79	74	89	87	88	46
<b>MT</b>	85	78	53	56	47	24	34
<b>NL</b>	48	95	97	58	48	81	17
<b>AT</b>	82	84	73	70	51	85	21
<b>PL</b>	81	81	87	88	19	19	10
<b>PT</b>	83	79	79	97	92	93	16
<b>RO</b>	47	46	39	80	76	78	28
<b>SI</b>	89	90	77	93	97	99	35
<b>SK</b>	94	92	74	61	30	50	25
<b>FI</b>	92	92	87	88	62	86	32
<b>SE</b>	91	91	83	69	37	68	15
<b>UK</b>	80	78	85	65	38	99	43
<b>NO</b>	82	84	77	66	85	89	26
<b>HR</b>	72	78	63	55	50	51	37

\* EU27 without DK. DK: not applicable.

Source: Eurostat (online data codes : [isoc\\_bde15ee](#), [isoc\\_cieg\\_map](#))

**The use of Radio Frequency Identification technology (RFID) between the various economic sectors depends very much on the specific purpose of use.**

Radio Frequency Identification (RFID) is a technology that relates to the use of small electronic devices consisting of a chip and an antenna, transmitting information via radio waves and allowing an object to be identified.

In 2011, among all enterprises in the EU27, the use of RFID devices remained limited (4%) and at a similar level to 2009 (3%).

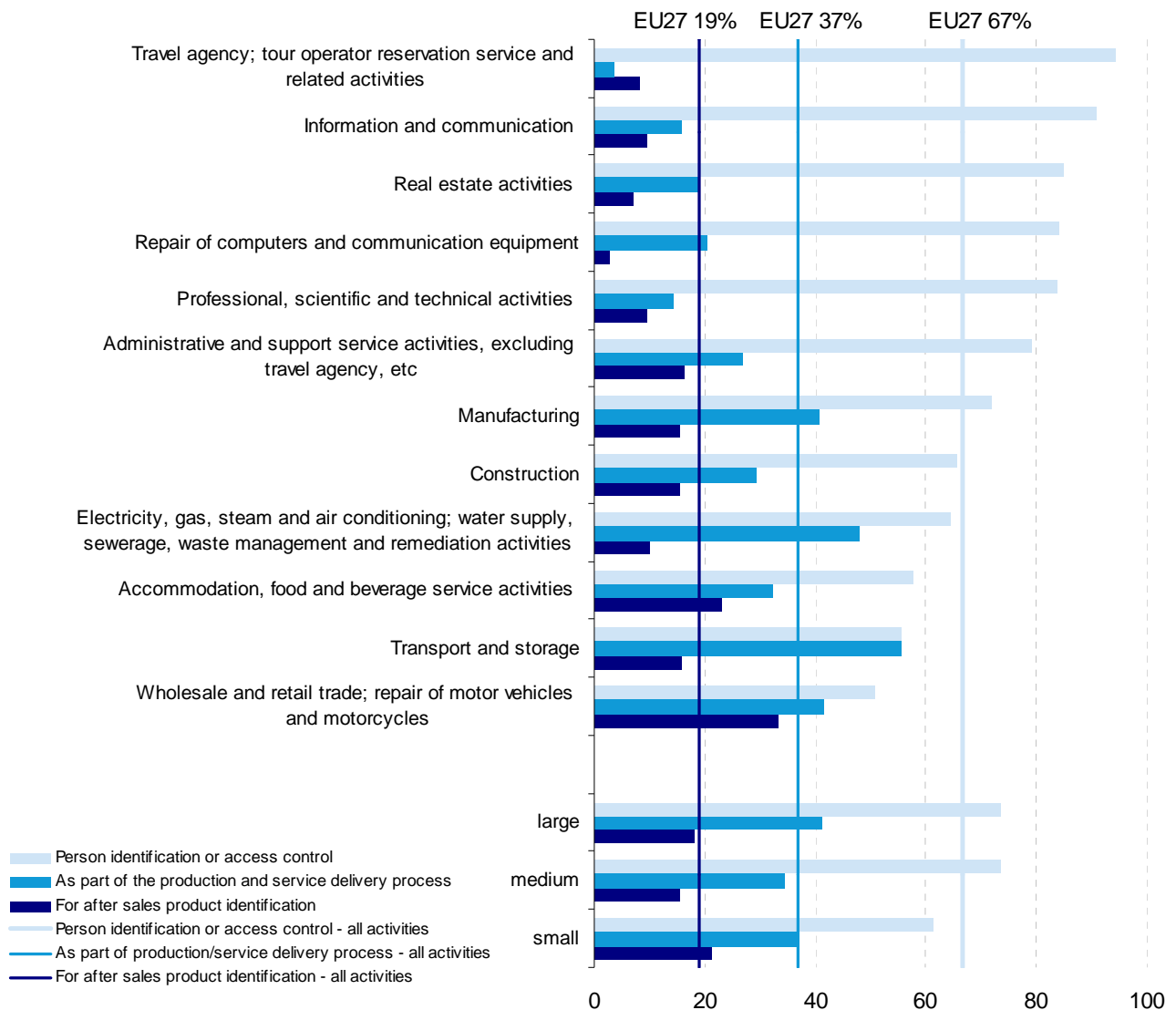
Among the enterprises that used this technology, RFID devices were mostly deployed for the **identification of persons or access control** (67%), followed by enterprises that used them as part of their **production and service delivery** (37%) and, lastly, by enterprises that used them for **after sales**

**product identification** (e.g. theft control, prevention of counterfeiting, etc) (19%).

On the one hand, enterprises in the economic activities related to "Travel agency, tour operator reservation service and related activities" made prominent use of RFID devices for the **identification of persons or access control** (94%).

On the other hand, more than half of the enterprises that used RFID devices as part of their **production and service delivery** (56%) were involved in "Transport and storage economic activities", while enterprises in "Wholesale and retail trade, repair of motor vehicles and motorcycles" used them mostly for **after sales product identification** (33%).

**Figure 6: Use of RFID technologies by purpose and economic activity and size class, EU27, January 2011 (% of enterprises using RFID)**



Source: Eurostat (online data code : [isoc\\_ci\\_cd\\_en2](#))

## METHODOLOGICAL NOTES

**Source:** Data presented in this publication are based on the results of the 2011 European Union survey on "ICT usage and e-Commerce in enterprises". Statistics were obtained from enterprise surveys conducted by National Statistical Authorities in 2011. The surveys' reference period was January 2011 or for some questions the year 2010.

**Sample size:** In 2011, 146 000 enterprises out of 1.5 million in EU27 were surveyed. Out of the 1.5 million enterprises approximately 83% were enterprises with 10-49 persons employed, 14% with 50-249 and 3% with 250 or more.

**Country codes:** European Union (27 countries): Belgium (BE), Bulgaria (BG), the Czech Republic (CZ), Denmark (DK), Germany (DE), Estonia (EE), Ireland (IE), Greece (EL), Spain (ES), France (FR), Italy (IT), Cyprus (CY), Latvia (LV), Lithuania (LT), Luxembourg (LU), Hungary (HU), Malta (MT), the Netherlands (NL), Austria (AT), Poland (PL), Portugal (PT), Romania (RO), Slovenia (SI), Slovakia (SK), Finland (FI), Sweden (SE) and the United Kingdom (UK). Iceland (IS), Norway (NO). Croatia (HR).

**Symbols:** Data in some tables are shown as ":" and refer to not available, unreliable, confidential or not applicable. Unreliable data are included in the calculation of European aggregates.

IS: no survey in 2011.

**Main concepts:** The observation statistical unit is the **enterprise**, as defined in the [Council Regulation \(EEC\) No 696/93](#) of 15 March 1993.

The survey covered **enterprises** with at least 10 persons employed.

Economic activities correspond to the classification NACE Revision 2. The sectors covered are manufacturing, electricity, gas and steam, water supply, construction, wholesale and retail trades, repair of motor vehicles and motorcycles, transportation and storage, accommodation and food service activities, information and communication, real estate, professional, scientific

and technical activities, administrative and support activities and repair of computers and communication equipment. Enterprises are broken down by size; small (10-49), medium (50-249) and large enterprises (250 or more persons employed).

**Mobile broadband connection** refers to the Internet connections via portable computers using at least 3G modem or via handsets with at least 3G technology, e.g. smartphone. 3G or 3<sup>rd</sup> Generation technology is a family of standards for mobile telecommunications over mobile telephone networks. 3G devices allow simultaneous use of speech and data services and higher data transmission rates.

**e-Commerce** refers to the placement of orders (an order is a commitment to purchase/sell goods or services) via computer networks. Payment and delivery are not necessarily done via computer networks.

e-Commerce may be effectively done via websites (which allow for online ordering or reservation or booking, e.g. shopping cart) or via EDI-type messages. **EDI-type** (Electronic Data Interchange) e-Commerce refers to structured transmission of data or documents between enterprises by electronic means allowing automatic processing; it excludes normal e-mail messages.

**Public authorities** refer to both public services and administration activities, e.g. tax, customs, business registration, social security, public health, environment or commune administrations. Public authorities can be at local, regional or national level.

**Radio-frequency identification (RFID)** is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders. An RFID tag is an object that can be applied to or incorporated into a product for the purpose of identification using radio waves.



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Manuscript completed on: 09.12.2011

Data extracted on: 19.11.2011

ISSN 1977-0316

Catalogue number: KS-SF-11-065-EN-N

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