

26 June 2015

Survey on ICT and Electronic Commerce Use in Enterprises
Year 2014 – First quarter 2015

Main results

- 98.4% of Spanish enterprises with 10 or more employees have Internet access in the first quarter 2015. Seven out of 10 of them have a website.
- The percentage of enterprises with 10 or more employees using mobile broadband rises two points in the first quarter 2015, up to 80.7%.
- 93.0% of enterprises with 10 or more employees interact online with the Public Administrations in 2014.
- One out of four enterprises with 10 or more employees carried out purchases via electronic commerce by websites or mobile applications in 2014
- One out of eight enterprises with 10 or more employees carried out sales via electronic commerce through websites or mobile applications in 2014

Enterprises with 10 or more employees

98.4% of Spanish enterprises with 10 or more employees had an Internet connection in the first quarter 2015. Of these enterprises, 80.7% use mobile broadband for internet connection

On the other hand, 76.6% of enterprises with Internet access had a website. In those with 250 or more employees, this percentage reached 95.3%.

Use of ITC infrastructures by company size. Percentage of enterprises

First Quarter 2015	Number of employees			
	TOTAL	10 to 49	50 to 249	250 or more
Computers	99.2	99.1	99.6	99.8
Defined security policy in ICTs	37.0	33.3	54.0	69.8
Internet connection	98.4	98.2	99.5	99.8
-Internet connection and website ⁽¹⁾	76.6	74.0	89.4	95.3
- Use digital signatures ⁽¹⁾	68.0	65.6	78.6	88.4
- Fixed broadband connection ⁽¹⁾	95.7	95.3	97.2	99.3
- Mobile broadband connection ⁽¹⁾	80.7	78.4	91.7	96.3
- Provide their employees with portable devices that allow a mobile connection to the Internet for business purposes ⁽¹⁾	63.8	59.7	83.9	92.2

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

Seven out of 10 enterprises used digital signatures in some communication with external agents. Of these, 98.9% used them to deal with the Public Administrations, and 19.1% to do so with suppliers and clients.

63.8% of enterprises issued their employees with portable devices, enabling connection to the internet for company use, nine points higher as compared to the same period of the previous year. Of these portable devices, 44.9% were laptop computers, and 57.6% were smartphones or PDA phones.

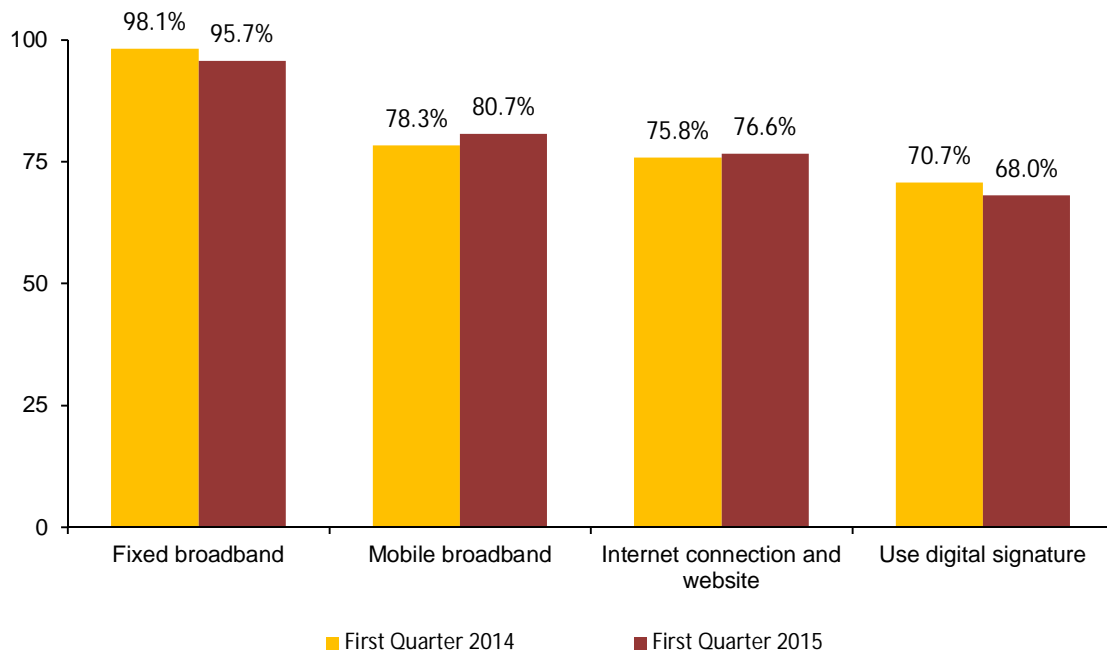
37% of enterprises defined a security policy in ICTs. This proportion exceeded the 50% of enterprises with more than 50 employees.

During the first quarter of 2015, 80.7% of the total enterprises had mobile broadband, two points more than in 2014.

During the first quarter of 2015, enterprises with fixed mobile broadband registered a decrease from 98.1% in 2014 to 95.7% at present.

Internet access and websites registered an increase of less than a point comparing the two periods. And, digital signatures decreased from 70.7% to 68.0%.

Evolution of the ITC. Percentage of the total enterprises with internet access



Types of Internet connection

99.7% of enterprises with 10 or more employees with an Internet connection accessed it via a broadband solution (fixed or mobile). The technologies used the most were access via DSL solutions (81.2%) and 3G or 4G mobile phones (72.8%).

Worth noting was that networks cable and fiber optic increased nine points as compared to the same period of the previous year.

Enterprises with Internet access by type of access

Percentages of the total enterprises and enterprises with Internet access

First quarter 2015	Number of employees			
	TOTAL	10 to 49	50 to 249	250 or more
Broadband (fixed or mobile)	99.7	99.6	99.9	100.0
Fixed broadband	95.7	95.3	97.2	99.3
-DSL (ADSL,SDSL,...)	81.2	81.9	76.8	82.2
-Networks Cable and fiber optic (FTTH)	30.1	25.8	47.9	72.2
-Other fixed connections (PLC, leased line,	5.4	3.7	11.2	29.2
Mobile broadband:	80.7	78.4	91.7	96.3
-By means 3G or 4G modem	60.9	57.5	76.3	88.9
-By means 3G or 4G mobile	72.8	70.0	86.8	93.0
-Other mobile connections (GPRS, EDGE,...)	25.3	23.0	35.1	49.0

Website availability and use

The main services offered by enterprises with 10 or more employees via their website were *company introduction* (89.6%), *privacy policy statement or certification related to website security* (68.4%) and *access to catalogues and price lists* (51.6%).

Services available on the website

Percentage over the total number of enterprises with an Internet access and website

First quarter 2015	
Enterprise introduction	89.6
Privacy policy statement or certification related to website security	68.4
Access to product catalogues or price lists	51.6
Links or references to corporate profiles in social media	39.2
Possibility of electronic submission of complaint forms	27.8
Posting vacancies or receiving online job applications	22.3
Ordering or booking online	18.1
Online tracking of orders	11.3
Possibility of customers customising or designing products	8.0
Website customisation for regular users	7.8

Use of social media

39.3% of enterprises used any social media due to work issues. The main uses of social media were aimed towards *marketing, advertising and image management* (73.1%) and as a *user information channel* (55.7%).

Social media uses by the enterprises

Percentages calculated over the total number of enterprises with 10 or more employees that use social media

	1Q. 2015	1Q. 2014
Social Media (Facebook, LinkedIn, Tuenti, Google+, Viadeo, Yammer...)	94.4	92.4
Enterprise blogs or microblogs (Twitter, Present.ly, Blogger, Typepad...)	43.1	40.9
Websites that share multimedia content (Youtube, Flickr, Picassa...)	40.1	39.6
Wiki-based tools for sharing knowledge	10.0	12.9

88.7% stated that *social media* was useful, to a higher or lesser extent, for the development of their business.

Use of Cloud Computing solutions by enterprises with 10 or more employees

In the first quarter of 2015, 15.4% of enterprises used Cloud Computing solutions.

67.1% of the enterprises that used Cloud Computing did so by paying any service existing in servers of shared services suppliers.

Cloud Computing Services bought by the enterprises

Percentages calculated over the total number of enterprises with 10 or more employees that buy cloud computing services

	1Q. 2015	1Q. 2014
E-mail	70.6	61.4
File storage	63.6	69.0
Corporate database server	56.5	54.7
Office Software (word-processors, spreadsheets...)	29.1	27.7
Software applications for dealing with information about clients	27.0	23.1
Computer ability to execute the software of the company itself	25.6	25.1
Accounting or financial software applications	22.9	20.7

ICT use for interacting with Public Administrations

93.0% of the enterprises interacted with Public Administrations via Internet in 2014.

The main objectives were: *downloading of forms* (83.2%) *obtaining information from the websites of the Public Administrations* (82.8%), and *filling tax forms by means of a full electronic management* (79.2%).

Employment and ICT training

26.5% of enterprises hired ICT experts and 12.4% hired new experts in 2014.

In turn, 22.4% of enterprises invested in ICT training in 2014. For enterprises with 250 or more employees, this figure reached 62.3% as compared to 59.8% of the previous year.

Turnover

72.1% of the enterprises sent receipts to other enterprises or to Public Administrations during 2014.

Of these enterprises, 14.5% sent receipts with electronic format that could be automatically processed, 63.0% were sent with electronic format but could not be automatically processed and 93.0% sent receipts in paper format.

ICT use by Autonomous Community

Enterprises with 10 or more employees whose headquarters are located in Comunidad de Madrid, Cataluña and Aragón presented the greatest intensities in their use of ICT in the first quarter 2015¹.

Conversely, those enterprises in the Autonomous Cities of Ceuta and Melilla and those enterprises in the Autonomous Communities of Extremadura had the lowest percentages of use of information technologies.

Use of ICT by Autonomous Community and Autonomous City in which the company is headquartered

First quarter 2015	Internet connection	Internet and Website ⁽¹⁾	Mobile broadband connection ⁽¹⁾	Use of digital signature ⁽¹⁾	Use of Social Media ⁽¹⁾	Cloud Computing ⁽¹⁾
TOTAL	98.4	76.6	80.7	68.0	39.3	15.4
Andalucía	97.4	72.2	79.1	72.6	40.0	12.6
Aragón	98.5	76.9	88.4	68.5	36.3	15.6
Asturias, Principado de	96.7	80.7	81.0	69.4	36.3	11.5
Balears, Illes	98.8	75.2	72.9	58.7	46.8	13.7
Canarias	98.0	64.2	73.0	69.9	40.1	17.4
Cantabria	99.0	72.4	68.9	65.8	31.9	11.7
Castilla y León	97.7	71.5	77.0	71.5	34.0	8.4
Castilla-La Mancha	96.2	69.2	78.9	65.8	34.4	7.9
Cataluña	99.1	83.9	82.4	63.3	43.3	17.9
Comunitat Valenciana	97.5	78.7	82.4	66.9	40.7	12.1
Extremadura	100.0	64.5	71.7	65.0	31.1	8.1
Galicia	98.4	74.0	75.5	71.5	32.7	12.8
Madrid, Comunidad de	99.4	76.8	85.4	71.4	42.2	21.6
Murcia, Región de	99.9	67.5	74.2	69.9	35.4	13.2
Navarra, Comunidad Foral de	98.9	80.5	82.5	69.7	32.0	10.8
País Vasco	98.5	81.3	81.5	63.3	33.4	18.0
Rioja, La	96.7	74.5	79.5	82.1	35.3	9.9
Ceuta	93.3	78.2	71.5	60.0	30.8	13.7
Melilla	100.0	42.7	83.2	63.0	33.9	24.3

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

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

E-commerce

Sales via e-commerce

17.6% of enterprises with 10 or more employees carried out sales via electronic commerce in 2014. Turnover generated by these sales reached 198,261 million euros, 1.4% more than in 2013.

The branches of activity with the highest percentages of enterprises that carried out sales via e-commerce were the following: *Accommodation services* (83.1%), *Food; beverages; tobacco; textile; clothing; leather and footwear; wood and cork; paper; graphic arts and reproduction of recorded media* (24.7%) and *Wholesale and Retail trade* (24.1%) and *Repair of motor vehicles and motorcycles* (24.1%).

Sales via e-commerce represented 14.4% of the total sales made by enterprises with 10 or more employees, as compared with 15.1% from the previous year.

13.1% of enterprises carried out sales via electronic commerce on a website. The total value of these transactions was 60,701.5 million euros, 30.6% of the total electronic commerce sales.

66.7% of the sales by e-commerce were to enterprises (Business to Business, B2B). The percentage of sales to final consumers (Business to Consumer, B2C) was 31.4%. Lastly, sales to the Public Administrations (Business to Government, B2G) represented 1.9%.

By geographical destination, 83.5% of the website sales remained in Spain, 12.7% were sold to other countries of the EU² 3.8% to the rest of the world.

Purchases via e-commerce

27.6% of enterprises with 10 or more employees made purchases via e-commerce during the year 2014. The total volume of orders of goods and services made via e-commerce reached 197,102.5 million euros, 0.9% more than in 2013.

The branches of activity with the highest percentages of enterprises that made purchases via e-commerce were the *ICT Sector* (61.2%) and *Information and communications* (53.5%).

Purchases via e-commerce represented 20.3% of the total purchases of enterprises with 10 or more employees, as compared with 21.7% the previous year.

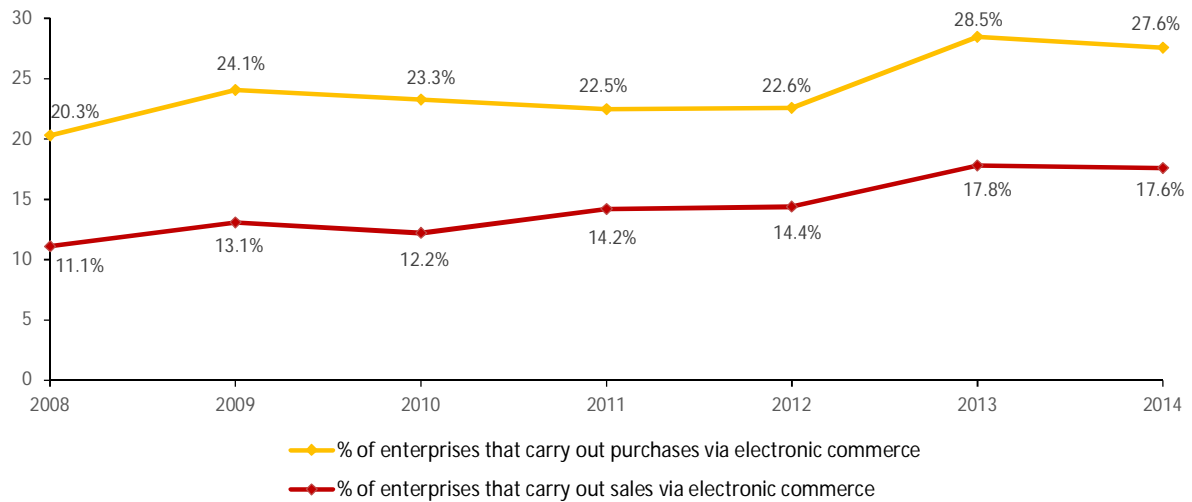
25.9% of enterprises carried out purchases via electronic commerce on a website. The total value of these transactions was 78,834.1 million euros, 40% of the total electronic commerce purchases.

81.1% of purchases via electronic commerce were made within Spain, 15.3% to other UE² countries and the remaining 3.6% to other countries.

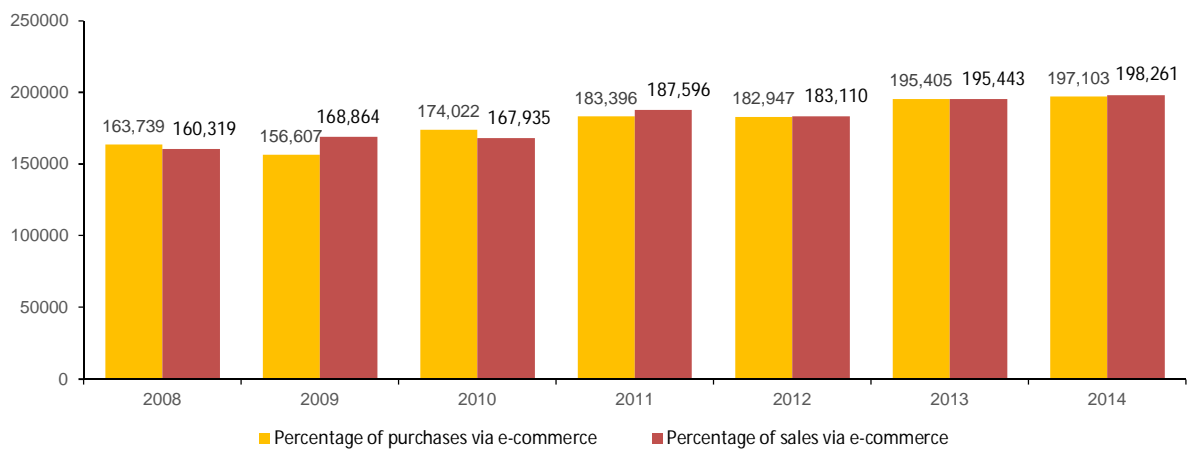
² Other EU countries: Germany, Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Slovenia, Estonia, Finland, France, Greece, Netherlands, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, United Kingdom, Czech Republic, Romania, Slovak Republic and Sweden.

Evolution of enterprises that carried out e-commerce (2008-2014)

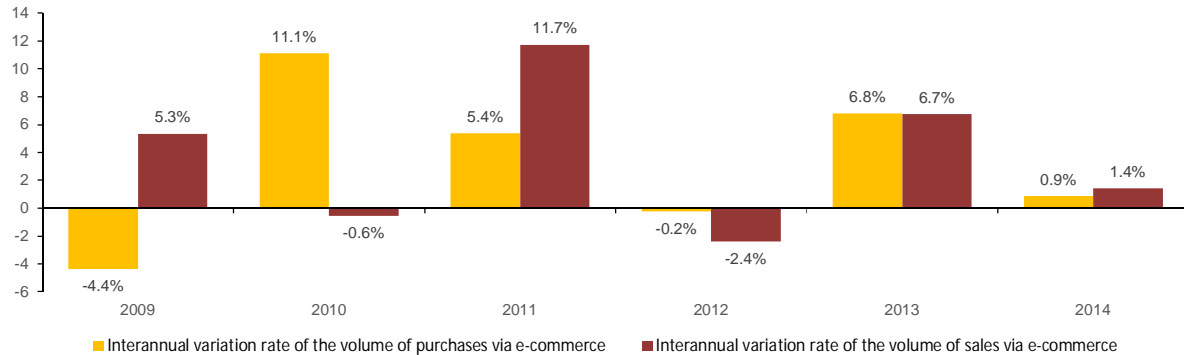
Percentage over the total enterprises



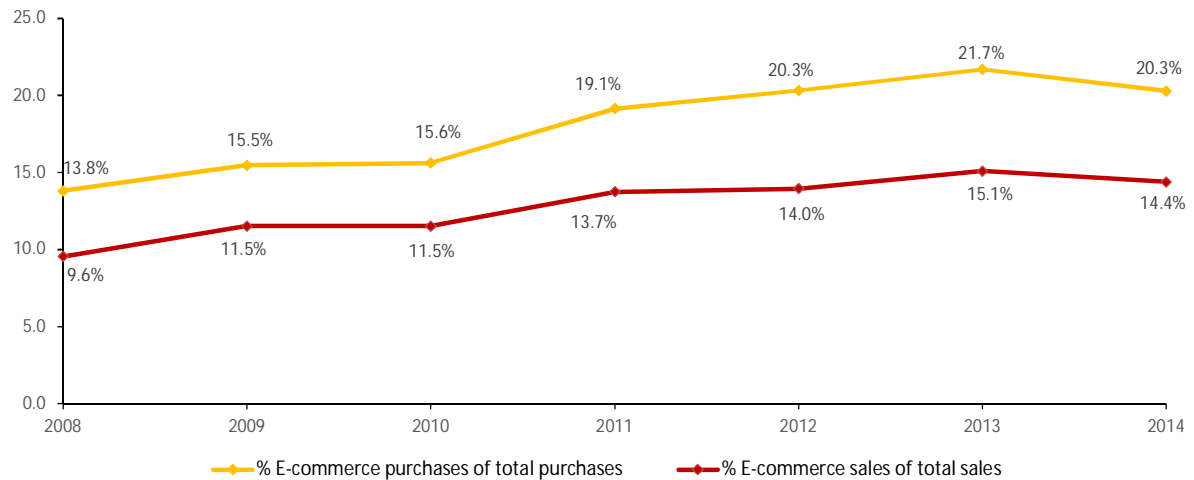
Performance of the volume of purchases and sales made by enterprises via e-commerce (2009-2014) Million euros



Performance of the interannual variation rate of the volume of purchases and sales carried out via e-commerce by enterprises (2009-2014)



Evolution of the percentage of purchases and sales via e-commerce over the total of purchases and sales (2008 – 2014)



ICT use in enterprises with fewer than 10 employees

74.1% of enterprises with fewer than 10 employees had computers, according to the data from the first quarter 2015.

68% of micro-enterprises had Internet access, and 98.6% of them used some broadband access solution.

Regarding the type of connection, 89.3% of the enterprises had fixed broadband and 65.4% used some mobile broadband solution.

As well as the previous year, the enterprises with mobile phones represented 76.5% of the total.

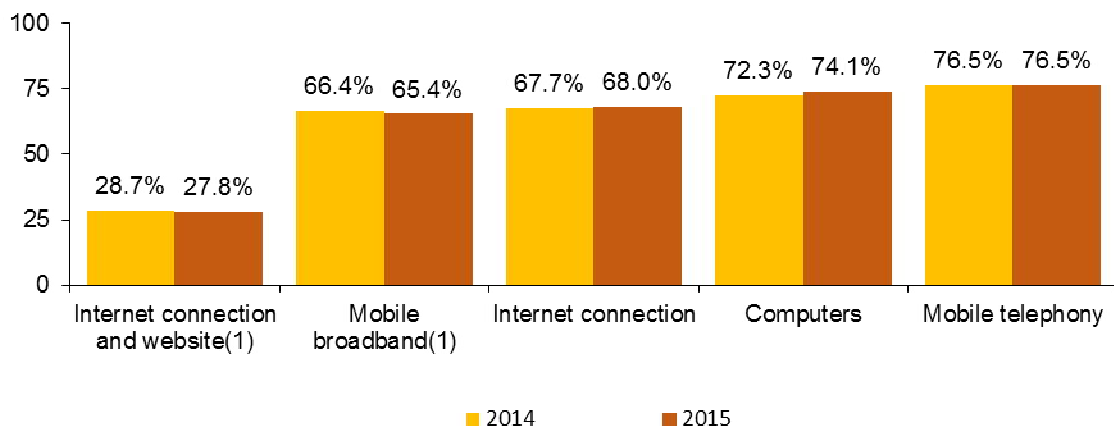
27.8% of the small enterprises with Internet access had a website, as compared to 28.7% of the previous year.

ICT infrastructures. Percentage over the total enterprises with fewer than 10 employees
Percentage over the total enterprises with fewer than 10 employees

	First quarter 2015	First quarter 2014
Computers	74.1	72.3
Mobile telephony	76.5	76.5
Internet connection	68.0	67.7
- Internet connection and website ⁽¹⁾	27.8	28.7
- Broadband (fixed or mobile) ⁽¹⁾	98.6	99.0
- Fixed Broadband connection ⁽¹⁾	89.3	92.8
- Mobile Broadband connection ⁽¹⁾	65.4	66.4

⁽¹⁾ Percentage over the total enterprises with fewer than 10 employees and internet connection

Evolution of ICT use in enterprises with fewer than 10 employees



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

Methodological annex

The survey on the Use of Information and Communication Technologies (ICT) and Electronic Commerce in Enterprises is integrated in the statistics plans of the European Union designed 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 enterprises 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 National Foundation Centre of Reference for the Application of Information and Communication Technologies based on Open Sources (CENATIC).

Moreover, there is another 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 the first quarter 2015, whereas the reference period for the general information on the company, electronic commerce and ICT training is the year 2014.

This study has targeted 14,902 enterprises with 10 or more employees, and 10,609 enterprises 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, any transaction carried out through telematic networks is considered to be as such. 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.

For further information see **INEbase-www.ine.es/en/**

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Press Office: Telephone numbers: 91 583 93 63 / 94 08 – Fax: 91 583 90 87 - **gprensa@ine.es**

Information Area: Telephone number: 91 583 91 00 – Fax: 91 583 91 58 – **www.ine.es/infoine/?L=1**
