

21 October 2024

Survey on the Use of ICT and e-commerce in enterprises

Year 2023- First quarter 2024. Definitive data

Main results

- 12.4% of enterprises with 10 or more employees used artificial intelligence in the first quarter of 2024 and 37.7% purchased cloud computing services.
- 30.7% of enterprises made e-commerce sales in 2023, increasing the volume of business generated by 2.3% compared with 2022.

More information

- [Detailed results](#)
- [Complete publications from previous years](#)
- [Infographic](#)

Use of ICTs in enterprises with 10 or more employees

68.4% of employees in enterprises with 10 or more workers used computers for business purposes in the first quarter of 2024. A total of 63.3% used computers with an Internet connection.

64.7% of enterprises with an Internet connection used social media, 1.1 points more than in the first quarter of 2023, and 58.9% carried out remote meetings.

Of the total of enterprises with an Internet connection, the percentage of those that have a website/page has risen by 3.3 points to 81.8%. In addition, 27.1% are paying for internet ads.

Main variables

Percentages

	1st Quarter 2024	1st Quarter 2023
Personnel using computers for business purposes	68.4	66.2
Personnel using computers connected to the internet for business purposes	63.3	61.2
Enterprises employing ICT specialists	15.7	16.4
<i>Enterprises with an internet connection of which:</i>	99.1	99.0
- Have a web site/page ⁽¹⁾	81.8	78.5
- Use social media ⁽¹⁾	64.7	63.6
- Hold remote meetings ⁽¹⁾	58.9	_(2)
- Pay to advertise on the Internet ⁽¹⁾	27.1	28.3
- Of which they use targeted advertising methods	24.1	25.1

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

(2) Variables not investigated in Q1 2023.

ICT Specialists

The percentage of enterprises with women ICT specialists rose by two tenths and stands at 6.6%.

ICT specialists by activity sector. 1st Quarter 2024

Percentage

	Total	Industry	Construction	Services
Enterprises with ICT specialists	15.7	14.2	4.5	19.4
Enterprises with ICT specialist women	6.6	4.1	0.7	9.3
Enterprises with less than 50% of ICT specialist women	5.4	3.2	0.5	7.8
Enterprises with at least 50% of ICT specialist women	1.1	0.9	0.2	1.5

Other technologies in enterprises

37.7% of these enterprises purchase cloud computing services, up 6.1 points compared with the first quarter of 2023. Meanwhile, enterprises that use artificial intelligence technology have increased by 2.8 points, to 12.4%.

The services sector is the one that purchases the most cloud computing (42.4%) and the one that uses artificial intelligence the most (15.6%).

Current press release at: <https://www.ine.es/dyngs/Prensa/en/ETICCE20231T2024.htm>

New technologies by activity sector. 1st Quarter 2024

Percentage

	Total	Industry	Construction	Services
Enterprises that conducted data analytics by their employees	31.4	31.9	18.3	34.9
Enterprises that purchase Cloud Computing services	37.7	33.0	28.4	42.4
Enterprises that used AI	12.4	10.1	4.5	15.6
Enterprises with some ICT security measure	91.3	91.9	87.4	92.1

Remote Working

37.5% of enterprises with 10 or more employees used remote working in the first quarter of 2024. This percentage goes up to 80.4% for enterprises with 250 employees or more.

The average number of days per week on which employees work remotely is 2.4.

Meanwhile, 19.8% of employees telework regularly, an increase compared with the first quarter of 2023, at 18.9%.

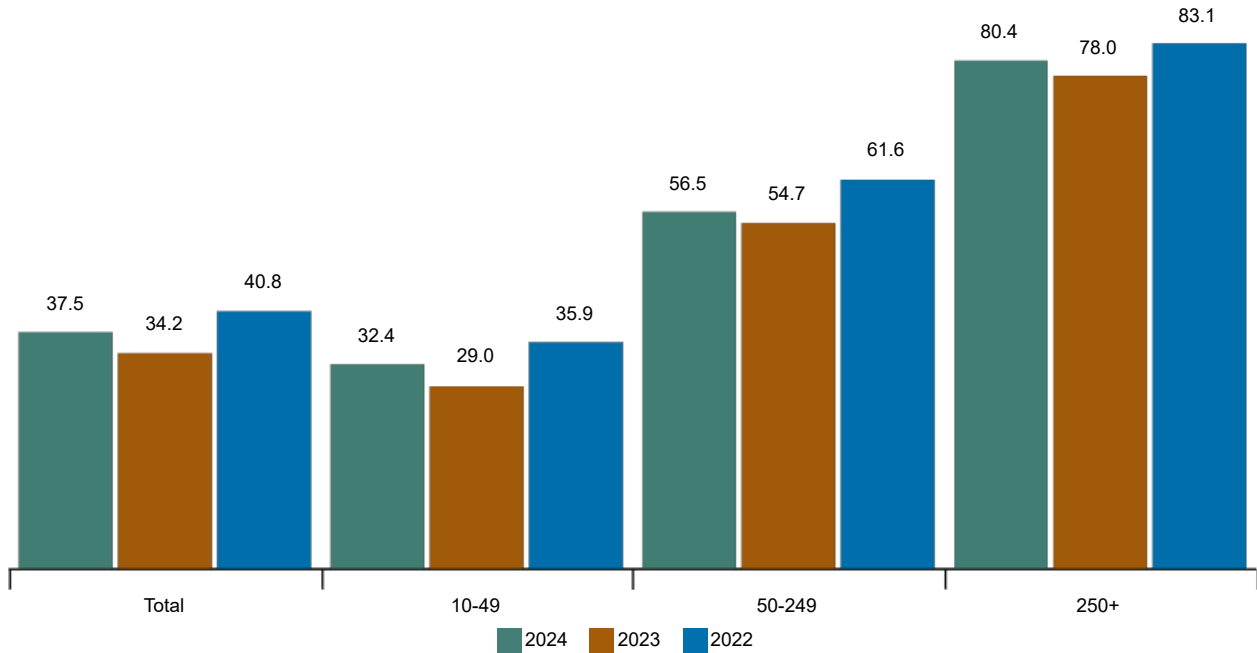
Remote Working

Percentage

	1st Quarter 2024	1st Quarter 2023
- Enterprises that allow teleworking	37.5	34.2
- Percentage of employees who telework ⁽³⁾	19.8	18.9
- Number of days on average per week that employees telework	2.4	2.4

⁽³⁾ Percentage of enterprises that permit remote working.

Enterprises that allow their employees to work remotely by size of company. 1st Quarter 2024
Percentage



E-commerce

A total of 30.7% of enterprises with 10 or more employees made purchases via e-commerce in 2023. Turnover generated by these sales reached 385,844 million euros, resulting in a 2.3% increase compared to 2022.

E-commerce sales. Year 2023

Percentage

	Total	Industry	Construction	Services
% Enterprises with e-commerce sales	30.7	28.7	12.9	36.5
E-commerce sales (in thousand of euros)	385,844	200,989	2,553	182,302

Data by Autonomous Community

The enterprises with 10 or more employees whose headquarters are located in Cataluña, Comunidad de Madrid and País Vasco had the highest intensities in the use of ICT in the first quarter of 2024.

For their part, enterprises in Extremadura, Castilla-La Mancha and the autonomous city of Melilla have the lowest percentages.

Current press release at: <https://www.ine.es/dyngs/Prensa/en/ETICCE20231T2024.htm>

Use of ICT by autonomous communities and cities in which the head office of the enterprise is located. 1st Quarter 2024

Percentage

	Web ⁽¹⁾	Social Media ⁽¹⁾	Cloud Computing ⁽¹⁾	AI ⁽¹⁾	Data analytics ⁽²⁾	Remote Access ⁽³⁾	Teleworking	ICT Security ⁽¹⁾
TOTAL	81.8	64.7	37.7	12.4	31.4	88.6	37.5	91.3
Andalucía	77.0	64.0	32.2	9.7	29.7	87.0	29.9	89.0
Aragón	84.5	61.3	35.6	10.6	31.7	87.1	35.5	93.9
Asturias, Principado de	85.6	63.3	28.6	11.5	26.2	86.5	26.9	88.8
Balears, Illes	82.3	69.2	31.2	10.2	28.7	88.4	28.1	88.5
Canarias	74.1	60.2	31.8	6.0	22.1	81.1	25.6	87.2
Cantabria	84.7	63.8	32.0	8.2	27.0	85.4	29.8	94.0
Castilla y León	87.7	63.1	28.5	8.1	24.4	87.1	27.7	91.4
Castilla-La Mancha	75.9	54.9	23.5	7.6	21.2	83.9	24.1	88.3
Cataluña	88.0	71.2	48.9	15.3	36.2	91.8	47.8	95.8
Comunitat Valenciana	81.0	65.9	36.3	12.6	34.9	89.0	30.7	91.9
Extremadura	68.2	55.3	20.2	9.5	17.3	84.7	21.2	79.0
Galicia	81.4	58.6	31.5	10.4	27.4	87.5	34.1	90.6
Madrid, Comunidad de	81.6	66.6	46.8	17.8	36.6	90.5	52.3	90.3
Murcia, Región de	76.7	61.7	29.8	8.4	26.9	84.0	29.4	88.3
Navarra, Comunidad Foral de	85.9	55.6	28.1	9.8	27.6	88.7	33.1	93.3
País Vasco	83.6	59.8	35.6	12.7	31.2	91.8	38.6	93.4
Rioja, La	79.5	56.0	20.6	7.8	21.1	86.2	24.8	88.1
Ceuta	66.0	61.7	44.0	6.2	33.5	96.2	28.8	86.8
Melilla	61.5	35.3	11.1	1.5	13.9	86.5	22.0	83.3

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

⁽²⁾ Data analysis conducted by their own employees.

⁽³⁾ Remote access to the enterprise's email, documents or applications.

Use of ICTs in enterprises with less than 10 employees

87.9% of enterprises with fewer than 10 employees had computers in the first quarter of 2024. This is a decrease of 0.8 points compared with the same period in 2023.

Of the total number of enterprises with an Internet connection, 20.0% allow teleworking (an increase of 2.6 points on the previous year). On the other hand, the percentage of enterprises selling via e-commerce reached 13.1%, a 1.1 increase on last year.

Current press release at: <https://www.ine.es/dyngs/Prensa/en/ETICCE20231T2024.htm>

Main variables

Percentage over the total number of enterprises with less than 10 employees

	1st Quarter 2024	1st Quarter 2023	Annual variation (%)
Computers	87.9	88.7	-0.9
Persons employed use computers for business purposes	76.9	78.2	-1.7
Persons employed use computers with access to the internet for business purposes	72.6	73.3	-1.0
Enterprises have access to the internet, of which:	83.8	85.0	-1.4
Enterprises that allow teleworking	20.0	17.4	14.6
- Have website	33.2	30.6	8.4
- Fixed connection	81.2	82.6	-1.7
- Mobile connection ⁽¹⁾	85.0	85.4	-0.5
- Use social media ⁽¹⁾	34.6	33.9	1.9
- Use Artificial Intelligence (IA)	7.5	5.8	30.1
- Enterprises with e-commerce sales ⁽²⁾	13.1	14.2	-7.8

⁽¹⁾ Percentage of total enterprises with at least 10 employees and with an Internet connection.

⁽²⁾ Enterprises that sold via e-commerce in 2023/2022.

Data revisions and updates

The data published today are final. All results of this operation 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.

In accordance with Eurostat's methodological recommendations, the survey has a dual temporal scope; the variables on ICT use refer to the first quarter of the year in which the survey is conducted, while the overall company information, e-commerce and ICT training refer to the previous year.

Type of survey: annual continuous survey.

Population scope: enterprises 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.

Results reference period: the variables on ICT use refer to the first quarter of the year in which the survey is conducted, while general company information, e-commerce and ICT training refer to the previous year.

Information reference period: first quarter of the year in which the survey is carried out.

Sample size: variables by year. For enterprises with 10 or more employees: around 15,000 enterprises; and for enterprises with fewer than 10 employees: around 10,000 enterprises.


Sampling type: stratified sampling by company size, economic activity and autonomous community.

Collection method: multichannel: through internet (CAWI) and regular mail.

For more information, you can access the [methodology](#) and the [standardised methodological report](#).

INE statistics are produced in accordance with the Code of Good Practice for European Statistics. More information on [Quality at the INE and the Code of Best Practices](#)

For further information see **INE base**

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