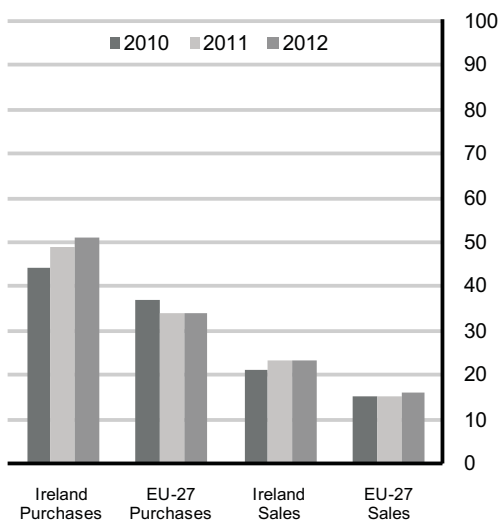19 December 2012

Information Society Statistics
Enterprise Statistics 2012

e-Commerce purchases and sales

e-Commerce activities in enterprises, Ireland and EU-27			%
	2010	**2011**	**2012**
e-Commerce purchases			
Ireland	44	49	51
EU-27	37	34	34
e-Commerce sales			
Ireland	21	23	23
EU-27	15	15	16

Use of e-Commerce by Irish enterprises above the EU average

In 2012, just over half (51%) of all enterprises in Ireland used e-Commerce for making purchases, compared to an EU-27 average of just over a third (34%). In Ireland, the use of e-Commerce for purchases has grown over the last few years, from 44% in 2010 and 49% in 2011, whereas the data for the EU-27 as a whole has remained steady at 34%. *See Tables 1 to 3.*

While just over half of Irish enterprises used e-Commerce for making purchases, only 30% of their total purchases were made using e-Commerce. Of the 23% of Irish enterprises who used e-Commerce for sales, just over a fifth (21%) of their total sales were generated this way. The EU-27 average for sales using e-Commerce was 16% in 2012, an increase from 15% in each of the previous two years. In Ireland, a greater proportion of purchases and sales were generated using e-Commerce in the services sector than in the manufacturing and construction sectors. *See Tables 1 to 4.*

In terms of enterprises using e-Commerce for purchases, Ireland's ranking in the EU-27 has risen from 8th place in 2010 to joint 6th place in 2011 and to 4th place in 2012. For enterprises using e-Commerce for sales, Ireland's ranking has risen slightly from joint 7th place in 2010 and 2011 to 6th place in 2012. *See Tables 3 and 4 and the weblink for Eurostat results* http://cso.ie/shorturl.aspx/138.

In 2012, Denmark had the highest percentage of enterprises using e-Commerce for both purchases (71%) and sales (28%) in the EU-27. Bulgaria had the lowest percentage of enterprises using e-Commerce for purchases (6%) in the EU-27 with Romania having the lowest percentage for sales (5%). *See Tables 3 and 4.*

The CSO also collects data on ICT usage by Irish Households. These results can be seen at http://cso.ie/shorturl.aspx/139. *See background notes.*

For more information contact Ger Doolan on 021 453 5130.

Table 1   Purchases and sales via e-Commerce, 2010 to 2012

%

	Manufacturing sectors			Construction sector			Selected services sectors			Total		
	2010	2011	2012	2010	2011	2012	2010	2011	2012	2010	2011	2012
Use of e-Commerce for purchases **(as % of total enterprises)**												
by internet or EDI	49	52	54	38	39	41	43	49	51	**44**	**49**	**51**
by internet	47	50	51	38	38	39	39	44	46	**40**	**45**	**46**
by EDI	11	11	12	8	1	5	13	12	14	**12**	**11**	**13**
Use of e-Commerce for sales **(as % of total enterprises)**												
by internet or EDI	31	35	30	11	5	9	20	23	24	**21**	**23**	**23**
by internet	24	25	20	11	5	7	18	20	21	**18**	**20**	**20**
by EDI	11	15	15	3	0	2	6	6	6	**7**	**7**	**7**
Percentage of purchases by e-Commerce **(as % of total purchases)**												
by internet or EDI	19	18	25	7	14	4	23	21	33	**21**	**20**	**30**
by internet	13	9	11	5	10	3	10	9	12	**11**	**9**	**11**
by EDI	6	9	13	2	3	1	13	13	22	**11**	**11**	**19**
Percentage of sales by e-Commerce **(as % of total turnover)**												
by internet or EDI	26	12	10	1	0	1	26	21	28	**24**	**17**	**21**
by internet	11	3	3	1	0	0	8	10	11	**8**	**7**	**8**
by EDI	16	9	6	0	0	0	18	11	17	**16**	**10**	**13**

Table 2   Purchases and sales via e-Commerce by sector, 2012

%

NACE Division[1]	Manufacturing sectors					Construction sector	Selected services sectors								Total
	10-18	19-22	23-25	26-33	Total	41-43	45-47	49-53	55-56	58-63	68	69-74	77-82	Total	Total
Use of e-Commerce for purchases **(as % of total enterprises)**															
by internet or EDI	52	52	49	60	54	41	53	55	39	73	35	54	55	51	**51**
by internet	50	50	48	57	51	39	44	55	37	71	35	54	53	46	**46**
by EDI	9	17	8	18	12	5	20	12	5	17	8	8	12	14	**13**
Use of e-Commerce for sales **(as % of total enterprises)**															
by internet or EDI	43	19	16	30	30	9	25	32	26	33	10	9	19	24	**23**
by internet	25	12	12	23	20	7	22	26	25	30	10	8	18	21	**20**
by EDI	24	10	6	14	15	2	7	13	4	15	0	2	2	6	**7**
Percentage of purchases by e-Commerce **(as % of total purchases)**															
by internet or EDI	15	31	13	30	25	4	28	17	16	57	5	12	12	33	**30**
by internet	11	10	12	16	11	3	9	16	9	18	3	8	10	12	**11**
by EDI	4	21	1	13	13	1	19	1	7	39	2	4	2	22	**19**
Percentage of sales by e-Commerce **(as % of total turnover)**															
by internet or EDI	9	4	9	23	10	1	22	55	11	46	12	5	10	28	**21**
by internet	1	0	4	13	3	0	5	49	8	15	12	5	9	11	**8**
by EDI	7	4	5	10	6	0	16	6	2	31	0	0	1	17	**13**

[1] See Background notes for NACE Rev2 classification

Table 3 Purchases via e-Commerce in enterprises, Ireland and EU-27, 2010 to 2012

	2010	2011	2012
EU - 27	**37**	**34**	**34**
Belgium	52	36	23
Bulgaria	7	10	6
Czech Republic	36	42	44
Denmark	70	71	74
Germany	58	54	51
Estonia	23	10	13
Ireland	**44**	**49**	**51**
Greece	13	13	9
Spain	24	23	21
France	26	27	19
Italy	36	27	35
Cyprus	26	26	18
Latvia	17	24	23
Lithuania	29	33	23
Luxembourg	50	51	41
Hungary	30	34	29
Malta	23	26	23
Netherlands	43	33	14
Austria	51	59	59
Poland	17	16	19
Portugal	27	18	20
Romania	8	9	8
Slovenia	25	25	26
Slovakia	20	21	18
Finland	43	48	50
Sweden	69	49	47
United Kingdom	52	50	53

Table 4 Sales via e-Commerce in enterprises, Ireland and EU-27, 2010 to 2012

	2010	2011	2012 %
EU - 27	**15**	**15**	**16**
Belgium	29	27	24
Bulgaria	4	6	7
Czech Republic	21	27	26
Denmark	29	28	29
Germany	24	22	24
Estonia	11	12	13
Ireland	**21**	**23**	**23**
Greece	9	9	9
Spain	13	12	14
France	14	13	14
Italy	5	5	6
Cyprus	7	8	8
Latvia	7	9	9
Lithuania	22	25	17
Luxembourg	15	18	16
Hungary	9	12	12
Malta	17	19	18
Netherlands	24	24	20
Austria	18	15	16
Poland	9	10	11
Portugal	19	16	15
Romania	6	4	5
Slovenia	12	13	16
Slovakia	8	16	14
Finland	19	21	21
Sweden	25	26	27
United Kingdom	17	19	21

Table 5   General findings of enterprise ICT survey, as a percentage of all enterprises, 2011 and 2012

%

	Manufacturing sectors		Construction sector		Selected services sectors		Total	
	2011	**2012**	**2011**	**2012**	**2011**	**2012**	**2011**	**2012**
General information about ICT systems								
Using a computer	99	98	98	94	93	94	**94**	**95**
Using intranet	48	51	34	35	40	42	**41**	**42**
Using LAN	74	75	66	60	63	62	**64**	**63**
Using extranet	20	22	12	6	19	20	**19**	**19**
Use of the internet								
Using the internet	99	98	98	93	92	93	**93**	**94**
Have a website or homepage	85	86	70	65	68	72	**70**	**73**
Interaction with public authorities via internet								
For obtaining information	92	90	93	86	81	83	**83**	**84**
For obtaining forms	95	93	90	89	83	85	**85**	**86**
For returning filled-in forms	91	93	94	85	80	82	**82**	**84**
Purposes of using the internet (as provider)								
Facilitating access to catalogues and price lists	48	45	17	18	39	38	**38**	**37**
Electronic sharing								
Uses an ERP software package	30	30	10	7	19	18	**20**	**19**
Capture, store and make available information about clients	26	24	15	11	29	30	**28**	**28**
Analyse information about clients for marketing purposes	23	21	10	7	28	29	**26**	**26**

Table 6   General findings of enterprise ICT survey, as a percentage of all enterprises, by sector, 2012

%

NACE Division[1]	Manufacturing sectors					Construction sector		Selected services sectors								Total
	10-18	19-22	23-25	26-33	Total	41-43	45-47	49-53	55-56	58-63	68	69-74	77-82	Total	Total	
General information about ICT systems																
Using a computer	98	98	99	98	98	94	97	96	84	100	98	99	96	94	**95**
Using intranet	50	57	42	58	51	35	44	34	23	74	45	59	41	42	**42**
Using LAN	74	81	65	81	75	60	62	64	45	91	78	74	71	62	**63**
Using extranet	18	35	16	27	22	6	20	16	10	52	30	28	19	20	**19**
Use of the internet																
Using the internet	97	98	99	98	98	93	96	95	82	100	98	99	96	93	**94**
Have a website or homepage	82	83	84	93	86	65	66	73	66	99	89	86	83	72	**73**
Interaction with public authorities via internet																
For obtaining information	90	95	90	88	90	86	83	80	70	94	90	94	89	83	**84**
For obtaining forms	93	95	92	91	93	89	85	88	71	96	96	97	89	85	**86**
For returning filled-in forms	92	91	92	95	93	85	84	82	69	94	88	96	85	82	**84**
Purposes of using the internet (as provider)																
Facilitating access to catalogues and price lists	41	46	46	50	45	18	40	30	42	49	28	21	31	38	**37**
Electronic sharing																
Uses an ERP software package	24	49	19	38	30	7	23	15	7	37	2	17	14	18	**19**
Capture, store and make available information about clients	18	33	27	26	24	11	29	24	16	64	29	43	32	30	**28**
Analyse information about clients for marketing purposes	15	37	18	23	21	7	31	21	20	59	24	31	28	29	**26**

[1] See Background notes for NACE Rev2 classification

Table 7   External connection to the internet, as a percentage of all enterprises, by sector, 2011 and 2012

%

	Manufacturing sectors		Construction sector		Selected services sectors		Total	
	2011	2012	2011	2012	2011	2012	2011	2012
Type of external connection to the internet[1]								
Modem/ISDN	17	13	15	15	17	16	**17**	**15**
Broadband	96	95	93	88	90	90	**91**	**91**
Broadband connection as % of all enterprises[1]								
DSL	79	75	76	68	79	75	**79**	**75**
Other fixed wire connection	33	35	26	22	29	31	**29**	**30**
Mobile broadband connection	56	54	54	53	44	46	**46**	**47**
Other mobile connection	28	26	28	22	24	23	**25**	**23**
Enterprises with broadband								
Using Intranet	49	53	37	37	44	45	**44**	**46**
Using LAN	76	78	71	65	69	68	**70**	**69**
Using extranet	21	23	13	7	21	22	**20**	**21**
Using ERP[2] software	31	31	10	8	21	20	**22**	**20**
Using CRM[3] software	30	28	17	12	37	38	**35**	**35**
Purchases by internet or EDI	53	56	45	44	54	56	**53**	**55**
Sales by internet or EDI	35	31	5	9	25	26	**25**	**25**

[1] Enterprises may have more than one internet connection. Similarly, those with broadband may use more than one type of connection.

[2] Enterprise Resource Planning.

[3] Customer Relationship Management.

Table 8   External connection to the internet, as a percentage of all enterprises, by sector, 2012

%

NACE Division [1]	Manufacturing sectors					Construction sector	Selected services								Total
	10-18	19-22	23-25	26-33	Total	41-43	45-47	49-53	55-56	58-63	68	69-74	77-82	Total	
Type of external connection to the internet[2]															
Modem/ISDN	12	15	14	15	13	15	20	16	13	14	5	10	13	16	**15**
Broadband	96	95	93	96	95	88	92	90	79	100	98	97	92	90	**91**
Broadband connection as % of all enterprises[2]															
DSL	81	75	67	74	75	68	79	77	65	71	82	82	73	75	**75**
Other fixed wire broadband connection	31	46	30	38	35	22	28	31	20	66	48	36	38	31	**30**
Mobile broadband connection	52	51	49	62	54	53	45	46	31	67	68	56	56	46	**47**
Other mobile connection	25	23	21	32	26	22	23	28	11	41	34	29	29	23	**23**
Enterprises with broadband															
Using Intranet	52	59	43	60	53	37	46	36	28	74	45	60	44	45	**46**
Using LAN	77	85	67	84	78	65	66	70	56	91	79	75	75	68	**69**
Using extranet	18	37	17	27	23	7	21	18	13	52	30	28	21	22	**21**
Using ERP[3] software	25	52	20	39	31	8	25	16	9	37	2	18	15	20	**20**
Using CRM[4] software	20	40	31	30	28	12	37	28	28	68	35	46	36	38	**35**
Purchases by internet or EDI	55	54	50	62	56	44	57	60	48	73	36	55	59	56	**55**
Sales by internet or EDI	45	20	15	31	31	9	27	34	32	33	10	9	21	26	**25**

[1] See Background notes for NACE Rev2 classification.

[2] Enterprises may have more than one internet connection. Similarly, those with broadband may use more than one type of connection.

[3] Enterprise Resource Planning.

[4] Customer Relationship Management.

Background Notes

Introduction   The enterprise survey of ICT and e-Commerce usage is conducted to provide harmonised enterprise statistics at EU level. The survey on ICT is carried out annually under EU Regulation (EC) No. 808/2004.

Summary of survey methodology   The ICT enterprise survey had a response rate of 57.5% in 2012, of which, 83.7% of responses were received via paper survey forms being returned to the Central Statistics Office. The remaining 16.3% of responses were received via the CSO's e-form system, allowing sampled enterprises to complete and return the survey form electronically. Reminder notices and letters are periodically sent to non-respondents throughout the year and a telephone campaign is also conducted. Returned survey forms are scanned, verified and edited before the data is grossed up to the sample frame population.

This postal survey, of approximately 7,000 enterprises, was first conducted by the CSO in October 2002 and since then has been conducted as a full survey in January of each year. The sample of enterprises is chosen from the CSO's Business Register. The overall results are released by Eurostat on an EU-27 wide basis. The results presented in this release are from the January 2012 survey. The results cover enterprises with ten or more persons engaged in the manufacturing, construction and selected services sectors. Enterprises operating in the following NACE Rev.2 classifications were included in the coverage of this survey. NACE coding is a classification system which groups enterprises according to their business activities. Each business activity category is assigned a unique NACE code.

NACE Rev.2 categories used in the ICT survey		
NACE category		**Description**
Section C	(10-33)	Manufacturing
		Food, beverages, tobacco, textiles, wearing apparel, leather, wood, printing and paper products (10 to 18)
		Petroleum, chemical, pharmaceutical, rubber and plastic products (19 to 22)
		Other non-metallic mineral products, basic metals and fabricated metal products (23 to 25)
		Computer, electronic and other equipment, repairs and installation, other manufacturing (26 to 33)
Section D,E	(35-39)	Electricity, gas and steam, water supply, sewerage and waste management
Section F	(41-43)	Construction
Section G	(45-47)	Wholesale and retail trade; repair of motor vehicles and motorcycles
Section H	(49-53)	Transportation and storage
Section I	(55-56)	Accommodation and food service activities
Section J	(58-63)	Information and communication
Section L	(68)	Real estate activities
Division	(69-74)	Professional, scientific and technical activities (selected sectors)
Section N	(77-82)	Administrative and support service activities

Results   Results are based on the survey of e-Commerce and ICT usage by enterprises, which was conducted in the first half of 2012. This survey covers enterprises with 10 or more persons engaged in the manufacturing, construction and selected services sectors.

Eurostat tables   The enterprise survey of ICT and e-Commerce usage is carried out across all member countries of the EU-27. Each national country designs their own enterprise survey, using a template questionnaire issued by Eurostat, and incorporating some optional modules.

National results are transmitted to Eurostat annually and subsequently published by Eurostat in December of each year. Further information on Eurostat tables and comparable results across member countries of the EU-27 are available online at http://cso.ie/shorturl.aspx/138.

Glossary of terms   **Broadband:** High-speed, always-on internet access running with a speed of greater than 128Kb/sec (Kilobytes per second).

Digital Subscriber Line (DSL): Digital Subscriber Line technologies are designed to increase bandwidth available over standard copper telephone wires. Includes IDSL, HDSL, SDSL, ADSL, RADSL, VDSL, DSL-Lite and xDSL.

Electronic Commerce (e-Commerce): Transactions conducted over IP (Internet Protocol) based networks and over other computer mediated networks. The goods and services are ordered over those networks, but the payment and ultimate delivery of the goods or service may be conducted on or offline. Orders received via telephone, facsimile and non-interactive e-mails are not counted as electronic commerce.

Electronic Data Interchange (EDI): Electronic exchange of forms, such as for orders, between geographically dispersed locations.

Enterprise Resource Planning (ERP): Enterprise Resource Planning consists of one or a set of software applications that integrate information and processes across the several business functions of the enterprise.

Extranet: A secure extension of an intranet that allows external users to access some parts of an organisation's intranet.

Intranet: An internal company communications network using IP-based communications within an organisation.

Integrated Services Digital Network (ISDN): Integrated Services Digital Network is the digital version of the old telephone system. ISDN offers many services such as private virtual networks, high-speed facsimile (fax), video-conferencing and most importantly, high speed communications.

LAN: Local Area Network. This relates to your company's computer network, usually within an office, building or closed geographical area.

Modem: Device that converts outgoing digital signals from a computer to analogue signals which can be transmitted via a conventional copper telephone line and which converts incoming analogue signals to digital.