

Survey on ICT Usage and E-commerce in Enterprises 2025

You are completing this for CSO (Central Statistics Office)

If the company details or structure have changed contact us on +353 (21) 4535300 or email ict@cso.ie

The survey on ICT Usage and E-commerce in Enterprises is an annual survey conducted by the Central Statistics Office collecting data on the use of Information and Communication Technologies (ICTs) in Irish businesses.

This is a statutory survey conducted under the Statistics (Information and Communication Technologies Survey) Order 2021 No. 94 of 2021 made under the Statistics Act, 1993.

Harmonised surveys collecting comparable data are conducted annually across the EU and all results are available from Eurostat. These surveys provide many of the statistical indicators needed under the 2010 European Information Society Initiative.

The information provided will be treated as strictly confidential in compliance with EU and national legislation. It will be used only for statistical purposes and will not be divulged to any other Government Department or body.

Please ensure you save or print a copy of your return as copies will not be available later.

Previous survey results can be found here: [Previous Survey Results](#)

Please include your CSO Identifier in all emails. If you require further information, please contact the CSO by email to ict@cso.ie

A1.Details of Enterprise Activity and Access to the Internet

A1.1 What is the main activity of the enterprise?

A1.2 Does your enterprise have access to the internet?

☐

Yes

☐

No

A2. Average number of persons employed and self-employed persons in Ireland during 2024

If figure is nil, please enter zero.

Only answer this question if A2 Equal to 0

A2.1 Please confirm that there were no persons employed in Ireland by the enterprise in 2024

☐

Confirm

Only answer this question if A1.2 = Yes And A2 is Greater than 0

A3. Number of persons employed with internet access for business purposes:

Include: Fixed line and mobile connections.

Persons with internet access employed in Ireland.

If you cannot provide this number please enter zero.

Only answer this question if A3 Equal to 0

A3.1 Persons with internet access employed in Ireland.

As you cannot supply the number of persons, please indicate an estimate of the percentage of the total number of persons employed who have access to the internet for business purposes:

%

Only answer this question if A1.2 = Yes And A2 Greater than 0

A4.Does your enterprise use any type of fixed broadband connection to the internet?

(e.g. DSL, ADSL, SDSL, VDSL, fibre optics technology (FTTP), cable technology)

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Yes

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No

DSL - Digital Subscriber Line Digital Subscriber line (DSL) is a family of technologies that provides digital data transmission over the wires of a local telephone network. DSL is widely understood to mean Asymmetric Digital Subscriber Line (ADSL), the most commonly installed technical varieties of DSL. DSL service is delivered

simultaneously with regular telephone on the same telephone line as it uses a higher frequency band that is separated by filtering.

Only answer this question if A4 = Yes and if A1.2 = Yes And A2 Greater than 0

A4.1 What is the maximum contracted download speed of the fastest fixed line internet connection of your enterprise?

☐

Less than 30 Mb/sec

☐

At least 30 Mb/sec but less than 100 Mb/Sec

☐

At least 100 Mb/sec but less than 500 Mb/sec

☐

At least 500 Mb/sec but less than 1 Gb/sec

☐

At least 1 Gb/sec

Only answer this question if A1.2 = Yes And A2 Greater than 0

A5. Does your enterprise have a website?

If your enterprise is present on the website of its enterprise group or franchisor, it is also considered to have a website.

☐

Yes

☐

No

Only answer this question if A1.2 = Yes and A5 = Yes

A5.1 Does the website have any of the following?

Select all that apply

- ☐ Description of goods or services or price information
- ☐ Online ordering or reservation or booking, e.g. shopping cart
- ☐ Possibility for visitors to customise or design online goods or services
- ☐ Tracking or status of orders placed
- ☐ Personalised content on the website for regular/recurrent visitors
- ☐ A chat service for customer support (a chatbot, virtual agent or a person replying to customers)
- ☐ Advertisement of open job positions or online job application
- ☐ Content available in at least two languages (Please consider a multilingual website within a single domain(e.g. .com) or multiple domains of your enterprise in different languages (e.g. .es, .uk))
- ☐ None of the above

Only answer this question if A1.2 = Yes And A2 Greater than 0

A6. Does your enterprise use any social media (i.e. have a user profile or an account)?

(e.g. Facebook, Instagram, X (formerly Twitter), Snapchat, YouTube, LinkedIn, TikTok, Xing, Viadeo)

- ☐ Yes
- ☐ No

B. e-Commerce sales

e-Commerce Transaction

An e-Commerce transaction is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders.

Payment and delivery do not have to be conducted online. e-commerce transactions exclude orders made by manually typed emails.

Website - Apps

Website

Website location on the World Wide Web identified by a Web address. Collection of Web files on a particular subject that includes a beginning file called a home page. Information is encoded with specific languages (Hypertext mark-up language (HTML), XML, Java) readable with a Web browser, like Netscape's Navigator or Microsoft's Internet Explorer.

Apps

A mobile app, short for mobile application or just app, is application software designed for a specific purpose (e.g. entertainment, shopping, etc.), downloaded and used on computers depending on their operating system. (e.g. portable devices such as tablets, Smartphones, etc.)

Only answer this question if A1.2 Yes And A2 Greater than 0

B1. Did your enterprise receive orders for goods or services via a website or apps during 2024?

Exclude: manually typed emails

☐

Yes

☐

No

Only answer this question if B1=Yes and A1.2=Yes And A2 Greater than 0

B1.1 Through which websites or apps did your enterprise receive orders for goods or services during 2024:

Select all that apply

☐

Your enterprise's website or apps Include: Those of parent or affiliate enterprises, extranets.

☐

An e-commerce marketplace website or apps used by several enterprises for trading products (e.g. Booking.com, eBay, Amazon, Alibaba, Hotels.com)

Only answer this question if B1=Yes and A1.2= Yes And A2 Greater than 0

B1.2 What percentage of total turnover (by value) was represented by sales via a website or apps during 2024?

Please provide percentages to .1 decimal if less than 1%

Only answer this question if B1= Yes and A1.2=Yes And A2 Greater than 0. Must =100%

B1.3 What was the percentage breakdown of the value of sales via a website or app in {{survey year -1}} via the following:

If you cannot provide the exact percentages an approximation will suffice.

Please provide percentages to .1 decimal if less than 1%

(a) Your enterprise's websites or apps?

(b) e-Commerce marketplace websites or apps used by several enterprises for trading goods or services (e.g. e-Bookers, Booking.com, hotels.com, eBay, Amazon, Amazon Business, Alibaba, Rakuten, TimoCom)

A1.2 = Yes And A2 Greater than 0 . Must =100%

B1.4 Of the sales ordered via a website or apps in 2024, what percentage was represented by:

If you cannot give exact percentages, your best estimate will suffice.

(a) Sales to private consumers

(b) Sales to other enterprises and sales to public sector

Only answer this question if B1=Yes and A1.2= Yes And A2 Greater than 0

B1.5 Did your enterprise receive orders placed via a website or apps by customers located in the following geographical areas during 2024?

Select all that apply

☐

Ireland

☐

Other EU countries

☐

Rest of the world including UK

Only answer this question A1.2= Yes And A2 Greater than 0

B2. Did your enterprise receive orders for goods or services via EDI during 2024?

EDI-type sales covers orders placed by customers via EDI-type messages (EDI: Electronic Data interchange) meaning:

In an agreed or standard format suitable for automated processing
EDI-type order message created from the business system of the customer

Including:

Orders transmitted via EDI-service provider
Automatic system generated demand driven orders
Orders received directly into your ERP system

☐

Yes

☐

No

Only answer this question if B1=Yes and A1.2=Yes And A2 Greater than 0

B2.1 What percentage of total turnover (by value) was represented by sales via EDI during 2024?

Please provide percentages to .1 decimal if less than 1%

C. Data utilisation and analytics

Only answer this question A1.2= Yes And A2 Greater than 0

C1.1 Does your enterprise use Enterprise Resource Planning (ERP) software?

ERP software is used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production, marketing). ERP software can be off-the-shelf software, customised to the needs of the enterprise or self-created software.

☐

Yes

☐

No

Only answer this question A1.2= Yes And A2 Greater than 0

C1.2 Does your enterprise use Customer Relationship Management (CRM) software?

CRM software manages information about customers (e.g. relations or transactions). CRM facilitates communication with the customer and helps track customer interests, purchasing habits.

☐

Yes

☐

No

Only answer this question A1.2= Yes And A2 Greater than 0

C1.3 Does your enterprise use Business Intelligence (BI) software?

BI software accesses and analyses data (e.g. from data warehouses, data lakes) from internal IT systems and/or external sources and presents analytical findings in reports, summaries, dashboards, graphs, charts or maps, to provide users with detailed insights for decision-making or strategic planning.

☐

Yes

☐

No

Data analytics

The following questions relate to Data Analytics.

Data Analytics refers to the use of technologies, techniques or software tools for analysing data to extract patterns, trends and insights to make conclusions, predictions and better decision-making with the aim of improving performance (e.g. increase production, reduce costs). Data may be extracted from your own enterprise's data sources or from external sources (e.g. suppliers, customers, government).

Only answer this question A1.2= Yes And A2 Greater than 0

C2. Does your enterprise perform data analytics by own employees?

Include: Both internal and external data sources.

☐

Yes

☐

No

Only answer this question A1.2= Yes And A2 Greater than 0 and C2 =yes

C2.1 Does your enterprise perform data analytics on data from the following sources?

Select all that apply

- ☐ Transaction records such as sale details, payments records(e.g. from Enterprise Resource Planning system (ERP), own webshop)
- ☐ Customers such as customer purchasing information, location, preferences, customer reviews, searches (e.g. from Customer Relationship Management system (CRM) or own website)
- ☐ Social media (e.g. personal information, comments, video, audio, images) Include: Data from your enterprise's own social media profiles.
- ☐ Web data (e.g. search engine trends, web scraping - use of computer program for extracting data from websites)
- ☐ Location data from the use of portable devices or vehicles (e.g. portable devices or vehicles (e.g. portable devices or vehicles (e.g. portable devices using mobile telephone networks, wireless connections or GPS)
- ☐ Smart devices or sensors (e.g. Machine to Machine (M2M) communications, sensors installed in machinery, manufacturing sensors, smart meters, Radio frequency identification tags, A Radio Frequency Identification-RFID tag is a device that can be applied to or incorporated into a product or an object and transmits data via radio waves)
- ☐ Government authorities open data (e.g. enterprise public records, weather conditions, topographic data, transport data, housing data, buildings data)
- ☐ Satellite data (e.g. satellite imagery, navigation signals, position signals) Include: data acquired from enterprise's own infrastructure or from externally provided service (e.g. AWS Ground Station). Exclude: Location data from the use of portable devices or vehicles using GPS.
- ☐ None of the above

Only answer this question A1.2= Yes And A2 Greater than 0

C3. Does an external enterprise or organisation perform data analytics for your enterprise? Please include data analytics based on data from internal and external sources.

- ☐ Yes
- ☐ No

D. Use of cloud computing services

Cloud computing refers to ICT services that are used over the internet to access software, computing power, storage capacity etc., where the services have all of the following characteristics:

- Are delivered from servers of service providers
- Can be easily scaled up or down (e.g. number of users or change of storage capacity)
- Can be used on-demand by the user, at least after the initial setup (without human interaction with the service provider)
- Are paid for per user or capacity used, or are pre-paid
- Cloud computing may include connections via Virtual Private Networks (VPN).

Only answer this question A1.2= Yes And A2 Greater than 0

D1. Does your enterprise use any paid cloud computing services?

(e.g. Microsoft OneDrive, Apple iCloud, Dropbox. Exclude free of charge services)
Exclude: Free of charge services.

☐

Yes

☐

No

Only answer this question if D1=yes, A1.2= Yes And A2 Greater than 0

D1.1 Which of the following paid cloud computing services does your enterprise use:

Exclude: Free of charge services

Select all that apply

- ☐ Email
- ☐ Office software (e.g. word processors, spreadsheets)
- ☐ Finance or accounting software applications
- ☐ Enterprise Resource Planning (ERP) software applications
- ☐ Customer Relationship Management (CRM) software applications
- ☐ Security software applications (e.g. antivirus program, network access control)
- ☐ Hosting the enterprise's database(s)
- ☐ Storage of files
- ☐ Computing power to run the enterprise's own software
- ☐ Computing platform providing a hosted environment for application development, testing or deployment (e.g. reusable software modules, application programming interfaces (APIs))
- ☐ None of the above

E. Artificial Intelligence (AI)

Artificial intelligence (AI) refers to systems that use technologies such as: text mining, computer vision, speech recognition, natural language generation, machine learning, deep learning to gather, use and/or produce data, for example to make predictions, recommendations, or decisions, with varying levels of autonomy.

AI systems can be software-based, e.g.

systems that create content (generative AI)

chatbots and business virtual assistants based on natural language processing

face recognition systems based on computer vision or speech recognition systems

data analysis based on machine learning, etc.

or embedded in devices, e.g.

autonomous robots for warehouse automation or production assembly works
autonomous drones for production surveillance or parcel handling, etc.

Only answer this question if A1.2= Yes And A2 Greater than 0

E1. Does your enterprise use any of the following AI technologies?

Select all that apply

☐

AI technologies performing analysis of written language (e.g. data mining)

☐

AI technologies converting spoken language into machine-readable format (e.g. speech recognition)

☐

AI technologies generating written language, spoken language or programming code (e.g. natural language generation, speech synthesis)

☐

AI Technologies generating pictures, videos, sound/audio

☐

AI technologies identifying objects or person based on images (e.g. image recognition, image processing)

☐

Machine learning (e.g. deep learning) for data analysis.

☐

AI technologies automating different workflows or assisting in decision-making (e.g. AI based software robotic process automation)

☐

AI technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (e.g. autonomous robots, self-driving vehicles, autonomous drones)

☐

None of the above

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.1 Does your enterprise use AI software or systems for marketing or sales?

Examples may include:

Customer profiling, price optimisation, personalised marketing offers, market analysis based on machine learning
Chatbots based on natural language processing for customer support
Autonomous robots for order processing

☐

Yes

☐

No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.2 Does your enterprise use AI software or systems for production or service processes?

Examples may include:

Predictive maintenance or process optimisation based on machine learning

Tools to classify products or find defects in products based on computer vision

Autonomous drones for production surveillance, security or inspection tasks

Assembly works performed by autonomous robots

☐

Yes

☐

No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.3 Does your enterprise use AI software or systems for organisation of business administration processes or management?

Examples may include:

Business virtual assistants based on machine learning and/or natural language processing, e.g. for document drafting

Data analysis or strategic decision making based on machine learning, e.g. risk assessment.

Planning or business forecasting based on machine learning

Human resources management based on machine learning or natural language processing, e.g. candidate pre-selection screening, employee profiling or performance analysis

☐

Yes

☐

No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.4 Does your enterprise use AI software or systems for logistics?

Examples may include:

Autonomous robots for pick-and-pack solutions in warehouses for parcel shipping, tracing, distribution or sorting
Route optimisation based on machine learning

☐

Yes

☐

No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.5 Does your enterprise use AI software or systems for ICT security?

Examples may include:

Face recognition based on computer vision for authentication of ICT users
Detection and prevention of cyber-attacks based on machine learning

☐

Yes

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No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.6 Does your enterprise use AI software or systems for accounting, controlling or finance management?

Examples may include:

Machine learning to analyse data that helps to make financial decisions
Invoice processing based on machine learning
Machine learning or natural language processing for bookkeeping documents

☐

Yes

☐

No

Only answer this question if E1 Contains None of 9 None of the above and if A1.2= Yes And A2 Greater than 0

E2.7 Does your enterprise use AI software or systems for research and development (R&D) or innovation activity?

Examples may include:

Analysis of data for conducting research, solving research problems

Developing a new or significantly improved product/service based on machine learning

Exclude: Research on AI.

☐

Yes

☐

No

F. ICT and Environment

Mandatory to all enterprises

F1. Does your enterprise use ICT systems or solutions to reduce the energy consumption of the enterprise?

Examples may include:

- automated system enhancing energy efficiency of machinery
- smart thermostat to monitor, control and optimise energy consumption
- smart lighting systems
- remote monitoring or control system to manage energy consumption
- systems to detect anomalous consumption, voltage peaks or other non-conformities

Please do not take into account settings in the ICT equipment, e.g. sleep mode, turning the screen brightness down.

☐

Yes

☐

No

Mandatory to all enterprises

F2. Does your enterprise use ICT systems or solutions to reduce the materials used (including consumables) or to enhance the use of recycled materials?

Examples may include:

- computer-aided design optimising material use
- 3D printing for material efficiency
- automatic sorting for better separation and recyclability of waste
- monitoring systems supporting predictive maintenance of assets
- flow sensor to reduce water consumption
- ERP systems for minimizing overstocking and reducing material waste

Please do not take into account paper consumption, e.g. amount of paper used for printing and copying.

☐

Yes

☐

No

Only answer this question if F1 or F2 = yes

F3. Does your enterprise monitor and quantify the impact of using ICT systems or solutions on energy and/or material consumption?

Quantifying the impact of using ICT systems or solutions means calculating what energy or material savings/efficiency gains are due to the ICT systems or solutions used by the enterprise.

Examples may include:

Comparing energy consumption with and without a given digital energy-saving solution

Comparing the amount of production waste with and without a given computer-aided design optimising solution

Looking at energy invoice and calculating the share of the energy savings attributed to ICT solutions

Please refer to ICT systems or solutions considered in questions F1 and/or F2.

☐

Yes

☐

No

Comments, Administration Burden and Contact Details

Please add any comments that would help us to interpret the data provided and avoid further queries:

How many minutes did it take you to collect the data for this form?

Declaration

Please note: Queries or future surveys from the CSO may be directed to the email or phone number provided by you.

EQ ANNOTATION 1: Drop down list required for "Position" options include ('Accountant', 'Director', 'Executive', 'Financial Controller', 'Manager', 'Owner', 'Secretary', 'Other')

Contact

Details

Name:

Position:

Phone:

Email:

Website of Enterprise:

Eircode of Enterprise: