

**SURVEY ON THE USE OF INFORMATION AND
COMMUNICATION TECHNOLOGIES IN
BRAZIL – 2005 & 2006
ENTERPRISES**

**22 November 2006 – Panama City, CEPAL
Brazilian Internet Steering Committee**

ICT ENTERPRISES Survey

– Investigates the internet penetration and usage in companies, including:

- **core indicators**
- **use of electronic government,**
- **electronic commerce,**
- **security,**
- **e-skills**

➡ **ANUAL (started in 2005)**

➡ **NACIONAL**

→ Ipsos Opinion Institute

→ carried through August and September 2005 y 2006

Methodology

- based on OECD and Eurostat questionnaires and methodology 2006 & 2007
- by telephone (around 25 minutes, usually more then 1 contact)
- respondent: ICT responsible
- reference period: 12 months or the fiscal year
- socio-economic variables:
 - region: N, S, MW,NE, SE
 - activity: 7 segments of the National Economic Activities Classification (NACE)
 - section D, F, G, K, I, group 55.1 and 55.2, and group 92.1 and 92.2
 - **Added section J - Financial Sector in 2006**
 - size (10–19, 20–49, 50–99, 100–249, 250–499, 500–999, more then 1000)

Sample design

- Quotes based on the RAIS (Relação Anual de Informações Sociais), from Labor Ministry
 - companies with 10 employees or more interviewed
 - 2,030 – 2005
 - 2,700 – 2006
- Total enterprises contacted in 2006: 41.475
7.421 refused 31.354 did not meet the quote*
- maximum margin of error of 1.5% nationally and 5% regionally
 - confidence level of 95%

Questionnaire Design

ICT Enterprises	2006	2005	Updates
A – ICT Usage	16	10	• core indicators, barriers and benefits + ERP, CRM, Linux adoption + sent and received electronic bills
B – Internet Usage	11	10	• changes in the internet connection question (added a broadband module) + restriction use for employees
C – E-commerce	12	14	• values (turnover and purchase) only in percentage in 2006
(e-commerce via external computer networks)		5	• eliminated in 2006 (too much detail)
D – E-government	2	2	• usage and replacement of personal visits
E – E-security	5	5	
F – E-skills	9	2	- Added 7 questions on habilities and training (ICT specialists and general employees)
Total Questions	55	46	

Questionnaire Design

- B – Internet Usage**

- **Added a BROADBAND MODULE**

Principal changes

	2005	2006
Internet connection	• Traditional modem (dial-up access) • ISDN connection • xDSL connection • Other fixed connection (cable, leased lines, Frame Relay, etc) • Broadband mobile connection (UMTS, EDGE, CDMA2000) • Narrow mobile connection (analogue mobile phone, GSM, GPRS)	• Traditional modem (dial-up access) • Broadband fixed - xDSL connection - cable modem, - other fixed connection (ISDN, leased lines, etc) • Broadband mobile - satellite connection - radio connection - celular connection • Other mobile (wireless padrão 802.11)
Speed for downloading	• 144Kbps, 144Kbps-2M, 2M or	• 128 kbps, 128-300 kbps, 300-600 kbps, 600 kbps-1 M, 1M-2M, 2M-4M, 4M-8M, 8M and +
		• added questions satisfaction, provider and disponibility

Costs

ICT ENTERPRISES				
	2.005		2.006	
Sample	2.030		2.700	
Total Cost	R\$ 120.000,00	\$54.545,45	R\$ 200.000,00	\$90.909,09
Cost by questionnaire	R\$ 59,11	\$26,87	R\$ 74,07	\$33,67

Dissemination

- **ICT ENTERPRISES 2005**

→ November 2005 - www.nic.br/indicadores
→ Publication – June 2006

- **ICT ENTERPRISES 2006**

➤ **1o Quarter 2007**

CORE INDICATORS

www.nic.br/indicadores

Survey on the Use of ICT in Brazil ENTERPRISES – 2005 & 2006
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Core ICT Indicators

Basic core	Percentage (%)
B-1 Proportion of businesses using computers	98,76
B-2 Proportion of employees using computers	57,05
B-3 Proportion of businesses using the Internet	96,29
B-4 Proportion of employees using the Internet	38,19
B-5 Proportion of businesses with a website	59,06
B-6 Proportion of businesses with an intranet	39
B-7 Proportion of businesses receiving orders over the Internet	59,66
B-8 Proportion of businesses placing orders over the Internet	54,59

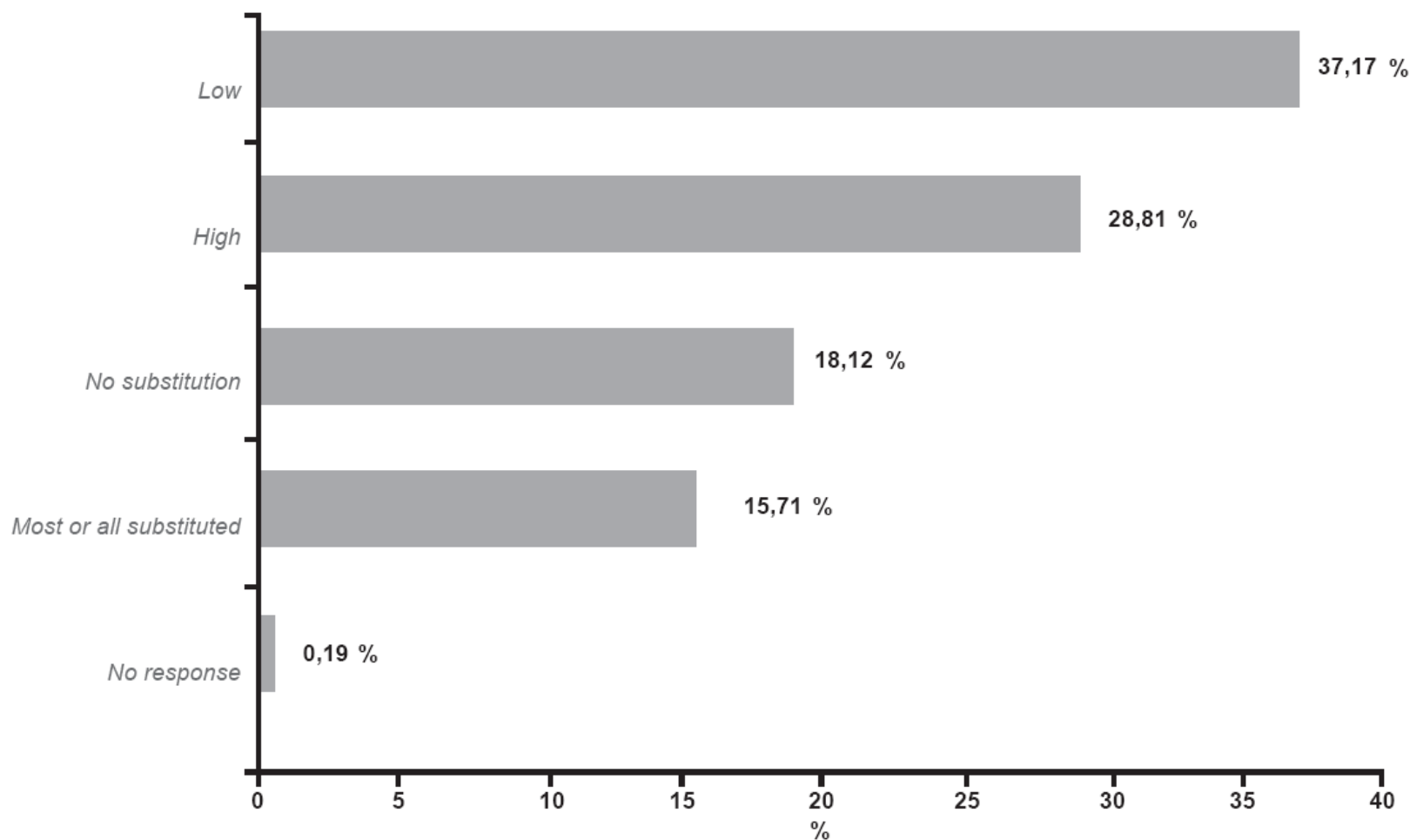
Core ICT Indicators

Extended core	Percentage (%)
B-9 Proportion of businesses accessing the Internet by modes of access	
• Traditional Modem	45,07
• ISDN Connection	10,95
• DSL Connection (ADSL, etc.)	57,95
• Other fixed Internet connection (cable, rented line, etc.)	20,46
• Mobile wide band connection	23,95
• Mobile narrow band connection	5,72
B-10 Proportion of businesses with a Local Area Network (LAN)	
• LAN/Wireless Network	14,21
• LAN/Wire base Network	80,46

Core ICT Indicators

Extended core	Percentage (%)
B-11 Proportion of businesses with an extranet	22,16
B-12 Proportion of businesses using the Internet by type of activity	
• Internet e-mail	XXX
• Getting information	
o About goods or services	XXX
o From government organisations/public authorities via websites or e-mail	61,39
o Other information searches or research activities	XXX
• Performing Internet banking or accessing other financial services	78,96
• Dealing with government organisations/public authorities	64,78
• Providing customer services	47,59
• Delivering products online	58,88

Substitution level of traditional postal mail by eletronic communication
Percentage over the total of interviewed enterprises using computers



Final considerations

keep it simple

More information available at:

www.nic.br/indicadores

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Obrigado!