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**TELECOMMUNICATION
DEVELOPMENT BUREAU**

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TITLE: Methodology and surveys for the measurement of the Information Society

Information Society Statistics

Methodology and surveys for the measurement of the Information Society

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4 March 2009

7th ITU World Telecom Conference – Cairo 3-5 March 2009



Structure of presentation

- Background
- Political Context
- Legal instruments for data collection
- Basic characteristics of IS surveys
 - households and by individuals
 - enterprises
- ICT sector
- ICT investment
- ICT impact by data linking
- Conclusions



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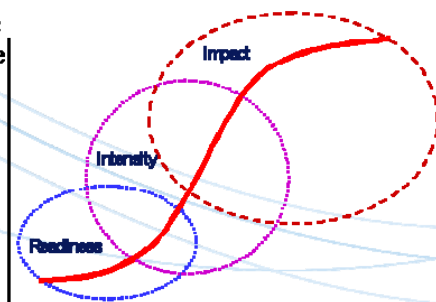


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Background to ICT indicators

OECD 'diffusion' model, based on linear view

Level of
Electronic
Commerce
Activity



- **Readiness**; ability of firms, individuals to adopt technology
- **Intensity / use**; measures of the proportion of firms, individuals who adopt, and the amount of use
- **Impact**; changes in behaviour, and in economic structure and performance as result of use

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Political Context



- Renewed Lisbon Strategy of the European Union for economic growth and employment
- i2010 strategy as successor to eEurope 2005
 - Comprehensive strategy for the ICT and media sector
 - Single European Information Space
 - Innovation and Investment in ICT research
 - Inclusive European information society
- i2010 benchmarking framework (April 2006)
 - Annual European Information Society progress report

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Political Context

- Renewal of i2010 strategy
- Post i2010 Benchmarking Framework
 - Discussion between policy level and statistical offices
 - Final Agreement until Nov 2009 by i2010 High Level Group

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E- Europe indicators to 2005 focused on use

- Citizens
 - access or ownership of technology
 - use of internet, and applications
- Enterprises
 - access to or ownership of technology
 - investment in networks / availability of broadband
 - use of internet and e-business links
- Government
 - services available on line and degree of take-up
 - investment in specific areas, e.g. education
- Impact
 - Only e-commerce, and some individual metrics, to represent changed behaviour resulting from use

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i2010 more focused on impacts

- EU Information space
 - development of broadband availability, take-up, speed and pricing
 - multiplatform access in firms
- Advanced services
 - focused on household / individual uses of range of internet services
- Security
 - incidence of problems and solutions
 - attitudes to risk / trust and confidence
- Impact
 - ICT investment, use and impact on growth / productivity
- ICT innovation
 - ICT R&D and effects on business transformation

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Information Society Statistics



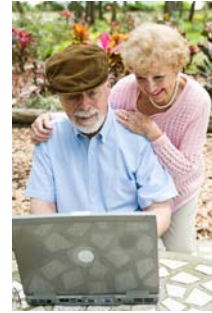
- Legal basis
 - Framework Regulation 808/2004 concerning Community statistics on the Information Society
 - Annual implementing measures,
 - Regulation 960/2008 for 2009 survey
 - 2 annual surveys on ICT usage
 - in households and by individuals
 - by enterprises
 - Methodological Manual
 - Quality reporting

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Household survey



- I2010 core variables
 - Access and use of computers
 - Access and use of Internet
- Specific modules
 - e-government
 - Skills and digital literacy (2007)
 - Advanced services (2008)
 - E-commerce and trust (2009)
 - Security (2010)

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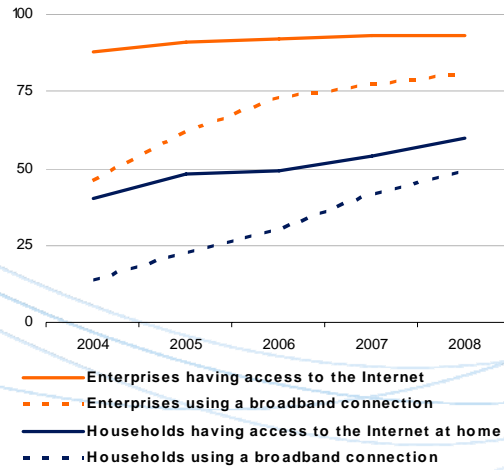
Household survey

- Scope
 - Households, Individuals with age 16-74
- Sample size
 - 158000 households in 2008
- Social-demographic background variables
 - Age, gender, educational level, employment situation, occupation, household composition, household income, urbanisation, Regions (NUTS)
- > 140 collection variables + 11 background variables

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Access to the Internet, 2004-2008

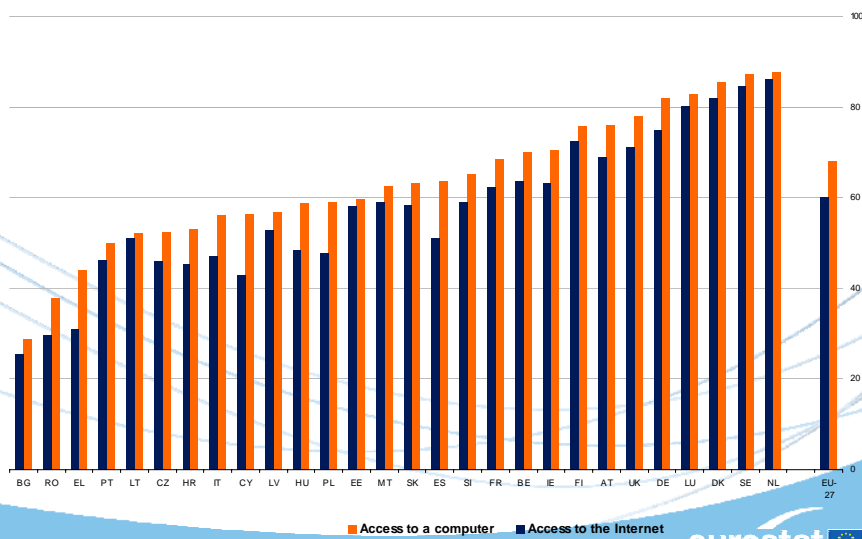


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HH – Access to computer and Internet at home, 2008

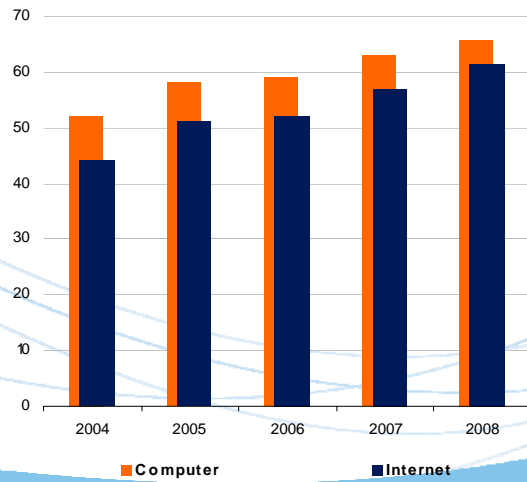


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Computer and Internet usage, EU-27, 2004-2008

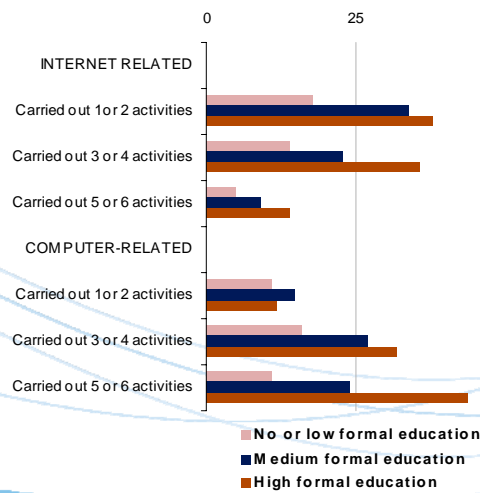


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Computer and internet Skills, EU-27, 2007

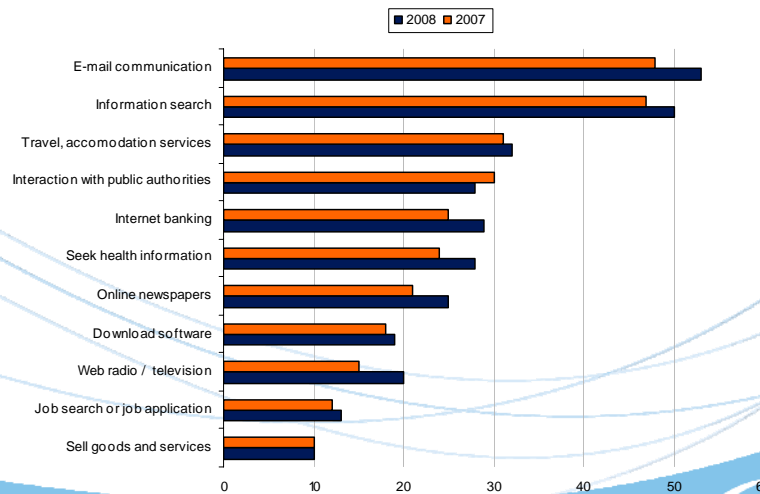


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Internet related activities, 2007-2008



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Enterprise survey



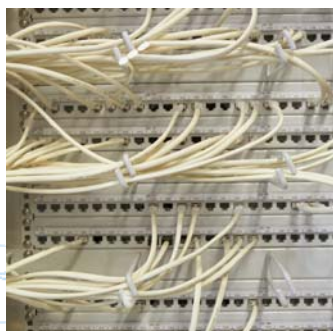
- I2010 core variables
 - Basic connectivity and ICT adoption
- Specific modules
 - Interaction with public administration (e-government), 2006
 - Skills and digital literacy (2007)
 - e-Business (2008)
 - e-Commerce (2009)
 - Security (2010)

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Enterprise survey: Basic ICT uptake

- Computer usage
- Percentage of persons employed using computers at least once a week
- ICT usage: wireless LAN
- ICT usage: wire based LAN
- ICT usage: Intranet
- ICT usage: Extranet



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Enterprise survey

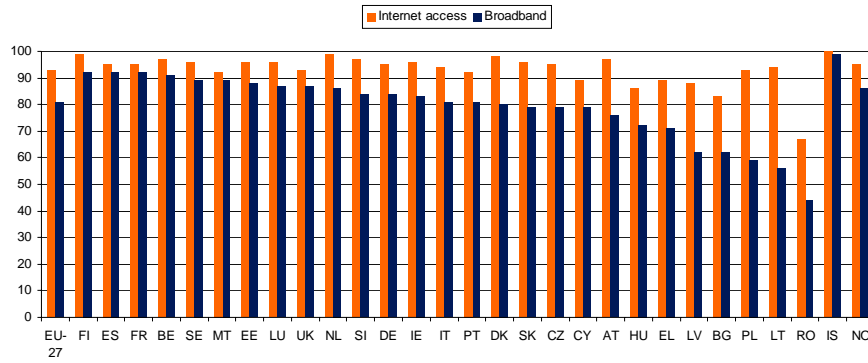
- Scope
 - Enterprises ≥ 10 persons employed
 - NACE section D – K + division 92,93
- Sample size
 - 105000 enterprises in 2008
- Breakdowns
 - Classes of economic activity
 - Size of enterprise (person employed)
- ca. 65 Variables, 5 background variables

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Enterprises - Access to Internet, 2008

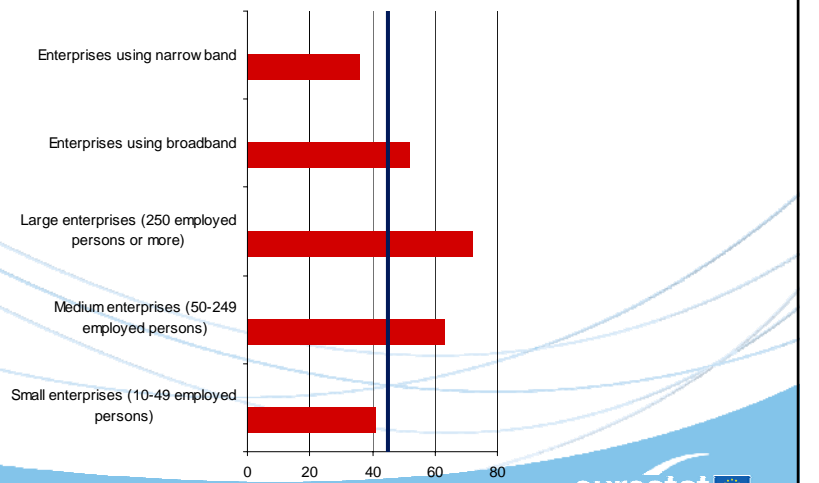


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Enterprises – Access to the Internet, 2007

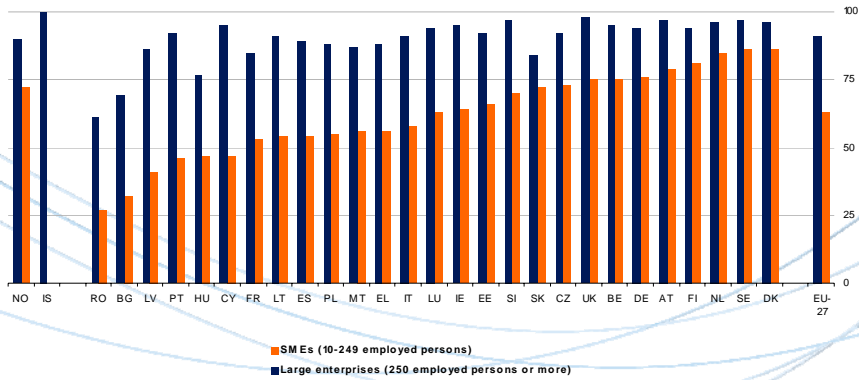


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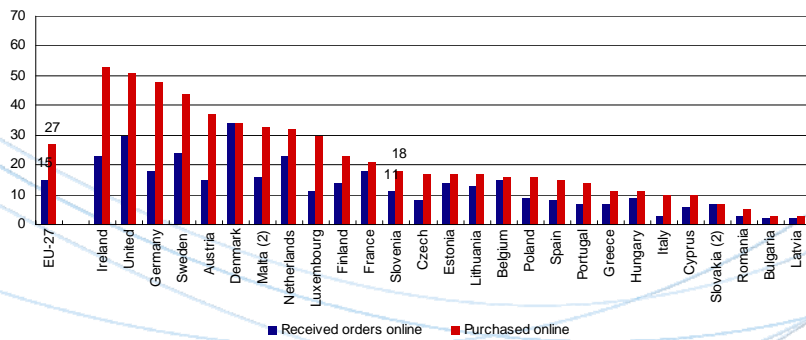
Enterprises having a website - 2008



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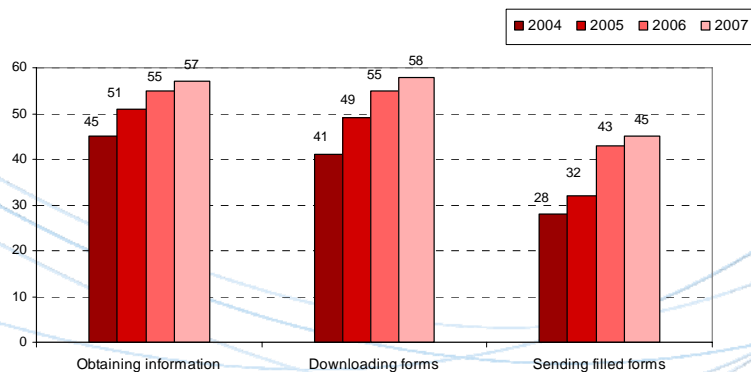
E-commerce among enterprises, 2006



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E-Government among enterprises 2004-07



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Strengths and weaknesses



- ↑ Harmonised data collection with highly comparable data across Europe
- ↑ Representative samples for all participating countries
- ↑ Timeliness of data
- ↑ Continuity (core indicators) and flexibility (additional modules)
- ↓ Coordination within European Statistical System requires extended preparation time (contracts and legislation)

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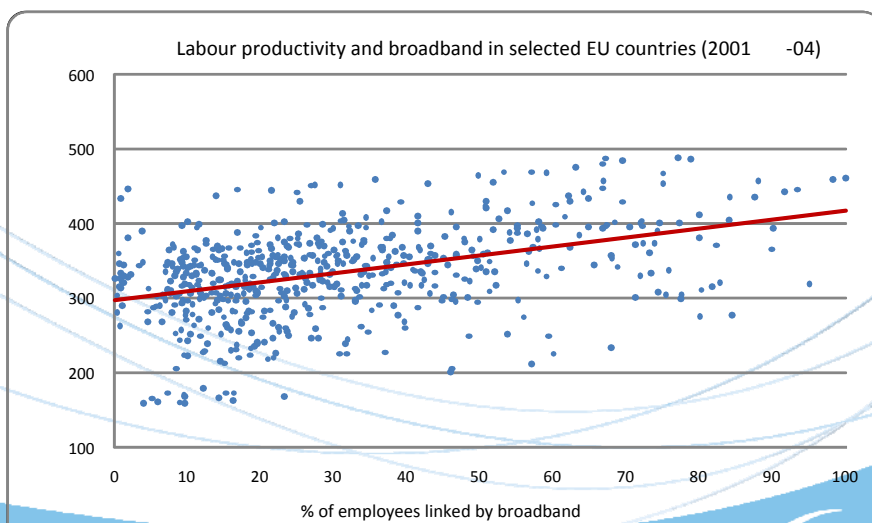
From Access to Impact

- ICT Sector statistics
- ICT Investment
- ICT Impact assessment
by linking data from different sources

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Country / industry data shows broadband gains:



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Conclusions

- Political background
 - Post i2010 benchmarking framework
- Legal base for data collection
 - Harmonisation on European level
 - Quality assurance
 - Timeliness
 - Flexibility
- Future developments
 - ICT sector statistics
 - Collection of data on ICT investment
 - Data linking project for assessing ICT impact
 - Selection of most relevant indicators
 - Additional information without increase of burden
- **Further Information at IS section of Eurostat website**
 - <http://ec.europa.eu/eurostat/ict>

