

Information Society Statistics - Enterprises

2017

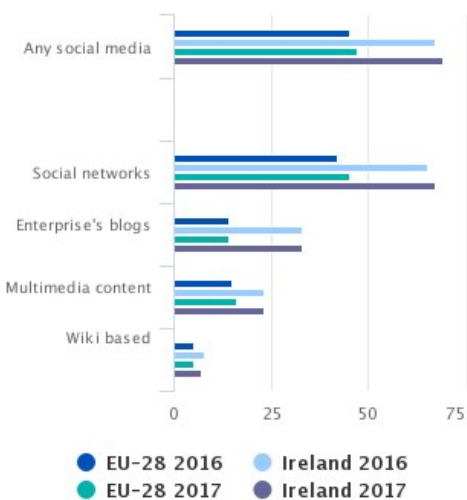
Enterprise use of social media, 2015 - 2017

	Ireland			EU-28			%
	2015	2016	2017	2015	2016	2017	
Use of any social media	64	67	69	39	45	47	
Use of social networks	62	65	67	36	42	45	
Use of enterprise's blogs or microblogs	30	33	33	13	14	14	
Use of multimedia content sharing websites	21	23	23	13	15	16	
Use of wiki based knowledge sharing tools	8	8	7	5	5	5	

Source: CSO and Eurostat

Use of social media by Irish enterprises is second highest in the EU in 2017

Figure 1: Enterprise use of social media, 2016 - 2017



Source: CSO Ireland

In 2017, 69% of Irish enterprises employing 10 or more people used some type of social media such as Facebook, Twitter and YouTube compared with an EU-28 average of 47%. The use of social media by enterprises nationally has risen steadily from 64% of enterprises in 2015 and 67% in 2016. See *Headline Table*.

In terms of enterprises using social media, Ireland ranked joint-second in the EU-28. Malta had the largest percentage of enterprises in the EU-28 using social media at 74%, while Poland had the lowest usage at 27%.

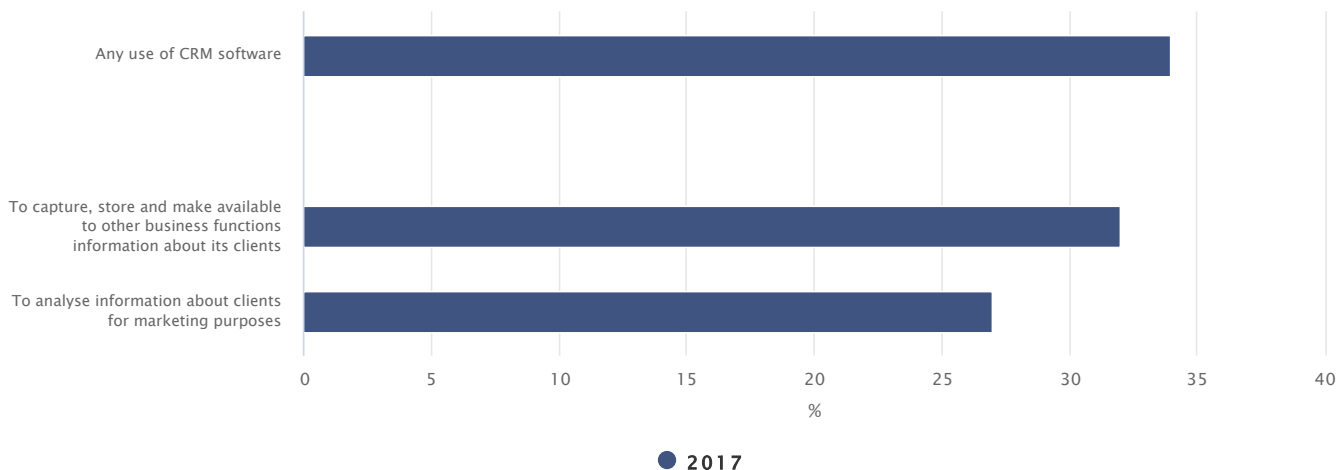
The primary method of using social media as a way of connecting with customers is the use of social networks, with 67% of Irish enterprises stating they used social networks such as Facebook. This compares with 65% and 62% of Irish enterprises using social networks in 2016 and 2015 respectively. Comparable data from Eurostat shows that the use of social networks by EU-28 enterprises increased from 36% in 2015 to 42% in 2016 and 45% in 2017. Irish enterprises maintained a relatively stable use of blogs or microblogs such as Twitter with 32% of enterprises using this method in 2017 compared with 33% in 2016 and 30% in 2015. The use of multimedia content sharing websites such as YouTube increased from 21% of enterprises in 2015 to 23% of enterprises

in 2017. See *Figure 1 and Table 1*.

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Figure 2: Enterprises using CRM software, 2017



Source: CSO Ireland

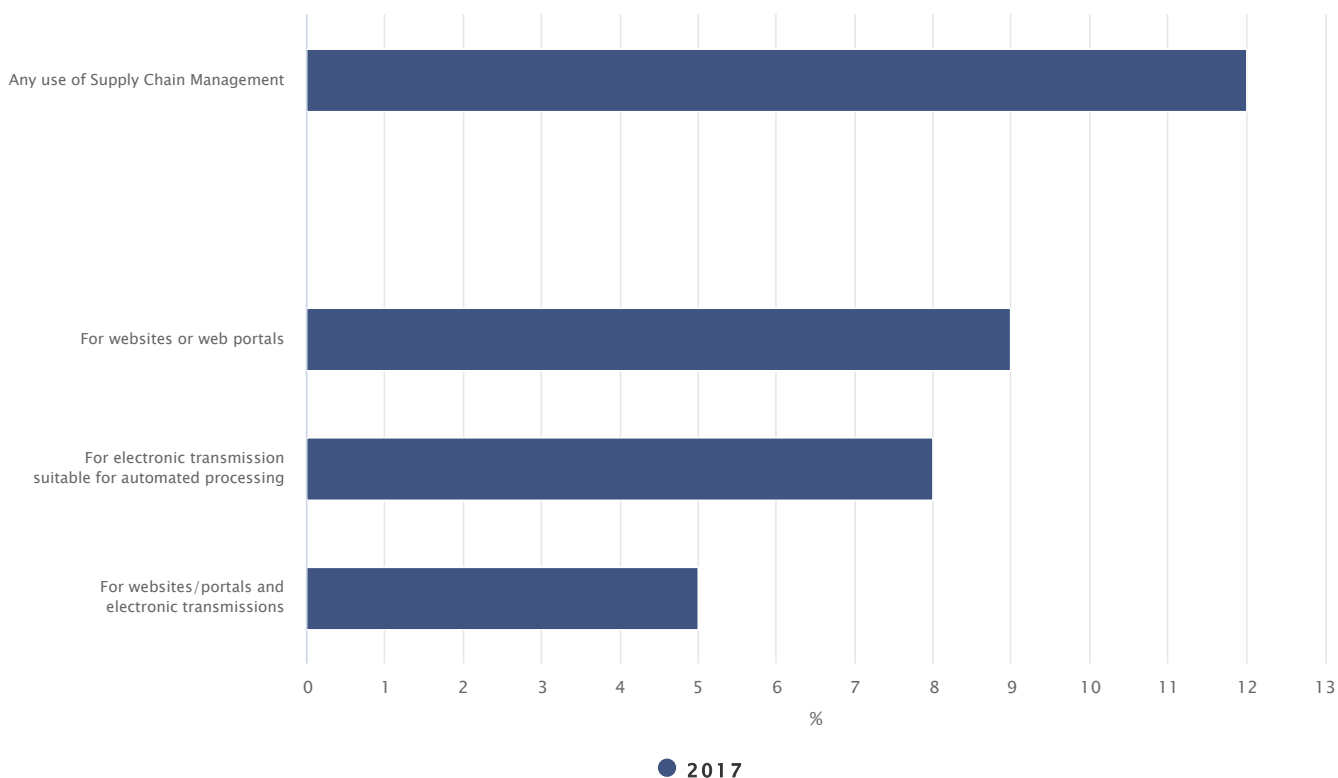
34% of enterprises use Customer Relationship Management software

In 2017, 34% of Irish enterprises employing 10 or more persons used Customer Relationship Management (CRM) software to capture, store and make available to other business functions information about its clients for marketing purposes.

The EU-28 average was 33%. Germany and the Netherlands had the largest percentage of enterprises using CRM at 47% while Hungary and Romania had the lowest take up rate at 14%.

Enterprise Resource Planning (ERP) was used by 29% of businesses in 2017. See Figure 2 and Table 2.

Figure 3: Sharing information electronically using Supply Chain Management, 2017



Source: CSO Ireland

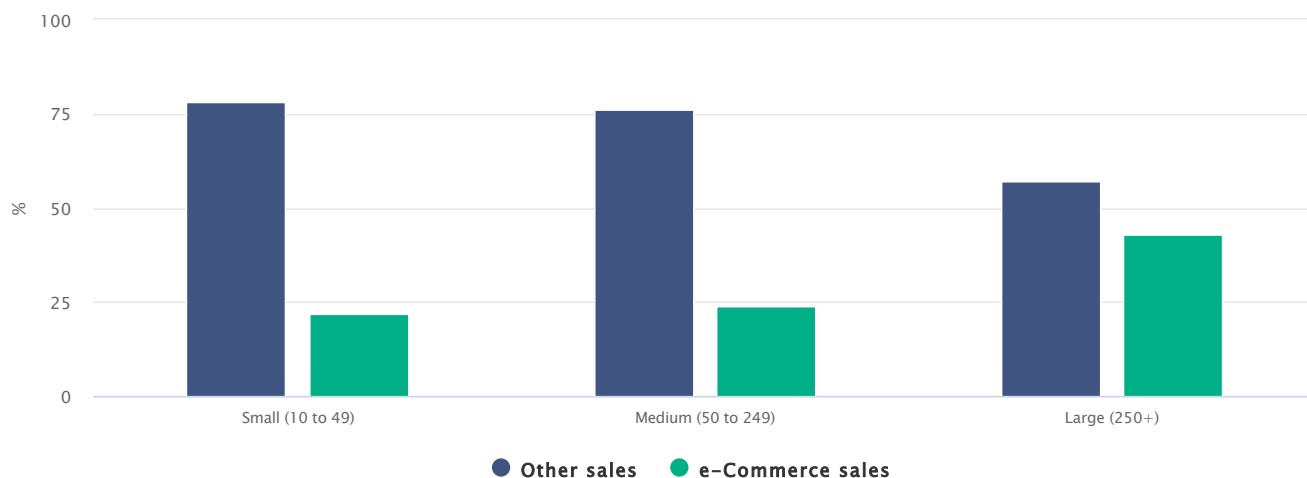
12% of enterprises shared information electronically using Supply Chain Management in 2017

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Over 12% of Irish enterprises reported that they shared information electronically using Supply Chain Management (SCM) in 2017. The most popular SCM method was via websites or web portals, with 9% using this method, while 8% opted for electronic transmission suitable for automated processing. Just under 5% used both of these methods in 2017. See Figure 3 and Table 3.

Figure 4: e-Commerce sales as a percentage of total sales by enterprise size class, 2017

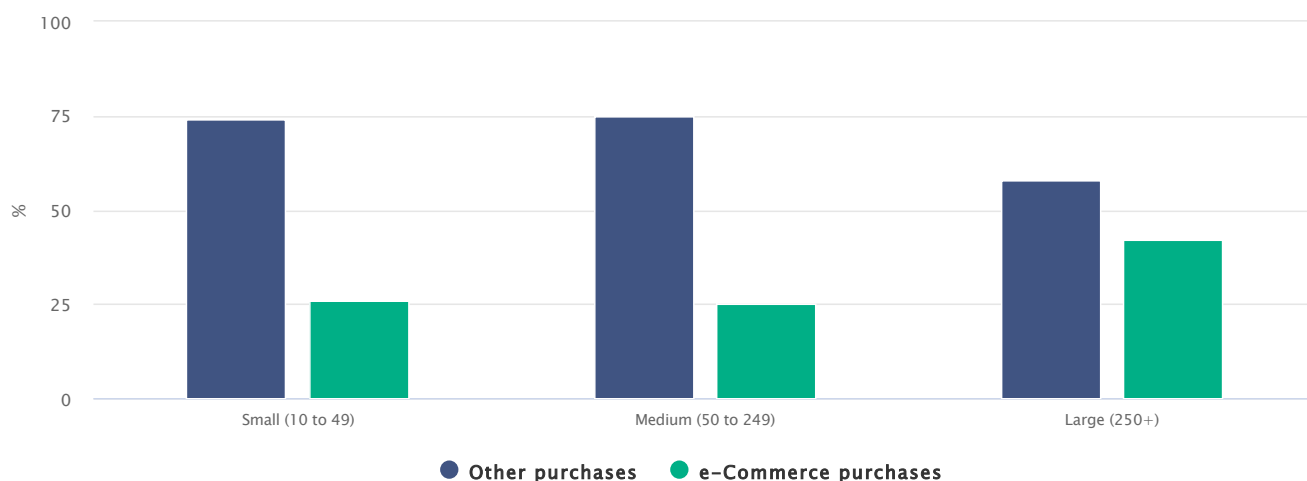


Source: CSO Ireland

Over half of large enterprises conduct their sales electronically

In 2017, 58% of large enterprises had e-Commerce sales which accounted for 43% of total sales of such enterprises. Just under 29% of small enterprises had e-Commerce sales which accounted for 22% of all sales in this size class. Over 51% of medium sized enterprises had e-Commerce sales which accounted for 24% of their total sales. See Figure 4 and Table 4.

Figure 5: e-Commerce purchases as a percentage of total purchases by enterprise size class, 2017



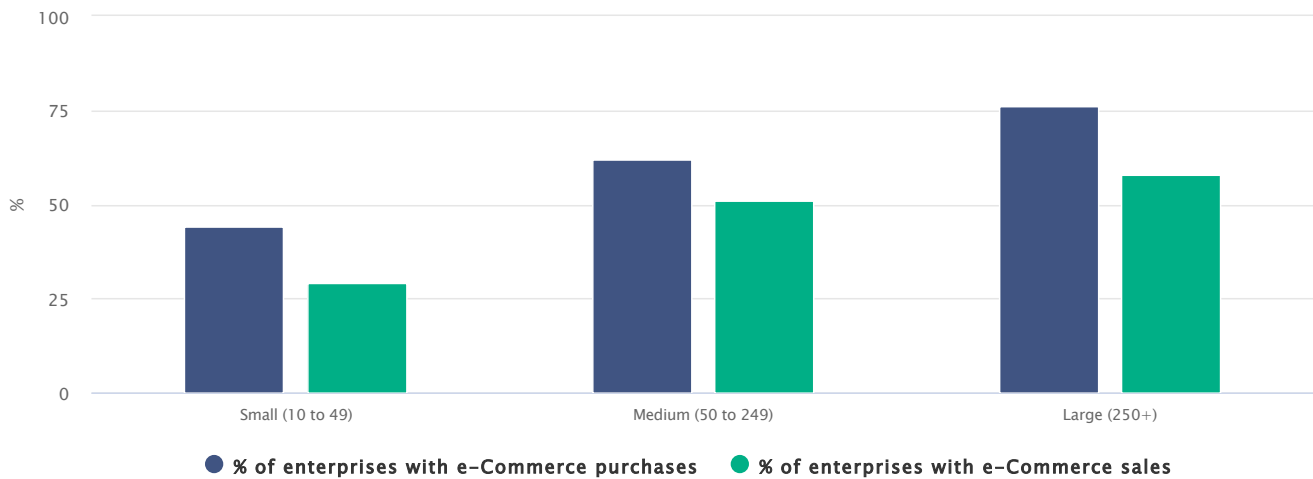
Source: CSO Ireland

76% of large enterprises made e-Commerce purchases in 2017

In 2017, 76% of large enterprises made e-Commerce purchases which accounted for 42% of all purchases made by enterprises that employed 250 or more persons, while 62% of medium sized enterprises made e-Commerce purchases which accounted for 25% of total purchases for this size class. 44% of small enterprises made e-Commerce purchases which amounted to 26% of their total purchases. See Figure 5 and Table 4.



Figure 6: Enterprises with electronic transactions by size class, 2017

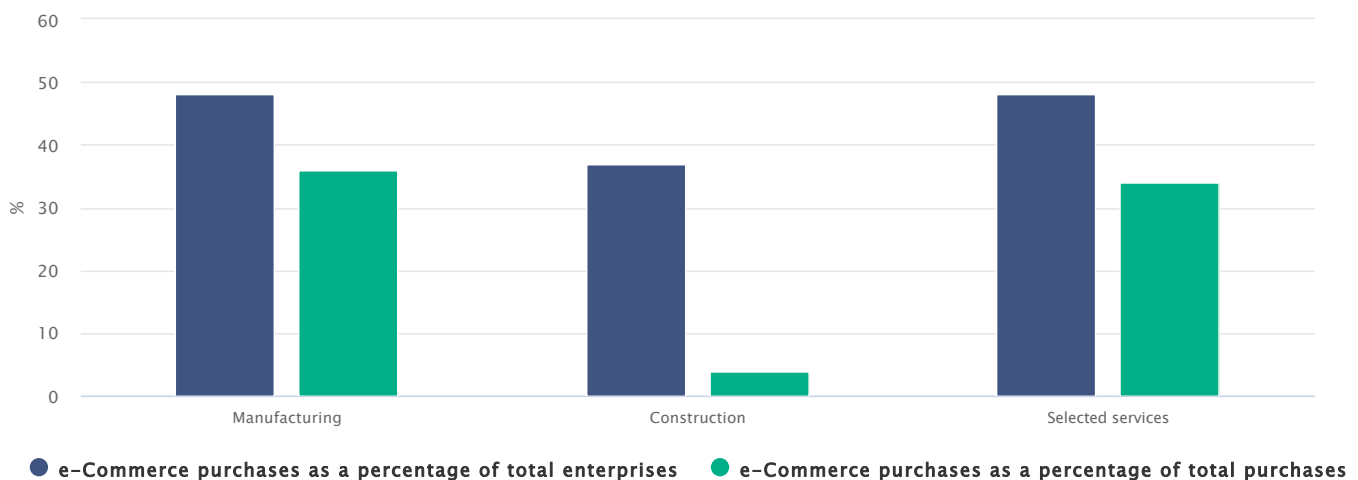


Source: CSO Ireland

More enterprises engaged in e-Commerce purchases than sales

Across all employment size classes, the proportion of enterprises that have made e-Commerce purchases is higher than those enterprises who have made e-Commerce sales. Large enterprises had the greatest difference between e-Commerce purchases and sales. See *Figure 6 and Table 4*.

Figure 7: e-Commerce purchases by sector, 2017



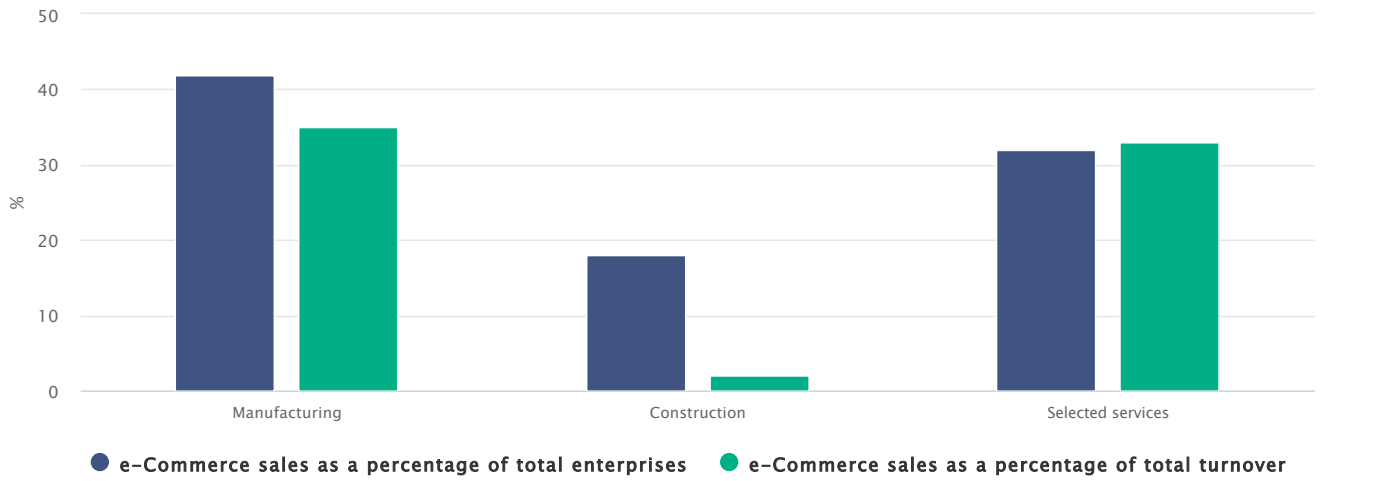
Source: CSO Ireland

Manufacturing and Services sector enterprises had joint-largest share of e-Commerce purchases

In 2017, Manufacturing sector enterprises reported that 48% of enterprises had made e-Commerce purchases which accounted for 36% of total purchases in that sector. Comparable figures for Services enterprises indicated that 48% of enterprises also made e-Commerce purchases which accounted for 34% of total purchases. When looking at the construction sector 37% reported making e-Commerce purchases which accounted for just 4% of all purchases made by this category. See *Figure 7 and Table 5*.



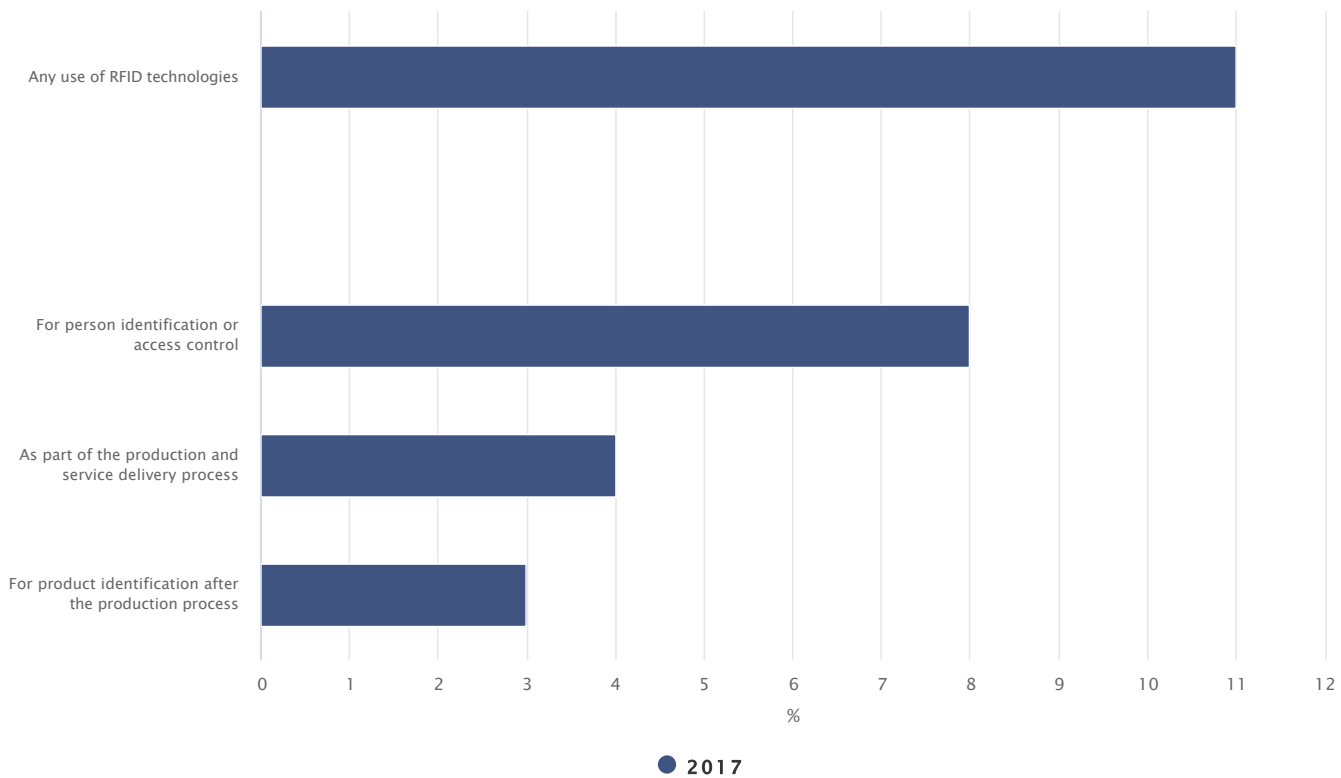
Figure 8: e-Commerce sales by sector, 2017



Manufacturing sector had the largest share of e-Commerce sales by turnover

Looking at the detailed sectors shows that 42% of Manufacturing enterprises reported e-Commerce sales which accounted for 35% of total turnover for that sector. The Services sector reported that 32% of enterprises had e-Commerce sales which accounted for 33% of all turnover generated in that sector. Just 18% of Construction enterprises made e-Commerce sales which accounted for 2% of total Construction turnover. See Figure 8 and Table 5.

Figure 9: Use of Radio Frequency Identification (RFID) technologies, 2017



11% of enterprises used Radio Frequency Identification technologies

In 2017, 11% of enterprises used Radio Frequency Identification (RFID) technologies. The most common reason, at 8%, for using RFID was for person identification or access control, while 4% used it as part of the production and service delivery process and 3% for product identification after the production process. See Figure 9 and Table 13.

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Table 1 EU enterprises use of any social media , 2015 - 2017

	%		
	2015	2016	2017
EU-28	39	45	47
Belgium	45	53	58
Bulgaria	30	32	34
Czech Republic	25	34	36
Denmark	56	64	68
Germany	38	47	45
Estonia	33	39	40
Ireland	64	66	68
Greece	37	44	50
Spain	40	44	51
France	30	36	41
Croatia	38	42	45
Italy	37	39	44
Cyprus	57	64	67
Latvia	28	26	30
Lithuania	42	45	50
Luxembourg	39	49	54
Hungary	29	34	38
Malta	72	71	74
Netherlands	63	65	68
Austria	42	50	53
Poland	22	25	27
Portugal	38	44	46
Romania	25	30	35
Slovenia	42	46	47
Slovakia	34	34	39
Finland	50	60	63
Sweden	53	58	65
United Kingdom	54	59	63

Source: Eurostat

Table 2 Sharing information electronically within the enterprise, 2017

	%
Any use of ERP ¹ software	29
Any use of CRM ² software	34
Use CRM software to capture, store and make available to other business functions information about its clients	32
Use CRM software to analyse information about clients for marketing purposes	27

¹Enterprise Resource Planning ²Customer Relationship Management

Enterprises can use more than one type of software, hence the sum of the different types does not equal the total figure

Table 3 Sharing information electronically using Supply Chain Management, 2017

	%
Any use of Supply Chain Management to share information electronically with other enterprises	12
Using Supply Chain Management via websites or web portals	9
Using Supply Chain Management via electronic transmission suitable for automated processing	8
Using Supply Chain Management via websites or web portals and via electronic transmission suitable for automated processing	5

Enterprises can use more than one type of software, hence the sum of the different types does not equal the total figure

Table 4 ICT usage by size of enterprise, 2017

	%		
	Small (10 to 49)	Medium (50 to 249)	Large (250+)
Enterprises with e-Commerce sales	29	51	58
e-Commerce sales as a % of total sales	22	24	43
Enterprises with e-Commerce purchases	44	62	76
e-Commerce purchases as a % of total purchases	26	25	42
Enterprises using broadband	95	99	99
Enterprises using mobile broadband connection	65	79	95

Table 5 Purchases and sales via e-Commerce, 2015 - 2017

	Manufacturing sectors			Construction sector			Selected services sectors			Total		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Use of e-Commerce for purchases (as % of total enterprises)												
by internet or EDI	40	42	48	32	32	37	49	47	48	47	46	48
Use of e-Commerce for sales (as % of total enterprises)												
by internet or EDI	32	36	42	9	11	18	34	31	32	32	30	33
by internet	16	21	20	7	7	11	28	27	27	25	25	26
by EDI	24	27	32	2	5	8	13	14	15	14	15	16
Percentage of purchases by e-Commerce (as % of total purchases)												
by internet or EDI	33	36	36	3	2	4	30	29	34	31	30	34
Percentage of sales by e-Commerce (as % of total turnover)												
by internet or EDI	36	31	35	0	1	2	40	38	33	38	36	34
by internet	7	5	7	0	0	0	20	21	20	15	15	16
by EDI	30	27	28	0	0	2	19	18	14	23	20	18

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Table 6 Purchases and sales via e-Commerce by sector, 2017

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	
Use of e-Commerce for purchases (as % of total enterprises)															
by internet or EDI	45	49	45	53	48	37	49	37	39	62	50	59	51	48	48
Use of e-Commerce for sales (as % of total enterprises)															
by internet or EDI	49	42	35	37	42	18	33	31	38	40	11	20	26	32	33
by internet	23	18	17	19	20	11	27	27	36	30	6	14	21	27	26
by EDI	38	37	22	28	32	8	16	18	12	24	9	12	10	15	16
Percentage of purchases by e-Commerce (as % of total purchases)															
by internet or EDI	5	47	4	53	36	4	38	15	19	34	6	18	31	34	34
Percentage of sales by e-Commerce (as % of total turnover)															
by internet or EDI	26	37	5	43	35	2	36	52	20	32	2	17	23	33	34
by internet	4	11	0	3	7	0	20	46	15	17	1	13	14	20	16
by EDI	22	26	4	41	28	2	16	6	5	15	0	4	9	14	18

¹ See Background notes for NACE Rev.2 classification.

Table 7 Purchases via e-Commerce by enterprises, EU-28, 2015 - 2017

	2015	2016	2017
EU-28	40	42	45
Belgium	43	40	44
Bulgaria	13	11	13
Czech Republic	56	62	57
Denmark	:	:	:
Germany	54	:	56
Estonia	23	25	25
Ireland	47	46	48
Greece	11	15	11
Spain	26	32	32
France	43	55	51
Croatia	22	23	26
Italy	38	41	43
Cyprus	22	43	41
Latvia	35	41	31
Lithuania	27	26	28
Luxembourg	32	42	38
Hungary	31	37	38
Malta	26	:	:
Netherlands	47	52	57
Austria	68	66	63
Poland	21	35	33
Portugal	23	27	25
Romania	14	14	12
Slovenia	28	29	:
Slovakia	22	25	22
Finland	51	:	:
Sweden	44	37	56
United Kingdom	51	54	51

Source: Eurostat

: indicates no figure available

Table 8 Sales via e-Commerce by enterprises, EU-28, 2015 - 2017

	2015	2016	2017
EU-28	19	20	20
Belgium	26	26	26
Bulgaria	9	9	10
Czech Republic	25	27	24
Denmark	27	29	30
Germany	27	28	26
Estonia	15	18	19
Ireland	32	30	33
Greece	7	12	12
Spain	18	21	21
France	21	21	21
Croatia	20	19	18
Italy	10	11	13
Cyprus	11	13	13
Latvia	10	10	12
Lithuania	19	20	23
Luxembourg	10	15	13
Hungary	14	15	16
Malta	19	20	19
Netherlands	25	25	26
Austria	18	19	21
Poland	12	12	12
Portugal	20	19	18
Romania	8	7	8
Slovenia	22	20	25
Slovakia	15	15	18
Finland	19	22	24
Sweden	28	28	31
United Kingdom	23	22	23

Source: Eurostat

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Table 9 General findings of enterprise ICT survey, as a percentage of all enterprises, 2016 - 2017

	Manufacturing sectors		Construction sector		Selected services sectors		Total		%
	2016	2017	2016	2017	2016	2017	2016	2017	
	General information about ICT systems								
Using a computer	100	100	99	99	99	99	99	99	99
Use of the internet									
Using the internet	100	100	100	99	99	96	99	96	96
Have a website or homepage	91	91	82	75	74	73	76	74	74
Purposes of using the internet (as provider)									
Facilitating access to catalogues or price lists	42	49	19	29	38	41	37	42	42
Facilitating access to online ordering or reservations	16	16	5	9	28	27	26	25	25

Table 10 General findings of enterprise ICT survey, as a percentage of all enterprises, by sector, 2017

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		
	General information about ICT systems															
Using a computer	100	100	100	100	100	99	99	97	100	100	95	99	98	99	99	99
Use of the internet																
Using the internet	100	100	100	100	100	99	98	97	89	100	91	99	98	96	96	96
Have a website or homepage	89	92	92	92	91	75	66	70	70	94	72	84	81	73	74	74
Purposes of using the internet (as provider)																
Facilitating access to catalogues or price lists	44	54	57	50	49	29	45	33	46	42	36	31	34	41	42	42
Facilitating access to online ordering or reservations	23	10	14	11	16	9	28	21	38	25	5	12	19	27	25	25

¹ See Background notes for NACE Rev.2 classification

Table 11 External connection to the internet, as a percentage of all enterprises, by sector, 2016 - 2017

	Manufacturing sectors		Construction sector		Selected services sectors		Total		%
	2016	2017	2016	2017	2016	2017	2016	2017	
	Type of external connection to the internet								
Broadband	97	100	99	99	98	96	98	96	96
Mobile broadband connection	73	77	75	77	67	66	68	68	68
Enterprises with broadband									
Purchases by internet or EDI	42	48	32	37	48	50	47	50	50
Sales by internet or EDI	36	42	11	18	31	34	31	34	34

Table 12 External connection to the internet, as a percentage of all enterprises, by sector, 2017

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		
	Type of external connection to the internet															
Broadband	100	100	100	100	100	99	98	97	88	100	86	98	98	96	96	96
Mobile broadband connection	76	77	76	80	77	77	62	71	61	78	76	79	72	66	68	68
Enterprises with broadband																
Purchases by internet or EDI	45	49	45	53	48	37	50	38	45	62	58	60	52	50	50	50
Sales by internet or EDI	49	42	35	37	42	18	34	32	43	40	12	21	27	34	34	34

¹ See Background notes for NACE Rev.2 classification.

Table 13 Use of Radio Frequency Identification (RFID) technologies, 2017

	%
Any use of Radio Frequency Identification instruments	11
Use RFID technology for person identification or access control	8
Use RFID technology as part of the production and service delivery process	4
Use RFID technology for product identification after the production process	3

Enterprises can use more than one type of technology, hence the sum of the different types does not equal the total figure

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Background Notes

Background Notes 2017

Introduction

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

Summary of survey methodology

The *Survey on e-Commerce and ICT* was conducted as a wholly electronic survey for the first time in 2013 via the CSO's e-form system, allowing sampled enterprises to complete and return the survey form electronically. Reminders are periodically sent to non-respondents throughout the year and a telephone campaign is also conducted to ensure that the response rate is sufficient for the survey. The 2017 response rate was 43%. Returned survey forms are verified and edited before the data is grossed up to the sample frame population.

A pilot survey was conducted in 2002 and a full annual survey began in 2003. Approximately 6,000 enterprises are surveyed in the first quarter 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-28-wide basis in December each year. The results presented in this release are from the 2017 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

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 M (69-74)	Professional, scientific and technical activities (selected sectors)
Section N (77-82)	Administrative and Support Service activities
Group (95.1)	Repair of computers m, water supply, sewerage and waste management

Results

Results are based on the survey of *Survey on e-Commerce and ICT* by an enterprise, which was conducted in the first half of 2017. This survey covers enterprises with 10 or more persons engaged in the manufacturing, construction and selected services sectors.

Eurostat tables

The *Survey on e-Commerce and ICT* usage is carried out across all member countries of the EU-28. Each national country designs its 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. Published results for Ireland may differ slightly from those in the Eurostat tables due to rounding. Further information on Eurostat tables and comparable results across member countries of the EU-28 are available online at

http://ec.europa.eu/eurostat/statistics-explained/index.php/Science,_technology_and_digital_society_statistics_introduced

Glossary of Terms

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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.

Social Media: Use of social media refers to the enterprise's use of applications based on internet technology or communication platforms for connecting, creating and exchanging content online with customers, suppliers, partners or within the enterprise. Enterprises using social media are considered to be those that have a user profile, an account or a user licence depending on the requirements of the social media type.

Social networks e.g. Facebook, LinkedIn, Xing, Viadeo, Yammer, etc

Blogs or microblogs e.g. Twitter

Multimedia content shared websites e.g. YouTube, Flickr, Picassa, SlideShare

Wiki based knowledge sharing sites e.g. Wikipedia

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Member states of the EU-28
Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Latvia
Lithuania
Luxembourg
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