



Measurement of e-commerce in the Eurostat survey on ICT usage and e-commerce in enterprises

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Outline of the presentation

- **Community survey on ICT usage and e-commerce in enterprises**
- **Overview of the e-commerce module in the ICT usage and e-commerce in enterprises survey**
 - Overall structure
 - Cross-border dimension
- **Good practices for data collection in the EU countries**
- **Challenges**



Survey design process

- **Annual revisions of the questionnaire:**
 - Policy needs
 - Technology developments
 - Constant quality improvements
 - Cooperation with the EU MS and the users
 - Users consultation + 2 Working Groups + 2 Task Force meetings
- **Goal: harmonisation across EU MS**
- **Balance between relevance and keeping the time series**
- **Burden limitation**





Community survey ICT usage and e-commerce in enterprises

Economic activity: Enterprises classified in the following categories of NACE Rev. 2:

- Section C – “Manufacturing”;
- Section D – “Electricity, gas, steam and air conditioning supply”
- Section E – “Water supply, sewerage, waste management and remediation activities”;
- Section F – “Construction”;
- Section G – “Wholesale and retail trade; repair of motor vehicles and motorcycles”;
- Section H – “Transportation and storage”;
- Section I – “Accommodation and food service activities”;
- Section J – “Information and communication”;
- Section L – “Real estate activities”;
- Section M – “Professional, scientific and technical activities”;
- Section N – “Administrative and support service activities”;
- Group 95.1 – “Repair of computers and communication equipment”

Enterprise size: Enterprises with 10 or more persons employed.

Optional: enterprises with number of persons employed between 0 and 9.





Module on e-commerce

- **High policy interest** (Monitoring the Digital Economy & Society 2016 - 2021)
- **Revised based on pretesting project (cognitive testing)**, improved wording without breaking time series)
- **Focus on sales only** (since 2020 sub-module on purchases was discontinued due to quality concerns, as enterprises do not keep record about e-purchases)
- **2 sub-modules:**
 - Web sales
 - EDI-type sales



2021 model questionnaire (MQ)

**Under
finalisation**

Module D: E-commerce sales

(Scope: enterprises with access to the internet, i.e. if A1>0)

In e-commerce sales of goods or services, the order is placed via web sites, apps or EDI-type messages by methods specifically designed for the purpose of receiving orders.

The payment may be done online or offline.
e-commerce **does not include** orders written in e-mail.

Please report **web and EDI-type sales separately**. They are defined by the method of placing the order:

- WEB sales : the **customer** places the order on a website or through an app
- EDI type sales: **an EDI-type order message is created from the business system of the customer**



2021 MQ

sub-module on **Web sales**

Web sales of goods or services

Web sales covers orders, bookings and reservations placed by your customers via

- your enterprise's **websites or apps** :
 - online store (webshop)
 - web forms
 - extranet (webshop or web forms)
 - booking/reservation applications for services
 - apps for mobile devices or computers
- **e-commerce marketplace websites or apps** (used by several enterprises for trading goods or services).

Orders written in e-mail are **not** counted as web sales.





| | | | |
|--|--|--------------------------|--------------------------|
| D1. | During 2020, did your enterprise have web sales of goods or services via: | Yes | No |
| | a) your enterprise's websites or apps? (including extranets) | <input type="checkbox"/> | <input type="checkbox"/> |
| | b) e-commerce marketplace websites or apps used by several enterprises for trading goods or services? (e.g. e-Bookers, Booking, hotels.com, eBay, Amazon, Amazon Business, Alibaba, Rakuten, TimoCom etc.) <i>[Please add national examples of e-commerce marketplaces incl. government marketplaces]</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>If both D1 a) and D1 b) = "No" then go to D10</i> | | | |

| | | | |
|-----|---|------------------------------------|--|
| D2. | What was the value of your web sales? (please refer to the provided definition of web sales) Please answer to a) OR b) | | |
| | a) What was the value of your web sales of goods or services, in 2020? | (National currency, excluding VAT) | |
| | OR b) What percentage of total turnover was generated by web sales of goods or services, in 2020? <i>If you cannot provide the exact percentage an approximation will suffice.</i> | □ □ □ , □ % | |

Question D3 should be answered only if both D1 a) and D1 b) = "Yes"

| | | |
|-----|---|----------------|
| D3. | <p>What was the percentage breakdown of the value of web sales in 2020 for the following:</p> <p>(Please refer to value of web sales you reported in D2)</p> <p><i>If you cannot provide the exact percentages an approximation will suffice.</i></p> | |
| | <p>a) via your enterprise's websites or apps? (including extranets)</p> | <p>□ □ □ %</p> |
| | <p>b) via e-commerce marketplace websites or apps used by several enterprises for trading goods or services? (e.g. e-Bookers, Booking, hotels.com, eBay, Amazon, Amazon Business, Alibaba, Rakuten, TimoCom etc.) <i>[Please add national examples of e-commerce marketplaces incl. government marketplaces]</i></p> | <p>□ □ □ %</p> |
| | <p>TOTAL</p> | <p>1 0 0 %</p> |



Question D4 should be answered only if D1 b) = "Yes"

| | | | | |
|------|--|--|--|--|
| D4 . | Via how many e-commerce marketplaces did you have web sales during 2020? <i>- Optional</i> | Via one <input type="checkbox"/> | Via two <input type="checkbox"/> | Via more than two <input type="checkbox"/> |
|------|--|--|--|--|

If D4 = "one" then go to D6

| | | | |
|-----|---|--|---------------------------------------|
| D5. | Did more than half of your turnover from e-commerce marketplaces in 2020 come from only one e-commerce marketplace? <i>- Optional</i> | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
|-----|---|--|---------------------------------------|



| | | | |
|-----|--|-------|-----|
| D6. | <p>What was the percentage breakdown of the value of web sales in 2020 by type of customer:</p> <p>(Please refer to value of web sales you reported in D2)</p> <p><i>If you cannot provide the exact percentages an approximation will suffice.</i></p> | | |
| | a) Sales to private consumers (B2C) | □ □ □ | % % |
| | b) Sales to other enterprises (B2B) and Sales to public sector (B2G) | □ □ □ | % % |
| | TOTAL | 1 0 0 | % % |



| | | | |
|-----------------------------------|--|--------------------------|--------------------------|
| Cross-border dimension | D7. During 2020, did your enterprise <u>have web sales</u> placed via a website or apps by customers located in the following geographic areas? | Yes | No |
| | a) Own country | <input type="checkbox"/> | <input type="checkbox"/> |
| | b) Other EU countries | <input type="checkbox"/> | <input type="checkbox"/> |
| | c) Rest of the world | <input type="checkbox"/> | <input type="checkbox"/> |

The following question (D8) should only be answered if at least two of the above possible responses in question D7 a) , b) or c) are answered with "Yes", otherwise check next filter instruction before question D9

| | | | |
|-----------------------------------|--|----------------------|------------------------|
| Cross-border dimension | D8. What was the percentage breakdown of the value of web sales in 2020 by customers located in the following geographic areas? (Please refer to value of web sales you reported in D2) <i>If you cannot provide the exact percentages an approximation will suffice.</i> | | |
| | a) Own country | <input type="text"/> | <input type="text"/> % |
| | b) Other EU countries | <input type="text"/> | <input type="text"/> % |
| | c) Rest of the world | <input type="text"/> | <input type="text"/> % |
| | TOTAL | 1 0 0 | % |

| D9. | Regarding web sales <u>to other EU countries</u> : did your enterprise experience any of the following difficulties during 2020? | Yes | No |
|--|--|--|--------------------------|
| | Cross-border dimension | a) High costs of delivering or returning products when selling to other EU countries | <input type="checkbox"/> |
| b) Difficulties related to resolving complaints and disputes when selling to other EU countries | | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Adapting product labelling for sales to other EU countries | | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Lack of knowledge of foreign languages for communicating with customers in other EU countries | | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Restrictions from your business partners to sell to certain EU countries | | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Difficulties related to the VAT system in EU countries (e.g. uncertainty regarding VAT treatment in different countries) - new | | <input type="checkbox"/> | <input type="checkbox"/> |



EDI-type sales

EDI-type sales cover **orders placed** by your 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
- including automatic system generated **demand driven orders**
- including orders received directly into your **ERP** system

Examples of EDI : EDIFACT, XML/EDI (e.g. UBL, Rosettanet, *[please add national examples]*)

| | | | |
|------|---|---|---|
| D10. | <p>During 2020, did your enterprise have EDI-type sales of goods or services? (Filter question)</p> | <p>Yes <input type="checkbox"/></p> | <p>No <input type="checkbox"/> -> go to E1</p> |
| D11. | <p>What was the value of your EDI-type sales? (please refer to the provided definition of EDI-type sales) Please answer to a) OR b)</p> | | |
| | <p>a) What was the value of your EDI-type sales of goods or services, in 2020?</p> | <p>(National currency, excluding VAT)</p> <hr/> | |
| | <p>OR</p> <p>b) What percentage of total turnover was generated by EDI-type sales of goods or services, in 2020?</p> <p><i>If you cannot provide the exact percentage an approximation will suffice.</i></p> | <p>□ □ □, □ %</p> | |

| D12. | During 2020, did your enterprise <u>sell</u> via EDI-type messages by customers located in the following geographic areas? | Yes | No |
|------|---|-------------------------------|--------------------------|
| | | <i>Cross-border dimension</i> | |
| | a) Own country | <input type="checkbox"/> | <input type="checkbox"/> |
| | b) Other EU countries | <input type="checkbox"/> | <input type="checkbox"/> |
| | c) Rest of the world | <input type="checkbox"/> | <input type="checkbox"/> |

Good practices for data collection

- **Sampling design** – *particularly relevant for coherent time series of the value of e-commerce sales data:*
 - **Increased sample size or census for large enterprises**
 - **Increased sample size or census for e-commerce relevant enterprises (selected NACE or known relevant e-commerce players)**
 - **Stratification by e-commerce turnover (few countries)**

Challenges:

- **Need for data on digital trade** (detailed data by products) – limitations of the questionnaire burden, processing burden, methodological limitations (selected NACE only), survey dedicated to the use of ICT tools
- **Absolute figures** – not available due to methodological limitations
- **Cross-border transactions** – do enterprises always know? (less of a problem than in the HH/IND survey)
- **Standing orders** – methodological issue hard to solve, perhaps unsolvable?





Thank you!

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survey:**

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