CAPMAS Priorities of measuring
digital economy in Egypt

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Introduction

- The importance of e-commerce increased after appearance of Covid-19 pandemic.
- The Egyptian government is applying digitalization in several governmental sector to monitor the advantage of information and communication technologies (ICTs).
CAPMAS Priorities in measuring digital economy in Egypt

E-commerce first trial
(Census 2017/2018)

inside establishments
E-commerce first trial (Census 2017/2018)

- It was the first time to conduct economic census using Tablets in Egypt.
- It has 12 questionnaires representing all the economic Activities.
- The questionnaires contain general data like the establishment name, address, economic activity, legal entity, paid capital, expenditures, revenues and fixed assets.
- Adding e-commerce question for the first time.
E-commerce first trial (Census 2017/2018)

Economic census questionnaires

1. Mining and quarrying
2. Manufacturing
3. Services
4. Maintenance
5. Wholesale and Retail trade
6. Restaurants and coffee shops
7. Transportation and storage for others
8. Education (schools, institutes, faculties)
9. Other educational services
10. Agriculture
11. Building and Constructions
12. Communications
It is found that these two questions were not sufficient to measure the contributions of e-commerce in Egypt.
Therefore, CAPMAS prepared to improve the e-commerce questions during the current economic census 2022/2023.

First, researchers at CAPMAS started adding a new section for e-commerce in labor outside business establishments.
E-Commerce Definition (ISIC 4)

132. Production units receive orders and transact the sale of goods and services produced by a variety of means, such as by telephone, fax, television or over the Internet. Many countries have chosen to describe as e-commerce any business transaction that transfers the ownership of the goods or service through the Internet or by other electronic means.
E-Commerce Definition (ISIC 4)

133. There are three stages in the transfer of the ownership of a good or service: (a) the placement of the order, (b) the payment and (c) the delivery of the good or service. E-commerce transactions may be defined to include situations where only the first stage, only the first and second stages, or all three stages are conducted through the Internet or by other electronic means.
Measuring e-commerce outside establishments
Measuring e-commerce outside establishments

labor outside establishment survey

- It is a complementary survey to the economic census
- It can measure the informal sector outside establishments in Egypt
- Sample based on household survey sample
- We have designed 6 specialized questionnaires beside the household questionnaire
- We have conducted 4 quarters in 2022 and now we are in the data processing phase.
Manufacturing
Retail and wholesale trade
Transport
Services and maintenance
Food and beverage
Construction and building

Household Questionnaire & 6 specialized Questionnaires
Outside establishment Transport questionnaire

<table>
<thead>
<tr>
<th>Examples of jobs, outside establishments, in transportation</th>
<th>Economic Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uber, Taxi driver, DiDi, Indriver microbus, bus, tok tok, motorcycle, carriage</td>
<td>Land transport of passengers</td>
</tr>
<tr>
<td>Transport driver, truck, lorry</td>
<td>land transport of goods</td>
</tr>
<tr>
<td>Boat operator, boat, ferry, barge</td>
<td>Water transport of passengers and goods</td>
</tr>
</tbody>
</table>
Examples of Digital Intermediate Platforms in Transportation
Sections of the outside establishment questionnaires

Section (1) Principle Data
Section (2) Expenditures & Revenues
Section (3) Fixed Assets
Section (4) E-commerce
E-commerce section of the outside establishment
Transport questionnaire

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>234</td>
<td>What is the marketing tool for your service (Multiple answers are allowed)</td>
<td>Telephone, Social Media, Electronic platforms, Direct contact, Announcement, Public stores, Others (Specify), Individual not responsible for Marketing</td>
</tr>
</tbody>
</table>
E-commerce section of the outside establishment Transport questionnaire

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>401</td>
<td>Do you have page on internet or on social media or on platforms?</td>
<td>Yes ☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No ☐</td>
</tr>
<tr>
<td>402</td>
<td>Do you have Mobile program to advertise or to sale your products?</td>
<td>Yes ☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No ☐</td>
</tr>
</tbody>
</table>

For enumerator: In case of answering with No in both questions 401, 402 you should finish the interview.
## E-commerce section of the outside establishment Transport questionnaire

| 403 | Presentation and marketing of the product (good - service)   
Communicate with customers to inquire about the product or Service and Troubleshooting  
Receive customer requests  
Collecting the value of the product from customers through electronic payment  
Communicating with suppliers (vendors)  
Others (specify) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What are the uses of webpage or social networking sites or electronic platforms or mobile application? (Multiple answer are allowed)</td>
</tr>
</tbody>
</table>
## E-commerce section of the outside establishment Transport questionnaire

<table>
<thead>
<tr>
<th>404</th>
<th>What is the percentage of sales / Revenues achieved from the website or Social networking sites, electronic platforms, or mobile software</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
</tbody>
</table>
# E-commerce section of the outside establishment Transport questionnaire

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Question</th>
<th>Last week</th>
<th>Last Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>E-Commerce Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>251</td>
<td>Online platform subscription</td>
<td></td>
<td></td>
</tr>
<tr>
<td>252</td>
<td>Page Design (Facebook - Website - Mobile Application, etc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>253</td>
<td>content management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>254</td>
<td>Page/Website/Mobile Application Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>255</td>
<td>Advertisements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>256</td>
<td>Website/App Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>257</td>
<td>Shipping/delivery fees</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**E-commerce section of the outside establishment Transport questionnaire**

The designed output (Results) tables per economic Activity

<table>
<thead>
<tr>
<th>Economic Activity According to ISIC Rev.4</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of employees in Transport Sector</td>
<td></td>
</tr>
<tr>
<td>number of working vehicles</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that uses Mobile application to present their services</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that uses Mobile application or platforms to contact with customers</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that uses Mobile application or platforms to present their services</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that uses Mobile application or platforms to received orders</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that accept the value of service by electronic pay</td>
<td></td>
</tr>
<tr>
<td>Proportion of vehicles that uses mobile application or platform to contact with sellers</td>
<td></td>
</tr>
<tr>
<td>Proportion of expenditure from e-commerce to whole expenditures</td>
<td></td>
</tr>
<tr>
<td>Proportion of Revenues from e-commerce to whole Revenues</td>
<td></td>
</tr>
</tbody>
</table>
Cont.: E-commerce output tables

Excel
Measuring e-commerce
Census 2022/2023
### E-commerce during the year

**Section (15)**

Did the establishment sell a product or provide a service electronically/online (e-commerce)?

- Yes
- No (go to section 16)

What is the percentage% of expenses related to the website, social media sites, online platforms, or the mobile applications out of the total expenses?

Your answer _______________________

What is the percentage% of sales/revenue generated from the website, social media sites, online platforms, or mobile application out of total revenue?

Your answer _______________________

What is the percentage% of export sales/revenues generated from the social media sites, online platforms, or mobile application out of the total e-commerce sales/revenues?

Your answer _______________________

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**Census 2022/2023 E-commerce section questionnaire design**
Thank you for your attention