Compiling Business Sector Survey on ICT in Palestine

Working group on measuring e-commerce and the digital economy

Fourth meeting
Importance of BICT Statistics

- Factual basis for assessments, decisions and digital policies formation
- Providing opportunity for international and regional comparisons
- A base to analyze potential technologies and investment opportunities
- Measuring e-commerce and digital trade
Historical Overview

First round as an attachment with economic surveys

Third round as an attachment with economic surveys
Computer and internet mainly

Second round as an attachment with economic surveys

Fourth round as a comprehensive stand-alone survey
Phases

Initial needs
Previous experiences

Initial indicators

Internal discussions with relevant statisticians

Formation of the National Advisory Committee

Internal, national discussions

Designing the Initial Questionnaire

Regional Consultations

International Consultations

Final Questionnaire

UNCTAD
EFTA

UN ESCWA
Sample and Frame

Target population
Consists of all operating private establishments in the State of Palestine. The sampling frame was a list of all operating private establishments as enumerated in the Establishments Census of 2017.

Response: 88.8%

Data collection process started on 22/03/2022 and was completed on 31/05/2022 in all governorates
Main Topics

- Using Mobiles and Computers
- Access and use of the Internet
- Security and privacy
- Employment
- Website Use
- Social Media or Professional Networks
- E-commerce
- Use of Cloud Computing Services
- ICT specialist (recruitment, training provided...etc.)
- Resources and expenditure of ICT tools
- Advanced technologies such as (AI, Robotics, Big data analysis, 3D printing and IoT).
Measuring e-commerce
Definition and Limitation of the Measurement

In e-commerce sales of goods or services, the order is placed via websites, 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 typed traditionally.

- 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.
Module:

- Having web sales via enterprises websites or apps and marketplaces
- Value of the web sales and the percentage out of total sales
- Breakdown of the web sales by enterprises websites or apps, and marketplaces
- Breakdown of the web sales according to customer location
- Payment methods which are mostly used (Cash, Online)
- Connection to warehouses and inventory control, Finance (Accounting), Electronic payment (local or international), Production process or other services
- Reasons for not having web sales: The nature of products is not suitable for selling via web, expectations of low returns or sales, difficulty in connecting and configuring the current systems in the enterprise, security and privacy issues, legal issues, no payment gateway, no credit cards payment service, other
- EDI web sales
- Web Purchases

For the next round?

- Delivery method (Digital or physical)
- Compiling the Module only for large enterprises
Some Results

- **41%** of the economic enterprises used computers (desktop, laptop) to perform daily work in Palestine.

- **61%** of the total economic enterprises used the Internet or had access to the Internet for business purposes.

- According to e-commerce, the results indicated that the percentage of economic enterprises in Palestine that had web sales of goods or services via enterprises websites or apps reached **1.5%**, **0.1%** of the economic enterprises that had web sales via e-commerce marketplaces;

- While **94%** of economic enterprises that had Web Sales of Goods or Services Used Direct payment (cash) in 2021,

- **82%** did not have web sales as the nature of products is not suitable for selling via web, **12%** no payment gateway

- Percentage of Economic Enterprises in Palestine that Receive Orders for Goods or Services via Social Media or Professional Networks reached **50%**.
Be aware of...

- Differences among enterprises according to ICT usage intensity
- Cost of data collection and capacity building
- Quality Assurance and data checks
- Fieldworkers and data collection methods (web app, PC-tablet)
- Latest Recommendations
National needs assessment is crucial when planning to compile surveys.

**National context is crucial**

Regional and national consultations were very helpful in developing the survey methodology and tools.

It’s important to set a roadmap for preparing the survey, questionnaire, methodology, sampling, and training toolkit based on recent related international standards.