



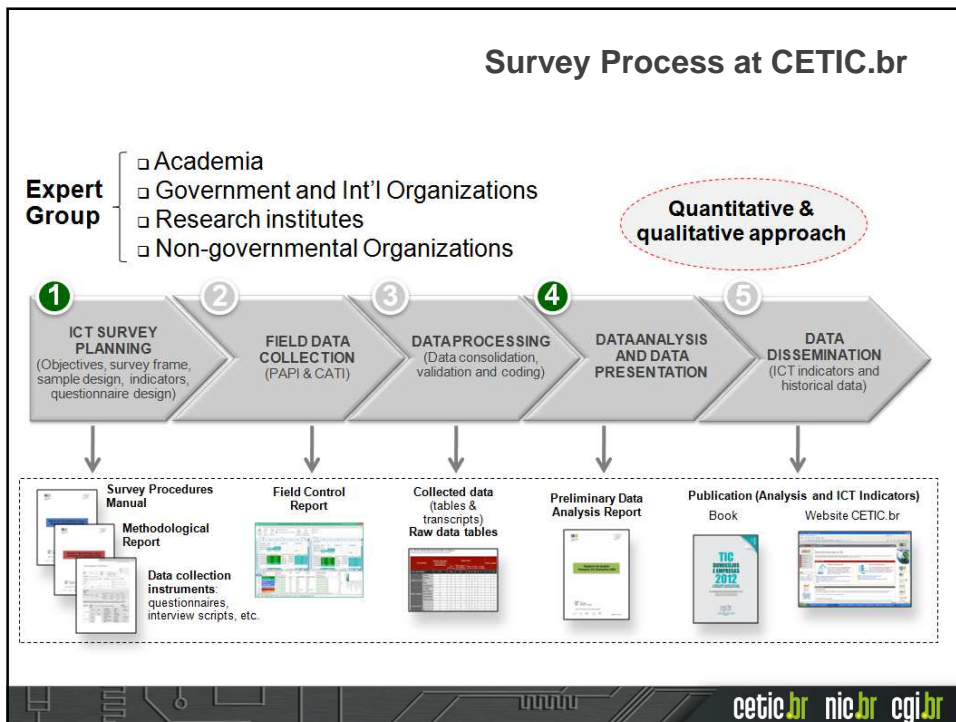
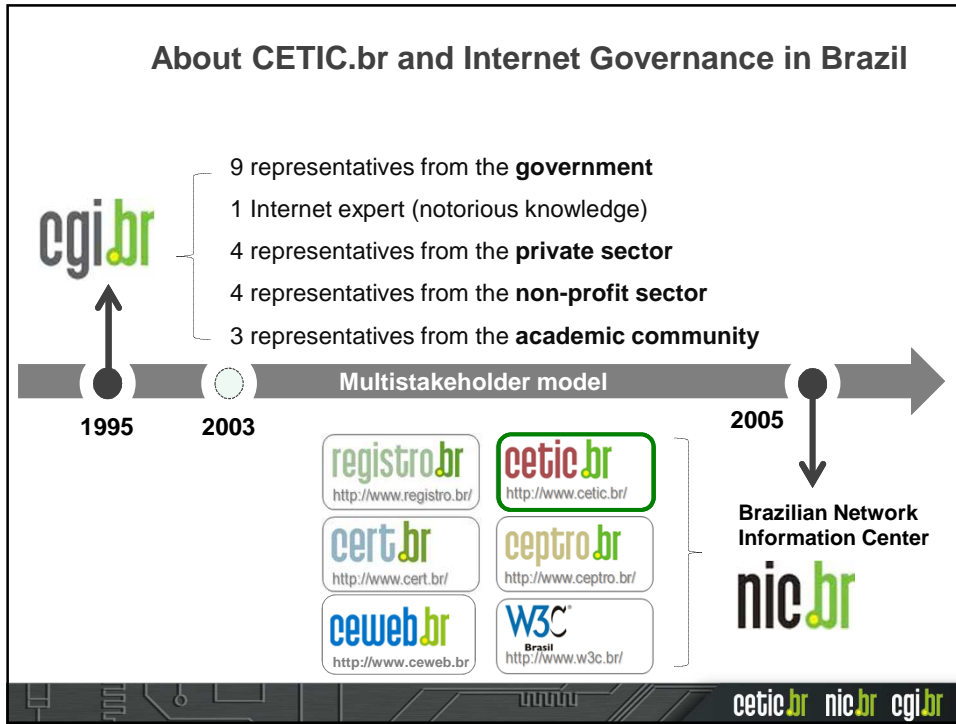
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E-commerce indicators: the Brazilian experience
UNCTAD ETDA International Workshop on Measuring E-commerce
Bangkok | October 27th 2015

Winston Oyadomari

Agenda

- ❑ **About Cetic.br**
- ❑ **Household indicators**
 - ✓ ICT use and the mobile trend
 - ✓ E-commerce indicators
- ❑ **Enterprises surveys**
 - ✓ Web presence: Websites and Social Networks
 - ✓ E-commerce indicators
- ❑ **Final thoughts**



ICT Households 2014

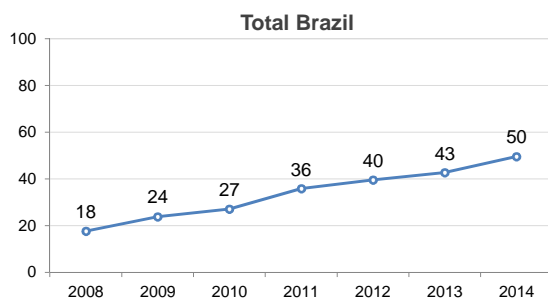
Objectives and Methodology 

- ❑ **Objective:** Measuring ICT access at the Brazilian households and use by the population aged 10 years old or older.
- ❑ **Data collection period:** October 2014 until March 2015.
- ❑ **Sample plan:** multistage, stratified cluster sample, systematically selected with probability proportional to size of population (PPS).
- ❑ **Sample size:** 19,211 interviews in 349 municipalities.
- ❑ **Method of data collection:** Face to face interviews with structured questionnaire assisted by tablets (CAPI).
- ❑ **Methodological reference:** Manual for Measuring ICT Access and Use by Households and Individuals (ITU, 2014).

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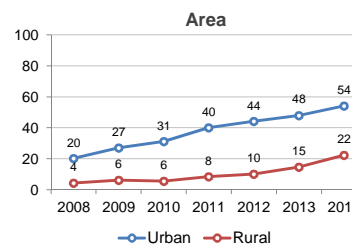
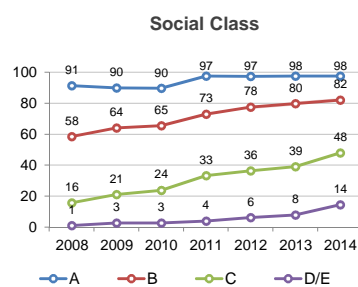
Households with Internet access

Percentage of total households 

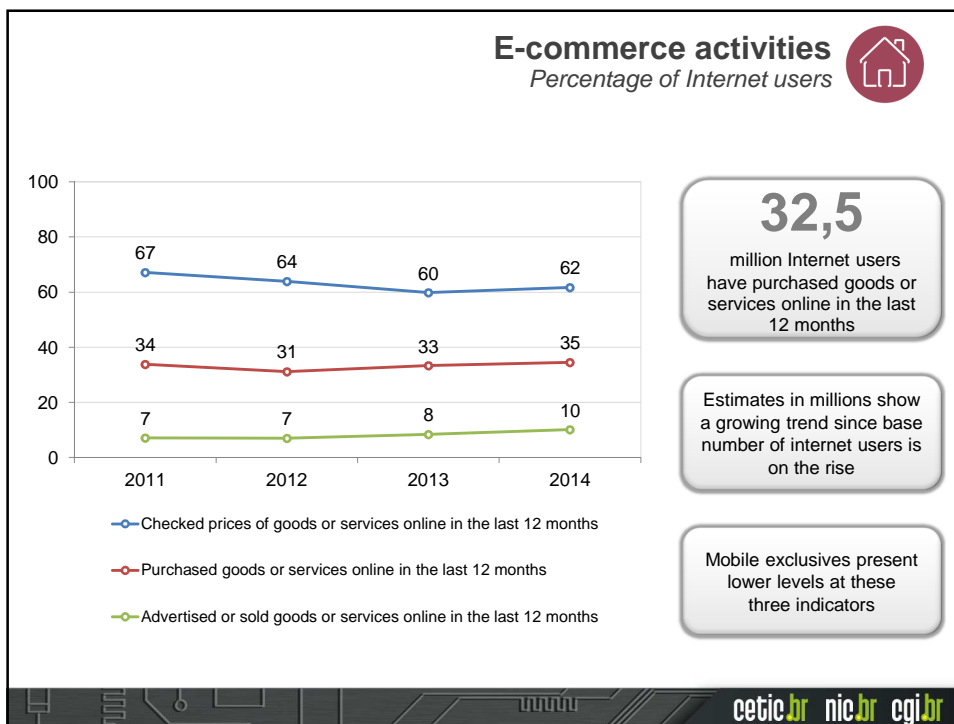
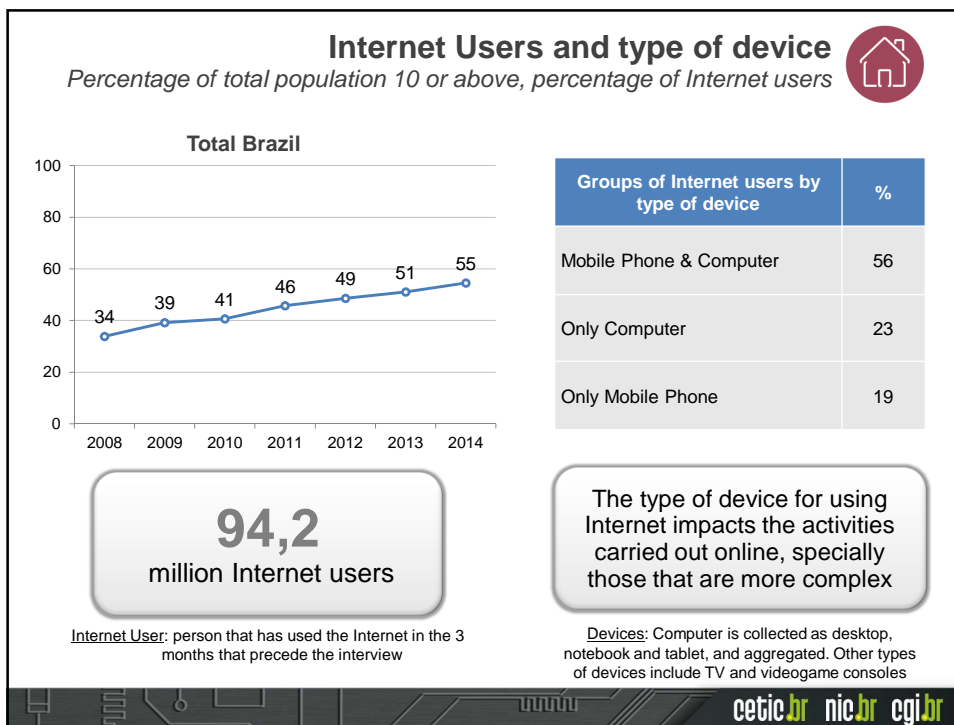


*Starting in 2014, includes household connections made by mobile phones.

32,3
million households with
Internet access



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ICT Enterprises 2014

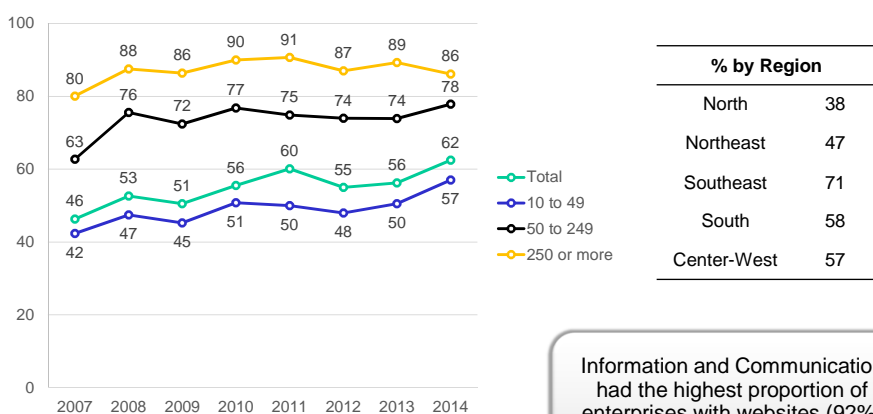
Objectives and Methodology 

- ❑ **Objective:** Measuring ownership and use of ICT in Brazilian enterprises with 10 or more employed persons from 11 selected market segments.
- ❑ **Data collection period:** September 2014 until March 2015.
- ❑ **Source of information and sample size:** survey frame designed and selected using the registry of all formally established enterprises in the country, maintained by the Brazilian Statistics and Geography Institute (IBGE). For this edition, 7,198 enterprises were interviewed.
- ❑ **Method of data collection:** Telephone interviews with structured questionnaire (CATI).
- ❑ **Procedures for identifying ideal respondent:** whenever possible, the IT manager was sought as the respondent for the whole questionnaire. For Large enterprises only, (250 or more employed persons) a second respondent from administrative area was sought for part of the questionnaire.
- ❑ **Methodological reference:** Manual for the Production of Statistics on the Information Economy (UNCTAD, 2009).

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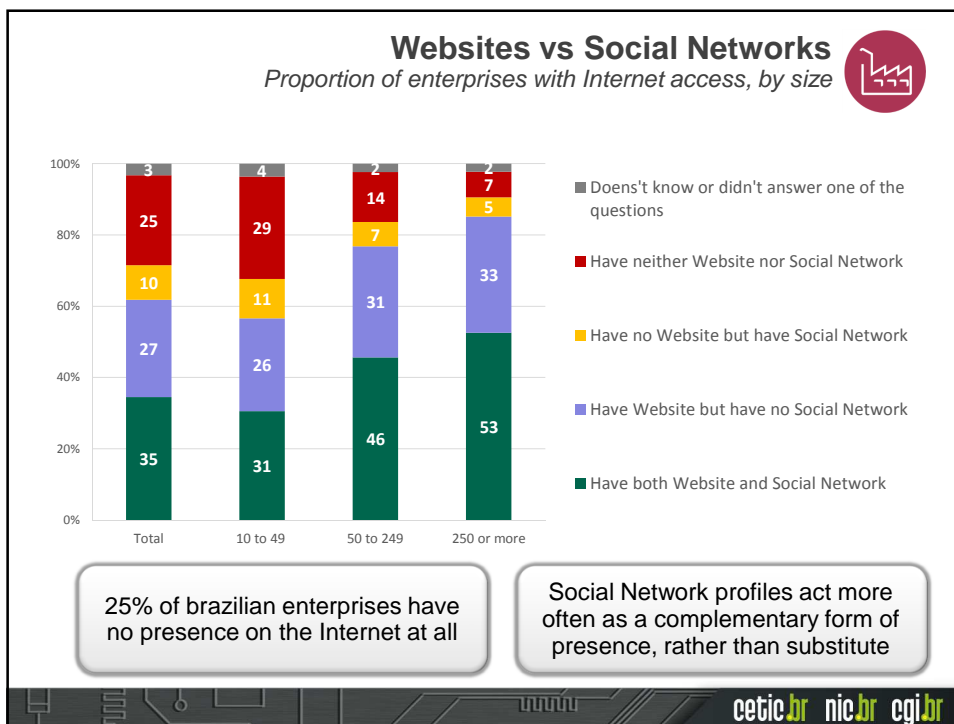
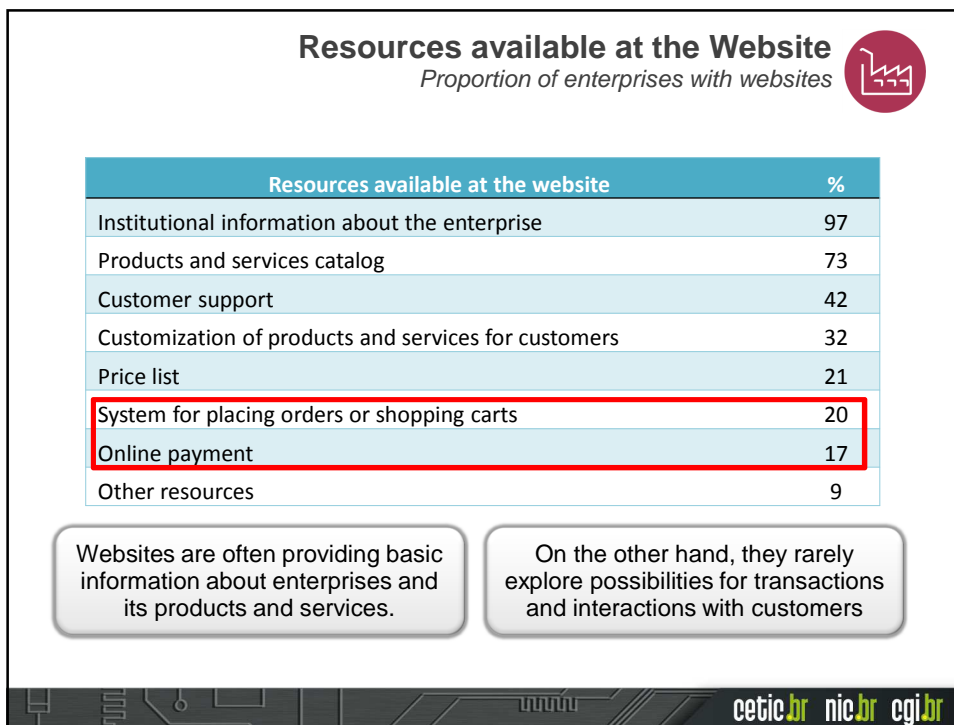
Enterprises with a Website

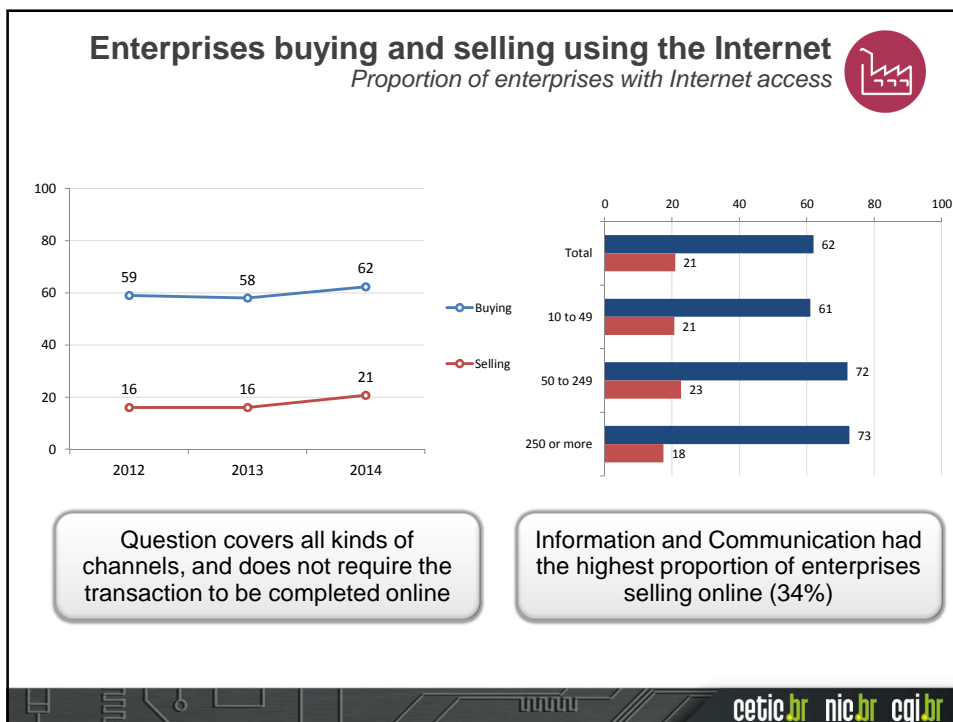
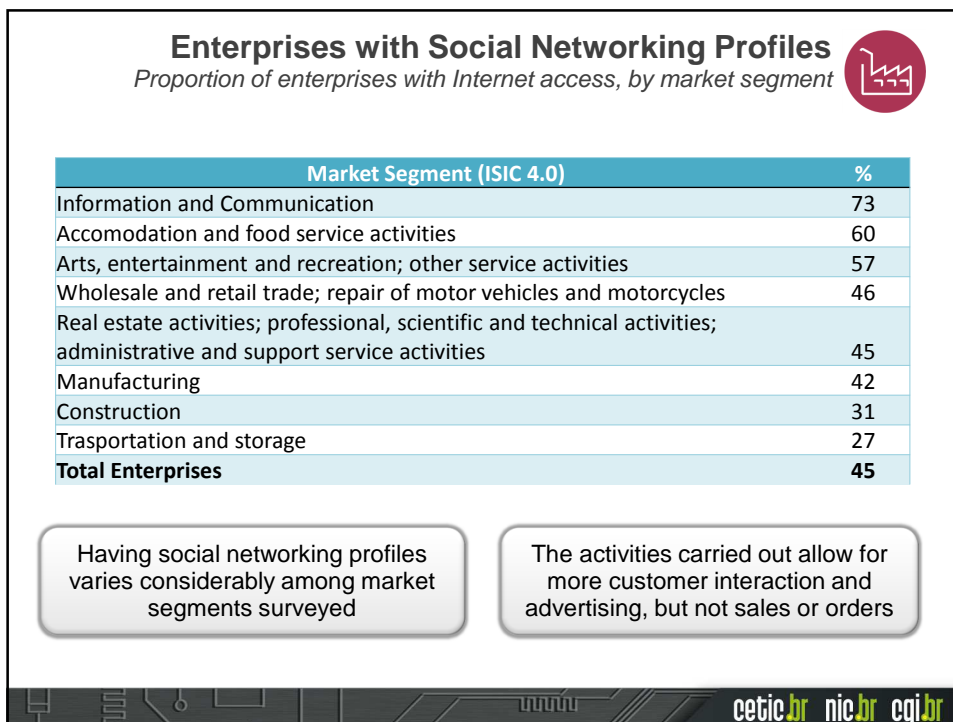
Proportion of enterprises with Internet access, by size and region 

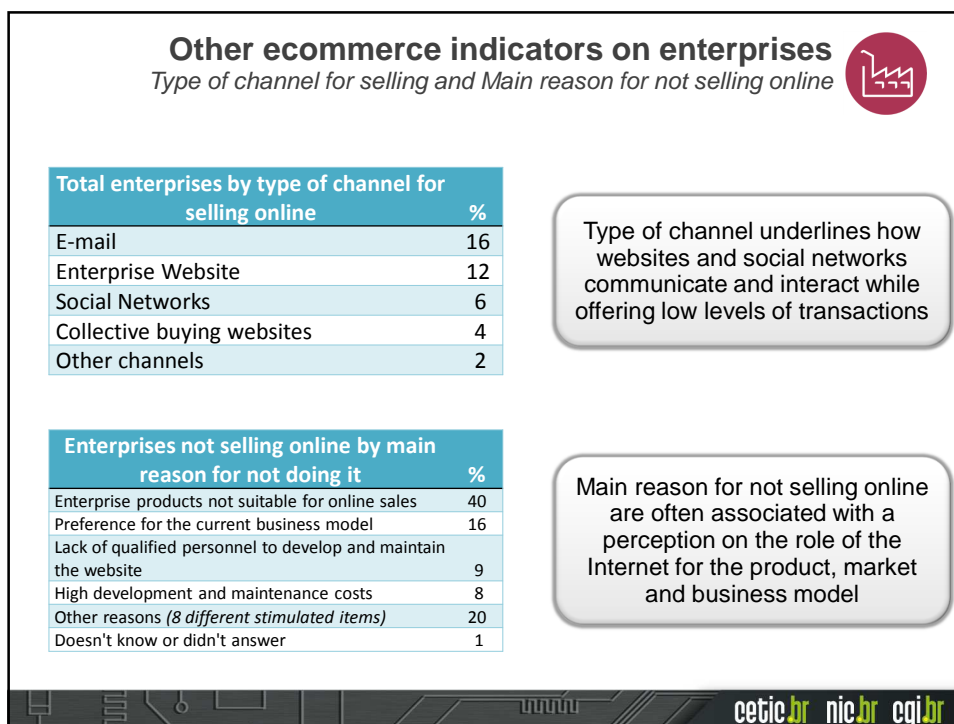


Information and Communication had the highest proportion of enterprises with websites (92%) among ISIC sectors surveyed

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Final thoughts

- ❑ **Financial indicators**
 - ✓ Both household and enterprises surveys at CETIC.br are not collecting any financial information related to e-commerce
 - ✓ Users often report demand for it, though household survey have questionnaire limitations while enterprises survey have limitations such as level of information and willingness by the respondent
- ❑ **Issues with the indicator on categories of customers (B2B, B2C, B2G)**
 - ✓ CETIC.br collected this indicator until 2011
 - ✓ Lack of information available for the respondent (IT area, or administrative area in case of large enterprises)
 - ✓ Comprehension of response categories
 - ✓ Quality of information collected as a percentage

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