



UNCTAD
WORKING GROUP ON MEASURING E-COMMERCE
AND THE DIGITAL ECONOMY
FIRST MEETING

**E-commerce indicators: household
survey perspective**

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Expert Group on ICT Household Indicators (EGH)

- Launched in **May 2012**, following a decision by the 9th World Telecommunication/ICT Indicators Meeting (7-9 December 2011, Mauritius)
 - Main objectives: **revision of the household core ICT indicators** *and of the ITU Manual for Measuring ICT Access and Use by Households and Individuals*
 - Open to all ITU members and experts in the field of ICT statistics and data collection
 - Works through an **online forum**
 - **Meets once a year** and reports back to the World Telecommunication/ICT Indicators Symposium (WTIS)
 - Register at: <http://www.itu.int/net4/ITU-D/forum/expertgrouponhouseholds/forum>
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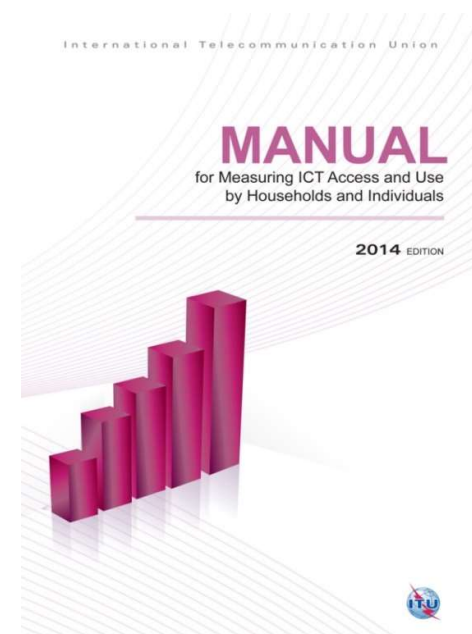
ITU Manual

2009

2014

2020

- Chapter 1. Introduction
- Chapter 2. **Coordination** among national stakeholders in ICT measurement
- Chapter 3. **Planning and preparation** for ICT household surveys
- Chapter 4. **Statistical standards** and measurement topics for ICT household statistics
- Chapter 5. **Data sources** and **collection techniques** for ICT household statistics
- Chapter 6. Question and **questionnaire** design for ICT household surveys
- Chapter 7. **Designing** ICT household surveys
- Chapter 8. **Data processing** for ICT household statistics
- Chapter 9. **Data quality and evaluation** for ICT household statistics
- Chapter 10. **Dissemination** of ICT household data and metadata



(currently under revision)



ITU statistical standards: ICT household statistics

- Statistical standards associated with the **core ICT indicators** for household **access** to, and individual **use** of, ICT:
 - concepts
 - definitions of terms
 - model questions
 - classificatory variables (breakdowns)
 - scope
 - units (households and individuals)
 - Formula of calculation
 - Use (policy relevance)
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Core ICT HH indicators



| | |
|------------|--|
| HH1 | Proportion of households with a radio |
| HH2 | Proportion of households with a television |
| HH3 | Proportion of households with telephone |
| HH4 | Proportion of households with a computer |
| HH5 | Proportion of individuals using a computer |
| HH6 | Proportion of households with Internet |
| HH7 | Proportion of individuals using the Internet |
| HH8 | Proportion of individuals using the Internet, by location |
| HH9 | Proportion of individuals using the Internet, by type of activity |
| HH10 | Proportion of individuals using a mobile cellular telephone |
| HH11 | Proportion of households with Internet, by type of service |
| HH12 | Proportion of individuals using the Internet, by frequency |
| HH13 | Proportion of households with multichannel television, by type |
| HH14 | Barriers to household Internet access |
| HH15 | Individuals with ICT skills, by type of skills |
| HH16 | Household expenditure on ICT |
| HH17 | Proportion of individuals using the Internet, by type of portable device and network used to access the Internet |
| HH18 | Proportion of individuals who own a mobile phone |
| HH19 | Proportion of individuals not using the Internet, by type of reason |
| HH20-23 | E-commerce |



Indicator HH9: Proportion of individuals using the Internet, by type of activity

Definitions:

This is the proportion of individuals who undertook one or more activities using the Internet for private (defined as non-work) purposes from any location in the last three months. Internet activities are classified in groups of similar activities, and are defined as follows:

Access to information

- Getting information about goods or services
- Seeking health-related information (on injury, disease, nutrition etc.).
- Getting information from general government organizations
- *For more activities, see the ITU website with the revised indicator*

Communication and collaboration

- Telephoning over the Internet/VoIP (using Skype, iTalk, etc.; includes video calls via webcam)
- *For more activities, see the ITU website with the revised indicator*

Electronic commerce, trade, and transactions

- Purchasing or ordering goods or services
- Selling goods or services

Learning

- *For the detailed activities, see the ITU website with the revised indicator*

Professional life

- *For the detailed activities, see the ITU website with the revised indicator*

Digital content consumption

- *For the detailed activities, see the ITU website with the revised indicator*

Digital content creation

- *For the detailed activities, see the ITU website with the revised indicator*

Revised by EGH in 2018

New e-commerce indicators



Four new indicators :

- HH20: Proportion of individuals who purchased goods or services online, by type of good and service purchased
- HH21: Proportion of individuals who purchased goods or services online, by type of payment channel
- HH22: Proportion of individuals who purchased goods or services online, by method of delivery
- HH23: Proportion of individuals who did not purchase goods or services online, by type of reason

**First collected in 2018
(agreed by EGH in 2017)**

HH20: Proportion of individuals who purchased goods or services online, by type of good and service purchased

Measures the specific goods and services purchased online by individuals. It is expressed as a proportion of individuals who purchased goods or services over the Internet

- Books, magazines or newspapers;
- Clothing, footwear, sporting goods or accessories;
- Computer equipment or parts (including peripheral equipment);
- Computer or video games;
- Computer software (includes upgrades and paid apps; not games);
- Cosmetics;
- Financial products (including shares and insurance);
- Food, groceries, alcohol or tobacco;
- Household goods (e.g. furniture, toys, etc.; excluding consumer electronics);
- ICT services (excluding software);
- Medicine;
- Movies, short films or images;
- Music products;
- Photographic, telecommunications or optical equipment;
- Tickets or bookings for entertainment events (sports, theatre, concerts, etc.); and
- Travel products (travel tickets, accommodation, vehicle hire, transport services etc.)



HH21: Proportion of individuals who purchased goods or services online, by type of payment channel

Measures the payment channels used by individuals when making purchases online. It is expressed as a proportion of individuals who purchased goods or services over the Internet.

The following response categories of types of payment channels are (multiple choices possible):

- Cash on delivery;
- Credit card online;
- Debit card or electronic bank transfer online;
- Mobile money account (account connected to the mobile number);
- Online payment service (e.g. PayPal, Google Checkout);
- Prepaid gift card or online voucher;
- Points from rewards or redemption program (e.g. Air Miles); and
- Other (e.g. bank check by post, etc.).



HH22: Proportion of individuals who purchased goods or services online, by method of delivery

Measures the delivery method for online purchases. It is expressed as a proportion of individuals who purchased goods or services over the Internet.

The following response categories of types of delivery methods are (multiple choices possible):

- Delivery directly to the buyer using regular postal services or other forms of delivery;
- Picked up from point of sale or service point; and
- Online / electronic delivery by downloading from a website or through an application, software or other device (e.g. in-app purchases, streaming services etc.).



HH23: Proportion of individuals who did not purchase goods or services online, by type of reason

Measures the reasons for individuals to not purchase goods or services online. It is expressed as a proportion of individuals who use the Internet but do not purchase goods and services online.

The following response categories of reasons for not purchasing online are (multiple choices possible):

- Not interested;
- Prefer to shop in person;
- Security concerns (e.g. about giving debit or credit card details);
- Privacy concerns (e.g. about giving personal details);
- Technical concerns (e.g. about websites, payment or delivery);
- Trust concerns (e.g. about warranties, receiving or returning products); and
- Lack of confidence, knowledge or skills.

Details



- No minimum age scope any more for these indicators
 - Reference period of the last 3 months
 - Disaggregation:
 - Gender
 - Urban/Rural
 - Age
 - Education levels (ISCED)
 - Labour force status
 - Occupation (ISCO)
-

Data submission (2018-2019)



HH20-23:

- EUROSTAT countries (28)
- 1. Bosnia and Herzegovina
- 2. Egypt
- 3. Georgia
- 4. Japan
- 5. Korea (Rep. of)
- 6. Mexico
- 7. North Macedonia
- 8. Norway
- 9. Qatar
- 10. Russian Federation
- 11. Saudi Arabia
- 12. Serbia
- 13. Switzerland

HH9:

- | | |
|-----------------------------------|-----------------------------|
| 1. Australia | 14. Morocco |
| 2. Azerbaijan | 15. Paraguay |
| 3. Bahrain | 16. Peru |
| 4. Belarus | 17. Singapore |
| 5. Brazil | 18. Thailand |
| 6. Colombia | 19. Turkey |
| 7. Cuba | 20. Ukraine |
| 8. El Salvador | 21. United Arab Emirates |
| 9. Indonesia | |
| 10. Iran (Islamic Republic of) | |
| 11. Kazakhstan | |
| 12. Kuwait | |
| 13. Macao, China | |

~62 countries where e-commerce data are available



THANK YOU

For more information:

<http://www.itu.int/ict>

and

indicators@itu.int