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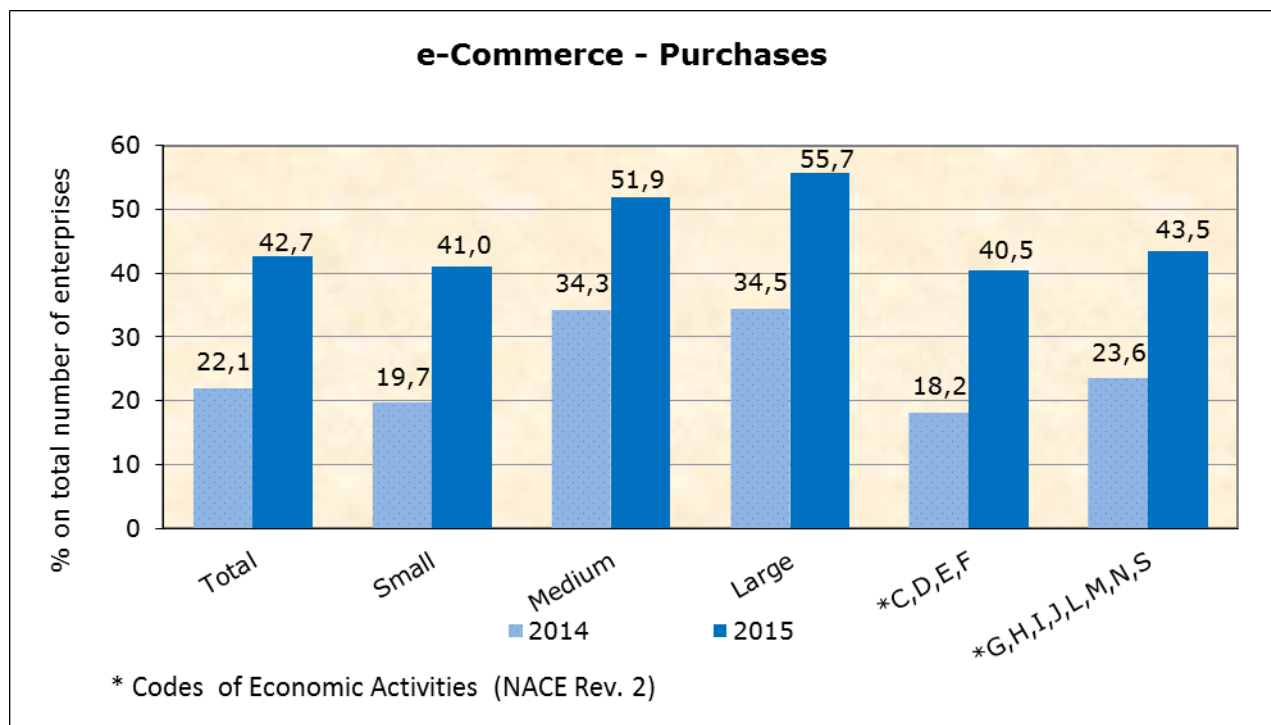
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PRESS RELEASE

RESULTS OF THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE AND e-COMMERCE IN ENTERPRISES 2016

E-Commerce

In 2015, the number of enterprises purchased goods or services over the internet nearly doubled, reaching 42,7% compared to 22,1% in the previous year (Chart). Sales also recorded an increase. 12,4% of all enterprises received orders for goods and services over the internet compared to 9,9% in the previous year. (Table 1)



Internet connection

In 2016, there is an increase in the number of enterprises using high speed internet connections. The percentage of enterprises having maximum download speed between 10Mbit/s and 30Mbit/s has reached 41% compared to 26,3% in 2015 and for speed between 30Mbit/s and 100Mbit/s have doubled compared to 2015 reaching the percentage of 12,2%. On the other hand the number of slower connections has decreased. The percentage of enterprises having maximum download speed between 2Mbit/s and 10Mbit/s has dropped to 43,4%. (Table 2)

In 2016, 61,5% of the enterprises use mobile broadband connection to the Internet compared to 57,4% in 2015. An increase compared to the previous year is also observed in the use of mobile broadband connection to the Internet via portable devices such as smartphones. In 2016, 57,8% of all enterprises use mobile broadband connection to the Internet via smartphones compared to 53,8% in 2015. Fixed broadband connection to the Internet is used by nearly all enterprises since 96,2% have some kind of fixed broadband connection. (Table 3)

Website

Compared to 2015, a small increase is observed in the percentage of enterprises having a website, from 71,8% in 2015 to 74,7% in 2016. It is noted that all large enterprises have a website. Among the facilities provided by the enterprises through their website, the most common is the description of goods and services and price lists which is provided by the 74,3% of the enterprises. 40,9% of the enterprises have links or references to the enterprise's social media profiles (i.e. Facebook, Twitter, LinkedIn, You Tube, etc.) and 23,2% of the enterprises advertise open job positions or offer online job application. (Table 4)

Social Media

64,4 % of the enterprises use Social Media. Social networks (e.g. Facebook, LinkedIn etc.) are the most popular with a percentage of 63,3%. Enterprise's blogs or microblogs (e.g. Twitter, etc.) follow with 29,0%, multimedia content sharing websites (e.g. YouTube, Flickr, etc.) with 24,0% and Wiki based knowledge sharing tools with 2,8%. (Table 5)

Cloud Computing Services

15,3% of enterprises buy Cloud Computing Services used over the Internet. The percentage reaches 37,7% in large and enterprises, 21,3% in medium enterprises, and 13,9% in small enterprises.

Information and Communication Technologies (ICT) Specialists

24,6% of all enterprises employ ICT specialists. 86,9% of large and enterprises employ ICT specialists, 48,8% of medium enterprises, and 19,6% of small enterprises.

Table 1

e-Commerce	2010	2011	2012	2013	2014	2015	2016
Sales (%)							
Via website	7,0	6,8	7,5	7,7	10,7	9,9	12,4
Via EDI- typed messages	1,9	2,2	1,7	1,7	1,6	1,7	2,6
Purchases (%)							
Via website	:	25,7	17,0	12,3	14,4	21,8	42,7
Via EDI- typed messages	:	4,4	3,5	2,5	2,9	2,6	2,5

Table 2

Download Speed (% enterprises with internet access)	2011	2012	2013	2014	2015	2016
Less than 2 Mbit/s	15,7	5,2	3,7	1,1	1,1	0,7
At least 2 Mbit/s but less than 10 Mbit/s	79,1	85,8	75,6	71,1	65,1	43,4
At least 10 Mbit/s but less than 30 Mbit/s	4,0	7,6	17,8	22,2	26,3	41,0
At least 30 Mbit/s but less than 100 Mbit/s	0,7	0,7	2,0	4,7	6,1	12,2
At least 100 Mbit/s	0,6	0,7	0,9	0,5	1,0	2,7

Table 3

Broadband Connection (%)	2010	2011	2012	2013	2014	2015	2016
Fixed broadband connection	84,5	88,3	95,1	92,9	96,0	95,0	96,2
Mobile broadband connection (at least 3G)	11,5	31,5	46,7	52,4	56,2	57,4	61,5
Via portable computer (e.g. laptop, tablet, etc.)	:	:	36,5	37,4	41,4	37,8	38,0
Via other portable devices (e.g. smartphones, PDA phone)	:	:	37,9	44,7	50,9	53,8	57,8

Table 4

Website	2010	2011	2012	2013	2014	2015	2016
Enterprises having a website (%)	51,6	55,8	60,3	66,0	70,0	71,8	74,7
Website facilities (%)							
Description of goods or services, price lists	47,2	51,5	58,3	62,7	68,6	70,8	74,3
Links or references to the enterprise 's social media profiles	:	:	:	:	27,9	34,9	40,9
Advertisement of open job positions or online job application	12,9	15,5	17,9	17,9	21,4	22,2	23,2

Table 5

Social Media	2013	2014	2015	2016
Enterprises using any social media (%)	38,2	51,8	57,0	64,4
Social networks (e.g. Facebook, LinkedIn, etc.)	37,3	51,0	56,2	63,3
Enterprise's blogs or microblogs (e.g. Twitter, Present.ly, etc.)	13,3	18,5	25,3	29,0
Multimedia content sharing websites (e.g. Youtube, Flickr, Picasa, etc.)	12,6	17,5	20,7	24,0
Wiki based knowledge sharing tools	4,3	2,5	2,8	2,8

METHODOLOGICAL NOTES

Aim

The aim of the survey is to collect data about the use of information and communication technologies by the enterprises, the use of computers, the employment of ICT specialists, the access and use of the Internet, the use of cloud computing services, Big Data analysis, invoicing and e-commerce. These data are necessary for the implementation of policy programmes of both the Government and the Private Sector.

Coverage

The survey took place during February-May, 2016 and covered 1.898 enterprises with 10 or more employees in the following economic activities:

NACE Rev. 2	Description
C	Manufacturing
D	Electricity, Gas, Steam and Air Conditioning Supply
E	Water Supply; Sewerage, Waste Management and Remediation Activities
F	Construction
G	Wholesale and Retail Trade. Repair of motor vehicles, motorcycles and personal and household goods
H	Transport and Storage
I	Accommodation and Food Service Activities
J	Information and Communication
L	Real Estate Activities
M	Professional, Scientific and Technical Activities
N	Administrative and Support Service Activities
S	Other Service Activities

The survey covers all the government controlled areas of the Republic of Cyprus.

Sampling

The sampling method used was stratified random sampling. Two variables were used for the stratification, NACE group (16 NACE groups) and Size (3 Size groups-Small enterprises (10-49 employees), Medium enterprises (50-249 employees) and Large enterprises (250+ employees)).

Data Collection

The data collection was conducted through personal interviews with the IT manager of the enterprise and with the use of a web based questionnaire.

Reference Period

The data refer to 2016 unless otherwise stated.

Definitions

Electronic commerce (e-Commerce): An e-Commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders.

Download speed: The maximum download speed according to the contract with the Internet service provider.

Mobile Broadband: Mobile broadband (Mobile connection to the Internet over telephone networks) is the name used to describe various types of wireless high-speed Internet access through a portable modem, telephone or other device (3G, 4G).

Computers: Includes personal computers, portable computers (e.g. laptops, notebooks, netbooks), tablets, other portable devices like Smartphones.

Website: Location on the World Wide Web identified by a Web address.

Social Media: Enterprises using social media are considered those that have a user profile, an account or a user license, depending on the requirements and the type of social media.

Cloud Computing: Cloud Computing refers to ICT services that are used over the Internet to access software, computing power, storage capacity etc.

ICT specialists: Employees for whom ICT is their main job. For example, they are responsible for the development, operation or maintenance of ICT systems or applications.

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