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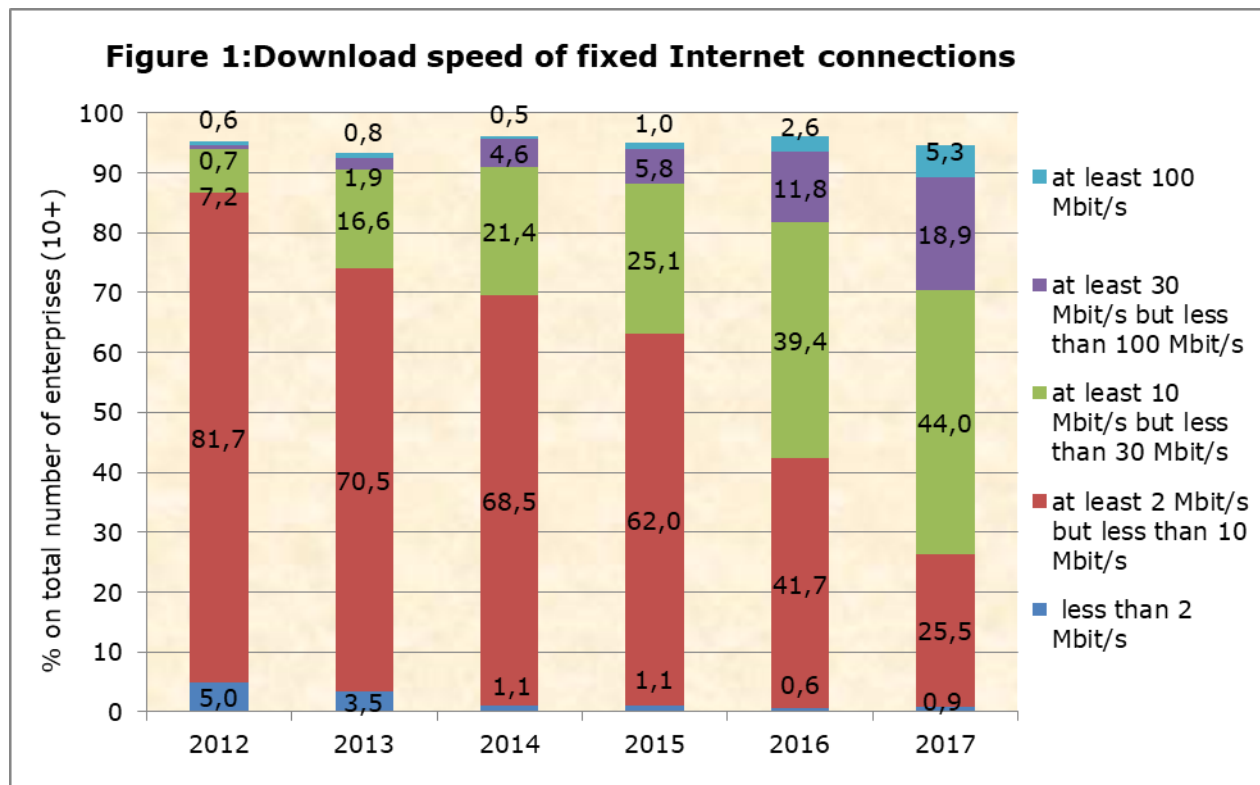
## PRESS RELEASE

### RESULTS OF THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE AND e-COMMERCE IN ENTERPRISES 2017

#### Internet connections

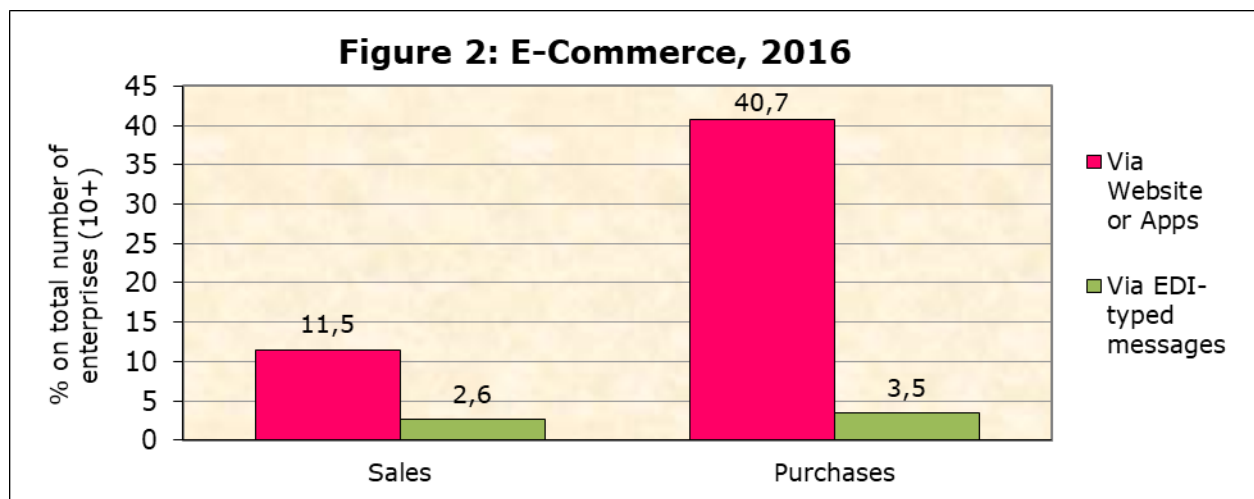
In 2017, the number of enterprises using high speed internet connections is increased. The percentage of enterprises having maximum download speed between 10Mbit/s and 30Mbit/s has reached 44% compared to 39,4% in 2016. For speeds between 30Mbit/s and 100Mbit/s the corresponding percentages for 2017 and 2016 were 18,9% and 11,8 %. (Figure 1, Table 1)

In 2017, 61,1% of the enterprises used mobile broadband connections. Fixed broadband connection is used by nearly all enterprises since 94,6% have some kind of fixed broadband connection. (Table 2)



## **E-Commerce**

In 2016, 40,7% of all enterprises (10+) purchased goods or services via web sites or apps. 11,5% of the enterprises received orders for goods and services via websites or apps. (Figure 2, Table 3)



## **Website**

Compared to 2016, a small decrease is observed in the percentage of enterprises having a website, from 74,7% to 72,8% in 2017. Nearly 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 72,7% of all enterprises. 41,7% of all enterprises have links or references to the enterprise's social media profiles (i.e. Facebook, Twitter, LinkedIn, YouTube, etc.) and 12,7% offer personalized content for regular / repeated visitors. (Table 4)

## **Social Media**

The upward trend in the use of social media continued in 2017. 66,8 % of enterprises use Social Media. Social networks (e.g. Facebook, LinkedIn etc.) are the most popular with a percentage of 65,3% followed by enterprise's blogs or microblogs (e.g. Twitter, etc.), (28,0%), multimedia content sharing websites (e.g. YouTube, Flickr, etc.) (26,6%) and Wiki based knowledge sharing tools (4,6%). (Table 5)

## **Cloud Computing Services**

21,8% of enterprises buy Cloud Computing Services compared to 10,2% in 2016. The percentage reaches 40,6% in large, 33,2% in medium and 19,5% in small enterprises.

## **Information and Communication Technologies (ICT) Specialists**

24,8% of enterprises employ ICT specialists. 79,7% of large enterprises employ ICT specialists compared to 49,5% and 19,7% for medium and small enterprises respectively.

**Table 1**

<b>Download Speed</b> (% on total number of enterprises (10+))	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Less than 2 Mbit/s	5,0	3,5	1,1	1,1	0,6	0,9
At least 2 Mbit/s but less than 10 Mbit/s	81,7	70,5	68,5	62,0	41,7	25,5
At least 10 Mbit/s but less than 30 Mbit/s	7,2	16,6	21,4	25,1	39,4	44,0
At least 30 Mbit/s but less than 100 Mbit/s	0,7	1,9	4,6	5,8	11,8	18,9
At least 100 Mbit/s	0,6	0,8	0,5	1,0	2,6	5,3

**Table 2**

<b>Broadband Connection</b> (% on total number of enterprises (10+))	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Fixed broadband connection	88,3	95,1	92,9	96,0	95,0	96,2	94,6
Mobile broadband connection (at least 3G)	31,5	46,7	52,4	56,2	57,4	61,5	61,1

**Table 3**

<b>E-Commerce</b> (% on total number of enterprises (10+))	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Sales</b>							
Via website	6,8	7,5	7,7	10,7	9,9	12,4	11,5
Via EDI- typed messages	2,2	1,7	1,7	1,6	1,7	2,6	2,6
<b>Purchases</b>							
Via website	25,7	17,0	12,3	14,4	21,8	42,7	40,7
Via EDI- typed messages	4,4	3,5	2,5	2,9	2,6	2,5	3,5

**Table 4**

<b>Website</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Enterprises having a website (%)</b>	<b>55,8</b>	<b>60,3</b>	<b>66,0</b>	<b>70,0</b>	<b>71,8</b>	<b>74,7</b>	<b>72,8</b>
<b>Website facilities (%)</b>							
Description of goods or services, price lists	51,5	58,3	62,7	68,6	70,8	74,3	72,7
Links or references to the enterprise 's social media profiles	:	:	:	27,9	34,9	40,9	41,7
Personalised content in the website for regular/repeated visitors	:	8,0	9,7	11,8	12,3	14,5	12,7

**Table 5**

<b>Social Media</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Enterprises using any social media</b> (% on total number of enterprises (10+))	<b>38,2</b>	<b>51,8</b>	<b>57,0</b>	<b>64,4</b>	<b>66,8</b>
Social networks (e.g. Facebook, LinkedIn, etc.)	37,3	51,0	56,2	63,3	65,3
Enterprise's blogs or microblogs (e.g. Twitter, Present.ly, etc.)	13,3	18,5	25,3	29,0	28,0
Multimedia content sharing websites (e.g. Youtube, Flickr, Picasa, etc.)	12,6	17,5	20,7	24,0	26,6
Wiki based knowledge sharing tools	4,3	2,5	2,8	2,8	4,6

## **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, the sharing of information electronically within the enterprise, the sharing of supply chain management information electronically, invoicing, the use of radio frequency identification technologies 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 January-May, 2017 and covered 1.865 enterprises with 10 or more employees in the following economic activities:

<b>NACE Rev. 2</b>	<b>Description</b>
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 with the use of a web based questionnaire and through personal interviews with the IT manager of the enterprise.

## **Reference Period**

The data refer to 2017 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.

## ***Further information:***

Aristi Ioannidou: Tel.: +35722602110, Email: [aioannidou@cystat.mof.gov.cy](mailto:aioannidou@cystat.mof.gov.cy)

Constantinos Minas: Tel.: +35722602112, Email: [cmina@cystat.mof.gov.cy](mailto:cmina@cystat.mof.gov.cy)