

19 February 2014 | 1100 hrs | 033/2014

A survey on ICT Usage and e-Commerce in Enterprises showed that last year 96.5 per cent of enterprises employing a minimum of 10 persons used computers, while 95.5 per cent were also using the internet for business purposes.

## ICT Usage and e-Commerce in Enterprises: 2013

### Computer and Internet Usage

Results showed high levels of computer use throughout all enterprise size classes and economic activities. The construction industry recorded the lowest usage rate, and stood at 89.8 per cent. On the other hand, wholesale and retail trade recorded the highest rate at 99.4 per cent.

In 2013, 95.5 per cent of enterprises made use of the internet for business purposes. This figure remained almost unchanged when compared with 2012. The number of employees using internet reached 29,104, up by 2.0 per cent over the previous year.

Most enterprises (87.9 per cent) made use of a DSL internet connection, and 66.6 per cent of enterprises were also connected via mobile broadband (Chart 1). Results showed that DSL was the most popular connection among small and medium-sized enterprises, while mobile broadband was mostly popular with large enterprises.

The rate of e-government usage decreased marginally over 2012 to 92.6 per cent (Table 4). On the other hand, enterprises owning a website or homepage increased by 5.1 per cent. Over half of enterprises' websites included a 'product catalogue and pricelist' (54.6 per cent), with 48.2 per cent of these websites also displaying a 'privacy policy statement' (Table 7).

Results showed that 19.3 per cent of enterprises using the internet also carried out sales via e-commerce. Similarly, purchases via e-commerce were carried out by 22.2 per cent of enterprises (Tables 8 and 9).

### Mobile Internet Users

The survey showed that 69.3 per cent of enterprises provided mobile devices to some of their employees for business purposes, an increase of 27.5 per cent over 2012. Provision of mobile devices to employees increased among all enterprise size classes and economic activities. In total, 7,751 employees made use of a mobile device for work purposes. This represents an average of nine mobile devices per enterprise.

### Social Media

The 2013 survey also included an ad-hoc module on the use of social media among enterprises. Results showed that 711 enterprises (57.8 per cent) using internet also used social media. Nearly 80 per cent used social media to develop their corporate image whereas 58.3 per cent used it to obtain customer feedback (Table 13) ■

Compiled by:

**Unit C4: Education and  
Information Society  
Statistics**

**Directorate C: Social  
Statistics**

Further information on data:

**Ms Sue Ann SCOTT**  
T. +356 2599 7611  
E. sueann.scott@gov.mt

Kindly indicate source when quoting from this release.  
The advance release calendar may be consulted at [www.nso.gov.mt](http://www.nso.gov.mt)

Issued by: **External Cooperation and Communication Unit, National Statistics Office, Lascaris, Valletta VLT 2000, Malta.**  
T. +356 2599 7219 F. +356 2599 7205 E. [nso@gov.mt](mailto:nso@gov.mt)

**Table 1. Computer use by enterprises**

	No.	% Total*		Change in percentage points
	2013	2012	2013	
<b>Total</b>	<b>1,244</b>	<b>96.6</b>	<b>96.5</b>	<b>-0.1</b>
Size class:				
10-49	918	95.8	95.8	0.0
50-249	279	99.2	98.8	-0.4
250+	47	97.7	97.9	0.2
Main economic activity:				
Industry, including energy	234	94.9	95.0	0.1
Construction	90	94.6	89.8	-4.8
Wholesale and retail trade	405	98.6	99.4	0.8
Hotels and restaurants, transport and communication	294	96.0	95.1	-0.9
Real estate, renting and business activities, other service activities	221	96.1	98.0	1.9

\*All enterprises

**Table 2. Internet use by enterprises**

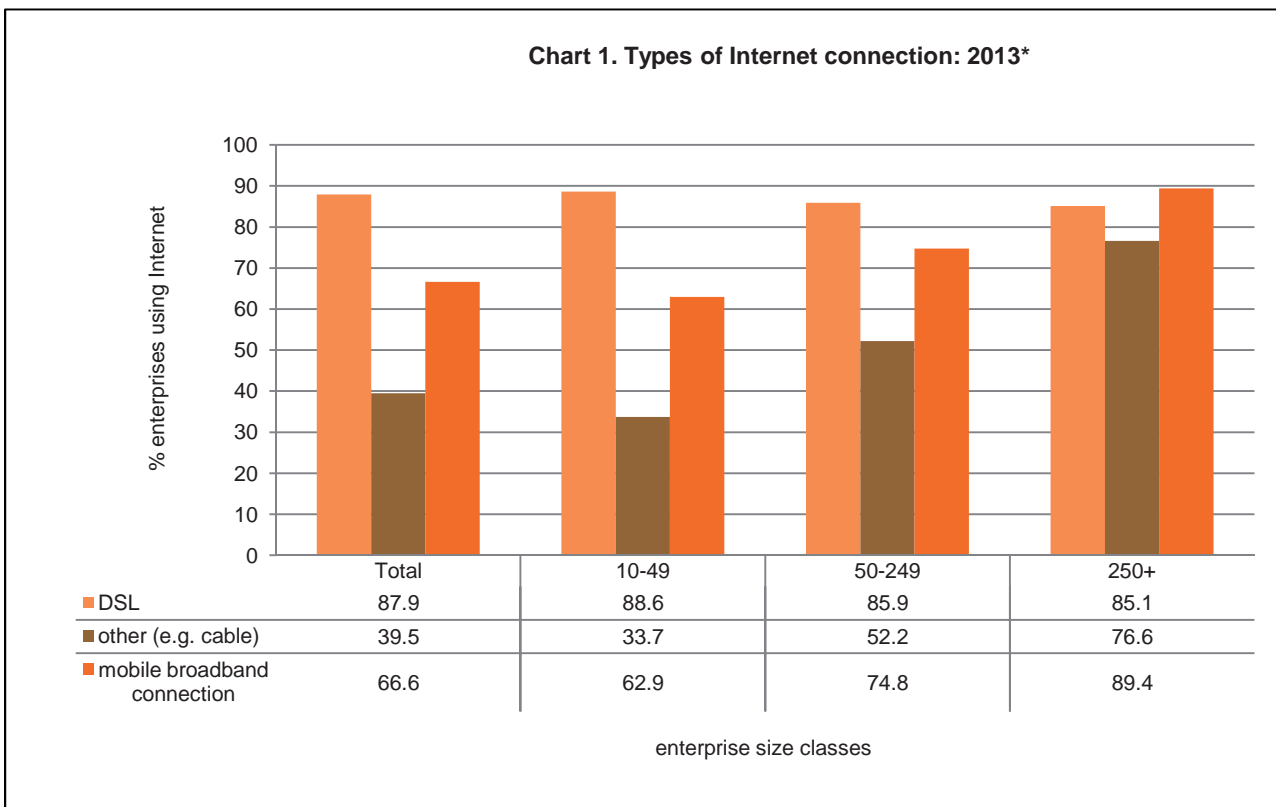
	No.	% Total*		Change in percentage points
	2013	2012	2013	
<b>Total</b>	<b>1,231</b>	<b>95.2</b>	<b>95.5</b>	<b>0.3</b>
Size class:				
10-49	906	94.1	94.5	0.4
50-249	278	98.4	98.5	0.1
250+	47	97.7	97.9	0.2
Main economic activity:				
Industry, including energy	230	92.0	93.5	1.5
Construction	90	94.6	89.8	-4.8
Wholesale and retail trade	403	98.0	98.6	0.6
Hotels and restaurants, transport and communication	287	93.1	93.0	-0.1
Real estate, renting and business activities, other service activities	221	96.1	98.0	1.9

\*All enterprises

**Table 3. Employees using Internet in enterprises**

	Internet Users	% Total Employees*		Change in percentage points
	2013	2012	2013	
<b>Total</b>	<b>29,104</b>	<b>38.6</b>	<b>40.6</b>	<b>2.0</b>
Size class:				
10-49	9,261	43.1	46.8	3.7
50-249	10,015	36.1	36.5	0.3
250+	9,828	37.5	40.2	2.7
Main economic activity:				
Industry, including energy	6,137	30.2	31.8	1.6
Construction	951	18.8	21.2	2.3
Wholesale and retail trade	5,857	39.6	44.7	5.1
Hotels and restaurants, transport and communication	10,345	44.1	46.6	2.5
Real estate, renting and business activities, other service activities	5,814	49.6	46.3	-3.3

\* Enterprises using Internet



\*Data as at January 2013

**Table 4. Percentage use of e-Government services by enterprises**

	No.		% Total*		Change in percentage points
	2013	2012	2012	2013	
<b>Total</b>	<b>1,140</b>	<b>93.3</b>	<b>92.6</b>	<b>-0.6</b>	
Size class:					
10-49	833	92.1	91.9	-0.2	
50-249	263	96.6	94.5	-2.1	
250+	45	97.7	95.7	-1.9	
Main economic activity:					
Industry, including energy	212	95.5	92.3	-3.1	
Construction	86	95.7	95.9	0.1	
Wholesale and retail trade	377	91.1	93.8	2.7	
Hotels and restaurants, transport and communication	256	91.2	89.1	-2.1	
Real estate, renting and business activities, other service activities	209	96.7	94.2	-2.6	

\* Enterprises using Internet

**Table 5. Enterprise e-Government usage by type of service**

	No.		% using e-Government*		Change in percentage points
	2013	2012	2012	2013	
For obtaining information	1,081	96.1	87.8	-8.3	
For obtaining forms e.g. tax forms	1,013	89.7	82.3	-7.4	
For returning filled-in forms <sup>1</sup>	745	63.5	60.5	-3.0	
For carrying out an administrative procedure electronically <sup>2</sup>	404	37.9	32.8	-5.1	
e-Procurement	460	39.7	37.4	-2.3	

Note: Multiple options are possible since types of services are not mutually exclusive.

<sup>1</sup> example provision of statistical information to public authorities

<sup>2</sup> examples of administrative procedures include declaration, registration, authorisation request, etc.

\* Enterprises using Internet

**Table 6. Enterprises with a website or home page**

	No.		% Total*		Change in percentage points
	2013	2012	2013	2012	
<b>Total</b>	<b>1,003</b>	<b>76.4</b>	<b>81.5</b>	<b>76.4</b>	<b>5.1</b>
Size class:					
10-49	713	73.9	78.7	73.9	4.8
50-249	245	83.7	88.3	83.7	4.6
250+	45	86.0	95.7	86.0	9.7
Main economic activity:					
Industry, including energy	176	72.9	76.6	72.9	3.7
Construction	66	66.8	73.8	66.8	7.1
Wholesale and retail trade	311	71.5	77.3	71.5	5.8
Hotels and restaurants, transport and communication	254	84.4	88.3	84.4	3.9
Real estate, renting and business activities, other service activities	196	83.3	88.6	83.3	5.3

\* Enterprises using Internet

**Table 7. Website Features**

	Total		Size Class					
	No.	% Enterprises *	10-49		50-249		250+	
			No.	% Enterprises *	No.	% Enterprises *	No.	% Enterprises *
<b>Enterprises with a website</b>	<b>1,003</b>	<b>81.5</b>	<b>713</b>	<b>78.7</b>	<b>245</b>	<b>88.3</b>	<b>45</b>	<b>95.7</b>
Online shopping <sup>1</sup>	300	29.9	183	25.7	102	41.6	15	33.3
Privacy policy statement	483	48.2	302	42.4	145	59.2	36	80.0
Product catalogue and pricelist	547	54.6	375	52.6	148	60.4	24	53.3
Order tracking	79	7.9	47	6.6	27	11.1	5	11.1
Customisable products	75	7.5	42	5.8	27	11.1	6	13.3
Personalised contents for repeated visitors	113	11.3	77	10.9	30	12.2	6	13.3
Advertisement of job vacancy	289	28.8	158	22.2	99	40.4	32	71.1

Note: Multiple options are possible since types of services are not mutually exclusive.

\* Enterprises having a website

<sup>1</sup> Including bookings and reservations

**Table 8. Enterprises conducting sales via e-commerce**

	No.		% Total*		Change in percentage points
	2013	2012	2013	2012	
<b>Total</b>	<b>237</b>	<b>18.7</b>	<b>19.3</b>		<b>0.6</b>
Size class:					
10-49	139	15.5	15.3		-0.2
50-249	83	27.3	30.0		2.7
250+	15	32.6	31.9		-0.6
Main economic activity:					
Industry, including energy	27	10.9	11.7		0.7
Construction	:	:	:		:
Wholesale and retail trade	62	15.2	15.5		0.2
Hotels and restaurants, transport and communication	101	35.2	35.1		-0.2
Real estate, renting and business activities, other service activities	44	19.5	19.7		0.1

\* Enterprises using Internet

: Data not reliable

**Table 9. Enterprises conducting purchases via e-commerce**

	No.		% Total*		Change in percentage points
	2013	2012	2013	2012	
<b>Total</b>	<b>273</b>	<b>24.6</b>	<b>22.2</b>		<b>-2.4</b>
Size class:					
10-49	174	22.4	19.3		-3.1
50-249	80	30.6	28.8		-1.8
250+	19	34.9	40.4		5.5
Main economic activity:					
Industry, including energy	35	22.2	15.4		-6.8
Construction	23	18.0	25.7		7.7
Wholesale and retail trade	92	26.9	22.9		-4.0
Hotels and restaurants, transport and communication	66	25.1	23.0		-2.1
Real estate, renting and business activities, other service activities	57	24.8	25.6		0.7

\* Enterprises using Internet

**Table 10. Enterprises providing mobile devices to employees for Internet access**

	No.		% Total*		Change in percentage points
	2013	2012	2012	2013	
<b>Total</b>	<b>853</b>	<b>41.8</b>	<b>69.3</b>	<b>27.5</b>	
Size class:					
10-49	600	37.6	66.2	28.6	
50-249	211	52.0	75.9	23.9	
250+	42	69.8	89.4	19.6	
Main economic activity:					
Industry, including energy	139	33.8	60.6	26.8	
Construction	62	38.5	69.3	30.8	
Wholesale and retail trade	262	35.5	65.0	29.5	
Hotels and restaurants, transport and communication	208	47.3	72.2	24.8	
Real estate, renting and business activities, other service activities	182	56.6	82.4	25.8	

\* Enterprises using Internet

**Table 11. Number of employees provided with mobile devices for Internet access: 2013**

	No.	% Internet users		Change in percentage points	Average per enterprise providing mobile devices
	2013	2012	2013		
<b>Total</b>	<b>7,751</b>	<b>22.5</b>	<b>26.6</b>	<b>4.1</b>	<b>9</b>
Size class:					
10-49	2,638	21.5	28.5	7.0	4
50-249	2,948	26.6	29.4	2.9	14
250+	2,165	19.2	22.0	2.8	52
Main economic activity:					
Industry, including energy	1,008	16.5	16.4	0.0	7
Construction	221	16.7	23.2	6.5	4
Wholesale and retail trade	1,536	17.6	26.2	8.6	6
Hotels and restaurants, transport and communication	3,426	25.9	33.1	7.2	17
Real estate, renting and business activities, other service activities	1,560	28.1	26.8	-1.2	9

Table 12. Use of social media

	Social networks		Enterprise's blog		Multimedia content sharing tools		Wiki-Based knowledge	
	No.	% Total*	No.	% Total*	No.	% Total*	No.	% Total*
<b>Total</b>	<b>674</b>	<b>54.7</b>	<b>156</b>	<b>12.6</b>	<b>263</b>	<b>21.4</b>	<b>141</b>	<b>11.5</b>
Size class:								
10-49	472	52.1	92	10.2	158	17.4	82	9.1
50-249	174	62.5	54	19.3	87	31.5	48	17.3
250+	28	59.6	10	21.3	18	38.3	11	23.4
Main economic activity:								
Industry, including energy	82	35.5	13	5.8	43	18.9	27	11.9
Construction	29	31.9	:	:	7 <sup>u</sup>	7.8 <sup>u</sup>	7 <sup>u</sup>	7.4 <sup>u</sup>
Wholesale and retail trade	242	60.1	34	8.4	75	18.7	36	8.9
Hotels and restaurants, transport and communication	191	66.6	67	23.1	78	27.1	37	13.0
Real estate, renting and business activities, other service activities	130	58.8	42	19.0	60	27.0	34	15.3

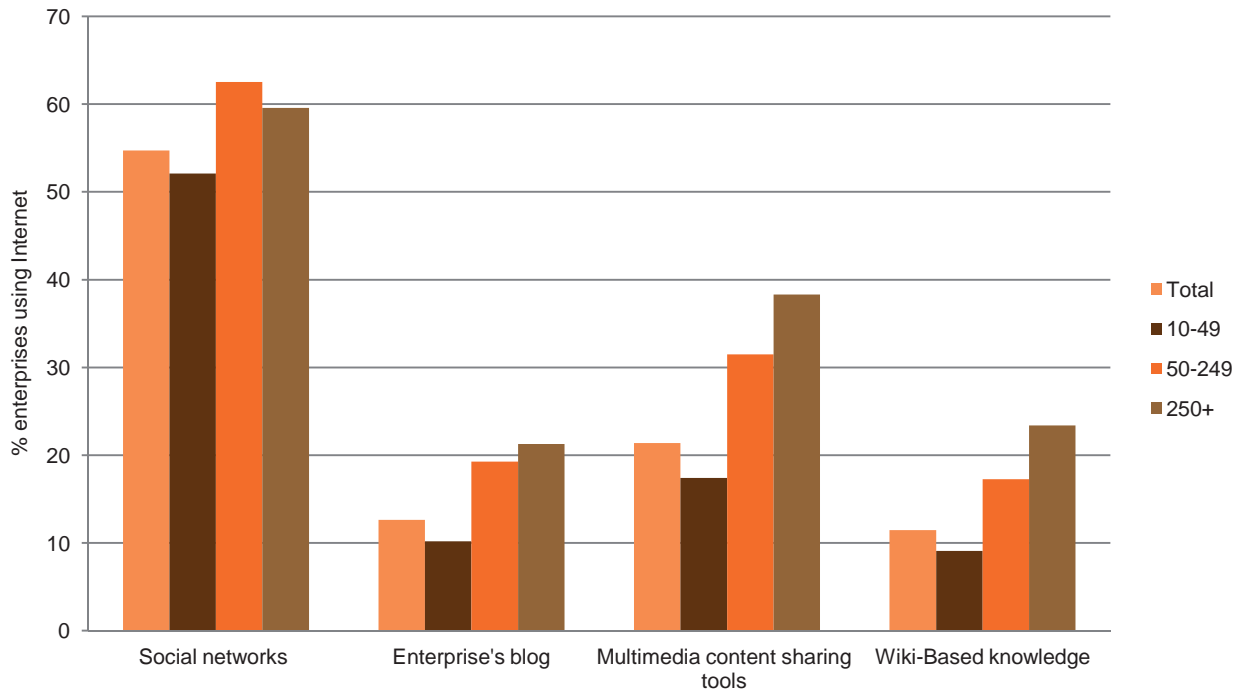
\* Enterprises using Internet

<sup>u</sup> Under-represented

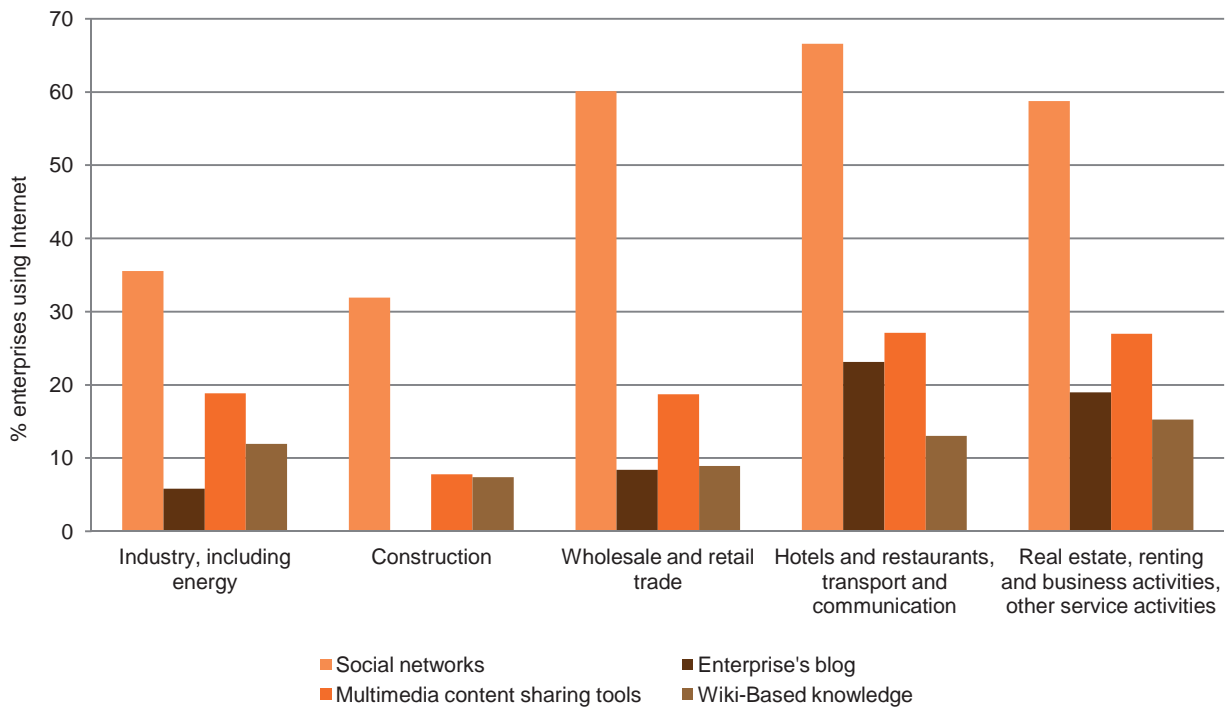
: Data not reliable



**Chart 2. Use of social media by size of enterprise**



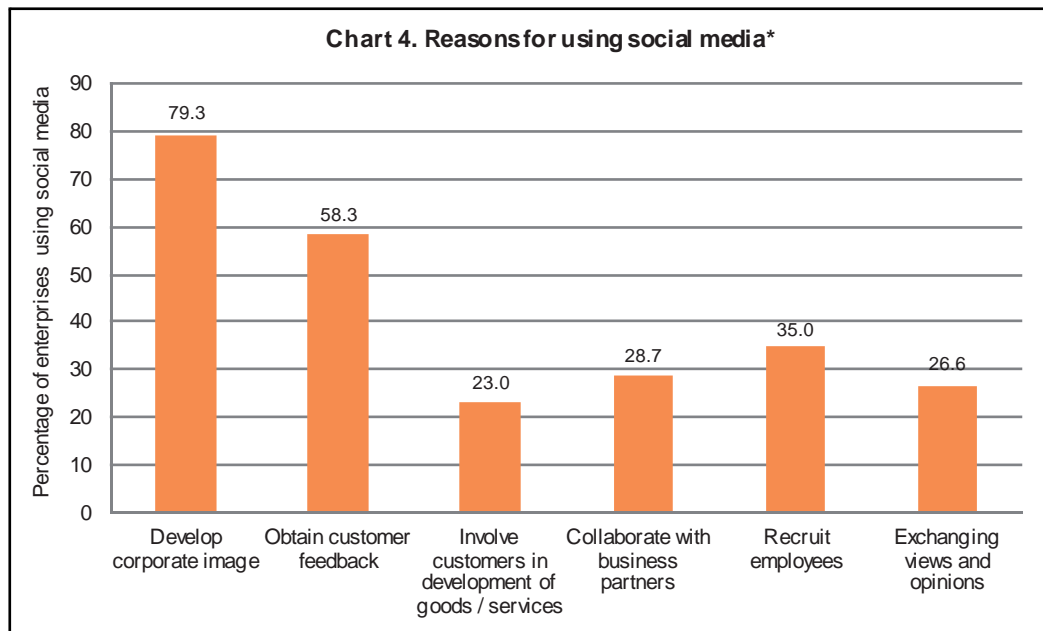
**Chart 3. Use of social media by type of industry**



**Table 13. Reasons for using social media\***

	<b>No. 2013</b>	<b>% total 2013</b>
<b>Total social media users</b>	<b>711</b>	<b>57.8</b>
Develop corporate image	564	79.3
Obtain customer feedback	415	58.3
Involve customers in development of goods / services	163	23.0
Collaborate with business partners	204	28.7
Recruit employees	249	35.0
Exchanging views and opinions	189	26.6

Note: Multiple options are possible since reasons are not mutually exclusive.



\* Enterprises using social media

## Methodological Notes

1. For the purpose of this study, a census of companies employing a minimum of 10 employees (part-time or full-time) was undertaken, and the Business Register maintained by the NSO was used as the original sampling frame.
2. The 'Enterprise' concept was used, and is defined as the smallest combination of legal units i.e. : an organisational unit which benefits from a certain degree of autonomy from its owner/s, particularly in the allocation of resources (source: OECD).
3. Enterprises are divided into separate categories depending on their size class and their economic activity based on the NACE Rev. 2 classification of economic activities.

	No. 2013	% total
<b>Total</b>	<b>1,289</b>	<b>100.0</b>
Size class:		
10-49	959	74.4
50-249	282	21.9
250+	48	3.7
Main economic activity:		
Industry, including energy	246	19.1
Construction	100	7.8
Wholesale and retail trade	408	31.6
Hotels and restaurants, transport and communication	309	24.0
Real estate, renting and business activities, other service activities	226	17.5

4. This survey had an overall response rate of 86.2 per cent. In addition returned questionnaires were at times incomplete, thus resulting in item non-response. Furthermore as a result of the weighting and imputation methods which had to be adopted, results were influenced by unknown errors which were very difficult to quantify.

On the other hand, other non-sampling errors may occur for reasons such as respondent error, non-response, the quality of the sampling frame, and data entry errors. While every effort was made to minimise these errors, these are still present and must be borne in mind by the users of these data.