

23 January 2020 | 1100 hrs | 010/2020

**Errata Corrige: An error was detected in the statistic “Turnover generated via e-commerce web sales”. This affected: the commentary in paragraph 6, where the share of e-commerce web sales from total turnover should have read 64.0 per cent instead of 85.8 per cent. Online documents were amended on 23 January at 12:00hrs.**

The survey on ICT usage and e-commerce in 2019 revealed that 97.7 per cent of enterprises used computers, while 97.3 per cent also used the internet.

## ICT usage and e-Commerce in Enterprises: 2019

### Computer and internet use by enterprises

During 2019 enterprises across all economic activities and size classes registered high levels of computer and internet use (Tables 1 and 2). Local internet usage is currently at par with the EU28 average (Chart 1). Enterprises are opting for higher maximum contracted download speeds when choosing their internet service when compared to the previous year (Chart 2).

During the year under review, 54,705 employees used the internet for business purposes, an increase of 10 per cent over 2018 levels. Among these, 28,519 employees also accessed the internet via a mobile device provided by their employer (Table 3).

### Website use by enterprises

In 2019, 85 per cent of enterprises using the internet had their own website (Table 4). National levels are five percentage points higher when compared to EU28 levels (Chart 3). Website usage has been continuously increasing in popularity and 96.5 per cent of enterprises use websites to provide descriptions and prices of goods or services they offer to clients (Table 5).

### Social media use by enterprises

Social media usage is becoming more popular and 86.5 per cent of enterprises using the internet also made use of social media. The most common forms of social media currently used by enterprises are social networks (e.g. Facebook), and Multimedia content sharing websites (e.g. YouTube). Accommodation and Food Service Activities, Transport and Communication activities were the sectors where the highest use of social media was found (Table 6).

### E-Commerce sales

National e-commerce sales are four percentage points higher than the EU28 average. The number of enterprises making sales through e-commerce increased by three percentage points over 2018 levels (Table 7). In 2019, total turnover generated through e-commerce sales amounted to €1.9 billion, an increase of 4.9 per cent over the sales recorded in 2018 (Chart 5).

During 2019, 64.0 per cent of the total turnover generated via e-commerce web sales was derived from the enterprise's own website or apps (Chart 6).

### ICT specialists

In 2019, 28.0 per cent of all enterprises employed ICT specialists (Table 8). The number of enterprises providing ICT training to employees remained almost at par with figures observed in the previous year (Table 9) ■

**Table 1. Enterprises that use computers by size class and main economic activity**

Size class/ Main economic activity	Number		% all enterprises <sup>1</sup>	
	2018	2019	2018	2019
Size class:				
10-49	1,782	1,804	96.6	97.2
50-249	358	361	99.3	99.6
250+	63	64	98.1	100.0
Main economic activity:				
Manufacturing and Energy	340	312	98.5	99.5
Construction	146	136	92.8	95.5
Wholesale and Retail Trade	645	609	98.7	98.8
Accommodation and Food Service Activities, Transport and Communication	573	627	94.3	95.2
Real estate, Professional, Administrative and Other Service Activities	501	545	98.4	98.8
<b>Total</b>	<b>2,204</b>	<b>2,229</b>	<b>97.0</b>	<b>97.7</b>

<sup>1</sup> The total number of enterprises is given in Table M1 provided in the methodological notes.

Notes:

1. Totals may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 2. Enterprises that use the internet by size class and main economic activity**

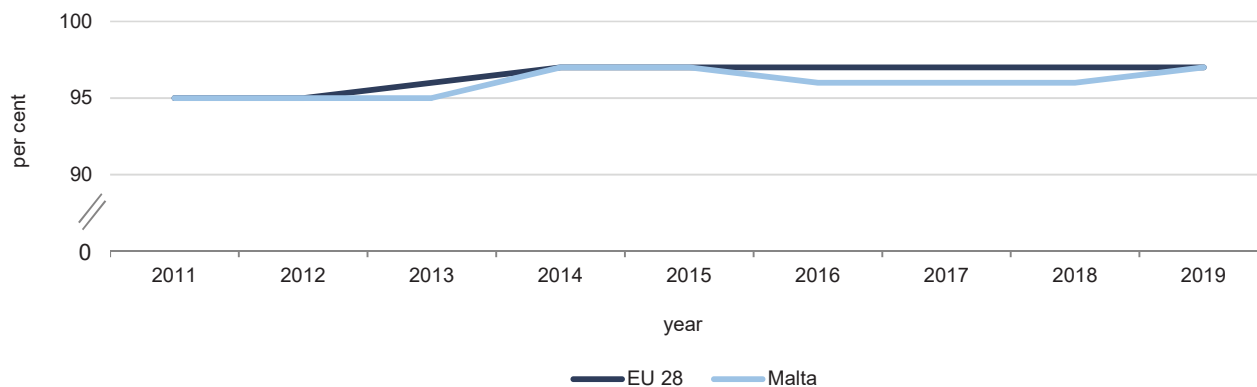
Size class/ Main economic activity	Number		% all enterprises <sup>1</sup>	
	2018	2019	2018	2019
Size class:				
10-49	1,769	1,795	95.9	96.7
50-249	358	361	99.3	99.6
250+	63	64	98.1	100.0
Main economic activity:				
Manufacturing and Energy	336	312	97.6	99.5
Construction	142	136	90.5	95.5
Wholesale and Retail Trade	645	607	98.7	98.6
Accommodation and Food Service Activities, Transport and Communication	567	622	93.4	94.6
Real estate, Professional, Administrative and Other Service Activities	501	541	98.4	98.3
<b>Total</b>	<b>2,191</b>	<b>2,219</b>	<b>96.5</b>	<b>97.3</b>

<sup>1</sup> The total number of enterprises is given in Table M1 provided in the methodological notes.

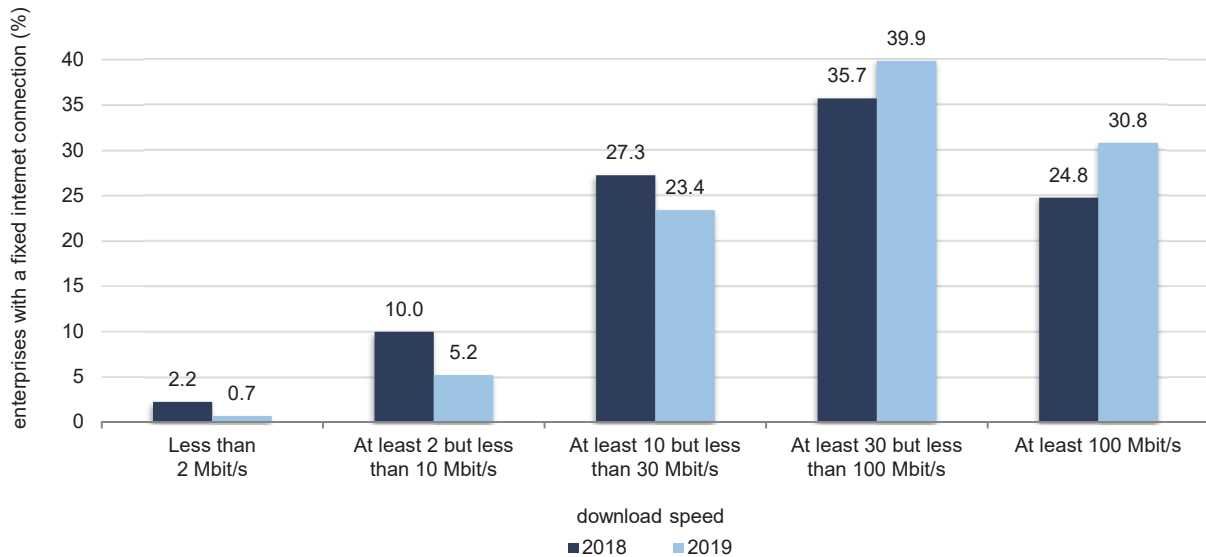
Notes:

1. Totals may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Chart 1. Enterprises with internet access**



**Chart 2. Maximum contracted download speed by enterprises**



**Table 3. Number of employees accessing the internet by size class and main economic activity**

Size class/ Main economic activity	Number		Average number of employees	
	2018	2019	2018	2019
	<b>Employees using the Internet</b>			
Size class:				
10-49	20,321	21,023	11	12
50-249	16,339	18,848	46	52
250+	13,012	14,834	205	233
Main economic activity:				
Manufacturing and Energy	7,299	7,719	22	25
Construction	2,274	2,252	16	17
Wholesale and Retail Trade	10,789	11,955	17	20
Accommodation and Food Service Activities, Transport and Communication	14,648	15,936	26	26
Real estate, Professional, Administrative and Other Service Activities	14,662	16,843	29	31
<b>Total</b>	<b>49,671</b>	<b>54,705</b>	<b>23</b>	<b>25</b>
	<b>Employees using internet via a mobile device</b>			
Size class:				
10-49	9,735	11,672	6	7
50-249	6,216	9,058	17	25
250+	6,651	7,788	105	123
Main economic activity:				
Manufacturing and Energy	2,829	3,505	8	11
Construction	1,206	1,443	8	11
Wholesale and Retail Trade	4,191	5,865	7	10
Accommodation and Food Service Activities, Transport and Communication	8,262	9,977	15	16
Real estate, Professional, Administrative and Other Service Activities	6,114	7,728	12	14
<b>Total</b>	<b>22,601</b>	<b>28,519</b>	<b>10</b>	<b>13</b>

Notes:

1. Mobile internet access is made via a device provided by the enterprise.
2. Totals may not add up due to rounding.
3. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 4. Enterprises that have a website by size class and main economic activity**

Size class/ Main economic activity	Number		% enterprises using internet <sup>1</sup>	
	2018	2019	2018	2019
Size class:				
10-49	1,469	1,489	83.0	82.9
50-249	339	339	94.6	93.9
250+	57	60	89.3	93.6
Main economic activity:				
Manufacturing and Energy	274	265	81.5	84.9
Construction	127	109	89.7	80.3
Wholesale and Retail Trade	533	494	82.7	81.4
Accommodation and Food Service Activities, Transport and Communication	492	535	86.8	86.0
Real estate, Professional, Administrative and Other Service Activities	438	483	87.3	89.3
<b>Total</b>	<b>1,864</b>	<b>1,887</b>	<b>85.1</b>	<b>85.0</b>

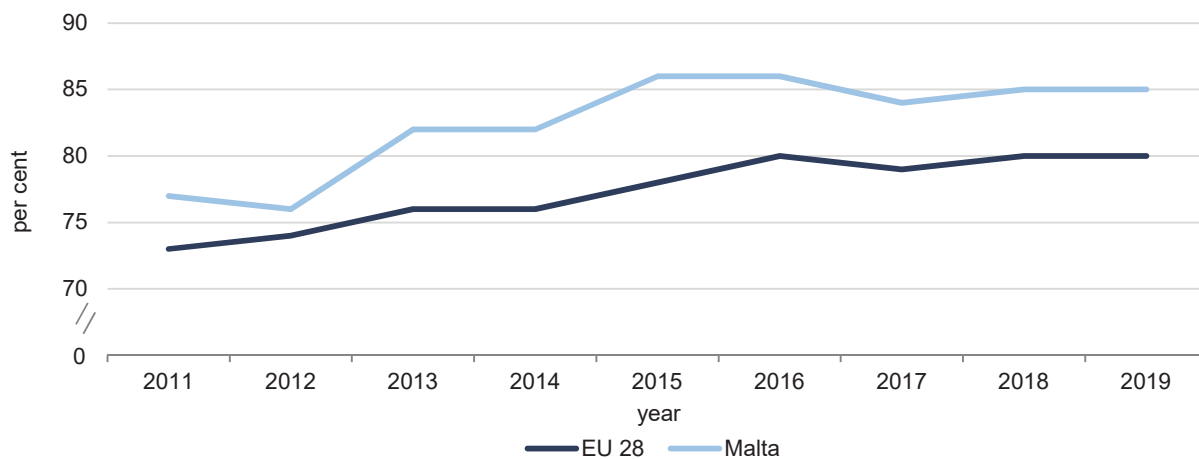
<sup>1</sup> The total number of enterprises using internet is given in Table 2.

Notes:

1. Totals may not add up due to rounding.

2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Chart 3. Percentage of enterprises with a website**



Notes:

1. The total number of enterprises using internet is given in Table 2.

2. The total number of enterprises having a website is given in Table 4.

**Table 5. Features offered on the enterprises' website**

Website features	Number <sup>1</sup>		% enterprises having a website <sup>2</sup>	
	2018	2019	2018	2019
Description of goods or services, price lists	1,764	1,821	94.6	96.5
Online ordering or reservation or booking	834	780	44.8	41.3
Possibility for visitors to customise or design online goods or services	282	308	15.1	16.3
Tracking or status of orders placed	321	335	17.2	17.8
Personalised content in the website for regular/recurrent visitors	480	509	25.8	27.0
Links or references to the enterprise's social media profiles	1,396	1,455	74.9	77.1

<sup>1</sup> Enterprises may have more than one website feature. Thus figures are not mutually exclusive.

<sup>2</sup> The total number of enterprises having a website is given in Table 4.

**Table 6. Enterprises' use of social media by size class and main economic activity: 2019**

Size class/ Main economic activity	Social Media Users	Types of social media used <sup>1</sup>			
		Social Networks e.g. Facebook	Enterprise's blogs or microblogs e.g. Twitter	Multimedia content sharing websites e.g. YouTube	Wiki based knowledge sharing tools e.g. Wikipedia
Size class:					
10-49	1,521	1,506	261	693	184
50-249	338	330	72	182	30
250+	61	58	24	36	16
Main economic activity:					
Manufacturing and Energy	235	229	15	97	20
Construction	117	117	3 <sup>u</sup>	35	6 <sup>u</sup>
Wholesale and Retail Trade	533	527	59	232	36
Accommodation and Food Service Activities, Transport and Communication	562	555	137	328	105
Real estate, Professional, Administrative and Other Service Activities	472	466	143	220	62
<b>Total</b>	<b>1,920</b>	<b>1,895</b>	<b>357</b>	<b>911</b>	<b>230</b>

<sup>u</sup> Under-represented

<sup>1</sup> Enterprises may have selected more than one reason. Thus figures are not mutually exclusive.

Notes:

1. Totals may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 7. Enterprises conducting sales through e-commerce by size class and main economic activity**

Size class/ Main economic activity	Number <sup>1</sup>		% enterprises that use internet <sup>2</sup>	
	2018	2019	2018	2019
Size class:				
10-49	336	396	19.0	22.0
50-249	116	125	32.5	34.8
250+	20	24	32.2	38.2
Main economic activity:				
Manufacturing and Energy	30	53	9.0	17.1
Construction	7 <sup>u</sup>	10	5.1 <sup>u</sup>	7.5
Wholesale and Retail Trade	142	147	22.1	24.1
Accommodation and Food Service Activities, Transport and Communication	204	221	35.9	35.5
Real estate, Professional, Administrative and Other Service Activities	89	115	17.8	21.1
<b>Total</b>	<b>473</b>	<b>545</b>	<b>21.6</b>	<b>24.6</b>

<sup>1</sup> Includes both web and EDI-type sales. Refer to methodological note 6 for more information.

<sup>2</sup> The total number of enterprises using internet is given in Table 2.

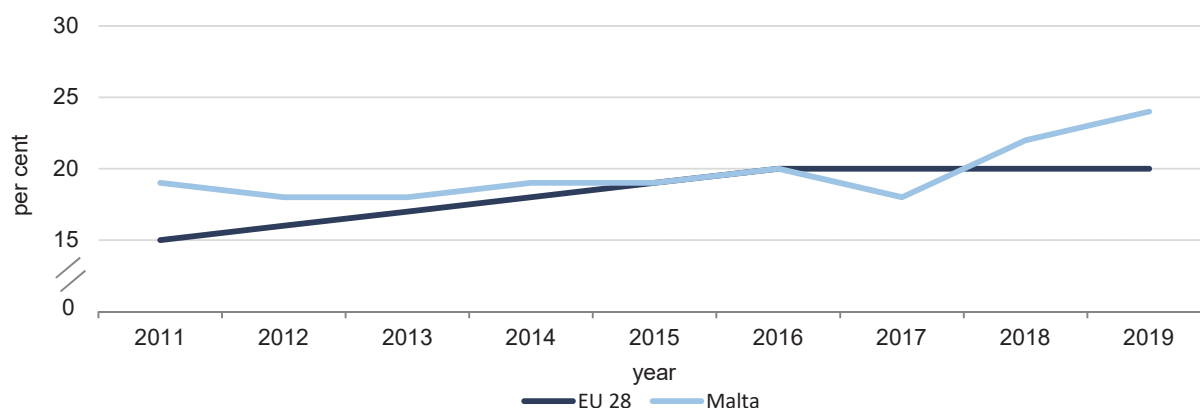
<sup>u</sup> Under-represented

Notes:

1. Totals may not add up due to rounding.

2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

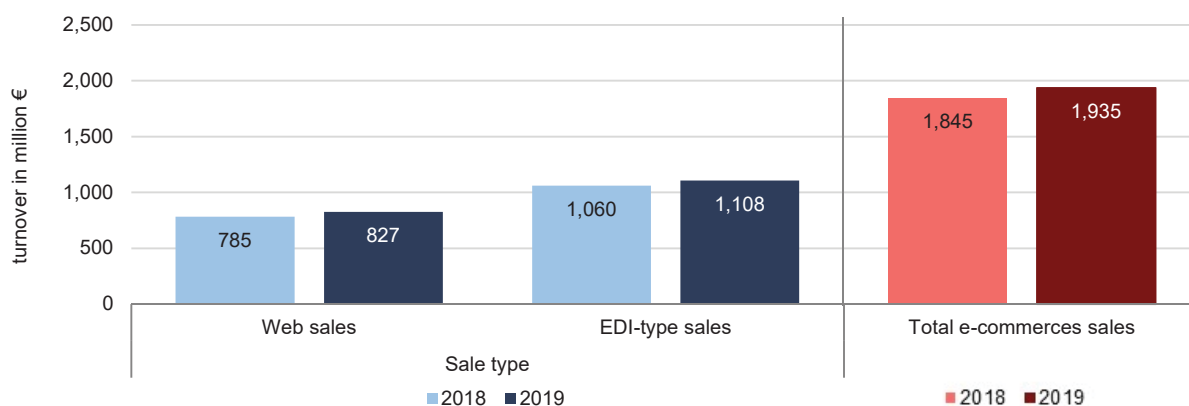
**Chart 4. Percentage of enterprises conducting sales through e-commerce<sup>1</sup>**



<sup>1</sup> Total number of enterprises performing e-commerce sales is given in Table 7.

Note: Refer to methodological note 6 for more information on different e-commerce types.

**Chart 5. Turnover generated from e-commerce sales<sup>1</sup>**



<sup>1</sup> Total number of enterprises performing e-commerce sales is given in Table 7.

Note: Refer to methodological note 6 for more information on different e-commerce types.

Chart 6. Turnover generated via e-commerce web sales by platform: 2019

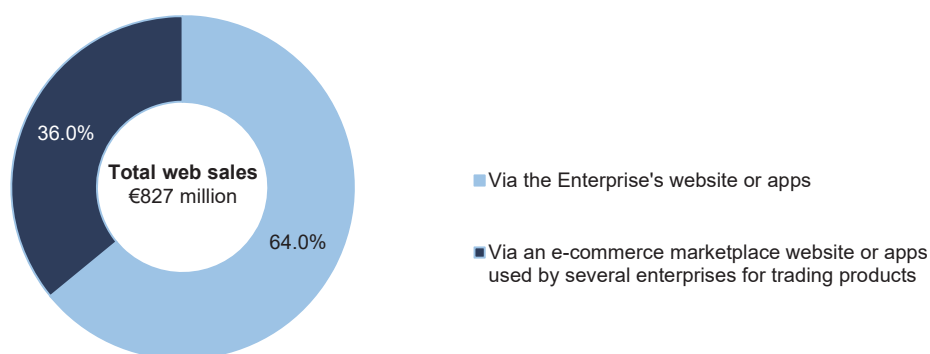


Table 8. Enterprises employing ICT specialists by size class and main economic activity

Size class/ Main economic activity	Number		% enterprises that use computer <sup>1</sup>	
	2018	2019	2018	2019
Size class:				
10-49	315	397	17.7	22.0
50-249	173	179	48.4	49.6
250+	46	47	72.8	74.4
Main economic activity:				
Manufacturing and Energy	63	75	18.4	24.2
Construction	14	14	9.8	10.5
Wholesale and Retail Trade	108	139	16.8	22.8
Accommodation and Food Service Activities, Transport and Communication	186	213	32.5	33.9
Real estate, Professional, Administrative and Other Service Activities	163	182	32.6	33.4
<b>Total</b>	<b>535</b>	<b>623</b>	<b>24.3</b>	<b>28.0</b>

<sup>1</sup> The total number of enterprises using computer is given in Table 1.

Notes:

1. Totals may not add up due to rounding.

2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

Table 9. Enterprises that provide ICT-related training to employees by size class and main economic activity

Size class/ Main economic activity	Number		% enterprises that use computer <sup>1</sup>	
	2018	2019	2018	2019
Size class:				
10-49	396	403	22.2	22.3
50-249	148	157	41.2	43.6
250+	39	39	61.5	61.4
Main economic activity:				
Manufacturing and Energy	70	79	20.5	25.4
Construction	19	17	12.9	12.6
Wholesale and Retail Trade	145	153	22.5	25.2
Accommodation and Food Service Activities, Transport and Communication	180	185	31.4	29.5
Real estate, Professional, Administrative and Other Service Activities	169	165	33.8	30.3
<b>Total</b>	<b>583</b>	<b>599</b>	<b>26.5</b>	<b>26.9</b>

<sup>1</sup> The total number of enterprises using computer is given in Table 1.

Notes:

1. Totals may not add up due to rounding.

2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

## Methodological Notes

1. The survey on ICT usage and e-commerce in enterprises is conducted by the National Statistics Office (NSO) on an annual basis, under European Regulation (EC) No. 808/2004. The survey covers enterprises employing 10 or more employees (including employees on both full-time and part-time basis and excluding apprentices and interns) from selected economic sectors. This survey studies various aspects of the Maltese digital economy and society, focusing on the use of information and communication technologies (ICTs) by enterprises.
2. For the purpose of this news release, a census of enterprises employing a minimum of 10 employees (full-time and part-time) was undertaken. The register of businesses maintained by NSO was used as the sampling frame for this survey.
3. The enterprise, as defined in the Council Regulation (EC) No 696/93 of 15 March 1993 is *"The smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit."* Economic Activity is based on the enterprises main activity.
4. Enterprises were divided into strata depending on their size class and economic activity, in line with NACE Rev. 2 Classification.

**Table M1. Size Class and Main Economic Activity**

		Total number of enterprises	
		2018	2019
<b>Size class</b>			
	10-49 employees	1,846	1,856
	50-249 employees	361	362
	250+ employees	65	64
<b>Total</b>		<b>2,271</b>	<b>2,281</b>
<b>Nace Rev. 2</b>	<b>Main economic activity (full description of sections)</b>		
C, D and E	Manufacturing; Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities	345	314
F	Construction	157	142
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	653	616
H, I and J	Transportation and storage; Accommodation and food service activities; Information and communication	607	658
L, M, N and S	Real estate activities; Professional, scientific and technical activities; Administrative and support service activities; Other service activities	509	551
<b>Total</b>		<b>2,271</b>	<b>2,281</b>

5. An overall response rate of 60.8 per cent was achieved. Some questionnaires were returned to the Office with some incomplete data, resulting in item non-response. These were then imputed using appropriate statistical methods. Furthermore various non-sampling errors could have occurred and are primarily related to the respondent and/or errors during processing. While every effort was made to minimise such occurrences, these are known to be present and remain impossible to quantify exactly.

## 6. Definitions:

**e-Commerce** is the sales of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving orders. Two types of e-commerce are identified in this news release:

- a) **Web sales** are sales made via an online store (web shop), or via web forms on a website, or extranet, or via web applications.
- b) **EDI-type sales** are sales made via EDI-type messages (EDI: Electronic Data Interchange) meaning:
  - in an agreed or standard format suitable for automated processing (e.g. EDIFACT, XML, etc.); and
  - without the individual message being typed manually.

**ICT specialists** refers to employees for whom ICT is their main job. Tasks include development, operating or maintaining ICT systems or applications.



7. More information relating to this news release may be accessed at:

Sources and Methods:

[https://nso.gov.mt/en/nso/Sources\\_and\\_Methods/Unit\\_C4/Education\\_and\\_Information\\_Society\\_Statistics/Pages/ICT-Usage-by-Enterprises.aspx](https://nso.gov.mt/en/nso/Sources_and_Methods/Unit_C4/Education_and_Information_Society_Statistics/Pages/ICT-Usage-by-Enterprises.aspx)

Statistical Concepts: <http://nso.gov.mt/metadata/concepts.aspx>

Metadata: <http://nso.gov.mt/metadata/reports.aspx?id=43>

8. References to this News Release are to be cited appropriately.

9. A detailed news release calendar is available on:

[https://nso.gov.mt/en/News\\_Releases/Release\\_Calendar/Pages/News-Release-Calendar.aspx](https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx)

**European statistics comparable to data in this News Release are available at:**

<EUROSTAT Website/Homepage/Statistics Database>

Data Navigation Tree

Database by themes

>Industry, trade and services

>Information Society Statistics (isoc)

Tables by themes

>Industry, trade and services

>Information Society Statistics (t\_isoc)

For further assistance send a request form:

<http://nso.gov.mt/en/Services/Pages/Request-for-Information.aspx>