



EUROSTAT QUALITY PROFILE

Indicator (definition)	E-commerce via Internet: Percentage of enterprises' total turnover from e-commerce via Internet. Sales through other networks are not included. The e-commerce data relates to the year prior to the survey.
Eurostat Unit	Information society and tourism statistics
Other Commission DGs	DG INFSO and DG ENTR
European Statistical System Working Group (WG)	Working group Information Society Statistics
Date	May 2009

1. Overall assessment of accuracy and comparability (Description of quality grades under the following link: http://circa.europa.eu/Public/irc/dsis/structind/library?l=/general_information/quality_profiles/annex_enpdf/EN_1.0_&a=d)

A
 B
 C
 Indicator to be developed

Data is collected from reliable sources applying high standards with regard to the methodology. Restrictions to comparability over time and across countries are related to small size of time series, different measurement of turnover and enterprises with less than 10 persons employed are not covered.

2. Objective and relevance of the indicator:

E-commerce via Internet is measuring the extent to which European businesses use the Internet to sell their products and services.

The increasing penetration of the use of Information and Communications Technology (ICT) has had a deep impact, both economic and social, especially in the enterprises. As a result, the development of reliable official statistics to measure and assess this impact has been essential. Since 2001, an annual survey on ICT usage and e-commerce in enterprises has been conducted by all Member States. Its aim is to produce harmonised and comparable statistics on the European enterprises' access to and use of ICT systems (including e-commerce). The indicator is related to the i2010 initiative "A European Information Society for growth and employment", which is a key element of the Lisbon strategy, seeks to further boost efficiency throughout the economy through a wider use of ICTs. Its objective is to ensure that Europe's citizens, businesses and governments make the best use of ICTs in order to improve industrial competitiveness, support growth and the creation of jobs and to help address key societal challenges.

E-commerce over the Internet is a performance indicator that captures the growth of e-transactions of businesses and may be used to assess the e-business uptake in conjunction with other indicators (purchases, integration of internal business processes, automatic linking with business partners and e-banking).

Restriction of the indicator's relevance and other characteristics which may lead to restrictions in using it in monitoring and reporting

There are several data missing in time series during 2002 - 2005. Only enterprises with more than 9 persons employed are covered. Sales through other networks and EDI-based sales are not included, in this period, but since 2006 EDI via internet is included in e-commerce via internet.

3. Data availability: details

(t₁: earliest reference year available; t₂: latest reference year available in May 2009)

	Member States	Candidate and Acceding Countries	US and Japan	EEA-EFTA ¹
t ₁	2002 : DK, DE, EL, ES, IT, LU, PT, FI, SE, UK 2003 : BE, CZ, IE, AT 2004 : BG, EE, LT, PL, RO, SI, SK	2007: HR	-	2002: NO 2003: IS

¹ While being a member of the EEA, Liechtenstein has complete or partial exemptions from several statistical requirements due to its size. Thus, Liechtenstein is excluded from this overview as most of the data are missing.

	2005 : CY, LV, HU, MT 2006 : FR FR, NL: no data			
t ₂	2005: MT 2007	-	-	2006: IS 2007: NO

Comments (including information on time series): Unreliable or uncertain data for: DK 2005-2007, EE 2006-2007, LU 2007, MT 2005, AT 2007, PL 2005, 2007, SI 2004-2007, FI 2003, 2005-2007, SE 2003. Confidential data for: LV 2005-2007, SE 2002, 2004-2007. No data for: BG 2005, DE 2003, LU 2003-2006, RO 2005, FI 2004, IS 2004-2005, FR, NL.

4. Overall accuracy

High



Statistics on e-commerce via Internet are collected through ICT surveys based on harmonised concepts and definitions.

Data are collected mainly through mailed questionnaires based on Eurostat's model questionnaire on ICT usage and e-commerce in enterprises. Generally stratified random sampling is used to obtain representative results for the necessary NACE and size groupings. A threshold enterprise size of at least 10 persons employed is used in order to reduce the statistical burden.

The data has been collected every year since 2002 by the National Statistical Institutes or Ministries based on Eurostat's annual model questionnaires. The legal basis for the data collection is regulation 808/2004 and the annual implementing regulations.

Turnover from e-commerce via the Internet is reported by companies as estimated share of the total annual turnover and figures are expressed in percentages.

Incoming data are validated by Eurostat and logical checks are carried out. Data may be returned to Member States for further examination. In few cases, data may be subject to revision.

For this indicator, data for one quarter of the Member States (mainly small countries) were reported as unreliable/uncertain or confidential.

Restricted

(sources, errors,
methodology, etc.)



5. Comparability across countries

High



Restricted



Comparability across countries is restricted. The model questionnaire foresees the implementation of this question in the same way across countries. There are, however, differences in methodology and implementation respondents can give either an estimate of the percentage of the turnover, or a monetary value of the turnover, wording of the question in national languages, and differences in response rates etc.).

6. Comparability over time

High



Restricted



Time series are short due to e-commerce via Internet being a rather recent field of study. Reasonable comparable time series are available for some countries only.

7. Development perspective for improving the quality of this indicator (including as far as possible an indication of the burden on Member States and respondents.)

Since 2008, the model questionnaire has contained "e-commerce via computer networks" as a wider concept, the separation between "over the Internet" or "over other computer networks" was optional. In 2009 the model questionnaire contains a special module on e-commerce, it should allow a better analysis in this area.

8. Contribution to the coherence of the set/potential to qualify for an integrated policy analysis

E-commerce over the Internet is a policy indicator included in the benchmarking of eEurope 2005 and its successor i2010. It is currently been used to assess the level of adoption of ICT by businesses along with indicators on connectivity and e-business. It can be used in conjunction with E-government usage and Broadband penetration rate to show the level of adoption of Information and Communications Technology (ICT).

Relevant European legislation

Commission regulation (EC) No 847/2007 of 18 July 2007 implementing Regulation (EC) No 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society.

Commission regulation (EC) No 1031/2006 of 4 July 2006 implementing Regulation (EC) No 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society.

Commission Decision No 2006/215/EC of 15 March 2006 on setting up a high level expert group to advise the European Commission on the implementation and the development of the i2010 strategy.

Commission regulation (EC) No 1099/2005 of 13 July 2005 implementing Regulation (EC) No 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society.

Regulation (EC) No 808/2004 of the European Parliament and of the Council of 21 April 2004 concerning Community statistics on the information society.

Decision No 2256/2003/EC of the European Parliament and of the Council of 17 November 2003 adopting a multiannual programme (2003-2005) for the monitoring of the eEurope 2005 action plan, dissemination of good practices and the improvement of network and information security.

Council resolution of 18 February 2003 on the implementation of the eEurope 2005 Action Plan (2003/C 48/02).

Council Regulation (CE) No 322/97 of 17 February 1997 (OJ No L 52/1) and Council Regulation (EURATOM, EEC) no 1588/90 of 11 June 1990 on the transmission of the data subject to statistical confidentiality to the Statistical Office of the European Communities (OJ No L 151/ 1).

[Top of the page](#)