



E-commerce Survey 2015

Please do not discard this important document - your response is legally required

00001 45320
CONTACT NAME
OFFICE FOR NATIONAL STATISTICS
GOVERNMENT BUILDINGS
CARDIFF ROAD
NEWPORT
NP10 8XG
***** EXAMPLE PRINT *****

Please write any changes to your name and address in the box below, using black ink

To be completed for: THE BUSINESS NAMED ABOVE

Please complete and return by 8 February 2016

Dear Sir or Madam,

Please find the 2015 questionnaire for the E-commerce Survey attached. Please complete for the calendar year 2015. If actual figures are not available, please provide informed estimates. Once complete, the questionnaire can be returned by post or fax using the details in the box below.

The information you supply is used to measure values of e-commerce sales and the adoption and use of Information and Communication Technologies (ICTs) by UK businesses. The results are published in the E-commerce and ICT statistical bulletin on the ONS website.

We guarantee that while your employment is less than 10, you will be included in just this one ONS business survey and receive no more than 1 questionnaire. You must complete and return this questionnaire, after which you will be excluded from all our business surveys for at least 3 years. The Annual Survey of Hours and Earnings is not covered by this guarantee.

You are required by law to complete this questionnaire. If you do not complete and return this questionnaire by 8 February 2016, penalties may be incurred (under section 4 of the Statistics of Trade Act 1947). All the information you provide is kept strictly confidential. It is illegal for us to reveal your data or identify your business to unauthorised persons.

Thank you for your co-operation,
Office for National Statistics

Questionnaire return details

To return via fax: 01633 652707

To return via post: Please use the prepaid envelope provided which is addressed to:
Office for National Statistics, Government Buildings, Cardiff Road, Newport, NP10 8XG

Contact numbers

Er mwyn gwneud cais am ffurflen Gymraeg (To request a questionnaire in Welsh) 0300 1234 921

If you would like to use our Minicom service for the Deaf 01633 815 044

For any other queries, please contact the **E-Commerce Survey Team** 01633 651880
or go to www.ons.gov.uk/surveys

When contacting the office you may be asked for the following information

Survey code: 187 **Reference number:** 4990 0000 000 **Period:** 201512

- Telephone calls may be recorded for training and quality purposes



2015 E-commerce Survey

Purpose of the survey

The purpose of the survey is to collect information on the use of Information and Communication Technology (ICT) in UK businesses.

You are still required to complete the questionnaire even if this business does not currently have ICT, did not have ICT or carry out e-commerce during 2015.

Coverage of the survey

This survey covers the activity of businesses in the UK (including foreign owned businesses), except where the coverage is specified as Great Britain or Northern Ireland underneath your address on the front page. The UK consists of England, Wales, Scotland and Northern Ireland and excludes the Channel Islands and the Isle of Man. Great Britain consists of England, Wales and Scotland only.

Information Required

This questionnaire is divided into sections:

- Section A** Use of Computers
- Section B** ICT Specialists and Skills
- Section C** Access and Use of the Internet
- Section D** Use of Cloud Computing
- Section E** Big Data Analysis
- Section F** Invoicing
- Section G** E-commerce
- Section H** Provides a Comments Box and asks for Contact Details

How to complete the questionnaire

- Complete this questionnaire for the business named on the front page
- Read the instructions accompanying each question before completing them
- The items listed under 'Include' and 'Exclude' are examples and should not be taken as a complete list of items
- **Refer to the Glossary** at the end of the questionnaire for a more comprehensive explanation of the technical concepts used in the questionnaire

General instructions

This questionnaire will be scanned, therefore please:

- complete in **black ink**
- ensure letters and numbers are PRINTED and centred within each box
- **do not** use commas
- **do not** cross sevens or zeros

Please keep a copy of this questionnaire.



Section A - Use of Computers

1. Does this business use computers?

Include:

- personal computers, nettops, portable computers such as laptops, notebooks, netbooks, tablets and other portable devices such as smartphones and Personal Digital Assistants (PDAs)

Exclude:

- terminals and computers solely used for Electronic Point of Sale (EPOS) and computer controlled machinery

Yes → Go to question **2**

No → Go to question **35** 010

2. What percentage of people in this business use computers, as defined in question 1, for their work?

Include:

- employees, directors and proprietors
- all agency staff on your payroll

Exclude:

- agency staff not on your payroll

Please provide percentages to 1 decimal place where possible % 023

Section B - ICT Specialists and Skills

3. Does this business employ ICT/IT specialists?

ICT/IT is the employee's main function. ICT/IT specialist skills involve developing, operating or maintaining ICT/IT systems or applications.

Include:

- all agency staff on your payroll

Exclude:

- agency staff not on your payroll

Yes

No 154

4. During 2015, did this business provide any type of training to develop ICT/IT related skills of its employees?

For each option, please either yes or no

	Yes	No	
Training for ICT/IT specialists	<input type="checkbox"/>	<input type="checkbox"/>	
(If this business did not employ ICT/IT specialists please X 'No')	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	165
Training for other employees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	316



MRK

NEL

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MTC

MTC

5. During 2015, did this business recruit or try to recruit employees for jobs requiring ICT/IT specialist skills?

Yes → Go to question 6

No → Go to question 7 155

MRK

6. During 2015, did this business have vacancies for ICT/IT specialists that were difficult to fill?

Yes

No 156

MRK

7. During 2015, please indicate who mainly performed the following ICT/IT functions of this business?

For each category, please one box only

	Mainly performed by its own employees including those employed in parent or affiliate businesses	Mainly external suppliers	Not applicable
Maintenance of ICT infrastructure, for example servers, computers, printers, networks	<input checked="" type="checkbox"/> 391	<input checked="" type="checkbox"/> 392	<input checked="" type="checkbox"/> 393
Support for office software, for example word processors, spreadsheets, etc	<input checked="" type="checkbox"/> 394	<input checked="" type="checkbox"/> 395	<input checked="" type="checkbox"/> 396
Development of business management software/systems, for example ERP and CRM software, HR databases	<input checked="" type="checkbox"/> 397	<input checked="" type="checkbox"/> 398	<input checked="" type="checkbox"/> 399
Support for business management software/ systems, for example HR, ERP, CRM, databases . . .	<input checked="" type="checkbox"/> 401	<input checked="" type="checkbox"/> 402	<input checked="" type="checkbox"/> 403
Development of web solutions, for example websites, e-commerce solutions	<input checked="" type="checkbox"/> 404	<input checked="" type="checkbox"/> 405	<input checked="" type="checkbox"/> 406
Support for web solutions, for example websites, e-commerce solutions	<input checked="" type="checkbox"/> 407	<input checked="" type="checkbox"/> 408	<input checked="" type="checkbox"/> 409
Security and data protection, for example security testing, security software	<input checked="" type="checkbox"/> 410	<input checked="" type="checkbox"/> 411	<input checked="" type="checkbox"/> 412

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Section C - Access and Use of the Internet

8. Does this business have internet access?

Yes → Go to question **9**

No → Go to question **24** 038

9. What percentage of people in this business use computers with internet access for their work?

Include:

- employees, directors and proprietors
- all agency staff on your payroll
- personal computers, nettops, portable computers such as laptops, notebooks, tablets and other portable devices such as smartphones and Personal Digital Assistants (PDAs)

Exclude:

- agency staff not on your payroll
- access limited to external email only
- terminals and computers solely used for Electronic Point of Sale (EPOS) and computer controlled machinery

Please provide percentages to 1 decimal place where possible % 022

Use of a Fixed Broadband Connection to the Internet for Business Purposes

10. Does this business use a fixed broadband connection to the internet, for example DSL, (ADSL, SDSL, VDSL), fibre optic technology (FTTP), cable technology?

Yes → Go to question **11**

No → Go to question **12** 356

11. What is the maximum contracted download speed of the fastest fixed internet connection of this business?

Please one box only

- Less than 2Mbps 277
- 2Mbps or more, but less than 10Mbps 278
- 10Mbps or more, but less than 30Mbps 279
- 30Mbps or more, but less than 100Mbps 280
- 100Mbps or more 281



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SDA

Use of a Mobile Connection to the Internet for Business Purposes

A mobile connection to the internet means the use of portable devices connecting to the internet through mobile telephone networks for business purposes. Businesses provide portable devices and pay for all, or at least up to a limit, the subscription and the usage costs.

12. Does this business use a mobile broadband connection to the internet via a portable device using mobile telephone networks (3G or 4G)?

Include: via portable computers or other portable devices such as smartphones

- Yes 413
- No 413

MRK

13. What percentage of people in this business use portable devices provided by this business that allow a mobile connection to the internet for business purposes?

Include: portable computers or other portable devices such as smartphones

Please provide percentages to 1 decimal place where possible % 320

NEL

If the response to question 13 is '0' → Go to question 15

If the response to question 13 is not '0' → Go to question 14

14. Does this business provide the persons employed with portable devices that allow mobile connection to the internet for business use to:

For each category, you must either yes or no

	Yes	No	
access the business' email system?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	322
access and modify the business' documents?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	323
use dedicated business software applications? For example for sales/orders management, ERP (Enterprise Resource Planning) related applications etc	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	324

MTC

MTC

MTC

Use of a Website

15. Does this business have a website, either its own or third party?

Exclude: any on-line directory listings

- Yes → Go to question 16
- No → Go to question 17 080

MRK



16. Does this business' website have any of the following?

For each option, please either yes or no

	Yes	No		
On-line ordering or reservation/booking, for example using a shopping cart	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	203	MTC
Description of goods or services, price lists	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	147	MTC
Order tracking available on-line	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	332	MTC
The possibility for visitors to customise or design the goods or services on-line ...	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	202	MTC
Personalised content for regular/repeat visitors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	205	MTC
Links or references to this business' social media profiles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	414	MTC

Use of Social Media

For the purpose of this survey, businesses using social media are those that have a user profile, an account or a user license depending on the requirements and the type of social media.

17. Does this business use any of the following social media for purposes other than for posting paid adverts?

For each option, please either yes or no

	Yes	No		
Social networks, for example Facebook, LinkedIn, Xing, Viadeo, Yammer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	386	MTC
Business blogs or microblogs, for example Twitter, Present.ly	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	387	MTC
Multimedia content sharing websites, for example YouTube, Flickr, Picasa, SlideShare	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	388	MTC
Wiki based knowledge sharing tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	389	MTC



Other use of the internet

18. Do any persons employed have remote access to the business's email system, documents or applications?

- Yes X
- No X 425

MRK

19. Does this business pay to advertise on the internet?

- Yes X → Go to question 20
- No X → Go to question 21 426

MRK

20. Does this business pay to advertise on the internet using any of the following targeted advertising methods?

For each option, please either yes or no

	Yes	No	
Based on webpages' content or keywords searched by users	<input type="checkbox"/> X	<input type="checkbox"/> X	427
Based on the tracking of internet users' past activities or profile	<input type="checkbox"/> X	<input type="checkbox"/> X	428
Based on the geolocation of internet users	<input type="checkbox"/> X	<input type="checkbox"/> X	429
Any other method of targeted advertising on the internet not specified above	<input type="checkbox"/> X	<input type="checkbox"/> X	430

MTC

MTC

MTC

MTC

Section D - Use of Cloud Computing Services

Cloud computing means services used over the internet (including connections via Virtual Private Networks - VPN) to access software, computing power, storage capacity etc where the services:

- are delivered from servers of service providers
- can be easily scaled up or down, for example number of users or change of storage capacity
- can be used as on-demand self-service at least after set up (without human interaction with the service provider)
- paid by use, either per user or per capacity used, also prepaid

21. Does this business buy any cloud computing services used over the internet?

Exclude: free of charge services

- Yes X → Go to question 22
- No X → Go to question 24 358

MRK



22. Does this business buy any of the following cloud computing services used over the internet?

For every category, you must either yes or no

	Yes	No		
Email, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	359	MTC
Office software for example word-processing or spreadsheets, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	360	MTC
Hosting the business' database(s), as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	361	MTC
Storage of files, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	362	MTC
Finance or accounting software applications, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	363	MTC
Customer Relations Management (CRM) software, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	364	MTC
Computing capacity to run the business' own software, as a cloud computing service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	365	MTC

23. Does this business buy any cloud computing services delivered from:

For each option, you must either yes or no

	Yes	No		
shared servers of service providers?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	366	MTC
servers of service providers exclusively reserved for this business?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	367	MTC



Section E - Big Data Analysis

Big data are generated from electronic activities and from machine-to-machine communications (for example from social media or production processes).

Big data typically have characteristics such as:

- vast amounts of data generated over time.
- variety in terms of different formats of complex data, either structured or unstructured (for example text, video, images, voice, docs, sensor data, activity logs, click streams, coordinates).
- velocity in terms of the high speed at which data are generated, become available and change over time.

Big data analysis refers to the use of techniques, technologies and software tools for analysing big data from our own business or other data sources.

24. During 2015, did this business analyse big data from:

For each option, please either yes or no

	Yes	No		
the business's own data from smart devices or sensors (for example Machine to Machine (M2M) communications, digital sensors, RFID tags)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	431	MTC
geolocation data from the use of portable devices (for example portable devices using mobile telephone networks, wireless connections or GPS)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	432	MTC
data generated from social media (for example social networks, blogs, multimedia content sharing websites)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	433	MTC
other big data sources not specified above?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	434	MTC

If any of the responses to question 24 are 'Yes' → Go to question 25

If all responses to question 24 are 'No' → Go to question 26

25. During 2015, who performed big data analysis for this business?

For each option, you must either yes or no

	Yes	No		
Business's own employees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	435	MTC
External service provider	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	436	MTC



Section F - Invoicing

Invoices can be in paper or electronic form. Invoices in electronic form can be of two types:

- e-invoices in a standard structure suitable for automated processing, for example EDI, UBL, XML. These are exchanged either directly or via service operators or via an electronic banking system
- invoices in electronic form not suitable for automated processing, for example e-mails, pdf e-mail attachments, images in TIF, JPEG or other format

26. During 2015, did this business issue/send any type of invoices, whether in electronic or in paper form, to:

For each option, you must either yes or no

	Yes	No		
a. other businesses?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	437	MTC
b. public authorities?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	438	MTC
c. private customers?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	439	MTC

STOP If any of the responses to question 26a or 26b are 'Yes' go to question 27 else go to question 28

27. Of all invoices this business issued/sent to other businesses or public authorities during 2015, what percentage were issued/sent as:

e-invoices in a format suitable for automated processing, for example EDI, UBL, XML? ..	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	%	377	NCB
invoices in an electronic format <u>not suitable</u> for automated processing, for example emails, PDF email attachments, images in TIF, JPEG or other formats?	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	%	378	NCB
<u>only</u> paper invoices?	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	%	379	NCB
	=	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	%	

28. Of all invoices this business received during 2015, what percentage were received as:

e-invoices in a format suitable for automated processing, for example EDI, UBL, XML? ..	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	%	380	NCB
paper invoices or invoices in a format <u>not suitable</u> for automated processing, for example emails, PDF email attachments, images in TIF, JPEG or other formats?	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	%	381	NCB
	=	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	%	



Section G - E-Commerce

Web Sales

29. During 2015, did this business receive any orders from customers for goods or services via a website or 'apps'?

Include:

- orders received for utilities, goods, materials and services over a website or via web forms over the internet or an extranet

Exclude:

- manually typed email, EDI, PC based fax, automated telephone entry, phone (person to person) and conventional fax
enquiries that did not result in receiving an order

Yes [X] Go to question 30

No [X] Go to question 32 234

30. During 2015, of the total monetary value of all orders received from customers by this business, what percentage was received via a website or 'apps'?

Include: orders received for utilities, goods, materials and services

Please provide percentages to 1 decimal place where possible [][][] . [] % 235

31. During 2015, of the percentage given in question 30, what percentage was received from:

sales to private customers (B2C)? [][][] . [] % 348

sales to other businesses (B2B) and sales to public authorities (B2G)? [][][] . [] % 349

= 1 0 0 %

EDI type Sales

32. During 2015, did this business receive any orders from customers via EDI type messages (ie electronic transmission methods which allowed their automated processing, for example internet or non-internet EDI, XML, EDIFACT etc)?

Include:

- orders received for utilities, goods, materials and services using internet and non-internet EDI and automated telephone entry

Exclude:

- manually typed email, orders received over a website and other ICTs such as PC based fax, phone (person to person) and conventional fax
enquiries that did not result in receiving an order

Yes [X] Go to question 33

No [X] Go to question 34 257



MRK

NEL

NEL

NEL

MRK

33. During 2015, of the total monetary value of orders received from customers by this business, what percentage was received via EDI type messages?

Include: orders received for utilities, goods, materials and services

Please provide percentages to 1 decimal place where possible % 258

NEL

E-commerce Purchases

34. During 2015, did this business place any orders for goods or services, excluding capital goods, via websites, 'apps' or EDI type messages?

Include:

- orders placed for utilities, goods, materials and services over websites or via web forms over the internet or an extranet, other ICTs such as EDI, automated telephone entry

Exclude:

- manually typed email, phone (person to person) and conventional fax
- enquiries that did not result in placing an order

Yes

No 254

MRK

35. How long has it taken you to complete this questionnaire?

This question is voluntary.

hrs 441 mins 440

ABB



Section H - Comments and Contact Details

36. In the box below, please add any comments that you would like to make.

500

FHI

37. Please provide details of the person we should contact if we have any queries regarding the information returned on this questionnaire:

Name of person to contact

Position in business

Telephone no. Ext.

E-mail address

Website address

Signature Date

Thank you for completing this questionnaire.



Glossary

3G	3G (or third generation) services allow people to connect to the website via a mobile network, either directly through a mobile phone, tablet or by plugging a USB modem (or 'dongle') into their PC or laptop.
4G	4G (or fourth generation) is the high speed successor of the 3G and 2G families of standards.
ADSL	ADSL is a type of Digital Subscriber Line (DSL) internet service commonly used in homes. The 'A' in ADSL refers to the unequal distribution network bandwidth between downloads and uploads with comparatively more bandwidth for downloads than for uploads.
Apps	Also called mobile apps, it is a term used to describe applications (apps) that run on smartphones and other mobile devices. Mobile applications usually help users by connecting them to internet services more commonly accessed on desktop or notebook computers, or help them by making it easier to use the internet on their portable devices.
DSL (Digital Subscriber Line)	DSL technologies are designed to increase bandwidth available over standard copper telephone wires. Examples include Symmetric Digital Subscriber Line (SDSL), Asymmetric Digital Subscriber Line (ADSL).
E-commerce	Electronic commerce. Transactions over the internet or over other computer networks, for example using EDI. The goods and services are ordered over these networks, but the payment and the delivery of the goods or services may be conducted on-line or off-line.
EDI (Electronic Data Interchange)	A set of standards for structuring information that is to be electronically exchanged between businesses or organisations. The standards describe formats that emulate documents, eg purchase orders or invoices; define messages and their contents, but not the method of exchanging the messages themselves. An example of EDI is EDIFACT (Electronic Data Interchange for Administration Commerce and Transport standards) which is maintained by the UN and used worldwide.
EPOS (Electronic Point of Sale)	Computerised equipment that performs all tasks of a store checkout counter. It may allow payments by bank or credit cards, verify transactions, provide sales reports, coordinate inventory data and perform several other services.
ICT (Information and Communication Technology)	Technology that provides access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the internet, wireless networks, mobile phones and other communication media.
Internet	The internet is a global system of interconnected computer networks that use the standard internet Protocol Suite (TCP/IP). The internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (www), the infrastructure to support electronic mail, extranet over the internet, EDI over the internet and internet-enabled mobile phones.
Internet connection speeds	The contracted broadband speed is the advertised maximum speed for each connection. The speed advertised for each connection may not be the speed attained by the end user, as attained speed of connection is affected by issues such as distance from the local exchange and line quality.

M2M (Machine to Machine)	Technologies that allow both wireless and wired systems to communicate with other devices of the same type.
Mbps (Megabits per second)	This refers to the speed that data can be transmitted.
Microblog	A microblog refers to the posting of very short updates about oneself. It is in contrast to long-form blogging, where there are usually at least a few hundred words. Microblog posts usually involve a few hundred characters or less. For example, in the context of microblogging services Tweets (Twitter) are text-based posts of up to 140 characters displayed on the user's profile page.
Mobile broadband connection	A connection to the internet using wireless technology, (eg hotspot), satellite or mobile phone or similar technologies eg data cards, 3G, GSM etc.
PC Based Fax	A facility within a personal computer that allows the paperless transmission of faxes electronically without the use of a separate fax machine.
Radio Frequency Identification (RFID)	This is a method of remotely storing and retrieving data using devices called RFID tags. An RFID tag is a small object, such as an adhesive sticker, that can be attached to or incorporated into a product. RFID tags contain antennae to enable them to receive and respond to radio-frequency queries from an RFID transceiver. Some tags can be read from several metres away and beyond the line of sight of the reader.
SDSL	SDSL is a form of Digital Subscriber Line (DSL) service that provides equal bandwidth for both uploads and downloads. SDSL was one of the earliest forms of DSL to not require multiple telephone lines.
VDSL	VDSL was developed to support exceptionally high-bandwidth applications such as High-Definition Television (HDTV) and relies on fibre optic cabling.
Website	A collection of web pages arranged together to provide information or advice. It can consist of text, graphics, sound, video or a combination of these.
XML (Extensible Mark-up Language)	XML is a flexible way to create common information formats and share both the format and the data on the World Wide Web, intranets and elsewhere.