

53.4% of Basque establishments used social media for business purposes in 2023

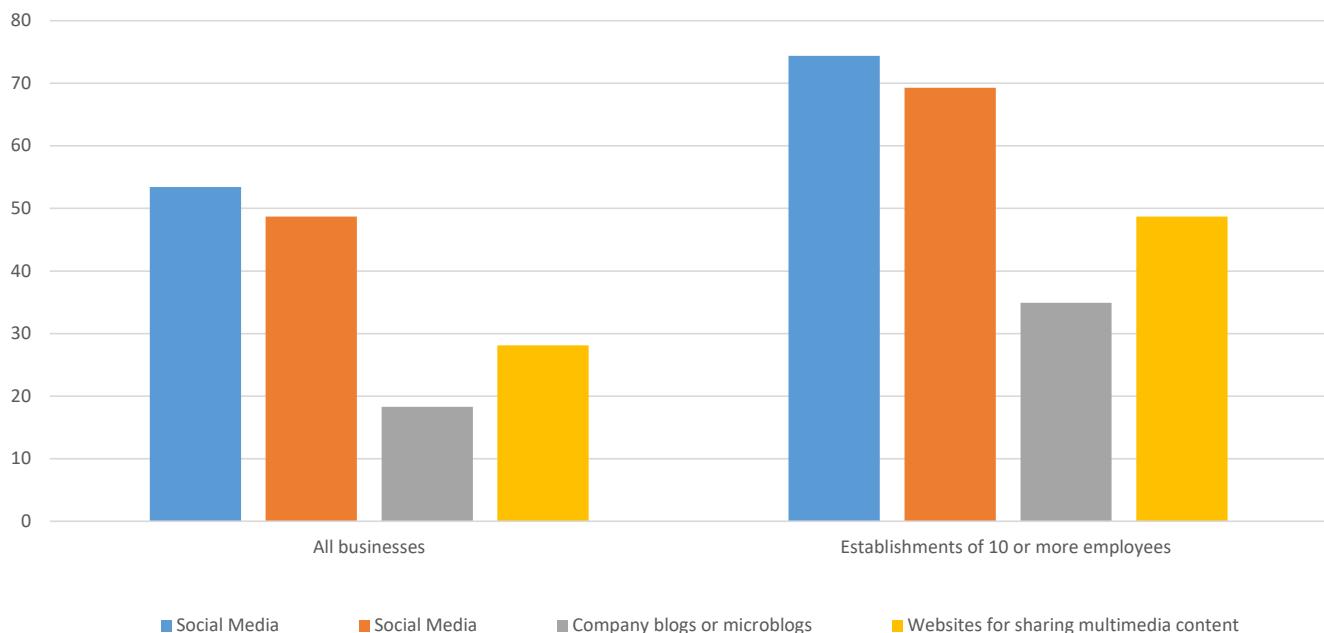
10.6% of people employed in Basque companies worked remotely in 2023

53.4% of Basque establishments used social media (social networks, company blogs, websites for sharing multimedia content, etc.) for business purposes, reaching three out of every four, 74.4%, in establishments with 10 or more employees, according to Eustat data.

As regards the digital transformation of companies, referred to as Industry 4.0, it was precisely social media that was the top indicator of the nine analysed, with 53.4% of companies using it for business purposes.

Next was Cloud Computing, with 31.0% of establishments paying for this service in order to access company information or services through an internet connection from any mobile or fixed device in any location. In third place was Cyber Security Activities, with 22.7%.

Social media in the establishments of the Basque Country according to employment stratum (%). 2023



Source: Eustat. Survey on the information society. Companies

In addition, with percentages ranging from 10% to 15%, were Mobile Applications for clients, 14.8%; the Internet of Things (IoT), 12.6%; and Big Data Analysis, 12.2%. Finally, with percentages below 6%, were Artificial Intelligence, 5.9%; Robotics, 2.6%; and 3D Printers, 2.4%.

In the case of establishments with 10 or more employees, these percentages were significantly higher, particularly regarding the use of Social Networks for business purposes and the use of paid Cloud Computing Services. The former reached 74.4% of establishments of this size and the latter 55.6%.

Indicators of the industry 4.0 in the establishments of the Basque country according to employment strata. 2023

	All businesses	Establishments of 10 or more employees
Use of social media for business purposes	53.4	74.4
Use of paid cloud computing services	31.0	55.6
Using Business Mobile Apps	14.8	27.2
Use of the internet of things (IoT)	12.6	28.1
Cybersecurity activities	22.7	52.8
Analysis of aggregate (Big Data)	12.2	25.5
Use of artificial intelligence systems	5.9	9.3
Use of 3D printers	2.4	10.5
Use of Robotics	2.6	11.0

Date July 27, 2023

Source: Eustat. Survey on the information society. Companies

Very close to the latter percentage was Cyber Security Activities with 52.8%. Some distance behind, but above 25%, appeared the Internet of Things (IoT), with 28.1%; Mobile Applications for clients, with 27.2%; and Big Data Analysis, with 25.5%. Finally, use of Robotics was present in 11.0% of companies (increasing to 19.7% in the Industry sector), while use of 3D Printers and use of Artificial Intelligence Systems featured in 10.5% and 9.3% of establishments with 10 or more employees.

More than half, 55.6%, of establishments with 10 or more employees used paid cloud computing services

55.6% of establishments with 10 or more employees used paid cloud computing services. Standing out among these services were: email (as a cloud computing service), 46.8%; file storage, 46.4%; and office automation programs (word processors or spreadsheets), 40.8%. Next, with more than 30%, we can also highlight security applications (antivirus or network access control programs), 37.7%; hosting company databases, 34.0%; and the computing capacity for operating the company's own computer tools, 30.2%.

Computer services "in the cloud" of payment in establishments with 10 or more employees of the Basque Country according to branch of activity (%). 2023. 2023

Computer services "in the cloud" of payment	Total	Industry	Construction	Services
Email (as a cloud service)	46.8	43.6	39.5	48.4
Office automation programs (word processors or spreadsheets)	40.8	35.3	35.3	42.9
Financial management or accounting applications	28.9	24.3	31.2	30.1
Enterprise Resource Planning (ERP) Applications	23.0	25.0	25.6	22.2
Customer relationship management (CRM) applications	22.7	15.8	6.6	26.0
Security applications (antivirus program or network access control)	37.7	34.3	43.5	38.2
Hosting company databases	34.0	32.0	37.7	34.3
File storage	46.4	43.0	43.2	47.6
Computing capacity for the operation of enterprise software	30.2	25.4	22.7	32.3
Platform for application development, testing and deployment	20.8	12.6	18.7	23.3

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Source: Eustat. Survey on the information society. Companies

The use of Big Data reached 25.5% of establishments with 10 or more employees in 2023

Big Data analysis reached 25.5% of establishments with 10 or more employees. It is of particular note that it was used by a very high percentage of establishments in the services sector, 29.1%; industrial establishments, 14.3%; and construction, 21.5%.

Particularly noteworthy among the data analysed were those from operational registries (details of sales, payment registers), 17.0%; followed by client data (information regarding purchases, location, preferences, etc.), 15.7%. Next were data obtained on the website, 13.0%; and those gathered from social networks, 10.4%.

Analysis of Big Data in establishments with 10 or more employees in the Basque Country according to branch of activity (%). 2023

	Total	Industry	Construction	Services
Analysis of aggregate (Big Data)	25.5	14.3	21.5	29.1
Transaction log data, such as sales details, payment records	17.0	10.0	8.4	19.7
Customer data (information about purchases, location, preferences, reviews or searches)	15.7	6.9	8.4	18.9
Social media data, including company own social media profiles	10.4	3.8	5.6	12.8
Web data (search engine trends, web page scraping)	13.0	4.6	8.8	15.8
Location data from the use of portable devices or vehicles	9.3	5.2	11.7	10.3
Data from smart devices or sensors	7.8	6.0	6.4	8.4
Open data from public authorities (public records, meteorology, transport, housing...)	7.3	1.9	3.3	9.3
Satellite data (excluding GPS location)	2.5	1.0	0.2	3.2

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Source: Eustat. Survey on the information society. Companies

10.6% of people employed in Basque companies worked remotely in 2023

In 2023, 10.6% of staff at Basque companies worked off company premises for at least half of the working day on a regular basis, using telematic networks to connect to the company's ICT (Information Communication Technology) systems, and can therefore be considered remote workers.

Furthermore, on average, we find that 77.9% of employees used ICT (Information & Communication Technology) systems and 10.2% were ICT specialists. Additionally, 41.8% had a remote connection via a portable device for professional use.

If these staff are analysed by gender, it is worth noting that, except for ICT specialists, where the percentage of men (65.7%) was higher than that of women, (34.3%), in the other categories mentioned the percentages were very similar, with a share of around 50%.

However, by sector of activity, excepting ICT specialists where the percentage of men is always higher, in the other sectors differences between gender were observed. In Industry and Construction there was a higher percentage of men, whereas by contrast, the percentage of women was higher in Services.

ICT personnel employed in the establishments of the Basque Country by province and branch of activity (%). 2023

	ICT users			ICT specialists			Employees with remote connection			Remote workers		
	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men
Basque Country	77,9	49,5	50,5	10,2	34,3	65,7	41,8	46,6	53,4	10,6	49,4	50,6
Araba/Álava	76,9	49,4	50,6	9,1	35,8	64,2	38,8	46,9	53,1	10,7	52	48
Bizkaia	77,6	49,5	50,5	10,5	34,1	65,9	42,3	46,1	53,9	10,5	49,6	50,4
Gipuzkoa	78,7	49,7	50,3	10,3	33,7	66,3	42,6	47,2	52,8	10,7	47,7	52,3
Branch of activity												
Industry	67,2	31,1	68,9	5,7	24,1	75,9	35,8	31,5	68,5	9,6	38,3	61,7
Construction	65,5	27,8	72,2	6,0	27,8	72,2	57,2	24,1	75,9	8,8	43,4	56,6
Services	81,7	56,3	43,7	11,8	37,6	62,4	42,3	52,9	47,1	11,0	53,5	46,5

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Source: Eustat. Survey on the information society. Companies

Basque companies have already almost reached the maximum availability of main ICT equipment

As regards ICT equipment in Basque companies, it is worth noting that they are becoming better prepared and the percentage of employees who use these technologies was also higher. Currently, 95.9% of establishments have a computer, 94.7% have Internet access and just over half of companies, 54.4%, have a website.

In establishments with 10 or more employees, these percentages in equipment have already almost reached their maximum. Thus, 99.4% have a computer, the same percentage, 99.4%, have internet access, and 92.3% have a website, so unlike smaller establishments, there is almost no growth margin left.

Information technology equipment in establishments in the Basque Country by province and employment strata. 2023

	Personal Computer		Internet		Web page	
	% acc/business	% acc/job	% acc/business	% acc/job	% acc/business	
Basque Country	95,9	75,7	94,7	73,2	54,4	
Araba/Álava	96,6	73,7	96,5	69,6	55,5	
Bizkaia	95,2	76,2	93,4	74,1	52,9	
Gipuzkoa	96,6	76,0	96,1	73,7	56,5	
Employment strata						
From 0 to 9	95,5	79,1	94,2	79,0	50,8	
10 or more	99,4	74,2	99,4	70,5	92,3	

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Source: Eustat. Survey on the information society. Companies

As regards the percentage of employees using these technologies, 75.7% use a computer and 73.2% have Internet access.

Computer security is very widespread among Basque companies

Furthermore, 90.5% of companies have some form of computer security measure. Standing out among these measures, above 30%, were updated software (86.5%), secure passwords (84.0%) and external backups (65.4%), network access control (41.7%) and data encryption (35.5%). In the case of companies with 10 or more employees, all these percentages were higher, with those using some form of computer security reaching 98.5%.

54.4% of all Basque companies, and 92.3% of those with 10 or more employees, had an online presence via a website

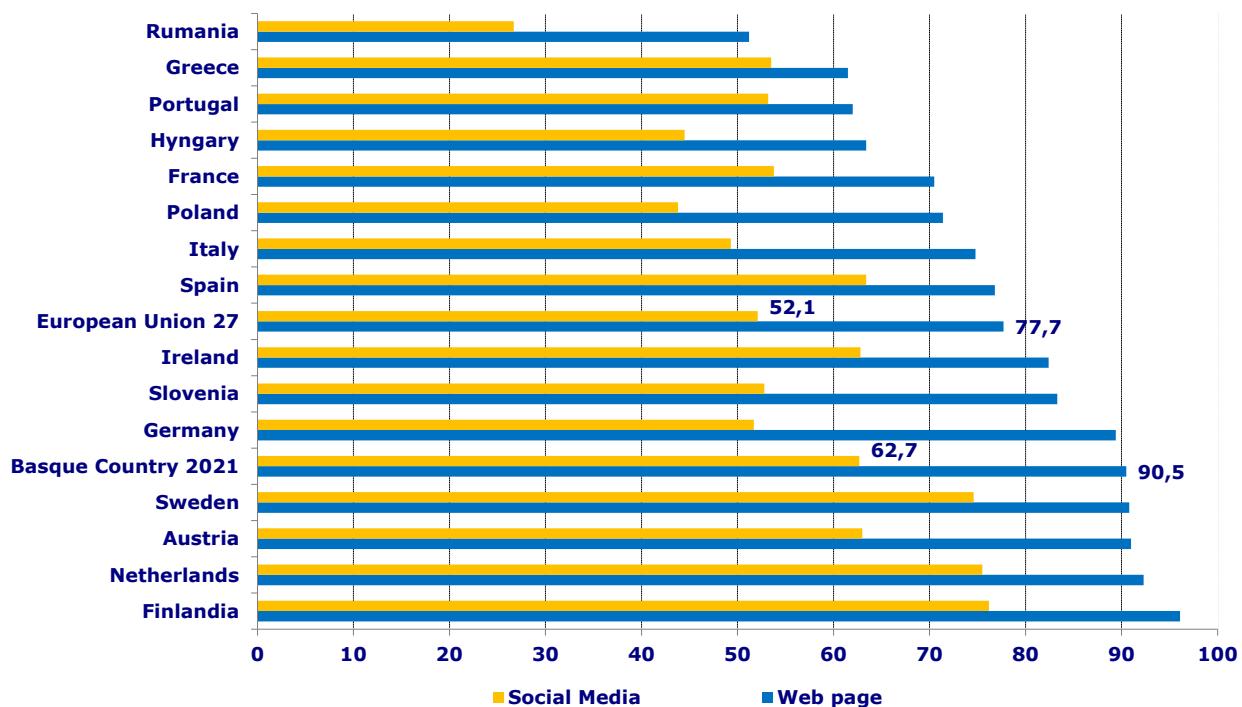
Companies are giving more importance to maintaining a presence on the internet via a website. In the last year, those that had a web presence accounted for 54.4% of the total, whilst in companies with 10 or more employees this figure rose to 92.3%.

These websites provide general information on the company, a catalogue of products and services offered, a data privacy statement, job offers and after-sale services, amongst other options.

Regarding the languages that they can be accessed in, Spanish particularly stands out, available in 98.6% of cases; Basque was available in 43.8% of cases; English, 30.1% and other languages, 14.9%.

Online presence and the use of social media in Basque companies with 10 or more employees exceeded the EU-27 average

Establishments of 10 or more people employed per website and use of social media by country (%). January 2021



Source: Eustat. Survey on the information society. Companies and EUROSTAT

At the international level, and for a perfect comparability with the EU-27, the data that has to be employed is that for of companies with 10 or more employees and the activities that Eurostat groups them into (they do not take into account the financial sector, public administration, etc.). It also has to be taken into account that, despite Eustat having more recent information available, information from the previous year, 2021, must be used. This year, Basque companies with these characteristics obtained a higher percentage of companies with a website (90.5%) than the European Union 27 average (77.7%), in addition to making greater use of social media, 62.7% in the Basque Country in 2021, compared with the EU-27 average of 52.1%.

NOTE

Eustat would like to thank all the companies and institutions that have collaborated in preparing this survey, the information for which was gathered between January and May 2023 with a response rate of 82.5%.

Newly included in the dissemination this year are the use of social media, paid cloud computing services, the Internet of Things (IoT) and Big Data.

For further information:

*Eustat - Euskal Estatistika Erakundea / Basque Statistics Institute
C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz
Press Service: servicioprensa@eustat.eus Tel.: 945 01 75 62*