

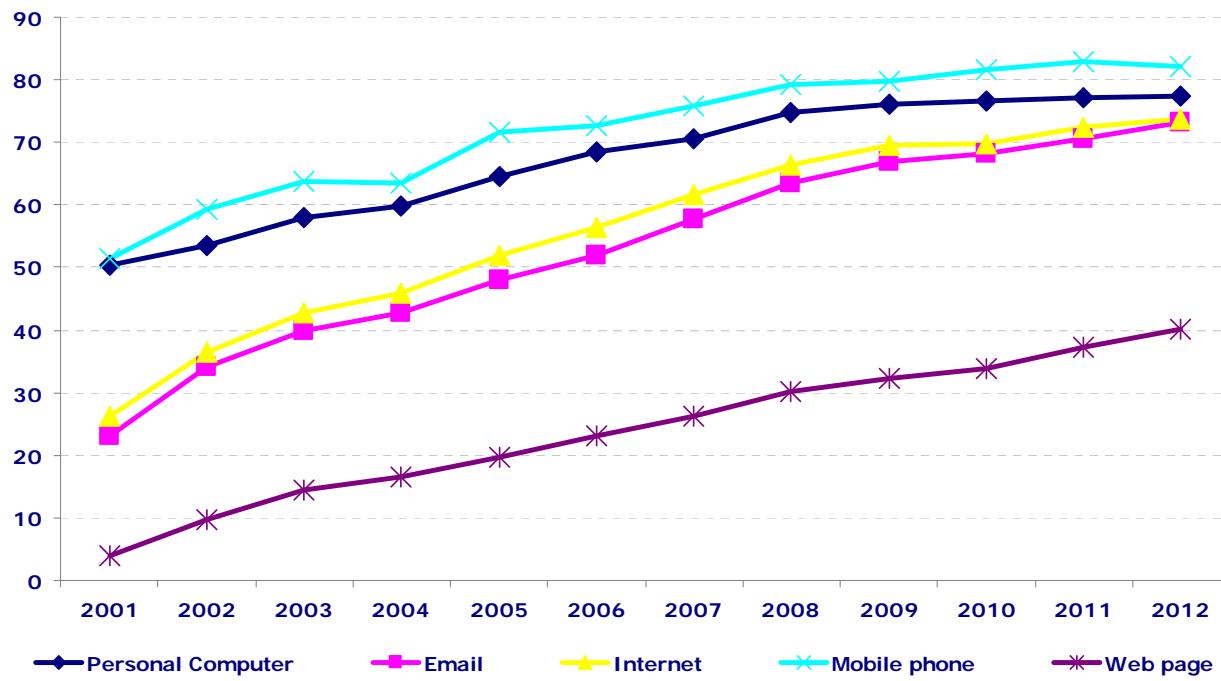
Internet access, use of broadband and online presence in Basque companies of 10 or more employees exceeded the EU-27 average

64% of companies with Internet access, 87.8% in those with 10 or more employees, used it to carry out procedures with the Public Administration

Basque companies continued to improve their ICT (Information and Communication Technologies) at the beginning of 2012, according to data provided by Eustat. At the same time, the number of employees using these technologies also keeps increasing year after year.

Although the growth rate has decreased over the last few years as this equipment becomes available in companies, this continuing improvement indicates that, currently, 77.5% of companies have a computer, following an increase of 0.3 percentage points in the last year; establishments with e-mail made up 73.2% of the total after improving by 2.5 points, and 73.8% had Internet access, having grown 1.4 points. The mobile phone, in turn, despite dropping 0.7 percentage points in the last year, continued to be the most common piece of CIT equipment in the Community, being available in 82.1% of Basque establishments.

Graph 1: Evolution of ICT facilities in Basque companies. (%)



Source: EUSTAT. Information Society Survey - ESI-Companies

Moreover, 40.2% of companies had a website, following an increase of 2.9 points over the last year. This figure rose to 54.5% if we only take into account companies with an Internet connection.

By Province, although the differences are not very significant, the establishments in Álava had the greatest implementation of these technologies, followed by those in Gipuzkoa. Bizkaia, for its part, obtained slightly lower figures.

Companies of 10 or more employees, except in the case of Websites, practically maintained the same CIT equipment, having already nearly reached the availability threshold

These percentages are much higher in establishments of 10 or more employees, reaching 98.6% for those with a computer, 97.2% for e-mail, 96.7% for Internet access, 94.5% for mobile telephones and 81.6% for those with a website.

Table 1: Establishments with ICT facilities, by province and size of establishment. 2012

	Personal Computer		Email		Internet		Mobile phone		Web page	
	%	Variation*	%	Variation*	%	Variation*	%	Variation*	%	Variation*
Basque Country	77,5	0,3	73,2	2,5	73,8	1,4	82,1	-0,7	40,2	2,9
Araba/Álava	81,8	1,4	75,9	2,4	77,2	2,0	83,0	-1,1	44,3	7,9
Bizkaia	75,6	0,5	71,3	3,3	71,4	1,7	81,9	-0,4	39,5	2,8
Gipuzkoa	78,7	-0,5	75,1	1,5	76,2	0,9	82,0	-1,0	39,6	1,1
Employment stratum										
0 - 9	75,8	0,2	71,3	2,7	71,9	1,5	81,1	-0,8	36,9	3,0
≥ 10	98,6	0,1	97,2	-0,3	96,7	-0,5	94,5	0,5	81,6	1,0

* Difference in percentage points as regards the previous year

Source: EUSTAT. Information Society Survey - ESI-Companies

Regarding the percentage of employees using these technologies, there has been a significant rise with regards to the previous year. Thus, 65.2% of personnel in work used a computer, 57.3% had e-mail and 55.9% had access to the Internet.

Unlike in equipment, it is important here to indicate how the percentages of employees using this technology are very similar, independently of the size of the establishment, due, amongst other reasons, to the greater progress in small establishments and to the fact that, in large ones, not all employees have access to this equipment. Furthermore, in Bizkaia, in e-mail and Internet, and in Álava, in PCs, it can be seen how a greater percentage of employees use these technologies.

Table 2: Employees who use ICT facilities, by province and size of establishment. 2012. (%)

	Personal Computer		Email		Internet	
	Total establishments	With 10 or more employees	Total establishments	With 10 or more employees	Total establishments	With 10 or more employees
Basque Country	65,2	65,8	57,3	58,0	55,9	55,3
Araba/Álava	65,6	66,4	55,4	55,6	52,8	51,5
Bizkaia	65,5	67,3	58,1	60,0	56,9	57,7
Gipuzkoa	64,6	63,2	56,9	56,1	55,7	53,4

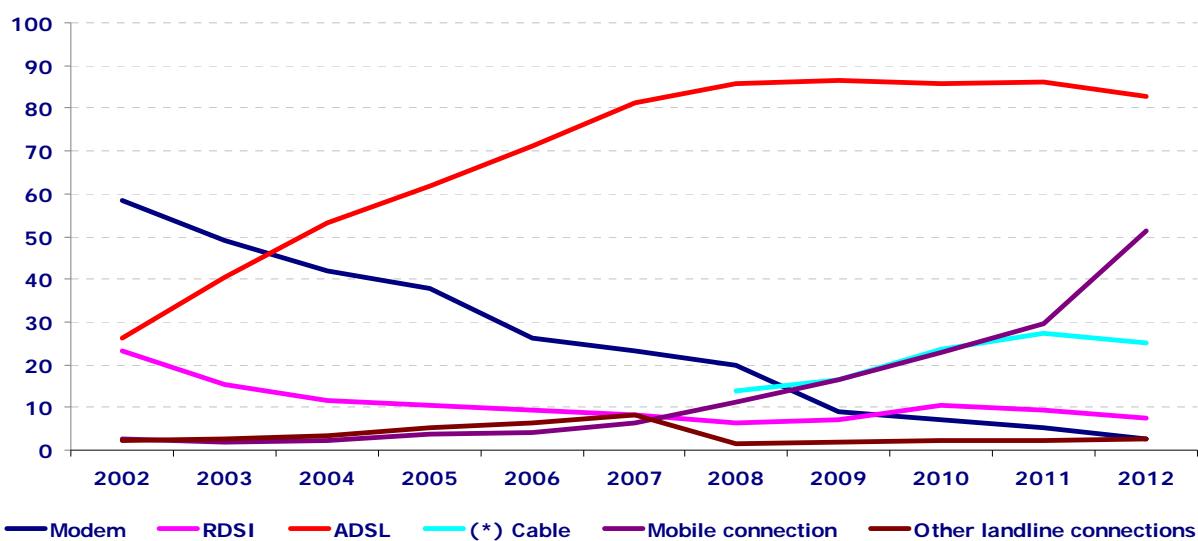
Source: EUSTAT. Information Society Survey - ESI-Companies

Access to the Internet by Basque companies was predominantly via ADSL, although mobile connections obtained the highest growth

Basque companies with Internet access currently represent 73.8% of the total, after those connected the previous year rose by 1.4 percentage points. The predominant method of access to the web continued to be via ADSL, with 82.7% of companies with access using this method, although they dropped for the first time in the last year. Following these were mobile connections with 51.2%, also obtaining the highest growth, and fibre optic cable connections, with 25.1%.

The remaining methods obtained lower utilisation percentages. So, ISDN lines accounted for 7.5%, modem connections accounted for 2.8% and other fixed connections stood at 2.7%.

Graph 2: Ways of accessing Internet. (%)



(*) Cable from Others has been separated since 2008

Source: EUSTAT. Information Society Survey - ESI-Companies

In companies of 10 or more employees, 96.7% had Internet access, with ADSL lines also being the predominant access method with usage of 87.7%. Next were mobile connections (66.5%), following a significant rise in the last year, cable (34.3%) and, further behind, ISDN lines (13.6%), the modem (1.4%) and other fixed connections (7.3%).

Regarding the main use that companies made of the Internet, searches for general information, the obtaining of banking or financial services, and the carrying out of administrative tasks particularly stand out.

Of the last example, mention should be made of the fact that 64.0% of companies with Internet access carried out procedures with the Public Administration via this method, being able to obtain information, and complete various printouts and forms, carry out administrative procedures and present proposals and bids, amongst other alternatives.

40.2% of Basque companies, 81.6% in those with 10 or more employees, had an online presence via a website

Companies are increasingly conscious of the importance of maintaining a presence on the Internet via a website. Hence, in the last year, those that had a web presence accounted for 40.2% of the total, following an increase of 2.9 percentage points, whilst in companies of 10

or more employees this figure stood at 81.6%, after growing 1.0 points. If we take into account solely those companies that had an Internet connection, these percentages rise to 54.5% for the total and 84.4% in those with 10 or more employees.

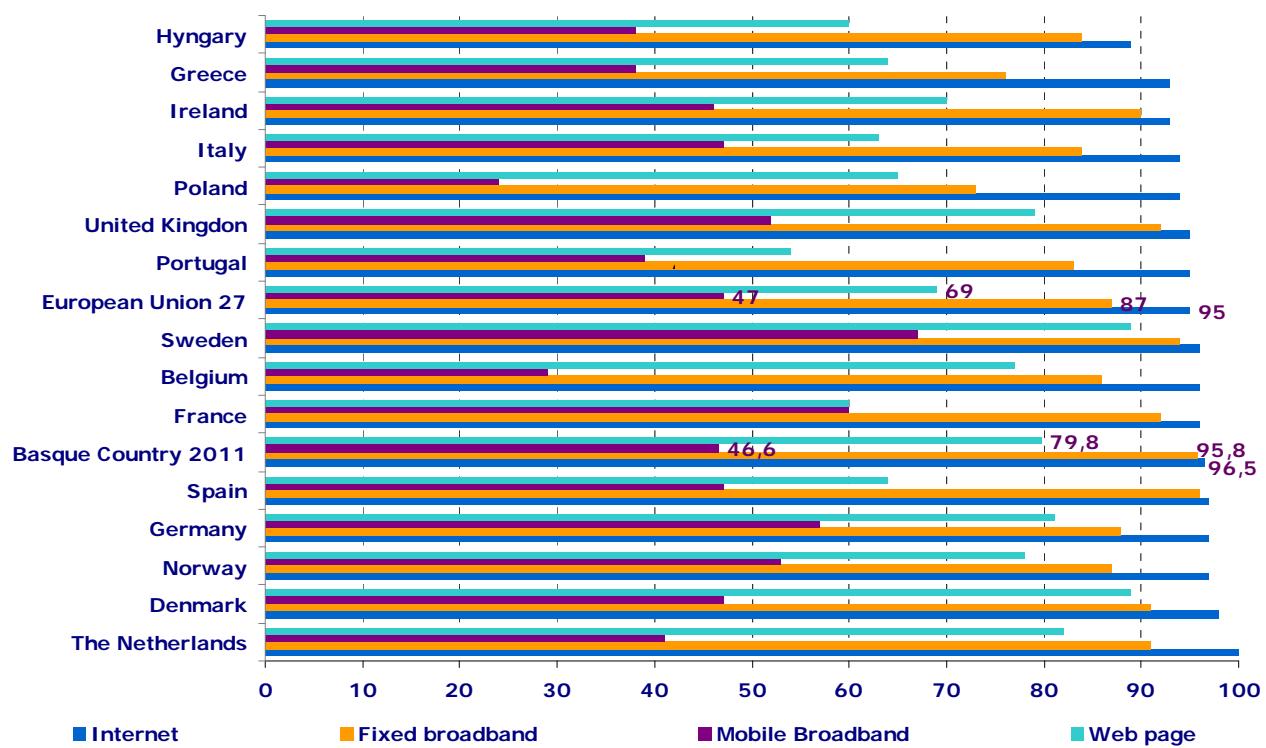
These websites provide general information on the company, a list of products and services offered, a data privacy statement, after-sale services and job offers.

Regarding languages that they can be accessed in, Spanish particularly stands out, available in 98.7% of cases; Basque was in 33.9% of cases; English, 29.5% and other languages, 14.8%.

Internet access, broadband use and online presence in Basque companies of 10 or more employees exceeded the EU-27 average

At an international level, and for a perfect comparability with the EU-27, as well as employing the data of companies with 10 or more employees and the activities that they are grouped into (they do not take into account the financial sector, the public administration, etc..), information from 2011 must be used, where Basque companies obtained Internet access percentages (96.5%) higher than the European Union 27 average (95%), as well as having a greater percentage of fixed broadband use (95.8% to 87%) and similar in mobile broadband (46.6% to 47%). The Basque country also had a greater percentage of companies with a website, 78.8% in 2011 compared to the 69% EU-27 average.

Graph 3: Establishments with 10 or more employees by Internet access and use of broadband and with websites by countries. January 2011. (%)



Source: EUSTAT. Information Society Survey - ESI-Companies 2011
 EUROSTAT 2011

17.3% of Basque companies, 24.9% in those with 10 or more employees, realised e-commerce in 2011

In 2011, 17.3% of Basque establishments realised e-commerce, following an increase of 2.2 points with regards to the previous year. This figure was arrived at mainly due to the 16.1% of those that carried out purchases via electronic means, with an increase of 1.9 percentage points and, to a lesser extent, by those that used this means to make sales, which scarcely represented 4.1%, 0.2 points more than in 2010.

These figures were higher in companies with 10 or more employees, where the proportion of those who made purchases or sales via the web or through other electronic systems (EDI, electronic data exchange), accounted for 24.9%, following a rise of 1.8 points. Also in this section the greatest part of this total originated from those that made electronic purchases, accounting for 21.4% and rising by 1.1 points with respect to the previous year and, to a lesser extent, by those who made sales via the same means, standing at 9.8%, 1.3 points up on 2010.

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