

## Quality table for the 2006 survey of information and communication technologies (ICTs)

| <b>Survey identity card</b>            |   |
|--|---|
| <b>Name</b>                            | Survey of information and communication technologies and e-commerce   |
| <b>Year of survey</b>                  | The survey data are from 2006   |
| <b>Frequency</b>                       | Annual survey within the framework of a five-year programme, with a part of the questionnaire being renewed each year       |
| <b>Service in charge of the survey</b> | Insee, Services division ; Structural surveys unit in the services sectors of the Regional Directorate of the Pays de Loire |

  

| <b>Technical characteristics</b>                               |   |
|--|---|
| <b>Scope and coverage of survey</b>                            | All companies with 10 employees or more belonging to the following market sectors in <a href="#">NAF rév. 1</a> : Industry and agri-food industries (section D), energy (section E), construction (section F), trade (section G), hotels and restaurants (section H), transport and communications (section I), financial services, real estate, renting and business activities (section K) and audiovisual activities (groups 92.1 and 92.2). |
| <b>Geographical scope</b>                                      | Metropolitan France   |
| <b>Statistical unit used in the survey</b>                     | The company and a grouping of legal units for a few groups  |
| <b>Size of the reference population</b>                        | 160 000 units   |
| <b>Sample size</b>   | 12 841 units  |
| <b>Number of companies who were given a questionnaire test</b> | 49 face-to-face tests and 342 tests sent out by post  |
| <b>Estimated response time</b>                                 | The information available relating to the response time is based on the responses to the face-to-face test questionnaires. The average time taken to fill out the questionnaire during the face-to-face tests was a little over half an hour. For 60 % of the companies, the response time ranged between 20 and 40 minutes, for 20 % of them between 10 and 20 minutes and for the remaining 20 % between 40 and 60 minutes.                   |
| <b>Compulsory or non-compulsory nature of the survey</b>       | Compulsory survey   |
| <b>Collection mode</b>   | Postal survey   |
| <b>Users committee</b>   | with external users <input checked="" type="checkbox"/><br>without external users <input type="checkbox"/><br>no <input type="checkbox"/>   |

| Key dates from launch until the publication of the results                      |                     |
|---|---------------------|
| First launch meeting  | March 17 2006       |
| Favourable opinion from the National Council for Statistical Information (CNIS) | May 2006            |
| Meeting of the approvals committee (known as the "Label Committee") of the CNIS | 29 September 2006   |
| Launch of collection  | 13-15 November 2006 |
| End of clerks work  | 4 April 2007        |
| Feedback to companies   | February 2008       |
| First publication on the basis of provisional results                           | N/A                 |
| First publication on the basis of the final results                             | March 2008          |

| Survey sample  |  |
|--|--|
| Sampling method  | <p>Simple stratified random sampling by sector of activity and number of employees. The sampling rates vary according to the stratum ; a « <b>sampling stratum</b> » is defined by a sector of activity and a bracket using the number of salaried workers.</p> <p>Half of the sample is replaced each year, except for the exhaustive strata. Measures are taken to ensure that the probability of overlap between the new part of the sample and the part kept from the previous year is as low as possible (negative coordination of the new part with the part kept from the previous year).</p> |
| Number of target variables for the dissemination of results (or for the studies) | 10   |
| List of target variables for the dissemination of results (or for the studies)   | <p>A few variables relating to <u>capital goods</u> :</p> <ul style="list-style-type: none"> <li>- the proportion of companies which own a computer ;</li> <li>- the proportion of companies which have an internet connection ;</li> <li>- the proportion of companies which have an order management system.</li> </ul>  |

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|---|--|
|   | <p>Variables relating to <u>e-commerce</u> :</p> <ul style="list-style-type: none"> <li>- the proportion of companies which sell over the internet ;</li> <li>- the proportion of companies which sell using EDI (electronic data interchange) ;</li> <li>- the proportion of companies which purchase over the internet ;</li> <li>- the proportion of companies which purchase using EDI.</li> </ul> <p>Variables relating to the annual theme of the survey : <u>staff skills</u> :</p> <ul style="list-style-type: none"> <li>- the percentage of staff who regularly use the computer ;</li> <li>- the percentage of staff who regularly use the internet ;</li> <li>- the proportion of companies that have sub-contracted out certain functions that require ICT expertise.</li> </ul>  |
| <b>Number of disseminated sub-populations</b> | 3  |
| <b>List of disseminated sub-populations</b>   | <p><u>1- companies by sector of activity operating at different NES levels (nomenclature économique de synthèse) :</u></p> <ul style="list-style-type: none"> <li>- Food products industry (equivalent to EB in NES16),</li> <li>- Consumer goods industry (equivalent to EC in NES16),</li> <li>- Capital goods industry (equivalent to ED + EE in NES16 : including the automobile industry),</li> <li>- Intermediate goods industry (equivalent to EF in NES16),</li> <li>- Energy (equivalent to EG in NES16),</li> <li>- Construction (equivalent to EH in NES16),</li> <li>- Sale, retail sale and repair of motor vehicles (equivalent to J1 in NES36),</li> <li>- Wholesale trade (equivalent to J2 in NES36),</li> <li>- Retail trade; repair of personal and household goods (equivalent to J3 in NES36),</li> <li>- Transport (equivalent to EK in NES16),</li> <li>- Financial intermediation (equivalent to EL in NES16),</li> <li>- Real estate activities (equivalent to EM in NES16),</li> <li>- Post and telecommunications (equivalent to N1 in NES36),</li> <li>- Computer and related activities (equivalent to N21 in NES114),</li> <li>- Consultancy and assistance activities (equivalent to N2 and N4 in NES36 less the N21 in NES114),</li> <li>- Operational activities (equivalent to N3 in NES36),</li> <li>- Hotels and restaurants (equivalent to P1 in NES36),</li> <li>- motion picture, video, radio and televisions activities (equivalent to P21 in NES114),</li> </ul> <p>This breakdown tallies approximately with NES16 for industry, energy and construction and makes it possible to breakdown service activities into more detailed levels (NES36 or NES114).</p> |

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|  | <p>2 – companies by number of salaried workers :10 to 19 salaried workers, 20 to 49 salaried workers, 50 to 249 salaried workers, 250 salaried workers or more;</p> <p>3 – companies belonging to a group and/or a network (franchises...) compared to independent companies</p> |
| <b>Population of the exhaustive strata surveyed as a proportion of all the units of the sample</b> | 2 534 / 12 841, or 20 %  |
| <b>Sampling rates</b>  | <p>The average sampling rate is 8 % (or 12 841/160 000). Depending on the sampling strata, the sample rates range from 2.2 % to 100 %.</p> <p>For half of the sampling strata, this rate is below 20 %.</p>  |

| <b>Indicators relating to production</b>  |  |
|---|--|
| <b>Are there any follow-ups?</b>  | Yes  |
| <b>If so, what type and how many?</b>   | <ul style="list-style-type: none"> <li>- 8 898 reminder letters ;</li> <li>- 7 053 letters of formal notice ;</li> <li>- 4 487 non-response notices ;</li> <li>- 100 telephone follow-ups made by the network of interviewers and 160 telephone reminders made by clerks.</li> </ul>   |
| <b>Number of units in the initial sample</b>  | 12 841   |
| <b>Number of returned surveys</b>   | 11 077   |
| <b>Number « outside the scope » (including units that have disappeared) amongst the returned questionnaires</b> | 590  |
| <b>Number entering the scope</b>  | 0  |
| <b>Number of useable questionnaires</b>   | <p>10 476</p> <p>The number of useable questionnaires is equal to the number of returned questionnaires minus the number of companies « outside the scope » and the number of unuseable questionnaires, plus the number of companies « entering the scope ».</p>   |
| <b>Survey response rate</b>   | <p>85,5 %</p> <p>The response rate is equal to the number of useable questionnaires as a proportion of the number of companies in the sample, minus those falling « outside the scope » of the survey.</p> <p>This rate hardly varies according to the size of the company. The rate varies more according to the sectors of activity, but still ranges between 70 % and 92 %.</p> |

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| <b>Response rate for each target variable from the population of respondents</b> | <b>Target variables</b><br>Have a computer<br>Have an internet connection<br>Have a order management system<br>Sell over the internet<br>Use EDI for sales<br>Purchase over the internet<br>Purchase using EDI<br>Number of computer users<br>Number of internet users<br>Sub-contracting of ICT expertise   | <b>Response rate</b><br>99.98<br>99.96<br>99.64<br>99.70<br>99.02<br>98.96<br>98.11<br>96.63<br>93.91<br>99.09 |
| <b>Non-response treatment</b>  | In order to take account of the non-responses, a study of the companies that did not respond is carried out using other sources, including the Sirène business register (size, sector the company operates in...).<br>As a result of this study, the initial weights of the responding companies were modified, according to the categories of companies known as « homogenous response groups » in order to « represent » the non-responding companies. |  |
| <b>Estimation procedures</b>   | The final estimations are obtained on the basis of the weights for each company. These weights are derived from the initial weights, which stem from the sample plan, and from the process of taking account of the non-responses, set out above.  |  |

## Accuracy indicators

The coefficient of variation, expressed as a percentage, for the estimations of each target variable and for the dissemination areas

| Dissemination areas                  | Target variables                                       | Have a computer | Among companies which own a computer |                                |                        |                   |
|--------------------------------------|--|-----------------|--------------------------------------|--------------------------------|------------------------|-------------------|
|                                      |  |                 | Have an internet connection          | Have a order management system | Sell over the internet | Use EDI for sales |
| <b>All</b>                           |  | 0,23            | 0,36                                 | 1,64                           | 5,71                   | 6,95              |
| <b>By number of salaried workers</b> |  |                 |                                      |                                |                        |                   |
|                                      | from 10 to 19 salaried workers                         | 0,43            | 0,67                                 | 3,61                           | 10,94                  | 33,66             |
|                                      | from 20 to 49 salaried workers                         | 0,16            | 0,29                                 | 2,12                           | 8,21                   | 14,36             |
|                                      | from 50 to 249 salaried workers                        | 0,06            | 0,16                                 | 1,42                           | 6,23                   | 7,62              |
|                                      | 250 salaried workers or more                           | 0,05            | 0,06                                 | 0,78                           | 4,72                   | 4,37              |
| <b>By sector</b>                     |  |                 |                                      |                                |                        |                   |
|                                      | Food products industry                                 | 2,68            | 1,84                                 | 5,85                           | 23,07                  | 8,15              |
|                                      | Consumer goods industry                                | 0,80            | 0,61                                 | 5,31                           | 14,79                  | 17,27             |
|                                      | Capital goods industry                                 | 0,00            | 1,05                                 | 5,05                           | 28,67                  | 18,15             |
|                                      | Intermediate goods industry                            | 0,39            | 0,57                                 | 3,07                           | 20,15                  | 13,03             |
|                                      | Energy   | 0,00            | 0,00                                 | 10,88                          | 15,84                  | 21,8              |
|                                      | Construction   | 0,11            | 1,04                                 | 9,45                           | 59,84                  | 54,62             |
|                                      | Sale, retail sale and repair of motor vehicles         | 0,00            | 1,07                                 | 6,11                           | 25,62                  | 60,6              |
|                                      | Wholesale trade  | 0,00            | 0,90                                 | 3,86                           | 17,59                  | 17,78             |
|                                      | Retail trade; repair of personal and household goods   | 1,37            | 1,87                                 | 4,88                           | 22,97                  | 40,13             |
|                                      | Transport  | 0,80            | 1,6                                  | 8,55                           | 21,31                  | 19,64             |
|                                      | Financial intermediation                               | 0,00            | 0,00                                 | 13,59                          |                        |                   |
|                                      | Real estate activities                                 | 0,16            | 1,57                                 | 14,84                          | 47,3                   | 0,00              |
|                                      | Post and telecommunications                            | 0,00            | 0,88                                 | 8,23                           | 11,16                  | 50,27             |
|                                      | Computer and related activities                        | 0,02            | 0,00                                 | 7,79                           | 21,50                  | 46,43             |
|                                      | Consultancy and assistance activities                  | 0,01            | 0,17                                 | 7,85                           | 22,62                  | 33,55             |
|                                      | Operational activities                                 | 0,66            | 1,01                                 | 10,13                          | 21,57                  | 53,92             |
|                                      | Hotels and restaurants                                 | 1,73            | 2,40                                 | 7,19                           | 9,27                   | 57,82             |
|                                      | Motion picture, video, radio and television activities | 0,77            | 0,78                                 | 8,69                           | 14,97                  | 37,10             |
| <b>By level of independence</b>      |  |                 |                                      |                                |                        |                   |
|                                      | Belong to a group or a network                         | 0,21            | 0,58                                 | 1,75                           | 6,57                   | 7,48              |
|                                      | Independent  | 0,43            | 0,63                                 | 3,76                           | 11,47                  | 19,58             |

| Dissemination areas                  | Target variables                                       | Have a computer | Among companies which own a computer |                    |                          |                          |
|--------------------------------------|--|-----------------|--------------------------------------|--------------------|--------------------------|--------------------------|
|                                      |  |                 | Purchase over the internet           | Purchase using EDI | Number of computer users | Number of internet users |
| <b>All</b>                           |  | 0,23            | 2,81                                 | 9,16               | 1,87                     | 3,51                     |
| <b>By number of salaried workers</b> |  |                 |                                      |                    |                          |                          |
|                                      | from 10 to 19 salaried workers                         | 0,43            | 5,29                                 | 29,35              | 1,67                     | 2,10                     |
|                                      | from 20 to 49 salaried workers                         | 0,16            | 3,88                                 | 17,30              | 1,45                     | 1,76                     |
|                                      | from 50 to 249 salaried workers                        | 0,06            | 3,30                                 | 8,60               | 1,37                     | 1,97                     |
|                                      | 250 salaried workers or more                           | 0,05            | 2,57                                 | 5,12               | 2,55                     | 5,69                     |
| <b>By sector</b>                     |  |                 |                                      |                    |                          |                          |
|                                      | Food products industry                                 | 2,68            | 13,93                                | 23,26              | 1,75                     | 2,45                     |
|                                      | Consumer goods industry                                | 0,80            | 8,36                                 | 38,24              | 1,96                     | 2,86                     |
|                                      | Capital goods industry                                 | 0,00            | 9,68                                 | 29,83              | 1,22                     | 1,65                     |
|                                      | Intermediate goods industry                            | 0,39            | 7,84                                 | 15,62              | 1,32                     | 1,88                     |
|                                      | Energy   | 0,00            | 15,31                                | 16,13              | 0,56                     | 2,48                     |
|                                      | Construction   | 0,11            | 11,45                                | 20,81              | 2,06                     | 2,40                     |
|                                      | Sale, retail sale and repair of motor vehicles         | 0,00            | 14,24                                | 29,31              | 1,71                     | 2,65                     |
|                                      | Wholesale trade  | 0,00            | 9,15                                 | 18,42              | 1,27                     | 2,11                     |
|                                      | Retail trade; repair of personal and household goods   | 1,37            | 15,93                                | 21,75              | 1,99                     | 2,93                     |
|                                      | Transport  | 0,80            | 10,92                                | 40,34              | 1,93                     | 3,11                     |
|                                      | Financial intermediation                               | 0,00            |                                      |                    | 0,57                     | 6,86                     |
|                                      | Real estate activities                                 | 0,16            | 18,71                                | 50,67              | 1,92                     | 3,28                     |
|                                      | Post and telecommunications                            | 0,00            | 12,67                                | 35,66              | 0,39                     | 0,86                     |
|                                      | Computer and related activities                        | 0,02            | 4,70                                 | 21,67              | 0,72                     | 1,50                     |
|                                      | Consultancy and assistance activities                  | 0,01            | 6,29                                 | 23,50              | 1,16                     | 1,69                     |
|                                      | Operational activities                                 | 0,66            | 10,31                                | 65,14              | 7,29                     | 10,23                    |
|                                      | Hotels and restaurants                                 | 1,73            | 9,31                                 | 28,72              | 2,20                     | 3,67                     |
|                                      | Motion picture, video, radio and television activities | 0,77            | 8,72                                 | 14,82              | 1,24                     | 1,54                     |
| <b>By level of independence</b>      |  |                 |                                      |                    |                          |                          |
|                                      | Belong to a group or a network                         | 0,21            | 3,39                                 | 9,36               | 1,97                     | 3,93                     |
|                                      | Independent  | 0,43            | 4,77                                 | 42,66              | 1,55                     | 1,94                     |

**N.B.:**

The coefficient of variation is the ratio between the standard deviation of the estimation and the value of the estimation. The standard deviation that we can deduct from this coefficient by multiplying it by the value of the estimation is used to produce the confidence interval (generally speaking a « 95% » interval can be produced by carrying over from either side of the estimation value twice the value of the standard deviation).

The lower the value of the coefficient of variation, the more accurate the estimation.

| Dissemination   |   |   |  |
|---|---|---|--|
| <b>Has the survey been archived?</b>                  | Yes   |   |  |
| <b>Is there any documentation to be disseminated?</b> | no documentation <input type="checkbox"/><br>basic documentation <input type="checkbox"/><br>a comprehensive data dictionary <input checked="" type="checkbox"/><br>documentation for external use <input type="checkbox"/>   |   |  |
| <b>Number of publications, by type</b>                | ➔ « Flash Info »<br><br>➔ type « 4 Pages » (Insee Première, the 4 pages on Industrial statistics or equivalent) <table style="display: inline-table; vertical-align: middle; margin-left: 20px;"> <tr> <td style="font-size: 3em; vertical-align: middle;">}</td> <td>                             Two Insee première (n° 1183 and 1184 April 2008)<br/><br/>                             The 4 pages of the Industrial Studies and Statistics Service (Sessi) n°248 June 2008                         </td> </tr> </table><br>➔ CD-Rom, « Insee-Résultats », Minitel, the web -----<br><br>➔ articles, studies ----- | } | Two Insee première (n° 1183 and 1184 April 2008)<br><br>The 4 pages of the Industrial Studies and Statistics Service (Sessi) n°248 June 2008 |
| }   | Two Insee première (n° 1183 and 1184 April 2008)<br><br>The 4 pages of the Industrial Studies and Statistics Service (Sessi) n°248 June 2008  |   |  |