Insights into the use of Digital

Internet & eCommerce Use by Business Survey 2016

✔ Fieldwork was conducted between March and May 2016.

✔ A total of 700 businesses across Malta and Gozo were interviewed. The sample population was stratified proportionately among eight business sectors according to the actual number of registered companies in each sector.

✔ The quantitative research survey was conducted by way of CATI (computer-assisted telephone interview) interviews.

✔ The biggest chunk of the businesses interviewed were micro-enterprises, with 59% of them employing between 1 and 9 employees.

✔ 17% of respondents stated that their business was established between 2001 and 2005, with the majority of them being micro-enterprises (18%). Another 16% of the companies surveyed were established between 2006 and 2010 with most being micro-enterprises (17%), whilst 15% of respondents set-up their business between 1996 and 2000, with the majority being SMEs.

The study assesses the **digital capabilities** and **readiness** in terms of internet and eCommerce use across the entire local industry.

1. Respondent profile	**2. Internet use**	**3. Online presence**
4. Digital transactions	**5. Going to the cloud**	**6. Missing the digital boat**

Research Area 1

RESPONDENT PROFILE

eCommerce

MALTA COMMUNICATIONS AUTHORITY

SAMPLE POPULATION = 700

1%

20%

79%

■ Micros
■ SMEs
■ Large

mca
MALTA COMMUNICATIONS AUTHORITY
eCommerce

79%

68%

67%

21%

31%

33%

1%

1%

1%

■ Micros

■ SMEs

■ Large

2016

2013

2012

eCommerce

33%	• **Wholesale & Retail**
19%	• **Manufacturing & Construction**
14%	• **Financial Intermediation, Business Activities & Communication**
13%	• **Community, Social & Personal Service Activities**
9%	• **Hospitality & Tourism**
7%	• **Transport & Storage**
6%	• **Real Estate & Renting**
1%	• **Education** (training centers & English language schools)

eCommerce

In which year was the company established?

Respondent Profile
type of business
(Base: total respondents)

Is your company part of a franchise or does it represent an international brand?
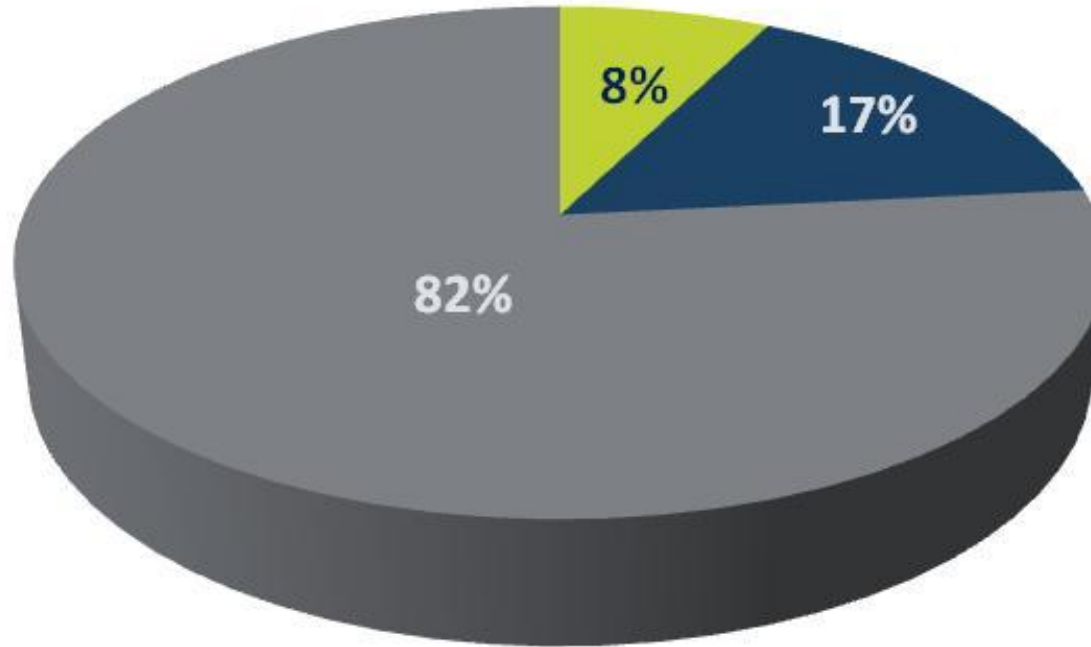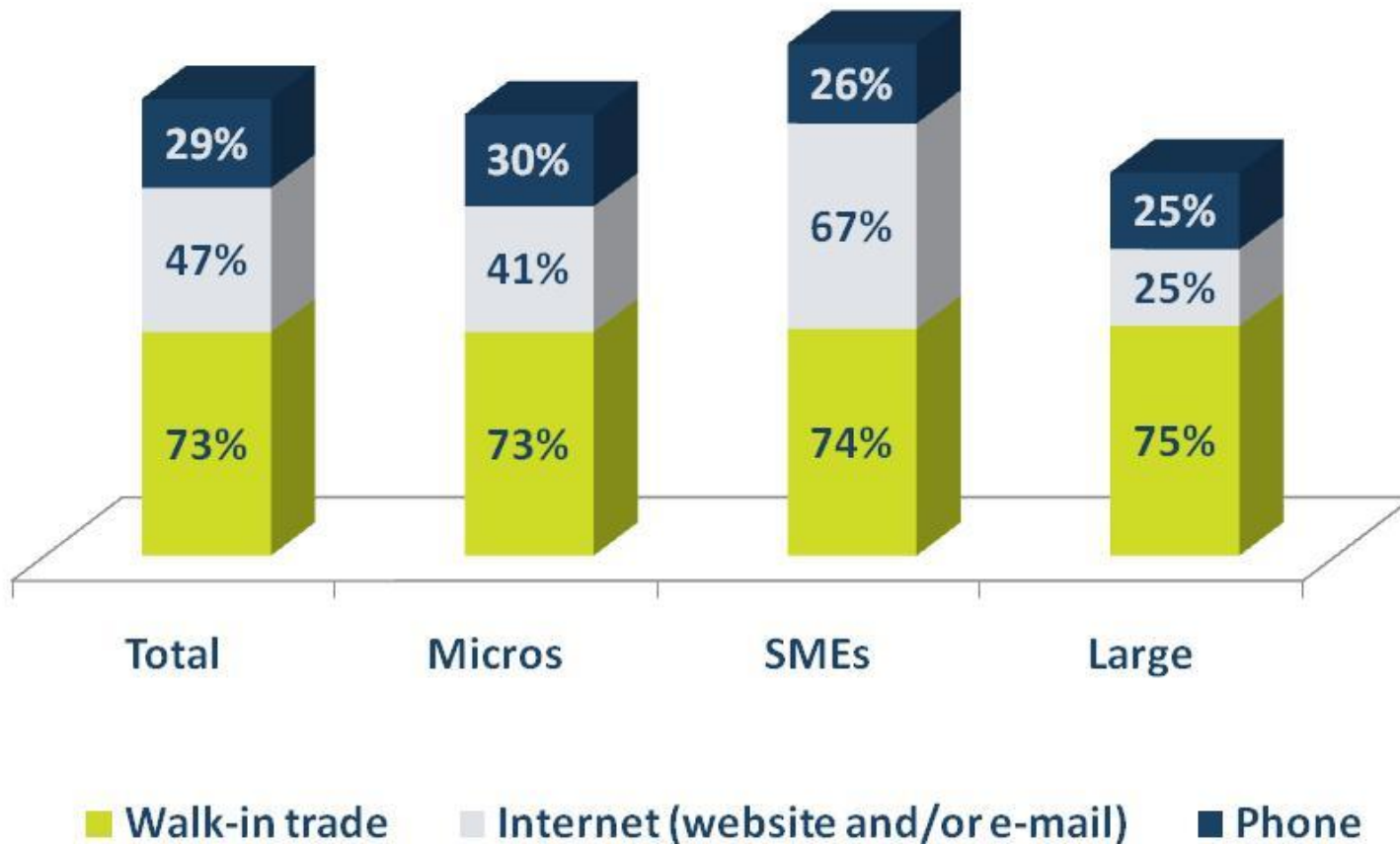
Which sales channels does your company use to sell its products/ services? Select three in order of importance.

sales channels used (2)

(Base: total respondents)

MALTA COMMUNICATIONS AUTHORITY
eCommerce

Primary channel

- 66% walk-in trade
- 13% internet
- 10% phone

Secondary channel

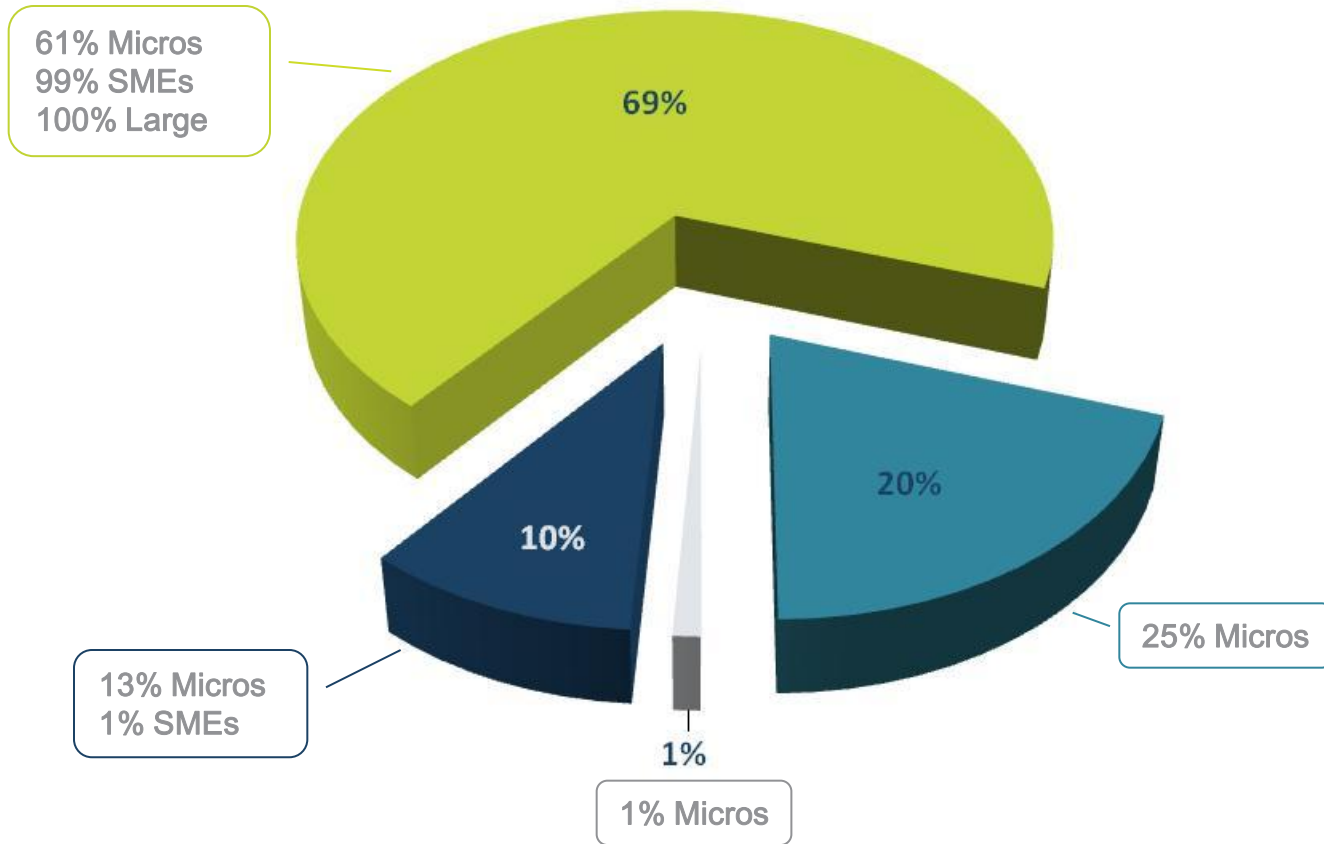Base: Respondents giving a 2nd option

- 20% phone
- 9% walk-in trade
- 62% internet

Tertiary channel

Base: Respondents giving a 3rd option

- 57% phone
- 13% walk-in trade
- 13% internet

Which sales channels does your company use to sell its products/ services? Tick three in order of importance.

Internal IT systems ONLY   Internet ONLY   BOTH IT systems & Internet   None of the above

61% Micros
99% SMEs
100% Large

69%

20%

10%

1%

25% Micros

13% Micros
1% SMEs

1% Micros

Which of the following best describes your company? Select one only.

digitally-enabled business (2)

(Base: total respondents)

Which of the following best describes your company? Select one only.

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eCommerce
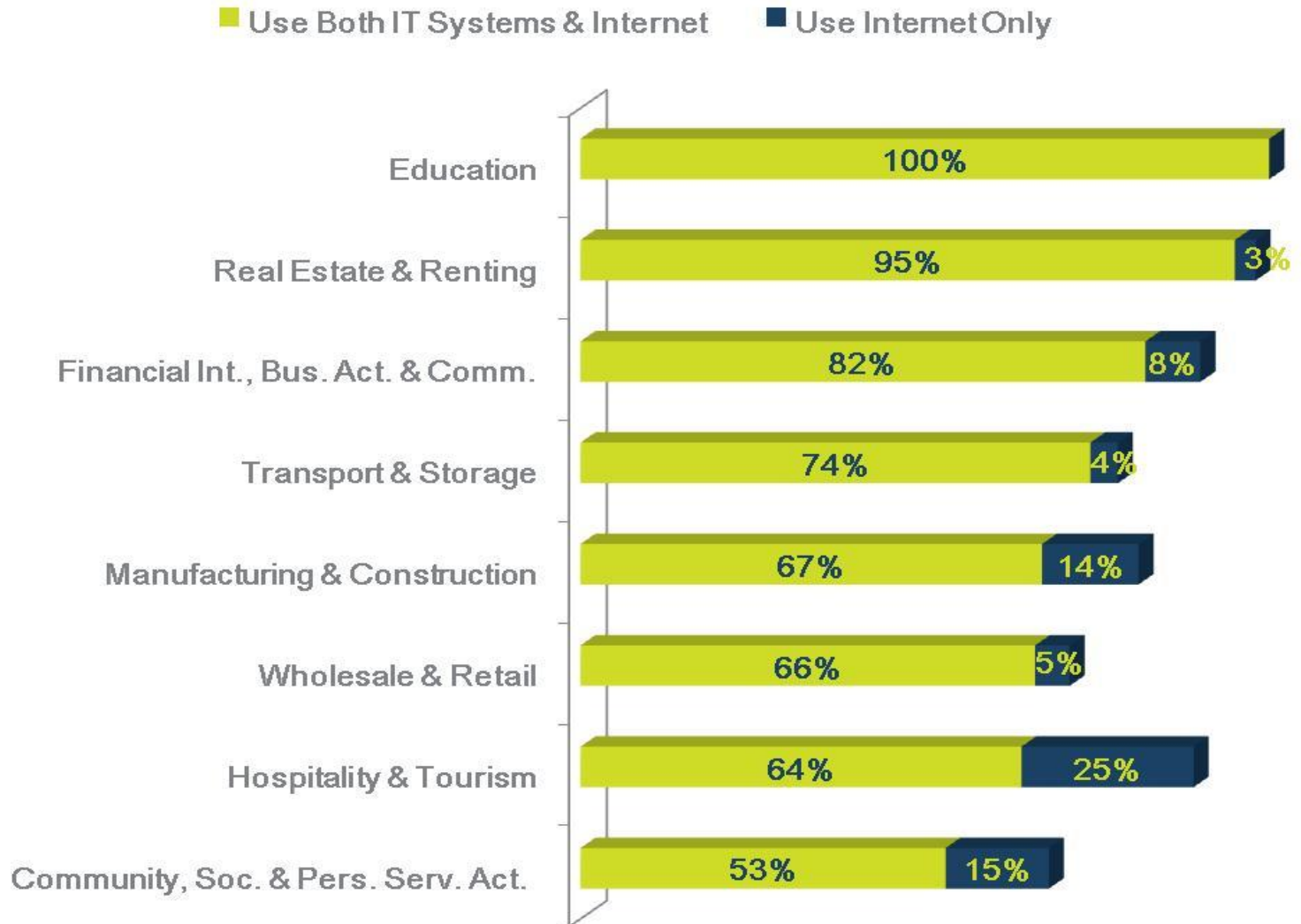
Businesses within the Education industry are the ones most likely to form **part of a franchise** (20%) or **represent an international brand** (40%). Other businesses that form part of a franchise are from the Real Estate & Renting (10%), Tourism (8%) industries, whilst other businesses that represent an international brand are from the Wholesale & Retail (25%) and Transport & Storage (17%) industries.

At least 73% of businesses sell their products or serv**ices** mainly to people visiting their **shop/studio**, irrespective of the size of the business. For 66% of respondents this is their primary sales channel, 9% say it is their secondary whilst 13% their tertiary sales channel.

The **internet** seems to be the second most used channel as claimed by 62% of those that offer a secondary channel. However this does not necessarily mean that transactions are concluded electronically.

When asked about the **use of technology**, 69% of the respondents state that they use both IT systems and the Internet for managing their commercial activity. This was maintained by all large enterprises (100%) and by almost all SMEs (99%). Micro-enterprises lag behind at 61%. All the companies engaged in the Education sector are digitally-enabled, followed by 95% of the Real Estate & Renting and 82% of the Financial & Bus. Activities industries.

A quarter of respondents claim that they **do not make any use of technology** and this is mostly evident amongst respondents in the Community & Personal Services sector (31%). They are closely followed by respondents from the Wholesale & Retail (28%). All the respondents that selected this option are micro-enterprises.

The respondents that claim to **use only the internet** are mostly from the Hospitality & Tourism industry (25%). Another 2% of respondents from the Hospitality & Tourism together with 2% of the Transport & Storage industries, maintain to use only IT systems.

Research Area 2

INTERNET USE

96% send & receive e-mails

80% research

76% marketing

74% banking

69% pay bills
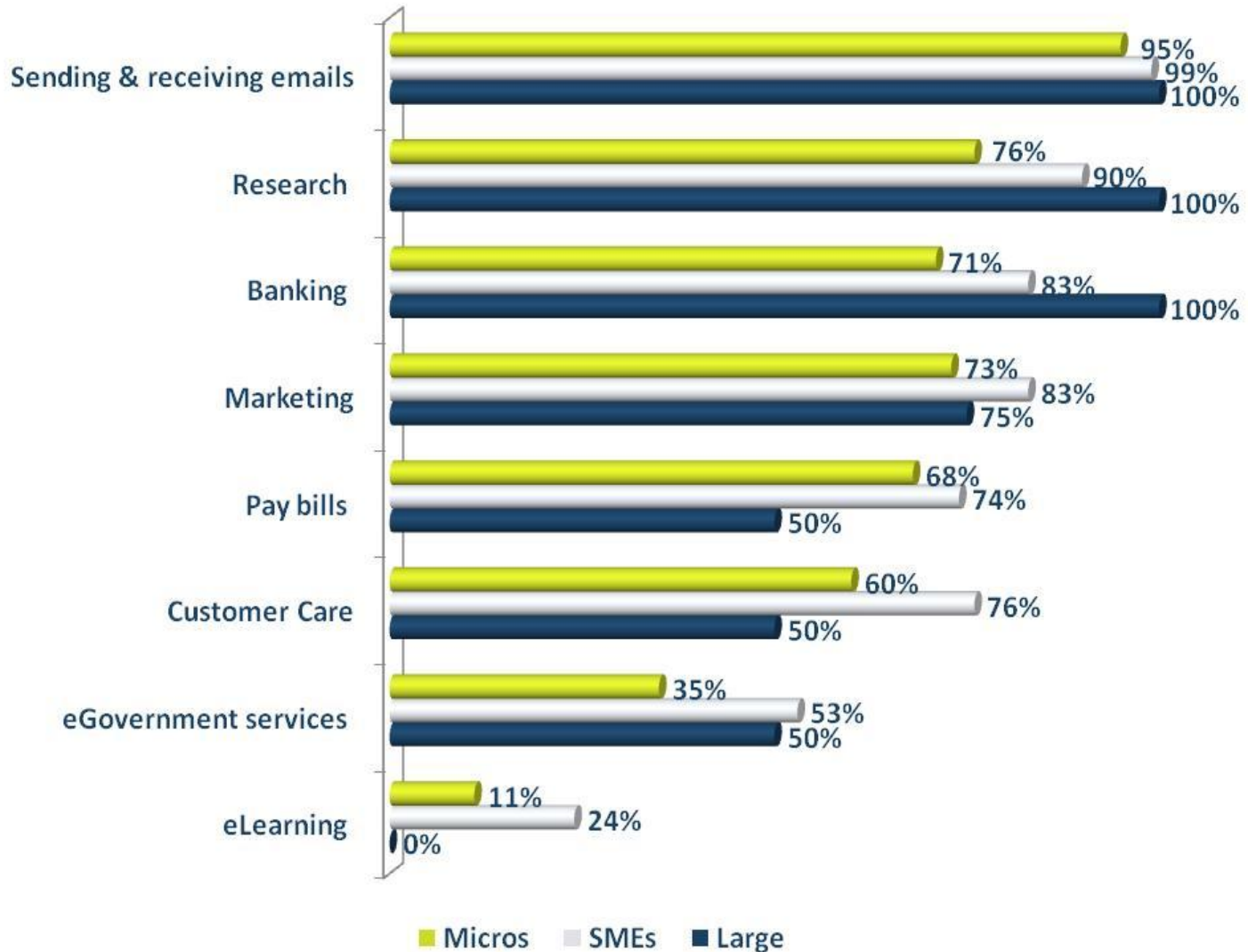
64% customer care services

40% e-Gov services

14% eLearning

Which of the following services does your company use the Internet for? Select all that apply.

reasons for using the Internet (2)

(Base: corporate Internet users)

Service	Micros	SMEs	Large
Sending & receiving emails	95%	99%	100%
Research	76%	90%	100%
Banking	71%	83%	100%
Marketing	73%	83%	75%
Pay bills	68%	74%	50%
Customer Care	60%	76%	50%
eGovernment services	35%	53%	50%
eLearning	11%	24%	0%

■ Micros   ■ SMEs   ■ Large

Which of the following services does your company use the Internet for? Select all that apply.

reasons for using the Internet (3)
(Base: corporate Internet users)

Sending & receiving emails
- 96%
- 98%
- 98%

Research
- 80%
- 83%
- 56%

Marketing
- 76%
- 0%*
- 50%

Banking
- 74%
- 84%
- 70%

Pay bills
- 69%
- 75%
- 0% *

Customer Care
- 64%
- 0% *
- 0% *

eGov services
- 40%
- 39%
- 32%

eLearning
- 14%
- 8%
- 7%

Legend:
- 2016
- 2013
- 2012

* data not available

Which of the following services does your company use the Internet for? Select all that apply.

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eCommerce

Sending and receiving e-mails is extensively used across all industries especially by the Education (100%) and Real Estate & Renting (100%) industries and least used by the Hospitality & Tourism (91%) and the Community, Social & Personal Activities (92%) industries .

Internet banking is most popular with respondents within the Education (90%) and the Financial & Business Activities (89%) industries whilst it is least used by the Community, Social & Personal Activities (53%) and the Hospitality & Tourism (60%) industries.

eLearning seems to be gaining ground as interest doubles from 2012. SMEs tend to engage in this activity more than micro-enterprises, whilst large enterprises show no interest at all. Respondents who engage in such an activity mostly hail from the Education (40%) and the Financial & Business Activities (31%) industries whilst those least interested are the Transport & Storage (5%) and the Hospitality & Tourism (7%) industries.

Purchasing products from local and/or foreign business partners is gaining traction with a 10pts increase reported since last survey with 75% of large enterprises, 70% of SMEs and 65% of micro-enterprises engaging in such an activity.

Using the internet for researching information remains constant with 80% (83% in 2013 and 56% in 2012) of corporate internet users. This is an activity mostly favoured by large enterprises (100%), even though a high 90% of SMEs and a good 76% of micro-enterprises also engage in such an activity.

Research Area 3

ONLINE PRESENCE

68% HAVE A WEBSITE

53% have a mobile-friendly website*

70% - more than 3 yrs ago
20% - between a year & 3 yrs
6% in the last year*

Content on website*

*(Base: corporate Internet users with website)

| 98% | 55% | 27% | 19% |

Does the company have a website? Is it mobile friendly? Select one only.
For how long has the company had its website? Select one only.
What content do you display in the company's website? Select all that apply.

reasons for investing in a website
(Base: corporate Internet users with website)
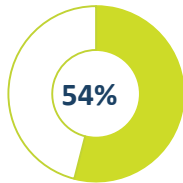
54% Enhance the company image and brand awareness

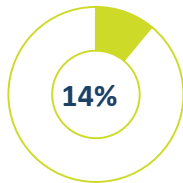Micros – 51%, SMEs – 62%, Large – 50%
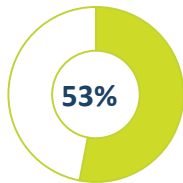
53% Provide company information/ contact details
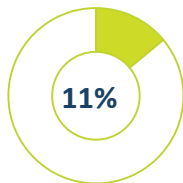
Micros – 50%, SMEs – 59%, Large – 75%
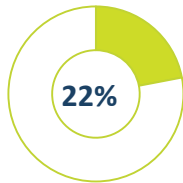
22% Promote and advertise products/ services

Micros – 25%, SMEs – 15%, Large – 25%

14% Compete with competitors

Micros – 12%, SMEs – 18%, Large – 25%

11% Provide more information about the product/service and/or other useful information

Micros – 12%, SMEs – 11%, Large – 0%

What were the company's main reasons for setting up its own website? Select any two options.

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eCommerce

usefulness of website for business
(Base: corporate Internet users with website)

83% find the website useful for their business with slightly over **a third** of these (34%) consider it **very useful.**
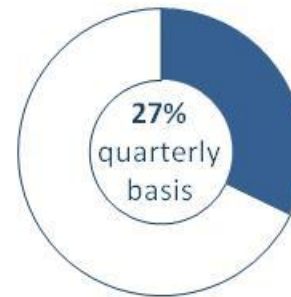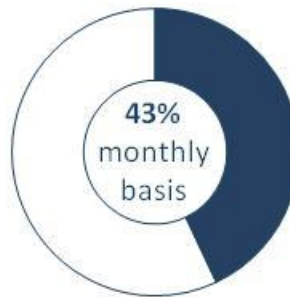
Only **2%** are not happy with their website whilst another **14%** are not so convinced that it benefits their business.
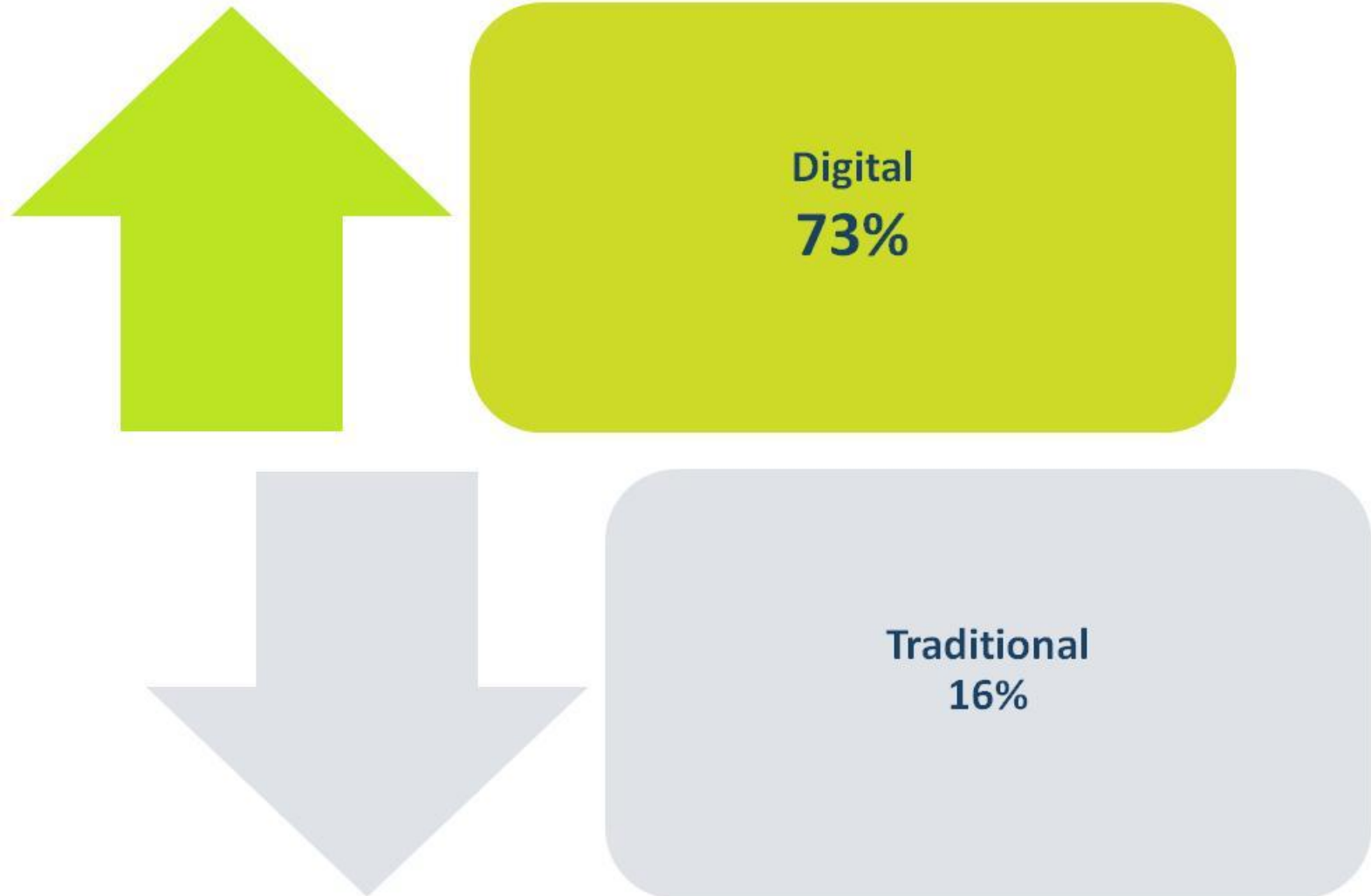
web analytics
(Base: corporate Internet users with website)

44%
analyse their website's statistics

→

43% monthly basis

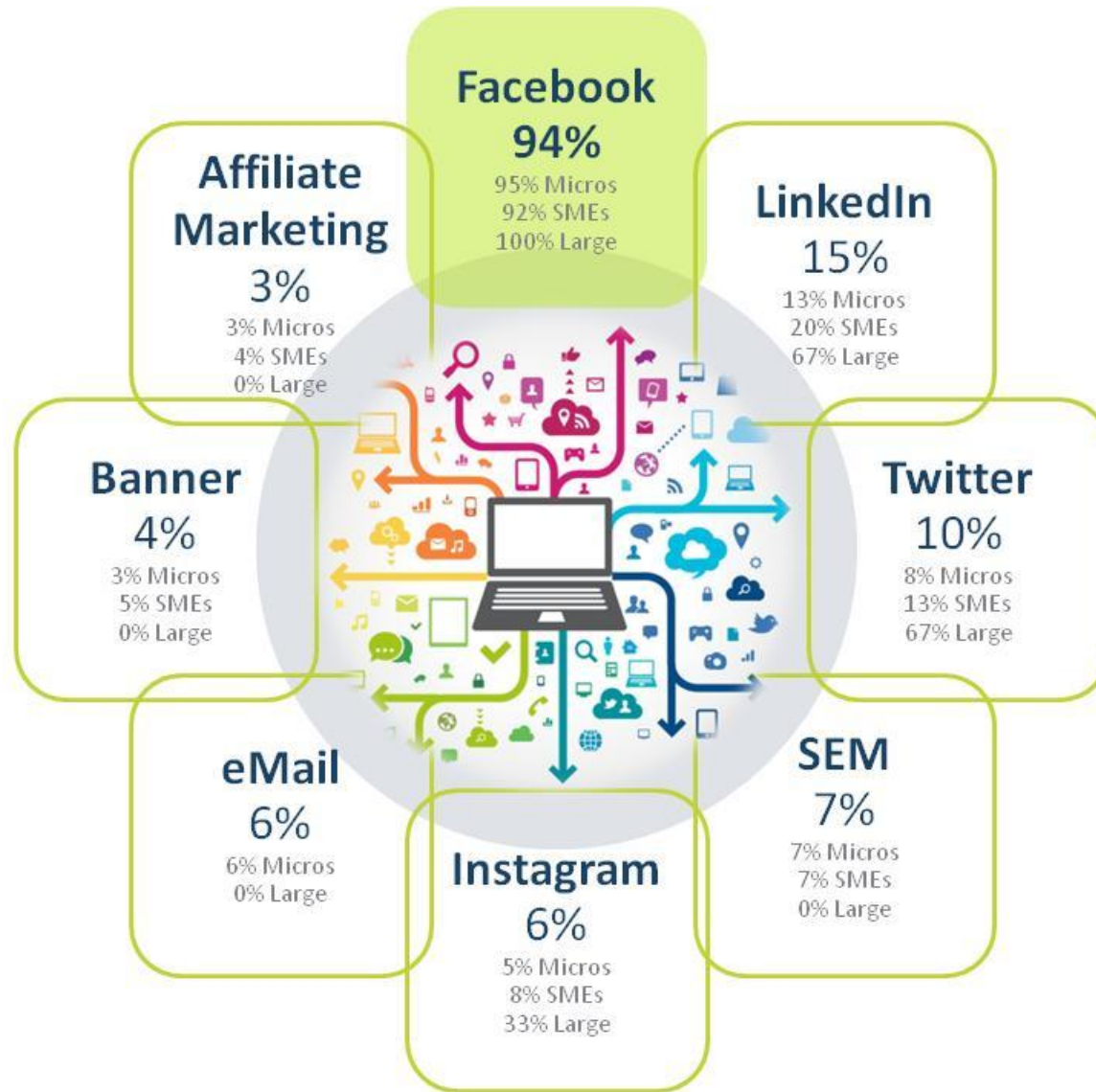27% quarterly basis

17% weekly basis

Do you feel that the company's website is useful for your business? Select one only.
Do you analyse statistics about your website usage? Select one only.

Digital
73%

Traditional
16%

Which marketing channel does the company make use of mostly? Select one only.

Facebook 94%
- 95% Micros
- 92% SMEs
- 100% Large

Affiliate Marketing 3%
- 3% Micros
- 4% SMEs
- 0% Large

LinkedIn 15%
- 13% Micros
- 20% SMEs
- 67% Large

Banner 4%
- 3% Micros
- 5% SMEs
- 0% Large

Twitter 10%
- 8% Micros
- 13% SMEs
- 67% Large

eMail 6%
- 6% Micros
- 0% Large

Instagram 6%
- 5% Micros
- 8% SMEs
- 33% Large

SEM 7%
- 7% Micros
- 7% SMEs
- 0% Large

Which digital marketing channels does the company make use of mostly? Select all that apply.

reasons for using digital marketing

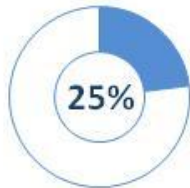(Base: digitally-enabled using digital channels)

72%

It's the trend

Micros – 51%, SMEs – 75%, Large – 33%

53%

Broader exposure (both locally and abroad)

Micros – 49%, SMEs – 63%, Large – 67%

25%

Flexibility, the possibility to adjust the advert/promotion

Micros – 23%, SMEs – 33%, Large – 0%

17%

Less expensive/more cost-effective

Micros – 17%, SMEs – 17%, Large – 0%

8%

Allow data analytics

Micros – 4%, SMEs – 17%, Large – 0%

What led the company to opt for/ invest in digital/ online marketing? Select all that apply.

Slightly more than two thirds of digitally-enabled businesses have their own website. This is mostly true amongst large enterprises and SMEs, at 100% and 85% respectively. Micro-enterprises still lag behind at 61%. The industries that mostly invest in websites are the Education and the Real Estate & Renting, at 90% and 89% respectively. The rest follow with 73% of Financial & Business Activities, the Hospitality & Tourism and the Transport & Storage, both at 68%, 67% of Wholesale & Retail, 62% of Manufacturing & Construction and 56% of Community, Social & Personal Activities.

53% of respondents with website claim that it is mobile-friendly and this is mostly sustained by the Hospitality & Tourism and Education industries, both at 67%. The industry with the least mobile-friendly websites is the Community, Social & Personal Activities.

More than two-thirds of the businesses surveyed have had their websites for more than 3years, 100% of large enterprises, 83% of SMEs and 63% of micro-enterprises. The industries that mostly claim to have implemented their website more than 3 years ago are the Education at 89%, the Financial & Business Activities at 77% and the Manufacturing & Construction at 72%.

Whilst almost all respondents with website (98%) display their company's general details, only 27% include prices/rates of their products or services and this is mostly evident on websites pertaining to businesses in the Hospitality & Tourism industry (74%), followed ,but not so closely, by those from the Real Estate & Renting (59%).

Overall, the main reason for businesses to invest in a website is usually for enhancing the company's image and brand. This is mostly sustained by the Financial & Business Activities industry (70%), followed, but at some distance, by the Real Estate & Renting (59%), Transport & Storage (56%) and the Education (56%) industries and SMEs (62%). Slightly more than half find it useful as a digital business card or brochure as it allows them to provide company information and contact details. This is mostly upheld by the Transport & Storage industry (88%), closely followed by the Real Estate & Renting (79%) and large enterprises (75%). Microenterprises prefer both options equally.

A positive 83% of respondents with website find that, to some extent or other, the website is useful for their business, with more than a third of these (41%) claiming it is very useful indeed! Interestingly, whilst more than half of the businesses (51%) that include prices/rates on their website claim to be very happy with it, only 27% of those that exclude them claim the same.

44% of respondents with website analyse the data generated by their respective websites. The majority of them do this on a monthly basis (43%), whilst 27% and 17% do so on a quarterly and weekly basis respectively.

When digitally-enabled respondents were asked to mention their primary choice of channel for promoting their business, a positive 73% claim to prefer digital marketing whilst only 16% opt for more conventional methods. The industries most inclined at using digital channels for their promotional campaigns are the Education (90%) and Hospitality & Tourism (90%), closely followed by the Real Estate & Renting (82%). The use of digital channels for marketing purposes is relatively high across all the other industries surveyed, with the Wholesale & Retail at 76%, the Financial & Business Activities at 74% and the Community and Social & Personal Activities at 71%. Whilst still preferring digital over traditional advertising, the two industries with the lowest propensity to use digital channels are the Manufacturing & Construction industry at 56% and the Transport & Storage at 63%.

Facebook is the digital channel mostly used across all industries regardless of size and type of business - Manufacturing & Construction (100%), Wholesale & Retail (99%), Hospitality and Tourism (98%), Real Estate and Renting (97%) and the Community and Social & Personal Activities (93%) industries. LinkedIn, Twitter and Instagram, which are definitely used at a much lower rate than Facebook, are mostly favoured by those from the Education (44%) industry. LinkedIn and Twitter are also favoured by the Financial & Business Activities at 42% and 17% respectively. Besides those hailing from the Education industry (33%), other businesses most likely to use Instagram are those in the Hospitality & Tourism (13%) industry.

The most common reason for preferring digital channels over more conventional methods of promotion, is that they are now widely used by most businesses. This was cited by 72% of respondents using digital marketing. However, whilst SMEs and micro-enterprises both uphold this idea, large enterprises cite that they mostly use digital channels to broaden their reach, both locally and abroad. This was also the second preferred reason cited by 53% of respondents who use digital marketing. However, only 8% (up 3% from 2012) of respondents who use digital marketing, most of which SMEs, appreciate the capabilities of these digital tools in terms of campaign effectiveness and conversion rates. This was also maintained by 22% of the Financial & Business Activities and 11% of the Education industries.

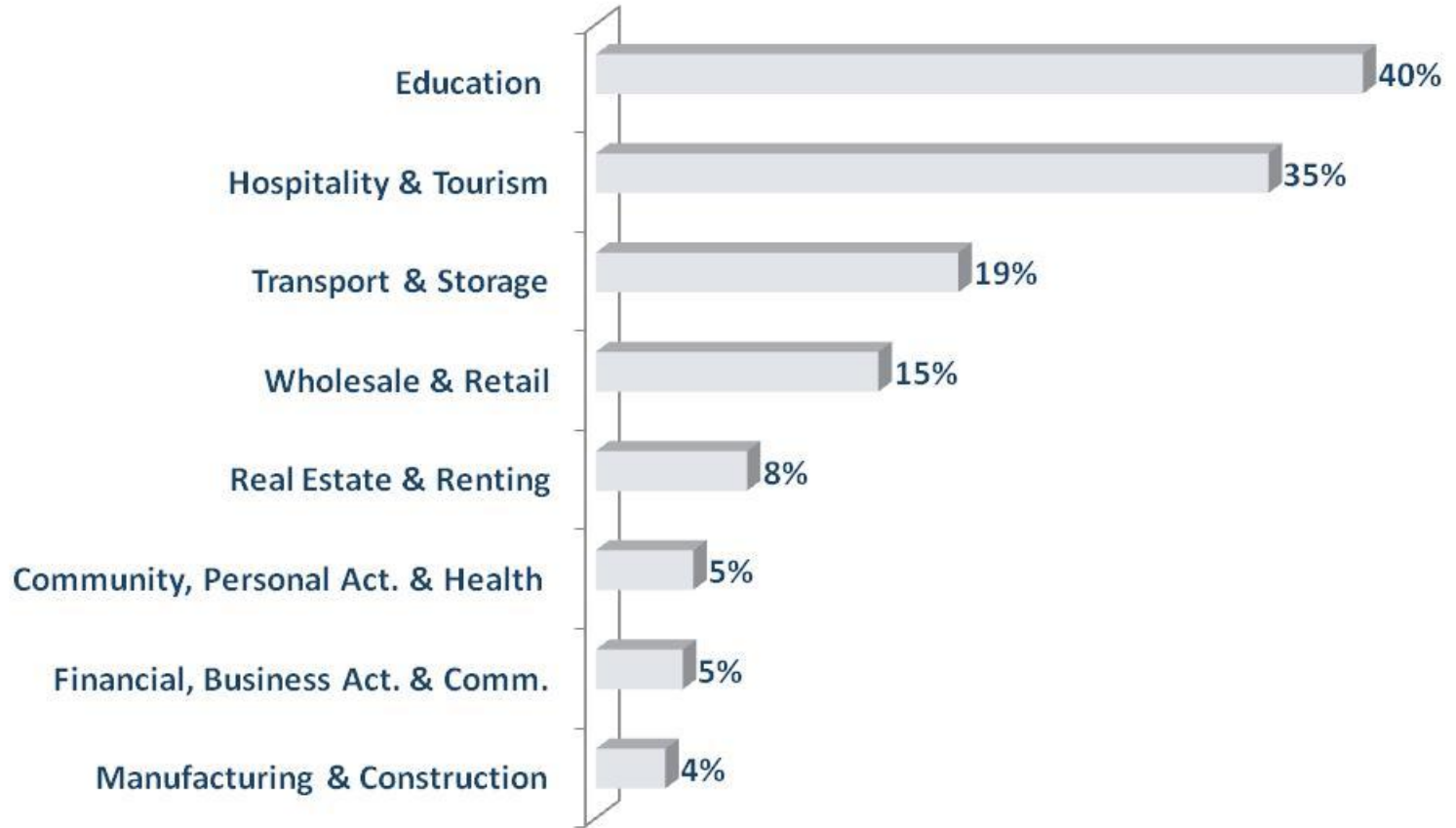Research Area 4
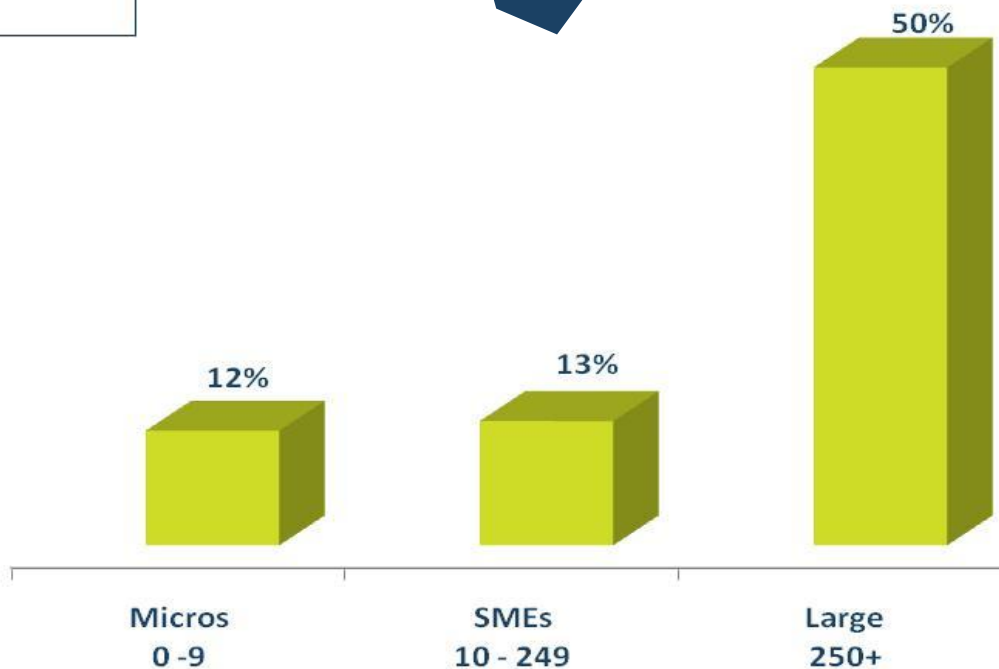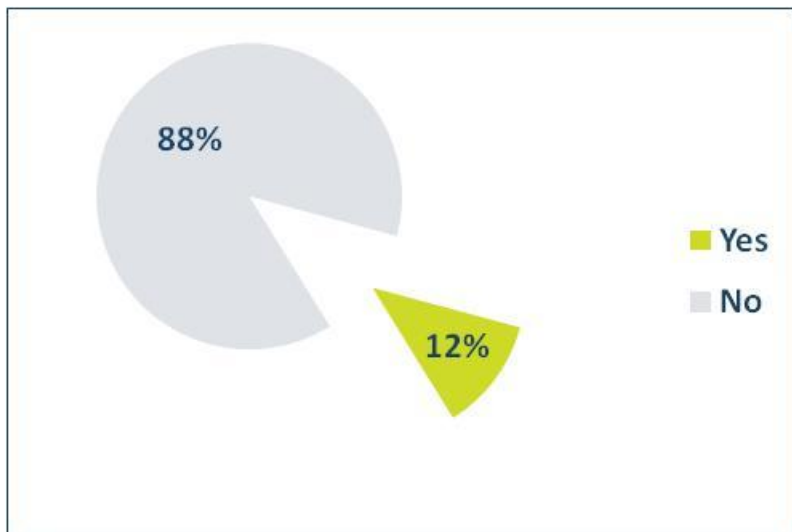
DIGITAL TRANSACTIONS

selling via eCommerce by size*
(Base: corporate Internet users)

eCommerce

88% No
12% Yes

50%
12%
13%

Micros
0 -9

SMEs
10 - 249

Large
250+

*Excluding those selling via e-mail only

Does the company sell products/ services over the internet?

selling via eCommerce by industry*
(Base: corporate Internet users)

MCA
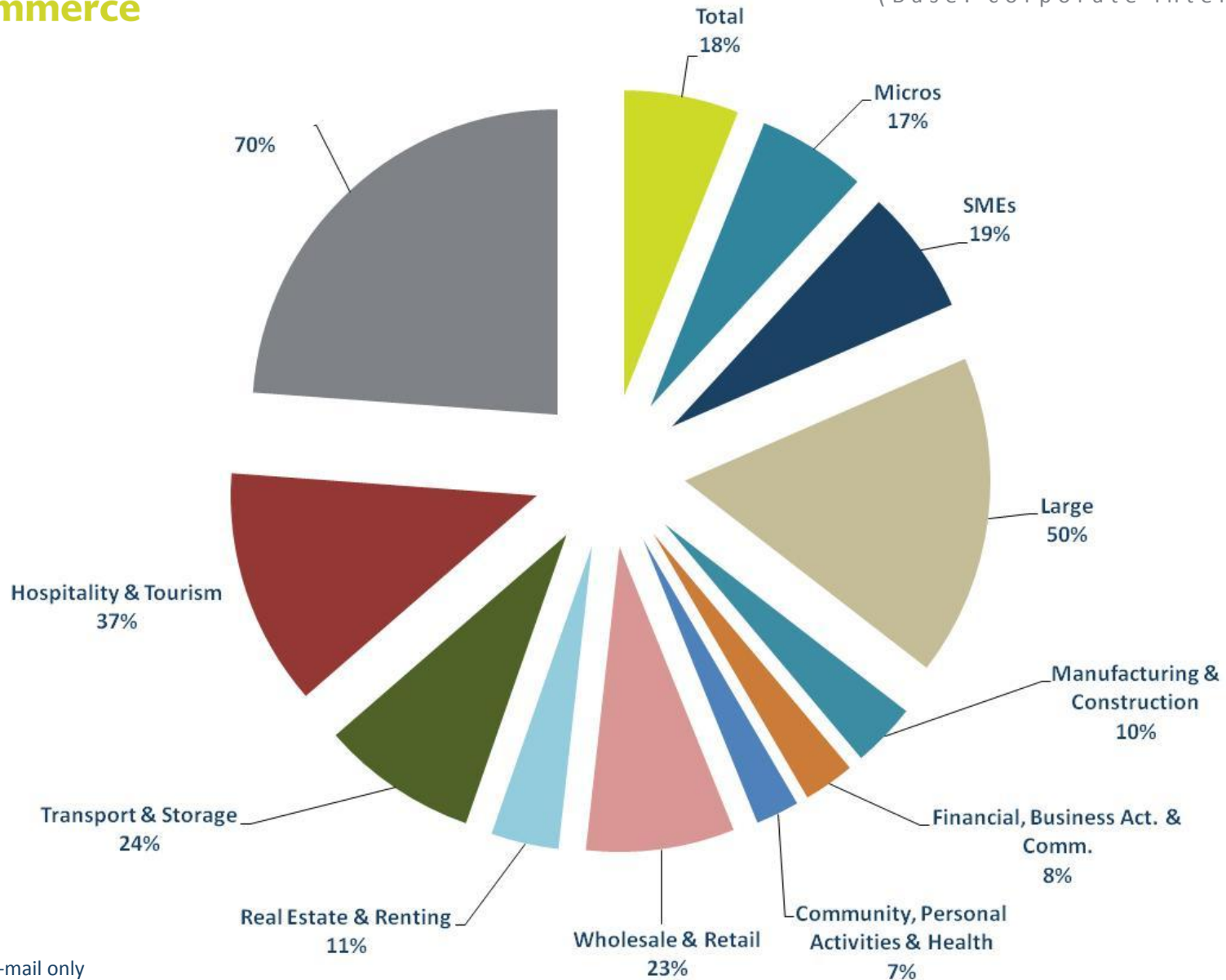MALTA COMMUNICATIONS AUTHORITY
eCommerce

Industry	Percentage
Education	40%
Hospitality & Tourism	35%
Transport & Storage	19%
Wholesale & Retail	15%
Real Estate & Renting	8%
Community, Personal Act. & Health	5%
Financial, Business Act. & Comm.	5%
Manufacturing & Construction	4%

*Excluding those selling via e-mail only

Does the company sell products/ services over the internet?

Total 18%

Micros 17%

SMEs 19%

Large 50%

Manufacturing & Construction 10%

Financial, Business Act. & Comm. 8%

Community, Personal Activities & Health 7%

Wholesale & Retail 23%

Real Estate & Renting 11%

Transport & Storage 24%

Hospitality & Tourism 37%

70%

*Including via e-mail only

Does the company sell products/ services over the internet?

channels mostly used for online selling
(Base: corporate eCommerce users)
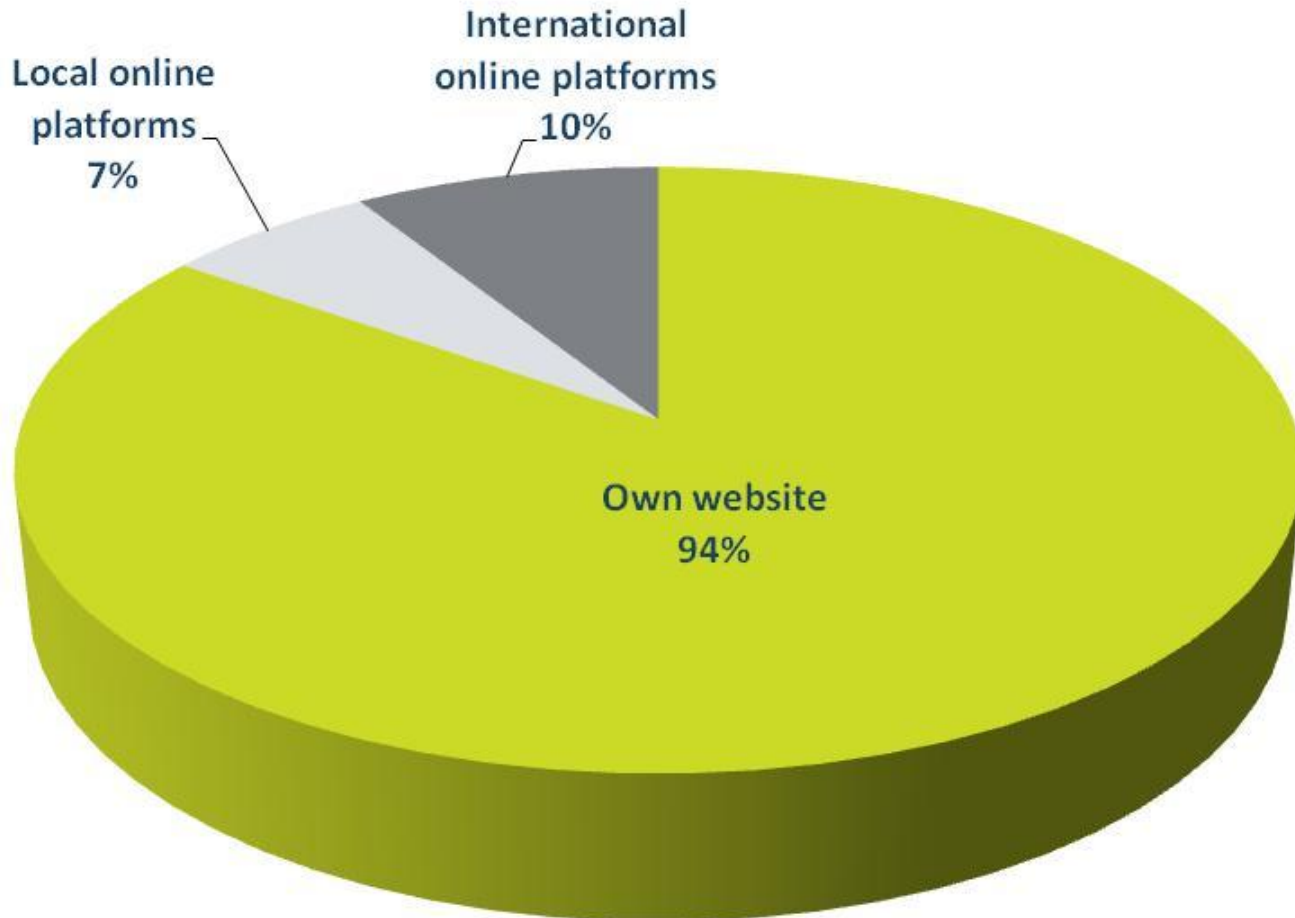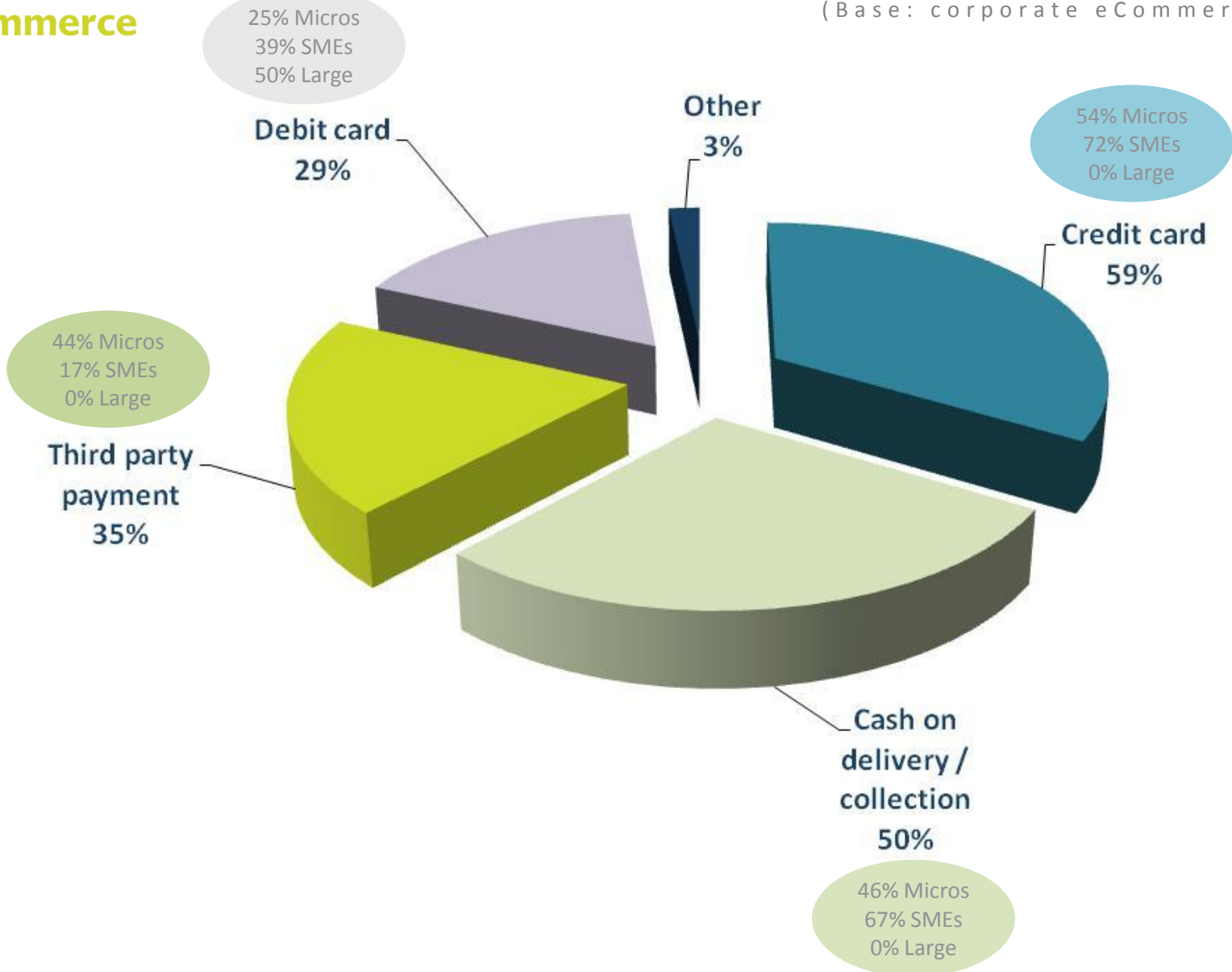

Does the company sell products/ services over the internet? Select all that apply.

payment methods offered on website
(Base: corporate eCommerce users)

25% Micros
39% SMEs
50% Large

Debit card
29%

Other
3%

54% Micros
72% SMEs
0% Large

Credit card
59%

44% Micros
17% SMEs
0% Large

Third party
payment
35%

Cash on
delivery /
collection
50%

46% Micros
67% SMEs
0% Large

Which payment methods does the company offer to e-commerce customers? Select all that apply.

countries selling to
(B a s e :   c o r p o r a t e   e C o m m e r c e   u s e r s)

33% Micros
56% SMEs
50% Large

Outside EU countries
40%

63% Micros
78% SMEs
100% Large

Malta & Gozo
68%

Other EU countries
56%

Malta only
10%

52% Micros
67% SMEs
50% Large

77% Micros
78% SMEs
100% Large
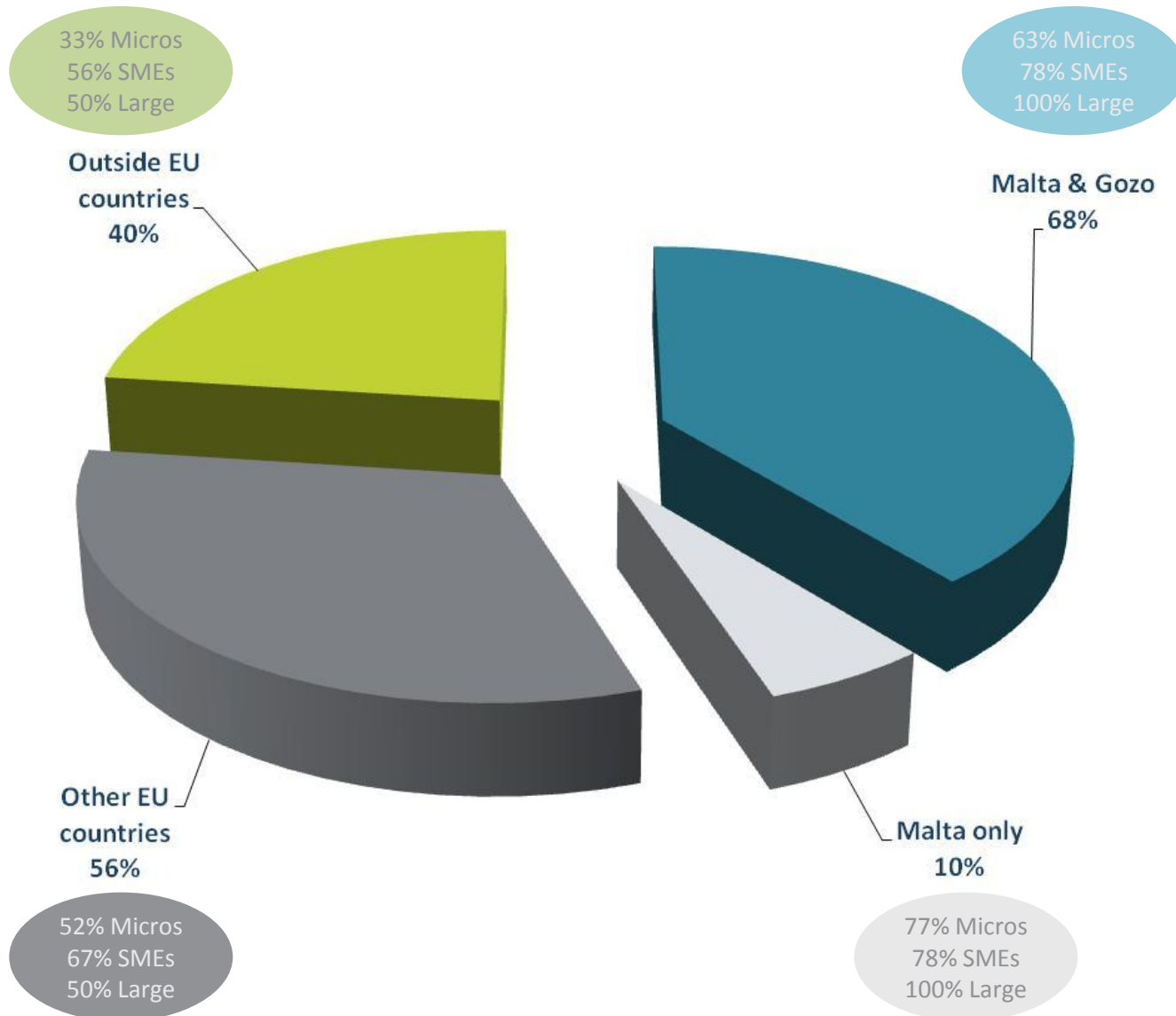
Do you sell over the internet, to consumers in...? Select all that apply.

![MCA Malta Communications Authority eCommerce logo]

eCommerce share of sales
(Base: corporate eCommerce users)
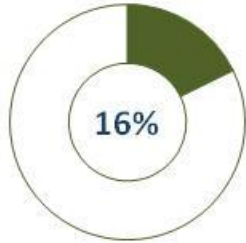
16% — Between 51% and 70%
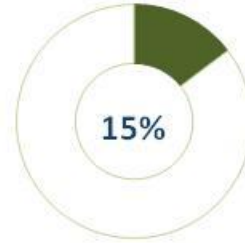
15% — Between 31% and 50%
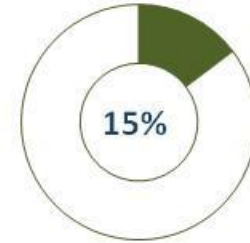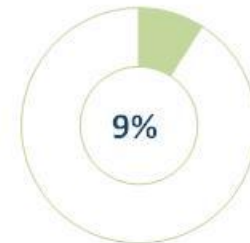
15% — Between 71% and 90%

13% — Less than 10%
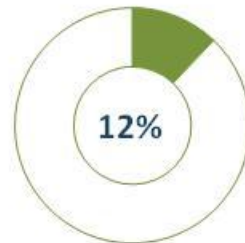
12% — More than 90%

9% — Between 10% and 30%

From the company's total sales, what percentage comes through online selling? Select all that apply.

eCommerce

The industries that are more likely to engage in eCommerce are the Education (40% of corporate internet users) closely followed by the Hospitality & Tourism (35%), whilst those industries that least do eCommerce are the Manufacturing & Construction at 4%, and the Community, Social & Personal Activities and the Financial & Business Activities, both at 5%.

With regard to the channels used by those who sell online, it is clear that one's own website is the preferred channel across all the industries – in fact all those selling online in the Manufacturing & Construction, the Community, Social & Personal Activities, the Financial & Business Activities, the Transport & Storage and the Education industries, sell online only through their website . The remaining industries, that is, the Real Estate & Renting and the Hospitality & Tourism resort to other channels, such as third party platforms, apart from their website, to carry out online sales.

40% of corporate eCommerce users offer only one method of payment. The credit card (59%) tops the list of the most popular method of payment offered. This is followed by cash on delivery/pick-up (50%), whilst slightly more than a third allow customers to pay via third party payment methods, such as Paypal. This is true for micro-enterprises and SMEs whilst large enterprises tend to prefer payment via debit cards (50%).

42% of corporate eCommerce users host their company's website in-house (94% of eCommerce users) with the majority of them using strong and frequently changed passwords (78%) to safeguard their online store. Other measures include the use of anti-virus software (56%), monitoring of log files for detecting any attempts of malicious behaviour and the implementation of firewalls (37%).

Although most sell locally, with 3 out of 4 selling in Malta and/or Gozo, more than half (56%) sell to other EU countries and this is mostly the case amongst SMEs (67%). Also, 4 out of 10 corporate eCommerce users sell to countries outside the EU and this is mostly prevalent amongst SMEs (56%) and large enterprises (50%).

eCommerce

Just slightly less than half of corporate eCommerce users (46%) claim that the share of online sales in relation to their total sales is between 31% and 90%. This is mainly claimed by those within the Manufacturing & Construction, Education, Transport & Storage and Real Estate & Renting industries.

The majority of corporate eCommerce users handle their digital marketing in-house (60%) whilst 31% prefer to outsource this task. Apart from a mere 1% that claim to do both, the remaining 8% did not provide a reply. The same applies, but to a lesser extent, when it comes to the maintenance and support of IT-related products and services (e.g. servers, PCs, software updates, etc.). Whilst half of corporate eCommerce users do it internally, 41% prefer to delegate this task to a third party and 1% do both. With regard to the development and maintenance of the website, the replies were equally split between in-house and outsourced. However, when implementing and enforcing security policies, the majority prefer to outsource, with 49% versus 41%. Only 3% prefer to split this task between in-house and outsourcing. Understandably, whilst SMEs prefer to carryout these tasks internally, micro-enterprises are more inclined to outsource these activities.

A positive 65% of corporate internet users claim to purchase products/services online from business partners, an increase of 11% from 2013. Companies engage in such an activity in spite of their size, even though micro-enterprises tend to do so slightly less than SMEs and large enterprises. Almost half of those that buy products/services online, do so both from local and foreign suppliers. At industry level, the respondents that mostly claim to buy online hail from the Wholesale and Retail industry (81%), and they do so mainly from foreign suppliers (74%). The industry least likely to engage in such an activity is the Transport and Storage (46%).

Slightly less than half of corporate eCommerce users feel that they are informed to some extent or other about their obligations of selling via an eCommerce website/platform. Whilst 18% claim that they are well informed, 29% sustain that they are very familiar with the laws that regulate eCommerce. Only 6% claim that they are not informed whilst 18% do not know if their company is aware.

The main concern for the majority of eCommerce users is the lack of interaction with customers and this is mostly felt by respondents from the Transport & Storage (57%), closely followed by those from the Manufacturing & Construction and Education industries, both at 50%. However, all industries sense this type of concern to some extent or other. For the Financial & Business Activities industry, maintaining the site/catalogue up-to-date is their number one concern. The remaining 22% of corporate eCommerce users could not mention any challenges that their company comes across with eCommerce.
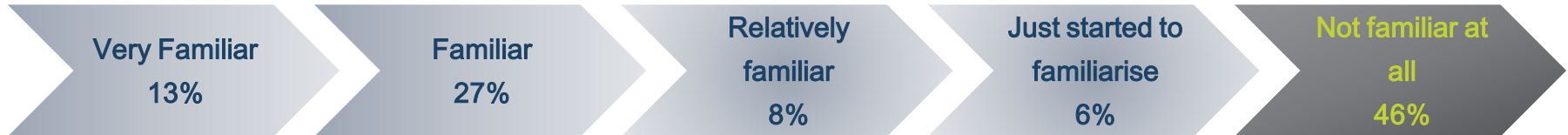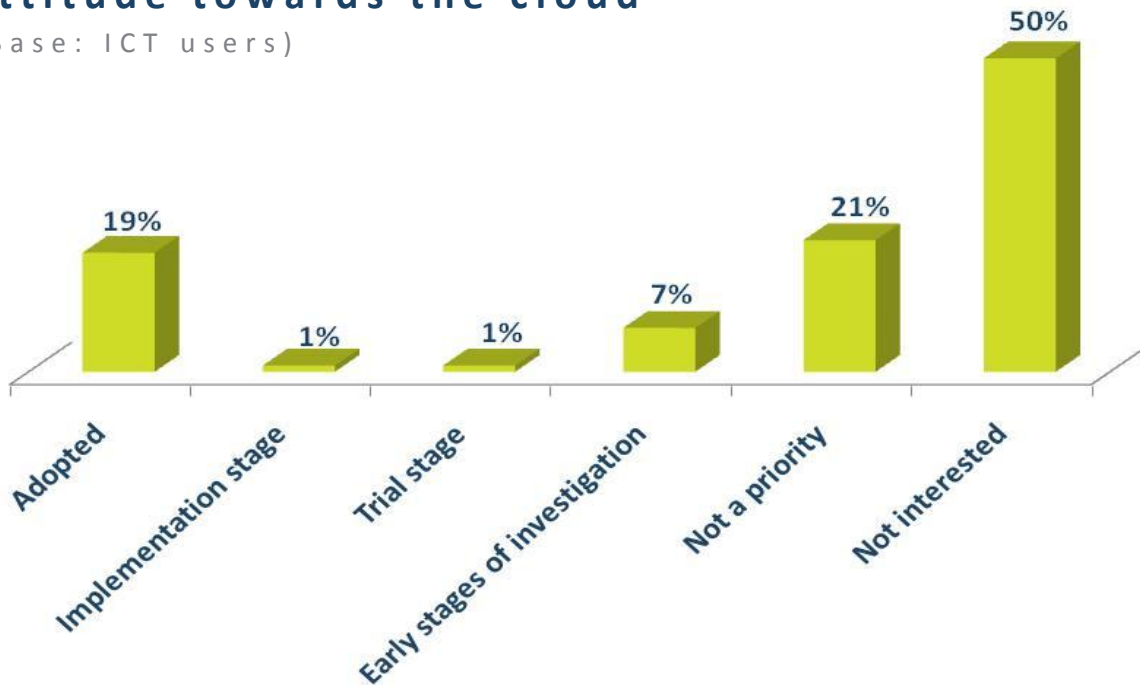
USE OF THE CLOUD

knowledge of the cloud
(Base: ICT users)

| Very Familiar 13% | Familiar 27% | Relatively familiar 8% | Just started to familiarise 6% | Not familiar at all 46% |

attitude towards the cloud
(Base: ICT users)

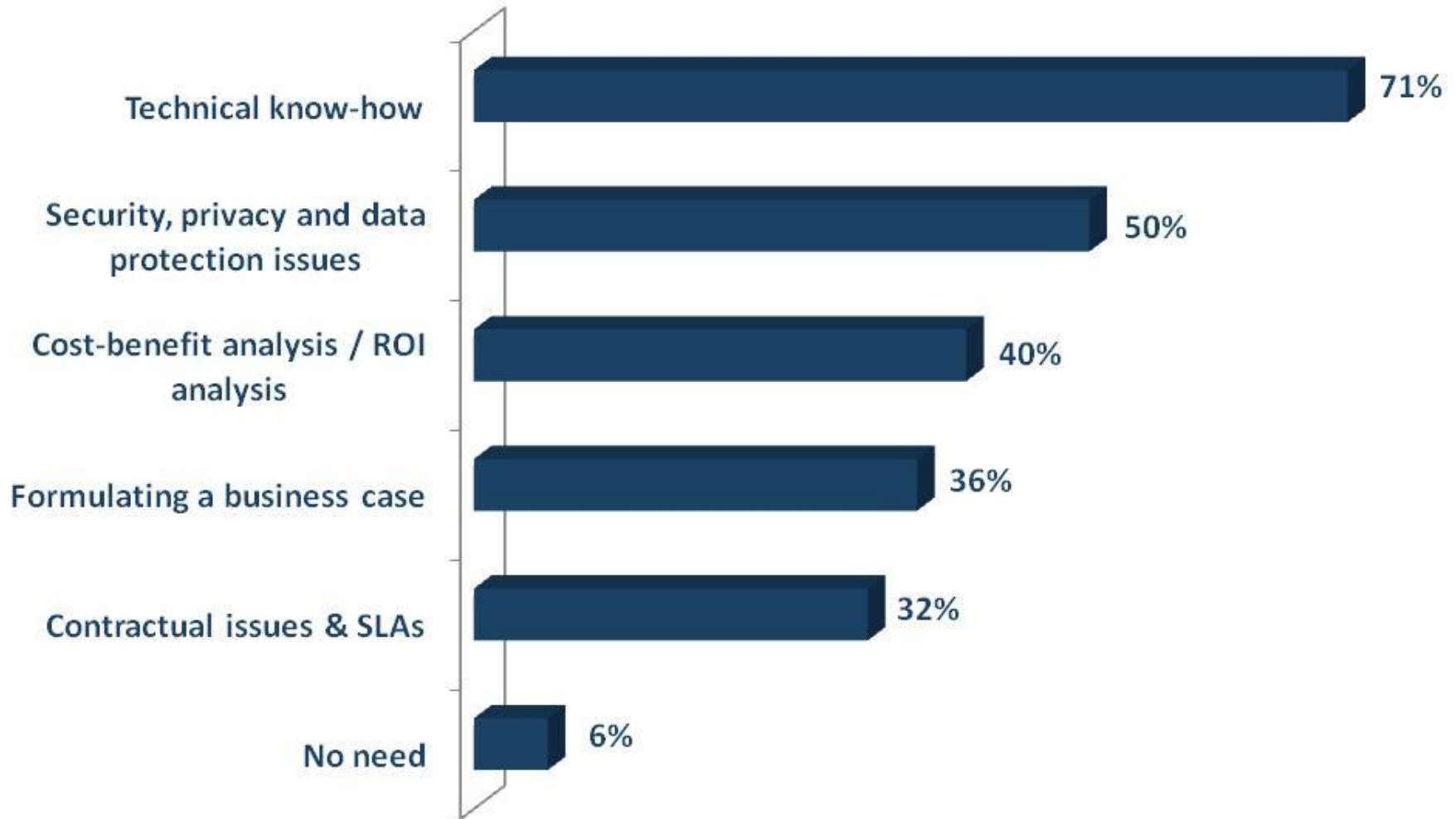| Category	Value
Adopted	19%
Implementation stage	1%
Trial stage	1%
Early stages of investigation	7%
Not a priority	21%
Not interested	50%

How would you rate the company's knowledge of the cloud? Select one only.
What best describes your company's attitude towards cloud services? Select one only.

type of cloud services subscribed to
(Base: digitally-enabled using cloud services)

Storage 81%

Apps 17%

Accounting

Cloud Services

eMail 72%

Office software 53%

Which cloud computing service/s does your company subscribe to? Select all that apply.

support with cloud services

(Base: digitally-enabled interested or using cloud services)

Technical know-how — 71%
Security, privacy and data protection issues — 50%
Cost-benefit analysis / ROI analysis — 40%
Formulating a business case — 36%
Contractual issues & SLAs — 32%
No need — 6%

Which cloud computing service/s does your company subscribe to? Select all that apply.

MALTA COMMUNICATIONS AUTHORITY
eCommerce

Whilst 27% of ICT users are familiar with Cloud services, another 13% maintain that they are very familiar with these services. Large enterprises are the most familiar with the Cloud (100%) closely followed by 60% of SMEs and 32% of micro-enterprise. The industries most familiar with these services are the Financial & Business Activities (69%) and the Education (60%) whilst the least knowledgeable of these services are the Manufacturing & Construction (24%) and the Hospitality & Tourism (26%) industries.

Whilst 50% of ICT users claim that they are not interested in using Cloud services, for 21% such services are not a priority and this is especially true for the Real Estate & Renting (34%) and the Transport & Storage (32%). Only 19% claim to use cloud services whilst a mere 2% are either setting up the service or trying it out. The industries that claim to make the most use of such services are the Financial & Business Activities (44%) and the Education (30%). On the other hand, the industries least likely to be using these services are the Hospitality & Tourism (10%) and the Transport & Storage (11%).

The Cloud services mostly subscribed to are storage & back-up (81%) and e-mail (72%) and this is true regardless of size of business. The Hospitality & Tourism industry (100%) is the one that makes most use of storage/back-up facilities on the Cloud whilst the Transport & Storage industry (100%) favour e-mail services the most.

With regard to support with Cloud services, out of those interested or those already using the Cloud, all respondents within the Education industry feel that they lack technical know-how, followed by those from the Real Estate & Renting (90%) and Transport & Storage (80%) industries, whilst the Community, Social & Personal Activities industry claim to require help with security, privacy and data protection issues.
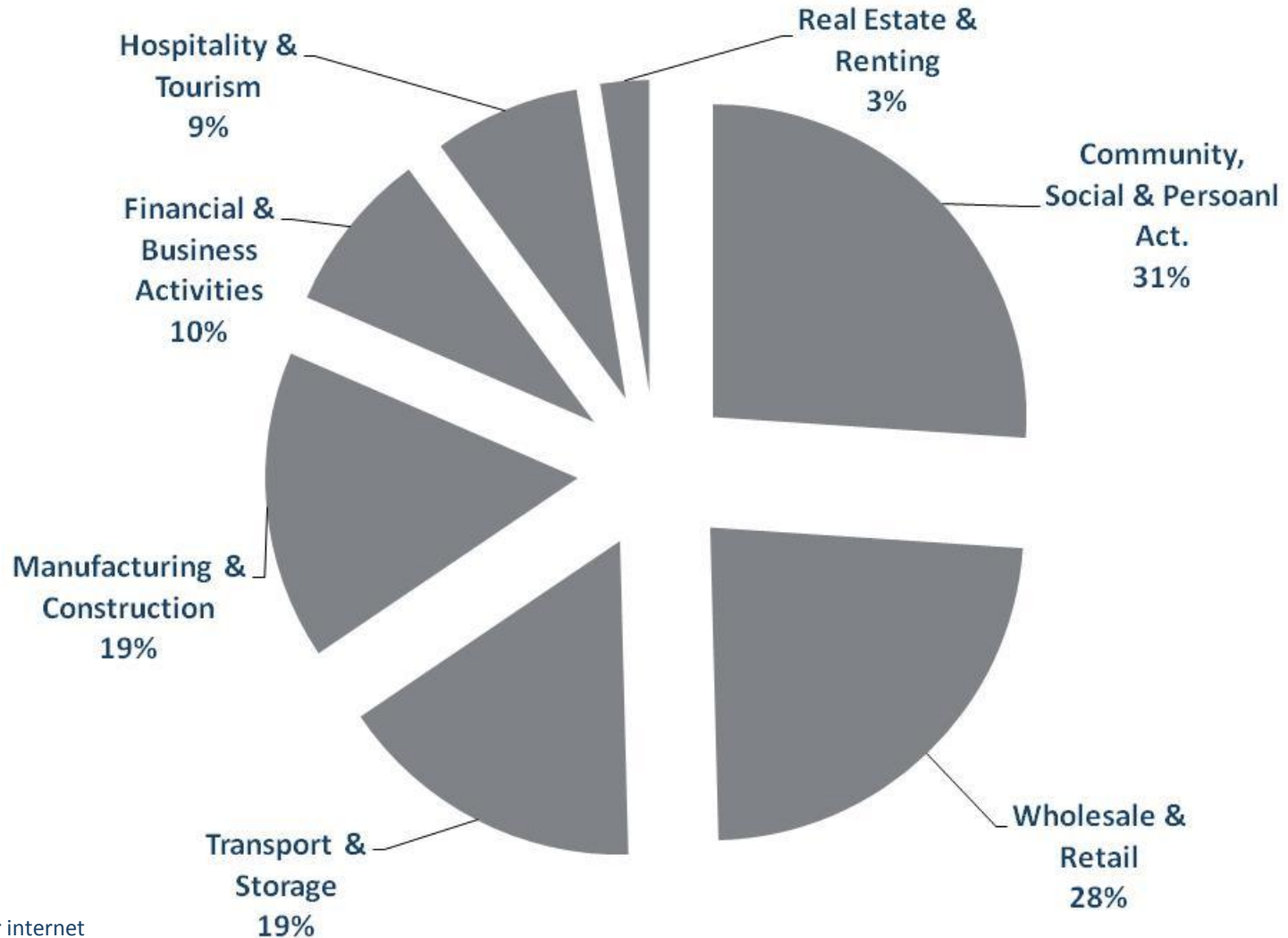
Research Area 4

MISSING THE DIGITAL BOAT

MCA
MALTA COMMUNICATIONS AUTHORITY
eCommerce

Real Estate & Renting 3%

Community, Social & Persoanl Act. 31%

Hospitality & Tourism 9%

Financial & Business Activities 10%

Manufacturing & Construction 19%

Transport & Storage 19%

Wholesale & Retail 28%

*No use of IT systems nor internet

Which of the following best describes your company?

MCA
MALTA COMMUNICATIONS AUTHORITY
eCommerce

n o   w e b s i t e

(B a s e :   c o r p o r a t e   I n t e r n e t   u s e r s)

SMEs
15%

Micros
39%

Community & Soc. Act., Pers.... 44%

Manufacturing & Construction 38%

Wholesale & Retail 33%

Hospitality & Tourism 32%

Transport & Storage 32%

Financial Int., Bus. Act. & Comm. 27%

Real Estate & Renting 11%

Education 10%
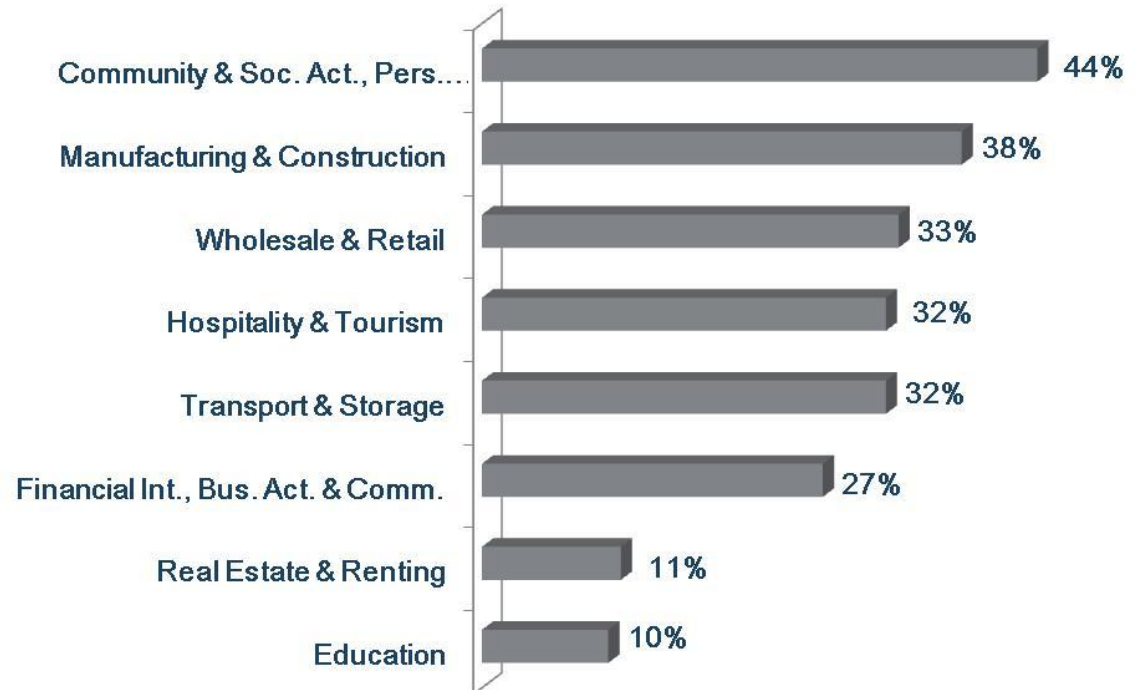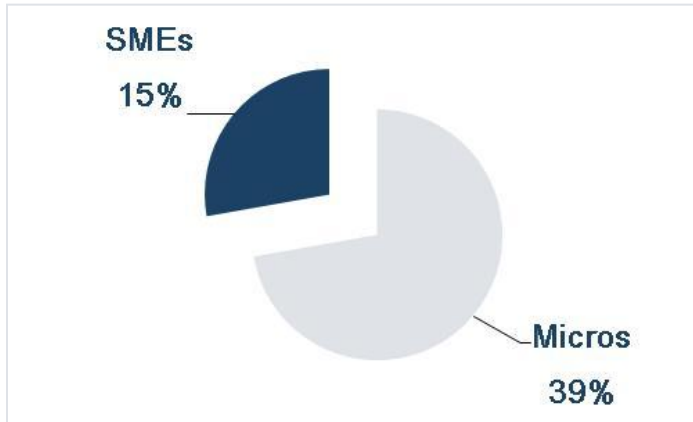
Does the company have a website? Select one only.

reasons for <u>not</u> having a website

(Base: corporate Internet users without a website)

MCA
MALTA COMMUNICATIONS AUTHORITY
eCommerce

62% — Do not feel the need

Micros – 63%, SMEs – 57%, Large – 0%

19% — Do not have the time
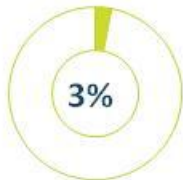
Micros – 19%, SMEs – 19%, Large – 0%

17% — Too expensive to set it up

Micros – 16%, SMEs – 24%, Large – 0%

13% — In the process of setting up

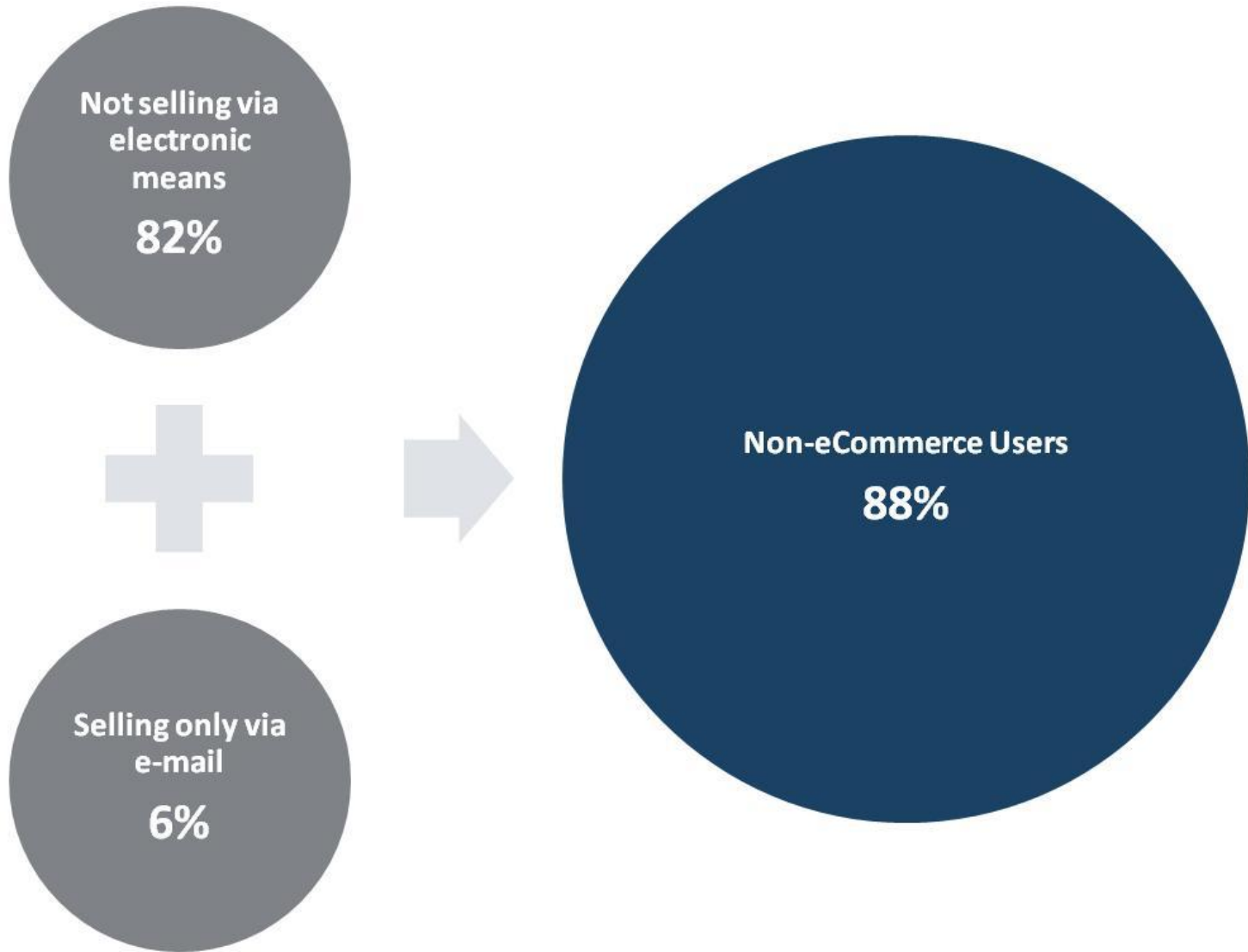Micros – 14%, SMEs – 10%, Large – 0%

3% — Lack of resources & expertise

Micros – 4%, SMEs – 0%, Large – 0%

What is/are the reasons why the company does not have a website? Select all that apply.

Not selling via electronic means
82%

+

Selling only via e-mail
6%

→

Non-eCommerce Users
88%

Does the company sell products/ services over the internet?

Missing the Digital Boat

Non-eCommerce users by industry

(Base: corporate Internet users)

Does the company sell products/ services over the internet?

20% of businesses do not make use of either the PC nor the internet and these are all micro-enterprises. The industries with the highest incidence of businesses that are not digitally-enabled are the Community, Social & Personal Activities (31%), closely followed by those from the Wholesale & Retail industry (28%).

32% of internet users do not have a website, the main reason being that they don't believe it would add value to their commercial activity (62%), 19% claim that they do not have the time to dedicate to a website whilst 17% feel that it is not economically viable to have one.

82% of internet users do not make use of the internet to sell their products or services, 6% sell through e-mail whilst 12% sell through websites or third-party platforms. The industries that are less likely to engage in any form of online selling are the Community, Social & Personal Activities (93%) , the Financial, Business Activities & Comm. (92%), the Manufacturing & Construction (92%) and the Real Estate & Renting. The industry that mostly uses email as a selling tool is the Education at 30%.

70% of internet users that do not engage in eCommerce believe that their product/service is not suitable for online selling. Another 13% are discouraged by the costs involved in setting up an online store, whilst 10% feel that they lack the skills or expertise to succeed online.

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