

Name of collection: E-Commerce Survey

<p>Nature of collection If possible, use the classification of collection types shown above e.g. <i>ICT use collection – business</i>. For “other” collections, provide details e.g. <i>Other ICT collection – ISPs</i>.</p>	<p>United Kingdom ICT use collection – Business</p>
<p>Collection agency</p>	<p>Office for National Statistics</p>
<p>General references to collection material Metadata, questionnaires etc</p>	
<p>Survey basis or vehicle E.g. Labour Force supplement, standalone survey, administrative byproduct data</p>	<p>Stand alone postal survey.</p>
<p>Frequency of collection</p>	<p>Annual</p>
<p>Collection history Reference dates and/or periods from the first to the latest collection</p>	
<p>Whether collection is mandatory or voluntary</p>	<p>Mandatory</p>
<p>Scope and coverage of collection Target population in terms of size, industry, population groups etc</p>	<p>Items 1 to 14 listed in the Aggregation of NACE activities were covered by the survey.</p> <p>The following employment sizebands were used:</p> <p>10-49 50- 249 250 - 999 1000 +</p> <p>Whole of UK covered. No UK regional results were produced.</p>
<p>Main classifications used E.g. industry, size, commodity, occupation</p>	<p>Industry, Size</p>
<p>Collection methodology E.g. face-to-face, mail, Web, telephone interview</p>	<p>Self-administered mail survey.</p>
<p>Reporting and Statistical units Enterprise, establishment, household, etc</p>	<p>Enterprise</p>
<p>Sample frame used</p>	<p>Whole UK economy taken from the ONS business register, based on SBS</p>
<p>Sampling method E.g. stratified random sampling, cluster sampling</p>	<p>The sample is designed using a Neymann Allocation optimisation program. Neyman Allocation is a sampling methodology which minimises the variance (standard error) of an estimate by selecting an appropriate sample from a population. This process determines the optimal number of enterprises that should be selected within each cell (SIC and employment sizeband), to minimise the standard errors for the questions used to optimise the sample. Each ONS survey begins its permanent random number (PRN) selection at different points on the PRN line to limit overlap with other surveys as much as is possible. By knowing where each survey begins its PRN selection we know where to position new surveys on the line. The larger the business the more significant it is to all surveys and therefore the more ONS questionnaires it receives.</p>

	<p>To minimise burden on the enterprises in the 10-49 employment sizeband, we exclude any businesses selected by the Annual Business Survey.</p> <p>The following strata are used, based on reported employment held on our business register:</p> <p>10 - 49 random sampling</p> <p>50 - 249 random sampling</p> <p>250 - 999 random sampling</p> <p>1000+ fully enumerated</p>
<p>Sample size For the most recent collection</p>	Gross sample: 8,998
<p>Response rate The responding proportion of the live in-scope population, most recent collection</p>	80.4%
<p>Methods for dealing with non-response (item and unit) Indicate whether imputations are made for non-response and a short description of methods used.</p>	<p>Methods used for minimizing unit non-response:</p> <p>A system of two written reminders (a copy of the questionnaire is included with the second reminder) followed by a letter to the business's Chief Executive for the largest businesses, along with telephone reminders is used. Key responders are also identified and targeted for specific response attention. Enforcement procedures exist for persistent non-responders.</p> <p>Methods used for unit non-response treatment:</p> <p>Non-responding units are treated as non-selected units and are therefore covered by the grossing procedures. No imputation methodology has yet been developed.</p> <p>Methods used for item non-response treatment:</p> <p>No imputations made for item non-response as a whole form has to be cleared before any items feed into results. The only exceptions to this are where, under certain conditions, a missing value data item will be imputed based on other contributors in the same sizeband and SIC. For this to take place, the contributor has to have returned all non-value data items and all these items have to have passed validation.</p>
<p>Weighting of results Weighting method e.g. by employment, number of enterprises, revenue</p>	Number of enterprises for qualitative variables, number of persons employed
<p>Relative standard errors (or coefficients of variation) on main aggregates For the most recent collection. These can be expressed as a range of values. For a given variable, the RSE or CV is equal to the ratio of the square root of the estimate of the sampling variance to the estimated value. It can be expressed as a fraction or a percentage.</p>	<p>For percentage of enterprises with Internet access: 1.1%.</p> <p>For percentage of turnover from e-commerce sales: 3.4%.</p>
<p>Known data quality issues with this collection E.g. non-response bias, comparability problems over time, definitional issues, coverage deficiencies, timeliness of frame, high item non-response (identify topics which are particularly problematic).</p>	<p>No methodological changes have been made since the last survey.</p> <p>No item non-response exists as a questionnaire is not included in final results if any items are missing – with the exception of value data items as long as all other items are present and cleared. See also 7.8.</p>
<p>Output details Please list (or link to) relevant publications for</p>	The results were published on 13th October 2006 on the National Statistics website at:

<p>this collection. You can also email relevant files to the OECD.</p>	<p>http://www.statistics.gov.uk/STATBASE/Product.asp?vlnk=6645</p>
<p>Other comments</p>	
<p>Contact/s Where available, provide names and email addresses.</p>	<p>Cecil Prescott RDIT Branch Room 2.001 Office for National Statistics Cardiff Road Newport UK NP10 8XG Tel: +44 1633 813384 e-mail: cecil.prescott@ons.gov.uk</p>