BUSINESS INFOCOMM USAGE SURVEY FOR 2006
EXECUTIVE SUMMARY

Introduction

This Survey seeks to determine the level of infocomm adoption and usage by businesses in Singapore.

Research Methodology

The sample was selected from the Establishment Sampling Frame maintained by the Department of Statistics (DOS). The sample was stratified by the Singapore Standard Classification of Industrial Codes.
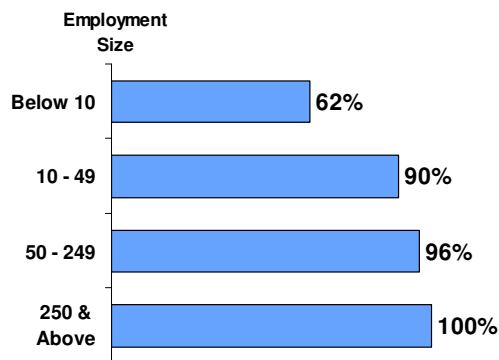
Infocomm Adoption and Usage by Businesses

The Survey found that smaller companies generally lag behind the larger ones in infocomm adoption and usage.

Usage of Computers

The usage level is progressively lower for smaller companies, in particular those with less than 10 employees (Figure 1).

**Figure 1:   Usage of Computers
(By employment size)**

Base: All Enterprises

Usage of Internet and Mode of Access

The Internet continues to be a valuable tool for companies in Singapore; more so for the larger companies who also prefer broadband access to the Internet:

a.   The Internet penetration rate improves progressively from smaller companies to larger companies (Figure 2); and

b.   The broadband access rate shows a similar trend (Figure 3).

Figure 2: Usage of Internet
(By employment size)
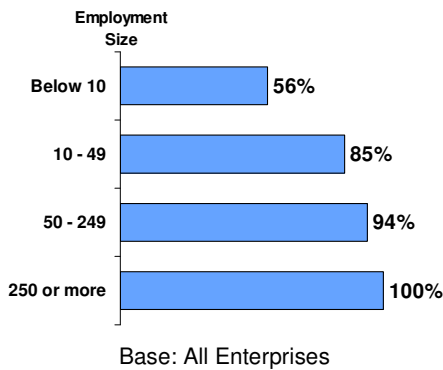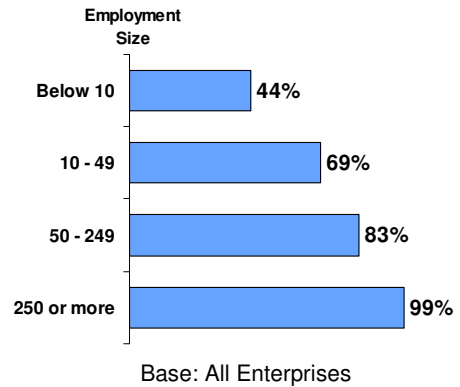
Figure 3: Usage of Broadband Access
(By employment size)

Employment
Size

Below 10	56%
10 - 49	85%
50 - 249	94%
250 or more	100%

Base: All Enterprises

Employment
Size

Below 10	44%
10 - 49	69%
50 - 249	83%
250 or more	99%

Base: All Enterprises

Web presence

The same trend is seen for companies with web presence (Figure 4).

Figure 4: Web Presence
(By employment size)

Employment
Size

Below 10	23%
10 - 49	58%
50 - 249	71%
250 or more	97%

Base: All Enterprises
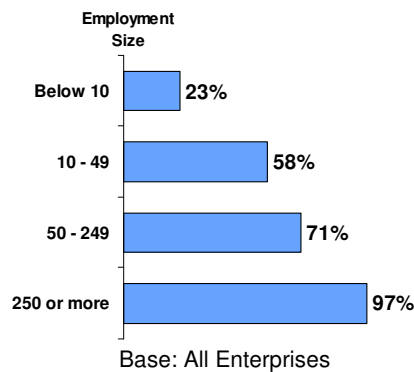
Internet Applications/Services

Other than general communications (S*ending or Receiving Mails*) and information search, dealing with government agencies drove Internet usage as evident by Table 1 below listing the top ten Internet applications/ services used by companies. Internet usage was also higher for companies with broadband Internet access.

Table 1: Top Ten Uses of Internet

	Internet Applications/Services	Proportion of companies		
		Internet	Narrowband Internet Access	Broadband Internet Access
1	For sending or receiving mails	95%	80%	90%
2	For information search	91%	74%	88%
3	For obtaining information from government organisations (e.g. from web sites or via e-mail	70%	49%	69%
4	For downloading or requesting government forms	68%	48%	66%
5	For completing government forms online or sending completed government forms	61%	40%	60%
6	For banking and financial services	44%	26%	46%
7	For making online payments to government organisations	42%	28%	43%
8	For placing orders for goods/services	35%	22%	36%
9	For receiving orders for goods/services	34%	21%	35%
10	For marketing/promotion activities	33%	18%	34%

Base: Internet: All Enterprises with Internet Access
Narrowband: All Enterprises with Narrowband Access
Broadband: All Enterprises with Broadband Access (Enterprises with both broadband and narrowband access are categorized under broadband.)

Barriers to Usage of Infocomm

Table 2 lists the top five barriers to infocomm usage as cited by survey respondents.

Table 2: Top Five Barriers to Infocomm Usage (Multiple responses)

Barrier	Proportion
Lack of knowledge on use of infocomm and how it can benefit my business	36%
Cost of infocomm expenditure	21%
Inertia against change to use infocomm technologies	19%
Level of infocomm skills among the employed personnel	18%
Frequency of introduction of new versions of existing software	7%

Base: All Enterprises with No Computers

Barriers to Usage of Internet

Table 3 lists the top five barriers to Internet usage as cited by survey respondents.

**Table 3: Top Five Barriers to Usage of Internet (Multiple responses)**

Barrier	Proportion
Lack of perceived benefits	30%
Complexity of technology	26%
Cost of internet connectivity	22%
Cost of development and maintenance of websites	19%
Security concerns (eg hacking and viruses)	9%

Base: All Enterprises with No Internet Access

Infocomm Network Technologies

Usage of all infocomm network technologies was similarly higher for larger companies (Figure 5).

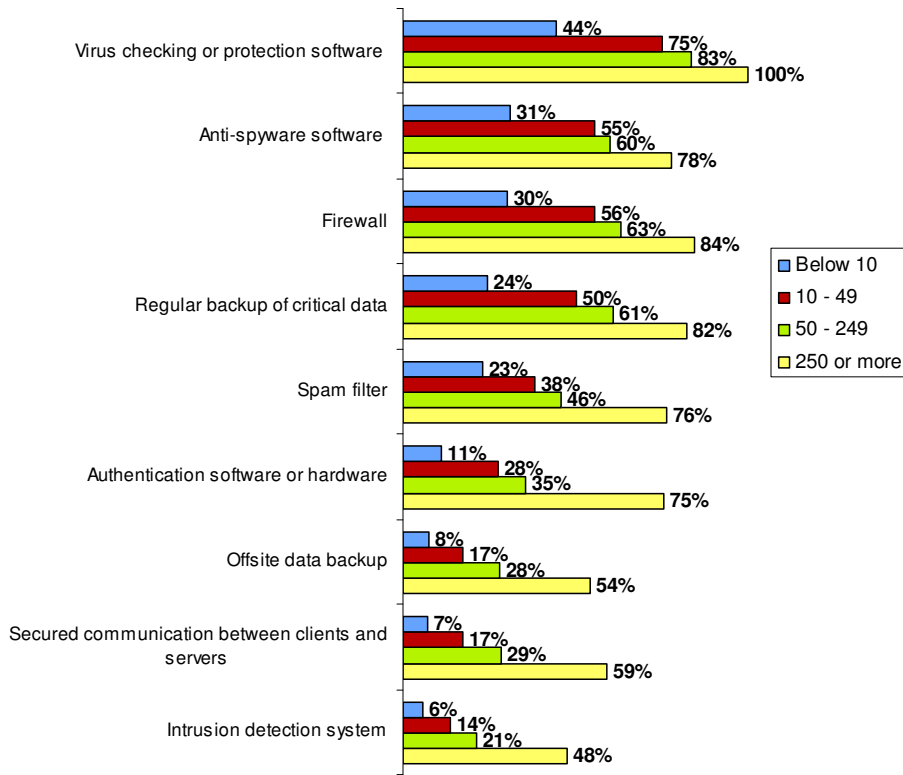**Figure 5: Usage of Infocomm Network Technologies (By employment size)**
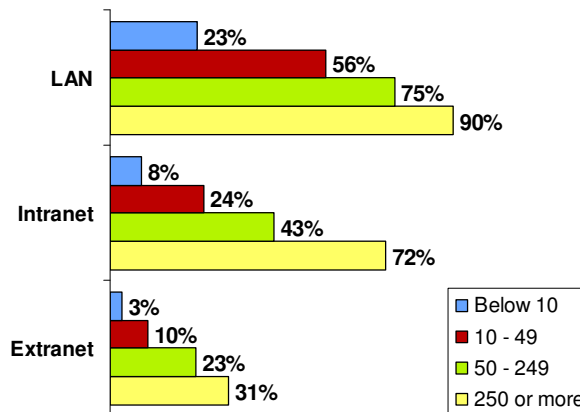
Base: All Enterprises

Infocomm Security Measures

Virus checking or protection software was the most popular infocomm security measure among companies (Figure 6). Usage of all infocomm security measures was higher for larger companies.

Figure 6: Usage of Infocomm Security Measures
(By employment size)

Base: All Enterprises