



中国企业信息化应用和电子商务统计调查情况

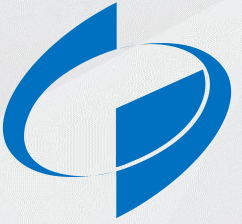
Survey on ICT usage and e-commerce in China's Enterprises

国家统计局服务业司

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Department of Service Statistics,
National Bureau of Statistics of China

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主要内容

The Main Content

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- 3** 企业信息化应用统计的调查结果
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- 4** 面临的挑战及下一步方向
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一、企业信息化应用统计的发展与实践



1. Steps of survey on ICT usage and e-commerce in China's Enterprises

1996年，国家统计局开始对信息化水平进行研究

In 1996, NBS began to study the level of ICT

2008年，第二次经济普查中对企业信息化情况进行调查

In 2008, the ICT usage survey was counted in the second economic census

2013年，信息化统计调查指标增加为21个

In 2013, the number of ICT usage survey indicators increased to 21

2004年，开展企业信息化情况的专项调查

In 2004, special survey on ICT usage was carried out

2012年，信息化表成为“一套表”企业年报表，共有4个调查指标

In 2012, ICT usage survey was conducted in enterprises over designated size and contained 4 indicators

一、企业信息化应用统计的发展与实践



1. Steps of survey on ICT usage and e-commerce in China's Enterprises

2014年，调查
扩展到全部“一
套表”企业

In 2014, survey
was extended to
all enterprises
above designed
size

2018年，新增
工业互联网应
用情况统计指
标

In 2018, the
Industrial
Internet usage
was added

2022年，增加
EDI类型交易额
指标

In 2022, EDI
type sales value
was added

2017年，新增
电子商务销售
额B2B、B2C分
类统计指标

In 2017, B2B
and B2C of e-
commerce sales
were added

2021年，新增物
联网、人工智
能云计算等新
一代信息通信
技术应用情况

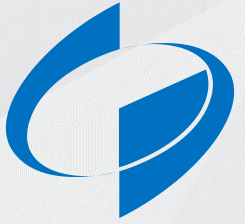
In 2021, the usage
of Internet of
Things, AI ,and
cloud computing
services was added



- ▶ 基本的信息通信技术应用：
- ▶ 01题：企业使用的计算机数：包含台式机、笔记本、平板电脑等。
- ▶ 02题：企业信息技术人员平均人数：从事维护ICT基础设施、开发业务管理软件/系统、ICT安全和数据保护等工作的人员。
- ▶ 03题：企业全年信息化投入：硬件投入、软件投入、信息技术服务投入等。
- ▶ 06题：网站用途：展示企业信息、销售等。

Basic ICT usage:

- ▶ 01: Number of computers used by the enterprises: Including desktop, laptop, tablet, etc.
- ▶ 02: The average number of enterprise ICT specialists: People involved in maintaining ICT infrastructure, developing business management software/systems, ICT security and data protection.
- ▶ 03: The cost of enterprises' ICT investment: Hardware investment, software investment, information technology service investment, etc.
- ▶ 06 Question: Website use: Display information, sales, etc

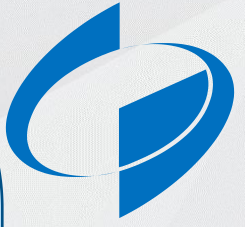


信息通信技术应用于生产经营流程：

- ▶ 04题：信息化管理应用情况：财务管理、购销存管理、ERP、客户关系管理、等。
- ▶ 08-09题：通过网站或APP实现交易：销售额、采购额；自建网站、第三方网站；B2B、B2C。
- ▶ 10-11题：EDI类型的交易：销售额、采购额。

ICT usage in production and business processes:

- ▶ 04: Applying information system within enterprise: Financial management, SRM, ERP, CRM, etc.
- ▶ 08-09: Transaction value through website or APP: including sales and purchases; including self-built websites, third-party websites; including B2B, B2C.
- ▶ 10-11: EDI type transaction value: Sales, purchases.



新一代信息通信技术应用：

- ▶ 12题：云计算服务应用情况：云办公、云存储、云开发等。
- ▶ 13题：物联网应用情况：安全监控、物流管理、客户服务等。
- ▶ 14题：人工智能技术应用情况：数据挖掘、图像识别、生成式人工智能等。
- ▶ 15题：人工智能开展业务情况：用户画像、风险控制、语音助手等。
- ▶ 16题：人工智能软件是如何获取的：员工开发、外部采购、开源软件等。
- ▶ 17题：工业互联网：智能化制造、网络化协同、服务化延伸等。

New generation ICT usage:

- ▶ 12. Cloud computing services usage: cloud office, cloud storage, cloud development, etc.
- ▶ 13. Internet of Things usage: Security monitoring, logistics management, customer service, etc.
- ▶ 14: Applying in AI technology: Data mining, image recognition, generative artificial intelligence, etc.
- ▶ 15: AI technology usage: User portrait, risk control, voice assistant, etc.
- ▶ 16: How is AI software obtained: Employee development, external procurement, open source software, etc.
- ▶ 17: Industrial Internet usage: Intelligent manufacturing, network collaboration, service extension, etc.

二、企业信息化应用统计的具体内容

Contents of survey on ICT usage and e-commerce in China's Enterprises



调查方法 Statistics methodology	调查范围内企业的全面调查 A comprehensive survey of the enterprises within the scope of the statistics, not sampling
调查范围 Scope of statistics	规模以上工业、有资质的建筑业、限额以上批发和零售业、限额以上住宿和餐饮业、房地产开发经营业、规模以上服务业法人单位 Enterprises above designated size, including enterprises of Industry; Construction; Wholesale and Retail Trade; Transport, Storage and Post; Hotels and Catering services; Information Transmission, Software and Information Technology; Real Estate; Leasing and Business Service; Scientific Research and Technical Services; Management of Water Conservancy, Environment and Public Facilities; Service to Households, Repair and Other Services; Education; Health and Social Service; Culture, Sports and Entertainment
调查频率 Frequency of statistics	年度调查 Annual survey

二、企业信息化应用统计的具体内容

Contents of survey on ICT usage and e-commerce in China's Enterprises



调查数量 Quantity of Respondents	2022年，调查了136万余家法人单位 In 2022, more than 1.36 million enterprises
数据采集方法 Data Collection Methods	调查单位自行网上填报 Enterprises complete questionnaires through online system
调查内容 Indicators of Statistics	企业使用计算机数、从事信息技术工作人员数、信息化投入、网站数； 企业电子商务销售额和电子商务采购额及各种细分数据； 企业使用信息化管理、网站、云计算、物联网、人工智能、工业互联网等技术的应用情况 The number of computers used by enterprises, the number of enterprise ICT specialists, the cost of ICT investment, and the number of websites, E-commerce sales and e-commerce purchases of enterprises and various breakdown data, ICT useage in enterprises' production and operation process, such as Information Electronically, Website, EDI, Cloud computing services, Internet of things, AI,Industrial Internet and other technologies of enterprises

三、企业信息化应用统计的调查数据

The statistical results of ICT usage



- 企业信息化统计的主要调查数据，通过《中国统计年鉴》《中国第三产业统计年鉴》对外公布。
- Statistical results of ICT usage and e-commerce in China's Enterprises are published through the "*China Statistical Yearbook*" and "*China Tertiary Industry Statistical Yearbook*".

公布途径 Dissemination Channel	《中国统计年鉴》 "China Statistical Yearbook"	《中国统计年鉴》 "China Statistical Yearbook"
主要指标 Key indicators	期末使用计算机数 每百人使用计算机数 企业拥有网站数 每百家企业拥有网站数 有电子商务交易活动企业数及其比重 企业电子商务销售额 企业电子商务采购额	Number of computers; Computer use per 100 persons; Number of websites; Number of websites per 100 companies; The number and proportion of enterprises with e-commerce transactions; Enterprise e-commerce sales value; Enterprise e-commerce purchase value;

三、企业信息化应用统计的调查数据

The statistical results of ICT usage

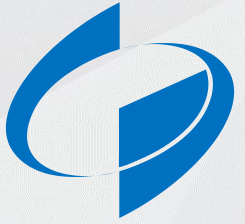


- 企业信息化统计的主要调查数据，通过《中国统计年鉴》《中国第三产业统计年鉴》对外公布。
- Statistical results of ICT usage and e-commerce in China's Enterprises are published through the "China Statistical Yearbook" and "China Tertiary Industry Statistical Yearbook".

公布途径 Dissemination Channel	《中国第三产业统计年鉴》 "China Tertiary Industry Statistical Yearbook"	《中国第三产业统计年鉴》 "China Tertiary Industry Statistical Yearbook"
主要指标 Key indicators	使用计算机的企业数及其比重 使用互联网的企业数及其比重 有网站的企业数及其比重 采用信息化管理的企业数及其比重 有电子商务交易的企业数及其比重 企业电子商务销售额 企业电子商务采购额	The number and proportion of the enterprises using computers; The number and proportion of the enterprises using the Internet; Number and proportion of the enterprises with websites; Number and proportion of the enterprises adopting information management; Number and proportion of the enterprises with e-commerce transactions; Enterprise e-commerce sales value; Enterprise e-commerce purchase value;

三、企业信息化应用统计的调查数据

The statistical results of ICT usage

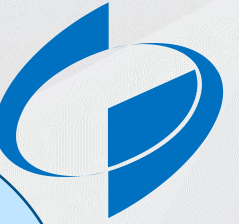


- 应贸发会议要求，提供相关数据。
- Relevant data are provided at the request of UNCTAD.

公布途径 Dissemination Channel	联合国贸易与发展会议 United Nations Conference on Trade and Development	联合国贸易与发展会议 United Nations Conference on Trade and Development
主要指标 Key indicators	使用计算机的企业数及其比重 有网站的企业数及其比重 有电子商务销售的企业数及其比重 有电子商务采购的企业数及其比重	The number and proportion of the enterprises using computers; Number and proportion of the enterprises with websites; Number and proportion of the enterprises with e-commerce sales; Number and proportion of the enterprises with e-commerce purchase;

四、面临的挑战及下一步方向

The Challenges and the Next Step



面临的挑战：

- ▶ 一是信息通信技术发展迅速，在企业的应用情况多种多样，难以及时、全面地反映企业信息化应用情况。
- ▶ 二是企业信息化统计需要跨部门获取数据，企业填报难度较大。

下一步研究：

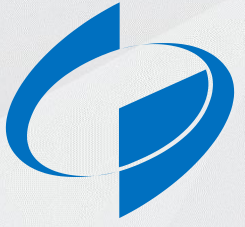
- ▶ 根据信息通信技术的发展情况，调研了解信息通信技术在企业生产经营活动中的应用情况，及时修订完善企业信息化统计表。
- ▶ 开展企业信息化情况调查数据的国际比较和交流，不断提高企业信息化统计调查数据的影响力。

The challenges:

- ▶ First, it is difficult to deliver a timely and comprehensive reflection of the enterprise's ICT usage due to the rapid development of ICT as well as the diversity of the application in the enterprises.
- ▶ Second, it is difficult for the enterprises to collect data across sectors for completing questionnaires of ICT usage.

Further research:

- ▶ According to the development of ICT and usage in enterprise production and operation activities, we will timely revise and improve the questionnaires.
- ▶ Carry out international comparison and exchange of survey data on enterprise's ICT usage, and improve the influence of its statistical results.



谢谢!

