



# 2013 SURVEY OF DIGITAL TECHNOLOGY AND INTERNET USE

## BUSINESSES SELLING ONLINE

OVERALL **13%**

### BUSINESSES WITH A WEBSITE

OVERALL **46%**

**42%**

**SMALL**

**83%**

**MEDIUM**

**91%**

**LARGE**

### VALUE OF GROSS SALES OVER THE INTERNET



\*Small size enterprises have 0 to 19 full-time employees.

\*Medium size enterprises have 20 to 99 full-time employees, except for medium size manufacturing enterprises in North American Industry Classification System (NAICS) 31-33 that have 20 to 499 full-time employees.

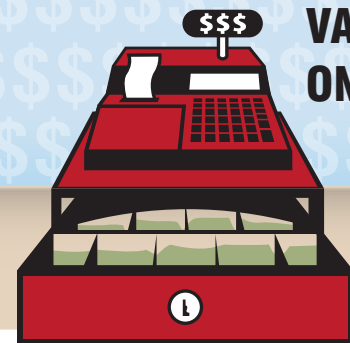
\*Large size enterprises have 100 or more full-time employees, except for large size manufacturing enterprises in North American Industry Classification System (NAICS) 31-33 that have 500 or more full-time employees.

## BUSINESSES BUYING ONLINE

OVERALL **47%**

**\$136 BILLION**

VALUE OF  
ONLINE SALES



### USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs) BY BUSINESSES WITH 10+ EMPLOYEES

**77%**

Internet-enabled mobile device

**56%**

Industry-specific software

**69%**

Company-wide computer network

**31%**

Customer Relationship Management Software (CRM)

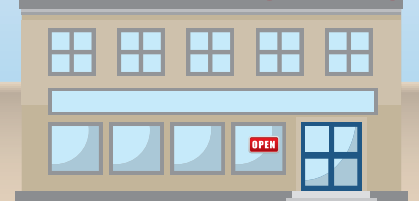
**25%**

Electronic data interchange (EDI) on the internet

**21%**

Enterprise Resource Planning software (ERP)

**10+ EMPLOYEES**



Enterprises that have 10 or more full-time employees.

### WEBSITE FEATURES



**24%**

Customized website for repeat visitors



**21%**

Secure website



**26%**

Online forms for collecting information



**38%**

Social Media Integration



**19%**

Mobile-optimized site



**23%**

Media-rich content

**\$14%**

Online payment