

EXECUTIVE SUMMARY

The National Statistical Office (NSO) conducted the first survey on use of Information and Communication Technology (ICT) by establishments in 2004, this is the 8th one. The purposes of the survey is to raise the government and private sectors' awareness of ICT situation, particularly the use of ICT by establishments. These information could be used as guidance in policy and plan formulation, as well as promoting the use of ICT by establishments effectively.

Data presented in this executive summary were major findings of the survey, covering establishments with at least one person engaged, located in municipal and non – municipal areas nationwide. The establishments covered were engaged in business trade and services, manufacturing, construction, other land transport, (excluding non – scheduled passenger land transport such as hire motorcycle etc.), activities of travel agencies and hospitals. The results illustrated the establishments' operation during 1 January - 31 December, 2010, as follows;

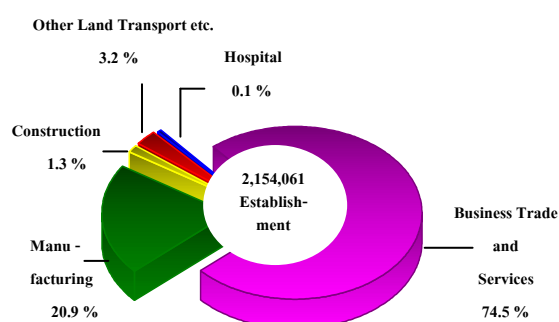
1) General information of establishments

In 2010, there were 2.2 million establishments, of these, the highest rate of establishments (74.5 percent) were engaged in business trade and services activity. Followed by those engaged in manufacturing activity were about 20.9 percent. Those engaged in the other land transport and activities of travel agencies, construction and hospital activities were about 3.2, 1.3, and 0.1 percent respectively.

Considering size of establishment, it was found that most of establishments (about 95.3

percent) were small size, with 1 – 9 persons. Followed by those, with 10 – 15 persons, were about 2.1 percent, while the establishments with more than 200 persons were accounted with very small proportion, of about 0.2 percent.

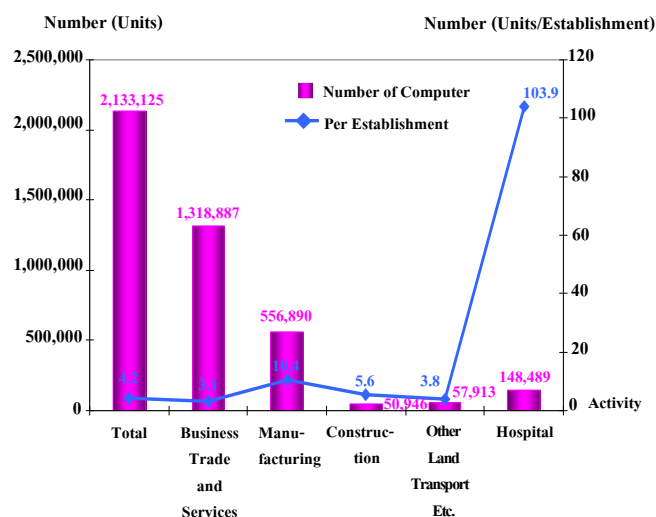
Figure 1 Percentage of Establishments in 2011 by Economic Activity



2) Use of Computer

The results told that there were 23.5 percent of establishments with totally 2.1 million computers, on average, each establishment used 4.2 units to facilitate their business operation. Regarding an access to computer in establishments, the figure clearly showed that there were 2.1 million staff or 4.2 staff per establishment getting access to computer for their routine work.

Figure 2 Number of Computers and computer per establishment in 2011 by Economic Activity

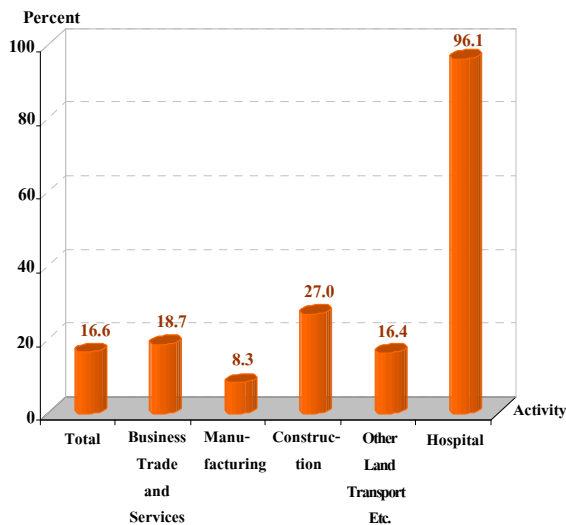


3) Use of Internet

About 16.6 percent of establishments accessed to internet, about 1.4 million staff or 4.0 staff per establishment used internet in their routine work at least once a week. The major purpose of an internet access, about 80.4 percent, was getting information of goods or services. About 77.6 and 27.6 percent were sending or receiving e-mail and purchasing/selling goods and services or trading, respectively.

Most of internet access were connected to xDSL (about 56.6 percent), connected to Analogue modem and ISDN were about 20.6 and 12.6 percent respectively.

Figure 3 Percentage of Establishments Using Internet in 2011 by Economic Activity



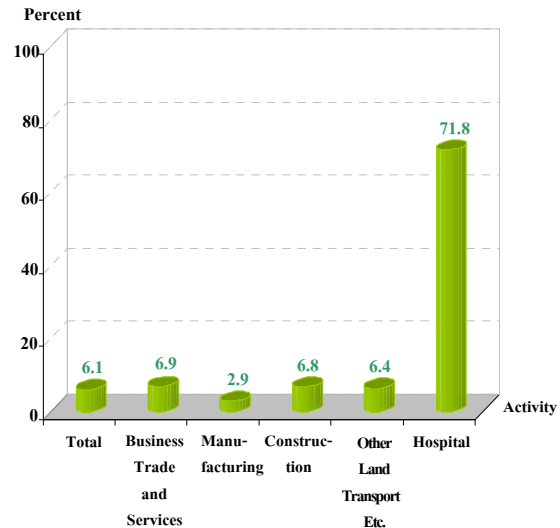
4) Website access

About 6.1 percent of establishments had a website, out of these about 75.4 percent had their own website, about 24.2 percent used other web portals, a small proportion of about 0.4 percent had the website on both ways.

The main purpose of establishment in using of website, mostly (about 89.4 percent) was for advertisement. Followed by customizing

webpage or providing information to customers and receiving orders, of about 59.6 and 22.1 percent respectively.

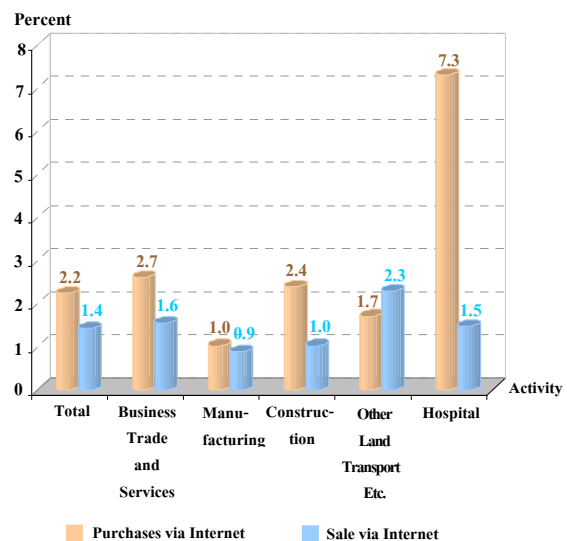
Figure 4 Percentage of Establishments Using Website in 2011 by Economic Activity



5) Purchasing/Selling via internet

The results of the survey showed that there was a small proportion (2.2 percent) of establishments purchasing via internet, even lower proportion, of about 1.4 percent selling via internet.

Figure 5 Percentage of Establishments purchasing and selling via Internet in 2011 by Economic Activity



6) Establishments' Expense on Information and Communication Technology Goods and Services, in 2011

It was found that establishments spent totally 37,580.2 million baht or about 17,446.2 baht per establishment. Most of the expense was on communication part.

7) Personnel with Information Technology qualification and Information Technology work.

For Information Technology Personnel, there were totally 680,429 persons employed in company limited or public company limited in the country. Out of these, about 101,713 persons (about 14.9 percent) graduated in information technology subject. The rest, of about 578,716 persons (about 85.1 percent), did not.

8) Comparison the use of ICT by Establishments between 2009 – 2011

The establishment with at least one person engaged between 2010 and 2011 were not much difference in figures of computer used, internet used, website used, purchases via internet and sale via internet.

Table 1 Comparison the use of ICT in Establishments with at least one person engaged: 2010 and 2011

Data Item	Survey Year	
	2010	2011
Proportion of Establishments Using Computer	23.5	23.5
Proportion of Establishments Using the Internet	16.5	16.6
Proportion of Establishments with a Website	6.1	6.1
Proportion of Establishments Placing Orders Over the Internet	2.3	2.2
Proportion of Establishments Receiving Orders Over the Internet	1.6	1.4

Considering establishments with 16 persons and over between 2009 – 2011, there were very small increases in using computer, accessing internet, accessing website, purchasing and selling via internet.

Figure 6 Percentage of Establishments with 16 persons and over on the use of ICT

