

EXECUTIVE SUMMARY

The National Statistical Office (NSO) conducted the first survey on used of Information and Communication Technology (ICT) by establishments in 2004, this is the 9th 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 economic activity classified according to the Thailand Standard Industrial Classification (TSIC-2009) i.e. business trade, business services, manufacturing, construction, land transport, storage, private hospital activities and activities of Information and communication. The results illustrated the establishments' operation during 1 January - 31 December, 2011, as follows;

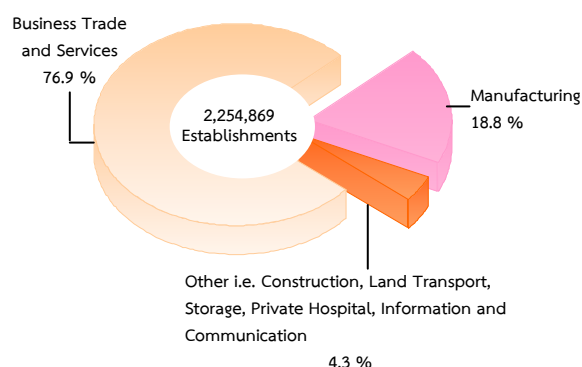
1) General information of establishments

In 2010, there were 2.3 million establishments, of these, the highest proportion of establishments (76.9 percent) were engaged in business trade and services activity. Followed by those engaged in manufacturing activity were about 18.8 percent. Those engaged in construction, land transport, storage, private hospital and activities of information and communication were about 4.3 percent.

Considering size of establishment specified by number of persons engaged, it was found that most of establishments (about 95.0 percent) were small size, with 1 – 9 persons. Followed by those, with

10 – 15 persons, were about 2.3 percent, while the establishments with more than 16 persons were accounted with very small proportion, of about 2.7 percent.

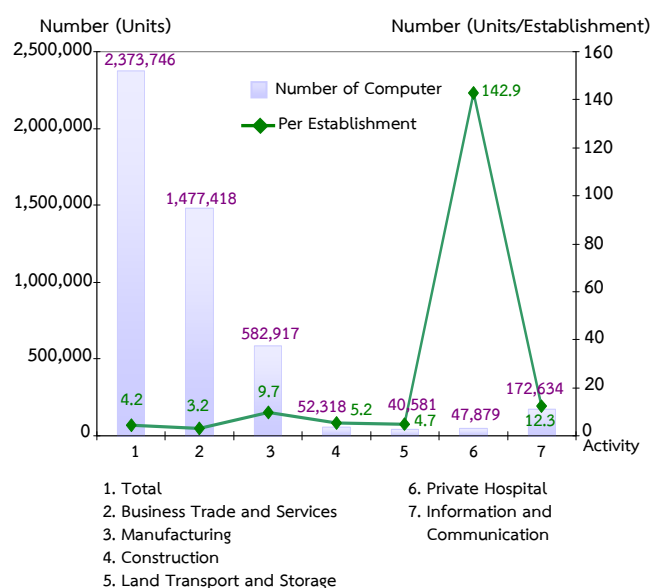
Figure 1 Percentage of Establishments by Economic Activity



2) Use of Computer

The results told that there were 24.8 percent of establishments with totally 2.4 million computers, on average, each establishment used 4.2 units to facilitate their business operation. The highest average number of computer was found in private hospital activities about 142.9 units. The number of persons using computers in their normal work routines (at least once a week), there were 2.2 million staff or 3.9 staff per establishment.

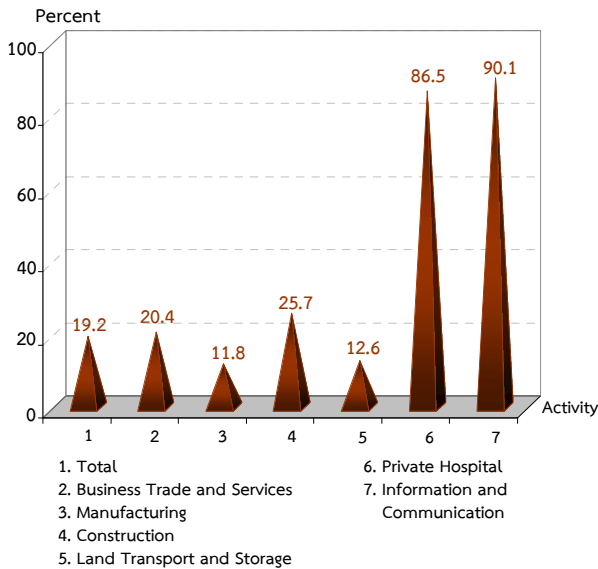
Figure 2 Number of Computers and computer per establishment by Economic Activity



3) Use of Internet

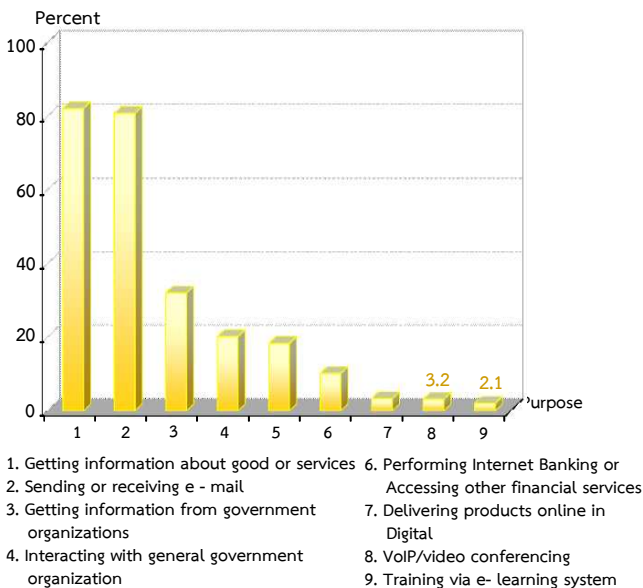
About 19.2 percent of establishments accessed to internet. The highest proportion of using internet, about 90.1 percent, engaged in activities of information and communication. The following engaged in private hospital activities was about 86.5 percent.

Figure 3 Percentage of Establishments Using Internet by Economic Activity



The major purpose of an internet access, about 82.1 percent, was getting information of goods or services. About 80.8 and 32.0 percent were sending or receiving e - mail and getting information from government organization, respectively.

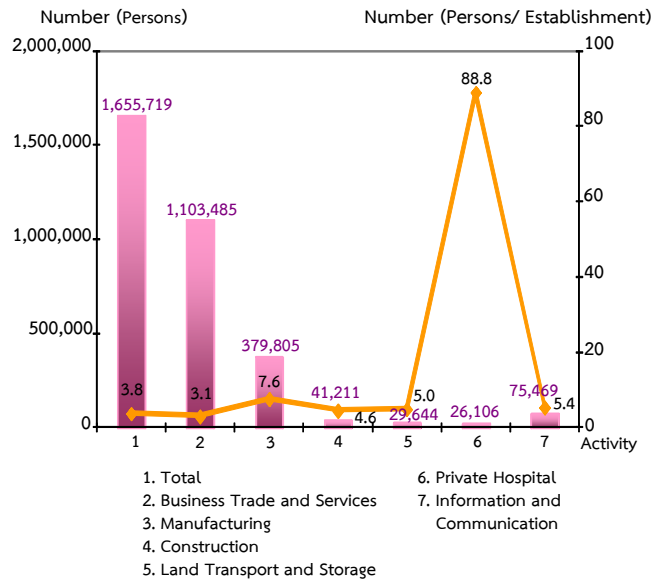
Figure 4 Percentage of Establishments with Using Internet by Purpose of an internet access^{1/}



Note : 1/ More than one characteristic can be done by an establishment.

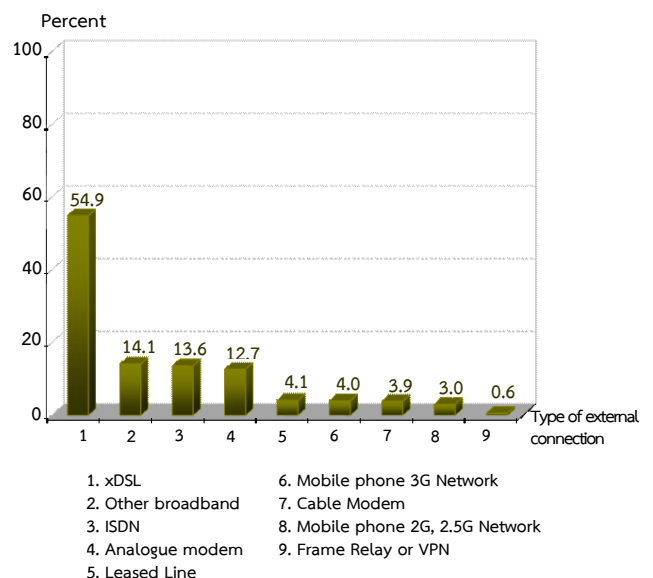
About 1.7 million staff or 3.8 staff per establishment used internet in their routine work at least once a week.

Figure 5 Number of persons using the internet in their normal work routines by Economic Activity



Most of internet access were connected to xDSL (about 54.9 percent), connected to other broadband and ISDN were about 14.1 and 13.6 percent respectively.

Figure 6 Percentage of Establishments with Using Internet by Type of external connection to the internet access^{1/}

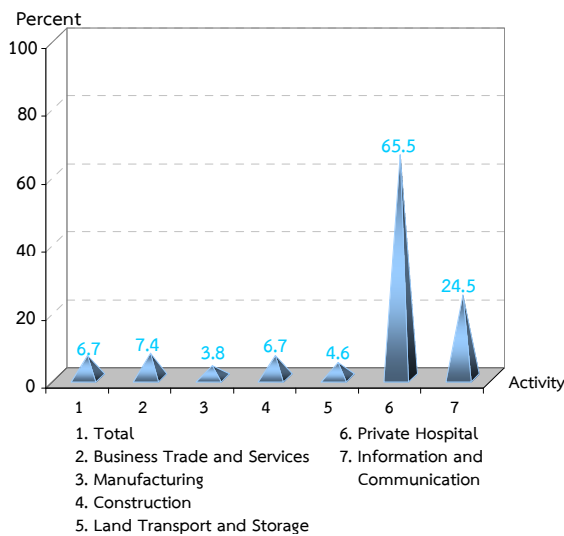


Note : 1/ More than one characteristic can be done by an establishment.

4) Use of Website

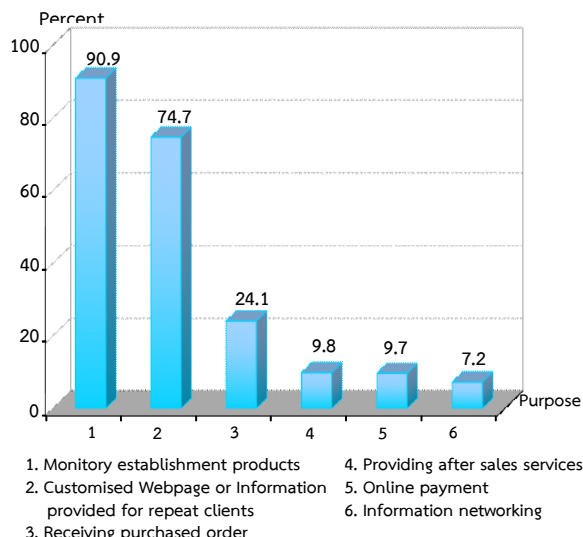
About 6.7 percent of establishments had a website. The highest proportion of using website, about 65.5 percent, engaged in private hospital activities. The following engaged in activities of information and communication was about 24.5 percent. It is noticed that 84.1 percent of establishments had their own website, about 12.6 percent used other web portals, a small proportion of about 3.3 percent had the website on both ways.

Figure 7 Percentage of Establishments Using Website by Economic Activity



The main purpose of establishment in using of website, mostly (about 90.9 percent) was for advertisement. Followed by customizing webpage or providing information to customers and receiving orders, of about 74.7 and 24.1 percent respectively.

Figure 8 Percentage of Establishments Using Website by Purpose of using website^{1/}

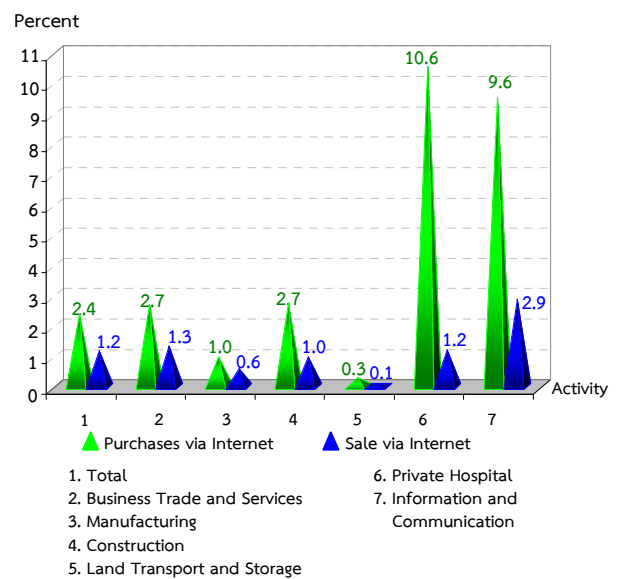


Note : ^{1/} More than one characteristic can be done by an establishment.

5) Purchasing/Selling via internet

The results of the survey showed that there was a small proportion (2.4 percent) of establishments purchasing via internet, even lower proportion, of about 1.2 percent selling via internet. It is noticed that the establishments engaged in private hospital activities had the highest proportion about 10.6 percent of purchasing via internet and activities of information and communication had the highest proportion about 2.9 percent of selling via internet.

Figure 9 Percentage of Establishments purchasing and selling via Internet by Economic Activity



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

It was found that establishments spent totally 43,423.5 million baht or about 19,257.7 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 831,310 persons employed in company limited or public company limited in the country. Out of these, about 112,974 persons (about 13.6 percent) graduated in information technology subject. The rest, of about 718,336 persons (about 86.4 percent), did not.