

KEY INDICATORS : EDINBURGH

20 : INFORMATION AND COMMUNICATIONS TECHNOLOGY

	<i>sources / notes</i>	1991	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Business take-up rates of I.C.T.	(*1)											
(n.b. Lothian-wide)												
Businesses using a p.c.								73%	77%			
Businesses using e-mail								64%	61%			
Businesses with access to internet								63%	67%	80%	80%	
.. of which access via broadband									7%	26%	57%	
Businesses with their own website								47%	41%	58%		
Businesses with pc/e-mail/internet	(*1)											
Offering on-line ordering facilities								33%	26%			
Offering electronic payment facilities								23%	12%			
Offering order tracking facilities								8%	9%			
Household take-up rates of I.C.T.	(*2)											
Households with a telephone								95%	96%			
Households with a p.c. at home								44%	49%			
Adults with home access to internet								32%	45%	58%		
% of households with home access to the internet	(*3)						33.3%					
On-line purchases relative to average for major UK regional centres	(*3)						1.05					

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TABLE 20 : INFORMATION TECHNOLOGY

- (*1) Scottish Enterprise : '2001 Local Area Benchmarking Survey – Business Usage of Information and Communication Technologies'; and 'Scottish e-Business Survey 2002' n.b. data relates to whole of Edinburgh and the Lothians. The term 'broadband' encompasses a leased line, xDSL, cable modem, satellite, wireless broadband and other broadband.

As at 2003 the Edinburgh & Lothians area was identified by Scottish Enterprise as having the highest level of e-business take-up in Scotland, based on the highest level of internet access (80%, jointly with Glasgow), the highest level of website adoption (58%), and the highest usage of the internet for accessing customers (28%).

- (*2) Scottish Executive : 'Scotland's People : Results from the Scottish Household Survey'. The Scottish Household Survey is a major continuous survey funded by the Scottish Executive, covering a sample of 62,000 households over its first four years. Inaugurated in 1999. Returns are analysed on a rolling basis, with local data only becoming available once a sufficient 'pool' of responses has been obtained, to ensure an acceptable sampling error.

- (*3) CACI : "Who's buying online?" : www.caci.co.uk/publication-articles-and-brochures.htm Other evidence suggests a high level of domestic internet connectivity in Edinburgh. A survey commissioned by Yellow Pages in support of its 'Internet Guide' identified that Edinburgh was the most internet-aware city in the U.K. Almost 70% of Edinburgh residents were found to use the net, compared with a Scottish average of 55%. (Reported in the local press February 4th 2003)

- (*) A survey of 1,031 adult Edinburgh residents in October 2004, carried out by MORI on behalf of City of Edinburgh Council, revealed that 49% had e-mail at home; 48% had a computer at home; 33% had an interactive digital television; 32% had access to the internet at home via a modem, and 26% had access to the internet at home via broadband. www.mori.com/scotland/archive.shtml