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# Enterprises need to catch up on digitalisation

## 41% of Austrian enterprises have a very low level of digital intensity

Vienna, 2023-11-29 – One indicator of the digitalisation of the Austrian economy is the digital intensity of enterprises. This results from the number of digital technologies used. As the results of Statistics Austria’s survey on information and communication technologies show, digital intensity varies according to company size, economic sector and location.

“There is still a lot of room for improvement when it comes to the use of digital technologies in Austrian enterprises. Currently, four out of ten enterprises in Austria have a very low digital intensity. 59% achieve at least a basic digital intensity, i.e. have implemented at least four out of twelve digital technologies. Basic digital intensity is lowest among small and medium-sized enterprises at 58% respectively. This means that Austria is still a long way from the EU goal of 90% basic digitalisation intensity among SMEs by 2030,” explains Tobias Thomas, Director General of Statistics Austria.

Six out of ten enterprises in Austria currently achieve at least a basic level of digital intensity: 33% have a low level of digital intensity (four to six digital technologies implemented), 21% a high level (seven to nine digital technologies) and 6% a very high level (ten to twelve digital technologies). However, four out of ten enterprises do not meet the criteria for basic digital intensity, as they use a maximum of three digital technologies.

### **Digital intensity varies according to company size, economic sector and location**

The digitalisation of enterprises differs significantly according to economic sector and enterprise size. Enterprises in the service sector (64%) are more likely to achieve a basic level of digitalisation than those in the production sector (49%). Furthermore, small enterprises (55%) are much less likely to have a basic level of digitalisation than medium-sized (79%) and large enterprises (95%). The EU goal of the digital decade, according to which more than 90% of small and medium-sized enterprises (SMEs) should achieve at least a basic level of digital intensity by 2030, has not yet been achieved: Currently, 58% of SMEs in Austria have achieved a basic level of digitalization, while 42% of SMEs have a very low level of digitalization.

The level of digital intensity also differs by federal state. Enterprises in Vorarlberg (71%) have the highest level of basic digitalisation. In the middle range are Vienna, Tyrol (each 64%), Salzburg (61%) and Upper Austria (60%). The greatest need to catch up is in Carinthia (55%), Styria (53%), Lower Austria (52%) and Burgenland (49%).

When considering the effects of economic sector and enterprise size, the differences in digitalisation decrease. For example, around 40% of the differences between Vienna and Burgenland can be explained by the higher number of middle-sized and large enterprises as well as enterprises in economic sectors with a higher digitalisation in the capital.

For detailed results and further information on the use of ICT in enterprises please refer to our [website](#).

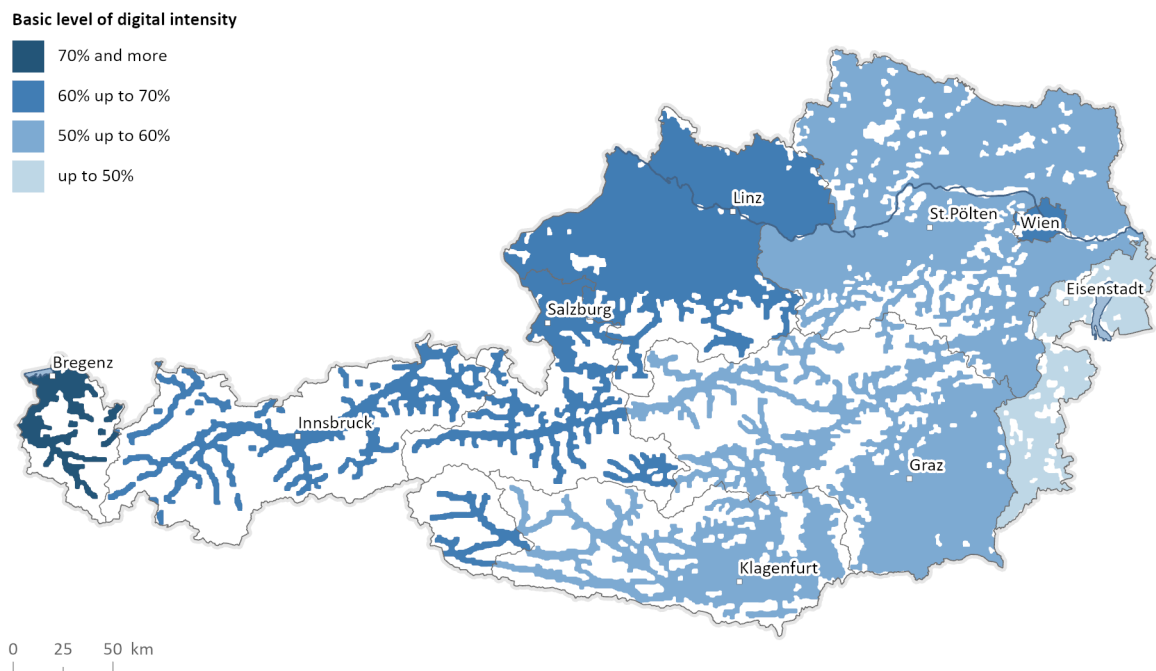
## Digital intensity of enterprises 2023

Characteristic	Digital intensity <sup>1</sup>				
	very low	at least basic			
		total	low	high	very high
	in % of all enterprises				
<b>Total</b>	<b>41.0</b>	<b>59.0</b>	<b>33.1</b>	<b>20.5</b>	<b>5.5</b>
<b>Industry (ÖNACE<sup>2</sup> 2008)</b>					
<b>Production sector</b>	<b>51.5</b>	<b>48.5</b>	<b>29.7</b>	<b>15.5</b>	<b>3.4</b>
Manufacturing (10–33)	40.6	59.4	30.8	23.0	5.5
Electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities (35–39)	37.7	62.3	(42.0)	11.4	8.9
Construction (41–43)	63.5	36.5	27.6	8.1	0.8
<b>Service sector</b>	<b>36.1</b>	<b>63.9</b>	<b>34.6</b>	<b>22.8</b>	<b>6.5</b>
Wholesale and retail trade; repair of motor vehicles and motorcycles (45–47)	32.0	68.0	36.0	24.0	8.1
Transportation and storage (49–53)	60.5	39.5	26.1	10.6	2.8
Accommodation and food service activities (55, 56)	39.6	60.4	36.2	19.5	4.6
Information and communication (58–63)	6.9	93.1	27.4	47.2	18.6
Real estate activities; professional, scientific and technical activities (68–75)	27.8	72.2	40.8	27.1	4.3
Administrative and support service activities; Repair of computers and communication equipment (77–82, 95.1)	52.6	47.4	28.2	14.1	5.1
<b>Size</b>					
10 to 49 employees	45.5	54.5	33.7	17.0	3.8
50 to 249 employees	21.1	78.9	32.0	35.6	11.3
250 or more employees	4.7	95.3	19.2	49.0	27.0
<b>Federal state</b>					
Burgenland	50.7	49.3	36.5	11.7	1.1
Carinthia	45.5	54.5	34.3	15.9	4.3
Lower Austria	48.3	51.7	32.2	16.1	3.4
Upper Austria	39.6	60.4	33.6	21.6	5.2
Salzburg	39.2	60.8	29.8	24.3	6.6
Styria	46.9	53.1	31.8	16.5	4.8
Tyrol	36.0	64.0	36.7	22.3	5.1
Vorarlberg	29.1	70.9	36.7	29.2	5.1
Vienna	36.1	63.9	31.9	23.5	8.6

S: STATISTICS AUSTRIA, Survey on ICT usage in enterprises 2023. – Data collection: February to July 2023. – Values with a sampling error > 5% appear in parentheses.

1) The Digital Intensity Index is composed of twelve indicators on the use of information and communication technologies (ICT) in enterprises. To achieve a very low/low/high/very high level of digital intensity, 0–3/4–6/7–9/10–12 indicators must be met by an enterprise. – A basic level of digital intensity includes low, high and very high levels of digital intensity – 2) ÖNACE: Austrian Classification of Economic Activities.

## Basic digital intensity in enterprises by federal states 2023



S: STATISTICS AUSTRIA, Survey on ICT usage in enterprises 2023. – The Digital Intensity Index is composed of twelve indicators on the use of information and communication technologies (ICT) in enterprises. A basic level of digital intensity includes low, high and very high levels of digital intensity.

### Information on methodology, definitions:

The digital intensity of enterprises is measured by an index that is composed of the use of the following digital technologies:

- Internet access for at least 50% of employees
- Use of an internet download speed of at least 30 Mbit/s
- Use of technologies based on artificial intelligence
- Use of data analytics
- Use of cloud services
- Use of advanced cloud services
- Use of at least one social media channel
- Use of at least two social media channels
- Use of ERP software
- Use of CRM software
- Web or EDI-based sales of at least 1% of total turnover
- Web sales of at least 1% of total turnover and at least 10% of these to private customers (B2C)

The digital intensity of an enterprise is composed by the number of technologies (indicators) used:

- very low digital intensity (0–3 indicators)
  - low digital intensity (4–6 indicators)
  - high digital intensity (7–9 indicators)
  - very high digital intensity (10–12 indicators)
- A basic level of digital intensity includes low, high and very high levels of digital intensity (4–12 indicators).

Data collection and analysis is conducted by Statistics Austria. The basis is the survey on the usage of information and communication technologies (ICT) in enterprises 2023, which is based on Regulation (EU) 2019/2152 and Implementing Regulation (EU) 2022/1344 for the reference year 2023, which obligates all EU member states to conduct this sample survey with a Europe-wide uniform questionnaire and standardized methodology.

Around 6 950 enterprises with ten or more employees (in manufacturing; electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities; construction;

wholesale and retail trade; repair of motor vehicles and motorcycles; transportation and storage; accommodation and food service activities; information and communication; real estate activities; professional, scientific and technical activities; administrative and support service activities; repair of computers and communication equipment) participated from February to July 2023 in the survey.

**If you have any questions on this topic, please contact:**

Gerald Hassl, Phone: +43 1 711 28-8035, E-Mail: [gerald.hassl@statistik.gv.at](mailto:gerald.hassl@statistik.gv.at)

Valentina Kropfreiter, Phone: +43 1 711 28-7569, E-Mail: [valentina.kropfreiter@statistik.gv.at](mailto:valentina.kropfreiter@statistik.gv.at)

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STATISTICS AUSTRIA | Federal Institution under Public Law | Guglgasse 13 | 1110 Vienna | [www.statistik.at](http://www.statistik.at)

Press: Phone: +43 1 711 28-7777 | E-mail: [presse@statistik.gv.at](mailto:presse@statistik.gv.at)

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