

Social media use by purpose

[isoc_cismp]

Last update: 13.12.18

Source of data: Eurostat

INDIC_IS: Involve customers in development or innovation of goods or services **UNIT:** Percentage of enterprises **SIZEN_R2:** All enterprises, without financial sector (10 persons employed or more)

TIME	2013	2015	2017
GEO			
Montenegro	:	:	31
Netherlands	18	21	22
Portugal	12	17	21
Ireland	11	17	18
Spain	10	13	18
Cyprus	13	22	18
Finland	13	14	17
Norway	13	15	16
Latvia	7	13	15
Lithuania	11	12	15
France	8	10	14
Malta	13	16	14
Sweden	13	12	14
Serbia	:	:	14
Italy	9	11	13
United Kingdom	12	14	13
European Union (current composition)	9	10	12
Belgium	8	11	12
Croatia	9	10	12
Luxembourg	6	9	12
Greece	9	8	11
Romania	7	7	11
Germany (until 1990 former territory of the FRG)	:(u)	7	10
Estonia	4	9	10
Austria	6	7	10
Denmark	7	8	9
Poland	5	7	9
Iceland	8	:	9
Czechia	5	7	8
Slovakia	5	8	8
Bulgaria	6	5	6
Slovenia	9	7	6
Hungary	2	4	5
Former Yugoslav Republic of Macedonia, the	13	15	:
Turkey	:	:(u)	:

Available flags:

b break in time series

e estimated

n not significant

s Eurostat estimate (phased out)

c confidential

f forecast

p provisional

u low reliability

d definition differs, see metadata

i see metadata (phased out)

r revised

z not applicable

Special value:

: not available

Social media use by purpose

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Source of data: Eurostat

INDIC_IS: Obtain or respond to customer opinions, reviews questions **UNIT:** Percentage of enterprises **SIZEN_R2:** All enterprises, without financial sector (10 persons employed or more)

TIME	2013	2015	2017
GEO			
Iceland	30	:	54
Cyprus	22	42	51
Malta	44	47	51
Ireland	26	37	42
Montenegro	:	:	40
United Kingdom	23	32	39
Finland	21	28	36
Sweden	22	27	35
Spain	18	23	34
Greece	18	21	32
Lithuania	15	26	32
Netherlands	24	30	31
Norway	21	28	31
Portugal	16	20	28
European Union (current composition)	15	20	27
Denmark	15	20	27
Belgium	12	19	25
Croatia	19	22	25
Germany (until 1990 former territory of the FRG)	:(u)	16	24
Italy	13	19	23
Luxembourg	11	16	23
Slovakia	15	21	23
France	11	16	22
Bulgaria	13	17	21
Czechia	12	17	21
Latvia	9	16	21
Austria	14	17	21
Estonia	10	21	20
Romania	10	13	20
Slovenia	17	21	20
Poland	10	14	18
Serbia	:	:	17
Hungary	7	11	16
Former Yugoslav Republic of Macedonia, the	21	27	:
Turkey	:	:(u)	:

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