WSIS: Survey of Business Opinion

Robert G. Rogers
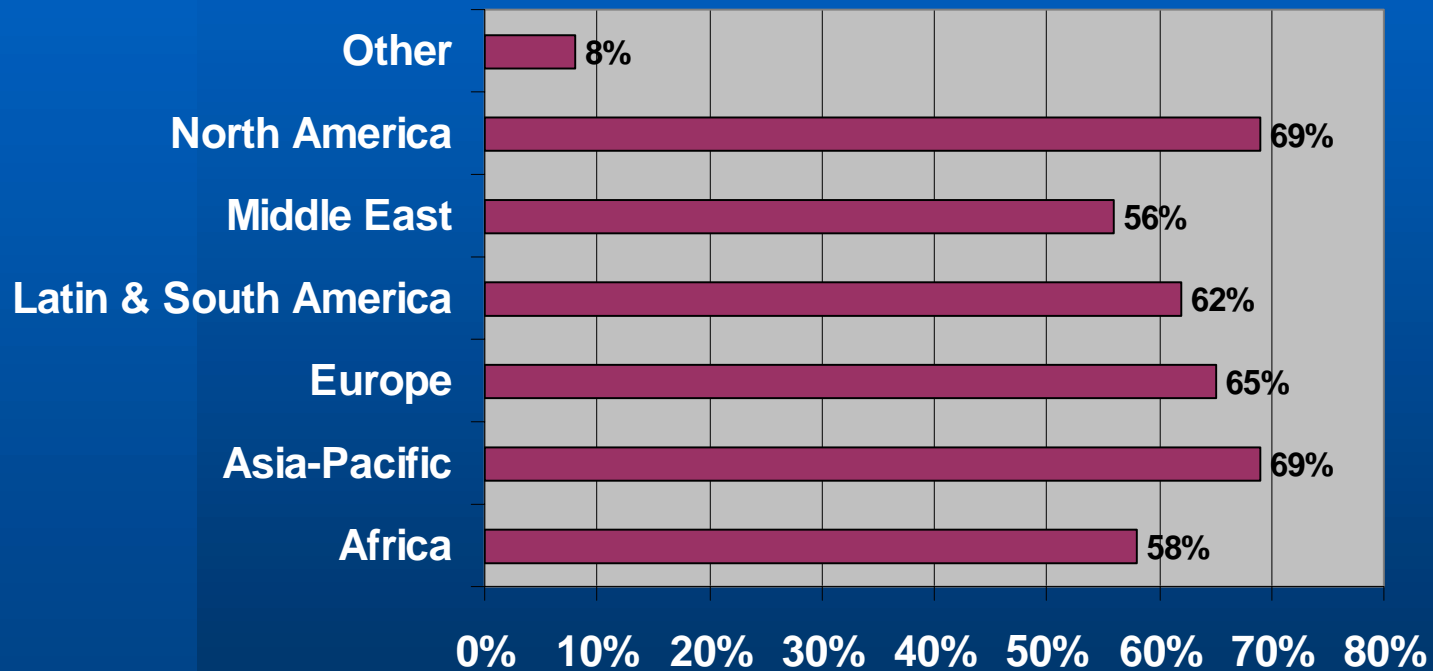Global Information Infrastructure Commission
September 16, 2002

Survey Details
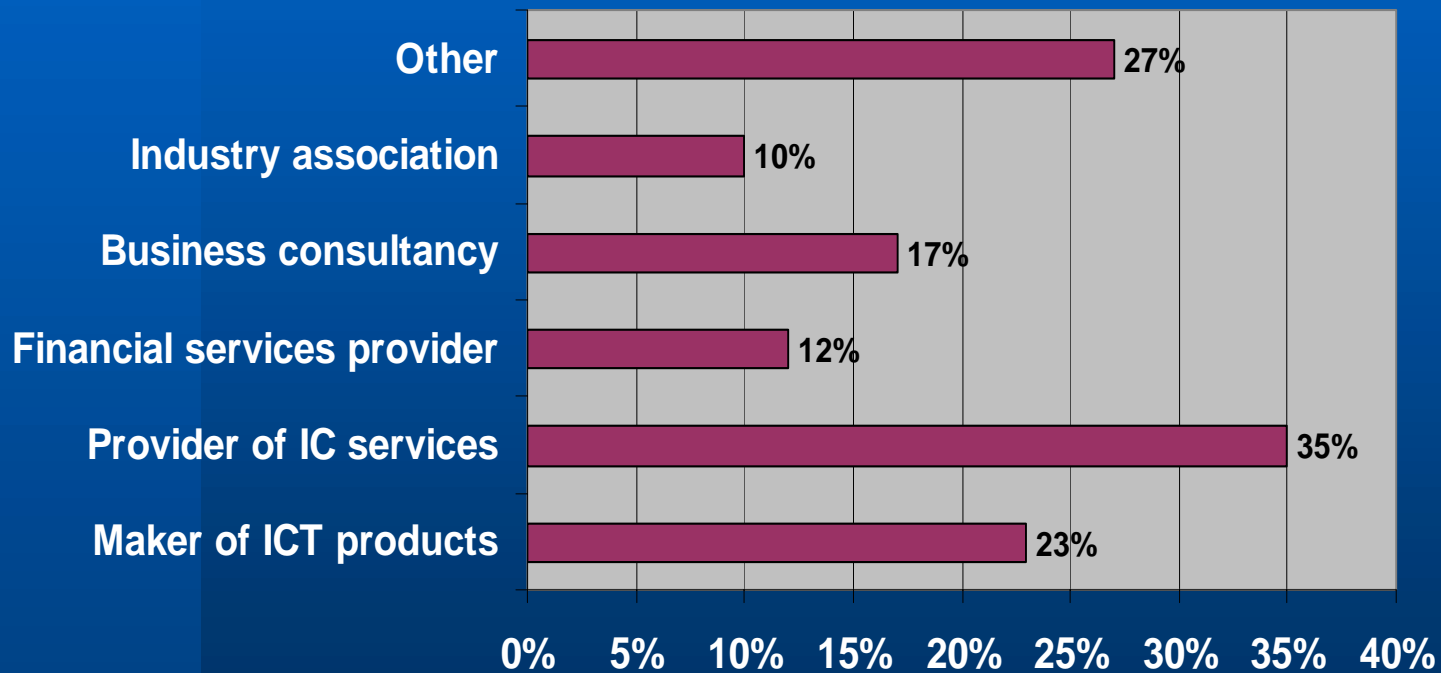
- **Solicited views of 125 executives on August 27**
  - **www.giic.org/survey**
  - **GIIC commissioners, CCBI principals**
  - **55 percent response rate**
- **Extend to October 21**
  - **Input from business leaders in ITU delegation nations**
- **Goal: Achieve rough, preliminary estimates**
  - **Awareness**
  - **Expectations**
  - **Objectives**
  - **Themes**

Survey Respondents—Geography

Chart showing percentage of respondents by region:
- Other: 8%
- North America: 69%
- Middle East: 56%
- Latin & South America: 62%
- Europe: 65%
- Asia-Pacific: 69%
- Africa: 58%

In which regions of the world does your organization conduct business?

Survey Respondents—Businesses

Category	Percentage
Other	27%
Industry association	10%
Business consultancy	17%
Financial services provider	12%
Provider of IC services	35%
Maker of ICT products	23%

How would you characterize your organization?

WSIS Awareness

Chart showing responses to "How aware of the World Summit on the Information Society are you?"

- Not at all: 19%
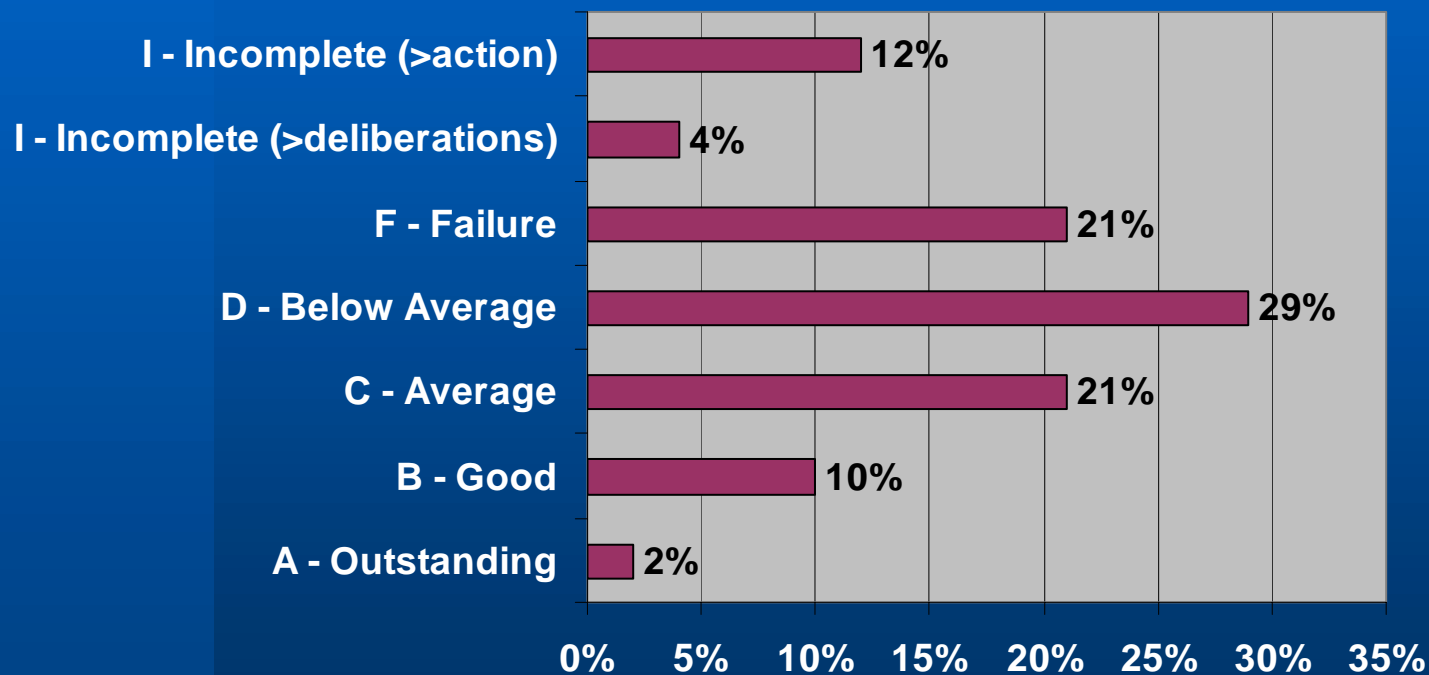- Very little: 25%
- Somewhat: 40%
- Very much: 17%
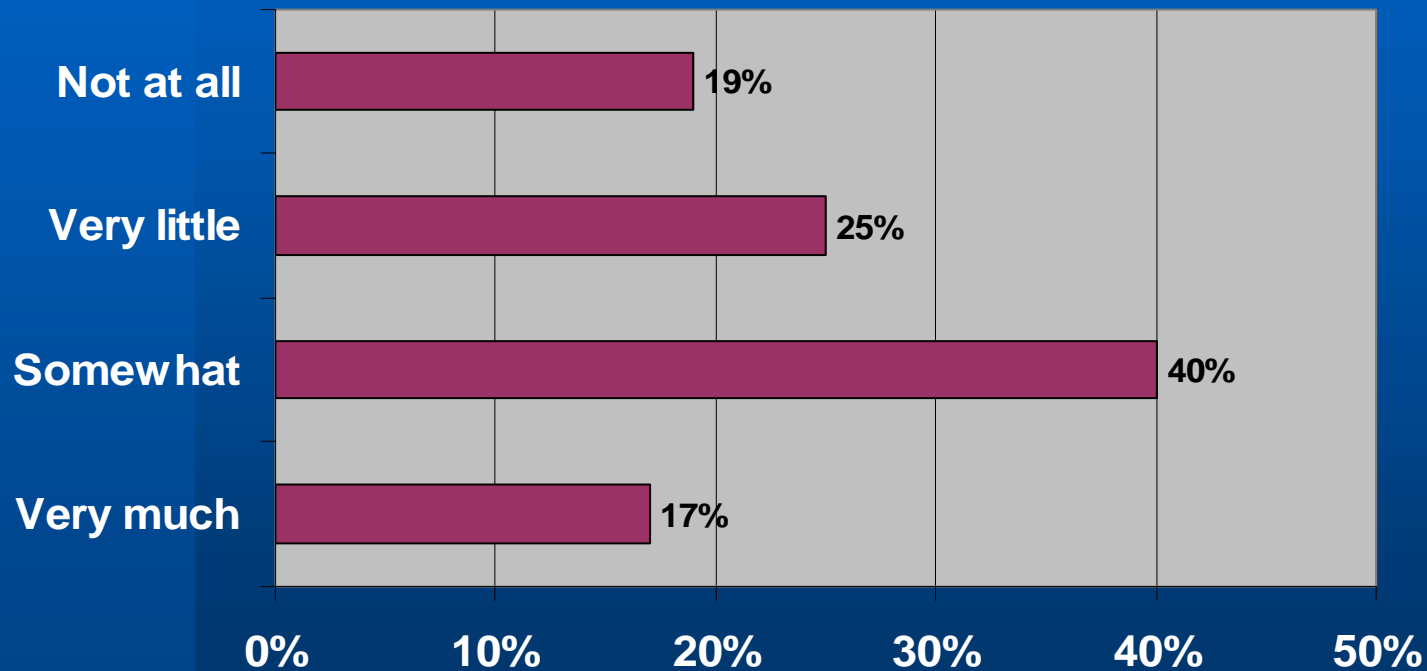
How aware of the World Summit on the Information Society are you?

WSIS Expectations
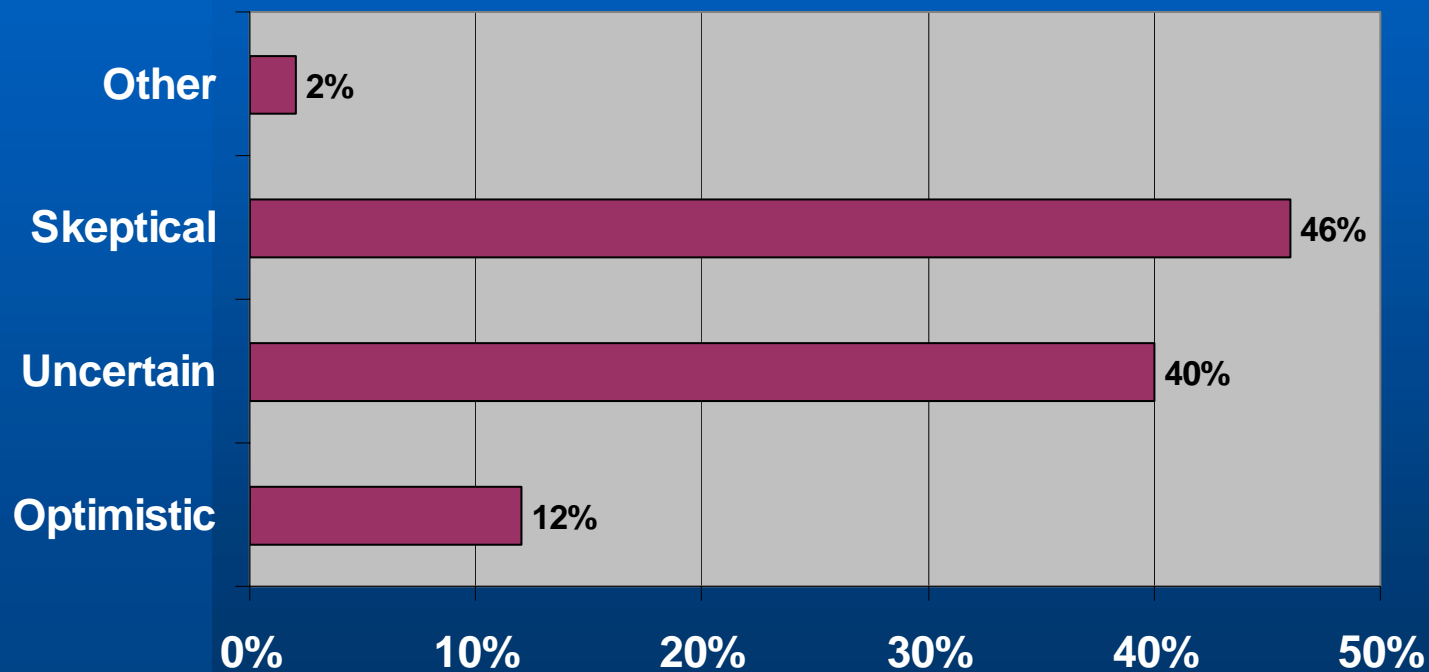
What are your expectations about the usefulness of the Summit?

'Digital Divide' Efforts

| Grade	Percentage
I - Incomplete (>action)	12%
I - Incomplete (>deliberations)	4%
F - Failure	21%
D - Below Average	29%
C - Average	21%
B - Good	10%
A - Outstanding	2%

How would you 'grade' intergovernmental and institutional attempts to remedy the international 'digital divide?'

Speediest Funding Sources

Funding Source	Value
Private foreign direct investment	4.0
Multilateral lending & assistance	3.1
Official development assistance	2.7
National government spending	3.3
Philanthropy	1.9
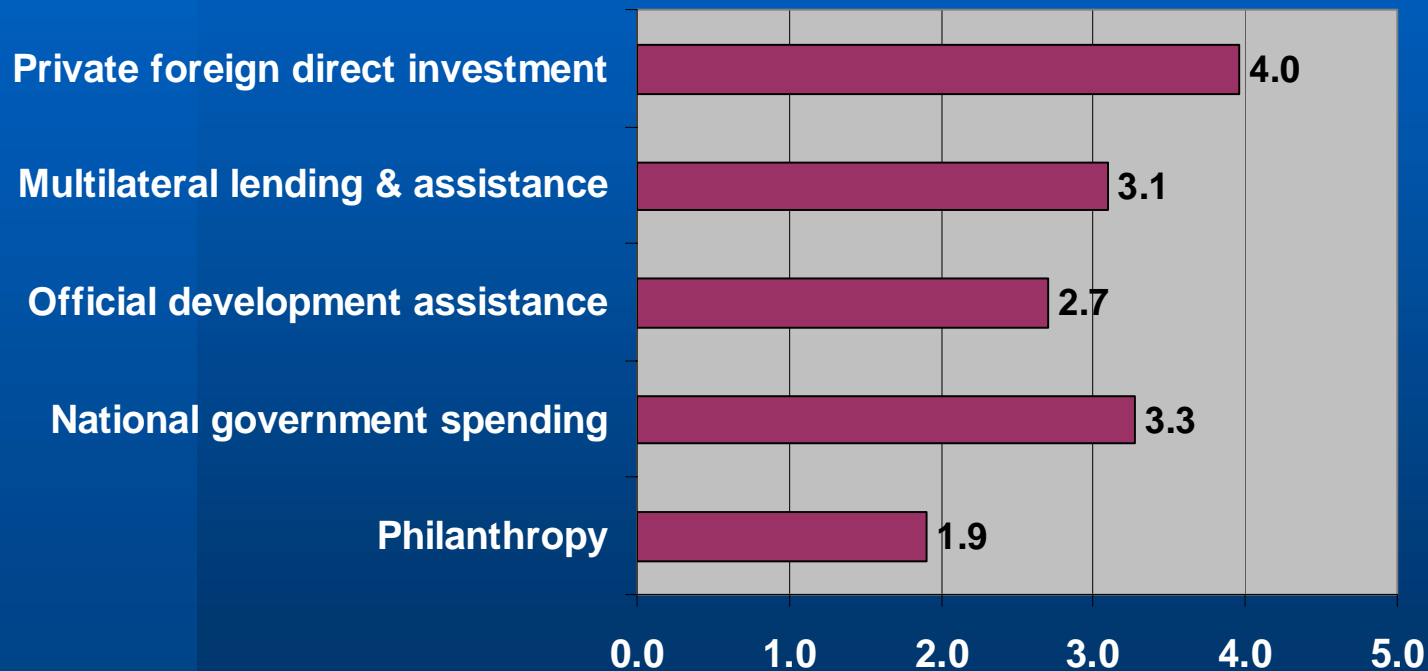
*What funding sources do you regard as being most likely to speed evolution toward an Information Society?*

WSIS: Private Sector Engagement

| Rating	Percentage
5 (Strong agreement)	25%
4	31%
3	25%
2	10%
1 (Weak agreement)	8%
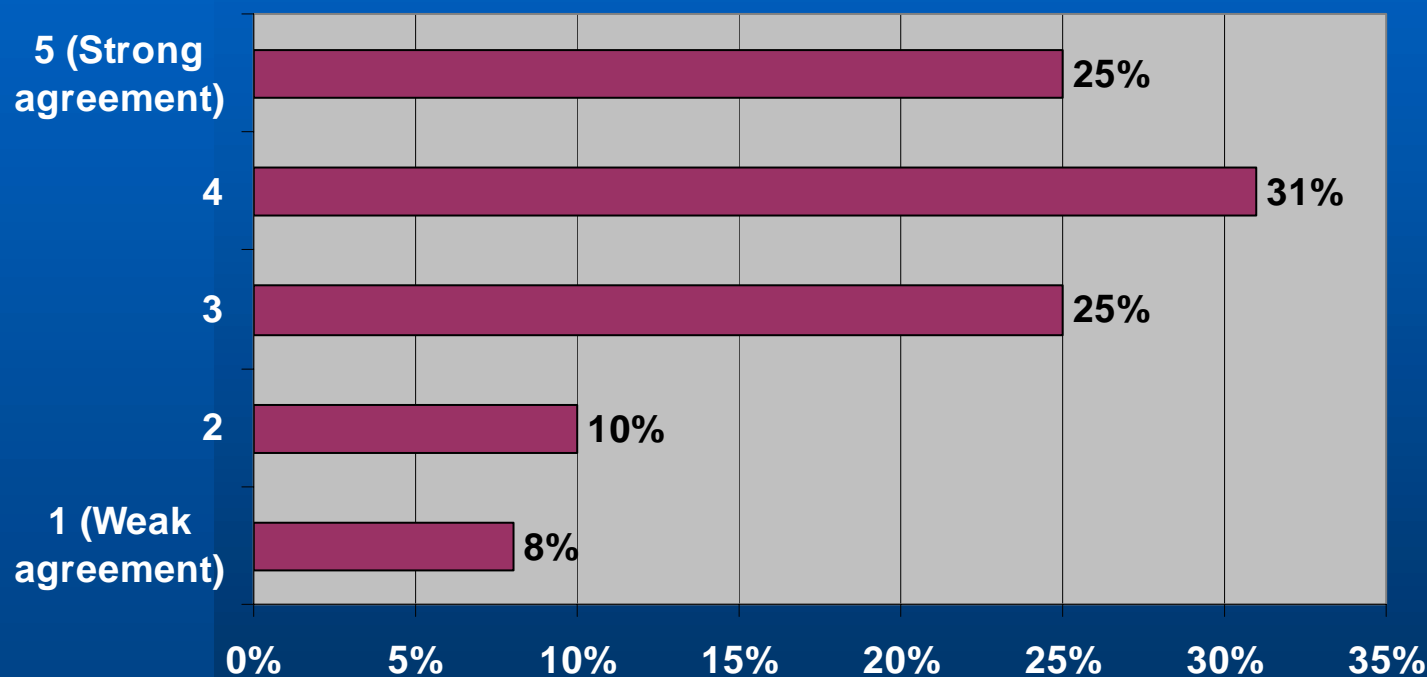
How strongly do you believe the private sector should be engaged in trying to influence the outcome of Summit deliberations?

# WSIS: Private Sector Involvement

Undecided	38%
No	31%
Yes	31%

0% 5% 10% 15% 20% 25% 30% 35% 40%
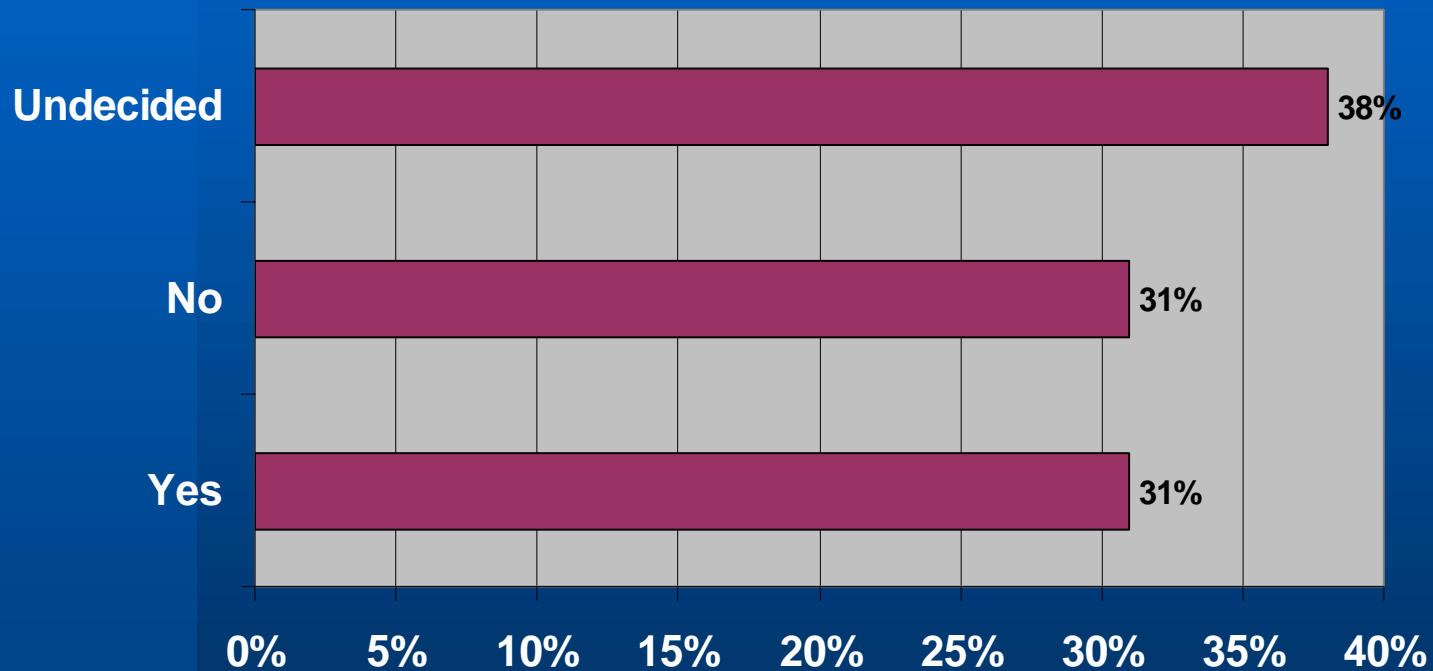
Do you expect to participate in the Summit in Geneva, Tunis, or any of the regional or other preparatory meetings?

WSIS: Private Sector Advocacy

Undecided	44%
No	12%
Yes	44%

0% 10% 20% 30% 40% 50%
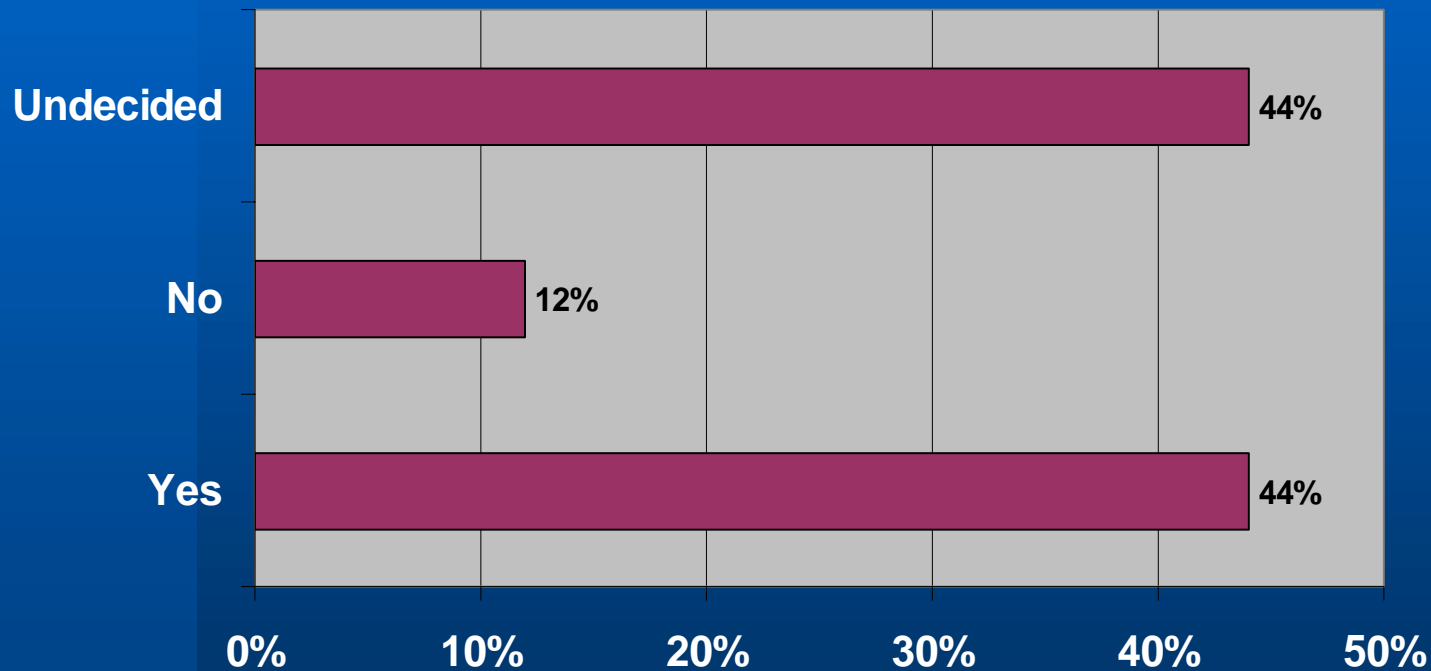
Would you contact government officials to advocate the pursuit of particular positions in the Summit?

WSIS: Private Sector Objectives
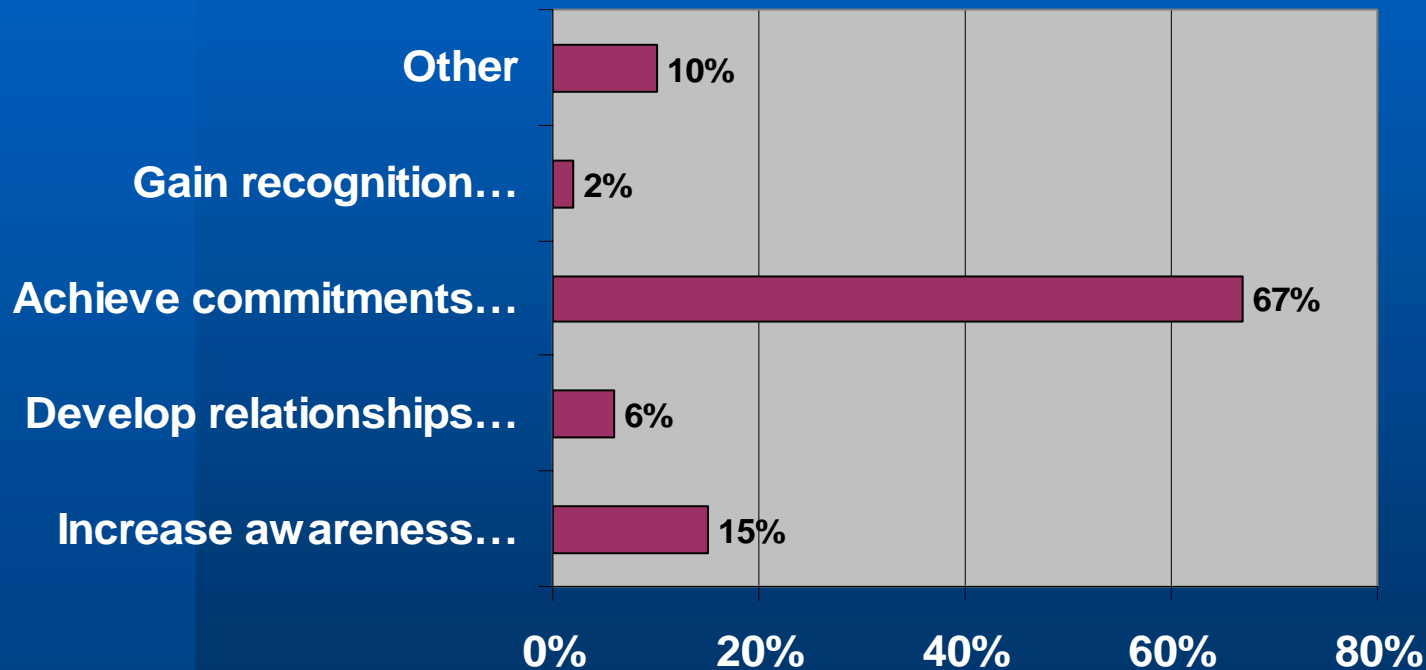
What primary reason should underlie involvement by the business community in the Summit process?

WSIS: Preferred Themes

Dead last!

Finding a shared understanding of information society	**31%**
Finding a shared understanding of digital divide	**19%**
Infrastructure: financing and deployment	**69%**
Barriers to achievement of information society	**46%**
Governance	**23%**
Education, HR development, and training	**35%**
Access to ICTs	**44%**
Information security	**23%**
Development of policy & regulatory framework	**50%**
ICT applications	**38%**

Which 'themes' do you think should be pursued by the Summit organizers and delegates?

Conclusions

1. **Low awareness of Summit**
2. **Minimal expectations of Summit**
3. **Diminishing interest in, regard for 'digital divide' efforts**
4. **FDI is key to funding information society**
5. **Involvement in Summit process <u>is</u> important**
6. **Willingness to advocate Summit positions <u>is</u> strong**
7. **Objective: Achievement of policy commitments**
8. **Themes:**
   - **1 — Infrastructure deployment & financing**
   - **2 — Policy & regulatory framework**
   - **3 — Barriers to achievement of information society**
   - **4 — Access to ICTs**

Vote!

→ **www.giic.org/survey** ←