



STATISTICAL SERVICE OF CYPRUS

**INFORMATION AND COMMUNICATION
TECHNOLOGIES (ICT) USAGE SURVEY IN
HOUSEHOLDS AND BY INDIVIDUALS
2008**

SUMMARY RESULTS

Nicosia, November 2008

C O N T E N T S

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE SURVEY IN HOUSEHOLDS AND BY INDIVIDUALS 2008

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PREFACE

This report presents the results of the survey ICT Usage in Households and by Individuals 2008. The aim of the annual survey is to collect data on the access of households to selected Information and Communication Technologies (ICT), on the usage of computers and the Internet, activities on the Internet and Internet commerce.

The survey, which is cofunded by the European Community, conforms to the regulation (EC) No. 808/2004 of the European Parliament and of the Council of 21 April 2004 concerning Community statistics on the information society. The objective of this Regulation is to establish a common framework for the systematic production of Community statistics on the information society.

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A. SURVEY METHODOLOGY

The survey covers households with at least one member aged 16-74 (inclusive) and individuals aged 16 -74 (inclusive).

The sampling frame (Population Census 2001 Register) was stratified into urban and rural strata by district.

The selection in the urban areas was done by using simple systematic random sampling. A random start was selected, and by using the sampling interval N/n , the households for each district (urban areas) were selected.

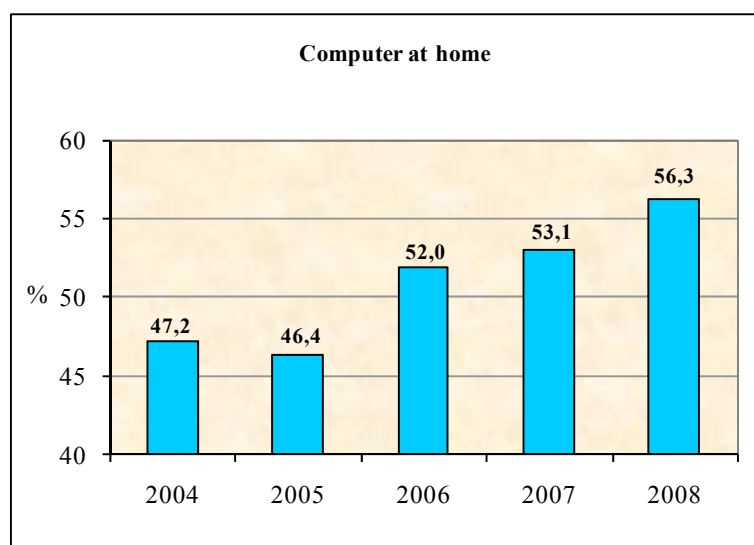
The selection in rural areas was conducted in two stages: the villages of each district were the Primary Sampling Units and the households the Ultimate Sampling Units. The sample of the villages was drawn with Probability proportional to size (p.p.s.), the latter being determined from the number of individuals. Then in each selected village, 20 households were selected. In the cases of very small villages (less than 20 households), the villages were combined.

All individuals, aged 16-74, within each sampled household were selected.

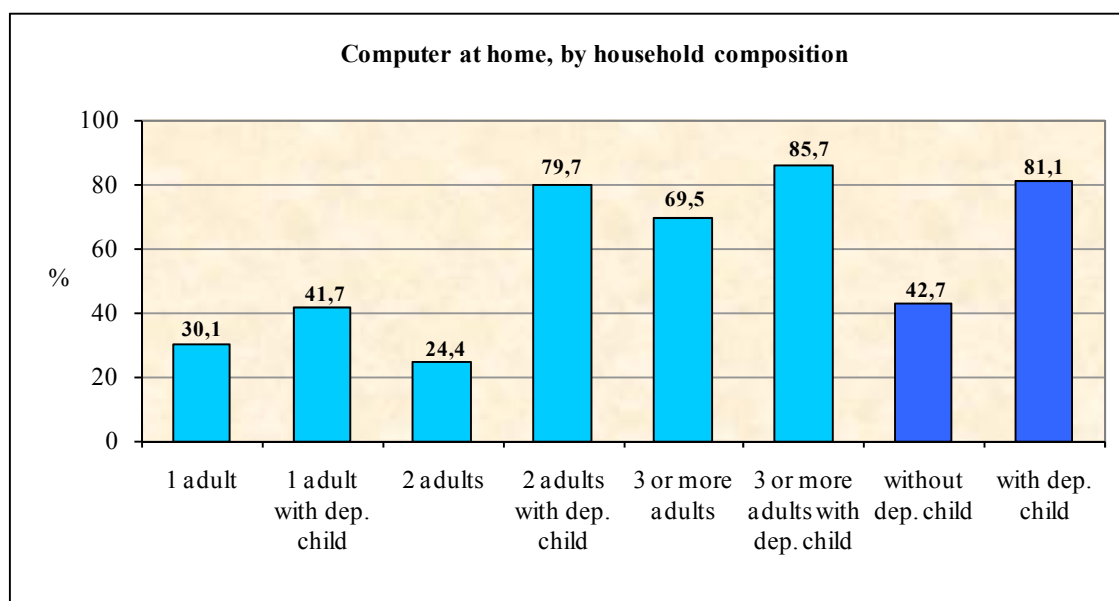
B. MAIN FINDINGS

HOUSEHOLDS

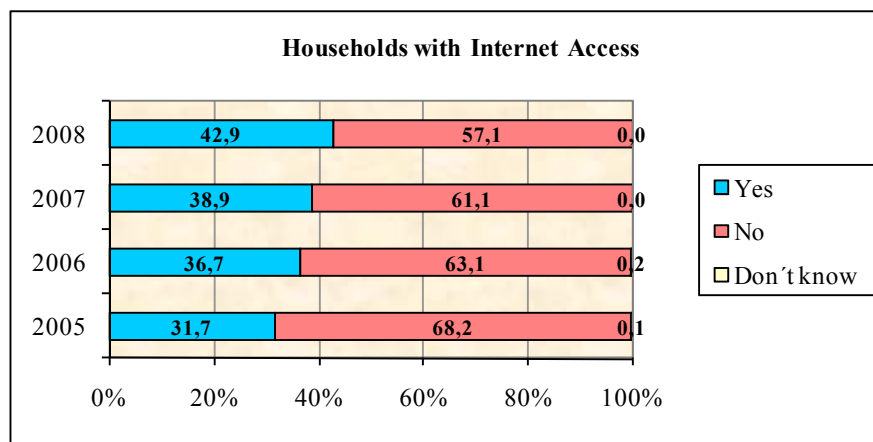
The percentage of households with access to a computer is continuously increasing. More than half of the households in Cyprus (56,3%) had access to a computer, either desktop, portable or handheld computer, in 2008. Most of these households had access to a desktop computer. In particular, 43,8% of households had access to a desktop, 29,7% to a portable and 1,8% to a handheld computer. It is worth mentioning that 17,2% of households in Cyprus had access to both a desktop and a portable computer.



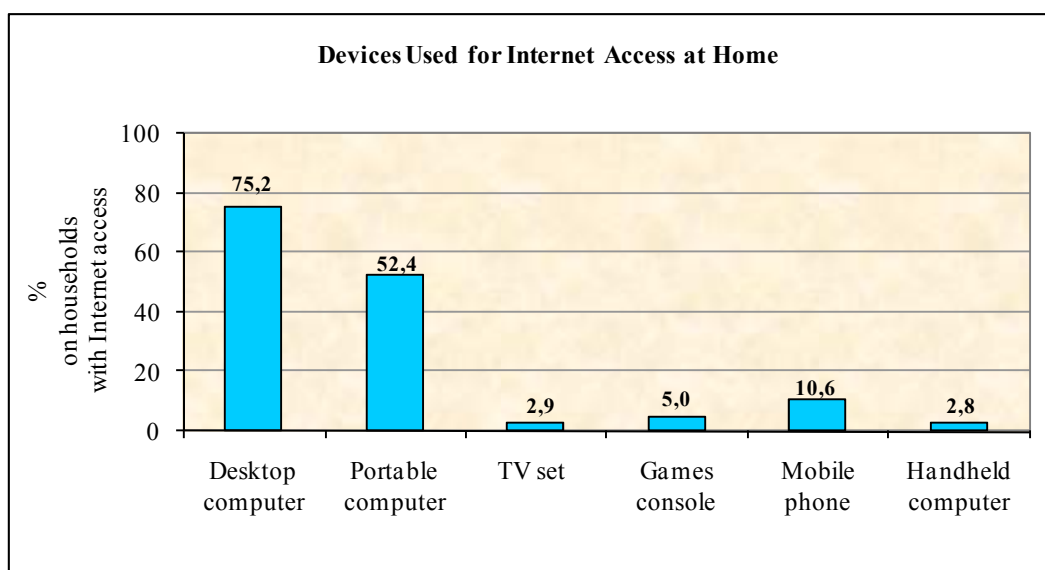
When looking at the access to a computer (desktop, laptop or palmtop) at home with respect to household composition we see that there was a gap between households with and without dependent children. A computer was found in 81,1% of households with dependent children. In households where there were no dependent children the same percentage was only 42,7%.



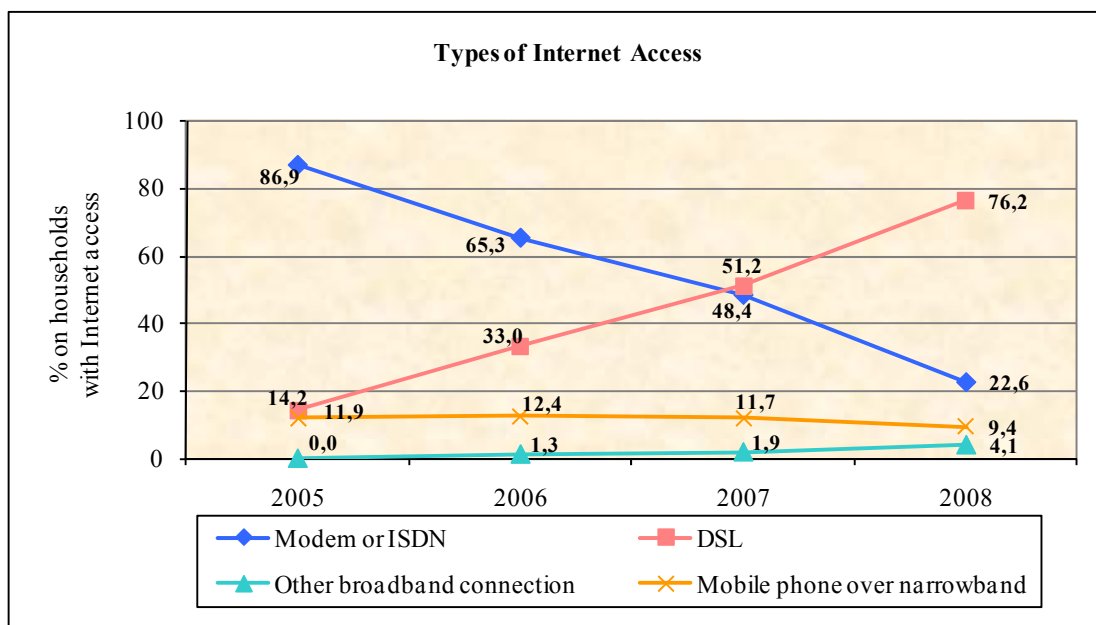
Internet access in households is increasing in Cyprus year by year. In the first quarter of 2008, the Internet was accessed at least once in 42,9% of the households. The same percentage was 38,9%, 36,7% and 31,7% for the first quarter of 2007, 2006 and 2005 respectively.



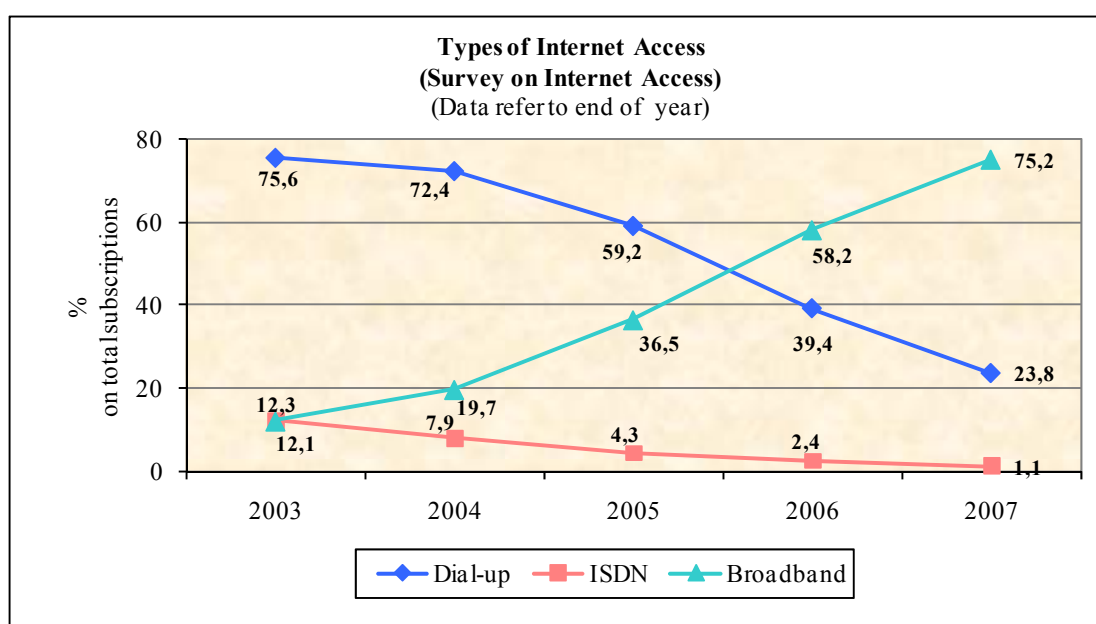
The majority of these households (75,2%) used a desktop computer to access the Internet. The portable computer was the second mostly used with 52,4% of households with Internet access using it to access the Internet. Handheld computers, TV sets and games consoles were not common devices for Internet access from home in Cyprus.



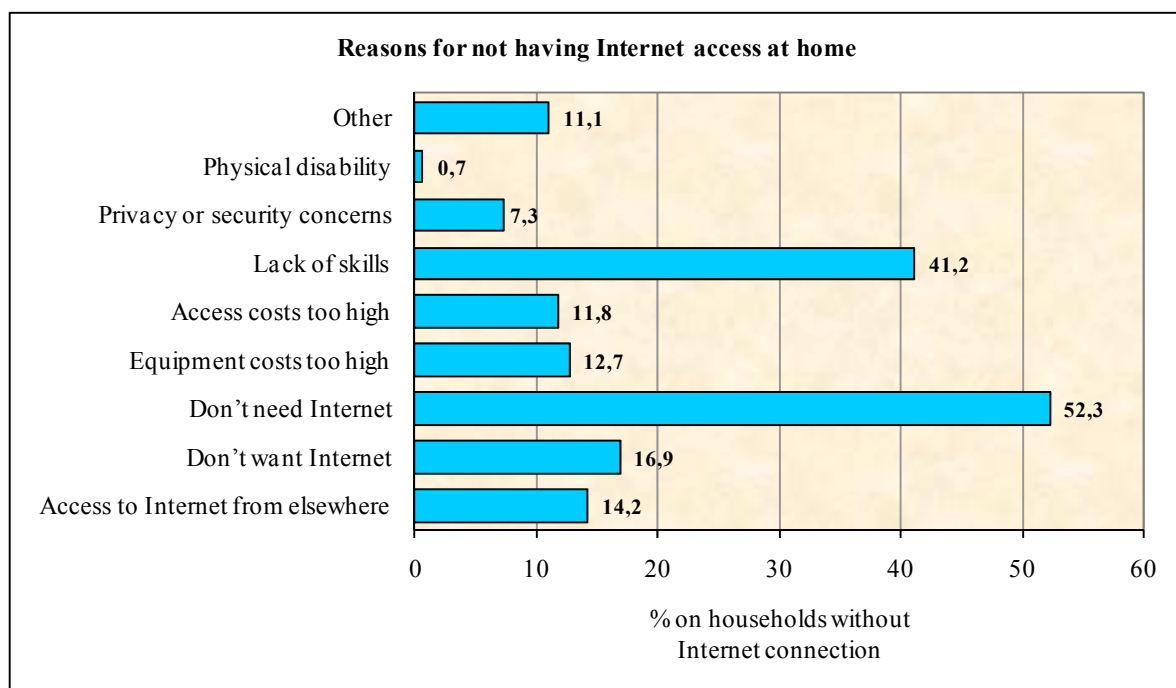
There was a significant increase in broadband connections and a simultaneous decrease in narrowband connections (Modem, ISDN) over the last years. While before 2007 the most common types for Internet access was the Modem or ISDN, in 2007 DSL became the connection used by more than half (51,2%) of the households that had Internet access from home, whereas the same percentage dropped to 48,4% for Modem or ISDN connections. In 2008 the trend continued. 76,2% of the households with Internet access had a DSL connection, while the percentage of those having a Modem or ISDN connection dropped to 22,6%. There was also a small drop in connections with mobile phone over narrowband, and a simultaneous increase in other broadband connections, either mobile or fixed.



This trend is also verified by the results on Internet subscriptions from the Internet Access Survey, conducted annually by the Statistical Service. The percentage of the different types of connection on total subscriptions to Internet providers are shown on the graph below.



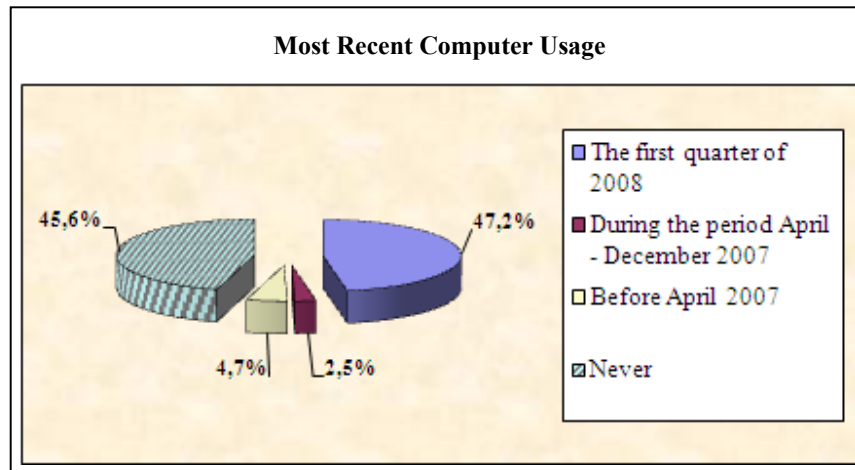
The main reason why households did not have an Internet connection at home in 2008 was because people in those households believed that they did not need it (52,3% of the households that did not have access to the Internet). Lack of skills was the second reason mentioned by households for not having Internet connection (41,2%). 14,2% did not have Internet access because they had access to the Internet from somewhere else.



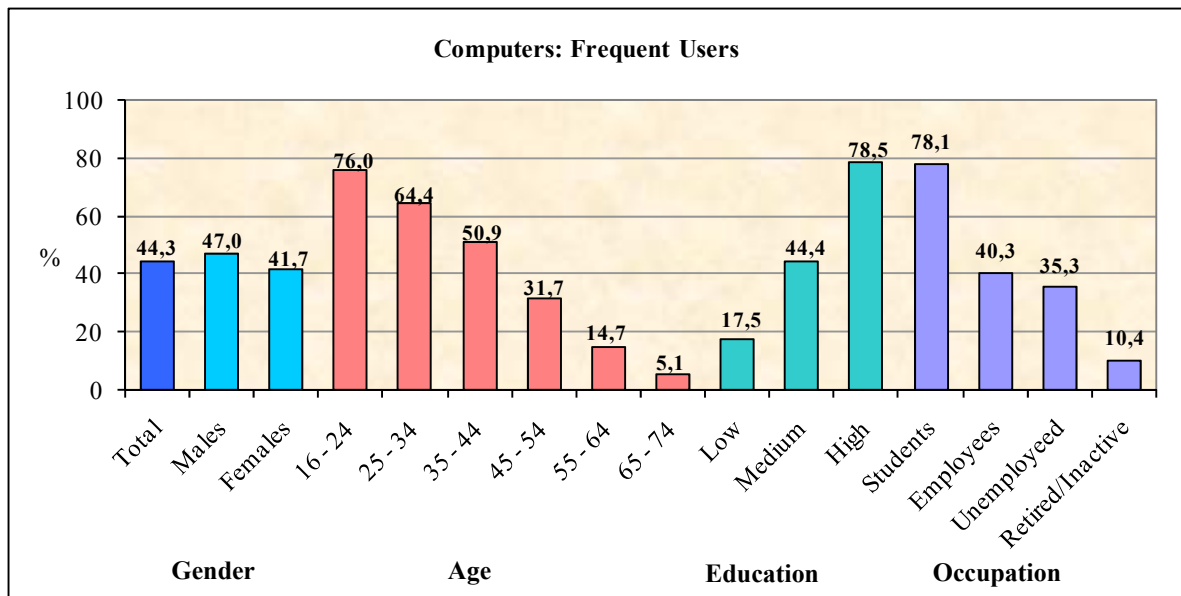
INDIVIDUALS

Computer Usage

Among Cypriots, 16 – 74 years old, 54,4% has used a computer at some point of time. 47,2% used a computer during the first quarter of 2008.

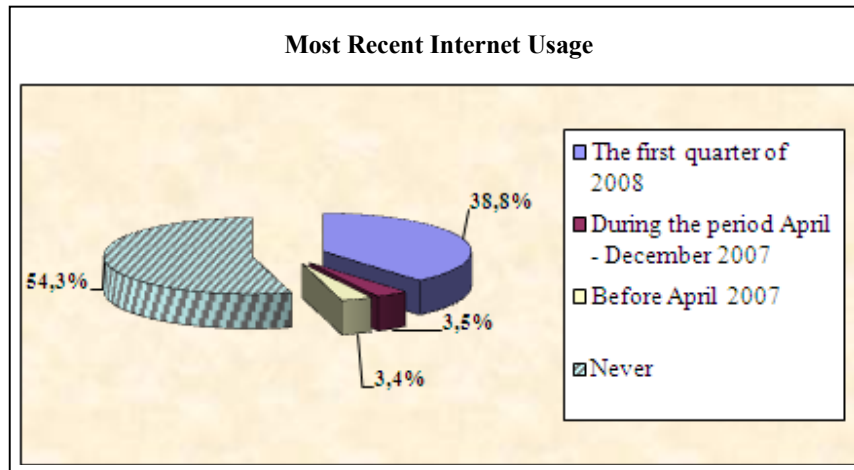


Almost all of the people that were using a computer during that period, they were using it at least once a week (44,3% of total population 16 – 74 years old). 47,0% of Cypriot men (16 – 74 years old) used a computer frequently (i.e. at least once a week), whereas the same percentage for women was 41,7%. Age and education level also seem to be important factors on how often a person was using a computer. Younger and high educated persons were using computers more frequently. The percentage of frequent computer users was decreasing with age and increasing with education level.

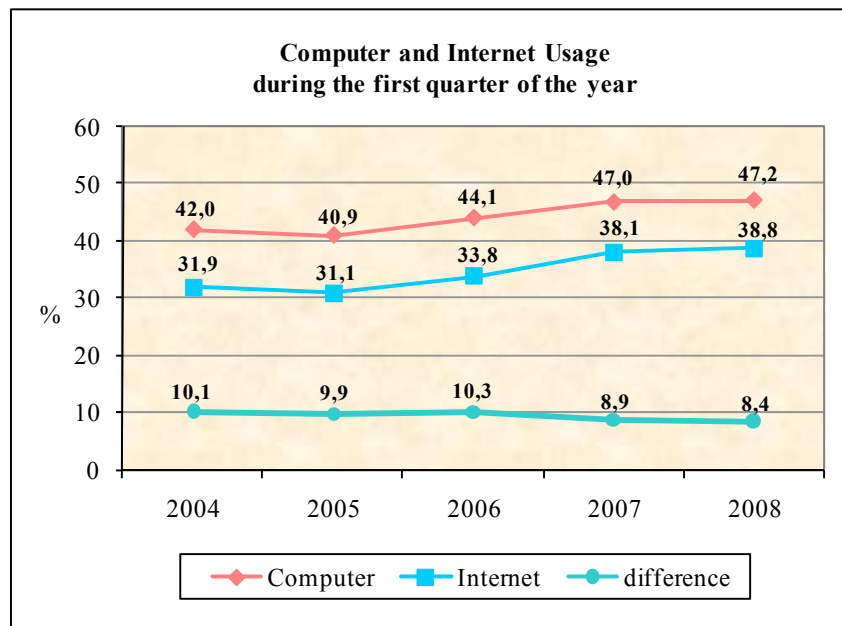


Internet Usage

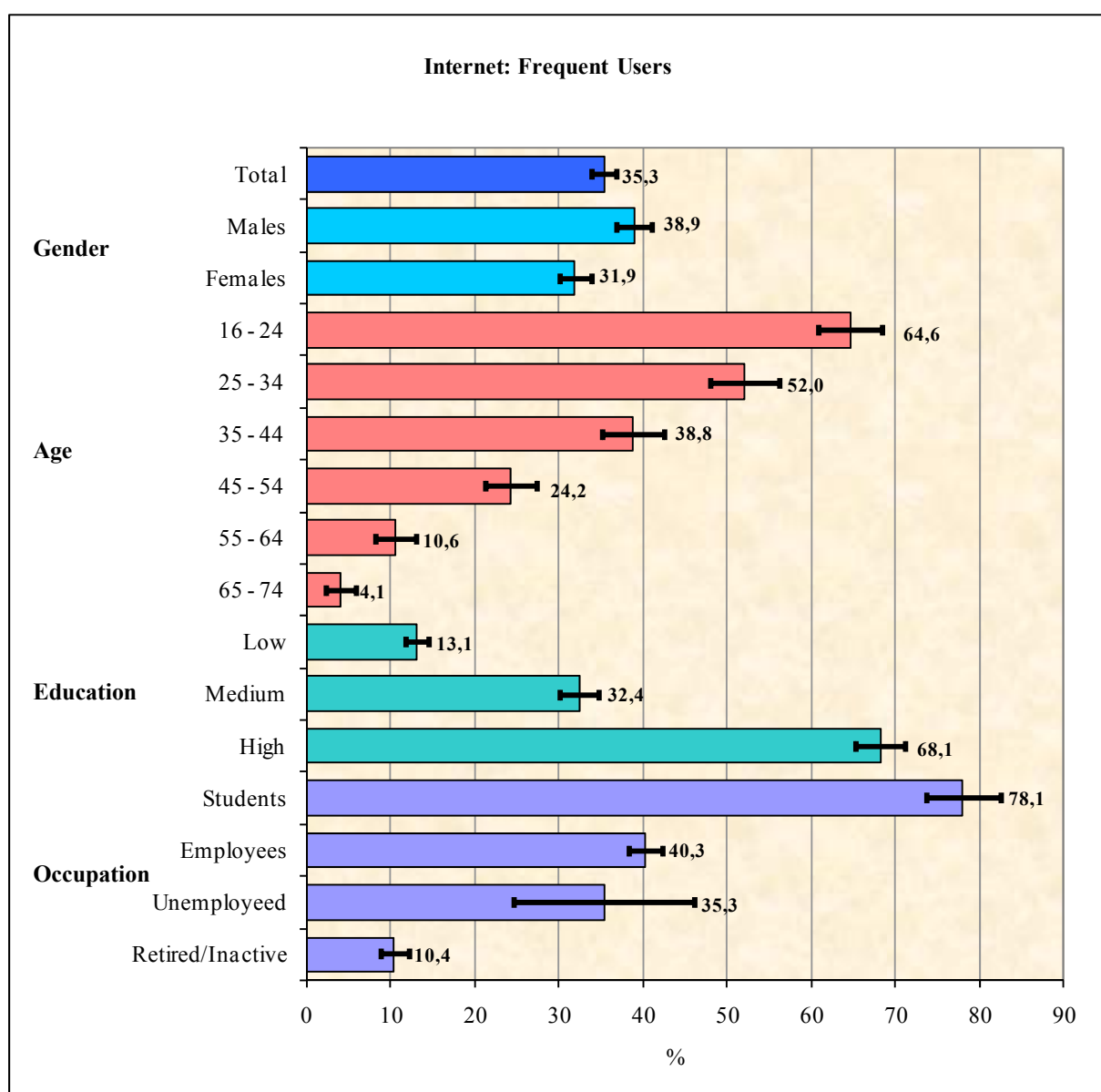
38,8% of the population under study had accessed the Internet in the first quarter of 2008. 54,3% said that they had never used the Internet. 6,9% of Cypriots 16 – 74 years old said that they had used the Internet, but not during the first quarter of 2008.



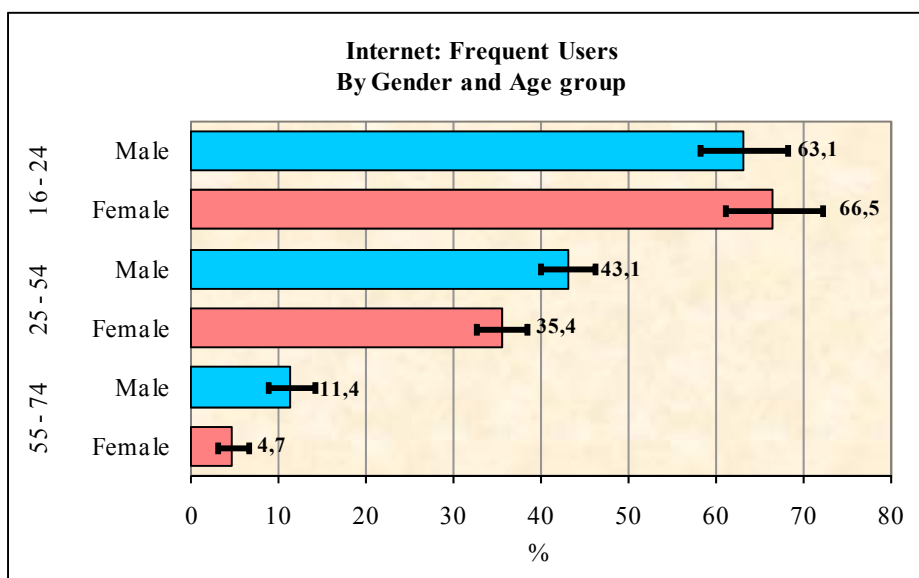
Compared to previous year the percentage of persons 16 – 74 years old that were using a computer or the Internet did not change significantly in 2008. On the graph below we can see that there was an increasing trend in both percentages in the last years. At the same time the difference between the percentage of computer users and Internet users was slowly decreasing.



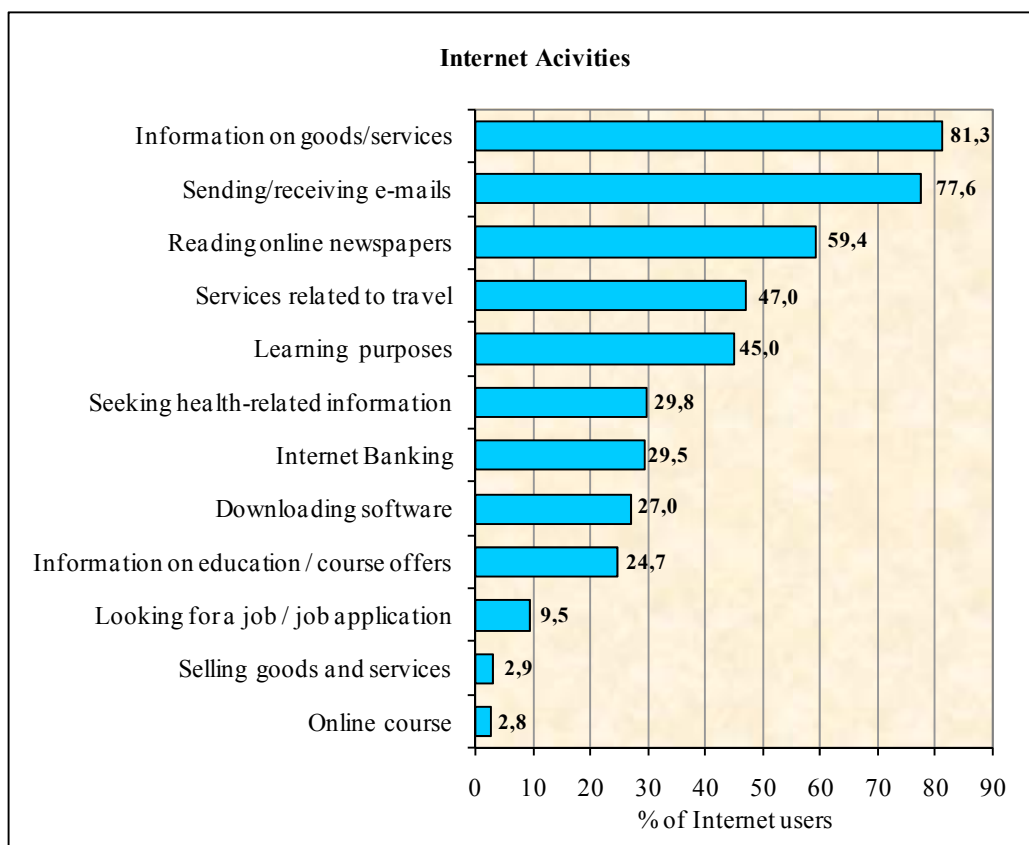
As far as how often people in Cyprus use the Internet, we see that 35,3% of Cypriots (16 – 74) were using the Internet at least once a week. Similar to the frequency of using a computer, the frequency of accessing the Internet was affected by the gender, age and education level of a person. As age increased, the percentage of persons frequently using the Internet decreased. Starting from 64,6% for the 16 – 24 age group it gradually went down to 4,1% for the 65 – 74 age group. The fact that the confidence intervals (shown on the graph) for the different age group percentages of frequent Internet users are not overlapping proves that there was indeed a difference between the age groups. The same happened for the three education level categories, where as expected, high educated persons used the Internet more frequently than persons with lower education. Proportionally there were more male frequent users than female, with percentages 38,9% and 31,9% respectively. The non-overlapping confidence intervals were strong evidence that this difference between males and females was statistically significant.



However, when looking at males and females broken down by age, we see that there was no difference among people of younger age. The 95% confidence intervals were overlapping for males and females 16 – 24 years old. Between young people there was no gender gap in frequency of Internet usage. For males and females 16 – 24 years of age the percentages of frequent Internet users were 63,1% and 66,5% respectively.

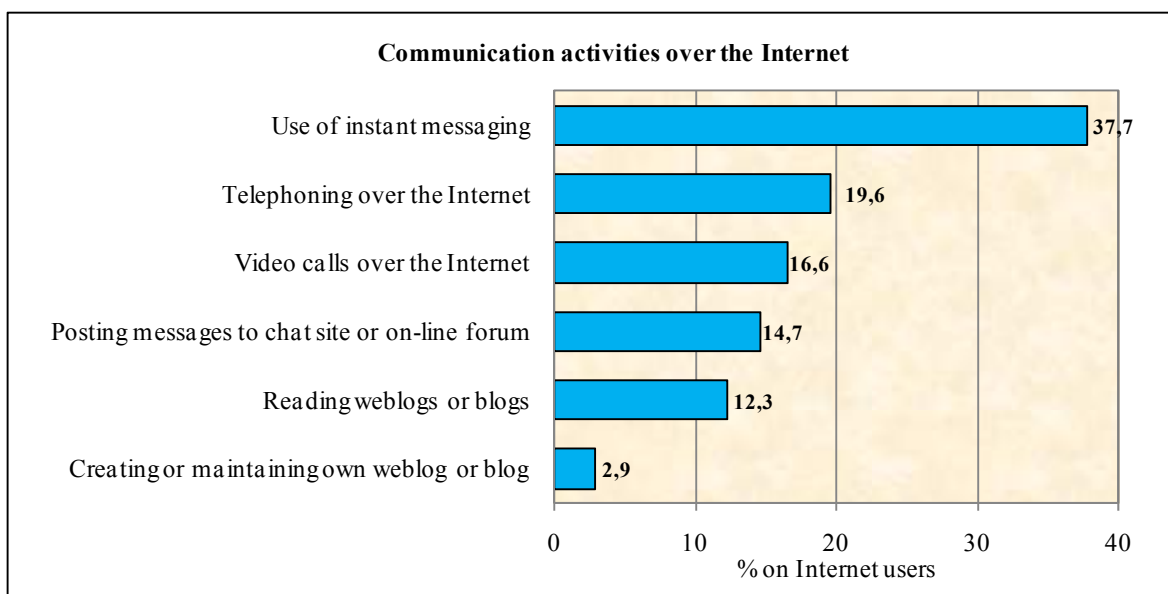


The most popular Internet activity among Cypriots was *Finding Information about Goods or Services*, followed by *Sending or Receiving e-mails* (81,3% and 77,6% of Internet users respectively).

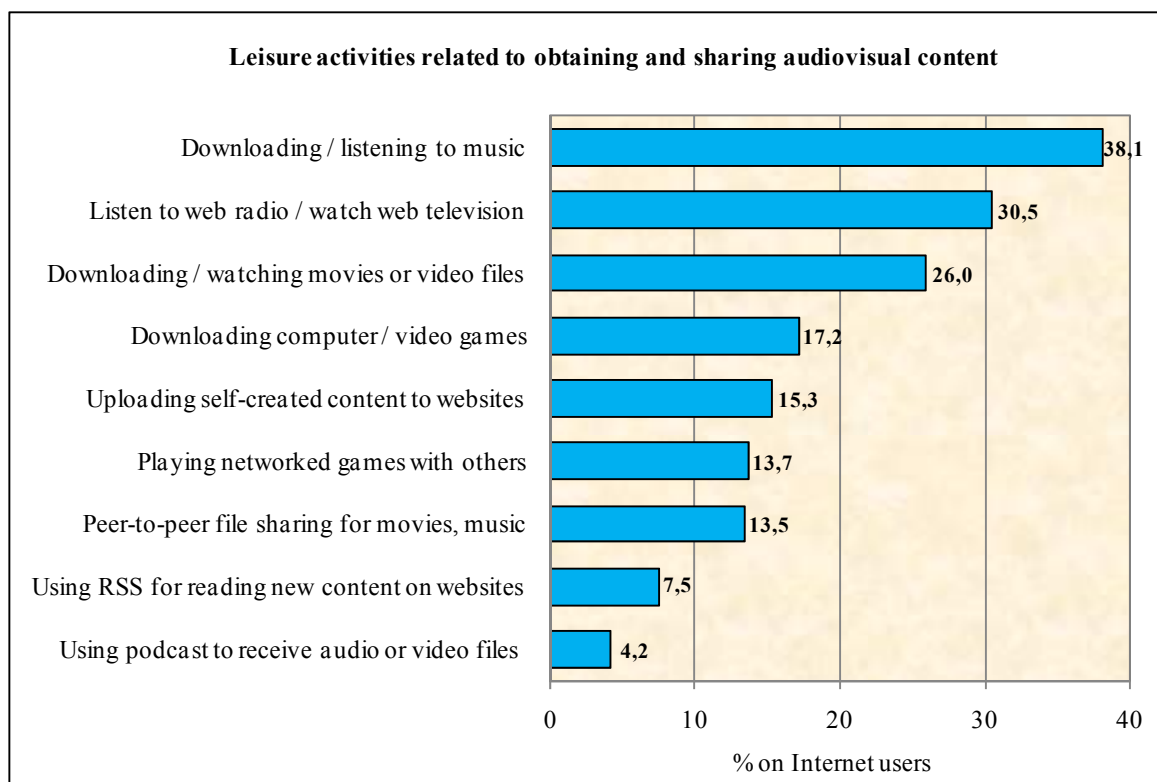


Use of Advanced Services

As mentioned before, 77,6% of Internet users in Cyprus used the Internet for sending or receiving e-mails. The use of more advanced services for communication via the Internet in the first quarter of 2008 was not as popular. Among Internet users, 37,7% used instant messaging, 19,6% used the Internet to make telephone calls and 16,6% to make video calls.

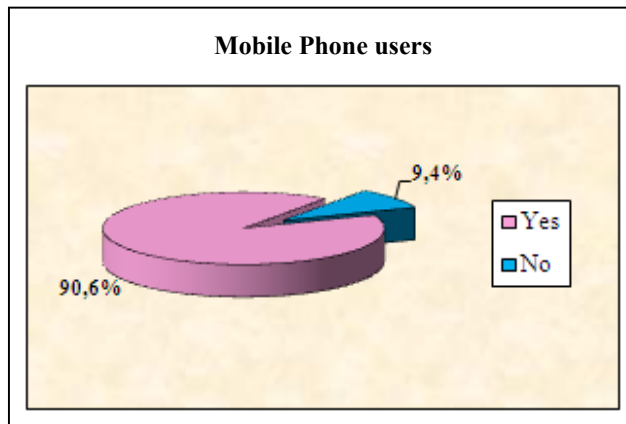


During the first quarter of 2008, 38,1% of Internet users downloaded or listened to music from the Internet and 26,0% downloaded or watched movies or video files.

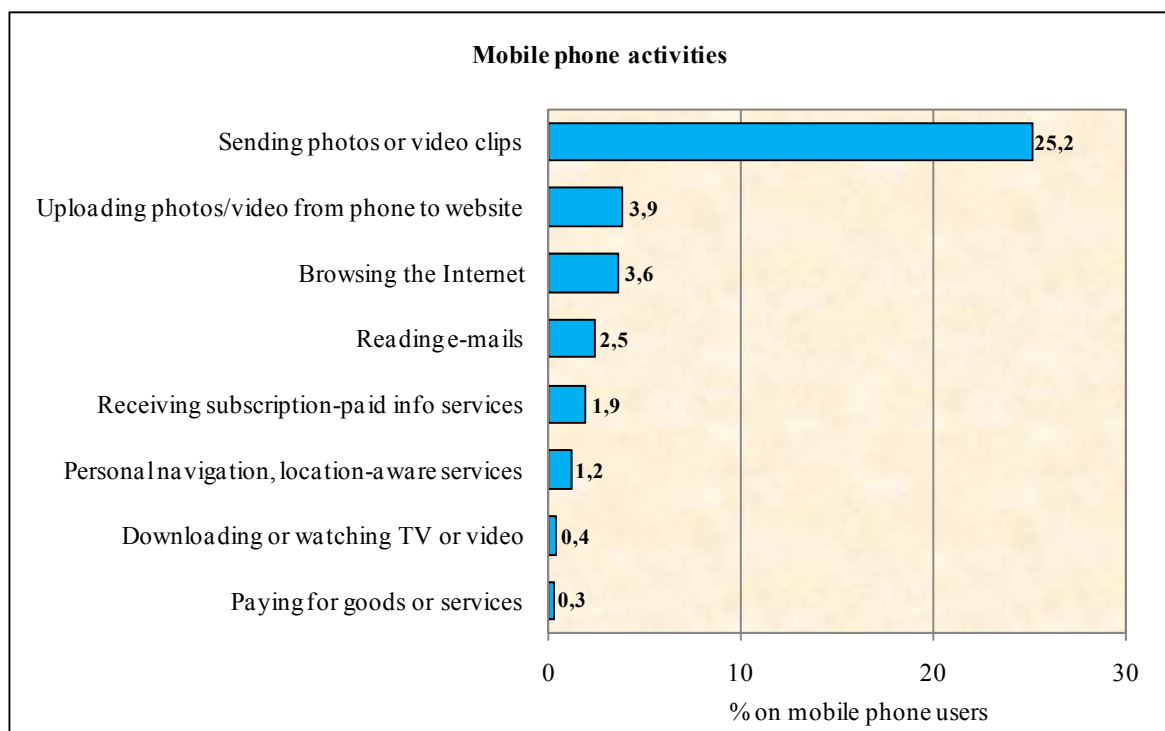


Use of Mobile Phone

A very high percentage of Cypriots used mobile phones in 2008 (90,6%).

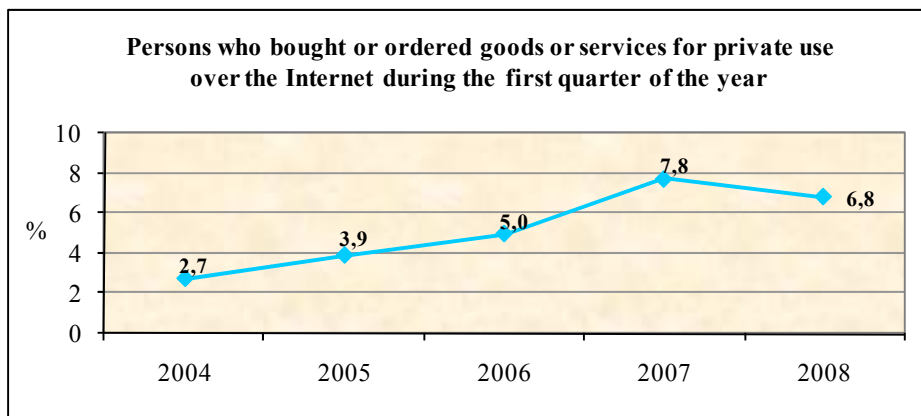


However, most of them were not using it for purposes other than voice calls or SMS. 25,2% of mobile phone users said that they sent photos or video clips with their mobile phone, while for all other activities, such as browsing the Internet, reading e-mails, personal navigation etc the percentages were very small. It is worth mentioning that 72,2% said that they did not use their mobile phone for any of the activities shown on the graph below.



e-Commerce

Cyprus percentage of individuals making online orders remained at low levels during 2008. Only 6,8% of Cypriots made orders of goods or services for private use over the Internet during the first quarter of 2008.



Tickets for travel and holiday accommodation was what most of the people order over the Internet. 34,3% of Cypriots who ordered goods or services over the Internet in the last 12 months, ordered *tickets for travel and holiday accommodation*. Second in Cypriots' preferences came the category of *clothes and sports goods* (27,1%).

