



**STATISTICAL SERVICE OF CYPRUS**

**INFORMATION AND COMMUNICATION  
TECHNOLOGIES (ICT) USAGE SURVEY IN  
HOUSEHOLDS AND BY INDIVIDUALS  
2009**

**SUMMARY RESULTS**

**Nicosia, November 2009**

**INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)  
USAGE SURVEY IN HOUSEHOLDS AND BY INDIVIDUALS 2009**

|                             | Page |
|-----------------------------|------|
| Preface .....               | 1    |
| A. Survey Methodology ..... | 2    |
| B. Main Findings            |      |
| HOUSEHOLDS .....            | 3    |
| INDIVIDUALS .....           | 7    |
| Computer Usage .....        | 7    |
| Internet Usage .....        | 8    |
| e-Commerce .....            | 11   |

## **PREFACE**

This report presents the results of the survey ICT Usage in Households and by Individuals 2009. 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.

The report was prepared by the personnel of Statistical Dissemination and ICT Surveys Section, under the supervision of Mr. C. Diamantides, Senior Statistics Officer, Head of the Section.

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Director  
Statistical Service

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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 used for the selection of the sample was the Population Census 2001 Register. In addition, the newly constructed housing units since 2001 were also included in the frame. A list of domestic consumers was obtained by the Electricity Authority of Cyprus (EAC). The sampling frame was stratified into urban and rural strata by district.

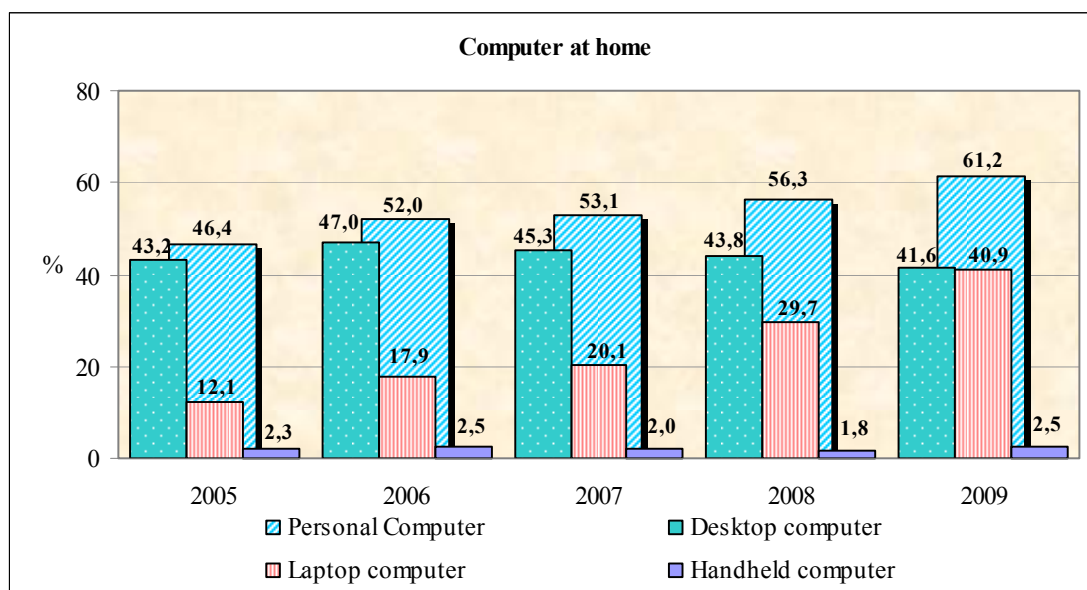
The selection in the urban areas was done by using simple systematic random sampling, while in rural areas the sampling was conducted in two stages: the villages of each district were the Primary Sampling Units and the households the Ultimate Sampling Units. The sample of the villages was drawn with 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.

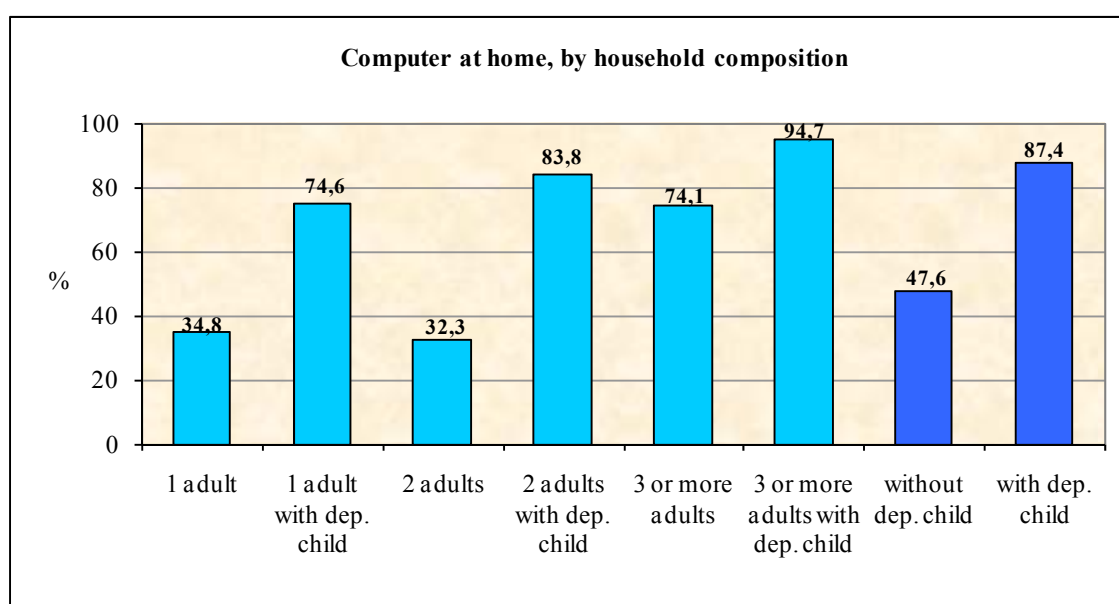
## **B. MAIN FINDINGS**

### **HOUSEHOLDS**

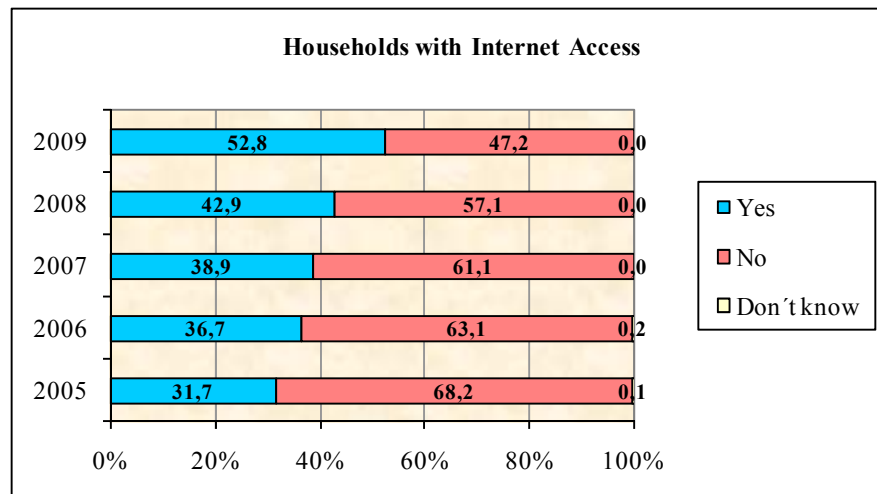
The percentage of households with access to a computer is continuously increasing. More than half of the households in Cyprus (61,2%) had access to a computer, either desktop, portable or handheld computer, in 2009. In particular, 41,6% of households had access to a desktop, 40,9% to a portable and 2,5% to a handheld computer. It is worth mentioning that 21,3% of households in Cyprus had access to both a desktop and a portable computer.



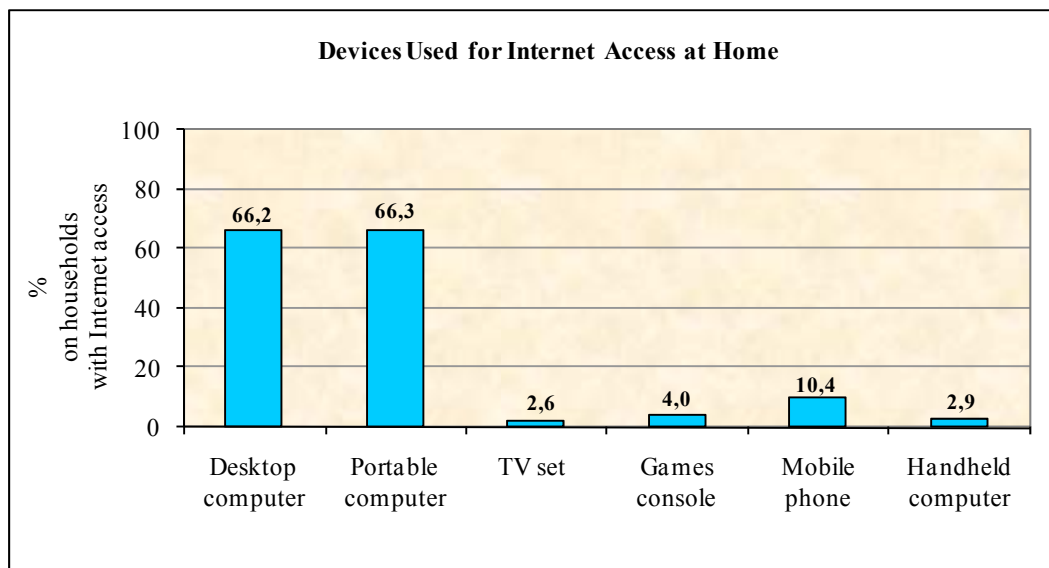
When looking at the access to a computer (desktop, laptop or palmtop) at home with respect to household composition we see that there was a gap between households with and without dependent children. A computer was found in 87,4% of households with dependent children. In households where there were no dependent children the same percentage was only 47,6%.



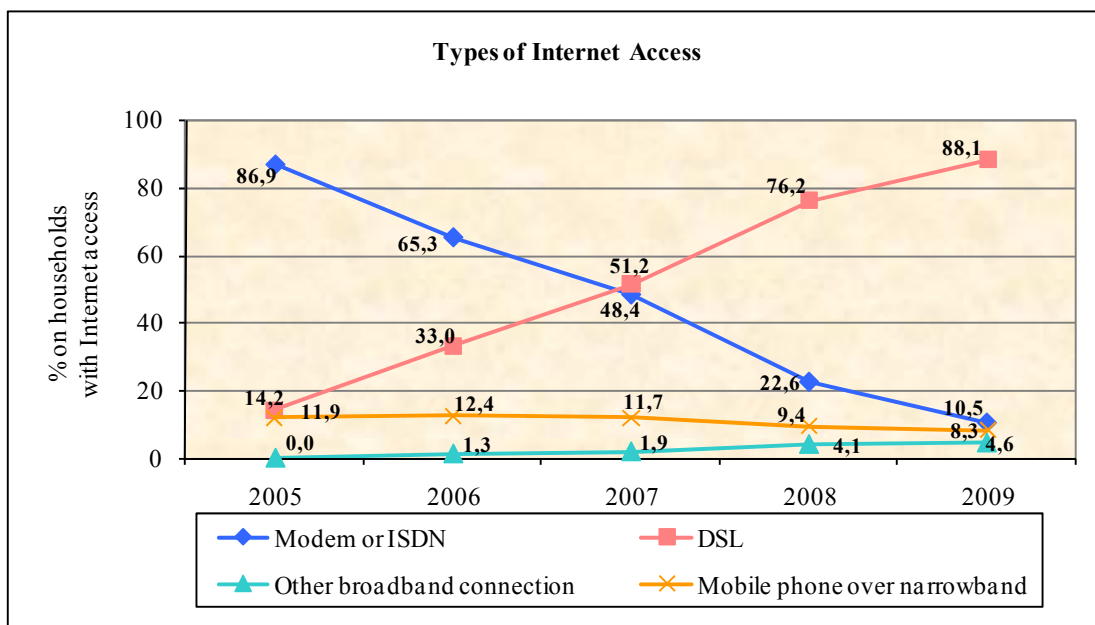
Internet access in households is increasing in Cyprus year by year. In the first quarter of 2009, the Internet was accessed at least once in 52,8% of the households. The same percentage was 42,9%, 38,9%, 36,7% and 31,7% for the first quarter of 2008, 2007, 2006 and 2005 respectively.



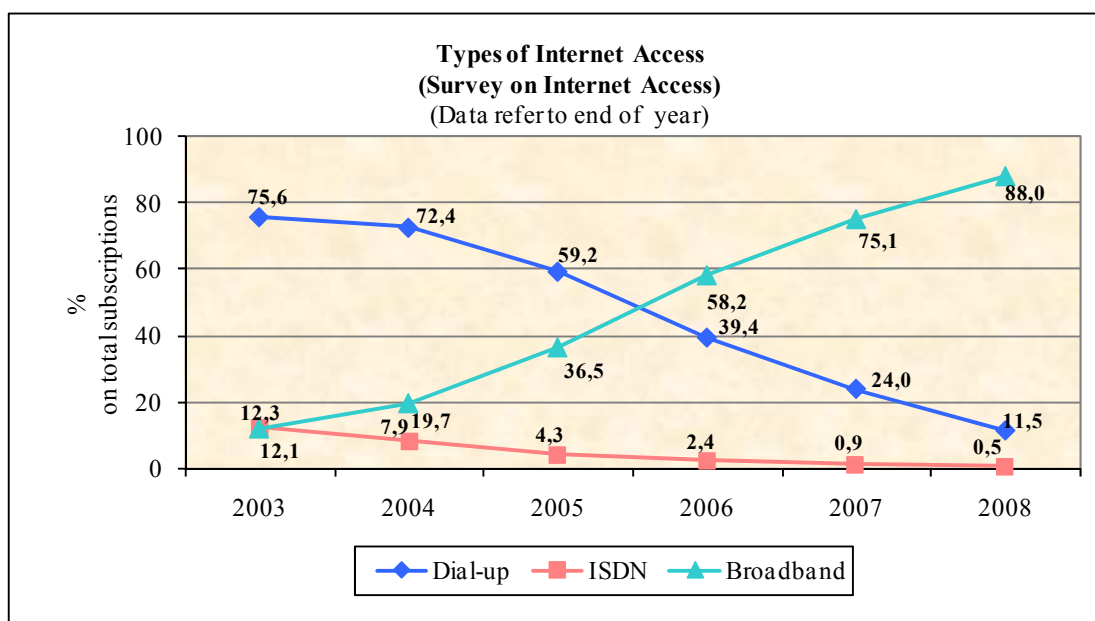
The majority of these households used a computer to access the Internet. 66,2% of households with Internet access used a desktop computer to access the Internet, and 66,3% a portable computer. Handheld computers, TV sets and games consoles were not common devices for Internet access from home in Cyprus.



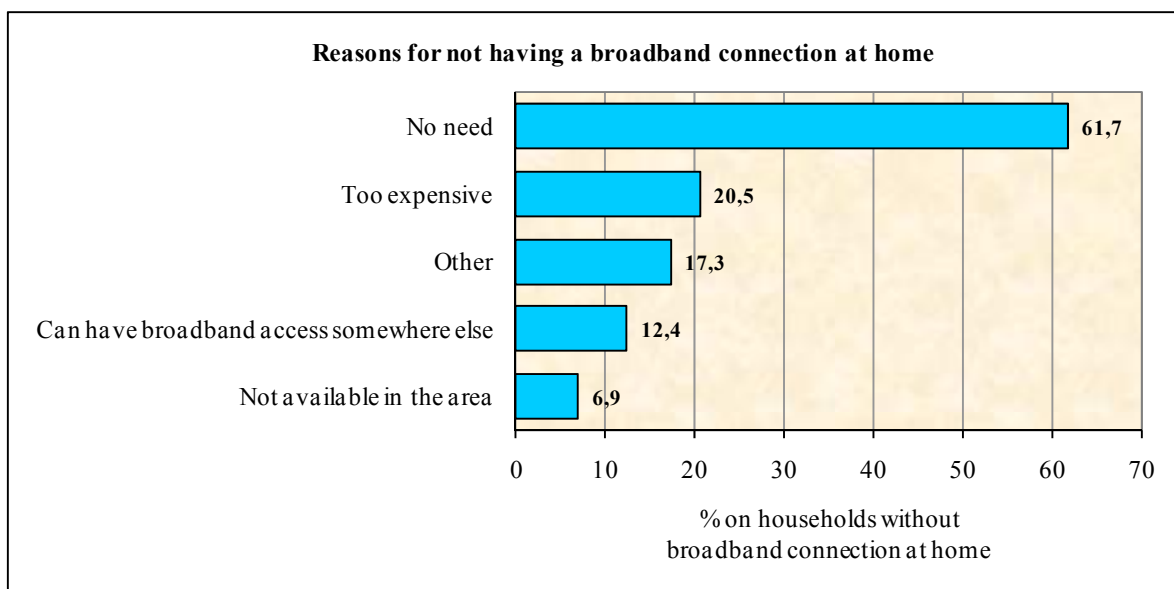
There was a significant increase in broadband connections and a simultaneous decrease in narrowband connections (Modem, ISDN) over the last years. While before 2007 the most common types for Internet access was the Modem or ISDN, in 2007 DSL became the connection used by more than half (51,2%) of the households that had Internet access from home, whereas the same percentage dropped to 48,4% for Modem or ISDN connections. In 2008 and 2009 the trend continued. 88,1% of the households with Internet access had a DSL connection, while the percentage of those having a Modem or ISDN connection dropped to 10,5% in 2009. 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 broadband Internet connection at home in 2009 was because people in those households believed that they did not need it (61,7% of the households that did not have broadband connection to the Internet). The second reason mentioned by households for not having broadband Internet connection was that broadband is too expensive (20,5%). 12,4% did not have broadband Internet connection because they had access to broadband Internet from somewhere else.

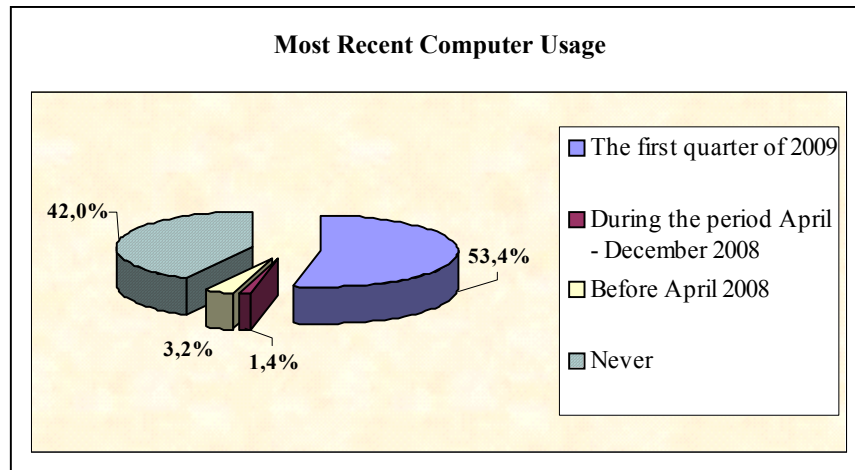




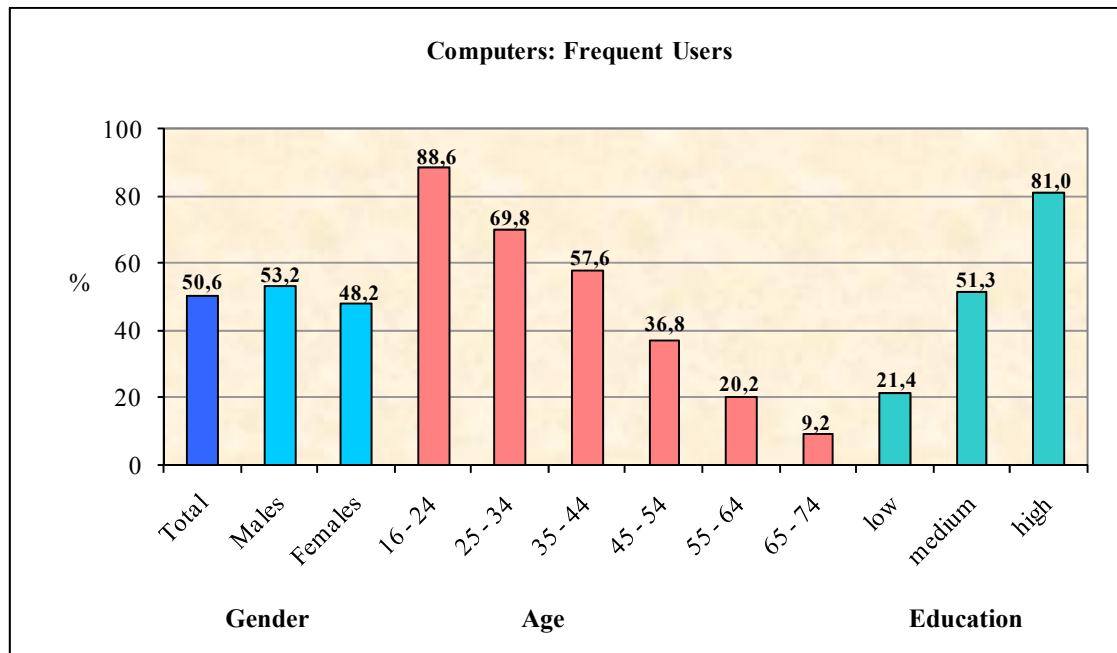
## INDIVIDUALS

### Computer Usage

Among Cypriots, 16 – 74 years old, 58,0% has used a computer at some point of time. 53,4% used a computer during the first quarter of 2009.

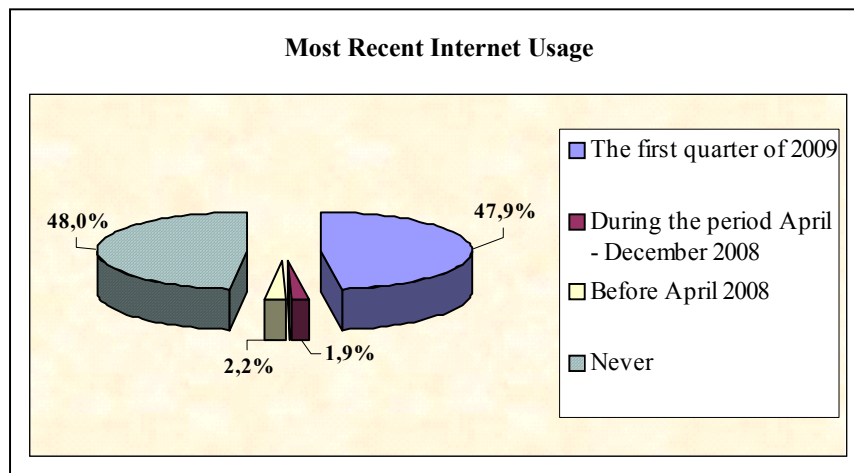


Almost all of the people that were using a computer during the first quarter of 2009, they were using it at least once a week (50,6% of total population 16 – 74 years old). 53,2% of Cypriot men (16 – 74 years old) used a computer frequently (i.e. at least once a week), whereas the same percentage for women was 48,2%. 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.

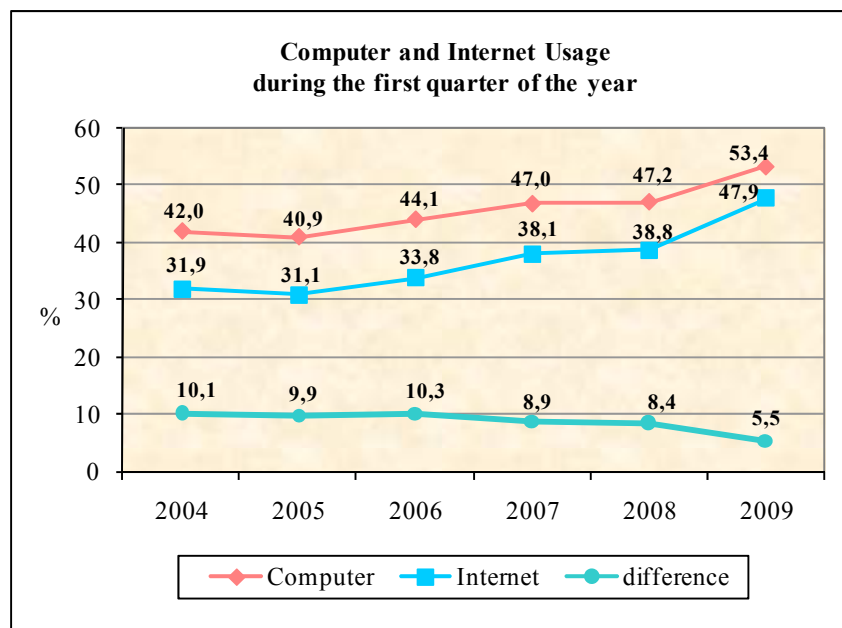


## Internet Usage

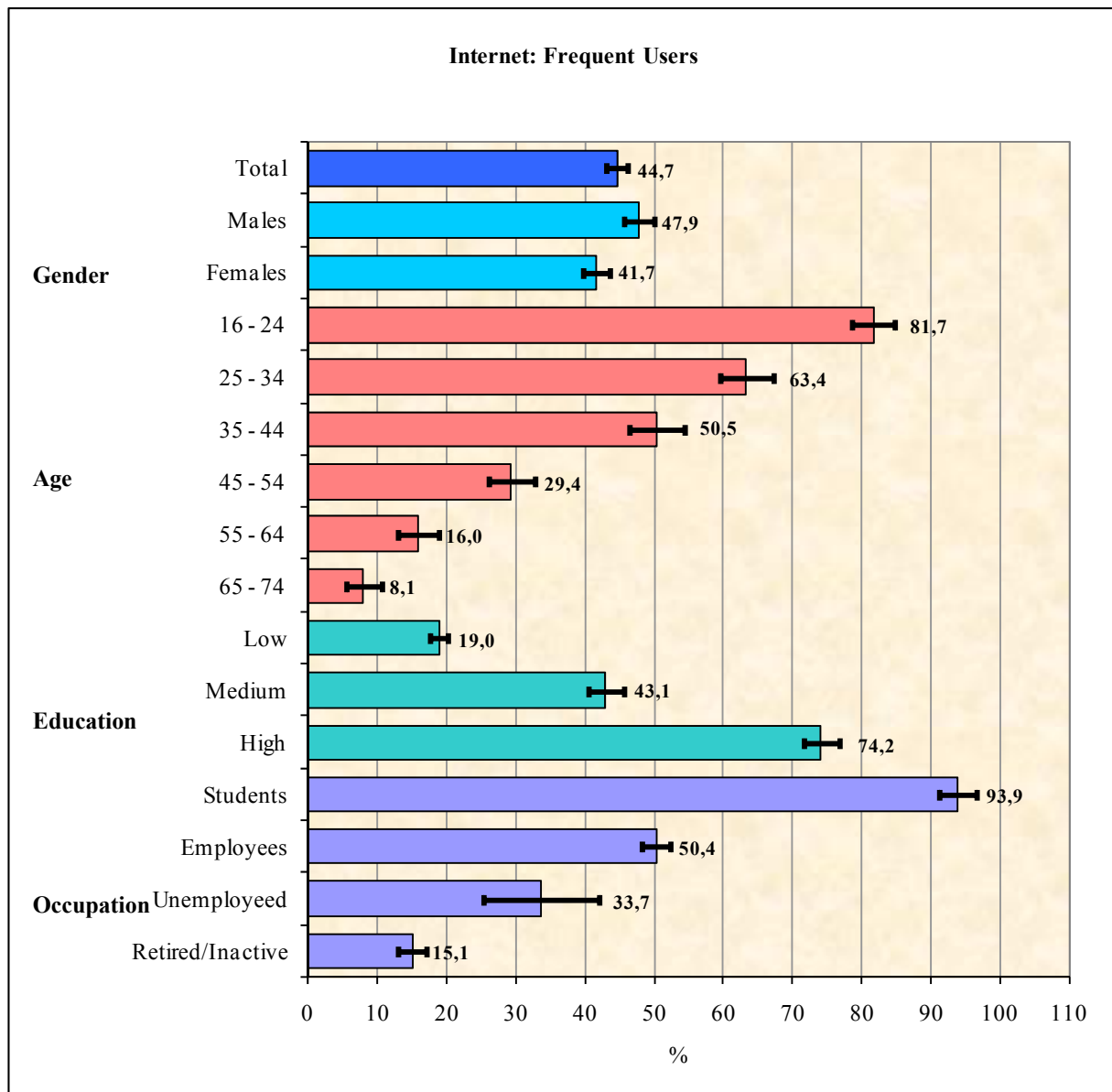
47,9% of the population under study had accessed the Internet in the first quarter of 2009. 48,0% said that they had never used the Internet. 4,1% of Cypriots 16 – 74 years old said that they had used the Internet, but not during the first quarter of 2009.



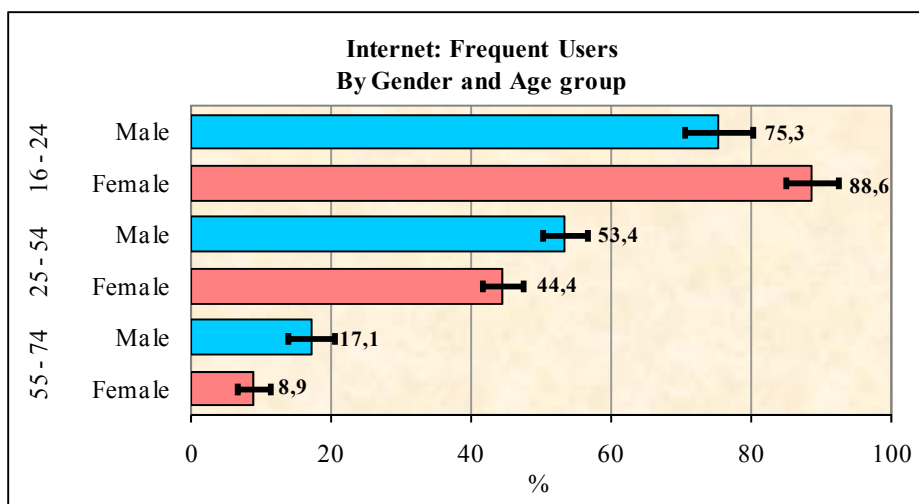
Compared to previous years the percentage of persons 16 – 74 years old that were using a computer or the Internet increased significantly in 2009. On the graph below we can see that there is an increasing trend in both percentages in the last years. At the same time the difference between the percentage of computer users and Internet users is slowly decreasing.



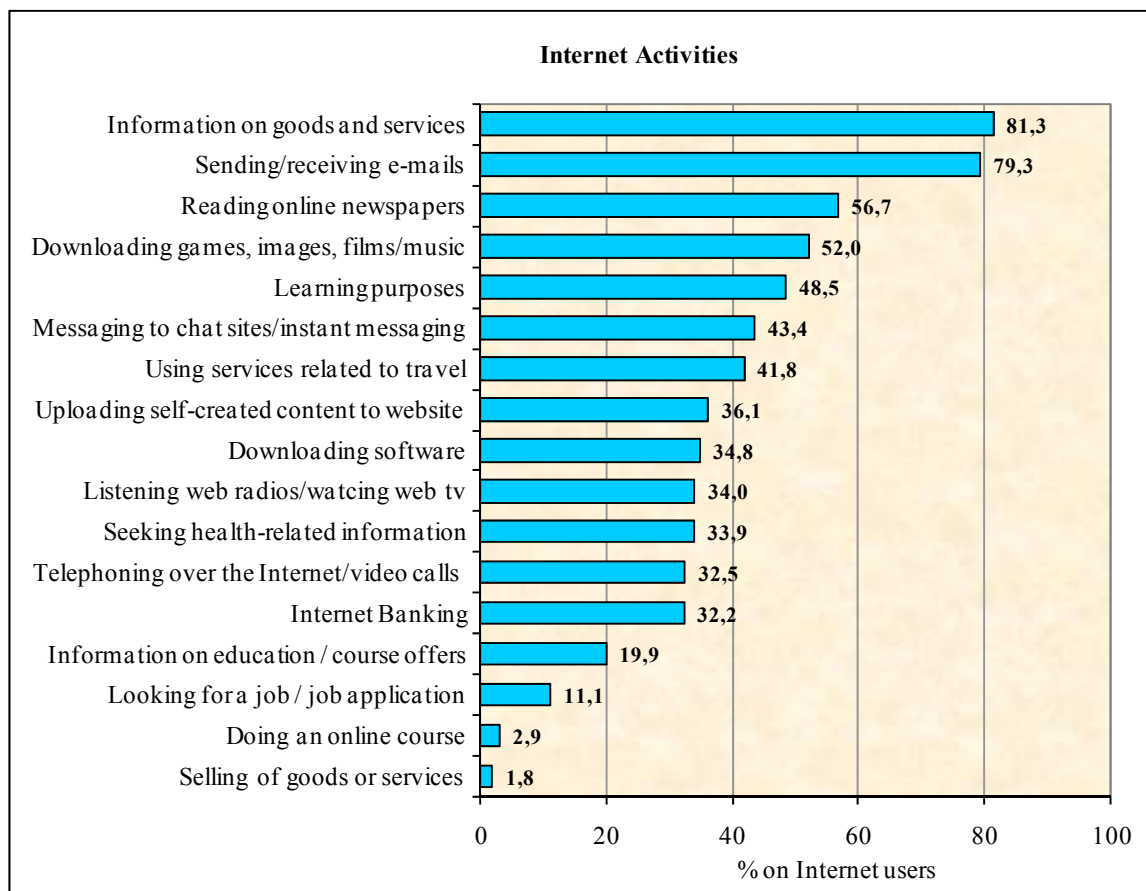
As far as how often people in Cyprus use the Internet, we see that 44,7% of Cypriots (16 – 74) were using the Internet at least once a week. Similar to the frequency of using a computer, the frequency of accessing the Internet was affected by the gender, age and education level of a person. As age increased, the percentage of persons frequently using the Internet decreased. Starting from 81,7% for the 16 – 24 age group it gradually went down to 8,1% 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 47,9% and 41,7% respectively. The non-overlapping confidence intervals were strong evidence that this difference between males and females was statistically significant.



When looking at males and females broken down by age, we see a completely different picture for people of younger age. The 95% confidence intervals are not overlapping for males and females for all age groups. Proportionally there were more male frequent users than female in persons over 25 years old. However, for males and females 16 – 24 years of age the females have a significantly larger percentage than males. This difference might be due to the fact that military service is compulsory for males after secondary education, i.e. at the age of 18.

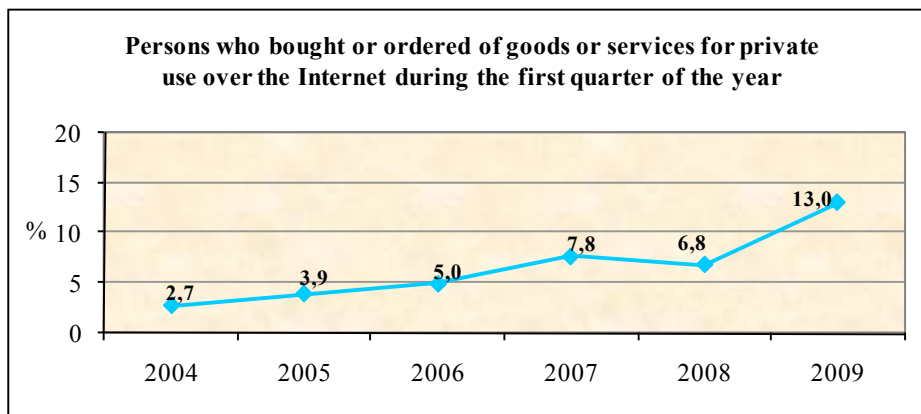


The most popular Internet activity among Cypriots was *Finding Information about Goods or Services*, followed by *Sending or Receiving e-mails* (81,3% and 79,3% of Internet users respectively).

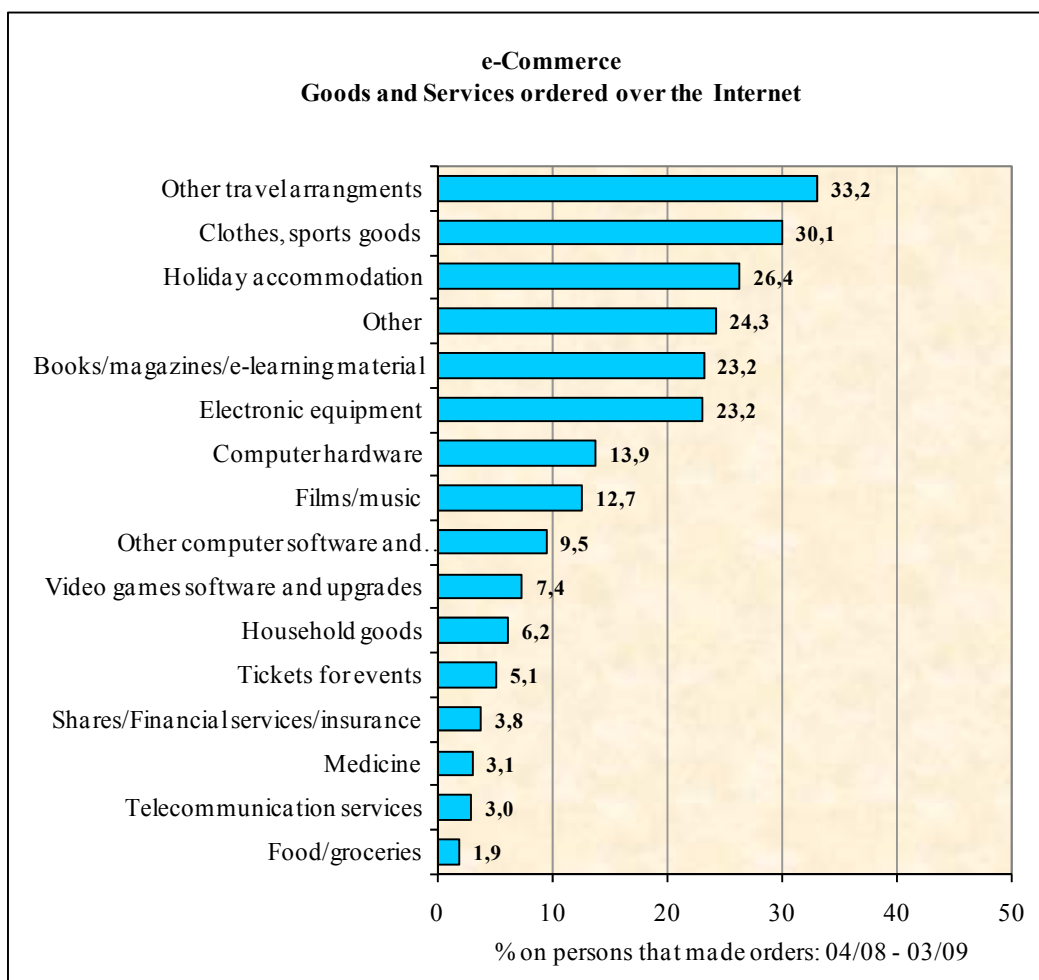


## e-Commerce

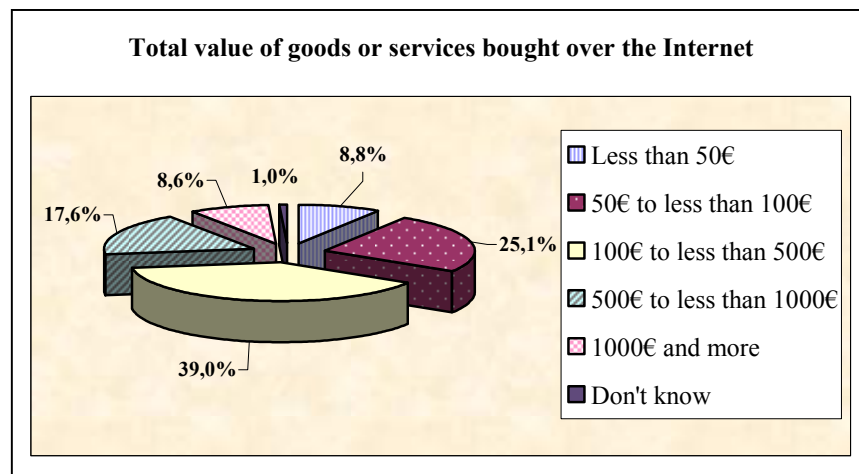
There was a significant increase (from 6,8% in 2008 to 13,0% in 2009) in the percentage of individuals making online orders.



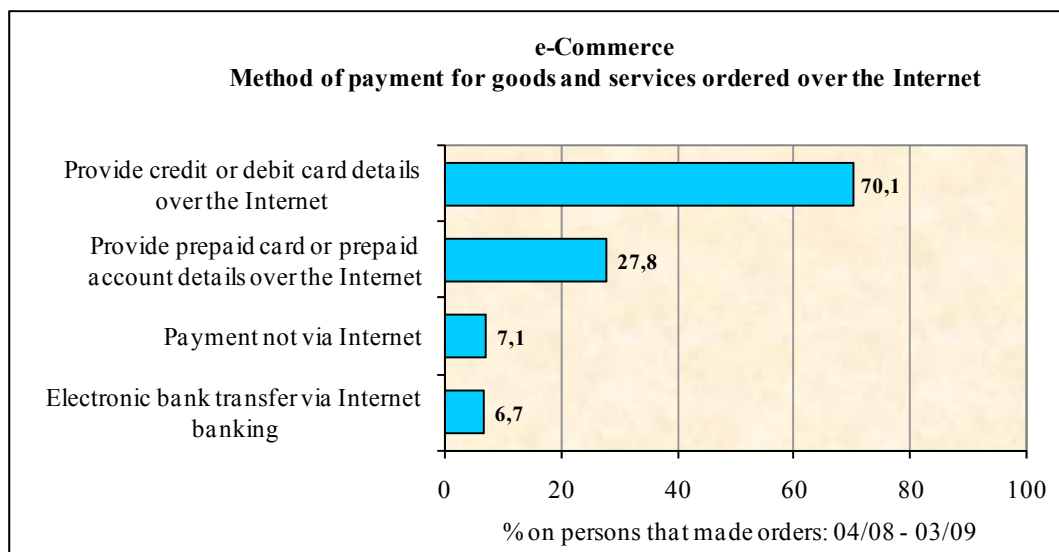
*Travel arrangements other than holiday accommodation* was what most of the people ordered over the Internet. 33,2% of Cypriots who ordered goods or services over the Internet in the last 12 months, ordered *travel arrangements other than holiday accommodation*. Second in Cypriots' preferences came the category of *clothes and sports goods* (30,1%).



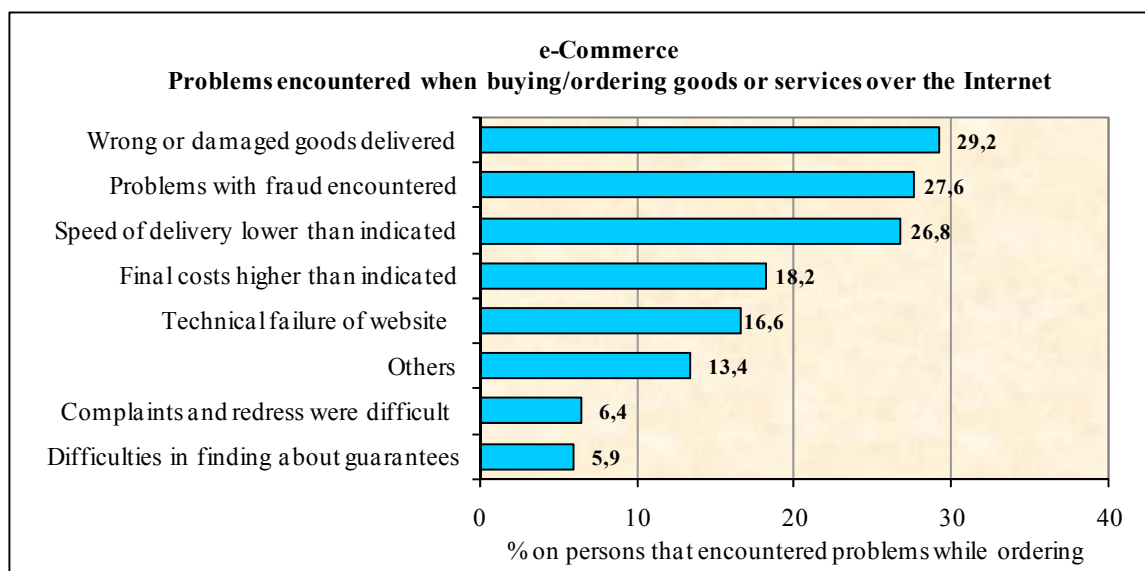
Among the people that bought or ordered goods or services for private use in the first quarter of 2009 a significant percentage of 8,6% had spent over €1000 on these orders. The majority however had spent between €50 to €500 (64,1%).



Providing credit or debit card details over the Internet was the most common method of payment for goods and services ordered over the Internet for private use by Cypriots 16 – 74 years old. 70,1% of the persons that made orders over the Internet between April 2008 to March 2009 provided their credit or debit card details over the Internet to pay.



Among the persons that made online orders only a small percentage (6,5%) encountered problems, while doing so. These problems mainly concerned the delivery of wrong or damaged goods or services and problems with fraud encountered (e.g. no goods/services received at all misuse of credit card details, etc.). The speed of delivery was also a problem as it was reported by some persons that it was lower than indicated.



As mentioned earlier, only 13% of individuals 16 – 74 years old have ordered or bought goods or services over the Internet for private use in the first quarter of 2009. 16,3% have ordered or bought goods or services over the Internet for private use between April 2008 to March 2009. When asked, the persons that did not make orders between April 2008 to March 2009 but have used the Internet at some point of time, in their majority (74,9%), they replied that the main reason for not buying online is force of habit and loyalty to shops; they prefer to shop in person and to see the product before buying it.

