



STATISTICAL SERVICE OF CYPRUS

**INFORMATION AND COMMUNICATION
TECHNOLOGIES (ICT) USAGE SURVEY IN
HOUSEHOLDS AND BY INDIVIDUALS
2014**

SUMMARY RESULTS

November 2014

**INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)
USAGE SURVEY IN HOUSEHOLDS AND BY INDIVIDUALS 2014**

	Page
Preface	
A. Survey Methodology	1
B. Main Findings	
HOUSEHOLDS	2
Access to Information and Communication Technologies.....	2
INDIVIDUALS	5
Use of Computer.....	5
Use of the Internet	6
Use of Cloud Services.....	10
Use of e-Government.....	13
Use of e-Commerce.....	14
e-Skills.....	16

PREFACE

This report presents the results of the survey ICT Usage in Households and by Individuals 2014. The aim of the annual survey is to collect data on the access of households to selected Information and Communication Technologies (ICT), on the use of computers and the Internet, the reasons for using the Internet, the use of cloud computing services, on e-government and on e-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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Statistical Service

November 2014

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 2011 Register. 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. 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, 25 households were selected. In the cases of very small villages (less than 25 households), the villages were combined.

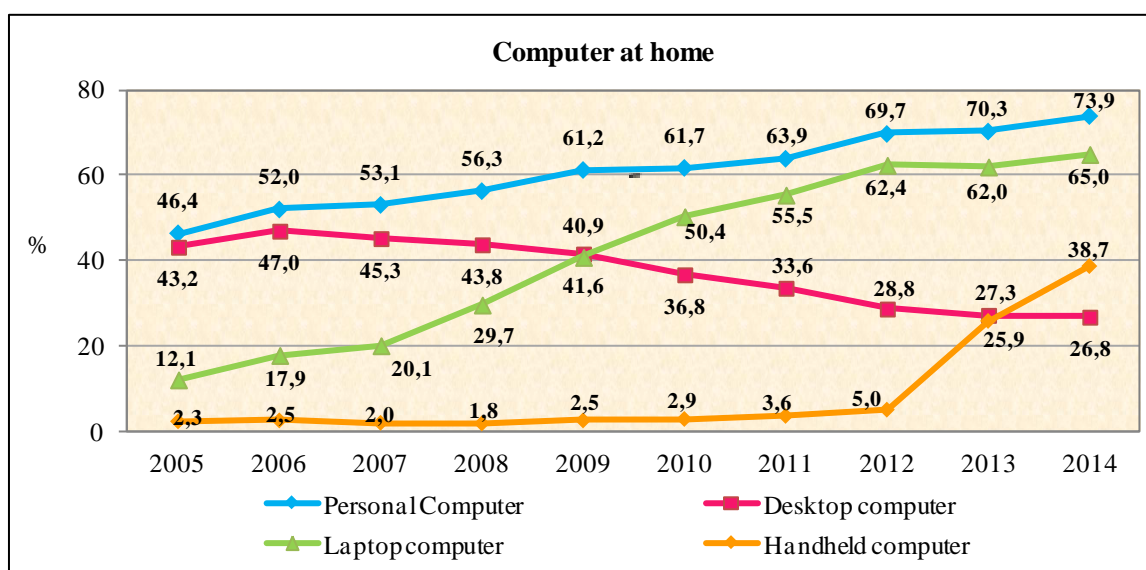
All individuals, aged 16-74, within each sampled household were selected.

B. MAIN FINDINGS

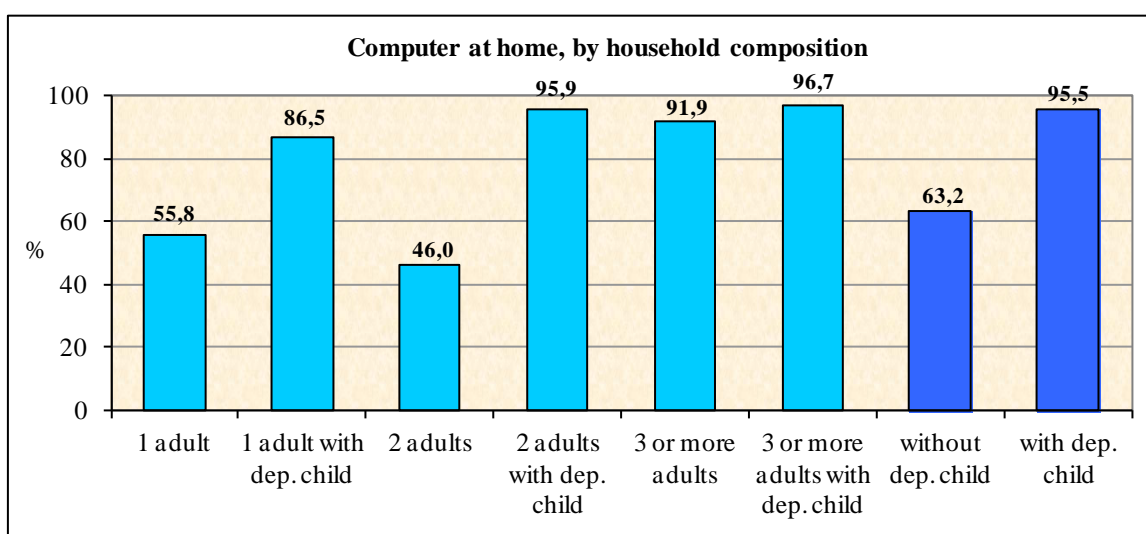
HOUSEHOLDS

Access to Information and Communication Technologies

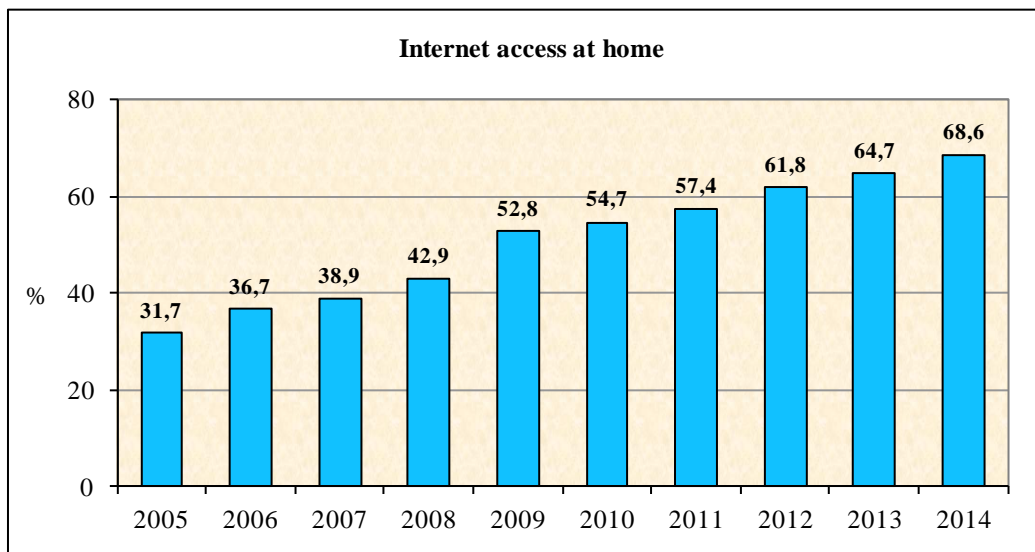
The percentage of households with access to a computer increase continuously year by year. 73,9% of the households in Cyprus have access to a computer, either desktop, portable or handheld computer, in 2014. In particular, 26,8% of households had access to a desktop, 65,0% to a laptop and 38,7% to a handheld computer (netbook or tablet). The percentage of households with access to a desktop is decreasing with the years while the percentage of households with access to a net book or tablet is increasing significantly.



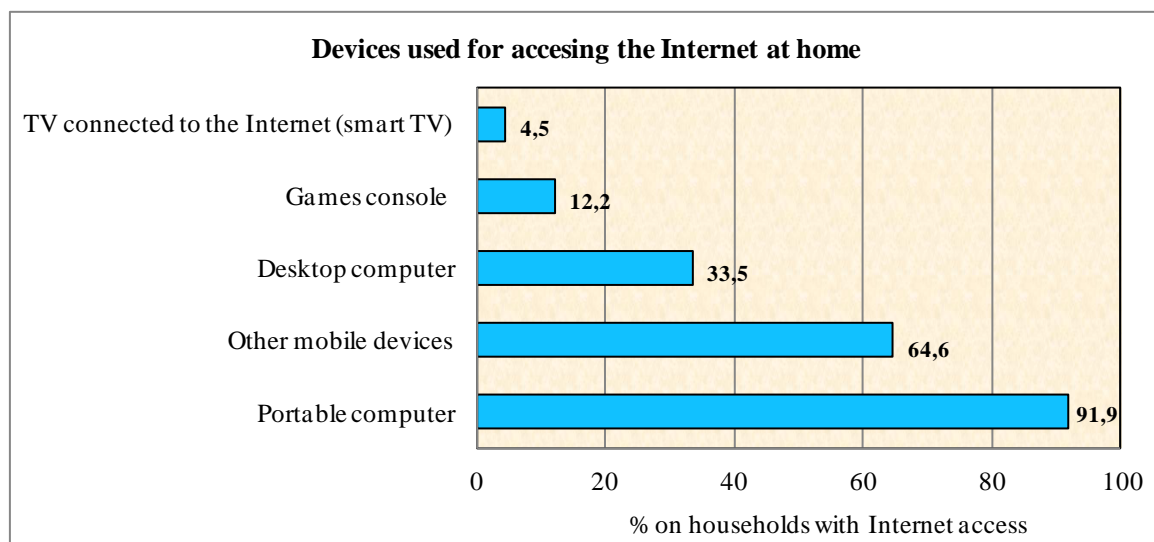
When looking at the access to a computer (desktop, laptop, netbook or tablet) at home with respect to household composition we see that there is a gap between households with and without dependent children. A computer is found in 95,5% of households with dependent children. In households where there were no dependent children the percentage is only 63,2%.



Internet access in households is increasing continuously in Cyprus year by year. In the first quarter of 2014, the Internet was accessed at least once in 68,6% of the households compared to 31,7% in 2005.

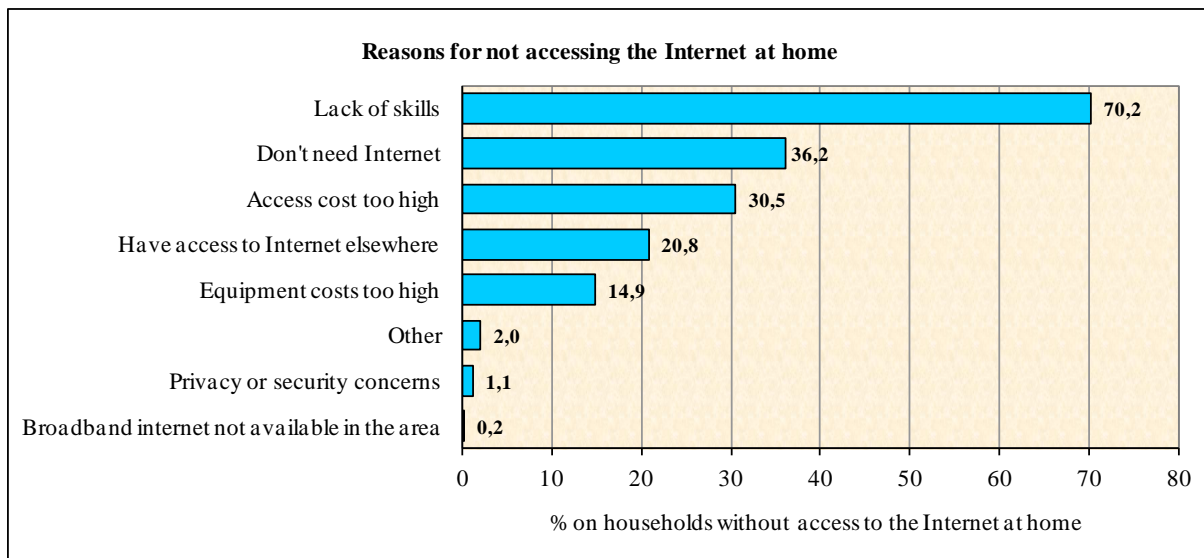


In households with Internet access the most common devices for accessing the Internet was the portable computer (91,9%). Other mobile devices like mobile phone or smart phone, media or games player, e-book reader were also used in 64,6% of the households with Internet access.



There is a significant increase in broadband connections and a simultaneous decrease in narrowband connections (Modem, ISDN) over the years. The most common type for Internet access at home is fixed broadband connection (e.g. DSL, ADSL, VDSL, cable, optical fibre, satellite, public Wi-Fi) with a percentage of 99,0%. The percentage of those having a Modem or ISDN connection minimized to 0,0% in 2014. It is worth mentioning that 7,1% of the households used mobile broadband connection (via mobile phone network, at least 3G, e.g. UMTS, using SIM card or USB key, mobile phone or smart phone as a modem).

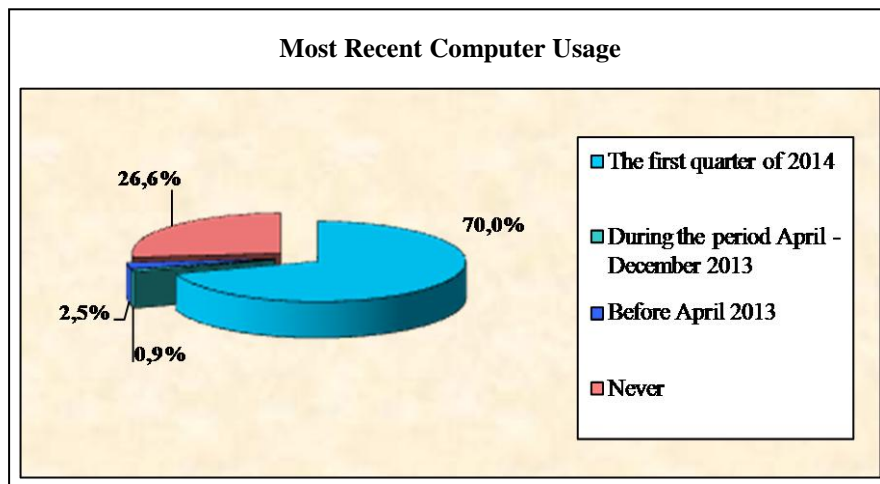
The main reason for not accessing the Internet at home in 2014 is the lack of skills (70,2% of the households that did not have access to the Internet at home). The second reason is that persons do not need the Internet (36,2%). 30,5% and 20,8% of the households do not have access to the Internet because access cost is too high and have Internet elsewhere, respectively.



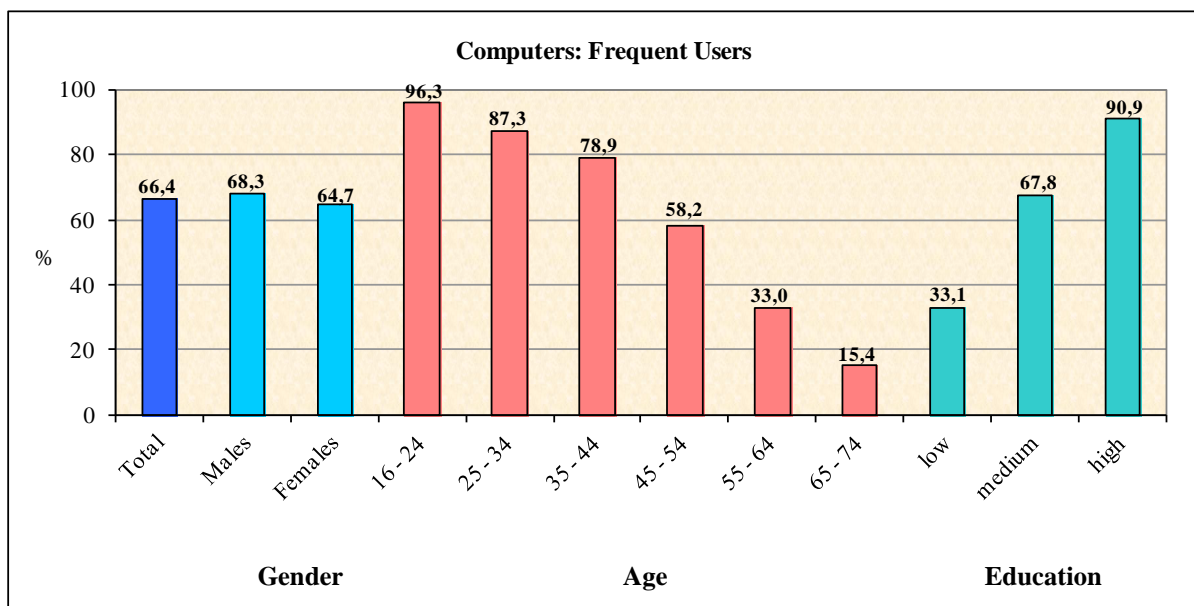
INDIVIDUALS

Use of Computer

Among persons, 16 – 74 years old, 73,4% has used a computer at some point of time. 70,0% used a computer during the first quarter of 2014.

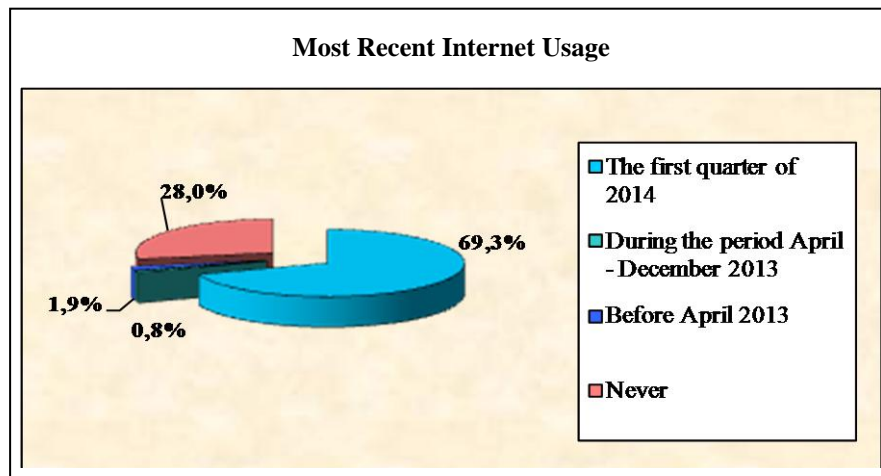


Almost all people that were using a computer during the first quarter of 2014, were using it at least once a week (66,4% of total population 16 – 74 years old). 68,3% of men (16 – 74 years old) use a computer frequently (i.e. at least once a week), whereas the same percentage for women is 64,7%. Age and education level also seem to be important factors on how often a person is using a computer. Younger and high educated persons were using computers more frequently. The percentage of frequent computer users decreases with age and increases with education level.

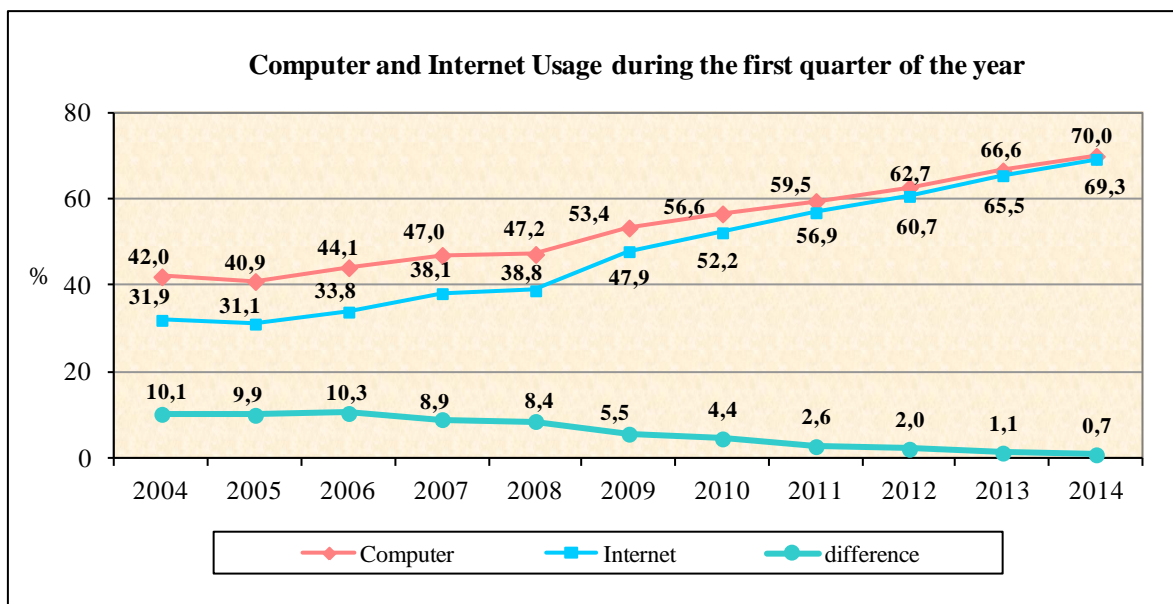


Use of the Internet

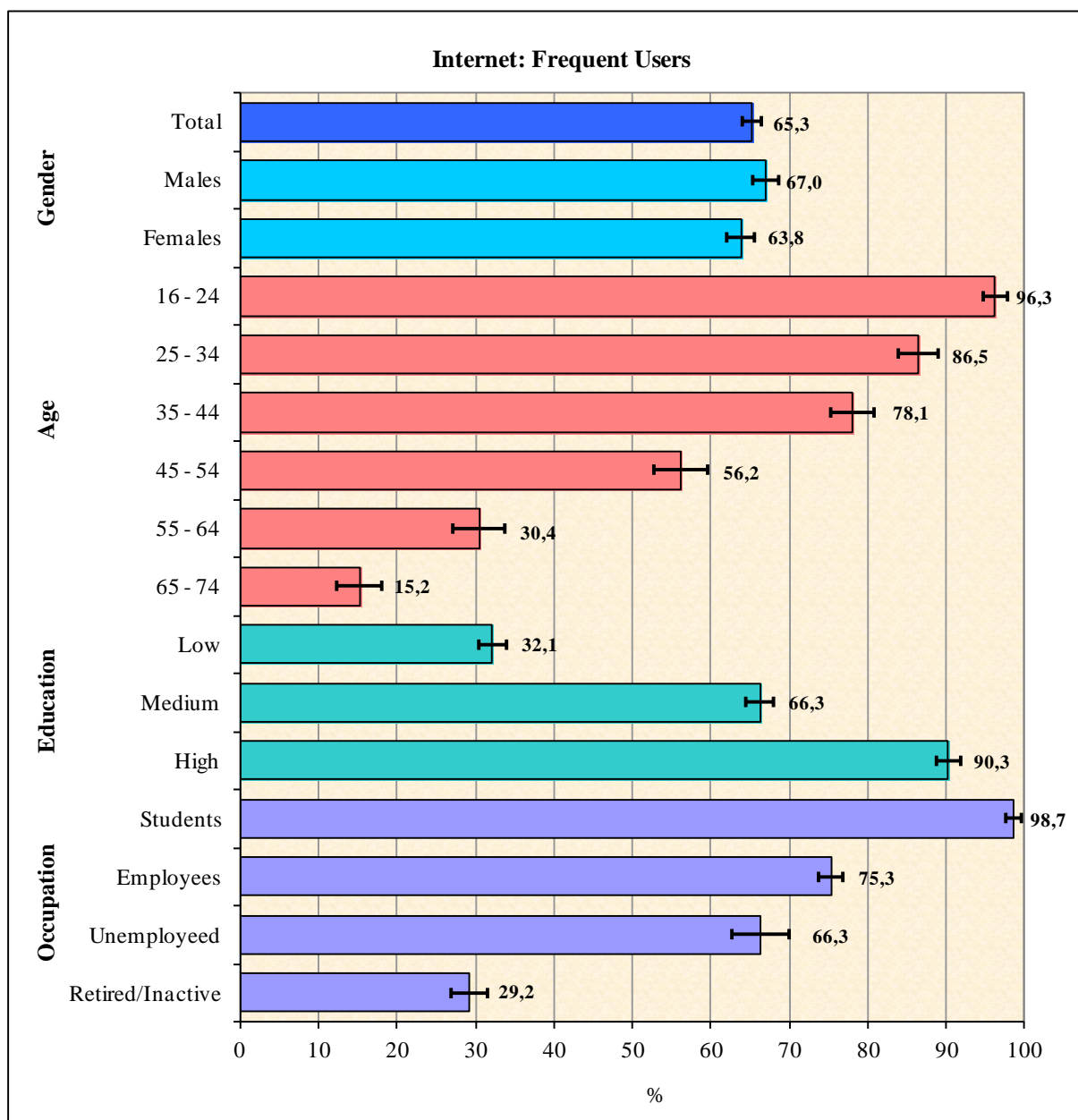
69,3% of the population under study accessed the Internet in the first quarter of 2014. 28,0% stated that they had never used the Internet. 2,7 % of persons 16 – 74 years old said that they had used the Internet, before the first quarter of 2014.



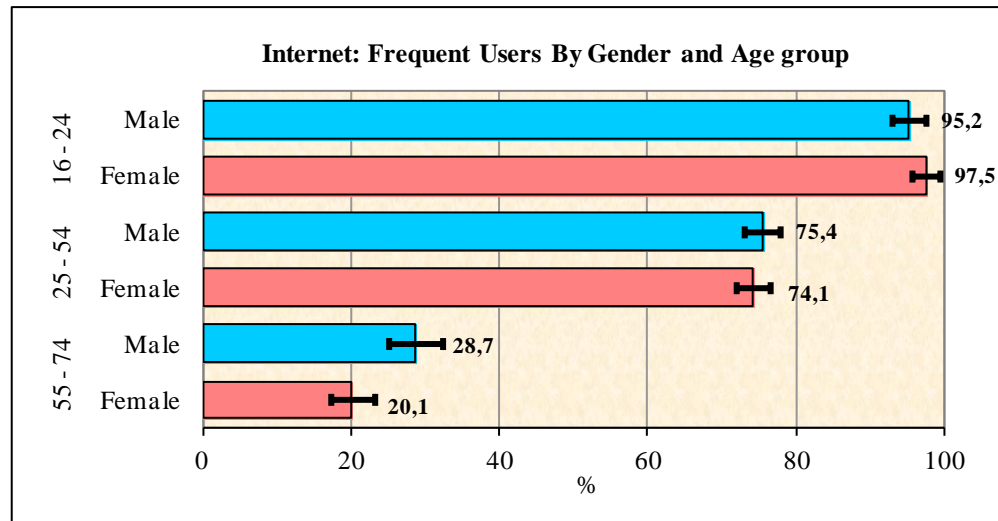
Compared to previous years the percentage of persons 16 – 74 years old using a computer or the Internet increased significantly in 2014. On the graph below we can see that there is an increasing trend in both percentages in the last years. At the same time the gap between the percentage of computer users and Internet users narrows.



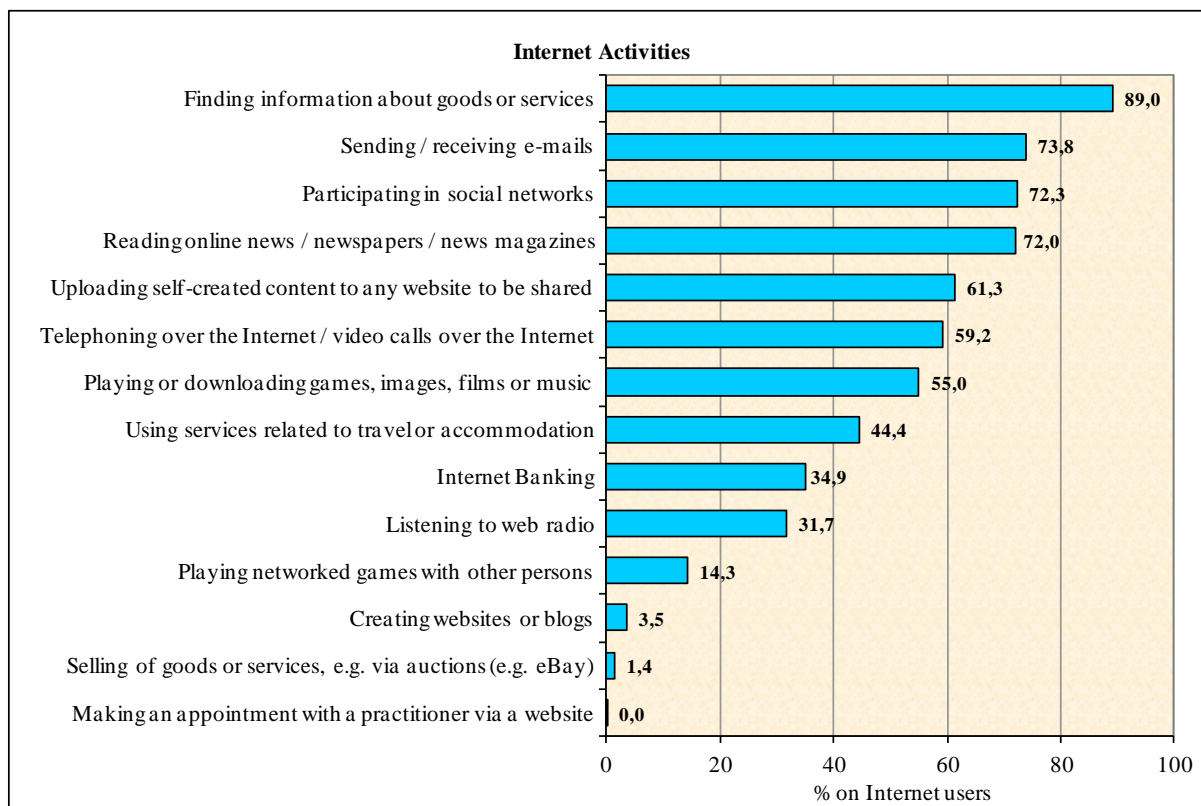
As regards how often people in Cyprus use the Internet, we see that 65,3% of persons (16 – 74) is using the Internet at least once a week. Similar to the frequency of using a computer, the frequency of accessing the Internet is affected by the gender, age and education level of a person. As age increases, the percentage of persons frequently uses the Internet decreases. Starting from 96,3% for the 16 – 24 age group it gradually goes down to 15,2% 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 is indeed a difference between the age groups. The same happened for the three education level categories, where as expected, high educated persons uses the Internet more frequently than persons with lower education. Proportionally there were more male frequent users than female, with percentages 67,0% and 63,8% respectively. The non-overlapping confidence intervals are strong evidence that this difference between males and females is statistically significant.



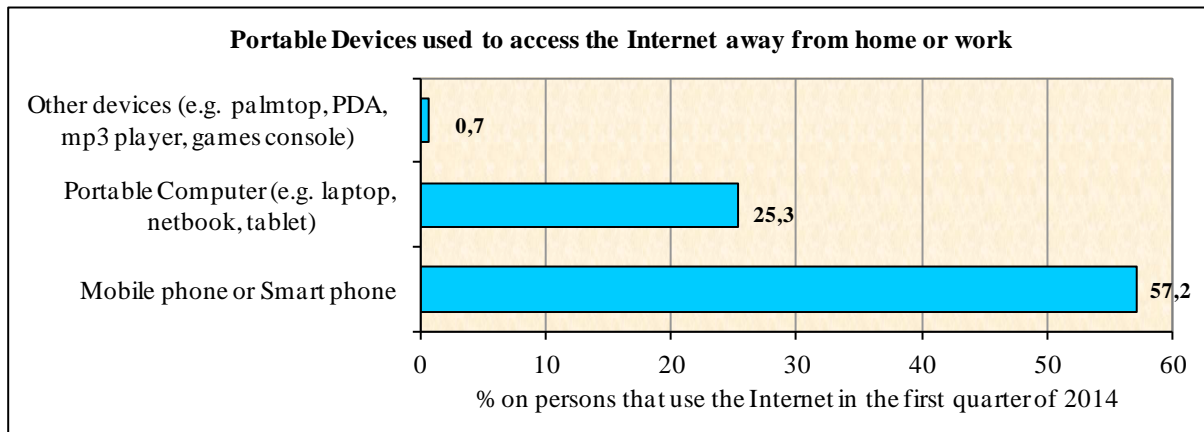
When looking at males and females broken down by age, we see a completely different picture for people of younger age. Proportionally there are more male frequent users than female in persons over 25 years old. However, for males and females 16 – 24 years of age the females have a slightly larger percentage 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.



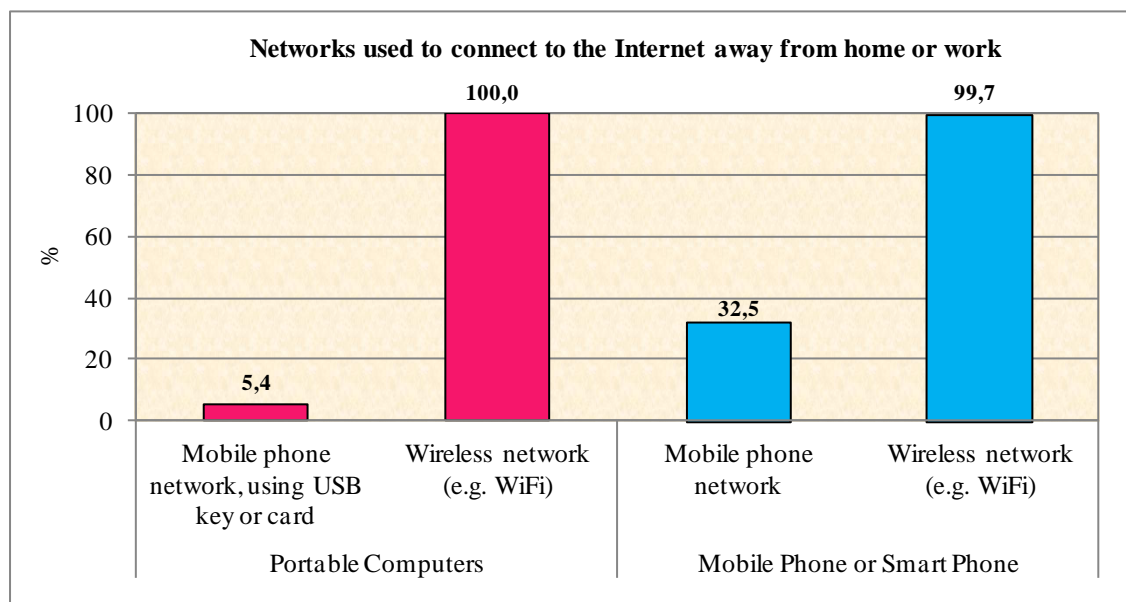
The most popular Internet activity among the population is *Finding Information about Goods or Services*, followed by *Sending/receiving e-mails*, *Participating in social networks* and *Reading/downloading news/newspapers/ magazines* (89,0%, 73,8%, 72,3% and 72,0% of Internet users respectively).



“Portable Devices” received much attention because of providing better opportunities to use the Internet anywhere and anytime (ubiquitous connectivity) due to their small size and weight. “Portable Devices” are classified in two broad categories: “Portable computers” that include laptops, notebooks, netbooks or tablet computers and “Handheld Devices” include mobile phones / smart phones or other handheld devices such as PDAs, handheld e-book reader, Mp3 players or games consoles. In Cyprus, 57,2% of the persons that use the Internet in the first quarter of 2014, use mobile phone or smart phone to access the Internet away from home or work while 25,3% use a laptop, notebook /netbook or tablet.



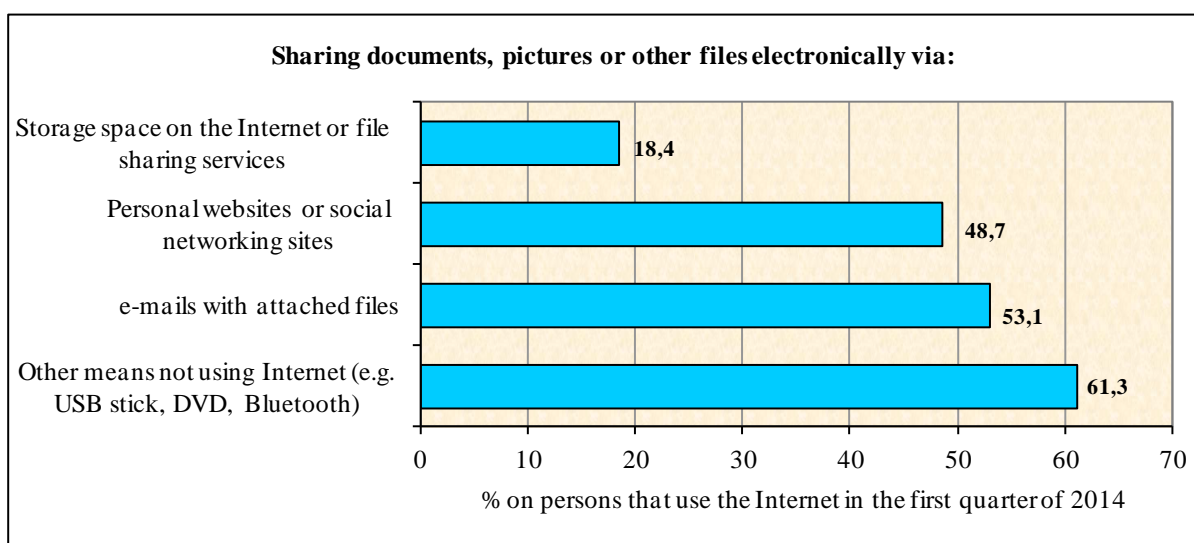
The most common network that people in Cyprus aged 16-74 years use to connect either the portable computer or the mobile phone / smart phone to the Internet away from home or work is the wireless network (e.g. WiFi). Almost 32,5% of the persons that use mobile phones or smart phones use mobile phone network.



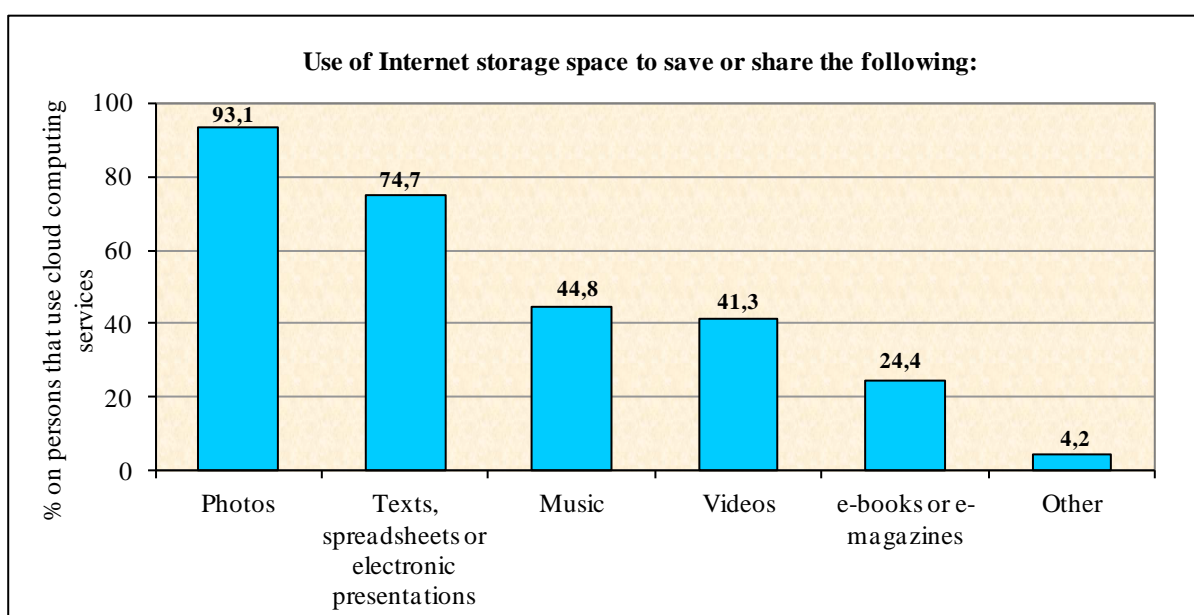
Use of Cloud Services

Use of cloud services refers to the use of Internet services for storing files for private purposes. These services offer the possibility to store on a server accessible over the Internet. Many of them are used for sharing files with others.

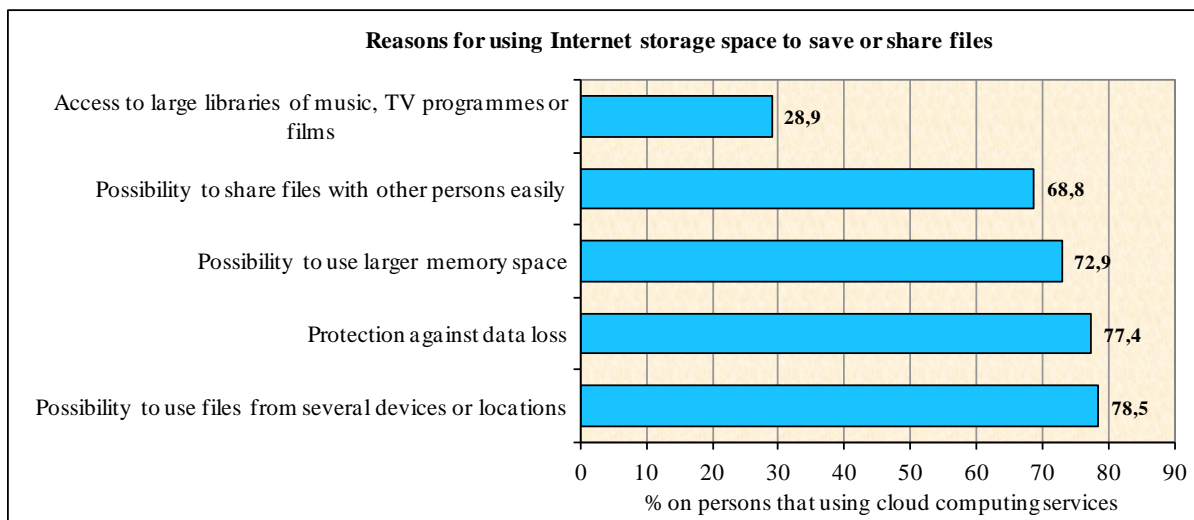
The persons that use the Internet in the first quarter of 2014, prefer to share documents, pictures or other files electronically via other means not using the Internet like USB stick, DVD, Bluetooth (61,3%). More than half of them used e-mails with attached files and 48,7% used personal website (e.g. blogs) or social networking sites (e.g. Facebook). Only 18,4% of the persons that use the Internet in the first quarter of 2014, used storage space on the Internet (e.g. Dropbox, Windows Onedrive/Skydrive, Google Drive) or file sharing services (e.g. Picasa, Flickr).



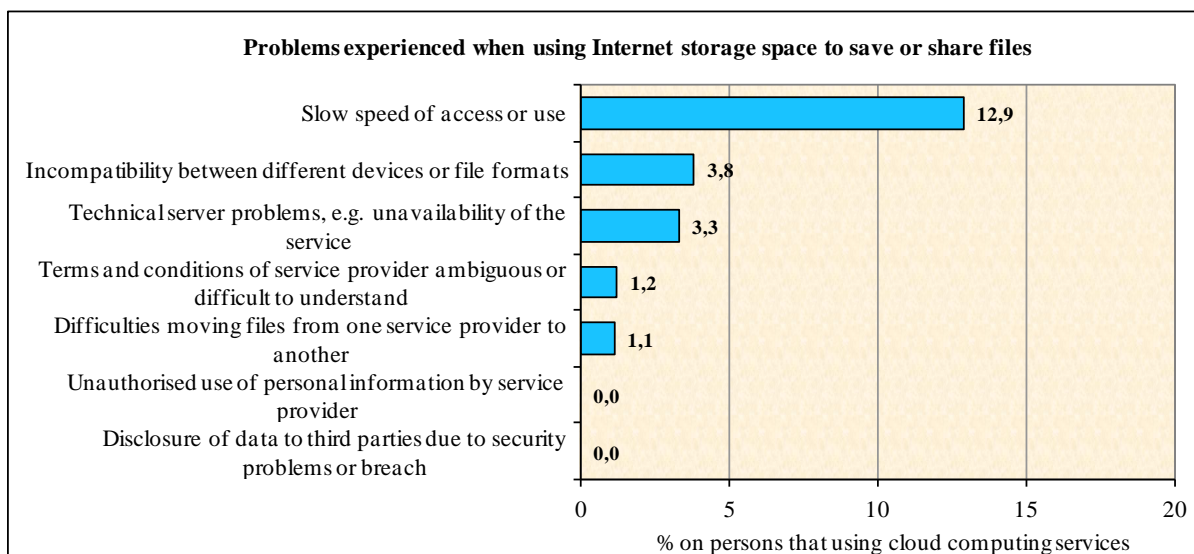
Among persons that use storage space on the Internet to save or share documents, pictures, music, video or other files (e.g. Google Drive, Dropbox, Windows Onedrive/ Skydrive, iCloud, Amazon Cloud Drive), mainly they save or share photos (93,1%) and 74,7% save or share texts, spreadsheets or electronic presentations. Less than half of them save or share music (44,8%) and videos (41,3%).



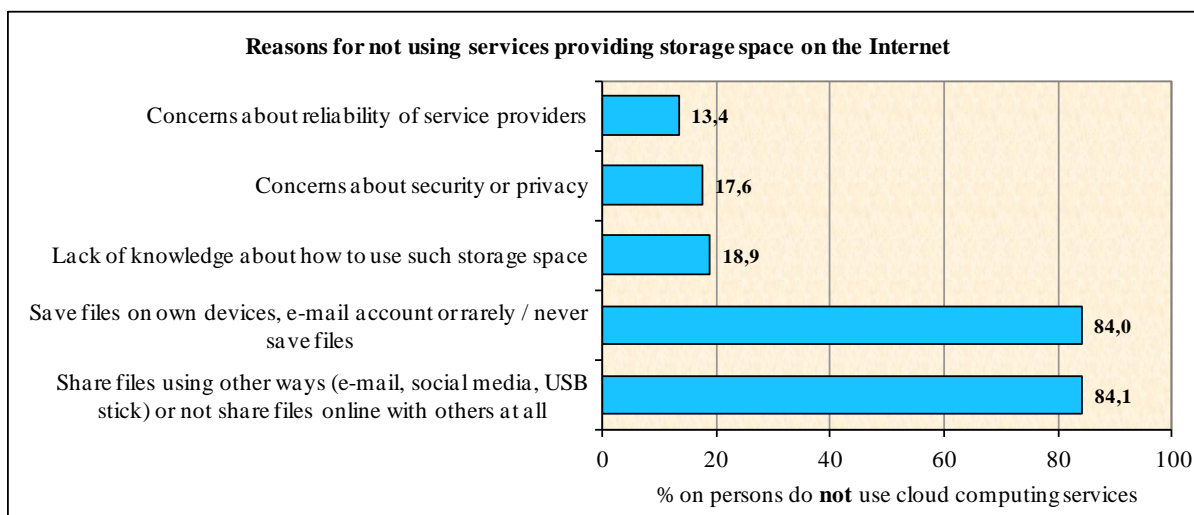
The possibility to use files from several devices or locations, the protection against data loss and the possibility to use larger memory space are the main reasons for using Internet storage space to save or share files.



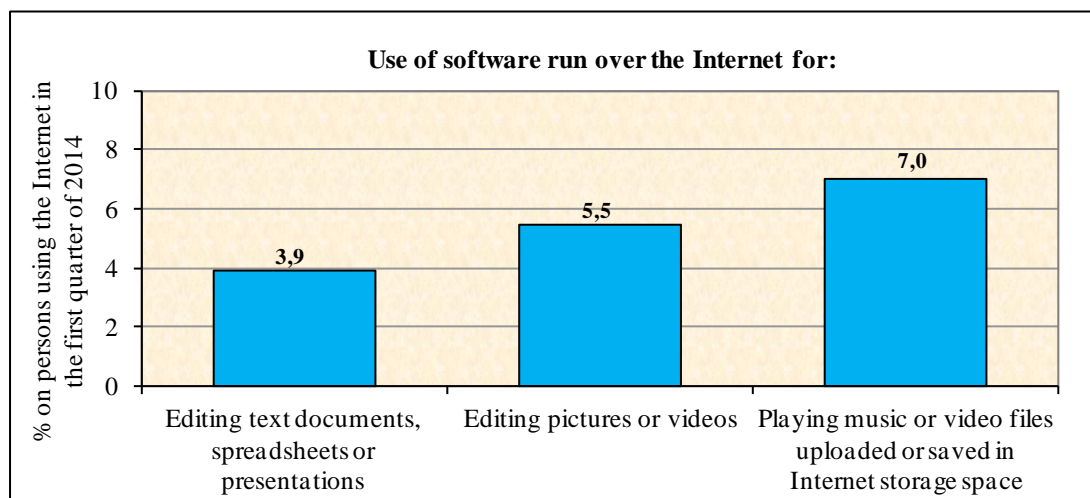
The main problem that persons experienced when using storage space on the Internet or file sharing services was the slow speed of access or use (12,9%). It is worth mentioning that 82,0% of the persons using Internet storage space to save or share files did not face any problems.



73,9% of the persons not using the Internet storage space to save or share files claim that they were not aware of the existence of services providing storage space on the Internet. The rest, that they knew about these services, avoid to use them because they prefer to share files using other ways (e-mail, social media, USB stick) or did not share files online at all (84,1%). 84,0% of the persons saved files on own devices, e-mail account or rarely save files. Less than 20% of the persons that did not use the Internet storage space to save or share files had lack of knowledge about how to use such storage space (18,9%), concerns about security or privacy (17,6%) and concerns about reliability of service providers (13,4%).

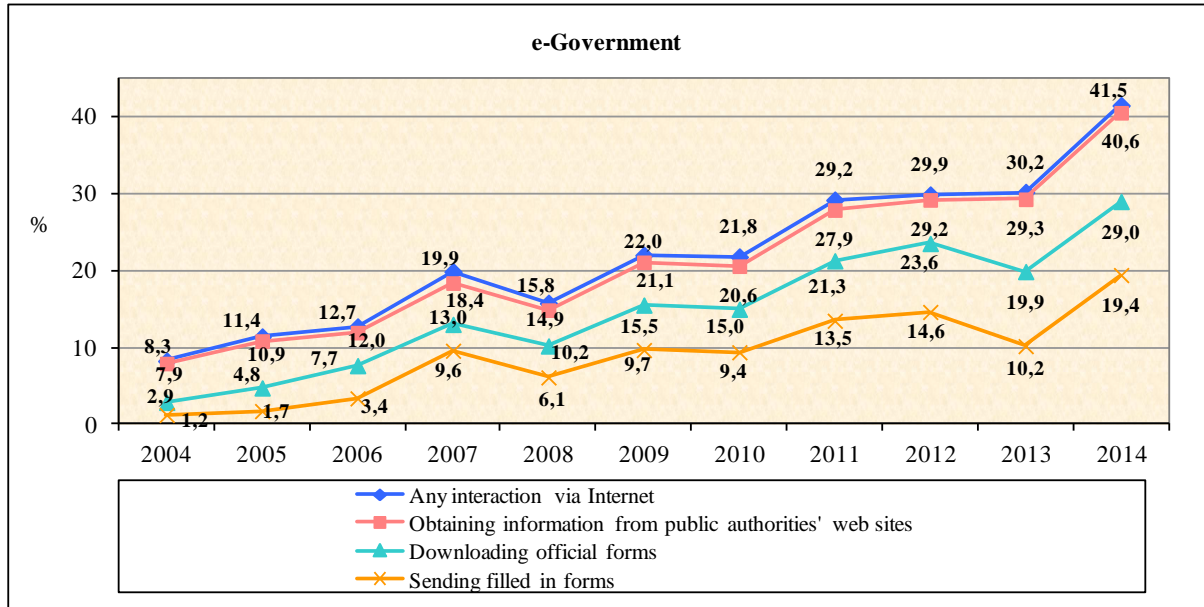


3,9% of the persons that use the Internet in the first quarter of 2014, used software run over the Internet for editing text documents, spreadsheets or presentations (e.g. Google Docs, Office 365). 5,5% used software run over the Internet for editing pictures or videos (e.g. Picasa, WeVideo, JW Player) and 7,0% used services over the Internet for playing music or video files uploaded or saved in Internet storage space (e.g. Amazon Cloud Player, iTunes in the Cloud (iCloud), Google Play Music).

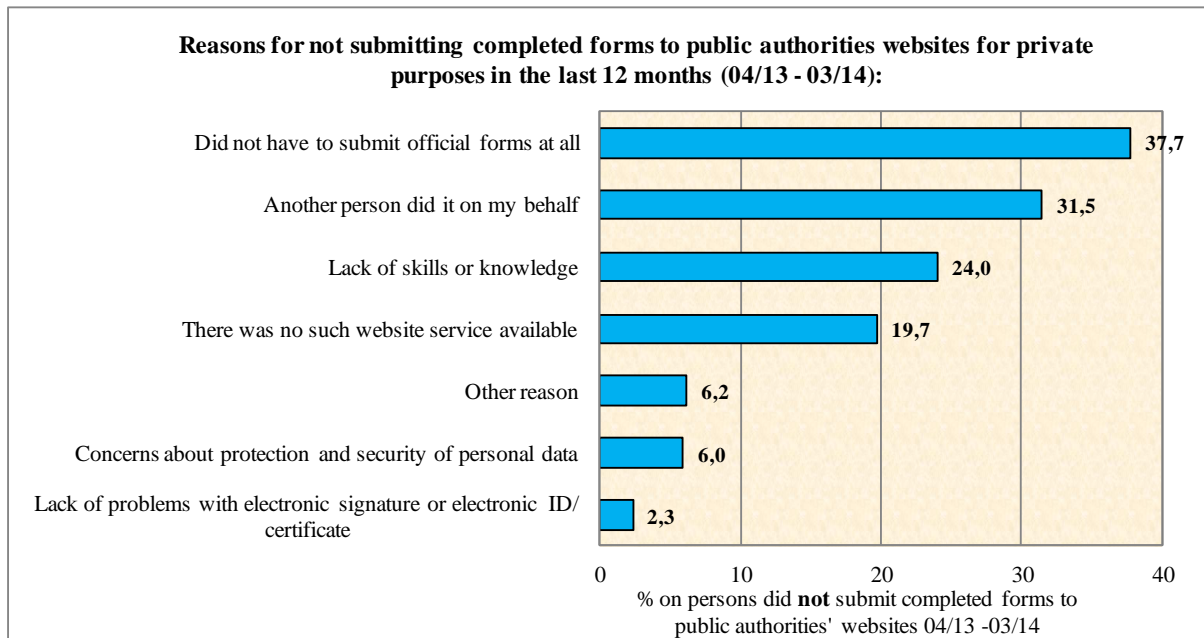


Use of e-Government

Compared to previous years the percentage of persons 16 - 74 years old that use the Internet for interaction with public authorities increases significantly in 2014. As we can see from the graph below, 40,6% of the people in Cyprus aged 16 - 74 use the Internet for obtaining information from public authorities websites while 29,0% have downloaded official forms and 19,4% have sent filled in forms.

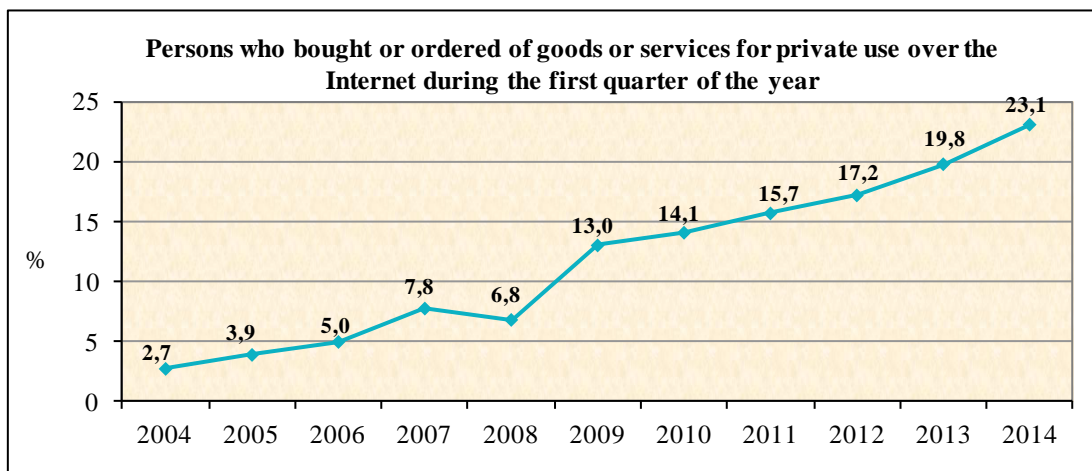


Among persons aged 16-74 who did not submit completed forms to public authorities or public services' websites, 31,5% argued that another person did it on behalf while 24,0% did not have the skills to do it online.

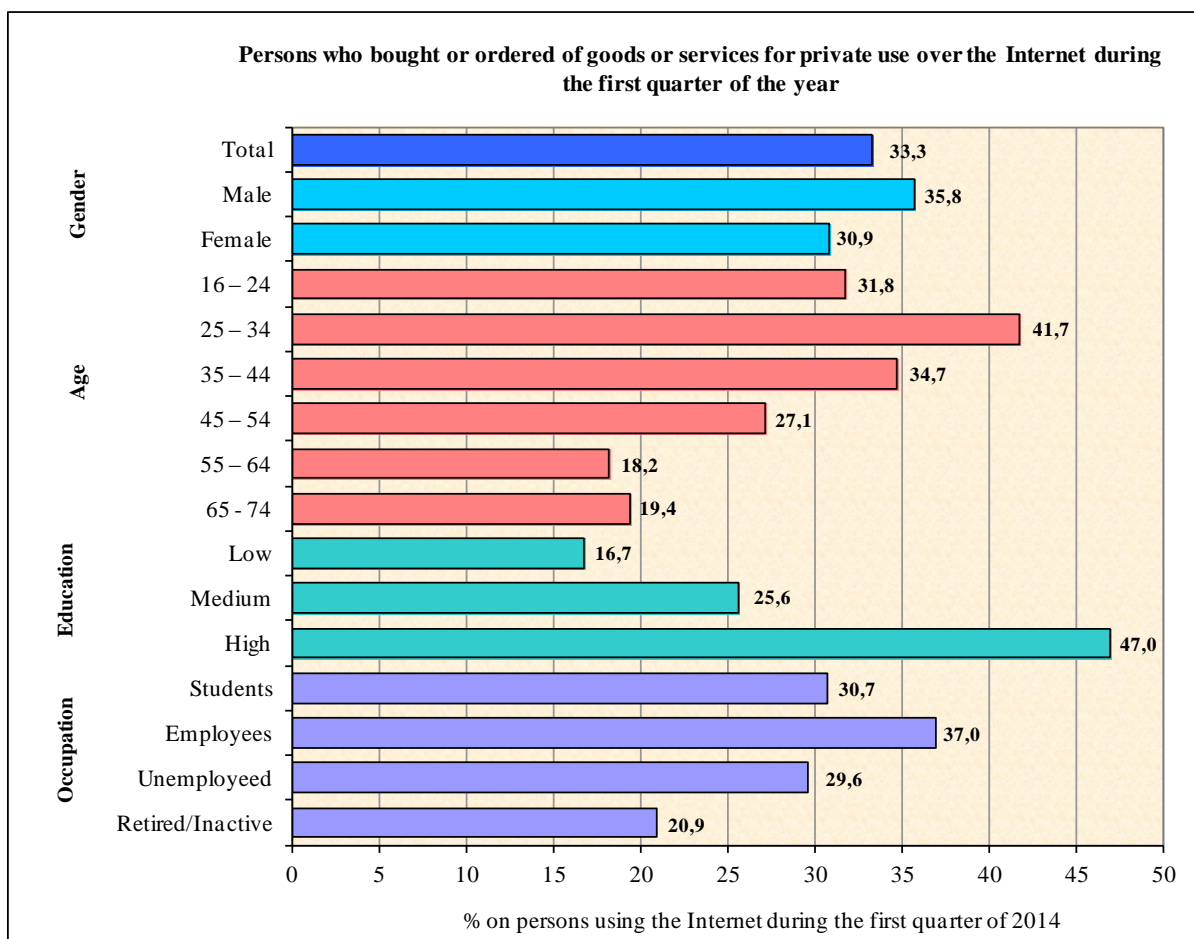


Use of e-Commerce

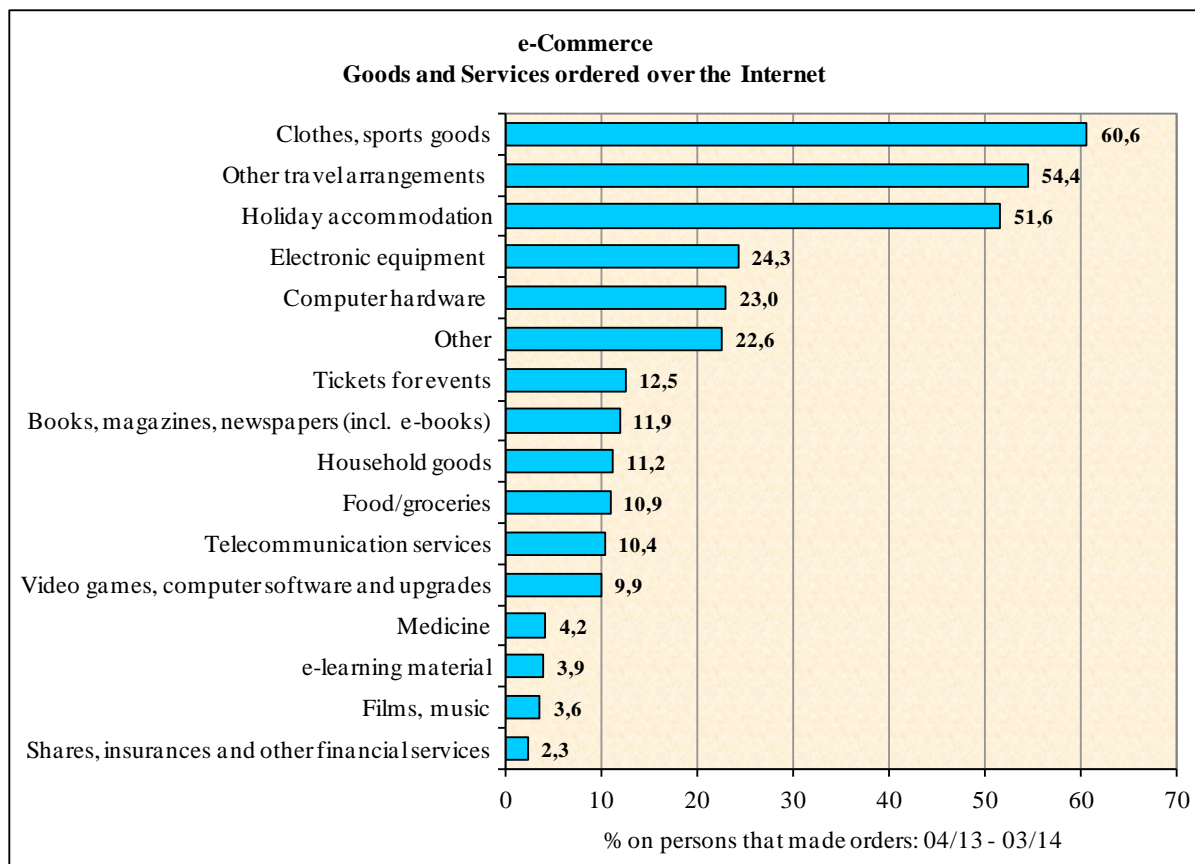
The percentage of individuals making online orders increase to 23,1% in 2014 from 19,8% in 2013.



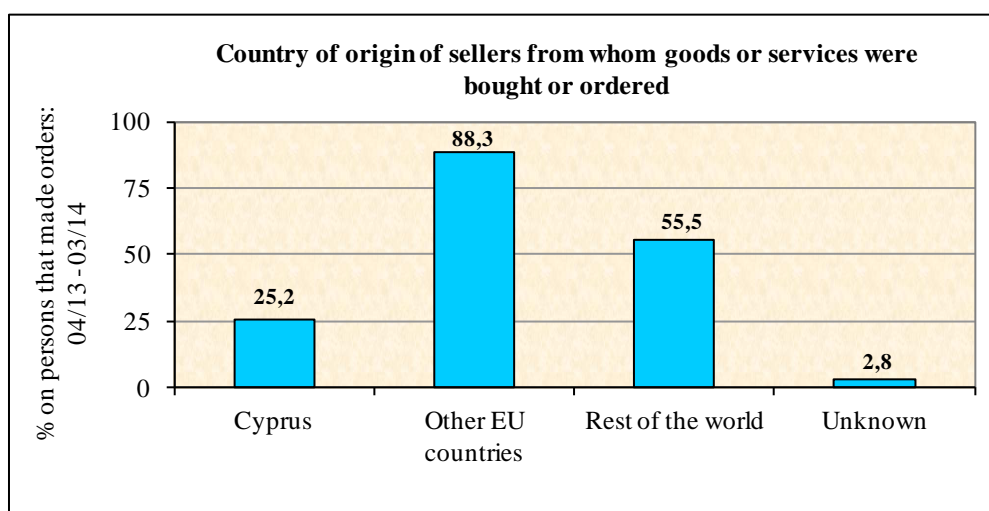
As we can see 33,3% of the population (16 – 74) that use the Internet in the first quarter of the year, bought or ordered goods or services for private use over the Internet. The gender, age, education level and occupation of a person seem to affect the e-commerce activity. Men are presented to buy or order goods or services over the Internet more than women while persons of age 25-34 years are more actively involved in e-commerce. Regarding education level categories, where as expected, high educated persons use e-commerce more than persons with lower education. The occupation does not affect that much the e-commerce activity of a person but nevertheless employees and students buy or order goods and services for private use over the Internet more than unemployed person or retired/inactive person.



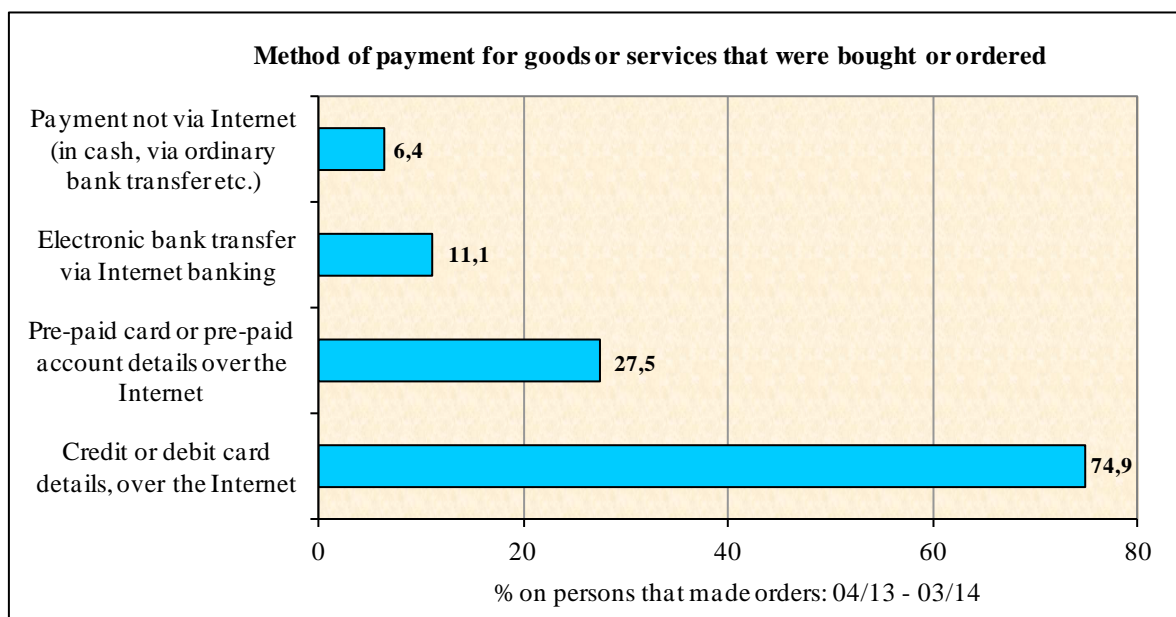
More than 60% of the persons who ordered goods or services over the Internet in the last 12 months (April 2013 - March 2014), ordered *clothes or sports goods*, 54,4% *other travel arrangements* such as transport tickets, car hire etc. Third in consumers' preferences comes the category of *holiday accommodation* with percentage 51,6%.



Among the people that bought or ordered goods or services for private use in the period April 2013 - March 2014 a significant percentage of 88,3% prefer sellers from other EU countries, 55,5% from the rest of the world and only 25,2% buy or order from sellers in Cyprus.



Persons that bought or ordered goods or services for private use in the period April 2013 - March 2014 seem to prefer paying by credit or debit card (74,9%) while much less (27,5%) prefer pre-paid card or pre-paid account.



e-Skills

The majority of the persons that used computer, *copied or moved a file or folder* (85,3%) while 80,2% *used copy and paste tools* and 62,4% *transferred files between computer and other services (from digital camera or from/to mobile phone, mp3/mp4player)*. *Using basic arithmetic formulas in a spreadsheet* and *connecting and installing new devices (e.g. modem, printer)* follow with percentage 50,3% and 47,7% respectively.

