

**INFORMATION AND COMMUNICATION
TECHNOLOGIES (ICT) USAGE SURVEY IN
HOUSEHOLDS AND BY INDIVIDUALS
2016**

SUMMARY RESULTS

November, 2016

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

USAGE SURVEY IN HOUSEHOLDS AND BY INDIVIDUALS 2016

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PREFACE

This report presents the results of the survey ICT Usage in Households and by Individuals 2016. 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 Internet, the reasons for using the Internet, the use of e-government and e-Commerce. For year 2016 the specific module examined is privacy and protection of personal identity.

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 Mrs. Aristi Ioannidou, Statistics Officer A, under the supervision of Mr. Costas Diamantides, Senior Statistics Officer, Head of Methodology, Statistical Dissemination, Prices, Labour Market, Labour Cost, and ICT Surveys Division.

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. This census was updated in September 2014, with newly-constructed housing units, obtained from the Electricity Authority of Cyprus. 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 , (N : the population of households and n : the sample) 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.

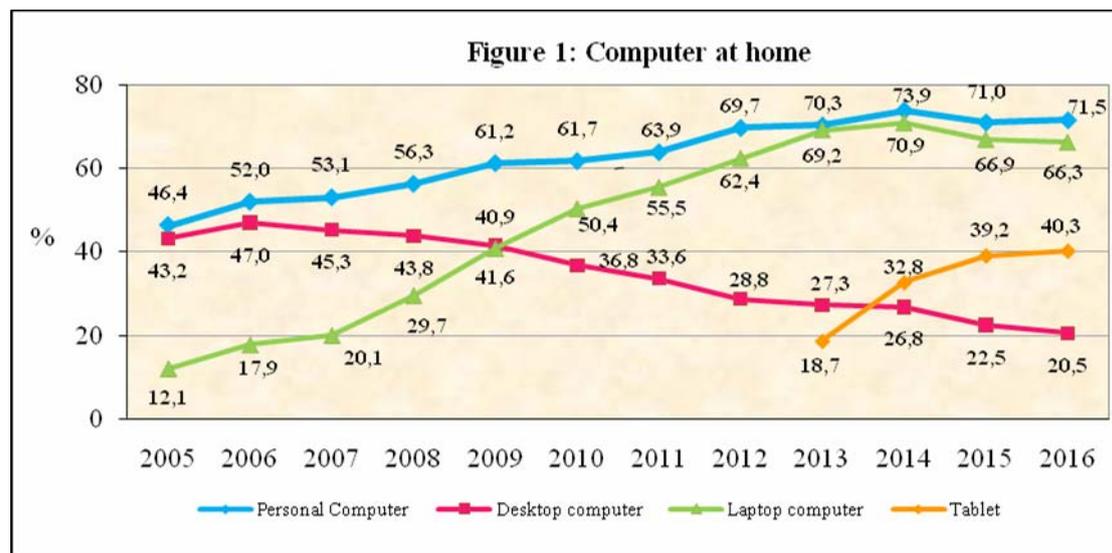
All individuals, aged 16-74, within each sampled household were selected.

B. MAIN FINDINGS

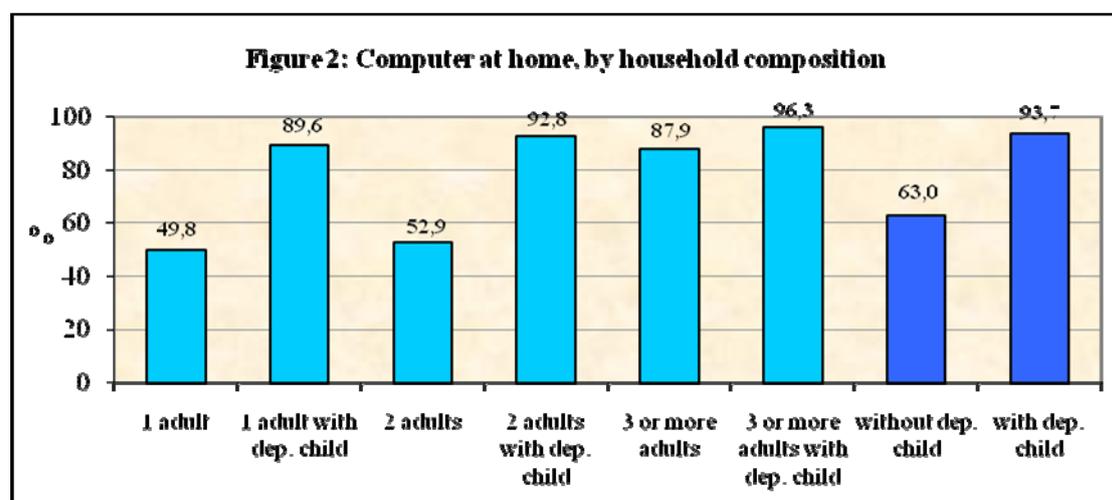
HOUSEHOLDS

Access to Information and Communication Technologies

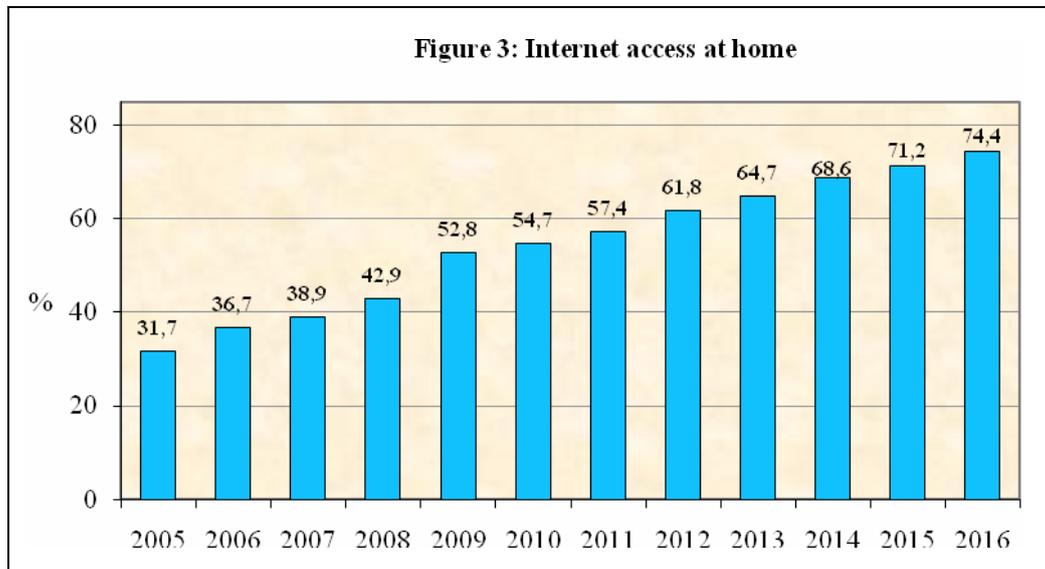
During 2016, 71,5% of the households in Cyprus had access to a computer, either desktop, portable or tablet computer (Figure 1).



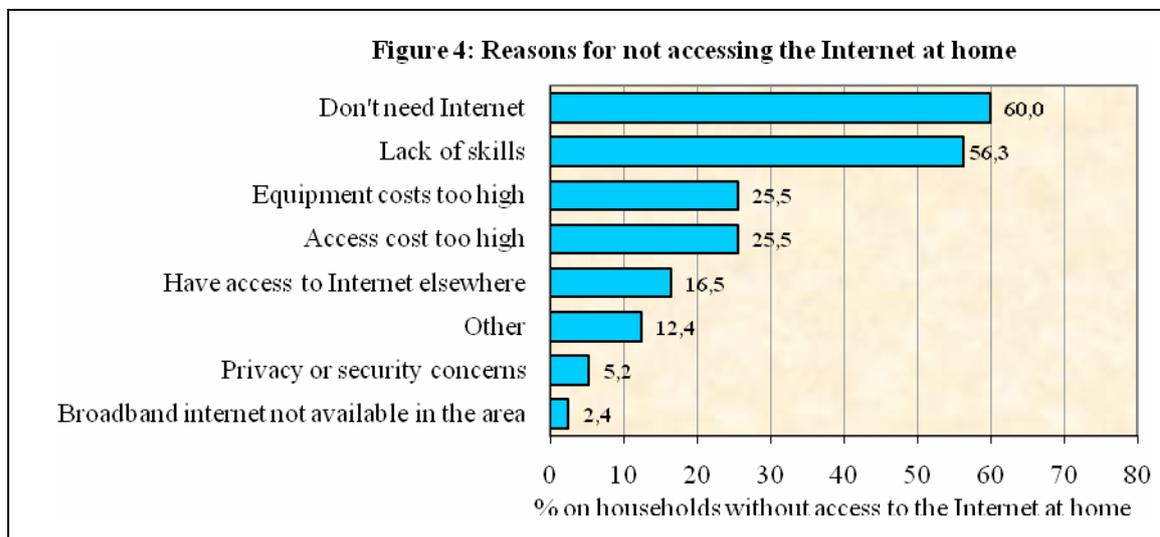
When looking at the access to a computer (desktop, laptop, netbook or tablet) at home with respect to household composition we see that there is a big difference between households with and without dependent children. Particularly, a computer is found in 94,0% of households with dependent children. In households where there were no dependent children the percentage is reduced to 63,2% (Figure 2)



Internet access in households is increasing continuously in Cyprus year by year. In the first quarter of 2016, the Internet was accessed by 74,4% of the households (Figure 3).



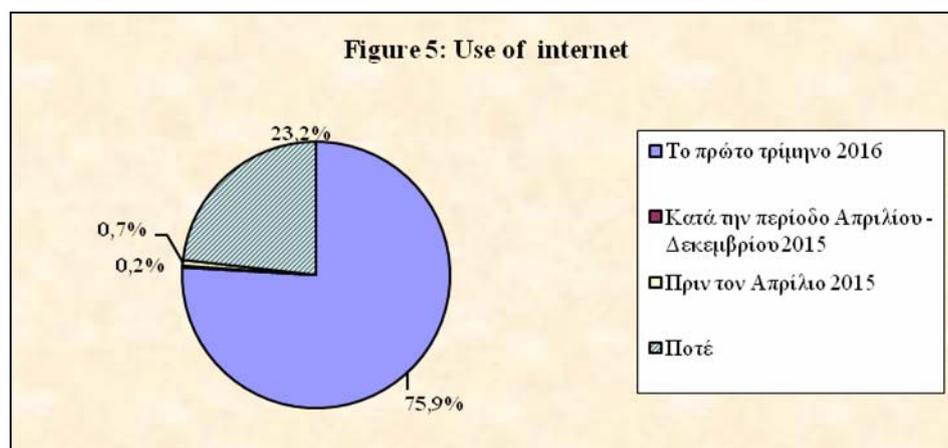
The main reason for not accessing the Internet at home in 2016 is that people don't need the internet (60% of total households that do not have access). The second reason is the lack of skills (56,3%). 25,5% of the households reported that do not have access to the Internet because equipment and access costs are too high (Figure 4).



INDIVIDUALS

Use of the Internet

75,9% of the individuals aged 16 – 74 accessed the Internet in the first quarter of 2016. 23,2% stated that they had never used the Internet. 0,7 % of persons 16 – 74 years old said that they had used the Internet, before the first quarter of 2016 (Figure 5).



As regards how often people in Cyprus use the Internet, we see in Figure 6 that 74,1% of persons (16 – 74) is using the Internet at least once a week. As age increases, the percentage of persons frequently uses the Internet decreases. Starting from 99,0% for the 16 – 24 age group it gradually goes down to 26,4% for the 65 – 74 age group. The fact that the confidence intervals (shown on figure 6) 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 75,7% and 72,5% respectively (Figure 6).

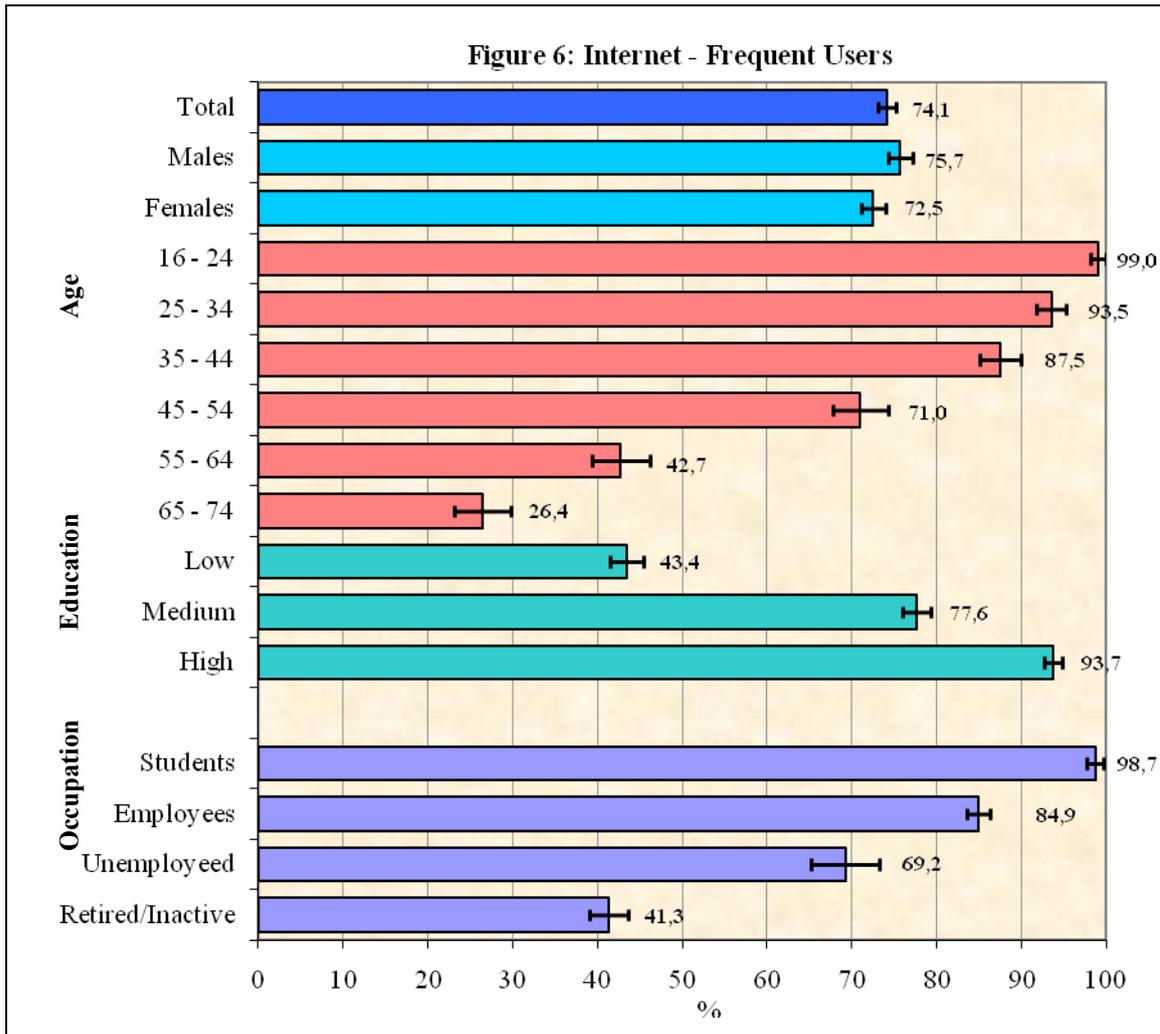
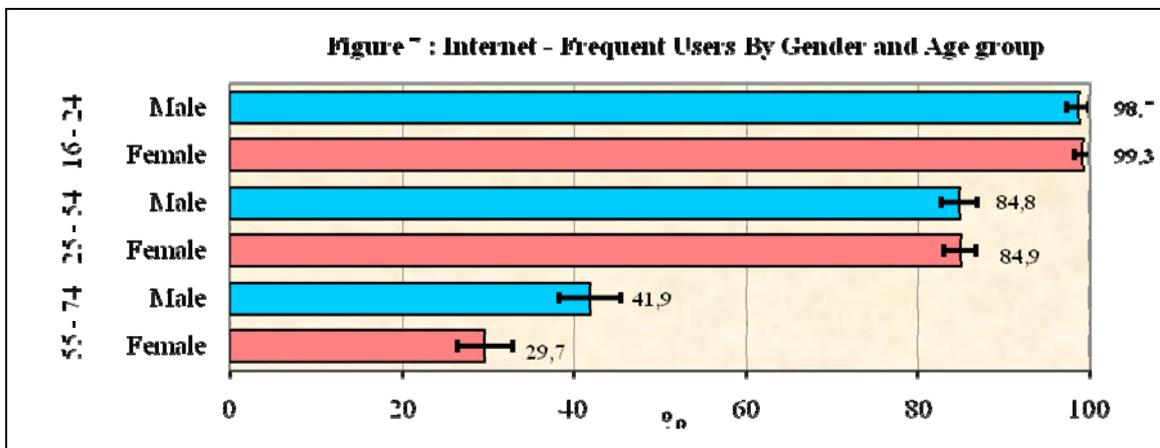
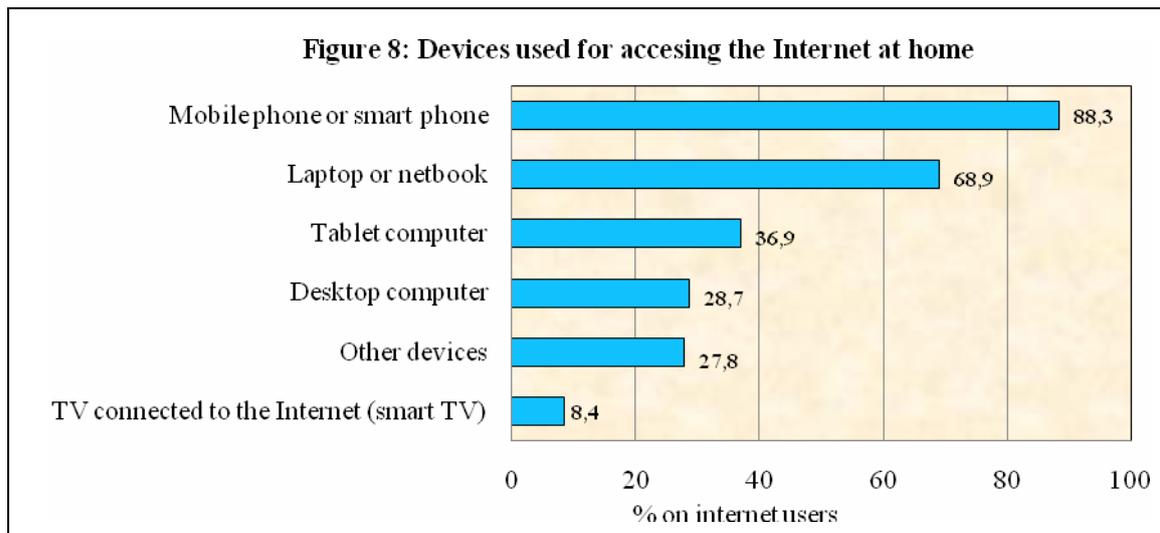


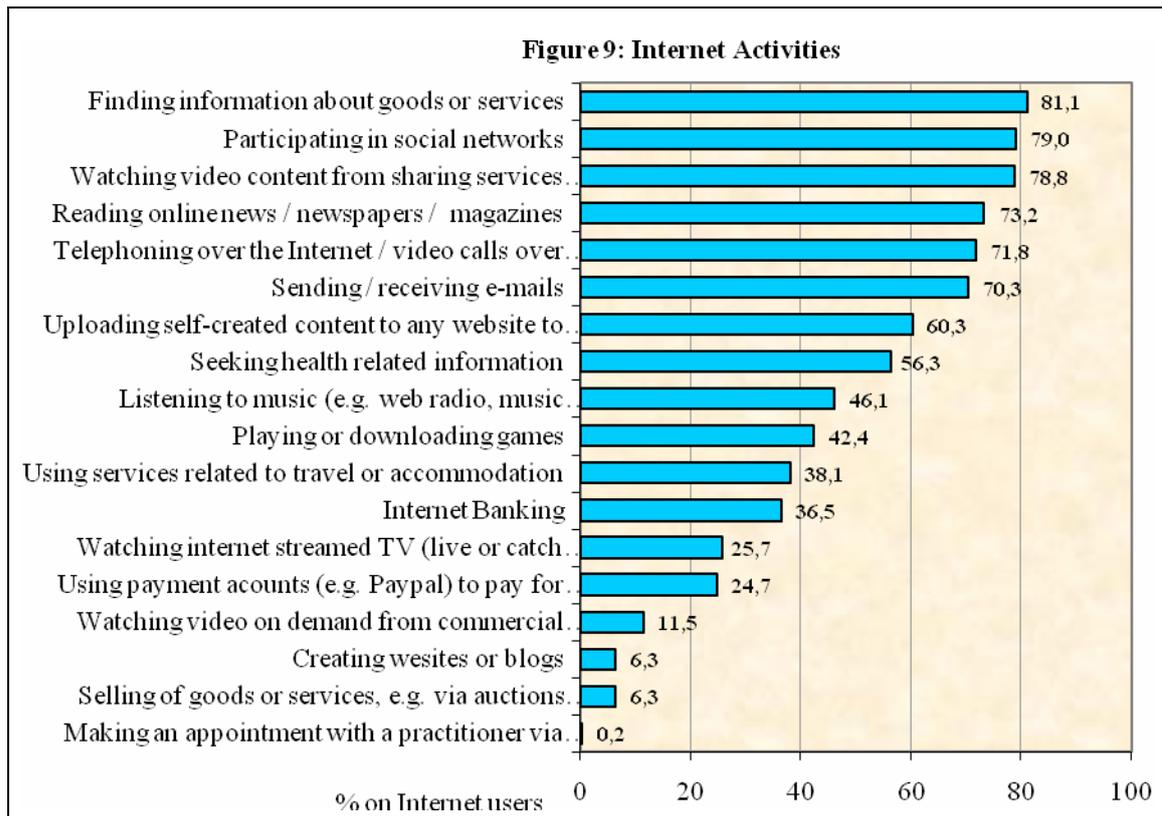
Figure 7 presents the use of Internet by gender and age group. The use of internet is almost the same for males and females 16 – 24 years and 25 – 54 years. However, for ages 55 – 74 males use the internet more frequent than females.



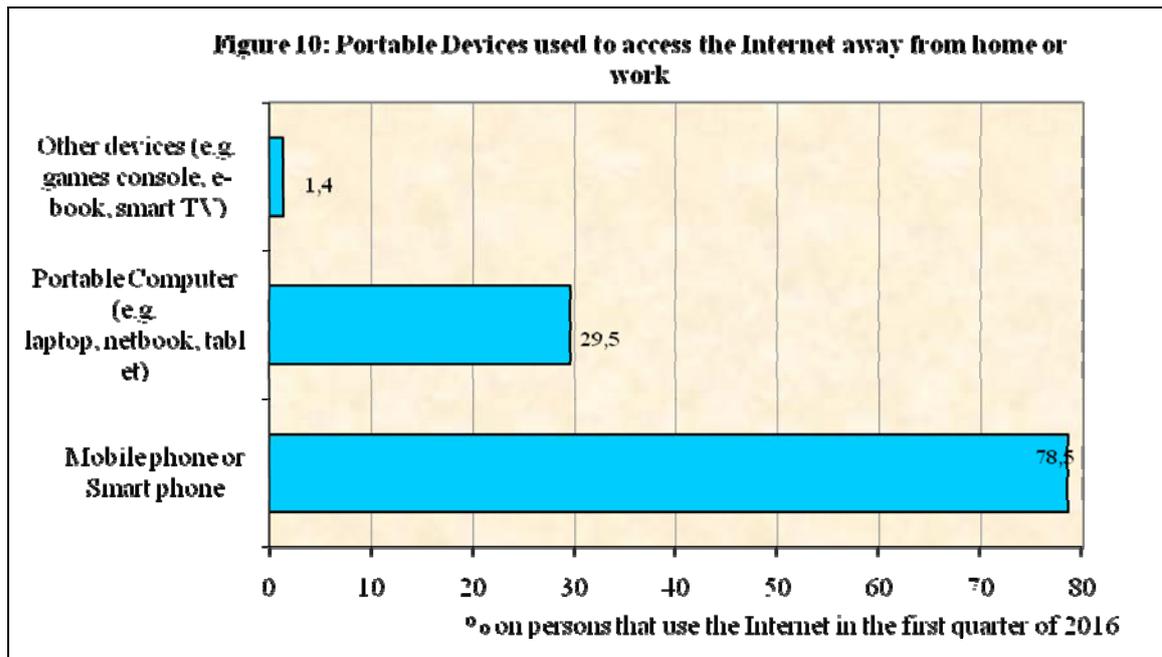


Looking at Figure 8 we see that 88,3% of internet users stated that they use their mobile or smart phone to access internet at home. 68,9% and 36,9% stated that they use their laptop and tablet computer to access internet respectively.

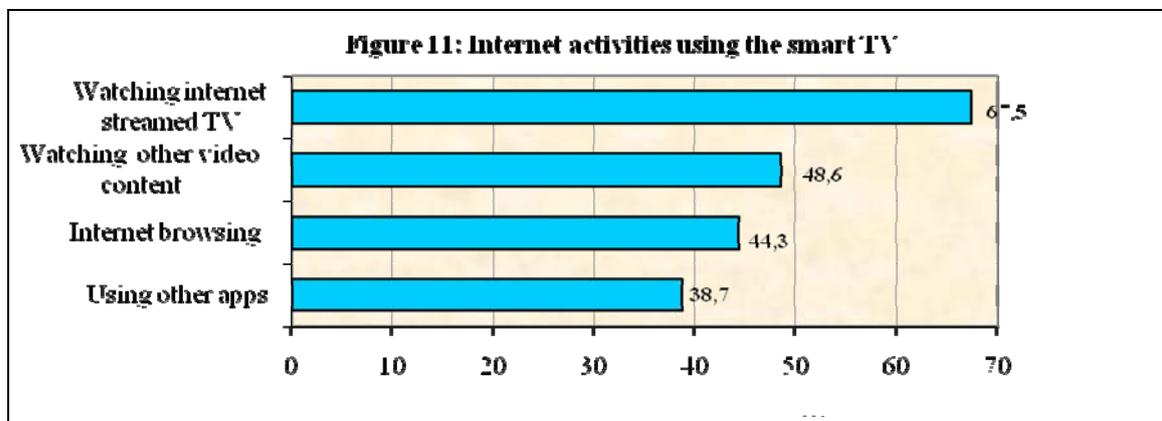
The most popular Internet activities among the population are the following: *finding information about goods and services (81,1%), participating in social networks (79,0%), watching video content from sharing services (78,8%), reading online news/newspapers/magazines (73,2%), followed by telephoning over the internet and sending/receiving (71,8%)* (Figure 9).



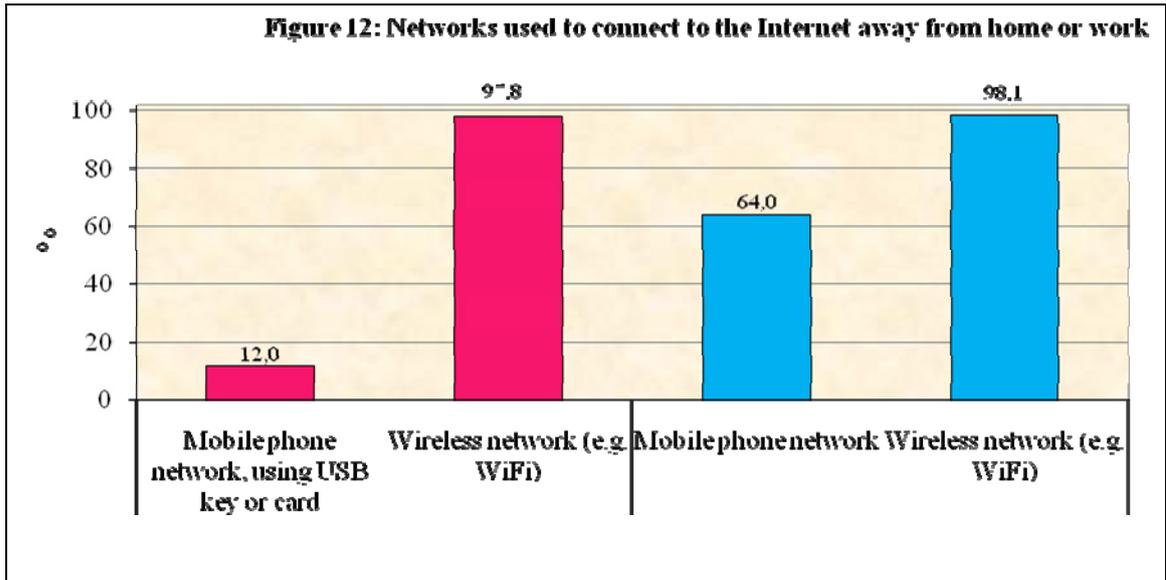
“Portable Devices” received much attention because of providing better opportunities to use the Internet anywhere and anytime (ubiquitous connectivity) due to their small size and weight. “Portable Devices” are classified in two broad categories: “Portable computers” that include laptops, notebooks, netbooks or tablet computers and “Handheld Devices” which include mobile phones / smart phones or other handheld devices such as media and games players, e-book readers, smart watches. In Cyprus, 78,5% of the persons that used the Internet in the first quarter of 2016, used mobile phone or smart phone to access the Internet away from home or work while 29,5% used a laptop, notebook /netbook or tablet (Figure 10).



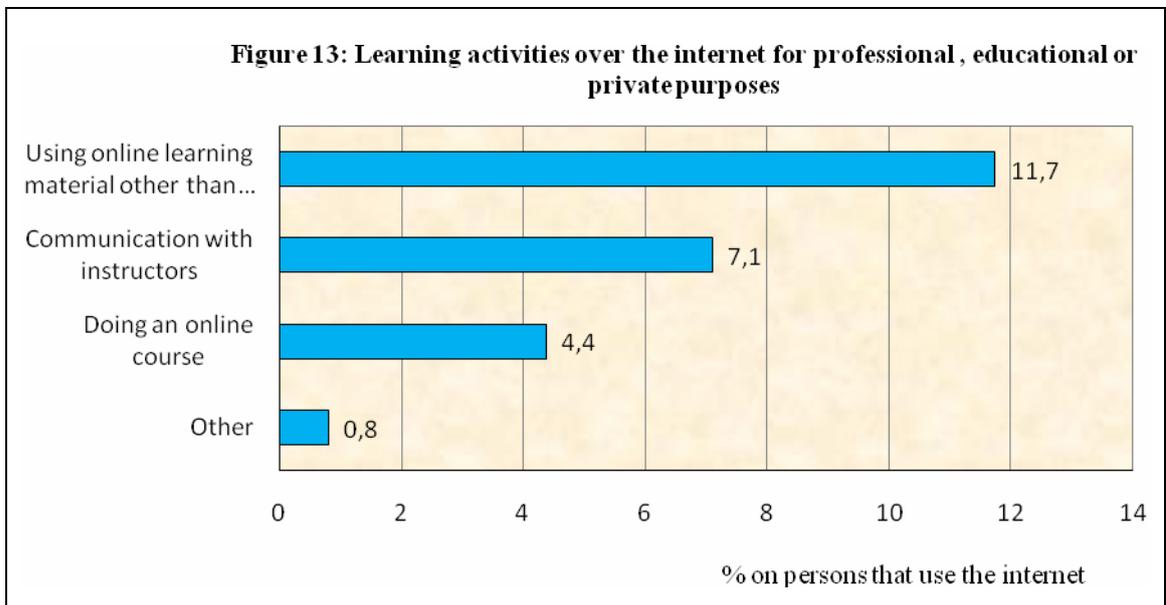
The most popular activities among the population using smart TV to access the internet is watching internet streamed TV (live or catch-up) (67,5%) and watching other video content (on demand or from sharing services) (48,6%) (Figure11).



Wifi is the most common network that people in Cyprus aged 16-74 years use to connect either with the portable computer or the mobile phone / smart phone to the Internet away from home or work. 64,0% of the persons that use mobile phones or smart phones use mobile phone network (Figure 12).

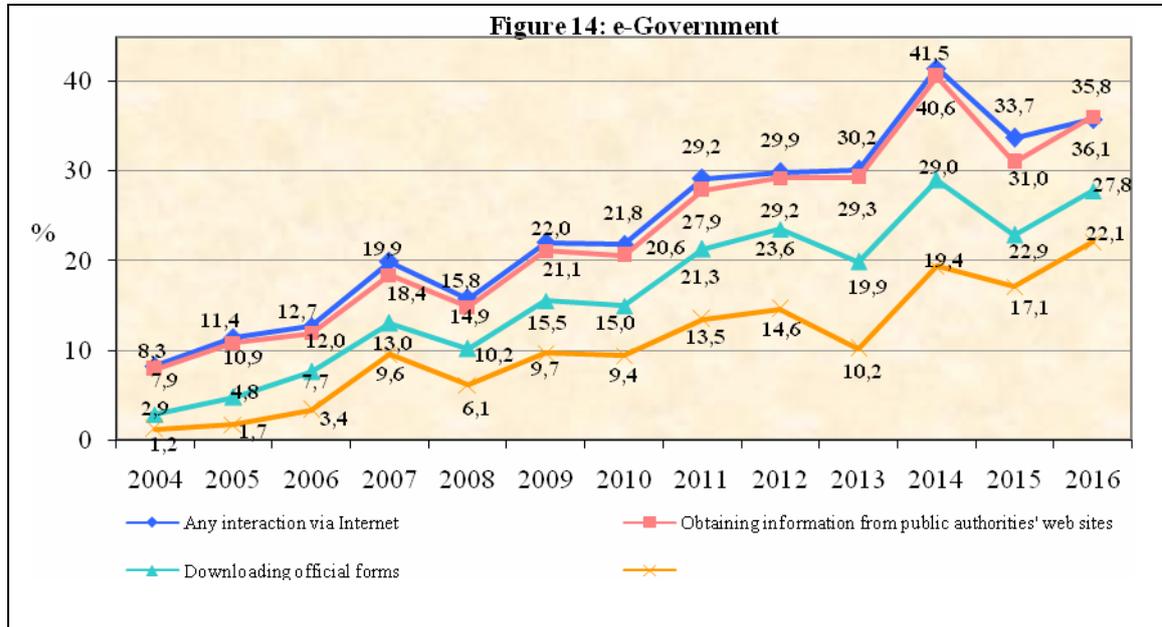


Learning activities over the internet refers to learning for professional, educational or private purposes. As shown in figure 13 among the persons that use the internet 11,7 % used online learning material other than a complete course, 7,1% communicated with instructors or students using educational websites, and 4,4% did an online course (Figure 13).

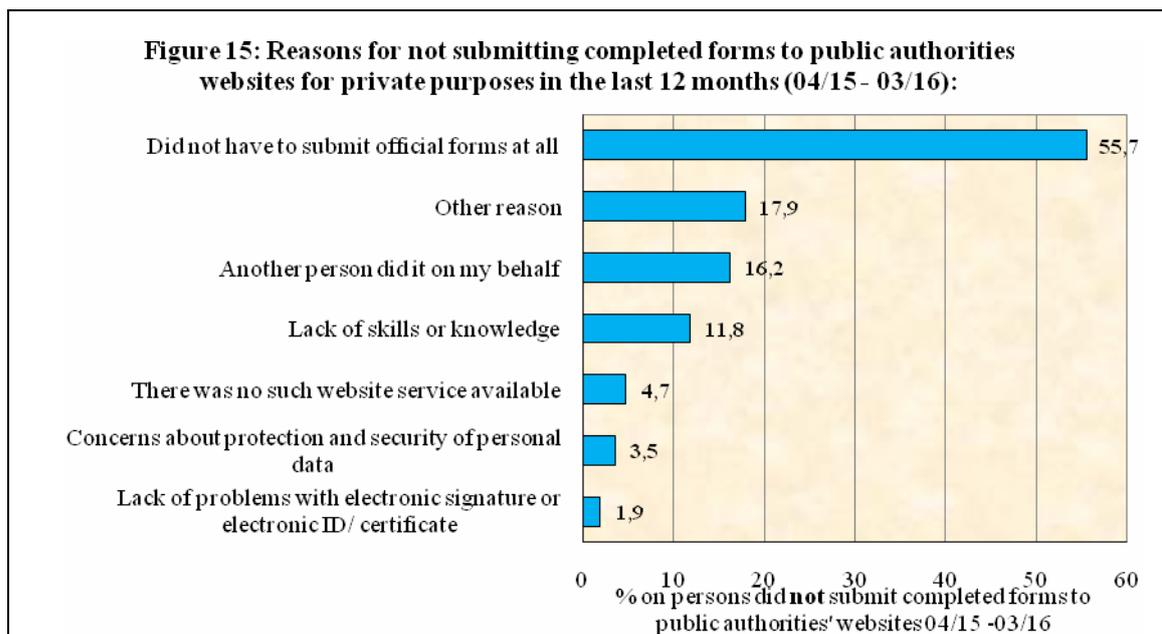


Use of e-Government

Compared to 2015, the percentage was increased for persons 16 - 74 years old that use the Internet for interaction with public authorities. As we can see from the figure 14 below, 36,1% of the people in Cyprus aged 16 - 74 use the Internet for obtaining information from public authorities websites while 27,8% have downloaded official forms and 22,1% have sent filled in forms (Figure 14).

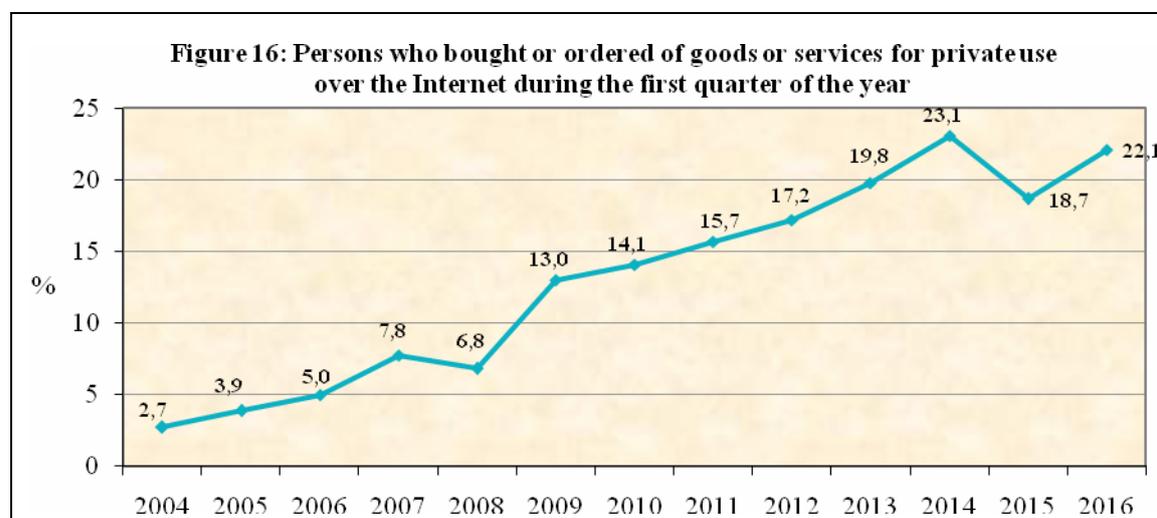


Among persons aged 16-74 who did not submit completed forms to public authorities or public services' websites, 55,7% stated that they did not have to submit any official forms while 17,9% had other reason. It is worth noting that 16,2% argued that another person did it on behalf (Figure 15).

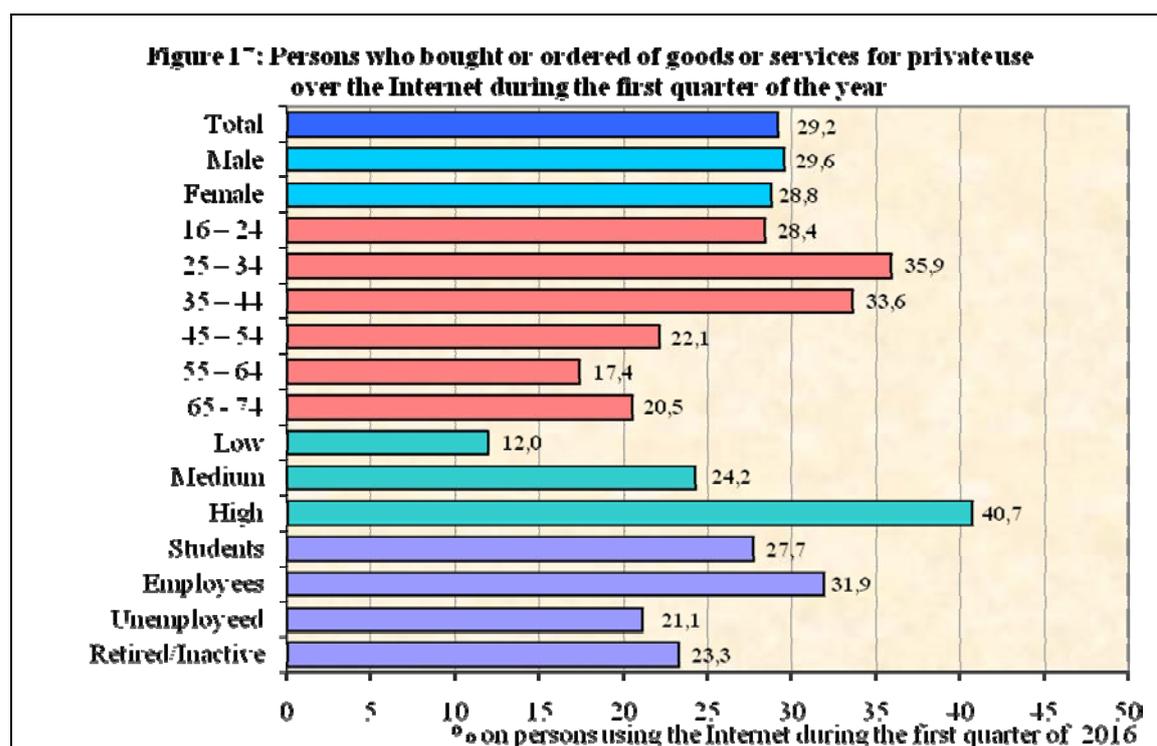


Use of e-Commerce

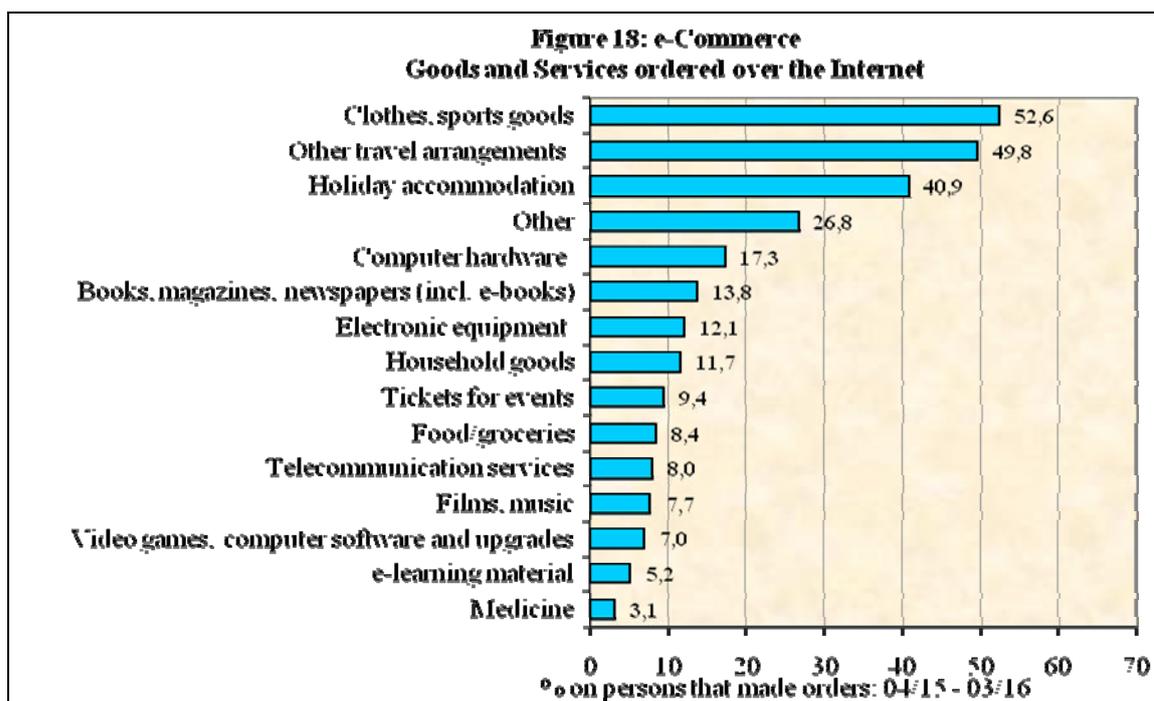
The percentage of individuals making online orders increased to 22,1% in 2016 from 18,7% in 2015 (Figure 16).



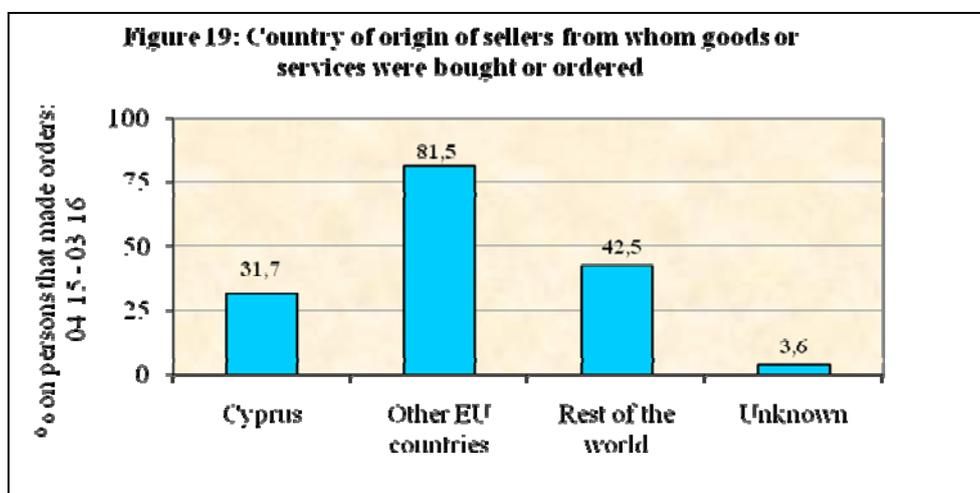
As we can see 29,2% among persons aged 16-74 that used the Internet in the first quarter of the year, bought or ordered goods or services for private use over the Internet. The gender, age, education level and occupation of a person seem to affect the e-commerce activity. Men are presented to buy or 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 (Figure 17).



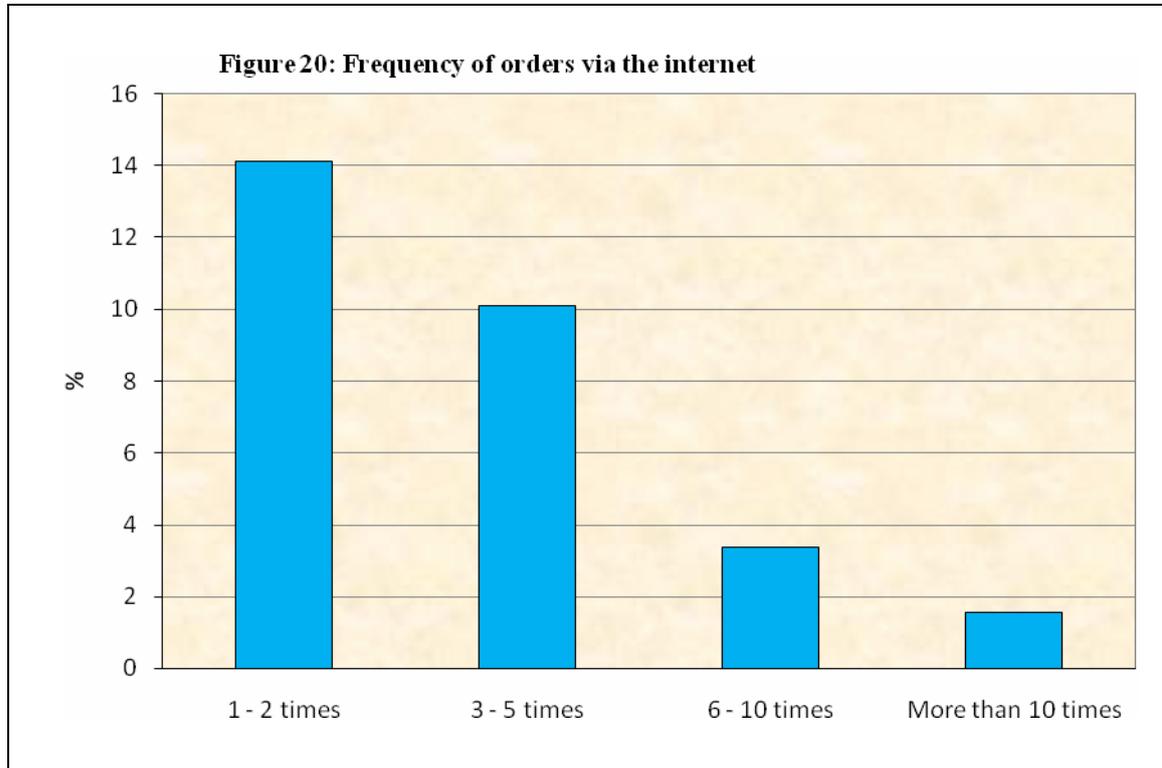
More than 52% of the persons who ordered goods or services over the Internet in the last 12 months (April 2015 - March 2016), ordered *clothes or sports goods*. 49,8% ordered *other travel arrangements* such as transport tickets, car hire etc. Third in consumers' preferences comes the category of *holiday accommodation* with percentage 40,9% (Figure 18).



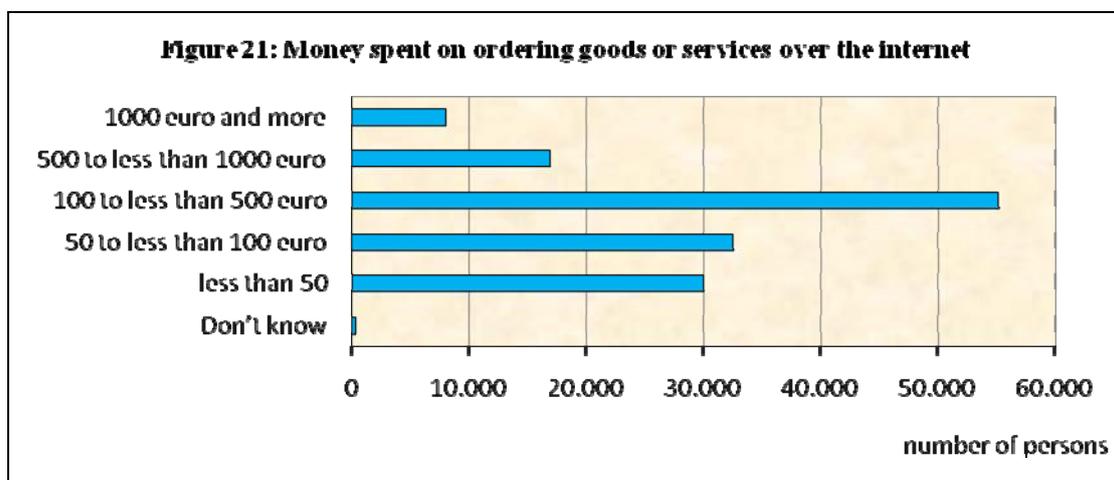
Among the people that bought or ordered goods or services for private use in the period April 2015 - March 2016 a significant percentage of 81,5% prefer sellers from other EU countries, 42,5% from the rest of the world and only 31,7% buy or order from sellers in Cyprus (Figure 19).



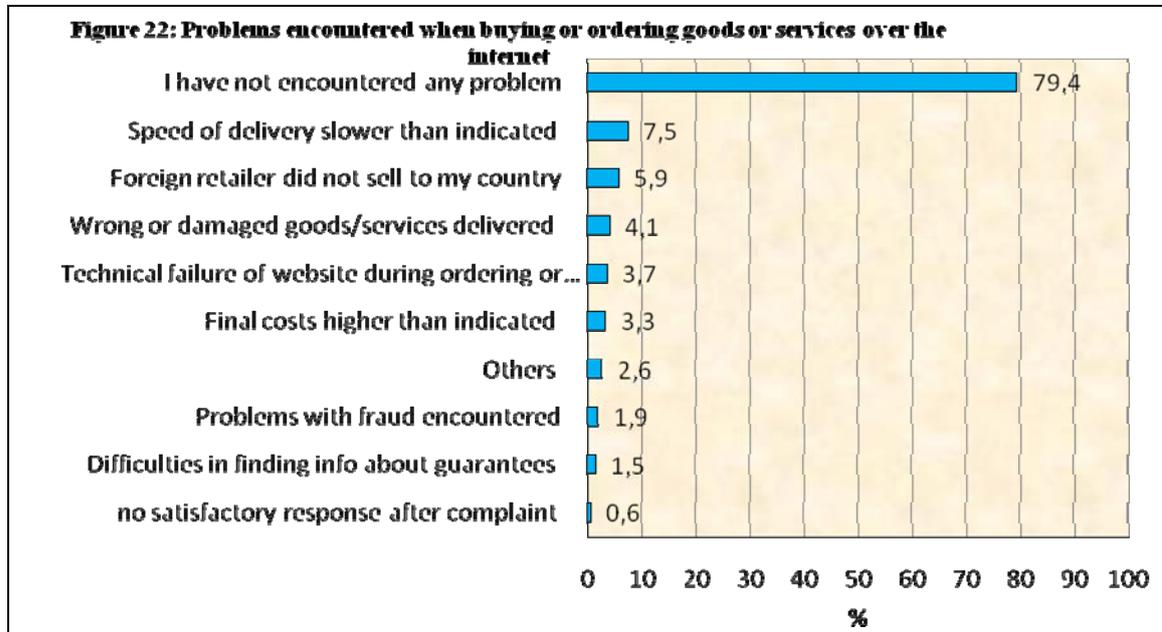
About 14% of persons that bought or ordered goods or services for private use ordered 1-2 times during the first quarter of 2016 and about 10% ordered 3-5 times (Figure 20).



The following figure shows the money spend on orders over the internet during the first quarter of 2016.

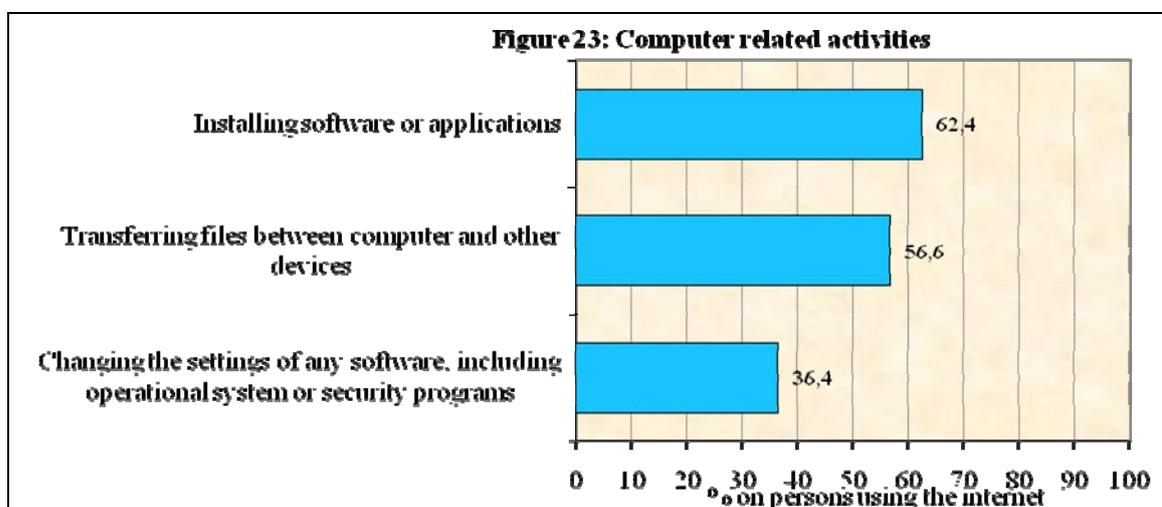


The main problem that persons experienced when using the internet for buying or ordering goods or services was the speed of delivery i.e. 7,5% claim that the speed of delivery was slower than indicated. It is worth mentioning that 79,4% of persons buying over the internet did not face any problems (Figure 22).

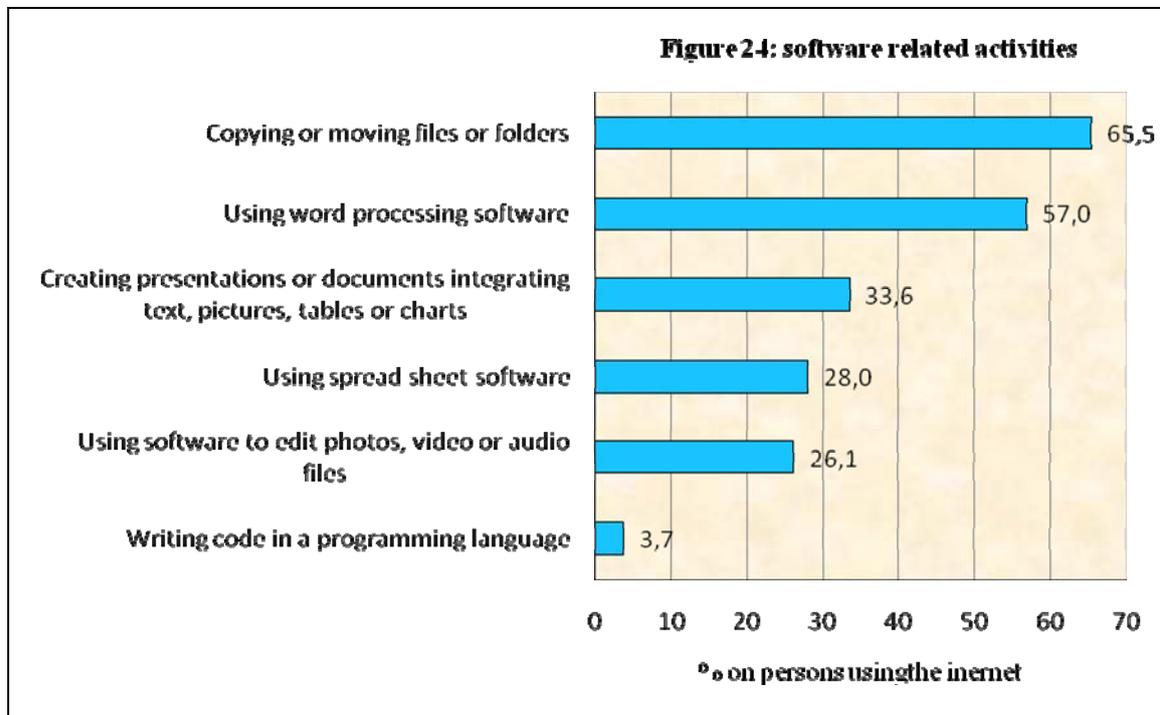


e-Skills

The majority of the persons that used internet, *installed software or applications* (62,4%) while 56,6% *transferred files between computer and other devices* and 36,4% *changed the settings of any software, including operational system or security programs* (Figure 23).

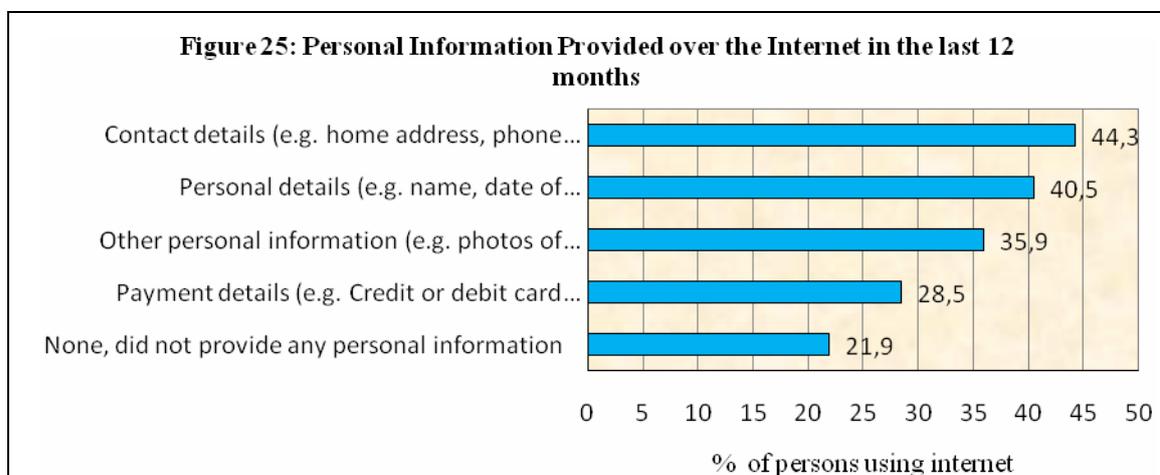


The most common software activities were *copying or moving files or folders* (65,5%) and *using word processing software* (57,0%). *Creating presentations or documents integrating text, pictures, tables or charts* and *using spread sheet software* follow with 33,6% and 28,0% respectively (Figure 24).



Privacy and Protection of Personal Identity

Among the people that used the internet for private purposes in the last 12 months 44,3% and 40,5% reported that they provided contact and personal details over the internet in the last 12 months. 35,9% provided other personal details such as photos, health information while 28,5% provided payment details (e.g. credit or debit card number, bank account number) (Figure 25).



The main activity of internet users to manage access to their personal information over the internet during the period April 2015 – March 2016 is to limit access to their profile or content on social networking sites (34,1%). Refusing allowing the use of personal information for advertising purposes and checked that the website where they needed to provide personal information was secure follow with 25,9% and 25,9% respectively.

