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INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE SURVEY IN HOUSEHOLDS AND BY INDIVIDUALS 2024

SUMMARY RESULTS

Nicosia, December 2024

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PREFACE

This report presents the results of the survey ICT Usage in Households and by Individuals 2024. The aim of the survey is to collect data on the access to selected Information and Communication Technologies, the use of the internet, use of e-government, e-commerce, internet of things and green ICT.

The survey, which is co-funded by the European Union, conforms to the Commission Implementing Regulation 2023/1484 specifying the technical items of the data set, establishing the technical formats for transmission of information and specifying the detailed arrangements and content of the quality reports on the organization of a sample survey in the use of information and communication technologies domain for reference year 2024 pursuant to Regulation (EU) 2019/1700 of the European Parliament and of the Council. 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 Mr. Antreas Charalambous, Statistics Officer, ICT Survey Section under the supervision of Mr. Isidoros Kypridakis, Senior Statistics Officer.

A. SURVEY METHODOLOGY

The survey covers households with at least one member aged 16 – 74 and individuals aged 16 – 74 years.

The sampling frame used for the selection of the sample was the 2021 Population Census, with reference date the 1st of October 2021. The sampling units are the households.

The selection of the sample in urban areas was done by simple random sampling (one-stage sampling). In rural areas, two-stage sampling was used. Communities constituted the primary sampling units, while households were the secondary sampling units. Neighbouring communities with a small number of households were merged in order to create agglomerations with a minimum number of households. The sample of communities was selected with probability proportional to the size of the community (PPS). Some communities are large and therefore their probability of selection was equal to 1. A simple random sample of households was then selected within each community sampled.

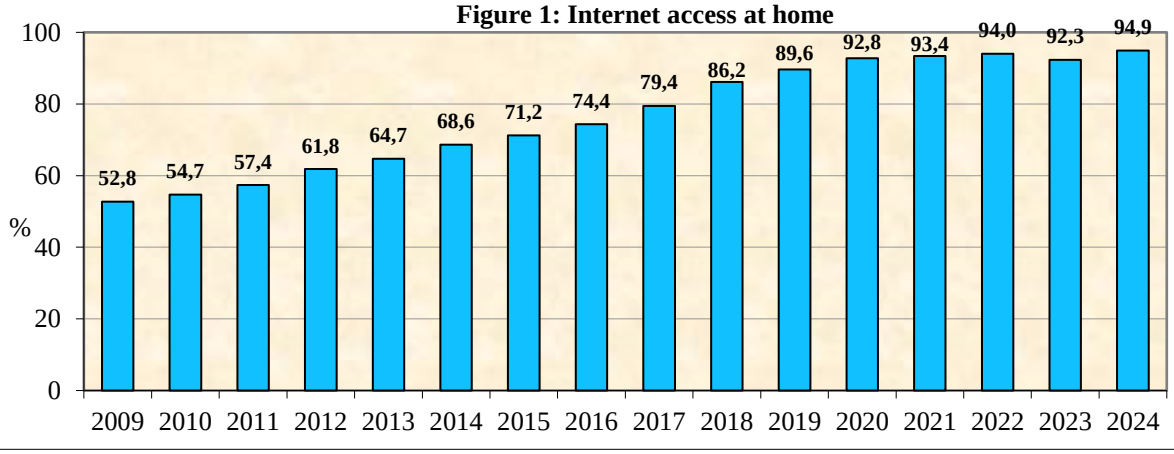
All individuals, aged 16-74 years, within each sampled household were selected for an interview.

B. MAIN FINDINGS

HOUSEHOLDS
Access to Information and Communication Technologies

Internet access by households slightly increased in 2024. 94,9% of the households have access to the internet at home by any device, compared to 92,3% in 2023 (Figure 1).

Figure 1: Internet access at home

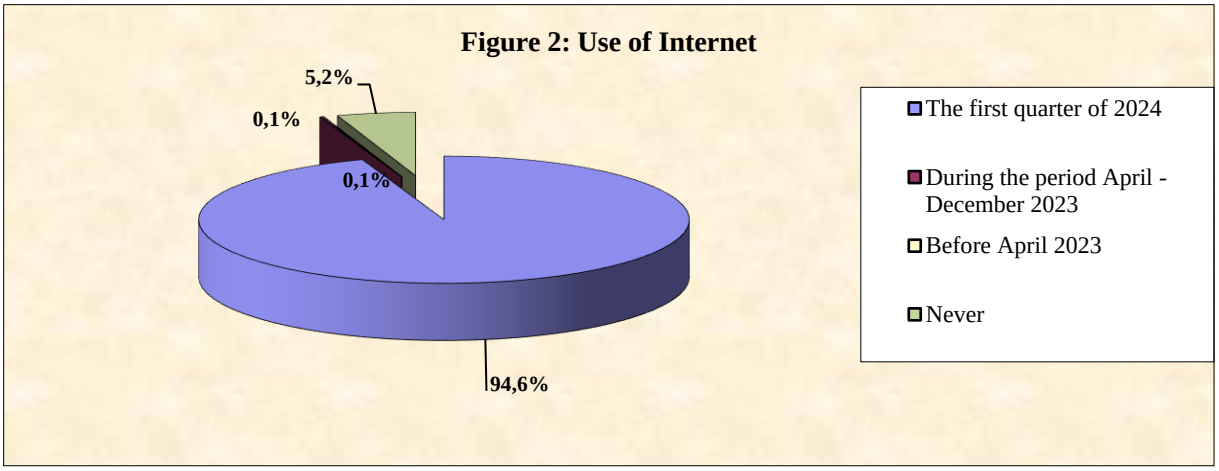


INDIVIDUALS

Use of the Internet

94,6% of individuals aged 16 – 74 accessed the internet in the first quarter of 2024. A percentage of 5,2% stated that they never used the internet while 0,1% used the internet before April of 2023 (Figure 2).

Figure 2: Use of Internet



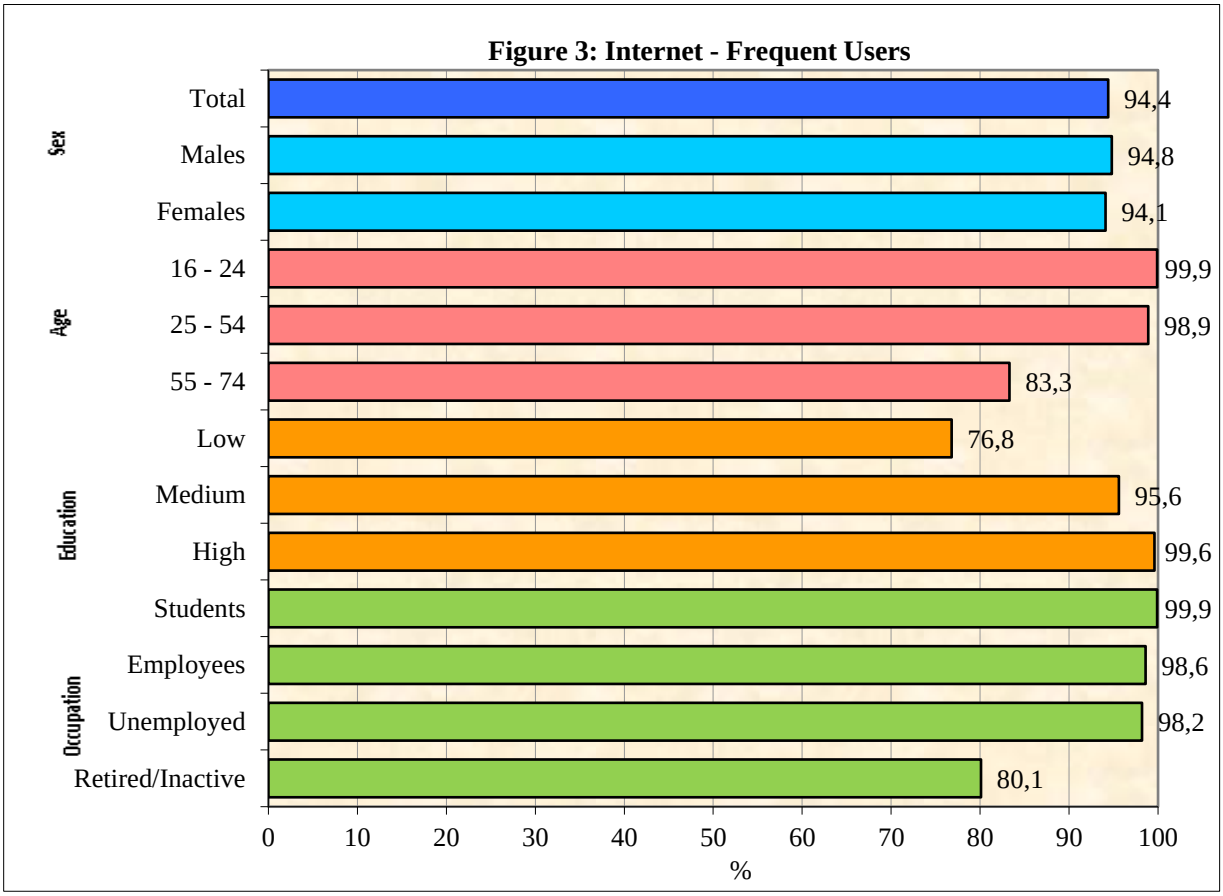
Regarding the frequency of internet use, more than nine out of ten persons use the internet at least once a week. The internet use decreases with age. Starting from 99,9% for the 16 – 24 age group the internet use gradually drops to 83,3% for the 55 – 74 age group (Figure 3).

Education is grouped into 3 main categories: low educational attainment level which includes less than primary education up to lower secondary education, medium educational attainment level which includes upper secondary education up to post secondary non-tertiary (< 2 years) education and high educational attainment level which includes short-cycle tertiary (2-3 years) education up to University (PhD).

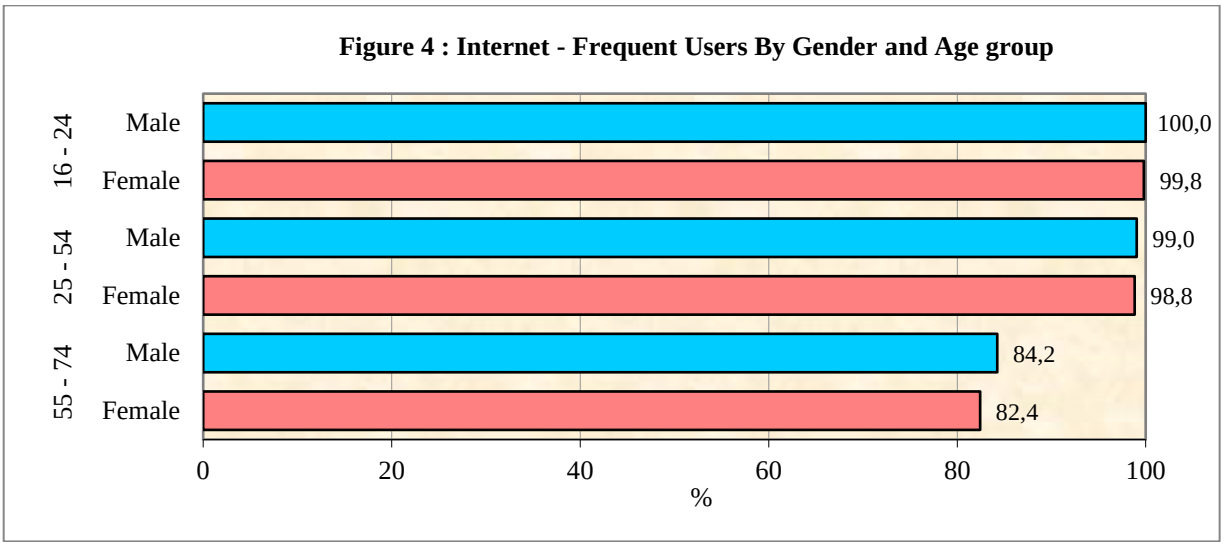
People with high educational attainment level use the internet more frequently than people with low educational attainment level. More specifically, 99,6% of people with high educational attainment level use the internet at least once a week compared to 76,8% of people with low educational attainment level (Figure 3).

There is also a difference between the frequency of internet usage depending on the occupation. The most frequent internet users (at least once a week) are students (99,9%) followed by employees (98,6%). Unemployed persons come next with 98,2% while for retired or inactive persons usage drops to 80,1% (Figure 3).

Finally, the percentages of male frequent users compared to female frequent users are higher. The percentages are 94,8% and 94,1% respectively (Figure 3).



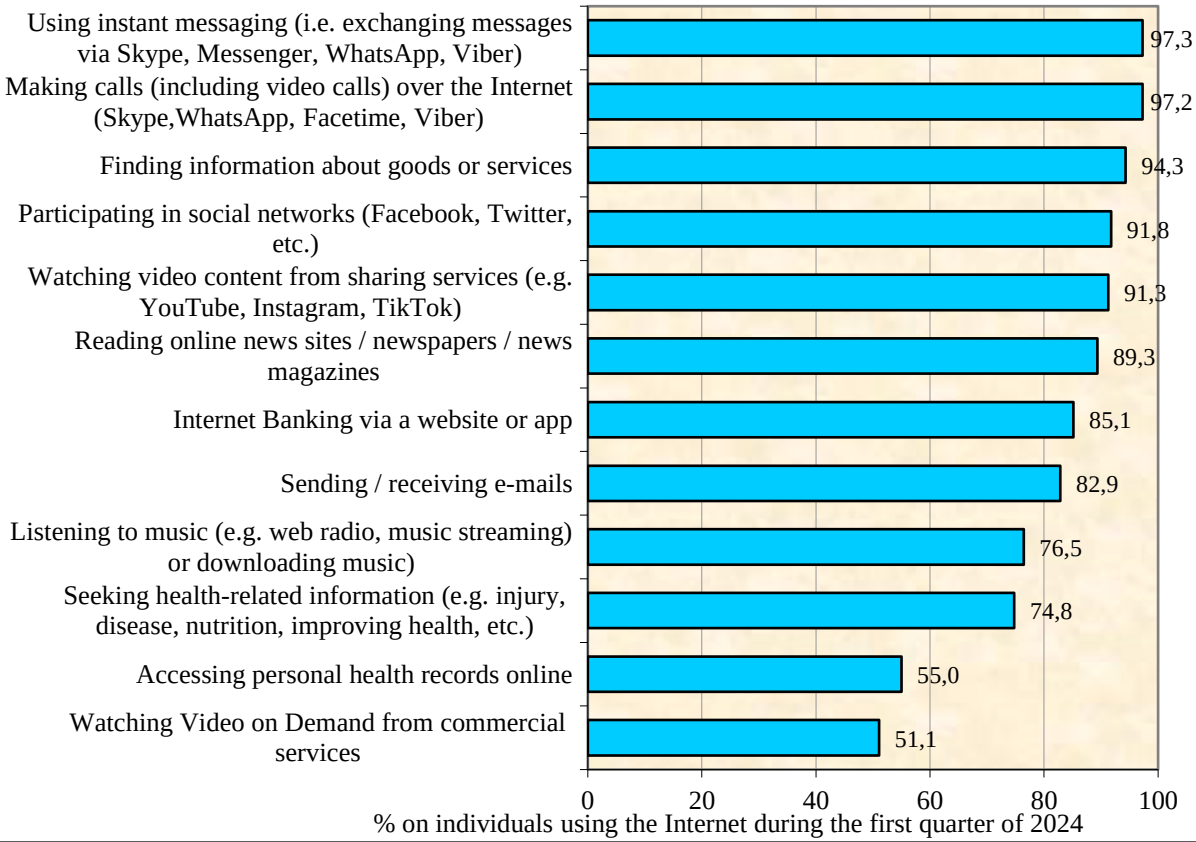
Regarding the age group 16-24 the frequency of internet usage is similar in both males and females (100,0% and 99,8% respectively). Similar in the age group 25-54, 99,0% of males and 98,8% use the internet frequently. In the age group 55-74 the internet usage drops to 84,2% of males and 82,4% of females (Figure 4).



The most popular internet activities by individuals during the first quarter of 2024 were instant messaging via Skype, Messenger, WhatsApp and Viber (97,3%), making calls over the internet (97,2%), finding information about goods or services (94,3%), participating in social networks

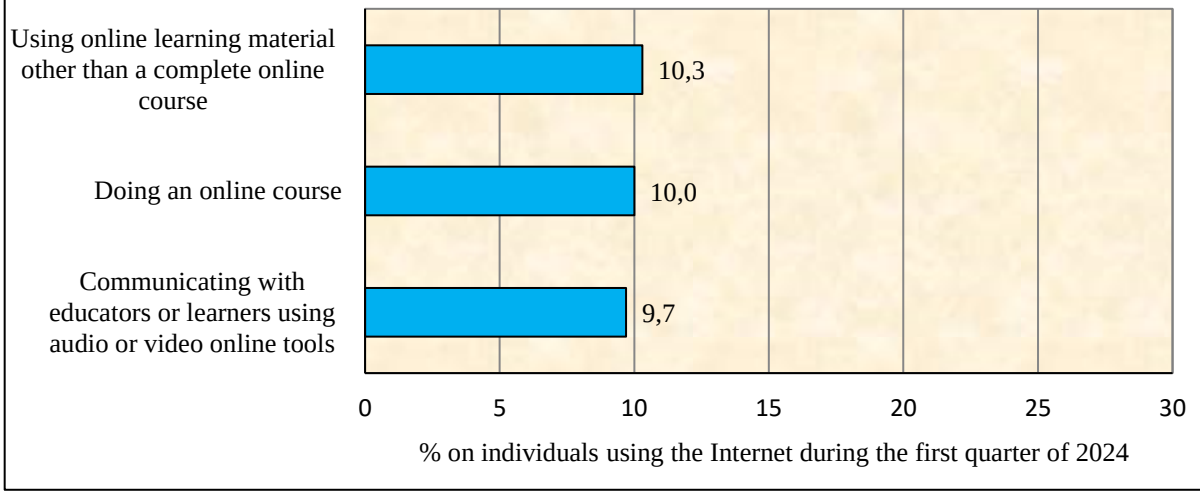
like Facebook and Twitter (91,8%), watching video content from sharing services like YouTube, Instagram and Tik Tok (91,3%) and reading online news (89,3%). Internet banking and sending / receiving emails follow with 85,1% and 82,9% respectively (Figure 5).

Figure 5: Internet Activities



Learning activities refer to activities carried out over the internet for professional, educational or private purposes. 10,3% of individuals have used online learning material other than a complete online course (e.g. video tutorials, webinars, electronic textbooks, learning apps or platforms) and 10,0% have done an online course. Also, 9,7% of individuals have communicated with educators or learners using audio or video online tools (e.g. Zoom, MS Teams, Google Classroom, etc.) (Figure 6).

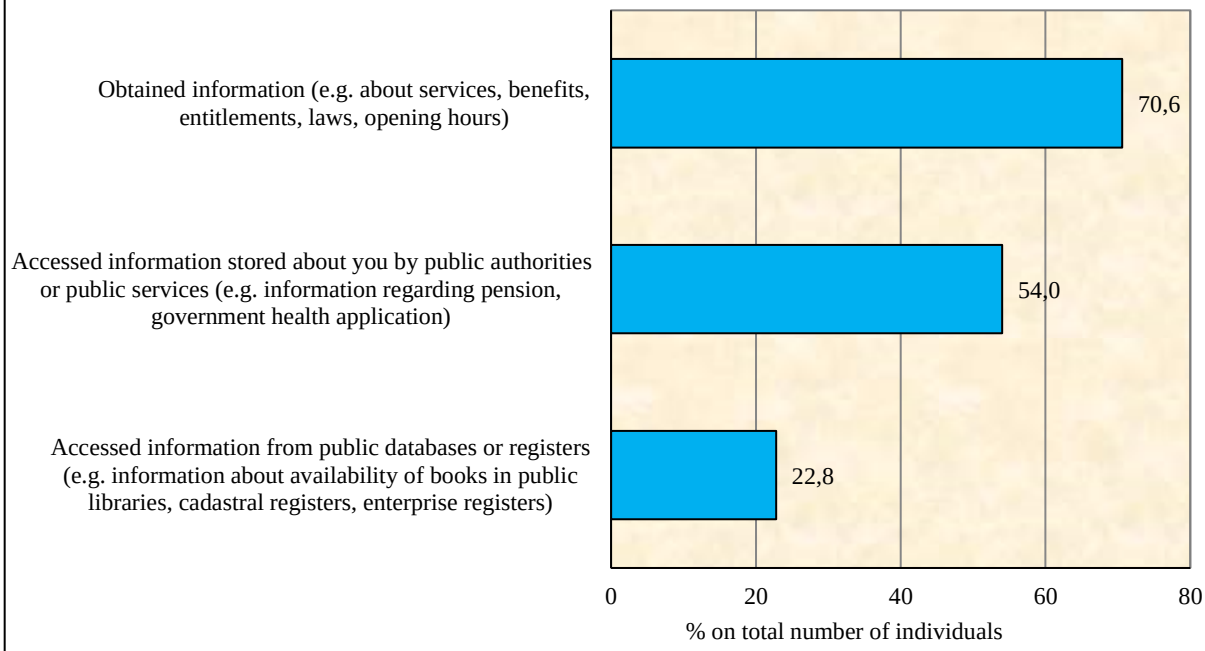
Figure 6: Learning activities over the Internet for professional , educational or private purposes



Use of e-Government

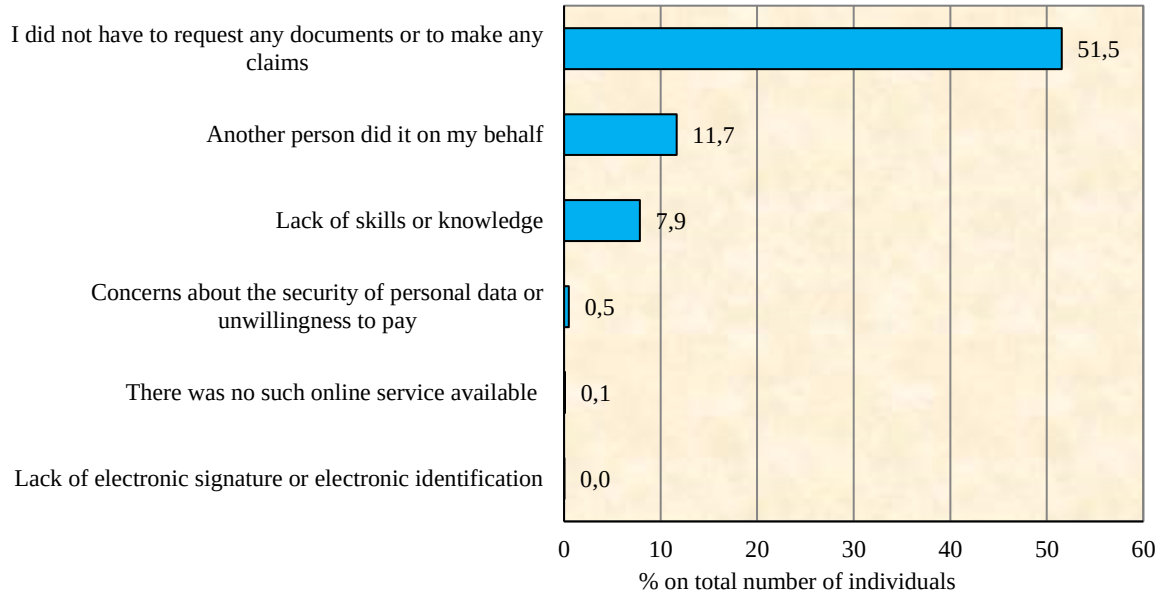
During the period of April 2023 - March 2024, 70,6% of individuals aged 16-74 years obtained information from public authorities online (e.g. about services, benefits, entitlements, laws, opening hours), 54,0% accessed information stored about them by public authorities or public services and 22,8% accessed information from public databases or registers (Figure 7).

Figure 7: Activities via a website or app of public authorities or public services for private purposes in the last 12 months (04/23 - 03/24):



51,5% of total number of individuals said that there was no need to request any documents or make any claims via a website or app of public authorities or public services. Another person did it on their behalf was second with 11,7%, followed by individuals who said that they had lack of skills or knowledge with 7,9% (Figure 8).

Figure 8: Reasons for not requesting any official documents or not making any claims via a website or app of public authorities or public services in the last 12 months (04/23 - 03/24):



Use of e-Commerce

The proportion of individuals buying or ordering goods or services over the internet during the first quarter of the year increased from 55,3% in 2023 to 63,6% in 2024 (Figure 9).

Figure 9: Persons who bought or ordered of goods or services for private use over the Internet during the first quarter of the year

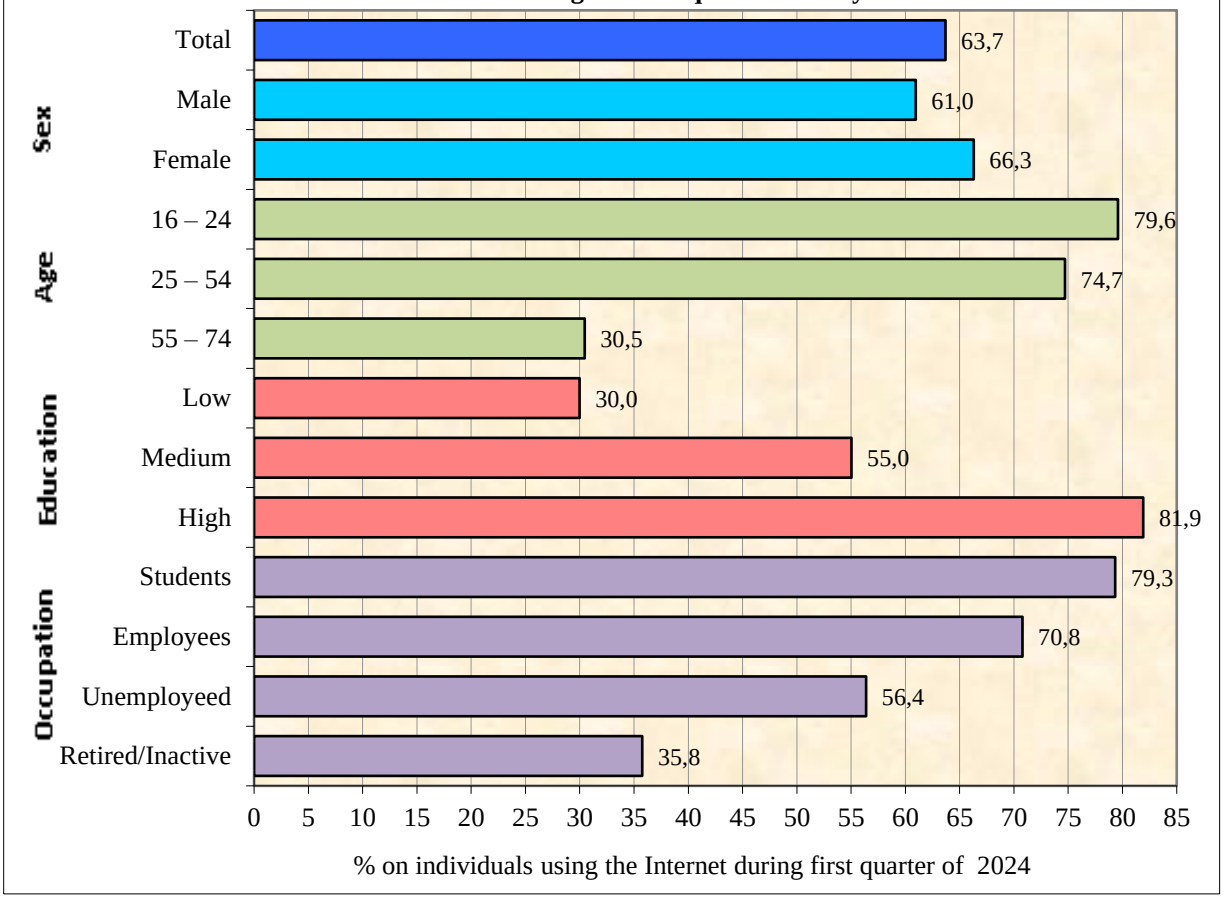
The age, educational level and occupation of a person seem to affect the e-commerce activity. Persons within the age group 16 - 24 years are more actively involved in e-commerce. 79,6% of the individuals within the age group 16 - 24, who have used the internet during the first quarter of 2024, have bought or ordered goods or services for private use via the internet during the first quarter of the year. Individuals within the age group 25 - 54 follow with 74,7%. More than 1 out of 4 individuals aged 55 – 74 years bought or ordered goods and services for private use during the first quarter of 2024 (Figure 10).

Furthermore, the educational attainment level seems to play a very important role in the shopping habits of individuals. Individuals with high educational attainment level prefer online shopping, since 81,9% of them who used the internet during the first quarter of the year have bought or ordered goods and services via the internet. That percentage drops to 55,0% in individuals with medium educational attainment level and 30,0% in individuals with low level (Figure 10).

79,3% of students who used the internet during the first quarter of 2024, have bought or ordered goods and services over the internet. Employees follow with 70,8%, unemployed with 56,4% and retired or inactive with 35,8% (Figure 10).

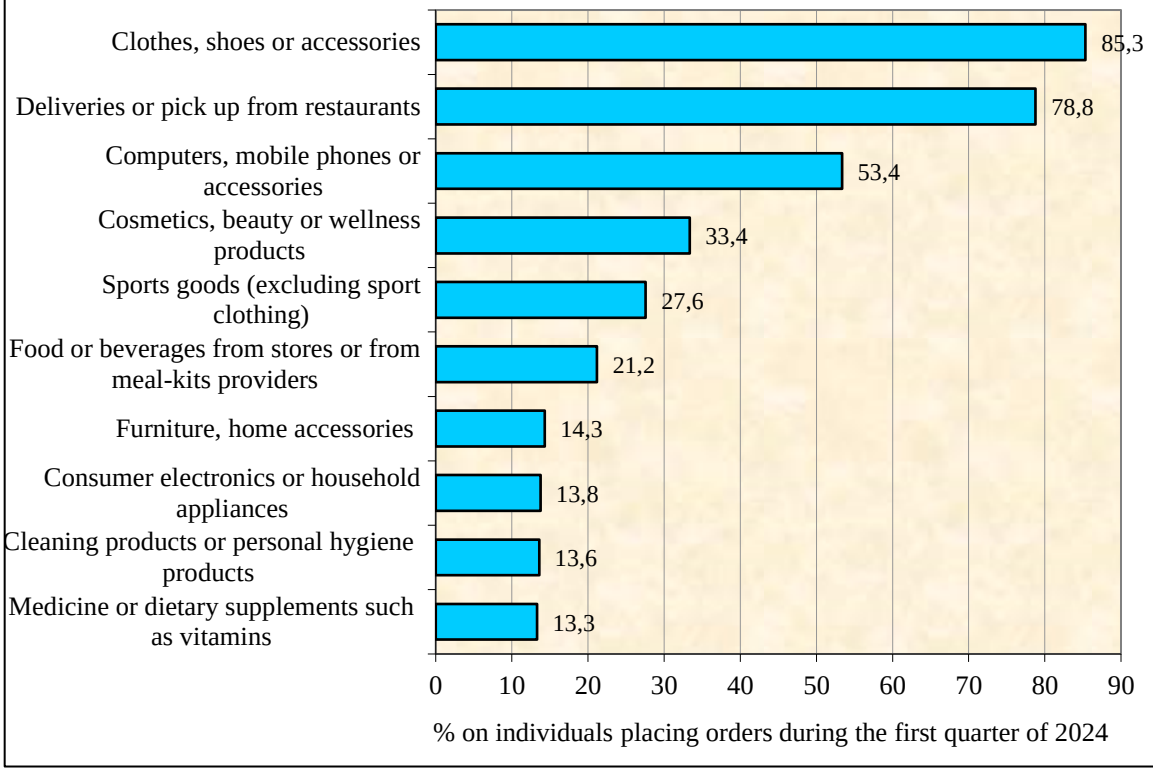
Younger individuals, highly educated people, employees and students seem to be the most predominant online shoppers.

Figure 10: Individuals who bought or ordered of goods or services for private use over the Internet during the first quarter of the year



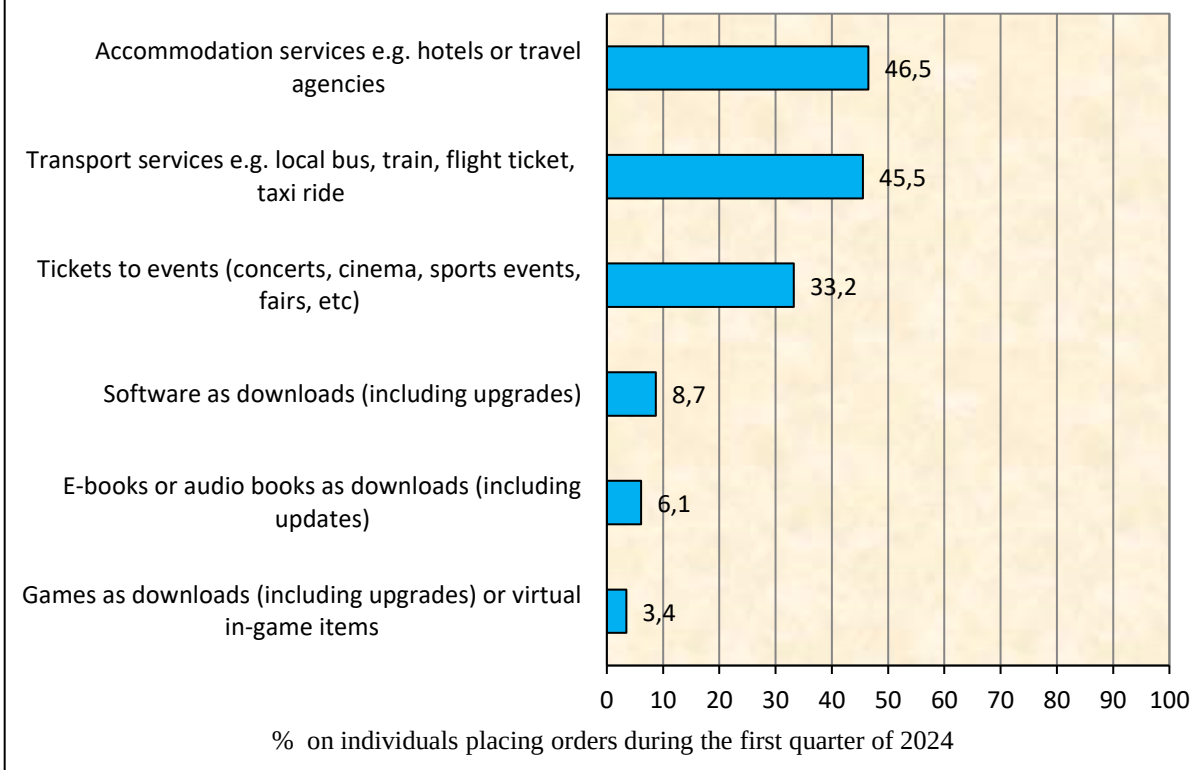
85,3% who ordered goods or services over the internet in the first quarter of 2024, ordered clothes, shoes or accessories. The answer "Deliveries or pick up from restaurants, fast-food chains and catering services'' follows with 78,8%. Computers, tablets, mobile phones or accessories and cosmetics, beauty or wellness products follow with 53,4% and 33,4% respectively. 27,6% of individuals ordered sports goods (excluding sport clothing) and 21,2% ordered food or beverages from stores or from meal-kits providers. (Figure 11).

Figure 11: e-Commerce
Goods and Services ordered over the Internet



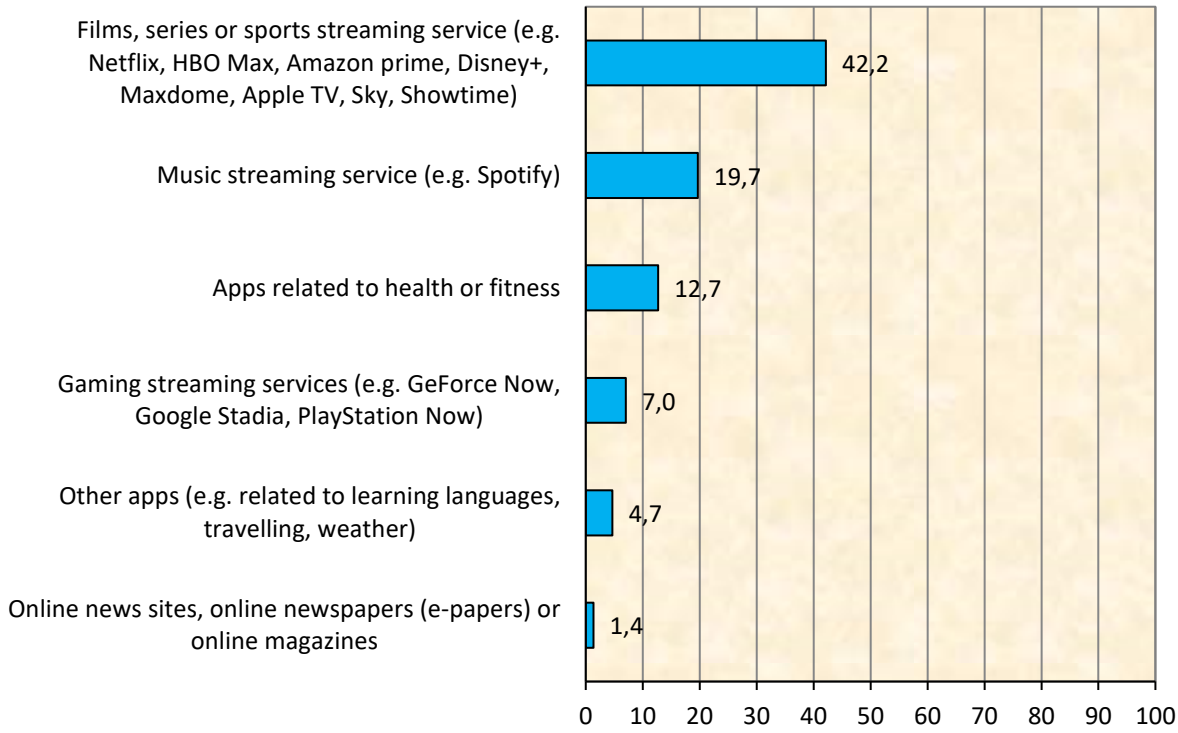
The most common services bought via the internet are accommodation services (46,5%) and transport services (45,5%). Tickets to events (concerts, cinema, sports events, fairs, etc) and software as downloads (including upgrades) follow with 33,2% and 8,7% respectively (Figure 12).

Figure 13:Goods or services bought via a website or app



42,2% of individuals placing orders the first quarter of 2024 subscribed to films, series or sports streaming services and 19,7% to music streaming services. Also, 12,7% made online subscriptions to apps related to health or fitness (Figure 13).

Figure 13: Goods or services subscribed via a website or app

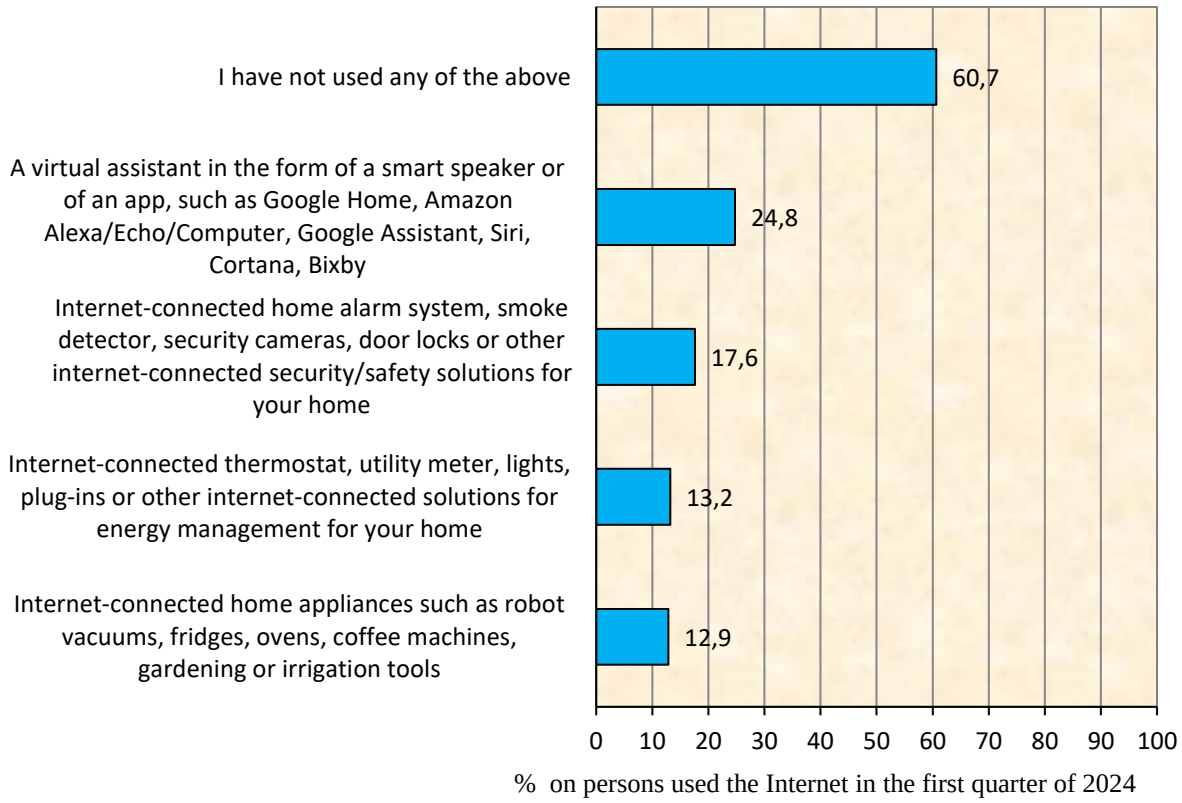


% on individuals placing orders during the first quarter of 2024

Internet of Things

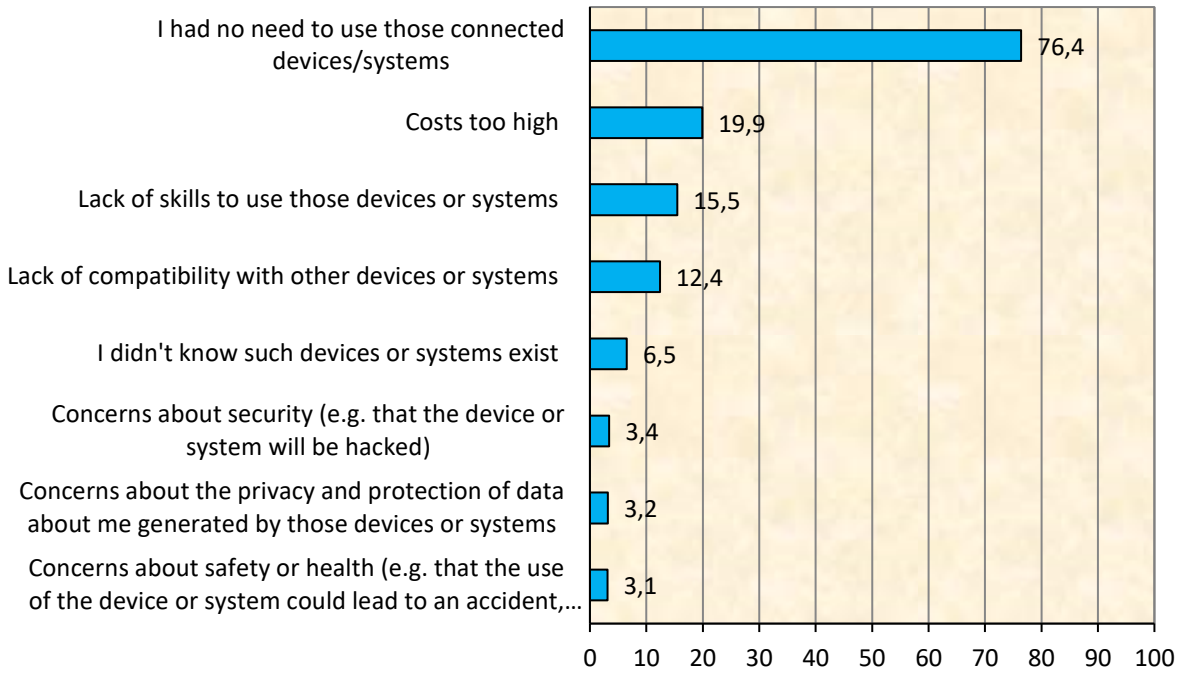
Among the people that used the internet for private purposes in the first quarter of 2024, 60,7% reported that they have not used any of the internet connected devices or systems for private purposes. 24,8% used a virtual assistant in the form of a smart speaker or of an app and 17,6% used internet-connected home alarm system, security cameras, etc. (Figure 14).

Figure 14: Internet - connected devices or systems used for private purposes



The main reason for not using any of the mentioned internet – connected devices or systems was that there was no need to use them (76,4%). The high costs of these devices and the lack of skills to use them follow with 19,9% and 15,5% respectively (Figure 15).

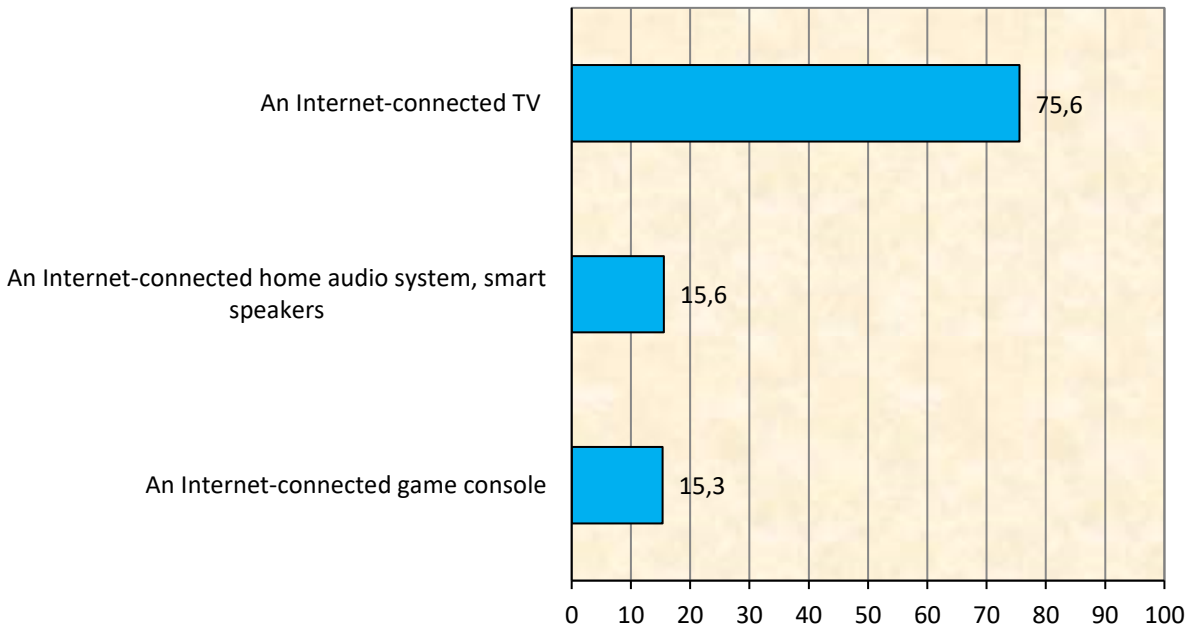
Figure 15: Reasons for not using any of the mentioned Internet - connected devices or systems for private purposes



% on persons which said that they have not used any of the mentioned Internet - connected devices or systems for private purposes

75,6% of the persons who used the internet in the first quarter of 2024, used an internet – connected TV, 15,6% an internet - connected home audio system, smart speakers and 15,3% an internet - connected game console (Figure 16).

Figure 16: Devices which you used the Internet at home



% on persons used th Internet in the first quarter of 2024

Green ICT

The main characteristic considered as the most important factor when buying a smartphone or a laptop, etc. over the internet during the first quarter of 2024, was the price (92,9%). Brand, design or size and hardware characteristics follow with 83,8% and 82,5% respectively. Furthermore, the eco-design of the device and the possibility to extend the life span of the device by buying extra guarantee, follow with 43.8% and 42,5% respectively (Figure 17).

Figure 17: Characteristics considering important when buying smartphone, laptop, tablet or desktop computer