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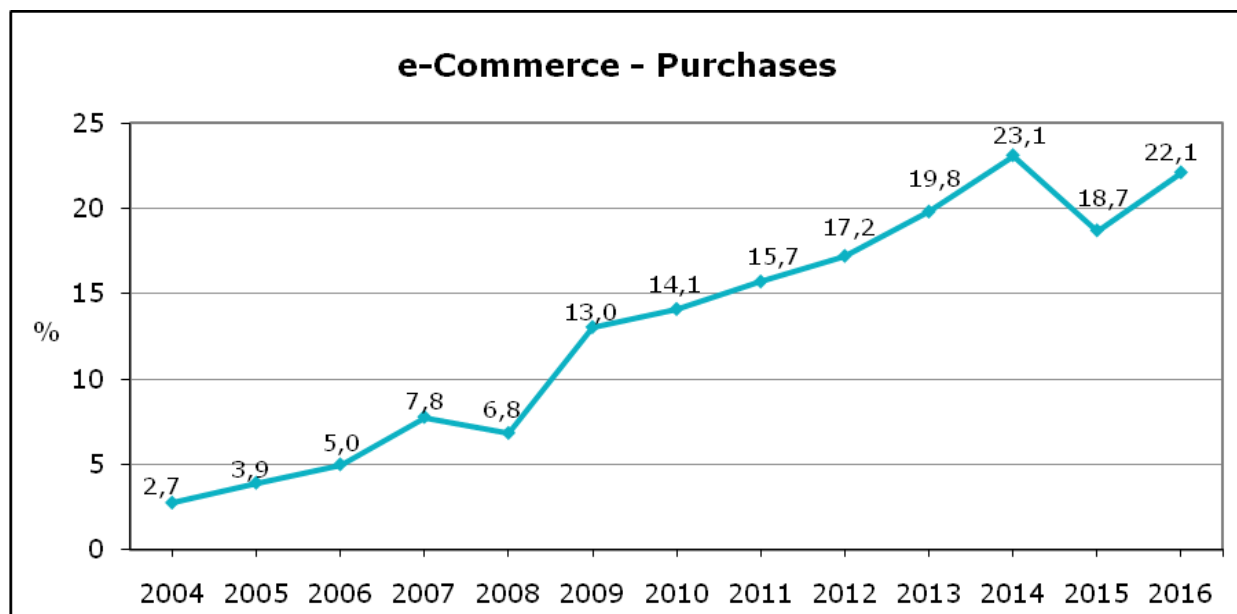
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PRESS RELEASE

SURVEY ON ICT USAGE IN HOUSEHOLDS AND BY INDIVIDUALS 2016

e-Commerce

22,1% of persons aged 16 – 74 years old made online orders for goods and services in the first quarter of 2016 compared to 18,7% in 2015. (Figure)



The most popular category of goods/services ordered online were the following: clothes or sports goods (52,6%), other travel arrangements such as transport tickets, car hire etc. (49,8%) and holiday accommodation (40,9%). (Table 1)

79,4% of individuals who made online orders did not face any problem during the process. The amount spent for goods or services over the internet was usually between 100-500 euros.

Access in Information and Communication Technologies

The percentage of households with access to tablet computers reached 40,3% in 2016 compared to 39,2% in 2015. At the same time, there is a decrease in the percentage of households that own a desktop computer from 22,5% in 2015 to 20,5% in 2016. (Table 2)

93,7% of households with dependent children own a computer whereas the corresponding percentage of households without dependent children is 63%.

During 2016, the internet access in households continued to increase and reached 74,4% compared to 71,2% in 2015.

The main reason for not accessing the Internet from home is that people don't need the internet (60% of total households that do not have access) and the second most important is the lack of skills (56,3%).

Use of Internet

75,9% of individuals aged 16 – 74 years old used the internet during the first quarter of 2016 compared to 71,7% in 2015. (Table 3)

74,1% of persons is using the internet at least once a week. Almost all persons aged 16 – 24 years old (99,0%) use the internet at least once a week. This percentage decreases with age, even though for individuals 65 – 74 years old the use of internet increased to 26,4% in 2016 compared to 23,0% in 2015. Men are using the internet more frequently than women with percentage 75,7% and 72,5% respectively. High educated persons (93,7%) use the internet more frequently than persons with lower education level (43,4%).

The most popular Internet activities 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%). (Table 3)

88,3% of persons with access to internet stated that they use their mobile or smart phone to access internet at home, 68,9% that use their laptop and 36,9% that use their tablet computer.

Table 1

Buys/Orders through Internet	2013	2014	2015	2016
% of individuals that bought/ordered goods or services (1 ^o quarter of the year)	19,8	23,1	18,7	22,1
Most Common Goods and Services (% of individuals that bought/ordered goods or services during the period April of the previous year - March of the reference year)				
Clothes, sports goods	53,4	60,6	60,0	52,6
Other travel arrangements (transport tickets, carhire etc.)	49,8	54,4	45,5	49,8
Holiday accommodation (hotel etc.)	44,6	51,6	36,9	40,9
Computer hardware (e.g. external hard disks, graphic cards)	13,9	23,0	21,3	17,3
Books, magazines, newspapers (incl. e-books)	23,7	13,6	14,7	13,8
Electronic equipment (incl. cameras)	16,1	24,3	15,6	12,1
Household goods	12,4	11,2	10,6	11,7

Table 2

Computer in Household (% of Households with computer)	2013	2014	2015	2016
Laptop Computer	69,2	70,9	66,9	66,3
Tablet Computer	18,7	32,8	39,2	40,3
Desktop Computer	27,3	26,8	22,5	20,5

Table 3

Internet Use	2013	2014	2015	2016
% individuals that used the internet (1° quarter of the year)	65,5	69,3	71,7	75,9
Most popular Internet Activities				
Finding information about goods and services	85,7	89,0	74,8	81,1
Participation in Social Networks	67,7	72,3	75,4	79,0
Watching video content from sharing services	:	:	:	78,8
Reading on line news	72,7	72,0	78,8	73,2
Telephoning over the internet	57,4	59,2	62,3	71,8

METHODOLOGICAL NOTES

Aim

The aim of the 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.

Coverage

The survey was conducted during the period April – June 2016 and covered 1.967 households with at least one member aged 16 – 74 (inclusive) and 4.264 individuals aged 16 – 74 (inclusive). The survey covers all the government controlled areas of the Republic of Cyprus.

Sampling

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.

Data Collection

The data collection was conducted through personal interviews with all individuals of household aged 16 -74 years. In case of absence of an individual, some other member that knew answered the questionnaire.

Reference Period

The data refers to first quarter of 2016, unless otherwise stated.

Definitions

e- Commerce: Use of e-commerce refers to the purchase of goods and services over the Internet for private use via any device. Purchases refer to ordering goods or services for which payment is required but the payment does not have to be online. Orders via manually typed e-mails, SMS or MMS should be excluded.

Use of Internet: Internet use via any device: desktop, laptop, netbook, tablet, as well as smart phones, games consoles, e-book readers.

Further information

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