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Internet usage by individuals and enterprises

Morag Ottens

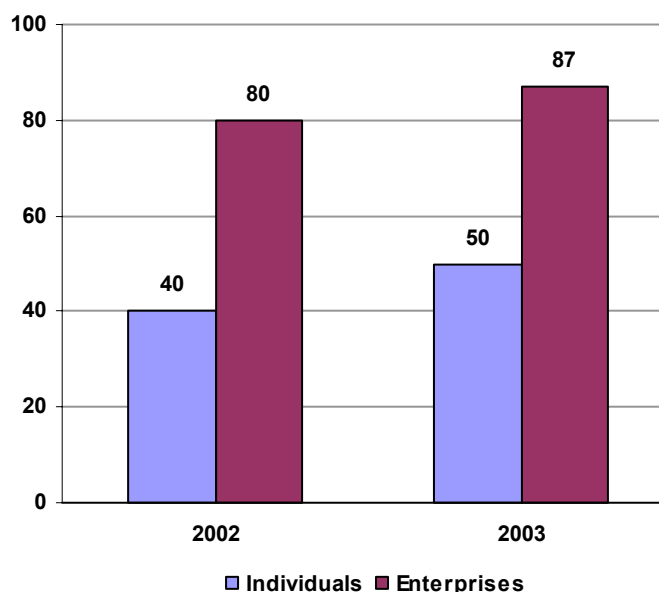
Information and Communication Technologies (ICTs) are one of the important dynamic forces for growth in modern economies. The term ICT encompasses both information technology such as hardware and software as well as communication equipment and services. The “eEurope 2005 Action Plan – an information society for all” is an instrument designed to encourage the use of ICTs. The eEurope initiative is part of the strategy devised by European Heads of State at the Lisbon Summit in March 2000 to make the European Union the most competitive and dynamic knowledge-based society. This Action Plan is based on two groups of actions. On the one hand it aims to stimulate services, applications and content (on-line public services and e-commerce), on the other hand improving underlying communications infrastructure – broadband and security matters.

This edition of Statistics in Focus introduces some of this key data from two years of pilot surveys in households and enterprises on ICT usage.

A few of the points to be noted are:

- from the data available, Nordic countries have greater ICT usage at individual and enterprise level;
- purchasing through Internet is generally more popular than selling both for individuals and enterprises;
- there is a large discrepancy between Member States in the penetration and use of newer technology such as broadband and the use of the Internet to interact with public authorities.

Figure 1: Internet usage in EU15 in 2002 and 2003 (%)*

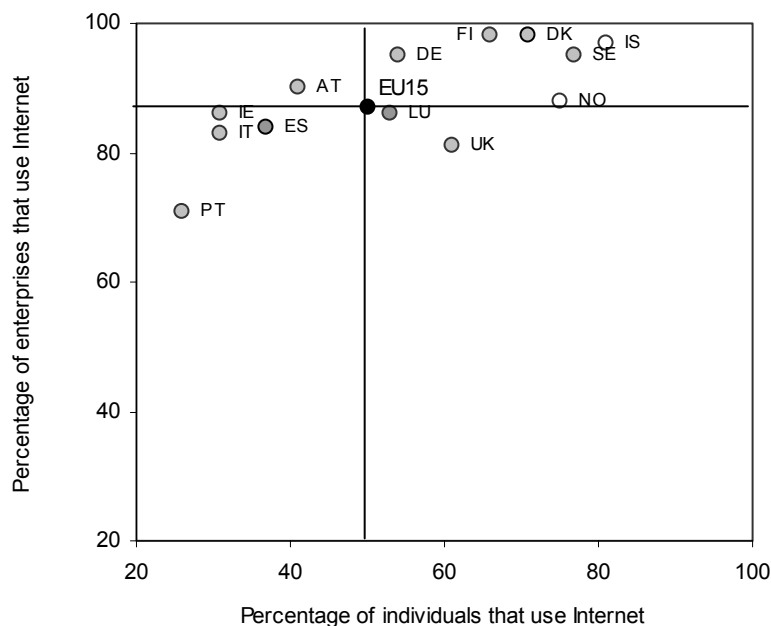


*excluding: individuals – BE, FR, IE, NL for 2002 and BE, FR, NL for 2003; enterprises – BE, FR for 2002 and EL, FR for 2003.

Source: Survey on ICT usage in households, Eurostat.
Source: Survey on ICT usage in enterprises, Eurostat.

Internet usage

Figure 2: Internet usage in 2003 (%)*



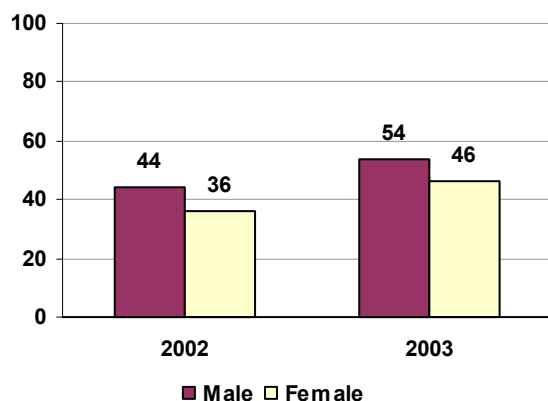
*excluding: BE, EL, FR, NL.

Figure 2 shows a comparison of Internet usage by individuals and by enterprises in several European countries. The horizontal axis shows that in 2003 half the population (50%) between 16-74 used the Internet. The average percentage of enterprises using the Internet in the same year was 87%, as seen by the vertical axis. The Nordic countries can be seen to have a high density of Internet usage at enterprise as well as at individual level.

Figure 3 shows, from the data available, the difference in Internet usage between males and females. Although usage has increased for both, the gap in usage between genders remains the same.

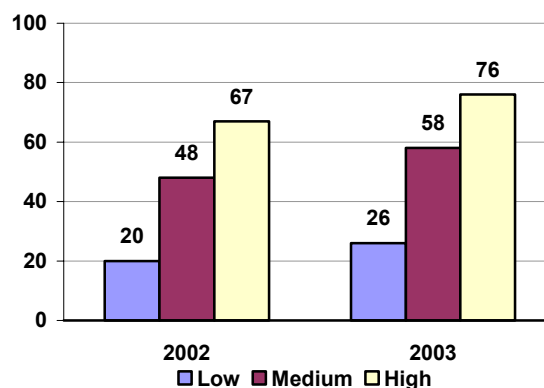
Those with a high level of education used Internet the most. There is a widening gap between those with lower and higher education (see figure 4).

Figure 3: Internet usage by individuals by sex EU15 (%)*



*excluding: IE for 2002 and BE, FR, NL for 2003.

Figure 4: Internet usage by individuals by education level# EU15 (%)*



#see methodological notes, page 7.

*excluding: BE, FR, IE, NL for 2002 and BE, FR, NL for 2003.

Internet usage

Table 1a-c: Internet usage by individuals (%)

	EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO
Table 1a: Total Internet usage by individuals in 2002 and 2003																		
2002	40	:	64	49	15	20	:	:	28	40	:	37	17	62	71	56	:	:
2003	50	:	71	54	16	37	:	31	29	53	:	41	26	66	77	61	81	75
Table 1b: Internet usage by individuals by sex in 2002 and 2003																		
2002																		
M	44	:	69	54	18	23	:	:	33	45	:	41	19	64	73	59	:	:
F	36	:	60	44	12	18	:	:	23	35	:	32	16	61	68	54	:	:
2003																		
M	54	:	74	58	19	40	:	31	34	57	:	47	29	68	81	64	83	80
F	46	:	68	49	13	34	:	30	24	48	:	36	23	64	72	57	80	69
Table 1c: Internet usage by individuals by education level in 2002 and 2003																		
2002																		
L	20	:	49	36	4	7	:	:	12	17	:	21	9	60	50	27	:	:
M	48	:	67	44	21	32	:	:	46	48	:	40	51	81	73	64	:	:
H	67	:	81	63	39	46	:	:	66	84	:	68	65	90	89	85	:	:
2003																		
L	26	:	57	40	4	15	:	12	10	26	:	22	15	64	62	27	74	47
M	58	:	73	54	21	56	:	36	43	63	:	44	67	85	77	67	83	72
H	76	:	85	72	45	69	:	57	63	85	:	79	78	95	90	87	96	90

*excluding: BE, FR, IE, NL for 2002.

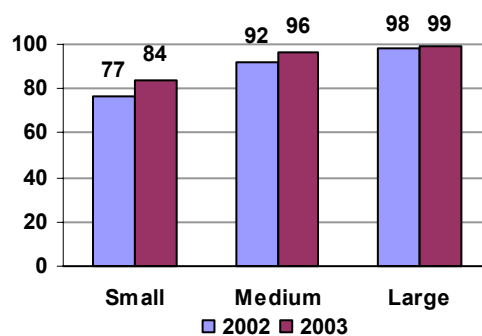
Table 2: Internet usage by enterprises (%)

	EU15*	BE	DK	DE	EL	ES	FR [#]	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO
Internet usage in enterprises sector by size of enterprises in 2002 and 2003																		
2002																		
10+	80	:	95	84	64	82	83	83	74	78	85	85	69	96	95	74	:	82
10-49	77	:	94	82	63	80	80	80	72	77	84	82	64	95	94	70	:	80
50-249	92	:	99	90	91	94	94	94	89	83	91	96	91	99	99	91	:	95
250+	98	:	100	98	96	98	99	96	95	96	95	100	98	100	100	97	:	96
2003																		
10+	87	92	98	95	:	84	:	86	83	86	86	90	71	98	95	81	97	88
10-49	84	90	96	94	:	79	:	83	82	83	84	87	66	97	94	77	97	87
50-249	96	98	99	98	:	93	:	96	96	93	94	98	87	100	100	94	99	96
250+	99	98	99	98	:	99	:	99	98	99	97	100	97	100	100	99	100	99

*excluding: BE for 2002 and EL, FR for 2003.

[#]also includes NACE C, E, 64, 92.1 + 92.2.

Figure 5: Internet usage in enterprises by size of enterprises – EU15 (%)^{*#}



*excluding: BE for 2002 and EL, FR for 2003.

[#]NACE coverage: sections DGHJK; in 2002 division 67 was included for EL, ES, LU, NL, AT, PT, FI, SE, UK; in 2003 section F and groups 92.1, 92.2 were included.

Broadband

Table 3: Use of broadband connection in 2003 (%)

EU15*	BE	DK [#]	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO ⁺	
Households																		
9	:	25	9	1	:	:	1	:	7	:	10	8	12	:	11		22	
Enterprises																		
41	51	75	46	:	54	:	20	33	46	39	51	27	69	64	30		22	49

*excluding: households – BE, ES, FR, IT, NL, SE; enterprises – EL, FR. [#]excludes wireless broadband. ⁺includes LAN.

The objective of the eEurope 2005 Action Plan is to stimulate secure services, ICT application and e-content, based on a widely available broadband infrastructure.

Broadband is a service or connection allowing a considerable amount of information to be conveyed. For the purpose of these surveys, broadband is defined through technology (xDSL, ADSL, SDSL etc) or a bandwidth greater than 2Mb/s. Broadband ensures a speedier transmission of data than the traditional dial up phone connection. In 2003, an average of 9% of EU15 surveyed households used a broadband connection. 41% of surveyed enterprises reported a broadband connection. From the data available, the Nordic countries of Denmark, Finland and Sweden had the highest penetration level of broadband.

The more computers and networks become an essential part of business and daily life, the more security becomes a necessity. Security has therefore become a key enabler for e-business and a pre-requisite for privacy

Whilst 16% of surveyed individuals in households reported they that had installed security facilities in the last three months, 19% updated an existing virus checking program. This reflects the flow of uptake of security technology by private persons.

The enterprise survey, on the other hand, surveys the number enterprises which use security facilities overall. Again the Nordic countries report a large use of security precautions.

Security facilities

Table 4: Individuals who have taken ICT security precautions in 2003 (%)

EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO	
Installed a virus checking program																		
16	:	18	16	7	:	:	6	:	31	:	12	7	14	20	20		25	19
Updated a virus checking program																		
19	:	40	18	5	:	:	6	:	30	:	13	8	23	31	22		31	33
Used on-line authentication (password, PIN, digital signature) on the Internet																		
19	:	42	15	3	:	:	6	:	22	:	9	5	50	43	23		56	54

*excluding: BE, FR, ES, IT, NL.

Table 5: Enterprises which have taken ICT security precautions in 2003 (%)[#]

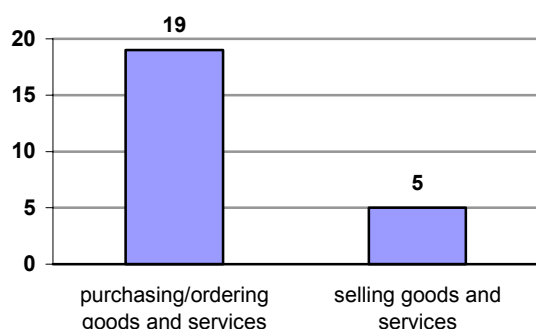
EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO
73	89	94	:	:	40	:	45	83	82	83	88	65	95	93	:	92	85

*excluding: DE, EL, FR, UK.

[#]firewalls, encryption for confidentiality, off-site data backup, authentication mechanism, virus checking or protection software, subscription to a security service.

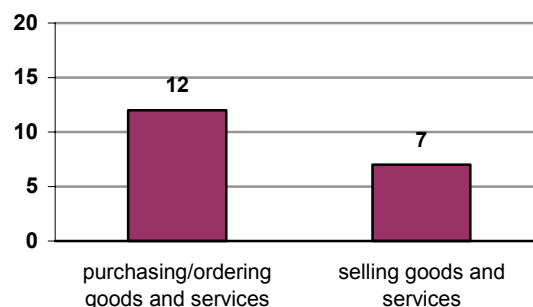
Sales and purchases

Figure 6: Internet usage for sales and purchasing by individuals in 2003 – EU15 (%)*



*excluding: BE, FR, IT, NL.

Figure 7: Internet usage for sales and purchasing in enterprises in 2002 – EU15 (%)*



*excluding: for purchasing/ordering – DE, EL, FR, LU, FI; for selling – EL, FR, NL, FI. Those enterprises where e-commerce accounts for at least 1% of total.

e-commerce offers new models for buying, selling and providing customer service, which are re-defining traditional relationships between buyers and sellers. There is a marked preference by both enterprises and individuals to order and purchase rather than to sell goods and services over the Internet.

In 2003 the enterprise survey collected responses from those enterprises which estimated that e-commerce accounted for more than 1% of their business transactions in the previous year. The household survey, on the other hand, had no such threshold, but respondents were asked to give information on buying and selling over a period of three months. Hence the reference periods of 2002 and 2003 for enterprises and households respectively.

Table 6: e-commerce by individuals – 2003 (%)

EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS [#]	NO
Usage of Internet by individuals for purchasing / ordering goods or services (excl. shares / financial services)																	
19	:	16	22	1	6	:	6	:	22	:	9	3	16	23	31	20	27
Usage of Internet by individuals for selling goods and services (eg. via auctions)																	
5	:	6	10	0	2	:	1	:	6	:	2	1	5	5	4	8	3

*excluding: BE, FR, IT, NL. [#]for private use only.

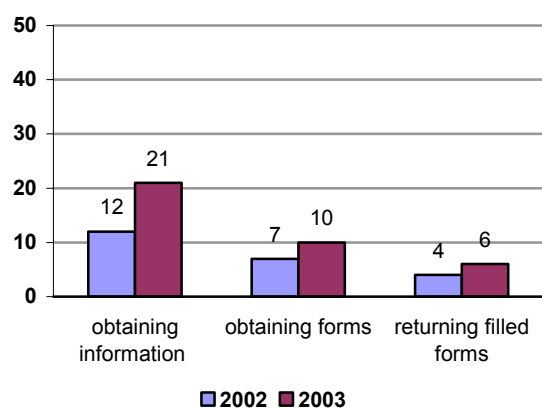
Table 7: e-commerce by enterprises – 2002 (%)

EU15*	BE	DK	DE	EL [#]	ES	FR	IE	IT	LU	NL [#]	AT	PT	FI	SE	UK	IS	NO
Enterprises having purchased via Internet (at least 1%)																	
12	20	21	11	:	3	:	22	3	14	21	21	8	15	23	19	12	20
Enterprises having received orders via Internet (at least 1%)																	
7	15	15	9	:	1	:	11	2	11	19	10	3	15	10	9	7	13

*excluding: EL, FR. [#]all electronic networks.

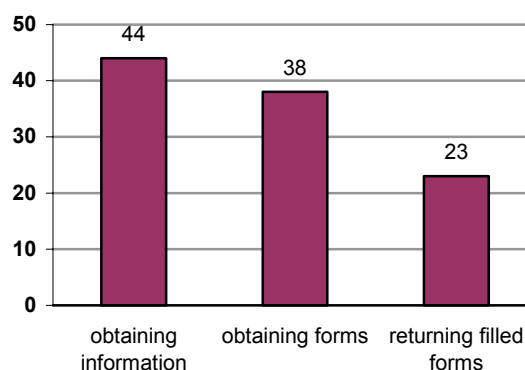
Interaction with governmental bodies

Figure 8: Internet usage by individuals for interaction with public authorities – EU15 (%)*



*excluding: BE, ES, FR, IE, IT, NL for 2002 and BE, FR, IT, NL for 2003; downloading and sending filled forms UK for 2002.

Figure 9: Internet usage by enterprises for interaction with public authorities, 2003 – EU15 (%)*



*excluding: EL, FR.

Interaction with governmental bodies, named e-government, is one of the main goals of the eEurope 2005 Action Plan. This states that action on e-government is designed to foster the development of new services. The main goal is to provide better and cheaper services to citizens and enterprises from public authorities.

Between 2002 and 2003 there was a growth in the usage of the Internet by individuals for interactions with public authorities. The relatively large growth of those obtaining information from the authorities is however not mirrored in a similar growth for those downloading or sending in filled official forms. Interaction with public authorities is much more pronounced with enterprises than with individuals.

Table 8: Internet usage by individuals for interaction with public authorities (%)

	EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO
obtaining information																		
2002	12	:	35	14	4	:	:	:	:	15	:	8	3	31	40	6	:	:
2003	21	:	39	23	6	19	:	10	:	25	:	14	10	39	41	19	49	43
obtaining forms																		
2002	7	:	11	7	0	:	:	:	:	5	:	5	0	12	23	:	:	:
2003	10	:	15	12	2	10	:	7	:	17	:	11	5	16	23	8	41	23
returning filled forms																		
2002	4	:	14	3	1	6	:	:	:	5	:	3	0	4	11	:	:	:
2003	6	:	14	7	3	6	:	5	:	11	:	5	5	9	12	4	39	13

*excluding: BE, FR, IT, NL and ES for obtaining information and forms for 2002, IE for 2002, UK for obtaining forms and returning filled forms for 2002.

Table 9: Internet usage by enterprises for interaction with public authorities in 2003 (%)

	EU15*	BE	DK	DE	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK	IS	NO
obtaining information																		
	44	59	64	31	:	43	:	56	68	60	39	65	46	86	85	26	86	51
obtaining forms																		
	38	40	56	28	:	40	:	45	53	50	34	73	40	79	83	20	73	44
returning filled forms																		
	23	24	37	14	:	29	:	25	35	24	24	43	44	55	41	8	63	24

*excluding: EL, FR.

➤ ESSENTIAL INFORMATION – METHODOLOGICAL NOTES

Survey on ICT usage in households.

In 2002, 97 192 households and 153 000 individuals were surveyed in Member States.

In 2003, 60 000 households and 88 000 individuals were surveyed.

Sampling unit: households and individuals.

Lower age limit for survey of individuals: 16 years

Upper age limit for survey of individuals: 74 years.

Reference period: first quarter of 2002 and 2003.

Weighting of results: results have generally been weighted by the number of households and the number of individuals. EU15 data calculations were also carried out using the same weighting procedure from data available.

Education level:

- low: (ISCED 1 and 2) primary education and lower secondary education, these two steps normally represent compulsory education;
- medium: (ISCED 3 and 4) upper secondary education and post secondary non-tertiary education, this level generally begins at the end of compulsory education;
- high: (ISCED 5 and 6) tertiary programmes which normally require the successful completion of ISCED 3 or 4 and second stage tertiary education that leads to an advanced research qualification.

Individual level data relates to the 3 months prior to the survey.

Data extracted on: 10 March 2004

Survey on ICT usage in enterprises.

In 2002, 61 055 enterprises were surveyed and in 2003 66 162 enterprises were surveyed in participating Member States.

Reference period: January 2002 and/or the year 2001 for 2002 survey and January 2003 and/or the year 2002 for 2003 survey.

Weighting of results: results have generally been weighted by the number of enterprises. Information on purchases and sales have generally been weighted using purchases and turnover.

Size coverage: enterprises with 10 persons employed or more.

Size class breakdowns:

small enterprises – 10-49 persons employed,
medium-size enterprises – 50-249 persons employed,
large enterprises – 250 and more persons employed.

NACE Section breakdowns coverage

For 2002 and 2003 surveys:

D – manufacturing,
G – distributive trades,
H – hotels and accommodation
I – transport and communication,
K – real estate, renting and business activities.

For 2002 survey only:

J – (division 67 only) – activities auxiliary to financial intermediation;
except NL (divisions 65 – 67) – financial intermediation.

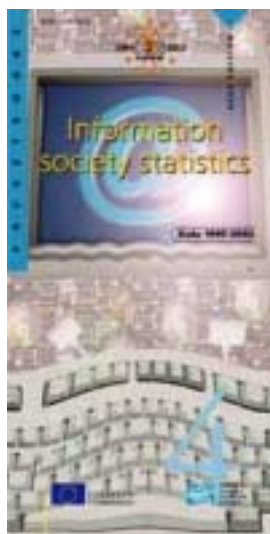
For 2003 survey only:

F – construction,
O – (groups 92.1 – 92.2 only) – motion picture and video activities,
radio and television activities.

Data extracted on: 10 March 2004

Pocketbook 1997-2002

Third edition of the statistical pocketbook on the Information Society provides an overview on key data on the Information Society in the European Union. Compared to previous editions it contains a much more comprehensive set of statistics on the Candidate Countries.



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➤ Databases

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Morag Ottens, Eurostat / D7, L-2920 Luxembourg, Tel. (352) 4301 32021, Fax (352) 4301 34359,

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The SIF has been produced in close collaboration with Ms Monika Mroczek-Kwasizur, Central Statistical Office, Warsaw, Poland

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