

Internet usage by individuals and enterprises 2004

Statistics in focus

INDUSTRY, TRADE AND SERVICES
POPULATION AND SOCIAL CONDITIONS
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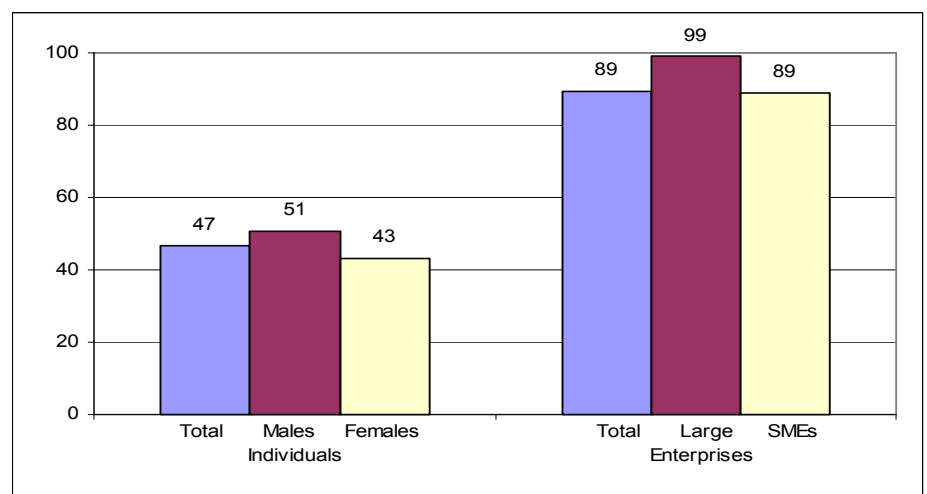
Information and Communication Technologies (ICTs) are an important factor towards attaining the “Lisbon Goal” of higher growth, more and better jobs and greater social inclusion by 2010. The eEurope 2005 Action Plan was set up to create a favourable environment for private investment and for the creation of new jobs, to boost productivity, to modernise public services and to give everyone the opportunity to participate in the global information society. There is a large potential for improving productivity and the quality of life due to the technological developments of broadband and e-commerce. This all will provide citizens with more convenient access to information and communication tools as well as increased choice of goods and services. Businesses can equally benefit through the take-up of ICTs to make efficiency gains as well as reach a wider customer base and boost competitiveness.

The ICT household and enterprise surveys run by Eurostat measure, *inter alia*, the rate of take up of this technology and the use made of ICTs. This current edition highlights some of the first results from the 2004 survey round.

Main points raised in this edition are:

- SMEs are lagging behind large enterprises in Internet use,
- There is a gender gap in Internet use overall, but this narrows in the 16-24 age group.
- The broadband roll-out is gathering speed, overtaking ISDN as a means to access the Internet in enterprises
- Enterprises interact via Internet with public authorities more than individuals
- Almost half of the enterprises with more than 250 employees purchase via the Internet.

Figure 1 - Use of the Internet by Individuals and Enterprises– EU 25*, 2004 (%)



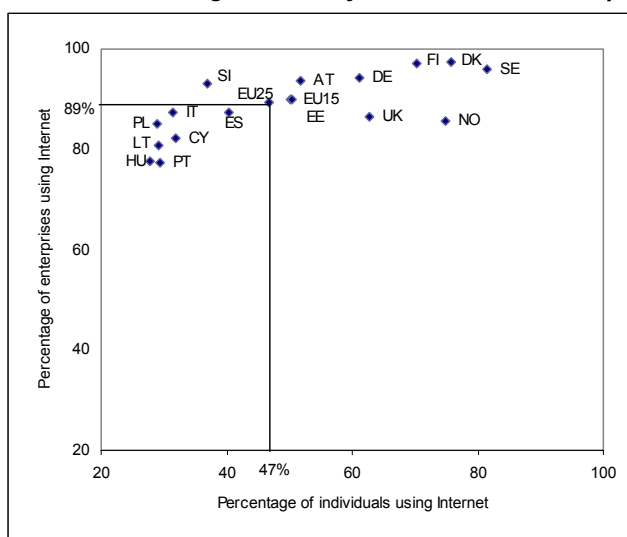
*Excluding : Individuals: BE, CZ, FR, IE, MT, NL, SK; Enterprises: FR, LV, LU, MT, SK
Source: Eurostat, Community survey on ICT usage in households and enterprises
Source: Eurostat, Community survey on ICT usage in enterprises

Internet usage – dependent on size of enterprise

Figure 2 - Internet usage in 2004 by individuals and enterprises

Figure 2 shows a comparison of Internet usage by individuals and by enterprises in several European countries, and for the first time EU25. The horizontal axis shows that in 2004 just under half (47%) of the EU25 population aged between 16-74 used the Internet.

The average percentage of enterprises using the Internet in the same year was 89%, as seen by the vertical axis. The Nordic countries of Sweden, Denmark and Finland had the highest density of Internet usage both by individuals and enterprises. Estonia was the highest user in both ranges from the new Member States, with the same degree of usage as the EU15 average, that is with 50% of individuals and 90% of enterprises using the Internet.



households and enterprises

Table 1 shows that in most countries Internet penetration has reached saturation point in large enterprises. When comparing Internet use between the different size classes, it can be seen that Belgium, Denmark, Finland and Sweden show the smallest gap

between SMEs and large enterprises. From the data available, motion picture, video, radio and television activities (NACE O) unsurprisingly shows the highest Internet take-up.

Table 1 – Proportion of enterprises using the Internet, beginning 2004 (%)

	Total	Size		NACE						
		SME	Large	D	F	G	H	I	K	O
EU25	89	89	99	89	88	88	81	89	94	96
EU15	90	90	99	90	89	89	81	90	94	96
BE	96	96	99	96	98	95	96	94	99	100
CZ	90	90	99	91	88	89	94	88	92	95
DK	97	97	100	99	97	97	97	93	99	:
DE	94	94	100	92	96	92	94	91	97	99
EE	90	90	98	89	90	90	89	89	94	100
EL	87	87	100	84	92	89	83	93	90	100
ES	87	87	99	85	83	92	93	89	91	95
FR	:	:	:	:	:	:	:	:	:	:
IE	92	91	100	95	95	88	86	88	95	:
IT	87	87	98	87	87	86	95	86	90	95
CY	82	82	100	77	72	87	91	72	97	100
LV	:	:	:	:	:	:	:	:	:	:
LT	81	80	99	75	81	83	78	81	88	100
LU	:	:	:	:	:	:	:	:	:	:
HU	78	77	97	76	77	75	94	79	83	84
MT	:	:	:	:	:	:	:	:	:	:
NL	88	88	97	91	83	89	95	82	91	91
AT	94	93	100	94	92	94	96	89	96	95
PL	85	85	100	84	82	85	83	89	92	96
PT	77	77	100	77	62	79	95	89	94	100
SI	93	93	100	94	82	95	100	95	98	100
SK	:	:	:	:	:	:	:	:	:	:
FI	97	97	99	98	95	99	100	91	98	100
SE	96	96	100	97	96	96	98	87	98	100
UK	87	86	99	94	90	81	63	93	93	85
IS	:	:	:	:	:	:	:	:	:	:
NO	86	85	96	89	90	77	98	88	92	100
BG	62	61	94	56	69	60	73	69	74	92
RO	52	50	90	50	48	52	69	58	62	79
TR	:	:	:	:	:	:	:	:	:	:

Gender gap in Internet usage

Whilst Internet use is influenced by characteristics such as employment and educational level, a gender gap can be observed. Whilst the average level of Internet usage in EU25 was 47%, there was a difference in usage of around 7 percentage points between males and females in total and throughout all education levels. The gap

between the sexes is much less marked at only 2 percentage points for the age group 16-24 years, although this widens in the higher age categories.

Estonia, Latvia, Lithuania and Finland show the least difference between males and females in Internet use as a whole.

Figure 3 - Use of Internet by sex and educational level, 2004 – EU 25*, 2004 (%)

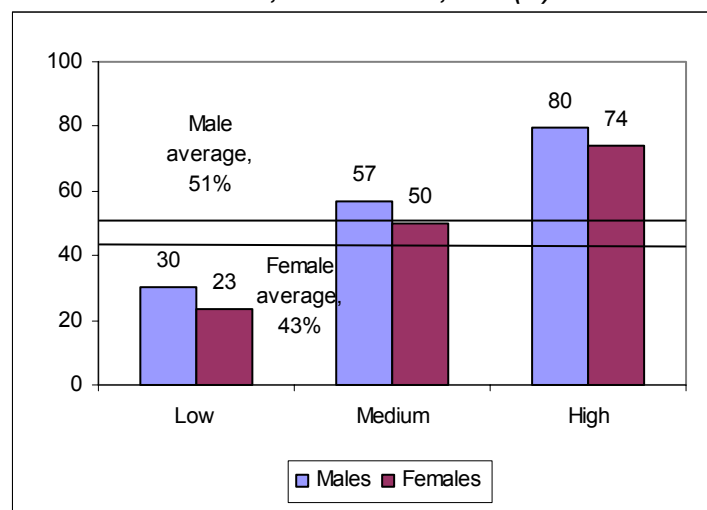
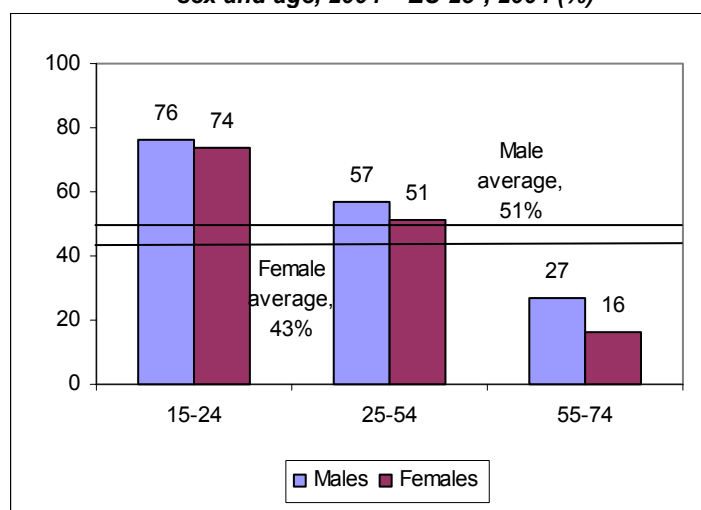


Figure 4 - Use of Internet by sex and age, 2004 – EU 25*, 2004 (%)



Excluding BE, CZ, FR, IE, MT, NL, SK

Table 2 – Proportion of individuals using the Internet, 2004 (%)

	Total	M	F	M-low	F-low	M-med	F-med	M-high	F-high	M 16-24	F 16-24	M 24-54	F 24-54	M 55-74	F 55-74	
	Sex and Educational level								Sex and Age							
EU25	47	51	43	30	23	57	50	80	74	76	74	57	51	27	16	
EU15	50	55	46	32	24	65	57	82	77	79	76	64	57	30	19	
BE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
CZ	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
DK	76	79	73	69	59	77	76	95	87	92	93	85	82	58	46	
DE	61	65	57	59	45	63	59	78	72	93	90	75	71	35	20	
EE	50	50	51	48	37	44	45	68	70	80	82	52	59	17	19	
EL	20	23	16	6	2	31	25	52	43	45	37	26	19	3	1	
ES	40	45	36	:	:	:	:	:	:	:	:	:	:	:	:	
FR	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
IE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
IT	31	37	26	17	9	58	45	77	65	59	57	43	31	13	4	
CY	32	36	28	17	10	33	27	69	55	61	66	37	27	12	3	
LV	33	34	33	21	18	32	27	66	63	67	70	33	37	6	6	
LT	29	30	29	27	28	23	19	39	37	70	74	25	28	5	5	
LU	65	74	57	53	34	80	70	90	83	89	87	83	63	47	19	
HU	28	30	26	16	9	49	42	70	66	67	66	28	27	:	4	
MT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
NL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
AT	52	58	46	42	25	58	51	78	78	81	75	65	55	27	14	
PL	29	30	28	31	26	24	21	70	64	67	66	25	26	8	6	
PT	29	32	27	18	11	78	68	90	80	63	64	34	29	8	3	
SI	37	39	35	:	:	38	34	85	84	70	72	43	39	:	:	
SK	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
FI	70	70	71	57	51	71	72	88	89	95	97	79	84	38	35	
SE	82	83	80	67	73	83	74	94	94	98	97	89	87	62	61	
UK	63	67	59	30	27	73	65	89	85	86	80	74	68	40	29	
IS	82	84	81	79	71	83	85	98	95	97	97	87	88	60	44	
NO	75	79	71	51	35	79	70	94	88	93	95	86	83	52	31	
BG	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
RO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	
TR	13	19	8	7	1	38	19	61	58	38	16	16	6	2	0	

Broadband overtaking ISDN

Broadband is not only a faster way to connect to the Internet, it changes the way the Internet is used, as information is able to be rapidly downloaded. As broadband is considered to be a necessary infrastructure on which to base ICT applications, policy measures in eEurope 2005 include targets such as

connecting public administrations, schools and health care to broadband and removing obstacles to the deployment of broadband networks. The ICT surveys measure broadband use in households and enterprises, shown below.

Table 3 – Proportion of households and enterprises with a broadband/ISDN connection, 2004 (%)

	Percentage of households with broadband	Households with children which have broadband	Households without children which have broadband	Percentage of households with ISDN	Percentage of enterprises with broadband	Percentage of large Enterprises with broadband	Percentage of SMEs with broadband	Percentage of enterprises with ISDN
EU25	:	:	:	:	53	87	51	41
EU15	:	:	:	:	55	88	54	43
BE	:	:	:	:	70	89	69	23
CZ	:	:	:	:	38	73	37	40
DK	36	:	:	6	80	95	79	16
DE	18	:	16	24	54	93	52	56
EE	20	29	12	2	68	93	67	14
EL	0	0	0	5	21	61	20	55
ES	15	:	:	0	72	94	71	26
FR	:	:	:	:	:	:	:	:
IE	3	4	2	:	32	79	29	38
IT	:	:	:	:	51	93	51	48
CY	2	2	2	4	35	93	34	31
LV	5	7	4	1	:	:	:	:
LT	4	6	2	2	50	60	50	9
LU	16	18	15	21	:	:	:	:
HU	6	:	:	1	:	:	:	24
MT	:	:	:	:	:	:	:	:
NL	:	:	:	:	54	77	53	36
AT	16	20	14	7	55	91	54	46
PL	8	11	5	2	28	79	26	31
PT	12	:	8	1	49	90	48	20
SI	10	15	:	9	62	91	60	29
SK	:	:	:	:	:	:	:	:
FI	21	36	16	2	71	93	70	22
SE	:	:	:	:	75	99	74	24
UK	16	22	13	:	44	76	43	:
IS	45	55	32	3	:	:	:	:
NO	30	40	26	14	60	91	60	27
BG	:	:	:	:	28	45	28	7
RO	:	:	:	:	7	21	6	5
TR	0	0	0	0	:	:	:	:

ISDN can generally be seen as the precursor to broadband. However, in many countries, broadband penetration has now overtaken ISDN in households. It is notable that, from the data available, broadband take-up is greater in households with dependent children rather than those households with no children. From the data available it can be seen that broadband penetration in households is particularly high in Denmark, Iceland and Norway.

It can be seen that the take-up of broadband has been greater in enterprises with Denmark, Spain, Finland and Sweden reporting that over 70% of enterprises connected to the Internet through broadband in 2004.

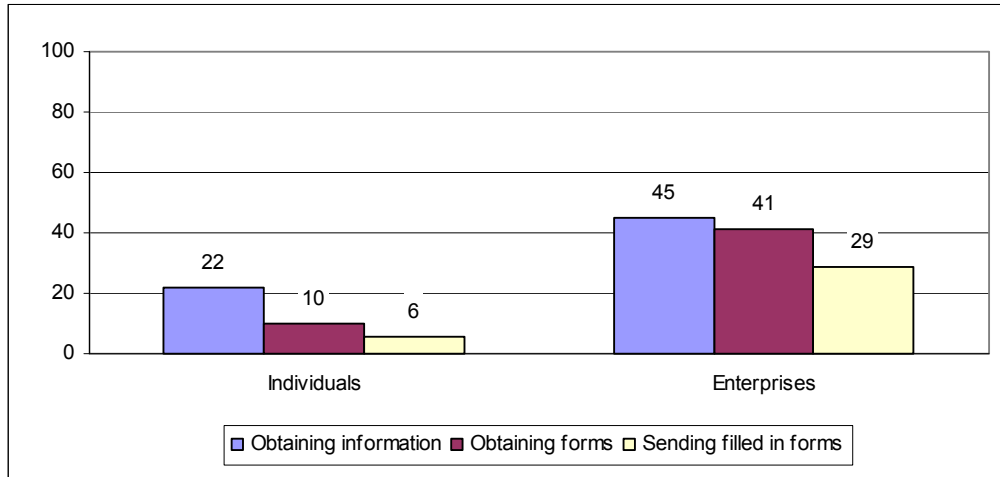
There is again a clear gap of over 30 percentage points in broadband penetration between large and small- and medium-sized enterprises in the EU25. Lithuania shows the most equal broadband penetration rate in these two categories.

Greater take-up of e-government by enterprises

The aim of e-Government is to deliver better, more efficient public services and improve the relationship between citizens and their governments as well as reducing costs for both businesses and governments and encouraging administrations to be more user-

centred and inclusive. To meet this aim, increasingly public bodies are creating websites for enterprises and citizens. It must be remembered that the survey results are influenced by the supply side, i.e. the information content available on public authorities' web sites.

Figure 5 – Individuals and enterprises use of Internet for interaction with public authorities, EU 25*, 2004 (%)



*Excluding: Individuals: BE, CZ, FR, IT, MT, NL, SK; Enterprises: FR, LV, LU, MT, SK

Source: Eurostat, Community survey on ICT usage and e-commerce in households and enterprises

Table 4 – Proportion of individuals and enterprises interacting with public authorities, 2004 (%)

	Obtaining information	Obtaining forms	Sending filled in forms	Obtaining information	Obtaining forms	Sending filled in forms
	Individuals			Enterprises		
EU25	22	10	6	45	41	29
EU15	25	11	6	43	40	26
BE	:	:	:	49	42	26
CZ	:	:	:	68	55	24
DK	42	16	14	:	:	:
DE	31	14	7	34	28	17
EE	14	14	13	78	73	54
EL	7	3	2	61	58	45
ES	22	12	7	48	45	32
FR	:	:	:	:	:	:
IE	11	9	6	60	54	32
IT	:	:	:	51	51	36
CY	10	3	1	35	24	11
LV	12	4	4	:	:	:
LT	9	6	5	63	60	30
LU	36	29	21	:	:	:
HU	15	7	4	34	31	23
MT	:	:	:	:	:	:
NL	:	:	:	43	39	27
AT	18	14	8	53	68	47
PL	12	6	4	57	47	68
PT	10	8	8	51	47	50
SI	12	7	3	46	43	36
SK	:	:	:	:	:	:
FI	43	13	10	88	84	61
SE	36	20	11	90	87	53
UK	20	7	3	31	27	11
IS	56	30	19	:	:	:
NO	37	18	8	56	53	40
BG	:	:	:	36	27	9
RO	:	:	:	29	22	12
TR	6	3	1	:	:	:

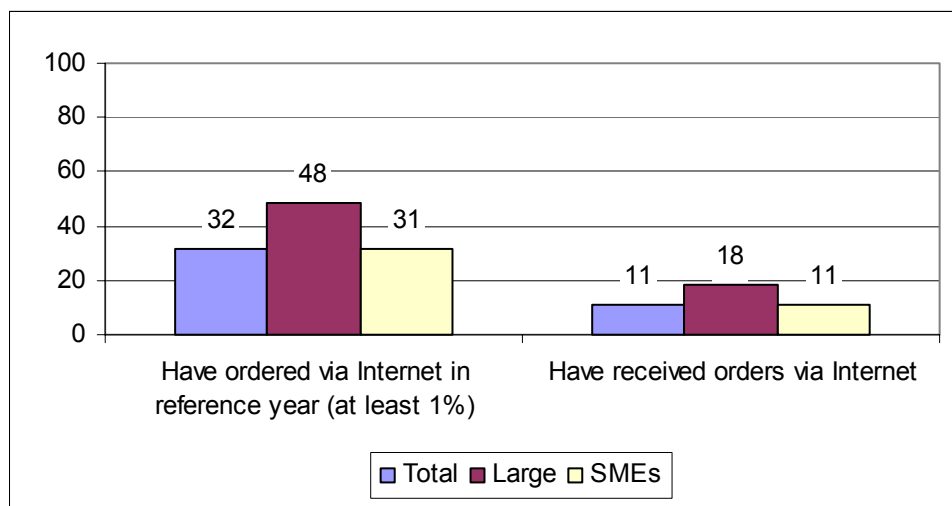
48% of large enterprises purchase via Internet

Although gains are expected to be made in terms of efficiency, competitiveness and achieving a wider customer base, the following graph and table shows that small and medium-sized enterprises still lag behind larger enterprises in their use of ICT for e-commerce

activities. *Figure 6 and Table 5* below show the level of buying and selling via the Internet in EU 25 by enterprises in 2003.

It is interesting to note that almost half of large enterprises (48%) have purchased via the Internet.

Figure 6 - Proportion of enterprises using e-commerce through the Internet, EU25*, 2003 (%)



*Excluding: FR, MT, SK

Source: Eurostat, Community survey on ICT usage and e-commerce in enterprises

Table 5 – Proportion of enterprises purchasing and selling via Internet, 2003, EU25* (%)

	Total	Large	SMEs	Total	Large	SMEs
	Enterprises purchasing			Enterprises selling		
EU25	32	48	31	11	18	11
EU15	34	52	34	12	20	12
BE	39	55	38	15	19	15
CZ	31	42	31	13	14	13
DK	58	84	57	27	:	26
DE	51	58	50	16	20	16
EE	31	55	30	9	13	9
EL	13	21	13	5	11	5
ES	9	16	9	2	6	2
FR	:	:	:	:	:	:
IE	48	78	47	28	52	27
IT	15	28	15	8	13	8
CY	27	50	26	7	23	7
LV	:	:	:	:	:	:
LT	13	14	13	5	3	5
LU	:	:	:	:	:	:
HU	14	24	14	6	3	6
MT	:	:	:	:	:	:
NL	29	54	28	19	31	18
AT	38	59	38	14	24	14
PL	10	17	9	4	5	4
PT	16	33	16	6	14	6
SI	26	42	25	11	18	10
SK	:	:	:	:	:	:
FI	71	85	70	19	29	19
SE	68	88	68	19	33	19
UK	42	57	41	12	21	11
IS	:	:	:	:	:	:
NO	47	73	47	20	33	20
BG	7	12	7	3	5	3
RO	2	3	2	2	4	2
TR	:	:	:	:	:	:

ESSENTIAL INFORMATION – METHODOLOGICAL NOTES

Abbreviations:

BE (Belgium), CZ (Czech Republic), DK (Denmark), DE (Germany), EE (Estonia), EL (Greece), ES (Spain), FR (France), IE (Ireland), IT (Italy), CY (Cyprus), LV (Latvia), LT (Lithuania), LU (Luxembourg), HU (Hungary), MT (Malta), NL (Netherlands), AT (Austria), PL (Poland), PT (Portugal), SL (Slovenia), SK (Slovakia), FI (Finland), SE (Sweden), UK (United Kingdom), IS (Iceland), NO (Norway), BG (Bulgaria), RO (Romania), TR (Turkey)

Symbols:

“.” not available, or confidential

Survey on ICT usage in households

In 2004, from the data available, 87 980 households and 151 800 individuals were surveyed in all respondent countries.

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 2004.

Weighting of results: results have been weighted by the number of households and the number of individuals.

Aggregation of results: An EU15 aggregate is only calculated if the available countries represent 60% of the population and 55% of the number of countries defining the aggregate. An EU25 aggregate is computed when 60% of the population and 55% of the countries are available, both in EU15 and in the new Member States.

No estimations are made for missing data.

Education level:

– low: (ISCED 0 - 2) no education, 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.

Notes:

Individual level data relates to the 3 months prior to the survey. Exception: DK relates to previous month

Data extracted on: 15 February 2004

Survey on ICT usage in enterprises

In 2004, from the data available, 99 332 enterprises were surveyed in all respondent countries.

Reference period: January 2004 and/or the year 2003. E-commerce questions relate to 2003.

Weighting of results: results in this edition have been weighted by the number of enterprises.

Aggregation of results: An EU15 aggregate is only calculated if the available countries represent 60% of the population and 55% of the number of countries defining the aggregate. An EU25 aggregate is computed when 60% of the population and 55% of the countries are available, both in EU15 and in the new Member States.

No estimations are made for missing data.

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.

N.B. As the large majority of enterprises in this survey are of small or medium size, the total average of all enterprises is very close to the SME average.

NACE Section breakdowns coverage

D – manufacturing,

F – construction,

G – distributive trades,

H – (groups 55.1 and 55.2 only) hotels and camping sites and other provision of short-stay accommodation

I – transport and communication,

K – real estate, renting and business activities.

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

Notes:

DK – e-commerce selling – question only asked to enterprises with web sites.

UK – includes all NACE H and all NACE O; broadband includes wireless connection

Data extracted on: 15 February 2004

Further information:

➤ **Databases**

[EUROSTAT Website/Industry, trade and services/Information society statistics](#)

[EUROSTAT Website/Population and social conditions/Information society statistics](#)

[EUROSTAT Website/Science and technology/Information society statistics](#)

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