

## Survey on Information and Communication Technologies (ICT) usage in Households and by Individuals in 2018 – 2019

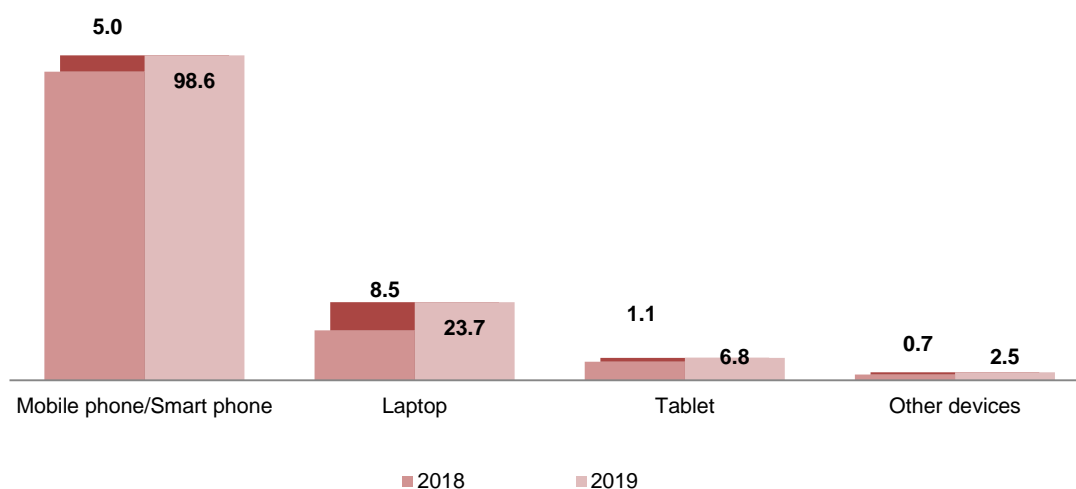
**Tiranë, 15<sup>th</sup> November 2019:** The Survey on “Information and Communication Technologies usage in Households and by Individuals (ICT)” is a statistical survey which targets are households and all individuals residing in Albania 16 - 74 years old. The survey collects data on issues related to the use of information and communication technology in the household and by individuals, such as: on household/individual equipment for information and communication technologies (telephone, computer equipment, Internet access), on Internet use (e- commerce, e-government, etc.). The data in the publication refers to year 2018 and 2019 with a duration of data collection in fieldwork of two months, where information is collected each year with reference periods for the "last three and 12 months"<sup>1</sup>.

The results of the ICT Survey show that in 2019, 68.6 % of the population aged 16 - 74 used the internet in “the last three months” from the moment of conducting the interview, while 87.1 % of them used it on a daily basis.

98.6 % of individuals aged 16 - 74 years to access internet through mobile / smart phones in 2019. This indicator has increased by 5.0 points percentage compared to 2018. While 23.7 % and 6.8 % of the target population uses the internet through laptop and tablet. These indicators have shown an increase of 8.5 and 1.1 points percentage respectively compared with year 2018.

The percentage of individuals aged 16 - 74 who made calls / video calls (via Skype, Viber, WhatsApp) over the last three months from the moment of conducting the interview in 2019 is 92.3 %.

**Figure.1 Main devices used to access internet 2018-2019, in %**



<sup>1</sup> For further information consult with the Methodology section, page 6.

### Households with Internet access

82.2 % of Albanian households have access to the internet, compared with 80.7 % in the previous year. More than half of the households (56.6 % or 359,884 households) have broadband internet access (optic fibre or cable network, ADSL, etc.). 88.9 % of households have internet through mobile broadband connection (smartphone 3G or 4G, tablet, etc.).

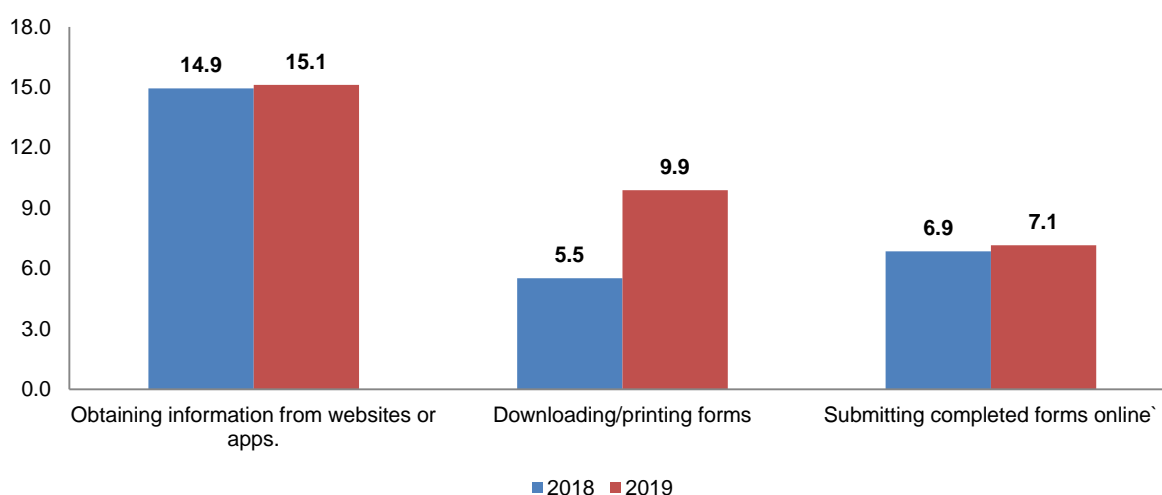
### Use of ICT's by individuals aged 16 to 74

Individuals aged 16 - 74 years old which have used the internet "in the last three months" from the moment of conducting the interview represent 68.6 % of the target population. This indicator has shown an increase of around 6 points percentage more than in 2018. From those, the frequent internet users represent 87.1 % (which are connected every day/almost every day) and 11.5 % (at least once a week), compared with 85.4 % and 13.1 % in 2018. The activities most carried out in the last three months from the moment of conducting the interview are searching for information on goods and services (for 50.2 % of internet users), receiving or sending e-mail (32.5 %) and watching internet streamed TV (live or catch-up) from TV broadcasters (38.2 %).

### Use of e-government

In 2019 all categories of electronic contacts through internet with public authorities and some public services, (websites concerning citizen obligations (e.g. tax declaration, notification of moving), rights e.g. social benefits, official documents e.g. ID card, birth certificate, public educational services e.g. public libraries, information on the enrolment in schools or universities, public health services) have increased. The highest increase is recorded for the category "downloading / printing of official forms" by 4.4 points percentage compared to 2018.

**Figure.2 Use of e-government 2018-2019, in %**



**Use of e-commerce (online purchases)**

Online purchases refer to orders of goods or services over the internet for private use via any device (desktop, portable or handheld, including mobile or smart phone). Online purchases are carried out by 10.1 % of the population aged 16 - 74 years old in the last 12 months from the moment of conducting the interview. The most purchased products/services in the last 12 months were sports equipment, clothing 82.6 %, which have shown an increase from 2018 of 4.0 points percentage.

**Use of ICT's by age group**

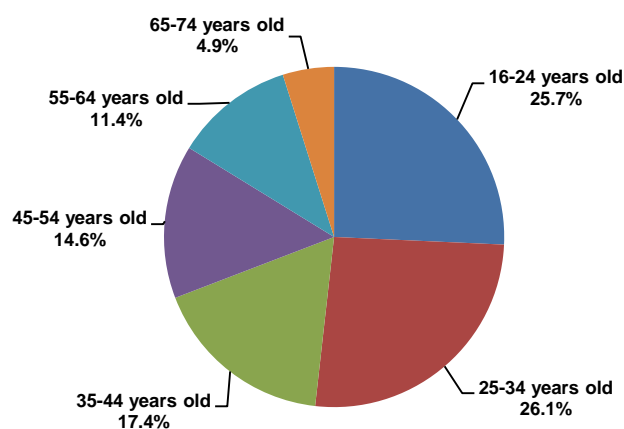
The use of the internet in the last three months from the moment of conducting the interview among young individuals aged 16 - 24 was 94.1 %. Individuals in the age- group 65 - 74 years old, which declared that never used internet, are 64.1 %, an indicator which has decreased from 2018.

**Table.1 ICT usage distribution of the by age group 2018-2019, in %**

Age-group	ICT users							
	2018				2019			
	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it
16-24	89.3	2.0	1.2	7.5	94.1	0.3	1.4	4.2
25-34	85.6	2.6	1.8	10.1	89.0	1.0	1.9	8.2
35-44	67.0	3.0	2.6	27.3	77.9	2.0	2.3	17.7
45-54	48.3	2.1	3.2	46.4	58.7	1.8	6.2	33.3
55-64	38.5	2.6	2.9	56.0	43.7	0.7	6.6	49.1
65-74	27.8	1.9	2.5	67.8	30.3	1.0	4.7	64.1
<b>Total</b>	<b>62.6</b>	<b>2.4</b>	<b>2.3</b>	<b>32.7</b>	<b>68.6</b>	<b>1.1</b>	<b>3.7</b>	<b>26.6</b>

The use the internet in the last three months from the moment of conducting the interview, has recorded the highest percentages among the age groups 25-34 with 26.1 % and 16-24 with 25.7 %.

**Figure.3 Distribution of the ICT usage in the last three months by age group 2019, in %**



The use of internet in the last three months from the moment of conducting the interview has recorded the highest percentages in the “every day or almost every day”, for the overall age-groups.

**Table.2 ICT usage distribution by age group 2018-2019, in %**

Age-group	Usage frequency					
	2018			2019		
	Every day or almost every day	At least once a week	Less than once a week	Every day or almost every day	At least once a week	Less than once a week
16-24	93.1	6.2	0.6	95.2	4.3	0.5
25-34	92.4	6.5	1.1	94.1	5.0	0.9
35-44	83.7	15.0	1.3	87.7	11.1	1.3
45-54	76.3	20.0	3.6	77.2	20.4	2.3
55-64	72.2	25.7	2.1	73.3	23.8	2.9
65-74	60.8	36.6	2.6	65.5	30.2	4.3
<b>Total</b>	<b>85.4</b>	<b>13.1</b>	<b>1.5</b>	<b>87.1</b>	<b>11.5</b>	<b>1.4</b>

### Use of ICT's by gender

The use of internet in 2019 for the category “in the last three months” from the moment of conducting the interview has recorded an increase by around 6 points percentage compared with 2018, where 71.2 % of men and 66.0 % of women aged 16 - 74 years old are internet users.

**Table.3 ICT users distribution by gender 2018-2019, in %**

Gender	ICT users							
	2018				2019			
	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it
Men	66.3	2.2	2.6	28.9	71.2	1.3	3.4	24.1
Women	59.0	2.5	2.1	36.5	66.0	0.9	4.0	29.1
<b>Total</b>	<b>62.6</b>	<b>2.4</b>	<b>2.3</b>	<b>32.7</b>	<b>68.6</b>	<b>1.1</b>	<b>3.7</b>	<b>26.6</b>

In 2019, the indicator of the frequency of internet usage for the category “every day / almost every day” has increased by 1.7 points percentage compared to year 2018. The frequency of internet usage by gender shows that in 2019 men and women use the internet “every day or almost every day”, respectively 88.0 % and 86.1 %.

**Table.4 ICT usage frequency distribution by gender 2018-2019, in %**

Gender	Usage frequency					
	2018			2019		
	Every day or almost every day	At least once a week	Less than once a week	Every day or almost every day	At least once a week	Less than once a week
<b>Men</b>	86.4	12.2	1.4	88.0	10.5	1.5
<b>Women</b>	84.2	14.2	1.6	86.1	12.6	1.4
<b>Total</b>	85.4	13.1	1.5	87.1	11.5	1.4

Online purchases by gender and age-groups, in 2019 women bought more clothing/sports equipment than men (56.9 % for women, 43.1 % for men), while men showed a greater preference for computer- related items: software computer, computer equipment, electronic equipment (63.3 % versus 36.7 % for women).

**Table.5 Online purchases by age group and gender 2018- 2019, in %**

Age-group	Gender	Online purchases			
		2018		2019	
		Clothing/sports equipment	Computer/Comp equipment related	Clothing/sports equipment	Computer/Comp equipment related
16-24	Men	46.4	85.8	37.4	65.0
	Women	53.6	14.2	62.6	35.0
25-34	Men	31.8	63.1	46.4	61.9
	Women	68.2	36.9	53.6	38.1
35-44	Men	47.7	79.6	46.5	49.5
	Women	52.3	20.4	53.5	50.5
45-54	Men	36.4	51.3	42.8	100.0
	Women	63.6	48.7	57.2	-
55-64	Men	52.1	74.6	58.0	90.9
	Women	47.9	25.4	42.0	9.1
65-74	Men	32.8	100.0	17.6	100.0
	Women	67.2	-	82.4	-
<b>Total</b>	<b>Men</b>	<b>40.9</b>	<b>74.8</b>	<b>43.1</b>	<b>63.3</b>
	<b>Women</b>	<b>59.1</b>	<b>25.2</b>	<b>56.9</b>	<b>36.7</b>

# Methodology

The Survey on Information and Communication Technologies Usage in Households and by Individuals is a statistical survey conducted in households (households) and targets all individuals residing in Albania from 16 - 74 years old in households.

The survey data will be used as one of the inputs for calculating the indicators on ICT's usage and communication technologies used by households and individuals.

The survey collects data on issues related to the use of information and communication technology in the household and by individuals, such as: on household equipment for information and communication technologies (telephone, computer equipment, Internet access), on Internet use, e-commerce, e-government, etc.) In order to analyse more aspects of the use of new technologies, the questionnaire is dynamic so new sections are included with different frequency.

The Survey on Information and Communication Technologies Usage in Households and by Individuals was conducted for the first time in 2018 with a representative sample for whole Albania.

In 2019 the Survey on Information and Communication Technologies Usage in Households and by Individuals was conducted with a sample of 7,200 households. At the end of the survey, about 5,508 households distributed uniformly throughout Albania were interviewed. The response rate of the households, calculated as a ratio of the number of households that completed the survey to the number of households selected, expressed as a percentage was 76.5 %.

The sampling is done according to a two-step procedure. The first step units (PSUs) are homogenized Census areas, with proportional probability with the size of the Census area. In the second step, within each of the selected areas in the first step, a fixed number of 8 households are selected by the systematically equal probability method. The choice in both steps was made randomly.

## **Data collection:**

The conduction of a direct interview by the interviewers through a questionnaire includes households questions and base data of the household and is conducted also an individual interview for each person present in the household over 16 - 74 years old.

## **The questionnaire structure:**

- General information;
- Demographic characteristics of household members;
- Individual questionnaire (socio-demographic characteristics, modules for the ICT usage from them).

*To consult with other publications, visit the webpage of INSTAT: <http://www.instat.gov.al/>*

**Definitions:**

**Household** is referred to a group of individuals, a related person or not, who live together in the same apartment or in a part of the house and share a partial or common economy.

**Reference period** is the duration of a certain subject that the information is collected on. The survey uses different reference periods depending on the type of information that must be taken and objectives of each matter to be analysed.

**Internet** is an interconnected computer networking system that uses the Internet Protocol Suite (TCP / IP) to connect billions of devices worldwide. It is a network of networks consisting of millions of private, public, academic, business, and government networks, with local to global scope, connected by a wide array of electronic, wireless, and optical network technologies. The Internet carries a wide range of information resources and services, such as hypertext related documents and World Wide Web (WWW) applications, email, telephony and peer-to-peer file sharing networks.

**Access** refers to internet access not only at home but can family members access it whenever / wherever they want.

**Broadband Internet service** is the most used form of high speed internet access; it is offered in several forms, DSL, ADSL as well as optical fibre, cable and satellite, public Wi-Fi networks, through the antenna.