

17th meeting of the Voorburg Group

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The EU surveys on ICT usage of households

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European policy developments

- December 1999: eEurope initiative launched by the European Commission
- In March 2000, the Lisbon European Council set the goal of making Europe the most competitive knowledge based economy in the World by 2010

European policy developments

- The eEurope 2002 Action Plan (June 2000) proposed a number of specific targets for 2002, and a corresponding set of benchmark indicators to monitor progress towards these targets
- The eEurope 2005 Action Plan (June 2002) proposes that by 2005 Europe should have modern online public services (**e-government, e-health, e-learning**) and a dynamic **e-business** environment and as an enabler for these widespread availability of **broadband** access at competitive prices and a **secure** information infrastructure).

Eurostat ICT use household surveys

	2002	2003
Countries	11	13 (15)
Gross sample size households	123 000	83 500
Gross sample size individuals	232 000	152 000

Eurostat e-commerce surveys

	2002	2003
Questions (optional)	23 (4)	28 (6)
Readiness	3	5
Problems, Barriers	1(1)	1
Usage-computer	2	4
Usage-Internet	7	8 (1)
Usage-e-commerce	10 (4)	9 (3)

2002 survey - Module A

Module A: Access to selected IC technologies

- A1 Household equipment
(mobile phones, PC, digital TV etc)
- A2 Availability of Internet access
- A3 Internet access device
- A4 Reasons for not having Internet access
- A5 Personal home page/web site

2002 survey - Module B

Module B: Use of computers and Internet

- B1 Use of a computer in last 3 months
- B2 Frequency and location of computer use
- B3 Use of the Internet in last 3 months
- B4 Frequency and location of Internet use
- B5 Place of use
- B6 Time spent online

2002 survey - Module C

Module C: E-commerce via Internet

- C1 Activities for which Internet was used (last 3 months)
 - Communication (3)
 - Information search and online services (7)
 - Purchase of goods and services (3)
 - Interaction with public authorities (3)
- C2 Work related activities carried out at home for which Internet has been used

2002 survey - Module D

Module D: Internet commerce details

- D1 Purchases via Internet in last 3 months, yes/no
- D2 Purchases via Internet ever, yes/no
- D3 Reasons for not buying/ordering goods
- D4 technology used to access Internet
- D5 Types of goods services bought or ordered
- D6 Total value of goods/services bought/ordered
- D7 Payment via credit card
- D8 Purchases by type of retailers
- D9 Purchases by geographic origin
- D10 Problems encountered

2002 survey -Background variables

Socio-demographic background variables

Household characteristics

- Household type
- Home based business

Individual characteristics

- Age
- Sex
- Education level
- Employment situation
- Location (Objective 1 region/other)

2002 survey-first results

- Response rate 70-80 %, in 1st q. 2002:
- 77% of DK population and 55 % of FIN households had a computer at home
- 61% of DK population and 44 % of FIN households had Internet access at home
- 64 % of DK population and 62 % of FIN population used Internet in last 3 months
- 24% of DK population and 11% of FIN population had bought/ordered goods

2003 survey-new questions

The eEurope 2005 benchmarking indicator list will have an impact on the final questionnaire. New questions:

- Broadband access of households
- Security devices installed
- Health related use of Internet