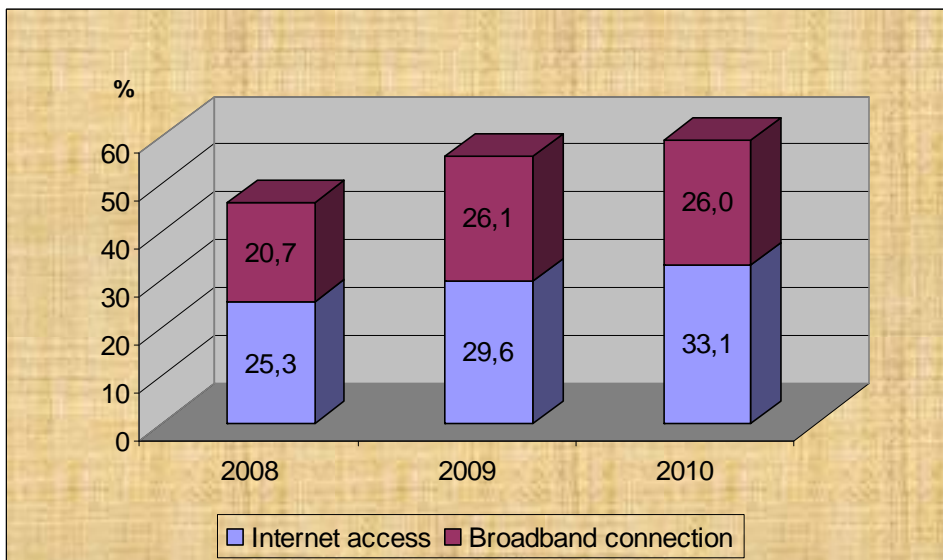




Survey on ICT usage in households and by individuals in 2010

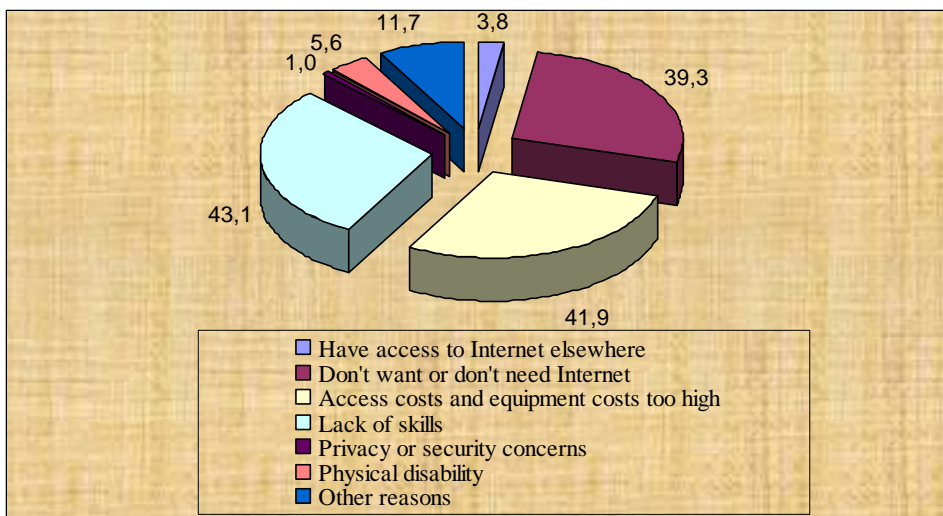
Data from the conducted survey confirm the increasing tendency of ICT penetration and usage in households and by individuals in Bulgaria. There is a growth of 3.5% in the share of households which has an Internet access at home in 2010. Data shows that 26.0% of the survey' units rely on broadband access (e.g. DSL, cable, wireless or mobile connection, satellite etc.) in 2010, but very slight change in the value is recorded in comparison with the previous year.

Figure 1. Share of the households having access to the Internet and Broadband at home



The households still not having an access to the Internet at home are 66.9% and specifying different reasons about that (Figure 2). The largest share of the households indicates that they don't have an Internet access for the lack of skills (43.1%), and 41.9% consider that these services are expensive and they can not afford them that is standing as a barrier for their whole integration into information society. The share of the households who answer they don't want or don't need an Internet at home is still large (39.3%).

Figure 2. Reasons for not having access to the Internet at home in 2010

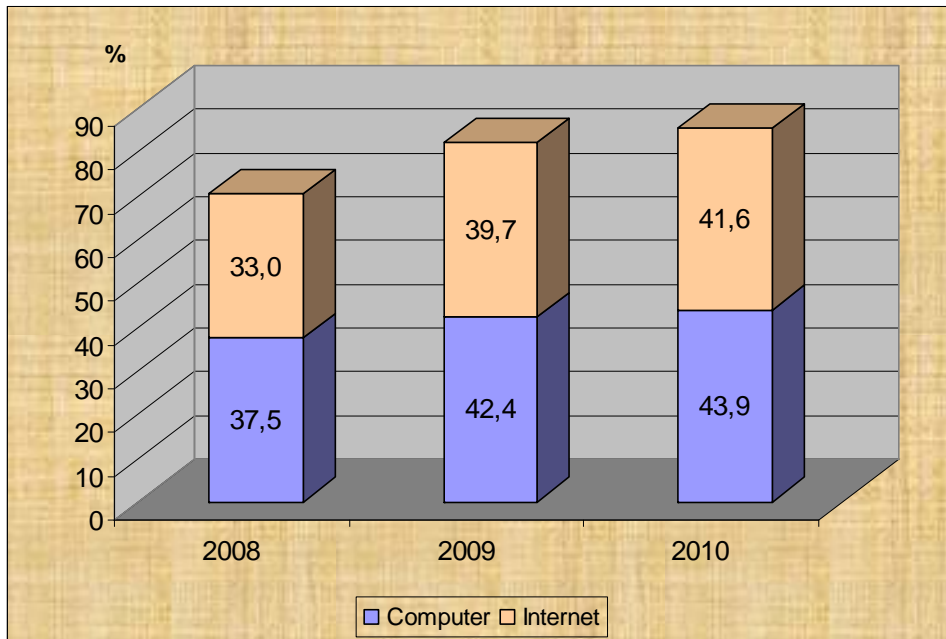




ICT usage by the individuals between 16 and 74 years old

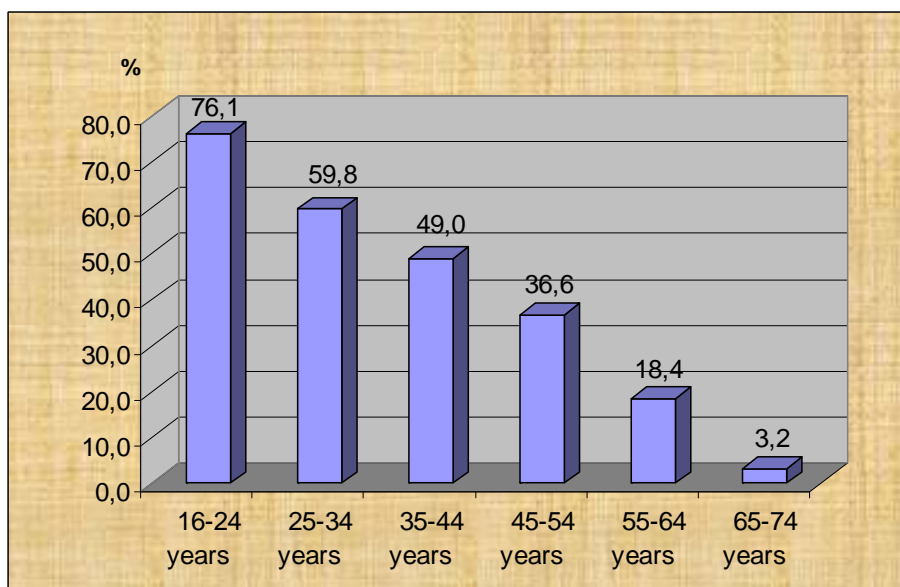
The survey on ICT usage in households comprises within and the individuals between 16 and 74 years old. The data shows that the average annual growth of individuals who regularly use the Internet every day or at least once a week for the period 2006 – 2010 is 5.0%.

Figure 3. Share of the individuals who use computer and the Internet every day or at least once a week



Youth people between 16 and 24 years old outlines as the most active age among the population in Bulgaria surfing in the global network every day or at least once a week (76.1%). After the analysis made of the conducted ICT usage surveys results, it is established back to front proportional correlation between the age groups and the frequency of the Internet and computer regular usage – with the aging of individuals there is a tendency of decreasing of computer and internet usage.

Figure 4. Individuals regularly use the Internet in 2010, by age groups

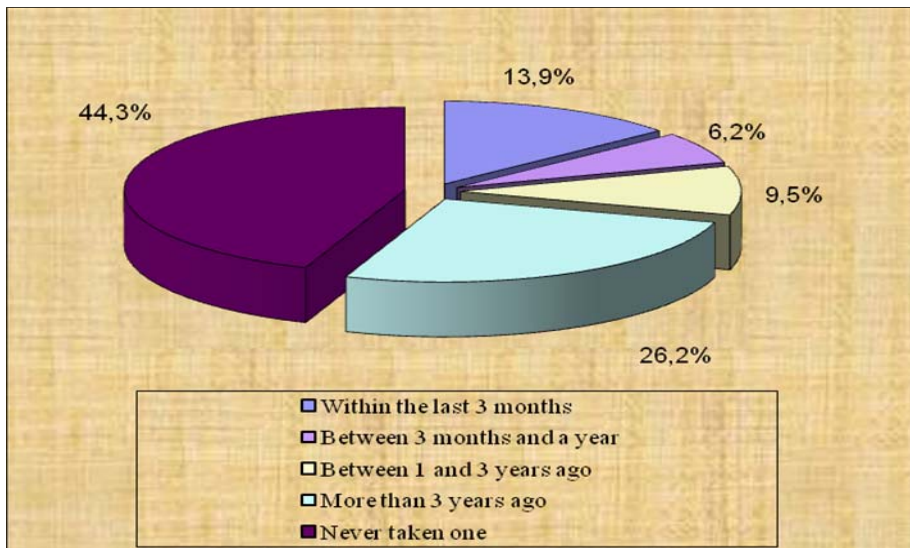




Out of the total individuals' population, pointed out that they have ever been worked with computer, the share of self-educated who never taken a training courses is the largest (44.3%).

Over one fourth are the people who had taken computer courses (of at least of 3 hours) more than 3 years ago (26.2%). Within the last tree months 13.9% of the individuals who use computer had taken training course on any aspect of computer use.

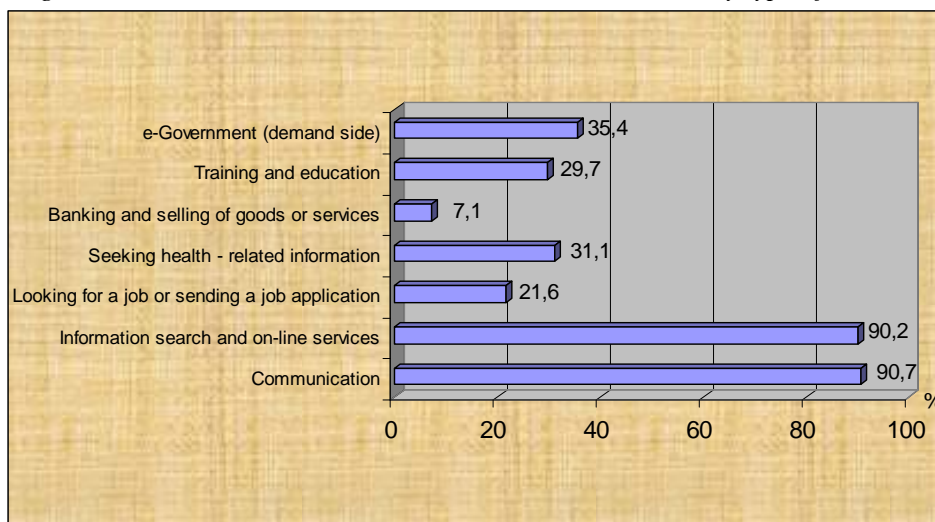
Figure 5. Individuals who had taken training course (of at least 3 hours) on any aspect of computer use



In 2010 the individuals use the Internet mostly for communication in the social networks, chat or video calls and for sending and receiving e-mails (90.7%). The search of information and on-line services is among the most often happening reasons to surf in the network and 90.2% of the individuals search information, listen to web radio, watch TV, download software, games, music, movies or uploading self-created content (text, images, photos, video, music etc.). This figure includes the users which take advantage of the Internet facility for reading or downloading digital books, newspapers, magazines etc.

In 2010 e-Government services have been used of 35.4% of the individuals for obtaining information from public authorities' web sites, downloading official forms or sending filled in forms.

Figure 6. Individuals used the Internet in the last 3 months by type of activities





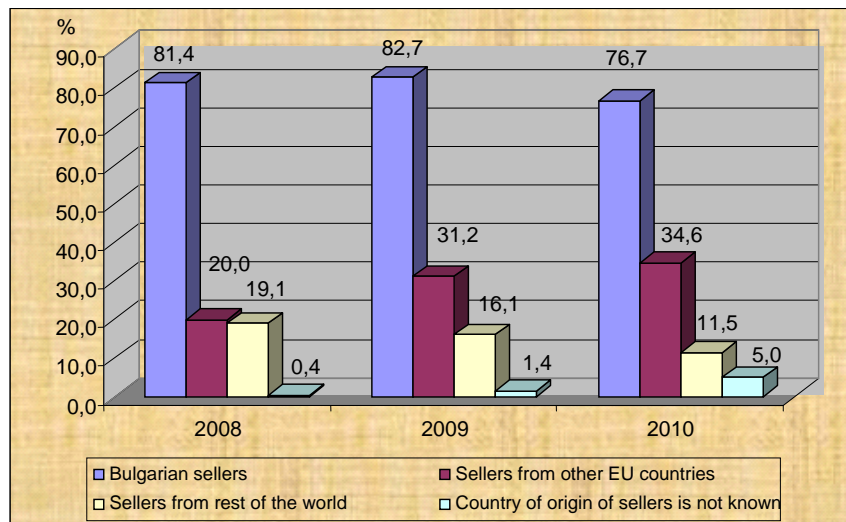
E – Commerce

Despite the abundance and variety of shops and auctions in the Internet, the data for 2010 don't indicate changes in the tendency of e-commerce usage by individuals in Bulgaria. The share of the citizens preferred to buy goods or services in the Internet is 5.1% in the last twelve months. The men are a little bit more active as concerns the Internet purchases and 5.4% of them had orders in the online shops saving time, compared with 4.8% of the women.

Online demand of some goods and services increasing in the last year and 47.3% of the individuals who use e-commerce had ordered clothes or sports goods, compared to 43.0% for the previous year. The share of people who trust the online services for holiday accommodation and hotels reservation, payment and travels arrangements (transport tickets, carhire, etc.) is also increasing and the annual growth compared to 2009 is 3.3%.

Out of total individuals never use e-commerce in 2009, the largest share belongs to those which indicated the reason, that prefer to do their shopping in the market or shop and to see the product (21.7%) and 19.4% saying that don't need to purchase in the Internet.

Figure 7. E-commerce by sellers of origin



Most frequently the individuals have ordered goods or services through the Bulgarian online shops in the last twelve months (76.7%). More and more preferable are the Internet shops and the offered commodities within, as a bit over one third of the purchases have been done in the European Union countries' websites (34.6%). While the e-commerce between Bulgaria and EU countries records an average annual growth of 7.3% for the period 2008 – 2010, in the same time the customers gradually lose interest to buy from the Internet sellers of the other countries outside the Community.