



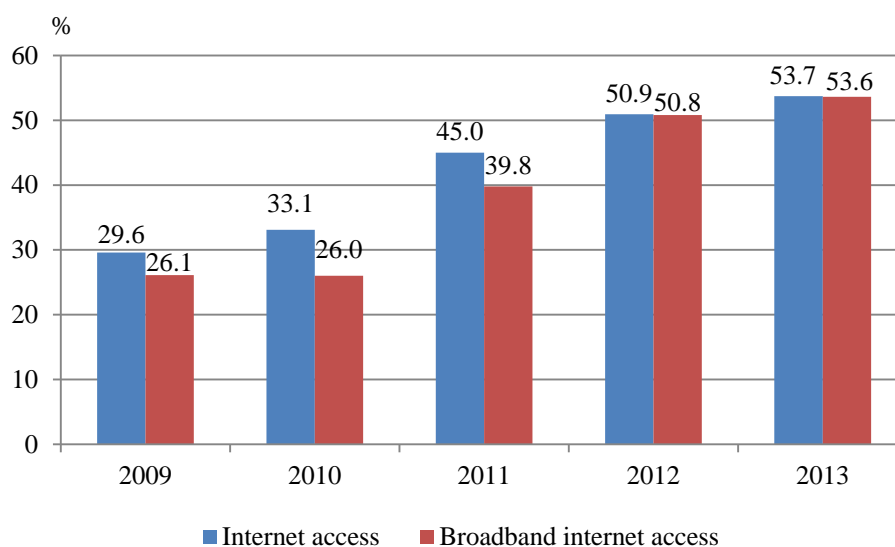
MAIN RESULTS FROM THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE IN HOUSEHOLDS AND BY INDIVIDUALS

According to Regulation № 808/2004 of the European Parliament and the Council concerning statistics on the information society, the NSI conducted a survey on Information and Communications Technologies (ICT) usage in households and by individuals. The survey was conducted in all member states of the European Union according to a common methodology which ensures an international comparability of the results. 4 161 ordinary households and 9 198 individuals aged 16 – 74 were interviewed.

Internet access in the households

The results of the survey on the information communication technology (ICT) usage by households and individuals for 2013 show that more than half of the households (53.7%) in Bulgaria had access to the internet at home, which was a growth of 2.8 percentage points, compared to the previous year. There was the same increase (2.8 percentage points) on the relative share of the households using broadband access and this share reached 53.6% for 2013, or almost all households with internet access were ensured with fast and reliable connection.

Figure 1. Share of households with Internet access and broadband internet access

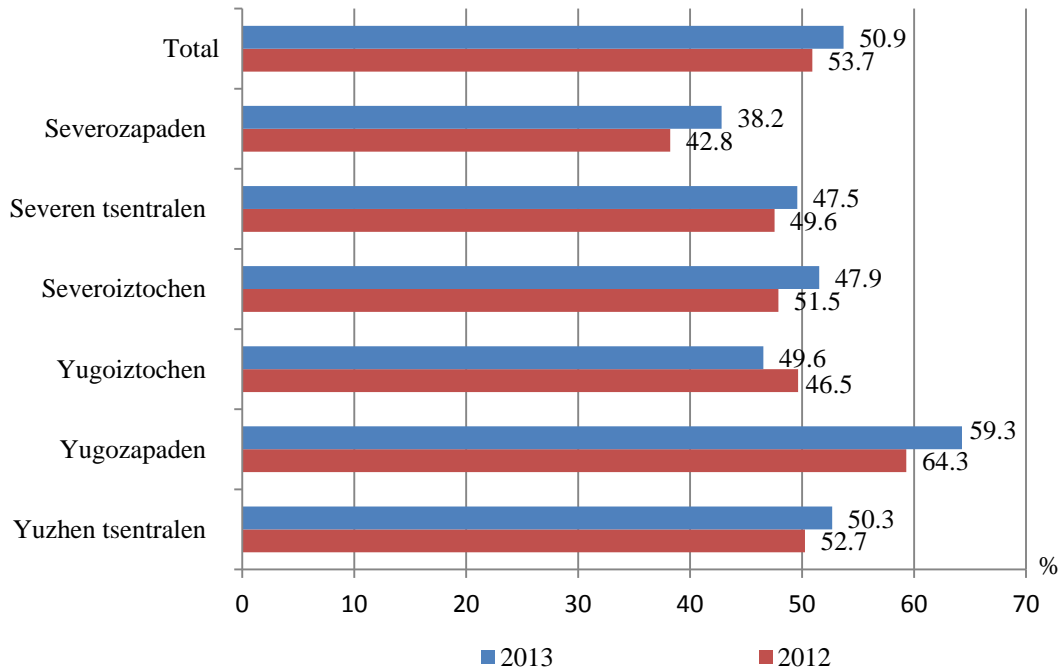


There has been a notable trend in growth for the introduction of new technologies – for a five year period the share of the households with internet access has increased with 24.1 percentage points and the broadband connection usage has increased with 27.5 percentage points.

In comparison with the previous year an increase of the relative shares of the households with internet access in all statistical regions was observed, excluding the Yugoiztochen region, in which there was a decrease with 3.1 percentage points.



Figure 2. Distribution of households with internet access by statistical regions



The highest relative share of households with internet access was found in the Yugozapaden region - 64.3%, where the capital is located. It was followed by the Yuzhen tsentralen region and the Severoiztochen region, where slightly more than half of the households had access to the internet – respectively 52.7% и 51.5%. The households in the Severozapaden region were lagging behind the tendency within the country, as there only 42.8% had access to the internet.

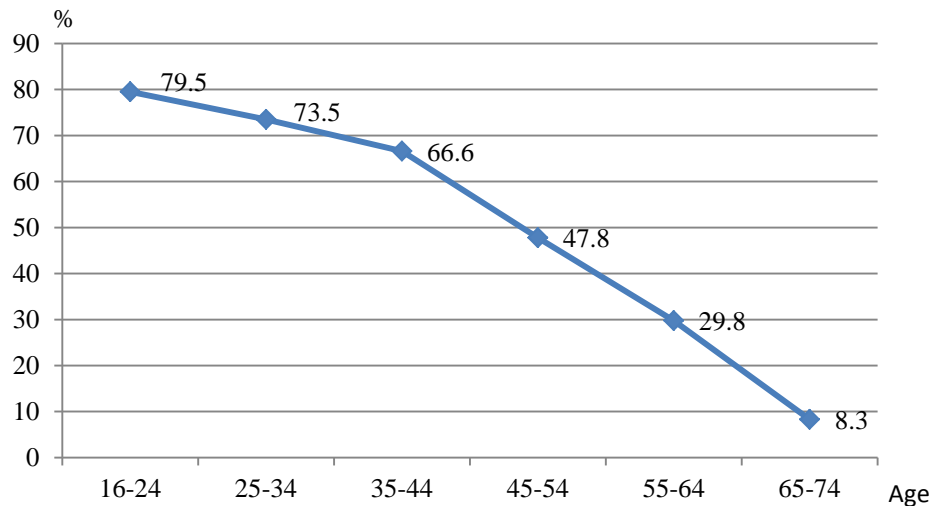
ICT usage by individuals aged 16 - 74 years

There was a stable trend for growth of the regular usage of internet by individuals and in comparison to the previous year was registered a slight increase of 0.9 percentage points for individuals who had taken advantage from the global network every day or at least once a week. In 2013 more than half (51.2%) of all individuals aged 16-74 years had used regularly internet.

Data from the so far conducted surveys on ICT usage by individuals have shown that the most active web users are young people between 16 and 24 years and for 2013 79.5% of them surf the internet every day or at least once a week. A back to front proportional correlation was observed between the age groups and the frequency of the regularly internet usage - for the elder age groups there were lower values observed for this indicator and only 8.3% of the population in the highest age group (aged 65 – 74) had used the global network.



Figure 3. Relative share of individuals aged 16-74 years, who were using internet regularly (every day or at least once a week) by age



Males were more active in regular internet usage in comparison to females - respectively 52.6% and 50.0%.

There was also a notable difference in distribution of regular internet users by educational level of individuals, as 86.1% from individuals with tertiary education were using regularly the global network, while this relative share of individuals with basic education or below that was 19.2%.

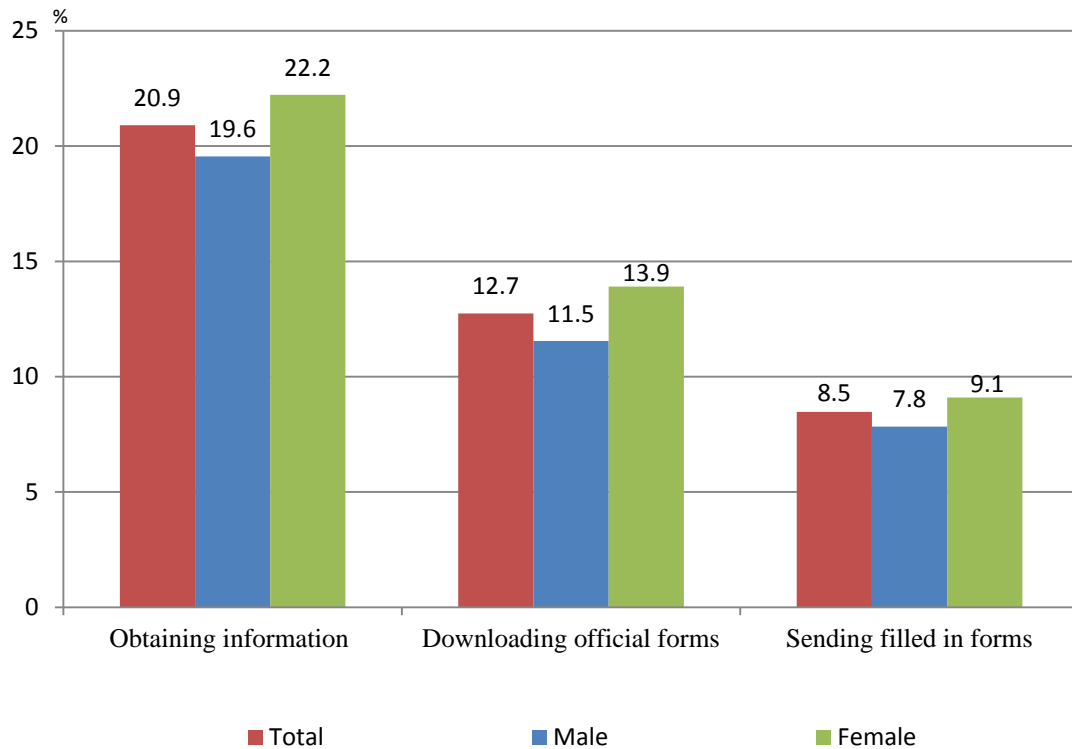
Internet usage for interaction with public authorities by individuals

In 2013 22.6% of individuals had used the global network for interacting with the government or local authorities. The highest relative share was observed for individuals who received information from webpage/website of public authorities (20.9%), followed by the relative share of individuals who downloaded official form from a relevant webpage (12.7%) and ones who sent filled in forms (8.5%) for the last 12 months.

Females were more active in the usage of online services provided by public authorities in comparison to males - respectively 24.1% and 21.0%.



Figure 4. Relative share of individuals who had used internet for interaction with public authorities in the last 12 months by type of purposes and gender

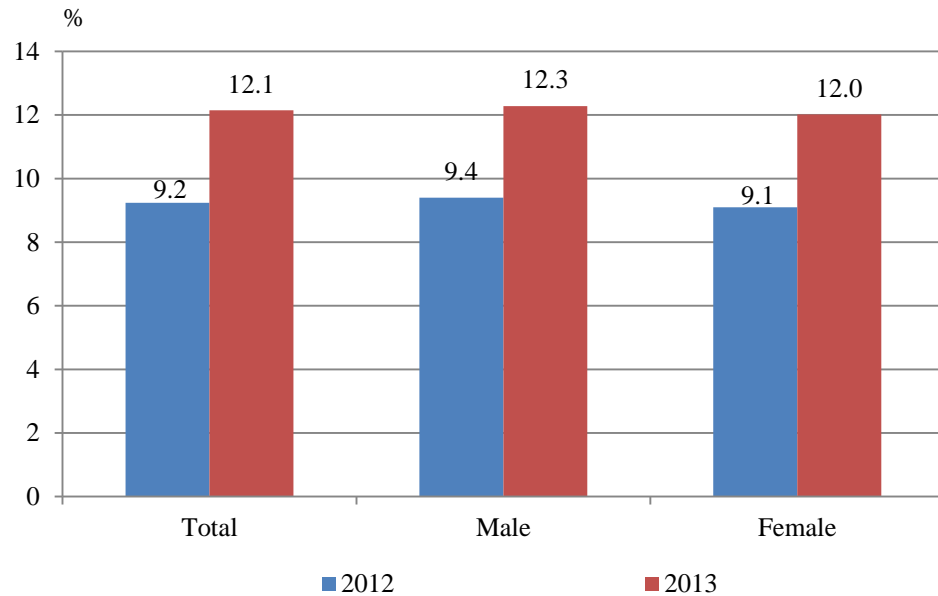


Electronic commerce (E-commerce)

The survey results indicate that there was a gradual increase of the relative share of individuals who made personal (not job-related) purchases online. For the last 12 months prior to the interview 21.1% from individuals aged 16-74 years had made online purchases, which was with 2.9 percentage points more in comparison to the previous period.



Figure 5. Relative share of individuals who had made orders/purchases of goods or services for personal purposes via internet in the last 12 months by gender

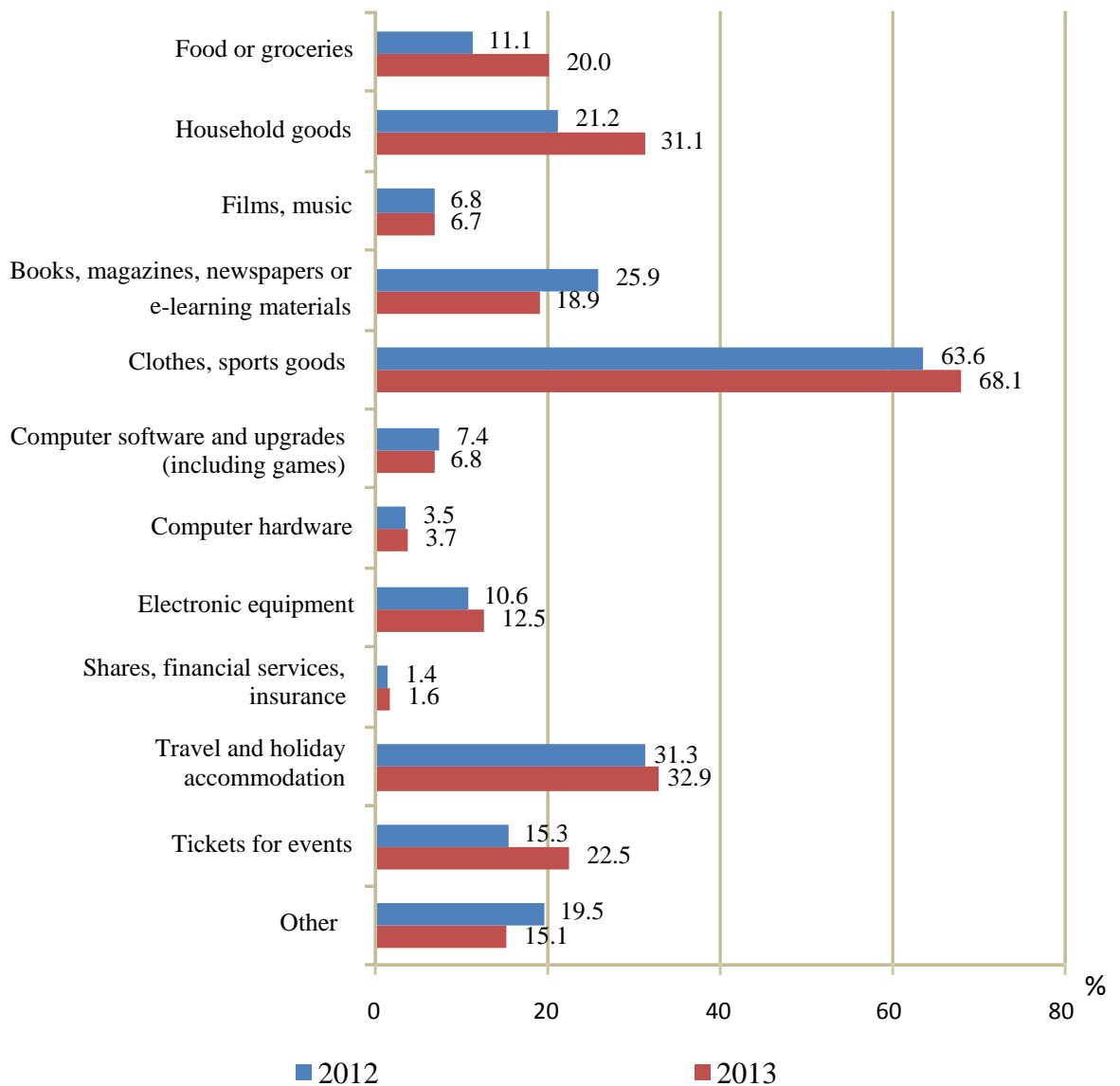


There were not any significant differences between males and females who were purchasing online - respectively 12.3% and 12.0%.

The highest relative share had purchased cloths and sport goods, as they were ordered by 68.1% of individuals who had online purchases. Next in line were orders related to trips and hotel reservations (32.9%), households' goods (31.1%) and purchases of tickets for entertainment events - 22.5%.



Figure 6. Relative share of ordered via internet goods and services in the last 12 months by type



More information and data from surveys on Information and Communications Technologies (ICT) usage in households and by individuals, can be found at the NSI's webpage: <http://www.nsi.bg/otrasalen.php?otr=48>.