



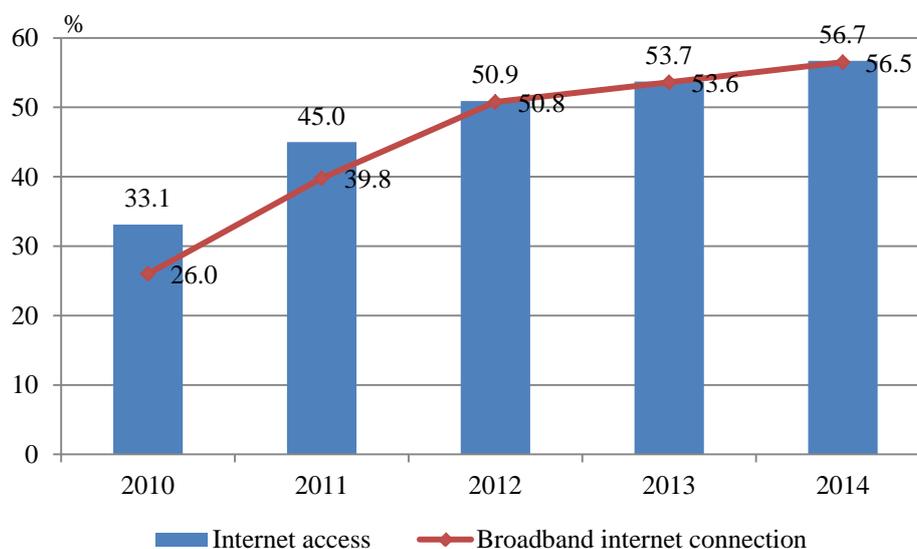
MAIN RESULTS FROM THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE IN HOUSEHOLDS AND BY INDIVIDUALS IN 2014

According to Commission Regulation (EU) № 859/2013 of 5 September 2013, 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. 4 228 ordinary households and 9 541 individuals aged 16 - 74 were interviewed.

Access to the internet in households

The results of the survey on the information and communications technologies (ICT) usage in households and by individuals show that in Bulgaria, 56.7% of the households had access to the internet at home in 2014, which was a growth of 3.0 percentage points, compared to the previous year. About the same was the increase of the relative share of households using broadband internet connection (2.9 percentage points) as this share reached 56.5% in 2014, 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 connection

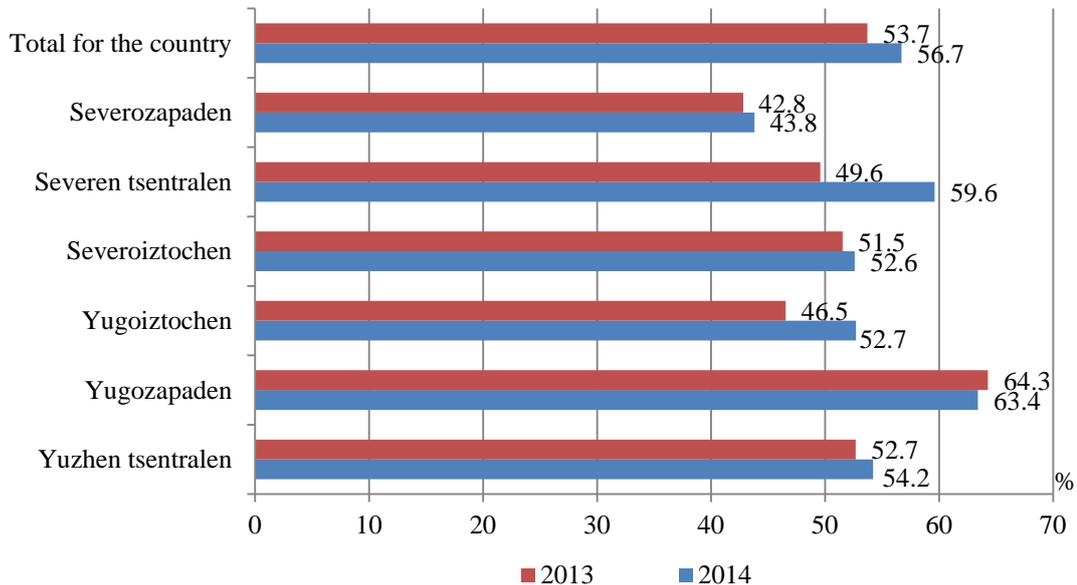


There is a notable trend in growth for the introduction of new technologies - for a five year period the share of households with internet access has increased with 23.6 percentage points and the broadband connection usage has increased with 30.5 percentage points.

In 2014 the highest relative share of households with internet access was found in the Yugozapaden region - 63.4%, where the capital city is located, followed by the Severen tsentralen region and the Yuzhen tsentralen region, respectively with 59.6% and 54.2%. The households in the Severozapaden region lagged behind the tendency within the country, as there only 43.8% of the households had access to the internet at home.



Figure 2. Relative share of the households with internet access by statistical regions in 2013 and 2014



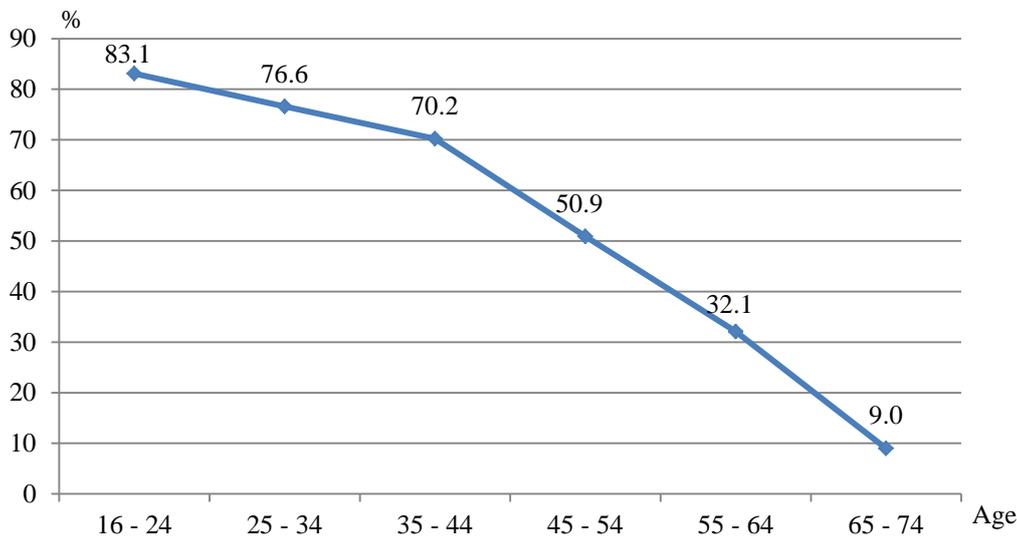
ICT usage by individuals aged 16 - 74 years

In 2014, 53.7% of the individuals aged 16 - 74 years used the internet every day or at least once a week. There is a stable trend for growth of the regular internet usage by individuals as in comparison to the previous year an increase of 2.5 percentage points was registered and in comparison with 2010 - an increase of 12.1 percentage points. At the same time the relative share of individuals aged 16 - 74 who have never used the internet has decreased from 51.2% in 2010 to 37.1% in 2014.

Data from the so far conducted surveys on ICT usage by individuals showed that the most active web users was young people between 16 and 24 years as 83.1% of them surfed the internet every day or at least once a week in 2014. There is a back to front proportional correlation between the age groups and the frequency of the regularly internet usage - for the elder age groups lower values for this indicator was observed as only 9.0% of the population in the highest observed age group (65 - 74) used the global network.



Figure 3. Relative share of individuals aged 16 - 74 years, who used internet regularly (every day or at least once a week) by age in 2014



Males were more active in regular internet usage in comparison to females - respectively 54.7% and 52.6%.

There is also a notable difference in distribution of the regular internet users by educational level. While 86.3% from the individuals with tertiary education used regularly the global network, the relative share of those with basic education or below was only 23.4%.

In 2014, 50.8% of the regular internet users used a mobile device to access the Internet away from home or work via mobile phone network or via wireless network. 84.3% of them accessed the network via mobile phone¹, 56.4% - via portable computer² and 6.0% - via other device.

Main purposes of internet use by individuals (for private purposes)

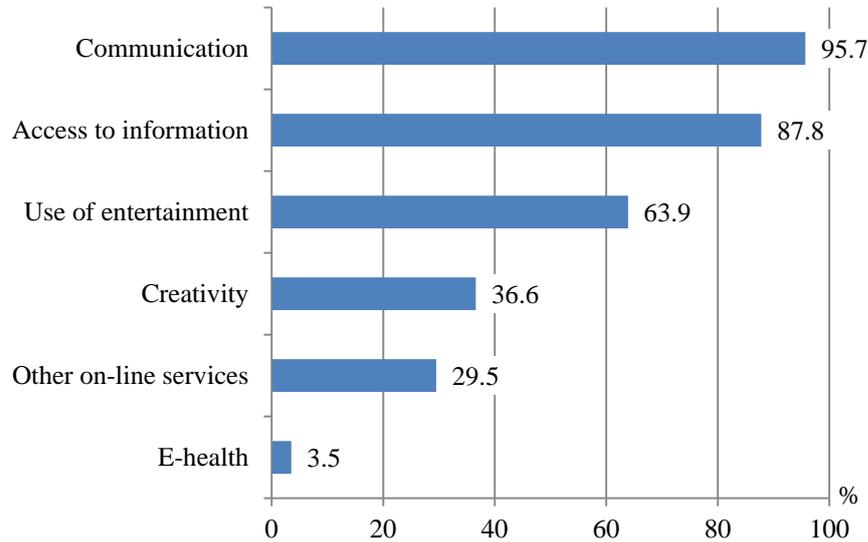
The regular internet users mostly used the network for communication in 2014. 95.7% of them reported that they used the internet for sending or receiving e-mails, telephoning over the internet or making video calls (via communication programs such as Viber, Skype etc.) or for participating in social networks (Facebook, Twitter, etc.). 87.8% of individuals used the global network to access to information (reading online newspapers, news or finding information about goods or services). The share of those who used the internet for entertainment (listening to web radio, playing games, downloading images, films or music etc.) was 63.9% and of those who used it for creativity (uploading self-created content such as text, music, videos to websites to be shared or creating websites or blogs etc.) - 36.6%. Only 3.5% of individuals, regularly using the internet, used of E-health (making an appointment with a practitioner, hospital etc.). With the purpose of other on-line services related to travel and accommodation, selling goods or services, internet banking the network was used by 29.5% of individuals.

¹ Incl. smart phone

² Laptop, tablet, netbook or electronic notebook



Figure 4. Main purposes of internet use by individuals aged 16 - 74 in 2014



Use of Cloud Services

The use of cloud services for private purposes was observed for the first time in 2014. These services offer the possibility to store files on a server accessible over the internet. Many of them are used for sharing files with others. Cloud computing means that individuals move from using their own resources (hardware, software) to using the resources of a cloud computing provider as a service via the internet.

The survey results showed that in Bulgaria 21.3% of the regular internet users aged 16 - 74 used storage space on the internet to save or share documents, pictures, music, video, other files or used file sharing services in 2014.

From the regular internet users, 23.1% of the males and 19.4% of the females used cloud services.

With regard to the age 34.2% from the regular internet users aged 16 - 24 used cloud services and this fact once again defined the youngest age group as the most active in using new technologies. Next in line was the relative share of individuals aged 25 - 34 (24.0%) and of those aged 35 - 44 (19.9%). Only 8.0% of the individuals aged 55 years and over, who regularly surf the network, used storage space or file sharing services over the internet.

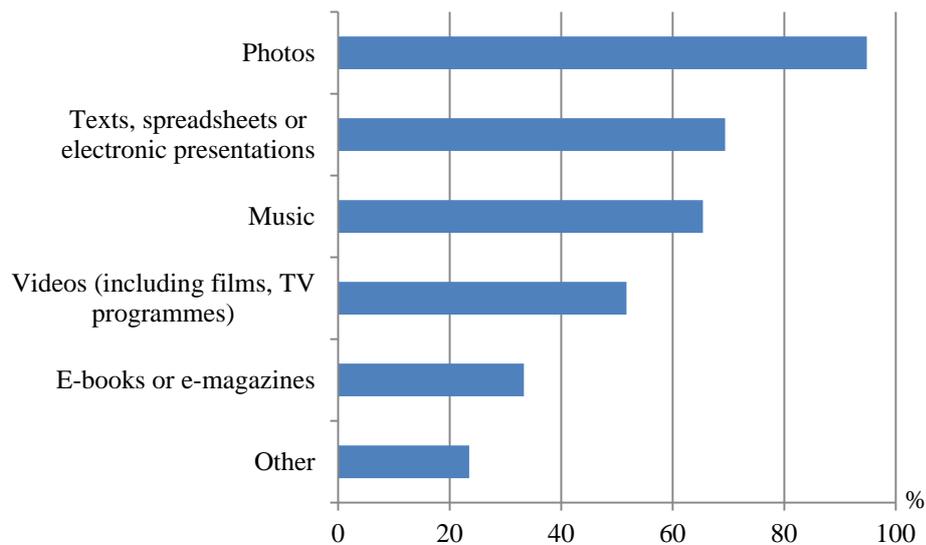


1. Relative share of individuals using cloud services (as a share of regular internet users) in 2014

	(Percent)
Total	21.3
By gender	
Male	23.1
Female	19.4
By age	
16 - 24	34.2
25 - 34	24.0
35 - 44	19.9
45 - 54	15.0
55 - 64	8.0
65 - 74	8.0
By activity	
Active	
Employed	20.6
Unemployed	12.8
Inactive	
Students	37.9
Other inactive	8.3

Most common the individuals used storage space over the internet to save or share photos (94.8%); texts, spreadsheets or electronic presentations (69.4%) and music (65.4%). Videos (including films, TV programmes) over the cloud was saved by 51.7% of the persons using such services; e-books or e-magazines - by 33.3% and other type of data - by 23.5%.

Figure 5. The type of files used by individuals on internet storage space for file saving, sharing, reading or playing in 2014





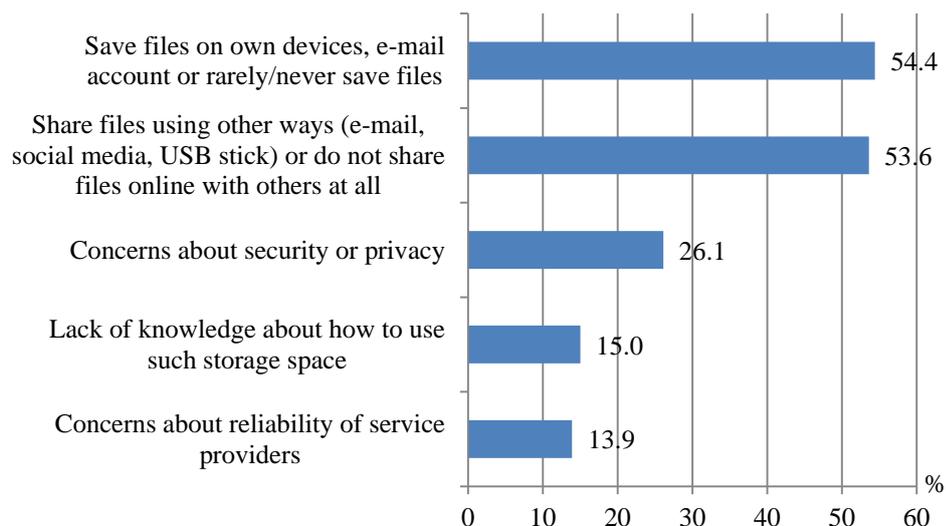
Individuals mainly used cloud services for free. Only 11.5% from the users of such services paid for them in 2014.

The most frequent problem experienced by 59.5% of the cloud services users was the slow speed of access or use. 33.1% of the users faced technical server problems (e.g. unavailability of the service) and 29.3% - problems related to incompatibility between different devices or file formats. Problems related to disclosure of data to third parties due to security problems or breach were faced by the lowest number of cloud users - 7.8%.

No problems were faced by 25.4% of the users of internet storage space or file sharing services.

From the regular internet users who did not use cloud services 74.2% were not aware of the existence of such services. Different reasons were pointed by the rest of the individuals who were aware of the existence of cloud but did not use it. Most often people avoided using cloud because they preferred to save files on own devices, e-mail account or they don't save files (54.4%) and other 53.6% shared files using other ways or did not share files online with others at all.

Figure 6. Relative share of persons who did not use cloud services by reasons in 2014¹



¹ As a percentage of regular internet users who were aware of the existence of cloud services but did not use them.

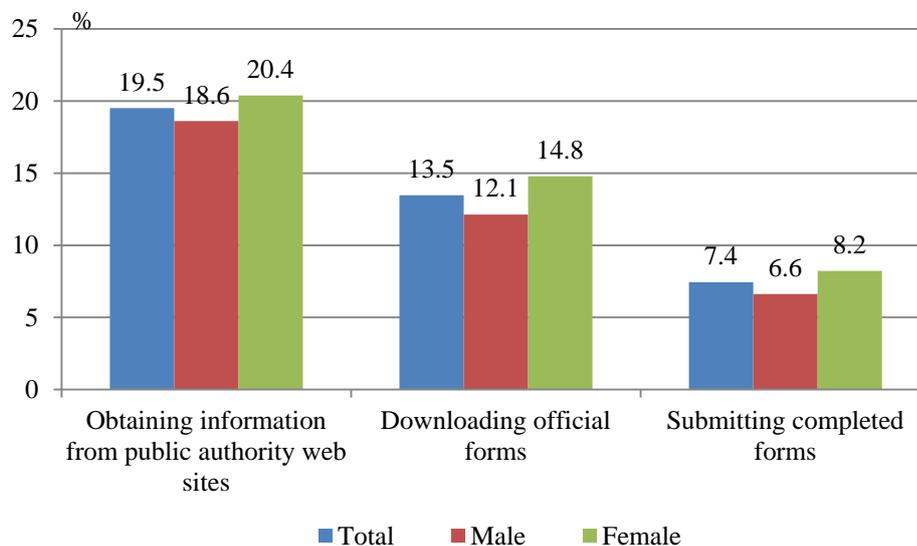


Internet usage for interaction with public authorities by individuals

21.0% of individuals used the global network to interact with government or local authorities in 2014. The highest relative share was observed for individuals who received information from public authorities website (19.5%), followed by the relative share of individuals who downloaded official form from a relevant webpage (13.5%) and ones who sent filled in forms (7.4%) for the last 12 months.

Females were more active in the usage of online services provided by public authorities in comparison to males - respectively 22.1% and 19.9%.

Figure 7. Relative share of individuals who used the internet to interact with public authorities in the last 12 months by type of purpose and gender

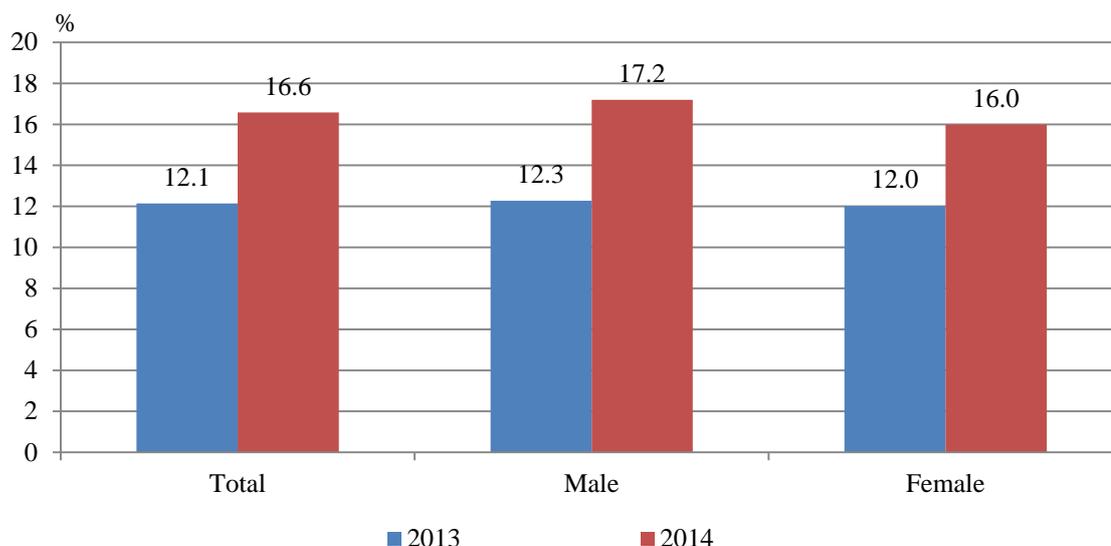




Electronic commerce (E-commerce)

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 16.6% of the individuals aged 16 - 74 years made online purchases, which was with 4.5 percentage points more in comparison to the previous year.

Figure 8. Relative share of individuals who made orders/purchases of goods or services for personal purposes via internet by gender in 2013 and 2014



Males were more active in online shopping than females in 2014 - respectively 17.2% and 16.0%.

Most often individuals purchased online cloths and sport goods as 72.5% of individuals who had online purchases ordered such articles. Next in line were orders related to households' goods (31.3%) and orders related to trips and hotel reservations (28.0%).

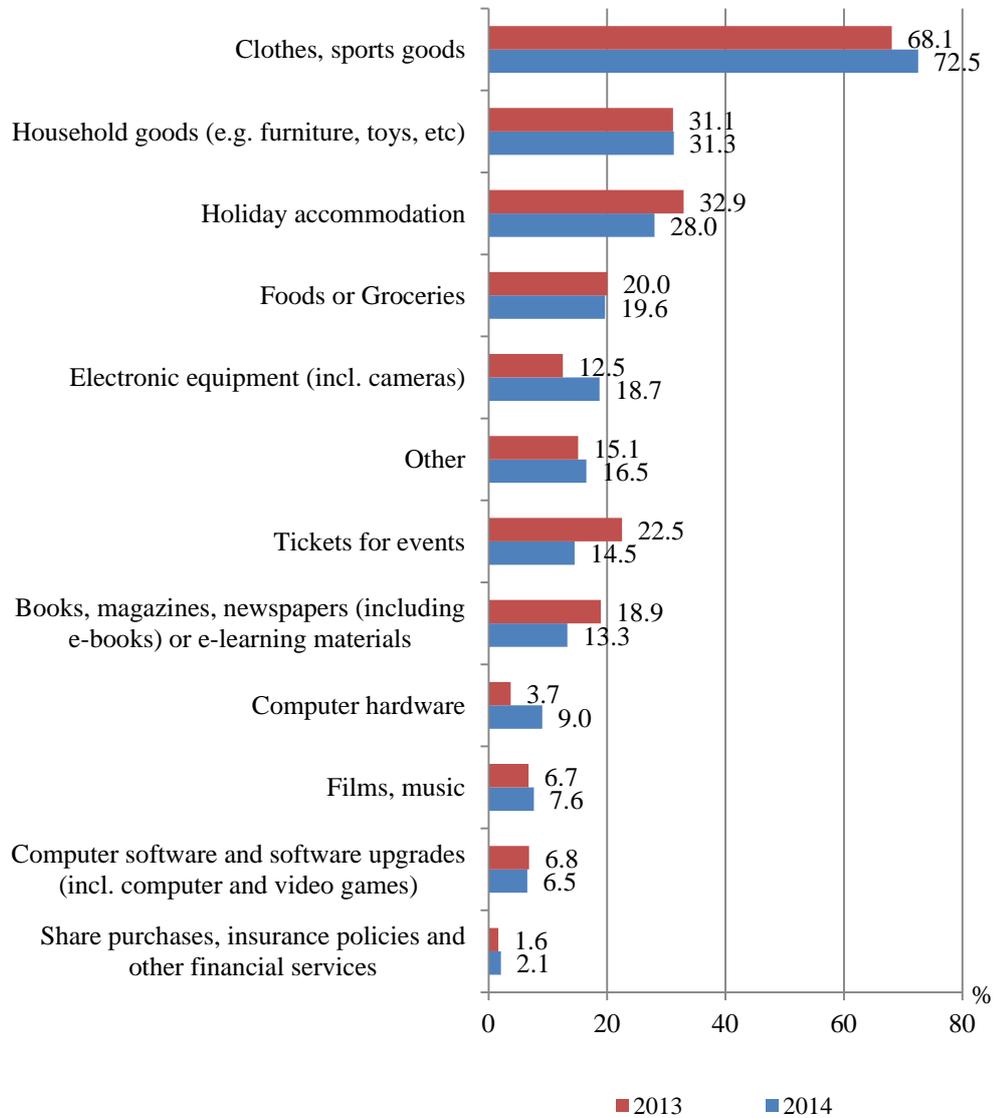
Individuals used mostly offline payment methods for goods or services ordered over the internet. Of them 60.2% used payment method without using the internet (in cash, via ordinary bank transfer etc.) in 2014. Over the internet via credit or debit card¹ paid 33.4% of individuals who had online purchases. The share of those who used pre-paid card or prepaid account (ePay, PayPal etc.)² over the internet was 23.7% and of those who used internet banking - 7.9%.

¹ Providing credit or debit card details over the internet during the purchase.

² Specialized sites that require prior registration, allowing an online payment.



Figure 9. Relative share of goods and services ordered over the internet in 2013 and 2014



More information and data from surveys on Information and Communications Technologies (ICT) usage in households and by individuals can be found at the NSI website: (<http://www.nsi.bg/en/node/6085>).



Annex

Table 1

Relative share of individuals, who used internet regularly (every day or at least once a week) by purpose of using it in 2014

	(Percent)
Communication	95.7
Sending / receiving e-mails	80.4
Telephoning / video calls over the internet	83.0
Participating in social networks	72.7
Access to information	87.8
Reading online news / newspapers / news magazines	74.3
Finding information about goods or services	75.5
Entertainment	63.9
Listening to web radio	35.6
Playing or downloading games, images, films or music	58.3
Playing networked games with other persons	26.2
Creativity	36.6
Uploading self-created content (text, photos, music, videos, software, etc.) to any website to be shared	36.1
Creating websites or blogs	8.4
E-health	3.5
Making an appointment with a practitioner via the website	3.5
Other on-line services	29.5
Using services related to travel or travel related accommodation	23.0
Selling goods or services	12.3
Internet banking	8.7