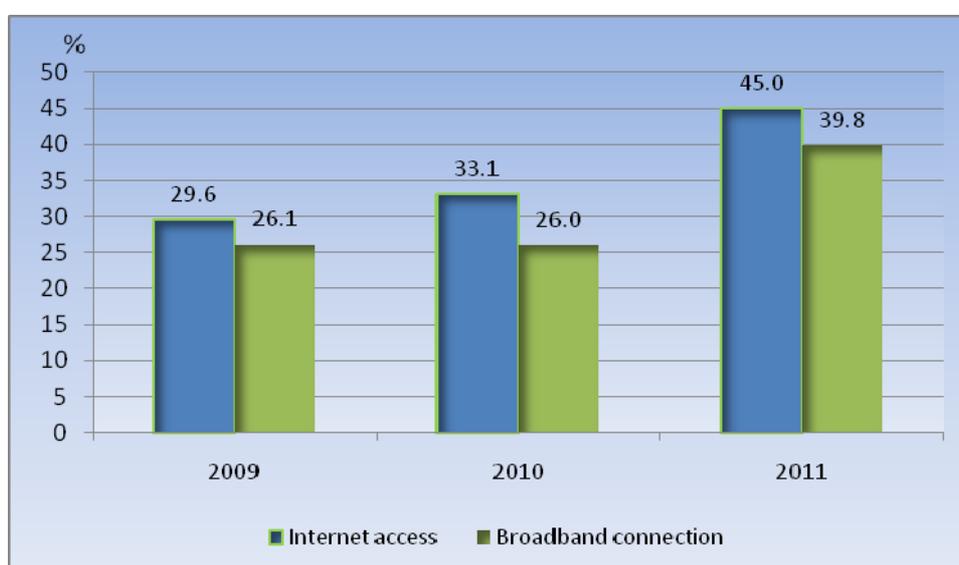




RESULTS FROM THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE IN HOUSEHOLDS AND BY INDIVIDUALS BETWEEN 16 AND 74 YEARS OLD

The results of the survey on the information communication technology (ICT) usage by households and individuals for 2011, indicates significant growth of 11.9% in the share of Bulgarian households which have Internet access at home, compared to the previous year. With high growth is outlining the important EU indicator “broadband access”, which has an increase of 13.8 percent in ensuring fast and reliable broadband of Bulgarian households.

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

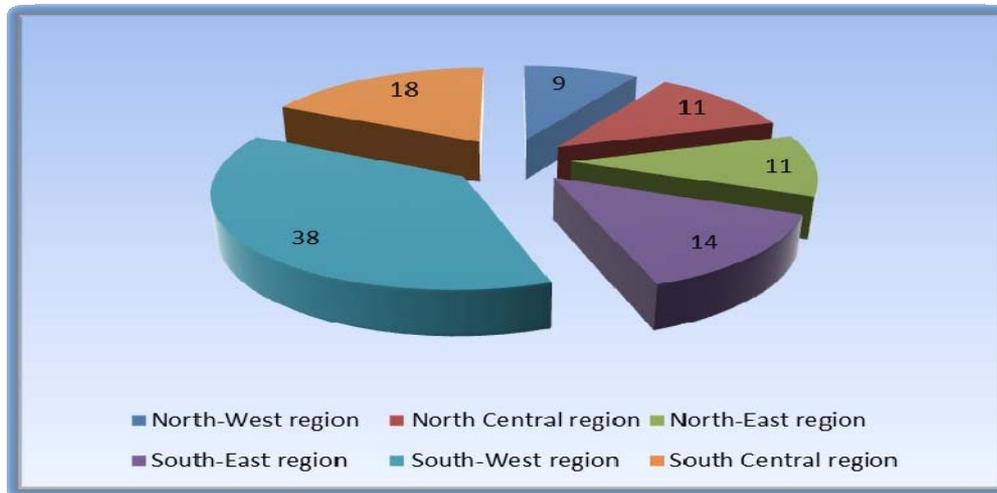


Regional distribution of structural proportions of households with Internet access indicates the most widely usage in the South-West region, where the capital is located, whose share is 38% of the total number of households with access to global network in the country. It is followed by South Central region, which also has a higher proportion than other regions (18%) and least-developed internet connections it turns North-West region (9%).¹

¹ North-West region: Vidin, Vratza, Lovech, Montana, Pleven; North-Central region: Veliko Tarnovo, Gabrovo, Razgrad, Rousse, Silistra; North-East region: Varna, Dobrich, Targovishte, Shoumen; South-East region: Bourgas, Sliven, Stara Zagora, Yambol; South-West region: Blagoevgrad, Kustendil, Pernik, Sofia, Sofia capital, South-Central region: Kardjali, Pazardjik, Plovdiv, Smolian, and Haskovo.



Figure 2. Distribution of households with Internet access by statistical regions, calculated on the base on the total number of households with Internet access for 2011

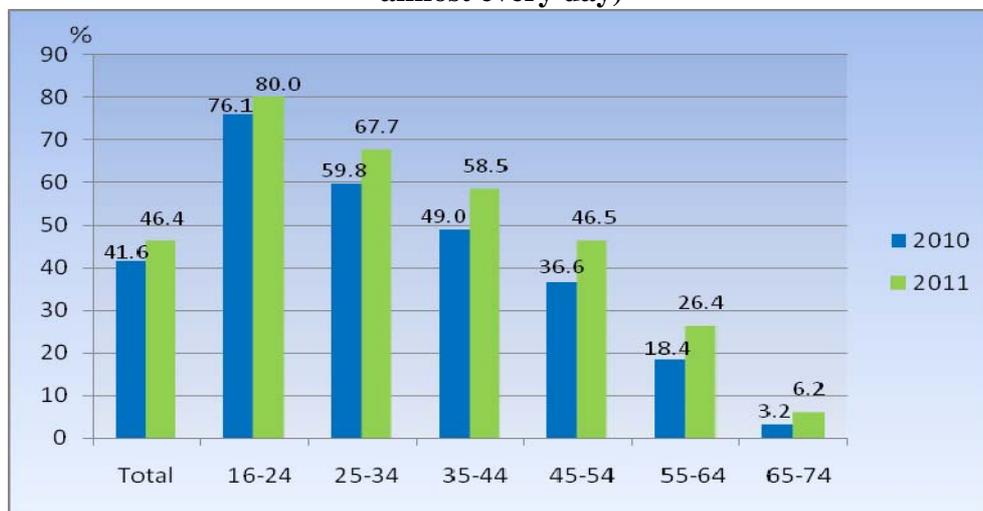


ICT USAGE BY INDIVIDUALS BETWEEN 16 AND 74 YEARS OLD

Data from conducted survey confirm the tendency of growth in regular Internet use by individuals, and based on the previous year grew by 4.8% in the proportion of people who profit by the convenience of World Wide Web every day or at least once a week.

Data from the survey shows that the most active web users are young people between 16 and 24 years and 80.0% of them surf the Internet every day or at least once a week. 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 3. Share of individuals between 16 and 74, who regularly use the Internet (every day or almost every day)



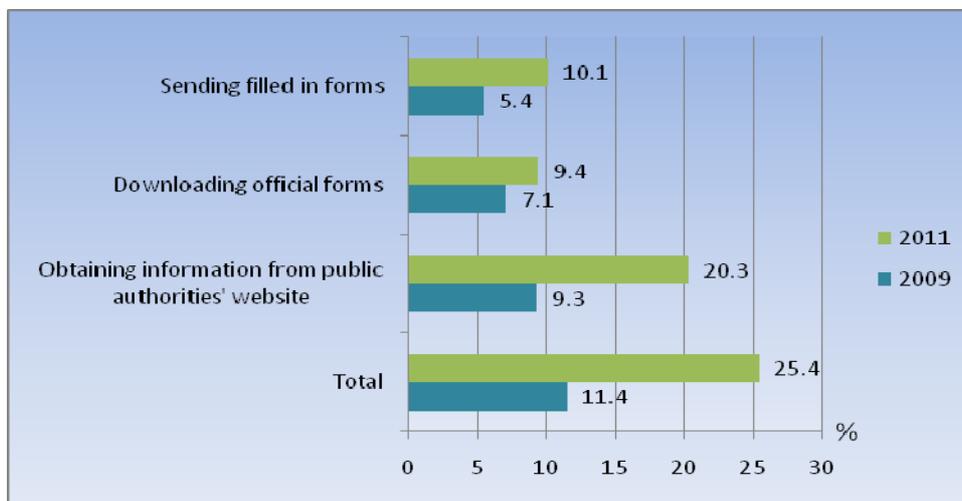


E- GOVERNMENT

With the building up the e-government in Bulgaria and the growing number of e-services offered online by the public administration and local government there is a positive growth trend of 14% in the use of online administrative procedures by citizens during the 2009 - 2011 period.

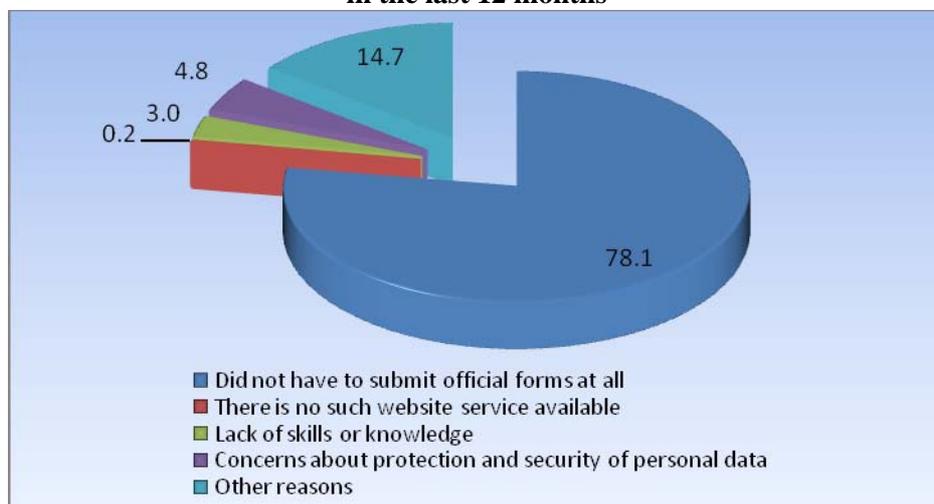
The most significant is proportion of those who received information from the web page or website of public administration in 2011 (20.3%), while the share of citizens who are returning filled in forms online in the last twelve months at the time of observation grew by 4.7% over two years.

Figure 4. Share of individuals who has used the e-Government services in the last 12 months



The share of individuals pointed out that they didn't have to submit official forms is the largest one (78.1%), and only 0.2% have searched but have not found the services they were looking for. The share of individuals who has concerns about the security and protection of their personal data is not small (4.8%), and 3.0% have answered that they don't have enough skills or knowledge in e-Government website usage. The rest 14.7% have ticked other reasons.

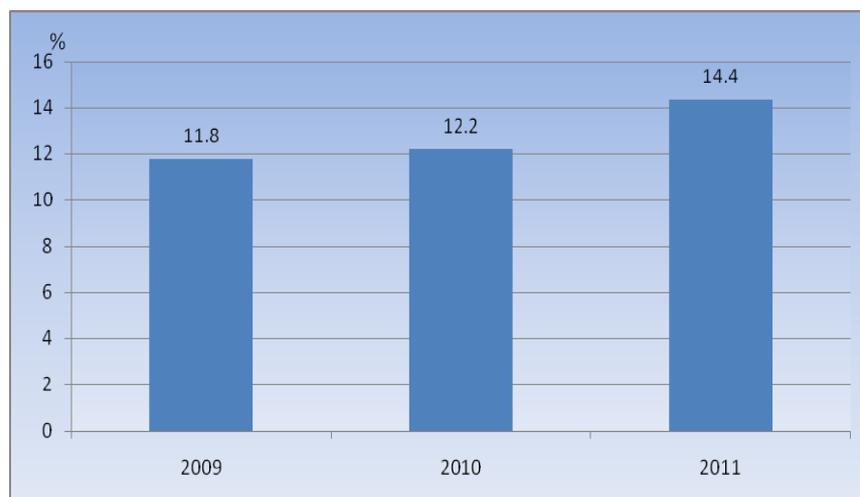
Figure 5. Reasons for not sending filled in forms to the public authorities over the Internet in the last 12 months



E-COMMERCE

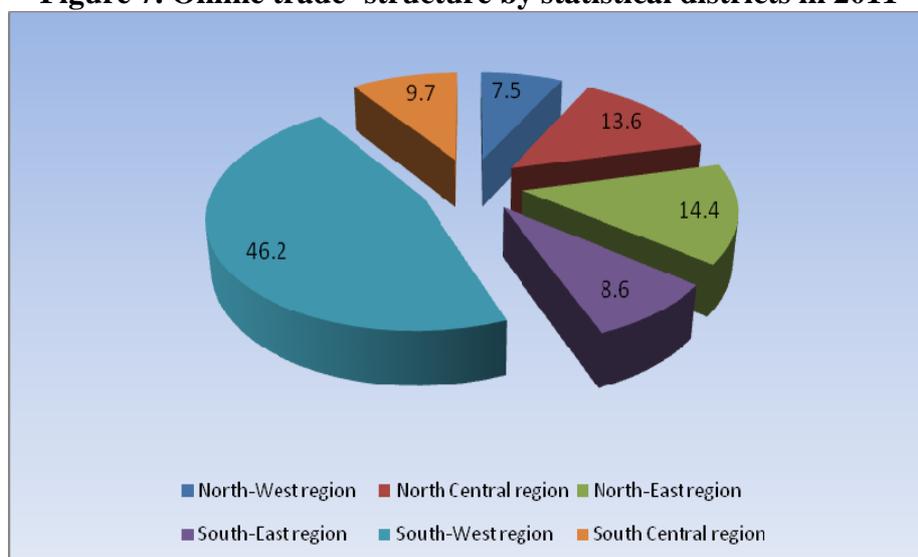
The survey on ICT usage by households and individuals for 2011 indicate that gradually increasing the proportion of people who make orders/purchases online, where the main factors are the websites for collective shopping in Bulgaria and more lucrative offers of sellers on the Internet. The people who shopped in the last twelve months in the Internet have increased of 2.2% compared to the previous year.

Figure 6. Share of individuals who have made orders/purchases goods or services for private purposes on the Internet in the last 12 months, calculated on the base of the individuals who regularly use the Internet



The most active people in online purchases are those of the South-West region, where the capital belongs to, with almost half (46.2%) of all Internet orders in the country are made in this area. It is followed by North-East and North Central region with 14.4% and respectively 13.6%. The last position belongs to the North-West region where the e-commerce usage hardly reached 7.5%.

Figure 7. Online trade' structure by statistical districts in 2011





The largest percentage of people have chosen to shop online from Bulgarian sellers, but this proportion gradually become smaller as the 2009 - 2011 period has decreased by 10% in the use of Bulgarian electronic stores, but this percentages is being allocated appropriately to the other EU countries that became more preferred in the last three years and reported growth of 7% in the same period.

Figure 8. Online purchases/orders of individuals by destination of the sellers made in the last 12 months

