



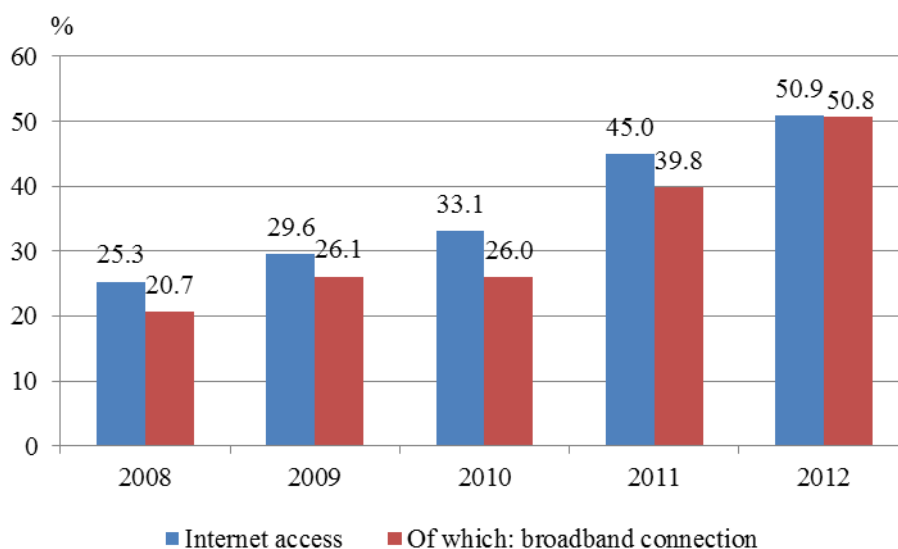
MAIN RESULTS FROM THE SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE IN HOUSEHOLDS AND BY INDIVIDUALS

According to Regulation № 808/2004 of the European Parliament and the Council concerning statistics on the information society, 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. 3 898 ordinary households and 8 252 individuals aged 16 – 74 was interviewed.

Internet access in the households

The results of the survey on the information communication technology usage by households and individuals for 2012 show that more than a half of the households (50.9%) in Bulgaria had access to the internet at home, or there was a growth of 5.9 percentage point, compared to the previous year. There was also a notable increase on the broadband access - 11.0 percentage points in comparison to the previous year and it reached 50.8% for 2012, or almost each household with internet access was ensured with fast and reliable broadband connection.

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

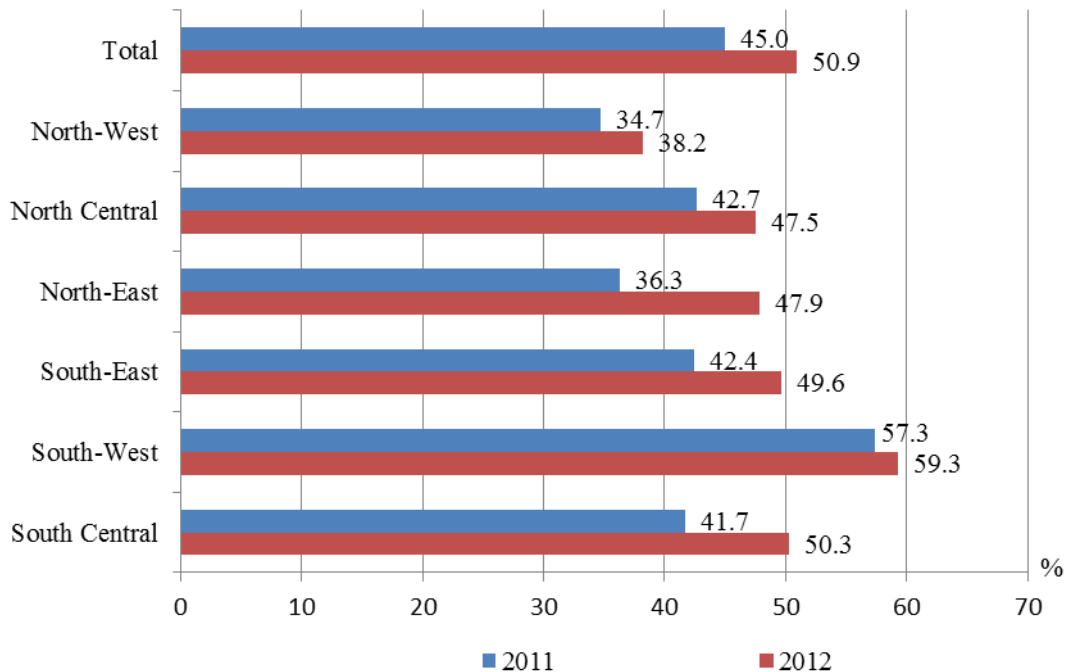


There has been a notable trend in growth for the introduction of new technologies – for a five year period the share of the households with internet access has doubled and the broadband connection usage has increased with 30.1 percentage points.

It was observed an increase of the relative shares of the households with internet access in all statistical regions.



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



The highest relative share of the households with internet access was found in the South-West region - 59.3%, where the capital is located. It was followed by South Central region and South-West region, where almost half of the households had access to the internet – respectively 50.3% и 49.6%. The households in the North-West region lagging behind the tendency within the country, as there only 38.2% had access to the internet.

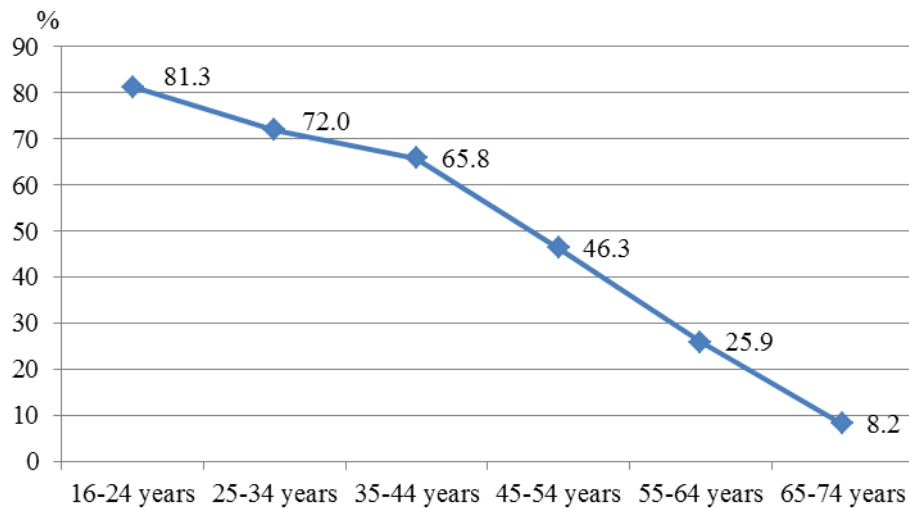
ICT usage by individuals aged 16 - 74 years

There was a stable trend for growth of the regular usage of internet by individuals and in comparison to the previous year it is registered an increase of 3.9 percentage points for individuals who had taken advantage from global network every day or at least once a week. In 2012 more than half (50.3%) of all individuals aged 16-74 years have used regularly internet.

Data from the so far conducted surveys on ICT usage by individuals show that the most active web users was young people between 16 and 24 years and 81.3% of them surf the internet every day or at least once a week. It is established a back to front proportional correlation between the age groups and the frequency of the regularly internet usage - with the aging of individuals there is a tendency of decreasing of the values of this indicator, as only 8.2% of the population in the highest age group (aged 65 – 74) use 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 51.1% and 49.5%.

There was also a notable difference in distribution of regular internet users by educational level, as 85.3% from individuals with tertiary education were using regularly the global network, while this relative share for individuals with basic education or below was 19.0.

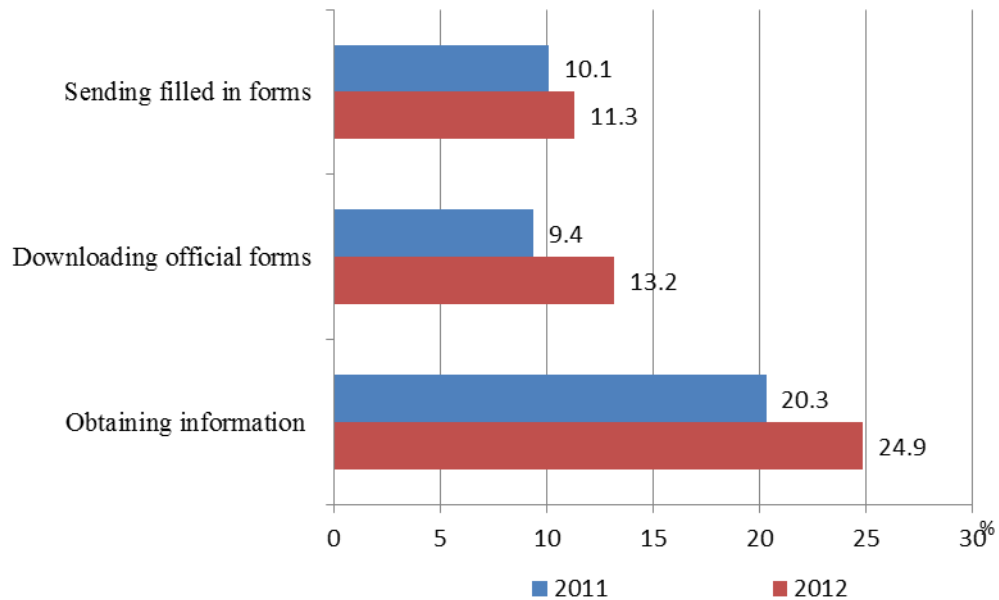
Internet usage for interaction with public authorities by individuals

It was observed a positive trend of growth for the usage of the global network by individuals for interacting with the government or local authorities - an increase of 1.2 percentage points in comparison with the previous year. The highest relative share were observed for individuals who had received information from webpage/website of public authorities (24.9%), followed by the relative share of individuals who had downloaded official form from a relevant webpage (13.2%) and ones that sent filled in forms (11.3%) for the 12 month prior to the interview.

Females were more active in the usage of online services provided by public authorities in comparison to males - respectively 27.5% and 25.7%.



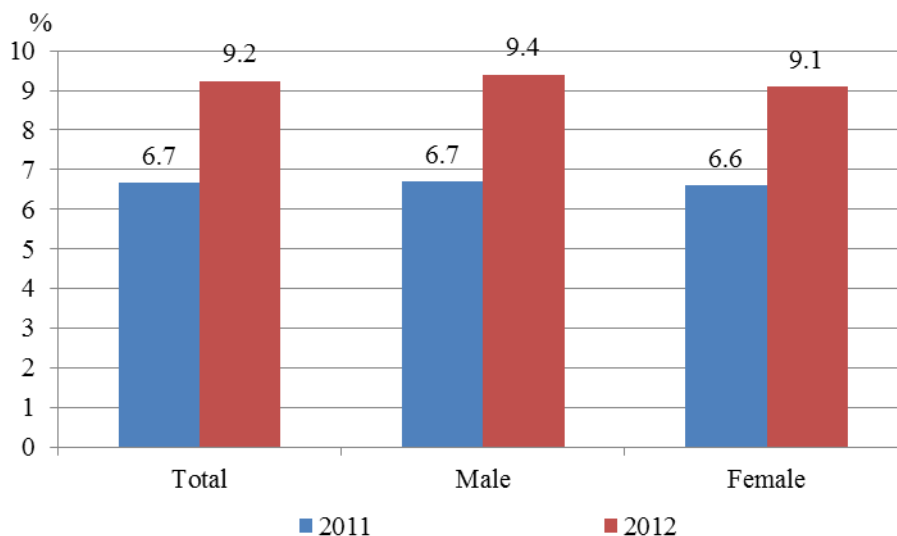
Figure 4. Relative share of individuals who had used internet for interaction with public authorities in the last 12 months



Electronic commerce (E-commerce)

The survey results indicated that there was a gradual increase of the relative share of individuals who made personal (not job-related) purchases online. For last 12 months prior to the interview 9.2% from individuals aged 16-74 years had made online purchases, which was with 2.5 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





The highest relative share was found for purchased cloths and sport goods, as they were ordered by 63.6% of individuals who made online purchases, followed by the relative shares of orders related to trips and hotel reservations (31.3%) and purchases of books, magazines, newspapers and electronic educational materials - 25.9%.

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

