

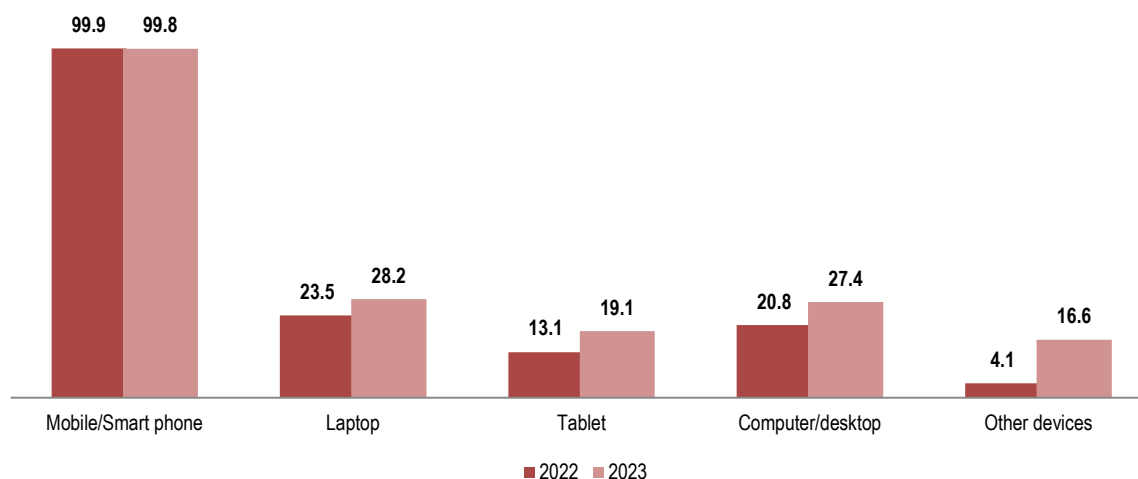
Survey on Information and Communication Technology (ICT) usage in Households and by Individuals in 2023

Tirana, 12th December 2023: Based on the results of the Survey on Information and Communication Technology (ICT) usage during 2023, from the age group 16-74 years, 83.1 % of the population use Internet, 96.2 % of which use it several times during the day.

99.8 % of individuals access internet through mobile / smart phones. While 28.2 % of the target population uses the internet through laptop, 27.4 % uses computer/desktop and 19.1 % tablet.

The percentage of individuals who make calls / video calls (via Skype, Viber, WhatsApp) is 98.7 % and this indicator has shown an increase of 0.2 percentage points, compared with year 2022.

Figure.1 Main devices used to access internet 2022-2023, in %



Households with Internet access

96.7 % of Albanian households have access to the internet, compared with 96.5 % in the previous year. 90.4 % or 660,136 households have fixed broadband internet access (optic fibre or cable network, ADSL, etc.), this indicator has shown an increase by around 0.1 percentage points. 99.3 % of households have internet through mobile broadband connection (3G / 4G, tablet, etc.) compared with 99.2 % in 2022.

Use of ICT's by individuals aged from 16 to 74

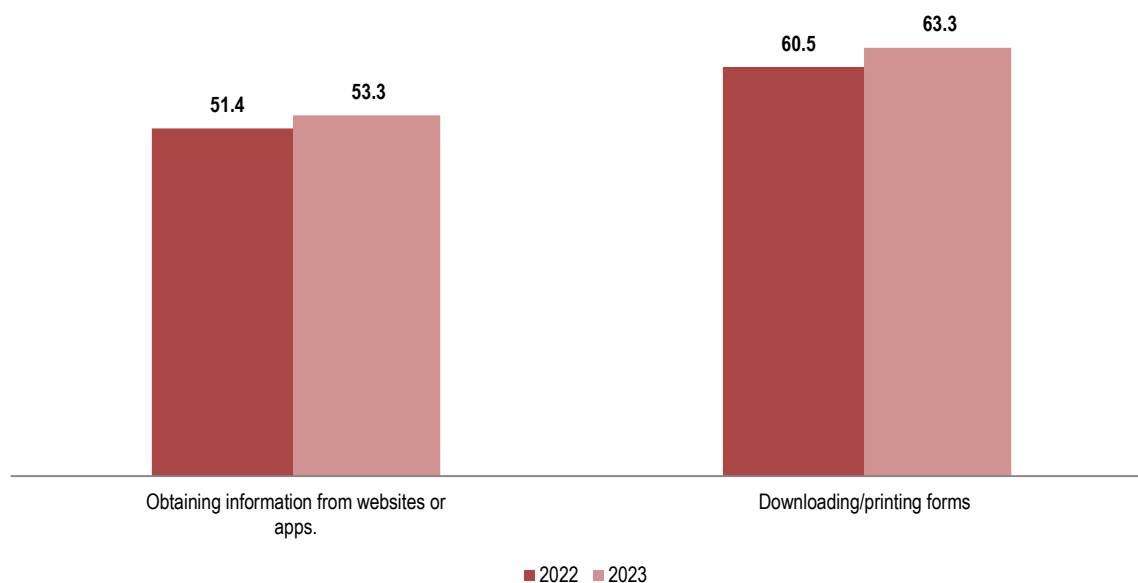
Individuals aged 16-74 years old who have used the internet “in the last three months” from the moment of conducting the interview represent 83.1 % of the targeted population. This indicator has shown an increase of around 0.5 percentage points in comparison with 2022. From those, the frequent internet users represent 96.2 % (who use the internet several times during the day) followed by those who use every day/almost every day with 3.6 % and 0.1 % at least once a week.

The activities most carried out in the last three months from the moment of conducting the interview have shown the highest increase on: accessing health-related data (e-Albania health module) (18.3 percentage points), internet banking (e-banking) (5.0 percentage points) and using instant messaging through (WhatsApp, etc.), (2.8 percentage points).

Use of e-government

In 2023 all categories of electronic contacts through internet with public authorities and some public services such as websites concerning citizen obligations (e.g. tax declaration, notification of moving), rights (e.g. social benefits), official documents (e.g. ID card, birth certificate) and public educational services (e.g. public library, information on the enrolment in schools or universities, public health services) have increased. The highest increase is recorded for the category “downloading/printing forms” by 2.8 percentage points compared to 2022 followed by the category “obtained information from websites or apps” which has shown an increase of 1.9 percentage points.

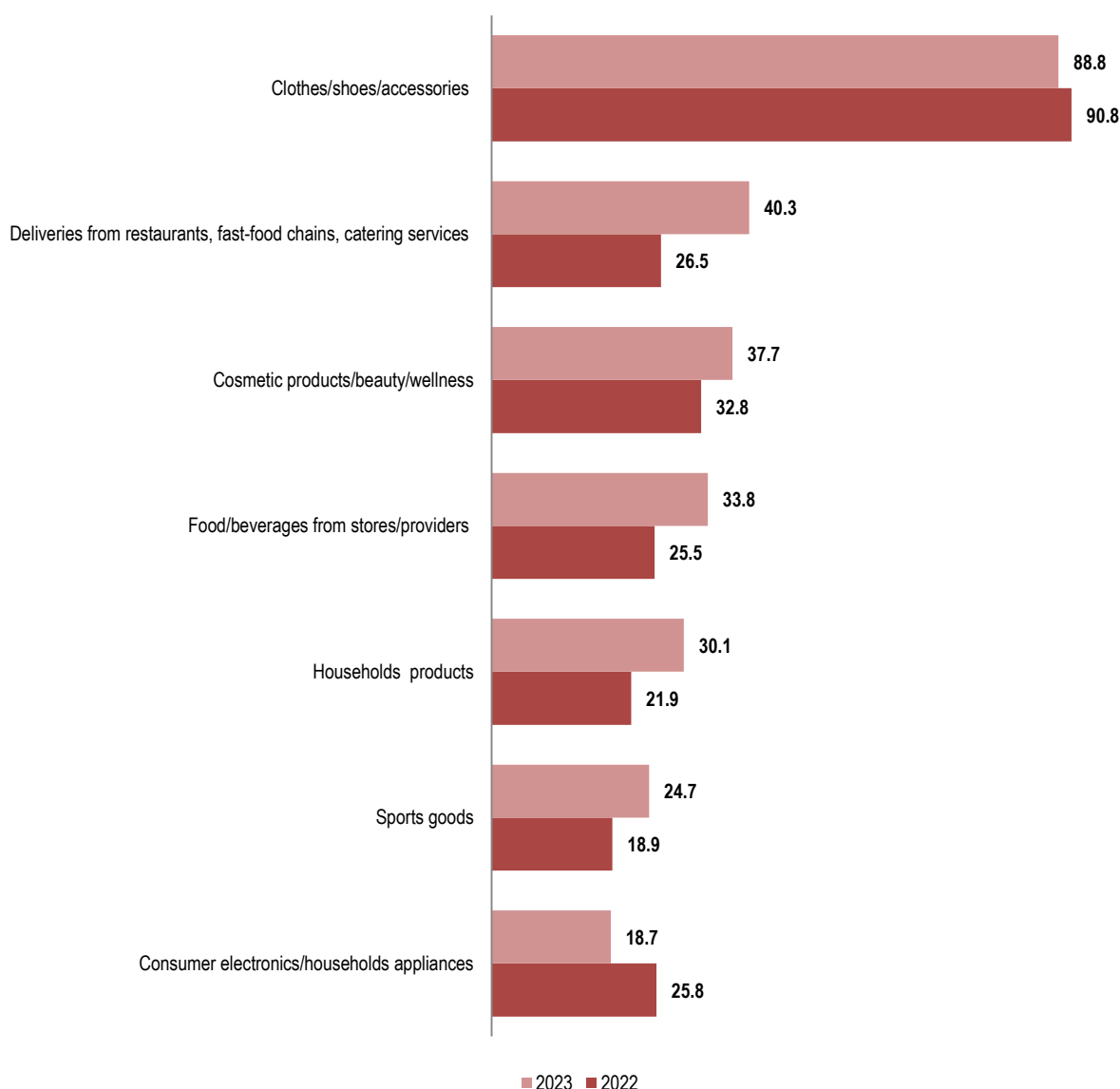
Figure.2 Use of e-government 2022-2023, in %



Use of e-commerce (online purchases)

Online purchases refer to orders of goods or services over the internet for private use via any device (desktop, portable or handheld, including mobile or smart phone). Online purchases are carried out by 38.5 % of the population aged 16-74 years old “in the last 12 months” from the moment of conducting the interview, this indicator has shown an increase by around 3.8 percentage points compared with 2022. The most purchased products/services in the last 12 months were clothing/shoes/accessories with 88.8 %, followed by deliveries from restaurants, fast-food chains, catering services by 40.3 %.

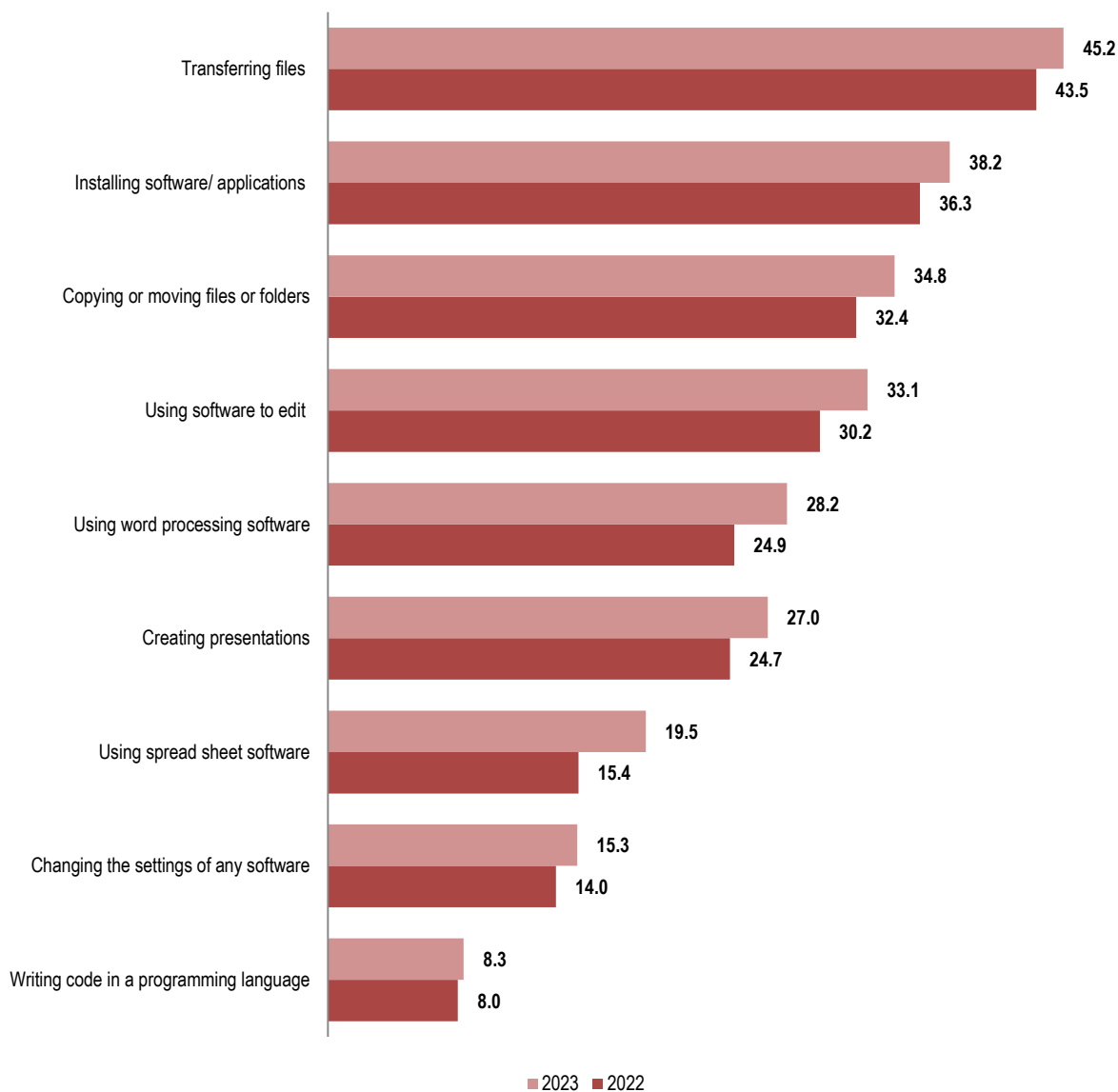
Figure.3 Individuals distribution of e-commerce (online purchases), 2022-2023, in %



Digital and computer skills

In 2023, all digital or computer skills have increased, where the highest increase was recorded for skills related to: "using spread sheet software" and "using word processing software" by about 4.1 percentage points and about 3.3 percentage points respectively.

Figure. 4 Individuals distribution by ICT skills, 2022-2023, in %



Use of ICT's by age group

The use of the internet in “the last three months” from the moment of conducting the interview among young individuals aged 16-24 was 99.1 %. The percentage of individuals in the age-group 65-74 years old, who declared that they have never used internet, were 32.3 %, an indicator which has decreased with 4.6 percentage points from 2022.

Table.1 ICT usage distribution of the by age group, 2022-2023, in %

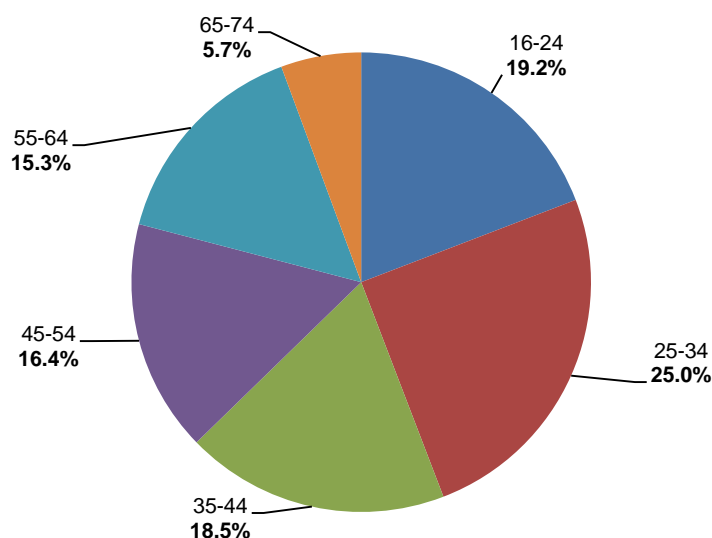
Age-group	ICT users							
	2022				2023			
	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it
16-24	96.5	0.7	0.0	2.8	99.1	0.8	0.0	0.2
25-34	96.8	0.7	0.0	2.4	97.9	0.4	0.4	1.3
35-44	93.4	2.3	0.2	4.1	91.7	2.3	0.6	5.4
45-54	81.9	4.3	2.5	11.3	80.9	3.5	3.4	12.1
55-64	66.9	6.2	4.7	22.1	69.8	4.0	4.9	21.4
65-74	52.2	5.3	5.6	36.9	52.7	4.4	10.5	32.3
Total	82.6	3.2	2.0	12.2	83.1	2.5	3.0	11.4

The use of the internet in “the last three months” from the moment of conducting the interview, has recorded the highest percentages for the category “several times during the day”, for all age-groups, where 96.2 % of individuals 16-74 years old use it several times during the day.

Table.2 ICT usage frequency distribution by age group, 2022-2023, in %

Age-group	Usage frequency							
	2022				2023			
	Several times during the day	Every day	At least once a week	Less than once a week	Several times during the day	Every day	At least once a week	Less than once a week
16-24	97.0	2.5	0.5	-	100.0	-	-	-
25-34	96.8	2.7	0.5	-	100.0	-	-	-
35-44	94.6	4.8	0.6	-	99.8	0.2	-	-
45-54	88.2	10.9	0.9	-	100.0	-	-	-
55-64	86.3	11.8	1.9	-	95.5	4.5	-	-
65-74	73.7	17.9	5.7	2.6	64.3	33.6	1.6	0.5
Total	91.6	7.0	1.2	0.2	96.2	3.6	0.1	0.0

The use of internet “several times during the day “has recorded the highest percentage in the age-group 25-34 years old followed by 16-24 years of age.

Figure.5 Distribution of internet usage “several times during the day ”, by age group 2023, in %

Use of ICT by gender

The use of internet in 2023 for both men and women has recorded the highest values for the category "during the last 3 months" from the moment of the interview, an increase of 0.5 percentage points, compared to 2022. During 2023, 84.6 % of men and 81.7 % of women in the age-group 16-74 were internet users "in the last 3 months".

Table.3 ICT users distribution by gender, 2022-2023, in %

Gender	ICT users							
	2022				2023			
	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it	Within the last 3 months	Between 3 months and a year ago	More than one year ago	Never used it
Men	83.7	3.0	2.0	11.3	84.6	2.5	2.9	10.0
Women	81.5	3.3	2.1	13.0	81.7	2.5	3.2	12.6
Total	82.6	3.2	2.0	12.2	83.1	2.5	3.0	11.4

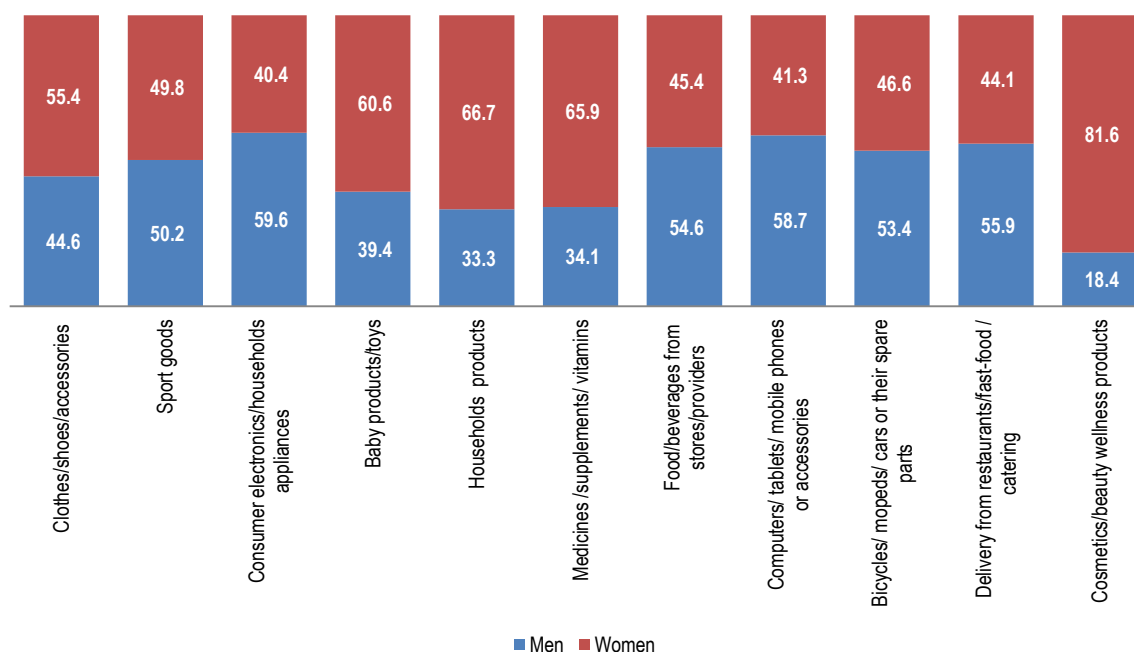
The indicator of the frequency of internet usage for the category “several times during the day” is dominated by men with 50.3 %, while for the category “every day” is dominated by women with 53.3 %.

Table.4 ICT usage frequency distribution by gender, 2023, in %

Gender	Usage frequency				
	2023				
	Several times during the day	Every day	At least once a week	Less than once a week	Total
Men	50,3	46,7	52,6	-	50,1
Women	49,7	53,3	47,4	100,0	49,9
Total	100,0	100,0	100,0	100,0	100,0

Online purchases by gender, during 2023, women bought online more for: “products for personal care” as well as “households products” and “medicines /supplements/ vitamins”. Meanwhile, men have shown more preferences in shopping for: “consumer electronics/households appliances” and “computers/ tablets/ mobile phones or accessories”.

Figure.6 Online purchases by gender 2023, in %



Methodology

The Survey on Information and Communication Technology Usage in Households and by Individuals is a statistical survey conducted in households and targets all individuals residing in Albania from 16 - 74 years old.

The survey data will be used as one of the inputs for calculating the indicators on ICT's usage and communication technologies used by households and individuals.

The survey collects data on issues related to the use of information and communication technology in the household and by individuals upon: household equipment for information and communication technologies (telephone, computer equipment, Internet access), on Internet use, e-commerce, e-government, etc.) In order to analyse more aspects of the use of new technologies, the questionnaire is dynamic so new sections are included with different frequency.

The Survey on Information and Communication Technology Usage in Households and by Individuals was conducted for the first time in 2018 with a representative sample for whole Albania.

In 2023 the Survey on Information and Communication Technology Usage in Households and by Individuals was conducted with a sample of 7,200 households. At the end of the survey, about 4,864 households distributed uniformly throughout Albania were interviewed. The response rate of the households, calculated as a ratio of the number of households that completed the survey to the number of households selected, expressed in percentage resulted 67.6 %.

The sampling is done according to a two-step procedure. The first step units (PSUs) are homogenized Census areas, with proportional probability with the size of the Census area. In the second step, within each of the selected areas in the first step, a fixed number of 10 households are selected by the systematically equal probability method. The choice in both steps was made randomly.

Data collection:

The conduction of a direct interview by the interviewers through computer assisted questionnaire (CAPI method) which includes household's questions and base data of the household and is conducted also an individual interview for each person present in the household over 16 - 74 years old.

The questionnaire structure:

- General information;
- Demographic characteristics of household members;
- Individual questionnaire (socio-demographic characteristics, modules for the ICT usage from them).

Definitions:

Household is referred to a group of individuals, a related person or not, who live together in the same apartment or in a part of the house and share a partial or common economy.

Reference period is the duration of a certain subject that the information is collected on. The survey uses different reference periods depending on the type of information that must be taken and objectives of each matter to be analysed. In 2023 the survey was conducted in the period May – July 2023.

Internet is an interconnected computer networking system that uses the Internet Protocol Suite (TCP / IP) to connect billions of devices worldwide. It is a network of networks consisting of millions of private, public, academic, business, and government networks, with local to global scope, connected by a wide array of electronic, wireless, and optical network technologies. The Internet carries a wide range of information resources and services, such as hypertext related documents and World Wide Web (WWW) applications, email, telephony and peer-to-peer file sharing networks.

Access refers to internet access not only at home but also can family members access it whenever / wherever they want.

Broadband Internet service is the most used form of high speed internet access; it is offered in several forms, DSL, ADSL as well as optical fibre, cable and satellite, public Wi-Fi networks, through the antenna.