

## Survey on Information and Communication Technology (ICT) usage in Households and by Individuals in 2025

**Tiranë, 11<sup>th</sup> December 2025:** Based on the results of the Survey on Information and Communication Technology (ICT) usage during 2025, from the age group 16-74 years, 87.2 % of the population use Internet, 97.3 % of which use it several times during the day.

- 99.9 % of individuals access internet through mobile/smart phones, followed by: other devices (Smart TV, e-book reader, smart watch, etc.) (59.0 %), laptop (41.2 %), and via computer/desktop (20.9 %);
- 99.1 % make calls/video calls (via Skype, Viber, WhatsApp, etc.);
- 97.7 % of Albanian households have access to the internet, of which:
  - 92.1 % have fixed broadband internet access (optic fibre or cable network, ADSL, etc.);
  - 99.3 % have internet access through mobile broadband connection (3G/4G, tablet, etc.).
- **The activities most carried out “in the last three months”, from the moment of conducting the interview, that have recorded the highest increase are:**
  - searching for information on goods and services: 10.7 percentage points;
  - internet banking (e-banking): 7.7 percentage points;
  - participation in social networks (creating a profile, etc.): 5.7 percentage points.
- 99.5 % of the population aged 16-74 years old, have an account on the digital platform e-Albania:
- 45.4 % of the population aged 16-74 years old, have made online purchases “in the last 12 months”:
  - Among online purchases, the largest shares are:
    - purchases of clothing/shoes/accessories, with 96.5 %;
    - home delivery services (catering) from restaurants or fast food, with 61.1 %.
- **All digital or computer skills have shown an increase, with the highest growth recorded in the skill related to “Using software to edit photos, videos, or audio files” with about 9.2 percentage points, followed by the skill related to “Using word-processing software (Word)”, which rose by about 8.4 percentage points.**

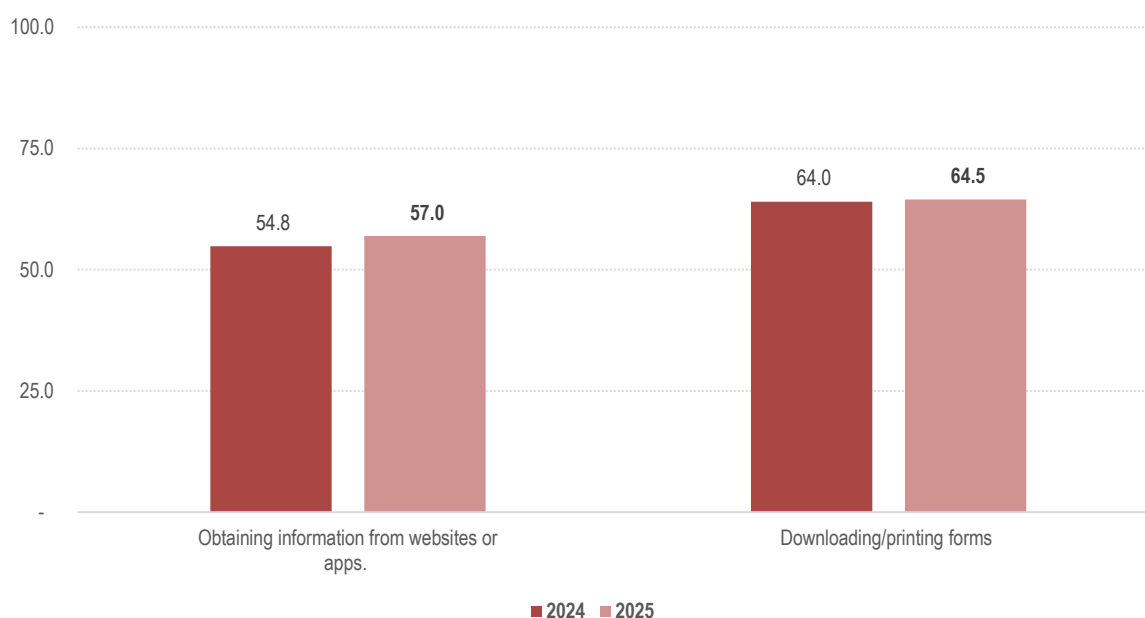
### Use of ICT by individuals aged 16-74

Individuals aged 16-74 who have used the internet in the “last three months” from the time of the interview, represent 87.2 % of the targeted population. This indicator has recorded an increase of about 1.0 percentage point compared to 2024. Among them, frequent Internet users-those who use the internet several times a day-account for 97.3 % of users, followed by those who use it every day or almost every day at 2.3 %, and 0.3 % who use the internet at least once a week.

### Use of e-government

In 2025, all categories of electronic contact via the internet with public authorities and some public services-such as websites related to citizens’ obligations (e.g., tax declarations, change-of-residence notifications), rights (e.g., social benefits), official documents (e.g., ID card, birth certificate), public education services (e.g., public libraries, information on school or university enrolment), and public health services-have shown an increase. An increase with about 2.2 percentage points was recorded in the category “obtaining information from websites or internet applications”, while the category “downloading or printing official forms” has increased by about 0.5 percentage points, compared to 2024.

**Fig. 1 Use of e-government 2024-2025, in %**



### Use of e-commerce (online purchases)

Online purchases refer to orders of goods or services made over the internet, bought for personal purposes through any type of device (desktop, portable or handheld, including mobile or smart phone). Online purchases were made by 45.4 % of the population aged 16-74 in the “last 12 months” (an increase of about 3.0 percentage points) and 26.1 % were made in the “last 3 months” from the moment of conducting the interview (an increase of 5.7 percentage points).

**Tab. 1 Individuals distribution of e-commerce (online purchases) “in the last 3 months”, 2024-2025, in %**

Goods or service	Online purchases	
	2024	2025
Clothes/shoes/accessories	90.3	96.5
Delivery from restaurants/fast-food / catering	59.7	61.1
Cosmetics/beauty wellness products	41.8	45.3
Food/beverages from stores/providers	37.2	44.6
Sport goods	32.8	34.3
Households products	33.3	26.6
Consumer electronics/households' appliances	19.7	20.2

### Digital and computer skills

In 2025, all digital and computer skills have shown an increase.

**Tab. 2 Individuals distribution by ICT skills, 2024-2025, in %**

Digital and computer skills	2024	2025
Transferring files	45.8	48.4
Using software to edit	33.9	43.1
Installing software/ applications	40.1	42.9
Copying or moving files or folders	35.2	42.0
Using word processing software	28.3	36.7
Creating presentations	27.4	31.3
Changing the settings of any software	15.5	23.5
Using spread sheet software	19.8	21.3
Writing code in a programming language	8.7	11.2

# 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 2025, 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 5,413 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 75.2 %.

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 2025 the survey was conducted in the period May – July 2025.

**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.