

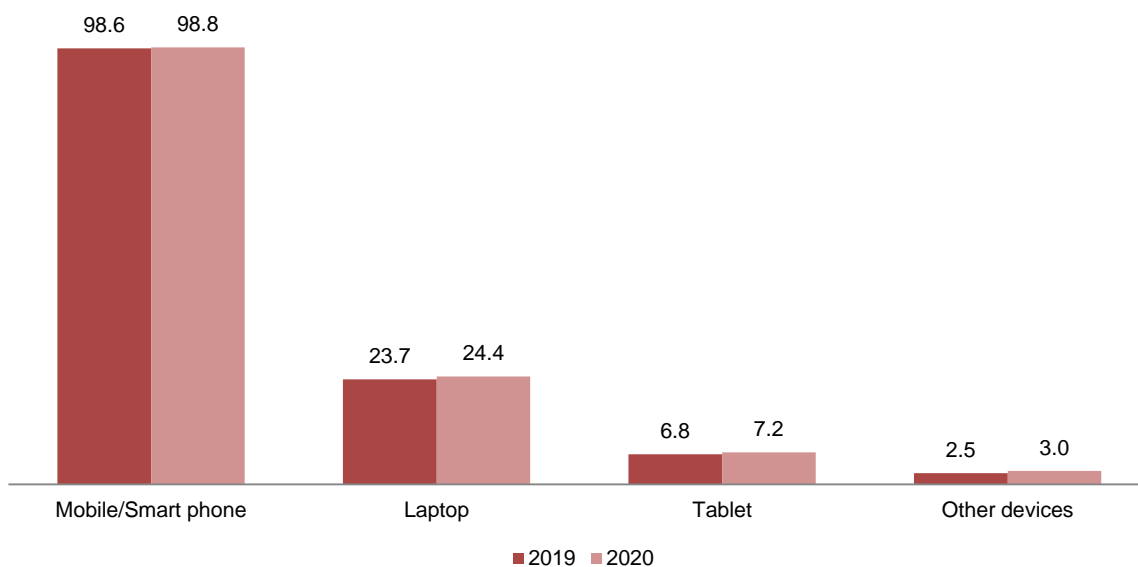
## Survey on Information and Communication Technologies (ICT) usage in Households and by Individuals in 2020

**Tiranë, 2<sup>nd</sup> April 2021:** Based on the results of the Survey on Information and Communication Technologies (ICT) usage Survey during 2020, from the age group 16 - 74 years, 72.2 % of the population use the Internet, of which 88.2 % use it every day.

From this age group, 98.8 % of individuals access internet through mobile / smart phones. While 24.4 % and 7.2 % of the target population uses the internet through laptop and tablet.

For this age group, the percentage of individuals who make calls / video calls (via Skype, Viber, WhatsApp) is 96.2 % and this indicator has shown an increase of 3.9 percentage points respectively, compared with year 2019.

Figure.1 Main devices used to access internet 2019-2020, in %



### Households with Internet access

83.3 % of Albanian households have access to the internet, compared with 82.2 % in the previous year. 68.7 % or 440,390 households have fixed broadband internet access (optic fibre or cable network, ADSL, etc.), this indicator has shown an increase by around 12.1 percentage points. 90.7 % of households have internet through mobile broadband connection (3G / 4G, tablet, etc.) compared with 88.9% in 2019.

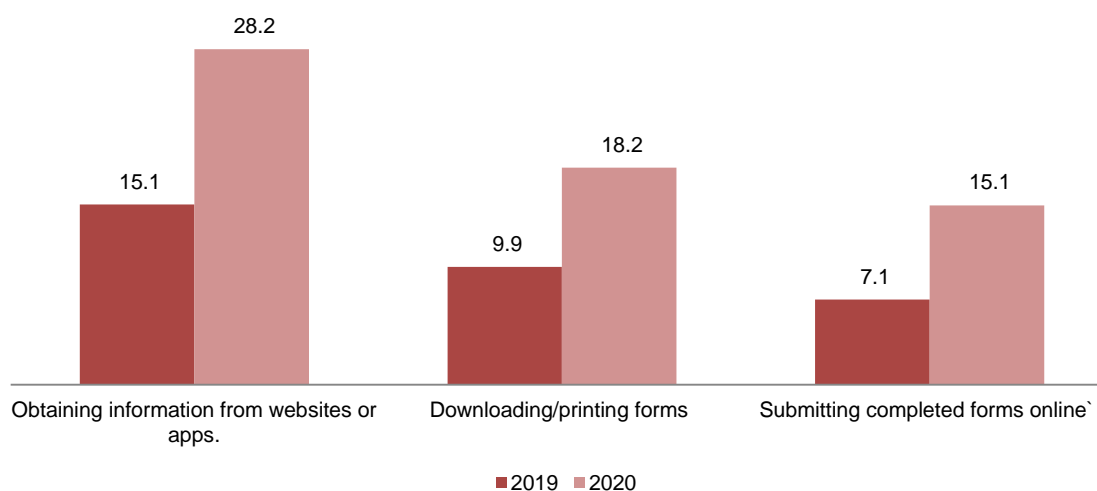
### Use of ICT's by individuals aged 16 to 74

Individuals aged 16 - 74 years old which have used the internet "in the last three months" from the moment of conducting the interview represent 72.2 % of the target population. This indicator has shown an increase of around 3.6 percentage points more than in 2019. From those, the frequent internet users represent 88.2 % (which are connected every day/almost every day) and 10.8 % (at least once a week), compared with 87.1 % and 11.5 % of the same categories in 2019. The activities most carried out in the last three months from the moment of conducting the interview have shown the highest increase on: searching for information on health (8.7 percentage points), made calls / video calls (3.9 percentage points), receiving or sending sms (3.6 percentage points) and internet Banking (e-Banking) (3.0 percentage points).

### Use of e-government

In 2020 all categories of electronic contacts through internet with public authorities and some public services, websites concerning citizen obligations (e.g. tax declaration, notification of moving), rights (e.g. social benefits), official documents (e.g. ID card, birth certificate), public educational services (e.g. public libraries), 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 "obtaining information from websites or applications" by 13.1 percentage points compared to 2019. 93.9 % of individuals that have interacted with public authorities through internet are satisfied with the services offered over the internet.

Figure.2 Use of e-government 2019-2020, in %

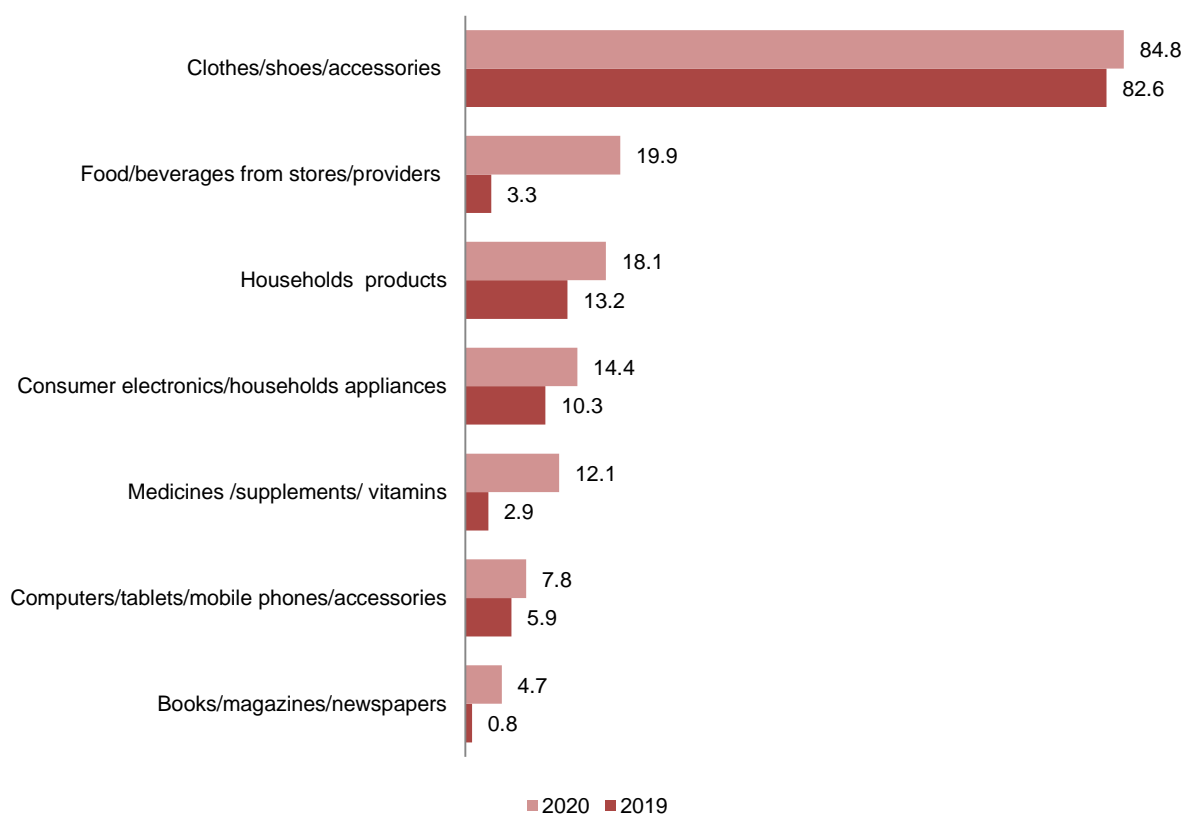


### Use of e-commerce (online purchases)

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 19.5 % 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 9.4 percentage points compared with 2019. The most purchased products/services in the last 12 months were clothing/shoes/accessories 84.8 %, which have shown an increase from 2019 of 2.2 percentage points.

Also the highest increase for 2020 has shown the online purchases of “food/beverages from stores/providers” by 16.6 percentage points followed by purchases made for “medicines/supplements or vitamins” by 9.2 percentage points.

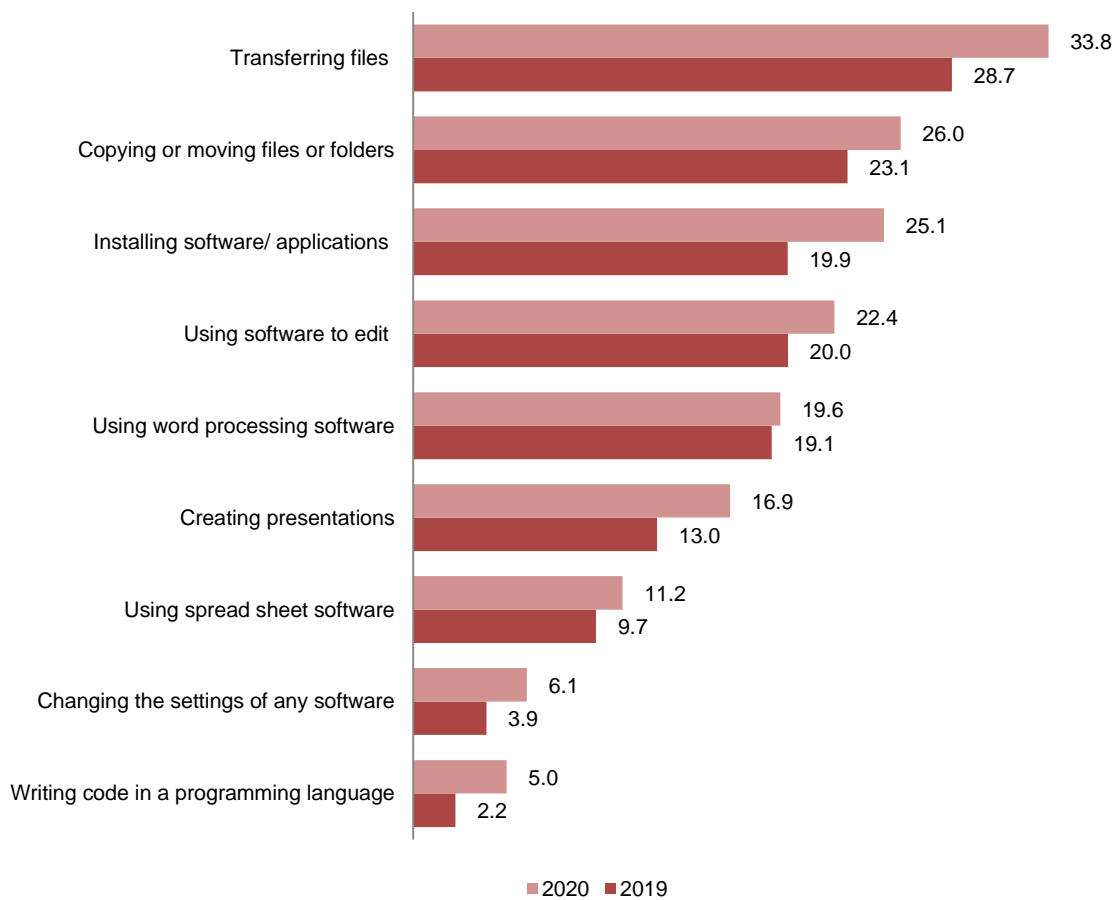
Figure.3 Individuals distribution of e-commerce (online purchases), 2019-2020, in %



**Digital and computer skills**

Figure 4 shows the distribution of individuals aged 16-74 by to digital/ computer skills “in the last 12 months”. In 2020, all digital or computer skills have increased, where the highest increase was recorded for skills related to: "transferring files" and "installing software / applications" by about 5.2 percentage points followed by “creating presentations” by 3.9 percentage points.

**Figure.4 Individuals distribution by ICT skills, 2019-2020, 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 94.8 %. The percentage of individuals in the age- group 65 - 74 years old, which declared that never used internet, were 56.8 %, an indicator which has decreased from 2019.

**Table.1 ICT usage distribution of the by age group, 2019-2020, in %**

Age-group	ICT users							
	2019				2020			
	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	94.1	0.3	1.4	4.2	94.8	0.6	1.3	3.3
25-34	89.0	1.0	1.9	8.2	90.2	1.3	3.0	5.5
35-44	77.9	2.0	2.3	17.7	82.3	2.2	3.9	11.6
45-54	58.7	1.8	6.2	33.3	68.7	2.5	6.1	22.7
55-64	43.7	0.7	6.6	49.1	52.1	2.3	7.1	38.5
65-74	30.3	1.0	4.7	64.1	33.5	0.9	8.8	56.8
<b>Total</b>	<b>68.6</b>	<b>1.1</b>	<b>3.7</b>	<b>26.6</b>	<b>72.2</b>	<b>1.7</b>	<b>4.9</b>	<b>21.2</b>

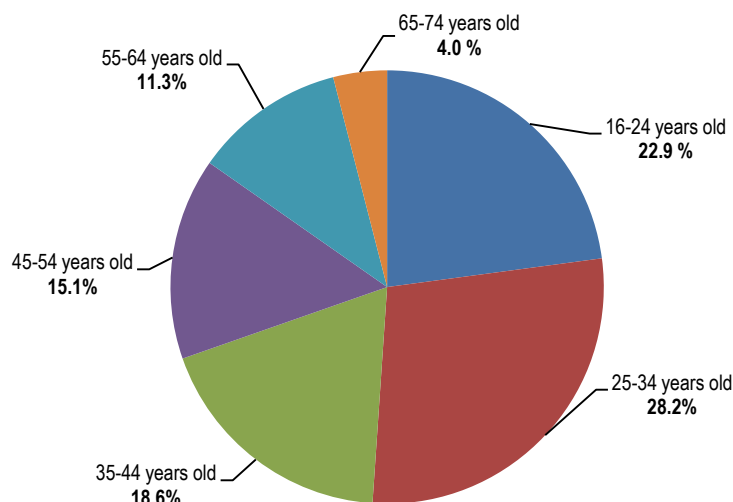
The use of the internet in “the last three months” from the moment of conducting the interview, has recorded the highest percentages for the category “every day/almost every day”, for the overall age-groups, where 88.2 % of individuals 16-74 years old use it on daily basis.

**Table.2 ICT usage frequency distribution by age group, 2019-2020, in %**

Age-group	Usage frequency					
	2019			2020		
	Every day or almost every day	At least once a week	Less than once a week	Every day or almost every day	At least once a week	Less than once a week
16-24	95.2	4.3	0.5	95.9	3.8	0.3
25-34	94.1	5.0	0.9	96.0	3.3	0.7
35-44	87.7	11.1	1.3	90.8	8.2	1.0
45-54	77.2	20.4	2.3	81.7	17.3	1.0
55-64	73.3	23.8	2.9	75.1	23.5	1.5
65-74	65.5	30.2	4.3	64.0	30.7	5.4
<b>Total</b>	<b>87.1</b>	<b>11.5</b>	<b>1.4</b>	<b>88.2</b>	<b>10.8</b>	<b>1.1</b>

The use of internet on daily basis has recorded the highest percentage in the age-group 25-34 years old followed by the 16-24 years old.

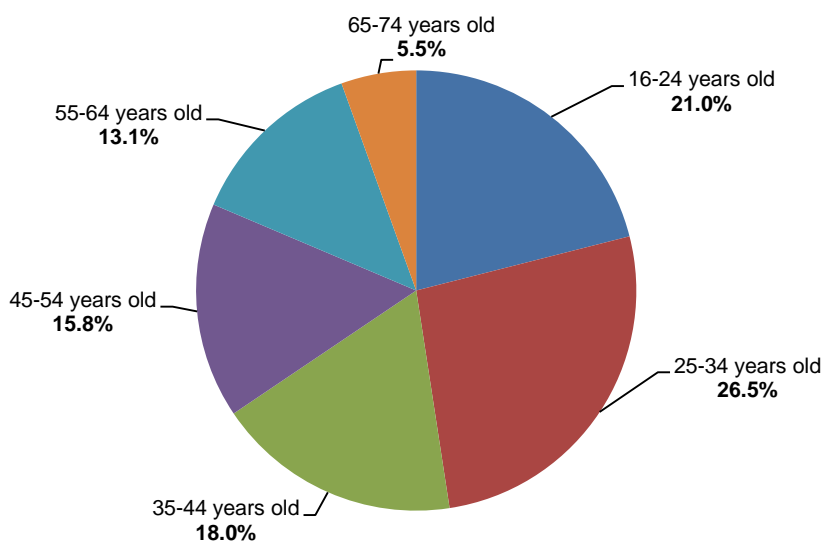
**Figure.5 Distribution of internet usage “every day/almost every day”, by age group 2020, in %**



Analysing the distribution of individuals who make calls / video calls (via Skype, Viber, WhatsApp), during “the last three months” from the moment of conducting the interview, over 90% of the population aged 16-74 make calls / video calls .

The distribution of individuals who make calls / video calls (via Skype, Viber, WhatsApp) during “the last three months” by age group (Fig.6) shows that the age group 25-34 years has recorded the highest percentage, 26.5% followed by age group 16 -24 years 21.0%.

**Figure.6 Distribution of individuals who make calls/video calls by age group, 2020, in %**



### Use of ICT's by gender

The use of internet in 2020 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 3.6 percentage points compared to 2019. During the 2020, 73.2% of men and 71.2% of women in the age-group 16-74 were internet users "in the last 3 months".

**Table.3 ICT users distribution by gender, 2019-2020, in %**

Gender	ICT users							
	2019				2020			
	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	71.2	1.3	3.4	24.1	73.2	1.7	5.2	19.8
Women	66.0	0.9	4.0	29.1	71.2	1.7	4.5	22.6
<b>Total</b>	<b>68.6</b>	<b>1.1</b>	<b>3.7</b>	<b>26.6</b>	<b>72.2</b>	<b>1.7</b>	<b>4.9</b>	<b>21.2</b>

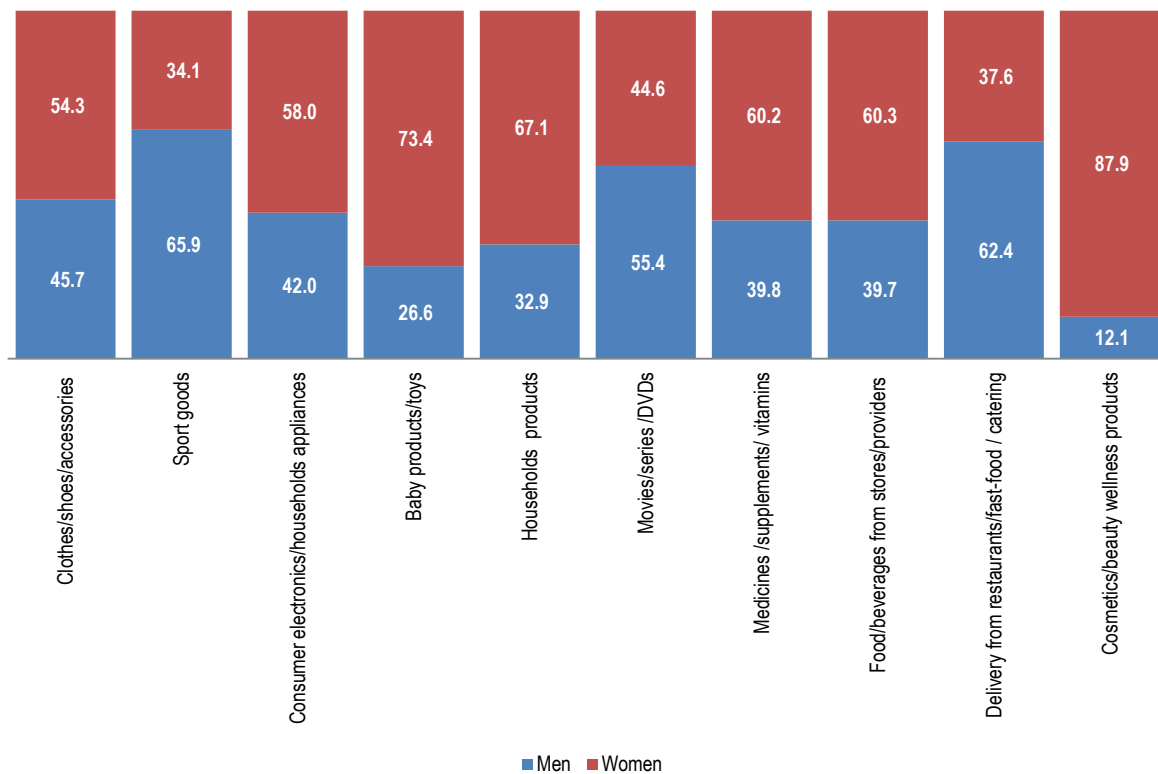
The indicator of the frequency of internet usage for the category "every day / almost every day" is dominated by men with 51.1 %, while for the category "at least once a week" is dominated by women with 53.8 %.

**Table.4 ICT usage frequency distribution by gender, 2020, in %**

Gender	Usage frequency			
	2020			
	Every day or almost every day	At least once a week	Less than once a week	Total
Men	51.1	46.2	44.3	<b>50.5</b>
Women	48.9	53.8	55.7	<b>49.5</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Online purchases by gender, during 2020 women bought online more for: "household products", "products for personal care" as well as "baby products/ toys". Meanwhile, men have shown more preferences in shopping for: "sport goods", "food and beverages from stores/providers" as well as "movies/series /DVDs, etc."

Figure.7 Online purchases by gender 2020, in %





# Methodology

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

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, such as: on 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 Technologies Usage in Households and by Individuals was conducted for the first time in 2018 with a representative sample for whole Albania.

In 2020 the Survey on Information and Communication Technologies Usage in Households and by Individuals was conducted with a sample of 7,200 households. At the end of the survey, about 5,293 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 as a percentage was 73.5 %.

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 a questionnaire includes household 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.

**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 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.