

COVERING NOTE

Telecommunication Development Bureau (ITU-D)

Geneva, 4 June 2018

Subject: New ICT indicators on ICT access and use by households and individuals, 2018

This document contains the definitions of the ITU indicators based on data from national household survey sources that have been developed between 2016 and 2017, after the publication of the *Manual for Measuring ICT Access and Use by Households and Individuals, 2014*. This document follows a similar covering note, which was prepared for the new ICT indicators on ICT access and use by households and individuals developed between 2014 and 2015.

These additions reflect the outcomes of the Expert Group on ICT Household Indicators (EGH), as endorsed by the World Telecommunication/ICT Indicators Symposium (WTIS).

The updates in this document refer to:

1. The addition of smart telephone as a new sub-category to the following indicators:
 - HH3: Proportion of households with telephone;
 - HH10: Proportion of individuals using a mobile cellular telephone; and
 - HH18 Proportion of individuals who own a mobile phone.
2. The addition of the following four new indicators on E-commerce:
 - HH20: Proportion of individuals who purchased goods or services online, by type of good and service purchased;
 - HH21: Proportion of individuals who purchased goods or services online, by type of payment channel;
 - HH22: Proportion of individuals who purchased goods or services online, by method of delivery; and
 - HH23: Proportion of individuals who did not purchase goods or services online, by type of reason.



1 Addition of smart telephone as a new sub-category

Smart telephone was added as a new sub-category for the following indicators and to be included in the ITU data collection from 2018:

- HH3: Proportion of households with telephone;
- HH10: Proportion of individuals using a mobile cellular telephone; and
- HH18 Proportion of individuals who own a mobile phone.

The updated definitions for these indicators are shown in the boxes below.

HH3 Proportion of households with telephone	
<i>Definition</i>	<p>This is the proportion of households that have a telephone. A fixed telephone line refers to a telephone line connecting a customer's terminal equipment (e.g. telephone set, facsimile machine) to the public switched telephone network (PSTN) and which has a dedicated port on a telephone exchange. This term is synonymous with the terms main station or Direct Exchange Line (DEL) that are commonly used in telecommunication documents. It may not be the same as an access line or a subscription.</p> <p>A mobile (cellular) telephone refers to a portable telephone subscribing to a public mobile telephone service using cellular technology, which provides access to the PSTN. This includes analogue and digital cellular systems and technologies such as IMT-2000 (3G) and IMT-Advanced. Users of both postpaid subscriptions and prepaid accounts are included.</p> <p>A smart telephone refers to a mobile handset that is used as the person's primary phone device which has smart capabilities, including Internet-based services, and performs many of the functions of a computer, including having an operating system capable of downloading and running applications, also those created by third-party developers. Users of both postpaid subscriptions and prepaid accounts are included.</p>
<i>Clarifications and methodological issues</i>	<p>'Household with a mobile (or smart) telephone' means that the mobile (or smart) telephone is generally available for use by all members of the household at any time, regardless of whether it is actually used. The mobile (or smart) telephone may or may not be owned by the household but should be considered a household asset (as has traditionally been the case for fixed telephone).</p> <p>A household can be considered as having access to a mobile (or smart) telephone when it is able to receive and make calls from inside, or within the near vicinity of, the house (for example, the garden of the house).</p> <p>Equipment should be in working condition at the time of the survey.</p>

HH10 Proportion of individuals using a mobile cellular telephone

Definition

This is the proportion of individuals who used a mobile telephone in the last three months.

A mobile (cellular) telephone refers to a portable telephone subscribing to a public mobile telephone service using cellular technology, which provides access to the PSTN. This includes analogue and digital cellular systems and technologies such as IMT-2000 (3G) and IMT-Advanced. Users of both postpaid subscriptions and prepaid accounts are included.

A smart telephone refers to a mobile handset that is used as the person's primary phone device which has smart capabilities, including Internet-based services, and performs many of the functions of a computer, including having an operating system capable of downloading and running applications, also those created by third-party developers. Users of both postpaid subscriptions and prepaid accounts are included.

Clarifications and methodological issues

This indicator refers to the use of a mobile (or smart) telephone by individual household members for communication (therefore, not only as a clock, playing games or listening to music).

Use of a mobile (or smart) telephone does not necessarily mean that the telephone is owned or paid for by the individual but should be reasonably available through work, a friend or family member, etc. It excludes occasional use, for instance, borrowing a mobile (or smart) telephone to make a call or to use the Internet.

The suggested reference period is the last three months. Country practices vary, but ideally, reference periods should be aligned in order to obtain comparable data. Countries changing their reference period may wish to split the reference period in order to obtain comparable time series.

HH18	Proportion of individuals who own a mobile phone
<i>Definition</i>	<p>This is the proportion of individuals who own a mobile telephone.</p> <p>An individual owns a mobile cellular telephone if he/she has a mobile cellular phone device with at least one active SIM card for personal use. It includes mobile cellular phones supplied by employers that can be used for personal reasons (to make personal calls, access the Internet, etc.) and those who have a mobile phone for personal use that is not registered under his/her name. It excludes individuals who have only active SIM card(s) and not a mobile phone device.</p> <p>A smart telephone refers to a mobile handset that is used as the person's primary phone device which has smart capabilities, including Internet-based services, and performs many of the functions of a computer, including having an operating system capable of downloading and running applications, also those created by third-party developers.</p> <p>An individual owns a smart telephone if he/she has a smart telephone device with at least one active SIM card for personal use. It includes smart telephones supplied by employers that can be used for personal reasons (to make personal calls, access the Internet, etc.) and those who have a smart telephone for personal use that is not registered under his/her name. It excludes individuals who have only active SIM card(s) and not a smart telephone device.</p>
<i>Clarifications and methodological issues</i>	<p>The suggested reference period is the last three months. Country practices vary, but ideally, reference periods should be aligned in order to obtain comparable data. Countries changing their reference period may wish to split the reference period in order to obtain comparable time series.</p>

2 New indicators on E-commerce activities

The rapid growth and impact of E-commerce has reinforced the need to expand data collection on E-commerce activities. The following four indicators are included in the ITU data collection from 2018:

- Types of goods and services purchased;
- Mode of payment;
- Method of delivery; and
- Barriers for not ordering online.

The definitions for these indicators are shown in the boxes below.

HH20	Proportion of individuals who purchased goods or services online, by type of good and service purchased
<i>Definition</i>	<p>This indicator measures the specific goods and services purchased online by individuals. It is expressed as a proportion of individuals who purchased goods or services over the Internet.</p> <p>The following response categories of goods and services purchased online are (multiple choices possible):</p> <ul style="list-style-type: none"> • Books, magazines or newspapers; • Clothing, footwear, sporting goods or accessories; • Computer equipment or parts (including peripheral equipment); • Computer or video games; • Computer software (includes upgrades and paid apps; not games); • Cosmetics; • Financial products (including shares and insurance); • Food, groceries, alcohol or tobacco; • Household goods (e.g. furniture, toys, etc.; excluding consumer electronics); • ICT services (excluding software); • Medicine; • Movies, short films or images; • Music products; • Photographic, telecommunications or optical equipment; • Tickets or bookings for entertainment events (sports, theatre, concerts, etc.); and • Travel products (travel tickets, accommodation, vehicle hire, transport services etc.).

HH21	Proportion of individuals who purchased goods or services online, by type of payment channel
<i>Definition</i>	<p>This indicator measures the payment channels used by individuals when making purchases online. It is expressed as a proportion of individuals who purchased goods or services over the Internet.</p> <p>The following response categories of types of payment channels are (multiple choices possible):</p> <ul style="list-style-type: none"> • Cash on delivery; • Credit card online; • Debit card or electronic bank transfer online; • Mobile money account (account connected to the mobile number); • Online payment service (e.g. PayPal, Google Checkout); • Prepaid gift card or online voucher; • Points from rewards or redemption program (e.g. Air Miles); and • Other (e.g. bank check by post, etc.).

HH22	Proportion of individuals who purchased goods or services online, by method of delivery
<i>Definition</i>	<p>This indicator measures the delivery method for online purchases. It is expressed as a proportion of individuals who purchased goods or services over the Internet.</p> <p>The following response categories of types of delivery methods are (multiple choices possible):</p> <ul style="list-style-type: none"> • Delivery directly to the buyer using regular postal services or other forms of delivery; • Picked up from point of sale or service point; and • Online / electronic delivery by downloading from a website or through an application, software or other device (e.g. in-app purchases, streaming services etc.).

HH23	Proportion of individuals who did not purchase goods or services online, by type of reason
<i>Definition</i>	<p>This measures the reasons for individuals to not purchase goods or services online. It is expressed as a proportion of individuals who use the Internet but do not purchase goods and services online.</p> <p>The following response categories of reasons for not purchasing online are (multiple choices possible):</p> <ul style="list-style-type: none"> • Not interested; • Prefer to shop in person; • Security concerns (e.g. about giving debit or credit card details); • Privacy concerns (e.g. about giving personal details); • Technical concerns (e.g. about websites, payment or delivery); • Trust concerns (e.g. about warranties, receiving or returning products); and • Lack of confidence, knowledge or skills.