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Title: Collecting data about the use of ICT by households (PowerPoint presentation)

Collecting data about the use of ICT by households

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THE STATE OF THE ART IN SPAIN ABOUT USE OF ICT BY THE HOUSEHOLDS (ICT-H-2002)

- Information on equipment and use of ICT in EUROSTAT harmonized surveys (household budget survey, european panel) but lack of an specific survey at national level.
- Surveys on use of ICT carried out by Statistical Offices of the Autonomous Regions but without questionnaire neither common methodology.
- Studies carried out by particular institutions and consulting firms.



The ICT Survey 2002: facts and figures



GAPS

- Lack of harmonized information at national level.
- Necessity to settle down a list of indicators with continuous character.
- Requirement on the part of the Commission of the Telecommunications Market, of information with regard to the use of wired and mobile phones.



MAIN OBJECTIVES

- Give an overview of the Spanish households equipment on ICT.
- Study the use of ICT technologies by individuals
- Study the opinions and people's expectations on ICT technologies
- Allow the comparison between among the Spanish Autonomous Regions
- Draw comparisons between Spain and the UE countries in the frame of the EUROSTAT project of household ICT usage.



PARTNERS

- Commission of the Telecommunications Market
- EUROSTAT



GENERAL FEATURES

- Frame of the survey: all the households that have concluded their collaboration (sixth interview) with Spanish Labour Force Survey during the first and second quarter of 2002 year.
- Two levels of the sample: dwelling/household and individual
- Two thirds of the sample households interviewed by CATI method and one third, face to face (PAPI)
- Constraint: age 16+
- A person selected randomly to respond to the required information about mobile phone
- All individuals of the households users of Internet are interviewed



ICT HOUSEHOLD SURVEY 2002

- The questionnaires
- General questionnaire (directed to households)
 - 1. household equipment
 - 2. services of wired phone in the dwelling
 - 3. mobile phone (respondent an individual selected randomly)
- Individual questionnaire (directed to the Internet users)
 - 1. Use of computers
 - 2. Use of Internet
 - 3. Use of Internet commerce



TIME SCHEDULE

- January-September 2001 Plan of the survey
- October-December 2001 Design of the questionnaire
- January-February 2002 Paper test (120 households)
- March-April 2002 Computer applications and training courses
- May-Juin 2002 Field work
- July-August 2002 Collection of the remaining data



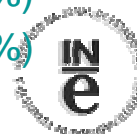
TIME SCHEDULE

- September 2002 Editing of the questionnaires data
- October 2002 First results and provisional report
- November 2002 Computer files available
- December 2002 Final report
- January 2003 First publications



RESPONSE RATES

- 1) Households
- Total sample size 20.001
- CATI collection 12.674 (response rate 86%)
- PAPI collection 7.327 (response rate 87%)
- 2) Individuals (Internet users)
- Total sample size 7.558
- CATI collection 4.660 (response rate 97%)
- PAPI collection 2.898 (response rate 96%)



MAIN FIGURES (1)

- Percentage of households having TV set.....**96,55%**
- Mean of TV set by household.....**1,71**
- Percentage of households having a PC.....**36,05%**
- Percentage of households having wired phone.....**90,20%**
- Mean amount spent on wired phone (by month).....**34,07?**
- Percentage of households having a mobile phone (at least a member of the household has one).....**58,77%**
- Ratio mobile/user in these households.....**1,86**



MAIN FIGURES (2)

- Percentage of persons using mobile phone (age 16+).....**55,49%**
- Percentage of private households with an Internet connection... ..**17,37%**
- Percentage of individuals using Internet in the last 3 months (age 16+).....**18,74%**
- Percentage of individuals using Internet to order/purchase goods/services in the last 3 months.....**2,13%**
- Mean amount spent on purchases on the Internet by private persons in the last 3 months.....**187,75?**



ICT-H 2002 Household Survey

- Appendix
- The questionnaire



1. HOUSEHOLD

■ 1.1 . General Equipment

☞ This refers to collective equipment, located in the main residence. Number of sets is required.

- TV (breakdown by method of reception)
 - Digital terrestre
 - Cable
 - Satellite
- Personal computer
 - Desktop
 - Portable
 - Handled
- Fax
- Vídeo Recorder
- Musical Set
- Radio
- Mobile Phone



1.2. WIRED TELEPHONE (1)

- Number of sets and lines
- Hired services
- Hire of reduced fare plans
- Amount spent in the last two months (broken down by type of calls: local, provincial, interprovincial, international, to mobile phone, Internet)
- Opinions about the hired companies of wired phone
- Do you have the intention to change of hired companies?



1.2. WIRED TELEPHONE (2)

What would you value more when thinking about a possible change of wired phone company?

- the price
- the quality of benefit of the service
- better relationship quality/price
- clarity in the offers/bigger or better information to compare
- others reasons



1.3. ACCES TO INTERNET

- Do you or any member of the household access the Internet in the last 3 months at least once? (at any place and by any means). (This is a proxy-interview) (all the members of the house hold that have “responded” yes are interviewed by means of the individual questionnaire)
- Why none member of the household has accessed the Internet?
 - ◆ Don´t want/need
 - ◆ Lack of computer
 - ◆ Lack of information
 - ◆ Lack of skill
 - ◆ Equipment cost too high
 - ◆ Others



2. INDIVIDUALS

2.1 MOBILE TELEPHONE (1)

Have you used mobile phone in the last 3 months?

This mobile phone is:

- ◆ at your’s own
- ◆ belongs to another person
- ◆ provided by your employer
- Do the mobile phone have access to Internet (wap type)?
- Expense on calls in the last month



2. INDIVIDUALS

2.1 Mobile telephone (2)

- Expense on purchase mobile phones or related equipment in the last twelve months
- Opinions about the hired companies of mobile phones
- Do you have the intention to change of hired companies?



2.2 USE OF COMPUTER

- Have you used a computer in the last 3 months?
- Since place and with which frequency
 - . At home, at place of work, place of education, other places
 - . Once a day, a week, a month, etc.....



2.3 ACCESS TO INTERNET (at home) (1)

- Do you have access to Internet at home?
- (If not), why not you have access to Internet at home?
 - ◆ Access from a nother place
 - ◆ Don't want/need
 - ◆ Connection cost too high
 - ◆ Faulty communication lines
 - ◆ Others reasons



2.3 ACCESS TO INTERNET (at home) (2)

- (If yes), on which de vice
 - ◆ Desktop computer
 - ◆ Portable computer
 - ◆ Handheld computer
 - ◆ TV set
 - ◆ Mobile phone (Wap, GRPS)
 - ◆ Others



2.3 ACCESS TO INTERNET (at home) (3)

- What type of Internet connection do you use?
 - ◆ Standard phone line
 - ◆ ADSL
 - ◆ RDSI
 - ◆ Cable Network
 - ◆ Mobile phone
 - ◆ Others



2.4 USE OF INTERNET (1)

- In the last 3 months, did you access the Internet?
 - ◆ Place and frequency
- For which activities did you use Internet for private purposes?
 - ◆ Communication
 - ◆ Information search and on line services
 - ◆ Purchase and selling of goods and services
- Opinions and attitudes towards the Internet services providers (ISP)



2.4 USE OF INTERNET (2)

- **Did you use Internet for work related activities at home in the last 3 months?**
 - ◆ Don't use Internet for work related activities
 - ◆ Finding information relation to your work
 - ◆ Looking for a job
 - ◆ Accessing or sending files on the employer's server



2.4 USE OF INTERNET (3)

- **What are the reasons for not having access to Internet in the last 3 months?**
 - ◆ Don't want/need
 - ◆ Lack of information
 - ◆ Equipment cost too high
 - ◆ Lack of skills
 - ◆ Security concerns
 - ◆ Others



2.5 INTERNET COMMERCE (1)

In the last 3 months, have you bought goods or services for private use?

Have you ever bought goods or services for private use?

What were the main reasons for not buying any goods or services in the last 3 months?

- Prefer to shop in person
- Security concerns
- Have no need
- Trust concerns
- Too long the delivery times
- Problems to receive ordered goods at home



2.5 INTERNET COMMERCE (2)

Value in goods and services (excluded financial investment) bought in the last 3 months

Method to pay (credit card, bank transfer, against refund ...)

