

# Statistics in focus

INDUSTRY, TRADE AND SERVICES

POPULATION AND SOCIAL CONDITIONS

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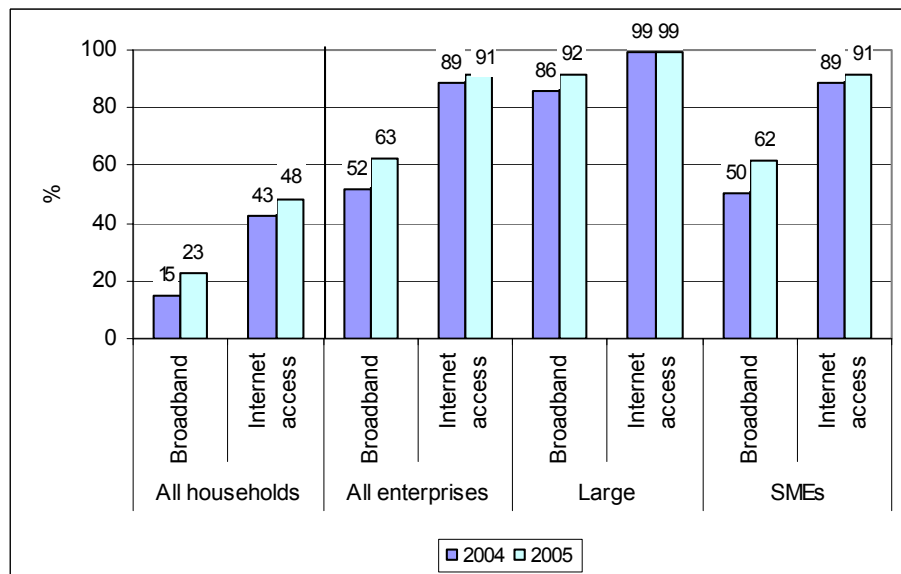
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# Use of the Internet among individuals and enterprises

The main points covered in this issue are summarised as follows:

- The percentage of households with internet access continued to grow in 2005 and an increase in broadband connections was noted, particularly in small and medium-sized enterprises (SMEs) and households.
- Iceland and the Netherlands have the highest internet access rates for households, with Finland the highest rate for enterprises.
- Household broadband connections are most widespread in Belgium and Estonia.
- In the new Member States, the proportion of individuals who have never used the internet is greater than that of regular users, with the exception of Slovakia and Estonia
- 36% of enterprises use the internet to order goods and services.
- Almost 90% of enterprises use their own website to market their products.
- Books and travel are the most common purchases made online by private individuals.

**Graph 1: Internet access and broadband connections for enterprises and households – EU25, 2004-2005**



Source: Eurostat, Community surveys on ICT usage in enterprises and households.  
N.B.: Data not available for households in FR, IE, MT; nor for enterprises in FR, MT, PT.

At the Lisbon European Council in March 2000, the Heads of State and Government of the European Union adopted a strategy to prepare the EU for the challenges of the new century. It is now known as the "Lisbon strategy". The objectives set in Lisbon – increased economic growth, more jobs requiring better qualifications and greater social cohesion – were ambitious and it was recognised that information and communications technologies (ICT) had a vital role to play in achieving them. In order to give political momentum to development of the information society, the European Commission also launched the eEurope initiative. By tackling genuine problems at the right time, this initiative has contributed substantially to the political debate on the information society in Europe and beyond. The actual eEurope Action Plan was concluded at the end of 2005.

Eurostat's ICT surveys conducted among households and enterprises have determined, *inter alia*, the rate at which these technologies are being adopted and the uses they are being put to. This issue of *Statistics in focus* sets out to highlight some of the initial results of the 2005 surveys.

## Internet and broadband - Comparison of households and enterprises

Graph 2 compares internet access in households and enterprises for a number of European countries and throughout the EU25. The horizontal axis shows that in 2005, just under half of all households (48%) in the EU25 had internet access at home. An average of 91% of enterprises with ten or more employees had internet access as at January 2005, as shown by the vertical axis. Finland (98%) and Denmark (97%) had the highest density of access for enterprises, and the Netherlands (78%) and Luxembourg (77%) the highest for households.

Among the new Member States, Slovenia revealed the highest rate both for households (48% for the EU25) and enterprises at 96%, the same rate as Sweden.

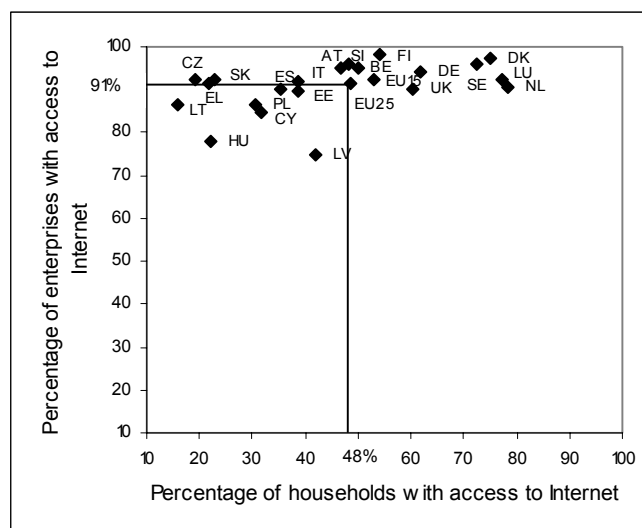
The largest disparity in internet access between households and enterprises is recorded in the Czech Republic, Lithuania, Greece and Slovakia. The lowest rates of access are seen in Lithuania for households (16%) and in Latvia for enterprises (75%).

In most countries, internet penetration has reached saturation point among large enterprises and SMEs. When comparing internet use between different sizes of enterprise it has been noted that Denmark, Finland, Sweden and Slovenia reveal the smallest difference between large and small enterprises (table 1).

Formerly reserved for large private sector companies, broadband technologies are evidently beginning to be adopted by a substantial number of SMEs and households. Almost one quarter (23%) of European households now have a broadband connection, that is, an increase of eight percentage points in 2005, whilst the majority of SMEs (62%) are now using broadband technologies, with an increase of twelve percentage points recorded for one year (graph 1).

Those countries having the highest percentage of enterprises equipped with broadband technology are Sweden, Denmark and Finland. They are well above the average for the Member States, which stands at 63%. For enterprises as a whole, broadband connection is less widespread in Cyprus (40%), Poland (43%) and Greece (44%). On average, these three countries are twenty points below the EU25 average.

**Graph 2: Internet access in 2005 in households and enterprises**



Source: Eurostat, Community survey on ICT usage in enterprises and households.

N.B.: Data not available for households in FR, IE, MT, NO; nor for enterprises in FR, MT, PT, IS.

**Table 1: Proportion of enterprises having internet access and a broadband connection in 2005 (%)**

		EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO
All enterprises	broadband	63	65	78	52	82	62	67	44	76	:	48	57	40	48	57	64	48	:	71	61	43	:	74	48	81	83	65	:	78
	Internet	91	92	95	92	97	94	90	92	90	:	92	92	85	75	86	92	78	:	91	95	87	:	96	92	98	96	90	:	93
Large	broadband	92	93	93	81	97	95	91	77	93	:	86	93	91	73	72	85	83	:	92	94	90	:	96	66	96	98	90	:	98
	Internet	99	99	98	100	100	99	95	100	98	:	100	99	100	98	100	100	99	:	97	100	99	:	100	98	100	100	100	:	100
Medium	broadband	79	83	89	65	91	82	79	59	86	:	62	79	60	60	67	77	66	:	84	81	65	:	88	60	90	94	84	:	91
	Internet	98	98	99	98	100	99	96	98	96	:	98	98	99	93	98	98	100	:	96	99	98	:	98	98	99	100	99	:	98
Small	broadband	59	61	75	48	80	57	63	41	74	:	43	54	36	45	54	61	43	:	68	56	36	:	69	45	78	80	61	:	76
	Internet	90	91	94	91	97	93	88	90	89	:	90	91	82	71	83	91	74	:	89	94	84	:	95	91	98	95	88	:	92

Source: Eurostat, Community survey on ICT usage in enterprises.

N.B.: Data not available for FR, MT, PT, IS.

## 23% of households have a broadband connection

Iceland has the highest rate of household broadband connection at 63%, followed by the Netherlands with 54% and Denmark with 51% (table 2). Almost half of all European households have internet access and 23% possess a broadband connection.

It is noted that the level of internet access is lower in sparsely-populated rural regions (40%) than in heavily-populated urban areas (52%).

**Table 2: Proportion of households having a broadband connection according to the degree of urbanisation in 2005 (%)**

		EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO
All	Broadband	23	25	41	5	51	23	30	1	21	:	:	13	4	13	12	39	11	:	54	23	16	20	19	7	36	40	32	63	:
	Internet	48	53	50	19	75	62	39	22	36	:	:	39	32	42	16	77	22	:	78	47	30	31	48	23	54	73	60	84	:
Dense	Broadband	27	28	40	7	59	25	37	1	26	:	:	16	7	19	20	38	19	:	57	30	26	27	28	15	43	45	34	:	:
	Internet	52	55	49	22	80	62	45	29	42	:	:	41	40	50	25	68	32	:	80	49	40	36	53	33	59	67	58	:	:
Intermediate	Broadband	23	25	44	5	52	24	u	3	20	:	:	13	3	11	:	42	11	:	53	24	15	16	u	:	42	49	34	69	:
	Internet	49	53	54	18	74	61	u	15	34	:	:	38	39	59	:	83	22	:	78	48	31	30	50	:	56	83	64	86	:
Sparse	Broadband	15	19	29	3	42	15	22	0	10	:	:	6	1	7	6	36	5	:	49	15	5	11	13	4	30	36	22	54	:
	Internet	40	49	41	17	70	62	32	16	23	:	:	34	16	34	9	81	14	:	75	44	19	23	45	19	51	72	67	82	:

Source: Eurostat, Community survey on ICT usage in households.

N.B.: Data not available for FR, IE, MT, NO.

u = data not reliable.

## Difference of 46 percentage points in regular internet usage between students and unemployed persons.

In 2005, 43% of private individuals accessed the internet on average at least once a week and an identical number declared never to have used it (table 3).

The EU15 numbers more regular internet users than persons who claim never to have used it. Among the new Member States, only Slovakia and Estonia fall into the same bracket. In the remaining new countries, the proportion of individuals never having used the internet is higher than the number of regular users. The same is also true of Greece, Spain, Italy and Portugal.

If we compare regular internet use by private individuals in the EU25 based on occupation, students are proportionately the most regular users of the internet. By contrast, 48% of

unemployed persons claimed never to have accessed the internet. As regards regular internet use by unemployed persons, the highest level was recorded in the Netherlands (87%), followed by Sweden (80%). The two countries register rates well above the average for all Member States, which stands at 32%.

As regards regular internet use according to gender, we note a difference between men and women of eleven percentage points. For Hungary, Latvia and Lithuania, this disparity was much less marked, with a difference of only one percentage point. The figure for persons never having used the internet stands at an overall 47% for women as against 39% for men. Hungary and Finland recorded identical rates for men and women.

**Table 3: Regular internet usage in 2005 by gender and professional activity – EU25\***

	EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO
		Use the Internet at least once a week																											
Total	43	46	53	26	73	54	54	18	35	:	:	28	26	36	30	63	34	:	74	49	29	28	40	43	62	76	54	81	:
Males	49	52	58	29	75	62	57	22	40	:	:	34	28	37	30	76	34	:	79	54	31	31	42	47	64	80	61	82	:
Females	38	41	48	23	71	47	51	15	30	:	:	23	24	36	29	51	33	:	68	43	28	25	39	39	60	72	47	79	:
Student	79	81	88	63	95	88	95	48	77	:	:	66	64	81	85	87	71	:	97	91	74	88	u	79	79	95	86	98	:
Employed	55	59	65	33	81	64	63	28	46	:	:	39	30	46	38	73	44	:	85	61	38	34	54	49	76	84	64	85	:
Self-employed/ family workers	47	51	69	u	74	73	u	20	39	:	:	38	22	22	16	66	49	:	83	59	24	23	u	63	67	79	61	80	:
Unemployed	32	38	39	12	68	45	u	14	27	:	:	23	29	15	7	45	22	:	87	39	12	15	u	26	37	80	u	66	:
		Have never used the Internet																											
Total	43	40	39	63	14	29	36	73	50	:	:	62	64	51	61	29	60	:	18	40	58	63	48	42	23	12	28	11	:
Males	39	36	35	60	13	24	33	71	45	:	:	56	62	50	61	17	60	:	14	35	56	59	45	38	23	10	26	9	:
Females	47	44	43	65	16	33	38	75	54	:	:	67	66	52	62	40	60	:	22	45	59	66	50	45	23	13	31	12	:
Student	7	7	6	17	1	u	u	31	4	:	:	19	17	3	4	4	20	:	1	3	7	4	u	2	0	1	u	0	:
Employed	29	26	25	54	7	17	25	59	35	:	:	49	59	39	51	20	48	:	7	25	46	54	51	35	12	6	18	6	:
Self-employed/ family workers	41	38	24	u	15	14	27	74	48	:	:	52	70	65	77	22	47	:	9	32	66	68	u	20	21	11	23	9	:
Unemployed	48	41	48	75	14	28	48	72	49	:	:	64	55	72	82	45	69	:	8	45	69	70	u	53	32	8	u	21	:

Source: Eurostat, Community survey on ICT usage by private individuals.

N.B.: Data not available for FR, IE, MT, NO.

\* rate expressed as a percentage of the total number of individuals.

u = data not reliable.

## Enterprises use the internet for buying rather than selling goods.

As a rule, more online orders are made than online sales (table 4). In 2004, 36% of enterprises used the internet to order goods and services. Finnish, Swedish and Danish enterprises accounted for most online orders. The volume of orders received on the internet stood at 11%. With the

exception of the Czech Republic, enterprises in the new Member States registered lower than the EU average rates for purchases, sales and for total sales on the internet as a percentage of their overall turnover.

**Table 4: Electronic commerce on the internet in enterprises 2004 (%)**

	All enterprises			Large enterprises			Medium enterprises			Small enterprises		
	Buying	Selling	Internet sales as % of total turnover	Buying	Selling	Internet sales as % of total turnover	Buying	Selling	Internet sales as % of total turnover	Buying	Selling	Internet sales as % of total turnover
EU25	36	11	2.5	54	21	3.5	45	14	2.0	34	10	1.0
EU15	39	12	2.7	59	23	3.6	49	16	2.1	37	11	1.3
BE	52	12	2.1	70	23	1.8	60	15	2.7	50	11	2.1
CZ	37	15	3.1	45	16	3.8	46	18	3.4	35	15	1.6
DK	64	35	u	84	45	u	74	34	u	61	34	u
DE	54	17	3.0	64	27	3.5	61	20	2.7	52	16	1.6
EE	23	7	0.9	43	17	1.7	29	9	0.9	22	6	0.8
EL	14	6	1.6	25	10	2.5	19	8	2.9	13	6	0.4
ES	10	2	0.5	19	8	0.7	13	3	0.4	9	2	0.2
FR	:	:	:	:	:	:	:	:	:	:	:	:
IE	53	22	9.6	76	32	10.5	64	30	8.3	50	20	8.8
IT	19	3	0.7	39	10	1.2	31	5	0.5	18	3	0.3
CY	27	4	0.2	43	27	0.6	43	15	0.5	24	2	0.1
LV	7	2	0.6	17	3	c	9	3	0.7	7	2	0.7
LT	15	6	1.8	21	7	1.0	18	6	1.3	14	6	3.4
LU	40	u	:	57	u	:	44	u	:	38	u	:
HU	5	5	1.0	7	7	0.8	7	5	0.8	5	5	1.9
MT	:	:	:	:	:	:	:	:	:	:	:	:
NL	35	21	:	56	31	:	45	24	:	33	21	:
AT	39	13	1.0	61	22	0.9	47	15	0.9	37	12	1.1
PL	17	4	1.5	31	8	1.7	24	6	1.6	15	4	1.0
PT	:	:	:	:	:	:	:	:	:	:	:	:
SI	26	9	u	30	18	1.2	24	9	0.9	26	8	u
SK	22	7	0.0	23	6	0.0	25	7	0.0	22	6	0.1
FI	75	18	4.7	85	29	u	84	22	u	73	17	u
SE	67	22	u	87	37	u	81	24	c	64	22	c
UK	54	15	4.0	69	27	5.2	62	20	2.7	52	13	1.7
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	57	20	3.7	78	31	2.7	71	23	5.3	55	19	3.5

Source: Eurostat, Community survey on ICT usage and electronic commerce in enterprises.

N.B.: Data not available for FR, MT, PT, IS.

u = data not reliable; c = data confidential.

## 62% of enterprises are represented on the web, chiefly for the purpose of marketing their products.

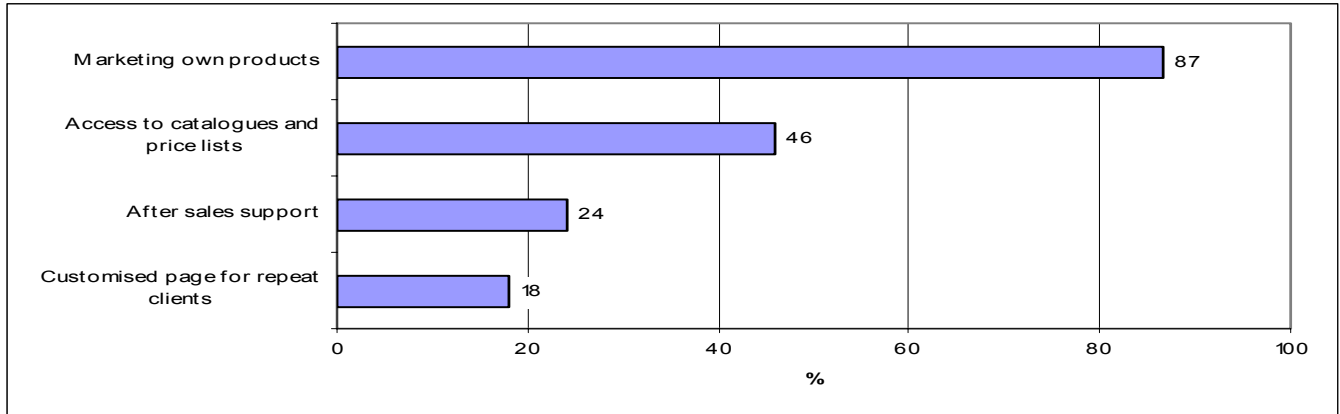
In January 2005, 62% of enterprises in the EU-25 had internet access and were equipped with a website. These firms are also thus able to supply information on themselves or their products or services, provide lists or a catalogue of goods or services available with prices, or to offer an after-sales service. Such websites also permit marketing their own products or provide a webpage for loyal customers. Sweden and Denmark are the countries with the highest rate of presence on the web. By contrast, only 29% des enterprises have their own websites in Latvia, 40% in Hungary and 41% in Lithuania (table 5).

Most enterprises with their own website use it chiefly to market their products. Just under half use it to display catalogues of their products and services and their prices. One quarter use it to offer an after-sales service to their customers (graph 3 and table 6).

ICT usage varies from one economic activity to another. The proportion of firms in the sectors "Real estate, renting and business activities" (NACE K), "Hotels and other provision of lodgings" (NACE H 55.1-55.2) and "Motion picture and video, radio and television activities" (NACE O 92.1-92.2) with their own websites is higher than that in the sectors "Transport, storage and communication" (NACE I), "Wholesale and retail trade" (NACE G), "Construction" (NACE F) or "Manufacturing" (NACE D).

As was to be expected, those economic activities with the highest proportion of enterprises having their own websites are the motion picture, video, radio and television and the hotels sectors. The economic activity with the lowest proportion of enterprises having their own website is that of construction.

**Graph 3 – Services offered by websites\***



Source: Eurostat, Community survey on ICT usage and electronic commerce in enterprises.

N.B.: Data not available for FR, MT, PT.

\* as a percentage of all enterprises having a website.

**Table 5: Proportion of enterprises with their own website by NACE class in 2005 (%)**

	EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO
Total	62	64	65	67	82	72	53	56	43	60	54	44	29	41	59	40	72	70	49	59	61	76	85	74	67	67	67	67	67
D	63	66	69	66	u	72	53	55	47	67	59	35	26	40	54	40	76	73	52	62	59	86	86	78	76	76	76	76	76
F	46	47	54	62	66	58	39	42	24	40	34	30	20	39	50	33	62	57	39	37	38	53	69	67	61	61	61	61	61
G	62	65	65	65	u	72	54	55	49	46	56	33	28	39	56	38	70	70	44	64	61	76	88	68	57	57	57	57	57
H*	90	91	97	88	u	91	91	80	81	77	92	83	65	80	66	68	88	94	75	90	88	97	91	100	83	83	83	83	83
I	54	55	47	59	u	55	49	45	46	67	43	57	26	33	56	40	62	59	55	u	57	57	73	65	62	62	62	62	62
K	70	71	74	76	u	75	59	61	51	73	50	76	44	52	77	46	80	76	60	64	84	83	94	77	82	82	82	82	82
O*	94	94	84	89	u	96	85	79	71	70	69	56	42	71	100	59	95	99	86	u	84	98	94	100	76	76	76	76	76

**Table 6: Services offered by websites by NACE class in 2005 (%)\***

	EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO		
Marketing own products																															
Total	87	88	94	96	94	89	88	96	87	83	95	97	91	79	56	u	68	83	89	98	42	89	93	98	93	98	93	98	93	98	
D	89	91	96	97	u	92	91	98	83	84	96	96	92	79	56	u	74	83	92	98	45	92	94	98	94	98	94	98	94	98	
F	83	85	93	96	87	88	79	94	91	71	94	100	93	77	57	u	42	82	85	99	36	87	91	99	36	87	91	99	36	87	
G	84	86	93	96	u	84	90	95	83	80	95	97	91	82	61	u	75	83	87	100	47	86	92	100	47	86	92	100	47	86	
H*	95	96	98	97	u	96	96	100	97	89	98	99	96	79	92	u	83	91	95	100	60	100	98	100	60	100	98	100	60	100	
I	86	87	90	93	u	89	87	95	92	80	95	99	86	72	54	u	61	80	91	u	41	87	88	u	41	87	88	u	41	87	
K	85	88	92	95	u	90	82	95	91	84	93	94	88	80	45	u	67	84	88	95	33	88	97	95	33	88	97	95	33	88	
O*	88	89	85	92	u	88	72	94	90	82	96	100	83	79	79	u	83	96	90	u	46	90	97	u	46	90	97	u	46	90	
Facilitating access to product catalogues and price lists																															
Total	46	44	35	49	44	40	49	41	53	40	42	43	52	55	38	u	70	36	58	50	48	37	42	50	48	37	42	50	48	37	
D	50	48	38	50	u	45	50	38	61	42	44	40	58	52	42	u	76	35	67	u	54	35	44	u	54	35	44	u	54	35	
F	24	22	11	23	14	19	30	26	31	16	14	46	37	49	25	u	45	18	34	31	38	u	16	u	16	u	16	u	16	u	
G	55	53	45	62	u	48	57	45	60	50	47	45	55	65	56	u	78	50	63	u	60	49	55	u	60	49	55	u	60	49	
H*	71	72	67	69	u	59	85	52	78	45	90	55	84	68	77	u	93	71	80	u	52	89	82	u	52	89	82	u	52	89	
I	40	38	28	44	u	38	45	44	37	31	30	42	46	51	38	u	63	28	48	50	33	42	39	u	33	42	39	u	33	42	
K	36	34	26	42	u	27	37	34	45	32	21	31	44	45	25	u	69	26	41	u	29	30	33	u	29	30	33	u	29	30	
O*	47	47	53	69	u	47	45	39	49	42	40	51	50	67	53	u	83	27	54	u	98	u	u	u	98	u	u	u	98	u	
Providing after sales support																															
Total	24	26	15	26	31	43	14	11	10	18	12	13	7	5	16	u	15	10	7	22	15	24	24	22	15	24	24	22	15	24	
D	16	18	12	19	u	30	9	7	7	17	10	3	6	4	14	u	15	9	4	14	7	u	20	14	7	u	20	14	7	u	
F	18	20	6	17	19	39	5	8	5	3	6	11	5	7	15	u	5	2	2	7	9	u	13	u	9	u	13	u	9	u	
G	29	31	20	33	u	51	16	14	14	18	19	20	11	5	19	u	17	15	11	u	17	u	30	u	17	u	30	u	17	u	
H*	24	25	4	29	u	48	23	9	7	9	12	9	6	5	3	u	13	9	3	17	7	40	15	u	17	7	40	15	u	17	
I	29	31	16	32	u	58	20	9	12	30	12	23	8	2	17	u	17	4	5	37	10	26	14	u	37	10	26	14	u	37	
K	30	32	16	34	u	48	20	19	13	21	15	14	5	4	16	u	18	11	9	u	29	27	32	u	29	27	32	u	29	27	
O*	47	47	25	26	u	52	17	7	6	2	8	7	0	4	26	u	19	0	4	5	0	u	26	u	5	0	u	26	u	5	
Customised page for repeat clients																															
Total	18	18	18	13	22	16	13	10	19	12	24	15	21	44	19	u	14	20	21	20	37	9	19	20	37	9	19	20	37	9	
D	16	16	14	11	u	13	11	10	16	11	22	9	18	40	20	u	10	16	20	17	26	u	17	u	17	26	u	17	26	u	
F	10	9	7	14	20	4	4	1	11	7	18	5	17	43	19	u	4	17	13	5	39	u	5	u	5	u	5	u	5	u	
G	20	19	20	15	u	16	17	8	21	12	27	13	19	46	17	u	19	24	24	25	35	u	19	u	19	24	24	25	35	u	
H*	19	19	45	19	u	9	14	9	26	14	31	16	12	63	31	u	17	11	21	9	42	u	23	u	9	42	u	23	u	9	
I	21	21	33	12	u	18	16	16	27	16	27	23	33	58	25	u	15	17	25	23	29	u	18	u	23	29	u	18	u	23	
K	22	22	19	16	u	22	15	17	21	15	28	24	23	34	17	u	15	26	21	u	58	u	26	u	58	u	26	u	58	u	
O*	28	28	22	19	u	28	17	17	17	8	34	22	25	75	47	u	18	19	25	5	32	u	30	u	5	32	u	30	u	5	

Source: Eurostat, Community survey on ICT usage and electronic commerce in enterprises.

N.B.: Data not available for FR, MT, PT, IS.

\* as a percentage of all enterprises having a website.

\*\* H 55.1 and H 55.2 only - Hotels and other provision of short-stay accommodation; O 92.1 and 92.2 only - Motion picture and video activities and Radio and television activities.

u = data not reliable.

## Books and travel are the most frequent online purchases among private individuals

23% of private individuals placed online orders in 2005. Customers most often use the internet for ordering books and making travel arrangements (table 7). Around 8% of persons declared having bought books and an almost identical percentage claimed to have made travel arrangements online. Other products most often bought on the internet are clothes and sports goods, and films and music.

Graph 4 and table 8 depict the four most-frequent online purchases by customer age group. Although young

people aged 16-24 years are the most frequent internet users (84%), it is private individuals aged 25 to 55 years who account for the highest number of purchases. Young people show a marked interest in purchasing music/films or clothes. The intermediate age bracket accounts for most orders placed and reveals a preference for books and travel. The 55-74-year age bracket uses the internet the least (25%), but also places orders, in particular, for travel and lodgings.

**Table 7: The goods and services most frequently purchased on the internet by private individuals in 2005 (%)\***

	EU25	EU15	BE	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	IS	NO
% of persons who bought in the last 12 months	23.1	27.2	16.3	5.5	48.0	42.4	6.8	2.5	11.7	:	:	5.9	5.1	4.8	2.2	39.0	8.1	:	:	25.3	6.9	5.8	u	9.0	38.0	50.3	44.1	44.0	:
Books/ magazines/e-learning	7.9	9.3	:	1.6	10.9	16.9	2.3	0.8	1.9	:	:	1.6	2.0	0.7	0.8	24.1	3.0	:	:	10.0	2.9	1.9	u	2.6	8.5	12.2	14.4	16.1	:
Travel and holiday accommodation	7.8	9.7	:	0.7	17.7	10.0	2.2	0.4	4.9	:	:	2.0	1.3	0.8	0.4	16.7	1.7	:	:	3.4	0.6	0.9	u	1.7	10.0	16.3	23.5	31.1	:
Clothes, sports goods	7.5	9.1	:	1.1	13.7	16.9	2.4	0.4	1.0	:	:	1.0	1.0	0.6	0.2	10.3	1.2	:	:	7.4	1.6	1.1	u	2.9	10.5	12.8	14.8	8.7	:
Films/music	7.4	9.0	:	0.5	11.3	11.1	u	0.4	1.5	:	:	1.1	1.2	1.0	0.5	15.5	1.6	:	:	4.9	1.4	1.5	u	1.1	6.8	12.7	23.4	12.3	:
Tickets	5.6	6.9	:	:	4.6	11.2	u	0.3	:	:	:	0.5	0.4	0.8	0.1	7.7	0.7	:	:	4.1	1.0	u	u	1.6	4.7	3.0	11.2	8.7	:
Household goods	5.5	6.8	:	1.0	16.8	7.6	2.8	0.2	3.1	:	:	0.9	0.1	0.6	0.5	12.4	1.6	:	:	3.9	0.6	1.4	u	0.8	8.5	9.1	15.9	11.0	:
Electronic equipment	4.6	5.4	:	2.1	8.6	8.6	u	0.3	1.2	:	:	1.0	0.9	1.4	0.1	7.3	0.9	:	:	4.4	1.6	1.1	u	1.0	4.4	7.3	10.2	4.8	:
Computer software	4.2	5.0	:	0.4	8.5	7.3	u	0.2	1.2	:	:	1.0	1.1	0.5	0.4	8.6	1.4	:	:	2.7	1.2	1.1	u	1.1	3.9	3.8	10.9	8.5	:
Computer hardware	3.5	4.2	:	0.3	10.3	5.8	u	0.6	1.2	:	:	0.8	0.7	0.4	0.2	5.9	0.8	:	:	2.2	1.3	0.9	u	0.6	5.9	5.5	8.3	4.4	:
Food/ groceries	2.3	2.8	:	0.2	3.3	2.5	u	0.0	1.0	:	:	0.4	0.3	0.1	0.1	3.1	0.5	:	:	1.8	1.2	u	u	0.2	u	0.7	8.7	2.2	:
Shares/ Financial services/ insurance	2.2	2.8	:	u	2.4	2.0	u	0.1	0.6	:	:	0.5	0.4	0.1	0.1	2.6	0.4	:	:	0.5	0.3	0.7	u	0.2	2.4	2.7	9.3	3.1	:

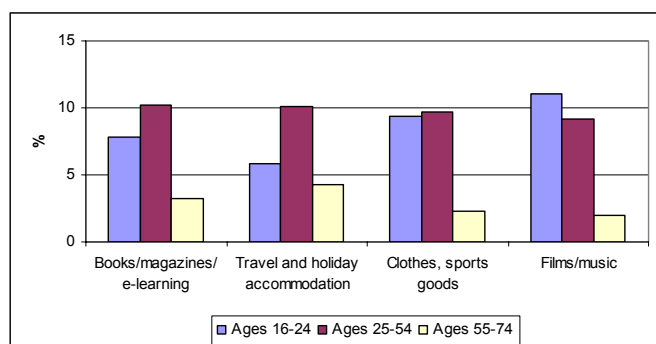
Source: Eurostat, Community survey on ICT usage and electronic commerce in enterprises.

N.B.: Data not available for FR, IE, MT, NL, NO.

\* rate expressed as a percentage of the total number of individuals.

u = data not reliable.

**Graph 4 – The four products and services most frequently purchased on the internet by age group, EU-25\***



\* rate expressed as a percentage of the total number of individuals

**Table 8 – Purchases made by private individuals on the internet by age group, EU-25\***

	Total	Ages 16-24	Ages 25-54	Ages 55-74
Individuals using the Internet over the past 12 months	54.5	83.7	61.7	24.9
Individuals buying over the Internet in the past 12 months	23.1	28.0	28.4	9.9
Books/magazines/e-learning	7.9	7.8	10.2	3.3
Travel and holiday accommodation	7.8	5.8	10.1	4.3
Clothes, sports goods	7.5	9.4	9.7	2.3
Films/music	7.4	11.0	9.2	1.9
Tickets	5.6	2.7	7.9	2.6
Household goods	5.5	6.1	7.0	2.3
Electronic equipment	4.6	5.2	5.8	1.9
Computer software	4.2	4.5	5.1	2.2
Computer hardware	3.5	4.3	4.2	1.6
Food/groceries	2.3	1.8	3.1	1.1
Shares/Financial services/insurance	2.2	1.6	3.1	0.8

\* rate expressed as a percentage of the total number of individuals

## ➤ ESSENTIAL INFORMATION - METHODOLOGICAL NOTES

### ABBREVIATIONS

EU or EU-25 (European Union, comprising 25 Member States); BE (Belgium), CZ (Czech Republic), DK (Denmark), DE (Germany), EE (Estonia), EL (Greece), ES (Spain), FR (France), IE (Ireland), IT (Italy), CY (Cyprus), LV (Latvia), LT (Lithuania), LU (Luxembourg), HU (Hungary), MT (Malta), NL (Netherlands), AT (Austria), PL (Poland), PT (Portugal), SI (Slovenia), SK (Slovakia), FI (Finland), SE (Sweden), UK (United Kingdom); BG (Bulgaria), RO (Romania), TR (Turkey); IS (Iceland), NO (Norway).

### SYMBOLS

“.” data not available  
“u” data not reliable  
“c” data confidential

National data marked with a “u” (data not reliable) are included in the EU aggregate. National data marked with a “c” (data confidential) are not included in the EU aggregate.

### COMMUNITY SURVEY ON ICT USAGE IN HOUSEHOLDS AND BY PRIVATE INDIVIDUALS (2005)

Reference period: first quarter of 2005.  
In 2005, from the data available: 116 580 households and 173 470 private individuals were surveyed in all respondent countries.  
Field (private individuals): individuals aged from 16 to 74 years.  
Field (households): households including at least one member aged from 16 to 74 years.  
Weighting of results: results were weighted by the number of households or the number of individuals.

### Notes

For 2004:

**Luxembourg** – Broadband includes wireless connection.

For 2005:

**Cyprus** – Internet access in households – change of definition between 2004 and 2005. In 2005: internet accessed at least once during the first quarter of 2005.

**Finland** – Purchase of electronic equipment by private individuals – includes household appliances.

**Netherlands** – Households having a broadband connection – greater focus on the question than in 2004.

**Poland** – Degree of urbanisation – high density: urban areas with more than 100 000 inhabitants; average density: urban areas with less than 100 000 inhabitants; low density: rural areas.

**United Kingdom** – Degree of urbanisation indeterminate for 10 percent of all data.

**DATA EXTRACTED ON:**  
10 January 2006

### COMMUNITY SURVEY ON ICT USAGE AND ELECTRONIC COMMERCE IN ENTERPRISES (2005)

Reference period: January 2005 and/or 2004 as a whole. Questions on electronic commerce relate to 2004.

In 2005, from the data available: 111 740 enterprises were surveyed in all respondent countries.

Field: enterprises employing 10 or more persons in the selected activities (see below).

Activities covered: enterprises classed in the following categories under NACE Rev. 1.1:

Section D - Manufacturing

Section F - Construction

Section G - Wholesale and retail trade

Section H - (Groups 55.1 and 55.2 only) - Hotels other provision of short-stay accommodation

Section I - Transport, storage and communication

Section K - Real estate, renting and business activities

Section O - (Groups 92.1 and 92.2 only) - Motion picture and video activities and Radio and television activities .

For a detailed overview of the NACE, consult the RAMON server (Eurostat's nomenclatures) at:

<http://europa.eu.int/comm/eurostat/ramon>.

### Breakdown by enterprise size:

small enterprises - 10-49 employees;  
medium-sized enterprises - 50-249 employees;  
large enterprises - 250 or more employees.

### Notes

For 2004:

**United Kingdom** – Broadband includes wireless connection.

For 2005:

**Estonia, United Kingdom** - O 92.1 and 92.2: the entire NACE section O was taken into account.

**DATA EXTRACTED ON:**  
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This publication was produced by Martina Pitonakova

# Further information:

Data: [EUROSTAT Website/Home page/Data](#)

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