Survey on Information and Communication Technology (ICT) usage in Households and by Individuals in 2024

Tiranë, 11ᵗʰ December 2024: Based on the results of the Survey on Information and Communication Technology (ICT) usage during 2024, from the age group 16 - 74 years, 86,2 % of the population use Internet, 96.4 % of which use it several times during the day.

- 99.9 % of individuals access internet through mobile / smart phones, followed by: computer/desktop (29.2 %), laptop (28.5 %) and through tablet (19.4 %).;

- 98.9 % make calls / video calls (via Skype, Viber, WhatsApp, etc.);

- 97.1 % of Albanian households have access to the internet, of which:
    - 91.5 % 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:**
    - internet banking (e-banking): 3.3 percentage points;
    - accessing health-related data (e-albania health module): 1.5 percentage points;
    - reading online news (newspapers or magazines, etc.): 1.3 percentage points.

- 99.4 % of the population aged 16 - 74 years, have a user in the e-albania digital platform:

- 42.4 % of the population aged 16 - 74 years old, made online purchases "in the last 12 months":
    - The most online purchases, which take the largest share are:
        - purchasing of clothing/shoes/accessories with 90.3 %;
        - catering services in the dwelling from restaurants or fats-foods with 59.7 %.

- **All digital or computer skills have increased, where the highest increase was recorded for skills related to: "installing software/applications" by about 1.9 percentage points.**

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

Individuals aged 16-74 years old who have used the internet "in the last three months" from the moment of conducting the interview represent 86.2 % of the targeted population. This indicator has shown an increase of around 3.1 percentage points, in comparison with 2023. From those, the frequent internet users represent 96.4 % (who use the internet several times during the day) followed by those who use every day/almost every day with 3.3 % and 0.3 % at least once a week.

Use of e-government

In 2024 all categories of electronic contacts through internet with public authorities and some public services such as websites concerning citizen obligations (e.g. tax declaration, notification of moving), rights (e.g. social benefits), official documents (e.g. ID card, birth certificate) and 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 "obtained information from websites or apps" by 1.5 percentage points, compared to 2023 followed by the category "downloading/printing forms" which has shown an increase of 0.7 percentage points.

Fig. 1 Use of e-government 2023-2024, in %
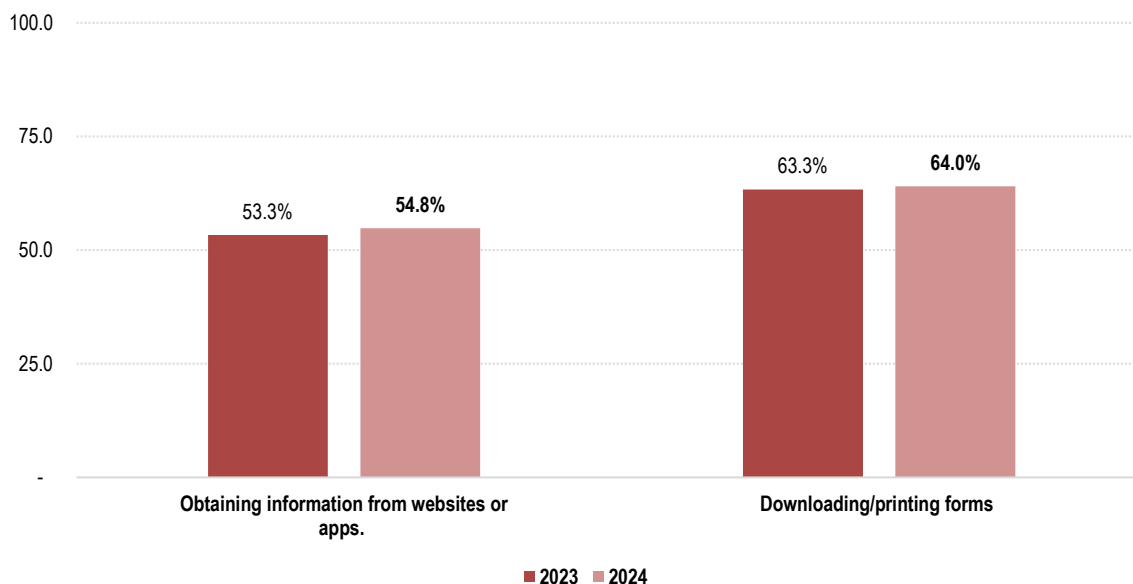
Use of e-commerce (online purchases)

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 42.4 % of the population aged 16-74 years old "in the last 12 months" (with an increase by around 4.0 percentage points) and 20.4 % are made "in the last 3 months" from the moment of conducting the interview (with an increase by 1.2 percentage points).

Tab. 1 Individuals distribution of e-commerce (online purchases) "in the last 3 months", 2023-2024, in %

Goods or service	Online purchases	
	2023	2024
Clothes/shoes/accessories	88.8	90.3
Delivery from restaurants/fast-food / catering	40.3	59.7
Cosmetics/beauty wellness products	37.7	41.8
Food/beverages from stores/providers	33.8	37.2
Households products	30.1	33.3
Sport goods	24.7	32.8
Consumer electronics/households' appliances	18.7	19.7

Digital and computer skills

In 2024, all digital or computer skills have increased.

Tab. 2 Individuals distribution by ICT skills, 2023-2024, in %

Digital and computer skills	2023	2024
Transferring files	45.2	45.8
Installing software/ applications	38.2	40.1
Copying or moving files or folders	34.8	35.2
Using software to edit	33.1	33.9
Using word processing software	28.2	28.3
Creating presentations	27.0	27.4
Using spread sheet software	19.5	19.8
Changing the settings of any software	15.3	15.5
Writing code in a programming language	8.3	8.7

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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 from16 - 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 2024 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 4,724 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 65.6 %.

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 2024 the survey was conducted in the period May – July 2024.

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.

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