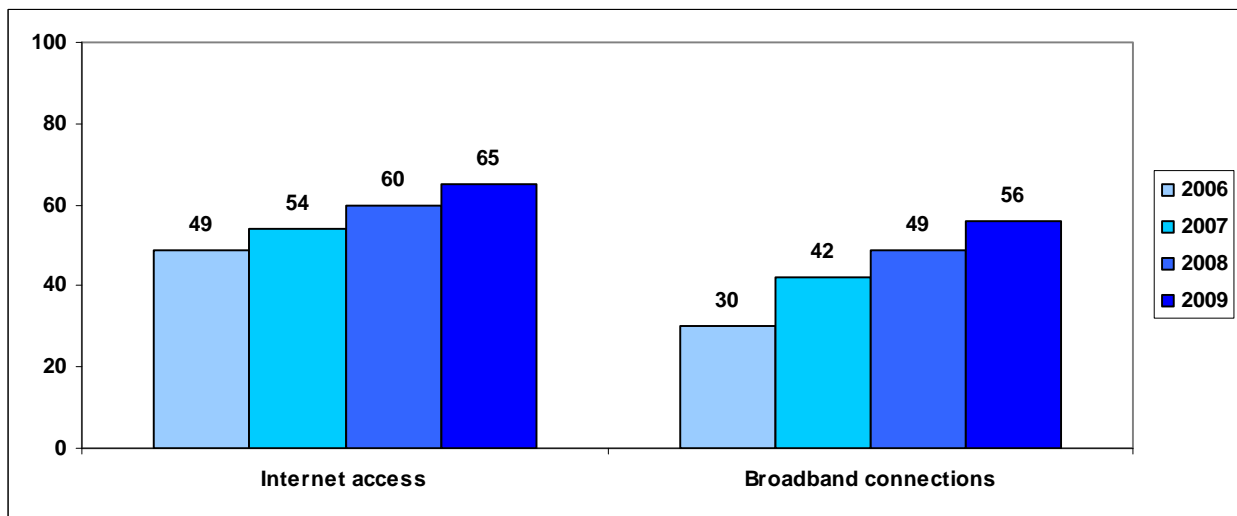


Internet usage in 2009 - Households and Individuals

Broadband access to the internet expanded to more than half of EU households

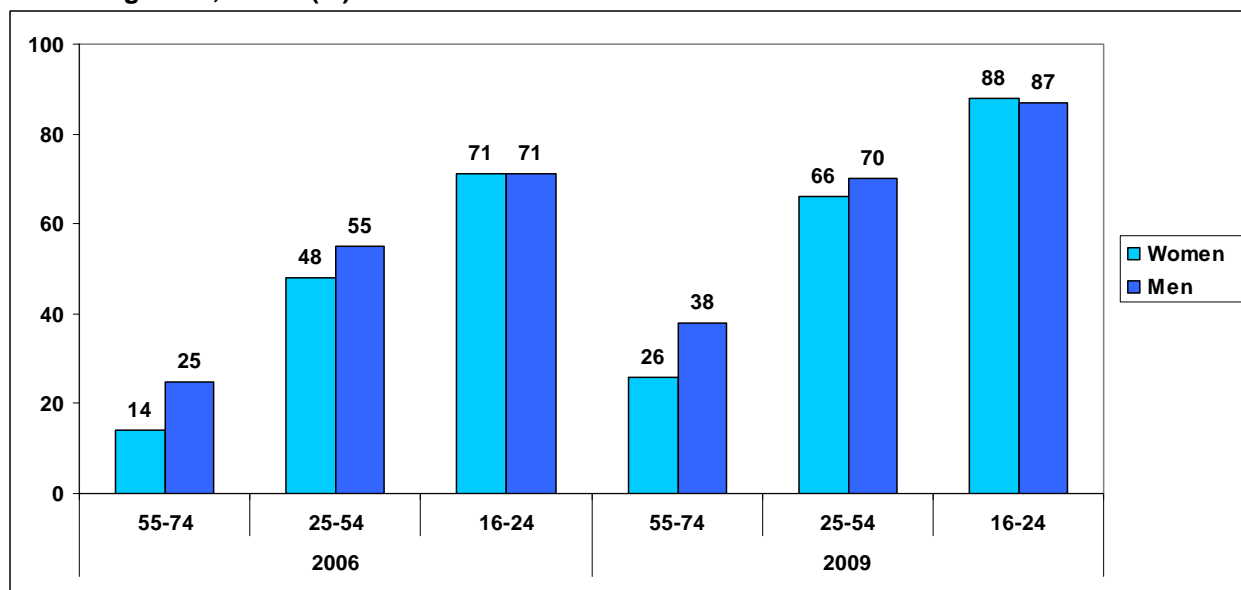
Figure 1: Internet access and broadband internet connections by households, EU-27 (%)



Source: Eurostat ([isoc_pibi_hba](#), [isoc_pibi_hiacc](#))

Regular internet use by men and women increased by more than 10 percentage points in each age group between 2006 and 2009; generation gaps remained

Figure 2: Individuals who used the internet on average at least once a week, by age group and gender, EU-27 (%)



Source: Eurostat ([isoc_pibi_use](#))

Table 1: Internet access and broadband connections by households, 2006 - 2009 (%)

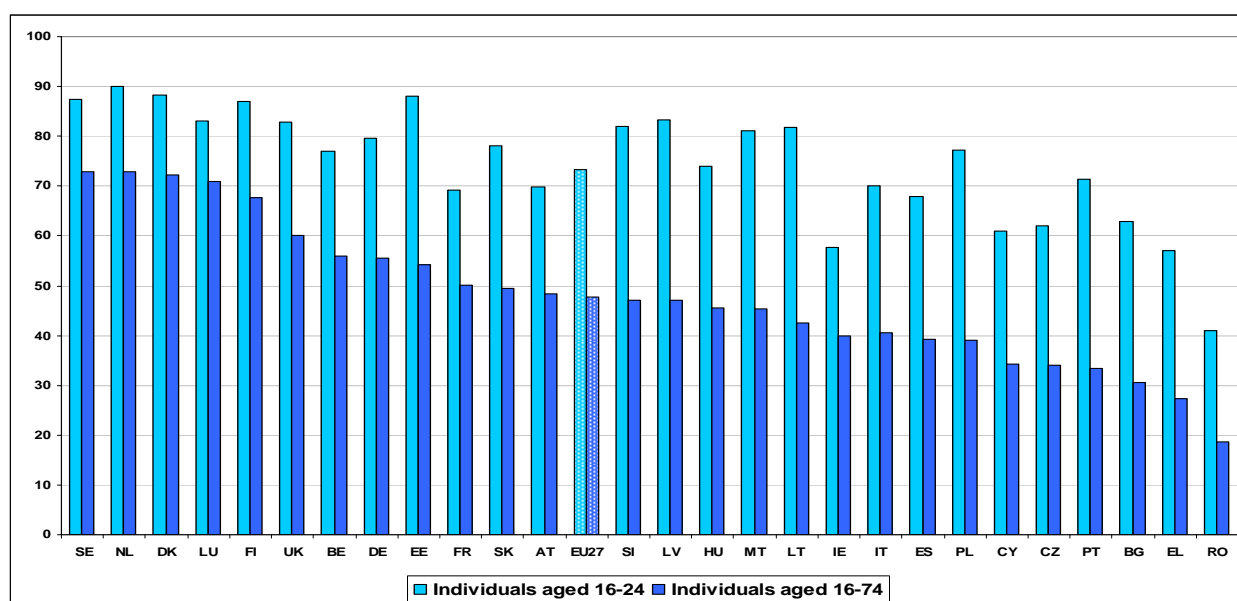
	Internet access				Broadband connections			
	2006	2007	2008	2009	2006	2007	2008	2009
EU27	49	54	60	65	30	42	49	56
BE	54	60	64	67	48	56	60	63
BG	17	19	25	30	10	15	21	26
CZ	29	35	46	54	17	28	36	49
DK	79	78	82	83	63	70	74	76
DE	67	71	75	79	34	50	55	65
EE	46	53	58	63	37	48	54	62
IE	50	57	63	67	13	31	43	54
EL	23	25	31	38	4	7	22	33
ES	39	45	51	54	29	39	45	51
FR	41	49	62	63	30	43	57	57
IT	40	43	47	53	16	25	31	39
CY	37	39	43	53	12	20	33	47
LV	42	51	53	58	23	32	40	50
LT	35	44	51	60	19	34	43	50
LU	70	75	80	87	44	58	61	71
HU	32	38	48	55	22	33	42	51
MT	53	54	59	64	41	44	55	63
NL	80	83	86	90	66	74	74	77
AT	52	60	69	70	33	46	54	58
PL	36	41	48	59	22	30	38	51
PT	35	40	46	48	24	30	39	46
RO	14	22	30	38	5	8	13	24
SI	54	58	59	64	34	44	50	56
SK	27	46	58	62	11	27	35	42
FI	65	69	72	78	53	63	66	74
SE	77	79	84	86	51	67	71	80
UK	63	67	71	77	44	57	62	69
HR	:	41	45	50	:	23	27	39
MK	14	:	29	42	1	:	23	34
TR	:	20	:	:	:	17	:	:
IS	83	84	88	90	72	76	83	87
NO	69	78	84	86	57	67	73	78
RS	:	26	:	37	:	7	:	23

: data not available

Source: Eurostat ([isoc_pibi_hba](#), [isoc_pibi_hiacc](#))

A large majority of young people in EU-27 used the internet daily

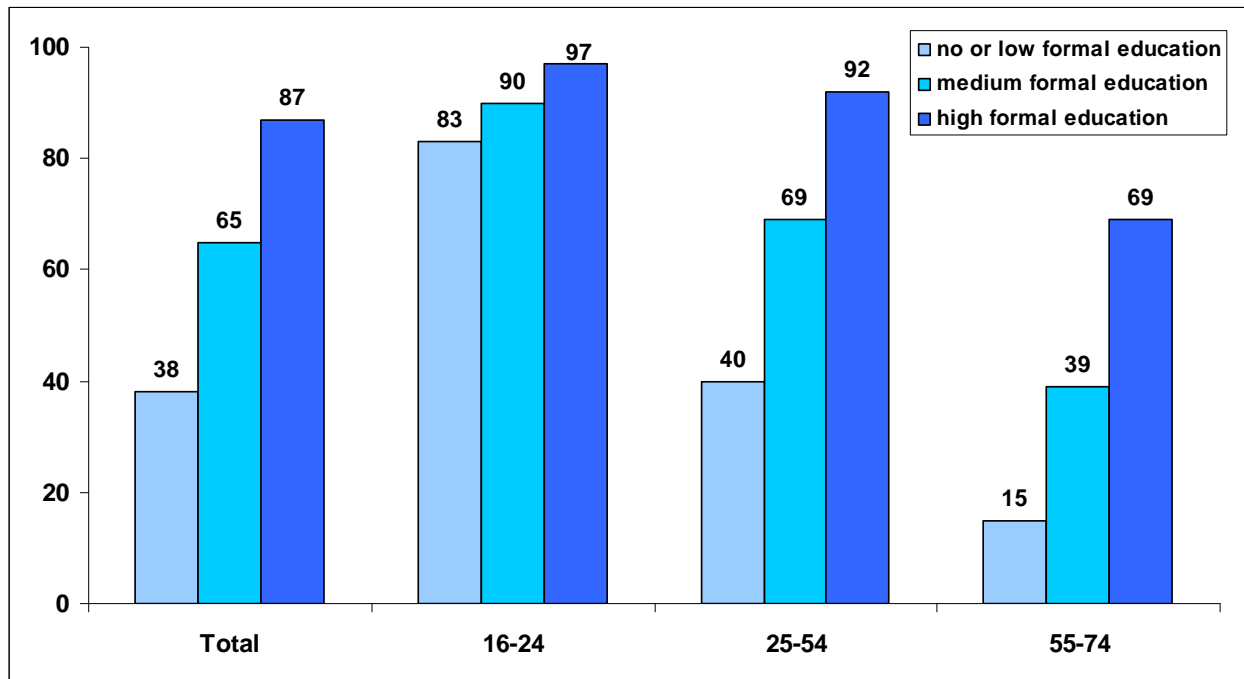
Figure 3: Individuals who used the internet on average every day or almost every day, 2009 (%)



Source: Eurostat ([isoc_ci_ifp_fu](#))

Nearly 90 % of the EU population with high formal education used the internet regularly, more than twice as much as the share for the population with low formal education

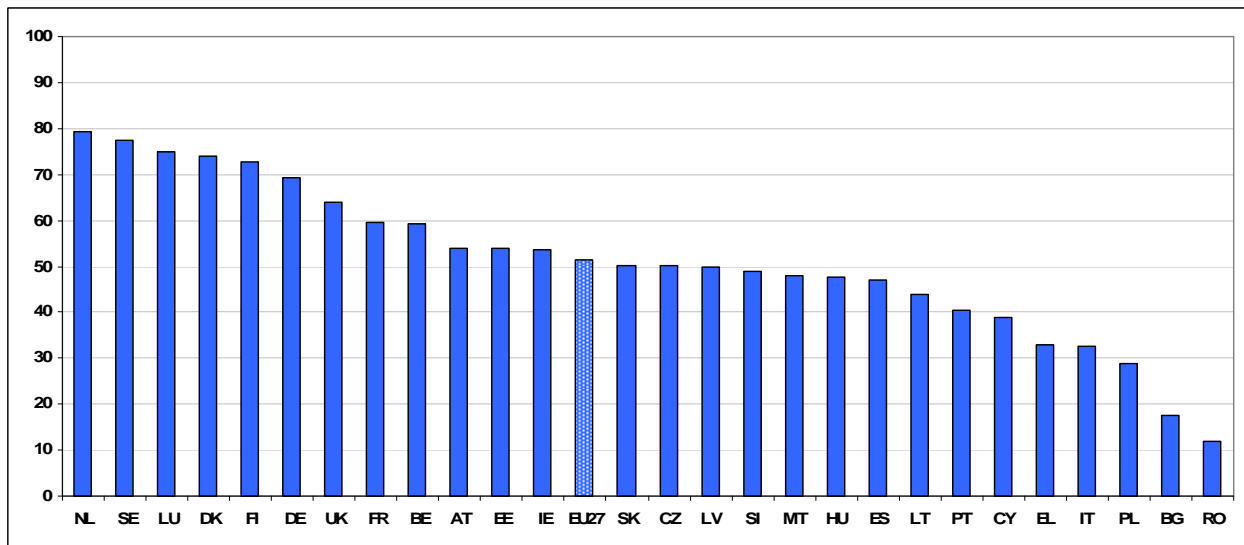
Figure 4: Individuals who used the internet on average at least once a week, by age group and level of education, EU-27, 2009 (%)



Source: Eurostat ([isoc_pibi_use](#))

About half of individuals in EU-27 used the internet for finding information about goods and services

Figure 5: Individuals who used the internet for finding information about goods or services for private purposes in the last 3 months, 2009 (%)



Source: Eurostat ([isoc_ci_ac_i](#))

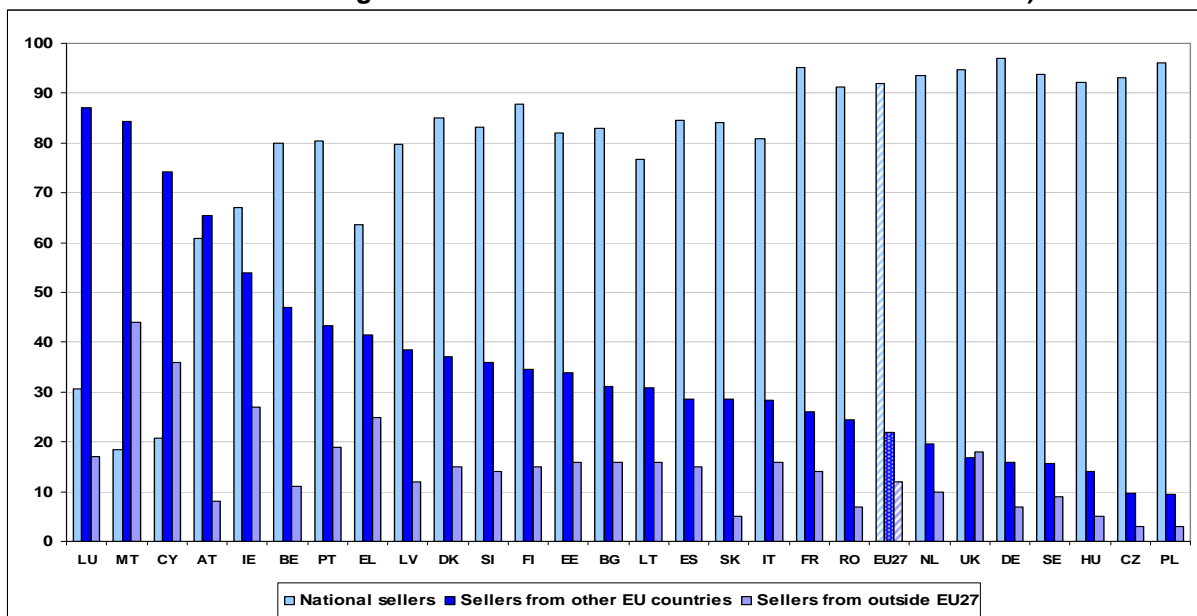
Nearly 40 % of individuals in EU-27 shopped online in 2009; about one fifth of e-shoppers bought from other EU countries

Table 2: Individuals having bought or ordered goods or services for private use over the internet in the last 12 months, 2009

	Total	Men	Women	By age			Country of origin of seller (multiple answers possible)			
				16-24	25-54	55-74	National sellers	Other EU countries	Rest of the world	unknown
				% of individuals						as % of individuals who bought or ordered over the internet
EU27	37	40	34	47	43	18	92	22	12	5
BE	36	41	30	41	44	16	80	47	11	4
BG	5	5	4	7	6	1	83	31	16	u
CZ	24	27	21	32	29	8	93	10	3	4
DK	64	66	61	71	75	39	85	37	15	5
DE	56	60	53	66	70	28	97	16	7	1
EE	17	16	17	21	22	u	82	34	16	u
IE	37	37	36	38	45	14	67	54	27	3
EL	10	13	7	14	13	2	64	41	25	8
ES	23	26	20	29	28	7	85	29	15	7
FR	45	46	43	62	52	u	95	26	14	12
IT	12	16	9	16	16	4	81	28	16	8
CY	16	20	13	20	20	4	21	74	36	1
LV	19	19	19	25	24	4	80	38	12	2
LT	8	9	8	13	10	u	77	31	16	u
LU	58	65	52	52	68	39	31	87	17	2
HU	16	17	15	21	20	5	92	14	5	3
MT	34	39	29	61	40	7	18	84	44	2
NL	63	66	59	75	73	35	94	20	10	9
AT	41	46	36	58	49	15	61	65	8	3
PL	23	26	21	40	28	5	96	9	3	3
PT	13	15	11	22	16	4	81	43	19	u
RO	2	2	2	4	3	0	91	24	7	2
SI	24	25	23	38	29	6	83	36	14	2
SK	28	29	27	38	34	7	84	29	5	4
FI	54	54	53	71	68	20	88	35	15	3
SE	63	65	61	72	74	39	94	16	9	1
UK	66	70	62	78	74	43	95	17	18	3
HR	10	11	9	16	13	2	64	28	20	3
MK	3	3	2	3	3	u	51	36	12	4
IS	44	45	42	44	51	25	80	46	52	u
NO	70	74	65	77	81	41	86	37	20	2
RS	5	6	3	8	5	1	70	30	6	3

u : unreliable data
Source: Eurostat (isoc.ec.ibuy)

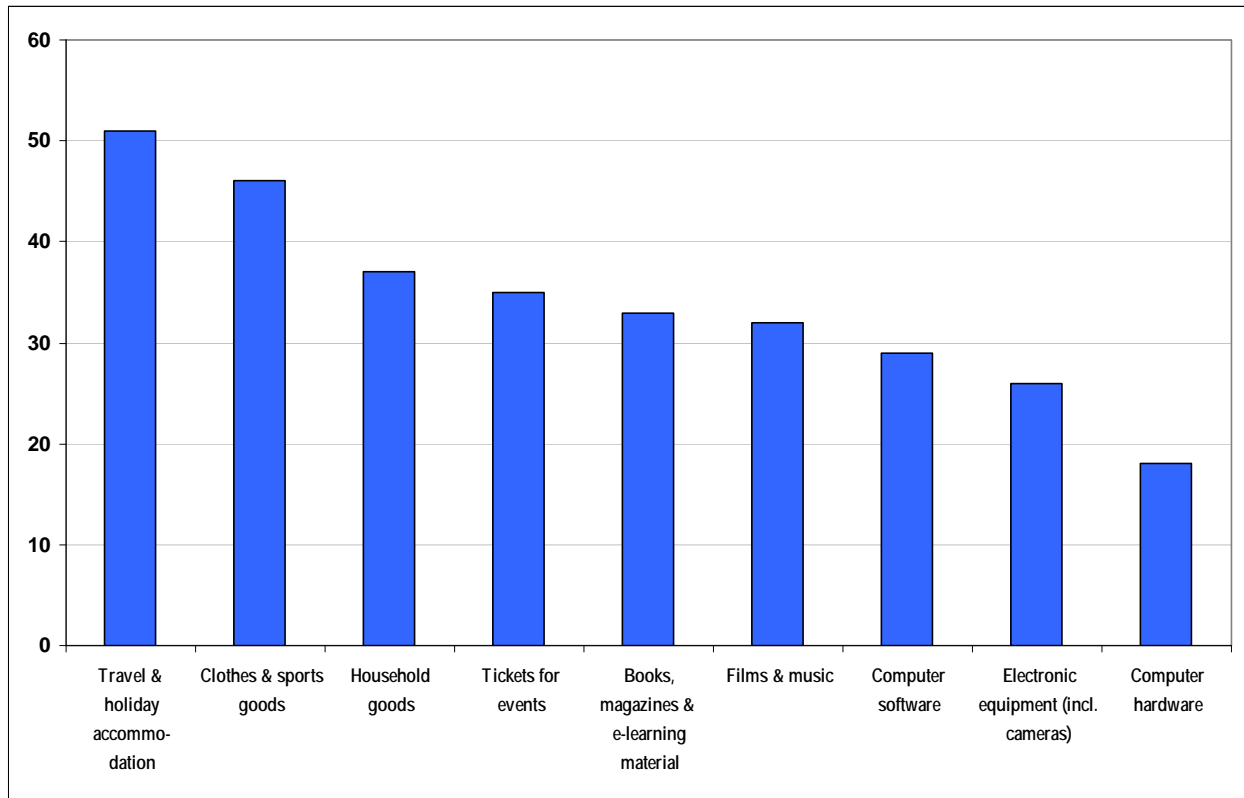
Figure 6: National and cross-border purchases of goods and services by individuals, 2009 (as % of individuals who bought or ordered over the internet in the last 12 months)



Source: Eurostat (isoc.ec.ibuy)

About half of e-shoppers in the EU booked travel or holiday accommodation

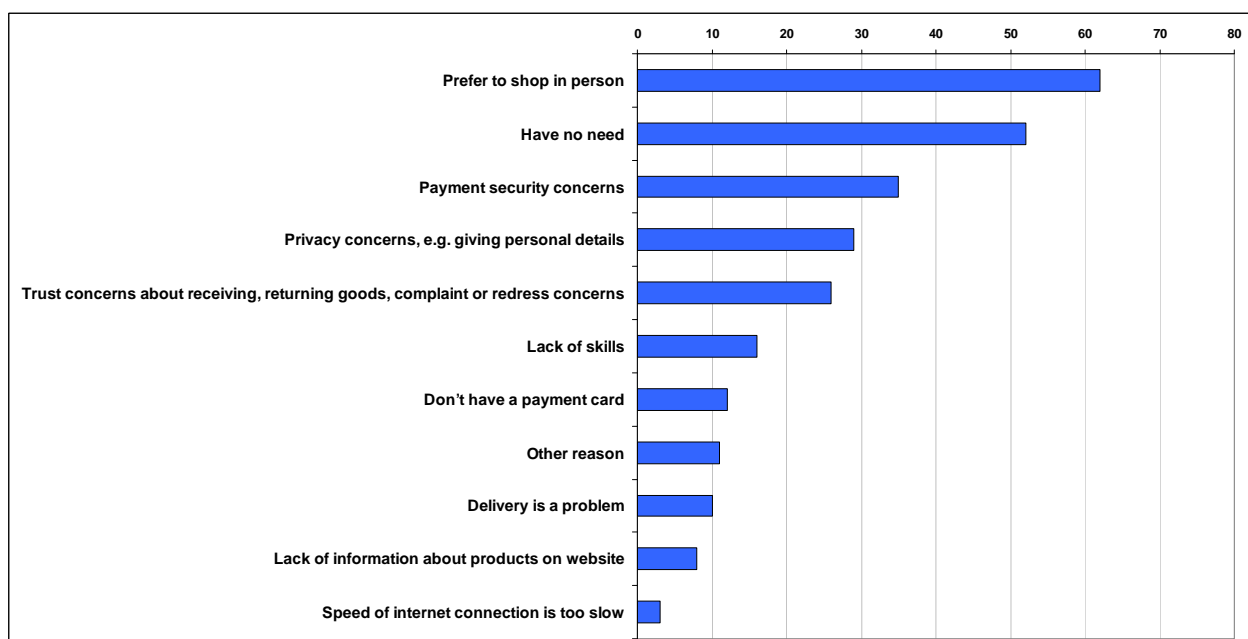
Figure 7: Types of goods and services bought or ordered over the internet for private use, EU-27, 2009 (as % of individuals who bought or ordered over the internet in the last 12 months)



Source: Eurostat ([isoc_ec_ibuy](#))

About one third of the population not having used the internet for e-commerce had concerns about payment security

Figure 8: Reasons for not buying or ordering goods or services over the internet, EU-27, 2009 (as % of individuals who did not buy or order over the internet in the last 12 months)



Source: Eurostat ([isoc_ec_inb](#))

Methodology

Data presented in this publication are based on the results of the Community survey on ICT usage in households and by individuals.

The survey covered households containing at least one person aged 16-74, and individuals aged 16-74. Households were asked about internet access by any member of the household at home. In general, individuals were asked about activities they had carried out on the internet in the last 3 months prior to the survey at home or at any other location; the main reference period was the first quarter of 2009.

On e-commerce or e-shopping related activities (a special module on e-commerce and trust was included in the 2009 model questionnaire), the individuals were asked if they had bought or ordered goods or services for private use over the internet in the last 12 months prior to the survey at home or at any other location. If so, they were also asked what types of goods or services they had bought or ordered in this time period and about the country of origin of the sellers. If not, individuals were asked about the reasons for not having bought products via the internet. The definition of e-commerce excludes manually typed e-mails.

Broadband internet connections include DSL (e.g. ADSL, SHDSL, etc.) and other broadband connections (e.g. cable, UMTS, etc.).

The definition of education levels is: high (tertiary education, ISCED 5 or 6) medium (upper secondary education, ISCED 3 or 4), low (no formal education completed, primary or lower secondary education, ISCED 0, 1 or 2).

Sample sizes EU-27: 161140 households and 209843 individuals.

The full set of data can be found on the Eurostat web site, under Statistics / Industry, Trade and Services / Information Society and in the dedicated section on information society statistics: <http://ec.europa.eu/eurostat/ict> or

http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/introduction

Abbreviations

EU-27: European Union of 27 Member States, BE: Belgium, BG: Bulgaria, CZ: Czech Republic, DK: Denmark, DE: Germany, EE: Estonia, IE: Ireland, EL: Greece, ES: Spain, FR: France, IT: Italy, CY: Cyprus, LV: Latvia, LT: Lithuania, LU: Luxembourg, HU: Hungary, MT: Malta, NL: Netherlands, AT: Austria, PL: Poland, PT: Portugal, RO: Romania, SI: Slovenia, SK: Slovakia, FI: Finland, SE: Sweden, UK: United Kingdom.

Other countries: HR: Croatia, MK: former Yugoslav Republic of Macedonia, TR: Turkey, IS: Iceland, NO: Norway, RS: Republic of Serbia.

Further information

Eurostat Website: <http://ec.europa.eu/eurostat>

Data on "Information Society Statistics"

http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/data/database

More information about "Information Society Statistics"

http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/introduction

European Statistical Data Support:

Contact details for this support network can be found on our Internet site:

<http://ec.europa.eu/eurostat/>

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