

DRŽAVNI ZAVOD ZA STATISTIKU  
REPUBLIKE HRVATSKE  
CROATIAN BUREAU OF STATISTICS

INTERESTING FACTS

Zagreb, 17 May 2016.

## World Telecommunication and Information Society Day

Can you imagine what would your life be like without computers or without the internet? The application of information and communication technologies is an indispensable part of modern life and, taking into account its importance and relevance to business and everyday life, it is no surprise that 17 May marks the day of telecommunications and information society in order to raise awareness about the fact that the use of the internet and the aforementioned technologies can greatly contribute to the development of society as a whole. World Telecommunication Day has been celebrated for a long time, even since the 1860s, in memory of the founding of the International Telecommunication Union. In 2005, the day was renamed to World Telecommunication and Information Society Day by the resolution of the UN's General Assembly and has been celebrated under that name since then.

Information and communication technologies (ICT) affect our daily lives in various ways and collecting data on their use is of great importance. Therefore, since 2007, the Croatian Bureau of Statistics carries out the survey entitled Usage of Information and Communication Technologies (ICT) in Households and by Individuals as well as in Enterprises. It collects the entire spectrum of data that provide information such as computer and internet access availability of households, use of computers and mobile devices, internet usage frequency and habits, purchasing goods and services via internet and digital literacy. All of these are important indicators that monitor the development and transformation of society as well as its economic development and productivity.

### ***Almost a quarter of households have no internet***

The results of the survey show that in 2015, availability of information and communication technologies to households has increased compared to last year. As many as 76.7% of households were equipped with a computer, which is by 11.2% more than in 2014. Also, in 2015, a significant increase in the number of households with broadband internet access was observed - almost all households had access to it. Mobile internet increased by 8.6%, while immobile internet increased by 2.2%, which does not come as a surprise given the increasing availability of mobile devices such as tablets, mobile phones and USB modems that use 3G /

4G technology. However, of the total number of households surveyed in 2015, 23.3% of them had no internet connection and the most common reasons for this are the lack of need for it and a high price of services and the necessary equipment.

### ***The growing number of computer and internet users in the 65+ age group***

Concerning the age structure of users, positive developments have been observed, although still, expectedly, the youngest populations leads in computer usage and the number of users decreases proportionally to their age. However, the number of users of older age groups is also increasing, so the number of users over 65 rose in 2015 by 3.0% compared to the previous year and a similar trend was observed with internet users, where the number of people over 65 increased by 6.2%.

### ***Internet is mainly used for reading newspapers and magazines***

As for the purpose of internet use among individuals, if we compare the results with those from 2014, it can be seen that users' habits had not changed much. Most individuals in 2015, 89.3% of them, used the internet to read newspapers and magazines and a slightly smaller percentage, 81.6% of them, used it to gather information about products and services. The smallest percentage (23.5%) used the internet to search for employment.

### ***The number of internet buyers in 2015 increased by 3.7%***

With more frequent use of ICT, the percentage of internet purchases of goods and services also increases. Their number in the observed period, that is, in the second half of 2014 and the first half of 2015 increased by 3.7% compared to the previous year. A total of 31.4% of persons interviewed purchased goods or services over the internet. Concerning types of goods and services purchased, habits of customers in the mentioned period were very similar to those from the previous year - the trend of buying mostly clothes and sports goods (48.4%) and electronic equipment (33.3%) continued, while the least bought products were groceries (5.6%) and medicines (5.9%). The last survey conducted is also the first in which the frequency of purchases and the amount of money surveyed persons spent on internet purchases was monitored and the results showed that nearly two-thirds of customers made a purchase over the internet one to five times in the past three months, while almost half of the transactions were for purchases up to 750 kuna.

### ***Social networks are used more by men***

Year after year, the number of users of social networks has been growing. In 2015, of the total number of surveyed persons, nearly half (44.6%) said that they use social networks and men and women used them fairly equally, only 2.2% more men than women.

### ***Only 38% of enterprises use social media***

Concerning the application of information and communication technologies in enterprises, survey results show that 90.3% of enterprises used computers, the same percentage of them had access to the internet and 71.2% had a website. Social media is used by a relatively small number of enterprises, only 37.5% of them, mostly for advertising and information sharing with customers via blogs or social networks. The phenomenon is most common in small enterprises, while medium and large enterprises rarely use social media for business purposes.

### ***2011 Census included computer literacy for the first time***

In the 2011 Census, the question regarding computer literacy was introduced for the first time and the data showed that in the Republic of Croatia, 57.4% of persons aged ten and above knew how to use the internet, 52.1% knew how to edit text, 45.2% knew how to do table calculations and 53.1% knew how to use e-mail. With regards to sex, it can be seen from the data that the number of persons who are computer literate is roughly the same for both sexes.

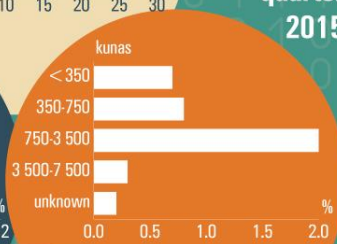
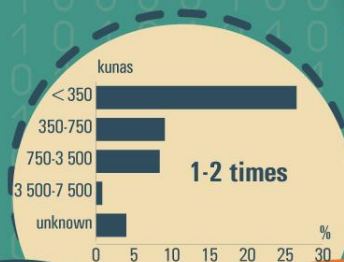
### ***2.9 million SMS messages sent in 2015***

In addition to the internet and computers, postal and electronic services are also a form of communication. While the number of letters and other consignments in 2015 fell by 3.1% compared to 2014, traffic of parcels during this period increased by 8.3% compared to 2014. In 2015, compared to the outgoing minutes spent, 2.4 million minutes were spent in the immobile network, which represents a decrease of 12.7% compared to 2014, while the minutes spent in mobile networks were nearly four times that amount, that is, 8.8 million minutes, which is an increase of 2.0% compared to 2014. Although the number of minutes spent in the immobile network in 2015 increased, the number of sent SMS messages decreased by 9.3% compared to 2014.

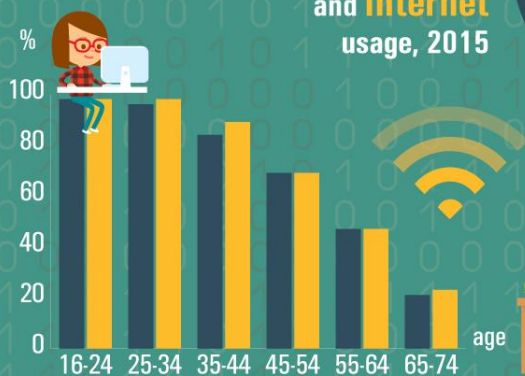
May  
17<sup>th</sup>

# WORLD TELECOMMUNICATION AND INFORMATION SOCIETY DAY

Frequency and  
value  
of individuals'  
internet  
purchases,  
second  
quarter  
2015



Individuals' computer  
and internet  
usage, 2015



Reasons for not owning an  
internet connection, 2015



households with broadband  
internet connection

mobile  
+15.9%

fixed  
-2.9%

households  
with a personal  
computer

+10.5%

social  
network  
usage  
+6.8%

2015  
2013

internet  
users  
+3.1%

e-banking  
+9.6%

internet  
purchases

women  
+2.4%

men  
-2.4%

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