

ICT usage - Households and individuals

Year 2010

Every year the survey on “Aspects of daily life” provides data on behaviours and the most important aspects of daily life in households.

The information presented today is taken from the survey carried out in February 2010 and regards: access to Information and Communication Technologies, use of computers, use of the Internet, use of e-Commerce, Internet security and e-skills.

The sample included 19,000 households, representing a total of 48,000 individuals. For further information see the methodological appendix available on the Istat website.

Main results

The growth of ICT in Italian households has been continuing in 2010. The percentage of Italian households that owned a PC increased (from 54.3% to 57.6%), Internet access at home (from 47.3% to 52.4%) and broadband access increased (from 34.5% to 43.4%) as well.

In Italy strong inequalities at the territorial level still persist as regards ICT usage. For example, in 2010 in the North about 60% of households own a PC and about 54% have Internet access at home, while in South of Italy the percentages are, respectively around 51% and 47%.

For all technological goods considered, social gaps are reducing. For instance, the share of households having a manager or self-employed professional as a reference person is on the rise, from 78.6% to 84.2% (+7.1%), while among those having a blue-collar worker as reference person the share increases even more: from 49.4% to 59.4% (+20.2%).

Italian households with minors are the most technological: 81.8% own a PC, 74.7% have Internet access at home and 63% have a broadband access. On the other hand, households with only people of 65 and over still do not have technological goods.

The main reason for not having access to the Internet at home is lack of skills (40.8%). 23.2% of households think Internet not useful, not interesting, 13.2% do not access Internet at home because they access it elsewhere, 10.2% because they consider too high equipment costs, and 8.2% because they think access costs are too high.

Italy still continues to stay behind most of the European Union countries with respect to ICT and it currently ranks twentieth for both Internet access at home (with a 59% percentage of usage in households with at least a member between 16 and 64 compared with the 70%-EU average) and also for broadband access (with a 49% percentage of usage compared with the EU-average of 61%).

In the current year Internet access (+11.3%) and broadband connection (+25.6%) have increased in Italy.

In 2010, 51% of the population aged 3 and over used PC and 48.9% of the population aged 6 and over surfed the web. Strong gender, generational and territorial inequalities still persist in the use of PC and Internet, but social differences diminish. The use of personal computer among blue collar workers passed from 45.1% in 2009 to 51.4% in 2010 and Internet use passed from 40.9% to 48.4%, while managers, entrepreneurs, self-employed professionals, that is people who have use rates much higher

than workers, register lower increases: Internet use passes from 79.1% to 85.0% and the use of personal computer from 81.3% to 85.9%.

Individuals aged 6 and over who have surfed the web during the last 3 months used the internet for sending/receiving email (78.5%), learning (67.7%) and finding information about goods or service (62.8%).

About half of the individuals who used internet visited social networking sites (Facebook, Twitter, Myspace, etc.). About four in ten internet users looked for information on websites of public authorities (38%) and posted messages in chat, blog, newsgroup (36.7%).

About one third of the individuals aged 14 and over who have surfed the web during the last 12 months shopped online. On the top ranking of goods and services purchased via the web the expenses for travel and accommodation (35.9%) gained the first position and accommodations for vacation (33.6%) ranked second.

Figure 1 – Households by technological goods. Years 2009 and 2010 (*per 100 households*)

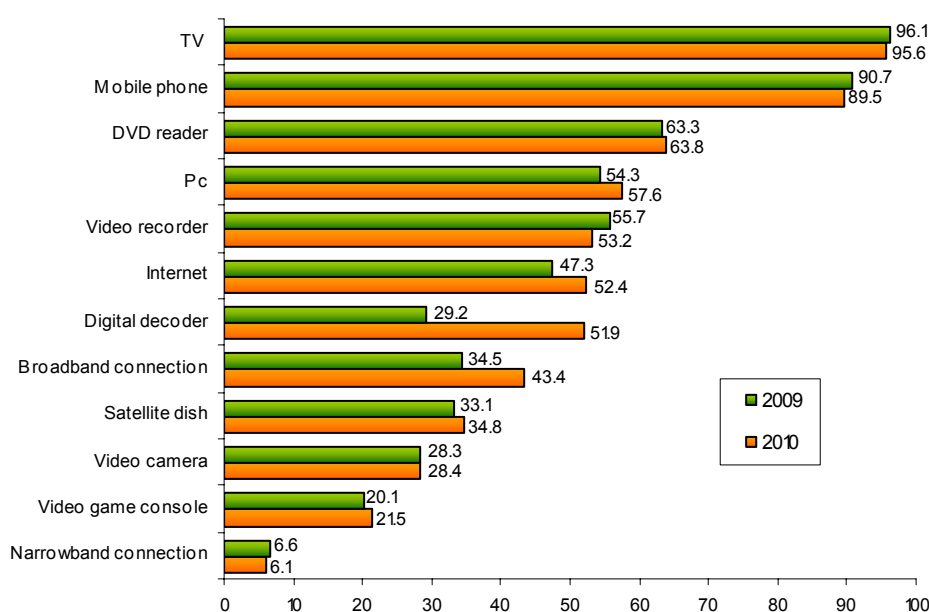


Table 1 - Individuals aged 3 and over who have used a computer (a) and individuals aged 6 and over who have used the Internet (a) by sex, age class, geographical macro-area, employment status and position. Years 2005-2010 (for 100 people with the same characteristics)

SEX, AGE CLASS, GEOGRAPHICAL MACRO-AREAS, EMPLOYMENT STATUS AND POSITION	Use of computer (b)						Use of Internet (c)					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
SEX												
Males	45.3	46.9	47.2	50.4	52.8	56.5	37.1	39.5	42.3	45.8	49.8	54.6
Females	34.7	36.1	36.6	39.7	42.5	45.8	26.9	29.0	31.7	35.0	39.4	43.6
Total	39.9	41.4	41.7	44.9	47.5	51.0	31.8	34.1	36.9	40.2	44.4	48.9
AGE CLASS												
3-5	16.9	13.9	13.8	15.6	16.9	18.0	-	-	-	-	-	-
6-10	53.2	54.0	52.4	57.4	56.9	59.1	13.0	15.4	18.0	22.2	30.5	36.7
11-14	73.8	74.3	74.3	77.6	81.4	83.6	44.2	48.1	55.8	59.3	69.6	75.7
15-17	80.2	79.7	77.8	81.9	86.0	89.3	63.5	67.2	70.1	76.7	82.1	87.2
18-19	75.9	77.4	77.4	80.0	86.0	89.8	67.4	68.6	74.8	77.2	83.7	90.4
20-24	69.1	72.4	71.9	73.8	79.0	82.8	63.1	66.2	68.4	71.0	77.6	82.1
25-34	57.1	60.4	61.5	65.5	69.6	74.3	50.7	54.4	58.7	62.6	67.9	73.3
35-44	52.0	53.8	54.1	58.6	62.0	66.6	43.1	45.7	48.5	53.8	58.2	64.6
45-54	40.5	43.6	44.2	48.7	51.6	55.9	32.4	36.4	39.2	44.0	48.6	53.0
55-59	25.0	26.7	29.9	33.6	36.0	44.1	19.4	21.5	26.3	29.7	33.1	41.0
60-64	13.8	16.4	17.5	20.5	25.0	28.3	10.8	12.3	14.9	18.0	22.8	25.2
65-74	5.5	7.0	6.9	9.1	9.9	13.7	3.9	4.8	5.5	7.2	8.5	12.1
75 and over	1.5	1.4	2.1	1.9	2.4	2.7	1.0	0.9	1.5	1.3	1.5	2.0
Total	39.9	41.4	41.7	44.9	47.5	51.0	31.8	34.1	36.9	40.2	44.4	48.9
GEOGRAPHICAL MACRO-AREAS												
North-west	43.7	46.4	46.9	49.4	51.8	55.6	35.8	39.0	41.9	44.7	48.3	53.6
North-east	44.1	44.8	45.7	49.6	51.1	54.1	35.6	38.1	41.2	45.4	48.2	51.3
Centre	42.4	43.2	43.1	46.9	48.8	53.1	35.9	37.0	38.7	42.9	46.8	51.3
South	33.7	34.4	34.3	37.3	40.7	43.5	24.8	26.2	29.6	32.1	37.3	41.9
Islands	32.8	35.6	36.5	38.5	43.2	47.0	24.5	27.7	29.8	33.5	39.5	44.5
Italy	39.9	41.4	41.7	44.9	47.5	51.0	31.8	34.1	36.9	40.2	44.4	48.9
EMPLOYMENT STATUS AND POSITION (d)												
Employed	56.4	58.7	58.6	63.4	66.7	71.1	48.0	51.0	54.1	59.0	63.6	68.7
<i>Executives, business people, self-employed professionals</i>	72.2	76.0	74.9	80.5	81.3	85.9	66.9	69.8	72.1	77.5	79.1	85.0
<i>Managerial and administrative staff</i>	78.3	78.7	79.6	84.3	85.4	87.3	68.6	71.0	74.9	80.4	82.9	85.1
<i>Manual workers, apprentices</i>	31.4	35.4	35.2	39.9	45.1	51.4	22.8	27.3	30.0	34.7	40.9	48.4
<i>Self-employed and assistants</i>	39.1	43.0	43.4	48.7	53.8	59.2	32.4	35.3	39.4	43.7	50.5	56.8
Job-seekers (not first time)	33.5	36.8	40.6	43.7	50.1	56.1	27.0	31.1	36.3	40.0	47.5	54.8
First-time job seekers	43.5	48.2	51.5	45.3	57.6	61.7	35.8	39.9	47.4	41.7	55.3	59.7
Housewives	8.8	10.7	10.9	13.3	16.3	18.4	5.7	7.5	8.0	10.8	14.3	17.1
Students	86.5	87.3	85.0	88.0	90.2	92.1	76.5	79.9	80.6	85.0	88.3	91.8
Retired	8.0	9.3	9.7	11.2	12.4	15.4	5.9	6.5	7.8	9.3	10.6	13.3
Other status	12.9	12.7	12.5	14.5	16.2	23.8	10.4	9.9	10.9	12.2	16.2	22.6
Total	38.3	40.1	40.6	43.7	46.5	50.3	32.3	34.4	37.0	40.3	44.1	48.4

(a) In the last 12 months.

(b) Per 100 people aged 3 and over with the same characteristics.

(c) Per 100 people aged 6 and over with the same characteristics.

(d) Per 100 people aged 15 and over with the same characteristics.

Table 2 - Individuals aged 3 and over who have used a computer in the last 3 months and individuals aged 6 and over who have used the Internet in the last 3 months by sex and age class. Year 2010 (for 100 people with the same characteristics)

SEX AND AGE CLASS	Use of computer in the last 3 months (a)	Place of pc usage (b)					Use of internet in the last 3 months (c)	Place of Internet usage (d)				
		At home	At place of work	At place of education	At another person's home	Other		At home	At place of work	At place of education	At another person's home	Other
SEX												
Males	54.2	89.2	40.0	14.3	23.2	19.3	52.3	87.4	38.5	11.4	23.6	19.7
Females	43.6	88.2	34.6	17.5	22.3	15.2	41.6	86.9	32.9	13.9	23.1	15.1
Total	48.7	88.8	37.5	15.8	22.8	17.4	46.8	87.2	35.9	12.6	23.4	17.5
AGE CLASS												
3-5	17.4	91.1	-	5.5	8.4	5.0	-	-	-	-	-	-
6-10	55.6	87.9	-	48.7	20.2	5.7	34.9	90.9	-	26.8	17.1	6.4
11-14	80.2	92.1	-	47.5	38.7	10.8	72.3	91.8	-	33.5	37.8	9.9
15-17	85.6	94.5	-	56.3	48.0	18.0	84.1	92.5	-	46.4	48.2	16.1
18-19	86.6	94.2	2.3	52.7	54.2	30.0	87.0	91.0	2.4	47.8	52.7	26.0
20-24	80.1	92.8	15.6	35.1	45.1	27.5	78.9	91.6	13.5	33.4	45.9	27.2
25-34	71.5	88.3	45.6	8.7	29.4	24.4	70.5	85.3	42.3	8.2	29.9	23.8
35-44	64.0	86.8	58.7	1.1	14.5	16.2	61.8	84.1	54.5	0.9	14.4	16.2
45-54	53.1	86.6	63.0	0.5	8.3	12.8	50.4	86.6	57.6	0.5	8.6	12.7
55-59	41.7	84.0	57.0	0.1	4.6	14.3	39.1	84.1	52.6	0.1	6.0	14.5
60-64	26.2	88.9	26.4	0.4	5.8	13.7	23.8	87.9	26.9	-	5.7	14.6
65-74	12.7	90.6	11.3	-	5.6	13.2	11.2	88.6	12.1	-	6.4	13.3
75 and over	2.6	93.3	2.4	-	1.4	11.9	1.9	85.2	3.1	-	8.2	17.5
Total	48.7	88.8	37.5	15.8	22.8	17.4	46.8	87.2	35.9	12.6	23.4	17.5

(a) Per 100 people aged 3 and over with the same characteristics.

(b) Per 100 people aged 3 and over with the same characteristics who used the personal computer in the last 3 months. Multiple answers.

(c) Per 100 people aged 6 and over with the same characteristics.

(d) Per 100 people aged 6 anni and over with the same characteristics who used the Internet in the last 3 months. Multiple answers.

Table 3 - Individuals aged 6 and over who used the Internet in the last 3 months by type of activity and age class. Year 2010 (per 100 people aged 6 and over with the same characteristics who used the Internet in the last 3 months).

ACTIVITY	Age class													Total
	6-10	11-14	15-17	18-19	20-24	25-34	35-44	45-54	55-59	60-64	65-74	75+		
Sending / receiving e-mails	17.6	52.5	76.5	81.4	88.6	87.5	82.3	79.9	81.0	78.8	75.1	80.1	78.5	
Consulting the Internet with the purpose of learning	62.2	70.8	75.3	76.8	72.4	67.8	64.2	67.0	66.4	64.7	62.9	59.9	67.7	
Finding information about goods or services	8.3	18.0	35.2	52.0	65.5	74.4	74.9	70.8	68.7	64.0	58.9	43.6	62.8	
Using services related to travel and accommodation	2.7	7.6	18.1	38.6	52.4	57.2	52.7	49.1	48.4	46.4	45.6	38.0	45.1	
Reading or downloading online news/newspapers/news magazines	9.0	20.4	32.7	41.5	49.7	49.7	47.2	47.1	49.7	50.3	47.6	48.6	44.0	
Playing or downloading games, images films or music	71.6	71.0	72.0	67.2	61.6	44.5	29.5	23.9	18.7	18.7	16.2	20.7	41.2	
Seeking health-related information	1.7	7.4	15.9	30.2	36.1	45.8	50.1	48.9	45.7	47.3	44.6	38.8	40.1	
Looking for information about education, training or course	16.1	26.7	35.6	51.9	51.2	41.0	35.3	36.1	33.2	25.6	20.0	22.9	36.5	
Uploading self-created content (text, images, photos, etc.) to any web site to be shared	14.2	43.2	59.5	62.3	60.1	46.7	29.5	21.2	20.9	17.4	18.7	24.2	36.4	
Listening to web radios and/or watching web television	20.6	38.8	47.7	47.2	45.8	36.9	27.2	22.9	17.9	18.9	13.5	8.1	31.3	
Internet banking	-	-	1.7	7.8	20.8	38.6	41.4	38.2	37.6	36.4	34.6	37.3	30.2	
Downloading software (other than games software)	7.6	21.9	35.6	39.8	38.4	32.9	22.9	20.9	20.3	17.6	13.4	5.2	26.1	
Looking for a job or sending a job application	-	-	3.2	16.9	34.8	32.0	19.8	11.0	5.4	3.9	1.9	1.1	17.2	
Selling goods or services, e.g. via auctions	-	0.9	3.2	6.9	10.1	12.6	10.0	6.6	5.8	5.2	3.2	3.5	7.9	
Subscribe to news services or products to receive them regularly	0.5	1.9	3.2	5.7	7.4	7.6	7.5	6.3	5.0	5.9	4.7	5.5	6.1	
Doing an online course (in any subject)	0.9	1.8	4.4	6.4	5.2	7.7	6.5	5.7	7.7	4.8	1.7	1.6	5.7	

Figure 2 - Individuals aged 6 and over who used the Internet in the last 3 months by type of activity and sex. Year 2010 (per 100 people aged 6 and over of the same gender who used the Internet in the last 3 months)

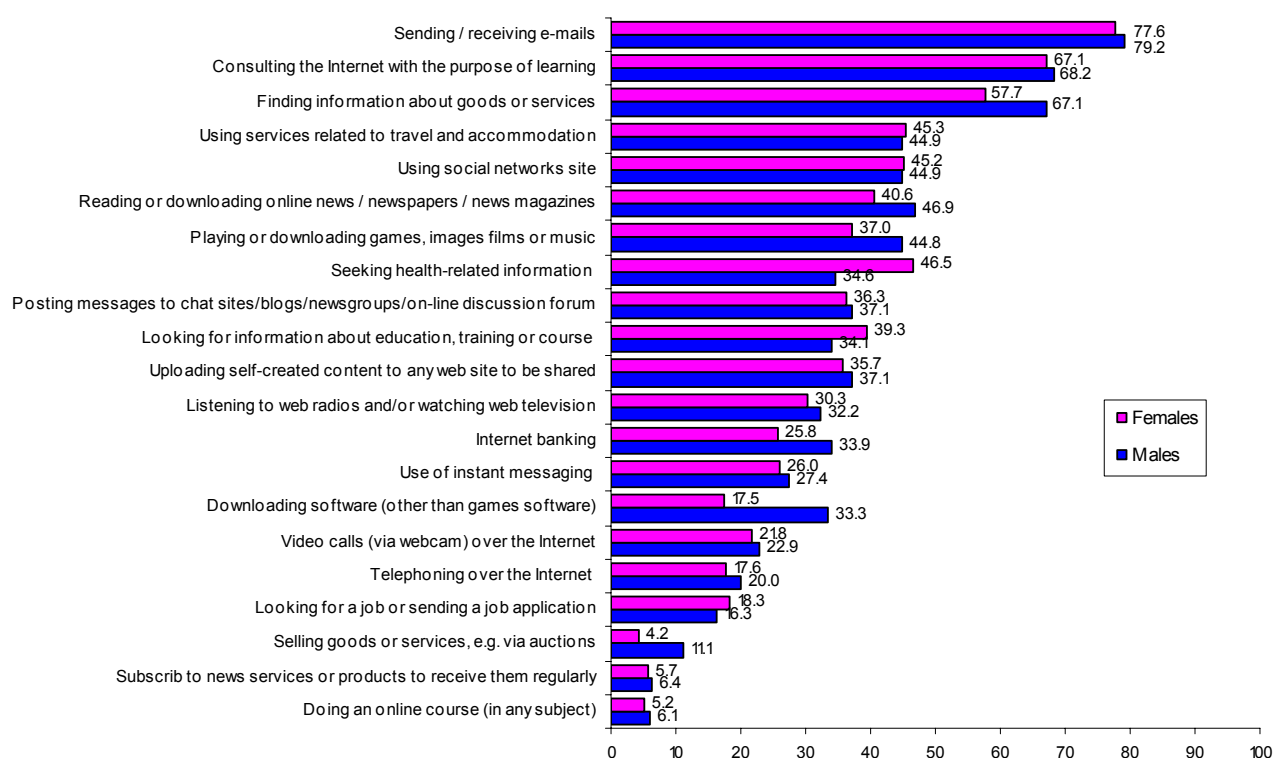


Table 4 - Individuals aged 6 and over who used the Internet in the last 3 months by communication activity, sex and age class. Years 2009 and 2010 (per 100 people aged 6 and over with the same characteristics who used the Internet in the last 3 months)

SEX AND AGE CLASS	Telephoning over the Internet		Video calls (via webcam) over the Internet		Posting messages to chat sites, blogs, newsgroups or on-line discussion forum,		Use of instant messaging		Use of social networks (Facebook, Twitter, Myspace, etc.)	
	2009	2010	2009	2010	2009	2010	2009	2010	2009 (a)	2010
SEX										
Males	18.8	20.0	20.8	22.9	35.0	37.1	27.5	27.4	-	44.9
Females	14.7	17.6	18.4	21.8	34.1	36.3	28.3	26.0	-	45.2
Total	16.9	18.9	19.7	22.4	34.6	36.7	27.9	26.8	-	45.0
AGE CLASS										
6-10	5.8	5.5	11.1	10.6	9.6	12.2	10.9	10.9	-	16.8
11-14	11.0	9.4	21.9	23.7	43.3	48.5	33.8	35.3	-	55.5
15-17	13.5	13.9	28.2	27.6	66.6	66.4	54.2	50.2	-	76.6
18-19	15.1	15.1	27.2	26.8	67.7	68.9	59.4	53.4	-	78.7
20-24	20.0	24.7	27.9	31.8	62.6	66.6	51.7	49.9	-	73.9
25-34	23.3	25.9	25.1	28.3	43.9	48.0	37.5	34.9	-	58.7
35-44	17.1	20.1	16.5	20.8	24.5	29.1	18.3	20.3	-	38.0
45-54	13.9	16.0	13.1	15.2	17.3	19.3	11.2	12.7	-	25.8
55-59	16.5	15.4	12.5	15.3	12.4	13.8	10.1	9.6	-	19.5
60-64	13.1	20.5	11.0	19.2	10.9	9.6	7.7	7.2	-	16.8
65-74	16.4	16.0	11.6	18.0	9.0	7.9	7.4	6.5	-	14.4
75 and over	20.9	22.3	20.4	23.1	14.3	5.6	6.6	7.1	-	14.4
Total	16.9	18.9	19.7	22.4	34.6	36.7	27.9	26.8	-	45.0

(a) Information not measured.

Table 5 - Individuals aged 3 and over who used the Internet in the last 12 months to relate with the public services and/or the Public Administration, sex, age class, employment status and position. Year 2010 (per 100 people aged 14 and over with the same characteristics who used the Internet in the last 12 months)

SEX, AGE CLASS, PROFESSIONAL STATUS AND POSITION	Interaction with public services or administrations		
	Obtaining information from public authorities' web sites	Downloading official forms	Sending filled in forms
SEX	38.7	28.0	13.8
Males	36.7	26.8	12.9
Females	37.8	27.5	13.4
Total			
AGE CLASS			
14-17	5.9	2.1	0.9
18-19	16.8	7.8	5.1
20-24	25.7	19.0	11.0
25-34	37.7	28.8	14.6
35-44	42.2	31.1	14.3
45-54	49.4	36.0	18.4
55-59	54.4	37.1	17.9
60-64	46.9	35.4	14.3
65-74	44.1	31.4	10.6
75 and over	37.4	27.7	8.8
Total	37.8	27.5	13.4
EMPLOYMENT STATUS AND POSITION (a)			
Employed	44.9	33.4	16.4
Executives, business people, self-employed profes	57.5	47.2	26.9
Managerial and administrative staff	53.9	41.6	19.8
Manual workers, apprentices	22.5	12.4	4.9
Self-employed and assistants	35.9	23.5	11.6
Job-seekers (not first time)	33.6	25.0	13.1
First-time job seekers	27.1	21.2	12.3
Housewives	25.2	14.5	6.1
Students	19.8	13.4	7.4
Retired	45.6	31.9	10.2
Other status	36.5	22.8	9.4
Total	38.4	28.0	13.6

(a) Per 100 people aged 15 with the same characteristics who used the Internet in the last 12 months.

Figure 3 - Individuals aged 14 and over who used the Internet in the last 12 months and who ordered bought goods and/or services for private use over the Internet in the last 12 months – Years 2005-2010 (per 100 people aged 14 and over who used the Internet in the last 12 months)

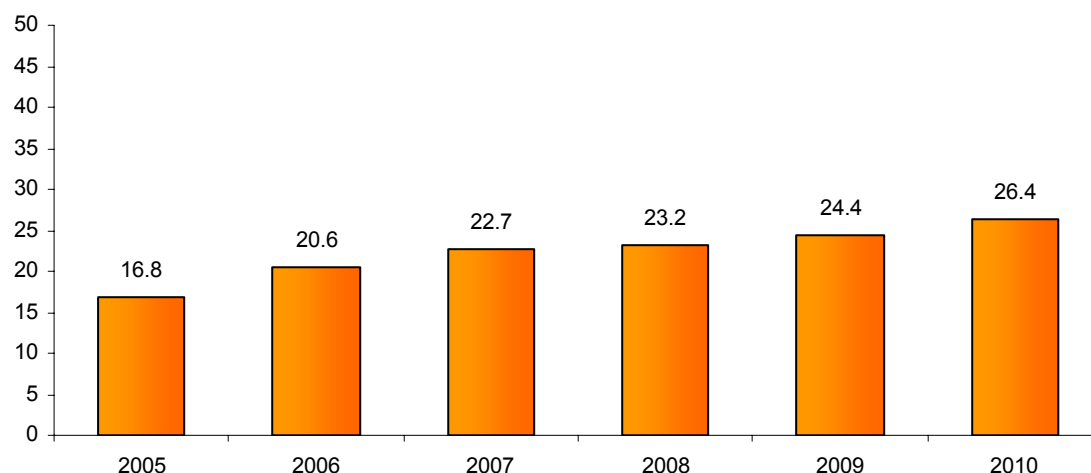


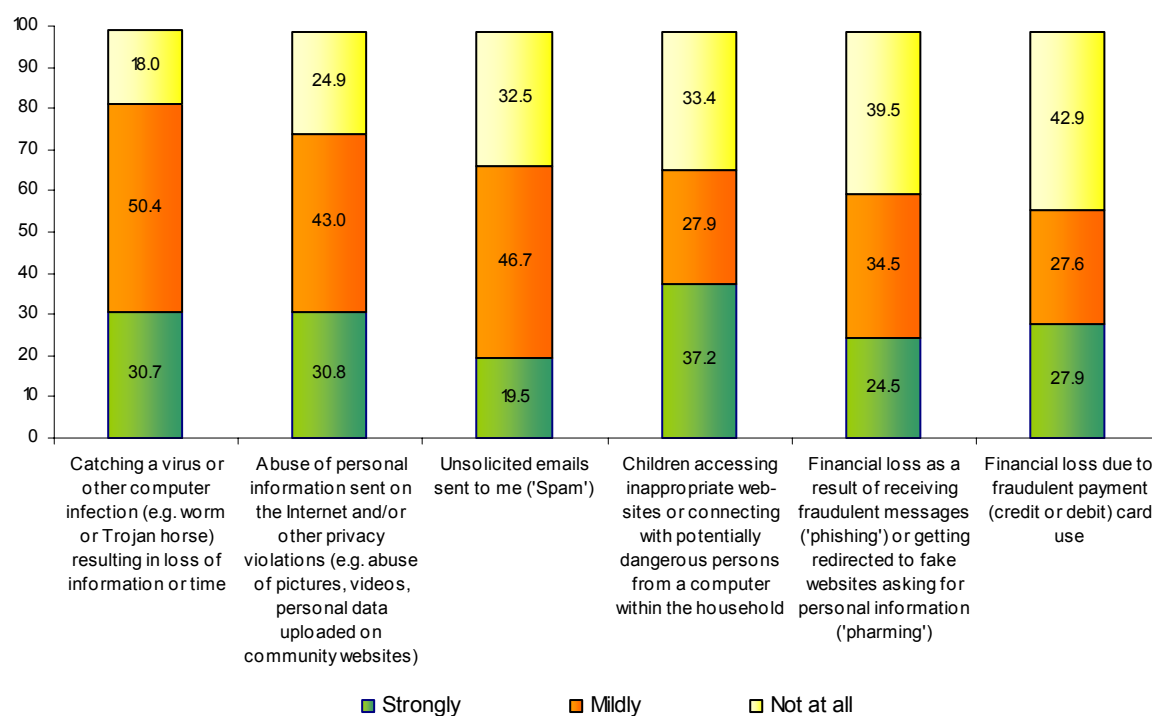
Table 6 -- Individuals aged 14 and over who used the Internet in the last 12 months and who ordered or bought goods and/or services for private use over the internet by sex, age class and geographical macro-area – Year 2010 (per 100 people aged 14 and over with the same characteristics who used the Internet in the last 12 months)

SEX, AGE CLASS AND GEOGRAPHICAL MACRO-AREAS	To buy or to order goods or services for private use over the internet				
	Within the last 12 months	of which			Never bought or ordered
		Within the last 3 months	Between 3 months and a year ago	More than a year ago	
SEX					
Males	30.8	19.8	11.0	10.1	57.8
Females	21.1	13.0	8.1	7.5	70.1
Total	26.4	16.7	9.7	8.9	63.4
AGE CLASS					
14-17	10.9	6.3	4.6	3.9	83.7
18-19	16.9	10.2	6.7	7.5	74.3
20-24	26.7	15.6	11.1	10.9	61.5
25-34	31.6	21.4	10.2	11.2	55.7
35-44	30.4	19.6	10.8	8.7	59.7
45-54	26.5	16.3	10.2	9.1	63.1
55-59	24.5	14.3	10.2	7.6	66.8
60-64	20.5	12.1	8.4	8.6	69.3
65-74	19.6	12.6	7.0	5.4	72.8
75 and over	14.0	11.4	2.6	7.6	72.9
Total	26.4	16.7	9.7	8.9	63.4
GEOGRAPHICAL MACRO-AREAS					
North-west	29.8	19.0	10.8	8.2	60.8
North-east	32.0	20.3	11.7	9.3	57.8
Centre	27.9	18.2	9.7	10.6	59.9
South	16.4	9.8	6.6	7.8	74.6
Islands	21.6	13.3	8.3	8.8	67.1
Italy	26.4	16.7	9.7	8.9	63.4

Table 7 - Individuals aged 14 and over who used the Internet in the last 12 months and who ordered or bought goods and/or services for private use over the Internet in the last 12 months, by type of goods and/or services ordered and/or bought, sex and age class - Year 2010 (per 100 people aged 14 and over with the same characteristics who used the Internet in the last 12 months and ordered or bought goods and/or services for private use over the Internet in the last 12 months)

TYPE OF GOODS AND/OR SERVICES	Sex		Age class											Total
	Males	Females	14-17	18-19	20-24	25-34	35-44	45-54	55-59	60-64	65-74	75 +		
Other travel arrangements (transport tickets, car hire, etc.)	34.1	38.9	8.5	14.8	32.9	38.5	34.8	38.8	45.7	42.7	44.4	28.7	35.9	
Holiday accommodation (hotel etc.)	33.3	34.2	7.7	12.3	27.6	39.3	34.3	34.8	37.1	36.9	30.0	30.4	33.6	
Books , magazines, newspapers (including e-books)	23.2	29.2	13.7	19.5	20.6	26.0	26.4	26.4	32.1	24.3	28.4	24.7	25.4	
Clothes, sports goods	23.8	25.3	30.0	38.3	33.7	29.4	23.1	17.3	15.9	12.0	10.3	23.3	24.4	
Tickets for events	21.6	20.6	11.8	18.7	18.8	25.0	22.7	19.3	17.8	15.8	17.3	11.6	21.2	
Electronic equipment (incl. cameras)	23.6	9.9	18.9	21.0	19.5	20.2	19.2	15.1	21.7	12.5	10.8	16.1	18.5	
Household goods (e.g. furniture, toys, etc.)	15.0	16.3	5.9	5.5	8.2	19.6	19.4	13.6	11.7	8.1	9.3	28.0	15.5	
Films, music	17.7	11.1	20.6	24.4	18.0	16.6	15.0	14.5	10.5	6.9	2.4	11.6	15.3	
Other computer software and upgrades	18.7	7.9	10.1	19.3	13.5	12.4	14.2	17.8	21.1	14.9	17.4	9.3	14.8	
Computer hardware	15.8	2.6	9.2	11.2	10.7	12.5	11.4	8.8	11.3	10.1	8.0	9.3	11.0	
Telecommunication services	10.4	6.3	2.0	1.5	5.2	8.1	9.9	10.8	14.1	14.1	8.1	-	8.9	
Tickets for lotteries or betting	9.6	7.8	15.7	12.0	8.0	9.3	8.3	7.3	9.9	10.1	8.7	32.2	8.9	
Video games software and upgrades	9.4	4.2	17.8	23.5	12.9	8.3	5.8	5.5	1.7	2.1	1.2	-	7.5	
Share purchases, insurance policies and other financial services	7.6	3.3	0.6	0.5	1.9	5.0	8.5	6.8	8.4	3.9	9.7	14.0	6.1	
Food or groceries	5.4	5.9	1.1	2.9	2.9	5.6	6.9	5.4	7.9	4.9	3.5	28.0	5.6	
E-learning material	2.8	2.7	1.4	2.6	1.5	3.2	3.0	2.8	4.1	2.4	1.0	-	2.8	
Medicine	1.0	1.6	1.0	-	0.8	0.9	1.6	1.5	1.9	0.7	1.1	-	1.2	
Other	14.0	12.4	20.4	16.1	14.4	14.5	11.8	11.8	12.5	16.3	14.3	20.7	13.4	

Figure 4 - Individuals aged 14 and over who used Internet in the last 12 months for level of worry for some problems that can occur when using the Internet for private use, sex and age class) – Year 2010 (per 100 people aged 6 and over of the same sex and age class who used the Internet in the last 12 months)



For more detailed information please refer to the Italian version

Contact persons:

ISTAT – Italian National Institute of Statistics
Via A. Ravà, 150

00142 Rome, Italy

**Division for Surveys on Living Conditions
and Quality of Life**

Miria Savioli

Laura Zannella

ph. + 39 06 4673.4841