Citizens, enterprises and ICT

Year 2016

To provide an integrated interpretation on the use of information and communication technologies (ICT) for citizens and businesses, Istat jointly disseminates the results of the two surveys. Furthermore, for the first time, estimates are available for employment in ICT professions. The statistical information presented are estimates based on sample surveys (Methodological note in Italian only).[1]

In 2016 the estimated share of households accessing the Internet through broadband, with a preference for a fixed connection (ADSL, optical fibre, etc.) rises to 67.4 % from 64.4% in 2015. On the other hand, the share of companies with at least 10 employees using the Internet is stable at about 95%, while those connecting through the mobile broadband passes from 63.3 to 63.8% (60.0% in 2014).

63.2% of the persons aged 6 and over were connected to the Web during the last 12 months (60.2% in 2015), while around 45% surf it every day. Age continues to be the main discriminating factor in the use of the internet: young people use it at the most (more than 91% of 15-24 year-olds) but the growth is significant among the 60-64- -year-olds (45.9% to 52.2%) as well.

Among the persons who used the internet in the last 3 months, 85.8% enjoyed cultural content, 57.8% used a social network and almost one third published their own web content.

It is estimated that 71.3% of businesses with 10 or more employees have their own website or Internet pages (70.7% in 2015). Almost three out of ten enterprises have a link to their website on social profile while 39.2% use social media (37.3% in 2015). Only 15.6% use more than one social media.

Most of the users stated that they have basic (35.1%) or low (33.3%) digital skills. Digital skills are limited in enterprises as well: only 12.4% of companies with at least 10 employees choose to perform ICT duties mostly with internal staff while 61.9% used external staff.

In a year, Internet users who shop online rose from 48.7 to 50.5%. Among those who did not shop over the last 3 months, 40.9% looked for information on goods or services and/or goods sold online.

Compared to 2015, the share of enterprises selling online increases (from 10 to 11%); the large gap between small and large companies still remains.

Smartphones and cloud services allow the connection to the Web and access to files always and everywhere: 42.1% of Internet users use smartphones while away from home or from the workplace; 29% use cloud services for saving documents or other files for private use.

Small and medium-sized enterprises buy in particular average level cloud computing services (e-mail, office software, archiving, database hosting for the enterprise) while a large company on four uses highly specialized cloud services.

Nine per cent of enterprises with at least 10 employees reported they analyzed big data in the previous year; 7.9% with internal staff and 2.9% with external experts.

In 2015, 720 thousand persons were employed in ICT professions, 7% more than in 2011, with a 0.6% decrease in total employment. The impact on overall employment was estimated at 3.2% in Italy, 3.6% in France, 3.7% in Germany.

---

[1] The collection of data for the survey of enterprises was carried out in the period May-July 2016 while on individuals it was carried out in March 2016, therefore the time references relating to the year 2016, to the last twelve months or the last three months should be understood as referring to these time spans.