

## First cutting edge results of the EURESCOM project P903 *“ICT uses in everyday life”*

- **Why do people use, or do not use ICT services ?**
- **Recent survey among more than 9.000 ICT users and non-users in 9 European countries**
- **Latest trends in use of Internet services**

### The aim of the project

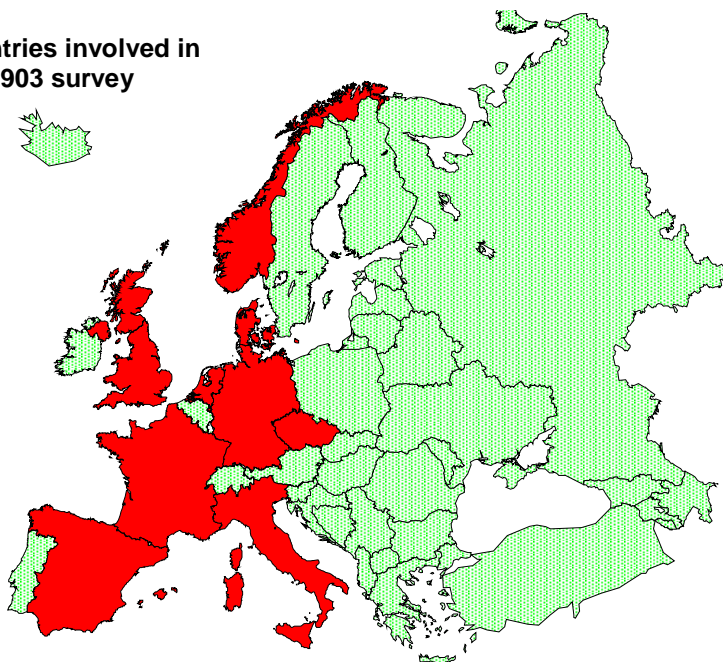
The EURESCOM project “ICT uses in everyday life” provides a deeper understanding of how users respond to current and new ICTs. In addition the material provides insight into users’ intensity of use and how they incorporate them into their everyday routines.

This project explains private use and non-use of the Internet and mobile services. This is done through a combination of socio-demographic, behavioural, attitudinal, and life-style factors.

The heart of the project is a cross-national household survey performed in nine European countries during October to December 2000. A random sample of more than 9,000 households were included in the survey. The foundation for the design of the questionnaire was provided by a series of 36 focus groups in six countries. These were carried out previous to the survey. These groups included non-users, Internet users, mobile telephone users, and users of both Internet and mobile telephones.

The project has now reached its most important stage, the analysis.

Countries involved in  
the P903 survey



## Some interesting first findings

### Penetration of Internet: digital divide in European regions

Looking at ICT use for private purposes, no matter where, three groups of countries can clearly be distinguished:

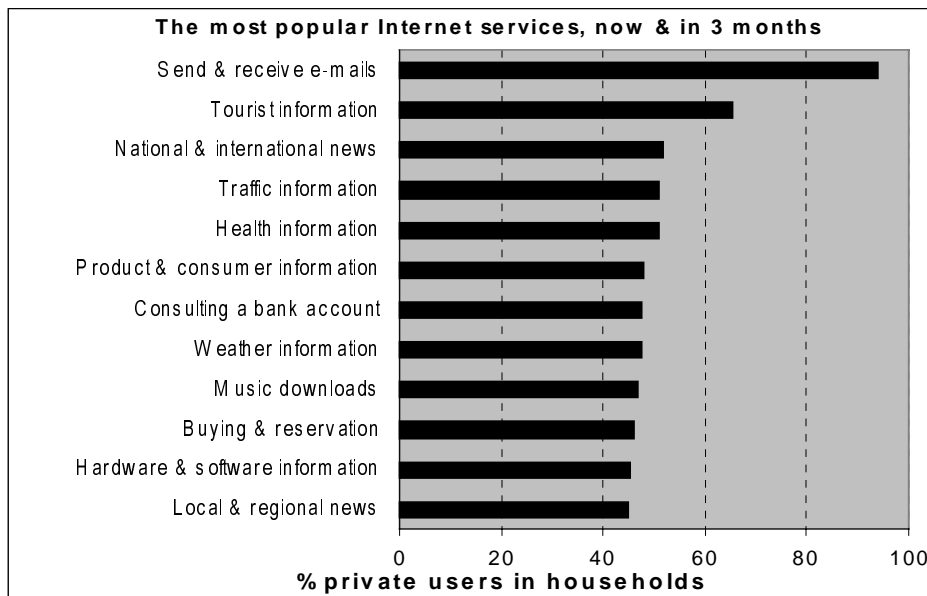
- a leading group consisting of Norway, Denmark, and the Netherlands, where half of all households use the Internet,
- an intermediate group with Germany and Great Britain with one household in three that uses the Internet for private purposes,
- a final group including Italy, the Czech Republic, France, and Spain where use of the internet lags behind the other countries.

**Churn** is a problem in all of the countries surveyed, but compared with low penetration rates; it has the greatest effect in the Czech Republic and in Spain. In both these countries Internet expansion is crippled by high tariffs when compared to purchasing power.

### Usefulness is main driver for the use of internet

Usefulness of the Internet is an important reason for use and non-use: Two thirds of the non-users agree on the statement "Internet is not useful to me", while only a small percentage of the users are of this opinion. Experience plays a role in this opinion: a little less than half of the dropouts see Internet as useful to them, although they dropped it.

### No fancy uses among the most common Internet services



Internet use is often associated with e-commerce and with youngsters playing fancy roles on the Web. In reality, the Internet is employed for far more mundane uses. Combining actual uses and use intentions within three months, the electronic equivalent of letter writing is by far the most popular activity among all the 38 services included in the questionnaire. This means that support of person to person interaction is central to internet use. The following 11 most popular services were mostly oriented towards information searches. Economic

transactions, such as booking a hotel are relatively low on the highest services list. Countries differ however distinctly in this respect: Denmark, Norway and Germany score relatively high on the use of financial and economic services.

### **Mobile Internet services most asked for are 'useful' services**

People are far more interested in getting new mobile Internet services that provide a real added value for everyday life. This focuses attention away from things such as gimmicks and fancy gadgets. Services that are most widely accepted even if unknown are:

- sending and receiving electronic mail on the mobile
- getting personalised local traffic information
- checking bank accounts

This shows that there is probably a significant difference in user behaviour between European mobile Internet users and Japanese I-Mode users.

### **Peer groups most important for learning how to use Internet**

Learning to use the Internet is not like learning to drive a car. The product is not standardised, rules are changing, and there are no widely available courses. With new users coming from a less technology-oriented population the question is: who facilitates learning and helps to drop churn? The survey indicates this is not the family. Only eight percent learned from their partner. It is to friends and to workmates (each 18%) that the beginner addresses his or her questions. The data also shows that one out in five users learning to use the Internet remained a solitary activity.

### **The best is still to come.**

This P903 Newsletter gives you only first glance analysis of the first large scale market survey ever done by EURESCOM. For more comprehensive information please read the information on the project's Web page at the EURESCOM web site ([www.eurescom.de/public/projects/p900-series/p903/p903.htm](http://www.eurescom.de/public/projects/p900-series/p903/p903.htm)) or contact the project leader, Enid Mante Meijer, at KPN Research, tel +31 70 446 05 25 or e-mail [E.A.Mante@kpn.com](mailto:E.A.Mante@kpn.com). The next P903 Newsletter will be distributed in the second half of May 2001.

### **And your colleagues?**

Do you want to get continuous, rapid and first-hand information about the results of P903 "ICTs in everyday life"? Or do you know of colleagues that might be interested in? If so, please send an email to Peter Stollenmayer at [Stollenmayer@eurescom.de](mailto:Stollenmayer@eurescom.de) with the subject: subscribe P903 Newsletter distribution list and the addresses of the interested persons. The distribution list will be closed in June 2001.