

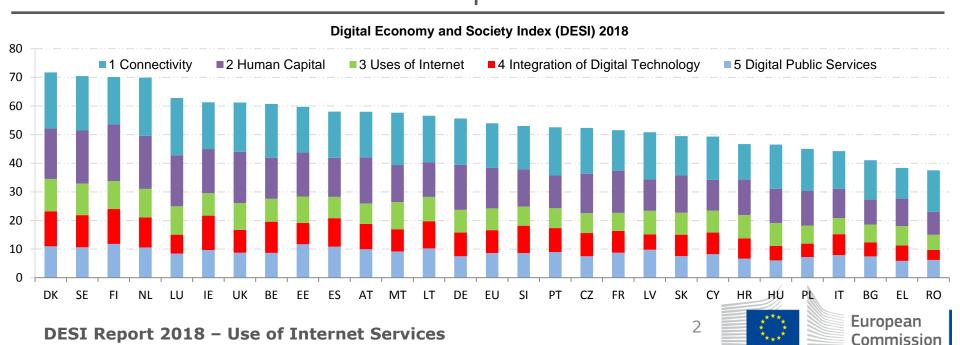
### **Use of Internet Services**

The Digital Economy and Society Index (DESI) is a composite index that summarises relevant indicators on Europe's digital performance and tracks the progress of EU Member States in digital competitiveness.

Denmark, Sweden, Finland and the Netherlands have the most advanced digital economies in the EU followed by Luxembourg, Ireland, the UK and Belgium.

Romania, Greece, Bulgaria and Italy have the lowest scores on the index.

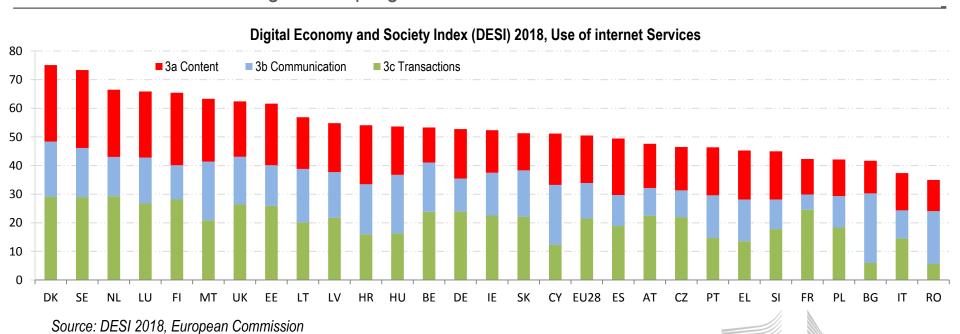
The five dimensions of the DESI	
1 Connectivity	Fixed Broadband, Mobile Broadband, Fast and Ultrafast Broadband and prices
2 Human Capital	Basic Skills and Internet Use, Advanced skills and Development
3 Use of Internet Services	Citizens' use of Content, Communication and Online Transactions
4 Integration of Digital Technology	Business digitisation and eCommerce
5 Digital Public Services	eGovernment and eHealth



### Large disparities across EU Member States remain in terms of use of Internet services.

People in the EU engage in a range of online activities — they consume content, communicate, shop, use online banking services and much more. Such activities are captured in DESI's **Use of Internet Services** dimension. Denmark, Sweden, the Netherlands and Luxemburg have the most active internet users, followed by Finland, Malta, the UK and Estonia. Romania, Bulgaria and Italy are, in turn, the least active.

**Romania** is the Member State having registered the **largest improvement** in this dimension compared with the previous edition (nearly 6 pp.). Germany, Malta, Ireland and the Netherlands also made significant progress.



**DESI Report 2018 - Use of Internet Services** 

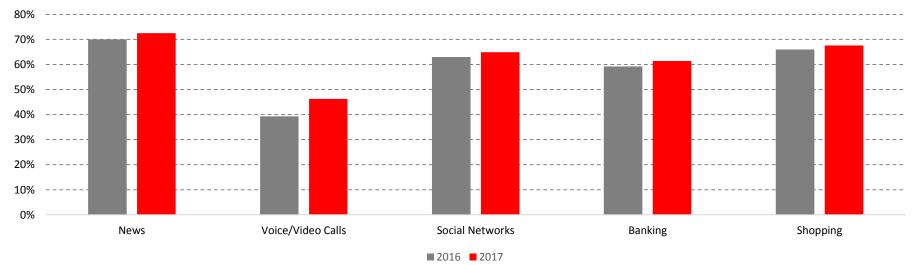
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## Growth in the use of online services is generally slow, although the use of the internet for voice or video calls picked up significantly in 2017

As in the previous edition of DESI, annual variation in the different activities considered in the Use of Internet Services dimension has been limited. Indeed, **moderate increases** were observed in the percentage of internet users **reading news online**, **participating in social networks**, **shopping online** and **using internet banking** (about 2 pp. each). The largest increase relates to **use of the internet for voice or video calls**, where the share of internet users went **from 39 % in 2016 to 46 % in 2017**.





### Participation in online social networks increased moderately in the EU in 2017, to reach 65% of internet users.

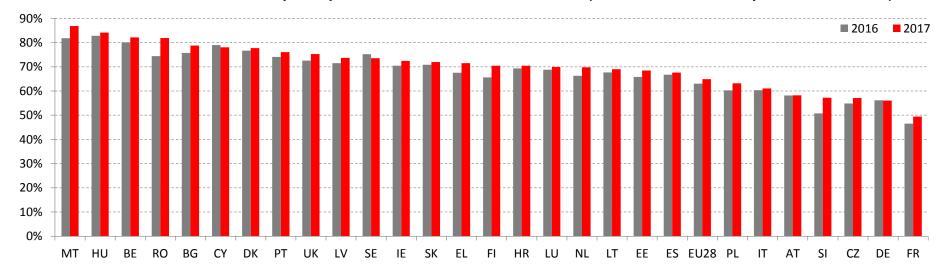
In 2017, **65** % of internet users participated in social networks, that is a 2 pp. increase compared with 2016 levels. Among **16- to 24-year-olds**, the share of users participating in social networks neared **90** %, whereas this figure was of 68 % and 40 % for the 25-54 and 55-74 cohorts respectively (both 2 pp. annual increase).

The country with the largest proportion of internet users on social networks was Malta (87 %), followed by Hungary (84 %), Belgium and Romania (both 82 %).

The **largest increases** in the share of internet users participating in social networks between 2016 and 2017 were registered in **Romania (8 pp.) and Slovenia (7 pp.)**, followed by Malta (5 pp.) and Finland (4 pp.).

France had the lowest share of users (49 %), followed by Germany (56 %), the Czech Republic and Slovenia (both 57 %).

#### Use of the internet to participate in social networks, 2016-2017 (% of internet users in previous 3 months)



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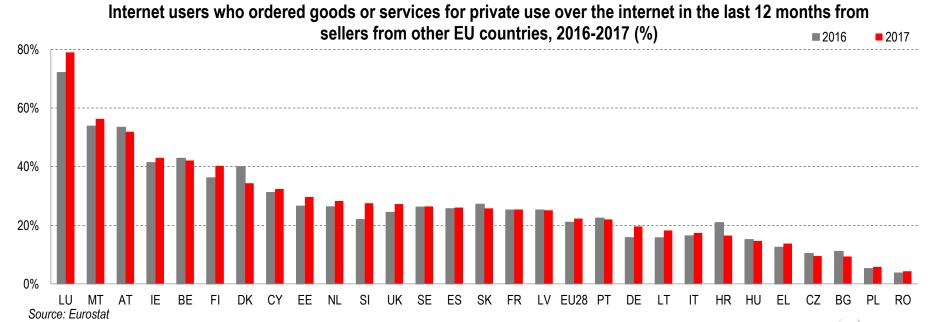
# The upward trend in eCommerce continued in 2017, with about 68% of EU internet users now shopping online.

Since 2010, the proportion of internet users ordering goods and services online (over the previous 12 month period) has increased by 12 pp., to 68 % in 2017. As with many other online activities, eCommerce is higher among younger, higher educated and employed people. These groups also had higher growth in recent years.

eCommerce intensity varies greatly across EU Member States. In 2017, 86 % of internet users in the UK shopped online compared to only 23 % in Romania (up from 18 % a year earlier). The largest annual increase in the proportion of internet users engaging in eCommerce took place in the Czech Republic (8 pp.), followed by Romania, Lithuania and Spain.

About 70 % of online shoppers reported not to have encountered any problem when making online purchases. The most **frequently reported problems** relate **to longer than expected delivery times** (17 %), **technical impediments** (11 %) and receiving **wrong or damaged goods/services** (9 %).

As to those internet users who **did not buy online**, the most cited reason (69 % of internet users) was a **preference for shopping in person**, either to see the products beforehand, out of loyalty to shops or by force of habit. Concerns regarding **privacy or security** when paying online, **lack of skills or knowledge** and about **receiving or returning goods** were mentioned, in turn, by 25 %, 19 % and 16 % of internet users respectively.



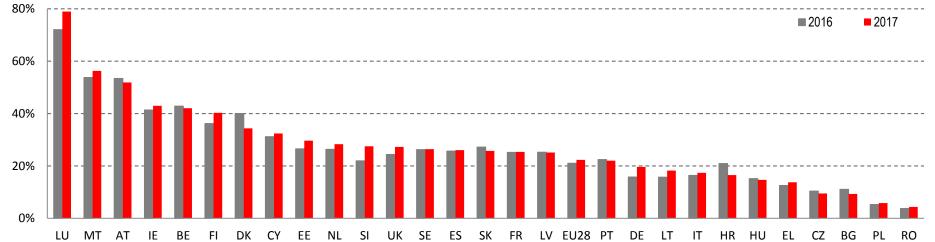
Although most EU internet users engage in online shopping, only about 22% of them ordered goods or services from other Member States online in 2017, which suggests the existence of important barriers.

In 2017, although **68** % **of internet users in the EU shopped online**, only **22** % **engaged in cross-border eCommerce** (1 pp. more than a year earlier). While cross-border online shopping is advancing, it is doing so rather slowly, having increased 10 pp. since 2010. Among **online shoppers**, **33** % made online purchases **from sellers in other EU countries** and **23** % **from sellers in non-EU countries** in 2017, compared, respectively, with 25 % and 13 % in 2012.

Among online shoppers who made purchases from sellers outside their own country, 80 % bought physical goods such as electronics, clothes, toys, food and groceries and books, whereas fewer of them purchased travel, accommodation or holiday arrangements (34 %) or products downloaded or accessed from websites or apps (25 %).

The extent of cross-border eCommerce differs substantially between Member States, as it ranges from 4 % of internet users in Romania to 79 % in Luxembourg. Buying from other EU Member States is influenced by a number of factors including country size and language. For example, Luxembourg, Malta and Austria, which have relatively small home markets and language connections with other large European countries, exhibit higher shares of cross-border eCommerce.

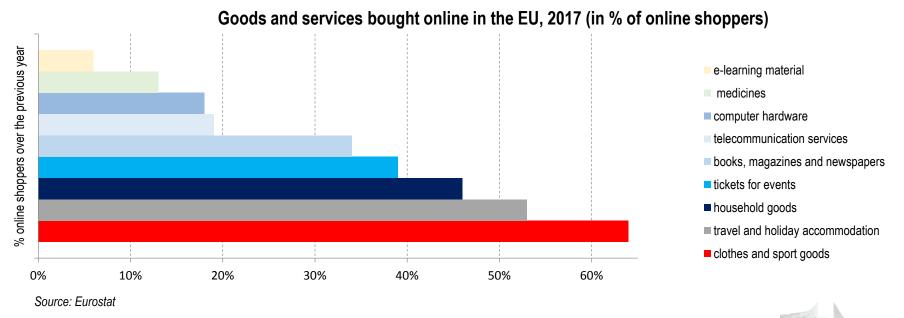




### The goods and services most frequently bought online in 2017 were clothes and sport goods, followed by, accommodation services and household goods.

In 2017, the most popular categories of goods and services purchased online in the EU were clothes and sport goods (64 % of online buyers), travel and holiday accommodation (53 %), household goods (46 %), tickets for events (39 %) and books, magazines and newspapers (34 %). By age group, online shoppers aged 16-24 and 25-54 favoured clothes and sports goods in their online purchases (71 % and 67 % respectively); 55-74 year-olds, travel and holiday accommodation (57 %).

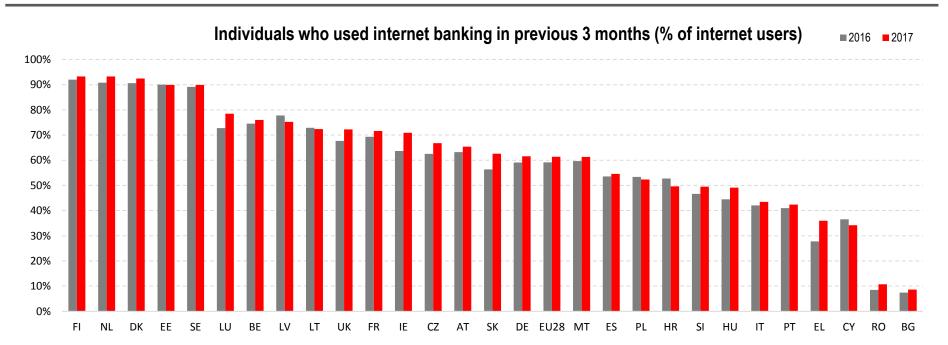
About 40 % of online shoppers declared to have spent between EUR 100 and EUR 499 on online purchases over the previous three-month period. Those aged 16-24 made, on average, smaller online purchases (less than EUR 100) than their older counterparts. People aged 25-54, in turn, tend to make more frequent purchases: 17 % of online shoppers in this group had bought online 6-10 times and 16 % even more often.



## 61 % of EU Internet users used online banking in 2017, although a large majority of them still does not do so in a number of Member States.

Online banking is a relatively common activity among internet users in the EU. **61** % of internet users in the EU **used internet banking 2017**, **a 2 pp. annual increase** from 2016.

High shares of internet users doing online banking were recorded in Finland and the Netherlands (both 93 %), Denmark (92 %), Estonia and Sweden (both 90 %) in 2017. Large differences remain across Member States, with Bulgaria (9 %) and Romania (11 %) having the lowest shares of internet users engaging in online banking despite improvements observed over the past year. Countries with high levels of online banking among internet users also tend to have higher rates of eCommerce. Overall in the EU, the use of online banking is gradually progressing. Over the period 2010 to 2017, the percentage of internet users doing online banking grew from 52 % to 61 %.

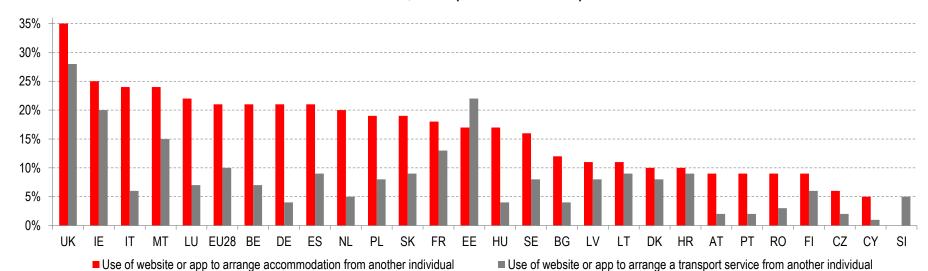


About one-fifth of internet users in the EU used websites or apps to arrange accommodation services from other individuals in 2017; about 10 % used them to arrange transport services from other individuals.

On average, 21 % of internet users in the EU used websites or apps to arrange accommodation from other individuals in 2017, in most cases by means of dedicated platforms. By Member State, this figure ranges from over 35 % in the UK to 6 % in the Czech Republic and 5% in Cyprus. About 10 % of EU internet users in the EU, in turn, used websites or apps to arrange transport services from other individuals. Again, large differences exist across Member States. Institutional, legal and market-related aspects partly explain such disparities.

**Internet users with high education levels** are considerably **more active** in this respect: for both transport and accommodation, the share is more than threefold for this category compared to the low-or-no-education group.

### Use of websites or apps to arrange transport or accommodation from other individuals, previous 12 months, 2017 (% internet users)\*



Source: Eurostat

\*Data not available for Greece

