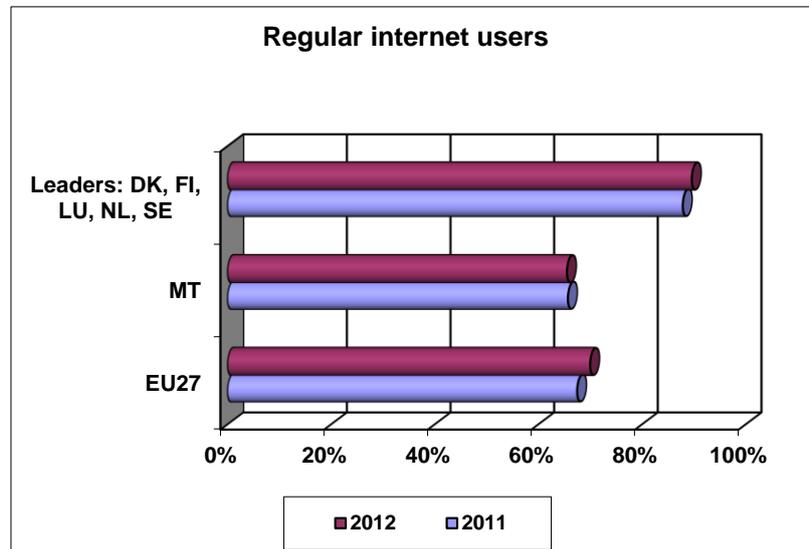


## Malta: Internet usage and digital skills

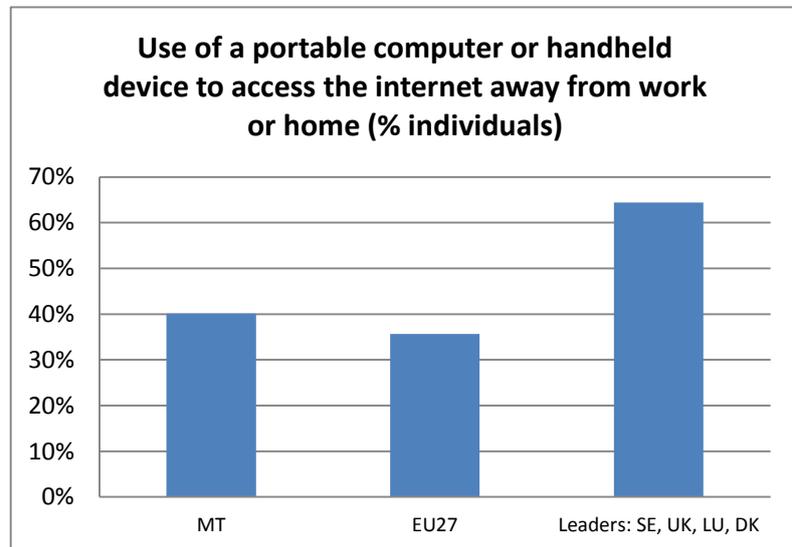
### Internet usage

At 66% of the population in 2011, Malta's rate of **regular internet use** (at least once a week) is somewhat under the EU average (70%); and represents a stagnant development over 2011. Malta has a long way to go before it can count itself among the leaders where rates are around 90%. 29% of the population (-1 p.p. over 2011) has still **never used the internet**, well above the rate for the EU of



22%. With regards to **disadvantaged people**, the rate was 52%, 2 percentage points below the EU average of 54%. 57% of the population access the internet every day, showing that most users (86%) are so-called **frequent users**. As with regular users, frequency of use continues to increase, with an additional 2 percentage point's increase in frequent users from 2011 to 2012.

New data on **mobile use of the internet** shows that in Malta access to the internet via mobile devices is above the EU average: while an average 36% of EU citizens accessed the internet via a mobile device in 2012, in Malta the rate was 40%. However, it is not one of the highest rates. Countries with the highest rates of mobile access to the internet include: the Nordic countries, the UK and Luxemburg; with rates between 56 and 70%. At 40%, enterprises in Malta are below the EU average (48%) in providing their staff with portable devices for accessing the internet.



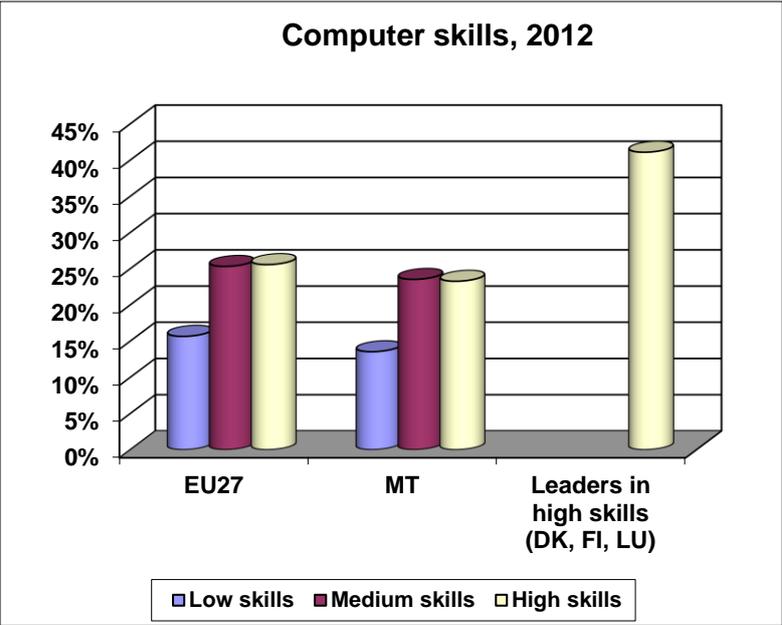
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In Malta, the most popular **activities online** are sending /receiving emails (60%, no data for 2011), finding information about goods and services (56%, up 3 p.p. over 2011), using the

internet for reading/downloading online newspapers/news (52%, -1 p.p.), and posting messages to social media sites or instant messaging (43%, no data available for 2011). In particular, the Maltese are significantly higher users of online news services (+7 p.p.), and social networks (+4 p.p.) than is average in the EU. With regard to the use of other online activities they are similar to the EU average.

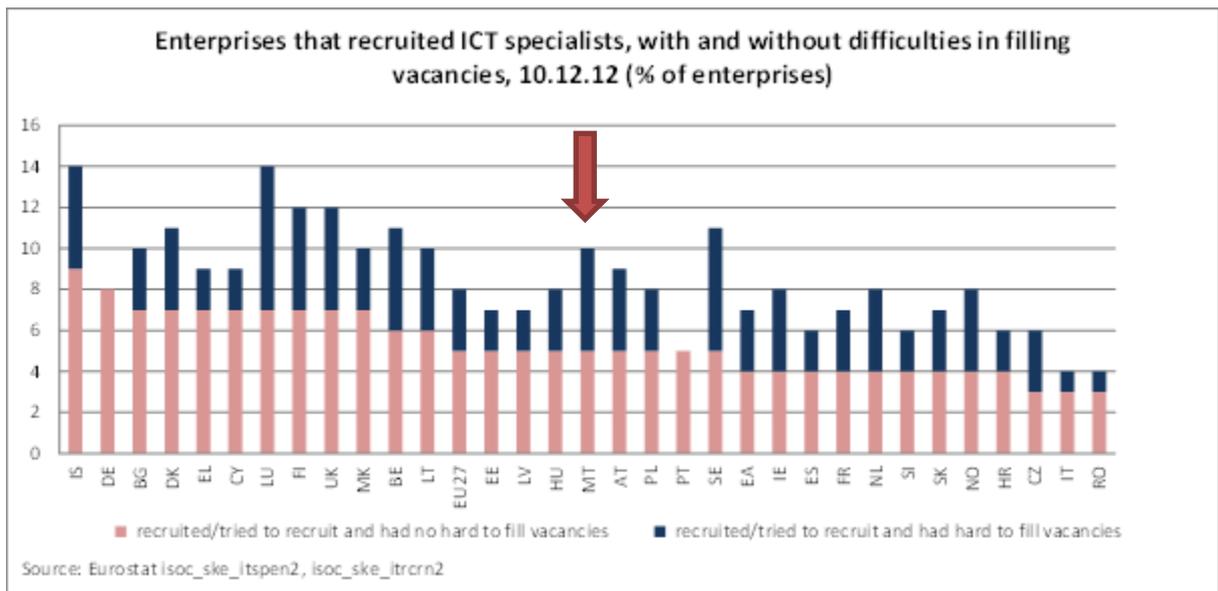
**Digital Competence/ICT skills**

60% of citizens in Malta have some level of **computer skills**; somewhat lower than the average for the EU of 67% and. Looking at the distribution of skills between high, medium and low, however, shows that Malta has a larger proportion of the population with medium and high level internet skills than is average for the EU: 24% have medium and 23% high computer skills; and very similar to that of the EU average: 25% and 26%, respectively. However,



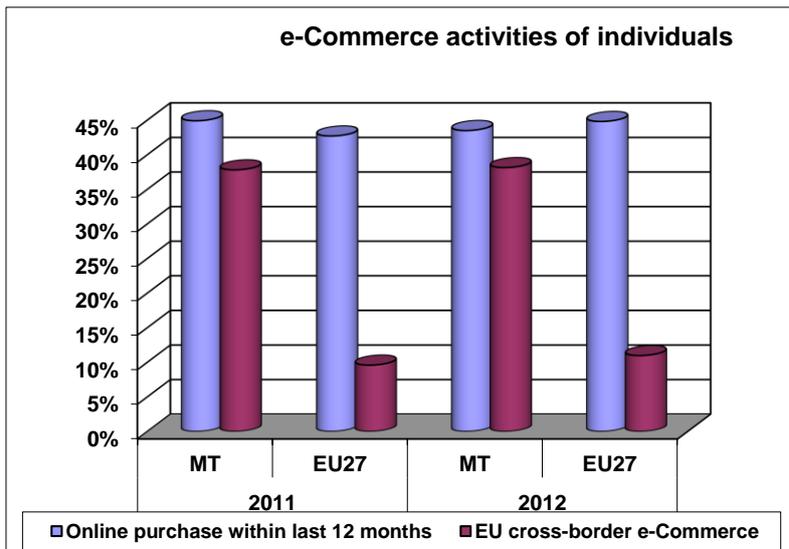
countries with higher rates of computer skills largely include the Scandinavian and Baltic countries, as well as Luxemburg and the Netherlands.

The EU suffers from a shortage of **ICT professional skills** and it is expected that by 2015 there could be as many as 900 000 unfilled vacancies in Europe in this domain. New data on hard to fill vacancies shows that while it is a cross European problem, in some countries the issue is more severe than in others. In Malta, 10% of enterprises recruited or tried to recruit ICT specialists in 2011 (2012 Survey), 2 p.p. higher than the EU average of 8%. 50% of them (5% of firms) reported having difficulties recruiting such employees. This is above the EU average of 40%.



## e-Commerce

The take-up of e-Commerce in Malta, with 44% of Citizens in 2011 having purchased online within the previous 12 months, is slightly below the EU average (45%); and is largely unchanged over 2011 (-1 p.p.). However, Malta ranks far below those countries with the highest rates of e-Commerce (the Scandinavian countries, the Netherlands and the UK) where rates are around 70% of the population. Contrary to



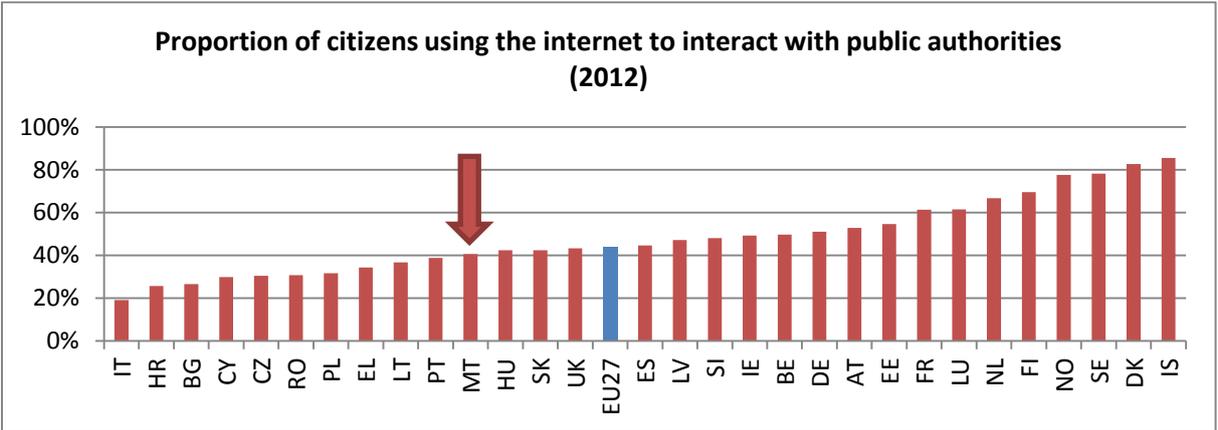
the pattern for the EU average and as is the case for other small, international EU Member States such as Luxemburg, most Maltese citizens purchase from non-national sellers in other EU countries: 38% of citizens made purchases in the previous 12 months from other EU countries in 2011; only 7% made purchases from national sellers. For the EU as a whole, the case is reversed with only 11% of citizens making online purchases from other EU Member States compared to 41% from national sellers.

E-Commerce is slightly more widely spread among Maltese enterprises than is average in the EU. While 14% of Maltese businesses **engaged in e-Commerce sales** in 2012 (down 2pp. from 2011), for the EU average the figure was also 14%. A similar pattern can be seen also for SMEs: 14% of Maltese SMEs engaged in e-Commerce sales in 2012, while the figure for the EU average was 13%. The percentage of enterprises **purchasing online** in 2011 was 22% (data unavailable for 2012), above the EU average of 19%, which however decreased from

27% in 2010 to 19% in 2011. The proportion of enterprises' **turnover achieved through e-Commerce** in 2012 was slightly higher than the EU average (13%, down 1pp. from 2011).

***e-Government***

In 2012, 41% of citizens in Malta made use of the internet for eGovernment services, a 3 p.p. increase on the previous year. 17% sent filled-in forms. These rates are slightly below the EU27 averages of 44% and 22%, respectively.



Also noteworthy is the fact that 88% of Maltese enterprises are using the Internet for interaction with public authorities, in line with the EU27 average of 87%.