Digital economy and society statistics - households and individuals

Statistics Explained

Data extracted in December 2025
Planned article update: December 2026

Highlights

In the EU, 94% of the individuals used the internet in the last 3 months in 2025 while 4% spent the whole year without using the internet.

Mobile devices were used to connect to the internet by almost 9 out of 10 individuals in the EU in 2025.

One out of three individuals used generative AI tools in the EU in 2025.

52% of the individuals used their electronic identification (eID) to access online services in the EU in 2025.

74% of the individuals ordered or bought services or goods online in the EU in 2025.

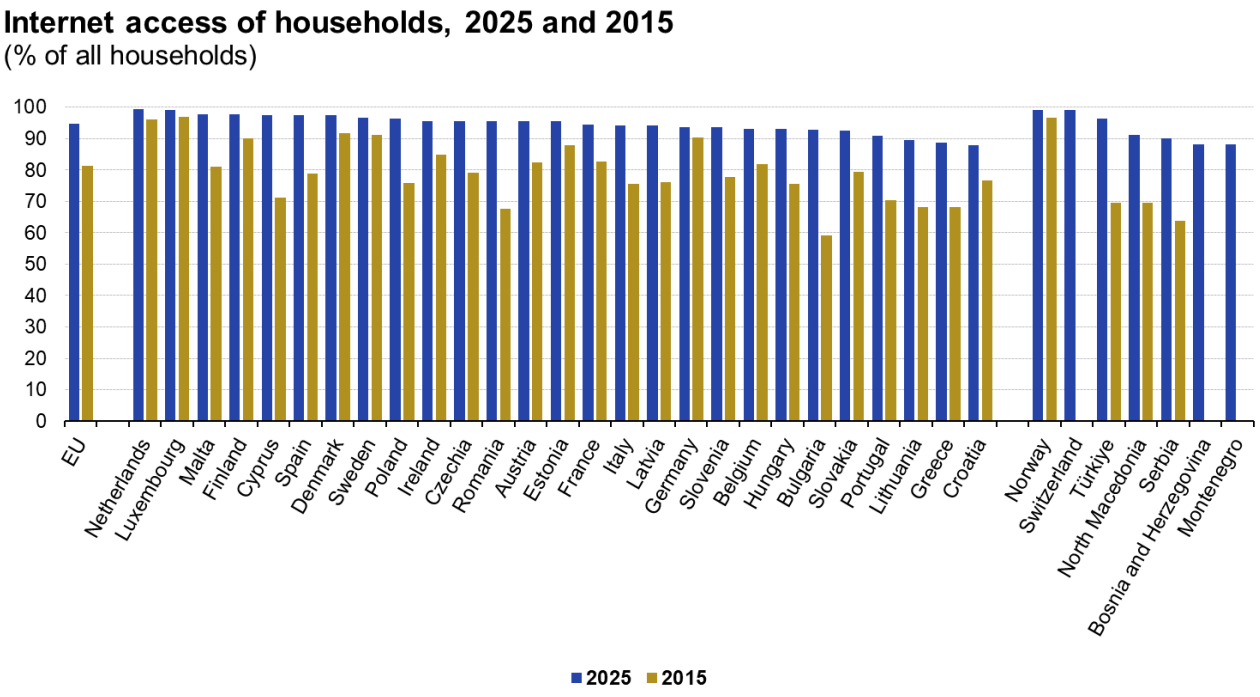
Country codesThis article presents recent statistical data on several different aspects of the digital economy and society in the European Union (EU) , focusing on the availability of information and communication technologies (ICTs) and their use by individuals and within households.

ICTs affect people's everyday lives in many ways, both at work and at home, for example, when communicating or buying goods or services online. EU policies range from regulating entire areas such as e-commerce to trying to protect an individual's privacy. The development of the information society is therefore regarded by many as critical for providing the necessary conditions to promote a modern and competitive economy.

Internet access

The European Declaration on Digital Rights and Principles for the Digital Decade puts people at the centre of digital transformation of the EU. Digital transformation should contribute to a fair and inclusive society and economy in the EU. Widespread access to the internet is one of the means to measure this digital transformation and should be possible regardless of social status or geographical location. Access in the context of the ICT survey does not refer to connectability (i.e. can connections be provided in the household's area or street), but to whether anyone in the household is able to use the internet at home if desired (connectivity). Connectivity can be measured at household level as well as at individual level.

Internet access of households In 2025, the highest rates of household connection to the internet were reported by the Netherlands and Luxembourg with 99% (Figure 1). In 2025, the lowest rates of household internet access among the EU countries were reported by Greece and Croatia (with 89% and 88% respectively). Over a ten-year period (2025 versus 2015), Bulgaria (+34%) experienced the highest increase. The connectivity grew also significantly in Romania (+28%) and Cyprus (+26%) when comparing 2025 with 2015. Important growth was noted in Türkiye (+27%) and Serbia (+26%) among candidate countries.



Note: Data missing for Türkiye, Bosnia and Herzegovina and Montenegro in 2015
Source: Eurostat (isoc_ci_in_h)

Figure 1: Internet access of households, EU, 2025 and 2015 Source: Eurostat (isoc_ci_in_h)

Internet access of individuals How many individuals in the EU never used the internet in 2025? What is the percentage of those who last connected to the internet more than a year before the survey? In the ICT survey, respondents are also asked if they used the internet in the last 3 months or in a time span of more than 3 months prior to the survey. A global overview of the pattern of the use of internet by individuals is collected by the ICT survey. In 2025, Denmark, the Netherlands and Luxembourg reported the highest shares of individuals who had used the internet in the last 3 months before the survey, with figures exceeding 99%. Consequently, the share of individuals reporting that they never used the internet was very small in these 3 EU countries, with less than 1%. The share of individuals who had never used the internet was highest in Croatia, Portugal and Greece, with rates around 10% in 2025. At EU-level, the highest share of individuals who last used the internet more than 3 months ago was 6% in Bulgaria and 4% in Croatia in 2025 (Figure 2).

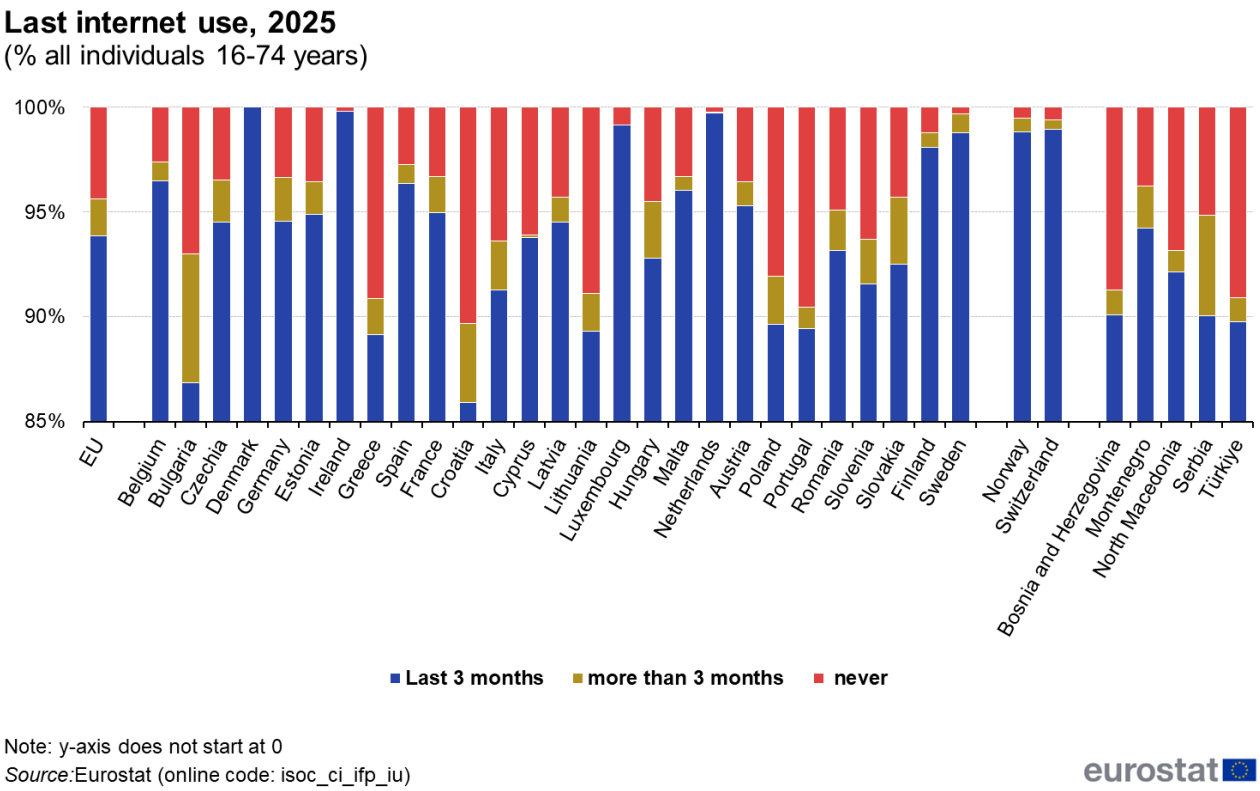


Figure 2: Last internet use, 2025 Source: Eurostat (isoc_ci_ifp_iu)

Reasons for not using the internet For the first time in 2025, the ICT survey investigated the reason why the individuals didn't connect to the internet. In 2025, the main reason cited for not using the internet in the EU was the lack of need (3%), followed by the difficulty to use (2%). The percentage of individuals who didn't feel a need to connect to the internet was highest in Bulgaria (9%), Greece (8%) and Poland (7%) in 2025.

Reasons for the non-use of internet, 2025
(% of all individuals 16-74 years)

	No need	Difficult to use	Issues with accessibility for persons with impairments or disabilities	Concerns about security or privacy	Cost of the connection or equipment
EU	3	2	1	1	1
Belgium	1	1	0	0	0
Bulgaria	9	3	1	0	2
Czechia	4	2	1	0	0
Greece	8	4	0	0	0
Spain	2	2	1	1	1
France	2	2	0	1	1
Cyprus	4	3	0	1	1
Lithuania	6	5	1	1	1
Hungary	5	3	1	1	1
Malta	3	3	1	1	0
Austria	4	2	0	1	0
Poland	7	5	1	1	0
Portugal	6	7	2	5	4
Romania	3	3	0	0	1
Slovenia	6	3	0	1	1
Slovakia	4	2	0	1	1
Sweden	0	0	0	0	0
Norway(1)	1	0	:	0	1
Bosnia and Herzegovina	6	3	1	1	2

: missing data

(*) low reliability

Source: Eurostat (online code: isoc_iiu_iuxr)

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Table 1: Reasons for the non-use of internet, 2025 Source: Eurostat (isoc_iiu_iuxr)

Digital inclusion The European Declaration on Digital Rights promoted 'a digital transformation that leaves nobody behind. It should benefit everyone, achieve gender balance, and include notably elderly people, people living in rural areas, persons with disabilities, or marginalized. . . '. In 2025, how were the connectivity rates among individuals living in cities, towns and suburbs, and rural areas? In Ireland, Denmark, the Netherlands, Luxembourg and Finland, the internet connectivity rates in cities exceeded 99%. This group of EU countries, along with Sweden, also reported the highest connectivity rates in towns and suburbs. As concerns rural areas, Ireland, the Netherlands, and Denmark reported the highest internet connectivity rates in 2025, each over 99%.

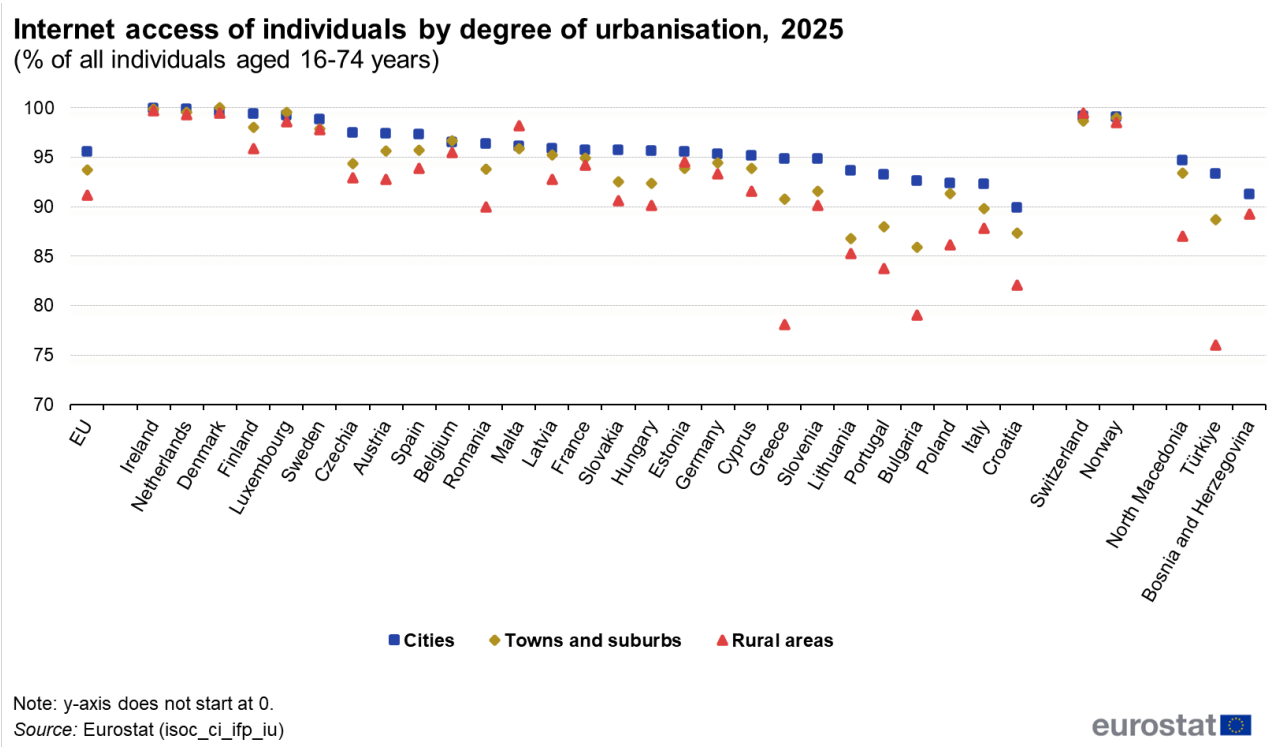
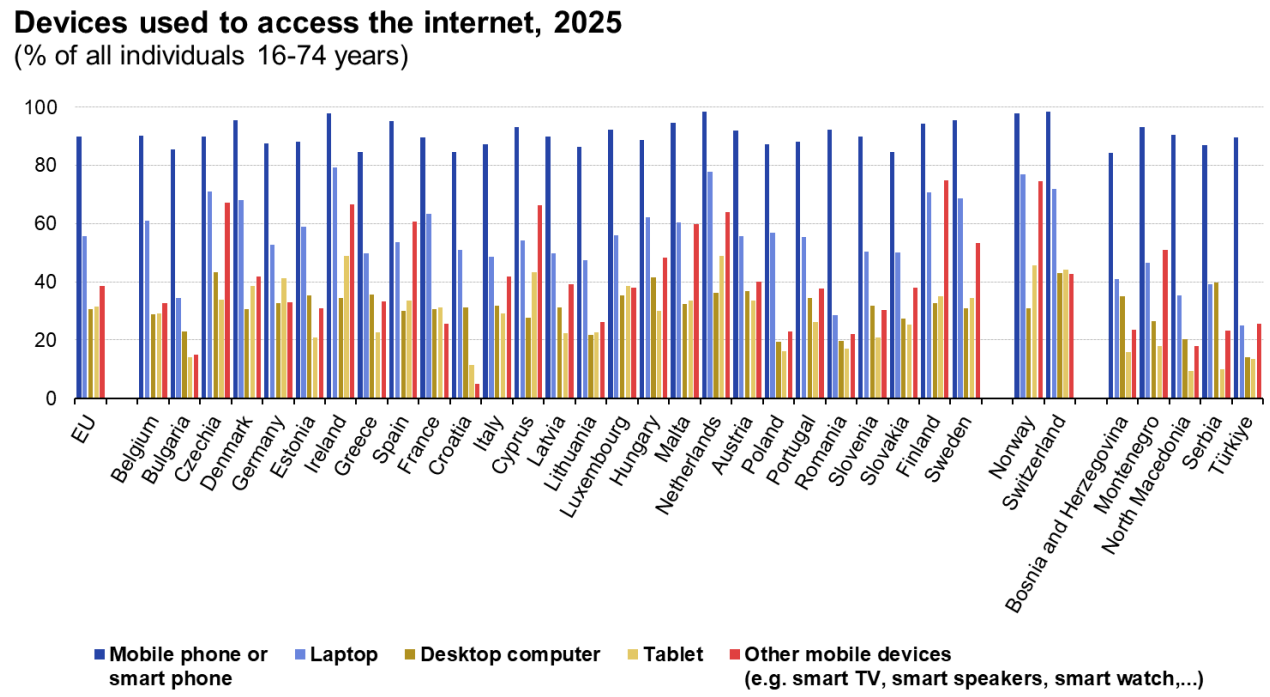


Figure 3: Internet access of individuals by degree of urbanisation, 2025 Source: Eurostat (isoc_ci_ifp_iu)

Devices used to connect to the internet Figure 4 presents the type of devices used to connect to the internet in 2025. Mobile devices were used to connect to the internet by almost 9 out of 10 EU users in 2025. The connection through a laptop followed with 56%, while 31% of individuals connected via a desktop computer and a tablet, respectively, in 2025. The highest rate of the access to the web through a mobile or a smart phone in 2025 were reported by the Netherlands and Ireland (both at 98%), Spain (95%), Sweden (95%), Denmark (95%), and Malta (95%). Ireland reported the highest proportion of connections to the internet via a laptop, with 79%, while for connections via a tablet, Ireland shared the first place with the Netherlands, each with a rate of 49%.



Source: Eurostat (online code: isoc_ci_dev_i)

Figure 4: Devices used to access the internet, 2025 Source: Eurostat (isoc_ci_dev_i)

Purpose of using the internet

Chapter 4 of the European Declaration on Digital Rights deals with the participation of individuals in a digital public environment. In particular, it states: "*Everyone should have access to a trustworthy, diverse, and multilingual digital environment. Access to diverse content contributes to a pluralistic public debate and effective participation in democracy in a non-discriminatory manner*" . Several indicators of the ICT survey deal with the purpose of the use of internet by the individuals: communication, access to information, civic and political participation, education. The topics e-commerce and e-government will be presented in separate sections in this publication.

Use of generative AI tools Generative Artificial Intelligence (AI) can create new content, such as text, images, programming code, videos, or other data, based on available information and patterns it has learned from existing examples. To generate this content, it requires input or a prompt by the user, such as asking it a question or providing instructions or a topic to focus on. In the EU in 2025, nearly 1 in 3 individuals used generative AI tools overall, most often for private reasons (25%), for professional purposes (15%), or even for formal education (9%). Denmark (48%), Estonia (47%), Finland and Malta (both 46%) reported the highest rates of individuals having used generative AI tools in 2025 among the EU countries. The rates of individuals having used generative AI tools rose to 56% in Norway.

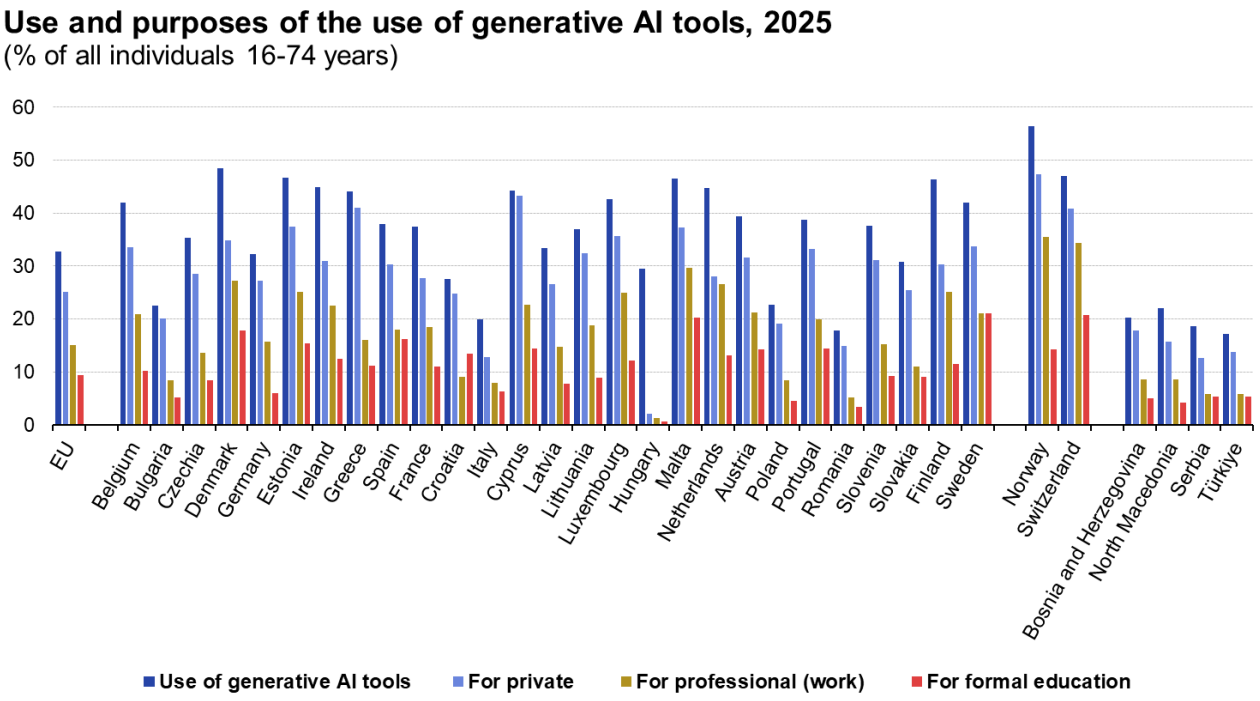


Figure 5: Use and purposes of the use of generative AI tools, 2025 Source: Eurostat (isoc_ai_iaiu)

Reasons for not using generative AI tools What were the reasons for more than two thirds of individuals in the EU not to use generative AI tools in 2025? With 39%, the reason most reported by individuals was the lack of necessity for using these tools. Nevertheless, it is worth to mention that 8% attributed their non-use to a lack of knowledge, and 5% simply didn't know that these tools exist. Privacy and security concerns account for 4% of the non-use among individuals. The non-use
of generative AI tools due to a lack of need was particularly common in Poland (54%) and in Germany (49%) in 2025.

Reasons for the non-use of generative AI tools

(% of all individuals 16-74 years)

	No need	Did not know how to use	Did not know they existed	Concerns about privacy, security, or safety	Other
EU	39	8	5	4	3
Belgium	33	7	3	6	4
Bulgaria	45	9	6	2	1
Czechia	45	7	3	2	3
Denmark	36	6	3	3	3
Germany	49	4	2	5	2
Estonia	40	5	2	1	1
Ireland	30	10	1	11	3
Greece	32	6	4	1	2
Spain	21	16	14	4	4
France	36	7	2	8	5
Croatia	40	8	4	2	4
Italy	43	14	3	4	4
Cyprus	38	3	8	1	0
Latvia	40	11	7	2	2
Lithuania	39	8	3	2	1
Luxembourg	38	6	2	6	3
Hungary	31	4	23	3	3
Malta	26	9	11	2	2
Netherlands	30	10	3	7	4
Austria	34	4	6	5	7
Poland	54	4	6	2	1
Portugal	34	8	2	4	2
Romania	43	14	13	2	4
Slovenia	38	5	7	2	2
Slovakia	42	6	4	5	4
Finland	37	5	3	3	4
Sweden	37	5	2	2	5
Norway	31	4	2	4	3
Switzerland	32	6	1	7	5
Bosnia and Herzegovina	8	14	42	5	1
Montenegro	11	2	3	2	1
North Macedonia	43	11	11	2	2
Serbia	45	6	11	2	8
Türkiye	46	14	9	4	0

Source: Eurostat (online code: isoc_ai_iaiuxr)

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Table 2: Reasons for the non-use of generative AI tools, 2025 Source: Eurostat (isoc_ai_iaiuxr)

Use of internet: Communication Communication is a very important and probably the most basic and visible objective of ICT. As such, it is measured in the ICT survey by at least the 4 variables that are presented in this section: the use of instant messaging (such as WhatsApp, Messenger, etc.), participation in social networks (Facebook, Snapchat, etc.), making calls, and sending and receiving e-mails. At EU level, in 2025, 82% of individuals aged between 16 and 74 years old reported having sent or received e-mails, matching the rate of those who used instant messaging. Telephone or video calls were used by 76% of individuals in the EU, while 67% reported participating in social networks. The share of individuals having sent or received e-mails was particularly high in the Netherlands (98%), Denmark (97%), in Ireland and in Finland (both at 95%) in 2025.

Use of internet - Communication, 2025
(% of all individuals 16-74 years)

	Sending/receiving e-mails	Telephoning or video calls	Participating in social networks (messages in facebook, twitter, etc.)	Instant messaging, i.e. exchanging messages (via Skype, Messenger, WhatsApp, ...)
EU	82	76	67	82
Belgium	87	75	68	70
Bulgaria	52	76	71	71
Czechia	90	70	70	88
Denmark	97	82	90	94
Germany	88	79	59	83
Estonia	87	71	73	78
Ireland	95	84	80	90
Greece	79	83	73	78
Spain	84	78	70	95
France	89	74	71 (b)	75
Croatia	74	66	62	80
Italy	76	76	56	84
Cyprus	77	90	87	90
Latvia	83	83	79	83
Lithuania	74	78	70	77
Luxembourg	85	74	67	75
Hungary	73	67	79	76
Malta	85	89	82	91
Netherlands	98	88	81	98
Austria	86	74	68	88
Poland	69	62	63	75
Portugal	79	77	70	84
Romania	46	78	80	72
Slovenia	83	62	65	74
Slovakia	74	70	62	70
Finland	95	80	81	92
Sweden	92	78	75	84
Norway	96	83	89	91
Switzerland	93	77	74	92
Bosnia and Herzegovina	55	86	67	79
Montenegro	60	93	84	91
North Macedonia	41	86	78	80
Serbia	63	86	76	83
Türkiye	44	83	80	87

b: break in time series

Source: Eurostat (online code: isoc_ci_ac_i)

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Table 3: Use of internet - Communication, 2025 Source: Eurostat (isoc_ci_ai_i)

Use of internet: Access to information Access to information plays a very important role in our societies, as information impacts all the aspects of our lives, either political or economic (such as finding information on products and services). The so called 'screen culture' shows that information can also shape culture. Access to information in the ICT survey was enlarged in 2025 with 3 new indicators: information on physical health (e.g. about flu symptoms, high blood pressure, pain medication, surgical procedures, nutrition, health-promoting measures), information on mental health (e.g. about burn-out, depression, anxiety, eating disorders, reducing stress) and finding information about the safety of products (health hazards, composition, safe usage, contact details to report safety issues). In 2025, 72% of individuals aged between 16 and 74 years old used internet to find information about goods and services in the EU. If 60% reported having used internet to find information on health, it is worth to notice that 54% looked particularly on information concerning physical health and 24% on mental health. The share of the individuals who used the internet to find information about the safety of the products was 36% in the EU in 2025. The
share of those who sought information on physical health was particularly high in Cyprus (80%) and in Finland (77%).

Use of internet - Access to information

(% of all individuals 16-74 years)

	Finding information about goods and services	Reading online news sites/ newspapers/news magazines	Seeking health information	Seeking information on physical health	Seeking information on mental health	Finding information about the safety of products
EU	72	66	60	54	24	36
Belgium	79	65	59	43	23	36
Bulgaria	47	60	37	30	12	15
Czechia	85	87	57.2[b]	56	21	38
Denmark	89	87	77	74	41	40
Germany	80	64	59	58	28	44
Estonia	79	78	66	64	21	33
Ireland	88	87	68	67	30	39
Greece	69	80	51	46	32	17
Spain	71	73	68	60	32	42
France	68	56	60	53	14	42
Croatia	77	75	54	48	12	1
Italy	60	54	62	46	20	30
Cyprus	83	85	81	80	62	66
Latvia	65	64	47	40	15	26
Lithuania	61	79	57	56	26	26
Luxembourg	59	73	55	42	21	24
Hungary	72	73	67	62	27	53
Malta	78	71	67	65	36	48
Netherlands	91	80	81	79	29	42
Austria	72	66	65	58	19	31
Poland	66	69	48	47	15	26
Portugal	76	72	54	51	27	48
Romania	54	59	43	27	14	17
Slovenia	79	69	56	35	16	41
Slovakia	59	66	60	47	21	25
Finland	90	90	82	77	30	49
Sweden	88	82	66	64	64	29
Norway	95	92	74	65	28	58
Switzerland	88	74	73	66	27	:
Bosnia and Herzegovina	53	75	51	41	21	17
Montenegro	60	81	61	52	36	26
North Macedonia	34	62	43	35	22	21
Serbia	71	75	61	22	9	10
Türkiye	64	53	57	55	26	40

b: break in time series

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Source: Eurostat (online code: isoc_ci_ac_i)

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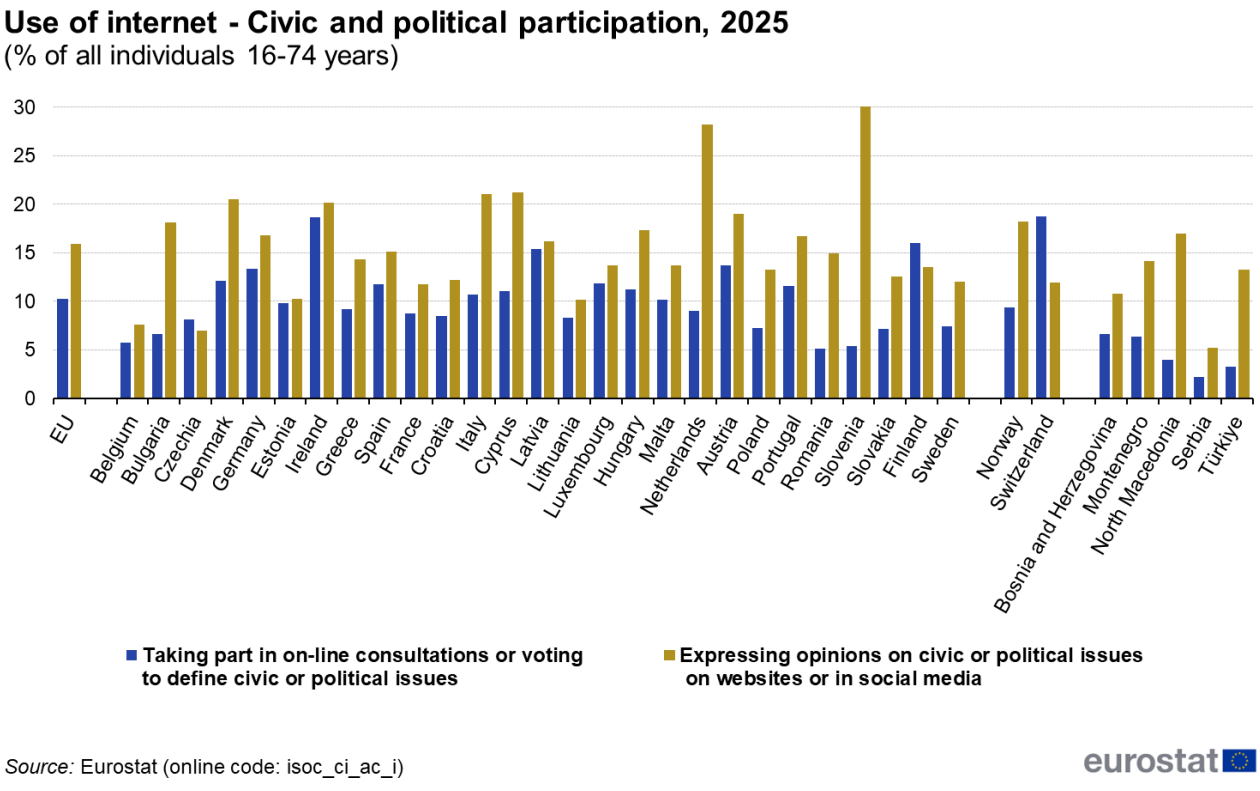
Table 4: Use of internet - Access to information, 2025 Source: Eurostat (isoc_ci_ai_i)

Use of internet: Civic and political participation The impact of online media on political elections is undisputed nowadays. The opinions of a large number of persons can be made or at least influenced by what is expressed and/or read online. Two indicators in the ICT survey deal with civic and political participation. A first one is related to political opinions expressed online via websites or social media. A second indicator measures individuals who took part in online consultations or votes on political issues. Civic issues are matters of public concern that affect citizens and the community as a whole – examples include affordable housing, environmental protection, or city planning. Political issues are matters that revolve around governance, public policy, and decision-making within a society. In 2025, 10% of the EU individuals took part in online consultations related to civic or political issues while 16% expressed opinions on civic or political issues online. In 2025, Ireland (19%) and Finland (16%) reported the highest shares of individuals having taken part in online consultations or voting to define civic or political issues. Slovenia (32%) reported in 2025, the highest rate of individuals having expressed opinions on civic or political issues on websites or in social media (e.g. Facebook, Twitter, Instagram, YouTube).



Source: Eurostat (online code: isoc_ci_ac_i)

Figure 6: Use of internet - Civic and political participation, 2025 Source: Eurostat (isoc_ci_ai_i)

Use of internet: Education The European Declaration on Digital Rights states: 'Everyone has the right to education, training and lifelong learning and should be able to acquire all basic and advanced digital skills. We commit to:. . . d) giving to everyone the possibility to adjust to changes brought by the digitalization of work through up-skilling and re-skilling'. Digital technologies have opened a new era in the domain of education by widening the horizon of possibilities in learning and teaching. E-learning is approached in the ICT survey through indicators that measure the percentage of individuals who completed an online course or who communicated with educators through digital tools. In 2025, 16% of individuals aged between 16 and 74 years had done an online course while 17% engaged in online interactions with educators or fellow learners. Ireland (30%), Finland (29%), the Netherlands (28%) and Spain (27%) reported the highest shares of individuals having done an online course in 2025.

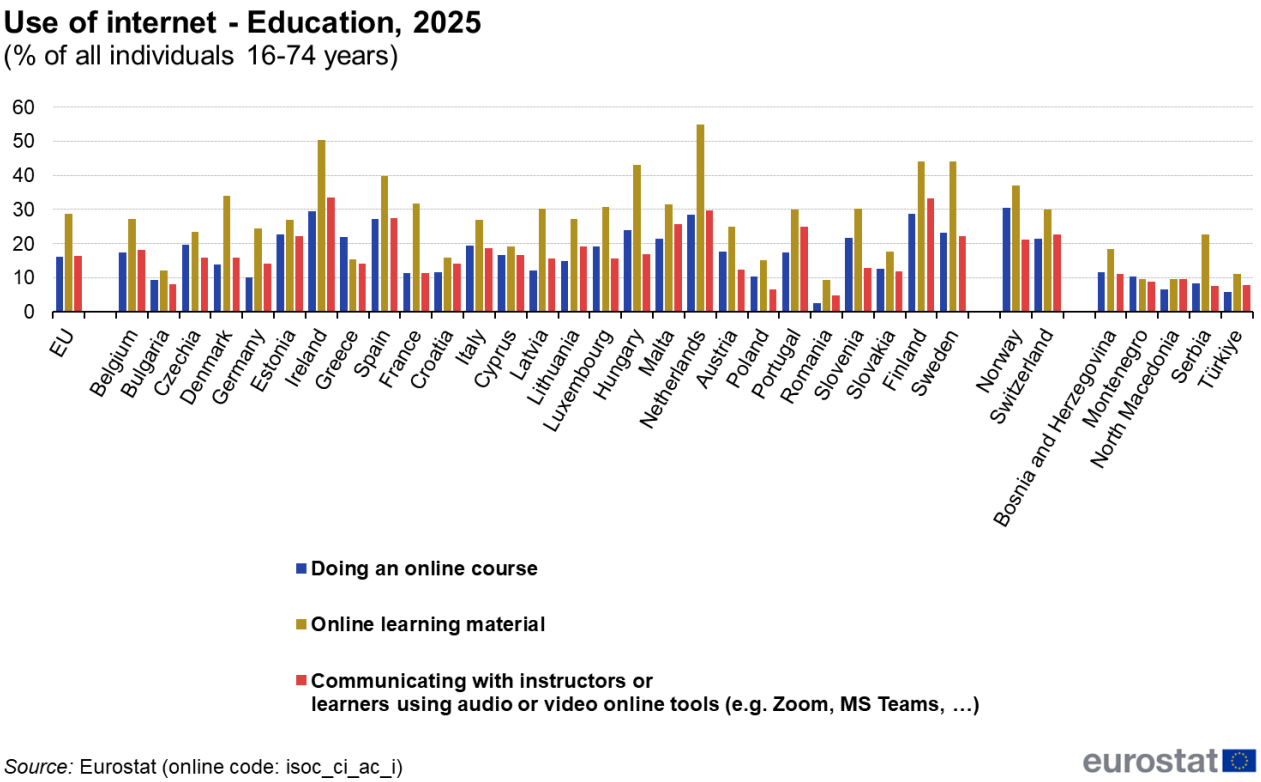


Figure 8: Use of internet - Education, 2025 Source: Eurostat (isoc_ci_ac_i)

Difficulties encountered in the use of the internet Web accessibility is among the priorities of the EU digital inclusion policy. Web accessibility should allow everyone, including people with disabilities, to perceive, understand, navigate and interact with the internet. With the rapid growth of services provided through internet and mobile devices, a part of the population risks being excluded from basic services from both the private and public sector such as getting information from public services, grocery shopping, medical consultations, online banking, messaging and video-calling services. The Web Accessibility Directive in force since 22 December 2016 provides people with disabilities with better access to websites and mobile apps of public services. The theme of the difficulties encountered when using the internet is brand new in the ICT survey. In 2025, 26% of the individuals reported having encountered difficulties when using the internet in the EU. The share was more than 50% for the following countries: Czechia (71%), Ireland (63%) and Sweden (53%). When encountered difficulties using the internet, 15% of the individuals fixed or tried to fix the issue, 11% ask someone to help, 3% made no attempt to solve the problem while another 3% tried other solutions.

Reasons for the non-use of internet, 2025
(% of all individuals 16-74 years)

	No need	Difficult to use	Issues with accessibility for persons with impairments or disabilities	Concerns about security or privacy	Cost of the connection or equipment	Opposed to it or do not trust the information	Other reasons
EU	3	2	1	1	1	1	1
Belgium	1	1	0	0	0	0	1
Bulgaria	9	3	1	0	2	1	1
Czechia	4	2	1	0	0	0	0
Greece	8	4	0	0	0	0	2
Spain	2	2	1	1	1	1	1
France	2	2	0	1	1	1	1
Cyprus	4	3	0	1	1	2	2
Lithuania	6	5	1	1	1	1	0
Hungary	5	3	1	1	1	2	1
Malta	3	3	1	1	0	1	1
Austria	4	2	0	1	0	2	0
Poland	7	5	1	1	0	1	0
Portugal	6	7	2	5	4	3	3
Romania	3	3	0	0	1	0	1
Slovenia	6	3	0	1	1	1	3
Slovakia	4	2	0	1	1	1	1
Finland	0	0	0	0	0	0	0
Sweden	0	0	0	0	0	0	0
Norway [u]	1	0	:	0	1	0	0
Bosnia and Herzegovina	6	3	1	1	2	2	1

u: low reliability
Source: Eurostat (online code: isoc_iiu_iuxr)

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Table 5: Reasons for the non-use of internet, 2025 Source: Eurostat (isoc_iiu_iuprb)

Use of e-government

Interaction with public authorities The European Declaration on Digital Rights states that “everyone should have access to key public services in the EU”. The possibility has to be offered to the public to have access to a wide range of public online services. The use of a public authorities’ websites or app could be a proxy of the online interaction with the public authorities. In the ICT survey, a large number of activities done on public authorities’ websites are reported such as obtaining information, downloading forms, making an appointment, making claims or paying taxes. In the EU, 72% of the individuals surveyed, connected to a public authorities’ websites or app. The share of individuals having connected to a public authorities’ websites or app was over 90% in the following countries: Denmark (98%), Finland (96%), Sweden (96%), the Netherlands (96%) and Ireland (91%). The lowest rate of individuals having connected to a public authorities’ websites or app was found in Romania with 24% in 2025.

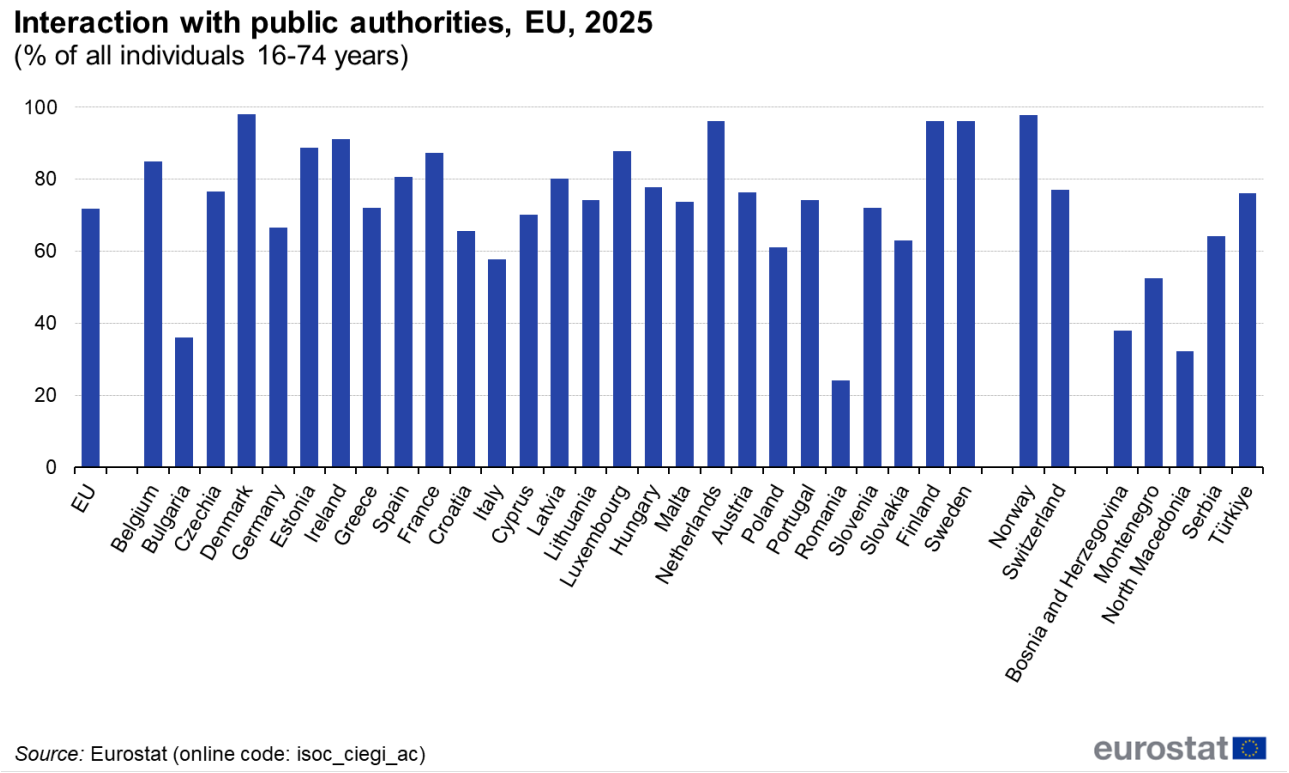


Figure 8: Use of public authorities' websites or applications in the last 12 months, 2025 Source: Eurostat (isoc_ciegi_ac)

Use of electronic identity (eID) The services provided online need to be secured. Electronic identification (eID) is one of the tools for ensuring secure access to online services and carrying out electronic transactions more securely. The article 1 of the Regulation (EU) 2024/1183 of the European Parliament and of the Council of 11 April 2024 related to the European Digital Identity Framework stipulates: "This Regulation aims to ensure the proper functioning of the internal market and the provision of an adequate level of security of electronic identification means and trust services used across the Union, in order to enable and facilitate the exercise by natural and legal persons of the right to participate in digital society safely and to access online public and private services throughout the Union". eID should also boost online transaction and have a direct effect on economic growth. In the EU, in 2025, a share of 52% persons used their eID to access online services. More than 9 out of 10 individuals used their eID to access online services in the following EU countries: Denmark (99%), Finland (96%), the Netherlands (95%) and Sweden (92%). The use of an eID was limited in 2025 in Bulgaria (12%) and in Romania (10%). The share of persons having used their eID to access services provided by public authorities (46%) exceeded those who used their eID to access services provided by business sector (25%) in the EU in 2025.

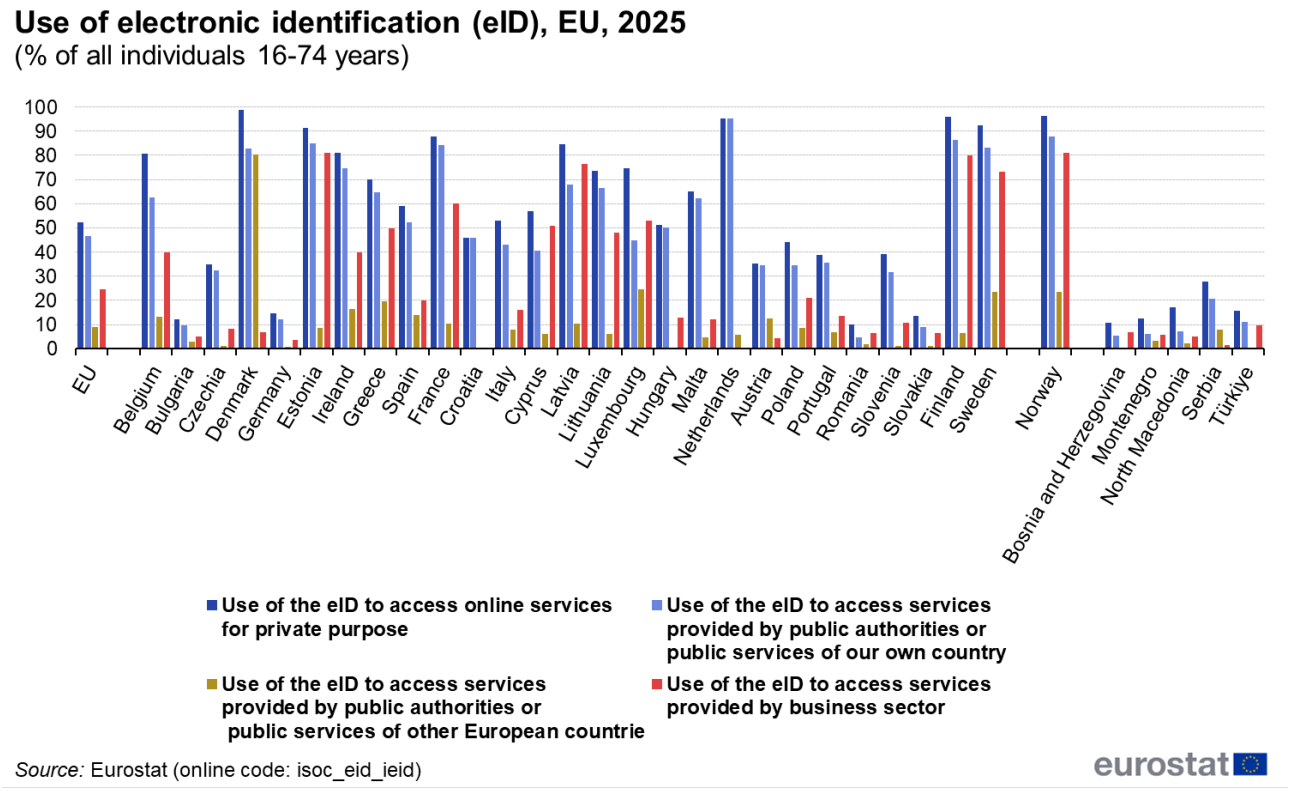


Figure 9: Use of electronic identification (eID), EU, 2025 Source: Eurostat (isoc_eid_ieid)

Reasons for not using the eID In 2025, the main reason why the individuals didn't use the eID in the EU was simply they didn't have one (18%). The proportion of individuals who didn't use the eID because they didn't have one was over 40% in Romania (57%), Bulgaria (47%) and in Slovakia (43%). The non-use of an eID was also for 12% of the individuals due to the fact that they didn't need to access any online services requiring it. Under this category, the highest proportions were reported by Czechia (34%), Portugal (30%), Bulgaria (23%) and Italy (21%). The lack of knowing of the existence was also reported for 7% of the individuals in the EU as the main reason of the non-use of the eID. The highest share for the individuals in this group were reported by Slovenia (20%) and Romania (19%).

Reasons for not using the eID, EU, 2025
(% of all individuals 16-74 years)

	Not aware of its existence	They didn't have one	They didn't need to access any online services requiring it	They didn't feel safe using it	They could not use it due to usability/technical issues	They could not use it to access the service via a smartphone or tablet	Other reasons
EU	7	18	12	2	2	1	5
Belgium	2	5	3	1	1	1	2
Bulgaria	7	47	23	1	0	0	1
Czechia	4	19	34	2	0	0	2
Denmark (1)	0	0	0	0	:	0	0
Germany	16	32	19	2	2	2	8
Estonia	1	1	0	0	0	0	2
Ireland	8	8	1	0	0	0	1
Greece	8	1	5	1	3	1	4
Spain	6	13	13	4	4	2	8
France	4	2	2	0	0	0	1
Croatia	5	26	10	:	1	:	:
Italy	2	7	21	1	2	0	5
Cyprus	12	20	4	0	0	0	1
Latvia	0	5	1	1	0	0	3
Lithuania	1	6	8	1	0	0	0
Luxembourg	4	11	3	1	2	1	2
Hungary	7	20	13	0	0	0	2
Malta	12	7	6	2	2	0	4
Netherlands	0	2	1	0	0	0	1
Austria	13	38	7	1	2	1	1
Poland	2	34	6	1	0	0	4
Portugal	12	5	30	11	8	5	10
Romania	19	57	6	1	0	0	2
Slovenia	20	24	7	0	1	0	1
Slovakia	3	43	14	1	2	1	17
Finland	0	1	0	0	0	0	1
Sweden	1	2	2	0	0	0	1
Norway (1)	0	1	0	0	0	0	0
Bosnia and Herzegovina	24	54	1	0	0	0	0
Montenegro	18	20	10	2	1	1	5
North Macedonia	14	48	4	1	0	1	4
Serbia	3	55	6	0	1	0	2
Türkiye	40	16	12	2	1	2	7

(1): low reliability

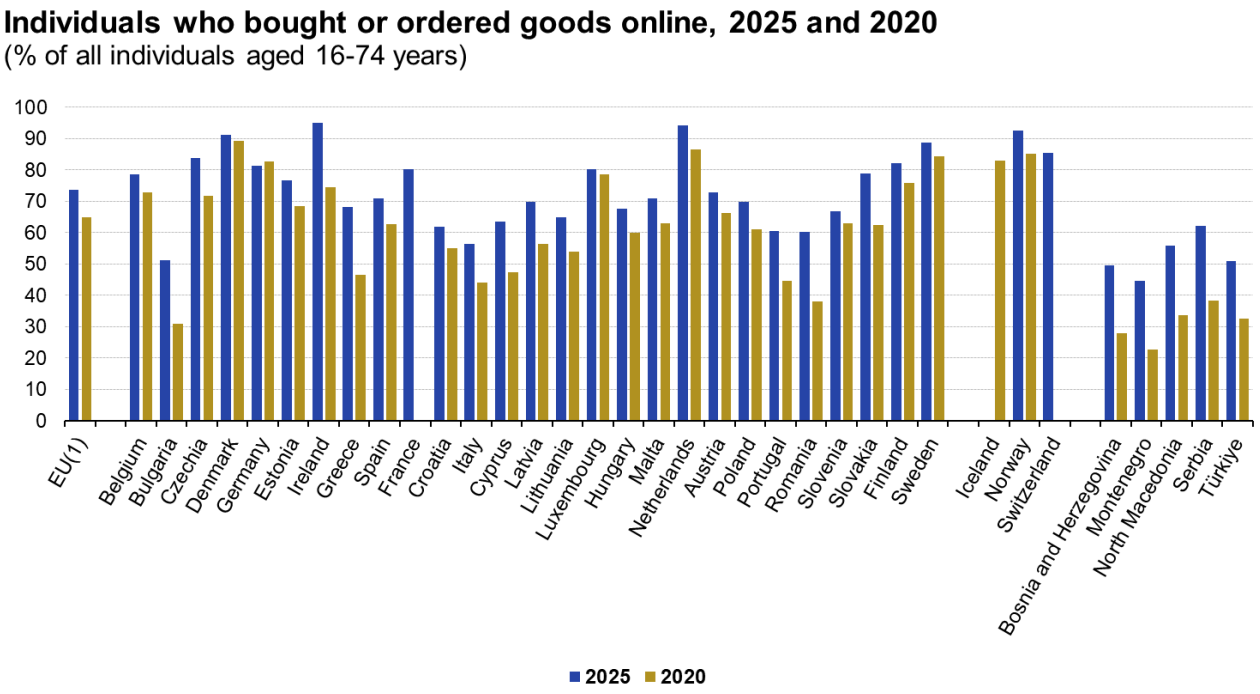
Source: Eurostat (online code: isoc_eid_ieid)

eurostat

Table 6: Reasons for not using the eID, EU, 2025 Source: Eurostat (isoc_eid_ieid)

Ordering or buying goods and services

In 2025, 74% of individuals aged 16 to 74 in the EU ordered or bought goods or services over the internet for private use, up from 65% in 2020 (see Figure 10). Ireland (95%), the Netherlands (94%) and Denmark (91%) presented the highest share of internet users having bought goods or services online. Italy (56%) and Bulgaria (51%) reported the lowest share of individuals having bought or ordered goods online in 2025. The largest increase in the proportion of individuals who ordered or bought goods or services over the internet between 2025 and 2020 were observed in Romania (up by 22 percentage points), and in Greece (up by 21 percentage points).



Note: Data missing for Iceland in 2025, France and Switzerland in 2020
(1): EU estimated in 2020
Source: Eurostat (online code: isoc_ec_ib20)

Figure 10: Individuals who bought or ordered goods online, 2025 and 2020 Source: Eurostat (isoc_ec_ib20)

Source data for tables and figures

- Digital economy and society - households and individuals statistics: tables and figures

Data sources

Rapid technological change in areas related to the internet and other new applications of ICTs pose challenges for statistics. As such, there has been a considerable degree of development in this area, with statistical tools being adapted to satisfy new demands for data. Indeed, statistics within this domain are reassessed on an annual basis in order to meet user needs and reflect the rapid pace of change.

This approach is replicated in Eurostat 's survey on ICT usage in households and by individuals . This annual survey is used to benchmark ICT-driven developments, both by following developments for core variables over time and by looking in greater depth at other aspects at a specific point in time. While the survey initially concentrated on access and connectivity issues, its scope has subsequently been extended to cover a variety of subjects (for example, e-government and e-commerce) and socioeconomic analysis (such as regional diversity, gender specificity, differences in age, education and the employment situation). The scope of the survey with respect to different technologies is also adapted so as to cover new product groups and means of delivering communication technologies to end-users (such as introducing new questions about online peer-to-peer accommodation or transport services in 2017).

The reference period for the survey on ICT usage in households and by individuals is in most cases the first quarter of each year; in most countries, the survey is conducted in the second quarter of each year.

Coverage and definitions

The household ICT survey covers those households having at least one member in the age group 16-74 years. Internet access of households refers to the percentage of households that have an internet access, so that anyone in the household could use the internet at home, if so desired, even simply to send an e-mail.

Internet users are defined as all individuals aged 16-74 years who had used the internet in the 3 months prior to the survey. Regular internet users are individuals who used the internet, on average, at least once a week in the 3 months prior to the survey.

The wired technologies most commonly used to access the internet are divided between broadband and dial-up access over a normal or an ISDN telephone line. Broadband includes digital subscriber lines (DSL) and uses technology that transports data at high speeds. Broadband lines are defined as having a capacity higher than ISDN, meaning equal to or higher than 144 kbit/s. Popular devices to access the internet at home include desktop and portable computers, while more recently there has been an expansion in other internet-enabled technologies.

Mobile internet usage is defined as using the internet away from home or work on portable computers or handheld devices via mobile phone networks or wireless connections.

The ordering of goods and services by individuals refers to the 3-month period prior to the survey and includes rented accommodation or transport services, purchasing financial investments, telecommunication services, video games or software, as well as information services from the internet that are directly paid for. Goods and services that are obtained via the internet for free are excluded. Orders made by manually typed e-mails, SMS or MMS are also excluded.

Context

Data from this survey facilitate the monitoring of the EU's digital targets for 2030, set by the Digital Compass for the EU's Digital Decade , evolving around 4 cardinal points: skills, digital transformation of businesses, secure and sustainable digital infrastructures, and digitalisation of public services. On 15 September 2021, the Commission proposed the Path to the digital decade , which introduces a governance framework to reach the targets set out by the 2030 Digital Compass. Data on the use of ICT in households and by individuals appears among the monitoring indicators of the European Skills Agenda .

Other link:

- Europe's digital decade: 2030 targets | European Commission

View this article online at http://ec.europa.eu/eurostat/statistics-explained/index.php/Digital_economy_and_society_statistics_-_households_and_individuals

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Other articles

- E-commerce statistics for individuals
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- Digital economy and society statistics - enterprises
- Digital society statistics at regional level

Database

- Digital economy and society (isoc), see:

ICT usage in households and by individuals (isoc_i)

Connection to the internet and computer use (isoc_ici)

Households - level of internet access (isoc_ci_in_h)

Households - type of connection to the internet (isoc_ci_it_h)

Individuals - mobile internet access (isoc_ci_im_i)

Internet use (isoc_iiu)

Individuals - internet use (isoc_ci_ifp_iu)

Individuals - frequency of internet use (isoc_ci_ifp_fu)

E-commerce (isoc_iec)

Internet purchases by individuals (2020 onwards) (isoc_ec_ib20)

Internet purchases: goods or services (2020 onwards) (isoc_ec_ibgs)

Internet purchases by individuals (until 2019) (isoc_ec_ibuy)

ICT trust, security and privacy (isoc_ci_sci)

Privacy and protection of personal information (2020 onwards) (isoc_cisci_prv20)

Thematic section

- Digital economy and society

Publications

- Digital economy and society in the EU — 2017 edition — Digital publication
- Press releases and other publications
- Statistical articles

Methodology

- ICT usage in households and by individuals (ESMS metadata file — isoc_i)
- Methodological manuals for statistics on the information society

Selected datasets

- Digital economy and society (t_isoc)

ICT usage in households and by individuals (t_isoc_i)