



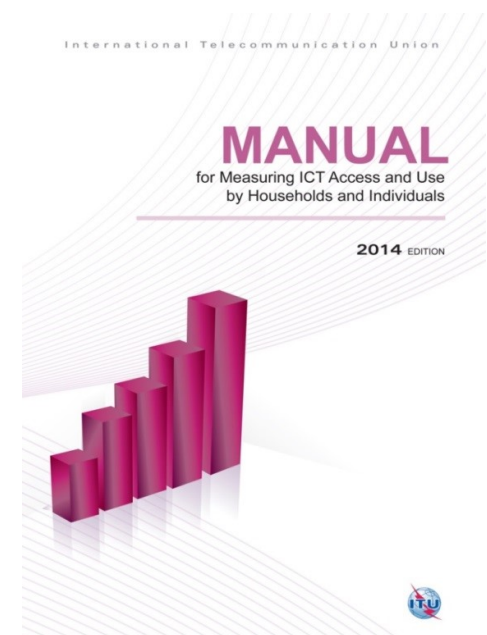
**ITU Asia-Pacific Regional Workshop on ICT
Indicators
Ha Noi, Viet Nam
2-4 October 2019**

Overview of household ICT indicators

ICT Data and Analytics Division
Telecommunication Development Bureau
International Telecommunication Union

ITU Manual (2014)

- Chapter 1. Introduction
- Chapter 2. **Coordination** among national stakeholders in ICT measurement
- Chapter 3. **Planning and preparation** for ICT household surveys
- Chapter 4. **Statistical standards** and measurement topics for ICT household statistics
- Chapter 5. **Data sources** and **collection techniques** for ICT household statistics
- Chapter 6. Question and **questionnaire** design for ICT household surveys
- Chapter 7. **Designing** ICT household surveys
- Chapter 8. **Data processing** for ICT household statistics
- Chapter 9. **Data quality and evaluation** for ICT household statistics
- Chapter 10. **Dissemination** of ICT household data and metadata



Preparation and revision process



- First release in 2009
- Version 2 launched at WTIS 2013 (December 2013, Mexico)
- Revision of indicators in 2014-2015:
 - added HH16
 - HH17, HH18, HH19, HH20-23 **not yet in the Manual**
- More revisions made in subsequent years: all published on the ITU website
- Discussed in Expert Group on ICT Household Indicators (EGH) 2019 meeting, under revision
- Available for comments until **30 November**

ITU statistical standards: ICT household statistics

- Statistical standards associated with the **core ICT indicators** for household **access** to, and individual **use** of, ICT:
 - concepts
 - definitions of terms
 - model questions
 - classificatory variables (breakdowns)
 - scope
 - units (households and individuals)
 - Formula of calculation
 - Use (policy relevance)
-

Core household indicators, main concepts

- The indicators consist of those:
 - Referring to household access to ICT equipment and services
 - Referring to individuals' use/ownership of ICT equipment and services
-

Concept of access






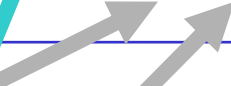
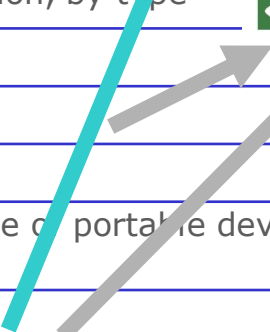
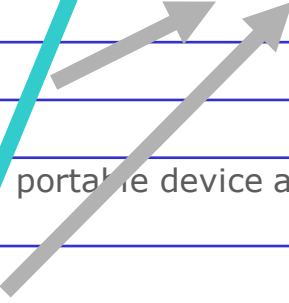
- ICT device/service should be available for use of any member of the household at any time
 - Device can be owned or not by the household
 - Applies to all indicators referring to household ICT access
 - Device should be in a working condition
-



Core ICT HH indicators (2016 rev.)

HH1	Proportion of households with a radio
HH2	Proportion of households with a television
HH3	Proportion of households with telephone
HH4	Proportion of households with a computer
HH5	Proportion of individuals using a computer
HH6	Proportion of households with Internet
HH7	Proportion of individuals using the Internet
HH8	Proportion of individuals using the Internet, by location
HH9	Proportion of individuals using the Internet, by type of activity
HH10	Proportion of individuals using a mobile cellular telephone
HH11	Proportion of households with Internet, by type of service
HH12	Proportion of individuals using the Internet, by frequency
HH13	Proportion of households with multichannel television, by type
HH14	Barriers to household Internet access
HH15	Individuals with ICT skills, by type of skills
HH16	Household expenditure on ICT
HH17	Proportion of individuals using the Internet, by type of portable device and network used to access the Internet
HH18	Proportion of individuals who own a mobile phone
HH19	Proportion of individuals not using the Internet, by type of reason

Core ICT HH indicators (2016 rev.)

HH1	Proportion of households with a radio	
HH2	Proportion of households with a television	
HH3	Proportion of households with telephone	
HH4	Proportion of households with a computer	
HH5	Proportion of individuals using a computer	
HH6	Proportion of households with Internet	
HH7	Proportion of individuals using the Internet	
HH8	Proportion of individuals using the Internet, by location	
HH9	Proportion of individuals using the Internet, by type of activity	
HH10	Proportion of individuals using a mobile cellular telephone	
HH11	Proportion of households with Internet, by type of service	
HH12	Proportion of individuals using the Internet, by frequency	
HH13	Proportion of households with multichannel television, by type	
HH14	Barriers to household Internet access	
HH15	Individuals with ICT skills, by type of skills	
HH16	Household expenditure on ICT	
HH17	Proportion of individuals using the Internet, by type of portable device and network used to access the Internet	
HH18	Proportion of individuals who own a mobile phone	
HH19	Proportion of individuals not using the Internet, by type of reason	



New HH indicators, 2018

e-commerce

HH20	Type of goods and services purchased online, by type of goods and services
HH21	Payment channels for online purchases
HH22	Method of delivery for online purchases
HH23	Reasons for not purchasing online



Indicator HH4: Proportion of households with a computer

Definitions:

This is the proportion of households that have a computer.

A *computer* refers to a desktop computer, a laptop (portable) computer or a tablet (or similar handheld computer).

- Desktop: a computer that usually remains fixed in one place; normally the user is placed in front of it, behind the keyboard.
- Laptop (portable) computer: a computer that is small enough to carry and usually enables the same tasks as a desktop computer; it includes notebooks and netbooks but does not include tablets and similar handheld computers.
- Tablet (or similar handheld computer): a tablet is a computer that is integrated into a flat touch screen, operated by touching the screen rather than (or as well as) using a physical keyboard.

It does not include equipment with some embedded computing abilities, such as smart TV sets, and devices with telephony as their primary function, such as smartphones.

A yellow starburst shape with a grey outline, containing the text 'IDI' in red.

IDI

Indicator HH6: Proportion of households with Internet

Definitions:

This is the proportion of households with Internet access at home.

The *Internet* is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, PDA, games machine, digital TV etc.). Access can be via a fixed or mobile network.

A yellow starburst shape with a grey outline, containing the text 'IDI' in red.

IDI

A yellow starburst shape with a grey outline, containing the text 'SDG' in red.

SDG

Indicator HH7: Proportion of individuals using the Internet

Definitions:

This is the proportion of individuals who used the Internet from any location in the last three months.

The *Internet* is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, PDA, games machine, digital TV etc.). Access can be via a fixed or mobile network.

HH15: Individuals with ICT skills, by type of skills



This refers to ICT skills, defined for the purpose of this indicator as having undertaken certain activities in the last three months, **independent of the device(s) used**.

Activities to measure ICT skills are as follows:

- Using copy and paste tools to duplicate or move data, information and content in digital environments (e.g. within a document, between devices, on the cloud)
- Sending messages (e.g. e-mail, messaging service, SMS) with attached files (e.g. document, picture, video)
- Using basic arithmetic formulae in a spreadsheet
- Connecting and installing new devices (e.g. a modem, camera, printer) through wired or wireless technologies
- Finding, downloading, installing and configuring software and apps
- Creating electronic presentations with presentation software (including text, images, sound, video or charts)
- Transferring files or applications between devices (including via cloud-storage)
- Setting up effective security measures (e.g. strong passwords, log-in attempt notification) to protect devices and online accounts
- Changing privacy settings on your device, account or app to limit the sharing of personal data and information (e.g. name, contact information, photos)
- **Verifying the reliability of information found online**
- Programming or coding in digital environments (e.g. computer software, app development)

A yellow star-shaped icon with a grey outline, containing the text 'SDG' in bold black letters.

SDG

Revised by EGH in 2018 and 2019



SDG

HH18: Proportion of individuals

➤ **who own a mobile phone**

➤ **who own a smart phone**

- An individual owns a mobile cellular phone if he/she has a mobile cellular phone device with at least one active SIM card for personal use.
- Includes mobile cellular phones supplied by employers that can be used for personal reasons (to make personal calls, access the Internet, etc.) and those who have a mobile phone for personal use that is not registered under his/her name.
- It excludes individuals who have only active SIM card(s) and not a mobile phone device.

**First collected in 2015
(agreed by EGH in 2014)**

Indicator HH1: Proportion of households with a radio

Definitions:

This is the proportion of households that have a radio.

A *radio* is defined as a device capable of receiving broadcast radio signals, using common frequencies, such as FM, AM, LW and SW. A radio may be a stand-alone device, or it may be integrated with another device, such as an alarm clock, an audio player, a mobile telephone or a computer.

Indicator HH2: Proportion of households with a television

Definitions:

This is the proportion of households that have a television (TV).

A television (TV) is a device capable of receiving broadcast television signals, using popular access means such as over-the-air, cable and satellite. A television set is typically a stand-alone device, but it may also be integrated with another device, such as a computer or a mobile telephone.

HH3 Proportion of households with telephone

- households with fixed telephone only
- households with mobile cellular telephone only
- households with both fixed and mobile telephone
- households with a smart phone (**new in 2018**)

A smart telephone refers to a mobile handset that is used as the person's primary phone device which has smart capabilities, including Internet-based services, and performs many of the functions of a computer, including having an operating system capable of downloading and running applications, also those created by third-party developers. Users of both postpaid subscriptions and prepaid accounts are included.

Indicator HH5: Proportion of individuals using a computer

Definitions:

This is the proportion of individuals who used a computer from any location in the last three months.

A *computer* refers to a desktop computer, a laptop (portable) computer or a tablet (or similar handheld computer).

- Desktop: a computer that usually remains fixed in one place; normally the user is placed in front of it, behind the keyboard.
- Laptop (portable) computer: a computer that is small enough to carry and usually enables the same tasks as a desktop computer; it includes notebooks and netbooks but does not include tablets and similar handheld computers.
- Tablet (or similar handheld computer): a tablet is a computer that is integrated into a flat touch screen, operated by touching the screen rather than (or as well as) using a physical keyboard.

It does not include equipment with some embedded computing abilities, such as smart TV sets, and devices with telephony as their primary function, such as smartphones.

Indicator HH8: Proportion of individuals using the Internet, by location

Definitions:

This is the proportion of individuals who used the Internet from specified locations in the last three months.

The *Internet* is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, PDA, games machine, digital TV etc.). Access can be via a fixed or mobile network, including wireless access at a WiFi ‘hotspot’.

Access via a mobile device should be classified to the appropriate location or to ‘while commuting, in transport or walking’, that is while mobile.

Locations of Internet use are defined as follows:

- Home
- Work
- Place of education
- Another person’s home
- Facility open to the public
 - *Of which: Community Internet access facility*
- While commuting, in transport or walking

Indicator HH9: Proportion of individuals using the Internet, by type of activity



Definitions:

This is the proportion of individuals who undertook one or more activities using the Internet for private (defined as non-work) purposes from any location in the last three months. Internet activities are classified in groups of similar activities, and are defined as follows:

Access to information

- Getting information about goods or services
- Seeking health-related information (on injury, disease, nutrition etc.).
- Getting information from general government organizations
- *For more activities, see the ITU website with the revised indicator*

Communication and collaboration

- Telephoning over the Internet/VoIP (using Skype, iTalk, etc.; includes video calls via webcam)
- *For more activities, see the ITU website with the revised indicator*

Electronic commerce, trade, and transactions

- *For the detailed activities, see the ITU website with the revised indicator*

Learning

- *For the detailed activities, see the ITU website with the revised indicator*

Professional life

- *For the detailed activities, see the ITU website with the revised indicator*

Digital content consumption

- *For the detailed activities, see the ITU website with the revised indicator*

Digital content creation

- *For the detailed activities, see the ITU website with the revised indicator*

HH10 Proportion of individuals using a mobile cellular telephone

- individuals who used a mobile cellular telephone
- Individuals who used a smart phone (**new in 2018**)

A smart telephone refers to a mobile handset that is used as the person's primary phone device which has smart capabilities, including Internet-based services, and performs many of the functions of a computer, including having an operating system capable of downloading and running applications, also those created by third-party developers. Users of both postpaid subscriptions and prepaid accounts are included.

Indicator HH11: Proportion of households with Internet, by type of service

Definitions:

This is the proportion of households with access to the Internet, by type of service.

The *Internet* is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, PDA, games machine, digital TV etc.). Access can be via a fixed or mobile network.

The broad types of Internet services to be identified are the following:

- Fixed (wired) narrowband network: includes analogue modem (dial-up via standard telephone line), ISDN (Integrated Services Digital Network), DSL (Digital Subscriber Line) at advertised download speeds below 256 kbit/s, and other forms of access with an advertised download speed of less than 256 kbit/s
- Fixed (wired) broadband network: refers to technologies at advertised download speeds of at least 256 kbit/s, such as DSL, cable modem, high speed leased lines, fibre-to-the-home/building, powerline and other fixed (wired) broadband
- Terrestrial fixed (wireless) broadband network: refers to technologies at advertised download speeds of at least 256 kbit/s, such as WiMAX, fixed CDMA
- Satellite broadband network (via a satellite connection), at advertised download speeds of at least 256 kbit/s
- Mobile broadband network (at least 3G, e.g. UMTS) via a handset
- Mobile broadband network (at least 3G, e.g. UMTS) via a card (e.g. integrated SIM card in a computer) or USB modem

Indicator HH12: Proportion of individuals using the Internet, by frequency

Definitions and notes:

This is the frequency of Internet use by individuals who used the Internet from any location in the last three months.

The *Internet* is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, PDA, games machine, digital TV etc.). Access can be via a fixed or mobile network.

Frequency of use categories are as follows:

- At least once a day: once a working day for respondents who only (or most frequently) use the Internet from work or school etc.
- At least once a week but not every day
- Less than once a week.

Indicator HH13: Proportion of households with multichannel television, by type

Definitions:

This is the proportion of households with multichannel television (TV) and by type of multichannel service. Multichannel TV services are as follows:

- Cable TV (CATV): multichannel programming delivered over a coaxial cable for viewing on television sets
- Direct-to-home (DTH) satellite services: TV services received via a satellite dish capable of receiving satellite television broadcasts
- Internet-protocol TV (IPTV): multimedia services such as television/video/audio/text/graphics/data delivered over an IP-based network managed to support the required level of quality of service, quality of experience, security, interactivity and reliability; it does not include video accessed over the public Internet, for example, by streaming. IPTV services are also generally aimed at viewing over a television set rather than a personal computer.
- Digital terrestrial TV (DTT): the technological evolution from analogue terrestrial television, providing capability for significantly more channels

Indicator HH14: Barriers to household Internet access

Definitions:

This measures the barriers to Internet access for households without Internet access. It is expressed as a proportion of households without Internet access.

Barriers (that is, reasons for not having Internet) are:

- Do not need the Internet (not useful, not interesting)
- Do not know how to use it
- Cost of Internet use is too high (service charges, etc.)
- Privacy or security concerns
- Internet service is not available in the area
- Cultural reasons (e.g. exposure to harmful content)
- Don't know what Internet is
- Not allowed to use the Internet
- Lack of local content
- Other reason, specify

Indicator HH16: Household expenditure on ICT

Definitions:

This measures the percentage of total household expenditure that is expended on ICT goods and services as follows:

- Telephone and telefax equipment (COICOP 08.2.0): Purchases of telephones, radio-telephones, telefax machines, telephone-answering machines and telephone loudspeakers; repair of such equipment.
- Telephone and telefax services (COICOP 08.3.0): Installation and subscription costs of personal telephone equipment; includes telephone calls (from any location), information transmission services, Internet connection services, hire of telephones.
- Equipment for the reception, recording and reproduction of sound and picture (COICOP 09.1.1): Television sets, video cassette players and recorders, television aerials of all types; radio sets, car radios, radio clocks, two-way radios, amateur radio receivers and transmitters; gramophones, tape players and recorders, cassette players and recorders, CD-players, personal stereos, stereo systems and their constituent units (turntables, tuners, amplifiers, speakers, etc.), microphones and earphones.
- Information processing equipment (COICOP 09.1.3): Personal computers, visual display units, printers and miscellaneous accessories accompanying them; computer software packages such as operating systems, applications, languages, etc.; calculators, including pocket calculators; typewriters and word processors. (Also includes laptops, tablets, e-book readers.)
- Repair of audio-visual, photographic and information processing equipment (COICOP 09.1.5)



HH17: Individuals using the Internet, by type of portable device and network used to access the Internet

- a. Mobile phone
 - a1) via mobile cellular network
 - a2) via other wireless networks (e.g. WiFi)
- b. Tablet
 - b1) via mobile cellular network, using USB key/dongle or integrated data SIM card
 - b2) via other wireless networks (e.g. WiFi)
- c. Portable computer (laptop, notebook, netbook)
 - c1) via mobile cellular network, using USB key/dongle or integrated data SIM card or mobile cellular telephone as modem
 - c2) via other wireless networks (e.g. WiFi)
- d. Other portable devices (e.g. portable games consoles, watches, e-book readers etc.)

**First collected in 2015
(agreed by EGH in 2014)**

HH19: Proportion of individuals not using the Internet, by type of reasons

Response categories:

- *Do not need the Internet (not useful, not interesting)*
- *Do not know how to use it*
- *Cost of Internet use is too high (service charges, etc.)*
- *Privacy or security concerns*
- *Internet service is not available in the area*
- *Cultural reasons (e.g. exposure to harmful content)*
- *Don't know what Internet is*
- *Not allowed to use the Internet*
- *Lack of local content*
- *Other reason, specify*

**First collected in 2016
(agreed by EGH in 2015)**



HH20: Proportion of individuals who purchased goods or services online, by type of good and service purchased

Measures the specific goods and services purchased online by individuals. It is expressed as a proportion of individuals who purchased goods or services over the Internet

- Books, magazines or newspapers;
- Clothing, footwear, sporting goods or accessories;
- Computer equipment or parts (including peripheral equipment);
- Computer or video games;
- Computer software (includes upgrades and paid apps; not games);
- Cosmetics;
- Financial products (including shares and insurance);
- Food, groceries, alcohol or tobacco;
- Household goods (e.g. furniture, toys, etc.; excluding consumer electronics);
- ICT services (excluding software);
- Medicine;
- Movies, short films or images;
- Music products;
- Photographic, telecommunications or optical equipment;
- Tickets or bookings for entertainment events (sports, theatre, concerts, etc.); and
- Travel products (travel tickets, accommodation, vehicle hire, transport services etc.)

HH21: Proportion of individuals who purchased goods or services online, by type of payment channel

Measures the payment channels used by individuals when making purchases online. It is expressed as a proportion of individuals who purchased goods or services over the Internet.

The following response categories of types of payment channels are (multiple choices possible):

- Cash on delivery;
- Credit card online;
- Debit card or electronic bank transfer online;
- Mobile money account (account connected to the mobile number);
- Online payment service (e.g. PayPal, Google Checkout);
- Prepaid gift card or online voucher;
- Points from rewards or redemption program (e.g. Air Miles); and
- Other (e.g. bank check by post, etc.).

**First collected in 2018
(agreed by EGH in 2017)**

HH22: Proportion of individuals who purchased goods or services online, by method of delivery

Measures the delivery method for online purchases. It is expressed as a proportion of individuals who purchased goods or services over the Internet.

The following response categories of types of delivery methods are (multiple choices possible):

- Delivery directly to the buyer using regular postal services or other forms of delivery;
- Picked up from point of sale or service point; and
- Online / electronic delivery by downloading from a website or through an application, software or other device (e.g. in-app purchases, streaming services etc.).

**First collected in 2018
(agreed by EGH in 2017)**

HH23: Proportion of individuals who did not purchase goods or services online, by type of reason

Measures the reasons for individuals to not purchase goods or services online. It is expressed as a proportion of individuals who use the Internet but do not purchase goods and services online.

The following response categories of reasons for not purchasing online are (multiple choices possible):

- Not interested;
- Prefer to shop in person;
- Security concerns (e.g. about giving debit or credit card details);
- Privacy concerns (e.g. about giving personal details);
- Technical concerns (e.g. about websites, payment or delivery);
- Trust concerns (e.g. about warranties, receiving or returning products); and
- Lack of confidence, knowledge or skills.

**First collected in 2018
(agreed by EGH in 2017)**

Age scope

- Countries should report ICT usage information for the three main core indicators on individuals' use of ICTs (computer, mobile phone and Internet) for the entire population of the country, i.e. there is no minimum age scope any more for these indicators
-

Reference period

- Information on ICT usage should be collected and reported with a reference period of the last 3 months

Data Disaggregation

SDGs – leaving no one behind

Disaggregating the data by socio-demographics: why and how

- Important to policy-makers
 - Disaggregation shows socio-economic problems that create barriers to use of ICT by individuals. These problems are diverse and broadly cover lack of opportunity and lack of ability. They include illiteracy and other linguistic limitations, socio-cultural barriers, lack of ICT and other skills, lack of confidence or awareness and low income.
 - Gives more information i.e. who is using the ICTs i.e. male/ female, age, location (urban/ rural) etc
-

Individual characteristics

Sex:

- Sex disaggregation of data is a fundamental requirement for gender statistics and in particular for the analysis of the gender gap in the use of ICT. A MUST HAVE FOR ALL CORE INDICATORS

Age:

- Age is a strong determinant of ICT use so a common age cut-off and categories are important
 - *Recommended ranges: under 5; 5–9; 10–14; 15–24; 25–34; 35–44; 45–54; 55–64; 65–74 and 75 and over*
-

Education levels:

For international comparisons, countries required to classify education as International Standards Classification of Education follows:

- primary education or lower (ISCED levels 0, 1),
- lower secondary education (ISCED level 2),
- upper secondary education or post-secondary non-tertiary education (ISCED levels 3,4),
- tertiary education (ISCED levels 5, 6), and
- post-tertiary education (ISCED levels 7, 8).

Labour Force:

Based on the International Labour Organization (ILO) International Classification of Status in Employment (ICSE-93), with additional categories for those who are unemployed or outside the labour force.

- Employee;
- Self-employed (includes the four categories: employers, own-account workers, members of producers' cooperatives, and contributing family workers);
- Workers not classifiable by status (for whom insufficient relevant information is available, and/or who cannot be included in the preceding categories);
- Unemployed; and
- Outside the labour force. i.e student, retired.

Further classification may be given as per occupation.

Disability status:

Because of a Health problem:

- 1) Do you have difficulty seeing even if wearing glasses?
- 2) Do you have difficulty hearing even if using a hearing aid?
- 3) Do you have difficulty walking or climbing stairs?
- 4) Do you have difficulty remembering or concentrating?
- 5) Do you have difficulty with (self-care such as) washing all over or dressing?
- 6) Using your usual language, do you have difficulty communicating (for example understanding or being understood by others)?

Response categories:

- No difficulty; Some difficulty; A lot of difficulty; Cannot do at all

Other classifications at individual level are:

- level of literacy, ethnicity, languages spoken, language skills.
 - The revised ICT household indicators include HH15, *Individuals with ICT skills, by type of skills*. It will therefore be possible to cross-classify the individual use indicators by ICT skill level.
-

Household Characteristics

- Household composition (*households with children under 15 and households without children under 15*). Household composition is relevant to measuring the digital divide in households with children
 - Household size (number of household members, including those outside any age scope imposed).
 - Geographical disaggregation such as urban/ rural. Countries use their own definition for the urban/ rural and include it in the metadata. Countries can disaggregate this to towns, districts, counties to match their local needs.
 - Household with electricity can be used especially for the household ICT access indicators
 - Household income
-

Cross-classification of data

Can produce information that is very useful for analytical purposes as is more detailed

- example: Internet use by young women (data are cross-classified by age and gender).

ITU proposes the following cross-classification:

- household composition by rural/urban,
 - rural/urban by sex,
 - age by sex,
 - educational attainment by sex,
 - status in the labour force by sex, and
 - occupation by sex.
-



THANK YOU

For more information:

<http://www.itu.int/ict>

and

indicators@itu.int

